

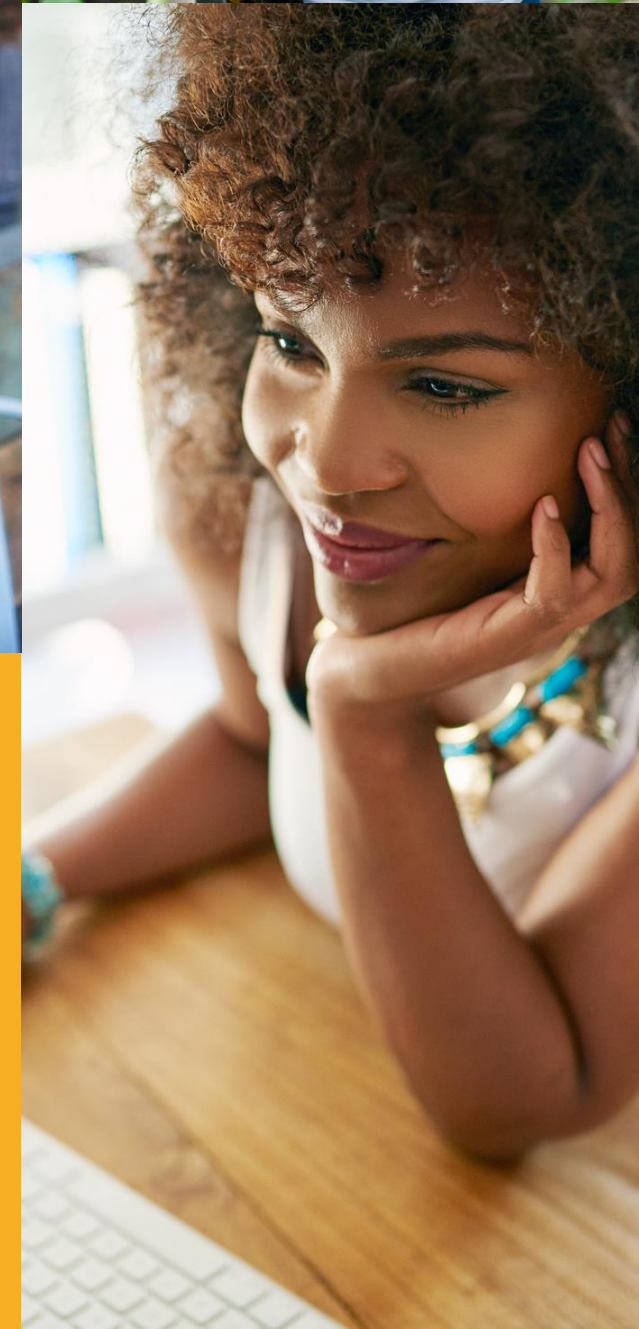


Office of the Small Business Advocate

Technical Assistance Program
Program Year 2023/2024

Presentations held on
June 28 and July 11

@CaliforniaOSBA on Twitter, LinkedIn, Facebook
Email: SBTAEP@gobiz.ca.gov



Agenda

1. Kick-off and Welcome
2. Housekeeping
3. CalOSBA Mission & Programs Team
4. About TAP: Timeline, Background, Priorities, Funding, Eligibility
5. Budget Spreadsheet
6. Frequently Asked Questions and Q&A

Housekeeping

- Both webinar sessions will be recorded. Links to the recordings, the PowerPoint slides, and Q&A results will be made available online within four (4) business days of the session. An email notification will be sent to registrants once the materials are available online.
- The Q&A box is available for submitting your questions. Any questions we do not address during the webinar will be either responded to directly via email and/or published online. All questions included in the online Q&A publication will be anonymized.

If you have a highly specific question, we recommend contacting the CalOSBA Programs Team directly for assistance.

- The July 11 webinar session will include a demonstration of the new application portal. We will be joined by the team developing the portal to address any technical questions.

CalOSBA Mission & Objectives

Mission: CalOSBA supports economic growth and innovation and ensures that ALL California small businesses and innovative startups have the information and direct support they need to better navigate resources, programs and regulations.

