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Southeast Fresno Community  
Economic Development Association  
CITY CLERK, FRESNO CA

Oliver L. Baines III  
Council President  
City of Fresno  
2600 Fresno Street  
Fresno, CA 93721

Dear Council Member Baines:

RE: The need for a new Regional Park and Soccer Fields in South Fresno-  
Request to be placed on the June 4, 2015 Fresno City Council Agenda

As a follow up to a second community forum on the need for a regional park and soccer fields in South Fresno held on May 12, 2015 at the Grace United Methodist Church, the participants of this community forum hereby respectfully request that this matter be placed on the June 4, 2015 Fresno City Council Agenda. We would like to present our perspective as to why the City of Fresno needs to increase the investment on increasing the total number of City parks acreage and soccer facilities in South Fresno. We hereby request a total of 20 minutes at about 11:30 a. m. on June 4, 2015.

The need for more and better city parks and recreational facilities in the City of Fresno is well-documented in a 2013 & 2014 survey conducted by the Trust for Public Land of the largest 60 cities in the United States. In both surveys, Fresno ranked last when the parks acreage and expenditures of each city per capita were analyzed.

We believe that our City is missing on the opportunity to promote quality of life and a more healthy environment for our youth and families, to reduce crime by providing the facilities where more constructive after school programs for our youth can be carried out and to generate more revenues for our city by attracting more visitors to regional soccer tournaments. A recent example of the popularity of Soccer was a game of professional soccer that generated an attendance of 15,000 soccer fans. The City of Fresno has not anticipated the increasing demand for more soccer fields caused by the continued growth of soccer as a youth and family sport. In fact in many instances our City has eliminated soccer facilities like at the Mosqueda Center and discontinued a lease of a soccer field at the corner of Butler and Maple. Conflicts between adult and youth soccer programs frequently occur because of the lack of adequate soccer facilities. South Fresno families also need more and better park facilities to conduct family events.

A recent survey of city parks acreage and expenditure of the 60 largest cities in the United conducted by the Trust for Public Land, Fresno ranked in last place. Based on testimony presented by soccer players, coaches and soccer league administrators, the number and quality of parks and soccer facilities are much higher and better in other smaller Central Valley cities like Visalia, Lemoore, Hanford, Merced, Tipton, Porterville and others. Everyone asks why Fresno officials cannot be more creative in generating or duplicating the financial practices of smaller cities in generating the necessary resources for the

construction and maintenance of parks and soccer facilities. Following is a partial list of tools used by those cities to generate revenue for park facilities: parks and facilities may be reserved for weddings, meetings, receptions, concerts, festivals and sport activities. Other sources include grants, corporate and individual donations, sponsorships, licenses and permit fees, group fundraising and park maintenance provided by nonprofit community and service organizations.

The great discrepancy between South Fresno and North Fresno in the availability of City parks continues to be a matter of great concern to South Fresno residents. Within the City of Fresno, South Fresno has 1.02 acres per thousand residents whereas North Fresno has 4.63 acres per thousand residents. +

The City of Fresno does not take advantage of opportunities to increase total city park acreage and improve the quality of life for our residents even when the land is already available for that purpose. For example, on October 31, 2006 the National Park Service of the US Department of Interior gave the City of Fresno 48 acres of land at 2155 S.Peach Avenue with a covenant that this parcel can only be used for "public parks and recreational area purposes". South Fresno residents are circulating a petition asking City leaders to support construction of a regional Park and Soccer Fields on that site and have gone on record as to oppose any efforts to change the park federal designation.

During hearings of the General Plan your Council committed to allocate funds for the implementation of a Parks Master Plan. The Mayor's Proposed Budget does not include funding for this purpose.

The residents of South Fresno respectfully request that your Council allocate the amount of \$ 200,000 for initial design and engineering costs for a new Regional Park and Soccer facilities at the 48-acre parcel available at 2155 South Peach and direct City staff to prepare a grant application for State and Federal funds to start construction of a new Regional Park with Soccer Fields. Participating community organizations commit to seek sponsorships from corporate sponsors and private foundations and would assist in seeking the resources and volunteers necessary for the ongoing maintenance costs of this facility.

Respectfully,

Jose Leon-Barraza, CEO  
SEFCEDA, Inc.

cc:

Ashley Swearingin  
Mayor  
City of Fresno

Esmeralda Soria  
Councilmember  
District 1

Steve Brandau  
Councilmember  
District 2

Paul Caprioglio  
Councilmember  
District 4

Sal Quintero  
Councilmember  
District 5

Lee Brand  
Councilmember  
District 6

Clint Olivier  
Councilmember  
District 7

Bruce Rudd  
City Manager  
City of Fresno

Yvonne Spence ✓  
City Clerk  
City of Fresno

REQUEST TO APPEAR

BEFORE THE FRESNO CITY COUNCIL

On April 1, 1980, the Fresno City Council adopted a policy relating to procedures to be used for those persons wishing to appear before the Fresno City Council, as follows:

SCHEDULED ORAL COMMUNICATIONS – APPEARANCES ON PRINTED AGENDA

In order to be placed on the agenda for a scheduled time, complete and submit the form below. State the topic to be discussed and provide any supporting material, if any. Also state the action you want the City Council to take. Your request will be referred to the City Manager and placed on the agenda no sooner than ten (10) days after receipt of your written letter in order to provide an opportunity for City staff to prepare comments for Council consideration. The policy is to limit your presentation to three (3) minutes pursuant to Ordinance 96-67. The City Clerk shall provide copies of your request to the Fresno City Council.

UNSCHEDULED ORAL COMMUNICATIONS

You may address the City Council at the conclusion of the Council meeting and the policy is to limit your presentation to three (3) minutes pursuant to Ordinance 96-67. Please be present at the conclusion of the Council meeting if you wish to be heard.

REQUEST TO APPEAR BEFORE THE FRESNO CITY COUNCIL

Name SOUTHEAST FRESNO COMMUNITY ECONOMIC DEV. ASSN, Inc.

Address 4883 E. Kings Canyon Road

Telephone No. 559-453-0124 Date: May 14, 2015

Topic: The need for a new Regional Park  
and Soccer Fields in South Fresno

Action (if any): Authorize the allocation of \$200,000  
for initial design & engineering cost for a  
new Regional Park and Soccer fields at a  
city-owned 48-acre parcel located at 2155 S. Peach Ave.  
and direct staff to apply for state and  
federal park grants.