



CALIFORNIA OFFICE OF THE
SMALL BUSINESS ADVOCATE

**California Office of the Small Business Advocate
Governor's Office of Business and Economic Development**

2020/21 Technical Assistance Expansion Program

A grant program for federally awarded small businesses technical assistance programs

Program Announcement

Opportunity Number: SBTAEP2020

Total Program Funding: \$17 Million

Released:

July 13, 2020

Proposals Due:

By 11:59:59 PM PST on Friday, August 14, 2020

Proposals submitted after the stipulated deadline will be rejected without being evaluated with no exceptions. Please make every effort to submit at least 48 hours in advance in case you experience technical difficulties.

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About the Program

Overview

The California Small Business Technical Assistance Expansion Program (SB TAEP or Program) was created in 2018 to expand the services of federally-awarded small business technical assistance programs in California, administered by and primarily funded by federal agencies, that provide one-on-one confidential free or low-cost consulting and training to small businesses and entrepreneurs in this state. The Program was enacted in Government Code Section 12100-12100.69. The Office of Small Business Advocate (CalOSBA) at the Governor's Office of Business and Economic Development (GO-Biz) is charged with administering and providing oversight for the Program.

The Program provides \$17 million in annual grant funding to improve the state's business and technical resources and networks for entrepreneurs and micro and small business owners, with a preference for applications that expand on services to underserved business groups, including women, minorities (people of color), and veteran-owned businesses, and businesses in low-wealth, rural, and disaster-impacted communities. Funding is provided to provide new or enhanced consulting and training services. The program was authorized with a five-year funding period ending on June 30, 2023. Each fiscal year, CalOSBA will release an annual Program Announcement to provide Centers with the application, instructions and details about the annual funding, eligibility, evaluation criteria and performance requirements. This document serves as the Program Announcement for SB TAEP funding available during the 2020/21 fiscal year.

Purpose

Federal small business technical assistance centers (Centers) are funded in part by federal agencies to operate small business support services and programs throughout the state. These Centers provide one-on-one, confidential consulting and training to help small businesses and entrepreneurs start, grow and expand, and create jobs in California. The SB TAEP provides state grant funding to create new or enhanced consulting and training services through existing and new Centers, including satellite offices. As the Program's purpose is to expand offerings to California small businesses over a five-year period, annual requests may include continued support of new or enhanced expansion offerings created in previous years through TAEP.

SB TAEP funds shall not supplant a Center's local cash match. However, funding from other state programs may be used as local cash match.

Priorities

CalOSBA will prioritize funding for applications that best meet the factors listed in paragraph 1 (Government Code Section 12100-12100.69) and give preference to applications that propose new or enhanced services to underserved small business owners, including women, people of color and veteran-owned businesses and businesses in low-wealth, rural and disaster-impacted communities included in a state or federal emergency declaration or proclamation.

Eligible consulting and training services covered by the Program's grant funding include: business plans and strategy; capital readiness and fundraising; expansion and revenue growth strategies such as export training, government and private procurement, e-commerce marketplace development and other business development strategies; marketing; management; operations; financial management; cybersecurity; production/manufacturing assistance and increased productivity strategies; innovation and

tech transfer; business resilience such as emergency preparedness, disaster economic recovery, succession planning; among other areas. Priority will be given to proposals that fill opportunity gaps for underserved small business owners to help them reach greater parity in revenue creation and job creation including capital readiness, export training and e-commerce, procurement, and other innovative programs that increase revenues and job creation to narrow the gap. Priority will also be given to business resilience programs for underserved small businesses which face increased challenges dealing with disaster recovery from natural, technological/cyber, health/disease, or human induced hazards. Business resilience may also include succession planning and exit strategies.

