PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY2020 Creative Arts Exchange: OneBeat

Funding Opportunity Number: SFOP0006401

Office of Citizen Exchanges - Cultural Programs Division

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the Office of Citizen Exchanges, Cultural Programs Division for the FY 2020 Creative Arts Exchange: OneBeat. Proposals must conform to the NOFO, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying NOFO, the NOFO is to be the dominant reference.

I. STATEMENT OF WORK

In a cooperative agreement, ECA/PE/C/CU is substantially involved in program activities above and beyond routine monitoring. The program office may request that you make modifications to the exchange and travel components of the program. The award recipient will be required to obtain prior approval of significant program changes in advance of their implementation. The program office will also perform an annual performance evaluation/review. Proposals submitted by applicant organizations must demonstrate how the responsibilities listed below will be achieved. Applicant organizations’ proposal narratives should also provide detailed information on major program activities to be undertaken.

OneBeat brings international and U.S. musicians ages 19-35 together into creative and participatory environments to collaborate, perform, record and lead social entrepreneurial projects that illustrate democratic principles, build resilient civil societies, and contribute to cross-cultural dialogue. ECA welcomes innovative and creative approaches to programming, which:

1. Offer coherent approaches to developing and energizing the artistic talents and skills of the participants by providing them with instructive and informative experiences in their art form.
2. Foster creative space for OneBeat fellows to share their artistic traditions.
3. Use media to enhance and extend the impact and richness of the program through social media, video and audio documentation, online collaborations and educational programming among other activities.
4. Provide mentoring by and exposure to well-respected American and international artists, diverse cultural organizations and productions.
5. Provide opportunities for educational outreach to audiences and students.
6. Foster creative musical collaborations, cohesion and open dialogue between the participants and their professional peers.
7. Engage with diverse publics, including at-risk youth, women and other priority audiences through non-profit public performance and/or presentations.
8. Visit multiple arts organizations and cities to present a diverse view of music, musicians, music professionals, creative economies.
9. Establish a basis for sustaining professional networks and relationships.

A. U.S. Department of State Responsibilities
1. Provide advice, assistance, and approval of all program components.
2. Identify countries from which the international participants will be selected and provide contact information at posts.
3. Identify country(ies) which will host overseas programming.
4. Facilitate interaction within the U.S. Department of State, to include ECA, the regional bureaus, and overseas posts.
5. Participate in selection process and approve the final candidates and alternates.
6. Review and approve daily schedules and program materials.
7. Review and approve media and outreach plans; U.S. Embassy Public Affairs Section will assist with in-country radio, television, and print interviews for OneBeat Abroad projects.
8. Approve micro-grant projects.
9. Review and approve podcast themes and content.
10. Issue DS-2019 forms and J-1 visas for the foreign participants. All foreign participants will travel on a U.S. government designation for the J Exchange Visitor Program.
11. Monitor and evaluate program activities through regular communication with the award recipient and, possibly, one or more site visits.
12. Represent the U.S. government at exchange events.
13. Monitor and evaluate the program through regular communication with the implementing organization and possibly one or more site visits.

B. Award Recipient Responsibilities
In consultation with ECA program staff, the award recipient will be responsible for the following:

B.1 Recruitment and Selection:
1. Develop an open, merit-based application process and timeline (efforts should be made to make it web-based) with clearly articulated selection criteria and a formal review process that is inclusive of Department of State input and outside experts.
2. Recommend Fellows and alternates to ECA for final review and approval. No invitations may be issued without the U.S. Department of State’s approval.
3. Develop plans (which include coordination with embassy staff) for outreach and recruitment that will generate a strong pool of qualified candidates.
4. Advise participating U.S. embassies on the application, recruitment and participant selection process.
5. Work with ECA program staff to facilitate the J-1 visa application process. All foreign Fellows traveling to the U.S. will travel on a U.S. government designation for the J Exchange Visitor Program. ECA will prepare and forward to participating posts the appropriate DS-2019 forms based on information collected by the awardee from the selected Fellows and alternates. The award recipient must provide the relevant information in a timely fashion, as determined by the general consular timeframe.
6. Arrange all necessary visas for Americans traveling abroad.
7. Inform posts of final selections.

