



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 September 30, 2022)

INTRODUCTION

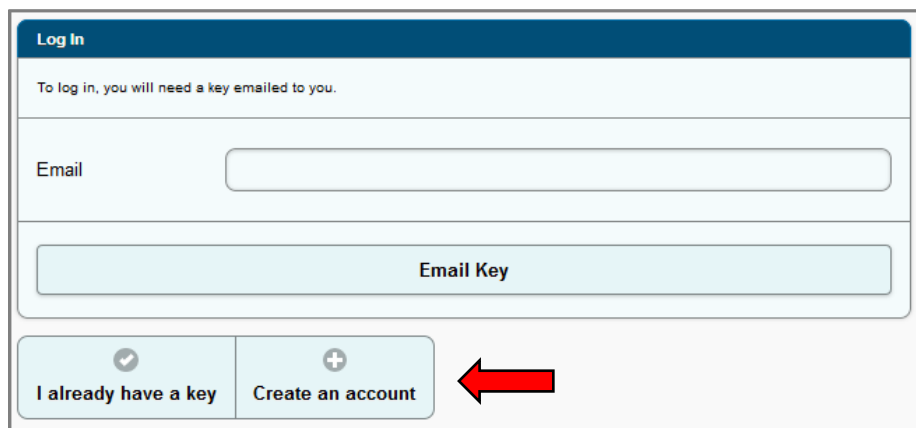
This reference guide is designed to help users complete the Cannabis Equity Grants Program for Local Jurisdictions (CEG) online application which is administered by the Governor’s Office of Business and Economic Development (GO-Biz). Prospective applicants should read this guide before starting and while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

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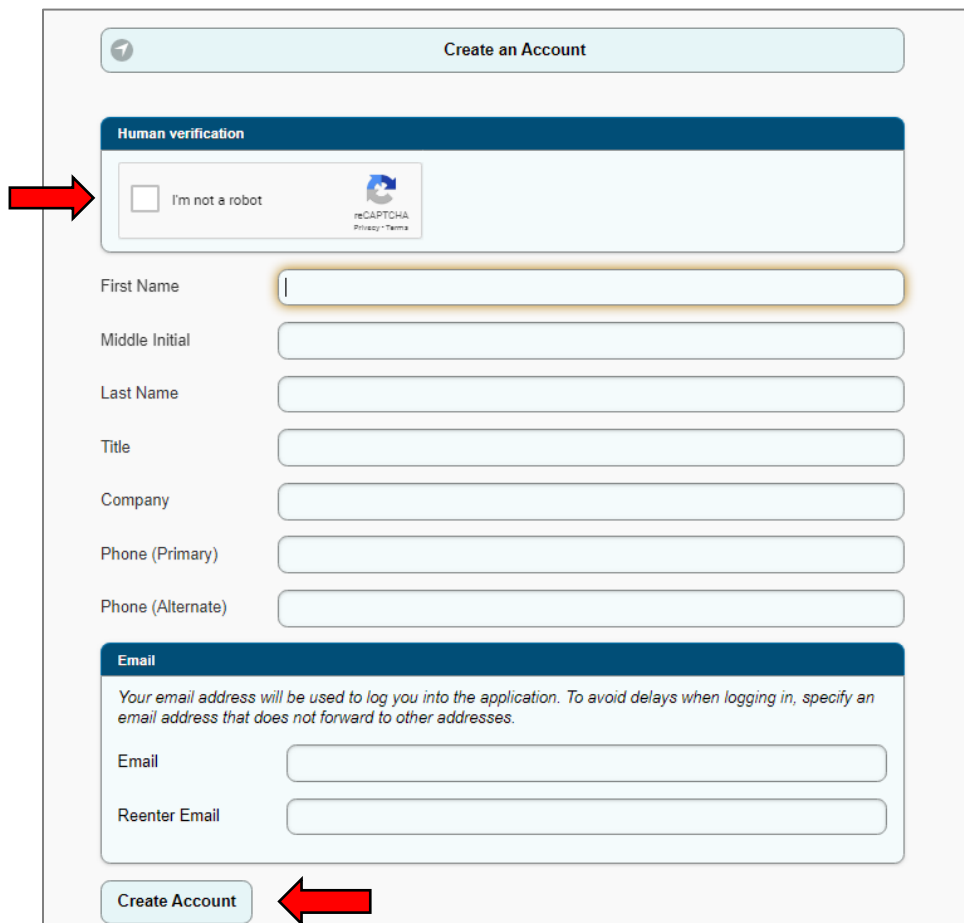
CREATING AN ACCOUNT

The CEG program application must be submitted electronically via the online portal available at www.CannabisEquityGrants.business.ca.gov.¹ First, applicants need to create an account by selecting the “Create an account” button on the login screen.



