



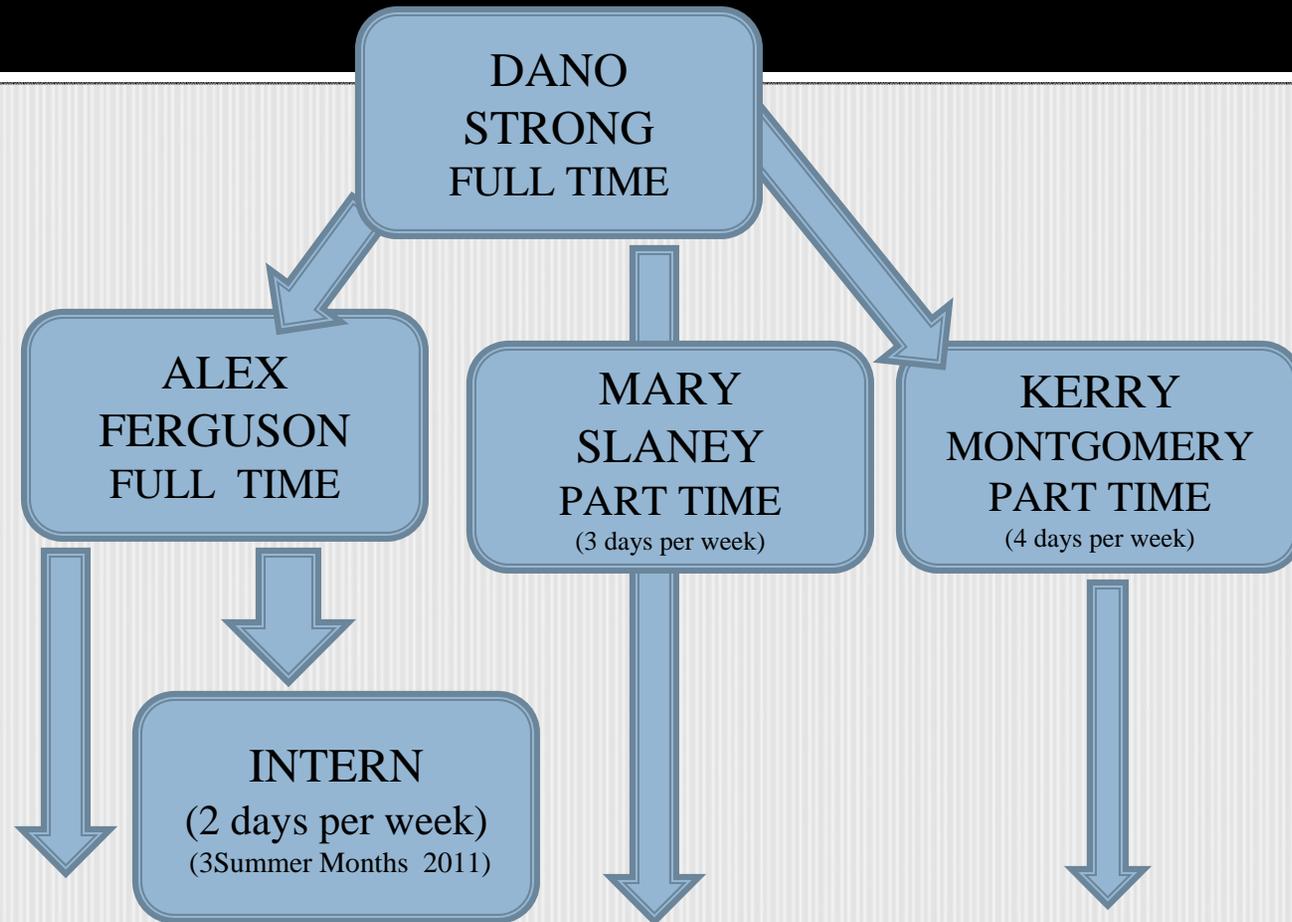
Burleson Area Chamber of Commerce & Visitor Center



**In Business For
Business**



Staff Flow



COMMUNITY SERVICE
900+ volunteer hours per year from Chamber Members alone...

Objectives



CITY
BRANDING

BUSINESS
TRUST

Business
Development
&
Communication

Tourism
&
United
Promotion

Economic
Development
Support & Marketing

COMMUNITY
SERVICE/SOCIAL
RESPONSIBILITY

BUSINESS
GROWTH
SUSTAINABILITY



Purpose



- At The Burleson Chamber It's More Than Just Business
- In a nutshell, the Burleson Area Chamber of Commerce serves as an information conduit to the City of Burleson, the people of the Burleson area, and the businesses that serve the area.
- If you need to know about something that is taking place in the area, the Chamber can help. If we do not have the information, we can point you in the right direction or show you how to find the answers.

