

WEEKLY REPORT

APRIL 14, 2023

TO: MAYOR FLETCHER AND COUNCIL MEMBERS

FROM: BRYAN LANGLEY, CITY MANAGER

THE CITY OF
BURLESON
TEXAS

Weekly Report | April 14

I. Council Schedule

Meetings

Monday, April 17, City Council Regular Session, 5:30 p.m.

All meetings will be held at City Hall Council Chambers, 141 W. Renfro St.

The meeting will be conducted in the council chambers and is also available via live stream, <https://www.burlesontx.com/watchlive>

Reports and Presentations

- No staff presentations for reports and presentations

II. General and Status Updates

A. April 2023 Sales Tax Information

Below is the information from the Texas Comptroller of Public Accounts in reference to the City of Burleson Sales and Use Tax Collections for the most current period.

April 2022	April 2023	Diff \$	Diff %	FY 2022 YTD	FY 2023 YTD	Diff \$	Diff %
\$ 1,808,447	\$ 2,177,853	\$ 369,406	20.43 %	\$ 11,040,485	\$ 11,834,764	\$ 794,279	7.20%

Note: April 2023 sales tax amount represents sales incurred in February 2023.

B. Legislative Update

A new record of over 8,500 bills was filed this legislative session. TML and Focused Advocacy have been briefing the city on bills making their way through the process that could ultimately impact the city. Recently, an inquiry was submitted about SB 1787 that would impact cities in counties with a population over 300,000, restricting their ability to regulate size and density requirements for residential lots and authorize a fee. A full detailed summary can be found [here](#).

Other bills that are in motion:

- [House Bill 2224](#) filed by Rep. Ana Hernandez (D-Houston), would allow cities to change speed limits on roads in residential areas without performing a traffic or engineering study.

- [House Joint Resolution 123](#) filed by Rep. DeWayne Burns (R-Cleburne), which would restrict the power of the Legislature to mandate requirements on municipalities;
- [House Bill 1486](#) filed by Rep. Stan Gerdes (R-Smithville), which would require cities to provide telecommunicators with mental health leave.

Bills are being tracked and monitored as committees continue to meet. If a councilmember has a specific request about any pending legislation or needs more information, please contact Justin Scharnhorst at jscharnhorst@burlesontx.com
View the full April 7, 2023 [TML Update](#).

C. Economic Development Planning Event with 97.1 The Freak

The Economic Development Department is considering advertising on DFW radio 97.1 The Freak. This advertising opportunity includes inclusion and first date in the “Kick off the Freakin’ Weekend” remote in Burleson. The live remote takes place on a Friday and includes live broadcasting of two shows, The Ben & Skin Show and The Downbeat, from 11 a.m. - 7 p.m. The preferred date of 5/26 is available to allow on-air hosts to promote Hot Sounds of Summer, Honey Tour Bike Ride, Old Town activities, and the Burleson community on the opening date of the Hot Sounds of Summer concert series. To give all Old Town restaurants a fair chance at hosting the event, the EDC will send an open invite to all Old Town restaurants for the opportunity to host the live event in their establishment. The first restaurant to meet all requirements (adequate space for radio equipment hosts/guests, etc.) and commit to paying their portion of the advertising fee will be selected.

D. Library News

Camping gear is now available for checkout in the Library of Things collection. View the entire collection: <https://bit.ly/4333xT7>



E. Senior Center News

Last week the seniors enjoyed an Easter egg hunt, lunch, and entertainment from the Tequila Mockingbirds, an all-female acapella group. CareNCare's Linda Thompson spoke about diabetes at a packed Lunch 'n Learn.



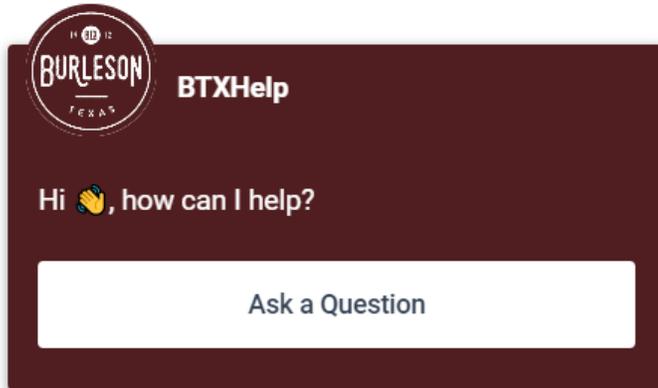
F. Burleson Area Chamber of Commerce Quarterly Report

The Burleson Area Chamber of Commerce (BACC) has completed their second quarter business retention and expansion report. Per an agreement with the BACC, their staff will conduct 100 meetings with local businesses and survey the needs and desires of the business community. The report on page 13 provides data and highlights from their surveys thus far.

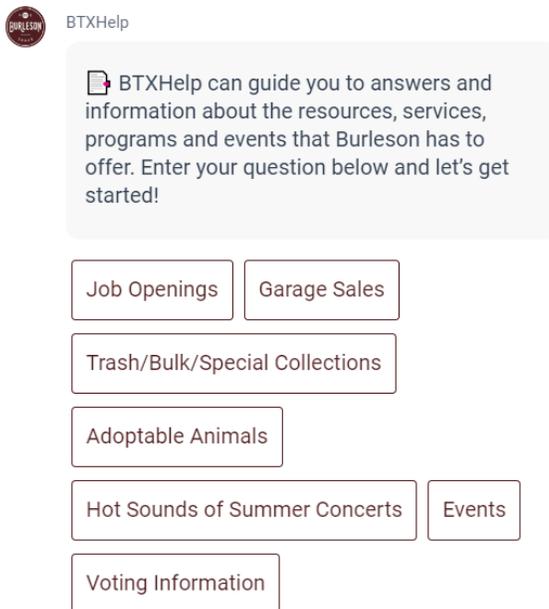
G. Chatbot to launch on city's website

To continue making information on the city's website easier to find, communications staff will launch BTXHelp, a chatbot on the city's website Friday, April 14. The chatbot will be available on every website page to assist visitors anytime during their web visit. The chatbot will feature quick links to the most searched phrases on the city's website. Communications staff pulled the most searched words for the last 90 days and during this time last year to create the list. The quick links can be updated at any time. Website visitors can also type questions or keywords into BTXHelp, and the chatbot will search through the city's web pages and provide answers. Communications staff will be able to review the searches and "train" the chatbot to answer questions in specific ways. Specific departmental questions can be assigned to departmental webpages. For the launch, both police and library will have this featured activated. Other departments will have their departmental-specific chatbots in the future.

How the chatbot will appear on the bottom of the right hand corner of every webpage on the city's website.



How the chatbot will appear on city pages once the visitor clicks on it.



How the chatbot will appear on the bottom of the right hand corner of the Police Department's pages and once the visitor clicks on it.

Hi! How can Burleson Police help you today?

BURLESON TEXAS

BTXHelp

What BPD services can we connect you with?

- Crash Report
- Become an Officer
- Open Records
- Crime Reports
- Alarm Permits
- Guardian Program
- File a Report
- Contact a Detective
- Hire Off-Duty Officer
- Complaint Form

How the chatbot will appear on the bottom of the right hand corner of the Library's pages and once the visitor clicks on it.

Hi 🤖, how can the Burleson Library help?

BURLESON TEXAS

BTXHelp

What Library services can we connect you with today?

