

# AGENDA



## Recommendation for Council Action

Austin City Council		Item ID	47982	Agenda Number	12.
Meeting Date:	8/20/2015		Department:	Economic Development	
Subject					
Authorize negotiation and execution of a 12-month service contract to provide support to local businesses with AUSTIN INDEPENDENT BUSINESS ALLIANCE, in an estimated amount not to exceed \$70,000, and include two additional 12-month extension options in an estimated amount not to exceed \$70,000 per extension option, for a total estimated contract amount not to exceed \$210,000.					
Amount and Source of Funding					
Funding in the amount of \$70,000 is available in the Fiscal Year 2014-2015 Operating Budget of the Economic Development Department. Funding for the remaining extension options is contingent upon available funding in future budgets					
Fiscal Note					
There is no unanticipated fiscal impact. A fiscal note is not required.					
Purchasing Language:					
Prior Council Action:					
For More Information:	Kevin Johns, Director / Economic Development Department, 512-974-7857; Sylnovia Holt-Rabb, Assistant Director / Economic Development Department, 512-974-3131				
Council Committee, Boards and Commission Action:					
MBE / WBE:					
Related Items:					

## Additional Backup Information

Small businesses are a vital component of Austin's economy, comprising 94% of Austin's employers and making a significant contribution to local taxes, fees, and utility revenues. An Indie Business District (IBIZ) is an association of merchants within a geographic area that promotes the locally-owned, independent businesses within the district. The City works to strengthen the local business by developing services to create and expand local businesses.

The Economic Development Department (EDD) seeks to contract with Austin Independent Business Alliance (AIBA) to expand the prosperity of local businesses to:

- 1) Market the eight (8) existing IBIZ Districts as requested by local businesses,
- 2) Publish a monthly newsletter and calendar of events for local businesses,
- 3) Direct local business to the City's website, [locallyaustin.org](http://locallyaustin.org) for those that do not have a web presence or wish greater exposure to markets,
- 4) Make a "Good Faith Effort" to refer at least ten qualified businesses to the City's Family Business Loan Program for the purpose of job creation,
- 5) Host an Armadillo showcase of small businesses during April Local Business Month in Austin,
- 6) Create and administer annual surveys to IBIZ Districts to determine satisfaction with the AIBA EDD funded marketing services, and solicit suggestions, and,
- 7) Moderate a Local Business Session at the annual Palmer Center *Getting Connected Conference* with panelists from the new Department of Development Services (Permitting, Customer Service/Ombudsman) and Small Business Program leadership, and the AIBA Board of Directors.