

MBDA Business Center Program

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## NOTICE OF FUNDING OPPORTUNITY

## EXECUTIVE SUMMARY

Federal Agency Name(s): Minority Business Development Agency (MBDA), Minority Business Development Agency (MBDA), Department of Commerce

Funding Opportunity Title: MBDA Business Center Program

Announcement Type: Initial

Funding Opportunity Number: MBDA-OBD-2021-2006809

Catalog of Federal Domestic Assistance (CFDA) Number: 11.805, MBDA Business Center (MBC)

Dates: Complete applications will be accepted in Grants.gov up to 11:59 p.m. Eastern Time on March 17, 2021. Applications received after this time will not be reviewed or considered for funding under this Announcement.

Funding Opportunity Description: This notice requests applications for programs aligned with the Minority Business Development Agency's (MBDA) strategic plans and mission goals to service minority business enterprises (MBE's). This notice also provides the public with information and guidelines on how MBDA will select proposals and administer discretionary Federal assistance under this Notice of Funding Opportunity (NOFO).

## FULL ANNOUNCEMENT TEXT

## I. Funding Opportunity Description

## A. Program Objective

The Minority Business Development Agency (MBDA), a bureau of the U.S. Department of Commerce, will provide Federal assistance to support innovative projects seeking to promote and ensure the growth of minority enterprises. The MBDA Business Center Program provides technical assistance and business development services to minority business enterprises (MBEs). In accordance with Executive Order 11625 and 15 U.S.C. § 1512, MBDA is soliciting competitive applications from eligible organizations for the operation of MBDA Minority Business Development Centers as described in this NOFO. MBDA anticipates awarding approximately one (1) individual cooperative agreement pursuant to this NOFO for a business center in each of, or servicing, the following states:

(\*The list below reflects approximate anticipated funding amounts and awards per state.)

Proposed Location: (Appx. Funding Amount) (Appx. Number of Centers per state)

Alabama: \$375,000 (1)  
Arizona: \$400,000 (1)  
California: \$410,000 (3)  
Colorado: \$400,000 (1)  
Florida: \$410,000 (2)  
Georgia: \$400,000 (1)  
Hawaii: \$410,000 (1)  
Illinois: \$400,000 (1)  
Louisiana: \$375,000 (1)  
Maryland: \$400,000 (1)  
Massachusetts: \$410,000 (1)  
Michigan: \$400,000 (1)  
Minnesota: \$375,000 (1)  
Mississippi: \$375,000 (1)  
Missouri: \$375,000 (1)  
Nevada: \$400,000 (1)  
New Jersey: \$400,000 (1)  
New Mexico: \$375,000 (1)  
New York: \$410,000 (2)  
North Carolina: \$385,000 (1)

Ohio: \$385,000 (1)  
Oklahoma: \$375,000 (1)  
Pennsylvania: \$400,000 (1)  
Puerto Rico: \$415,000 (1)  
South Carolina: \$375,000 (1)  
Tennessee: \$375,000 (1)  
Texas: \$410,000 (4)  
Virginia: \$400,000 (1)  
Washington State: \$400,000 (1)

TOTAL: \$14,300,000.00 (36)

The locations of the Centers are based on the size and ranking of minority populations in each state, the overall number of employer minority firms in states, and other available research, data, and information.

The Minority Business Development Agency (MBDA) provides Federal assistance in support of innovative projects that promote and seek to resolve the challenges faced by minority enterprises. The funds to be awarded by this program are not congressionally directed funds or designated for existing funded awards. In the Fiscal Year 2021 appropriations bill, Congress authorized MBDA to foster, promote, and develop minority business enterprise, through grants, contracts, and other agreements with public or private organizations. See Consolidated Appropriations Act of 2021, Pub. L. No. 116-260 (December 27, 2020). MBDA is authorized pursuant to Executive Order 11625 to provide financial assistance to public and private organizations so that they may render technical and management assistance to minority business enterprises and defray all or part of the costs of pilot or demonstration projects conducted by public or private agencies or organizations that are designed to overcome the special challenges of minority business enterprises.

#### B. Program Priorities

MBDA leads Federal Government efforts to promote the growth and global competitiveness of MBEs. MBDA has established key priorities designed to overcome the unique challenges faced by MBEs.

The primary drivers of a Minority Business Development Center are: (i) business development and (ii) capacity building. Business development is fostering and securing new opportunities for MBEs that result in revenue generation by:

- Assisting clients to increase sales and service agreements, product requests, task orders

and exports; and

- Matching opportunities and assisting qualified/vetted MBE clients to access, compete, and secure transactions that lead to a financial benefit (e.g., sales).

Capacity building occurs when MBEs are assisted with management capacity, financial capacity, and technological capacity that results in new capabilities, higher productivity, reduced costs, increased profits, workforce improvement, business expansion, and scalability. The MBDA Business Center will assist MBEs to:

- improve operational efficiencies;
- increase resources;
- build scale;
- manage risk and increase liability thresholds;
- strengthen management teams;
- access and secure financing, equity, and venture capital; raise online capital;
- increase profits and owner equity; and
- implement and integrate new technology and equipment.

The MBDA Business Centers manage relationships and sources of deals by promoting the interests of MBEs; educating MBEs on the benefits of strategic growth alternatives (e.g., mergers, acquisitions, and/or joint ventures); and providing service referrals to MBEs of all sizes.

Note: Projects must be in any area of the U.S. and must provide services that benefit minority business enterprises in any U.S. state or territory.

**IMPORTANT:** You must have physical office space in the state for which you apply.

This NOFO is focused on capacity building for firms with revenues of \$500,000 or more.

MBDA anticipates making 36 awards under this announcement, with the federal funding amount ranging from \$375,000 - \$415,000 for each award.

1. Agency Requirements for the Center

- a) Alignment to MBDA Mission – Each proposed project should align, compliment, and support MBDA’s mission to promote the growth and global competitiveness of America’s MBE community.
- b) Service Location - MBDA seeks to fund projects located in the defined locations; however, a center may serve any U.S. minority business enterprises located in any U.S. state.
- c) Services – Funded projects must align with the MBDA program objectives and

priorities (I.A. and I.B. above). The projects must provide management and technical assistance (i.e., business consulting services) to MBE clients that support their respective business development and capacity building journey.

d) Performance – Funded projects shall be monitored on a regular basis to track progress. The defined measures and goals are aligned to key outputs, outcomes, and impact under this program.

e) MBE Service Recipients - Organizations that are owned or controlled by the following persons or groups of persons are the organizations that are considered MBEs for the purpose of this NOFO: African-American, Hispanic-American, American Asian and Pacific Islander, Native American (including Alaska Natives, Alaska Native Corporations and Tribal entities), Asian Indian American, and Hasidic Jewish American. See 15 C.F.R. §§ 1400.1, 1400.2 and Executive Order 11625 (1969).

2. Performance Measures and Goals –In order to remain consistent with the Agency’s mission, applications should allow for the measurement of growth of MBEs. Applicants should plan projects that allow them to achieve and report goals noted below. These goals shall determine performance achievements and outcomes that result in direct benefit(s) to the clients served and alignment to the program priorities.

Measures	Annual Goals
Number of MBEs Served	100
Gross Revenues Generated	\$50,000,000
Percent Clients that Increase Profits	50%
Value of Financing, Capital & Bonding	\$25,000,000
Value of Capacity Investments	\$25,000,000
Number of Jobs	250
Capacity Building Engagements	50-100 (See definitions below)

Number of MBEs Served: the actual number of MBEs served during a funding period. This measure shall include MBEs that are served with and without a client engagement. An MBE without a client engagement must complete a minimum intake package. An MBE client must complete an engagement package with the center for services (i.e. a client engagement form, client attestation form, client verification form, and client internal transaction verification attestation form). Note, the center may only take credit for performance if the MBE completes a minimum intake package or client engagement package. Additional instructions (i.e., handbook) for intake process will be provided at the Post Award conference.

Gross Revenue Generated: the total dollar value of sales achieved directly related to the

assistance provided by the center to the engaged client. Gross revenue generated shall include one or more income generating event(s) such as (but not limited to) overall sales, service agreements, task orders, product requests that result in sales, successfully awarded contracts, and/or the total principal value of executed sales/delivery contracts of services/products/ intellectual rights and/or other binding financial considerations secured for clients of the center.

MBDA recognizes that the financial obligations evidenced by transactions may be long-term and require the delivery of goods and services over an extended period. In some cases, the agreements may have been awarded as indefinite demand indefinite quantity (IDIQ) contracts. Consequently, it is not necessary that the funds or other financial value specified under these agreements have actually changed hands for the center operator to receive credit. In the case of multi-year and multiple-year awards (base and option years) and IDIQ contracts, the full contract value, including option years, can be claimed in the year the contract was signed. The period for claiming the amount of multi-year and multiple-year awards cannot exceed the performance period of the cooperative agreement.

Percent Clients that Increase in Profits: the measure of net financial gain from one period to another. The net financial gain is reported as a percentage only .The percentage of clients that report a net increase in profits after engagement with MBDA. The financial gain profit is generally derived from gross revenue less expenses, related to the operations of the business center.

Value of Financing, Capital, & Bonding: includes the total principal value of approved loans, lines of credit, trade credit, subordinated debt, bonds used to raise capital for the MBE, leases (property and equipment), specialized industry financing (e.g., equipment financing), export letters of credit, equity investments, capital formation, assets under management or other binding financial agreements secured by clients of the center, with the assistance of the center staff (with the exception of insurance or bonds used to provide insurance for contracts). For purposes of this performance element, eligible financial transactions are those that have a specific dollar value and that expand the client's capital base/operations or that produce some other direct and immediate commercial benefit to the client.

Value of Capacity Investments: includes the dollar value of the client's investment in land, building, infrastructure, technology, equipment, and affiliated costs that transition or transform the client's ability to improve operation, service offerings, efficiencies, scalability, and production. Reporting under this category may be counted only if not counted in the "Value of Financing, Capital, & Bonding" category.

