

THE CITY OF  
**BURLESON**  
TEXAS



# annual report

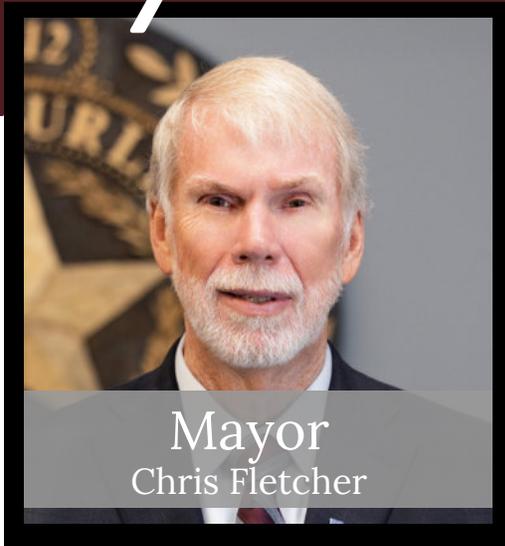


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23

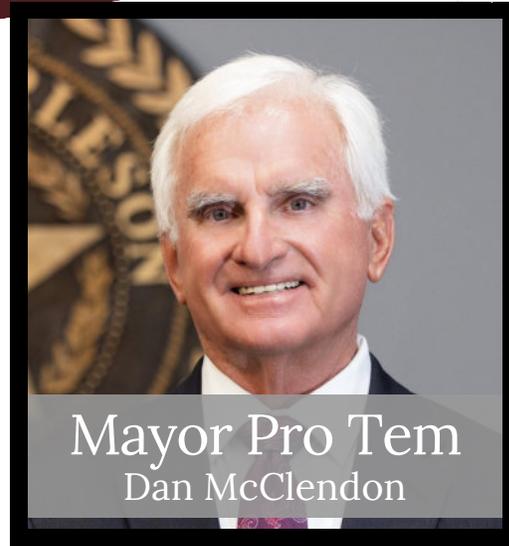


# BURLESON

## City Council



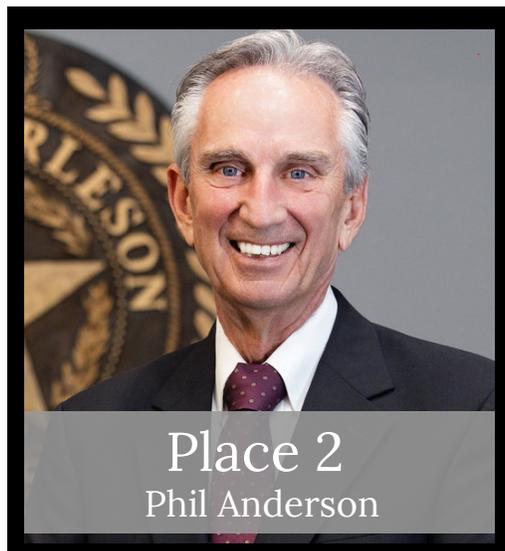
Mayor  
Chris Fletcher



Mayor Pro Tem  
Dan McClendon



Place 1  
Victoria Johnson



Place 2  
Phil Anderson



Place 3  
Ronnie Johnson



Place 4  
Larry Scott



Place 6  
Adam Russell

# A Message from the Mayor

2023 was a remarkable year for our community! We greenlit an economic development package for Craftmasters' headquarters and trade school, boosting technical training crucial for Burleson and beyond. This project is expected to enroll at least 5,000 students by 2031 and bring a capital investment of \$90 million by the 2026 tax year, enhancing the city's commercial property tax base.

Ellison Street's development opposite Mayor Vera Calvin Plaza thrived with Razzoo's Cajun Cafe and Heim BBQ opening. The plaza bustles with activity, enriching our city life. Bond projects, like the police headquarters expansion, kicked off, promising significant upgrades over five years. Lakewood Drive's construction advances, linking Chisholm Trail Parkway and I35, vital for connectivity.

