

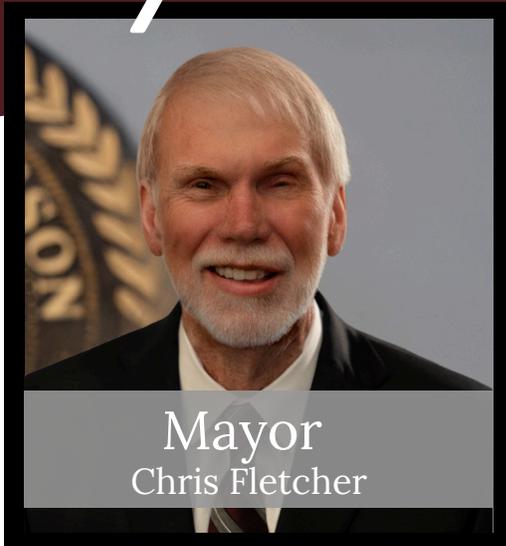


2024 ANNUAL REPORT

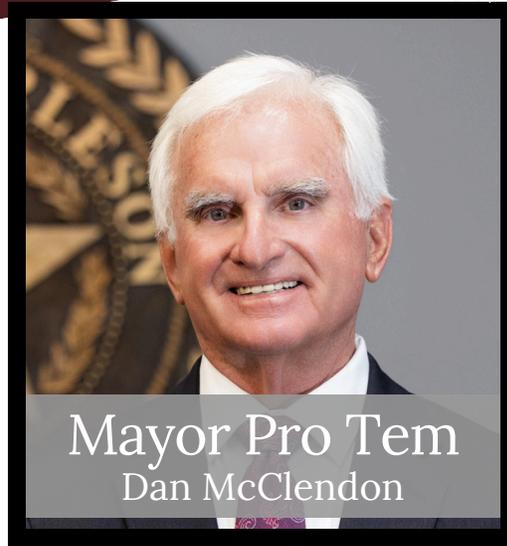


BURLESON

City Council



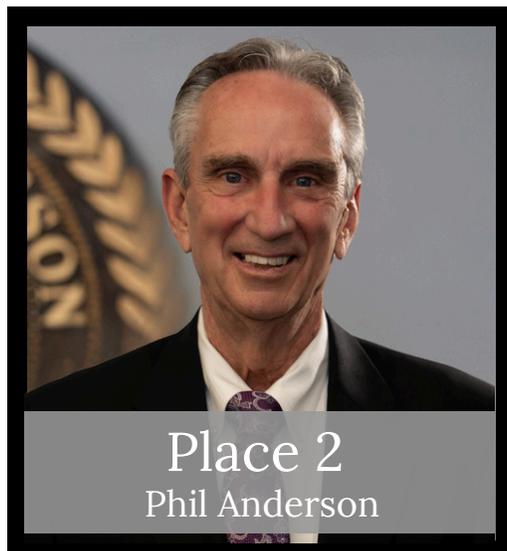
Mayor
Chris Fletcher



Mayor Pro Tem
Dan McClendon



Place 1
Victoria Johnson



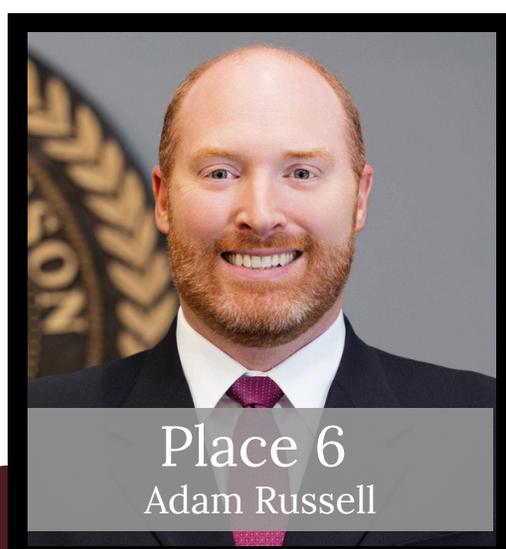
Place 2
Phil Anderson



Place 3
Alexa Boedeker



Place 4
Larry Scott



Place 6
Adam Russell

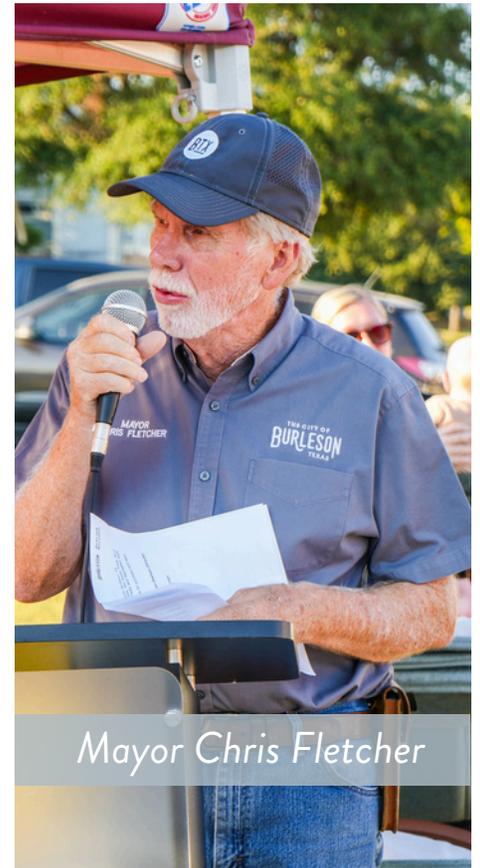
A Message from the Mayor

2024 was another year of progress and community-driven success for Burleson! Our city continues to grow and thrive, with strategic initiatives aimed at enhancing quality of life, fostering economic development, and improving public safety.

This year, we celebrated the expansion of Old Town, welcoming many exciting new businesses. Our industrial sector saw major investments, bringing new jobs and economic vitality.

Infrastructure improvements remained a priority, with Lakewood Drive progressing toward completion and plans advancing for Alsbury Boulevard and Old Town parking enhancements. Public safety initiatives, including the 48/96 shift transition for firefighters and the expansion of the police headquarters, further demonstrate our commitment to a safe and resilient community.

As we look ahead, Burleson remains dedicated to responsible growth and innovation. I extend my sincere gratitude to city council, our dedicated city staff, and—most importantly—our residents for their continued engagement and support.



Mayor Chris Fletcher

A Message from the City Manager



City Manager Tommy Ludwig