- Library Cards
- Catalog
- Holds
- My Library Account
- Story Time
- Library programs and events
- Library Room Rentals
- Public Computers
- Public Wi-Fi
- Volunteering

H. Parks and Recreation Updates

Easter event recaps:

- Russell Farm Preschool Egg Hunt, April 1: Estimated attendance: 425

This year's Easter Egg Hunt at Russell Farm Art Center was the cutest event around! It wouldn't be a farm event without chickens and donkeys, and they were happy to oblige us for adorable pictures with little ones. Kids ages four & under delighted in hunting for eggs filled with Easter goodies. See more photos here: <https://flic.kr/s/aHBqjAymVX>



- Bunny Daze, April 1: Estimated attendance: 2000

This year's Bunny Daze at Chisenhall Field was a ton of fun with awesome community vendors, a variety of kids activities, delicious bites from participating food trucks and lots of little ones eager to fill their baskets with Easter eggs. See more photos: <https://flic.kr/s/aHBqjAynBt>



- Aqua Egg Hunt, April 8: Participant attendance: 150

The BRiCk hosted its annual Aqua Egg Hunt event on April 8. Children ages preschool through 11, had fun enjoying photos ops, egg hunting in the indoor pool, and great prizes.



Upcoming Event News:

BTX Honey Tour Carnival Parks & Recreation Department is hosting the first annual BTX Honey Tour Carnival in conjunction with the Burleson Area Chamber of Commerce Honey Bike Tour. The four-day event is scheduled for Thursday through Sunday, May 25-28, 2023 in the Old Town Burleson area. Throughout the event, attendees can enjoy games, carnival rides, vendors, two entertainment stages, and a variety of food.



For more information and key event details,

visit: <https://www.burlesontx.com/2542/BTX-Honey-Tour-Carnival>

H. Claudia's Playground Re-Opens

On April 12, Claudia's Playground reopened after receiving a full renovation. A ribbon cutting and community block party was hosted to welcome the new and improved park to the neighborhood.

Renovations included:

- Playground replacement
- Picnic tables
- Benches
- Trash receptacles
- Shade structures
- Fitness area
- Artificial turf

More information on this park renovation can be found [here](#).



**I. Parks and Recreation
Departmental Updates**

There are lots of exciting things happening in our community within Parks and Recreation. View the latest updates in the monthly parks board presentation on page 17. Updates include additional special event recaps, program news, park project updates, staff highlights, and more.



**J. Neighborhood Street
Rehabilitation: Cindy Court**

Start Date: April 10, 2023

Anticipated End Date: July 2023

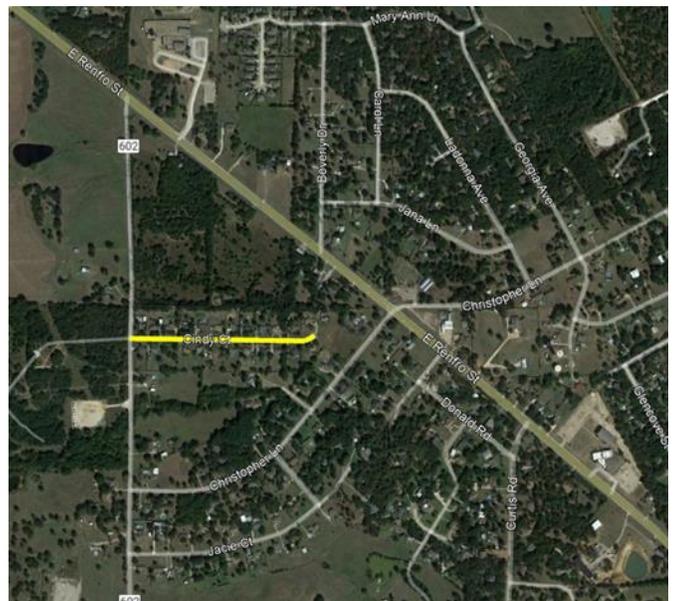
The city will repave the full length of Cindy Court as well as make drainage improvements. Residents can expect the replacement of the driveway approaches as well.

Residential access shall be maintained throughout the project.

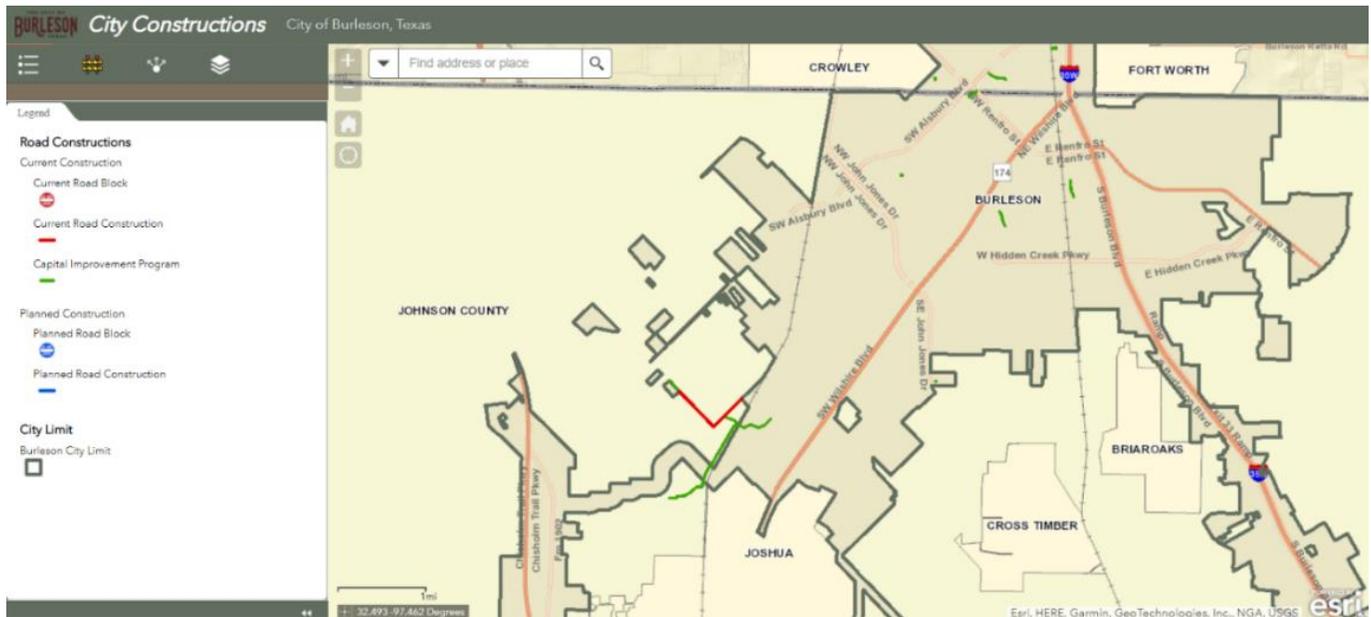
City of Burleson Project Manager:

Travis Rosenbaum

817-426-9620; trosenbaum@burlesontx.com



III. Upcoming Road Construction/Closures ([click to view map](#))



IV. Parks Capital Projects

Project	Status	Timeline
Clark Parking Lot	Under construction	Scheduled completion: early May 2023
Oak Valley Playground and Parking Lot	Parking lot under construction to be completed late May 2023. Playground installation will begin immediately following completion of parking construction.	Parking lot construction to begin 4/3/23 thru the end of May 2023. Playground scheduled to begin in early June to be completed by the end of June 2023.
Cemetery Expansion	Finishes and final landscaping underway.	Project completion: late-April 2023
Elk Ridge Playground and Trees	Playground installation irrigation upgrades underway. Tree planting scheduled for 4/15/23	Playground installation to be completed by mid-May, weather permitting. Tree planting event scheduled for 04/15/2023
Wakefield Playground	Playground shipment date April 4 (1-2 week ship time); To begin installation late April 2023	Project completion: mid-May 2023
Monument Sign	Construction documents complete - currently awaiting bid submissions.	Project completion: Spring 2023
Claudia Playground	Project under construction	Project completion: early April 2023 Ribbon cutting: 04/15/2023