B.2 Project Management:
1. Provide day-to-day monitoring of the program to prevent and/or manage any issues or complications that may arise.
2. Arrange for and manage content for social media and website platforms, ensuring that all content is accurate and current.
3. Produce video and audio content/documentation of program activities.
4. Work in consultation with ECA program staff on the implementation of the program, provide timely reporting of progress to ECA, and comply with financial and program reporting requirements.
5. Design and implement an evaluation plan that assesses the impact of the program.
6. Prepare and submit to ECA program staff programmatic and communication timelines for all program activities.
7. Provide ECA program staff and program Fellows with a final program schedule no later than 3 weeks prior to first program activities.
8. Liaise with ECA and program Fellows to ensure the program schedule is compatible with needs and objectives.
9. Arrange for an orientation session upon arrival to provide programmatic and logistical information.
10. Arrange for a de-briefing session at the end of the program for evaluation, to summarize the project activities, prepare Fellows for their return home, and plan for possible follow on activities.
11. Develop and implement a media and marketing plan that includes but is not limited to program branding, press strategy, press/media packets, program website and social media plan.
12. Prepare necessary educational and promotional materials that support the program. All materials and correspondence related to the program will acknowledge this as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Bureau will retain copyright use of and be allowed to distribute materials related to this program as it sees fit.

B.3 Exchange Activities:
1. Develop innovative and multi-faceted plans for the program residencies and tours with detailed timelines for accomplishing each project activity.
2. Recruit master collaborating artists and institutions to be engaged in activities with the Fellows. American site locations are to be determined by the awardee, in consultation with ECA, and strive to represent a diversity of American organizations, regions and cities. International site locations will be determined in consultation with the participating U.S. embassy and given final approval by the ECA program office. The award recipient will consult with ECA but will ultimately be responsible for the design and implementation of program development and composition, such as performances, workshops, training workshops, master classes and outreach programs at each site.
3. Develop a masterclass series (virtual or in-person) that supports the U.S. residency themes, shares professional standards through training and mentorship, and prepares fellows to develop
impactful follow-on projects. Identify American industry professionals, subject matter specialists and other experts to serve as masterclass contributors.

4. Orient host institutions and staff to the goals of the program, and to the cultures and sensitivities of the Fellows.

5. Contact Fellows before the exchange activities to provide them with program information, pre-departure materials, and to solicit information regarding specific requirements (dietary, medical, travel etc.).

6. Incubate follow-on projects developed by Fellows which further strategic objectives.

7. Develop a competitive micro-granting mechanism to support select follow-on projects. Microgrant funding should not exceed 10% of the FY 2020 award. Project themes should reflect foreign policy priorities and include topics addressing business development and economic opportunity, civic participation and women’s empowerment, youth engagement, and conflict resolution.

8. Develop a podcast series which can feature OneBeat alumni or include individuals or stories which exemplify the OneBeat mission. The podcast should be accessible to a wide and diverse audience including U.S. embassies.

9. Arrange for interpreters, if necessary. Coordinate and identify group coordinator/escort and/or interpreter travel, lodging and other arrangements needed for their participation, including airport meet and greet.

B.4 Fiscal Management

1. The total U.S. Department of State-funded budget (including both program and administrative costs) should not exceed $1,740,000. While there is no rigid ratio of administrative to program costs, the Bureau urges applicant organizations to keep administrative costs as low and reasonable as possible. The Bureau reminds applicant organizations that all proposed costs must be reasonable, applicable and allocable. The Bureau reserves the right to reduce, revise, or increase budgets and participant numbers based on the needs of the program and the availability of U.S. Government funding. Cost sharing is strongly encouraged from the applicant organization and other sources and will enhance the proposal.

