



BTX Honey Tour Carnival

City Council: March 23, 2026

Staff Presenter: Jen Basham, Director of Parks and Recreation



Background

- Honey Tour is a bike race that the Chamber of Commerce has hosted for over 20 years.
- The event consists of multiple bike races ranging from 7-67 miles. 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 to create a signature special event that enhances the race.
- The partnership was approved by the Parks Board (February 10, 2022) and City Council (March 7, 2022). Additions 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

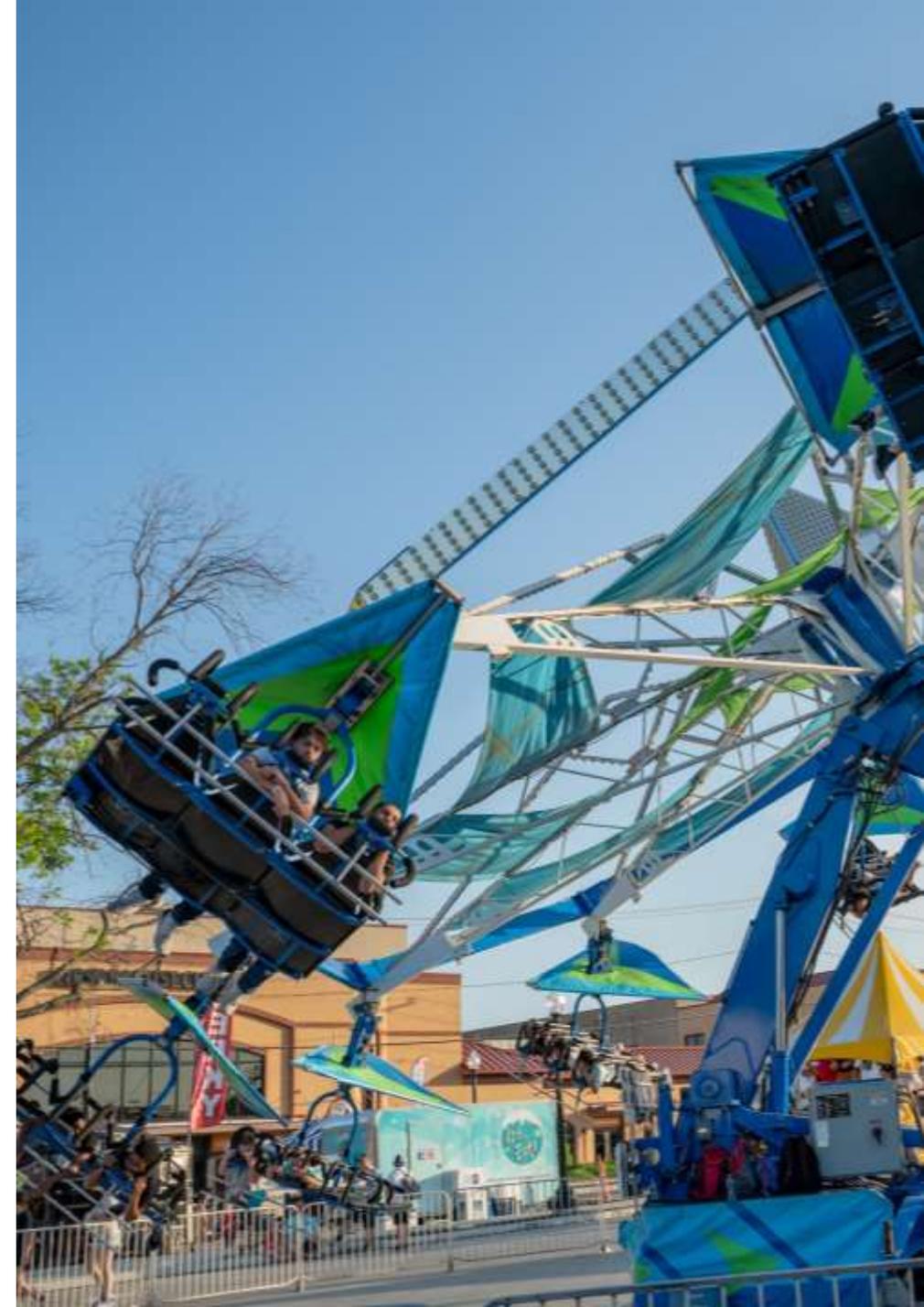
A carnival will be brought in by the vendor, Carnival Americana, to host a 4-day carnival for the community in conjunction with the Burleson Chamber's signature Honey Tour Bike Race.

