



California Office of the Small Business Advocate

Governor's Office of Business and Economic Development

State Small Business Credit Initiative (SSBCI)

Program Announcement

SSBCI Technical Assistance for Capital Readiness Program 2023: Capital Readiness Coaches

Total Program Funding: \$20,919,903.00

Released:

November 17, 2023

Revised November 30, 2023¹

Proposals Due:

By 11:59:59 PM PDT on December 22, 2023

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.

¹ Change Notes

Page 6 | Added "and mission-based lenders".

Page 21 | Updated the Letter of Intent to Apply deadline to December 4, 2023 by 5:00PM PDT.

Contents

About the Program	3
Overview	3
Purpose	4
Program Design	4
General Duties and Responsibilities of Program Applicants (Subrecipients).....	6
Priorities	7
Funding and Duration.....	9
Funding Categories and Allowable Activities	9
Eligibility	11
Authorized Representatives	12
Individual Subrecipients.....	13
Applicant and Agreement Responsibilities	13
Notice of Intent to Award	13
Agreement.....	13
Termination	14
Reporting	14
Performance Reports	15
Financial Report	17
Performance and/or Underperformance Reporting	17
Year-End Reports.....	17
Definitions	18
Pre-Bid Webinar.....	21
Timeline	21
Application Instructions and Submission	22
Required/Supporting Documents.....	22
Application Review and Award Determination Information	23
Scoring Criteria.....	24
Debriefings	24
Proposed Subrecipients (Not Scored)	24
California Public Records Act.....	25
Appendices	25

About the Program

Overview

On March 11, 2021, President Biden signed The American Rescue Plan Act (ARPA), which reauthorized and funded the State Small Business Credit Initiative (SSBCI). The new version of the SSBCI program provides a combined \$10 billion to states, the District of Columbia, territories, and Tribal governments to empower small businesses to access capital needed to invest in job-creating opportunities as the country emerges from the pandemic. ARPA provided \$9.5 billion for SSBCI capital programs and \$500 million for technical assistance funding with \$25.3 million allocated to California to administer a Technical Assistance (TA) program. The program has a new allocation of \$1.5 billion for business enterprises owned and controlled by socially and economically disadvantaged individuals (SEDI-owned businesses), along with \$1 billion of incentive funds for jurisdictions that demonstrate robust support for SEDI-owned businesses. The funds will also support recipient jurisdictions in promoting American entrepreneurship and democratizing access to startup capital across the country, including in underserved communities.

The SSBCI TA Program provides recipient jurisdictions funding for: (1) capital readiness programs for existing small businesses and start-ups, and (2) technical assistance to small businesses applying for SSBCI funding and other government small business capital programs. SSBCI is designed to magnify the effects of the federal funds allocated through the program by stimulating increased investment in the small business community. The program is intended to mobilize local sources of capital, such as community banks, approved Financial Development Corporations (FDCs), Community Development Financial Institutions (CDFIs) Fund, Minority Depository Institutions, and private & institutional investors, to support local small businesses.

SSBCI capital programs are administered by both the California Infrastructure and Economic Development Bank (IBank), housed within the Governor's Office of Business and Economic Development and the California Pollution Control Financing Authority, housed within the California State Treasurer's Office. The Office of the Small Business Advocate (CalOSBA) within the Governor's Office of Business and Economic Development (GO-Biz) is designated as the lead office for the SSBCI technical assistance programming.

CalOSBA promotes, fosters, and supports California economic growth in California by working to ensure that all its small businesses and entrepreneurs have the resources they need to launch, connect to capital, connect to markets, and manage and grow their businesses. To that end, CalOSBA will leverage its existing Technical Assistance program partners, community-based organizations, and community development financial institutions to build its Technical Assistance for Capital Readiness Program (Program). The Program will focus on creating equitable access to capital for entrepreneurs and small businesses, through the state's small business and entrepreneurship ecosystems, to eliminate opportunity gaps created by known and unknown variables. Across California, we define underserved small businesses as

businesses run by women, people of color, veterans, low-to-moderate-wealth, rural, disaster impacted, and more.

Purpose

The SSBCI TA Program's primary purpose is to help Socially and Economically Disadvantaged Individual (SEDI)-owned businesses, Very Small Businesses (VSBs), and Small Manufacturing Enterprises (SME) access and apply for capital funding from an SSBCI-supported program or other federal or other jurisdiction small business program. The SSBCI TA Program prioritizes services from technical assistance providers that will meet program goals as outlined by US Treasury and serve businesses that are owned by socially and economically disadvantaged individuals (SEDI) and very small businesses (VSB), including services that:

- Increase awareness and readiness for entrepreneurs and small businesses applying for capital.
- Result in the successful acquisition of capital as well as supportive services post loan.
- Increase legal, accounting, and financial management skills.
- Support the equitable coverage of small businesses across the state's vast geographic regions.

Program Design

As part of CalOSBA's commitment to Governor Newsom's California for ALL, the office will also incorporate separate, complimentary, and competitive funding categories to support the success of California's SSBCI TA Grant Program and reach as many targeted businesses and individuals as possible throughout the business lifecycle. Central to the design of the California Technical Assistance for Capital Readiness Program is the desire to create multiple avenues for navigation of the many sources of capital available to small businesses, to address barriers to capital access, data driven assessment of the needs of eligible beneficiaries in California, as well as to up level the breadth and quality of the technical assistance services offered to the state's small businesses applying for, preparing to apply for, or previously applied for an SSBCI capital program or other federal or other jurisdiction small business program.