Mission



- The mission of the Burleson Area Chamber of Commerce is to promote, support, and encourage positive economic development, as well as community and job growth in the Burleson Area.
- We do this by helping our member businesses grow, working with the City of Burleson, recruiting new members from outside the area, and filling the needs of our existing members to encourage membership retention. This is done with the ultimate goal of enhancing the quality of life for ALL the residents of the Burleson area.
- The BACC also supports and nurtures small businesses in the area which are crucial to the growth of the city. The Burleson Chamber prioritizes these relationships.



Past/Current Partnerships



- Companies/Jobs:
 - H-E-B, Grumps Burgers, Cartridge World, Fuzzy's, Mi Familia, Baskins Western Wear, Eisner Development, BISD, Texas Health Resources, Encore Apartments, Burleson Outdoor Power Equipment, Star Bank, Steel Station, Reis Event Management, Fresco's, Dr. Short ...etc.

- City Events/Marketing:
 - Founder's Day, Cinco De Mayo, Summer Concert Series, Boo Bash, Christmas Festivities, Parade of Lights, Valentine Festivities, Bunny Daze, Fourth of July...etc.



Current Marketing/Branding



- City & Chamber
- United & Consistent Image



Misconceptions



- Citizens think Chamber is “fully” funded by tax payers.
- Why was 2011 Gala held at Crown Plaza outside of Burleson?
 - No venue large enough to host 400+ guests besides SPJST lodge. We have used SPJST location previously, however decoration costs reduced profit margin. Crowne Plaza needed *minimal* decorating and is a Chamber member. We daily hope for a place to host elegant events with minimal transformations to the venue (i.e: New Hotel/Conference center.)
- No political agenda
 - Chamber is a neutral entity. We do have members that belong to every political party and religious affiliation; however, the Chamber and staff do not support or endorse any one group.



Misconceptions Continued



- Visitor Center (24/7 Lobby)
 - Some do not know we have a visitor center. It is not mentioned to those that call the city as often as needed. We need to publicize this better.
 - We have two visitor centers. One in Old Town and one at Burleson Chamber (We suggest the Old Town visitor center have consistent information with the Chamber.)
- Why does the Chamber support companies and have members out of the city limits?
 - We are the Burleson *Area* Chamber. Ex: Huguley Hospital- 1500 of their employees stay, live, play, shop and eat in our city...others such as Alcon, Haliburton and Saber contribute to OUR commerce and benefit the city of Burleson.
- The city is not promoted on BACC website?
 - This is incorrect. BACC does support the city on our website in multiple places such as: the homepage, police listings and apartment safety refers directly back to Sergeant Owens, links and city web page pictures are in various places to unify our website with the city and direct links to City web page and Economic Development. The site is consistent and enables users to find many city links.

Chamber Groups



- Daily/Weekly Networking
- Ambassadors
- Diplomats
- Power of Heels (Women's Division)
- Youth Initiative (8th-12th Grade)
- Lunch & Learn
- Think Tank- Business Round Table
- Community Ribbon Cuttings
- Board and various meetings/committees
- 12 at 12 Meetings
- Potential New Business Meetings

Volunteer Hours



(Johnson County Corrections Dept. Only)

- 2009: 514 hours
- 2010: 677 hours and 15 minutes
- 2011: 328 hours and 15 minutes (as of June 2011)

- COST:
- 2009: 514 x \$8.5= \$ 4,369
- 2010: 677.15 x \$8.5= \$ 5,755.78
- 2011: 328.15 x \$8.5= \$ 2,789.28 (as of June 2011)

*These volunteers help clean, answer phones, do yard work, trash pick up, make new comer packets, copy, move furniture before/after events and other tasks needing to be done around the office...It does take staff hours to manage volunteers.



*Above numbers do NOT include 900+ est. hours of board and committees for other events...

