



GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT
STATE OF CALIFORNIA • OFFICE OF GOVERNOR GAVIN NEWSOM

CANNABIS EQUITY GRANTS PROGRAM FOR LOCAL JURISDICTIONS

Application Guide

(Updated February 5, 2020)

INTRODUCTION

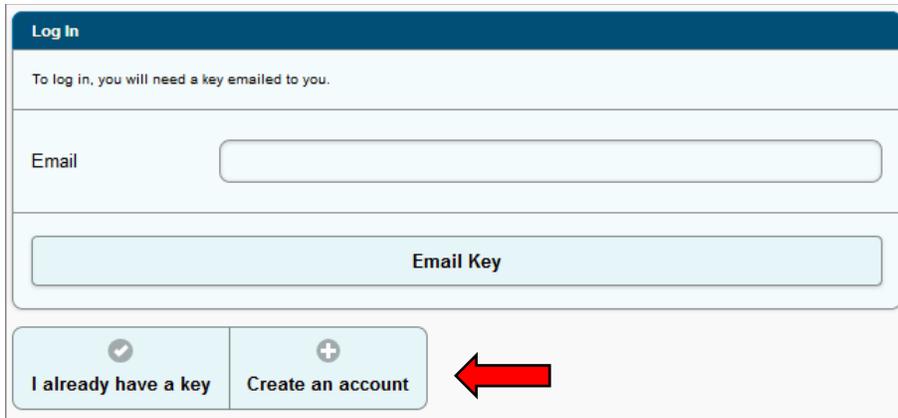
This reference guide is designed to help users complete the Cannabis Equity Grants Program for Local Jurisdictions (CEG) online application which is administered by the Governor’s Office of Business and Economic Development (GO-Biz). Prospective applicants should read this guide before starting and while completing the application.

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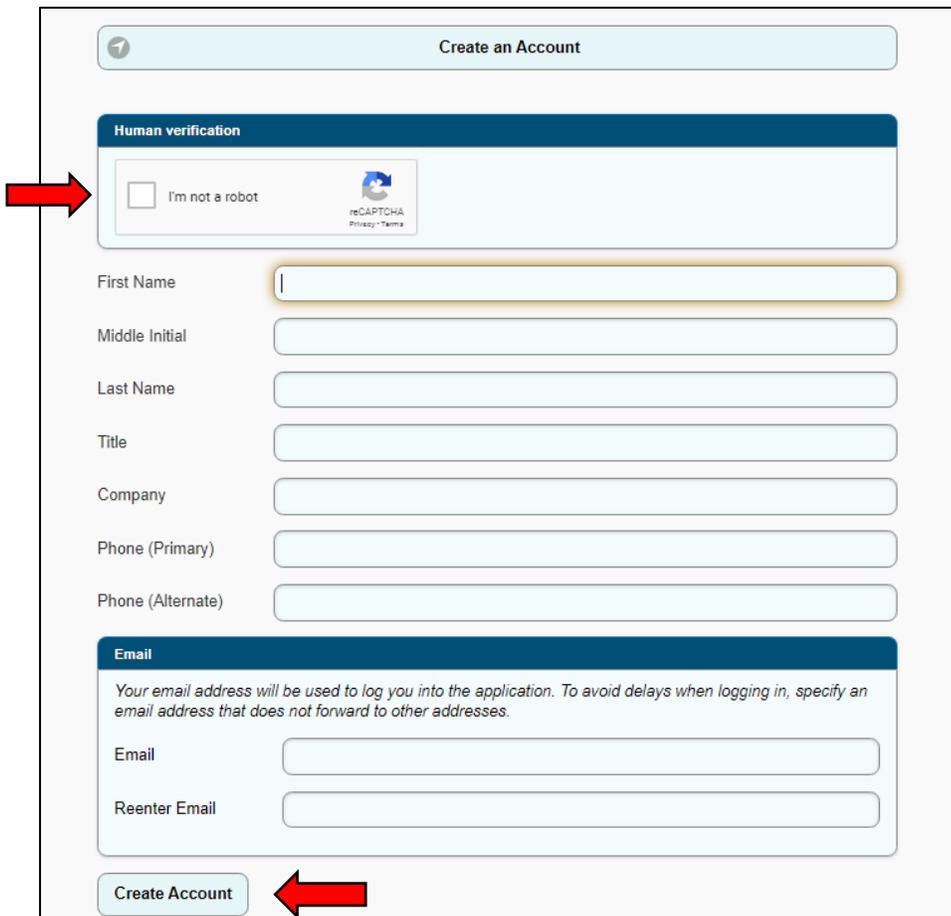
CREATING AN ACCOUNT

The CEG program application must be submitted electronically via the online portal available at www.CannabisEquityGrants.business.ca.gov¹. First, applicants need to create an account by selecting the “Create an Account” button on the login screen shown below.



