



JAR 49

STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
DIVISION OF ECONOMIC DEVELOPMENT

172 Pembroke Road, Concord, New Hampshire 03301
TEL: 603-271-2341 Website: www.nheconomy.com

October 27, 2017

His Excellency, Governor Christopher T. Sununu
And the Honorable Executive Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Pursuant to RSA 14:30-a, VI authorize the Department of Business and Economic Affairs, Division of Economic Development, Office of International Commerce to accept and expend grant funds from the US Small Business Administration-State Trade Expansion Program (STEP) grant program (Award# SBAHQ-17-IT-0031) in the amount \$14,866 upon Governor and Executive Council approval through September 29, 2018. **100% Federal Funds**

Funding to be budgeted as follows:

03-22-22-220510-1451 State Trade & Export Promo		FY18 Requested Budget
Revenue		
000-403944	Federal Funds	\$14,866
Expense		
040-500800	Indirect Costs	\$14,866

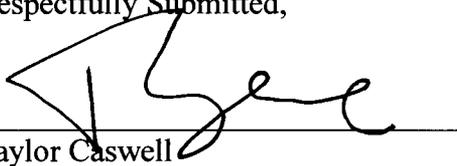
EXPLANATION

The US Small Business Administration’s State Trade Expansion Program (STEP) grant program, which was created under the Small Business Jobs Acts legislation, awards financial assistance grants to states for the purpose of furthering their efforts of assisting small businesses in preparing for new international markets, complying with trade regulations, accessing export financing, and participating in international trade shows and trade missions. These grants allow for creation of specialized programs to focus on international markets with the highest growth potential and to engage industries with the greatest and most immediate ability to compete successfully.

The State of New Hampshire has successfully been awarded STEP funds in five previous rounds of this competitive grant, making the current cycle the sixth round of funding. New Hampshire is one of forty-four states to receive a STEP grant award this year. Funds were awarded in excess of the budgeted \$253,000 allowing the department the ability to charge for indirect costs and audit fund set aside.

In the event that federal funds are no longer available, general funds will not be requested to continue the support of this program.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'T. Caswell', is written over a horizontal line. The signature is fluid and cursive.

Taylor Caswell
Commissioner

NOTICE OF AWARD



U.S. Small Business Administration		NOTICE OF AWARD																																												
1. AUTHORIZATION (Legislation/Regulation) Trade Facilitation and Trade Enforcement Act of 2015 (HR 644), Section 22(1) of the Small Business A		2. Grant/Cooperative Agreement No. SBAHQ-17-IT-0031																																												
3. RECIPIENT: (Name, Organizational Unit, Address) Business and Economic Affairs, New Hampshire Attn: DAVID PEASE 172 PEMBROKE ROAD CONCORD NH 03301		4. PROJECT PERIOD (Mo./Day/Yr.) From 09/30/2017 Through 09/29/2018	7. ADMINISTRATIVE CODES 7506001EZ0030																																											
8. TITLE OF PROJECT/PROGRAM (limit to 53 spaces) TRADE FACILITATION AND TRADE ENFORCEMENT ACT OF 2015 (H		5. BUDGET PERIOD (Mo./Day/Yr.) From 09/30/2017 Through 09/29/2018	6. FEDERAL CATALOG NO. 59.061																																											
10. DIRECTOR OF PROJECT (Program or Center Director, Coordinator or Principal Investigator) NAME Kasim Tina Last First Initial ADDRESS: 172 Pembroke Road Concord, NH 03301-0361		9. AWARD AMOUNT Amount of SBA Financial Assistance \$267,866.00																																												
12. Approved Budget (Excludes SBA Direct Assistance) <input type="checkbox"/> SBA Funds Only <input checked="" type="checkbox"/> Total project costs including all other financial participation.		11. RECOMMENDED FUTURE SUPPORT (Subject to the availability of funds and satisfactory progress of the project) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th>BUDGET YEAR</th> <th>TOTAL DIRECT COST</th> <th>BUDGET YEAR</th> <th>TOTAL DIRECT COST</th> </tr> <tr> <td>a.</td> <td style="text-align: right;">\$0.00</td> <td>b.</td> <td style="text-align: right;">\$0.00</td> </tr> </table>			BUDGET YEAR	TOTAL DIRECT COST	BUDGET YEAR	TOTAL DIRECT COST	a.	\$0.00	b.	\$0.00																																		
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16. CRS - EIN 02-6000618		17. COUNTY NAME Merrimack		18. CONGRESSIONAL DISTRICT NO. NH-002																																										
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BUDGET CODE 20a. 1717.780400DB.506001.2036		DOCUMENT NO. b. SBAHQ-17-IT-0031	AMT. ACTION FIN. ASST. c. \$267,866.00	TYPE OF ORGANIZATION d. State Government																																										
21. AGENCY OFFICIAL (Signature, Name and Title) Teresa Clouser		22. DATE ISSUED (Mo./Day/Yr.) 08/28/2017		24. DATE 9/15/17 (Mo./Day/Yr.)																																										
23. RECIPIENT OFFICIAL (Signature, Name and Title)																																														



