

# Request for Proposals Cover Sheet

When submitting a Request for Proposals (RFP) to be reviewed by the Review Committee at EOHEd, please fill in the following coversheet and submit it along with the RFP.

**Name of Agency:** Massachusetts Growth Capital Corporation

**Name of the Program:** Grant Program for the Development of Digital Capabilities

**Is this a new program?** (Y/N): Yes

**Total Budget to be granted through this RFP:**

<b>Total Budget</b>	<b>\$3,850,000</b>
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**Anticipated number of awardees (#):** ~100-150

**Anticipated size of grants (\$):** \$5,000

**Fiscal Year of Funds:** FY21

**Source of funds:**

Capital Budget, Bond proceeds

✓ **Operating Budget, Appropriation from General Fund**

Other (Describe): CGBD Funding for MDI

**Cut and paste authorization or appropriation language:**

**FY21 - Small Business TA WMBE (\$3.8 M) & Online Platform Tool (\$50k) – Focus on Digital – Operating Budget**

..... provided further, that not less than **\$3,850,000** shall be expended for small business technical assistance and grants that focus on the needs of business enterprises owned by socially and economically disadvantaged individuals, including the extension of online and digital tools for small businesses

**Legal department reviewed of proposed use of fund:**

Is the proposed use of funds consistent with the authorization or appropriation and any other requirements of the program enabling statute (Y/N): Yes

Will the expenditure of funds as proposed have primarily a public benefit, with only incidental private benefit? (Y/N): No

**If funding from capital budget, bond proceeds will be expended:** N/A

Is the expenditure a capital expense? (Y/N): N/A

Is there is any circumstance in which proceeds could return to the agency? (Y/N): N/A

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If yes, has the agency counsel discussed with EOHED general counsel? N/A

**If applicable, has this RFP been approved by your finance department? (Y/N):** Yes

**Who is the primary applicant for this program?** Small businesses owned by socially and economically disadvantaged individuals seeking tools and services to develop their digital capabilities

**How will you publish the opening of the RFP to reach potential applicants?** On the website

**Would you like HED to promote the opening of this program via Social Media?** Yes

**What is your review process for selecting grantees?** SBTA Providers will be trained to use the DIGITAL ASSESSMENT to nominate and sponsor eligible grantees *and an application through Submittable.*

**What pillar does this program fall into for the Economic Development Plan *Partnerships for Growth*? (Please check one)**

- ✓ **Community Development**  
Housing
- ✓ **Business Competitiveness**
- ✓ **Workforce**

**How does this program tie to the principles in the Economic Development Plan *Partnerships for Growth*? Please describe how you have embedded these principles in your program. (Note fill out all that apply)**

- ✓ **Regional Strategies: Regional disbursement will be considered when making awards**
- ✓ **Accessible Government: Reduction of application questions**  
Environment: N/A
- ✓ **Equitable Opportunity: Equity is included in the questions**  
Infrastructure: N/A

**Anything else you would like to note about this RFP?**



## GRANT PROGRAM FOR DEVELOPMENT OF DIGITAL CAPABILITIES FY2021

**Updated June 21, 2021**

Beginning in May 2021, \$3,800,000 will be made available for a Grant Program for the Development of Digital Capabilities. The Development of Digital Capabilities grant is a match of up to \$5,000 awarded to small businesses in Massachusetts. This program provides funding for the needs of small businesses owned by socially and economically disadvantaged individuals seeking tools and services to develop their digital capabilities in partnership with a Small Business Technical Assistance (SBTA) provider.

SBTA providers are the door to this grant program for applicants. SBTA providers will sponsor small businesses to apply and support the effort of the small business applicants through technical assistance in the application process. The small business applicants, with the help of their SBTA sponsor, will work with a Qualified Professional in the area of their greatest digital need(s) to pursue a digital development plan.

Additional consideration will be given to businesses owned by women, minorities, immigrants, non-native English speakers, U.S. Military Veterans, disabled individuals, LGBTQ+, low-to-moderate income owners, socially and economically disadvantaged individuals, and businesses operating in Gateway Cities.

These funds were appropriated through the Commonwealth's Operating Budget for Fiscal Year 2021 (FY21) and will be administered by MGCC. These funds will be made available for eligible businesses until funding is fully disbursed.

