**PROPOSAL Narrative**

The Proposal Narrative is the primary basis for the peer reviewers’ evaluation of your application. It demonstrates your organizations ability to carry out the grant, provides details on the proposed project, and demonstrates how effectively your project will meet the goals of the Program. The project should be well thought out, and the project narrative should be clear, concise, and well organized, with a minimum of technical jargon.

The narrative must correspond with the cost estimate and documentation provided as attachments and appendices.

Applicants should address all questions and topics in the order listed and clearly label each question and answer. Limit the Narrative to **7 (seven)** single-spaced pages.

If the **applicant** is an entity of government responsible for the operation of the museum, answer the narrative questions and provide attachments, **as the museum**.

The Narrative includes Parts A (Organizational Description) and Part B (Project Description). Applicants must answer both parts. Applications will be evaluated on both criteria by assigning values based on a point system, according to the criteria and scoring allocation described in **Section 4.** A maximum of 100 points may be obtained.

**See Section 4 for information on Review Criteria.**

**Legislative Objectives**

The project narrative must clearly describe the capital asset project while establishing how it will accomplish **one** of the Legislative Objectives described in Section 2. Choose the Objective that **best** corresponds to your capital asset project, and can be supported by your documentation.

If the capital asset was previously improved with funding from CCHE, applicant should explain how these new funds will significantly **enhance** the previously funded project.

**PART A – ORGANIZATION DESCRIPTION QUESTIONS (40 Points)**

Address all questions and topics in narrative form. Respond to questions in the order listed and clearly label each question and answer. Provide quantitative explanations whenever possible.

1. **Mission and Purpose.**  Briefly summarize the mission and purpose of the applicant organization. Provide an overview of the institution and clarify what the museum does, for whom, and why. Provide a brief history, including year established and date opened to the public. (If longer than one page, excerpt or summarize to convey the essential points.) Summarize the key elements of the museum’s strategic plan, highlighting the institutional goals and objectives to be furthered by the capital asset project. When and by whom was the plan approved? (**Do not** submit a copy of the entire strategic plan. Summary must not exceed one page.)
2. **Programs and Audiences**. Describe the regularly sponsored programs, activities, services and exhibits at the museum, and the audience(s) served by each. Which of these are ongoing and which are special programs? Describe the service area, communities and/or target groups, population, demographics and geographic area (city, county and neighborhoods) of participants in museum programs, activities and services.
3. **Public Access**. How do the museum’s audiences have access to the facility, collections and public programs? Explain how the museum engages individuals and communities that have been traditionally marginalized from such services (i.e., limited English speakers, persons with disabilities, disadvantaged individuals, youth at risk, veterans, the elderly, people living in institutions, etc.)
4. **Organizational Capacity.** Describe the museum’s governance structure, including the decision making and planning process. What are the roles of the board of directors, executive and professional staff, project managers, etc.? Describe the fiscal position of the museum, including income sources, endowments, community support, etc. Describe the applicant’s capacity to oversee a project comparable to the one proposed. Describe the applicant’s capacity to manage a state grant, including its fiscal system and expertise of staff dedicated to financial operations. Address cash flow and how the museum will handle the process of reimbursement grants. If applicable, describe progress and successful completion of a CCHE-funded project or a similar capital improvement project.

**PART B. PROJECT DESCRIPTION QUESTIONS (60 Points)**

Answer all questions in narrative form. Respond to questions in the order listed and clearly label each question and answer. Provide quantitative explanations whenever possible. Remember to explain how one of the Legislative Objectives will be met by the capital asset project.

1. **Statement of Need**. Why is the capital assets project necessary? What need or challenge prompted the applicant to submit a proposal? Why was this project chosen over other possible solutions? (Indicate if a resource is at risk of loss due to destruction, neglect or other jeopardy.) Summarize the planning process for the capital asset project. What needs assessments and other planning documents have been relied on for decision making? What further planning needs to take place in order to implement the expansion or improvement?
2. **Project Description & Goals.** Provide a concise description of the proposed capital asset or acquisition project. What is the scope and nature of the capital improvements? Using specific details, describe how the project will be executed from beginning to end. Provide sufficient detail to show thoughtful planning, consideration of how the project will be executed, and the intended results. Clearly identify which project elements will be completed with grant funds, and which will be accomplished with other funding sources. How will the project be completed within the grant performance period?
3. **Impact of Project**. How will the project impact the museum, the community or beyond? In what ways will it advance the museum’s goals? In what way will it improve services to the public, such as access to collections and/or programs? Describe the target audience(s) which will benefit from the project. Have they participated in the planning process? Will current audiences change as a result of this project? Will the project help the museum engage new or underserved populations, such as those whose opportunities to experience the museum are limited by geography, ethnicity, economics, or disability?

Explain how one of the Legislative Objectives will be fulfilled by the capital asset project, and how it relates to the mission or goals of the organization? If appropriate, how will the project serve the overall purpose of the CCHE to preserve and protect California’s cultural and historical resources?

1. **Project Team.** Describe the required roles (project manager, architect, engineer, general contractor, etc.) and responsibilities (fiscal oversight, construction management, grants administration, etc.). Which units will be directly involved and who will be responsible for implementing each activity. Describe the project team’s background, experience and expertise, and establish its ability to complete the project successfully. What expertise is missing and how will the museum secure it? What is the process for recruiting and selecting new staff, vendors, consultants and contractors?
2. **Budget Justification.** Describe the diversity of funding sources for the capital asset project. Include public and private funding sources for planning, implementation and sustainability. What fundraising activities has the museum utilized? Which commitments have been obtained and which still need to be secured? Provide an explanation of the cost estimate. How does the proposed budget meet the project objectives? Clearly identify funds to be expended during the project performance (grant) period. Describe any efficiencies and identify where the budget is cost effective. Summarize how the estimate was determined to be sufficient to complete the project (such as third-party service providers, bids etc.).
3. **Operations & Maintenance.** How will the applicant fund ongoing operations and maintenance of the capital project for the 15 year period required by the grant? (Examples include diversifying the funding base, increasing roles for volunteers, identifying cost efficiencies, securing additional investments, etc.) Identify realistic means to ensure long-term sustainability. Include existing internal resources and/or identify new outside funding. How will staff and funding for the Legislative Objective be sustained in the years to come?

**For required attachments to support the narrative see What to Submit, Section 5 and Checklist, Appendix A.**