Bailey Lake/ Chisenhall Parking Expansions	Contracts scheduled for award consideration 4/17/2023	Contracts scheduled for award consideration 4/17/2023
Village Creek Trail	90% plans underway - acquiring easements and TXDOT LOSA	Partial construction to begin Fall 2023
Parks Building	Mezzanine steel beams/joists/deck edging, roof installation, framing exterior walls, and installation of HVAC hangers underway.	Project Completion: early June 2023
Chisenhall Turf Conversion	Under construction	Project completion: End of April 2023
Shannon Creek Nature Park	Schematic design documents received and under staff review.	Begin construction Fall 2023
City Gateway Signage	Conceptual renderings approved	
Bartlett Soccer Complex Field Renovation	Under construction	Complete construction 4/30/23 with grow-in period thru 6/30/23

V. Events

- **Coyote Loop Clean Up**
 April 15, 9 – 11a.m.
 Coyote Loop Trail | Jennifer Trailhead, 504 Jennifer Dr
 Free event
- **Drug Take-Back Day**
 April 22, 10 a.m. – 2 p.m.
 Walmart Supercenter Parking Lot, 951 Wilshire Blvd
 Free event
- **Earth Day Celebration**
 April 22, 10 a.m.
 Russell Farm Art Center, 405 W CR 714
 Free event
- **Arbor Day Celebration**
 April 28, 10 a.m.
 Centennial Park, 1100 Scarlet Sage Pkwy
 Free event

- **Far Out Family Campout**
 April 29 - 30, 1 p.m. – 8 a.m.
 Bailey Lake Park, 280 W Hidden Creek Pkwy
 Pre-event: \$25 per family of 5
 Day of: \$30 per family of 5

- **Resource & Health Fair**
 May 5, 12 - 2 p.m.
 Burleson Senior Center, 216 SW Johnson Ave
 Free event

- **Cinco de Mayo**
 May 5, 7:30 p.m.
 Mayor Vera Calvin Plaza, 141 W Renfro St
 Free event

- **Household Hazardous Waste Event**
 May 6, 9 - 11 a.m.
 Municipal Service Center, 725 S.E. John Jones Dr.
 Free event, open only to Burleson residents

- **Date Night Experience: Cinco de Mayo Theme**
 May 6, 6 – 8 p.m.
 Russell Farm Art Center, 405 W CR 714
 \$45 per couple

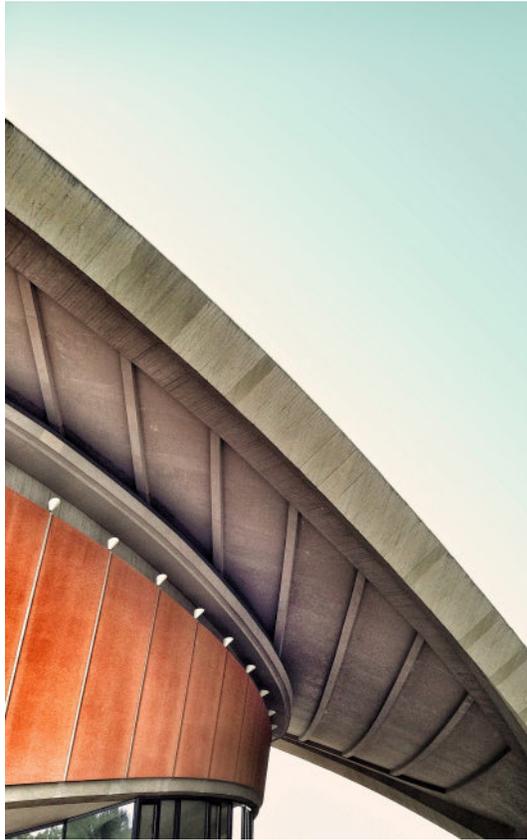
VI. Attachments

Burleson Area Chamber of Commerce Quarterly Report.....page 13
 Parks and Recreation Departmental Update.....page 17

Q2 ECONOMIC DEVELOPMENT SURVEY REPORT

A PARTNERSHIP BETWEEN
THE CITY OF BURLESON
ECONOMIC DEVELOPMENT +
BURLESON AREA CHAMBER
OF COMMERCE

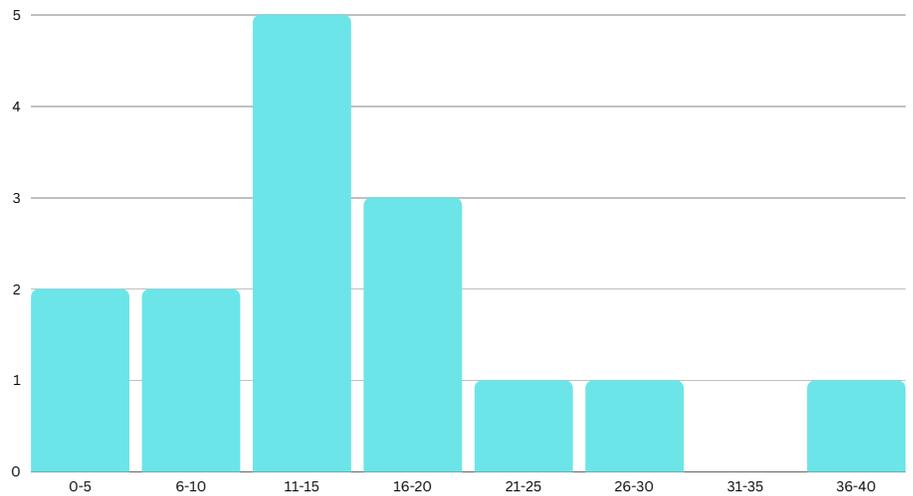
*Interviews Conducted by BACC Executive Director Gabriela Daniels
Report Created by BACC Communications Coordinator Jessica Pounds*



BUSINESSES INTERVIEWED THIS QUARTER

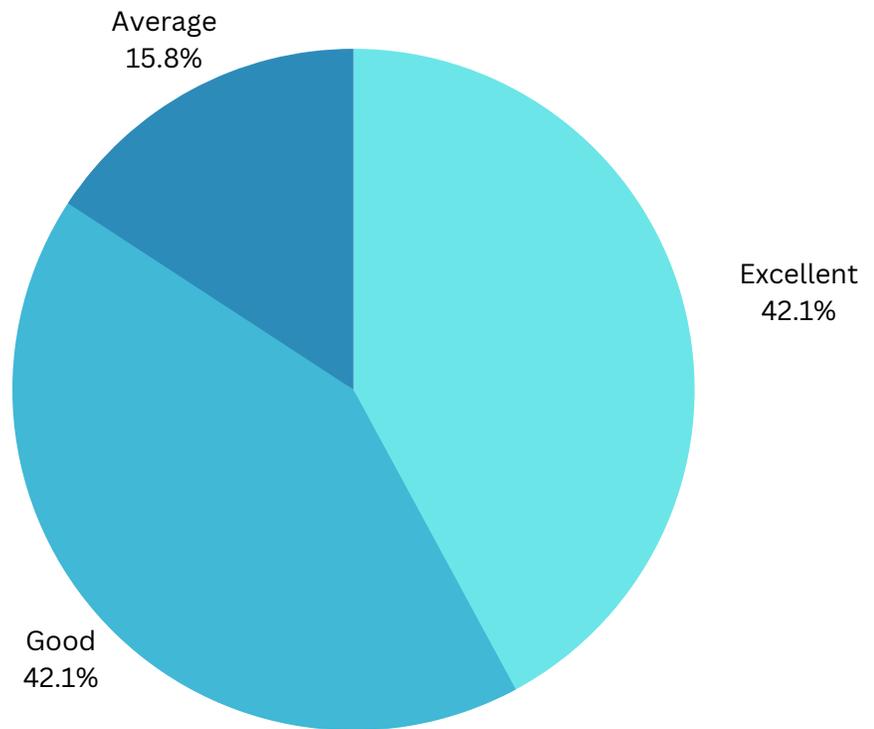
- BABE'S - Burleson LLC
- Burleson Automotive Partners LLC
- Burleson Hard Eight LLC
- Burleson Tools Inc.
- Campbell's CarStar
- Dwell/Morgans
- Famo LLC
- Farmo Inc.
- Greg's Chicken Shack Inc.
- Grump's
- Kamps Inc.
- Lowe's Home Centers LLC
- Office Depot LLC
- Sam's East Inc.
- South Fort Worth RV Ranch LLC
- Starbucks Corporation
- Sunbelt Rentals Inc.
- Target Corporation
- Texas First Rentals LLC
- Wildbirds Unlimited

