

## **COOPERATIVE BUSINESS RECRUITMENT PROGRAM**

*Note to state, regional, and local economic developers: If you intend to use this program as part of an overall incentive offer to a company, you must submit a written request to National Grid's Economic Development Department in advance of the project announcement.*

### **Program Summary**

Regional, county, and local economic development organizations have limited resources to devote to “marketing” their communities to attract business investment and jobs. This is true even of counties that possess extraordinary assets for business attraction – such as prime industrial sites or available buildings and infrastructure. While the cost of business attraction activities typically relies on local and regional resources, community expectations tend to be very high in terms of success in recruiting wealth-generating businesses.

The **Cooperative Business Recruitment Program** provides incremental matching funds for cooperative marketing initiatives between National Grid and regional or local economic development partners.

Application requests may include, but are not limited to, the following:

- The creation of collateral material and direct mail campaigns;
- Sales initiatives related to major business development events, such as Industrial Asset Management Forums, Area Development Consultants Forums, and other events where site location consultants and corporate real estate executives gather;
- Support research and assistance with site selection familiarization tours, industry trade shows, and sales missions;
- Sales initiatives directed at industry trade groups; and
- Support for the creation and distribution of industry-specific publications.
- Advertising and public relations activities.

**Minimum Program Requirements:** *Please review the program requirements and guidelines below prior to completing an application for funding.*

*Note: Program assistance is only available to customers in good standing, located within National Grid's downstate New York service territory. Applicants must be current in payments with National Grid or have executed a deferred payment agreement with the Company.*

To be eligible for this program, the **applicant** must:

- u Be a regional or local economic development organization in the National Grid downstate service territory; **and**
- u Provide economic development business attraction services to a community or region located within the National Grid downstate service territory.

To be eligible for this program, the **marketing project** must:

- u Promote community attributes or resources that represent a major asset for business attraction;
- u Be targeted to decision makers who can influence the attraction of new jobs and investment to the National Grid downstate New York service territory; **and**
- u Be designed to attract new business, investment, and jobs to the downstate New York National Grid service territory, based on the following factors:
  - u The extent to which the project compliments (and not duplicates) other local, regional, and state business attraction efforts;
  - u The economic development potential of the asset that is being promoted;
  - u The project sponsor's ability to accomplish and sustain the effort of the project;
  - u The project sponsor's ability to leverage federal, state, and local matching funds; and
  - u The extent to research proposed does not duplicate previous research and is "actionable" (e.g., refining the targets, messages, materials and activities generated by the research proposed).

## **Funding and Eligibility Guidelines**

Program funding and parameters are established annually by National Grid. Grants are available on a continual basis until all funding is expended or until the end of National Grid's current rate agreement. Funding is released to a grant award recipient only after the recipient has met all conditions of the program. In all circumstances, funding should be viewed by the applicant as a reimbursement for work completed following grant approval in the form of an award letter.

The grant award recipient should expect to execute a Funding Agreement with National Grid. The Agreement will outline expectations of the grant program and the conditions for the release of funds.

Grant amounts listed are the maximum allowable award for each program. Each application is evaluated on a variety of factors, resulting in some not receiving the maximum grant award.

If you are applying to more than one program for the same project, you must indicate that clearly on the application. Under no circumstance will funding be released after the expiration of the Company's current rate agreement or without prior written consent from National Grid.

- National Grid funds for cooperative projects must be matched on a 1:1 basis.

- Maximum grant per project is \$50,000.
- Grant funds cannot be applied to past business attraction efforts.
- Collateral materials must recognize National Grid's contribution.

### **How to Apply**

To apply for the Cooperative Business Recruitment Program please:

Complete the program application online; and,  
Upload all required documentation as noted at the end of your online application.

*If you need assistance in completing the application, please contact Karen Mousaw via email at [Karen.Mousaw@nationalgrid.com](mailto:Karen.Mousaw@nationalgrid.com).*