

STATE OF LOUISIANA LOUISIANA ECONOMIC DEVELOPMENT

REQUEST FOR QUALIFICATIONS ("RFQ")

FOR THE STATE SMALL BUSINESS CREDIT INITIATIVE TECHNICAL ASSISTANCE PROGRAM

July 2, 2024

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1 GENERAL INFORMATION

1.1 Purpose -

This Request for Qualifications (RFQ) is issued by the LOUISIANA DEPARTMENT OF ECONOMIC DEVELOPMENT, also known as LOUISIANA ECONOMIC DEVELOPMENT (LED), an Agency of the State of Louisiana, for the purpose of obtaining information to assist LED in identifying and selecting qualified, experienced "technical assistance" provider organizations to provide "technical assistance" to eligible Louisiana small businesses under the State Small Business Credit Initiative (SSBCI) Technical Assistance Grant Program in the areas of financial advisory, accounting and legal services.

LED ensures that, in its selection process, no person shall on the grounds of race, color, or national origin as provided by Title VI of the Civil Rights Act of 1964 be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any programs or activities receiving federal financial assistance. LED further ensures the prohibition of discrimination in all of its programs and activities, whether those programs and activities are federally funded or not, as provided by The Civil Rights Restoration Act of 1987 (inclusive of additional Title VI Authorities and citations).

This "technical assistance" to be provided to the public in the areas in which the selected provider organizations serve will be obtained through cooperative endeavor agreements or professional service agreements, which are not required to be competitively awarded through public bid or request for proposal procedures. This is an informal informational procedure. LED will select multiple eligible contractors from organizations providing sufficient information for LED to determine them to be capable of performing the required "technical assistance" within the required time frames and budget.

The "technical assistance" delivered through this program is intended to supplement and expand upon resources within organizations that have ongoing small business counseling and training activities, and only such organizations will be eligible for consideration under this RFQ. This program is not intended to establish business support services within organizations that do not have dedicated small business support operations. Preference may be given to non-profit organizations that provide small business counseling. Additionally, this "technical assistance" is not intended to be duplicative of services currently available or that could be implemented through existing State and/or federally funded resources, LED, or the proposing organization. Proposals for "technical assistance" should focus on providing additional resources, either innovative in content or approach, or otherwise difficult or costly for small businesses to easily access.

Funding for this project is provided through the U.S. Treasury under the State Small Business Credit Initiative Technical Assistance Grant Program (SSBCI TA). LED and the organizations

selected to provide "technical assistance" through this program will be subject to all guidelines and reporting requirements laid out for SSBCI TA by the U.S. Treasury. Eligible beneficiaries for the "technical assistance" provided through this program are Very Small Businesses (VSBs) and Socially or Economically Disadvantaged Individual-owned (SEDI-owned) businesses that are applying for, preparing to apply for, or have previously applied for an SSBCI capital program other federal or other jurisdiction programs that support small businesses.

See Exhibit A (Page 11-12)-Eligible Beneficiaries and Exhibit B (Page 12-14)- Reporting

LED has been approved for up to \$3,082,861 in total for SSBCI TA and related administrative costs. These funds are to be provided by U.S. Treasury in 3 tranches of funding with the second and third tranches contingent upon utilization. With this limited budget for multi-year, statewide implementation, proposals will be considered with implementation plans for as little as 2 years or up to the 5 years allowable for program delivery. With delivery of SSBCI TA across all regions and locales of the state being a prime goal, statewide implementation plans will be given additional weight for project budget size, but regional implementation proposals will also be considered.

1.2 Scope of Services

LED is seeking "technical assistance" for current needs of VSBs and SEDI-owned Louisiana businesses related to capital preparedness.

LED shall contract with provider organizations on an as needed, as requested basis, for the provision of "technical assistance" through one-on-one, group and/or classroom delivery. Even if an organization is selected by LED, there is no guarantee of the amount of assigned work. The programs of work for delivery of this "technical assistance" must fit within U.S. Treasury SSBCI TA Guidelines for eligible services.

See Exhibit C (Page 15)-Eligible Legal, Accounting and Financial Advisory Services

Though all services outlined as eligible by U.S. Treasury may be considered for delivery through this program, additional consideration will be given to programs of work specifically addressing areas identified as those of greatest need in Louisiana.