The screenshot shows a login interface with a dark blue header labeled "Log In". Below the header, a message states: "To log in, you will need a key emailed to you." There are two input fields: "Email" and "Email Key". At the bottom, there are two buttons: "I already have a key" (with a checkmark icon) and "Create an account" (with a plus icon). A red arrow points to the "Create an account" button.

A new window will open, prompting the user to check the “human verification” box and enter their name, title, company (jurisdiction name), phone number(s), and email address. When all fields are complete, click the “Create Account” button.



The screenshot shows the "Create an Account" form. At the top, there is a header "Create an Account" with a back arrow. Below it is a "Human verification" section with a checkbox labeled "I'm not a robot" and a reCAPTCHA logo. A red arrow points to the checkbox. Below the verification section are input fields for "First Name", "Middle Initial", "Last Name", "Title", "Company", "Phone (Primary)", and "Phone (Alternate)". Below these is an "Email" section with a message: "Your email address will be used to log you into the application. To avoid delays when logging in, specify an email address that does not forward to other addresses." There are two input fields: "Email" and "Reenter Email". At the bottom, there is a "Create Account" button with a red arrow pointing to it.

¹ GO-Biz complies with the Americans with Disabilities Act. If an applicant is unable to complete the online application due to a disability, please contact GO-Biz to request a reasonable accommodation.

Note: Each jurisdiction may submit only one application. If a single individual represents more than one jurisdiction (such as a consultant or other authorized representative) and needs to create more than one application, they should use their own personal contact information to create an account. They will then be able to create, edit, submit and have access to multiple applications.

For security reasons, GO-Biz requires users to enter a unique six-digit access key each time they log into their account. Each time the user wishes to log into their account at www.CannabisEquityGrants.business.ca.gov, they must enter their email address in the “Email” field then click on the “Email Key” button. A six-digit access key will be emailed to the applicant, which they may copy and paste or type into the required text box. A new access key is needed each time a user logs in. For security reasons, access keys expire after 30 minutes. If the access key expires prior to the user logging into the account, the user must repeat the process and obtain a new access key.



The screenshot shows a web interface for logging in. At the top, there is a dark blue header with the text "Log In". Below the header, a light blue box contains the instruction "To log in, you will need a key emailed to you." Underneath this instruction is a form with two main sections. The first section is labeled "Email" and contains a single-line text input field. The second section is a wide, light blue button labeled "Email Key". A red arrow points from the right side of the "Email Key" button towards the left, indicating the action to be taken.

Please Note:

Some email servers with aggressive SPAM/virus protection can delay delivery of the email. If the delay is greater than 30 minutes, the applicant will not be able to log in.

There are two possible solutions:

1. The user should ask the employer’s IT team to allow emails from CEG@gobiz.ca.gov to be immediately delivered and/or add this email address to a “trusted” list; or
2. The user may create an account using an alternative email provider (e.g., Gmail, Yahoo, Hotmail, etc.) that does not have the same delivery delays.

If the access code is not received, make sure that the email being used is the same email address that is associated with the account profile. Also, check any spam filters and junk folder as the email might have been blocked.

Once the account has been created, the user profile can be edited at any time by clicking on the account name in the top right corner of the application and selecting “Edit My Profile”. Note that changing the email address in the user’s profile will change the email address required for logging in.

CREATING AN APPLICATION

To create an application, log in at www.CannabisEquityGrants.business.ca.gov and click the “Create a New Application” button.



From the Create Application page, the applicant will be asked to provide basic information about their jurisdiction.

Local Jurisdiction Name (Please make sure the “Local Jurisdiction Name” is the official, legal name of the jurisdiction)