U.S. SMALL BUSINESS ADMINISTRATION STATE TRADE EXPANSION PROGRAM

STATE OF NEW HAMPSHIRE
ATTACHMENT B –
TECHNICAL PROPOSAL TEMPLATE
FOR FY 2017 STATE TRADE EXPANSION PROGRAM
OIT-STEP-2017-01

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INTRODUCTION

In Year 6 of STEP, the New Hampshire Office of International Commerce (NH OIC) will continue its success by maintaining a horizontal approach of working with companies and manufacturers in various sectors by providing counseling, market intelligence, access to markets, sales mission and tradeshow support and participation, etc. By making these opportunities available, NH OIC is confident the grant will continue to afford the means and capital necessary for significant changes within companies, while promoting economic development and job creation. It will also strengthen our clients' technical know-how, provide access to marketing tools, and identify the best trading partners in new or expanded markets. NH OIC anticipates engaging numerous companies in the proposed program, specifically in export basics training, exhibition in a state pavilion at Farnborough Airshow; financial assistance awards, as well as access to US Commercial Service (USCS) products (i.e. Gold Key, Initial Market Checks, etc). The return on investment is expected to yield significant results and will encourage New Hampshire exporters to better leverage all resources to achieve their goals. All activities will be conducted through the existing partnerships between the NH OIC, Export Assistance Center Office-New Hampshire (USEAC-NH), local Small Business Administration (SBA) liaisons, the Small Business Development Centers (SBDC), the Granite State District Export Council (GSDEC), and the New Hampshire Aerospace and Defense Export Consortium (NHADEC).

ORGANIZATIONAL COMPETENCY

Element 1 – ORGANIZATIONAL COMPETENCY (Section 5.2.1 – 20 Points)

NH OIC has successfully supported businesses in the state for the past five years with the funding from the State Trade Expansion Program (STEP),

STATE TRADE EXPANSION PROGRAM OIT-STEP-2017-01

providing direct financial assistance, technical assistance and export-related education opportunities to hundreds of company representatives. In the sixth year, NH OIC looks to balance its support of new-to-export companies beginning their exporting initiatives and more seasoned market expansion firms expanding sales in new markets. With this focus, NH OIC continues its mission of providing timely programming to help companies connect with global markets to grow their business, while retaining and creating jobs in their communities.

With greater detail about each activity to follow in this proposal, the main activities are:

Activity	Description
Financial Assistance Awards	1:1 match to assist eligible businesses in trade promotion activities such as sales missions, trade show/mission participation, etc.
USCS Services for Companies	By way of the Export Expansion Fund (EEF), this activity centers on providing access to customized US Commercial Service products including Gold Key Service, International Partner Searches, etc. to meet nuanced international marketing demands
Farnborough Air Show 2018	Participation in a State-sponsored and client directed pavilion at one of the world's largest international trade shows for aviation, aerospace and defense manufacturing.
Export Boot Camp	Train New Hampshire clients new to exporting or considering exporting for the first time. This series centers on pillars of international trade: export controls, logistics, finance and marketing.

