

# A Proposal for Funding for Local Business in Attracting Tourists Through the Austin Independent Business Alliance

Presented by

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Austin's unique local businesses attract tourists. Even ACVB uses our vibrant local business community to attract both tourists and conventions. Google 'tourists Austin' and scan through the thousands of photos. There's not one photo of a chain store. But there are lots of photos of local businesses.

Local Business provides the culture, the vibe, the fun, the uniquely Austin flavor. Local business also provides sales tax dollars, 85% of the job growth and keeps 3 times the money circulating in our local economy.

Take a look at these sample pages from ACVB's Visitor's Guide. What do you see? Local businesses. Why? **Because local business sells Austin.**

## SOUTH CONGRESS

-It's the heart and soul of the city. -No Southern accents required - and you'll find like a born and bred local

**GO BATTY**  
A local cafe serving up coffee and pastries.

**THE CONTINENTAL CLUB**  
Experience the grandeur of the P&CC... the largest bar in the city.

**THE ART GALLERY**  
Experience the best of the art scene in the heart of South Congress.

**THE MUSIC SCENE**  
Experience the vibrant local music scene.

## NORTH AUSTIN

-In need of a side salad therapy? It's in abundance in this section of the city as are plenty of authentic low high tech delivery services and Southern-inspired culinary concepts

**THE MUSIC SCENE**  
Experience the vibrant local music scene.

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## CENTRAL AUSTIN

-Experience culture around a wide range of the graduated world of classes

**MUSIC HISTORY LESSON**  
Two music history lessons for the love of the city.

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### BELLY UP - FILL UP

-Serving a variety of local and regional food and beverages with local flair and a touch of Austin

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## **5 Reasons to Give AIBA 5%**

- 1.** We are the only organization in Austin that represents locally owned, independent businesses
- 2.** We represent local business throughout Austin, not just downtown
- 3.** AIBA's 8 IBIZ Districts are tourists destinations. With 2 (soon 3) in East Austin, 2 (soon 3) in South Austin, 1 in West Austin, 1 in North Austin and 2 in Central Austin, we cover the city. These districts have won an IEDC Award for the city in neighborhood economic development.
- 4.** AIBA is a nationally respected leader in the local movement. As the oldest city-wide independent business alliance in the Nation, we have the experience, vision and organization to successfully create and complete projects and programs directed to tourism. AIBA is also familiar with the reporting and accountability functions of city administered funds, having various contracts over 9 years.
- 5.** Local business sells Austin. By investing in programs and events that market our local businesses to tourists, we build on the very thing tourists come here for. Let's keep the local business thriving so we can continue to attract travelers to what makes Austin, Austin.