YEARS IN BUSINESS



BUSINESS IN BURLESON

**HOW DO BUSINESSES
RATE THEIR OVERALL
SATISFACTION WITH
DOING BUSINESS IN
BURLESON?**



46.9% OF EMPLOYEES LIVE
IN BURLESON

8

BUSINESSES ARE
FACING RECRUITMENT
ISSUES



TOP CHALLENGES

1. PARKING
2. EMPLOYEE RETENTION
3. COST OF SUPPLIES
4. COMPETITION

4

BUSINESSES
PLAN TO EXPAND





Departmental Updates

Park Board - April 2023

Rec Special Events



Event Recaps:

Dogs and Donuts: March 11, 2023 - Estimated attendance, 150 attendees

Vietnam Veterans Tribute: March 25, 2023 - Estimated attendance, 150 attendees

Russell Farm Egg Hunt & Bunny Daze: April 1, 2023 - Estimated attendance, 2,425 attendees

Aqua Egg Hunt: April 8, 2023 - 150 participants registered



Upcoming Events:

Coyote Loop Clean Up: April 15, 2023

Earth Day Celebration: April 22, 2023

Arbor Day Celebration: April 28, 2023

Far Out Family Camp Out: April 29, 2023



BUNNY DAZE



**RUSSELL FARM
PRESCHOOL EGG HUNT**



VIETNAM VETERANS TRIBUTE



DOGS AND DONUTS

Claudia's Playground Re-Opened!



CLAUDIA'S PLAYGROUND RIBBON CUTTING

**APRIL 12, 6:00 - 7:30 PM
933 W BEND BLVD**

LAWN GAMES!

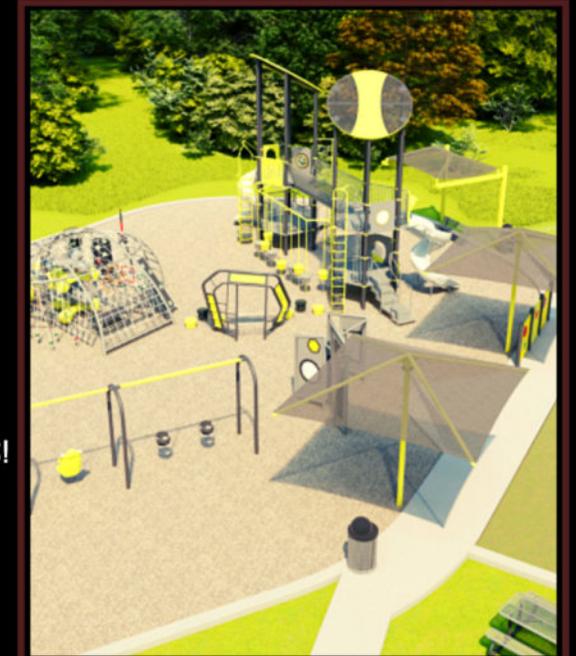
FREE SNOW CONES FOR 1ST 50 ATTENDEES!

FOOD FOR PURCHASE!

AND MORE!

PLEASE NOTE:

LIMITED PARKING AVAILABLE - THIS IS A WALK UP EVENT



Rec Programs



Athletic News:

Current Athletics:

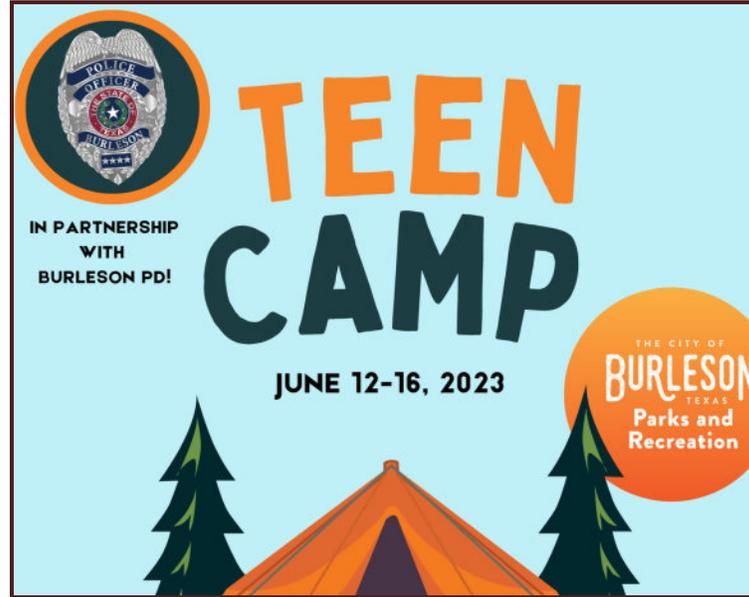
Basketball, Softball, and Volleyball

Spring athletics currently in registration and upcoming:

Free Community Pickleball Clinic (Warren Park):

April 15

Youth Track Athletics



Program News:

Programming Highlight: Spring Break Camp

26 participants enrolled

Current and Upcoming Programming:

Homeschool PE (avg. 20 participants), Sporties for Shorties (avg. 5 participants), Gymnastics (avg. 36 participants), Teen Camp (upcoming), and Summer Camp (avg. 90 participants currently).



Additional News:

Honey Tour Carnival: May 25-28

4-day carnival that will include live music, carnival rides, local vendors, games, and food.

Russell Farm Art Center



Russell Farm Updates:

- Programs/Events March recap:
- Red Chair Lecture, Woodcarving: Gary Burkins: March 17 (25 participants)
- Show Me How Fair: March 25 (201 participants)
- Russell Farm Easter Egg Hunt: April 1 (425 participants)
- Upcoming Programs/Events:
- Pickled Asparagus Canning Workshop: April 15
- Date Night Experience: May 6



Marketing and Community Engagement

Quick Stats as of 4/6:
Facebook Followers:
15,005
(210 follower increase)

Instagram Followers:
1,319
(9 follower increase)

Tik Tok Followers:
1,020
(10 follower increase)

