



**TEXAS DEPARTMENT OF AGRICULTURE**  
**2024 GO-TEXAN-MARKETING ENHANCEMENT GRANT**  
**ASSISTANCE PROGRAM**  
**EVENT GRANTS**

COMMISSIONER SID MILLER

## Request for Grant Applications

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### Executive Summary

The Texas Department of Agriculture (TDA) will accept applications for the GO TEXAN - Event (GTE) Grants under the GO TEXAN - Marketing Enhancement Grant Assistance (MEGA) Program. GTE grants are designed to provide grant funds to Associate-level GO TEXAN partners who coordinate public festivals, farmers markets, and events across the state that will promote GO TEXAN businesses, Texas made products, and the overall GO TEXAN Program.

### Dates

Applications must be received by Thursday, May 16<sup>th</sup> 2024 by 11:59 pm Central Time (CT).

### Agency Division

Trade and Business Development – Grants Office, [Grants@TexasAgriculture.gov](mailto:Grants@TexasAgriculture.gov)

### Catalog of Domestic Federal Assistance (CFDA) Number

N/A

### Key Elements

Required Action	Timing to Obtain/Submit
Create a TDA-GO Profile ( <i>see TDA-GO Access Instructions</i> )	
<ul style="list-style-type: none"> <li>• <a href="#">Obtain Your Organization’s UEI Number and establish an Active SAM.gov Account (if you do not already have one) *</a></li> </ul>	Not required for this grant
<ul style="list-style-type: none"> <li>• <a href="#">Obtain a TIN/EIN (if you do not already have one) *</a></li> </ul>	up to 2 weeks
<ul style="list-style-type: none"> <li>• Request Access to by creating <a href="#">TDA-GO profile (if you do not already have one)*</a></li> </ul>	48-72 hours ahead of the application submission deadline for TDA to approve account. <b>Last minute registrations are not guaranteed.</b>
TDA Deadline to receive final application and all supporting materials through TDA-GO!	<b>May 16, 2024</b> - 11:59 p.m. Central Time
Award Timeline	
<ul style="list-style-type: none"> <li>• Anticipated Award</li> </ul>	July 2024 (or as soon thereafter as practical)
<ul style="list-style-type: none"> <li>• Anticipated Start Date of Project/Grant</li> </ul>	August 15, 2024
<ul style="list-style-type: none"> <li>• End Date of Project</li> </ul>	December 31, 2025

\* Text hyperlinks will direct you to applicable websites

# 2024 GO TEXAN-MARKETING ENHANCEMENT GRANT ASSISTANCE PROGRAM

## EVENT GRANTS

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**Please read all materials before preparing and submitting the application.** Failure to follow the instructions and requirements described in this Request for Grant Applications (RFGA) may result in the disqualification of the application.

## Statement of Purpose

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This Request for Grant Applications (RFGA) is issued pursuant to Texas Agriculture Code (“Code”), Sections 12.002, 12.0175 and 12.027, which authorize the Texas Department of Agriculture (TDA) to encourage the proper development and promotion of agriculture, horticulture, and other industries that grow, process, or produce products in this state. TDA is requesting applications through the MEGA Program for GTE grants. This RFGA is for GTE grants that are designed to provide grant funds to Associate-level GO TEXAN partners who coordinate public festivals, farmers markets, and events across the state that will promote GO TEXAN businesses, Texas made products, and the overall GO TEXAN Program.

TDA reserves the discretion and authority to make multiple grant awards under the terms of this RFGA. TDA further reserves the discretion and authority to make no awards under the terms of this RFGA or to cancel or withdraw this RFGA at any time.

## Projected Timeline of Events

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Application Availability	April 3, 2024
Application Deadline	May 16, 2024
Anticipated Award	early August 2024 (or as soon thereafter as practical)
Anticipated Start Date of Project/Grant	August 15, 2024
End Date of Project	December 31, 2025
<b>First Eligible Event start date</b>	<b>October 1, 2024</b>

## Eligibility

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1. Event must be conducted between October 1, 2024 – December 31, 2025. TDA will only consider one event during this time frame per applicant.
2. Only advertising expenses will be considered and must be after the start date of the grant.
3. Limit of one application for funding per event.
4. The event must be put on by a current GO TEXAN Associate Partner – to join as a GO TEXAN partner apply online at <https://licensing.texasagriculture.gov/>.
5. TDA reserves the right to request additional information or documentation to determine eligibility. Applications missing documentation or otherwise deemed incomplete will not be considered for funding. TDA reserves the right to deny applications if the applicant is unable to provide required documentation within the deadline provided by TDA when requesting the information. All determinations regarding eligibility and funding amounts are final.

### **GO TEXAN Partnership:**

Eligible applicants are current Associate-level GO TEXAN partners in good standing. For purposes of eligibility for GTE grants, “good standing” means that at the time of the MEGA – GTE grant application submission deadline, the applicant’s GO TEXAN registration is in full compliance with all

of the provisions of the GO TEXAN Program (i.e., the applicant's GO TEXAN registration has been approved by TDA and is not currently suspended or terminated, all registration fees have been paid, and the registrant's account has no outstanding issues). Please note: an application for GO TEXAN registration takes 2 weeks to process. See Submission details below for more information. For questions or to check on GO TEXAN partnership status, please contact (877) 99-GOTEX or [gotexan@TexasAgriculture.gov](mailto:gotexan@TexasAgriculture.gov). NO EXCEPTIONS WILL BE MADE.

## Program Contacts

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### **Grant Program and Application Support - Monday – Friday 8:00 AM to 5:00 PM (CT)**

Mr. Felipe Herrera  
Grants Specialist  
Phone: (512) 463-7526  
Email: [Grants@TexasAgriculture.gov](mailto:Grants@TexasAgriculture.gov)

Kat Neilson  
Lead Grant Specialist  
Phone: (512) 463-6695  
Email: [Grants@TexasAgriculture.gov](mailto:Grants@TexasAgriculture.gov)

GO TEXAN Partnership  
(877) 99-GOTEX or [gotexan@TexasAgriculture.gov](mailto:gotexan@TexasAgriculture.gov)

TDA staff is available to answer questions regarding GTE grants under the MEGA program and to provide clarifying information concerning this RFGA. **TDA staff will not review any grant proposals prior to the application deadline.**

***Do not wait until the last minute to submit your application.  
Staff will not be available after 5:00 PM on the date of the  
deadline.***

## Grant Recipient Responsibilities and Accountability

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Selected applicants (Grant Recipient), if any, will be responsible for the conduct of the project supported by GTE grants and for the results achieved. Each Grant Recipient shall monitor the day-to-day performance of the grant project to assure adherence to statutes, regulations, and grant terms and conditions. Grant Recipients must carry out the activities described in the approved scope of work.

Grant Recipients will be accountable for documenting the use of grant funds and must ensure funds are used solely for authorized purposes. Grant Recipients must ensure:

- Funds are used only for activities covered by the approved project,
- Funds are not used in violation of the restrictions and prohibitions of applicable statutes, and
- All budget and performance reports are completed in a timely manner.

Each Grant Recipient must ensure it has an adequate accounting system in place and sufficient internal controls to ensure expenditures and reimbursements are reported and maintained for four (4) years after the conclusion of the project, or longer if required by TDA.

## Funding Parameters

Selected grant projects, if any, under this RFGA will receive funding on a **cost-reimbursement** basis. Funds will not be given in advance to Grant Recipients. *Grant Recipients must have the financial capacity to pay for all project costs up front.*

Grant awards, if any, are subject to the availability of funds. If no funds are appropriated or collected for this purpose, applicants will be informed accordingly. Funding will typically be limited to \$5,000.

**Option 1: \$5000 Grant awards** - Regardless of prior participation, the following events are eligible for a maximum award of \$5,000:

- Farmers Markets;
- New events that have not participated in a GO TEXAN Event Grant before;
- Events that have previously participated, but GO TEXAN vendor participation was less than 5 vendors;
- If you are one of the above, please ensure your application does not exceed \$5,000 in funding requested.

**Option 2: \$20,000 Grant Awards** - Events that may qualify for maximum awards up to \$20,000 include:

- Events who have participated in the past and provided documentation in final reports showing GO TEXAN participation of more than 5 vendors and GO TEXAN program recognition.
- Applicants should provide additional justification in the application regarding GO TEXAN partnerships present at events.
- TDA may, in its sole discretion, determine an award amount less than \$20,000.

- TDA shall consider the number of GO TEXAN vendors and level of GO TEXAN Program recognition when determining funding levels.

- The event must incorporate a benefit or opportunity for participation by GO TEXAN businesses and/or promote the GO TEXAN Program.
- Budgets will be reviewed in the competitive evaluation process.
- GO TEXAN must be mentioned in event literature, marketing materials, advertisements, and/or social media, in compliance with the GO TEXAN mark specifications document.

## Term of Funding or Duration of Projects

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TDA anticipates that a Notice of Grant Award (NGA) will be made in early August 2024, or as soon thereafter as practical. All approved grant projects will have an anticipated grant term of August 15, 2024 to December 31, 2025.

## Evaluation and Selection Information

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An administrative review of applications will be conducted by TDA agency staff to determine whether the application is adequately responsive to the requirements of this RFGA. Only those responsive applications submitted by eligible applicants will be considered and evaluated under this RFGA. Applications are considered final when submitted, and TDA staff will not communicate with any applicant regarding the content or status of an application until after formal evaluation of all applications.

Late applications or applicants that do not meet the minimum requirements of this RFGA will be subject to disqualification and will receive no further consideration for funding.

