



Illinois Procurement Technical Assistance Center
Fiscal Year 2021 Notice of Funding Opportunity
Technical Assistance Webinar

Welcome everyone to the Technical Assistance Webinar for the FY 21 Illinois PTAC Notice of Funding Opportunity! We ask everyone to remain muted throughout the entire webinar. If you have any questions, please send them directly to Rebekah Piatt in the chat and we will answer them during the Q & A.

Agenda

- Introduction
- Program Description
- Key Stakeholders
- Eligibility
- Host Organization Attributions
- Grant Term
- Funding
- Application Requirements
- Program Goals
- Application Review and Selection Process
- Anticipated Announcements and Appeals
- Program Governance
- Additional Information
- Q & A

This is today's agenda. We have allotted an hour for today's session, 20 minutes for the presentation and 40 minutes for Q & A.

Introduction

- Darryl Thomas, Program Manager
- Rebekah Piatt, Program Assistant
- Becky Blankenship, Network Coordinator



Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF ENTREPRENEURSHIP,
INNOVATION & TECHNOLOGY
JB Pritzker, Governor

First off, I'd like to introduce myself to those who don't know me, I am Darryl Thomas the Illinois PTAC Program Manager. Also on the call today is my program assistant, Rebekah Piatt, and our network coordinator, Becky Blankenship, who deals with all things budgetary. We work for the Illinois Department of Commerce and Economic Opportunity in the Office of Entrepreneurship, Innovation, and Technology. Next, Rebekah will discuss the program description.

Program Description

- The Illinois PTAC is a state-wide resource for small businesses interested in government contracting
- Our centers provide one-on-one counseling, technical information, market research and training to existing businesses interested in doing business with local, state, and federal government agencies
- The Illinois PTAC makes a concerted effort to seek out and assist small business concerns such as SDB, WOSB, HUBZone, and SDVOSB

Thank you, Darryl, so a little bit about our program:

-Since 1985, the Illinois PTAC has served as a state-wide portal for small business looking to enter the world of government contracting.

-Our centers provide one-on-one counseling, technical information, market research and training to existing businesses interested in selling their goods and services to local, state, and/or federal government agencies.

-The Illinois PTAC makes a concerted effort to seek out and assist small business concerns such as Small Disadvantaged Businesses, Women-Owned Small Businesses, HUBZone small business, and Service- Disabled Veteran-Owned Small Business. Efforts include focused outreach events and collaboration with state and federal agencies.

Next, I will briefly go over our key stakeholders.

Key Stakeholders

The Illinois PTAC collaborates with governmental agencies to accomplish the mission of the program.

Key stakeholders:

- DOD/DLA
- Illinois DCEO
- Local Host Organizations

The Illinois PTAC collaborates with Federal, State, and local agencies, working cooperatively with them to accomplish the mission of this program.

Our key stakeholders include the:

Department of Defense (DoD), Defense Logistics Agency (DLA)

Illinois Department of Commerce and Economic Opportunity (DCEO)

Universities, Community Colleges, Governmental Entities, and Non-Profit Business Development Related Organizations

Eligibility

- Applicants must be registered and pre-qualified through GATA website's Grantee Portal
- Applicants must be considered a regarded entity by the IRS for federal income tax purposes
- Eligible applicants include qualified Universities, Community Colleges, Governmental Entities, and Non-Profit Business Development Related Organizations

Now I will talk about eligibility to apply for this NOFO:

-Applicants must be registered and pre-qualified through Grant Accountability and Transparency Act (GATA) website's Grantee Portal.

-Applicants must be considered a regarded entity by the IRS for federal income tax purposes, pursuant to the policy of the Illinois Office of the Comptroller.

-Eligible applicants include qualified Universities, Community Colleges, Governmental Entities, and Non-Profit Business Development Related Organizations.

Next, I will discuss ideal host organization attributions.

Host Organization Attributions

- Well-established (at least 5 years) with a mission that aligns with the Illinois PTAC
- Fiscally sound with the ability to financially support the PTAC
- Has experience with government grant funding
- Has strong organization leadership
- Leadership fully understands and actively supports the mission of the Illinois PTAC

-Well-established of at least 5 years with a mission that aligns with the Illinois PTAC to provide comprehensive government contracting assistance.