Constant Contact
Subscribers:
5,118



Facebook Highlight: Pickleball at Warren Park

Reach - 27,705; Reactions - 697;
Comments - 187; Shares - 55



Facebook Highlight: Parks and Recreation reached 15k followers as of 4/6

March High Performing Content

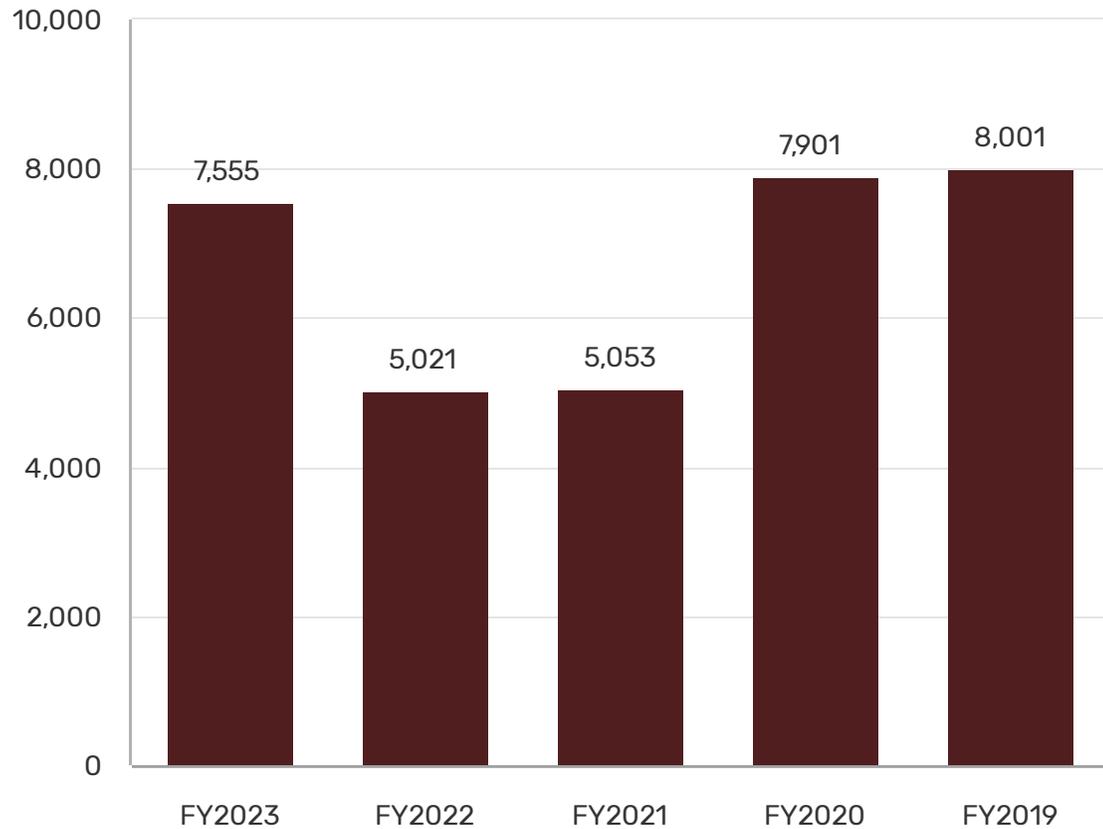
BRiCk - Projects

1. **Men's locker replacement - Installation on 4/17/23 to be completed and reopened 4/20/23**
2. **Upgrade AC system - Complete, additional items identified during the project that will be addressed in the coming weeks**
3. **Replace outdoor pool sand filter - In production**
4. **Lobby redesign/update - Scheduled for Council consideration Summer 2023**
5. **Outdoor Pool Shade Structures & Furniture - In production**
6. **Repairs from the recent leak in the fitness area-Complete**
7. **Relocate flag pole lighting out of walk path - Begin late April 2023**
8. **Plumbing repairs through lobby area - Begin late April 2023**