The entire application package, comprised of the Application, Project Narrative (using required template format), and all additional attachments, will be evaluated on its comprehensiveness, completeness, and overall quality. Application packages will be evaluated based on the following criteria:

### **Project Narrative – 9 points accrued as follows:**

- **Project Purpose/Impact/Data - 3 points**
  - Describes the program/activity to be achieved and provides detailed information about current activities (if applicable), describes how the program will be implemented, and key milestones to be achieved.
- **Success Quantification - 3 points**
  - Includes enough detail to reasonably determine that the project will lead to actual results; to ensure marketing efforts are successful as a result of this program.
- **Impact to GO TEXAN Program - 3 points**
  - Describes the project's anticipated benefits to the Program, applicant, other businesses, organizations, and/or region.

### **Budget Narrative: 3 points**

- Application should include description and amounts for budget categories and should align with project needs. Is the budget well-described and appropriate for the proposed project?

### **Additional Criteria considered by TDA**

- Discounts offered to GO TEXAN Partners
- Type of Advertising/Outreach
- History of Performance with previous GTE awards

## **Late or Ineligible Applications**

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- TDA will not consider applications submitted after the published due date unless the deadline has been revised for all applicants.
- TDA will perform an administrative review to determine applicant eligibility and responsiveness to the request for grant applications.
- Applications submitted by ineligible applicants will not receive funding consideration.
- Applications that are not fully responsive to the request for grant applications will not be considered during the competitive review process.
- Determinations of late or ineligible applications are final and not subject to an appeal process.
- Problems with computer systems at the applicant organization, Adobe compatibility settings issues, failure to follow instructions in the RFGA, or failure to complete required registrations (e.g., Grants.gov, Sams.gov, UEI Number, etc.) by the submission deadline are NOT considered government system issues and do not constitute grounds for an appeal.
- The RFGA explains the time required to complete these registration requirements. It is the applicant's responsibility to ensure that enough time is committed for adequate submissions by the listed due date and time.
- All required letters and attachments must be attached to the TDA-GO application package. Any supplemental information/files submitted outside TDA-GO (email, mail, hand delivered) will not be considered as eligible submissions.
- Failure to attach documents to the application package correctly is not considered a system issue.

## **Reporting Requirements**

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Selected applicants, if any, will be required to submit a final performance report thirty (30) days after project completion or termination of the grant agreement, whichever occurs first. As part of TDA's ongoing monitoring of grant funds, Grant Recipients must demonstrate progress toward achieving project goals. Failure to comply with reporting requirements may result in the withholding of requests for reimbursement and/or termination of the grant agreement or award.

All reports will be submitted in TDA-GO!. Selected applicants will be provided guidance in post award instructions.

## Application Requirements

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Applications must be submitted via TDA-GO!, TDA's online Grant Application / Management system, before 11:59 p.m. CT on Thursday May 16, 2024.

The grant application **must** be completed online at: <https://tda-go.intelligrants.com>

**Mailed, faxed, emailed or hand-delivered applications will not be accepted.**

To be considered, applications must be complete and include all the following information:

- Completed online application;
- Partner Profile;
- Project Narrative;
- Work Plan;
- Budget Details; and
- Administrative Form Uploads
  - Application for Texas Identification Number,
  - Direct Deposit Authorization, and
  - W-9 IRS Federal Tax Form.

See Section entitled [Application Form Guidance](#) for detailed instructions on each section.

## Budget Information

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- 1. Payment.** Grant funds will be paid to grant recipient only on a cost-reimbursement basis. Grant Recipient will be required to submit payment requests quarterly, but no more frequently than monthly, to show significant financial and project progress. Requests for reimbursement must include sufficient documentation detailing each allowable grant project expense. Acceptable documentation may include, but is not limited to, invoices, receipts, and/or detailed information regarding personnel costs. TDA has the sole discretion to determinate the validity of the cost. No in-kind donations or matching funds are required. Reimbursement payment requests shall only be submitted by the grant recipient to TDA for reimbursement after the grant recipient purchases the approved budget item.
- 2. Payment Schedule.** Upon timely receipt of payment requests and supporting documentation, approved reimbursement of up to 90% of the total grant award will be paid prior to submission of the Final Performance Report.

The remaining 10% will only be disbursed once all reporting requirements have been met, including, but not limited to, the final periodic report (if applicable) and the Final Performance Report.



**3. Ineligible Expenses.** Certain expenses may be prohibited by state or federal law or determined to be ineligible by program guidelines. Examples of such expenditures include, but are not necessarily limited to, the following:

- a) Alcoholic beverages;
- b) Contributions - charitable or political;
- c) Controlled assets (small equipment), defined as certain items valued \$500.00 - \$4,999.99 which must also be inventoried, link to [Controlled Property Listing](#). These items include Audio Equipment, Cameras (Portable, Digital, SLR), TVs, Video Players/Recorders, Computers, Projectors, Smartphones, Tablets, and Other Hand Held Devices;
- d) Entertainment (including but not limited to, balloons, party décor, refreshments, DJ, giveaways/swag);
- e) Equipment – Tangible personal property costing over \$5,000 per unit and having a useful life over one year (freezers, kitchen equipment, etc.);
- f) Equipment rental, including tables, chairs, tents, audio equipment, etc.
- g) Expenses for items not listed in the project budget or that fail to meet the intent of the program;
- h) Expenses that are not adequately documented or that do not meet the intent of the program;
- i) Event Personnel;
- j) Gift cards;
- k) Indirect Costs;
- l) Personnel costs – both salary and benefits directly related to project implementation;
- m) Gratuity/Tips;
- n) Travel – No reimbursement for meals or any food items related to travel; or
- o) TDA fees including licensing, GO TEXAN certification, or GO TEXAN event participation (Ex: State Fair of Texas GO TEXAN Pavilion General Store shelf fees)

**4. Eligible Expenses.** Generally, expenses that are necessary and reasonable for proper and efficient performance and administration directly related to the project are eligible. **Grant funds may not be used to supplant normal business costs, but instead must be used to cover the costs incurred for the [advertisement/promotion of your event](#).**

- a) Advertising (print, radio, social media)
- b) Event signage – design and printing
- c) Printing costs – flyers, outreach materials, educational literature

## General Information

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Selected applicants will receive a NGA letter and an official grant agreement from TDA. The grant agreement will be e-signed in TDA-GO!. The NGA is not legally binding until a grant agreement is fully executed.

TDA reserves the right to fund projects partially or fully. TDA reserves the right to negotiate individual elements of any application and to reject any and all applications. Where more than one application is acceptable for funding, TDA may request cooperation between Grant Recipients or revisions/adjustments to an application in order to avoid duplication and to realize the maximum benefit to the state. Selected projects will receive funding on a cost-reimbursement basis.

### **Applications**

TDA reserves the right to reject all applications and is not liable for costs incurred by the applicant in the development, submission, or review of the application, or costs incurred by the applicant prior to the effective date of the grant agreement.

### **Right to Amend or Terminate Program**

TDA reserves the right to alter, amend, or clarify any provisions, terms, or conditions of this program or any grant awarded as a result thereof, or to terminate this program at any time prior to the execution of an agreement, if TDA deems any such action to be in the best interest of TDA and the State of Texas. The decision of TDA will be administratively final in this regard.

### **Proprietary Information/Public Information**

Each applicant is responsible for clearly designating any portion of the application that contains proprietary or trade secret information.

In the event that a public information request for the application is received, TDA shall process such request in accordance with the Texas Public Information Act, Chapter 552 of the Texas Government Code. Applicants are advised to consult with their legal counsel regarding disclosure issues and to take appropriate precautions to safeguard trade secrets or any other proprietary information.

All applications submitted under this program are subject to release as public information, unless the application or specific parts of any such application can be shown to be exempt from disclosure under the Texas Public Information Act.

### **Reporting Fraud in State Government**

- TDA is committed to promoting a culture of integrity within the agency. As part of the agency's commitment, TDA has instituted a Fraud, Waste, and Abuse Prevention Program to provide its employees with the necessary guidance and support to prevent, detect, and eliminate fraud, waste, and abuse within the agency. TDA's Fraud, Waste, and Abuse Prevention Program complies with Executive Order RP-36 of July 12, 2004.
- Reports of suspected fraud or illegal activities involving state resources may be made by:
  - contacting the Texas State Auditor's Office (SAO) Hotline by calling (800) TX-AUDIT (892-8348);
  - visiting the SAO Website at <https://sao.fraud.texas.gov/ReportFraud/>;
  - contacting TDA by calling the TDA Fraud Hotline at (512) 475-3423 or (866) 5-FRAUD-4 (866) 537-2834; or

- sending a written complaint to:
  - by mail: Texas Department of Agriculture  
1700 N. Congress Avenue  
Austin, TX 78701
  - by email: [fraud@texasagriculture.gov](mailto:fraud@texasagriculture.gov).

## General Compliance Information

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1. Grant Recipients must comply with TDA's reporting requirements and financial procedures outlined in the grant agreement. Any delegation by Grant Recipient to a subcontractor regarding any duties and responsibilities imposed by the grant award must be approved in advance by TDA and shall not relieve Grant Recipient of his/her responsibilities to TDA for performance of those duties.
2. Grant Recipients must remain in full compliance with state and federal laws and regulations. Non-compliance may result in termination of the grant or ineligibility for reimbursement of expenses.
3. Grant Recipients must keep separate records and a bookkeeping account (with a complete record of all expenditures) for a project. Records shall be maintained for a minimum of four (4) years after the completion of the project, or as otherwise agreed upon with TDA. If any litigation, claim, negotiation, audit or other action is initiated prior to the expiration of the four-year retention period, then all records and accounts must be retained until their destruction is authorized in writing by TDA. TDA reserves the right to examine all books, documents, records, and accounts relating to the project, including all electronic records, at any time throughout the duration of the agreement until all litigation, claims, negotiations, audits or other action pertaining to a grant is resolved, or until the expiration of the four-year retention period or a final judgment in litigation, whichever is longer. TDA and the SAO shall have access to: all electronic data or records pertaining to the grant project; paper or other tangible documents or records, including the physical location where records are stored; and all locations related to project activities.
4. If Grant Recipient has a financial audit performed during the time Grant Recipient is receiving funds from TDA, upon request, TDA shall have access to information about the audit, including the audit transmittal letter, management letter, any schedules, and the final report or result of such audit.
5. Grant Recipients must comply with Texas Government Code, Chapter 783 (Uniform Grant and Contract Management Act) and the Texas Grant Management Standards (TxGMS).

