



# 2021-22 Small Business Technical Assistance Programs 2021/22 Award Period

CALIFORNIA OFFICE OF THE SMALL BUSINESS ADVOCATE

GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

JULY 27, 2021

# AGENDA

1. Program Manager Kick-off
2. Director's Welcome: CalOSBA intros and TAEF priorities & preferences
3. Timeline, Funding, Eligibility, Application, and Award Process
4. Interactive tutorial of application portal & TAEF application – [grants.business.ca.gov](https://grants.business.ca.gov)
5. Q&A
  
6. End of TAEF Portion and transition to CIP for SBDCs  
(Only SBDC Leads to remain in the webinar)
7. CIP Program Overview
8. Interactive tutorial of application portal & CIP application – [grants.business.ca.gov](https://grants.business.ca.gov)
9. Q&A



# CALIFORNIA OFFICE OF THE SMALL BUSINESS ADVOCATE

## CalOSBA Team



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GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT



# CaIOSBA MISSION

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Support economic growth and innovation in California by ensuring that small businesses and entrepreneurs have the resources they need to **startup, connect to capital, connect to markets, and grow their businesses.**

Create an **inclusive and entrepreneurial** small business ecosystem and **eliminate opportunity gaps** across zip code, race and gender.



# TAEF Statutory Requirements

- **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



# TAEP Priorities

## *Small Business TA*

- Capital Readiness
- Market Access: E-Commerce/Exports and Procurement
- Resilience
- Economic mobility

## *Collaboration*

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

## *Performance*

- Metrics reported by each target underserved community
- Expansion to underserved communities



# TAEP Timeline

Grant application deadline: August 19, 2021  
at 11:59:59 PM PST

Grant Period: October 1, 2021 through  
September 30, 2022

Funding Available: \$17MM



# TAEP Eligibility

- A grant program for **small business technical assistance programs**.
- Applicants must submit an **active grant, cooperative agreement or contract with a funding partner** to administer a **small business technical assistance program** in California OR a Letter of Intent/Announcement from a funding partner stating the Applicant will administer a small business technical assistance program in California no later than October 1, 2021.
- Applicants must have a fiscal agent that is able to receive funds.
- Applicants must have a plan of action and commitment to fully draw down all the funds in their primary agreement with their funding partner during the grant period using local cash match.
- Applicants must generate and provide documentation of the local cash match required by the funding partner.
- If the applicant is a new small business technical assistance center, the applicant must demonstrate the ability to fully draw down substantially all non-state funds available to it.





# TAEP Application Process

- All applications must be submitted in the California Office of the Small Business Advocate Grants Portal – [grants.business.ca.gov](https://grants.business.ca.gov) – Interactive tutorial to follow
- The portal automatically closes on August 19, 2021 11:59:00 PM 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



# TAEF Application Process

- **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: 125 Points**
- **Reviewed & scored by GO-Biz Panel**



# TAEP Eligible Activities

**Direct technical assistance (consulting) to small businesses:** employee or consultant's time and effort.

**Direct technical training to small businesses:** employee or consultant's time and effort (i.e., 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.

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.



# TAEP Eligible Activities

**Research:** 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.

**Marketing:** employee or consultants' time and effort to conduct targeted Center marketing initiatives to underserved small businesses.

**Travel:** 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.

Research and marketing are limited to a **maximum of 20% of the total annual grant award**. Further, any and all spending on allowed travel, research and/or marketing must be justified and approved in the grant application.