Number of Jobs: includes new jobs created and retained jobs.

New Jobs Created - are the number of new full time and/or part time employment

opportunities reported on the client's payroll during the funding year.

Retained Jobs - are the number of existing full time and/or part time employee positions retained and reported on the client's payroll during the funding year. Job retention pertains to maintaining the status quo of persons employed by the client in lieu of subjective and objective decisions made by the client to reduce its work force due to economic conditions, lack of capital, failure to secure necessary contracts and/or sales (documentation will be needed to show that the client did not reduce the workforce as a result of the Center operations). Note, persons on paid sick leave, paid holiday, and paid vacations are included as employees, as are salaried officers and executives of corporations.

Capacity Building Engagements: the number of client engagements that results in the below qualitative and/or quantitative improvements. Minimum annual goals shall be 50 engagements (10 in each category) or 100 total engagements across all categories, whichever is achieved first.

Operation efficiencies – The adoption of plans and practices that reduce costs and increase revenues.

Risk management and liability – The identification and forecasting of potential risks, the development of a risk management plan, and the mitigation of risk. Examples include a professional risk analysis or an increase in liability thresholds.

Management team development – Includes initiatives that, from recruiting externally and developing internally, created a well-qualified and diverse executive leadership team for the client.

Financing – Securing new sources of capital, including both traditional finance and alternative finance, and debt and equity.

Technology and equipment – The acquisition and deployment of new technology or equipment that increases scalability. This can include technology/equipment that is either widely accepted, innovative, or both.

### C. Program Authority

In the Fiscal Year 2021 appropriations bill, Congress authorized MBDA to provide funding through grants, contracts, and other agreements with public or private organizations. See Consolidated Appropriations Act of 2021, Pub. L. No. 116-260 (December 27, 2020). MBDA is authorized pursuant to Executive Order 11625 to provide financial assistance to public and private organizations so that they may render technical and management assistance to minority business enterprises and defray all or part of the costs of pilot or demonstration projects conducted by public or private agencies or organizations which are



designed to overcome the special challenges of minority business enterprises.

## II. Award Information

### A. Funding Availability

MBDA expects to expend approximately \$14,300,000 in fiscal year (FY) 2021 funds for the financial assistance awards under this Announcement. MBDA anticipates making 36 awards under this announcement. The funding amount for each award in FY 2021 will range from \$375,000 - \$415,000. MBDA anticipates that up to \$57,200,000 will be available in FY 2022 through FY 2026 to support continuation funding for this program. The funding amounts referenced in this NOFO are subject to the availability of appropriated funds. Publication of this NOFO does not obligate the U.S. Department of Commerce or MBDA to award any specific cooperative agreement or to obligate all or any part of available funds.

### B. Project/Award Period

MBDA will issue awards for a five-year term from July 1, 2021 – August 31, 2026. Receipt of any prospective funding also is contingent upon the availability of funds from Congress, satisfactory performance, and continued relevance to program objectives and will be at the sole discretion of the Department of Commerce.

### C. Type of Funding Instrument

Selected applicant(s) will receive funding through a cooperative agreement under this Announcement. After the award is made, MBDA staff may assist the project by means of a post-award conference, ongoing collaboration, and communication.

## III. Eligibility Information

### A. Eligible Applicants

Eligible applicants include: For-profit entities (including but not limited to sole-proprietorships, partnerships, limited liability companies, and corporations), non-profit organizations, institutions of higher education, commercial organizations, state and local government entities, Tribal governmental entities, and quasi-government entities.

### B. Cost Sharing or Matching Requirement

Cost sharing is not required for Years 1 and 2 of the award (due to financial recovery from the economic impact of COVID-19). A non-federal cost share of 33% of the Federal

Funding is required for years 3 -5.

C. Other Criteria that Affect Eligibility

None

IV. Application and Submission Information

A. Address to Request Application Package

All application materials and forms are available at the grants.gov website (<http://www.grants.gov>). Helpful competition materials such as FAQs can be found on the MBDA Internet Portal ([www.mbda.gov](http://www.mbda.gov)).

B. Content and Form of Application

**General Requirements.** The application must provide sufficient information for the agency to make a determination of merit of the proposal. Each applicant's proposal must describe in detail the programmatic deliverables that address "Agency Requirements for the Center" (See Section I.B.1 above) as well as meet content requirements below.

1. Content Requirements

a) **A Complete Application** - An application must be submitted for each proposal under this Announcement. Applications should include the elements for each section as described below in order to be eligible for the maximum consideration. Applications that fail to include all the necessary elements may not be reviewed or considered and may be disqualified (see Section V. Application Review Information). A complete application should contain the following:

(1) **Title Page (One (1) page limit)**

At a minimum, the application title page must provide the applicant's name, address, telephone number, email address, date of submission, and the Funding Opportunity Number. Applicants are also encouraged to provide the following additional information: project's title, total budget, start and end dates, and the names, affiliations, complete mailing addresses, email addresses, and telephone numbers of all persons affiliated with the proposal.

(2) **Table of Contents (One (1) page limit)**

Under the Table of Contents, applicants should outline the full contents of the application

and provide corresponding page numbers. All pages of the application must be consecutively numbered.

(3) Applicant Narrative (Ten (10) page limit)

A detailed narrative with defined sections as described below.

a) Project Description: The applicant should fully describe and explain the project being proposed, including:

- (1) A detailed description of the business development services that will be provided to MBEs and how those are aligned with MBDA's objectives and priorities (IA, IB).
- (2) The specific geographic service area and location for the business center.
- (3) An implementation timeline, over the entire period of performance that will be used to accomplish the business development objectives and work requirements.
- (4) The Business Center organizational structure, operational processes, and procedures that will be deployed to accomplish the business development objectives and ensure customer satisfaction and financial solvency.
- (5) Identification and description of key stakeholders and partners that will be leveraged to accomplish the business development objectives. If the Applicant proposes to leverage third-party partnerships and their respective resources to accomplish the proposed project under this NOFO, the Applicant will need to provide proof of commitment by the third party as an attached document in the proposal.
- (6) Specific marketing strategies to reach large quantities of MBEs, recruit MBE clients, and expand visibility of the business development services offered by the Applicant and MBDA.

b) Applicant Capability: The applicant must present information describing the experience and qualifications of the organization to carry out the proposal. The application should include the following information.

- (1) Organization/Company Profile: A concise summary of the Applicant's organization, its mission and programs, past experience with similar projects or services as those proposed, and a list of previous or current projects or services relevant to the proposal.
- (2) Organizational Background. An overview that emphasizes the applicant's knowledge of strategies for enhancing growth, expansion, and capacity building of businesses; and, accomplishments dealing with the specific issues facing business enterprises.
- (3) Organizational Structure. A chart showing the Applicant's organizational structure, including a functional statement noting the duties and/or responsibilities of all units that will comprise the organization during the period for which the proposal applies. Applicants must also provide a brief narrative outlining the reporting structure and/or governance of the

Business Center and the financial operation of the organization.

(4) Biographies or Resumes for Major Participant(s). The Applicant should provide a one-page bio or resume showing relevant experience of the Applicant's key leader(s), for example: President/CEO to oversee the success of the proposed project.

(5) Proof of Capability. Applicants also are encouraged to provide proof of capability such as, but not limited to, public records of accomplishments, public citations, and/or letters of referrals/recommendations as attachments in the proposal.

c) Project Goals and Objectives: The applicant must provide annual goals for each year of the proposal; including a break-down of the goals in semi-annual increments (e.g. first six-months and twelve-months). The Applicant should include the following:

1) A detailed description of the methodology or evidence that was used to propose the semi-annual and annual goals; and identification of key assumptions and/or risks that may impact the Applicant's ability to meet or exceed the goals.

(2) Proposed contingency plans and/or strategies for meeting goals if or when Applicant falls behind in meeting program objectives.

(3) The organization's process for monitoring the accomplishment of goals and objectives.

(4) Supporting Documents

Literature Cited (if applicable). The applicant may provide additional information that supports the proposed project. If submitted, literature cited in the proposal may support scoring under the Applicant Narrative – Project Description criterion as noted above.

(5) Standard Forms (SF) and Budget Narrative for all 5 years

The applicant must provide the required SF, attachments, and budget information as described in the section below.

(a) Standard Application Forms. Please refer to the application package available through [www.Grants.gov](http://www.Grants.gov). Please review each form to determine which is required with a submission. Each applicant may not be required to submit all forms listed, depending on the project type or the applicant type.

(i) Signed SF-424. The SF-424 must be signed by the authorized representative.

Electronic signatures submitted through [grants.gov](http://grants.gov) satisfy this requirement. One form will cover all funding periods.

(ii) SF-424A. Budget Information-Non-Construction Programs.

(iii) SF-424B. Assurances for Non-Construction Programs. Budget Narrative Must be completed and submitted for all non-construction applications.

(iv) SF-LLL Disclosure of Lobbying Activities.

(v) Commerce Department (CD)-511. Certification Regarding Lobbying. Certification

regarding debarment, suspension, and other responsibility matters, drug free workplace requirements, and lobbying.

(b) Budget Breakdown. The applicant must submit the SF-424 (application package) and initial breakout via the SF-424A form (SF-424A non-construction, as appropriate). The applicant must indicate matching funds if provided in the appropriate areas of the SF-424 and SF424A. Costs must align.

(c) Budget Narrative. The applicant must provide a detailed justification for all budget items in sufficient detail to enable the proposal reviewers to evaluate the appropriateness of the funding requested (e.g. staffing, infrastructure, work activities, materials and supplies, equipment, etc.). The budget justification must be broken-out and detailed using the same budget categories as the SF-424A. All costs must align.

(d) Required Travel Item(s). Each applicant should include travel costs for (2) key personnel to attend the events included below. In the event that the COVID-19 pandemic continues to cause limitations on travel and gatherings, the events will be virtual.

