



Small Business Requirements & Resources

Grow Your Business in Washington



SBRR Webinar Series

Start a Business in WA

- Licensing & registration
- Regulatory requirements

For information & registration, go to:

business.wa.gov/sbrr



Please use the Q&A box for questions

- Feel free to write your questions at any time and they will be answered by our team
- We will have an open mic session at the conclusion of the presentation



Actions to Grow Your Business in WA



1. Get money to finance your growth
2. Add employees
3. Open new locations
4. Expand to new markets
5. Build your management expertise

Small Business Guide:

<http://business.wa.gov/guide>





Action 1: Money

Financing your growth

- Small business loans and microloans
- Local investment networks
- Crowdfunding
- Pre-Sales
- Grants
- Stock offerings and other securities



Action 1: Money



Learn about financing options, resources, and application processes



www.score.org



www.wsbdc.org



www.sba.gov



See the website for member organizations that provide financing and small business assistance

www.wamicrobiz.org

Action 1: Money – State Resources

Financing your growth



- Grants
- Loans
- Specialty programs
- Small business resources:
mystartup365.com

www.commerce.wa.gov

Washington State Department of Commerce


Serving Communities Building Infrastructure Growing the Economy Promoting Washington

Funding Options for Small and Growing Businesses

Small businesses require capital to grow. Unfortunately, many loan programs are designed to serve larger businesses. To close the funding gap, the Department of Commerce offers your growing business several loan programs that can help you purchase new equipment, renovate, expand or construct facilities, support early stage product development or repurpose properties that have been abandoned or underutilized due to environmental issues.


For a complete list of community and economic development funding opportunities available through the Department of Commerce, [visit this page](#).

Small Business Credit Initiative




The Small Business Jobs Act in 2010 allowed states to create new programs that are geared specifically to the needs of small businesses that want to grow and expand. The Washington State Department of Commerce worked with private financial institutions to create three new programs whose \$19.7 million in funds will deliver \$300 million in new capital to Washington State small businesses by the end of next year.

Export Voucher Program




Funded in part by a Small Business Administration grant, the Export Voucher Program helps small businesses offset some of the costs (up to \$5,000) of getting into the export business or expanding into new international markets, such as trade show or trade mission fees, travel or the cost of hiring translators or interpreters.

Community Economic Revitalization Board



Infrastructure is an essential ingredient for creating economic growth and vitality. To expand and grow, businesses need roads, ports, water, power and connectivity. To provide this critical infrastructure, the Community Economic Revitalization Board (CERB) funds a variety of projects that have not only strengthened communities throughout the state, but created more than 34,000 jobs in the process.

Brownfields Revolving Loan Fund



Brownfields are designed to provide financing for properties that require extensive cleanup and reclamation due to contamination. The Brownfields Coalition, which offers this low interest funding option, can also work with owners and developers to streamline permitting at the local, regional and national level.

Action 1: Money – State Resources



Selling stock

- Register with the Dept. of Financial Institutions to sell stock in your business

www.dfi.wa.gov

Linked Deposit programs, to reduce your loan interest rate

- Office of Minority & Women's Business Enterprises

www.omwbe.wa.gov

- Dept. of Veterans Affairs

www.dva.wa.gov

A screenshot of the Washington State Department of Financial Institutions (DFI) website. The header includes the DFI logo, the text "WASHINGTON STATE DEPARTMENT OF FINANCIAL INSTITUTIONS", and contact information: "1-877-746-4334 | Español", "File Complaint | Verify License | Contact Us", and a search bar. The navigation menu has links for "For Consumers", "For Industry", "News & Alerts", "Laws & Enforcement", "Reports & Publications", and "About DFI". The main content area shows the breadcrumb "Home > For Industry > Securities Registration" and the title "Securities Registration, Notification, and Exemptions". Below the title, it states: "The offering of securities in Washington is governed by RCW 21.20, the Securities Act of Washington." and "The Division of Securities reviews applications for registration, exemption notice filings, and licensing applications. The Division of Securities also conducts on-site inspections. See below for more information." The section "Registration and Exemptions" is highlighted.

Action 1: Money – Forms of Ownership



Are you a sole proprietorship or partnership and considering changing to an LLC or corporation?

Why you might

- Easier to bring other owners and investors into your business
- Opportunity to share ownership with employees
- As you grow, there's greater exposure to liability
- Opportunity for federal Social Security & Medicare tax savings (corporate taxation; also available to LLCs)

Why you might not

- Cost – filing cost with Secretary of State, new business licenses, new checks, potentially more costly accounting
- Typically means new state and federal account numbers and bank accounts
- More administrative responsibilities related to LLC and corporation governance

For help making this decision, consult with your:

- Attorney
- Accountant
- Business advisor

Tip – If you decide to change, consider doing so at the beginning of a calendar year to minimize accounting hassles

Action 1: Money – Register LLC or Corp

Registering with the Secretary of State

- Watch the YouTube video for instructions

sos.wa.gov/corps

The screenshot shows the 'Corporations' page of the Washington State Secretary of State website. The page features a navigation bar with links to INFORMATION CENTER, NONPROFITS, CHARITIES, AWARDS, PUBLIC NOTICES, CONTACT US, and FAQ. A COVID-19 notice is displayed at the top. The main content area includes a 'Quickly start filing your ANNUAL REPORT' button, a 'Covid19 Fee Update' section with a video player, and a 'Creating a User Account' section with a video player. A red arrow points from the text 'Watch the YouTube video for instructions' to the video player titled 'Express Annual Report'. The right sidebar contains links to 'Corporations & Charities Filing System', 'CCFS Browser Support', 'Most Requested Information', 'Contact Us', and 'Training Resources'.

Action 1: Money – License New LLC or Corp



New Federal Identification Number

- www.irs.gov

License your new LLC or corporation with WA and partner cities

- Use your existing Secure Access WA (SAW) Account

- dor.wa.gov


The screenshot shows the Washington State Department of Revenue website. At the top, there is a navigation bar with links for "Laws & rules", "Careers", "Contact", "About", and a "Log in" button which is circled in orange. Below the navigation bar is a search bar with the placeholder text "Search dor.wa.gov". A dropdown menu titled "I want to..." is open, showing options: "Get or renew a license", "File taxes online", "Find a sales and use tax rate", "Look up a business", and "Learn about reseller permits". The main content area features a "Businesses" section with a briefcase icon and links for "Open a business", "Get or renew a business license", and "File a return". To the right, there is a "Tax p" section with links for "Find a law o", "Get a bindin", and "Learn about". A "Voluntary disc expanded" notice is also visible. On the right side, there is a "Secure Services for Washington State Dept. of Revenue, Business Licensing Service, and Unclaimed Proper" section. Below this, there is a login form for the Secure Access Washington (SAW) account. The form includes fields for "SAW User ID" and "Password", both with "Forgot?" links. There is a "Show Password" checkbox and a "Log in" button. Below the login button, there are links for "New user? Sign up" and "Not sure? Check if you have one". On the far right, there is a "Businesses" section with a list of services: "File a tax return", "Get or renew a business license", "Access a reseller permit", "File UCP holder reports", "Request a tax status letter", "Access secure messages", and "More services". The "More services" link has a dropdown menu with options: "Express file a no business return" and "Pay a bill".