We continue to work on improving park amenities and other recreation opportunities in the city.

Here's to making Burleson even better in 2024, collaborating with the community and City Council!



*Mayor Chris Fletcher*

# A message from the City Manager



*City Manager Tommy Ludwig*

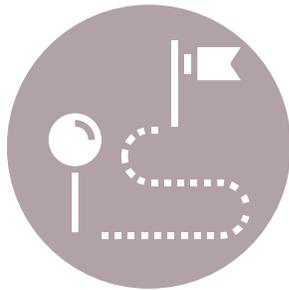
I'm happy to present the City of Burleson's 2023 Annual Report to you. I am very proud of the accomplishments we have been able to achieve as a community this year. Throughout this report, we highlight various key projects that have been completed in relation to the City's strategic plan. These accomplishments would not be possible without our dedicated employees, and I would like to take this opportunity to share my tremendous thanks and appreciation for all of their hard work this past year. I would also like to thank the City Council members for their leadership, guidance, and support this past year. I'm confident that the future is bright for Burleson, and we look forward to serving you in 2024.

# STRATEGIC *Planning*

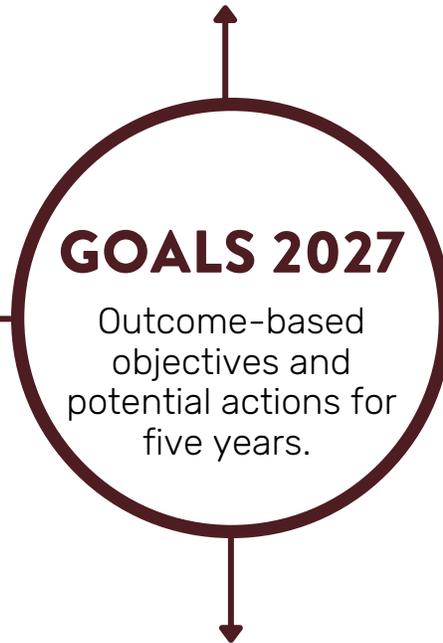
Each year, the Burleson City Council adopts a strategic plan that outlines long-term goals and major initiatives. The focus areas unanimously adopted for the 2023-2024 Fiscal Year set the council's priorities to Burleson residents and businesses. **The four Focus Areas are as follows:**



**High Performing City Organization**  
Providing Exceptional, People-Focused Services



**Dynamic & Preferred City**  
through Managed Growth



**Beautiful, Safe & Vibrant Community**



**Great Place to Live**  
through Expanded Quality of Life Amenities



# HIGH PERFORMING city organization

The city of Burleson strives to be a community of choice by providing outstanding customer service, communication and community engagement; leveraging technology to be an efficient and responsive organization; being financially responsible and maintaining an organizational culture that values innovation, process improvement, productivity and teamwork.

## 2023-24 TAX RATE \$0.6325

*for every \$100 of property value*



Since 2019, the  
rate has been  
reduced by **OVER**  
**10 cents**



## Homestead Exemption

Last year, the city enacted a two percent homestead exemption. This year, it was increased to 3%.

## ORGANIZATIONAL EFFICIENCY

To provide the highest level of customer service while utilizing facility space and staff resources cost-effectively, the city has implemented or will be implementing the following items.

