

**U.S. Small Business Administration**  
**Office of Women's Business Ownership**

**WOMEN'S BUSINESS CENTER (WBC)**  
**(INITIAL GRANT)**

**FY 2011**

**Program Announcement No. OWBO-2011-01-1**

The purpose of this Program Announcement is to provide funding to a non-profit organization to start a new, community-based women's business center in the **State of Idaho**. Applicants must be private, non-profit organizations with 501(c) tax exempt status from the U.S. Treasury/Internal Revenue Service. Public non-profit organizations and for-profit businesses are not eligible for this award.

**Opening Date: August 5, 2011**

**Closing Date: September 5, 2011**

Proposals responding to this Program Announcement must be posted to [www.grants.gov](http://www.grants.gov) by 11:59 p.m. Eastern Daylight Time, **September 5, 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 WOMEN'S BUSINESS OWNERSHIP**

**Table of Contents**

<b>Paragraph</b>	<b>Subject</b>	<b>Page</b>
<b>1.0</b>	<b>Section I - Funding Opportunity Description</b>	<b>4</b>
1.1	Program Overview	4
1.2	Introduction	5
1.3	Background	5
1.4	Purpose	5
1.5	Leveraging of Resources	5
1.6	SBA Involvement and Oversight	6
1.7	Changes or Cancellation	6
<b>2.0</b>	<b>Section II - Award Information</b>	<b>6</b>
2.1	Estimated Funding	6
2.2	Expected Number of Awards	6
2.3	Period of Performance/Budget Periods	6
2.4	Funding Information	7
2.5	Funding Instrument	7
2.6	Non-Federal Matching Requirement	7
2.7	Non-Federal Match Certification	8
2.8	Women's Business Center Match Waiver	8
<b>3.0</b>	<b>Section III - Eligibility Information</b>	<b>8</b>
3.1	General	8
3.2	Eligible Applicants	8
3.3	Ineligible Applicants	9

<b>4.0</b>	<b>Section IV – Application and Submission Information</b>	<b>10</b>
4.1	Application Instructions	10
4.2	Submission Instructions	12
4.3	Required Proposal Submission Dates	14
<b>5.0</b>	<b>Section V – Application Review Information</b>	<b>14</b>
5.1	General	14
5.2	Evaluation Criteria	14
5.3	Review and Selection Process	22
<b>6.0</b>	<b>Section VI – Award Administration Information</b>	<b>23</b>
6.1	Award Notification	23
6.2	Administrative and National Policy Requirements	23
6.3	Reporting	23
6.4	Recordkeeping Requirements	24
<b>7.0</b>	<b>Section VII – Agency Contacts</b>	<b>24</b>
7.1	Office of Women’s Business Ownership Point of Contact	24
7.2	Financial/Grants Management Point of Contact	24
7.3	Grants.gov Technical Support	25
<b>8.0</b>	<b>Section VIII – Other Information</b>	<b>25</b>
8.1	Definitions	25
8.2	Additional Resources and Partnerships	31
8.3	Frequently Asked Questions	31
8.4	Instructions for Completing the SF-424 Package	32
8.5	Templates and Charts Milestone Chart   Web-Based Self Assessment   Checklist of Required Submissions	36

**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 Women's Business Center Program Initial Grant
- 1.1.3 Announcement Type Initial
- 1.1.4 Funding Opportunity Number: Program Announcement No. OWBO-2011-01-1
- 1.1.5 CDFA Number 59.043
- 1.1.6 Closing Date for Submissions: September 5, 2011, 11:59 PM Eastern Daylight Time
- 1.1.7 Authority: Small Business Act, §§2(h) and 29 (15 U.S.C. §§ 631(h) and 656), as amended
- 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 (Project Year 2011-2012)
- 1.1.11 Award Amount/Funding Range: A total amount of \$150,000.00 in funding is available for this program in FY 2011. SBA expects to make one (1) award in the amount of \$150,000.00 under this Program Announcement for a new WBC in the State of Idaho. The Recipient organization is required to match awarded funds on a 1:2 ratio for the first two years of the grant and a 1:1 ratio for the next three years.
- 1.1.12 Project Duration: Award will be made for a base project period of 12 months, with 4 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: September 30, 2011
- 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: Office of Women's Business Ownership  
U.S. Small Business Administration  
Tel: (202) 205-6673 | Email: owbo@sba.gov

## 1.2 Introduction

The Women's Business Center (WBC) Program was established by the Women's Business Ownership Act of 1988 (Public Law No. 100-533) as the Women's Business Demonstration Pilot, providing grants to private non-profit organizations to aid and encourage the development and growth of small women-owned businesses through long-term training and counseling. The program was expanded and made permanent in 2007 when the WBC Sustainability Grant Program, established in 1999, was replaced with the WBC Renewal Grant Program.

## 1.3 Background

Since its inception in 1953, the Small Business Administration (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 the WBC Program is to act as the catalyst for providing in-depth, substantive, outcome-oriented business services to women entrepreneurs, both nascent and established businesses, a representative number of which are socially and economically disadvantaged. This mission is accomplished through the award of financial assistance to private, 501(c)- certified non-profit organizations to enable them to affect substantial economic impact in their communities, as measured by successful business start-ups, job creation and retention, and increased company revenues.

## 1.4 Purpose

Eligible organizations (as defined in Section 3.2) may apply to SBA for an award of financial assistance under this Program Announcement to fund a project to start a new, community-based women's business center in the State of Idaho. A WBC provides technical assistance to women entrepreneurs, both nascent and established. A representative number of clients served by a WBC must be socially and economically disadvantaged. A WBC grant recipient must provide assistance to women entrepreneurs in the areas of finance, management, marketing, and other areas as defined in this Program Announcement.

## 1.5 Leveraging of Resources

The Applicant selected for award under this Program Announcement is required to maximize 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, 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 WBC Program is managed by the Assistant Administrator of the Office of Women's Business Ownership (OWBO) under the direction of the Associate Administrator for Entrepreneurial 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 OWBO.

A designated Program Manager (PM) located within OWBO at SBA Headquarters will be responsible for the overall monitoring and oversight of the WBC Program award Recipient, including compliance with the terms of the cooperative agreement.

A designated Grants Officer within OWBO will be responsible for issuing the Notice of Award, making modifications to the award, and processing payments.

#### **1.7 Changes or Cancellation**

SBA reserves the right to amend or cancel this Program Announcement, in whole or in part, at the Agency's discretion. Should SBA make material changes to this Program 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 Estimated Funding**

The award made under this Program Announcement will be \$150,000.00, subject to available funding.

#### **2.2 Expected Number of Awards**

The SBA expects to make one (1) award under this Program Announcement for a new WBC in the state of Idaho.

#### **2.3 Period of Performance/Budget Periods**

Award will be made for a 5-year period of performance, consisting of a base period of twelve (12) months from the date of award and four (4) option periods of twelve (12) 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 12-month Budget Period.

