



Implementation Strategy

City of Gainesville Parks, Recreation and Cultural Affairs Vision 2020 Master Plan

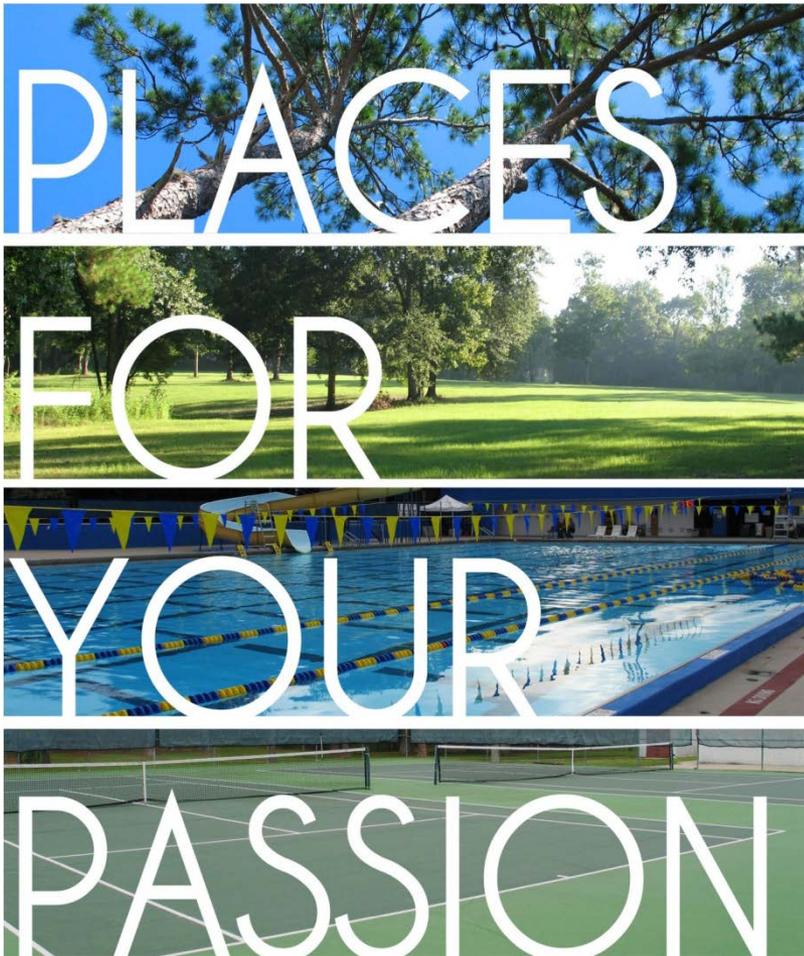
Joint City/County Commission Meeting
August 10, 2015

Prepared by Michelle Park, Assistant Director
Parks, Recreation and Cultural Affairs

Master Plan Approved 2012

- Addresses current state of City parks and facilities
- Identifies gaps throughout the City in service levels and park amenities
- Identifies serious needs for renovations of pools, centers and parks
- Recommends action and identifies cost estimates

Mission and Vision for PRCA



- Mission: *“To provide and maintain the natural, recreational and cultural places and programs that make Gainesville a great place to live, work and visit; and help sustain the City economically, socially and environmentally.”*
- Vision: *“To be seen as the keepers and hosts of these places where nature, recreation and culture meet, offering memorable experiences for all.”*

PRCA Master Plan Objectives

- **Engage** community, key stakeholders (over 1,700)
- **Assess** current and future needs for recreation programs; cultural/ public art programs; recreation facilities and parks; marketing and volunteers
- **Define** core services, role and balance between parks, recreation/ cultural facilities and programs
- **Identify** new revenue sources to support operations and capital costs
- **Incorporate** best practices
- **Recommend** priority improvements and actions, and potential cost benefits
- **Create** an illustrative *and unified* master plan
- **Align** the department with best practices through accreditation from the Commission for Accreditation of Park and recreation Agencies

