

CITY OF GAINESVILLE
PARKS, RECREATION AND CULTURAL AFFAIRS DEPARTMENT

VISION 2020 MASTER PLAN



MISSION

The City of Gainesville Parks, Recreation and Cultural Affairs Department's mission is to provide and maintain the natural, recreational and cultural facilities and programs that make Gainesville a great place to live, work and visit; and that help sustain the city economically, socially and environmentally.

VISION

Our vision is to be seen as the keepers and hosts of the places where nature, recreation and culture meet, offering memorable experiences for all.

We also want to be seen as contributors to economic prosperity through enhanced property values, increased tourism and a high quality of life; as promoters of social equity and stability, as providers of affordable programs and experiences; and as stewards of the community.



Parks, Recreation and Cultural Affairs

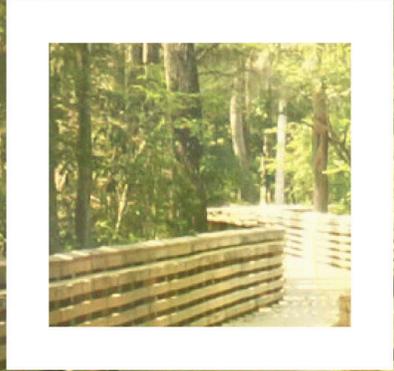
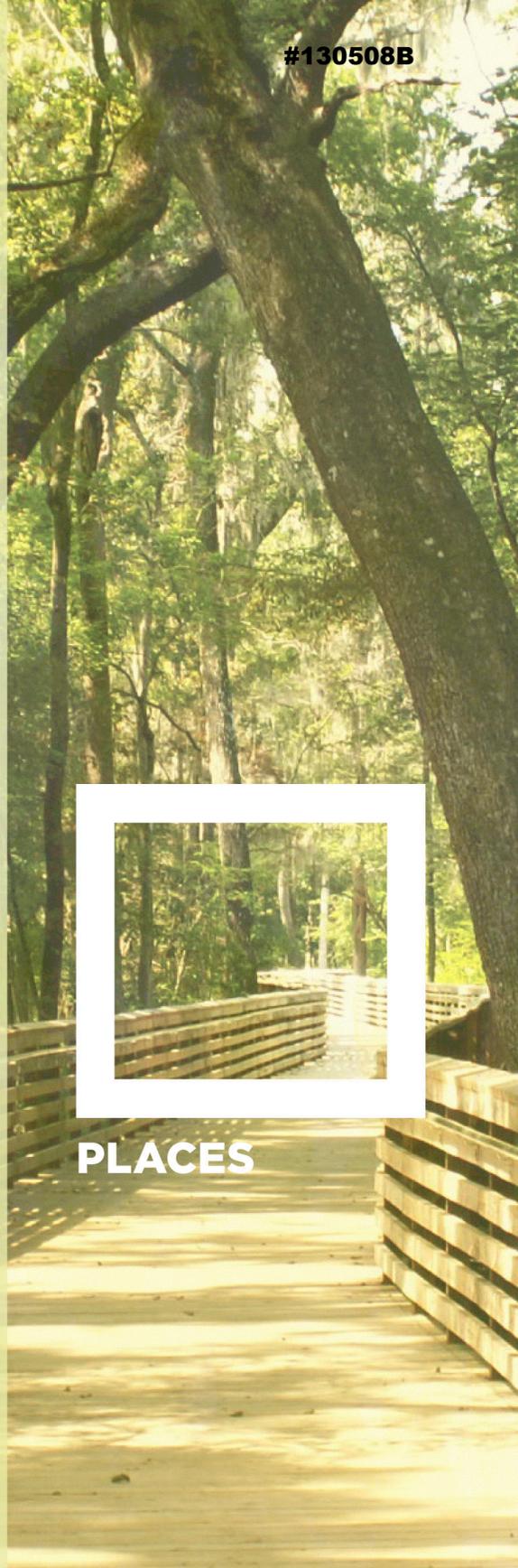


City of Gainesville Parks, Recreation and Cultural Affairs Department is accredited by the Commission for Accreditation of Park and Recreation Agencies (CAPRA).



Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.

Front cover photo: Earth Academy Day Camp, Photo: Erica Brough, The Gainesville Sun; photos: courtesy City of Gainesville Parks, Recreation and Cultural Affairs Department; PIECES OF DREAMS The Art of Lorelei Esser, photo: William A. England, The Alligator.



PLACES

A BLUE PRINT FOR THE NEXT 20 YEARS

The PRCA Vision 2020 Master Plan, adopted in November 2012, addresses the current state of all City parks and facilities and identifies gaps throughout the City in amenities and in service levels, and it identifies serious needs for renovations of pools, centers and parks. It provides an illustrative, usable and unified master plan for the department to:



Children learn to swim at one of three City pools

ENGAGE

Engage the community and key stakeholders (more than 1,700 residents participated in this process)

ASSESS

Assess current and future needs for recreation programs; cultural and public art programs; recreation facilities and parks; and, marketing and volunteers

DEFINE

Define core services, roles and balance between parks, recreation and cultural facilities and programs

IDENTIFY

Identify new revenue sources to support operations and capital costs

INCORPORATE

Incorporate best practices

RECOMMEND

Recommend priority improvements, actions, and potential cost benefits

ALIGN

Align the department with best practices through accreditation from the Commission for Accreditation of Park and Recreation Agencies

ASSESSING OUR CONDITION

The City of Gainesville has many parks, recreation and cultural facilities that are attractive and well maintained, but the majority of these facilities are almost 50 years old and need major improvements. Based on input from Gainesville residents, top priority improvements include:

- Develop new walking/biking trails and paths
- Expand existing and provide new cultural facilities and programs
- Upgrade existing neighborhood and community parks
- Acquire open space for nature-based activities
- Upgrade existing community centers and athletic fields

Additionally, one of the most significant challenges system-wide is adapting and/or renovating legacy facilities to be ADA accessible.



