

Regional Investment Marketing

Program Guidelines | December 2013

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Section I – General Information

A. Introduction

The Regional Investment Marketing (“RIM”) Grant Program (the “Program”) is intended to:

- Reinforce the linkages between state and regional efforts to promote business expansion and to attract new investment to Pennsylvania
- Focus regional economic development efforts on industries and industry sub-sectors where the likelihood of success is greatest

More specifically, the Program is designed to foster a shared vision of the importance of marketing the commonwealth as a destination of choice for investment and promoting the attributes and assets of individual regions within that context. In addition, the Program is designed to advance an investor-oriented and data-driven approach to marketing to attract investment, including the use of regional marketing areas as an organizing principle in structuring marketing initiatives.

Grants of up to \$5,000 are available under the Program to support and encourage Pennsylvania’s economic development partners to adopt a proactive regional approach to investment attraction consistent with these goals and objectives.

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 Goals

The RIM grant program is designed to support the marketing initiatives of regional partnerships that adopt an industry-focused economic development model as part of a comprehensive investment attraction initiative to accelerate high-value business growth.

The goals of the RIM grant program are to:

- Attract international investment to Pennsylvania by capitalizing on regional competitive advantages within specific industry sub-segments
- Promote targeted marketing by regional partnerships that reinforce the commonwealth as a premier destination for business and investment

- Build brand awareness of Pennsylvania regions that hold distinct competitive advantages in specific industries
- Support investor-oriented marketing initiatives that recognize the strengths of our regional economies rather than traditional geographic boundaries

D. Program Eligibility

1. Eligible Applicants – Qualified applicants must:

- Be a Pennsylvania-based non-profit organization
- Cover a minimum of three counties
- Represent a regional alliance of entities engaged in:
 - Economic development
 - Business and private industry
 - Labor
 - Academia
 - Community development

2. Eligible Projects

Grants provided under the Program must be used to fund, in whole or in part, proactive, targeted business expansion and investment attraction marketing initiatives. Applicants are encouraged to coordinate with proposed and ongoing Partner-supported activities and to outline specifically the nature and scope of that coordination with Partner activities. Applicants must complete the events/activities as outlined on the application within 6 months of the grant award date.

Grant requests should relate to marketing initiatives focused on an industry segment for which the applicant has provided to the Partners:

- a. Clear and compelling evidence that the chosen segment is a significant element of the applicant's regional economy
- b. Convincing evidence that the region can be retained as a candidate location option for the industry segment targeted

Funding requests may not exceed \$5,000. All applicants are required to show at minimum a 1:1 match from the applicant.

3. Eligible Expenses

Expenses eligible for reimbursement under the Program include, but are not limited to:

- a. Typical travel and economy transportation costs (e.g. air, train, vehicles)
- b. Customary event and networking costs including food and refreshments (excluding alcoholic beverages) – not to exceed 15% of the total amount of the grant
- c. Trade show participation fees and related trade show expense
- d. Meeting room rental fees
- e. Speaker fees
- f. Marketing material development (not including printing)– not to exceed 10% of the total amount of the grant

The funding allowance for travel and other event costs is restricted to only one representative per trip or event. Expenses not eligible for reimbursement include subsistence, administrative overhead, core operating costs, salaries for personnel and additional studies or consultants.

Section II – Application Process

A. General

To apply for funding, the applicant must submit the electronic online RIM Application Form located at teampa.com or newPA.com to kskopp@pa.gov. **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.

For assistance with filing the application or for other Program inquiries, contact:

Office of International Business Development
Attn: Kate Skopp, Director, Director of Global Partnerships
Email: kskopp@pa.gov

For assistance with completing the budget or expense reimbursement requests, contact:

Team Pennsylvania Foundation
Attn: Lindsay Michael, International Initiatives Manager
Email: lmichael@teampa.com

Applicants may be invited to make a brief presentation of their proposal to the Partners' application review team.

B. Sources of Funds and Budget

Applicants must provide a detailed budget reflecting the applicant's total project costs, all federal, state, local government and private funding sources, and all in-kind contributions.

C. Approval Process

The Office of International Business Development, in collaboration with Team Pennsylvania Foundation and the International Business Advisory Board (IBAB), will review and fund applications throughout FY 2013-2014 on a rolling basis, starting immediately. Reviews will be conducted monthly and **awards will be made until June 30, 2014**.

D. Selection Criteria

Applications for RIM grants will be evaluated using criteria included but not limited to the following:

1. Does the proposal document a regional alliance and does it demonstrate financial and/or organizational experience with regional economic development marketing and/or encompass the benchmarked regional markets?
2. Does the organization demonstrate the organizational and financial capacity to manage and implement the Program?
3. Does the marketing initiative reflect a cooperative relationship between state, regional and local government entities and organizations?
4. Is the initiative part of an integrated regional investment attraction strategy and reflect an investor-oriented approach to business expansion and investment attraction efforts?
5. Is the marketing program an integrated new initiative that does not merely supplement existing marketing efforts?

6. Has the applicant convincingly demonstrated that the marketing initiative will promote closer collaboration with the state and has it identified specific roles for DCED representatives as part of the marketing program?
7. Does the project have the support from other entities either as a financial investment (cash) or in kind contributions?

E. Awards and Contracts

Upon approval of an application, an approval letter will be sent to the applicant explaining the terms and conditions. **Upon full execution of the grant and completion of the project, the applicant must submit a reimbursement request form with itemized receipts, as well as a close-out report, within 60 days to receive funds.** Itemized receipts indicating expenses **in their entirety** are required for all reimbursement submissions. Reimbursement will be audited and processed by Team Pennsylvania Foundation.

F. Final Report

A project close-out report, submitted within 60 days after completion of the project, should address grant activities that occurred, the successes/impact of the project and any follow-up required.

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