

BALCH SPRINGS BUSINESS SUMMIT

February 5, 2009

Chamber Business Issue & Advocacy List

Over **60** business and city leaders
identified

17 key issues at the Chamber Business
Summit on October 16, 2008.

The issues have been reorganized in **5**
categories and multiple sub-categories.

Health Care/Insurance

Options Proposed by Legislators

- Impose price controls and strict budgets on health care spending
- Free market competition

Option of Public Health Advocates

- Adopt healthier lifestyles



Taxation

- Texas has a higher property tax than other states because we have no state income tax.
- Businesses pay 62% of education costs compared to U.S. average of 41%.

FACT



Taxation (cont.)

- **Split Roll Tax** – business pays different tax rate than a homeowner
- **Margins Tax** – based on gross receipts unlike previous franchise tax, which was based on taxable capital and earned surplus
- **R&D Tax Credit** – is a research credit

Infrastructure

- **Mass transportation-** in and out of the city
- **Additional on / off ramps**
- **City Streets**
- **City buses-**transportation within the city



Marketing & Communications

- Affordable Marketing Tools
- Branding
- Customer Service
- Location/ Curb appeal
- Attracting new business to the city



Resources for Business Owners

- Education

&

- Support Services



Education

- **Business planning**
- **Business operations**
- **Consumer education & its influence on**
- **Consumer's discretionary funding**
- **Training in specific areas** (i.e. broker training)
- **Qualified Workforce** (i.e. good employees)



Support Services

- Sustainability & stability in face of economic change (commitment)
- Certifications for government funding
- Crime reduction / loss prevention
- Child Care for employer / employees
- Research & Development
- Environment & Technology i.e. **Going green**





is:

- #1 producer of oil and gas in America
- #3 in the production of uranium
- #5 in the production of coal
- World's 12th largest economy and
- Only leading state NOT in a recession according to Moody's Economy.com although economic activity in FY 2009 is slowing down

**TEXAS
FACTS**

Seeking Solutions

- Quarterly Business Summits
- Chamber Committees
- Marketing Strategies
 - Alliance with Promotional Organizations
 - Media & Internet Marketing
 - Booths at various trade shows



Seeking Solutions

- Membership in Advocacy Organizations
- Meetings with Key Decision Makers
 - City / Local Level
 - Regional Level
 - State Level
 - Federal Level



Building a Healthy Community For Your Business



Balch Springs Chamber of Commerce
3636 Shepherd Lane
Balch Springs, Texas 75180
www.balchspringschamber.org