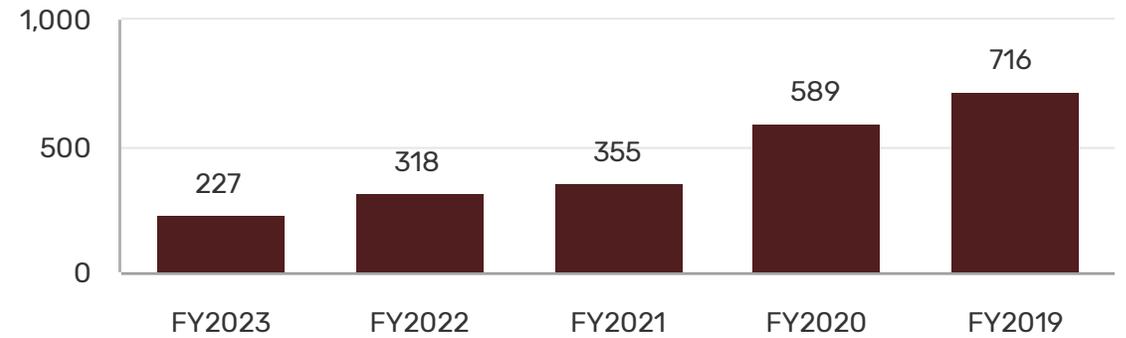


BRiCK- Memberships and Programs

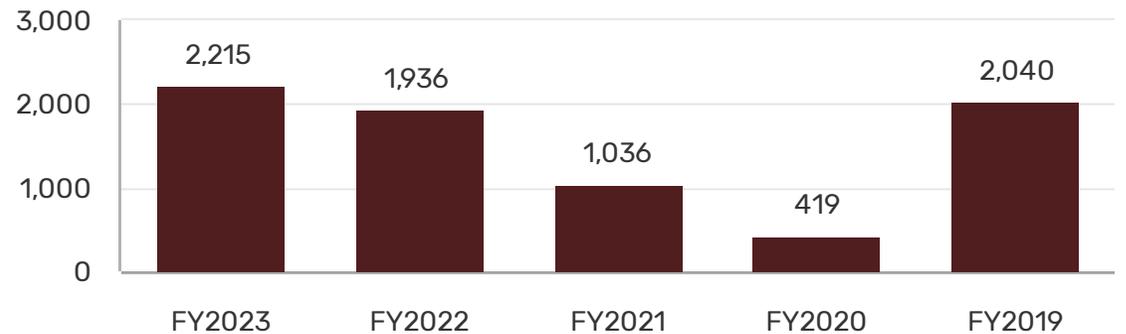
March Memberships



Program Enrollments



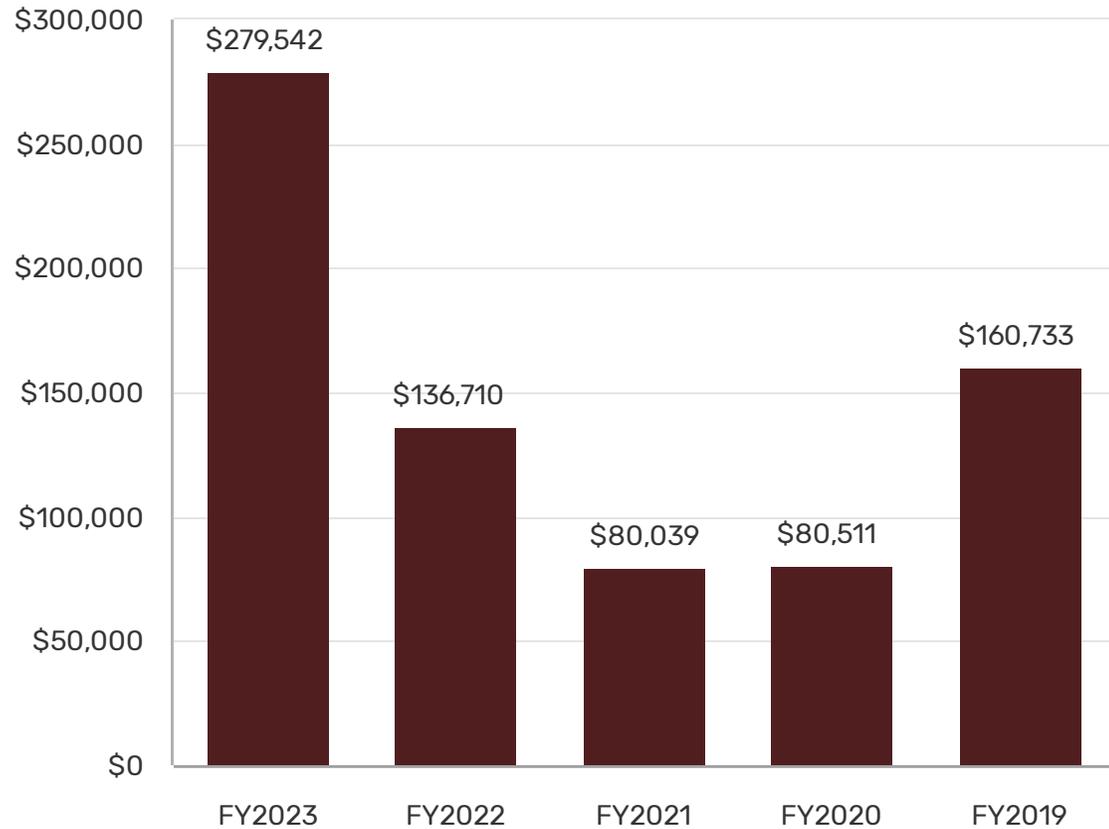
Fitness Class Attendance



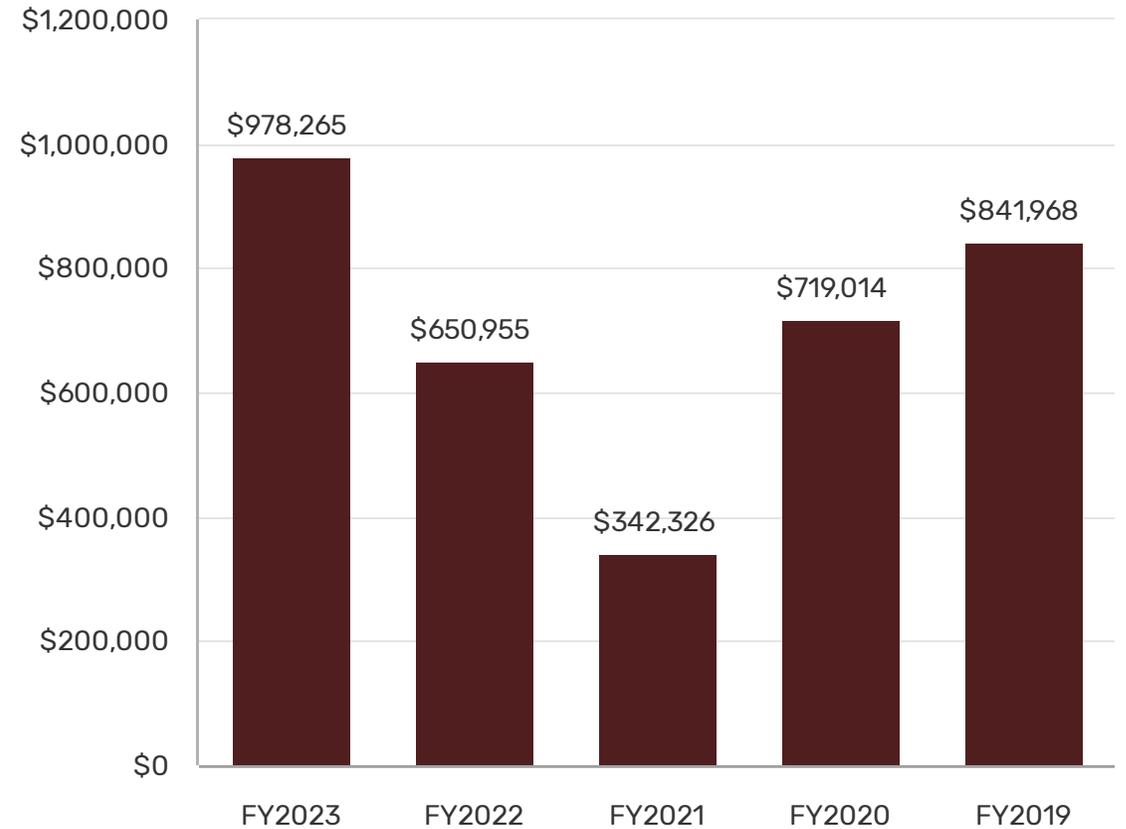
FY 2021 had limited data due to software conversion

BRiCK-Revenue

March

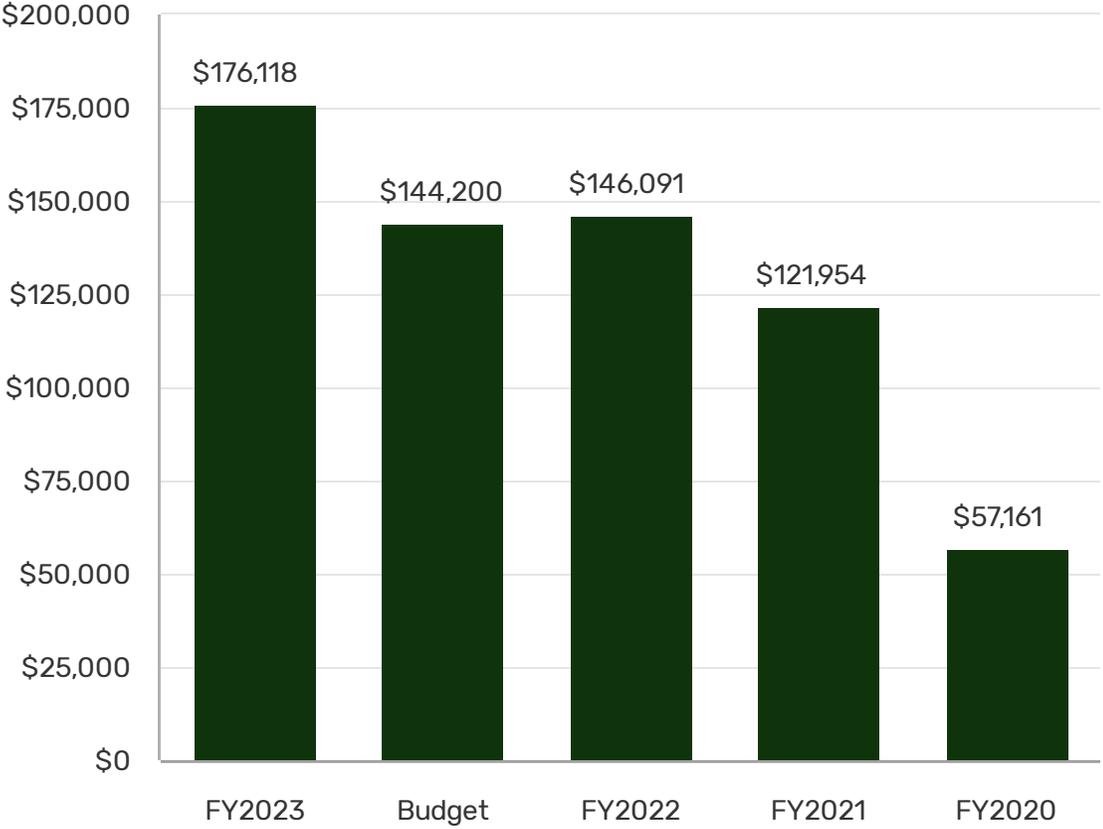


Year to Date (Accruals not included for current FY)