The screenshot shows the 'Log In' section of the application. It includes a header 'Log In' and a note: 'To log in, you will need a key emailed to you.' Below this are two input fields: 'Email' and 'Email Key'. At the bottom, there are two buttons: 'I already have a key' and 'Create an account'. 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.

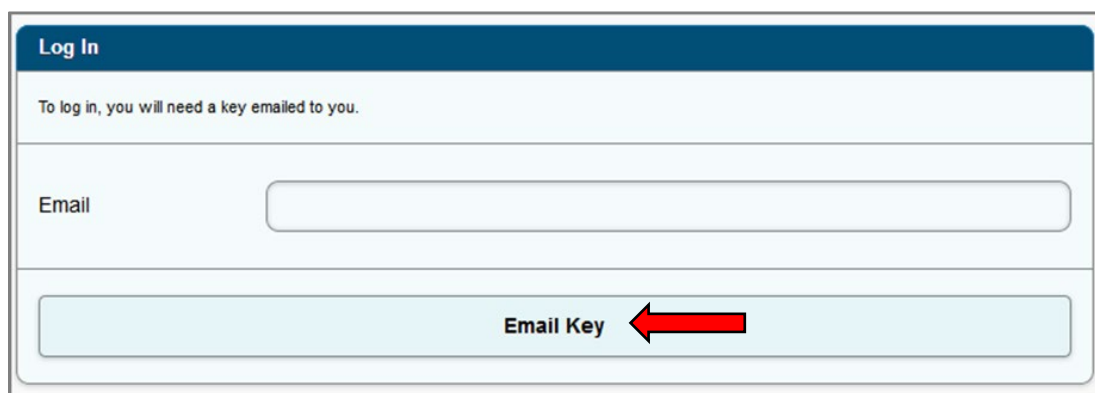


The screenshot shows the 'Create an Account' form. It has a header 'Create an Account' and a 'Human verification' section with a checkbox labeled 'I'm not a robot' and a reCAPTCHA logo. Below this are input fields for 'First Name', 'Middle Initial', 'Last Name', 'Title', 'Company', 'Phone (Primary)', and 'Phone (Alternate)'. There is an 'Email' section with a note: '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.' This section includes 'Email' and 'Reenter Email' input fields. At the bottom is a 'Create Account' button. A red arrow points to the 'I'm not a robot' checkbox, and another red arrow points to the 'Create Account' button.

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 user, 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 form titled "Log In" with a dark blue header. Below the header, a light blue box contains the text "To log in, you will need a key emailed to you." Below this, there is a text input field labeled "Email". At the bottom of the form is a large, light blue button labeled "Email Key". A red arrow points to the "Email Key" button.

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?

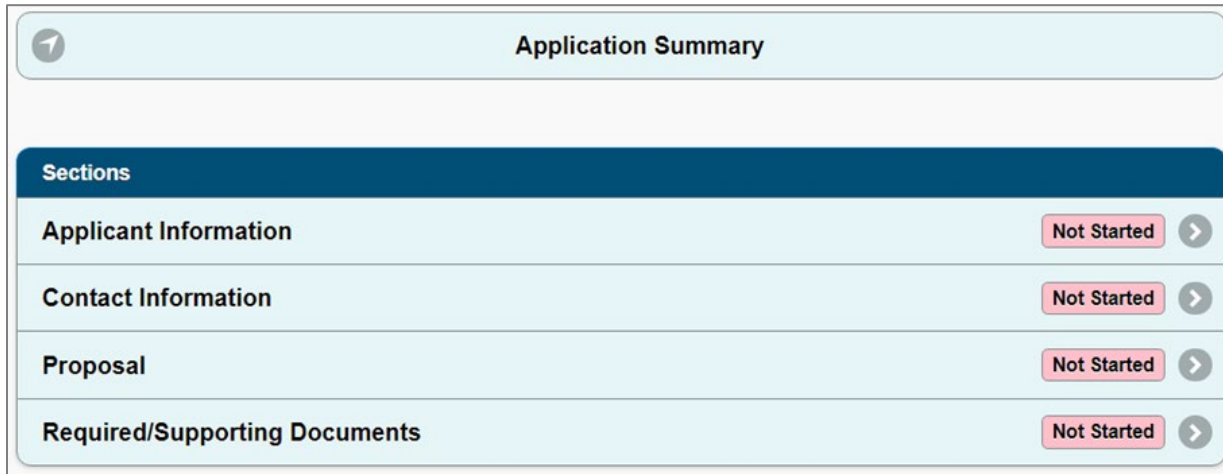
Create Application 

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.

