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პროექტი ზრდა საქართველოში  
**ZRDA ACTIVITY IN GEORGIA**



## **Request for Applications (RFA) No. 096-3008-001-S-2019**

Issuance Date: **November 1, 2019**

Deadline for Applications: **December 2, 2019**

Dear Applicant:

USAID Zrda Activity (Zrda), implemented by Chemonics International, is seeking sub award applications for implementation of ***program supporting museums to build their capacity***. The sub awards will be awarded and implemented in accordance with USAID and US Government regulations governing sub awards under cooperative agreements and Zrda's internal sub award management policies.

The project will hold pre-application workshops in Zrda regional offices according to the following schedule:

November 6, 2019 at 16:00 - Akhmeta at 36, Leselidze Street (Zrda office)  
November 8, 2019 at 12:00 - Marneuli, at 48, Rustaveli Street (RDA office)  
November 11, 2019 at 16:00 - Borjomi, at 107a, S. Rustaveli Street (Hotel „Borjomis Kheoba”)  
November 12, 2019 at 12:00 - Akhaltsikhe at 21, David and Konstantine Street (Zrda office)  
November 18, 2019 at 12:30 - Gori, at 27/1, Stalin Avenue (Zrda office)  
November 19, 2019 at 12:30 - Zugdidi, at 3, R. Lagidze Street (CHCA office)

The workshops will allow eligible and interested applicants the chance to ask questions about the RFA and receive guidance on how to complete the application form. No reimbursement for costs of attendance will be met.

Project and Chemonics employees may not ask for, and applicants are prohibited from offering, any money, fee, commission, credit, gift, gratuity, thing of value, or compensation to obtain or reward improper favorable treatment regarding this solicitation. Any improper request from a project employee should be reported to the chief of party, Brian King at [bking@zrda.ge](mailto:bking@zrda.ge) or [BusinessConduct@chemonics.com](mailto:BusinessConduct@chemonics.com).

Annexes included with this Request for Applications:

- **Annex A** – Concept paper application Form
- **Annex B** – Required Certifications
  - *Certification of “Representation by Organization Regarding a Delinquent Tax Liability or a Felony Criminal Conviction (AAPD 14-03, August 2014)”*
  - *Prohibition on Providing Federal Assistance to Entities that Require Certain Internal Confidentiality Agreements – Representation (May 2017)*
- **Annex C** – Mandatory and Required As Applicable Standard Provisions
  - Standard Provisions for U.S. and Non-U.S. Nongovernmental organizations receiving a fixed amount award can be accessed through the following URL:  
<http://www.usaid.gov/sites/default/files/documents/1868/303mat.pdf>



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- Standard Provisions for Non-U.S., Nongovernmental recipients receiving all other types of sub awards can be accessed through the following URL:  
<http://www.usaid.gov/sites/default/files/documents/1868/303mab.pdf>

**Annex D**– List of Zrda target communities

## SECTION I. PROGRAM DESCRIPTION

### IA. OBJECTIVE

Zrda announces the grants program to support both private and public museums for local and international tourist attraction. Zrda also intends to provide technical support to improve business and technical skills through training. The main objective of the Grants Program is to foster tourism sector development by supporting growth and empowerment of the existing businesses within project target geographical area. Zrda will improve competitiveness of tourism industry actors through implementing grants program in line with diverse organizational, technical and workforce capacity enhancement activities..

The aim of this activity is to support the development of museums in Zrda target geographical areas, to make their work more efficient, improve museum services and operations to attract more visitors/tourists in order to generate more revenue.

### IB. BACKGROUND

USAID Zrda Activity in Georgia is a five-year project financed by USAID and implemented by Chemonics International. The goal of Zrda is to strengthen the skills, productivity, and networks of local actors – from vulnerable households to Micro, Small, and Medium Enterprises (MSMEs) – so that they can contribute to broad-based economic growth and strengthened resilience in target communities. Zrda will improve MSME development and growth, increase rural households' ability to generate income, and foster enduring market linkages between producers and buyers to strengthen the market system. As a result, Zrda will create jobs and increase sales for MSMEs and incomes for households, bolstering the resilience and livelihoods of targeted communities.

