



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

**Made in California Program**

Request for Proposals (RFP) for a Marketing and Outreach Lead

**TOTAL PROGRAM FUNDING: \$1,500,000**

**PERIOD OF PERFORMANCE: JUNE 1, 2024 – MAY 30, 2026**

The purpose of this announcement is to solicit applications from eligible organizations to apply to provide marketing and engagement services to support the awareness and use of the Made in California label and promotional services by California's manufacturing businesses.

**Opening Date:** Thursday, April 4, 2024

**Closing Date:** Monday, April 22, 2024, at 5:00 PM PST

Proposals submitted after the stipulated deadline will be rejected without being evaluated with no exceptions.

Office of the Small Business Advocate (CalOSBA)  
Governor's Office of Business and Economic Development (GO-Biz)  
1325 J Street, Suite 1800  
Sacramento, CA 95814  
[calosba.ca.gov](http://calosba.ca.gov)  
Phone: 1-877-345-4633

# Table of Contents

Introduction .....	3
Definitions.....	5
Award Information .....	7
Available Funding.....	7
Period of Performance.....	8
Funding Information .....	8
Unallowable activities and expenditures .....	8
Funding Method .....	8
Grant Agreement Execution .....	9
Eligibility Requirements .....	9
Applicant Organization .....	9
Notice of Intent to Award .....	9
Performance Reports.....	11
Dates and Deadlines .....	13
Timeline .....	13
Points of Contact .....	13
Public Records Act .....	14
Proposal Evaluation .....	14
Scoring Criteria.....	14
Disqualification .....	15
Application and Submission Requirements .....	15
Proposal .....	16
SECTION I: Applicant Information.....	16
SECTION II: Narrative .....	17
SECTION III: Attachments .....	18

## Introduction

“Made in California” is California’s manufacturing promotion and product labeling program (herein defined as “Program”). The Program is designed to develop and promote the Made in California label and to encourage consumer product awareness and to foster purchases of high-quality products in this state. The Program is administered by the California Office of the Small Business Advocate (herein referred to as “CalOSBA”). The Program supports California-based manufacturers that meet the eligibility requirements across California’s diverse range of manufacturing categories.

Made in California Program was enacted in 2013 and established in Government Code section 12098.10 and 12098.11. On April 7, 2021, SB 808 amended statutes associated with Made in California. The Program’s brand should reflect and be inclusive of the State’s diverse regions and manufacturers and should represent California as a global leader in research, innovation, design, and quality.

Examples of products eligible for the “Made in California” label would include but not be limited to: autos and other moving vehicles; aerospace devices and components; ships; chemicals; soap and detergent; dye; pharmaceuticals; cosmetics; paper; computers, consumer electronics and electronics devices; processed food & beverages; food preservation equipment; industrial ceramics and glass; electrical equipment; industrial polymers; transportation equipment; any kind of light or heavy machinery; clothing and footwear; textiles and manmade fiber; floor coverings; furniture and household goods; chemicals; artwork and handmade goods; and any new and emerging relevant sectors in California.

The program shall not apply to those agricultural products subject to the Buy California Program described in Section 58750 of the Food and Agricultural Code.

- The product must be "**substantially made**" in California in accordance with [California Government Code section 12098.10 et seq.](#) For purposes of the program, "substantially made" means completing an act or process that adds at least 51 percent of a final product’s wholesale value by manufacture assembly, fabrication, or production to create a final, recognizable product. This does not include research and development costs or the act of packaging a product.
- A **licensing fee** must be paid, to be determined by CalOSBA, depending on the number of products in an application.

For products with recycled materials, the origin of the recycled materials may be based on the location where those materials were produced (i.e., California, another state, or in another country).

The benefits to Manufacturers include, but is not limited to the following:

- Use of the Made in California label for display on products, packaging, and point of sale merchandising.
- Inclusion in a public-facing website hosted and promoted by CalOSBA that encourages awareness of Made in California products and the company.
- Promotion of the product(s) and companies via CalOSBA social media channels and inclusion in other events or opportunities as identified by CalOSBA.
- Access and connection to information, resources, networking, and technical advising through CalOSBA and its partners.
- Placement in the CalOSBA Manufacturers Database and listing on the CalOSBA Made in California website.
- Other benefits as determined and communicated by CalOSBA during the course of the period of performance.

