



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

To assist companies seeking to grow sales internationally, the City of Mesa Business Export Assistance Program (BEAP) provides eligible small and medium companies a financial partnership to attend training seminars, trade shows, sales missions, and/or in finding partners abroad.

BEAP aims to help small and medium-sized businesses in Mesa to:

- Begin, or increase, exporting products and/or services to international markets.
- Expand operations and increase sales capacity, resulting in net new jobs and capital investment.
- Generate additional tax revenue for the City of Mesa.

This cooperative marketing program reimburses qualified Mesa companies up to 50 percent of the pre-approved eligible expenses, such as registration and service fees, associated with:

- Export training seminars, such as Arizona Commerce Authority's ExporTech Boot Camps.
- Trade Show participation to gain global attention.
- Foreign partner matching services through U.S. Commercial Service (USCS) programs, including International Partner Search, which provides a vetted list of potential partners/distributors; and Gold Key Service, which includes setting meetings with interested partners.

Additional programs and training sessions not listed above may also be considered for reimbursement. Please contact Yvette Armendariz at 480-644-6949 or [yvette.armendariz@mesaaz.gov](mailto:yvette.armendariz@mesaaz.gov) to discuss.

Companies applying for funds through BEAP must include a plan to co-promote the City of Mesa.

### **To be eligible, companies must:**

- Be headquartered in Mesa, Arizona.
- Have a current Mesa General Business License unless exempted.
- Not exceed \$25 million in annual sales to be considered a small or medium company for BEAP.
- Complete parts 1 and 2 of the application and related affidavit of eligibility within time specified.

Incomplete applications will not be considered. All decisions are final.

### **Selection Process:**

Reimbursement is subject to funding availability and is provided on a "first come, first served" basis.

- Companies must meet eligibility requirements for BEAP application to be considered.
- 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.

**CITY OF MESA BUSINESS EXPORT ASSISTANCE PROGRAM APPLICATION: PART ONE**

Must submit at least 30 days prior to the start of specified activity for consideration by the City of Mesa Office of Economic Development. ***Funding is not guaranteed until the request for reimbursement is approved by the City of Mesa Office of Economic Development.***

- **Only typed applications in PDF format will be accepted.** If more space is needed than provided on the application, please attach additional documentation on a separate sheet.
- Please attach documentation showing event / program description, fees, and dates.
- Submit applications to Yvette Armendariz at [yvette.armendariz@mesaaz.gov](mailto:yvette.armendariz@mesaaz.gov)
- Any questions regarding the process may also be submitted to Yvette Armendariz.

**APPLICANT INFORMATION**

1. Entity’s Legal Name: \_\_\_\_\_

2. Business Type: \_\_\_\_\_

3. Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company website: \_\_\_\_\_

4. Name of Attendee #1: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Name of Attendee #2: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**EXPORT ACTIVITY DETAILS**

Please provide supporting details for the event / program you are seeking to attend and apply for reimbursement via BEAP. This includes registration receipts, if applicable.

*Note: Attendees pledge to promote the City of Mesa as a place for growing/expanding business.*

5. Dates, name and location of the event or program: \_\_\_\_\_

\_\_\_\_\_

6. Brief description of event / program, such as estimated attendance and key audience:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. How many years have you been exporting, markets served, and percentage of business sales?

\_\_\_\_\_

\_\_\_\_\_

8. What is the business goal for the event / program (such as entering new markets)? Please explain your plan for making connections and generating leads, what you hope to achieve (expected outcomes, meetings, sales, jobs, KPIs), implementing lessons to be learned (if applicable), and the timeline from start to end date for achieving your trade goals. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. How will the company promote Mesa at the event / program (please include details)? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

10. Amount requested (b and c should add up to a; b cannot be more than 50 percent of total cost):

- a. Total fees for activity: \_\_\_\_\_
- b. Amount requesting for reimbursement: \_\_\_\_\_
- c. Amount invested by applicant: \_\_\_\_\_

**AFFIDAVIT IN SUPPORT OF APPLICATION**

Two signatures are required to process this application. Both certify that the above referenced organization meets the application eligibility requirements of the City of Mesa Business Export Assistance Program.

