2020-21 Small Business Technical Assistance Programs

California Office of the Small Business Advocate

Friday, July 17, 2020
1:00 PM PST

AGENDA

1:00 PM   Program Manager Kick-off

1:05 PM   Director's Welcome: CalOSBA intros and TAEP/CIP priorities & preferences

1:15 PM   Eligibility, Funding, Application, and Award Process

1:25 PM   Interactive tutorial of application portal & TAEP application –
grants.business.ca.gov

1:45 PM   Q&A

2:00 PM   End of TAEP Portion and transition to CIP for SBDCs
(Only SBDC Leads to remain in the webinar)

2:05 PM   CIP Program Overview

2:10   Interactive tutorial of application portal & CIP application –
grants.business.ca.gov

2:30 PM   Q&A

CalOSBA Intros

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DIRECTOR

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MARKETING ANALYST

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EXECUTIVE ASSISTANT

CALIFORNIA OFFICE OF THE
SMALL BUSINESS ADVOCATE

CalOSBA OVERVIEW & STRATEGIC PRIORITIES

Mission

OSBA helps support economic growth and innovation in California by working to ensure that its small businesses and entrepreneurs have the resources they need to startup, connect to capital, connect to markets, and grow their businesses. OSBA is focused on creating inclusive entrepreneurial and small business ecosystems to eliminate opportunity gaps across zip code, race and gender.

Primary Objectives

1. Providing Resources: Providing accessible information, training, consulting, and tools for small businesses and entrepreneurs to startup, connect to capital, connect to markets, and grow

2. Advocating: Serving as the voice of small business and entrepreneurship across the state; convening experts to address barriers to capital, markets, networks, and resources; and, partnering with private sector for solutions

3. Advancing CA Resilience: Expanding business resilience and supporting disaster economic recovery

TAEP: Statutory Mandate and Priorities

<u>Statutory Requirements:</u>

- Increase opportunities and improve access to business and technical resources for entrepreneurs, the self-employed, and microbusinesses and small business owners

- Expansion to underserved business groups, including women, minority, and veteran-owned businesses, and businesses in low-wealth, rural, and disaster-impacted communities

<u>Priorities:</u>

Small Business TA

- Capital Readiness

- Market Access: E-Commerce/Exports and Procurement

- Resilience

- Cybersecurity

Collaboration

- Mapping entrepreneurial resources, identifying gaps & filling with best practices to create strong standards of service

- Partnerships, collaborations

- State partnership

Performance

- Increased metrics

- Metrics reported by each target underserved communities

TAEP: Eligibility

- A grant program for federally awarded small business technical assistance programs

- Applicants must submit an active grant, cooperative agreement or contract with a federal funding partner to administer a federal small business technical assistance program in California OR a Letter of Intent/Announcement from a federal funding partner stating the Applicant will administer a federal small business technical assistance program in California no later than October 1, 2020.

- Applicants must have a fiscal agent that is able to receive nonfederal funds.

- Applicants must have a plan of action and commitment to fully drawn down all the federal funds in their primary agreement with a federal funding partner during the grant period using local cash match.

- Applicants must generate and provide documentation of the local cash match required by the federal funding partner.

- If the applicant is a new federal small business technical assistance center, the applicant must demonstrate the ability to fully draw down substantially all federal funds available to it.

TAEP: Funding and Duration

Grant Period: October 1, 2020 through September 30, 2021

Funding Available: Approximately $17MM

Allowable activities & expenditures:

- Employee or consultant's time and effort to conduct direct technical assistance to small businesses

- Employee or consultant's time and effort to conduct direct technical training to small businesses include (workshops and classes for business owners or startups). Training may include the cost of supplies to conduct training and/or webinar or technology subscriptions for virtual training.

- Research includes employee or consultant's time and effort to assess small business service needs in a Center's geographical service area or to research and develop a pilot project or other planned service expansion. Research may not include the cost of research tools, software, or reports for the Center or for individual client consulting. We encourage the use of partnerships and existing best practices for any large research expenditures. Research expenditures must be justified in the grant application. Any additional research over $5,000 planned post or beyond the original proposal must be submitted with justification to CalOSBA for pre-approval.

