

**U.S. Small Business Administration**  
**Office of Business Development**

**7(J) Management and  
Technical Assistance Services**

**FY 2011**

**Program Announcement No.**

**GCBD-7(J)-2011-01**

The purpose of this Program Announcement is to invite proposals for funding from capable 8(a) participants in Regions III, V, VII, IX and X interested in providing assistance and guidance to eligible small business concerns.

**Opening Date: August 15, 2011**  
**Closing Date: September 15, 2011**

Proposals responding to this Program Announcement must be posted to [www.grants.gov](http://www.grants.gov) by 11:59 p.m. Eastern Time, September 15, 2011. No other methods of submission will be permitted. Proposals submitted after the stipulated deadline will be rejected without being evaluated.

**U.S. SMALL BUSINESS ADMINISTRATION**  
**OFFICE OF GOVERNMENT CONTRACTING AND BUSINESS DEVELOPMENT**

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**1.0 Section I - Funding Opportunity Description**

*1.1. Program Overview*

- 1.1.1. Federal Agency Name                      U.S. Small Business Administration (SBA)
- 1.1.2. Funding Opportunity Title                7(j) Management and Technical Assistance Services  
7(j)M-TAS
- 1.1.3. Announcement Type                        Initial
- 1.1.4. Funding Opportunity Number:            Program Announcement No. GCBD-7(J)-2011-01
- 1.1.5. CDFA Number                                59.007
- 1.1.6. Closing Date for Submissions:            September 15, 2011 11:59 PM Eastern Time
- 1.1.7. Authority:                                    The Small Business Act, § 7(j); 15 U.S.C.A. § 636(j); 13  
C.F.R. §§ 124.701-704
- 1.1.8. Duration of Authority:                    Permanent

- 1.1.9. Funding Instrument: Cooperative Agreement
- 1.1.10. Funding: Funding is for Fiscal Year (FY) 2011
- 1.1.11. Award Amount/Funding Range: A total amount of \$2,100,000 in funding is available for this program in FY 2011. SBA expects to make 5-9 awards in the range of \$150,000-\$310,000. A further breakdown by Region is as follows: REGION III - \$925,000/1-3 awards; REGION V - \$261,000/1 award; REGION VII - \$180,000/1 award.; REGION IX - \$530,000/3 awards; REGION X - \$160,000/1 award. There is no matching fund requirement. However, the availability of additional funds or in-kind resources should be noted in the technical proposal.
- 1.1.12. Project Duration: Awards will be made for a base project period of 12 months, with four option periods of 12 months each. Exercise of options is at SBA's discretion and is subject to continuing program authority, the availability of funds and satisfactory performance by a Recipient organization.
- 1.1.13. Project Starting Date: Within 30 calendar days of the date of award.
- 1.1.14. Proposal Evaluation: Proposals will be reviewed for sufficiency as detailed in Section 5.0. SBA may ask Applicants for clarification of the technical and cost aspects of their proposals. This must not be construed as a commitment to fund the proposed effort.
- 1.1.15. Agency Programmatic Point of Contact: Carol L. Thompson, Small Business Administration, Office of Business Development, Office of Management and Technical Assistance. Email: [7jgrants@sba.gov](mailto:7jgrants@sba.gov)

## 1.2 *Introduction*

The primary mission of the U.S. Small Business Administration (SBA) Office of Business Development (BD) is to administer the section 8(a) program, which offers business development assistance to eligible small government contractors. As a component of BD, the Office of Management and Technical Assistance (OMTA) implements the authority that section 7(j) of the Small Business Act vests with SBA to award contracts, grants, or cooperative agreements to private organizations to pay all or part of the costs of services and projects that

provide management and technical assistance to eligible concerns. Annually, the 7(j) program reaches thousands of eligible businesses located throughout the United States and its territories.

Sections 7(j) and 8(a) of the Act are implemented by SBA regulations found at Title 13 of the Code of Federal Regulations (CFR), Section 124. These rules further define the purpose of the 7(j) management and technical assistance program and define eligible recipients as individuals or concerns eligible for assistance under sections 7(a)(11), 7(j)(10), or 8(a) of the Act. The regulations also further define the business development assistance available through the 8(a) program and rules governing 8(a) certification and eligibility, servicing and contracting.

One of the Administrator's major strategic goals is to strengthen the Agency's entrepreneurial education; counseling and training resources to support the needs of existing businesses by successfully focusing on core program resources and ensuring these resources are aligned with the needs of high-growth small businesses. Consistent with that direction, BD's organizational strategic goal is to coordinate internal and external resources to maximize: 1) the availability of training services and products, and 2) the effectiveness with which training solutions are provided to meet business development needs.

