

U.S. SMALL BUSINESS ADMINISTRATION

OFFICE OF VETERANS BUSINESS DEVELOPMENT

FY 2010

**SPECIAL PROGRAM ANNOUNCEMENT FOR
ELIGIBLE ORGANIZATIONS LOCATED AND
PROVIDING SERVICE IN REGION X
(WASHINGTON, ALASKA, OREGON, IDAHO)**

**VETERANS BUSINESS OUTREACH
CENTER PROGRAM**

**NO. VBOC-2010-002
Initial Budget Period
(May 15, 2010 – May 14, 2011)**

The purpose of this program announcement is to provide outreach, assessment, long term counseling, training, coordinated service delivery referrals, mentoring & network building, procurement assistance and E-based assistance to benefit Small Business concerns and potential concerns owned and controlled by Veterans, Service Disabled Veterans and Members of Reserve Components of the US Military

**Proposals are to be posted to www.grants.gov by April 28, 2010
11:59:59 PM EST**

FISCAL YEAR 2010/2011

SECTION I. FUNDING OPPORTUNITY DESCRIPTION

A. INTRODUCTION

Federal Agency Name: U.S. Small Business Administration, Office of Veterans Business Development

Funding Opportunity Title: Veterans Business Outreach Centers Program

Announcement Type: Initial

Funding Opportunity Number: Program Announcement VBOC 2010-001

CDFA Number: 59.044

Closing Date for Submissions: April 28, 2010@ 11:59:59 PM EST - Proposals submitted **only at www.Grants.gov**

Authority: Section 8(b) (17) of the Small Business Act, 15 U.S.C. 637(b) (17)

Funding Instrument: Cooperative Agreement

Funding Period: Funding is for FY 2010

Expected Number of Awards: One Award
(Region X only – Washington, Alaska, Oregon, Idaho)

Award Amount: First year Federal award amounts will not exceed \$150,000 each budget period per recipient. Award amounts may vary, depending upon location, staff size, project objectives, performance and agency priorities, and additional special initiatives initiated by the Office of Veterans Business Development. Existing centers may receive additional funding for special outreach or other initiatives

Project Duration: Under this program announcement, the project period is five (5) years. The initial budget period is for 12 months, with the possibility of four additional (option) years. Each option year will constitute a separate budget period. Further funding

is subject to the availability of appropriations and the project recipient's satisfactory performance.

Project Starting Date:

Approximately May 15, 2010

Proposal Evaluation:

Applications will first be screened to determine if the applicant meets certain mandatory eligibility requirements. The SBA will not evaluate applicants that do not document in their application that they meet these requirements for participation in the VBOC program. In addition, applications that are incomplete, illegible, or unreadable, in whole or in part, will be deemed incomplete and will not be evaluated.

Selection Process:

An objective review committee (ORC) will score eligible proposals based on evaluation criteria stated in this program announcement. The ORC will include SBA officials from the areas of technical assistance and finance. Office of Veterans Business Development staff will review the ORC evaluations, the ORC's summary report on each applicant, and the applicants' proposals to determine the final scoring of award recipients. SBA may ask applicants for clarification on the technical and cost aspects of the proposals. Such clarifications must not be construed as a commitment to fund the proposed effort.

Location:

Application is open to eligible organizations located and providing service in Region X (Washington, Alaska, Oregon, Idaho) (As part of its statutory mandate for conducting (Overlap of Target Area and Services): the VBOC program, the SBA is charged with considering the proposed location of potential VBOCs. In doing so, the SBA seeks to make this program available to as wide a segment of the country as possible. While the location of the proposed center is one of the factors listed in the evaluation criteria, SBA will also examine the proposed location of the VBOC center after the initial evaluation has been performed to detect any potential overlap or duplication of efforts between applicants and an existing VBOC.

If the SBA concludes that an applicant's proposed scope of services would overlap or duplicate the efforts of another applicant and both applicants score highly in the evaluation process, the agency may exercise discretion in determining how to proceed. The SBA may choose to fund the higher-ranking application and decline the other applications. In the alternative, the SBA may accept both applications after negotiating with the applicants to amend their proposed scope of services to avoid any overlap or duplication of efforts.

Agency Points of Contact:

Questions concerning general information contained in this announcement should be directed to the SBA Grants Office Technical Representative (GOTR), Ramona Peyton @ 202-619-1690. **Only eligible entities should contact the SBA regarding this program announcement.**

Questions regarding budget matters related to this program announcement should be directed to Bernadette Sharperson @ 202-205-7049. **Only eligible entities should contact the SBA.**

B. PROGRAM OVERVIEW

The U.S. Small Business Administration (SBA) plans to issue Federal cooperative agreement awards to eligible nonprofit & State and Local government organizations to conduct Veteran's Business Outreach Center (VBOC) projects. The projects are to provide outreach, assessment, long and short-term business training, counseling, **directed referring, electronic or on-line assistance** and other technical assistance services to veteran, service disabled veteran and US Military Reserve Component business owners and entrepreneurs, including discharging service members eligible for participation in the DOD/DOL Transition Assistance Program. The project period is a 5-year term consisting of one base year funding with four option years.

The SBA has a proud history of helping veterans with building enterprises of their own. Helping to build enterprises is the main purpose for which SBA was founded. Today America's 28 million small businesses account for the creation of most new jobs in our nation, and employ more than half the private workforce.

Veterans have always played a special role in our country because they place themselves at risk to defend the rights, freedoms and economic opportunity we hold so dear. Many endure lifelong disabilities directly resulting from their service to America. They share a commonality of service, training, spirit and determination that lends itself to entrepreneurial success and inventiveness. Veterans find that this military experience is the training ground that teaches more than the art of war. It also instills the knowledge and skills that entrepreneurs need to succeed.

A Veteran's Business Outreach Center is a community-based project that is funded in part or wholly by the SBA through a grant. The project involves a planned scope of activities that provide business-skills, planning, and development and coordination services targeted to veterans and reservists. The project must operate as a distinct unit within the recipient organization, controlling its own budget for facilities, personnel, equipment, and resources to carry out project activities. The VBOCs services must include long-term training and counseling about financial planning and access, management, public and private procurement, marketing, job creation, and small business planning for the event of Federal Title 10 activation. These services must benefit small businesses owned and controlled by veterans, service-disabled veterans and Reserve Component members of the US Military. All grant recipients will be required to track and report specific outcomes from their service delivery.

C. PURPOSE

The VBOC is designed to maximize access to, coordination of, and delivery of entrepreneurial assistance and resources from both the public and private sectors. This assistance builds on and adds to the community of successful veteran entrepreneurs, and also maximizes utilization of the full range of SBA and other entrepreneurial resources. This SBA program specifically targets the full range of veteran's who are nascent entrepreneurs, who are in the start up or early phase operation of a small business, who are successful small business owners who want to better manage or grow their business, or who are successful veteran small business owners who want to support other successful veteran entrepreneurs through mentoring, networking & other assistance. The program provides outreach, assessment, long and short-term counseling and

training, coordinated referrals with next step follow-up, mentoring and network building and utilization of available SBA resources and resource partners, maximum utilization of other Federal, State and local entrepreneurial resources and agencies, veterans non-profit community organizations, local Chambers of Commerce, local entrepreneurial associations, and requires specific coordination with SBA District Offices, and where applicable, coordination with local or National Department of Labor Transition Assistance Programs (TAP), One Stop Work Force Investment Centers, local Department of Veterans Affairs Vocational Rehabilitation and Employment Services Offices, local or State Chapters of the DOD National Committee for Employer Support of the Guard and Reserve (ESGR), Department Of Defense Procurement Technical Assistance Centers (PTACs), State National Guard Adjutants, State Department of Veterans Affairs, State and County & City Economic Development authorities and other services as available and appropriate.

The long range goal is to establish sustainable VBOC networks that will provide coordinated service on a one-to-one basis, in small group's settings, to large groups in organized training programs and seminars, and in specialized initiatives based on the expressed needs of the veterans. Special efforts must be made to accommodate veterans whose disabilities impede their successful participation in entrepreneurial success. Service-disabled veterans who are not able to participate in group activities must receive this service individually. Service-disabled veterans who are able to participate in groups shall participate in group activities that encourage the maximum amount of individual attention. Each VBOC coordinates access to and works with available entrepreneurial resources to minimize duplicative efforts, while taking steps necessary to ensure entrepreneurial success.

OVBD anticipates selecting one VBOCs with current funding level of \$150,000. Providing that funds are available, selected center will have the opportunity to submit to perform specialized outreach efforts for Veterans and Service Disabled Veterans. OVBD must attempt to reach the entire nation with very limited funding resources. Organizations are encouraged to maximize other resources to leverage limited SBA funds to create and sustain a full service business assistance program specifically for veterans and reservists. Additional SBA funds may be provided for special initiatives not contained in the initial agreement and based on availability. Special consideration will be made to VBOC applications in states or metropolitan areas with large eligible veteran populations. The initial phase will be for one year. During this phase, the Recipient(s) will assist SBA by participating in development of a coordinated and interactive web based outreach, counseling, training and mentoring program. This will include coordination of access to available entrepreneurial resources from SBA such as District Offices, SCORE Chapters, Small Business Development Centers, Women's Business Centers, Procurement Center Representatives, International Trade, SBA lenders and other programs and partners. OVBD will establish program standards and measure key outcomes such as businesses started or saved, financing secured, procurements secured, jobs created or retained, and amount and value of mentoring provided by successful business owners and others. Extensive communication between VBOC, area SBA District Offices and the SBA Office of Veterans Business Development in Headquarters will be necessary to maximize effectiveness and to continuously improve the program.

VBOCs will be expected to coordinate with SBA District Offices, Small Business Development Centers (SBDCs), Women's Business Centers (WBC) and SCORE Chapters to collaboratively, coordinate their efforts to expand services and avoid duplication. When the VBOCs are located in communities with these resource partners, the VBOCs will coordinate with them in offering training and other forms of assistance to their clients. In communities where the VBOC is not physically located, coordinated referrals with follow-up to the veteran and the service delivery entity is expected. VBOCs are encouraged to fully utilize the resources of other Federal, State and local government, academic and private sector programs, entrepreneurial associations and others concerned with aiding small businesses in order to provide seamless and coordinated business development assistance.

