TEXAS DEPARTMENT OF AGRICULTURE
2023 GO TEXAN - MARKETING ENHANCEMENT GRANT ASSISTANCE PROGRAM
PRODUCT PROMOTION (GTP) GRANTS

Request for Grant Applications

Executive Summary

The Texas Department of Agriculture (TDA) will accept applications for Product Promotion (GTP) Grants under the GO TEXAN - Marketing Enhancement Grant Assistance (MEGA) Program. The Program is designed to provide grant funds to GO TEXAN Product Partners at the Tier 2 or higher level of participation to assist with marketing and promotion of Texas products, including those that have been produced, processed, or otherwise had value added to the products in Texas.

Dates

Applications must be received by Wednesday, May 3, 2023, by 11:59 pm Central Daylight Time (CDT).

Agency Division

Trade and Business Development – Grants Office, Grants@TexasAgriculture.gov

Catalog of Domestic Federal Assistance (CFDA) Number

N/A

2023 GO TEXAN - MARKETING ENHANCEMENT GRANT ASSISTANCE PROGRAM

PRODUCT PROMOTION GRANTS

Contents

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

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 GTP Grants. This RFGA is for GTP grants that are designed to provide grant funds for GO TEXAN Product Partners at the Tier 2 or higher level of participation.

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

Application Availability	March 2023
GO TEXAN Partnership Upgrade Deadline	April 19, 2023
Application Deadline	May 3, 2023
Anticipated Award	early August 2023 (or as soon thereafter as practical)
Anticipated Start Date of Project/Grant	August 15, 2023
End Date of Project	December 31, 2024

Eligibility

GO TEXAN Partnership:
Eligible applicants are current GO TEXAN Product Program Tier 2, 3, or Champion Product Partners in good standing. For purposes of eligibility for GTP grants, "good standing" means that at the time of the MEGA - GTP 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 and upgrades cannot be performed online. The upgrade must be submitted 2 weeks prior to the GTP application. See Submission details for more information. For questions or to check on GO TEXAN partnership status, please contact (877) 99-GOTEX or gotexan@TexasAgriculture.gov. NO EXCEPTIONS WILL BE MADE.

Only GTP grant applications submitted by applicants physically located in Texas or that have a principal place of business in Texas shall be funded. An eligible applicant must be a current participant in the GO TEXAN Program at a **Product Tier 2, 3, or Champion level** in good standing. Selected applicants must maintain a GO TEXAN Tier 2 or higher certification throughout the term of the GTP grant agreement.

"Texas agricultural product" means an agricultural product, either in its natural or processed state, that has been produced, processed, or otherwise had value added to the product in Texas.

Familial Relationships

An applicant that has a family, employment or business relationship with an executive, officer or employee of TDA is not eligible for a grant and may not seek or participate in a GTP grant under the MEGA Program. A family relationship is defined as a relationship within the third degree of consanguinity or second degree of affinity as outlined in Chapter 573 of the Texas Government Code.

Program Contacts

Grant Program Support and online application assistance

      Ms. Bradine Griffiths
      Grants Specialist
      Phone: (512) 463-2496
      Email: Grants@TexasAgriculture.gov

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

TDA-GO Help Desk for Technical support

      Monday – Friday 8:00 AM to 5:00 PM
      866-449-1425
      azhelpdesk@agatesoftware.com

GO TEXAN Program Partnership

      (877) 99-GOTEX or gotexan@TexasAgriculture.gov

TDA staff is available to answer questions regarding GTP 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.***

Grantee Responsibilities and Accountability

Selected applicants (grant recipient), if any, will be responsible for the conduct of the project supported by GTP 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. The grant recipient must carry out the activities described in the approved scope of work.

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

Applicants may request up to $40,000 (see below) in GTP grant funding for activities for marketing or promoting the sale of Texas products, including those that have been produced, processed, or otherwise had value added to the product in Texas. If a GO TEXAN Partner previously received and accepted an award or awards under the MEGA program totaling $40,000, it is ineligible to receive another MEGA GTP grant for seven (7) years from the date of the last award. (As demand for this program changes and subject to availability of funds, this timeframe will be re-evaluated by TDA.)

