



# BTX Honey Tour Carnival

City Council: March 20, 2023

Staff Presenter: Jen Basham, Director of Parks and Recreation



# Agenda

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# Background



- Honey Tour is a bike race that has been hosted by the Chamber of Commerce for over 20 years.
- The event consists of multiple bike races ranging from 7-67 miles. This will be the first year the race has been held since 2019. The Honey Tour has traditionally brought thousands of racers and their families to Burleson for the event.
- In 2022, The Chamber of Commerce invited the City of Burleson to partner in order to create a signature special event that enhances the race.
- The partnership was approved by Parks board (February 10, 2022) and City Council (March 7, 2022). Additions will include a carnival, live music, and vendors.

# Partnership areas



- **Chamber**
  - Manage all aspects of the race
- **City**
  - Carnival
  - Food Trucks
  - Merchants
  - Entertainment
- **Collaboration**
  - Marketing & Branding
  - Sponsorships (split by area)
  - Community involvement
  - Volunteers



# Event Information

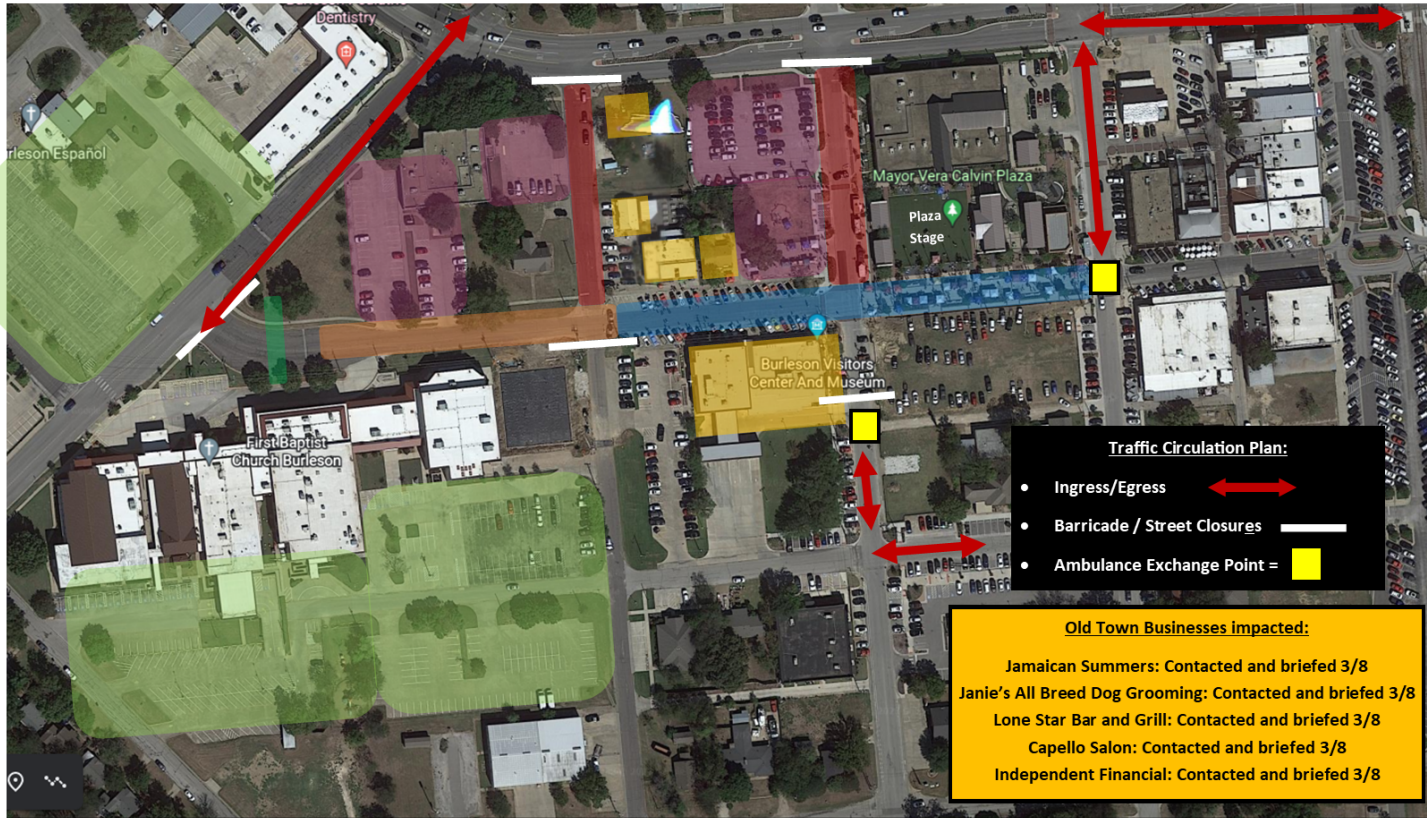
Carnival will be brought in by vendor, Carnival Americana, to host a 4-day carnival for the community in conjunction with the Burleson Chamber's signature Honey Tour Bike Race.