SBA Involvement and Other Requirements

SBA will be involved in the following:

- Checking that VBOC activities conform to the requirements of the law, the program announcement, the cooperative agreement, SBA policy, and other areas agreed upon;
- Monitoring and overseeing the cooperative agreement and ongoing operations of the VBOC to see that Federal funds are used effectively and efficiently. This includes, but is not limited to: (1) reviewing records and files (including programmatic and financial reports); (2) reviewing procedures related to performance under this agreement; and (3) interviewing VBOC clients to determine satisfaction with VBOC services;
- Checking that the VBOC has adequate policies and procedures to monitor the receipt and expenditure of program income, and checking that program income was used:
 - 1) to waive tuition or other fees for project participation of economically and socially disadvantaged clients;
 - 2) for reasonable costs related to the project for written approval of the grants officer;
 - 3) for continuation of project activities following exhaustion of the project funds after the end of the budget period;
- Providing written approval of all contracts, other than those submitted as part of the proposal;
- Providing prior approval for the selection of all key personnel;
- Reviewing quarterly performance reports (including narrative and data reports) for completeness and adequacy;
- Referring clients to other VBOCs and other SBA resource partners for assistance;

Recipient Involvement

The following cooperation is required as appropriate, keeping in mind that the Applicant may provide services only to eligible veterans:

- Use SBA as a resource partner and maintain close and recurring communications with the Office of Veterans Business Development.
- Assist SBA with conferences and special programs for eligible veterans in their service area.
- Include SBA and SBA's resource partners in outreach activities where possible.
- Promote SBA programs to eligible service disabled veterans and veterans.
- Promote SBA loan programs, e.g., host lending seminars, and keep track of the number of SBA and all other loans the VBOC helped secure, etc.
- Openly display SBA brochures and SBA partnership posters in a prominent area at the VBOC location.
- Complement, not duplicate, services provided by SBA resource partners offering small business assistance.
- Including the VBOC in SBA events, including conferences, workshops, speaking engagements, etc. for veteran business owners;
- The VBOC must provide its brochures to District Offices to market its programs Through the SBA.
- The VBOC must provide evidence of collaboration and coordination with SBA District Offices, other SBA Resource Partners, and other organizations involved in entrepreneurial development and assistance for veterans.
- The VBOC will be expected to utilize SBA program materials as necessary to ensure Coordinated delivery of entrepreneurial assistance to veterans.

D. STATEMENT OF WORK

The VBOCs must employ their best efforts to ensure that their services are available to veterans in all small business populations, including those special emphasis groups such as recently discharged service-disabled veterans, minority (including Native Americans) veteran-owned, 8(a) firms in all stages, Reserve component members (Reserve and National Guard members), veterans with disabilities, veterans currently and formerly receiving public assistance, veterans living in low and moderate income urban and rural areas, and veterans located in HUB Zones (13 CFR 130.340(c)).

The applicant must indicate in its proposal how it will provide, at a minimum, the number of training and counseling sessions for its geographic area as set forth in Part II (D)(1) below. The District Office will include the VBOC's contributions and the contributions of other resource partners to achieve the goals and initiatives of the SBA.

In cooperation with SBA, Recipient must furnish the necessary personnel, materials, services except as may be otherwise provided herein by the Government, and do all things necessary to research, analyze, revise, and develop integrated program delivery approaches to provide strategic entrepreneurial development and management services to eligible veterans and small businesses owned, controlled, and operated or established by eligible veterans. The following steps of program delivery should be addressed in the delivery and coordination model proposed by the applying organization.

Outreach: How the organization plans to conduct and coordinate outreach to eligible veterans, including establishing cooperative relationships with SBA District Offices, SBA Resource Partners, DOD, DOL and DVA programs, State, County and City based resources and other sources of identification of veterans and potential delivery of unduplicated entrepreneurial assistance to veterans. Include a discussion of specific proposed activities to conduct both physical outreach and internet-based outreach.

Assessment: How the organization intends to assess the eligibility of veterans, and assess the demonstrated needs of the aspiring veterans entrepreneur, the Nascent Veteran entrepreneur, the Start Up veteran entrepreneur and the existing veteran business owner. Explain any special emphasis that will be directed to service-disabled veterans, small business owners who are members of Reserve components of the U.S. Military and recently or soon to be discharged military members or veterans who were injured in military service.

Short-Term Counseling or Training: Based on assessments of program client or potential clients, how the organization intends to deliver, or coordinate delivery of short term counseling or training for identified or requested needs. How this delivery will be evaluated, and what steps if any will be taken to ensure that the short-term needs are successfully addressed, and what steps, if any will be taken as a follow-up.

Long-Term Counseling or Training: Based on assessments of program clients or potential clients, how the organization intends to deliver, or coordinate delivery of long-term counseling or training for identified or requested needs. Discuss approaches to collaborative long-term counseling or training as a program, with program partners, and with other organizations that may be of assistance to the customer, including DVA Vocational Rehabilitation, State and local government based business development, contracting and financing options and other government and private organizations. How will this coordination be accomplished and how will it be evaluated to ensure that the client's needs are addressed successfully.

Coordinated Service Delivery Referrals: How the organization will identify entrepreneurial assistance and delivery programs in their proposed service area, and how the organization will establish a cooperative and mutual Coordinated Service Delivery Referral System designed to

maximize impacting service delivery for customers living outside their local geographic area. Include approaches to assessments, coordinated referrals, follow-up services, mentoring assistance and network building.

Mentoring and Network Building: How the organization will identify and recruit successful veteran business owners and managers to assist program participants as mentors and advisors, how the organization proposes to facilitate the matching of potential mentors and program participants. How the organization proposes to value the voluntary efforts of mentors and advisors to program participants and to the operation of the program itself. Please include estimations of the number of potential mentors that will be identified and participate.

Procurement Assistance: Please describe steps the program proposes to take to provide guidance, training and assistance to support service-disabled veteran, veteran-owned and reservist-owned small businesses successfully compete for federal Prime and subcontracts and for private, State and local government procurement opportunities. Please include a discussion of building teams of veterans and service-disabled veteran owned small business to compete for such opportunities.

E-Based Outreach, Counseling and Assistance: Please describe plans for implementing internet-based outreach, assessment, e-mail counseling and coordinated referrals to local veteran entrepreneurs who geographically live a significant distance from the physical location of the VBOC. Coordinated referrals should be, where practical, to Veterans Business Development Officers located at SBA District Offices or to SBA resource partners such as SBDC, SCORE volunteers, Women's Business Centers, Entrepreneurship Boot Camp programs, etc.

Ongoing, as Needed Coordination and Assistance for Customers: Each client of the VBOC will require a range of assistance from a simple one time counseling or referral service (with Follow-up), to a full range of assessment, counseling, training and mentoring in the long term (over a period exceeding one year). Please describe the proposed process of developing, building, and maintaining availability of ongoing entrepreneurial support services or resources for program clients. This may include periodic assessment, coordinated referrals with next step follow-up, planning for business interruptions and business mothballing or maintenance and re-ignition following activation for Reserve and National Guard members, including support for business managers in the absence of the owner, specific and intensive Veterans Entrepreneurial Training Programs, identification and/or commitment of external resources to support veteran entrepreneurs, support for mentoring/networking efforts, access to SBA loan guarantees and State and other sources of financing, partnering and teaming with other small and large businesses, and assistance in estimating eligibility and helping facilitation of involvement in other small business programs such as Hub Zone, etc. This section should address the expected efforts required to develop and manage this system for more than one year, including milestones and measurable outcomes.

Government Procurement Certification Assistance: Recipients must provide eligible veteran business owners with training and counseling in applicable Federal, State or city certifications for various business development and procurement programs. Discuss how this assistance will be provided, and discuss what assistance will be provided in preparation for the event of a protest

should the small business successfully secure a government procurement opportunity. Recipients must demonstrate a plan to train eligible veterans on how to maximize their involvement in Federal, State and local government procurement programs as well as private procurement programs. Such plans should include program orientation training, bid and proposal preparation, matchmaking, teaming, partnering and networking and protests. Recipients should demonstrate how they will become familiar with the FAR Regulations and how they will help Service Disabled Veteran Owned Businesses and Veteran Owned Businesses identify timely contracting opportunities in the Federal marketplace. Recipients must coordinate procurement assistance with SBA District Offices in their area.

Applicants are encouraged to suggest additional program activity in the context of their Proposal. Further, applicants who request less than the maximum funding should demonstrate a realistic level of services and assistance in their proposed plan.

The Applicant may also propose additional training and/or entrepreneurial programs that include specialized business services such as access to capital, home-based businesses especially for service-disabled veterans use of technology including internet based businesses, rural-based business development, business expansion, franchising, international trade, etc.

The Applicant should discuss their planned efforts to link customers with the full range of SBA lending partners, including the SBA Disaster Assistance Military Reservists Economic Injury Disaster Loan program, Patriot Express Pilot Loan Initiative and other SBA Veterans and Reservist business loan programs.

The Directors of the Veterans' Business Outreach Center are required to engage in monthly conference calls with the Headquarters Grant Office Technical Representative.

Location:

The location for setting up a VBOC will be in the United States based on SBA's regional structure. Each recipient shall specify the regional locations that they will be able to service.

REGIONS	STATES
I	Maine, New Hampshire, Rhode Island, Connecticut, Massachusetts, Vermont
II	New York, New Jersey
III	Pennsylvania, Delaware, Maryland, District of Columbia, West Virginia, Virginia
IV	North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, Kentucky
V	Wisconsin, Michigan, Ohio, Indiana, Illinois, Minnesota
VI	Oklahoma, Arkansas, Louisiana, Texas, New Mexico

VII	Iowa, Missouri, Nebraska, Kansas
VIII	Montana, North Dakota, South Dakota, Wyoming, Colorado, Utah
IX	California, Arizona, Nevada, Hawaii
X	Washington, Oregon, Idaho, Alaska

E. OVERSIGHT

The Veterans Business Outreach Center Program is overseen by SBA Headquarters/Office of Veterans Business Development

SECTION II. AWARD INFORMATION

A. GENERAL AWARD INFORMATION

I. PROJECT START DATE

The project start date is approximately April 1, 2010.

II. PROJECT DURATION

Under this program announcement, the project period is five (5) years. The initial budget period is for 12 months, with the possibility of four additional (option) years. Each option year will constitute a separate budget period. Further funding is subject to the availability of appropriations and the project recipient’s satisfactory performance.

III. ANTICIPATED GRANT/AWARD FUNDING

OVBD anticipates selecting at least one VBOC with current funding level of \$150,000 per center for the first year of operation. Organizations are urged to seriously consider requesting less funding than the maximum, including resources necessary to support one dedicated staff person. OVBD must attempt to reach the entire nation with very limited funding resources.

Organizations are encouraged to maximize other resources to leverage limited SBA funds to create and sustain a full service business assistance program specifically for veterans. Additional SBA funds may be provided for special initiatives not contained in the initial agreement and based on availability. Special consideration will be made to VBOC applications in states or metropolitan areas with large eligible veteran populations. The initial phase will be for one year. During this phase, the Recipient(s) will assist SBA by participating in development of a coordinated and interactive web based outreach, counseling, training and mentoring program. This will include coordination of access to available entrepreneurial resources from SBA such as District Offices, SCORE Chapters, Small Business Development Centers, Women's Business Centers, Entrepreneurship Boot Camps for Disabled Veterans (EBV) Procurement Center Representatives, International Trade, SBA lenders and other programs and partners. OVBD will establish program standards and measure key outcomes such as businesses started or saved, funding secured, procurements secured, jobs created or retained, and amount and value of mentoring provided by successful business owners and others. Extensive communication between VBOC, area SBA District Offices and the SBA Office of Veterans Business

SECTION III. ELIGIBLE APPLICANTS

A. ELIGIBLE APPLICANTS FOR THIS COOPERATIVE AGREEMENT (MANDATORY REQUIREMENTS)

An eligible applicant for the VBOC program must document in its application that it:

An eligible applicant for the VBOC program is a responsible educational institution, a private business, a veteran's nonprofit community-based organization, or a Federal, State or local Veterans Services departments and agencies for the establishment and implementation of outreach and business assistance programs for veterans and service-disabled veterans, including discharging service members and reserve component members and their families;

Ensures that it will have the necessary staff, training and technical expertise and materials, computer equipment and accessible facilities to provide the services and activities of a Veteran's Business Outreach Center under the scope of this program announcement;

Has an established organizational infrastructure with an internal financial management system that meets the standards prescribed in OMB Circular A-110, Subpart C. section .21 through .28, "Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations." The application must include certification to verify that this requirement has been met (e.g., a written statement from a certified accountant). SBA requires VBOC recipients to have an accountant available each project year during its annual programmatic and financial examination of the VBOC. During that site visit, the accountant must certify the condition of the recipient's accounting system.