## Deadline for Submission of Responses & Contact Information

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Applicants must submit one complete, electronically signed application through the TDA-GO! system by TDA **11:59 p.m. CT on Thursday, May 16, 2024** ([see submission instructions below](#)). Applications may not be supplemented after the submission deadline.

**Do not wait until the last minute to submit your application.**

- Applications may not be supplemented after the submission deadline.
- It is the applicant's responsibility to ensure the timely receipt of the application and all required materials.
- All required letters and attachments must be attached to the TDA-GO! application package. Any supplemental information/files submitted outside TDA-GO! (email, mail, hand delivered) will not be considered as eligible submissions.

For questions regarding submission of the application and/or TDA requirements, please contact the Grants Office at (512) 463-2496 or by email at [Grants@TexasAgriculture.gov](mailto:Grants@TexasAgriculture.gov). TDA staff is available to answer questions regarding the program and to provide clarifying information concerning this RFGA. TDA staff will not review any grant proposals prior to the application deadline.

- **Mailed, faxed, emailed or hand-delivered applications will not be accepted.**
- **Applications must be submitted online via TDA-GO.**

The online system will date and time stamp the submission for receipt documentation purposes.

Click the [following link](#) for the submission link or copy and paste the following in your browser: <https://tda-go.intelligrants.com/>.

An automated receipt email will be sent from the TDA-GO! system indicating the application has been received.

# TDA-GO! Application Instructions

Click here to access the TDA-GO! website or copy and paste the following in your browser: <https://tda-go.intelligrants.com/>

## Step 1: Accessing Grant Opportunity

The following describes how to access the 2024 GO TEXAN - Event opportunity via TDA-GO! for returning users. **Applications may only be initiated by an Authorized Official or Project Director.**

- **Returning users - Log in with your current username and password**
- **New Users – see section “TDA-GO New User Instructions” on page 24**

## Dashboard

After logging in, your Dashboard will appear (Figure 1).

- **My Tasks** are documents/applications that are in process;
- **Initiate New Application** are blank grant applications.

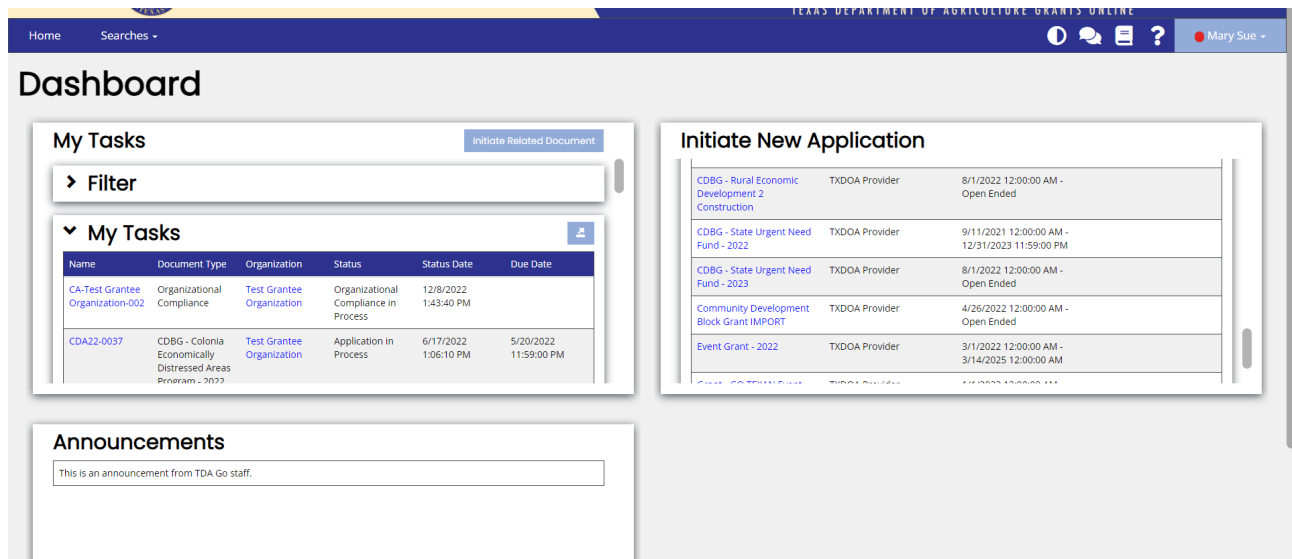


Figure 1. Landing page after logging in

Choose the **GTE Grant Program** by scrolling down the “Initiate New Application” box and select **Grant – GO TEXAN Event Grant - 2024** (Figure 2 & 3).

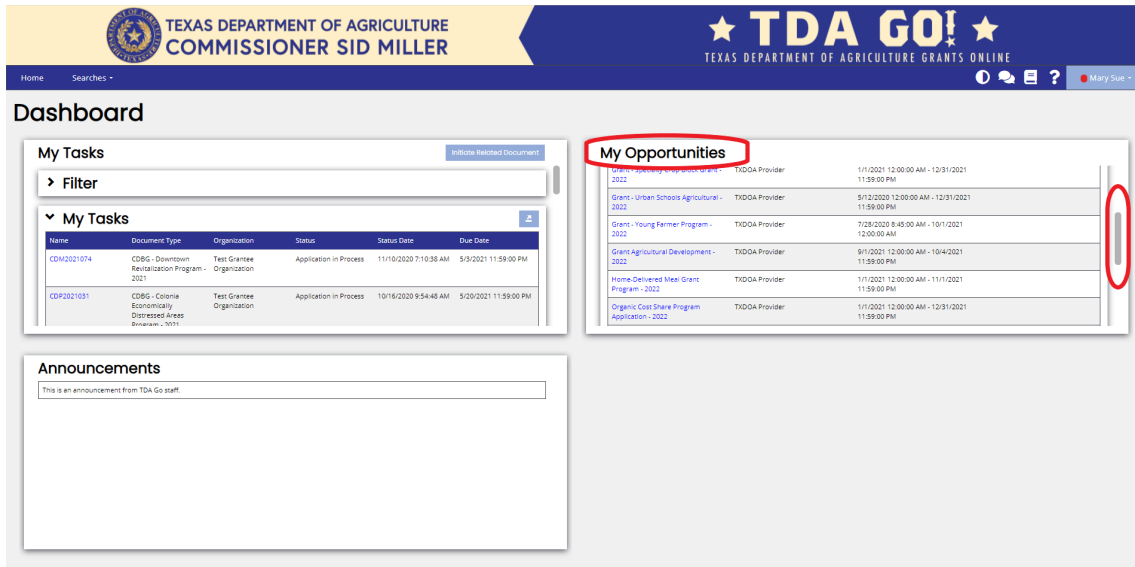


Figure 2. My Opportunities and location of scrolling tool

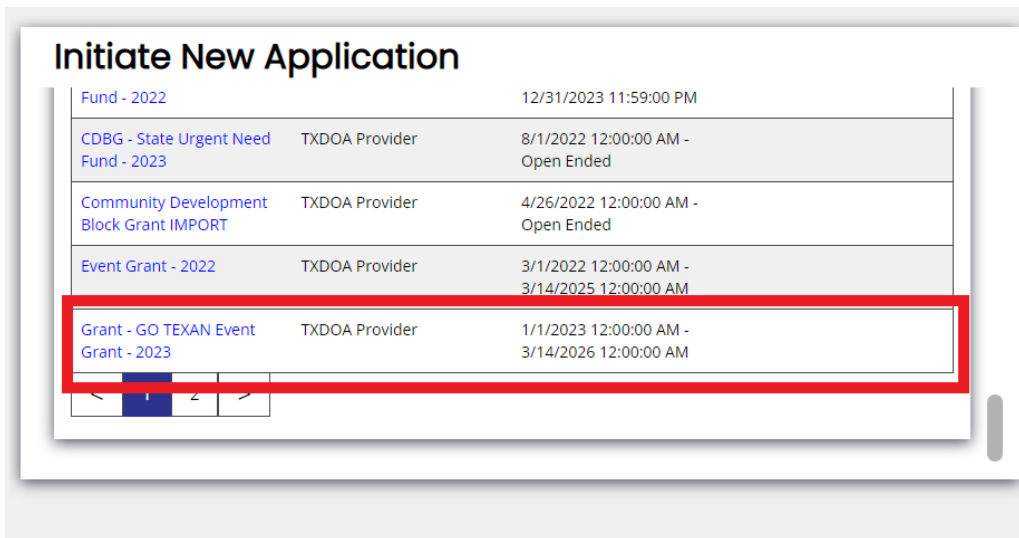


Figure 3. Selection for new application. Please note dates are for testing purposes only.

A brief description and agreement language appears (Figure 4). Read and select **Agree**.

**Grant - GO TEXAN Event Grant - 2023**

**Provided By:** TXDOA Provider

**Provided To:** Test Grantee Organization

**Application Availability Dates:** 1/1/2023 12:00:00 AM - 3/14/2026 12:00:00 AM

**Due Date:** 3/14/2026 11:59:00 PM

**Description:**  
The Event Grant program is part of the Marketing Enhancement Grant Assistance (MEGA) Program and is designed to provide grant funds to Associate GO TEXAN partners who coordinate public festivals, farmers markets, and events across the state that will promote GO TEXAN businesses, their Texas made products, and the overall GO TEXAN Program.

**Agreement Language:**  
As an individual authorized to initiate a grant on behalf of my organization to request funding from the Texas Department of Agriculture, I will comply with all rules and requirements as described in the Request for Applications published to [www.texasagriculture.gov](http://www.texasagriculture.gov).