2. Cover the cost of and arrange all international and domestic travel (complying with the Fly America Act) and lodging for U.S. and foreign Fellows, including travel for visa interviews when necessary.

3. Enroll Fellows in a health insurance plan for the period of the exchange. Fellows can be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) with no charge to the cooperative agreement. Alternatively, you may use your own plan if it offers the same or better coverage- and costs no more than $50 per person per month; premiums may be included in the agreement request.

4. Manage all financial aspects of the program, including stipend disbursements to the Fellows and management of sub-award relationships with partner organizations. Your proposal should clearly outline all duties and responsibilities of U.S. organizations with which you plan to partner. Describe work requirements and provide representative budgets. You must submit a comprehensive budget for the entire program. There must be a summary budget, as well as breakdowns reflecting both administrative and program budgets. You may provide separate sub-budgets for each program component, phase, location, or activity to provide clarification.
5. All budget guidelines must be followed. The budget should indicate any cost sharing in the form of in-kind or cash contributions to the program from sources other than the Department of State. See standard guidelines (PSI) in the Solicitation Package for information on cost sharing and the cost of audits.

6. Please be sure to include a **Summary and Detailed Budget** on a separate page before the line-item budget. Following the line-item budget, please include a **Budget Narrative** that concisely explains how costs were calculated and the rationale for including them in the budget.

Your proposed budget should include but not be limited to the following program expenses:

a. Your proposal should show strong administrative cost sharing contributions. Organizations are encouraged to cost share any rates that exceed the amounts listed below. Maximum limits on cooperative agreement funding are as follows:
   - books and educational materials allowance-$100 per Fellow
   - conference room rental costs-$250 per day per room
   - consultant/interpreters/group coordinators/escorts fees and honoraria-$250/day
   - cultural allowance-$150 per participant
   - honoraria for foreign Fellows-$250/day
   - per diem-standard government rates
   - evaluation costs up to 5% of the cooperative agreement

b. Domestic and international travel for Fellows and staff, including transit costs if applicable, (American carriers or code-share airlines must be used for overseas travel whenever possible).

c. Airport taxes and country exit fees.

d. Shipping and handling for instruments, props, etc.

e. Excess and overweight baggage fees (Excess baggage estimates may be subject to change once actual programs are scheduled).

f. Visa Fees for Americans traveling abroad.

g. Please note that there are no fees for the J-1 visas that foreign Fellows will use to enter the United States. Applicants should budget for applicants to travel to the U.S. embassy for visa interviews.

h. Sub-recipient organizations may be used, in which case the written agreement between the prospective recipient and sub-recipient should be included in the proposal. Sub-awards must be itemized in the budget under General Program Expenses.

i. Micro-grants for follow on activities may be competitively awarded to program participants/alumni to support select projects. Total micro-grant funding should not exceed 10% of the FY 2020 award.

j. Press kits and promotional materials, trip itinerary booklets, educational materials and presentation items.

k. Other justifiable expenses related to program activities including but not limited to translation of outreach and/or educational materials.

C. **Program Dates**

It is anticipated that the period of the cooperative agreement will begin approximately **September 1, 2020** and continue through **December 31, 2023**. Each of the U.S.-based programs and the overseas programs may begin
at a time that is mutually agreed upon by ECA, the award recipient and the participating U.S. embassies and commence no later than October 2021. Proposals will need to contain a detailed timeline proposing dates of each program component.

**D. Program Implementation & Management**

The proposal submitted by your organization must demonstrate how activities/objectives will be met. The proposal should include a complete and thorough proposal describing the program in a convincing and comprehensive manner, with an eye towards artistic collaboration, professional development, innovation, new media, and provide detailed information on major program activities to be undertaken. The proposal should also describe how audio and video documentation will be incorporated into the diverse program elements. The composition of program activities (including but not limited to, residencies, tours, workshops, and outreach) will be determined by the award recipient in consultation with ECA program staff. As appropriate, the award recipient will coordinate with relevant Public Affairs Sections (PAS) at U.S. missions for the overseas program and consult with ECA program staff. All activities of the OneBeat program are complemented by the innovative use of social media, video and audio documentation and exposure to master collaborating artists.

