



PRESENTATION OUTLINE

- Public Outreach Summary
- Arts and Recreation Programming Status
- Facilities Analysis
- Next Steps



PUBLIC OUTREACH SUMMARY



SUMMARY | Public Outreach Efforts to Date

- Stakeholder Interviews
- Pop-Up Events
- Workshop #1
- Online Survey



STAKEHOLDER INTERVIEWS | August 2018

PARTICIPANTS

- City Council Members
- Members of the Arts & PROS Commissions
- Individuals
- Community Groups

KEY THEMES DISCUSSED

- Be creative and reach out to as many people as possible
- Create financially feasible Master Plans
- Unique Arts & Recreation brand
- Parks are well-loved & should be enhanced
- Consolidate, remodel or rebuild critical facilities
- Balance man-made with natural features
- Passionate community groups & clubs
- More parking in Civic Park while Heather Farm parking is adequate
- Flexible space for programs & events
- Demand for programs & facilities will continue to grow



OUTREACH SUMMARY | Spreading the Word



POP-UP EVENTS

Booths at City events helped the team get the word out and reach a greater audience.

- First Wednesdays in downtown
- Family Art Day - Shadelands Center for Community Arts
- Walnut Festival at Heather Farm
- Music & Movies Under the Stars at Civic Park
- Downtown Farmers Market
- Shadelands Farmers Market

ONLINE SURVEY

- Engaged an additional 1200 people (over 60% aged 26-60)



OUTREACH SUMMARY

Workshop #1



WORKSHOP FORMAT

- OPEN HOUSE
- ACTIVITY STATIONS
- KID ZONE & FOOD

ACTIVITY STATIONS

1. YOUR PARKS
2. PROGRAMS & CLASSES
3. YOUR PARK BUILDINGS



OUTREACH SUMMARY | Heather Farm

YOUR PARKS



HEATHER FARM QUESTIONS

What do you **value** most about Heather Farm? How could Civic Park be even better? What **changes** would you suggest?

KEY THEMES

- Clarke Swim Center – renovate/rebuild
- Natural/Environmental Areas & Features - (Lake) enhance & preserve
- Trails & Connections – improve/expand
- The Gardens at Heather Farm – protect and increase access
- Maintain wide variety of facilities – passive and active
- Preserve Equestrian Center





OUTREACH SUMMARY | Civic Park

YOUR PARKS



CIVIC PARK QUESTIONS

What do you **value** most about Civic Park? How could Civic Park be even better? What **changes** would you suggest?



KEY THEMES

- Natural Features – enhance and preserve creek
- Informal & Serene – maintain open areas, including east side
- Community Events – plan for ice rink, concerts and movies
- Pedestrian & Bike – maintain, improve & enhance creek walk and connections
- Play Elements – improved & additional features (e.g., playground, splash pad, games)
- Infrastructure & Support Facilities – add restrooms & parking



OUTREACH SUMMARY | Favorites, Values & Trends

PROGRAMS & CLASSES



PRIORITIZATION EXERCISES

FAVORITE PROGRAMS: Programs were organized by category/type and participants could select five favorites

VALUES: Attendees selected the characteristics of current programming that reflected why they value what the City offers



TRENDS: Participants were asked to consider future programming for individuals, families and the community at large and rank identified trends in programming



OUTREACH SUMMARY | Facilities

YOUR PARK BUILDINGS



Participants were asked a series of open-ended questions focused on:

- Heather Farm Community Center
- Clarke Swim Center
- Civic Park Community Center
- Civic Park Assembly Hall
- Shadelands Center for the Arts



Preferred building characteristics/experiences:

- Pool Facilities
- Spaces or buildings dedicated to one activity
- Smaller buildings
- Sustainable building features
- Easy access/parking
- Indoor/outdoor flexibility
- Connection to other park amenities



REVIEW ARTS & RECREATION PROGRAMMING STATUS



PROGRAMMING STATUS REPORT

Phase 1 Arts & Recreation Programming Recommendations

Topics of Discussion

- Demographic Review
- National Arts & Recreation Trends
- Feedback on Local Programs
- Future Direction & Program Evaluation Criteria

