

State Trade Expansion Program Annual Report to Congress Fiscal Year 2015 (Year 4)

This report responds to the legislative directive per SBA 22 (l) (7) (B) ANNUAL REPORTS:

“(i) IN GENERAL.—The Associate Administrator shall publish on the website of the Administration an annual report regarding the program, which shall include—

- (I) The number and amount of grants made under the program during the preceding year;
- (II) A list of the States receiving a grant under the program during the preceding year, including the activities being performed with each grant;
- (III) The effect of each grant on the eligible small business concerns in the State receiving the grant;
- (IV) The total return on investment for each State; and
- (V) A description of best practices by States that showed high returns on investment and significant progress in helping more eligible small business concerns.”

I. The Number and Amount of Grants Made Under the Program During the Preceding Year

FY15, Program Year 4	
Number	Total Amount
40	\$17,400,000

II. States Receiving a Grant under the Program during the Preceding Year, Including the Activities Being Performed With Each Grant

During Fiscal Year 2015, each State Trade Expansion Program (STEP) awardee reported on the progress on their approved milestone goals and supporting export activities in quarterly Performance Progress Reports (PPR). Based upon these PPRs, the activities completed by each awardee are summarized below.

Arkansas – Awarded \$207,535

State Organization: University of Arkansas System

The State of Arkansas invested STEP award funds to support export trade activities to include Gold Keys Services, international trade shows, as well as business development programs to gain global market access. The award of World Trade Center Arkansas (WTCA) worked closely with the Arkansas Economic Development Commission as the trade arm to help facilitate exports for Arkansas’ small companies. Arkansas provided financial assistance to several market-expansion (ME) firms in the manufacturing industry.

Alabama – Awarded \$115,251

Organization: Alabama Department of Commerce

The State of Alabama invested in STEP award funds to assist 25 eligible small business concerns (ESBCs) in participating in two trade missions and six trade shows. The 25 ESBCs (5 new to export (NTE) and 20 market expansion (ME)) participating in the above events represented the State's industries such as aerospace, biotechnology, advanced manufacturing, machinery manufacturing, and engineering services. The grant also assisted 5 NTE and 20 ME ESBCs to develop new markets and partnerships. STEP grant allowed the ESBCs to pursue international markets in Tanzania, Germany, Australia, Singapore, Malaysia, Canada, Spain, Morocco, Chile, Argentina, Bolivia, and Peru.

California – Awarded \$747,781

State Organization: California Community College Chancellor's Office

The State of California invested STEP award funds to assist 247 ESBCs in foreign market sales trips, foreign trade missions, individual company export promotion services, inbound buyer missions, and trade shows targeting export markets in Asia, North America, and Europe. These included: Cosmoprof and Singapore Air Show in Asia; CeBIT and Hannover Messe in Germany, Cosmoprof Worldwide (Italy); China & South Korea Outbound Mission, China Medical Equipment Fair, Hong Kong Food Expo, and the Abu Dhabi Auto Show in the United Arab Emirates. STEP funds helped stimulate the State's leading export sectors including: information technologies, food and agricultural, transportation equipment, medical and scientific equipment.

Colorado – Awarded \$195,938

State Organization: Colorado Office of Economic Development and International Trade

The State of Colorado invested STEP award funds to support 24 small businesses (10 NTE and 14 ME) in foreign market sales trips stimulating the agriculture, forestry, fishing and hunting industry. The Grant also supported activities such as gold key services, export trade shows, including: i) the ISPO Munich, the largest European outdoor recreation tradeshow, ii) the ANTAD Expo, the largest retail food show in Guadalajara, Mexico, and iii) Arab Lab 2016, the largest tradeshow for laboratory science and instrumentation in Dubai.

Connecticut – Awarded \$350,000

State Organization: Connecticut Economic and Community Development

The State of Connecticut invested STEP award funds to support opportunities throughout the State's export ESBCs product markets. STEP funds made trade promotion assistance possible to support diverse export opportunities at trade shows to MEDICA, Hannover Messa, and Farnborough, England. In the fourth quarter of award, STEP exceeded their expectation by having 5 NTE and 22 ME companies participate in a foreign trade show exhibition. ESBCs identified U.S. Department of Commerce (DoC) export assistance services that apply to receive STEP General Assistance Fund. This includes Gold Key Services, International Partner Searches, International Company Profiles, and DoC Trade Missions.

Delaware – Awarded \$276,741

State Organization: Department of State

The State of Delaware invested STEP award funds to support their new strategic export plan. The new plan was used in assisting Delaware companies to grow globally. Delaware's efforts were focused on the manufacturing (Information Technology), Bio/Science, laboratory equipment, solar systems and chemical industry in multiple export market sectors. STEP strengthened their export activities in a Canada mission of business matchmaking for 3 DE ESBCs in July, to Mexico for 6 DE ESBCs in May, to Germany for 5 ESBCs in September, and Korea in June to increase sales. Delaware provided several financial assistance awards to disadvantage owned ESBCs in social and economic, women, veterans & disabled veterans and rural owned companies. By the end of the year, Delaware had supported 33 (14 NTE and 19 ME) different eligible small business concerns in export markets outside of the US with STEP assistance of training, market research, marketing material translation/interpreters for successful foreign market sales trips.