#### **2.4 Funding Information**

Funds provided under the WBC Program must be used solely for the purposes stipulated in this Program 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 forty-nine percent (49%) of award funds may be expended on contractor and/or consultant costs.

Indirect costs will be capped at maximum of twenty percent (20%) of the total cost of the budget (to include non-federal match) regardless of the amount stipulated in an Applicant's indirect cost rate agreement.

#### **2.5 Funding Instrument**

The funding instrument used will be a Cooperative Agreement.

#### **2.6 Matching Requirement**

The WBC is required to provide a non-federal match. Non-federal match may consist of cash, in-kind and program income and must be used for approved budgeted items only.

##### **A. Annual match**

The Recipient organization is required to match awarded funds on a 1:2 ratio (\$1 of non-federal funds for every \$2 of federal funds) for the first two years and 1:1 in the three subsequent years.

##### **B. Non-Federal Match**

###### **1. Cash**

Matching contributions must come from non-federal sources such as state and local public funds; private individuals, corporations and foundations; and program income (income from program services). When permissible under the terms of the Community Development Block Grant (CDBG) Program, CDBG funds may also be used as match. The matching contribution must be pledged for the WBC activities. At least one half of the non-federal match must be in the form of cash.

###### **2. In-Kind Match**

No more than one-half of the non-federal matching assistance may be in the form of in-kind contributions, including but not limited to office equipment and office space.

C. Failure to Obtain Match

The SBA may withhold payment at any time if the required level of non-federal match has not been obtained. Payment will be withheld unless the Recipient has adequately certified that the required amount of match has been fully obtained and expended for project activities during each quarter, with the exception of the first quarter of the budget period.

**2.7 Non-Federal Match Certification**

The Recipient must certify that the non-federal matching share has been obtained and expended on the WBC Project and must maintain records of all cash, in-kind donations, program income and how it was spent. (See: <http://www.sba.gov/content/womens-business-center-grant-opportunities> for Cash Match certification worksheet). Records will be reviewed by the DOTR or other financial examiner during site visits and the mid-year and annual programmatic and financial review. NOTE: Donations from federal entities may not be claimed as match.

**2.8 Women's Business Center Match Waiver**

On September 27, 2010, President Barack Obama signed into Law the Small Business Jobs and Credit Act of 2010 (Public Law Number 111-240). Section 1401 of the Law provides SBA the authority to waive the non-federal match for the WBC Program. This authority is at the discretion of the SBA and no WBC is guaranteed a waiver of match. Under the Law, the waiver authority is valid only through funds appropriated through Fiscal Year 2012.

The match waiver is not automatic for WBCs. This waiver must be requested in writing from the WBC and is granted at the discretion of the SBA. The SBA will look at the financial condition of the WBC, compliance with the WBC program, outstanding findings and recoupment from programmatic or financial exams, the current budget and proposed budget of a WBC, a narrative statement, certifications, and any other documentation required.

See SBA Procedural Notice No. 9000-1884, Women's Business Center Match Waiver Procedures for guidelines located at: <http://www.sba.gov/content/womens-business-center-grant-opportunities-0>.

**3.0 Section III - Eligibility Information**

**3.1 General**

An organization may submit only one proposal in response to this Program Announcement. Any additional applications from the same organization will automatically be rejected without being evaluated.

**3.2 Eligible Applicants**

In order to be eligible for this funding opportunity, Applicants must be a private non-profit organization certified under § 501(c)- of the Internal Revenue Code of 1986 and have been providing technical services to women entrepreneurs.

Applicants must document as part of the narrative proposal that it –

- A. Is located within and will provide services to the population of the state listed in this Program Announcement.
- B. Continues to be organized and incorporated in the United States, and remains in good standing in the state or territory of incorporation (a copy of this document must be attached to the applicant's technical proposal);
- C. Is a private not-for-profit or non-profit corporation with an active 501(c)- federal tax-exempt status certification from the United States Department of Treasury/Internal Revenue Service (a copy of this document must be attached to the applicant's technical proposal);
- D. Provides technical assistance to small business concerns owned and controlled by women;
- E. Has an established organizational infrastructure with an internal financial management system that currently meets the requirements of 2 C.F.R. Parts 215, Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Non-Profit Organizations.

Is responsible for hiring, supervising, and employing key staff (including a full-time, (40 hrs per week) program director whose time is dedicated 100% to managing the day-to-day operation of the WBC) as well as overseeing all financial aspects of the WBC.

Applicants responding to this Program Announcement may not apply for a new WBC Project within 50 miles of an existing WBC Project without: (1) a written narrative; and (2) additional documentation (number of socially and economically disadvantaged persons within the proposed service area, census data, population, etc.). The narrative and supporting documentation must clearly justify the necessity for an additional WBC Project within the same area of service as the existing WBC Project. SBA will take the narrative and any supporting documentation into consideration when reviewing, ranking and scoring the applicant's proposal

### **3.3 Ineligible Applicants**

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

- Any organization that owes an outstanding and unresolved financial obligation to the federal government;
- Any organization that is currently suspended, debarred or otherwise prohibited from receiving awards of contracts or grants from the federal government;
- Any organization 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 organization that has had a grant or cooperative agreement involuntarily terminated or non-renewed by SBA for cause;
- Any organization that has filed for bankruptcy within the past five years; and/or
- Any organization that proposes to serve as a pass-through and permit another organization to manage the day-to-day operations of the project.
- Any organization that does not propose to hire and employ a full-time (40 hrs per week) program director whose time is dedicated 100% to managing the day-to-day operation of the WBC and staff for the purpose of managing the day-to-day operations of the WBC.

#### 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 the application must be a cover letter which includes the following information:

- Statement that the application is in response to Program Announcement No. OWBO-2011-01-1;
- 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*

- The technical proposal pages must be numbered and should not exceed the minimum amount needed to address the requirements of the Program Announcement. The Technical Proposal serves as a 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 provide technical assistance to women entrepreneurs, both nascent and established. A representative number of clients served by a WBC must be socially and economically disadvantaged. (see Section 5.2 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 for further guidance);
- Identification of the project director and all other key and non-key personnel, including key personnel résumés and position description for all staff (or position descriptions for unfilled positions). Résumés must include experience and position descriptions must detail services relevant to this project. Copies of résumés and position descriptions must be included as attachments in accordance with Section 4.1.5 (see Section 5.2.2 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 forty-nine percent (49%) 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;
- An organizational chart;
- A separate timeline of performance milestones for the first 12-month project year as well as each four (4) 12-month option years of the project's 5-year term.

#### 4.1.3 *Budget Information*

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

(Note: A SF-424, 424A, 424B, Annual Budget Summary Worksheet, Certification of Cash Match and Program Income, and Budget Narrative must be submitted for the Base Year and 1 for each option year for a total of five (5) costs proposals.)

