



# **Burleson Farmers Market**

**Facility Use Agreement 2026**

# 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





# FEE HISTORY



## PRICING BREAKDOWN

Pricing calculated on price per square foot as compared to fee established to reserve Plaza in its entirety for private events (\$5000)

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

\$0.11/ sq. ft. based on full-day reservation ; BFM charged \$0.05/ sq. ft. based on half-day usage

## RECENT FEE HISTORY

Approved by CC 3/21/21: Promenade + on-street stalls: \$287.50/market

Approved by CC 3/7/22: Promenade + on-street stalls + portion of lawn: \$454.50/market

Approved by CC 2/17/25: Promenade + on-street stalls + portion of lawn: \$500/market

# CURRENT EVENT FOOTPRINT





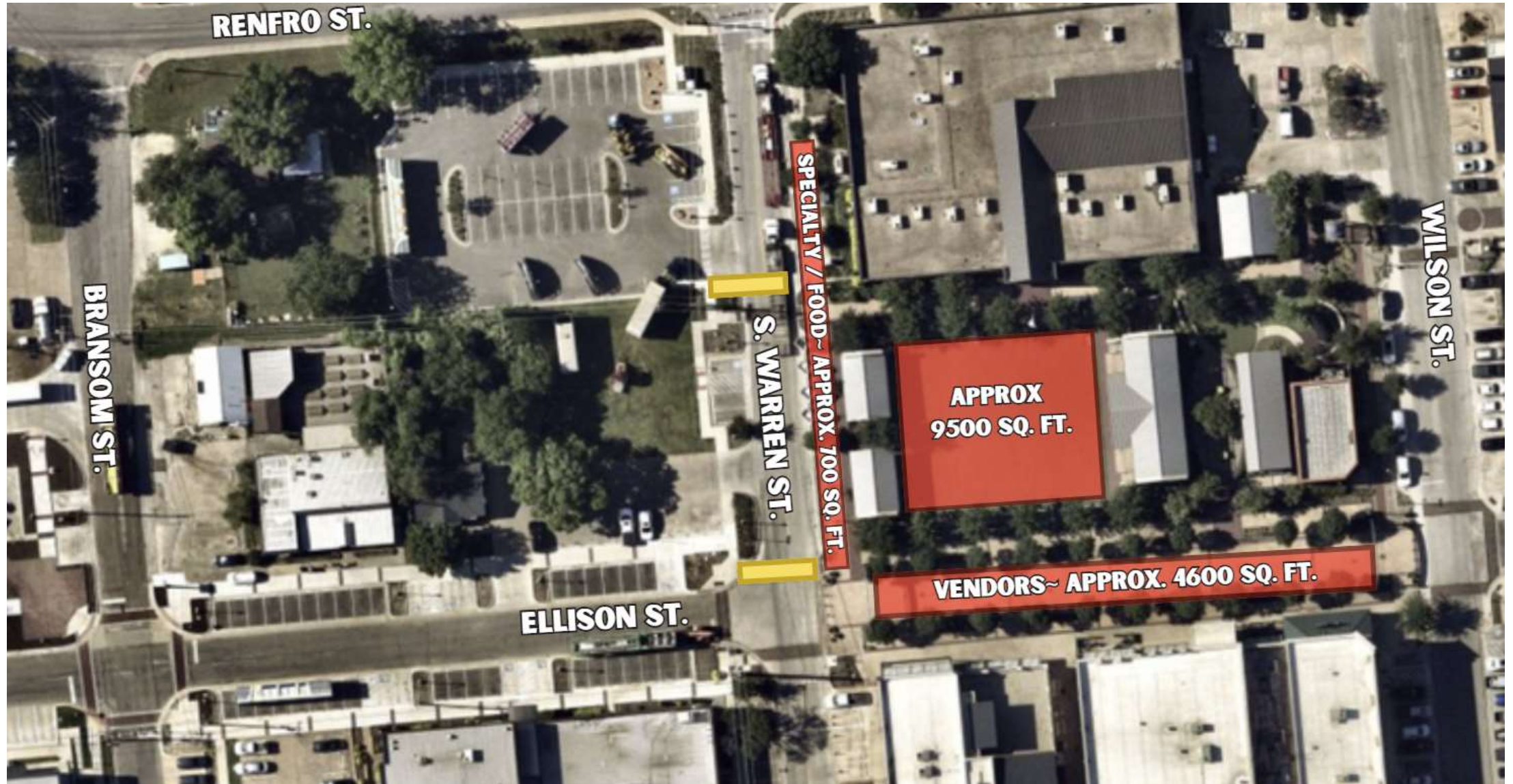
# COMMITTEE RECOMMENDATION

Staff presented options to Community Services Committee on November 5, 2025. The Committee provided the following recommendations:

- ☐ Allow BFM to utilize full lawn space
- ☐ Include street closure of portion of S. Warren St. for pedestrian safety
  - Agreement will deem organizer as responsible party for weekly set up/removal of barricades
- ☐ Allow BFM to utilize portion of S. Warren St. for vendors if desired

NOTE: Staff presented an option of utilizing West City Hall parking lot for vendors, but the Committee did not include that as part of their recommendation.

# PROPOSED EVENT FOOTPRINT





# MARKET STATS

- ❑ Average **100-120 vendors** per market
- ❑ Average market brings **800-1000 visitors** to the Plaza vs. a “no market” day averaging **100-300 visitors**.
- ❑ October “Date Night Market” (10/3) brought **2.4K visitors**
- ❑ December “Holiday Market” (12/13) brought **2.7K visitors**
- ❑ For comparison/reference, this years BTXMas events (12/6) brought **2.8K visitors**

Stats provided as reported via Placer ai



# PROPOSED CHANGES- OPTION 1

## COMMITTEE RECOMMENDATION

- ☐ Allow BFM to utilize full lawn space
- ☐ Include street closure of portion of S. Warren St. for pedestrian safety
  - Agreement will deem organizer as responsible party for weekly set up/removal of barricades
- ☐ Allow BFM to utilize portion of S. Warren St. for vendors if desired
- ☐ Allow *up to* six (6) Date Night markets instead of four (4) as outlined in current agreement.
  - Date Night markets to be held during the Mar-Oct season of market operations
- ☐ Maintain current daily rental rate (\$500/day); **Staff Recommendation**

***NOTE: City of Crowley charges \$125/week (\$500/month) for market operations utilizing a larger footprint than available within the Plaza***

***NOTE: City of Granbury charges \$87.50/week (\$350/month) for market operations within Hewlett Park, a larger footprint than available within the Plaza***

# PROPOSED CHANGES- OPTION 2

- ☐ Allow BFM to operate the same as present day agreement with no changes



# REASONS FOR PROPOSED CHANGE

- ☐ Increased interest from local vendors, but limited space. New layout will provide additional space for vendors  
NOTE: **80%** of vendors are local to Burleson
- ☐ Pedestrian safety on S. Warren St.
- ☐ The flat fee for BFM will allow the market to grow and provide a bigger economic impact for the local businesses in Old Town.
- ☐ The current agreement expires in February 2026

**Staff recommends approval of Option 1**

# Discussion/Recommendations?