

GUIDELINES

New York State Global NY Grant Fund



State of New York
Andrew M. Cuomo, Governor

Empire State Development
Howard A. Zemsky, President & CEO

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Guidelines

New York State Global NY Grant Fund

Program

The New York State Global NY Fund will be administered by the New York State Urban Development Corporation d/b/a Empire State Development ("ESD"). It will offer assistance to companies and non-profit organizations to increase the export of New York's products and services to foreign markets. Grants for export assistance help New York State's private sector to identify and develop export markets and increase their sales, thereby creating and retaining jobs.

Empire State Development Corporation has allocated \$2 million per year for the next 7 fiscal years (\$14 million total) to be used to provide grants no less than \$10,000 and up to \$25,000 for NYS small- and medium-sized businesses and up to \$50,000 for NYS non-profit organizations. The grant will reimburse up to 50% of total project costs to support activities that will lead to more companies exporting or a higher volume of export sales. Applications will be accepted on a rolling basis, and reviewed and approved every other month by a review committee of at least three ESD staff members. Program funds will be disbursed through ESD only on a reimbursable basis after the program activity has been completed and all required documentation has been submitted to ESD. Applicants may include a single eligible activity or multiple activities in their application, which could then be completed throughout the State fiscal year (April – March). Each of the 10 Regional Economic Development Councils (REDCs) will be encouraged to promote the Fund within their regions.

Eligible Costs cannot be incurred prior to the date of ESD's approval of the grant, with the exception of trade show booth deposits, which can either be used as part of the organization's cash match or reimbursed depending on the structure of the organization's cash match. ESD reserves the right to review and approve or reject applications based on Applicant Eligibility Criteria and Application Requirements.

The following eligibility criteria must be met in order to apply for the Global NY Grant Fund:

Applicant Eligibility Criteria

- For-profit small- and medium-sized businesses must be located in New York State and:
 - Must have 500 or fewer employees in New York State
 - Intend to begin exporting or expand export sales in foreign markets
 - At least one of the following:
 - 51% of the value of finished product or service originates in New York, the calculation of which includes the value of the raw materials and component parts, manufacturing process, designs and other intellectual property, or
 - A business that is certified as a local producer through a regional Chamber of Commerce or Economic Development Agency (e.g., Made in NY; Made in Brooklyn)
 - Business is viable and in existence for at least one year by the date of application for the Global NY Grant Fund
 - Demonstrated need for grant assistance

REVISED: August 2017

- Applicant has demonstrated understanding of costs associated with exporting and doing business with foreign buyers, including costs of freight forwarding, customs brokers, packing, shipping, marketing, etc. Applicant will be asked to provide an “Export Readiness Score” by completing the U.S. Department of Commerce’s Export Assessment available on-line at <https://new.export.gov/export-readiness-assessment/login>
- Not-for-profit organizations, including, but not limited to, economic development corporations, trade or industry associations, Chambers and other non-profit organizations that promote economic development or international trade:
 - Must be located in New York State;
 - Have a demonstrated history of helping New York State businesses export and/or contribute to state or regional economic development through the promotion of international trade;
 - A not-for-profit organization receiving a grant from ESD must be or become registered and up-to-date with its filing with the Office of Attorney General’s Charities Bureau (“OAG”), certified in the Office of the State Comptrollers’ VendRep System (“OSC”), pre-qualified with New York State Grants Gateway, and in compliance with all other relevant statutory requirements,
 - An unincorporated trade association may be a co-applicant with a NYS not-for-profit organization, IDA or LDC, but the latter entity must be the contractual party if a grant is awarded.

Eligible Use of Funds

Grant funds may be used to develop export capacity, enter new export markets and/or expand sales in existing foreign markets. The purpose is to increase New York State’s competitiveness in the global economy, while retaining and creating jobs in New York. Costs cannot be incurred prior to ESD approval of the grant, with the exception of trade show booth deposits. No costs will be reimbursed for activities that took place prior to grant approval.

Per diem rates are published for “lodging” costs and are based on the local U.S. city and/or foreign country. Federal per diem rates are updated annually and are available at:

<http://www.gsa.gov/portal/category/100120>

https://aoprals.state.gov/content.asp?content_id=184&menu_id=78

Lodging: Travelers may be reimbursed up to 50% for eligible lodging costs. Reimbursements are based on the actual lodging costs up to the maximum per diem allowance. Dates must correspond with tradeshow exhibit dates and/or other supporting documents (i.e. for ESD’s EMAS program or a Gold Key service).