- Marketing includes employee or consultants' time and effort to conduct targeted Center marketing initiatives to underserved small businesses such as, print media (i.e. flyers, brochures, and pull-up banners), digital media (i.e. social media ads), and purchases/subscriptions to database, marketing services and other technology tools to support outreach, client development and expansion activities (i.e. MailChimp, Constant Contact, Hootsuite, etc.). We encourage the use of partnerships and research-driven approaches for any large marketing expenditures. Marketing expenditures must be justified in the grant application. Any additional marketing (non-labor marketing costs over $5,000) planned post or beyond the original proposal must be submitted with justification to CalOSBA for pre-approval.

- Travel expenses related to startup or capacity-building that result from a geographic expansion to a new underserved area will be allowed for a reasonable period as defined in the proposal's strategic plan. Funds may only be used for transportation expenses. Funds are not available for the payment of per diem, lodging, meals, or subsistence expenses.

An unlimited portion of the grant award may be used for direct business consulting and training. Centers may spend the full award on business consulting and training. However, research and marketing are limited to a maximum of 20% of the total annual grant award. Further, any and all spending on allowed travel (item 5 above), research and/or marketing must be justified and approved in the grant application.

TAEP: Funding and Duration Continued

Unallowable activities & expenditures:

- Salary or contract bonuses

- Travel expenses for per diem, lodging, meals or subsistence expenses

- Travel expenses for transportation (i.e. mileage, car rental, rail or air) unless noted above for geographic expansion)

- Food and beverage

- Supplies not related to consulting, training, research, or marketing

- Indirect or overhead costs (The grant agreements in this Program are not subject to the model agreement provisions developed pursuant to Chapter 14.27 (commencing with Section 67325) of Part 40 of Division 5 of Title 3 of the Education Code)

- Other items that are banned by the State of California, or CalOSBA deems inappropriate or inconsistent with statutory or programmatic requirements of TAEP

TAEP: Application Process

- Application period open from July 13, 2020 through August 14, 2020 11:59:59 PM PST

- All applications must be submitted in the new California Office of the Small Business Advocate Grants Portal – grants.business.ca.gov – Interactive tutorial to follow

- The portal automatically closes on August 15, 2020 12:00:00 AM PST and will not accept late submissions

- Please make every effort to submit at least 48 hours in advance in case you experience technical difficulties

- **Individual Center application** – Any small business technical assistance center who can receive state funds, and are their own acting Authorized Representative

- **Group-Based programs** – Group-based programs consist of Centers organized under a coordinating administrative or fiscal entity (i.e. college district, chamber of commerce, non-profit, EDO, etc.). This also means Small Business Development Center Networks with multiple sub-centers. Each sub-center will have their own center proposal, rolled into one application and, if awarded, one group agreement.

- **Network-wide program** – This is only applicable to Small Business Development Center Networks who choose to propose a network-wide program, with network-wide goals. There will be only one proposal and double the character maximum.

- **Total Possible Score: 115 Points**

- **Reviewed & scored by GO-Biz Panel**

Application Section	Points Possible
Proposed Metrics & Scope of Work	50
Center Strategies	30
Financial Management Capability	15
Center Performance	10
Bonus Points	10

TAEP: Award Process

- Applicants will be notified via email if they have been awarded or not

- CalOSBA may conduct follow up calls, if deemed necessary, to discuss the proposal and requested amounts

- If a Center's award amount is different than the amount requested, the Center will be required to revise its scope of work and proposed milestones based on the final award amount.

- Centers must submit the requested information within five business days of receiving the Notice of Award.

- If it's a Group-Based Program, the Authorized Representative will be provided with guidance and scoring from CalOSBA to determine final award amounts for subgrantees.

- CalOSBA will send a grant agreement to be signed by the Authorized Representative, and executed by CalOSBA's Director

TAEP: Interactive Application Tutorial

TAEP: FAQs

Q: Can you combine federal awards to apply for a higher funding amount?

A: Yes, so long as all of the federal awards are for funding for eligible programs (small business technical assistance center programs). The applicant must be able to demonstrate the capacity to fully draw down funds within the performance period.