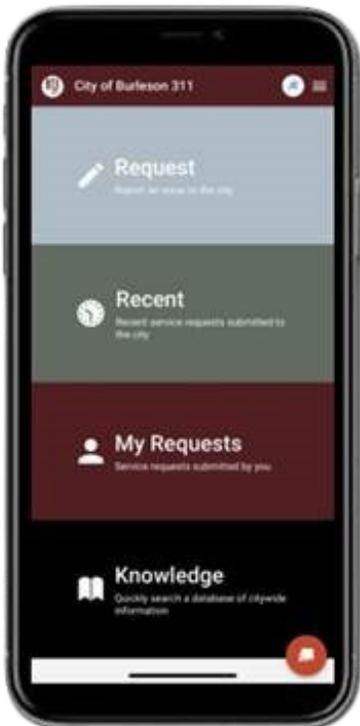
- Saved **\$300,000** by completing water meter testing in-house instead of hiring a third party for the Advanced Metering Infrastructure (AMI) and Automated Meter Reading (AMR) feasibility study.
- Began administering training needed for operations in-house instead of utilizing third-party training, which provides an estimated **\$80,000** cost savings annually.
- Certified all battalion chiefs as fire investigators to provide quicker initial fire investigation and decrease overtime that may occur by calling in a fire marshal or arson investigator.
- Implemented a citizen self-service portal, increasing efficiency in submitting building permit applications and plans, paying fees, and requesting inspections.
- Transitioning five acres to 'no mow' areas reduces \$3,000 annually from the city's mowing contract.

In March 2023, the city **launched BTX 311**, a call center staffed by customer service representatives who are trained to receive calls from residents, actively listen to their concerns and, based upon their situation, determine which service request(s) would best suit their needs.

## Top Service Requests

Received by BTX 311 in 2023

1. **High Grass & Weeds**
2. **Street/Sidewalk Repairs**
3. **Missed Solid Waste**
4. **Meter Leak**
5. **General Code Concern**
6. **Water Leak**
7. **Inoperable Vehicle on Street**
8. **Water Turn On/Off**
9. **Park Maintenance**



# OVER 1,000

Downloads of the BTX311 App



## TOTAL CALLS ANSWERED

# 29,184

## TOTAL SERVICE REQUESTS RECEIVED

# 3,451

## TOTAL TALK TIME

# 1,031 Hours



# OPERATIONAL *efficiencies*

## NEW TECHNOLOGY = INCREASED EFFICIENCY

In 2023, the city implemented a new Enterprise Resource Planning (ERP) software system that helps efficiently manage the city's various processes. This project replaced a legacy system that was purchased over 20 years ago. The new system provides time-saving technology for the city's finance, procurement, and human resources departments.

## HUMAN RESOURCES

 **214** EMPLOYEES HIRED IN 2023

**65** EMPLOYEES PROMOTED **6** INTERNS Employed through inaugural program

Human resources hosted **58** non-mandatory training classes in 2023 with **394** participants.

EMPLOYER OF CHOICE

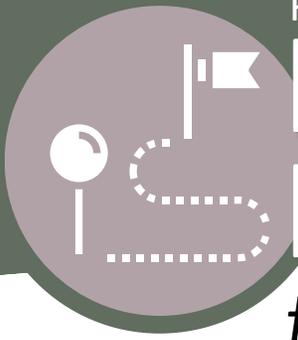
The city conducted an employee experience survey in 2023.

**82%** were likely to recommend the city as an employer of employees

## PLANNING FOR THE FUTURE



A city-wide facility master plan will kick off in FY 23-24 to provide strategic direction for the city's existing and future buildings. The plan will assist in identifying spacing needs for city facilities in the next twenty plus years along with facility operations efficiencies and staff projections.



# DYNAMIC & PREFERRED CITY

*through managed growth*

As Burleson continues to grow, the city strives to maintain a balance of residential and commercial development. To help achieve this goal, the development services department is revising the city's zoning ordinance to ensure that it is aligned with the city's current Comprehensive Plan.

