

2017 SBLT Outreach Plan

Outreach

Task	Description
Post Card/Business Flyers	Create post-card size and/or business flyers to distribute during outreach events.
Short Radio Public Service Announcement (PSA)	A ten second short radio Public Service Announcement is a resource to use to broadcast outreach events in advance. The Office of Minority & Women in Business Enterprises (OMWBE) currently has a PSA contract.
Bilingual Outreach for Small Business Guide (SBG)	Identify relevant non-English state government websites to link to the Small Business Guide.

Events

Task	Description
Small Business Round Table Forum	A Small Business Round Table Forum with local business organizations within each region. Identify business and contacts.
Multi-Agency Half Day Event	Identify event format and coordinate logistics. Learn events your agency or other agencies are planning and if we are able to join their event.
Small Business Event	Research and identify current Small Business Events and send representative. This could include a partnership with current events. Small Business Liaison Team (SBLT) member with attend events and report back to the SBLT.
Workshops to Train Ethnic Business Owners	Workshops to Train Ethnic Business Owners on UBI Requirements.

Publications

Task	Description
One-Page Cheat Sheet for UBI Tax	Collaborate with BusinessHub or other organization to create a one page cheat sheet for common hazards to avoid for UBI Tax.
Business Roadmap	Continue to update the Business Roadmap that is currently hosted on the Department of Revenue's website.
Small Business Guide Updates	Continue to update the Small Business Guide with quarterly updates.

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Speakers

Task	Description
Business Attorney or Certified Public Accountant	Have a business Attorney or a Certified Public Accountant speak at one of the SBLT meetings. Can also discuss Small Business Administration Start-up Classes and issues that clients are currently struggling with.
Update from File Local	Have File Local (our city partners) attend an SBLT meeting to discuss successes and failures.