For the purposes of its application for this program to U.S. Treasury, LED conducted a statewide survey of resource providers, lenders, economic development organizations and other small business stakeholders seeking to identify the greatest areas of need within the eligible services for "technical assistance" under this program. Responses to the survey regarding the technical assistance needs of Louisiana small businesses related to capital preparedness and capital access provided the below indications.

- Financial advisory services were indicated as the greatest area of need, followed closely by accounting services. Legal services were still indicated as a need, but not to as great of an extent.
- o The top three needs identified relative to financial advisory services were:

- Identifying sources of credit, capital, grants and other financing;
- Advising on factors that may impede access to financing for the business;
 and
- Advising on financial management.
- The needs identified relative to accounting services in order of greatest need to least were:
 - Advisory services or training regarding accounting practices, recordkeeping, or accounting software;
 - Preparing audits, financial statements, or business records; and
 - Digitizing financial records.
- The top three needs identified relative to legal services were:
 - Assisting with business formation or adopting corporate governance documents;
 - Obtaining needed registrations, licenses, filings, and certifications; and
 - Advising on, or preparing documents for the business to enter into contracts.
- Individual counseling was indicated as the most impactful mode of delivery for these services, though training classes and peer to peer learning opportunities were also noted as valuable types of assistance.

LED welcomes innovative ideas on programs of work addressing VSB and SEDI-owned business needs generally outlined in this RFQ.

1.3 Required Qualifications - General

The participating organization should provide a brief description of the organization, its type (non-profit or other organization structure); whether the organization has been registered with the Louisiana Secretary of State's Office, and has been authorized to do business in this state; its history; number of years in business; and copies of its latest financial statement, preferably audited. The organization must have an annual report that is updated with the Louisiana Secretary of State's Office, be in good standing with that office, and must comply with Title VI of the Civil Rights Act of 1964.

1.4 Required Qualifications - Specific

The participating organization must demonstrate that it is qualified and experienced in "technical assistance" services consistent with the type of "technical assistance" services described above in this RFQ. The organization should describe its qualifications and experiences relevant to the project, including how or in what manner they were obtained. The organization must demonstrate that it is adequately staffed and performing at capacity, and that they possess any applicable professional licenses. Provide the organization's number of employees and their special qualifications, experiences, responsibilities, and achievements, if any; including but not limited to working with others in connection with business development, business training, business counseling, and accessing capital. The organization must provide the geographic area or region served, as well as the number of businesses that can be reached, served or assisted through

"technical assistance" services. The organization should also provide the number of years in business, as well as a paragraph (no more than 200 words) describing 3 to 5 relevant projects and/or services and their results.

1.5 Independence

Conflicts of interest checks will be required. The organization may contract with LED for other general services, but will be expected to perform a conflicts checks prior to acceptance of any requested assignment, report the results of the conflicts checks to LED, and LED may not select an organization to perform these services or other general services if the organization has any conflict or appearance of any conflict of interest with regard to any project.

2 RFQ INFORMATION

In order to consider your organization, we ask that your response to this RFQ include all of the following information:

2.1 Company Information

Interested parties should submit: physical and mailing address, telephone and fax numbers, e-mail address and website. Indicate whether your firm is local, regional, or national. Will you use third parties for any of the services provided under this Contract? If yes, please provide the same information requested for your company.

2.2 Experience and Qualifications of Proposed Staff

Participating organizations should include sufficient information to satisfy evaluators that the organization has the appropriate qualifications, experience and knowledge to perform the "technical assistance" services as described herein.

- 1) The written response to this RFQ must show the identity of the Project Manager who will be the point of contact for day to day operations; and provide a list of key personnel who will participate in performing the scope of work, and indicate their necessary skills, experience, qualifications and any certifications or awards of the organization or it's staff, and the availability of the staff to handle these engagements. The RFQ response should include education, any certifications or awards and recent experience of key individuals, with particular reference to their ability to handle these services. Where additional support staff or 3rd party contractor assistance is anticipated, please indicate minimum qualifications and expertise requirements anticipated.
- Include a brief statement of why the organization feels it should be considered for this engagement.

