



2.1.e: Supplemental - Increase small business employment by 67,000 from 2012 to 2015

2.1.e. Increase small business employment

SMALL BUSINESS EMPLOYMENT GROWTH

Prosperous Economy
Goal Council 2

October 10, 2016



Small Business Employment Growth



Deputy Director Kirk Robinson
Department of Agriculture

Agency Avenue of Focus:

- *Support new markets for farmers and food processors through our Small Farm Direct Marketing program and Farm to School program*

Agency Highlight:

- *Small Farm Direct Marketing and Farm to School Programs work extensively with farmers. One example is the Small and Direct Marketing Handbook*
- *WSDA provides regulatory programs and functions that are fair and effective, there by protecting the public's health*
- *Challenge – Educating the public on the importance of Agriculture to our state's economy*



Washington State
DEPARTMENT OF SERVICES FOR THE BLIND



LOU OMA DURAND, EXECUTIVE DIRECTOR, SERVICES FOR THE BLIND

Agency Focus: Input – Support of small business training, advising, and financing.

DSB is a Vocational Rehabilitation agency (under WIOA) focused on employment outcomes.

-
- **Help small businesses meet their workforce needs**
 - **Support entrepreneurship as an employment choice for DSB customers.**
 - **Assist with small business start-ups**

Customers with vision loss often have other barriers to employment. A small demographic, but representative of people with a range of cross-over barriers.

Employment outcomes include many small business hires, as well as self-employment start-ups:

- **Jobs and Employers list on www.dsb.wa.gov**
- **Some become employers themselves**



Agency Highlight: Building small businesses to strengthen Washington's economy

Comprehensive program for entrepreneurship and small business start ups:
Self-employment exploration, business plan development, business start-up support, and stabilization

Innovations and actions:

- Promoted entrepreneurship with staff and customers
- Revised and simplified self-employment policy and procedures
- Revised business development vendor contracts
- Developed statewide entrepreneurship workshop series – *Dreams and Reality*
- Enhanced support for business plan elements, including funding for tools and equipment, assistive technology, training and consultation (financial literacy and business management)
- Established review committee
- Bench marks for success and follow along services



Current Data for 3 year program

- 70 participants attended the *Dreams and Reality Workshop* series
- 30 small businesses started with DSB funding and support

Opportunities and Challenges

- Efforts to develop larger market opportunities for Disability Owned Businesses (DOB):
 - USBLN certification for Disadvantage Business status
 - USBLN Fortune 400 companies seeking DOBs for their supply chains
- Increase funding options by educating financial institutions about DOBs

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*Dale Peinecke, Commissioner,
Employment Security Department*



Agency Avenue of Focus

ESD partners to connect employers and job seekers - supporting transitions to new jobs and empowering careers.

Agency Highlights

Services: *ESD partners with 12 Workforce Development Councils statewide*

- Business services professionals help employers with hiring, labor market information, training and tax incentives.*
- WorkSourceWA.com provides award-winning recruitment tools for free.*

Challenges:

- Reaching busy small business professionals to help them.*

Solutions/Actions:

- News conference with Governor Inslee*
- 70 employer outreach planned or scheduled statewide*
- A job seeker campaign to get more resumes in the website*
- Online advertising and email campaigns*
- Outreach to Chambers of Commerce and other business organizations.*

Key lessons learned: *Moving the needle takes time and collaboration*

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*Teresa Berntsen,
Office of Minority and Women's Business Enterprises*

Supplier Diversity Best Practices

- 1. Proactively identify contracting and procurement needs** to allow time for these best practices
- 2. Identify small businesses and certified firms**
 - [Washington Electronic Business Solution](#) (WEBS)
 - For minority- women- and veteran-owned firms: OMWBE's [Directory of Certified Firms](#), the Department of Veteran Affairs' [website](#)
- 3. Evaluate procurement approach**
 - Break down projects and identify subcontracting opportunities prior to advertising
 - Understand [direct buy purchasing authority](#)

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OMWBE (cont'd)

4. Conduct outreach

- Advertise with OMWBE and other organizations that regularly interact with small businesses
- Attend/conduct tradeshow
- OMWBE and DES can help

5. Monitor

- Monitor spend with small and certified businesses so you know what's working
- Encourage prime contractors to record spend with small and certified firms

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Scott Hitchcock

Governor's Office for Regulatory Innovation and Assistance (ORIA)

Agency Avenue of Focus:

- *Ease - improve ease of learning, following business regulations and access to assistance*

Agency Highlight:

How does your agency strive to increase small business employment?