(i) Minority Enterprise Development Week

(ii) National Training Conference

(iii) NOAA Grants Management Workshop (Years 1&3 virtually)

All of the applicant's proposed expenditures for the project must be broken-down into their individual units and discussed. The budget narrative must match the proposed line item budget (as found in the SF-424A). The budget narrative must also align with work activities, goals, staffing, and other proposed resources. Fringe benefits and other percentage item calculations must match the SF-424A for the proposal

The Office of Management and Budget (OMB) Uniform Guidance will be used to determine allowable costs and will apply to the entire amount of the award, including both the federal and non-federal costs. See Uniform Guidance: Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance), 2 CFR Part 200 (2015).

Please refer to section VIII. "Other Information" of this Announcement for additional information pertaining to required travel.

(6) Format Requirements

All pages should be single-spaced and should be composed in at least 11-point font with one-inch margins on 8-1/2 inch x 11 inch paper. The total proposal shall not exceed 20 pages, including the title page, table of contents, applicant narrative, literature cited, budget narrative, letters of support or letters of commitment (if any), and organizational structure.

The following items are not included in the 20-page limit: resumes/bios of key personnel and required forms. Failure to follow the requirements may result in the rejection of the application. Any PDF or other attachments that are included in an electronic application must meet the above format requirement when printed.

#### C. Unique Entity Identifier and System for Award Management (SAM)

Each applicant (unless the applicant is eligible for an exemption under 2 CFR § 25.110(b) or (c), or an exception approved by the MBDA under 2 CFR § 25.110(d)) is required to:

1. Register in SAM before submitting an application;
2. Provide a valid unique entity identifier in the application; and,
3. Continue to maintain an active SAM registration with current information at all times during which it has an active Federal award or an application or plan under consideration by MBDA (or any other Federal agency).

MBDA may not make a Federal award to an applicant until the applicant has complied with all applicable unique entity identifier and SAM requirements. If an applicant has not fully complied with the requirements by the time MBDA is ready to make the award, MBDA may determine that the applicant is not qualified to receive a Federal award and use that determination as a basis for making an award to another applicant.

#### D. Submission Dates and Times

All proposals must be received on or before March 17, 2021 at 11:59:59 pm Eastern Time (E.T). Applications may be submitted starting from the publication date of this NOFO up to the deadline above. Applications received after this time will not be reviewed or considered for funding. Applications must be submitted electronically via [www.grants.gov](http://www.grants.gov). The electronic submission will receive a date and time stamp at [www.grants.gov](http://www.grants.gov) and will be processed after it is fully uploaded. Applicants should anticipate receiving confirmation of successful submission within forty-eight (48) hours. It is imperative that applicants obtain this confirmation as proof of successful submission. Waiting to submit an application until the end of the competition period puts an application at risk; be sure to allow ample time.

#### E. Intergovernmental Review

Applications under this project are not subject to Executive Order 12372, Intergovernmental Review of Federal Programs.

#### F. Funding Restrictions

Applicants requesting an indirect cost rate (IDC) are required to submit a copy of their current and signed indirect cost rate agreement with the application package.

If an applicant does not have a current Facilities and Administrative (Indirect) Cost Rate Agreement that was negotiated and approved by the Department of Commerce (or by the applicable cognizant Federal agency), please provide a statement to this effect. The applicant must prepare and submit a cost allocation plan and rate proposal or a negotiated indirect cost rate as required by 2 CFR Part 200 “Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards.” See 2 CFR § 200.414. The allocation plan and the rate proposal must be submitted to MBDA (or applicable cognizant Federal agency) within ninety (90) days from the award start date.

Alternatively, in accordance with 2 CFR § 200.414(f), a non-Federal entity that has never received a negotiated indirect cost rate may elect to charge a de minimis rate of 10 percent of modified total direct costs. Applicants proposing a 10 percent de minimis rate pursuant to 2 C.F.R. § 200.414(f) should note this election as part of the budget and budget narrative portion of the application.

Indirect costs proposed under the award must be clearly identified as a separate budget line-item.

#### G. Other Submission Requirements

The time it takes to completely upload an application will vary depending on a number of factors, including the size of the application, the speed of the applicant’s Internet connection, and the time it takes [www.grants.gov](http://www.grants.gov) to process the application. If [www.grants.gov](http://www.grants.gov) rejects the application, the applicant must resubmit the entire application and receive a date and time stamp from [www.grants.gov](http://www.grants.gov). The [www.grants.gov](http://www.grants.gov) time stamp will be considered the date and time of submission receipt. Before beginning to apply through [www.grants.gov](http://www.grants.gov), please review the application instructions posted at [www.grants.gov](http://www.grants.gov) and in this NOFO.

1. Grants.gov Registration - To submit an application through [www.grants.gov](http://www.grants.gov), you must register for a user ID and password. This process can take between three to five business days and up to four weeks if all steps are not completed correctly. Information about the registration process can be found at [http://www.grants.gov/applicants/get\\_registered.jsp](http://www.grants.gov/applicants/get_registered.jsp).

Before applying, your organization needs to register with Grants.gov, which requires appointing one or more Authorized Organization Representatives (AOR). Applicants should register as organizations, not individuals. You must register an Authorized Organizational Representative (AOR) for your organization. The AORs registered at [www.grants.gov](http://www.grants.gov) are the only officials with the authority to submit applications for your organization. Your organization may authorize multiple AORs for [www.grants.gov](http://www.grants.gov) purposes. Below are

instructions for registering as an organization.

2. Electronic Submission - The electronic submission date is the date that applications have been submitted electronically and received by [www.Grants.gov](http://www.Grants.gov). Proof of timely submission shall be the official date and time that [www.Grants.gov](http://www.Grants.gov) receives your application. You must save and print the proof of submission from/on [www.Grants.gov](http://www.Grants.gov). If problems occur while using [www.Grants.gov](http://www.Grants.gov), the applicant is advised to (i) print any error message received and (ii) call [www.Grants.gov](http://www.Grants.gov) at 1-800-518-4726 for immediate assistance.

If you experience a [grants.gov](http://grants.gov) “systems issue” (technical problems or glitches with the [grants.gov](http://grants.gov) website) that you believe threatens your ability to complete a submission, you must (i) print any error message received and (ii) call the Grants.gov Contact Center at 1-800-518-4726 for immediate assistance. Ensure that you obtain and document a case number regarding your communications with [grants.gov](http://grants.gov).

Important note: problems with an applicant organization’s computer system or equipment are not considered “systems issues.” Similarly, an applicant’s failure to: (i) complete the required registration, (ii) ensure that a registered AOR submits the application, or (iii) receive an email message from [grants.gov](http://grants.gov) are not considered systems issues. A [grants.gov](http://grants.gov) “systems issue” is an issue occurring in connection with the operations of [grants.gov](http://grants.gov) system, such as the temporary loss of the service by [grants.gov](http://grants.gov) due to unexpected volume of traffic or failure of information technology systems, both of which are highly unlikely.

Confirmation of successful submission requires 48 hours. Applicants are advised to review the Grants.gov tutorial to minimize risk of an unsuccessful submission. Please visit <http://www.grants.gov/web/grants/applicants/applicant-tools-and-tips.html>.

3. Returning Grants.Gov Users - Organizations already registered with Grants.gov do not need to re-register, but the organization must maintain a current System for Award Management (SAM) registration (formerly Central Contractor Registration (CCR)). If the applicant’s SAM registration is not up-to-date the application will not be accepted by Grants.gov. An applicant’s CCR username will not work in SAM. Applicants must create a new SAM user account to renew or update registration. To obtain additional information and to verify that all required registrations are current, please visit [www.sam.gov/portal/public/SAM](http://www.sam.gov/portal/public/SAM). SAM is the official U.S. Government system that consolidated the capabilities of CCR Federal Agency Registration (FedReg), Online Representations and Certifications Application (ORCA), and Excluded Parties List System (EPLS).

Potential applicants should begin registration early, as the complete registration process



takes between three business days and three weeks. Before applying for a funding opportunity, your organization needs to register with grants.gov and assign one or more Authorized Organization Representatives (AOR). We recognize registration activities take extra time; however, this is part of the security process the U.S. Government must use to prevent fraud and abuse of funds. The Grants.gov application process is outlined below.

**Obtain a DUNS Number.** Call 1-866-705-5711 or access the Dun & Bradstreet website <http://fedgov.dnb.com/webform> (1-2 business days).

**Register with SAM.** Access <https://www.sam.gov>. You'll also need the authorizing official of your organization and an Employer Identification Number (EIN) (7-10 business days).

**Create Grants.gov Username and Password.** Complete your Authorized Organization Representative (AOR) profile and create your username and password. You will need to use your organization's DUNS Number (same day).

**Authorize the AOR.** Request approval, then your organization's E-Biz POC must log in to Grants.gov to confirm you as an AOR (same day).

**Track AOR Status.** Log in to Grants.gov and look at the Applicant welcome box for your current status (same day).

**Download an application package.** Use Funding Opportunity Number MBDA-OBDA-2021-2006809 and Download a Grant Application Package (same day).

**Complete your application package.** Write your proposal and fill out ALL the required forms, fields, and certifications (allow 3 days).

**Submit your application package.** Access your completed application package, ensure all the necessary information is entered, check the package for errors, then click the "Save & Submit" button on the cover page (3 days).

**Track my application package.** Enter the tracking number you received after Step 8 and click the "Submit Tracking Number(s)" button. Note, confirmation of successful submission may require 48 hours (allow 2 days).

## V. Application Review Information

### A. Evaluation Criteria

The successful applicant will possess experience that is relevant and related to the area(s) covered by MBDA's Priorities (see section I.B.). Each application will be evaluated based on "Agency Requirements for the Center" (see section I.B.1), and the evaluation criteria included below. It is also anticipated (although not mandatory) that the mission of the successful applicant organization will align with the mission of MBDA. The successful applicant also will ensure alignment of budget, resources, objectives, outcomes or goals, and timelines to accomplish the proposed project.

