



Farmers Market Promotion Program Announcement

Fiscal Year 2014 Request for Applications

Funding Opportunity Number: USDA-AMS-FMPP-2014

Application Due Date: June 20, 2014

Program Solicitation Information

Funding Opportunity Title: 2014 Farmers Market Promotion Program Grants

Funding Opportunity Number: USDA-AMS-FMPP-2014

Announcement Type: Initial

Catalog of Federal Domestic Assistance (CFDA) Number: 10.168

Dates: Applications must be received on or before June 20, 2014 (11:59 p.m. Eastern Time) through www.Grants.gov. Applications received after this deadline will not be considered for funding.

Executive Summary:

The Agricultural Marketing Service (AMS) has announced the availability of approximately \$15 million in competitive grant funds in fiscal year (FY-) 2014 to be awarded through the Farmers Market Promotion Program (FMPP). FMPP is administered by the U.S. Department of Agriculture Agricultural Marketing Service and is designed to make grants available for projects that establish, expand, and promote direct producer-to-consumer marketing.

The minimum FY-2014 FMPP award per grant is \$15,000 and the maximum is \$100,000. An applicant is limited to no more than one grant in a grant-funding year. FMPP funding will be available for use beginning September 30, 2014. Matching funds are not required.

This Announcement identifies the eligibility criteria for projects and applicants, and the application forms and associated instructions needed to apply for an FMPP grant.

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According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-New. The time required to complete this information collection is estimated to average 6 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

1.0 FUNDING OPPORTUNITY DESCRIPTION

1.1. PROGRAM AUTHORITY

The Farmers' Market Promotion Program (FMPP) is a component of the Farmers Marketing and Local Food Promotion Program (FMLFPP), which is authorized by the Farmer-to-Consumer Direct Marketing Act of 1946 (FCDMA), as amended (7 U.S.C. 3005).

1.2 FMPP GOALS

The goals of FMPP grants are to increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of domestic farmers' markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities.

2.0 AWARD INFORMATION

2.1 TYPE OF FEDERAL ASSISTANCE

FMPP will use a Grant Agreement to provide support to successful FMPP applications.

2.2 TYPE OF APPLICATIONS

New application. All applications will be reviewed competitively using the selection process and evaluation criteria described in [Section 5. Application Review Information](#).

2.3 AVAILABLE FUNDING

The amount of approximately \$15 million will be available to fund applications in Fiscal Year 2014.

2.4 GRANT PERIOD DURATION/CONSECUTIVE GRANTS

FMPP funds will be awarded for projects with a maximum duration of 24 months. The grant period start date and end date are determined by the applicant and indicated on the SF-424 in entry #17. The grant period must begin no later than September 30, 2014 and end no later than September 29, 2016.

An eligible entity can submit more than one application for competitive review. However, FMPP will award only one grant per eligible entity and project in a grant funding year. An entity that has received a grant award may apply for future grants after: 1) completion of the current grant/project, 2) AMS has received and accepted all required documentation and reports for that current grant, AND 3) the recipient has received the AMS FMPP close-out letter. The term “recipient” within this document, will be equivalent to “awardee” and “grantee;” defined as recipients of financial assistance/FMPP grant funds.

2.5 AWARD LIMITS

The minimum award per grant is \$15,000 and the maximum is \$100,000. Matching funds are not required.

2.6 FMPP PRIORITY AREAS

Priority shall be given to applications that include projects that benefit communities located in areas of concentrated poverty with limited access to supermarkets. FMPP will award at least 10% of the total funding to these projects. In addition, projects that involve Promise Zone Lead Applicant Organizations as described in [Section 2.6.2 Promise Zones](#) will receive priority consideration.

All applications, whether requesting consideration under the priority areas or not, will be given equal weight in the evaluation process. It is not a requirement that projects are implemented in the priority area or involve Promise Zone partnerships.

2.6.1 LOW INCOME/LOW ACCESS AREAS

To be considered under limited access priority area, the project’s implementation address must be in a low income/low food access census tract (LI/LA) as defined by the USDA. Implementation address refers to the street address or geocoded location within the targeted community (low income/low food access census tract) at which the applicant plans to conduct or deliver approved project activity.

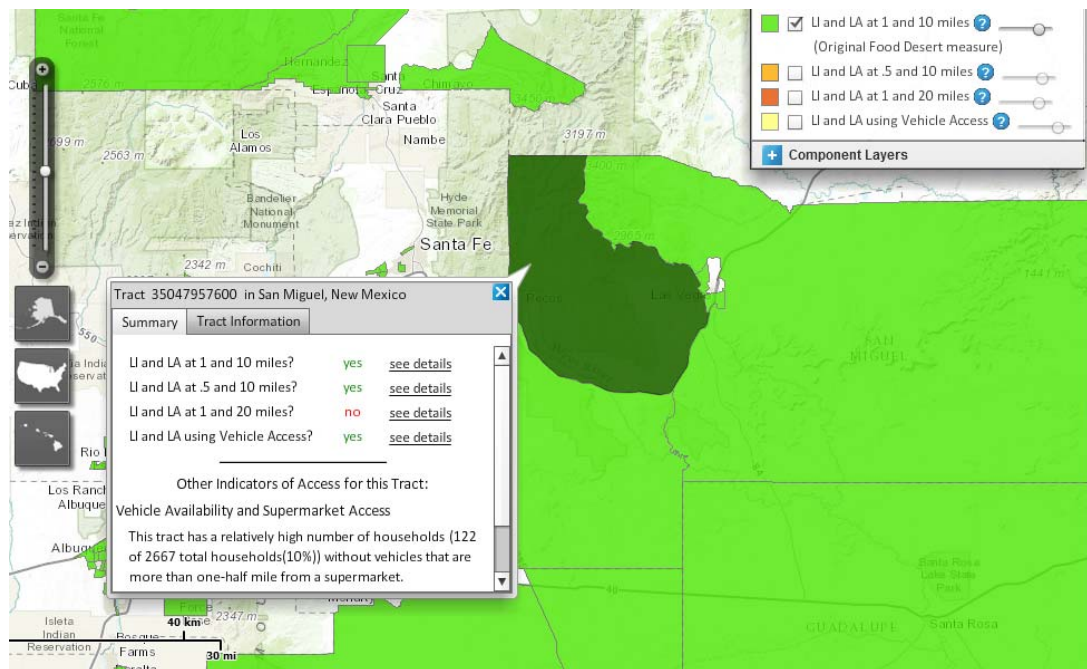
The applicant is required to provide their census tract(s) for at least one LI/LA address (priority area). If your organization or business is located in and/or primarily serves at least one low income-low access community (as defined by one of the four major map layers on the [ERS Food Access Research Atlas map](#)), your application will be considered under this priority area.

1. Get and provide the tract number—*How to obtain your census tract number from the ERS Food Access Research Atlas (<http://www.ers.usda.gov/data-products/food-access-research-atlas.aspx>)*
2. Once you enter the Atlas, check any of the four map layer(s) that applies to the proposal’s targeted community.



