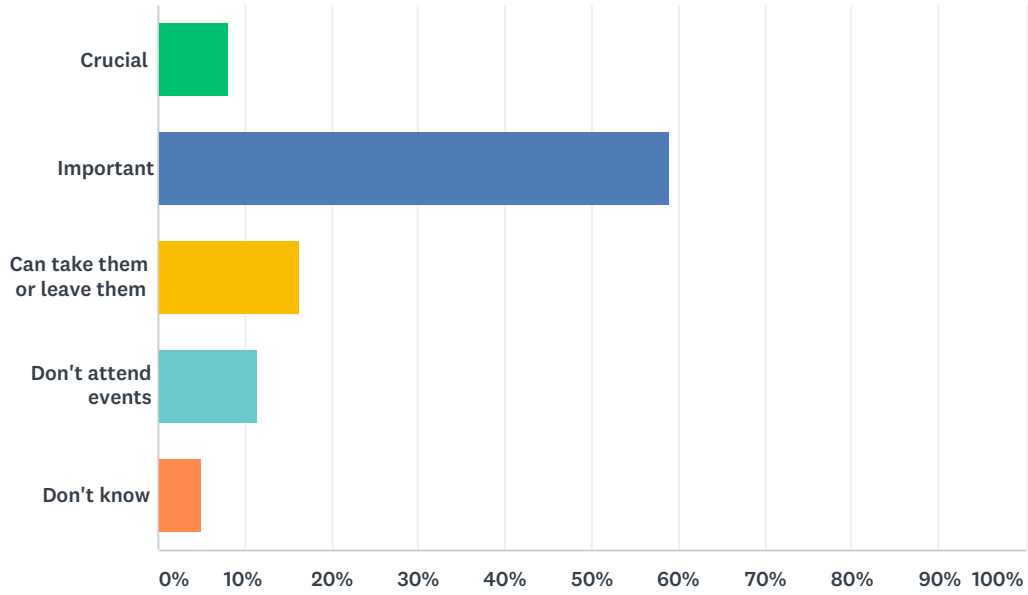




2018 Membership Survey

Q1 How important are these events to you?

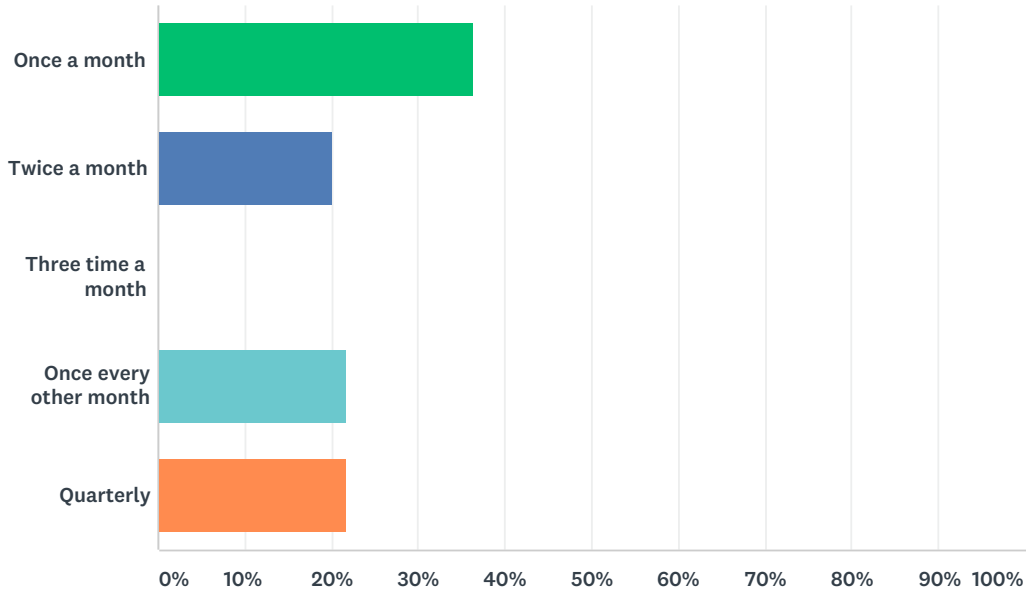
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Crucial	8.20%	5
Important	59.02%	36
Can take them or leave them	16.39%	10
Don't attend events	11.48%	7
Don't know	4.92%	3
TOTAL		61

Q2 How often would you prefer to attend AIBA events?

Answered: 55 Skipped: 6



ANSWER CHOICES	RESPONSES	
Once a month	36.36%	20
Twice a month	20.00%	11
Three time a month	0.00%	0
Once every other month	21.82%	12
Quarterly	21.82%	12
TOTAL		55

#	OTHER (PLEASE SPECIFY)	DATE
1	I have never attended but they seem like a good idea.	10/12/2018 3:36 PM
2	I like the meetings with speakers more than networking events.	10/12/2018 1:34 PM
3	Weekends, other than home UT Football games since I work them, by the time I get out of the office your mixers are almost over. This would not benefit me to try to show up.	10/12/2018 9:55 AM
4	Event usually don't appeal to us because most of the companies represented don't use staffing agencies	10/12/2018 9:49 AM
5	I would love to attend events but am a full time student on top of being a small business owner so my availability is non-existent	10/2/2018 6:06 PM
6	I say less that once a quarter. But that's just me.	10/1/2018 4:24 PM
7	Once or twice a month. More happy hours!	9/21/2018 9:18 AM
8	We never had time when we had the business, and now it doesn't fit. lol	9/20/2018 2:14 PM
9	Depends on the events but once a month is about all I have time for.	9/20/2018 12:51 PM
10	I believe it's best, however, to have events about once a month (10 or so a yr?) so that an array of events are available to members even though someone can't come to every one.	9/20/2018 10:20 AM

AIBA Member Survey

11 I depend on referrals for our business and going to the AIBA meetings helps me drive new clients to visit our website and come for a tour. I like twice a month only because I also attend other networking meetings.

9/20/2018 9:30 AM

Q3 Are there specific topics you would you most like to see covered at an event?

Answered: 52 Skipped: 9

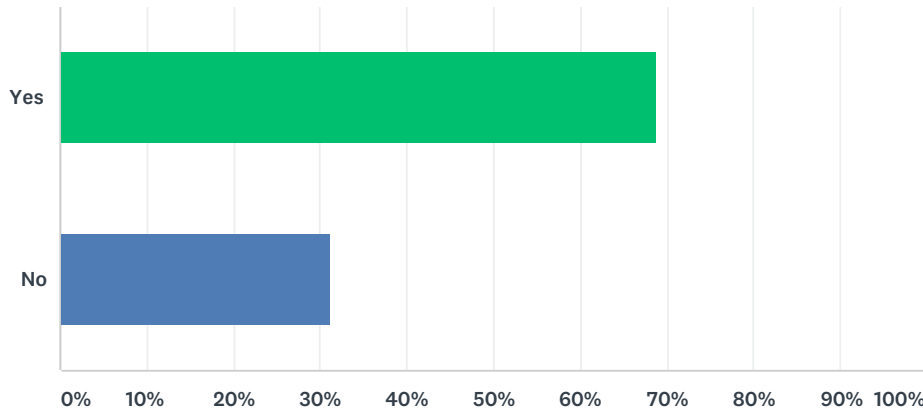
#	RESPONSES	DATE
1	Employment best practices such as hiring, goal setting, analyzing productivity, general human resources issues, etc. Financial accounting practices, i.e. how businesses of various sizes handle their day to day finances, monthly and annual reporting.	10/16/2018 10:50 AM
2	Marketing, Company organization. Problem-solving for busy teams, collaboration tips, leadership team development	10/16/2018 9:44 AM
3	not at the moment. the programs have been great content to grow businesses.	10/16/2018 8:51 AM
4	Maybe business owner members could have 5-10 minute spotlights if they "sponsor" a meeting?	10/16/2018 8:20 AM
5	member spotlights	10/15/2018 11:30 AM
6	Loved the conflict resolution series. I think those HR kinds of things are really important.	10/15/2018 8:14 AM
7	I enjoy what you currently have, but I'd like to see more events where every person gets to stand up and introduce themselves and their services to the entire group.	10/12/2018 7:29 PM
8	General info regarding business ownership, the Austin community, networking...	10/12/2018 3:36 PM
9	Effective training techniques Crowdfunding Strategic Planning	10/12/2018 1:34 PM
10	no	10/12/2018 12:40 PM
11	How to market together	10/12/2018 11:18 AM
12	Goings on at the City of Austin?	10/12/2018 11:15 AM
13	Marketing and business Mgmt	10/12/2018 10:10 AM
14	I really enjoyed the conflict resolution series!	10/9/2018 9:58 AM
15	You have been pretty good at selecting them.	10/3/2018 8:40 AM
16	N/A	10/2/2018 6:06 PM
17	Business policies, city regulations, increase in sales, business expansion	10/2/2018 1:11 PM
18	perhaps tackling the sticky issues of the day with a panel discussion about conflicting views of business - with a moderated panel talking about possible upcoming issues	10/2/2018 8:00 AM
19	Human Resources-hiring, benefits, firing	10/2/2018 7:47 AM
20	I like the topics that you have covered so far	10/1/2018 6:56 PM
21	no	10/1/2018 5:26 PM
22	not really	10/1/2018 4:24 PM
23	HR/Biz law-related topics, Bank relationships (lines of credit, etc.)	10/1/2018 3:15 PM
24	In bound sales, digital marketing platforms explained, 'what's working for who?' would be good topics - also, FUN, not all events have to be about business, we'd like to socialize with members too and enjoy shared experiences... like river cruises ;)	9/26/2018 5:10 PM
25	Would love an event that serves as a mixer but with an info exchange component that updates the members on upcoming changes to any city codes or services that affect small biz.	9/25/2018 9:43 AM
26	Employee Retention	9/22/2018 4:26 PM
27	Not really. I'm a new small business so everything you cover is good for me	9/22/2018 9:17 AM
28	No specific topics. Just more of local businesses showcase what they do here in Austin.	9/21/2018 12:26 PM
29	Any/all small business education/information is good.	9/21/2018 9:18 AM