Tourism / Impressions



▪Maps	20, 000 maps purchased	20,000
▪Magazine	10,000 Directories purchased	10,000
▪Mail outs	5 per week x 52 weeks =	260
▪Referrals	20 per week x 52 weeks =	1,040
▪Call ins	100-200 per week x 52 weeks =	10,400
▪Walk ins	8 per week x 52 weeks=	416
▪Visitor Center (24/7)	50 per week x 52 weeks=	2,600
▪Tradeshows	3000 people per show x 3 =	9,000
▪Website	350 visits per week x 52 weeks =	18,200
▪Welcome Wagon	80 a month x 12 months	960
▪Your New Neighborhood Bags (Burleson Only)	100 a month x 12 months	1,200
▪Jelly Stone Park	50 people x 7 groups per year	350
▪AARP	60 one speaking engagement	60
▪Heritage Foundation	30 people x 12 groups per year	360
▪Publications: (see marketing)	Unlimited	

Tourism / Impressions Continued



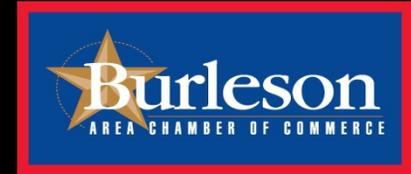
▪eBlasts	2000 inboxes x 2 per week x 52 weeks	208,000
▪Networking/Rotary/Lions Speaking	60 people x 14 groups per year	840
▪Bags for Hotels (BYA) Burleson Only Hotels	2000 bags	2,000
▪Super Bowl 2011 Transportation (TV Publicity/Radio Stations)	390,000 x 3 times x 2 channels	2,340,000
▪Word of Mouth	60 people x 52 weeks x 4staff	12,480
×Zonta International	50 people	50
×Women's Job Corp	110 people	110
▪Kiwanis	30 people x 2 times a year	60

2,638,386



(Moments of opportunity to create a relationship for the City per year)

Future Partnership



- Development & Marketing of “Old Town Association”.
- Conference/Hotel Center will be a great place for future large events. Ex: Gala, Networking, Luncheons, County Summit, North Texas Workforce Meetings, etc.
- Marketing Strategy for Community Facilities & Events
- Workshop with the City, BISD, and Chamber (every six months)
- Mutual Communication
 - (How do we share information better? Partnership meetings with City/BACC staff?)



Marketing/Branding



■ Publications

- **Burleson star** (Reaches 3,000 per month)
- **Burleson NOW** (Reaches 35,000 per month)
- **Cleburne Times Review** (Reaches 14,000 per month)
- **Burleson Crowley Connection** (Reaches 45,000 per month)
- **Community Life** (Reaches 22,500 per month)
- **Local Life** (Reaches 38,000 per month)
- **Stay and Play** (Reaches 40,000 per month)
- **Referral Resource Guide** (Published 2x a year 65 + drop locations in DFW area)
- **Drive DFW** (Reached every rental car leaving airport during holidays and super bowl months)

How do we compare?



- Cleburne Chamber- 5 full time employees with insurance, about 960 Members
- Sq Feet: 5,960
- Chamber, ED, and Tourism all housed together

- Burleson Chamber- 2 full time/2 part time employees, about 650 Members
- Sq Feet: 3,000

Cleburne Chamber of Commerce CVB



817 645-2455
1511 W. Henderson
Cleburne, TX
www.cleburneconference.com
conference center & CVB



Events



- Awards Banquet (Winter) : 250 attendees
- Gala : 400 attendees
- Quarterly Lunch (Spring) : 180 attendees
- Honey Tour Bike Ride : 900 attendees
- Quarterly Lunch (Stacation) : 260 attendees
- New Employee Lunch for BISD : 350 est. attendees
- Taste of Burleson : 350 est. attendees
- Fall Golf Tournament (HC) : 300 est. attendees
- Quarterly Lunch (Fall) : 250 est. attendees
- Holiday Bazaar : 200-400 est. attendees

- After Hours- Monthly : 80-150 attendees
- Lunch & Learn – Monthly : 35 attendees
- Think Tank – Monthly : 10-25 attendees
- Youth Activities – Monthly : 5-12 attendees
- POH : 80-100 attendees
- 12x12 (fall 2010) : 30 attendees



Honey Tour



Each year almost 900 riders come into town and partake in all Burleson has to offer. Riders and their families stay, eat and play in Burleson.



