

# **MARKET ACCESS GRANT**

## **PROGRAM GUIDELINES**

### **AND**

## **APPLICATION**



# MARKET ACCESS GRANT GUIDELINES

## PROGRAM PURPOSE

Designed to enhance the capability of small and mid-sized Pennsylvania companies to increase export sales, the Pennsylvania Market Access Grant (MAG) is a valuable trade tool available to qualifying companies seeking financial assistance and foreign market entry support. Through this matching grant program with a maximum annual award of \$5,000, MAG can both offset a portion of the qualifying expenses associated with new international marketing initiatives as well as provide international business support via the foreign-based business representatives of the Department of Community and Economic Development's Office of International Business Development ("OIBD").

## PROGRAM USES

The MAG program is designed to provide flexibility and encourage innovative use of funds to meet the specific international marketing needs of the Pennsylvania company. Project examples that MAG funding can support include:

- 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.)

## QUALIFICATION

To qualify for MAG funding, the Pennsylvania company must:

- Report annual sales not exceeding \$30,000,000 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 a specific, achievable, new-to-market export initiative requiring financial support;
- Spend (at a minimum) an amount equal to the award for the project to meet program matching requirements;
- Agree to provide the REN partner with export sales resulting from the MAG-funded initiative

## ELIGIBLE EXPENSES

Qualifying expenses categories include the following:

- Lodging\*
- Airfare\*
- Trade show registration fee
- Freight charge for shipment of display and/or products to exhibition venue
- In-country transportation to and from a trade event

- Postage fee for international marketing mailing
- Translation/interpreter fee
- USDOC export promotion services fees (Gold Key Service, Agent Distributor Search, etc.)
- International marketing brochure/catalogue development (printing costs excluded)
- Training and certification
- Consultant fee (website, training, etc.)

\* *Funding allowance is restricted to one company employee per MAG award.*

## **INELIGIBLE EXPENSES**

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

- Compensation, wages or salary of an employee of the Pennsylvania company
- Meal, beverage and tips
- Capital goods, product samples and supplies

## **APPLICATION PROCESS**

Your local REN Partner will explain the award process for the MAG. Applications for MAG funding are judged using the following criteria:

- Applicant's export capabilities, product/service potential, commitment, resources, and track record;
- Proposal completeness, reasoning and potential impact on the Pennsylvania company and the greater economy;
- Availability of funds.

Upon being awarded a MAG, you will have up to nine months to complete the proposed activity.

## **RESTRICTIONS**

Grant awards are limited to qualifying Pennsylvania companies which operate a licensed business in PA to manufacture, assemble and/or distribute a product, or provide an exportable service.

Company is required to match the MAG award amount on a one-for-one basis and provide receipts of these expenditures.

Company must complete the approved international market activity within nine months of MAG award date. Company must submit application three (3) months prior to the international activity and submit receipts within thirty (30) days of the activity.

## GRANT AWARD

An independent Advisory Panel will evaluate each application based on the 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. (100 total points possible)

**Company Description (15 points)**

**Project Description (40 points)**

**Economic Impact (30 points)**

**Project Budget (15 points)**

The Department will review the application and shall consider the independent Advisory Panel's recommendation. 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 Guideline, Procedure and Application submitted. Each year, the Department reviews funding options and guidelines for the formula and has final authority in the allocation of funds.

## COMMITTEE MEETING DATES

Meeting Date	Application Deadline (Date Completed Application Is Received in Harrisburg)
September 15, 2006	August 31, 2006
November 17, 2006	October 31, 2006
January 19, 2007	December 31, 2006
March 16, 2007	February 28, 2007
May 18, 2007	April 30, 2007
June 22, 2007	May 31, 2007

# 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					

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 OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT AT THE CONCLUSION OF THE ACTIVITY.

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

**TRADE EVENT (TO BE COMPLETED FOR TRADE MISSIONS OR EXHIBITIONS)**

TYPE OF EVENT

DATE 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 OIBD/DCED.

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

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