The Program will utilize a mesh network that provides varying levels of technical assistance navigators to meet entrepreneurs and small businesses where they are. TA programs and services shall be guided by an individualized TA plan and consist of high touch, one-on-one coaching to support the small business owner in preparing for access to capital (pre-funding and post-funding). Sub-recipients of SSBCI TA funds may provide small group learnings, online learning platforms, and seminars to complement one-on-one coaching, especially when creating efficiencies in meeting the shared needs of small business owners engaged with the Program.

Program applicants are responsible for building a pipeline of eligible businesses for California's SSBCI capital programs including but not limited to the Loan Guarantee program, which is deployed through iBank, CPCFA, and Community Development

Finance Institutions, and the Expanding Venture Capital Access Program. The mesh network includes Capital Readiness Coaches, Capital Readiness Network Manager, Capital Providers, Equity Advisors, and Technical Assistance Training Partners.

It is important to note that applicants responding to this RFP are applying to be only one of five network categories. Applicants will state the network category in their response. Failure to state the network category will be grounds for disqualification. Recipients awarded in one category will not be awarded in any other category.

The following five competitive funding categories are included in this solicitation:

- A. **Capital Readiness Network Manager (Subrecipient)**: A statewide organization, that understands the economic impact of small and very small businesses in California, and more than 5 years' experience providing technical assistance and training services in support of small and very small businesses accessing capital. The Capital Readiness Network Manager will provide technical assistance services, outreach and engagement to small businesses and entrepreneurs, and can reach broad audiences across the state to market the technical assistance program to eligible beneficiaries. The Capital Readiness Network Manager will provide guidance and direction to its second tier subrecipients who will help beneficiaries navigate the statewide ecosystem. The Capital Readiness Network Manager will seek the input, advice, and assistance of Equity Advisors and lead the development of outreach materials, webinars, in-person training, and briefings for eligible beneficiaries that are applying for, preparing to apply for, or have previously applied for SSBCI capital programs or another federal or other jurisdiction small business program. The Network Manager is expected to unify messaging, outreach and engagement, data collection, and program management across the network.
- B. **Capital Readiness Coach (Subrecipient)**: Capital Readiness Coaches are federally funded, networked organizations with more than 5 years of experience providing third-party capital infusion technical assistance to small businesses and entrepreneurs. Capital Readiness Coaches in the Program will provide pre-capital and post-capital TA to eligible beneficiaries that are applying for, preparing to apply for, or have previously applied for SSBCI capital programs or another federal or other jurisdiction small business program. Capital Readiness Coaches are expected to collaborate with the other funding categories and collaborate with the Network Manager, all under the direction of the CalOSBA program staff.
- C. **Equity Advisors (Subrecipient)**: Organizations that specialize in technical assistance to eligible small businesses and beneficiaries as defined by US Treasury, will be awarded to ensure the partners in the mesh network provide culturally competent, language accessible technical assistance services. Advisors can be part of a collaborative or apply individually. Collectively, the Equity Advisors will work directly with the Network Manager to support outreach and engagement activities as well as provide direct technical assistance to their target population that are applying for, preparing to apply for, or have previously applied for SSBCI capital programs or another federal or other jurisdiction small

business program. Equity advisors are expected to collaborate with the other funding categories and collaborate with the Network Manager all under the direction of the CalOSBA program staff.

- D. **Capital Providers (Subrecipient)**: Capital Providers will be awarded to ensure Community Development Financial Institutions (CDFI) and mission-based lenders² that operate their own technical assistance program for small businesses seeking various forms of capital are part of the state's capital readiness program. These partners in the capital readiness program will provide pre-loan and post-loan TA to eligible beneficiaries that are applying for, preparing to apply for, or have previously applied for SSBCI capital programs or another federal or other jurisdiction small business program. Capital Providers are expected to collaborate with the other funding categories and collaborate with the Network Manager, all under the direction of the CalOSBA program staff.
- E. **Technical Assistance Training Partner (Subrecipient)**: A technical assistance training partner will provide mission-based lenders and other Subrecipients technical assistance training and financial operational excellence to include, but not limited to: application processes, financial assessment, pre-loan packaging and TA, asset management systems, policies and procedures, post-loan TA, and TA best practices to help Subrecipients build their TA capacity to serve eligible program beneficiaries that are applying for, preparing to apply for, or have previously applied for SSBCI capital programs or another federal or other jurisdiction small business program. The TA Training Partner is expected to collaborate with the other funding categories and collaborate with the Network Manager all under the direction of the CalOSBA program staff.

General Duties and Responsibilities of Program Applicants (Subrecipients)

All categories of program applicants must demonstrate the ability to manage, execute and administer the technical assistance services identified within their application category and complete timely reporting documentation as determined by CalOSBA and the US Treasury. All five of the funding categories shall collaborate with one another, utilize data collection tools determined by CalOSBA and work under the guidance of the CalOSBA SSBCI Program Manager and SSBCI program team.

Additionally, Subrecipients of SSBCI TA funds will:

- Agree to support program marketing and promotions efforts.
- Actively engage in outreach to VSB and SEDI-owned businesses throughout the grant term.
- Coordinate and collaborate with other state, regional, and local partners to accept, process, send small business referrals, data, and other requirements as set forth by CalOSBA.
- Perform an initial intake of small businesses to determine eligibility and program fit.
- Connect businesses that are not eligible for SSBCI TA services to other small business resources within California's entrepreneurial ecosystem.

² Added "and mission-based lenders".