- Company plans to or has registered/been accepted to a training, trade show, or partner match service (per Application Part One). *Note: Reimbursement is only available after proof of attendance and related reports are submitted (Application: Part Two/Reimbursement Request).*
- Company annual revenues do not exceed \$25 million.
- Company is headquartered in Mesa, Arizona, with a current Mesa General Business License (unless exempt).

I recognize that pursuant to Arizona Law, perjury constitutes a Class 4 Felony under A.R.S. §13-2702 and a false swearing constitutes a Class 6 Felony pursuant to A.R.S. §13-2703

Signature: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

*Chief Executive Officer/President (or equivalent)*

*Operations Director/HR Manager*

## **BEAP APPLICATION: PART TWO/REIMBURSEMENT REQUEST**

To process your reimbursement, please complete survey below and submit post-activity report and both proof of attendance and cooperative marketing in PDF format to Yvette Armendariz at [yvette.armendariz@mesaaz.gov](mailto:yvette.armendariz@mesaaz.gov). Submission is due within 30 days after completion of approved export activity (noted in BEAP Application Part One). **Late submissions will not be processed.**

- Post-activity report must include a summary of company takeaways, connections made, and next steps for growing exports (one page maximum).
- Proof of attendance includes event / program payment receipts plus one or more of the following: training certificate issued, event badge, tradeshow booth or event photos, etc.
- Proof of cooperative marketing may include images of City of Mesa brochures at event booth, photos of Mesa used in marketing, or co-branded materials at the event / activity.

***Reimbursement check will be mailed to the applicant address in Part 1 unless otherwise specified.***

### **SURVEY**

1. Did the export program attended/services provided meet your expectations for growing export sales? **YES / NO** Please explain: \_\_\_\_\_  
\_\_\_\_\_
2. What part(s) did you find the most beneficial? \_\_\_\_\_  
\_\_\_\_\_
3. What part(s) do you feel need to be enhanced/changed? \_\_\_\_\_  
\_\_\_\_\_
4. How much do you expect export sales to grow in the next two years? \_\_\_\_\_
5. How many jobs do you expect to create in the next two years from growing exports? \_\_\_\_\_
6. Would you be interested in participating in other export-related workshops presented by the City of Mesa? **YES / NO**  
  
If **YES**, what type of workshops would you like to see offered? Finance, compliance, classification, transportation, duties, taxes or other? \_\_\_\_\_

**City of Mesa Business Export Assistance Program**  
**Affidavit in Support of Reimbursement Request**

**PLEASE COMPLETE AND RETURN WITH YOUR PART TWO OF BEAP APPLICATION**

I am submitting this complete affidavit at the request of the City of Mesa Office of Economic Development for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the organization identified below with the principal address as follows:

Organization: \_\_\_\_\_

Physical Address: \_\_\_\_\_

I further certify that the above referenced organization meets all eligibility requirements of the City of Mesa Business Export Assistance Program to be reimbursed for activity / event attended.

- Company received approval – per Application Part One - for a training, trade show, or partner match service 30 days prior to event/activity start date.
- Company has successfully completed the approved activity and has submitted the reimbursement request within 30 days of event / program completion. This includes a post-activity report, proof of attendance, completed survey and proof of collaborative marketing.
- Company is headquartered in Mesa, Arizona, with a current Mesa General Business License (unless exempt).
- Company annual revenues do not exceed \$25 million.

I recognize that pursuant to Arizona Law, perjury constitutes a Class 4 Felony under A.R.S. §13-2702 and a false swearing constitutes a Class 6 Felony pursuant to A.R.S. §13-2703

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_