Action 2: Employees

Add employees for the first time, or expand your team

- Before adding employees
- Independent contractors
- Employer requirements
- New hire reporting
- Payroll impacts
- Employer resources



Owned Businesses are eligible for the Office
risers (OMWBE) [Linked Deposit Program](#).
nesses are eligible for the [Veteran Linked](#)

2. Employees

Having employees with the right attributes and skills for your business is critical for successful growth. There are resources to help you with employment planning, including [Labor Market Information](#).

In addition, offering employees options for Retirement Savings keeps your business competitive, may provide you with tax incentives, and is easy and affordable to set up through the [Retirement Marketplace](#).

There are also programs to help you find and train qualified employees:

- [WorkSource](#) can bring you applicants that are skilled and ready to work.

69



Action 2: Before Adding Employees

Questions to ask before adding employees:

- Vision of your future organizational structure?
- What tasks will employees do?
- What skills and certifications are required?
- Job descriptions and expectations



For help planning your increased workforce:

- Work with a business advisor
- Take ScaleUp or other training

Action 2: Independent Contractors

Strict laws define “employee” vs “independent contractor.” Independent contractors should:

- Have a contract
- Be a fully licensed and tax-reporting business
- Keep good business financial records
- Have multiple clients
- Work away from one of your locations
- Do something different from what you do



lni.wa.gov/insurance/insurance-requirements/independent-contractors

Action 2: Hiring Your First Employees

Hiring employees for the first time?

Update your Business License Application at dor.wa.gov

- ESD
 - State unemployment tax account
- L&I
 - Workers' compensation insurance account
 - Minor work permit

Quarterly filing requirement for ESD, LNI, and IRS

State of Washington
Business Licensing Service
PO Box 9034
Olympia WA 98507-9034
Telephone: 1-800-451-7985
business.wa.gov/BLS

For Validation - Office Use Only

Business License Application
For faster service apply online at business.wa.gov/BLS
Online applications are typically processed within two business days.
It may take up to 21 days if you file by mail.

Legal Entity/Owner Name _____
Unified Business Identifier (UBI) _____
Federal Employer Identification Number (FEIN) _____

1. Purpose of Application
Please check all boxes that apply.

☐ Open/Reopen Business
complete sections 2, 3, 4, (5 if hiring employees) and 6

☐ Open Additional Location
complete sections 2, 3, 4, (5 if hiring employees) and 6

☐ Change Ownership
complete sections 2, 3, 4, (5 if you have employees) and 6

☐ Register Trade Name
complete sections 2, 3, 4 and 6

☐ Change Trade Name - complete sections 2, 3, 4 and 6
Name(s) to be cancelled: _____

☐ Change Location - complete sections 2, 3, 4 and 6
Old address to be closed: _____

☐ Add Endorsement/Registration to Existing Location
complete sections 2, 3, 4, and 6

☐ Business Has or Will Have Employees
complete all sections

☐ Business Has or Will Have Employees Under Age 18
complete all sections (If this business location has an active Workers' Compensation account with L&I, and there were no business changes since the last Business License Application was filed, complete only sections 2, 3a, 3c, 3d, [and 3f for sole proprietors], 5c, and 6.)

☐ Hire Persons to Work In or Around Your Home
complete all sections

☐ Other - complete all

2. Endorsements and Fees
Use the Endorsement Fee Sheet for the information needed to complete this list.

Mark Registrations Needed:	Fees Due
<input type="checkbox"/> Tax Registration (State Dept. of Revenue) - Do you want a separate tax return for each business? <input type="checkbox"/> Yes <input type="checkbox"/> No	No Fee
<input type="checkbox"/> Industrial Insurance (Workers' Compensation) - Required if you will have employees.	No Fee
<input type="checkbox"/> Unemployment Insurance - Required if you will have employees.	No Fee
<input type="checkbox"/> Minor Work Permit - Required if you will have employees under age 18.	No Fee
<input type="checkbox"/> New Trade Name (Doing Business As):	\$ 5.00

List Additional Trade Names (\$5 each name) or Other Endorsements (such as Lottery Retailer):

>	\$
>	\$
>	\$
>	\$
>	\$

Enclose check for total amount due, including the non-refundable Processing Fee, which MUST be submitted with this form.

Processing Fee \$ 19.00
Total Amount Due \$

Make check payable to the Department of Revenue.

To receive this document in an alternate format, please call 1-800-647-7706. TeleType (TTY) users may use the Washington Relay Service by calling 711.
BLS 700.02B (4/12/10) PAGE 1 OF 4

Action 2: Employer Requirements

Labor Law

- [Wage and hour laws](#) (such as minimum wage, overtime, breaks, etc.)
- [Workplace poster requirements](#)
- [Employment of minors](#)
- [Non-Discrimination Laws](#)
- [Independent contractors \(Labor & Industries\)](#)
- [Independent contractors \(Employment Security\)](#)
- [Independent contractors \(IRS\)](#)
- [Workplace safety](#) (including required written accident prevention program)
- [Federal payroll taxes](#)
- [Child Support Withholding Laws](#)
- Restrictions on [noncompete agreements](#), [salary history](#), and [salary secrecy](#)
- [Isolated worker protection](#)
- [Changes to Overtime Rules](#)
- [Equal Pay & Opportunities Act](#)

Worker Benefits

- [State unemployment taxes](#)
- [Workers' compensation insurance](#)
- [Washington Health Benefit Exchange](#)
- [Washington Health Plan Finder](#)
- [Paid Sick Leave](#)
- [Paid Family and Medical Leave](#)
- [Other Types of Leave](#)
- [Retirement Marketplace](#)





Action 2: Employer Requirements

Some Employment Laws

• * indicates for 2021

- Minimum wage (*\$13.69/hr**) & overtime required
- Youth employment (*permit, form & restricted duties if under 18*)
- Breaks & meal periods required
- Safety & health (*must have written safety plan and follow other rules*)
- Employee leaves (*paid sick leave required*)
- Isolated worker protections (*panic button & training required*)
- Non-compete agreements (*only if pay at least \$101K/yr**)
- Can't restrict outside employment (*unless pay at least \$28/hr**)
- Equal employment opportunity (*can't discriminate*)
- Equal pay & opportunities (*can't ask about salary history or prohibit sharing of salary information*)
- Workplace posters required
- Employment related recordkeeping (*must keep detailed time, pay & other records for 3+ yrs*)
- Independent contractors (*must meet requirements or they're employees*)



Register at:
lni.wa.gov/workshops-training

Action 2: New Hire Reporting



New Hire Reporting

Program Information

Washington state law **RCW 26.23.040** requires employers to report **all** newly and rehired (not worked for you for at least 60 consecutive days) employees regardless of age, gender or the number of hours worked within 20 days of hire. If reporting for the first time, only report employees hired since your last quarterly report to Employment Security Department as **DCSOnline** only accepts reports with a date of hire no more than one year in the past and 90 days in the future. You can find information on how to set up a DCSOnline account on our **Employer Educational Materials** page.

