Kentucky Cabinet for Economic Development

STEP Grant Application for Year 11

9/30/2023 - 9/29/2025

THIS PAGE OF THE STEP GRANT APPLICATION IS INFORMATIONAL DESCRIBING THE CHANGES BETWEEN STEP YEARS 10 and 11. PLEASE READ THESE NEW REQUIREMENTS THAT PERTAIN TO ALL APPLICANTS.

Thank you for your interest in the Kentucky State Trade Expansion Program (STEP) grant Year 11. It is our goal to provide a quality program that will help Kentucky's small businesses scale by increasing their market reach internationally. We are pleased to partner with the U.S. Small Business Administration (SBA) to make funding possible. Kentucky's STEP Year 11 grant program can reimburse eligible businesses up to $10,000 for their use and participation of SBA defined allowable activities.

Resources for Kentucky Exporters Kentucky Export Initiative (KEI)
STEP Year 11 Announcement SBA STEP Press Release Year 11

STEP Year 10 funds must be used or previously approved prior to submission of applications for STEP Year 11.

New for STEP Year 11

- **All** STEP Year 11 applicants are required to answer a brief **Export Questionnaire and submit it with the three required application forms** which include: STEP Grant Eligibility, International Export Readiness & Growth Assessment, and STEP Grant Year 11 Application.
- Meals are no longer reimbursable expenses.
- Travel expenses including flights, ground transportation, and lodging are allowable expenses when exhibiting at international trade shows (domestic and abroad) with the proper documentation and pre-approval.
- Subscriptions to databases are no longer STEP allowable expenses.
- Firms self-identified or office-identified as new-to-exporting are required to initially spend funds on 1) export training workshops and technical assistance; 2) design of marketing media; and 3) website translation fees (if applicable). Upon completion of these three activities, new-to-exporting firms may use funds as they choose within program guidelines. *Determinations will be based on export experience, possession of a written business plan that includes exporting, and dollar amount of exports. Resources will be provided when assistance is needed.*

Summary of Allowable Expenses for STEP Year 11

- Export training including webinars and technical support.
- A selection of Dept. of Commerce (USCS) user service fees (i.e., Gold Key, Website Globalization Review, IPS, Market Research, Market Intel, Matchmaking), RAISE, and USPTO service fees.
- Compliance requirements.
- Language translations for websites and print manuals, SEO, and ecommerce platforms.
- Design of marketing media for international audiences; exhibitor booth design/construction.
- Trade missions and interpreter services.
- Shipping of product samples, booth structures, trade show materials, and equipment.
- Registrations and booth fees for exhibiting at approved trade shows.
- Export credit insurance premiums, foreign buyer reports, credit letters of report, and approved foreign market (FM) sales visits.