AIBA Member Survey

30	How best to protect our local businesses and remain competitive while helping to support other local companies.	9/20/2018 9:41 PM
31	I like the professional development: delegating, time management, marketing, social media, landlord negotiation, millennials as customers, hiring, training, how to fire someone, coaching and growing staff, using virtual assistants, types of business tasks that can be done by other independent businesses	9/20/2018 7:11 PM
32	How to attract a more culturally diverse customer base--will depend a lot on the type of business, but perhaps a good opportunity for a panel discussion of things that have worked for other businesses.	9/20/2018 5:11 PM
33	Ordinance change, permitting and development help, city-wide event coordination	9/20/2018 5:06 PM
34	No.	9/20/2018 4:02 PM
35	I've been really enjoying the conflict to calm series. Anything that relates to running a business that isn't necessarily intuitive - Online marketing, best places to post job listings, handling HR issues, healthcare for your employees, etc.	9/20/2018 3:28 PM
36	I've enjoyed the conflict series but have been impressed by all the talks I have attended.	9/20/2018 3:19 PM
37	I know many of your members are for-profit businesses but as a non-profit, fund raising would be a topic I am interested in.	9/20/2018 1:20 PM
38	regulation and compliance; risk management	9/20/2018 12:51 PM
39	Hiring and retention strategies maybe. Cross marketing?	9/20/2018 11:11 AM
40	IBIZ event coordination, best practices from other districts, how to do group promotions	9/20/2018 10:32 AM
41	why don't ABIA members shop locally?	9/20/2018 10:31 AM
42	Staff related discussions.	9/20/2018 10:25 AM
43	Just a continuance of the good variety of topics now covered with new ones added as a need is seen or requests are made.	9/20/2018 10:20 AM
44	How can our businesses benefit each other?	9/20/2018 10:19 AM
45	Experts on: 1 Networking ideas, how to meet new clients. 2. Facebook and Social Media 3. Advertising that works	9/20/2018 9:30 AM
46	I just want to meet other business owners. My favorite breakfast was sharing stories about how to deal with customers.	9/20/2018 8:35 AM
47	You are doing a great job at topics. My schedule just doesn't all me to participate.	9/20/2018 8:22 AM
48	More HR and payroll topics regarding city and state regulations	9/20/2018 8:22 AM
49	How to connect with larger companies in the area who support small businesses.	9/20/2018 8:16 AM
50	bring in important local personalities to speak at monthly luncheons about relevant issues to the group.	9/20/2018 7:52 AM
51	your topics are always relevant	9/20/2018 7:51 AM
52	I like the opportunity to socialize with other business owners.	9/20/2018 7:51 AM

Q4 Have you made valuable connections at an AIBA event that resulted in a follow-up contact?

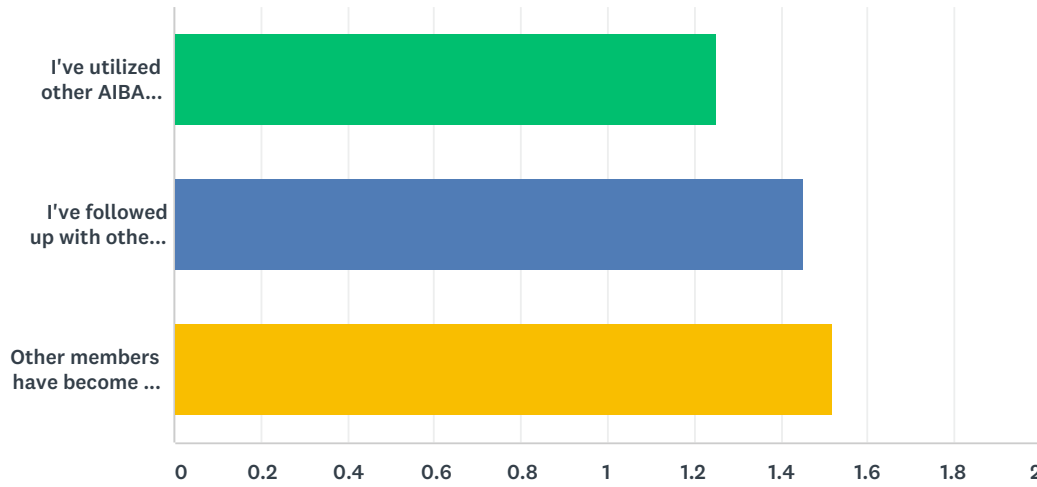
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.85%	42
No	31.15%	19
TOTAL		61

Q5 Have you engaged other members to benefit your business and if so, how?

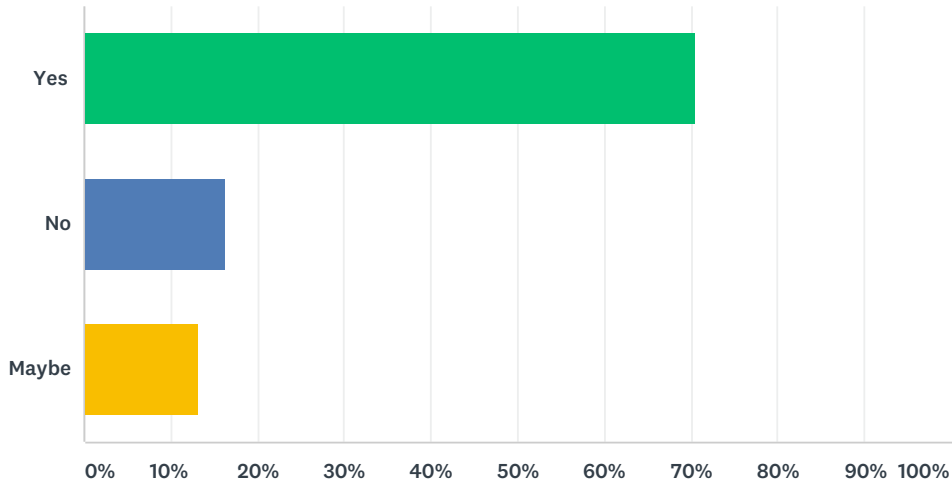
Answered: 61 Skipped: 0



	YES	NO	TOTAL	WEIGHTED AVERAGE
I've utilized other AIBA members for my business needs	75.00% 42	25.00% 14	56	1.25
I've followed up with other members for social or personal reasons	54.72% 29	45.28% 24	53	1.45
Other members have become my customers	48.15% 26	51.85% 28	54	1.52

Q6 To facilitate communication and connection between members, AIBA plans to start a members-only Facebook group. This would serve as a private forum for members to connect however they choose. Would you join this group, and if so, how would you most like to use it?

