

City Of Avondale

City Parks Sales Tax Discussion June 11, 2018

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City Of Avondale

City Parks Sales Tax Discussion

- ✓ **Citizens' Focus Group**
- ✓ **Parks Ballot Issue Process**



✓ Citizens' Focus Group

- Appointed by the City Manager to Solicit Input
- 23 total members
- Five 2-hour meetings
- Approximately 15 members on average at each meeting



Citizens' Focus Group

Briefings on:

- the Avondale park system, its history and development and the impacts of the 2008 recession on the parks department budget
- the Parks Master Plan, park maintenance standards, and the Park's Capital Improvement Plan (FY 2019 to 2028)
- Planned, Funded Park Improvements and Unfunded Park Improvements
- the Overall City Budget, the Parks Departments Budget, unfunded parks needs, and the potential revenue that would be realized from a dedicated city sales for parks at several alternative rates

Citizens' Focus Group

Deliberations and Prioritization of Wide Range of Park opportunities

- Each Group member was encouraged to “build a budget” of park projects
- Group’s responses were combined, shared, and discussed
- Group then provided suggestions and recommendations to the City Manager and Parks Department staff

The Group finished deliberations on May 24, 2018

Citizens' Focus Group

Citizens' Focus Group Recommendations

- Improve Maintenance of and Condition of Existing Parks
- Make Gradual Improvements over time (to ensure maintenance)
- Give Voter a “Choice” on Increased Tax
- Spend Time to Consider and Plan an Aquatic Center /Pool and possibly treat as a separate issue
- Focus any Trail Improvements on Making Connections with Existing Trails
- In the short term, Focus on Potential Partnerships, especially with the Boys & Girls Club

Citizens' Focus Group

Questions

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✓ Parks Ballot Issue Process

● June 11

- Poll Results
- Focus Group Results
- Council Requests For Information

● Next Steps - June:

- Direction to Proceed / Delay to 2020 or beyond
- Direction on Proposed Tax Rate and Purpose
- Direction on Bonding Authorization



Parks Ballot Issue Process

- **Next Steps – June** (Continued) :
 - Approval of Ballot Language
 - Approval of Resolution Calling Election
- **July**
 - Preparation of Publicity Pamphlet
 - Pro / Con Statements
- **August - October**
 - Public Outreach and Education Program
- **November**
 - Election



Parks Ballot Issue Process

Questions

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