

Memorandum

To: Honorable Mayor Shetter and members of the Burleson City Council

From: Shai Roos, AICP, Community and Economic Development Director

Date: June 1, 2009

Subject: Approve a contract for economic development services between the City of Burleson and Burleson Area Chamber of Commerce.

Council Action Requested:

Approve an economic development services contract for \$91,000 between Burleson Area Chamber of Commerce and the City of Burleson.

Background Information:

The City of Burleson contracts with the Chamber for certain economic development services using the Hotel/Motel fund. The attached agreement and the Chamber's hotel/motel fund related budget show a clear expectation of the services that the Chamber will be providing as a result of this agreement. Those services include continuing the Chamber's traditional community events, marketing and promoting the City, and assisting the City in surveying the community as part of increasing visitor and convention business, among others.

Financial Considerations:

The contract is for \$91,000 out of which the City Council previously authorized payment of \$43,000 during the FY 2008-2009 budget approval process. Additional funds in the amount of \$48,000 are being requested and are available in the Hotel/Motel Fund in account number 105-1021-564.82-02.

Attachments:

1. 2008-2009 City and Chamber Services Contract

Staff Contact:

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Attachment 1: 2008-2009 City and Chamber Services Contract

THE STATE OF TEXAS

ECONOMIC DEVELOPMENT
SERVICES CONTRACT

COUNTY OF JOHNSON

THIS ECONOMIC DEVELOPMENT SERVICES CONTRACT (hereafter referred to as "Contract") is made by and between the **BURLESON CHAMBER OF COMMERCE**, a Texas nonprofit corporation (hereafter referred to as "CHAMBER") and the **CITY OF BURLESON, TEXAS**, a municipal corporation located in Johnson County, Texas (hereafter referred to as "CITY"), each acting by and through its duly authorized representatives.

WHEREAS, CITY desires to contract with the CHAMBER on an independent contractor basis to procure economic development services, and CHAMBER desires to furnish economic development services to CITY. It is the intent of the parties that CHAMBER and CITY shall establish and maintain an "arms length" relationship in which CHAMBER provides specific, measurable services, as more fully described below, in exchange for a specific amount of monetary remuneration, as more fully set forth below; and

WHEREAS, both CITY and CHAMBER formalized their agreement for economic development services by Contract in 1994; and

WHEREAS, periodic modifications have been made to the Contract and as of the execution date of this Contract, the full, complete, revised and current Contract is as stated herein; **NOW THEREFORE**

The parties agree as follows:

- I. **Contract.** CITY contracts with CHAMBER, and CHAMBER agrees in accordance with the Contract, to provide specific measurable economic development services.
- II. **Scope of Services.** CHAMBER shall use its best efforts in rendering specific tourism and convention business related services. In this connection, CHAMBER will accomplish the following activities by providing the following specific, measurable services:
 - A. Assemble community business data by providing:
 - 1.) An update of community assets and liabilities through membership surveys;
 - 2.) Current and complete community information to existing and prospective tourism related industries;
 - 3.) Information on the composition, trends, and needs of the existing visitor and convention industry;

- 4.) An annual report of economic indicators that assesses the performance of Burleson's economy.
- B. Create an awareness for Burleson as a destination through the following activities:
- 1.) Establish and implement an awareness initiative, that includes:
 - a) Performing initiatives/events designed to heighten awareness of Burleson as a destination:
 - i) Farmer's Market.
 - ii) Honeyfest Bike Tour
 - iii) Combined Honeyfest and Cinco de Mayo Festival
 - iv) Taste of Burleson
 - b) The CHAMBER'S website shall be redone and include up to date visitor and tourism information, as well as a direct link on the Chamber's website homepage directly to the City's website, thus allowing the City to maintain and update its own information.
 - 2.) Manage a business retention program to include:
 - a) Conduct a survey of businesses and residents in association with City's comprehensive planning effort.
 - b) Provide a summary of the number of surveys conducted and the results of the survey as a component of the Annual Report;
 - 3.) Develop marketing materials and conduct promotional events to include:
 - a) A branding campaign for the City (to include brand identity, concept development and logo design for Old Town, Farmer's Market, TOD, Economic Development brochure/handout design, Business Park);
 - 4.) Create a Hospitality and Tourism program, composed of Burleson's major entertainment venues and full service hotels, to guide the efforts to facilitate and support the development of tourism. This will include:
 - a) Organize a Hospitality Task Force to evaluate and make recommendations regarding possible financing and public incentives.

III. Consideration for Services.

- A. In consideration for the economic development services to be provided by CHAMBER to CITY, CITY shall pay to CHAMBER the amount of \$91,000 for the twelve month period beginning October 1, 2008. This amount shall be paid to the CHAMBER by CITY in four equal payments: the first such payment shall be paid by CITY to CHAMBER on or before the 5th day of November 2008, or as soon thereafter as this Contract is approved by both parties, and the additional

EXECUTED this _____ day of _____, 2008.

CITY OF BURLESON

ATTEST:

Mayor

City Secretary

BURLESON AREA
CHAMBER OF COMMERCE

ATTEST:

Chair of the Board

Vice-Chair of the Board