### **Applicant Eligibility:**

Must be a **small business** that:

- **Is** based in Massachusetts with a public-facing, brick-and-mortar (physical) location, or storefront, operating within Massachusetts

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- **Is NOT** a home-based business
- **Is** employing 1-20 FTE employees
- **Is** the business owners' primary source of income
- **Has** an annual revenue not exceeding \$2,500,000
- **Has** been nominated by a Technical Assistance Provider through MGCC's Small Business Technical Assistance Program
- **Has** completed and submitted the Digital Assessment to their SBTA Sponsor for review
- **Has** been in business for a minimum of one year at the time of application
- **Is NOT** owned by someone employed by sponsoring SBTA
- **Is NOT** a nonprofit, not-for-profit, or charitable organization
- **Is NOT** a business supplying digital services to other businesses (e.g. website design/development, SEO, programming)
- **Is NOT** a franchise with more than 2 locations, including those individually owned-and-operated (Franchises with up to 2 locations will be considered)
- **Is NOT** a real estate rental/sales business
- **Is NOT** a lobbyist
- **Is NOT** a cannabis related business

**Owned by:**

- An individual of 18 years or older at the time of application
- A United States citizen or permanent resident

**Timeline**

This will be a rolling application. Existing applications will be reviewed on a monthly basis. Applicants can expect to hear back within six weeks of your completed submission of their grant application, including all necessary supplementary documents and information. Program opens **June 15, 2021**.

**Small Business Technical Assistance Provider (Sponsor):**

Prospective applicants will be nominated and sponsored by a Small Business Technical Assistance (SBTA) provider from MGCC's network. Prospective applicants without an SBTA Sponsor will be introduced to a [few] relevant SBTA provider[s]. If the introduction results in the SBTA provider sponsoring the applicant, the applicant can move forward with applying for the grant.

Partnership with a SBTA Provider as a sponsor will help to maximize the potential positive impact of this grant. Our SBTA Providers' understanding of the landscape of small businesses in

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Massachusetts, familiarity with small businesses' areas of greatest digital needs, and extensive network of collaborators helps to optimize this effort.

The SBTA Sponsor will support the applicant in the following ways:

- Review the applicant's Digital Assessment for coherence and completeness before allowing them to begin the application process for this grant
- Assist the applicant to complete the grant application by:
  - Helping applicant review the results of their Digital Assessment,
  - Helping to identify digital development goals,
  - Helping to identify Qualified Professional service providers to achieve digital development goals,
  - Scoping the project for achieving digital development goals,
  - As necessary, implementing the digital development project, and
  - Facilitating communication with all parties involved
- As applicable, using grant awarded funds to pay qualified professionals involved in the digital development plan

**Application Submission Instructions:**

Applicant needs to work with their SBTA Sponsor to access this grant program. [Our list of potential SBTA Sponsors can be found on our website](#). The SBTA Sponsor will then help the applicant to fill out their application electronically, including any attachments, through MGCC's online application portal, Submittable. Hard copies or electronic copies submitted in any other way, such as mailed in or emailed, will not be considered. Additionally, only complete, accurate, and legible applications will be considered.

**Applicant must submit the following to MGCC for approval:**

- **Proposal for digital development project** (Digital Development Plan) including draft of proposed contract with Qualified Professional including deliverables, cost of the project, fees, time frame or start and end dates, and clear success metrics and deadlines to benchmark progress towards the growth of their business
  - Businesses may choose to work with a Qualified Professional they select independently with approval from their SBTA Sponsor, choose from [MGCC's list of approved Qualified Professionals](#), or partner with a Qualified Professional approved by an SBTA provider to develop their Digital Development Plan and identify the most effective digital solution(s).
- **Completed application (via Submittable)** answering all the questions and providing information regarding the business status, services needed for digital development project, project costs, and projected outcome(s)