**Agree** **Decline**

Figure 4. Agreement

## Document Landing Page

After Agree is selected, the Document Landing Page will appear (Figure 5).

**Document Landing Page**

**Template:** Grant - GO TEXAN Event Grant - 2023

**Instance:** Grant - GO TEXAN Event Grant - 2023

**Process:** Application

**Document Name:** GTE23-0002

**Document Status:** Application in Process

**Organization:** Test Grantee Organization

**Your Role:** Authorized Official

**Period Date:** 1/1/2023 12:00:00 AM - 3/14/2026 12:00:00 AM

**Due Date:** 3/14/2026 11:59:00 PM

Application in Process (checked) | Application Submitted | Application Approved | Grant Agreement Executed | Closeout Submitted | Grant Closed

Figure 5. Document Landing Page

The left column has the Grant Project Number at the top, then four drop down menus: **Forms**, **Tools**, **Status Options**, and **Related Documents**.

- **Forms** is a list of required information that includes Applicant Form, Proposed Project, Budget Form, Required Uploads, and Certification.
- **Tools** include Add/Edit People that can access the application, Status History, Modification Summary, Attachment Repository, Notes and Print Document ability. See “Application Form Guidance” section for instructions on how to complete the application.
- **Status Options** is where the application can be submitted or cancelled.
- **Related Documents** is not applicable to the application submission process. You will not need this function to submit your application.

# Application Form Guidance

The following section provides some additional guidance regarding key sections of the applications. As a reminder this is a competitive grant application, TDA staff is available to answer questions regarding the program and to provide clarifying information concerning this RFGA. TDA staff will not review any grant proposals prior to the application deadline.

## As you move through the online application here are a few tips to keep in mind:

1. All required fields are marked with a \*. An error message will appear and the application may not be submitted if these required fields are not filled out (Figure 7).

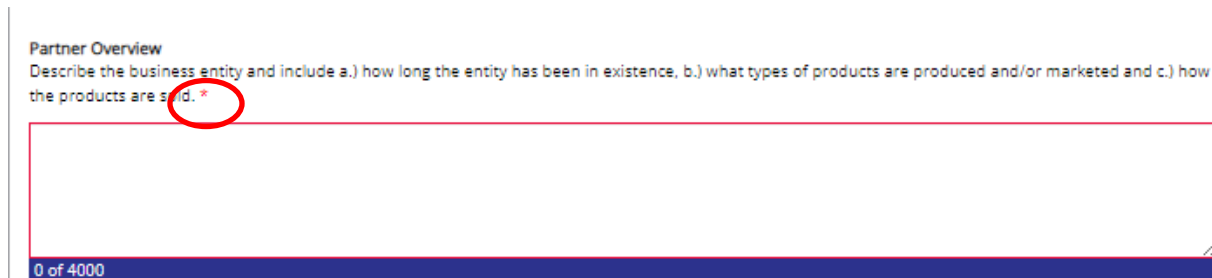


Figure 7. Example of Required Fields

2. If a question has a Select button in the answer box, it is necessary to upload the appropriate documentation (Figure 8). Click on the Select Button to open the file selection screen.

Upload photos of current use of GO TEXAN Mark \*



Figure 8. The Select button allows applicant to select and upload the appropriate documentation

3. Any field with a Plus (+) button has the ability to add an additional row (Figure 9).

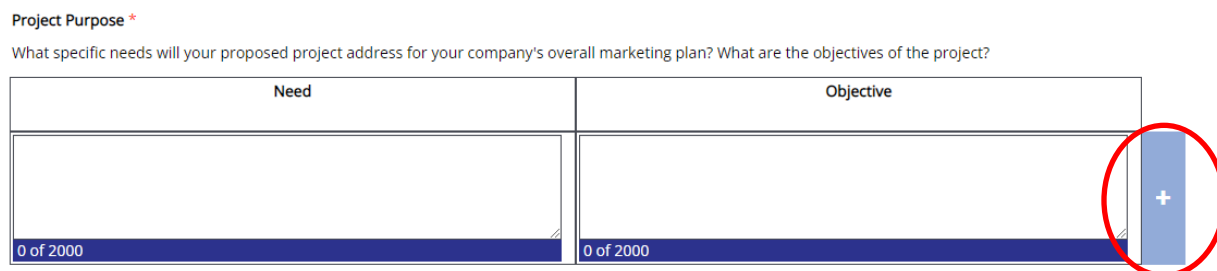


Figure 9. Add additional rows by clicking the plus (+) button

You can delete additional rows by pressing the red minus (-) button (Figure 10)



**Project Purpose \***

What specific needs will your proposed project address for your company's overall marketing plan? What are the objectives of the project?

Need	Objective
0 of 2000	0 of 2000
0 of 2000	0 of 2000

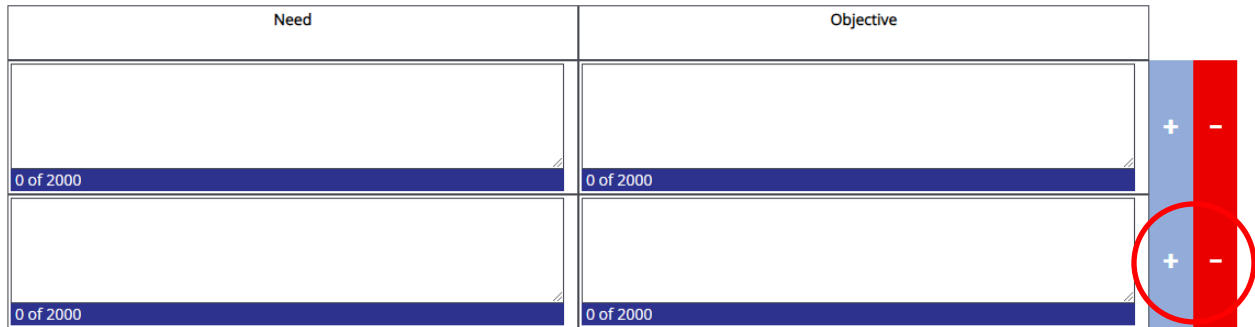


Figure 10. Subtract additional rows by clicking the minus (-) button

4. After completing the form, click the **Save** button in the top right hand corner (Figure 11). After clicking the **Save** button, if any required sections are missing, an error message will appear (Figure 12).

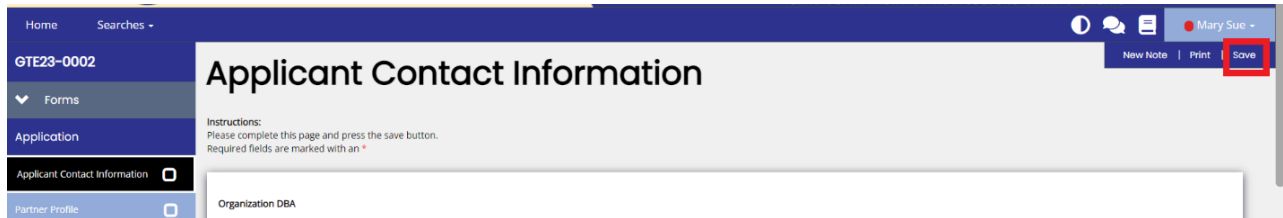


Figure 11. Regularly save your work by clicking the save button in the upper right hand corner

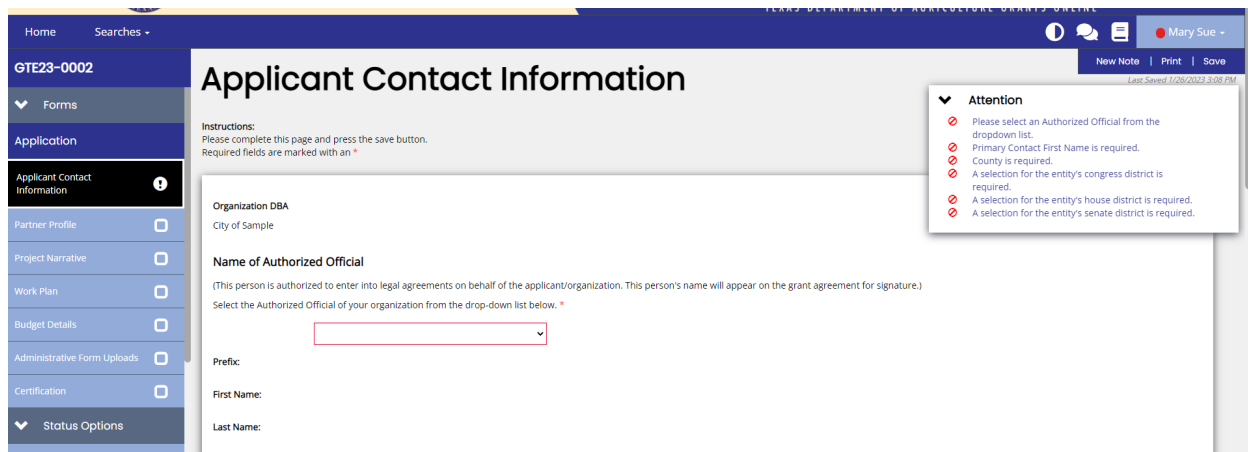


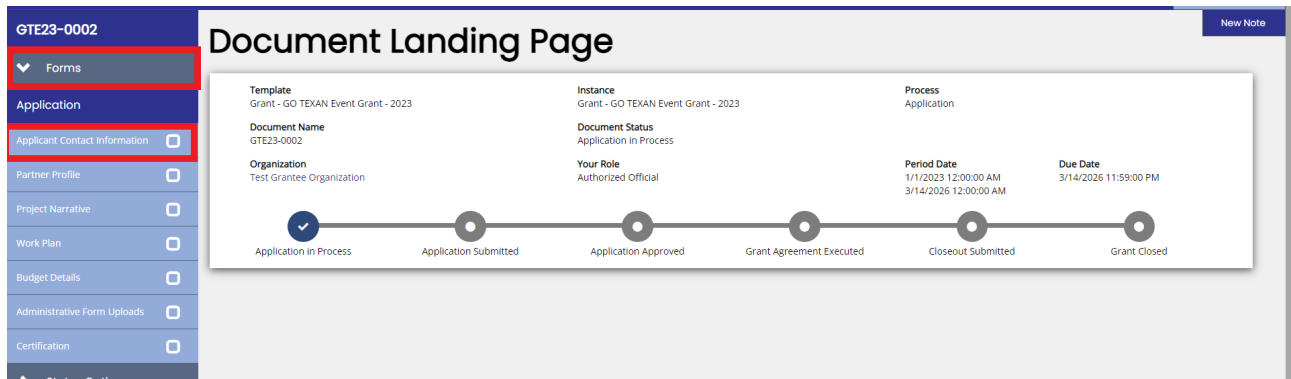
Figure 12. Error Message of missing required message

---

## Step 1: Start Application Form

---

Expand the **Forms** drop down menu and select **Application Contact Information** (Figure 6). All sections of the **Application Contact Information** must be completed.