Honey Tour
Burleson, Texas



2011

9 MILE • 30 MILE
51 MILE • 62 MILE

SATURDAY, MAY 28, 2011
Kerr Middle School • 517 SW Johnson Ave.
Registration Starts at 6:30 a.m. • Ride Starts at 8 a.m.
For More Information: 817.295.6121
www.burlesonareachamber.com
<http://honeytour.athlete360.com/>

The poster has a yellow honeycomb background. It features the event title "Honey Tour" in a cursive font, "Burleson, Texas" in a sans-serif font, and a silhouette of a cyclist on a bicycle. The year "2011" is written in a small box at the bottom of the cyclist's path. Below the title, the four race distances are listed in bold, black, sans-serif font. At the bottom, the date, location, and registration/ride start times are provided, along with contact information.

Gala



Over 240 volunteer hours used to make this event happen, great networking and social event to promote economy of Burleson



Thank You



Donors for one event



JY Ranch -1st National Bank of Burleson -1st Travel of Burleson- Academy Store- Accents -Albertsons -Ameriprise Financial -Art Brucks State Farm -Babes Billy Bob's - Burleson Athletic club -Cartridge World -City Market Cleburne Links -Comfort Inn - Copper Hill Alpaca Ranch- Cracker Barrel Dallas Star Foundation -Discount Tires- Dr Munoz JHC -El Fenix- Ellison Street Interiors- Flowers by Fran- Frescos -Gianni's Italian Café- Glenda's Custom Cakes -Glitz Boutique -Golf Etc. -Grumps Burgers- HEB -Hidden Creek Golf Course- HMMC -Holiday Inn- Home Pros Handyman & Pest -J&L Pest Control -JBS Ent. Inc (JJ Oyster Bar) -Briar Patch Beads- Kim & Kendall Jones - Kwik Kar on Wilshire -Lone Oak Winery -Lone Star Park -M Basem Chaker, MD - Mama's Pizza- Mi Familia- Michaels Cuisine -Miranda's Nichole Hartnett LMT -Now Magazine -Peter Piper Pizza -Pie Place Café & Bakery- Pinky's cupcakes- Pinnacle Bank- Ritz Salon & Spa- Roscoe's -Burleson Rustic Creek Ranch -Scensty Wickless Candles- Senator Rob Orr -Serendipity Salon -Song of Solomon- Sue Sistrunk - Remax - Sunset Winery & Vineyard- Tastefully Unique -Teresa Banks -Teresa Treasures- The Porch- Tidwell & Associates -TNT Embroidery -Top Producers Real estate -Vicki McCoy -Vista Mortgage -Western Chic -Wine Down- Woolard's Custom Jewlers



Quarterly Banquet & Lunches



What Goes into each of these Quarterly events?

(City is invited to have some type of promotion available at events) Ex: Stacation: BRICK speakers, Shai- 2030 program. City also used vendor booths for events this year.

- Facility
- Decorations
- Food
- Setup/Cleanup
- Scheduling
- Speakers
- Reservations
- Financial transactions
- Staff time
- Meetings
- Awards for January
- Sound Booth/IT/PowerPoint
- Staff member to manage day of-welcome/greet
- Registration table/check in-day of
- Marketing-Before/After; eNews, eBlasts, phone calls, returned calls, outside marketing, logo creation, social media event, website event, etc.

January 18th	:Awards Banquet, Sponsor: Texas Health Resources
April 14th	:Lunch, Sponsor: Honda
July 14th	:Lunch <i>Stacation</i> Theme, Sponsor: Jelly Stone Park
October 13th	:Lunch, Sponsor: Huguley Hospital



Business After Hours (BAH)



- Average attendance 80-150 people
- New location/food each month
- Brings in members and non-members: builds relationships, business to business, networking *IN* Burleson
- Volunteer hours: 2 members manage with staff support
- Marketing: eBlasts, eNews, printed copy/ink and staff time



What does it take to manage these?



- Staff hours
- Phone calls/emails/meetings
- Reports to BOD
- Financial transactions- membership
- Community Ribbon Cuttings
- Staff member to manage day of-welcome/greet
- Marketing-Before/After; eNews, eBlasts, phone calls, returned calls, outside marketing, logo creation/placement, social media event, website event, etc.

Each person in each of these groups is connected to 150 people, spreading goodwill for the City & Chamber. People who invest time, also invest funds...