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- **Supporting financial statements**
  - A complete copy (all schedules) of your filed **2019 (or 2020 if available) Federal Business Tax Return** as submitted to the IRS. If you file Schedule C income, please upload that document in place of a Business Tax Return
  - A complete copy (all schedules) of your latest filed **Federal Personal Tax Returns (2019 or 2020)** as submitted to the IRS for each business owner with 20% or greater ownership
- **Other supporting documentation**
  - A copy of project proposal(s) from each Qualified Professional(s) involved in the Digital Development Plan including scope of work, costs associated, and deadlines (as many proposals as necessary for the project)
  - A copy of the business owner's valid photo identification (ID). This ID must match the business owner who is an authorized signer that signs this application. Please submit a photocopy of the front and back of the ID. Examples include (submit one): State-issued driver's license/ID card, U.S. Passport book or card, other valid, state or federal issued photo ID
  - Copy of lease statement, tenant at will agreement, or mortgage statement for verification of brick-and-mortar, public-facing physical business location

**Terms:**

- Funds must be used to develop their digital capabilities (e.g. Digital-based operations, ecommerce solutions, digital marketing, and social media engagement)
- For every approved grant, MGCC will provide an 80% match up to \$5,000 less a \$250 fee per applicant. **Applicants will be required to match 20% of approved consulting fees prior to MGCC matching fund release.**
  - Above referenced \$250 fee will be paid to the SBTA Sponsor
  - SBTA Sponsor may choose to waive the \$250 fee
- Final approval by MGCC of the Digital Development Plan prior to releasing funds to the SBTA Sponsor
  - Will require a signed contract for each Qualified Professional(s) for their work as detailed in the Digital Development Plan with signatures from the Qualified Professional, the Small Business Owner(s), and SBTA Sponsor prior to releasing funds to SBTA Sponsor
- Grant covers customized services from Qualified Professional(s) above and beyond the services normally provided by the SBTA organization to achieve their digital development goals
- Applicant will submit **only one** application for developing digital capabilities during the given fiscal year

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- Applicant, with the assistance of their SBTA Sponsor, also agrees to complete follow up reporting requirements including but not limited to: success metrics, benchmarks that have or have not been met, and updates on progress towards digital development goals
- If a person owns multiple businesses and submits an application for each business, MGCC reserves the right to limit grant to one business per owner

### **Approved Use of Funds:**

- Fees for Qualified Professional Services/Consultants, as specified in their Digital Development Plan, including but not limited to:
  - Designers (Graphic/Motion)
  - Digital Marketing Strategists
  - Social Media Strategists
  - Website/Content Developers
  - POS Implementation Specialists
  - Photographers
  - Writers
- Software, as specified in their Digital Development Plan, including but not limited to software for:
  - Design
  - Financial/Bookkeeping
  - POS/CRM
  - Productivity/ Team Collaboration
  - Social Media/SEO/Marketing
  - Cybersecurity
- Other use of funds for the development of digital capabilities not specified by a Qualified Professional service/consultant must be justified clearly

### **Exclusions:**

These grants are intended to increase the digital capabilities of the applicant by providing funding for professional services, training, or digital products according to the Digital Development Plan detailed in the application. Grant funds are not intended for ongoing business expenses.

### **COMPLIANCE WITH FEDERAL FUNDS, LAWS AND REGULATIONS:**

Applicants must comply with all applicable laws.

**TECHNICAL SUPPORT ON SUBMITTABLE:**

Visit the Help Center: <https://www.submittable.com/help/submitter>

**OTHER QUESTIONS:**

Contact MGCC

Email: [digitaldivide@massgcc.com](mailto:digitaldivide@massgcc.com)

Please use the **subject “Digital Development Grant Program”**  
Program Manager: Yuna Oh, Digital Communications Manager



## PRINTER-FRIENDLY VIEW OF APPLICATION QUESTIONS

(From Submittable)

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### ELIGIBILITY QUESTIONS

1. Is your small business based in Massachusetts?
2. Do you have a brick-and-mortar (physical location) for your business that is operating within Massachusetts?
3. Is your business home-based?
4. Does your business employ 1-20FTE employees?
5. Is this small business the business owner's primary source of income?
6. Does your annual revenue exceed \$2,500,000?
7. Have you been nominated by a Technical Assistance Provider through MGCC's Small Business Technical Assistance Program?
8. Have you completed and submitted the Digital Assessment to your SBTA Sponsor for review?
9. Is your business a non-profit, not-for-profit, or charitable organization?
10. Does your business mainly supply digital services? (e.g., website design, website development, graphic designer, SEO marketer, etc.)
11. Is your business a franchise?
  - a. Is your business a franchise with more than 2 locations?
12. Is your business a real estate rental/sales business?
13. Is your business a lobbyist business?
14. Is your business a cannabis-related business?
15. Was your business legally established as of June 15, 2020?
16. Does your business owner work for the sponsoring SBTA?
17. Will your business owner be 18 years of age or older at the time of application?
18. Is your business owner a U.S. Citizen or permanent resident?