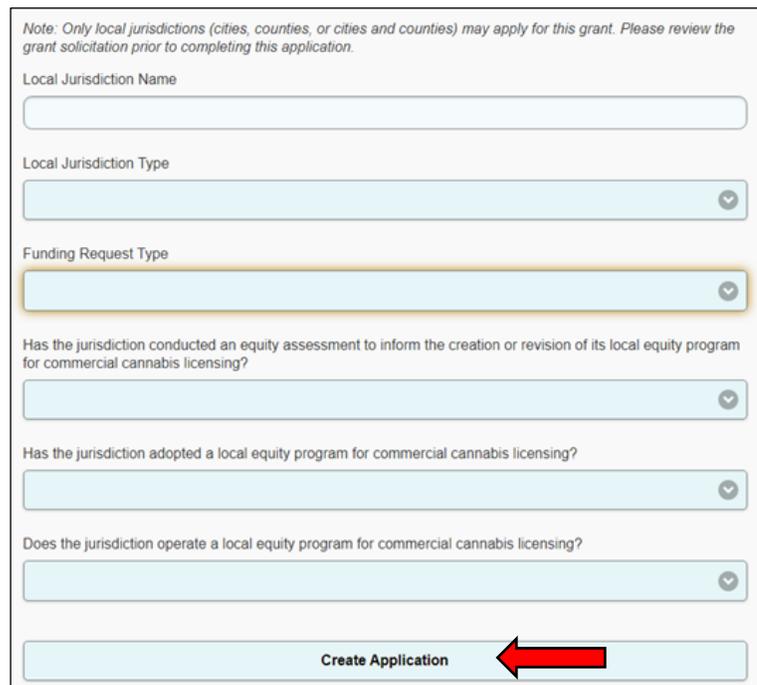
Local Jurisdiction Type (Select either City, County, or City and County)

Funding Request Type (Select either Funding Request Type 1: Assistance for Equity Assessment/Program Development, or Funding Request Type 2: Assistance for Equity Applicants and Licensees)

Has the jurisdiction conducted an equity assessment to inform the creation or revision of its local equity program for commercial cannabis licensing? (Select Yes or No)

Has the jurisdiction adopted a local equity program for commercial cannabis licensing? (Select Yes or No)

Does the jurisdiction operate a local equity program for commercial cannabis licensing? (Select Yes or No)



Note: Only local jurisdictions (cities, counties, or cities and counties) may apply for this grant. Please review the grant solicitation prior to completing this application.

Local Jurisdiction Name

Local Jurisdiction Type

Funding Request Type

Has the jurisdiction conducted an equity assessment to inform the creation or revision of its local equity program for commercial cannabis licensing?

Has the jurisdiction adopted a local equity program for commercial cannabis licensing?

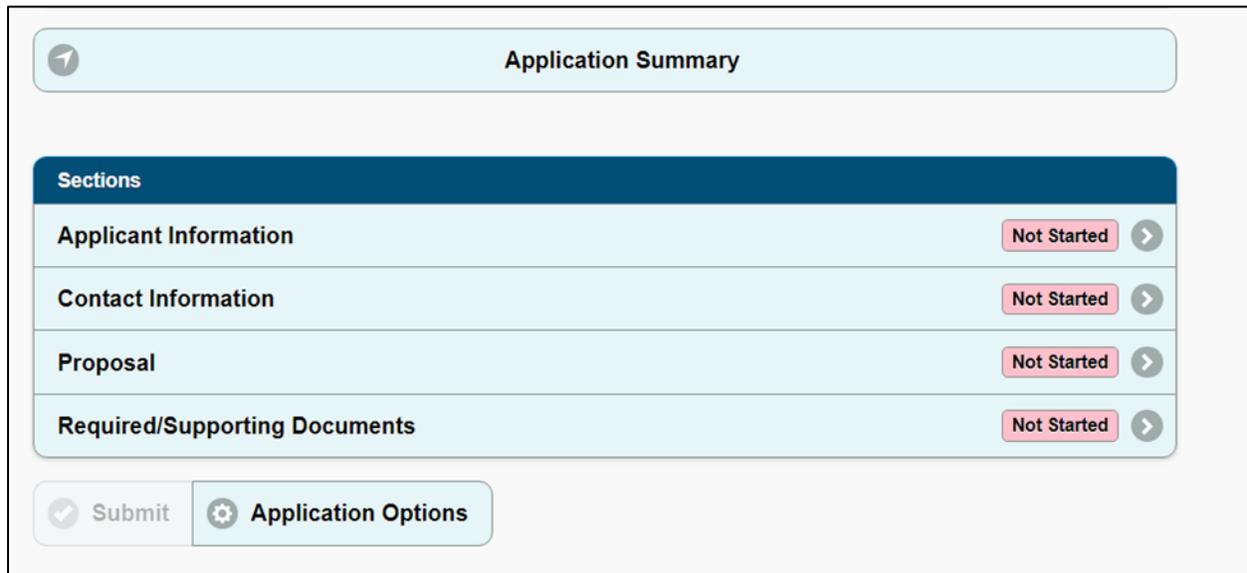
Does the jurisdiction operate a local equity program for commercial cannabis licensing?

Create Application

After completing all required information, click “Create Application.”