- Example 1: GO TEXAN Partners that received a MEGA21 or GTP 2022 grant totaling $20,000 may only apply for up to $20,000.
- Example 2: GO TEXAN Partners that received a MEGA21 or GTP2022 grant totaling $9,000 may only apply for $31,000 (the difference between their previous award(s) and $40,000).
- Example 3: GO TEXAN Partners who did not receive a grant under MEGA21 or GTP2022, may apply up to $40,000.
- If you received a total of $40,000 between MEGA21 and GTP2022, then you are ineligible to receive another MEGA GTP grant for seven (7) years from the date of the last award.

Applications and associated budgets will be reviewed in the competitive evaluation process.

Term of Funding or Duration of Projects

TDA anticipates that a Notice of Grant Award (NGA) will be made in August 2023 or as soon thereafter as practical. All approved grant projects will have an anticipated grant term of August 15,

2023 through December 31, 2024.

Evaluation and Selection Information

An administrative review of applications will be conducted by TDA staff to determine whether the application is adequately responsive to the requirements of this RFGA, as well as to ensure that all applicants are GO TEXAN Product partners at the Tier 2 or higher level of participation. 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:
- Project Purpose/Data - *3 pts*
  - Describe the project/activity to be achieved and provides detailed information about current activities (if applicable), describes how the project will be implemented, including key milestones to be achieved.

- Success Quantification - *3 pts*
  - Includes enough detail to reasonably determine that the project will lead to actual results; The goal of this section is to ensure the company's marketing efforts are successful as a result of this program.

- Impact - *3 pts*

  - Describe the project's anticipated benefits to the applicant.

Work Plan: *3 pts*

  - Number and type of activities to be accomplished are reasonable and clearly contribute to anticipated results from the project. Timeline is reasonable to achieve activities.

Budget Narrative: *3 pts*

  - Application should include description and amounts for budget categories and should provide a justification to align with project needs.

Reporting Requirements

Selected applicants, if any, will be required to submit periodic performance reports. Reporting timelines will be incorporated into the grant agreement. As part of TDA's ongoing monitoring of grant funds, grant recipient 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.

> Performance Reports must be in a narrative format as prescribed by TDA, no more than three (3) pages in length and detail the accomplishments of the project objectives during the reporting period.

> The Final Performance Report is due thirty (30) days after project completion or termination of the grant agreement, whichever occurs first. This report must be in a narrative format as prescribed by TDA and is subject to review and final acceptance by TDA.

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

Application Requirements

Applications must be submitted via TDA-GO, TDA's online Grant Application / Management system, no later than 11:59 p.m. CDT on Wednesday May 3, 2023.

The grant application **must** be completed online at: https://tda-go.intelligrants.com
Mailed, faxed, emailed or hand-delivered applications will not be accepted.

Application instructions and TDA-GO information will be available on TDA's website: https://www.texasagriculture.gov/GrantsServices/GrantsandServices.aspx

Grant Application Package–Interested applicants must provide the following information:

- Application Contact Form
- Project Profile
- Project Narrative
- Work Plan
- Budget Narrative
- Administrative Form Uploads (required and optional)
    - Application for Texas Identification Number
    - Direct Deposit Authorization
    - W-9 IRS Federal Tax Form
- Certification

See **Section Application Form Guidance** for detailed instruction on each section.

Budget Information

1. **Payment.** <u>Grant funds will be paid to grant recipient only on a cost reimbursement basis.</u> Grant recipient will be required to submit payment requests quarterly, but no more frequently than monthly, in order 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, Camera (Portable, Digital, SLR) TVs, Video Players/Recorders, Computer, Projectors, Smartphones, Tablets & Other Hand Held Devices;
   d) Entertainment;
   e) Equipment – Tangible personal property costing over $5,000 per unit and having a useful life over one year (freezers, kitchen equipment, etc.);
   f) Expenses for items not listed in the project budget or that fail to meet the intent of the program;
   g) Expenses that are not adequately documented or that do not meet the intent of the program;
   h) Gift cards;
   i) Indirect Costs;

j) Personnel costs – both salary and benefits directly related to project implementation;
k) Gratuity/Tips;
l) Travel – No reimbursement for meals or any food items related to travel;
m) Coupon redemption/ cost of partners product /combo deals at retailers; or
n) 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 approved proposed activities.

