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AGENDA

**TOWN OF CAMP VERDE
WORK SESSION
PARKS & RECREATION COMMISSION
473 S MAIN STREET, SUITE 106
MONDAY, MAY 6, 2024 AT 4:30 P.M.**

ZOOM Link <https://us02web.zoom.us/j/82587854048?pwd=Zmhjb0h0NWVydj5ObTRUY3BtbkgrZz09>

**One Tap Mobile: 1-253-205-0468 or 1-253-215-7799
Meeting ID: 825 8785 4048
Passcode: 496044**

If you want to speak ON ANY ITEM ON THE AGENDA, PLEASE complete the Request to Speak Form

1. **Call to Order**
2. **Roll Call:** Chairperson Dave Grondin, Vice Chairperson Jerry Morris, Commissioner Glenda Duncan, Commissioner Mary Hughes, Commissioner Candra Faulkner, Commissioner Jeffrey Noonan, and Commissioner Wayne Smith
3. **Pledge of Allegiance**
4. **Discussion, review, and update on the current Special Event Review Process.** (Staff Resource: Michael Marshall) pg. 3
5. **Discussion and review regarding the Parks & Recreation Commission Strategic Plan Action Steps Planning Calendar.** (Staff Resource Michael Marshall) pg. 4
6. **Discussion and review of the Parks & Recreation Community Engagement information.** (Staff Resource Michael Marshall) pg. 5
7. **Discussion and introduction of the Scope of Work/Table of Contents – definitions for the Parks & Recreation Master Plan.** (Staff Resource Michael Marshall) pg. 15
8. **Adjournment**

Note: Pursuant to A.R.S. §38-431.03A.2 and A.3, the Parks and Recreation Commission may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item. The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at the Town of Camp Verde and the Town Web site on 4/30/2024 at 4:00 pm

Shawna Figy

Shawna Figy, Recreation Supervisor

Camp Verde Parks & Recreation

Current Annual Special Event Review & Improvement Process

Camp Verde Parks & Recreation has an ongoing review and improvement process for all our programs including Special Events. The following outlines our current practices focused on events.

During the event:

- P&R staff note potential improvements to this event and other events based on current specific conditions and experiences.
- P&R staff perform an onsite review of suggested potential improvements for this event and others to obtain real world feasibility information during an actual event.
- P&R staff interact with vendors, partners, attendees and volunteers about their ideas and impressions of current operations and potential improvements.
- Parks & Recreation Commission members are frequently present and various operational aspects of the event are discussed with them and feedback is provided by them about their impressions of potential operational improvements.

Post event:

- P&R Staff review experiences and information gained during the event as above and compile a list of suggested improvements for the next iteration of this event and/or other events. That list is placed in the planning file for the appropriate future events.
- P&R staff send survey questions to event vendors to obtain feedback.
 - o Questions may be general or specific to a potential change being considered.
 - o These results are reviewed and as appropriate the suggestions are added to the event improvement list.
- P&R staff provides event information after an event to the Parks & Recreation Commission at meetings and work sessions and members provide feedback and suggestions about event improvements.
- An event summary document is created which lists basic event details such as dates, attendance, vendor numbers, and non-profit support levels. Additional details about revenue, expenses, and staff impact are listed, with the goal of spotting trends, potential budget issues or areas of potential improvement.

Pre-event:

- During event planning, the event improvement list is reviewed to determine which improvements may be implemented.
 - o Implementation specifics and decisions are based on several areas including but not limited to physical feasibility, staff and volunteer capacity, financial resources, timeline required and experience with similar or related improvements which may have been implemented at other events since the list was initially compiled.
- P&R staff provides event information about upcoming events to the Parks & Recreation Commission at meetings and work sessions and members provide feedback and suggestions about potential event improvements.
- Event partners may approach P&R staff with ideas for changes or improvements which are evaluated as above.

Camp Verde Parks & Recreation Commission
Council Strategic Plan - FY 25 Action Steps
Planning Calendar – Work Sessions

- ❖ Create and implement a robust process for annual review and improvement of events.
 - Develop plan for PRC involvement in review and improvement.
- ❖ Determine existing resources and documents that will incorporate into the Master Plan and identify gaps for completing the Plan.
 - PRC to review existing resources and documents with recommendations for inclusion to the P&R Division.
- ❖ Define “annual community engagement events” to set a baseline.
 - PRC to review and provide feedback on P&R Division document.
- ❖ Assess workforce/labor needs to facilitate additional events.
 - PRC to review and provide feedback on P&R Division plan.
- ❖ Identify and prioritize existing and future projects (and ongoing) as part of annual Capital Improvements Planning process.
 - PRC to review and comment on CIP plans.

May 6, 2024

- Finalize planning calendar
- Begin draft P&R Master plan scope/table of contents
- Begin discussion of PRC role in current event review process
- Begin discussion of community engagement events definition, criteria and baseline list

July 1, 2024

- Begin review of current resources & documents for inclusion in Parks & Recreation Master Plan (Master Plan)
- Finalize updated PRC involvement in event review process
- Finalize PRC recommendations for community engagement events definition and criteria

October 7, 2024

- Identify gaps in current resources and documents for Master Plan
- Update draft Master Plan scope/table of contents

January 6, 2025

- Finalize PRC input on CIP request for Master Plan consultant.
- Review & comment on parks & recreation FY26 CIP plans

April 7, 2025

- Review and update PRC involvement in event review process
- Review and comment on update for community engagement events description, criteria and baseline list

July 7, 2025

- Finalize scope of P&R Master Plan consultant RFP

Events that Engage the Community

In response to the Council Strategic goal to “Increase total number of Town-sponsored annual **community engagement events** by June 30, 2027” the following information is provided with two purposes in mind:

1. as a baseline demonstrating what Parks & Recreation and the Community Library are already doing to engage our community,
2. and, as a way of assessing where we may be able to collaborate more effectively to increase our efforts to engage the community through events, programs and activities

Town of Camp Verde Parks & Recreation Mission Statement

The Town of Camp Verde Parks and Recreation Division is dedicated to providing quality recreational, educational, cultural, fitness, social and environmental opportunities that meet the diverse needs of our community.

Town of Camp Verde Community Library Mission Statement

At Camp Verde Community Library, we connect people of all ages and walks of life to the expanding world of information, ideas, and creative experiences through free and equitable access to library resources.

Where do the Library & Parks & Recreation missions coalesce?

Connecting people of all ages and walks of life through quality recreational, educational, cultural, fitness, social and environmental opportunities that meet the diverse needs of our community.