- Standard Form SF-424, Application for Federal Assistance;
- SF-424A, Budget Information (Non-Construction Programs);
- SF-424B, Assurances – Non-Construction Programs;
- Annual Budget Summary Worksheet (B10 - B16). An Applicant may substitute its own worksheets in place of the Annual Budget Summary provided it includes all the same cost elements/line items covered by the B10 - B16;
- Certification of Cash Match and Program Income and Sources of Match; and
- Budget narrative providing a brief, detailed explanation of the components of each cost element listed in the SF-424A and B10 - B16;

#### 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, Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Non Profit Organizations;

#### 4.1.5 *Attachments and Exhibits*

Along with the items discussed in the Technical Proposal, Budget Information, and Evaluation Criteria sections, Applicants must submit copies of the following with its proposal (as applicable):

- Resumes for key personnel, position descriptions for all staff, copies of contracts, consulting agreements, letters of support, pledges of additional funding or in-kind resources, leases, conflict of interest policy;
- Copy of the Applicant's Cost Policy Statement;
- 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, OWBO will cap indirect costs charged to an award made under this Program Announcement at twenty percent (20%) of the total cost of the budget (to include non-federal match) regardless of the amount stipulated in an Applicant's indirect cost rate agreement; and
- 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 5, 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 *Mission Alignment and Experience (10 Points)*

To maximize the effectiveness of the WBC, its program goals and objectives must align with the mission of its local host and the mission of the national Women's Business Center Program. State the WBC's mission and host mission (if applicable), and describe the mission alignment of the WBC to its host and the national WBC program. (5)

Describe relevant past experience. The Applicant must demonstrate expertise in long-term and short-term training and counseling programs, and, most specifically, experience in providing targeted business development services to women. (5)

5.2.2 *Organizational Experience and Capacity (10 Points)*

- A. Applicants must demonstrate an adequate staffing plan to accomplish the goals and objectives as set forth in its proposal.

Include an organizational chart for the WBC Project, which includes all proposed full-time and part-time program staff, titles, and the amount of time each will devote to the WBC Project. (1)

Include résumés for the program director and all key personnel (i.e., staff members who dedicate 50% or more of their time to the WBC Project and who are vital to its success) and position descriptions for ALL personnel (key and non-key). Must agree with the Budget Detail Worksheet B-10A and B10B, provided at: <http://www.sba.gov/content/womens-business-center-grant-opportunities>

The grant requires a full-time (40 hrs per week) program director whose time is dedicated 100% to managing the day-to-day operation of the WBC (this position cannot be shared between two or more employees). The proposed Program Director's résumé will be evaluated for an appropriate level of business experience, supplemental experience in the areas of leadership and management experience in leading other government program initiatives, etc.

- B. The proposed Program Director's resume will be evaluated for appropriate level of business experience and supplemental experience in the areas of non-profit leadership and management, experience in leading other government program initiatives, etc. (5)
- C. Include a list of board members and each member's phone number and e-mail address. (1)
- D. State by whom and during what hours the facility or facilities will be staffed. In addition, provide a list of planned closures. (e.g., holidays, etc.) (1)
- E. The WBC is required to have a readily accessible location in the service area with facilities and administrative infrastructure sufficient to operate the WBC project. (1)
- F. The WBC must be open to clients 40 hours per week. The WBC's work week must include weekend and weeknight hours, and a plan for online counseling to serve clients during non-traditional hours. If the WBC operates at more than one location under the same Cooperative

Agreement, the 40 hour requirement may be divided between two facilities. However, no more than two locations may share the 40 hours. (1)

5.2.3 *Market Assessment for Services Provided (15 Points)*

- A. Provide a narrative description of the target market to be served—geographic size and area type (urban, rural, suburban), population numbers and demographics. Use data to support your assertion. (5)
  - 1. Describe plans to reach a representative number of women who are socially and economically disadvantaged.
  - 2. Describe the need for the WBC in the geographic area.
- B. Describe the specific needs and benefits of SBA funding for this WBC. (5)
- C. Describe how the WBC project complements and does not duplicate other public and private projects or services in the market area. (5)

If the SBA determines there is overlap and/or duplication of service area, the Agency reserves the right to decline such an application, regardless of how highly it scores on other evaluation criteria. The SBA also has the discretion to accept such an application after negotiating with the Applicant to amend its proposed scope of services to eliminate any overlap between the Applicant and the existing WBC.

5.2.4 *Ability to Reach Special Target Markets (10 Points)*

An Applicant whose primary service location is in a Community Reinvestment Act (CRA) designated area (see 12 C.F.R. § 228.12) will receive additional points due to SBA's belief that the WBC is better positioned to provide services to underserved areas, which is a program priority.

Identify additional target sub-groups located in CRA-designated areas to which services will be marketed.

12 C.F.R. § 228.12 contains definitions for key terms used in this section of the program announcement.

CRA designated are:

- A. Low-or moderate-income geographies;
- B. Designated disaster areas; or
- C. Distressed or underserved non-metropolitan middle-income geographies designated by the Board, Federal Deposit Insurance Corporation, and Office of the Comptroller of the Currency, based on—

1. Rates of poverty, unemployment, and population loss; or
2. Population size, density, and dispersion. Activities revitalize and stabilize geographies designated based on population size, density, and dispersion if they help to meet essential community needs, including needs of low- and moderate-income individuals.

Go to: <http://www.ffiec.gov/Geocode> to confirm your eligibility.

Then type: Get Census Demographic: Underserved or distressed Tract response should be: Yes (print out and include)

OR

You can provide a narrative that includes the key components of the definition, such as income, unemployment rate, etc. to demonstrate your eligibility for these additional points.

#### 5.2.5 *Project Objectives and Milestones (15)*

Services and Activities to be Offered to Small Businesses Owned or Controlled by Women or Women Entrepreneurs and Other Clients.

- A. Provide a narrative, 5-year plan with clear goals, measurable objectives, and time-phased activities that are results-oriented to increase business expansions and new business start-ups among prospective clients. In establishing goals, you should work with the local District Office to determine local market needs. These goals should be set forth in the proposal and may be adjusted by OWBO. New goals will be set in FY 2012.
  1. The plan must include a projected number of clients to be counseled and trained in each grant year. Performance goals will be negotiated with the assistance of the local District Office and OWBO annually based on funding levels, market needs and capacity of host.
  2. The plan must include long- and short-term training, counseling and technical assistance, and must provide for serving nascent entrepreneurs as well as start-up and established businesses.
  3. Provide a completed projected milestone chart (see Section 8.5, Other Information, for sample) and a timeline for each of the project years, showing goals, objectives and planned activities. List the types of training and counseling to be offered during the budget period.

B. Areas of assistance shall include, but not be limited to:

1. Financial Assistance

- how to prepare a loan package and secure business credit from all lending sources (WBCs should detail plans to provide loan packaging services with an emphasis on SBA loans);
- how to prepare and present financial statements;
- how to manage cash flow, and understand and comply with tax laws, accounting principles and welfare regulations (where appropriate);
- how to manage the financial operations of a business;

2. Management Assistance

- how to effectively startup and/or manage a business;
- how to engage in strategic business planning;
- how to manage employees, operations and inventory;
- how to evaluate technology;
- legal advisory information; and
- individual or group mentoring by successful business people.