### Notice Before You Hit "Next"

If you are eligible to continue onto the application, please be advised: once you click "Next" the application form will refresh the webpage and will start you back at the top of the program page. **Please scroll down past the program information to begin the application.** Thank you.

### BUSINESS OWNER'S INFORMATION

1. Business Owner's Full Name (First & Last)
2. Business Owner's DOB (MM/DD/YYYY)

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3. Gender of Business Owner: female/male/nonbinary/other/prefer not to answer
4. Business Owner's ethnicity (Please select all that apply)
  - White / Caucasian, African American / Black, Hispanic / Latinx, Asian or Pacific Islander, Native American or Alaskan Native, Middle Eastern / Arab American, Other, Prefer Not To Answer
5. % Interest owned in the business (20% or greater)
6. Is this business owner a legally authorized signer for the business?
7. Are you a non-native English speaker?
  - ☐ 7A. If Yes, please indicate the language you're most comfortable with:
    - i. Arabic
    - ii. Gujarati
    - iii. Haitian Creole
    - iv. Khmer
    - v. Korean
    - vi. Portuguese
    - vii. Simplified Chinese
    - viii. Traditional Chinese
    - ix. Spanish
    - x. Vietnamese
    - xi. Other (please specify)
8. Is there another owner that holds an ownership interest of 20% or greater in the business?
  - ☐ No -> next question
  - ☐ Yes ->
    - i. A-G, Will be required to answer same information (#1-#6) for additional business owner #2 with 20% or greater interest in the business
    - ii. I-O, Will be required to answer same information (#1-#6) for additional business owner #3 with 20% or greater interest in the business
    - iii. Q-W, Will be required to answer same information (#1-#6) for additional business owner #4 with 20% or greater interest in the business
    - iv. Y-EE, Will be required to answer same information (#1-#6) for additional business owner #5 with 20% or greater interest in the business

## **BUSINESS INFORMATION**

9. Legal Name of Business
  - ☐ 9A. DBA (if applicable)
10. Business Contact Full Name
11. Business (Contact) Email

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12. Business Contact Phone Number
13. Main Business Phone Number
14. Business Website (if applicable)
15. Legal Business Address
16. Are you submitting additional applications for multiple business locations?
17. Was your business legally established as of June 15, 2020?
18. What was your 2019 Fiscal Year End (FYE) Business Tax Return sales revenue?
19. Is your business located in a Gateway City?
  - 19A. If yes, choose from dropdown
20. Which of the following apply to your business? (Check all that apply):
  - Minority-Owned
  - Woman-Owned
  - Veteran-Owned
  - Disability-Owned Business
  - LGBTQ+-Owned
  - Low-to-Moderate Income Individuals
  - Located in Gateway City
  - Not Applicable
21. Name of Technical Assistance Sponsor (Dropdown List)
22. SBTA Sponsor Contact Name
23. SBTA Sponsor Contact Email

## **DIGITAL ASSESSMENT RESULTS**

Take note of your business's areas of greatest need (Refer to Digital Assessment)

- SECTION 1 > Digital Operations
- SECTION 2 > ECommerce
- SECTION 3 > Digital Marketing
- SECTION 4 > Social Media Engagement

24. What was your score for the DIGITAL OPERATIONS portion of your Digital Assessment?
25. What was your score for the E-COMMERCE portion of your Digital Assessment?
26. What was your score for the DIGITAL MARKETING portion of your Digital Assessment?
27. What was your score for the SOCIAL MEDIA ENGAGEMENT portion of your Digital Assessment?
28. Which area of digital development is your FIRST priority?
29. Which area of digital development is your SECOND priority?

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Please refer to the [Guide for the Development of Digital Capabilities](#) and [list of Qualified Professionals](#), with your SBTA Sponsor, and build a digital development plan for your business. If you would like to see a basic example, please refer to the last page of the Guide for the Development of Digital Capabilities.

In this next portion of the application, you will have to write down all the expenses of your digital development plan and add up the totals. You may want to grab a piece of scrap paper, pen, and a calculator.