### IC. DETAILED PROGRAM DESCRIPTION

Zrda will support museums to create multi-functional educational and technologically advanced spaces to foster a more user-friendly learning environment, improve and expand museum services, and create multi-component strategies for increasing museum capacity. Zrda supports museums to create technology-friendly and advanced environment, which will be achieved by creating online websites, using audio guides and creating diverse multi-functional educational spaces by providing equipment.

Zrda considers conducting grants program to support existing museums to increase their capacity to support and attract visitors, and ultimately increase their profitability by creating high-quality diverse services.

The program is aimed at helping museums to develop their services, improve their visitors' experience and foster income generation. The grants program may include, but is not limited to concepts detailed below:

- 1) Creating multi-functional educational and scientific space equipped with more technologically advanced equipment such as audio-visual materials;



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- 2) Creating official museum websites and/or other promotional materials;
- 3) Creating/Printing billboards/Signboards;
- 4) Creating mobile applications;
- 5) Audio guides;
- 6) Software systems for online booking and monitoring;
- 7) Trainings/ Qualification development course;
- 8) Consultation packages;
- 9) Family-friendly services;
- 10) Innovative services;
- 11) Furniture and other inventory.

### **Phase 1:**

The applicants are required to submit a concise concept paper identifying service gaps and presenting their idea on how best Zrda funding can support their museum to enhance visitor experiences. Applicants should also present a preliminary budget at this stage

Applicants with the most interesting, innovative and relevant ideas will be eligible for the phase 2. Priority will be given to the most clearly demonstrated commercial/business element of the initiative.

### **Phase 2:**

The selected applicants will be required to go through trainings to be provided by Zrda. Training will cover overview of application process and provide detailed information on how to prepare a strong grant proposal in order to build capacity of all participants in grant proposal writing. The mandatory trainings will also cover trainings to build project management skills (trainings will be provided by selected service provider – see service provider SOW for details). This provides a learning/capacity building opportunity for all museum participants involved to at least strengthen their background in proposal development, management, and grant writing as a way to help them secure other donor funding and oversee effective project implementation in the future. Those that pass the trainings will receive a certification.

**Note:** Training course expenses will be fully covered by Zrda. Only the applicants completing the training course are eligible for the phase 3. Furthermore, only the museums with at least two certified staff members will be eligible to apply for grants.