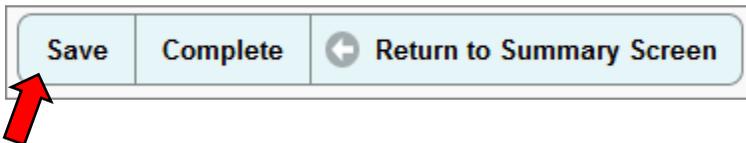
NAVIGATING AND SUBMITTING THE APPLICATION

Once the application is created, the Application Summary screen will populate with the application sections and status, see below.

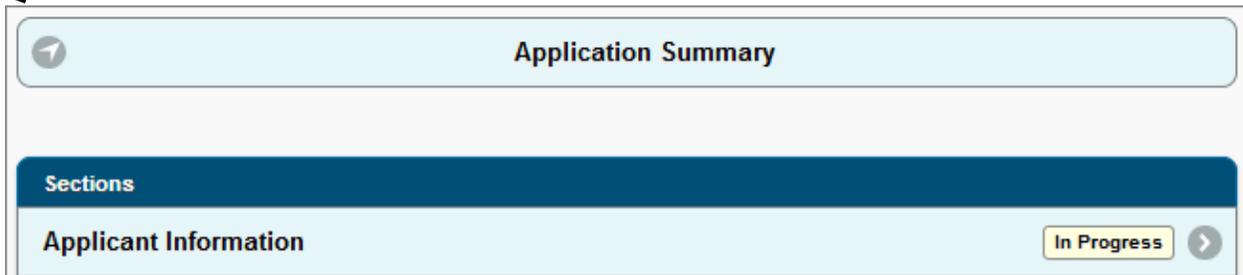


The screenshot shows the 'Application Summary' screen. At the top, there is a header with a back arrow and the title 'Application Summary'. Below this is a 'Sections' table with four rows: 'Applicant Information', 'Contact Information', 'Proposal', and 'Required/Supporting Documents'. Each row has a 'Not Started' status and a right-pointing arrow. At the bottom of the screen, there are two buttons: 'Submit' (with a checkmark icon) and 'Application Options' (with a gear icon).

As questions are answered within each section, click the “Save” button at the bottom of each page to save progress. This action will update the Application Summary page to show the section is “In Progress”.



This close-up shows the bottom navigation bar with three buttons: 'Save', 'Complete', and 'Return to Summary Screen'. A red arrow points to the 'Save' button.



The screenshot shows the 'Application Summary' screen after the 'Applicant Information' section has been updated. The 'Applicant Information' row now shows 'In Progress' status and a right-pointing arrow. The other sections are not visible in this view.

Once all required questions within a section have been answered or completed, click on the “Complete” button. All sections must be marked as “Complete” before the application can be submitted. Applicants can make changes to sections marked as complete for unsubmitted applications until the submission deadline.

When all required sections are completed, submit the application by clicking on “Submit” from the Application Summary page.

Sections

Applicant Information	Complete >
Contact Information	Complete >
Proposal	Complete >
Required/Supporting Documents	Complete >

Submit Application Options

On the next screen the user will check the box to agree to specified conditions and click “Submit Application.”

Submit Application

By clicking the “Submit Application” button, you are certifying the information is complete and accurate and that you have the authority to file this application on behalf of the applicant. Further, by clicking the “Submit Application” button, you agree that the person designated as the primary contact in the Contact Information section is the responsible representative for the applicant and GO-Biz will communicate directly with this person. Additionally, the e-mail address listed for the person designated as the primary contact in the Contact Information section is the authorized e-mail address and the owner of that e-mail address is responsible for receipt of GO-Biz communications sent to that e-mail address. GO-Biz is not responsible for any e-mail not received due to the recipient’s security or anti-spam software, or any problems within the recipient’s e-mail system. All information collected by GO-Biz is subject to the California Public Records Act (PRA) although certain information, such as trade secrets, financial information and other proprietary information may be exempt from a PRA request.