Hawaii – Awarded \$750,000

State Organization: Hawaii Business, Economic Development and Tourism

The State of Hawaii invested STEP award funds to support 313 ESBCs (155 NTE and 158 ME) in tradeshows, trade missions, reverse buyer missions, and other export activities that targeted the following sectors: agricultural and food products, gift and souvenir products, fashion and sporting goods, and tourism consulting services. The most notable small business participation in STEP supported events was the 81st Tokyo International Gift Show attracting 62 ESBCs; 23 ESBCs were drawn to the Tokyo Café Show, and 17 small businesses attended the Hawaii Expo at Shibuya Hikarie in Tokyo, Japan.

Idaho – Awarded \$346,708

State Organization: Idaho Department of Commerce

The State of Idaho invested STEP award funds to assist 59 ESBCs (13 NTE and 46 ME) in translation and subscription services, individualized export activities, and small businesses exhibiting in an Idaho pavilion at five industry-specific global tradeshows. These activities included: Farnborough Air Trade Show in London, England; Main Event Trade Show in Canada; CEBIT Trade Show in Hannover, Germany; IWA Trade Show and the Outdoor Show Circuit in Friedrichshafen, Germany.

Illinois – Awarded \$685,855

State Organization: Illinois Department of Commerce and Economic Opportunity

The State of Illinois invested STEP award funds to support 104 eligible ESBCs concerns (48 NTE and 56 ME) with 5 ESBC's to achieve compliance with product certifications required for exporting and gold key services. The grant supported 12 ESBC's in two foreign trade missions to Tanzania & Kenya and South Africa & Zambia, and 14 ESBC's to two foreign trade missions to Kuala Lumpur, Malaysia and Santiago, Chile. The award assisted 73 foreign market sales trips tailored to the specific sector and geographic needs of Illinois ESBCs in emerging and developing markets (including, China, India, Asia Pacific, Canada, Africa, Middle East, Latin America and Europe) within various industries.

Iowa – Awarded \$190,000

State Organization: Iowa Department of Economic Development

The State of Iowa invested STEP awards fund to provide the opportunity to offer financial assistance for Iowa ESBCs to exhibit at 50 trade shows in northern Iowa and Canada. STEP funding allowed the ESBCs to exhibit at more shows in their target market, which led to signing new dealers in Western Canada and obtaining a large purchase for their boat lifts from a contractor awarded a large marina project. After exhibiting at several Canadian shows through STEP, the eastern Canada market is now expanding into Quebec, Nova Scotia, PEI, and other markets.

Kansas – Awarded \$296,533

State Organization: Department of Commerce

The State of Kansas invested STEP award funds to broaden exporter base and increase the export activities. Kansas focused on export training, trade shows and trade missions, and market entry support. Some training opportunities were offered in general overview, market identification, export regulations and compliance, shipping and logistics and payment and finance. The Kansas Department of Commerce provided eight exhibition opportunities at the U.S. Pavilion at the Farnborough Air Show, and one under the Pavilion at Hannover Messe. Kansas employed the U.S. Commercial Service's expertise and programs, such as Gold Key Matching Services, International Partner Search, customized market research and International Company Profile services.

Kentucky – Awarded \$400,000

State Organization: Commonwealth of Kentucky

The State of Kentucky invested STEP award funds to support education and exposure of ESBCs. STEP award assisted ESBCs participation in two foreign market trade missions, 43 ESBCs to attend trade shows at MEDICA, Farnborough, Shot Show 2016, CanGift, Hannover Messe and Sylvawood 2016 in German, England, Nevada (USA), Canada, Germany and China. Kentucky's STEP financially assist with 35 sales visits to identified markets in Mexico, Korea, Hong Kong, China, Singapore, Rome, France, Italy, Turkey, Austria, Costa Rica, Panama, Egypt and Israel to name a few. STEP supported 144 market research opportunities for companies to identify potential regions of interest.

Maine – Awarded \$161,048

State Organization: Maine International Trade Center

The State of Maine invested STEP award funds to assist ESBCs to engage in international trade and expand their global business activities. Maine's STEP provided export compliance skill training certificate programs to 28 companies, business matchmaking services to three companies at MEDICA trade fair in Dusseldorf, 20 trade shows, 17 trade missions (one in Scandinavia) to support ESBCs with USCS Gold Keys matchmaking services. It also supported networking activities and meeting assistance in foreign markets such as Norway, Sweden, Canada, and Turkey in a variety of industries.

