



*Maine Made*  
A M E R I C A ' S B E S T

## Domestic Trade Assistance Grant

Application Timeframe:

10/01/2022 – 6/01/2023\*

The Maine Made Domestic Trade Assistance Grant (DTAG) is made available through ARPA funding received by the Maine Department of Economic and Community Development's Office of Business Development to support Maine Made member's domestic trade expansion via access to critical market data and data analysis to inform business decisions related to economic recovery; direct technical assistance and marketing support; assistance with leveraging the Maine brand; and direct financial support for enhanced market access (trade shows, social media support, sales channel support, marketing strategy, materials, and matchmaking). "Domestic trade" refers to businesses identifying, pursuing, and securing markets for goods and services within the United States.

Administered by Maine Made, the objective of the DTAG is to encourage Maine companies to seek new domestic markets through financial support for costs associated with such activities.

Eligible Maine Made members may receive a maximum amount not to exceed \$30,000 during the effective dates. Maine Made will reimburse 75% of eligible costs associated with activities in the following categories:

### TRADE SHOW Assistance: up to \$5,000 per activity

Trade show assistance will provide awards of reimbursement up to \$5,000 in costs associated with out-of-state trade show participation for booth costs, drayage, accessory rental, shipping of samples pre and post show, and B2B matchmaking services (a receipt of this service and a copy of the meeting schedule will be required for reimbursement).

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## MARKETING:

- **Wholesale Development:** up to \$6,000 per business for costs associated with private or public consulting on wholesale trade, industry specific data reports, line sheet design/printing, and legal fees associated with contract review.
- **Market Collateral Development:** up to \$8,000 per business for costs associated with the update and/or development of marketing materials, rebranding, professional photography, and printing of collateral materials to enhance marketing strategies directed toward domestic trade.
- **Digital Marketing:** up to \$10,000 per business for costs associated with E-commerce platform hosting and website update/development fees. This also includes costs for search engine optimization, online market listings, video production, and social media campaigns; all designed to enhance domestic trade.

Applications for DTAG funding must be approved prior to incurring costs; costs incurred before receiving approval will not be reimbursed. Applications will be reviewed monthly and must be received by the first of each month to be considered for that round of review. Application deadline is June 1, 2023\*.

### ELIGIBILITY:

To apply, businesses must have been a member of the Maine Made program 12 months prior to application and make other such assurances as indicated in Section VI of the application.

### TIMELINE FOR REIMBURSEMENT:

The typical processing time for applications is 30 days from the date of submission to notification. Once a business is approved for DTAG funding, the company must conduct the activity within the timeframe stated in the award notice. After the activity is complete, the company will submit paid invoices, copies of meeting schedules, post-activity surveys, and any other required information to Maine Made. Once the required documentation is received and approved, reimbursement payments are made to the business within 60 days. Maine Made will conduct confidential surveys on completion of the proposed activity and at 6 and 12 months following the activity.

### UNIQUE ENTITY IDENTIFICATION:

The federal government requires companies doing business with the government or receiving grants to have a **Unique Entity Identification** (UEID) number. Federal acceptance of the DUNS number ended on April 4, 2022 and now you can obtain a free UEID number at the federal government website [SAM.gov](https://sam.gov).

**No payment** is required to register a UEID number with [SAM.gov](https://sam.gov). If you are asked to provide payment for assistance in registering your UEID number, we recommend you ignore any such (continued)

offer. [MainePTAC](#) can provide support for UEID number registration **at no cost** to Maine business owners. In this [video](#), Bryan Wallace provides tips for navigating the UEID number registration. You can email specific questions regarding UEID number registration directly to Bryan at [BWallace@emdc.org](mailto:BWallace@emdc.org).

When you go to the SAM.gov website, click on “**Get Started.**” There are two types of registrations available. Unless you want to bid on federal contracts, all you need is the “Financial Assistance Awards” registration. More information and links can be found [here](#).

**Having trouble validating your entity information on the SAM.gov website?** If your current, correct entity name and address do not match what is displayed in SAM.gov, or there is no match at all, [click here](#) for guidance on what steps you can take to resolve the issue.

\* Application deadline may occur before 6/30/2023. as programming will be determined by availability of funds. Availability is predicated on the number of applications and awards that are made from program inception. Notification will be made available to Maine Made members via email and on the Maine Made Member Resources portal at MaineMade.com once program funding has been obligated.



**Other questions?**

Please contact us via email: [Grants@mainemade.com](mailto:Grants@mainemade.com)