
**Economic Development,
Agriculture & Trade Committee**

HB 2104

Brief Description: Creating a "Washington Made" logo.

Sponsors: Representatives Chase, Skinner, Hunt, Cox, Darneille, Clibborn, Wallace, Sells, Kessler, Buri, Grant, Eickmeyer, Conway, McIntire, Upthegrove, Hunter, Williams, Ormsby, McDermott, Linville, Kenney and Santos.

Brief Summary of Bill

- Creates a contest for students receiving an elementary, intermediate, secondary or higher education in Washington to design a "Washington Made" logo for the voluntary labeling of consumer goods made in Washington.
- Directs the Department of Community, Trade and Economic Development to carry out the labeling program and an advertising campaign promoting the label.

Hearing Date: 1/31/06

Staff: Tracey Taylor (786-7196).

Background:

The "From the Heart of Washington" campaign was created by the state Department of Agriculture to promote Washington grown agricultural products. Growers can order stickers to place on boxes, bags, and other materials as well as arranging to have the logo printed directly onto the packaging. The purpose of the program is to raise consumer awareness regarding the role and importance of the state's agricultural industry and to promote the sale of Washington products within the state.

Summary of Bill:

The Department of Community, Trade and Economic Development (DCTED) is directed to create a "Washington Made" logo for the voluntary labeling of consumer goods made in Washington. The DCTED is also charged with creating and executing an advertising campaign to promote the new "Washington Made" logo.

A contest among students receiving an elementary, intermediate, secondary and higher education in Washington to design the "Washington Made" logo is created. The logo selection committee

will be composed of the members of the two standing economic development committees in the Legislature and the Governor. The winning student will receive a \$5,000 scholarship. The second and third place winners will receive \$3,500 and \$1,500 scholarships. If, in subsequent years, the DCTED determines that it would be cost-effective to issue another logo, a new competition will be conducted in the same manner as the original.

The trademark rights to the winning "Washington Made" logo are vested in the State of Washington.

The DCTED is directed to work with the economic development councils, chambers of commerce, the Economic Development Commission, industry organizations and trade organizations to develop the advertising campaign and to secure private and other public funds to support the advertising campaign.

Appropriation: None.

Fiscal Note: Requested on January 24, 2006.

Effective Date: The bill takes effect 90 days after adjournment of session in which bill is passed.