3. Zoom in on the map to identify your community. Clicking on your targeted area will produce the census tract and additional information about the locale. Highlight the census tract number in your narrative.

In the example below, the dark green area qualifies as low income and low access, and the census tract would be 35047957600.



2.6.2 PROMISE ZONES

For eligible entities partnering with Promise Zone Lead Applicant Organizations, identify the specific [Promise Zone](#) area in which your project will be implemented and attach a letter on letterhead stationery from and signed by the Promise Zone Lead Applicant Organization that certifies the partnership. The letter must include:

- The name of the organization applying to FMPP

- The name of the project being implemented in the Promise Zone
- The expected benefits of the project to the Promise Zone strategy
- A statement expressing the nature of the partnership

Designated urban, rural, and tribal Promise Zone areas include the following:

- San Antonio, TX (Eastside Neighborhood)
- Los Angeles, CA (Neighborhoods of Pico Union, Westlake, Koreatown, Hollywood, and East Hollywood)
- Philadelphia, PA (West Philadelphia)
- Southeastern Kentucky (Kentucky Highlands, including the following counties: Bell, Harlan, Letcher, Perry, Leslie, Clay, Knox and part of Whitley County)
- Choctaw Nation of Oklahoma (entire territory excluding Hughes County and parts of Bryan, Pittsburg, and LeFlore counties)

3.0 ELIGIBILITY INFORMATION

3.1. ELIGIBLE APPLICANTS

All applicants shall be domestic entities owned, operated, and located within the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands.

Eligible entities are:

- A. Agricultural Business.** A business entity that provides, holds, delivers, transports, offers, or sells agricultural products or services.
- B. Agricultural Cooperative.** A group-owned or member-owned entity or business that provides, offers, or sells agricultural products or services for the mutual benefit of the members thereof.
- C. Producer Network.** A producer group- or member-owned organization or business that provides, offers, or sells agricultural products or services through a common distribution system for the mutual benefit of the members thereof.
- D. Producer Associations.** An organization or other business that assists or serves, represents, or serves producers or a producer network.
- E. Community Supported Agriculture (CSA) Network.** A formal group of farms that work collectively to offer consumers regular (usually weekly) deliveries of locally-grown farm products during one or more harvest season(s), often on a subscription or membership basis. Customers have access to a selected share or range of farm products offered by the group of farmers based on partial or total advance payment of a subscription or membership fee.

- F. CSA Associations.** An organization or other business that assists or serves, represents, or services CSAs or CSA networks.
- G. Local Government.** Any unit of government within a State, including a county, borough, municipality, city, town, township, parish, local public authority, special district, school district, intrastate district, council of governments, or other instrumentalities of local government.
- H. Nonprofit Corporation.** Any organization or institution, including nonprofits with State or IRS 501 (c) status and accredited institutions of higher education, where no part of the net earnings of which inure to the benefit of any private shareholder or individual.
- I. Public Benefit Corporation.** A corporation organized to construct or operate a public improvement, the profits from which inure to the benefit of a State(s) or to the people thereof.
- J. Economic Development Corporation.** An organization whose mission is the improvement, maintenance, development and/or marketing or promotion of a specific geographic area.
- K. Regional Farmers Market Authority.** An entity that establishes and enforces regional, State, or county policies and jurisdiction over State, regional, or county farmers markets.
- L. Tribal Government.** A governing body or a governmental agency of any Indian tribe, band, nation, or other organized group or community (including any native village as defined in section 3 of the Alaska Native Claims Settlement Act, 85 Stat. 688 (43 U.S.C. § 1602)) certified by the Secretary of the Interior as eligible for the special programs and services provided through the Bureau of Indian Affairs.

3.2. ELIGIBLE GRANT USES

Project(s) must assist in the development, improvement, and expansion of domestic farmers' markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities through:

1. Increasing domestic consumption of and access to locally and regionally produced agricultural products; or
2. Developing new market opportunities for farm and ranch operations serving local markets by developing, improving, and expanding, and providing outreach, training, and technical assistance.

Projects must also demonstrate benefits to two or more farmers, producers, or farm vendors who produce and sell their own products through a common distribution channel directly to consumers.

Eligible projects might include, but are not limited to:

- Farmer, rancher, or manager training and education
- Farmer, rancher, or manager organization and networking
- Advertising, outreach for the market, agritourism
- Market startup, operating, infrastructure
- Product introduction or improvement, value added, branding
- Market analysis and planning, customer and producer surveys
- Vendor and customer recruitment, new venue establishment.

Projects are not eligible for FMPP funding if the proposed activities:

- Are not related to producer-to-consumer direct marketing.
- Benefit only one agricultural producer or individual.
- Depend upon a critical component not in place at the time of application submission.
- Depend upon the completion of another project or the receipt of another grant.
- Duplicate activities in a project that has received an award from another Federal grant program.

4.0 APPLICATION AND SUBMISSION INFORMATION

4.1. REQUESTING AN APPLICATION

AMS posts a synopsis of each new funding opportunity at [Grants.gov](https://www.grants.gov). Funding opportunities will also be at the following website: <http://www.ams.usda.gov/FMPP>.

Forms SF-424 and SF-424B are available via the Grants.gov website. Other mandatory forms such as the TM-29 and TM-30 are available, along with step-by-step instructions for completion, at the FMPP website at www.ams.usda.gov/FMPP.

4.2 CONTENT AND FORM OF APPLICATION SUBMISSION

4.2.1 SF-424, APPLICATION FOR FEDERAL ASSISTANCE

Form SF-424—Application for Federal Assistance. To be considered for funding, this form must be complete and have all the required documents attached.

Most information blocks on the required form are either self-explanatory or adequately explained in the instructions. However, for FMPP applications, you must use the following supplemental instructions associated with specific blocks on form SF-424.

Block	Instruction
#1 Type of Submission	Check Application
#2 Type of Application	Check New
#4 and #5	Not applicable
# 8c Organizational DUNS	Applicant Information refers to the Organization submitting the application and to the employee responsible for the project. D&B Request a DUNS Number
#8d Address	Enter the organization address. P.O. Boxes will not be accepted. Enter a 9-digit zip code.
#10 Name of Federal Agency	AMS, USDA
#11 Catalog of Federal Domestic Assistance Number	Enter 10.168 – Farmers Market Promotion Program.
#12 Funding Opportunity Number	Enter USDA-AMS-FMPP-2014.
#13 Competition Identification Number	Not applicable
#14 Areas Affected by Project	Enter cities, counties, states affected by project
#15 Descriptive Title of Applicant's Project	A detailed description of each project is not necessary.
#16a Congressional Districts for Applicant	Enter the Congressional district where your main office is located.
#16b Congressional Districts for Program/Project	Enter the Congressional district where your project is performed. Write "All" if the projects will be performed in more than one location.
#17 Proposed Project Start Date and End Date	The grant period cannot be more than 2 years long. It must begin no later than September 30, 2014 and end no later than September 30, 2016.
#18a Estimated Funding	Enter only Federal =Total Farmers Market Promotion Program Grant funds requested
#19 Is Applicant Subject to Review by State Under Executive Order 12372 Process?	This initiative is subject to intergovernmental review .

