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STATE OF NEW HAMPSHIRE
DEPARTMENT of BUSINESS and ECONOMIC AFFAIRS
DIVISION of ECONOMIC DEVELOPMENT

One Eagle Square, Suite 100 Concord, New Hampshire 03301
Phone: 603-271-2341 www.nheconomy.com

October 26, 2018

The Honorable Neal M. Kurk, Chairman
Fiscal Committee of the General Court
and
His Excellency, Governor Christopher T. Sununu
And the Honorable Executive Council
State House
Concord, New Hampshire 03301

[Signature]
Approved by Fiscal Committee Date: 10/26/18

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-18-IT-0043) in the amount of \$250,000 upon Fiscal Committee and Governor and Executive Council approval through June 30, 2019. **100% Federal Funds**

Funding to be budgeted as follows:

State Trade & Export Promotion 03-22-22-220510-23610000		FY 19 Requested Budget
000-403944	Federal Funds	\$250,000
040-501587	Indirect costs	\$25,000
041-500801	Audit Fund Set Aside	\$250
102-500731	Contracts for Program Services	\$224,750

EXPLANATION

The US Small Business Administration's State Trade Expansion Program (STEP) grant program, which was created under the Small Business Jobs Act 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 the 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 six previous rounds of this competitive grant, making the current cycle the seventh round of funding. New Hampshire is one of forty-seven states to receive a STEP grant award this year.

The following appropriations are being requested for Fiscal Year 2019:

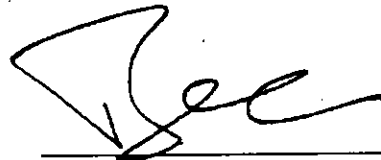
Class	Class Description	Amount	Purpose
040-501587	Indirect costs	\$25,000	Amount budgeted to cover indirect costs (10%)
041-500801	Audit Fund Set Aside	\$250	Amount budgeted to cover audit fund set aside percentage (.001)
102-500731	Contracts for Program Services	\$224,750	Amount budgeted to cover contractual services for trade show and matching grant program logistics


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,



Wildolfo Arvelo
Director



Taylor Caswell
Commissioner 

NOTICE OF AWARD



U.S. Small Business Administration 1. AUTHORIZATION (Legislation/Regulation) The Trade Facilitation and Trade Enforcement Act of 2015 (HR 644)		2. Grant/Cooperative Agreement No. SBAHQ181T0043																																											
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 09/30/2018 Through 09/29/2020	(Mo./Day/Yr.) Through 09/29/2020																																										
		5. BUDGET PERIOD (Mo./Day/Yr.) From 09/30/2018 Through 09/29/2020	(Mo./Day/Yr.) Through 09/29/2020																																										
		6. FEDERAL CATALOG NO. 59.061	7. ADMINISTRATIVE CODES B506001E20047																																										
8. TITLE OF PROJECT/PROGRAM (limit to 53 spaces) STEP		9. AWARD AMOUNT Amount of SBA Financial Assistance \$250,000.00																																											
10. DIRECTOR OF PROJECT (Program or Center Director, Coordinator or Principal Investigator) NAME Adams Rachel Last First Initial ADDRESS: 172 Pembroke Road Concord, NH 03301		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 style="width: 25%;">BUDGET YEAR</th> <th style="width: 25%;">TOTAL DIRECT COST</th> <th style="width: 25%;">BUDGET YEAR</th> <th style="width: 25%;">TOTAL DIRECT COST</th> </tr> <tr> <td>a.</td> <td style="text-align: center;">\$0.00</td> <td>b.</td> <td style="text-align: center;">\$0.00</td> </tr> </table>	BUDGET YEAR	TOTAL DIRECT COST	BUDGET YEAR	TOTAL DIRECT COST	a.	\$0.00	b.	\$0.00	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No																																		
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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.		13. Remarks (Other Terms & Conditions Attached) See Special Terms and Conditions																																											
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16. CRS - EIN 02-600618		17. COUNTY NAME Merrimack	18. CONGRESSIONAL DISTRICT NO. NH-002																																										
19a. CITY CODE 14200	b. COUNTY CODE 013	c. STATE CODE 33	d. PROGRAM CODE 7009																																										
BUDGET CODE 20a. 1818.8904C0DB.506001	DOCUMENT NO. b. SBAHQ181T0043	AMT. ACTION FIN. ASST. c. \$250,000.00	TYPE OF ORGANIZATION d. State Government																																										
21. AGENCY OFFICIAL (Signature, Name and Title) Teresa Clouser		22. DATE ISSUED (Mo./Day/Yr.) 09/13/2018	24. DATE 9/18/18 (Mo./Day/Yr.)																																										
23. RECIPIENT OFFICIAL (Signature, Name and Title)		(Signature)																																											