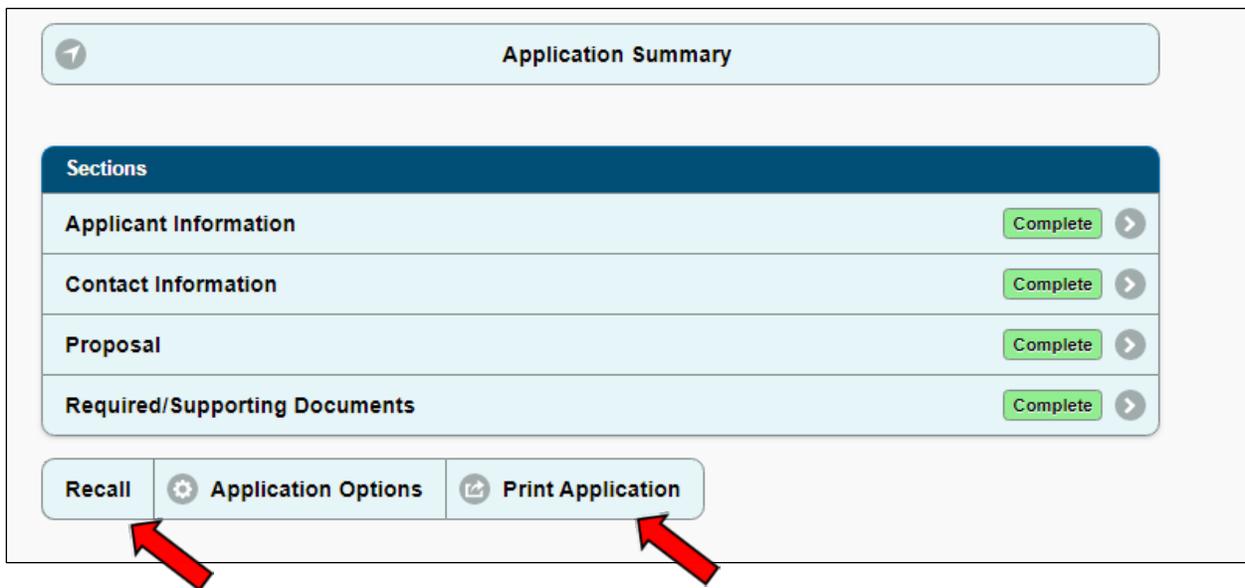
I agree to the conditions above.

Submit Application

Note: You may “Recall” an application and make changes until the application period closes. Once the application period closes, no more changes can be made.

The user will receive a confirmation email from CEG@gobiz.ca.gov within approximately 5 minutes with the subject “Your application was submitted.” Please retain this email for your records.

Once submitted, an applicant can print a PDF copy of the completed application by clicking on the “Print Application” button at the bottom of the Applicant Summary screen. Please retain this PDF for future reference and to ensure accurate data entry. Additionally, if the application period is still open, an applicant may “Recall” a previously submitted application, amend it, and resubmit it before the due date.



APPLICATION SECTIONS

The following will cover specific information for each section of the application.

APPLICANT INFORMATION

In this section please provide general information about the Local Jurisdiction.

Local Jurisdiction Name: the local jurisdiction name will be populated automatically when the application is created.

Federal Employer Identification Number: The Federal Employer Identification Number (FEIN or EIN) is a unique, nine-digit number issued by the Internal Revenue Service (IRS) to identify an organization. The FEIN must be entered in the correct format and match IRS documents.

What was the local jurisdiction's population size as of January 1, 2019 as published on the Department of Finance's (DOF) [website](#)?

Does the local jurisdiction have a culture or perspective on equity, including policies, programs, and/or practices that address social equity and justice?
(If yes, please describe)

Website address for the jurisdiction's local equity program (if applicable).

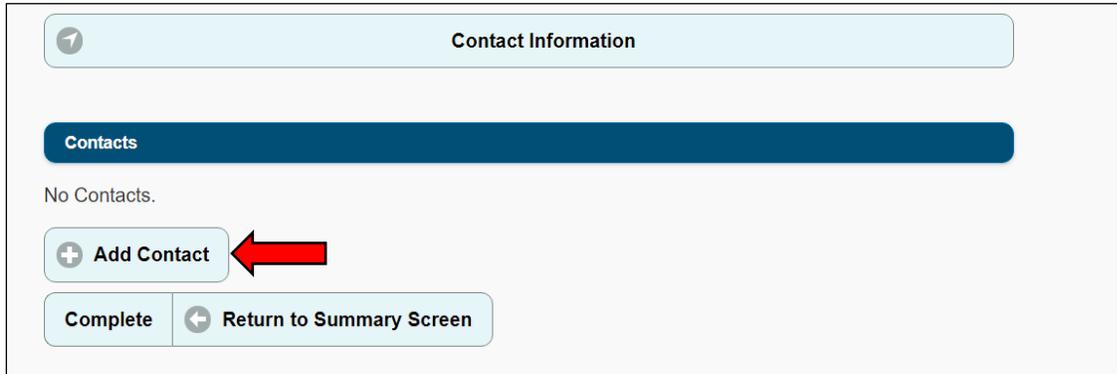
Mailing address: enter the applicant jurisdiction's mailing address.

Payment address: enter the address to which any grant payments should be sent if different than the mailing address.

CONTACT INFORMATION

In this section the applicant must add contact information (name, email address, phone number, etc.) for a primary contact and any additional individuals who may be contacted about the application.

Click “Add Contact.” A new screen will open.



