

# “Export Washington”

## Export Voucher Program Guidelines

Year 2 – October 1, 2012 – September 30, 2013  
As Administered by the Washington State Department of Commerce

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### Section I – General Information

#### A. Program Overview

Export Washington is a program developed by the State of Washington Department of Commerce (Commerce) to increase the number of small business concerns (SBC) which export, as well as to increase the value of goods and services currently being exported by SBCs. The program is funded through the U.S. Small Business Administration’s State Trade and Export Promotion (STEP) grant program.

The Export Voucher program will be used to reimburse eligible SBCs for specific export related expenses. Voucher awards will be based on funds available, the number of applications submitted, and the strength and completeness of the applications; late, weak or incomplete applications are ineligible for reimbursement.

## B. Summary of Export Voucher Process

- Complete, sign, and submit application electronically- at least 5 weeks in advance of international travel, 3 weeks in advance for other activities. The sooner you submit your application, the better your chance of receiving funds.
- Commerce reviews application and provides official notice of decision by email
- Company completes paperwork requirements such as award notification response, SBA self-representation form, and registration for DUNS number and statewide vendor number
- Execute proposed activity, incur expense
- Submit receipts and post-event survey within 30 days of activity
- Commerce issues a check, assuming all criteria have been met

## C. Eligible Events and Activities

The Export Voucher program is designed to provide flexibility and encourage innovative use of funds to meet the specific export needs of Washington companies. Events/activities which are eligible and may qualify include, but are not limited to, the following:

• Services of the U.S. Commercial Service	• International Certifications
• Federal/State Export Training	• Translation Services:
• Overseas Trade Shows	○ Website
• Foreign Market Sales Trips	○ Marketing Materials
• Export Compliance Audits	• Overseas Trade Missions
• International Credit Reports	• Other (pre-approval required)
• Design of International Marketing or Products Campaign	

## D. Participant Eligibility

Qualifying Washington companies must:

- Be registered to do business in Washington State.
- Have a Federal Identification Number tied to a Washington address.
- Be in good standing with the Washington State Department of Revenue.
- Be a small business concern (SBC) as defined by the SBA small business concern criteria (<http://www.sba.gov/content/what-sbas-definition-small-business-concern>). The SBA provides a chart of size standards based on NAICS code. For SBA purposes, a company's size is determined by the average annual receipts or total number of employees, including the receipts or employees of all company affiliates.
- Adhere to the following additional program criteria:

- (a) has been in business for not less than the 1-year period ending on the date on which the Export Voucher is provided;
  - (b) is operating profitably, based on operations in the United States;
  - (c) demonstrates understanding of the costs associated with exporting and doing business with foreign purchasers, including the costs of freight forwarding, customs brokers, packing and shipping;
  - (d) has in effect a strategic plan for exporting; and,
  - (e) must demonstrate export readiness.
- Agree to provide information on export sales data resulting from the Export Voucher funding, and respond to all subsequent Commerce surveys on a timely basis.

## E. Funding Criteria

The major Export Voucher funding criteria include, but are not limited to, the following:

- SBC's must identify a specific event/activity on their export voucher application.
- SBC's must be either "new to export" or "new to market" – that is, the event/activity must help them to enter a new market, where they do not already have significant export sales.
- SBCs are limited to one Export Voucher per program year (Year 2 covers October 1, 2012 to September 30, 2013); Export Vouchers are non-transferable and may only be used for one event/activity.
- An Export Voucher may be used to cover participation costs (including air fare) for one individual, unless the activity/event is a trade show or mission targeted by Commerce, in which case it may be used to cover costs for up to two individuals. See [www.exportwashington.com](http://www.exportwashington.com) for a list of events targeted by Commerce.
- Export Voucher reimbursement is limited to 75% of paid eligible expenses, not to exceed \$5000. SBC's will be required to provide a minimum 25% cash match, or up to \$1667 for a full \$5000 Export Voucher. The 25% company cash match may not come from any other federal government source.
- The SBC selections for Export Voucher awards are based on available funds and the qualifications of the applicants. An application submittal is no guarantee of an Export Voucher award. Export Voucher reimbursements will be paid in full up to the awarded amount, unless the SBC does not fulfill its obligations with regard to participating in the approved program or submitting required receipts and summaries.
- Commerce may award an SBC with an Export Voucher of a lesser amount than requested in the application, based on strength of the application and number of applicants.
- Program reimbursement ends when all funds have been disbursed, or when the program year ends, September 30, 2013.
- These terms and conditions are subject to change without notice based on funding availability and changes in federal and state procedures and laws.

## F. Selection Criteria

Applications will be reviewed and funding decisions will be rendered based on all of the following:

- A first-come, first-served basis. All applications will be accepted starting from the beginning of the program year, regardless of when the event/activity occurs over the course of the year. A portion of funds will be reserved for applications received later in the program year so that late entrants will still have a chance of receiving funds.
- Preference will be given to the following SBCs:
  - SBCs taking advantage of other Export Washington programs, such as the six state-funded export training programs. For further details see <http://www.waexports.com/>.
  - SBCs that focus on technology industries including aerospace, information communication & technology, life sciences, clean technology, advanced manufacturing.
- Numerical evaluation ranking, based on the following scoring system. Applicants must receive a score of 80 or above to be considered for funding.
 