CalOSBA will also prioritize proposals that demonstrate collaboration and best practice sharing in the community and across ecosystem partners to build a stronger network of programs, services, and activities that benefit all California small business with a preference for underserved business groups. These may include:

- Research and marketing focused on mapping the continuum of services, identifying any gaps that exist for underserved small businesses, partnering, and ensuring effective outreach to underserved small businesses.
- Identifying and scaling best practices including cross-network and ecosystem wide best practice sharing to ensure a standard level of small business service offerings across the state, especially with underserved small businesses.
- Building new partnerships and collaborations to better support underserved small businesses with experts in this area including minority, women and veterans' business organizations, mission-based lenders serving underserved, and others that have effective outreach to underserved small businesses.

Definitions

Definitions that pertain to this Program Announcement are provided below.

- "Federal funding partners" means the federal agencies that fund small business technical assistance centers such as the U.S. Small Business Administration, U.S. Department of Commerce or U.S. Department of Defense and other federal agencies with the authority to administer small business technical assistance programs in the state of California.
- "Federal small business technical assistance center (Centers)" 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.
- "Fiscal agent" means the entity with which a federal funding partner administering the specified federal small business technical assistance program for all aspects of the program requirements, which may include staffing, program, outreach and securing the required match to draw down federal funds and reporting performance outcomes to operate the program in this fiscal agent's area of responsibility.

- “Lead Center” means a Small Business Development Center (SBDC) Lead Center.
- “Authorized Representative” means the principal contact in the proposal and grant agreement.
- “Local cash match” means nonfederal cash that is spent on eligible federal small business technical assistance program costs.
- “Grant Period” means October 1, 2020 through September 30, 2021
- “Small business” means a business with 500 employees or less for most manufacturing and mining industries and \$7.5 million or less in average annual receipts for nonmanufacturing industries, includes for profit and non-profit entities.
- “Client” means the client is the business, if it exists. In the case of a prospective business, the client is the individual (i.e. nascent entrepreneur or pre-venture) receiving SBDC services.
- “New Client Served” means a business/prospective business that has never previously received counseling or training from the Center.
- “Unique Client Served” means the number of unique clients counseled and/or trained. This metric restarts every program year; thus the client can achieve this metric year over year.
- “Business re-start” means a small business that existed before March 4, 2020 and subsequently closed or partially closed operations and services and experienced significant revenue loss due to a declared disaster and was able to restart as a result of direct technical assistance from the center.
- “Underserved business groups” means women, minorities (people of color), veteran-owned businesses, and businesses in low wealth, rural and disaster-impacted communities included in a state or federal emergency declaration or proclamation.
- “Minority-Owned Small Business” means a small business in which the majority (at least 51%) of the company is owned and run on a daily basis by a person of color (or people of color) of the following racial or ethnic groups: African American/Black, Asian, Native American or Alaska Native, or Native Hawaiian or Pacific Islander; or, LatinX/Hispanic.
- “Low-wealth areas” means a city and/or county within California with a poverty rate of at least 150% of the California statewide poverty rate per the most recently updated 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.
- “Rural areas” means all territory, population, and housing units that are located outside of urban areas (50,000 or more people) and urban clusters (at least 2,500 and less than 50,000 people). Urban areas and clusters are determined by population density and size available per the most recently updated 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.
- “Disaster Impacted” means all territories included in a state or federal emergency declaration or proclamation.

- “Veteran” means the individual served on active duty with the Army, Air Force, Navy, Marine Corps, or Coast Guard for any length of time and didn’t receive dishonorable discharge, or served as a Reservist or member of the National Guard and were called to federal activity duty or disabled from a disease or injury that started or got worst in the line of duty or while in training status.
- “Veteran-Owned Small Business” means a small business that is 51% or more owned and controlled by an individual or individuals in one or more of the following groups: Veterans (other than dishonorably discharged); Service-Disable Veterans; Active Duty Military service member participating in the military’s Transition Assistance Program (TAP); Reservists and National Guard members; or Current spouse of any Veteran, Active Duty service member, or any Reservist or National Guard member; or widowed spouse of a service member who died while in service or of a service-connected disability
- “New Businesses Created” means substantive counseling attributed to assisting an individual(s) explore the establishment of new business, who achieved one or more of the following verified results: The client makes their initial sale while receiving assistance, the client has made a sale, but comes to the SBDC without the necessary licenses and permits and obtains them with help from the SBDC, or the client obtains funding for the business.