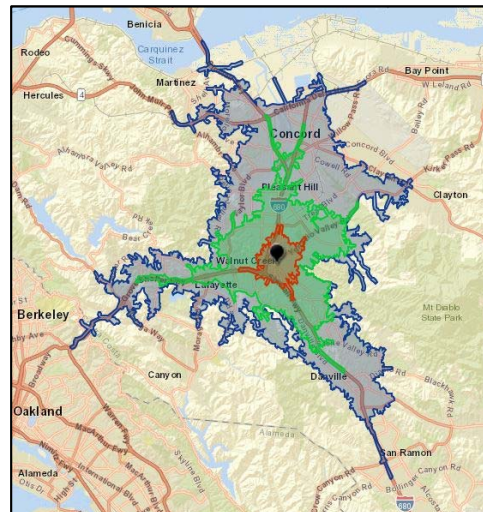


PROGRAMMING STATUS REPORT

Demographic Review

Key Takeaways

- Median Age
- Median Income
- Household Budget Expenditures





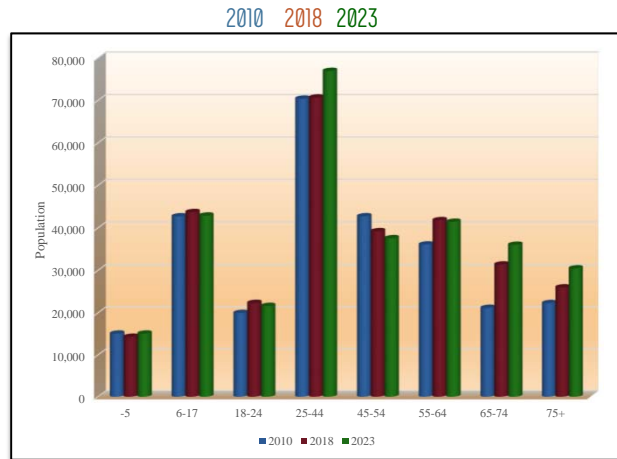
PROGRAMMING STATUS REPORT

Demographic Review

Age Distribution & Growth

2018

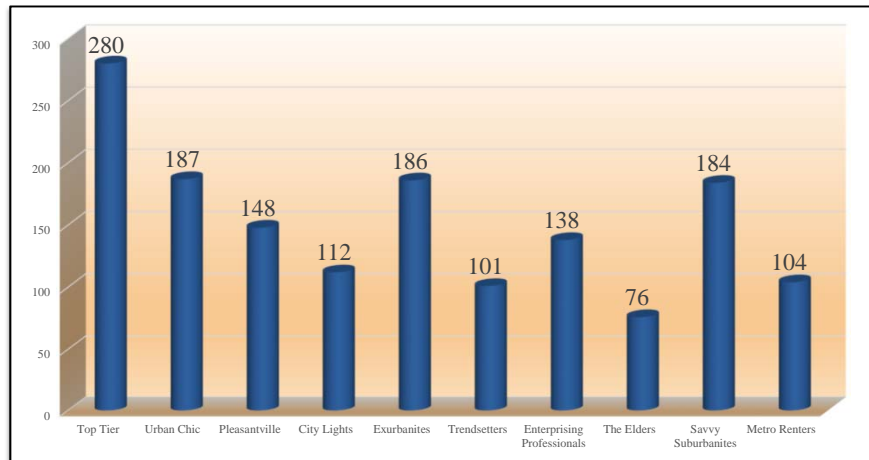
Ages	Population	% of Total	Nat. Population	Difference
0-5	14,361	4.9%	6.0%	-1.1%
5-17	43,725	15.1%	16.3%	-1.2%
18-24	22,339	7.7%	9.7%	-2.0%
25-44	70,698	24.3%	26.4%	-2.1%
45-54	39,224	13.6%	12.8%	+0.8%
55-64	41,820	14.5%	13.0%	+1.5%
65-74	31,384	10.9%	9.4%	+1.5%
75+	25,997	9.0%	6.5%	+2.5%



PROGRAMMING STATUS REPORT

Demographic Review

Tapestry data indicates strength of entertainment and recreation spending in the community





PROGRAMMING STATUS REPORT

National Arts & Recreation Trends

Recreation Trends: Increasing in Participation

- | | |
|--------------------|-------------------------|
| Yoga | Lacrosse |
| Gymnastics | Exercise Walking |
| Running/Jogging | Weight Lifting |
| Aerobic Exercising | Soccer |
| Hiking | Pilates |
| Cheerleading | Exercising w/ Equipment |



