

2016 SBLT Work Plan

Small Business Guide

Increase Outreach

- Increase outreach for the Small Business Guide (SBG):
 - Create post-card size and/or business card size flyers so SBLT members can more easily distribute to customers during small business events
 - Connect with state agencies to learn if the SBG is listed on their website in a high web traffic area.
 - Multi-agency half day event (added to [Events](#))
 - Research small business events currently scheduled and send representatives, as able
 - Bilingual Outreach for SBG: Identify relevant non-English state government websites for linking to the Small Business Guide
 - Ten second Public Service Announcement (PSA) for radio station fillers (OMWBE currently has a PSA contract)

Subject Matter Experts

- On a quarterly basis, assign a Subject Matter Experts (SME) to sections of the SBG.
 - Identify what sections apply to your agency

Speaker Suggestions

- Celia Nightingale, Center for Business & Innovation – Partnership between the Economic Development Council and the South Puget Sound Community (*Confirmed for March 24, 2016*)
- Cheryl Smith, Department of Commerce – Provide a manufacturing update / Restaurant Success
- Kim Johnson, Department of Revenue – Discuss Department of Revenue's new tax system that will take effect June 1, 2016.
- Patrick Reed, Secretary of State – System Update
- Business Attorney or Certified Public Accountant – Small Business Administration start-up classes (what are clients struggling with)
- Small Business Advisors – Invite to a SBLT meeting to discuss the services they provide, e.g.:
 - SCORE,
 - Small Business Development Center,
 - Small Business Administration,
 - Washington Center / Women's Business Center,
 - Procurement Technical Assistance Center (PTAC),
 - Native PTAC.
- Update from File Local (success/failures) – Hear from City Partners
- Agencies speak for approximately 15 minutes on legislative updates and changes that effect small businesses.

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Events

- A Small Business Round Table Forum with local business organizations within each region; Elizabeth Wheat, WaTech, volunteered to help; Provides opportunity for customers to provide feedback.
- Small Business Event – tag onto a current event (should determine if agencies are representing themselves or the SBLT); possible locations, include: Seattle (Red Lion) or Olympia
- Multi-agency half day event

Publications

- Work with the BusinessHub to create a one page cheat sheet for UBI tax (common hazards to avoid)