

# Office of International Business Development Market Access Grant

Program Guidelines and Application | June 2008

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## **Attachment**

Market Access Grant Application



# Market Access Grant

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## A. Program Purpose

The Pennsylvania Market Access Grant (MAG) program is designed to enhance the capability of small to mid-sized Pennsylvania companies to increase export sales. The MAG is a valuable tool available to qualifying companies seeking financial assistance and foreign market entry support. The MAG program will provide up to \$5,000 in matching funds to both offset a portion of the qualifying expenses associated with new international initiatives as well as provide international business support.

## B. Program Uses

The MAG program is designed to provide flexibility and encourage innovative use of funds to meet the specific international needs of the Pennsylvania company. Examples of events/activities that MAG funding can support include, but are not limited to:

- Trade Mission Participation
- Foreign Market Sales Trip
- Subscription to USDOC services
- Consultant Fees for Website Internationalization
- International Marketing Media Design
- Trade Show Exhibition
- Training Workshops (CE MARK, CSA, ISO, etc.)

## C. Qualification

Grant awards are limited to qualifying Pennsylvania companies which operate a licensed business in Pennsylvania that meet the following criteria. Pennsylvania companies are permitted to submit no more than two MAG applications per fiscal year not to exceed \$5000 total per year. Applications can include more than one event/activity. Each event/activity must be specifically identified (event/activity, country, date).

To qualify for MAG funding, the Pennsylvania company must:

- Report annual sales not exceeding \$40,000,000 in the previous calendar year;
- Operate a licensed business in Pennsylvania to manufacture, assemble and/or distribute a product, or provide an exportable service;
- Be in good standing with the Pennsylvania Department of Revenue;
- Be classified as “export ready” by the Regional Export Network Partner (“REN”);
- Identify one or more specific, achievable, new-to-market export initiative requiring financial support;
- Agree to provide REN partner with export sales resulting from the MAG-funded initiative;
- Grant recipients will be required to match the MAG award amount on a one-to-one basis and provide DCED will receipts for all expenditures associated with the grant, as noted in the “Program Procedures” below, in order to facilitate auditing and grant close-out by DCED.

Grant applications must be submitted to the REN prior to the event for which funding is sought. Grant recipients must complete all events for which they have received funding within nine (9) months of the grant award date and submit all receipts associated with these events to DCED's Office of International Business Development ("OIBD") within thirty (30) days after the event has been completed.

Funds are subject to availability. Applications will be reviewed and funding decisions rendered on a first-come, first-served basis. Each year, the Department reviews funding options and guidelines and has final authority in the allocation of funds.

#### **D. Project Budget and Eligible Reimbursement Expenses**

Budget information must be completed in full to the best of your knowledge for matching funds. Funding allowance is restricted to one company employee per MAG event/activity. *Miscellaneous, Other and General are not acceptable budget categories.*

Eligible expenses for reimbursement include, but are not limited to:

- Travel Related Expenses
  - > Airfare - Coach or Economy classes only
  - > Lodging - Room and Taxes only
  - > In-Country Transportation - Taxis, Rental Car, Parking
  - > Translation/Interpreter Fee
- Trade Show Related Expenses
  - > Registration Fee
  - > Booth Fee
  - > Equipment Rental
  - > Freight charge for shipment of display and/or products to exhibition venue
- Marketing Related Expenses
  - > Postage fee for international mailings
  - > International marketing brochure development
  - > Website Internationalization
- Training and Certification

#### **E. Ineligible Expenses**

Expense categories ineligible for reimbursement include, but are not limited to:

- Expenses for more than one company employee per MAG event/activity
- Compensation, wages, or salary of any employee of the MAG recipient
- Food and/or beverages
- Any additional hotel amenities
- Phone and Internet usage

- Phone Cards
- Capital goods, product samples and supplies
- Printing costs

## F. Program Administration

To effectively manage the MAG Program, OIBD and the REN Partners will undertake specific and respective duties to ensure funds are fully utilized to open new export markets for our clients.

OIBD will provide standard policies and procedures.

## G. Program Procedures

### **Pennsylvania Company:**

Grant Applicants may receive no more than \$5,000 in grant funds per fiscal year, and all funds must be matched on a one-to-one basis. State funds received from other sources may not be used to satisfy the matching requirements, and the applicants must disclose the source(s) of all matching funds.

- Submit completed application to the REN partner.
  - > Please read the entire application carefully as all Market Access Grant applications must be signed, dated and completed in full for consideration. You must include your nine digit zip code, County, Municipality, PA House and Senate district number, US Congressional Representative and FEIN number.
  - > A vendor number is required for all Pennsylvania grant recipients. If you have not obtained a vendor number from the Commonwealth of Pennsylvania, please contact your REN partner for instructions, upon submission of your application.
  - > All questions must be answered including top of first page Type of Activity and Grant Fund Requested must be completed.
  - > **Applications that are not filled out correctly will not be accepted.**
- Once you receive your contract, sign (two official signatures required) and return contract to OIBD within thirty (30) days
- Submit receipts and reimbursement request to OIBD within thirty (30) days of the completion of MAG event/activity
- Return Grant Close-Out Report to OIBD after funds have been received

### **Independent Advisory Panel:**

The Independent Advisory Panel will evaluate each application based on the following criteria; they will assign a numerical evaluation to each application. The ratings will be a tool used in the final determination of the grant awards. All applications that receive a score of 70 or higher will be granted the award, as long as funding is available (100 total points possible).

