



# PUBLIC EVENTS

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CITY COUNCIL JANUARY 22, 2024

STAFF PRESENTER: JEN BASHAM, DIRECTOR OF PARKS AND RECREATION

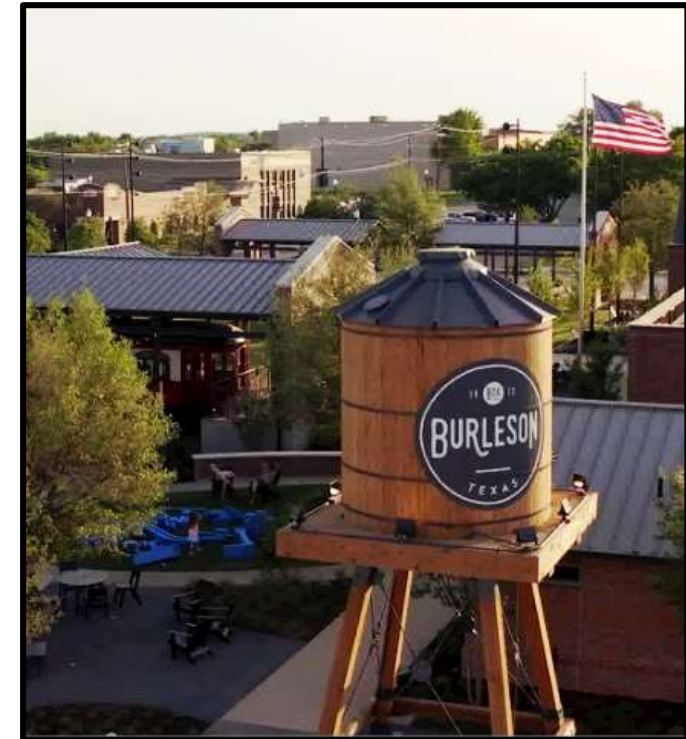
# PRESENTATION POINTS

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1. Background
2. Upcoming Public Events
3. Event Information and Associated Partnership Cost
4. Options

# Background

- Amendment to Chapter 70, "Streets, Sidewalks and Public Places," of the Code of Ordinances was approved by City Council on **December 12, 2022.**
- Summary of Ordinance Amendment - Events that need Council approval are now as follows:
  - Non-city public events that will close or impacts a public street, sidewalk, or trail, not to include neighborhood block parties.
  - **Events that are requesting an in-kind sponsorship of over \$500 from the city including but not limited to the following:**
    - **Cost of policing of the event**
    - Cost of medical services at the event
    - **Cost of public works services at the event**
    - **Cost of parks and recreation services at the event**
    - **Waiver of building rental fee**



# Upcoming Public Event Request

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1. **Business over Breakfast: Final Tuesday of every month (begins February 27, 2024)**
  - *Key Organizer: Burleson Area of Chamber Commerce*
2. **Burleson / Joshua Girl Scout Unit 224: January 11 – December 7, 2024**
  - *Key Organizer: Jennifer Monjack*
3. **American Red Cross Blood Drive: February 7 – November 13, 2024**
  - *Key Organizer: Melissa Rodriguez with American Red Cross*
4. **Light Up the Night: April 6, 2024**
  - *Key Organizer: Center for ASD*
5. **City on the Hill: May 4, 2024**
  - *Key Organizer: Crazy 8 Ministries*
6. **BTX Honey Tour Bike Ride: May 25, 2024**
  - *Key Organizer: Burleson Area of Chamber of Commerce*
7. **Independence Day Parade: July 4, 2024**
  - *Key Organizer: Burleson Lion Club*
8. **Toys for Tots: The final week of November 2024 (1-day)**
  - *Key Organizer: Marine Corps League, Jack Mattson*
9. **Christmas Parade: December 7, 2024**
  - *Key Organizer: Burleson Rotary Club*
10. **Carter Blood Care: Weekly throughout 2024**
  - *Key Organizer: Jeff Ryan*
11. **AARP: Thursdays from February 1 – April 11, 2024**
  - *Key Organizer: Sandra Jones*

# Business Over Breakfast



*Event Organizer: Burleson Area Chamber of Commerce*

*Organizer Background: The Burleson Area Chamber of Commerce is a 500+ member strong organization dedicated to promoting businesses and business opportunities in the Burleson area.*

## •Event Details:

- **Event Date:** Final Tuesday of every month beginning February 27, 2024 through December 2024.
- **Event Location:** BRiCk Meeting Rooms (standard meeting place) and Russell Farm Art Center (2-months, June and July).
- **Event Time:** 7:30am-9:00am

## •Event Description:

- The goal of Business over Breakfast is to provide an opportunity to market Chamber businesses and organizations to the community by creating a space for networking and relationship building.

