

SAMPLE COVER LETTER

STATE TRADE EXPANSION PROGRAM

[STATE LETTERHEAD]

[DATE]

[Applicant STEP Project Director or Authorizing Official's Name]

U.S. Small Business Administration
Office of International Trade
409 3rd Street, SW
Washington, DC 20416

STEP Application Cover Letter

Dear Ms. Shadetra Robinson, STEP Director

In support of our STEP application, we submit the following information:

- i. Non-Federal entity's name and address (which must match the Governor's Letter of designation);
- ii. Non-Federal entity's website address;
- iii. Non-Federal entity's STEP webpage,
- iv. Name, telephone number, fax number, and email address of the non-Federal entity's designated point of contact (the Authorized Organizational Representative);
- v. Dollar amount of Federal assistance being requested;
- vi. A one paragraph summary (110-125 words) of the proposed export activities supporting the proposed milestone goals. Use the following language to start this requirement:

SUMMARY: "The (fill in State name) will use STEP award funds to support export development for eligible small business concerns to include (insert the proposed export activities)".

For Applicant's who had previous STEP awards, provide a brief written synopsis of most up-to-date outcomes and a copy of Your 'Key Performance Indicators' table (as shown below).

Key Performance Indicators	OUTPUT: FIRMS PARTICIPATING	251
	OUTCOME: SALES - IMMEDIATE (ACTUAL)	\$89,525,331.00
	OUTPUT: NEW TO MARKET FIRMS PARTICIPATING	62
	OUTCOME: NEW TO MARKET SALES- IMMEDIATE (ACTUAL)	\$36,836,526.00
	OUTPUT: NEW TO EXPORT FIRMS PARTICIPATING	13
	OUTCOME: NEW TO EXPORT SALES- IMMEDIATE (ACTUAL)	\$2,084,371.00