- Complete an initial business assessment, to be reviewed annually for each business participating in the technical assistance program.
- Demonstrate the ability to complete the technical assistance services within one to three years from the date of an executed grant agreement with CalOSBA.
- Attend regular in-person and/or virtual convenings with CalOSBA program staff and other SSBCI Partners to plan, implement and share best practices and learnings.
- Connect and network with entrepreneurial ecosystem partners and SSBCI Capital Providers
- Collaborate with CalOSBA on the announcement of all mesh network partners.
- Identify small business success stories to document program success.
- Agree to comply with the requirements of 12 U.S.C. § 5708(e) and Treasury's implementing regulations and guidance as defined in the U.S. Department of the Treasury State Small Business Credit Initiative Technical Assistance Grant Program Guidelines including, but not limited to reporting, documentation and record keeping, program monitoring and reviews.

Priorities

CalOSBA seeks proposals that demonstrate collaboration and best practice sharing in the community and across ecosystem partners to build a stronger network of programs, services, and activities that benefit California small businesses and meet the previously stated purpose and objectives of the SSBCI Technical Assistance program.

These may include:

- Increase awareness of California's SSBCI Capital programs and other eligible programs among SEDI- owned and VSBs
- Increase readiness to apply for capital through California's SSBCI Capital programs and other eligible programs by improving business, financial and management acumen, and cultivating business banking relationships
- Improve financial management systems, and maximize business performance among SEDI-owned and VSBs
- Culminate in the successful acquisition of capital by SEDI-owned and VSBs, primarily through the state's SSBCI Capital programs
- Provide pre-loan and post-loan technical assistance for SEDI-owned and VSB borrowers
- Utilizing the expertise of existing networks and partnerships to ensure targeted small businesses have access to the necessary information and technical assistance resources provided under the SSBCI initiative.
- Streamline access points for small businesses to apply for SSBCI capital program resources.
- Unique approaches to increase financial and business management skills of small business owners, address barriers to accessing capital and preventing default throughout the term of the loan.
- Data-driven assessment focused on mapping the landscape of financial, legal, and accounting services throughout the state, identifying any relevant gaps and

barriers to access that exist for SEDI and VSB small businesses, new opportunities for partnership development to increase equitable access to and awareness of new markets and opportunities, and ensuring effective outreach to small businesses.

- Convening the SSBCI capital readiness network to identify and scale best practices including cross-network and ecosystem-wide best practice sharing and collaboration to ensure continuity of small business service offerings (legal, accounting, and/or financial advisory services) across the state.
- Capacity building by increasing subject matter expertise and capability of advisory support in finance, legal and accounting areas for small businesses.

Competitive applications will demonstrate programs and services that directly support Very Small and SEDI-owned small businesses applying for capital through California's SSBCI 2.0 capital programs in addition to accessing non-COVID-related federal and state loan guarantee programs, grants, and other products including SBA Community Advantage, SBA Microloan, CDBG and federally funded local, regional, and state revolving loan funds.

CalOSBA will prioritize applications that build on existing work with a strong track record of success in providing Socially and Economically Disadvantaged Individual (SEDI)-owned businesses, Very Small Businesses (VSBs), Small Manufacturing Enterprises (SME), and other businesses seeking capital in the areas of accounting, legal, and financial technical assistance services via educational training, and 1:1 counseling according to [US Treasury Grant Program Guidelines](#) for Technical Assistance.

Applicants shall demonstrate in its plan whether the provider is likely to predominantly serve SEDI-owned businesses or VSBs based on the Subrecipients historical record, geographic reach, policies, or procedures. For Subrecipients of SSBCI TA funds likely to predominantly serve SEDI-owned businesses, an eligible recipient may describe, for example:

- The historical record of the provider serving veteran- or women-owned businesses.
- Procedures demonstrating that the provider operates in a majority-minority census tract, a CDFI Investment Area, or a rural census tract; or
- A policy demonstrating that the provider focuses on reaching those who are disabled.

For providers likely to predominantly serve VSBs, an eligible recipient may describe, for example:

- The historical record of the provider predominantly serving microbusinesses and sole proprietors.
- Procedures demonstrating how the provider will focus on programs targeting a cluster of business founders (with fewer than 10 members) who are part of a place-based strategy for microbusinesses in revitalizing urban deserts, or deindustrialized or rural towns; and

- A policy demonstrating that the provider provides TA as part of a university entrepreneurship incubator supporting startup VSBs.

Funding and Duration

The performance and reporting period of this program will be January 1, 2024, through December 31, 2028.

A total of approximately [\\$20,919,903.00](#) is available during the five-year grant period, which will be awarded by CalOSBA using a competitive review process. CalOSBA reserves the right to modify final funding amounts and may request applicant interviews as part of the review process. The total award amount will be calculated and paid in three funding tranches over the five-year grant program period.

An 80% spend down is required for each tranche before the next tranche can be released. For example, 80% of tranche one must be spent before tranche two can be released and so on.

Treasury expects the duration of the period of performance for the CalOSBA SSBCI TA Capital Readiness Grant Program awards will be up to a period not to exceed five years. Subrecipients will be required to provide financial and performance reports to CalOSBA pursuant to 2 C.F.R. §§ 200.328-329, Government Code Section 12100.60-12100.65.

Funding Categories and Allowable Activities

Funds provided under the CA Technical Assistance for Capital Readiness Grant Program are for the provision of technical assistance services, as defined by US Treasury, intended to help SEDI-owned businesses, VSBs, and SMEs access capital or participate in other federal or other jurisdiction programs that support small businesses. Subrecipients understand and agree that the funds disbursed under this award may only be used in compliance with and according to [US Treasury Grant Program Guidelines](#) for Technical Assistance.