Needs Assessment Summary

	Demographics	Site Evaluations	Program Evaluations	Internet Survey	Interviews/Focus Groups	Mail/Telephone Survey	LOS - Facilities	LOS - Access	LOS - Acreage	Programs Analysis
Develop New Biking/Walking Trails	✓	✓	✓	✓	✓	✓	✓	✓		
Upgrade Existing Parks (Incl. ADA)		✓	✓	✓	✓	✓	✓	✓	✓	
Upgrade Existing/Provide New Com. Ctrs.		✓	✓	✓	✓	✓	✓	✓		
Acquire Open Space for Passive Activities			✓	✓	✓	✓	✓	✓		
Expand/Revitalize Marketing and Branding		✓	✓	✓	✓	✓	✓	✓		✓
Provide Additional Playgrounds/Tot-Lots		✓	✓	✓	✓	✓	✓	✓		
Provide Additional Small Neighborhood Parks		✓	✓	✓	✓	✓	✓	✓		
Additional, Affordable Youth Programs			✓	✓	✓	✓	✓	✓		✓
Upgrade Existing Athletic Fields		✓	✓	✓	✓	✓	✓	✓		
Provide Additional Athletic Fields	✓		✓	✓	✓	✓	✓	✓		
Improve Existing/Provide New Cultural Facilities			✓	✓	✓	✓	✓	✓		
Expand Aquatics Facilities/Programs			✓	✓	✓	✓	✓	✓		✓
Expand Farmers Market			✓	✓	✓	✓	✓	✓		
Expand Nature Programs Offerings			✓	✓	✓	✓	✓	✓		
Provide Additional Football/Soccer Fields			✓	✓	✓	✓	✓	✓		✓
Create New Special Events/Gathering Spaces	✓		✓							✓
Provide Additional Disc Golf Courses				✓						✓
Provide Additional Public Golf Courses	✓					✓				
Expand Fitness & Wellness Facilities/Programs	✓				✓					
Provide Additional Dog Parks			✓		✓					
Provide Additional Basketball Courts	✓					✓				
Provide Additional Canoe/Kayak Launches		✓					✓	✓		
Provide Additional Picnic Facilities							✓	✓		
Provide Additional Volleyball Courts							✓	✓		
Provide Additional Public Meeting Rooms							✓	✓		
Improve Bus Transportation				✓				✓		



Citizens' Top 5 Priorities

1. Develop new walking/biking trails and paths
2. Upgrade and expand existing parks (ADA)
3. Acquire open space for nature-based activities
4. Upgrade existing community centers and athletic fields (ADA)
5. Upgrade existing and provide new cultural facilities and programs

Recommended Actions

1. New and Improved Parks and Programs
2. Athletic Facilities and Programs
3. Recreation Centers, Pools and Programs
4. Nature Parks, Programs and Environmental Education
5. Cultural Facilities and Programs/ 352 ARTS Roadmap
6. Trail and Bikeways System

