

PRESS RELEASE

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CHICOSTART AWARDED 2024/2025 ROUND OF THE TECHNICAL ASSISTANCE PROGRAM (TAP) - Supports Underserved Businesses in the North State

Chico, CA: The Governor’s Office of Business (Go-BIZ) California Office of the Small Business Advocate (CalOSBA) has announced the 2024-2025 recipients of the California Small Business Technical Assistance Program (SB TAP, formerly named SB Technical Assistance Expansion Program).

ChicoSTART is pleased to be one of those 100+ Technical Assistance Centers in California awarded for “support of our business consulting and training services in the area of underserved business groups, including women, minority, and veteran-owned businesses and businesses in low-wealth, rural, and disaster-impacted communities”. This funding granted to **ChicoSTART** will make an impact in the local North State region by supplying more tools and resources to help entrepreneurs start, grow and thrive in those local underserved business groups.

About the Technical Assistance Program (TAP): TAP is a state-funded program which awards approximately \$23 million each year to expand free consulting and low-cost training services through federally and privately funded small business assistance centers. The program was launched in 2018 and is focused on providing programming and outreach to under-resourced small businesses, including women, minorities/people of color, and veteran-owned businesses, and businesses in low-wealth, rural, and disaster-impacted communities. The program allocates funding through a competitive process.

Eva Shepherd-Nicoll, Executive Director, Chicostart says, “Getting this state technical assistance grant renewed, creates critical consistency for ChicoSTART to continue to support efforts throughout our region. This program supports one-on-one counseling to entrepreneurs, startups, and small businesses. This funding will also enable our organization to further expand education and training services for those underserved in our area.”

For media inquiries about ChicoSTART’s Technical Assistance Program (TAP) or to learn more about [Chicostart](#) services, please contact Eva Shepherd-Nicoll, Executive Director of Chicostart at eva@chicostart.com.

About ChicoSTART: ChicoSTART is a designated iHub via the Accelerate CA Inclusive Innovation Hub (iHUB2) grant from CalOSBA. ChicoSTART’s iHUB2 designation covers over 17+ counties in Northern California, focusing on building the regional entrepreneurial ecosystem for equitable access to entrepreneurial resources with inclusive ecosystem expansion into our rural and diverse communities. ChicoSTART provides small business, entrepreneurs and startups the resources they need to succeed. Our platform includes shared office amenities, mentoring,

workshops, internships, tech talks, student to business projects, entrepreneurial events, satellite office programs, and anything else that helps our core mission of helping startups succeed. ###