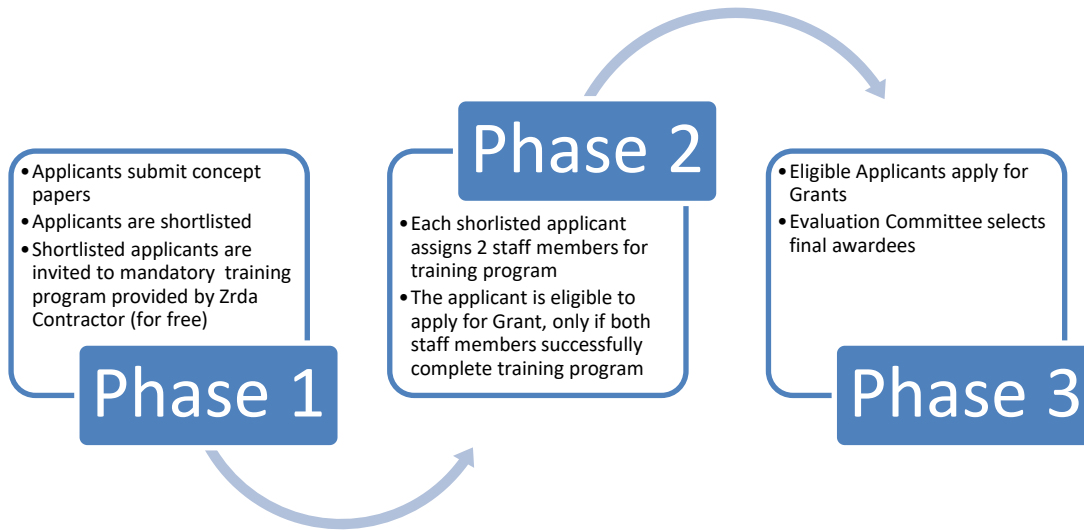
### **Phase 3:**

After attending the training, applicants will be required to revise and resubmit a detailed application with exact budget needed to carry out the activity. At this stage, applicants will identify and consider which services they seek to enhance and improve. Full applications will then be evaluated by the selection committee to identify final list of awardees. Evaluation committee may engage field experts as needed during evaluation process. Priority will be given to the most clearly demonstrated commercial/business element of the initiative.

**NOTE:** Within the framework of the activity, Zrda contemplates to provide the described trainings to at least 10 Museums (at least 2 participants from each museum), operating in its target regions.



## Process Flow:



## ID. AUTHORITY/GOVERNING REGULATIONS

*Zrda* sub awards are made under the authority of the U.S. Foreign Affairs Act and USAID's Advanced Directive System (ADS) 302.3.5.6, "Sub awards Under Contracts." Awards made to non-U.S. organizations will adhere to guidance provided under [ADS Chapter 303](#), "Sub awards and Cooperative Agreements to Non-Governmental Organizations" and will be within the terms of the USAID Standard Provisions as linked in the annexes, as well as the *Zrda* sub awards procedures.

ADS 303 references two additional regulatory documents issued by the U.S. Government's Office of Management and Budget (OMB) and the U.S. Agency for International Development:

- 2 CFR 200 [Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, Subpart E](#) (U.S. applicants are subject to 2 CFR 200 in its entirety)

Full text of 2 CFR 200 can be found at [http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl) and 2 CFR 700 at <http://www.ecfr.gov/cgi-bin/text-idx?SID=531ffcc47b660d86ca8bbc5a64eed128&mc=true&node=pt2.1.700&rgn=div5>. *Zrda* is required to ensure that all organizations receiving USAID sub award funds comply with the guidance found in the regulations referenced above, as applicable to the respective terms and conditions of their sub award awards.

Under the *Zrda* sub award program, USAID retains the right at all times to terminate, in whole or in part, *Zrda* sub award-making authorities.

## SECTION II. AWARD INFORMATION

*Zrda* anticipates awarding up to GEL 270,000 that has been allotted for this activity through issuing 10 awards with each individual sub award in the range of up to GEL 27,000. Final amount will be dependent upon sub award activities and final negotiation and may be lower or higher than that range.



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Applicants must provide a detailed budget for the whole activity. The budget should clearly detail which expenses are proposed to be covered from the Zrda sub-award and which costs will be covered through applicant's leveraged contributions.

**Leverage:** All the beneficiaries are required to provide at least 10% In kind OR Cash contribution to the total sub award budget (Zrda Budget+Applicant's Budget). The applicants committing to provide cash contribution will be evaluated favourably. Leverage must be fully documented by invoices and other supporting documentation as may be required by Zrda. The leveraged cash contribution to the project must be paid prior to the disbursement of funds by Zrda or the procurement of equipment for the beneficiary by Zrda.

The duration of any sub award under this solicitation is expected to be no more than 1 year. The estimated start date of sub awards awarded under this solicitation is December 2019.

The type of sub award will be determined during the negotiation process.