**U.S. SMALL BUSINESS ADMINISTRATION
STATE TRADE EXPANSION PROGRAM**

**STATE OF NEW HAMPSHIRE
ATTACHMENT B –
TECHNICAL PROPOSAL TEMPLATE
FOR
FY 2018
STATE TRADE EXPANSION PROGRAM
OIT-STEP-2018-01**

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INTRODUCTION

In Year 7 of the State Trade Expansion Program (STEP), the New Hampshire Office of International Commerce (NH OIC) will continue its success by maintaining a focused 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. By providing these opportunities, the grant will continue to afford the means and capital necessary for companies to grow in international markets, while promoting economic development and job creation, increasing our clients' technical know-how, access to marketing tools, and identifying the best trading partners in new or expanded markets. NH OIC anticipates engaging numerous companies in this program, specifically in export basics training; exhibition in a state pavilion at two aerospace, defense and security shows; financial assistance awards; new export assistance encouraging New Hampshire's vibrant tourism sector to seek new markets, while providing support to new-to-export (NTE) companies to explore the Canadian market. The return on investment will yield significant results for New Hampshire exporters and will encourage them to better leverage all resources to achieve their goals. All activities will be conducted through 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

Criteria # 1 – ORGANIZATIONAL COMPETENCY

Through the past six years of STEP, NH OIC has successfully supported businesses by providing direct financial assistance, technical assistance, and export-related education programs to hundreds of company representatives. In the seventh year, NH OIC will continue its support of new-to-export companies beginning their exporting initiatives and seasoned firms expanding sales in new markets. The activities outlined below also demonstrate two new areas that will strengthen the pipeline; through our export outreach and referral efforts, NH OIC will look to encourage new-to-export businesses to research the Canadian market for export potential, and provide support for the state's tourism industry pursuing new international visitors. The goals outlined below support NH OIC's mission by providing timely programming to help companies connect with global markets, 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.
Eurosatory- France (2020)	Participation in a State-sponsored and client directed pavilion at a key defense and security international trade show. Eurosatory is the ideal trade show size and showcase for New Hampshire defense and security manufacturers.

STATE TRADE EXPANSION PROGRAM OIT-STEP-2018-01

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.
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- 1. Program Management & Oversight-** The Department of Business and Economic Affairs (BEA) manages several 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 STEP project director reports to the program manager of NH OIC and the director of the Division of Economic Development, who work closely with the agency's chief accountant and the business office administrator. There is an agency-wide emphasis on timely and complete reporting; approval and submittal of invoices; integration with the state payment structure and auditing functions overseen by the business office. The NH OIC STEP project director has assisted in the oversight of several federal grants and has a process to assure deadlines are met and funds are used appropriately. For STEP year seven, the agency will utilize improved expense reconciliation reports between the GSDEC and BEA's business office, based on recommendations presented by SBA financial reviewers. The operating procedures are as follows:

 - ESBC applications/requests reviewed by appropriate panels through website (nhexportassistance.com).
 - Receipts, reimbursement requests, vendor payments (i.e. tradeshow, USCS, etc) are reviewed and reconciled by NH STEP project director and staff.
 - Payment approvals issued by NH STEP project director; reviewed by NH OIC program manager; payment requests issued by NH OIC program manager to contracted GSDEC accountant.
 - Payment confirmations sent to NH STEP project director and staff by GSDEC accountant.
 - Monthly reconciliation statements shared with NH OIC and BEA business office of STEP bank account at GSDEC.
 - Payments to GSDEC in accordance to its contract are made with approval by NH STEP project director, NH OIC program manager and business administrator/chief accountant of BEA 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.
- 2. Key Personnel -** NH OIC has significant experience in grant and client management domestically and internationally. Its three team members present cases, arguments and project results to senior leadership in the public and private sectors, and possess the knowledge, skills and acumen to implement the STEP program effectively and efficiently. Collectively, the team has more than 10 years of federal grant implementation experience.