For each question you answer "Yes" a blank table will pop up for you to fill out with the description of work, services, or products and the associated cost of that expense for your digital development project(s).

### **OPERATIONS (DIGITAL-BASED)**

- 30. I will be purchasing/upgrading my business internet package
- 31. I will be digitizing to/upgrading my web-based financial/accounting capabilities
- 32. I will upgrade/establish a CRM system
- 33. I will improve my digital security (cybersecurity) system
- 34. I will establish/improve my Point of Sales (POS) system
- 35. I will improve my productivity/workflow management through digital solutions
- 36. I need to purchase hardware necessary to improve my digital capabilities  
*\*Hardware must be deemed integral to the digital development plan by small business owner, SBTA Sponsor, and MGCC and cannot be the only component of the plan*
- 37. I will improve my business' digital presence through the use of professional photography/graphic design services
- 38. DIGITAL OPS SECTION TOTAL \$

### **ECOMMERCE**

- 39. I will improve E-Commerce workflow through digital-based apps/programs/solutions
- 40. I will improve/create my e-commerce-capable business website
- 41. I will improve the display of my products/services through the use of professional photography/graphic design (See #37, if you already filled it out, don't fill it out again)
- 42. ECOMMERCE SECTION TOTAL \$

### **DIGITAL MARKETING**

- 43. I will improve my marketing content through professional photography/graphic design (See #37, if you already filled it out, don't fill it out again)
- 44. I will improve my marketing through a brand design/re-design
- 45. I will hire a qualified professional to identify and implement a digital marketing strategy

- 46. I will create/improve my business website
- 47. I will improve social media content/marketing campaigns through professionally made videos about my business
- 48. I need to purchase software/apps for the improvement of my digital marketing capabilities  
*\*Purchases must be deemed INTEGRAL to the digital development plan by the small business owner, SBTA Sponsor, and MGCC and CANNOT be the only component of your digital development plan.*
- 49. DIGITAL MARKETING SECTION TOTAL \$

**SOCIAL MEDIA ENGAGEMENT**

- 50. I will improve my social media content through professional photography/graphic design (See #37)
- 51. I will improve my social media engagement through strategic content creation
- 52. I will improve social media engagement/marketing campaigns through professionally made videos about my business (see #47)
- 53. As part of my digital development plan for improving social media engagement, I need funds for advertising  
*\*Paid advertisement budget and strategy must be detailed in your digital development plan. A budget for paid advertisement CANNOT be the only component of your digital development plan.*
- 54. I will improve my social media engagement through better community management
- 55. SOCIAL MEDIA ENGAGEMENT SECTION TOTAL \$

**FINAL SECTION**

- 56. Please fill in all SECTION TOTALS on the table below [table]
- 57. Please type in grand total
- 58. Please fill in grand total [table]
  - Ⓜ Grand total, grant amount, amount paid by small business owner - automatic calculation
- 59. Please type in TOTAL GRANT REQUEST AMOUNT (See table from #56)

**FILE UPLOADS**

- 60. A complete copy (all schedules) of your filed 2019 Federal Business Tax Return as submitted to the IRS. If you file Schedule C income, please upload that document in place of a Business Tax Return.
- 61. A copy of the business owner's valid photo identification (ID). This ID must match the business owner who is an authorized signer that signs this application. Please submit a photocopy of the front and back of the ID. Examples include (submit one): State-issued

driver's license/ID card, U.S. Passport book or card, other valid, state or federal issued photo ID

62. A copy of lease statement, tenant at will agreement, or mortgage statement for verification of brick-and-mortar, public-facing physical business location
63. A copy of the DIGITAL DEVELOPMENT PLAN as developed by the business owner, with the help of their SBTA Sponsor, and the qualified professional(s) offering expert services
64. A copy of project proposal(s) from each Qualified Professional involved in the Digital Development Plan including scope of work, costs associated, and deadlines
65. A complete copy (all schedules) of your latest filed Federal Personal Tax Returns (2019 or 2020) as submitted to the IRS for each business owner with 20% or greater ownership

## Submittable Answer Format Explained & Sample Tables

Please refer to [this guide as a starting point to help you build your digital development plan](#). A blank table will pop up when the applicant answers “Yes” to any of the questions above. The applicant would be required to fill in the description and total cost of that piece of their digital development plan in the embedded excel table. All table boxes that are GREY cannot be filled out. WHITE boxes can be filled out.