**The Made in California Marketing and Outreach lead activities will include, but shall not be limited to the following:**

- The creation and administration of a process for approving incoming applications for use of the Made in California label, ensuring that all license holders meet the 51 percent substantially Made in California threshold defined in statute.
- A process to solicit and manage all media buys across all channels and to report all media analytics.
- Event management for at least four Manufacturing Roundtables over a two-year period to include all major industry stakeholders, state agency representatives and – possibly – Made in California license agreement-holders. This is to include event engagement reporting such as attendance and responses to post-event surveys.
- Ongoing outreach campaigns to connect participating manufacturers with SSBCI funding opportunities.
- Coordination with CalOSBA to identify and sub-contract to a single sub-recipient identified as a manufacturing industry consultant tasked with working with CalOSBA on developing the application portal as well as tasked with working with the application engineer on development of the public-facing elements of the Made in California database e.g. search and filter parameters.
- Coordination with CalOSBA to identify and sub-contract to a single sub-recipient identified as a media consultant tasked with working with CalOSBA on developing brand strategy, messaging and advertising collateral for the Made in California outreach programs and media placements.
- Coordination with CalOSBA to identify and lead a group of sub-recipients who are responsible for outreach designed to increase participation of diverse manufacturers, that is, businesses owned by women, people of color, LGBTQ+, disabled, or other groups identified by CalOSBA as underserved business groups.
- Creation and distribution of surveys of manufacturing companies, marketing toolkits, and other tools deemed relevant to meet proposed objectives.

- Development of a Made in California How-to Guide for manufacturing enterprises promoting the benefits of and the program application process.
- Production of an external engagement final outcomes report on key findings from the program.
- Development and management of an outreach & engagement plan to ensure representation of Made in California program in external events and trade shows.

The Made in California Marketing and Outreach Lead will work in close collaboration with CalOSBA, and all media and outreach campaigns are subject to approval by the designated CalOSBA representatives.

## Definitions

Definitions that pertain to this Program Announcement are provided below.

For purposes of this article, the following definitions shall apply:

- "GO-Biz" means Governor's Office of Business and Economic Development or "the GO".
- "CalOSBA" means California Office of Small Business Advocate or "the office" as referenced in Sections 12098.10 and 12098.11, CA Government Code.
- "Program Administrator" means California Office of Small Business Advocate or "the office".
- "Applicant" means any sole proprietor, corporation, partnership, or any other business entity type applying for the Made in California label that is legally authorized to do business in California.
- "Application" means the request by an applicant for the Made in California license by submitting the information as specified in the application form.
- "Application form" means the form designated by CalOSBA, which shall contain the information requested in Section 8110(d) and shall be available on the website.
- "Made in California label" means an authorized seal designated by CalOSBA that represents that the product is certified as Made in California pursuant to the program.
- "Certification" or "certified" means a self-certification that the product is in compliance with the program.

- (i) "Certification" means the certification verification designated by CalOSBA on the website completed by the applicant stating that the product(s) meet(s) the requirements of the program.
- (j) "Third-party reviewer," means an independent reviewer contracted by CalOSBA that may review submitted online applications for validation and verification.
- (k) "Certification term" means three years beginning on the date of execution of the licensing agreement.
- (l) "Direct labor cost" means salaries paid to workers who are directly involved in the production of goods or services. Direct labor costs are assignable to a specific product, cost center, or work center.
- (m) "Direct material cost" means the cost of all items such as raw materials, standard and specialized parts, and sub-assemblies required to assemble or manufacture a complete product and can be easily identified with the product.
- (n) "Fee" means the annual Made in California fee charged to licensees by CalOSBA.
- (o) "Indirect labor cost" means salaries paid to workers to support the production process, but which is not directly involved in the active conversion of materials into finished products.
- (p) "Indirect material cost" means the cost of materials used in the production process, but which cannot be linked to a specific product or job.
- (q) "License" means the right to use the Made in California label as permitted by CalOSBA in the licensing agreement.
- (r) "Licensee" means an applicant who has entered into a licensing agreement with CalOSBA for the use of the Made in California label.
- (s) "Licensing agreement" means the agreement between a licensee and CalOSBA describing the terms and conditions of using the license.
- (t) "Product" means a final, recognizable good or service that has been created by a value-added process.
- (u) "Program" means the Made in California program created by Government Code section 12098.10 et seq.
- (v) "Research and development" mean work directed toward the innovation, introduction, and improvement of products and processes.