The successful applicant is responsible for all components of the program outlined in this POGI and must inform the ECA program office of its progress at each stage of the project's implementation in a timely fashion. The program design should be innovative and original, while demonstrating a connection to the aforementioned themes and priorities. All materials and correspondence related to the program will acknowledge this as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Bureau will retain copyright use of and be allowed to distribute materials related to this program as it sees fit. Proposals should demonstrate strong management capabilities for all program components. Experience has shown that the overall success of musical exchange projects depends on the administrative, supervisory and organizational capabilities and personal commitment of the project staff, both at the award recipient organization and any other partnering organizations.

The proposal should include a discussion of how responsibilities will be shared among staff members. The award recipient should designate a project manager to oversee the program and all of the corresponding projects, coordinate logistical and administrative arrangements, ensure all of the interests of the various stakeholders are represented, serve as a primary point of contact for the Bureau, and initiate, facilitate, manage, and monitor communications between all of the parties involved in the program.

**E. Participant Recruitment & Selection**

OneBeat Fellows should represent musicians in various genres (including but not limited to urban, hip-hop, roots, rock, electronic, and world music) and music professionals (including but not limited to composers, producers, arrangers, songwriters, and DJs) from ECA-selected countries. Fellows must be between 19-35 years of age, demonstrate high artistic abilities and professional performance experience, a commitment to engage with their community through their art, promise in solo and ensemble performance (as appropriate), commitment to teaching and to their craft, and be conversant with broader aspects of society, their home culture and artistic patrimony. Fellows should be prepared to conduct or participate in master classes, lecture demonstrations, workshops, impromptu sessions, media outreach, and educational activities with peers, students, and general audiences. They should also be adaptable to performance in situations of varying infrastructure and sophistication. All foreign participants traveling to the U.S. must travel on the J-1 visa. Both U.S. and foreign participants should represent the full range of diversity in terms of ethnicity, gender, culture,
race and disability.

II. PROGRAM SPECIFIC GUIDELINES

The award will support approximately 80-100 participants, approximately 5-10 OneBeat Accelerator micro-grants and approximately 12-24 podcasts. The timing of program activities (including but not limited to, residencies, tours, workshops, and outreach) will be determined by the award recipient in consultation with ECA program staff and commence no later than October 2021.

The goals for OneBeat exchanges are to promote civil society, youth engagement, increase mutual understanding and encourage professional networks between the United States and other countries through multi-national musical collaboration. OneBeat activities:

1. Advance and complement U.S. foreign policy;
2. Promote industry and entrepreneurship through the arts;
3. Share professional standards through arts training and mentorship;
4. Empower emerging creative leaders;
5. Foster dialogue and collaboration;
6. and Engage key audiences and influencers.

ECA’s OneBeat program requires the award recipient to oversee four essential elements of the program:

1. **OneBeat U.S.** supports the program development, management and administration of at least two U.S.-based month-long residencies and tours for approximately 20 international musicians and 5 American musicians each, ages 19-35. International participants will be selected from ECA-designated countries. The OneBeat U.S.-based program will consist of musicians representing diverse genres (including but not limited to urban, hip-hop, roots, rock, electronic, and world music) and music professionals (including but not limited to composers, producers, arrangers, songwriters, and DJs) from ECA-selected countries. Fellows will be supported by OneBeat staff and carefully selected master collaborating artists who will facilitate musical and professional development workshops, digital and audio documentation, and discussions related to, but not limited to, civil society, women’s empowerment, youth engagement, entrepreneurship and creative economies. The Fellows will visit the United States in specially designed group programs organized in consultation with ECA’s program office. Fellows will then tour cities within the United State to perform together and with local musicians, and partner with community-based organizations to conduct creative workshops with local youth. Participant composition should reflect an emphasis on musicians and lend itself to interesting musical collaborations and cohesive professional ensembles. The composition of residencies and tours will be the responsibility of the award recipient in consultation with ECA program staff.