Company Description (15 points)

Project Description (40 points)

Economic Impact (30 points)

Project Budget (15 points)

Please note the Market Access Grant Program operates on a reimbursable basis and awardees will recover authorized funds once their activity has been completed and all documentation has been received by OIBD. The grant is subject to all terms and conditions contained in the Grant Guidelines and Application submitted.

## **H. Contact Information**

For more information about the Pennsylvania Market Access Grant, please contact your REN representative or the Office of International Business Development at (717) 214-5452.

All inquiries should be addressed to:

Paige Pynos  
Global Operations  
Office of International Business Development  
Commonwealth Keystone Building  
400 North Street, 4th Floor  
Harrisburg, PA 17120-0225  
Email: [ppynos@state.pa.us](mailto:ppynos@state.pa.us)

- \*\* Pennsylvania companies are permitted to submit no more than two MAG applications per fiscal year not to exceed \$5000 total for the year.
- \*\* If you decide not to participate in your approved MAG event/activity please notify Global Operations ([ppynos@state.pa.us](mailto:ppynos@state.pa.us)) and your REN partner as soon as possible, before the scheduled event/activity takes place.
- \*\* Any change made to the event/activity requires submission of a new application with corrections made and is subject to independent panel review and scoring.
- \*\* For applications that include more than one event/activity a separate "project budget" and "event/activity" must be completed for each.

# MARKET ACCESS GRANT APPLICATION

Type of Activity:

Grant Fund Requested \$

COMPANY INFORMATION										
COMPANY NAME										
ADDRESS										
CONTACT					TITLE					
CITY				ZIP	-		COUNTY			
MUNICIPALITY			PA HOUSE			SENATE			US CONGRESSIONAL	
PHONE				FAX				EMAIL		
WEB SITE					FEIN	-		STATE OF INCORPORATION		
ANNUAL SALES	\$		INTERNATIONAL SALES	\$		YEARS EXPORTING				
EMPLOYEES IN PA						EMPLOYEES WORLDWIDE				
COMMONWEALTH ISSUED VENDOR #						NAICS CODE				

COMPANY DESCRIPTION (15 POINTS)
PROVIDE A BRIEF, NON-TECHNICAL DESCRIPTION OF THE COMPANY'S PRODUCTS OR SERVICES AND APPLICATION(S).
HOW HAS THE INTERNATIONAL MARKET IMPACTED COMPANY GROWTH OVER THE PAST 5 YEARS?
HAVE YOU UTILIZED THE COMMONWEALTH'S EXPORT PROMOTION PROGRAMS? IF YES, DESCRIBE.

PROJECT DESCRIPTION (40 POINTS)
DESCRIBE THE PROPOSED INTERNATIONAL MARKET ACTIVITY? INCLUDE START AND COMPLETION DATES.
WHY HAS THIS ACTIVITY BEEN SPECIFICALLY TARGETED? PROVIDE PROJECT OBJECTIVES.
HOW DOES THIS ACTIVITY SUPPORT THE COMPANY'S OVERALL GROWTH AND EXPORT STRATEGIES?
DESCRIBE MARKET RESEARCH OR OTHER ACTIVITIES THAT LED THE COMPANY TO CHOOSE THIS ACTIVITY?
IS ADDITIONAL RESEARCH OR PREPARATION REQUIRED BEFORE UNDERTAKING THIS ACTIVITY? IF YES, PLEASE EXPLAIN:
WHAT IS THE FOLLOW-UP PLAN ONCE THE ACTIVITY IS COMPLETED?
IS A PENNSYLVANIA OVERSEAS REPRESENTATIVE WORKING WITH YOU IN PREPARATION FOR THIS ACTIVITY? IF YES, PLEASE EXPLAIN.
WOULD YOUR COMPANY STILL PARTICIPATE IN THIS ACTIVITY IF FUNDS WERE NOT GRANTED?

**ECONOMIC IMPACT(30 POINTS)**

WHAT IS THE ANTICIPATED CORPORATE IMPACT UPON SUCCESSFUL COMPLETION OF THIS ACTIVITY (E.G. INCREASED SALES, EMPLOYMENT, ETC.)? PROVIDE 3 YEAR PROJECTION.

HOW WOULD PARTICIPATION IN THIS ACTIVITY BENEFIT THE COMMONWEALTH OF PENNSYLVANIA (E.G. USE OF LOCAL SUPPLIERS, PA PORT/AIRPORT, ETC.)?

**PROJECT BUDGET (15 POINTS)**

APPLICANTS MUST MATCH REQUESTED GRANT FUNDS ON A 1: 1 BASIS AND WILL BE REQUIRED TO SUBMIT PROOF OF EXPENSES TO THE CENTER FOR TRADE DEVELOPMENT AT THE CONCLUSION OF THE ACTIVITY.

EXPENSE CATEGORY	COMPANY CONTRIBUTION	GRANT CONTRIBUTION
_____	\$ _____	\$ _____
_____	_____	_____
_____	_____	_____
_____	_____	_____
<b>TOTAL</b>	\$ _____	\$ _____

**EVENT / ACTIVITY**

TYPE OF EVENT / ACTIVITY

MONTH / YEAR OF EVENT

LOCATION

**INFORMATION DISCLOSURE**

**I certify that the information provided in this application is true and correct.**

**I agree to abide by the MAG program funding and reporting policies.**

**I further understand that this information will be reviewed by the independent Advisory Panel and CTD/DCED.**

SIGNATURE OF AUTHORIZED COMPANY OFFICIAL \_\_\_\_\_

PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_