1. Applicant Narrative (65 points) - This section of the project proposal will be evaluated on the criteria identified below.

a) Project Description (25 Points). The applicant should fully describe and explain the project being proposed, including:

- (1) A detailed description of the business development services that will be provided to MBEs and how these services are aligned with MBDA's priorities (IA, IB). (7 points)
- (2) The specific geographic service area and location for the business enter. (2 points)
- (3) An implementation timeline, covering the entire period of performance, that will be used to accomplish the business development objectives and work requirements. (5 points)
- (4) The Business Center organizational structure, operational processes, and procedures that will be deployed to accomplish the business development objectives and ensure customer satisfaction and financial solvency. (4 points)
- (5) Identification and description of key stakeholders and partners that will be leveraged to accomplish the business development objectives. If the Applicant proposes to leverage third-party partnerships and their respective resources to accomplish the proposed project under this NOFO, the Applicant will need to provide proof of commitment by the third party as an attachment to the proposal. (4 points)
- (6) Specific marketing strategies to reach large quantities of MBEs, recruit MBE clients, and expand visibility of the business development services offered by the Applicant and MBDA. (3 points)

b) Applicant Capability (25 points). The applicant must present information describing the experience and qualifications of the organization to carry out the proposal. The application should include the following information.

- (1) Organization/Company Profile . A concise summary of the Applicant's organization, its mission and programs, past experience projects or services similar to those proposed, and

a list of previous or current projects or services relevant to the proposal. (7 points)

(2) Organizational Background. An overview that emphasizes the applicant's knowledge of strategies for enhancing growth, expansion and capacity building of businesses; and, accomplishments dealing with the specific issues facing business enterprises. (7 points)

(3) Organizational Structure. A chart showing the Applicant's organizational structure, including a functional statement noting the duties and/or responsibilities of all units that will comprise the organization during the period for which the proposal applies. Applicants also must provide a brief narrative outlining the reporting structure and/or governance of the Business Center and the financial operation of the organization. (3 points)

(4) Biographies or Resumes for Major Participant(s). The Applicant should provide a one-page bio or resume showing relevant experience of the Applicant's key leader(s), for example: President/CEO to oversee the success of the proposed project. (2 points)

(5) Proof of Capability. Applicants are also encouraged to provide proof of capability such as, but not limited to, public records of accomplishments, public citations, and/or letters of referrals/recommendations as attachments in the proposal. (6 points)

c) Project Goals and Objectives (15 points). The applicant must provide annual goals for each year of the proposal, including a break-down of the goals in semi-annual increments (e.g. first six-months and twelve-months). The Applicant should include the following:

(1) A detailed description of the methodology or evidence that was used to propose the semi-annual and annual goals; and identification of key assumptions and/or risks that may impact the Applicant's ability to meet or exceed the goals. (5 points)

(2) Proposed contingency plans and/or strategies for meeting goals if or when Applicant falls behind in meeting program objectives. (7 points)

(3) The organization's process for monitoring the accomplishment of goals and objectives. (3 points)

#### Evaluation Criteria Points

Project Description (up to 25 points)

Applicant Capability (up to 25 points)

Project Goals and Objectives (up to 15 points)

Applicant Narrative Total 65

2. Applicant Budget (35 points) - This section of the proposal will use the Standard Forms and Budget Narrative to evaluate the cost-effectiveness and appropriateness of the funding requested. Applicants should ensure each budget item is described fully so that there is no ambiguity or question regarding its relevance or reasonableness to the project and

its objectives.

a) Budget Breakdown (15 points). The applicant must submit the SF-424 (application package) and initial breakout via the SF-424A form (SF-424A non-construction, as appropriate). The applicant must indicate matching funds if provided in the appropriate areas of the SF-424 and SF424A. Costs must align.

b) Budget Narrative (20 points). The applicant must provide a detailed justification for all budget items in sufficient detail to enable the proposal reviewers to evaluate the appropriateness of the funding requested (e.g. staffing, infrastructure, work activities, materials and supplies, equipment, etc.). The budget justification must be broken-out and detailed using the same budget categories as the SF-424A. All costs must align. Please note: For Required Travel Item (s), each applicant should include travel costs for key personnel to attend the events listed below. In the event that the COVID-19 pandemic continues to cause limitations on travel and gatherings, the event will be virtual.

- (1) Minority Enterprise Development Week Program
- (2) MBDA National Training Conference
- (3) NOAA Grants Management Workshop (years 1 & 3 virtually)

#### Evaluation Criteria Points

Budget Breakdown (up to 15 points)  
 Budget Narrative (up to 20 points)  
 Applicant Budget Total 35

Total Available Application Points 100

All applications must adhere to the submission guidelines provided in this section and section IV.B.1.a), “A Complete Application.” Omissions will result in the deduction of points from the final score according to the table below up to and including disqualification of the entire application.

Mandatory Item	Failure to Adhere Shall Result In
Title Page	5 Point Deduction
Table of Contents	5 Point Deduction
Applicant Narrative	Disqualification
Budget Narrative	Disqualification
Required Standard Forms (SF) and Attachments	Disqualification

All project proposals will be evaluated and applicant(s) will be selected based on the level at which the proposal addresses the evaluation criteria above, less any points deducted for

failure to include the mandatory items noted above.

## B. Review and Selection Process

1. Initial Screening – Prior to the formal review process, each application will receive an initial administrative screening to ensure that all required forms, signatures, and documents are present. An application will not be evaluated by the review panel if:

- a) The application is received after the closing date;
- b) The application package is not complete;
- c) The project synopsis/description fails to address program objectives (see Section I.B, “Program Priorities” and Section I.B.1, “Agency Requirements for the Center”);
- d) The application falls within the scope of an existing MBDA competitive program or announcement for Federal Funding or duplicates a project previously awarded; or
- e) The principal purpose of the activities in the application is to provide a direct benefit or service to MBDA and not to MBEs.

2. MBDA Merit Review Panel - Each responsive application will receive an independent, merit review by a panel qualified to evaluate the applications submitted based on the published criteria. The review panel will consist of at least three (3) individuals, all of whom could be a combination of full-time federal employees and/or non-federal civilians at least one of whom will be an MBDA employee. Each reviewer shall evaluate and provide individual scores for each proposal based on the criteria set out in this Section (see Application Review Information, above) for a maximum of 100 points. The Applicant Narrative section of the application will be eligible for a total of 65 points; the Applicant Budget section will be eligible for 35 points. The review panel may discuss the application(s) but will not provide a consensus on scores for each applicant. Each application will be reviewed against the criteria individually.

Prior to review by the panel, MBDA will sort all applications into groups according to geographic service area. The review panel will review and rank the applications within each geographically designated group such that each group will have its own final ranking.

Applications will be ranked by averaging the scores of all reviewers for each application. The Chairperson of the merit review panel will be responsible for averaging reviewers’ scores, collating reviewer comments, and completing an evaluation. Applications that receive an overall average of 75 points or more will be considered for funding. Applications receiving an average score of 60 to 74 points will be given a second consideration for funding if the panel requests additional information or clarification and if the applicant is able to respond to the panel’s request for additional information/clarification within an allotted time. Thereafter, the merit review panel may rescore these applications.

Applications receiving fewer than 60 points will not be considered for funding.

### C. Selection Factors

The ranked applications receiving an initial average score of 75 points or higher or applications given a second consideration (as noted above) will be forwarded to the Program Manager for review and consideration of the merit panel evaluation and overall average score. Upon completion, the Program Manager will forward funding recommendations to the Selecting Official.

The MBDA National Director is the MBDA Selecting Official and makes the final recommendation to the Grants Officer regarding the funding of applications under this Announcement. The Selecting Official will recommend funding for applications evaluated as meritorious based on the final ranking according to each geographic service area group as prepared by the Merit Review Panel; however, the Selecting Official may recommend an application for an award outside of the rank order recommended by the Merit Review Panel based on one or more of the following selection factors: the availability of funds, Presidential, Department of Commerce, or MBDA priorities; and geographic distribution of centers and/or geographic region/area served by the center.

Prior to making a final recommendation for funding to the Grants Officer, MBDA may conduct negotiations with an applicant regarding the elements of the application and/or may request that the applicant provide written clarifications regarding its application.

### D. Anticipated Announcement and Award Dates

Anticipated time for processing awards is one hundred twenty (120) days from the receipt of applications. MBDA anticipates that the awards under this NOFO will be made with start dates of July 1, 2021. Successful applicants may be eligible for pre-award costs.

## VI. Award Administration Information

### A. Award Notices

The notice of award (CD-450) is executed by the Department of Commerce Grants Officer and is the authorizing document. It is generally provided electronically via the Grants Online system to the Authorized Representative of the recipient organization. The Authorized Representative for a successful applicant will receive instructions from MBDA on how to access the Grants Online system to accept the award.

Anticipated time for processing the award is approximately one hundred twenty (120) days

from the receipt of application(s). MBDA anticipates award(s) will be made with a start date of July 1, 2021

MBDA will notify unsuccessful applicants, in writing, after a final selection has been made and after an offer has been accepted. Those applications that are not ultimately selected for funding will be retained by MBDA for a period of three (3) years after which they will be destroyed.

On occasion, competitive solicitations or competitive panels may produce less than optimum results, such as a competition resulting in the receipt of no applications or a competition resulting in all unresponsive applications received.

#### B. Administrative and National Policy Requirements

Administrative and national policy requirements for all Department of Commerce awards contained in the Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements, published in the Federal Register on December 30, 2014, effective December 26, 2014 (79 FR 78390) are applicable to this solicitation and may be accessed online at: <https://www.federalregister.gov/documents/2014/12/30/2014-30297/department-ofcommerce-pre-award-notification-requirements-for-grants-and-cooperativeagreements>

Awards made under this announcement are subject to the Department of Commerce Financial Assistance Standard Terms and Conditions. This document will be provided in the award package.