CalOSBA will award the following categories:

- Network Manager – 1 award expected
- Capital Readiness Coaches – 5 awards expected
- Capital Providers – 9-11 awards expected
- Equity Advisors – 5-10 awards expected
- TA Training Partner – 1 award expected

Allowable activities under the Program are listed below.

1. Personnel – Salaries and wages of employees who provide direct support of the management (capital readiness network manager) or delivery of the Program.
2. Consulting and Training - Employee or consultant's time and effort to conduct direct financial, legal, and accounting technical assistance to small businesses (one-on-one consulting with small businesses or startups). Consultant's travel

time to perform direct technical assistance should be reported as consulting hours.

3. Supplies - This includes products or technology to conduct direct consulting/training or webinars. Supplies may not be for administrative or overhead expenses.
4. Outreach and Engagement – This includes employee or consultants’ time and effort to conduct targeted marketing initiatives to target small businesses with emphasis on SEDI and VSB’s. Marketing includes 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 expenditure. 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. All marketing materials and communication to the public related to SSBCI require prior approval by CalOSBA management. Marketing materials must be submitted via email to SSBCITA@gobiz.ca.gov, copying the Program Manager.
5. Monitoring and reporting – This includes employee time and effort to conduct monitoring and required reporting of program activities as well as timely submission of required financial and programmatic reporting. Additionally, costs associated with software and/or technology services that are utilized in support of accomplishing monitoring and reporting guidelines.

Subrecipients may spend the full award on business consulting and training. Further, all spending on allowed personnel, supplies, data-driven assessments, consulting, outreach and engagement, and/or other must be justified and approved in the grant application and must meet the levels of appropriateness and reasonableness.

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

- Administrative salary unrelated to SSBCI Technical Assistance Activities.
- Contract bonuses.
- Travel expenses for Per Diem, lodging, meals, or subsistence expenses.
- Food and beverage.
- Supplies not 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).
- Other items that are banned by the State of California, or CalOSBA deems inappropriate or inconsistent with programmatic requirements of SSBCI.

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 funds to preclude future cost disallowances.

Eligibility

All applicants must be:

- Located in California and primarily serve California small businesses.
- Eligible legal, accounting, and financial advisory services provided to eligible beneficiaries under California's SSBCI Technical Assistance for Capital Readiness Program, as outlined by US Treasury Technical Assistance Guidelines, include but are not limited to the following and other similar services.

Legal Services

- Assisting with business formation or adopting corporate governance documents.
- Obtaining the necessary registrations, licenses, filings, and certifications.
- Advising on, or preparing documents for, the business to enter contracts.
- Legal services related to the business obtaining capital from investors, such as the development of financial instruments, investment term sheets, purchase agreements, and shareholder rights agreements.
- Legal services related to a transfer of ownership interests in a business, in the case of employee stock ownership plans (ESOPs).

Accounting Services

- Preparing audits, financial statements, or business records.
- Digitizing financial records.
- Advisory services or training regarding accounting practices, recordkeeping, or accounting software.

Financial Advisory Services

- Assisting with the establishment of banking relationships or other financial services.
- Assisting with applications for government small business programs, including preparing financial analyses.
- Identifying sources of credit, capital, grants, and other financing.
- Advising on factors that may impede access to financing for the business.
- Advising on financial management.
- Developing presentations to potential investors, financial models, and business plans.

Pursuant to Section IV of the UST TA Grant Program Guidelines, the determination of whether an entity is a legal, accounting, or financial advisory firm depends on the extent to which the entity provides legal, accounting, or financial advisory services. Entities must specifically meet at least one of the following criteria:

- a) A primary purpose of the entity or a central part of the entity's mission is to provide legal, accounting, and/or financial advisory services,
- b) The entity regularly markets or publicizes itself as providing legal, accounting, and/or financial advisory services, or
- c) At least 25% of the entity's revenue or staff provide legal, accounting, and/or financial advisory services.

Both non-profit and for-profit entities may apply, as specified in [Section III.c of the US Treasury TA Grant Program Guidelines](#).

Applicants may apply individually or collaboratively. Each applicant regardless of individual or group application must meet all the following criteria:

- Specializes in, or partners with other entities with expertise in legal, accounting, and/or financial advisory services.
- Can demonstrate a successful history of serving SEDI-owned or very small businesses, directly or through contracted services.
- Can demonstrate a history of direct and successful collaboration with CDFIs in support of improving access to capital and/or as a CDFI can demonstrate history of providing pre-loan and post-loan TA services to borrowers.
- Is located in California or have at least 51% of their portfolio in California.
- Is in good legal and financial standing with the State of California.
- Eligible to enter into a grant agreement with the CalOSBA to provide TA services.
- Can certify that it, and any entities associated with its application, are not included on the governmentwide exclusions list in the federal System for Award Management (SAM).

Collaborative application submissions from eligible entities including small business support organizations, economic development organizations, for-profit or non-profit professional entities, community development financial institutions, cultural and ethnic chambers of commerce, and others are encouraged. Applications submitted by SEDI-owned or controlled entities are encouraged. In a collaborative application, there must be a lead applicant that will enter into a grant agreement with CalOSBA and assume primary operational and financial responsibility for completing the scope of work should an award be made.

