

1
2 Chairman Phil Mendelson

Councilmember Charles Allen

3
4
5
6
7
8
9
10 A BILL

11
12
13
14
15 IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

16
17
18
19
20 To establish the Made in DC Program within the Department of Small and Local Business
21 Development to promote the locally created, manufactured, or assembled products
22 in the program; to establish the Made in DC Fund to further support the program;
23 and to require the Department of Small and Local Business Development to report
24 on opportunities for a District-sponsored Innovation Studio Space and Marketplace.
25

26 BE IT ENACTED BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this
27 act may be cited as the “Made in DC Program Establishment Act of 2015”.

28 Sec. 2. Made in DC Program.

29 (a) There is established, within the Department of Small and Local Business
30 Development (“Department”), a Made in DC Program (“Program”).

31 (b) The Department shall:

32 (1) Develop the Made in DC Brand (“Brand”) as an identifier of District-
33 created products;

34 (2) Raise awareness of locally crafted products;

35 (3) Promote the purchase of locally crafted products;

36 (4) Highlight pride in local business;

37 (5) Develop a logo that represents the Brand;

- 38 (6) Provide support to help businesses utilize the Brand;
- 39 (7) Produce public service announcements, marketing materials, stickers,
40 flyers, and digital logos reflecting the Brand;
- 41 (8) Conduct a public awareness campaign to promote the Brand;
- 42 (9) Coordinate with the Department of Consumer and Regulatory Affairs to
43 market the Program to local businesses who produce eligible goods;
- 44 (10) Coordinate with Events DC and Destination DC to market the Brand
45 and Made in DC products to conventions, tourists, and major events;
- 46 (11) Maintain, on the Department website, a list of every Made in DC product
47 with the contact information for the business, including telephone number, website, and
48 social media links; and
- 49 (12) Monitor the use of the Brand in order to identify and stop the
50 unauthorized use of the Brand and its associated logo.

51 (c)(1) Upon application, the Department shall approve a product's use of the Brand
52 provided the individual or business creating the product:

53 (A) Is located in the District; and

54 (B) Produces, manufactures, or assembles the product in the District.

55 (2)(A) Following initial approval, the Department shall review each approved
56 product every 3 years to confirm its continued eligibility.

57 (B) If the product no longer meets eligibility requirements, the
58 Department shall revoke its approval of the use of the Brand.

59 Sec. 3. Made in DC Fund.

60 (a) There is established as a special fund the Made in DC Fund ("Fund"), which shall
61 be administered by the Department of Small and Local Business Development in
62 accordance with section 2 of this act.

63 (b) Revenue from the following sources shall be deposited in the Fund:

64 (1) Funds appropriated by the District of Columbia;

65 (2) Donations from the public; and

66 (3) Donations or grants from private entities.

67 (c) Money in the Fund shall be used to promote the Made in DC Program as set
68 forth in section 2 of this act.

69 Sec. 4. Innovation Studio Space and Marketplace Report.

70 (a) Within 180 days of the effective date of this act, the Department of Small and
71 Local Business Development shall submit to Council a report on opportunities for a
72 District-sponsored Innovation Studio Space and Marketplace that would support the local
73 arts, craft, and maker community by providing low-cost membership for access to studio
74 space, high-end equipment, sales gallery space, and classrooms.

75 (b) The report shall:

76 (1) Assess the availability of District property for use as an Innovative
77 Studio Space and Marketplace;

78 (2) Estimate the cost of developing potential sites for such use;

79 (3) Estimate the costs of operating and maintaining the site;

80 (4) Explore the availability of private donations or grants to support the
81 studio space and purchase a wide range of equipment, including tools for 3D printing and
82 prototyping, woodworking, metal working, welding, sewing, screen printing, electronics,
83 and robotics; and

84 (5) Consider the most efficient management option for the Innovative Studio
85 Space and Marketplace.

86 (c) To prepare the report, the Department shall work with a variety of stakeholders,
87 including:

- 88 (1) Members of the art, craft, and maker communities;
89 (2) Local creative organizations;
90 (3) Universities and colleges;
91 (4) The Commission on Arts and Humanities; and
92 (5) The Deputy Mayor for Planning and Economic Development.

93 Sec. 5. Fiscal impact statement.

94 The Council adopts the fiscal impact statement in the committee report as the fiscal
95 impact statement required by section 602(c)(3) of the District of Columbia Home Rule Act,
96 approved December 24, 1973 (87 Stat. 813; D.C. Official Code § 1-206.02(c)(3)).

97 Sec. 6. Effective date.

98 This act shall take effect following approval by the Mayor (or in the event of veto by
99 the Mayor, action by the Council to override the veto), a 30-day period of congressional
100 review as provided in section 602(c)(1) of the District of Columbia Home Rule Act, approved
101 December 24, 1973 (87 Stat. 813; D.C. Official Code § 1-206.02(c)(1)), and publication in the
102 District of Columbia Register.