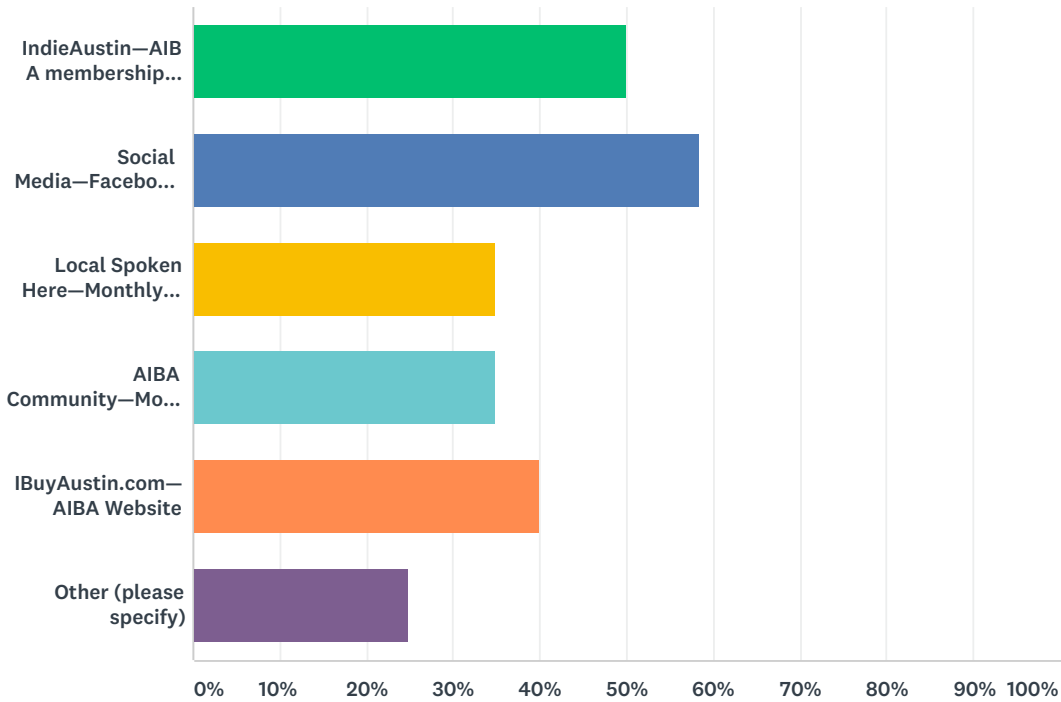
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	70.49%	43
No	16.39%	10
Maybe	13.11%	8
TOTAL		61

Q7 AIBA uses various methods to market your business. Which of these is most valuable to your business? Please check all that apply.

Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES	
IndieAustin—AIBA membership magazine	50.00%	30
Social Media—Facebook, Instagram, Twitter, Alignable	58.33%	35
Local Spoken Here—Monthly AIBA Consumer Newsletter	35.00%	21
AIBA Community—Monthly AIBA Business Newsletter	35.00%	21
IBuyAustin.com—AIBA Website	40.00%	24
Other (please specify)	25.00%	15
Total Respondents: 60		

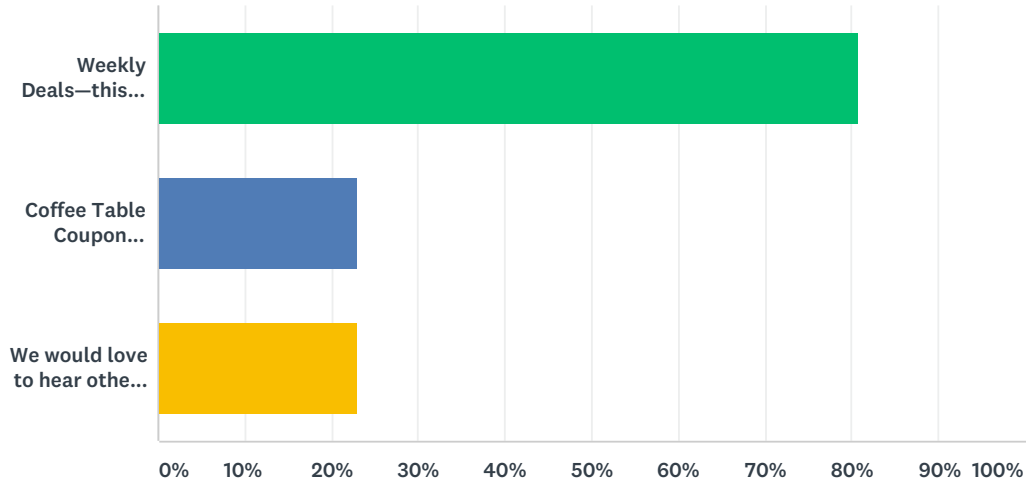
#	OTHER (PLEASE SPECIFY)	DATE
1	Haven't utilized the AIBA social media but intend to do so.	10/16/2018 10:50 AM
2	I'm not sure which method most benefits us because I have not yet been able to directly see if we have received business/exposure from the methods.	10/12/2018 3:36 PM
3	Healthcare related interaction. Service industry	10/12/2018 10:10 AM
4	Not sure there is not system in place to track this	10/12/2018 9:55 AM
5	person-to-person introductions are most important to me	10/9/2018 9:58 AM
6	The gatherings	10/3/2018 8:40 AM

AIBA Member Survey

7	Alignable has been helpful, but not great. The facebook group sounds EXCELLENT! We want to have access to our peers through a forum where we all feel safe in. Alignable no longer provides that resource and it was a MAJOR draw for us when considering membership. We're B2B, so any way we can interact with our peers outside of the 'sales process' is invaluable.	9/26/2018 5:10 PM
8	IBIZ FB pages, IBIZ events	9/25/2018 9:43 AM
9	Not sure	9/20/2018 7:11 PM
10	Being a home-based business, AIBA gives my business credibility as an established company in the business community.	9/20/2018 5:11 PM
11	Haven't used	9/20/2018 11:11 AM
12	Relatively new so cannot answer this question.	9/20/2018 10:20 AM
13	SEO is a big deal for us, so making sure that our information is on your website multiple times is very valuable for us.	9/20/2018 10:19 AM
14	Personal contact with small business owners i.e. networking meetings. I personally do not have Facebook. I have never liked it. But our company is starting a business Facebook page that our group will use. Not sure if this would be the same thing you are offering. I am connected with Alignable and it works very well for me.	9/20/2018 9:30 AM
15	Brand New Member, don't know yet	9/20/2018 7:52 AM

Q8 We are considering new options. Which would interest you?

