

A Proposal for the Development and Expansion of Local Business Programs and Events for Tourism

Presented by

Rebecca Melançon
Executive Director

Austin Independent Business Alliance
512-441-2123
rebecca@ibuyaustin.com
www.ibuyaustin.com • www.austinibiz.com

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The Austin Independent Business Alliance (AIBA), a 15 year old nonprofit promoting, supporting and advocating for local business, regularly works to attract tourists and give them a taste of local.

With funding from the Hotel Occupancy Tax, we would focus on tourism with new and expanded programs including:

1. Grow and Enhance IBIZ Districts

As presented on March 28, the IBIZ Districts are destinations for tourists. From their very nature of local hubs of unique Austin businesses to events designed for tourists such as AUSTIN BY AUSTIN, the IBIZ Districts are the perfect expression of what is unique about Austin. However we are at capacity with our current funding. With additional funding, we would expand both the number of districts and the events directed to tourists in the districts.

2. Create a Legacy Local Business Program

San Francisco has created a Legacy Program to preserve and showcase iconic local businesses that is a huge success. This program provides a great model for Austin. Once inducted into the program, businesses receive many benefits. We would organize Legacy Local Business tours and produce promotional materials for tourists to discover the businesses that created the Austin vibe they love.

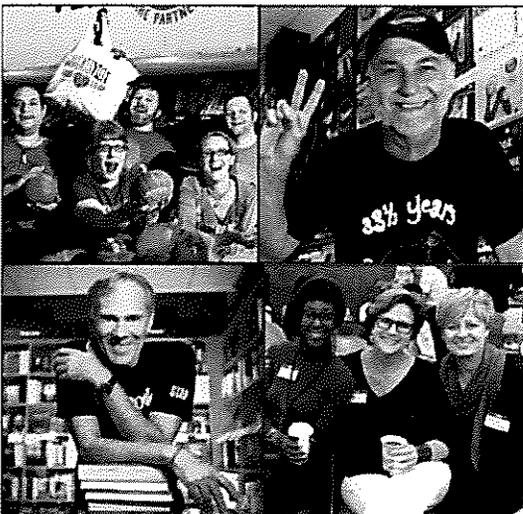
3. Create a Local Austin Magazine and Map for Tourists

AIBA is the only organization in Austin exclusively representing local business. As such, we are uniquely qualified to present the local business community to tourists in numerous ways. This outreach provides tourists with information, maps and access to what makes Austin, Austin.

4. Preservation of Local Businesses

Along with the Local Business Legacy Program, AIBA has redirected our attention from just promotion and advocacy to include preservation. As any Austinite knows, our beloved, iconic local businesses are disappearing daily due to growth and affordability issues. These treasures are being replaced by chain stores and big boxes. The very quality we value in local is diminishing to natives and tourists alike. When a tourist comes here and see only the chain stores they see at home, they will strike Austin off their list and look elsewhere for that unique experience.

Please consider diverting a small percentage of Hotel Occupancy Taxes to local business. The return is enormous. Not only do small, local businesses provide 85% of the job growth in Austin, money spent at a local business instead of a chain store returns three times the dollars to our local economy. From a tourist, it's as if they keep spending after they've left!



**Experience
the Flavor
of LOCAL
as only local, independent
business can deliver.**