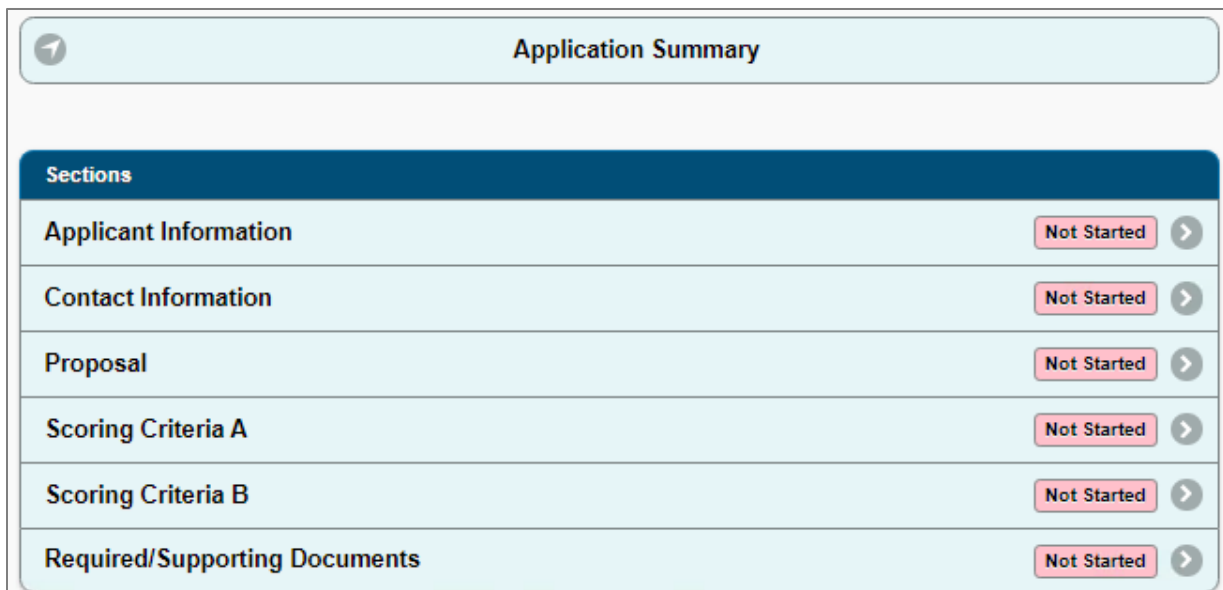
Type 1 Application Summary screen:



The Type 1 Application Summary screen features a header bar with a tab icon and the title "Application Summary". Below this is a table with a dark blue header row labeled "Sections". The table contains four rows, each representing a section of the application. Each row has a section name on the left and a status indicator on the right, consisting of a pink "Not Started" button and a right-pointing chevron icon.

Application Summary	
Sections	
Applicant Information	Not Started >
Contact Information	Not Started >
Proposal	Not Started >
Required/Supporting Documents	Not Started >

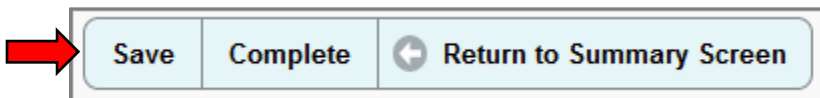
Type 2 Application Summary screen:



The Type 2 Application Summary screen is similar to the Type 1 screen but includes an additional section. It has the same header and "Sections" table. The table contains six rows, with the first three being identical to the Type 1 screen. The fourth and fifth rows are "Scoring Criteria A" and "Scoring Criteria B", both with "Not Started" status and chevron icons. The sixth row is "Required/Supporting Documents", also with "Not Started" status and a chevron icon.

Application Summary	
Sections	
Applicant Information	Not Started >
Contact Information	Not Started >
Proposal	Not Started >
Scoring Criteria A	Not Started >
Scoring Criteria B	Not Started >
Required/Supporting Documents	Not Started >

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".