## Development Services By the Numbers

**305** PLANNING CASES   
*Processed*

**5** DAYS AVERAGE PLAN REVIEW FOR A SINGLE-FAMILY RESIDENTIAL HOME

AVERAGE DEVELOPMENT PROJECT REVIEW  **7** DAYS

*Includes site plan, variances, waivers, plats and zoning changes.*

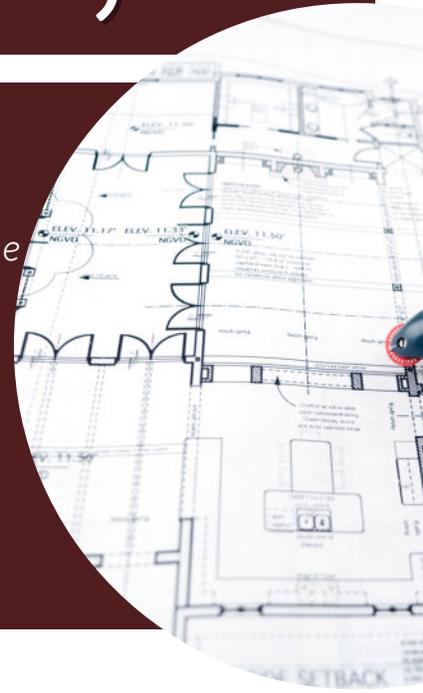
Development services has implemented measures to streamline the development process, such as offering online application submissions, payment processing and inspection scheduling. Additionally, proposed changes to the city's zoning ordinance, aimed at updating land development regulations, were presented to the Planning and Zoning Commission and City Council for initial feedback.