4.2.2 SF-424B, ASSURANCE – NON-CONSTRUCTION PROGRAMS

This form must be signed by the authorized certifying official.

Narrative Format

The narrative portion of the project proposal must be typed single-spaced, in a 12-point Times Roman font, not to exceed 12 single-sided 8.5 x 11 pages, using the [TM-29 Project Proposal Narrative Form](#). Handwritten narratives will not be accepted.

- Elements of the narrative must include all items in this section. Omission or incorrectly ordered information on the TM-29 form could result in a low ranking of your application.
- The instructions for completing the TM-29 Project Proposal Narrative Form can be found on the form.

Project Title

The title must capture the primary focus of the project and match the title provided on Form SF-424.

Applicant/Organization Information

Provide the applicant/organization name, contact name, mailing address, telephone and fax number. Also provide the email address for the person designated to answer questions about the application, financial information, and the proposed budget request.

Primary Project Manager Information

Provide the name, mailing address, telephone and fax number, and email address for the person responsible for managing and/or overseeing the project.

Requested FMPP Funding and Matching Funds.

Indicate the dollar amount (use whole dollar amounts only, do not include cents) requested from FMPP. A match is not required under FMPP.

EBT, Equipment, Supplies, and Promotional Projects

Answer either “Yes” or “No” to whether your proposal includes a new or existing electronic benefits transfer (EBT) component or if it includes purchases of equipment, supplies, or other promotional items.

Entity Type/Eligibility Statement

Indicate the entity type of the applicant/organization.

Executive Summary

In no more than 200 words, provide a project description, goals to be accomplished, expected outcomes, and a timeframe for completing all activities.

Project Implementation Address

At least one project implementation address must be provided in question #8 on form TM-29.

The project implementation address refers to the specific address within the targeted community at which the recipient will conduct or deliver approved project activity. Include the street address, city, state, zip code, and county. If the project will benefit a Promise Zone, indicate the specific area.

Goals of the Project

Provide a clear statement (no more than two sentences) focusing on the goal(s) and the objective(s) of the project. Provide a brief statement of why and how the goals and objectives meet FMPP's mission. If the application is being submitted for priority consideration, include the census tract number (for Low Income/Low Access).

Background Statement

Provide a description of the current conditions that justify the need for the proposed project, and an explanation as to why the condition will not be improved absent the project.

Workplan, Resource, and Timeline Requirements.

Provide a statement for each planned activity (scope of work), a timeline for completion, resources required to complete each activity, and milestones for assessing progress for each activity. Identify who will do the work, whether collaborative arrangements or subcontractors will be used, and the resource commitments of the collaborators.

Expected Outcomes and Beneficiaries

List expected outcomes of the project quantitative and qualitative evaluation measurements and the beneficiaries of each outcome. Describe the method of quantifying the outcome and beneficiaries that will be used to measure success of the project. Metrics of success must include, but are not limited to, the following baseline and completed project metrics:

- Number of direct or indirect jobs retained and created
- Number of markets expanded and/or new markets established, or expanded consumer base served
- Dollar amount and percentage change in market sales
- Number of farmer/producer beneficiaries

Provide a plan for disseminating project results electronically and in person to the target audience, stakeholders, and interested parties beyond those directly served by the project. Describe a means of collecting feedback on the results and how outreach can be continued beyond the term of the project.

Existing and Pending Support

List all current and pending public or private support for the proposed project. An application that duplicates or overlaps with an application that has been funded or is being considered for funding by another USDA organization will not be funded under FMPP.

Supplemental Budget Summary

The [TM-30, Supplemental Budget Summary Form](#), along with a budget narrative, must be used in preparing supplemental budgets. Please see the Excel Instructions Tab on the workbook for details required under each Budget Item. The Supplemental Budget Summary does not count toward the narrative's 12-page limit.

- Use of TM-30 is mandatory
- Attach the TM-30 Excel spreadsheet within form SF-424, question 15 "Add Attachment" following the instructions in Grants.gov.

FMPP requires an itemized, line-by-line supplemental budget. Each budget line (category) must be included in the Supplemental Budget Summary with an actual cost estimate based on a price analysis, vendor quote, cost per unit (including staff time), and justified by the budget narrative.

All requested budget items and activities must:

- Be itemized, listing separately each item, its costs, and use.
- Correlate to the purpose/goals of the project and demonstrate that they are reasonable, allocable (treated consistently with other cost for the same purpose and circumstance) and allowable for the proposed work.

The Supplemental Budget Summary information must include the following categories and a budget narrative that provides justification for such budget categories and items. If no items in the following budget categories will be requested, use "\$0" for the total amount being requested:

Personnel/Contractual

List the individual/contractor's name and title and the general categories of services the person/contractor cost will cover (e.g., project manager). Show annual/hourly rates and estimated number of hours to be spent on the project by each project participant. In the budget narrative:

1. Indicate the duties of each individual and correlate those duties to the purpose/goals of the project.
2. All salaries must include the number of hours, rate per hour, and the (actual) months of performance.
3. For contractors, indicate if the expense represents a flat fee for services or an hourly rate.

Charges must be for services rendered for the individual's qualifications and locality pay for similar jobs. As a guide you may visit the [Bureau of Labor Statistics](#) to obtain applicable wages and salaries by State.

Travel

Explain the purpose for each trip request. The following information is required:

- Projected travel dates and duration
- Trip destination
- Purpose of trip
- Type of expense (airfare, car rental, hotel, meals, mileage, etc.)
- Estimated number of miles and mileage rate, or rental fee
- Estimated common carrier, including airlines, shuttles or taxis, etc.
- Estimated lodging and meal costs
- Number of travelers claiming expense
- Total funds requested for trip
- Include a subtotal for all FMPP-funded travel costs

FMPP follows the current General Services Administration's (www.gsa.gov) privately owned vehicle (POV) mileage reimbursement rate. Mileage rates include gas costs; FMPP will not reimburse separately for gasoline expenses.

If technologies such as teleconferences or videoconferencing are available to your organization, appropriate to the project, and less costly, they should be used as an alternative to travel.

Equipment

Indicate purchases of equipment. List separately each item of equipment, its cost and use. *Equipment* means any tangible, nonexpendable, personal property, including exempt property charged directly to the grant having: (1) a useful life of more than 1 year, and (2) an acquisition cost of \$5,000 or more per unit (7 CFR 3016.3 and 7 CFR 3019.2). In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each piece of equipment and its correlation to the purpose/goals of the project to justify your need for the equipment to be purchased.

Where appropriate, FMPP encourages the use of technologies such as webinars, teleconferencing, or videoconferencing and use of no-cost conference rooms as an alternative to renting a building or a room.

