



Farmers Branch Chamber of Commerce
13612 Midway Rd, Suite 603
Farmers Branch, TX 75244
972-243-8966

Budget Request & Proposal

Thank you for the opportunity to partner with the City of Farmers Branch and to serve our businesses and community well. The Farmers Branch Chamber's philosophy is that we support *every* business in the city. We assure them that we are here, first and foremost, to serve and connect them to others, many become members, but even though some do not join the Chamber, we are accessible, friendly, and we encourage them to reach out if there is anything they need.

For this next contract we are requesting \$30,000. We would like to request that we return to the fiscal year 2020-2021 metrics (year one of the current contract for services). Below are a few highlights of how our contract for services were met or exceeded:

- Our Chamber provides a valuable service of Business Engagement Visits. Our minimum standards set through the contract were set at 60 per quarter for year one and 30 per quarter for years two and three; with a total of ten quarters of visits completed, we have performed over 750 visits, exceeding the minimum requirement by 330 visits because of our dedicated staff, Board Members, and Ambassador Committee.
- Over the past two years, we have worked to provide quality Business Intelligence leads to the City and Department of Economic Development. This is a useful component of the contract, that aids in the retention of businesses and creating goodwill between the businesses, City, and Chamber. Thus far, we have submitted 39 leads including permit questions, recruitment opportunities, four façade grant applications, and one that resulted in purchasing land on Valley View Lane near Mustang Station.
- Value-added programs: over the past couple years, we have completely revamped our member benefits and programming, providing relevant content in response to the needs through the pandemic, post-pandemic recovery, and economic challenges. First Friday Luncheon is a monthly event open to our general membership and guests, has grown from an average of 15-20 attendees to 60-80, in just two years. We now provide a variety of topics and guest speakers ranging from the "Family Business Game Show" (a conversation about the unique joys and challenges of the family-owned business), economic development updates, annual non-profit showcase, and creating more opportunities to network with a broad-spectrum and increased diversity, specifically with more woman-owned and minority-owned businesses.

Another example of a unique program we provided was in February of 2022, less than four weeks after the hostage situation at Beth Israel Synagogue in Colleyville, we hosted a Church Safety Seminar that was at no cost to the community and was attended by over 90 people including both church leadership and business owners.

As part of our strategic plan, we are focused on increased integration within our stakeholder network – this benefits all entities that impact our city and community including churches, non-profits, education, government, residents, and both large and small business. This is key to building a stronger community, and in the Fall of 2023, we will re-launch our Leadership Farmers Branch program, creating greater engagement between community leaders.



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We are also creating a Workforce Development program that will better serve the current, future, and ever-evolving needs of business – across industries and all experience levels. As evidenced by our Workforce Success Bootcamp, which is focused on empowering and equipping the next generation with soft skills for tomorrow.

Additionally, we are an extension of the marketing efforts of both business members and the city through our activity on social media and weekly newsletters. In total we had a reach of over 148,000 impressions on social media during fiscal year 2022, which brings positive public relations to our city and community. In an effort to monetize the value we have brought to our city, we can report that through our active advocacy and sharing of grant information. For example, Firehouse Theatre received a grant for \$49,000 because of information we shared, and currently, we are tracking Employee Retention Credit funds for which we were introduced to a vetted and credible resource and recommended our members to apply.

Bottomline, one hundred percent of the money we receive from the City of Farmers Branch, stays here in the city. We are an integral part of this community – we support our Police and Fire Departments, CFBISD and our local schools' PTA groups, donate to The Branch Connection's annual game night, host a Cornhole Tournament benefitting Metrocrest Services, and so much more!

In closing, here is the preamble of our strategic narrative that articulates our vision for the future:

As the political and cultural landscape across the US evolves with relentless speed and intensity, the role of the Chamber as a secure hub, accommodating and representing the aspirations and critical interests of businesses across the spectrum, is more important now than ever.

We want to be seen as a strategic asset, providing constituents with direct access to new, cutting edge and innovative resources to strategically navigate through relentless change forces.

The key beneficiary of the Chambers role in helping transform the fortunes of businesses, is the Farmers Branch community itself. Peoples' quality of life in uncertain times is substantially underpinned, protected, and enhanced by the economic and cultural contribution of a vibrant business sector.

Deliverables

We would like to request the contract remain the same as the 2020-2023 contract for services. Per Article 2: Services: Programs, Projects, and Tasks, we would continue to commit to the following:

Engage in Business Community Relations, the purpose of which shall be to: Serve as an advocate and an ombudsman for local businesses; Assist existing, new, expanding, and potential local businesses with City's procedures relating to permitting, land use planning, and similar activities; and Provide to City leads of possible business expansions, closings, and relocations to or from City.



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Increase Chamber Membership by 15%, based on starting base of 248 (as of April 24, 2023).

Implement local sales tax enhancement programs such as: Use of “social media blitzes” to promote sales and special events by Farmers Branch retailers.

Conduct and complete unique business engagement visits with City businesses that are currently or would be eligible for Chamber membership to identify: Unmet needs from the City and Chamber; Opportunities for greater collaboration; Success stories; and Market intelligence including leads for possible business expansions, closings, changes in operation, and relocations to or from City.

Provide business networking opportunities: By conducting grand opening and re-opening activities for new, expanding, and relocated businesses in Farmers Branch; and through the development of new, fresh meeting opportunities for young executives, business owners and officers new to Farmers Branch, and similar activities.

By itself or in coordination with others assist in training and educating future business and/or community leaders through various programs or events including, but not limited to: Training programs geared toward encouraging and preparing business and/or community leaders to serve in elective or appointive office; and to the extent allowed by law, facilitate efforts to educate citizens regarding the purpose and possible positive and/or negative effects of propositions appearing on local and state-wide election ballots on local and/or regional businesses.

Provide an annual update to the City Council in writing and a presentation to the City Council at a meeting of the City Council when requested by the City.

To the extent allowed by law endorse and support the City’s legislative priorities.

Deliverables	Goal	Value	Total
Membership	20	\$150	\$3000
Business Engagement Visits	60	\$50	\$3000
Business Intelligence	10	\$100	\$1000
Additional Membership, Leads, or Visits	-	\$500	\$500
Maximum Invoice			\$7500