### 1.3 *Background*

Since its inception in 1953, SBA has served to aid, counsel, assist and protect the interests of small businesses. While SBA is best known for its financial support of small businesses through its many lending programs, the Agency also plays a critical role in providing funding to organizations that deliver technical assistance in the form of counseling and training to small business concerns and nascent entrepreneurs in order to promote growth, expansion, innovation, increased productivity and management improvement. The mission of SBA's Office of Business Development, which bears responsibility for administering the Management and Technical Assistance Program, is to administer the section 8(a) program, which offers business development assistance to over 9,000 small government contractors that, in addition to meeting other criteria, are certified by SBA as owned and controlled at least 51% by socially and economically disadvantaged individuals. As a component of BD, the Office of Management and Technical Assistance (OMTA) implements the authority that section 7(j) of the Small Business Act vests with SBA to award contracts, grants, or cooperative agreements to private organizations to pay all or part of the costs of services and projects that provide management and technical assistance to 8(a) program participants and other socially and economically disadvantaged businesses, businesses located in areas of high concentrations of unemployment or low-incomes, and businesses owned by low-income individuals. Annually, the 7(j) program reaches thousands of eligible businesses located throughout the United States and its territories.

For over four decades, these services have been purchased from professional services providers, educational institutions, non-profit organizations and private corporations. Strategies employed have included business counseling in marketing, capture, financial and infrastructure management delivered through training seminars and webinars, executive education programs and other delivery methods, including directed, or “on-call,” services. Legacy services have been consistent with the Section 7(j)(l) non-exclusive list of categories eligible for funding, including: accounting, production and engineering; international trade; feasibility studies/market analyses/advertising; government contracting assistance, specialized services, financial counseling, business plan assistance, construction management; management training; loan packaging, computer programming services, data processing services, service contracts, seminars and workshops; and assistance in obtaining and increasing bonding levels.

As a policy driven by funding limitations and the goal of maximizing Return on Investment (ROI), management and technical assistance funded under this authority has been targeted primarily to 8(a) participants. However, OMTA does not exclude other 7(j)-eligible concerns from receiving assistance or participating with 8(a) contractors in group training sessions. Within the context of maximizing ROI and the need to leverage existing resources, OMTA seeks assistance that is not duplicative of services already made available to the target group through other Federal funding sources and initiatives.

#### 1.4 *Purpose*

Eligible organizations (as defined in Section 3.2) may apply to SBA for awards of financial assistance under this Announcement to fund projects to provide management and technical assistance to firms eligible to receive 7(j) assistance (as defined in Section 8.1.1).

#### 1.5 *Leveraging of Resources*

Applicants selected for awards under this Announcement are required to maximize their efforts to leverage SBA funding by working in conjunction with SBA’s District Offices and other federal, state, local and tribal government small business development programs and activities; SBA resource partners such as SCORE, Small Business Development Centers, Women’s Business Centers, Veterans Business Outreach Centers, 7(j) Technical Assistance providers, Small Business Investment Companies, Certified Development Companies, and SBA lenders; universities, colleges, and other institutions of higher education; and private organizations such as chambers of commerce and trade and industry groups and associations.

#### 1.6 *SBA Involvement and Oversight*

The Management and Technical Assistance Program is managed by the Assistant Administrator, Office of Management and technical Assistance (OMTA) under the direction of the Associate Administrator for Business Development. An SBA employee assigned to a District Office located within an award Recipient’s service area will be tasked with serving as the District Office Technical Representative (DOTR) and will act as the primary Agency contact and liaison for that award. The DOTR’s functions will include conducting site visits,

financial and programmatic reviews, coordination of SBA resource partner efforts, and reporting any issues that may arise to the OMTA. A designated Grants Officer Technical Representative (GOTR) within the OMTA at SBA Headquarters will be responsible for overall monitoring and oversight of a Management and Technical Assistance Program award Recipient, including compliance with the terms of the Cooperative Agreement. A designated Grants Officer within the Office of Grants Management (OGM) will be responsible for issuing the Notice of Award, making modifications to the award, and processing payments.

To properly manage this initiative at the service-delivery level within each Region, a Regional Technical Point of Contact (RTPOC) is responsible for the efficient coordination of information and data between the DTORs and SBA Headquarters Grants Officer Technical Representatives (GTOR). The RTPOC interfaces directly with the Grantee and the DTOR. DTORs submit to the RTPOC each proposed Technical Direction Letter (TDL), prepared by or in conjunction with the Grantee, summarizing a recommended course of action and level of effort required to meet an identified need. The RTPOC reviews each draft TDL before forwarding them to the GOTR for final approval and, subsequently assigns TDLs to Grantees. The RTPOC ensures that a proposed TDL is accurately and sufficiently documented to facilitate the GOTR's review and forwards it to the GOTR for concurrence. After obtaining the GOTR's concurrence, the RTPOC transmits the approved TDL to the Grantee who commences work under the TDL's scope and not-to-exceed price. The RTPOCs also maintain a record of monthly expenditures, and review monthly reports and invoices submitted by the Grantee.