This document can be found at:

[http://www.osec.doc.gov/oam/grants\\_management/policy/documents/Department%20of%20Commerce%20Standard%20Terms%20Conditions%2030%20April%202019.pdf](http://www.osec.doc.gov/oam/grants_management/policy/documents/Department%20of%20Commerce%20Standard%20Terms%20Conditions%2030%20April%202019.pdf)

Uniform Administrative Requirements, Cost Principles, and Audit Requirements: Through 2 C.F.R. § 1327.101, the Department of Commerce adopted Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards at 2 C.F.R. Part 200, which apply to awards in this program. Refer to <http://go.usa.gov/SBYh> and <http://go.usa.gov/SBg4>

#### C. Reporting

1. Reviews - The centers are funded for a five-year period. MBDA will conduct performance assessments every six months from the start date of the project.

MBDA will conduct periodic assessments of the project to verify progress. MBDA will monitor the project throughout the funding award period and maintain open communications with key project staff. The level of monitoring will be dependent on the awarded applicant's proposed measures, milestones (e.g., outputs and outcomes), and goals.

2. Reporting Requirements - The project is required to provide the following reports:

a) Financial Reports –The financial report shall include details on the use of Federal funds and contributions of non-Federal funds (if proposed). The financial reports are to be submitted to the Department of Commerce via Grants Online on a semi-annual and annual basis. The semi-annual and annual reports are due forty-five (45) days after the end of the initial six-month period in each funding period. The final report is due within ninety (90) days after the expiration of each funding period.

b) Progress Report – Progress reports are to be submitted to the Department of Commerce via Grants Online on a semi-annual and annual basis. The semi-annual report is due forty-five (45) days after the end of the initial six-month period in each funding period. The final report is due within ninety (90) days after the expiration of each funding period.

The semi-annual and annual reports must include data and information to determine project progression and success. MBDA will rely on these reports, data, and information as evidence for future program design, policy recommendations, and/or statistical purposes.

Note: failure to submit reports in a timely manner may result in MBDA award enforcement and/or delayed access to Federal funds.

c) Federal Funding Accountability and Transparency Act of 2006 Reporting - The Federal Funding Accountability and Transparency Act of 2006, 31 U.S.C. 6101 note, includes a requirement for awardees of applicable federal grants to report information about first-tier sub-awards and executive compensation under Federal assistance awards. All awardees of applicable grants and cooperative agreements are required to report to the Federal Sub-award Reporting System (FSRS) available at [www.FSRS.gov](http://www.FSRS.gov) on all sub-awards over \$25,000. Please see the OMB guidance published at 2 CFR Parts 170 and 200, which can be accessed at [http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl).

d) Restrictions Governing Making Grants to Corporations Convicted of Felony Criminal Violations and/or Unpaid Federal Tax Liabilities - In accordance with current Federal appropriations law, execution by an applicant of the Representation by Corporations Regarding an Unpaid Delinquent Tax Liability or a Felony Conviction Under Any Federal



Law will be required in a format requested by NOAA before any award will be made under this NOFO.

## VII. Agency Contacts

Ms. Nakita Chambers  
MBDA Program Manager  
U.S. Department of Commerce  
1401 Constitution Ave., N.W., Room 5067  
Washington, DC 20230  
Email: [nchambers@mbda.gov](mailto:nchambers@mbda.gov)  
Tel: 202-482-0065

## VIII. Other Information

### A. Conferences

#### 1. Pre-Application Teleconference

MBDA will conduct a pre-application teleconference on March 1, 2021. The time of the pre-application teleconference is 2:00 – 3:00 p.m. Eastern Time. Participants must register at least 24 hours in advance of the teleconference. Please visit the MBDA Internet Portal at [www.mbda.gov](http://www.mbda.gov) to register and additional information.

#### 2. Post Award Teleconference

MBDA shall conduct a mandatory post-award virtual conference to ensure that the successful applicant has a clear understanding of the project award, terms, conditions, and expectations. During the post-award teleconference, MBDA will: introduce Federal officers, orient the project operator and key project staff, explain project reporting requirements and procedures, identify available Federal resources that can enhance the capabilities of the project, and provide detailed information about MBDA's virtual marketing/promotion resources, branding and logo requirements, and other online systems.

#### 3. National Minority Enterprise Development (MED) Week Conference

The project operator and key project staff will be required to attend the MED Week conference unless otherwise noted by MBDA. MED Week is a national recognition of the success and contributions of minority business enterprises to the U.S. economy. The President of the United States designates the specific dates on which MED Week falls. MBDA conducts an annual conference featuring workshops, seminars, and business matchmaking activities that inform minority business attendees of new opportunities and information related to contracts, capital, and markets. MBDA MED Week hosts a

celebratory awards program in recognition of MBE clients that have made significant economic impact and minority business advocates that have supported supplier diversity. The location of MED Week varies annually in major cities across the country.

Note: applicants should include expenses to accommodate (2) individuals to travel to MED Week in the proposed budget, including travel and registration. In the event that the COVID-19 pandemic continues to cause limitations on travel and gatherings, the conference will be virtual.

#### 4. MBDA National Training Conference

The project operator and key project staff will be required to attend the MBDA National Training Conference (NTC), unless otherwise noted by MBDA. The NTC is a 2-3-day conference designed to review key MBDA initiatives among all MBDA sponsored programs and MBDA staff. Specialized programmatic training as well as formal meetings and/or trainings with the Program Manager and the Grants Management Unit are also offered at this event. The NTC is held once a year, depending on the availability of funds. The location of this event varies.

Note: applicants should include expenses related to the NTC in the proposed budget to accommodate (2) individuals to travel, including travel (no conference registration costs). The duration of the conference is approximately 2-3 days. In the event that the COVID-19 pandemic continues to cause limitations on travel and gatherings, the conference will be virtual.

#### 5. NOAA Grants Management Workshop

The project operator and key project staff will be required to attend the NOAA Grants Management Workshop, unless otherwise noted by MBDA. The NOAA Grants Management Workshop is a 2-3-day conference designed to review key Financial Assistance from NOAA/GMD.

Note: applicants can attend this conference virtually or via the electronic platform NOAA uses. In the event that the COVID-19 pandemic continues to cause limitations on travel and gatherings, the workshop will be virtual.

#### B. Collaboration with MBDA

MBDA welcomes working collaboratively with each award recipient and project to serve the minority business community. The project and its staff are encouraged to support MBDA by communicating the mission and values of the MBDA to the minority business community. Collaboration with MBDA may include items such as: pre-award and award review site visits, promotion of MBDA sanctioned events and conferences, annual nomination of

minority businesses for MED Week recognition, inclusion of MBDA to project-lead activities, submission of project success stories and/or profiles for MBDA social media promotion, and co-promotion of project and MBDA lead activities.

C. Past Performance and Non-Compliance with Award Provisions

A consistent pattern of unsatisfactory performance under prior federal awards may result in an application not being considered for funding. Failure to comply with any or all of the provisions of an award may have a negative impact on future funding by the Department of Commerce (or any of its operating units) and may be considered grounds for any or all of the following actions: establishment of an account receivable, withholding payments under any Department of Commerce awards to the recipient, changing the method of payment from advance to reimbursement only, imposition of other special award conditions, suspension of any active Department of Commerce awards, and termination of any active Department of Commerce awards.

D. Limitation of Liability

In no event will MBDA or the Department of Commerce be responsible for preparation costs for the Applicant's proposal. All funding periods under the award are subject to the availability of funds to support the continuation of the project. Publication of this Announcement does not obligate MBDA or the Department of Commerce to award any specific project or to obligate any available funds.

E. Audit Costs

Audits shall be performed in accordance with audit requirements contained in the Uniform Administrative Requirements, Cost Principles and Audit Requirements found in 2 CFR Part 200, Subsection F. Recipients expending \$750,000 or more in federal funds during the recipient's fiscal period must conduct a single audit in accordance with guidelines outlined in 2 CFR §§ 200.500-.520. For-profit organizations not covered by the audit requirements in 2 CFR §§ 200.500-.520 are subject to the audit requirements set forth in the terms and conditions of the award. Recipients that expend less than \$750,000 during the recipient's fiscal year in Federal awards are exempt from Federal audit requirements for that year, except as noted in 2 CFR § 200.503, but records must be available for review or audit by appropriate officials of the Federal agency, pass-through entity, and Government Accountability Office (GAO). Applicants are also reminded that other audits may be conducted by the Department of Commerce Office of Inspector General and by other authorized federal agencies.

F. Right to Use Information

DOC reserves the right to use information contained in applications submitted under this

opportunity as well as all reports and performance data submitted by recipients to undertake an evaluation of its programs, either through its staff or by hiring a third party. The applicant acknowledges and understands that information and data contained in applications for financial assistance, as well as information and data contained in financial, performance, and other reports submitted by applicants, may be used by the DOC in conducting reviews and evaluations of its financial assistance programs. For this purpose, applicant information and data may be accessed, reviewed and evaluated by DOC employees, other Federal employees, Federal agents and contractors, and/or by non-Federal personnel, all of whom enter into appropriate confidentiality and nondisclosure agreements covering the use of such information. As may be provided in the terms and conditions of a specific financial assistance award, applicants are expected to support program reviews and evaluations by submitting required financial and performance information and data in an accurate and timely manner and by cooperating with DOC and external program evaluators. In accordance with 2 C.F.R. § 200.303(e), applicants are reminded that they must take reasonable measures to safeguard protected personally identifiable information and other confidential or sensitive personal or business information created or obtained in connection with a DOC Federal financial assistance award.

#### G. Freedom of Information Act Disclosure

The applicant acknowledges and understands that information and data contained in applications for financial assistance, as well as information and data contained in financial, performance and other reports submitted by applicants, may be used by the Department of Commerce in conducting reviews and evaluations of its financial assistance programs. For this purpose, applicant information and data may be accessed, reviewed and evaluated by Department of Commerce employees, other Federal employees, and also by Federal agents and contractors, and/or by non-Federal personnel, all of whom enter into appropriate conflict of interest and confidentiality agreements covering the use of such information. As may be provided in the terms and conditions of a specific financial assistance award, applicants are expected to support program reviews and evaluations by submitting required financial and performance information and data in an accurate and timely manner, and by cooperating with Department of Commerce and external program evaluators. In accordance with 2 C.F.R. § 200.303(e), applicants are reminded that they must take reasonable measures to safeguard protected personally identifiable information and other confidential or sensitive personal or business information created or obtained in connection with a Department of Commerce financial assistance award.