Maryland – Awarded \$518,413

State Organization: Maryland Business and Economic Development

The State of Maryland invested in STEP award funds to support activities such as DOC Gold Key services and trade mission trips to Johannesburg, South Africa, Buenos Aires, Argentina, Mumbai, Nagpur, New Delhi, and Ahmedabad. The grant assisted ESBCs in providing them with export capability assessment, one-on-one export management consulting, training classes, and export accelerator program. The award supported foreign trade mission to promote and assist Maryland companies to prepare for the export grant application to offset travel expenses associated with Office of International Investment and Trade organized events and other export initiatives.

Massachusetts – Awarded \$500,000

State Organization: Commonwealth of Massachusetts

The State of Massachusetts invested STEP award funds to promote access to new markets for goods and services. Massachusetts provided a broad range of assistance, including counseling, technical assistance, market research and training. The Commonwealth of Massachusetts assisted ESBCs in planning export activities, access potential export markets, develop market entry strategies, and navigate the technical, regulatory, legal logistical and financial aspect of export transactions. STEP supported trade shows and missions to Dubai, Japan, China, France, Canada, the Netherlands, England, Australia, UK, Germany and Mexico.

Michigan – Awarded \$750,000

State Organization: Michigan Strategic Fund

The State of Michigan invested STEP award funds to support 262 ESBCs (44 NTE and 218 ME) to participate in trade shows, and trade missions in India, Israel, Germany, Mexico, Ireland, Canada, Chile, Colombia, and China. Further, ESBCs partook in international search engine optimization targeting a total of 53 different international markets. The ten most frequent markets served were Canada, Mexico, China, Germany, United Kingdom, France, Australia, Brazil, United Arab Emirate, and India. The award also supported two trade missions to United Arab Emirates, subscription services, and customized export assistance and training.

Minnesota – Awarded \$564,132

State Organization: Department of Employment and Economic

The State of Minnesota invested STEP funds to support 4 new-to-export ESBCs and 18 market-expansion ESBCs to participate in trade shows. These included medical trade mission to Arab health in Dubai that attended by 4 ESBCs and resulted in \$51,400 in immediate sales, plus other trade missions attended by 18 ESBC that resulted in \$378,350 in immediate sales. These combined for a total of 22 ESBCs that received STEP funds, and they had \$429,750 in immediate sales.

Mississippi – Awarded \$540,100

State Organization: Mississippi Development Authority

The State of Mississippi invested STEP award funds to support the expansion of their activities and outreach to the small business community. Mississippi's offered educational seminars, market services, USA Pavilions assistance, Gold Keys services, customized program services and financial assistance to trade shows. Mississippi Authority provided services to many companies in countries such as Puerto Rico, Morocco, Mexico, Taiwan, Korea, Columbia, Philippines, Canada, Hong Kong and Germany. Mississippi provided support for subscription services in India and Israel to build business relationship. STEP supported 16 firms financially to gain a better understanding of global business. STEP also financed design of an internal market media event in Germany.

Missouri – Awarded \$599,000

State Organization: Missouri Department of Economic Development

The State of Missouri invested STEP award fund to support trade missions to Colombia, Panama, Peru, and Israel; and two trade shows including the Dubai Air show and the Hospitalar trade show in Sao Paulo. These key activities engaged over 50 ESBCs; 120 companies participated in other marketing activities including design of market sales trips, subscription services provided by the DoC, website translation, trade shows, and foreign market sales trips. The grant also supported export training for 27 NTE Missouri firms.

Montana – Awarded \$347,688

State Organization: Montana Department of Commerce

The State of Montana invested STEP award funds to support 199 ESBCs (75 NTE and 124 ME) with exhibiting at international trade shows in 24 countries. These trade shows include Montana Pavilions at ISPO Munich (Germany) and Hannover Messe (Germany); with translation of marketing materials into 9 foreign languages, including French, German, and Spanish. The trade show is sponsored by U.S Commercial Service in 8 foreign markets including Chile, India, and Brazil with participation in trade missions and foreign market sales trips in 5 international markets, including Taiwan, South Korea, and Mexico.

Nebraska – Awarded \$300,570

State Organization: Nebraska Department of Economic Development

The State of Nebraska invested STEP award funds to support ESBCs International Marketing Access Grants (IMAG) to advertise to international markets through online advertising or industry focused publications. STEP also partnered with "GROW NEBRASKA" to provide training trade workshops to 16 NTE companies and 13 ME companies. Nebraska's STEP identified some of their target markets of Uganda, Germany, Argentina, Japan, China, Malaysia, Europe, South America, Africa and UAE.