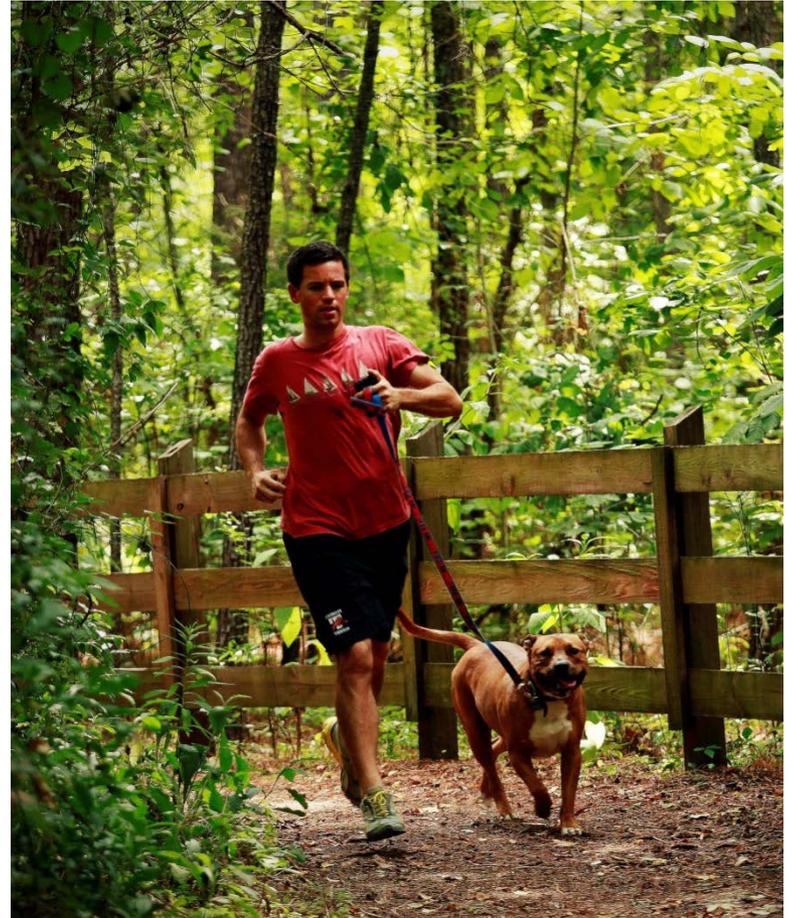


Photo: Erica Brough Gainesville Sun

New and Improved Parks and Programs

- Improve ADA access and upgrade amenities at existing parks
- Acquire and develop 8 neighborhood parks
- Add shade over playgrounds and ADA access
- Expand youth programs in nature, recreation and the arts



Roper Park

Athletic Facilities and Programs

- Upgrade 40-year-old baseball/softball fields
- Upgrade fields behind MLK Jr. Multipurpose Center to create soccer, lacrosse, rugby, football complex
- Develop a new outdoor athletic complex in western Gainesville
- Renovate and upgrade Citizens Field



Recreation Centers, Pools and Programs

- Upgrade and renovate 50-year-old pools and recreation centers
- Improve ADA access at all centers and pools
- Develop a new recreation center like MLK Jr. Multipurpose Center in western Gainesville
- Heat and cool Westside Pool to open it year-round



Nature Parks, Programs and Environmental Education

- Create authentic experiences for youth focusing on environmental appreciation, ethical stewardship and the value of the urban forest
- Activate nature parks with non-traditional activities such as yoga
- Add a new nature center in western Gainesville



Cultural Facilities and Programs

- Implement 352 ARTS Roadmap that brands Gainesville as a cultural destination
- Increase the number and types of cultural programs for all ages
- Expand public art with private/public partnerships
- Develop a premier outdoor performing arts venue and cultural center that serves as a catalyst for tourism and economic development