In addition, Department of Commerce regulations implementing the Freedom of Information Act (FOIA), 5 U.S.C. Sec. 552, are found at 15 C.F.R. Part 4, Public Information. These regulations set forth rules for the Department regarding making requested materials,

information, and records publicly available under the FOIA. Applications submitted in response to this Notice of Funding Opportunity may be subject to requests for release under the Act. In the event that an application contains information or data that the applicant deems to be confidential commercial information that should be exempt from disclosure under FOIA, that information should be identified, bracketed, and marked as Privileged, Confidential, Commercial or Financial Information. In accordance with 15 CFR § 4.9, the Department of Commerce will protect from disclosure confidential business information contained in financial assistance applications and other documentation provided by applicants to the extent permitted by law.

## Appendix A

### Business Center Trademark and Licensing Requirements

The “MBDA Business Center” logo and the phrase “MBDA Business Center” are trademarks of the Minority Business Development Agency (MBDA), U.S. Department of Commerce. MBDA reserves exclusive rights in the use of the “MBDA Business Center” logo, the phrase “MBDA Business Center,” and all associated marks and representations (hereafter “MBDA trademarks”). The financial assistance award (“Award”) from MBDA includes the terms of this Appendix covering the trademark and licensing requirements for use of the MBDA trademarks. By signing the Award, the operator of the MBDA Business Center agrees to the terms and conditions related to the use of the MBDA trademarks as stated in this Appendix.

This appendix covers only the MBDA trademarks and does not authorize an MBDA Business Center to use the Department of Commerce seal or the MBDA Headquarters logo on any electronic or printed communications for any purpose.

Grant of License: Pursuant to the acceptance of the terms of the Award, MBDA (hereafter “Licensor”) grants to the operators of each MBDA Business Center (hereafter “Licensee/Center”) a non-exclusive, royalty-free right to use the MBDA trademarks for the following purposes:

1. Business materials and products – business cards, letterhead, folders, programs, bulletins, and newsletters.
2. Event and workshop signage – flyers, publications, and signs announcing events sponsored or organized by or on behalf of the Licensee/Center. Licensee/Center must be an active participant in the event.

3. Electronic communications – email signature blocks, webpages, announcements, and signs regarding events sponsored or organized by or on behalf of the Licensee/Center.
4. Center signs and markers – signs and print information to indicate or describe the location of the Licensee/Center or an event sponsored or organized by the Licensee/Center.

The MBDA trademarks may be used to advertise the Licensee/Center's participation on a per event basis in collaboration with a third party.

**Assignment and Sub-licenses:** This license is not assignable. Notwithstanding this provision, the Licensee/Center may hire subcontractors to perform manufacturing and distribution activities, only in connection with items (1) – (4) above, under this License. Any attempt by the Licensee/Center to assign any portion of this License or to grant an improper sub-license to a third party shall be deemed a breach of this License and may constitute cause for termination of the Award.

**Quality Control:** Licensor has the right to inspect the Licensee/Center's goods, services, and promotional activities employing the MBDA trademarks to ensure that such uses are of proper quality and otherwise consistent with the terms of the Award and this License. Licensor may terminate this License should Licensor determine that the MBDA trademarks have been used in a manner that is inconsistent with the terms of the Award or this License.

**Duration and Termination:** This License is effective upon the execution of the Award and shall terminate on the close out date of the Award. Upon termination of this License to use the MBDA trademarks, all rights of the Licensee/Center to use the MBDA trademarks shall immediately terminate. In the event of a breach of any of the terms and conditions of this License by the Licensee/Center, the Licensor shall give Licensee written notice of such breach. In the event Licensee/Center does not cure such breach within thirty (30) days, Licensor may immediately terminate this License and shall notify the Licensee/Center in writing of such termination.

**Validity and Ownership of Mark:** The Licensee acknowledges and agrees that the Licensor is the owner of all right, title, and interest in the MBDA trademarks, and all such right, title and interest shall remain with the Licensor. The Licensee further acknowledges that the Licensee shall not acquire any right, title, or interest in the MBDA trademarks by virtue of this Trademark License Agreement other than the license granted hereunder and disclaims any such right, title, interest, or ownership. Licensee/Center is prohibited from interfering with Licensor's rights in the MBDA trademarks, including challenging Licensor's use, registration of, or application to register the licensed MBDA trademarks, alone or in

combination with other words or designs, anywhere in the world. The Licensee/Center is further prohibited from attempting to register the licensed MBDA trademarks, or derivatives thereof, whether or not registered by MBDA, alone or in combination with other words or designs, as a U.S. or foreign trademark or as a domain name/part of any domain name, and from asserting any intellectual property rights in the MBDA trademarks through Licensee/Center's use. Any rights asserted by the Licensee/Center in the MBDA trademarks shall vest in the U.S. Department of Commerce, and any goodwill from use of MBDA trademarks by Licensee/Center shall inure to the benefit of the U.S. Department of Commerce.

Use of Mark: In addition to the above provisions of this License, the Licensee/Center shall abide by the following guidelines:

1. The Licensor considers the licensed MBDA trademarks to be its trademarks and service marks and holds them out to the public as such.
2. The Licensee/Center in using the licensed MBDA trademarks that are or hereafter become federally registered shall clearly indicate that the marks are federally registered with the U.S. Patent & Trademark Office and that they are the property of the U.S. Department of Commerce. Such indication of registration shall be in the form of the "®" ("R in a circle") designation. The Licensee/Center in using the licensed MBDA trademarks that are not federally registered shall clearly indicate that the marks are the property of the U.S. Department of Commerce. Such indication shall be in the form of the "TM" or "SM" designation.

Indemnification: By signing the Award, the Licensee/Center agrees to indemnify and hold harmless the Licensor, any of its employees, agents, and contractors, against any and all claims, damages (including attorneys' fees) asserted by or paid to any party on account of a breach or alleged breach of the above warranties regarding the use of the MBDA trademarks.

## Appendix B Information Technology and Computer Requirements

MBDA requires that all Center operators meet certain requirements related to the acquisition, installation, configuration, maintenance and security of information technology (IT) assets within thirty (30) calendar days after receipt of the award, in order to ensure seamless and productive interface between and among all grant recipients, minority-owned businesses, the MBDA Federal IT system, and the public. These required assets and their configuration are hereinafter referred to as the "enterprise." The basic components of the

enterprise are the mobile workstation, the server (where applicable), local area network (LAN) (where applicable), and a source for web enablement.

At a minimum, the Center operator shall provide one (1) business-grade mobile workstation (“workstation”) (e.g. business grade laptop), for the exclusive use of each Center employee delivering minority business assistance to the public under an award from MBDA. All mobile workstations shall be web enabled and can take form in one or more service platforms including: (i) connected to a client/server network using an Ethernet protocol enabling communication with all workstations on the operator’s network; or (ii) using wireless protocol devices allowing direct access to the internet. The server shall have a constant, high-speed broadband Internet connection. The Center operator may also ensure that each Center employee performing business development activities (e.g. business development consultants/specialist) has access to business grade tablets capable of logging into MBDA’s CRM system and other tools support by MBDA.

The Center operator shall ensure that each of the Center employees (including management, administrative personnel, contractors, full-time, part-time, and non-paid (volunteer) staff) have a unique electronic mail (email) address that is available to the public. The designated email address(s) shall utilize a Microsoft 2010 platform (or later version) and be able to interface with Salesforce or any other technology platforms implemented by MBDA. The Center operator shall design, develop and maintain, in accordance with the computer requirements, a presence on the Internet’s World Wide Web that conforms to MBDA’s current branding policy. The Center operator shall also maintain a minimum of one (1) MBDA Business Center “corporate” social media account (ex. Facebook, Instagram, Twitter, or LinkedIn). The Center operator shall also maintain appropriate computer and network security precautions during all periods of funding by MBDA. All IT requirements, as described herein, shall be met by the Center operator within thirty (30) calendar days after the award.

A Center operator’s failure to adhere to the MBDA Business Center program computer requirements as set forth herein may result in enforcement action under the award, including but not limited to the withholding of award payments until full compliance is reached.

A. Cloud Based Solution: A cloud-based solution is any resource that is provided over the Internet. The most common cloud solution resources are Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS).

B. Network Design: All locations where services are delivered to the eligible organization as defined by Executive Order 11625 and 15 CFR § 1400.1, the Center operator



can operate a Client Server Network that provides shared disk drives and the setup of print queues for a network printer(s) (if individual printers are not provided) for each staff person delivering services to the eligible public. MBDA shall, from time to time, specify certain configurations of the enterprise hardware and software to meet interface requirements.

MBDA requires servers using an operating system that is fully compatible with Microsoft Windows 2016. Any server providing principal service to the desktops shall contain one (1) or more terabytes (TB) of hard drive space using two or more disks configured appropriately to ensure data retention should one disk fail. At least one (1) Quad-Core Intel central processing unit (CPU) or any other server providing principal service to the workstations shall be used. Web servers, mail servers and/or servers maintained by a third party such as an Internet Service Provider (ISP) shall meet the minimum server specifications as stated herein.

C. Mobile Workstations: All workstation systems shall not be more than four (4) calendar years old at time of award and shall contain an Intel Cores Quad Processor class central processing unit (CPU), operating at speeds not less than 2.4 Gigahertz (GHz). Each workstation system shall contain a hard drive with a storage capacity of at least five hundred (500) GB and 1 Gigabyte (GB) of RAM and a CD or DVD reader/writer. All workstation systems shall have installed an operating system fully compatible with Microsoft Windows 10 64 bit Professional or higher Operating System, MS Office 2010 Professional or higher, Microsoft Internet Explorer 9.x, Anti-Virus software, software or hardware-based Firewall and Adobe Reader 9.1 or higher. Additionally, it is suggested that a full-page scanner, along with software fully compatible with Adobe Acrobat (Standard or Professional, 10.2 or higher) be installed on a minimum of one workstation for the production of electronic document submissions.

