
Live Stream at <https://www.burlesontx.com/watchlive>

City Hall Council Chambers, 141 W. Renfro, Burleson, TX 76028

1. **CALL TO ORDER**

2. **CITIZENS APPEARANCES**

Each person in attendance who desires to speak to the City Council on an item NOT posted on the agenda, shall speak during this section.

A speaker card must be filled out and turned in to the City Secretary prior to addressing the City Council. Each speaker will be allowed three (3) minutes.

Please note that City Council may only take action on items posted on the agenda. The Texas Open Meetings Act prohibits the City Council from deliberating or taking action on an item not listed on the agenda. City Council may, however, receive your comments on the unlisted item, ask clarifying questions, respond with facts, and explain policy.

Each person in attendance who desires to speak to the City Council on an item posted on the agenda, shall speak when the item is called forward for consideration.

3. **GENERAL**

A. Consider approval of a resolution awarding FY 2024 Hotel Occupancy Tax funds to tourism activities (*Staff Presenter: Alex Philips, Economic Development Director*)

4. **REPORTS AND PRESENTATIONS**

A. Receive a report, hold a discussion, and give staff feedback, regarding the operational and administrative staffing assessment that considers the Department's needs over the next five years. (*Staff Presenter: K.T. Freeman, Fire Chief, & Ian Womack, Senior Consultant Fitch & Associates, LLC*)

B. Receive a report, hold a discussion, and provide staff direction regarding the overview of the Police Department and FY 24 supplemental budget requests. (*Staff Presenter: Billy J. Cordell, Chief of Police*)

C. Receive a report, hold a discussion, and provide staff direction regarding the overview of the Parks and Recreation Department and FY24 supplemental budget requests. (*Staff Presenter: Jen Basham, Director of Parks and Recreation*)

D. Receive a report, hold a discussion, and provide staff direction regarding the overview of the Public Works Department and FY24 Supplemental Budget Requests. (*Staff Presenter: Eric Oscarson, Director of Public Works*)

- E. Receive a report, hold a discussion, and give staff direction regarding an update on Benefits and Compensation for FY 23-24. (*Staff Presenter: Rick DeOrdio, Director of Human Resources*)

5. **EXECUTIVE SESSION**

In accordance with Chapter 551 of the Texas Government Code, the City Council may convene in Executive Session in the City Council Workroom in City Hall to conduct a closed meeting to discuss any item listed on this Agenda.

Pending or contemplated litigation or to seek the advice of the City Attorney pursuant to Section 551.071, Texas Government Code

6. **ADJOURN**

Staff Contact
City Manager's Office
817-426-9680

CERTIFICATE

I hereby certify that the above agenda was posted on this the 29th of June 2023, by 5:00 p.m., on the official bulletin board at the Burleson City Hall, 141 W. Renfro, Burleson, Texas.



Amanda Campos

City Secretary

ACCESSIBILITY STATEMENT

The Burleson City Hall is wheelchair accessible. The entry ramp is located in the front of the building, accessible from Warren St. Accessible parking spaces are also available in the Warren St. parking lot. Sign interpretative services for meetings must be made 48 hours in advance of the meeting. Call the A.D.A. Coordinator at 817-426-9600, or TDD 1-800-735-2989.

City Council Special Meeting

DEPARTMENT: Economic Development

FROM: Alex Philips, Economic Development Director

MEETING: July 6, 2023

SUBJECT:

Consider approval of a resolution awarding FY 2024 Hotel Occupancy Tax funds to tourism activities (*Staff Presenter: Alex Philips, Economic Development Director*)

SUMMARY:

The City accepts applications from organizations seeking funds to be used in the development and promotion of tourism-related activities that are designed to promote tourism and attract overnight visitors to the City of Burleson. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The use of Hotel/Motel Occupancy tax funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved Hotel/Motel Occupancy Tax funds, must by law, directly enhance and promote tourism and the convention and hotel industry AND fall within one of the statutorily provided categories. The categories for expenditure of the Hotel/Motel Occupancy Tax are as follows:

Visitor Information Center. Funds may be used for the acquisition of sites for the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography,

graphic and craft arts, motion pictures, radio, television, tape and sound recording and other arts related to the presentation, performance, execution and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of the document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation System. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs of transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

Applications for Fiscal Year '24 were accepted from area organizations seeking to increase tourism in Burleson through an event or activity. The City received ten (10) applications from seven (7) organizations totaling \$191,000 in grant requests.

OPTIONS:

- 1) Accept grant amounts as requested
- 2) Modify grant amounts at Council's discretion

FISCAL IMPACT:

The total amount requested is \$191,000. The Hotel/Motel Tax Fund has a fund balance of \$305,864 as of 4/1/2023. The estimated revenue for this fiscal year is \$450,000. The total grant amount as approved by Council will be added to the FY 2024 budget.

STAFF CONTACT:

Joni Van Noy
Economic Development Coordinator
jvannoy@burlesontx.com
817-426-9689

Hotel/Motel Grant applications

Hot/Mot Grant Applications FY 2024

By the Numbers

- Current Fund Balance = \$305,864 (as of 4/1/2023)
- Projected Annual Revenue = \$450,000
- FY 2020 Awards = \$70,500
- FY 2021 Awards = \$56,500
- FY 2022 Awards = \$110,000
- FY 2023 Awards = 158,000

In 2020 Council approved an updated policy allocating **up to 50%** of prior years annual revenue for grant awards with ability to exceed that amount at Council discretion



Recent Changes to App/Process

City Council approved the following changes March 20, 2023

- Scoring rubric removed
- Budget overview required with application
- Grant recipients will be required to attend a mandatory work session outlining contractual obligations

Hot/Mot Grant Applications FY 2024

- April 7 – Announce the HOT/MOT Process via press release, email, social media platforms
- April 21 – HOT/MOT Applications Due
- April 24 – Staff Committee reviews for compliance/completeness and gives comments to applicant
- April 28 – Applicant to respond with any corrections
- May 1 – Applicant notified if committee intends to recommend project for award
- July 6- Applications presented to City Council

The amount approved by City Council tonight will be incorporated into the upcoming budget



Hot/Mot Grant Applications FY 2024

Staff considerations

- “The Two-Part Test” from Texas Tax Code Chapter 351:
 - Potential for the event to create and support tourism and the hotel industry in Burleson
 - Expenditure matching one of six authorized categories
 - Promotion of the Arts
 - Visitor Information Center
 - Furnishing of facilities and registration of visitors
 - Advertising of promotional programs and activities
 - Historical preservation and restoration
 - Tourist transportation systems
- Priority on events that are (or are growing into) multi-day events
- Priority toward events that allow access to the general public
- Priority toward events that are new or still need support funding



Hot/Mot Grant Timeline

1. Application submitted
2. Grants reviewed/approved by City Council
3. Grant recipients attend mandatory meeting outlining contractual obligations
4. **EVENT IS HOSTED**
5. Post Event Form is submitted to City staff
6. Receipts are reviewed to confirm eligibility (advertising costs)
7. Applicant is issued reimbursement for eligible expenses **up to** approved grant amount

EVENT	APPLICANT	FUNDS REQUESTED	PREVIOUS AWARD	EST. ATTENDANCE	BUDGET OVERVIEW
Harvest Moon Festival	Local Life	\$5,000	\$5,000 ('22)	400	Submitted
Party at the Pavilion	Local Life	\$6,000	\$5,000 ('22)	1,800	Submitted
St. Paddy's Pub Crawl	Local Life	\$6,000	\$6,000 ('22)	500	Submitted
City on a Hill	Crazy 8 Ministries	\$12,000	\$8,000 ('22)	3,000	Submitted
Burleson Vine Hop Festival (2023)	Vagabond Productions	\$20,000	\$10,000 ('22)	2,500	Submitted
Burleson Vine Hop Festival (2024)	Vagabond Productions	\$10,000	\$10,000 ('22)	2,500	Submitted
BTX BBQ Fest	RHGLTD, LLC	\$25,000	N/A- New	3,000	Submitted
Museum/Visitors Center/Founders Day	Heritage Foundation	\$15,000	\$10,000 ('22)	7,500	Submitted
BTX Brew Fest	Venture Mathis LLC	\$17,000	\$17,000 ('22)	5,000	Submitted
Events Marketing Campaign	Jellystone Park	\$75,000	\$50,000 ('22)	15,000	Submitted

Projected Revenue:
\$450,000

Grant Requests Total:
\$191,000 (approx. 42.44%)



Harvest Moon Festival

Local Life Magazine &

Marketing
Application Synopsis

- Support for 3rd annual event featured at the Standard at Chisenhall

Requested Grant

- \$5,000

Additional information

- Provides funds to extend promotion/advertisement reach to surrounding areas to draw visitors from outside the metroplex
- Event attracts visitors to an up & coming area of the City outside of the downtown district



THE CITY OF
BURLESON
TEXAS

Party at the Pavilion

Local Life Magazine &

Marketing Application Synopsis

- Support for annual event centered around the City hosted 4th of July fireworks/concert

Requested Grant

- \$6,000

Additional information

- Provides funds to extend promotion/advertisement reach to surrounding areas for out of town visitors.
- Provides additional parking, visibility, and nearby community attraction in conjunction with the City's most attended annual event



THE CITY OF
BURLESON
TEXAS

St. Paddy's Day Pub Crawl

Local Life Magazine &

Marketing
Application Synopsis

- Support for annual pub crawl supporting local restaurant/retail locations throughout the Old Town district

Requested Grant

- \$6,000

Additional Information

- Provides funds to extend promotion/advertisement reach to surrounding areas for out of town visitors.
- Event encourages patrons to visit a multitude of area retail/restaurant establishments in downtown



THE CITY OF
BURLESON
TEXAS

City on a Hill

Crazy 8 Ministries

Application Synopsis

- Support for 10th annual free, community wide event

Requested Grant

- \$12,000

Additional Information

- Free community event providing a platform for all pillars of the community to cultivate unity amongst community members, local businesses, schools, churches & non-profit organizations
- Provides free health services: vaccinations, hair cuts, health screening, etc.



THE CITY OF
BURLESON
TEXAS

Burleson Vine Hop Festival

Cross Timbers Wine Trail

Application Synopsis

- Funds to support marketing for 3rd annual Wine, Bistro, Brew Crawl (now Vine Hop Festival)

Requested Grant

- \$20,000 (2023)
- \$20,000 (2024)

Additional Information

- Event brings wine connoisseurs to the Old Town district; highlighting a wide variety of vendors with an emphasis on wine vending
- Grant funds assist with marketing costs including: event website, digital marketing, professional ad agency, radio advertising and printed marketing material
- Organizer intends to host event in September rather than November beginning in 2024, which means he two upcoming would fall within the same fiscal year



THE CITY OF
BURLESON
TEXAS

Burleson Visitor Center/Museum

Heritage Foundation

Application Synopsis

- Continued funding of Visitors Center and museum
- Support for annual Founder's Day event in Old Town

Requested Grant

- \$15,000

Additional Information

- Proven strong link between Heritage Foundation and tourism asset of Old Town Burleson.
- Support of annual event showcasing Burleson's heritage and the founding of the city.
- April 2023: Heritage Museum welcomed **533** visitors from **23** states



THE CITY OF
BURLESON
TEXAS

BTX BBQ Fest

RHGLTD, LLC

Application Synopsis

- Support for newly created event highlighting local artists & food vendors

Requested Grant

- \$25,000

Additional Information

- Provides support for newly created annual event promoting BBQ competitors from across the state. Grant funds assist with marketing costs including: television ads, Google search engine, billboard space and local magazine publication
- Event intends to promote local vendors and food establishments and provide live music on stage while patrons sample BBQ contest entries



THE CITY OF
BURLESON
TEXAS

BTX Brew Fest

Venture Mathis, LLC

Application Synopsis

- Support for 3rd annual BTX Brew Fest Event

Requested Grant

- \$17,000

Additional Information

- Provides support for annual event within the Old Town district. Grant funds assist with marketing costs including: metro mailers, social media ads, radio promotion and video marketing.
- Event offers engaging activities, quality entertainment, food, beverages and partners with local businesses.



THE CITY OF
BURLESON
TEXAS

Seasonal Event Specific Marketing Plan

North TX Jellystone

Application Synopsis

- Support for enhanced search engine marketing for NTJP; advertising a variety of annually hosted events totaling 67 days.

Requested Grant

- \$75,000

Additional Information

- Of the estimated \$450,000 in HOT revenue expected, NTJP's contribution is estimated at \$250,000 (56%)
- Supports enhanced online marketing (google ads) to target online shoppers seeking weekend getaways and draw them to the area for extended stays, resulting in overnight lodging, dining & shopping within our City.



THE CITY OF
BURLESON
TEXAS

Seasonal/Event Specific Marketing Plan

North TX Jellystone Park

Event/Season	Dates	Total days
Fall Fiesta Weekends	Fri-Sun; 9/29/23-10/29/23	17
Thanksgiving Holiday Break Event	Daily; 11/17/23-11/26/23	10
Christmas Holiday Break Event	Daily; 12/21/23-1/7/24	18
Spring Break 2023	Daily; 3/8/24-3/17/24	10
Old Fashioned Camping Weekends	Fri-Sun; 4/5/24-4/26/24	12
		<u>67</u>

NTJP’s Search Engine Marketing Enhancement project is to increase awareness of public events at NTJP to potential visitors outside of the DFW metroplex (50+ mile radius) and attract them to stay in the park while enjoying various annual events and activities. Increasing awareness and stays in-turn would increase bookings and contributions by NTJP to the Hotel/Motel tax base. In FY 2023 **over 52%** of reservations booked at NTJP were from outside the 50 mile radius.

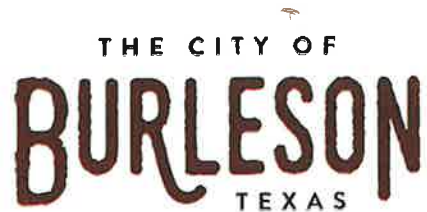


COUNCIL ACTIONS REQUESTED

- Approve, deny or modify a resolution awarding FY 2024 hotel occupancy tax fund grants as presented in the amount of \$191,000

Questions / Comments

BTX BBQ Fest



GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS

GENERAL INFORMATION

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, **MUST** by law, directly enhance and promote tourism and the convention and hotel industry, **AND** fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract

tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event has potential to increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the

- discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.
 7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications should be submitted via email to jvannoy@burlesontx.com
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
 - a statement of long range goals for the activity to be funded
 - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are *promoted, marketed and/or perceived by the selection committee* to be a single, integrated event, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- It is the responsibility of the event to monitor the number of out-of-town guests who stay in City of Burleson lodging properties in relation to their event. It is strongly recommended to work with the local hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

- No reimbursement will be honored by the City without an invoice or receipt serving as proof of payment for qualified expenses.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the "Act"), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered "authorized" until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization's event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line "This project was made possible, in part, by a grant from the City of Burleson" in press releases and other literature;
2. All use of city logos shall be reviewed by the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties on advertising materials.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization:

RHGLTD, LLC

Project / Event(s):

BTX BBQ Fest

Signature by Agent of Applicant:

Amber Rouse

Printed Name of Agent:

Amber Rouse

Date of Signature:

4/20/23

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: RHGLTD, LLC
2. 501c3 or c6 non-profit organization? Yes ☐ No ☒
3. Contact Name: Amber Rouse
4. Address: 137 S Wilson St
5. Phone Number: 817-713-3935
6. E-Mail Address: Amberrouse3935@gmail.com
7. Website: N/A

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: BTX BBQ Fest
2. Total amount requested to promote this event or activity \$ 25,000
3. Location of Event: Mayor Calvin Plaza
4. Date(s) of Event: 4/12/24 - 4/13/24 Time: all day until 8 on 4/13
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.
We will invite BBQ competitors from across the state to compete for prizes and they will stay locally
6. Has the organization applied for funds for this event before? Yes ☐ No ☒
7. Is this event one-time-only or recurring? recurring

8. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

9. Choose the category(ies) that applies to your event or activity:

- ☐ Visitor Information Center
- ☐ Furnishing of Facilities and Registration of Visitors
- ☒ Advertising / Promotional Programs and Activities
- ☐ Arts Promotion
- ☐ Historical Restoration and Preservation
- ☐ Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: 50+

Will the applicant be paying for any hotel room expenses? Yes ☒ No

If yes, what percentage? _____

2. Projected attendance: 3000.00

3. Previous year's attendance (if applicable): N/A

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

This is a family friendly event that
will promote local vendors, local
food and bring in vendors from
other areas.

5. Describe how the event will track out of town guests.

Through ticket and booth
Sales through online ticketing
and zip codes

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
Online Social Media Ads		5000.00
Billboards		7500.00
Paper Ads		2500.00
TV		12500.00

*Use additional sheet of paper if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 25,000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

Business Sponsorships

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

RHGLTD, LLC

Organization Name

BTX BBQ Fest

Project/Event

Amber Rouse

Printed Name of Applicant

AR

Signature of Applicant

4/20/23

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/21/23 by Joni Van Noy
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

BTX BBQ FEST 2024

Marketing		Budget
Local Life		2500
Billboard		7500
Google		5000
TV		12500
Total		\$27,500
Logistics		Budget
Temp Fencing		2500
Event Security		1000
Total		\$3,500
Entertainment		Budget
Band #1		10000
Band #2		5000
Meet and greet		5000
Total		\$20,000
Other		Budget
Incidentals		1000
Total		\$1,000
Total		\$52,000

BTX Brew Fest



GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS

GENERAL INFORMATION

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, **MUST** by law, directly enhance and promote tourism and the convention and hotel industry, **AND** fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract

tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event has potential to increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the

- discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.
 7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications should be submitted via email to jvannoy@burlesontx.com
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
 - a statement of long range goals for the activity to be funded
 - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
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- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are *promoted, marketed and/or perceived by the selection committee* to be a single, integrated event, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- It is the responsibility of the event to monitor the number of out-of-town guests who stay in City of Burleson lodging properties in relation to their event. It is strongly recommended to work with the local hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

- No reimbursement will be honored by the City without an invoice or receipt serving as proof of payment for qualified expenses.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the “Act”), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered “authorized” until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization’s event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line “This project was made possible, in part, by a grant from the City of Burleson” in press releases and other literature;
2. All use of city logos shall be reviewed by the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties on advertising materials.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: Venture Mathis, LLC

Project / Event(s): BTX Brewfest

Signature by Agent of Applicant: 

Printed Name of Agent: Brooke Mathis

Date of Signature: April 20, 2023

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Venture Mathis, LLC
2. 501c3 or c6 non-profit organization? Yes No
3. Contact Name: Brooke Mathis
4. Address: 138 N. Wilson Str, Suite D, Burleson TX 76028
5. Phone Number: 817-564-3068
6. E-Mail Address: brooke.btxbrewfest@gmail.com
7. Website: www.btxbrewfest.com

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: BTX Brewfest
2. Total amount requested to promote this event or activity \$ 17,000
3. Location of Event: Mayor Vera Calvin Plaza and surrounding area
4. Date(s) of Event: October 7, 2023 Time: 2-9pm
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.

Because this event has alcohol for the attendees, we promote visitors to stay locally and not drive. We will partner with the Burleson Hotels as well as JellyStone to offer promo codes and rates. This will be marketed on all social media as well as the website. The information is also included when an attendee purchases an online ticket.

6. Has the organization applied for funds for this event before? Yes No
7. Is this event *one-time-only* or *recurring*? Recurring - first saturday of each October.

8. Is there a registration/entrance fee per visitor? Yes No

9. Choose the category(ies) that applies to your event or activity:

- _____ Visitor Information Center
- _____ Furnishing of Facilities and Registration of Visitors
- ~~_____ Advertising / Promotional Programs and Activities~~
- ~~_____ Arts Promotion~~
- _____ Historical Restoration and Preservation
- _____ Tourist Transportation Systems

C. **VISITOR IMPACT**

1. Projected use of overnight rooms: 10% of attendees

Will the applicant be paying for any hotel room expenses? Yes No

If yes, what percentage? 100%

2. Projected attendance: 5000

3. Previous year's attendance (if applicable): 3500

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

Our attendance goal this year is 5000. By incorporating an art aspect and a stronger music lineup, we feel as though our reach will go much further and will attract a larger audience.

Steps to achieve these goals:

Marketing and Promotion: The festival will advertise through various media channels like social media, magazines, newspapers, and radio. They will also collaborate with influencers or sponsors to reach a wider audience.

Offering Early Bird Discounts: Offering discounted prices on tickets during the early bird period will encourage attendees to purchase tickets in advance.

Improving the Festival Experience: A great festival experience can be achieved through offering engaging activities, quality entertainment, delicious food, and beverages, and a comfortable environment. Providing exceptional services to attendees can enhance the overall experience and encourage them to return the following year.

Partnering with Local Businesses: By partnering with local businesses, the festival can promote the event to a wider audience. The festival can offer discounts on tickets to customers of the businesses, and in turn, the businesses can promote the festival to their customers.

Using Targeted Advertising: The festival will use targeted advertising to reach specific demographics that may be interested in attending the festival.

Creating Social Media Buzz: The festival can create a buzz on social media platforms by encouraging attendees to share their experiences and using hashtags to promote the event. This will help create hype around the festival, and encourage more people to attend.

Overall, by utilizing these strategies, a festival can increase its attendance goals and create a successful and memorable event.

5. Describe how the event will track out of town guests.

All online ticket purchases will include zip code information - we are also looking at merchant service options to do this day of as well. We have the ability thru our ticketing service to pull these reports at any time.

D. **FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550

Please See Attached Document "Marketing & Advertising Budget"

**Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$23,000
3. What are other sources of funding used for the advertising/promotion of this activity/event?
The other funding that is used for advertising/promotion of the event is from our sponsor commitments and monies raised.

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Venture Mathis, LLC

Organization Name

BTX Brewfest

Project/Event

Brooke Mathis

Printed Name of Applicant

Signature of Applicant

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/20/23 by JV
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

BTX Brewfest Budget Overview			
Category			Budget
Marketing			
Radio			4752
Social Media			8000
Tshirts			3000
glasses			2000
Mailers			2717
posters/flyers			600
koozies			800
swag bags			2000
video			1000
FW Weekly/Dallas Weekly			5000
Logistics			
Temporary Fencing			1000
Portable Toilets			1300
Security			2000
Barricades			1200
Stage			5000
PD			1800
EMSA			800
signage			900
light towers			3000
city permit			250
Insurance			1300
dumpster			500
ice			1000
tables & chairs			600
Entertainment			
kid zone			550
emcee			500
Music			15000
Other			
Misc items			2000
legal/admin/accounting			5000
day of devices			1200
Staff			
event staff			5000
		Total Budget	79769

BTX Brewfest Marketing & Advertising Budget Strategy

Funding and Marketing

D1.

Describe your marketing plan and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description	\$ Amount
Local Life	Social Media & Targeted Ads to areas outside of 76028. Also includes design work for printed flyers and posters	8000
Metro Mailer	Printed mailers to homes in the following zipcodes: 48035 48113 48143 48217 48221 48251 48309 48367 48425 48439	2717
KTFW 92.1 Hank FM, KFWR 95.9 The Ranch	Radio advertising	4752
FW Weekly/Dallas Weekly	Weekly Magazines distributed in high traffic area restaurants	5000
Jason D. -videographer	Video creation for content and ads	1000

Total Budgeted Advertising

\$21,469

Total Requested from HOTMOT

\$17,000

City on a Hill



GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS

GENERAL INFORMATION

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- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization’s event.

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Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

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If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line “This project was made possible, in part, by a grant from the City of Burleson” in press releases and other literature;
2. All use of city logos shall be reviewed by the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties on advertising materials.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: Crazy8 Ministries

Project / Event(s): City On A Hill Festival

Signature by Agent of Applicant: Elizabeth Hargrove

Printed Name of Agent: Elizabeth Hargrove

Date of Signature: April 20, 2023

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Crazy8 Ministries
2. 501c3 or c6 non-profit organization? Yes No
3. Contact Name: Lisa Schwarz / Liz Hargrove
4. Address: 1100 W. FM 917, Joshua, TX 76058
5. Phone Number: 817.202.8408
6. E-Mail Address: lisa@crazy8ministries.com / liz@crazy8ministries.com
7. Website: www.crazy8ministries.com

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: City On A Hill Festival
2. Total amount requested to promote this event or activity \$ 12,000
3. Location of Event: Burleson High School Parking Lot
4. Date(s) of Event: May 4th or 11th Time: 10am-2pm

5. Identify action steps to promote hotel stays in Burleson in correlation with your event.

City On A Hill Festival will have selling vendors. This has the potential for out of town sellers/vendors that would need a hotel room. We also see the need for hotel rooms for family members coming into town to visit and attend the festival.

6. Has the organization applied for funds for this event before? Yes No
7. Is this event *one-time-only* or *recurring*? recurring

8. Is there a registration/entrance fee per visitor? Yes ☐ No ☒

9. Choose the category(ies) that applies to your event or activity:

- _____ Visitor Information Center
- _____ Furnishing of Facilities and Registration of Visitors
- ☒ Advertising / Promotional Programs and Activities
- _____ Arts Promotion
- _____ Historical Restoration and Preservation
- _____ Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: 2-5

Will the applicant be paying for any hotel room expenses? Yes ☐ No ☒

If yes, what percentage? we will only pay for 1 room and that's if we have a need for staff to stay closer to the event location

2. Projected attendance: 3,000 patrons

3. Previous year's attendance (if applicable): pre-covid, we hit 3,500 / post covid, we hit 1,500 and we expect to grow it back

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

selling and community vendors
5+ groups provide entertainment on the stage throughout the day
3,000+ patrons

We plan to achieve this by placing roadside banners around Johnson County, billboard advertisements, storefront flyers hung around the county, social media ads, business networking relationships, and marketing videos.

5. Describe how the event will track out of town guests.

All vendors register ahead of time. IF we can find a hotel to partner with, we plan to work with a local hotel to offer our out of town vendors a place to stay. We plan to share hotel information ahead of time for guest who are planning to come in from out of town. We will be able to track hotel use for our event with partnering hotel. We will also hold a raffles to try and track patron information as well.

D. **FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
Cool Dog Graphics	Roadside Banners, Store Front Flyers, Other signage	\$3,000
Lamar	Billboard Advertising	\$5,300
Still sourcing vendor, probably Local Life	Social Media Advertising	\$2,000
The Journey, Hank/Ranch, get quotes from others	Radio Advertising	\$4,200
Cleburne Times Review	Newspaper Advertising	\$500

**Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$12,000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

Crazy8 Ministries Operating Budget

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Crazy8 Ministries

Organization Name

City On A Hill Festival

Project/Event

Elizabeth Hargrove

Printed Name of Applicant

Elizabeth Hargrove

Signature of Applicant

3/20/2023

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/20/23 by JV
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

2024 City On A Hill Budget numbers based off 2022-2023			
Marketing			Budgeted
	Vendor Booth at other event		\$ 50.00
	Billboard I35 Northbound		\$ 2,275.00
	Billboard I35 Southbound		\$ 2,025.00
	Billboard along 174		\$ 1,000.00
	Roadside Banner		\$ 1,500.00
	City Permits for Banners		\$ 200.00
	Storefronts		\$ 500.00
	Site Map Design		\$ 100.00
	COH Promo Video		\$ 500.00
	Sponsor Signage	Other Signage needed	\$ 700.00
	Social Media		\$ 2,000.00
	88.3 Journey Radio Ad		\$ 475.00
	Hank FM Radio Ad		\$ 1,473.00
	The Ranch Radio Ad		\$ 1,250.00
	Additional Radio Ad		\$ 1,000.00
	Cleburne Times Review		\$ 350.00
		Marketing Total	\$ 15,398.00
Logistics			Budgeted
	Planning Meetings	Food / Supplies	\$ 100.00
	Misc. Supplies		\$ 200.00
	gas, first aid kit, other		
	Event Staff Shirts		\$ 300.00
	Contracted Labor	Labor	\$ 2,000.00
	Rentals	Equipment Rental	\$ 1,200.00
	Petting Zoo		\$ 750.00
		Logistic Total	\$ 4,550.00
Entertainment			Budgeted
	Sound System	Logan	\$ 450.00
		Entertainment Total	\$ 450.00
General Fund			Budgeted
	Non-Allocated / Incidentals		\$ 500.00
		TOTAL BUDGET	\$ 20,898.00

Crazy8 Ministries

City on a Hill Festival's Long-Range Goals

Our long-range goals for City on a Hill are to continue to provide a platform for all the pillars of our community to come together on one playing field with one purpose; to celebrate each other as well as give back to the people and to cultivate unity, community, and friendship among local businesses, schools, churches, non- profits and city organizations.

We want to grow our free services, activities, and resources to the patrons of our community and continue to provide a day of FREE fun for families. It is our desire to help be a part of navigating information to people.

We want to grow our selling vendor platform. Per request of the patrons of City on a Hill, we have added the option for vendors to sell items at the festival. This will provide an opportunity for small and at-home business, as well as all other vendors, to share about their products & services and allow our community to immediately take advantage of items they are selling. We want to see our vendors not only network & market but be able to make their day profitable while doing so.

We intend to continue growing our partnerships with the schools, chamber, city, businesses and churches specifically as it relates to City on a Hill. We also intend to continue to poll the patrons each year in regard to their feedback and desires City on a Hill.

We intend to grow the event to include surrounding areas and draw other businesses, services and resources into our areas in order to more effectively provide for and serve the patrons of Burleson.

Harvest Moon Festival



GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS

GENERAL INFORMATION

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, **MUST** by law, directly enhance and promote tourism and the convention and hotel industry, **AND** fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract

tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event has potential to increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the

- discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.
 7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications should be submitted via email to jvannoy@burlesontx.com
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
 - a statement of long range goals for the activity to be funded
 - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are *promoted, marketed and/or perceived by the selection committee* to be a single, integrated event, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- It is the responsibility of the event to monitor the number of out-of-town guests who stay in City of Burleson lodging properties in relation to their event. It is strongly recommended to work with the local hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

- No reimbursement will be honored by the City without an invoice or receipt serving as proof of payment for qualified expenses.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the “Act”), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered “authorized” until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not comingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization’s event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line “This project was made possible, in part, by a grant from the City of Burleson” in press releases and other literature;
2. All use of city logos shall be reviewed by the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties on advertising materials.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: 4GMARKETING/ LOCAL LIFE MAGAZINE

Project / Event(s): Harvest Moon Festival

Signature by Agent of Applicant: _____

Printed Name of Agent: Tiffany Griffin

Date of Signature: 4/20/2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: 4g Marketing/ Local Life Magazine
2. 501c3 or c6 non-profit organization? ☐ Yes ☒ No
3. Contact Name: Tiffany Griffin
4. Address: 809 Royal Oak Ln, Burleson TX 76028
5. Phone Number: 817-937-2360
6. E-Mail Address: tiffany@locallifetx.com
7. Website: www.locallifetx.com

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: Harvest Moon Festival
2. Total amount requested to promote this event or activity \$ 5,000
3. Location of Event: The Standard at Chisenhall
4. Date(s) of Event: October 7 Time: 5PM
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.
I will call the local hotels and ask for a coupon code. I will promote the code
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? recurring

8. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

9. Choose the category(ies) that applies to your event or activity:

- _____ Visitor Information Center
- _____ Furnishing of Facilities and Registration of Visitors
- ^x _____ Advertising / Promotional Programs and Activities
- _____ Arts Promotion
- _____ Historical Restoration and Preservation
- _____ Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: ⁵⁰ _____

Will the applicant be paying for any hotel room expenses? ☒ Yes ☒ No

If yes, what percentage? _____

2. Projected attendance: ⁴⁰⁰ _____

3. Previous year's attendance (if applicable): ⁵⁰⁰ _____

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

I will increase my attendance this year by offering more incentives to pa

This will be the second event and I am going to have more shopping an

We have more promotional media to help promote the event this year.

5. Describe how the event will track out of town guests.

We will do our best to track where they come from at the check in table.

D. **FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
Attached		

**Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 5000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

I use sponsorship to help put on the event and buy supplies. See attached ex

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

4G Marketing/Local Life Magazine

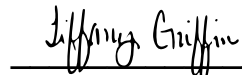
Organization Name

Harvest Moon

Project/Event

Tiffany Griffin

Printed Name of Applicant



Signature of Applicant

4/20

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/21/23 by JV
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

Harvest Moon Budget Overview

Shirts	\$280.50
DJ/Live Musiic	\$1,500.00
Workers	\$500.00
Lanterns	\$1,200.00
Signs	\$179.80
Social Media Ad Spend	\$1,200.00
Billboard	\$1,200.00
Social Media MGMT	\$500.00
Print ads	\$3,000.00
	\$9,560.30

Printed ads do not include Local Life Magazine*

Burleson Heritage Museum & Visitor's Center

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: BURLESON HERITAGE FOUNDATION

Project / Event(s): FOUNDERS DAY, VISITORS CENTER MUSEUM

Signature by Agent of Applicant: _____

Printed Name of Agent: NEAL JONES

Date of Signature: 4/10/2023

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: BURLESON HERITAGE FOUNDATION
2. 501c3 or c6 non-profit organization? ☒ Yes ☐ No
3. Contact Name: NEAL JONES
4. Address: 124 ELLISON ST BURLESON TX
5. Phone Number: 817-343 2589
6. E-Mail Address: NEALJONES@SBC GLOBAL.NET
7. Website: CITY OF BURLESON

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: FOUNDERS DAY / VISITORS CENTER
2. Total amount requested to promote this event or activity \$ 15000.
3. Location of Event: VERA CALVIN PLAZA
4. Date(s) of Event: OCTOBER 14 2023 Time: 9 TO 4
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.
EVENT HAS BEEN GOING FOR 23 YEARS
AND PULLS VISITORS FROM FAR AND WIDE
ADDS IN STATE WIDE PUBLICATIONS
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event one-time-only or recurring? RECURRING 25 YEARS.

8. Is there a registration/entrance fee per visitor?

☐ Yes

☒ No

9. Choose the category(ies) that applies to your event or activity:

☒

Visitor Information Center

☐

Furnishing of Facilities and Registration of Visitors

☐

Advertising / Promotional Programs and Activities

☐

Arts Promotion

☒

Historical Restoration and Preservation

☐

Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: 100 to 300

Will the applicant be paying for any hotel room expenses?

☐ Yes

☒ No

If yes, what percentage? NO

2. Projected attendance: FOUNDERS DAY 2000 TO 3000,

3. Previous year's attendance (if applicable): 2000,

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

3000 GOAL FOR 2023

DISTRIBUTION OF BROCHURES

IN TEXAS AND SURROUNDING STATES

GREAT TEXAS LINE PRESS

5. Describe how the event will track out of town guests.

FROM GUEST BOOK AND
TALKING TO VISITORS

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

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Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
	<u>PRINTING AND DISTRIBUTION OF</u>	
	<u>BROCHURES IN TEXAS AND</u>	
	<u>SURROUNDING STATES</u>	<u>2398.02</u>
	<u>STATE PUBLICATIONS</u>	<u>800.00</u>
	<u>CERTIFIED FOLDER DISPLAY</u>	<u>65.00</u>

*Use additional sheet of paper if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 3198.02
3. What are other sources of funding used for the advertising/promotion of this activity/event?

FROM BURLESON HERITAGE FOUNDATION

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

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BURLESON HERITAGE FOUNDATION
Organization Name

FOUNDERS DAY / VISITORS CENTER
Project/Event

NICAL SOLIER
Printed Name of Applicant

[Signature]
Signature of Applicant

APRIL 10 - 2023
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/17/23 by JV
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

Budget B.H.F for 2023

Item A.

Income

City	15000 .00
Donations	500.00
Dews	384.00
Donations	989.00
Miss	300.00
Total Income	17173.00

Expense

Att	780.00
Stuff for sale	700.00
Historic marker	1011.00
Insur	3741.00
Security	479.88
Folder Display	780.00
Printing	337.00
Brochures	2398.00
Donations out	1000.00
Move shop	700.00
Founders day	2500.00
Flowers	174.00
Repair cars	1200.00
Cleaning cars	300.00
Chamber	130.00
Historic marker	1011.00
Total Expense	16329. 51

North Texas Jellystone Park- Seasonal Events campaign

THE CITY OF
BURLESON
 TEXAS

**GUIDELINES/APPLICATION FOR
 REQUESTING HOTEL/MOTEL OCCUPANCY
 TAX FUNDS**

GENERAL INFORMATION

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- other hotels in or near the city
- tourist attractions in or near the city

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 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the

discretion of City Council.

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7. Recipient must explore local businesses for products and services when expending HOT funds.

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2. A point of contact for each application must be clearly identified
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- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the "Act"), dealing with legally eligible expenses and the contract between the City and the recipient agency.
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- Keep separate accounting records and do not commingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization's event.