Enter the name, email address, phone number, and other details in the fields provided. When finished, click the “Add Contact” button at the bottom of the screen.



Primary Contact: A primary contact must be designated (by checking the “Check if primary contact” box pictured above) in order to complete this section. The primary contact will be the main point of contact that GO-Biz will communicate with during the application and evaluation period. Please ensure the email address provided for the primary contact is regularly monitored.

Note: GO-Biz is not responsible for unreceived emails due to spam filters, internet connectivity issues, or any other similar disruptions in service.

Adding Additional Application Users

Contacts added in the Contact Information section are only used for communication purposes; this does not grant the contact access to the online application. In order to provide access to additional users, first make sure each additional user has created their own account, then go to the Application Summary screen and click on “Application Options.”

1 Application Summary

Sections

Applicant Information	Not Started >
Contact Information	Not Started >
Proposal	Not Started >
Required/Supporting Documents	Not Started >

Submit Application Options ←

Then click on “Application Users”.

1 Application Options

Application Users ←

General Data

History

Copy

Delete Application

Enter the new user’s email address and click “Add User to Application.”

New User for this Application

Email Address for New User

Add User to Application ←

PROPOSAL

In this section, the applicant will respond to a series of questions to provide detailed information about their proposal.

Applicants for “**Funding Request Type 1: Assistance for Equity Assessment/Program Development**” may request up to \$150,000. Applicants for Funding Request Type 1 must complete the seven questions detailed in [Appendix A](#).

Applicants for “**Funding Request Type 2: Assistance for Equity Applicants and Licensees**” may request up to \$10,000,000 and must complete the 28 questions detailed in [Appendix B](#).

While completing the proposal section of the online application, users are encouraged to click “Save” at the bottom of the screen to save progress often. After completing all questions in the proposal section, click “Complete” at the bottom of the screen.

REQUIRED/SUPPORTING DOCUMENTS

In this section, the applicant will upload all required and supporting documentation.

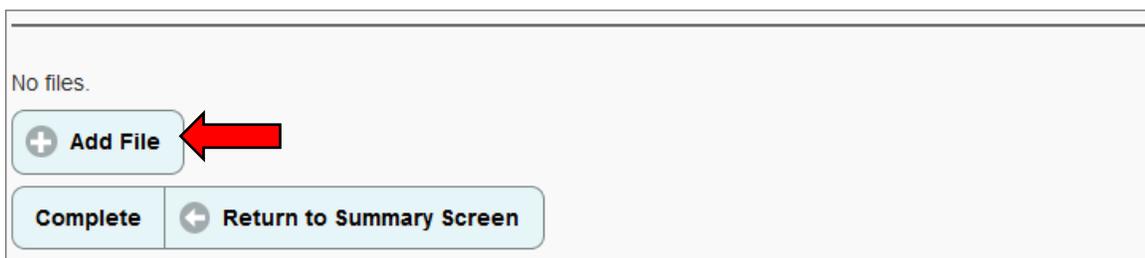
The following documents are required for “**Funding Request Type 1: Assistance for Equity Assessment/Program Development**” applications:

- Government Agency Taxpayer ID form – download this form at www.business.ca.gov/CEG.
- GO-Biz Budget Spreadsheet – download the budget template at www.business.ca.gov/CEG.

The following documents are required for “**Funding Request Type 2: Assistance for Equity Applicants and Licensees**” applications:

