

Chamber of Commerce Services Contract Annual Renewal



Burleson Area Chamber of Commerce



- Led by Executive Director, Melissa Miller and Board of Directors comprised of local stakeholders
- City has contracted with BACC each year since 2022
- BACC and EDC work cooperatively on numerous events

BACC Current Activities



- Quarterly Luncheons
 - Including State of the City and EDC Update
- New Business Ribbon Cuttings
- Member Events
 - Networking, training, etc.
- Small Business Resources
- Community/Tourism Events

Service Contract 2024 Recap

Business Retention

- Business retention visits and surveys were conducted with businesses from all industries and sizes in Burleson
 - 91.7% of businesses rated their satisfaction of the Business Environment/Community above average
 - 65.6% of businesses have plans for expansion
 - City services such as permitting (65.2%) and communications (71.5%) both received marks above average satisfaction
 - 89.1% of all business reported an above average satisfaction in doing business in Burleson



Tourism

- The 23rd Annual Honey Tour was held once again over the Memorial Day Holiday
 - 622 riders from all over the State as well as a rider from Mexico
 - Social media ads and billboards promoted the event throughout the State along with flyers distributed widely across the metroplex
 - The BTX Honey Tour Carnival was hosted in conjunction with the ride
- Full Circle Women's Conference
 - The Power of Heels hosted women from all over the metroplex for the event
 - Jen Tordyk of HGTV fame, and local author Christy Beam headlined the event along with six breakout sessions

BACC Contract Services

Business Retention

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

EDC to collaborate on list of businesses, questions and information to gather at meetings

Deliverables include:

- Contact updates
- Business anniversaries
- Summary of business strengths & key issues
- Growth plans
- Survey statistics

Tourism

Host three events per year that are focused on drawing in out-of-town visitors and adding to Burleson's quality of life

- 24th Honey Tour Bike Ride - Long running bike ride event featuring 7, 20, 30, 46, and 67 mile routes
- Power of Heels Full Circle Women's Conference - Full day event providing inspiration and professional development for women
- BTX Trail Ride - New event featuring a trail ride utilizing Burleson's existing mountain bike trails

BACC Contract Terms

\$50,000 - total contract price for one year and requires annual City Council approval

- **Business Retention**

\$20,000 annually

This is a 4A expense

- **Tourism**

\$10,000 per event (up to three events)

Reimburses advertising costs beyond 50mi.

In lieu of BACC HOT/MOT grant

This is a HOT/MOT expense

- **Terms**

Produce a quarterly report within 30 days of the end of each quarter

Host annual BACC golf tournament at Hidden Creek Golf Course bi-annually

Utilize Burleson catering for State of the City and EDC Quarterly 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



Requested Action

Consider approval of a one-year Services Contract with the Burleson Area Chamber of Commerce in the amount of \$50,000



Approve as presented



Deny