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Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

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3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson.
4. Follow other/additional requirements as put forth in the award notification letter.
5. Advertise Burleson hotel properties on advertising materials.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

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Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: North Texas Jellystone Park™

Project / Event(s): Digital Marketing Program Enhancement

Signature by Agent of Applicant: Marcie Purviance

Printed Name of Agent: Marcie Purviance

Date of Signature: 4/20/23

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. **GENERAL ORGANIZATION INFORMATION**

1. Name of Organization: North Texas Jellystone Park™
2. 501c3 or c6 non-profit organization? Yes ☐ No ☒
3. Contact Name: Marcie Purviance
4. Address: 2301 S Burleson Blvd., Burleson, TX, 76028
5. Phone Number: 817-386-8004
6. E-Mail Address: marcie@northtexasjellystone.com
7. Website: NorthTexasJellystone.com

B. **GENERAL EVENT INFORMATION**

1. Name of Event/ Activity: North Texas Jellystone Park™ Camp-Resort Themed Events; 1) Fall Fiesta Weekends-All of October; 2) Thanksgiving Holiday Break Event November 3) Christmas Holiday Break Event December/January;
2. 4) Spring Break March 2024 Two Weeks (based on school calendars);
5) "JellyPalooza" Weekends- All of April
3. Total amount requested to promote this event or activity \$ 75,000.
4. Location of Event: North Texas Jellystone Park™
5. **Date(s) of Event 1:** 9/29-10/1/23; 10/6-9/2023; 10/13-15/2023; 10/20-22/2023;
10/27-29/2023 **Time:** Weekends - Fri 4-9p; Sat 9a-9p; Sun 9a-Noon
Date(s) of Event 2: 11/17 – 26/2023 **Time:** Thanksgiving Break 11/17 4-
9p; 11/18 – 21/2023 9a-9p; 11/22/23 9a-6p; 11/24 -25/2023 9a-9p; 11/26/23 9a-
Noon
Date(s) of Event 3: 12/21/2023- 1/7/2024 **Time:** Christmas Break 12/21-
24/2023 9a-9p; & 12/26/23-1/6/2024 9a-9p; 1/7/2024 9a-Noon
Date(s) of Event 4: 3/8-17/2024 **Time:** Week 1 Primary full days
dates tentatively 3/8 4-9p; 3/9-3/16/2024 9a-9p; 3/17/24 9a-Noon; Week 2 half
days Noon-6pm (week 2 dates pending on majority school calendars in the DFW

Metroplex**Date(s) of Event 5:** 4/5-7/2024; 4/12-14/2024; 4/19-21/2024; 4/26-28/2024**Time:** Weekends - Fri 4-9p Sat 9a-9p Sun 9a-Noon

6. Identify action steps to promote hotel stays in Burleson in correlation with your event.

North Texas Jellystone Park™ offers a variety of family-friendly themed weekend and weekly events, which are promoted through many channels/tactics, including targeted digital marketing campaigns. The marketing of these events attracts families with children 2-12 years of age searching for a family getaway and directs them to the park website and encourages them to book a reservation to stay at the park in the available lodging accommodations. Guests may choose from several available accommodation options which include glamping units, RV/tent sites, to enjoy all the activities and events offered.

The proposed Digital Marketing Enhancement Project aims to expand/increase the awareness of North Texas Jellystone Park™ beyond the DFW Metroplex (50+ mile radius) and attract more visitors to stay in the park.

Moreover, guests often venture into the City of Burleson to explore local attractions, dine at restaurants, and shop at stores during their stay, thus generating additional revenue for the City. The proposed project aims to further expand the park's reach and attract even more visitors, which would benefit both North Texas Jellystone Park™ and the City of Burleson.

By increasing awareness and bookings, the enhancement program will, by default, increase contributions to the City of Burleson hotel/motel tax base. Recent data shows that in FY 2023 between 10/1/22 and 3/31/23, since launching the Enhanced Search Engine Marketing campaigns supported by Hot/Mot grant funds awarded for FY 2023, the number of visitors sourced from guests with zip codes outside the 50+ mile geographical targeted area has been over 52% of all reservations made. This is an increase over the previous year for the same period. Please see the supporting documentation for details.

7. Has the organization applied for funds for this event before? ☒ Yes ☐ No
8. Is this event *one-time-only* or *recurring*? This is multiple stand-alone events occurring throughout the year.

9. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

10. Choose the category(ies) that applies to your event or activity:

☐ Visitor Information Center

☐ Furnishing of Facilities and Registration of Visitors



Advertising / Promotional Programs and Activities

☐ Arts Promotion

☐ Historical Restoration and Preservation

☐ Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: Reservation bookings of guests outside the 50+ mile radius of Burleson, Texas in FY 2022 between 10/1/21 to 3/31/22 was 49% of total reservations. In FY 2023 between 10/1/22 to 3/31/23 (during the time Hot/Mot grant funds were being used) the number of reservations sourcing from outside the 50+ mile radius is higher. Additionally, the combination of new glamping/camping amenities coming online in May 2023, and creating increased awareness of these lodging accommodations will also create additional contribution to the hotel/motel tax base.

2. Will the applicant be paying for any hotel room expenses? Yes ☒ No

If yes, what percentage? _____

3. Projected attendance: The projected attendance for the proposed events in FY 2024 without factoring in any of the new additional lodging amenities coming online in 2023 is over 15,000.

4. Previous year's attendance (if applicable): In FY 2022, the events are not congruent to all events for which funds were granted in FY2023, so a comparison would not be accurate.

5. Describe your attendance goals for this event and identify steps used to achieve these goals.

North Texas Jellystone Park's proposed plan is to continually optimize the current marketing program tactics across all channels to

consistently attract additional new/repeat guests from beyond the 50+ mile radius of Burleson, Texas. With the additional support of hotel-motel tax grant funds, tourism will continue to increase.

6. Describe how the event will track out-of-town guests.

North Texas Jellystone Park's Marketing Department utilizes software to assist in attribution of website visitors/potential guests who are sourced from the proposed Digital Marketing Enhancement Campaign to the NorthTexasJellystone.com website. Additionally, North Texas Jellystone Park's booking engine identifies guest bookings by city, state, and zip code. Reports can be compiled to identify those guests coming from locations outside the 50+ mile radius target.

D. **FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
Google AdWords	Search Engine and Targeted Display Marketing	\$15,000 per each of 5 events between 10/1/23 – 9/30/24 Outlined in Section B

**Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$75,000- The increased request is due to inflationary factors
3. What are other sources of funding used for the advertising/promotion of this activity/event?

North Texas Jellystone Park™ will sustain its current significant marketing efforts through all regularly utilized channels to promote the park and attract visitors both from within and outside the 50+ mile radius of Burleson, Texas.

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

North Texas Jellystone Park™
Organization Name

Digital Marketing Program Enhancement/Fall Fiesta; Thanksgiving Holiday;
Christmas Holiday; Spring Break 2024; Jelly Palooza;
Project/Event

Marcie Purviance
Printed Name of Applicant

Marcie Purviance
Signature of Applicant

4/20/23
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/20/23 by JV
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

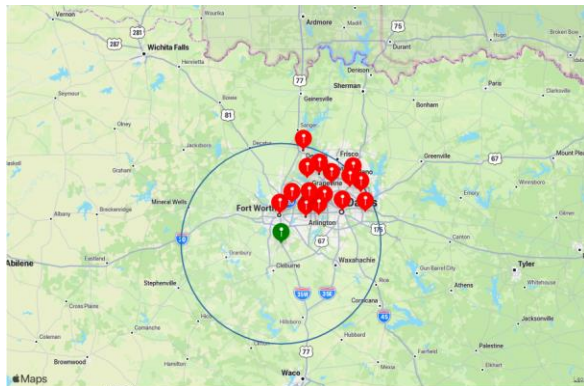
BTX EVENT BUDGET OVERVIEW				
North Texas Jellystone Park™ Digital Marketing Enhancement Program FY 2024				
MARKETING				BUDGET
Billboard (6 wks)				
Radio promo				
Social Media ads				
Google Ad Sense	October 1- 25, 2023	November 1-21 2023	December 1-31, 2023	\$45,000
	January 15 - February 15, 2024	March 15 - April 15, 2024		\$30,000
LOGISTICS				BUDGET
Temp. fencing				
Portable toilets				
Event security				
ENTERTAINMENT				BUDGET
Band #1				
Kids Zone				
OTHER				BUDGET
Incidentals				
TOTAL				\$75,000

April 21, 2023

Item A.

Search Engine Marketing Enhancement Program for FY 2023 Results

Potential Customers Target Outside 50+ Mile Radius of Burleson, Texas



Booked Reservations at North Texas Jellystone Park™ from the Geographical Target

October 1, 2022 – March 31, 2023

Total Reservations Including RV sites, cabins, tent sites, golf carts and facilities. **6,522**

Of that total, **52%** were **sourced** from outside the geographic target, compared to **49%** for the **same period** of the previous fiscal year.

Website Visitors – Previous Year-Prior to Hot/Mot Funds Grant

FY 2022 Period 10/1/21 – 3/31/22

50,607 users attributed to **all** Search Engine Marketing Campaign to NorthTexasJellystone.com

Annual FY 2022 10/1/21 – 9/30/22

123,179 users attributed to **all** Search Engine Marketing Campaigns to NorthTexasJellystone.com

FY 2023 10/1/22 – 3/31/23 – Comparison same period FY 2022 – This year to date

49,164 TOTAL USERS attributed, to date, **all** Search Engine Marketing Campaign to NorthTexasJellystone.com

15,217 users attributed to **Tourism** Search Engine Marketing Campaigns to NorthTexasJellystone.com

31% of users to the website resulted from the Tourism Enhanced Search Engine Marketing Campaigns for this period.

April 21, 2023

FY 2023 Tourism Campaign Results Overview**Total Expenditure 10/1/22 to 3/31/23 = \$39,335.75**

Oct 22		Nov 22		Dec 22		Jan-Feb 23		Mar- Apr 23	Total
\$4,045.83	\$4,519.29	\$4,832.57	\$4,132.00	\$4,687.90	\$ 6,946.53	\$7,283.26	\$ 2,887.37	Pending	
	\$8,565.12		\$8,964.57		\$11,634.43		\$10,170.63		\$ 39,334.75

Key **Web Events** = Specific Click Actions on Website Showing Significant Interest**Leads** = Calls/E-news Subscription**Clicks** = Advance to Website

Search (SEM)		Display (OTT/Targeted)	
October		October	
Campaign	SEM - Tourism 10/1 - 10/9	Campaign	OTT 10/6 - 11/10
Impressions	6,278	Impressions	87,403
Clicks	874	Clicks	83
Leads	45		
Web Events	284		
	SEM Tourism 10/10 - 10/22	Campaign	TD 10/12 - 11/18
Campaign	10/22	Impressions	569,886
Impressions	34,155	Clicks	636
Clicks	3,103		
Leads	112		
Web Events	434		
November		November	
Campaign	SEM Tourism 11/8 - 11/19	Campaign	OTT 11/10 - 12/5
Impressions	24,566	Impressions	77,745
Clicks	1,647	Clicks	54
Leads	44		
Web Events	218		
December		December	
Campaign	SEM Tourism 12/3 - 12/17	Campaign	OTT 12/6 - 1/1
Impressions	22,527	Impressions	80,044
Clicks	2,418	Clicks	157
Leads	82		
Web Events	458	Campaign	TD 12/6 - 1/1
		Impressions	442,749
		Clicks	522
January/February		January/February	
Campaign	SEM Tourism 1/10 - 2/14	Campaign	TD 1/13 - 2/16
Impressions	27,892	Impressions	512,742
Clicks	2,769	Clicks	855
Leads	62		
Web Events	639		
March/April		March/April	
Campaign	SEM Tourism 3/2 - 4/9	Campaign	TD 3/2 - 4/9
Impressions	22,382	Impressions	434,305
Clicks	4,602	Clicks	704
Leads	154		
Web Events	275		

Party at the Pavilion



GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS

GENERAL INFORMATION

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, **MUST** by law, directly enhance and promote tourism and the convention and hotel industry, **AND** fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract

tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event has potential to increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the

- discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.
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- All grant monies must go directly to advertising activities associated with the project.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
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2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- It is the responsibility of the event to monitor the number of out-of-town guests who stay in City of Burleson lodging properties in relation to their event. It is strongly recommended to work with the local hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

- No reimbursement will be honored by the City without an invoice or receipt serving as proof of payment for qualified expenses.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the “Act”), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered “authorized” until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not comingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization’s event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line “This project was made possible, in part, by a grant from the City of Burleson” in press releases and other literature;
2. All use of city logos shall be reviewed by the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties on advertising materials.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty


Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: 4GMARKETING/ LOCAL LIFE MAGAZINE

Project / Event(s): Harvest Moon Festival

Signature by Agent of Applicant: 

Printed Name of Agent: Tiffany Griffin

Date of Signature: 4/20/2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: 4g Marketing/ Local Life Magazine
2. 501c3 or c6 non-profit organization? ☐ Yes ☒ No
3. Contact Name: Tiffany Griffin
4. Address: 809 Royal Oak Ln, Burleson TX 76028
5. Phone Number: 817-937-2360
6. E-Mail Address: tiffany@locallifetx.com
7. Website: www.locallifetx.com

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: Harvest Moon Festival
2. Total amount requested to promote this event or activity \$ 5,000
3. Location of Event: The Standard at Chisenhall
4. Date(s) of Event: October 7 Time: 5PM
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.
I will call the local hotels and ask for a coupon code. I will promote the code
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? recurring

8. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

9. Choose the category(ies) that applies to your event or activity:

- _____ Visitor Information Center
- _____ Furnishing of Facilities and Registration of Visitors
- ^x _____ Advertising / Promotional Programs and Activities
- _____ Arts Promotion
- _____ Historical Restoration and Preservation
- _____ Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: ⁵⁰ _____

Will the applicant be paying for any hotel room expenses? ☒ Yes ☒ No

If yes, what percentage? _____

2. Projected attendance: ⁴⁰⁰ _____

3. Previous year's attendance (if applicable): ⁵⁰⁰ _____

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

I will increase my attendance this year by offering more incentives to pa

This will be the second event and I am going to have more shopping an

We have more promotional media to help promote the event this year.

5. Describe how the event will track out of town guests.

We will do our best to track where they come from at the check in table.

D. **FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
Attached		

**Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 5000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

I use sponsorship to help put on the event and buy supplies. See attached ex

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

4G Marketing/Local Life Magazine

Organization Name

Harvest Moon

Project/Event

Tiffany Griffin

Printed Name of Applicant



Signature of Applicant

4/20

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/21/23 by JV
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

Party at the Pavilion Budget Overview

Traffic Cones	\$193.00
Lowes	\$50.00
Wristbands	\$41.40
Signs	\$643.01
Coolers	\$80.00
Balloons	\$887.65
Workers	\$500.00
Cowboy Party Rentals for Bounce	\$354.35
Paint me a Smile and more	\$500.00
Ballon Artist	\$500.00
Lowes Suppliey	\$176.00
Sign Install	\$100.00
Petting Zoo	\$684.00
Social Media Ad Spend	\$1,200.00
Billboard	\$1,200.00
Social Media MGMT	\$500.00
Print ads	\$3,000.00
	\$10,609.41

Printed ads do not include Local Life Magazine*

St. Patty's Day Pub Crawl



GUIDELINES/APPLICATION FOR REQUESTING HOTEL/MOTEL OCCUPANCY TAX FUNDS

GENERAL INFORMATION

Application Year: October 1, 2023 thru September 30, 2024

Incomplete applications will not be accepted. All fields must be completely and thoroughly filled out. One-word responses are not acceptable. All recipients awarded funding from the Hotel/Motel Occupancy Tax will be required to attend a mandatory work session meeting outlining contractual obligations in order to receive funding.

The City of Burleson's use of funds collected through the Hotel/Motel Occupancy Tax (HOT) is governed by Chapter 351 of the Tax Code. The funds primary use is intended to benefit the convention and hotel industries through the promotion of tourism to the City. The allocation of funding is premised on the City's population and the existence of funds for the acquisition of sites for convention center facilities and/or visitor information centers. The following determinations and definitions apply to the application of Hotel/Motel Occupancy Tax funds as of the date of this document.

The use of HOT funds is dictated by State law and defined in the Texas Tax Code (Subtitle D. Local Hotel/Motel Occupancy Taxes; Chapter 351. Municipal Hotel/Motel Occupancy Taxes).

Use of the approved HOT funds, **MUST** by law, directly enhance and promote tourism and the convention and hotel industry, **AND** fall within one of the statutorily provided categories:

Visitor Information Center. Funds may be used for the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.

Furnishing of Facilities and Registration of Visitors. Funds may be used for the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants.

Advertising, Promotional Programs and Activities. Funds may be expended for advertising, conducting solicitations and promotional programs to attract

tourists and convention delegates or registrants to the municipality or its vicinity.

Arts Promotion. Occupancy tax funds may be used for the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Historical Restoration and Preservation. Funds may be used for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. (As of the date of this document the City has not dedicated any reserve funding to the acquisition of a convention center or visitor facilities and as such may not allocate more than 50% of the occupancy tax revenue).

Tourist Transportation Systems. Funds may be used to transport the attendees to different tourism venues. In 2007, the legislature authorized the use of city hotel tax for any sized city to cover the costs for transporting tourists from hotels to and near the city to any of the following destinations:

- the commercial center of the city
- a convention center in the city
- other hotels in or near the city
- tourist attractions in or near the city

In combination with the State's requirements for distributing HOT funds the City has created a set of guidelines to make these funds available for qualifying projects through the "Visit Burleson Tourism Grant"

SELECTION GUIDELINES

1. The applicant must present reasonable evidence that the expenditure or event has potential to increase overnight stays in Burleson that are consistent with the level of HOT funding requested.
2. The selection committee will base award decisions on the following factors (in no particular order):
 - a. Potential to attract overnight stays in Burleson (multi-day events preferred)
 - b. Level in which tourism is promoted
 - c. Impact on local economy
 - d. Quality of event
3. All sponsorship requests are required to submit an application that will be reviewed by City Council in accordance with HOT/MOT grant eligibility and process
4. Event must have established hotel promo code to encourage overnight stays for vendors and/or patrons
5. 50% of the prior year's annual Hotel/Motel tax revenue will be the maximum amount allocated to grant awarding. That amount may be increased only at the

- discretion of City Council.
6. If previously awarded a grant, the applicant must have successfully fulfilled all contractual obligations.
 7. Recipient must explore local businesses for products and services when expending HOT funds.

HOW TO FILE

To be considered by the selection committee, each application must follow the filing requirements below:

1. Applications should be submitted via email to jvannoy@burlesontx.com
2. A point of contact for each application must be clearly identified
3. Organizations will receive official notification of awards by e-mail
4. Applicants must submit the following documents to be included with the application:
 - a statement of long range goals for the activity to be funded
 - a budget overview for the event/activity seeking funding. An example of a budget overview is available upon request.

The timeline for the application review process for 2023-2024 is as follows:

- **April 7**- Application period opens
- **April 21** – Visit Burleson Tourism Grant Applications Due
- **April 24**– EDC reviews for compliance/completeness and gives comments to applicant
- **April 28** – Applicant to respond with any corrections and/or additional information
- **June 5** – Applications presented to City Council for 2023-2024 awards

Note: Applicant attendance is strongly encouraged at the Council meeting in which grant applications will be presented. City Staff will make a presentation of all applications received with information regarding: funds requested, planned event(s), and how the awarded funds are intended to be utilized. However, in the event a Council member has questions specific to a planned event, staff will invite the applicant to answer accordingly.

REQUIREMENTS FOR GRANT RECIPIENTS

1. Limitations

- Each applicant may apply for no more than three (3) projects in any one year. Each project must be submitted separately. A project is 1) a single event, performance and/or activity; or 2) a series of events, performances or activities that are related; which are *promoted, marketed and/or perceived by the selection committee* to be a single, integrated event, performance or activity for the purpose of bringing outside visitors to Burleson hotels.
- All grant monies must go directly to advertising activities associated with the project.
- All expenses approved by the City Council for an event will be considered on the basis of the City's fiscal year and must be incurred and encumbered by the applicant within the City's fiscal year. All requests for reimbursement must be presented to the City not later than 45 days after the conclusion of the event
- Failure to submit information requested by City Staff throughout this process may result in disqualification for the following year and/or a reduction in any amount approved.
- Marketing funded with HOT funds should focus on targeting visitors outside a 50 mile radius of the City of Burleson who are likely to stay overnight in Burleson.
- Funds will only be disbursed in compliance with the written agreement with the agency receiving the funds that the agency is in agreement and accountable to all provisions of the act and State law.

2. Reporting & Records

- In order to remain in good standing and receive reimbursement for the allocated monies awarded to your organization, the Post Event form must be submitted to the City Economic Development Department within 45 days of the conclusion of the event.
- It is the responsibility of the event to monitor the number of out-of-town guests who stay in City of Burleson lodging properties in relation to their event. It is strongly recommended to work with the local hotels to ensure proper credit and tracking. Some suggestions for tracking out-of-town guests would be to use a zip code tracking system or a survey distributed to attendees. Please note that stated room nights generated will be subject to an audit by the City of Burleson. Please note that room nights generated in other surrounding areas will not be credited to your event.

- No reimbursement will be honored by the City without an invoice or receipt serving as proof of payment for qualified expenses.
- All reimbursement requests will be reviewed in strict adherence to the Tax Code of the State of Texas, Chapter 351 (the “Act”), dealing with legally eligible expenses and the contract between the City and the recipient agency.
- Payment and determination by the City of the validity of an expense will be the sole right of the City and is not considered “authorized” until a reimbursement request has been submitted and approved.
- Keep separate accounting records and do not comingle funds.
- By signing this agreement, you are granting permission for City auditors to review your accounting records of this organization’s event.

3. Modification of Projects

Any modifications or alterations to awarded projects must be submitted in writing to the City of Burleson for approval.

4. Acknowledgements

The Hotel/Motel Occupancy Tax funds are administered by the City of Burleson.

If your project is selected, the City of Burleson may require to be listed as a PRESENTING/TITLE SPONSOR of your event or activity. Organizations shall comply with the following request for acknowledgement of sponsorship:

1. Include the line “This project was made possible, in part, by a grant from the City of Burleson” in press releases and other literature;
2. All use of city logos shall be reviewed by the City of Burleson for approval;
3. Promotional pieces submitted to media outlets shall be submitted simultaneously to the City of Burleson;
4. Follow other/additional requirements as put forth in the award notification letter;
5. Advertise Burleson hotel properties on advertising materials.

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: 4GMARKETING/ LOCAL LIFE MAGAZINE

Project / Event(s): Harvest Moon Festival

Signature by Agent of Applicant: 

Printed Name of Agent: Tiffany Griffin

Date of Signature: 4/20/2024

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: 4g Marketing/ Local Life Magazine
2. 501c3 or c6 non-profit organization? ☐ Yes ☒ No
3. Contact Name: Tiffany Griffin
4. Address: 809 Royal Oak Ln, Burleson TX 76028
5. Phone Number: 817-937-2360
6. E-Mail Address: tiffany@locallifetx.com
7. Website: www.locallifetx.com

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: Harvest Moon Festival
2. Total amount requested to promote this event or activity \$ 5,000
3. Location of Event: The Standard at Chisenhall
4. Date(s) of Event: October 7 Time: 5PM
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.
I will call the local hotels and ask for a coupon code. I will promote the code
6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event *one-time-only* or *recurring*? recurring

8. Is there a registration/entrance fee per visitor? ☒ Yes ☐ No

9. Choose the category(ies) that applies to your event or activity:

- _____ Visitor Information Center
- _____ Furnishing of Facilities and Registration of Visitors
- ☒ Advertising / Promotional Programs and Activities
- _____ Arts Promotion
- _____ Historical Restoration and Preservation
- _____ Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: 50

Will the applicant be paying for any hotel room expenses? ☒ Yes ☒ No

If yes, what percentage? _____

2. Projected attendance: 400

3. Previous year's attendance (if applicable): 500

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

I will increase my attendance this year by offering more incentives to pa

This will be the second event and I am going to have more shopping an

We have more promotional media to help promote the event this year.

5. Describe how the event will track out of town guests.

We will do our best to track where they come from at the check in table.

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
Attached Budget overview attached		

**Use additional sheet of paper if needed*

2. Total advertising/promotion budget for the specific activity/event for which you are applying? 5000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

I use sponsorship to help put on the event and buy supplies. See attached ex

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

4G Marketing/Local Life Magazine

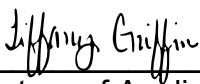
Organization Name

Harvest Moon

Project/Event

Tiffany Griffin

Printed Name of Applicant


Signature of Applicant

4/20

Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/21/2023 by JV
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

St. Patty's Day Pub Crawl Budget Overview

Bags and Pint Glasses	\$1,263.93
500 Green Goody Bags	\$245.99
Koozies	\$312.84
Bubble wrap for glasses	\$53.45
Shirts	280.5
St. Pattys Day Garb	\$173.87
Signs	179.8
Social Media Ad Spend	\$1,200
Billboard	\$1,200
Social Media MGMT	\$500
Print ads	\$3,000

Printed ads do not include Local Life Magazine*

Burleson Vine Hop Festival

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: Vagabond Productions

Project / Event(s): Burleson VineHop Festival

Signature by Agent of Applicant: Alex Tordiglione

Printed Name of Agent: Alex Tordiglione

Date of Signature: 4/21/2023

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Vagabond Productions LLC / Granbury 501c3 wine walk
2. 501c3 or c6 non-profit organization? ☒ Yes ☐ No
3. Contact Name: Alex Tordiglione
4. Address: 613 Gold Bar Ln., Haslet, TX, 76052
5. Phone Number: (817) 929-1295
6. E-Mail Address: Alex@bulllionranch.com
7. Website: GranburyWineWalk.com

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: Burleson VineHop Festival
2. Total amount requested to promote this event or activity \$10,000
3. Location of Event: Mayor Vera Calvin Plaza
4. Date(s) of Event: 11/5/2023 Time: 11am-8pm
5. Identify action steps to promote hotel stays in Burleson in correlation with your event.

We will have a landing page dedicated for where to stay in Burleson. We will also run a "Book a room" Campaign.

6. Has the organization applied for funds for this event before? ☒ Yes ☐ No
7. Is this event one-time-only or recurring? Annual

8. Is there a registration/entrance fee per visitor? Yes No

9. Choose the category(ies) that applies to your event or activity:

- X Visitor Information Center
X Furnishing of Facilities and Registration of Visitors
X Advertising / Promotional Programs and Activities
X Arts Promotion
 _____ Historical Restoration and Preservation
X Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: Goal is 1000 Rooms

Will the applicant be paying for any hotel room expenses? Yes No

If yes, what percentage? _____

2. Projected attendance: 2500

3. Previous year's attendance (if applicable): 800

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

Our goal is to sell 2500 tickets
and allocate a portion of our
marketing budget to digital marketing.
Targeting areas surrounding the DFW
outside of Burleson.

5. Describe how the event will track out of town guests.

Our ticketing system will provide zip codes. We will generate a list and provide a detailed post event report.

D. FUNDING & MARKETING

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
<u>Website - \$3500 * Should already be built in 2024. Will allocate # else where.</u>		
<u>Digital Marketing - \$2500 / Ad Agency - \$2500</u>		
• <u>Social media/ Google/ and other web based advertising</u>		
<u>Print items- rack cards, t-shirts, tickets, glasses, etc. - \$5000</u>		
<u>Radio Promo - \$4000 / Local media outlets \$1500-\$2000</u>		
<u>*any other areas we see fit</u>		

*Use additional sheet of paper if needed

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$20,000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

Local Sponsorships : B2B Marketing

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Vagabond Productions
Organization Name

Burleson Vine Hop Festival
Project/Event

Alex Tordiglione
Printed Name of Applicant

Alex Tordiglione
Signature of Applicant

4/21/23
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on 4/21/23 by JV
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

Burleson VineHop Festival 2023				
Marketing				Budget
Website				\$ 3,500.00
Digital Marketing				\$ 2,500.00
Ad Agency				\$ 2,500.00
Event Merch				\$ 5,000.00
Radio Adv				\$ 4,000.00
Local Adv. (Print Ads, Grassroots, Etc.)				\$ 1,500.00
Logistics				Budget
Facilities Mgmt				\$ 800.00
Security/First Aid				\$ 2,200.00
Entertainment				Budget
Musicans				\$ 7,500.00
Other				Budget
Misc. (Supplies, Expenses, Etc.)				\$ 450.00
Total				\$ 29,950.00

5. Liability

Grant recipients agree to indemnify and hold harmless the City of Burleson staff, volunteers, its employees and its agents, and City Council, in connection with any action, claim, lawsuit, charge, or proceeding, including but not limited to any civil action, based upon and/or arising out of the recipient's use of the funds provided by the City of Burleson pursuant to this contract. Any recipient of funds shall carry liability insurance for the event or activity, for which they are receiving funding from HOT funds, and shall include the city, employees and officers as additional insured.

All funds received from the City under the Act or authorization of the City Council is subject to the Texas Public Information Act and audit rights of the City of Burleson.

6. Penalty

Failure to comply with these requirements may result in forfeiture of final payments, required reimbursements and/or disqualification from consideration of future applications.

7. Signatures

I hereby authorize that this form has been reviewed and agreed to by the following applicant for the following project(s). If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Applicant Organization: Vagabond Productions

Project / Event(s): Burleson Vinehop Festival

Signature by Agent of Applicant: Alex Tordiglione

Printed Name of Agent: Alex Tordiglione

Date of Signature: 4/21/2023

*If you have questions regarding any aspect of the Visit Burleson Tourism Grant Program, call 817-426-9638.

APPLICATION

It is extremely important that applications be filled out completely and accurately.

The Economic Development Department is available to assist you and can guide you to optimize the effectiveness of your event as it relates to the purpose of increasing tourism.

A. GENERAL ORGANIZATION INFORMATION

1. Name of Organization: Vagabond Productions
2. 501c3 or c6 non-profit organization? Yes ☒ No ☐
3. Contact Name: Alex Tordiglione
4. Address: 613 Gold Bar Ln., Haslet, TX 76052
5. Phone Number: (817) 929. 1295
6. E-Mail Address: alex@bullionranch.com
7. Website: Granbury WineWalk.com ; by 2024
we should have BurlesonVinehop.com

B. GENERAL EVENT INFORMATION

1. Name of Event/ Activity: Burleson VineHop Festival
2. Total amount requested to promote this event or activity \$10,000
3. Location of Event: Mayor Vera Calvin Plaza
4. Date(s) of Event: 9/21/2024 Time: 11am - 8pm

5. Identify action steps to promote hotel stays in Burleson in correlation with your event.

We will have a landing page dedicated for where to stay in Burleson. We will also run a "Book a Room" Campaign.

6. Has the organization applied for funds for this event before? Yes ☒ No ☐
7. Is this event one-time-only or recurring? Annual

8. Is there a registration/entrance fee per visitor? Yes No

9. Choose the category(ies) that applies to your event or activity:

- X Visitor Information Center
- X Furnishing of Facilities and Registration of Visitors
- X Advertising / Promotional Programs and Activities
- X Arts Promotion
- _____ Historical Restoration and Preservation
- X Tourist Transportation Systems

C. VISITOR IMPACT

1. Projected use of overnight rooms: Goal is 1000 rooms

Will the applicant be paying for any hotel room expenses? Yes No

If yes, what percentage? _____

2. Projected attendance: 2500

3. Previous year's attendance (if applicable): 800

4. Describe your attendance goals for this event and identify steps used to achieve these goals.

Our goal is to sell 2500 tickets
and allocate a portion of our
marketing budget to digital marketing.
Targeting areas surrounding the DFW
outside of Burleson.

5. Describe how the event will track out of town guests.

Our ticketing system will provide zip codes. We will generate a list and provide a detailed post event report.

D. **FUNDING & MARKETING**

The organization applying for the grant is expected to make every effort to develop a viable budget and an effective marketing plan that is designed to reach out-of-area (50+ miles) visitors. The City of Burleson acknowledges that some tourists may read local newspapers and listen to local radio stations and therefore these media are not specifically excluded from reimbursement. However, as these media outlets generally provide PSA opportunities for local events, it is preferred that grant funds for projects be spent in OUT OF AREA advertising that is most likely to attract overnight tourists to the community.

1. Describe your **marketing plan** and provide a detailed list of the media used, amount spent, and type of product used (brochure, website, print ads, etc.):

Payee/Vendor	Description of Expense	\$ Amount
EX: Austin Statesman-News	1/4 page ad week of Sep 14	\$550
<u>Website - \$3500</u> *Should already be built in 2024. Will allocate \$ else where.		
<u>Digital Marketing - \$2500 / Ad Agency - \$2500</u>		
• Social media / Google / and other web based advertising		
<u>Print items - rack cards, t-shirts, tickets, glasses, etc. - \$5000</u>		
<u>Radio Promo - \$4000 / Local media outlets \$1500 - \$2000</u>		
*any other areas we see fit *Use additional sheet of paper if needed		

2. Total advertising/promotion budget for the specific activity/event for which you are applying? \$20,000
3. What are other sources of funding used for the advertising/promotion of this activity/event?

Local Sponsorships : B2B Marketing

SPECIAL NOTE: Grants of hotel/motel occupancy tax revenues may statutorily be used only for the promotion of tourism and tourism-related activities. Expenditure of funds for unauthorized purposes will impact funding decisions and future funding cycles.

APPLICANT:

I hereby authorize that this form has been received and agreed to by the following applicant for the following event/project. If awarded a grant, the applicant agrees to adhere to all terms outlined in these guidelines.

Vagabond Productions
Organization Name

Burleson Vine Hop Festival
Project/Event

Alex Tordiglione
Printed Name of Applicant

Alex Tordiglione
Signature of Applicant

4/21/23
Date

FOR ECONOMIC DEVELOPMENT USE ONLY

Received on _____ by _____
Date EDC Personnel

FOR MORE INFORMATION

Joni Van Noy
EDC Coordinator
City of Burleson, Texas
817-426-9689
jvannoy@burlesontx.com

Alex Philips
Economic Development Director
City of Burleson, Texas
817-426-9613
aphilips@burlesontx.com

Burleson VineHop Festival 2024				
Marketing				Budget
Digital Marketing				\$ 2,500.00
Ad Agency				\$ 2,500.00
Event Merch				\$ 5,000.00
Radio Adv				\$ 4,000.00
Local Adv. (Print Ads, Grassroots, Etc.)				\$ 1,500.00
Logistics				Budget
Facilities Mgmt				\$ 800.00
Security/First Aid				\$ 2,200.00
Entertainment				Budget
Musicians				\$ 7,500.00
Other				Budget
Misc. (Supplies, Expenses, Etc.)				\$ 450.00
Total				\$ 26,450.00

RESOLUTION

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BURLESON, TEXAS AWARDING HOTEL/MOTEL TAX GRANTS TO APPLICATIONS RECEIVED FOR FISCAL YEAR 2024.

WHEREAS, the City of Burleson, Texas (“City”), is a home rule city acting under its charter adopted by the electorate pursuant to Article XI, Section 5 of the Texas Constitution and Chapter 9 of the Local Government Code; and

WHEREAS, the City collects a hotel occupancy tax (“HOT”) pursuant to Chapter 351 of the Texas Tax Code; and

WHEREAS, the use of the HOT funds is established by state law; and

WHEREAS, the City accepted applications for HOT funds grants from April 7, 2023 through April 21, 2023; and

WHEREAS, the City Council reviews grant applications annually and votes to approve, modify, or deny grant awards as requested; and

WHEREAS, a list of the HOT fund grant applicants is attached as Exhibit “A” (“HOT Funds Grant Applicant List”); and

WHEREAS, the City Council finds that HOT funds granted to the applicants would promote tourism and the convention and hotel industry; and

WHEREAS, the City Council finds that granting HOT funds to the Heritage Museum and Visitor Center would promote tourism and the convention and hotel industry as specified and required by subsections (a)(1) and (a)(5) of Section 351.101, Texas Tax Code; and

WHEREAS, the City Council finds that granting HOT funds to the other applicants on the HOT Funds Grant Applicant List other than the Heritage Museum and Visitor Center would promote tourism and the convention and hotel industry as specified and required by subsections (a)(3), (a)(4), and/or (a)(5) of Section 351.101, Texas Tax Code.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BURLESON, TEXAS, THAT:

Section 1.

City Council approves the grant of HOT funds as described in the HOT Funds Grant Applicant List attached as Exhibit “A.”

Section 2.

The foregoing recitals are adopted and incorporated herein for all purposes.

Section 3.

This resolution shall take effect immediately from and after its passage.

PASSED, APPROVED, AND SO RESOLVED by the City Council of the City of Burleson, Texas,
on the _____ day of _____, 20_____.

Chris Fletcher, Mayor
City of Burleson, Texas

ATTEST:

APPROVED AS TO FORM & LEGALITY:

Amanda Campos, City Secretary

E. Allen Taylor, Jr., City Attorney

Exhibit A

FY 2024 GRANT RECIPIENTS AS PRESENTED TO COUNCIL JUNE 22, 2023

EVENT	APPLICANT	FUNDS REQUESTED
Harvest Moon Festival	Local Life	\$5,000
Party at the Pavilion	Local Life	\$6,000
St. Paddy's Pub Crawl	Local Life	\$6,000
City on a Hill	Crazy 8 Ministries	\$12,000
Burleson Vine Hop Festival (2023)	Vagabond Productions	\$20,000
Burleson Vine Hop Festival (2024)	Vagabond Productions	\$10,000
BTX BBQ Fest	RHGLTD, LLC	\$25,000
Museum/Visitors Center/Founders Day	Heritage Foundation	\$15,000
BTX Brew Fest	Venture Mathis LLC	\$17,000
Events Marketing Campaign	Jellystone Park	\$75,000

City Council Special Meeting

DEPARTMENT: Fire

FROM: K.T. Freeman, Fire Chief

MEETING: July 6, 2023

SUBJECT:

Receive a report, hold a discussion, and give staff feedback, regarding the operational and administrative staffing assessment that considers the Department's needs over the next five years. *(Staff Presenter: K.T. Freeman, Fire Chief, & Ian Womack, Senior Consultant Fitch & Associates, LLC)*

SUMMARY:

On March 26, 2023 the City of Burleson retained Fitch & Associates LLC, to assess and evaluate staffing level at the operational and administrative levels. The operation assessment includes current shift coverage, future shift coverage, future station deployments, minimum staffing policies, vacation & sick leave accrual and use policies, overtime utilization, and other practices that impact staffing and scheduling requirements. The administrative assessment considers current and future needs to adequately support and facilitate all core agency programs and functions. As previously stated, the evaluation considers the Department's needs over the next five years as they relate to increased demand for services, expanding EMS operations, changes related to employee leave, and the opening of Station 4. Council will receive a thorough report from staff and Ian Womack Senior Consultant with Fitch & Associates, to discuss the data used, analysis outcomes, recommendations, to better serve the needs of the department and services provided to the community.

OPTIONS:

- 1) N/a
- 2) N/a
- 3) N/a

RECOMMENDATION:

N/a

PRIOR ACTION/INPUT (Council, Boards, Citizens):

FISCAL IMPACT:

N/a

STAFF CONTACT:

K.T. Freeman
Fire Chief
ktfreeman@burlesontx.com
817-426-9171

Fire and EMS Staffing Study

Executive Briefing to Council 7-6-23



Project Background



FITCH Background with City of Burleson

In 2021, Burleson engaged with Fitch & Associates to undertake the development of a Master Plan for the department. The objective was to evaluate the department against industry best practices, National Fire Protection Association (NFPA) standards, and other applicable laws and regulations. To meet this intent, three basic questions were asked: 1) Where is the organization in the present?; 2) What demands for service can be anticipated based on future growth?; and 3) How can the department best prepare for the future?