## SECTION III. ELIGIBILITY

### IIIA. ELIGIBLE RECIPIENTS

- Any type of legally registered Georgian museum can participate in the grants program despite legal status (i.e. museum can be public or private etc.).
- Museum must be operational and revenue-generating for at least one year prior to applying for the grant
- Museum must commit at least 10% (in-kind or cash) to the overall activity budget
- Museum should be located in target areas listed in annex D
- Applicants may only submit *one* application per prime organization under this RFA
- The following are required to be submitted as part of the application package in response to an RFA found in Annex E.
  - Certification of "Representation by Organization Regarding a Delinquent Tax Liability or a Felony Criminal Conviction (AAPD 14-03, August 2014)"
  - Prohibition on Providing Federal Assistance to Entities that Require Certain Internal Confidentiality Agreements – Representation (April 2015)
- For any sub award award(s) resulting from this solicitation that is other than in-kind and equivalent to \$25,000 USD or more, sub awardees will be required to provide a Data Universal Numbering System (DUNS) number at the time of award. If the applicant already has a DUNS number it should be included in their application. Otherwise, applicants will be expected to get a DUNS number before an award is made. Zrda will assist successful applicants with this process. DUNS numbers can be obtained online at <http://fedgov.dnb.com/webform/pages/CCRSearch.jsp>
- The project will work with the successful sub awardee to draft a marking and branding plan which will be annexed to the sub award agreement.
- Faith-based and community groups will receive equal opportunity for funding in accordance with the mandated guidelines laid out in ADS 303.3.28 except for faith-based organizations whose



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objectives are for discriminatory and religious purposes, and whose main objective of the sub award is of a religious nature.

## SECTION IV – APPLICATION AND SUBMISSION INFORMATION

### IVA. INSTRUCTIONS TO APPLICANTS

Applicants must propose strategies for the implementation of the program description described above, introducing innovations that are appropriate to their organizational strengths.

#### IVA2. SUB AWARD APPLICATION

This is a two-stage application process. The first stage is for the applicant to submit a concept paper in the template given in Annex A. The *concept paper* must be signed by an authorized agent of the Applicant. All the applicants that successfully meet or exceed the merit review criteria as given in **Section VA1**, will go through the training to be eligible for the next round. As a second stage, all the applicants, that have gone through the first stage, will be invited to submit the full application package (including budget and procurement plan) to Zrda. Full applications will be evaluated against the criteria given in **Section VA2**.

#### IVA3. INELIGIBLE EXPENSES

*Zrda* sub award funds may not be utilized for the following:

- Construction or infrastructure activities of any kind.
- Labor related costs.
- Business working capital.
- Live animals.
- Ceremonies, parties, celebrations, or “representation” expenses.
- Purchases of restricted goods, such as: restricted agricultural commodities, motor vehicles including motorcycles, pharmaceuticals, medical equipment, contraceptive products, used equipment; without the previous approval of *Zrda*, or prohibited goods, prohibited goods under USAID regulations, including but not limited to the following: abortion equipment and services, luxury goods, etc.
- Alcoholic beverages.
- Purchases of goods or services restricted or prohibited under the prevailing USAID source/nationality (Cuba, Iran, North Korea and Syria).
- Any purchase or activity, which has already been made.
- Purchases or activities unnecessary to accomplish sub award purposes as determined by the *Zrda*.
- Prior obligations of and/or, debts, fines, and penalties imposed on the Sub awardee.
- Creation of endowments.

### IVB. APPLICATION AND SUBMISSION INFORMATION

Concept papers shall be submitted in *English or Georgian*.



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Concept papers should be submitted in *electronic AND/OR hard copy* to the Zrda offices at the addresses below and should reference **RFA No. 096-3008-001-S-2019**. Applications must be submitted no later than **17:00** local time, on **December 2, 2019**. Late or unresponsive applications will not be considered.

#### **USAID Zrda Activity in Georgia Address**

Akhmeta at 36, Leselidze Street (Zrda office)  
Marneuli, at 48, Rustaveli Street (RDA office)  
Akhaltzikhe at 21, David and Konstantine Street (Zrda office)  
Gori, at 7, Stalin Avenue (Zrda office)  
Zugdidi, at 3, R. Lagidze Street (CHCA office)  
Tbilisi, 9 N. Ramishvili street, I dead end (Zrda office)

**EMAIL: [subawards@zrda.ge](mailto:subawards@zrda.ge)**

In addition to the concept paper application form, applicants should submit the following to Zrda:

- Signed and dated Required Certifications listed under section III.A
- A copy of the Applicant's valid legal registration,
- A copy of their latest audited financial statements, if any.

Please submit all questions concerning this solicitation to the attention of Zrda Sub awards team via email to [subawards@zrda.ge](mailto:subawards@zrda.ge). Zrda will assist applicants in understanding the application process, and can provide coaching in application development at the request of applicants.