In the Budget Summary Section of the online application you will outline the amount of funds you are requesting from GTP grants under TDA's MEGA Program. The maximum requested amount is limited to $40,000.00 in any 7-year cycle (see Funding Parameters). A detailed project budget including dollar amounts for all individual costs is required. Include a detailed description of the marketing and promotion products and services that will be purchased. The following list is for reference only and is not meant to be all-inclusive.

Examples of eligible expenditures are:

a. Direct Mailing – Provide the estimated cost for direct mailings, including but not limited to postage and express mail.

b. Design/Publication/Printing Costs – Provide the estimated cost of printing/designing point of sales material such as brochures, catalogs, cardboard packaging, and other print promotional materials. If using funds for printing, provide the number of items to be printed.
   Example:
   - 5,000 sticker labels - estimate the cost to be .20 cents per unit – $1,000
   - 10,000 recipe cards @ .35 cents each - $3,500

c. Large Print Material – Indicate size and the number of items to be designed/printed. This could be banners, billboards, or signage.

d. Newspaper Advertisements – Title of publication, size of ad, number of ad placements, duration of newspaper campaign, target audience and key market areas.

e. Online/Digital Advertisements – which will include all forms and channels of social media and digital ad placements. List of website(s) for advertisement placement, number of ads, duration of campaign, target audience and key market areas.

f. Video Creations – Provide detailed information and estimated costs. Be sure the distribution plan for disseminating materials is included in the work plan.

g. TV Spot/Radio – This category may include production and advertisement placement of media. Provide company name, length of ad (e.g., 30 or 60 seconds), number of ads, duration of campaign, target audience and key market areas.

h. Website creation and enhancement – This category may include:
- Creation of a new website
- Creation of additional webpages for an existing website
- Modification to existing webpages on an existing website
- E-commerce platform fees, including hosting and/or maintenance fees
- Search engine optimization (SEO), including oversight and maintenance and monitoring fees for SEO
- Online market listing fees
- Localization services
- Website optimization

- <u>Itemized list</u> of all proposed costs related to the website activities should be provided, including design cost, photography needs, HTML coding, etc. Please note that any service fees that exceed the term of the grant agreement will not be covered.

- <u>Not covered</u>: internet costs, email servers, cloud-based video communications or any telecommunication expenses.

i. In Store Demonstration – Provide an estimate for the total cost of product demonstrations and number of demonstrations included during campaign. Include all items needed for the demonstration, such as plates, cups, toothpicks, or food other than your own product. <u>Please note: grant funds cannot be used to cover the cost of your company's product.</u> If multiple retail outlets will be included in the campaign period, provide an estimate for each retail chain.

j. Other - direct expenses that do not fall into the above categories and which are directly related to the proposed activities.

k. Tradeshow Fees and Exhibit Booths – Provide the name of the show, dates, and itemize all costs associated with the specific event. Travel costs to get to the show should also be included.
- Exhibit Booth Fee/booth space rental
- Tradeshow registration
- Booth insurance
- Design/Production of booth display (Banners, Signage, etc.)
- Demonstration supplies – this cannot include your product
- Booth furnishing

- Shipping expenses
- Show services
- Uniforms to promote brand awareness
- Giveaway/promotional items
- Travel – lodging and transportation to the show
- Other tradeshow related advertising

Maximum reimbursement for travel is limited to the federal Domestic Rates, which can be found on the U.S. General Services Administration (GSA) website (www.gsa.gov under Most Requested Links). For Texas locations not listed on the GSA site, the rate will be limited to that as determined by the Texas Comptroller of Public Accounts. PLEASE NOTE: Meal reimbursements are not an allowable expense for this grant program.

General Information

Selected applicants will receive an NGA letter and an official Grant Agreement from TDA. 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.

General Compliance Information

1. Grant recipient (an applicant who receives a grant under this program) must comply with TDA's reporting requirements and financial procedures outlined in the grant agreement. Any delegation by a 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 the Grant Recipient of his/her responsibilities to TDA for performance of those duties.
2. Grant recipient 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 recipient 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 and reserve 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 the Grant Recipient has a financial audit performed during the time the 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) and the Texas Grant Management Standards (TxGMS).

Deadline for Submission of Responses & Contact Information

GO TEXAN Partnership Upgrade Deadline   April 19, 2023

Late or incomplete applications will not be accepted.

Applicants must submit one complete, electronically signed application through the TDA-GO system by TDA 11:59 p.m. CDT on Wednesday, May 3, 2023 (see submission instructions below). 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.