For more information **check out the [Introduction to New Hire Reporting](#), watch our video in [English](#) or [Spanish](#) or browse our [Frequently Asked Questions](#).**



What to Report

When reporting new hires, you will need the following information about your employees and company:

Employee Information:



My Secure DSHS

With one login you can access multiple Washington state government services.

Please login to access this service.

User ID:

Password:

LOGIN

[Forgot your User ID?](#)
[Forgot your password?](#)
[Activate your account?](#)



Employers:

- Report newly hired or rehired employees
- Make child support payments electronically
(Required as of January 1, 2019)

Parents:

- View or make child support payments
- Get notified when a child support payment is received
- Authorize direct deposit to receive child support
- Request a DCS Debit Card to receive child support
- Set up reminders for payments that are due

Medical Premium Payers:

- Children's Health Insurance Program (CHIP)
- Healthcare for Workers with Disabilities (HWD)

New User?

Check to see if you already have an User ID.

Sign up

www.dshs.wa.gov/esa/division-child-support/new-hire-reporting



Action 2: Payroll Requirements

Requirement (in order of action timing)	Purpose	Action	Agency
<u>Workers' compensation premium report</u> (1 each calendar quarter per employer)	Workers' compensation insurance for medical costs and wage replacement if injured on the job.	Complete and pay online at www.lni.wa.gov (due 4/30, 7/31, 10/31, 1/31)	WA Dept. of Labor & Industries
<u>State unemployment tax report</u> (1 each calendar quarter per employer)	Unemployment benefits for employees who lose their jobs.	Complete and pay online at esd.wa.gov (due 4/30, 7/31, 10/31, 1/31)	WA Employment Security Dept.
<u>Paid Family and Medical Leave report</u>	Paid leave for employee to care for themselves or their family	Complete and pay online at paidleave.wa.gov (due 4/30, 7/31, 10/31, 1/31)	WA Employment Security Dept.

Action 2: Payroll Impacts



PAYROLL CALCULATOR - HOURLY EMPLOYEE

Employer payroll costs (one employee, one pay period)				
1	Hourly wage	\$ per hour	8	15
2	Hours at straight time	hours	40	
3	Hours at overtime	hours	10	
4	Base pay	line 1 x line 2	\$1,200.00	
5	Overtime pay	line 1 x 1.5 x line 3	\$225.00	
6	Gross payroll*	line 4 + line 5		\$1,425.00
7	Social Security	line 6 x rate	6.2%	\$88.35
8	Medicare	line 6 x rate	1.45%	\$20.66
9	Federal Unemployment Tax**	line 6 x rate	0.6%	\$8.55
10	State Unemployment Insurance Tax***	line 6 x rate	0%	\$0.00
11	Employment Administration Fund***	line 6 x rate	0%	\$0.00
12	Paid Medical Leave Premium****	line 6 x rate	0.4%	\$5.70
13	Workers' compensation premium*****	lines 2+3 x rate	\$ 0	\$0.00
14	Less employee share of work comp*****	lines 2+3 x rate	\$ 0	\$0.00
15	Employer paid benefits (if any)		\$ 0	\$0.00
16	Total employer cost			\$1,548.26

*Gross payroll should include value of noncash items, such as apartments and vehicles

**If state unemployment taxes don't apply (such as in the case of exempt corporate officers), the federal unemployment tax rate is 6% (rather than 0.6%) of the first \$7000 of compensation per year

***UI and EAP tax rates provided to you by Employment Security Dept.

****Paid Family and Medical Leave premiums can be split between employer and employee. Employers can withhold up to 63.33% of the total premium. (0.004 * 6333) Employers with fewer than 50 employees are assessed less and should see paidleave.wa.gov for more details

*****Employer and employee rates provided to you by Dept. of Labor & Industries

Employee paycheck				
	Gross payroll	line 6		\$1,425.00
	Social Security	line 7		-\$88.35
	Medicare	line 8		-\$20.66
	Income Taxes	per tax tables	\$ 0	\$0.00
	Paid Family Leave Premium Maximum Withholding*	line 12 x rate	63.33%	-\$3.61
	Workers' comp - employee share	line 14		\$0.00
	Other voluntary deductions (if any)		\$ 0	\$0.00
	Net paycheck			\$1,312.38

*Paid Family and Medical Leave employee premiums are capped at 63.33% of the total premium. If an employer chooses to withhold employee portions of the premium, their contribution in the employer portion of this table would be less the employee's amount




PAYROLL





Action 2: Employer Resources



Employment Security Department
WASHINGTON STATE

ALERTS (6) ▼

HOME | UNEMPLOYMENT | PAID LEAVE | JOBS & TRAINING | UNEMPLOYMENT TAXES | EMPLOYER RESOURCES | LABOR MARKET INFO | NEWSROOM

QUICK LINKS

FREQUENTLY USED LINKS

The SharedWork Program

Work Opportunity Tax Credit (WOTC)

The H-2A Program

Business layoff assistance

YesVets

FORMS

SharedWork forms and media library

Employer resources forms and publications library


Employer resources

(en español)

Whether you need to hire employees, are facing layoffs, or have to let an employee go, we have resources and information that can help you.

On this page

COVID-19 Response | Return to work | Forms and publications library | Paid Family and Medical Leave | WorkSource business services | Reduction in staff | Employer information | Small business resources



<https://esd.wa.gov/about-employees>

WorkSource business services

WorkSource is a partnership of organizations, including the Employment Security Department, that is committed to developing a workforce with the skills your business needs.

Our business solutions professionals can help you make connections to grow and sustain your business, including:

- Workforce planning.
- Labor market data
- Online recruitment tools at WorkSourceWA.com.
- Staffing resources, including job fairs and hiring events.
- Tax incentives.
- Worker training.
- Layoff aversion and/or assistance.

WorkSource services are free to employers thanks to careful stewardship of public funding and leveraged resources. Please take time to watch this video on [WorkSourceWA.com](#) and [WorkSource services](#).

