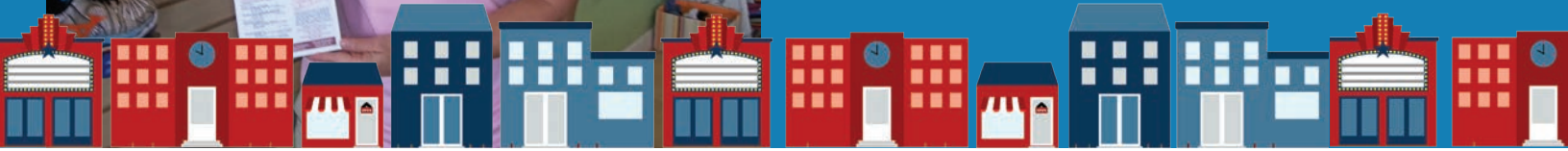




Kimberly Bachmeier

Fit TRI Run

Galveston, Texas



What do you sell?

Fit TRI Run is a specialty running and triathlon retail store. We specialize in matching people with superior products - including athletic shoes, apparel, nutrition, and accessories - to create happier feet and happier bodies. At Fit TRI Run, we are experts at fitting people for shoes and offering effective foot solutions. When you come to our store, we take the guesswork out of the equation and guarantee you an enjoyable shopping experience. We learn about you, the customer. We listen to your needs and wants, identify any issues, and assist you in finding the best shoes and other products to fit your running, walking, fitness and multi-sport needs.

How long have you been in business?

Six years - We opened the summer of 2009 (less than a year after Hurricane Ike).

How many employees do you have?

We have two full time staff, myself and my husband, Steve, and six part time employees. I would love to hire another full time employee so we can grow.

How are you engaged in the community?

We host health education seminars, offer training programs for running and walking, provide resources such as running routes to customers, host and support local races, and encourage others involved in fitness to share their events on our website. We also created a running program that rewards kids for participating in and completing this program. In addition, we organize and sponsor social runs in the community and support local fundraising efforts such as Girl Scout cookie selling efforts and the local Knights of Columbus beer & burger nights.

We host an annual Christmas party for our customers and host happy hour and Ladies' Nights. Customers can stop by our shop any time and have a cup of coffee or Popsicle. We call ourselves the "coffee shop of running stores."

How has the online sale tax loophole impacted your business?

While I do have loyal customers who choose to shop with us, some of these loyal customers purchase products online when a "savings" is involved. Not all consumers consider the positive impact that the brick-and-mortar sales tax has on our local community. We suspect we lose a notable number of repeat sales. Currently, out-of-state online competitors are able to undercut us on total price, while benefitting from the education and time we give to the customer. I pour my heart, soul, and passion into my shop and the services I provide to the community. And while I understand that people generally appreciate this personalized attention and buy from people, saving money also can be big motivating factor when making a purchase.

Logistically, closing the tax loophole does not seem like a big deal, but it is critical to the survival and success of small businesses like Fit TRI Run. Our legislators need to pass the eFairness law as soon as possible. They have the opportunity to save small businesses like mine to preserve the heartbeat of America.