CalOSBA serves as the voice of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

Objective: Information and Resources | Advocacy | Resilience



TAP Priorities

Small Business TA - free training and consulting

- Capital Readiness and capital access
- 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 to support underserved small businesses

Performance

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

CalOSBA Leadership & Programs Team



CALIFORNIA OFFICE OF THE SMALL BUSINESS ADVOCATE GRANT PROGRAMS TEAM



TARA LYNN GRAY
DIRECTOR



MICHELLE RADMAND
DEPUTY DIRECTOR



CHRIS EARL
SOUTHERN CALIFORNIA
REGIONAL ADVISOR AND
ASSISTANT DEPUTY DIRECTOR



SHALAWN GARCIA
GRANT PROGRAMS SUPERVISOR



CASSIE FORTES
PROGRAM MANAGER



JOY NORDBY
SMALL BUSINESS
PROGRAM ANALYST

GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

TAP
Program Period

October 1, 2023 through September 30, 2024

TAP Statutory Requirements

- In 2022, TAEP was renamed in statute as TAP.
- Increase opportunities and improve access to business and technical resources for entrepreneurs, the self-employed, and microbusinesses and small business owners.
- Support new or enhanced services to underserved business groups, including women, minority, and veteran-owned businesses, and businesses in low-wealth, rural, and disaster-impacted communities included in a state or federal emergency declaration or proclamation.
- Eligible Centers must have an existing match agreement to provide technical assistance. This is a program for experienced Technical Assistance providers with a strong track record that are ready to expand on existing work.

TAP Eligibility

- TAP is a competitive grant program for existing small business technical assistance providers.
- Applicants must be a designated federal small business technical assistance center or registered nonprofit technical assistance center with a mission to promote the economic empowerment of underserved small businesses, nonprofits and entrepreneurs.
- A matching funding source is required.

TAP Eligibility

- Applicants must submit an active grant or contract with a federal or private funding partner to administer a small business technical assistance program in California OR a Letter of Intent from a funding partner stating the Applicant will administer a small business technical assistance program in California beginning no later than October 1, 2023.
- Center funding requests may not exceed the amount provided as match.
- Applicants must have a fiscal agent that is able to receive funds from the State of California.
- Applicants must have a plan of action and commitment to fully drawn down all the funds in their primary agreement with their funding partner during the grant period using local cash match.

TAP Application Types

- Individual Application – For Centers that operate individually, the Authorized Representative will be the Center itself.
- Group-Based Application – Group-based programs consist of multiple Centers organized under a single coordinating administrative or fiscal entity, such as a SBDC Lead Center or a voluntary grouping of individual Centers operating unique programs. Centers within group agreements must each implement unique programs that are distinct from other centers within the group. Applications that are identical, highly similar to each other, or plagiarized will not be accepted.
- Network-Based Application – Network-based programs consist of programs where multiple Centers apply together with a single Authorized Representative and Fiscal Agent with a shared match agreement. This application type is applicable to the five Small Business Development Center (SBDC) Networks. The Authorized Representative will be the coordinating administrative entity defined by the Small Business Administration (SBA).

TAP
Application Types

| Application Type | Number of Centers | Number of Match Agreements |
|------------------|-------------------|----------------------------|
| Individual | One (1) | One-Two (1-2)* |
| Group | Two or More (2+) | One-Two (1-2) per center** |
| Network | Two or More (2+) | One (1) *** |

** Individual centers may combine up to two separate match agreements of the same type (federal or private) for the budget they are requesting.*

*** Each center has its own individual match agreement. Each center in the Group-based Application must have a unique scope of work and metrics and will report individually throughout the program year, if awarded.*

**** Network-based Applications have multiple centers that have a single/shared match agreement. A single scope of work and metrics will be submitted, and the centers will report in aggregate throughout the program year, if awarded.*

Technical Assistance and Consulting

| Category | Description |
|--------------------|---|
| Personnel & Fringe | Employee's time providing consulting or training services directly to small businesses (such as through 1:1 consulting time or conducting a workshop or class). |
| Contractual | Contractor's time providing consulting or training services directly to small businesses (such as through 1:1 consulting time or conducting a workshop or class). |

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.

TAP
Eligible Activities

Research & Marketing

- 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. We encourage the use of partnerships and existing best practices for any large research expenditures. Research expenditures must be justified in the grant application. Any additional research over \$5000 planned post or beyond the original proposal must be submitted with justification to CalOSBA for pre-approval.
- Marketing: Employee or consultants' time and effort to conduct targeted Center marketing initiatives to underserved small businesses such as, print media (i.e., flyers, brochures, and pull-up banners), digital media (i.e., social media ads), and purchases/subscriptions to database, marketing services and other technology tools to support outreach, client development and expansion activities (i.e., MailChimp, Constant Contact, Hootsuite, etc.). We encourage the use of partnerships and research-driven approaches for any large marketing expenditures. Marketing expenditures must be justified in the grant application. Any additional marketing (non-labor marketing costs over \$5,000) planned post or beyond the original proposal must be submitted with justification to CalOSBA for pre-approval.

TAP
Eligible Activities

TAP Eligible Activities

Program Administration

Program Administration costs must be directly associated with the administration of the approved Scope of Work. Administrative costs must be fully justified and may not be indirect or overhead.