1.7 *Changes or Cancellation*

SBA reserves the right to amend or cancel this Announcement, in whole or in part, at the Agency's discretion. Should SBA make material changes to this Announcement, the Agency will extend the Closing Date as necessary to afford Applicants sufficient opportunity to address such changes.

2.0 **Section II - Award Information**

2.1 The assigned North American Industry Classification System code (NAICS) is 541611.

2.2 *Estimated Funding*

SBA expects to issue \$2,100,000 worth of awards under this Announcement. SBA anticipates the amount of funding provided under each award will be in the range of \$150,000 to \$310,000. However, in the interest of promoting innovation, Applicants are permitted to submit proposals for projects with a total budget above or below the standard range, provided they include sufficient justification for such variance in their proposals.

2.3 *Expected Number of Awards*

SBA anticipates making between five and nine awards under this Announcement.

2.4 *Period of Performance/Budget Periods*

Awards will be made for a 5-year period of performance, consisting of a base period of 12 months from the date of award and 4 option periods of twelve months each. Exercise of option periods will be solely at SBA's discretion and is subject to continuing program authority, the availability of funds, and a Recipient's continued satisfactory performance and compliance with all the terms and conditions of the award. Each base and option period will constitute a separate and distinct twelve-month Budget Period.

2.5 *Funding Information*

Funds provided under the Management and Technical Assistance Program must be used solely for the purposes stipulated in this Announcement and the Notice of Award and may not be commingled with any other monies. All costs proposed in an Applicant's budget must meet the tests of allowability, allocability, and reasonableness set forth in the applicable Office of Management and Budget (OMB) cost principles. No more than 50 percent of award funds may be expended on contractor and/or consultant costs. Indirect costs will be capped at a maximum of 25 percent regardless of the amount stipulated in an Applicant's indirect cost rate agreement. SBA will not reimburse Applicants for their proposal preparation costs, but Applicants may request preaward costs. Preward costs must directly relate to the conduct of the project and meet the tests of allowability, allocability, and reasonableness.

2.6 *Funding Instrument*

The funding instrument used will be a Cooperative Agreement.

2.7 *Matching Requirement*

None. However, Applicants should note the availability of any additional funds and in-kind contributions pledged to their projects in their technical proposals].

3.0 **Section III - Eligibility Information**

3.1 *General*

An organization may submit a proposal for more than one Region, however, the organization must provide a separate proposal for each Region. An organization may submit only one proposal per Region in response to this Announcement. Any additional applications from the same organization for the same Region will automatically be rejected without being evaluated.

3.2 *Eligible Applicants*

In order to be an eligible Applicant for this funding opportunity an Applicant must:

- be a certified 8(a) Program participant;
- have been in existence continually for at least the past three years;
- have experience dealing with issues relating to small business on a national basis;
- demonstrate that it has the capacity to provide assistance to small business concerns.

### 3.3 *Ineligible Applicants*

The following organizations will automatically be considered ineligible and their applications will be rejected without being evaluated:

- Any 8(a) participant that owes an outstanding and unresolved financial obligation to the federal government;
- Any 8(a) participant that is currently suspended, debarred or otherwise prohibited from receiving awards of contracts or grants from the federal government;
- Any 8(a) participant with an outstanding and unresolved material deficiency reported under the requirements of the Single Audit Act or OMB Circular A-133 within the past three years;
- Any 8(a) participant that has had a grant or cooperative agreement involuntarily terminated or non-renewed by SBA for cause;
- Any 8(a) participant organization that has filed for bankruptcy within the past five years; and/or
- Any 8(a) participant that proposes to serve as a pass-through and permit another organization to manage the day-to-day operations of the project.

## 4.0 **Section IV - Application and Submission Information**

### 4.1 *Application Instructions*

Applications must consist of the following elements: (i) a cover letter; (ii) a technical proposal; (iii) budget information; (iv) certifications, forms and assurances; and (v) attachments and exhibits.

#### 4.1.1 *Cover Letter*

The first page of each application must be a cover letter which includes the following information:

- Statement that the application is in response to Program Announcement No. GCBD-7(j)-2011-01;
- Applicant's name and address;
- Applicant's website address (if applicable);
- Name, telephone number, fax number, and email address for the Applicant's designated point of contact; and
- Dollar amount of assistance being requested.