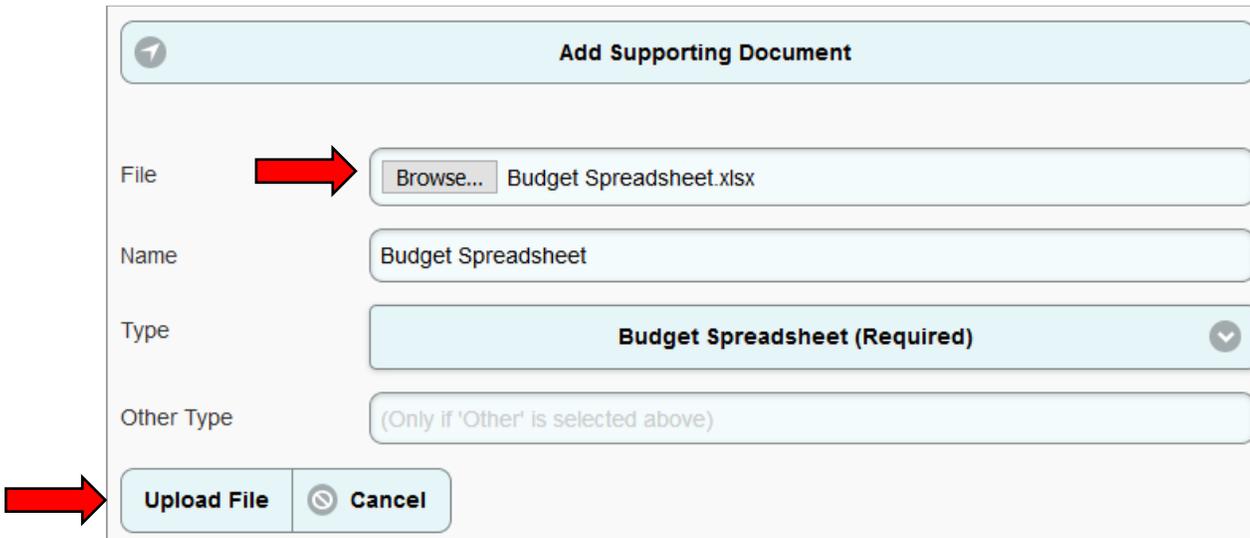
- Government Agency Taxpayer ID form – download this form at www.business.ca.gov/CEG.
- GO-Biz Budget Spreadsheet – download the budget template at www.business.ca.gov/CEG.
- The jurisdiction’s local equity ordinance, resolution, regulation, or code that establishes its local equity program.
- The jurisdiction’s cannabis equity assessment study/report.
- Itemized list of the jurisdiction’s annual investment in its local equity program.

Please see the Grant Solicitation for additional information about optional documents. To upload a document, click the “Add File” button.



The screenshot shows a document upload interface. At the top, it says "No files." Below this, there is a button labeled "Add File" with a plus sign icon. A red arrow points to this button. Below the "Add File" button, there are two more buttons: "Complete" and "Return to Summary Screen" with a left-pointing arrow icon.

Select “Browse” to find the file on your computer, enter the name of the file and select the document type using the drop-down menu. Then click “Upload File”.



Add Supporting Document

File  Budget Spreadsheet.xlsx

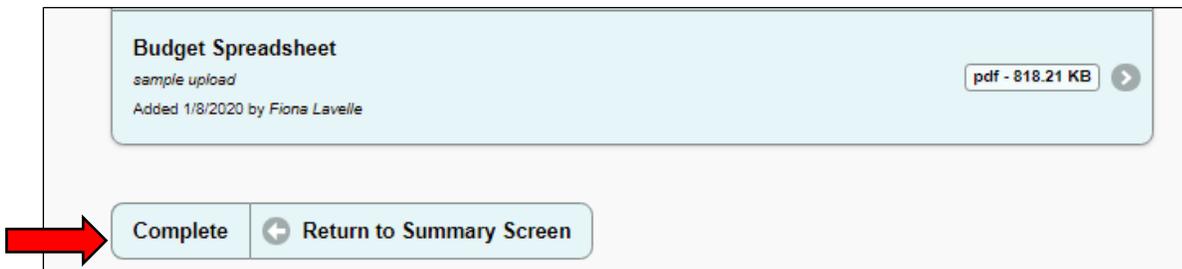
Name Budget Spreadsheet

Type **Budget Spreadsheet (Required)**

Other Type (Only if 'Other' is selected above)

Upload File  **Cancel**

Once all documentation is uploaded, click the “Complete” button. All required documentation must be uploaded in order to complete this section.



Budget Spreadsheet
sample upload
Added 1/8/2020 by Fiona Lavelle

pdf - 818.21 KB 

Complete  **Return to Summary Screen**

ADDITIONAL ASSISTANCE

If any additional assistance is needed, please contact the Cannabis Equity Grants Program team by emailing CEG@gobiz.ca.gov or calling 916-322-2683.

APPENDIX A: PROPOSAL QUESTIONS FOR “FUNDING REQUEST TYPE 1: ASSISTANCE FOR CANNABIS EQUITY ASSESSMENT/PROGRAM DEVELOPMENT” APPLICATION

Proposal

1. Total Amount Requested (\$)

(Whole number, from 1 to 150,000)

2. Executive Summary: Please describe your proposal in 3-5 sentences (1750 characters)

3. Describe the local jurisdiction’s interest in supporting equity in the cannabis industry by completing an equity assessment and/or developing a cannabis equity program. (1750 characters)

4. Who will be responsible for conducting the cannabis equity assessment and/or developing the local equity program and please describe their experience performing similar studies, and/or program development? (1750 characters)

5. How does the jurisdiction intend to use its cannabis equity assessment to inform the creation, revision, and/or development of its local equity program? (1750 characters)

6. Please provide a timeline and specific activities for the completion of the cannabis equity assessment and/or local equity program development. (1750 characters)