Examples of allowable program administrative costs:

- Staff time to coordinate and oversee the program
- Staff or contractor time to conduct monitoring and evaluation
- Staff or contractor time to develop a new program or curriculum
- Staff or contractor time to travel to rural areas
- Technology tools required to conduct training and/or webinar or technology subscriptions for virtual training (i.e., Zoom subscription, workbook and training materials, etc.)
- Pre-approved technology tools to support monitoring and evaluation are also allowable if justified in the proposed Scope of Work and budget.
 - Technology tool cost shall not exceed \$1,000.
- Limited and clearly justified travel expenses related to serving clients in rural areas may be allowed with clear justification as part of the center's general Scope of Work. Funds are not available for the payment of per diem, lodging, meals, or subsistence expenses.
- Program administration does not include indirect or overhead costs or travel unrelated to serving rural clients. All program related administrative costs must be thoroughly justified in the Scope of Work and pre-approved budget. All costs must be easily identifiable and itemizable with a clear connection to the administration and oversight of TAP.

TAP Budget Allocation

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.

Program administration, supplies, research and marketing are limited to a combined maximum of 20% of the total requested budget and award total (if awarded). Further, all spending on allowed program administration, research and/or marketing must be detailed, justified and approved in the grant application.

TAP Ineligible Activities

- Salary or contract bonuses
- Travel expenses for per diem, lodging, meals or subsistence expenses
- Travel expenses for transportation (e.g., mileage, car rental, rail or air) unless noted above for serving rural clients
- Food and beverage
- Supplies not directly related to consulting, training, allowable research, or allowable 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).
 - Unallowable indirect and overhead costs include rent, insurance, indirect administrative costs that are not directly related to program administration (for example, indirect costs to a center host organization), etc.
- Other items that are banned by the State of California, or CalOSBA deems inappropriate or inconsistent with statutory or programmatic requirements of TAP

Diversity Equity and Inclusion Action Plan

- Include a distinct and actionable strategy to provide technical assistance services to underrepresented individuals and business groups.
- Include target populations and geographies (e.g., rural businesses), in-language services, disparities addressed and associated data points.
- Describe the outreach strategy including the steps taken to reach underserved businesses (including but not limited to minority, rural, and other hard-to reach business owners).
- Detail partnerships with community-based organizations and the roles that the partners play with specifics on how these partner promote the goal of expanding capacity, reach, locations, and in-language capabilities.

TAP Award Process

- Applicants will receive via email either a “Notice of Intent to Award” or a “Notice of Declination”.
- Notices of Intent to Award will include instructions for any required revisions. Applicants must submit the requested information within **five (5) business days** of receiving the Notice.
- CalOSBA may conduct follow up calls, if deemed necessary, to discuss the proposal.
- If the Applicant’s award amount is different than the amount requested, the Applicant will be required to revise its Scope of Work and budget based on the final award amount.
- For Group-Based Applications, communication about the application will be direct with the Authorized Representative for the group.
- CalOSBA will send a grant agreement to be signed by signatory designated in the application. If multiple signatories are required, please provide this information to CalOSBA along with routing order. Once the grant agreement has been signed by the Awardee, it will be routed back to CalOSBA for final execution.

TAP Application Process

NEW – CalOSBA is finalizing a new application portal.

The online application will go live on **June 30** and a demonstration of this new portal will be provided in the July 11 Pre-Bid webinar.

We encourage all applicants to access the online application in advance and send questions to sbtaep@gobiz.ca.gov.

All applications must be submitted in the online application portal.

The application will close on **August 3, 2023 at 11:59:59 PM PDT**.
Late submissions will not be accepted.

Please make every effort to submit at least 48 hours in advance in case technical difficulties are experienced.

Required Documents

| Document | Description | Allowed File Upload Type |
|---|--|-------------------------------|
| Matching Funding Agreement or Letter of Intent to Award | Federal or Private Award specifically for direct technical assistance to small businesses (Fully Executed award with scope of work or Letter of Intent with scope of work) | .PDF .DOC .DOCX |
| Proposal Narrative | Please refer to the Program Announcement for character limitations allowed for each application type. | N/A - Answered in the portal. |
| Proposal Metrics | Metric goals for the program year for each center included in the proposal. | N/A - Answered in the portal. |
| Proposed Centers, Services, and Language Access | List of all proposed centers, their location, geographical coverage, in-language services, communities served, and services provided. | .XLS .XLSX |
| Budget Justification Spreadsheet | Itemized budget for all centers included in the proposal. | .XLS .XLSX |