#### 4.1.2 *Technical Proposal (not to exceed 15 pages)*

The technical proposal serves as the narrative blueprint for the Applicant's planned project and must include the following information:

- Detailed description of the Applicant's past experience and present capacity to provide assistance to 8(a) and other 7(j) eligible firms (see Section 5.2.1 for further guidance);
- Detailed description of the proposed technical assistance delivery methods, their means of implementation, and the anticipated project outcomes and the manner in which they will be evaluated (see Section 5.2.2 for further guidance);
- Identification of the project director and key management personnel and staff, including résumés (or position descriptions for unfilled positions). Résumés must include experience relevant to this project and may not be more than two pages in length. Copies of résumés must be included as attachments in accordance with Section 4.1.5 and do not count toward the 15-page limit (see Section 5.2.3 for further guidance);
- Identification of contractors and consultants and the manner in which they were selected (i.e., competitively or non-competitively). NOTE: No more than 50 percent of award funds may be expended on contractor and/or consultant costs. Copies of contracts and consulting agreements (either signed or samples as applicable) must be included as attachments in accordance with Section 4.1.5 and do not count toward the 15-page limit (see Section 5.2.3 for further guidance);
- An organizational chart;
- A timeline of performance milestones for the 12-month Budget Period; and
- Identification of any additional funds or in-kind resources that will be expended in furtherance of the project (if applicable).

#### 4.1.3 *Budget Information*

Budget information must be provided through the completion or submission of the following:

- Standard Form (SF) 424, Application for Federal Assistance;
- SF-424A, Budget Information (Non-Construction Programs);
- Budget Detail Worksheet (Attachments A-9 through A-12 to the SF-424A). An Applicant may substitute its own forms or spreadsheets in place of the Budget Detail Worksheet, provided it includes all the same cost elements/line items covered by Attachments A-9 through A-12;
- Budget narrative providing a brief, detailed explanation of the components of each cost element listed in the SF-424A;
- Copy of the Applicant's Cost Policy Statement; and
- Copy of the Applicant's current, government-wide indirect cost rate agreement (if the Applicant's budget includes indirect costs). If the Applicant does not have such an agreement, it must propose an indirect cost rate in accordance with the procedures set forth in the applicable cost principles circular. NOTE: Regardless of the Applicant's approved rate, SBA will cap indirect costs charged to an award made under this Announcement at 25 percent.

#### 4.1.4 *Certifications, Forms and Assurances*

Each Applicant must complete and submit the following forms:

- SBA Form 1623, Certification Regarding Debarment, Suspension, and Other Responsibility Matters;

- SF-LLL , Disclosure of Lobbying Activities;
- SF-424B, Assurances for Non-Construction Programs;
- Letter from the Applicant's Auditor, CPA, Treasurer, Comptroller, CFO or similarly qualified individual certifying that the organization's financial management system currently meets the requirements of 2 C.F.R. Part 215, Subpart C, Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Non Profit Organizations. [NOTE: This requirement does not apply to awards made directly to state, local, or tribal governments]

#### 4.1.5 *Attachments and Exhibits*

Each Applicant must attach copies of the following to its proposal (as applicable):

- Résumés, position descriptions, contracts, consulting agreements, letters of support, pledges of additional funding or in-kind resources, leases, conflict of interest policy, and cost policy statement;
- Most recent A-133 audit report. If the Applicant is not subject to the requirements of the Single Audit Act, it must instead submit a copy of its most recent audited financial statement; **UNAUDITED FINANCIAL STATEMENTS ARE NOT ACCEPTABLE;**
- Any other documentation the Applicant believes supports its proposal.

#### 4.2 *Submission Instructions*

All proposals (narratives and forms) must be submitted electronically via the government-wide financial assistance portal [www.grants.gov](http://www.grants.gov). **NO OTHER FORMS OF SUBMISSION WILL BE ACCEPTED.** All required forms are provided in the grants.gov application package for this funding opportunity. Specific instructions for obtaining, completing, and submitting an application via grants.gov, including animated tutorials, may be found at [http://www.grants.gov/applicants/app\\_help\\_reso.jsp](http://www.grants.gov/applicants/app_help_reso.jsp).

In order to submit an application via grants.gov, an organization is first required to have a DUNS number, be registered with the Central Contractor Registry (CCR), and have a grants.gov username and password. The process for meeting these three pre-submission requirements may take several days to complete. Additionally, Applicants may have to download or upgrade their software in order to utilize grants.gov. Applicants should not wait until the closing date to begin the submission process in order to avoid unexpected delays that could result in the rejection of an application.

Information about the grants.gov registration process can be found at [http://www.grants.gov/applicants/get\\_registered.jsp](http://www.grants.gov/applicants/get_registered.jsp). Applicants must register as organizations, not as individuals. Please note that organizations already registered with grants.gov do not need to re-register. However, all registered organizations must keep their CCR registration up-to-date. As part of the grants.gov registration process, an Applicant must designate one or more Authorized Organizational Representatives (AORs). AORs are the only individuals who may submit applications to grants.gov on behalf of an organization. If

an application is submitted by anyone other than a designated AOR, it will be rejected by grants.gov and cannot be considered for funding.