I am honored to present the city of Burleson's 2024 Annual Report, highlighting our continued progress and achievements over the past year. Our strategic priorities have guided our efforts to make Burleson an even better place to live, work, and play.

We are proud to have launched Burleson 101 Civic Academy to strengthen public engagement and provide residents with greater insight into local government operations.

None of these accomplishments would be possible without our dedicated city employees, whose commitment to service ensures our community thrives. I also want to thank the city council for their leadership and vision, as well as our residents for their trust and partnership in shaping Burleson's future. I look forward to another year of progress as we continue to build upon our successes in 2025.

STRATEGIC *Planning*

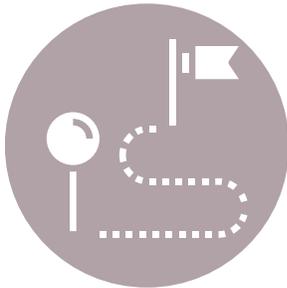
Each year, the Burleson City Council adopts a strategic plan that outlines long-term goals and major initiatives. The focus areas unanimously adopted for the 2023-2024 Fiscal Year set the council's priorities to Burleson residents and businesses.

The four Focus Areas are as follows:

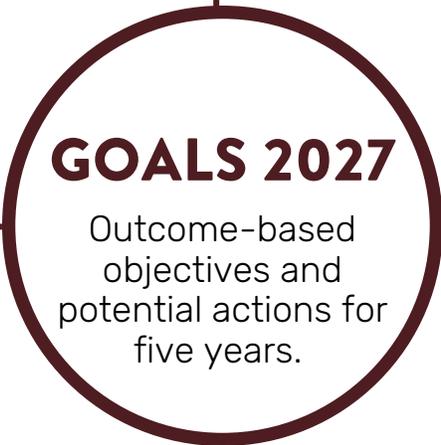


High Performing City Organization

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; and focusing on training and development opportunities for city employees.

CITY LAUNCHES CIVIC ACADEMY

In January 2024, the city introduced Burleson 101 Civic Academy, an initiative designed to engage residents and foster a deeper understanding of local government. Developed at the direction of City Council, the academy aims to encourage civic involvement and strengthen communication between residents and city officials.