The screenshot shows the 'Document Landing Page' for grant GTE23-0002. On the left is a navigation menu with a 'Forms' dropdown menu expanded to show 'Application Contact Information' selected. The main content area displays a progress bar with six stages: Application in Process (checked), Application Submitted, Application Approved, Grant Agreement Executed, Closeout Submitted, and Grant Closed. Above the progress bar, key information is listed: Template (Grant - GO TEXAN Event Grant - 2023), Instance (Grant - GO TEXAN Event Grant - 2023), Process (Application), Document Name (GTE23-0002), Document Status (Application in Process), Organization (Test Grantee Organization), Your Role (Authorized Official), Period Date (1/1/2023 12:00:00 AM to 3/14/2026 12:00:00 AM), and Due Date (3/14/2026 11:59:00 PM).

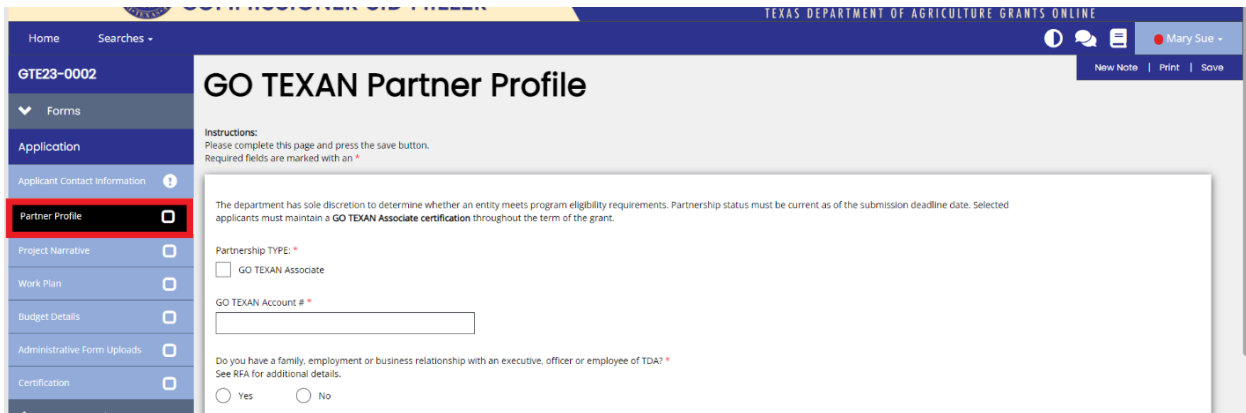
Figure 6. Application Form location

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## Step 2: Complete Proposed Profile

---

Expand the **Forms** drop down menu and select **Project Profile** (Figure 13).



The screenshot shows the 'GO TEXAN Partner Profile' form. The left navigation menu has 'Partner Profile' selected. The form includes instructions: 'Please complete this page and press the save button. Required fields are marked with an \*'. It contains a paragraph about eligibility requirements, a 'Partnership TYPE:' section with a radio button for 'GO TEXAN Associate', a text input field for 'GO TEXAN Account #', and a question: 'Do you have a family, employment or business relationship with an executive, officer or employee of TDA?' with 'Yes' and 'No' radio buttons. A 'Save' button is in the top right corner.

Figure 13. Partner Profile location

**Complete all appropriate sections of the Partner Profile.** After completing the Project Narrative form, click the **Save** button in the top right hand corner (Figure 11). After clicking the **Save** button, if any required sections are missing, an error message will appear (Figure 12).

---

## STEP 3: Complete Project Narrative

---

Expand the **Forms** drop down menu and select **Project Profile** (Figure 14).

The screenshot shows a web application interface for completing a Project Narrative. On the left, a sidebar menu is expanded to show 'Forms', with 'Project Narrative' selected. The main content area displays the 'Project Narrative' form. The form includes the following sections:

- Event Name \***: A text input field.
- Location of Event \***: A text input field with a placeholder 'City, State'.
- Dates of Event \***: A section with instructions: 'If you have more than one event planned, please include all possible dates. See RFGA for allowable date range.' It contains two date pickers for 'Start Date' and 'End Date', and a '+' button to add more dates.
- Event Summary**: A text area with instructions: 'In 200 words or less, please describe your event. \*'

Figure 14. Partner Narrative location

**Complete all appropriate sections of the Project Narrative. See below for specific instructions not outlined in TDA-GO!**

### Project Impact.

- Describe the project’s anticipated benefits to the applicant, other businesses, organizations, or community. Consider including the following in your response:
  - What is the history of the event? What was the inspiration behind the event creation?
  - Has anything new been added to the event to create additional interest and increase potential crowds?
  - Who attends the event? Does it draw crowds from the local community, regionally, state-wide, etc.? Do you have demographic information on the attendees that you can share?
  - What are the project’s anticipated benefits to TDA’s GO TEXAN program?
  - Please list the advertising channels you will use to highlight GO TEXAN and number of anticipated impressions for each.

## STEP 4: Complete Work Plan

Expand the **Forms** drop down menu and select **Work Plan** (Figure 15).

The screenshot shows a web application interface for completing a Work Plan. On the left, a sidebar menu is expanded to show 'Forms', with 'Work Plan' selected. The main content area is titled 'Work Plan' and includes instructions: 'Please complete this page and press the save button. Required fields are marked with an \*'. Below the instructions is a table with three columns: 'Start Date' (MM/YYYY), 'End Date' (MM/YYYY), and 'Work to be Completed'. The table has two rows, each with a 'Who:' field and a character count (0 of 300 and 0 of 150). A plus sign button is visible in the top right corner of the table area.

Figure 15. Work Plan location

Use the table provided to describe ALL activities of the project. As you fill in the table electronically, additional lines may be added as necessary. Provide detailed activities to illustrate the project's planning, implementation and evaluation phase. Project activities are anticipated to start on or shortly after August 15, 2024 and be completed no later than December 31, 2025. TDA will not reimburse any expenses incurred prior to the start date of a grant award.

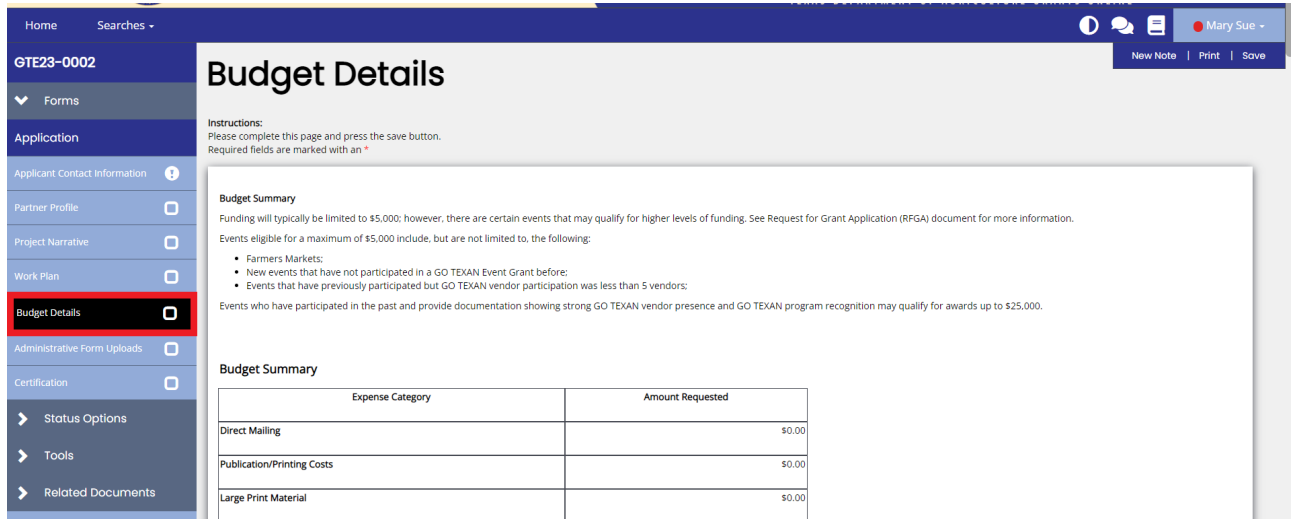
1. List ALL activities that will be performed to accomplish the objectives of the project. Be specific about what will be done. Make sure a correlation between each activity and its purpose in meeting the goal(s) of the project is clear.
2. Who will do the work of each activity?
  - If collaborative arrangements or subcontracts are used, make sure you specify their role and responsibilities in performing project activities.
3. Indicate when each activity will be accomplished.
  - Include progressive timelines for accomplishing each activity.
  - Make sure to include the month, day and year the project is scheduled to begin. (Note: see anticipated term in the Instruction Document and the sample table provided below.)
  - Be sure to include performance-monitoring activities.

After completing the Project Narrative form, click the **Save** button in the top right hand corner (Figure 11).