Once an application is submitted, it undergoes a validation process through which it will be accepted or rejected by the grants.gov system. The validation process may take 24 to 48 hours to complete. Applicants should save and print written proof of an electronic submission made at grants.gov. Applicants can expect to receive multiple emails regarding the status of their submission. The first email will confirm receipt of the application. The second email will indicate that the application has either been successfully validated by the system and assigned an SBA tracking number, or it has been rejected due to errors. An Applicant will receive a third email once SBA has downloaded its application from grants.gov for review in accordance with Section 5.3 below.

If grants.gov notifies an Applicant via email that its application contains an error, the Applicant must correct the noted error(s) before the system will accept and validate the application. Applicants that choose to submit on or close to the closing date are advised they may not receive email notification of an error with their applications until after the submission deadline, and thus will not have an opportunity to correct and resubmit their applications.

**APPLICATIONS THAT ARE REJECTED BY GRANTS.GOV WILL NOT BE FORWARDED TO SBA AND CANNOT BE CONSIDERED FOR FUNDING.** It is the Applicant's responsibility to verify that its submission was received and validated successfully at grants.gov. To check on the status of your application and see the date and time it was received, log on to grants.gov and click on the "Track My Application" link from the left-hand menu.

If you experience a technical difficulty with grants.gov (i.e., system problems or glitches with the operation of the grants.gov website itself) that you believe threatens your ability to submit your application, please (i) print any error message received; and (ii) call the grants.gov Contact Center at 1-800-518-4726 for immediate assistance. Ensure that you obtain a case number regarding your communications with grants.gov. NOTE: Problems with an Applicant's own computer system or equipment are not considered technical difficulties with grants.gov. Similarly, an Applicant's failure to: (i) obtain a DUNS number or complete the CCR or grants.gov registration process; (ii) ensure that an AOR submits the application; or (iii) take note of and act upon an email from grants.gov rejecting its application due to errors, are not considered technical difficulties. A grants.gov technical difficulty is an issue occurring in connection with the operations of grants.gov itself, such as the temporary loss of service by grants.gov due to an unexpected volume of traffic or failure of information technology systems, both of which are rare occurrences.

Applicants should use the following link to obtain assistance in navigating grants.gov and access a list of useful resources: [http://www.grants.gov/applicants/app\\_help\\_reso.jsp](http://www.grants.gov/applicants/app_help_reso.jsp). If you have a question that is not addressed under the "Applicant FAQs," try consulting the "Applicant User Guide" or contacting grants.gov via email at [support@grants.gov](mailto:support@grants.gov) or telephone at 1-800-518-4726. The grants.gov Contact Center is open 24 hours a day, seven days a week.

4.3 *Required Proposal Submission Dates*

Each Applicant is required to submit its proposal electronically via [www.grants.gov](http://www.grants.gov) no later than 11:59 p.m. Eastern Time on September 15, 2011. Because of the pre-conditions for submitting applications via grants.gov and the potential for encountering technical difficulties in using that site, Applicants are strongly encouraged to log on to grants.gov and review the submission instructions early. **DO NOT WAIT UNTIL THE CLOSING DATE TO BEGIN THE SUBMISSION PROCESS.** Applicants bear sole responsibility for ensuring their proposals are submitted and received before the closing date.

SBA will consider the date and time stamp on the validation generated by grants.gov as the official submission time. A proposal that is not received by grants.gov before the closing date of this Announcement will be rejected without being evaluated, unless the Applicant can clearly demonstrate through documentation obtained from grants.gov that it attempted to submit its proposal in a timely manner but was unable to do so solely because of grants.gov systems issues. Additionally, SBA will not accept any changes, additions, revisions, or deletions to applications made after the closing date.

Applicants should save and print written proof of an electronic submission made at grants.gov. If problems occur while using grants.gov, the applicant is advised to (i) print any error message received; and (ii) contact grants.gov for immediate assistance. Applicants may obtain advice and assistance with the grants.gov submission process by visiting <http://www.grants.gov/help/help.jsp> or by calling 1-800-518-4726.

5.0 **Section V - Application Review Information**

5.1 *General*

Applications will be rejected without being evaluated if they are submitted by ineligible organizations or they are illegible or materially incomplete due to an Applicant's failure to include all required forms and/or provide the required level of detail.

5.2 *Evaluation Criteria*

All timely, materially complete applications received from eligible organizations will be evaluated in accordance with the criteria listed below.

5.2.1 *Organizational Experience and Capacity (35 Points)*

Applicants will be evaluated on their demonstrated ability to provide one-on-one management training and technical assistance to 8(a) and other 7(j) eligible firms. Applicants must provide adequate evidence and documentation, including specific examples, of their:

- Experience with, and capacity for, conducting management and technical assistance projects, including discussion of the number of years they have conducted such projects;
- Familiarity and expertise with assisting 8(a) and 7(j) eligible firms, including the number of firms assisted over the prior 3 years and the demonstrable effects of such

assistance (e.g., increase in sales/revenues/contracts/number of employees experienced by assisted firms, etc.);

- Knowledge of, and capability for providing, management and technical assistance;
- Record of receiving other grants or contracts for the conduct of technical assistance projects, including the names of the awarding agencies, the grant or contract numbers, and the performance outcomes/results achieved; and
- Sources of capital, including a brief description of their strategies for raising such capital;
- Responses/corrective actions to any qualified audit opinions, going concern paragraphs, or A-133 audit findings.