2.3 Provide A Work Plan

Provide a work plan describing your proposed approach to and methodology for the project. Include a suggested project work schedule, including tasks and targeted timeline, showing how the organization proposes to meet the targeted timeline for this project. Work plans should include methodology for outreach and delivery to the VSBs and SEDI-owned businesses that are eligible beneficiaries under this program. Work plans should also include a description of

how proposed "technical assistance" will assist VSBs and SEDI-owned businesses with successful participation in Louisiana's SSBCI programs.

Work plans should also include projections for anticipated deliverables, impact and outcomes, with the consideration that the intent of the program is increased capital preparedness and access to SSBCI programs for VSBs and SEDI-owned businesses.

2.4 LED Program Selection

The RFQ response must include a list of the LED programs in which the organization has participated, if any, prior to this RFQ.

2.5 Cost Information

The RFQ response must include an overview of the organization's planned budget reflecting fee for service of "technical assistance" activities within a proposed program of work. All aspects of this RFQ are based on an overall budget LED has for the scope of work and will be in adherence with the U.S. Treasury's SSBCI TA Grant Program requirements for delivery, reporting and payment for such services. Once LED has reviewed all qualifications and proposals and made a decision on qualified candidate(s), we will be in contact to discuss your suggestions and proposal and specific budget categories in a final negotiation for your scope of work. LED is required to comply with the requirements contained in 12 U.S.C. § 5708 (e) and Treasury's implementing regulations and guidance.

2.6 Billing and Payment

The participating organization's hourly rates will be inclusive of all work performed for services and related costs, including all overhead, costs of doing business, use of organization equipment and in-house resources. No organization charges above the hourly rates or any statutory maximum fee per service rendered will be accepted. The organization will be expected to bill or invoice the LED for cost reimbursements not exceeding one invoice per quarter, with supporting documentation attached to the invoice. Supporting documentation will be expected to include, at minimum, description and documentation of services provided as well as verification of recipient eligibility as required by U.S. Treasury for SSBCITA reporting. Selected organizations will be expected to maintain appropriate SSBCITA program files. Program files shall include sufficient documentation that distinguishes costs and services funded through SSBCITA agreements and similar costs and services funded by other sources.

2.7 Selection Process

All responses received shall be evaluated by a Selection Committee, assisted by technical personnel as deemed appropriate, for the purpose of selecting the provider organizations with whom a contract may be executed. LED reserves the right to reject all responses in whole or in part if in the judgment of the Selection Committee, the best interests of all parties will be served.

The initial phase of decision making on responses will involve an evaluation of the organizations'

technical responses by the Selection Committee using the selection criteria below. The selection of the provider organizations will be determined by the highest total scores.

The criteria and weight of consideration in making the selections are as follows:

Comprehension of the Project Purpose and Scope of Work: 25 Points

The organization's response must exhibit an understanding of the project purpose and goals as presented in the RFQ and the organization must demonstrate eligibility to be considered for selection. The evaluation will be based on this understanding, approach, specific tasks, and allocation of time on them. Responding organizations should feel free to suggest specific aspects on the general scope of work as described in the RFQ for value-added purposes. The proposal of innovative approaches to the general scope of work and intent of the SSBCI TA Program with connecting VSBs and SEDI-owned businesses to Louisiana SSBCI programing is encouraged.

Method of Approach: 25 Points

The technical completeness of the organization's stated approach to the scope of work, the comprehensiveness of the proposed approach, and the methodology/techniques to be used must be clearly stated. Responses should outline the type of deliverables anticipated over the course of the project, geographic reach, businesses served, and description of outreach activities to ensure delivery of services to VSBs and SEDI-owned businesses.

Capability and Qualifications: 25 Points

The qualifications, experience, and technical expertise of the organization, project manager, and team members to be assigned to the project as specified in the response, including any third parties, and shall refer to experience and technical quality on similar projects. The organization's professional and project staff that work on the project must be the same staff that is identified in the response. Demonstration of history and/or ability to reach VSBs and SEDI-owned businesses is a plus.