Community Events fall into the following categories:

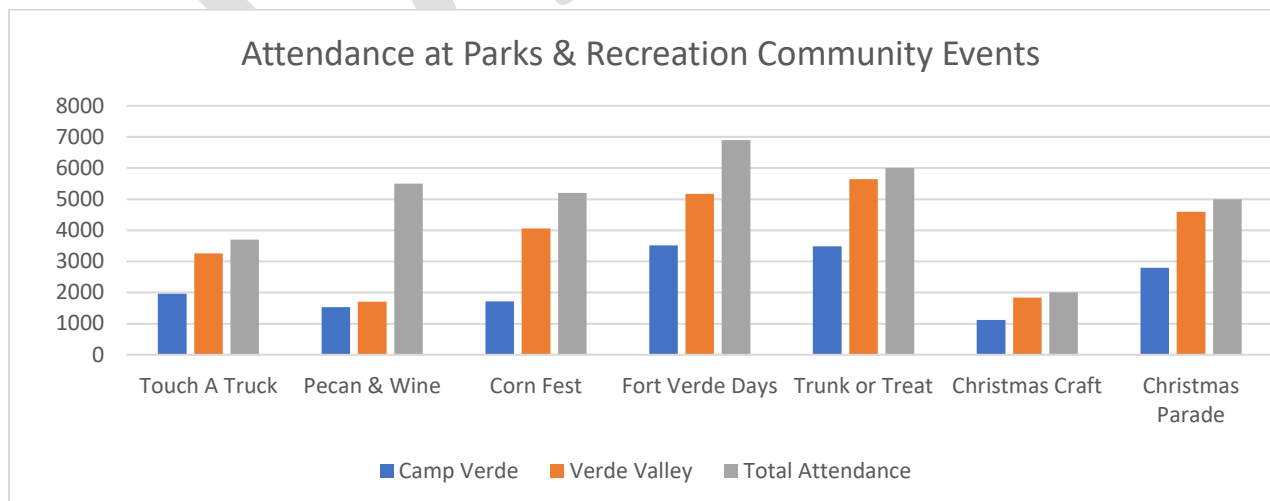
- ***Town Sponsored Community Events*** are planned, marketed, funded, and mainly operated by Parks & Recreation or the Library with the assistance from other Town staff including Maintenance and Streets. Partners, sponsors, or contract organizations may participate as well, using Town facilities.
- ***Town Partnered, Facilitated, or Supported Community Events*** are public events either using Town facilities or other public property and marketed in cooperation with other entities who are the primary lead on planning and operation. Some funding, operational and logistical support may be provided by Parks & Recreation, the Library, or other Town staff including Maintenance and Streets.
- ***Community Outreach Events*** are public events planned and operated by other Town Departments, local governments, or non-profit entities that Parks & Recreation or Library staff attend to support and/or to inform and promote our programs. Limited funding, operational, or logistical support may be provided by Parks & Recreation or the Library.
- ***Community Supported Events & Activities*** are public events that are planned and operated by non-profits or community groups to benefit individuals or groups. Some very limited operational or logistical support may be provided by Parks & Recreation, Maintenance or Streets.
- ***Community Programming*** involves programs offered throughout the year that are primarily in place to serve our local Camp Verde community. We have included annual participation numbers where possible.
- ***Community Groups Facility Use*** involves community groups using our facilities annually for a variety of activities. Most of these facility uses are free of charge as they are non-profits or partner groups. Many are weekly users, some daily. The numbers do not include our programming use.

Town Sponsored Community Events are planned, marketed, funded, and mainly operated by Parks & Recreation or the Library with the assistance from other Town staff including Maintenance and Streets. Partners, sponsors, or contract organizations may participate as well, using Town facilities.

TOWN SPONSORED PARKS & RECREATION COMMUNITY EVENTS			
Event Name	Attendance	Frequency	Length
*Touch-A-Truck	3,700	Annually in February	1 day
Pecan & Wine Festival	5,500, 15 wineries, 112 vendors	Annually in March	2 days
+ Pecan Pie Contest			
Food Truck Night		Monthly April-November	1 evening
Circus		Biennial in April	2 days
*Corn Fest	5,200, 84 vendors	Annually in July	1 day
+ Salsa Contest			
*FT Verde Days w/Parade	6,900, 95 vendors, 53 parade entries	Annually in October	2 days
+ Little Britches & Petticoats			
+ Chili Contest			
+ Parade Entry Contest			
Trunk-or-Treat	6,000	Annually in October	1 evening
+ Decoration Contest			
Turquoise Rodeo Circuit Block Party		Annually in November	
+ Rodeo Queen Pageant			
Christmas Craft Bazaar	2,000 , 50 vendors	Annually in December	1 day
+ Breakfast w/Santa			
+ Ginger Bread House Contest			
Christmas Light Parade	5,000, 33 parade entries	Annually in December	1 day

*the Library supports this program with a high level of engagement and staff participation

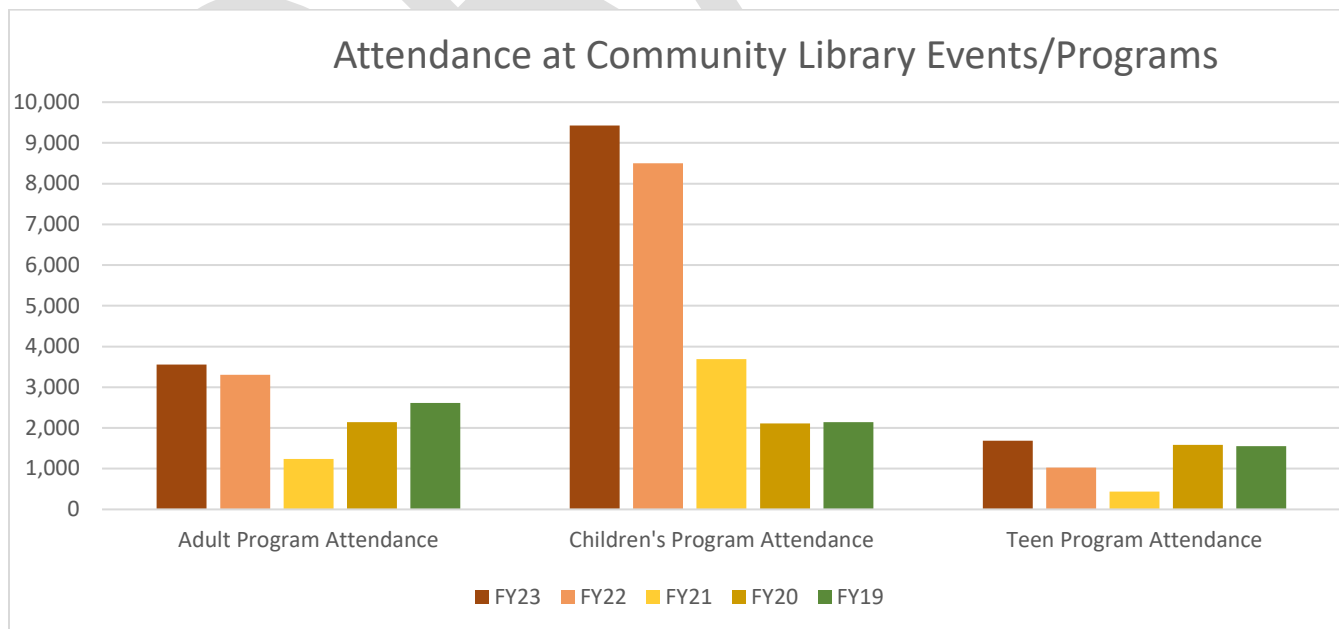
Attendance percentage numbers are pulled from Placer.ai reports. For the purposes of the percentages, Verde Valley includes Rimrock, Cornville, Cottonwood, Clarkdale, Sedona, VOC, and Camp Verde. Attendance at Parks & Recreation events is based on Placer.ai numbers and is for events held in 2023 unless otherwise noted. Placer.ai does not track anyone under the age of 18, so staff extrapolates the total attendance.



The residence of event attendees varies and is a function of the details of a particular event. Trunk or Treat is 60% residents with 94% from the Verde Valley in only two hours. Fort Verde Days, a longer event is the unofficial Homecoming for Camp Verde and attracts the most residents at 49% and 75% from within the Verde Valley. It is highly probable that the majority of 25% non-local attendees have some form of family or past residence connection to Camp Verde. Corn Fest is a close second for residents with 32% Camp Verde residents and 78% from the Verde Valley. The Christmas Craft Bazaar and Parade of Lights equals the 56% high for residents and attracts 92% of all attendees from the Verde Valley. The Pecan & Wine Festival attracts the most visitors from outside the Verde Valley at 69% with 27 % being Camp Verde residents. Our newest event, Touch A Truck, had attendance of 53% Camp Verde residents, 88% Verde Valley residents.

