

— PENNSYLVANIA. BUILT TO ADVANCE. —

Market Access Grant

Program Guidelines

December 2013

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Section I – General Information

A. Introduction

The Pennsylvania Market Access Grant (MAG) Program is designed to encourage innovative use of funds to meet the specific international marketing needs of small and mid-sized Pennsylvania companies to enhance their capability to increase export sales. A maximum MAG award of \$3,000 per fiscal year can be used to offset 50% of the qualifying expenses associated with one new international marketing initiative. The MAG is a valuable tool available to qualifying companies seeking financial assistance and foreign market entry support.

Events/activities that MAG funding can support are:

- Overseas Trade Show Participation
- Overseas Trade Mission Participation
- Foreign Market Sales Trip
- Subscription to USDOC services

B. Program Partners

Team Pennsylvania Foundation utilizes its unique role as a liaison between public and private partners to develop and deploy a variety of solutions to the challenges facing the economy and to ensure Pennsylvania is competitive in growing, retaining, and attracting new business. We embrace core values that reflect the public nature of our work, and our unique public/private partnership structure. These values of entrepreneurship, transparency, non-partisanship, and collaboration are embedded in our organizational culture at the board and staff levels and work as guiding principles for our work.

Team Pennsylvania's partnership with the Department of Community and Economic Development's Office of International Business Development (OIBD) leverages private sector resources and expertise to facilitate and support the Commonwealth's international business development efforts. The partnership allows for collaboration on new projects and special initiatives, and has included privately-funded and Governor-led trade missions and the creation of a group of private sector leaders (the International Business Advisory Board) to inform and advise OIBD in the global marketplace.

C. Program Eligibility

Qualifying Pennsylvania companies must:

- Report annual sales not exceeding \$40,000,000 in the previous calendar year
- Ensure that their FEIN number is linked to a Pennsylvania mailing address
- Be in good standing with the Pennsylvania Department of Revenue
- Identify one specific, achievable, new-to-market export initiative requiring financial support
- Be classified as "export ready" by the Regional Export Network Partner ("REN")
- Agree to provide REN partner with export sales resulting from the MAG-funded initiative
- Understand that reimbursement is limited to 50% of paid eligible expenses, not to exceed \$3,000

- Submit MAG applications to the REN partner at least 2 weeks prior to the event for which funding is sought
- Complete **all** fields on the application which must be signed
- Complete the event/activity as outlined on the application within 6 months of the grant award date
- Submit all receipts and proof of purchase documentation associated with the approved event/activity to the REN partner within 30 days of event/activity completion

D. Grant Allocation and Limitation

Funds for this program are contingent upon availability. Applications will be reviewed and funding decisions rendered on a first-come, first-served basis. Each year, the Department and Team Pennsylvania Foundation review funding options and guidelines and have final authority in allocation of funds.

Applicants may receive no more than \$3,000 per fiscal year, for one event/activity, and all funds must be matched on a 1:1 basis.

Section II – The Application Process

A. Procedures for Pennsylvania Company

Applications will be accepted for review until June 1, 2014 or the date on which Program funds for the fiscal year have been allocated, whichever occurs first. Grant awards will be made until June 30, 2014. Applicants ready to apply must:

- Obtain MAG application from local REN partner
- Submit completed application and budget to REN partner
- Read and sign the Letter of Commitment with the REN partner
- Execute proposed event/activity and incur relevant expense(s)
- Submit completed Reimbursement Form along with receipts and proof of payment to REN partner within 30 days of event/activity

Once funding is approved:

- Any change made to the event/activity (including dates) requires preapproval from OIBD and completion of “Change of Terms” form.
- If you decide **not** to participate in the approved event/activity you must notify your REN partner as soon as possible before the scheduled event/activity takes place.

B. Project Budget Eligible Expenses

Budget information must be completed in full to the best of your knowledge for matching funds. Funding (grants or subsidy) received from other government source(s) cannot be used to satisfy the matching requirements. Applicants must disclose the source(s) of all matching funding and total subsidy must be included in the budget section of this application.

Qualifying expense categories are restricted to the following:

- Airfare* (economy class of service only)
- Lodging* (**room and tax only**; reimbursement based on single occupancy)
- In-country transportation to and from a trade event
- Translation/interpreter fee
- Non CTD sponsored Trade show registration fee, booth fee, equipment rental
- Subscription to USDOC services

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

C. Restrictions

- MAG 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.
- The company is required to match the MAG award amount on a one-for-one basis and provide itemized receipts and proof of purchase documentation of all related expenditures.
- The company must complete the approved international market activity within 6 months of MAG award date. Company must submit application at least 2 weeks prior to the event/activity and submit expenses within 30 days of the activity.

Section III – Evaluation Criteria

Each MAG application will be evaluated using a numerical evaluation. The ratings will be used in the final determination of grant awards. Applications must receive a score of 80 or above to be awarded funding. (100 total points possible).

| | |
|---------------------|-------------|
| Company Description | (15 points) |
| Project Description | (30 points) |
| Economic Impact | (40 points) |
| Project Budget | (15 points) |

Section IV – Payment Process

- The MAG Program operates on a reimbursable basis and awardees will recover authorized funds once the activity has been completed and upon final audit of approved expenses.
- All documentation (itemized receipts and proof of payment) must be received by the REN partner within 30 days of the activity.
- Expense documentation is forwarded to OIBD for initial audit. OIBD will request a final audit and approval by Team Pennsylvania Foundation.
- Upon approval of final audit, payment is made by Team Pennsylvania Foundation.

Section V – Program Administration

To effectively manage the MAG Program, Pennsylvania's Office of International Business Development and the Regional Export Network (REN) partner will undertake specific and respective duties to ensure funds are fully utilized to open new export markets for our clients.

Each year, the Department and Team Pennsylvania Foundation review funding options and guidelines for the formula and have final authority in the allocation of funds.

Contact Information

For more information about the Pennsylvania MAG Program, please contact your REN representative or:

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