Nevada – Awarded \$300,000

State Organization: Nevada Governor's Office of Economic Development

The State of Nevada invested STEP award funds to support ExporTech and U.S. Department of Commerce subscription services and 546 ESBCs (296 NTE and 250 ME) in export activities. Specifically, STEP funds enabled Governor's Office of Economic Development to conduct two outbound trade missions to Poland and China; one ESBC participation in Hannover Messe (considered the world's leading industrial trade show held in Germany); and successfully lead 6 companies to a foreign trade mission in Australia. The mission helped the businesses enter or expand their goods or services in the Australia export market by conducting briefings and assisting with over 50 business to business meetings.

New Hampshire – Awarded \$199,878

State Organization: New Hampshire Resources and Economic Development

The State of New Hampshire invested STEP award funds to support their established export development programs, customized assistance goals and trade show participation. New Hampshire's STEP supported a successful trade show to Arab Health in Dubai, UAE, comprehensive trade services/programs via U.S. Commercial Service to access various markets for 10 NTE and 20 ME ESBCs. Some ESBCs received multiple financial awards to support small business export activities throughout the State.

New Mexico – Awarded \$193,700

State Organization: New Mexico Economic Development Department

The State of New Mexico invested STEP award funds to support 45 ESBCs including 29 NTE and 16 ME to participate in trade shows, subscription services, and trade missions in a variety of sectors and expand into international markets. STEP allowed the State to expand its outreach efforts to recruit different group of women: five women-owned, three veteran-owned, three socially and economically disadvantage and nine rural small businesses in their export activities this year. New Mexico businesses were able to get first-hand knowledge of overseas markets directly from their customers and potential distributors as they increased their distribution network across different markets in Asia (Bangkok Thailand, Hong Kong, Japan, Europe (London, Germany (Stuttgart, Hannover, Munich) Bologna, Italy, and Lisbon Portugal) the Americas (Chile, Colombia, Peru, Uruguay, Paraguay, Mexico, Bolivia, Atlanta, Nevada, Texas), and Africa(Maputo Mozambique, Johannesburg South Africa).

New Jersey – Awarded \$498,000

State Organization: New Jersey Department of State

The State of New Jersey invested STEP award fund to support export sales into Africa (Ivory Coast, Liberia, and Morocco), Asia (India, Philippines, and Viet Nam), Australia, Europe (Czech republic, Lithuania, and Poland), Middle East (Iran, Kuwait, and United Arab Emirates; and North America (Canada and Mexico), and the Caribbean, Central and South America (Dominican Republic, Panama, and Trinidad & Tobago). The grant supported companies that participated in trade shows, trade missions, or customized export promotion activities specific to industries or markets such as Arablabs show in Dubai, the Asia Pacific Leather Fair-Hong Kong in China, and the Eurosatory show in Paris.

New York – Awarded \$663,893

State Organization: New York Department of Economic Development

The State of New York invested STEP award funds to provide the financial incentive for companies to turn their export plans into actions. The grant significantly helped support export development for more eligible ESBCs concerns with achieving their export goals. The fourth year grant assisted 120 firms in completing 165 eligible State Trade Expansion Program activities and consisted of 27 NTE companies and 93ME companies. The grant also supported export trade show exhibition in Kunshan, China, Tel Aviv in Israel, Ottawa in Canada; and translation of website into foreign languages in New York State.

North Carolina – Awarded \$746,800

State Organization: Economic Development Partnership of North Carolina

The State of North Carolina invested STEP award fund to support the North Carolina (NC) Passport to Export Program (NCPEP) in order to provide flexibility and encourage innovative use of funds to meet the specific export needs of NC. The grant assisted 40 ESBCs through the NCPEP in the export trade show exhibition; it also helped with travel fees, specific export services such as Gold Key service and translation, export education seminars, as well as trade show event assistance. The grant supported activities such as the export trade show exhibition in Beijing, China; the Southampton boat show, the eurobike trade show exhibition, the Barcelona boat show, and the Hong Kong Wine and Spirits export trade show exhibition.

North Dakota – Awarded \$287,694

State Organization: North Dakota Trade Office

The State of North Dakota invested STEP award funds to assist ESBCs in 94 (33 NTE and 61 ME) export-related activities in international trade missions, trade shows, reverse trade missions, and market expansion trips to Norway, China, India, Brazil, and 28 other markets. Additionally, STEP funds were used to engage ESBCs in export training, market research and marketing material translation. Some of the successes resulting from the use of STEP funds are the growth of the State's agribusiness exporters through participation in foreign market expansions sales trips.

Ohio – Awarded \$700,000

State Organization: Ohio Development Service Agency

The State of Ohio invested in STEP award fund to assist 63 clients to attend trade missions in Canada, Brazil, and Nairobi in Kenya. The grant provided financial assistance to offset the cost of international market development activities such as translation of websites into foreign language, international marketing of export products, and participating in training workshops. The fund also sponsored the Ohio market visit supported by Gold key, and Food Export Market builder.