Q: Can you combine CARES Act funding to apply for a higher funding amount?

A: Yes, so long as the CARES Act funding is for funding for eligible programs (small business technical assistance center programs). The applicant must be able to demonstrate the capacity to fully draw down funds within the performance period. If the amount is higher than previous TAEP applications and center has not successfully drawn down funds within the awarded period (I.e. center required any extensions for the award), then future capacity would require substantial documentation for unequivocal proof of center's ability to spend down the award considering the sizeable amounts awarded under CARES. For example, this would require extensive detail in proposed scope of work section documenting plan; extensive detail based on historic actions, staff performance records and results in center strategies and organization capacity section; extensive detail in financial management capability section documenting systems, financial processes, personnel, etc.; and, documentation of concrete plans and capacity to reverse historic TAEP performance trends in center performance section.

Q: Can you propose regional metrics instead of sub-center metrics?

A: Yes, but only as a network wide proposal which is only applicable to Small Business Development Center Networks.

TAEP: FAQs

Q: I do not have a letter of intent to award from the federal partner, but expect it soon, can I still apply?

A: No. You must have a letter of intent to award from the federal partner at the time of application which is from July 13, 2020 through August 14, 2020 11:59:59 PST. Further, the letter of intent to award must state that the applicant will administer a federal small business technical assistance program in CA no later than October 1, 2020.

Q: What is the difference between an Authorized Representative (AR) and a Lead Center?

A: Authorized Representative and Lead Center are synonymous. Lead Center is the designation used for Small Business Development Center Networks.

Q: Is the Center the AR, or is the host, my college, the AR?

A: If a Center is an individual applicant, the Center is the AR and the college is the fiscal host authority.

Q: If we are applying as a group, but operate as individual centers, who is the AR?

A: You must designate the AR. The AR should be able to receive and disburse funds to all centers named in the group application, as well as be the assigned active point of contact for communication between the centers and CalOSBA.

TAEP: FAQs Continued

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Q: Can TAEP funds be used as match?

A: No, TAEP funds shall not supplant local cash match to draw down federal funds.

Q: How long does it take to receive reimbursement?

A: CalOSBA will process grant payments quarterly on a cost-reimbursement basis. CalOSBA will issue payments within forty-five (45) calendar days of receiving a complete, valid and undisputed invoice with all required documentation and reporting requirements.

TAEP: Submitted Questions

Q: Can you please explain why organizations that indicate 0 for any of the proposed metrics receive an extra 5 points for simply describing why their Center is unable to track them? Other funding sources would score that as a -5 points.

A: Applicants do not receive an extra 5 points for entering 0, they are simply eligible for the full 5 points if they can offer a justified explanation as to why specific data is not tracked for their program. This is to accommodate all types of federal programs, some of which do not report against all of the metrics identified in the program announcement, and therefore would indicate 0 for certain metrics. As a Center, you identify goals based on your existing federal program's scope (i.e. procurement/contracting, export assistance, capital assistance, etc.). If your program serves broadly and you can commit a goal for each metric with the demographics tied to each metric, you can also receive 5 points. Your expansion goals should be realistic and aligned with what is tracked and reportable.

Q: Based on what I'm reading in the TAEP RFP, grantees will be required to submit 100 different goals in their proposals, track and then report them each quarter. (except for training events and unique clients trained), Each metric below that has an * must be goaled and reported for each of the 6 underserved business groups below That is 14 metrics times 6 underserved business groups = 84 separate metrics plus the same for ALL Clients served (another 14 goals) plus the 2 training goals = a total of 100 goals. Is this correct?

A: It is possible for an applicant to commit up to 135 goals, however, not all federal programs report against all of the metrics identified in the program announcement, and therefore would indicate 0 for certain metrics. For FY20/21, metrics were expanded to include underserved business groups as the State is interested in this data to assess performance against statutory preference for programs that expand to underserved business groups. Many of the current eligible centers currently track this level of detail. The # of metrics you commit a goal to should be realistic and aligned with what is tracked and reportable.

