

Communications Group:

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| Project | Purpose | Expected Outcomes |
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| Post Card/Business Flyers | To reach out to customers in the small business community. Let customers know that the Small Business Liaisons is a resource and inform them about the different services SBLT offers. | <ul style="list-style-type: none">• Create post-card size outreach document to distribute during outreach events.• Update Small Business Liaison Contact List - more user friendly• Create SBLT Business Flyers. |
| Short Radio Public Service Announcement (PSA) | To reach out to customer's letting them know about SBLT and that it is a resource to current or future business owners. | <ul style="list-style-type: none">• Coordinate with OMWBE or other agencies to create a ten second short radio Public Service Announcement is a resource to use to broadcast outreach events in advance. |
| Bilingual Outreach for Small Business Guide (SBG) | Increase customer outreach for bilingual speaking customers. | <ul style="list-style-type: none">• Identify relevant non-English state government websites to link to the Small Business Guide. |
| One-Page Cheat Sheet for UBI Tax | Create a one page cheat UBI Tax Sheet to make it easier for businesses to navigate through the tax system and educate on common UBI tax hazards to avoid. | <ul style="list-style-type: none">• Create a one-page UBI Tax sheet for businesses to help employers with taxes. This could be set-up as a tax table. |
| Consolidated FAQ's | Thurston County Chamber has requested a list of FAQ's from the SBLT agencies. This will make answers to commonly questions more accessible to businesses. This would also be added to the "Resources" section of the small business guide. | <ul style="list-style-type: none">• Have each agency provide 4 - 6 questions that businesses ask most frequently. Consolodate FAQ's from agencies in to a single table, this will be provided to the Thurston County Chamber and added to the resources section of the small business guide. |
| Roadmap to Register & License New Businesses in Washington State | Update the business roadmap to be more user friendly for new business owners that are navigating through the Washington state regulatory process that just want a short checklist on how to start a business. The business roadmap is currently hosted on the Department of Revenue's website. | <ul style="list-style-type: none">• Update the Business Roadmap so that it is easier for new businesses to navigate through the Washington State regulatory process. The Business Roadmap is currently hosted on the Department of Revenue's website and is located at: http://dor.wa.gov/Docs/Pubs/BusReg/Roadmap.pdf |

Events Group:

Jeff Baughman, Patrick Reed, Eric Moss, Edmon Lee, Kari Gilje, Linda Alongi, Rose Gundersen, Doug Cheney

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| Small Business Round Table Forum | Increase outreach with the business community. SBLT is a resource to small businesses and be available to answer questions in a small business round table forum. | <ul style="list-style-type: none">• Within each region, organize multiple Small Business Round Table Forums with local business organizations. This includes selecting location venue, sending invite to attendees, coordinating with SBLT on agenda items, and speakers.• Identify businesses and contacts for Small Business Round Table Forum. |
| Multi-Agency Half Day Event | Increase outreach with the business community. SBLT is a resource to small businesses and be available to answer questions with multiple agencies. | <ul style="list-style-type: none">• Identify event format and coordinate logistics. Learn events your agency or other agencies are planning and if we are able to join their event. |
| Thurston County Chamber of Commerce | Outreach with the Thurston County business community that SBLT is a resource to small businesses. Provide training and educational sessions on different topics that affect businesses. | <ul style="list-style-type: none">• Coordinate with the Thurston County Chamber, Celia Nightingale, Center for Business & Innovation (CB&I), and the SBLT to plan a multi-agency workshop that will be held in the fall. To accommodate business owners schedules, the workshop would be offered on two different days - one weekday event and one weekend event.• Identify businesses and contacts for Small Business Round Table Forum.• This includes selecting location venue, sending invite to attendees, coordinating with SBLT on agenda items, and speakers. |
| Small Business Event | Outreach with small businesses across Washington to inform that SBLT is a resource to small businesses. Provide training and educational sessions on different topics that affect businesses. | <ul style="list-style-type: none">• Research and identify current Small Business Events and send representative. This could include a partnership with current events. Small Business Liaison Team (SBLT) member attend events and report back to the SBLT. |
| Workshops to Train Ethnic Business Owners | Provide quarterly training for business owners that need workshops in different languages. | <ul style="list-style-type: none">• Workshops to Train Ethnic Business Owners on UBI Requirements in different languages. |