
City Council Regular Meeting

DEPARTMENT:

FROM: Jen Basham, Director of Parks and Recreation

MEETING: August 1, 2022

SUBJECT:

Receive a report, hold a discussion and provide staff direction regarding Christmas Tree lighting events. *(Staff Presenter: Jen Basham, Director of Parks and Recreation)*

SUMMARY:

The Burleson Rotary Club co-sponsored by the City of Burleson hosts an annual Christmas celebration each year. The celebration includes a Christmas parade, tree lighting, and holiday display. This has been a long-standing successful event. This upcoming year will mark 18 years that the event has been conducted. In previous years the city has hosted a fireworks display with the tree lighting. In 2021 it was deemed that due to the increased density in old town, as well as logistics and safety concerns an alternative to fireworks should be created.

Staff researched new technology and found that many organizations and municipalities are beginning to switch to a drone light show to celebrate the tree lighting. The drone show would coordinate with the tree lighting and accompanying music and keep the flow and timing of the event in one place.

An additional option for consideration would be the replacement of fireworks with a laser show. There would not be an increase to the current Christmas event budget to host a laser show. The laser show would only be visible to patrons within the footprint of the plaza.

Staff has outlined the contributions of the Burleson's Rotary Club and the City of Burleson. Moreover, staff is seeking approval of a resolution authorizing sponsorships of the Christmas Drone Display Show and Parade. The total event sponsorship cost is \$34,211. The cost breakdown is:

Parade cost (coordinated by Burleson Rotary Club):
\$5,311 (City cost contribution which covers staffing)

Fireworks cost (coordinated and funded by the City of Burleson):
\$11,000

Drone display cost (coordinated and funded by the City of Burleson):
\$28,900

Laser display cost (coordinated and funded by the City of Burleson):
\$8,877

The net increase to replace the fireworks display with a drone show is \$15,100.

This will be budgeted as part of the FY 2023 budget process.

OPTIONS:

- 1) Recommend approving fireworks
- 2) Recommend approving drone show
- 3) Recommend approving laser show
- 4) Recommend not using fireworks, drone or laser shows in conjunction with the tree lighting

RECOMMENDATION:

Staff recommendations if any

FISCAL IMPACT:

Replacing the fireworks with a laser show would not result in an increased budget. Replacing the fireworks with a drone show would result in a net increase of \$15,100 to the event budget.

STAFF CONTACT:

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