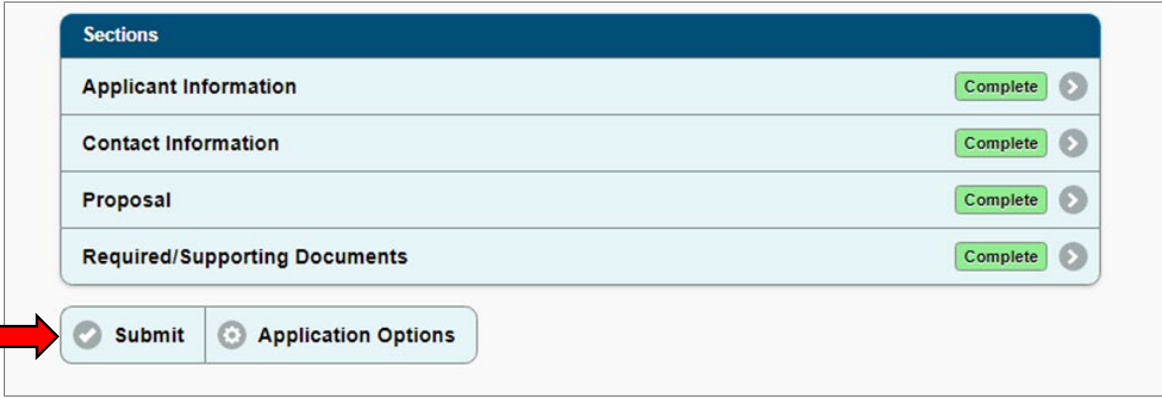


A red arrow points to a row of three buttons. The first button is "Save", the second is "Complete", and the third is "Return to Summary Screen" with a left-pointing chevron icon.


Save	Complete	< Return to Summary Screen
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Once all required questions within a section have been completed, click 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.

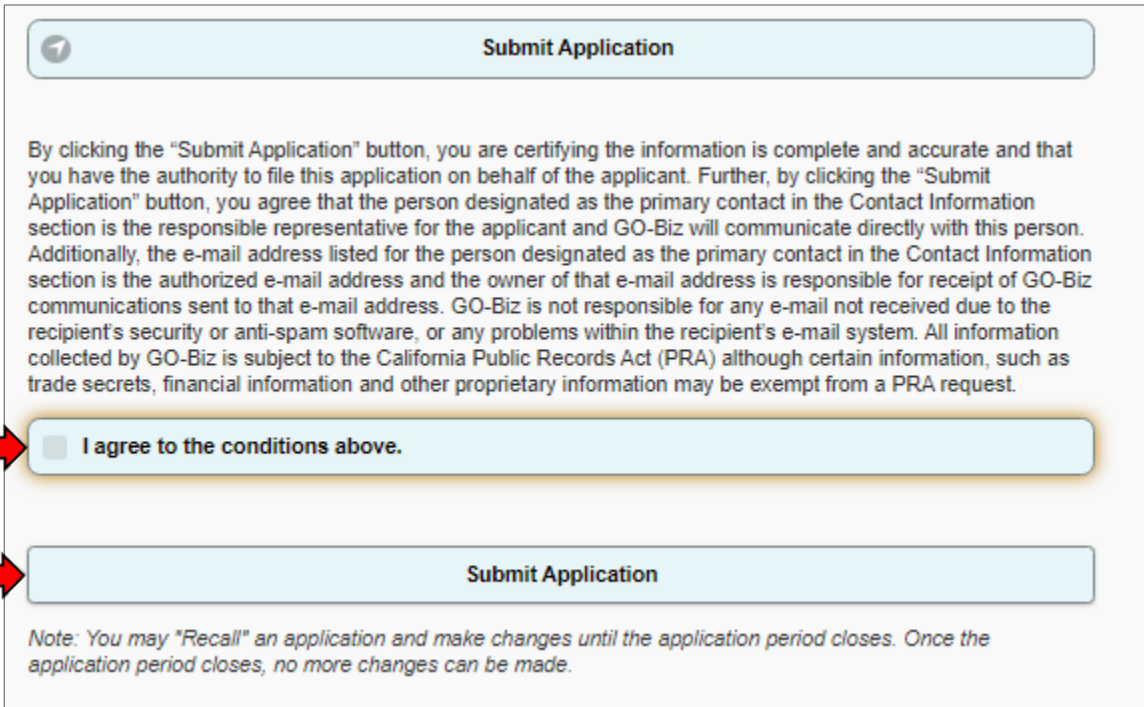
When all required sections are completed, submit the application by clicking “Submit” on the Application Summary page.




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





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.



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.

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).