Is responsible for hiring and employing key staff and maintaining day-to-day management of the project.

B. APPLICANTS INELIGIBLE FOR THIS COOPERATIVE AGREEMENT

Any organization with an unresolved audit by any Federal agency.

Any organization suspended or debarred from receiving grants or contracts from any Federal agency or is otherwise excluded from Federal non-procurement programs.

Any organization which has defaulted on an obligation to the United States.

Any organization intending to use these government funds for research.

Any applicant that proposes to serve as a pass-through and permit another organization to hire and employ project staff for the purpose of managing the day-to-day operations of the project.

Any organization intending to use this award for the purpose of profit

SECTION IV: APPLICATION AND SUBMISSION INFORMATION

A. REQUIRED APPLICATION FORMAT/INFORMATION

The application must include both the technical and budget proposal for the base period of one year only. The proposal (narrative and forms) must be submitted electronically via www.grants.gov. Other forms of submission will not be accepted. The closing date for submission of applications is April 28, 2010, 11:59:59 PM Eastern Standard Time. Awards will be made under this program announcement until the application cut-off date. The project starting date is approximately April 1, 2010. All applicants must meet sufficiency and technical criteria

in order to qualify for funding. Applications must be submitted via www.grants.gov. **NO OTHER METHOD OF SUBMISSION IS PERMITTED.**

Applications must include the following information:

Cover Sheet:

- a. Program Announcement # VBOC-2010-001?
- b. Applicant's name
- c. Applicant's address
- d. Applicant's web site address
- e. Applicant's contact name for this application
- f. Contact's telephone number
- g. Contact's fax number
- h. Contact's e-mail address
- i. Grant dollar amount requested

Technical Proposal Narrative. (Not to Exceed 50 pages)

Address each item mentioned in the Statement of Work listed above.

Include the following:

1. Describe in detail the applicant's past experience in relation to assisting Veteran, Service-Disabled Veteran and Reservists entrepreneurs and the steps that were taken to assist area small businesses.
2. Describe in detail the technical assistance delivery methods and implementation.
3. Provide Key Personnel Page. Identify key management and staff, including resumes and position descriptions. Resumes must include experience relevant to this project and may not be more than 2 pages long.
4. Contractors and consultants should be identified separately. Include copies of contractual agreements.
5. Include an organizational chart for all project staff and the amount of time devoted to the project.
6. Identify a project director.
7. The applicant must also provide a plan to measure program effectiveness within the grant period, and, if applicable, from year to year.
8. The applicant must provide a timeline with milestones for the 12-month life of the grant period.

Additional information to be included for evaluation:

II. BUDGET INFORMATION (PART II)

- A. "Application for Federal Assistance" (SF-424) (Please provide a complete street address)
- B. "Budget Information-Non-Construction Programs" (SF-424A,) Provide only one budget showing all costs by major categories (Key Personnel, Fringe Rate, etc.), not exceeding \$150,000 of federal funding.
- C. "Budget Detail Worksheet" Provide justification of cost for each budget category on worksheets A-10 through A-12, which are enclosed for your convenience, and show a complete breakdown of all cost elements listed on the SF-424A. You may use these worksheets for the detailed budget information or a reasonable facsimile, BUT each budget line item pertinent to your submission MUST ALSO be completed on the application. (See Worksheet Enclosed)

III. CERTIFICATION FORMS AND ASSURANCES (PART III)

- A. Certification Regarding Debarment, Suspension, and Other Responsibility Matters, (SBA Form 1623) - (See Enclosed)
- B. Certification Regarding Lobbying (SBA Form 1711) - (See Enclosed)
- C. Disclosure of Lobbying Activities (SF-LLL) - (Located in forms package at Grants.gov)
- D. Assurances for Non-Construction Programs (SF 424B) - (Located in forms package at Grants.gov)
- E. CPA Certification that financial system meets 2 CFR § 215.21. This may be a letter from your accounting firm or the relevant passage from your audit report.
- F. Current year's financial audit report – this may be a link to your web site.

B. REQUIRED PROPOSAL SUBMISSION DATES

The closing date for submission of applications is April 28, 2010, 11:59:59 PM Eastern Daylight Time. Awards will be made under this program announcement until the application cut-off date. All applicants must meet sufficiency and technical criteria in order to qualify for funding.

SECTION V: APPLICATION REVIEW INFORMATION

A. EVALUATION CRITERIA FOR TECHNICAL PROPOSAL

Please refer to the Statement of Work, Section B above.

OVERVIEW:

In ten pages or less explain why you feel your proposal merits government funding from the Office of Veterans Business Development. Further, justify why your organization is the most appropriate to deliver and coordinate delivery of services to eligible veteran entrepreneurs and small business owners in your proposed regional area.

1. Experience:

Applicants must provide evidence (statistics, demographics and other supporting documentation, case studies, etc.) of distressed targeted areas in their region or community and of their experience in serving targeted communities. In particular, applicants must provide:

a. Demonstrated applicant experience and internal organizational structure in delivering Targeted and specific small business assistance to veterans and Reserve component members. (20 Points)

1. The applicant must demonstrate that the project will have the necessary staff, including full time employee(s), including the designated project director. Also the applicant must demonstrate that it will have the necessary training and technical expertise and materials, computer equipment and accessible facilities to provide the services and activities of a veteran's business outreach center site under the scope of this program announcement.

2. The applicant must provide documentation and a description of the

Organization's past experience and ongoing efforts in providing training, counseling and business counseling technical assistance to veteran entrepreneurs in the target geographic area. These services must be of the same or similar kind as described in the proposal. The applicant must demonstrate expertise in long-term and short-term training and counseling programs.

3. Applicants must state how and by whom staff will be hired, employed and administered. The applicant must identify the key management, staff, and contractors/consultants. For each of these, describe their function, expertise and experience, including expertise in conducting business development programs for veterans. To demonstrate the capacity and roles of personnel the application must include:

4. Resumes and position descriptions for the project director and other staff;

5. Entrepreneurial experience/professional background of staff, volunteers and contractors/consultants;

6. An organizational chart for all proposed full-time and part-time project staff and the amount of time each will devote to the project. A full-time project director is required. Grant funds (Federal and program income) cannot be used to pay for fundraising efforts. (See description of VBOC Project Director in the Glossary of Terms.)

7. A description of the role of contractors and outside consultants, who may provide no more than 49 percent of project services (using SBA grant funds);
8. A description of at least one staff or consultant function to handle ongoing program data collection and electronic reporting to SBA (include the time to be devoted to this task as well as the staff member's expertise with computers, and the Online portion of the Veteran's Business Outreach Center (OVBOC)); and
9. A list of board members and their fundraising or business development experience. (A board of directors must govern the administrative aspects of the project.)
10. The applicant must demonstrate that at least 51 percent of counseling, technical assistance and training will be conducted by the recipient's staff.
11. The applicant must demonstrate its ability to begin providing technical assistance activities no later than 60 days after notification of award. Within the same period, the center must have e-mail capability and access to the Internet.

b. Demonstrated ability of Applicant to Reach a Representative Number of Veteran's who are Veterans, Service Disabled Veterans and Reserve component members. (10 Points)

1. The applicant must describe in detail its plans on how it will reach a representative number of veteran's who are both socially and economically disadvantaged.
2. The applicant's plan must include a representative number of service-disabled and socially and economically disadvantaged veterans and others in its target populations. In order to demonstrate its ability to most effectively serve these population groups, the applicant must describe the makeup of its staff and how it's veteran, cultural, ethnic and linguistic backgrounds can effectively reach its anticipated clients. For instance, if the applicant will serve a largely Spanish-speaking population, many of its staff should speak Spanish in order to effectively provide services. Also, the applicant must describe plans to help veterans on welfare become self-sufficient as entrepreneurs. Local demographic data must be provided to support the target number of veteran's to receive services.
3. The applicant must also identify veterans and who are in agribusiness, in home-based businesses, in a HUB Zone, rural or urban area, or with disabilities or in other specific categories.

C. Location(s) for the Veteran's business outreach center Site Proposed by Applicant. (10 Points)

1. The applicant must demonstrate the need for its programs in the proposed geographic area. Applicant must describe all other services for veteran's entrepreneurs in the area and why it is important to use Federal funding for the proposed VBOC. The applicant must provide a narrative description of the target area to be served-- geographic size, population numbers, population type (urban, rural, suburban) and the local need for assistance to small business concerns owned and controlled by veterans.
2. The applicant must provide a clear profile of the demographic and economic conditions in the proposed service area including the numbers of veterans, the numbers of service-disabled veterans, numbers of Reserve and National Guard units and members, percentage of the socially and economically disadvantaged, unemployment trends, and business and job creation activity. This may consist of data on the percent of population in the area that is below the poverty level, the percent of population with low to moderate income, and a breakdown of the racial, ethnic and gender makeup among veterans of the applicant's area of operation.
3. Describe the location for the planned project, its hours of operation, its access to and association with the target population and explain why the applicant believes it will appeal to the target clientele. The plan for the VBOC's work week should include weekend and weeknight hours and a plan for online counseling to serve clients during non-traditional hours.
4. If the proposed geographic area selected by the applicant is in the general proximity of an existing VBOC, the applicant must demonstrate through documentation or otherwise that its scope of services will not overlap or duplicate those of the existing VBOC. The applicant must also provide a written explanation describing how the target population that the applicant proposes to serve is not served by the existing VBOC.

D. Services and Activities the Applicant Plans to Offer to Start-up and Existing Small Businesses Owned or Controlled by Veteran's and reservists and the Applicant's Ability to Assist Clients in Addressing Sustainability and Growth Issues. (20 Points)

1. Applicants must provide a narrative, five-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. The applicant must

provide a detailed milestone chart and timeline for each of the five project years, showing when the objectives and planned activities will occur. The applicant must plan to increase its outputs by 10 percent each project year. (A summary of the outputs is provided in the Reporting Requirements, Attachment D.)