[Login to your WorkSource Employer Account](#) | [Post a job](#) | [Watch the WorkSourceWA.com video](#) | [Talk to a WorkSource Business Solutions Professional](#) | [WorkSource frequently asked questions](#)

Employer incentives

- Worker Opportunity Tax Credit (WOTC)
- Incentives for hiring veterans
- Federal bonding
- On the job training (OJT)

Staffing resources

- Advertise your jobs for free
- Search for talent
- Hire a veteran
- Contact a business solutions professional
- Find information on the H-2A agricultural program

Employee skill development and other resources

- On the job training (OJT)
- Apprenticeship programs

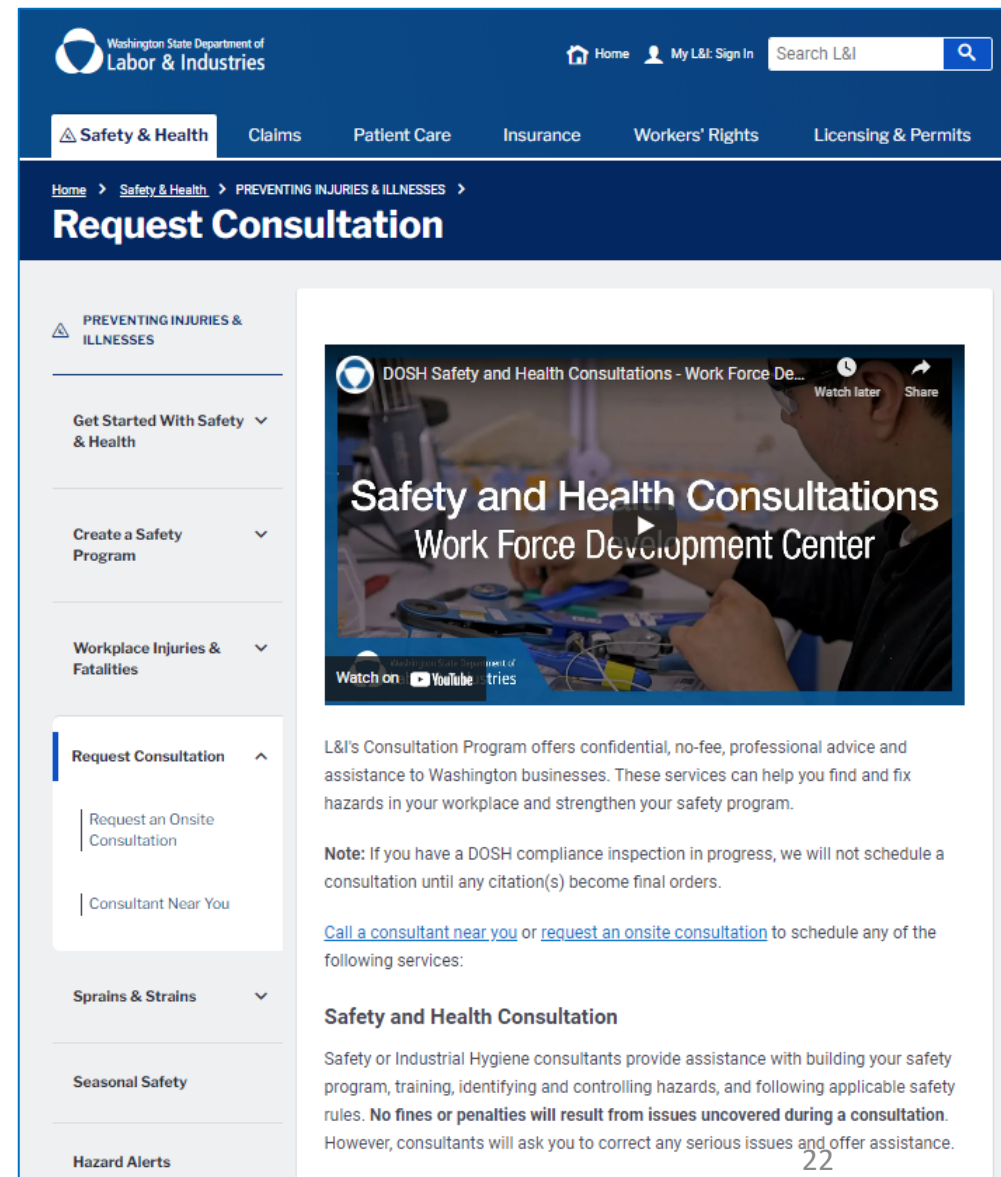
<https://esd.wa.gov/about-employees#business-services>

Action 2: Employer Resources

Safety & Health Consultations

- No cost safety & health consultations
- Help with creating your required written accident prevention program (APP)

lni.wa.gov/safety-health



The screenshot displays the Washington State Department of Labor & Industries website. The header includes the department's name, a search bar, and navigation links for Home, My L&I Sign In, and Search L&I. A secondary navigation bar lists various services: Safety & Health, Claims, Patient Care, Insurance, Workers' Rights, and Licensing & Permits. The main content area is titled 'Request Consultation' under the 'PREVENTING INJURIES & ILLNESSES' category. A sidebar on the left provides a menu for 'Request Consultation', including options for 'Request an Onsite Consultation' and 'Consultant Near You'. The main content area features a video player for 'DOSH Safety and Health Consultations - Work Force Development Center' with a play button and 'Watch later' and 'Share' options. Below the video, text describes the L&I's Consultation Program as confidential, no-fee, professional advice and assistance. A note states that consultations will not be scheduled until any citation(s) become final orders. Links are provided to 'Call a consultant near you' or 'request an onsite consultation'. The section concludes with a heading 'Safety and Health Consultation' and a paragraph explaining that consultants provide assistance with building safety programs, training, and hazard control, with a disclaimer that no fines or penalties will result from issues uncovered during a consultation.

Washington State Department of Labor & Industries

Home My L&I Sign In Search L&I

Safety & Health Claims Patient Care Insurance Workers' Rights Licensing & Permits

Home > Safety & Health > PREVENTING INJURIES & ILLNESSES >

Request Consultation

PREVENTING INJURIES & ILLNESSES

- Get Started With Safety & Health
- Create a Safety Program
- Workplace Injuries & Fatalities
- Request Consultation**
 - Request an Onsite Consultation
 - Consultant Near You
- Sprains & Strains
- Seasonal Safety
- Hazard Alerts

DOSH Safety and Health Consultations - Work Force Development Center

Watch later Share

Watch on YouTube

L&I's Consultation Program offers confidential, no-fee, professional advice and assistance to Washington businesses. These services can help you find and fix hazards in your workplace and strengthen your safety program.

Note: If you have a DOSH compliance inspection in progress, we will not schedule a consultation until any citation(s) become final orders.

[Call a consultant near you](#) or [request an onsite consultation](#) to schedule any of the following services:

Safety and Health Consultation

Safety or Industrial Hygiene consultants provide assistance with building your safety program, training, identifying and controlling hazards, and following applicable safety rules. **No fines or penalties will result from issues uncovered during a consultation.** However, consultants will ask you to correct any serious issues and offer assistance.



Action 3: New Locations

Expanding where you sell

New business locations

- Many commercial space are open and prices are down
- Resources for researching sites
 - Economic development organizations
 - Public library databases
 - Cities/counties
 - Real estate professionals



Action 3: New Locations

With new brick & mortar locations:

- Update your state business license with new addresses
- Obtain new local licenses, if needed
- May need city and/or county permits for location
- New sales tax codes and rates

[www.dor.wa.gov/
CityEndorsements](http://www.dor.wa.gov/CityEndorsements)

[www.dor.wa.gov/
SalesTaxRates](http://www.dor.wa.gov/SalesTaxRates)

With new service locations:

- Obtain new local licenses, if needed
- New sales tax code and rates



Action 4: New Markets – What you Sell

Expand what you sell

What's new?