Major Findings of First Engagement

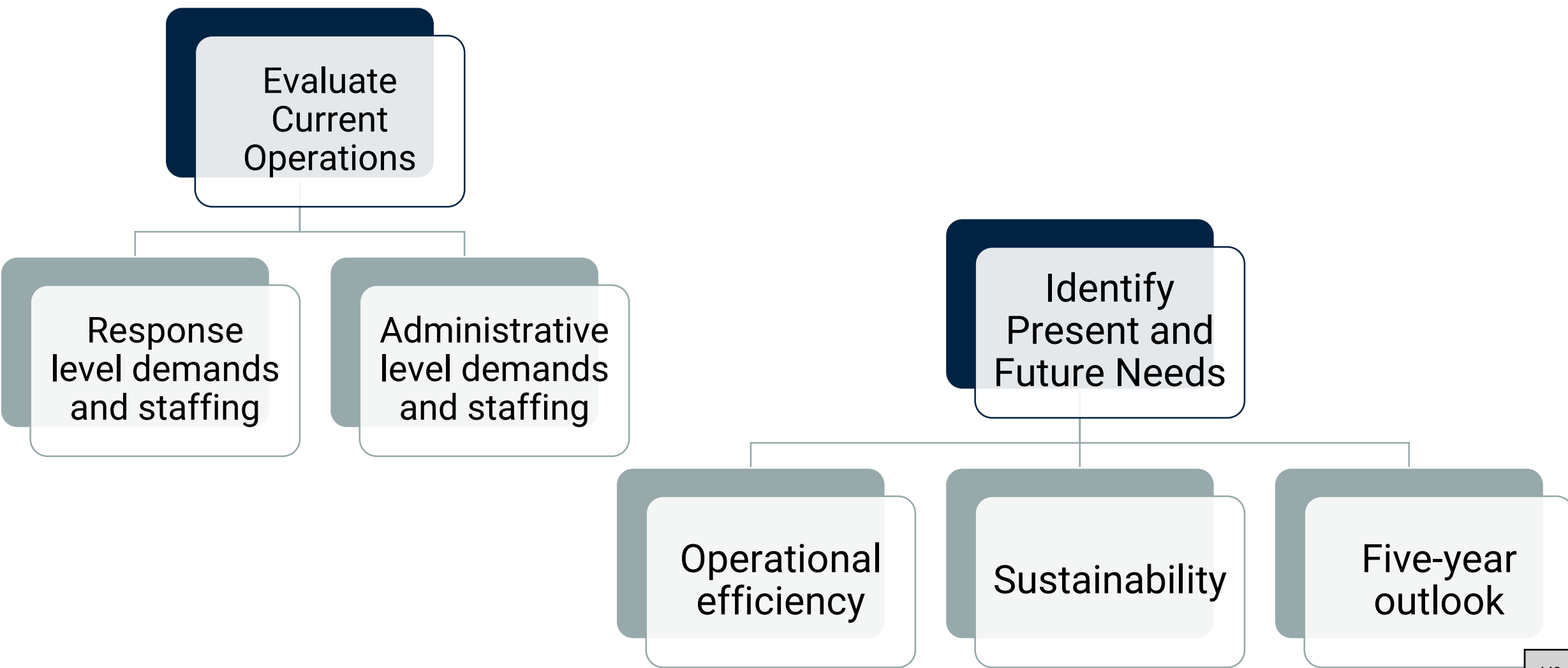
The Master Plan resulted in several organizational and administrative recommendations, however, two major themes emerged. The first major recommendation was for BFD to begin the assumption of ambulance transport services while achieving that goal in a fiscally responsible manner. The second major recommendation is associated with managing growth for the future and specifically the justification for a fourth-fire station in the Chisolm development area.



Current Engagement

Evaluate the current state of operations and make recommendations for operational and administrative staffing to prepare for a fiscally and operationally sustainable future. This evaluation is necessary due to increased demand for services, planning for the opening of Station 4, changes in the negotiated benefits associated with employee leave, and assessing staffing needs to inform the SAFER grant.

Project Scope of Work



About Fitch & Associates

We've designed, developed, and managed some of the world's most innovative Fire and EMS systems.



We approach every decision as a collaboration because we understand the value of successful partnerships and we bring the energy, focus, and credentials that drive decision-making and action.



Item A.

FITCH has earned credibility for nearly forty years by implementing innovative, customized solutions in the public safety and healthcare arenas, providing consulting services in thousands of communities in 50 states, all Canadian provinces, and 12 other countries.

Project Approach

Inputs

- Five years of payroll data
- Staffing data and policies
- Budget data – FTE counts, Compensation, Overtime
- Job Descriptions
- Department and City policies
- Future land use development plans

Analysis

- Hours worked, earned, and leave time
- Overtime utilization and correlation
- Utilization and impacts of leave
- Staffing levels – resiliency, reliability, influence
- Optimized operational staffing levels
 - Staffing multipliers
 - Shift based minimum staffing
- Future fire station deployment
- Administrative staffing levels



Four Main Themes

The most substantive items identified during the assessment can be summarized into four main themes:

- 1) FTE Allocations with Staffing Multipliers
- 2) Minimum Daily Operational Staffing
- 3) Administrative Staffing Levels
- 4) Future Capital and Resource Investment

The main themes are highly interconnected.

2022 - Payroll Hours

• Hours Worked

- Regular time accounted for 90.5% of all sweat hours
- Overtime accounted for the remaining 9.5%
 - 68.3% was vacancy overtime
 - Work in addition to normally scheduled hours.
- Overtime - increased 134.1% since 2018

• Scheduled Leave

- Vacation and Holiday time account for 65.5% of all leave
- Vacation - increased 20% since 2018

• Unscheduled Leave

- Sick and Worker's Comp time account for 31.9% of all leave
- Sick - increased 108.7% since 2018

Weighted - % Year-over-Year Change by Type and Category - All BC, LT, AO, FF						
Hours Description	2018	2019	2020	2021	2022	2018-2022
Worked						
Regular Hours	n/a	7.2%	3.8%	-4.9%	3.3%	9.4%
Overtime	n/a	23.6%	105.5%	1.0%	-8.8%	134.1%
Light Duty	n/a	n/a	n/a	n/a	n/a	n/a
Worked Total	n/a	7.9%	9.3%	-4.3%	2.0%	15.2%
Earned						
Assignment Pay	n/a	-3.8%	13.9%	15.3%	-18.8%	2.5%
Holiday Pay	n/a	4.0%	39.4%	173.1%	-24.2%	200.3%
Comp. Time Accrual	n/a	-10.4%	-100.0%	n/a	n/a	-100.0%
On-Call	n/a	n/a	n/a	n/a	n/a	n/a
Earned Total	n/a	-3.5%	14.7%	25.3%	-19.5%	11.7%
Leave						
Vacation Used	n/a	-16.2%	-15.4%	43.9%	17.7%	20.1%
Vacation Overage	n/a	n/a	n/a	n/a	614.0%	n/a
Holiday Used	n/a	9.4%	-22.2%	23.5%	-34.4%	-31.1%
Sick Leave (FMLA, Short, Long-term)	n/a	22.7%	-28.8%	251.3%	-32.0%	108.7%
Miscellaneous (Funeral, Court, Military, Emergency, Parental, etc.)	n/a	-82.1%	940.3%	-63.4%	-77.4%	-84.6%
Worker's Compensation (if separate from Sick Leave)	n/a	7500.0%	211.4%	27.4%	35.5%	40764.8%
Wellness	n/a	-43.7%	26.8%	53.3%	-44.1%	-38.8%
Comp. Time Used	n/a	-60.5%	-65.4%	-99.6%	254.7%	-99.8%
Leave Total	n/a	-10.8%	-0.5%	49.1%	-12.4%	16.0%

Overtime

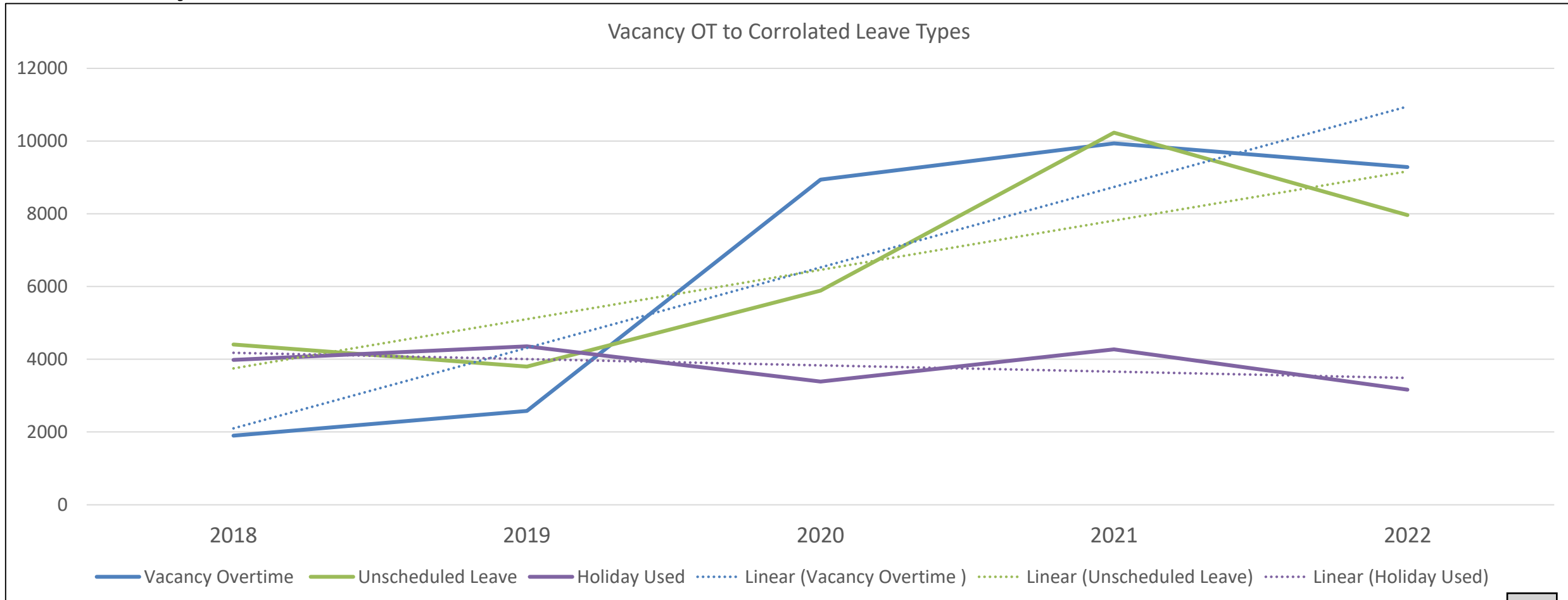
- **2022**
 - 13,600 OT hours in 2022 – 9,283 vacancy and 4,318 FLSA
 - Firefighter rank accounted for largest sum of vacancy OT
- **2018 thru 2022**
 - Vacancy OT/FTE has increased 324%
 - Associated cost has increased 417%

Weighted % Year-over-Year Change in Overtime Quantity - All BC, LT, AO, FF

Overtime Category-Weighted	2018	2019	2020	2021	2022	2018-2022
Vacancy OT Year-over-Year Change	n/a	36%	247%	9%	-17%	324%
FLSA OT Year-over-Year Change	n/a	16%	6%	-17%	16%	19%
Total Year-over-Year Change	n/a	24%	106%	1%	-9%	134%

Overtime Correlation Analysis

- Unscheduled leave – Highest positive correlation to vacancy OT
 - Operational staffing levels increase organization's sensitivity to impacts



Leave Accrual

Leave Accrual Policy Effective 4-4-21			
Vacation			
Years of Service	Ann-Accr/hrs	Cap/hrs	Payout/hrs
0-9	180	360	360
10-19	240	480	480
20+	300	600	600

- Leave is accrued by hours worked in relation to years-of-service and benefit awards
 - Three accrual levels for vacation
 - 120hrs of Holiday earned annually; 50.6% is utilized for time-off
- Modified leave policy (4/2021) capped vacation leave banks
 - Observed increase in vacation/FTE leave following policy change – 18% from 2021 to 2022

- 72% of Agency accrues at lowest level; 17% at mid-level; 10% at max
- Vacation accrual liabilities will remain very stable through 2027 - ~8% increase

Hours Accrued	CY23	CY24	CY25	CY26	CY27	CY23-CY27 Average
0-9	7560	7560	7200	7020	5580	6984
10-19	2400	2400	2640	2640	3840	2784
20+	1800	1800	2100	2400	3300	2280
Total Accrued	11760	11760	11940	12060	12720	12048
% Annual Change	n/a	0.0%	1.5%	1.0%	5.5%	8.2%

Vacation Slots

- Two (2) 24-hour vacation slots per shift are sufficient for personnel to use accrued leave
 - Accruals consume 87% of total scheduled leave capacity
 - Up to Six (6) additional FTEs could be added with 7% scheduled leave capacity remaining
- Restricting the use of Holiday time for leave would introduce another 20% of scheduled leave capacity to the two-slot space.
 - Introduces capacity for up to 80 FTEs while maintaining a 10% buffer

Scheduled Annual Leave	
Category	Hours
Leave Slot Capacity	17520.0
Vacation Earned	11760.0
Holiday Used	3521.9
Total Scheduled Leave	15281.9
Total Hours Delta	2238.1
Ratio of Earned to Available Time	87%

Staffing Multipliers

- Mathematical formula based on average annual hours scheduled versus worked to determine the FTEs required per seat deployed 24/7/365
 - Leanest approach to calculation; no surge capacity
- 2022 staffing multiplier value is **3.54** for a total of 53 FTEs
 - 2022 was allocated for 51 FTEs – two less than required.
 - October 2023 FTE requirement - 60 with at least 11 being paramedics (PM)
 - Currently allocated for 58 FTEs
 - Agency has sufficient PMs to meet minimum requirement

Unit	Unit Count	Min Staff	Seat Count	FTE Count	ALS Seats	PM Count
Engine	2	3	6	21.2	0	0.0
Truck	1	4	4	14.1	0	0.0
Squad/Amb	2	2	4	14.1	2	7.1
Battalion	1	1	1	3.5	0	0.0
FY23	6	10	15	53.0	2	7.1
Ambulance	1	2	2	7.1	1	3.5
FY24	7	12	17	60.1	3	10.6

Alternative Staffing Multipliers

Alternative methods provide additional capacity to absorb unscheduled leave.

- Stabilizes deployment model, reduces vacancy OT, and provides a more programmatic and predictable fiscal liability.

Alternative 1 – Calculations based on average value accrued annually.

- Resulting staffing multiplier of – **3.62**
- October 2023 FTE requirement - **61.5** with 11 being paramedics

Alternative 2 – Calculations based on maximum accrual value.

- Resulting staffing multiplier of – **3.77**
- October 2023 FTE requirement - **64.1** with 12 being paramedics

Impacts of Leave Taken

- “FTE Balance/Shift” value shows the remaining FTEs after accounting for slots and minimum staffing.
 - The closer the value to zero, the more sensitive the deployment is to the effects of unscheduled leave.

FTE Balance/Shift after Minimum staffing + Vaca Slots						
Category	2022	2023	2024	2024 Option 1	2024 Option 2	2024 Option 3
FTE Count	52.0	58.0	58.0	60.1	61.5	64.1
Count/Shift	17.3	19.3	19.3	20.0	20.5	21.4
Vaca Slots	2.0	2.0	2.0	2.0	2.0	2.0
Min Staffing	15.0	15.0	17.0	17.0	17.0	17.0
FTE Balance/Shift	0.3	2.3	0.3	1.0	1.5	2.4

- 2022 Scheduled and Unscheduled leave equated to 2.63 FTEs/day
 - Scheduled Leave accounted for 1.72 FTEs/day
 - Unscheduled Leave accounted for 0.91 FTEs/day
- “Vacancy OT” occurs when “FTE Balance/Shift” value is exceeded by leave taken
- 2022 FTE equivalent of Vacancy OT per shift was 1.06

2022 - Daily FTE Value of Leave and OT					
Category	Vaca/Hol	SL	Misc	Vacancy OT	Total
Hours/Shift Annually	-5031.33	-2451.00	-202.92	3094.17	-4591.08
Hours/Shift Daily	-41.35	-20.15	-1.67	25.43	-37.73
FTE Daily Equivalent	-1.72	-0.84	-0.07	1.06	-1.57
Whole FTE Equivalent	-2.0	-1.0	0.0	1.0	-2.0

Evaluation of NFPA 1710

NFPA 1710, *Standard for the Organization and Deployment of Fire Suppression Operations, Emergency Medical Operations, and Special Operations to the Public by Career Fire Departments* provides minimum recommendations for the provision of emergency services by career fire departments.

This elective standard addresses the structure and operations of professional fire departments.

- Response Time:
 - **NFPA 1710** – 4-min 1st unit fire/BLS; 8-min ALS and full alarm at 90th percentile;
 - **BFD** – 7.7-min 1st unit fire/ALS;
 - Meets ALS unit performance; unable to meet first-due or full alarm performance for structure fires.
 - Ten (10) stations are needed to respond to 90.28% of calls within 4-minutes travel time.
- Staffing:
 - **NFPA 1710** – recommends 4-person Engine/Truck
 - **BFD** – Deploys 3-person Engine and 4-person Truck
 - There are ISO-1 and Accredited agencies that deploy 3-person staffing; local policy choice.
 - Investment that enhances availability, response time, and system resiliency would provide a greater system benefit than adding additional costs to existing resources.
- Effective Response Force
 - **NFPA 1710** – ERF of 17 to single family dwellings <2,000 sq. ft.
 - **BFD** – Daily minimum staffing is 15; October 2023 daily minimum will be 17
 - BFD would need to commit all its daily deployed resources to a structure fire in order to assemble an ERF of 17.
 - Increasing daily minimum staffing to 19 would require 69 to 72 FTEs.

Fourth Station Deployment



Imagine Burleson Comprehensive Plan

2020

- Chisholm Development
 - Thousands of high-density residential units
 - Hooper Business Park– Large-scale professional campuses, office parks, medical centers
- Anticipated resource needs
 - 30-year fix fire station facility capable of housing three units
 - Initial deployment of an BLS Quint with phased in strategy for additional capabilities as needed

Fiscal Year	Action	Required Daily Seats	Previously Added Seats	New Daily Seats	New FTE Count	Cumulative FTE Count	Year-over-Year Cost Increase	Annual Totals
FY24	Daily Minimum to 19	2	0	2	7.54	7.54	\$809,578.09	\$809,578.09
FY26	BLS Engine	3	2	1	3.77	11.31	\$690,592.92	\$1,500,171.01
FY27	ALS Engine	4	3	1	3.77	15.08	\$477,160.88	\$1,977,331.89
TBD	BLS Engine + Amb.	5	4	1	3.77	18.85	\$463,288.02	\$2,440,619.91
TBD	ALS Engine + Amb.	6	5	1	3.77	22.62	\$967,841.38	\$2,945,173.27



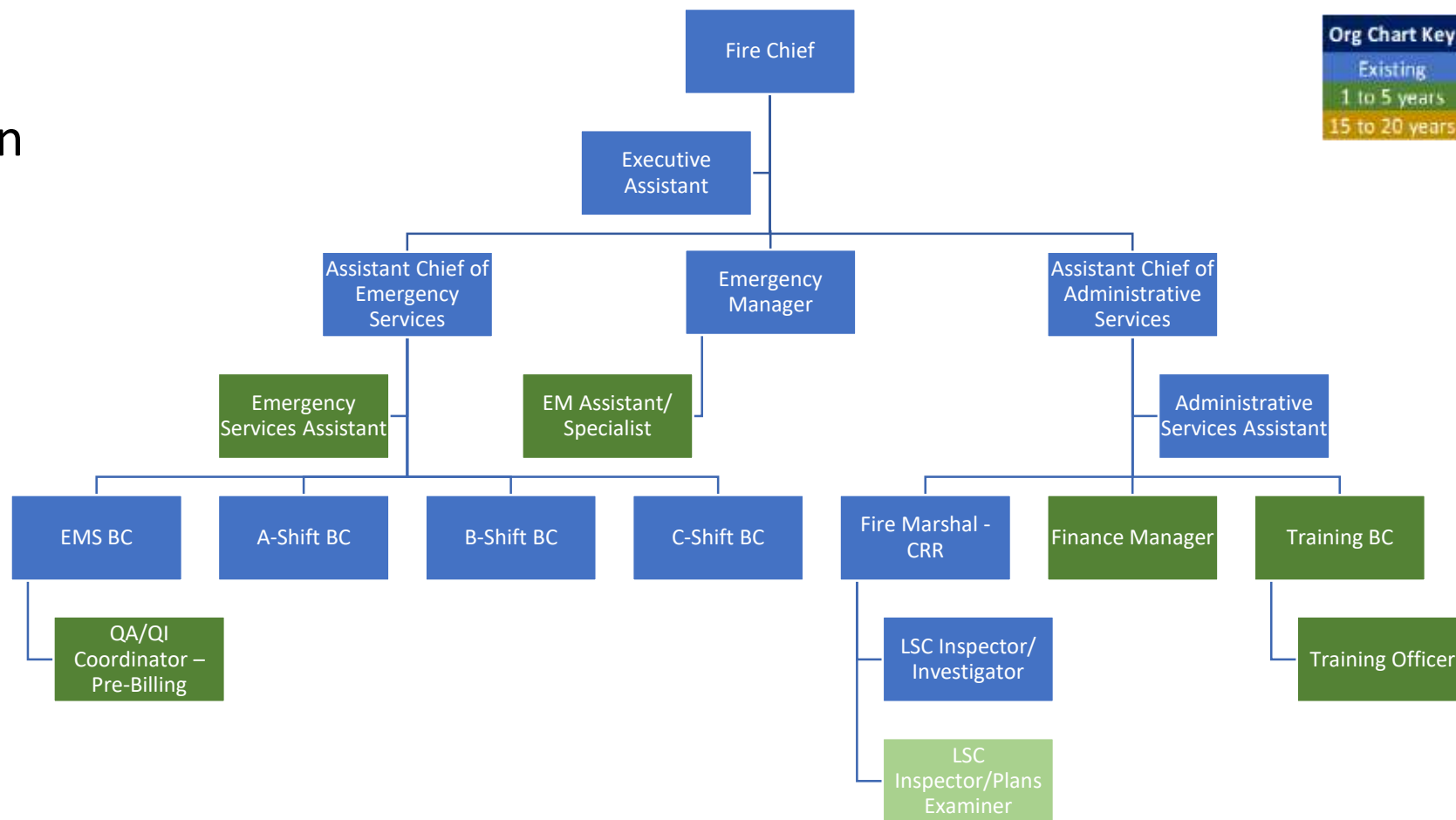
Administrative Staffing

- BFD currently operates with a lean, but functional administration
 - Ten (10) administrative FTEs
- Reliance on field personnel to fulfill administrative responsibilities
 - Ten (10) field personnel responsible for administrative functions
- Additional Administrative capacity should be considered over the next five (5) years.

Administrative Roles Delegated to Operational Personnel	FTE Count
Compliance for TCFP, DSHS, ISO	1
PPE, SCBA, hose testing, ladder testing, special projects, SLATE software manager	1
Uniforms, Special Projects	1
Assist with ImageTrend truck checks and SIMUSHARE training software	1
Assist with Training	1
IT needs, Radios	1
Manages AED Program for the City	1
Manages ISD fire academy	1
Assist Training and EMS	1
Assist Arson Investigation	1
Grand Total	10

Future Administrative State – 1-5 Year

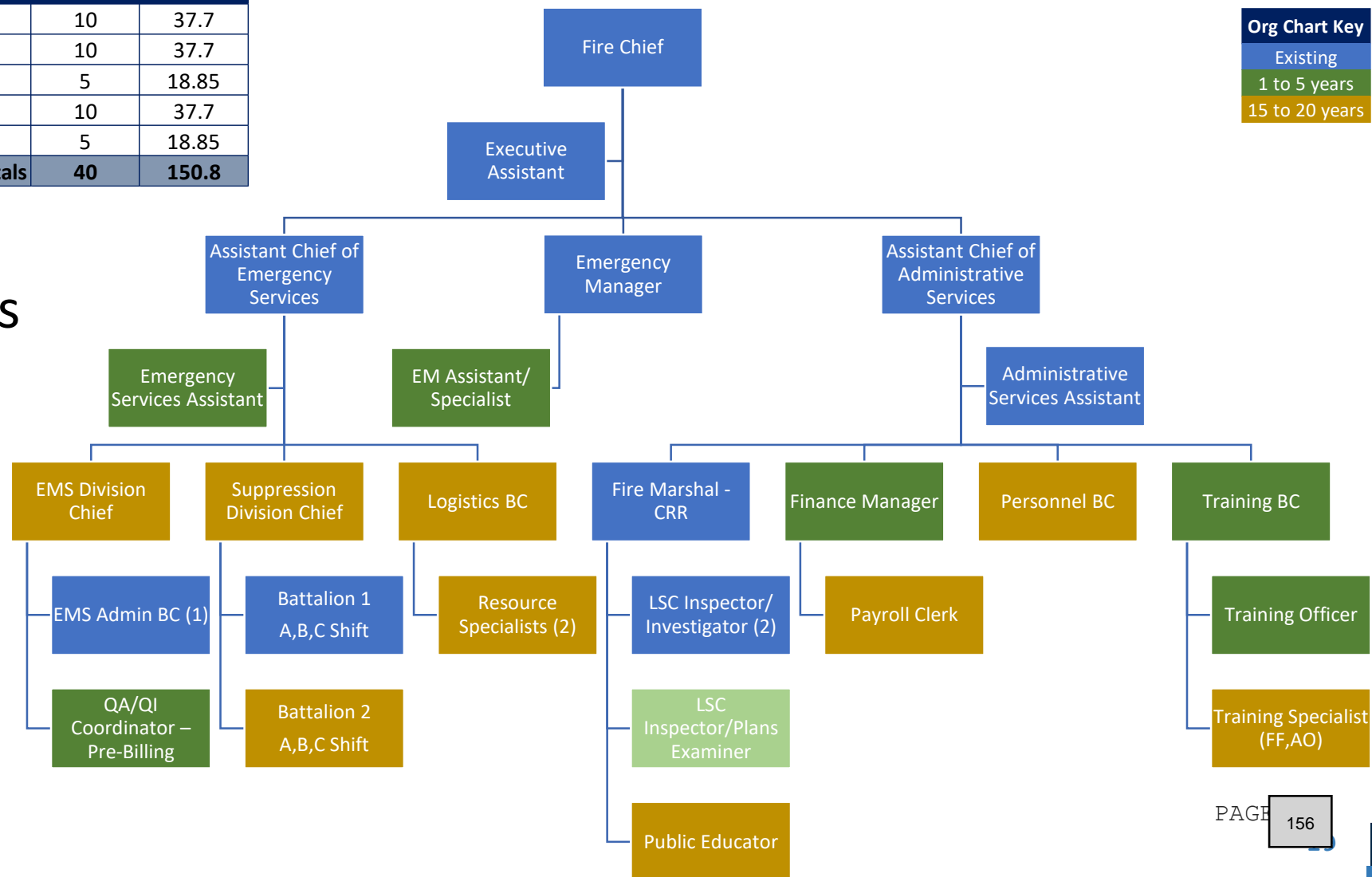
- Six (6) new administrative positions
 - One (1) adjusted position
- City should evaluate options for future administrative capital needs
 - Additions to existing spaces
 - New FD Administrative offices
 - Partnering for share Public Safety Complex



Future Administrative State – 15-20 Year

Location	Seats per Unit					Total Seats	FTE Count
	Engine	Truck	Ambulance	BC	Light/Air		
Station 1	3	4	2		1	10	37.7
Station 16	3	4	2	1		10	37.7
Station 3	3		2			5	18.85
Station 4	3	4	2	1		10	37.7
Station 5	3		2			5	18.85
Totals						40	150.8

- Staff provided deployment assumptions
- Following 5-year Admin:
 - 8-10 new administrative positions
- Total Administrative FTE allocation – 24 to 26
 - Resource Specialist and LSC Inspector added as needed



Major Findings and Recommendations

1

The City should consider increasing the FTE allotment to a level that is not dependent on vacancy OT to meet daily minimum staffing needs.

2

The City should consider utilizing one of the two alternative staffing multiplier methodologies to stabilize the deployment model and reduce vacancy OT while enabling a more programmatic and foreseeable fiscal liability.

3

Given the potential future fiscal constraints, it is recommended that the department invests in deployment that enhances availability, response time, and system resiliency which would provide a greater system benefit than adding additional costs to existing resources.

4

The City should consider a phased strategy that builds incrementally to the required staffing levels for its fourth fire station over the next four (4) fiscal years

5

Added administrative capacity should be considered over the next five-year planning period which might include up to six (6) new positions and one (1) adjusted position.

6

The City should evaluate the Fire Department's emerging administrative space needs with options for adding to existing spaces, building new administrative offices, or partnering with public safety citywide to build a shared Public Safety Complex.

Thank You

Questions...?



May 26, 2023

DRAFT.V4

Fire and Emergency Medical Service Staffing Study



Burleson Fire Department
Burleson, Texas

Prepared by:



2901 Williamsburg Terrace #G ■ Platte City ■ Missouri ■ 64079
P: 816.431.2600 ■ F: 816.431.2653

City of Burleson, Texas

Fire and Emergency Medical Service Staffing Study

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INTRODUCTION

The Burleson Fire Department retained FITCH to evaluate their current state of operations and make recommendations for operational and administrative staffing to prepare for a fiscally and operationally sustainable future. Thus, this evaluation considers the Department's needs over the next five years as they relate to increased demand for services, expanding EMS operations, changes related to employee leave, and the opening of Station 4.

Five years of payroll data for fiscal years 2018 through 2022 were provided. Department staff identified those positions that were operational, or line personnel assigned to staff 24-hour shifts in fire stations and worked with the FITCH team to properly categorize pay codes. Various other documents, including relevant policies and procedures, financial records, job descriptions, fleet inventories, and compensation data were also provided and reviewed.

This review was intended to specifically assess and evaluate staffing levels at the operational and administrative levels. The operational assessment includes current shift coverage, future shift coverage, future station deployments, minimum staffing policies, vacation & sick leave accrual and use policies, overtime utilization, and other practices that impact staffing and scheduling requirements. The administrative assessment considers current and future needs to adequately support and facilitate all core agency programs and functions.

OPERATIONAL ASSESSMENT

Time Assessment

The following assessment considers payroll time codes considered in the provided data set. As an operational assessment, the data was filtered to the operational classifications of Battalion Chief, Lieutenant, Apparatus Operator, and Firefighter. Budgeted FTE positions (Table 1) were utilized to provide weighted values were appropriate.

Table 1: Budgeted FTE Counts by Position and Year

Operations FTE Count - Budgeted							
Position	2018	2019	2020	2021	2022	2023	2018-2022
FIRE BATTALION CHIEF	3	3	3	3	3	3	0.0%
FIRE LIEUTENANT	9	9	9	9	9	9	0.0%
FIRE APPARATUS OPERATOR	9	9	9	9	9	9	0.0%
FIREFIGHTER	24	24	24	25	31	37	29.2%
Operations Total	45	45	45	46	52	58	15.6%
Year-over-year change	n/a	0.0%	0.0%	2.2%	13.0%	11.5%	
Admin Battalion Chief	1	1	1	1	0	2	-100.0%
Admin Lieutenant	0	0	0	0	1	0	n/a
Total for BC, LT, AO, FF	46	46	46	47	53	60	15.2%
Year-over-year change	n/a	0.0%	0.0%	2.2%	12.8%	13.2%	

DISTRIBUTION OF WORKED, EARNED, AND LEAVE HOURS

The utilized data set contained 40 unique pay codes. Pay codes were consolidated into 15 buckets across three categories of Worked, Earned, and Leave. "Worked" hours represent sweat hours, or actual hours worked by personnel. "Earned" hours represent pay or compensation that was issued hourly but does not influence staffing availability. "Leave" hours represent all time spent away from normally scheduled work for personnel. The following table summarizes these total values.

Table 2: 2018-2022 Sum of Payroll Hours by Type and Category

Sum of Hours Quantity - All BC, LT, AO, FF						
Hours Description	2018	2019	2020	2021	2022	Yearly Average
Worked						
Regular Hours	102875.8	110261.3	114481.0	111261.5	129633.5	113702.6
Overtime	5043.0	6234.0	12811.0	13220.0	13600.0	10181.6
Light Duty	0.0	0.0	0.0	0.0	0.0	0.0
Worked Total	107918.8	116495.3	127292.0	124481.5	143233.5	123884.2

Earned						
Assignment Pay	15906.3	15294.0	17413.5	20515.0	18791.8	17584.1
Holiday Pay	811.0	843.5	1176.0	3282.0	2806.0	1783.7
Comp. Time Accrual	72.0	64.5	0.0	0.0	0.0	27.3
On-Call	0.0	0.0	0.0	0.0	8.3	1.7
Earned Total	16789.3	16202.0	18589.5	23797.0	21606.0	19396.8
Leave						
Vacation Used	8435.6	7068.2	5979.0	8791.7	11668.9	8388.7
Vacation Overage	0.0	0.0	0.0	32.6	262.2	58.9
Holiday Used	3981.0	4354.0	3388.0	4274.5	3162.0	3831.9
Sick Leave (FMLA, Short, Long-term)	2470.5	3032.5	2159.0	7749.7	5940.5	4270.4
Miscellaneous (Funeral, Court, Military, Emergency, Parental, etc.)	1428.0	255.5	2658.0	994.0	253.3	1117.8
Worker's Compensation (if separate from Sick Leave)	3.0	228.0	710.0	924.5	1412.5	655.6
Wellness	504.0	284.0	360.0	564.0	355.5	413.5
Comp. Time Used	422.3	166.8	57.8	0.3	1.0	129.6
Leave Total	17244.4	15389.0	15311.7	23331.2	23055.7	18866.4

In 2022, Regular hours represented 90.5% of all sweat hours with overtime accounting for the remainder. However, 32.7% of the overtime hours are programmatic resulting from Fair Labor Standards Act (FLSA) required compensation related to the department's 56-hour average work week. The remaining 68.3 % of overtime reflects work done in addition to normally scheduled hours. Overtime is discussed in greater detail under its heading.

Scheduled leave consisting of vacation and holiday accounts for 65.5% of all leave. Unscheduled leave accounts for 31.9% of all leave. It is noteworthy that Workers Compensation leave has experience extraordinary increases from 2018 thru 2022. While the COVID pandemic is a likely driver for 2020 and 2021, 2022 posted the highest annual total in the range at 1,412.5 hours. Values weighted by FTE count also demonstrate substantial increases. The agency should conduct a detailed study of the Worker's Compensation utilization within the fire department to identify drivers and potential remedies. Remedies may consist of health and wellness initiatives, safety practices, or business practices.

The following table represents the year-over-year changes, weighted by FTE count, for the consolidated leave buckets.

Table 3: 2018-2022 Percentage of Change among Payroll Categories and Types

Weighted - % Year-over-Year Change by Type and Category - All BC, LT, AO, FF						
Hours Description	2018	2019	2020	2021	2022	2018-2022
Worked						
Regular Hours	n/a	7.2%	3.8%	-4.9%	3.3%	9.4%
Overtime	n/a	23.6%	105.5%	1.0%	-8.8%	134.1%
Light Duty	n/a	n/a	n/a	n/a	n/a	n/a
Worked Total	n/a	7.9%	9.3%	-4.3%	2.0%	15.2%
Earned						
Assignment Pay	n/a	-3.8%	13.9%	15.3%	-18.8%	2.5%
Holiday Pay	n/a	4.0%	39.4%	173.1%	-24.2%	200.3%
Comp. Time Accrual	n/a	-10.4%	-100.0%	n/a	n/a	-100.0%
On-Call	n/a	n/a	n/a	n/a	n/a	n/a
Earned Total	n/a	-3.5%	14.7%	25.3%	-19.5%	11.7%
Leave						
Vacation Used	n/a	-16.2%	-15.4%	43.9%	17.7%	20.1%
Vacation Overage	n/a	n/a	n/a	n/a	614.0%	n/a
Holiday Used	n/a	9.4%	-22.2%	23.5%	-34.4%	-31.1%
Sick Leave (FMLA, Short, Long-term)	n/a	22.7%	-28.8%	251.3%	-32.0%	108.7%
Miscellaneous (Funeral, Court, Military, Emergency, Parental, etc.)	n/a	-82.1%	940.3%	-63.4%	-77.4%	-84.6%
Worker's Compensation (if separate from Sick Leave)	n/a	7500.0%	211.4%	27.4%	35.5%	40764.8%
Wellness	n/a	-43.7%	26.8%	53.3%	-44.1%	-38.8%
Comp. Time Used	n/a	-60.5%	-65.4%	-99.6%	254.7%	-99.8%
Leave Total	n/a	-10.8%	-0.5%	49.1%	-12.4%	16.0%

Observation:

Workers Compensation leave has experienced extraordinary increases from 2018 thru 2022. While the COVID pandemic is a likely driver for 2020 and 2021, 2022 posted the highest annual total in the range at 1,412.5 hours.

Recommendation:

The agency should conduct a detailed study of the Worker's Compensation utilization within the fire department to identify drivers and potential remedies.

OVERTIME

Overtime was evaluated to determine usage trends, causative factors, and potential options to reduce cost and force hiring. The primary data source for the following was the five years of payroll records referenced earlier. A limitation of the payroll data is that overtime is not specifically labeled by its use. Instead, the payroll data provides just two categories, "Overtime

150%” (vacancy OT) which is overtime for activities in addition to scheduled hours, and “Overtime 50%” (FLSA OT) which is overtime incurred during scheduled hours as a result of FLSA requirements. Thus, the City should consider implementing additional overtime pay codes to better track the use and drivers of overtime within the agency. Following consultation with department staff, all “Overtime 150%” was assumed to be related to daily operational level staffing requirements.

Recommendation:

The City should consider implementing additional overtime pay codes to better track the use and drivers of overtime within the agency.

In 2022, the Agency registered a total of 13,600 overtime hours, 9,282.5 hours of vacancy OT and 4,317.5 hours of FLSA OT. The Firefighter classification accounted for the largest sum of vacancy OT which demonstrates a sound management strategy to limit fiscal impacts by hiring back at the lowest rank while allowing other members to act-up in higher classifications. Overall, the quantity of vacancy OT has increased 389% and the fiscal cost has increased by 478% from 2018 thru 2022.