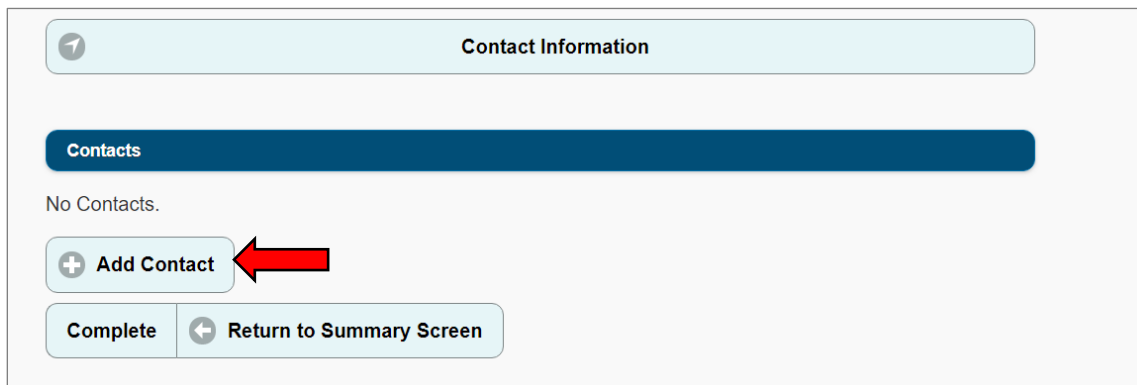
Mailing address: Enter the applicant jurisdiction's mailing address.

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

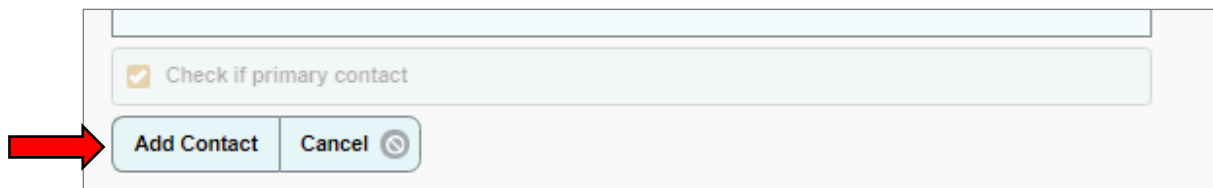
CONTACT INFORMATION

In this section, the user 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.

A screenshot of the 'Contact Information' screen. At the top is a light blue header bar with a back arrow icon and the text 'Contact Information'. Below this is a dark blue bar with the word 'Contacts'. Underneath, it says 'No Contacts.' There are two buttons: a light blue 'Add Contact' button with a plus icon, and a light blue 'Return to Summary Screen' button with a left arrow icon. A red arrow points to the 'Add Contact' button. At the bottom are two buttons: a light blue 'Complete' button and a light blue 'Return to Summary Screen' button with a left arrow icon.

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.

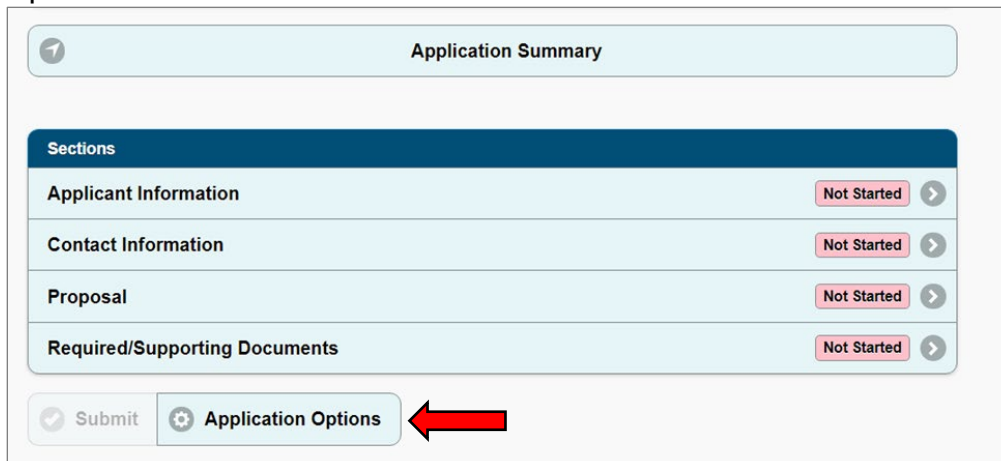
A screenshot of the 'Add Contact' form. It has a light blue header bar with a back arrow icon and the text 'Add Contact'. Below this is a light blue bar with a checked checkbox and the text 'Check if primary contact'. Underneath are two buttons: a light blue 'Add Contact' button and a light blue 'Cancel' button with a right arrow icon. A red arrow points to the 'Add Contact' button.

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.

