



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

**2022/23 Women's Business Center Enhancement Program
A grant program for Women's Business Center programs**

Program Announcement

Opportunity Number: WBCEP2022

Total Program Funding: \$8 Million over 3 years

Released:

October 21, 2022

Proposals Due:

By 11:59:59 PM PST on November 21, 2022

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 Women's Business Center Enhancement Program (WBCEP or Program) provides approximately \$8 million in grant funding over a period of three years to support women-owned businesses and women entrepreneurs in California. The Program prioritizes focused technical assistance to underserved small business owners who are facing capital and opportunity gaps and limited access to small business resources, including businesses that qualify as socially and economically disadvantaged individuals as defined in Section 5701(15) of Title 12 of the United States Code.

This document serves as the Program Announcement for WBCEP funding available during the 2022/23 fiscal year.

The Women's Business Center Enhancement Program (WBCEP) was created in 2022 through SEC. 12. Item 0509-001-0001 of Section 2.00 of the Budget Act of 2022.

The Office of the 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.

Purpose

California is home to over 1.5 million women-owned businesses, and women-owned businesses make up 43% of all businesses in California.¹ Women entrepreneurs face barriers that limit their ability to fully contribute to the economy and build their businesses, with crises like the Covid-19 pandemic exacerbating already inequitable trends.² The purpose of the CA WBC Enhancement (WBCE) Program is to sustain programming at California's Women's Business Centers (WBCs) to meet the high level of demand for business assistance services that has continued since the onset of the COVID pandemic. Funding will support sustained services across the State with a focus on serving under-served and economically precarious communities. To this end, participating centers in the WBCEP will implement programs that close gaps for women entrepreneurs in California.

\$7,760,000.00 is available over a three-year period to be distributed among the 18 designated Women's Business Centers in California. CalOSBA will select one fiscal agent to manage the network and provide regular reporting on the Program. CalOSBA will make one grant to the CA WBC Network through the selected fiscal agent. The grant will have an option to extend for two consecutive one-year periods.

This grant program is open only to the Women's Business Center network in California. There will be one award to a fiscal agent on behalf of all participating Women's Business Centers.

Priorities

Grants shall be used for, but are not limited to, providing focused technical assistance to underserved small business owners who are facing capital and opportunity gaps and limited access to small business resources, including businesses that qualify as socially and economically disadvantaged individuals as

¹ U.S. Small Business Administration. 2021 Small Business Profile: California. <https://cdn.advocacy.sba.gov/wp-content/uploads/2021/08/30141145/Small-Business-Economic-Profile-CA.pdf>

² "2022 Covid-19 Impact on Women-Owned Businesses. California Statewide Report. April 2022. <https://sdivsbd.org/wp-content/uploads/2022/06/2022-COVID-19-Impact-on-Women-Owned-Businesses-Final-2.pdf>

defined in Section 5701(15) of Title 12 of the United States Code. The technical assistance shall be dedicated to helping these businesses sustain operations, increase revenue, and become finance-ready and competitive in accessing capital through various programs the state is funding including the federal State Small Business Capital Initiative (P.L. 111-240) funds.

CalOSBA seeks 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 women entrepreneurs and women-owned small business with a preference for underserved business groups.

Each CA WBC will create a program plan that must include elements of the following:

- **Training:** Each WBC will provide business skills training for the duration of the Program. Examples of training modules include, but are not limited to: marketing including social media, business planning, technology training, use of online sales platforms, QuickBooks, access to financing, etc.
- **Counseling:** Each WBC will provide one on one counseling for the duration of the program. WBCs may focus their individual counseling on the “whole person” within the context of her family, culture and household income.
- **Culturally Appropriate Delivery:** Each WBC will provide training, coaching and some industry-specific support in languages and with culturally appropriate delivery pertinent to the communities served in its region.
- **Capital Access Technical Assistance (TA):** Each WBC will provide resources related to capital access. Capital Access TA may include: credit repair, identification of funding resources, fundraising support including for crowdfunding, equity and venture capital, preparation of financial documents including loan packaging and referral to financing through banks, CDFIs, CA Re-Building Fund, CA State Dream Fund grants, and post-loan technical assistance. Program synergies are encouraged, for example to leverage California’s \$1.2 billion in federal SSBCI capital.
- **Industry Specific Support:** WBCs may propose to implement industry-specific training on industry sectors that are identified as high-need, high-demand and of regional or statewide importance. Industry focused programs could include, but are not limited to: childcare providers, cottage and mobile food sales, sewn products and fashion, procurement etc.
- **Partnerships and collaborations:** Each WBC will include details on efforts to build 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.

- “Women’s business development center” means an entity or physical location, recognized by the federal Small Business Administration as a Women’s Business Development Center, from which a small business owner or an aspiring entrepreneur may receive free one-on-one consulting and low at-cost training on a variety of topics, including starting, operating, and expanding a small business.