Funding and Duration

The 2020/21 grant period will commence on October 1, 2020 and end on September 30, 2021.

A total of approximately \$17 million is available during the grant period, which will be awarded by CalOSBA using a merit-based review process. Centers are expected to spend their 2020/21 award in full during the grant period. On a case-by-case basis upon written approval from CalOSBA, Centers may receive up to a one-year extension to spend down 2020/21 grant awards. Centers should ensure that grant funding requests and proposed scopes of work align with the grant period timeline.

The requested funding amount may not exceed the total federal award to provide technical assistance to all small business owners and entrepreneurs specified in a Center’s agreement with a federal funding partner, but in any event may not be less than twenty-five thousand dollars (\$25,000) per year. Centers applying as a group under an Authorized Representative may combine federal award dollar amounts. Additionally, if the group is proposing a network-wide program offering, the requested funding amount may not exceed the combined total federal award.

Funding Categories

Allowable activities and expenditures under the Program are listed below.

1. Employee or consultant’s time and effort to conduct direct technical assistance to small businesses (one-on-one consulting with small business or startup).
2. 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.
3. 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.

4. 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.
5. 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.

Unallowable activities and expenditures under the Program include, but are not limited to:

- 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

All costs incurred under the Program must meet the tests of reasonableness, allowability and allocability in accordance with the Program's allowable costs and grant agreement terms. All costs charged under the Program are subject to audit. Recipients are responsible for ensuring proper management and financial accountability of state funds to preclude future cost disallowances.

Funding Method

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.

CalOSBA will determine final funding amounts based on evaluation of scores and budget reasonableness as defined in Funding Categories.

Eligibility

At the time of applying for funds, Centers must meet the requirements below.

1. 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.
2. Applicants must have a fiscal agent that is able to receive nonfederal funds.
3. Applicants must have a plan of action and commitment to fully draw down all the federal funds in their primary agreement with a federal funding partner during the grant period using local cash match.
4. Applicants must generate and provide documentation of the local cash match required by the federal funding partner.
5. 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.

Authorized Representatives

Applicants may include Centers that operate as a group (e.g., regional or statewide networks) or individually. Group-Based Programs and Individual Centers must designate an Authorized Representative. Authorized Representatives will carry out a variety of responsibilities during the application process and grant period.

Group-Based Programs

Group-based programs consist of Centers organized under a coordinating administrative or fiscal entity, such as a SBDC Lead Center or a voluntary grouping of individual Centers.

For Centers that operate as a group, the Authorized Representative will be the coordinating administrative entity defined by their federal program or the fiscal agent selected by the group.

Authorized Representatives that act only as a Fiscal Agent will not be responsible for designating final funding award amounts per Center.

Individual Centers

For Centers that operate individually, the Authorized Representative will be the Center itself or a designated entity that will represent a group of individual Centers to carry out Program responsibilities on their behalf. Centers that operate individually will have their final funding award amounts determined by CalOSBA upon final review.

Applicant and Agreement Responsibilities

The Authorized Representative will submit the Program application to CalOSBA, receive the Notice of Award and enter into the 2020/21 agreement with CalOSBA. For group-based applications and agreements, the Authorized Representative will enter into separate sub-agreements with the Centers in their group agreement.

Grant Period Responsibilities

During the grant period, the Authorized Representative will submit performance and financial reports to CalOSBA after reviewing each Center for accuracy and completeness. The Authorized Representative will also receive and distribute CalOSBA's quarterly reimbursements to Centers in group agreements.