Oregon – Awarded \$ 450,000

State Organization: Oregon Business Development Department

The State of Oregon invested STEP award funds to support 124 ESBCs (28 NTE and 96 ME) in outbound trade missions to Chile, Germany, Mexico, and Japan. The missions helped to increase the number of new exporters from Oregon, the number of new markets entered by companies and the value of sales by these exporters. The funds enabled the State to offer stipends to support small businesses participation in international trade shows such as Wind Energy and Hannover Messe in Germany, International Water Week in Singapore, and Eurobike in Germany.

Pennsylvania – Awarded \$698,613

State Organization: Pennsylvania Commerce and Economic Development

The State of Pennsylvania invested STEP award funds to support export development of ESBCs by offering financial assistance awards to help companies offset the costs of international activities such as trade show, exhibitions, trade missions to Algeria and Morocco, and foreign markets sales trips. The award fund also provided ESBCs with in-market consulting and business matchmaking services in the Arab Gulf (United Arab Emirates), Central and Eastern Europe (Czech Republic), Indonesia, and Saudi Arabia.

Puerto Rico – Awarded \$288,650

State Organization: Puerto Rico Trade and Export Company

Puerto Rico invested STEP award funds to support trade missions to Capac Panama, Mexico, and Colombia, as well as the Americas Food and Beverage Show in which 28 (14 NTE) companies participated. The fund assisted in the Puerto Rico local marketing and recruitment campaign and in international campaign design, in addition to the EXPOCOMER Company's recruitment publication on Caribbean Business Newspaper. The award assisted the multi-sector trade show mission from Africa, America, Asia, the Caribbean, and Europe which resulted in networking with 2,500 companies that will facilitate commercial opportunities.

Rhode Island – Awarded \$373,000

Education Institution: Bryant University

The State of Rhode Island invested STEP award funds to expand their markets and critically grow export sales throughout the State. STEP financially funded export key activities through Department Of Commerce subscription services, international marketing campaign, Small Business Development Center training event, translation services, and Gold Keys service to Israel. The grant provided thirty-eight stipends award to support export training, including participation in Marketing to the World in the Digital Age; Safeguarding Your Assets: Intellectual Property Right Protection; World Trade Day; export compliance; European regulations. Bryant University in Rhode Island had 14 ESBCs participate in a trade mission and 45 trade shows during the year.

South Carolina – Awarded \$349,218

State Organization: South Carolina Department of Commerce

The State of South Carolina invested STEP award funds to support 21 ESBCs to participate in trade missions in Canada, Mexico, Guatemala, India, and Egypt as well as exhibiting at international trade shows such as the Farnborough Air show. The grant allowed companies to be trained on the export documentation and the automatic commercial environment system. The fund assisted four companies to attend international trade shows such as spring fair, top drawer, engredea California, the Miami Boat show, Messe Dusseldorf, Expo Nacional Ferretera, Congreso De La AIGLP, and the TechTextil.

Utah – Awarded \$395,000

State Organization: Utah Department of Community and Economic Development

The State of Utah invested STEP award funds to provide financial assistance to 361 ESBCs (248 NTE and 113 ME). STEP funds increased the knowledge and capacity of Utah's ESBCs that were preparing to begin exporting by offering export training (such as, Export Training Certificate of Global Business Management) throughout the State's urban and rural areas. STEP funds increased the capacity for volume of exports from existing ESBCs exporters by facilitating in-depth foreign market analysis and by mentoring through foreign market sales trips to China, Europe, Germany, and Mexico; and international trade shows to increase exports in markets such as, Germany, Turkey, and United Arab Emirates.

Vermont – Awarded \$174,461

State Organization: Vermont Department of Economic Development

The State of Vermont invested STEP award funds to increase export probabilities for their ESBCs. Vermont's STEP ESBCs participated in MEDICA 2015 with two ME companies, AERO Montreal Innovation Forum 2016 with seven ME companies and two NTE companies, Hannover Messe with one ME company and ExporTech 2016 with one ME and two NTE companies. STEP supported individual export activity of website foreign language translation fees; Commercial Service, such as Gold Keys, international partner search and design of international marketing media.

Virginia – Awarded \$ 578,500

State Organization: Virginia Economic Development Partnership

The State of Virginia invested STEP award funds to support 137 Virginia companies by providing trade related resources and services. The grant allowed ten Virginia Companies to participate in the Arab Health trade show in Dubai, and six Virginia companies to attend Hannover Messe 2016 trade show. Moreover, it allowed the Agricultural Trade Mission to China and the trade mission to South Africa. The grant supported export activities such as advertising in relevant trade publications, and localizing a company's website in a foreign market.

