

Small Business Liaison Team Outreach 2017 Survey

Summary

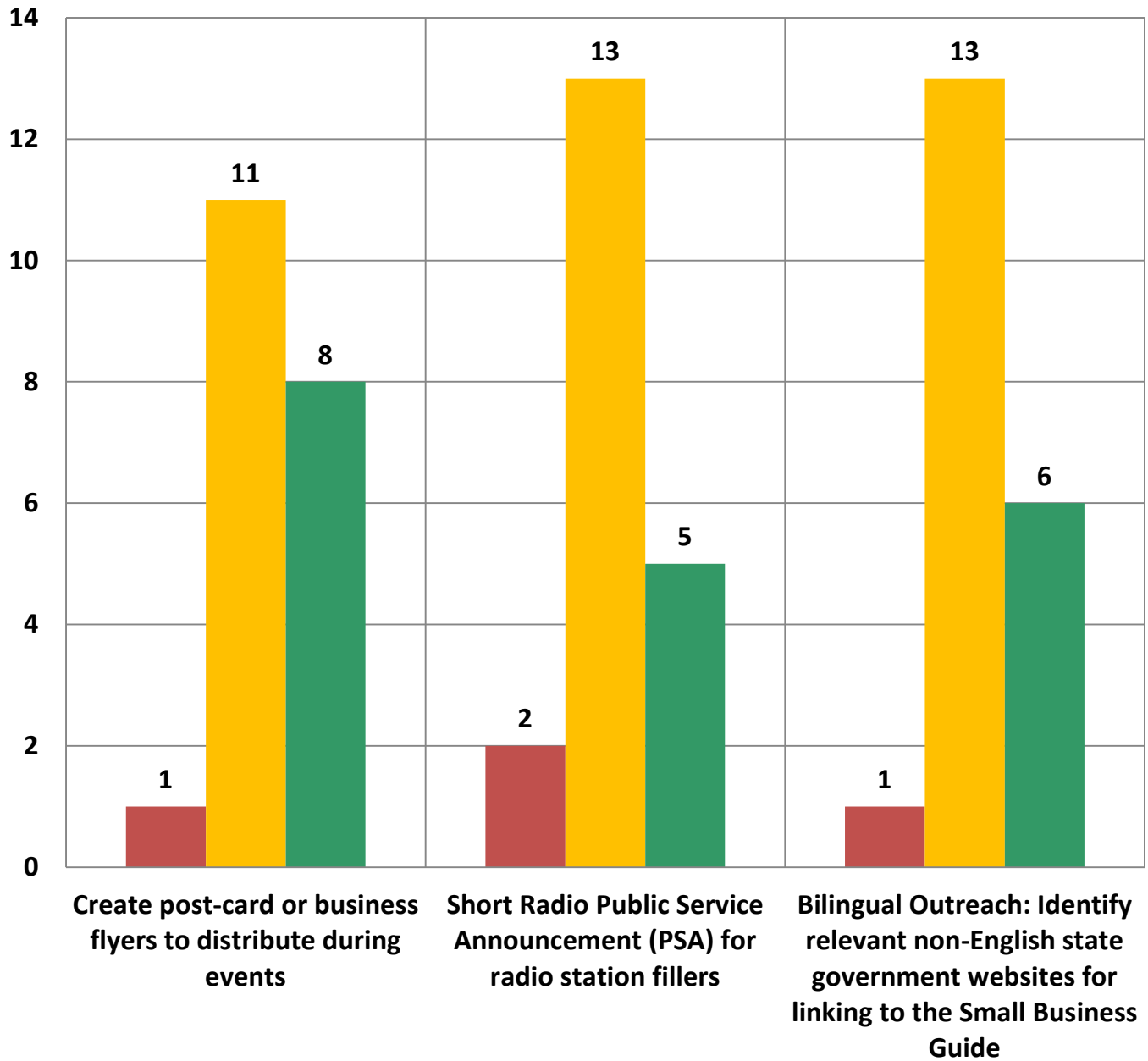
Thank you to each of those that completed the Small Business Liaison Team (SBLT) Outreach 2017 survey. The survey was completed by 20 Small Business Liaison Team (SBLT) members.

The purpose of the Small Business Liaison Team (SBLT) Outreach 2017 Survey is to help the SBLT define and prioritize our work and outreach efforts for 2017. This survey asked the SBLT members to identify ideas they support and if they can assist with implementing them.