-Fiscally sound with the ability to financially support the PTAC operations at the start of the program year.

-Has experience in receiving, expending, and tracking government funding.

-Have strong organization leadership, both at the host's highest levels and within the office that hosts the PTAC.

-Leadership fully understands and actively supports the mission of the Illinois PTAC.

Host Organization Attributions

- Has a strong reputation in the community
- Able to attract well educated, experienced staff
- Has the ability to identify and access various small business-related resources
- Able to provide additional financial and other support for the PTAC

-Have a very strong reputation in the community it is seeking to serve.

-Able to attract well educated, experienced staff with a passion to serve small businesses and help them succeed.

-Has the ability to identify and access various small business-related resources to help assist small business clients specifically as Small Disadvantaged Businesses, Women-Owned Small Businesses, HUBZone small business, Service- Disabled Veteran-Owned Small Business, Historically Black Colleges or Universities, and Minority Institutions as needed.

-In the position to provide additional financial and other support for the PTAC over and above the program minimum levels.

Grant Term

- Initial grant term is one year and the option to renew for up to two additional years (3-year maximum)
- Renewal grants are conditioned on a comprehensive evaluation

Now I will talk about the grant term related to this NOFO.

-This grant allows applicants to receive funding for a maximum of three years with the initial grant term of one year and the option to renew for up to two additional years.

-Renewal grants are conditioned on a comprehensive evaluation of the awardee's fiscal, administrative, and programmatic compliance during the preceding grant term.

Next, we will discuss funding and non-cash match in detail.

Funding

- Funding period – July 1, 2020 through June 30, 2021
- Minimum funding amount - \$70,000
- Required match – 100% of the funding amount
- Required cash match – at least 50% of the funding amount
- Balance of match may be provided as in-kind/non-cash match

- Funding period – July 1, 2020 through June 30, 2021.
- Minimum funding amount - \$70,000.
- Required match – 100% of the funding amount.
- Required cash match – at least 50% of the funding amount.
- Balance of match may be provided as in-kind/non-cash match.

Non-Cash Match

- Grantees are not allowed to recover indirect costs from the grant
- Grantees may utilize waived indirect as non-cash match
- In order to use waived indirect as non-cash match, the grantee must use one of the following:
 - Their Federally Negotiated Rate
 - Their State Negotiated Rate
 - 10% De Minimis Rate

So a little bit more about non-cash match,

-The Illinois PTAC does not allow grantees to recover indirect costs from the grant funding provided for this program.

-Grantees may utilize waived (unrecovered) indirect costs towards the in-kind (non-cash) matching requirement.

-In order for a grantee to use waived indirect costs as part of their non-cash match, the grantee must use one of the following:

- Their Federally Negotiated Rate
- Their State Negotiated Rate
- 10% De Minimis Rate

Grants Payments

- Grant funds are paid on a reimbursement basis
- For example, \$1,000 of grant funds requested from the state, the grantee must provide \$1,000 in match, for a total of \$2,000 spent
- Grantee must provide proof of actual cost incurred for grant and match

Now, I will briefly go over how our grantees will submit and receive grant payments.

- Grant funds are paid on a reimbursement basis,
- For example, \$1,000 of grant funds requested from the state, the grantee must provide \$1,000 in match, for a total of \$2,000 spent.
- Grantee must provide proof of actual cost incurred for grant and match.
- Next Darryl will discuss the application requirements

Application Requirements

Application materials must be combined and submitted as a single PDF document via email to:

ceo.ilptac@illinois.gov

Both the application and email must be entitled "2021 Illinois PTAC Application from (organization's legal name)."

Thank you, Rebekah, so our application requirements are that all application materials must be combined and submitted as a single PDF document via email to:

Ceo.ilptac@Illinois.gov

Both the application and email must be entitle "2021 Illinois PTAC Application from (organization's legal name)."

