

## American-Made, Globally Desired: Marine Manufacturers

### Exporting Resources

There are several resources provided by state and federal entities to help businesses enter new international markets, exhibit internationally at shows, and other resources to assist businesses improve exports and expand their consumer base.

**What is STEP?** The [State Trade Expansion Program \(STEP\)](#) is a U.S. Small Business Administration (SBA) grant program that helps small businesses reduce the cost of exporting. SBA provides funding to states, which reimburse eligible companies for approved international business development activities.

### Why is this Program Relevant to Marine Manufacturers?

Exporting marine products is capital-intensive and often requires upfront investment in shows, compliance, and market development. STEP helps members:

- Offset the cost of international boat shows and trade missions;
- Reduce financial risk when entering new foreign markets;
- Support marketing, translation, and localization efforts;
- Pay for compliance preparation and market research; and
- Stretch limited export budgets further.

### Is my Business Eligible to Apply? (Eligibility details vary by state)

Most [state STEP programs](#) require that your company:

- Is a for-profit small business under [SBA size standards](#)
- Has been operating in-state for at least one year
- Produces products with at least 51% U.S. content
- Is financially sound and export-ready
- Can provide a 25% cost match

### What Can my Business Use this Funding for?

- International trade shows and exhibitions (booth fees, shipping, travel)
- Trade missions and buyer or distributor matchmaking
- Export marketing and localization (catalogs, websites, digital ads)
- Website globalization and e-commerce readiness
- Market research
- U.S. Commercial Service programs
- Export packaging, labeling, and compliance preparation

### How Much Funding Can My Business Receive?

Typical Reimbursement: 75% STEP / 25% company match

Annual Funding Cap (state-specific): Commonly \$10,000–\$30,000 per company



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**What is the U.S. Commercial Service?** The [U.S. Commercial Service](#) is the trade promotion arm of the Department of Commerce's International Trade Administration. They have a global network of trade professionals throughout the U.S. and in embassies and consulates worldwide to help businesses enter or expand in international markets.

#### Key Resources

- List of User fees: <https://www.trade.gov/us-commercial-service-user-fees>
- How to Find a Contact: <https://www.trade.gov/contact-us>

#### What Types of Services are Offered for Businesses?

- [Business Service Providers](#) (BSP) is a listing of U.S. and foreign business service providers that offer export/investment assistance, such as consultants, lawyers, freight forwarders, etc.
- [Customized Market Research](#) provides U.S. companies with answers to questions specific to the client's products/services in a market.
- [Featured U.S. Exporters](#) (FUSE) provides U.S. companies with an opportunity to enhance their international marketing efforts through improved search engine optimization via .gov link-backs to their company's website.
- [Gold Key Service](#) provides U.S. companies with matchmaking appointments with up to five interested partners in a foreign market.
- [Initial Market Check](#) helps you determine your market potential by analyzing your product/service's potential in a targeted market.
- [International Company Profile](#) can assist when you need a background check on a foreign company.
- [International Partner Search](#) provides U.S. companies with a list of up to five partners/distributors that have expressed an interest in the client's goods/services.
- [Single Company or Location Promotion](#) provides a U.S. firm or locality with a promotional event (e.g., technical seminar, press conference, dinner, etc.) to help increase awareness of their locality or existing/new products/services in a specific market
- [Trade Show Representation](#) provides U.S. companies with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in person.
- [Virtual Fairs](#) provide a group of U.S. entities with an opportunity to promote their products/services to potential partners in a foreign market live via a webinar platform.
- [Virtual Introductions](#) provide U.S. companies with a virtual introduction via conference call or email to a foreign buyer/partner that they have pre-identified.

#### Key Resources

- SBA STEP Program: <https://www.sba.gov/funding-programs/grants/state-trade-expansion-program-step>
- U.S. Commercial Service: <https://www.trade.gov/all-services>



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### Where can I find my State Program?

- [Click Here](#), or see below for a list of all States with a STEP Program.