TOWN SPONSORED LIBRARY COMMUNITY EVENTS/PROGRAMS			
Event Name	Attendance	Frequency	Length
* Volunteer Appreciation Event	75	Annually in April	1 day
Earth Day-VYAA	350	Annually in April	1 day
*Dark Sky Party	65-250	Annually	1 day
After Hours Halloween Party-VYAA	65	Annually in October	1 day
el Día de los Muertos	450	Annually in November	1 day
GameCon	250	Annually in November	1 day
Music in the Stacks	750	Monthly January-December	1 day
+ Special Concerts	750	Monthly January-December	1 day
Verde Valley SciTech STEAM Events		Annually, 4 weeks in FEB	4 days
STEAM Workshops	25-150	2 Series Jan-May, Sep-Dec	12 days
+ Special STEAM Events	45	As needed	varies
1-2-1 Tech Assist		Weekly	.5 day
Tech & Financial Literacy Classes		Varies	

*Parks & Recreation supports this program with a high level of engagement and staff participation



Town Partnered, Facilitated, or Supported Community Events are public events either using Town facilities or other public property and marketed in cooperation with other entities who are the primary lead on planning and operation. Some funding, operational and logistical support may be provided by Parks & Recreation, the Library, or other Town staff, including Maintenance and Streets.

PARKS & RECREATION PARTNERED, FACILITATED, OR SUPPORTED COMMUNITY EVENTS			
Event Name	Partner	Frequency	Length
Blood Drive	Vitalant	Bi-monthly (6/year)	1 day
MLK Holiday		Annually in January	1 day
*Verde Lakes Park Festivals	Verde Lakes Recreation Corporation	Semiannually	1 day
*Fiber Arts Festival	AZ Federation of Weavers & Spinners	Annually in April	3 days
*Earth Day	Yavapai Apache Nation	Annually in April	1 day
Putt Putt Golf Fundraiser	Local nonprofit		1 day
Northern AZ Camp Verde Youth Football Jamboree	Northern AZ Youth Football	Annually in August	1 day
Girls on the Run event	Girls on the Run	Annually in November	1 day
AZ Budgery Bird Show		Annually	2 days
AZ Junior Rodeo Banquet	AZ Junior Rodeo Association	Annually	1 day
Camp Verde FFA Awards Banquet	Camp Verde Future Farmers of America	Annually	1 night
Camp Verde Youth Football Spaghetti Dinner Fundraiser	Camp Verde Youth Football	Annually	1 night
Fort Verde Days Quilt Show	Camp Verde Quilt Club	Bi-annually	2 days
Fort Verde State Historic Park Events – multiple events	Fort Verde State Historic Park	Annually	varies
*Verde Valley Farmers Market	VV Farmers Market nonprofit	Weekly – May to October	1 day
Tree Advisory Committee Plant Sale	Camp Verde TAC	Annually, March or April	1 day
Rainbow Acres Holiday Shopping	Rainbow Acres	Annually	1 day

*the Library supports this program, including staff participation

LIBRARY PARTNERED, FACILITATED, OR SUPPORTED COMMUNITY EVENTS			
Event Name	Partner	Frequency	Length
Blood Drive	Red Cross		
AARP Tax-Aide	AARP	Annually	4 months
Cooking Classes	Home for New Beginnings	Bi-Monthly	2 days
Various Clubs	Book, Quilt, Photo, Stamp, Chess, etc.	Monthly	1 day
Artist Groups & Art Shows	Local Artists	Varies	
Meet Local Outreach Caseworker	Catholic Charities	Bi-Monthly	
Support Group	Norther AZ Hospice, VV Sanctuary	Weekly	1 hour
Medicare Information	Various	Weekly/Seasonally	3 hours
Community Conversations	Various Informational Presentations	Monthly	
Verde Valley Food Collection	VV Neighborhood Food Project	Every other month	1 day
Health Information Groups	PreventT2, Alternative,		
Fiber Arts	Embroidery, Crochet, Sewing, etc.		
Various Workshops/Conference	Writers, OLLI, Driving Safety, etc.	Varies	varies

Veterans Services	Catholic Charities		
Early Head Start Play Group	Camp Verde Head Start	Weekly	1 day

Note: The Library also fully supports the Camp Verde Adult Learning Center with office space, classroom space, access to facilities, tech support, utilities, etc. at no charge.



Community Outreach Events are public events planned and operated by other Town Departments, local governments, or non-profit entities that Parks & Recreation or Library staff attend to support and/or to inform and promote our programs. Limited funding, operational, or logistical support may be provided by Parks & Recreation or the Library.

PARKS & RECREATION COMMUNITY OUTREACH EVENTS			
Event Name	Sponsor	Frequency	Length
Verde Valley Birding Festival	Friends of the Verde River	Annually in April	2 days
National Night Out	CVMO	Annually in Oct or Nov	1 day
CVUSD Welcome Night	CVUSD	Annually in August	1 day

LIBRARY COMMUNITY OUTREACH EVENTS			
Event Name	Sponsor	Frequency	Length
Verde Valley Comic Con	Cottonwood Public Library	Annually in April	1 day
Verde Valley Birding Festival	Friends of the Verde River	Annually in April	1 day
National Night Out	CVMO	Annually in Oct or Nov	1 day
CVUSD Welcome Night	CVUSD	Annually in August	1 day
Verde Valley Fair Kids Day	Verde Valley Fair	Annually in May	1 day
A Day in the Garden	Verde River Growers	Annually in Spring	1 day
Old Time Country Fair	Oak Creek School District	Annually in November	1 day
Verde Valley SciTech Festival	Science Vortex	Annually in February	1 day
Classroom Visits	CV High School – various classes	Varies	Varies
Laundromat Little Free Library	Friends of Camp Verde Library	Weekly	



Community Supported Events & Activities are public events that are planned and operated by non-profits or community groups to benefit individuals or groups. Some very limited operational or logistical support may be provided by Parks & Recreation, Maintenance or Streets.

PARKS & RECREATION COMMUNITY SUPPORTED EVENTS & ACTIVITIES			
Event Name	Sponsor	Frequency	Length
Camp Verde Promotions Events	Nonprofit CVP – fundraisers	varies	varies
Community Fundraisers	Various – support for community members facing distress	As needed	varies
Facility Use by Schools & Groups	CV Online School, United Christian School, American Heritage School, Camp Verde Middle School, Other Verde Valley Schools	varies	varies
CVHS Basketball Tournament	CVHS	Annually	3 days
Home School Groups		varies	varies
Food Bank	Bread of Life & St. Mary’s	Weekly	1 day
Hang Banners to Support	Camp Verde Equestrian Arena, Philip England Center for Performing Arts, etc.	As needed	varies
Access to Public Showers		Daily	

LIBRARY COMMUNITY SUPPORTED EVENTS & ACTIVITIES			
Event Name	Sponsor	Frequency	Length
State of the Watershed	Friends of the Verde River	varies	varies
Master Gardeners Class	U of A Extension	As needed	varies
Testing for AZ Standardized Tests	AZ Virtual Academy	Annually	2 weeks
Tai Chi for Health/Balance	Yavapai County Health Department	Annually	
Home School Groups	Verde Valley Homeschool Co-Op	Varies	Varies
Camp Verde Kiwanis	Kiwanis Club		
Camp Verde Youth Football	CVUSD Booster Club		
Verde NRCD Supervisors	Natural Resource Conservation District		
Various Homeowners Associations			
Supervised Visitations	CASA for Kids, DES	Daily	Varies
ACP Developmental Therapy	ACP	Weekly	
Verde Front Leadership Council			

Community Programming involves programs offered throughout the year that are primarily in place to serve our local Camp Verde community. We have included annual participation numbers where possible.