After clicking the **Save** button, if any required sections are missing, an error message will appear (Figure 12).

## Step 5: Complete Budget Deals

Expand the **Forms** drop down menu and select **Budget Details** (Figure 16).



The screenshot shows a web application interface for 'Budget Details'. The left sidebar has a 'Forms' dropdown menu with 'Budget Details' highlighted. The main content area displays the 'Budget Details' form. At the top, there are navigation links: Home, Searches, and a user profile for 'Mary Sue'. Below the navigation, the application ID 'GTE23-0002' is shown. The 'Budget Details' form includes instructions: 'Please complete this page and press the save button. Required fields are marked with an \*'. Below the instructions, there is a 'Budget Summary' section with text explaining funding limits and eligible events. A table titled 'Budget Summary' lists expense categories and their requested amounts.

Expense Category	Amount Requested
Direct Mailing	\$0.00
Publication/Printing Costs	\$0.00
Large Print Material	\$0.00

Figure 16. Budget Form location

**Complete all applicable sections of the Budget Details. Read instructions included in application carefully. See below for specific instructions.**

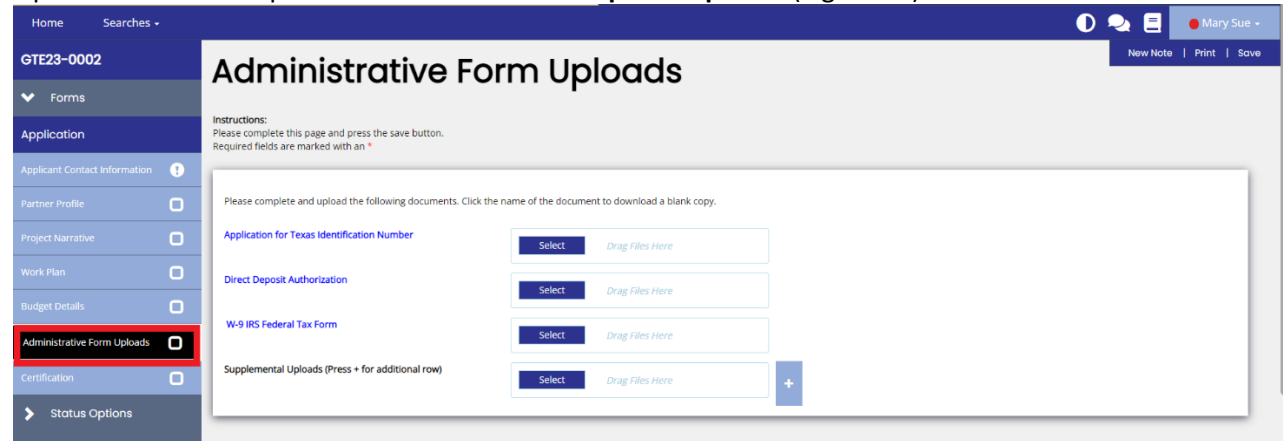
See “Budget Information” section for additional guidance on “eligible expenses”.

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## Step 6: Complete Required Uploads

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Expand the **Forms** drop down menu and select **Required Uploads** (Figure 17).



The screenshot shows a web application interface for 'Administrative Form Uploads'. The top navigation bar includes 'Home', 'Searches', and a user profile 'Mary Sue'. The left sidebar has a 'Forms' dropdown menu with 'Administrative Form Uploads' highlighted in red. The main content area has a title 'Administrative Form Uploads' and instructions: 'Please complete this page and press the save button. Required fields are marked with an \*'. Below the instructions, there is a list of required uploads with 'Select' buttons and 'Drag Files Here' areas:

- Application for Texas Identification Number
- Direct Deposit Authorization
- W-9 IRS Federal Tax Form
- Supplemental Uploads (Press + for additional row)

Figure 17. Required Uploads location

**Application for Texas Identification Number, Direct Deposit Authorization, and W-9 Federal Tax Form** are **Required Uploads** for the GTE Grant (Figure 17).

After uploading the required forms, hit the **Save** button in the top right hand corner (Figure 11). After clicking the **Save** button, if any required sections are missing, an error message will appear (Figure 12).

## Step 7: Complete Review and Certification

**Before completing Step 5 Certification, please review application for completeness and accuracy. Once the application is certified and submitted, an applicant CANNOT make any additional changes.**

Before certifying the application, please go over each section ensuring all information is correct and there are no error messages. If there are no error messages in a section, the section in the drop down menu will have a check next to it (Figure 18).



Figure 18. Completed section with check mark

If there are error messages in a section, the section in the drop down menu will have an exclamation point next to it (Figure 19). Click on the selection in the drop down menu and review and resolve the error messages.

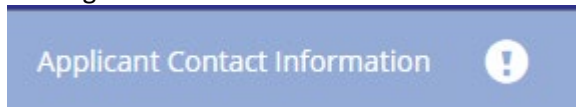


Figure 19. Incomplete section with error messages

Once all error messages are resolved and each section has a check as seen in Figure 18, the application can be certified and submitted.

Expand the **Forms** drop down menu and select **Certification** (Figure 20). To certify your application, check the box (Figure 20). The section is then complete. Click **Save** in the top right corner.

1. Certifies all information provided in connection with this application is true and correct to the best of Applicant's knowledge;  
2. Acknowledges any misrepresentation or false statement made by Applicant, or an authorized agent of Applicant, in connection with this application, whether intentional or not, will constitute grounds for denial of this application;  
3. Acknowledges acceptance of funds in connection with this application acts as an acceptance of the authority of TDA and the State Auditor's Office (SAO) or its successor agency to conduct an investigation in connection with those funds, and Applicant further agrees to cooperate fully with TDA and/or SAO or its successor in the conduct of the audit or investigation, including allowing TDA and/or SAO to inspect Applicant's premises and providing all records requested;  
4. Acknowledges this application and any payments owed to Applicant in connection with this application may be reduced or denied because of Applicant's owing any debt to the State of Texas, and that this application and any payments owed to Applicant in connection with this application may be denied because of delinquency in payment of a guaranteed student loan and for failure to pay child support;  
5. Acknowledges as a condition of receipt of grant funds under this program the Applicant will be required to execute a grant agreement with the Texas Department of Agriculture, and further acknowledges that failure to timely execute the grant agreement will result in withdrawal of any grant funds awarded, and those funds will be redistributed to other qualified applicants in accordance with state law and TDA rules;  
6. Certifies that no state or federal enforcement action under state or federal securities law, or state or federal tax laws, have been filed against Applicant or Applicant's property;  
7. Certifies that Applicant has not been convicted of any felony or a misdemeanor involving moral turpitude;  
8. Acknowledges that pursuant to the Texas Grant Management Standards (TxGMS), if Applicant fails to comply with any condition, provision, or term of an award made as a result of this application, Applicant may have to make a partial or total repayment of such award;  
9. Applicant authorizes TDA to review, verify and authenticate all information provided in this application; and  
10. Applicant understands TDA may request further documentation supporting this application, including contacting other agencies, organizations, facilities or third parties to verify data provided by an Applicant from the records of such agencies, organizations, facilities or third parties.

Applicant further acknowledges that if this application is chosen for funding:

- grantee understands that funding will be provided on a reimbursement basis.
- grantee will be responsible for including the GO TEXAN certification mark and other program recognition text on all material produced that utilizes grant funds pursuant to guidelines provided by TDA.
- grantee will be required to obtain approval from TDA for all material produced with the GO TEXAN certification mark prior to production on approved grant projects.
- grantee will be required to submit quarterly progress reports and a final performance report in a format provided by TDA. Notice of Penalties: The penalty for knowingly making false statements or false entries, or attempts to secure money through fraudulent means, may include fines and/or incarceration and/or forfeiture of funds under applicable state law.

THIS APPLICATION AND ALL SUPPORTING DOCUMENTATION MAY BE SUBJECT TO DISCLOSURE UNDER THE TEXAS PUBLIC INFORMATION ACT (PIA). PLEASE IDENTIFY ON YOUR APPLICATION OR ATTACHMENTS ALL INFORMATION YOU CONTENT AS PROPRIETARY, CONFIDENTIAL, PRIVILEGED OR OTHERWISE EXEMPT FROM DISCLOSURE UNDER THE PIA. WITH FEW EXCEPTIONS, YOU HAVE THE RIGHT TO REQUEST AND BE INFORMED ABOUT THE DISCLOSURE THAT THE STATE OF TEXAS COLLECTS ABOUT YOU. YOU ARE ENTITLED TO RECEIVE AND REVIEW THE INFORMATION UPON REQUEST. YOU ALSO HAVE THE RIGHT TO ASK THE STATE AGENCY TO CORRECT ANY INFORMATION THAT IS DETERMINED TO BE INCORRECT. (REFERENCE: GOVERNMENT CODE, SECTIONS 552.021, 552.023, AND 559.004.)

Authorized Official	Title	Date

Check the box then hit save. This will populate your e-signature, title and date.

Figure 20. Certification and check box location

**Once the application is certified/e-signed and complete, you must SUBMIT the application within the TDA-GO! system before the posted deadline.**

## Step 6: Application Submission

Once the application is certified/e-signed and complete, you must **SUBMIT** the application within the TDA-GO! system.

Expand the **Status Options** drop down menu (Figure 21). Select **Submit Application**.