Supplies

Provide an estimate of projected supply expenditures. List each item separately, its cost and use. *Supplies* means any tangible personal property other than equipment (as defined above), excluding debt instruments and inventions (defined in 7 CFR 3019.2(hh)). In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each supply item being requested and its correlation to the purpose/goals of the project to justify your need for the supplies to be purchased.

Other

Provide an itemized list of projected expenditures, their cost and use. *Other items* mean any item not fitting into the personnel, contractual, equipment, travel, and supplies categories explained above. In the budget narrative, provide the basis of the cost estimate (e.g. price analysis, vendor quotes) for each item being requested and its correlation to the purpose/goals of the project to justify your need.

FMPP will not pay for a project that consists of only one workshop or conference. When submitting a request for a workshop or conference, clearly indicate the purpose of the workshop or conference, and explain why the activity cannot be implemented using alternative technologies. Indicate if registration fees will be collected and if so, show the fees as program income.

Indirect Costs.

Budget requests for indirect costs may not exceed 10 percent of total expenses defined and itemized as a direct cost. See [page 20](#) for Indirect Cost information.

4.2.4 CRITICAL RESOURCES AND INFRASTRUCTURE

Letters and/or other evidence of commitment from resource providers should establish the fact that critical resources and infrastructure required to initiate and implement the project are in place at the time of proposal submission. The proposed project must not be dependent on the completion of another project or the receipt of another grant. Land and structures must be in place and committed prior to submitting an application to FMPP.

4.2.5 SUPPLEMENTAL DOCUMENTS

Evidence of collaborative arrangements, capacity commitments, and qualifications to conduct the work required to initiate and complete the project must be provided. Required documents include:

- Brief description(s) of experience and qualifications or resumes (maximum 2 pages) of those leading or conducting project activities. Qualifications should

reflect the expertise necessary to carry out the proposed activities or similar types of activities.

- Letters and/or other evidence of commitment from cooperators and contractors.
- Letters should establish that critical support and services required to initiate and implement the project are in place at the time of proposal submission. Commitment letters should be on organization letterhead and signed by the person authorized to make the commitment. Emails are not acceptable evidence of commitment.
- Letters from Promise Zone Lead Applicant Organizations, if attempting to qualify for Promise Zone priority, as explained in [Section 2.6.2 Promise Zones](#).

All supporting documents must be submitted with the Grants.gov application. Ensure that the documents identify the applicant and the exact project title name.

4.3 DISQUALIFICATION – REJECTION OF SUBMITTED APPLICATION

Your project proposal will be rejected if:

- It is received after the deadline.
- It is incomplete or is missing any of the required forms (e.g., SF-424, TM-29, TM-30, SF-424B).
- Any contractor(s) and subrecipient(s) that are proposed to receive \$25,000 or more in FMPP grant funds are listed on the Excluded Parties List System (www.SAM.gov). Search the list using the individual or organization's EIN (employer identification number). The term "subrecipient(s)" used within this document is equivalent to "subgrantees" and "subawardee;" defined as financial assistance provided under the FMPP grant by a recipient to an eligible subrecipient.

Additionally, an application will be rejected (after submission or prior to award) if FMPP receives information that:

- A (potential or past) AMS grant recipient has not fulfilled all the terms and conditions of a previous grant award
- Indicates fraud or mismanagement of Federal funds by an organization
- Indicates funding of the same project work by another organization
- Critical resources and infrastructure documentation is incomplete or missing
- An organization is found to be ineligible for an award
- The application is materially misleading or incorrect

4.4 APPLICATION SUBMISSION CHECKLIST

All documents must be submitted via Grants.gov.

1. Form SF-424 (completed via Grants.gov)
2. Form SF-424B (completed via Grants.gov)

Grants.gov SF-424 (#15) Attachments. Grants.gov only contains forms SF-424 and SF-424B. The following documents must be prepared outside of Grants.gov, then uploaded under item #15 of the SF-424. Click on “Add Attachments” and follow the instructions on the form, or see Appendix 1 for detailed instructions:

3. Critical Resources and Infrastructure Documentation
4. Form TM-29, FMPP Project Proposal Narrative
5. Form TM-30, FMPP Supplemental Budget Summary
6. Evidence of Contractor/Subrecipient SAM registration and DUNS number. See pages [26](#) & [27](#) for information on SAM and DUNS.
7. Evidence of all Contractor and Subrecipient’s Debarment Status
8. Priority Project information, as applicable (see [Section 2.6](#))
9. Supporting Documents

Upload these documents in the order listed above through Grants.gov.

4.5 ELECTRONIC SUBMISSION

FMPP applicants must submit their application electronically via www.Grants.gov by 11:59 p.m., Eastern Time, on June 20, 2014. AMS will not accept applications/proposals or supporting documents via facsimile, electronic mail, courier delivery, or postal delivery. No extensions past the deadline will be considered.

Applicants must be registered with www.SAM.gov and www.Grants.gov prior to submitting a completed application package. The registration processes can take at least 5 weeks. Forms TM-29 and TM-30 may be downloaded via www.ams.usda.gov/FMPP and prepared while completing the registration processes.

For information on how to apply via www.Grants.gov, click “Applicants” and “Apply for Grants” and see Appendix 1 of this Announcement. Applicants experiencing problems in submission of documentation should email support@grants.gov, or telephone the Contact Center at 1-800-518-4726. The hours of operation are Monday–Friday, 7 a.m. to 9 p.m., Eastern Time. The Contact Center is closed on Federal Holidays. Keep a record of any correspondence with Grants.gov, including any ID or case number provided.

- 1. Grants.gov Confirmation.** Grants.gov will send two emails to the authorized representative listed in the FMPP application. The first will contain the Submission Receipt Number, which indicates that Grants.gov registered receipt of the application package. The second will contain the Submission Validation Receipt, which indicates that Grants.gov has accepted the application package and validated that the required electronic forms are included. It may take up to 48

hours to receive the Submission Validation Receipt, which is the proof of a completed submission. Applicants are urged to keep this timeline in mind when submitting applications in order to receive a Submission Validation Receipt before the deadline.

2. **Application Review After Grants.gov Submission Validation.** After application validation by Grants.gov, FMPP Staff will review each application for completeness. Incomplete applications will not be considered for review and funding through FMPP.

4.6 INTERGOVERNMENTAL REVIEW (SPOC List) – EXECUTIVE ORDER 12372

The FMPP is eligible for coverage under [Executive Order 12372](#), "Intergovernmental Review of Federal Programs." Under this order, States may design their own process for reviewing and commenting on proposed Federal assistance under covered programs. An applicant should consult the office or official designated as the single point of contact (SPOC) in his or her State for more information about the process the State requires to be followed in applying for assistance, and if the State has selected FMPP for review.

Applicants are encouraged to check www.whitehouse.gov/omb/grants_spoc for contact information and to determine whether your State appears on the list. If a State does not appear on the list it has chosen not to participate, select "15.b. Program is subject to E.O. 12372 but has not been selected by State for review."