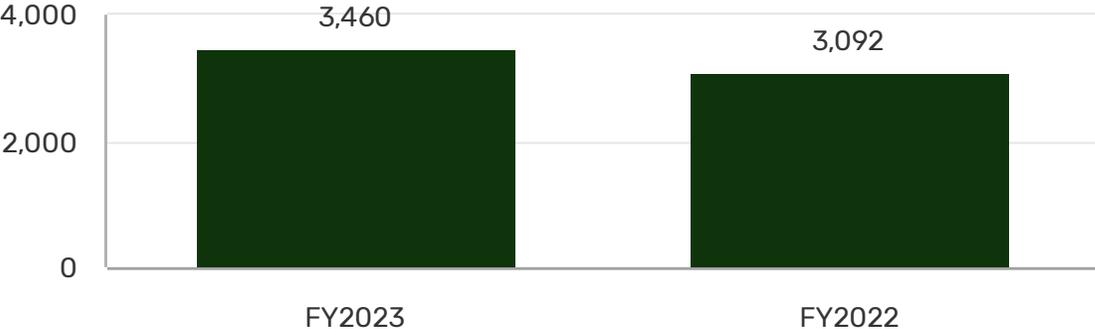


Golf- March Comparisons

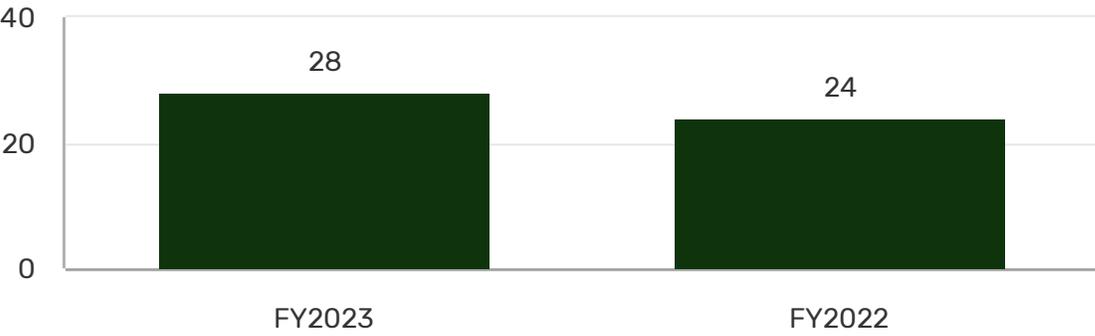
March Revenue



Rounds Played in March

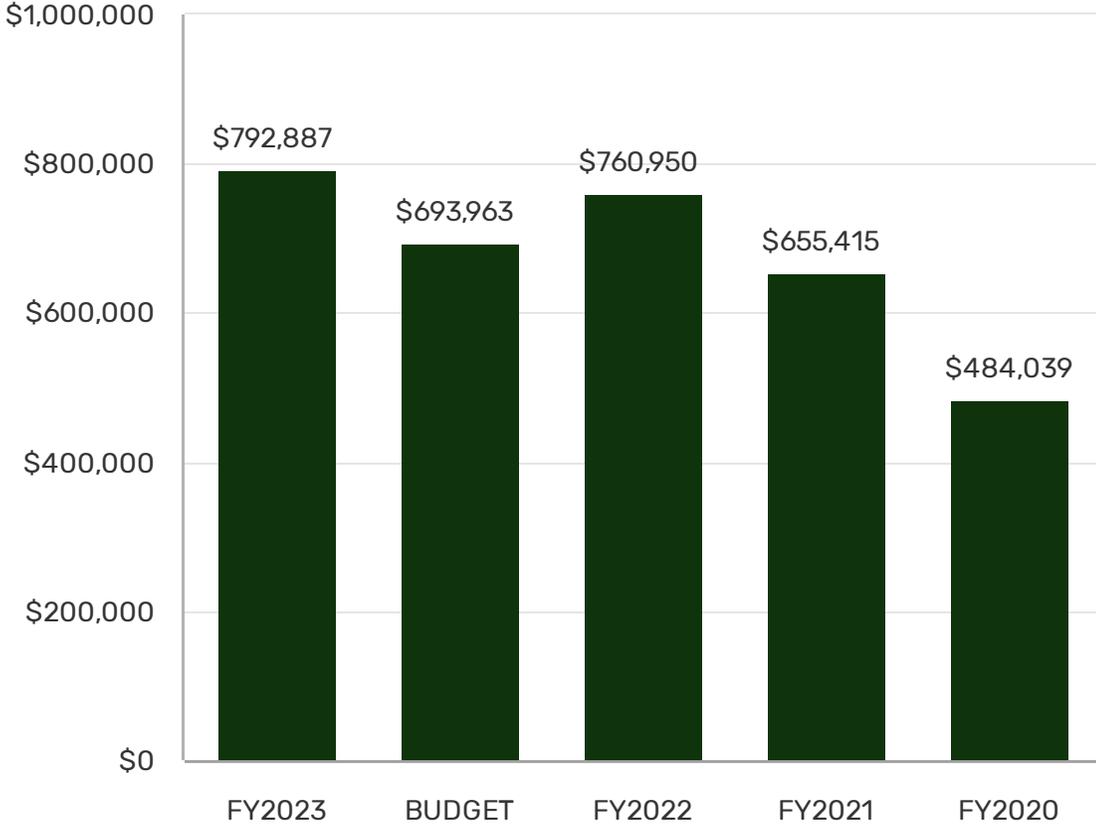


Playable Days

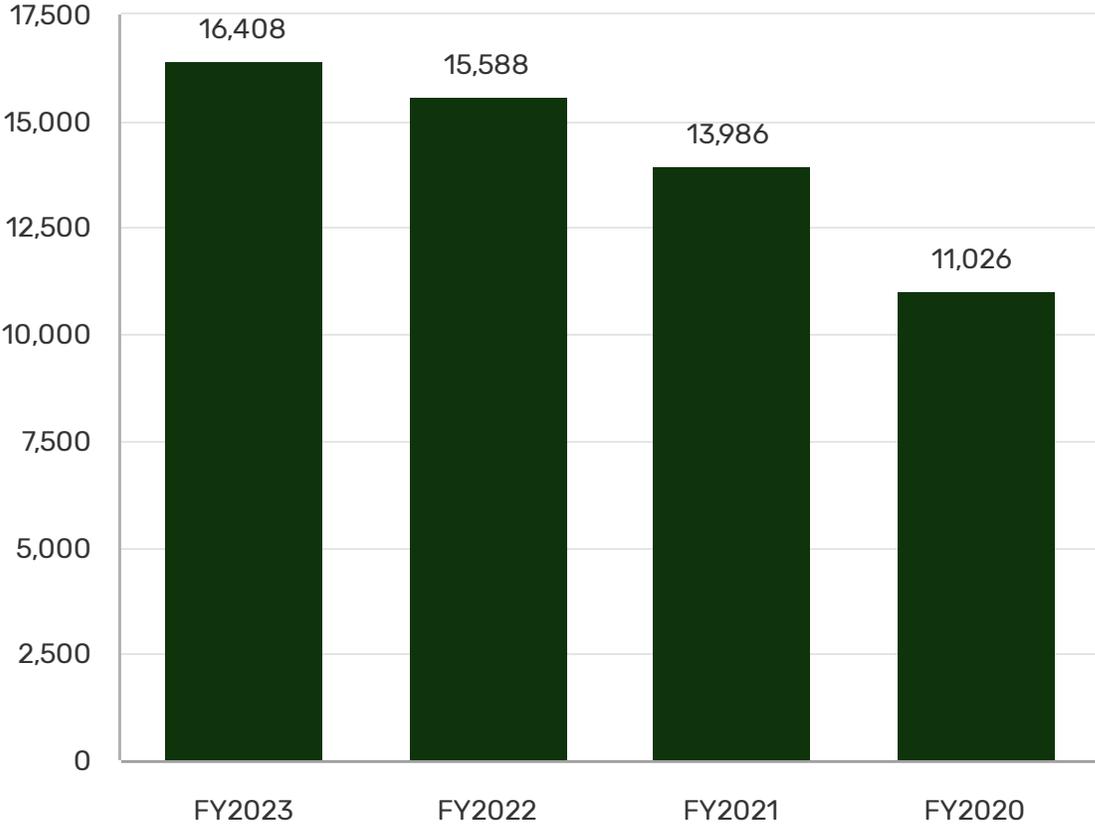


Golf- Year to Date

Revenue YTD October - March

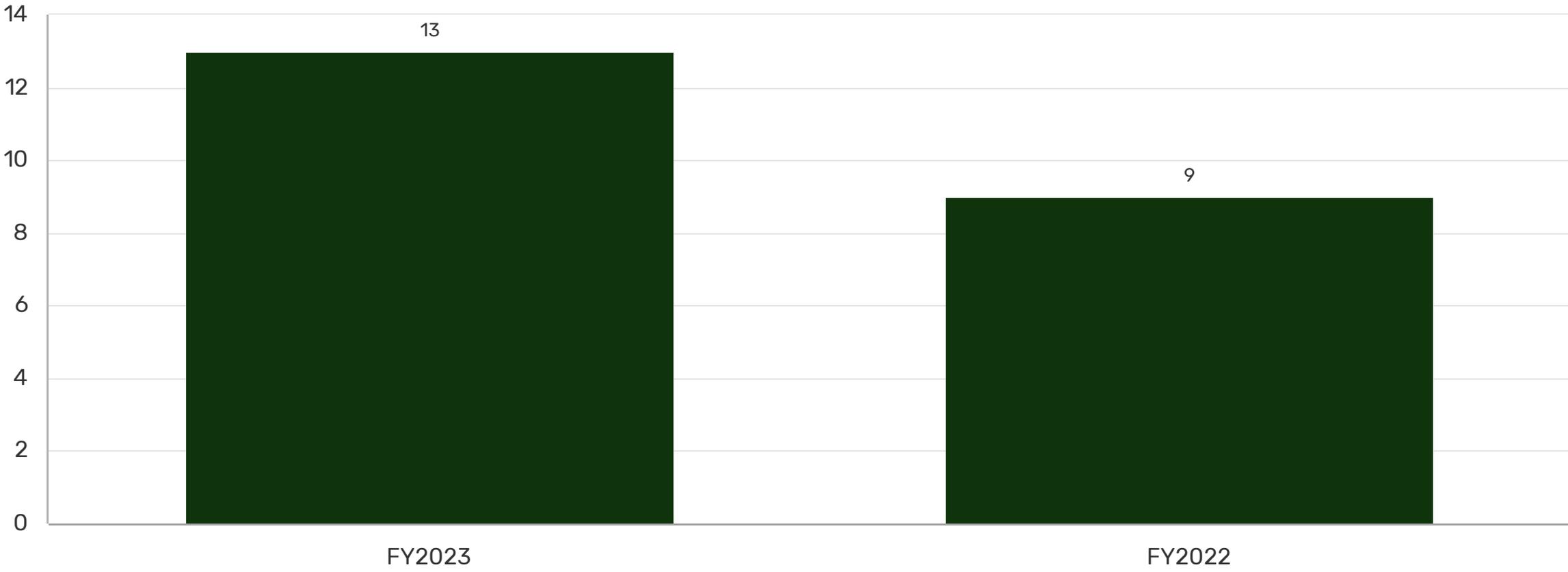


Rounds Played YTD October- March



Golf

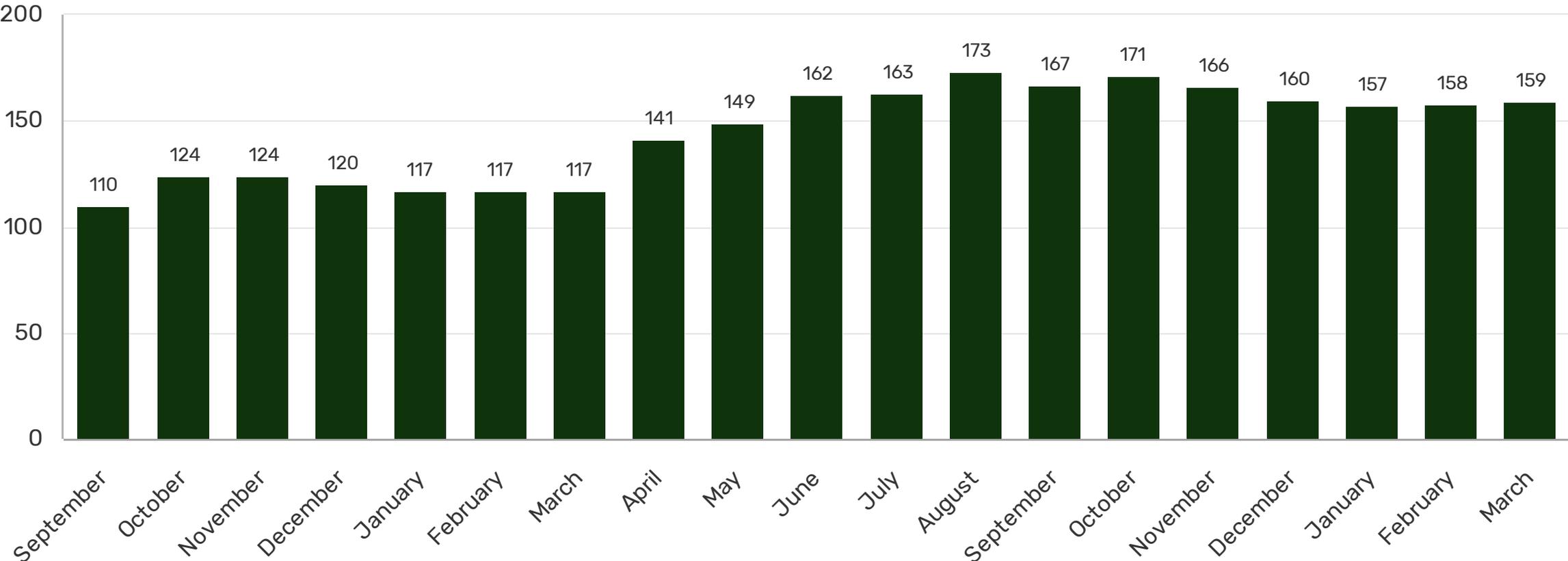
Tournaments YTD



Golf-Memberships

— 159 Current Members

Players Club





Parks - Capital Project Updates

- **Cemetery Expansion: Remaining items scheduled for completion before end of April 2023**
- **Bailey Lake and Chisenhall Parking Lot Expansions: Scheduled for Park Board award recommendation on 4/13/23 and Council consideration on 4/17/23**
- **Village Creek Trail: Revised 90% plans underway. Easement acquisitions in negotiation, estimated to begin construction Fall 2023**
- **Bartlett Soccer Complex: Under construction complete end of April, will re-open at the end of June after sod has grown in and established**
- **Park Monument Signs: Finalizing quotes**

Parks - Capital Project Updates (Continued)



- **Claudia's Playground: Complete**
- **Parks Building: Mezzanine and steel beams installed.**
- **Oak Valley North Park: Parking lot under construction with playground to follow upon completion. Estimated completion May 2023**
- **Elk Ridge Park: Estimated completion May 2023**
- **Wakefield Park: Estimated completion May 2023**