Application Requirements

The completed application submitted to the Department must include:

1. Uniform Grant Application
2. Uniform Budget
3. Conflict of Interest Disclosures
4. Mandatory Disclosures
5. Project Narrative
6. PTAC Performance Indicators/Measures Form

A completed application submitted to the Department must include:

- Uniform Grant Application
- Uniform Budget
- Conflict of Interest Disclosures
- Mandatory Disclosures
- Project Narrative
- PTAC Performance Indicators/Measures Form

Project Narrative

Includes an Executive Summary and the Center Requirements below:

1. Personnel
2. Knowledge of Client Needs and Expectations
3. Market Sector Focus
4. Recognition, Branding, and Identity
5. Marketing
6. Resource Partners
7. Advisory Board
8. Financial Management
9. Office Operations

The Project Narrative must include an Executive Summary and information addressing each one of the Center Requirements below:

- Personnel
- Knowledge of Client Needs and Expectations
- Market Sector Focus
- Recognition, Branding, and Identity
- Marketing
- Resource Partners
- Advisory Board
- Financial Management
- Office Operations

PTAC Performance Indicators/Measures Form

**ILLINOIS
PTAC**

PROCUREMENT TECHNICAL ASSISTANCE CENTER
PERFORMANCE INDICATORS/MEASURE FORM

Center: _____

- All center activity and performance measure data will be recorded in Neoserra, the database utilized to record all center and client activity.
- Measure totals reflect annual funding amount of \$ _____
- Minimum requirements are based upon expected annual combined funding of federal and companion state funds.

PERFORMANCE INDICATOR(S):	MEASURE
A. ECONOMIC IMPACT	
1. Number of contracts secured	
2. Dollar value of contracts secured	
3. Number of full-time jobs created	
4. Number of full-time jobs retained	
B. BUSINESS ADVICE/TECHNICAL ASSISTANCE	
1. Number of new clients (minimum 100)	
2. Number of active clients	
3. Number of SDB clients	
4. Number of EDWOSB and WOSB clients	
5. Number of SDVOSB clients	
6. Number of HUBZone clients	
7. Number of consultation hours (minimum 1,000 per \$70,000 of funding)	
C. BUSINESS TRAINING & EDUCATION	
1. Number of participated events (minimum 12)	
2. Number of BEP/DBE/State certification trainings	
D. PUBLIC RELATIONS/MARKETING EFFORTS	
1. Number of success stories (minimum 5)	
E. PROFESSIONAL DEVELOPMENT/TRAINING	
1. Number of hours of professional development training (40 per staff)	

The PTAC Performance Indicators/Measures Form is directly related to the goals of the program and are monitored extensively through monthly and quarterly reports, as well as programmatic review conducted annually. The following slides depict the goals and the performance indicators related to each goal.

Program Goals

- Economic Impact Results from PTAC Assistance
 - Performance indicators:
 - Number of contracts secured
 - Dollar value of contracts secured
 - Number of full-time jobs created
 - Number of full-time jobs retained

-Economic Impact Results from PTAC Assistance

-The area of economic impact is where the return on investment and the value added by the program is tracked. All economic impact information must be verifiable and documented

-The performance indicators are:

-Number of contracts secured

-Dollar value of contracts secured

-Number of full-time jobs created

-Number of full-time jobs retained

Program Goals

- Business Advice/Technical Assistance
 - Performance Indicators:
 - Number of new clients (minimum 100)
 - Number of active clients
 - Number of SDB clients
 - Number of EDWOSB and WOSB clients
 - Number of SDVOB clients
 - Number of HUBZone clients
 - Number of consultation hours (minimum 1,000 per \$70,000 of funding)

-Business Advice/Technical Assistance

-The center must provide basic government contracting advising services, provide guidance for special business certifications, and assist businesses in identifying contract opportunities

-The performance indicators are:

-Number of new clients (minimum 100)

-Number of active clients

-Number of SDB clients

-Number of EDWOSB and WOSB clients

-Number of SDVOB clients

-Number of HUBZone clients

-Number of consultation hours (minimum 1,000 per \$70,000 of funding)

Program Goals

- Business Training and Education
 - Performance Indicators
 - Number of participated events (minimum 12)
 - Number of BEP/DBE/State certification trainings

-Business Training and Education

-An annual training plan will be completed and submitted by grantee at the beginning of each fiscal year. This training plan will outline preliminary arrangements for sponsored and co-sponsored workshops, seminars, and events

