



City of Mesa Business Export Assistance Program (BEAP) Program Overview

Mission:

The City of Mesa Office of Economic Development (OED) works to enhance Mesa's economy through the creation of quality jobs, increasing per capita income and improving the quality of life for residents. OED staff promote Mesa as a premier location for business, strategically targeting key industries that provide high wage jobs. Primary activities include business attraction, retention and expansion for businesses of any size.

Purpose:

The overall goal of the City of Mesa Business Export Assistance Program (BEAP) is to provide small to medium-sized businesses in Mesa information, training, and marketing support that will help the to:

- Begin, or increase, exporting products and/or services to international markets.
- Increase sales capacity and generate additional tax revenue to the City.
- Expand operations and increase the company's ability to create net new jobs and capital investment.

The BEAP will benefit the City through the creation of an export savvy core of small to medium-sized businesses. In turn, these businesses will help elevate the City by creating more opportunity for company expansions in sales, employment, investment, and real estate at home and abroad.

The Program:

To assist companies' expansions internationally, the City of Mesa BEAP is designed to relieve some of the financial burden many small to medium-sized companies face in attending training seminars, trade shows, sales missions, or in finding partners abroad to help grow their business. The City of Mesa is now accepting applications for BEAP. The program will reimburse qualified Mesa companies up to 50 percent of the approved eligible fees associated with:

- Export training seminars (such as Arizona Commerce Authority's ExporTech Boot Camps)
- Trade Show participation to gain global attention (such as International Buyer Program trade shows designated by the US Commercial Service (USCS)).
- Foreign partner matching services
 - The USCS is a federal agency with field offices throughout the US that provide small to medium-sized companies export assistance. The agency offers several programs to assist companies to locate foreign partners. Partners may include warehouse managers, sales agents, retailers to sell products, or distributors located abroad to support business.

- The USCS partner matching includes the following programs: International Partner Search, which provides a vetted list of potential partners in an international city of choice; and Gold Key Service abroad which includes setting meetings with interested partners.
- Additional programs and trainings not listed above may also be considered for reimbursement. Please contact Erinn Huber at 480-644-3963 or erinn.huber@mesaaz.gov to discuss.

Eligibility:

- Companies must apply to be accepted into the BEAP (see “Application” below).
- To be reimbursed, companies must submit proof of attendance or services rendered.
 - Proof required may include an export plan created after a training seminar, receipts for trade show participation, explanation of new foreign sales, or foreign partner mission certificate or partner list.
 - Reimbursement is only allowed for pre-approved items including registration and service fees. Reimbursement is not allowed for travel or other incidental expenses.
- Companies must be headquartered in Mesa, Arizona.

Program Application and Selection Process

1. Applicants must complete the attached application and submit to erinn.huber@mesaaz.gov in PDF format.
2. Applicants must meet eligibility requirements to be considered for reimbursement.
3. Applications are due 30 days prior to event or services start date.
4. Applications must be complete with all documentation and signatures required. An overview outlining all necessary documentation is attached as Appendix A.
5. All applications will be reviewed by the City of Mesa Office of Economic Development and a notice of approval or denial will be sent within ten (10) business days of receipt.
6. Reimbursement is subject to availability and is provided on a “First Come, First Served” basis.
7. Reimbursement will not exceed 50 percent of total registration or service costs.
8. Reimbursements will be distributed no later than 45 days after receipt of final documentation.
9. The City of Mesa reserves the right to grant final approval. All decisions are final.