Diplomats (Random Acts of Kindness) Member Retention



Ribbon Cuttings



Community Ribbon Cuttings

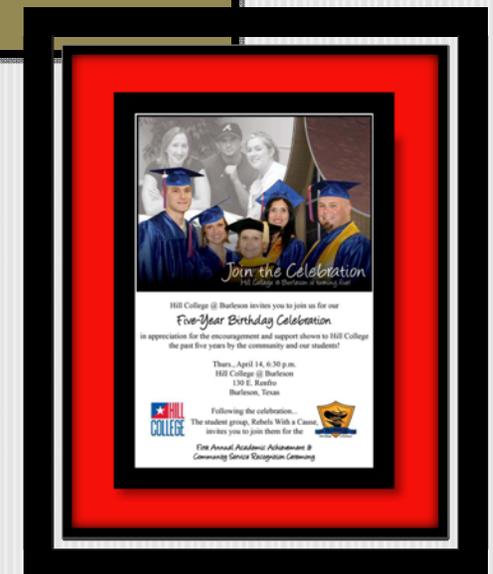


- Event from 4:30-5:30 once a month
- Marketing, staff makes phone calls, makes reservations, takes cancelations, answers emails and sets up food
- Food donated by American National Bank-bought at HEB – picked up by staff

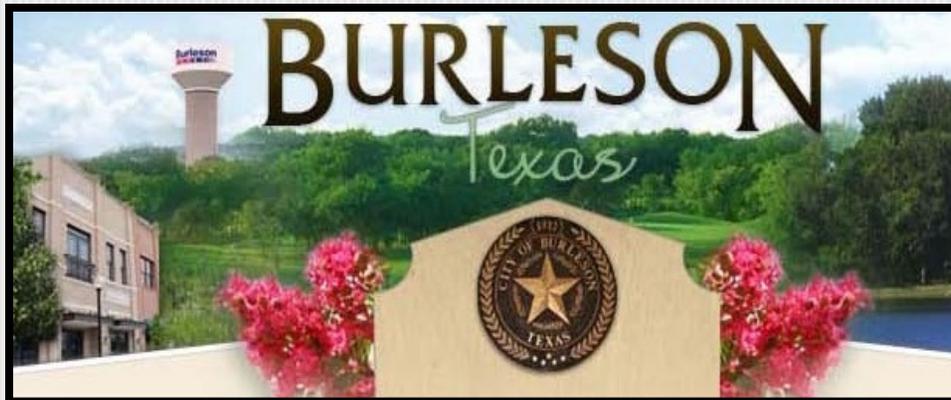
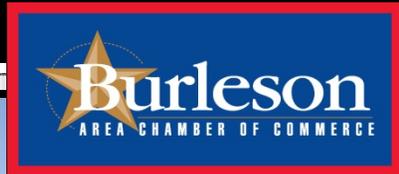
We Give Back



Meals on Wheels
Harvest House
Women's Job Corp
Rachel's Hope
Promises
Relay For Life
Trinity Missions Health & Rehab
Various Churches
Wings of Hope
Texas Wesleyan University
Hill College of Burleson
CASA
Careity Foundation
Children's Advocacy Center
BISD/ISD
Burleson Pregnancy Aid Center
Burleson Animal Shelter
Athena Society
North Texas Work Force
Johnson County AG Advisory Board
Johnson County Chamber Summit Group



Overall Image/Branding



Overall Image/Branding



Ex. Basic email

Chamber is the frontline for many inquiries...

“Community Branding”



- From: Geraldine Scripps
- Subject: Other

- Message Body:
- I'm moving into your area in August and I'm searching for what is available and services.

- Thank you

- This mail is sent via contact form on Burleson Area Chamber Website



Response: Basic email Chamber is the frontline for many... “Community Branding”



- Please see the attached word doc with information for visitors. Please also visit our website and click on membership directory to view the many categories of local restaurants and businesses to provide you with a wide variety of services. <http://burlesonareachamber.com/> Burleson is a wonderful community only 15 minutes south of Fort Worth Texas. We have access to highway, rail and many other resources. Please visit the city website as well to see what the area has to offer.
<http://www.burlesontx.com/>
- We also have a visitor center open 24 hours attached to the front of the Chamber of Commerce. Our address is 1044 SW Wilshire, Burleson, TX 76028- we have maps and phone books as well as other information.
- Thank you and welcome to Burleson!