Over the course of five months, participants gained valuable insight into the structure, functions, and operations of Burleson's government. Sessions covered a broad range of city departments, services, and volunteer opportunities, equipping residents with the knowledge and resources to play a more active role in their community.



RESIDENT SATISFACTION SURVEY

ETC Institute, an industry leader in municipal surveying, administered a survey to residents of the city of Burleson between February and March of 2024. The purpose of the survey was to help the city gather citizen input and feedback on programs and services. The survey results will be used to improve city services and to help identify and address challenges facing the community.

OVERALL RATINGS

of the residents surveyed rated Burleson as a **EXCELLENT/GOOD**

PLACE
TO LIVE

93%

PLACE
TO RAISE
CHILDREN

88%

OVERALL
QUALITY OF
SERVICES

86%

PLACE
RESIDENTS
ARE PROUD
TO CALL HOME

83%

BTX 311, the city's call center launched in 2023, continues to harness technology to enhance efficiency and responsiveness for residents. In 2024, several key improvements were implemented to elevate customer service and operational flexibility.

Improvements include:

- BTX 311 call takers and utility customer service representatives underwent cross-training to ensure seamless, high-quality service for both customers and stakeholders.
- Collaborating with the parks and recreation department to transition their phone calls to BTX 311, enhancing service delivery both over the phone and in person.
- Transitioned from desktop computers to laptops equipped with remote software capabilities, allowing staff to maintain uninterrupted service during inclement weather.



Top Service Requests

Received by BTX 311 in 2024

1. High Grass/Weeds
2. General Recreation Request (BRiCk)
3. Street Repair Concern
4. Missed Solid Waste Pick-Up
5. Park Maintenance Concern
6. Water Leak
7. Meter Leak
8. General Code Concern
9. Water Turn On/Off
10. Inoperable/Junk Vehicle on Street



TOTAL CALLS ANSWERED

27,505

TOTAL SERVICE REQUESTS RECEIVED

3,968

SERVICE REQUEST AVERAGE CLOSE TIME

5.35 BUSINESS DAYS

OPERATIONAL *efficiencies*

HUMAN RESOURCES



190

EMPLOYEES HIRED IN 2024

68

EMPLOYEES PROMOTED

NEW TECHNOLOGY = INCREASED EFFICIENCY

In 2024, the human resources (HR) department achieved significant efficiencies through the implementation of a new applicant tracking system.

This system has increased the volume of applicants, enhanced communication between applicants, hiring managers, and HR, and streamlined administrative onboarding to create a more seamless new hire experience.

Additionally, the department introduced a new HR/payroll module and reporting system, optimizing processes, saving time, and improving reporting capabilities to provide more effective management tools.

Human resources hosted **56** non-mandatory training classes in 2024 with **328** participants.

Achievement of Excellence in Procurement



Purchasing staff honored by city council for Achievement of Excellence award

The purchasing division was awarded the prestigious 2024 Annual Achievement of Excellence (AEP) in Procurement from the National Procurement Institute, Inc. (NPI).

The AEP Award is earned by agencies that demonstrate a commitment to procurement excellence. This annual program recognizes procurement organizations that embrace innovation, professionalism, productivity, leadership and e-Procurement.

The AEP program encourages the development of excellence as well as continued organizational improvement to earn the award annually.

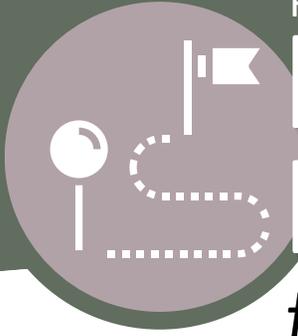
For 2024, the city is

1 of 45 1 of 72

government agencies in Texas

cities in the United States and Canada

to receive the award



DYNAMIC & PREFERRED CITY

through managed growth

As Burleson continues to grow, the city remains committed to balancing residential and commercial development by ensuring its zoning ordinance aligns with the current comprehensive plan.

Key accomplishments in 2024, included future-proofing portions of the zoning ordinance to support long-term growth, revising right-of-way use agreements for Old Town to better manage public spaces, and successfully adopting the 2021 Building Codes and International Property Maintenance Code.

Additionally, the city implemented a permitting process for short-term rentals, further supporting responsible property management and upholding community standards.