-The performance indicators are:

-Number of participated events (minimum 12)

-Number of BEP/DBE/State certification trainings

DBE: Disadvantaged Business Enterprise

Program Goals

- Public Relations/ Marketing Efforts
 - Performance Indicator:
 - Number of success stories (minimum of 6)

-Public Relations/ Marketing Efforts

-Public relations and marketing plan to promote the services provided by the center is required

-The performance indicator is:

-Number of success stories (minimum of 6)

Program Goals

- Professional Development/Training
 - Performance Indicator:
 - Number of hours of professional development training (40 per permanent full time equivalent (PFTE))

- Professional Development/Training
- The continued process improvement of all staff is importance in maintaining quality service for PTAC clients
- The performance indicator is:
- Number of hours of professional development training (40 per permanent full time equivalent)

Application Review and Selection Process

- Phase 1: Initial Review
- Phase 2: In-Depth Application Merit Review
- Phase 3: Staff Recommendations/Final Merit Review

Now, I will discuss the application review and selection process.

-Phase 1: Initial Review

-The Illinois PTAC staff will perform an initial cursory review to ensure proposals are in compliance with form and content requirements

-Phase 2: In-Depth Application Merit Review

-Reviewed and scored by a minimum of three departmental staff

-Special consideration given for cost sharing, cooperation, coordination, and consolidation within region

-Additional credit will be given to those that leverage additional cash resources

-Phase 3: Staff Recommendations/Final Merit Review

-Application scores are reviewed, combined, and ranked

-Funding recommendations are based on applicant's scores, obligation to provide statewide coverage, and available funding

Anticipated Announcements and Appeals

- Applicants not receiving an award will be notified in writing
 - The Merit Based Review process is subject to appeal however, evaluation scores cannot be protested
 - Applicants must submit an appeal in writing to the Department within 14 calendar days after the grant award notice has been published
- Notice of State Award (NOSA) are estimated to be delivered by July 31, 2020

Now, I will cover our anticipated announcements and appeals.

- Applicants not receiving an award will be notified in writing
 - The Merit Based Review process is subject to appeal
 - Evaluation scores cannot be protested, only the evaluation process is subject to appeal
 - Applicants must submit an appeal in writing to the Department within 14 calendar days after the grant award notice has been published
- Notice of State Award (NOSA) are estimated to be delivered by July 31, 2020.

Next, I will go over specific program governance.

Program Governance

Grantees must follow all Federal, State of Illinois, and Illinois PTAC Program rules, guidelines and polices, including but not limited to:

- Statue: Title 10 United States Code, Chapter 142, “Procurement Technical Assistance Cooperative Agreement Program”
- Regulations: Chapter I, Subchapter C of Title 32, Code of Federal Regulations (CFR) and in Chapter XI of Title 2, CFR, which are referred to collectively as the DoD Grant and Agreement Regulations (DoDGARs)
- The [Procurement Technical Assistance Program \(PTAP\) General Terms and Conditions, Version 1.3 issued September 2019](#)

Grantees must follow all Federal, State of Illinois, and Illinois PTAC Program rules, guidelines and polices, including but not limited to:

-Statue: Title 10 United States Code, Chapter 142, “Procurement Technical Assistance Cooperative Agreement Program”

-Regulations: Chapter I, Subchapter C of Title 32, Code of Federal Regulations (CFR) and in Chapter XI of Title 2, CFR, which are referred to collectively as the DoD Grant and Agreement Regulations (DoDGARs)

-The [Procurement Technical Assistance Program \(PTAP\) General Terms and Conditions, Version 1.3 issued September 2019](#)

Q & A

Link to the Illinois PTAC NOFO:

<https://www2.illinois.gov/dceo/AboutDCEO/GrantOpportunities/Pages/69-1634.aspx>

This concludes our formal presentation, please bear in mind that this was a general overview of the Illinois PTAC program and our FY 21 NOFO. The actual NOFO contains much more information about the program, including but not limited to program definitions and position description for Center Director. Applicants are required to read through the entire NOFO to ensure they fully understand the program requirements and submit a complete application. Now we will open the floor for questions, again please submit your questions in writing through the chat directly to Rebekah Piatt.