The Center operator shall refresh (i.e. replace) all related computing devices (mobile workstations, tablets, etc.) designated to support the Center every four years or sooner if it is determined that the technology is no longer compatible with updated security standards or computing requirements. The Center operator shall provide evidence of their system refresh to their assigned Program Analyst and the MBDA Program Management Supervisor.

D. Maintenance and Security: An enterprise map (“as-built”) reflecting adherence to the computer and networking requirements set forth herein shall be maintained by the Center operator for review by MBDA at any time. The Center operator shall designate and train one administrative person competent in the operation of an Operations System fully compatible with Windows 2010 network (or higher) and local area network (LAN) technology as described herein. From time to time, MBDA may require that certain software be loaded on

servers and desktops. In any given year, the cost of this additional software may be \$600.00 or higher per mobile workstation and \$1000.00 or higher per server. Applicants should include amounts for potential software upgrades for outer years in their proposed budget.

Every employee of the Center shall be assigned a unique username and password to access the computing device and enterprise. Every Center employee shall be required to sign a written computer security agreement (the computer security agreement will be provided at the time of award and/or on the MBDA Portal). Every Center manager, employee, and contractor and any other person given access to the enterprise shall sign the security agreement and an original copy of the signed agreement shall be kept in the MBDA Business Center files. A photocopy of the signed agreement shall be submitted to MBDA, no later than thirty (30) calendar days after receipt of the award. The original agreement shall be maintained on file by the Center operator. All subsequent new hires and associations requiring access to the Center or MBDA systems shall read, understand, and sign the security agreement prior to issuance of a password no more than fourteen (14) calendar days after the start of their employment. No Center employee shall have access to any MBDA system(s) without a signed security agreement on file at MBDA.

E. Web Site: The Center operator shall create and maintain a public web site using a unique domain/address (e.g., [www.center-na](http://www.center-na), that will conform to MBDA web standards (A comprehensive listing of MBDA web standards can be found on the MBDA Portal). MBDA Web standards may include, but are not limited to the following:

- 1) The first page (Index page) of the web site shall clearly identify the Center as a MBDA Business Center funded by the U.S. Department of Commerce's Minority Business Development Agency." The index page of the web site shall load on software fully compatible with Microsoft Internet Explorer 9.x browser software using a normal home computer with 56 Kb/s analog phone- line connections in less than five (5) seconds.
- 2) The web site shall contain a "Contact" page with the names of all Center employees, the business and mailing address of the Center, business phone and fax numbers and email addresses of the Center and Center employees, a statement referencing the services available at the Center, the hours under which the Center operates and a link to the MBDA homepage at [www.mbda.gov](http://www.mbda.gov).

For purposes of electronically directing clients to the appropriate Center staff, the Center web site shall also contain a short biographical statement for each Center employee including management, contractors, part-time, full time, and non-paid (volunteer) personnel, providing services directly to the eligible public under an award from MBDA. This

biographical statement shall contain: the full name of the Center employee and a brief description of the expertise of the Center employee to include academic degrees, certifications and any other pertinent information with respect to that employee's qualifications to deliver minority business assistance services to eligible members of the public.

3) No third-party advertising of commercial goods and services shall be permitted on the site. All links to websites other than federal, state or local government agencies, and non-profit educational institutions must be requested, in advance and in writing, through the MBDA Office of Public Affairs, and the website must provide an external link policy or notice stating that they will be redirected to an external website. Specifically, a notice similar to the following must be provided:

The appearance of hyperlinks to other sites does not constitute endorsement by the [Center operator's company name] or by the Minority Business Development Agency of these web sites or the information, products or services contained therein. Regarding such external web sites, we do not exercise any editorial control over the information you may find at these locations. These links are provided consistent with [Center operator's company name] stated purpose as shown on our web site. We recommend that you review the website's information collection policy or terms and conditions to fully understand what information is collected and/or provided.

4) Furthermore, the approval for the placement of such links shall not be unreasonably withheld but is subject to withdrawal if MBDA determines the linked site is unsuitable. No employee of the Center operator, nor any other person, shall use the Center web site for any purpose other than that approved under the terms of the agreement between the Center operator and MBDA.

5) Every page of the web site shall comply with Federal standards of the American With Disabilities Act, Section 508, and be reviewed by the Project for accuracy, currency, and appropriateness every three (3) months. In addition, MBDA's Section 508 Officer may occasionally review the project web site to ensure that it is Section 508 Compliant. For additional information and guidelines, please visit [www.section508.gov](http://www.section508.gov). Appropriate privacy notices and handicapped accessibility will be predominately featured. In general, MBDA may audit the Center web site and recommend changes in accordance with the guidelines set forth herein.

6) The Center operator will also be responsible for informing their assigned MBDA Program Analyst and the MBDA Program Management Supervisor of any changes in

operations such as location, contact information or otherwise.

F. Time for Compliance Regarding IT Requirements: Within thirty (30) calendar days after receipt of the award, the Center operator shall report via email to the Federal Program Officer to the MBDA Business Center Program Management Supervisor that he/she has complied with all technical requirements as specified herein (a checklist will be provided at the Post Award Conference). Within thirty (30) calendar days after receipt of the award, the operator shall report the name, contact telephone number and email address of the Center director, Network or System Administrator.

G. Performance System: All required performance reporting to MBDA shall be conducted via the Internet using the Performance system to be found at a secure web site ([www.mbda.gov](http://www.mbda.gov)).

H. Data Integrity: The Center operator shall take the necessary steps to ensure that all data entered into MBDA systems, and systems operated by the Center operator in support of the award, or by any employee of the Center operator is verified, accurate and timely.

I. Personally Identifiable Information (PII) and Business Identifiable Information (BII): The Center shall configure systems to protect the PII/BII contained in the system from unauthorized access. The Center should employ best-practice techniques to protect confidentiality of sensitive PII and BII information. A Center, when it designs, develops, or operates a system of records on individuals or entities, or otherwise collects or has access to personally identifiable information (PII) or Business Identifiable Information (BII) in the performance of this grant shall, prior to taking such action, comply with the following requirements:

1. The Center shall have established policies and procedures in place to safeguard MBDA client PII/BII. The policies and procedures shall describe the Center's processes for identifying, assessing and mitigating privacy risks associated with PII. The policies and procedures shall also describe training that will be provided to Center staff and consultants on their roles and responsibilities for safeguarding MBDA client PII/BII and incident management of suspected or confirmed loss of MBDA client PII/BII in accordance with OMB's Recommendations for Identity Theft Related Data Breach Notification, September 20, 2006, and OMB Memorandum M-07-16, Safeguarding Against and Responding to the Breach of Personally Identifiable Information, May 22, 2007.
2. The Center shall also ensure that all processes, procedures and equipment associated with PII/BII comply with all laws, regulations, and MBDA security mandates as defined by

National Institute of Standards and Technology (NIST) Special Publication (SP) 800-61 Revision 1 and are aligned with the incident categories and timelines referenced in Table J-1 of NIST SP 800-61, as well as U.S. government policies developed to safeguard the confidentiality, integrity and availability of MBDA data that may contain PII/BII. In support of these requirements, the Center shall have:

- a. Policies, procedures, and mechanisms designed to restrict access to MBDA data exclusively to authorized personnel;
- b. Policies, procedures, and mechanisms that prevent transmission or disclosure of MBDA data to an unauthorized party;
- c. Policies, procedures, and mechanisms that ensure MBDA data on portable devices are encrypted using methods compliant with Federal Information Processing Standard 140-2;
- d. Policies, procedures, and mechanisms that ensure any sensitive MBDA data transmitted across public networks (i.e., the Internet) by Business Center staff and Center consultants are protected using encryption compliant with Federal Information Processing Standard 140-2;
- e. Annual assessments to the MBDA demonstrating that the policies, procedures, and mechanisms required by continuing to be functional, that the Center is compliant with these requirements, and that these requirements are effective.
- f. Copies of its privacy policies to MBDA Headquarters at the time of award. The Center shall also provide a copy of the policies and procedures (or otherwise make such policies and procedures available) to all of its staff and consultants.
- g. Ensure that those individuals adhere to the Center's policies and procedures relating to PII/BII and to MBDA-prescribed policies and procedures for the safe handling of MBDA PII/BII, including privacy and MBDA security training requirements and privacy incident management.
- h. Immediate alerts to MBDA of any event, including the suspected or confirmed loss of MBDA PII/BII, that could potentially affect the privacy rights of individuals or that violates any federal law, regulation, mandate, or requirement as defined in NIST 800-122 by contacting the MBDA designated point of contact. The Center shall act in accordance with its policies and procedures in the event of any suspected loss of MBDA PII/BII and shall support the MBDA's investigation and resolution of reported incidents as requested by the MBDA. For purposes of this Clause, a "suspected loss of PII/BII" shall be interpreted liberally to mean any situation in which the loss of PII/BII or unapproved access to PII/BII is deemed a reasonable possibility.

J. Time for Compliance Regarding IT Requirements: Within sixty (60) days after receipt of the award, the Center operator shall report via email to the Federal Program Officer and to the MBDA Program Manager that he/she has complied with all technical requirements as

specified herein (a checklist will be provided at the Post Award Conference). Within thirty (30) days after receipt of the award, the Center operator shall report the name, contact telephone number, and email address of the Center director, Network, or System Administrator.

K. Data Integrity: The Center operator shall take the necessary steps to ensure that all data entered into MBDA systems, and systems managed by the Center operator in support of the award, or by any employee of the Center operator is verified, accurate, and timely.

L. Training Definitions

1. Post-Award Conference: This session, held once in the first year, is designed to review the grant award and key issues pertaining to the successful management of the award. Failure to attend shall designate the Center operator as non-compliant with the award and may result in award termination. A change in Center director will require the Center director to attend a post-award conference as soon as practicable following the commencement of his/her duties. The anticipated location of training is Washington, D.C. In the event that the COVID-19 pandemic continues to cause limitations on travel and gatherings, the event will be virtual.

