



# BTX Honey Tour Carnival

City Council: December 9, 2024

Staff Presenter: Jen Basham, Director of Parks and Recreation





# Background

- Honey Tour is a bike race that the Chamber of Commerce has hosted for over 20 years.
- The event consists of multiple bike races ranging from 7-67 miles. The Honey Tour has traditionally brought thousands of racers and their families to Burleson for the event.
- In 2022, The Chamber of Commerce invited the City of Burleson to partner to create a signature special event that enhances the race.
- The partnership was approved by the Parks Board (February 10, 2022) and City Council (March 7, 2022). Additions include a carnival, live music, and vendors.

# Partnership areas

- **Chamber**

- Manage all aspects of the race

- **City**

- Carnival
- Food Trucks
- Merchants
- Entertainment

- **Collaboration**

- Marketing & Branding
- Sponsorships (split by area)
- Community involvement
- Volunteers





# Event Information

A carnival will be brought in by the vendor, Carnival Americana, to host a 4-day carnival for the community in conjunction with the Burleson Chamber's signature Honey Tour Bike Race.

## Event Dates: May 22, 2025 - May 25, 2025

- Proposed carnival hours of operations are as follows: Close time will be established by City personnel.
- Thursday, May 22, 2025 (Soft opening): 5pm - 10pm
- Friday, May 23, 2025: 4pm - 11pm
- Saturday, May 24, 2025: 12pm - 11pm
- Sunday, May 25, 2025: 2pm - 11pm

## The site plan includes:

- Large carnival featuring 9-10 amusement carnival rides, various carnival-style games, and food vendors. The Parks and Recreation department will also organize on stage performances, live music, and local vendors to participate in the event.
- Location: Old Town Burleson



# Proposed 2025 Carnival Site Plan

Proposed road closures include: Renfro to Bransom, Renfro to Warren, Warren to Ellison, Ellison to Johnson, and Bransom to Ellison

## Traffic Circulation Plan:

- Ingress/Egress 
- Barricade / Street Closures 
- Ambulance Exchange Point 

\*Road closures will remain unchanged; however, the carnival layout will be adjusted as ongoing construction is completed. An updated event map will be included in the Friday Report this spring.\*

Parking

Food

Carnival  
Rides

Games

Vendors



**Public safety:** Burleson Police and Fire Department will review this plan from a logistics and safety component.

**Communication with Old Town Businesses:** Impacted Old Town businesses will be notified in January 2025 of the upcoming event.

Phased closure approach will begin Tuesday, May 20, 2025 and will begin with parking lot closures. Full street closures will take effect Thursday, May 22, 2025.



# Additional Information



- **Impacted businesses in Old Town will be notified about the event in January 2025**
  - **Jamaican Summers**
  - **Janie's All Breed Dog Grooming**
  - **Lone Star Bar and Grill**
  - **Capello Salon**
  - **Independent Financial Bank**

**Virtual version of business notification memo and event map will be accessible for community on City website.**

# Options

Consider approval of a resolution approving street closures for the 2025 Honey Tour community event.

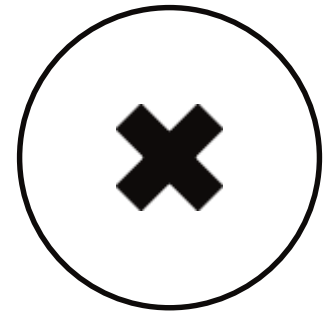
Staff Recommendation



Approve as presented



Approve with changes



Deny