**348** SINGLE-FAMILY RESIDENTIAL PERMITS *were issued*  
 **11.5%** *increase in permits over 2022*

**59** COMMERCIAL PERMITS *were issued with a total valuation of*  
**\$93,543,616**

*Average square footage of newly built homes*

 **2,921**

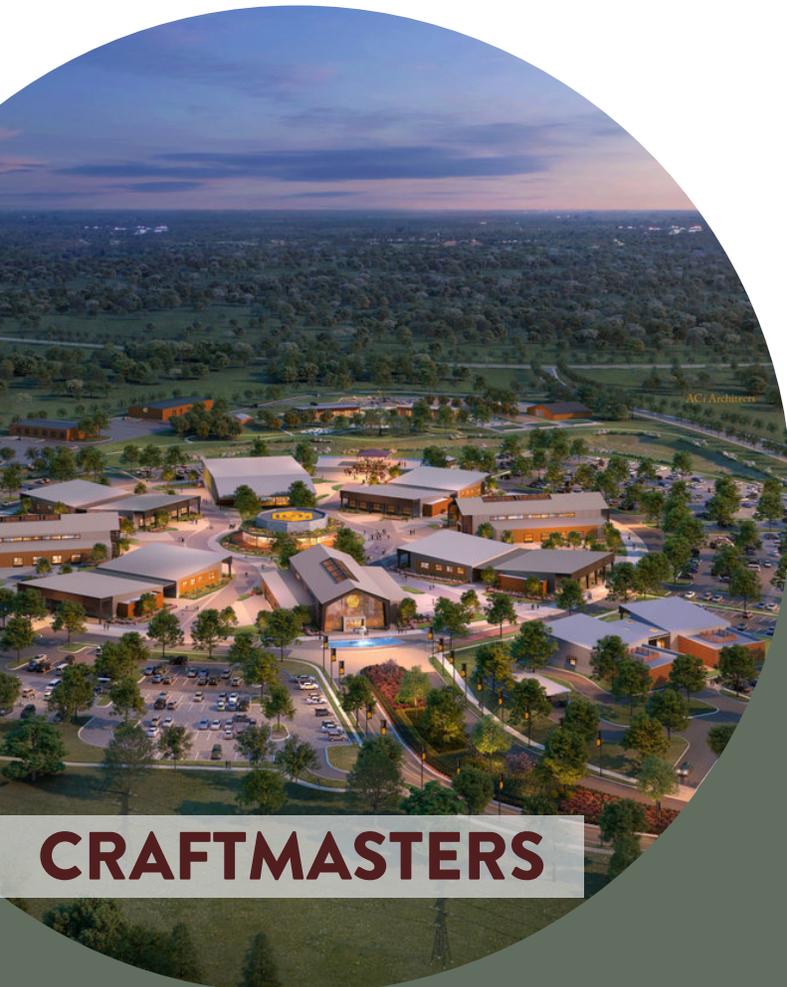


# ECONOMIC DEVELOPMENT



2023 has propelled our city to unprecedented heights, marking it as a record-breaking period for new development across diverse sectors. The infusion of fresh growth spanned all asset classes, culminating in a remarkable **\$265 million surge in capital investment**.

In industrial development, the addition of 625,000 square feet through the construction of three buildings amounted to an impressive \$100 million in capital investment. This expansion included Yukon phases 2 and 3, Breitling Distribution, and National DCP, all contributing significantly to the city's economic vibrancy.



**CRAFTMASTERS**

**By the Numbers**  
**\$29,309,327**  
*net sales tax collections*

**↑ 5.65%**  
**INCREASE**  
*in sales tax collections over previous 12 months*

**103** **Certificates of Occupancy Issued**

**INCREASE**  
*over certificates of occupancy issued in 2022* **72%**

Approval of Craftmasters corporate headquarters and a for-profit trade school component promises an additional \$150 million in capital investment. Beyond the financial implications, this venture is set to welcome 5,000 students annually, strategically addressing critical technical job vacancies not only in Burleson but also in surrounding communities.

# AROUND TOWN



**ELLISON ON THE PLAZA**

The Ellison Street Project welcomed Razzoo's Cajun Cafe and Heim BBQ in 2023. This development doubled the size of Old Town's core by bringing over 50,000 square feet of retail, office and restaurant space. The city of Burleson will be moving utility customer service, permitting, community development, capital engineering and economic development into offices located within Ellison on the Plaza. Also slated to open in 2024 is Twisted Sisters Tap House, which will offer artisan pizza, curated wine, and craft beers.

Burleson's retail sector experienced a flourishing period with the introduction of numerous sought-after restaurants and retailers. A new development opened at the intersection of John Jones and Greenridge Drives, bringing Torchy's Tacos, which opened in 2023 while Cava and Pei Wei began construction - expecting to open in the first quarter of 2024. These new additions add several long-standing eatery requests from residents.



## REDEVELOPMENT

The transformative redevelopment projects along SW Wilshire Blvd. (SH 174) will not only enhance the area's aesthetic appeal but will also infuse over \$15 million in capital investment. Notable establishments like Shipley Do-Nuts, Black Rock Coffee Bar, and Fatburger will further contribute to the city's thriving retail landscape.

# IMPROVING MOBILITY & CONNECTIVITY

## MAJOR PROJECTS

Under design or in the construction process

- **Alsbury Boulevard at John Jones Drive:** Adding an additional eastbound right turn lane onto Alsbury Boulevard, northbound right turn lane onto John Jones Drive and re-striping the intersection for dual left-turn lanes onto John Jones.

*Expected completion: Spring 2024.*

- **Alsbury Boulevard Phase 1B:** Widening Alsbury Boulevard from Candler Drive to Hulen Street from two lanes to four and adding a 10-foot shared use path on the north portion of the road.

*Expected completion: Fall 2024.*

- **Alsbury Boulevard Phase 2:** Extension of Alsbury Boulevard from Hulen Street to CR 1020. The new section will be a four-lane divided roadway with turn lanes, sidewalks and drainage improvements.

*Expected completion: Summer 2025.*

- **Old Town Parking:** Redevelopment of 225 W. Renfro Street, re-alignment and beautification of Ellison Street, as well as construction of on-street parking along Ellison Street.