#### 5.2.2 *Project Management (25 Points)*

Applicants will be evaluated on the strength of their staffing and management plans for accomplishing the goals and objectives of their proposed projects. Applicants must demonstrate they will devote adequate numbers of personnel having sufficient experience to the project, establish clear and direct lines of responsibility and authority for managing and overseeing the project, and show they will have sufficient facilities and other physical resources at their disposal in order to accomplish the proposed project. In particular, an Applicant must:

- Identify all key management, staff and contractors/consultants, describe their expertise and their roles in conducting and overseeing the project, stipulate the amount of time they will devote to the project, and provide copies of résumés/position descriptions and an organizational chart;
- Identify all facilities and other physical resources that will be utilized in furtherance of the proposed project, the hours of their operation (including any night and weekend availability), and provide copies of relevant deeds, leases, free space agreements, rental contracts, memoranda of understanding, etc.;
- Provide copies of all contracts and consulting agreements and identify the employees or officials of the Applicant organization who will be responsible for overseeing and administering those agreements;
- Describe its financial management structure and internal controls and identify all staff members who will be responsible for financial recordkeeping, reporting, the receipt and expenditure of award funds, and addressing audit findings;
- Provide a copy of its conflict of interest policy addressing, at a minimum, procedures for ensuring its employees, consultants and contractors do not assist 8(a) and 7(j) eligible firms in which they, their principals, or their immediate family members have a financial interest or fiduciary duty and for ensuring its employees, consultants and contractors do not use their role in the project as a means of marketing their outside services to project clients.

#### 5.2.3 *Project Design (15 Points)*

Applicants will be evaluated on their understanding of the purpose of the Management and Technical Assistance Program, their proposed approach for performing their projects, their outcomes and objectives, and their methodology for evaluating and assessing the effectiveness

and impact of their projects. Innovation and creativity in providing assistance to 8(a) and 7(j) eligible firms is strongly encouraged. Applicants must describe in detail the proposed technical assistance delivery methods and products and their implementation and evaluation. Specific topics an Applicant must address include the:

- Scope of the geographic area and demographic it intends to serve;
- Methods of outreach to 8(a) and 7(j) eligible firms;
- Number of 8(a) and 7(j) eligible firms it expects to assist;
- Number of meetings, etc. it expects to conduct, along with a list of the topics it intends to cover;
- Identification of the data elements it will collect from 8(a) and 7(j) eligible firms, the means of their collection, and the uses to which they will be applied;
- Clarity, accuracy, relevance, and ease of reportability of its evaluation methodology;
- Projected milestones or timeline of program accomplishments and activities;
- Subgranting plan, addressing how subgrantees will be selected, the amount or range of funding each subgrantee will receive, and the purposes for which subgrants will be made, if applicable; and

#### 5.2.4 *Collaboration and Leveraging of Resources (15 Points)*

Applicants will be evaluated on the breadth of their plans for coordinating their proposed activities and working to expand the scope and reach of their project in collaboration with entities such as SBA's District Offices, other federal, state, local and tribal government agencies, other SBA grant Recipients/resource partners, trade associations, business/industry groups, institutions of higher education, and/or private organizations. Additionally, although matching funds are not required, Applicants should note the availability of any non-award funds and/or in-kind resources that will be pledged to the performance of their projects. Specifically, an Applicant must provide:

- Copies of agreements with, or letters or emails from, the above-listed types of organizations pledging to work with the Applicant in order to advance specific Management and Technical Assistance Program objectives;
- Detailed descriptions of any of its own funds or in-kind resources the Applicant will devote to the project and copies of donation letters or checks from outside entities.

#### 5.2.5 *Ability to Reach Special Target Markets (10 Points)*

Applicants will be evaluated on their ability and positioning to extend project services to firms eligible to receive assistance under the 7(j) Program (see Section 8.1.1 that discusses these firms).. Applicants must demonstrate their:

- Experience in working with 7(j) eligible firms and relationships with organizations representing the interests of such individuals;
- Proximity to or ability to reach 7(j) eligible firms within their project service area.

#### 5.3 *Review and Selection Process*

Applications that are not rejected by grants.gov or SBA's screening process will be evaluated by teams of reviewers and scored on the basis of how well they meet the criteria outlined above. These reviewers may be SBA employees or employees of other Federal agencies. The maximum score any application can receive is 100 points. Prior to evaluating applications received in response to this Announcement, SBA will establish a minimum acceptable score. Only those applications that meet or exceed that threshold will be eligible for funding. Applicants are therefore encouraged to design proposals that address each of the scoring criteria listed above as thoroughly as possible.