NH OIC manages the STEP program from its offices in Concord, where meetings with key partners and program oversight, coordination and some client interaction are conducted. NH OIC also spends time in the field conducting joint client visits with U.S. Commercial Service; taking advantage of speaking engagements promoting STEP, and participating in partner meetings. These activities demonstrate the very personal and holistic approach NH OIC takes in counseling businesses and developing effective solutions with partners. This year, NH OIC's export training intends to reach more businesses to emphasize the program's accessibility to both new-to-export and market-expansion exporters by conducting more trainings in venues outside of the headquarters.

NH OIC is a program operating under the Department of Resources and Economic Development (DRED) and manages grants from various funding sources. Tracking and verifying expenses and meeting grant obligations are deliverables and the responsibility of all who manage similar projects within the agency. The STEP project director reports to the deputy director of the Division of Economic Development and works closely with the agency chief accountant, department auditor and the business office administrator. There is an agency-wide emphasis on timely and complete reporting, approval and submittal of invoices, and integration with the state payment structure.

The NH OIC project director oversees several federal grants and contracts with a process that not only assures deadlines are met and funds are used appropriately, but engages the interests and expertise of the state's most experienced exporters. Over the course of five STEP grants, and for amounts exceeding \$150,000, NH OIC's sole contract with the Granite State District Export Council (GSDEC) has been to financially administer the grant. It is considered by the state to be a non-competitive (sole-source) contract due to the unique support it can provide. With this relationship, NH OIC can pay

out its assistance awards and vendors on a timelier basis, as the State of New Hampshire's process for accessing the same disbursements is lengthy and inefficient for meeting the STEP timeline. GSDEC's average administrative fee is less than 3% and provides the opportunity for an independent third party to audit and reconcile STEP financial transactions.

The GSDEC does not act independently of NH OIC; its role complements the STEP program and enables NH OIC to nimbly and efficiently meet the needs of its clients. In addition to its fiduciary responsibilities to NH OIC, GSDEC members, which include experienced business people and exporters, provide valuable counsel to NH OIC. The contract between the NH OIC and GSDEC, which include scope of work and budget (see attachment 11), is enclosed. Insomuch that NH OIC retains full responsibility for implementing the STEP program and determining how and when funds will be spent, we request approval to use the GSDEC as a non-competitive contractor in STEP Year Six if the NH STEP team is awarded a grant. Attachment (11) demonstrates that NH OIC has conducted, without success, searches for organizations that can deliver the same function of fiduciary agent and strategic partnership in supporting the growth of the export community in the Granite State. The only organization demonstrating the capacity and export knowledge is the Granite State District Export Council whose members are appointed by the US Secretary of Commerce.

NH OIC has significant experience in grant and client management domestically and internationally. The three team members present cases, arguments and project results to senior-level leadership in the public and private sectors and possess the knowledge, skills and acumen to implement the STEP program effectively and efficiently.

Name(s) of Key Personnel/Title	Experience and involvement in STEP Project	Percentage of Time Devoted to STEP
<i>Tina Kasim, STEP Project Director</i>	<i>Nearly 20 years of international economic development and exporting experience, who will be responsible for grant administration.</i>	50%
<i>Rachel Adams, International Trade Officer</i>	<i>10 years of client/account management both domestically and internationally in both the private sector and state government</i>	34%
<i>Nathaniel Nelson, International Trade Officer</i>	<i>10 years of senior level clients across US Federal Government, state government private sector and international community</i>	5%

a. Exporting Experience (current/previous)

Over the past year, NH OIC has seen an upward trend of first-time businesses exploring global markets, as well as increased sales among veteran New Hampshire exporters. With 22% growth through April 2017, New Hampshire's exports well exceed the national average in growth of 6.67%. Many of these companies reached new markets over the course of five STEP awards and project that success to continue. The funding awarded to NH OIC has generated opportunities for companies to participate in their first international trade show, vetting international distribution partners or closing sales in new markets.

