

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









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 Proposed 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

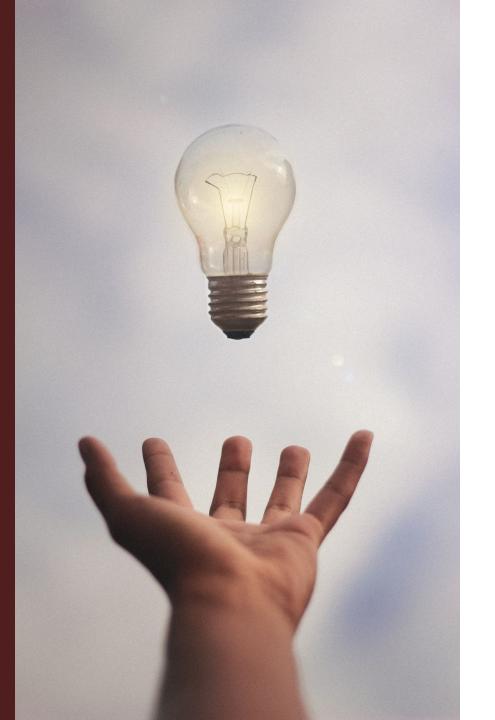
Termination/Breach

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

Either party may terminate with 30 days written notice







Questions/Comments

Council Direction Requested

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







Staff will follow up with formal contract at future meeting