Table 4: Overtime Quantity by Year and Type

Sum of Hours Quantity - All BC, LT, AO, FF						
Position	2018	2019	2020	2021	2022	Yearly Average
Vacancy Overtime 150%						
BATTALION CHIEF	105.00	363.75	862.25	544.75	185.75	412.30
LIEUTENANT	363.50	349.50	1066.00	1358.00	439.50	715.30
APPARATUS OPERATOR	601.50	597.00	3086.50	2312.25	901.25	1499.70
FIREFIGHTER	829.00	1267.75	3925.25	5718.50	7756.00	3899.30
Total at 150%	1899.00	2578.00	8940.00	9933.50	9282.50	6526.60
FLSA Overtime 50%						
BATTALION CHIEF	422.50	547.00	424.00	344.00	168.00	381.10
LIEUTENANT	730.00	549.00	575.00	693.00	590.00	627.40
APPARATUS OPERATOR	869.50	1308.00	1436.00	853.00	852.00	1063.70
FIREFIGHTER	1122.00	1252.00	1436.00	1396.50	2707.50	1582.80
Total at 50%	3144.00	3656.00	3871.00	3286.50	4317.50	3655.00
Total all OT	5043.00	6234.00	12811.00	13220.00	13600.00	10181.60

In 2022, the department spent a total of \$446,444.89 on overtime for operational positions. FLSA overtime accounted for \$61,893.24 of the total while vacancy OT accounted for \$384,547.65.

Table 5: Overtime Costs by Year and Type

Sum of Hours Amount - All BC, LT, AO, FF						
Position	2018	2019	2020	2021	2022	Yearly Average
Vacancy Overtime 150%						
BATTALION CHIEF	\$4,627.53	\$16,066.46	\$54,448.93	\$29,914.34	\$12,042.86	\$23,420.02
LIEUTENANT	\$14,202.86	\$14,787.38	\$48,766.55	\$67,330.07	\$23,705.83	\$33,758.54
APPARATUS OPERATOR	\$21,690.32	\$21,216.39	\$120,628.04	\$96,754.91	\$39,842.19	\$60,026.37
FIREFIGHTER	\$25,972.87	\$39,471.39	\$139,580.28	\$216,775.51	\$308,956.77	\$146,151.36
Total at 150%	\$66,493.58	\$91,541.62	\$363,423.80	\$410,774.83	\$384,547.65	\$263,356.30
FLSA Overtime 50%						
BATTALION CHIEF	\$6,550.04	\$8,556.20	\$7,233.64	\$6,127.98	\$3,397.58	\$6,373.09
LIEUTENANT	\$9,530.16	\$7,884.46	\$9,094.60	\$11,566.48	\$10,589.07	\$9,732.95
APPARATUS OPERATOR	\$10,064.38	\$15,415.00	\$19,155.40	\$11,633.81	\$13,395.55	\$13,932.83
FIREFIGHTER	\$12,030.48	\$13,245.63	\$17,173.61	\$17,446.96	\$34,511.04	\$18,881.54
Total at 50%	\$38,175.06	\$45,101.29	\$52,657.25	\$46,775.23	\$61,893.24	\$48,920.41
Total all OT	\$104,668.64	\$136,642.91	\$416,081.05	\$457,550.06	\$446,440.89	\$312,276.71

The rate of FLSA overtime remained rather stable in comparison to the progression of FTEs within the department. From 2018 thru 2022, the operational FTE count increased 15.6% while FLSA overtime increased 19% as would be expected. However, vacancy OT increased at an exponential rate (324%) in comparison to the rate of FTE increase over the same period.

Table 6: Year-over-Year Change in Overtime by FTE Count

Weighted % Year-over-Year Change in Overtime Quantity - All BC, LT, AO, FF						
Overtime Category-Weighted	2018	2019	2020	2021	2022	2018-2022
Vacancy OT Year-over-Year Change	n/a	36%	247%	9%	-17%	324%
FLSA OT Year-over-Year Change	n/a	16%	6%	-17%	16%	19%
Total Year-over-Year Change	n/a	24%	106%	1%	-9%	134%

Observation:

From 2018 thru 2022, vacancy OT increased at an exponential rate (324%) in comparison to the rate of FTE increases over the same period.

Utilizing payroll data for the full five years, the consolidated leave buckets were assessed for correlation with vacancy OT usage. Limitations were initially encountered because of the number of variables being assessed, as well as various pay codes not being used in certain fiscal years.

As reflected in Table 3 above, "Sick Leave" and "Worker's Compensation" pay codes spiked in 2021 and remained high in 2022 when compared to the other years in the data set. It's without coincidence that these spikes coincide with the pandemic.

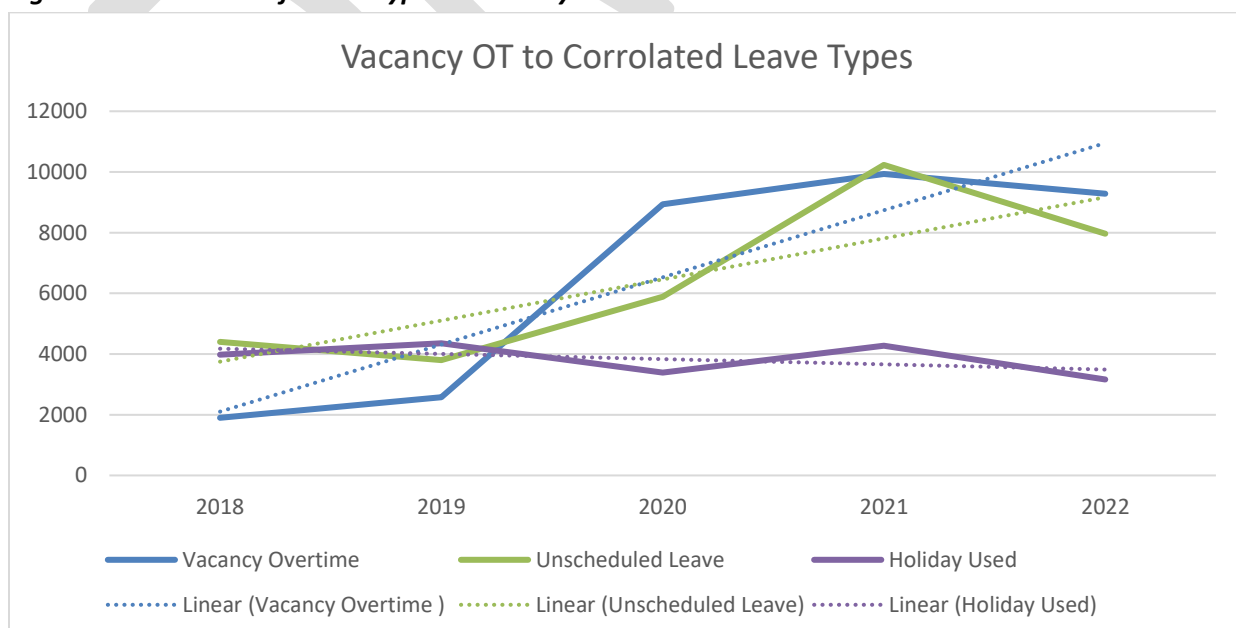
The City has a policy that governs the accrual and use of sick leave. Currently the policy only caps the payout amount of sick leave upon qualified separation and not the amount of leave that can be earned. Furthermore, there is no limit on the amount or frequency of sick leave use for employee's who possess a balance of time. As a result, the environment is conducive to the potential for sick leave abuse. Thus, the City should consider implementing a cap for the accrual of sick leave and a policy to define and govern the abuse of sick leave. Sick leave abuse policies often define the frequency and amount of sick leave that may be used, outside of validated medical care, within a set rolling period of time. These policies have proven effective in lowering the usage rate of autonomous sick leave.

Recommendation:

The City should consider implementing a cap for the accrual of sick leave and a policy to define and govern the abuse of sick leave that's based on the frequency and amount of use.

To further assist in the analysis, pay codes were consolidated into one of six pay code groupings. These included vacation, vacation overage, holiday, sick leave, worker's compensation, and all remaining other off duty pay codes. Statistical analysis revealed varying levels of correlation between the pay code groupings and the use of vacancy OT. While none were statistically valid, Worker's Compensation and Sick Leave had the highest levels of positive correlation with vacancy OT. Conversely, Holiday time usage showed a negative correlation with vacancy OT. Although the recent pandemic provides a logical basis for the correlation of unscheduled leave to OT, current staffing levels increase the organization's sensitivity to these impacts as a result. This is expanded upon in the following section.

Figure 1: Correlation of Leave Type to Vacancy OT



It is important to note that the use of vacation leave has also increased exponentially when compared to the increase in FTEs over the same period. Vacation leave did show a positive correlation to vacancy OT, but to a lesser extent than unscheduled leave. So, while not a primary driver, it is a contributing factor that will be discussed further in the following section.

Observation:

Worker's Compensation and Sick Leave had the highest levels of positive correlation with vacancy OT. Conversely, Holiday time usage showed a negative correlation with vacancy OT.

Observation:

The use of vacation leave showed a positive correlation to vacancy OT and has increased exponentially when compared to the increase in FTEs over the same period. So, while not a primary driver, it is a contributing factor

IMPACTS OF TIME-OFF

The following analysis evaluates time-off utilization and seeks to understand any additional influences on vacancy OT. Time-off, or leave, is categorized as either scheduled or unscheduled. Scheduled leave represents all leave that is planned and generally predictable by hours accrued and authorized slots for use. Unscheduled leave represents all leave that is unplanned and generally unpredictable such as sick or emergency leave. For these analyses, miscellaneous leave types were included within the unscheduled leave category.

Leave Accrual

Line level operational personnel are assigned to a three shift 24/48 rotation where they work a 24-hour shift followed by a 48-hour off period. Leave is accrued by hours worked in relation to years of service or benefit awards. Operational personnel earn vacation and sick time at varying levels based on their years of service and are able to accrue a bank of unused hours (Table 7). Additional leave is provided via ten 12-hour City holidays, totaling 120 hours annually, which personnel have the option of using for payment or time-off. In 2022, the use of Holiday for time-off represented 50.6% of the issued Holiday time. Finally, personnel who participate in the annual fit for duty medical assessment can earn an additional 12 hours of wellness leave.

Observation:

In 2022, the use of Holiday for time-off represented 50.6% of the issued Holiday time.

Table 7: Vacation and Sick Leave Accrual Rates

Leave Accrual Policy Effective 4-4-21			
Vacation			
Years of Service	Ann-Accr/hrs	Cap/hrs	Payout/hrs
0-9	180	360	360
10-19	240	480	480
20+	300	600	600
Sick Leave			
Years of Service	Ann-Accr/hrs	Cap/hrs	Payout/hrs
0-4	156	Unlimited	0
5-9	156	Unlimited	360
10-14	156	Unlimited	720
15-19	156	Unlimited	900
20+	156	Unlimited	1080

In April of 2021, the City modified the leave accrual policy and established maximum values for vacation leave banks. Employees who reach their caps forfeit any additional earned leave until their balances are reduced to sub-cap levels. Prior to this, personnel were able to accrue an unlimited amount of vacation time. Thus, the policy change, while prudent City management, does create a greater incentive for use of the leave than the department would have previously experienced. Table 3, provided earlier, shows a 43.9% increase in vacation use from 2020 to 2021 and a 17.7% increase from 2021 to 2022. Restrictive vacation policies during COVID in 2020 contributed to the 43.9% increase in 2021 as restrictions were eased. However, utilization remained elevated in 2022 and an overall increase of 20.1% was observed in the period from 2018 thru 2022. While a specific value of effect is difficult to quantify, the data does demonstrate an increase in vacation leave utilization in the years following the policy change.

Observation:

There is an observable increase in the use of vacation leave following changes made to the City's leave accrual policy in April of 2021.

The distribution of leave accrual among the operational workforce was evaluated to determine the potential liabilities related to scheduled leave over the next five years. There are 58 operational personnel on the current organizational roster. To its advantage, the department's personnel are largely young in tenure with 50% of personnel having less than five years of service and 72% having less than ten. The 10-19 year range is the next largest group representing 17% of the department. The following table and chart demonstrates the current distribution and year-over-year migration of personnel among the three levels of accrual.

Table 8: Distribution of Personnel by Years of Service

Distribution of Ops Personnel by Years of Service					
Years of Service	CY23	CY24	CY25	CY26	CY27
0-9	72%	72%	69%	67%	53%
10-19	17%	17%	19%	19%	28%
20+	10%	10%	12%	14%	19%

Finally, the migration of personnel through the accrual categories was quantified by the amount of hours accrued annually as the workforce ages. The data demonstrates two beneficial factors regarding future accrued leave liabilities. First, the vast majority of membership being at the lowest accrual level limits near term accrual liabilities. Second, the broad range of the three accrual levels tempers the advancement of personnel into higher rates of accrual over the next five years. Thus,

Table 9: Vacation Accrual Liabilities: 2023 - 2027

Hours Accrued	CY23	CY24	CY25	CY26	CY27	CY23-CY27 Average
0-9	7560	7560	7200	7020	5580	6984
10-19	2400	2400	2640	2640	3840	2784
20+	1800	1800	2100	2400	3300	2280
Total Accrued	11760	11760	11940	12060	12720	12048
% Annual Change	n/a	0.0%	1.5%	1.0%	5.5%	8.2%

Observation:

Staffing strategies established today via relief multipliers, slot allotments, and policies governing unscheduled leave should remain reliably stable through 2027 as the Agency can reasonably expect an ~8% increase in vacation accrual from 2023 thru 2027.

Optimal Vacation Slots

Currently the department provides two 24-hour slots for scheduled leave each shift. This represents a scheduled leave capacity of 17,520 hours annually. The accrual rates of current personnel accumulate 11,760 hours annually. When combined with the 51% utilization of Holiday time for leave, the total annual leave liability produced is 15,281.9 hours. Thus, 2,238.1 slot hours remain available for use beyond what can presently be accrued annually (Table 10). The 87% ratio of usable capacity provides a suitable buffer level of at least 10% for the department. In other words, two slots are appropriate for current staffing levels.

Observation:

Two (2) 24-hour vacation slots per day are sufficient for Agency personnel to use their annually accrued leave.

Table 10: Scheduled Leave Capacity

Scheduled Annual Leave	
Category	Hours
Leave Slot Capacity	17520.0
Vacation Earned	11760.0
Holiday Used	3521.9
Total Scheduled Leave	15281.9
Total Hours Delta	2238.1
Ratio of Earned to Available Time	87%

Consideration was given to when additional slots might be added. Under current conditions, a third slot would drop the usable capacity ratio to 58% providing substantially more time off availability than personnel could earn and utilize while increasing the potential for vacancy OT when all three slots are utilized. As previously stated, two slots provide sufficient capacity for the use of scheduled leave. In fact, the agency could add six additional FTEs and still have 7% of their two-slot capacity remaining. As many as 12 FTEs could be added before all available slot capacity is consumed by scheduled leave accrual.

Observation:

The Agency could add 6-12 more FTEs before all available slot capacity is consumed by scheduled leave accrual.

As an alternative strategy to adding slots as FTE counts increase, the department could reconsider its practice of allowing personnel to use Holiday time as leave. Presently, restricting the use of Holiday time for leave would introduce another 20% of capacity back into the current two slot space. In other words, if Holiday could not be used for time off, the Agency could sustain adequate slot capacity for earned leave up to a total of 89 FTEs. However, as previously stated, to account for variance, levels should be maintained around 90% which would be a total of 80 FTEs.

Recommendation:

The Agency should consider alternative strategies related to the use of Holiday time for leave to provide greater flexibility when evaluating the need to add additional vacation slots to each shift

Staffing Influences on Time-Off

The following table demonstrates the relationships between the FTE count, slot count, and daily minimum staffing number. Information for each year is based off current and planned deployment. Options 1-3 for 2024 consider how adjustments to the FTE count can influence the potential for vacancy OT liabilities. The "FTE Balance/Shift" value shows the remaining FTEs after

accounting for slots and minimum staffing. The closer the value to zero, the more sensitive the deployment is to the effects of unscheduled leave.

As seen in the table, the 2022 FTE Balance/Shift was 0.3 when the Agency registered 9,282.5 vacancy OT hours. Conversely, 2023's FTE Balance/Shift is 2.3 due to the extra FTEs hired for the FY24 ambulance deployment. This study does not include 2023 OT data, but staff already reports a drastic reduction in FY23 OT cost.

Table 11: FTE Balance per Shift

FTE Balance/Shift after Minimum staffing + Vaca Slots						
Category	2022	2023	2024	2024 Option 1	2024 Option 2	2024 Option 3
FTE Count	52.0	58.0	58.0	60.1	61.5	64.1
Count/Shift	17.3	19.3	19.3	20.0	20.5	21.4
Vaca Slots	2.0	2.0	2.0	2.0	2.0	2.0
Min Staffing	15.0	15.0	17.0	17.0	17.0	17.0
FTE Balance/Shift	0.3	2.3	0.3	1.0	1.5	2.4

FTE Balance/Shift values influence the organization's ability to absorb incursions of unscheduled leave. As seen in the table below, the average of daily scheduled leave equates to 1.72 FTE's. With the addition of the average unscheduled daily leave, the FTE value increases to 2.63 FTEs. Vacancy OT is subsequently incurred when the FTE Balance/Shift value is exceeded by the leave taken. This impact is further potentiated with FTE counts below staffing multiplier values. Thus, in 2022, an equivalent of 1.06 FTEs were on overtime hire back per shift.

Table 12: 2022 FTE Equivalent for Leave and OT

2022 - Daily FTE Value of Leave and OT					
Category	Vaca/Hol	SL	Misc	Vacancy OT	Total
Hours/Shift Annually	-5031.33	-2451.00	-202.92	3094.17	-4591.08
Hours/Shift Daily	-41.35	-20.15	-1.67	25.43	-37.73
FTE Daily Equivalent	-1.72	-0.84	-0.07	1.06	-1.57

In October of 2023, the daily minimum staffing number will increase to 17 and the resulting FTE Balance/Shift will be 0.3. Thus, the Agency can anticipate vacancy OT at a rate similar to 2022. However, by realigning the FTE count with updated staffing multipliers, the agency can rebalance the deployment and migrate away from a reliance on vacancy OT. In addition to reducing OT cost, sufficient FTE Balance/Shift values will better equip the department to absorb unscheduled leave without triggering forced hiring.

Table 13: Cost of FTE Adjustments vs Vacancy OT

Cost of FTE Adjustments vs Vacancy OT			
Category	2024 Option 1	2024 Option 2	2024 Option 3
FTE Diff from 2024 Planned	2.0	4.0	6.0
Firefighter Year 1 cost	\$214,742.20	\$429,484.40	\$644,226.60
2022 Vacancy OT	\$384,547.65	\$384,547.65	\$384,547.65
Balance	-\$169,805.45	\$44,936.75	\$259,678.95

As Tables 12 and 13 above demonstrate that two (2) FTEs could significantly reduce the rate of daily vacancy OT at a cost that's \$169,805 lower than paying the OT. With four (4) additional FTE's, the daily vacancy OT rate is nearly eliminated with \$44,936 of new funding. Staffing to levels that are not dependent on vacancy OT provide the most stable, reliable, and predictable deployment model.

Recommendation:

To Agency should consider increasing the FTE allotment to a level that is not dependent on vacancy OT to meet daily minimum staffing needs.

Staffing Assessment

STAFFING MULTIPLIERS

To evaluate the currently funded operational staffing levels, five years of payroll data were reviewed which summarized total non-worked time by employee job classification. The following evaluates current usage of time-off/non-work time by fire department shift personnel and assesses if budgeted positions to maintain minimum staffing levels are sufficient.

Non-work time includes vacation, sick, FMLA, and any other payroll codes reflecting that the employee was not available to be on shift. Based on a shift schedule of 24 hours on/48 hours off, the Agency plans for operational personnel to work 2,912 hours annually. This information is summarized in the table below. From a shift perspective, and based on current minimum staffing requirements, the 2022 allocated number of 51 FTEs represents a shortage of personnel capacity as was also reflected in the previous section. The data reflects that in 2022, 53 FTEs was the minimum required for the most efficient use of budgetary resources, but without any excess capacity. Accordingly, the need for additional shift staffing have increased since the previous assessment. This staffing value is reflected in the 2024 Option 1 column of Table 11 above.

Table 14: 2022 Staffing Multiplier and Required FTEs

Position Title	Scheduled	Non-Work Hours	Available Hours	Total Hours per Year	Staffing Multiplier	FY23 Minimum Staffing / Shift	Required FTEs
Battalion Chief	2912	816.0	2096.0	8,760	4.18	1	4.18
Lieutenant	2912	490.4	2421.6	8,760	3.62	3	10.85
Apparatus Operator	2912	613.1	2298.9	8,760	3.81	3	11.43
Firefighter	2912	444.9	2467.1	8,760	3.55	8	28.41
TOTAL	2912	435.0	2477.0	8,760	3.54	15	53.05

The Agency currently has 58 shift-based FTEs in preparation for deploying a third ambulance in October of 2023. When this occurs, minimum staffing will increase to 17 and require 60 FTEs with 11 being paramedics (Table 15).

Table 15: FTE counts at Annual Average Leave Usage

Unit	Count	Min Staff	Seat Count	FTE Count	ALS Seats	PM Count
Engine	2	3	6	21.2	0	0.0
Truck	1	4	4	14.1	0	0.0
Squad	2	2	4	14.1	2	7.1
Battalion	1	1	1	3.5	0	0.0
FY23	6	10	15	53.0	2	7.1
Ambulance	1	2	2	7.1	1	3.5
FY24	7	12	17	60.1	3	10.6

Observation:

The Agency currently has 58 shift-based FTEs in preparation for deploying a third ambulance in October of 2023. When this occurs, minimum staffing will increase to 17 and require 60 FTEs with 11 being paramedics.

Alternative Staffing Multiplier Considerations

The staffing multiplier calculated above follows the same methodology used in the 2021 study. Following common industry practice, the averages of actual recorded time-off are used to determine the non-work hours. As noted, this produces a minimum value with no excess capacity. In order to provide an efficient level of capacity for unscheduled leave, two alternative methodologies can be applied. Alternative-1, the time-off can be figured at the total average value accrued by the current employee group annually, resulting in a multiplier of 3.62. Alternative-2, the time-off can be figured at the maximum accrual values available to the employee group annually, resulting in a multiplier of 3.77.

Both alternatives introduce capacity and the ability to absorb the impacts of unscheduled leave, just at varying degrees. The FTE count associated with Alternative-1 is 61.5 as reflected in Table 16 below. Alternative-1 is also reflected in the 2024 Option 2 column of Table 11 above. The FTE count associated with Alternative-2 is 64.1 as reflected in Table 17 below. Alternative-2 is also reflected in the 2024 Option 3 column of Table 11 above.

The Agency should consider utilizing one of these alternative methodologies to provide a more reliable and stable deployment model. This will also reduce vacancy OT and provide a more programmatic and foreseeable fiscal liability. Additionally, the “Use-it-or-lose-it” policy position incentivizes maximizing the use of accrued leave which furthers the need for additional FTE capacity.

Table 16: FTE counts at Average Annual Leave Accrual

Unit	Count	Min Staff	Seat Count	FTE Count	ALS Seats	PM Count
Engine	2	3	6	21.7	0	0.0
Truck	1	4	4	14.5	0	0.0
Squad	2	2	4	14.5	2	7.2
Battalion	1	1	1	3.6	0	0.0
FY23	6	10	15	54.3	2	7.2
Ambulance	1	2	2	7.2	1	3.6
FY24	7	12	17	61.5	3	10.9

Table 17: FTE counts at Maximum Annual Leave Accrual

Unit	Count	Min Staff	Seat Count	FTE Count	ALS Seats	PM Count
Engine	2	3	6	22.6	0	0.0
Truck	1	4	4	15.1	0	0.0
Squad	2	2	4	15.1	2	7.5
Battalion	1	1	1	3.8	0	0.0
FY23	6	10	15	56.6	2	7.5
Ambulance	1	2	2	7.5	1	3.8
FY24	7	12	17	64.1	3	11.3

Recommendation:

The Agency should consider utilizing one of the two alternative staffing multiplier methodologies presented in this section to stabilize the deployment model and reduce vacancy OT while enabling a more programmatic and foreseeable fiscal liability.

MINIMUM STAFFING CONSIDERATIONS

The department maintains a minimum staffing policy to ensure daily operational needs are met. Under the current policy, 15 members are required to be on-duty each day. This provides enough personnel to deploy all of the department's frontline apparatus. Beginning October of 2023, the addition of an ambulance will require 17 members to be on-duty. These counts are summarized in the preceding tables.

The agency has also expressed a desire to evaluate minimum staffing requirements through the lens of NFPA 1710. The 2020 Edition of NFPA 1710¹, *Standard for the Organization and Deployment of Fire Suppression Operations, Emergency Medical Operations, and Special Operations to the Public by Career Fire Departments* provides minimum recommendations for the provision of emergency services by career fire departments. This elective standard addresses the structure and operations of professional fire departments.

Response Time

NFPA 1710 suggests a 4-minute travel time at the 90th percentile for first due arrival of Basic Life Support (BLS) to EMS incidents and Engines to structure fires. The 2020 edition added a benchmark for second-due engines of 6-minutes at the 90th percentile. The arrival of an Advanced Life Support (ALS) unit to EMS incidents and the initial full alarm to low/medium structure fire incidents is recommended at 8-minutes travel time by NFPA 1710.

For fire related incidents, first arriving primary front-line BFD units to calls within BFD's jurisdiction had an average travel time for fire related incidents of 4.6 minutes; performance at the 90th percentile for travel time was 7.7 minutes. A total of 134 of 534 calls with travel times (25.1%) experienced travel times of three minutes or less, and 45.3% of calls (242/534) experienced travel times of four minutes or less. The average response time for fire related calls was 6.8 minutes; performance at the 90th percentile for response time was 10.1 minutes.² Thus, while BFD is able to meet the ALS unit performance benchmark set within NFPA 1710, they are unable to meet it for the first-due engine and initial full alarm performance for structure fire responses.

Analyses were completed utilizing a "hybrid" approach which included the three existing stations and then determined the remaining locations that would be necessary to achieve the desired performance by focusing on the current concentration and distribution of calls. From here, additional stations were optimally located. An optimized fourth station deployment plan, in

¹ National Fire Protection Association. (2020). NFPA 1710, *Standard for the Organization and Deployment of Fire Suppression Operations, Emergency Medical Operations, and Special Operations to the Public by Career Fire Departments*. Boston, MA: National Fire Protection Association.

² May 2021 Burleson Fire Department Data Analysis; Fitch and Associates, LLC.

addition to the three current stations, could respond to 53.08% of all calls within 4 minutes or less travel time; ten (10) stations would be required to respond to 90.28% of all calls within 4 minutes or less travel time.³

Unit-Level Staffing Considerations

While it is understood that per-unit staffing is largely a local policy decision, NFPA 1710 recommends 4-person staffing on fire apparatus such as engines and ladder trucks, however, most agencies in the country struggle to comply with 4-person staffing. Currently, BFD deploys 3-person apparatus on all units except the ladder truck (4). There are agencies that have an ISO 1 rating that are also internationally accredited with 3-person staffing.

The National Institute of Standards and Technology (NIST) conducted a study years ago that suggested that the 4-person crews were the most efficient on the fire ground and then later replicated and posited the same conclusion on EMS events. This aligned well with the pre-existing standards suggested in NFPA 1710. Notwithstanding, in actual practice, it is difficult to find empirical evidence that 4-person staffing is more effective in outcomes, safety, work injuries, etc. that can't also be mediated through multi-unit responses, early arrival, training, passive mitigation systems, and well-aligned standard operating guidelines. In other words, if desired, the agency has the flexibility to evaluate the totality of workload, risks, costs, and return on investment when making staffing decisions. Therefore, the data doesn't identify a deficiency that would drive increased staffing from three to four on a unit, nor would it have a strong foundation to decrease staffing from four to three: it is a local policy choice.

Per unit staffing policy consideration is a matter of priority. For example, this report suggests that there is a need for at least 2 additional FTEs to appropriately staff the FY24 deployment model, the need for additional resources within the five-year planning period, and the need to ensure appropriate resourcing for the Department's newly expanded EMS mission. The City and Department would have to establish the order of priorities and which reinvestment strategy provides the greatest return on investment. Given the potential future fiscal constraints, investment in deployment that enhances availability, response time, and system resiliency would provide a greater system benefit than adding additional costs to existing resources.

Observation:

While it is understood that per unit staffing is largely a local policy decision, NFPA 1710 recommends 4-person staffing on fire apparatus such as engines and ladder trucks, however, most agencies in the country struggle to comply with 4-person staffing.

³ September 2021 Burleson Fire Department GIS Analysis; Fitch and Associates, LLC.
Burleson Fire Department
Fire and Emergency Medical Service Staffing Study

Observation:

There are agencies that have an ISO 1 rating that are also internationally accredited with 3-person staffing.

Observation:

The data doesn't identify a deficiency that would drive increased staffing from three to four on a unit, nor would it have a strong foundation to decrease staffing from four to three: it is a local policy choice.

Recommendation:

Given the potential future fiscal constraints, it is recommended that the department invests in deployment that enhances availability, response time, and system resiliency which would provide a greater system benefit than adding additional costs to existing resources.

Effective Response Force

The agency has also expressed a desire to meet the Effective Response Force (ERF) benchmark established in NFPA 1710 for structure fire responses to single family wood frame dwellings of 2000 sq. ft. or less. This would require the delivery of 17 personnel on a first alarm response which is an increase of two personnel from the previous edition of the standard.

Currently the agency deploys a minimum daily staffing of 15 personnel. With the addition of a third ambulance in October of 2023, the daily minimum staffing will be 17. The Agency has also maintained inter-local agreements for purposes of mutual/automatic aid with the following fire departments:

- Fort Worth Fire Department
- Alvarado Fire Department
- Joshua Fire Department (combination agency)
- Crowley Fire Department
- Johnson County Emergency Services District (combination agency)
- Briar Oaks Volunteer Fire

While these agreements do provide the community with additional resource capacity, including support in assembling an ERF, there are some limitations within the context of NFPA 1710 performance.

All analyses of all the existing regional auto/mutual aid partners demonstrate that only Fort Worth Station #42 could substantively contribute to any analysis with travel times between 4 and

8-minutes. In other words, only Fort Worth Station #42 is geographically close enough to contribute to a first unit distribution advantage.⁴

Without reliance upon external partners, BFD would need to commit all of its daily deployed resources to a structure fire response in order to assemble its desired ERF of 17. Thus, the City may choose to consider a daily staffing strategy that would still provide for a singular available resource if this were to occur. For instance, by increasing all heavy fire apparatus to a minimum of four personnel, the City could assemble an force of 17 firefighters while still having an ALS ambulance for the higher frequency EMS mission. The following table shows the FTE requirement for each staffing strategy.

Table 18: FY24 Staffing and Associated FTE Counts

Unit Type and Staffing	Count of Unit Type	Daily Seats / Unit	Sum of Daily Minimum	FTE Count (Avg Accr)	FTE Count (Max Value)
Battalion Chief (1)	1	1	1	3.6	3.8
Engine (3)	2	3	6	21.7	22.6
Quint / Truck (4)	1	4	4	14.5	15.1
Squad / Ambulance (2)	2	2	4	14.5	15.1
Current Total	6	10	15	54.3	56.6
Battalion Chief (1)	1	1	1	3.6	3.8
Engine (3)	2	3	6	21.7	22.6
Quint / Truck (4)	1	4	4	14.5	15.1
Squad / Ambulance (2)	3	2	6	21.7	22.6
FY24 Planned Total	7	10	17	61.5	64.1
Battalion Chief (1)	1	1	1	3.6	3.8
Engine (4)	2	4	8	29.0	30.2
Quint / Truck (4)	1	4	4	14.5	15.1
Squad / Ambulance (2)	3	2	6	21.7	22.6
FY24 w/4 per Eng. Total	7	11	19	68.8	71.6

Observation:

Without reliance upon external partners, BFD would need to commit all of its daily deployed resources to a structure fire response in order to assemble its desired ERF of 17.

Future Station Deployment

As planning progresses toward a fourth fire station in the Chisholm Summit area, consideration should be given to the most likely apparatus and staffing needs of the facility. Anticipated

⁴ Long-Range Master Plan – Burleson Fire Department, October 2021 by Fitch & Associates, LLC.

development consists of thousands of new residential housing units in addition to community commercial development consisting of light to medium intensity properties. The Chisholm Trail Corridor would be primarily non-residential with large-scale professional campuses such as offices parks and medical centers.⁵ High density residential, mixed use residential, and large-scale professional centers underscore the need for a versatile fleet of fire protection apparatus that can not only deliver adequate fire flows but also facilitate elevated streams, access, and rescue capabilities. Furthermore, the expected influx of population and daily activity will continue to increase demand for emergency medical services.

The Agency should consider an incremental approach to resourcing Station 4 that addresses the needs of the newly developed area while enhancing its jurisdictional capabilities. The department currently deploys two engines and one quint/truck daily for fire suppression activities. Thus, deploying another quint/truck company would provide a greater level of independent redundancy for the agency. This apparatus type would also be appropriately aligned with the level of proposed risk within the development area. Keeping with the department's current staffing practices, this unit could be staffed with three to four personnel daily adding another 11 to 15 FTEs to the organization. However, the Agency's current plans to staff the unit with four personnel is a reasonable operational strategy.

As a peripheral response zone, the agency should also consider deploying the unit with ALS capabilities. This will allow the agency to deliver ALS care rapidly within its first due area in the absence of a dedicated ambulance. While the facility should be constructed to accommodate up to three units and personnel, including a dedicated EMS unit, this is unlikely to be needed within the next five years. Instead, once established, the workload of the Engine should be monitored annually. Once the unit approaches a .15-.17 UHU, the Agency should begin planning for an additional EMS resource.

Observation:

The high density residential, mixed use residential, and large-scale professional centers planned for the City's Chisholm area underscore the need for a versatile fleet of fire protection apparatus that can not only deliver adequate fire flows but also facilitate elevated streams, access, and rescue capabilities

Recommendation:

The City should consider deploying another quint/truck company from its fourth fire station in the Chisholm area.

⁵ Imagine Burleson – Comprehensive Plan, 2020 Midpoint Update. Retrieved from: <https://www.burlesontx.com/DocumentCenter/View/22322/Comprehensive-Plan-2020-Midpoint-Update-Burleson-Fire-Department>
 Fire and Emergency Medical Service Staffing Study

PHASE IN STRATEGY

To smooth the fiscal impacts of deploying a new fire station and unit, the City should consider a phased strategy that builds incrementally to the required staffing levels. It is possible that the 5-year future state deployment for Station 4 could consist of one ALS Engine and one ALS Ambulance. This would require 22.62 FTEs by the maximum accrual value multiplier. Although the date this full deployment would be needed is undetermined, the total estimated annual personnel cost by the current pay plan would be around \$2.94mm. However, the City could incrementally onboard staffing that successively addresses both current and emerging needs to smooth out the fiscal impacts as demonstrated in the table below. The estimates take into account the FTEs need for each functional position and their progression through the pay plan.

Table 19: Phase in Strategy for Fourth Station

Fiscal Year	Action	Required Daily Seats	Previously Added Seats	New Daily Seats	New FTE Count	Cumulative FTE Count	Year-over-Year Cost Increase	Annual Totals
FY24	Daily Minimum to 19	2	0	2	7.54	7.54	\$809,578.09	\$809,578.09
FY26	BLS Engine	3	2	1	3.77	11.31	\$690,592.92	\$1,500,171.01
FY27	ALS Engine	4	3	1	3.77	15.08	\$477,160.88	\$1,977,331.89
TBD	BLS Eng and ALS Amb	5	4	1	3.77	18.85	\$463,288.02	\$2,440,619.91
TBD	ALS Eng and ALS Amb	6	5	1	3.77	22.62	\$967,841.38	\$2,945,173.27

As stated in the previous study, recognizing the anticipated mix of land uses, the City should consider a 30-year plus facility that will accommodate housing of at least three major apparatus with associated personnel. This might consist of an Engine, Ladder, and Ambulance deployed from the Station in order to meet the developed level of commercial and high-occupancy risk in the Chisholm area.

Recommendation:

The City should consider a phased strategy that builds incrementally to the required staffing levels for its fourth fire station over the next four (4) fiscal years.

ADMINISTRATIVE ASSESSMENT

The factors relevant to determining the proper level of administrative staffing are as numerous as they are variable and unique to each community. Therefore, the FITCH team assesses the appropriateness of administrative and support staffing by the processes and outcomes of the agency. Administrative equilibrium is achieved when all essential programs, functions and responsibilities are timely and effectively met within the production capacity of the established workforce.

BFD's current organizational structure is reflected below. Based on the current mission and budgeted FTEs, this framework appears consistent with a lean and functional organization. Responsibilities that may often be assigned to 40-hour staff have, by necessity, been taken on by shift personnel. For example, there is no dedicated logistics position, thereby relying on shift personnel to manage the maintenance and compliance items associated with specialty equipment such as PPE, SCBA, hose, and ladders to name a few. Shift personnel also handle quality assurance reviews of EMS and fire calls. In total, there are 10 field personnel handling administrative functions or roles (Table 20). These responsibilities, in addition to the public education and fire inspection duties, reflect a continued push for efficiency as the agency addresses its growing needs in balance with its available resources. However, this reliance on shift personnel also causes concerns that this additional workload may have an unintended negative impact on operational readiness and inhibits planning for future demands related to increased population and call workload.