Parks - Capital Project Updates (Continued)

- **Clark Park: Estimated completion May 2023 - parking lot concrete poured. Sidewalks, signage/stripping, and landscape underway**
- **Chisenhall Fields: Estimated completion April 2023**
- **City Gateway Signage: Initial renderings under review**
- **Shannon Creek: Schematic design complete and under staff review**

March Parks by the Numbers



28

**INSPECTIONS PERFORMED
PLAYGROUND REPAIRS: 18**

**Litter Abatement in Parks,
Athletic Fields, and ROWs**



32,220

Pounds of Litter Removed



Irrigation Services

7

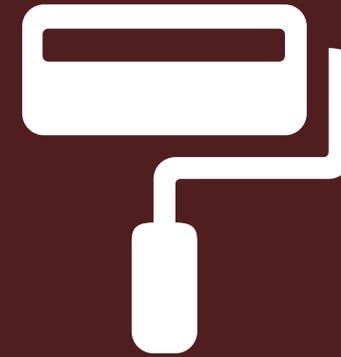
**Irrigation Systems
Inspected**

20

Irrigation repairs made

Integrated Pest Management

- 3 sites treated for fire ants and pests
- 10 sites treated with pre-emergent weed preventative
- 10 sites received post-emergent weed control treatments



**3 graffiti incidents:
100% abated
within 24 hours of
reporting**

March Parks by the Numbers



Certified Arborist

Crew Leader TJ Arthur passes International Society of Arboriculture exam to become Certified Arborist

Acres Mowed in Parks and ROWs



358 Acres

Installation of French drains at Bark Park



BISD One Day Outside



- Students learn about citizen science and science career paths
 - BioBlitz! resulting in 76 observations of 46 species documented at Village Creek Trail
- Beneficial plants marked for optimal relocation prior to trail construction



Seasonal Color

New annuals planted at Plaza and The BRiCK

Feedback?