## •Associated Partnership Cost: \$2,700

- Rental space amount requested (Parks and Recreation): includes meeting room space and staff support for set up assistance.

## •Additional information:

- Event history: Monthly program was held in 2023.



# Burleson/Joshua Girl Scout Unit 224



*Event Organizer: Jennifer Monjack*

*Organizer Background: Currently this service unit 224 covers Burleson and Joshua zip codes and school districts. They have over 20 troops and around 300 girls enrolled this year. The troop leaders typically meet for two hours on the first Thursday of the month.*

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## •Event Details:

- **Event Date:** 14 Rentals from January 11 – December 7, 2024
- **Event Location:** BRiCk Meeting Room
- **Event Time:** 6 pm – 8 pm and two rentals from 12 pm – 4 pm

## •Event Description:

- Monthly troop leader meeting

## •Associated Partnership Cost: \$1,440

- Rental space amount requested (Parks and Recreation): includes meeting room space.

## •Additional information:

- Event history: Monthly rentals were held in 2023.



# American Red Cross Blood Drive

*Event Organizer: Melissa Rodriguez*

*Organizer Background: American Red Cross has used the parking lot of the BRiCk to run blood drives from their mobile bus. Due to scheduling conflicts with their bus they are requesting to use the BRiCk Meeting Rooms on occasion throughout the year for community blood drives.*

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- **Event Details:**

- **Event Date:** 4 Rentals from February 7 – November 13, 2024
- **Event Location:** BRiCk Meeting Rooms
- **Event Time:** 9 am – 4 pm

- **Event Description:**

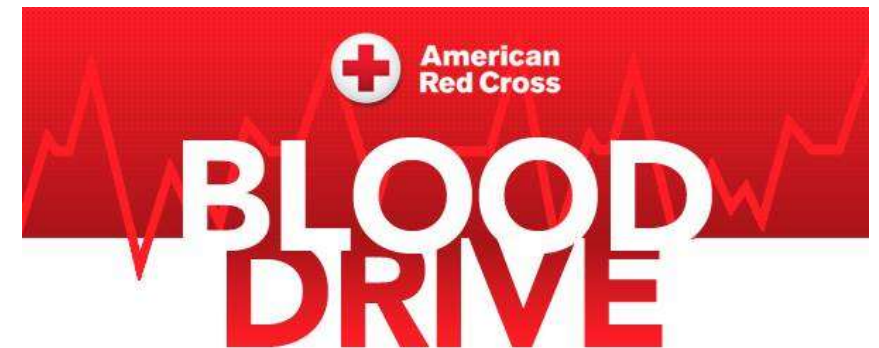
- Blood drive

- **Associated Partnership Cost: \$3,024**

- Rental space amount requested (Parks and Recreation): includes meeting room space.

- **Additional information:**

- Event history: Rentals were held in 2023.



# Light Up the Night



*Event Organizer: Center for ASD*

*Organizer Background: The Center for ASD was founded in March of 2009. It's mission is to assist families affected by autism, both emotionally and financially.*

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## •Event Details:

- **Event Date:** April 6, 2024
- **Event Location:** BRiCk Parking Lot (near BISA soccer fields)
- **Event Time:** 6:30pm-9:30pm

## •Event Description:

- Free community autism awareness event which includes a glow walk and a variety of kids activities.

## •Associated Partnership Cost: \$4,296.49

- **City mobile stage request (Parks and Recreation):** includes stage and staff support.
- **Special event permitting fee:** \$250.00

## •Additional information:

- Event history: This event has been held since 2022.



# City on the Hill



*Event Organizer: Crazy 8 Ministries*

*Organizer Background: Crazy 8 Ministries is a faith-based organization founded in March of 2011. It's mission is to attach suburban poverty barriers that hinder individuals and families by providing a variety of services.*

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## •Event Details:

- **Event Date:** May 4, 2024
- **Event Location:** BRiCk Parking Lot (near BISA soccer fields)
- **Event Time:** 6:30pm-9:30pm

## •Event Description:

- Free community autism awareness event which includes a glow walk and a variety of kids activities.

## •Associated Partnership Cost: \$4,168.42

- **City mobile stage request (Parks and Recreation):** includes stage and staff support.
- **Special event permitting fee:** \$250

## •Additional information:

- Event history: This event has been held since 2022.



# BTX Honey Tour Bike Ride

*Event Organizer: Burleson Area Chamber of Commerce*

*Organizer Background: The Burleson Area Chamber of Commerce is a 500+ member strong organization dedicated to promoting businesses and business opportunities in the Burleson area.*

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- **Event Details:**

- **Event Date:** May 25, 2024
- **Event Location:** Centennial High School (starting point)
- **Event Time:** Ride begins at 8 a.m.