In the interest of providing Management and Technical Assistance Program services to as broad a segment of the 8(a) and 7(j) community as possible, SBA will take the geographical dispersion of Applicants' project service areas into account when making award decisions. An application that exceeds the minimum acceptable score and which scores more highly than other acceptable proposals may nevertheless be passed over for funding if that application proposes to serve the same or substantially the same area or market as an existing Management and Technical Assistance Program Recipient or another more highly rated application that was selected for award.

## 6.0. **Section VI - Award Administration Information**

### 6.1. *Award Notification*

All Applicants selected for awards will receive written notification. Applicants not selected for awards will not be notified. There will be no debriefing process for unsuccessful Applicants.

### 6.2. *Administrative and National Policy Requirements*

All successful Applicants will be required to comply with the requirements set forth in 15 U.S.C.A. § 636(j); 2 C.F.R. Parts 215, 220, 225, and 230; 13 C.F.R. Part 124; 13 C.F.R. Part 143, and OMB Circular A-133 (as applicable); the Assurances for Non-Construction Programs (SF-424B); and the terms and conditions set forth in their Notices of Award. In addition, SBA may, from time to time, advise Recipients of awards made under this Announcement of new legal requirements and/or policy initiatives with which they must agree to comply.

### 6.3. *Reporting*

All Recipients are required to submit the reports identified below. SBA may withhold payment if reports are not received or are deemed inadequate. Failure to report in a timely manner will also be weighed against future applications for grant funding from the same organization and the exercise of any option periods. The reports provided by Recipients may be made public. In addition, SBA reserves the right to require Recipients to post these reports on their web sites.

#### 6.3.1 *Financial Reports*

Recipients will be required to submit quarterly financial reports to SBA using SF-425, Federal Financial Report (FFR) within 30 days of the completion of each of the first three quarters and within 90 days of the completion of the fourth quarter of each Budget Period.

6.3.2 *Performance Reports*

Recipients will be required to submit quarterly performance reports to SBA using SF-PPR, Performance Progress Report, within 30 days of the completion of each of the first three quarters and within 90 days of the completion of the fourth quarter of each Budget Period.

6.3.3 *Report Submission*

Reports may be submitted electronically via e-mail or in hard copy form via mail or courier service to the GOTR.

7.0. **Section VII - Agency Contacts**

7.1 *Management and Technical Assistance Program Point of Contact*

Questions concerning general information contained in this Announcement should be directed to the GOTR, Carol L. Thompson, at [7jgrants@sba.gov](mailto:7jgrants@sba.gov)

7.2 *Financial/Grants Management Point of Contact*

Questions regarding budgetary matters related to this Announcement should be directed to [electronic.grants@sba.gov](mailto:electronic.grants@sba.gov).

7.3 *Grants.gov Technical Support*

For technical support with filing an electronic application in response to this Announcement, contact the Grants.gov help desk at 1-800-518-4726 or [support@grants.gov](mailto:support@grants.gov).

8.0. **Section VIII - Other Information**

8.1. *Definitions*

The following definitions apply to awards made under this Announcement (see 13 C.F.R. § 124.3 and 13 C.F.R. § 124.701-704 for additional definitions relating to the Management and Technical Assistance Program):

8.1.1 *7(j) Eligible Firms:* According to 13 C.F.R. § 124.703, the following businesses are eligible to receive assistance from SBA through its service providers: (a) Businesses which qualify as small under part 121 of Title 13 of the U.S. Code, and which are located in urban and rural areas with a high proportion of unemployed or low-income individuals; and (b) Businesses eligible to receive 8(a) contracts.

8.1.2 *Applicant* – An eligible organization that applies for funding under this Program Announcement.

8.1.3 *Budget Period* – The 12-month period during which expenditure obligations will be incurred by the recipient of an award under this Announcement. For the purposes of this Announcement, the initial budget period will be from September 26, 2011 to September 25, 2012. Each option year, if exercised, will constitute a separate budget period.