Name(s) of Key Personnel/Title	Experience and involvement in STEP Project	Percentage of Time Devoted to STEP (24 months)
<i>Rachel Adams, STEP Project Director</i>	<i>10 years of client/account management, both domestically and internationally, in both the private sector and state government. Will be responsible for grant administration.</i>	100%
<i>Tina Kasim, NH OIC Program Manager</i>	<i>Nearly 20 years of international economic development and exporting experience. Will provide grant oversight assistance</i>	2.743%
<i>Nathaniel Nelson, International Trade Officer</i>	<i>10 years of senior level clients across US government, state government, private sector and international agencies. Will provide support in implementation.</i>	1%

The NH STEP project director has managed and implemented previous STEP awards and contracts through a process that assures deadlines are met, funds are used appropriately, and the interests and expertise of the state's most experienced exporters are engaged. For the previous six STEP grants, NH OIC has contracted solely with the Granite State District Export Council (GSDEC) to financially administer the grant. The State considers the GSDEC arrangement to be a non-competitive (sole-source) contract due to the unique support the organization provides. GSDEC enables NH OIC to pay out its assistance awards and vendors without going through the state's lengthy disbursement process, as the 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 is not independent 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 includes scope of work and budget (see attachment 21), is enclosed- we request approval to continue the GSDEC as a non-competitive contractor in STEP Year Seven should New Hampshire be awarded a grant. Attachment (21) 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 State. The only organization demonstrating the capacity and export knowledge is the GSDEC whose members are appointed by the US Secretary of Commerce.

3. Exporting Experience - In the past year, NH OIC continued to see an upward trend of first-time businesses exploring global markets, as well as increased sales among experienced New Hampshire exporters. With a new record of exports reaching \$5.1 billion in 2017, New Hampshire's growth is a testament to its work over the last six years of STEP; many of the companies who participated in STEP are successfully reaching new markets and project that success to continue. The funding awarded to NH OIC has generated the 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 to create an initial export strategy and with seasoned exporters breaking into new international markets. The manner in which companies use the funds varies: Some use the funds to participate in trade shows and sales missions, while others use funds for customized market research or export promotion services.

Over the last six years, NH OIC received \$1.3 million from STEP. This investment has produced impressive results: \$4.4 billion in reported 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.

Key Performance Indicators	OUTPUT: FIRMS PARTICIPATING	124
	OUTCOME: SALES-IMMEDIATE (ACTUAL)	\$4,410,930,732
	OUTPUT: NEW TO MARKET FIRMS PARTICIPATING	86
	OUTCOME: NEW TO MARKET SALES-IMMEDIATE (ACTUAL)	\$4,100,550,200
	OUTPUT: NEW TO EXPORT FIRMS PARTICIPATING	38
	OUTCOME: NEW TO EXPORT SALES-IMMEDIATE (ACTUAL)	\$310,380,532

PROJECT DESIGN: PERFORMANCE MEASURES, OUTCOMES & COLLABORATION TO DIRECTLY BENEFIT ESBCs

Criteria # 2 - PROJECT DESIGN: PERFORMANCE MEASURES, OUTCOMES & COLLABORATION TO DIRECTLY BENEFIT ESBCs

Part I – Performance Measures & Outcomes New Hampshire's STEP program builds on the success and experience gained over the past six years, providing NH OIC with flexibility to customize strategies for qualified businesses. Select programs are available 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.

\$ AMOUNT OF FEDERAL AWARD DIRECTLY BENEFITTING ESBCs	PERCENT OF FEDERAL AWARD DIRECTLY BENEFITTING ESBCs
\$250,000	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 (1-9)	ACTIVITY DESCRIPTION SUPPORTING MILESTONE GOAL	# NTE FIRMS	NTE EXPORT SALES	# ME FIRMS	ME EXPORT SALES	FEDERAL AWARD EXPENSE	FED AWARD ROI
Goal 1: Support 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	10	\$150,000	22	\$1,000,000	\$167,000 (includes GSEDC admin fee)	6.8
Goal 2: Support, recruit, prepare, and assist 5 ESBCs to participate in Eurosatory (2020) international trade show	6	Support ESBCs to exhibit in state pavilion at Eurosatory, applicable for aerospace and defense businesses.	2	\$12,500	3	\$190,000	\$80,000	2.5
Goal 3: 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	10	\$40,000	\$3,000	16.6
			22	\$172,500	35	\$1,230,000	\$250,000	5.61

Activity 1: Financial Assistance Award Program -As New Hampshire companies continue to export products, company 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 offer technical and financial assistance, which has increased demand and reinforced the need of U.S. exports in all sectors. NH OIC recognizes the costs and risks required for market entry or expansion can be a deterrent. 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 USCS market research and services. This boost enables companies to stretch their limited funds and staff resources further, yielding tangible results. This proposal allocates \$167,000, with a maximum request of \$5,000 per company, for at least 32 companies (some will not seek the full \$5,000) 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 STEP, detailing the criteria necessary to receive an award.

