



THE TEXAS STATE CHAMBER

STAND FOR PROSPERITY

Belinda Matingou & Aaron Cox
Texas Association of Business

What We Will Discuss

- Understand the definition, potential for and consequences of discriminatory legislation
- Taking decisive action and coalition building
- Keys to success

The Current Landscape

- Fragmentation
- The role of the chamber
- Business & Morality

Discriminatory Legislation

- Legislation aimed to establish (or expand) “religious freedom”, personal privacy and or protections to citizens.

Anatomy of the Texas Law

- **2015 S.C. decision on marriage equality**
- **Began as expansion of religious freedom**
- **Cancel local non-discrimination ordinances**
- **Changed course to protect privacy and force individuals to prove birth gender**

A QUICK SURVEY

How many of you have or have heard of religious freedom legislation being proposed in your state?

Beware the veil

This legislation is designed to:

- **Target specific groups**
- **Makes certain populations vulnerable**
- **Different from the cultural norm**
- **Become a direct assault on diversity and inclusion**

The Real Consequences

- **Unintended consequences**
- **Disregard for larger issues that need to be addressed**
- **No regard for economic development or other impacts**

The TAB Process

- **Interim study and legislative education**
- **Fact-based approach**
- **Logic vs. Emotion**

★ What Texas could lose ★

\$522 million

in tourism



1 million

lost tourism jobs and

\$52.5 million

in suburban and rural communities.



And **\$29 million** in state tax revenue used for highway maintenance and other state services



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Who Texas could lose



NFL



NCAA



NBA

Top-tier sporting events hosted by organizations
that oppose discrimination



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Why Texas will lose business



Fortune **500** companies ban discrimination.



Professionals, especially millennials, refuse jobs in states with discriminatory laws.

Meeting organizers have confirmed

\$1.04 billion*

in conference cancellations if a bathroom bill passes.



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★ If we pass a bathroom bill, ★

we jeopardize talent, jobs, tourism, business and

\$5.6 billion.*



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The Result

**LT. GOVERNOR MAKES IT A
TOP 5 PRIORITY!**

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Mobilizing for Action

- **Building the (broad) coalition**
- **Outreach**
- **Identifying the unlikely allies**

Process

- **Broad coalition**
- **Multimedia approach**
- **High partner engagement/utilization**
- **In-person opportunities**

KEEP
TEXAS
OPEN FOR BUSINESS

JOIN THE COALITION



TEXAS BUSINESSES

stand together for economic prosperity
and against discriminatory legislation!



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Keys To Success

- **Supportive Speaker in need of cover**
- **Clearly defined, fact-based process**
- **Communication and Engagement**
- **High profile events (media events, women's rally, advocacy days)**

What's Next

- **A not so special session**
- **KTOB News Conference**
- **Legislative Meetings**
- **A New Start**



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Learn more

www.keeptexasopen.org



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Thank You

Belinda Matingou

bjmatingou@txbiz.org

(512) 477-6721

Aaron Cox

acox@txbiz.org

(512) 637-7711