Washington – Awarded \$747,300

State Organization: Washington State Department of Commerce

The State of Washington invested STEP award fund to support export development and expansion of 201 small businesses (15 NTE and 186 ME) in three core program areas: i) the Export Voucher Program that reimbursed small businesses for overseas tradeshows, trade missions, foreign market sales trips, international marketing campaigns, translation of marketing materials, international product certification testing; ii) the Industry Tradeshow Accelerator program that focused on an industry cluster strategy; and iii) the Export Training Accelerator initiative that supported rural and NTE ESBCs.

West Virginia – Awarded \$200,000

State Organization: West Virginia Department of Commerce

The State of West Virginia (WV) invested STEP award funds to support 50 export promotion projects. The grant supported activities such as one on one consultation about the export promotion program, export goals, and market of interest. The Export Promotion Program partnered with the WV. U. S Export Assistance Center, the local and regional SBA team, and the Export-Import bank to ensure the proposed West Virginia program goals were met. The goal to award 10 export promotion reimbursements to 10 delegates of the WV trade mission to Japan was met.

Wisconsin – Awarded \$712,000

State Organization: Wisconsin Economic Development

The State of Wisconsin invested STEP award funds to support activities such as education and strategy implementation in Wisconsin, forestry product trade mission to Vietnam (Hanoi, Ho Chi Minh), and trade venture to china, Canada (Winnipeg, and Toronto) Germany (Hannover, Frankfurt, and Wiesbaden), and south Korea (Seoul and Iksan). The award supported export trade show exhibition in Chicago, Illinois, and the Midwest lumber trade event, in addition to the Hannover trade show.

III and IV. Effect of Each Grant on STEP Eligible Small Business Concerns (ESBC) in Terms of Export Sales Made and Return on Investment (ROI) by State

Parts III and IV of this report are combined to reflect the effect on STEP ESBCs (also known as STEP Clients) in terms of export sales reported during the award performance period and ROIs¹ by state. During FY15, each STEP awardee reported on the progress of their approved milestone goals and supporting export activities in quarterly, cumulative Performance Progress Reports.² Table 1 is the states with the smallest to highest Amount Awarded. Table 2 is the states with the lowest to highest Reported Export Sales.

¹ The STEP ROI is the total reported export sales divided by the award amount.

² Export sales involve an extended process; therefore, many sales made as a consequence of STEP activities are completed after the reporting period and are not included in these tables.

Table 1, Sorted by Amount Awarded			
State	Amount Awarded	Reported Export Sales	ROI
AL	\$115,251	\$3,142,793	27.27
ME	\$161,048	\$2,307,086	14.33
VT	\$174,461	\$208,800	1.20
IA	\$190,000	\$5,867,331	30.88
NM	\$193,700	\$2,795,000	14.43
CO	\$195,938	\$3,338,700	17.04
NH	\$199,878	\$38,799,503	194.12
WV	\$200,000	\$1,736,439	8.68
AR	\$207,535	\$1,975,000	9.52
DE	\$276,741	\$23,601,681	85.28
ND	\$287,694	\$28,414,613	98.77
PR	\$288,650	\$175,000	0.61
KS	\$296,533	\$8,078,000	27.24
NV	\$300,000	\$118,037	0.39
NE	\$300,570	\$5,672,752	18.87
ID	\$346,708	\$3,957,512	11.41
MT	\$347,688	\$14,695,626	42.27
SC	\$349,218	\$10,290,582	29.47
CT	\$350,000	\$2,806,610	8.02
RI	\$373,000	\$3,420,471	9.17
UT	\$395,000	\$6,631,368	16.79
KY	\$400,000	\$17,016,598	42.54
OR	\$450,000	\$4,747,778	10.55
NJ	\$498,000	\$24,202,447	48.60
MA	\$500,000	\$5,556,281	11.11
MD	\$518,413	\$9,691,272	18.69
MS	\$540,100	\$6,094,633	11.28
MN	\$564,132	\$429,750	0.76
VA	\$578,500	\$2,666,436	4.61
MO	\$599,000	\$15,695,600	26.20
NY	\$663,893	\$4,636,779	6.98
IL	\$685,855	\$1,440,960	2.10
PA	\$698,613	\$48,548,906	69.49
OH	\$700,000	\$10,642,000	15.20
WI	\$712,000	\$17,398,260	24.44
NC	\$746,800	\$35,593,800	47.66
WA	\$747,300	\$68,334,744	91.44
CA	\$747,781	\$21,848,236	29.22
HI	\$750,000	\$1,932,527	2.58
MI	\$750,000	\$151,331,729	201.78
Total	\$17,400,000	\$615,841,640	33.27

