



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

Technical Assistance Expansion Program Special Project Grant
A grant program for federally awarded small businesses technical assistance programs

Program Announcement
Opportunity Number: SBTAEP2018-Special Projects
Total Program Funding: \$135,827.00

Released:
March 19, 2021

Proposals Due:
By 12:00 PM PST on March 26, 2021
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.

About the Program

Overview

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

The Program provides \$17 million in annual grant funding to improve the state's business and technical resources and networks for entrepreneurs and micro and small business owners, with a preference for applications that expand on services to underserved business groups, including women, minorities (people of color), and veteran-owned businesses, and businesses in low-wealth, rural, and disaster-impacted communities. Funding is provided to provide new or enhanced consulting and training services. The program was authorized with a five-year funding period ending on June 30, 2023.

This is a one-time Special Projects Announcement for the disbursement of \$135,827.00 in additional SB TAEP funding available through Friday, May 7th with a preference for projects related to marketing and/or research initiatives.

Purpose

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

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

Priorities

CalOSBA will prioritize funding for one application that best meets the factors listed in paragraph 1 (Government Code Section 12100-12100.69) and give preference to applications that propose new or enhanced research and marketing initiatives to enhance their services to underserved small business owners, including women, people of color and veteran-owned businesses and

businesses in low-wealth, rural and disaster-impacted communities included in a state or federal emergency declaration or proclamation.

CalOSBA will prioritize proposals that demonstrate collaboration and best practice sharing in the community and across ecosystem partners to build a stronger network of programs, services, and activities that benefit all California small business with a preference for underserved business groups. For the purposes of this one-time Special Project announcement, these include:

- Research and/or marketing focused on mapping the continuum of services, identifying any gaps that exist for underserved small businesses, partnering, and ensuring effective outreach to underserved small businesses.

Definitions

Definitions that pertain to this Program Announcement are provided below.

- “Federal funding partners” means the federal agencies that fund small business technical assistance centers such as the U.S. Small Business Administration, U.S. Department of Commerce or U.S. Department of Defense and other federal agencies with the authority to administer small business technical assistance programs in the state of California.
- “Federal small business technical assistance center (Centers)” means an organization that contracts with a federal funding partner to operate a small business development center, a women’s business center, a veterans business outreach center, a manufacturing extension partnership center, a minority business development center, a procurement technical assistance center, or a similar program within this state to support small businesses.
- “Fiscal agent” means the entity with which a federal funding partner administering the specified federal small business technical assistance program for all aspects of the program requirements, which may include staffing, program, outreach and securing the required match to draw down federal funds and reporting performance outcomes to operate the program in this fiscal agent’s area of responsibility.
- “Lead Center” means a Small Business Development Center (SBDC) Lead Center.
- “Authorized Representative” means the principal contact in the proposal and grant agreement.
- “Local cash match” means nonfederal cash that is spent on eligible federal small business technical assistance program costs.
- “Grant Period” means April 1, 2021 through May 7th, 2021.
- “Small business” means a business with 500 employees or less for most manufacturing and mining industries and \$7.5 million or less in average annual receipts for nonmanufacturing industries, includes for profit and non-profit entities.
- “Client” means the client is the business, if it exists. In the case of a prospective business, the client is the individual (i.e., nascent entrepreneur or pre-venture) receiving SBDC services.

- “New Client Served” means a business/prospective business that has never previously received counseling or training from the Center.
- “Unique Client Served” means the number of unique clients counseled and/or trained. This metric restarts every program year; thus, the client can achieve this metric year over year.
- “Business re-start” means a small business that existed before March 4, 2020 and subsequently closed or partially closed operations and services and experienced significant revenue loss due to a declared disaster and was able to restart as a result of direct technical assistance from the center.
- “Underserved business groups” means women, minorities (people of color), veteran-owned businesses, and businesses in low wealth, rural and disaster-impacted communities included in a state or federal emergency declaration or proclamation.
- “Minority-Owned Small Business” means a small business in which the majority (at least 51%) of the company is owned and run on a daily basis by a person of color (or people of color) of the following racial or ethnic groups: African American/Black, Asian, Native American or Alaska Native, or Native Hawaiian or Pacific Islander; or, LatinX/Hispanic.
- “Low-wealth areas” means a city and/or county within California with a poverty rate of at least 150% of the California statewide poverty rate per the most recently updated data available from the U.S. Census Bureau’s American Community Survey 5-Year Estimates thirty days prior to the first day of the applicable application period.
- “Rural areas” means all territory, population, and housing units that are located outside of urban areas (50,000 or more people) and urban clusters (at least 2,500 and less than 50,000 people). Urban areas and clusters are determined by population density and size available per the most recently updated data available from the U.S. Census Bureau’s American Community Survey 5-Year Estimates thirty days prior to the first day of the applicable application period.
- “Disaster Impacted” means all territories included in a state or federal emergency declaration or proclamation.
- “Veteran” means the individual served on active duty with the Army, Air Force, Navy, Marine Corps, or Coast Guard for any length of time and didn’t receive dishonorable discharge, or served as a Reservist or member of the National Guard and were called to federal activity duty or disabled from a disease or injury that started or got worst in the line of duty or while in training status.
- “Veteran-Owned Small Business” means a small business that is 51% or more owned and controlled by an individual or individuals in one or more of the following groups: Veterans (other than dishonorably discharged); Service-Disable Veterans; Active Duty Military service member participating in the military’s Transition Assistance Program (TAP); Reservists and National Guard members; or Current spouse of any Veteran, Active Duty service member, or any Reservist or National Guard member; or widowed spouse of a service member who died while in service or of a service-connected disability
- “New Businesses Created” means substantive counseling attributed to assisting an individual(s) explore the establishment of new business, who achieved on 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 Special Projects Grant period will commence on April 1, 2021 and end on May 7, 2021.