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. 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 2023 GO TEXAN Product Promotion Grant (GTP) 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 23**

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 Grants – GO TEXAN Product Promotion Grant by scrolling down the **"Intiate New Application"** box and select **Marketing Enhancement Grant Assistance - 2023** (Figure 2 & 3).
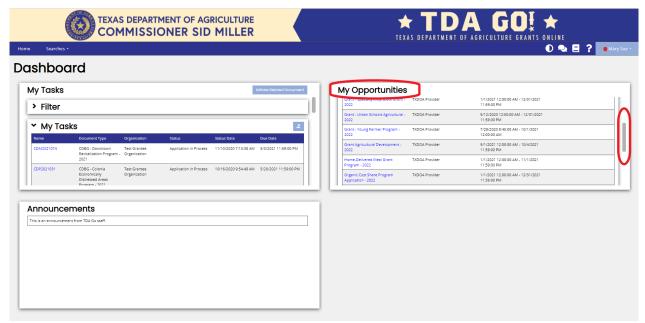
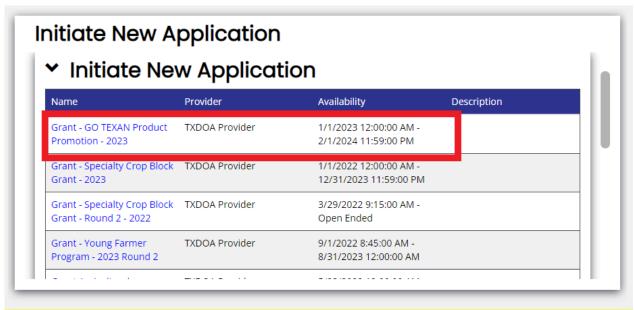*Figure 2. My Opportunities and location of scrolling tool*

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

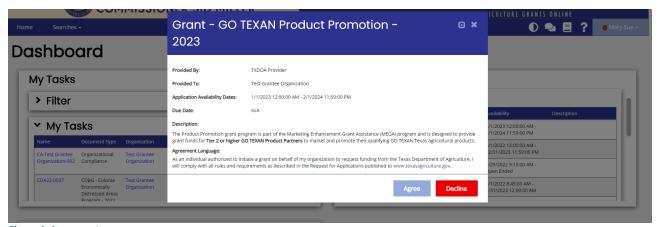A brief description and agreement language appears (Figure 4). Read and select **Agree**.
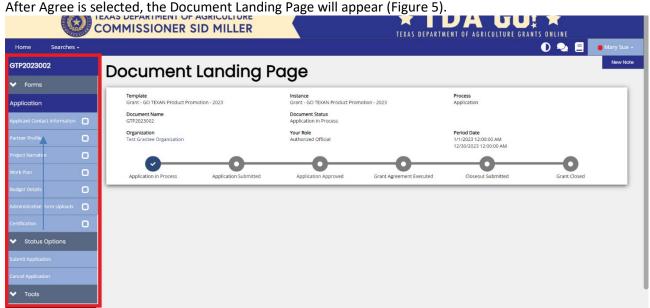
Figure 4. Agreement

Document Landing Page

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

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 below 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 submisson 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.

TIPS
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 6).

Partner Overview
Describe the business entity and include a.) how long the entity has been in existence, b.) what types of products are produced and/or marketed and c.) how the products are sold. *

0 of 4000

Figure 6. 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 7). Click on the Select Button to open the file selection screen.

Upload photos of current use of GO TEXAN Mark *

Select   Drag Files Here

Figure 7. 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 8).

Project Purpose *
What specific needs will your proposed project address for your company's overall marketing plan? What are the objectives of the project?
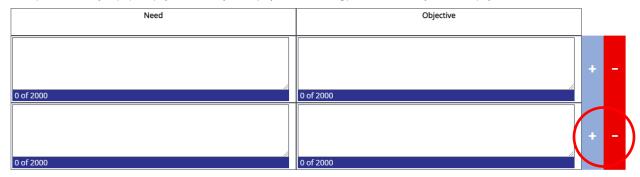
Need	Objective	
0 of 2000	0 of 2000	+

Figure 8. Add additional rows by clicking the plus (+) button

You can delete additional rows by pressing the red minus (-) button (Figure 9)

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

4. After completing the form, click the **Save** button in the top right hand corner (Figure 10). After clicking the **Save** button, if any required sections are missing, an error message will appear (Figure 11).