3. Marketing Assistance

- how to increase a business' capacity to prepare and execute marketing plans;
- how to develop pricing, packaging, and distribution strategies;
- how to identify and pursue local and export contract opportunities; and
- how to use effective public relations, networking and advertising techniques as well as use of the Internet for marketing purposes.

4. Export Assistance

In cooperation with SBA's Office of International Trade, the Department of Commerce and other relevant federal agencies –

- a. The WBCs should promote export assistance programs to their clients and the WBC should serve as a resource to refer small businesses to appropriate resources for trade finance, trade promotion, trade adjustment, and trade remedy assistance.

- b. The WBCs should collaborate in trade data collection as identified through the Entrepreneurial Development Management Information System or as identified in their annual work plans.
- c. The WBCs should work with SBA's USEAC personnel to conduct Export Trade Assistance Partnership (E-TAP) programs to help increase small business participation in international trade.
- d. The WBC may provide small business owners with access to a wide variety of export-related information by establishing on-line computer linkages between WBCs, U.S. Export Assistance Centers, the Department of Commerce and their respective informational international trade databases. [www.export.gov](http://www.export.gov)
- e. The WBCs should identify in their annual work plans all WBC counselors and staff who are certified in providing export assistance as identified in Section 1204 of the Small Business Jobs Act of 2010.

5. Additional Specialized Assistance

For example, issues may include: home-based businesses, legal matters, accounting, rural business, agribusiness, construction, child care, elder care, manufacturing, procurement, web development, business expansion and franchising, or international trade, business programs helpful to veterans, people seeking to get off welfare, people with disabilities, and other subcategories of women in business.

5.2.6 Plans for Marketing and Collaboration with SBA and Other Community and Small Business Organizations (10 Points)

- Explain how the organization interacts and coordinates with the SBA and its resource partners and explain how the collaboration will continue to contribute to the success of the WBC.
- Demonstrate involvement with SCORE, Small Business Development Centers (SBDCs), SBA Microloan Program lenders, non-lender technical assistance providers, and other SBA resource partners, such as mainstream financial institutions, state and/or local governments, chambers of commerce, loan funds, community colleges, and women's organizations, through co-sponsorship agreements and memoranda of understanding.
- To the extent practicable, provide commitment letters and/or cooperative agreements that state how the organization and its WBC unit will cooperate to leverage resources, including outreach to local media.
- The WBC must maintain a working relationship with the district director and the DOTR in the nearest SBA District Office, and provide support for their outreach efforts to women. Document the organization's plans to:

1. use the SBA as a resource partner and maintain communication with the DOTR;
  2. participate with the SBA in conferences and special programs for women;
  3. include the SBA in outreach activities and events;
  4. promote SBA programs to the WBC's clients;
  5. display SBA brochures and SBA signage (provided by the SBA) in a prominent area at the women's business center location(s).
- The WBC must have e-mail capability to counsel and respond to client technical assistance questions, have access to the Internet for staff and clients.
    1. The SBA hosts an on-line training network, the Small Business Training Network (SBTN) that the WBC may utilize for training purposes at [www.sba.gov/training/onlinecourses/index.html](http://www.sba.gov/training/onlinecourses/index.html). The WBC may also contribute training materials, which it has developed, to the site.
    2. The WBC must create and support its own website and link to the SBA website at [www.sba.gov](http://www.sba.gov).

#### 5.2.7 Sources and Leverage of other Funds (15 Points)

WBCs that are able to leverage other funding sources to support WBC-eligible activities are best positioned for long-term sustainability and growth. Diversification of funding sources provides a broad, solid funding foundation for the program; and signifies a growing strong reputation in the "business services" community, for providing in-depth, value-added services to customers.

Include the source, amount and duration of funds provided by each organization to the WBC and the purpose for which the funds have been provided. Use the "Cash Match and Program Income Certification Worksheet" located at <http://www.sba.gov/content/womens-business-center-grant-opportunities> for all sources of cash match.

Indicate which contributors will or will not be a part of the WBC match funds. Reminder: Federal funds may not be used as match.

The WBC grant Recipient must maintain an updated list of funding sources and amounts for each source of funds received (including grants, contracts and contributions). In addition, for each source of funds, documentation of the name and phone number of the donor/contractor/grantor, the amount of funding, the intended purpose for use on the WBC project, and any requirements,

stipulations or deliverables must be maintained and made available during any financial examination process.

Cash match leverage will be scored in the following manner:

- If the match is 1:1.5, 5 points
- If the match is 1:1.6 to 2.5, 10 points
- If the match is 1:2.6 and above, 15 points

#### 5.2.8 Financial Management Capability and Confirmation of Match (15)

The WBC grant Recipient must be able to account separately for award funds to ensure a clear audit trail and to identify the sources and uses of funds (including cash match, in-kind contributions, and program income).

- A. The application must include a copy of its 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.**
- B. The application must include a 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, Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Non Profit Organizations.
- C. This written statement must be provided in the grant proposal before the federal funds will be disbursed.
- D. Describe the organization's plan to ensure accuracy of its financial recordkeeping and describe its current practices regarding the receipt and expenditure of program funds. Explain how the organization will comply with the requirements that financial records must be accessible to the project director, and that both the project director and chief financial officer must approve WBC expenditures, endorse WBC bank drafts and co-sign financial reports and requests for reimbursement.
- E. Provide a detailed development plan demonstrating how the cash and in-kind match will be raised over the term of the grant. Include letters of support from potential sources of matching funds.
- F. If the organization plans to generate program income, the plan must identify the method and provide tuition rates, if any, for proposed services. All program income must be accounted for within the WBC's official financial statements.

5.2.9 Program Evaluation and Economic Impact (10 Points)

Describe the evaluation process and method the WBC will use for measuring the outcomes of its objectives and its compliance with all required financial, performance, customer-satisfaction, and follow-up reporting.

The organization must describe how it will follow up with clients (current and past) to collect the following annual economic impact data mandated by Congress —

- A. the number of individuals receiving assistance (current clients only);
- B. the number of startup business concerns formed;
- C. the gross receipts of assisted concerns;
- D. the employment increases or decreases of assisted concerns; and
- E. to the extent practicable, increases or decreases in profits of assisted concerns.

5.2.10 Technological Capabilities (13 Points)

The SBA seeks partners who invest resources into their online marketing and service capability. Applicants must either provide a narrative addressing the items on the Technology Self Assessment (See Section 8.5) or complete the self assessment. Applicants will be scored on the basis of the level of technology capability identified in their response.

Describe how you will utilize these online applications to serve your market. Provide your website address and any instructions, passwords, etc. necessary to preview these products and/or services to SBA upon request.