By leveraging these awards with resources, partnerships and creativity, NH OIC achieves significant returns from the businesses it assists. NH OIC tailors its STEP program to the direct needs of companies, including working with firms beginning to create an export strategy and with seasoned exporters breaking into new international markets. The way companies use the funds varies: Some use them to participate in trade shows and sales

missions, while others use it for customized market research or export promotion services. Direct financial assistance available in previous rounds enabled businesses to explore both new-to-market prospects, as well as market expansion leads. This grant provides opportunities for companies to build on that success.

Over the last five years, NH OIC received \$1.1 million from the STEP program. This investment has produced impressive results: Nearly \$4.4 billion in export sales; export promotion support in more than 100 markets; more than 250 company representatives trained on a variety of export topics and branding the state as an emerging aerospace and defense hub at key international trade events.

b. Building the Pipeline

This proposal's goal is to generate results by working with our active clients and engaging new clients by leveraging our existing export ecosystem. By engaging our active base to assist with their expansions, and connecting with new clients, the program will increase the number of exporters in the state. These activities will support companies incorporating exporting in their overall business strategy and provide an opportunity to experienced exporters for support of their new international initiatives. The activities have been created so that a client, either new to market (NTE) or market expansion (ME) exporter, can use any or all of the activities in combination or independently, to achieve their exporting goals, depending on the results of counseling provided and readiness of the company. These strategies historically have served New Hampshire exporters well and will generate the results necessary to promote the success of previous STEP awards.

NH OIC works strategically with the New Hampshire Small Business Development Center, New Hampshire Small Business Administration and the New Hampshire Aerospace and Defense Export Consortium (NHADEC) to identify new exporters and support their entry-level development. As stated earlier, NH OIC does significant work outside of its physical location when conducting business counseling sessions at client facilities, presentations and speaking engagements at key, small business focused events. NH OIC recruits new companies to participate and access STEP-funded services through the Division of Economic Development and NH OIC's own e-blast system, social media platforms, webinars and partner cross promotion initiatives. Providing the best results for qualified and eligible ESBCs are our joint one-on-one business counseling visits.

To build the pipeline for NTEs for Year 6, NH OIC will simultaneously promote its Export Boot Camp education series and NH SBDC's mini e-learning export training modules. While both programs promote the basics of exporting, each tackles slightly different aspects related to exporting 101. For example, NH SBDC's mini-courses look at the basics of export documentation, online global marketing and identifying export markets, while NH OIC's program will be touted as the next level of education to complement the mini-courses by taking a more in-depth look with practical application to export financing, logistics, export compliance regulations and culturally aware marketing strategies. With this additional approach, NH OIC can build a pipeline for NTEs interested in exporting, but not quite ready, and NTEs that have only served one market or have been reactive to exporting.

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The areas yielding the greatest ROI in the state's STEP awards have been through the keen acumen of New Hampshire's ME companies. NH OIC, with its key partner USCS-NH, will support seasoned exporters in high growth sectors with the state's participation in specific trade shows, financial assistance awards and customized USCS services via Export Expansion Fund (EEF). In Year 5 of STEP, two of many examples of successful use of the funding, one ESBC leveraged the state's participation at a defense show in the Middle East to secure a \$7 million sale, while a second ESBC used the International Company Profile (ICP) conducted by the US Commercial Service/ China to vet a potential distributor. The result of the ICP was a strong recommendation not to contract with this particular company due to poor financial standing and business reputation, which saved the company a significant amount of product, time, resources and money it would have otherwise invested in the distributor. Through the program, each participating company is guided and counseled as to the best tools to use at that particular stage of development of its export strategy. This not only produces new pipelines of exporters, but produces increasingly educated and savvy exporters.

About 90 percent of New Hampshire's businesses are considered small businesses under SBA criteria and located in a federally designated rural state. The state agencies, including its sister agency, New Hampshire Government Contracting Assistance Center, and federal partners SBA and the New Hampshire Manufacturing Extension Partnership, pay keen attention to businesses owned by socially disadvantaged individuals, veteran-owned and women-owned businesses. Therefore, through NH OIC's continued outreach and partnerships with these agencies, these key business owners are automatically comprise part of the program and therefore become well served and represented.