PARKS & RECREATION COMMUNITY PROGRAMMING			
Program Name	Details	Frequency	Length
Grasshopper Basketball	12 teams, 176 kids	Two seasons – Fall & Winter	8 weeks each
Pickleball	5,240 per year	4 times/week	3 hours each
Adult Softball	14 teams, 300 people (up 27%)	2 times/week	
Adult Soccer	9 teams, 65 people (new in 2023)	Twice/year	
Adult Volleyball	3 teams, 30 people		
Summer Day Camp	1,325 attendees in 2023	Annually	8 weeks
Swim Lessons	3 sessions, multiple times, 193 kids	Annually	
Swim Team	Partner w/Race Pace Swim Club, 8 kids	Annually	
Masters Swim Team	(new in 2023) 4 people		
Cornhole League	(new in 2023) 800 people	Weekly on Friday	
Friday Day Trips	149 people	23 Trips/year	1 day
Diamondbacks Trips	Up to 30 people per trip	6 trips/season	1 day
Fitness Classes	Zumba, Aqua Zumba, Spin, Yoga, Water Aerobics, 1,700+ people	Ongoing	varies

LIBRARY COMMUNITY PROGRAMMING			
Program Name	Details	Frequency	Length
Summer Reading Programs	147 events, 2,608 people	Annually June - July	6 weeks
Various Teen Programs	333 programs, 1,689 attendees	Weekly	
Teen Game Nite	50 events, 398 attendees	Weekly	
Musician Mechanics	40 events, 40 attendees	Weekly	
Various Programs	242 programs, 1,031	Varies	
Verde Valley Youth Action Alliance	19 meetings, 139 attendees	Bi-Monthly	
Various Child/Family Programs	374 programs, 9,425 attendees	Weekly	
Story Time	47 programs, 1,037 attendees	Weekly	
3rd-Grade Tutoring Program	50 programs, 536 attendees		
Various Adult Programs	308 programs, 3,560 attendees	Weekly	



Community Groups Facility Use involves community groups using our facilities annually for a variety of activities. Most of these facility uses are free of charge as they are non-profits or partner groups. Many are weekly users, some daily. The numbers do not include our programming use.

PARKS & RECREATION COMMUNITY FACILITY USE BY COMMUNITY GROUPS			
Facility	Details	Frequency	Length
Rooms (204, 305, 302)	880 uses, 26,400 people served	varies	varies
Ramadas (Redinger, Butler, Rezzonico)	306 uses, 12,240 people served	varies	varies
Gymnasium	742 uses, 29,680 people served	varies	varies
Kitchen	227 uses, 908 people served	varies	varies
Fields (Sports Complex, Butler, Community Center)	1,506 uses, 90,360 people served	varies	varies

Annual Facility Use Totals: These are estimated based on average number of people and are estimated on the low end

- | | | |
|---|---------------------------|--------------------------------|
| Alanon | Camp Verde Middle School | Philadelphia Church of God |
| Alcoholics Anonymous | Camp Verde Youth Football | Race Pace Swim |
| American Heritage Academy | Coin Club | Rampage Softball |
| American Youth Soccer Organization | Cub Scouts | Red Cross |
| Boys Scouts | CV Online School | Salvation Army |
| Bread of Life Mission | Gamblers Anonymous | St. Mary's Foodbank |
| Camp Verde Chamber of Commerce | Home Fellowship | United Christian School |
| Camp Verde High School | Home School PE | Verde Valley Home School Group |
| Camp Verde HS Future Farmers of America | Juggernaut Softball | Verde Valley Sanctuary |
| Camp Verde Little League | Kiwanis of Camp Verde | Verde Valley School |
| | Local Ditch Associations | Vitalant Blood Drive |
| | Manzanita Outreach | Yavapai Soccer Club |
| | Narcotics Anonymous | |

LIBRARY COMMUNITY FACILITY USE BY COMMUNITY GROUPS			
Facility	Details	Frequency	Length
Camp Verde Community Library	302 uses, 86,910 people served	varies	varies
Quiet Rooms	597 uses, 1,137 people served		
Library Lobby Tabling Events	League of Women Votes, Yavapai Big Brothers Big Sister, Yavapai County Community Health Department		
Patio Tables	WiFi Access		
Friends of the Library	Book Nook, Reading Corner, Workroom, Storage		

Except for very limited fund raiser activities, Community Events must be open to the general public and offer free event admission to qualify for Parks & Recreation involvement and support. Events with an admission charge or limited or no public access shall be handled under applicable Town Facility Rental guidelines.

Five Year Plan

2009-2014

MISSION STATEMENT

The Town of Camp Verde Parks and Recreation is dedicated to providing quality recreational, educational, cultural, fitness, social and environmental opportunities. This department strives to meet the diverse needs of our community.



approved by Council 2.4.09

2009-2014 PLAN OBJECTIVES

Planning objectives are statements of purpose that will guide Plan actions. They help define issues and are typically carried out by implementation programs.

The objectives listed below will be further discussed on the following pages

- Acquire, retain and protect open space for future generations
- Acquire more land for future parks
- Reflect the values and wishes of the community
- Preserve existing irrigated farmlands
- Identify and protect historic sites
- Protect river access and promote acquisition of easements along the Verde River and other waterways
- Create a co-operative agreement between trails and all other committees designated by the Town Council and the Parks & Recreation Department
- Strengthen working relationships with School District and other entities
- Attract tourism
- Provide and promote recreational and athletic opportunities to meet the needs of all members of the community, inclusive of all ages and physical capabilities.
- Promote community involvement

The objectives discussed on the following pages set the direction for the coming five years. These objectives expand on the interests identified in the General Plan and various Parks and Recreation surveys, reflecting the increased demands and more diverse needs of our growing community. The order in which the objectives appear does not indicate priority; all of the objectives are important.

- **Acquire, retain and protect open space for future generations:**

Open space is vital to the character of Camp Verde. Creating a system to acquire and retain open space would enable Camp Verde to maintain its rural atmosphere. Encourage this land acquisition through endowments, grants, and collaborations with various land conservation organizations.



- **Acquire more land for future parks:**

Recreational opportunities enhance the quality of our lives. The Town encourages all developers to donate land for small parks within their development. To insure that new developments contain enough parks and open space for their neighborhoods, a policy has been developed to set aside a minimum of 10% of useable land in each development. Future neighborhood parks should be owned and maintained primarily by homeowners' associations. We further encourage developers to assist in the creation of Homeowners Associations. Additional parks can also be funded through development fees, sales taxes, donations and bonds. To meet these goals, the Town would need to make acquisition and development of parks a high priority in its budgeting process.



- **Reflect the values and wishes of the community:**

The desires of the community have been expressed through Camp Verde's General Plan and through the Parks and Recreation Department survey. The park system should reflect and incorporate those values by maintaining open space, creating several neighborhood parks and one large Community Park, while keeping our rural, western flavor. The Town must continually work to increase and enhance our trail system.