4.7 FUNDING RESTRICTIONS

4.7.1 LIMIT ON ADMINISTRATION COSTS

Indirect costs (facility and administrative costs) are costs incurred for common or joint objectives that cannot be identified specifically with a particular project, program, or organizational activity. The table below includes typical indirect costs for specific types of organizations.

The salaries of administrative and clerical staff should normally be treated as indirect costs. Directly charging these costs may be appropriate if all of the following conditions are met:

- (1) administrative or clerical services are integral to a project or activity;
- (2) individuals involved can be specifically identified with the project or activity;
- (3) such costs are explicitly included in the budget or have the prior written approval of the Federal awarding agency; and
- (4) the costs are not also recovered as indirect costs.

Typical Indirect Cost by Organization Type

Type of Organization	Typical Indirect Costs
Non-Profits	General administration and general expenses, such as the salaries and expenses of executive officers, personnel administration, and accounting, depreciation or use allowances on buildings and equipment, and the costs of operating and maintaining facilities.
Colleges and Universities	Equipment and capital improvements, operation and maintenance expenses, library expenses, general administration and general expenses, departmental administration, sponsored projects administration, student administration and services, depreciation and use allowances, and interest on debt associated with certain buildings.
State and Local Governments	State/local-wide central service costs, general administration of the recipient department or agency, accounting and personnel services performed within the recipient department or agency, depreciation or use allowances on buildings and equipment, and the costs of operating and maintaining facilities.
For-Profit Organizations	No costs provided under direct, costs grouped as benefiting intermediate and final cost objectives in pro rata share, and costs allocable during a base period.

4.7.2 ALLOWABLE AND UNALLOWABLE COSTS AND ACTIVITIES

Allowable cost should be reasonable, allocable and allowable under Federal Cost Principles and in agreement with the purposes of FMPP. All costs should relate to the budget, and tie directly to project activities and impact. Costs should be associated with quantitative and qualitative metrics as proposed in the project narrative.

Allowable Costs and Activities with Conditions

The following list describes allowable costs with specific restrictions under the AMS FMPP. This section is not intended to be all-inclusive; FMPP applicants that have questions should contact the AMS FMPP.

- Entertainment costs must be related to the project and approved by FMPP at the time of award.
- Special-purpose equipment is tangible personal property having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds \$5,000, and is used only for research, scientific, or other technical activities. Acquisition cost means the net invoice price of the equipment including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired. This category may include food trucks and mobile markets. Recipients and subrecipients purchasing any special-purpose equipment are encouraged to use such funds to purchase only American-made equipment or products.

If the special-purpose equipment has a per-unit fair market value of \$5,000 or more, and the equipment is no longer needed for the original project or program or for other activities currently or previously sponsored by the Federal government it may be sold or retained. If the equipment and/or supplies are sold, the federal government shall have a right to an amount calculated by multiplying the current market value or proceeds from sale by the Federal share of the equipment. For further disposition instructions and forms, please contact the FMPP.

- Vehicle and equipment lease or rental with an acquisition costs that equals or exceeds \$5,000. Rates should be in light of such factors as: rental costs of comparable vehicles or equipment, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of the vehicle or equipment leased.

Unallowable Costs and Activities

- Alcoholic beverages.
- Airfare costs in excess of the customary standard commercial airfare (coach or equivalent), Federal Government contract airfare, or the lowest commercial discount airfare.
- Bad debts, including losses (whether actual or estimated) arising from uncollectable accounts and other claims, related collection costs, and related legal costs.
- Capital expenditures for the acquisition of buildings, facilities, or land or to make additions, improvements, modifications, replacements, rearrangements, reinstallations, renovations or alterations of an existing building or facility (including site grading and improvement, and architecture fees). This may also include the purchase of construction materials wood, nails, concrete, gravel, sand, paint, insulation, drywall, or plumbing.

Building and facilities means any permanent structure that is designed or intended for support, enclosure, shelter or protection of person, animals or property having a permanent roof that is supported by columns or walls.

- Business meal(s) costs may not be charged as project costs when individuals decide to go to lunch or dinner together when no need exists for continuity of a meeting. Such activity is considered to be an entertainment cost. In contrast, lunch or dinner meals may be charged to the project if a justification is provided that such activity maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants. Breakfasts for conference attendees are usually considered unallowable as it is expected these individuals will have sufficient time to obtain this meal on their own before the conference begins in the morning.
- Contributions to a contingency reserve or any similar provision (rainy day funds) made for the occurrence of events which cannot be foretold with certainty as to time, intensity, or with an assurance of their happening.
- Contributions or donations, including cash, property, and services, made by the awardee, regardless of the recipient Costs which lie outside the scope of the approved project(s) and any amendments thereto.
- Costs incurred after the expiration of the grant award period, including no-cost extensions of time.
- Costs of goods or services for personal use of the State or local governmental unit's employees regardless of whether the cost is reported as taxable income to the employees.
- Costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
- Development or participation in lobbying activities including costs of membership in organizations substantially engaged in lobbying.
- Development or participation in political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7324-7326).
- Donated or volunteered services may be furnished to an awardee by professional and technical personnel, consultants, and other skilled and unskilled labor. The value of these services is not reimbursable as a direct or indirect cost.
- Farm and gardening supplies, i.e., shovels, seeds, fertilizer, soil, and water.
- Fines, penalties, damages, and other settlements resulting from violations (or alleged violations) of, or failure of the State or local governmental unit to comply with, Federal, State, local, or Indian tribal laws and regulations.

- Fundraising including financial campaigns, solicitation of gifts and bequests, and similar expenses incurred to raise capital or obtain contributions, regardless of the purpose for which the funds will be used. This includes salaries of personnel involved in activities to raise capital.
- Indirect costs in excess of 10 percent; this limitation also applies to any subcontracts under the funded award.
- General costs of State or local Government including: (1) salaries and expenses of the Office of the Governor of a State or the chief executive of a political subdivision or the chief executive of Federally-recognized Indian tribal government; (2) salaries and other expenses of a State legislature, tribal council, or similar local governmental body, such as a county supervisor, city council, school board, etc., whether incurred for purposes of legislation or executive direction; (3) costs of the judiciary branch of a government; (4) costs of prosecutorial activities; and (5) costs of other general types of government services normally provided to the general public, such as fire and police.
- The purchase of food-relative incentives, including bonuses, coupons, and vouchers.
- International travel and other related expenses.
- Specific organizational entertainment costs, including amusement, diversion, and social activities and any costs directly associated with such costs (such as tickets to shows or sports events, meals, lodging, rentals, transportation, and gratuities), regardless of their apparent relationship to project objectives.
- Grant funds cannot be used to supplant State funds.
- Funds to be used towards travel costs for AMS FMPP employees.
- Miscellaneous funds.
- Re-granting of FMPP funds from the awardee to the public or subrecipients.

5.0 APPLICATION REVIEW INFORMATION

Applications will be evaluated against responses to criterion within the submitted proposal narrative, budget, critical resources and infrastructure, and supporting documentation, which will be reviewed by peer reviewers.