- 8.1.4 *Cooperative Agreement* – A legal instrument reflecting a relationship between the United States government and a Recipient when the principal purpose of the relationship is to transfer a thing of value to the Recipient to carry out a public purpose of support or stimulation and substantial involvement is expected between the awarding agency and the Recipient when carrying out the activity contemplated in the agreement.
- 8.1.5 *Cost Policy Statement* – A document describing all accounting policies of an Applicant organization and narrating in detail its proposed cost allocation plan. This plan must stipulate the procedures used to identify, measure, and allocate all costs to each benefitting activity.
- 8.1.6 *Counseling* – Services provided one-on-one to an individual and/or business that are delivered in person (face-to-face), on the telephone, or electronically and which:
- a) are substantive in nature and concern the formation, management, financing, and/or operation of a small business enterprise; AND
  - b) are specific to the needs of the business or individual; AND
  - c) require a signed SBA Form 641 or equivalent form that supports SBA’s management information database.
- 8.1.7 *Notice of Award* – The legal document, signed by both SBA and a Recipient, that memorializes the award of funding under a Cooperative Agreement and contains the specific terms and conditions that apply to the award.
- 8.1.8 *Project Period* – The total period of performance for an award made under this Program Announcement, including the base and all option-year Budget Periods.
- 8.1.9 *Recipient* – An organization that has had its application accepted and has been awarded funding under this Program Announcement.
- 8.1.10 *Technical Assistance* – Counseling or training services provided to an individual and/or business in accordance with the terms of this Program Announcement and a Recipient’s Notice of Award.
- 8.1.11 *Training* – a workshop, seminar or similar activity or event which delivers a structured program of knowledge, information or experience on a business-related subject. The training must last for a minimum of one hour and include two or more individuals and/or businesses in attendance.
- 8.2 *Instructions for Completing the SF-424 (Application for Federal Assistance)*

Item 1           Enter: "Application"

Item 2	Enter: "New"
Item 3	Completed by Grants.gov upon submission.
Item 4	Leave Blank
Item 5a	Leave Blank
Item 5b	Leave Blank
Item 6-7	Refer to instructions at end of form.
Item 8-9	Refer to instructions at end of form.
Item 10	Enter: "U.S. Small Business Administration"
Item 11	Enter: CDFA Number 59.007 and Management and Technical Assistance Program
Item 12	Enter: Program Announcement No. GCBD-7(J)-2011-01
Item 13	Leave Blank
Item 14	Applicants must specifically identify each city, county, and state that will be affected by its project.
Item 15	Self Explanatory
Item 16	Refer to instruction at end of form.
Item 17	Leave Blank
Item 18	Self Explanatory
Item 19	Check Box C. The Management and Technical Assistance Program is not covered by E.O. 12372.
Item 20	Refer to instructions at end of form.
Item 21	Self Explanatory

8.3 *Instructions for Completing the SF-424A (Budget Information for Non-Construction Programs)*

The budget is the Applicant's estimate of the total cost of performing the project for which funding is being requested under this Announcement during the applicable Budget Period. The budget is to be based upon the total amount of funds that will be devoted to the project, including Federal funds, contributions from non-Federal sources, and program income (as applicable). All proposed costs reflected in the budget must be relevant to the conduct of the project and must be reasonable, allowable, and allocable under the applicable OMB Cost Principles and Agency policies.

All costs must be justified and itemized by unit cost in the Budget Narrative/Budget Detail Worksheet. All forms contained in the financial application package must be completed accurately and in full.

Enter the following information in the appropriate sections:

*Section A - Budget Summary*

Column A: Enter "Management and Technical Assistance Program"

Column B: Enter "59.007"

*Section B - Budget Categories*

Complete lines 6a – 6k, entering amounts by budget category, labeling columns 1- 5 as follows:

- 1 – Federal
- 2 – Non-Federal Cash
- 3 – Non-Federal In-Kind
- 4 – Program Income
- 5 – Totals

All amounts entered in this section must be expressed in terms of whole dollars. The itemization must reflect the total requirements for project funding from both Federal and non-Federal sources.

*Section C – Non-Federal Resources*

Refer to instructions on form.

*Section D – Forecasted Cash Needs*

Refer to instructions on form.

*Section E – Budget Estimates*

Refer to instructions on form.

*Section F – Other Budget Information*

Direct Charges: Transfer the total direct charges from Section B, line 6i.

Indirect Charges: Transfer the total direct charges from Section B, line 6j.

*Section G - Personnel*

List the name, title, salary for each employee who will be paid with project funds and the estimated amount of time each will devote to this project. NOTE: Fees, expenses, and the estimated amount of time to be devoted to the project for outside consultants/contractors belongs in the contractual line item, not here.

*Section H - Fringe Benefits*

Leave blank if fringe benefits applicable to direct salaries and wages are treated as part of indirect costs in the Indirect Cost Rate Agreement (ICRA). If your organization's fringe benefit package is not included in your ICRA, list each component included as a fringe benefit.

*Section I - Indirect Charges*

Enter the indirect cost rate, date, and Federal agency that issued your ICRA. If your organization does not have an approved ICRA, you must negotiate an ICRA with SBA in accordance with the applicable OMB Cost Principles.

*Section J - Justification of Costs*

All proposed costs require justification and narrative explanation.

*Section K - Miscellaneous or Contingency Costs*

Leave blank. No miscellaneous or contingency costs are allowed.

*Section L - Proposal Costs*

Leave blank. SBA will not pay any costs incurred in the preparation and submission of a proposal.