In addition, the Authorized Representative will serve as the principal contact for CalOSBA and the Centers in a group agreement. Any programmatic or agreement-related issues will flow through the Authorized Representative to the Centers in their agreement. When programmatic issues and questions arise, Centers are expected to contact their Authorized Representative, who will engage CalOSBA if necessary. Likewise, CalOSBA will communicate to Authorized Representatives on program-related information. If an Authorized Representative designates staff for a portion of these responsibilities, they must provide CalOSBA with a written statement confirming they are acting on behalf of the Authorized Representative.

Notice of Award

Final award amounts for all grantees will be determined by the competitive score received.

Once scores for all recipients have been determined, CalOSBA will email the Authorized Representative a Notice of Award. The Notice of Award will indicate the scores, along with instructions about next steps. 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.

Agreement

Once milestones are finalized, the Program's funding will be awarded in an agreement between CalOSBA and the Authorized Representative. The agreement will contain standard terms and conditions and specify the award amount, the reporting and invoicing requirements, scope of work and milestones that will be used to evaluate recipient progress during the year of the agreement. In the case of group submissions, the Authorized Representative will enter into separate sub-agreements with each of the Centers in their group.

Amendments

CalOSBA may amend agreements if necessary, as a result of external factors, including changes in federal funding, Center closures or openings, Center staffing issues, necessary adjustments to achieve proposed objectives and metrics, noncompliance in carrying out the agreement or other agreement-related issues that may arise during the grant period.

For Small Business Development Center Regional Networks, in some cases, a Center may not be able to spend their 2020/21 grant award in full. If needed, a portion of a Center's funding award may be redirected to other Centers in the same group agreement without an amendment if the change in funding results in no net changes to the total award, objectives or metrics in the agreement. A Change Order Request (COR) form must be completed for funding redirections that results in no net change in the total award. CalOSBA will evaluate requests and provide written approval if allowed. Funding redirections that results in a change in the total award in an agreement will require an amendment.

If a recipient ceases to operate a federal small business technical assistance program, the state is obligated to compensate the recipient only for all allowable and unavoidable expenses reasonably incurred by the recipient in the performance of its work under the agreement as of the effective date of the terminating event. In addition, if a recipient has received notification from its federal funding partner that its cooperative agreement is scheduled for termination or that its operations are placed under a probationary status, the recipient must notify the Office of Small Business Advocate via email at SBTAEP@gobiz.ca.gov within 48 hours. Failure to notify the Office of Small Business Advocate will impact future eligibility.

Reporting

Authorized Representatives are responsible for collecting accurate and complete performance reports and financial reports from sub-recipients. The Authorized Representative is responsible for submitting all final reports in the online portal to CalOSBA once reviewed and approved. Reports will be submitted electronically through the Small Business Grantee Portal to CalOSBA grant administrators.

Authorized Representatives will receive separate email instructions for the Grantee Portal, including login/password information, and tips on how to navigate the portal. A mandatory webinar training will be held no later than January 15, 2021.

The reports or portions thereof provided by grantees may be made public.

Recipients will be required to submit quarterly performance and financial reports to the CalOSBA Grantee Portal within forty-five (45) calendar days of the completion of each of each quarter of the grant period.

CalOSBA may withhold payment if reports are not received or are deemed incomplete or inadequate. Failure to report in a timely manner may impact future eligibility for grant funding from CalOSBA.

CalOSBA reserves the right to audit information submitted in a performance report by requesting additional documentation, performing on-site visits, contacting clients served, or verifying other information as necessary to verify the information contained in the performance report.

Performance Reports

Grantees will submit performance reports quarterly during the performance period.