PROJECT DESIGN & DIRECT BENEFIT

Element 2 - PROJECT DESIGN & DIRECT BENEFIT (Section 5.2.2 -25 Points)

\$ AMOUNT OF FEDERAL AWARD DIRECTLY BENEFITTING ESBCs	PERCENT OF FEDERAL AWARD DIRECTLY BENEFITTING ESBCs
\$253,000	100%

EX: MILESTONE GOAL 1: Support 24 ESBC's in Trade Shows - Add goal and narrative description (followed by required matrix below).

MILESTONE GOAL DESCRIPTION	ACT TYPE (1-8)	ACTIVITY DESCRIPTION SUPPORTING MILESTONE GOAL	# NTE FIRMS	NTE EXPORT SALES	# ME FIRMS	ME EXPORT SALES	FEDERAL AWARD EXPENSE	FED AWARD ROI
Goal 1: Support 20 ESBCs through financial assistance awards to participate in export promotion activities	9	Support ESBCs in trade promotion activities such as foreign market sales trips, trade missions, trade show participation marketing material development, etc	7	\$150,000	13	\$1,000,000	\$160,000 (includes GSDC admin fee)	7.1
Goal 2: Provide 10 ESBCs access to US Commercial	3	Support ESBCs with customized US Commercial Service	3	\$10,000	7	\$150,000	\$12,000	13.3

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Service subscription services for export development		products including Gold Key Service, International Partner Searches, etc						
Goal 3: Support, recruit, prepare, and assist 4 ESBCs to participate in Farnborough International Air Show	6	Support ESBCs to exhibit in state pavilion at Farnborough Air Show, applicable for aerospace and defense businesses.	2	\$12,500	2	\$190,000	\$75,000	2.7
Goal 4: Design and implement Export Boot Camp Training Event	7	Support ESBCs to participate in export training sessions to enhance and expand their skills on international trade.	10	\$10,000	5	\$30,000	\$6,000	6.7
			22	\$182,500	27	\$1,370,000	\$253,000	29.8

New Hampshire's STEP program is designed to build on the success achieved and experience gained over the past five years, providing NH OIC with flexibility to customize strategies for qualified businesses. These businesses can select programs ranging from direct assistance in purchasing customized market intelligence and research (i.e. Gold Key, Initial Market Checks, International Company Profiles and International Partner searches); trainings in export related topics; trade shows and direct support that complement plans to develop international business and market potential. These opportunities support business growth and offer a results-oriented use of STEP funds, with positive return on investment.

I. Direct Financial Assistance

Activity 1: Financial Assistance Award Program

As New Hampshire companies continue to export their products, business owners remain cautious about new ventures, despite the potential for a high ROI. Companies engaging new markets to increase their sales portfolio now realize exporting is important for sustaining their business. NH OIC and its partners offered technical and financial assistance, which increased demand and reinforced the need of U.S. exports in all sectors.. NH OIC recognizes the costs required for market entry or expansion can be a deterrent. NH OIC, through direct financial assistance to qualified businesses, can minimize that reluctance. Under this proposed assistance program, businesses are encouraged to apply for STEP grants to offset the cost of international trade shows and foreign sales/trade missions; to develop and produce marketing material or campaigns; translate services for websites, and obtain U.S. Commercial Service market research and services. This boost enables companies to stretch their limited funds and staff resources even further, yielding tangible results. This proposal allocates \$160,000, with a maximum request of \$6,000 per company, for at least 25 companies (some will not seek the full \$6,000) across various sectors that are projected to apply. NH OIC's grant program requires businesses to match 50 percent of the funds requested. NH OIC plans aggressive outreach and marketing upon receipt of the award, detailing the criteria necessary to receive an award.

Companies must submit a proposal outlining the project/activity requiring funding and explaining how the support will increase sales projections via efforts to reach new or expanding markets. The proposals will be reviewed by NH OIC and a review committee panel, including, but not limited to, local

representatives at U.S. Commercial Service and GSDEC. Successful applicants will be notified in Quarter 1 of FY18 and will have until late-Quarter 4 of FY19 to complete the activities. Recipients will be required to submit quarterly reports updating NH OIC on their progress and a final report detailing the results.