COMMUNITY

Children gather at the playground in Possum Creek Park and learn many lifetime lessons while playing together, such as teamwork, fairness and respect for others.

DEFINING NEEDS

VISION 2020 HAS SIX CATEGORIES

Your parks and recreation system was created in the early 1950's and has grown to 89 park sites over 3,400 acres. Gainesville's citizens told us what they wanted, and here are their recommended actions:

1. NEW AND IMPROVED PARKS AND PROGRAMS

Improve access, amenities and aesthetics at 50 existing parks; acquire and develop eight new neighborhood parks throughout the city, update, renovate and make them ADA accessible; add shade over playgrounds, add

picnic shelters and places to sit and relax; secure land and develop a nature center, a multipurpose recreation center and athletic complex and a cultural facility for the arts. Expand youth programs in nature, recreation and the arts to teach many new skills and create a healthy and vital community.

2. ATHLETIC FACILITIES AND PROGRAMS

Upgrade 40-year-old baseball/softball fields with new sod, irrigation, dugouts, scoreboards, bleachers, shade; upgrade open field space to create a soccer/football/lacrosse/rugby complex behind the MLK Jr. Center; acquire land and develop a new multipurpose field complex in western Gainesville; renovate and upgrade Citizens Field to meet the growing demand for middle and high school sports.

3. NATURE PARKS, PROGRAMS AND ENVIRONMENTAL EDUCATION

Create authentic experiences that focus on environmental appreciation, ethical stewardship of natural resources and in the urban forest and its value to the city's quality of life, economic vitality and social connectivity; activate nature parks and elevate experiences with nature; add a new nature center in western Gainesville.

Interactive experiences are part of the educational programs at Morningside Nature Center



4. CULTURAL FACILITIES AND PROGRAMS

Implement the 352ARTS Roadmap that brands Gainesville as a cultural destination; increase the numbers and types of cultural programs for all ages; develop a premier outdoor performing arts venue and cultural center for Gainesville's diverse arts community and audience; and bolster culture's position as a catalyst for tourism and economic development.

5. RECREATION CENTERS, POOLS AND PROGRAMS

Upgrade and renovate 50-year-old recreation centers and pools located throughout the city; fill the gap on the west side of town by developing a multipurpose center with a gymnasium, stage, wellness center, meeting space, kitchen, etc; focusing all upgrades and renovations on environmental sustainability.

6. TRAILS AND BIKEWAYS SYSTEM

Increase connectivity throughout the city, joining neighborhoods with parks, schools, shopping areas and libraries, truly making travel for pedestrians, bicyclists, skaters safe. Also, establish trailheads with restrooms, drinking water, benches, etc., serving diverse populations throughout the city.

IDENTIFYING HOW TO REACH THESE GOALS

The total investment to implement the 20-year vision is approximately \$79M. Currently, the Parks, Recreation and Cultural Affairs Department averages \$1.5M annually through Capital Improvement Project funding and a variety of other sources.

This leaves a gap of approximately \$50M. Once the plan is complete, the city should anticipate approximately \$2.8M for annual operations and maintenance of new facilities developed over 20 years and \$2.9M for project management.

STRATEGIC PRIORITIES

CATEGORY OF	COST ESTIMATES
New and Improved Parks	\$21,400,000
Athletic Facilities & Programs	\$8,050,000
Nature Parks, Programs, & Environmental Education	\$8,500,000
Cultural Facilities & Programs	\$12,750,000
Recreation Centers, Pools & Programs	\$11,100,000
Trails & Bikeways Systems	\$7,886,000
Land Acquisition	\$3,889,900
+5% Operating Costs Annual	\$2,800,000
+4% Project Management	\$2,900,000

The primary option to fund the Master Plan is a combination of pay-as-you-go and securing \$50M in order to expedite high priority projects.





Fred Cone Park features a 440-meter rubberized track, perfect for a variety of activities for residents of all ages and all walks of life, encouraging a healthy lifestyle for everyone.

ALIGNING COMMUNITY EFFORTS

Let's bridge the gap. We need your help bringing this plan to life. If you'd like to get involved with the PRCA Vision 2020 Master Plan or with the Gainesville Arts & Parks Foundation,

please contact the Parks, Recreation and Cultural Affairs Department at 352-393-8364 or look for updates online at CityofGainesvilleParks.org.

The final success of both the PRCA Vision 2020 Master Plan and its 352ArtsRoadmap cultural plan relies on continued input and dialog with the city's residents. These plans will be updated every five years to progressively reflect the needs of the community.



2014 BY THE NUMBERS:

1,061,575 people served by PRCA

\$2,121,200 collected in revenue

286,850 people counted on nature trails

89 park sites maintained on

3,400+ acres of land

378 trees planted

What does this all add up to?

1 VISION
20 YEARS
1 QUALITY COMMUNITY



Learn more about how
you can participate at
CityofGainesvilleParks.org
or call 352-393-8364



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IT STARTS IN
PARKS
Coaching. Connecting. Community.