Figure 2: Current Organizational Chart

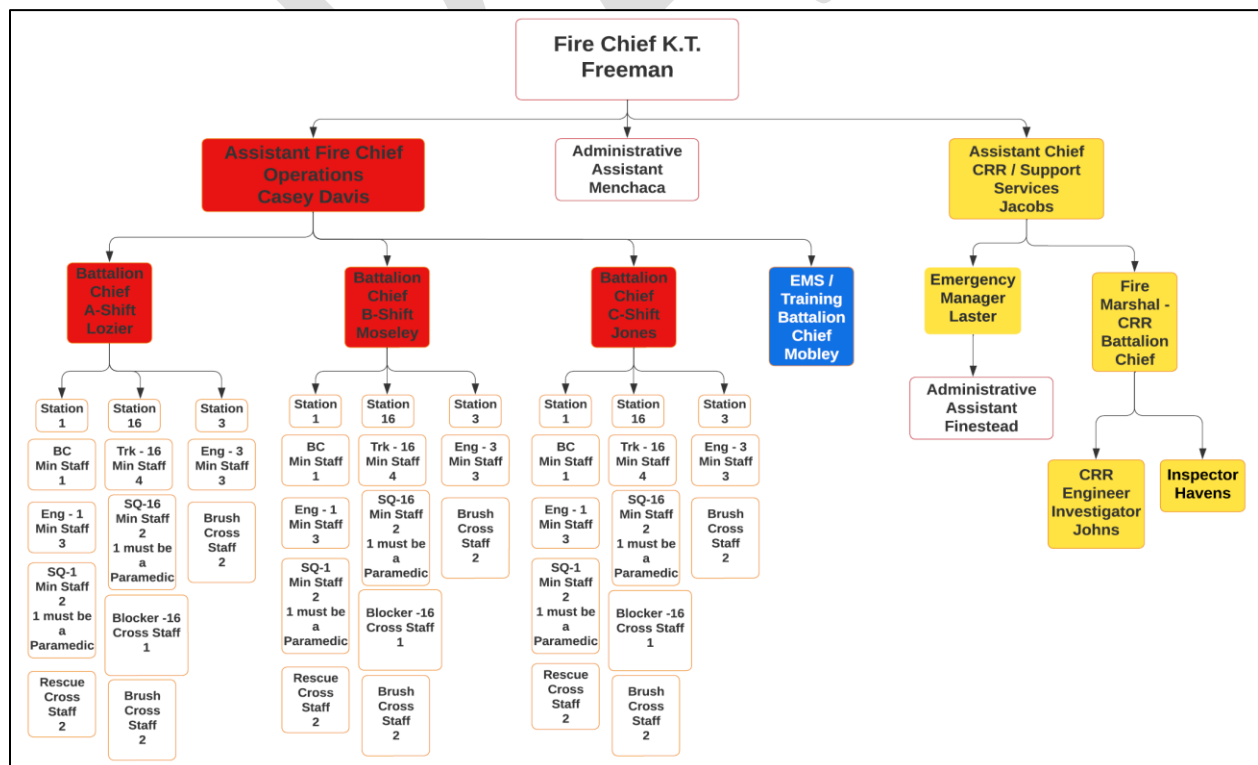


Table 20: Administrative Roles Delegated to Operation Personnel

Administrative Roles Delegated to Operational Personnel	FTE Count
Battalion Chief	3
Compliance for TCFP, DSHS, ISO	1
PPE, SCBA, hose testing, ladder testing, special projects, SLATE software manager	1
Uniforms, Special Projects	1
Lieutenant	5
Assist with ImageTrend truck checks and SIMUSHARE training software	1
Assist with Training	1
IT needs, Radios	1
Manages AED Program for the City	1
Manages ISD fire academy	1
Engineer	1
Assist Training and EMS	1
Firefighter	1
Assist Arson Investigation	1
Grand Total	10

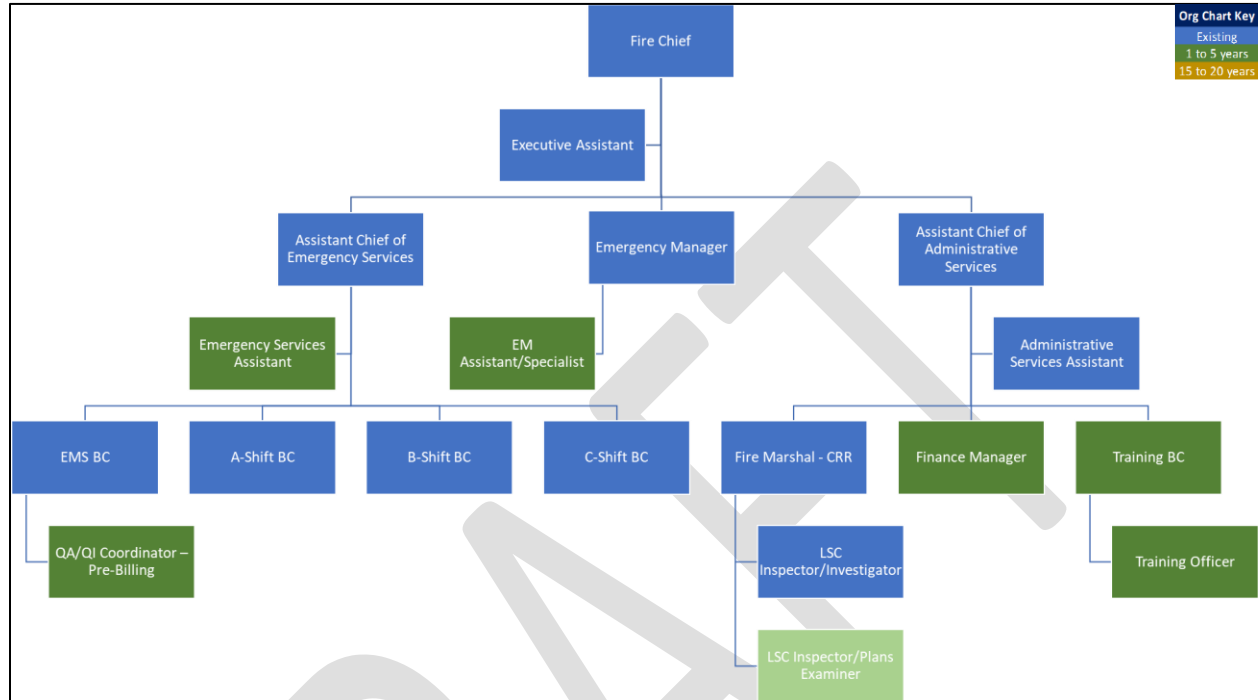
Future Administrative State

The current level of demand on the fire department administration is significant. With anticipation of continued growth, and desire to maintain and enhance community programs, there is a need for administrative capabilities to expand to meet growing demands. Since the earlier study, the department has made some improvements with the addition of an administrative Battalion Chief to oversee EMS and Training as well as an additional Administrative Assistant. Some reporting structures have also been improved to increase operational efficiency. However, with the community's planned growth and the Agency's expanding services and demands, additional administrative capacity should be considered over the next five-year planning period. The following organizational chart (Figure 3) shows a desirable state for the administrative structure five years from now. In total, this proposed structure would add six (6) new positions and one (1) adjusted position. A brief explanation for these changes is provided below.

The City should also consider the mid to long-term administrative needs from a capital expenditure perspective. As the level of administrative staffing expands by necessity, additional work space will be needed. Modern approaches to office space design and layout can also serve to improve operational functionality and efficiency. Thus, the City should evaluate its ability to appropriately accommodate the expanding administrative needs of the Fire Department. Options for adding space to the existing administrative offices, building new administrative offices, or partnering with public safety city-wide to build a shared Public Safety

Complex should be evaluated and prioritized. Smaller to mid-size communities can realize fiscal and operational efficiencies with shared public safety complexes.

Figure 3: Proposed Five-Year Organizational Growth Chart



Recommendation:

Added administrative capacity should be considered over the next five-year planning period which might include up to six (6) new positions and one (1) adjusted position

Recommendation:

The City should evaluate the Fire Department's emerging administrative space needs with options for adding to existing spaces, building new administrative offices, or partnering with public safety citywide to build a shared Public Safety Complex.

ORGANIZATIONAL NOMENCLATURE AND STRUCTURE

As community demands evolve, the mission scope of the fire service expands well beyond its singularly traditional role of fire suppression. However, many agencies have not adopted their organizational terminology or structures to align with the needs and services of the modern-day fire service. Not surprisingly, antiquated nomenclatures contribute to organizational culture clashes as program missions get inadvertently prioritized in level of importance. As agencies expand their EMS roles, much as BFD is, these challenges can become even more pronounced. Thus, agencies following best practices are purposefully aligning their nomenclature and structures to reflect the emerging needs of their communities.

The Agency should consider establishing three major branches directly under the Fire Chief: 1) Emergency Services, 2) Administrative Services, and 3) Emergency Management. Emergency Services would oversee the operational delivery of all community issued service requests. Additional program specialties like EMS, Suppression, or Special Ops would fall under the Emergency Services Assistant Chief and be managed by members of equal rank and authority. This helps to establish an organizational culture inclusive of all services provided by the Agency. Administrative services would be responsible for all of the support and enable functions of the Department under the direction of an Assistant Chief. Finally, Emergency Management would operate directly under the Fire Chief as it facilitates preparedness and response Citywide, dealing largely with other City directors and administrators.

Recommendation:

The Agency should consider establishing three major branches directly under the Fire Chief: 1) Emergency Services, 2) Administrative Services, and 3) Emergency Management.

FINANCE MANAGER

Among the responsibilities of the administrative staff, the duties related to finance and budget are shared among several positions. Additionally, the Department's continued growth and complex operational services such as EMS transport will continue to produce more finance and budget task obligations. With these emerging challenges, the lack of a centralized finance function will add to the operational challenges of accountability and efficiency.

It is recommended that the Department establish a Finance and Budget Manager (FBM) position and centralize all related tasks under their functional area. Ideally, the FBM would be a management level position reporting directly to the Assistant Chief of Administration Services. To illustrate the functionality of this position, their duties might consist of the following:

- Provide support and related supervisory functions to the department in budget formulation and coordination, cost analysis, payroll/personnel and other administrative or fiscally-related activities.
- Oversee financial administration, including journal entries, zero dollar invoices, IGWOs, invoices, and other miscellaneous transactions; conducts financial analysis, including creating, running, and analyzing various department reports and making recommendations/decisions based on data; oversees grant budgeting and reporting.
- Coordinate and assemble departmental budget recommendations; prepare divisional budgets and formulate the Capital Improvements (CIP) and Operating budgets; monitors budget.

- Maintain analyses of budget and CIP expenditures, providing guidance and support in curtailing costs.
- Serve as support to the Assistant Chief for all emergency management activities during disaster or emergency events; coordinate reports and information necessary for reimbursement and tracking of costs related to a disaster or emergency event.
- Manage EMS billing and revenue cycles including billing vendor contracts, performance, and collections. Facilitate process for reimbursement for Certified Public Expenditures (CPE) which helps to cover the gap between the cost of service delivery and Medicaid reimbursement.

Observation:

The Department's continued growth and complex operational services such as EMS transport will continue to produce more finance and budget task obligations, which will add to the operational challenges of accountability and efficiency.

Recommendation:

The Department should consider establishing a Finance and Budget Manager (FBM) position and centralize all related tasks under their functional area.

EMS CHIEF AND QUALITY ASSURANCE/IMPROVEMENT

The Department recently added an Administrative Battalion Chief that is tasked with overseeing the Training and EMS programs. A core responsibility of EMS program oversight is the Quality Assurance and Quality Improvement (QA/QI) process. Currently, this responsibility is distributed among company level personnel. These personnel are responsible for performing the primary QA review for all Patient Care Reports (PCRs) originating from their shift. The QA program does not necessarily have a goal driven strategic approach other than attempting to review 100% of all patient care records. However, their review is purely clinical and not designed to provide a pre-billing review.

The current QA process creates several challenges for the organization that will become more significant when the Agency begins their transport services. The decentralized approach of using company personnel unavoidably creates an inconsistent level of QA. While much QA is objective, there is also a subjective component to every PCR and therefore, every evaluator provides a variable level of QA scrutiny. Collaterally, this inconsistency stifles the QI portion since a consistently applied expectation is an essential tenet for improvement. Additionally, the EMS Chief could be inordinately tasked with filling the gaps on the QA process. This takes away from

the Chief's ability and responsibility, to provide strategic and proactive leadership to the program. For instance, the EMS Chief should be able to focus on directing QI efforts in response to the QA process. Without capacity for a robust QI process, the efforts of the QA process are not fully leveraged.

It is recommended that Agency establish and staff a full-time Quality Assurance Coordinator position. This position would be responsible for all clinical QA and pre-billing for all PCRs. This would establish a centralized and therefore consistent process for QA subsequently increasing the rate of QI. By handling QA and pre-billing, the QA Coordinator liberates the EMS chief to focus on EMS program leadership, Quality Improvement, and performance compliance. This will serve to shore up collections, clinical efficacy, and full leveraging of EMS performance measures. This will also enable the Agency to provide a focused QI program that is grounded in an analysis of current performance. The QI program should be designed so that it provides the necessary training and education to promote improvement in addition to monitoring for change. This would manifest itself through the development of an EMS training plan that is folded into the Agency's overall Training Plan.

Additionally, as the EMS program grows, the Agency should monitor the capacity of the EMS/Training Chief to effectively oversee both program areas. At the full potential deployment of resources over the next five years, the Agency could likely validate the need for dedicated Training program oversight.

Observation:

The Agency presently engages in QA efforts with the dedicated commitment of company level personnel.

Observation:

The current process of administering the QA program lends itself to inconsistent paramedic evaluation, gaps in clinical evaluation, and the potential to negatively impact EMS transport revenues.

Recommendation:

It is recommended that Agency establish and staff a full-time Quality Assurance Coordinator position to be responsible for clinical QA and pre-billing for all PCRs.

Recommendation:

The Agency should monitor the capacity of the EMS/Training Chief to effectively oversee both program areas with the understanding that a dedicated Training Chief position will likely be needed over the next five years.

PLANS EXAMINER

The Fire Marshal's responsibility is largely focused on the enforcement of fire prevention codes and fire safety education for the public. This is accomplished by conducting new development site plan reviews, building construction plan reviews, performing inspections of schools, businesses, and other public assembly venues within the city, delivering fire safety programs, and investigating fire-related criminal acts. However, building plan reviews for fire alarm and fire protection sprinkler systems must be reviewed by outside consultants. Given the substantial scope of the City's emerging development, it would be prudent to ensure the Agency can provide the full scope of plans review services in-house. Initially, this could be accomplished by credentialing one of the existing Inspectors to perform plans reviews. The Agency would then be well positioned to establish a dedicated Plans Review position when the demand for services would warrant it. Often, these thresholds are established by evaluating the Agency's ability to keep pace with adopted inspection cycles and plans review performance metrics.

Recommendation:

The Agency should strive to provide the full scope of plans review services in-house by initially credentialing an existing Inspector to perform plans reviews and eventually transitioning to a dedicated position based on a set of adopted performance metrics.

ADMINISTRATIVE ASSISTANTS

As the Agency grows, leadership will face more complex and labor-intensive challenges. To ensure the command structure has the capacity for strategic leadership through intensive periods of growth, the City should consider establishing Administrative Support for each major branch of the Department. The purpose is to ensure the leadership team does not get bogged down with the administrative and clerical work of their program areas. Increasing clerical demands are inevitable as the agency expands its services and deployment. As demonstrated earlier, a good portion of administrative support is provided by company level personnel. While effective for the Agency's current stake, this strategy will struggle to keep pace with the future demands of the organization as a four or five station fire department providing ALS transport services.

Recommendation:

To ensure the command structure has the capacity for strategic leadership through intensive periods of growth, the City should consider establishing Administrative Support for each major branch of the Department.

TRAINING OFFICER

The establishment of an EMS/Training Chief position in November of 2022 was essential to meet the growing demands of the department. However, by the end of 2027, Burleson Fire Department could be a four station all hazards emergency services department with close to 80 line-level personnel. This approximately 38% increase in personnel will significantly increase the demands on the training program. The program will need to deliver sufficient in-service training for incumbent personnel to meet ISO requirements, train new personnel to meet growing deployment needs, expand EMS training for the Transport program, and facilitate promotional processes and professional development for the growing number of leadership positions. Thus, the City should consider adding a Training Officer, reporting directly to the Training Chief, as part of its fourth station expansion plans.

Observation:

The Agency is likely to experience substantial increases on the demands of the training program over the next five years, including an increases in personnel of nearly 38%.

Recommendation:

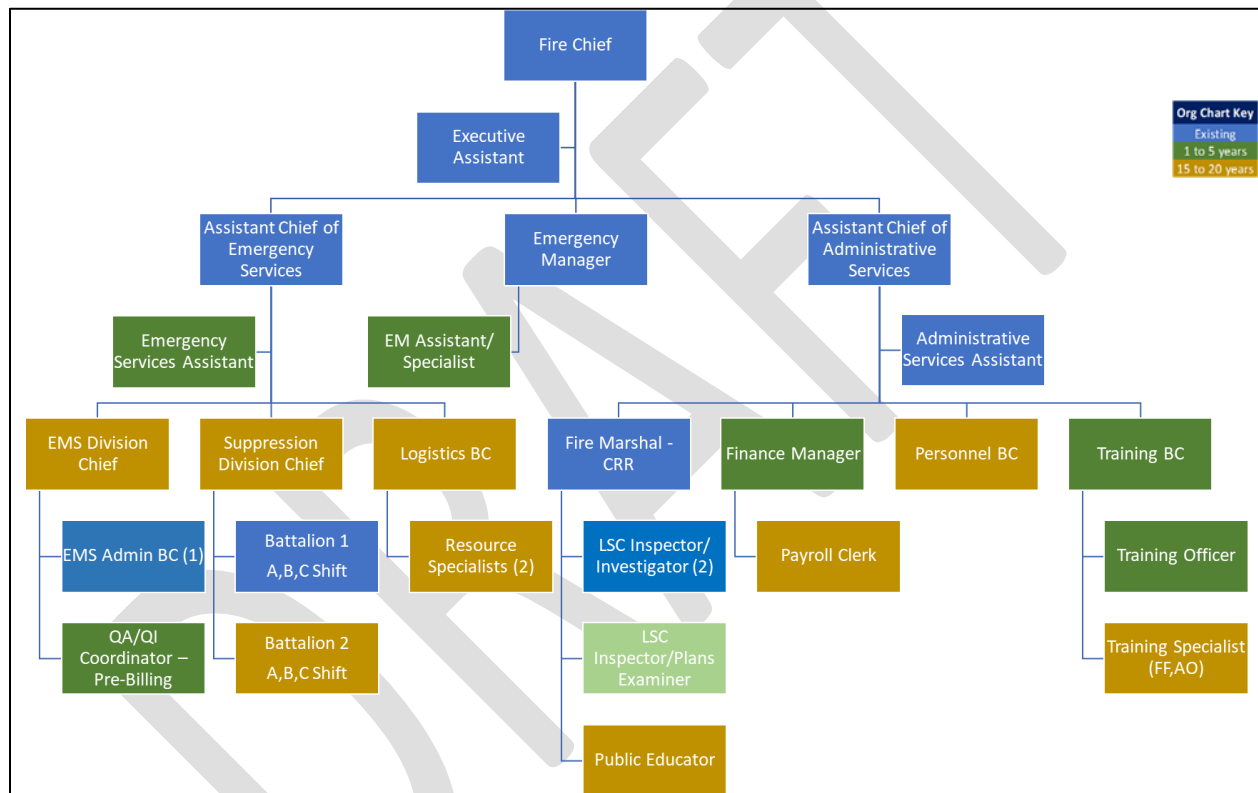
The City should consider adding a Training Officer position, reporting directly to the Training Chief, as part of its fourth station expansion plans.

Long-Range Administrative Projection

To help inform long-range capital and fiscal planning, the Agency asked FITCH to develop a prospective long-range administrative structure. The outlook is focused on how the organization might be structured 15 to 20 years from the present. The Agency provided the deployment assumptions that served as the basis for the prospective administration based on their own estimates of development, populations, and demand growth within the community over the same period. These assumptions are provided in the Table below. The subsequent administrative structure (Figure XX) reflects industry standards for the appropriate level of administrative function and support to effectively operate the organization as posited.

Table 21: BFD Provided Long-Term Deployment Assumptions

Location	Seats per Unit					Total Seats	FTE Count
	Engine	Truck	Ambulance	BC	Light/Air		
Station 1	3	4	2		1	10	37.7
Station 16	3	4	2	1		10	37.7
Station 3	3		2			5	18.85
Station 4	3	4	2	1		10	37.7
Station 5	3		2			5	18.85
Totals						40	150.8

Figure 4: Prospective 15-20 Year Organizational Growth Chart

EMERGENCY SERVICES DIVISIONS

The two primary functions of the Emergency Services branch are the delivery of EMS and suppression services. With 16 front-line units and 150 firefighters, the associated geography, demand, and scale would need focused oversight. Thus, two divisions would form, each under the direction of a Division Chief. The equal ranks help reserve the equality of import for each function while the elevated rank supplies the necessary hierarchy to direct training needs and operational oversight. The current EMS BC position becomes a deputy to the EMS Division Chief providing succession planning and development while producing essential administrative

capacity in support of daily operations. This helps to ensure the EMS Division Chief can focus on executive level EMS management, strategy, and leadership functions.

LOGISTICS SECTION

An agency with six fixed facilities, 16 front-line apparatus, and 150 firefighters will require significantly more logistical support than the current state. This section will oversee facility maintenance and repair; apparatus maintenance, repair, and replacement; procurement and distribution of consumable EMS supplies; procurement and distribution of capital equipment; critical inventory maintenance; NFPA compliant care for personal protective equipment (PPE); and management of purchasing agreements and contracts. The second Resource Specialist would be added based on demand and capacity when needed.

PERSONNEL SECTION

The personnel section would be responsible for all of the human resource functions of the agency including recruitment, hiring, promotional testing, professional standards, and credentialing. The rate of hiring and promotion will increase exponentially from the present state. Additionally, 150 line personnel will produce a consistent stream of professional standards work for the agency. At this scale, the work could no longer be managed by the Administrative Services Chief.

FINANCE SECTION

Fire Rescue organizations have complicated payrolls related to atypical schedules, industry specific Fair Labor Standards Act (FLSA) requirement, and specialty pays related to roles and functions. Agencies with 150 or more personnel benefit from focused payroll personnel to ensure compliance and fidelity with all applicable regulatory and policy elements related to compensation.

COMMUNITY RISK REDUCTION SECTION

Community risk reduction is arguably the most important function of a public safety agency. The ability of the agency to prevent an emergency is linked to its ability to keep pace with the community's risk profile. As the community grows, two key factors require focus: 1) the cyclic life safety code enforcement cycle should be closely monitored to ensure inspectable properties are reviewed within the adopted cycle, and 2) proactive community risk reduction activities should be administered through a dedicated public education program. At the proposed agency scale, dependency solely upon line level resources becomes untenable. Thus, a dedicated Public Educator can direct strategic efforts which contribute to risk reduction and the Agency's ISO classification level. A second life safety code inspector should be added when the Agency can no longer keep pace with adopted inspection cycle.

TRAINING SECTION

As the Agency grows to potentially deploy 150 firefighters, the principles provided with the near-term administrative expansion are amplified. An approximately three-fold increase in personnel will significantly increase the demands on the training program. The program will need to deliver sufficient in-service training for incumbent personnel to meet ISO requirements, train new personnel to meet growing deployment needs, sustain EMS training for the Transport program, and facilitate promotional processes and professional development for the growing number of leadership positions. Thus, the section will likely need an addition position to meet the increased demand.

SUMMARY OF RECCOMENDATIONS

Recommendation:

The agency should conduct a detailed study of the Worker's Compensation utilization within the fire department to identify drivers and potential remedies.

Recommendation:

The City should consider implementing additional overtime pay codes to better track the use and drivers of overtime within the agency.

Recommendation:

The City should consider implementing a cap for the accrual of sick leave and a policy to define and govern the abuse of sick leave that's based on the frequency and amount of use.

Recommendation:

The Agency should consider alternative strategies related to the use of Holiday time for leave to provide greater flexibility when evaluating the need to add additional vacation slots to each shift

Recommendation:

To Agency should consider increasing the FTE allotment to a level that is not dependent on vacancy OT to meet daily minimum staffing needs.

Recommendation:

The Agency should consider utilizing one of the two alternative staffing multiplier methodologies presented in this section to stabilize the deployment model and reduce vacancy OT while enabling a more programmatic and foreseeable fiscal liability.

Recommendation:

Given the potential future fiscal constraints, it is recommended that the department invests in deployment that enhances availability, response time, and system resiliency which would provide a greater system benefit than adding additional costs to existing resources.

Recommendation:

The City should consider deploying another quint/truck company from its fourth fire station in the Chisholm area.

Recommendation:

The City should consider a phased strategy that builds incrementally to the required staffing levels for its fourth fire station over the next four (4) fiscal years.

Recommendation:

Added administrative capacity should be considered over the next five-year planning period which might include up to six (6) new positions and one (1) adjusted position.

Recommendation:

The City should evaluate the Fire Department's emerging administrative space needs with options for adding to existing spaces, building new administrative offices, or partnering with public safety citywide to build a shared Public Safety Complex.

Recommendation:

The Agency should consider establishing three major branches directly under the Fire Chief: 1) Emergency Services, 2) Administrative Services, and 3) Emergency Management.

Recommendation:

The Department should consider establishing a Finance and Budget Manager (FBM) position and centralize all related tasks under their functional area.

Recommendation:

It is recommended that Agency establish and staff a full-time Quality Assurance Coordinator position to be responsible for clinical QA and pre-billing for all PCRs.

Recommendation:

The Agency should monitor the capacity of the EMS/Training Chief to effectively oversee both program areas with the understanding that a dedicated Training Chief position will likely be needed over the next five years.

Recommendation:

The Agency should strive to provide the full scope of plans review services in-house by initially credentialing an existing Inspector to perform plans reviews and eventually transitioning to a dedicated position based on a set of adopted performance metrics.

Recommendation:

To ensure the command structure has the capacity for strategic leadership through intensive periods of growth, the City should consider establishing Administrative Support for each major branch of the Department.

Recommendation:

The City should consider adding a Training Officer position, reporting directly to the Training Chief, as part of its fourth station expansion plans.



City Council Special Meeting

DEPARTMENT: Police

FROM: Billy J. Cordell, Chief of Police

MEETING: July 6, 2023

SUBJECT:

Receive a report, hold a discussion, and give staff direction regarding operational overview of the Burleson Police Department and proposed FY23/24 budget. (*Staff Presenter: Billy J. Cordell, Chief of Police*)

SUMMARY:

The Burleson Police Department is committed to providing a high level of service to those that live, work, and visit the City of Burleson. This report provides an overview of BPD to include crime statistics, departmental initiatives, staffing, and budgetary request for FY 23/24.

OPTIONS:

Not Applicable

RECOMMENDATION:

Not Applicable

PRIOR ACTION/INPUT (Council, Boards, Citizens):

Not Applicable

FISCAL IMPACT:

Not Applicable

STAFF CONTACT:

Billy J. Cordell
Chief of Police
bcordell@burlesontx.com
817-426-9912



Burleson Police Department

State of the Department 07.06.2023

Chief Billy J. Cordell



Overview

Organization Overview

Policing Initiatives

2022 year in review

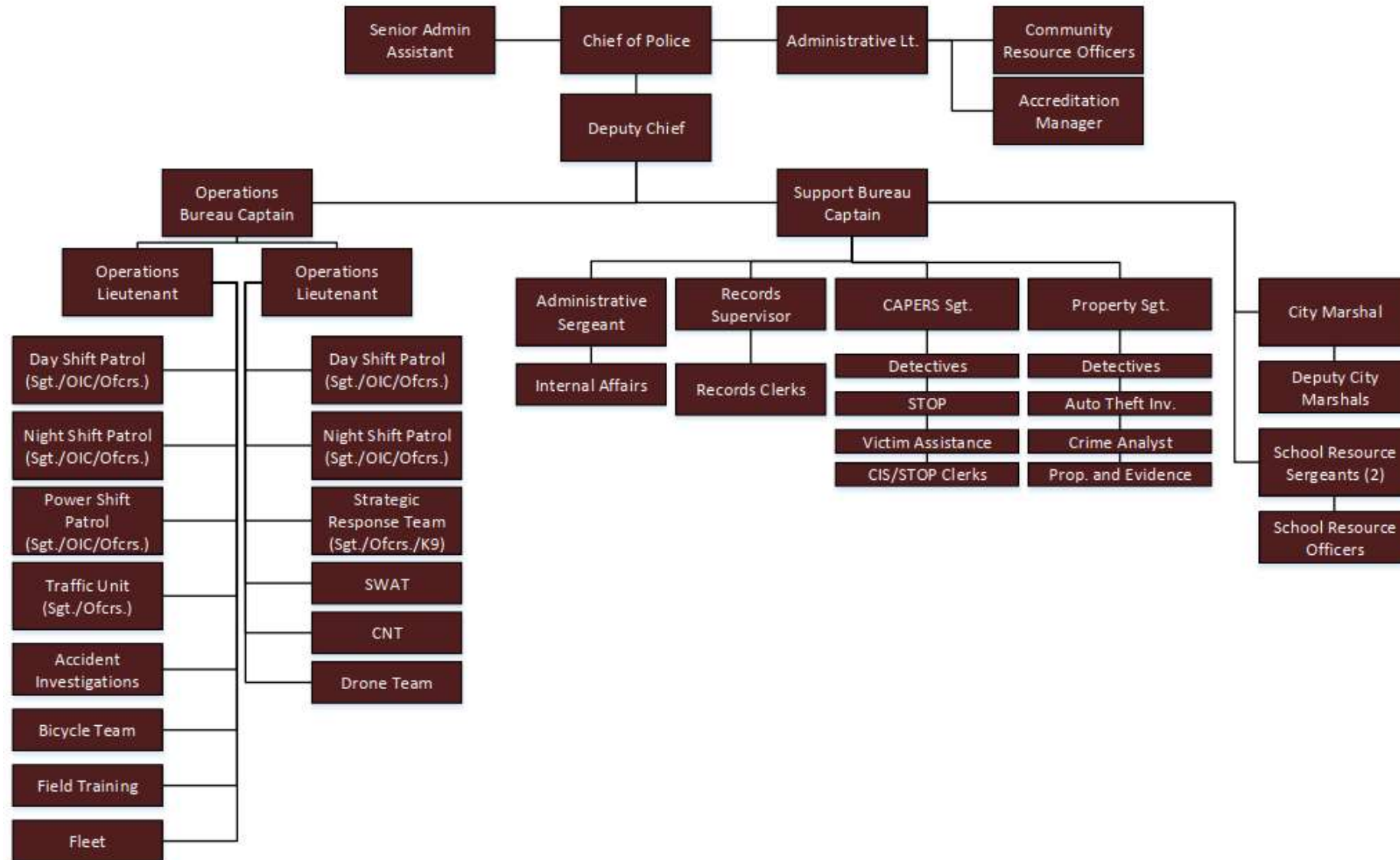
Matrix Study

- Budget

- Police Facility

WEAREBPD

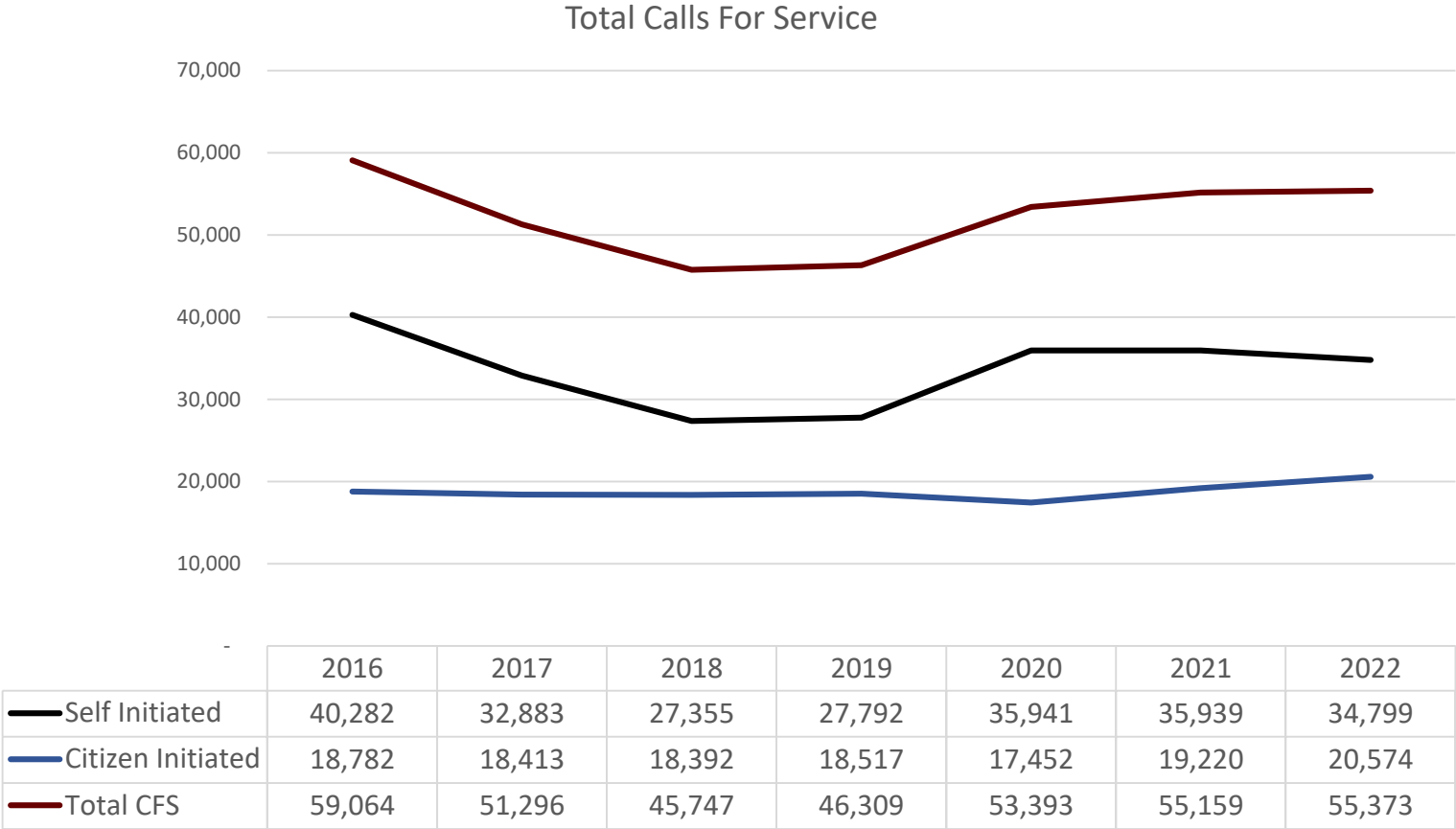
Burleson Police Department Organization Chart



A Change of the Times: The Shift in Philosophy

REACTIVE → PROACTIVE

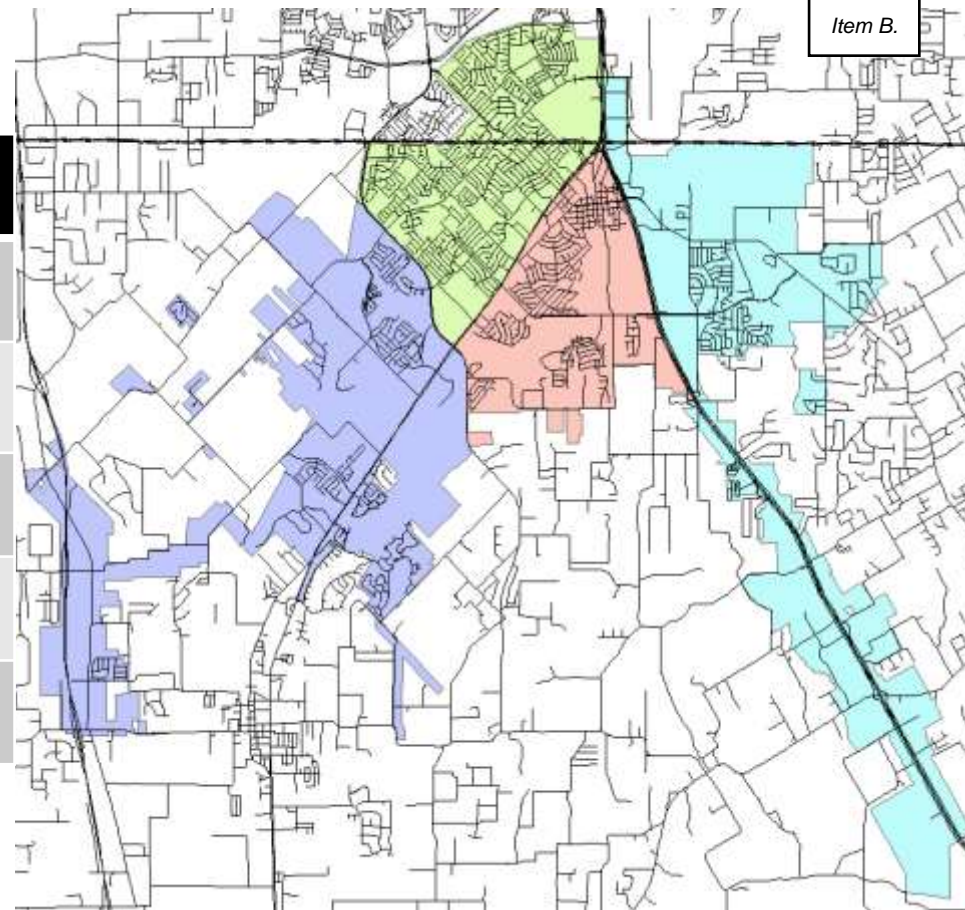
Calls for Service 2016-2022



Traffic Statistics

January – December 2022 and 1 st Quarter 2023				
	2022	2021	% Change from Previous Year	1 st Quarter 2023
Traffic Stops	18,541	17,164	8.0%	4,594
Citations	7,152	7,016	1.9%	1,496
January – December 2022 and 1 st Quarter 2023 (Selected Offenses)				
Accidents	2022	2021	% Change from Previous Year	1 st Quarter 2023
Fatality	5	3	66.7%	0
Incapacitation	28	22	27.3%	5
Total Accidents	897	861	4.2%	230

	Priority Calls	Priority One Calls
City Wide		
Call received to Dispatched	1:29	2:47
Dispatch to on-scene	5:22	5:16
Call received to on-scene	6:51	8:03



Districts and Response Times 2022

Crimes Against Persons

January – December 2022 and 1st Quarter 2023 (Selected Offenses)

Offense	2022	2021	% Change from Previous Year	1 st Quarter 2023
Murder/ Manslaughter	1	2	-50%	0
Sex Offenses	60	46	30.4%	11
Assaultive Offenses	483	476	1.5%	111
<i>Aggravated</i>	86	73	17.8%	23
<i>Simple</i>	372	365	1.9%	79
<i>Intimidation</i>	25	38	-34.2%	9
TOTAL	546	529	3.2%	125

Crimes Against Property

January – December 2022 and 1st Quarter 2023 (Selected Offenses)

Offense	2022	2021	% Change from Previous Year	1 st Quarter 2023
Robbery	7	8	-12.5%	0
Burglary	52	52	0.0%	16
Theft Offenses	560	689	-18.7%	131
<i>BMV</i>	<i>108</i>	<i>210</i>	<i>-48.6%</i>	<i>27</i>
Auto Theft	52	84	-38.1%	25
Vandalism	104	174	-40.2%	38
TOTAL	1068	1383	-22.8%	286

Criminal Investigations

Criminal Investigations

January – December 2022

Persons Offenses/ Clearance Rate		
Arrest/Exception	261	41.1%
Unfounded	87	13.7%
Suspended/Closed	256	40.3%
Active	13	2.0%
Warrant	18	2.8%
Total	635	100.0%

Property Offenses/ Clearance Rate		
Arrest/Exception	185	19.3%
Unfounded	54	5.6%
Suspended/Closed	705	73.4%
Active/Warrant	3	0.3%
Warrant	13	1.4%
Total	960	100.0%



Strategic Response Team (SRT) Stop the Offender Program (STOP)

Strategic Response Team

January - December 2022

Item B.

