

## Testimony on HB 2152

February 8, 2017

Chair Lininger and Members of the Committee,

I'm Tammy Marquez-Oldham, director of the Portland Community College Small Business Development Center. I am here today in place of Mark Gregory, our Oregon Small Business Development Center Network Executive Director. Mark sends his apologies for his absence, he is currently meeting with our federal delegation in Washington, D.C.

I will try to be brief in my testimony here today, as I know this committee has other topics on the agenda.

House Bill 2152 comes to you from the House Special Committee on Small Business Growth. I know that many of you served on this committee, and you have already heard some of the background from Representative Gomberg.

This bill has two parts: a marketing authorization component and a component that encourages state agencies to work with the Small Business Development Centers.

### **I will first address the marketing piece in Section 1.**

In my position at the Portland Community College SBDC, I have a front row seat to the challenges our SBDC's face with marketing. I often hear that our SBDC's are one of the state's best kept secrets. We would like to be less secretive so we can help more small business owners and entrepreneurs in Oregon. This bill helps address this issue.

SBDC's are federally funded through the Small Business Administration and receive matching funds from the state to provide our essential services to small businesses across Oregon. This federal money, and the state match, comes with specific restrictions about how these funds can be used for marketing under the federal rules under which our funding is authorized.

We can use federal money to market a specific program paid for with SBA and state matching funds, but the rules don't allow us to market our services broadly. For example, we could not place an ad in the Portland Business Journal encouraging business owners and entrepreneurs to come to an open house event where they could learn more about our services. We also couldn't use federal money to pay for such an event. The same is true for billboards, podcasts or social media ads that may be really effective at helping us reach more people.

This bill helps Oregon SBDC's by allowing funds that aren't used as part of the federal match to be used for marketing, which helps us reach more people and create more jobs.

HB 2152 does not allocate any additional funding to the SBDC's and we don't anticipate that it will have a fiscal impact. It simply allows us to use additional funds if allocated by the legislature to reach more potential clients.



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**Section 3 of the bill is about collaboration.**

This helps codify into law some of the existing best practices that we are already implementing working with other state agencies. We are working with Representative Gomberg to offer an amendment to clarify the intent of this section. With the -1 amendments, we are ensuring that this section will not have any additional impact on Business Oregon, as these activities will be conducted through the Oregon SBDC Network, in coordination with other parties as appropriate.

We already do excellent work with the Secretary of State and the Bureau of Labor and Industries on business regulation. We also have an active program with ODOT to help small businesses with contracting.

Our SBDC's across the state are already working with many of the small businesses that our other state agencies need to communicate with. We want to make it easier for small business owners to access training opportunities that help them succeed and comply with regulations. Small business owners and entrepreneurs are busy, and reducing the number of stops by combining training and outreach can save everyone time, energy and resources.

Section 3 helps establish this legislative intent that we will work together through the SBDC's to make small businesses into Oregon's best businesses.

Thank you.

I'm happy to answer any questions.



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