- **Preserve existing irrigated farmlands:**

As demand on our water supply continues to increase and Verde farmland becomes more desirable for developments, it is of the utmost importance to preserve and maintain our current farmlands. They are an integral part of our agricultural history and future. Farmland development rights could be purchased through Americans Farmland Trust, Nature Conservancy and/or with Town tax dollars or similar programs.



- **Identify and protect historic sites:**

Camp Verde is rich in history. Community identity and heritage are often expressed through the development of themes and the enhancement of historical features. Historical sites and buildings should be protected to ensure our rural identity and to continue attracting economic dollars through tourism. The Town can achieve this by working in conjunction with the Historical Society and similar organizations.



- **Protect River access and promote acquisition of easements along the Verde River and other waterways:**

It is the intent of the Parks & Recreation Department to work with the Community Development Department to encourage developers and private citizens to provide access and easements along the waterways.



- **Create a co-operative agreement between the Trails Commission and the Parks & Recreation Department:**

It is crucial to our community to maintain and continuously develop a trail system that will link our open spaces, ditches, river and historical features. This agreement would be in keeping with Camp Verde's General Plan and would reflect the wishes of the community.

- **Create a cooperative agreement between Town Council appointed Commissions and the Parks & Recreation Department.**

In the best interest of the community, when opportunities present themselves, the Parks & Recreation Commission will continue to cooperate with any other Council appointed Commissions and Committees to work towards common goals for the betterment of the citizens.

- **Strengthen working relationship with School Districts and other entities:**
Maintain an Inter-Governmental Agreement with current and future shared facilities.

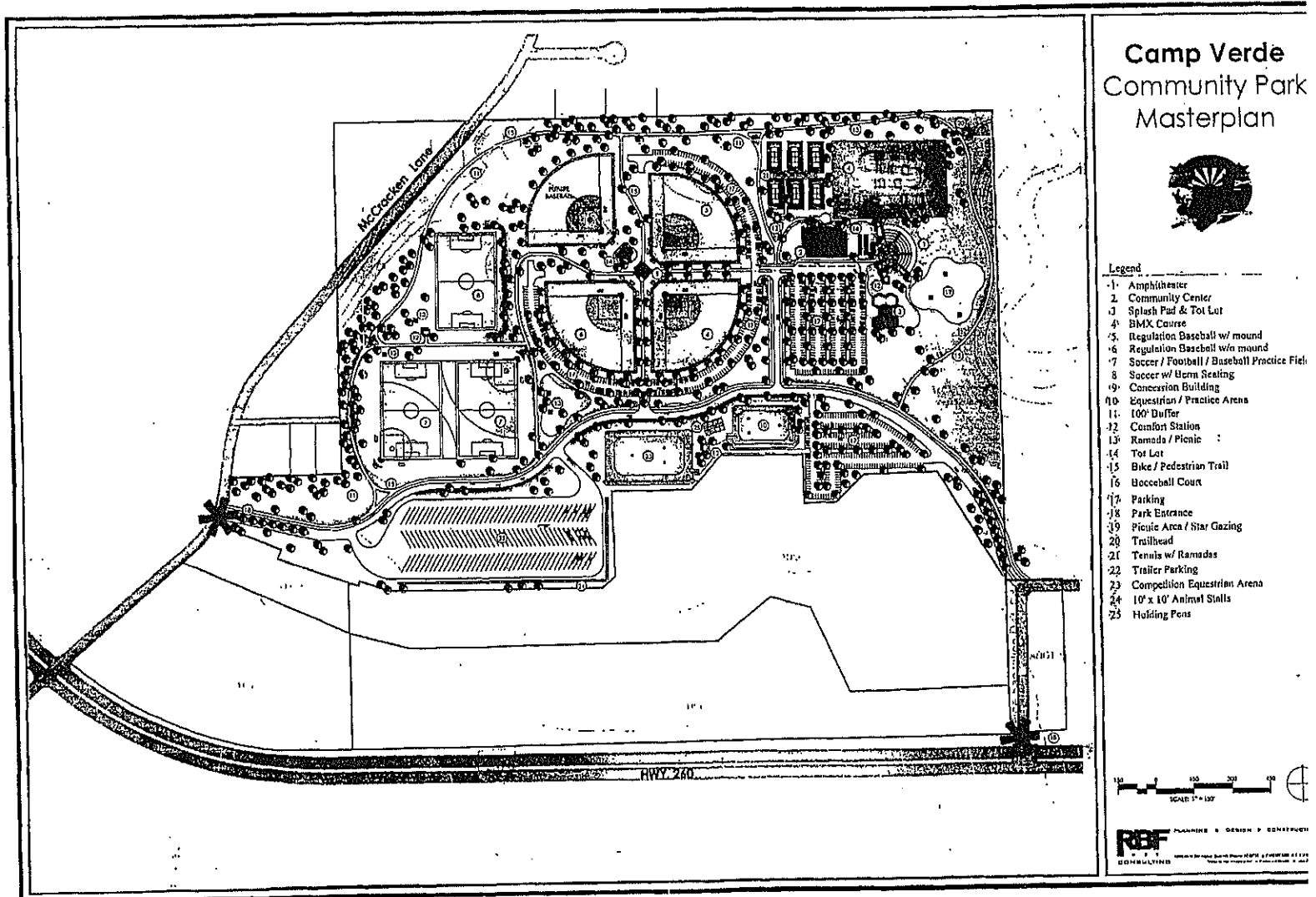


- **Encourage tourism:**
Recreational opportunities will continue to attract tourism. Well-developed parks, historical sites, open space and a trail system will attract residents and businesses to Camp Verde, thus promoting our economic growth.
- **Promote community involvement:**
Encourage participation through recreational/educational programs such as special events and youth and adult programs.



Camp Verde's Plans for the Future

This five-year Plan is an important element of Camp Verde's overall plan for the future, which is guided by the Town's General Plan. The 1999 Parks & Recreation Department survey expressed a community desire for special parks offering a variety of active and passive recreation opportunities. These opportunities will continue to have a large influence on economic development in Camp Verde and throughout the region.



The Park System

Fulfilling the desire of Camp Verde's residents for a diverse range of park and recreation facilities requires a well-balanced parks system, open space and a trails system. The 1999 Parks & Recreation Department survey conducted by Northern Arizona University showed that 53% of the residents felt the Town's current outdoor facilities and recreational opportunities were unsatisfying. Camp Verde's challenge is to expand and enhance the current system to meet the Town's anticipated growth. Action must be taken now to ensure that future residents will enjoy recreational opportunities similar to those of current residents, and that current residents won't feel their recreational opportunities have been diminished by new growth. This chapter describes Camp Verde's current park system and recommends expansion and development to serve future needs.

To understand the overall park system, it is helpful to review the individual components: neighborhood and community parks, special-use areas and joint park/school sites. Camp Verde's current park system is composed primarily of neighborhood parks maintained by the Town, special-use areas such as Heritage Pool, the Skateboard Park and Community Center. The Town recently acquired 118.7 acres for the development of a Community Park. Adding joint use park/school sites through agreements with the local school's, as well as with the Camp Verde Library and the Trails Commission, could be an excellent way to expand Camp Verde's park system.

Neighborhood Parks

The neighborhood parks, which are typically ten acres or smaller, are the most accessible recreation areas for Camp Verde residents. The town currently manages three public neighborhood parks owned and maintained by the Town.

Arturo Park: A small park consisting of picnic tables and playground area, situated in a small neighborhood on Arturo Circle Cul-de-sac.