TEAM HIGHLIGHTS

- Proactive Investigations
- Significant Arrests
- Major Drug Arrests
- Undercover Operations

ARREST STATS	QUANTITY
Physical Arrests	263
Felony Warrants	232
Misdemeanor Warrants	110
Class C Warrants	63
Felony On View Cases	80
Misdemeanor On View Cases	39
Class C Instantner	9

SEIZURE STATS	QUANTITY
Marijuana Ounces	3977.4
Cocaine Grams	5.2
Meth Grams	425.1
Heroin Grams	3.1
Other Drugs (THC Wax and Carts, Ecstasy, Prescription Pills)	42 DU
US Currency Seized	\$6,752.00
Illegal Firearms Seized	9
Recovered – Stolen Property	\$63,448.00

Strategic Response Team- *Highlights*

Item B.



- A SRT operation in West District led to multiple arrests related to drugs and weapons violations.
- SRT conducted several joint investigations with internal and surrounding agencies:
 - SRT and Auto Theft investigations led to the seizure of 240 pounds of marijuana, recovery of a stolen vehicle, and several arrests
 - SRT / STOP / DEA joint fentanyl investigation led to the seizure of approx. 195g of fentanyl, 107g of THC, 77 oz of marijuana, 24g of meth, \$37k, 3 vehicles and 8 guns. 3 suspects are in Federal Custody.
 - SRT/STOP/JCSO- JCSO murder investigation. SRT/STOP effected the arrest
 - SRT/CIS-Prolific interstate burglary of motor offender arrested



Strategic Response Team

Since the inception of SRT in October of 2018 through May 2023:

- Physical Arrests: 935
- Felony Warrant Arrests: 726
- Misdemeanor Warrant Arrests: 375
- Felony on-view: 410
- Misdemeanor On-View: 158
- Narcotics Seizures:
 - Marijuana: 296.3 Pounds
 - Cocaine: 10.4 Kilograms (Kilo=2.2 pounds)
 - Methamphetamine: 23.1 Kilograms
 - Heroin: 24.7 Kilograms
- Approximate Recovered Stolen Property Value: **\$522,933.04**

STOP Special Crimes Unit

January - December 2022

Item B.

SEIZURE STATS (Select Offenses)	QUANTITY	Units
Methamphetamine	54,355.55	grams
Cocaine	362.93	grams
THC wax/oil	975.05	grams
Fentanyl	2,048.51	grams
K2/Synthetic Cannabinoids (suspected)	506.7	grams
RX Pills	1,576.5	dosages
TOTAL STREET VALUE (All Narcotics Seized)	\$6,487,869.15	
Guns	51	
Currency	\$216,503.72	

STATISTICS	QUANTITY
Felony Charges	146
Misdemeanor Charges	14
Arrests	53
Search Warrants	21

2022 TEAM HIGHLIGHTS

6 Investigators

- Largest crystal methamphetamine seizure in STOP's history totaled 22.4 kilos (49.28 pounds)
- Defendants prosecuted federally received a total of 120 years.
- STOP assisted in 5 murder investigations resulting in the arrests of 9 subjects.
- STOP assisted in multiple overdose and overdose death investigations resulting in the arrests of 10 subjects.

STOP *Highlights*



- January 2022-Federal Search Warrant w/ HSI (Homeland Security Investigations)
 - 111 grams of methamphetamine, 110 grams of fentanyl, as well as cocaine, heroin, and counterfeit Xanax
- February 2022-MDMA Investigation w/ HSI
 - 7.1 kilos of MDMA tablets tied into an international drug trafficking ring from Europe
- March 2022-Counterfeit Oxycodone (Perc 30) Investigation
 - 194 grams of fentanyl pills, as well as Marijuana, THC, methamphetamine, and counterfeit Xanax
 - \$29,000 in US currency, 9 firearms (1 stolen) and 3 vehicles seized
 - 5 arrests- 3 suspects to have federal charges
- March-December 2022-Methamphetamine Investigation
 - **Over 34,000 grams (34 kilos or 75 pounds) of methamphetamine,** \$120,000 in US currency, 21 firearms and 8 vehicles seized
 - 12 arrests with 9 suspects receiving federal charges

STOP *Highlights*

- June 2022

- Federal Search Warrant w/ HSI and TXDPS
 - 6,500 grams of methamphetamine, 1,500 grams of fentanyl, and 65 pounds of marijuana

- July-August 2022

- Counterfeit Oxycodone (Perc 30)/Cocaine Investigation
 - 18 grams of fentanyl pills and 32 grams of cocaine
 - Methamphetamine, marijuana, THC, counterfeit Xanax, and psilocybin mushrooms
 - \$22,000 in US currency and 5 guns seized and 2 arrests made

- July-September 2022

- Cocaine Investigation occurring in a Drug Free Zone
 - 316 grams of cocaine, \$69,000 in US currency, 22 guns seized, and 1 arrest

- December 2022

- Texas DPS Assist
 - 11,729 grams (11.72 kilos or 25.85 pounds) of methamphetamine





DAVID ALLEN DEVANEY, SR.
JOSHUA, TEXAS



FRANCISCO ADRIAN MEJIA
MISSION, TEXAS



SAINT DANIELS DUNLAP
IRVING, TEXAS

One Common Goal



DAVID ALLEN DEVANEY, JR.



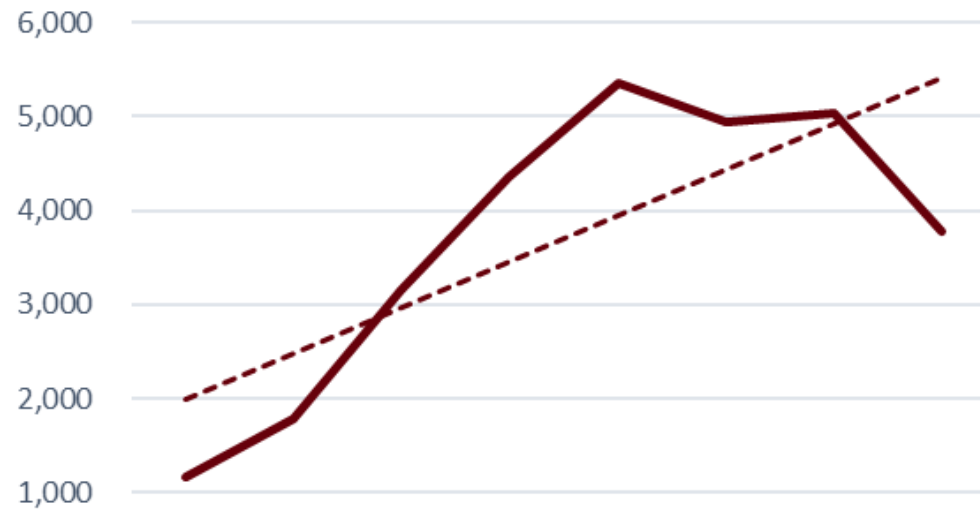
DAVID MATTHEW DEVED



GUSTAVO HERNANDEZ



Pieces of Evidence



	2015	2016	2017	2018	2019	2020	2021	2022
— Pieces of Evidence	1,169	1,785	3,164	4,356	5,347	4,949	5,033	3,783

Property & Evidence

Property/ Evidence Capacity

- Drug Room—Approximately 100% Capacity
- Blood Fridge—Approximately 90% Capacity
- Gun Room—Approximately 90% Capacity
- Safekeeping—Approximately 85% Capacity
- Sexual Assault Room—Approximately 75% Capacity
- General Storage—Approximately 60% Capacity
- Service Center Lot—Approximately 80% Capacity
- Service Center Storage Building—Approximately 20% Capacity



Police Records 2022 Totals

Case review- 4,778

- Records reviews every criminal case
- Records organizes all case packets for detectives
- Pull all audio and video for the cases under Brady

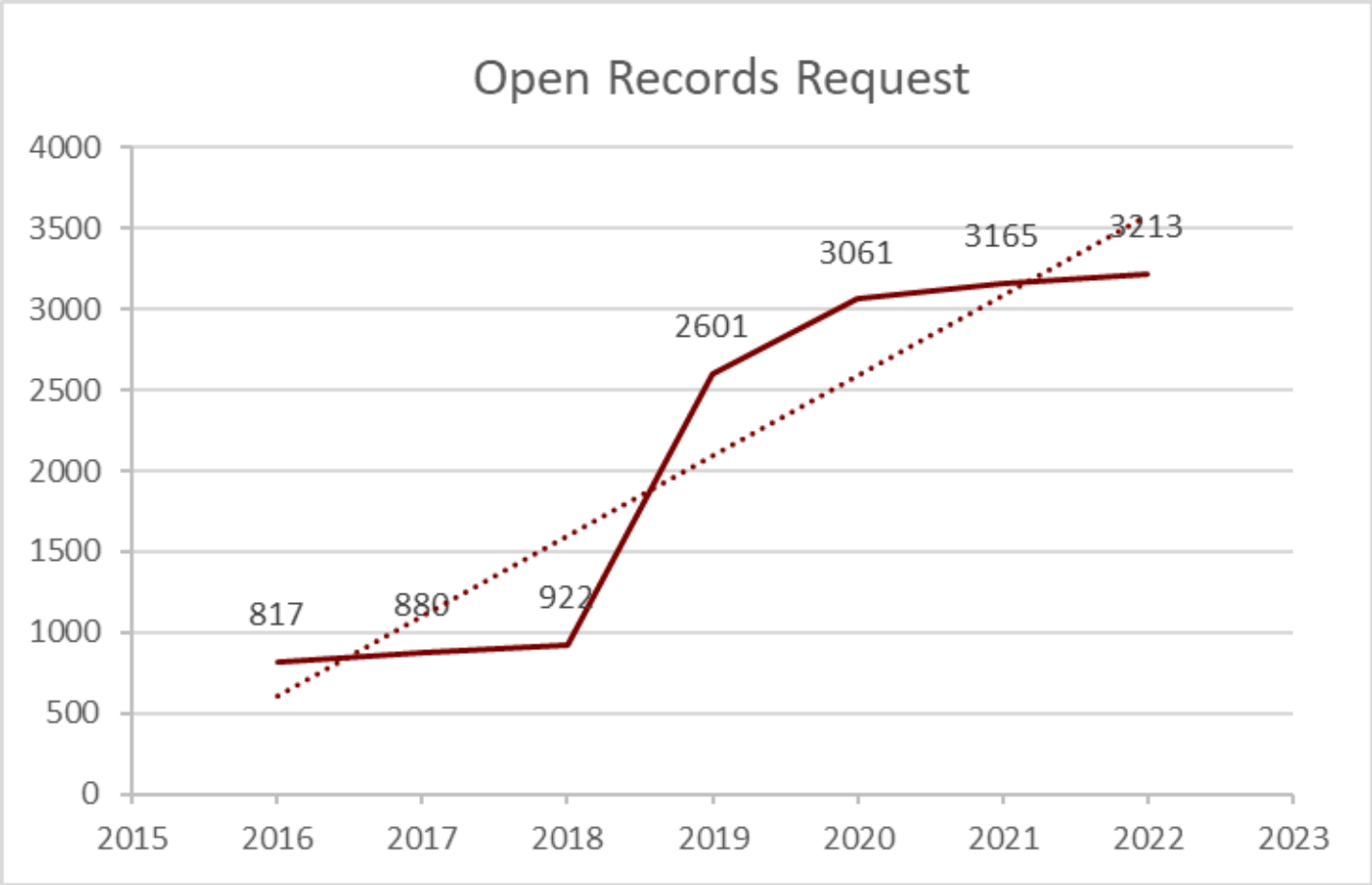
Final case disposition- 4,274

Open records requests- 3,213

Racial profiling data- Quarterly

Item B.

Open Records Requests-PD



Community Engagement



Item B.





Volunteers



SCAN ME

Transparency



The Commission on Accreditation for Law Enforcement Agencies (CALEA)

Training



Item B.





NOW HIRING

Written test waived for
TCOLE certified applicants
Relocation assistance

\$10,000 **HIRING INCENTIVE**

STARTING PAY ADDED BY YEARS OF EXPERIENCE
2-3 YEARS: \$77,250 4-5 YEARS: \$79,507 6-7 YEARS: \$81,854
8-9 YEARS: \$84,104 10 YEARS OR MORE: \$86,945
SPECIAL PAY: EDUCATION | CERTIFICATION | BI-LINGUAL | LONGEVITY

WHY BPD?

- 40% pay increase over previous 3 years
- 20 new positions added in last 3 years
- Tuition reimbursement
- 20 years THRS 3-to-5 Retirement
- Fast growing department and community
- Community and City Council Support
- Investment in police facilities and equipment

SPECIALIZED UNITS

- SWAT
- Traffic Unit
- Negotiator
- LAS (Laser) Program
- Strategic Response Team (SRT)
- Accident Investigations
- In-hood Response Officer (IROO)
- Criminal Investigations
- Community Response Officer

WWW.BURLESONTX.COM/JOINBPD

Questions or want to speak to a recruiting officer, email us at HR@burlesontx.com

Recruitment and Retention

- Salary
- Hiring Incentives
- Recruitment Initiatives
- Peer Board
- Mentorship Program
- Retention Initiatives

NOW HIRING

VETERANS WELCOME

COLLEGE CREDITS WAIVED
RELOCATE TO TEXAS
NO EXPERIENCE REQUIRED

\$75,000 **\$2,500** **HIRING INCENTIVE**

STARTING SALARY FOR OFFICERS

RECRUIT PAY: \$65,128 YEAR THREE: \$79,507 YEAR FIVE: \$84,413
INCENTIVE PAY: EDUCATION | CERTIFICATION | BI-LINGUAL | LONGEVITY

ABOUT BPD

INCENTIVES

- Entry bonus waived for TCOLE certified applicants
- 20 years THRS 3-to-5 Retirement
- Tuition reimbursement
- 20 years THRS 3-to-5 Retirement

ALLOWED

Recruit Salary

SPECIALIZED UNITS

- SWAT
- Traffic Unit
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- Community Response Officer

PROVIDED

Uniforms, Load bearing vests, Taser

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NOW HIRING

POLICE OFFICERS

COLLEGE CREDITS WAIVED
RELOCATE TO TEXAS
NO EXPERIENCE REQUIRED

\$75,000 **\$2,500** **HIRING INCENTIVE**

STARTING SALARY FOR OFFICERS

RECRUIT PAY: \$65,128 YEAR TWO: \$77,250 YEAR THREE: \$79,507
YEAR FOUR: \$81,854 YEAR FIVE: \$84,413
INCENTIVE PAY: EDUCATION | CERTIFICATION | BI-LINGUAL | LONGEVITY

ABOUT BPD

INCENTIVES

- 40% pay increase over previous 3 years
- Entry bonus waived for TCOLE certified applicants
- 20 years THRS 3-to-5 Retirement
- Growing from 20 new police positions added in the last 3 years

ALLOWED

Recruit Salary

SPECIALIZED UNITS

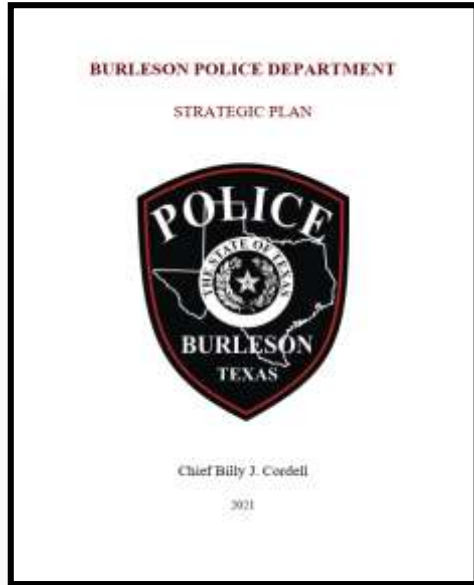
- SWAT
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- Community Response Officer

PROVIDED

Uniforms, Load bearing vests, Taser

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- In the summer of 2022, the City contracted a staffing and facility needs study through the Matrix Consulting Group
- Matrix evaluated:
 - Current operations and organizational structure
 - Staffing needs with a 20-year projection
 - Space needs for future facility
 - Equipment needs
 - Patrol allocation model

Matrix Study Recommendations

Sworn Staffing Projections							
	Authorized	Rec.	2028	2033	2038	2043	+/- 20YR
Office of the Chief	3	3	3	3	3	3	0
Operations Bureau	49	49	55	62	70	78	+29
Support Bureau	37	42	47	51	58	64	+27
Total	89	94	105	116	131	145	+56

Civilian Staffing Projections							
	Authorized	Rec.	2028	2033	2038	2043	+/- 20YR
Office of the Chief	2	2	2	2	2	2	0
Operations Bureau	0	0	0	0	0	0	0
Support Bureau	10.5	11.5	13.5	150	17.5	18.5	+8
Total	12.5	13.5	15.5	17.0	19.5	20.5	+8

Matrix Study Recommendations

- Sworn staffing and resource allocation recommendations
 - Immediate recommended staffing:
 - 1- Support lieutenant
 - 2- detectives (1- Crimes Against Persons Unit and 1- Property Crimes Unit)
 - 1- STOP Investigator
 - 1- Deputy marshal
 - 5.1% overage of patrol staffing (approximately 3 FTE) to account for turnover
 - Reclassify three existing patrol officer positions to three Officer in-Charge positions– **Completed**
 - Reclassify one school resource officer obtained during FY22-23 to sergeant– **Completed**
 - **Total immediate recommended staffing: 8 FTE**
 - Immediate recommended resource allocation:
 - Complete an analysis of calls for service and proactive time to reallocate patrol staffing to allow for higher levels of proactive time
 - A thorough analysis was completed. Through full departmental involvement and gathered input, BPD will be moving to a 12/10 hour hybrid staffing model. This will greatly increase staffing levels across all shifts and allows for maximized proactive time allocation for patrol officers– **Completed and went into effect on June 12, 2023**

Proactivity by Hour and Weekday (Current)

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Overall
2am–6am	63%	73%	80%	81%	79%	80%	77%	76%
6am–10am	62%	45%	57%	54%	60%	41%	55%	61%
10am–2pm	27%	22%	24%	38%	36%	2%	14%	24%
2pm–6pm	34%	16%	25%	36%	23%	3%	37%	30%
6pm–10pm	22%	32%	42%	42%	35%	19%	26%	31%
10pm–2am	49%	72%	75%	72%	67%	57%	45%	64%
Overall	46%	47%	53%	56%	52%	37%	45%	48%

Proactivity by Hour and Weekday (Proposed)

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Overall
2am–6am	62%	72%	79%	80%	78%	79%	76%	75%
6am–10am	64%	47%	59%	54%	60%	44%	55%	55%
10am–2pm	64%	62%	63%	70%	69%	52%	58%	62%
2pm–6pm	54%	42%	49%	54%	48%	33%	56%	48%
6pm–10pm	52%	58%	64%	64%	59%	50%	54%	57%
10pm–2am	40%	64%	66%	63%	56%	45%	28%	52%
Overall	56%	57%	62%	64%	61%	49%	55%	57%

Staffing Reallocation

Staffing Reallocation

- 12/10 hour shift hybrid model
 - 12 hour shifts are rotating, allowing for a three-day weekend (Friday-Sunday) every other weekend
 - **Days A/B (0600-1800)**
 - 1- Sergeant per shift
 - 1- OIC per shift
 - 6- Officers per shift
 - **Nights A/B (1800-0600)**
 - 1- Sergeant per shift
 - 1- OIC per shift
 - 6- Officers per shift
 - 10 hour shift is a set schedule
 - **Power A (1200-2200) Tuesday-Friday**
 - 1- Sergeant
 - 1- OIC
 - 3- Officers
 - Proactive time at maximum staffing
 - 43%-94%

An analysis of needed patrol staffing levels will be completed annually

Matrix Study Space Needs

Cost Containment



- Grant Funded FT Victim Assistance
- Vehicle Decals
- Two-way Radios
- Cell Phones
- Guard Services
- Evidence Processing

Expenditure and Personnel Summary

Expenditures by Classification	2022-2023 Adopted Budget
Personnel Services	\$ 12,764,043
Operating Expenditures	4,137,312
Total	\$ 16,901,355

Budget Requests- Personnel FY 23/24

	FY 23/24 One-time Costs	FY 23/24 Recurring Costs	Vehicles	FY 23/24 Total Costs	FTEs
Support Lieutenant, Vehicle, Equipment	\$ 27,200	\$ 217,012	\$ 73,395	\$ 317,607	1.0
Crime Prevention/Public Engagement Specialist	3,875	106,866	-	110,761	1.0
Total	\$ 31,075	\$ 323,878	\$ 73,395	\$ 428,368	2.0

Budget Requests- Equipment/Technology FY 23/24

	FY 23/24 One-time Costs	FY 23/24 Recurring Costs	FY 23/24 Base Budget Offset	FY 23/24 Total Costs
Axon BW/In-Car/Taser/Drone	\$66,050	\$496,291	(\$27,932)	\$534,409
Duty Handgun Replacement	134,620	-	-	134,620
FLOCK License Plate Readers	9,000	76,000	-	85,000
Total	\$ 209,670	\$ 572,291	(\$27,932)	\$ 754,029

Axon

Item B.



- Axon Body 4 cameras are a top-of-the-line body-worn camera (BWC) solution that provides 160-degree field of view, extended battery life, bi-directional communication, livestreaming, and improved security and storage
- Axon Fleet 3 in-car camera (ICC) offers integrated automatic license plate reader, elongated retention, and livestreaming
- Axon tethered drone enhances situational awareness through autonomous flight, livestreaming and recording
- Axon Taser 10 enhances officer safety and de-escalation capabilities as well as automatic BWC/ICC activation

All images were obtained from Axon.com

AXON Cost Containment

Item B.

- Unlimited storage for all data in the cloud through Evidence.com. By going to Axon, the city would not have to maintain an on-site server
 - The current server is in need of replacement. The estimated cost for replacement is **\$150,000**
 - The unlimited storage automatically stores data for two years, unless the data is selected for retention. Currently, the process of retaining data is through burning it to a disc and storing it in the records section. Depending on the offense, storage of data may be for 99+ years.
- Annual BWC/ICC maintenance for current system: approximately **\$45,000**
- Annual addition and replacement of current ICC system: approximately **\$79,210**
- Annual BWC and accessory replacement: **\$15,200**
- **Staff hours:**
 - IT savings due to not having to maintain the server.
 - Reduced redaction time: The current process takes approximately 6 minutes for every 1 minute of video. The Axon system is anticipated to reduce redaction time to approximately 3-4 minutes for every one minute of video.
 - All digital media evidence can be uploaded to Evidence.com. This allows for data related to offenses to be sent via weblink instead of burning copious amounts of discs to provide prosecutors with the data.
 - If a BWC fails for any reason, AXON will overnight a replacement. No more attempting to troubleshoot and repair ourselves
 - If an ICC fails, Axon will send a team out to troubleshoot, address and repair the issue—Shorter fleet downtime
 - Integration with IAPro, new CAD (Computer Aided Dispatch) and LE RMS (Law Enforcement Records Management System).
- All current Taser units will be bought back by Axon for approximately **\$13,000**.

Firearms Replacement

- BPD follows a ten-year replacement schedule for issued handguns
 - Maintains functionality and dependability
- Current .40 caliber handguns were purchased in March of 2013
- The request is to transition to a 9mm platform with reflex (red dot) sight and weapon mounted light
 - Proven reliability in law enforcement, reduces recoil, and increases ammunition capacity
 - Red dot and light significantly increases accuracy and confidence in the weapon system
 - Implementation of the 9mm would require a 1,000 round training program
- The request includes training firearms and M4 training conversion kits
 - Increases training capabilities and weapon familiarity
- Cost containment: Existing handguns will be salvaged for approximately \$24,255. Officers will have the option to purchase their issued firearm from the third-party vendor.

Flock Automatic License Plate Readers

- January 13, 2023, the Burleson Police Department entered into a contractual agreement with Flock Safety (Flock) for the installation and maintenance of four Flock Automatic License Plate Readers (ALPR) at points of ingress and egress on TXDOT right-of-ways.
- The Flock ALPR system is utilized to provide real-time intelligence on vehicles that have been **entered into the state and federal databases as stolen. Further, vehicles can be entered onto a "hot list" for involvement in serious crimes, outstanding warrants, missing persons, Amber alerts, and runaways.**
- The Flock ALPR system is designed to capture the license plate, date, time, location, and direction of travel for vehicles associated types of criminality listed above.
- The Flock ALPR system is not designed to capture the occupants of the vehicle.
- The Flock ALPR system retains data for 30 days.
- BPD recently acquired six FLOCK units. The budget request is for an additional 20 FLOCK units to provide optimal coverage throughout the city

Alerts

Hot List

Custom Hot List

Suppressed Hits

ALERTS

SMS

Email

NOTIFICATION REASONS

Search Rx

☐ NCIC

CAMERAS (229/231)

CAMERA MAP

☐ All Cameras / Public Cameras


DOWNLOAD CSV


TEST NOTIFICATION


Google

Map data ©2023

Plate	TX ABC 1234	List Name	Burleson PD	Camera	SB 3000 Bryant Irvin Rd #2203
Date	3/13/2023, 4:56:36 PM	Case Number	22-001234		(Stream)
	2 days ago	Reason	STOLEN VEHICLE	Network	Fort Worth TX PD Wing Cameras







Flock Data

July 6, 2023

241

44

Success Stories

FOX4DFW

'Game Changer': The technology helping Fort Worth police track down criminals

By Shaun Rabb | Published September 5, 2022 | Updated 4:08PM | Fort Worth | FOX 4 | ➔

'Game changer': Fort Worth police using new technology to help track down suspects

Flock camera systems help law enforcement agencies across the country find stolen cars and vehicles connected to serious crimes.

Trending

1  3 men, 2 women killed

NBCDFW

CRIME

Growing Network of License Plate-Reading Cameras Helps Stop Crime

'Our crime is virtually non-existent now,' one neighborhood leader says


WFAA

CRIME

'It's a Game Changer' | Dallas police say new technology is helping them catch violent criminals

Dallas Police say new Flock cameras are successful in helping them fight crime.

Man accused of shooting Burleson officer, fatally carjacking woman arrested

By Dionne Anglin , Dan Godwin , Macy Jenkins and Blake Hanson | Published April 14, 2021 | Updated 2:16PM | Burleson | FOX 4 | 

The Value of ALPR Systems

Transparency

- Prior to the Flock ALPRs being installed, the department will include a robust explanation of the Flock system on the Burleson Police Department website
- The department will complete a social media campaign once the Flock system has been installed

Transparency

- [2022 Annual Report](#)
- [Accreditation](#)
- [Crime Reports and Statistics](#)
- [How to obtain a police \(offense\) report](#)
- [Lateral Entry Salary Program - Sworn](#)
- [Personnel Complaint Form](#)
- [Policies and Procedures](#)
- [Unmanned Aircraft Systems Legislative Report](#)

Open Records

- [General Information](#)
- [Online Request](#)

Community Feedback

- Online Survey (Survey is currently closed)

Annual Pursuit Analysis

- [2020 Report](#)
- [2019 Report](#)
- [2018 Report](#)
- [2017 Report](#)

Response to Resistance Analysis (Use of Force)

- [2020 Report](#)
- [2019 Report](#)
- [2018 Report](#)
- [2017 Report](#)

Racial Profiling Reports

- [2022 Burleson PD Report](#)
- [2021 Burleson PD Report](#)
- [2020 Burleson PD Report](#)
- [2019 Burleson PD Report](#)
- [2018 Burleson PD Report](#)
- [2017 Burleson PD Report](#)
- [2016 Burleson PD Report](#)
- [2015 Burleson PD Report](#)

Budget Requests

FY 23/24

	FY 23/24 One-time Costs	FY 23/24 Recurring Costs	Vehicles	FY 23/24 Total Costs	FTEs
Personnel Total	\$ 31,075	\$ 323,898	\$ 73,395	\$ 428,368	2.0
Equipment and Tech Total	209,670	544,359	-	754,029	-
Total	\$ 240,745	\$ 868,257	\$ 73,395	\$ 1,182,397	2.0

Budget Request Priority Ranking

1. Axon BWC, ICC, Tethered Drone, Taser 10
2. Support Lieutenant
3. Civilian Crime Prevention and Public Engagement Specialist
4. Firearms Replacement
5. Flock Automatic License Plate Readers



FACILITY

- Brinkley Sargent Wiginton Architects were selected to design the Police Facility Expansion Project
 - Bi-weekly meetings for design phase of the project
 - Hurdle- 12" gas line through the property
- Construction Manager at Risk (CMAR)
 - Request for proposals- ended June 16
 - Selection- end of July
- Council updates
 - Design and CMAR discussion- August 2023



Questions/Comments

City Council Special Meeting

DEPARTMENT: Parks and Recreation

FROM: Jen Basham, Director of Parks and Recreation

MEETING: July 6, 2023

SUBJECT:

Receive a report, hold a discussion, and provide staff direction regarding the overview of the Parks and Recreation Department and FY24 supplemental budget requests. (*Staff Presenter: Jen Basham, Director of Parks and Recreation*)

SUMMARY:

Staff has prepared a budget presentation to review the organization, divisions, budget and supplemental request for the upcoming fiscal year.

OPTIONS:

- 1) Approve as presented
- 2) Approve with changes
- 3) Deny

RECOMMENDATION:

NA

PRIOR ACTION/INPUT (Council, Boards, Citizens):

NA

FISCAL IMPACT:

NA

STAFF CONTACT:

Jen Basham
Director of Parks and Recreation
jbasham@burlesontx.com

817-426-9201

Parks and Recreation 2024 Budget

Item C.

City Council- July 6, 2023

Staff Presenter: Jen Basham, Director of Parks and Recreation

Department Overview

Item C.



The Parks and Recreation Department is responsible for creating opportunities for the community to recreate through open space, parks, golf, the BRiCk, Russell Farm, programs and special events.

In addition to operations the department also manages a large 5 year rolling capital plan

Operational Accomplishments



Item C.

2023 Accomplishments



- Parks: In addition to standard maintenance parks implemented no mow and wildflower areas, installed 3 monarch waystations, planted 78 trees, picked up over 282,000 pounds of litter, resurfaced sports courts, and continued standardizing park furniture
- Athletics: Installed 6 portable pitching mounds, replaced counters in restrooms, repainted 15 foul poles, restriped parking lot

2023 Accomplishments

- Recreation: Began implementing events to celebrate culture and heritage, continued adding park programming events
- Successfully implemented Honey Tour Carnival



Item C.



2023 Accomplishments

- Golf: Record breaking year for revenue, rounds played, tournaments, and players club
- Successfully renovated all bunkers
- Improved drainage in multiple areas and currently finalizing cart path repairs throughout the course
- Repaired on course facilities and replaced irrigation pump
- Replaced 88 golf carts worth of batteries (6 batteries per cart)



Item C.

2023 Accomplishments

- Recreation: Began implementing events to celebrate culture and heritage, continued adding park programming events
 - Completed multiple facility updates and maintenance projects at the BRiCK
- Recovered membership numbers to 2019 and continue to grow revenue without increasing fees



Item C.



Capital Accomplishments



2023 Projects Completed

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Projects are completed or currently under construction with anticipated completion prior to FY 2024

- Chisenhall Field Renovation
- Claudia's Playground
- Elk Ridge Park
- Cindy Park
- Oak Valley Park
- Wakefield Park
- Bartlett Field Regrading
- Clark Park Parking Lot
- Bailey Lake and Chisenhall Parking Lot
- Cemetery Expansion
- Community Park Acquisition
- HVAC Control System Upgrade-BRiCK
- Golf Course bunkers, drainage, tree, fairway turfing and cart paths
- Park Annex Facility
- Park Monument Signs- 5 parks
- Outdoor pool sandfilter
- Outdoor pool sundeck expansion and shade installation

2024 Scheduled Projects

Projects are under design, or being prepared for public engagement

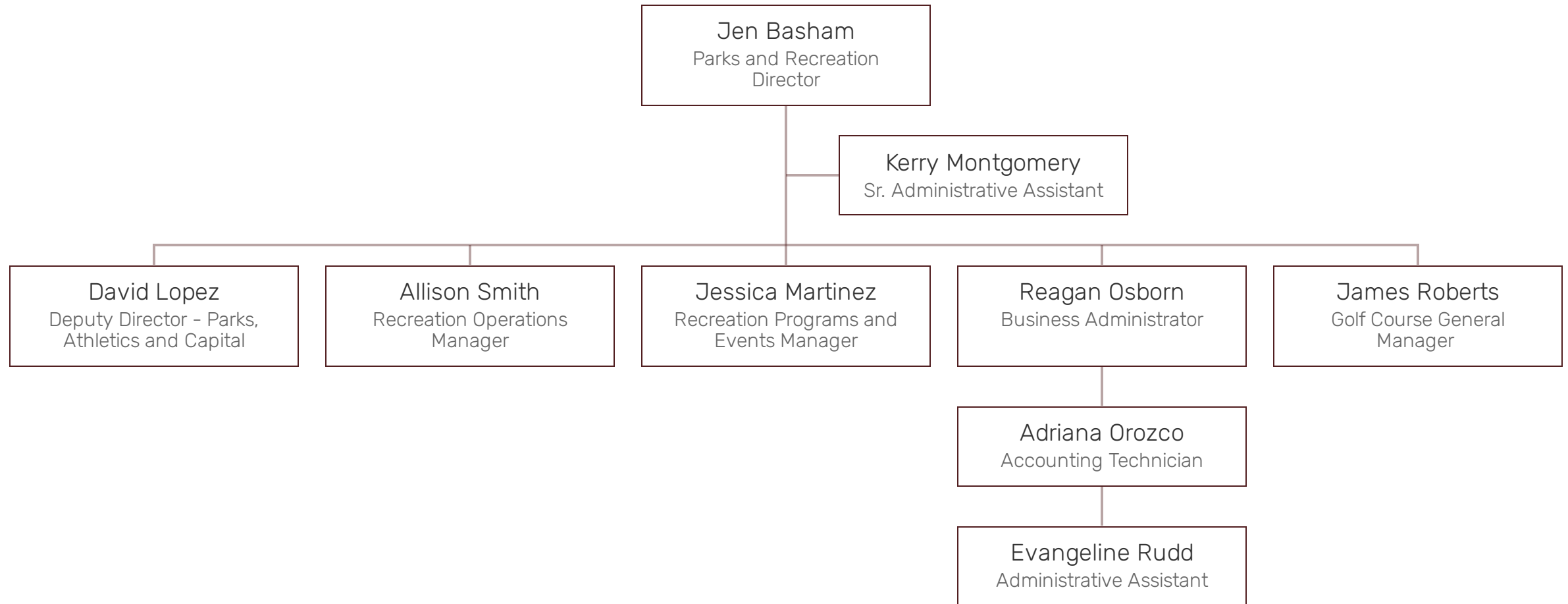
- Park Monument Signs-5 parks
- Meadowcrest Park
- Chisenhall Field Renovations
- Hidden Creek Softball Relocation
- Shannon Creek Park
- Village Creek Trail
- Oak Valley-Scott St Trailhead
- Oak Valley South-Trail Connection
- Gateway Signage
- Remodel of BRiCK Lobby
 - Includes: lobby, family changing rooms, pool party rental rooms and meeting rooms
- Replacement of indoor pool sandfilter
- Update Master Plan

Organizational Structure

Parks and Recreation Administration

Item C.