**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 123 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 Women's Business Center Program services to as broad a segment of the required area as possible as stated in this Program Announcement, 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

Women's Business Center 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 the Small Business Act, §§2(h) and 29 (15 U.S.C. §§ 631(h) and 656), as amended; 2 C.F.R. Parts 215, 220, 225, and 230, 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***

The Recipients will be required to submit quarterly financial reports to SBA using the SF-425, Federal Financial Report (FFR) within 30 days of the completion of each quarter.

#### **6.3.2 *Performance Reports***

The Recipients will be required to submit quarterly performance reports to SBA using the SF-PPR, Performance Progress Report, within 30 days of the completion of each quarter.

#### **6.3.3 EDMIS Reports (*Entrepreneurial Development's Management Information System*)**

WBCs are required to either manually enter performance data or upload data files to the EDMIS system, the Office of Entrepreneurial Development's (OED) centralized data collection system. EDMIS training is provided by SBA.

#### **6.3.4 *Report Submission***

The Recipient will be required to submit reports as instructed by the Notice of Award.

## **6.4 Recordkeeping Requirements**

### **A. Activity Records**

WBCs are required to maintain complete and accurate records and supporting documentation. Client counseling, training, and other activities must be fully documented on the SBA Form 641 and SBA Form 888.

In addition to the performance and program reports already mentioned in the Reporting Requirements, the WBC must maintain the following records:

#### **1. Counseling Activity Reports**

WBCs are required to collect all counseling activities on SBA Form 641 Counseling Information Form (or an equivalent form). Data gathered by this form must meet the minimum requirement as stipulated by OED's EDMIS database. Signed copies of these forms must be retained by the WBC either electronically or in hard copy and be made available for SBA review upon request.

#### **2. Training Activity Reports**

WBCs utilize SBA Form 888 Management Training Report (or an equivalent form) to report small business management training activities (see definitions section for training). WBCs may use a computerized version of this form. Hard copies of these forms must be retained by the WBC and be made available for SBA review upon request.

#### **3. WBC Client Evaluation Forms**

Evaluations of WBC services or client satisfaction surveys must be collected from clients who receive continuous counseling or attend a WBC training event. Copies of these evaluations must be retained by the WBC and be made available for SBA review upon request.

#### **4. Protection of Client Contact Information**

A WBC may not disclose the name, address, or telephone number of any individual or small business concern to which it provides assistance without the consent of that individual or concern, except as authorized by the SBA.

## **7.0. Section VII - Agency Contacts**

### **7.1 Office of Women's Business Ownership Point of Contact**

Questions concerning general information contained in this Program Announcement should be directed to the Office of Women's Business Ownership at 202-205-6673 or [OWBO@sba.gov](mailto:OWBO@sba.gov).

### **7.2 Financial/Grants Management Point of Contact**

Questions regarding budgetary matters related to this Program Announcement should be directed to the Office of Women's Business Ownership at 202-205-6673 or [OWBO@sba.gov](mailto:OWBO@sba.gov).

### 7.3 Grants.gov Technical Support

For technical support with filing an electronic application in response to this Program 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 Program Announcement.

- 8.1.1 *Applicant* – An eligible organization that applies for funding under this Program Announcement.
- 8.1.2 *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 30 to September 29. Each option year, if exercised, will constitute a separate budget period.
- 8.1.3 *Client* - The client is the business, if it exists. In the case of a prospective business, the client is the individual.

*In-Business*: A business that has completed the required registration(s), if applicable, with the local, state, and/or federal governments (e.g., DBA registration, business license, agency-issued tax identifications, etc.).

AND

At least one of the following:

- Has documented a transaction from the sale of a product or professional or personal service for the purpose of gain or profit;
- Has contracted for or compensated an employee(s) or independent contractor(s) to perform essential business functions;
- Has acquired debt or equity capital to pursue business operations (e.g., to purchase inventory, equipment, building, business, etc.); or
- Has incurred business expenses in the operation of a business.

*Nascent (Pre-venture) Entrepreneur*: An individual who has taken one or more active steps to form a business. This includes individuals seeking assistance from the SBA and/or one of its resource partners.

*Start-up*: A business that has been in operation up to 12 months.

- 8.1.4 *Closure* - A period of time when the WBC plans to cease operations, such as a national holiday, annual local event or other extended period of time.

- 8.1.5 *Contact hours* - The amount of time spent directly interacting with a business or individual client.
- 8.1.6 *Contributions/donations* - Funds received by the WBC with no conditions and that may be used as match or overmatch in the year expended. Federal funds or amounts reported as match may not be used as contributions to others.
- 8.1.7 *Cooperative Agreement* - A legal instrument reflecting a relationship between the United States government and the 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.
- 8.1.8 *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.
- 8.1.9 *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:

- are substantive in nature and concern the formation, management, financing, and/or operation of a small business enterprise; AND
- are specific to the needs of the business or individual; AND
- require a signed SBA Form 641 or equivalent form that supports SBA's management information database.

*Face-to-face counseling* - Meets the definition of "counseling" *and* should be no less than one hour initially (preparation time may be included in this initial calculation) and includes any counseling session thereafter regardless of time.

*Long-term counseling* - Meets the definition of "counseling" *and* includes 5 or more hours of contact time per individual or business during the federal fiscal year or any prior year.

*Online or telephone counseling* - Meets the definition of "counseling" *and* the recipient of the counseling must acknowledge, through an SBA Form 641 or an SBA-approved "electronic substitute," the requirements imposed by accepting counseling assistance from the SBA or its resource partner(s). (In states that accept electronic signatures, it may contain an electronic signature. In states that do not accept electronic signatures, the form must have an original signature.) Online or telephone counseling should be no less than 30 minutes initially (preparation time may be included in the initial consultation and the total time may include several electronic questions and responses that cumulatively add up to 30 minutes).

- 8.1.10 *Distance learning* - The process of connecting learners with remote and multiple resources. Such learning uses communication technologies to stimulate continuous and lifelong learning. The technologies used include video, audio, computer, satellite, audio-graphic and print technologies.

- 8.1.11 *Electronic commerce (eCommerce)* - Electronic commerce refers to all aspects of business and market processes enabled by the Internet and other digital technologies.
- 8.1.12 *Goals and initiatives* - WBC goals are those established in collaboration with OWBO and the SBA District Office.
- 8.1.13 *Grants Management Officer (GMO)* - The SBA official with delegated authority to obligate federal funds by signing the Notice of Award
- 8.1.14 *In-kind contribution* - A non-cash match contribution based on the value of goods and services that are provided to the project.
- 8.1.15 *Key Personnel* - A person who devotes at least 50% of her/his time to the project and who serves in a position/role that is vital to the successful operation of the WBC (e.g., program director, etc.).
- 8.1.16 *Non-Key Personnel* - Any employee who provides services that support the WBC Project but whose role is not vital to the project.
- 8.1.17 *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.
- 8.1.18 *Preparation time (hours)* - The amount of time spent preparing and researching information for a business or individual client.
- 8.1.19 *Program Director* - A full-time, (40 hrs per week) employee (required by statute) whose time is dedicated 100% to managing the day-to-day operation of the WBC. The Program Director's responsibilities include but are not limited to:
- Ensuring that WBC Project and services are delivered in accordance with the Program Announcement, Notice of Award, regulations, and statute.
  - Ensuring that the WBC is compliant with the Program Announcement, Notice of Award, regulations, statute, and OMB circulars.
  - Ensuring that all communications from the Office of Women's Business Ownership are provided to the appropriate parties of the WBC.
- 8.1.20 *Program funds* - Includes all SBA federal funds and all WBC matching and overmatch expenditures reported on the SF-425 (includes non-cash/in-kind). It does not include other funds under the grant Recipient's umbrella.
- 8.1.21 *Program income* - Gross income earned by the Recipient that is directly generated by an activity supported with project funds or earned as a result of the award. Program income includes, but is not limited to, income from fees for services performed, the use or rental of real or personal

property acquired under federally-funded projects, the sale of commodities or items fabricated under an award, and license fees and royalties on patents and copyrights.