- New products or services
- Enhancements to existing products or services

Things to think about

- What are your customers telling you?
- Have they asked for things you haven't been able to provide?
- What are your competitors doing? Are they offering something more?
- Can you augment what you currently provide with further services?
- Can you package things together for greater customer benefit?

Action 4: New Markets – What you Sell



Potential regulatory impacts of adding new products and services

May need new licenses

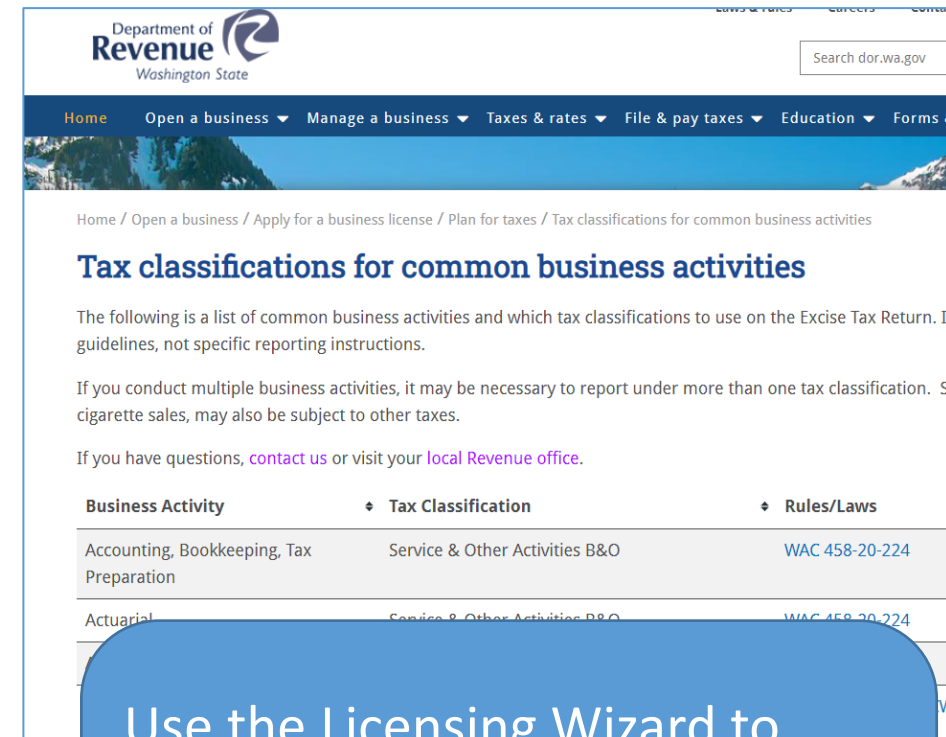
Examples:

- Add alcohol to the menu
- Provide construction-related services along as well as lawn maintenance
- Propagate and sell trees along with providing arborist services

May have new tax and reporting requirements

- New tax and fee classifications, new rates
- New filing frequency
- Interstate sales
- New documentation requirements

May have other new requirements



Use the Licensing Wizard to learn about new licensing requirements

www.dor.wa.gov/LicenseWizard



Action 4: New Markets – How you Sell

Expand how you sell

Optimize your online presence

- Visual appeal
 - Plain language
 - Powerful and relevant images
 - Effective content layout
- Top Tasks easy to find and complete
- Crosslinks with other businesses

Consider social media, eNewsletters, blogs

- Provide quick sound bites to grab customer's interest
- Provide fresh messages daily, feature a product, service, or team member

For help optimizing your online presence:

- Web design, search engine optimization, and marketing services
- Business advising programs
- Check out what others in your industry are doing



Action 4: New Markets – Who you Sell to

Expand who you sell to

Broaden your distribution in Washington and the U.S.

- Research underserved markets
- Use targeted marketing approaches
- Use distributors

Sell products or services to the government

- Governments buy trillions of dollars of products and services
- Small business and diversity goals


Consider exporting to international markets

- Markets for products and services
- Excellent technical and financial resources from state and federal programs

Action 4: New Markets – International

Export resources, advising and assistance

- WA Dept. of Commerce
www.commerce.wa.gov/promoting-washington-state/export-assistance/
- WA Small Business Development Center, international trade experts
www.wsbdc.org
- US Export Assistance Center/SBA Seattle
Leland.gibbs@sba.gov

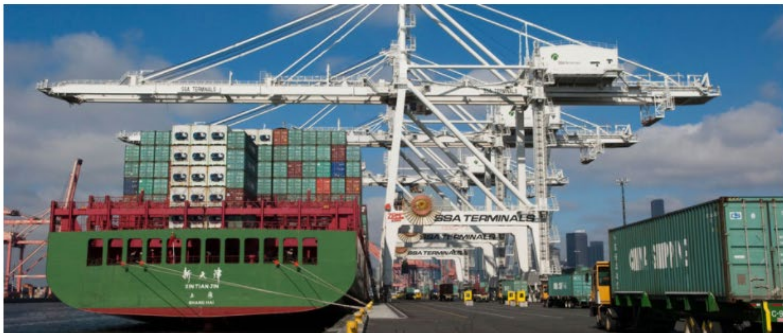


Serving Communities ▾ Building Infrastructure ▾ Growing the Economy ▾ Promoting Washington ▾

Export Assistance Creates New Market Opportunities, Partnerships

Washington State is one of the country's major export hubs, exporting more than \$60 billion in goods annually. The Department of Commerce offers businesses an experienced trade team that provides a range of support services, including advocacy, consulting, risk mitigation, market research, **trade missions** and **trade show support**, business matchmaking and custom programs, all designed to help Washington companies open doors to trade overseas and increase sales.

How we help Washington businesses



The export assistance team within Commerce's Office of Economic Development and Competitiveness has helped businesses statewide expand into trade or increase their exports and sales overseas. Over the last four years, the OEDC has assisted 5,296 small businesses, generating an additional \$705.5 million in additional sales to international customers.

Our services include:

Advocacy: If you run into any roadblocks with your exports, our trade experts can help you convey the importance of exporting and international trade and help you overcome any obstacles along the way, such as problems with shipping documentation, customs, logistics, visas, etc.

Additional Resources

- [Build My Export Plan](#)
- [Find Export Grants and Loans](#)
- [Consult with a Trade Specialist](#)
- [Connect to Resources](#)
- [Success Stories](#)

Need Help?

Contact the Export Assistance team at 206-256-6100.

Want to Intern With Us?

We are always looking for students who want to do an unpaid internship with us to get valuable 'real world' skills in trade, business development, marketing and economic development.

If you're interested in applying, visit the [internship application page](#) for more information.

Action 4: New Markets – Governments



Governments buy many products and services

Governments include:

- Federal, state, and local government agencies
- Ports, libraries, school districts, prisons, military bases, public hospitals, etc.