- **Event Description:**

- Community bike ride that spans across several cities within Johnson county. Cities include Burleson, Alvarado, Grandview, and Rio Vista.

- **Associated Partnership Cost: \$4,201.83**

- Public safety staffing cost: \$3,951.83
- Special event permitting fee: \$250

- **Additional information:**

- Event history: This will be the 23rd year for this event.



# Independence Day Parade



*Event Organizer: Burleson Lion's Club*

*Organizer Background: The Burleson Lion's Club is a community service organization of men and women who volunteer their time to humanitarian causes. They were founded in 1917 and the organization's motto is: "WE SERVE."*

- **Event Details:**

- **Event Date:** July 4, 2024
- **Event Location:** Mayor Vera Plaza
- **Event Time:** 9am-11am

- **Event Description:**

- **Burleson Lion's Club:** Organizes Independence Day parade, vendors, and acts as primary event contact.
- **City of Burleson:** Provides Burleson police officers for public safety purposes, street closures, trash cans/pick up, and signage in nearby neighborhood regarding parking.

- **Associated Partnership Cost: \$8,204.81**

- **Public safety staffing cost:** \$3,902.81
- **Public works staffing cost:** \$4,052
- **Special event permitting fee:** \$250

- **Additional information:**

- **Event history:** This event has been held in our community for 10+ years by the Burleson Lion's Club.



# Toys for Tots



*Event Organizer: Marine League Corps, Jack Mattson*

*Organizer Background: Jack Mattson is an affiliate of the Marine League Corps. His mission is provide Christmas gifts to economically challenged children for the holiday season through the Toys for Tots program.*

- **Event Details:**

- **Event Date:** The final week of November 2024 (1-day)
- **Event Location:** Burleson High School
- **Event Time:** 6:30pm-9:30pm

- **Event Description:**

- Community toy drive to provide Christmas gifts to economically challenged children for the holiday season through the Toys for Tots program.

- **Associated Partnership Cost: \$2,154.77**

- **Public safety staffing cost:** \$1,904.77
- **Special event permitting fee:** \$250

- **Additional information:**

- Event history: This event has been held since 2022.



# Christmas Parade of Lights

*Event Organizer: Burleson Rotary Club*

*Organizer Background: The Burleson Rotary Club is a community service organization that are committed to making lasting changes in our community and globally. Their motto is "Service Above Self."*

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- **Event Details:**

- **Event Date:** December 7, 2024
- **Event Location:** Mayor Vera Plaza
- **Event Time:** 6pm-8pm

- **Event Description:**

- Burleson Rotary Club: Organizers Christmas parade, vendors, and acts primary event contact.
- City of Burleson: Provides Burleson police officers for public safety purposes, street closures, trash cans/pick up, and signage in nearby neighborhood regarding parking.

- **Associated Partnership Cost: \$7,253.98**

- **Public safety staffing cost:** \$4,897.98
- **Public works staffing cost:** \$2,106
- **Special event permitting fee:** \$250

- **Additional information:**

- **Event history:** This event has been held in our community for 10+ years by the Burleson Rotary Club.



# Carter BloodCare

*Event Organizer: Jeff Ryan*

*Organizer Background: Carter BloodCare is in need of a space to host blood drives until their permanent building is completed.*

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- **Event Details:**

- **Event Date:** Weekly throughout 2024
- **Event Location:** BRiCk Meeting Room A
- **Event Time:** 8 am – 5 pm

- **Event Description:**

- Blood Drive

- **Associated Partnership Cost: Discount of \$10/hour**

- Rental space amount requested (Parks and Recreation): includes meeting room space.

- **Additional information:**

- Event history: This is a first-time rental request.



# AARP

*Event Organizer: Sandra Jones*

*Organizer Background: AARP is a free tax service for the community. This organization has utilized the BRiCk for several years.*

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- **Event Details:**

- **Event Date:** Thursdays, February 1 – April 11, 2024
- **Event Location:** BRiCk Meeting Room A
- **Event Time:** 8 am – 2 pm

- **Event Description:**

- Free tax service for the community.

- **Associated Partnership Cost: \$2,700**

- Rental space amount requested (Parks and Recreation): includes meeting room space.

- **Additional information:**

- Event history: AARP has utilized the BRiCk for several years.



# Options

Consider approval of a resolution authorizing sponsorship of proposed public events for calendar year 2023 in accordance to Chapter 70, "Streets, Sidewalks and Public Places," of the Code of Ordinances.

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- ***Approve*** sponsorship of proposed public events
- ***Approve*** sponsorship of proposed public events ***with changes***
- ***Deny*** sponsorship of proposed public events



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# QUESTIONS & FEEDBACK