Companies must submit a proposal outlining the project/activity requiring funding and explain 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 including, but not limited to: local representatives at USCS and GSDEC. Successful applicants will be notified in Quarter 1 of FY18 and they will have until end of FY20 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 a web-based format for easier client access and delivery of on-time reports, receipts and success stories. See 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. On that platform, New Hampshire businesses are required to regularly submit ROI information; can respond to surveys documenting successes; submit applications for various assistance programs and register for export related trainings.

Activity 2: Participation at Eurosatory (2020)- To continue building New Hampshire's brand as a hub of innovation and efficiency in defense and security technologies, NH OIC has identified Eurosatory in France, as a prime venue to showcase companies specializing in land and air-land defense and security. As part of the global supply chain, qualified businesses are better positioned at this trade show to connect with industry leaders and country delegations. In 2016, exhibitors at the show hailed from 57 countries, and 94 countries had official delegations visit with exhibitors on the show floor. Eurosatory was selected at the suggestion of the U.S. Embassy in Paris and the USCS staff. As experience has taught us, a state-branded pavilion lends participating businesses with the support that would otherwise be missed due to a host of factors including cost to exhibit and travel, staffing, etc.

Activity 3: 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, which will consist 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, and will include practical applications. Funding will be used to bring in industry-leading experts to conduct the trainings. NH OIC has seen heightened interest and inquiries by companies for training on the basic topics of exporting, therefore, we recognize that companies understand the value exporting adds to their business. NH OIC will partner with NH SBDC to assist with outreach and promotion of the boot camp without duplication.

Part II – Direct Benefit to ESBCs - To build the pipeline for NTEs for Year 7, NH OIC and its partners are working on three fronts. The first is: Identifying and providing basic export training to new businesses to raise awareness of opportunities in international markets and the steps needed to become export ready. Targeting this group will encourage these businesses to include export promotion into their long term business plans. The second front is identifying small and medium sized businesses with export-ready products which are reactive to one-off international inquiries; however exporting is lacking as an active part of their growth plans. The third front is to continue working with seasoned exporters expanding into new markets, especially as we see them transition from NTEs to MEs. In order to address the first two groups mentioned above, NH OIC will work specifically through its Export Outreach Team referral system. This process is used by NH OIC partners SBA, SBDC, NHADEC, Ex-Im, etc. NH OIC and acts as the main conduit to assess which partner can fill the appropriate needs of the business by way of [this questionnaire](#). However, New Hampshire's export eco-system has a "no wrong door" philosophy, which ensures that no opportunity to assist a small business is missed.

- i. **Building the pipeline (NTE):** NH OIC will simultaneously promote its Export Boot Camp education series and USCS online video guides. While both programs promote the basics of exporting, each tackles slightly different aspects related to exporting 101. For example, Commercial Service videos provide quick snap shots of the basics of export documentation, online global marketing and identifying export markets. On the other hand, NH OIC's program will be touted as the next level of education to complement the videos by taking a more in-depth look with a practical application to export financing, logistics, export compliance regulations and culturally aware marketing strategies. NH OIC will also work with its partners to identify the Eligible Small Business Company (ESBCs) with export-ready products but no active export development efforts. With this additional approach, NH OIC can build a pipeline for NTEs interested in identifying significant export opportunities, but are not quite ready, those that are passive in their managing of exports, or those that have only exported to one specific market with no expansion.
- ii. **Building the pipeline (ME):** The areas yielding the greatest ROI in the state's STEP awards have been through the keen acumen of New Hampshire's market-expansion (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. In Year 6 of STEP, there are three (of many examples) of companies successfully using the funding. First, an ESBC-purchased booth space at the Singapore Air Show with the support of a Financial Assistance Award. As a result, the company generated numerous sales leads. Since attending the show, sales to date is \$800,000.00 and officials anticipate another \$1.3 million in sales. A second ESBC participated in a U.S. Department of Commerce, Gold Key Matching Service, which allowed it to locate, interview and appoint a new representative for Vietnam - Vucico Vietnam. Vucico has since purchased demonstration equipment totaling \$62,643, which is their second highest annual sale in Vietnam. The

third example arises from an ESBC purchasing booth space at the Interzum 2017 Trade Show in Cologne, Germany last May. The show brought several new market leads in the hardwood lumber industry, including Pakistan, Egypt, Morocco and Iceland. As a result, the ESBC secured \$112,440 in sales from that show with an expectation of another \$140,000 in sales over the next 18 months. This ESBC received the SBA's 2018 New Hampshire and New England Small Business Exporter of the Year award.