Community Center Park: Located behind the Town Complex on the corner of Main and Hollamon Street, this park consists of a soccer field, picnic and playground area and Ramada.



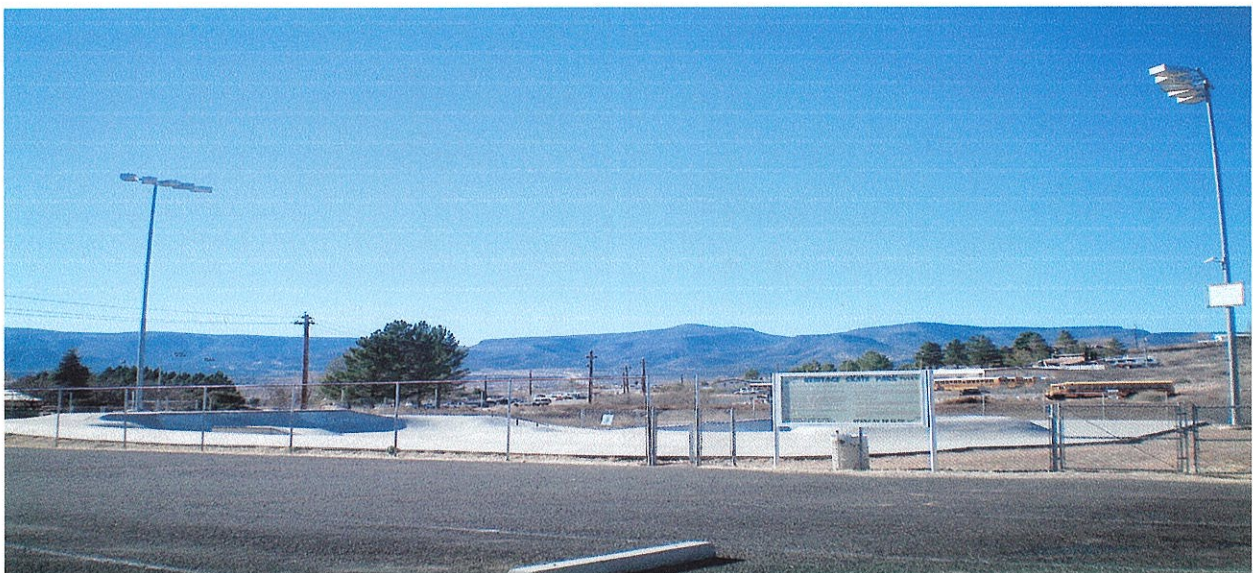
Butler Park: This seven-acre park is adjacent to Camp Verde Middle School, and consists of soccer, football and baseball fields, volleyball, basketball and tennis courts. It also contains playground equipment, a ramada, a picnic area, restrooms, concession stand and announcer's stand.



Special-Use Areas

Many recreational facilities have unique characteristics that are better accommodated by a special-use area rather than mixed with other uses in a traditional park setting. These unique characteristics include user activities that may make them incompatible with other uses and natural conditions that would be sensitive to other uses. Examples of existing special-use areas in Camp Verde include the Heritage Skate Park, Heritage Pool the Camp Verde Community Center, the Gazebo and the ramada.

Heritage Skate Park: 100' x 80' lit concrete park with bowls, ramps and various street obstacles. The park is located next to the Heritage Pool on Apache Trail.



Heritage Pool: A 25-meter heated pool with a slide and lap lane. A concession stand provides snacks as well as pool items. A variety of programs is offered such as aerobics, swim lessons, arthritis exercises, and lifeguard training.



Camp Verde Community Center: Full court wood gymnasium with a stage, kitchen facilities, three classrooms and ramada used for various educational/recreational classes, classrooms and ramada may be rented for private use. The Center also contains a weight room with free weights and Nautilus equipment. The Parks & Recreation Department offices are located in the Community Center.



Gazebo: The Town gazebo is used for public functions and also available for private rental.



Teen Center: The Teen Center is open every Wednesday and Friday and consists of a game room with Nintendo Wii, pool table, air hockey and fooseball, a computer room and conference room.



Camp Verde is continually planning for additional special-use areas. Some of these include:

- Rodeo Grounds and Horse Arena
- Equestrian Trails
- Community Park

Community Parks

Community parks are the largest of planned parks, typically comprising of 60-200 acres. These parks are large enough for a variety of active and passive uses and can also include facilities operated by private concessionaires. 83% of Camp Verde residents who participated in the survey identified Community Parks as important recreational facilities. Camp Verde is currently setting aside 40% of a sales tax increase for the next ten years. The tax will be used for the development of a parcel of Forest Service land for our first Community Park. Currently 118.7 acres has been acquired on Highway 260 in Camp Verde.

Camp Verde's first proposed Community Park will consist of approximately 118 acres. The facilities would include softball/Little League fields, soccer/football fields, tennis courts, equestrian arena, multi-use trails, playground area, restrooms, concession stand and Ramadas.

It is important to note that Camp Verde's public parks are for the enjoyment and use of all residents, even though they may be located in or adjacent to individual neighborhoods. The park cited above would serve the long-term needs of the Town and could be constructed during or after the 2009-2014 Plan time frames.

Review of the Park Improvements

1995-2008

- 1995** Town continues to work on Heritage Pool
- 1996** Heritage Pool opens
- 1997** Phoenix Suns donate resurfacing of Butler Park Basketball Courts
Tuff-Lite donates in-field materials for Butler Park softball field
Town purchases Pool Blanket for Pool
- 1998** Town purchases and develops soccer field at Butler Park
Town builds roof over restrooms at pool
Town builds Chemical Room for pool
Town refurbishes Christmas decorations
- 1999** Town applies for and receives Heritage Grant for park improvements from this grant, the Town installs three sets of playground equipment at Butler Park, Arturo Park and the Town Complex Park.
- 2000** Town builds Skate Board Park with help from the 1999 Heritage Grant
Town installs lights for Butler Park soccer/football field, softball fields and tennis courts.
Town constructs two parking lots for Butler Park
- 2004** Town builds Ramada at the Community Center Park
Town enters into an IGA with local Charter School for additional soccer fields.
- 2005** Town applies for and receives SLIF Grant to acquire and develop a riverfront park.
- 2006** Town acquires riverfront property for park through donations and SLIF funding.
- 2007** Development of Rezzonico Park begins along the Verde River.
- 2008** Acquired 118.7 acres of U.S. Forest Service land for the development of a Community Park.
Town hires RBF Consulting to develop a Master Plan for the 118.7 acre community park site.
New restroom and show facility constructed at Community Center.