Required Documents

| Document | Description | Allowed File Upload Type |
|--|--|--------------------------|
| Organizational Chart | Demonstration of leadership structure and program management as proposed in the Scope of Work. | .PDF .DOC .DOCX |
| Local Cash Match Form | Document to attest the applying organization has met its local cash match requirement for federal and/or private awards in years past. | .XLS .XLSX |
| STD.204 Payee Data Record * | Document required for state contracting/grant awarding. <i>Address provided is where payments will be remitted.</i> | .PDF |
| STD.21 Drug-Free Workplace Certification * | Document required for state contracting/grant awarding. | .PDF |

- * Before uploading STD forms, verify the following:
- All sections of the STD.204 are fully completed.
 - The STD.204 and STD.21 documents are signed within two-weeks of each other.
 - The FEIN numbers are complete and match on both forms.
 - The STD.204 Section 6 is pre-filled with CalOSBA office information (linked in Program Announcement)

Budget Template Tutorial

Timeline

| Date | Description |
|--------------------|---|
| June 15, 2023 | Program Announcement Release and RFP period begins |
| June 28, 2023 | Pre-Bid Webinar at 11:00 AM PDT Submit questions in advance to SBTAEP@gobiz.ca.gov |
| June 29, 2023 | Deadline to submit optional Letter of Intent to apply. Email PDF on letterhead to SBTAEP@gobiz.ca.gov |
| June 30, 2023 | Application portal available online. |
| July 11, 2023 | Pre-Bid Webinar at 11:00 AM PDT Submit questions in advance to SBTAEP@gobiz.ca.gov |
| August 3, 2023 | Grant application deadline Must submit online by 11:59:59 PM PDT |
| September 1, 2023 | Notice of Intent to Award sent via email |
| October 1, 2023 | Grant program begins |
| September 30, 2024 | Grant program ends |

Frequently Asked TAP Questions:

Q: My organization is not currently funded to provide technical assistance to small businesses, but we work in Economic Development and would like to start providing consulting services. Can we apply for TAP?

A: To be eligible for TAP you must have an active match agreement to conduct small business technical assistance to small businesses. This means a grant from a federal agency, philanthropic organization, etc. to provide free training and consulting to small businesses. The agreement (or letter of intent) must be current and run through the duration of the TAP program, or you must have a clear plan to renew the agreement. If you do not have a current funding source, we encourage you to develop one and consider TAP in future years.

Q: What kinds of funding agreements qualify for the match requirement?

A: A funding partner may be a federal funding partner (e.g., SBA) or private funding source (e.g., JP Morgan Chase grant to do small business technical assistance). If the agreement is with a local entity (e.g., county or city) but the funds are sourced from federal pass-through, this agreement can also satisfy the match requirement. To be eligible for to apply for TAP funding, an applicant must be able to accept funds through a nonprofit or federal center. The applicant must also have an active match 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. Further, the letter of intent to award must state that the applicant will administer a small business technical assistance program in California no later than October 1, 2023.

Frequently Asked TAP Questions:

Q: Are local governments (e.g., cities) are eligible to apply for TAP/CIP funding?

A: To be eligible for to apply for TAP 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 TAP funding. CIP funding is only available to SBDCs.

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: This is only allowed when clearly justified that the applications are unique and completely distinct in scope and nature. The narrative and metrics must reflect a completely unique scope of work. Applicants with the same Authorized Representative without clearly unique scopes of work will be considered duplicative and CalOSBA reserves the right to disqualify one of the duplicate applications.

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

A: Applicants may only combine funding from multiple awards if the awards are of the same type (federal awards OR private awards), and if the awards are for the same eligible program (i.e., two federal awards for the same Women's Business Center, or two private awards explicitly for the same small business technical assistance program). Federal and private awards may not be combined. Centers may not combine more than two funding sources.

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 TAP 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 TAP performance trends in center performance section.

Frequently Asked TAP Questions:

Q: What needs to be included in the letter of intent to apply? Will funding request amounts need to be included? For group applications will you need a full list of participating TA providers?

A: Please include as much information as you can. At a minimum, please include that you are applying and the match agreement you will be using. If you are applying as a group, please include the number of centers in your group. You may note if the number is subject to change. Similarly, please include the funding amount you will be applying for if you have determined that figure. You may note that it is subject to change. The LOIs will help us assign appropriate staffing levels and plan for the review process.

Q: Can you provide a list of cities and counties considered to be 'low wealth area' for FY23?

A: Yes, a list is posted to <https://calosba.ca.gov/small-business-and-entrepreneurship-assistance-center-funding-opportunities/>

Q: How is funding provided to grantees?

A: TAP funding is provided on a cost-reimbursement basis following the receipt and approval of a quarterly report and invoice.

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.

Q&A and Wrap-Up

For unanswered questions, please submit via email to:

sbtaep@gobiz.ca.gov

Cc: Shalawn.Garcia@gobiz.ca.gov; Joy.Nordby@gobiz.ca.gov





THANK YOU



@CaliforniaOSBA



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