8.1.22 *Project Period* – The total period of performance for an award made under this Program Announcement, including the base and all option-year Budget Periods.

8.1.23 *Recipient organization* - An applicant organization for which funding is approved and that enters into a Cooperative Agreement with the SBA. The recipient organization receives the federal funds and is responsible for establishing the WBC as an entity within the organization.

8.1.24 *SBA resource partner* - Organizations that provide services through SBA funding or through another recognized relationship with the SBA. Resource partners include, but are not limited to, SBDCs, SCORE, veterans business outreach centers (VBOCs), women's business centers, U.S. export assistance centers (USEACs), SBA Microloan Program intermediaries and non-lender technical assistance providers, and SBA co-sponsorship and memorandum-of-understanding partners.

8.1.25 *Socially and Economically Disadvantaged*

**A. *Socially Disadvantaged***

Socially disadvantaged individuals are those who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as members of a group. Social disadvantage must stem from circumstances beyond their control. In the absence of evidence to the contrary, individuals who are members of the following designated groups are presumed to be socially disadvantaged:

- physically handicapped
- African Americans
- Hispanic Americans
- Native Americans (American Indians, Eskimos, Aleuts, and Native Hawaiians)
- Asian Pacific Americans (persons with origins from Japan, China, the Philippines, Vietnam, Korea, American Samoa, Guam, U.S. Trust Territory of the Pacific Islands [Republic of Palau], Commonwealth of the Northern Mariana Islands, Laos, Cambodia [Kampuchea], Taiwan; Burma, Thailand, Malaysia, Indonesia, Singapore, Brunei, Republic of the Marshall Islands, Federated States of Micronesia, Macao, Hong Kong, Fiji, Tonga, Kiribati, Tuvalu, or Nauru; Subcontinent Asian Americans (persons with origins from India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands or Nepal)

**B. *Economically Disadvantaged Individuals – For WBC Project Purposes***

Economically disadvantaged individuals are socially disadvantaged individuals whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities. Persons whose household income is at or below 80 % of the Area Median Income (AMI)

**C. *Economically Disadvantaged Communities – For WBC Project Purposes***

Based on the New Markets Tax Credit (NMTC) Program definitions: NMTC program supports activities in eligible Low-Income Communities (LICs), which are defined by statute as population census tracts with a poverty rate of 20% or greater or a median family income at or below 80% of the applicable area median family income.

8.1.26 ***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.

8.1.27 ***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.

A. ***Co-hosted training (collaborative)*** – Meets the definition of “training” and further defined as an activity where each host organization actively participates and contributes substantially to the training.

B. ***Online Training*** – Online training is a structured program of knowledge, information or experience on an entrepreneurial or business-related subject. It must be of a quality and substantive nature, and must include a registration process as well as an evaluation process (e.g. 1-5 star ranking). The training must be for a minimum of 30 minutes and a course evaluation must be made available. Online training may be synchronous or asynchronous:

- ***Synchronous*** – A group of clients proceed through the training module(s) or program as a group.
- ***Asynchronous*** – A client individually proceeds through the training module(s) or program individually and is self-paced.

C. ***Total hours of training*** – The total number of hours the trainer spends teaching the training session.

8.1.28 ***Travel hours*** – The amount of time spent traveling to and from a location (separate from assigned post-of-duty) to meet with businesses or individual clients. If meeting with more than one client, travel time is counted only once.

8.1.29 *Underserved Market(s) – CRA designated areas (12 CFR 228.12)*

*Section 228.12 Definitions - Defines key terms used in the regulation, the section cited here is the definition:*

1. Low-or moderate-income geographies;
2. Designated disaster areas; or
3. Distressed or underserved non-metropolitan middle-income geographies designated by the Board, Federal Deposit Insurance Corporation, and Office of the Comptroller of the Currency, based on—
  - a. Rates of poverty, unemployment, and population loss; or
  - b. Population size, density, and dispersion. Activities revitalize and stabilize geographies designated based on population size, density, and dispersion if they help to meet essential community needs, including needs of low- and moderate-income individuals.

Go to: <http://www.ffiec.gov/Geocode> to confirm your eligibility. Then type: Get Census Demographic: Underserved or distressed Tract response should be: Yes

8.1.30 *Women's Business Center* – A SBA women's business center is a program or project funded, in part, by a grant from the SBA to provide technical assistance, such as training and counseling to women entrepreneurs, both nascent and owners of existing businesses. The WBC may exist within the framework of a larger economic development organization and may make use of the resources provided by that organization, and must be a clearly identifiable separate program or project of that entity.

- A. The WBC clients reported to SBA must be those receiving services from the WBC, not from the larger organization.
- B. The WBC finances must be accounted for separately from the parent organization and from any other WBC operated by the parent organization.
- C. Budgeted WBC funds must only be used for WBC Project purposes.
- D. As a WBC grant recipient the primary client focus must be women; the program or project cannot exclude male clients, but must target women.

8.1.31 **Woman Owned Business** – A small business concern that is not less than 51% owned by one or more women and the management and daily business operations of which are controlled by one or more women.

## 8.2 Additional Resources and Partnerships

### A. *Business Matchmaking*

WBCs are encouraged to participate in SBA Business Matchmaking events. Business Matchmaking provides a means for small businesses to be matched with procurement representatives from government agencies and major corporations with actual contract opportunities. Business Matchmaking is offered at no cost to its participants—buyers or sellers. The events combine education and counseling by pairing expert small business advisors and topical experts with networking and matchmaking through face-to-face events. There is also an online network at <http://www.businessmatchmaking.com/online.shtml>

### B. *Co-Sponsorship Agreements*

If one or more organizations and the SBA are involved with a WBC as co-sponsors of an activity, a co-sponsorship agreement must be executed by the SBA, the WBC, and all other co-sponsors in accordance with the SBA's Co-sponsorship SOP 90 75 2 or revised equivalent.

## 8.3 Frequently Asked Questions

**Question:** Is a small business development center (SBDC) eligible to apply for an award under this Program Announcement?

