

4/25 David Hall

1 S.135

2 Representatives Marcotte of Coventry and O’Sullivan of Burlington move
3 that the House propose to the Senate to amend the bill by adding Secs. N.1–
4 N.2 to read:

5 Sec. N.1. SMALL BUSINESS DEVELOPMENT CENTER

6 In fiscal year 2018, it is the intent of the General Assembly to provide
7 funding, subject to available resources, to the Vermont Small Business
8 Development Center as follows:

9 (1) for the purpose of increasing the number of SBDC business advisors,
10 with priority to underserved regions of the State; and

11 (2) for the purpose of fully funding the SBDC technology
12 commercialization advisor position.

13 Sec. N.2. ECONOMIC DEVELOPMENT MARKETING

14 (a) The Agency of Commerce and Community Development shall have the
15 authority, and may use available funds, to:

16 (1) implement the Department of Economic Development’s economic
17 development marketing plan to attract and retain residents and businesses to
18 Vermont, highlighting the many positive features that make Vermont a great
19 place to live, work, and do business; and

20 (2) prioritize marketing tactics with the potential to shift most efficiently
21 and effectively perceptions about Vermont as a place to live and

1 work, and that will form a set of marketing assets and strategic
2 framework to sustain Department of Economic Development activities beyond
3 initial implementation.

4 (b) Funds available to implement this section may be matched with federal
5 funds, special funds, grants, donations, and private funds. To increase the
6 amount and effectiveness of marketing activities conducted, the Agency shall
7 collaborate with private sector partners to maximize State marketing resources
8 and to enable Vermont businesses to align their own brand identities with the
9 Vermont brand, enhancing the reputations of both the business and the State.

10 (c) For any economic development marketing plan implemented pursuant
11 to this section, the Secretary of Commerce and Community Development shall
12 establish performance measures that support strategic priorities, including
13 strengthening the State economy, before disbursing funds.