*Expected completion: Winter 2024.*



## COMPLETED

### PROJECTS

- **Cindy Court:** Drainage improvements and street rebuild
- **Commerce Street and portions of S. Dobson:** Street rebuild  
(2022 voter-approved bond project)
- **Lakewood Drive:** Dual left turn lanes onto SH 174  
(2022 voter-approved bond project)

## CONNECTING TO THE WEST

Construction began on the expansion of Lakewood Drive in 2023. The expansion will provide the community with a **direct connection to Chisholm Trail Parkway**. The project is expected to be complete in the winter of 2024.



# BEAUTIFUL, SAFE & VIBRANT COMMUNITY

The city places emphasis on providing a beautiful, safe and vibrant community for those that live, learn, work and play in the city of Burleson. Public safety, including police, fire and medical services, along with emergency preparedness and public safety communications, work together to keep the community safe and provide crime prevention and community risk reduction programs.

Public safety communications successfully implemented the Emergency Medical Dispatch (EMD) protocol, empowering highly trained telecommunicators to provide life-saving instructions during emergencies. At the beginning of 2024, staff transitioned to 12-hour shifts, ensuring operational efficiency and maintaining a minimum staffing level of three personnel in the emergency communications center at all times.

Also introduced in 2023 was a training coordinator and quality assurance coordinator. The training coordinator focuses on standardized protocols and program development, while the quality assurance coordinator ensures consistent, quality service by monitoring and evaluating telecommunicator performance.

This strategic restructuring enhances adaptability, promotes continuous improvement, and ensures exemplary service during critical situations.



Burleson Public Safety Communications processed



**22,266**  
Emergency  
9-1-1 Calls

**13.5% increase**  
over calls answered in 2022



# POLICE DEPARTMENT

## By the Numbers



Two new police positions were approved in the FY 23-24 budget including a new police support lieutenant and a new crime prevention/public engagement specialist to assist with community engagement and volunteer programs.

# 7

**NEW POLICE POSITIONS**  
*added in fiscal year 2022-23*

A property and evidence technician along with a records clerk were added in the first quarter of 2023.

The police headquarters expansion that was approved in the 2022 Bond began design work in 2023.

The Burleson Police Department places an emphasis on community engagement, and in, 2023 had 15 graduates from the Citizen's Police Academy and 13 from the Citizen on Patrol Academy.



# 225

**community outreach events**

Cases assigned to the criminal investigations division

# 2,762

The Burleson Police Department responded to

# 57,780

**calls for service**



# 538

Cases reviewed by victim assistance division

# 7

minutes

# 15

and seconds

Police Department Average Priority Response Time



# MUNICIPAL COURT

The Burleson Municipal Court continues to provide fair, efficient and timely service to the residents of Burleson. Court services are available in-person and online, by telephone and through the mail.



## By the Numbers

**6,998** **2,974** **172**  
**CASES FILED** **WARRANTS ISSUED** **DOCKETS HELD**

# TRANSPARENCY

The city provides transparency by providing information to the public via open record requests and posting all public meetings at least 72 hours before the meeting takes place. The city also hosts CityFest, a yearly event that allows the public to meet with public officials and all city departments.



## CITYFEST

**1,280** Documents Executed and Filed 



**232**

Legal Postings Made

Open Records Requests

**3,720** | **842**  
 Police | City

# FIRE DEPARTMENT

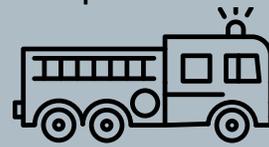
The Fire department **added nine new firefighters/paramedics** in 2023. The funding for the new positions is being provided through the Staffing For Adequate Fire and Emergency Response (SAFER) grant. This staffing expansion aims to ensure adequate coverage for fire staffing needs and lays the beginning groundwork for future staffing at Station 4.

To further enhance the fire department's operational efficiency, an administrative lieutenant for Emergency Medical Services (EMS) was created and an administrative battalion chief was appointed to serve as a training chief.