- (w) "Salary" means the amount of monetary compensation that is paid to a worker in return for work performed but does not include tips, overtime, bonuses, benefits, or other compensation of any kind.
- (x) "Supply chain" means a system of organizations, people, activities, information, and resources involved in moving the product from supplier to customer.
- (y) "Website" means [camade.ca.gov](http://camade.ca.gov), a CalOSBA designated website.
- (z) "Application portal" means [camade.app.ca.gov](http://camade.app.ca.gov), a CalOSBA designated application portal.
- (aa) "Wholesale value" includes the direct material cost, direct labor cost, and overhead (indirect material and indirect labor costs), as described in Section 8120(c)(1)

Note: Authority cited: Sections 12098.10 and 12098.11, CA Government Code.

Reference: Sections 12098.10 and 12098.11, CA Government Code.

## Award Information

### Available Funding

CalOSBA/GO-Biz expects to issue \$1,500,000 in funding for the Marketing and Outreach Lead Entity. The Office will designate and award one proposal to serve as the Made in California Marketing and Outreach lead organization. The Made in California Marketing and Outreach lead is designated for a term of not more than two years.

The selected entity will be awarded \$1,500,000 to be spent down over two budgeted performance years. The proposal must include the following:

- A minimum of \$300,000 of the proposed budget is to be allocated exclusively to media buys over two years e.g. advertising across various channels and markets.
- A minimum of \$50,000 is to be allocated to the sub-recipient identified as the manufacturing industry consultant responsible for the development of the application portal.
- A minimum of \$230,000 is to be allocated to the sub-recipient identified as the media consultant.
- A minimum of \$50,000 is to be allocated to each sub-recipient responsible for outreach to diverse manufacturers.

During this two-year period, the Made in California Marketing and Outreach Lead will be required to abide by all the obligations as stipulated within this Request for Proposals and the signed Grant Agreement. Additionally, performance and ability to meet program objectives will also be used to evaluate organizations for future funding opportunities at CalOSBA and GO-Biz.

The exact reporting requirements will be finalized by an agreement between the selected entity and the Office. Funding is not guaranteed. The Marketing and Outreach lead must adhere to reporting guidelines and receive satisfactory performance ratings on an annual basis.

### Period of Performance

The agreement will be executed in May 2024, with program activities to begin in June 2024. The awarded amount to the Made in California Marketing and Outreach Lead must be fully exhausted by May 30, 2026. Any unused money by the Marketing and Outreach Lead must be transferred back to the Office by June 30, 2026.

### Funding Information

Funds provided under the Program must be used solely for the purposes stipulated in this Announcement and subsequently in the Agreement between the Office and the Made in California Marketing and Outreach Lead. The Made in California selected entity shall not begin work officially until a grant agreement is entered into by the Applicant and the Office. The grant agreement shall include the goals and performance standards identified in the application and other related requirements as determined by the Office.

### Unallowable activities and expenditures

- Administrative salary unassociated with the Program
- Contract bonuses.
- Rent and other fixed overhead expenses
- Travel expenses for per diem, lodging, and meals/subsistence expenses.
- Food and beverage
- Supplies not related to consulting, training, program development, marketing, or research.
- Indirect or overhead costs (The grant agreement is 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, GO-Biz, or CalOSBA as deemed inappropriate or inconsistent with statutory or programmatic requirements.

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 Made in California Marketing and Outreach Lead will be compensated on a cost reimbursement basis. However, the selected awardee may request an up-front payment of up to 20% of the total award amount.