PROGRAMMING STATUS REPORT

National Arts & Recreation Trends

Recreation Trends: Decreasing in Participation

- | | |
|-----------------|------------------------|
| Tennis | Baseball |
| Boxing | Swimming |
| Football | Volleyball |
| Basketball | Table Tennis/Ping Pong |
| Workout @ Clubs | Softball |
| Bicycle Riding | Skateboarding |
| Martial Arts | Mountain Biking |



PROGRAMMING STATUS REPORT

National Arts & Recreation Trends

- 2002-2017 Significant Increases in Participation
- Adult Participation
- Adult Participation Transition Downward in Age
- Transition from Education to Recreation



PROGRAMMING STATUS REPORT

Feedback on Local Programs

FAVORITE PROGRAMS

Youth

- Music
- Sports
- Summer Camps

Adult 50+ Programs

- Physically Active Programs
- Senior Activities

Aquatics

- Recreation/Fitness Swim
- Swim Teams

Adult Programs

- Culinary Arts
- Drop-In Sports
- Health & Fitness



PROGRAMMING STATUS REPORT

Feedback on Local Programs

FAVORITE PROGRAMS

Other Program Categories Considered

- Specialized Recreation – unique
- Preschools – niche market
- Pickleball – growing trend
- Picnic Rentals – passive opportunity
- Parent/Child Classes
- Special Events – Holiday Events



PROGRAMMING STATUS REPORT

Feedback on Local Programs – Values and Trends

Highly Valued Characteristics

- Affordability
- Convenience
- Program-Specific Locations
- Diversity and Accessibility
- Art Focus – Shadelands
- Senior Programs – Civic Park

Most Supported Trends

- Life-Long Learning
- DIY/Makers Programs
- One Stop Facilities
- Aquatic Theme Park Amenities
- Indoor Aquatics



PROGRAMMING STATUS REPORT

Future Direction & Program Evaluation Criteria

Existing Cost Recovery Program Classification Structure

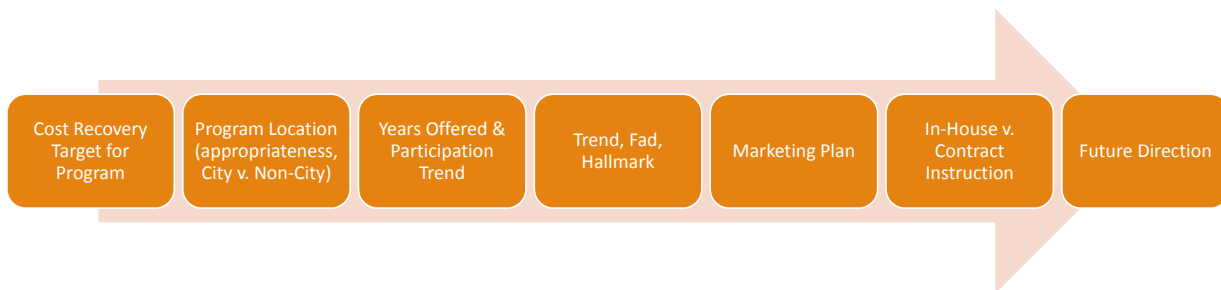
Essential Category	Important Category	Value-Added Category
Core Service	Important service	Enhanced community offering
Serves majority of the community	Serves broad segment of the community	Serves niche groups
High level of contribution offered	Some level of contribution offered	Limited to no contribution
Cost recovery target: 30% or less	Cost recovery target: 31 – 70%	Cost recovery target: 71% and over



PROGRAMMING STATUS REPORT

Future Direction & Program Evaluation Criteria

Program Cost Recovery Continuum





PROGRAMMING STATUS REPORT

Future Direction & Program Evaluation Criteria

1. **Cost Recovery Target** – is program categorized appropriately and is it making the target percentage?
2. **Program Location** – is the program in the appropriate space, if not this can have an impact on performance?
3. **Years Offered / Participation Trend** – is the program still growing or has it reached maturity and beginning to decline.
4. **Trend, Fad, or Hallmark** – identifying each program with this classification helps impact the marketing plan that may be necessary. (examples; pickleball is a trend, in pool log rolling is a fad, summer camp is a Hallmark)
5. **Marketing Plan** – depending on location and participation trend, have we marketed the program appropriately and adequately, or have we needed to?
6. **In-House v. Contract Instruction** – the answer to this question impact the ability for change.
7. **Future Direction** – maintain, infuse resources and attempt to increase, develop seasonal schedule, or begin to transition in/out.