Authorized Representatives

Applicants may include Subrecipients that operate as a group (e.g., regional or statewide networks) or individually for any funding category. Group-Based Programs and Individual Subrecipients must designate an Authorized Representative. Authorized Representatives will carry out a variety of responsibilities during the application process and grant period and will serve as principal contact for CalOSBA and have the responsibility of submitting all reporting, issues, and changes for the grant award and any second tier subrecipients.

For Subrecipients 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. Subrecipients are also responsible for managing second-tier subrecipients and ensuring adherence to CalOSBA and US Treasury guidelines.

Authorized Representatives that act only as a Fiscal Agent will not be responsible for designating final funding award amounts per Second-tier subrecipient.

Individual Subrecipients

For Subrecipients that operate individually, the Authorized Representative will be the Center itself or a designated entity that will represent a group of Subrecipients to carry out all Program responsibilities on their behalf. Subrecipients 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, with the specified funding category, to CalOSBA, receive the Notice of Award and enter into the agreement with CalOSBA. For group-based applications and agreements, the Authorized Representative will enter into separate sub-agreements with the Subrecipients in their group agreement and incorporate requirements flow down and timelines accordingly.

Notice of Intent to Award

Final award amounts for all Subrecipients will be determined by the competitive score received.

Once scores for all recipients have been determined, CalOSBA will email the Authorized Representative a Notice of Intent to Award (“Notice”). The Notice will acknowledge the applicant as intended awardee, along with instructions about next steps. CalOSBA may conduct follow up calls, if deemed necessary, to discuss the proposal and requested amounts. If a Subrecipient's award amount is different than the amount requested, the Subrecipient will be required to revise its scope of work and proposed milestones based on the final award amount. The Subrecipient must submit the requested information within five business days of receiving the Notice. For Group-Based Programs, the Authorized Representative will be provided with guidance from CalOSBA to determine final award amounts for second-tier subrecipients.

Agreement

Once milestones are finalized, the Program's funding will be awarded in an agreement between CalOSBA and the Authorized Representative. The agreement will contain standard terms and conditions and specify the award amount, the reporting and invoicing requirements, scope of work and milestones that will be used to evaluate recipient progress during the year of the agreement. In the case of group submissions, the Authorized Representative will enter into separate sub-agreements with each of their Subrecipients. The agreement will specify a grant and program period of 5 years.

Termination

CalOSBA, by written notice, may terminate this contract, in whole or in part, when it is in CalOSBA's interest. If this contract is terminated, the rights, duties, and obligations of the parties, including compensation to the Subrecipient, shall be in accordance with part 49 of the Federal Acquisition Regulation (FAR) in effect on the date of this contract.

CalOSBA will assess each center based on performance against Program goals and each center's respective scope of work. CalOSBA reserves the right to terminate for 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.
- Failure to comply with metric reporting requirements.
- Failure to comply with narrative reporting requirements.
- Failure to comply with financial reporting or record-keeping requirements.
- Failure to comply in carrying out the scope of work established in the agreement.
- Failure to communicate with CalOSBA within 3 business days after an inquiry has been initiated by CalOSBA.
- Failure to spend funds in a timely manner, in accordance with the grant agreement, may also impact future eligibility.
- Closure of the small business technical assistance center or closure of the program utilized for the Program.

In addition, if a subrecipient is an existing CIP or TAP partner and has received notification from its federal or private 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 SSBCITA@gobiz.ca.gov within 48 hours. Failure to notify the Office of Small Business Advocate may impact future eligibility.

Reporting

Authorized Representatives are responsible for collecting accurate and complete data annually as required by US Treasury guidelines as well as completing quarterly performance and financial reports for themselves and their second tier subrecipients. The Authorized Representative is responsible for submitting all quarterly, interim, and final reports to CalOSBA through the online portal once reviewed and approved.

Authorized Representatives will receive separate email instructions for the online portal. A mandatory webinar training will be held no later than 90 days after the program start date to cover reporting requirements.

The reports or portions thereof provided by Sub-recipients may be made public.

CalOSBA may withhold payment if reports are not received or are deemed incomplete or inadequate. CalOSBA will review Subrecipient performance regularly, and if the office deems it necessary due to unsatisfactory performance, negligence, misuse of funds or

behavior not in accordance with CalOSBA or US Treasury policies and procedures, the office reserves the right to withhold payment, delay payments or provide partial payment.

CalOSBA reserves the right to audit information submitted in a performance report by requesting additional documentation, performing on-site visits, contacting clients served, and/or verifying other information contained in the programmatic and financial reports.

Performance Reports

Sub-recipients will submit performance reports quarterly and annually during the performance period.

The performance reports will include but not be limited to the information listed below. Some businesses may qualify as both a SEDI-owned business and a VSB. An eligible recipient can consider these businesses as SEDI-owned businesses, VSBs, or both for all TA Grant Program purposes.

Recipients will report Annual outcomes from the assistance provided, including but not limited to:

- Data for each business that receives a loan, investment, other credit or equity support, or technical assistance as part of the State Small Business Credit Initiative.
 - For each business that receives a loan, investment, or other credit or equity support under the State Small Business Credit Initiative, the reported data shall be based on the ownership and control of the business immediately before the consummation of such loan, investment, or other credit or equity support-related transaction.
 - For each business that receives technical assistance under the State Small Business Credit Initiative, the reported data shall be based on the ownership and control of the business at the time it receives such technical assistance.