State	Amount Awarded	Reported Export Sales	ROI
NV	\$300,000	\$118,037	0.39
PR	\$288,650	\$175,000	0.61
VT	\$174,461	\$208,800	1.20
MN	\$564,132	\$429,750	0.76
IL	\$685,855	\$1,440,960	2.10
WV	\$200,000	\$1,736,439	8.68
HI	\$750,000	\$1,932,527	2.58
AR	\$207,535	\$1,975,000	9.52
ME	\$161,048	\$2,307,086	14.33
VA	\$578,500	\$2,666,436	4.61
NM	\$193,700	\$2,795,000	14.43
CT	\$350,000	\$2,806,610	8.02
AL	\$115,251	\$3,142,793	27.27
CO	\$195,938	\$3,338,700	17.04
RI	\$373,000	\$3,420,471	9.17
ID	\$346,708	\$3,957,512	11.41
NY	\$663,893	\$4,636,779	6.98
OR	\$450,000	\$4,747,778	10.55
MA	\$500,000	\$5,556,281	11.11
NE	\$300,570	\$5,672,752	18.87
IA	\$190,000	\$5,867,331	30.88
MS	\$540,100	\$6,094,633	11.28
UT	\$395,000	\$6,631,368	16.79
KS	\$296,533	\$8,078,000	27.24
MD	\$518,413	\$9,691,272	18.69
SC	\$349,218	\$10,290,582	29.47
OH	\$700,000	\$10,642,000	15.20
MT	\$347,688	\$14,695,626	42.27
MO	\$599,000	\$15,695,600	26.20
KY	\$400,000	\$17,016,598	42.54
WI	\$712,000	\$17,398,260	24.44
CA	\$747,781	\$21,848,236	29.22
DE	\$276,741	\$23,601,681	85.28
NJ	\$498,000	\$24,202,447	48.60
ND	\$287,694	\$28,414,613	98.77
NC	\$746,800	\$35,593,800	47.66
NH	\$199,878	\$38,799,503	194.12
PA	\$698,613	\$48,548,906	69.49
WA	\$747,300	\$68,334,744	91.44
MI	\$750,000	\$151,331,729	201.78
Total	\$17,400,000	615,841,640	33.27

V. Best Practices by States with High ROI

This section demonstrates the most effective (or best) practices by the states with a high ROI in terms of the export activity types conducted by these states that contributed to their high ROI. A high ROI is defined as an ROI that exceeds one standard deviation above the mean. Since mean plus standard deviation is equal to 62.4, any state that has an ROI above or equal to 62.4 is considered the most effective state. Table 3 is the states that have the lowest to highest ROI. Table 4 describes states' activities that have an ROI equal to or equal 62.4.

Table 3, Categorized by ROI			
State	Amount Awarded	Reported Export sales	ROI
NV	\$300,000	\$118,037	0.39
PR	\$288,650	\$175,000	0.61
MN	\$564,132	\$429,750	0.76
VT	\$174,461	\$208,800	1.20
IL	\$685,855	\$1,440,960	2.10
HI	\$750,000	\$1,932,527	2.58
VA	\$578,500	\$2,666,436	4.61
NY	\$663,893	\$4,636,779	6.98
CT	\$350,000	\$2,806,610	8.02
WV	\$200,000	\$1,736,439	8.68
RI	\$373,000	\$3,420,471	9.17
AR	\$207,535	\$1,975,000	9.52
OR	\$450,000	\$4,747,778	10.55
MA	\$500,000	\$5,556,281	11.11
MS	\$540,100	\$6,094,633	11.28
ID	\$346,708	\$3,957,512	11.41
ME	\$161,048	\$2,307,086	14.33
NM	\$193,700	\$2,795,000	14.43
OH	\$700,000	\$10,642,000	15.20
UT	\$395,000	\$6,631,368	16.79
CO	\$195,938	\$3,338,700	17.04
MD	\$518,413	\$9,691,272	18.69
NE	\$300,570	\$5,672,752	18.87
WI	\$712,000	\$17,398,260	24.44
MO	\$599,000	\$15,695,600	26.20
KS	\$296,533	\$8,078,000	27.24
AL	\$115,251	\$3,142,793	27.27
CA	\$747,781	\$21,848,236	29.22
SC	\$349,218	\$10,290,582	29.47
IA	\$190,000	\$5,867,331	30.88
MT	\$347,688	\$14,695,626	42.27
KY	\$400,000	\$17,016,598	42.54
NC	\$746,800	\$35,593,800	47.66
NJ	\$498,000	\$24,202,447	48.60
PA	\$698,613	\$48,548,906	69.49
DE	\$276,741	\$23,601,681	85.28
WA	\$747,300	\$68,334,744	91.44
ND	\$287,694	\$28,414,613	98.77
NH	\$199,878	\$38,799,503	194.12
MI	\$750,000	\$151,331,729	201.78
Total	\$17,400,000	\$615,841,640	33.27

