RESOLUTION NO. 20121213-064

WHEREAS, the City of Austin values its small local business community and wants to continue to support both new and established businesses and their owners; and

WHEREAS, since 2000, the City's Small Business Development Program (SBDP) has provided resources to help many of the approximately 38,000 small businesses in Austin start, expand, and succeed; and

WHEREAS, in March 2010, the City hosted a Small Local Business Summit where small local business owners provided feedback and gave insight about their issues when dealing with the City; and

WHEREAS, in March 2011, City staff responded to the issues raised with the "ElevateAustin" plan that included 28 action items (to be implemented within 18 months) focused on fostering coordination among City departments, streamlining processes for business owners, and providing premier customer service; and

WHEREAS, to date, City staff have completed nineteen action items from the "ElevateAustin" plan and nine items are ongoing; and

WHEREAS, in July 2012, City staff responded to Council Resolution 20120405-047 with a "GrowLocal" plan that provided options for implementing the resolution's directives over the next three fiscal years; and

WHEREAS, some of the "GrowLocal" recommendations included action items for fiscal year 2013 that were not included in the fiscal year 2013 adopted budget; and

WHEREAS, the City Council believes implementing the following initiatives in a timely manner is essential to continuing the success of recent efforts to support Austin's small local business community; **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is directed to:

1. Plan the next Small Local Business Summit for spring 2013, and hold this summit annually, in order to allow current small local business owners the opportunity to provide feedback on their interaction with the various City departments that serve them and to provide updates on the City's initiatives.
2. Enhance the current SBDP communication strategy to work with appropriate City departments to inform small local business owners about new redevelopment projects that may affect them, special events planned to occur within their areas, and potential new vendor opportunities.
3. Design and publish a reference guide of federal, state, and local incentives available to Austin's small local businesses.
4. Work with the Austin Independent Business Alliance and other local business associations to develop a long-term plan for establishing and

maintaining new local business districts and to enable these entities to expand their shop local campaigns.

BE IT FURTHER RESOLVED:

The City Manager shall provide a progress report on these initiatives to City Council by March 1, 2013.

ADOPTED: December 13, 2012 **ATTEST:** Shirley A. Gentry

Shirley A. Gentry
City Clerk