208 SINGLE-FAMILY RESIDENTIAL PERMITS *were issued*

62 COMMERCIAL PERMITS *were issued with a total valuation of*
\$72,644,687

Development Services By the Numbers

324 PLANNING CASES *Processed* 

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

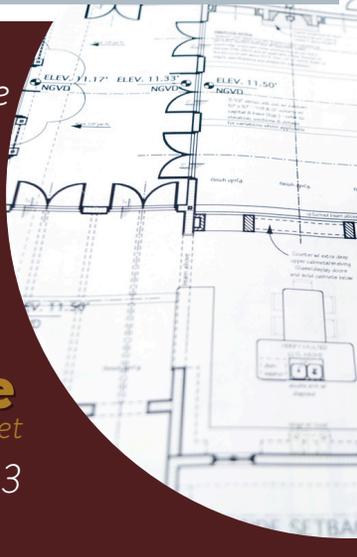
AVERAGE DEVELOPMENT PROJECT REVIEW  **10** DAYS

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

Average square footage of newly built homes

3,137

 **216 more** square feet *than homes built in 2023*



ECONOMIC DEVELOPMENT



In 2024, Burleson continued to experience steady industrial growth, reflecting the city's ongoing commitment to economic development and job creation.

Notable additions to the industrial sector included **Arcadia Cold Storage & Logistics**, which introduced 350,000 square feet of space and 90 new jobs, and **Vertical Cold Storage**, contributing 200,000 square feet and 50 jobs. Additionally, **National DCP**, a leading food and service distribution center, broke ground on its 79,296-square-foot facility, set to bring 70 jobs upon completion. Together, these projects represent a capital investment exceeding \$50 million, further enhancing Burleson's economic vitality and creating valuable opportunities for businesses and residents alike.

By the Numbers

\$29,670,431
net sales tax collections

\$69,195,287
commercial valuation added in 2024

132 **Certificates of Occupancy Issued**

5% INCREASE
over CO's issued in 2023

\$110,994
Average Burleson Household Income

3% INCREASE OVER 2023

357,777
Retail Trade Area Population
(geographic area where Burleson's customers come from)



NATIONAL DCP GROUNDBREAKING

AROUND TOWN



STATION 330

Station 330 opened its doors in the spring of 2024, paying tribute to Burleson’s rich railroad history. This distinctive venue received the prestigious **2024 President’s Award for Best Commercial Interior** (for cities with populations over 50,000) from Texas Downtown, highlighting its exceptional design and contribution to the community.

Old Town also welcomed several exciting new establishments, including **The Lumber Yard Bar, Patio and Grill, Mr. Henry’s Real Fruit Ice Cream,** and **Daydream Coffee Co.** These additions further enhance Old Town’s reputation as a dynamic destination for dining and entertainment.

Burleson’s retail sector experienced significant growth with the introduction of several highly anticipated restaurants and retailers. **CAVA** and **Pei Wei Asian Kitchen** opened in a new development at the intersection of John Jones and Greenridge Drives. Along Hidden Creek Parkway, the city welcomed **KC & Kasey’s Boutique, Mr. Poke,** a restaurant specializing in poke bowls, **Bodybar Pilates,** and **Southern Charm Cakery.**



ENTERTAINMENT



In 2024, Burleson welcomed the highly anticipated **Alley Cats Entertainment,** a premier destination offering a variety of attractions, including bowling, laser tag, arcade games, putt-putt golf, go-karts, and more.

Later in the year, the Old Town area saw the opening of **1161 Golf Club Bar & Craft Kitchen,** featuring state-of-the-art golf simulation technology designed to appeal to both avid golfers and those looking for a fun, social experience.