### SAMPLE TABLES (DIGITAL MARKETING SECTION)

DESCRIPTION	TOTAL (\$)
<i>Consultant for digital marketing strategy</i>	1000
<i>Contract photographer for product photography</i>	900
<i>Graphic designer for 1 ad design</i>	100
<b>SECTION TOTAL</b>	<b>2000</b>

At the end of the form, the applicant will have to fill out totals from each section on a master table (#54) that will automatically calculate the **grand total cost** of the project(s).

DESCRIPTION	TOTAL (\$)
<i>DIGITAL BASED OPERATIONS SECTION TOTAL</i>	0
<i>E-COMMERCE SECTION TOTAL</i>	0
<i>DIGITAL MARKETING SECTION TOTAL</i>	2000
<i>SOCIAL MEDIA ENGAGEMENT SECTION TOTAL</i>	0
<b>SECTION TOTAL</b>	<b>\$2000</b>

Then the applicant will be asked to fill in that grand total cost into a final embedded excel table (#56). The table will automatically calculate 20%/80% of the grand total.

DESCRIPTION	TOTAL (\$)
<i>GRAND TOTAL COST</i>	2000
<i>TOTAL PAID BY SMALL BUSINESS (20% of GRAND TOTAL)</i>	400

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<i>TOTAL GRANT REQUEST AMOUNT (80% of GRAND TOTAL)</i>	<i>1600</i>
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## **DUPLICATION OF BENEFITS CERTIFICATION**

A duplication of benefits occurs when a person, household, business, government, or other entity receives financial assistance from multiple sources for the same purpose, and the total assistance received for that purpose is more than the total need for assistance. Duplication of benefits occurs when financial assistance is provided to a person or entity through a program to address losses and the person or entity has received (or would receive, by acting reasonably to obtain available assistance) financial assistance for the same costs from any other source (including insurance), and the total amount received exceeds the total need for those costs.

MGCC requires each grantee to have procedures in place to prevent the duplication of benefits when it provides financial assistance with these grant funds. Grant funds may not be used to pay for a cost if another source of financial assistance is available to pay for the same cost.

This certification must be completed by any subrecipient, individual or family, business, direct beneficiary, or other entity that receives assistance and serves to document compliance with these requirements to ensure that there are adequate procedures in place to prevent any duplication of benefits.

I hereby certify that:

The Grant Program funds for the Development of Digital Capabilities, awarded to my business, does not duplicate/replace any other funds, and/or any funds from the following sources:

- The SBA Paycheck Protection Program (PPP)
- Unemployment compensation benefits
- Insurance claims/proceeds
- Federal Emergency Management Agency (FEMA) funds
- Small Business Administration funds
- Other Federal, State or local funding
- Other nonprofit, private sector, or charitable funding.

Further, this executed certification serves to acknowledge that any subgrantee, subrecipient, individual or family, business, direct beneficiary, or other entity understands and agrees that the funds must be repaid if it is determined that such assistance is determined to be duplicative.

***I have read and understand the above statement.***



By typing my name in the signature line below, I am signing the document electronically. I agree and understand that my electronic signature has the same meaning, validity, and effect as my handwritten signature. \_\_\_\_\_

**CERTIFICATION & SUBMISSION:**

By checking the below box and submitting, the submitter certifies to the best of their knowledge and belief that the information contained on this application is true and complete. MGCC has the right to terminate any agreement under the Grant Program for the Development of Digital Capabilities if a submitter is found to provide untruthful information. Additionally, if the submitter is found to provide untruthful information, the grant recipient for the Grant Program for the Development of Digital Capabilities, with whom they are affiliated may be required to pay back the full grant amount.