TAEP: Submitted Questions

Q: This year, the EDA has provided a supplement ($75K a year for two years 07/01/20 - 06/30/20) under separate award notices to provide additional technical assistance for COVID-19 recovery. Would we be able to combine the two awards and apply for the larger amount to the Technical Assistance Expansion Program?

A: Refer to slide 12, answer re: CARES Act funding.

Q: A question ... regarding the definition for low-wealth. Is the intent to not include low-wealth neighborhoods of large cities and smaller cities?

A: Per statute, TAEP defines underserved business groups to include businesses in "low-wealth" communities. It is not the intent to exclude or include any city, county, or neighborhood, but rather to align with the statute. TAEP 20/21 RFP defines low-wealth comunity is a city and/or county within California with a poverty rate of at least 150% of the California's statewide poverty rate based on the most recent data available from the U.S. Census Bureau's American Community Survey 5-Year Estimates thirty days prior to the first day of the applicable application period.

TAEP: Submitted Questions

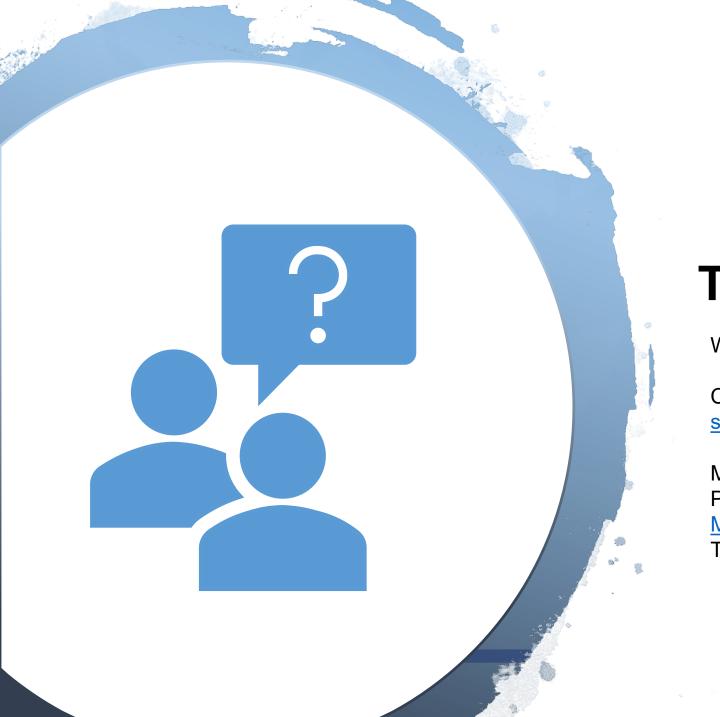Q: Is a state or local government entity eligible for TAEP if they receive federal funds?

A: No, TAEP funds federal small business technical assistance centers that are nonprofit organizations and as defined by statute government code Title 2, division 3, part 2, chapter 1.6, article 7, 12100.61-121

(d) "Federal small business technical assistance center" means an organization that contracts with a federal funding partner to operate a small business development center, a women's business center, a veterans business outreach center, a manufacturing extension partnership center, a minority business development center, a procurement technical assistance center, or a similar program within this state to support small businesses.

(b) The federal government funds and operates a range of technical assistance programs through contracts with nonprofit organizations that commit to serve and support small businesses in California, including the California Small Business Development Center Program, the Women's Business Center Program, the Veteran Business Outreach Center Program, the Procurement Technical Assistance Center Program, the Manufacturing Extension Partnership, and the Minority Business Development Center Program. All of these programs provide free or low-cost services to California small businesses to enable their launch and sustained growth. It is in the interest of the state to collaborate with these programs to provide an economic environment in which small businesses can be successful, including participation in a seamless network of federal, state, and nonprofit programs, services, and activities that benefit small businesses.

Q: The metrics "business closed" and "business re-start" are not in the portal, but are in the program announcement, are they required?

A: Due to a programmatic glitch, applicants **do not** have to track and therefore should mark 0 in the portal.

TAEP: Q&A and END

We will now address questions submitted in the Q&A box.

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