Days of travel: The eligible travel days include two days prior to the tradeshow/event and one day after.

Travelers may only be reimbursed up to the cost of a full-fare, economy (coach) class ticket. If business or first class tickets are purchased, companies will need to submit a travel agent’s written quotation for the economy ticket for the same dates and itinerary.

Export promotion tools may include, but are not limited to, the following:

- **Market Customization** including translation of web/printed materials for a targeted foreign market, design services, international marketing/advertising in a foreign market, etc.;
- **Trade Shows/Conferences/Meetings/Missions** including attendance at U.S. Department of Commerce- or ESD- approved international or domestic trade shows with a significant international presence (including International Buyer Program shows); international trade conferences; organized business meetings with potential foreign buyers/distributors, such as EMAS Plus or a Gold Key service; and/or ESD and non-ESD organized trade missions. Grants may cover booth space, exhibition costs, shipping costs, plus travel and lodging expenses subject to published federal GSA per diem rates.
- **Export Education & Capacity Building** including international and export-related conferences, seminars, webinars, and courses for employees who will be developing or implementing the company's international export strategy; also, learning opportunities that increase a company's export capacity and/or growth within a specific market;
- **Product Adaptation and Market Certification** to enable eligible businesses to enter a foreign market successfully, including modifying a product line to conform to mandatory foreign government regulations, geographic conditions, buyer preferences, product labeling and packaging, and other export requirements. This category is limited to those issues that are considered to be required in order to export;
- **Export Development Projects** including projects designed to encourage and assist NYS businesses or industry groups to engage in exporting and/or to coordinate other State economic development programs with such projects, including technical and financial assistance. These may include, but are not limited to, export market analysis; export promotion; participation in trade shows or trade missions; export/trade education; export trade finance or export-related technical assistance.

Ineligible Use of Funds

Ineligible uses of grant funds include, but are not limited to:

- Costs incurred prior to receipt of the ESD incentive proposal/award notification
- Utility costs, taxes, debt, or insurance premiums
- Personnel expenses
- Administration of grant funds
- Legal services
- Meals, passports, visas, or immunizations related to trade events or international travel
- Expenses related to entertaining current or potential clients or government officials
- Standard business supplies
- Business Class or First Class airline tickets
- Equipment purchases

Award Requirements

Each State fiscal year, the maximum award per grant is \$25,000 for businesses and \$50,000 for non-profit organizations; the minimum is \$10,000. Applicants are limited to two grants per State fiscal year for for-profit companies and one grant per year for not-for-profits. Second awards are contingent on

successful completion and documentation of the first grant award. Grant awards may cover up to 50% of total project costs. Businesses must contribute a 50% match in the form of cash injected into the project and non-profit organizations must contribute 40% cash, which should be auditable through financial statements or accounts, if so requested. Other state and federal grant funds may not be used as matching funds. Applicants must provide documentation of sources and uses of matching funds, and must provide proof of payment and receipts related to the eligible expenses.

A single grant may cover more than one eligible activity at a time (applicants may bundle eligible activities), however, all applications will be reviewed and approved on a case by case basis. No single business can receive more than \$50,000 in grant funding per State fiscal year (using the max of two grants per year) or \$250,000 in total grants over the course of the program, whether given directly, or through a regional non-profit organization. No single non-profit organization can receive more than \$50,000 per State fiscal year or \$250,000 over the course of the program.

If there are any changes to the proposed/approved grant activity(-ies), then the Applicant must notify ESD in writing about the changes immediately. If the change affects the line item budget by 10% or less, then the applicant and ESD must discuss and agree to the changes. If the change affects the budget by more than 10%, then ESD reserves the right to reevaluate the project and may rescind the award.

Application Requirements

An applicant must file a completed application, which includes, but is not limited to:

- (i) complete application with original signature and all attachments including an attestation that the business or organization is compliant with tax obligations and all relevant environmental, labor, and operating laws;
- (ii) certificate/letter of incorporation;
- (iii) for business applicants, a narrative (not to exceed two pages) explaining your export plan/strategy, plus a complete project budget with sources and uses of funds, project work plan, and demonstrated fulfillment of New York State production content criteria or;
- (iv) for non-profit organizations, a narrative (not to exceed two pages) describing how your organization will assist NYS businesses with exporting; help build export capacity; and/or to otherwise increase the export of NYS products and services, plus a project budget with sources and uses of funds, project work plan, and demonstrated compliance with NYS non-profit requirements, as stated in Applicant Eligibility;
- (v) demonstration of matching funds as described above (50% for for-profit, 40% for non-profit);
- (vi) demonstration of financial need, including most recent tax returns and attestation that, but for the grant, the project would not take place;
- (vii) documentation of project costs including detailed specifications, scope of services and associated quotes;
- (viii) an agreement to submit a Project Impact Report after completing grant activities and to participate in ESD surveys about the results derived from the grant activity after the fact.

