



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 and New Objectives



● Activities

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

● Objectives

- Seeking additional revenue stream
- Desire for formal partnership with City of Burleson

BACC Request

BACC has requested entering a formal annual contract with the City to provided services to benefit shared EDC/BACC objectives



Business Retention



Tourism

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 to return in 2023

Power of Heels Full Circle Women's Conference 2023 - Full day event to inspire women professionally and personally

One additional tourism event in 2024 to be determined

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