A total of \$135,827.00 is available during the grant period, which will be awarded to one Center or Network by CalOSBA using a merit-based review process. The awarded Center or Network is expected to spend their Special Projects Grant award in full during the grant period.

Funding Categories

Allowable activities and expenditures under the Special Projects Program are listed below.

1. Research includes employee or consultant's time and effort to assess small business service needs in a Center's geographical service area or to research and develop a pilot project or other planned service expansion. Research may not include the cost of research tools, software, or reports for the Center or for individual client consulting. We encourage the use of partnerships and existing best practices for any large research expenditures.
2. 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.

For the purposes of this Special Project, an unlimited portion of the grant award may be used for research and marketing.

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

- Salary or contract bonuses
- Travel expenses for per diem, lodging, meals or subsistence expenses
- Travel expenses for transportation (i.e. mileage, car rental, rail or air) unless noted above for geographic expansion)
- Food and beverage
- Supplies not related to consulting, training, research, or marketing

- Indirect or overhead costs (The grant agreements in this Program are not subject to the model agreement provisions developed pursuant to Chapter 14.27 (commencing with Section 67325) of Part 40 of Division 5 of Title 3 of the Education Code)
- Other items that are banned by the State of California, or CalOSBA deems inappropriate or inconsistent with statutory or programmatic requirements of TAEP

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

Funding Method

CalOSBA will process a one-time grant payment 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 award one Center or Network a total of \$135,827.00 based on evaluation of scores and budget reasonableness as defined in Funding Categories.

Eligibility

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

1. Applicant received an award under SB TAEP during the 2017-2018 grant cycle.
2. Applicant is able to fully execute a contract by April 1, 2021 and submit an invoice no later than May 15, 2021.
3. Applicant must submit an active grant, cooperative agreement or contract with a federal funding partner to administer a federal small business technical assistance program in California.
4. Applicant must have a fiscal agent that is able to receive nonfederal funds.
5. Applicant must have a plan of action and commitment to fully draw down all the federal funds in their primary agreement with a federal funding partner during their federal grant period using local cash match.
6. Applicant must generate and provide documentation of the local cash match required by the federal funding partner.

Authorized Representatives

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

Group-Based Programs

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

For Centers that operate as a group, the Authorized Representative will be the coordinating administrative entity defined by their federal program or the fiscal agent selected by the group. Authorized Representatives that act only as a Fiscal Agent will not be responsible for designating final funding award amounts per Center.

Individual Centers

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

Applicant and Agreement Responsibilities

The Authorized Representative will submit the Program application to CalOSBA, receive the Notice of Award and enter into the Special Program agreement with CalOSBA. If applicable for group-based applications and agreements, the Authorized Representative will enter into separate sub-agreements with the Centers in their group agreement.

Grant Period Responsibilities

Following 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 reimbursements to Centers in group agreements (if applicable).

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

Notice of Award

The award will be determined by the competitive score received. Once scores for all recipients have been determined, CalOSBA will email the Authorized Representative a Notice of Award. The Notice of Award will include instructions about next steps. CalOSBA may conduct follow up calls, if deemed necessary, to discuss the proposal and requested amounts.

Centers must submit the requested information within 24 hours of receiving the Notice of Award.

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 performance period of the agreement. In the case of group submissions, the Authorized Representative will enter into separate sub-agreements with each of the Centers in their group (if applicable).

Amendments

No amendments will be allowed under this one-time Special Projects Announcement.