## Grant Agreement Execution

The selected entity will be required to complete the following forms to enter into a fully executed grant agreement with the Office:

- CalOSBA Standard Agreement
- STD204 – State of California Payee Data Record Form
- STD021 – State of California Drug-Free Workplace Certification Form
- Scope of Work
- Budget Details and Payment Provisions
- Budget Cost Breakdown

## Eligibility Requirements

### Applicant Organization

This program funding opportunity is open to organizations that fall within the following categories:

1. A business support organization, including a workforce development or training organization, incubator or business accelerator, technical assistance providers, chambers of commerce, and networking organization that supports the manufacturing industry.
2. A consortium or network of manufacturing organizations that engage directly with manufacturing enterprises, particularly small manufacturing enterprises (SME).
3. An industry affiliated association.
4. Non-profit organizations.
5. A for-profit entity with a focus on supporting manufacturers.
6. An educational institution (2-year or 4-year institution).

Program eligibility requires a Diversity, Equity, and Inclusion Action Plan (DEIAP). The DEIAP calls for an actionable strategy and specific steps to diversify the client pool, provide culturally competent outreach, intake, and technical assistance to include unserved, underserved, disinvested, and disadvantaged business groups. The DEIAP should also include a focus on target populations and geographies, in-language services, disparities addressed and associated data points with the targets and initiatives served.

## Notice of Intent to Award

Notice of Intent to Award Final award amounts has been determined by CalOSBA at \$1,200,000 in funds over the two-year program period. Once scores for all recipients have been determined and an awardee has been selected for funding, the Office will email the Authorized Representative from the selected entity a Notice of Intent to Award (“Notice”). The Notice will acknowledge the Made in California award, along with instructions about the next steps. The Office may conduct follow-up calls, if deemed necessary, to discuss the proposal and requested amounts. If the award amount is different than the amount requested amount in the submitted proposal, the Authorized Representative will be required to revise the scope of work and

proposed milestones based on the final award amount. The Authorized Representative must submit the requested information within five (5) business days of receiving the Notice. Once milestones are finalized, the Program's funding will be awarded in an agreement between the Office and the selected awardee. 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 term of the agreement.

The Office will assess the awardee based on achievements against Program goals and scope of work. The Office reserves the right to terminate or modify the agreement at any time to ensure program objectives are being met and 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 the Office in a timely manner.
- Failure to spend funds in a timely manner, in accordance with the grant agreement.

In the event of Closure/Termination of the Made in California Marketing and Outreach 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 or otherwise agreed period to allow project closeout activities, as determined appropriate by the Office. In addition, if the Authorized Representative has received notification that its organization 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 [calosbaprograms@gobiz.ca.gov](mailto:calosbaprograms@gobiz.ca.gov) within 48 hours.

The Marketing and Outreach Lead will be required to deliver a scope of activities that will align and achieve the goals of this initiative in accordance with the requirements of the Made in California Program as outlined in section 12098.10 and 12098 of the Government Code.

The Marketing and Outreach Lead will be responsible for collecting accurate and complete performance reports and financial reports from all sub-recipients. The Marketing and Outreach Lead is responsible for submitting all reports to the Office 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 an online portal to the Office. Portal information and tutorials will be provided to the Marketing and Outreach Lead prior to the program's start date. The reports or portions thereof provided by the Marketing and Outreach Lead may be made public. The Office 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 the Office. Office of the Small Business Advocate Governor's Office of Business and Economic Development. The Office 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 Made in California Marketing and Outreach Lead, 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 the Office for inspection and audit upon request so that the Office 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.

The Program will require awarded Outreach and Engagement Lead to design any applicable verification processes, self-certifications, or attestations, with CalOSBA approval, to help ensure eligibility and equitable distribution and limit misuse.

The Applicant will be required to provide narrative reports and detailed performance metrics achieved in delivering the Made in California Program. The interim and final reporting requirements and instructions will be shared with the awarded Outreach and Engagement Lead prior to the execution of the agreement.

