

## **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.

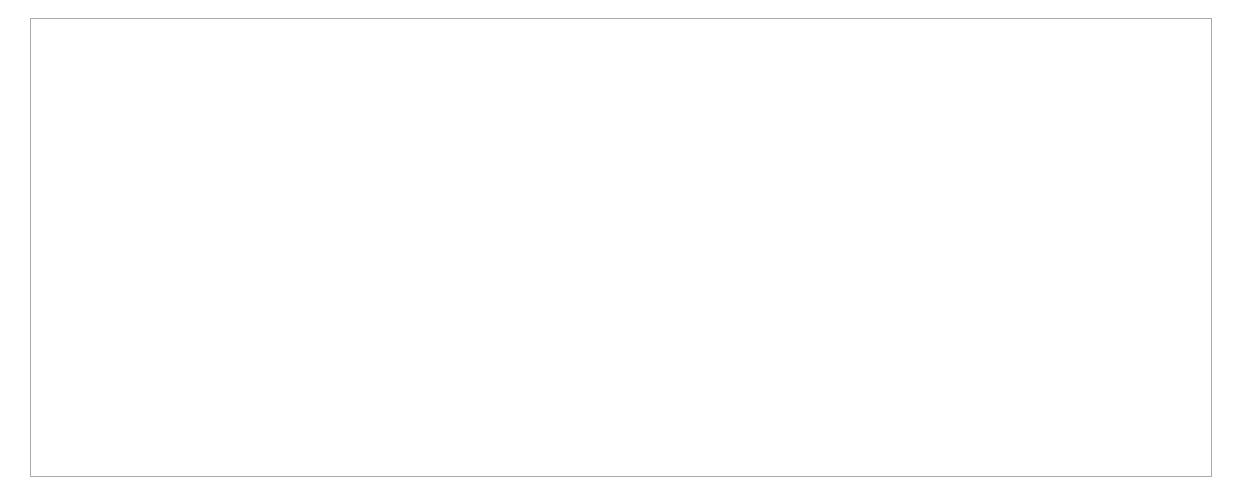
Note: Barracades only needed during active flight time.

#### **Drone Show Site Plan**

Burleson City Hall 225 W Renfro St, Burleson, TX 76028 (32.54216460289207, -97.32494535048419)

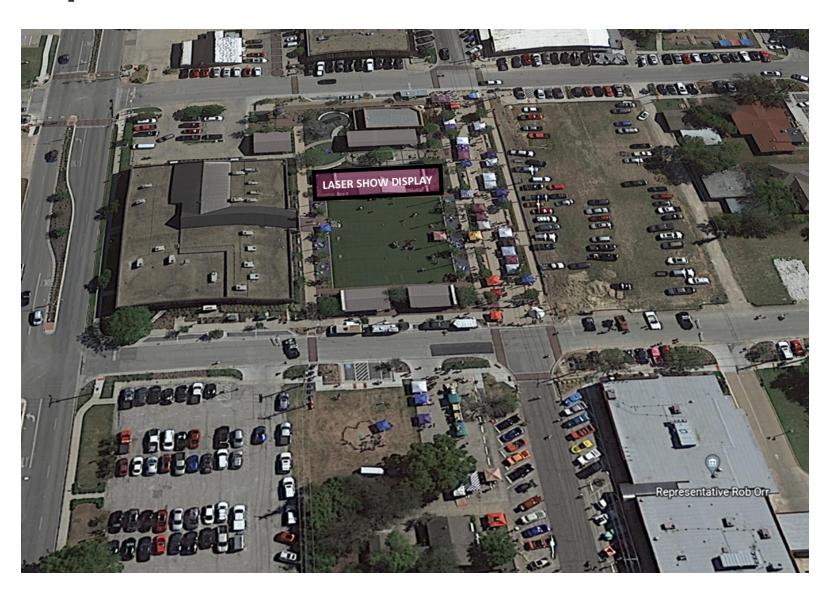


## **Example Drone Show**





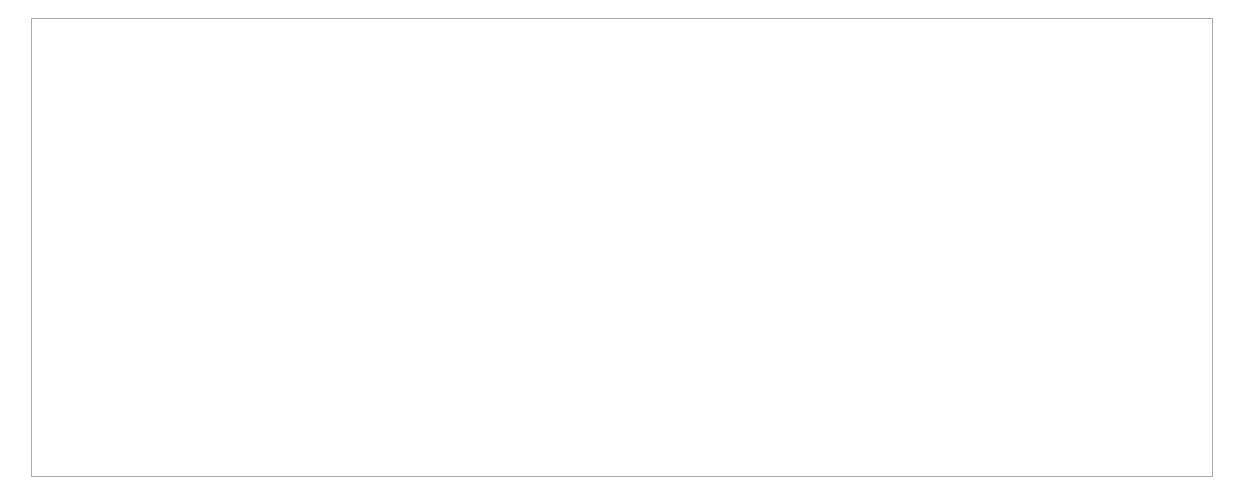
## **Option 2- Laser Show**



#### 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

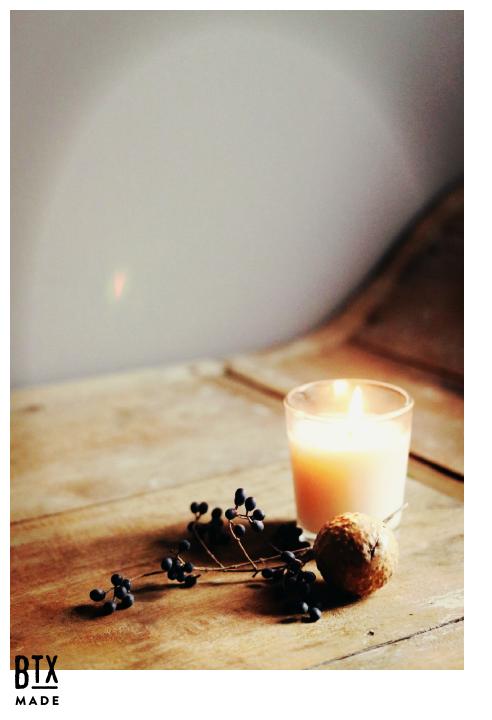
No increase to original budget

## 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