The performance reports will include but not be limited to the following information:

- Quarterly outcomes from the assistance provided including:
 - Number of Training Events

- Number of Unique Clients Trained
- Number of New Clients Trained
- Number of Unique Clients Counseled*
- Number of New Clients Counseled*
- Number of New Businesses Started*
- Number of Jobs Created (full and part-time)*
- Number of Jobs Retained (full and part-time)*
- Dollar Amount of Increase in Sales*
- Number of Contracts*
- Dollar Amount of Contracts*
- Number of Loans*
- Dollar Amount of Loans (SBA loans and non-SBA loans)*
- Dollar Amount of Equity Capital (to include private investment)*
- Additional Funds Raised (non-dilutive funding, grants, etc.)*

*Metric must be reported for the underserved small businesses:

- Women-Owned Businesses
- Minority-Owned Businesses including:
 - Black/African-American
 - Asian
 - Native American or Alaska Native
 - Native Hawaiian or Pacific Islander
 - Hispanic/LatinX
- Veteran-Owned Businesses
- Businesses in Rural Communities
- Businesses in Low-Wealth Communities
- Businesses in Disaster-Impacted Communities
- Actual funding expended
- Number of partnerships / collaborations

Financial Report

The Financial Report Template will contain the invoice template and not be limited to the following information:

- Business consultant names (including affiliated organizations if it's a partnership with another local technical assistance provider, chamber, accelerator, incubator, institution, government entity, etc.)
- Description of non-labor expenditures
- Cost for client consulting, including hourly rates, benefit rates and number of hours worked
- Costs for client trainings
- Cost for travel
- Cost for research
- Cost for marketing
- Reimbursement period
- Signature from Authorized Representative affirming that the information is accurate

Performance and/or Underperformance Reporting

Underperformance statements will be required based on the thresholds below:

- Q1 (Oct-Dec): Year-to-date (YTD) results less than 10% of the annual award or goals
- Q2 (Jan-Mar): YTD results less than 35% of the annual award or goals
- Q3 (Apr-Jun): YTD results less than 60% of the annual award or goals
- Q4 (Jul-Sept): YTD results less than 100% of the annual award or goals

The performance narrative must describe the work performed, outcomes achieved, progress made against full grant proposal plan, and justify the cost categories invoiced. For instance, if 200 hours were charged to training, we would expect the work associated with those costs to be broadly described (e.g., did staff develop curriculum, plan and host training events for underserved businesses, deliver consulting services, acquire supplies or webinar subscriptions?). If travel costs were expensed, please describe how the travel was critical to the Center's proposed geographic expansion for startups. If research costs were expensed, please indicate the type of research conducted. In addition, please describe how the Center was able to target outreach and marketing to underserved businesses to meet metric goals.

The underperformance narrative must include challenges and an action plan for improvement. We are looking for the Center to briefly describe the work plan to spend the funds and meet goals (e.g., Center's marketing efforts will generate new client consultations, X number of trainings will be conducted in Q2, etc.) Also critical is a confirmation that the Center is still on track to meet annual goals and spend the funds by the end of the performance period.

Statements deemed inadequate result in an incomplete report.

Final Year-End Report

The final year-end report will be a detailed narrative description of how the funds awarded were used to expand services to underserved businesses, including women, people of color and veteran-owned businesses, and to help businesses and entrepreneurs to start, expand, raise funds and create jobs in all areas of California, including low-wealth, rural and disaster-impacted communities included in a state or federal emergency declaration or proclamation.

Grantees should address the following:

- Actual metric outcomes compared to proposed
- Client demographics:
 - The number of businesses assisted that were pre-launch, part-time only, and/or operating full-time
 - The employee size of businesses assisted; based on the number at the time assisted, as reported by the assisted business
 - The revenue size of businesses assisted; based on the amount at the time assisted, as reported by the assisted business. Reporting shall be in categories of business size, as determined by CalOSBA
 - The city and county in which the businesses assisted were located.
 - Industry sectors of the businesses assisted, as reported by the assisted businesses.
 - The number of business owners assisted based on gender