## Performance Reports

The Marketing and Outreach Lead will be required to deliver a scope of activities that will align and achieve the goals of this initiative in accordance with the requirements of the Made in California Program as outlined in section 12098.10 and 12098 of the Government Code.

The Marketing and Outreach Lead will be responsible for collecting accurate and complete performance reports and financial reports from all sub-recipients. The Marketing and Outreach Lead is responsible for submitting all reports to the Office 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 an online portal to the Office. Portal information and tutorials will be provided to the Marketing and Outreach Lead prior to the program's start date. The reports or portions thereof provided by the Marketing and Outreach Lead may be made public. The Office 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 the Office. Office of the Small Business Advocate Governor's Office of Business and Economic Development. The Office 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 Made in California Marketing and Outreach Lead, 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 the Office for inspection and audit upon request so that the Office 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.

The selected awardee shall submit quarterly and annually a report to the Office on its progress in meeting the goals and performance standards as described in the Program application and implementing grant agreement with the Office.

The Program will require awarded Outreach and Engagement Lead to design any applicable verification processes, self-certifications, or attestations, with CalOSBA approval, to help ensure eligibility and equitable distribution and limit misuse.

The Applicant will be required to provide narrative reports and detailed performance metrics achieved in delivering the Made in California Program. The interim and final reporting requirements and instructions will be shared with the awarded Outreach and Engagement Lead prior to the execution of the agreement.

This report shall include for the selected awardee the following information:

- Number of entrepreneurs / businesses reached via marketing and outreach efforts.
- Number of businesses engaged with by Industry.
- Number of promotional and/or outreach programs, workshops, webinars or events
- Number of total event attendees (aggregate and per event)
- Number of submitted applications for Made in California label.
- Number of businesses approved for a Made in California licensing agreement.
- Number of and accompanying explanations for all declined applications
- Number of businesses added to Manufacturers database.
- Complete engagement analytics on all individual media and outreach campaigns
- Total number of manufacturing enterprises certified and labeled through the Made in California Program
- Total number of employees supported by California manufacturers participating in the program (Aggregate, by industry, region)
- Total number of Trade shows hosted and/or attended on behalf of Program.

All of the above metrics must be reported for the following underserved communities:

- Women
- Veterans
- Black/African American
- Asian
- Native American/Alaska Native
- Native Hawaiian or Pacific Islander

- Hispanic or Latino
- Rural
- Low-Wealth
- Disaster-impacted included in a state or federal declaration or proclamation
- Formerly Incarcerated
- LGBTQ+
- Disabled

The following are supplemental data points that CalOSBA would like collected on a semi-annual basis.

- Identify the total number of manufacturing enterprises in California.
- Identify the total number of Small Manufacturing Enterprises (SMEs) in California
- Identify the number of foreign Manufacturing Enterprises operating in California.

## Dates and Deadlines

All dates and deadlines as set forth in this Announcement and subsequent partner agreement are non-negotiable and may not be extended.

### Timeline

April 4, 2024	Program Announcement Release
April 22, 2024	Application deadline (must submit by e-mail to <a href="mailto:calosbaprograms@gobiz.ca.gov">calosbaprograms@gobiz.ca.gov</a> ; and <a href="mailto:jeff.critchley@gobiz.ca.gov">jeff.critchley@gobiz.ca.gov</a> ; by April 22, 2024, at 5:00 PM PST
May 6, 2024	Notice of Award sent via email
May 8, 2024	Agreements sent to Awardee(s)
May 15, 2024	Agreement Executed
May 15, 2024	Program Performance begins
January 31, 2026	Program Performance ends
September 30, 2024	Invoice due to <a href="mailto:calosbaprograms@gobiz.ca.gov">calosbaprograms@gobiz.ca.gov</a> and <a href="mailto:jeff.critchley@gobiz.ca.gov">jeff.critchley@gobiz.ca.gov</a> by September 30, 2024, at 5:00 PM PST)

## Points of Contact

Questions and correspondence regarding this Announcement shall be directed to:

Primary Contact: Office of the Small Business Advocate (CalOSBA)  
 Governor’s Office of Business & Economic Development (GO-Biz)

