

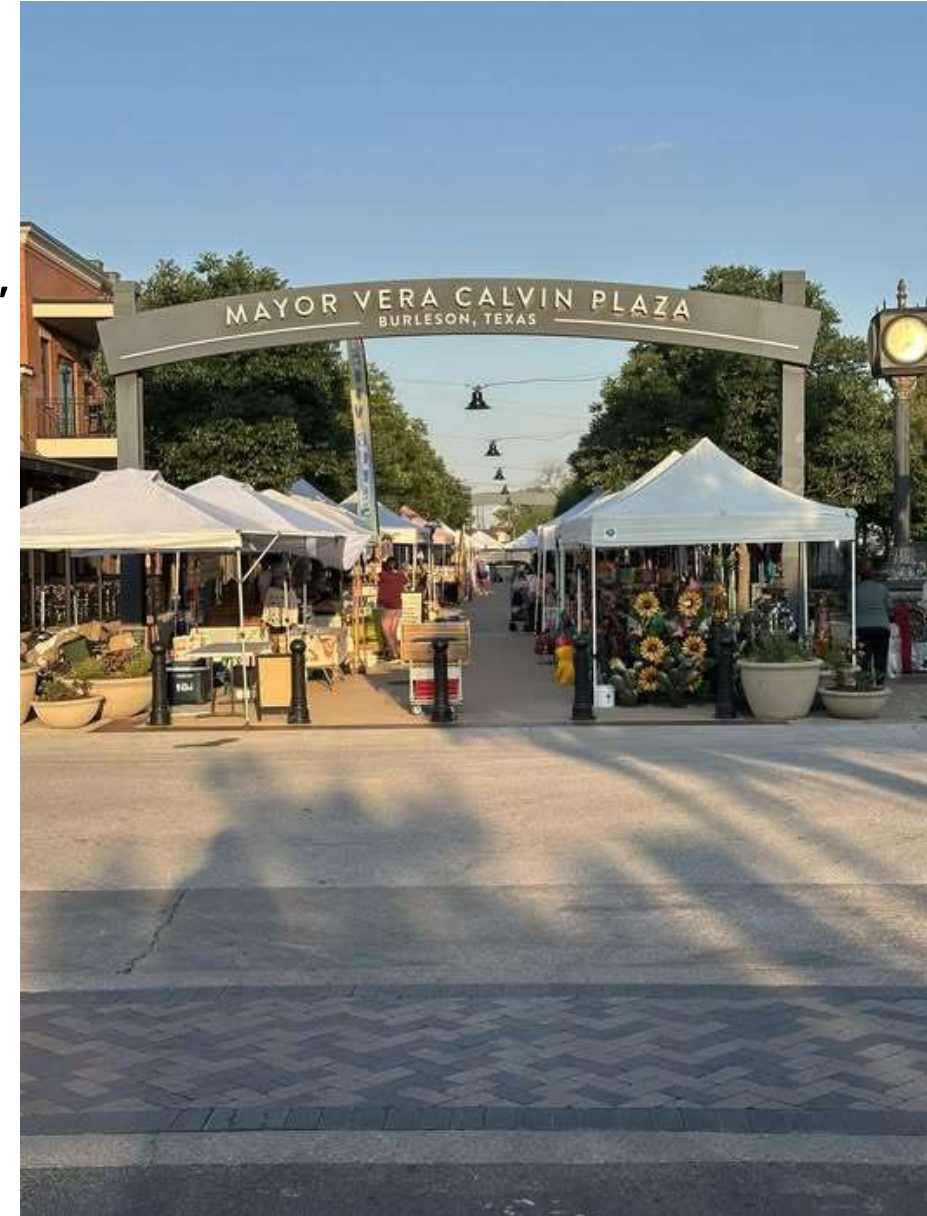


Burleson Farmers Market

Facility Use Agreement

General info.

- ① Operates weekly Mar-Oct and monthly Nov-Feb
- ② May operate up to four (4) special edition “Date Night” markets on a Friday or Saturday p.m rather than a.m.
- ③ May operate a Sunday market in place of Saturday with approval in the event of scheduling conflict (i.e. special event, election, etc.)
- ④ Currently utilizes Plaza promenade, portion of the lawn, parking stalls on S. Warren St.
- ⑤ Fee: \$500/day paid directly to City by operator. Vendors pay operator directly. All vendor arrangements are made by market operator





Pricing Breakdown

Pricing calculated on price per square foot as compared to fee established to reserve Plaza in it's entirety for private events (\$5,000)

Plaza area: 47,500 sq. ft. (approx.)

Promenade area: 4,600 sq. ft. (approx.)

Breakdown: \$0.11/sq ft. (approx.)

Fee History

Approved by CC 7/6/2020: Promenade area only: \$250/market

Approved by CC 3/1/2021: Promenade + on-street stalls: \$287.50/market

Approved by CC 3/7/2022: Promenade + on-street stalls + portion of lawn: \$454.50/market

CURRENT EVENT FOOTPRINT



PROPOSED EVENT FOOTPRINT



PROPOSED CHANGES

- ☐ Remove a portion of the Plaza's promenade so that businesses located in Ellison St. building are not impaired by vendor set up
- ☐ Decreasing portion of Plaza lawn utilized to allow for gathering space
- ☐ Include the West City Hall parking lot for vendor set up
- ☐ Include street closure of portion of S. Warren St. for pedestrian safety
- ☐ Increase daily rental from \$500 to \$551.25 (calculated based on sq. ft)

DRIVING FACTORS FOR CHANGE

- ❑ Concerns brought to staff's attention by business owners along the Plaza's promenade regarding blocked entrances/visibility
- ❑ Concerns brought to staff's attention regarding limited lawn/open space during market operations
- ❑ Increased interest from local vendors, but limited space. New layout will provide additional space for vendors
- ❑ Facility Use Agreement is presented to Council annually for the following years market. The current agreement expires in February 2026
 - Proposed changes with committee recommendation will go to Council in December
 - Weekly street closure approval will also require Council approval

Discussion/Recommendations?