



Christmas in BTX

City Council: August 1, 2022

Staff Presenter: Jen Basham, Director of Parks and Recreation



Background: Christmas Events in Old Town

- **Christmas in BTX: *Parade, Tree-lighting, and Christmas Display***
 - *BTX Christmas Parade: Burleson Rotary*
 - Date/Time: December 3, 2022; Begins at 6:00pm
 - Organizer: Burleson Rotary Club co-sponsored by the City of Burleson
 - *BTX Tree-lighting and Christmas Display*
 - Date/Time: December 3, 2022; Begins at 7:00pm
 - Organizer: City of Burleson sponsored event

Key Information: Christmas Parade

- **Special Event Approval Process: *required for Christmas Parade***
 1. Special Events Application is submitted for review and approval by City of Burleson.
 2. Once reviewed and approved by committee, a special event permit is issued.
 3. Committee is comprised of representatives from police, fire, parks and recreation, communications, and public works department.
- **Event Responsibility Breakdown**

Burleson Rotary Club: Organizes Christmas 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.



Christmas Parade Route



Options for consideration

Proposed Changes to Christmas in Old Town



- **Event modification:**
 - Historically, our Christmas events in Burleson have included a parade, tree-lighting ceremony, and a fireworks show.
 - **Event Modification Proposal Options:** Offer a Christmas drone light show (160 drones) or laser show in replacement of fireworks show.
 - **Justification:** The density within old town creates multiple logistical and safety concerns to continue the effort of shooting off fireworks in Old Town.
- **Benefits to convert fireworks to a drone light show or laser show:**
 - Provides logistics solution for better event flow.
 - Reduces event footprint managed by our Police Department.
 - Reduces potential debris hazards and clean up.
- **Drone Show Cost: \$26,100**

Includes: full custom show including syncing to music, custom images, and 160 drones for 9 minutes

Net increase of \$15,100 (original Fireworks show was \$11,000)
- **Laser Show Cost: \$8,877**

Includes 15-minute laser show graphics on large screen and dancing laser beams overhead

No net increase (original Fireworks show was \$11,000)
- **Host fireworks as a separate event on New Years Eve at Chisenhall Fields: \$22,000**

Includes an 18 minute show

Increase of staff cost for additional event: \$15,503.98

Option 1- Drone Show

Items to consider:

1. Sky Elements has the proper documentation required to obtain airspace authorization.
2. This option will give the most comparable experience to our previously performed Fireworks show.
3. Citizens will be able to see this display from other locations outside of the Plaza.
4. Burleson Police Department has reviewed and are comfortable with this plan from a logistics and safety component.



Acceptable thresholds:
<20mph sustained windspeed.
<30mph gusting windspeed.
Clouds must be greater than 1,000 feet AGL. Visibility greater than 3 statute miles.

Airspace Class: D

KFWS 1.1mi NE

Note: Requires Airspace Authorization from Fort Worth Spinks Airport.

Note: Barricades only needed during active flight time.

Drone Show Site Plan
Burleson City Hall
225 W Renfro St, Burleson, TX 76028
(32.54216460289207, -97.32494535048419)



Example Drone Show



Option 2- Laser Show



Items to consider:

1. Burleson Police Department has approved this plan from a logistics and safety component.
2. Only citizens **within the Plaza** will be able to view the Laser Show causing the event experience to be less comparable to our past offerings.

Example Laser Show





Cost comparison

- **Current Cost:**

- Public Works (Street Crew): \$689
- Police: \$1,612
- Parks and Recreation: \$3,010
- *Total City Staffing Cost: \$5,311*
- *Total Fireworks Cost: \$11,000*
- **Total event cost: \$16,311**

- **Cost to replace fireworks with drone show:**

- Public Works (Street Crew): \$689
- Police: \$1,612
- Parks and Recreation: \$3,010
- Total City Staffing Cost: \$5,311*
- Total Drone Show Cost: \$26,100 (original: 11k)*
- Total event cost: \$31,411**

Net increase of \$15,100

- **Cost to replace fireworks with laser show:**

- Public Works (Street Crew): \$689
- Police: \$1,612
- Parks and Recreation: \$3,010
- Total City Staffing Cost: \$5,311*
- Total Laser Show Cost: \$8,877 (original: 11k)*
- Total event cost: \$14,188**

No increase to original budget

Option 3- New Years Eve Fireworks at Chisenhall



- Host tree lighting and parade without drone, laser, or fireworks
- Host Fireworks to celebrate New Years Eve as a separate event
- **Items to consider:**
 - Additional staff time for Public Works, Parks, Fire, and PD for additional event - **\$15,503.98**
 - Cost of fireworks on New Years Eve - **\$22,000**
 - Net increase- **\$21,192.98**

OPTIONS

- **Approve Drone Show**
STAFF RECOMMENDATION
- **Approve Laser Show**
- **Approve Fireworks on New Years Eve**
- **Approve fireworks in conjunction with Christmas parade and tree lighting**