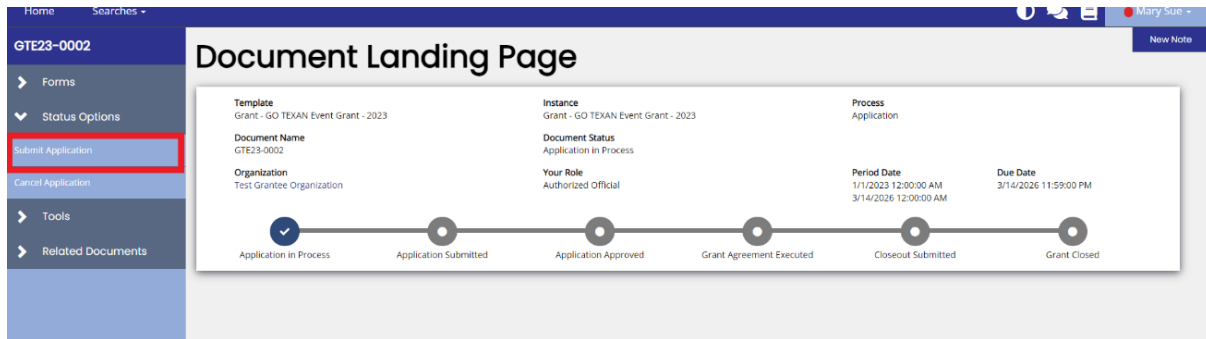


Figure 21. Status Options drop down menu and Application Submitted button location

**NOTE:** If errors remain, an **Errors Present** message will pop up (Figure 23). You may click on each section name to be directed to the errors.

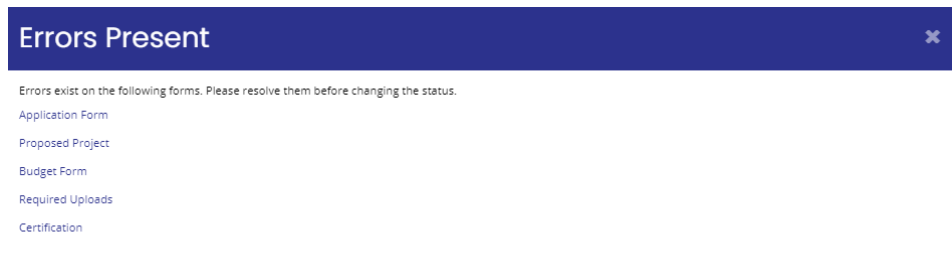
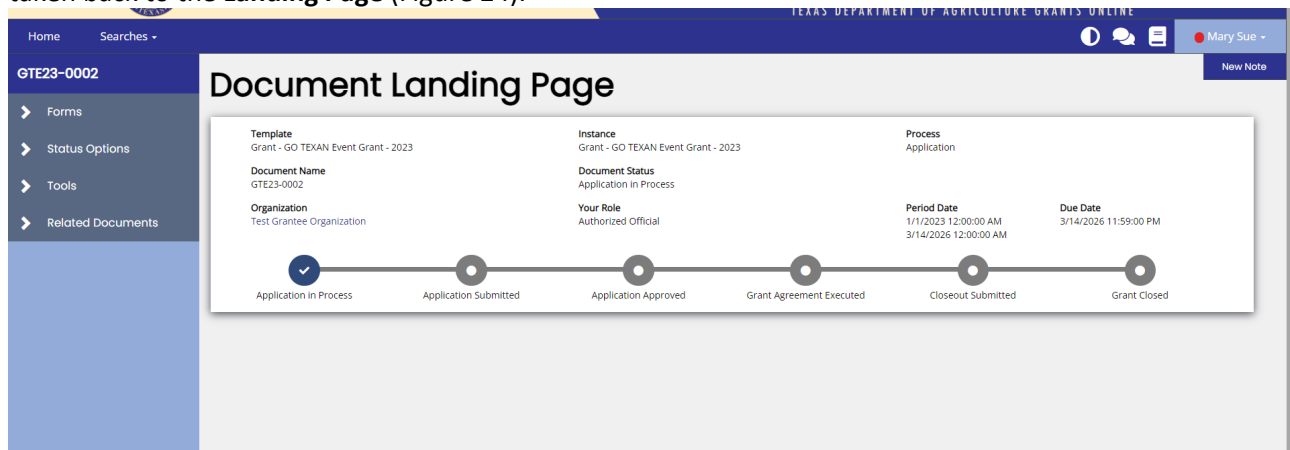


Figure 22. Error message will appear if you try to submit application with errors

If no errors are detected, the system will ask if you are sure. Once you select to submit, you will then be taken back to the **Landing Page** (Figure 24).





*Figure 23. After application submission, you will return to the Document Landing Page.*

**NOTE:** Applications must be submitted by the opportunity due date. The online application will no longer be available after that time. Times identified are based on TDA headquarters (Central Time Zone) and are displayed on your TDA-GO! home screen.

### Confirmation Email

After submitting your application, you will receive a confirmation email (Figure 25).

From: [websites@agatesoftware.com](mailto:websites@agatesoftware.com) <[websites@agatesoftware.com](mailto:websites@agatesoftware.com)>  
Sent: Tuesday, April 13, 2021 10:57 AM  
[REDACTED]  
Subject: Application HDM-2021-TGO-00005 Submitted

**WARNING:** This email originated from outside of the Texas Department of Agriculture email system. DO NOT click links or open attachments unless you expect them from the sender and know the content is safe.

Thank you for submitting Application HDM-2021-TGO-00005 for Test Grantee Organization. TDA staff will review and contact the persons identified in the application with any questions or concerns

*Figure 25. Example of confirmation email*

# TDA-GO! New User Instructions

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## Step 1: User Access

An applicant must first register as a User in TDA’s online Grant Application/Management system called TDA-GO!. If the applicant organization is a new user to TDA-GO!, proceed to **Step 2: TDA-GO New User Set Up**. If the applicant organization is already a User of the TDA-GO! System and need to add additional personnel as New Users, please proceed to **Step 3: Adding Users and Assigning Roles**.

The TDA-GO! system allows organizations to assign applicable security roles to different users. When a New User request is submitted, TDA will approve the user and apply the appropriate security role: Authorized Official, Project Director, and Consultant/Researcher.

- Authorized Official – person authorized to enter into legal agreements on behalf of the organization.
- Project Director – Personnel involved in grant administration.
- Consultant/Researcher – A third party member assisting with a single grant application or employee/researcher/staff/PIs/Professors assisting with a single grant application.

## Step 2: Registering a New User Organization in TDA-GO!

The following describes how to access the TDA-GO online grant system by setting up a new account for an organization. The applicant organization must have a user account to access the Program application. **THIS MUST BE DONE 48-72 HOURS PRIOR TO SUBMITTING AN APPLICATION!**

### Steps to Get Started:

- The initial registration for the organization must be completed by an Authorized Official (AO) for the organization
- Once registered, the AO can designate access to the organizational account for additional staff members as they deem appropriate.

To register a New User, complete the following steps:

- 1) Go to the TDA-GO! Website: <https://tda-go.intelligrants.com/>
- 2) Click on the **New User/Organization Registration** link found in the Login box on the right side of the webpage.
- 3) Fill in the required fields and any optional fields desired. See Legend below for specific field instructions. Click on the **Save** button.

The image shows a screenshot of a web login interface. At the top, the word "Login" is displayed in a bold, black font. Below it, there are two input fields: "Username" and "Password". Each field has a small label above it and a text box below it. Underneath the "Password" field is a blue button with the word "Submit" in white text. At the bottom of the page, there are two links: "Login Assistance" and "New User/Organization Registration". The "New User/Organization Registration" link is highlighted with a red rectangular border.

**Legend**

**First Name (Required)**

**Last Name (Required)**

**SAM/UEI & DUNS (Required)**

– Enter all zeros if you do not have these numbers (e.g. 00000000) in this box.

**Organization (Required)** –

Enter FIRST AND LAST NAME (applicant).

**Title** – Enter Business title

**Street Address (Required)**

**State (Required)**

**County (Required)**

**City (Required)**

**Zip Code (Required)**

**Email (Required)**

**Phone (Required)**

**Username (Required)** – the

username the registering user wishes to register for.

Use your email address.

**Password/Verify Password**

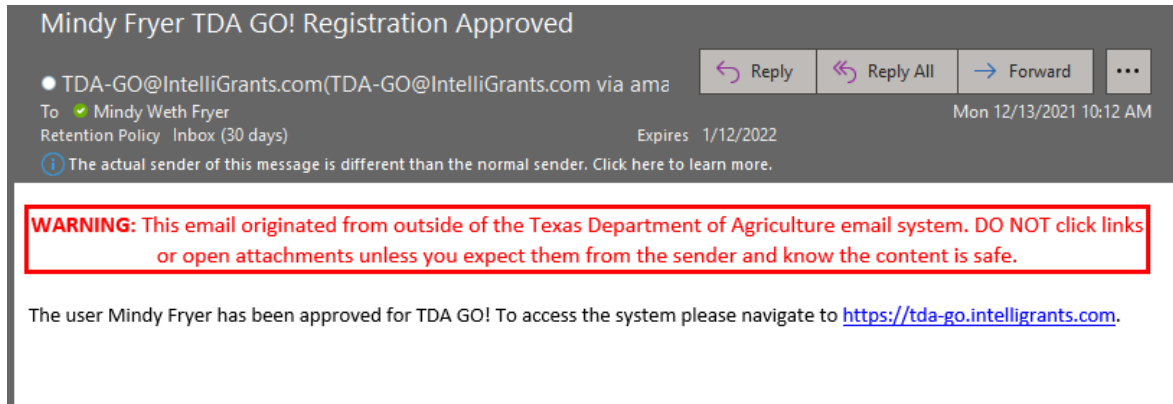
**(Required)** – the password the registering user (applicant) wishes to register for.

**Notes:** Enter **MEGA/GTE Grant**

4) **Hit Register.** The registration for the New User will be sent to TDA staff for approval. You will receive an email indicating approval within 24-48 hours. After approval, the New User can log on and access the TDA-GO! platform.

**NOTE: If a user attempts to access the system before they have been approved, the system will show their password as invalid.**

You will receive an email confirming registration approval. Once for the organization and another for the user.



### Step 3: Adding Users and Assigning Roles

Once the Authorized Official has completed set up of the organization in TDA-GO!, additional personnel may be added to the organization and be granted access to TDA-GO!. Carefully review the role definitions below and refer to the appropriate instructions for each role.