Figure 10. Regularly save your work by clicking the save button in the upper right hand corner

Figure 11. Error Message of missing required message

Step 1: Start Application Form

Expand the **Forms** drop down menu and select **Application Contact Information** (Figure 12).
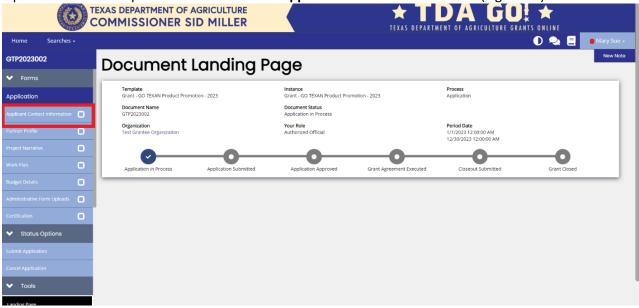

Figure 12. Application Form location

Step 3: Complete Proposed Profile

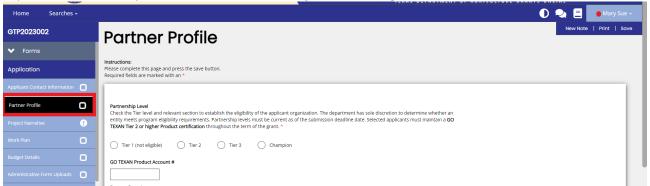Expand the **Forms** drop down menu and select **Project Profile** (Figure 13).

Figure 13. Partner Profilet 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 10). After clicking the **Save** button, if any required sections are missing, an error message will appear (Figure 11).

Partner Profile

The project profile serves as a brief summary of the partner applicant and includes:

1. A brief overview of the partner applicant's business entity including length of existence and product type/method of sale.
2. Confirmation of GO TEXAN Mark use on products.
3. Photos of GO TEXAN Mark use.
4. A conflict-of-interest confirmation.
5. Confirmation of GO TEXAN partnership level.
6. Confirmation of GO TEXAN eligibility.

STEP 4: Complete Project Narrative

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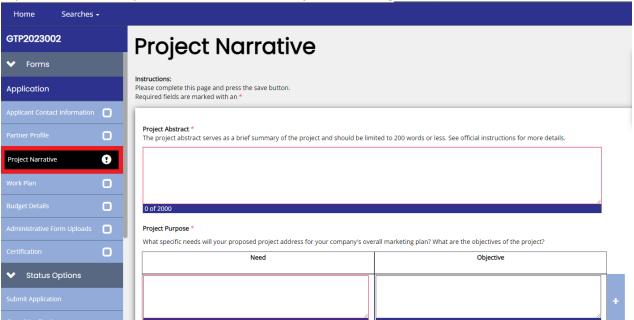

Figure 14. Partner Narrative location

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

Project Abstract.
The project abstract serves as a brief summary of the project and should be limited to 200 words or less and must contain the following:

1. A brief description/overview of the proposed project activities and the Texas agricultural products the grant will promote;
2. The specific objectives of the project and its importance to the applicant;
3. A summary of the applicant's overall marketing plan and how this project plays a role in that plan; and
4. A short description of how the project will further enhance the GO TEXAN Program, and how the applicant will utilize the GO TEXAN certification mark within the overall marketing plan and project.

Project Impact.
- Describe the project's anticipated benefits to the applicant, other businesses, organizations, or region. Consider including the following in your response:
  o What are the project's anticipated benefits to TDA's GO TEXAN program?
  o How many people do you employ?
  o If the project is successful:
    - Will it increase employment?
    - Will it increase the quantity of ingredients you source from Texas producers or purchase from other Texas companies?

Project Data.

- State the expected annual sales percentage increase to be achieved as a result of this project.

- If you produce or promote value-added product(s) that are not directly grown or raised in Texas, indicate the percentages of raw materials in the product that are Texas-grown or Texas-raised (by volume and value) on an annual basis. Be specific and list each ingredient with percentages, e.g., 30 percent Texas tomatoes valued at $7,000.

- Provide a short description of any preliminary market research conducted that may relate to your entity, product, or project. Market research is not required to apply for MEGA funds.

