

## **Industry-Specific Trade Missions**

### **Program Participation Guidelines and Application Instructions**

#### **A. Introduction**

The Idaho Department of Commerce (IDC) is pleased to announce the competitive solicitation process to award assistance to participate in IDC-led Industry-Specific Trade Missions to support export efforts by small businesses in Idaho.

The U.S. Small Business Administration's (SBA) Office of International Trade (OIT) has allocated funds to Idaho through the State Trade Expansion Program (STEP) grant. IDC will be awarding export promotion awards to Idaho companies on a competitive basis. If an applicant has limited English proficiency and needs access to resources for assistance, the IDC maintains services standards to help.

#### **Program Purpose**

These initiatives are aimed at achieving three goals: 1) increase the number of eligible small businesses in Idaho that export; 2) increase the value of exports by eligible small businesses; 3) increase the number of eligible small businesses exploring significant new trade opportunities. Awards can offset a portion of eligible expenses associated with international marketing initiatives.

#### **Idaho Commerce will provide the following:**

- Organize logistics, payments, and terms and conditions with contractors
- Provide recommendations for travel and hotel reservations
- Coordinate with U.S. Commercial service & contractors
- Organize pre-mission meetings/conference calls
- Help facilitate follow up action items with each company

#### **You agree to:**

- Participate in full mission itinerary times and dates with the IDC and other recipients
- Provide company literature, summaries, and logos for marketing brochure upon request and in a timely manner
- Attend all conference calls and meetings that pertain to the trade mission
- Clearly communicate product/service intricacies to IDC, USCS and/or contractors
- Facilitate flight and hotel reservations and provide IDC with copies
- Responsible for costs outside of the project including, but not limited to: food, ground transportation, traveler costs, change fees, additional shipping costs, and any change/cancellations fees

#### **B. Program Uses**

The program was designed with flexibility to meet the specific international marketing needs of Idaho companies. IDC has chosen to lead Industry-Specific Trade Missions to specific countries and/or regions. Companies will be selected for participation in the mission by submission of competitive applications. Approved IDC Trade Missions for 2019 include the following:

- Medical Equipment Trade Mission to UAE

### C. Qualification

The Trade Facilitation and Trade Enforcement Act of 2015, which authorized the State Trade Expansion Program, limits provision of services to 'eligible small business concerns'. For purposes of implementing the STEP Program, the U.S. Small Business Administration (SBA) operationally defines the term 'eligible small business concern' as an entity that meets the specifications below and completes the subsequent certification.

Complies with SBA requirements for self-representation as an eligible small business concern:

- Is organized or incorporated in the United States;
- Is operating in the United States;
- Meets
  - The applicable industry-based small business size standard established under section 3 of the Small Business Act; or
  - The alternate size standard applicable to the program under section 7(a) of the Small Business Act and the loan programs under title V of the Small Business Investment Act of 1958 (15 U.S.C. 695 et seq.);

The U.S. Small Business Administration (SBA) size standards are found at 13 C.F.R. Part 121.

Use the following sba.gov link for information on size standards for your business

(<https://www.sba.gov/partners/contracting-officials/small-business-procurement/small-business-size-standards>) Click [HERE](#) to link directly to the complete list of SBA size standards used to define small business concerns based on NAICS codes.;

- Has been in business for not less than 1 year, as of the date on which assistance using a grant under this subsection commences; and
- Has access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers.
- Is an export ready U.S. company seeking to export goods or services of U.S. origin or have at least 51% content, click [HERE](#) for information.

Eligible small business must meet the following additional criteria to be considered for this program:

- Operates a business in Idaho to process, assemble, and/or distribute a product or provide an exportable service. The company does not need to be headquartered in Idaho, but must have operations located within the state to qualify.
- Must not be debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- Company is for-profit
- Recipients must adhere to the Civil Rights Act of 1964, click [HERE](#) for information.

The following small businesses are not eligible for STEP funding:

- Consulting agencies
- Companies, organizations or individuals recruiting foreign direct investment
- Companies engaged in any activity that is illegal under Federal or state law
- Derives more than one-third of its gross annual revenue from legal gambling activities
- Distributors representing clients
- Educational institutions or for-profit schools recruiting students
- Foreign based companies or more than 49% foreign owned
- Hospitality or tourism operators

- Law Firms
- Multi-level marketing (MLM), direct sales or network marketing companies
- Non-Profit organizations, unless a significant portion of activities are to assist entrepreneurs
- Presents live performances of a sexual nature or derives more than a minor amount of revenue from the sale of products or services of a sexual nature
- Real estate developers
- Retail businesses
- Companies assessed a risk rating from previous year(s) STEP awards may be deemed ineligible

#### **D. Application Process**

##### **Register & Apply:**

All applications are accepted online at [Idaho Commerce's Grants Portal](#). To register for an account and apply for a STEP Trade Mission, contact Tina Salisbury at 208-287-3164 or by email: [tina.salisbury@commerce.idaho.gov](mailto:tina.salisbury@commerce.idaho.gov). Only one login is issued per company for use across all grant programs. Once registered you will receive instructions via email for using the online portal.

##### **Submission Procedures**

Application documents must be completed and uploaded to IDC portal by any date requirement set by the deadline set by the individual Trade Mission Project Manager and listed on the [STEP webpage](#). The department strives for a two-week turnaround from application deadline to award. However, in high volume times, the process may take longer.