Answered: 52 Skipped: 9



ANSWER CHOICES	RESPONSES
Weekly Deals—this would entail 5 members per week offering a great deal on something that AIBA would promote online, one the website and through consumer emails. This would be free to members.	80.77% 42
Coffee Table Coupon Book—this would be a beautiful book that spreads the buy local message, tells our stories and is full of coupons from members. There would be a reasonable cost for the coupons and the books would be for sale.	23.08% 12
We would love to hear other ideas you might have:	23.08% 12
Total Respondents: 52	

#	WE WOULD LOVE TO HEAR OTHER IDEAS YOU MIGHT HAVE:	DATE
1	Something like the coffee table book that we would send to targeted households via direct mail	10/16/2018 10:50 AM
2	website or internet publicity	10/16/2018 8:51 AM
3	Maybe a cute "passport" to local Austin where each business has a stamp they would punch on a page of the passport and customers could turn in a complete passport to win prizes	10/12/2018 11:18 AM
4	Maybe the weekly deals IF I could get the owners to participate. Coffee table books cost more than they return.	10/12/2018 9:55 AM
5	Having a local business event where vendors can set up?	10/1/2018 6:56 PM
6	Social media giveaways.	9/28/2018 5:27 PM
7	Like to hear more about the weekly deals, how you would solicit these, if you get too many, spread to next weeks? How would this work?	9/25/2018 9:43 AM
8	Northcross IBIZ :-)	9/21/2018 9:18 AM
9	I think something similar to Weekly (or monthly) deals is better than a printed book. Younger shoppers are accustomed to flash sales, online coupons andgroupon style deals.	9/20/2018 5:11 PM
10	Allow members to present their products/services in a 10 minute time period before educational meetings or other gatherings.	9/20/2018 1:20 PM
11	All above sounds good. Would provide impetus for members look for ways to support each other AND possibly get more members because of the deals and the advertising!!! Good ideas!	9/20/2018 10:20 AM

AIBA Member Survey

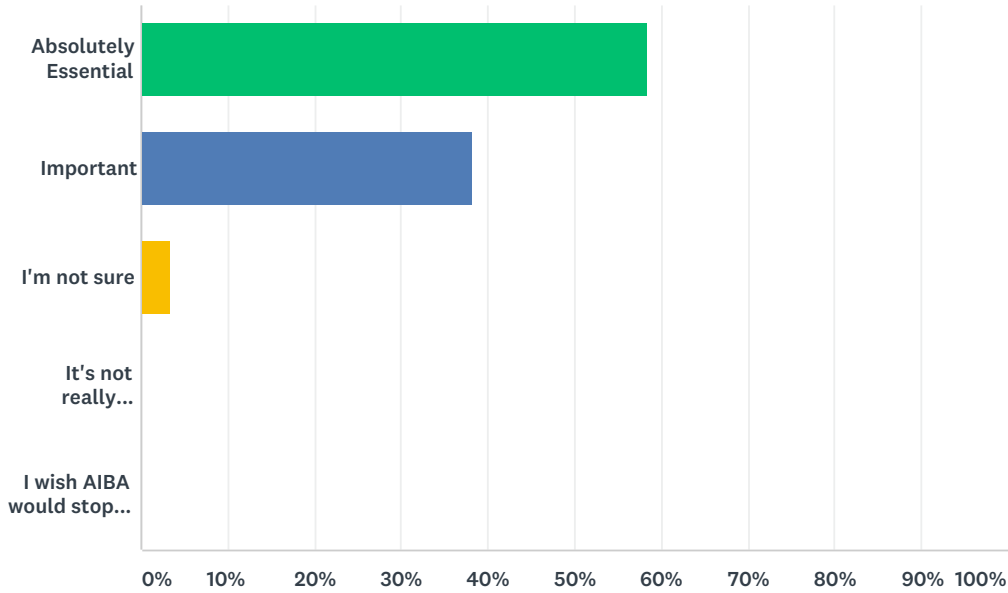
12

Not sure if you already do this but perhaps have a short clip submitted by members that would go on the website that promotes their business. It can be a special item, seasonal with a % off attached to the clip with a hyperlink to the owners website.

9/20/2018 9:30 AM

Q9 Is local business advocacy for local business important to you?

Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES	
Absolutely Essential	58.33%	35
Important	38.33%	23
I'm not sure	3.33%	2
It's not really important	0.00%	0
I wish AIBA would stop advocating for local business	0.00%	0
TOTAL		60

#	COMMENTS:	DATE
1	I feel the way AIBA advocates for local businesses is through a pretty narrow lens that doesn't take into account the big picture of what's best for our whole city.	10/15/2018 8:14 AM
2	Not sure what it has benefited us with but maybe eventually once there is a new Mayor in place.....	10/12/2018 9:55 AM
3	Thank you thank you thank you	9/26/2018 5:10 PM
4	Feels to good to know we have a voice at City Hall	9/25/2018 9:43 AM
5	I thoroughly appreciate that getting City Hall to listen to us is a forlorn hope. That said, I think it is important to have an organization that is voicing the concerns of small business, even if the administration is not responsive.	9/20/2018 5:11 PM
6	If the organization doesn't do it, don't think there is anyone else to do it. Great job of advocating our cause!	9/20/2018 10:20 AM
7	Please please	9/20/2018 10:19 AM
8	Small businesses need all the help they can get to make it through the first three to five years. Advocating for them helps keep them above water. I am not a business owner but if I did open up my own business I would depend on AIBA to stay abreast of issues that would affect my business. I know for a fact that talking to business owners, they do not have the time to devote to all the problems that affect small business. AIBA does a great job of being there for local business.	9/20/2018 9:30 AM

Q10 Are there actions you wish we would take or those you wish we wouldn't take?

Answered: 45 Skipped: 16

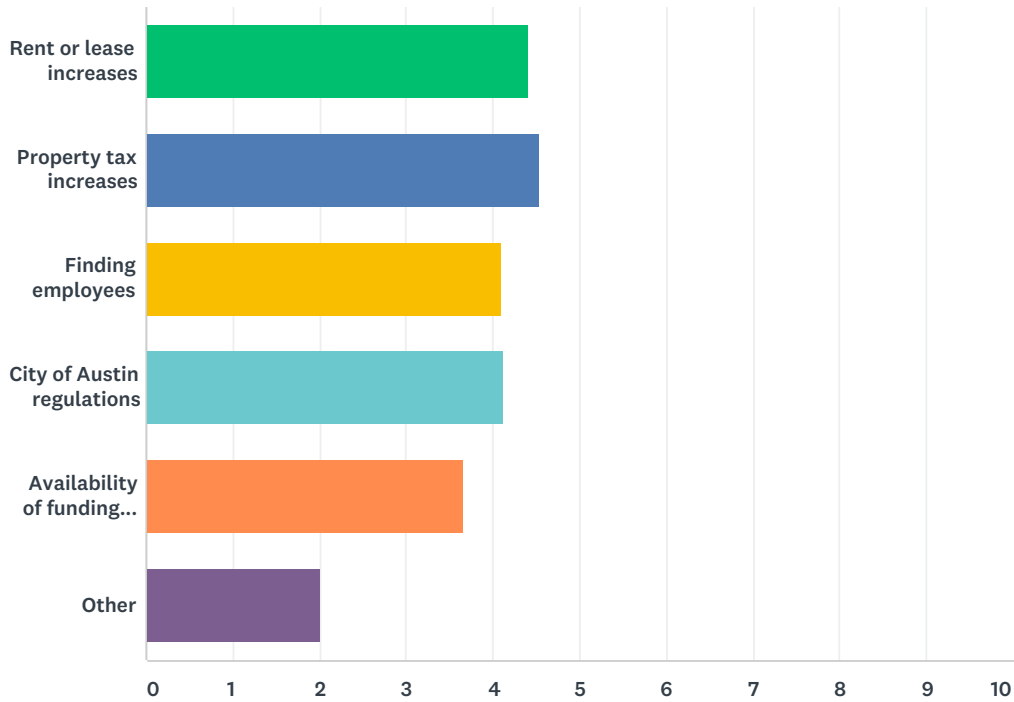
#	RESPONSES	DATE
1	Continue to advocate for improving the building permit process, push property tax conversation to state level leadership so they understand impact on small business	10/16/2018 10:50 AM
2	N/A	10/16/2018 9:44 AM
3	not at the moment	10/16/2018 8:51 AM
4	I personally believe that the employee is the MOST put upon person in our economy. They pay the most taxes and have the least security. They Deserve paid time off. As a business owner and employer I was sorely dismayed by my associates and the AIBA. The AIBA was only doing what they believed was in the best interest of the owners. Both were wrong in this case.	10/15/2018 11:30 AM
5	I wish you had not been a vocal advocate against the sick pay ordinance and I wish I hadn't heard your staff talk about those who were in favor of it in such a nasty way.	10/15/2018 8:14 AM
6	Not sure. We're still new.	10/12/2018 8:40 PM
7	no	10/12/2018 12:40 PM
8	Helping match businesses with banks/lenders ? Idk	10/12/2018 11:18 AM
9	I think you are doing a great job I just don't always know what it is you are doing. I trust you though!	10/12/2018 11:15 AM
10	We have been effective in letting the city know our advocacy of locally owned businesses.	10/12/2018 10:10 AM
11	need to replace the butts on the council.	10/12/2018 9:55 AM
12	I like how you got involved with the sick leave debate	10/9/2018 9:58 AM
13	none	10/3/2018 8:40 AM
14	I'm glad you are considering a social media page. Since I never have the time to attend gathering due to medical school this would be an awesome way to allow me to participate	10/2/2018 6:06 PM
15	Articulate and Take the fertile middle ground - resisting polarization which ultimately is often destructive.	10/2/2018 8:00 AM
16	I think you've done great addressing local business issues thus far.	10/1/2018 6:56 PM
17	no	10/1/2018 5:26 PM
18	no	10/1/2018 3:15 PM
19	Property Tax and rent increases	10/1/2018 1:59 PM
20	I like the surveys of members so you can substantiate claims.	9/28/2018 5:27 PM
21	Still learning all you do	9/26/2018 5:10 PM
22	No currently	9/25/2018 9:43 AM
23	No longer offering names of companies that participate in surveys to city council.	9/22/2018 4:26 PM
24	Blank.	9/21/2018 12:26 PM
25	AIBA is a business-facing (B2B) type org, yes? What more can we do to expand our base of people, local biz supporters. Can AIBA do more to build their audience with consumers, getting more individuals to buy in to the message? Can we get something to go...viral? Just thinking.	9/21/2018 9:18 AM
26	Restrict membership to those who guarantee a discount or bonus to other members.	9/20/2018 9:41 PM
27	The City of Austin is so oddly unsupportive. Not sure.	9/20/2018 7:11 PM