# 2023

## By the Numbers

The Burleson Fire Department responded to



# 7,491

calls for service



# 10% increase over 2022



## Ambulance Service Launched October 2023



The city transitioned emergency medical transport services from the city's contract agency, MedStar Mobile Healthcare, to a fire-based EMS service and began to provide the most efficient medical services to the Burleson community.

# 1,654

patients provided with medical assistance from October - December 2023



Keep Burleson Beautiful (KBB) and the city of Burleson environmental services won the Governor’s Community Achievement Award in 2023, and they took home a check for \$250,000 to be utilized for landscaping within the city.

Burleson was noted for its active approach to environmental education and engaging community programs that make Burleson a better place to live, work and play. Keep Burleson Beautiful (KBB), who is dedicated to promoting environmental stewardship and beautification, steers the local events.

The award noted the public art mural at Bailey Lake led by KBB and the city. The mural features native flora and fauna and aims to inspire the Burleson community to be great stewards of natural spaces.

Other events highlighted were the inaugural Monarch Festival led by KBB. The festival worked closely with the local Texas Master Naturalist chapter and the Native Plant Society of Texas to create a fun and educational event celebrating the species.

## ENVIRONMENTAL SERVICES *By the Numbers*

**34,275**

mosquitoes trapped

**9,810**

pounds of trash collected  
*during the city’s two events*



The environmental services division plays a crucial role in safeguarding both public health and the environment. The division treated 111 areas for stagnant water, with eleven zones testing positive for West Nile Virus receiving targeted spraying this year.

Moreover, the division actively engages the community through environmental initiatives, organizing two annual trash clean-up events. The collective effort involved 654 volunteers who dedicated a morning to enhancing the cleanliness of various areas in the community.

Focus Area 4:

# GREAT PLACE TO LIVE

*through Expanded Quality of Life Amenities*



To make Burleson a premier place to live, learn and play, city council has placed emphasis on providing outstanding cultural, recreational and educational opportunities to enrich the lives of all of those living in the city.

## PARKS & REC By the Numbers

**252,165**  
pounds of  
litter removed  
from parks and right-of-ways

Russell Farm Art Center Visitors

**10,760**



BRiCK Average  
Daily Visits

**686**



**88**

Trees  
Planted



BRiCK  
Programs

**198**

Sessions  
Offered



**3,091** Total  
Participants

## Check out our **UPGRADES!**



### CLAUDIA'S PLAYGROUND

Re-opened April 2023  
Improvements include playground replacement, picnic tables, shade structures, fitness area & turf.



### ELK RIDGE

Re-opened: May 2023  
Project included shade structure, sensory play panels, swings, slides and a merry-go-round.



### OAK VALLEY NORTH

Re-opened: July 2023  
Project included playground replacement, new benches and tables, parking lot renovation and expansion.

# HI! WE ARE NEW HERE

The parks and recreation department continues to provide high-quality parks and programming that is inclusive for residents and visitors. In May, the city opened a synthetic turf field at Chisenhall Fields. This conversion not only decreases rain-outs and maintenance demands, but also proved greater accessibility for groups like **Buddy Ball** that allows special need players be part of the game.



## BTX HONEY TOUR CARNIVAL

## ARABIAN FIELD

In conjunction with the Burleson Area Chamber of Commerce's Honey Tour Bike Ride, the parks and recreation department hosted the **BTX Honey Tour Carnival**. The four-day Old Town event brought an estimated 21,800 people to the area.

In July, the city cut the ribbon for the reopening of **Wakefield Heights Park**. Additions to the park include a new playground, increased accessibility paths, a shaded swing set, and electronic activity sensory play panels.



## WAKEFIELD PARK

# QUALITY OF LIFE

The city of Burleson takes pride in enriching the quality of life for residents through recreation opportunities, events and facilities. The city aims to expand programming and options for all ages and abilities.