2. **OneBeat Abroad** will be comprised of at least two overseas programs that complement the U.S. OneBeat model in countries determined by ECA. OneBeat Abroad expands the reach of OneBeat to more foreign musicians and publics and develops the entrepreneurial and leadership skills of OneBeat alumni who are central to the development and management of OneBeat Abroad projects. Each proposed Abroad program may be approximately one to three weeks, include approximately five Americans and ten international musicians, draw upon the OneBeat alumni base, and extend outreach to young and diverse audiences in the featured country. The overseas programs will support ECA’s efforts to engage program alumni to promote creative economies and civil society by encouraging creative leaders to connect and develop innovative ideas to foster peaceful and harmonious societies. Possible
program activities can include, but are not limited to, developing and supporting follow-on projects proposed by OneBeat alumni, conducting workshops with priority audiences for the Public Affairs Sections (PAS) at U.S. missions, conducting OneBeat facilitator training workshops to share OneBeat curriculum, or developing a regional OneBeat that builds on the growing alumni network. OneBeat Abroad programs should be developed in consultation with Public Affairs Sections (PAS) at U.S. missions. It is encouraged that the American participants be drawn from the OneBeat alumni network; otherwise the proposal narrative should present a strategy for selecting the participants. The proposal should also suggest a strategy to recruit or select the in-country Fellows.

3. **OneBeat Podcast:** Develop a Podcast that shares stories from OneBeat working artists and their music. Set in locations throughout the globe, pulling in musicians, artists, writers from within and outside the OneBeat family, the Podcast could be released, depending on length, at a frequency of 1 episode per month throughout the year (12-24 episodes per year) or at a frequency that is proposed by the recipient.

4. **OneBeat Accelerator:** A micro-grant given to OneBeat alumni to support follow-on program development and implementation. Micro-grants should not exceed 10% of total program award and be given to approximately 5-10 OneBeat alumni during the award period.

Your proposal should detail how the applicant will manage each of these elements and should reflect a practical understanding of global issues while demonstrating sensitivity to cultural, political, economic, and social differences in regions where participants are from and where programming will occur. All elements of the program design will be developed in consultation with ECA and subject to ECA approval.

**NOTE:** The U.S. Department of State maintains exclusive rights to the program name *OneBeat* for and relating to the production, sponsorship, advertising, and distribution of musical performances and similar educational and cultural services. For the purpose of carrying out the terms of the Cooperative Agreement, the U.S. Government will grant to the award recipient a non-exclusive license to use the name to carry out the terms and conditions of this Cooperative Agreement and the award recipient will need to use the name in all literature, promotional materials and other products produced and/or distributed under the terms and conditions of this Cooperative Agreement.

Pending successful implementation of this program and the availability of funds in subsequent fiscal years, it is ECA’s intent to renew these grants or cooperative agreements for two additional consecutive fiscal years, before openly competing them again. ECA reserves the right to reduce, revise, or increase proposed project configurations and elements, budgets, and participant numbers as part of the base year award and in subsequent renewal awards in accordance with the program’s needs and the availability of funds.

**PROPOSAL CONTENTS**

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

**NOTE:** Proposals submitted through Grants.gov may only be submitted in the following formats:
Prior to submitting applications through Grants.gov, please ensure you meet all Grants.gov system and software requirements, including Adobe software compatibility. You can verify if your version of Adobe software is compatible with Grants.gov, by visiting https://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html.