Member Agencies that Participated

1. Commission of Pacific American Affairs
2. Department of Agriculture
3. Department of Commerce
4. Department of Enterprise Services
5. Department of Fish and Wildlife
6. Department of Health
7. Department of Labor and Industries
8. Department of Licensing
9. Department of Natural Resources
10. Department of Revenue – Taxpayer Services
11. Department of Revenue – Business Licensing Service
12. Department of Social and Health Services
13. Department of Veterans' Affairs
14. Employment Security Department
15. Internal Revenue Service
16. Liquor and Cannabis Board
17. Office of the Attorney General
18. Office of the Insurance Commissioner
19. Office of the Secretary of State
20. Workforce Training and Education Coordinating Board

Outreach

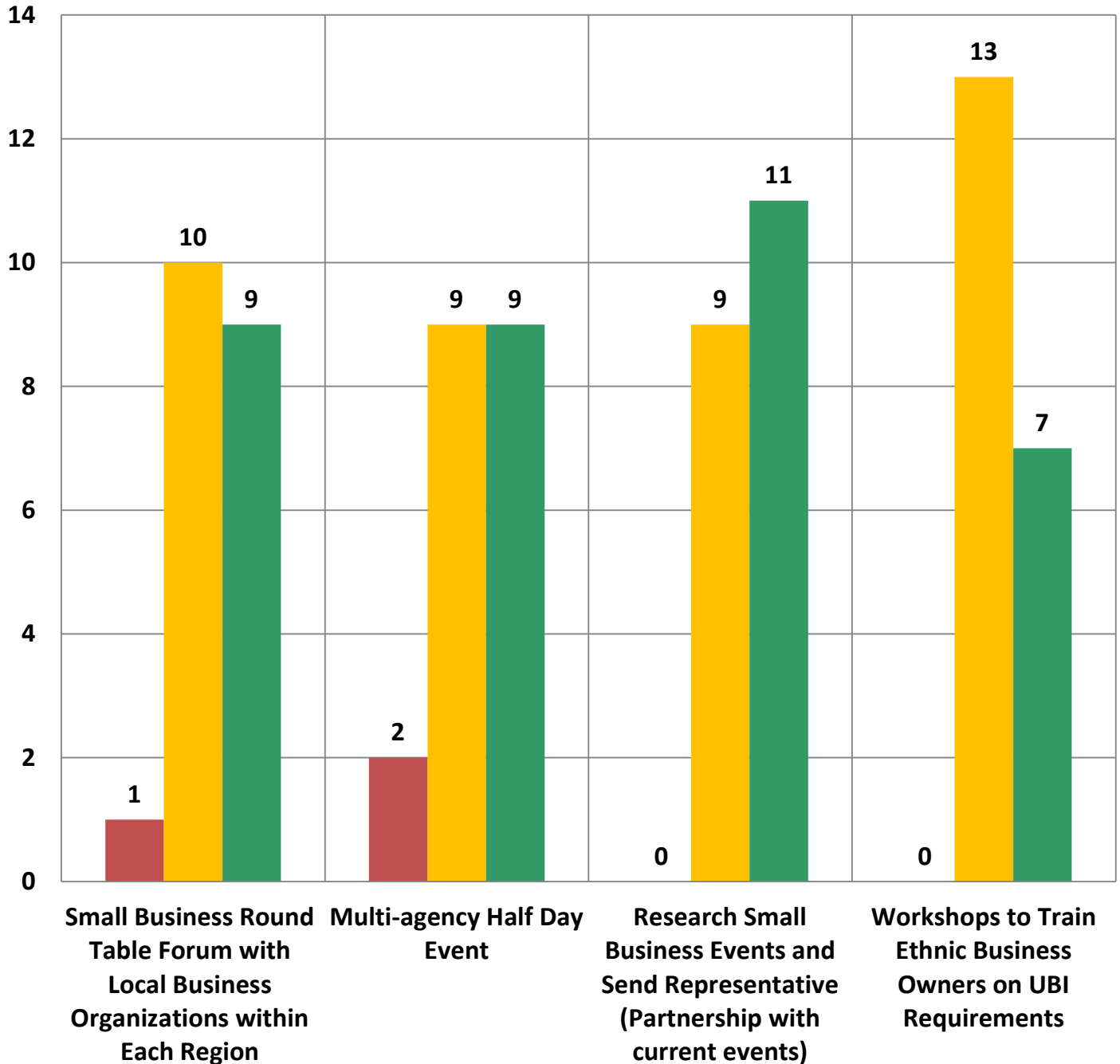


■ I don't think we should pursue this.