Many agencies have small business purchasing goals

A screenshot of the Washington State Department of Enterprise Services website. The header includes navigation links: HOME (welcome), SERVICES (what we do and provide), ABOUT (who we are), and CONTACT (contact). The Washington State Department of Enterprise Services logo is on the right. A red banner below the header contains a notice: "Notice: Check here for closures and DES service changes due to COVID-19". The breadcrumb trail reads: Home » Services » Contracting & Purchasing » Doing Business with the State. The main heading is "Doing Business with the State". On the left is a sidebar menu with links like "Search Current Contracts", "Contracting & Purchasing Events", "Current Contracts", "Doing Business with the State" (highlighted), "WEBS Vendor FAQ", "WEBS Registration & Search Tips", "Bid Opportunities", "Receiving Payment from the State", "Vendor Debarment", "Enterprise Contract Management System (ECMS)", "Groups & Committees", "IT Contracts & Purchasing", "Policies & Training", "Purchasing", "Reciprocal Preference", "Reciprocity Map", "Sole Source and Emergency Purchase Announcements". The main content area has a "Vendor registration" section with links: "Required for all vendors: Washington Electronic Business Solution (WEBS)", "Construction: Small Works Roster", and "Join the architectural and engineering services consultant pool (A/E Reference File)". It also has "Goods and services bid opportunities" and "Construction and public works bid opportunities" sections. On the right is a "Related Topics" sidebar with links like "View current contracts", "WEBS login", "Buy surplus materials and equipment", "Buy surplus real estate", "Office of Minority and Women's Business Enterprises (OMWBE)", and "New eLearning course". At the bottom right is "Contact Information" for WEBS Customer Service, including an email address and phone number.

WA Dept. of Enterprise Services: www.des.wa.gov

Action 4: New Markets – Government

Assistance finding, bidding on, and servicing government contracts:

- WA Dept. of Enterprise Services
www.des.wa.gov
- WA Procurement Technical Assistance Center
 - No cost advising & training
 - Federal, state, and local contracts
 - Several locations statewide
www.washingtonptac.org



The screenshot shows the Washington PTAC website. The header includes the PTAC logo and navigation links: HOW DO I...? (Sell to the Government), LOCATIONS (Where We Are), CALENDAR (Events and Workshops), and a yellow button for BECOME A CLIENT. Below the header is a secondary navigation bar with links: About PTAC, Bid Match, News, Webinars, Contact Us, and Client Login. The main content area features a large green banner with the text "DOING BUSINESS WITH GOVERNMENT AGENCIES". Below this, a section titled "GOVERNMENT CONTRACTING" provides an overview of the government space and lists common questions. To the right of the text is a map of Washington state with numbered locations (1-8) indicating PTAC offices. The questions listed are: + Where and how do I start?, + Who does the federal government purchase from?, + What are the steps for securing a Federal contract?, + What is a DUNS number?, + What is SAM?, + What are NAICS codes?, + What is cyber security?, and + What is DIBBS?



Action 4: New Markets – Certifications

Obtain Beneficial Certifications

- OMWBE
 - Small Business Enterprise
 - Disadvantaged Business Enterprise
 - Minority-Owned Business
 - Women-Owned Business

www.omwbe.wa.gov/certification

- WA Dept. of Veterans Affairs

www.dva.wa.gov

- SBA

www.sba.gov

Washington State Office of
MINORITY & WOMEN'S
Business Enterprises

Contact OMWBE: [Email Icon] [Facebook Icon] [Twitter Icon]

Enter your search terms

Home Certification Directory of Certified Firms Supplier Diversity Subcabinet on Business Diversity Small Business Assistance About Us

Home » Certification

Certification

Start or Renew your Federal or State Certification

State Certification

Federal Certification

Veteran Owned Business Certification

Certification Eligibility

Business Changes FAQ

Fees

Frequently Asked Questions (FAQs) and Fact Sheets >

Certification

What is Certification?

The Office of Minority and Women's Business Enterprises (OMWBE) certifies small businesses owned and controlled by minority, women, and socially and economically disadvantaged persons. OMWBE certifies business in order to increase contracting opportunities for certified businesses with state and local governments.

What Types of Certification Are Available?

OMWBE offers two general types of certification, Federal Certification and State Certification.