- The number of business owners assisted based on race
 - The number of business owners assisted that are Veteran/Non-Veteran
 - The number of business owners assisted in low-wealth areas
 - The number of businesses/owners assisted in rural areas
 - The number of businesses assisted in disaster areas (state or federally declared disasters)
- Collaboration and best practice sharing to build a seamless network of programs, services and activities that benefit small business and especially underserved business groups
 - Describe or share any mapping of the continuum of services and any gaps that exist for small businesses (i.e. work product such as research studies, strategic regional plans, or databases, diagrams, technology tools, etc.).
 - Describe efforts to develop best-practices to fill identified capital, revenue or opportunity gaps.
 - Describe efforts to build or strengthen partnerships, collaborations and/or share best practices, especially to underserved business groups.
 - Share metrics on partnerships established as a result of expansion, especially with organizations with strong memberships bases across underserved business groups.
- Regional and economic shifts (i.e. regional strategies or priorities informing focus, natural disasters, emerging industries, etc.)
- A minimum of five success stories - with no less than one per program created or expanded, or new region entered

Documentation and Record Keeping

Grantees must maintain complete and accurate records and supporting documentation of sufficient detail, for up to five fiscal years, to receive quarterly reimbursements, and to facilitate a thorough financial and/or programmatic and/or legal compliance audit or examination of performance in the Program. In addition, funds must be identifiable to the program year for which they were provided. Funds that were approved as a “carryover” from a previous program year also must be maintained and reported separately. Upon requested, grantees must make these records available to CalOSBA.

- A spreadsheet that reconciles the financial invoices and the disbursement journals at the Host organization and subrecipient organizations (i.e. subcontracted Service Center(s))
- Support for all charges to the Grant Agreement, but not limited to the disbursement ledger, vendor invoices, canceled checks and journal entries
- The expense reimbursement invoices submitted from the subcontracted Service Centers and any relating supporting documentation (i.e. disbursement ledgers, comparison of actual to budget expenditures)
- Salary and wage records for employees charged to the Grant Agreement (Both Recipients and subrecipients must maintain the appropriate standard to document for full-time and part-time personnel allocated to the program. This may include, but is not limited to, time and effort certification, appointment letters or contracts, performance reviews, payroll journals and/or activity reports

- Backup timesheet with time and attendance of employees or consultant who are charged to this Program, with sufficient detail to substantiate the claimed work hours performed in support of the Program
- Copies of receipts, invoices, contracts and other supporting documentation for all expenses paid with Program funds
- Client or database records to substantiate metrics submitted in a Performance Report
- Copies of judicial and administrative decisions and compliance reviews (as applicable) and other supporting documentation demonstrating your adherence to the legal requirements of this Program and the requirements established by your federal funding partner.

Program Monitoring and Reviews

CalOSBA will monitor grantees performance. This monitoring will include regular review of Performance and Financial Report Data. CalOSBA may also make inquiries and conduct program reviews to verify performance, including but not limited to a review of client files, client fees, training, marketing and administration invoices, cost share requirements and overall operations. Program reviews may be conducted remotely or onsite. CalOSBA may also review reported business assistance by interviewing the clients assisted by a Center. Staff will inform Centers by email about their selection for a program review and email instructions no later than five business (5) days before the program review.

CalOSBA is not responsible for providing oversight of a Center’s performance between program reviews. Moreover, CalOSBA does not accept liability for information not submitted in good faith by a Center for a program review.

Pre-Bid Webinar

Friday, July 17, 2020 from 1:00 PM to 2:00 PM

[Click Here for the Zoom Pre-Bid Webinar Registration](#)

Timeline

July 13, 2020	Program Announcement Release
July 17, 2020	Pre-Bid Webinar at 1:00 PM PST
August 14, 2020	Grant application deadline (must submit online by 11:59:59 PM PST)
August 17 – September 1, 2020	Proposal review
September 4, 2020	Notice of Awards sent via email
September 8-9, 2020	Follow up calls to Awardees
September 9-25, 2020	Grant Agreements sent to Awardees
October 1, 2020	Grant program begins
September 30, 2021	Grant program ends

Application Instructions and Submission

All applications, with required attachments, must be submitted electronically using the CalOSBA online application portal, which can be accessed via a link at www.grants.business.ca.gov. Users of the portal will first need to create an account. Applications submitted via email or facsimile will not be reviewed or scored. A CalOSBA [online application guide can be viewed here](#).