Work Experience in Louisiana: 15 Points

As a Louisiana state agency, we value the expertise of organizations in our state, and welcome the opportunity to contribute to the state's economy. The organization's team experience working as a cooperative Louisiana team with relevance to this project is a plus.

Budget: 10 Points

LED has a limited budget for each project scope of work, which is taken into consideration when selecting a candidate. Per section 2.5 above, regarding cost Information for this RFQ, LED will contact your organization for discussion of your budget based on scope of work to potentially negotiate terms of a contract.

Responders will be awarded points as indicated in Section 2.7 above.

Criteria	Maximum Score
Comprehension of the Project Purpose and Scope of Work	25
Method of Approach	25
Capability and Qualifications	25
Work Experience in Louisiana	15
Budget	10
TOTAL SCORE	100

To be considered by LED, responses to this RFQ must be received by 4:00 p.m., CST, August 2, 2024.

3 ADMINISTRATIVE INFORMATION

3.1 Term of Contract

The term of any contract resulting from this RFQ is tentatively scheduled to begin Fall 2024, for an initial two or three-year term, with an LED option to extend the term for up to two additional years. Funding for full contract allocations will be conditional upon utilization of funds.

3.2 RFQ Coordinator

All questions regarding the RFQ process must be directed to the RFQ Coordinator:

Christina Ocmand, Contract/Grant Reviewer Louisiana Economic Development Office of the Secretary, Legal Division

Mailing Address:

P.O. Box 94185 Baton Rouge, LA 70804-9185

Physical Address: LaSalle Building, 11th Floor 617 North 3rd Street Baton Rouge, LA 70802

E-mail: christina.ocmand@la.gov

3.3 Participant Inquiries

LED will consider written inquiries and requests for clarification regarding the Scope of Services and other substantive matters relating to this RFQ, submitted to the RFQ Coordinator, by 4:00 p.m., CST, on <u>July 12, 2024</u>.

LED reserves the right to modify the RFQ should a need for change be identified. Requests for email notification of such modifications may be made through the RFQ Coordinator.

3.4 RFQ Submission

Interested parties shall submit ONE copy of the completed RFQ response of no more than 20 pages, signed by an authorized representative of the participating organization, via e-mail to the RFQ Coordinator: christina.ocmand@la.gov

If the participating organization is a corporation, please also provide a copy of the corporation's Resolution authorizing the person signing this RFQ response, who will also be signing the contract/agreement for these "technical assistance" services, to sign contracts for the corporation.

To be considered by LED, responses to this RFQ must be received by 4:00 p.m., CST, August 2, 2024.

3.5 RFQ Consideration

LED reserves the right to reject any and all submitted RFQ responses and to request additional information from any and all participating organizations.

3.6 RFQ Award

LED will notify successful participating organizations.

4 EXHIBITS

4.1 "Exhibit A" - Eligible Beneficiaries

Eligible beneficiaries for the "technical assistance" provided through this program are Very Small Businesses (VSBs) and Socially or Economically Disadvantaged Individual-owned (SEDI-owned) businesses that are applying for, preparing to apply for, or have previously applied for an SSBCI capital program other federal or other jurisdiction programs that support small businesses.

- A VSB is a business with fewer than 10 employees and includes independent contractors and sole proprietors.
- A SEDI-owned business is:
 - a business enterprise that certifies that it is owned and controlled by individuals who have had their access to credit on reasonable terms diminished compared to others in comparable economic circumstances, due to
 - (1) membership of a group that has been subjected to racial or ethnic prejudice or cultural bias within American society
 - (2) gender
 - (3) veteran status
 - (4) limited English proficiency
 - (5) disability
 - (6) long-term residence in an environment isolated from the mainstream of American society
 - (7) membership of a Federally or state-recognized Indian Tribe
 - (8) long-term residence in a rural community
 - (9) residence in a U.S. territory
 - (10) residence in a community undergoing economic transitions (including communities impacted by the shift towards a net-zero economy or deindustrialization), or
 - (11) membership of an underserved community. (Underserved communities are populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life, as exemplified by the list in the definition of equity. Equity is consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.);
 - o a business enterprise that certifies that it is owned and controlled by individuals