##### **Selection and Scoring Criteria**

Applications for funding are evaluated using the following criteria and process:

- Applicant's export capabilities, product/service potential, commitment and resources
- Proposal completeness, reasoning and potential impact on the Idaho company and the greater state economy

Once applications have been received and evaluated, IDC will set a competitive range for applications and set a threshold score, below which application will not be awarded. The ratings will be a tool used in the final determination of the awards.

Additionally, bonus points will be given to companies that are owned and controlled by (see Chart II Bonus Criteria Below):

- Socially and Economically Disadvantaged
- Woman Owned
- Veteran or Service-Connected Disabled Veteran Owned
- Rural Classification
- New company to the STEP grant.

Risk Assessment Ratings will apply only to previous award recipients for a possible -15 points per award.

Exhibit 2: Evaluation Criteria for Financial Assistance Awards				
I. Scoring Requirements				
What we will measure		Scoring Criteria	Scoring Levels	Weight
a.	Applicant Overview and Information	How clear is the purpose of the activity? How accurate is the company overview info?	Very Poor = 1, Poor = 2, Fair = 3, Good = 4, Very Good = 5	5%
b.	Product & Export Activity	Clear description of company's products? Describes domestic activity if NTE? How well does the proposed activity address the specified issue? How well does it provide for identified company priorities, obstacles and challenges? Has understanding of obstacles with int'l business? How effective will the project be at establishing/increasing the company's exports? How significant are the long-term benefits?	Very Poor = 1, Poor = 2, Fair = 3, Good = 4, Very Good = 5	35%
c.	Project Proposal and Budget	How does this activity support the company's overall growth and export strategies? Is the budget well justified and appropriate? How great is the need for the project?	Very Poor = 1, Poor = 2, Fair = 3, Good = 4, Very Good = 5	40%
d.	Performance Indicators	How reasonable and achievable are the anticipated outcomes?	Very Poor = 1, Poor = 2, Fair = 3, Good = 4, Very Good = 5	20%

II. Bonus Criteria			
What we will measure		Scoring Criteria	Weight - up to 20 Bonus Points (Cumulative)
a.	Socially and Economically Disadvantaged Owned Business	1)Socially disadvantaged individuals per the SBA are Black Americans, Hispanic Americans, Native Americans, Asian Pacific Americans, Subcontinent Asian Americans 2)Economically disadvantaged individuals per the SBA are those individuals in groups above whose ability to compete in the free enterprise system has been impaired. *Individual must not own less than 51% of the company.	5 Bonus Points
b.	Woman Owned Business	Not less than 51% unconditionally and directly owned and controlled by one or more women who are U.S. citizens	5 Bonus Points
c.	Veteran or Service-Disabled Veteran Owned	Not less than 51% unconditionally and directly owned and controlled by one or more veterans who are U.S. citizens. A veteran is a person who served in the active military, naval, or air service and who was discharged or released under conditions other than dishonorable.	5 Bonus Points
d.	Rural Classification	A rural area per the SBA is any area that is outside of a metropolitan statistical area with population below 50,000 plus adjacent territory does not have a high degree of social and economic integration as measured by commuting ties.	5 Bonus Points

III. Risk Rating - Only for previous award recipients				
What we will measure		Scoring Criteria	Scoring Levels	Weight - 15 Points Deducted (Cumulative) Meets Standards Consistently: -0 Slightly under Standards: -1 to -5 Significantly under Standards: -6 to -10 Severely under Standards: -11 to -15
a.	Company did not meet measurable achievement objectives		Met most objectives: -1 Met some objectives: -2 No Objectives met: -3	Up to 3 Points Deducted
b.	Company returned significant unspent funds	Lapsed more than 10% of award	11-20% unspent: -1 21-30% unspent: -2 31-40% unspent: -3 41-50% unspent: -4 51-100% unspent: -5	Up to 5 Points Deducted
c.	Company has not been timely in submission of required reporting	Amendment/Budget Request	Late submittal: -1 Incomplete submittal: -1	Up to 2 Points Deducted
		Fiscal Reporting	Insufficient proof/documentation: -1 Inadequate communication: -1	2 Points Deducted
		Progress Performance Reporting	Late submittal: -1 Incomplete submittal: -1 Verifiable data: -1	Up to 3 Points Deducted

## **F. Financial Reporting**

Awardees will not receive any reimbursement of funds. The value of this award is costs covered by the grant for the contractor services.

## **G. Quarterly Reporting Requirements**

### **Progress Performance Reporting (PPR)**

Companies will be required to complete progress performance reports indicating projected and actual sales, activities performed, including success stories and/or trade barriers. A reminder email will be sent to recipients with instructions and reporting template as deadlines approach.

#### **Reporting Schedule:**

- **1<sup>st</sup> Report:** due by **30 days** after project is complete in conjunction with the Reimbursement Claim Form & Request for Funds (where applicable)
- **2<sup>nd</sup> Report:** November
- **3<sup>rd</sup> Report:** March
- **4<sup>th</sup> Report:** August

## **H. Contacts**

For more information or questions, please contact:

**Tina Salisbury, Idaho Department of Commerce**

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