2. The plan must include long- and short-term training, counseling and technical assistance in the following areas:

a. Financial Matters – Projects must provide training and counseling on how to: prepare a loan package and secure business credit from lending sources; prepare and present financial statements; manage cash flow; understand and comply with tax laws, accounting principles (and welfare regulations where appropriate); and manage the financial operations of a business.

b. Management Assistance – Projects must provide training and counseling in how to effectively start-up and/or manage a business and engage in strategic business planning. Management assistance includes but is not limited to such areas as employee hiring and management, legal advisory information, operations, inventory control, and incorporation of technology. It should also include individual or group mentoring by successful veteran business owners or managers. The applicant must plan at least two ongoing mentoring roundtables each project year.

c. Legal Services - No costs associated (either directly or indirectly) with civil, criminal, or administrative litigation are allowable under this award. Although project funds may be used to pay the cost of non-litigation legal counseling services to either the recipient of this award or project beneficiaries, all parties receiving such services must agree in writing to waive any claims of privilege over such services with regard to SBA to the extent necessary for the agency to perform its monitoring and oversight functions.

d. Marketing Assistance – Projects must provide training and counseling on how to increase a business's capacity to prepare and execute marketing plans. Marketing assistance includes (but is not limited to): developing pricing, packaging, and distribution strategies; identifying and pursuing local and export contract opportunities; negotiating contracts; and using effective public relations, networking and advertising techniques as well as use of the internet for marketing purposes.

e. Government Procurement/Certification Assistance – Projects must provide veteran business owners with training and counseling in state or city or federal

certification, and training on how to sell to local, state and Federal governments. Projects must have a plan to train veterans on how to obtain public and private sector contracts for veteran's business owners. Plans can include mentoring, training, bid and proposal preparation, matchmaking, networking teaming and partnering. Sites may consider having "Fed Biz Opps" www.FBO.gov" (the official publication announcing Federal procurement opportunities, available at many libraries) and "Federal Acquisition Regulations" on-line for their clients. Projects must work with SBA district offices on procurement training opportunities and assistance.

f. Loan Packaging and Loan Assistance - Projects must provide counseling and training in the business loan application process and assist clients in the preparation of business plans and loan applications. Projects should detail plans to provide loan packaging services with an emphasis on SBA loans.

g. Internet Training – Projects must provide training in the business uses of the internet (including website design and development and electronic commerce (eCommerce)). The applicant must demonstrate its plans to provide up to six internet group training sessions during each year of this grant, introducing local clients to business uses of the internet (including web design and development) and to the Online Veteran's Business Outreach Center (OVBOC). The applicant must demonstrate its plans to provide at least an average of four hours per week for individual counseling and technical assistance through or concerning the use of the internet. Also, all applicants are strongly encouraged to create a clearinghouse function for the compilation and sharing of domestic-micro enterprise best practices. (Course offerings on computer training that are not business related are unallowable.)

h. Pre & Post Mobilization business planning and assistance - Transition Assistance Program (TAP) workshops – With prior written approval of plans VBOCs may make grants to entities located in TAP location to make presentations describing available opportunities through the SBA for veterans and reservists. Written materials for events will be provided by the Office of Veterans Business Development.

i. Other Training - The applicant may also choose to propose additional training programs. For example, training programs that include specialized business services in the areas of home-based business, legal issues, technology, accounting, leases, rural businesses, agri-businesses, child care, elder care, manufacturing, business expansion and franchising, international trade; and business programs helpful to veterans, persons off welfare, people with disabilities, and veterans transitioning from military service, and other categories of veterans in business.

3. The applicant must have e-mail capability to counsel and respond to client technical assistance questions, have access to the internet for staff and clients, and

create and support its own website. Additionally, the applicant must link its VBOC website with the website of the Office of Veteran's Business Development.

4. The applicant's plan must also provide for servicing both start-up and established businesses. As more and more veterans are already in business, many need technical assistance for business maintenance, expansions, buyouts, etc. The applicant must describe how these services will be provided.

5. The applicants must demonstrate its plan to increase clientele and performance outcomes by **10 percent** each year throughout the five-year period of the award.

E. Plans for coordination with SBA and other veterans and reservists community and small business organizations. (10 Points)

1. Explain how your organization will collaborate with community-based organizations and SBA resource partners in carrying out this project.

2. The applicant must explain how it will interact and coordinate with, and not duplicate the services of SBA and SBA's resource partners (see definition in glossary). The applicant should demonstrate its involvement with SCORE, Small Business Development Centers (SBDC), and Women's Business Centers, and the SBA Micro Loan program's micro lenders and non-lender technical assistance providers, and other SBA resource partners under co-sponsorship arrangements and Memoranda of Understanding. To the extent practicable, the applicant should provide commitment letters and/or cooperative agreements that state the manner in which the recipient organization and its VBOC unit will cooperate to leverage resources, including outreach to local media.

3. The VBOC must initiate and maintain a close working relationship with the SBA District Director(s) and the District Office Veterans Business Development Officer(s) of the nearest SBA district office, supporting that district office's outreach efforts to veterans ,

The applicant must document its plans to:

a. Utilize SBA as a resource partner and maintain close and recurring communications.

b. Forward copies of all reports and pertinent correspondence to the GOTR.

c. Assist SBA with conferences and special programs for veterans.

d. Include SBA in all outreach activities.

e. Support SBA loan programs (e.g., hosting lending seminars for small veteran's -owned businesses, keeping track of the number of SBA and all other loans the

VBOC helped secure, referring clients to local SBA lending partners for loans, Etc.).

f. Solicit SBA's participation at all veteran's business outreach center events.

g. Regularly invite SBA personnel for prominent speaking roles.

h. Openly display SBA brochures and SBA partnership posters (provided by SBA) in a prominent area at the veteran's business outreach center locations.

4. The applicant must list the local services, resources and community organizations with which it will collaborate and explain how the collaboration will contribute to the success of the proposed project. The applicant must describe how it will integrate services with mainstream financial institutions in order to tap the skills and expertise of the institutions. The applicant must describe how it will collaborate with state and/or local governments, chambers of commerce, loan funds, community colleges, veteran's organizations and other local services to enhance entrepreneurial development for veteran and small business owners.

5. The applicant must include letters of support to verify local need and support for the proposed program. These letters/agreements must state the manner in which the signatory and the VBOC will cooperate to leverage resources, including outreach to local media. Also, the letters must substantiate that the applicant has a satisfactory record of performance, integrity and business ethics.

F. Financial Capability of organization. (10 Points)

1. The applicant must provide a signed statement by a CPA that its financial system complies with 2 CFR § 215.21. The applicant must describe its plan to ensure accuracy of its financial recordkeeping and describe its practices regarding the receipt and expenditure of program funds. The applicant must plan to have an accountant to certify that support documentation exists for VBOC expenditures, and that financial records are on site and required reports are reconcilable. Additionally, the applicant must plan to make financial records accessible to at least two staff persons and must plan to require two staff persons to approve VBOC expenditures and endorse VBOC bank drafts.

2. The applicant must provide a detailed development plan demonstrating how the funds will be used over the five-year length of the project.
3. The applicant must ensure that the VBOC funds will be clearly designated for VBOC project activities and services and that project funds will be maintained under a separate accounting code to prevent the appearance of commingling.

G. Geographic Location of organization. (10 points)

Special consideration will be given to eligible applicants in areas with high veteran population. The top ten States with the largest veteran populations in 2002 were California, Florida, Texas, New York, Pennsylvania, Ohio, Illinois, Michigan, North Carolina and Virginia. (Estimates from Current Population Survey data collected by the Bureau of Labor Statistics for the U.S. Census Bureau).

H. Experience serving as a veteran business outreach center, or providing effective and reportable entrepreneurial assistance to veterans and reservists. (20 points)

Experience providing outreach, mentoring, training and marketing assistance to the veteran population as a veteran business outreach center, or in the context of a small business development and support program with demonstratable and specific activity directed to veterans and reservists.

I. Established organization that is not a current SBA resource partner (5 points)

In an effort to expand the outreach for Veterans assistance, organizations that currently do not have an established relationship are encouraged to apply.

J. COST REVIEW AND SELECTION PROCESS

Applications will first be screened to determine if the applicant meets certain mandatory eligibility requirements. SBA will not consider eligible applicants who do not submit complete applications. Submissions will only be accepted via www.grants.gov. Submission via other electronic mediums will not be accepted. Hard copies will also not be accepted.

SBA officials will form a Technical Evaluation Committee to review eligible proposals based on evaluation criteria stated in this Program Announcement. These will be scored and ranked. Proposals not meeting minimum standards during the technical review will not be considered for funding. Recommendations will be submitted to SBA's Division of Procurement and Grants Management (DPGM.) DPGM will conduct a Budget Review of the cost proposal and issue the final Notice of Award.

SECTION VI: AWARD ADMINISTRATION INFORMATION

A. AWARD NOTICE

All recipients will receive written notification of funding for the award.

B. REPORTING

REPORTING REQUIREMENTS

All recipients are required to submit the reports identified below. SBA may withhold payment if reports are not received or deemed inadequate. Failure to report in a timely manner will be weighed against future requests for grant funding. The quarterly reports and final report provided by the recipients may be made public. In addition, SBA reserves the right to require recipients to post these reports on their web sites.

1. Financial Reports

Quarterly Reports

Recipients will be required to submit quarterly financial reports in hard copy within 30 days of the completion of each quarter and within 90 days of the completion of the project. Signed originals and one copy should be mailed to the Office of Veterans Business Development GOTR (Grants Officer's Technical Representative) within the required time allotment period. The financial reports should include the following:

- Standard Form 269, "Financial Status Report"
- Direct Cost Budget (from Budget Detail Worksheet)
- Key Personnel List (from Budget Detail Worksheet)
- Indirect Cost Rate Worksheet (from Budget Detail Worksheet)
- Budget Narrative: Information relating to actual financial expenditures of budget cost categories versus the estimated budget. Also include an explanation of cost overruns, if any, by budget cost category. Financial data furnished in this report is from a manager's standpoint.

The Direct Cost Budget, and Indirect Cost Worksheet must be aligned with the original budget, and the budget and performance report narrative. Explanations in the budget narrative must encompass expenditures and reasons for expenditures. Invoices supported by the budget and performance narrative that do not match the actual performance period will NOT be paid unless and until corrected.

2. Performance Reports

Quarterly Reports:

a. EDMIS Reporting:

Recipients must enter performance data into the EDMIS system, (the Agency's centralized data collection system) and provide a hardcopy within 30 days of the completion of each quarter and within 90 days of the completion of the project. These may be submitted via email to the Office of Veterans Business Development GOTR within the required time allotment period. Data entered into the EDMIS system will include the following information:

- a. The number of individuals assisted.
- b. The number of start-up business concerns formed.
- c. The gross receipts of assisted concerns.
- d. The employment increases or decreases of assisted concerns.
- e. Number of jobs created/saved
- f. Contact information for all clients, including e-mail and other addresses.

b. Project Evaluation Reports:

The applicant must provide an evaluation design and method for measuring the outcomes of the project's objectives and complying with all required financial, performance, customer satisfaction, and follow-up reporting. The applicant must also provide a client follow-up plan to measure program effectiveness from year-to-year. The follow-up plan must address the EDMIS reporting fields and include:

- Project accomplishments
- Problems encountered and steps taken or proposed to correct those problems
- A comparison between projected milestones and actual accomplishments. If there are discrepancies, identification of the reasons for slippage, and a plan of action to address them.
- Evaluation measurement tools used to address progress. This may be in the form of a template to easily track progress. If cumulative in nature, a brief analysis during each reporting period is required.

Final "Performance Progress Report:"

A consolidated Final Performance Progress Report shall be submitted to the SBA Technical Representative within 15 days after the completion of the 12-month project period. The final performance progress report must include a well-organized description of the work performed, accomplishments, and any difficulties encountered. In addition, it will summarize the entire project period, detailing the Project's mission, scope, results, impact and recommendations for duplication and portability.