1. On-line resources include:

- *Small Business Guide (in 5 languages); and,*
- *Small Business Liaison contact information.*

2. Information Center: accessible by phone and email – answers questions and refers customers to an agency Small Business Liaison or subject matter expert.

3. Facilitating Small Business Liaison Team.

Agency Highlight (ORIA - cont.):

What are the challenges your agency faces to increase small business employment numbers?

1. Making businesses aware of our resources.

How do you solve?

- 1. Continue Outreach events;*
- 2. Agency partners link to our website;*
- 3. Team with other organizations that assist businesses; and,*
- 4. Leverage technology as much as possible.*

What actions has your agency taken?

- 1. Attend high-value outreach events (e.g., IRS BizFair);*
- 2. All the major state regulating agencies link to our website;*
- 3. Partner with SCORE, Small Business Development Center, Washington Women's Business Center, etc.; and,*
- 4. Maximizing on-line offerings and partnering with WaTech on Business Hub.*

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Jody Robbins

Department of Labor and Industries

Agency Avenue of Focus:
Inputs and Ease

Apprenticeship

- Apprenticeship as a spring board for launching small businesses
 - Cost awareness and leadership training across the board
 - Sponsoring organization support
- Close skill gaps for small business employers
 - Rural health care delivery
 - Apprenticeship pathway to Cosmetology licensure
 - Aerospace and related manufacturing businesses (Boeing/Airbus supply chain)
- Partner in the state's workforce development system – Promoting small business growth
 - Concerted outreach activity to employers (US/DOL Accelerator Grant)
- Increasing apprentice registration
 - Through 3rd quarter 2015: 3,730 New apprentices; 3rd quarter 2016: 4,107 New
 - 7% female participation compared to 3% national average
 - 25% minority participation
 - 10% veteran participation

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Allyson Brooks
Dept. of Archaeological & Historic Preservation

Agency Avenue of Focus:

- *Promote the use of the Business and Occupation Main Street tax credit.*
- *Provide architectural and business development assistance*

Agency Highlight:

- We strive to increase small business and small business employment through the Main Street program and approach.
- Ensuring that Main Street communities have the funding to have an Executive Director for their downtown organizations.
- By promoting the Main Street business and occupation tax we have been able to get more funding to downtown organizations.
- Providing technical assistance to rural downtowns in terms of business development training and providing architectural services.
- The agency has gone from 13 Main Street communities to 34 communities. The Main Streets were stable during the Great Recession and are now thriving during the recovery.
- The Main Street approach provides as organized method for promoting and retaining businesses in rural downtowns making these places a destination experience for residents and visitors.

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Department of Labor & Industries – Bobbie Hanna

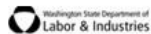
Agency Avenue of Focus:

Injury Cost Profile

What happened:

- **Help employers connect safety to the bottom line**
- **Customized view of:**
 - **Workers' comp claims and costs**
 - **Types of injuries reported**
 - **Performance comparison with industry peers**

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Injury and Cost Profile for

Questions? Call your Risk Manager

Bobbie Hanna (360) 902-5790

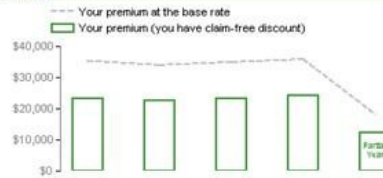
Account ID:

See how your injury claims affect your premiums. Compare your injuries with what's typical for your industry. Then take steps to make your workplace even safer – and control your workers' compensation cost. Contact us!

Your 5-year history of premiums and injury claims

Your claim-free discount saved you \$51,342 during this entire 5-year period.

Just one time-loss or disability claim will make you ineligible for the discount for up to 3 years.



