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SENATE BILL 5737

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State of Washington

62nd Legislature

2011 Regular Session

By Senators Kastama and Chase

Read first time 02/09/11. Referred to Committee on Economic Development, Trade & Innovation.

1 AN ACT Relating to economic development through the establishment  
2 of an intuitive trade assistance web portal; and amending RCW  
3 43.330.060.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 **Sec. 1.** RCW 43.330.060 and 2010 c 165 s 2 are each amended to read  
6 as follows:

7 (1) The department shall (a) assist in expanding the state's role  
8 as an international center of trade, culture, and finance; (b) promote  
9 and market the state's products and services both nationally and  
10 internationally; (c) work in close cooperation with other private and  
11 public international trade efforts; (d) act as a centralized location  
12 for the assimilation and distribution of trade information; and (e)  
13 establish and operate foreign offices promoting overseas trade and  
14 commerce.

15 (2) The department shall:

16 (a) Select a private information technology and software company to  
17 develop, maintain, and update an intuitive trade assistance web site  
18 and associated application software. The company selected will not

1 receive monetary compensation from the state but will have the right to  
2 commercialize and license the technology in accordance with the terms  
3 agreed upon by all parties;

4 (b) Collaborate with state and federal agencies, trade experts, and  
5 representatives of the business community to acquire relevant trade  
6 content to include in the web site and application software;

7 (c) Develop instructional features on the web site and application  
8 software to assist in-state businesses promote and trade their goods  
9 and services internationally. These features must include, but not be  
10 limited to, up-to-date regulatory information about exporting,  
11 importing, and foreign direct investment; trade leads from foreign  
12 trade representatives; and export financing;

13 (d) Field test the web site with plausible end users; assess end-  
14 users' responses to the performance and value of the web site; and make  
15 any applicable modifications to improve end-user experience on the web  
16 site;

17 (e) Collaborate with public and private organizations, trade  
18 experts, and representatives of the business community to promote the  
19 web site domestically and internationally;

20 (f) Report to the legislature by December 31, 2011, and annually by  
21 December 31st thereafter, providing data regarding the impact the web  
22 site is having on state trade. Data must include, but not be limited  
23 to: (i) Business survey responses regarding the performance and value  
24 of the web site; (ii) the amount of traffic the web site is receiving  
25 from domestic and international businesses; (iii) the frequency of  
26 content being viewed by businesses; (iv) regions in-state businesses  
27 are seeking to access; (v) regions interested in doing business with  
28 Washington state; (vi) and any variations in trade activity that can be  
29 ascribed to the use of the web site.

30 (3) The department shall identify and work with Washington  
31 businesses that can use local, state, and federal assistance to  
32 increase domestic and foreign exports of goods and services.

33 ~~((+3))~~ (4) The department shall work generally with small  
34 businesses and other employers to facilitate resolution of siting,  
35 regulatory, expansion, and retention problems. This assistance shall  
36 include but not be limited to assisting in workforce training and  
37 infrastructure needs, identifying and locating suitable business sites,  
38 and resolving problems with government licensing and regulatory

1 requirements. The department shall identify gaps in needed services  
2 and develop steps to address them including private sector support and  
3 purchase of these services.

4 ~~((+4))~~ (5) The department shall work to increase the availability  
5 of capital to small businesses by developing new and flexible  
6 investment tools; by assisting in targeting and improving the  
7 efficiency of existing investment mechanisms; and by assisting in the  
8 procurement of managerial and technical assistance necessary to attract  
9 potential investors.

10 ~~((+5))~~ (6) The department shall assist women and minority-owned  
11 businesses in overcoming barriers to entrepreneurial success. The  
12 department shall contract with public and private agencies,  
13 institutions, and organizations to conduct entrepreneurial training  
14 courses for minority and women-owned businesses. The instruction shall  
15 be intensive, practical training courses in financing, marketing,  
16 managing, accounting, and recordkeeping for a small business, with an  
17 emphasis on federal, state, local, or private programs available to  
18 assist small businesses. Instruction shall be offered in major  
19 population centers throughout the state at times and locations that are  
20 convenient for minority and women small business owners.

21 ~~((+6))~~ (7)(a) Subject to the availability of amounts appropriated  
22 for this specific purpose, by December 1, 2010, the department, in  
23 conjunction with the small business development center, must prepare  
24 and present to the governor and appropriate legislative committees a  
25 specific, actionable plan to increase access to capital and technical  
26 assistance to small businesses and entrepreneurs beginning with the  
27 2011-2013 biennium. In developing the plan, the department and the  
28 center may consult with the Washington state microenterprise  
29 association, and with other government, nonprofit, and private  
30 organizations as necessary. The plan must identify:

31 (i) Existing sources of capital and technical assistance for small  
32 businesses and entrepreneurs;

33 (ii) Critical gaps and barriers to availability of capital and  
34 delivery of technical assistance to small businesses and entrepreneurs;

35 (iii) Workable solutions to filling the gaps and removing barriers  
36 identified in (a)(ii) of this subsection; and

37 (iv) The financial resources and statutory changes necessary to put  
38 the plan into effect beginning with the 2011-2013 biennium.

1           (b) With respect to increasing access to capital, the plan must  
2 identify specific, feasible sources of capital and practical mechanisms  
3 for expanding access to it.

4           (c) The department and the center must include, within the analysis  
5 and recommendations in (a) of this subsection, any specific gaps,  
6 barriers, and solutions related to rural and low-income communities and  
7 small manufacturers interested in exporting.

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