○ Company Description	20 points
○ Program Event / Activity Information	30 points
○ Program Impact	30 points
○ Program Budget	20 points

## Section II – Application Process

### A. Process to Apply

To apply for funding, applicants must:

- Obtain an Export Voucher application from the Commerce website (<http://www.choosewashington.com/BUSINESS/EXPORT/EXPORTVOUCHERPROGRAM/Pages/default.aspx>). The application is in Word format, and can be filled out and saved on your computer;
- Complete, sign and submit application, plus any supporting documentation (business plan or key personnel resumes, as appropriate) to Washington State Department of Commerce. Applications are only accepted electronically as email attachments (email to [danielle.ellingston@commerce.wa.gov](mailto:danielle.ellingston@commerce.wa.gov));
- **Submit export voucher application at least 5 weeks in advance** of the event for which reimbursement is being sought, if the program involves any international travel. For programs with no international travel, 3 weeks is sufficient.
- Submit their application by August 15, 2013 for the program year concluding September 30, 2013. No Export Voucher Applications will be accepted after this date for the program year.

The Washington State Department of Commerce will notify applicants as to whether they have been approved for funding, and the dollar amount for which they may be reimbursed. In order to receive reimbursement, successful applicants must:

- Respond to this notification confirming that they accept the voucher amount awarded;
- Follow-up on other paperwork needed for reimbursement- SBA self-representation form, DUNS number, Statewide vendor number, etc (see Payment Process below);

- Execute proposed event/activity and incur relevant expense(s);
- Submit completed reimbursement form along with receipts and required post-event survey to the Department of Commerce via email attachment (email to [danielle.ellingston@commerce.wa.gov](mailto:danielle.ellingston@commerce.wa.gov)) within 30 days following eligible event/activity.
  - Only eligible expenses accompanied by appropriate receipts will be considered for reimbursement. Invoices or bills that are not marked “paid” must be accompanied by proof of payment such as credit card or banking statement.
  - Only receipts for activities that were specifically described in the Program Event/Activity and Program Budget sections on the application will be reimbursed.

Successful Export Voucher recipients will be sent a check for reimbursement within approximately 30 days of submission of receipts and required event summary documentation, assuming all other criteria have been met.

If you elect not to participate in the event/activity after you have submitted an application, we ask that you notify the Department of Commerce as soon as possible so funds may be made available to other SBCs. Please send notification by email to [danielle.ellingston@commerce.wa.gov](mailto:danielle.ellingston@commerce.wa.gov).

## B. Project Budget - Eligible Expenses

Budget information must be completed to the best of the SBCs knowledge for matching fund purposes. Funding received from other federal government source(s) cannot be used to satisfy company cash matching requirements.

Reimbursable qualified expense categories are indicated below; other expenses may qualify but only upon Department of Commerce review and approval.

Travel, airfare (economy only on U.S. carriers), taxes, entry visas
Foreign Market Sales Trips
Trade Show fees, activity registration, booth fees, equipment rental, etc.
Trade Mission fees, activity registration, etc.
Interpreter fees
Translation services: web, marketing material, etc.
Services of the U.S. Commercial Service
Export training programs
International Credit Reports
International Certifications
Export Compliance Audits
Design of International Marketing Campaign

General conditions associated with Export Voucher reimbursement:

- Export Voucher reimbursement is limited to 75% of paid eligible expenses, not to exceed \$5000. SBCs will be required to provide a minimum 25% cash match, or up to \$1667 for a full \$5000

Export Voucher. The 25% company cash match cannot come from another federal government source.

- The Export Voucher Program can only reimburse economy class airfare. If airfare is purchased at an upgraded seating class, such as business or first class, documentation must also be submitted from the booking source showing the price of economy class seating on the same flights, and the economy price will be reimbursed. Any airfare purchased with frequent flyer miles is ineligible for reimbursement.
- The Export Voucher Program cannot be used to reimburse travel expenses such as lodging, meals, and in-country transportation, but these costs may be used as the 25% cash match.
- It is anticipated that there will be high demand for these Export Vouchers which may result in awards to companies at less than their requested amount.
- SBCs may void their award or receive less than the full amount awarded if they do not fulfill their obligations with regard to participating in the approved program or submitting required receipts and summaries.

### Section III – Payment Process

- Export Voucher reimbursements will be mailed within 30 days of submission of receipts and required event summary documentation, assuming all other criteria have been met.
- SBCs must be registered in the federal CCR (Central Contractor Registration) database, provide a DUNS number and a Statewide Vendor Number in order to receive reimbursement. You may submit your application without these numbers if you do not have them, and provide them to Commerce later along with receipts and event summary documentation. Although, you will not receive payment for your reimbursable expenses without submitting a DUNS number and Statewide Vendor Number. **Successful** applicants without Statewide Vendor Numbers will receive instructions from Commerce on how to apply for one, along with their Award Notification. To register in the CCR database and receive a DUNS number, visit the following website: <http://fedgov.dnb.com/webform?source=fedgov>.

### Section IV – Program Administration

- Department of Commerce decisions on Export Voucher reimbursements are final.
- The financial and commercial information pertaining to or in application for an Export Voucher will be kept strictly confidential pursuant to **RCW 42.56.270**. Any information given on an application or subsequent completion report and surveys will only be reported as part of aggregated data from multiple Commerce clients that does not identify any individual responses or companies.

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