5.1 CRITERIA

Applicants must ensure that the evaluation criteria listed below are addressed within form TM-29, narrative.

Each application will be reviewed competitively using the following criteria:

- **Purpose** (20 points)

The proposal meets the objectives of the Farmers Market Promotion Program ([section 1.2](#)) as outlined by the 2014 Farm Bill and will serve the intended beneficiaries.

- **Approach** (25 points)

The project proposal work plan is well-written and clearly delineates how the work will meet the intended goals and objectives, and successfully assist its beneficiaries. Project personnel demonstrate appropriate qualifications, knowledge and experience necessary to carry out the project. Partnerships are appropriate and reliable to accomplish and accentuate the work and are documented with letters of support.

- **Budget** (20 points)

All budget items are allowable, reasonable, allocable, and clearly described, and all items clearly correlate with the purpose and goals of the project. All letters of support/verification are provided. Needed infrastructure that will not be paid by the grant is in place.

- **Impact** (20 points)

The proposal clearly describes expected outcomes, the intended beneficiaries, and how it will be evaluated while in progress and upon conclusion. Both quantitative and qualitative metrics are described to demonstrate how the project will assess impact on intended beneficiaries to include but not limited to the following (baseline and completed project) metrics:

- Number of direct or indirect jobs retained and created
- Number of markets expanded and/or new markets established, or expanded consumer base served
- Dollar amount and percentage change in market sales
- Number of farmer/producer beneficiaries

- **Outreach** (15 points)

The proposal outlines a plan to disseminate project results electronically and in person to the target audience, stakeholders, and interested parties beyond those directly served by the project. A means of collecting feedback on the results is included. Outreach can be expected to continue beyond the term of the project.

5.2 REVIEW AND SELECTION PROCESS

Each FMPP application (project), i.e., the proposal narrative (TM-29), budget (TM-30), critical resources and infrastructure, and supporting documentation, is evaluated by peer reviewers. To eliminate bias, AMS provides reviewers with projects that are not in their geographic area or associated with their business in any way. Each reviewer also signs a 1) conflict of interest and confidentiality agreements to ensure that there was no conflict of interest with any of the applications which they were assigned, and 2) declaration of intent agreement that indicates they did not apply for an FMPP grant or have any relationship to an applicant this program year. The reviewers are not permitted to apply for FMPP grant funds, or receive financial benefit from any submitted application during the year they will be serving on the review panel.

Selected peer reviewers will have a diverse expertise, representing the direct marketing community, including farmers market, roadside stand, and CSA managers; agritourism groups; producers; non-profit groups; Federal, State, and local government employees; university employees; as well as independent researchers, for-profit groups, and others with knowledge of direct producer-to-consumer marketing activities.

Reviewers are grouped into a minimum of three-person review teams. Applying the evaluation criteria, reviewers provide scores and written comments for each application. Each team's top 15 projects are ranked based on the consensus view of the peer reviewer panel. Any applicant or project issues, such as the missing critical resources and infrastructure and materially misleading or incorrect information provided, are also noted and forwarded to FMPP, [see Section 4.3 "Disqualification – Rejection of Submitted Application."](#)

Reviewer recommendations are analyzed by FMPP for Agency clearances including, but not limited to, evaluation for potential duplication of Federal funding, inability of the organization or subrecipients to receive a Federal award and funding, fulfillment of Agency's authorization mission and priorities, or the organization not fulfilling the terms and conditions of a previous grant.

AMS selections are made based on review panel's top rankings and recommendations, Agency clearances and priorities (above), review of potential award project and budget (below), and available funding.

In consideration for an award, potential awarded projects and budgets may be revised by FMPP based on allowable, allocable, and reasonable costs; fulfillment of Agency's funding, authorization and mission priorities; and quantitative evaluation of project outputs, outcomes, and performance metrics. Depending upon the timelines of award determination, the applicant may be contacted to negotiate these revisions or the FMPP award may be rejected upon receipt.

6.0 AWARD ADMINISTRATION INFORMATION

FMPP is a competitive grant program; award decisions are final. Within the limit of funds available for the purpose of this program, grants are made to those eligible applicants whose applications are judged most meritorious under the procedures set forth in this solicitation.

It should be noted that the project need not be initiated on the grant effective date, but as soon thereafter as practical so that project goals may be achieved within the funded project period. All funds granted by AMS under this solicitation must be expended solely for the purpose for which the funds are granted in accordance with the approved application and budget, the regulations, the terms and conditions of the award, the applicable Federal cost principles, the USDA's assistance regulations (parts [3015](#) and [3016](#) of 7 CFR), and this Announcement.

6.1 AWARD NOTICE

Once all administrative and programmatic issues have been resolved, a formal notification in the form of a Grant Agreement will be provided to the applicant organization in an electronic format by AMS. Additional information concerning the award notices can be found herein and through the FMPP General Terms and Conditions.

After final decisions have been announced, a summary that briefly provides team score and written criteria comments of the unfunded application will be sent to the applicant Authorized Representative. The application feedback information will not include team notes or the identities of the reviewers.

6.2 ADMINISTRATIVE REQUIREMENTS AND NATIONAL POLICY REQUIREMENTS

6.2.1 USDA ADMINISTRATIVE REQUIREMENTS

FMPP awards are subject to *USDA Administrative Requirements*, which can be found in 7 CFR Parts [3015](#), [3016](#), and [3019](#) and the terms and conditions implemented herein and through the FMPP General Terms and Conditions of award.

In accepting an award, the recipient assumes legal, financial, administrative, and programmatic responsibility for administering the award in accordance with the terms and conditions of the award, as well as applicable laws, rules, regulations, and Executive Orders governing USDA assistance awards, all of which are incorporated into this award by reference. Failure to comply with these requirements may result in suspension or termination of the award and/or FMPP's recovery of award funds.

6.2.2 DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER

A Data Universal Number System (DUNS) number is a unique number established and assigned by Dun and Bradstreet, Inc. (D&B) to uniquely identify organizations. All applicants and subapplicants that are a State, local government or Indian tribe governmental organization; a foreign public entity; a domestic or foreign nonprofit organization; a domestic or foreign for-profit organization; or a Federal agency (but only as a subapplicant under an award or subaward to a non-Federal entity) must have a DUNS number at the time of application to be considered for a grant agreement. A DUNS number may be acquired at no cost online at <http://fedgov.dnb.com/webform>. To acquire a DUNS number by phone, contact the D&B Government Customer Response Center:

U.S. and U.S. Virgin Islands: 1-866-705-5711

Alaska and Puerto Rico: 1-800-234-3867 (Select option 2, then option 1)

Monday – Friday 7 a.m. to 8 p.m., CST

This requirement applies to all FMPP grant contracts and subawards greater than \$25,000 made with FMPP funds. All subcontractors and subawards must also be reported by the FMPP awardee in the Federal Funding Accountability and Transparency Act (FFATA) Subaward Report.

