
City Council Regular Meeting

DEPARTMENT: Economic Development

FROM: Alex Philips, Economic Development Director

MEETING: October 20, 2025

SUBJECT:

Consider and take possible action on a minute order ratifying the 4A Economic Development Corporation Board's actions on the approval of a one-year services contract with the Burleson Area Chamber of Commerce in the amount of \$40,000. (*Staff Contact: Alex Philips, Economic Development Director*)

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
 High Performing City Organization Providing Exceptional, People Focused Services	1.2 Continue to improve the efficiency and productivity of operations 1.3 Deliver high-quality service and communications to external and internal customers

SUMMARY:

SUMMARY:

The City Council and the Burleson 4A Economic Development Corporation approved the previous years' contract on November 18, 2024.

The Burleson Area Chamber of Commerce (BACC) has a mission to be an advocate for their members and for business in Burleson. Part of their core activities include; quarterly luncheon meetings (including the State of the City and Economic Development Update), ribbon cuttings for new businesses, networking events, training and small business resources. The BACC desires to have a formal partnership with the City of Burleson and collaborate on shared objectives with Economic Development.

The BACC has proposed a services contract for formalize this partnership. The contract would primarily focus on two shared objectives; Business Retention and Tourism. The following outlines contract deliverables and fees:

Business Retention

- BACC will conduct one hundred (100) meetings annually local businesses to gather key business information. The EDC will collaborate to compile list of businesses and data to gather by October 31st.
- BACC will produce four (4) quarterly reports with business retention findings within thirty (30) days of the end of each quarter.
- BACC will contract catering service for the annual State of the City Luncheon, and EDC Luncheon events with a business located within the City Limits of the City of Burleson.

Tourism

- BACC will conduct two (2) annual tourism based events in the City of Burleson. Events should focus on attracting visitors from outside the City of Burleson and generate overnight stays in hotels or motels within the city limits of the City of Burleson.
- Advertising for these events should be focus outside of fifty (50) miles from the City of Burleson.
- These events should include The Burleson Honey Tour Bike Ride and The Full Circle Women's Conference.
- Contractor shall alternate the host location of the Annual Burleson Area Chamber of Commerce Golf Classic to include Hidden Creek Golf Course every other year.

The total fee for these services is proposed to be \$40,000.

- Business retention: \$20,000 (this amount is a 4A expense)
- Tourism: \$20,000 (or, \$15,000 for Burleson Honey Tour and \$5,000 for the Full Circle Women's Conference) (this amount is a HOT/MOT expense)

This fee will be in lieu of BACC's annual HOT/MOT grant awards

Should BACC not perform or breach the contract, they would not be eligible for any City funding for one year. Either party may terminate the contract with 30 days written notice.

The Burleson Area Chamber of Commerce did meet all the obligations outlined in the previous years' agreement.

Business Retention

- BACC conducted one hundred (100) meetings with local businesses to gather key business information.

- BACC produced four (4) quarterly reports with business retention findings within thirty (30) days of the end of each quarter.

- BACC did utilize catering services for the annual State of the City Luncheon, and EDC Luncheon events with a business located within the City Limits of the City of Burleson.

Tourism

- BACC conducted three (3) annual tourism-based events in the City of Burleson. Events should focus on attracting visitors from outside the City of Burleson and generate overnight stays in hotels or motels within the city limits of the City of Burleson.

- BACC Golf Tournament was held at Hidden Creek Golf Course

RECOMMENDATION:

Staff recommends approval

PRIOR ACTION/INPUT (Council, Boards, Citizens):

The Burleson 4A Corporation approved the contract on October 20, 2025

REFERENCE:

Insert CSO# if applicable

Insert resolution or ordinance change

FISCAL IMPACT:

Proposed Expenditure/Revenue:

Account Number(s): 2014201-66046

Fund: 4A

Account Description: Business Retention

Procurement Method: N/A

STAFF CONTACT:

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