### **SECTION V. APPLICATION MERIT REVIEW CRITERIA**

As described above, applications will be evaluated in a two-step evaluation process:

- The first step is for applicants to submit a concept paper.
- If the concept paper is accepted and the applicant has gone through Component A, he/she/it will be asked to submit a more detailed application.

#### **VA1. FIRST STEP - EVALUATION OF CONCEPT NOTES**

All concept papers and applications will be reviewed by an internal review panel comprised of Zrda technical implementation staff, and recommendations may be vetted by a larger group. Concept papers will be evaluated against the criteria below.

- Does the organization meet the eligibility requirements?
- Does the proposed activity fit within the Zrda objectives described in the RFA?
- Is the project design and technical approach feasible?
- Is the project sustainable/financially self-resilient?
- Is the concept innovative and creative?

#### **VA2. SECOND STEP - EVALUATION OF FULL APPLICATIONS**

More specific criteria will be used for evaluating full applications for those whose concept papers have been selected:



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*Full merit review criteria will be shared with applicants whose concept papers are selected as part of the full application .*

Merit Review Category	Rating (Points)
Feasibility of Design & Technical Approach	20 Points
Cost-effectiveness	20 Points
10% or more cash contribution	20 points
Project long term Sustainability/Financial Self-Reliance	25 Points
Applicant commits to create one or more new jobs (except from the applicant himself)	15 Points
Overall Score:	100 points

**Note: Application scored less than 70 points, will not be considered.**

These merit review criteria elements are described more fully below.

*A. Feasibility of Design & Technical Approach.* The quality and feasibility of the application in terms of the viability of the proposed technical approach, (i.e., the proposed technical approach can reasonably be expected to produce the intended outcomes), appropriateness of the proposed methodology, innovativeness, and the work plan for achieving project objectives to offer significant impacts on economic development in Georgia. The technical approach must directly contribute to the achievement of the Zrda's expected results and performance under the activity, and must be measurable under one or more of the Zrda's indicators. **20 points**

*B. Cost Effectiveness.* The degree to which budgeting is clear and reasonable and reflects best use of organizational and sub award resources. **20 points**

*C. 10% or more cash contribution.* The applicants committing to provide cash contribution will be evaluated favourably. **20 points**

*D. Sustainability/Financial Self-Reliance.* The extent to which the funded activity will result in building and strengthening the capacity of the community and local organizations, and whether the activity itself is sustainable or will promote sustainability of the organization. **20 points**

*E. Job creation.* Initiative which results in increased employment will be evaluated more favourably. **10 points**

Additionally, Zrda will ensure environmental soundness and compliance in design and implementation as required by 22 CFR 216.

## SECTION VI. AWARD AND ADMINISTRATION INFORMATION

All sub awards will be negotiated, denominated and funded in *GEL*.

All costs funded by the sub award must be allowable, allocable and reasonable. Sub award applications must be supported by a detailed and realistic budget as described in Section IV.



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Issuance of this RFA and assistance with application development do not constitute an award or commitment on the part of *Zrda*, nor does it commit *Zrda* to pay for costs incurred in the preparation and submission of an application. Further, *Zrda* reserves the right to accept or reject any or all applications received and reserves the right to ask further clarifications from the offerors. Applicants will be informed in writing of the decision made regarding their application.

## LIST ANNEXES –

- **Annex A** – Concept paper application form

- **Annex B** – Required Certifications

- *Certification of “Representation by Organization Regarding a Delinquent Tax Liability or a Felony Criminal Conviction (AAPD 14-03, August 2014)”*
- *Prohibition on Providing Federal Assistance to Entities that Require Certain Internal Confidentiality Agreements – Representation (April 2015)*

- **Annex C** – Mandatory and Required As Applicable Standard Provisions:

- Standard Provisions for U.S. and Non-U.S. Nongovernmental organizations receiving a fixed amount award can be accessed through the following URL:  
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-**Annex D** – List of *Zrda* target communities