Review of Recreational Programs 1995-2008

- 1995** Not known
- 1996** Pool activities developed: open swim, lap swimming and water aerobics
- 1997** Developed the following events:
- Master's Golf Tournament
 - Christmas Bazaar
 - Pancake Breakfast with Santa
- 1998** Developed the following events:
- Grasshopper Basketball
 - Arizona Game and Fishing Clinic
 - Easter Egg Hunt
 - Home Show
 - KVRD Golf Tournaments
 - Independence Day Celebration
 - Block Party
 - Diamond Skills
 - Corn Festival (assumed responsibility from the Chamber of Commerce)
 - Haunted House
 - Pony Tail Softball
- 2000** Developed the following events:
- Bicycle Rodeo (assumed responsibility from the Marshal's Office)
 - Fort Verde Days (assumed responsibility from the Chamber of Commerce)
 - Youth Swim Team (Crocodiles)
 - Arthritis Program (at Heritage Pool)
 - Heather's Friends Fun & Fitness Program
 - Gymnastics
 - Jazzercise
 - Judo
 - Pre-ballet
 - Bachelor's Auction
 - Ceramics Class
 - 1st Annual Canoe Challenge
 - 1st Annual Spring Cleaning & Yard Sale
 - 11th Annual Castle Classic Soccer Tournament (co-sponsored)
 - Southwest Days 10K & 2 Mile Run
 - Kid's Karate
 - Pottery Class
 - Doll Class
 - Grasshopper Basketball – 1st & 2nd Grade
 - Camp Verde Community Players
 - 1st Annual Light Parade
 - 1st Annual Christmas Lighting Contest

- 2000** Developed the following events: (continued)
- 1st Annual Christmas Party
 - Pioneer Days
- 2001** Developed the following events:
- Pecan & Wine Festival
 - Special Olympics
- 2003** Men's League Basketball League
Best of the Best Basketball Tournament
Co-Rec Softball League
Fort Verde Days Softball Tournament
3 On 3 Basketball League
- 2003** Town purchases new Christmas decorations
Purchase of Burger King Playground equipment to place in a Community Park
Parks & Recreation remodel
Developed the Main Street Stampede event
Developed the annual Crawdad Festival event
Established the Camp Verde Highland Games
Established the Hunter Education Class
- 2005** Established the Hunter Education class
- 2006** Established Teen and Adult Dances to benefit the Explorer Post 7900
- 2007** Established a Youth Commission
Established the Community Youth Coalition
Established the Verde Valley Golf League
Established a Outdoor show in conjunction with the Gun and Knife Show
Established an Adult Flag Football League
Operation Prom
Co-Rec Volley Ball League
Trick or Treat Main Street
- 2008** Opened the Teens A Chillin Youth Center
Movies in the Park

Parks & Recreation Five-Year Plan 2009-2014

- 2008** Received Waiver of Retroactivity from Arizona State Parks.
Acquired 118.7 acres of U.S. Forest Service land for the development of a Community Park.
Hired RBF Consulting to develop Community Park Master Plan.
Appropriated \$100,000 from the Capitol Improvement Fund to engage a consultant to complete design work for initial projects for the Community Park.
Continue developing Rezzonico Park along Verde River
- 2009** Submit Heritage Grant for acquisition of community parkland.
Hire a consultant to complete design work for Phase I projects for the Community Park which include:
- Two softball fields
 - Restroom
 - Parking lot
 - Entry road
 - Interior road
- Complete Rezzonico Park and close SLIF Grant
- 2010** Begin Development of Community Park which would include:
- Two softball fields
 - Restroom
 - Parking lot
 - Entry road
 - Interior road
- 2011-2014** Submit grants available for construction help for second phase of construction of Community Park. Second Phase would include:
- Soccer Fields
 - Concession Stand
 - Tot Lot
 - Walking & Exercise Path
 - Picnic Ramada's

EXHIBIT A SCOPE OF WORK

City of Cottonwood Parks, Recreation, Trails, Open Space & Wayfinding Master Plan

Purpose Statement:

The City of Cottonwood provides, protects, nurtures and cares for its community of residents, businesses, visitors and supporters. We create and sustain the best quality of life for the people that are the fabric of our entire community.

Mission Statement:

Inspiring a vibrant community.

Vision Statement:

- The City of Cottonwood strives to maintain a uniquely desirable and sustainable community.
- We are unique because of our people, our grand natural resources, public amenities, leadership, diversity and home town atmosphere.
- We will continue to conserve, preserve and manage our precious resources, including the Verde River and its unique riparian habitat.
- We will enhance our position as the economic center for the Verde Valley, providing retail, medical, education, transportation, recreation and tourism.
- The City of Cottonwood provides leadership and solutions to ensure a prosperous community where a diversity of people and nature thrive.

Action Plan:

- Collect and analyze information on participation, needs, desires, operations, programming and land use/leisure trends and create Level of Service options based on industry standards, guidelines and best practices.
- Identify the current service needs gap between the amenities and services currently offered and the Community wants and needs; and, the future gap based on projected future trends and growth.
- Tour and compile an inventory of existing City-owned parkland, recreation facilities, programs, services in the service area, and provide design, green infrastructure, use demographics, benefits/cost and analytical analysis
- Provide a recommended future parkland acquisition/development and annexation plan.
- Provide a cost estimate for the size, type, and location of wayfinding signs.
- Provide detailed location information and justification on wayfinding signs for the entire City of Cottonwood including size and number of businesses to be accommodated.
- Provide site-plans for current parks.

Elements to be investigated include the following:

- Condition and location of facilities and amenities
- Evaluate and make recommendations on placement of wayfinding signs in key locations on major roadways entering Cottonwood, and within the Old Town area. Provide detailed reasons for location selection and number of signs thought to be needed. Insure alignment works tangentially with the City's outlined multimodal transportation system as outlined within the General Plan.
- Incorporation of an ADA Transition Plan (www.ada.gov/regs2010)
- Develop standards of care similar to levels of service for operations, staffing, and maintenance.

- Provide a clear plan for development of programming direction based on standards and demands analysis.
- Identify opportunities for available funding and acquisition alternatives.
- Develop an action plan that includes strategies, priorities and an analysis of budget support and funding mechanisms for the short-term, mid-term, and long-term for the community recreation center, aquatic facility, parks system, open space, trails, and recreation programs and services.
- Develop an action plan for possible future land acquisitions, recreation center facilities and park development based on growth and infill.

Public Process:

The primary goal of the Cottonwood's Parks and Recreation 10-Year Master Plan is to create a roadmap that will guide the department from 2020 to 2030 and also provide clear direction to the City as a whole for wayfinding signage. The City seeks a comprehensive public involvement program. The program should include a multi-faceted process to reach all stakeholder institutions, and more specifically, to reach segments of the population that do not generally engage in civic dialogue. The objective is to provide meaningful, effective, early and continuous public participation throughout the development of the 10-Year Master Plan process. Include descriptions of outreach methods, recommended frequency, and work products that will be generated detailing the results of those efforts.

The Consultant will be expected to provide regular briefings summarizing the metrics and results from on-going outreach efforts along with previewing upcoming planned activities. At the conclusion of this task, the Consultant will prepare a final summary of results and supplemental metrics. The public involvement process shall include the following:

- Meet with the City's Economic Development, Planning and Zoning and Parks and Recreation divisions early in the master plan process. Set up a website dedicated to the Parks and Recreation 10-Year Master Plan and determine the scope of website content management. Provide content to the marketing division in a timely manner regarding project updates, announcements, etc.
- Identify, describe and implement a comprehensive strategy and methodology for resident and service population involvement in this Master Plan process.
- Ensure that residents, user groups, associations and other stakeholders are provided an opportunity to participate in the development of this plan.
- Conduct public community meetings, focus groups (participants to be determined) and individual stakeholder interviews including meeting with the City's boards and commissions. Act as professional facilitators to gather specific information regarding services, use, preferences and any agency strengths, weaknesses, opportunities and threats (number of community meetings TBD).
- Formulate a Technical Advisory Committee comprised of Parks and Recreation professionals with a knowledge and understanding of master planning development.
- Formulate a Community Planning Committee comprised of a diverse group of Parks and Recreation stakeholders.
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved.
- Provide written records and summaries of the results of all public process and communications strategies.
- Help to build consensus and agreement on the plan and if consensus is not possible, provide information for informed decision making.
- Provide methods to hear from as many people as possible, including users and non-users of the services and facilities.
- Identify potential funding sources to support master plan recommendations.