- “Authorized Representative” means the principal contact in the proposal and grant agreement for the fiscal agent representing the Women’s Business Center Network. One award will be made to a fiscal agent representing the Women’s Business Center Network, comprised of all eligible and participating Women’s Business Centers in California.
- “Grant Period” means January 1, 2023 through December 30, 2023 with the option to renew for two extensions. Per the current appropriation, the WBCE program is currently scheduled to end on June 30, 2025.
- “Small business” means a business or nonprofit 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. Each client will be counted only once.
- “Unique Client Served” means the number of clients counseled and/or trained. Each client can be counted once per year as part of program reporting.
- “New Client Served” means the number of new clients counseled and/or trained that has never received services 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 not defined as urban. To qualify as an urban area, the territory must encompass at least 2,000 housing units or at least 5,000 persons. The term “rural” encompasses all population, housing, and territory not included within an urban area.
- “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 grant period will commence on January 1, 2023 and end on December 30, 2023. There will be an option to extend for two consecutive terms of maximum one year each.

A total of approximately \$7,760,000.00 is available over three years, which will be awarded by CalOSBA to one designated Authorized Representative on behalf of all eligible and participating Women’s Business Centers. The award will be made annually using a merit-based review process. Individual Women’s Business Centers are expected to spend their annual award allocation in full each year, with full spend down occurring by year three of the grant period. The Authorized Representative will submit an annual proposal adjustment for years two and three which may include program scope updates and budget updates. Grant funding requests and proposed scopes of work should align with the grant period timeline.

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).
3. Supplies include products or technology to conduct direct consulting/trainings or webinars. Supplies may not be for administrative or overhead expenses.
4. 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 also include monitoring and evaluation of center activities.

5. 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.
6. Program Administration and Management costs directly associated with the WBC Program. Administrative costs must be justified and may not be indirect. Administrative fees may be used to support monitoring and evaluation of the program.

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. Research and marketing are limited to a maximum of 15% of the total annual grant award. Program Administration and Management costs will be limited to 15% of the total annual grant award. All spending 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)
- Food and beverage
- Supplies not related to consulting, training, allowable research, allowable marketing or program-related administrative uses
- Other items that are banned by the State of California, or CalOSBA deems inappropriate or inconsistent with statutory or programmatic requirements of TAP

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

The grants shall be disbursed through a competitive grant process administered by the Office of the Small Business Advocate, and grant amounts shall be sub granted to each center at an amount no greater than \$500,000 per grantee.

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, the Authorized Representative must meet the requirements below.

1. Be a California-based Women's Business Center designated by the Small Business Administration (SBA).
2. Fiscal agent must be able to receive nonfederal funds.
3. Fiscal agent must be a current grantee of the Technical Assistance Program.

One award will be made to a fiscal agent representing the Women's Business Center Network, comprised of all eligible and participating Women's Business Centers in California. The fiscal agent will subgrant to each eligible Women's Business Centers and each subrecipient as well as the fiscal agent will receive no more than \$500,000 in funding for the program.

Applicant and Agreement Responsibilities

The Authorized Representative will submit the Program application to CalOSBA, and will receive the Notice of Award and enter into an agreement with CalOSBA. 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 Intent to Award

Final award amounts 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 Intent to Award ("Notice"). The Notice will acknowledge Network, 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 Authorized Representative will be required to revise the Center's scope of work and proposed milestones based on the final award amount. The Authorized Representative must submit the requested information within five business days of receiving the Notice.

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. The Authorized Representative will enter into separate sub-agreements with each of the Centers in their group.

Termination

CalOSBA will assess the Authorized Representative and each center based on achievements against Program goals and each center's respective scope of work. CalOSBA reserves the right to terminate or modify the agreement in the case of a material breach. A material breach for the purposes of the Program may include, but shall not be limited to:

- Failure to comply with established Program deadlines including failure to file timely reports.
- Noncompliance with metric reporting requirements.
- Noncompliance with narrative reporting requirements.
- Noncompliance financial reporting or record-keeping requirements.
- Noncompliance in carrying out the scope of work established in the agreement.
- Failure to communicate with CalOSBA in a timely manner.
- Failure to spend funds in a timely manner, in accordance with the grant agreement.
- Termination of the Center's Women's Business Center agreement with the Small Business Administration or other factors that lead to an inability to receive Federal or State funds.
- Closure of the small business technical assistance center or closure of the Women's Business Center.

In the event of termination, 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 or otherwise agreed period to allow project closeout activities, as determined appropriate by CalOSBA. In addition, if the Authorized Representative has received notification from a Center that its Women's Business Center cooperative agreement is scheduled for termination or that its operations are placed under a probationary status, the Authorized Representative must notify the Office of Small Business Advocate via email at SBTAEP@gobiz.ca.gov within 48 hours.