#### TDA-GO User Roles:

##### **Authorized Official (AO) for Applicant Organizations**

- Who: Person authorized to enter into legal agreements on behalf of the organization
- Created By: Initially, the AO is created when the Organization account is established. Additional AO's may be added once Organization account is approved.
- TDA-GO tasks:
- Create new user accounts for organization members
  - Initiate an application
  - Complete all required application fields
  - Certify and Submit an application
  - Execute Grant Agreements
  - Initiate/Complete/Submit Payment request/Performance reports

##### **Project Director (PD) for Applicant Organizations**

- Who: Personnel involved in grant administration
- Created By: The organization's AO creates and manages PD users
- TDA-GO tasks:
- Create new user accounts for organization members
  - Initiate an application
  - Complete all required application fields
  - Initiate/Complete/Submit Payment request/Performance reports

##### **Consultant/Researcher (C/R)**

- Who: A third-party person assisting with a *single* grant application or employee/researcher/staff/Pis/professors assisting with a *single* grant application.
- Created By: The C/R registers individually as a New User. The AO DOES NOT create C/R users.
- TDA-GO tasks:
- Complete all required application fields
  - Initiate/Complete Payment request/Performance reports

#### Adding additional Authorized Officials and Project Directors Instructions

After logging into the TDA-GO! system, the AO will see the Dashboard. In the upper right-hand corner, click on the arrow next to the AO name, and select **Profile** from the drop-down menu (Figure 1).

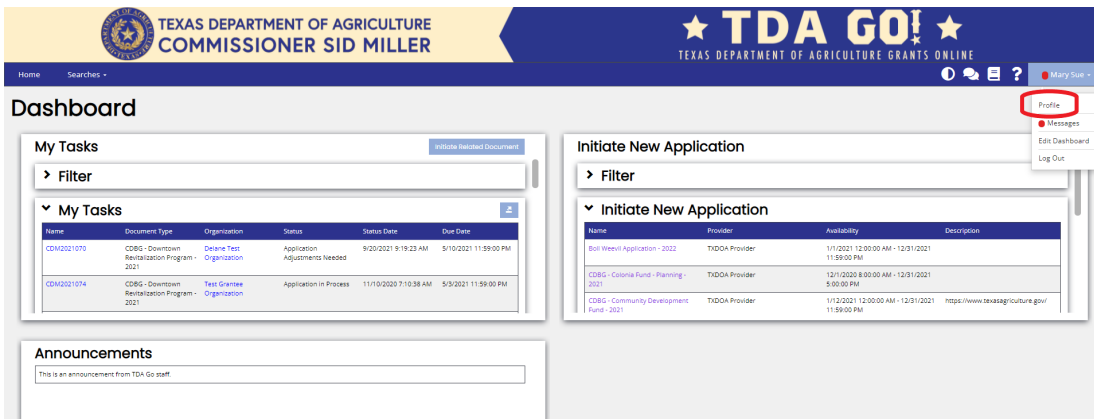


Figure 1. Landing page after logging in and Profile button location

The **Profile** page shows basic information for the primary AO and the Organization. Located on the left-hand side of the webpage, the AO can access the Organization information (Figure 2). The AO can update general information for the organization, as well as add and manage organization members.

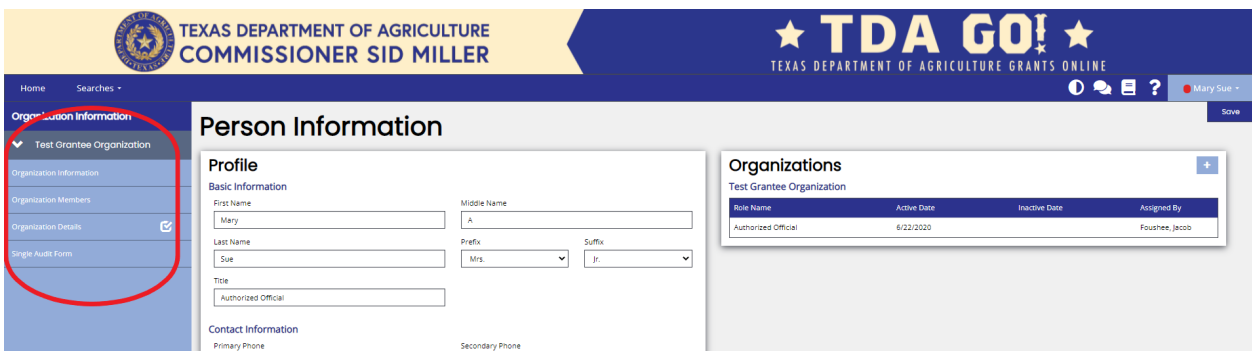


Figure 2. Accessing Organization pages

To add a new member, click on **Organization Members**. To the right in the box titled “Members Search”, click the **Plus (+)** button to add person.

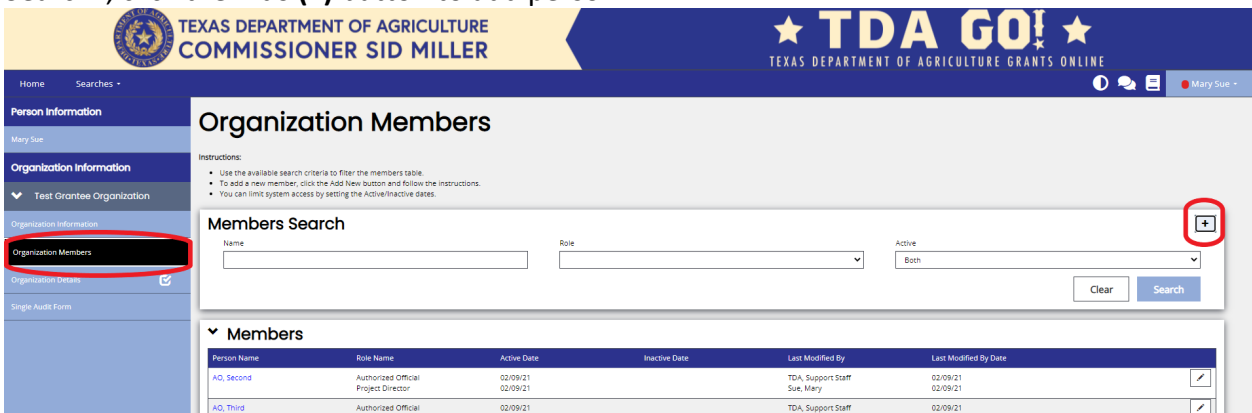


Figure 3. Location of Plus (+) button to add new organization members (AO and PD)

Complete the **Add Person** form (Figure 4) for the new user to the organization. Please remember, this process is only to add additional Authorized Officials (AO) or Project Directors (PD). Click the **Save** button. See below for form Legend.

**Add Person**

Instructions:

- Enter new Person information and Save.
- New Person will be added to Organization currently being viewed.

**General Information**

First Name  Prefix

Middle Name

Last Name  Suffix

Title

**Contact Information**

Address

City  State

Zip Code  County

Primary Phone  Email

**Assign Roles**

Role  Active Date  Inactive Date

**Security Information**

Username   
Username is required.

Password   
Password is required.

**Legend**

**First Name (Required)** – the first name of new user.

**Middle Name** – the middle name of new user.

**Last Name (Required)** – the last name of new user.

**Title** – the position title of the new user.

**Address (Required)** – the street address of the organization.

**City (Required)** – the name of the city of the organization.

**State (Required)** – select the state of the organization using the state drop-down menu.

**Zip Code (Required)** – the zip code of the organization.

**County (Required)** – select the county where the organization is located using the county drop-down menu.

**Phone (Required)** – phone number of the new user.

**Email (Required)** –email address of the new user.

**Role** - select drop-down menu to select a role for the new user.

**Active Date** – date selection tool to select the active date for the new user.

**Inactive Date** – date selection tool to select the inactive date for when the user is no longer active.

**Username (Required)** – create a

username for the new user. An email address is highly encouraged for usernames.

**Password (Required)** – create a password for the new user. The user can reset this once access to TDA-GO! is granted. The password field is case sensitive and will not recognize characters of the wrong case.

### [Login Assistance](#)

The TDA-GO! portal allows the user to request a password reset be generated and sent to their email address. To do so, complete the following steps:

- 1) Click on the Login Assistance link.
- 2) Enter the username and email address. Click on the Email button. A reset link will be sent to the email address supplied.



The screenshot shows a web form titled "Forgot Password". It contains two text input fields: "Email" and "Username". Below the "Username" field is a link labeled "Forgot Username". At the bottom right of the form are two buttons: "Clear" and "Email".

- 3) An email like the following will be sent to reset your password. If there is no link, then your server has marked it as SPAM. You will need to work with your network administrator to resolve this.

**From:** [TDA-GO@IntelliGrants.com](mailto:TDA-GO@IntelliGrants.com) <[TDA-GO@IntelliGrants.com](mailto:TDA-GO@IntelliGrants.com)>  
**Sent:** Monday, June 26, 2023 1:01 PM  
**To:** Mindy Weth Fryer <[Mindy.Fryer@TexasAgriculture.gov](mailto:Mindy.Fryer@TexasAgriculture.gov)>  
**Subject:** Password Reset

**WARNING:** This email originated from outside of the Texas Department of Agriculture email system. DO NOT click links or open attachments unless you expect them from the sender and know the content is safe.

You have requested a password reset. Please use the link below reset your password. It will expire in 15 minutes.  
[Reset Password](#)

If you did not request this reset and would like to invalidate and cancel the request, please click [here](#).

- 4) At that point, the user will be brought directly to the Profile page and requested to create a new password into the Password and Confirm Password fields are available.

**NOTE:** The password field is case sensitive and will not recognize characters of the wrong case. Precision when entering the password into the password field will decrease the risk of error messages being generated by the system.