Email: [calosbaprograms@gobiz.ca.gov](mailto:calosbaprograms@gobiz.ca.gov)

Copy: [jeff.critchley@gobiz.ca.gov](mailto:jeff.critchley@gobiz.ca.gov)

All questions regarding this Announcement shall be submitted in writing (e-mail only) no later than **Thursday April, 11 2024 by 12:00 PM PST** by emailing [calosbaprograms@gobiz.ca.gov](mailto:calosbaprograms@gobiz.ca.gov) and copying the Program Manager [jeff.critchley@gobiz.ca.gov](mailto:jeff.critchley@gobiz.ca.gov). Questions submitted after the deadline are not guaranteed to be answered. Selected questions and answers will be shared on the CalOSBA website (link [HERE](#)). Prospective applicants shall not contact CalOSBA or GO-Biz employees with questions or suggestions regarding this Announcement except through the primary contact listed above. **Any unauthorized contact may be considered undue pressure and cause for disqualification of the applicant.**

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

## Public Records Act

By submitting an application, the applicant acknowledges that GO-Biz is subject to the California Public Records Act (PRA) (Government Code sections 7920.000 – 7930.215.). 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 7920.000 to the extent applicable.

## Proposal Evaluation

One award will be made based on an evaluation criterion that reflect the applicant's ability to deliver strong Marketing and Outreach services to manufacturing businesses and key stakeholders, underserved small business groups, and California's diverse communities through strong partnerships with ethnic and community-based organizations.

## Scoring Criteria

CalOSBA staff will score all the applications based on the total number of points received in the Proposal section below. CalOSBA reserves the right to request modifications based on

outreach, marketing, and implementation plans provided within the proposal. The final grant award will be based on satisfactory curriculum, implementation, outreach, and marketing plans to small manufacturing businesses.

CalOSBA may ask applicants for follow-up meetings to review and clarify design, technical and cost aspects of their proposals. This must not be construed as a commitment to fund the proposed effort.

## Disqualification

CalOSBA may disqualify applications or deny applications for the following reasons:

- A. Incomplete application
- B. Ineligible applicant
- C. Plagiarism, including but not limited to failure to cite one's own work or third-party work, duplicate applications, etc.
- D. Failure to comply with guidance as set forth in this Announcement.
- E. Late applications will not be accepted.

## Application and Submission Requirements

Proposal and attachments must be submitted in one email containing the following:

1. Proposal saved as .pdf
2. Budget saved as .xls – [Download template HERE](#)
3. Process Flow chart saved as .pdf (Intake through disbursement)
4. Organization Chart – includes strategic partner roles and in-language services.

File Format: Organization Name\_MADE\_CA\_Proposal\_Date

Subject Line: Organization Name – Made in California Proposal Submission

**Applicants must email all grant application materials to [calosbaprograms@gobiz.ca.gov](mailto:calosbaprograms@gobiz.ca.gov) copying Program Manager, [jeff.critchley@gobiz.ca.gov](mailto:jeff.critchley@gobiz.ca.gov) *No mailed/hard copy submittals will be accepted. your application in advance of the final deadline to receive confirmation of receipt.***

**CalOSBA's determination as to eligibility for program funding or the amount of program funding awarded is final and not subject to appeal or protest. The determination of rejection for program funding is final and not subject to appeal or protest.**

# Proposal

## SECTION I: Applicant Information

Legal Name of Applicant:	
DBA (if applicable):	
Employer/Taxpayer Identification Number:	
Organizational DUNS (if available):	
Mailing Address (and physical address if it is different):	
Street 1:	
Street 2:	
City:	
County:	
State:	California Only
Zip Code:	
Name and Contact Information of person to be contacted regarding this application:	
First and Last Name:	
Title:	
Telephone Number:	
Email:	
Website:	

\_\_\_\_\_  
Signature of Contact (E-signature is acceptable)

\_\_\_\_\_  
Date

*By signing, I certify that the information in this application is true and correct to the best of my knowledge.*



## SECTION II: Narrative

Narrative responses must not be more than eight (8) pages total, 1.5-spaced, one-inch margin, Times New Roman, 12-point font. Total points available is 150.