Success Quantification.
Metrics for measuring marketing performance are the results that you hope to achieve through the project activities. This can also be known as Key Performance Indicators. Describe how you will measure the success of the project to ensure your company's marketing efforts are successful.

- Goal - the objective that you are seeking.
    - Sales Growth
    - Leads
    - Increase brand awareness
    - Retain jobs
    - Increase online presence
  - Customer acquisition
  - Social media reach and engagement
  - Email marketing performance
  - Website traffic
  - Customer retention

- o Target - the specific number, dollar amount, etc. that you are hoping to achieve.
    - ▪ Examples: 10% increase in sales within one year, increase website hits by 15%

- o Performance Measure –The tool you will use to measure whether the goal and target are achieved.
    - Examples include, but are not limited to:
        - o sales figures will be collected from retailers;
        - o Tracking the number of hits to a website;
        - o Reporting the number of contacts made at specific shows;
        - o Reporting the number of calls generated by an advertisement;
        - o Reporting increase in sales at stores where in-store demos occurred; or
        - o Reporting increase in sales at restaurants where promotions occurred.

After completing the Project Narrative form, click the **Save** button in the top right hand corner (Figure 10). After clicking the **Save** button, if any required sections are missing, an error message will appear (Figure 11).

STEP 4: Complete Work Plan

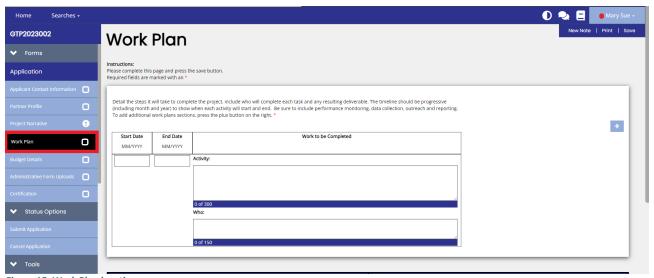Expand the **Forms** drop down menu and select **Work Plan** (Figure 15).

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, 2023 and be completed no later than December 31, 2024. <u>TDA will not reimburse any expenses incurred prior to the start date of a grant award.</u>

1. List <u>ALL</u> 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 10). After clicking the **Save** button, if any required sections are missing, an error message will appear (Figure 11).

Step 5: Complete Budget Details
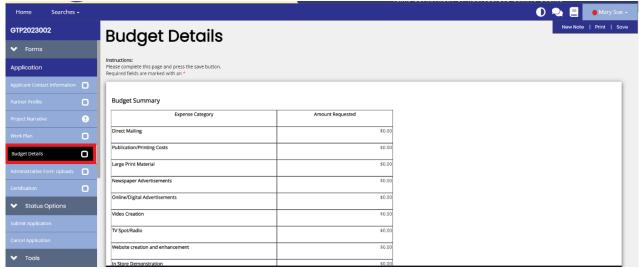Expand the **Forms** drop down menu and select **Budget Details** (Figure 16).

Figure 16. Budget Form location

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

NOTE: All sections of the **Estimated Grant Project Budget** are required.

See "Budget Information" section for additional gudiance on "elgible expenses".

Step 6: 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 17).

Figure 17. 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 18). Click on the selection in the drop down menu and review and resolve the error messages.

Figure 18. 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 19). To certify your application, check the box (Figure 19). The section is then complete. Click **Save** in the top right corner.
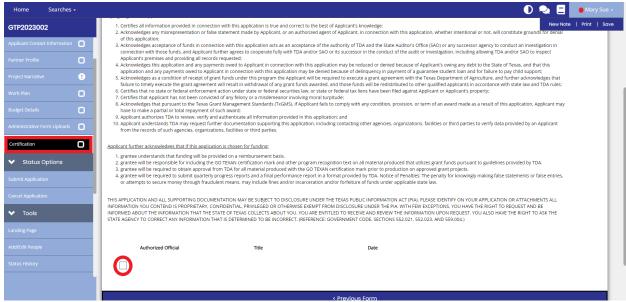

Figure 19. Certification and check box location

Step 7: 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 20). Select **Submit Applicaiton.**
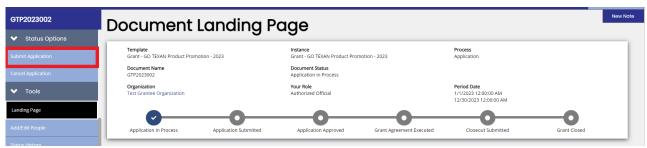

Figure 20. Status Options drop down menu and Application Submitted button location

NOTE: If errors remain, an **Errors Present** message will pop up (Figure 21). You may click on each section name to be directed to the errors.