In 2023, Hidden Creek Golf Course underwent significant enhancements, including a comprehensive bunker renovation, the replacement of approximately 1000 linear feet of cart path, and the restoration of drainage systems on holes #9, #5, and #16.

With the additional rounds of golf played in 2023, Hidden Creek Golf Course increased their revenue by 20% to \$2,293,307.



# 17.5% INCREASE

*of rounds played  
over the  
previous year*

# 46,365

Rounds of golf played



## SENIOR ACTIVITY CENTER *By the Numbers*

# 50,870

Annual Visitors to the Senior Activity Center



# 1,092

**Volunteer  
Hours Logged**

The senior activity center continued making improvements to the building in 2023, including adding artwork and photography made by participants. They also expanded their program offerings to include pickleball, a second Spanish class, American Sign Language classes, a second yoga class, an intermediate line dance class, chair beach ball volleyball, and additional dances.

# 12,667

Participants  
attended a  
program or  
class in 2023





# LIBRARY OF THINGS

What can you find at the library?

- Classes to advance your education
- New hobbies
- Free use of library computers
- Free Wi-Fi
- Meeting space
- 3D printer
- Storytimes
- Youth and teen programs
- Online tutoring
- Digital magazines
- Digital newspapers
- Board games
- Jigsaw puzzles
- Video games
- Book club kits
- STEM kits
- Telescopes
- 3D pens
- Camping gear
- Baking kits
- Wi-Fi hotspots
- Computer classes
- Public meetings
- AARP tax preparation
- Genealogy
- English as a Second Language classes
- Craft classes
- Special events
- Museum passes
- And, so much more!



## PUBLIC LIBRARY By the Numbers

189,780



Active Cardholders

Visitors

6,892

6% INCREASE over 2022

8% ↑

INCREASE

of visitors over previous year

4,196 households in Burleson (or about 1 in 4) used the library in 2023.



298,162  
Annual Circulation



712 Programs

24,044

Program attendees



# BURLESON ANIMAL SERVICES

Burleson Animal Services has observed a continuous increase in the number of pets being surrendered. In response to this heightened intake, the shelter initiated a proactive approach in 2023 by waiving adoption fees. Additionally, to address the situation creatively, the shelter introduced a temporary foster program named "**Borrowed Buddies.**" This program enables families to provide care for a shelter pet during weekends and holidays when the shelter is closed.



**PAW PALS ACADEMY**  
Shelter program that teaches youth how to care for animals.



# 754

ANIMALS WERE ADOPTED

# 11% INCREASE

*of adoptions over 2022*

# RECEIVED

# 2,351

CALLS FOR SERVICE  
*5% increase over previous year*

## SPECIAL EVENTS & PROGRAMMING

Providing high-quality recreation opportunities and events for residents by expanding programs and options for all ages and abilities that enrich the quality of life for residents is a focus area for the city of Burleson.

Parks and recreation hosted several new events including Latin Food Truck Friday, a delicious food event celebrating Hispanic culture. The city also hosted the first Juneteenth Art, Music and Food Festival that included cultural educational opportunities and live entertainment and music.

Library programming continues to focus on providing more activities for teens, some of those programs include Anime Club, sidewalk chalk art contest, Cooking for Teens and various craft projects. The library also offers programming for all ages, including storytimes for children and craft and computer programs for adults.



### JUNETEENTH FESTIVAL

# 49 SPECIAL EVENTS

# 76,708

PARTICIPANTS



# YOUR BURLESON CITY COUNCIL



*Mayor Fletcher at Veteran's Day Celebration*



*Councilmember Johnson at Cinco de Mayo Celebration*



*Councilmember Anderson being sworn in*



*Councilmember Johnson at 817 Day*



*Councilmember Scott during Nola Dunn visit at City Hall*



*Mayor Pro Tem McClendon at Veteran's Day Celebration*



*Councilmember Russell at 817 Day*

**Contact Your City Council**



THE CITY OF  
**BURLESON**  
TEXAS

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