All applications must be submitted by the deadline and the online application portal will automatically close once the application deadline has passed, August 14, 2020 by 11:59:59 PM PST. There are no exceptions or extensions of this deadline. Any technology challenges or inability of an applicant to submit an application by the deadline for any reason shall not be grounds for an extension of the deadline. Applicants are encouraged to submit their application before the deadline in the event technical assistance is required. For help applying, please send an email to sbtaep@gobiz.ca.gov and copy Michelle Radmand, Program Manager, at michelle.radmand@gobiz.ca.gov with the subject line: Technical Assistance Grant Online Help.

CalOSBA's determination as to eligibility for grant funding, or the amount of grant funding awarded, is not subject to appeal. CalOSBA reserves the ability to modify applicant budgets if included costs are deemed ineligible. A Center and its fiscal host will be required to be in compliance with the Drug-Free Workplace Certification and Nondiscrimination Compliance Statement as required by state law.

- A. Group-based programs will apply as a group (i.e. SBDCs with Lead Center structure and others who voluntarily organize as a group). The group's Authorized Representative will submit a single consolidated application to CalOSBA that contains all the applications from the Centers in their group. Additionally, if the group is proposing a network-wide program offering, the Authorized Representative may submit an additional application for funding under the same account application.
- B. Centers that operate individually at the federal level may apply individually or submit a group application under a single designated Authorized Representative. For instance, a Northern California technical assistance provider may submit a consolidated application with the Northern California SBDC network.

Required/Supporting Documents

All applicants must upload the following documents to their application:

- Federal Award (Fully Executed Agreement or Letter of Intent)
- Budget Justification Spreadsheet – [download this form here](#)
- Organizational Chart
- Local Cash Match Form – [download this form here](#)
- STD.204 Payee Data Record Form – download this form at <https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std204.pdf>
- STD.21 Drug-Free Workplace Certification – download this form at <https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std021.pdf>

Optional documents that can be uploaded with applications (**note**: below documents are **mandatory for new federal centers**):

- Letters of Recommendation/Support (**no more** than 3 per Center)
- Resumes of key personnel

Application Review and Scoring Criteria

Application Review

CalOSBA will utilize the following application review process:

1. Technical Review – Application will be verified for eligibility and completeness, including any required documents uploaded to the application
2. Disqualifications – CalOSBA may disqualify applications or deny applications for the following reasons:
 - a. Incomplete applications
 - b. Ineligible applicant
 - c. Ineligible services
3. Application evaluation and scoring by GO-Biz panel

CalOSBA reserves the right to request additional information and request for revised scope of work and metrics.

Scoring Criteria

This section provides the application questions and scoring point scale.

Application Section	Points Possible
Proposed Metrics & Scope of Work	45
Center Strategies	30
Financial Management Capability	15
Center Performance	10
Bonus Points	10

Total Points Available: 110 points

Service Areas (Not Scored)

1. Geographic Area of Service (counties)
2. Assembly District(s)
3. Senate District(s)

Proposed Metrics

(5 points)

1. Number of Training Events
2. Number of Unique Clients Trained
3. Number of New Clients Trained
4. Number of Unique Clients Counseled*
5. Number of New Clients Counseled*
6. Number of New Businesses Started*
7. Number of Businesses Re-Started*
8. Number of Businesses Closed*
9. Number of Jobs Created (full and part-time)*
10. Number of Jobs Retained (full and part-time)*
11. Dollar Amount of Increase in Sales*
12. Number of Contracts*
13. Dollar Amount of Contracts*
14. Number of Loans*
15. Dollar Amount of Loans (SBA loans and non-SBA loans)*
16. Dollar Amount of Equity Capital (to include private investment)*
17. Additional Funds Raised (non-dilutive funding, grants, etc.)*