Questions asked during the Q & A

- Will there be a copy of the presentation?
 - Yes, we plan to make a recording of the live presentation available on our website.

*We were unable to post the recording of live presentation due to the size, so we transcribed the Q & A and place them in the slides.

Questions asked during the Q & A

- Can you repeat the special considerations that would be given during phase 2 of the application review process?
 - Special consideration will be given to applicants that demonstrate cost sharing, cooperation, coordination, and consolidation within their proposed region.
 - Cost sharing, cooperation, coordination, and consolidation is how your PTAC is being leveraged with other resources that your host organization has or has access to in order to meet the needs of your proposed service area.

Questions asked during the Q & A

- Can a host have a PTAC without having an SBDC?
 - Absolutely! PTACs and SBDCs work really well together, it's a seamless operation when they are co-located. On the other hand, PTACs can stand alone and we have a successful center doing that currently. If the centers are co-located, it does make it a little bit easier for our clients, for transitioning from SBDC to PTAC and vice versa. Currently, our counselors have been working remotely, thus being co-located doesn't have any bearing on that.

Questions asked during the Q & A

- Our organization is a new SBDC, would we be appropriate applicants?
 - We are not in the position to tell potential applicants whether they are qualified or not. In fact, the attributions we discussed in this presentation, as well as the NOFO, are what we feel a strong or ideal host should be. We encourage any applicant that feels like they could meet the standards and obligations of the program to submit an application. Thus, it is entirely up to the applicant to determine if they can meet the obligations, standards, and find the appropriate staff for their PTAC program.

Questions asked during the Q & A

- Can professional development (PD) costs be charged to the grant?
Can you provide recommendations for PD?
 - Yes, absolutely, PD should be charged to the program. The program requires that there be 40 hours of PD for each PFTE devoted to providing government contracting counseling.
 - The Association of Procurement Technical Assistance Centers (APTAC), a national association that about all PTACs belong to, hold two PD conferences annually. One in the fall held in Washington D.C. and the other in the spring held somewhere different each year. At this point, we will probably see these go to a virtual platform, but these conferences are wonderful opportunities to receive PD hours. The Illinois PTAC holds a conference annually, where we have a government contracting track, that is geared directly at government contracting. As well as PD provided by the Defense Acquisition University (DAU), among many other resources we have available or provide.

Questions asked during the Q & A

- Is the goal of the NOFO to bring new PTACs online?
 - Yes. We have been fortunate enough to receive additional funds from the DoD and we are hoping to increase our capacity and fill some critical gaps. No center is guaranteed funding. This is a NOFO for all organizations interested in being an Illinois PTAC in FY 21.

Questions asked during the Q & A

- How is this NOFO adapting for the pandemic, with regard to physical center/space requirement, etc.?
 - While we have adapted how we currently provide our services, we have not changed the physical center/space requirement mentioned in the NOFO. We don't foresee changing this requirement, as it is required of us from the DoD DLA (our federal funder). We are hoping that this passes soon and we can have our counselors back in their offices and working with clients, on a one-on-one, in-person basis. We also feel like this has opened up an opportunity for our counselors to leverage technology to broaden their outreach, be able to effectively serve clients with greater regularity with a larger service area, and better serve clients.

Questions asked during the Q & A

- Do PTACs have specific service areas or is all service area statewide?
 - Each applicant should outline the area that is their planned primary focus, but should also be open to serving clients from the entire state. All PTACs are a part of the statewide program, so there are no geographically boundaries for clients to be served. So any PTAC should be open to serve all Illinois residents/businesses. We have had situations where clients have reached out to an office outside of their area to receive services or take advantage of training opportunities or events.

Questions asked during the Q & A

- What is the ideal number of PTACs in the state of Illinois?
 - We don't have an ideal number. In a perfect scenario, we would have one in just about every county throughout the state, but we don't have the funding to support that. So we can't say what an ideal number is, but we will ensure that we are fulfilling our obligation of providing statewide coverage.