SECTION VII: AGENCY CONTACTS

A. PROGRAM POINT OF CONTACT

Questions concerning general information contained in this announcement should be directed to the SBA Grants Office Technical Representative (GOTR), Ramona Peyton at 202-619-1690. *Only eligible entities should contact the SBA regarding this program announcement.*

B. FINANCIAL/GRANTS MANAGEMENT CONTACT

Questions regarding budget matters related to this program announcement should be directed to Bernadette Sharperson @ 202-205-7049. *Only eligible entities should contact the SBA.*

C. GRANTS.GOV TECHNICAL SUPPORT

For technical support in filing your electronic application, contact Grants.gov by telephone at 1-800-518-4726. *Do not contact the SBA for technical support with electronic filing.*

SECTION VIII: OTHER INFORMATION

A. ADVANCE UNDERSTANDINGS

Applicants Must Meet All Requirements in the Program Announcement.

The SBA will not evaluate applications that do not meet the requirements stated in the program announcement. The SBA will not screen applications for eligibility until after the closing date for application acceptance. The SBA will attempt to notify applicants of ineligible proposals as soon as possible. However, the SBA is under no obligation to notify ineligible applicants before the closing date for the acceptance of applications under this program announcement. The SBA strongly urges all applicants to ensure all eligibility requirements are met and documented before sending an application.

The 51 Percent Rule.

At least 51 percent of the VBOC project's training, counseling and technical assistance services must be conducted by its staff and in facilities obtained by the recipient organization. An agency or organization is considered the recipient when it receives the award or is part of a joint venture that has been awarded the cooperative agreement.

Collaborative efforts with community-based organizations and SBA resource partners must be delineated under a written agreement. As stated above, such activities may not be included in the recipient organization's 51 percent requirement.

Joint Ventures.

If you participate in a joint venture that is formed solely to apply for this cooperative agreement, neither you nor your partners in the joint venture may also apply separately. However, if your joint venture was not formed solely to apply for this cooperative agreement, you and your partners may submit separate proposals. All parties within the joint venture must separately meet VBOC eligibility requirements in order to apply as a joint venture.

Applications from joint ventures must name the primary liaison with the Federal government, and include a copy of the joint venture agreement outlining responsibilities of each partner organization and the percentage of time each member organization will devote to the project. An authorized signature from each organization must appear on the agreement. The notice of award document to joint venture recipients will reflect the names of all parties within the joint venture.

Conference Calls.

The VBOC recipient must engage in monthly conference calls with the Office of Veterans Business Development.

Outreach Event.

The recipient must plan to hold a project outreach event within the first quarter of the project period. The activity must inform the public and press about specific plans or accomplishments of the project. The recipient must coordinate the event with the SBA district office and the Office of Veteran's Business Development.

Option Year Funding.

Applicants shall include in the technical proposed budgetary needs for each of the five budget years. Applicants are advised that specific awards made under this announcement may consist of project periods up to, but not in excess of, sixty (60) months of performance. The project period may consist of five (5) twelve-month budget periods. Each additional twelve-month budget period beyond the original award may be exercised at the discretion of the SBA. Among the factors involved in deciding whether to exercise an option for continued funding are the availability of funds and satisfactory performance of the VBOC. The agency may adjust the amount of the option year award based on the performance of the VBOC.

Online Support.

The recipient agrees to limit its acceptance of website advertising, cross selling, and promotions to only those advertisers that are approved in advance by the grant office technical representative (GOTR). The recipient agrees not to accept advertising, cross selling or promotions from any advertiser promoting, offering, or selling alcoholic beverages, tobacco products, sexual products (including dating services and pornographic materials), illegal or controlled substances or materials; gambling and gaming devices, products or services; or any other products, services or materials inimical to the mission of this cooperative agreement or that do not assist small businesses and entrepreneurs, as determined by the SBA.

Leveraging Resources.

VBOC training and/or informational materials (such as publications, training guides/materials, outline courses, online tools, websites, CD ROMs and videos) that are developed with VBOC program funds will be made available to SBA. As stated in 2 CFR § 215.36 The Federal awarding agency reserves a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use the work for Federal purposes, and to authorize others to do so.”

B. SHARED INFORMATION

The SBA will have an unlimited license and all rights to use data (excluding private client data), including those prepared or stored electronically, which are generated either partially or fully under this Grant, including materials that are copyrighted.

C. DISPUTE RESOLUTION

Dispute resolution occurs when there is a programmatic or financial disagreement between the recipient organization and the SBA, and the recipient organization requests that the dispute be handled by SBA in a formal manner.

D. Definitions/Guidelines

Client – The client is the business, if it exists. In the case of a prospective business, the client is the individual (i.e., nascent entrepreneur). A client will be counted once in a fiscal year, with reporting to include both the number of sessions and the number of hours spent with the client.

Counseling – Services provided by a resource partner or SBA personnel to an individual and/or business that is substantive in nature and that relate to the formation, management, financing, and/or operation of a small business enterprise. Counseling is one-on-one and is specific to the client’s individual needs, and requires the use of a signed SBA Form 641.

Economically Disadvantaged - Are those individuals whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same or similar line of business, and who meet other requirements set out in 13 C.F.R. Part 124.104.

Electronic Commerce (eCommerce) - Is a term that has evolved from meaning electronic shopping to representing all aspects of business and market processes enabled by the internet and other digital technologies.

Grants Management Officer - Is the SBA official with delegated authority to obligate Federal funds by signing the notice of award.

Grant Officer’s Technical Representative (GOTR) - Is the individual responsible for overseeing all aspects of the veteran’s business outreach centers.

Informational Transfers - Information transfers are contacts with individuals of a substantive nature that can be considered counseling or training. Recipients must report information transfers using SBA Form 2226. Elements that should be reported on the SBA Form 2226, include the following: phone calls; information packets disseminated; newsletters; website visitors requesting information; clients using onsite library materials; and clients attending presentations that do not qualify as training events.

Mentoring - Is advice and guidance by an experienced business person or business owner or a small group of such individuals to one or more less experienced business persons or business owners over a significant period of time, usually on a regular basis, either one-on-one or in a group setting.

Mentor-Protégé Roundtable - Mentor-protégé roundtables link more experienced businesses over a significant period of time, usually on a regular basis, either one-on-one or in a group setting.

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

Online Counseling – Must conform to the same quality standards as person-to-person counseling. (See definition of counseling above.) 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.

Online Training – Must conform to the same quality standards as person-to-person training. (See definition of training above.)

Program Income - Is gross income earned by the recipient that is directly generated by a supported 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, license fees and royalties on patents and copyrights, and interest on loans made with award funds. Interest earned on advances of Federal funds is not program income.

Project Director - Is a qualified individual designated by the recipient and approved by SBA to direct the veteran’s business outreach center (VBOC) project. This individual is a full-time (100%) employee of the recipient organization and is responsible for the proper management and conduct of the project.

Recipient - Is defined as an eligible nonprofit organization awarded a cooperative agreement by SBA.

Reserve Component Member - Any Ready Reserve member of the Army National Guard of the United States, the Army Reserve, the Navy Reserve, the Marine Corps Reserve, the Air National Guard of the United States, the Air Force Reserve, or the Coast Guard Reserve, and any Standby

Reserve or Retired Reserve member of the Army Reserve, the Navy Reserve, the Marine Corps Reserve, the Air Force Reserve, or the Coast Guard Reserve.

SBA Resource Partners - Are organizations that provide services through SBA funding or another recognized relationship with SBA. They include Small Business Development Centers (SBDC), SCORE, Women's Business Centers (WBC), the Entrepreneurship Boot Camp for Veterans with Disabilities (EBV) program, the SBA MicroLoan Program microlenders and non-lender technical assistance providers, and SBA Cosponsorship and Memorandum of Understanding partners.

Service Disabled Veteran - A person who served in the active military, naval or air service and who was discharged or released under conditions other than dishonorable, and whose disability was incurred or aggravated in line of duty in the active military, naval or air service. The definitions of the terms "veteran" and "service disabled veteran" are derived from Title 38 U.S.C. § 101.

Socially Disadvantaged - For this project are individuals who have been subjected to racial or ethnic prejudice or cultural bias because of their identities as members of groups without regard to their individual qualities; and who otherwise meet the definitions set out in 13 C.F.R. Part 124.103(a) and (c).

Training and Long-Term Training - An activity or event lasting 1 hour or more in which a counselor from a resource partner or SBA district office delivers a structured program of knowledge, information, or experience on a business-related subject to one or more people. Long-term training will consist of multiple sessions of at least 1 hour and will occur over a period of time. Sign in sheets and evaluations are required for each training event.

Transition Assistance Program - The Transition Assistance Program (TAP) was established to meet the needs of separating service members during their period of transition into civilian life by offering job-search assistance and related services. TAP consists of comprehensive multi-day workshops at selected military installations nationwide. Professionally-trained workshop facilitators from the State Employment Services, military family support services, Department of Labor contractors, or VETS' staff present the workshops.

Veteran's Business Outreach Center (VBOC) - Is a 5-year community-based project that is funded under OVBD. The project is a planned scope of activities that provide outreach, business skills services targeted to service disabled veterans and veterans. The project operates as a unit of the recipient's organization having its own budget for facilities, equipment and resources to carryout project activities. The VBOC's services must include long-term training and counseling about financial, management and marketing assistance to benefit small business concerns owned and controlled by service disabled veterans and veterans and reservists.

Veteran-Owned Business - Is a small business concern owned and controlled by a veteran, either start-up or existing, which is not less than 51 percent owned by 1 or more veterans and the management and daily business operations are controlled by 1 or more veteran.

Service-Disabled Veteran Owned Business - The term "service-disabled veteran business" means a small business concern owned and controlled by service-disabled veterans, as defined in section 3(q) of the Small Business Act (15 U.S.C. 632(q)). The Department of Veterans Affairs provided service members who have been discharged or released from the armed forces under anything other than dishonorable conditions with a documentation that certifies the individual as a service disabled veteran.

E. BUDGET INFORMATION

1. Instructions for completing the Application for Federal Assistance, Standard Form 424. Complete the SF-424 for the base period of one year only.

- Item 1. Self-explanatory
- Item 2. Refer to instructions on reverse of form
- Item 3. Refer to instructions on reverse of form
- Item 4. Leave Blank
- Item 5. Refer to instructions on reverse of form
- Item 6. Refer to instructions on reverse of form
- Item 7. Refer to instructions on reverse of form
- Item 8. Enter: "new"
- Item 9. Enter: "U.S. Small Business Administration"
- Item 10. Enter: "59.044" Veteran's Business Ownership Assistance
- Item 11. Refer to instructions on reverse of form
- Item 12. Refer to instructions on reverse of form
- Item 13. Refer to instructions on reverse of form
- Item 14. Refer to instructions on reverse of form
- Item 15. Refer to instructions on reverse of form
- Item 16. Enter: Check "b." This program is not covered by E.O. 12372.
- Item 17. Refer to instructions on reverse of form
- Item 18. Refer to instructions on reverse of form

2. INSTRUCTIONS FOR STANDARD FORM 424A (BUDGET INFORMATION)

The budget is the applicant's estimate of the total cost of performing the project or activity for which grant support is requested. The budget is to be based upon the cost of performing the project, including Federal and private sources. All proposed costs reflected in the budget must be necessary to the project, reasonable and otherwise allowable under applicable cost principles and Agency policies. All costs must be justified and itemized by unit cost on the Budget Worksheets (p. A-9).

Section A – Budget Summary

Column (A): Enter "OVBD"

Column (B): Enter the Catalog of Federal Domestic Assistance Number 59.044

Section B – Budget Categories

Amounts entered by budget category in this section are for summary purposes only. Complete line 6a – 6k. Itemization and justification of specific needs by budget category (Section B) are to be shown on pages A-8 through A-10. under line 21, Section F.

