

HOUSE BILL REPORT

HB 2441

As Reported by House Committee On:
Trade & Economic Development

Title: An act relating to creating a "Washington Made" logo.

Brief Description: Creating a "Washington Made" logo.

Sponsors: Representatives Chase, Wallace, Conway, Simpson, D., Condotta, Moeller, Morrell, Anderson, Upthegrove and Hudgins.

Brief History:

Committee Activity:

Trade & Economic Development: 1/23/04, 1/29/04 [DPS].

Brief Summary of Substitute Bill

- Creates a contest for K-12 students to design a "Washington Made" logo for the voluntary labeling of consumer goods made in Washington.
- Directs the Department of Community, Trade and Economic Development to carry out the labeling program and an advertising campaign promoting the label.

HOUSE COMMITTEE ON TRADE & ECONOMIC DEVELOPMENT

Majority Report: The substitute bill be substituted therefor and the substitute bill do pass. Signed by 12 members: Representatives Veloria, Chair; Eickmeyer, Vice Chair; Skinner, Ranking Minority Member; McDonald, Assistant Ranking Minority Member; Blake, Chase, Condotta, McCoy, Ormsby, Pettigrew, Priest and Rodne.

Minority Report: Do not pass. Signed by 1 member: Representative Kristiansen.

Staff: Tracey Taylor (786-7196).

Background:

The "From the Heart of Washington" campaign was created by the state Department of Agriculture to promote Washington grown agricultural products. Growers can order stickers to place on boxes, bags, and other materials as well as arranging to have the logo

printed directly onto the packaging. The purpose of the program is to raise consumer awareness regarding the role and importance of the state's agricultural industry and to promote the sale of Washington products within the state.

Summary of Substitute Bill:

The Department of Community, Trade and Economic Development (DCTED) is directed to create a "Washington Made" logo for the voluntary labeling of consumer goods made in Washington. The DCTED is also charged with creating and executing an advertising campaign to promote the new "Washington Made" logo.

A contest among K-12 students to design the "Washington Made" logo is created. The logo selection committee will be composed of the members of the two standing economic development committees in the Legislature and the Governor. The winning student will receive a \$5,000 scholarship. The second and third place winners will receive \$3,500 and \$1,500 scholarships. If, in subsequent years, the DCTED determines that it would be cost-effective to issue another logo, a new competition will be conducted in the same manner as the original.

The DCTED is directed to work with the economic development councils, chambers of commerce, the Economic Development Commission, industry organizations and trade organizations to develop the advertising campaign and to secure private and other public funds to support the advertising campaign.

Substitute Bill Compared to Original Bill:

The substitute bill creates a contest among K-12 students to design the "Washington Made" logo. The logo selection committee will be composed of the members of the two standing economic development committees in the Legislature and the Governor. The winning student will receive a \$5,000 scholarship. Second and third place winners will receive a \$3,500 and \$1,500 scholarships. If in subsequent years, the DCTED determines that it would be cost-effective to issue another logo, a new competition will be conducted in the same manners as the original.

The substitute bill also directs the DCTED to work with the economic development councils, chambers of commerce, the Economic Development Commission, industry organizations and trade organizations to develop the advertising campaign and to secure private and other public funds to support the advertising campaign.

Appropriation: None.

Fiscal Note: Available.

Effective Date of Substitute Bill: The bill takes effect 90 days after adjournment of session in which bill is passed.

Testimony For: This bill continues a commitment to Washington community businesses. It would create a world recognizable mark to show that Washington is more than just agricultural and biotech products. It would be distributed statewide to all organizations for use. A contest among K-12 to develop the logo, as opposed to having a professional design firm, would involve the entire state and save money.

Testimony Against: There is no appropriation in the bill but it would increase the responsibilities of the DCTED.

Persons Testifying: Tom McBride, Department of Community, Trade and Economic Development.

Persons Signed In To Testify But Not Testifying: None.