

## SBA Emerging 200

### *Program Announcement No. GCBD-2008-01*

April 4, 2008

#### RESPONSE TO GENERAL INQUIRIES

The U.S. Small Business Administration (SBA) has issued Program Announcement No. GCBD-2008-01 to eligible organizations to apply for funding to develop and deliver a national curriculum in support of SBA's Emerging 200 initiative. Successful applicants will receive awards under cooperative agreements for one year plus 4 optional years, subject to continued authorization and funding, to provide business training, counseling, mentoring and other technical assistance to small businesses in 11 designated cities. The goal of the *SBA Emerging 200* initiative is to identify approximately 200 inner-city businesses across the country that show a high potential for growth—and to provide them the network, resources and motivation required to build a sustainable business of size and scale within a designated inner-city geographic location. The *SBA Emerging 200* initiative will enable the participating small businesses to engage in an intensive curriculum focused on developing a winning, expansion strategy for their business, including options for capital access and contracting. Participants will also have the opportunity to work with experienced mentors, attend workshops and develop connections with their peers, city leaders, and financial community.

Questions about this program announcement should be directed to the SBA Office of Government Contracting and Business Development at [e200@sba.gov](mailto:e200@sba.gov).

Questions about budget or funding matters should be directed to SBA's Division of Procurement & Grants Management via e-mail at [electronic.grants@sba.gov](mailto:electronic.grants@sba.gov).

Program Announcement information can be found on-line at [www.Grants.gov](http://www.Grants.gov) and <http://www.sba.gov/aboutsba/sbaprograms/gcbd/index.html>. Please note proposal due dates, eligibility and other instructions posted on [www.Grants.gov](http://www.Grants.gov).

See [www.Grants.gov](http://www.Grants.gov) under *Applicant Resources* for additional information ([http://www.grants.gov/applicants/app\\_help\\_reso.jsp](http://www.grants.gov/applicants/app_help_reso.jsp)).

Interested parties should refer to the Program Announcement for information on this opportunity. The Program Announcement is the official document stating this funding opportunity including requirements and intended outcomes.

## **ADDITIONAL POINTS OF CLARIFICATION:**

### The number of cities included in this initiative and the number of small business participants per city.

This initiative is directed to eleven cities within the United States. The cities are cited in the Program Announcement and on [www.sba.gov/e200](http://www.sba.gov/e200). We expect a total of 200 small business participants (approximately 15-25 per city). Small business participants will be represented by one principal per business.

### The SBA District Office role

SBA District Office staff within each host city is the official representatives of this initiative in their city. They are working closely with SBA Headquarters staff and local coalition partners. SBA District Office representatives will work with the selected trainer(s) to implement the small business assistance provided in this initiative as well as local customization of the national curriculum within reason. SBA District Offices and their local coalition partners are commonly providing training space, marketing, audio-visual equipment and other on-site resources. SBA District Offices and their local coalition partners will provide marketing and community outreach to inform small business participants about this training opportunity.

### The SBA Emerging 200 Curriculum

Applicants are encouraged to submit an adequate description of their proposed curriculum within their application. The application, including information on the proposed curriculum (and curriculum if submitted), will be included in the SBA's review process. Applicants should review the information listed in the Program Announcement regarding intended training elements. SBA encourages applicants to identify their strategies, proposed curriculum, and additional creative solutions focused on assisting the small business participants.

### Initiative timeline

We anticipate the launch of the training for this curriculum to begin in all eleven cities beginning June 2008. We anticipate training in each city to last until approximately December 2008. Budget references in the Program Announcement should not exceed 12 months and remain focused on the budgetary needs to provide the training within the intended timeframe (June 2008 thru December 2008).

### Cooperative Agreement Payments

Cooperative agreement awardees are allowed advance payments. Such payment requests can be made each quarter (3-month period from the award announcement) so far as the advance request is limited to one-per-quarter and all advance requests do not exceed 75% of the award total. Advance payments may be up to 25 percent for each quarter of the year's Federal share funding.

See [www.Grants.gov](http://www.Grants.gov) under *Applicant Resources* for additional information ([http://www.grants.gov/applicants/app\\_help\\_reso.jsp](http://www.grants.gov/applicants/app_help_reso.jsp)).

### Budget timeline

Budget responses should cover the intended duration of this initiative. We intend to make an award to a trainer in May 2008, begin on-site training for the eleven host cities by June 2008 and conclude training in the eleven host cities by December 2008.

### Case studies

Current case studies and previous case studies are allowable in order to evidence past performance and program expertise.

### Congressional Districts

Please identify the Congressional District for the applicant per the instructions on the forms to be submitted (via [www.Grants.gov](http://www.Grants.gov)). You do not need to identify the Congressional Districts for each service area (the host cities).

### High Potential Small Businesses

This is not training for start-up businesses. It is for in-business companies with interest in a thoughtful expansion strategy and potential for next stage business growth. The companies who will benefit most from the training are located in the inner-city, have an established business of at three years and annual revenue of approximately \$400,000. Training is for senior executives.

### Training evaluations

Applicants should identify/propose any evaluative measures used as part of their training curriculum. SBA will work with the cooperative agreement recipient(s) to develop evaluations for this initiative and the participating small businesses.

### Research on urban businesses and inner-cities

SBA Office of Advocacy  
<http://www.sba.gov/advo/research/rs260tot.pdf>.

Initiative for a Competitive Inner-city (ICIC)  
<http://www.icic.com>

### Limitations on cooperative agreement funding dedicated to personnel, sub-contractors, in-direct expense rates, etc.

In the case of a contract for services (except construction), the concern will perform at least 50 percent of the cost of the contract incurred for personnel with its own employees. In the case of

a contract for supplies or products (other than procurement from a non-manufacturer in such supplies or products), the concern will perform at least 50 percent of the cost of manufacturing the supplies or products (not including the costs of materials). Awardees should not attempt/propose to serve simply as a “pass-through” award recipient nor sub-grant the tasks (although sub-contracting is permissible).

For indirect rates, use your government-wide indirect rate (current/former government grant award/cooperative award recipients). New applicants for government awards can propose their indirect rate which should be reasonable and is subject to SBA review and final decisions for reasonableness.

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#### Additional cities

The current funding is directed to support the training needs within the stated eleven cities as identified on [www.sba.gov/e200](http://www.sba.gov/e200) .

#### Location of trainer applicants

Trainer applicants do not need to reside or be based out of any of the eleven cities. Service to the small business participants on the SBA Emerging 200 initiative will be directed to the eleven host cities.

#### Intellectual property rights

The cooperative agreement award recipient (trainer) retains title to course materials but SBA has an unlimited and perpetual license to make use of the material at our discretion.

#### Audits and tax information

Tax information is required of all applicants. Your organization’s most recent audit is also required. Organizations still awaiting their first audit should note this fact and be ready to provide the audit as soon as it becomes available.

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#### Funding for individual small business owners

This particular Program Announcement is available for training purposes to support the SBA Emerging 200 initiative. Individual small business owners seeking assistance for their company’s development/growth purposes should contact any local SBA District Office, utilize our online resources at [www.sba.gov](http://www.sba.gov), or check for other opportunities posted on [www.grants.gov](http://www.grants.gov).