Section C – Non-Federal Resources

Refer to instructions on reverse of form.

Section D – Forecasted Cash Needs

Refer to instructions on reverse of form.

Section E – Budget Estimates of Federal Funds Needed for Balance of the Project

Refer to instructions on reverse of form.

Section F – Other Budget Information

Line 21, Direct Charges

Identify and explain all items or categories under Section B in accordance with the instructions set forth below. The itemization must reflect the total requirements for funding from Federal and non-Federal sources. In most instances, Line 21 does not provide sufficient space to reflect all of the necessary information. Budget Worksheets are enclosed for your convenience. You may use these worksheets for the detailed budget information listed below or a reasonable facsimile; BUT each budget line item pertinent to your submission MUST ALSO be completed on the application. Please show a complete breakdown of all cost elements summarized in Section B on a separate sheet. Do not list on Line 21 any items included in the indirect expenses entered on Line 22 below.

- a. Personnel: List the name, title, salary and estimated amount of time for each employee who will be assigned to this project. Applicant must plan to have at least one full-time staff member. One of the full-time staffers must be the project director. Note that fees, expenses, and estimated amount of time for outside consultants should be included in f., Contractual. The VBOC will not expend more than 49 percent of the total project funds on contractors and consultants in conducting the project. Resumes of all personnel assigned to this effort must be included in the application.
- b. 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 negotiation agreement. If your organization does not have a Federally negotiated fringe benefit package, list each component included as a fringe benefit.
- c. Travel: Reimbursement will be made based on incurred cost. Estimates should be based on knowledge of the geographical area of small business locations. Reimbursement to contractors or volunteers will not be made for time in travel to and from the client's location. Supporting data should include numbers of trips anticipated, costs per trip per person, destinations proposed, modes of transportation, and related subsistence expenses.

Line 22 Indirect Charges

(Attach Budget Worksheets or reasonable facsimile if sufficient space is not provided.)

Enter the indirect cost rate, date, and agency that issued rate.

If an indirect cost rate is not established, itemize elements and costs of overhead and G&A (General and Administrative) expense categories relative to the performance of this project.

F. Assembly

To facilitate review and processing of the proposals, your submission must be electronic, as follows, in two parts:

Part I: **COST PROPOSAL** – This part is to be comprised of the Application, the Budget Information, and the Assurances and Certifications. The material identified as Part I must be bound separately from the Technical Proposal. **DO NOT** include any technical information in Part I, The Cost Proposal.

Part II: **TECHNICAL PROPOSAL** – This part is comprised of the Program Narrative, appendices, exhibits and documentation of mandatory eligibility requirements including the 501(c) tax-exempt documentation. The proposal should be completed with a table of contents and must be responsive to the evaluation criteria. The Technical Proposal must be bound separately from Section I and must not exceed 50 pages. **DO NOT** include any cost information in Part II, The Technical Proposal.

G. Cancellation

SBA reserves the right to cancel this announcement in whole or in part at the Agency's discretion.

H. MOST FREQUENTLY ASKED QUESTIONS

1. Question: Are colleges and universities eligible to apply?

Answer: Yes. A college or university may apply.

2. Question: Can a VBOC awarded under this program announcement contract with an SBDC to provide training and/or counseling?

Answer: Yes. If the contract is no more than 49 percent of the total project funds. The VBOC cannot expend more than 49 percent of the total project funds on contractors and consultants in conducting the project. Recipient organizations of VBOC grants must maintain control of all services under the cooperative agreement, including the day-to-day management and operations of the project. At least 51 percent of the VBOC project's training, counseling and technical assistance services must be conducted by its staff and in facilities obtained by the recipient organization. The requirement that the VBOC project provide 51 percent of the services cannot be met through in-kind contributions from agencies and organizations that are not legally recognized as the recipient of the cooperative agreement.

Collaborative efforts of SBA resource partners must be delineated under a written partnership agreement. Such activities may not be included in the recipient organization's 51 percent requirement. To avoid double counting of clients served, it must be made clear in the contract with SBDC or other partner that all clients trained or counseled pursuant to such contract must be attributed solely to the VBOC project and cannot be attributed to the SBA grant to the SBDC or other partner. However, to offset the appearance of commingling, SBA prefers services to be provided pro bono between SBA resources partners.

3. Question: What are the key aspects of a successful veteran's business outreach center?

Answer: Adequate and potentially additional sources of funds; a good financial management system; a strong board of directors with proven oversight and fundraising capability; a committed staff with strong entrepreneurial experience; a program that meets the unique needs of the target area's business veteran's; a strong marketing plan; and close ties with the local SBA district office, its resource partners and the local business community.

4. Question: Is an applicant permitted to include a plan to collect fees by providing federal procurement certification(s) to veteran's business owners?

Answer: No. The VBOC program does not include this activity, other than as a no-cost service. SBA has contracted with other organizations to certify small businesses for the Small Disadvantaged Business (SDB) procurement program.

EDMIS FREQUENTLY ASKED QUESTIONS

Q&A Regarding "Clients"

Question: Is a client who receives both training and counseling a client "once"?

Answer: A client is counted once annually for counseling. In addition that same client is counted once for each training unit received according to reporting training guidelines. EDMIS will not have the capacity to capture attendee-by-attendee information for training events.

Question: If one person has two businesses are there two clients?

Answer: The business is the client; therefore, it is possible that one person could be

counted as two clients. Two separate Form 641s must be on file and activities for each business must be tracked separately.

Question: If a client file is closed after 90 days and then reopened later in the year, how is the client counted?

Answer: Each client is counted only once a year. If the client file is reopened during that same fiscal year, the client is not counted again. For subsequent visits, the follow-on hours of service for that year are counted as follow-up counseling sessions – and are attributable to the client.

Q&A Regarding “Counseling”

Question: If a client works with several different resource partners, would that business or individual be counted more than one time?

Answer: Yes. It is possible that the client could be counted more than one time. SBA has no way to track if a client receives services from more than one resource partner.

Question: If a counseling client returns for assistance in a new fiscal year, is the client counted again?

Answer: Yes. The client is counted again in the new fiscal year once they have completed a counseling session.

Question: If we start counseling a client in person and then end up communicating by emails back and forth, does the email counseling time involved count for counseling?

Answer: Yes. All counseling time can be attributable to the client throughout the fiscal year, regardless of how counseling services were delivered. The follow-up time in this case would be counted as e-mail follow-up – and all hours are attributable to the client.

Question: If there are two people looking to start a business together and they both come in for counseling, shouldn't we have each of them fill out and sign a 641 for liability purposes?

Answer: Both persons can fill out a 641, but you only count and report the one business venture as a client.

Question: Are we supposed to be using the new intake forms (641) right now?

Answer: No. You should continue to use the existing form 641, for fiscal year 2005. The new form 641 will be used beginning on October 1, 2005 (fiscal year 2006).

Question: Can the resource partners use the new forms if preparations have already been made to do so?

Answer: Yes. As long as the resource partner continues to report all the information required by SBA in FY 2004.

Question: Can resource partners use intake forms that have been designed for the specific location instead of the 641 and 641A?

Answer: Yes. As long as all elements of the 641 and 641A are included on the intake form, including the signed liability waiver.

Question: Once a week we hold a 3-hour group counseling session where we discuss specific topics of the business plan process. Based on the new definitions, how should we count them?

Answer: Based on the information provided, this would be best counted as a training session, and not as counseling. SBA is moving away from the group-counseling format.

Question: Will a client need to sign a new SBA Form 641 each year to be counted as a new client?

Answer: The client's signature will need to be on file. There will need to be a transfer of data from the old SBA Form 641 to the new SBA 641 with the integration of the new EDMIS system effective October 1, 2005. Client data will not migrate to the new EDMIS. However, an old client signature on file will still be valid.

Q&A Regarding "Online/Telephone Counseling"

Question: When collecting information from the client for telephone counseling or online counseling, can a counselor indicate on the 641 that the client has agreed to the waiver by initialing the form?

Answer: No. There must be a signature in the file from the client (either a fax of the 641 or a mailed in copy of the 641) indicating that the client has agreed to the conditions of the waiver. It does not suffice to have the counselor complete the waiver for the client. Until the SBA has electronic signature capabilities, we are requiring that a signature be on file indicating that the client has agreed to the liability waiver.

Question: What is the difference between online counseling and e-mail communication?

Answer: E-mail counseling is communication online that occurs as an aftermath or follow up to face-to-face counseling. On the new forms effective in FY 2006, there will be areas to indicate what type of counseling occurs and we will be able to track it. Online counseling is where the onset of counseling occurs online, most commonly through a web site set up to accommodate this. After the initial onset of the counseling, follow-up counseling can be done in any medium – online, phone, and in-person. With the new forms in effect in FY 2006, there will be a place to indicate what type of initial onset occurred (in person, online, phone) and it can be tracked that way.

Q&A Regarding “Training”

When trying to decipher whether something is training, the first thing one should look at is whether multiple SBA resource partners (SBDC, SCORE or WBC) are involved. If only one SBA resource partner is involved, whether they are doing the training themselves or in partnership with invited guests or other non-SBA partnered events, that resource partner takes credit for the entire event as a training.

When more than one SBA resource partner is involved (SBDC, SCORE or WBC), depending on the situation, training attendees and hours may need to be split as agreed by the partners. For example, if SBDC and SCORE co-sponsor an event at which neither of them do any training but have invited guests doing it, they would split the training attendees and hours as agreed. However, in this same scenario if SBDC does an hour training on a topic area (45 mins training and 15 mins Q&A), training attendees and hours are still split between SBDC and SCORE and, in addition, SBDC would also count the additional training hour and attendees for their individual session assuming the other training requirements are met.

Question: Is there a supplemental form for the SBA Form 888?

Answer: Yes, it will be issued in an upcoming procedural notice. The supplemental form will include a breakdown of demographic data for ethnicity and race. OMB allowed an extension on the old Form 888 with the provision that SBA resource partners and SBA district offices attempt to collect ethnicity and race information.

Question: Can training provided to lenders by district offices be counted as training for Entrepreneurial Development (ED) goals?

Answer: No. To be counted as ED training, the training topic must be related to an ED program or service or be entrepreneurial in nature (a structured program of knowledge, information and/or experience on a business-related topic). Lender training does not meet these criteria.

Question: Our center offers a pre-business training series that is offered in four separate sessions. Attendees can sign up for the entire series or just one segment. How should I count and report on this training format?

Answer: Since the training event is being offered as a series, you would report on the event using one SBA Form 888. Attendees would be counted once, no matter how many sessions of the course they attended. So if an attendee attended all four of the sessions, they would be counted once for the entire series. You will also count once an attendee who attended just one of the four training sessions. An attendee list for each session should be attached to the SBA Form 888.

Question: How are training attendees counted if they sign up for two separate training seminars on different topics?

Answer: If a training attendee signs up for two separate trainings in one year, they

would be counted twice. The SBA Form 888 and EDMIS do not have the capability to allow for attendee-by-attendee information for SBA training. However, if an attendee attends different sessions of a long-term training class, they are counted once.

Question: If SCORE presents for 15 minutes at an event, SBDC presents for 15 minutes at the same event and then WBC presents for 15 minutes at the event and a Chamber of Commerce representative presents at the event for 15 minutes, how is it counted?