FTE: 8.5



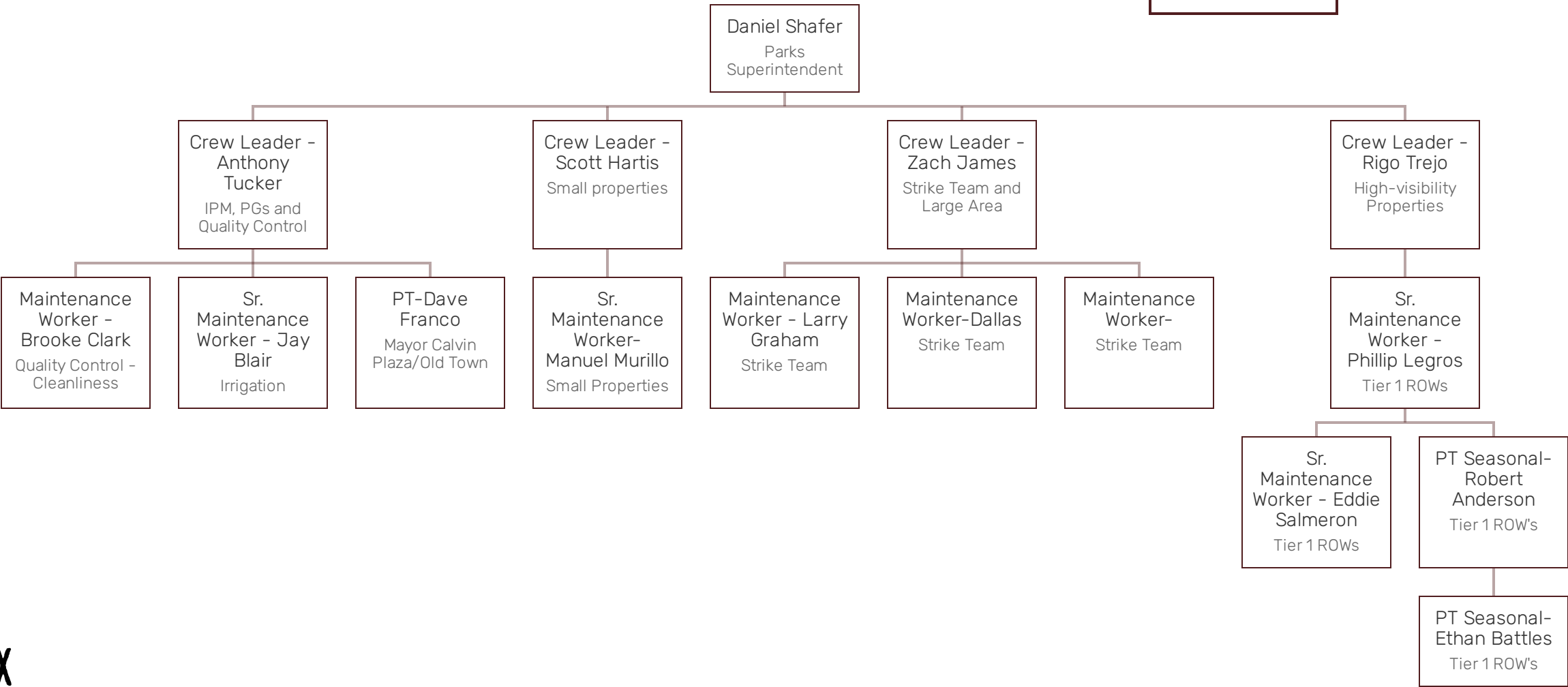
Parks Maintenance and ROWs Division

Item C.

Reports to Deputy Director of Parks

FTE: 14.5

PT: 2

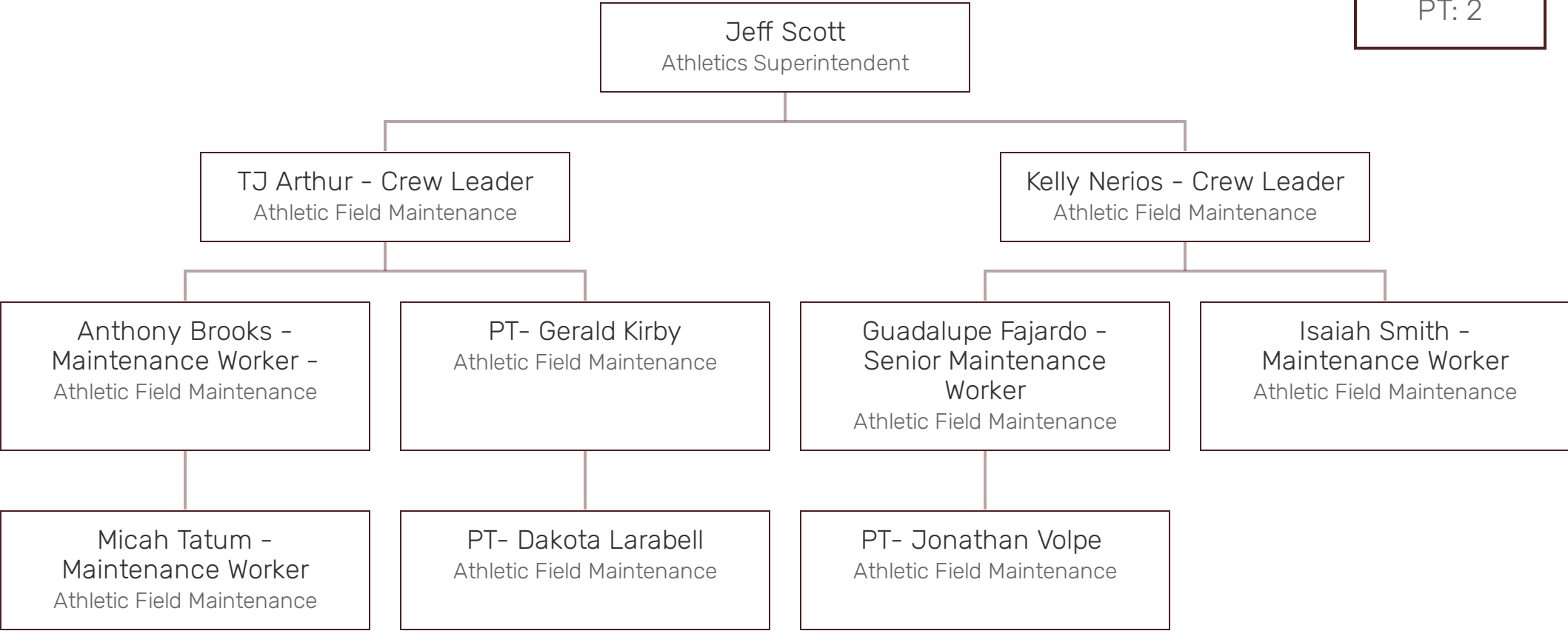


Parks Athletic Field Maintenance Division

Item C.

Reports to Deputy Director of Parks

FTE: 8.5
PT: 2



Parks

Item C.

Maintain and operate 27 Parks

Includes parks varying in size from .25 acres to 240 with amenities of all sizes

Manage 3 Sports complexes

Includes Chisenhall, Hidden Creek and Bartlett Sports Park. Maintaining agreements and relationships with BYA, BISA, Recreation, and Travel Sports

Oversee ROW mowing, landscape and litter

Inspect, maintain and repair 18 playgrounds

Maintain Burleson Memorial Cemetery

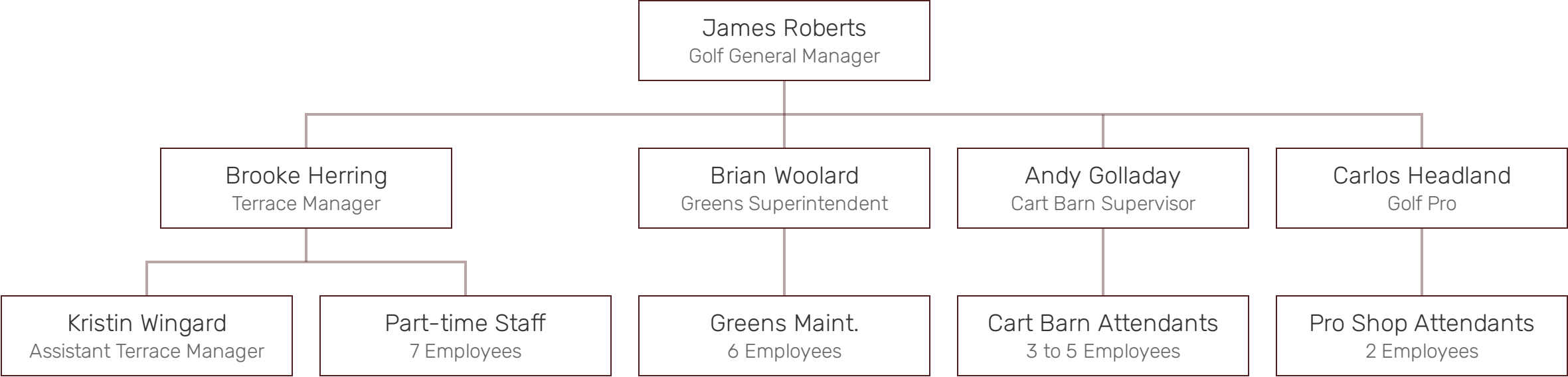
Includes landscape, mowing, inspection, and enhancements, while maintaining agreement with third party Burial company



Hidden Creek Golf Course

Item C.

FTE 13
PT:12-
15



Hidden Creek Golf Course

Maintain and operate 18 hole golf course

On target to hit 44,000 rounds and \$2,000,000 in revenue

Terrace Restaurant

Includes on-site restaurant and beverage carts for on course service

Cart Barn

88 carts maintained in house, in addition to beverage carts and range ball cart

Groundskeeping

Includes a team of groundskeepers responsible for maintaining the golf course and surrounding facilities

Pro Shop

Golfing needs range from golf supplies, branded merchandise to specialty orders

Item C.

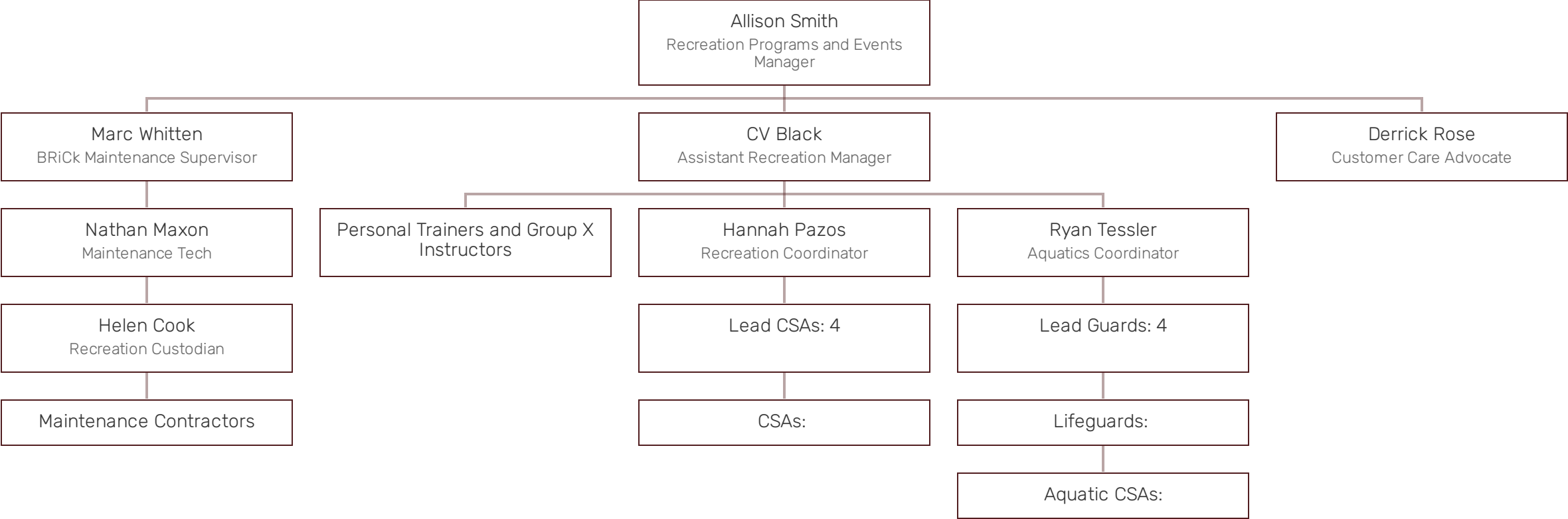


Recreation Operations

Item C.

FTE: 9

PT: 80-
120



The BRiCK

Item C.

Full service recreation center offering

Fitness

Basketball courts

Natatorium

Outdoor pool

Splash Pad

Programs

Group Fitness

Aquatics

Swim Lessons

Athletics

Break Camps

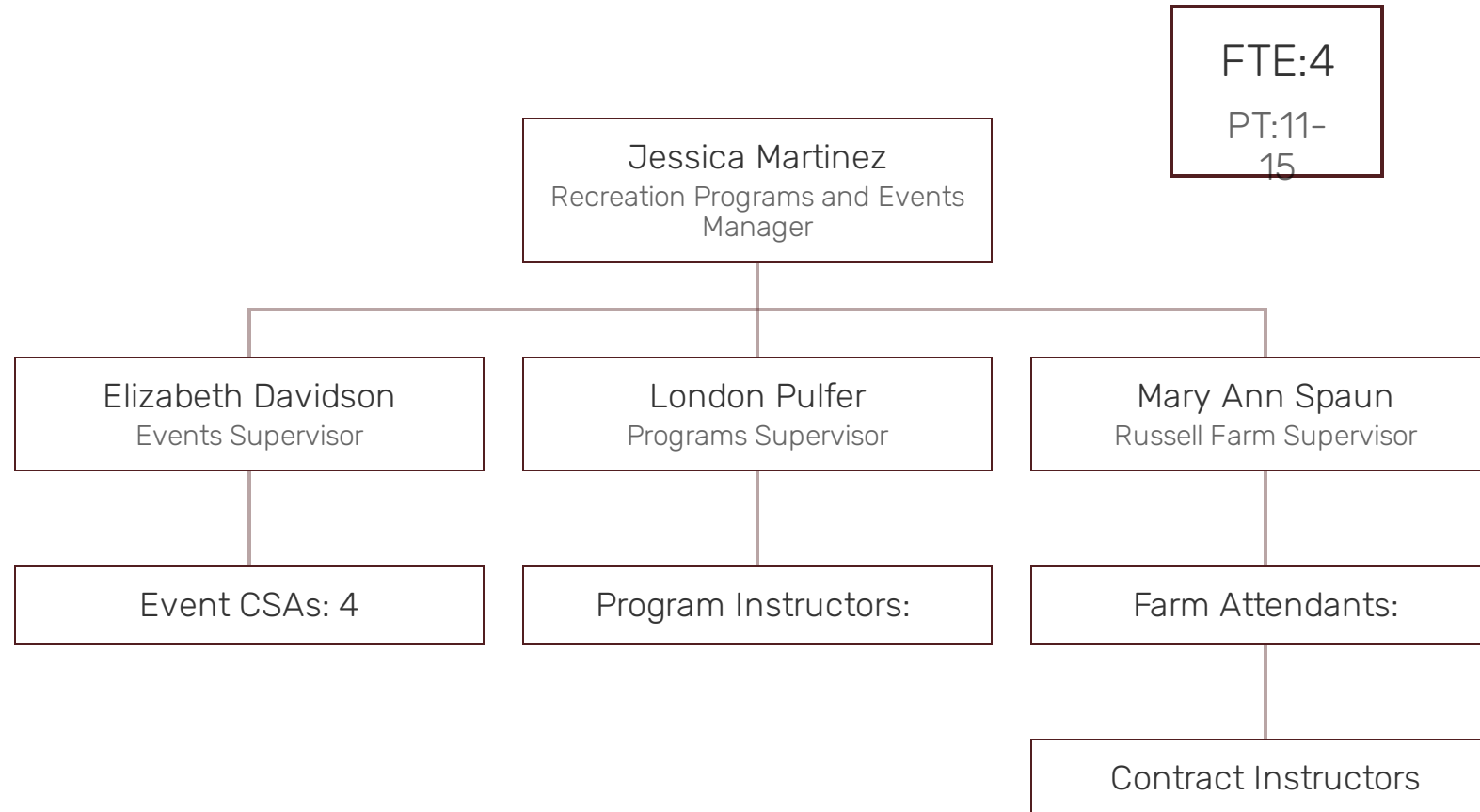
Gymnastics

Tai Chi



Recreation Programs and Events

Item C.



Special Events and Programs

Item C.

The Recreation division includes

- 49 special events
- Sponsors and volunteers
- Programming
- July is Parks and Recreation Month
- Be Healthy Burleson

Programs

- Group Fitness
- Aquatics
- Swim Lessons
- Athletics
- Break Camps
- Gymnastics
- Tai Chi



Russell Farm and Art Center

Item C.

30 acre farm offering programs, facility rentals, historical tours, and art programs

Includes grazing leases for donkeys, cows and chickens



FY 2023 Operating Budget

Parks and Recreation Operating Budget

Item C.

Division	Adopted FY 2023
BRiCK (PPF)	\$3,731,976
Athletics (PPF)	\$1,139,862
Russell Farm (PPF)	\$259,362
Golf (Golf Fund)	\$2,538,113
Parks (GF)	\$1,848,037
4B	\$745,387
Total Budget	\$10,262,737

Supplementals

2024 Staff Requested Supplemental Package- Parks & Athletics

- Bartlett Soccer Maintenance Worker- will maintain soccer complex at Bartlett-\$76,829
- Park Supervisor- will oversee contract compliance, irrigation and specialty divisions-\$76,174
- Park Irrigation Tech-would provide preventative maintenance, inspection and repair of all city irrigation-\$49,174
- Parks-PT Plaza Worker-would provide coverage for plaza during high use times-\$19,343
- 4G Cameras-Dog Park-requested by park board-\$24,740
- BRiCK Landscape Renovation-replace existing beds surrounding front of facility-\$15,000
- Park Furnishings-continuing to standardize park furnishings- \$19,340
- Bucket for Tractor-assist with maintenance-\$8,383
- Commercial Brush Hog-assist with winter work- \$8,306
- Total: \$273,121





2024 Staff Requested Supplemental Package- Recreation

- BRiCk-Full-time CSA Lead to cover Kid Zone- \$63,539
- BRiCk-PT Wage Increases- \$150,155
This is to keep staff at current staffing levels and wages
- BRiCk-3 Additional cameras to cover blind spots- \$15,000
- BRiCk-Replacement of women's lockers in locker rooms- \$32,000
- BRiCk-New gym floor covering to replace roll out flooring used to protect floor during events-\$18,028
- Russell Farm-Building improvement to the garage to create welcome center and art space- \$40,000
- BRiCk- Shade structure for meeting room patios- \$69,466
- BRiCk-Kid Zone Playground-\$49,799
- Total: \$437,987

2024 Staff Requested Supplemental Package- Golf

- Cooktop and storage-replace existing system that is requiring continual maintenance- \$12,900
- Cart barn ice machine-will alleviate the need to purchase ice daily for beverage carts- \$13,500
- Golf Shop Mgr/Pro-manage the day to day operations for tournaments and pro-shop- \$93,862
- On course amenities-ball washers, range amenities, water coolers, signage- \$13,888
- Cart path repair-continual maintenance-\$20,000
- Tree service-continual maintenance-\$49,000
- Greens head replacement-continual maintenance-\$12,650
- Greens roller-assist with level playing surface and turf management- \$31,346
- Lely spreader-fertilizer spreader- \$9,544
- Sod and tree install-address areas where irrigation repairs have been completed- \$22,500
- New POS Terminal-replace existing faulty system- \$2,300
- PT Wages- \$12,467
- Total: \$340,657

Parks and Recreation Department
Total: \$1,051,765

Item C.





Feedback

City Council Special Meeting

DEPARTMENT: Public Works

FROM: Eric Oscarson, Director of Public Works

MEETING: July 6, 2023

SUBJECT:

Receive a report, hold a discussion, and provide staff direction regarding the overview of the Public Works Department and FY24 Supplemental Budget Requests. (*Staff Presenter: Eric Oscarson, Director of Public Works*)

SUMMARY:

Receive a report, hold a discussion, and provide staff direction regarding the overview of the Public Works Department and FY24 Supplemental Budget Requests.

STAFF CONTACT:

Eric Oscarson
Director of Public Works
eoscarson@burlesontx.com
817-426-9837

PUBLIC WORKS

FY 2023-2024 Budget Presentation



1

DEPARTMENTAL OVERVIEW

2

ORGANIZATIONAL CHART

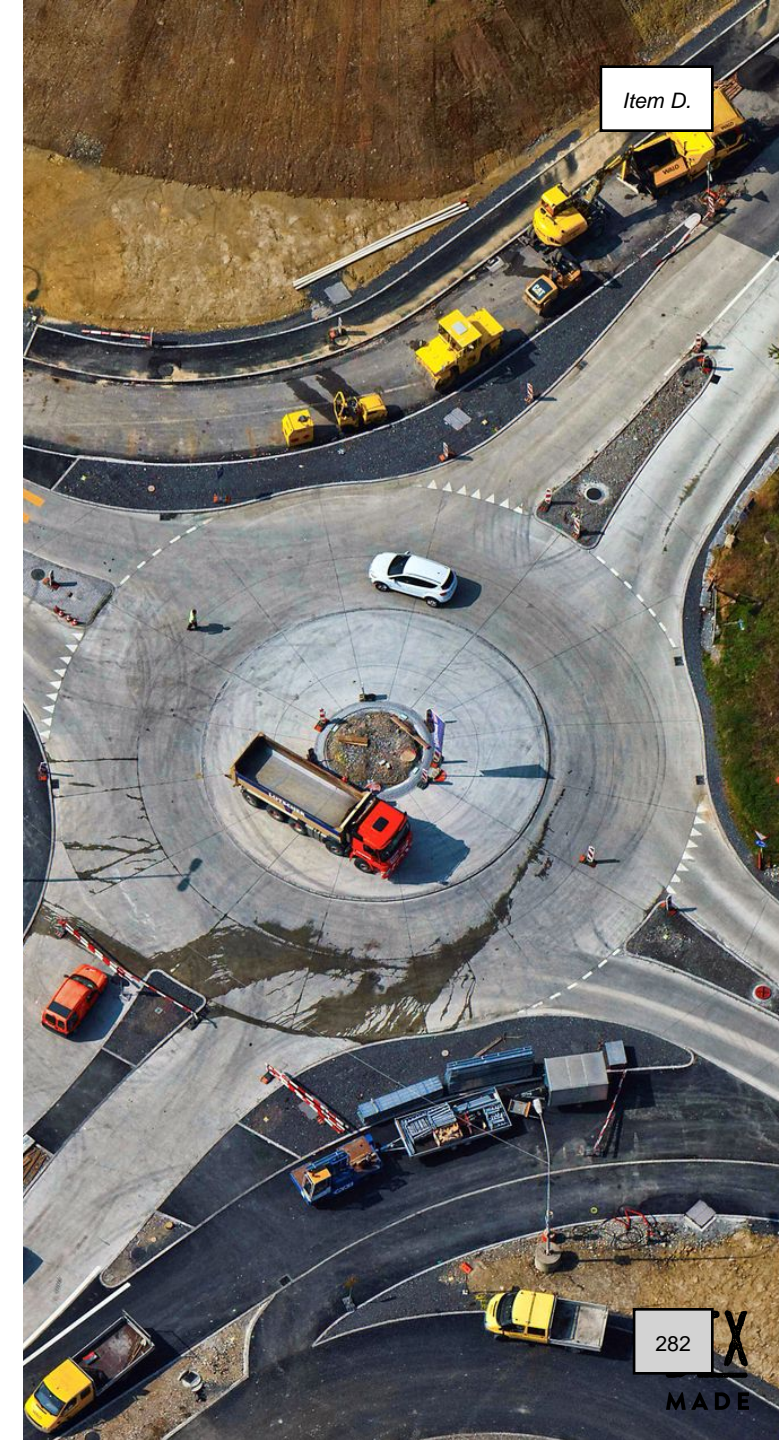
3

DIVISIONS

- By the Numbers
- Accomplishments | Goals | Process Improvements
- Supplementals

PUBLIC WORKS

- ADMINISTRATION
- SAFETY & TRAINING
- SOLID WASTE
- FACILITIES
- STREETS
- DRAINAGE
- TRAFFIC
- FLEET/EQUIPMENT SERVICES
- WATER
- WASTEWATER
- CAPITAL ENGINEERING
- DEVELOPMENT ENGINEERING
- ENGINEERING INSPECTIONS



ORGANIZATIONAL CHART

Item D.

77 EMPLOYEES

ERIC OSCARSON Director			
ERRICK THOMPSON Deputy Director Engineering	CLINT SUMERALL Deputy Director Operations	JANALEA HEMBREE Operations Manager	
CAPITAL ENGINEERING 5 FTE's	WATER OPERATIONS 19 FTE's	WASTEWATER OPERATIONS 6 FTE's	ADMIN. SERVICES 1 FTE
DEVELOPMENT ENGINEERING 3 FTE's	TRAFFIC OPERATIONS 5 FTE's	STREETS/DRAINAGE OPERATIONS 18 FTE's	SAFETY AND TRAINING 1 FTE
ENG INSPECTIONS 5 FTE's	FLEET 5 FTE's	FACILITIES 5 FTE's	ASSET MANAGEMENT SOLID WASTE PUBLIC WORKS BUDGET

ADMINISTRATION

•

SAFETY & TRAINING

•

SOLID WASTE

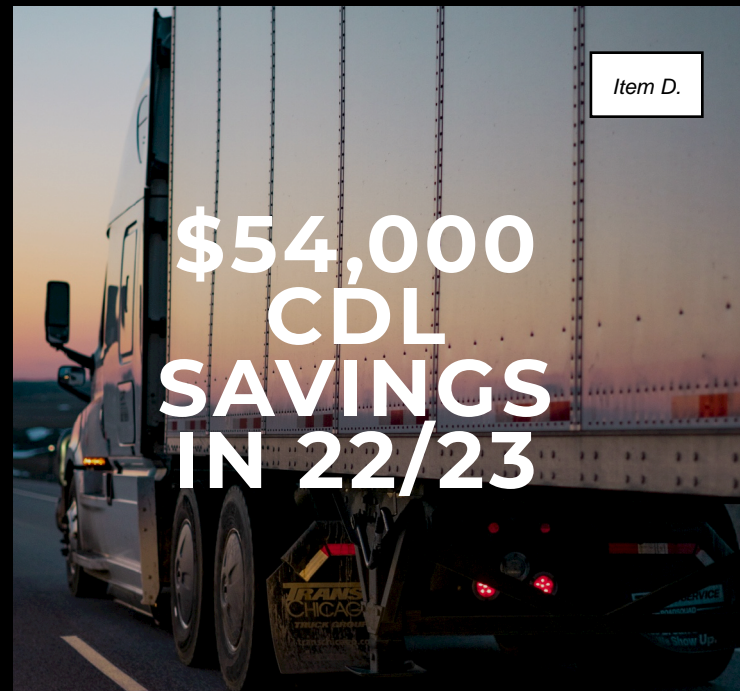


2500+

INVOICES PAID ANNUALLY



110+ OPEN
RECORD
REQUESTS
COMPLETED
ANNUALLY



Item D.

\$54,000
CDL
SAVINGS
IN 22/23

160+



SOCIAL MEDIA POSTS
ANNUALLY

100,000+
REACHED

15,702 SOLID WASTE CUSTOMERS
47,336 WEEKLY STOPS
99.99 % PICK UP RATE



ADMIN | SAFETY & TRAINING | SOLID WASTE

Item D.

2022/2023 ACCOMPLISHMENTS

- Initiated Safety & Training Program
- Started Public Works Social Media Outreach
- Started Public Works Safety Committee
- Integrated Cartegraph with 311 System

2023/2024 GOALS

- Complete Asset Management Policy
- Start Public Works Accreditation through AWP

PROCESS IMPROVEMENTS, STRATEGIES, & COST SAVINGS

- Evaluate Reorganization
- Streamline PPE & Uniforms
- Asset Management
- Cartegraph Work Order and Asset Software

SUPPLEMENTAL REQUESTS

SOLID WASTE

Item D.

HOUSEHOLD HAZARDOUS WASTE CONTRACT INCREASE

- Funding: Ongoing - \$ 30,000 | One-Time - \$ 0 | General Fund
- Justification: Cost increase | City funds this service | Average 600 homes per year
- Cost Impact: Without funding the City would turn away about 300 citizens for this service



SW COORDINATOR - 1 FTE

- Funding: Ongoing - \$ 96,347 | One-Time - \$ 40,000 | Solid Waste Fund
- Justification: Elevate customer service | Eyes on the road throughout City | Report new issues such as pot-holes, down signs, etc.



FACILITIES

25+ BUILDING AND
STRUCTURES
MAINTAINED

146,000+
SQUARE FEET

16 ROOF'S
OVER 20
YEARS OLD

25 AC
UNITS 15+
YEARS
OLD

Item D.



1980+

SERVICE TICKETS ANNUALLY

6

AC UNITS REPLACED IN
THE LAST 12 MONTHS

FACILITIES STAFF

CERTIFIED
ELECTRICIAN

HVAC CERTIFIED
TECHNICIAN

FACILITIES

Item D.

2022/2023 ACCOMPLISHMENTS

- New contract for Janitorial Services
- Integrated into Cartegraph
- Replaced boiler at Fire Station 3
- Completed remodel at Fire Station 2

2023/2024 GOALS

- Replace 5 outdated AC units
- Send 2 additional Techs to HVAC school
- Gather and update facility asset information

PROCESS IMPROVEMENTS, STRATEGIES, & COST SAVINGS

- HVAC Certified Technician now on staff
- Streamlined paper and mail delivery
- Paper products added to Janitorial contract

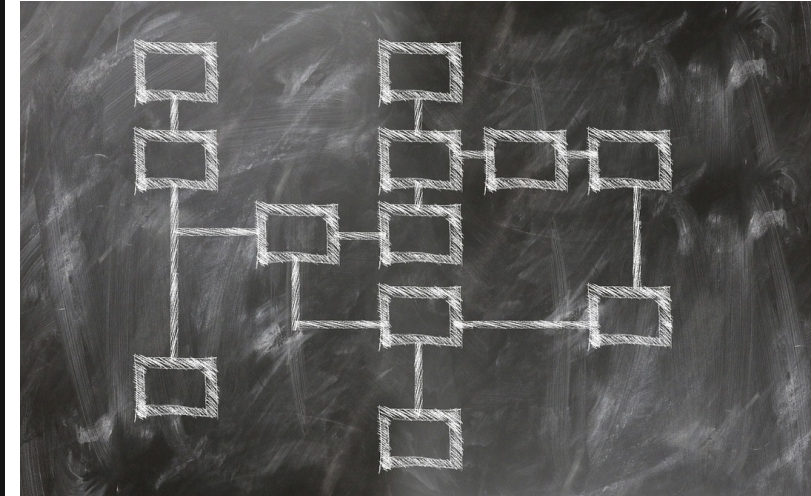
SUPPLEMENTAL REQUESTS

Item D.

FACILITIES

DEPARTMENT REORGANIZATION

- Funding: Ongoing - \$ 8,789 | One-Time - \$ 0 | General Fund
- Justification: Develop a career path | Customer Service | Preventative Maintenance
- Cost Impact: Better utilize staff time | Career growth plan | Invest in long-term staff



JANITORIAL CONTRACT INCREASE

- Funding: Ongoing - \$ 30,000 | One-Time - \$ 0 | General Fund
- Justification: New Contract awarded April 2023
- Cost Impact: New contract included the company providing and stocking paper products - Allowing staff time to be better utilized



SUPPLEMENTAL REQUESTS

FACILITIES

Item D.

FACILITY MASTER PLAN

- Funding: Ongoing - \$ 0 | One-Time - \$ 250,000 | General Fund
- Justification: Provide Strategic Direction | Identify space use efficiencies, safety plan, and sustainability for the future
- Cost Impact: Provides a strategic direction for the City's existing and future buildings



FACILITY CONDITION ASSESSMENT

- Funding: Ongoing - \$ 0 | One-Time - \$ 150,000 | General Fund
 - Justification: Professional Assessment | Identify maintenance needs and useful remaining life | Establish capital replacement needs
- Cost Impact: Allows staff to budget for maintenance needs | Current repairs are reactive and usually no warning | Aligns with City-Wide asset management program



SUPPLEMENTAL REQUESTS

FACILITIES

Item D.

BUILDING MAINTENANCE & REPAIR

- Funding: Ongoing - \$ 25,000 | One-Time - \$ 0 | General Fund
- Justification: Increased cost to maintenance items
- Cost Impact: Older buildings equal More Repairs | Help with preventative maintenance schedules and needs



ANIMAL SHELTER NEW TILE

- Funding: Ongoing - \$ 0 | One-Time - \$ 25,000 | General Fund
 - Justification: Original tile from 2004 | Reduce odor and disease while approving appearance
- Cost Impact: Tile is over 10 years old | Tile is holding disease that is bad for animals and staff health



STREETS

DRAINAGE



**216
STREET
CENTERLINE
MILES**

**1
5
3
4**

**Miles of
curbs and
gutters
swept
annually**

9.0 +

**MILES
CRACK
SEALED
ANNUALLY**



**546 LINEAR
FEET OF
SIDEWALK
REPAIRS**

**2,493
STORM
INLETS**

Item D.



**83.59 MILES
OF STORM
PIPE**



**10
WEATHER
EVENTS
YTD**

STREETS | DRAINAGE

Item D.

2022/2023 ACCOMPLISHMENTS

- Completed a Pavement Assessment and updated PCI scores
- 10.5 Lanes Miles of Micro-Surfacing
- 10 Lane Miles of Asphalt Sealing
- 10 Lane Miles of Rejuvenator completed

2023/2024 GOALS

- Implement a Pavement Asset Management Plan
- Improve overall pavement condition City-Wide
- Continue Preventive Maintenance Program

PROCESS IMPROVEMENTS, STRATEGIES, & COST SAVINGS

- Reorganization
- Utilize Inter-Local Agreements
- Increase training for staff

SUPPLEMENTAL REQUESTS

STREETS

Item D.

DEPARTMENT REORGANIZATION

- Funding: Ongoing - \$ 23,849 | One-Time - \$ 0 | General Fund
- Justification: Develop a career path | Customer Service | Preventative Maintenance
- Cost Impact: Better utilize staff time | Career growth plan | Invest in long-term staff



STREET MAINTENANCE / PREVENTATIVE

- Funding: Ongoing - \$ 4,000,000 | One-Time - \$ 0 | General Fund
- Justification: Asset Value - \$ 800,073,582 | Current Funding - \$ 1.1M Yearly | Conservative roadway maintenance activity & estimated annual cost - \$ 6.2M Yearly
- Cost Impact: Preventive maintenance versus reactive maintenance at a higher cost

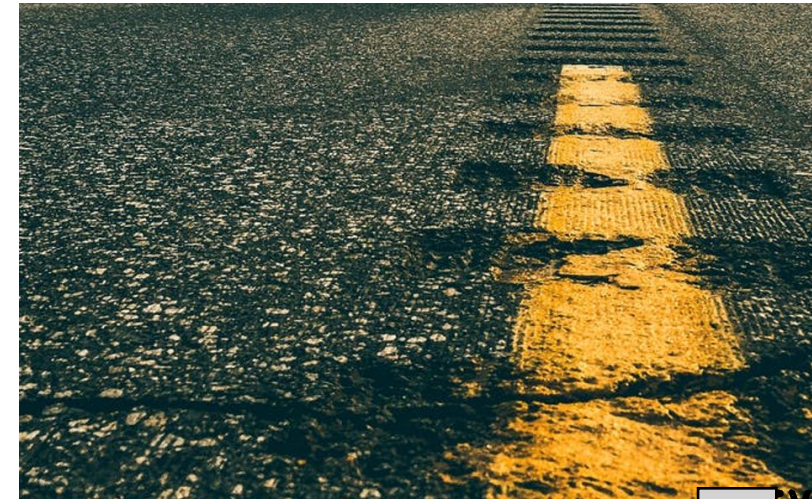


Table 1: Conservative Steady State Roadway Maintenance Activities & Estimated Annual Cost

Item D.

Min. PCI Score	Max. PCI Score	Pavement Type	Centerline Miles	Total Assessed Area (sq.ft)	Average Segment Area (sq.ft)	Recommended Activity	% to be addressed per Year	Activity Cost (\$/sq.ft)	Annual Estimated Cost
91	100	Asphalt	17.4	919,205	5,107	Crack Sealing	50%	\$ 0.23	\$ 105,709
		Concrete	32.9	1,928,923	2,963	No Action		\$ -	\$ -
81	90	Asphalt	40.3	2,091,870	4,567	Rejuvenator Application & Crack Sealing	33%	\$ 1.39	\$ 959,541
		Concrete	18.9	960,374	3,011	Joint Sealing	33%	\$ 0.52	\$ 164,800
71	80	Asphalt	27.6	1,436,275	4,804	Microsurface	20%	\$ 0.39	\$ 112,029
		Concrete	12.7	678,954	3,058	Small Full Depth Repair (5% Avg. Segment Area)	20%	\$ 28.60	\$ 194,181
61	70	Asphalt	22.1	1,147,557	5,625	Mill and 2" Overlay	25%	\$ 2.98	\$ 854,930
		Concrete	3.2	136,096	3,024	Medium Full Depth Repair (10% Avg. Segment Area)	25%	\$ 28.60	\$ 97,309
41	60	Asphalt	20.1	1,039,185	6,375	Mill and 6" Overlay	25%	\$ 8.93	\$ 2,319,981
		Concrete	1.5	65,369	3,268	Large Full Depth Repair (20% Avg. Segment Area)	25%	\$ 28.60	\$ 93,478
0	40	Asphalt	6.4	332,062	6,386	Reconstruction	20%	\$ 19.59	\$ 1,301,020
		Concrete	0.0	0	0			\$ 28.60	
Estimated Asphalt Maintenance Cost:									\$ 4,352,190
Estimated Concrete Maintenance Cost:									\$ 549,767
Total Estimated Maintenance Cost:									\$ 4,901,957
Estimated Reconstruction Cost:									\$ 1,301,020
Total Estimated Maintenance & Reconstruction Cost:									\$ 6,202,977

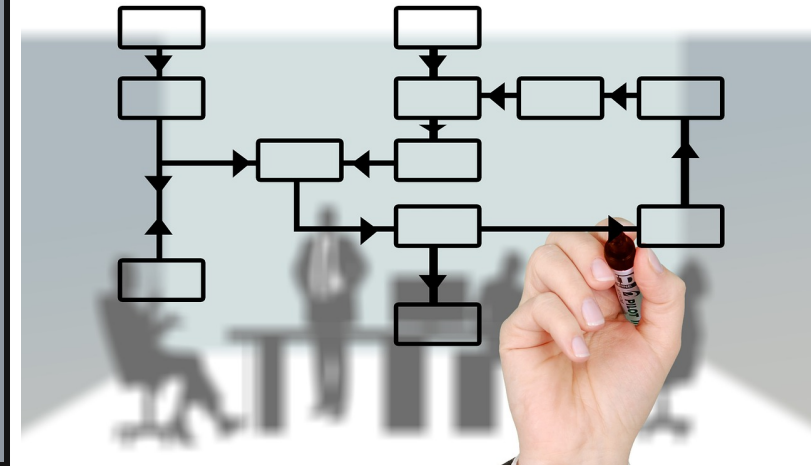
SUPPLEMENTAL REQUESTS

DRAINAGE

Item D.