Recipients will report Quarterly outcomes from the assistance provided, including but not limited to:

- Number of Training Events (Total)
 - Number of Financial Training Events
 - Number of Accounting Events
 - Number of Legal Training Events
- Number of Attendees Trained
 - Number of Unique Attendees Trained*
 - Number of New Attendees Trained*
 - Number of Financial Attendees Trained*
 - Number of Accounting Attendees Trained*
 - Number of Legal Attendees Trained*
- Number of Total Clients Counseled* (Minimum 15min engagement)
 - Number of Unique Clients Counseled*

- Number of New Clients Counseled*
- Number of Jobs Created (full and part-time) *
- Number of Jobs Retained (full and part-time) *
- Number of loans submitted
 - Number of SSBCI loans submitted
 - Number of non-SSBCI loans submitted
- Number of Total loans Received* (All Loans)
 - Number of SSBCI-backed Loans* (Loans approved by iBank/CPCFA lender network)
 - Number of non-SSBCI back Loans*
- Dollar amount of loans received (Total)
 - Dollar amount of SSBCI-backed Loans*
 - Dollar amount of non-SSBCI backed Loans
- SSBCI Venture Program Funds Awarded
- Additional Funds Raised (non-dilutive funding, grants, etc.) * - Optional

Metrics labeled with (*) are based on voluntarily provided data from the following small business demographic categories:

- Self-certified SEDI demographics or VSB
- Minority-owned or controlled business status including:
 - Black/African American
 - Asian
 - Native American or Alaska Native
 - Native Hawaiian or Pacific Islander
 - Hispanic/Latino
- Women-owned or controlled business status
- Veteran-owned or controlled business status
- Race of principal owners*
 - White
 - Black/Black African American
 - Asian
 - Native American or Alaska Native
 - Native Hawaiian or Pacific Islander
 - Hispanic/Latino
- Ethnicity of principal owners. * Given the diverse ethnic makeup of California, this may be a manual written entry.
- Middle Eastern or North African Ancestry of principal owners*
- Gender of principal owners*
- Sexual orientation of principal owners*
- Veteran status of principal owners
- Businesses in Low-Wealth Communities
- Businesses in Disaster-Impacted Communities.
- Businesses permanent residence in a rural community (3 years or more)
- NAICS
- Limited English Proficiency

- Disability
- Business enterprise that is owned and controlled by individuals whose residences are in CDFI Investment Areas, as defined in 12 C.F.R. § 1805.201(b)(3)(ii)
- Business enterprise that will build, open, or operate a location in a CDFI Investment Area, as defined in 12 C.F.R. § 1805.201(b)(3)(ii)

Financial Report

The budget narrative must provide specific justification for all budget categories that apply, including eligible direct cost categories (i.e., personnel, fringe benefits, equipment, supplies, contractual, and other). Financial Report documentation should reflect expenditures from the invoice and include detail by budget category as described under Funding Categories.

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

Performance and/or Underperformance Reporting

Underperformance statements will be required based on the thresholds below:

- Year 1 - 2024 due January 31, 2025: Year-to-date (YTD) results less than 80% of the annual award or goals.
- Year 2 – 2025 due January 31, 2026: Year-to-date (YTD) results less than 80% of the annual award or goals.
- Year 3 – 2026 due January 31, 2027: Year-to-date (YTD) results less than 80% of the annual award or goals.

The performance narrative must describe the work performed, outcomes achieved, progress made against full grant proposal plan, and justify the cost categories invoiced. Additionally, please provide a challenge and opportunity statement within this narrative statement. CalOSBA intends to understand what is working effectively but also understand where gaps exist, and challenges persist. This statement can be programmatic and/or financial in nature. CalOSBA expects program activities to be in alignment with activities proposed and expenditures to align with work performed during the reporting period.

Year-End Reports

The year-end report will be a detailed narrative description of how the funds awarded were used to provide services to eligible beneficiaries in California, as defined by US Treasury Technical Assistance Program Guidelines.

Subrecipients should address the following:

- Actual metric outcomes compared to proposed (metrics outlined above)
- Collaboration and best practice sharing to build a seamless network of programs, services and activities that benefit SEDI-type businesses, VSBs and especially underserved groups and geographic areas.

- Describe or share any mapping of the continuum of services and any gaps that exist for small businesses (i.e., work products such as research studies, strategic regional plans, or databases, diagrams, technology tools, etc.).
- Describe efforts to develop best-practices to fill identified capital, revenue, or opportunity gaps.
- Describe efforts to build or strengthen partnerships, collaborations and/or share best practices, especially to underserved business groups.
- Share metrics on partnerships established as a result of expansion, especially with organizations with strong memberships bases across underserved business groups.
- Regional and economic shifts (i.e., regional strategies or priorities informing focus, natural disasters, emerging industries, etc.)
- A minimum of four success stories - with no less than one per program created or expanded, or a new region entered.
- A minimum of four engagements with collaboration or representation from CalOSBA during the program year. Two out of the four engagements must be a site visit and an in-person year-end program assessment by CalOSBA. The designated Subrecipient may choose the two remaining engagements which may include, but not limited to:
 - Virtual or in-person workshops/training events
 - Networking events
 - Stakeholder meetings
 - Business Awards and Competitions
 - Other types of engagements deemed appropriate
- Dates of last site visit and Program-Year-End assessment by the Office. Copy of site visit report to be included if visit was within the reporting period.

Definitions

Definitions that pertain to this SSBCI Program Announcement are provided below.