*Metric requires a goal for each of the following underserved business groups:

- Number of Women-Owned Businesses Served
- Number of Minority-Owned Businesses Served
- Number of Veteran-Owned Businesses Served
- Number of Businesses Served in Rural Communities
- Number of Businesses in Low-Wealth Communities
- Number of Businesses Served in Disaster-Impacted Communities

Proposed Scope of Work

1. Describe how your Center will fill gaps and expand by providing new or enhanced services to underserved small businesses, including women, people of color and veteran-owned businesses and businesses in low-wealth, rural and disaster-impacted communities included in a state or federal emergency declaration or proclamation. Please describe specific strategies, goals and metrics to achieve increased numbers of underserved clients through existing and/or new Centers, including satellite offices and new partnerships. Specify how this is expansion given the scope of your Center's current active federal contract to provide direct technical assistance and training. **(20 points)**
2. If your Center indicated 0 for an of the proposed metrics, please describe why your Center is unable to track. **(5 points)**
3. Describe how the grant funds will help your Center's methodology and implementation of the proposed expanded services. Please detail and the strong likelihood of achieving proposed outcomes. For group-based submissions proposing a network-wide program, describe in detail how the network of Centers will leverage each other to implement the program, detail best practices and proven methodologies for success. **(10 points)**
4. Provide a plan of action below indicating how you will draw down all the federal funds available during the grant period using local cash match. If your Center did not fully draw down federal funds previously, explain why and address how your action plan will prevent local under-match going forward. **(10 points)**

Center Strategies and Organizational Capacity

5. Describe the Center's in-take methods including details of any strategies to ensure new underserved small businesses are appropriately onboarded. **(5 points)**
6. Describe the Center's management strategy for service delivery and how the work will be coordinated and monitored. Include organizational chart. **(10 points)**
7. Describe ability to partner and collaborate, including how your Center complements and leverages the work of other local, state, federal, non-profit or private small business technical assistance resource partners in their area, including institutions of higher education, financial institutions, chambers of commerce, trade and industry groups and associations that are committed to the growth and success of underserved small business. **(15 points)**

Financial Management Capability

8. If travel expenditures have been identified, please justify the need and how travel will be used to expand geographically. **(not scored)**
9. If research expenditures have been identified, please explain the need, any research-driven justification, and how the funds will be used. **(not scored)**
10. If marketing expenditures have been identified, please explain the need, any research-driven justification, and how the funds will be used. **(not scored)**
11. Describe how your Center will track allowable activities and expenditures. **(5 points)**

Budget Breakdown and Justification attachment **(5 points)**

Federal Match Performance attachment **(5 points)**

Center Performance

12. Existing Centers: Has your Center received special recognitions for past performance (e.g. awards, letters of recognition, etc.)?
13. If yes, explain the work done to achieve the special recognition **(10 points)**

New Centers Only: Attach letters of recommendation and resumes of key Center personnel. **(10 points)**

Bonus Points

14. If you were a previous recipient of this grant award, did you successfully draw down all funds and meet metric goals within the initial performance period? YES _____ NO _____ **(10 points)**

OR

15. Have you previously and successfully drawn down other state and/or federal funds and met metric goals within the performance period? YES _____ NO _____ **(10 points)**

California Public Records Act

By submitting an application, the applicant acknowledges that GO-Biz is subject to the California Public Records Act (PRA) (Government Code section 6250 et. seq.). Consequently, materials submitted by an Applicant to GO-Biz may be subject to a PRA request. In such an event, GO-Biz will notify the Applicant, as soon as practicable, that a PRA request for the Applicant's information has been received, but not less than five (5) business days prior to the release of the requested information to allow the Applicant to seek an injunction. GO-Biz will work in good faith with the Applicant to protect the information to the extent an exemption is provided by law, including but not limited to notes, drafts, proprietary information, financial information and trade secret information. GO-Biz will also apply the "balancing test" as provided for under Government Code section 6255 to the extent applicable.