



Economic
Development

Chamber of Commerce Services Contract



Burleson Area Chamber of Commerce



- Vision Statement

To be recognized as an effective resource, providing relevant, innovative, and impactful programming that ensures a healthy business climate and an enhanced quality of life for the entire Burleson area

- Mission Statement

To be an advocate for our members and for business in Burleson. We are in Business for Business.

- Core Values

Strengthen the local economy by providing events that bring in individuals from outside the Burleson Area

Promote the community by marketing Burleson as a destination for new businesses, active older adults and potential employees

Provide business to business networking opportunities by organizing and hosting Luncheons, Business After Hours and Special Events for our Chamber members

Build community-wide leadership by encouraging and developing a shared vision for the future of Burleson

BACC Current Activities



- ## Activities

- Quarterly Luncheons
- Ribbon Cuttings
- Member Events (networking, training, etc.)
- Small Business Resources

Burleson Area Chamber of Commerce

- Previous to last year the City and the Chamber did not have an agreement in place.
- The Chamber requested the agreement for services.
- The City worked with the Chamber to outline the services being split with EDC business retention meetings and Hot/Mot qualified tourism events.
- The agreement also outlined that the annual golf tournament be alternated and held at Hidden Creek every other year.
- The agreement is on a yearly basis and is approved each year with the City Council



- The Chamber is local and deepening the relationships with businesses is a benefit to the City as well.
- The business visits gives us more information about a business that may be looking to expand or obstacles that they are facing that we can assist with.
- The agreement extends the personal touch of business retention for the City.
- The tourism events outlined in the agreement gives us the confidence that they will be happening each year and can plan more efficiently for them and increase hotel stays.

Burleson Area Chamber of Commerce 2023 Recap

Business Retention

- 100 business retention visits and surveys were completed. They were from all industries and size in the community.
 - 93.2% of businesses stated that their satisfaction level was above average of doing business in Burleson.
 - Over 50% of the employees live in Burleson.
 - Some of the top challenges were employee retention, cost of supplies, competition, area construction and parking.
 - 4 of the businesses surveyed are planning on expanding.



Tourism

- Honey Tour is back after a 3 year hiatus! The 22nd Annual ride was a huge success over the Memorial Day Holiday.
 - Over 800 riders from all over the State participated in the event as well as a rider from Las Vegas and Utah.
 - Advertising of the event happened all over the State through digital billboards, mailers and print advertisement.
 - The Chamber teamed up with the Parks Department to host the BTX Honey Tour Festival in conjunction of the ride.
- Full Circle Women's Conference
 - The Power of Heels welcomed women from all over the metroplex for the event.

BACC Contract Services

Business Retention

Conduct 100 annual business retention meetings with businesses to gather key information

EDC to collaborate on questions and information to gather at meetings

Deliverables include: contact updates, business anniversaries, summary of business strength, key issues and growth plans

Tourism

Host three events a year that are focused on bringing people from outside Burleson as well as adding to the quality of life in the community

Burleson Honey Tour Bike Ride - Long running bike ride event continue in 2024

Power of Heels Full Circle Women's Conference 2024 - Full day event to inspire women professionally and personally

Downtown Dine-Out - New event featuring collaborative outdoor dinner

BACC Contract Terms

\$50,000 - total contract price with annual renewal and Council approval each year

- **Business Retention**

\$20,000 annually

Approx. 130 hours (~\$150/Hour)

This is a 4A expense

- **Tourism**

\$10,000 per event (\$30,000 total)

In lieu of BACC HOT/MOT Grant

This is a HOT/MOT expense

- **Terms**

Produce 4 quarterly reports within 30 days of the end of each quarter

Host annual BACC golf tournament at Hidden Creek Golf Course every other year

Utilize Burleson catering for State of the City and EDC Luncheons

- **Termination/Breach**

Should BACC not perform, they would be ineligible for any City funding for one year

Either party may terminate with 30 days written notice



Board Action Requested

Services Contract with the Burleson Area Chamber of Commerce for Small Business and Tourism Services in the amount of \$50,000



Approve as presented



Deny