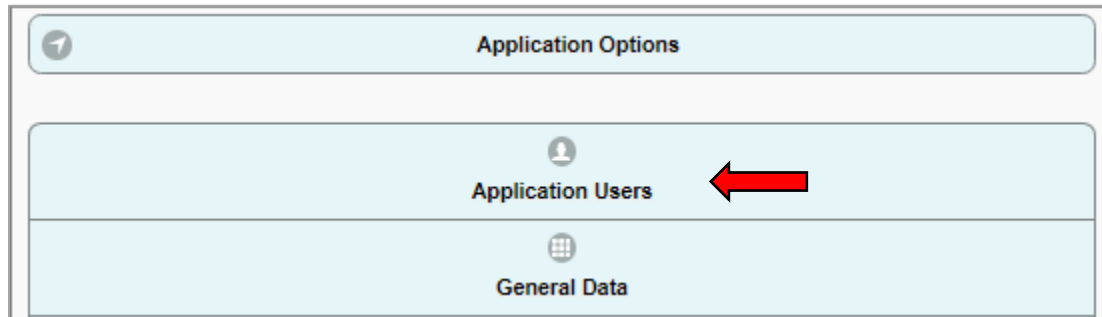
Note: GO-Biz is not responsible for unreceived emails due to spam filters, internet connectivity issues, or any other similar disruptions in service.

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.”

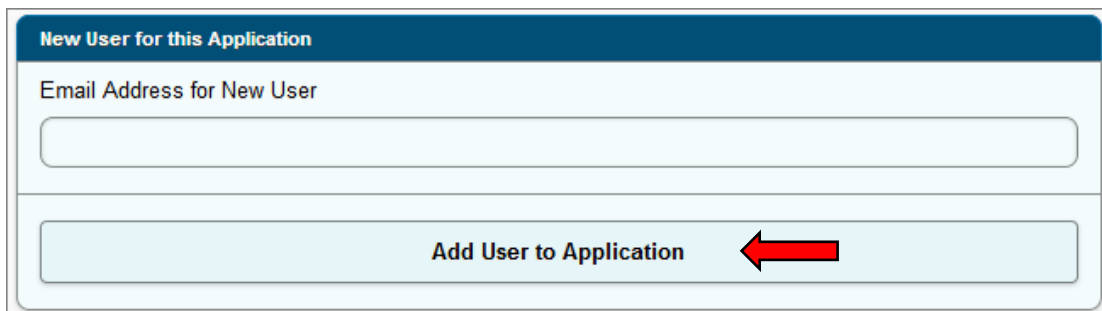
A screenshot of the 'Application Summary' screen. At the top is a light blue header bar with a back arrow icon and the text 'Application Summary'. Below this is a dark blue bar with the word 'Sections'. Underneath is a table with four rows: 'Applicant Information', 'Contact Information', 'Proposal', and 'Required/Supporting Documents'. Each row has a 'Not Started' button and a right arrow icon. At the bottom are two buttons: a light blue 'Submit' button with a checkmark icon and a light blue 'Application Options' button with a gear icon. A red arrow points to the 'Application Options' button.

Then, click on “Application Users.”



The screenshot shows a sidebar menu with three items: "Application Options" (top, with a gear icon), "Application Users" (middle, with a person icon), and "General Data" (bottom, with a grid icon). A red arrow points to the "Application Users" item.

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



The screenshot shows a form titled "New User for this Application". It has a text input field labeled "Email Address for New User". Below the input field is a button labeled "Add User to Application". A red arrow points to the "Add User to Application" button.

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 \$75,000 and must complete the questions in the **Proposal** section of the online application. These questions are detailed in [Appendix A](#).

Applicants for “**Funding Request Type 2: Assistance for Equity Applicants and Licensees**” may request up to \$5,000,000 and must complete the questions in the **Proposal, Scoring Criteria A, and Scoring Criteria B** sections of the online application. These questions are detailed in [Appendix B](#).

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

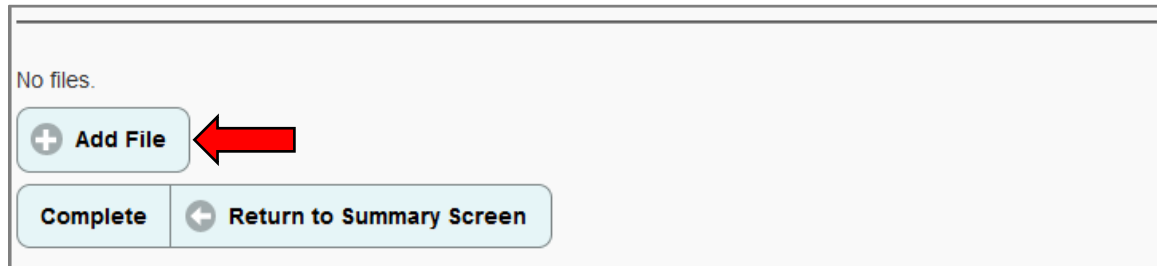
- Government Agency Taxpayer ID form – download this form at www.business.ca.gov/CEG.
- GO-Biz Budget Spreadsheet – download the budget template at www.business.ca.gov/CEG.