1. "Subrecipient" means any eligible applicant that may receive an award agreement from CalOSBA.
2. "Second-tier Subrecipient" means any eligible applicant that may receive an award agreement from a CalOSBA Subrecipient.
3. "Socially and economically disadvantaged individuals (SEDI) - owned business" is:
 - a. a business enterprise that certifies that it is owned and controlled by individuals who have had their access to credit on reasonable terms diminished compared to others in comparable economic circumstances, due to membership in a group that has been subjected to racial or ethnic prejudice or cultural bias within American society, gender, veteran status, limited English proficiency, disability, long-term residence in an environment isolated from the mainstream of American society, membership in a Federally or state-recognized Indian Tribe, long-term residence in a rural community, residence in a U.S. territory, residence in

- a community undergoing economic transitions (including communities impacted by the shift towards a net-zero economy or deindustrialization), or membership in an underserved community.
 - b. a business enterprise that certifies that it is owned and controlled by individuals whose residences are in Community Development Financial Institution (CDFI) Investment Areas.
 - c. a business enterprise that certifies that it will build, open, or operate a location in a CDFI Investment Area.
 - d. a business enterprise that certifies that it is in a CDFI Investment Area
 - e. a business is “owned and controlled” by applicable individuals:
 - i. If privately owned, 51 percent or more is owned by such individuals.
 - ii. If publicly owned, 51 percent more or of the stock is owned by such individuals.
 - f. In the case of a mutual institution, if a majority of the board of directors, account holders, and the community which the institution services is predominantly comprised of such individuals.
4. “Underserved communities” are populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life, as exemplified by the list in the definition of equity. Equity is consistent and fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.
 5. “Very small business (VSB)” is a business with fewer than 10 employees and includes independent contractors and sole proprietors.
 6. “Capital Readiness Coach” is the technical assistance provider experienced in helping small businesses access 3rd party capital.
 7. “Equity Advisor” is an organization or group of organizations competitively awarded by CalOSBA to oversee the diverse or culturally and linguistically competent implementation of the SSBCI Technical Assistance Grant Program Equity Advisors may provide TA services to a targeted population.
 8. “Small business development center (SBDC)” means an entity or physical location, recognized by the federal Small Business Administration, from which a small business owner or an aspiring entrepreneur may receive free one-on-one consulting and low, no, or at-cost training on a variety of topics, including starting, operating, and expanding a small business.
 9. “Small business technical assistance center” includes a federal small business technical assistance center or any established 501c(3) nonprofit community-based organization with a mission which includes economic empowerment of underserved microbusinesses or small businesses and entrepreneurs and that operates entrepreneurial or small business development programs which provide

free or low-cost services to California's underserved businesses and entrepreneurs to enable their launch and sustained growth.

10. "Lead Center" means a SBDC Lead Center.
11. "Authorized Representative" means the principal contact in the proposal and grant agreement.
12. "Grant Period" means January 1, 2024, through September 30, 2028
13. "Small business" means a business or nonprofit with 500 employees or less for most manufacturing and mining industries and \$7.5 million or less in average annual receipts for nonmanufacturing industries, includes for profit and non-profit entities.
14. "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 capital and/or technical assistance services. Each client will be counted only once.
15. "Unique Client Served" means the number of clients counseled and/or trained. Each client can be counted once per year as part of program reporting.
16. "New Client Served" means the number of new clients counseled and/or trained that has never received services from the Navigator (Subrecipient).
17. "New Businesses Created" means substantive counseling attributed to assisting an individual(s) explore the establishment of new business, who achieved one or more of the following verified results: The client makes their initial sale while receiving assistance, the client has made a sale, but comes to the SBDC without the necessary licenses and permits and obtains them with help from the SBDC, or the client obtains funding for the business.
18. "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.
19. "Rural areas" means all territory, population, and housing units that are not defined as urban. To qualify as an urban area, the territory must encompass at least 2,000 housing units or at least 5,000 persons. The term "rural" encompasses all population, housing, and territory not included within an urban area.
20. "Disaster Impacted" means all territories included in a state or federal emergency declaration or proclamation.
21. "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.
22. "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.

23. “Diversity, Equity, and Inclusion Action Plan” (DEIAP) means a distinct and actionable strategy to provide technical assistance services to underrepresented individuals and business groups:
- a. Diversity is the presence of difference that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis)ability, age, religious commitment, or political perspective.
 - b. Equity is the process of fairness. The policy that one would implement to ensure processes and procedures promote justness and impartiality.
 - c. Inclusion is an outcome to ensure those that are diverse feel and/or are welcomed.

Pre-Bid Webinar

November 29, 2023, from 9:30 AM to 10:30 AM PDT. [Register Here](#)

Timeline

November 17, 2023	Program Announcement Release and RFP period begins. RFP will be posted on the CalOSBA website: https://calosba.ca.gov/grant-and-funding-opportunities .
November 29, 2023, at 9:30AM PDT	Pre-Bid Webinar - Please submit questions in advance of the webinar to SSBCITA@gobiz.ca.gov
November 30, 2023	Application Portal available online. See “Application Instructions and Submission” for link.
December 4, 2023 ³	Letter of Intent to apply by 5:00PM PDT– Download template here Please email SSBCITA@gobiz.ca.gov
December 22, 2023	Grant application deadline (Must submit online by 11:59:59 PM PDT)
December 26, 2023 – January 9, 2023	Proposal review
January 10, 2023	Notice of Intent to Award sent via email
January 24, 2023	Grant Agreements sent to Awardees
February 1, 2024	Grant program begins
December 31, 2028	Grant program ends

³ Letter of Intent to Apply Deadline Update

Application Instructions and Submission

All applications, with required attachments, must be submitted electronically using the CalOSBA online application portal. [The online application can be accessed here.](#) Applications submitted via email or facsimile will not be reviewed or scored.