Since the first STEP grant award, NH OIC has refined its processes and best practices for the matching financial assistance program by moving much of this program to web-based formats for easier client access and delivery of on-time reports, receipts and success stories on its website, www.nhexportassistance.com. For the upcoming round of the financial assistance awards, NH OIC, U.S. Commercial Service and the GSDEC will continue to refine the website for easier and faster access. Through the platform, New Hampshire businesses can respond to surveys documenting successes, submit applications for various assistance programs and register for export related trainings.

Activity 2: U.S. Commercial Service

Encouraging companies to incorporate exporting in their business plan requires considerable effort to assess their capacity to meet the demands of exporting, best determined by market research available to company employees and decision makers. Over the course of five STEP grants, NH OIC, U.S. Commercial Service and GSDEC used the funds to provide cost coverage to the U.S. Commercial Service products, by way of the New Hampshire Export Expansion Fund, to assist businesses in accessing market intelligence, with little to no risk. Since its inception in 2015, the EEF has aided more than 70 businesses to access custom research to more than 25 markets, some of which may have been out of reach because of the expense and effort needed to pursue them. The \$12,000 EEF is available to 10 qualified New Hampshire businesses (\$1,200 maximum per ESBCs) in manufacturing and the services sector. If some ESBCs do not use the maximum \$1,200 available to them, additional companies will have access to those unused funds.

Activity 3: Participation at Farnborough International Air Show 2018

New Hampshire's aerospace and defense sectors have been aligned under the New Hampshire Aerospace and Defense Export Consortium (NHADEC) since 2013. The consortium received its start via STEP funding in Years 1 and 2, becoming a self-sustaining organization earning several achievements, including two Memoranda of Understanding signed with AeroMontreal and the Farnborough Aerospace Association. NH OIC continues to work with NHADEC to brand the state as a hub for aerospace and defense technologies and solutions and a resource for in-state companies to connect and leverage expertise. In the past year, NHADEC expanded membership to encompass safety, security and maritime companies in the state that are reaching global markets, and are projected to have considerable growth and technology evolution in the next several years. Responding to this trend, NH OIC will return to the Farnborough Air Show, the first air show NH OIC undertook in 2012 to support businesses in this industry. The trade show is one of the world's leading aviation events, attended by representatives of more than 120 countries. Farnborough is one of the trade shows in a trusted market for New Hampshire businesses, which appeals to NH OIC and NHADEC, as both continue to seek opportunities to address the needs and concerns of all the members.

The goal of exhibiting under a state pavilion will provide these benefits to New Hampshire businesses:

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- Ability to secure substantial booth in a highly visible location;
- Greater access to potential clients;
- More visible branding and credibility provided by having state endorsement;
- An environment of shared business resources.

NH OIC's presence at international aerospace and defense shows, including air shows at Farnborough, Paris, Singapore and Dubai, Montreal and London has been successful, measured by the graduation of several companies from state pavilions into their own, as sales in their markets have increased. Coordination and value-add activities developed with the U.S. Department of Commerce and others will ensure higher visibility for exhibiting businesses and will introduce participating companies and innovative spirit found in the Granite State. Over the long term, New Hampshire will continue to promote its brand and recognition within the international aerospace/defense/maritime/safety and security industries to serve clients efficiently.

Activity 4: Export Boot Camp

The last means of achieving our goals with this funding is to provide training and education for new and seasoned exporters on the fundamentals of international trade. NH OIC will implement the Export Boot Camp, consisting of four ,day-long training seminars focusing on the pillars of international business: Export controls, logistics, finance and marketing. These trainings will provide an in-depth understanding of the topics, with practical applications. Funding will be used to bring in industry-leading experts to conduct these trainings. NH OIC has seen an uptick in inquiries on basic training topics, specifically with companies seeking to strengthen their employees' knowledge about this subject. Therefore, we recognize that companies understand the value it adds to their business.

NH OIC will partner with NH SBDC to assist with outreach and promotion of the boot camp without duplication. With our goals outlined above, NH SBDEC's mini e-courses offer additional online training to provide guidance on export basics.