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.
- GO-Biz Licensing Detail – download the template at www.business.ca.gov/CEG.

Please see the Grant Solicitation for additional information about optional documents.

To upload a document, click the “Add File” button.

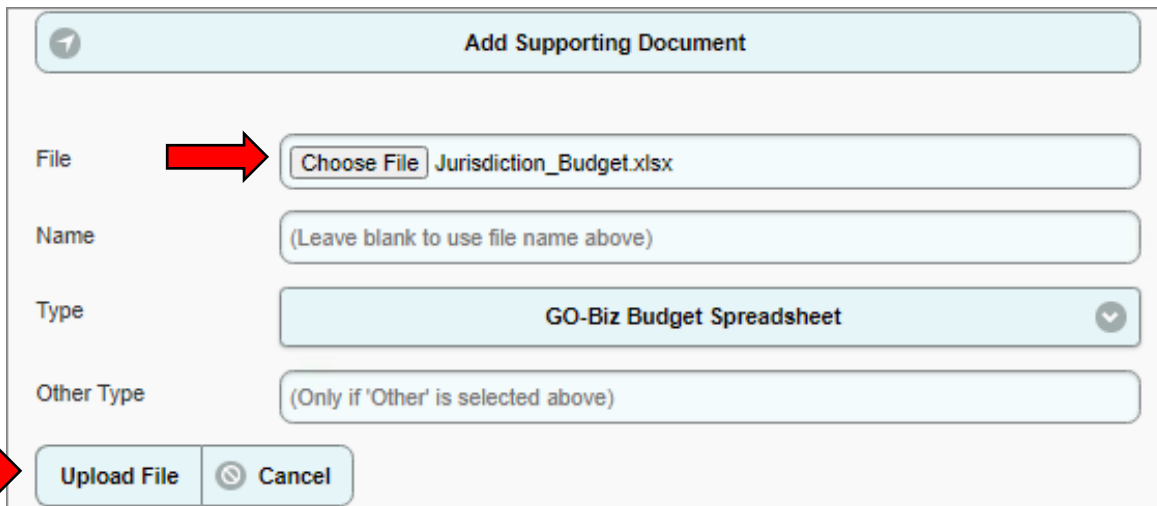


No files.

+ Add File

Complete **← Return to Summary Screen**

Select “Choose File” 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”.



1 Add Supporting Document

File **Choose File** Jurisdiction_Budget.xlsx

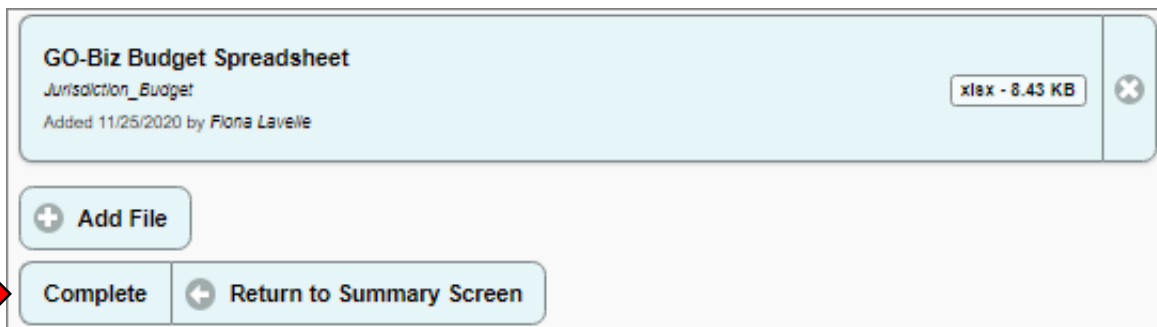
Name (Leave blank to use file name above)

Type GO-Biz Budget Spreadsheet

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.



GO-Biz Budget Spreadsheet

Jurisdiction_Budget.xlsx - 8.43 KB

Added 11/25/2020 by Fiona Lavelle

+ Add File

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.