All applications must be submitted by the deadline (December 22, 2023, by 11:59:59 PM PDT) and the [online application portal](#) will automatically close once the application deadline has passed. There are no exceptions or extensions to this deadline. Any technological 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 two days before the deadline in the event technical assistance is required. For help applying, please send an email to SSBCITA@gobiz.ca.gov and copy Cassie Fortes, Cassie.Fortes@gobiz.ca.gov with the subject line: SSBCI Technical Assistance Grant Online Help.

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

CalOSBA reserves the ability to modify applicant budgets. A Subrecipient 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.

- A. Subrecipients that operate individually may apply individually or submit a group application under a single designated Authorized Representative.
- B. Network-based programs will apply as a network (SBDCs with Lead Center structure).
- C. Group-based programs will apply as a group (i.e., a group of Subrecipients 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 individual Subrecipients in their group. Each center proposal narrative and metrics must reflect a unique scope of work. Applicants with the same Authorized Representative without unique scopes of work will be considered duplicative and CalOSBA reserves the right to disqualify one of the duplicate applications.

Required/Supporting Documents

All applicants must upload the following documents to their application:

- Proposed Subrecipients – [Download this form here](#)
- Proposed Metrics – [Download this form here](#)
- Budget Justification Spreadsheet – [Download this form here](#)
- Organizational Chart
- STD.204 Payee Data Record Form – Download this form at <https://calosba.ca.gov/wp-content/uploads/std204-calosbaprograms.pdf>

- STD.21 Drug-Free Workplace Certification – Download this form at <https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std021.pdf>
- Please submit resumes of key personnel as one combined PDF and save the resumes with file title: Resumes Subrecipient's Applicant Name & Date
- Please submit Letters of Support for past work related to small business technical assistance within the last 5 years. Please use the following template and submit letters as one combined PDF saved with the file title: Letters of Support Subrecipient (Name & Date) – [Download template here](#)

Application Review and Award Determination Information

CalOSBA will utilize the following application review process to assess TA Grant Program applications.

1. Technical Review – The Application will be verified for eligibility and completeness - including any required documents uploaded to the application. Applications are evaluated based on the following factors:
 - a. Alignment of the project design with the needs of eligible beneficiaries, whether the project design reasonably addresses the needs of eligible beneficiaries
 - b. Alignment of the performance goals and benchmarks with intended SSBCI objectives, whether the performance goals and benchmarks reasonably align with the project design
 - c. Adequacy of the organizational capacity and ability of the Subrecipient(s) as described in the TA plan is adequate to implement the project(s)
 - d. Alignment of the budget with project design and performance goals; whether the budget reasonably corresponds with the project design and reasonably supports the achievement of the performance goals
 - e. Completeness of the TA Grant Program application, whether the eligible recipient adequately addressed all the requirements
2. Disqualifications – CalOSBA may disqualify applications or deny applications for the following reasons:
 - a. Incomplete applications
 - b. Ineligible applicant
 - c. Ineligible services
 - d. Contains false or misleading statements or references which do not support an attribute or conditions contended by the applicant; and if, in the opinion of CalOSBA or GO-Biz, such information was intended to mislead the Review Committee in its evaluation of the proposal.
 - e. Plagiarism, including but not limited to failure to cite one's own work or third-party work, duplicate applications, etc.
 - f. Failure to comply with guidance as set forth in this Announcement, including failure to use required attachment templates.
 - g. Late application
3. Application evaluation and scoring by GO-Biz and CalOSBA based on regional expertise, scoring criteria and statutory criteria.

- Final award amounts will be determined based on scoring criteria, statutory criteria, funding availability, and CalOSBA determinations.

Throughout the review and selection process, CalOSBA reserves the right to seek clarifications and request revisions from the Subrecipient on their plans and other Subrecipient application materials as appropriate to meet these TA Grant Program Guidelines. The determination of rejection for grant funding is not subject to appeal.

(See Appendices for TA Grant Program Guidelines & Compliance with Applicable Law and Regulations)

Scoring Criteria

This section provides the application questions and scoring point scale.

	Applicants with a current CalOSBA CIP Contract – <u>Short Template</u>	Applicants with a current 2023 CalOSBA TAP only Contract – <u>Medium Template</u>	Applicants new to CalOSBA or do not have an existing TAP/CIP Contract – <u>Long Template</u>
Application Section	Points Possible	Points Possible	Points Possible
Proposed Metrics & Scope of Work	40	40	40
Strategies & Organizational Capacity	10	10	10
Diversity Equity and Inclusion Action Plan	20	20	20
Financial Management Capability	30	30	30
Letters of Support	N/A	N/A	5
Total Points Available	100	100	105

Debriefings

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

Proposed Subrecipients (Not Scored)

List each Subrecipient in your proposal including any sub-navigator or satellite locations, list language services, geographic area of service (counties), Assembly District(s), and Senate District(s). Template link can be found under Required/Supporting Documents or [here](#).

A Subrecipient must verify they are eligible to enter a contract with CalOSBA demonstrating the Subrecipient or contractor is not suspended, debarred, or otherwise excluded from or ineligible for participation in federal assistance programs or activities pursuant to 31 C.F.R. § 19.300.

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 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 7922.000 to the extent applicable.

Appendices

For further information on the **U.S. Department of Treasury SSBCI Technical Assistance Grant Program** specifics, definitions and applicable regulations and compliance please reference the **Guidelines and Compliance with Applicable Law and Regulations** [here](#).

- END -