2. Grants Online System Orientation: This session, held once in the first year, is designed to review basic access, navigation, and understanding of the Grants Online (GOL) system. The GOL system is utilized by MBDA and the Grants Office to manage all financial assistance awards administered by the Agency. This training will be conducted via webinar and will not require travel.

3. MBDA CRM Performance System Orientation: This training is designed to review basic access, navigation, and understanding of the MBDA CRM Performance system. This system is a tool developed to enhance the client intake and relationship management processes across MBDA. The system is also used to capture and track Center performance. This training will be conducted via webinar and will not require travel.

4. Monthly Business Center/Project Teleconferences: MBDA will conduct monthly Business Center Teleconferences with all Centers/Projects to provide updates on upcoming events, trainings, system enhancements, policy developments, and to offer a forum for Center questions and feedback. Travel will not be required.

5. MBDA National Training Conference (NTC): This training is designed to review key MBDA initiatives among all the Centers/Projects and MBDA staff. Specialized

programmatic training as well as formal meetings and/or trainings with the Program Manager and Grants Management Unit are also offered at this event. The NTC is held once a year, depending on the availability of funds. The location of this event varies. However, the Center should anticipate travel related costs to this activity. This session is normally a 3-day event, not including travel days. In the event that the COVID-19 pandemic continues to cause limitations on travel and gatherings, the event will be virtual.

6. MBDA National MED Week: This is an annual program typically conducted in Washington, D.C., and is a culmination of all MED Week celebrations. The event features workshops, seminars, and business matchmaking activities that inform attendees of new opportunities and information related to contracts, capital, and markets. MED Week also hosts a celebratory awards program in recognition of MBE clients that have made significant economic impact and minority business advocates that have supported supplier diversity. The Center will nominate MBE clients in the pre-planning stages of the conference and support the promotion of the conference through outreach efforts to its respective clients. The Center will be required to attend the full conference unless otherwise noted by MBDA. This event is held once a year, depending on the availability of funds for approximately 1-4 days. The Center attendees should anticipate travel related costs. In the event that the COVID-19 pandemic continues to cause limitations on travel and gatherings, the event will be virtual.

7. E-Tools: This refers to any online application in which all or some parts of the application is downloaded from the web each time it is run. It may refer to browser-based apps that run within the user's web browser or to "rich client" desktop apps that do not use a browser or to mobile apps that access the web for additional information. Training will be conducted at the NTC or via webinar.

8. IT Security Training PII/BII: The Center shall have established policies and procedures in place to safeguard MBDA client PII/BII. The policies and procedures shall describe the Center's processes for identifying, assessing, and mitigating privacy risks associated with PII. The policies and procedures shall also describe training that will be provided to Center staff and consultants on their roles and responsibilities for safeguarding MBDA client PII/BII and incident management of suspected or confirmed loss of MBDA client PII/BII in accordance with OMB's Recommendations for Identity Theft Related Data Breach Notification, September 20, 2006, and OMB Memorandum M-07-16, Safeguarding Against and Responding to the Breach of Personally Identifiable Information, May 22, 2007. Training will be conducted at the NTC or via webinar.

Appendix C

### Representation by Corporations Regarding an Unpaid Delinquent Tax Liability or a Felony Conviction Under Any Federal Law

Pursuant to the current Appropriations Act, funds made available by the Act are prohibited from use to enter into a cooperative agreement with or make a grant to any corporation that:

1. was convicted of a felony criminal violation under any Federal law within the preceding 24 months, unless any agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interest of the Government; and/or,
2. has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability, unless an agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interest of the Government.

The Applicant represents that:

It is or it is not a corporation that was convicted of a felony criminal violation under a Federal law within the preceding 24 months.

It is or it is not a corporation that has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that not being paid in a timely manner pursuant to an agreements with the authority responsible for collecting the tax liability.

[Signature of person who has authority to certify on behalf of the corporation] [Typed name of the signing individual]

[Typed title of the signing individual] [Typed name of corporation]

[Typed phone number of the signing individual] [Typed email address of the signing individual]

### Appendix D

#### Program Performance Measures and Performance Ratings

1. Performance Measures



Performance Measures and Goals – The MBDA Business Centers shall be evaluated according to the criteria below. These goals shall determine performance achievements and outcomes that result in direct benefit(s) to the clients served and alignment to the program priorities. Applicants should plan projects that allow them to achieve and report the minimum goals noted.

Measures	Annual Goal	Maximum Points
Number of MBEs Served	100	30
Gross Revenues Generated	\$50,000,000	15
Percent Clients that Increase Profits	50%	15
Value of Financing, Capital & Bonding	\$25,000,000	10
Value of Capacity Investments	\$25,000,000	10
Number of Jobs	250	10
Capacity Building Engagements	50-100	10

Specifically, performance ratings will be assigned by MBDA in proportion to the Center operator’s satisfaction of the performance goals set forth in the application and incorporated into the terms and conditions of the award. The performance measures are defined below.

**Number of MBEs Served:** the actual number of MBEs served during a funding period. This measure shall include MBEs that are served with and without a client engagement (as documented via an MBDA-provided client engagement form). An MBE without a client engagement must complete a minimum intake package. An MBE client must complete an engagement package with the center for services (i.e. a client engagement form, client attestation form, client verification form, and client internal transaction verification attestation form). Note, the center may only take credit for performance if the MBE completes a minimum intake package or client engagement package. Additional instructions (i.e., handbook) for intake process will be provided at the Post Award conference.

**Gross Revenue Generated:** the total dollar value of sales achieved directly related to the assistance provided by the center to the engaged client. Gross revenue generated shall include one or more income generating event(s) such as (but not limited to) overall sales, service agreements, task orders, product requests that result in sales, successfully awarded contracts, and/or the total principal value of executed sales/delivery contracts of services/products/ intellectual rights and/or other binding financial considerations secured for clients of the center.

MBDA recognizes that the financial obligations evidenced by transactions may be long-term and require the delivery of goods and services over an extended period. In some cases, the

agreements may have been awarded as indefinite demand indefinite quantity (IDIQ) contracts. Consequently, it is not necessary that the funds or other financial value specified under these agreements have actually changed hands for the center operator to receive credit. In the case of multi-year and multiple-year awards (base and option years) and IDIQ contracts, the full contract value, including option years, can be claimed in the year the contract was signed. The period for claiming the amount of multi-year and multiple-year awards cannot exceed the performance period of the cooperative agreement.

**Percent Clients that Increase in Profits:** the measure of net financial gain from one period to another. The net financial gain is reported as a percentage only. The percentage of clients that report a net increase in profits after engagement with MBDA. The financial gain profit is generally derived from gross revenue less expenses, related to the operations of the business center.

**Value of Financing, Capital, & Bonding:** includes the total principal value of approved loans, lines of credit, trade credit, subordinated debt, bonds used to raise capital for the MBE, leases (property and equipment), specialized industry financing (e.g., equipment financing), export letters of credit, equity investments, capital formation, assets under management or other binding financial agreements secured by clients of the center, with the assistance of the center staff (with the exception of insurance or bonds used to provide insurance for contracts). For purposes of this performance element, eligible financial transactions are those that have a specific dollar value and that expand the client's capital base/operations or that produce some other direct and immediate commercial benefit to the client.

**Value of Capacity Investments:** includes the dollar value of the client's investment in land, building, infrastructure, technology, equipment, and affiliated costs that transition or transform the client's ability to improve operation, service offerings, efficiencies, scalability, and production. Reporting under this category may be counted only if not counted in the "Value of Financing, Capital, & Bonding" category.

**Number of Jobs:** includes new jobs created and retained jobs.

**New Jobs Created -** are the number of new full time and/or part time employment opportunities reported on the client's payroll during the funding year.

**Retained Jobs -** are the number of existing full time and/or part time employee positions retained and reported on the client's payroll during the funding year. Job retention pertains to maintaining the status quo of persons employed by the client in lieu of subjective and objective decisions made by the client to reduce its work force due to economic conditions, lack of capital, failure to secure necessary contracts and/or sales (documentation will be needed to show that the client did not reduce the workforce as a result of the Center operations). Note, persons on paid sick leave, paid holiday, and paid vacations are included

as employees, as are salaried officers and executives of corporations.

Capacity Building Engagements: the number of client engagements that results in the below qualitative and/or quantitative improvements. Minimum annual goals shall be 50 engagements (10 in each category) or 100 total engagements across all categories, whichever is achieved first.

Operation efficiencies – The adoption of plans and practices that reduce costs and increase revenues.

Risk management and liability – The identification and forecasting of potential risks, the development of a risk management plan, and the mitigation of risk. Examples include a professional risk analysis or an increase in liability thresholds.

Management team development – Includes initiatives that, from recruiting externally and developing internally, created a well-qualified and diverse executive leadership team for the client.

Financing – Securing new sources of capital, including both traditional finance and alternative finance, and debt and equity.

Technology and equipment – The acquisition and deployment of new technology or equipment that increases scalability. This can include technology/equipment that is either widely accepted, innovative, or both.

**MBDA Business Center Performance Scale**

Performance Ratings	Goal Met	Points Assigned
Outstanding	100%	100.0
Commendable	90% - 99.9%	90.0 – 99.9
Good	80% - 89.9%	80.0 – 89.9
Satisfactory	75% - 79.9%	75.0 – 79.9
Unsatisfactory	0% - 74.9%	74.9 & Below

Failure to maintain at least a “Satisfactory” performance rating may result in designation of the Center award recipient as high risk and/or placed on a Performance Improvement Plan (PIP), assignment of special award conditions, and other further action under the award, up to and including award termination.

MBDA Business Centers must continue to operate during the entire performance period.

## 2. Performance Goals

Performance Goals will be determined based on the actual goals met. Points will be assigned based on the actual number achieved as a percent of the minimum annual goals, with relative weights set forth in the announcement.