PROGRAMMING DISCUSSION

Questions

1. What are the evaluation criteria the project team should use to determine which arts and recreation programs will be offered moving forward?
2. What other information or data is needed to evaluate the programs?



FACILITIES ANALYSIS REVIEW



FACILITIES ANALYSIS | Existing Buildings

Overview: A System of Park Buildings

- 1 CLAY ARTS BUILDING
- 2 PAVILION
- 3 CIVIC PARK COMMUNITY CENTER
- 4 CIVIC PARK RECREATION HALL
- 5 CLEANING EQUIPMENT CENTER
- 6 HEATHER FARM PARK RESTROOMS/DRINKING FOUNTAIN
- 7 STADIUM
- 8 SHADELANDS ART CENTER
- 9 SHADELANDS ART CENTER
- 9 SHADELANDS WALKWAY



FACILITIES ANALYSIS | Existing Buildings

Overview: Existing Square Footage & Project Assumptions

Park	Building	Gross Square Feet	Project Assumptions to Remain In Place
Civic Park	Community Center	8585	Library & Associated Parking
	Assembly Hall	5980	Pedestrian Bridge
	Clay Arts	7000	Private House & Access
	Park Place	1785	Hand of Peace Sculpture
	Park Total	23350	Open Creek & Creek Walk
Heather Farm	Community Center	9135	Ballfields, Tennis Center, Skate Park
	Clarke Swim Center	7010	Garden Center, Nature Lake
	Studio H	3020	Maintenance Yard, Irrigation Reservoir
	Park Total	19165	All-Abilities Playground
Shadelands Art Center	Main Building	16180	
	Annex	4020	
	Park Total	20200	
	Total Under Plan	62715	



FACILITIES ANALYSIS | Existing Buildings

Civic Park: Community Center



- Built in 1973
- 8,585 gsf
- Restricted room sizes & function
- Limited storage
- Systems upgrade needed
- Moisture infiltration at in-slab HVAC duct system
- Slab on grade foundation and high water table



FACILITIES ANALYSIS | Existing Buildings

Civic Park: Assembly Hall



- Built in 1973
- 5,980 gsf
- Restricted room size & function
- Limited storage
- Systems upgrade needed
- Moisture infiltration at in-slab HVAC duct system
- Slab on grade foundation and high water table



FACILITIES ANALYSIS | Existing Buildings

Civic Park: Clay Arts, Park Place



Clay Arts:

- Built in the 1950s
- 7,000 gsf

Park Place

- Built in the 1950s
- 1,785 gsf



FACILITIES ANALYSIS | Existing Buildings

Heather Farm Park: Community Center

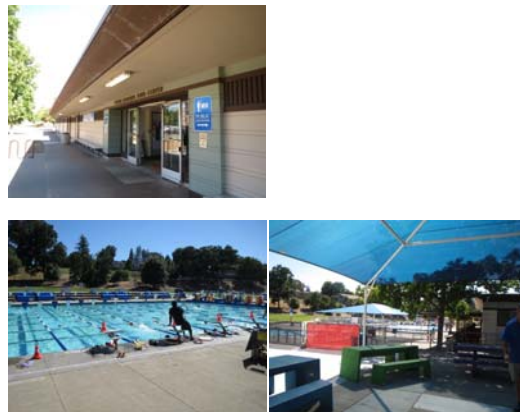


- Built in 1972
- 9,135 gsf
- Restricted room size & function
- Limited storage & uses
- Systems partially upgraded
- Moisture infiltration at in-slab HVAC duct system
- Potential structural damage due to biological growth



