STAND FOR PROSPERITY

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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
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

That means
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
Who Texas could lose

**NFL**

**NCAA**

**NBA**

Top-tier sporting events hosted by organizations that oppose discrimination
Why Texas will lose business

Fortune 500 companies ban discrimination.

Apple  
Dell  
Facebook  
HP  
IBM

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.
If we pass a bathroom bill, we jeopardize talent, jobs, tourism, business and $5.6 billion.
The Result

LT. GOVERNOR MAKES IT A TOP 5 PRIORITY!
If we pass a bathroom bill, we jeopardize talent, jobs, tourism, business and $5.6 billion.*
Mobilizing for Action

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

• Broad coalition
• Multimedia approach
• High partner engagement/utilization
• In-person opportunities
TEXAS BUSINESSES
stand together for economic prosperity
and against discriminatory legislation!
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
Learn more

www.keeptexasopen.org
Thank You

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