IMPROVING MOBILITY & CONNECTIVITY

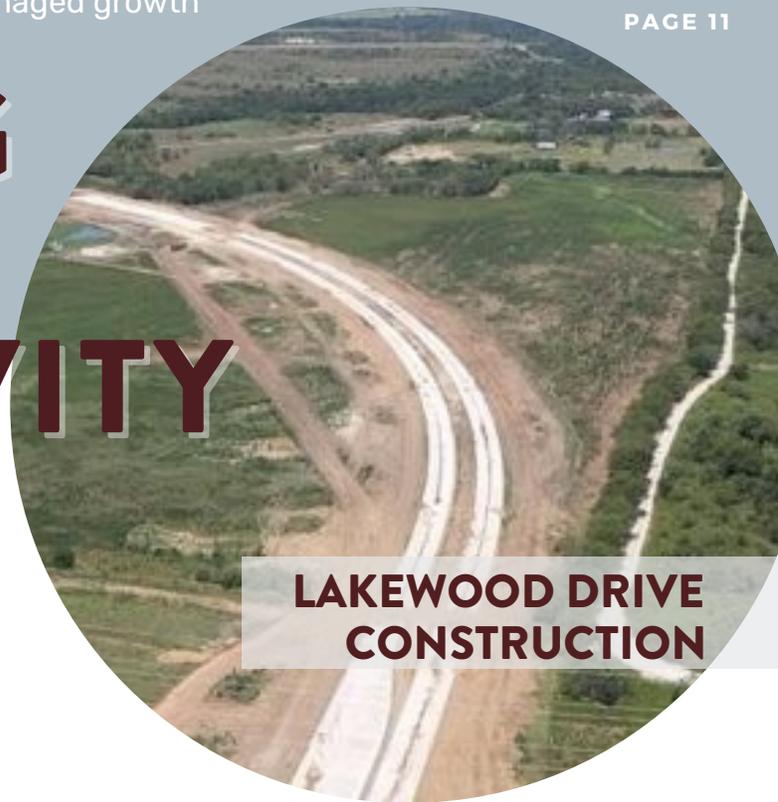
CONNECTING ◀◀ W TO THE WEST

Construction on **Lakewood Drive**, spanning from CR 1020 to FM 1902, began in 2023 and is progressing on schedule. The new four-lane roadway, featuring shared-use paths and street lighting, is set for completion in **Spring 2025**.

Once finished, this expansion will provide a vital direct connection to **Chisholm Trail Parkway**. The future extension to the parkway is currently in the design phase, along with a corridor landscaping improvement project aimed at enhancing the roadway's aesthetic appeal.

Additional infrastructure projects underway include the **Westside Business Park Lift Station**, which involves the design and construction of a lift station and force mains to support **Hooper Business Park, Chisholm Summit Masterplan Community**, and the surrounding areas. This project is expected to be completed by **Summer 2025**.

Furthermore, the **Hooper Business Park Retention and Roadway Design** project is in progress, focusing on the construction of retention ponds and the realignment of **CR 1019**. Completion is anticipated in **Winter 2025**.



**LAKESIDE DRIVE
CONSTRUCTION**

MAJOR PROJECTS

Under design or in the construction process

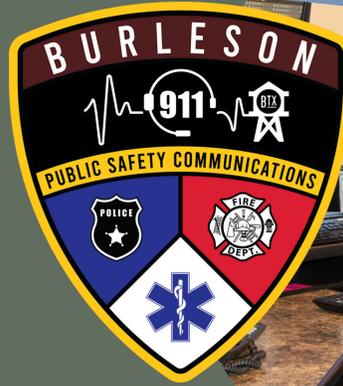
- Alsbury Boulevard at John Jones Drive:** Adding an additional eastbound right turn lane onto Alsbury Boulevard, northbound right turn lane onto John Jones Drive and re-striping the intersection for dual left-turn lanes onto John Jones.
Expected completion: Fall 2025.
- Alsbury Boulevard Phase 1B:** 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: Summer 2025.
- 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 2026.
- 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: Summer 2025.



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.

At the beginning of 2024, public safety communications 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.



Burleson Public Safety Communications processed



21,028
Emergency
9-1-1 Calls

47,756

Text to 911
Sessions:

Admin,
Non-Emergency
& Internal Calls

90



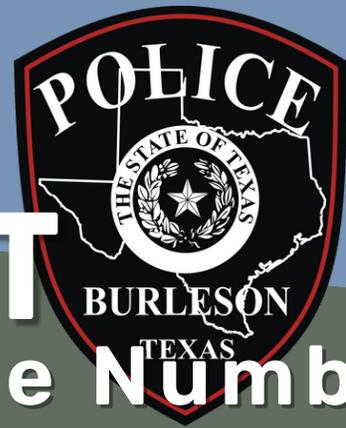
PREPARING THE COMMUNITY FOR EMERGENCIES



Emergency management hosted its second **Emergency Preparedness Fair**, providing residents with valuable resources to stay informed and ready for emergencies. Attendees learned about city programs like BTX 311, how to sign up for emergency notifications and explored booths from organizations such as the Texas Health Services Department and the Texas Division of Emergency Management. The event also offered information on living a substance-free lifestyle and accessing essential support services. This annual fair continues to equip the community with the knowledge and tools needed to stay safe and prepared.