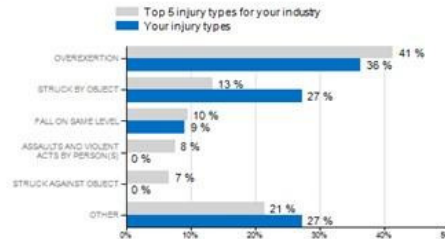
Calendar year	2012	2013	2014	2015	2016
Hours you reported	47,798	42,917	43,560	44,487	23,009
Your premium	\$23,576	\$22,876	\$23,455	\$24,353	\$12,627
Payroll deduction (employee share)	\$6,365	\$6,179	\$6,584	\$6,880	\$3,564
Employee rate for class 6509 Boarding Homes and Retirement Centers (97 % of your total premium)	\$0.15/hr	\$0.15/hr	\$0.16/hr	\$0.16/hr	\$0.16/hr
Claims	2	0	2	6	1
- Medical Only	2	0	1	6	0
- Time-loss or disability claim	0	0	1	0	1
Experience Factor	0.6200	0.6300	0.6300	0.6400	0.6500
Claim-Free Discount?	yes	yes	yes	yes	yes

Compare your injuries with what's typical for your industry: Community Care Facilities for the Elderly

To protect your workers from injuries, please focus your accident prevention program on these common hazards.

Let L&I help you take steps to make your workplace even safer – and control your workers' comp costs.

Visit us at:
www.Lni.wa.gov



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L&I can help you keep your employees safe and working!

Get 1-on-1 assistance from a safety and health expert or risk manager

As a Washington State business owner, manager or safety officer, you're entitled to free personalized help from L&I. Our expert safety and health consultants can help you develop a safety program, find hazards, follow safety rules and prevent injuries. L&I risk managers analyze your workers' compensation costs and show you ways to save money. www.Lni.wa.gov/Safety/Consultation.

Claim-Free Discount: Don't leave money on the table

Small businesses that prevent workplace injuries can earn a claim-free discount on their workers' compensation premiums. Most discounts start at 10% off the base rate for the industry. As you hire more employees and your business grows, so can your savings. www.ClaimFreeDiscount.Lni.wa.gov.

Learn how it pays to help injured workers stay on the job

L&I's Stay at Work Program pays financial incentives to employers who bring their injured workers quickly and safely back to light-duty or transitional jobs. Learn more at www.StayAtWork.Lni.wa.gov or call 1-800-406-2482.

Got a problem that needs to be solved?

Call L&I's small business liaisons and they'll get to work on it. Find them at www.SmallBusiness.Lni.wa.gov or call 1-800-987-0145.

Find safety and health education, resources, rules and more at www.Lni.wa.gov/Safety:

- Step-by-step help for developing your Accident Prevention Program using sample safety programs.
- Video shorts, investigation stories and other resources to train employees and add energy to your safety meetings.
- Free workshops offered in different cities across the state.
- L&I forms and publications online.
- Información sobre seguridad en español.

Glossary of terms used in the Injury and Cost Profile:

- **Experience factor:** As a new employer, you start with a "base" rate, or experience factor of 1.0000, and you pay the base rate for each hour worked. Your experience factor is adjusted each year and may go up or down if you have claims or changes in the hours you are reporting. You may even earn a claim-free discount.
- **Time-loss or disability claims:** Claims where an injured worker receives compensation from L&I including partial wage replacement (time-loss), payment for a permanent partial disability, a pension, or any payments made related to a fatal injury or illness. These claims are also referred to as "compensable" claims because the worker receives monetary compensation.
- **Bodily reaction injury:** Injuries caused by bending, climbing, crawling, reaching, twisting.



Division of Occupational Safety and Health

Lni.wa.gov/Safety

1-800-423-7233



Washington State Department of
Labor & Industries

Small Business Employment Growth



Department of Revenue

Agency Avenue of Focus:

- Education on registration and tax reporting requirements
- Administration of incentive programs that benefit small businesses

Agency Highlight:

- **Small Business Liaisons:**
 - The Department has two designated Small Business Liaisons for business licensing and tax registration.
 - These individuals work with other agency liaisons to maintain the Small Business Guide and participate in the creation of BusinessHub.
- **Business Outreach:** New business workshops are held across the state that allow small business owners to learn the basics of Washington State taxes and assist them in understanding their tax reporting responsibilities.
- **Tax Consultations:** Upon request, a representative from the Department will meet with the taxpayer and explain how state taxes apply to their specific business activities.
- **Incentive Information:** The Department's website provides information on incentive programs such as the Small Business Credit. The site also includes industry-specific tax guides and online videos.

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