

A-Engrossed
Senate Bill 930

Ordered by the Senate April 28
Including Senate Amendments dated April 28

Sponsored by Senator EDWARDS, Representative J SMITH; Senator WINTERS

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure.

[Requires Oregon Business Development Department to provide technical assistance with marketing and business development strategies to emerging growth business upon approval of application for services.]

Requires Oregon Business Development Department to develop and implement regional Grow Oregon pilot program to provide marketing and technical assistance to emerging growth businesses. Authorizes department to seek funding and enter into contracts for provision of services to emerging growth businesses. Requires department to obtain third party evaluation of pilot program.

**Appropriates money to department for pilot program.
Sunsets on June 30, 2013.**

A BILL FOR AN ACT

1
2 Relating to technical assistance provided to emerging growth businesses; and appropriating money.

3 **Be It Enacted by the People of the State of Oregon:**

4 **SECTION 1. (1)(a) As used in this section, "emerging growth business" means a business**
5 **with high growth potential that:**

6 **(A) Has between 10 and 99 employees;**

7 **(B) Has between \$1 million and \$50 million in annual gross revenues; and**

8 **(C) Is in the traded sector, as defined in ORS 285A.010, and is positioned for growth.**

9 **(b) The Oregon Business Development Department may modify and add to the list of the**
10 **characteristics of an emerging growth business in paragraph (a) of this subsection by rule.**

11 **(2) The department shall, together with the network of small business development cen-**
12 **ters established in ORS 285B.165 to 285B.171 and the Oregon University System, enter into**
13 **contracts as necessary to develop and implement a regional Grow Oregon pilot program**
14 **based on the findings of the Task Force on Stage Two Business Development and Economic**
15 **Gardening created under section 1, chapter 90, Oregon Laws 2010. The department shall se-**
16 **lect the region in which the pilot program under this subsection is located through a public**
17 **procurement process with criteria and measurable outcomes to be determined by the de-**
18 **partment.**

19 **(3) The pilot program contracted for, developed and implemented under subsection (2) of**
20 **this section shall deliver and provide one or more of the following services to eligible appli-**
21 **cants:**

22 **(a) Consultation, advice and information about targeted marketing strategies, research**
23 **and analysis.**

NOTE: Matter in **boldfaced** type in an amended section is new; matter *[italic and bracketed]* is existing law to be omitted. New sections are in **boldfaced** type.

1 (b) Marketing recommendations, including information about geographic information
2 systems interpretation.

3 (c) Technical assistance and information about the use and application of social media
4 and technology.

5 (4)(a) An emerging growth business may file with the department an application to re-
6 ceive one or more of the services listed in subsection (3) of this section. The application must
7 contain or be accompanied by any required information and fee, and be filed in such a man-
8 ner, as the department prescribes by rule.

9 (b) The department shall develop by rule criteria, including a business needs assessment,
10 for the approval of completed applications filed pursuant to paragraph (a) of this subsection.

11 (5) The department shall provide the services described in subsection (3) of this section
12 upon determination that:

13 (a) Moneys are available to provide the services applied for;

14 (b) The emerging growth business has a need for the services applied for;

15 (c) The emerging growth business has a reasonable prospect of accessing new markets,
16 creating jobs and increasing revenues with receipt of the services; and

17 (d) The emerging growth business meets the criteria and conditions of the business needs
18 assessment developed by the department under subsection (4)(b) of this section.

19 (6) The department may charge a reasonable fee to an emerging growth business whose
20 application has been approved under subsection (4) of this section for the provision of ser-
21 vices listed in subsection (3) of this section. Fees received under this subsection may be used
22 by the department for the administration of the Grow Oregon pilot program and for the di-
23 rect costs to approve applications and perform business needs assessments under subsection
24 (4) of this section.

25 (7) The department may, in consultation with the network of small business development
26 centers established in ORS 285B.165 to 285B.171 and the Oregon University System, seek
27 funding from federal sources and private sector investments to support the provision of
28 services to emerging growth businesses under this section.

29 (8) The department may enter into contracts with private, nonprofit and public business
30 entities for the provision of services to emerging growth businesses under this section.

31 (9) Where possible, the department shall integrate the services listed in subsection (3)
32 of this section with services that are available in the existing business development
33 infrastructure when providing services to a emerging growth business under this section.

34 (10) The department shall obtain an independent third party evaluation of the Grow
35 Oregon pilot program contracted for, developed and implemented under subsection (2) of this
36 section and, following the completion of the evaluation, shall prepare and submit a report to
37 the committees of the Legislative Assembly that have authority over the subject areas of
38 business and economic development on the date of the convening of the next regular session
39 of the Legislative Assembly as specified in ORS 171.010.

40 **SECTION 2.** There is appropriated to the Oregon Business Development Department, for
41 the biennium beginning July 1, 2011, out of the State Lottery Fund, the amount of \$_____
42 for the purpose of carrying out the provisions of section 1 of this 2011 Act.

43 **SECTION 3.** The Legislative Assembly finds that the development of a regional pilot
44 program for the provision of services by the Oregon Business Development Department, as
45 described in section 1 of this 2011 Act, will assist Oregon businesses with their business and

1 **marketing needs so as to enhance the positive growth of those businesses and the ability of**
2 **those businesses to hire new employees.**

3 **SECTION 4. (1) Sections 1 to 3 of this 2011 Act are repealed on June 30, 2013.**

4 **(2) All moneys appropriated by section 2 of this 2011 Act that are unexpended and unob-**
5 **ligated on the date of the repeal of sections 1 to 3 of this 2011 Act shall revert to the General**
6 **Fund and be available for general governmental expenses.**

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