AIBA Member Survey

28	I think you are doing a great job--sometimes results is not what matters.	9/20/2018 5:11 PM
29	I love the face to face we had with Rodney with SBDC. I would love to go to more events like that!	9/20/2018 5:06 PM
30	No.	9/20/2018 4:02 PM
31	I just joined, so I need to catch myself up on what actions you are already involved in before I can accurately answer this question.	9/20/2018 3:28 PM
32	I think y'all are doing great!	9/20/2018 3:19 PM
33	You do an excellent job at the city, Rebecca	9/20/2018 2:14 PM
34	As long as you take the pulse of local businesses and present that pulse as a single voice for the local businesses, I am totally supportive.	9/20/2018 1:20 PM
35	More engagement with issues related to corridors and changes to neighborhoods that affect those businesses. The issue of poor communicaiton to businesses who rent not just the people who own properties. You have done some of this in the past but I am not aware of current efforts. Burnet Road Mobility Corridor is a huge negative for neighbors and businesses.	9/20/2018 12:51 PM
36	Oppose regulations which impede business and the free market.	9/20/2018 11:11 AM
37	I would like AIBA to continue building bridges with the city and continue to press the city manager to use local businesses for their internal needs. There are thousands of people that work for the city - how can the city support local through their vast network? Can AIBA negotiate discounts for local business on busses, billboards, newspaper, radio or online advertising for us?	9/20/2018 10:32 AM
38	wish you would shop local	9/20/2018 10:31 AM
39	y'all are doing a great job, as I read articles I do think, "I wonder what AIBA thinks of this," then next paragraph mentions Rebecca, love it!	9/20/2018 10:25 AM
40	Cannot think of any.	9/20/2018 10:20 AM
41	Keep doing what you're doing. Keep pushing me to stay involved.	9/20/2018 10:19 AM
42	I would have to think more on this question. As I said I do not own a business but I am sure I could come up with some. I would need time to research.	9/20/2018 9:30 AM
43	Continue to represent small business issues, like mandatory PTO	9/20/2018 8:22 AM
44	I believe advocacy is important.	9/20/2018 8:16 AM
45	Informing us or current changes in policies is always great. Thank you.	9/20/2018 7:51 AM

Q11 To better advocate for you, we need to know the obstacles your business encounters. Please check all that apply.

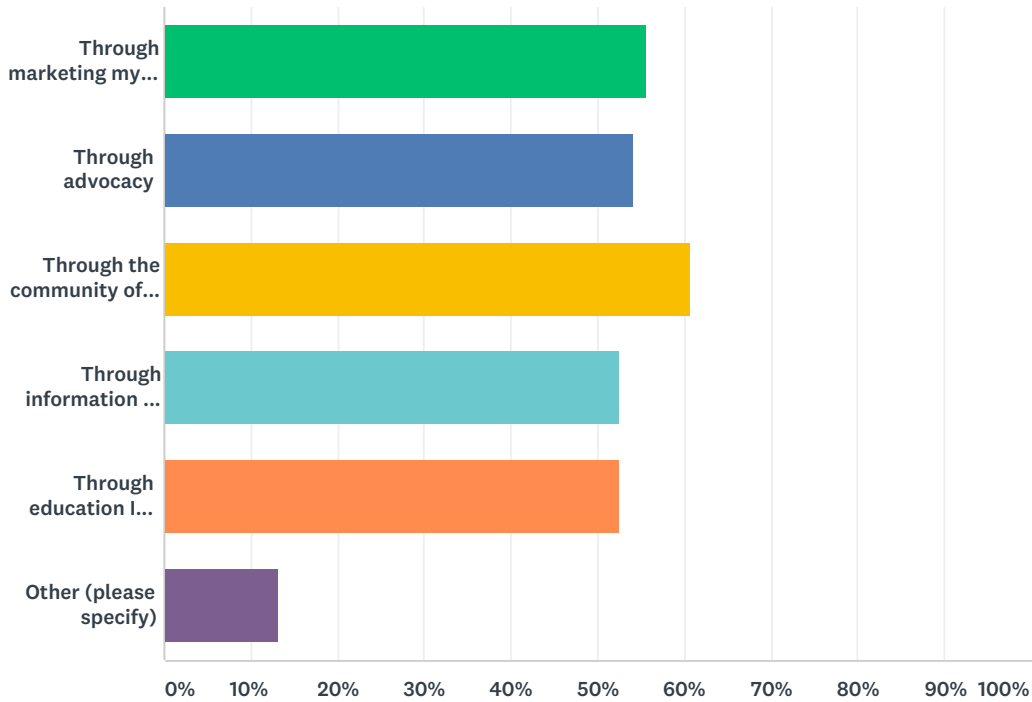
Answered: 55 Skipped: 6



	1	2	3	4	5	6	TOTAL	SCORE
Rent or lease increases	23.53% 8	35.29% 12	20.59% 7	5.88% 2	8.82% 3	5.88% 2	34	4.41
Property tax increases	36.84% 14	28.95% 11	10.53% 4	2.63% 1	15.79% 6	5.26% 2	38	4.53
Finding employees	27.50% 11	12.50% 5	30.00% 12	10.00% 4	12.50% 5	7.50% 3	40	4.10
City of Austin regulations	17.50% 7	30.00% 12	22.50% 9	15.00% 6	7.50% 3	7.50% 3	40	4.13
Availability of funding sources	24.24% 8	9.09% 3	9.09% 3	30.30% 10	21.21% 7	6.06% 2	33	3.67
Other	10.53% 2	5.26% 1	0.00% 0	10.53% 2	5.26% 1	68.42% 13	19	2.00

Q12 In what ways has AIBA benefited your business? Please check all that apply.

Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Through marketing my business	55.74%	34
Through advocacy	54.10%	33
Through the community of members	60.66%	37
Through information I obtained from AIBA	52.46%	32
Through education I received from AIBA	52.46%	32
Other (please specify)	13.11%	8
Total Respondents: 61		

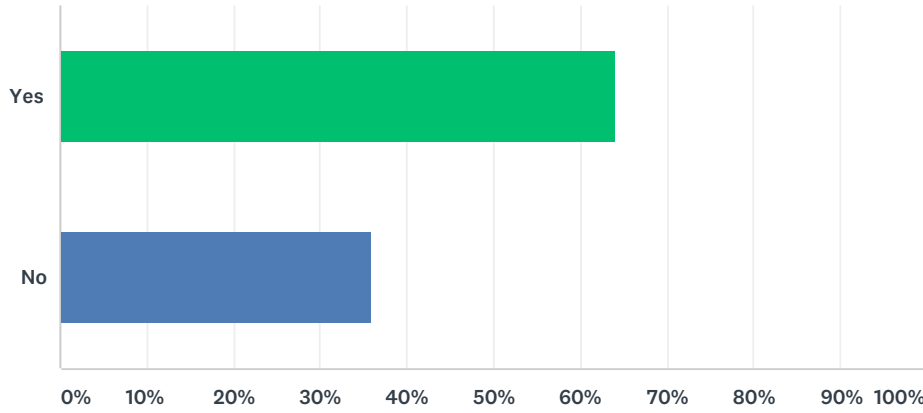
#	OTHER (PLEASE SPECIFY)	DATE
1	Given me a fun committee to be on for 2 years! I also have cherished meeting my fellow business owners to learn from them.	10/15/2018 11:30 AM
2	Not sure yet. We're new members.	10/12/2018 8:40 PM
3	Rick McGinnis has been a major help to us by personally promoting us and recruiting me as a member of the AIBA	10/2/2018 6:06 PM
4	continual advocacy to local Austinites to trade with local businesses	10/1/2018 4:24 PM
5	I have just joined, and have not yet had a chance to utilize anything from AIBA, but I plan to in the near future.	9/22/2018 9:17 AM

AIBA Member Survey

6	Again, the existence of an organization such as AIBA not only gives legitimacy to my business, speaking out on small business issues that are not addressed by the City is essential if we are ever to see improvement in the small business environment in Austin.	9/20/2018 5:11 PM
7	Haven't really utilized my membership as I should	9/20/2018 11:11 AM
8	never helped, has hindered	9/20/2018 10:31 AM

Q13 Has your business added staff in the last 12 months?

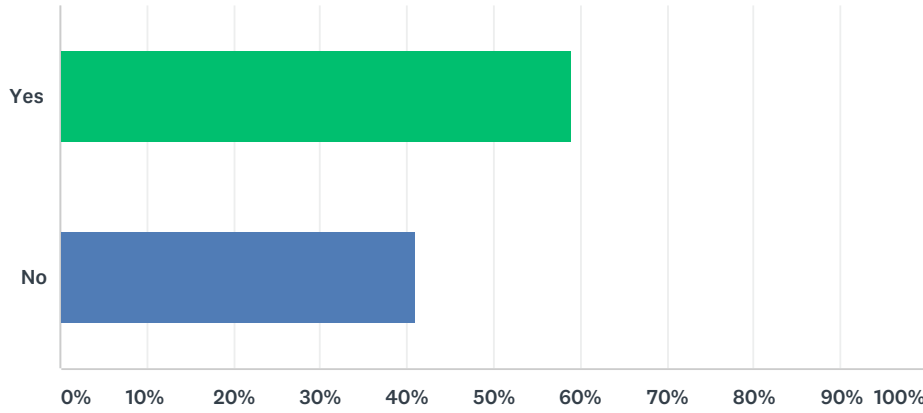
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	63.93%	39
No	36.07%	22
TOTAL		61

Q14 Do you plan to add staff in the next 12 months?

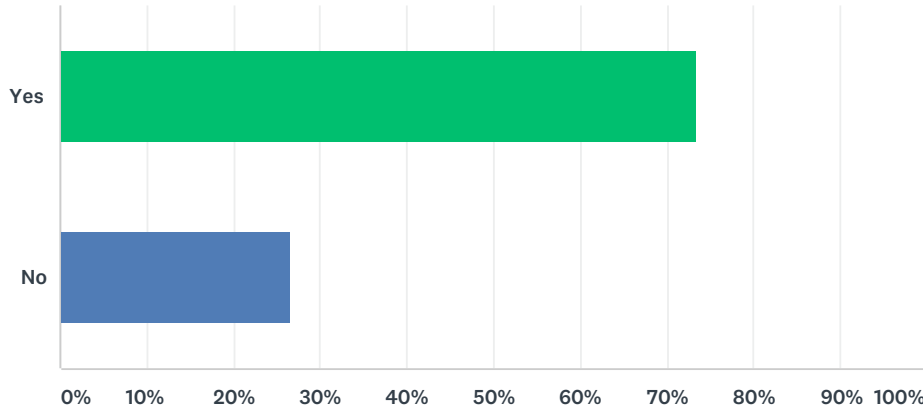
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	59.02%	36
No	40.98%	25
TOTAL		61

Q15 Has your business revenue grown in the last 12 months?

Answered: 60 Skipped: 1

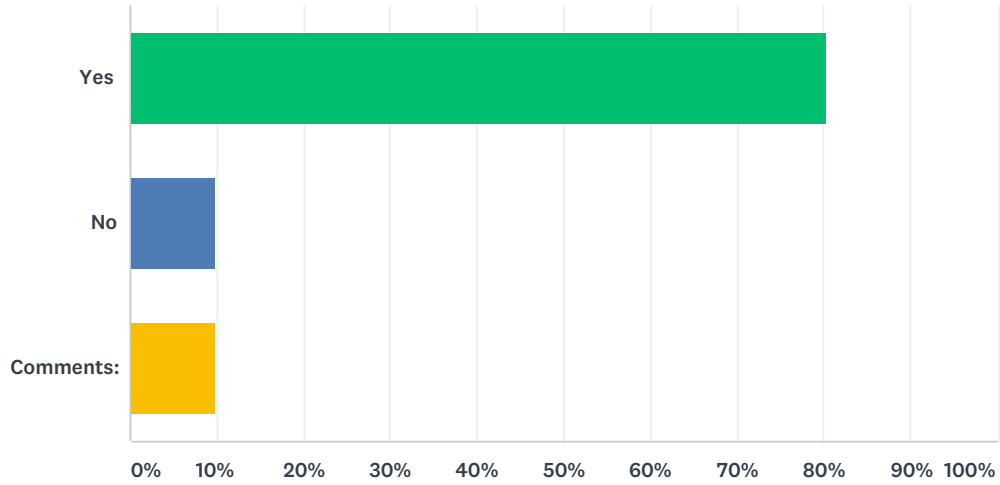


ANSWER CHOICES	RESPONSES	
Yes	73.33%	44
No	26.67%	16
TOTAL		60

#	COMMENTS:	DATE
1	Toys r us closing has significantly helped	10/12/2018 11:18 AM
2	We haven't even been open 12 months! ;)	9/26/2018 5:10 PM
3	sales are flat compared to 2017 which was a down year which means we are still down.	9/25/2018 9:43 AM
4	slightly, considering...	9/21/2018 9:18 AM
5	My business(es) are mature and stable. I don't really look for significant growth, even in the current market.	9/20/2018 5:11 PM
6	n/a	9/20/2018 2:14 PM
7	Added new services and new focus areas.	9/20/2018 12:51 PM
8	Our business fluctuates month by month. But on the major part it is doing well.	9/20/2018 9:30 AM

Q16 Are you anticipating revenue growth in the next 12 months?

Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	80.33%	49
No	9.84%	6
Comments:	9.84%	6
TOTAL		61

#	COMMENTS:	DATE
1	Hoping	10/12/2018 7:29 PM
2	Not sure, but doing all we can to make it so.	9/25/2018 9:43 AM
3	n/a	9/20/2018 2:14 PM
4	Hopefully. depends on the Legislature	9/20/2018 1:20 PM
5	Don't know.	9/20/2018 12:51 PM
6	We are because our CEO is adding a couple of divisions that are new in the printing business that we now customers are looking for.	9/20/2018 9:30 AM

Q17 What is the value of AIBA to you or your business?