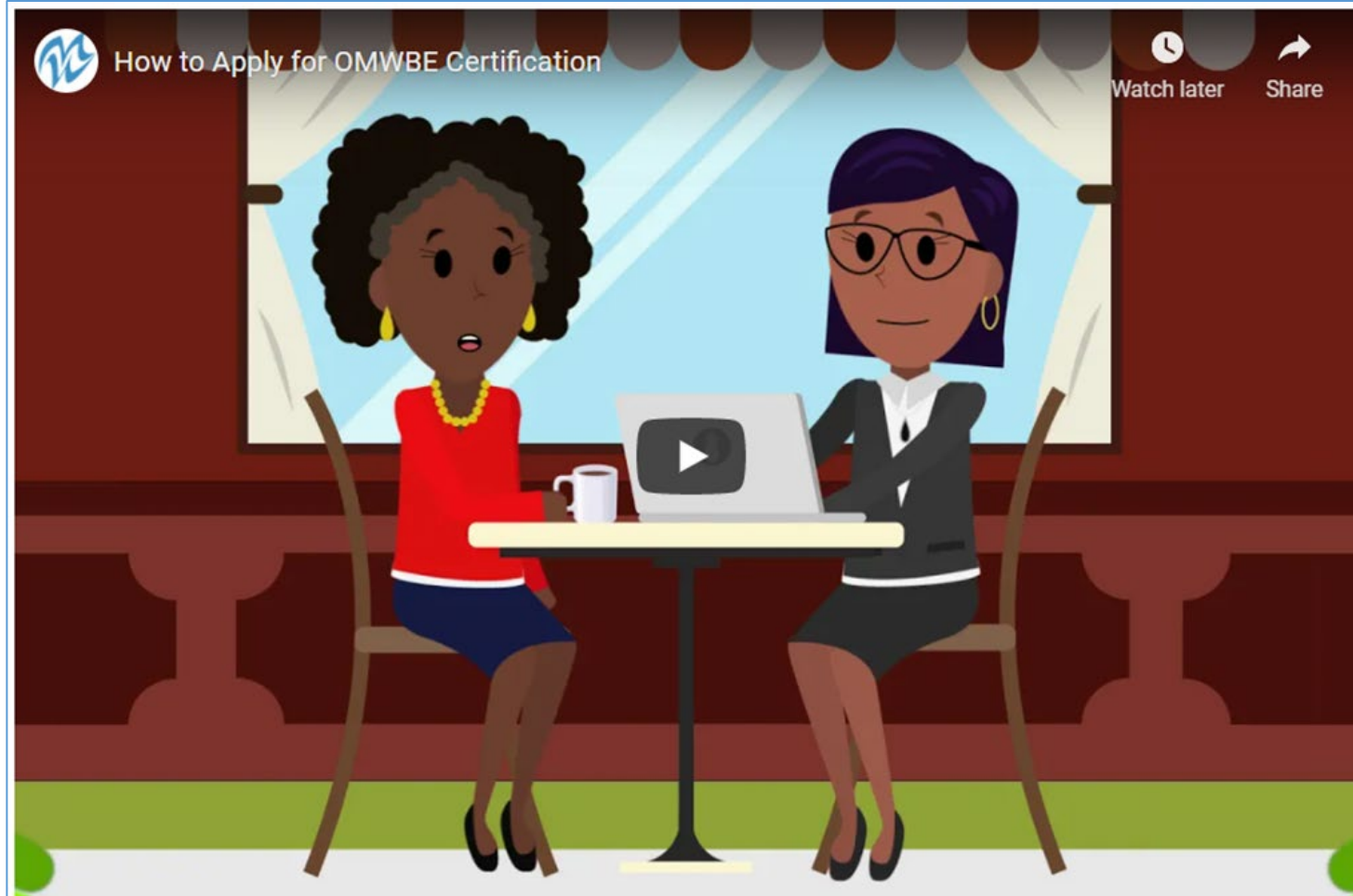
Federal Certification

Federal Certification is a program of the US Department of Transportation. The purpose of these certifications to increase the participation of certified business on projects funded by the US Department of Transportation and other federal sectors. Projects typically include heavy construction, such as building and designing roads, bridges, railroads, ports, and airports. For more information on Federal Certification, [click here](#).

State Certification

State Certification is a program of the State of Washington. The purpose is to enhance business opportunities for certified businesses participating in state-funded projects or working with state agencies, local governments, schools,

Action 4: New Markets – Certifications



www.omwbe.wa.gov/certification

What Businesses Can Be Certified?

To qualify for certification, the primary owner(s) must own at least 51% of the business. The primary owner must be both socially and economically disadvantaged. In general, the owner must be a minority and have a personal net worth under \$1.32 million. Finally, the business must have gross receipts of more than \$23.98 million. The chart below provides basic information on certification eligibility.

	Qualifications by Certification Program		
	Small Business Enterprise	State Certification	Disadvantaged Business Enterprise
	(SBE)	(MBE / MWBE / WBE / SEDBE)	(DBE / ACDBE)
The Business			
is registered with the Washington Secretary of State	✓	✓	
is a Washington business	✓		
has 3-year average gross annual receipts of	≤\$23.98 Million	≤\$23.98 Million	≤\$23.98 Million or ≤\$56.42 Million for ACDBEs
is 'for profit'	✓	✓	33 ✓

Action 5: Build Your Management Expertise



Advising, Training and Other Resources

- Sharpen management skills
- Gain information about beneficial programs
- Gain tools and tips to simplify and streamline
- Get guidance on your growth plan
- Assist with preparation of projections for financing

Management Skill Areas

- Strategy
- Planning
- Sales
- Marketing
- Customer Service
- Accounting
- Finance
- HR
- Production
- Operations
- Regulations
- Performance Analysis



ScaleUp Training

- No cost to participants

Action 5: Build Expertise



ScaleUp: The Rebuild Edition

Business is not as usual right now and may not be for a long time.

ScaleUp business training is focused on teaching proven strategies to small businesses that will increase resiliency and spur growth in the wake of a global pandemic.

The three-hour online courses are held weekly, allowing up to 100 businesses around the state to restart and rebuild, improving their strategic thinking and decision-making, creating operational efficiencies and strengthening the bottom line as we engage in economic recovery.

This eight-week program provides tangible tools to examine strategic alignment, optimize market strategy, and master finances. Participants will also learn how to drive performance using metrics, build organizational systems that increase capacity and develop strategies for automating important parts of their business.

Scale Up Registration

Session 3

Wednesdays: 8:30 – 10:30 a.m.
Apr. 28 – June 23

[Register](#)

Session 4

Thursdays: 8:30 – 10:30 a.m.
May 20 – June 24

www.startup.choosewashingtonstate.com/programs/scaleup/



Action 5: Build Expertise

US Small Business Administration

www.sba.gov

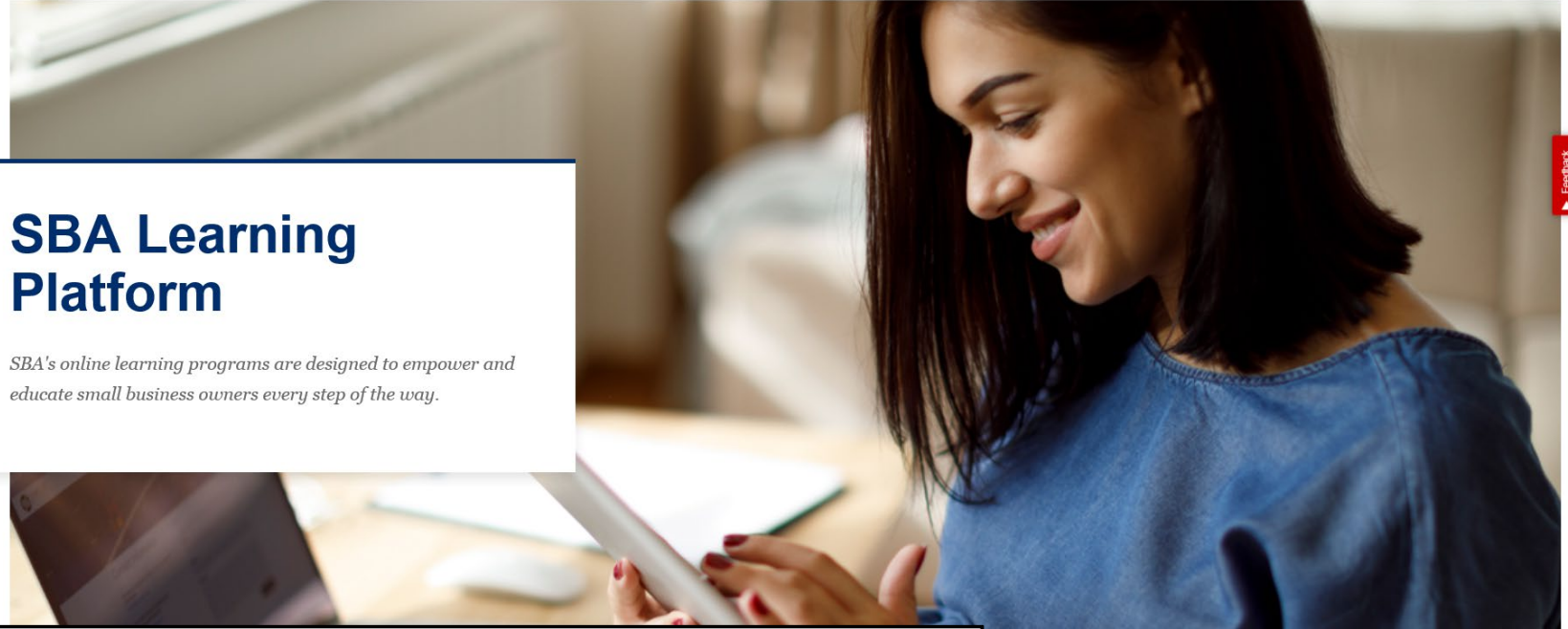


[Translate](#) [SBA en Español](#) [For Partners](#) [Newsroom](#) [Contact Us](#)

[Business Guide](#) [Funding Programs](#) [Federal Contracting](#) [Learning Platform](#) [Local Assistance](#) [About SBA](#)

SBA Learning Platform

SBA's online learning programs are designed to empower and educate small business owners every step of the way.