- **Event Dates: May 25, 2023 - May 28, 2023**
  - Proposed carnival hours of operations are as follows: Close time will be established by City personnel.
  - Thursday, May 25, 2023 (Soft opening): 5pm - 10:00pm
  - Friday, May 26, 2023: 5pm - 10:00pm
  - Saturday, May 27, 2023: 12pm - 10:00pm
  - Sunday, May 28, 2023: 12pm - 10:00pm
- **The site plan includes:**
  - Large carnival featuring 9-10 amusement carnival rides, a variety of carnival style games, and food vendors. The Parks and Recreation department will also organize on stage performances, live music, and local vendors to take part in the event.
  - Location: Old Town Burleson



# Carnival Site Plan

**Proposed road closures include:** Renfro to Bransom, Renfro to Warren, Warren to Ellison, Ellison to Johnson, and Bransom to Ellison



## Event Key



Games



Carnival  
Rides



Parking



Mobile  
Stage



Vendors



Food

- **Public safety:** Burleson Police and Fire Department has reviewed and are comfortable with this plan from a logistics and safety component. Traffic circulation plan was created by City of Burleson traffic engineer.
- **Communication with Old Town Businesses:** Impacted Old Town businesses have been briefed of the upcoming event.

Phased closure approach will begin Tuesday, May 23, 2023 and will begin with parking lot closures. Full street closures will take effect Thursday, May 25, 2023.



# Additional Information



- **Impacted Old Town businesses have been briefed and are in support of the event**
  - **Jamaican Summers: Richard Williams, Owner - Briefed on 3/8**
  - **Janie's All Breed Dog Grooming: Janie Ducey, Owner - Briefed on 3/8**
  - **Lone Star Bar and Grill: Randy Page, Owner - Briefed on 3/8**
  - **Capello Salon: Julie Garrett, Owner - Briefed on 3/9**
  - **Independent Financial Bank: Branch Assistant Manager, May Lok - Briefed on 3/8**

Courtesy notices with all pertinent event information were also provided to all local Old Town businesses on March 8, 2023. Virtual version of business notification memo and event map will be accessible for community on City website.

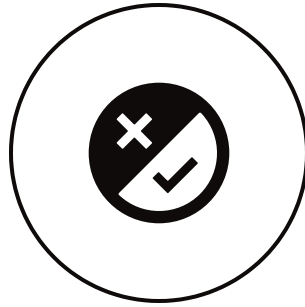
# Options

Consider approval of a resolution approving street closures for the upcoming Honey Tour community event.

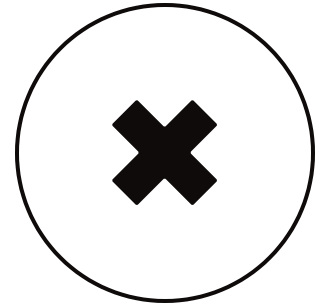
Staff Recommendation



Approve as presented



Approve with changes



Deny