- whose residences are in Community Development Financial Institution (CDFI) Investment Areas, as defined in 12 C.F.R. § 1805.201(b)(3)(ii);2
- a business enterprise that certifies that it will build, open, or operate a location in a CDFI Investment Area, as defined in 12 C.F.R. § 1805.201(b)(3)(ii); or
- a business enterprise that certifies that it is located in a CDFI Investment Area, as defined in 12 C.F.R. § 1805.201(b)(3)(ii).
- For purposes of the definition of "SEDI-owned business," a business is "owned and controlled" by applicable individuals:
 - (1) if privately owned, 51 percent or more is owned by such individuals;
 - (2) if publicly owned, 51 percent more or of the stock is owned by such individuals; and
 - (3) in the case of a mutual institution, if a majority of the board of directors, account holders, and the community which the institution services is predominantly comprised of such individuals.
- Some businesses may qualify as both a SEDI-owned business and a VSB. An eligible recipient can consider these businesses as SEDI-owned businesses, VSBs, or both for all TA Grant Program purposes.

4.2 "Exhibit B" - Reporting

LED is required to follow all guidelines, for both programmatic delivery and reporting, from U.S. Treasury related to the award for the SSBCI TA Grant Program. The below tables indicate information required for each recipient of one-on-one and group "technical assistance" as well as requirements for classroom trainings.

Table 4. Eligible Beneficiary	able 4. Eligible Beneficiary Data (if applicable)		
Data Element	Description		
TA Provider	Enter the name of the TA provider		
Eligible Beneficiary Identifier	Name of the business that is the eligible beneficiary		
Eligible Beneficiary Street Address	Enter the street address of the eligible beneficiary		
Eligible Beneficiary City	City of the eligible beneficiary.		
Eligible Beneficiary State	State of the eligible beneficiary		
Eligible Beneficiary Zip Code	Zip code of the eligible beneficiary.		
NAICS Code 2	017 North American Industry Classification System (NAICS) code for the eligible beneficiary's industry		
Full-Time Equivalent Employees	The eligible beneficiary's full-time equivalent employees (FTEs), rounded to the nearest whole number, at the time TA services are provided		
VSB	Indicate whether the eligible beneficiary's business is a VSB.		

Self-Certified SEDI-Owned Business Status	Indicate whether the eligible beneficiary self-certified that it is a SEDI-owned business. Select all categories in groups (1) through (4) that apply*
Minority-Owned or Controlled Business Status	Indicate whether the eligible beneficiary is a minority-owned or controlled business
Women-Owned or Controlled Business Status	Indicate whether the eligible beneficiary is a women-owned or controlled business
Veteran-Owned or Controlled Business Status	Indicate whether the eligible beneficiary is a veteran-owned or controlled business
Race of Principal Owners	Indicate the race categories with which the principal owner or principal owners identify (check all that apply)*
Ethnicity of Principal Owners	Indicate the following ethnicity categories with which the principal owner or principal owners identify (check all that apply)*
Middle Eastern or North African Ancestry of Principal Owners	Indicate the following ancestry categories with which the principal owner or principal owners identify (check all that apply)*
Gender of Principal Owners	Indicate the following gender categories with which the principal owner or principal owners identify (check all that apply)*
Gender of Principal Owners – Self-Identification	Text field for description if selected "Prefer to self-describe" in the data element "Gender of a Principal Owners"
Sexual Orientation of Principal Owners	Indicate the following sexual orientation categories with which the principal owner or principal owners identify (check all that apply)*
Veteran Status of Principal Owners	Indicate the following categories with which the principal owner or principal owners identify (check all that apply)*
TA Services Provided to the Eligible Beneficiary	Provide the following information for TA services provided to the eligible beneficiary. If more than one discrete TA service is provided to an eligible beneficiary, the TA provider can report additional TA services in the fields for TA services 2 through 4.
Primary Purpose – TA Service 1	Indicate the primary purpose of TA service 1*
Primary Purpose of TA Service 1 – Other	Text field for description if selected "Legal Services: Other," "Accounting services: Other," or "Financial advisory services: Other" for the data element "Primary Purpose – TA Service 1."
TA Service 1 – Brief Description	Provide a brief, descriptive overview of TA service 1.