# TAEP

## Ineligible Activities

- 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 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



## Timeline

July 20, 2021	Program Announcement Release
July 27, 2021	<a href="#">Pre-Bid Webinar at 1:00 PM PST</a> Please submit questions in advance of webinar to <a href="mailto:sbtaep@gobiz.ca.gov">sbtaep@gobiz.ca.gov</a>
August 19, 2021	Grant application deadline (must submit online by 11:59:59 PM PST)
August 20 – September 3, 2021	Proposal review
September 7, 2021	Notice of Awards sent via email
September 9-10, 2021	Follow up calls to Awardees (if needed)
September 13-24, 2021	Grant Agreements sent to Awardees
October 1, 2021	Grant program begins
September 30, 2022	Grant program ends

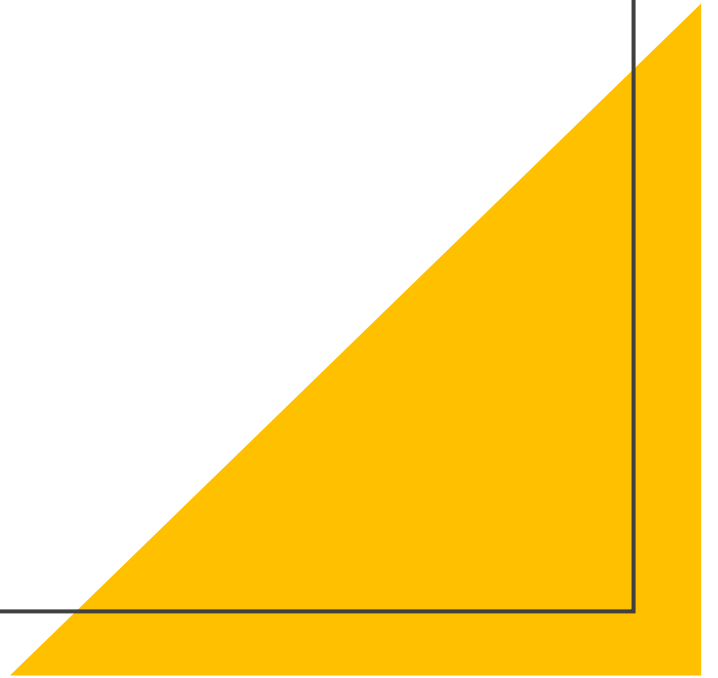
# TAEP Award Process



# TAEP

# Interactive Application

# Tutorial





# TAEP Questions

**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: 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. The AR also takes the lead for reporting submission and communication about reporting with CalOSBA.

**Q: Can you explain the definition of low-wealth?**

A: Per statute, TAEP defines underserved business groups to include businesses in "low-wealth" communities. TAEP 21/22 RFP defines low-wealth community 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. See a list of low-wealth communities [HERE](#).



# TAEP Questions

**Q: Are local governments (ex. cities) are eligible to apply for CIP/TAEP funding?**

To be eligible for to apply for TAEP funding, an applicant must be able to accept funds through a nonprofit or federal center. The applicant must also have an active federal or private award to conduct small business technical assistance in a center-like capacity. Should a local government meet these criteria, they would be eligible to apply for TAEP funding. CIP funding is only available to SBDCs.

**Q: Can you confirm that federal funding partners are not obligatory for this round of TAEP and that local, non-state or private funding can be used in lieu of federal partners funding?**

A: A funding partner may be a federal funding partner (i.e., SBA) or private funding source (e.g., JP Morgan Chase grant to do small business technical assistance). See RFP page 5-7 for full definitions. To be eligible for to apply for TAEP funding, an applicant must be able to accept funds through a nonprofit or federal center. The applicant must also have an active federal or private award to conduct small business technical assistance in a center-like capacity. The funding agreement or letter of intent must state that the funds are to be used for small business technical assistance.

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

A: No. You must have a letter of intent to award from a funding partner for eligible programs (small business technical assistance center programs) at the time of application which is from July 20, 2021 through August 19, 2021 11:59:59 PST. Further, the letter of intent to award must state that the applicant will administer a small business technical assistance program in CA no later than October 1, 2021.



# TAEP Questions

**Q: Can TAEP funds be used as match?**

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

**Q: What are the requirements to ensure that TAEP funds do not supplant local cash match?**

A: As in previous years, applicants will be required to attest that they have met their funding partner's local cash match requirement (e.g., 1:1 local cash match). This applies to both federal and non-federal partners.