1. Applicant Experience/Past Performance: Describe in detail the applicant's experience with outreach and engagement to this segment of businesses as well as knowledge of key industry stakeholders, associations, industry leaders and other relevant individuals. (15 points)
2. Implementation Plan: Provide a statement regarding applicant's plan to leverage its existing network to achieve program goals. Include how you will leverage the manufacturing industry networks to support Program efforts, particularly marketing and outreach to reduce implementation costs. Examples of local external partnerships include nonprofits, community-based organizations, business associations, small business technical assistance centers, and key stakeholder organizations. Describe how the applicant has worked successfully in the past and leveraged its partnership network with the intended target market. How has the applicant engaged with manufacturing business ecosystems, external partners, and technical assistance providers to ensure manufacturing businesses have the information and resources they need. Additionally, the applicant must indicate how the proposed Marketing and Outreach strategy will enable the applicant to achieve program milestones, and track progress. (15 points)
3. Existing Made in California Program: Describe in detail how the existing Made in California program offered by the California Manufacturing Technology Consulting would be integrated into the State of California's Made in California labeling program. Specify the mechanics of program coordination and messaging. (25 points)
4. Manufacturing How-to Guide for California's Small Businesses: Outline a content proposal for a guide that will be co-branded and co-created in partnership with CalOSBA and posted to the CalOSBA website (10 points).
5. Marketing and Outreach Plan: Provide overview of proposed Made in California Marketing and Outreach Plan. This should include details on how the applicant will develop and implement the schedule of marketing and outreach activities which include but are not limited to the following: newsletters; earned and acquired media in industry publications; advertising on television, radio and social media; and use of the Made in California website. CalOSBA would like insight into how the applicant will roll out the Marketing and Outreach strategy during the initial 60 period for Made in California. The type of proposed media channels may include but not be limited to print media, broadcast media, direct mail, outdoor advertising, events and sponsorships, public relations (PR), digital marketing, etc. The recipient would need to coordinate with CalOSBA to further develop this strategy and fix appropriate

spending levels for individual campaigns. Applicants will be required to submit a flow chart and other relevant visuals or diagrams of plan as attachments to the narrative response. (25 points)

6. Equity First Action Plan: Please also include details as to how the applicant plans to target outreach to underserved business groups such as minority-owned, women-owned, veteran-owned, disaster-impacted, rural, and other underserved business segments within the state. Include an omnichannel marketing strategy that articulates multicultural outreach in communication sources including ethnic media outlets. The plan should encompass partner relationships to target the Hispanic, Asian, Black/African American and Punjabi-speaking communities at a minimum. (25 points)
7. Implementation Schedule: Submit a proposed schedule for implementation of all program activities with milestones and deadlines. These activities should consist of marketing and outreach, stakeholder engagement, industry convenings, promotion and advertising. Describe the applicant's ability to achieve outcomes that allow for certification and labeling of manufacturing enterprises. (10 points)
8. Program Management/Staffing Plan: Provide key management and staffing plan to achieve proposed implementation schedule. Please include summary bios highlighting relevant experience in supporting the intended target market and how that experience will provide the applicant with an advantage in executing and achieving the goals set forth in this program. (See Section III, Number 4 below) (10 points)
9. Budget and Financial Management Systems:
  - a. Budget narrative to support the proposed budget submitted as an attachment. (See Section III, Number 2 below (10 points)
  - b. Financial management and controls narrative (5 points)

### SECTION III: Attachments

Label each attachment and submit in the order listed.

1. Proposal saved as submitted .pdf
2. Proposed Budget submitted as excel. – [Download template HERE](#)
3. Process flow chart and any other relevant visuals or diagrams of Program design and certification administration process including sample application process (submit as .pdf)
4. Organization Chart – includes strategic partner roles and in-language services.
5. STD204 – Payee Data Record Form – download this form at <https://calosba.ca.gov/wp-content/uploads/std204-calosbaprograms.pdf>

6. STD021 – Drug-Free Workplace Certification – download this form at <https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std021.pdf>