Reporting

The Authorized Representative will be responsible for collecting accurate and complete performance reports and financial reports from sub-recipients. The Authorized Representative is responsible for submitting all reports to CalOSBA once reviewed and approved and within forty-five (45) calendar days of the completion of each quarter of the grant period. Reports will be submitted electronically via email to CalOSBA.

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

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.

The center, not GO-Biz or CalOSBA, will retain possession and control of any and all reporting materials and backup documentation and will make them available to CalOSBA for inspection and audit upon request so that CalOSBA can verify that both the center and any subrecipients have complied with the

grant program's terms and conditions, and have executed the contracts and effectuated the program consistent with the statutory goals of the program.

Performance Reports

The Authorized Representative will submit reports to CalOSBA for each WBC center. Financial and metric reporting will be required on a quarterly basis. Narrative reporting will be required semi-annually.

Metrics should be specific to the WBC Enhancement program and should not be reported with TAP reporting. In justified cases, there may be metrics that a center intends to report both for the WBC EP and for TAP, please ensure that this is noted in the metric proposal document with justification.

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

- Quarterly outcomes from the assistance provided including:
 - Actual funds expended
 - Number of Training Events
 - Number of Unique Clients Trained*
 - Number of New Clients Trained, meaning clients that are new at the Center and have not received previous training from the Center.*
 - Number of Unique Clients Counseled*
 - Number of counseling hours*
 - Number of New Clients Counseled, meaning clients that are new at the Center and have not received previous counseling from the Center.*
 - Number of New Businesses Started, meaning new businesses started after intake*
 - Number of Jobs Created (full and part-time)*
 - Number of Jobs Retained (full and part-time)*
 - Increase in business revenue*
 - Number of Non-SBA loans*
 - Dollar amount of Non-SBA loans*
 - Number of SBA loans*
 - Dollar amount of SBA loans*
 - Number of Equity Capital Investments*
 - Dollar Amount of Equity Capital (to include private investment)*
 - Number of Additional Funds raised (grants, non-dilutive funding, etc.)*
 - Dollar amount of Additional funds raised (non-dilutive funding, grants, etc.)*
 - Number of contracts*
 - Dollar amount of contracts*

Metrics should be reported based on voluntarily provided data from 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
- Entrepreneurs/businesses owners from low-income households at intake (< 80% and below HUD Area Median Household Income (AMI) limit at time of entry to WBC)
- Businesses in Low-Wealth Communities
- Businesses in Disaster-Impacted Communities

In addition, each center will report on the following narrative items in Q2 and Q4:

- A narrative describing key program accomplishments.
- A minimum of four success stories per WBC center per year, minimum 2 submitted as part of the interim (Q2) report and minimum of 2 submitted as part of the Q4 (final) yearly report.

Financial Report

Financial Report documentation should reflect expenditures from the invoice and include the following information, as appropriate:

- General ledger and payroll records (required)
- 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 research
- Cost for marketing
- Costs and purpose for administrative expenses

Upon submission of the invoice, Authorized Representative will provide a digital certification affirming that the information is accurate.

Performance and/or Underperformance Reporting

Underperformance statements will be required based on the thresholds below:

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

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 and 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
- A description of programmatic accomplishments demonstrating impact according to the proposed scope of work
- 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)
 - Outcomes for businesses assisted including but not limited to the following pre and post intervention metrics:
 - Dollar amount of increase in sales
 - Business income comparing pre-pandemic to post-pandemic income
- Collaboration and best practice sharing to build a seamless network of programs, services and activities that benefit women-owned small business and especially underserved business groups
 - Describe the number of partnerships and purpose of key partnerships. Describe the impact that partnerships and collaboration has had including how this funding has contributed to collaboration and partnerships.
 - 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.
- Regional and economic shifts (i.e. regional strategies or priorities informing focus, natural disasters, emerging industries, etc.)

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 request, 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.

Timeline

October 21, 2022	Program Announcement Release and RFP period begins
October 25 at 3:00 PM	Webinar for eligible applicants – email sbtaep@gobiz.ca.gov to register
November 21, 2022	Grant application deadline (must submit via email to sbtaep@gobiz.ca.gov by 11:59:59 PM PST)
November 18 – December 1, 2022	Proposal review
On or before December 1, 2022	Notice of Intent to Award sent via email
On or before December 5, 2022	Grant Agreements sent to Awardee
January 1, 2023	Grant program begins
December 30, 2023	Year 1 of program ends, option to renew
December 30, 2024	Year 2 of program ends, option to renew
June 30, 2025	Year 3 of program ends

Application Instructions and Submission

All applications, with required attachments, must be submitted electronically via email to CalOSBA by emailing stbaep@gobiz.ca.gov.

