

# FRESNO PARKS MASTER PLAN

## – *THE PLANNING DOCUMENT*

1. Introduction – *Why, Context, Process*
2. Demographics & Recreation Trends
3. Park System Overview – *What, Current Status*
4. Park System Management
5. Guidelines for Design
6. Needs Assessment

## 7. Prioritization & Improvement Strategies

8. Financing Your Parks
9. Goals and Recommendations



## 7. Park Improvements: Three Tiered Prioritization Strategy



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*Existing Facility Repairs & Lifecycle Replacement  
necessary for a functional park system*



Routine Maintenance  
Repairs  
Repainting  
Replanting  
Replacing (like with like)

**\$112 Million**

Identified in Deferred Maintenance

## 7. Park Improvements: Three Tiered Prioritization Strategy

*Measured Park Enhancements & Improvements*



Strategic Redesign  
New Programming  
Remove/Replace/Convert

**Tennis to Pickleball**  
**Baseball to Soccer**

## 7. Park Improvements: Three Tiered Prioritization Strategy



*Developing NEW Opportunities through partnerships, grants, private investment and new tax dollars*

Complete “re-do”  
Acquisition  
New Programming

**\$8-10 Million**

For 5-Acre Neighborhood Park

# Strategies for Increasing Park Land.....

- Infill Areas
  - Joint Use – Existing School Sites
  - Park Equivalencies
  - Leverage City Owned Land
  - Partnership/Collaboration
- 

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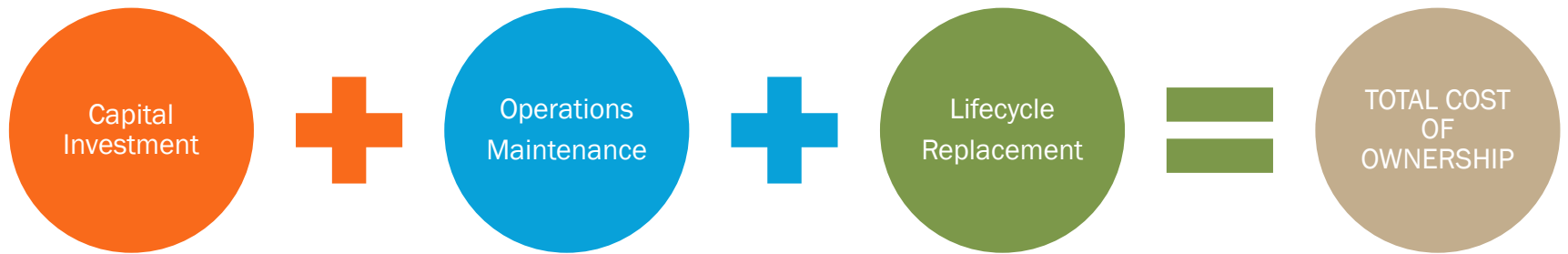
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# Understanding Budget





# Establish 5-Year Capital Improvement Plan

Using the F.E.E.D. Model

FIRST: **F**ocus on Current Needs

NEXT: **E**xpand/**E**nhance Existing

THEN: **D**evelop New



# Funding/Financing Opportunities



***Adequate, Steady, Sustainable***

State & Federal Grants  
Park Impact Fees  
Tax Initiatives  
Bonds

Create Special Districts  
(CFDs, L&Ls)  
Naming Rights  
Service/Program Fees

Donations  
Sponsorships  
Fundraising Campaign  
Volunteers

***Increase General Fund Appropriations***

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## 9. Goals and Recommendations



# Goals & Recommendations

1. FUND
2. MAINTAIN
3. IMPROVE
4. EXPAND

5. SECURE
6. CONNECT
7. PARTNER
8. ADVOCATE

9. CELEBRATE