Part II – Financial Assistance Plan

NH OIC will assist ESBCs access the best activities under the New Hampshire program as follows:

Table. Financial Assistance Plan (Optional)

Applicant Process	Following each individual counseling session, recommendations are put forward to the ESBC regarding best activity(ies) under NH's program that can be utilized. Applicants are directed to partner (GSDEC) website to complete applications for specific STEP activities
Criteria and Selection Process	Criteria focuses on company readiness (dependent on NTE or ME status), meets SBA size requirements and company standing (i.e debarment, etc), as well as how achievable ESBC's request for support/plan is in terms of company objective and ROI.
Organization and Title of Selection Panel or Committee Members	Financial Assistance Awards review panel: Gabriele Ziera, vice chairman GSDEC; Taylor Little, international trade specialist, NH Export Assistance Center; Tina Kasim, project director, NH OIC Export Expansion Fund (USCS services) review panel: Joe Kenney, treasurer GSDEC; Jim Cox, regional director northeast USCS; Tina Kasim, project director, NH OIC Export Boot camp Training review panel: Rachel Adams, international trade officer, NH OIC; Tina Kasim, project

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	director, NH OIC Farnborough Airshow review panel: Justin Osowski, director, NH Export Assistance Center; Nathaniel Nelson, international trade officer, NH OIC
Maximum Dollar Amt. of Financial Assistance	Up to \$9,000 – varies widely depending on number of times ESBC access financial assistance awards and EEF. NH OIC typically allows access to financial assistance awards twice (applicants don't usually use full amount) and typically allows access to EEF up to two times..
Percent % of Export Activity Costs and Percent % covered by both NTE and ME ESBCs	Financial assistance awards: 50% export activity cost covered by ESBCs EEF: If <i>service cost</i> is \$1,200 or less the <i>service cost</i> is covered 100% by STEP. If the <i>service cost</i> is more than \$1,200 (i.e a three stop Gold Key) NTE/ME cover any cost above \$1,200. EEF does not cover travel costs. Farnborough Air Show: Depending on final funding amount by SBA, a participation fee of up to \$3,000 will be charged to NTE/ME to cover any shortfall in proposed budget in this application Export Boot camp Training: 100% activity cost covered by STEP
Maximum # of Financial Assistance Awards	Maximum number of matching financial assistance awards per company: 2 Maximum number of EEF assistance per company: 2
Method of Financial Assistance Payments	Matching financial assistance awards: Reimbursements are issued (checks) via the contracted GSDEC following NH OIC review of ESBC receipts and reconciliation. Payments only issued upon request by NH OIC. Payments of EEF (USCS services): if \$1,200 or less the service is paid via contracted GSDEC (debit card) to USCS following receipt of Participation Agreement issued by USCS to NH OIC. Payments only issued upon request by NH OIC. Tradeshow participation fees and vendor payments: ESBCs invoiced and payment collected by contracted GSDEC in coordination with NH OIC. Vendor payments only issued upon request by NH OIC.
Internal Controls	Several steps are put in place to monitor and ensure proper use and expenditure of funds takes place: <ul style="list-style-type: none"> • ESBC applications/requests reviewed by appropriate panels • Receipts and reports reviewed and reconciled by NH OIC and contracted GSDEC accountant • Payment approvals and requests issued by NH OIC project director to contracted GSDEC accountant • Payment confirmations sent to NH OIC project director by GSDEC accountant • Monthly reconciliation statements shared with NH OIC and DRED business office of STEP bank account at GSDEC • Payments to GSDEC in accordance to contract are made with approval by NH OIC project director and business administrator/chief accountant of DRED business office.

COLLABORATION & LEVERAGING OF RESOURCES

Element 3 - COLLABORATION & LEVERAGING OF RESOURCES (Section 5.2.3 - 10 Points)

Despite modest staffing, NH OIC prides itself on collaboration and leveraging resources to assist Granite State businesses and is a testament to its ability to do much with little. For the sixth round of funding, NH OIC will again pool resources from existing and new partners at the state, regional and federal levels. NH OIC partners include, but are not limited to, U.S. Department of Commerce- Export Assistance Office in New Hampshire, the Granite State District Export Council, SBA, SBDC, Eastern Trade Council and the New Hampshire Aerospace and Defense Export Consortium. The most notable collaborations in this and past proposals include the New Hampshire Export Expansion Fund, New Hampshire Aerospace and Defense Export Consortium and the Export Boot Camp Training- three initiatives producing positive results, with even greater potential in the coming year. All of which consist of New Hampshire businesses, the direct beneficiaries of this grant.