DEPARTMENT REORGANIZATION

- Funding: Ongoing - \$ 19,830 | One-Time - \$ 0 | General Fund
- Justification: Develop a career path | Customer Service | Preventative Maintenance
- Cost Impact: Better utilize staff time | Career growth plan | Invest in long-term staff



GRAPPLE TRUCK

- Funding: Ongoing - \$ 20,000 | One-Time - \$ 275,000 | General Fund
 - Justification: Storm Clean Up - Clearing roads, stopped culverts, and other damage from weather events | Could be shared with Parks Department
- Cost Impact: Allows clean-up to be performed by one employee with one asset | Quick storm clean-up



TRAFFIC

16

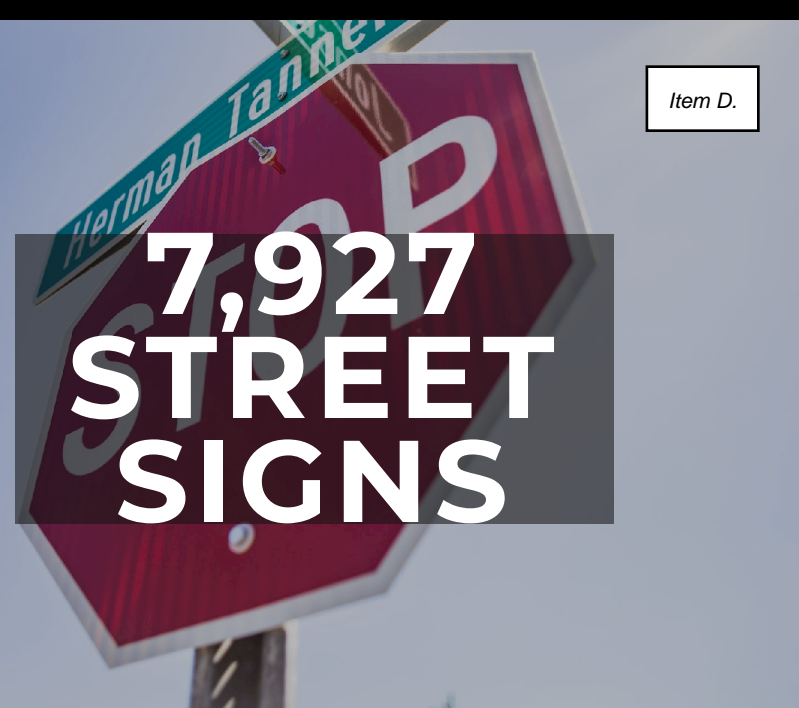
TRAFFIC
SIGNALS



113 Street
Lights



7,927
STREET
SIGNS



Item D.

17



MID-BLOCK
PEDESTRIAN
CROSSWALK
FLASHERS

SCHOOL
ZONE
FLASHERS 31



TRAFFIC
SIGNALS AND
SCHOOL ZONE
FLASHERS
INSPECTED
ANNUALLY

301

TRAFFIC

Item D.

2022/2023 ACCOMPLISHMENTS

- Initiated signal on-call program
- Installed mid-block crossing on McAllister
- 9 Traffic Studies completed Internally

2023/2024 GOALS

- Transition traffic signals to an Intelligent Traffic System
- Kick-Start Traffic Management Center
- Agreement with TxDOT to take over State Traffic Signals within City

PROCESS IMPROVEMENTS, STRATEGIES, & COST SAVINGS

- Utilize cooperative purchasing agreements to access contractors that specialize in the latest methods and materials

SUPPLEMENTAL REQUESTS

TRAFFIC

Item D.

RAILROAD QUIET ZONES

- Funding: Ongoing - \$ 15,000 | One-Time - \$ 0 | General Fund
- Justification: Mandatory Fees | Cost for railroad quiet zones
- Cost Impact: Fees for quiet railroad crossings | 8 in City limits



TRAFFIC CENTER OPERATOR - 1 FTE

- Funding: Ongoing - \$ 89,784 | One-Time - \$ 0 | General Fund
 - Justification: Support of the ITS Master Plan | Operation of the Traffic Management Center
- Cost Impact: 2 employees needed to run the center during peak rush hour times



303

MADE

SUPPLEMENTAL REQUESTS

TRAFFIC

Item D.

ENGINEER IN TRAINING - 1 FTE

- Funding: Ongoing - \$ 114,115 | One-Time - \$ 0 | General Fund
- Justification: EIT to help with traffic issues | Increase of traffic studies | Traffic analysis
- Cost Impact: Staff is using time on traffic studies and related items which pulls them off of maintenance items such as replacing necessary signs or mandatory inspections



SIGNS & MARKING MATERIAL

- Funding: Ongoing - \$ 30,000 | One-Time - \$ 0 | General Fund
- Justification: Preventative Maintenance | Increased needs with growth of the City
- Cost Impact: Growth in the City | Sign and Marking material cost has increased



FLEET



3
5
0

VEHICLES AND
EQUIPMENT
MAINTAINED BY
4 FULL-TIME
TECHS

820+ SERVICE
TICKETS

OIL
CHANGES 430+



ANNUALLY



EMS AMBULANCES TO
BE ADDED IN OCT 23

VEHICLES AND
EQUIPMENT

27 REPLACED

18 ADDED

23 AUCTIONED

230+

Item D.

STATE
INSPECTIONS
COMPLETED
ANNUALLY

RESPONSIBLE
FOR ALL
VEHICLE
REPLACEMENTS

FLEET STAFF

Per the National Association of Fleet

The work load of the Fleet Shop
calculates to require 5.4 Full-Time
Technicians

FLEET

Item D.

2022/2023 ACCOMPLISHMENTS

- Fleet Integration into Cartegraph
- Auctioned 23 Assets for \$179,680
- Started new uniform service for Tech Staff

2023/2024 GOALS

- Complete Asset Management Policy
- Replace 35 Assets
- Update Tech career path to include Ambulance, Law Enforcement, and Light Automotive certification

PROCESS IMPROVEMENTS, STRATEGIES, & COST SAVINGS

- Underutilized Equipment Analysis
- Revamped Training plan with 10 courses completed & 30 Certifications earned
- Upgraded work order software savings \$67,340

SUPPLEMENTAL REQUESTS

FLEET

Item D.

AUTO TECH IV - 1 FTE

- Funding: Ongoing - \$ 101,274 | One-Time - \$ 0 | Equipment Service Fund
- Justification: Dedicated to EMS and Public Safety vehicles | EMS vehicles will be added in October 2023 | Position was part of the EMS Proforma



WATER

WASTEWATER



223 MILES OF WATER MAIN

226 MILES OF WASTEWATER MAIN



3,341
WATER
VALVES

Item D.



3,816
WASTEWATER
MANHOLES



1,694
FIRE
HYDRANTS

225+ NEW
WATER
METERS
INSTALLED
ANNUALLY

100,000 LINEAR
FT SEWER
MAIN VIDEO
INSPECTED

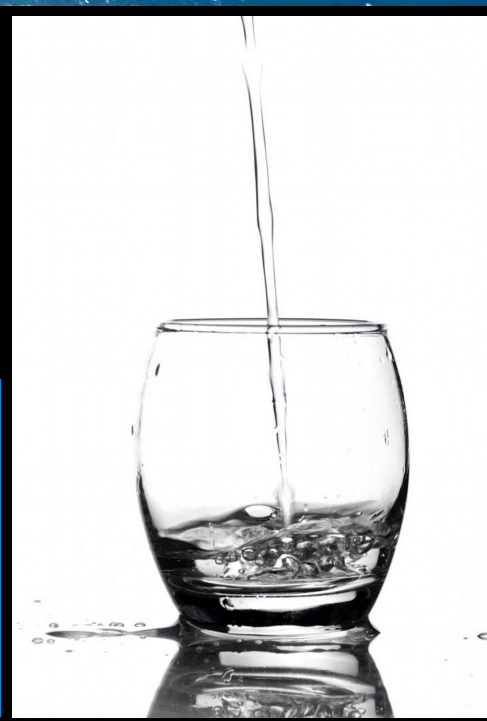
ALL HYDRANTS INSPECTED

50% VALVES EXERCISED

900+ MANHOLES INSPECTED

ANNUALLY

310



WATER | WASTEWATER

Item D.

2022/2023 ACCOMPLISHMENTS

- Completed Water rate model analysis
- AMI/AMR Feasibility Study completed
- 7,700 Line Locates completed
- 300+ Fire Hydrants painted

2023/2024 GOALS

- Have a staff member certified to teach water classes
- Continue mandated Lead Service Line investigation inspection
- Assessment of the Sewer System as part of City-Wide Asset Management

PROCESS IMPROVEMENTS, STRATEGIES, & COST SAVINGS

- Department Reorganization
- \$150,000 Savings by staff gathering AMI study information.
- Transitioned Meter Techs to Water Department

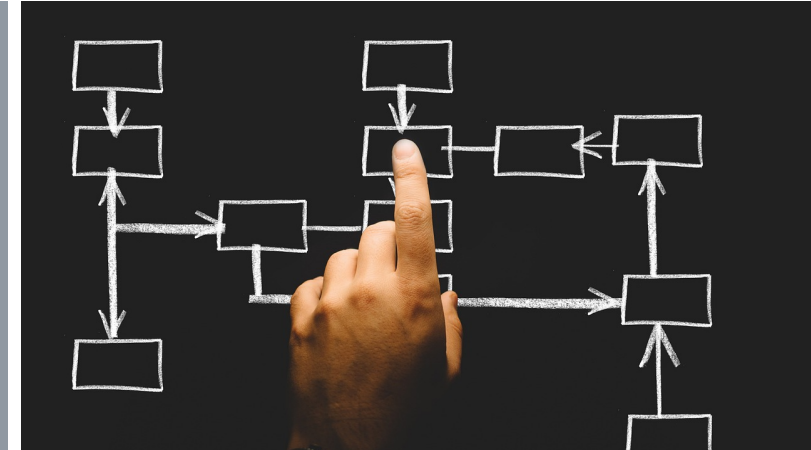
SUPPLEMENTAL REQUESTS

Item D.

WATER

DEPARTMENT REORGANIZATION

- Funding: Ongoing - \$ 51,851 | One-Time - \$ 3,600 | Water Fund
- Justification: Develop a career path | Customer Service | Preventative Maintenance
- Cost Impact: Better utilize staff time | Career growth plan | Invest in long-term staff



WATER SYSTEM IMPROVEMENTS

- Funding: Ongoing - \$ 200,000 | One-Time - \$ 0 | Water Fund
- Justification: Preventative maintenance for water infrastructure | Capital improvements for the City Water System
- Cost Impact: Preventive maintenance versus reactive maintenance at a higher cost



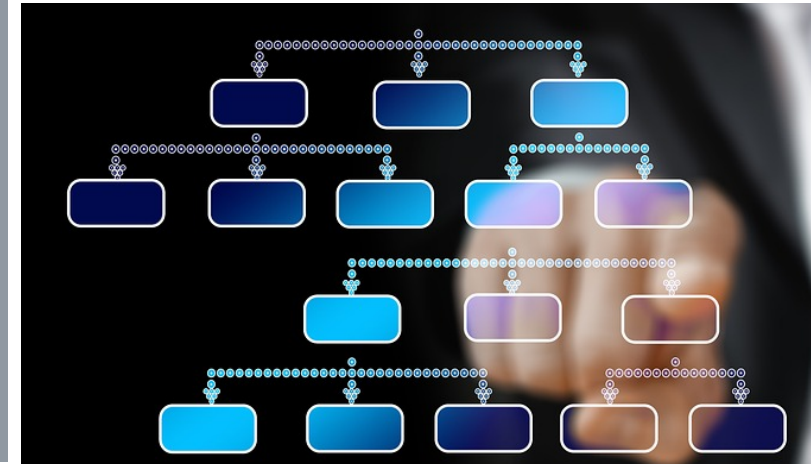
SUPPLEMENTAL REQUESTS

WASTEWATER

Item D.

DEPARTMENT REORGANIZATION

- Funding: Ongoing - \$ 19,443 | One-Time - \$ 2,300 | Water Fund
- Justification: Develop a career path | Customer Service | Preventative Maintenance
- Cost Impact: Better utilize staff time | Career growth plan | Invest in long-term staff



SEWER SYSTEM IMPROVEMENTS

- Funding: Ongoing - \$ 200,000 | One-Time - \$ 0 | Water Fund
- Justification: Next phase of Asset Management Program | Preventative maintenance for sewer infrastructure | Capital improvements for the City Water System
- Cost Impact: Preventive maintenance versus reactive maintenance at a higher cost



ENGINEERING CAPITAL

INITIATED
IN
2022/2023

22 DESIGN
PROJECTS
9 BOND
PROJECTS

44 CURRENT PROJECTS



4

CURRENT IN-HOUSE
DESIGN PROJECTS

3 Civil Engineers

1 Capital Engineer Manager

1 Engineering Project Coordinator

CAPITAL ENGINEERING PROJECTS

Year	Number of Projects	Project Managers	Total Budget
2020	20	3.5	\$ 36,885,850
2023	44	3.5	\$ 115,410,770
2024	37	TBD	\$ 108,539,453

CAPITAL ENGINEERING

Item D.

2022/2023

ACCOMPLISHMENTS

- Initiated 9 Bond Program projects
- Completed 16 Projects
- Updated professional services procurement process for large projects
- Applied for sidewalk/trail grant - If awarded in October, \$3.2 Million in local funding will leverage up to an additional \$12.8 Million in TxDOT funding

2023/2024

GOALS

- Integrate eBuilder project management system with Tyler Munis financial management system
- Implement project communication strategy
- Initiate 12 Projects
- Complete 19 Projects

PROCESS IMPROVEMENTS, STRATEGIES, & COST SAVINGS

- Develop landscaping design standards to save design costs on future design contracts
- Combine water and sewer rehab projects to further coordinate and leverage street improvements projects and funding
- Hire Construction Manager to advise the City and oversee construction of Police Headquarters Expansion project

SUPPLEMENTAL REQUESTS

CAPITAL ENGINEERING

Item D.

ENGINEERING PERSONNEL / SERVICES

- Funding: Ongoing - \$ 179,045 | 100% Capital Program
- Justification: Vertical Construction/Facility Focus
- Projects: Police Station | Fire Station 1 Remodel | West Side Fire Station

- Funding: Ongoing - \$ 179,045 | 100% Capital Program
- Justification: Water and Wastewater Focus
- Projects: Pump Stations | Sewer Relief Line | W/WW Rehab program

- Funding: Ongoing - \$ 179,045 | 100% Capital Program
- Justification: Roadway Focus
- Projects: Lakewood Drive, Lakewood Extension, Alsbury Blvd Phase III, Hooper Business Park Regional Detention



DEVELOPMENT ENGINEERING

ENGINEERING INSPECTIONS



**12 ENGINEERING
CONTRACTS**

**2 IN-HOUSE
DRAINAGE
DESIGNS**

REVIEWED Item D.

**86 PRIVATE DEVELOPMENT
SUBMITTALS**

**12 CIVIL CONSTRUCTION
PLANS**

3 FLOOD STUDIES

DEVELOPMENT

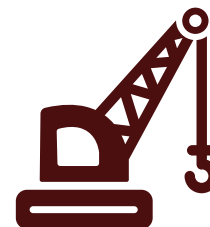


**15 PRIVATE
DEVELOPMENT
PROJECTS**

**8 CITY
PROJECTS**

INSPECTIONS

20+
**JOB SITES
INSPECTED
DAILY**



**4 Full-Time Inspectors
1 Inspection Manager**



DEV ENGINEERING | ENGINEERING INSPECTIONS

Item D.

2022/2023 ACCOMPLISHMENTS

- Mobility Plan update
- 12 drainage concerns addressed
- Two Impact Fee Study updates
- Two Masterplan updates

2023/2024 GOALS

- Complete Willow Creek and Village Creek updates to the Master Drainage Study
- Complete Design Manual update
- Enhance inspection and construction administration training for Inspectors

PROCESS IMPROVEMENTS, STRATEGIES, & COST SAVINGS

- Implement Track-It software to facilitate engineering review and coordination with Development Services
- Reclassify Engineer to Engineering Technician to streamline administrative and support tasks and improve efficiency of the Development Engineering team

BUDGET SUMMARY

PUBLIC WORKS BUDGET SUMMARY

Public Works

ACCOUNT	22/23 BUDGET
Salary and Benefits	\$8,039,371
Operations	\$22,528,835
Grand Total	\$30,568,206

General Fund

ACCOUNT	22/23 BUDGET
Salary and Benefits	\$5,449,590
Operations	\$4,649,848
Grand Total	\$10,099,438

Water / Wastewater Fund

ACCOUNT	22/23 BUDGET
Salary and Benefits	\$2,094,337
Operations	\$12,471,139
Grand Total	\$14,565,476

Solid Waste Fund

ACCOUNT	22/23 BUDGET
Salary and Benefits	\$0
Operations	\$3,879,653
Grand Total	\$3,879,653

Equipment Services Fund

ACCOUNT	22/23 BUDGET
Salary and Benefits	\$495,444
Operations	\$1,528,195
Grand Total	\$2,023,639

Item D.

QUESTIONS



City Council Special Meeting

DEPARTMENT: Human Resources
FROM: Rick DeOrdio, Director of Human Resources
MEETING: July 6, 2022

SUBJECT:

Receive a report, hold a discussion, and give staff direction regarding an update on Benefits and Compensation for FY 23-24. (*Staff Presenter: Rick DeOrdio, Director of Human Resources*)

SUMMARY:

Present an overview of the areas of focus for compensation and benefits for fiscal year 2023-2024.

OPTIONS:

- 1) Example: Approve as presented
- 2) Example: Approve with changes
- 3) Example: Deny

RECOMMENDATION:

Not applicable

PRIOR ACTION/INPUT (Council, Boards, Citizens):

None

FISCAL IMPACT:

Will be addressed in the overall budget approval process.

STAFF CONTACT:

Rick DeOrdio
Director of Human Resources
rdeordio@burlesontx.com
817-426-9641



Human Resources Benefits & Compensation

FY 2023-24 Budget Planning Update

Human Resources – Strategic Plan

Strategic Focus Area 1: Operational Excellence

Objective: To make the City of Burleson a community of choice by providing outstanding customer service; leveraging technology to be an efficient and responsive organization; being financially responsible; and focusing on transparency throughout the organization.

Goal 1: Develop a high-performance workforce by attracting and retaining the very best employees; providing a competitive salary and benefits package; maximizing employee training and educational opportunities.

Human Resources: Benefits - Current

Current Benefits Overview:

- Medical and dental plans are self funded
 - 2 medical plan options: High Deductible Health Plan and standard PPO plan
- Additional benefits include:
 - Basic life insurance equal to two times annual salary – city paid
 - Long Term Disability and Short Term Disability – city paid
 - Optional Life insurance
 - Flexible Spending plans
 - Vision
 - Legal Services
 - Optional Supplemental benefits: Accident, critical illness and hospital indemnity
 - 457(b) Deferred Compensation Plan

Human Resources: Benefits – Current – cont.

Timeline of Benefits Plan Changes and Improvements:

- Plan Year FY22-23
 - Continued contracts for all benefits from RFP administered Summer 2021
 - Added City paid Short Term Disability to compliment the existing Long Term Disability
 - Increased City paid life insurance coverage to 2 times annual salary for full time employees
 - Did not change insurance plan designs
 - Did not increase employee premium costs
 - Changed 457(b) Deferred Compensation Plan providers to VOYA Financial

Human Resources: Benefits – Current – cont.

Timeline of Benefits Plan Changes and Improvements:

- Plan Year FY22-23
 - Self Funded Health Reimbursement Account currently saving \$30,000 annually vs GAP insurance
 - Employee Health and Wellness Fair returned in September to provide health screenings and wellness information
 - Continuing wellness incentives as a means to assist employees with early detection of any medical conditions including Wellness Days off and medical insurance premium reductions
 - Added a second Wellness Day off option for employees to earn through a higher number of wellness activities within the year
 - Medical plan continues to run at around an 80% loss ratio creating a funding surplus for the year and maintaining a healthy fund balance

Human Resources: Benefits – Upcoming

Timeline of Benefits Plan Changes and Improvements:

- Plan Year FY23-24
 - No major medical or dental plan design changes anticipated in the current plans
 - IRS required increase in HDHP deductible moving from \$3,000 to \$3,200 for single coverage
 - Adding a dental insurance buy-up option
 - Increasing the annual benefit and orthodontia benefit for minimal cost increase
 - Premiums anticipated to remain the same for most products
 - Life insurance/AD&D will have a slight cost increase due to staff demographic changes (about 40¢/mo./employee)
 - First Responder Benefit – benefit included in cost shown below
 - Recommending increase to dependent basic life from \$5,000 to \$10,000 – City paid (\$21,000 annually)
 - Increase in UHC Wellness Benefit received changing from \$30,000 to \$35,000 annually
 - Increase in UHC Communications benefit changing from \$10,000 to \$15,000 annually

Human Resources: Benefits – Upcoming – cont.

Timeline of Benefit Changes and Improvements:

- Plan Year FY23-24 and beyond
 - 7% Inflationary factor added to actuarial models for medical plan cost forecasts
 - Continue to use the Benefits Committee for input, ideas and communication to the staff
 - Wellness programs will increase in frequency to emphasize medical condition detection
 - Adding more financial wellness programs with the new Deferred Compensation Provider
 - Receive Council guidance regarding work life balance options such as varying work schedules (4 x 10 hours days)
 - Continue to allow Directors the discretion for staff to work remotely part of the time if the position has the capability to do so

Human Resources Compensation – Current Market Influencers

- Available jobs in the US remains over 10.1 million as of April 2023
- Job openings outnumbered unemployed workers by about 5 million as of May 2023
- Unemployment is hovering around 3.7% at 5,567,000 unemployed workers – May 2023
- The skills gap in workers is growing and not anticipated to go away
- Succession planning is more crucial than ever – we currently have this in place in many depts.
- Entry level jobs are most vulnerable
- Anyone with employees is competition
- Starting pay exceeds \$15 per hour all over while our lowest paid employees are at \$12 per hour
- Food costs increased 12.2% since last summer
- 339,000 new jobs were created in May 2023 but unemployment is still low
- Burleson is in the southern part of the DFW Metroplex, the majority of engineering/technical jobs are in the center or northern part of DFW. We need our pay and benefits to be competitive to attract talent south

Human Resources

Compensation – Current Turnover

- Employee turnover is currently hovering slightly under 12% for full time employees, normal standard is under 8%
- Lower level positions are most vulnerable to market influencers – wages, benefits, incentives, work life balance – loyalty is created after 3-5 years
- 68% of full-time separations are within the first 4 years
- 37% of full-time turnover is within salaries under \$50,000 (\$24.03/hr.)

Annualized Turnover Statistics

FT and PT - Regular				FT Only - Regular		
Fiscal Year	Avg Headcount	Terms	Turnover	Avg Headcount	Terms	Turnover
2018-2019	400	70	17.5%	333	26	7.8%
2019-2020	408	62	15.2%	339	30	8.8%
2020-2021	423	70	16.5%	344	27	7.8%
2021-2022 COVID Impact	464	87	18.8%	370	49	13.3%
2022-2023 (YTD-Annualized)	506	80	15.7%	391	45.0	11.5%

Human Resources

Compensation – Current Turnover

- Local businesses have entry wages at or above ours in many locations due to market conditions
- We adjusted our seasonal personnel starting pay to \$12.00 in May 2022 to attain staffing for summer needs – pools need to be open and summer camps available for school kids
- In June 2022 we adjusted some general laborers to be competitive in today’s market as of last year’s data
- In FY22-23, starting in October 2022, many market cities have done substantial adjustments in order to be competitive and passed Burleson in average wages and salary ranges.
- High turnover areas during this fiscal year in General Government are:

• Park Maintenance	• Information Technology
• Engineering Development	• Municipal Courts
• Streets – Maintenance and Drainage	• Code Compliance
• Water Utilities	• Public Safety Communications

Human Resources Compensation - History

Timeline of Compensation Plan Improvements:

Timeframe	Compensation Plan	Adjustment Type	Pay Increase %
October 2019	Police & Fire Pay Step	Market Adjustments + Step	16%
October 2019	City Compensation (Non Pay Step)	Merit	3%
April 2021 (Delayed due to Pandemic)	City Compensation (Non Pay Step)	Merit + Market Adjustments	3%
April 2021	Police & Fire Pay Step – rebuilt step plan	Market Adjustments + Step	6.7%
October 2021	City Compensation (Non Pay Step) Police & Fire Pay Step	Merit Step	3.5% average 3%
2022	Dispatchers	Market Adjustments - 2	Varies by position
2022	Seasonal staff, targeted positions falling behind market (3 years without adjustments)	Market Adjustments	Varies by position
October/November 2022	Police & Fire	Market adjustments due to new FY'23 market data	8.15% average

Budget Preparation Factors – Summer '22

How we determined the Oct. 1, 2022 rates

Staff utilized many factors in determining compensation for FY22-23. One factor used is the proposed increases by the market cities that we compare ourselves to and the current salaries in each. Here is what we received, not all cities responded:

City	Civilian (Across The Board) %	Effective Date	Police ATB %	Effective Date	Fire ATB %	Effective Date
Arlington	6%	10/03/22	6%	10/03/22	6%	10/03/22
Bedford	4%	10/1/2022	4%	10/1/2022	4%	10/1/2022
Burleson	0		2%	10/01/22	2%	10/01/22
Cedar Hill	5%	10/01/22	7%	10/01/22	7%	10/01/22
Cleburne	2.5	10/02/22	Market adj. plus 2.5	10/02/22	Market adj plus 2.5	10/02/22
Keller	2%	10/01/22	3%	10/01/22	2%	10/01/22
N. Richland Hills	10% min 4% to max	10/01/22	4%	10/01/22	4%	10/01/22
The Colony	3% for under \$75k 5% for under \$75k	10/1/2022	3% for under \$75k 5% for under \$75k	10/1/2022	3% for under \$75k 5% for under \$75k	10/1/2022

City staff utilized a 2% increase in Police/Fire steps coupled with the 3% between each step to be competitive based upon early data – only the cities listed above provided data. The others did not comply with any city's request for projections.

Recent Market Influencers – Police & Fire Fall '22

A number of the Market Cities made last minute adjustments due to varying factors:

- Aggressive starting salaries by a couple cities making positions less attractive in non-competitive cities
- A few cities had posted sign on incentives for lateral applicants and relocation incentives
- Current employment rates are decreasing due to 5 million more jobs than people to fill them
- Many recruits have little or no life experience and find the job of an officer harder than expected
- Current times have made it more difficult to recruit and hire police officers
- Paramedics are harder to attract without incentives

Public Safety Market Salaries for 10/1/2022

Here are the FY22-23 (October 1, 2022) starting salaries for our Market Cities and local incentives

Police Officer Starting Salaries	
Arlington	\$72,211.24
Cedar Hill	\$65,000.00
Cleburne	\$62,477.41
Eules	\$70,857.00
Fort Worth	\$66,601.60
Grand Prairie	\$74,982.00
Hurst	\$77,376.00
Keller	\$64,958.00
Mansfield	\$73,000.00
Midlothian	\$70,033.60
North Richland Hills	\$65,930.00
The Colony	\$73,330.40
Waxahachie	\$65,528.74

Burleson \$69,360.00

Fire Fighter Starting Salaries	
Arlington	\$69,539.44
Cedar Hill	\$59,324.00
Cleburne	\$62,492.04
Eules	\$68,790.00
Fort Worth	\$60,767.00
Grand Prairie	\$74,755.00
Hurst	\$75,899.20
Keller	\$61,560.00
Mansfield	\$68,775.00
Midlothian	\$64,903.80
North Richland Hills	\$58,425.00
The Colony	\$73,332.86
Waxahachie	\$65,526.55

Burleson \$69,360.00

Cities have been adding incentives at the time of entry exam posting if other cities currently offer one to be competitive

Public Safety Pay Plan Challenges

Several cities made last minute pay adjustments in October 2022 as a way to gain advantage in recruiting. Staff received approval of a resolution increasing the Public Safety salaries in November 2022 and adding incentives to remain competitive in the top quartile in pay and incentives*.

Position	Anticipated Entry Salary Ranking Compared to Market Cities – 10/1/2022	Updated Entry Salary Ranking Compared to Market Cities – 10/1/2022	New Salary Ranking Compared to Market Cities – 11/1/2022
Police Officer	3 rd of 15	8 th of 15	2 nd of 15
Firefighter	3 rd of 15	5 th of 15	2 nd of 15**

*Added hiring incentives of \$2,500 for both entry police officers and fire fighters and implemented Police lateral incentives for TCOLE certified officers \$10,000.

**Increased Paramedic pay from \$2,400 to \$4,800 annually allowed Burleson to be competitive with market cities that currently offer these and roughly keep parity.

Public Safety November Changes

PUBLIC SAFETY STEP PLAN - EFFECTIVE 11/1/2022

Police - Sworn Staff

REVISED STEP PLAN	POSITION(S)	1
	Public Safety Recruit	\$ 65,128.68
	Duration	Until Sworn

REVISED STEP PLAN	POSITION(S)	1	2	3	4	5	6	7	8
	Police Officer	\$ 75,000.00	\$ 77,250.00	\$ 79,567.50	\$ 81,954.53	\$ 84,413.16	\$ 86,945.56	\$ 89,553.92	\$ 92,240.54
	Duration	1 year	1 year	1 year	1 year	1 year	1 year	1 year	1 year
Increase between revised steps			3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%

REVISED STEP PLAN	POSITION(S)	1	2	3	4	5
	Sergeant	\$ 101,000.00	\$ 104,030.00	\$ 107,150.90	\$ 110,365.43	\$ 113,676.39
	Duration	1 year	1 year	1 year	1 year	1 year
Increase between revised steps			3.00%	3.00%	3.00%	3.00%

REVISED STEP PLAN	POSITION(S)	1	2	3	4
	Lieutenant	\$ 117,090.00	\$ 120,602.70	\$ 124,220.78	\$ 127,947.40
	Duration	1 year	1 year	1 year	1 year
Increase between revised steps			3.00%	3.00%	3.00%

November 2022 Public Safety Changes

PUBLIC SAFETY STEP PLAN - EFFECTIVE 11/1/2022

Fire - Sworn Staff

POSITION(S)	1	2	3	4	5	6	7	8	9
Fire Fighter	\$ 71,000.00	\$ 73,130.00	\$ 75,323.90	\$ 77,583.62	\$ 79,911.13	\$ 82,308.46	\$ 84,777.71	\$ 87,321.04	\$ 89,940.68
Duration	1 year	1 year	1 year	1 year	1 year	1 year	1 year	1 year	1 year
Increase between steps		3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%

POSITION(S)	1	2	3	4
Apparatus Operator	\$ 92,500.00	\$ 95,275.00	\$ 98,133.25	\$ 101,077.25
Duration	1 year	1 year	1 year	1 year
Increase between revised steps		3.00%	3.00%	3.00%

POSITION(S)	1	2	3	4	5
Fire Lieutenant	\$ 97,500.00	\$ 100,425.00	\$ 103,437.75	\$ 106,540.88	\$ 109,737.11
Duration	1 year	1 year	1 year	1 year	1 year
Increase between revised steps		3.00%	3.00%	3.00%	3.00%

POSITION(S)	1	2	3
Fire Captain	\$ 113,000.00	\$ 116,390.00	\$ 119,881.70
Duration	1 year	1 year	1 year
Increase between revised steps		3.00%	3.00%

POSITION(S)	1	2	3	4
Battalion Chief	\$ 120,000.00	\$ 123,600.00	\$ 127,308.00	\$ 131,127.24
Duration	1 year	1 year	1 year	1 year
Increase between revised steps		3.00%	3.00%	3.00%

Nov. 2022 Police & Fire Pay Structure

Change Cost Increases - Review

Public Safety Salary Increase Estimate	
Police salary increase	\$580,000
Police Hiring Incentive	\$25,000
Police Lateral Hiring Incentive	\$30,000
	\$635,000

Increases to Public Safety wages and incentives is estimated at \$1,085,000

Fire Salary increase	\$141,144
Fire Hiring Incentive	\$25,000
Paramedic Pay increase	\$67,200
	\$233,344

Incentives are based upon current eligible personnel and anticipated qualified new recruits

Total wage estimates	\$868,344
Total wages with benefits	\$1,085,000

Human Resources Compensation – FY'23 and Beyond Recommendations

Compensation Changes and Improvements:

- Plan Year 2023 and Beyond
 - Established a philosophy of maintaining salary ranges in the Top 25% of market (14 cities plus Burleson)
 - Maintain starting pay higher in the range to attract and retain talent for hard to fill or high turnover positions
 - Continue regrading and market adjusting key positions based on market surveys to place all positions in correct grades
 - Market adjust salaries effective 10/1/2023 for identified staff to be competitive and retain current staff
- ❖ Our comparison market cities include: Arlington, Burleson, Cedar Hill, Cleburne, Coppell, Euless, Ft. Worth, Grand Prairie, Hurst, Keller, Mansfield, Midlothian, North Richland Hills, The Colony and Waxahachie

FY'24 Market Adjustment Recommendations

- Salary survey analysis was done for all positions, Police/Fire have not changed since Oct. 2022
- November 2022 Police/Fire Market Adjustments allowed both departments to achieve full staffing
- All positions have been reviewed and regraded to market competitive positions
- All positions with a 3 grade or higher increase and high turnover positions have been identified for a targeted market adjustment
- Targeted market adjustment amounts are noted below by fund
- All non-adjusted positions will have only Merit increases available this year
- Merit increase department budgets of 3.5% have already been budgeted and are not shown below – all personnel employed as of 6/1/23 are Merit eligible

	General Fund	Parks Fund	Water Fund	Other Funds	Totals
Pay	\$156,995	\$73,212	\$90,955	\$5,936	\$327,098
Benefits	\$67,284	\$20,308	\$27,286	\$1,257	\$116,135
Total Estimated	\$224,279	\$93,520	\$118,241	\$7,193	\$443,233

Human Resources Compensation – FY’23 and Beyond Recommendations

FY 2023-2024 Compensation Recommendations:

Reviewing increases, regrading positions and other market adjustments for FY ’23/’24
Numbers shown below include benefits

Compensation Plan	Type	Projected Cost
Public Safety Pay Step Plan	Annual Step Placement (Merit) - Estimated Market was previously done in Nov. 2022	\$ 479,397 3%
City Compensation (Non Pay Step) - All	Annual Merit 3.5% Average - Estimated	\$ 934,311
City Compensation (Non Pay Step) – FT / PT	Market Adjustments – Targeted General Fund	\$ 224,279

- Public Safety Pay Step Plan – 3%
- Market adjustment and total merit costs will be finalized in the upcoming budget presentation for FY23-24

Human Resources Compensation – Market Adjustment Recommendations

FY 2022-2023 Current Compensation Benchmarking – Municipal:

Position	Burleson Current Mid of Range	Burleson Rank to Market	10/1/2023 FY'23/'24 Recommended	New After Adjustment Market Ranking
Park Maintenance Worker	\$16.15	11th of 14	\$19.63	3rd of 14
Street Maintenance Worker	\$16.15	11 th of 14	\$19.63	2nd of 14
Maintenance Crew Leader	\$21.64	9 th of 14	\$25.05	4th of 14
Sign & Marking Technician	\$18.84	7 th of 7	\$22.90	2nd of 7
Engineering Inspector	\$23.10	7th of 10	\$27.62	2nd of 10
Automotive & Equipment Tech.	\$19.63	6 th of 8	\$22.72	2 nd of 8
Code Compliance Officer	\$21.64	9 th of 12	\$25.05	3 rd of 12
Senior Building Inspector	\$27.62	7 th of 8	\$31.97	3 rd of 8

Positions are being market adjusted to maintain competitive ranges using current market city ranges

Human Resources Compensation – FY'23 and Beyond Recommendations

Next phase focus – Other non-compensation benefits as future considerations

- Apprenticeship program in hard to fill areas as a way to attract talent and attempt to close the widening skills gap
- Add a personal holiday or two to be above average with market cities

Holiday Schedule Comparison

City - 15 in Market	# of City Holidays	(11 Federal Holidays in blue) New Years Day	MLK	Presidents Day	Good Friday	Memorial Day	Juneteenth	4th of July	Labor Day	Columbus Day (Indigenous People's)	Veterans Day	Thanksgiving	Day after Thanksgiving	Christmas	Christmas (2nd day)	Addl. Floating Holiday
Burleson	10	X	X			X		X	X			X	X	X	X	1 PERSONAL
Arlington	12	X	X	X	X	X	X	X	X			X	X	X	X	
Cedar Hill	11	X	X		X	X		X	X			X	X	X	X	1 PERSONAL
Cleburne	11	X	X		X	X		X	X			X	X	X	X	EE BIRTHDAY
Coppell	11.5	X	X			X	X	X	X			X + 1/2 DAY	X	X	X	1 PERSONAL
Eules	10	X				X		X	X			X	X	X	X	1 PERSONAL
Fort Worth	11	X	X			X	X	X	X			X	X	X		2 PERSONAL
Grand Prairie	9	X	X			X		X	X			X	X	X	X	
Hurst	10	X	X		X	X		X	X			X	X	X	X	
Keller	10	X			X	X		X	X			X	X	X	X	1 PERSONAL
Mansfield	11	X	X			X	X	X	X		X	X	X	X	X	
North Richland Hills	10	X	X	X		X		X	X			X	X	X	X	
Midlothian	10	X	X	X		X		X	X			X	X	X	X	
The Colony	14	X	X	X	X	X		X	X	X	X	X	X	X	X	1 PERSONAL
Waxahachie	11	X	X		X	X		X	X		X	X	X	X	X	
Average	10.7	15	13	4	7	15	4	15	15	1	3	15	15	15	15	8 Personal

Burleson is slightly below average with the market cities in currently observing holidays. An option of increasing personal holidays or dedicate all Federal holidays plus days after Thanksgiving and Christmas would be 13 holidays and would give us an edge over most of our market cities.

Human Resources Next Steps– Proposed

Timeframe	Component
July	Overview of Benefits & Compensation to Council
September	Bring forward the Handbook changes for Council approval
November	Bring forward annual Stop Loss contract for approval

Questions / Comments