Answer: The event must total one hour in length and meet all the reporting requirements for training such as evaluations and the SBA Form 888. Resource partners must determine how they are going to divide the attendee numbers and take credit for them amongst each other. Each attendee can only be counted once for this event.

Question: With regard to training breakout sessions, it appears that the total number of attendees reported at various breakout sessions of an event can exceed the total number of attendees at the event. If the event has 30 attendees and three breakout sessions in the morning and three breakout sessions in the afternoon and ten people attend each breakout session, a total of 60 attendees could be reported.

Answer: Breakout sessions can be counted as training as long as they meet the same requirements as regular training. There would need to be an agenda, SBA Form 888, an attendee list, and evaluation forms and the session must last for one hour. Every effort to collect race/ethnicity information must also be made. Otherwise, the breakout should be counted as an information transfer. It is correct that attendees may be counted more than once, but as long as the requirements for the training are being met – the definition is being implemented correctly.

Question: If a seminar includes a speaker or panel of speakers discussing a topic for 45 minutes and then there is a 15-minute question and answer session from the audience does it count as a training session?

Answer: Yes. If the session is scheduled to last for one hour and the other requirements of training are met, this would count as training.

Question: If the SBDC in partnership with a Chamber of Commerce puts on 2 hour event featuring 3 successful entrepreneurs as speakers; however, there is no SBDC consultant who is a speaker - how is this training counted?

Answer: This is a training session (2 hrs.) and should be counted by the SBDC as such. SBDC would claim credit for all attendees and normal requirements apply for training reporting eligibility (evaluation, attendee list, 888, etc.).

Question: If the SBDC puts on a training event on worker's compensation, and invites an outside speaker to conduct the entire training -is this considered a training event?

Answer: Yes, if it is more than an hour in length, relates to small business management and meets the other training requirements, the SBDC gets credit for all attendees.

Question: If the SBDC puts on a training event on procurement in partnership with a local government agency, an SBDC consultant is part of the panel speaking for only 15 minutes - does this not count as training?

Answer: Training must be for an hour in total - either sponsored solely by the SBDC (or hired consultant) or jointly with another resource partner.

Question: The SBDCs conducts Pre-Venture Seminars and were previously counting them as counseling hours with clients filling out 641s and considering them as group counseling, however, now that the definitions have changed, how these should be counted?

Answer: SBA is moving away from group counseling instead calling these training sessions. But they must also meet the definition of training, i.e. 1 hour in length, an evaluation form, list of attendees, a form 888 and substantive content requirements. If they don't meet the training requirements, then they would be information transfers.

Question: Please address new guidelines or restrictions for co-sponsored events. Our WBC has co-sponsored many classes with the SBDCs in our state and neither party is entirely sure how the numbers will be counted this year.

Answer: There are certainly no restrictions with conducting co-sponsored events, and SBA certainly wants to encourage these types of activities. For joint events that meet the requirements of a training event, the SBA co-sponsors should agree in advance who will take credit for the attendees. If the event were being jointly planned and executed, for instance, the WBC and the SBDC would each get credit for 50% of the attendees. However, if the event has breakout sessions, the breakout sessions can be counted as training as long as they meet the same requirements as regular training. There would need to be an agenda, SBA Form 888, an attendee list, an evaluation form and the session must last for one hour. In this last case, the attendees of this session might be counted twice, once in the breakout and again by the sponsor of the event. Please note, however, that lender training does not count as ED Training.

Question: If an event is hosted by other entities such as the Chamber of Commerce or economic development groups, should the ED resource partner include the training presentations (of an hour or more) that they make at the event?

Answer: Yes. The ED resource partner can count the training they present at an event sponsored by an outside organization if it meets the definition of training. There needs to be a completed SBA Form 888, agenda, evaluation information, and the program must last for at least one hour. If these requirements are not met, the presentation must be counted as an information transfer.

Question: If we conduct a one hour presentation to a college or high school business class, can that be counted?

Answer: Yes. As long as the training is a structured program of knowledge, information or experience on a business-related topic, training to college or high school business students can be counted. As with all training, there needs to be an agenda, attendee list, evaluations and be documented with an SBA Form 888. Additionally, every attempt to collect race/ethnicity information must be made.

Question: If you are providing a long-term training course with multiple segments, is an evaluation form needed at the end of each segment?

Answer: No. An evaluation is only required at the end of the course.

Q&A Regarding "Information Transfers"

Question: How do we count information transfers?

Answer: Information transfers are counted based on activity alone. If the client accesses information day one and on day two asks for additional information - two information transfers have occurred.

Question: If a marketing brochure or e-mail is sent to the target consumer, is it considered an information transfer?

Answer: Yes. The exchange is considered an information transfer if the information is sent to a specific targeted consumer or at the request of a counselor. However, the circulation of a newsletter or mass mailing does not count as an information transfer.

Question: With regard to information transfers, do they include visitors to an exhibit booth?

Answer: Yes. Visitors to an exhibit booth can be counted as an information transfer as long as there was a substantive exchange of business related information at the booth. (You should not include everyone that signs up for the trade fair.)

Question: If a contact with an individual is recorded as an information transfer and there is a follow up later, do we aggregate the total amount of time to receive credit for the 30 minutes of counseling?

Answer: No. We are not requiring resource partners to collect client-by-client data on information transfers. Information transfers are reported as an aggregate number. Therefore, we would not expect you to link an information transfer to a counseling session. These two activities should be kept separate, even if someone who received an information transfer returns for counseling assistance. The assistance rendered later would have to meet the definition of counseling on its own merits

Question: If we insert a brochure in our newsletter, would this be considered an information transfer? This brochure is done monthly and it includes a schedule of classes and events. If the document were mailed separately, would it be considered an informational transfer?

Answer: It would not count as an information transfer if the brochure were included with a newsletter. Circulations of bulk mailings should not be counted. However, if a client called and asked for information on classes and the brochure were mailed as a response, this would count as an information transfer.

I. WORKSHEETS

On the following pages are worksheets required to be submitted with your proposal which may not be found at Grants.gov or created/supplied by the applicant. The forms/worksheets are: SBA Form A9-A12 (Budget Detail Worksheet); SBA Form 1623 (Certification Regarding Debarment, Suspension and Other Responsibility Matters, Primary Covered Transactions); and SBA Form 1711 (Certification Regarding Lobbying).

REQUIRED APPLICATION FORMAT AND INSTRUCTIONS

I. Proposal Instructions

The technical proposal which must be identified as Part II, prepared in double space format, and not exceed 50 pages. It must include a timeline of the applicant's proposed goals, objectives, activities and costs for each year in the 5-year project term. Also the proposal should be completed with a table of contents and must be responsive to the evaluation criteria. Applicants are reminded to include documentation of the mandatory eligibility requirements in the technical proposal, including the 501(c) 3 verification from the U.S. Internal Revenue Service (IRS). Failure to provide the mandatory eligibility documentation will result in disqualification of the application, and the application will not be evaluated. In addition, incomplete or illegible (in whole or in part) applications will not be evaluated.

II. Budget Information

A. Instructions for Standard Form 424 (Application for Federal Assistance)
This guidance supplements that contained on the reverse side of the form.

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

FINANCIAL

I. Advance Payment.

The SBA may advance up to 25 percent of each year's Federal share awarded to a recipient organization after notice of the award has been issued are obtained and expended on

project activities.

II. Program Income

All program income must be reported on financial reports submitted to the SBA. Program income must be added to funds committed to the project by the SBA and recipient organizations and may only be used to further eligible program objectives. Program income may be used in the following order of priority: (1) to waive tuition or other fees for project participation of service-disabled veterans who are economically or socially disadvantaged; (2) for reasonable costs related to the project but not included in the initial budget subject to the written approval of the grants agreement officer; and (3) for continuation of project activities following exhaustion of the Federal funds and expiration of the current budget period.

III. Cost Principle

All costs approved for a successful applicant must meet the tests of necessity, reasonableness, allowability and allocability in accordance with the cost principles applicable to this award. All proposed costs are subject to pre-award audit. Recipients are responsible to ensure proper management and financial accountability of Federal funds to preclude future cost disallowances. Payment will be reimbursed or paid in advance as described in the cooperative agreement requirements.

IV. Carryover Request

The VBOC project director may request approval to carryover a Federal unobligated balance to the next budget period to make it available for spending during the next period. Carryover requests must consist of the following: (1) SF 424, budget pages and justification; (2) narrative indicating why the funds were not expended during the period in which they were awarded; and (3) OVBD approval. The carryover request must be made no later than 60 days before the end of the budget/project period for which the funds are available or the de-obligation process will begin. Approved carryover requests require the issuance of a revised notice of award. Expenditures for carryover requests must be tracked separately.

REPORTING

I. EDMIS Reporting

The applicant must participate in SBA's Entrepreneurial Development Management Information System (EDMIS), i.e., data collection system. The SBA is continuing to develop a centralized system for collecting performance measurement data from its resource partners. The system will be a client specific data collection system that will collect, analyze, and report on the data collected. Resource partners may, if they feel the system meets all of their MIS needs, use EDMIS as their primary MIS; however, careful analysis should be done by the resource partner to ensure that the EDMIS system does in fact meet ALL of their data collection needs as many partners have more extensive data collection needs than SBA. Resource partners will be required to either manually enter data or upload batch files to the system. VBOCs must input data at least on a quarterly basis.

The EDMIS system will automate three SBA data collection forms: the SBA Form 641 (counseling), the SBA Form 888 (training) and the SBA Form 2226 (information transfers). All VBOCs will be required to use these standard forms. In addition to the elements on the standard forms, the system will collect other information specific to the VBOC Program. The VBOC must provide (1) the number of individuals receiving assistance, including those served via the internet; (2) the number of start-up business concerns formed, maintained or salvaged; (3) number of jobs created or saved and; (4) the number of hours of counseling and training provided and workshops conducted. Additionally, the agency will require the VBOC to report the percentage of clients that determined center services to be effective, highly effective, or ineffective.

Projected FY 2010 Outputs

The VBOC program collects and reports on the following data for use by the agency, Congress and the Office of Management and Budget. Below is an overview of data that we must report in FY 2010 and projected as FY 2011 Outputs for the VBOC program.

- Increase in the number of start-up clients
- Increase in the number of existing business clients
- Increase in the number of total clients counseled
- Increase in the number of total clients trained
- Increase in the number of information transfer contacts
- Increase in the number of clients counseled on-line
- Increase in the number of veteran, service-disabled veteran Reserve Component member and Transition Assistance Program participant clients

Required data reporting for Outcomes for the VBOC Program:

- Number of specific outreach events and activities
- Number of business start-ups
- Number of business start-ups lasting more than one year

- Customer satisfaction rating in excess of 80% percent
 - Measure the revenue growth of existing companies assisted (profit/loss)
 - Employment increases/decreases (job creations)
 - Gross receipts of assisted concerns
 - Increases or decreases in profits of assisted concerns
- Number of businesses assisted, maintained or salvaged for Members of Reserve Components of the U.S. Military

Projected FY 2010 Management Initiatives:

- Completion of resource partner participation in EDMIS
- Participation in OVBD Impact Survey by assisting with client data and mailings
- Use of the online needs assessment process nationwide in all VBOCs
- Participation in design of methodology for program evaluations
- Development of on-line outreach and assistance program
- Participation in Transition Assistance Program (TAP) with the Department of Labor and or Department of Defense
- Referral and follow-up support for veterans referred to, applying for or participating in the Entrepreneurship Boot Camp for Veterans with Disabilities (EBV) operating at Syracuse University, Florida State University, Texas A&M University, the University of California at Los Angeles, Purdue University and the University of Connecticut, and any other Universities chosen by Syracuse University for participation in the EBV program.