Mean: 16.9

Standard Deviation: 45.5

Mean plus 1 Standard Deviation: 62.4

V. (Continued)

Table 4		
Most Effective Practices by States That Contributed to Their High ROI		
State	Activity Type	Most Effective Practice
MI	Foreign trade mission	Support individual eligible small businesses participation in foreign trade missions. Nineteen (19) foreign trade mission participations vs four planned.
MI	Export trade show exhibition	Support individual small businesses participation in international trade shows. Forty four export trade shows vs twenty eight planned
MI	Export trade show exhibition	Support individual small businesses participation in international trade shows. Sixty five trade show participation vs twenty planned.
WA	Export trade show exhibition	Provide trade show support and issue export vouchers to offset the cost of booth space at Dubai Air show.
WA	Commerce subscription services	Support the issue of 2 export vouchers to offset the costs of U.S. Department of Commerce services, including Gold Key
WA	Translation of websites into foreign languages	Support the issue of 1 export voucher to offset the costs of translating web content into foreign languages, including Mandarin, Spanish, Portuguese, Arabic and others.
ND	Foreign trade mission	Support ESBC participation in India trade mission. Four ESBCs participated in the India TM
ND	Foreign market sales trip	Support ESBC participation in foreign market sales trip to Japan, Thailand and Philippines. Support 1 ESBC on a market expansion sales trip.
ND	International trade training workshops	Recruit and identify 2 NTE ESBCs, provide training to 5 ESBCs and services of the USCS to these ESBCs.
DE	International marketing of export products	Provide grants to eligible companies for their activity expense under the STEP program
DE	Foreign trade mission	Support export trade mission to Germany, market research, business to business matchmaking selection. The mission includes two NTE companies and four companies seeking ME.
DE	Foreign trade mission	Support Export trade mission to Canada, market research and business to business matchmaking selection. The mission includes 3 NTE companies and 6 companies seeking ME.
PA	Export trade show exhibition	Support global access program financial assistance
PA	International marketing of export products	Support Saudi Arabia, Arab Gulf trade, central and Eastern European, and Indonesia Trade Consultancy Office
PA	Foreign trade mission	Support trade mission to Algeria and Morocco

VI. Best Practices by States with Significant Progress in Helping More ESBCs

This section is the summary of states that have significantly helped more ESBCs. The data is pulled from the 40 states awardees based on the number of activities in which ESBCs participated in FY2015 in comparison to the same awardees activity participation from the previous FY2014. Significant progress in helping more ESBCs is defined as an increase in STEP activities in which ESBCs participated that exceeds one standard deviation above the mean for all states reporting positive change. The most effective practices include the export activity type conducted by these states that increased their ROI and contributed to significant progress in helping more ESBCs. The states that are considered the most effective are determined through the sum of the mean plus 1 standard deviation. The calculated mean is 103, while the standard deviation is 105; the addition makes a total of 208 for the (mean plus 1 standard deviation). Hence, any state above or equal to the total of 208 is considered most effective state. However, Michigan has been excluded from this section of the report because of its extreme amount of ROI; it is therefore considered an outlier. Table 5 shows states, high to low, that have the greatest increase in STEP activities. The shaded states are those that exceed 208, which are Washington, California, and Hawaii. Table 6 is a summary of activities that contributed to the high increase in STEP activities for each listed state.

Table 5	
States Reporting Positive Change in STEP Activity Participation	
State	Amount Increase
HI	546
CA	313
WA	247
NC	188
WI	172
OH	170
PA	137
IL	137
NY	135
MO	123
VA	104
MN	94
MS	90
MD	82
MA	76
NJ	75
OR	69
KY	64
UT	56
RI	51
CT	45
SC	43
MT	42
ID	38
NE	37
NV	31
KS	30
PR	25
ND	22
DE	13
AR	13
WV	12

VI. (Continued)

Table 6		
Most Effective Practices by States That Contributed Significant Progress in Helping More ESBCs		
State	Activity Type	Most Effective Practices
WA	Export trade show exhibition	Support the issue of 15 vouchers to offset the costs of attending and exhibiting at export trade shows. Support four market expansion ESBCs.
WA	Export trade show exhibition	Provide trade show support and issue export vouchers to offset the cost of booth space at Arab health
WA	Export trade show exhibition	Provide trade show support and issue export vouchers to offset the cost of booth space at Mobile World Congress
CA	Export trade show exhibition	Identify and recruit eligible ESBCs to participate in trade shows, Gold key services. Supported four companies to participate and provided value added matchmaking via the U.S department of commerce.
CA	Trade show exhibition	Support nine qualified ESBCs to participate in Hannover Messe trade show. Recruited and supported 10 companies to participate in pre-event training
CA	Export trade show exhibition	Support pre and post one on one counseling with specialists in international contract law, compliance, and marketing. Recruited 12 eligible businesses to participate in Cosmoprof Asia
HI	International trade training workshops	Support export accelerators to provide individual and small group trade training and mentorship.
HI	Foreign trade mission	Support international trade business plan development and ExporTech session
HI	Foreign trade mission	Support energy and environment services trade mission.