Questions asked during the Q & A

- Can multiple organizations collaborate on a response to this NOFO?
 - There is no prohibition from multiple organizations collaborating and working on a response to this NOFO, it just needs to fit within the guidelines or requirements that are outlined in the NOFO.
 - We can definitely see this happening, but there would need to be a clear understanding of who the host is. The applicant would also have to have the right leadership to ensure that the PTAC is sufficiently managed and staffed, as well as understand the obligations and requirements and meet them.

Questions asked during the Q & A

- With already having an SBDC and ITC at our location, how would we manage clients and counseling hour metrics when they are often intertwined (this is currently not a big problem with SBDC and ITC, but adding a PTAC could make it more complicated)?
 - We don't foresee a complication with this, as a PTAC can only count counseling done for process of helping businesses become government contract ready. PTACs do not help businesses with general business advice like starting-up, marketing plans, exporting, etc. So, we don't see a conflict of interest or potential for any issues, as we have currently centers that have all three and they haven't had any issues. All three programs share the same CRM system, which is able to denote who does what and what happened in each session, so that you can easily identify what program the session is related to.

Questions asked during the Q & A

- What is the year over year growth for Illinois government contract awards?
 - We have seen a steady increase in the number of government contracting awards that our clients have given Illinois PTACs attribution for through our Economic Impact Surveys. Last year in FY 19, we had \$1.1 billion in government contracts awards attributable to Illinois PTACs, which was a close or a little over the number in FY 18, which was an increase from FY 17.
 - We are really excited about the steady increase and fortunately with the downturn in the economy due to COVID-19, there has been an increase in government contracting and we anticipate the increase to continue for the near future. Thus, the federal government and some state government will gear up their spending to help the recovery efforts. So, we think that there will be more opportunities for Illinois businesses to take advantage of and Illinois PTACs can make sure that they are in a position to do so.

Questions asked during the Q & A

- What percentage of contracts awarded that attributable to PTACs are DoD related?
 - We would have to look at our actual numbers to be able to determine what the exact percentage is, but of the \$1.1. billion we would estimate at least 40% would be from the DoD. Illinois PTACs work with large prime contractors by helping them with their sub-contracting plans and identifying sub-contractors to work. That helps us tremendously in our government contract award attribution, as well as our small businesses.

Questions asked during the Q & A

- What's an example or model of effective cost sharing, in your opinion or experience?
 - We have several centers that are co-located and use some of their office/support staff as a way to leverage resources. For example, a center can use office/support staff that supports not only the PTAC but another office or program within the agency, like an SBDC, to be able to help facilitate some of the administrative burden that is on a PTAC Center Director. If it is a solo operation, Center Directors have a lot to do, as they would be responsible for administration of the program, as well as all their duties related to counseling clients. So if there is a way to leverage resources of the host organization to help them effectively market or do administrative duties, that may be something that can be found to be very beneficial to a PTAC.

Questions asked during the Q & A

- So awards are made July 31, 2020, so funding starts January 1, 2021?
 - No, our new program year for FY 2021 starts July 1, 2020 and ends June 30, 2021. We got a late start with publishing the NOFO, so we are hoping to bring any new centers on board on August 1, 2020.

Closing Remarks

We are very thankful for everybody joining us today, we really appreciate the support and interest in the PTAC program. It's our passion and responsibility to make sure that this program is fully utilized. We try our very best we can to support the centers and PTAC staff. The current centers do a phenomenal job at outreach and serving our clients. This program is all about helping small businesses, ensuring that they are government contract ready, have an opportunity to identify the contracts that are appropriate for them, and not only identify them but be able to win and fulfill the contract. Then on the backend, receive great ratings as a vendor, because they are rated by federal agencies to ensure they do a great job. PTACs not only prepare businesses to be government contractors, but for them to be exceptional government contractors! We went through a couple of rough years a few years back, due to the lack of resources, but now we have resources and we look forward to FY 21 being an even better year!

Contact Information

Darryl Thomas

Program Manager – Illinois PTAC

Illinois Department of Commerce and
Economic Opportunity

C: 217-414-4282

Darryl.Thomas@Illinois.gov

Lastly, here is my contact information. If you have any additional questions, please feel free to contact me. Thank you for joining us today, we look forward to reviewing your applications and have a great day!