VBOC Client Evaluation Forms

Evaluations must be collected from VBOC clients who receive continuous counseling or attend a VBOC training event. All VBOCs should develop internal procedures to ensure that these evaluations are performed on a regular basis and retain these documents on file.

Performance Reports

The recipient must submit quarterly performance reports during the term of the project. All reports must include statistical information in months identified in the contract for each Fiscal Year. The VBOC should also report a narrative description of program activities. The final report for the project year and must include a section that summarizes the year's activities, challenges, accomplishments and recommendations based on client feedback.

A. The recipient must electronically transmit the reports to the OVBD grants management officer. The SBA may withhold payments if reports are not received or are deemed inadequate in the SBA's sole discretion. The procedures are subject to change, as the EDMIS system develops.

B. The narrative section of the quarterly performance reports must include:

1. A comparison of actual accomplishments to the estimated milestones established

for the reporting period.

2. Reasons for slippage in those cases where the milestones were not met, and a plan of action to overcome those slippages or a detailed statement of how the program will better serve veteran's business owners if the milestones are revised.

3. Other pertinent information, including unique features of the site, including:

a. Success stories suitable for inclusion in newsletters and reports;

b. News clippings, brochures, etc.

c. Names of staff and positions;

d. List of board members and board chairperson, physical and e-mail addresses, phone numbers and fax numbers;

e. Number of service-disabled and economically disadvantaged clients receiving scholarships for client tuition (i.e., waived tuition due to VBOC's receipt of program income).

Financial Reporting

A. The recipient must submit quarterly financial reports (the fourth quarterly report serves as the final financial report). The recipient must send the original to the SBA's to the GOTR.

B. The Financial Status Reports must be submitted on Standard Form 269 and the Federal Cash Transactions Reports (re: advance payment) must be submitted on Standard Form 272. Each quarterly financial report is to cover each 3-month period of the award. The final fourth quarter reports may include adjustments to previous reports.

C. Financial reports shall be due no later than 30 days after the end of each quarterly reporting period. The final (fourth quarter) report is due 90 days after the end of each 12-month budget period. The final report must include a cost breakdown, by line item of actual financial expenditures of cost incurred. Grantees must submit the SBA Detailed Actual Expenditures worksheet for Period Covered by Request with the final Standard Form 269.

**BUDGET DETAIL WORKSHEET
FOR TWELVE MONTH BUDGET PERIOD
(Non-Construction Programs)**

SUPPLEMENTARY INSTRUCTIONS

1. Personnel

Enter in Column 1 the annual (12 months) salary rate for each key position referred to in the narrative, which will be filled for all or any part of the year by an incumbent working on the project. This rate may not be more than that paid by the grantee to other employees in comparable positions or, if the grantee has no comparable positions, the rate may not be more than that paid for such services elsewhere in the community.

Enter in column the number of months the position will be filled by an incumbent working on the project.

Enter in Column 3 the percent of time or effort the incumbent will devote to the project during the number of months shown in Column 2.

Enter in Column 4 the total amount required, as computed from the information shown in Columns 1 through 3. Use the following formats:

$$\text{Annual Salary} \times (\text{Col. 1}) \frac{\text{No. of Months (Col. 2)}}{12} \times \text{Percent of Effort (Col. 3)} = \text{Total Amount Required (Col. 4)}$$

EXAMPLES:

PERSONNEL				
NAME	ANNUAL SALARY RATE	NO. MOS. BUDG.	% TIME	TOTAL AMOUNT REQUIRED
	(1)	(2)	(3)	(4)
Full-Time Employee of Institution working 60% time on project. -----				
John Doe	\$24,000	12	60%	\$14,400
<u>Calculation</u>	\$24,000 x	$\frac{12}{12}$ x	60%	= \$14,400
Summer Employee (3 months) to be paid \$1,000 a month. will work on project 25% of time. -----				
Richard Doe	\$12,000	3	25%	\$ 750
<u>Calculation</u>	\$12,000	3	25%	= \$ 750

2. Fringe Benefits

Enter in the parenthesis the fringe benefit rate applicable to employees of the institutions. In Column 4, enter the amount determined by applying the rate to the total of the salaries in Column 4 to which the rate applies.

3. Option for Salary Detail Submission

Institutions may require that the salary rates and amounts requested for individuals not be made available to SBA reviewing consultants. To do so, an additional copy of this page must also be submitted, complete in all respects, except that Columns 1 and 4 may be left blank.

A-10
BUDGET DETAIL WORKSHEET
FOR TWELVE MONTH BUDGET PERIOD
(Non-Construction Programs)

PERSONNEL LIST

NAME AND POSITION TITLE	ANNUAL SALARY RATE	NO. MOS. BUDG.	% TIME	CUMULATIVE (Fed. & non-Fed) AMOUNT REQUIRED
	(1)	(2)	(3)	(4)
<p><u>Key Personnel</u> - an individual in a management position (e.g, a director or supervisor) or any individual who's job is vital to the performance of the project (e.g., researcher or trainer)</p>				
<p><u>Other Personnel</u> - names and titles of all employees that will be paid from the grant funds (e.g, clerical support, receptionist).</p>				
TOTAL PERSONNEL				\$
FRINGE BENEFITS (Rate - _____)				\$
TOTAL PERSONNEL & FRINGE				\$

Signature: _____ **Title:** _____ **Date:** _____

A-11
BUDGET DETAIL WORKSHEET
FOR TWELVE MONTH BUDGET PERIOD
(Non-Construction Programs)

<u>DIRECT COST</u>		CUMULATIVE
(If additional space is needed for any category, attach sheet.)		(Fed. & non-Fed)
		AMOUNT
		REQUIRED
<i>If multiple items purchased under a category, provide separate costs for each item.</i>		
Personal Services - List all Key Personnel on page A-10. Provide name of employees, if available, and provide all position titles. Show the annual salary rate and the percentage of time to be devoted to the project. Compensation paid for employees engaged in grant activities may not be more than that paid by the grantee to other employees in comparable positions or, if the grantee has no comparable positions, the rate may not be more than that paid for such services elsewhere in the community.		\$
Fringe Benefits - Fringe benefits are to be listed separately and should be based on actual known costs or an established formula. Fringe benefits are for the personnel listed in Personal Services category and only for the percentage of time devoted to the project. Fringe benefits on overtime hours are limited to FICA, Workman's Compensation, and Unemployment Compensation.		\$
Consultants - Indicate whether applicant's formal, written Procurement Policy or the Federal Acquisition Regulations are followed. For each consultant enter the name, if known, service to be provided, hourly or daily fee (8-hour day), and estimated time on the project.		\$
Travel - Itemize travel expenses of project personnel by purpose (e.g., staff to training, field interview, advisory group meeting, etc.). Show the basis of computation (e.g., six people to 3-day training at \$X lodging, \$X subsistence). Identify the location of travel, if known. Indicate source of Travel Policies applied, Applicant or Federal Travel Regulations. NOTE: Per diem is <u>not</u> allowed for local travel.		\$
Equipment - List non-expendable items that are to be purchased. Non-expendable equipment is tangible property having a useful life of more than two years and an acquisition cost of \$5,000 or more per unit. (Note: Organization's own capitalization policy may be used for items costing less than \$5,000). Expendable items should be included either in the "Supplies" category or the "Other" category. Applicants should analyze the cost benefits of purchasing versus leasing equipment, especially high cost items and those subject to rapid technical advances. Rented or leased equipment costs should be listed in the "Contractual" category. Explain how the equipment is necessary for the success of the project. Provide procurement method used.		\$
Supplies - List items by type (office supplies, postage, training materials, copying paper, and expendable equipment items costing less than \$5,000, such as books, hand held tape recorders) and show the basis for computation. (Note: Organization's own capitalization policy may be used for items costing less than \$5,000). Generally, supplies include any materials that are expendable or consumed during the course of the project.		\$
Contractual - Indicate whether applicant's formal, written Procurement Policy or the Federal Acquisition Regulations are followed. Provide company or person name and a description of the product or service to be procured by the contract and an estimate of the cost. Applicants are encouraged to promote free and open competition in awarding contracts. A separate justification must be provided for sole source contracts over \$2,500.)		\$
Other - List items (e.g., rent, reproduction, telephone, janitorial or security services, etc.) by major type and the basis of the computation. For example, provide the square footage and the cost per square foot for rent, or provide a monthly rental cost and how many months to rent.		\$
TOTAL DIRECT COST		\$

NOTE: ALL CATEGORIES MUST BE SUPPORTED BY NARRATIVE JUSTIFICATION.

A-12
BUDGET DETAIL WORKSHEET
FOR TWELVE MONTH BUDGET PERIOD
(Non-Construction Programs)

INDIRECT COST

(Costs identified as indirect can not be duplicated in Direct Cost.)

(Rate _____%)

If the applicant has an approved rate, a copy of the rate approval, (a fully executed, negotiated agreement), must be attached. If the applicant does not have an approved rate, one can be requested by contacting the applicant's cognizant Federal agency, which will review all documentation and approve a rate for the applicant organization, or if the applicant's accounting system permits, costs may be allocated in the direct costs categories.

**CUMULATIVE
(Fed. & non-Fed)
AMOUNT
REQUIRED**

Overhead (Please provide details.)	
General and Administrative (Please provide details.)	\$
TOTAL INDIRECT COST	\$
<u>OTHER</u>	
Profit/Fee	\$
TOTAL ALLOWABLE BUDGET	\$

Does organization have a definitized approved rate package across the board for all grants/cooperative agreements/contracts?

Check one: Yes No

If the answer is "yes", provide name of approving audit agency and date and attach a copy of the rate approval, (a fully executed, negotiated agreement).

Name of Audit Agency: _____

Date: _____

NOTE: All costs approved on this budget must meet the tests of necessity, reasonableness, allow ability, and allocability in accordance with applicable cost principles applicable to this award. All costs charged to this project are subject to audit. Recipients are responsible to insure proper management and financial accountability of federal funds to preclude future costs disallowances.

All categories must be supported by narrative justification.

**Certification Regarding
Debarment, Suspension, and Other Responsibility Matters
Primary Covered Transactions**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 13 CFR Part 145. The regulations were published as Part VII of the May 26, 1988 *Federal Register* (pages 19160-19211). Copies of the regulations are available from local offices of the U.S. Small Business Administration.

(BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS ON REVERSE)

- (1) The prospective primary participant certifies to the best of its knowledge and belief that it and its principals:
- (a) Are not presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
 - (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective primary participant shall attach an explanation to this proposal.

Business Name _____

Date _____

By _____
Name and Title of Authorized Representative

Signature of Authorized Representative

SBA Form 1623 (10-88)



INSTRUCTIONS FOR CERTIFICATION

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549. You may contact the department or agency to which this proposal is submitted for assistance in obtaining a copy of those regulations (13 CFR Part 145).
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transactions," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the ineligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.



U.S. SMALL BUSINESS ADMINISTRATION
CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Signature _____

Date: _____

Name and Title: _____