



THE CITY OF  
**BURLESON**  
TEXAS

Economic  
Development

# ECONOMIC DEVELOPMENT UPDATE

# OUR MISSION

To increase the economic vitality of all in Burleson, Texas

# OUR VISION

To nurture a culture of community, creativity and enthusiasm by leading efforts to attract investment in new and expanding businesses for the purpose of creating and retaining jobs, enhancing the tax base, and improving the quality of life for the residents of Burleson



# DEMOGRAPHICS



Median Household Income: \$96,210  
Median Home Value: \$332,202



Current Population: 53,764  
Daytime Population: 47,892



At 3.2%, the unemployment rate in Burleson is 1.1% lower than the U.S. average



Population Growth Rate: 3.15%



Strong Retail Trade Area of 366,716



Median Burleson resident age of 36



The cost of living in Burleson is 5.7% lower than U.S. average



Businesses: Over 1,800 businesses and counting



Employment: Total Employees: 17,000 and counting



# JOHNSON COUNTY GROWTH

Current population estimate for the County is 217,000 and projected growth by 2045 to be over 300,000

The 20-34 age group has been the fast -growing segment, while the share of the population aged 65 and older has increased

The number of jobs in the County has increased significantly, outpacing the national growth rate

Key growth drivers are Proximity to DFW, Strategic Location, New Developments, Industrial Expansion and Great school districts

Infrastructure will be the key driver to keep pace with the growth over the coming years

# PARIS BAGUETTE

First North American manufacturing plant

450 new full time jobs

\$208 Million total capital investment

Parent company is located in Seoul, South Korea and US headquarters are in New Jersey

Over 4,000 retail stores worldwide but only 250 in North America. Goal to have 1,000 locations in the US by 2030

Groundbreaking was held in September of 2025 and the first phase of the facility to be operational by Q3 of 2027

The building will total 267,000 square feet making Paris Baguette the largest food manufacturer in Burleson



# KMP PLUMBING, HEAT & AIR

Plumbing, Heating & Air Corporate Office and service company located in Mansfield and servicing residential, commercial and industrial projects.

Family owned and operated since 1985

The relocation to Highpoint Business Park will allow them to grow for decades to come adding over 30 new jobs to an already existing 73 jobs

\$6 Million minimum total capital investment

Their mission and hope is that our services have a positive impact on our community and improve the quality of living for all individuals through our commitment to character, hard work and integrity

Groundbreaking took place on October 21 with an opening expected by December of 2026



# TALLGRASS MASTER-PLANNED COMMUNITY



Staff has been in discussions with this family for over 2 years developing a strong relationship to welcome them as they design a multi-generational mixed use master planned community to be the western gateway into Burleson, and an expected \$1 billion+ capital investment

The property is owned by one family since 1951 and is 621 acres that will be completely in the city limits and adjacent to the Chisholm Summit master planned community

This development will be a place to learn and grow, a place to connect with nature, a place to work and a place that will be a destination

The goals of this development are to have a high quality of life, enhance environmental sustainability, foster community connectivity, support diverse housing, develop quality employment and retail services, celebrate local culture and ensure long term community viability

This development will have over 4000 residential units, Joshua Elementary School, major employment, regional and commercial services



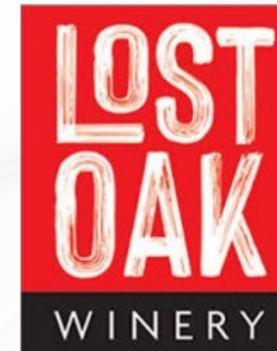
# TOURISM INVOLVEMENT

Over the last year our team has shifted to be more involved in the Tourism space to showcase how our community is a destination for a weekend away, a sports tournament or to have a larger event

Our community has a multitude of partners that are setting us up to achieve this with Lost Oak, Jellystone, Alley Cats, Chisenhall Fields, Mainstay Farms, Whistlejacket Farm and with all of our great small businesses and restaurants

Our team hosts an annual Tourism Fam Tour to showcase all of these establishments and to create strong relationships between the partners to achieve more business in the community

Earning the Tourism Friendly City certification from the State of Texas allows our community to be included in on tourism websites through the state, ability to advertise on different channels and attend numerous tourism based conferences



# OLD TOWN

Old Town, in particular is a group we often focus on due to the unique, locally owned and operated dining and retailers within the area. Old Town is home to numerous community events featuring music, arts, history and restaurants with food from around the globe. Our Old Town district showcases 21 unique dining establishments and 11 unique retailers.

