

4. Other

a. Project Comparison Table

AWA had an MDCP award in 2003. A comparison between that MDCP project and the one proposed this year is set forth in the table below.

<u>Activity</u>	<u>2003 \$</u>	<u>2012 \$</u>
Offices in Sinfonia		575,000
Promotional materials development/translation	60,000	50,000
Technical seminars in Sinfonia		100,000
Mission to Sinfonia		100,000
Bring Sinfonia customers to WidgExpo		150,000
U.S. firms to China trade show	300,000	
Total	360,000	975,000

b. Letters of Support from Public Officials

A letter of support is attached.

Letters of support from public officials are not required or expected. However, the one exception is public officials who have pledged financial or in-kind support for the proposed project. Letters of support from such persons are directly relevant to the viability of the project. Because such letters relate directly to the financial viability of the project, they should be included in Part 3. Budget.

Applicants that choose to submit letters of support should secure them soon enough to include them as application appendices. This will ensure that the merit review panel will see the letters. It also reduces administrative burden because ITA does not respond to letters appended to MDCP applications.

ITA officials are instructed not to provide letters of support for MDCP applications. ITA officials have the opportunity to comment on applications as part of the review and selection process.

## State of Mind

OFFICE OF THE SENATE PRESIDENT

100 Capitol Hill  
Mind City, Mind

If this state government were committing in its letter to a pledge of support that will be used as match for the project, then it would help support the likelihood of match.

MDCP Merit Review Panel  
c/o Brad Hess  
U.S. Department of Commerce  
Room 3215  
1401 Constitution Ave., N.W.  
Washington, DC 20230

Dear panelists:

I am happy to write in support of American Widget Association's (AWA) proposed Sinfonia Now Market Development Cooperator Program (MDCP) project. Our great state has been home to many widget industry companies since the late 1970s. We are pleased that this industry has been a boon to the tax base and job base of our state.

I urge you to give full and fair consideration the AWA's MDCP application

Sincerely,



Terrence O. Jensen  
President of the Senate

In this letter of support the public official is not offering any match. And he is not providing additional information of substance supporting the application. His request to give full and fair consideration to the proposal is what the panel does anyway.

Also, remember that MDCP awards are made through a competitive process. They are *not* earmarks attached to legislation in the U.S. Congress. There is no selection criterion used by the merit review panel that accords any weight to letters of support from Members of Congress or other public officials.

Nevertheless, AWA may have good internal reasons for getting this letter of support. Like AWA, you are free to include such letters in your application.