



STAFF REPORT

AGENDA NO: 8b

MEETING DATE: June 21, 2021

To: Honorable Mayor and City Council

Date: June 21, 2021

From: Lisa K. Goldman, City Manager – (650) 558-7243

Subject: Adoption of a Resolution Approving and Authorizing the City Manager to Execute a \$32,657 Agreement with the Burlingame Chamber of Commerce to Provide Information and Promotion Services in Fiscal Year 2021-2022

RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution approving and authorizing the City Manager to execute the annual promotional activities agreement with the Burlingame Chamber of Commerce.

BACKGROUND

Each year, the City of Burlingame enters into an agreement with the Burlingame Chamber of Commerce in which the Chamber provides various promotional activities in exchange for City funding.

DISCUSSION

The City of Burlingame contracts with the Burlingame Chamber of Commerce to provide promotional and informational services to businesses, visitors, and residents. The services include:

- Distribution of materials and information to businesses and residents about Burlingame programs, events, and activities.
- Referral services to businesses and residents about Burlingame City government.
- Sponsorship and coordination of community events involving merchants, businesses, and the public.
- Promotion of business, community, and economic development activities.

During the 2020-2021 fiscal year, the Chamber had to curtail many of its activities due to the COVID-19 public health emergency and the restrictions on large gatherings. Nevertheless, the Chamber was able to hold the Fresh Market on Sundays year-round and on Thursdays from May through the end of October. During several Sundays in the spring, the City staffed a booth at the Fresh Market in order to provide the public with information about the transition to district elections. In prior years, the Chamber also made other City/community booths available during the Fresh Markets, including during the Streets Alive! Parks Alive! event in May. This will continue in the

future. The Chamber also provides ongoing counseling services to businesses including marketing opportunities available at the Fresh Market.

In February 2020, the Chamber President and CEO joined the Mayor and City staff on a visit to Washington, D.C., to advocate for funding for the Broadway Grade Separation project. The Chamber has continued to help the City promote this important project by providing support letters to accompany the City's federal grant applications.

In the past, the Chamber has promoted local businesses by hosting ribbon cuttings for new businesses and assisting with anniversary celebrations for long-standing businesses. These events will resume once health orders allow. The Chamber also provides communication services to businesses and works with the City's Economic Development and Housing Specialist on issues of concern to Burlingame businesses.

At the Chamber's virtual annual meeting held in January 2021, the Mayor provided an update on the City for attendees. In addition, the Chamber also continues to include two City Councilmembers in their monthly Board meeting, which has proven to be an invaluable way to exchange information.

A complete listing of all services is included in the attached Agreement.

FISCAL IMPACT

The City Council's proposed FY 2021-22 budget contains \$32,657 for the Chamber of Commerce agreement. This is the same amount provided in FY 2020-21.

Exhibits:

- Resolution
- Agreement