Event Dates: May 21, 2026 - May 24, 2026

- Proposed carnival hours of operations are as follows: Close time will be established by City personnel.
- Thursday, May 21, 2026 (Soft opening): 5pm - 10pm
- Friday, May 22, 2026: 5pm - 11pm
- Saturday, May 23, 2026: 12pm - 11pm
- Sunday, May 24, 2026: 2pm - 11pm

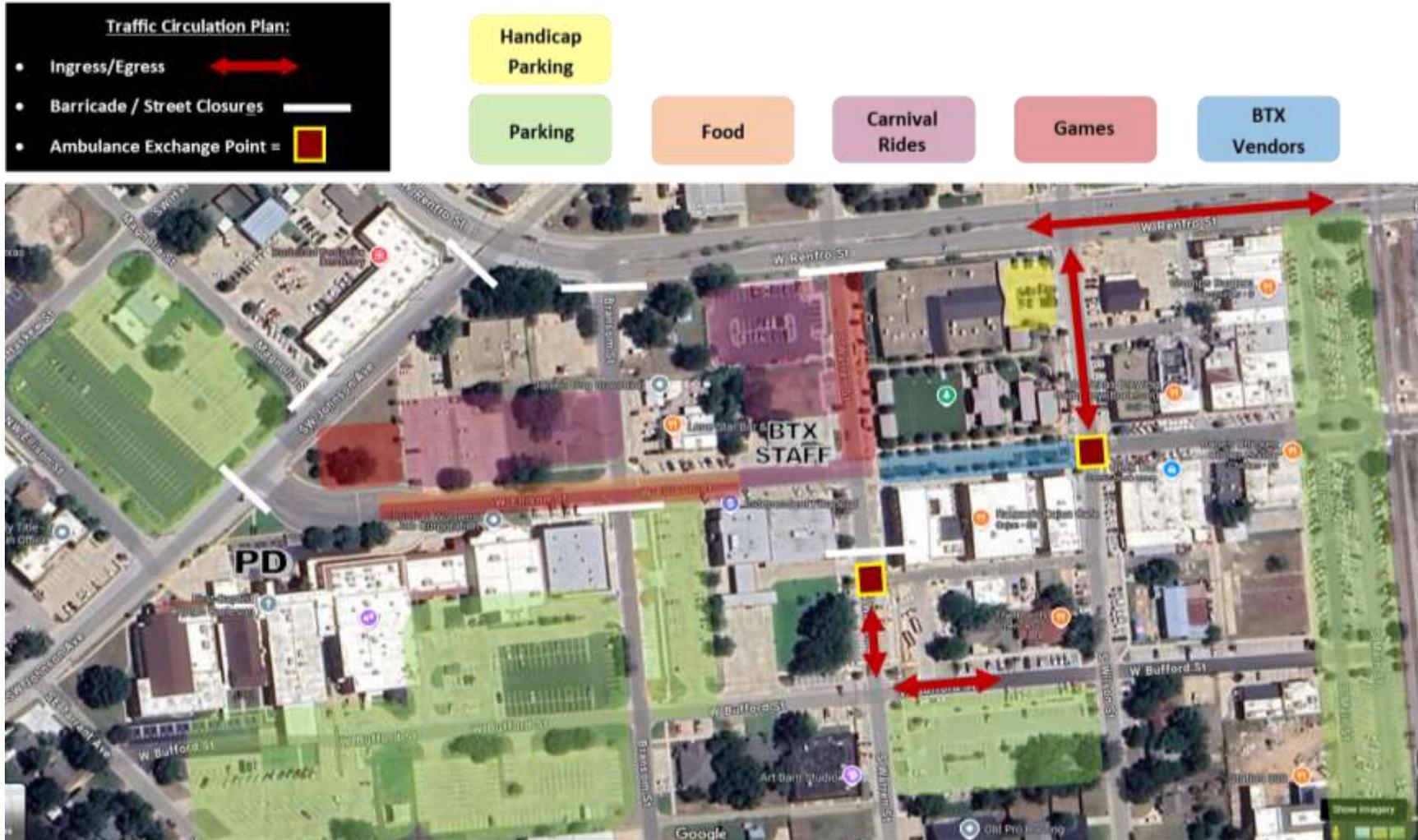
The site plan includes:

- Large carnival featuring 9-10 amusement carnival rides, various carnival-style games, and food vendors. The Parks and Recreation department will also organize live music and local vendors to participate in the event.
- Location: Old Town Burleson



Proposed 2026 Carnival Site Plan

Proposed road closures include: Bransom from Renfro to Ellison, Warren from Renfro to Ellison, Ellison from Wilson to Johnson, and Johnson from Renfro to Ellison.



Public safety: Burleson Police and Fire Department will review this plan from a logistics and safety component.

Communication with Old Town Businesses: Impacted Old Town businesses were notified in February 2026 of the upcoming event.

Phased closure approach will begin Tuesday, May 19, 2026 and will begin with parking lot closures. Full street closures will take effect Thursday, May 21, 2026.

Additional Information



Impacted businesses in Old Town were notified about the event in February 2026

Virtual version of business notification memo and event map will be accessible for community on City website.

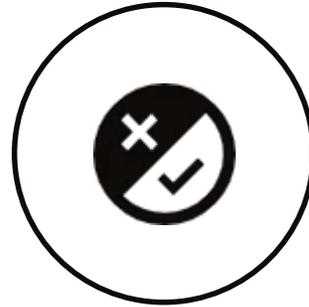
Options

Consider approval of a resolution approving street closures for the 2026 Honey Tour community event.

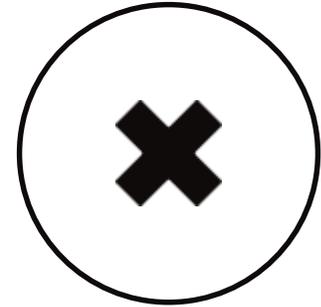
Staff Recommendation



Approve as presented



Approve with changes



Deny