**Answer: No.** An SBDC is not a legal entity; it is a project funded under a federal grant program. However, the *recipient organization* of the SBDC federal grant is eligible to apply for a WBC grant if it is a private, non-profit organization and meets the WBC eligibility requirements. In addition, host organizations that house service centers as part of an SBDC network may also be eligible for a WBC grant if all eligibility requirements are met.

**Question:** Are colleges and universities eligible to apply?

**Answer: Yes.** A college or university may apply if it is a private, non-profit organization and meets all eligible requirements.

**Question:** May SBDCs provide cash or in-kind match to the WBC Project?

**Answer:** No. SBDCs are funded with federal monies, which are matched from non-federal sources. Because the WBC recipient may not use federal funds as match, SBDC federal funds may not be used as match. SBDC matching funds, as well as program income derived from an SBA SBDC grant, also may not be used as match. However, the SBDC's *recipient organization* may donate non-federal funds and in-kind donations to the WBC Project as match.

**Question:** May Community Development Block Grant (CDBG) funds be used as match?

**Answer:** Yes. If CDBG Program requirements are met and the funds are used for the WBC grant project.

**Question:** What are the key aspects of a successful women's business center?

**Answer:** Success could be defined by the following, but not limited to: having adequate funds; a good financial management system; a strong board of directors with proven fundraising capability; a committed staff with strong entrepreneurial experience; a program that meets the unique needs of the service area's business women; a strong marketing plan; and close ties with the local SBA District Office, its resource partners and the local business community.

**Question:** Should the Standard Form 424, Application for Federal Assistance (face page), indicate the total amount to be funded for the 5-year period?

**Answer:** No. The estimated funding (block 15) must indicate the proposed amount for each separate budget period. A Standard Form 424 must be submitted for the first 12 month project period (Base Year) and each of the four (4) Option Years, for a total of five (5) complete SF424 packages (i.e., Five complete separate packages including the following: SF-424, 424A, 424B, B10-B16) for each year's budget proposal.

#### 8.4 Instructions for Completing the SF-424 (Application for Federal Assistance) Package

(IMPORTANT: Must complete a separate SF-424, SF424A, SF424B, and Annual Budget Summary Worksheet (B10-B16) (or a reasonable facsimile) for the first 12 month project period (Base Year) and each of the four (4) Option Years, for a total of five (5) complete SF424 packages. (i.e., Five complete separate packages including the following: SF-424, 424A, 424B, B10-B16) for each year's budget proposal.

These documents may be more easily understood by supplementation with the Annual Budget Summary Worksheets (B10-B16).

E. Instructions for completing the Standard Form 424, Application for Federal Assistance located at Grants.gov: (NOTE: The Base Year (first 12 month period) SF-424 is located at Grants.gov. The Option year SF-424 forms may be obtained at the SBA, Office of Women's Business Center website.

Item 1	Application
Item 2	New
Item 3	Current date
Items 4 – 7	Leave Blank
Items 8 – 12	Self Explanatory
Item 13	Leave Blank
Item 14	Required. Must list all areas affected by your project.
Item 15	Women's Business Center (Initial Grant)
Item 16	Self Explanatory
Item 17	09/30/2011 09/29/2012

- Item 18a. Amount entered may not exceed \$150,000.00
- Item 18b.-g. Self explanatory
- Note: Enter the amount(s) that comprise the non-Federal match.  
Note: Use "e. Other" for In-Kind contributions)
- Item 19 Check "c." Program is not covered by E.O. 12372
- Items 20-21 Self Explanatory
- F. Instructions for completing the Standard Form 424, Application for Federal Assistance located at the SBA, Office of Women's Business Center Website:
- Item 1 Non-Construction
- Item 2 Enter Current Date
- Item 3 Leave Blank
- Item 4 Leave Blank
- Items 5-7 Self Explanatory
- Item 8 Check: New
- Item 9 U.S. Small Business Administration
- Item 10 59.043  
Title: Women's Business Ownership Assistance
- Item 11 Women's Business Center Initial Grant
- Item 12 Required.  
Must list all areas affected by your project. List all areas affected by the project. Attach additional sheet if needed.
- Item 13 9/30/12 – 9/29/13, for Option 1  
9/30/13 – 9/29/14, for Option 2  
9/30/14 – 9/29/15, for Option 3  
9/30/15 – 9/29/16, for Option 4
- Item 14a. Specify the applicant's congressional district
- Item 14b. List all congressional districts of applicant's planned service area(s)  
(required field - attach additional sheet if needed)
- Items 15-15a. Amount entered may not exceed \$150,000.00
- Item 15b.-g. Self explanatory (Refer to instructions on reverse of form)

Item 16 Enter: Check "b." This program is not covered by E.O. 12372.

Items 17-18 Self explanatory (Refer to instructions on reverse of form)

**A. Instructions for Standard Form 424A (Budget Information)**

These documents may be more easily understood by supplementation with the Annual Budget Summary Worksheets (B10 - B16).

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 should be justified and itemized by unit cost on the Annual Budget Summary Worksheets (B10-B16 or reasonable facsimile). All forms contained in the financial application package must be completed accurately and in full.

**Section A - Budget Summary** – Refer to instructions on form.

**Section B - Budget Categories**

Complete column 6a – 6k, entering amounts by budget category.

Block 6., Columns (1) - (4) reflect a breakout of costs as follows:

**(1) Federal      (2) Non-Federal Cash      (3) In-Kind      (4) Program Income**

The itemization must reflect the total requirements for funding from federal and non-federal sources.

**B. Section C - Non-Federal Resources**

Refer to instructions on form.

**C. Section D - Forecasted Cash Needs**

Refer to instructions on form.

**D. Section E - Budget Estimates**

Refer to instructions on form.

**E. Section F - Other Budget Information**

**1. Direct Charges**

Refer to instructions on form.

**2. Indirect Charges**

Refer to instructions on form.

**F. Other Budget Detail Information**

**Personnel**

1. List the name, title, salary for each employee and the estimated amount of time each will be assigned to this project. The Applicant must have a full-time, (40 hrs per week) employee (required by statute) whose time is dedicated 100% to managing the day-to-day operation of the WBC. This position may not be shared between two or more employees.
2. Résumés of all key personnel assigned to this effort must be included in the application.
3. Position descriptions for ALL personnel (key and non-key) assigned to this effort must be included in the application.
4. Note that fees, expenses, and estimated amount of time for outside consultants should be included in the contractual line item.

**G. 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.

**H. 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. **NOTE:** Indirect costs are limited to 20% of the total award (federal and non-federal) under the WBC project regardless of percentage allowed in approved rate.

**I. Justification of Costs**

All proposed costs require justification and narrative explanation.

**J. Miscellaneous, Contingency or "Etc." Costs**

No miscellaneous or contingency costs are allowed.

