



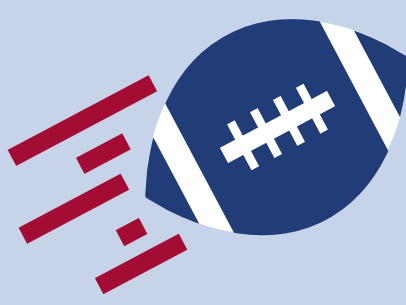
Discrimination is bad. ★ ★ ★
It's bad for business.
It's bad for Texas.

★ If we pass a bathroom bill, ★

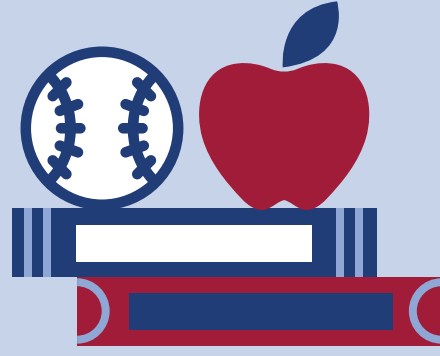
we jeopardize talent, jobs, tourism, business and

\$5.6 billion.*

★ Who Texas could lose ★



NFL



NCAA



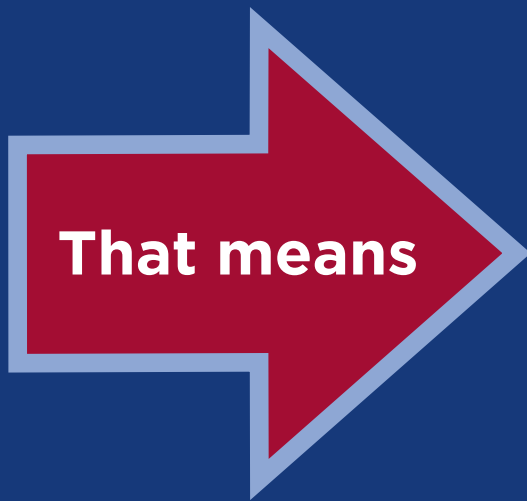
NBA

Top-tier sporting events hosted by organizations that oppose discrimination

★ What Texas could lose ★

\$1.04 billion

in tourism



\$284.4 million

in labor income and

\$52.5 million

in rural communities



and **\$35.3 million** in state tax revenue used for highway maintenance and other state services.

★ Why Texas will lose business ★

Fortune 500 companies ban discrimination.



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

★ Ask North Carolina how well it worked ★



After passing the bathroom bill, they lost up to **\$630 million** in revenue in less than one year.

Let's not be North Carolina.



We're Texas.

*The Cost of Discriminatory Legislation Economic Impact Study, April 2017 by Angelou Economics
 Legislative Advertising paid for by Texas Association of Business, Bob Cartwright, Treasurer.