Online Forms
- SF-424, “Application for Federal Assistance”
- SF-424A, Budget Information – Non-Construction Programs

See applicability guidance below:

➢ If the applicant organization registered or renewed its registration in SAM.gov after February 2, 2019: no SF-424B required (the organization certified as part of its SAM.gov registration).

➢ If the applicant organization has an active registration in SAM.gov that was either created or renewed before February 2, 2019: SF-424B required.

- Include other attachments, if applicable, such as indirect agreements, Internal Revenue Service Form 990 “Return of Organization Exempt From Income Tax”, SF-LLL Disclosure of Lobbying Activities, etc.

Program Narrative
Executive Summary (One page)
In one double-spaced page, provide the following information about the project:

1. Name of organization/participating institutions
2. Beginning and ending dates of the program
3. Proposed theme
4. Nature of activity
5. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
6. Scope and Goals
   a. Number and description of participants
   b. Wider audience benefiting from program (overall impact)
   c. Geographic diversity of program, both U.S. and overseas
   d. Fields covered
e. Anticipated results (short and long-term)

Narrative

In 20 double-spaced, single-sided pages, provide a detailed description of the project addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating Organizations
3. Program Activities (advertisement, recruitment, orientation, academic component, cultural program, participant monitoring)
4. Program Evaluation
5. Follow-on
6. Project Management
7. Work Plan/Time Frame

Additional Information to be Submitted

- Detailed Budget (See B.4 Fiscal Management Section)
- The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds.
- Calendar of activities/itinerary, if applicable
- Letters of endorsement
- Resumes and CVs (resumes of all new staff should be included in the submission; no resume should exceed two pages.)
- First Time Applicant Attachments, if applicable.

Please note: All applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

- Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.

- Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description of grant activities, will be transmitted by the State Department to OMB, along with other information.
required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

ADHERENCE TO ALL REGULATIONS GOVERNING THE J VISA

The Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs is the official program sponsor of the exchange program covered by this NOFO, and an employee of the Bureau will be the "Responsible Officer" for the program under the terms of 22 CFR 62, which covers the administration of the Exchange Visitor Program (J visa program). Under the terms of 22 CFR 62, organizations receiving awards (either a grant or cooperative agreement) under this NOFO will be third parties "cooperating with or assisting the sponsor in the conduct of the sponsor's program." The actions of recipient organizations shall be "imputed to the sponsor in evaluating the sponsor's compliance with" 22 CFR 62. Therefore, the Bureau expects that any organization receiving an award under this competition will render all assistance necessary to enable the Bureau to fully comply with 22 CFR 62 et seq.

The Bureau of Educational and Cultural Affairs places critically important emphases on the secure and proper administration of Exchange Visitor (J visa) Programs and adherence by recipient organizations and program participants to all regulations governing the J visa program status. Therefore, proposals should explicitly state in writing that the applicant is prepared to assist the Bureau in meeting all requirements governing the administration of Exchange Visitor Programs as set forth in 22 CFR 62. If your organization has experience as a designated Exchange Visitor Program Sponsor, the applicant should discuss their record of compliance with 22 CFR 62 et seq., including the oversight of their Responsible Officers and Alternate Responsible Officers, screening and selection of program participants, provision of pre-arrival information and orientation to participants, monitoring of participants, proper maintenance and security of forms, record-keeping, reporting and other requirements.

The Office of Citizen Exchanges of ECA will be responsible for issuing DS-2019 forms to participants in this program.

A copy of the complete regulations governing the administration of Exchange Visitor (J) programs is available at http://j1visa.state.gov or from:

Office of Designation, Private Sector Programs Division
U.S. Department of State
SA-4E (Bldg. 3)
2430 E Street, NW
Washington, DC 20037

Please refer to Solicitation Package for further information.
APPLICATION SUBMISSION

The NOFO indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, call Julia Gómez-Nelson at (202) 632-6409, Cultural Programs Division; Fax: (202) 632-9355; email: nelsonjg2@state.gov.