Answered: 51 Skipped: 10

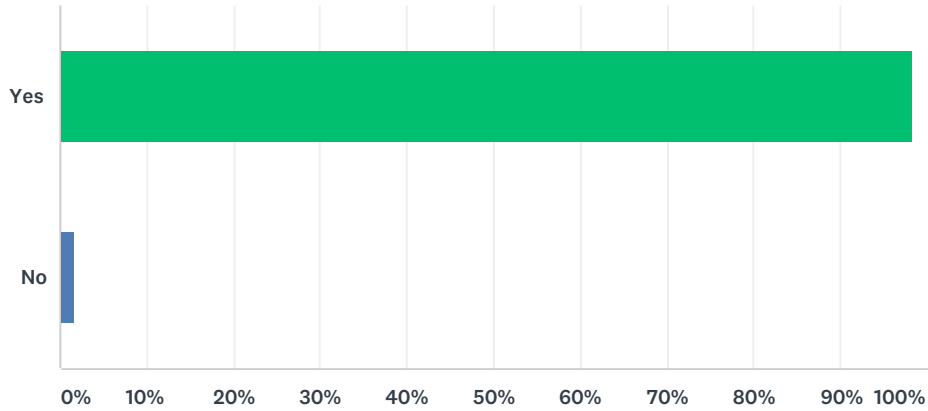
#	RESPONSES	DATE
1	Consistent messaging to city leadership re the importance of local small businesses, marketing, beating the local is best drum	10/16/2018 10:50 AM
2	Community. Potential of marketing.	10/16/2018 9:44 AM
3	connections to managers of companies who may become clients	10/16/2018 8:51 AM
4	High	10/16/2018 8:20 AM
5	I value the Keep It Local economic model. It is vital to our long term security as a city.	10/15/2018 11:30 AM
6	Increase local awareness	10/12/2018 8:40 PM
7	I'm mostly a member for promotion and community recognition of my services and longevity.	10/12/2018 7:29 PM
8	Important - it is a meaningful organization and good for the community	10/12/2018 3:36 PM
9	I wish we could pay you a million dollars to keep doing the good work you do. I'm just grateful that you allow us to trade for our membership.	10/12/2018 1:34 PM
10	invaluable	10/12/2018 12:40 PM
11	It shows we are part of the beating heart of Austin and what makes Austin weird and different	10/12/2018 11:18 AM
12	Advocacy and the fact that "I know you are there" if and when I need to convey something to you.	10/12/2018 11:15 AM
13	Supporting locally owned business	10/12/2018 10:10 AM
14	There are several but I am short on time	10/12/2018 9:55 AM
15	Advocacy by standing up to our nutty city council.	10/12/2018 9:49 AM
16	it is valuable to be part of the Austin business-owner community. Especially since the influx of residents to Austin, the connection to other local Austinites who are shaping the Austin business culture is crucial	10/9/2018 9:58 AM
17	By promoting my business on the ibuyaustin website AIBA increases my SEO value. Members promoting our business has helped us secure more jobs.	10/2/2018 6:06 PM
18	I enjoy the community of peers. It helps, a little, publicize my business. It helps keep Austin Austin-y.	10/2/2018 8:00 AM
19	Networking, fellowship,	10/2/2018 7:47 AM
20	I feel that AIBA is important to keep local businesses working together and to have a voice that promotes local business to the city council and it's people.	10/1/2018 6:56 PM
21	Promoting keeping it local to consumers	10/1/2018 4:24 PM
22	Promoting locally-owned business is essential to our city's culture.	10/1/2018 3:15 PM
23	Hard to say they are a great value	10/1/2018 2:35 PM
24	Keeping the local message to residents and visitors	10/1/2018 1:59 PM
25	\$250/year	9/28/2018 5:27 PM
26	1 - Access to B2B clients as peers instead of 'targets' being able to meet people as friends first and establish trust through shared interests. 2 - Advocacy for the Brick and Mortar stores that keep our business alive. We don't have a store front, but all of our friends do. Keeping them strong keeps us strong. Thanks!	9/26/2018 5:10 PM
27	Voice for small business on every front- B2B, consumers and City hall	9/25/2018 9:43 AM
28	Local attention from community	9/22/2018 4:26 PM
29	Moderate value right now. But hoping to increase that as I become more involved	9/22/2018 9:17 AM

AIBA Member Survey

30	AIBA is and will be our advocate for as long as we can run our business.	9/21/2018 12:26 PM
31	I don't know what I'd do without you!	9/21/2018 9:18 AM
32	Supporting an organization that has values in line with my ethics.	9/20/2018 9:41 PM
33	?	9/20/2018 7:11 PM
34	First and foremost, community. Having regular meetings with like-minded folks not only provides information and networking opportunities, it provides support and a sense of community, so I don't feel I'm going it alone against challenges.	9/20/2018 5:11 PM
35	Having an experienced political voice to advocate for small business and help us stay informed of the sneaky changes that get made without our knowledge has been amazing! Worth every penny!	9/20/2018 5:06 PM
36	It helps us stay connected to the community that is a vital part of Austin and makes Austin a unique place and a great place to live and work.	9/20/2018 4:02 PM
37	Community and advocacy. Networking. Supporting each other.	9/20/2018 3:28 PM
38	?	9/20/2018 3:19 PM
39	Can't put a dollar sign on it but I enjoy meeting people at events and helping educate those in need.	9/20/2018 1:20 PM
40	Again, need to explore options more.	9/20/2018 11:11 AM
41	zero	9/20/2018 10:31 AM
42	The value of local, community, and sense of grassroots businesses. We are losing that environment in Austin with all these corporate companies coming in.	9/20/2018 10:25 AM
43	The resources, awareness, and opportunities to meet other people in similar positions. The knowledge that if I do identify anything I might need, I know the staff will/would do their utmost effort to do it.	9/20/2018 10:20 AM
44	My relationship with Rebecca and advocacy.	9/20/2018 10:19 AM
45	AIBA has a great presence in the community. Being associated in this organization has helped find new clients and build relationships that we would otherwise not have cultivated this year.	9/20/2018 9:30 AM
46	B to B marketing	9/20/2018 8:22 AM
47	The advocacy is a given. The marketing aspect depends on our pro active sales efforts. Our relationship with AIBA is a positive, when used. I wish more members would come to us to do business with other AIBA members.	9/20/2018 8:22 AM
48	AIBA itself has not been incredibly valuable since the focus appears to be on retail/bars/restaurants and not much on service-based businesses. We joined to support the local small business community. And while everyone has been very nice, there really has not been much of an outreach for how AIBA can help promote our business. Seems that every time a promotion comes out from AIBA it's not suited to our business since we are not reliant on foot traffic coming into our storefront.	9/20/2018 8:16 AM
49	Not sure yet, just joined	9/20/2018 7:52 AM
50	revenue, information, safety in numbers	9/20/2018 7:51 AM
51	100% grateful. Love it.	9/20/2018 7:51 AM

Q18 Would you recommend membership to AIBA to other businesses?

Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	98.33%	59
No	1.67%	1
TOTAL		60

#	WHY?	DATE
1	Networking and information dissemination.	10/16/2018 8:20 AM
2	Because you get to meet great local business owners.	10/15/2018 11:30 AM
3	Because of the political stances AIBA has taken.	10/15/2018 8:14 AM
4	Networking benefits.	10/12/2018 7:29 PM
5	See answer to #17 :)	10/12/2018 3:36 PM
6	Relationships! Ask me to tell you my Erica Rose story....	10/12/2018 1:34 PM
7	Because it connects you with good people	10/12/2018 11:18 AM
8	Because SOMEONE needs to represent small businesses in ATX. And, its a great group of folks.	10/12/2018 11:15 AM
9	It is a great resource	10/9/2018 9:58 AM
10	Independent business owners should band together	10/2/2018 6:06 PM
11	It is the only local business group that really contributes to the unique character of Austin, promoting, preserving and ideally enhancing the progressive, humane culture of Austin.	10/2/2018 8:00 AM
12	For all the reasons above	10/1/2018 6:56 PM
13	Great networking and support	10/1/2018 3:15 PM
14	The networking potential is great and the opportunity to be a part of a "place" is really invaluable.	9/28/2018 5:27 PM
15	Great way to meet people and get to know the local community. For B2C businesses, being part of the local team is a huge selling point in Austin. For B2B, there is no better way to meet real business owners on a level playing field	9/26/2018 5:10 PM
16	All all the reasons listed above.	9/25/2018 9:43 AM
17	To be present and have a voice for local business.	9/22/2018 4:26 PM

AIBA Member Survey

18	I believe small businesses need an advocate and an organization that helps them navigate the waters and move forward. Too many things for individuals to find out. It's good to have it come from one source.	9/22/2018 9:17 AM
19	Makes us all stronger	9/20/2018 7:11 PM
20	I do so regularly. I think it is a potentially power voice in Austin, and I hope to see it grow over the next decade.	9/20/2018 5:11 PM
21	as often and as loudly as I can.	9/20/2018 5:06 PM
22	Great networking, philosophy, mission	9/20/2018 1:20 PM
23	To the right business.	9/20/2018 12:51 PM
24	Good for branding as local business. Marketing and networking opportunities.	9/20/2018 11:11 AM
25	not sure	9/20/2018 10:31 AM
26	Yes and I send out the invite I receive form AIBA to two or three folks I meet at other monthly events to inform them of the benefits of joining AIBA	9/20/2018 9:30 AM
27	I already do. I recommend it often.	9/20/2018 8:22 AM

Q19 What can AIBA do to help you better?