POLICE DEPARTMENT

By the Numbers



In 2024, the Burleson Police Department enhanced its structure through reorganization and classification, creating four positions: one captain, two public safety communications (PSC) managers, and one PSC administrative coordinator.

Community engagement remains a priority, with six new members joining the Citizens on Patrol (COPS) program, five graduates completing the Citizen Patrol Academy, and nine graduates from the Citizen Police Academy.

Progress continues on the police headquarters expansion, with design work ongoing. In 2024, the relocation of a gas line was completed to pave the way for the expansion.

Cases assigned to the criminal investigations division

2,623

499

Cases reviewed by victim assistance division

30

community events



The Burleson Police Department responded to

49,916



calls for service

6

minutes

2

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.

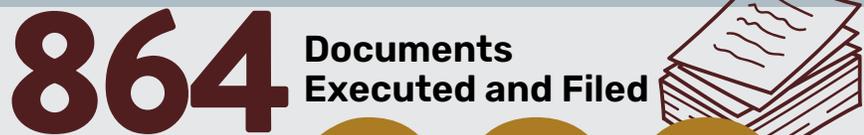


By the Numbers



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.



Legal Postings Made

Open Records Requests



FIRE DEPARTMENT

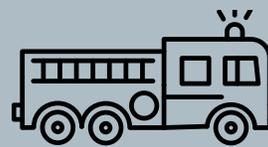
In 2024, the Burleson Fire/EMS Department continued its commitment to firefighter wellness and community safety by implementing several key initiatives. A significant enhancement was the **transition to a 48/96 shift schedule**, designed to improve firefighter well-being, reduce fatigue and enhance operational readiness.

To further advance leadership and training, the department appointed a dedicated **battalion chief over training**, ensuring firefighters are equipped with the skills and knowledge necessary to provide exceptional service during critical moments. Additionally, the department introduced a comprehensive **Field Training Officer (FTO) program** to support EMS personnel, ensuring they are fully prepared for emergency calls while continually advancing their skills through ongoing education and development.

2024

By the Numbers

The Burleson Fire Department responded to



9,150

calls for service



22%

increase over 2023

EMS Services



Burleson Fire/EMS celebrated their first full year operating a Fire-Based Ambulance Transport System. In 2024, they responded to

6,921

EMS-related incidents





KEEP BURLESON Beautiful

The city secured **first place in the 2024 North Texas Community Cleanup Challenge** and the Mayor's Challenge.

Through Adopt-a-Spot cleanups and community-wide events, **336** dedicated volunteers came together, logging an incredible **1,186 hours of service**. Their collective efforts led to the removal of **601** bags of trash, totaling an estimated **5,409 pounds of litter**.



ENVIRONMENTAL BY THE NUMBERS

43,726 mosquitoes trapped
78 Treated areas of stagnant water for mosquito larvae

447 Construction Site Inspections
57 Vector complaints
4 HAZMAT incidents
68 Stormwater complaints

The environmental division of public works plays an important role in safeguarding public health and the environment. From April through October, mosquitoes are trapped and tested for West Nile Virus in order to direct vector control efforts. This was a **record-breaking year** across all of North Texas, and a total of **81 zones** within Burleson received targeted spraying after testing positive for West Nile. The environmental division also monitors the city's stormwater system for sources of pollution that could reach our creeks and streams.

Parks and Recreation designated several areas in Burleson as 'no mow areas' to provide a habitat for wildlife and native plants to thrive.





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



233,950
pounds of
litter removed
from parks and right-of-ways

Russell Farm Art Center Visitors

16,041



BRiCK Average
Daily Visits

745



31

Trees
Planted



BRiCK
Programs



202

Sessions
Offered



3,007

Total
Participants

UPGRADES!



CEDAR RIDGE PARK

Re-opened August 2024

Improvements included communication board, ADA-accessible ziplines, shade, slides & climbing wall.



CHISENHALL TURF

Re-opened: September 2024

Project included converting seven fields to turf for consistent play and to help conserve resources.



MEADOWCREST PARK

Re-opened: December 2024

Project included pickleball courts, integrated shade with play structures, turf and ADA-accessible structures.



MAKING A DIFFERENCE

In 2024, Burlison Parks and Recreation made a meaningful contribution beyond city borders by partnering with **Kids Around the World** to repurpose playground equipment for children in need. Alongside council members, the department carefully dismantled the playground at Meadowcrest Park, ensuring the equipment will be refurbished and installed in a new location worldwide. This initiative reflects the city's commitment to sustainability and global outreach, providing children with a safe space to play and grow.