- iii. Promoting export development to broad range of ESBCs: 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 the New Hampshire Technical Procurement Assistance Center, as well as federal and non-federal partners SBA, New Hampshire Manufacturing Extension Partnership, Center for women & Enterprise, Veterans Business Outreach Center of New England pay keen attention to businesses owned by socially disadvantaged individuals, specifically those owned and controlled by women, veteran-owned/service-connected controlled businesses.

Part III- Collaboration - Despite modest staffing, NH OIC prides itself on collaboration and leveraging resources to assist Granite State businesses; 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 GSDEC, 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
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; promotion of STEP activities
State Division of Travel and Tourism Development and Discover New England	Partner for outreach and referral of NTE clients; promotion of STEP activities

FINANCIAL ASSISTANCE PLAN

Part I – Financial Assistance Plan - NH OIC will assist ESBCs access the best activities under the New Hampshire program as follows:

Table. Financial Assistance Plan

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), ensures compliance with Buy American and Hire American laws, 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 Zeira, vice chairman GSDEC; Taylor Little, international trade specialist, NH Export Assistance Center; Tina Kasim, program manager, NH OIC Eurosatory (2020) review panel: Justin Osowski, director, NH Export Assistance Center; Tina Kasim, program manager, NH OIC Export Boot camp training review panel: Rachel Adams, project director, NH OIC; Tina Kasim, program manager, NH OIC
Maximum Dollar Amt. of Financial Assistance	Up to \$7,000 (the average will likely be less) - varies widely depending on number of times ESBC access financial assistance awards. NH OIC typically allows access to financial assistance awards twice (applicants don't usually use full amount).
Percent % of Export Activity Costs and Percent % covered by both NTE and ME ESBCs	Financial assistance awards: 50% export activity cost covered by STEP; 50% export activity cost covered by ESBCs Eurosatory (2020): Depending on final funding amount by SBA, a participation fee of up to \$4,500 could be charged to NTE/ME to cover any shortfall in proposed budget in this application; remainder by STEP 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
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. Tradeshaw 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 taken to monitor and ensure that there is proper use and expenditure of funds: <ul style="list-style-type: none"> • ESBC applications/requests reviewed by appropriate panels. • Receipts and reports reviewed/approved by NH OIC STEP director and program manager; reconciled by NH OIC and contracted GSDEC accountant. • Payment approvals and requests issued by NH OIC program manager to contracted GSDEC accountant • Payment confirmations sent to NH OIC project director by GSDEC accountant. • Monthly reconciliation statements shared with NH OIC and BEA 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 BEA business office.

Participation Threshold Table

	Total amount of Federal funding assistance to STEP clients	Total number of export activities STEP clients are eligible to participate in
Participation Period	\$10,000 (the average however is less)	3 activities

DATA COLLECTION & MEASUREMENT OF OUTCOMES

Element 4 – DATA COLLECTION & MEASUREMENT OF OUTCOMES

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 USCS and the GSDEC. The businesses have the benefit of peers and their expertise in evaluating the applications. Data collection instrument is used as follows:

- i. **STEP client's level of export experience:** Designation of NTE or ME is reviewed by NH OIC and review panels following the review of applications, as some clients (not many) may categorize themselves incorrectly.
- ii. **Actual export sales:** Collected upon the completion of the activity.
- iii. **Projected exported sales:** Collected 12-18 months after activity completion.
- iv. **Client certification for reported data:** Placed at the bottom of the DCI, NH OIC statement is: *'I certify that the information provided in this report, as well as accompanying documents, are true and complete. I agree to abide by the STEP program funding and reporting policies. I further understand that this information will be reviewed and is pending approval. Please type your name in box below.'*
- v. **Number of times results are collected:** ESBCs are required to update results on a quarterly basis during the award year and twice beyond the conclusion of the grant year
- vi. **Number of jobs created/retained:** Collected as part of the quarterly and follow on reporting post activity.
- vii. **Non-Federal instrument to collect and record data (DCI):** Web-based at <https://nhexportassistance.com/stepreport/>. Each activity an ESBC participates can be reported on individually via the drop down menu.

Examples of NH OIC's DCI and financial assistance award application can be found in Attachment 28.

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