6.2.3 SYSTEM FOR AWARD MANAGEMENT (SAM)

The System for Award Management (SAM) has replaced the Central Contractor Registration (CCR) as the central government repository for organizations working with the Federal government. To receive an award under FMPP, applicants are required to register with SAM and, in doing so, to designate an e-Business Point of Contact (e-Business POC). SAM registration must be updated annually and be active and maintained with current information while a recipient has an active award or an application under consideration.

The e-Business POC authorizes individuals to submit grant and cooperative agreement applications on behalf of the organization and creates a special password called a Marketing Partner ID Number (M-PIN) to verify individuals authorized to submit grant applications for the organization.

Organizations that need to register will visit <https://www.sam.gov/> whereas those organizations that already have a CCR registration will visit the SAM website and should note the following:

- You'll create a new SAM User ID and Password.
- Your CCR permissions will be verified via your email account.
- Your CCR registration information (Entity Information) will be waiting for you in SAM.

For SAM Customer Service, contact the Federal Service Desk:

URL: www.fsd.gov

Hours: 8am - 8pm (Eastern Time)

US Calls: 866-606-8220

6.2.4 DEBARMENT AND SUSPENSION

Organizations or individuals that are suspended, debarred, declared ineligible, or voluntarily excluded from eligibility for covered transactions by any Federal department or agency cannot, during the period of suspension, debarment, or exclusion, receive USDA grants or be paid from USDA grant funds, whether under a an award, subaward, or contract. Charges made to USDA grants for such individuals (e.g., salary) are unallowable. Regulations published in [2 CFR Part 180](#), as adopted and supplemented by USDA at [2 CFR Part 417](#); describe the government-wide debarment and suspension requirements.

All FMPP applicants are required to disclose whether any of the following conditions apply to them or their principals, including the Project Coordinator and other key grant management personnel:

- Within the 3-year period preceding the application, the applicant or its principals have been convicted of, or had a civil judgment rendered against them, for:
 - o Fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction.
 - o Violation of a Federal or State antitrust statute.
 - o Embezzlement, theft, forgery, bribery, falsification, or destruction of records.
 - o False statements or receipt of stolen property.
- The applicant or its principals are presently indicted or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated above.
- Within a 3-year period preceding the application, the applicant or its principals have had any public transaction (Federal, State, or local) terminated for cause or default.

Disclosure of unfavorable information by a sub-applicant should be reported to the FMPP applicant. FMPP applicants must disclose the unfavorable information to the AMS, FMPP at which point the AMS, FMPP will consider the information as part of the determination of whether the applicant may award funds to that particular sub-applicant.

In addition to reviewing any information submitted by the applicant, the determination must be made by the FMPP applicant as to whether the sub-applicant is excluded from receiving Federal funds on the SAM website at www.sam.gov and must document the results.

A variety of “lower-tier” transactions also are subject to these requirements. Contracts (including individual consultants) under grants (where the contract requires the provision of goods or services that will equal or exceed \$25,000) and all subawards also are subject to these suspension and debarment rules. A recipient is required to comply with the requirements of [2 CFR Part 180.300 through 180.365](#) as a condition of its award from the Federal Awarding Agency. The recipient must include a requirement in any covered transaction at the next lower tier to comply with those same regulatory provisions. One of those provisions is that, before entering into a covered transaction, the recipient or lower-tier participant must verify that the entity is not suspended or debarred or otherwise excluded. This verification may be accomplished by checking SAM at www.sam.gov, collecting a certification from the organization or individual, or adding a clause or condition to the covered transaction with that entity.

6.2.5 DELINQUENCY ON FEDERAL DEBT

Any organization or individual that is indebted to the United States, and has a judgment lien filed against it for a debt to the United States, is ineligible to receive a Federal grant. Applicants are required to indicate in their applications (on the SF-424 “Application for Federal Assistance”) if they are delinquent on any Federal debt. If the applicant discloses a delinquency, FMPP will not award the grant. FMPP reserves the right to withhold the award until the debt is satisfied or satisfactory arrangements are made with the agency to which the debt is owed.

Anyone who has been judged to be in default on a Federal debt and who has had a judgment lien filed against him or her should not be listed as a participant in an application for a FMPP grant until the judgment is paid in full or is otherwise satisfied. No funds may be budgeted following an award to pay such an individual. The Federal Agency will disallow costs charged to awards that provide funds to individuals in violation of this requirement.

6.3 ACCEPTANCE OF AN AWARD

A signature by an authorized representative from the organization on the Grant Agreement constitutes acceptance of an award and its associated terms and conditions. FMPP must receive a scanned or faxed copy of the signed Grant Agreement. If a recipient cannot accept the award, including the legal obligation to perform in accordance with award terms and conditions, the recipient should notify the Federal Agency Project Manager immediately

upon receipt of the Grant Agreement. Once the recipient accepts the award, the contents of the Grant Agreement are binding on the recipient.

6.4 REPORTING

Recipients are required to submit 6-month interim performance reports after the award's anniversary date, as provided by FMPP, until a Final Performance Report is required.

The following reports are due within 90 days following the grant ending date:

- Final Performance Report
- Final SF-425, "Federal Financial Report" and if applicable, payment of unobligated balance
- Audit Report, if applicable
- Tangible Personal Property Report, if applicable

The recipient should submit the reports to AMS FMPP electronically as required in the FMPP General Award Terms and Conditions.

All recipients will receive training regarding the reporting, quantitative and qualitative metrics, project, and other requirements of the AMS FMPP award.

7.0 PROGRAM CONTACTS

Applicants and other interested parties are encouraged to contact the FMPP Staff by email at USDAFMPPQuestions@ams.usda.gov or by phone 202-720-0933:

FMPP Branch Chief

Mrs. Carmen Humphrey

FMPP Grants Management Specialists

Mrs. Lee Cliburn

Mr. Karl Hacker

Mr. Ricardo Krajewski

Mrs. Camia Lane

Mrs. Earlene Henderson-Samuels

Address

Farmers Market Promotion Program

USDA, Agricultural Marketing Service

1400 Independence Avenue, SW

Room 4534-South Building

Stop 0269

Washington, DC 20250-0269

Web-site address: <http://www.ams.usda.gov/FMPP>

8.0 OTHER INFORMATION

8.1 RELEASE OF APPLICATION INFORMATION

The Freedom of Information Act (FOIA) of 1966 ([5 U.S.C. 552](#)) and the Privacy Act of 1974 ([5 U.S.C. 552a](#)), as implemented by USDA's regulations ([7 CFR part 1, Subpart A](#)) govern the release or withholding of information to the public in connection with this award. The release of information under these laws and regulations applies only to records held by AMS and imposes no requirement on the recipient or any subrecipient to permit or deny public access to their records. You can direct requests for records or the release of information relating to this award to:

USDA, Agricultural Marketing Service
FOIA/PA Officer
Room 3521-S
Ag Stop 0202
1400 Independence Ave., SW
Washington, DC 20250-0273
Telephone: (202) 720-2498
Fax: (202) 690-3767
E-mail: AMS.FOIA@usda.gov

8.2 EQUAL OPPORTUNITY STATEMENT

The USDA prohibits discrimination in all of its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, political beliefs, genetic information, reprisal, or because all or part of an individual's income is derived from any public assistance program.

Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotope, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write to:
USDA, Assistant Secretary for Civil Rights
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, S.W.
Stop 9410
Washington, DC 20250-9410

or call toll-free:

English: (866) 632-9992

TTD: (800) 877-8339

English Federal-relay: (866) 377-8642

Spanish Federal-relay: (800) 845-6136.

USDA is an equal opportunity provider and employer.

8.3 FMPP FORMS, WEBINARS AND FAQs (Frequently Asked Questions)

The following are available via the FMPP website at www.ams.usda.gov/FMPP

- FMPP Application forms:
- TM-29, FMPP Proposal Narrative
- TM-30, FMPP Supplemental Budget Summary
- Webinars about registering with Grants.gov
- Information about “How to Apply for FMPP Grants,” and “Other Funding Opportunities”
- FAQ’s and additional FMPP program information

Appendix 1

FMPP Application Submission via Grants.gov

1. **There are five steps in submitting an application for the FMPP program via Grants.gov**

- Register your organization with SAM.gov.
- Register your organization with Grants.gov.
- Download the application package from Grants.gov and the additional forms required by FMPP.
- Complete your application, including all forms required by FMPP.
- Check your application package and submit it to Grants.gov.

These instructions will take you through each step.

2. **Register your organization with Grants.gov.** You must register with Grants.gov to submit an FMPP application. Several steps must be completed prior to registering in Grants.gov; all must be completed to start the registration process. For detailed information on how to complete Grants.gov registration, see the “Organization Registration User Guide” and the Organization Registration Overview Tutorial.

- Go to the www.Grants.gov Web site
- Click on “Get Registered”
- Follow the “Organization Registration” instructions

The steps needed to complete the registration may require 3 to 5 business days, or as long as 4 weeks, before you may submit your application. Organizations are required to have a DUNS number issued by Dun and Bradstreet, an EIN or TIN issued by the IRS, and to register with the Federal Central Contractor Registry prior to completing registration. Completion of these tasks in the order required may take up to 4 weeks. Details and a registration checklist are provided in the Organization Registration instructions.

3. **Download the application package from Grants.gov and the additional forms required by FMPP.** You may begin preparing your application at the same time that you start the registration process. You may not submit your application until registration is complete.

You must have a compatible version of Adobe Reader installed on your computer before downloading the package. Informational notes during the download process allow you to check for compatibility and download a compatible version of Adobe Reader free of charge.

- Go to the www.Grants.gov Web site
- Click on “Apply for Grants”

- Click on “Download a Grant Application Package”
- Enter the “CFDA Number” for the 2012 FMPP: 10.168 and Click on “Download Package”
- Click on “download” in the column “Instructions and Application”
- Click on “Download Application Package”

At this stage, the forms will be open in your Web browser and you may save the package to an electronic storage medium such as your computer hard drive or a USB drive to work on at your convenience.

Additional forms and documents required by FMPP are NOT included in the Grants.gov application package; you will need to obtain these from FMPP. The additional forms that must be submitted to Grants.gov as attachments to the application package are:

- Critical resources and infrastructure documentation
- [Evidence of all contractor and sub-awardee debarment status](#)
- [Proof of qualifying status for Priority Project designation](#)
- [Form TM-29, Project Proposal Narrative](#)
- [Form TM-30, Supplemental Budget Summary, non-EBT](#)
- [Supporting documents](#) (letters indicating collaborative arrangements and commitments, resumes, etc.), if applicable

4. **Complete your application, including all forms required by FMPP.** Follow the instructions provided in the Grants.gov application package to complete the electronic forms. Required entries show up as beige or yellow boxes with a bold red outline. You may save your work at any time by clicking the “Save” button at the top of the application package page.

Complete all forms in the Mandatory Documents box by moving them into the Mandatory Documents for Submission box (highlight the document name and click the => arrow), then click on “Open Form” and enter your information. The mandatory forms for FMPP are:

- SF-424, Application for Federal Assistance
- SF-424B, Assurances – Non-Construction Programs
- Complete all additional forms and prepare documentation required by FMPP. After you have completed the forms and collected the documents needed, you will need to format them so that they can be uploaded as attachments to the application. FMPP prefers that the additional items be scanned into a single Adobe Acrobat (PDF) file, in the order listed in #3 above. Other acceptable formats include MS-Word (for text documents) and MS-Excel (for spreadsheet documents).

Complete all additional forms and prepare documentation required by FMPP. After you have completed the forms and collected the documents needed, you will need to format them so that they can be uploaded as attachments to the application. FMPP prefers that the additional items be scanned into a single Adobe Acrobat (PDF) file, in the order

listed in #3 above. Other acceptable formats include MS-Word (for text documents) and MS-Excel (for spreadsheet documents). A descriptive name should be supplied for each file that includes your organization's name. If more than one file will be uploaded, distinguish them with the file name (e.g., Local Market 1, Local Market 2, etc.) to avoid overwriting files with the same name.

Attach all additional forms and documents required by FMPP. Only upload attachments by adding them within Form SF-424. After opening Form SF-424:

- Go to item 15 in the SF-424 document, which asks for "Descriptive Title of Applicant's Project". Below this item, click on "Add Attachments."
- Click on "Add Attachment" in the pop-up window. Your computer desktop will automatically open so that you can navigate to the location of the document.
- Find the document to be uploaded and click on "Open." The document will upload and be listed by filename in the Form Attachments pop-up window.
- Repeat for each document to be uploaded, following the order of upload given in item #3 above.
- Click "Done" when all documents have been uploaded. You may click on "View Attachments" from Form SF-424 if you want to see the complete list of uploaded documents.

5. **Check your application package and submit it to Grants.gov.** Verify that all forms are complete and that all required documents have been attached to your application package. It is recommended that you click on "Check Package for Errors" at the top of the application page to insure that errors that would cause Grants.gov to reject your package are corrected before submission. If errors are found, a pop-up box will open with a list of items to be corrected.

Grants.gov and the SF-424 will not indicate that absence of FMPP-required documents is an error. It is your responsibility to ensure that all forms and documents are properly named and attached to the application package.

When you are ready to submit your application, click on "Save & Submit" at the top of the application page to send your application to Grants.gov. Once you have submitted your application, you may not make further changes to the application or the attachments.

6. **After the application is submitted, you will be notified of receipt and validation.** The Authorized Organizational Official (AOR) who submitted the application will receive two emails from Grants.gov. The first will contain the Submission Receipt Number, which indicates that Grants.gov registered receipt of the application package. The second will contain the Submission Validation Receipt, which indicates that Grants.gov has accepted the application package and validated that the required electronic forms are included.

It may take up to 48 hours to receive the Submission Validation Receipt, which is your proof of completed submission. Keep this time in mind when planning when your application submission.