**Q: If a federal or private award does not require local match, how should that be described?**

A: If the award does not require local cash match, the applicant would indicate 0.



# TAEP Questions

**Q: Can an organization receive two or more separate contracts? For example, if an organization has a contract with a private partner (e.g. Bank of X) and a federal contract (e.g. with the USDA) can they have two applications and awards?**

A: An organization can only receive one award for each center. Awards of the same type may be combined to request a higher amount. 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.

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

A: Awards of the same type may be combined (i.e., multiple federal awards OR multiple private awards), so long as all of the 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. 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. 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.



# TAEP Questions

**Q: Can supplies include consultant or others internet access charges in that in a virtual environment that is a critical tool to deliver services?**

A: No. At this time, the TAEP and CIP programs do not fund internet access costs as these are considered overhead.

**Q: Can marketing or research expenditures not included in the proposal that are over \$5,000 be added upon request to CalOSBA and subsequent approval?**

A: A change order will be required for categorial redirection of funds greater than 10% of the total award amount and/or in cases of redirection of funds for increased travel, research, or marketing funds from approved budget. The change order template is included in the grant agreement.

**Q: For programs that have nearly 3 years of experience with the program, how should existing expansions be described? This funding is critical for the expansion to continue, but it isn't a new expansion at this time**

A: Expansion refers to expansion of services to communities that are underserved. We are supportive of and encourage proposals that build on previous expansion work. We look for expansion activities to identify and reach communities that have not had equitable access to small business technical assistance and resources and encourage expansion initiatives that target underserved communities in your region. This can be expansion in a geographic sense (ie opening up a new center) as well as expansion to communities in an existing geography that have not been able to access services historically.

# TAEF Questions

**Q: The RFP denotes that programs are penalized for performance issues from the past. How will high performing programs be rewarded with additional points/consideration?**

A: Question 13 in the RFP is a bonus point question specifically designed to provide extra points to centers that have performed well in the past.

**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.

**Q: Do we need to submit, track, and report against all goals and subcategories?**

A: It is possible for an applicant to commit up to 135 goals, however, not all federal and private programs report against all of the metrics identified in the program announcement, and therefore would indicate 0 for certain metrics. The # of metrics you commit a goal to should be realistic and aligned with what is tracked and reportable. If your center indicated 0 for any proposed metrics, you will need to explain why you are unable to report and track.



# TAEP Questions

**Q: Can you describe, in general terms, who are the readers of the applications? Also the process for reviewing/reading the proposals?**

The applications are scored by a team of GO-Biz staff. The panel is also comprised of regional experts from GO-Biz and the CalOSBA team. The process includes a technical review to assess if an application is qualified and then an in-depth panel review during which each application is read and scored by multiple people.

**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: Q&A and END

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

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# Webinar Transition: Capital Infusion Program

SBDC Lead Centers to remain in the webinar  
All other TAEP applicants must now exit the webinar

## Capital Infusion (CIP) Requirements

- Challenges in accessing capital remain a barrier to growth for California's small business base, particularly for the most underserved businesses in state.
- CIP funding is intended to provide training and consulting to small businesses and entrepreneurs to help them navigate the financing landscape and successfully access capital to operate and/or expand their business.
- Applications from Lead Centers should include subcenter funding proposals and be submitted as one consolidated application per SBDC region.
- CIP is open only to Small Business Development Center (SBDC) Network Lead Center in the State of California. Only applications that are submitted by SBDC Lead Centers will be considered for funding.



# CIP: Program Overview

- Performance period: October 1, 2021 – September 30, 2022
- Funding Available: \$3MM
- Population share distribution:

Region	Population Share	Funding Amount
Northern CA	33.63%	\$1,008,900
Central CA	11.68%	\$350,400
Los Angeles	29.01%	\$870,300
Orange County/Inland Empire	17.31%	\$519,300
San Diego/Imperial Valley	8.37%	\$251,100



# **CIP: Interactive Application Tutorial**