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# Marketing to Attract Business

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Program Guidelines

September 2016

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Commonwealth of Pennsylvania  
Tom Wolf, Governor

Department of Community & Economic Development



[dced.pa.gov](http://dced.pa.gov)

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## **Section I – Introduction**

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The mission of the Department of Community and Economic Development (DCED) is to foster opportunities for businesses to grow and for communities to succeed and thrive in a global economy. Our mission is to improve the quality of life for Pennsylvania citizens while assuring transparency and accountability in the expenditure of public funds.

The Marketing to Attract Business program is intended to support the promotion of business retention, expansion and attraction. More specifically, the program provides funding for projects that demonstrate the importance of marketing the commonwealth as a destination of choice for investment and promoting the attributes and assets of individual regions.

Grants are awarded to those projects which, in the judgment of the Economic Development Marketing Office, comply with the provisions of these program guidelines and meet all requirements of DCED's Single Application for Assistance. Applications received under this program may also be considered for funding under other programs administered by DCED.

## **Section II – Eligibility**

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To qualify, an applicant must be a Pennsylvania-based non-profit organization whose core mission is business attraction, retention and expansion. Funds may be used to support in whole or in part, proactive, targeted business attraction, retention and expansion marketing initiatives. Applicants are encouraged to coordinate with proposed and ongoing DCED-supported activities and to outline specifically the nature and scope of that coordination with DCED activities.

## Section III – The Application Process

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### A. General

1. Project applications must be submitted using the DCED Electronic Single Application for Assistance via [dced.pa.gov](http://dced.pa.gov) or [www.esa.dced.state.pa.us](http://www.esa.dced.state.pa.us). Electronic applications will be accepted throughout the fiscal year.
2. An applicant must follow the detailed instructions for completing the DCED Electronic Single Application for Assistance. The narrative must include:
  - Description of applicant, including general purpose or mission statement.
  - Identification of the need for assistance and the organization's project goals.
  - Detailed and concise narrative which provides a synopsis of the business expansion and investment attraction strategy and a summary of relevant financial experience and demonstrated economic development marketing capacity by the applicant.
  - Project schedule with key milestones and dates.
  - Documentation to support projected budget costs. Note: A detailed scope of services must be submitted with the application for any consulting, legal or accounting fees included in the project budget.
  - DCED reserves the right to request additional information, explanation, clarification or revision of funding requests.

### B. Selection Process

1. Applications will be reviewed and grants will be awarded throughout the fiscal year. Projects will be selected based upon whether they meet the eligibility criteria and thoroughly demonstrate the project goals, objectives and outcomes.
2. Successful applicants will be notified by the DCED Marketing Office by letter. The applicant will receive a contract and a payment requisition form to be signed and returned to DCED. All contracts are subject to availability of funds and subject to the applicant providing all information required by DCED. The applicant must maintain full and accurate records with respect to the project. DCED must have complete access to such records (including invoices for goods and services and other relevant data and records), as well as the right to inspect all project work. The applicant will promptly furnish all data, reports, contracts, documents, and other information requested by DCED. Successful applicants are required to submit a final report that provides an overview of the completed activities and the measurable outcomes.
3. Funds will be directly deposited in grantees' bank accounts via an Automatic Clearing House (ACH) transfer of funds in accordance with the grant contract.
4. Contracts funded with commonwealth funds totaling \$100,000 and over are required to have a Project Audit performed. The Project Audit must be done in accordance with the DCED Audit Guidelines. For contracts funded with commonwealth funds totaling less than \$100,000, a Grant Closeout Report (GCR) must be completed. Both the Audit Guidelines and GCR forms and instructions can be found at [dced.pa.gov/compliance](http://dced.pa.gov/compliance).

5. Organizations that are not compliant with audit or closeout report requirements for prior contracts with DCED are ineligible to receive additional financial assistance from DCED until such audit or closeout report requirements are met.
6. Unsuccessful applicants must submit a new application to be considered for funding in the following fiscal year.

## Section IV – Commonwealth Branding

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The DCED Marketing Office has developed a distinctive brand to position Pennsylvania as a top business location. All promotional and marketing materials must include the commonwealth's branded logo that includes a link to the state's business web site. Successful applicants are also required to have a direct link to [dced.pa.gov](http://dced.pa.gov) on the home page of their web site. Logos can be found at [dced.pa.gov/logo](http://dced.pa.gov/logo).



## Section V – Limitations and Penalties

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- A. An applicant may not make or authorize any substantial change to an approved project without first obtaining DCED's consent in writing.
- B. If the full amount of the grant is not required for the project, the unused portion shall be returned to the DCED.
- C. Failure to comply with these Guidelines may result in penalties, including repayment of funds with interest.
- D. When a project is funded, the recipient must place the grant funds in an interest bearing account. Any interest earned on invested grant funds must be returned to the commonwealth.

## Section VI – Contact Information

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All application inquiries should be directed to:

PA Department of Community and Economic Development  
Customer Service Center  
400 North Street, 4th Floor  
Commonwealth Keystone Building  
Harrisburg, PA 17120-0225

1-866-466-3972  
E-mail: ra-dcedcs@pa.gov

Note: If you receive a funding notice from DCED, please direct any inquiries to the Account Manager identified in the notice. Also, please have the assigned application number available when you contact the Account Manager.

## Section VII – Vendor Registration

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**Note:** Grantee organizations must be registered with the commonwealth's Vendor Registration System before a grant may be approved. The system tracks information regarding all vendors that do business with or receive grant funds from the commonwealth and assigns a Vendor Number to the organization. In the event an application is funded, the grantee must be registered in this system before a contract can be issued.

If you have any questions regarding Vendor Registration status, please contact the Vendor Data Management Unit at the address and phone number below. Please have your nine digit Federal Identification number available when you call.

Commonwealth of Pennsylvania  
Vendor Data Management Unit  
Payable Services Center  
9<sup>th</sup> Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17101

Toll Free: 877-435-7363  
Local: 717-346-2676  
Email: ra-pscsupplierrequests@pa.gov

If an organization is not registered with the Vendor Registration System, please visit <http://www.vendorregistration.state.pa.us>. Click on the Non-Procurement Registration Form link and follow the instructions.

The Single Application for Assistance will be accepted only as an on-line submission via [www.esa.dced.state.pa.us](http://www.esa.dced.state.pa.us) found on DCED's website [dced.pa.gov](http://dced.pa.gov).