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

Reporting

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

The reports or portions thereof provided by grantees may be made public. Recipients will be required to submit a performance via e-mail to CalOSBA within forty-five (45) calendar days of the completion of the performance period, or no later than June 15, 2021.

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.

Financial Report

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

- Description of non-labor expenditures
- Cost for research
- Cost for marketing
- Reimbursement period
- Signature from Authorized Representative affirming that the information is accurate

Performance Reporting

The performance narrative must describe the work performed, outcomes achieved, progress made against Special Project grant proposal plan, and justify the cost categories invoiced. For instance, if 80 hours were charged to marketing, we would expect the work associated with those costs to be broadly described (e.g., did staff develop a marketing plan, execute a social media campaign targeted to underserved businesses?) If research costs were expensed, please indicate the type of research conducted and any relevant outcomes and impact. In addition, please describe how the Center was able to target outreach and marketing to underserved businesses to meet goals.

Statements deemed inadequate result in an incomplete report.

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 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 for which they were provided. Upon requested, grantees must make these records available to CalOSBA.

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

- Copies of receipts, invoices, contracts and other supporting documentation for all expenses paid with Program funds
- 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

March 19, 2021	Program Announcement Release
March 26, 2021	Grant application deadline (must submit by e-mail to sbtaep@gobiz.ca.gov and jean.coleman@gobiz.ca.gov by March 26, 2021 at 12:00 PM PST)
March 29, 2021	Notice of Award sent via email
March 29, 2021	Follow up calls to Awardee (if necessary)
March 29, 2021	Grant Agreements sent to Awardees
April 1, 2021	Grant Agreement Executed
April 1, 2021	Grant program begins
May 7, 2021	Grant program ends
May 15, 2021	Invoice due to sbtaep@gobiz.ca.gov and jean.coleman@gobiz.ca.gov by 3:00 PM PST

Application Instructions and Submission

All applications, with required attachments, must be submitted by e-mail to sbtaep@gobiz.ca.gov copying the Program Manager jean.coleman@gobiz.ca.gov. Applications must be in Times New Roman, size 12 font and one-inch margins.

All applications must be submitted by the deadline, March 26, 2021 by 12:00 PM PST. There are no exceptions or extensions of this deadline. Any technology challenges or inability of an applicant to submit an application by the deadline for any reason shall not be grounds for an extension of the deadline. Applicants are encouraged to submit their application before the deadline in the event technical assistance is required. For help applying, please send an email to sbtaep@gobiz.ca.gov and copy Jean Coleman, Program Manager, at jean.coleman@gobiz.ca.gov with the subject line: Technical Assistance Special Project Grant Online Help.

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

- Group-based programs will apply as a group (i.e., SBDCs with Lead Center structure and others who voluntarily organize as a group). The group's Authorized Representative will submit a single consolidated application to CalOSBA that contains all the applications

from the Centers in their group. Additionally, if the group is proposing a network-wide program offering, the Authorized Representative may submit an additional application for funding under the same account application.

- Centers that operate individually at the federal level may apply individually or submit a group application under a single designated Authorized Representative. For instance, a Northern California technical assistance provider may submit a consolidated application with the Northern California SBDC network.

Required/Supporting Documents

All applicants must upload the following documents to their application:

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

Application Review and Scoring Criteria

Application Review

CalOSBA will utilize the following application review process:

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

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

Scoring Criteria

This section provides the application questions and scoring point scale. Total points available are 40 points.

Application Section	Points Possible
Scope of Work	30
Financial Management Capability	10

Proposal

Section 1: Applicant Information

Legal Name of Applicant:	
Fiscal Authority:	
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: Service Areas (Not Scored)

- a. Geographic Area of Service (list counties)
- b. Assembly District(s)
- c. Senate District(s)

Section III: Proposed Scope of Work

1. Describe how your Center will implement a targeted marketing and/or research project that will fill gaps and build on best practices to increase access to new or enhanced services to underserved small businesses, including women, people of color and veteran-owned businesses and businesses in low-wealth, rural and disaster-impacted communities included in a state or federal emergency declaration or proclamation. Describe the need based on research-driven data or reports. Include examples of prior projects completed with related performance and impact measures. Highlight experience in effectively using marketing or research to reach and serve underserved small business groups. **(maximum 400 words / 20 points)**
2. Describe specific strategies, goals and metrics of your proposed marketing and/or research project and what the impact of that research and/or marketing will be. Include how you will track best practices, and how you will leverage the existing State's network of technical assistance centers for partnership and collaboration. **(maximum 400 words / 10 points)**

Section IV: Financial Management Capability

1. Budget narrative to support the proposed budget breakdown and justification attachment **(5 points)**
2. Federal Match Performance attachment **(5 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.