7. Describe your anticipated expenses (budget narrative) as listed in the budget spreadsheet. (3500 characters)

[Save](#) [Complete](#) [← Return to Summary Screen](#)

APPENDIX B: PROPOSAL QUESTIONS FOR “FUNDING REQUEST TYPE 2: ASSISTANCE FOR CANNABIS EQUITY PROGRAM APPLICANTS AND LICENSEES” APPLICATION

7 Proposal	
1. Total Amount Requested (\$)	<input type="text" value="(Whole number, from 1 to 10,000,000)"/>
2. Executive Summary: Please describe your proposal in 3-5 sentences (1750 characters)	<input type="text"/>
Local Equity Assessment Information	
3. Describe the communities and populations within the local jurisdiction that have been negatively or disproportionately impacted by cannabis criminalization. (1750 characters)	<input type="text"/>
4. How did the local jurisdiction identify the impacted communities and populations (Source/Process)? (1750 characters)	<input type="text"/>
5. Describe how the jurisdiction’s local equity program design and/or implementation serves the communities and populations identified in its equity assessment. (1750 characters)	<input type="text"/>

(Continued on next page)

Local Equity Program Components

6. When was the jurisdiction's local equity program adopted?

mm/dd/yyyy

7. Which of the following program elements does the jurisdiction's local equity program include? (Check all that apply as of the application due date)

- Small business support services including technical assistance or professional and mentorship services.
- Tiered fees or fee waivers for cannabis-related permits and licenses.
- Assistance in paying state regulatory and licensing fees.
- Assistance securing business locations prior to or during the application process.
- Assistance securing capital investments or direct access to capital.
- Assistance with regulatory compliance.
- Assistance in recruitment, training, and retention of a qualified and diverse workforce, including transitional workers.
- Low-interest or no-interest loans or grants to local equity applicants or local equity licensees to assist with startup and ongoing costs.

8. How many verified local equity applicants does the local jurisdiction currently have? (Exclude any equity applicants for license types that will not likely be obtainable in the next 12 months due to the jurisdiction's licensing cap.)

9. How many verified local equity license holders does the local jurisdiction currently have? (This only refers to individuals who have been issued a local license, permit, or other authorization by the local jurisdiction.)

10. Describe the outputs and outcomes of the jurisdiction's local equity program elements to date. (3500 characters)

Local Equity Program Regulatory Framework

11. Explain how the jurisdiction's local equity program and regulatory framework facilitates an equitable and economically just industry. (3500 characters)

12. Describe how the local jurisdiction has demonstrated a commitment or has taken steps to remove local barriers to entering the legal cannabis market for local equity applicants and local equity licensees. (3500 characters)

13. Describe the criteria used to determine who qualifies for participation in the jurisdiction's local equity program. (3500 characters)

14. Describe the process for local equity program applicants to obtain a commercial cannabis license from the jurisdiction, including any differences between equity applicants and non-equity applicants. (3500 characters)

15. Does the jurisdiction's local equity program provide expungement services for local equity applicants?

If yes, please describe. (1750 characters)

16. Does the jurisdiction's local equity program provide preferential licensing for local equity applicants?

If yes, please describe. (1750 characters)

17. Does the jurisdiction's local equity program have any shareholder or ownership requirements?

If yes, please describe. (1750 characters)

18. Does the jurisdiction's local equity program provide business and/or financial education services?

If yes, please describe. (1750 characters)

19. Does the jurisdiction's local equity program include an incubator program?

If yes, please describe. (1750 characters)

20. Does the jurisdiction have zoning regulations for commercial cannabis that are different for its local equity licensees?

If yes, please describe. (1750 characters)

21. Does the jurisdiction have licensing caps or limitations for commercial cannabis that are different for its local equity licensees?

If yes, please describe. (1750 characters)

22. How does the jurisdiction ensure eligible communities and populations are made aware of the benefits offered by its local equity program? (1750 characters)

23. How does the jurisdiction collect and address feedback from communities and populations eligible for its local equity program? (1750 characters)

Local Equity Program Goals and Expected Outcomes

24. How many local equity applicants does the jurisdiction intend to serve with the requested funds?

25. How many local equity licensees does the jurisdiction intend to serve with the requested funds?

26. If the requested funds are awarded, what are the expected outputs and outcomes of the jurisdiction's local equity program? (3500 characters)

Financial Questions

27. What is the jurisdiction's current annual investment in its local equity program? (Exclude any grant funds provided by the State of California, including the Bureau of Cannabis Control) (\$)

(Whole number only, no \$ symbol)

28. For each budget line item and activity identified in the budget spreadsheet, describe how the jurisdiction will use the requested funding to assist its local equity program's applicants and licensees. (3500 characters)