



STAFF REPORT

AGENDA NO: 9j

MEETING DATE: April 20, 2026

To: Honorable Mayor and City Council

Date: April 20, 2026

**From: Lisa K. Goldman, City Manager – (650) 558-7243
Jeremy Kirshner, Deputy City Manager – (650) 558-7229
Isabelle Huang, Administrative Assistant – (650) 558-7201**

Subject: Adoption of a Resolution Authorizing the City Manager to Execute a Second Amendment to the Agreement with the Burlingame Chamber of Commerce to Increase the Not-to-Exceed Amount to \$235,101.69 and to Extend the Term

RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution authorizing the City Manager to execute a second amendment to the agreement with the Burlingame Chamber of Commerce for promotional services.

BACKGROUND

The City of Burlingame has long contracted with the Burlingame Chamber of Commerce (the Chamber), which provides various promotional activities in exchange for City funding. The attached amendment to the agreement with the Chamber will extend the existing agreement until June 30, 2029.

DISCUSSION

The City of Burlingame contracts with the Chamber to provide promotional and information 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 term of the agreement, the Chamber held the Fresh Market on Sundays year-round and on Thursdays from May through the end of October. The Chamber also provided ongoing

counseling services to businesses including marketing opportunities available at the Fresh Market.

In August of each year, the Chamber hosted Burlingame on the Avenue, which brought thousands of visitors to Burlingame to patronize local businesses and listen to music from local bands.

Additionally, the Chamber wrote letters of support for key projects, including the City's Broadway Grade Separation Project and improvements to Old Bayshore Highway.

The Chamber promoted local businesses by hosting ribbon cuttings for new businesses and assisting with anniversary celebrations for long-standing businesses. The Chamber also provided communication services to businesses and worked with the City's Economic Development and Housing Specialist on issues of concern to Burlingame businesses.

In addition, the Chamber also included 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 FY 2026-27 budget contains \$35,500 for the Chamber of Commerce agreement. This amount is 3.50% higher than the funding level allocated in prior years.

Exhibits:

- Resolution
- Agreement
- Amendment