- Sincerely,
■ Alex Ferguson
■ Visit our website at www.burlesonareachamber.com



Team with Limited Resources



- Most companies give insurance, various benefits, sick leave, bonus, 6 month reviews, raises or pay based on years served. (Chamber does not)
- Staff work regular hours but often donate time without compensation.
- Mary Slaney-Part time
- Alex Ferguson-Full time
- Kerry Montgomery-Part Time
- Dan-O Strong- Full Time

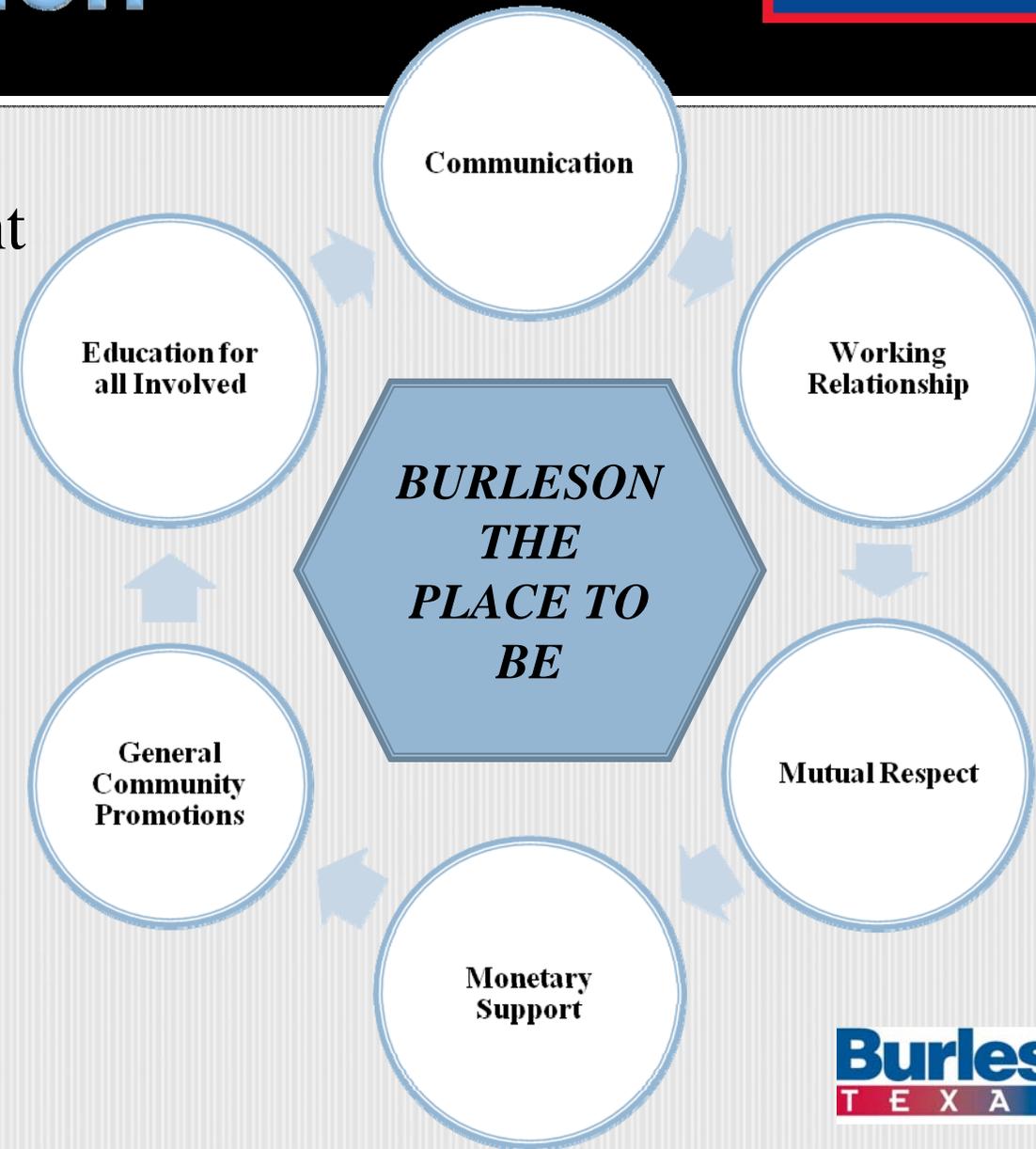


Summation



Your Investment
produces a
huge return

We hope you
take this into
consideration



Summation Continued



- \$76,000
 - Staff Hours
 - Community Events
 - Promotions
 - Branding

- **We want to partner in ALL community events**
- to create commerce for business owners
- create city brand awareness (*Burleson The Place To Be*)
- increase revenue and build citizen loyalty
- All in exchange of revenue share for marketing City and Chamber events.

Possible Allocation

- \$26, 000 HOT
- \$50, 000 Type A - Promotional



Thank You

BURLESON THE PLACE TO BE