In recent years, the city has invested heavily in the re - development of the district which included the Mayor Vera Calvin Plaza (2020), public parking expansion projects, sidewalks and beautification. Our downtown district has proudly received over 10 awards from the Texas Downtown Association.



# BUSINESS RETENTION



Our team is constantly brainstorming unique and fun ways to support local businesses, instill a "community over competition" mindset throughout our community and create a lil' buzz about our city!

To encourage shopping local, citizens can submit receipts via email to be entered into a weekly drawing. Each week 10 winners receive a \$25 gift card to a local BTX business of their choice.

We can utilize this program as a way to incentivize the community to support local businesses surrounding specific events (holiday season, Small Business Week) or during notoriously slower months for local retailers - typically January/February and mid Summer months).

# BTX BEST FEST

Every September, Burleson restaurants submit their very own creations inspired by the flavors of State Fair foods in this month -long contest. Two restaurants win awards based on dish entries - Judges Choice Award and People's Choice Award!

Patrons can get a custom passport stamped at each location and submit their stamped passport to our offices for a chance at winning a grand prize package from BTX Best Fest participating restaurants.



**Peachapilla Cheesecake**  
Murry Bakery



**Pepper Pork Crunch**  
American Revelry



**Apple Pie Empanada**  
Station 330



**The Pineapple Pitmaster**  
Hard 8 BBQ



**Big Potato Company**  
The Midway Monster

# 817 DAY

817 Day was created to promote comradery amongst the community members of BTX (817 area code) .

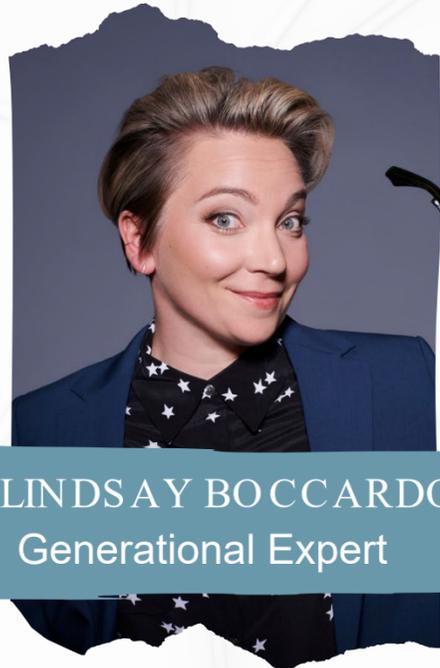
817 Day encourages citizens to shop and dine locally, pay it forward to a fellow citizen, do something nice for a neighbor, explore a local city park or attraction & celebrate loving where you live as a whole!



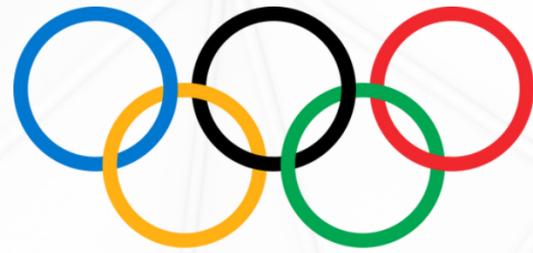
# PROJECT U 2026

[www.ProjectUBurleson.com](http://www.ProjectUBurleson.com)

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JOHNNY QUINN  
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JEREMY WALL  
CEO, GoalMakers





# Burleson Economic Development

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