Applicants are encouraged to submit their application two days before the deadline in the event technical assistance is required. For help applying, please send an email to sbtaep@gobiz.ca.gov and copy Jean Coleman, Program Manager, at jean.coleman@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 final and not subject to appeal or protest.

CalOSBA reserves the ability to modify applicant budgets if included costs are deemed ineligible. Each Women’s Business Center will be required to be in compliance with the Drug-Free Workplace Certification and Nondiscrimination Compliance Statement as required by state law.

Required/Supporting Documents

All applicants must upload the following documents to their application:

- Agreement with the Small Business Administration (SBA) for each Women’s Business Center included in the application. This must be a fully executed award with scope of work or Letter of Intent with scope of work.
- Proposal Narrative – [download this form here](#)
- Budget Justification Spreadsheet – [download this form here](#)
- Metric Proposal Template – [download this form here](#)

- STD.204 Payee Data Record Form – download this form at <https://cdn.calosba.ca.gov/wp-content/uploads/std204-sbtaep.pdf>
- STD.21 Drug-Free Workplace Certification – download this form at <https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std021.pdf>

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
 - d. Contains false or misleading statements or references which do not support an attribute or conditions contended by the applicant; and if, in the opinion of CalOSBA or GO-Biz, such information was intended to mislead the Review Committee in its evaluation of the proposal
 - e. Plagiarism, including but not limited to failure to cite one’s own work or third-party work, duplicate applications, etc.
 - f. Failure to comply with guidance as set forth in this Announcement, including failure to use required attachment templates
 - g. Late application
3. Application evaluation and scoring by CalOSBA based on regional and programmatic expertise, Scoring Criteria (see below), and statutory criteria.
4. Final award amounts will be determined based on Scoring Criteria (see below), statutory criteria, and CalOSBA determinations.

CalOSBA reserves the right to request additional information and request a revised scope of work and metrics. The determination of rejection for grant funding is not subject to appeal.

Debriefings

Written debriefings of the evaluation results will not be provided to unsuccessful proposals. Oral debriefings may be provided at CalOSBA’s discretion.

Scoring Criteria

This section provides the application questions and scoring point scale.

Application Section	Points Possible
Proposed Metrics & Scope of Work	60
Monitoring and Evaluation	20
Financial Management Capability	10
Budget	10

Total Points Available: 100 points

Proposed Metrics

[Use metrics proposal template](#)

Narrative Proposal Questions

Narrative proposals must be 1.5 spaced and in 12-point font. [Use Proposal Narrative template.](#)

Proposed Scope of Work

1. Describe what each center in your proposal aims to accomplish with the requested funding. Describe how your proposed Scope of Work will fill gaps, preserve needed programs that would otherwise be reduced or eliminated, and deliver high quality small business technical assistance offerings to women-owned small businesses in California, including underserved small businesses. Please be specific in both your vision and the action plan you will use to achieve it. For each center, provide a scope of work that includes:
 - a. A clear explanation of the center's overall vision, primary programs that will be supported by the requested funding and expected outcomes. Please include an overview of the training, counseling, capital access technical assistance industry specific support that will be facilitated by this funding. (20 points).
 - b. Please note how the requested funding will fill gaps and/or sustain needed programs including how the funding will ensure that these needs are filled. Please be specific about the impact that this funding will have, and what would have occurred in its absence. (10 points).
 - c. Include specific strategies, goals, and metrics to achieve your proposed scope of work. Note strategies to ensure reach and impact among underserved communities. (10 points).
 - d. Describe each Center's strategy and specific steps to ensure culturally appropriate service delivery and strategies to ensure that all groups in the center's service area are able to access services. For example, include information on the center's strategies related to culturally appropriate outreach, intake, and technical assistance. Include target populations and geographies, in-language services, disparities addressed and associated data points. (10 points).
2. Detail partnerships with community-based organizations, local governments, and industry partners that will support the program. Include any specific partnerships or plans that support diversity equity and inclusion. Please note if partnerships are specific to a center or to the network. (10 points).

Monitoring and Evaluation

Describe how the network will monitor program impacts over the full duration of the funding appropriation. Please describe an action plan that can be implemented over three years to monitor outputs and outcomes of the program. Please describe methods that will be used to evaluate the impact of this funding, including quantitative and qualitative methods. Please note the budget allocation that will be used to support this plan. (20 points).

Financial Management

Describe how the Authorized Representative will track allowable activities and expenditures for each center, and how each center will track activities, expenses and metrics to ensure accurate reporting to the Authorized Representative. (10 points).

Budget

Include detailed budget breakdown. All costs must be justified and allowable – see [excel template](#). (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.