State or Territory	Total Grant Amount FY24	Total Grant Amount FY23	Project Director	Phone Number
<a href="#">Alabama</a>	\$450,000	\$250,000	<a href="#">Christina Stimpson</a>	334-539-7955
<a href="#">Alaska</a>		\$100,000	<a href="#">Laura Vaught</a>	907-269-7387
<a href="#">Arkansas</a>	\$375,000	\$300,000	<a href="#">Trish Watkins</a>	479-418-4827
<a href="#">Arizona</a>	\$275,000	\$150,000	<a href="#">Kevin J. O'Shea</a>	602-845-1217
<a href="#">California</a>	\$900,000	\$700,000	<a href="#">Mariana Guevara</a>	916-397-8085
<a href="#">Colorado</a>	\$900,000	\$700,000	<a href="#">Sophia Gonzalez-Mayagoitia</a>	720-703-2471
<a href="#">Connecticut</a>	\$240,000	\$200,000	<a href="#">Laura Jaworski</a>	860-500-2368
<a href="#">Florida</a>	\$225,000		<a href="#">Greg Britton</a>	850-898-3480
<a href="#">Georgia</a>	\$310,000	\$136,000	<a href="#">Alice Carson</a>	404-962-4112
<a href="#">Guam</a>	\$150,000	\$100,000	<a href="#">Melvin Tabilas</a>	671-647-4332
<a href="#">Hawaii</a>	\$525,000	\$750,000	<a href="#">Jamie Lum</a>	808-587-2753
<a href="#">Iowa</a>	\$300,000	\$300,000	<a href="#">Lisa Day</a>	515-348-6159
<a href="#">Idaho</a>	\$350,000	\$233,000	<a href="#">Tina Salisbury</a>	208-334-2470
<a href="#">Illinois</a>	\$400,000	\$800,000	<a href="#">Margo Markopoulos</a>	312-636-9456
<a href="#">Indiana</a>	\$550,000	\$300,000	<a href="#">Roger Howard</a>	317-766-1416
<a href="#">Kansas</a>	\$450,000	\$200,000	<a href="#">Chang Lu</a>	913-515-8541
<a href="#">Kentucky</a>	\$400,000	\$400,000	<a href="#">Mary NeCamp</a>	502-782-1961
<a href="#">Louisiana</a>	\$325,000	\$450,000	<a href="#">India Bellard</a>	225-342-2537
<a href="#">Maine</a>	\$275,000	\$350,000	<a href="#">Wade Merritt</a>	207-541-7408
<a href="#">Maryland</a>	\$550,000	\$750,000	<a href="#">Jessica Reynolds</a>	410-767-6300
<a href="#">Massachusetts</a>		\$400,000	<a href="#">Melissa Clary</a>	
<a href="#">Michigan</a>	\$900,000	\$900,000	<a href="#">Natalie Sandborn</a>	517-599-0359
<a href="#">Mississippi</a>	\$325,000	\$600,000	<a href="#">Vickie Watters</a>	601-359-2070
<a href="#">Missouri</a>	\$375,000	\$350,000	<a href="#">Shannon O'Hagan</a>	573-522-6524
<a href="#">Montana</a>	\$900,000	\$800,000	<a href="#">Angelyn DeYoung</a>	406-431-5075
<a href="#">North Carolina</a>	\$900,000	\$900,000	<a href="#">Mike Hubbard</a>	919-447-7757
<a href="#">North Dakota</a>	\$350,000	\$300,000	<a href="#">Mathew Warsocki</a>	701-721-6938
<a href="#">Northern Mariana Islands (CNMI)</a>		\$100,000	<a href="#">Kioshi Cody</a>	670-664-3077 ext. 107
<a href="#">New Hampshire</a>	\$500,000	\$444,366	<a href="#">Alan Dillingham</a>	603-271-0323
<a href="#">New Jersey</a>	\$400,000	\$850,000	<a href="#">William Spear</a>	609-777-4125
<a href="#">New Mexico</a>		\$200,000	<a href="#">Sara Gutierrez</a>	505-827-0249
<a href="#">New York</a>	\$900,000	\$900,000	<a href="#">Lennox Ruiz</a>	212-803-2344
<a href="#">Ohio</a>	\$300,000	\$400,000	<a href="#">Courtney West</a>	614-995-4977
<a href="#">Oklahoma</a>	\$290,000	\$350,000	<a href="#">Kathy Gain</a>	405-830-9098



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<a href="#">Oregon</a>	\$425,000	\$300,000	<a href="#">Steve Thompson</a>	971-374-3076
<a href="#">Pennsylvania</a>	\$825,000	\$500,000	<a href="#">Katherine Skopp</a>	717-720-7361
<a href="#">Puerto Rico</a>	\$447,145	\$382,000	<a href="#">Leonyl Ortiz</a>	787-758-4747
<a href="#">Rhode Island</a>	\$150,000	\$150,000	<a href="#">Benjamin Weinstein</a>	401-232-6516
<a href="#">South Carolina</a>	\$325,000	\$250,000	<a href="#">Carla Edwards</a>	803-609-9946
<a href="#">South Dakota</a>	\$250,000	\$200,000	<a href="#">Christina (Chris) Martin</a>	605-338-3424
Tennessee	\$100,000		<a href="#">Jeffrey Overby</a>	615-460-6499
Texas		\$500,000	<a href="#">Mindy Fryer</a>	512-463-2496
<a href="#">U.S. Virgin Island, Export – USVIEDA</a>		\$160,509	<a href="#">Nadine Marchena Kean</a>	
<a href="#">Utah</a>	\$525,000	\$500,000	<a href="#">Anna Maidon</a>	801-532-8080
<a href="#">Virginia</a>	\$900,000	\$500,000	<a href="#">Hannah Robertson-Forrest</a>	804-241-6519
<a href="#">Vermont</a>	\$249,000	\$249,000	<a href="#">Daegan Goodman</a>	802-622-4193
<a href="#">Washington</a>	\$900,000	\$1,000,000	<a href="#">Mary Ferguson</a>	206-256-6130
<a href="#">West Virginia</a>	\$325,000		<a href="#">Jesus Velasco</a>	304-352-3957
<a href="#">Wisconsin</a>		\$350,000	<a href="#">Aaron M. Zitzelsberger</a>	608-210-6734
<a href="#">Wyoming</a>	\$175,000	\$145,125	<a href="#">Kaley Holyfield</a>	307-286-3668

### For additional information or questions

Please contact Clay Crabtree, Senior Director of Public Policy ([ccrabtree@nmma.org](mailto:ccrabtree@nmma.org)), or Lauren Hyland, Director of Public Policy and Industry Engagement ([lhyland@nmma.org](mailto:lhyland@nmma.org)).