I certify that:

- I am 18 years or older at the time of application, and
- I am a United States citizen or permanent resident, and
- My business is a public-facing, brick-and-mortar (physical) location, or storefront operating within Massachusetts, and
- My business is NOT a home-based business, and
- My business has 20 or fewer FTE employees, and
- This business is my primary source of income, with
- An annual revenue not exceeding \$2,500,000, and
- My business is sponsored by a SBTA Provider through MGCC's network, and
- My business has completed a digital assessment and submitted it to my SBTA Sponsor, and
- My Business is NOT a nonprofit, not-for-profit, charitable organization, a business supplying digital services, a franchise with more than 2 locations, a real estate rental or sales business, a lobbyist business, or a cannabis related business, and
- I agree to document and report the economic impact as a result of this grant, including but not limited to, jobs retained, increased sales, participation in other relief programs; and
- Pursuant to Massachusetts General Law, Chapter 62C, Section 49A(b), I confirm that I have complied with all laws of the Commonwealth of Massachusetts and the city/town in which my business is located, and I am current with all local, state and federal taxes; and

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- I am an individual authorized to submit this application and execute a grant agreement on behalf of the business entity listed; and
- The above information, to the best of my knowledge is accurate and true.

I have read and understand the above statement.

By typing my name in the signature line below, I am signing the document electronically. I agree and understand that my electronic signature has the same meaning, validity, and effect as my handwritten signature.

Signature of Business owner(s):

Date:

## How the Program Works: (The Process)

### PRE-APPROVAL PROCESS:

- SBTA identifies applicants to sponsor for this grant from client base using the Digital Assessment
  - Special consideration given to businesses focusing on the area of improving their digital-based operations, development of e-commerce capabilities, digital marketing, or social media engagement
- SBTA will be trained to evaluate the Digital Assessment (to be completed by the Small Business Applicant) and to assist the Small Business Applicant in pursuing the right Qualified Professional(s) for help in developing their digital capabilities in their area(s) of greatest need
- Applicant, with the assistance of their SBTA Sponsor, must complete an application (via Submittable) and submit the following to MGCC for approval:
  - **Digital Development Plan** including draft of proposed contract with Qualified Professional including deliverables, cost of the project, time frame or start and end dates, and clear success metrics to benchmark progress towards the growth of their business
  - **Completed application (via Submittable)** answering all the questions and providing information regarding the business status, services needed for digital development project, project costs, and projected outcome(s)
  - **Supporting financial statements**
    - A complete copy (all schedules) of your filed **2019 (or 2020 if available) Federal Business Tax Return** as submitted to the IRS. If you file Schedule C income, please upload that document in place of a Business Tax Return
    - A complete copy (all schedules) of your latest filed **Federal Personal Tax Returns (2019 or 2020)** as submitted to the IRS for each business owner with 20% or greater ownership
  - **Other supporting documentation**
    - A copy of project proposal(s) from each Qualified Professional(s) involved in the Digital Development Plan including scope of work, costs associated, and deadlines (as many proposals as necessary for the project)
    - A copy of the business owner's valid photo identification (ID). This ID must match the business owner who is an authorized signer that signs this application. Please submit a photocopy of the front and back of the ID. Examples include (submit one): State-issued driver's license/ID card, U.S. Passport book or card, other valid, state or federal issued photo ID

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- Copy of lease statement, tenant at will agreement, or mortgage statement for verification of brick-and-mortar, public-facing physical business location

#### **APPROVAL PROCESS:**

- After the application period closes, Massachusetts Growth Capital Corporation (MGCC) will review all applications to determine eligibility.
- MGCC will select grantees based upon eligibility criteria and preference prioritization.
- MGCC will communicate the approval to the small business owner (applicant) and SBTA Sponsor

#### **IMPLEMENTATION PROCESS:**

- Applicant, with the support of the SBTA Sponsor, will communicate with the Qualified Professional(s) of project approval to sign project contract and begin work ASAP
  - MGCC must approve of the application **before** work begins with the Qualified Professional
- Applicant will abide the timeline detailed on the Digital Development Plan and contract with the Qualified Professional(s), Small Business Owner, and SBTA Sponsor.
- Applicant will have up to 90 days to complete the project(s) detailed in the Digital Development Plan. If the Applicant needs more time, the SBTA Sponsor must ask MGCC for an extension.
- Applicant completes the project, requests an invoice from the Qualified Professional(s) and pays 20% of project cost upon signing project contract and professional digital services commence immediately or by the agreed start date
- Prior to making payments to the Qualified Professional, the SBTA Sponsor must:
  - Review the invoice from the Qualified Professional,
  - Verify with the applicant of the completion of the project and the payment of the 20% contribution from the applicant to the Qualified Professional
  - Then MGCC will pay its portion of the project cost to the SBTA Sponsor