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

7

Proposal

1. Total Amount Requested (\$)

(Whole number, from 1 to 75,000)

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

1

Proposal

1. Total Amount Requested (\$)

(Whole number, from 1 to 5,000,000)

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

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

(Numeric answers only)

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

(Numeric answers only)

5. 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)

Save

Complete

Return to Summary Screen

(Continued on next page)

7

Scoring Criteria A

Local Equity Assessment Information

1. Describe the communities and populations within the local jurisdiction that have been negatively or disproportionately impacted by cannabis criminalization. (3500 characters)

2. How did the local jurisdiction identify the impacted communities and populations (Source/Process)? (3500 characters)

Local Equity Program Outputs and Outcomes

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

Local Equity Program Regulatory Framework

4. Explain how the jurisdiction's local equity program and regulatory framework facilitate an equitable and economically just industry for the communities and populations identified in its equity assessment. (5250 characters)

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

6. Describe the process and average timeframe for local equity program applicants to obtain a commercial cannabis license from the jurisdiction. Include any differences between equity applicants and non-equity applicants and any measures taken to promote equity in the process of awarding licenses and resources to local equity applicants. (5250 characters)

(Continued on next page)

<p>7. Does the jurisdiction's local equity program provide expungement services for local equity applicants?</p> <div> <div></div> <div></div> </div> <p>If yes, please describe. (1750 characters)</p> <div> <div></div> <div></div> </div>
<p>8. Does the jurisdiction's local equity program have any shareholder or ownership requirements?</p> <div> <div></div> <div></div> </div> <p>If yes, please describe. (1750 characters)</p> <div> <div></div> <div></div> </div>
<p>9. Does the jurisdiction's local equity program provide business and/or financial education services?</p> <div> <div></div> <div></div> </div> <p>If yes, please describe. (1750 characters)</p> <div> <div></div> <div></div> </div>
<p>10. Does the jurisdiction's local equity program include an incubator program?</p> <div> <div></div> <div></div> </div> <p>If yes, please describe. (1750 characters)</p> <div> <div></div> <div></div> </div>
<p>11. Does the jurisdiction have zoning regulations for commercial cannabis that are different for its local equity licensees?</p> <div> <div></div> <div></div> </div> <p>If yes, please describe. (1750 characters)</p> <div> <div></div> <div></div> </div>

(Continued on next page)

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

If yes, please describe. (1750 characters)

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

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

Local Equity Program Expected Outputs and Outcomes

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

Save

Complete



Return to Summary Screen

(Continued on next page)

7 Scoring Criteria B
Local Jurisdiction Population Size
<p>1. What was the local jurisdiction's population size as of January 1, 2022 as published on the Department of Finance's (DOF) website?</p> <div style="border: 1px solid #ccc; height: 25px; width: 100%; margin-top: 5px;"></div>
Local Equity Program Components
<p>2. When was the jurisdiction's local equity program adopted?</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> mm/dd/yyyy 📅 </div>
<p>3. Which of the following program elements does the jurisdiction's local equity program include? (Check all that apply as of the application due date)</p> <div style="margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="checkbox"/> Small business support services including technical assistance or professional and mentorship services. </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="checkbox"/> Tiered fees or fee waivers for cannabis-related permits and licenses. </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="checkbox"/> Assistance in paying state regulatory and licensing fees. </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="checkbox"/> Assistance securing business locations prior to or during the application process. </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="checkbox"/> Assistance securing capital investments or direct access to capital. </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="checkbox"/> Assistance with regulatory compliance. </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="checkbox"/> Assistance in recruitment, training, and retention of a qualified and diverse workforce, including transitional workers. </div> <div style="border: 1px solid #ccc; padding: 5px;"> <input type="checkbox"/> Low-interest or no-interest loans or grants to local equity applicants or local equity licensees to assist with startup and ongoing costs. </div> </div>

(Continued on next page)

4. How many verified local equity applicants does the local jurisdiction currently have? (Note: Only include individuals that the jurisdiction has confirmed their eligibility for the local equity program **AND** that have submitted, or will submit, an application for a local license, permit, or other authorization by the local jurisdiction to engage in commercial cannabis activity. However, exclude any verified local equity applicants for license types that will not likely be obtainable in the next 12 months due to the jurisdiction's licensing cap.)

(Numeric answers only)

5. How many verified local equity license holders does the local jurisdiction currently have? (Note: Only include individuals that the jurisdiction has confirmed their eligibility for the local equity program **AND** that have been issued a local license, permit, or other authorization by the local jurisdiction to engage in commercial cannabis activity.)

(Numeric answers only)

Financial Question

6. 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 Department of Cannabis Control) (\$)

(Whole number only, no \$ symbol)

Save

Complete



Return to Summary Screen