■ I support this but don't have resources to help.

■ I support doing this and I am willing to help.

Events

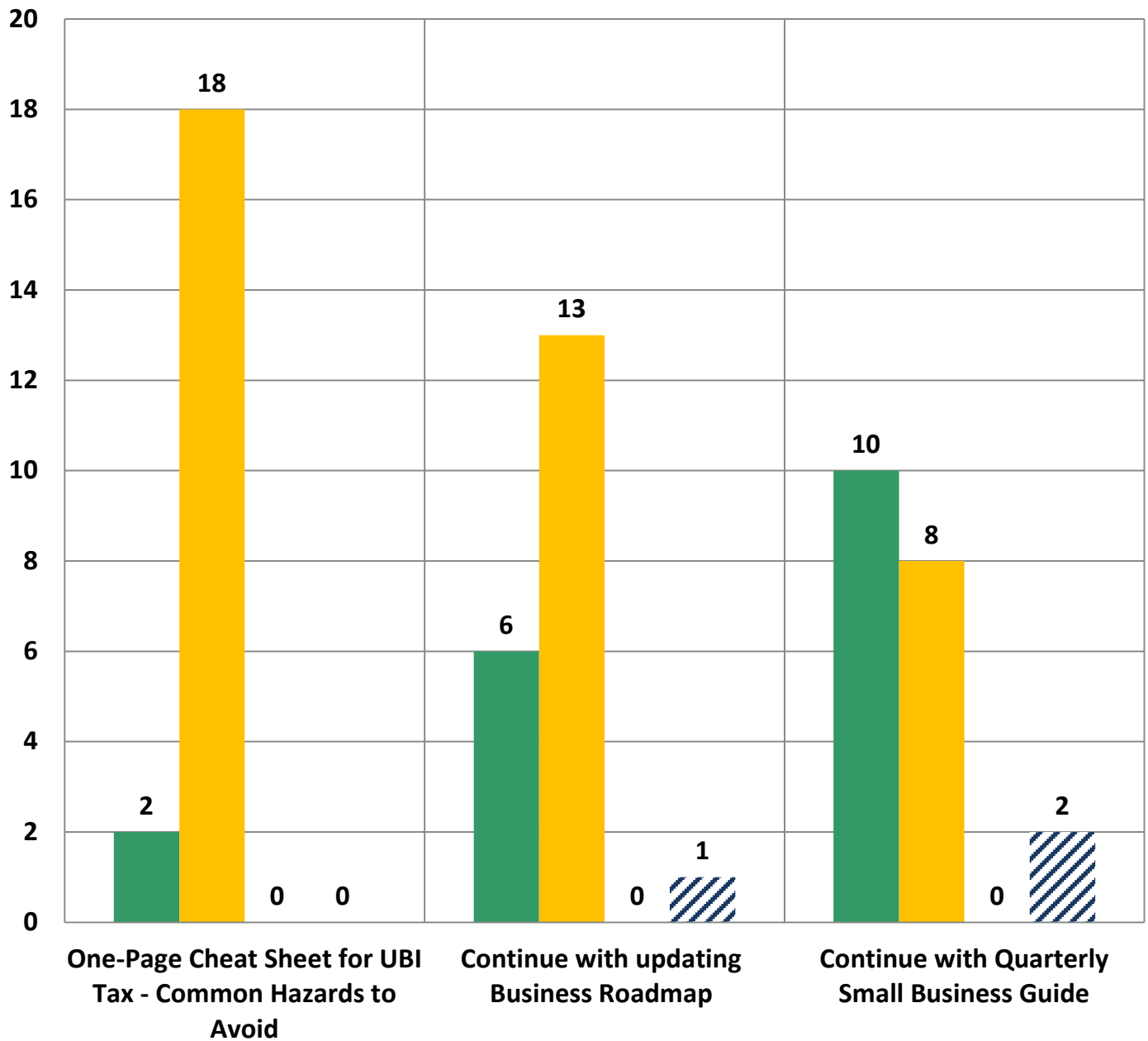


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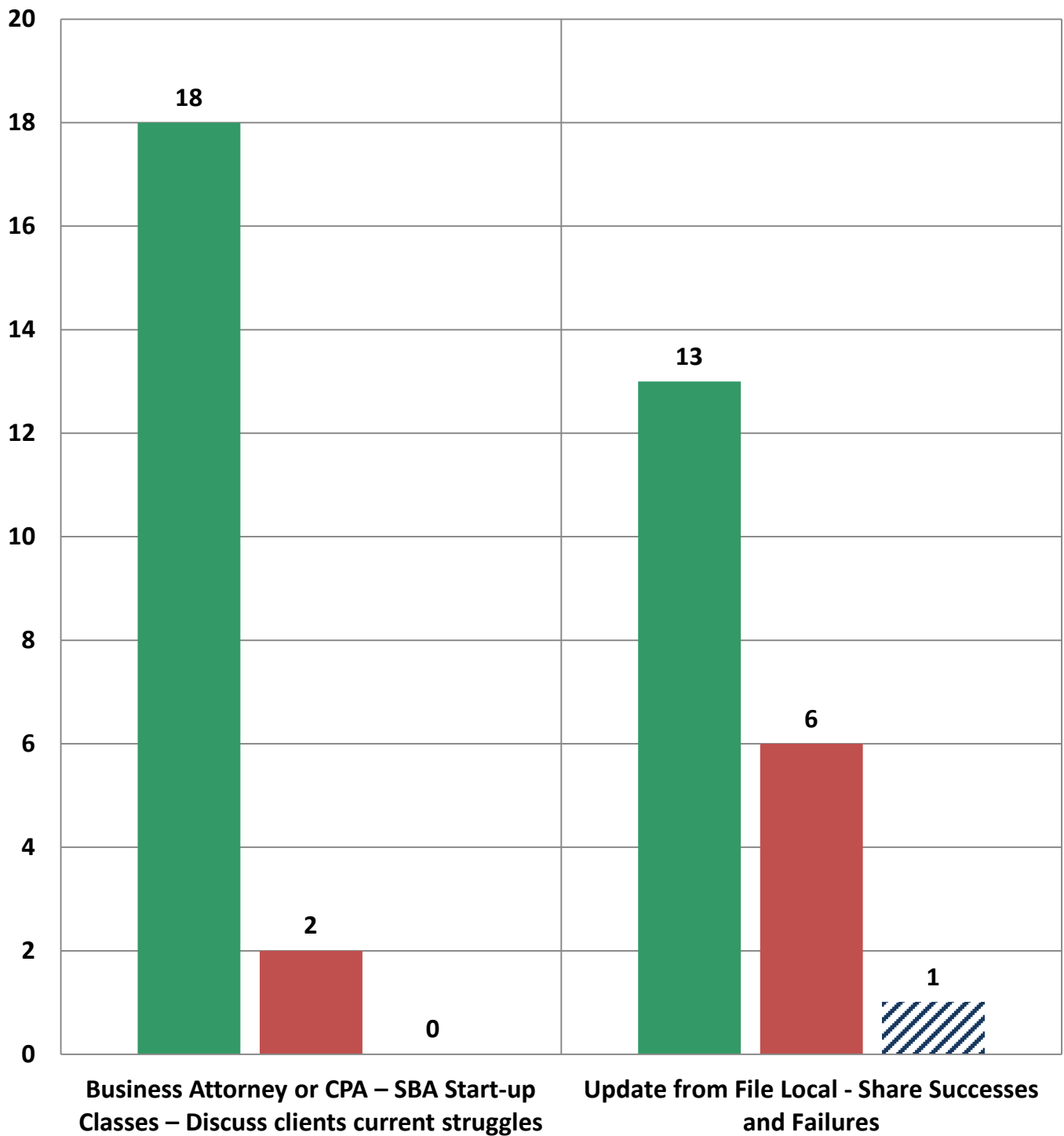
■ I support doing this and I am willing to help.

Publications



- I support doing this and I am willing to help.
- I support this but don't have resources to help.
- I don't think we should pursue this.
- Did not provide response

Speakers



■ Yes, this would be good.
 ■ No thank you.
 ▨ No response provided.

Written Responses:

Outreach

- **COM:** I'm not sure about the Public Service Announcement but wouldn't rule it out if others are interested.
- **DSHS:** What would the post cards say? SBLT specific?
- **L&I:** Use our newsletter to promote the Small Business Guide and the BusinessHub.
- **LCB:** Need to get a commitment from the ethnic commissions on their involvement with SBLT; if they're going to be involved then they should be regular attendees.
- **WDVA:** We'd be very happy to help distribute postcards at business focused events we attend. Typically we are only able to staff 2 or 3 events each year though.