In February, the city proudly celebrated Black History Month with a special event featuring **Opal Lee**, the "Grandmother of Juneteenth." The evening included a one-on-one moderated discussion where Ms. Lee shared her inspiring journey and advocacy for Juneteenth as a national holiday.

Following the discussion, attendees had the opportunity to meet Ms. Lee during a meet and greet. The city also issued a proclamation in her honor. The event honored her legacy and highlighted the importance of Black history in shaping our nation's future.



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 2024, Hidden Creek Golf Course continued its commitment to excellence with a series of impactful improvements. The course saw the successful replacement of sod and restoration of holes #9 and #18, along with the addition of irrigation and re-sodding on hole #7. Further enhancements included new sod on hole #6, the installation of updated tee signs and the arrival of a brand-new fleet of golf carts in May. These upgrades, combined with continued community engagement, contributed to another strong year, with revenue increasing to \$2,309,923.



46,129
Rounds of golf played



To meet the growing interest and diverse needs of participants, in 2024 the center expanded its offerings to include Spanish III, Racko, Pegs & Jokers, Skipbo, a Parkinson's support group, a recorder class, and a genealogy group. These additions continue to enrich the lives of members and foster a vibrant, supportive community.

SENIOR ACTIVITY CENTER *By the Numbers*

55,899 **10%↑**

Annual Visitors to the Senior Activity Center

INCREASE
of visitors over previous year



1,701 **Volunteer Hours Logged**

56% increase over 2023

19,201 **AN INCREASE OF 52%**

Program or Class Participants

over 2023



RECORD-BREAKING ATTENDANCE YEAR

PUBLIC LIBRARY By the Numbers

208,762 **10%↑**
Visitors **INCREASE**
largest amount of participants ever of visitors over previous year

 **324,343**
Annual Circulation
9% INCREASE over 2023

 Active Cardholders

7,824
14% INCREASE over 2023

631 **27,231**
Programs Program attendees
20% INCREASE over 2023



Sure, we have books but, we are **SO MUCH MORE THAN BOOKS**

- Playaway audiobooks
- Downloadable audiobooks
- Digital magazines
- Digital newspapers
- Free online courses
- Wi-Fi hotspots
- Baking kits
- Jigsaw puzzles
- Museum passes
- Craft programs
- eBooks
- STEM kits
- Games
- Video games
- Storytimes
- Wi-Fi
- Computers
- Resume help
- Grant research
- Online tutoring
- Study spaces
- Family Place play area
- Family comfort room
- Library garden
- Income tax help
- Mobile printing
- Copy/Scan/Fax
- 3D printing
- Read It Again kits
- Simple Cooking for Teens
- Library of Things (telescopes, camping gear, record player, cake decorating, disc golf, pickleball, 3D pens)



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 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. In 2024, 24 animals were part of the Borrowed Buddies program, with many of them finding homes afterward.



ADOPTION TRAILER FUNDRAISING

Staff launched a campaign to raise funds for a mobile adoption trailer in 2024.



663

ANIMALS WERE ADOPTED

RECEIVED 2,477

CALLS FOR SERVICE

5% increase over previous year



SOLAR ECLIPSE WATCH PARTY

46 SPECIAL EVENTS

69,478

PARTICIPANTS

SPECIAL EVENTS & PROGRAMMING

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

Parks and recreation continued to enhance community engagement by introducing three exciting new events: the Solar Eclipse Watch Party, BTX Family Day Out and Thriller Zumba Night. These events drew impressive participation, with 1,500 attendees gathering to witness the Solar Eclipse, 275 community members enjoying activities at BTX Family Day Out at Mistletoe Hill and 125 participants joining the fun at Thriller Zumba Night. These additions provided unique opportunities for residents to come together, enjoy new experiences and create lasting memories.



YOUR BURLESON CITY COUNCIL



Mayor Fletcher at Christmas at the Library



Councilmember Johnson at Hispanic Heritage Festival



Councilmember Anderson at CityFest



Councilmember Boedeker at Be Healthy 5K Run



Councilmember Scott during Centennial Playground demolition for charity



Mayor Pro Tem McClendon at Be Healthy 5K Run



Councilmember Russell with local Olympian Conner Prince

Contact Your City Council



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BURLESON
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