**K. Proposal Costs**

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

**8.5 Templates and Charts**

**8.5.1 Projected Milestone Chart (Prepare one chart for each year of the 5-year term)**

Name of Organization \_\_\_\_\_

State Project Year (1, 2, 3, 4, or 5) \_\_\_\_\_

**TRAINING AND COUNSELING TARGETS**

Type of Service	Number of Clients	Number of Hours
Training		
Counseling		
<b>TOTAL</b>		

ECONOMIC IMPACT TARGETS	Number
New Business Starts	
Jobs Created	
Access to Capital*	

**\* Project the dollar amount of capital that your client's will access as a result of your services.**

8.5.2 Web-Based Self Assessment <b>WBC SELF-ASSESSMENT OF WEB-BASED ACTIVITIES</b>	<b>Mark "X"</b>
BASIC	
1. Is your WBC accessible to clients via the Internet?	
a. Yes	
b. No	
2. Can clients obtain current information about upcoming events, training, business opportunities, etc. from your WBC website?	
a. Yes	
b. No	
3. Is your WBC website updated monthly to reflect current information and offerings so that the information clients obtain is accurate?	
a. Yes	
b. No	
4. Can clients access SBA's Home Page via a link from your WBC website?	
a. Yes	
b. No	
5. As an enhancement to our technical assistance, can clients directly access specific SBA program areas on the SBA Home Page via a link from your WBC website? (Procurement, SBIR, International Trade, etc.)	
a. Yes	
b. No	
6. Does your website provide client access to online training programs offered by other entities (other SBDCs, score, university sites, etc.)?	
a. Yes	
b. No	
7. Can clients communicate with your WBC via an automatic e-mail link?	
a. Yes	

b. No	
<b>ADVANCED LEVEL I</b>	
<b>8. On your website, can clients:</b>	
<b>a) Download forms and other templates?</b>	
i) Yes	
ii) No	
<b>b) Complete and submit forms and other templates?</b>	
i) Yes	
ii) No	
<b>c) Access a library of business and management resource materials?</b>	
i) Yes	
ii) No	
<b>d) Access information via search or query mechanisms?</b>	
i) Yes	
ii) No	
<b>9. Can clients register, schedule and receive counseling through an automated Internet system?</b>	
a. Yes	
b. No	
<b>10. Can clients register, schedule and receive training through an automated Internet system?</b>	
a. Yes	
b. No	

**8.5.3 Checklist of Required Submissions for Program Announcement**

Technical Proposal	Cost Proposal
<p><b>Address and submit each of the following as instructed and outlined in the Program Announcement.</b> <b>Program Information Narrative</b></p> <p><input type="checkbox"/> Mission Alignment and Experience</p> <p><input type="checkbox"/> Organization and Structure</p> <p><b>Include the following:</b></p> <ul style="list-style-type: none"> <li>- <b>Organization Chart (include names and positions for all proposed full- and part-time program staff employees working on the WBC Project)</b></li> <li>- <b>Resumes (for key personnel)</b></li> <li>- <b>Position Description (for ALL personnel – key &amp; non-key)</b></li> <li>- <b>List of Board of Directors (include phone number and e-mail address)</b></li> <li>- <b>WBC Hours &amp; Planned Closures</b></li> </ul> <p><input type="checkbox"/> Market Assessment for Services Provided</p> <p><input type="checkbox"/> Ability to Reach Target Markets (Community Reinvestment Act (CRA) designated area information)</p> <p><input type="checkbox"/> Project Objectives &amp; Milestones Narrative 5-Year Plan</p> <p><input type="checkbox"/> Plans for Marketing and Collaboration with SBA &amp; Other Community &amp; Small Business Organizations</p> <p><input type="checkbox"/> Include commitment letters and/or cooperative agreements.</p> <p><input type="checkbox"/> Sources and Leverages of Funds</p> <p><input type="checkbox"/> Financial Management Capability &amp; Certification of Match</p> <p><input type="checkbox"/> Include a certification that the financial system to be used for the WBC Project meets 2 C.F.R. Parts 215.21 – 215.28. (may be provided by a staff person with equivalent expertise to determine such)</p> <p><input type="checkbox"/> Program Evaluation and Economic Impact</p> <p><input type="checkbox"/> Technology Capability</p> <p><b>Supporting Documents</b></p> <p><input type="checkbox"/> Copy of All Subcontracts and Agreements (may not exceed 49% of total budget)</p> <p><input type="checkbox"/> Articles of Incorporation</p> <p><input type="checkbox"/> Non-Profit Verification (501(c) Certification from IRS)</p> <p><input type="checkbox"/> SBA Form 1623 (Debarment &amp; Suspension)</p> <p><input type="checkbox"/> SBA Form 1711 (Lobbying)</p> <p><input type="checkbox"/> SF-LLL (Lobbying)</p> <p><input type="checkbox"/> SBA Form 1224 (Cost Sharing Proposal)</p> <p><input type="checkbox"/> Approved Indirect Cost Rate (if applicable)</p> <p><input type="checkbox"/> Most recent audit (or financial statement)</p>	<p><b>Must include five (5) separate SF-424 Packages One (1) for the Base Year budget AND one (1) for each of the four (4) Option Years under the project.</b> <b>SF 424 Packages and Budget Details</b></p> <p><b>For Base Year</b></p> <p><input type="checkbox"/> SF-424</p> <p><input type="checkbox"/> SF-424A</p> <p><input type="checkbox"/> SF-424B</p> <p><input type="checkbox"/> Annual Budget Summary (B10 – B16)</p> <p><input type="checkbox"/> Certification of Cash Match and Program Income Include a list of sources for cash match and detail the activity which will generate program income. <b>Note:</b> In-kind should not be included on this worksheet.</p> <p><b>For Option Years 1 – 4 - Submit the following:</b></p> <p>SF-424</p> <p>SF-424A</p> <p>SF-424B</p> <p><b>Annual Budget Summary (B10 – B16) to include sources of match.</b></p> <p><b>Certification of Cash Match and Program Income. Include with the certification a list of sources for cash match and detail the activity which will generate program income.</b> <b>Note:</b> In-kind should not be included on this worksheet.</p> <p><input type="checkbox"/> Option Year 1</p> <p><input type="checkbox"/> Option Year 2</p> <p><input type="checkbox"/> Option Year 3</p> <p><input type="checkbox"/> Option Year 4</p> <p style="text-align: center;"><b>MAKE SURE OF THE FOLLOWING</b></p> <ol style="list-style-type: none"> <li>1. The SF-424 reflects the correct federal amount and non-federal match of which 50% is in the form of cash. <b>Note:</b> Cash match is all non-federal cash and program income;</li> <li>2. The SF-424A, block 6. a. – k., breaks out the federal share (in column 1); the non-federal cash (in column 2); in-kind (in column 3) &amp; program income (in column 4); and</li> <li>3. The budget does not include non-expendable equipment. Non-expendable equipment is unallowable under the grant. Expendable equipment, (valued at under \$5,000 per piece) is allowable and must be shown under the "Supplies" cost category.</li> </ol>