



STRATEGIC ECONOMIC DEVELOPMENT 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

Competition for economic development projects among states and regions continues to grow. This National Grid program is designed to increase effective marketing and sales initiatives aimed at "strategic targets."

The **Strategic Economic Development Program** provides expertise and incremental resources to leverage more and better macro-level business attraction research, marketing and sales efforts. The goal is to generate out-of-state prospects for direct investment in the National Grid New York service territory.

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

- Support for target industry analysis for business attraction marketing and sales purposes;
- Outreach initiatives directed towards industry trade groups;
- Support for the creation and distribution of industry-specific publications, profiles and studies;
- Support for preparing assets to be marketed, such as Build Now NY industrial parks, multi-use facilities, etc.
- Support for efforts to attract major tourism destination facilities including infrastructure assistance.

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

Minimum Program Requirements: *To apply for the Strategic Economic Development Program please:*

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

- Be a state or regional economic development entity in National Grid's Upstate New York service territory.

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

- Develop, prepare or promote a specific asset or group of assets that enhance the competitiveness of the Upstate New York region or of all of Upstate New York, **and**
- Be targeted to decision makers who can influence the attraction of new jobs and investment to the National Grid New York service territory, **and**
- Demonstrate the economic development potential of the asset that is being developed and/or promoted through the project.
- Demonstrate the ability to accomplish and sustain the effort of the project and leverage federal, state, and local matching funds.

Research and marketing projects must:

- Not duplicate previous projects.
- Be “actionable,” refining the targets, messages, materials, and activities coming from it.
- Must target decision makers and specific industries.

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 during that program year or until December 31st of the current program year. 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 the expectations of the grant program and the conditions upon which funds will be released.

Grant amounts listed are the maximum allowable award for each program. All applications are evaluated on a variety of factors. Some applications may not result in 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 December 31, 2011 without prior written consent from National Grid.

How to Apply

To apply for the Strategic Economic Development Program please:

Complete and sign the program application;

- Attach the required documentation as noted at the end of the application; and,
- Submit all of the above to:
Karen Mousaw
Economic Development Program Coordinator
National Grid
300 Erie Boulevard West
Syracuse, NY 13202

If you need assistance in completing the application, please contact Karen Mousaw via email at Karen.Mousaw@us.ngrid.com.