FACILITIES ANALYSIS | Existing Buildings

Heather Farm Park: Clarke Memorial Swim Center

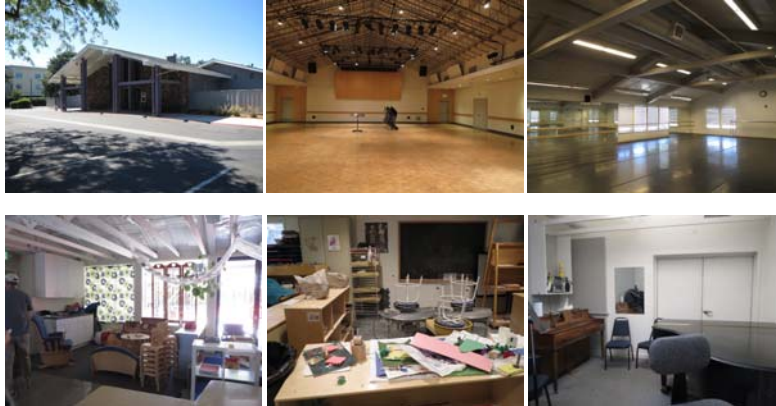


- Built in 1967
- 7,510 gsf of building, 3 pools
- Independent study in 2010 found inadequate facilities, recommended replacement



FACILITIES ANALYSIS | Existing Buildings

Shadelands Art Center: Main Building

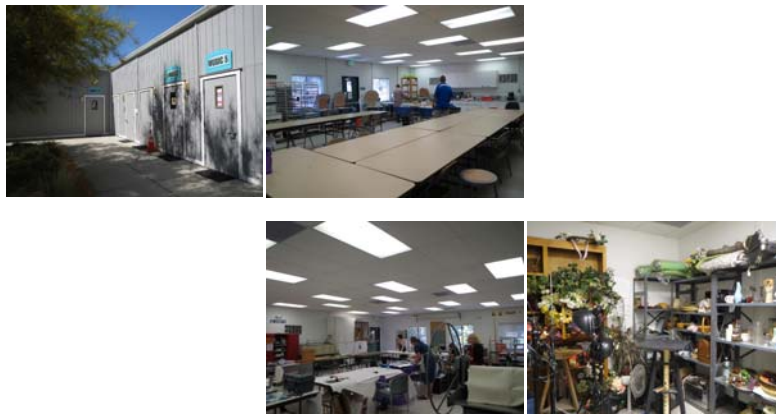


- Built in 1975
- 16,180 gsf
- Problems with wayfinding
- Partial systems upgrade in late 1990s
- Recent HVAC replacement
- At capacity for program equipment, storage
- Restricted size & function



FACILITIES ANALYSIS | Existing Buildings

Shadelands Art Center: Annex



- Built in early 2000s
- 4,020 gsf
- Meant to be temporary, reaching end of useful life
- At capacity for program equipment, storage



FACILITIES ANALYSIS | What's Next

BENEFITS & DRAWBACKS OF RENOVATION

- Long-term lower energy & material consumption
- Preserves what can't be easily replicated
- Can be less expensive
- Often cannot accommodate all needed uses

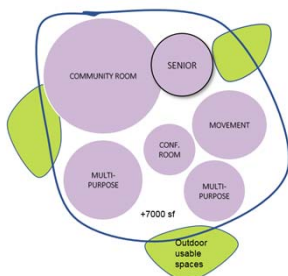
BENEFITS & DRAWBACKS OF NEW BUILDINGS

- Efficient land & building use
- Can maximize open space (limit building footprint)
- Greater life expectancy
- Higher functional value
- Can be more expensive



FACILITIES ANALYSIS | What's Next

Adjacency Diagrams / Site Diagrams



- Existing & Predicted Uses
- Primary adjacencies
- Secondary/variable adjacencies
- Site orientation
- Consolidation or threading throughout
- Layout diagrams



FACILITIES ANALYSIS | Questions

1. What are your impressions of the buildings in Heather Farm, Civic Park, and Shadelands Center for the Arts?
2. Are there any special rooms or building features in these buildings that you think should remain? Tell us why.
3. Aside from the areas already identified in the project assumptions as remaining in place, are there any areas in these parks that should NOT be taken up by new buildings of any kind (whether they are additions or totally new)?



PUBLIC COMMENT





NEXT STEPS

- City Council Update – December 18, 2018
- Advisory Committee Meeting #3 – February 6, 2018
Draft Arts & Recreation Programming Plan