Table: Prospective Partners

Name of Partner Organization	Role
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Granite State District Export Council	Partner on review panels for Export Expansion Fund and Financial Assistance Awards; promotion of STEP activities
U.S. Commercial Service Office- NH	Partner in vetting and counseling ESBCs for participation in STEP activities; active partner on review panels for Export Expansion Fund and Financial Assistance Awards and trade shows; promotion of STEP activities
NH SBDC	Partner for outreach and referral of NTE clients; promotion of STEP activities
SBA- NH District Office	Partner in outreach and referral of NTE and ME clients; promotion of STEP activities
NHADEC	Partner in outreach and referral of NTE and ME clients

FINANCIAL MANAGEMENT: PAST PERFORMANCE

Element 4 – FINANCIAL MANAGEMENT & PAST PERFORMANCE

(Section 5.2.4 - 20 Points)

The Department of Resources and Economic Development manages many grants from many sources. The ability to track and verify expenses and to meet grant obligations is a deliverable and responsibility of all who manage similar projects within the agency. The NH OIC project manager reports to the deputy director of the Division of Economic Development and works closely with the chief accountant, department auditor and the business office administrator. There is an agency-wide emphasis on timely and complete reporting, approval and submittal of invoices, and integration with the state payment structure.

The NH OIC project manager has overseen several federal grants and has a process to assure deadlines are met and funds are used appropriately. For STEP year six, the agency will employ more improved expense reconciliation reports between the Granite State District Export Council and DRED's business office based in large part on recommendations presented by SBA financial reviewers. The operating procedures are as follows:

- ESBC applications/requests reviewed by appropriate panels
- Receipts, reimbursement requests, vendor payments (i.e. tradeshow, USCS, etc) are reviewed and reconciled by NH OIC project director and staff
- Payment approvals and requests issued by NH OIC project director to contracted GSDEC accountant
- Payment confirmations sent to NH OIC project director and staff by GSDEC accountant
- Monthly reconciliation statements shared with NH OIC and DRED business office of STEP bank account at GSDEC
- Payments to GSDEC in accordance to its contract are made with approval by NH OIC project director and business administrator/chief accountant of DRED business office.
- Day to day management of STEP is controlled by NH OIC, and payment requests are only made by GSDEC accountant following permission granted by NH OIC.

- NH OIC requires GSDEC to carry liability insurance.

DATA COLLECTION & MEASUREMENT OF OUTCOMES

5 - DATA COLLECTION & MEASUREMENT OF OUTCOMES (Section 5.2.5 - 25 points)

Measuring the success and quality of each project is straightforward. Businesses are vetted through applications and reviewed by panels comprised of NH OIC and its partners, including the U.S. Commercial Service and the Granite State District Export Council. The businesses have the benefit of peers and their expertise in evaluating the applications. Data collection instrument is used as follows:

- Method: Through combination of in person and web-based surveys for efficient use of time for both clients and NH OIC
- Collection intervals: ESBC required to update results on a quarterly basis during the award year and twice beyond the conclusion of the grant year.
- Designation of NTE or ME: is made by NH OIC and review panels following the review of applications, as some clients (not many) may categorize themselves incorrectly.
- Sales: Actual sales, projected sales through follow up reporting 12-18 months after activity
- Sharing of results: ESBCs agree to share the results of the activities with USCS, SBA, GSDEC and NH OIC and to be featured in media releases and promotions of the program
- STEP ESBCs are requested to discuss potential impacts on NH economy through the financial assistance awards on the application which is phrased as follows: ***“What are the anticipated results and what economic impact will it have on the upon successful completion of this activity (provide information regarding projections for sales, new hires and job retention)”***

Examples of NH OIC's DCI and financial assistance award application can be found in Attachment 9.

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