Events

- **DOH:** The SBLT should market themselves to the Chamber of Commerce or organizations in each of the counties or go to WSAC or AWC to present.
- **IRS:** Does the Business Fair fit under one of these already?
- **LCB:** Beginning to look at ways to more actively engage our licensees and potential licensees via expanded use of WebEx. Our focus area is specific to those in or looking to get into liquor, marijuana and tobacco/vapor businesses so it's difficult to send limited resources to generic small business events.
- **WSDA:** I am not clear on how these strategies would be implemented in regions across the state. Perhaps partner with Commerce Rural Economic/Community Development to reach entrepreneurs in a wider range of communities?

Publications

- **LCB:** Continue to offer revisions where needed. Do wonder whether it's time to look at a different approach v. "words/links" in a written guide? I'm not a techno crat, however, we are seeing a greater use of visuals in communications to attract and retain end-users to important content. Think the Seattle City restaurant guide is good recent example. Should we start thinking about whether the guide can be revamped in a similar way? I'm sure it will take a lot of time/resources, but perhaps it's worthy of a conversation to see what resources are available within state?
- **WSDA:** I'm not familiar enough with these publications to comment thoughtfully.

Speakers

- **ATG:** Our office can provide speakers on common scams and fraud.
- **DSHS:** Small Business Administration/Score already has business startup classes. I support this effort but do not have resources to assist.
- **L&I:** Marijuana legalization: public health campaign & impact on businesses (safety & employment policies)
- **LCB:** Not really sure what file local is; would like to hear more. Also, where we can, like us to set aside some time periodically to invite small business owners in.
- **OIC:** I think that it would be beneficial for the SBLT to hear first-hand from a cross section of small business owners (new, under 1 year, as well as seasoned) to listen to what their issues, concerns, and complaints would be. This would seem to be more beneficial than hearing from the middle man in the process, such as Small Business Association or business attorneys.
- **WSDA:** These could be helpful but I don't understand the venue that these speakers would present at. Where, when, who does the outreach, etc.

Written Responses (continued): Other Comments, Questions, or Concerns

- **ATG:** Our office can provide input and speakers on scams and fraud on business, tax, and consumer related topics.
- **COM:** We also need to reassess our calendar of events - is it meeting the intended goal, is information being provided so there are events to post, etc.?
- **DES:** "I think we still do not know who our target audience is or what we are trying to affect? For example are our regulatory agencies seeing a spike in compliance issues with small businesses? If yes our outreach effort could focus on that. Are we trying to help new businesses in a particular market get started right? If yes then we could use the Seattle restaurant pattern for this new market. Are mergers and acquisitions on the rise and we can focus on that. Are businesses closing and we could focus on that. Are we helping sole proprietors to become employers? Then we could focus on that. Are we creating more government contracting opportunities for our small businesses who never considered the government market? "
- **DOH:** ORIA gets messages from constituents frequently and it would be good to share with SBLT and our customers what are the main questions you have gotten in an overview or a report to share with customers. Maybe an example of the questions and how often. We should also look at what types of small businesses are growing in Washington what the trends are.
- **DOR-TPS:** "UBI tax" doesn't make sense to me. I think you mean the various taxes that affect businesses. Please clarify. I think this is a very realistic, doable list of things that would have impact. Nice job!
- **L&I:** Pierce County ran an excellent discussion forum on marijuana at the workplace on Nov 3rd. A question came up regarding what government is doing to promote information on marijuana use. None in the audience had any answers. I mentioned education materials available from the Liquor and Cannabis Board.
- **LCB:** Might be time to refresh Governor's Executive Order around small business coordination. Not sure how aligned SBLT efforts are with agency leaders. Working off an old E.O. starts to get stale and loses currency.
- **WDVA:** Continues to operate the Veteran Owned Business Certification Program; however, we continue to struggle with a lack of resources and are unable to regularly participate in meetings! We are very supportive of the work of the SBLT and often refer veterans who are looking to start a business to the resources you have developed. Thank you and if there are ever any veteran specific issues or questions we can help with, please let me know! Thank you!
- **WTB:** The major driver that will be impacting small business will be and in some ways is access to a reliable workforce. I would encourage bringing that subject, the related data and solutions to our discussions.
Mike B