ESD may require additional or alternative documentation as deemed necessary.

Application Review

Complete applications that meet the Application Requirements and the \$10,000 minimum grant threshold will be accepted on a rolling basis, but they will be reviewed and approved -based on, but not limited to, the following criteria:

- Eligibility
- Promotion of economic vitality of New York State by facilitating the creation or retention of jobs or increasing business activity through exporting
- Project is reasonably likely to accomplish its stated objectives
- Likely benefits of the project exceed costs
- Evidence of secured matching funds, and a contribution of at least the minimum cash equity;

Pursuant to these guidelines, ESD has the right to review and approve or reject applications in the exercise of its discretion.

Methods of Disbursement

Final payment will not be disbursed until the project is complete and all supporting documentation is received within 60 days of project completion. Prior to disbursement of grant funds, the following information must be submitted:

- A project participation report including documentation of project completion, such as photographs, marketing materials, and measurements of success;
- invoices and associated paid receipts including, but not limited to, cleared checks, register receipts and credit card receipts;
- other supporting documentation as may be necessary to verify successful project completion and payment of eligible costs;
- A Project Impact Report including information on project outcomes, such as export sales.

In accordance with IRS regulations, all grants disbursed will be reported by ESD to the IRS and ESD shall mail a Form 1099 to the grant recipient, at the address provided in the application.

Audit and Control

ESD may conduct site visits and audit applications on a random or specified basis for a period extending to six years after the final disbursement of the assistance to the applicant. ESD reserves the right to contact companies and other federal, state and local governmental agencies to confirm information included, or that should have been included, in the applications.

Disclosure of Information

Each applicant must agree to allow:

- (a) the Department of Taxation and Finance to share its tax information with ESD. However, any information shared as a result of this agreement shall not be available for disclosure or inspection under the state freedom of information law;
- (b) the Department of Labor to share its tax, employer or other information with ESD relevant to funding. However, any tax information shared as a result of this agreement shall not be available for disclosure or inspection under the state freedom of information law; and

REVISED: August 2017

(c) ESD and their agents access to any and all books and records ESD may require to monitor compliance.

Except as required by applicable law or regulations, ESD will endeavor to maintain the confidentiality of tax and rent information submitted as part of the application. Notwithstanding the foregoing, such information may be made available to ESD staff and designated individuals that are processing the application and to federal, state or local officials and to auditors evaluating the program and others as ESD may deem to be required in accordance with applicable law and regulations, including judicial orders and subpoenas.

Availability of Funds

The disbursement of any grant is explicitly subject to the approval of ESD and the receipt by ESD of a sufficient amount of funds from the State of New York acting by and through the New York State Division of the Budget.

Non-Discrimination and Contractor and Supplier Diversity

ESD non-discrimination policy will apply. The applicant shall not unlawfully discriminate against employees or applicants for employment because of race, creed, color, national origin, sex, sexual orientation, age, disability or marital status.

In accordance with the requirements of Article 15-A of the New York State Executive Law, all projects awarded funding shall be reviewed by ESD's Office of Contractor and Supplier Diversity ("OCSD"), which will, where applicable, set minority and women-owned business enterprise ("MWBE") participation goals. Such goals shall typically be included in the award letter or other contemporaneous communication from OCSD with respect to these requirements.

In instances where goals are set, applicant will be required to use good faith efforts to achieve the prescribed MWBE goals assigned to this project and must maintain such records and take such actions necessary to demonstrate compliance with Article 15-A of the New York State Executive Law.

Amendments to Global NY Grant Fund Guidelines

ESD/Global NY may amend these guidelines from time to time.

Application Submission

The applicant can access the application form and instructions, these guidelines, any amendments to these guidelines, and additional information about the program on the ESD Global NY website: www.global.ny.gov

Additional information can be obtained by writing to globalny@esd.ny.gov or calling (212) 803-2300.

The application is a PDF fillable form. Applicants must submit one electronic copy and one hard copy of the completed application with an original signature and all required attachments to the following address:

Global NY Grant Fund
Empire State Development
633 Third Avenue, 36th floor
New York, NY 10017