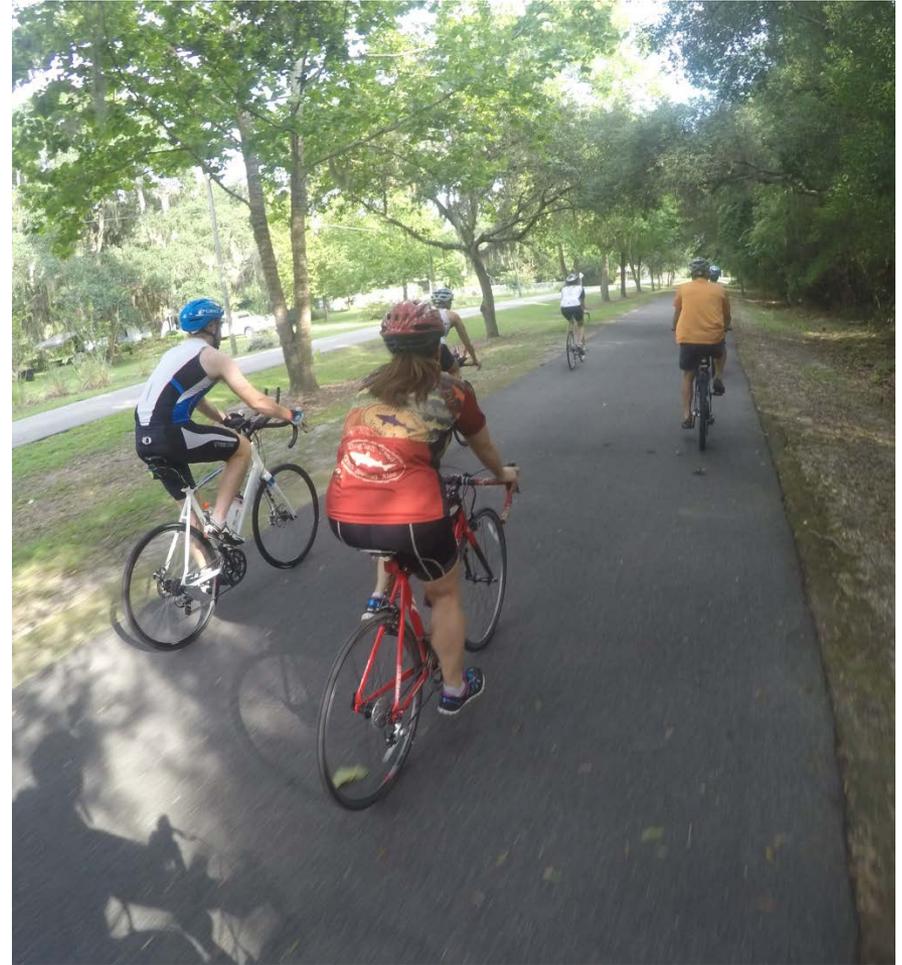


352 *Arts*.org

*The Gateway To Your
Cultural Community*

Trails and Bikeways System

- Increase connectivity throughout the city, providing safe places for bicycles, pedestrians and skaters to travel
- Improve and develop trailheads with restrooms, drinking fountains, repair stations, benches



Estimated Costs

New and Improved Parks	\$ 21,400,000
Athletic Facilities & Programs	\$ 8,050,000
Nature Parks & Programs	\$ 8,500,000
Cultural Facilities & Programs	\$ 12,750,000
Recreation Centers & Pools	\$ 11,100,000
Trails & Bikeways System	\$ 7,886,000
Land Acquisition	\$ 3,889,000
Operating Costs of New Facilities	\$ 2,800,000
Project Management	\$ 2,900,000
Total Cost Estimate	\$ 79,275,000

Potential Funding Sources

Pay As You Go:

- Millage Increase
- Sales Tax
- Grants
- Annual CIP Allocation
- Concession Revenues
- Sponsorships

Borrowing:

- Performance Contract Bond
- General Obligation Bonds

Partnerships:

- Stormwater Improvements/Parks
- School Parks
- Gainesville Arts & Parks Foundation



Options to Discuss

Dedicated millage rate increase

- City Commission increases millage rate and dedicates incremental property tax revenue to funding master Plan projects
- Can be done either through a voter referendum or City Commission designation
- Based on funding estimates to generate \$56,000,000 the City would need a millage rate increase of approximately .50 mills for 20 year period
- Equates annually \$50 per \$100,000 of taxable property value
- Average cost per home owner \$36



Options to Discuss

Sales Tax Similar to Wild Spaces Public Places

- Sales tax implemented through voter referendum (Wild Spaces Public Places model ½ cent)
- Generates funds over relatively short time frame
- Assuming revenue levels generated similar to WSPP, an estimated tax duration of 8 years to generate \$56,000,000

Questions and Discussion