Style – TA Service 1	Indicate how the TA provider provided TA service 1One-on-one (TA provider worked individually with eligible beneficiary) -Small-group (TA provider worked with a group to address specific small business issues (generally 2-10 people, but number may vary)) - Cohort (a group of eligible beneficiaries advanced through an educational program or curriculum) -Other
Description of Other Style – TA Service 1	Text field for a description if selected "Other" for the data element "Style – TA Service 1."
Hours – TA Service 1	Number of hours spent providing TA Service 1 to the eligible beneficiary.
Small Business Program Referral	If the TA provider made a referral to a small business program with respect to the eligible beneficiary, check all that apply: -SSBCI-supported lending program -SSBCI-supported equity/venture capital program -Other federal small business program -Other small business program -N/A
Name of Small Business Program	If the TA provider made a referral to a small business program with respect to the eligible beneficiary, text field to specify the name of each small business program to which the eligible beneficiary was referred.
Referral to Source of Capital	If the TA provider made a referral to a potential source of capital with respect to the eligible beneficiary, check all that apply*
Description of Other Lender or Other Investor	Text field for a description of the type of lender or investor if selected "Other lender" or "Other investor" for the data element "Source of Capital Referral." Note that the TA provider is not required to specify the name of the lender or investor.
* Please select option(s) inclu	ded on SSBCI TA Grant Program Reporting Guidance - pages 13-25

Table 5. Classroom-Style TA Services (if applicable)		
Data Element	Description	
Classroom-Style TA Services	Provide the following information for each Classroom-Style TA Service Event	
Classroom-Style TA Service Event – Primary Purpose	Indicate the primary purpose of the classroom-style TA service event*	
Primary Purpose of Classroom-Style TA Service Event – Other	Text field for description if selected "Legal Services: Other," "Accounting services: Other," or "Financial advisory services: Other" for the data element "Classroom-Style TA Service Event – Primary Purpose."	
Classroom-Style TA Service Event – Brief Description	Provide a brief, descriptive overview of the classroom-style TA service event, including how the TA provider specifically targeted the event towards eligible beneficiaries.	
Classroom-Style TA Service Event – Attendees	Text field for the number of attendees that attended classroom-style TA service event.	
Classroom-Style TA Service Event - Date	Text field to provide the date of the classroom-style TA service event.	
* Please check/select option	(s) included on SSBCI TA Grant Program Reporting Guidance - pages 25-26	

For full information on reporting guidelines see <u>SSBCI-Technical-Assistance-Reporting-</u>

Guidance.pdf (treasury.gov)

4.3" Exhibit C" – Eligible Legal, Accounting and Financial Advisory Services

Funds provided under a TA Grant Program award are for the provision of legal, accounting, and financial advisory services intended to help SEDI-owned businesses and VSBs access SSBCI capital or participate in other federal or other jurisdiction programs that support small businesses. Such services include a wide variety of assistance throughout the business life cycle. Eligible legal, accounting, and financial advisory services provided to an eligible beneficiary under a TA Grant Program award include the following and other services that are similar to the following.

Legal Services

- Assisting with business formation or adopting corporate governance documents.
- Obtaining needed registrations, licenses, filings, and certifications.
- o Advising on, or preparing documents for, the business to enter into contracts.
- Legal services related to the business obtaining capital from investors, such as the development of financial instruments, investment term sheets, purchase agreements, and shareholder rights agreements.
- Legal services related to a transfer of ownership interests in a business, in the case of employee stock ownership plans (ESOPs).

Accounting Services

- Preparing audits, financial statements, or business records.
- Digitizing financial records.
- Advisory services or training regarding accounting practices, recordkeeping, or accounting software.

Financial Advisory Services

- Assisting with the establishment of banking relationships or other financial services.
- Assisting with applications for government small business programs, including preparing financial analyses.
- o Identifying sources of credit, capital, grants, and other financing.
- Advising on factors that may impede access to financing for the business.
- Advising on financial management.
- Developing presentations to potential investors, financial models, and business plans.

For full information on SSBCI TA Grant Program Guidelines see <u>TAGrantProgramGuidelines</u> (treasury.gov)