Figure 21. 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 22).
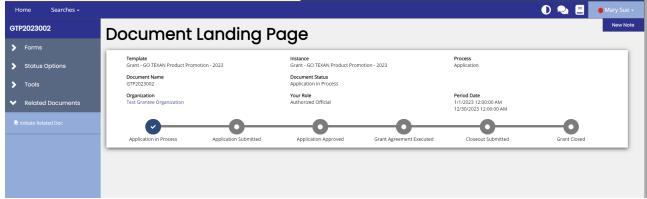

Figure 22. After application submission, you will return to the Document Landing Page.

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 Standard Time Zone) and are displayed on your TDA-GO home screen.

Confirmation Email

After submitting your application, you will receive a confirmation email (Figure 23).

From: websites@agatesoftware.com <websites@agatesoftware.com>
Sent: Tuesday, April 13, 2021 10:57 AM

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 23. Example of confirmation email

TDA-GO New User Instructions

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.

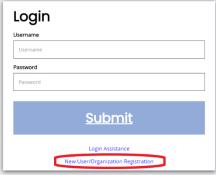## Step 2: Registering a New User Organization in TDA-GO

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.

Legend
First Name (Required)
Last Name (Required)
SAM/UEI & DUNS (Required)
– Enter all zeros if you do not
have these numbers (e.g.
000000000) 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/GTP 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).
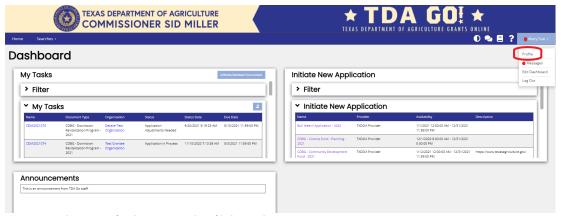
Figure 1. Landing page after logging in and Profile button location

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.
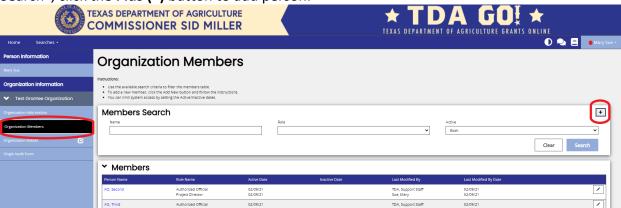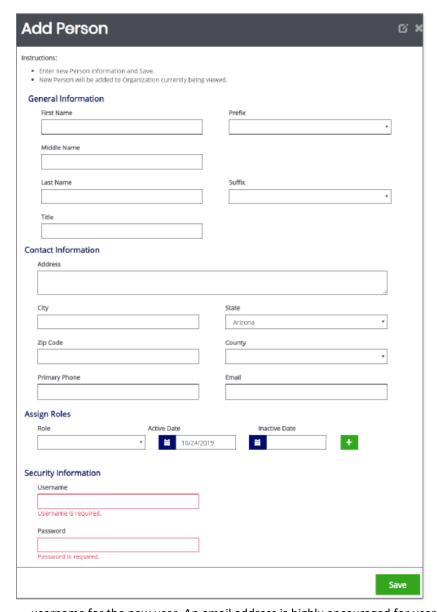

Figure 3. Location of Plus (+) button to add new organization members (AO and PD)

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.

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.
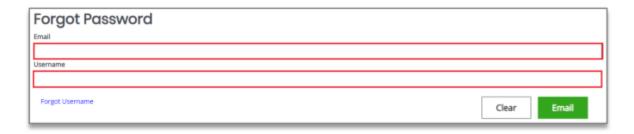
Username (Required) – create a username for the new user. An email address is highly encouraged for usernames.

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 temporary password 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 the email address. Click on the Email button. A temporary password will be sent to the email address supplied.

Forgot Password

Email

Username

Forgot Username   [Clear] [Email]

3) Once the user has received a temporary password, they will need to login.

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.

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.

Password   Confirm Password