Answered: 38 Skipped: 23

#	RESPONSES	DATE
1	More advocacy for the city to financially support local small business as opposed to large national/international corps	10/16/2018 10:50 AM
2	Respond to emails we send to you.	10/16/2018 9:44 AM
3	Be a better online market place for the local businesses. I want y'all to compete in SEO with Yelp as a place to rate and find local businesses. Utilizing all local media avenues (501 C-3s get free advertising on radio, print, TV and Google Adwords) to let Austin know to come to the AIBA to find, rate and review local businesses Austin style.	10/15/2018 11:30 AM
4	Increase local awareness thru IBIZ	10/12/2018 8:40 PM
5	Include my company and logo in promotions on FB, billboards, other media, etc.	10/12/2018 7:29 PM
6	keep up the good work	10/12/2018 12:40 PM
7	More networking events	10/12/2018 11:18 AM
8	Offer up ore reporting on what is going on down at City Council.	10/12/2018 11:15 AM
9	Shift some attention to service industry- healthcare for example	10/12/2018 10:10 AM
10	I am sure I can come up with something but this is taking longer than I have time for	10/12/2018 9:55 AM
11	You are doing great!	10/9/2018 9:58 AM
12	Make event information available on the FB group. Allow us to use AIBA images on our websites/social media to help promote the AIBA and ourselves through our membership	10/2/2018 6:06 PM
13	Find more ways to enhance our business' income	10/2/2018 8:00 AM
14	Educate college students on the importance of and to support local business	10/1/2018 6:56 PM
15	More frequent meetings/various times	10/1/2018 3:15 PM
16	More of the same! (oh, and tacos, lots and lots of breakfast tacos)	9/26/2018 5:10 PM
17	keep finding more ways to promote small biz to ever changing city of newcomers.	9/25/2018 9:43 AM
18	Webinars	9/22/2018 4:26 PM
19	I'll think on it.	9/21/2018 9:18 AM
20	Connect with prescreened potential client referrals.	9/20/2018 9:41 PM
21	You're doing it--varying times and days for meetings, so I have a chance of getting to one in my busy schedule. Presenting timely and useful discussions, and a variety of points of view.	9/20/2018 5:11 PM
22	Additional training classes with actual hands-on workshops, more diverse industry-specific gatherings.	9/20/2018 5:06 PM
23	You are doing a great job.	9/20/2018 4:02 PM
24	I'll find out!	9/20/2018 3:28 PM
25	Connect my organization with more employment partners. d	9/20/2018 3:19 PM
26	Keep us on your list just so we can get the real facts as to what is happening in this city.	9/20/2018 2:14 PM
27	Find interns who don't need to be paid to work and help small businesses	9/20/2018 1:20 PM
28	Include more emphasis on service businesses.	9/20/2018 12:51 PM
29	Don't know	9/20/2018 11:11 AM
30	shop locally	9/20/2018 10:31 AM

AIBA Member Survey

31	You all are one of my top sources for city council changes, other than ABJ; you all are doing a great job. I think that continuing with the network opportunities and the annual workshop is also great to remind us small organizations that we are not alone!	9/20/2018 10:25 AM
32	Possibly have some sessions on how to creatively promote businesses that are more service oriented than those which have physical items to sell. I don't know if there are enough of these "service" businesses but we are a different breed than a walk in establishment.	9/20/2018 10:20 AM
33	Keep me involved!	9/20/2018 10:19 AM
34	Just keep me informed on issues facing small business so that my CEO can take action if need be. And, continue to hold monthly meeting with interesting presenters that will educate us in ways that we can improve our business and help our workforce.	9/20/2018 9:30 AM
35	Promote shop members more, not just shop local. The coupon promotion would help that.	9/20/2018 8:22 AM
36	My primary issue (my perception, of course) is that AIBA focuses 90+% of the holiday/seasonal promotions on retail/restaurants and when I checked in about having us participate I received a "Thanks for asking but this sort of promotion doesn't suit your business" response. We are a locally-owned, small business but seems that we don't fit into the mold of how the AIBA promotion machine works?	9/20/2018 8:16 AM
37	support local businesses using local businesses	9/20/2018 7:52 AM
38	Just keep being here. Thank you.	9/20/2018 7:51 AM

Q20 Is there anything else you'd like to tell us that we haven't asked?

Answered: 32 Skipped: 29

#	RESPONSES	DATE
1	No, thank you1	10/16/2018 9:44 AM
2	no except thanks for the great job!	10/16/2018 8:51 AM
3	I LOVE YOU :)	10/15/2018 11:30 AM
4	no	10/12/2018 12:40 PM
5	Hosting parties at the stores you represent might be a good idea. I know Austin woman holds monthly magazine release parties at different stores who advertise with them	10/12/2018 11:18 AM
6	not at this time	10/12/2018 9:55 AM
7	I really appreciate all the hard work Rebecca, Donna, Dixie and everyone else puts into the organization. Your passion shines through!	10/9/2018 9:58 AM
8	Nope!	10/2/2018 6:06 PM
9	no thanks	10/2/2018 8:00 AM
10	no	10/1/2018 6:56 PM
11	Appreciate you!	10/1/2018 3:15 PM
12	No critiques,just a general "thanks for being good people" - our experience so far has been nothing but great, we look forward to what's next	9/26/2018 5:10 PM
13	Nope	9/25/2018 9:43 AM
14	n/a	9/22/2018 4:26 PM
15	Nope.	9/21/2018 9:18 AM
16	Nope.	9/20/2018 9:41 PM
17	nope	9/20/2018 5:11 PM
18	The gatherings seem to be people of an older age bracket. Perhaps there is a way to draw in the younger business owners who could learn from the folks who have been doing it for longer as well as the older folks learning about new tech and business practices from the younger owner/operators.	9/20/2018 5:06 PM
19	No.	9/20/2018 4:02 PM
20	We're excited to have joined.	9/20/2018 3:28 PM
21	N/A	9/20/2018 3:19 PM
22	No	9/20/2018 1:20 PM
23	No	9/20/2018 12:51 PM
24	Not now. Thank you!	9/20/2018 11:11 AM
25	austin a bunch of hypocrits	9/20/2018 10:31 AM
26	You haven't directly asked about whether Rebecca and the staff are effective and responsive to members. The answer to that is ABSOLUTELY AND ALWAYS. Couldn't be a more hardworking and cohesive team.	9/20/2018 10:20 AM
27	Nope	9/20/2018 10:19 AM

AIBA Member Survey

28	How I have personally grown from being a member of AIBA. I have met some wonderful people that I enjoy meeting for coffee or lunch and continue discussions that come out of the AIBA breakfasts. I have also been able to talk about personal matters with people I have learned to trust. I also enjoy the meeting place at Bookpeople. It is always uplifting to see so many folks in the bookstore enjoying the many areas of the store. People of all ages, truly wonderful.	9/20/2018 9:30 AM
29	I appreciate all your efforts. You're doing a great job. I wish I were able to attend more events. The few I have attended have been fun and valuable.	9/20/2018 8:22 AM
30	I am not a fan of the four part conflict series, or any series lasting that long. This topic doesn't thrill me, therefore I am out for all these meetings.	9/20/2018 8:22 AM
31	I appreciate the opportunity to share my concerns.	9/20/2018 8:16 AM
32	No	9/20/2018 7:51 AM
