

Senate Bill 930

Sponsored by Senator EDWARDS, Representative J SMITH

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 **as introduced**.

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.

A BILL FOR AN ACT

1
2 Relating to technical assistance provided to emerging growth businesses.

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

4 **SECTION 1. (1) As used in this section, "emerging growth business" has the meaning**
5 **given that term in ORS 348.701.**

6 **(2) The Oregon Business Development Department shall provide an emerging growth**
7 **business whose application under subsection (3) of this section has been approved with one**
8 **or more of the following:**

9 **(a) Consultation, advice and information about targeted marketing techniques, strategies**
10 **and technologies.**

11 **(b) Marketing and demographics research to assist the emerging growth business in**
12 **better understanding and serving its current and prospective customers and clients.**

13 **(c) Assistance in developing customer and client mailing lists.**

14 **(d) Business strategy sessions that provide individualized consultation and advice about**
15 **improving business outreach and marketing efforts.**

16 **(e) Information about geographic information systems, the interpretation and analysis**
17 **of information collected from maps, reports and other geographic data and assistance with**
18 **obtaining geographic information systems software and hardware.**

19 **(f) Technical assistance and information about the use and application of social media**
20 **and technology, including but not limited to:**

21 **(A) Optimization of website authoring options;**

22 **(B) Search engine optimization;**

23 **(C) Keyword analysis and generation for market identification purposes;**

24 **(D) Marketing campaigns that use social media options and tools; and**

25 **(E) Development of data mining and tracking tools.**

26 **(g) Assistance with design and publication of business brochures and other written com-**
27 **munications to current and prospective customers and clients.**

28 **(h) Database development.**

29 **(i) Any other form of consultation and technical assistance that may be provided to the**
30 **emerging growth business to assist with its business and marketing needs.**

31 **(3) Any emerging growth business may file with the Oregon Business Development De-**

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 **partment an application to receive one or more of the services listed in subsection (2) of this**
2 **section. The application must contain or be accompanied by any information, and be filed in**
3 **such a manner, that the department prescribes by rule.**

4 **(4) The department shall approve an application for services filed under subsection (3)**
5 **of this section upon determination that:**

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

7 **(b) The emerging growth business has a need for the services applied for; and**

8 **(c) The emerging growth business has a reasonable prospect of improving marketing**
9 **strategies and expansion upon receipt of the services.**

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