Feedback

Connect with a resource partner

SBDC

A network of centers that provide counseling and training to help small business owners start, grow and expand their business. >

[Find a Small Business Development Center](#)

SCORE

Volunteer business counselors, advisors, and mentors who offer individual free to low cost counseling throughout the U.S. and its territories. >

[Find a SCORE mentor](#)

VBOC

Designed to provide entrepreneurial development services and referrals for eligible veterans owning or considering starting a small business. >

[Find a Veteran's Business Outreach Center](#)

Women's Business Center

WBCs provide free to low cost counseling and training and focus on women who want to start, grow and expand their small business. >

[Find a Women's Business Center](#)



Action 5: Build Expertise

Small Business Development Center

- Statewide
- No-cost advising
- Variety of training options

www.wsbdc.org

















AMERICA'S
SBDC
WASHINGTON

HomeAbout the WSBDCClient ServicesTrainingContactClient ProfilesNews

ADVISORS

Please contact advisors by email. Offices are closed due to the COVID-19 pandemic. Business Advisors are working remotely using email, telephone and web meeting platforms.

Alphabetical by City

 Aberdeen - Mia Johnstone	 Auburn - Taryn Hornby	 Bellingham - Asche Rider	 Bellingham - CJ Seitz
 Bellingham - Eric Grimstead	 Bellingham - Kathy Bastow	 Bellingham - Sherri Daymon	 Cle Elum - Liz Jamieson
 Coupeville/Island County - Kristina Hines	 Des Moines - Phon Sivongxay	 Des Moines - Rich Shockley	 Ellensburg - Liz Jamieson
 Everett/Snohomish County	 Kent - Kevin Grossman	 Lacey - Jennifer Dye	 Longview - Jerry Petrick



Action 5: Build Expertise

SCORE

- Statewide
- No-cost mentoring
- Variety of workshops & courses

www.SCORE.org

The screenshot shows the SCORE website interface. At the top right, there are links for 'Find a Location', 'Donate', 'SCORE en Español', and 'Volunteer Log In'. Below these is a search bar with the placeholder text 'Enter Terms' and a 'SEARCH' button. A dark blue navigation bar contains the following links: 'FIND A MENTOR' (highlighted with a green underline), 'TAKE A WORKSHOP', 'BROWSE THE LIBRARY', 'VOLUNTEER', 'OUR IMPACT', and 'ABOUT US'. The main heading is 'Find Your Business Mentor'. Below this, a dark blue box contains the text 'GET FREE BUSINESS ADVICE From Experienced Mentors'. To the right of this box is a photograph of a smiling woman with curly hair. Below the heading, a list of benefits for mentors is shown with checkmark icons:

- ✓ Provide expertise & practical "know-how"
- ✓ Help you optimize your business plans
- ✓ Troubleshoot new strategies & ideas
- ✓ Offer you proven business tools
- ✓ Become your trusted small business advisor
- ✓ And more!

Action 5: Build Resources



Other SBA affiliated advising & training programs

- **Women's Business Centers**
 - www.businessimpactnw.org/washington-womens-business-center/
 - www.wcwb.org
- **Veterans Business Outreach Centers**
 - www.businessimpactnw.org/veterans-business-outreach-center/

US Dept. of Commerce Minority Business Development Agency

- **Tacoma MBDA**
 - www.mbda.gov/business-center/tacoma-mbda-business-center





Action 5: Build Expertise

WA State Microenterprise Association

- Several small business support organizations statewide
- www.wamicrobiz.org



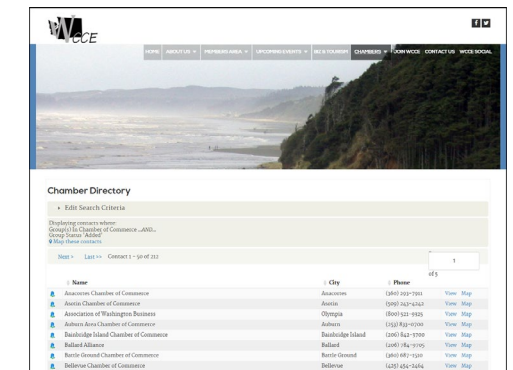
WA Economic Development Association

- Organizations serving every county
- www.wedaonline.org



Business Associations, such as:

- Chambers of Commerce (directory: www.wcce.org)
- Downtown Associations



Action 5: Build Expertise

Industry Associations, such as:

- Building Industry Assoc. of WA
- WA Retail Association
- WA Hospitality Association
- WA Brewers Guild

Find Associations

- Search engines
- List of WA associations at www.sos.wa.gov



The screenshot shows the Washington State Library website. At the top, there is a header with the Secretary of State's name and the Washington State Library logo. Below this is a navigation bar with links: ABOUT THE LIBRARY, RESEARCH & COLLECTIONS, SERVICES FOR LIBRARIES, MY ACCOUNT, FIND A LIBRARY, ASK A LIBRARIAN, and DON. A red banner below the navigation bar states: "The Washington State Library is open for curbside and in-person services. For more information and guidelines, please visit our page." The main content area is titled "Washington Associations And Organizations by Subject". It includes a search bar with the text "Not finding what you're looking for? ASK A LIBRARIAN!". Below the search bar, there is a section titled "Washington Associations and Organizations - A to Z". This section contains a paragraph stating: "This is a topical listing of selected nonprofit associations and organizations located in Washington State. Only groups with a and inclusion does not imply endorsement by the Washington State Library." Below this paragraph, there is a list of subjects: Agriculture | Animals | Botany | Business, Industry & Professional | Culture, Art & Religion | Education | Environment | G | History & Genealogy | Hobbies | Information Technology | Law, Law Enforcement & Public Safety | Libraries, Literature & Health Care | Science & Engineering | Social Issues | Sports & Recreation | Transportation. Under the "Agriculture" subject, there is a list of organizations: Ag Water Board, American Farmland Trust Pacific NW Region, American Fisheries Society, Washington-British Columbia Chapter, Central Washington State Fair Park/Yakima Valley Sun Dome, Dairy Farmers of Washington, Far West Agribusiness Association, Hop Growers of America, National Association of Farm Service Agency County Office Employees, Northwest Area, Northwest Agricultural Cooperative Council (NWACC), and Pacific Northwest Vegetable Association.



Questions?



Contacts



Scott Hitchcock (ORIA)
scotthitchcock@gov.wa.gov / 360-725-0622



Susan Nielsen
susan.nielsen@commerce.wa.gov / 509-220-6048



Telephone Information Center
DORCommunications@dor.wa.gov / 360-705-6705



Celia Nightingale & Andrew Bryan
smallbusiness@lni.wa.gov / 800-987-0145



Certification Questions
technicalassistance@omwbe.wa.gov / 360-664-9750



Rafael Colón
smallbusiness@esd.wa.gov / 360-878-4088