Means and Methods:

- Examine the need for additional park land, pocket parks, upgraded park amenities, and other recreation facilities needed to better serve Cottonwood citizens.
- Provide an assessment of all Natural and Cultural resource sites within the Cottonwood park system and city-owned property, with an emphasis on Riverfront Park.

- Provide a master site plan for each existing park property with an emphasis on parks in the major geographical areas of Cottonwood – Determine the appropriate balance needed between greenspace, high-desert landscape and water conservation.
- Evaluate the potential connectivity of Cottonwood’s park system to neighborhood trails utilizing utilities easements, National Forest Service trails, and State Parks land. In addition, explore the idea of a circle trail around the incorporated City limits with the option to expand to encompass the Verde Villages.
- Provide an assessment of current sport field inventory and analyze the need for future sport field development.
- Examine the current Land Development Code and recommend revisions to include providing and exploring revenue options for open space conservation and parks development. Researching this information will be accomplished by working with the City’s Planning & Zoning Department.
- Provide an assessment of accessible / adaptive recreation facilities.
- Identify recreation programming trends.
- Provide an assessment and analysis of the Recreation Division’s current level of recreation programs and services, and identify gaps in program services.
- Provide an analysis of the best possible providers for programs and services.
- Provide recommendations for enhancing possibilities for collaborative partnerships where appropriate.
- Explore opportunities for expansion of services, programs and amenities at City-owned properties or other available space.
- Examine technological needs for the department including how the Parks Maintenance Division can more effectively maintain park properties and overall maintenance efficiencies. In addition, review the efficiency of the assets management system and overall effectiveness of current maintenance practices facilities and parks.
- Provide conceptual designs for signage and monument signage outlined within the defined Wayfinding Plan.
- Provide a future capital prioritization list based on public input, future trends, and economic opportunity.

Deliverables

Provide a 3-to-5 year strategic plan of recommended actions required to successfully deliver parks and recreation facilities and services to the Cottonwood community.

Coordination of Planning Documents and work with the following relevant documents

- City of Cottonwood 2025 General Plan was approved by public vote on November 4, 2014 and adopted by the Cottonwood City Council on June 3, 2015.
- City of Cottonwood Trails Master Plan (July 19, 2016)
- City of Cottonwood Strategic Plan 2019-2020
- Verde River Connections (A Comprehensive & Strategic Recreation Action Plan for Yavapai County and the Verde Front)
- Prescott National Forest Verde Trails & Access Plan, Verde Recreation Plan 2020, Land and Resource Management Plan
- Coconino National Forest and Land and Resource Management Plan

Community Needs Assessment

- The consultant shall complete a park and recreation needs assessment to determine citizen interest, need and satisfaction for all facilities, programs, maintenance and services.

Park Facility Analysis and Site Plan Development

- Consultant will provide an evaluation of existing park properties.

Statistically Valid Survey

- Provide a City-wide statistically-valid community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the recreation and park programs and facilities. Analyze the raw data to develop a baseline to determine needs, desires and willingness to pay.

Demographic Trends

- Review and interpret demographic trends and characteristics of the City. Review, interpret and identify specific growth areas. Assess where the City is underserving the community.

Existing and Future Facilities-Analysis of Level of Service

- Compile an inventory and assessment of the existing parks, trails, preserves, open space and facilities. Explore the GIS inventory methods that can be imported into Cartegraph and analyzed with ESRI tools. This assessment will include a comparative analysis to communities of similar size and regional density and use nationally accepted standards. The analysis should consider the capacity of each amenity found within the system (playgrounds, ball fields, trails, natural areas, special facilities, etc.) as well as functionality, accessibility, condition, comfort and convenience. Each amenity should be evaluated regarding its service from both a resident and visitor perspective. Evaluation criteria should be based on the expressed values of the community through collective outreach measures. Consideration should be given to any significant land-use changes since 2010, the City's asset management approach to facilities and parks and the park improvements. The analysis also will include identification of best possible providers of community and recreation services and recommendations enhancing possibilities for partnerships where appropriate.

Comparative Performance Measurement and Benchmarking of Parks and Recreation Services;

- The consultant shall compare the City of Cottonwood's resources that include open space, trails, facilities, parks, programs, services, maintenance, revenue, expenses, capital funding, uses of staff levels to cities known for best practices that have similar size, composition, and demographics, as well as communities in the region.
- Evaluation tools such as city standards, community demand, and professional standards such as National Recreation and Park Association resources or comparative data.
- Service area criteria and number of residence served.
- A comprehensive overview of existing facilities and services based on a GIS program. Utilize City of Cottonwood IT Services staff for existing GIS parks and trails mapping programs.

Progress Reporting

The Consultant and the City's Project Manager shall hold progress meetings as often as necessary, but in no case less than twice per month with one in-person meeting until the final plan is approved by the City Council. The Consultant shall supply the Project Manager with at least one copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the Project Manager at least three working days before each progress meeting. The Project Manager shall schedule the meetings, as necessary, at key times during the development of the Master Plan.

Development of Final Plan and Supporting Materials

The 10-Year Master Plan must include written goals, plans, objectives, and policy statements that articulate a clear vision and “road map” and model for the Parks and Recreation department’s future 2020 – 2030.

- One-on-one interviews will be required with Mayor and Council, City Manager, Planning Commission, Parks and Recreation Commission, key Developers in community, business owners and various recreation stakeholders. Recreation stakeholders can be summarized as youth leadership boards, hiking and cycling clubs, along with senior clubs and organizations.
- A summary of existing conditions, inventories and Level of Service analysis.
- Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences.
- A financial plan.
- A minimum of two meetings with the City Council, one at the time of the presentation of the draft 10-Year Master Plan and one at the adoption of the final 10-Year Master Plan.
- Meetings with the Parks and Recreation staff as well as other key City departments including but not limited to City Manager’s Office, Planning & Zoning, Fire, Police, and Public Works as requested to Project Manager.
- Appropriate written material and graphics (maps, charts, etc.) to be used for public presentations, to include a current map and a final map plan outlining future park development opportunities.
- At least two Public Meetings (Forums) to garner community input and build consensus.
- A color version of the draft 10-Year Master Plan document consisting of an electronic copy in a PDF format, and a web res version.
- A color version of the final Master Plan document including the Executive Summary consisting of (5) printed and bound color copies and an electronic copy in a PDF format.

The Consultant shall review with the City’s Project Manager all prepared information for the public meeting at least seven days prior to the scheduled meetings.

Items to be provided by the City of Cottonwood

- Project team.
- Copies of all existing studies, plans, programs, maps and other data and access to all applicable records.
- Capital improvement plan and General Plan document.
- Assistance with on-going community meetings, public forums and assistance with surveys meetings assisting with surveys.

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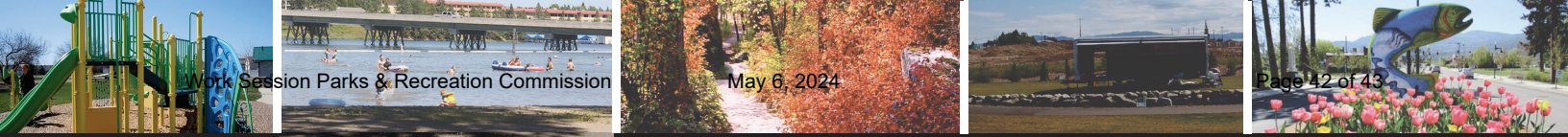


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