

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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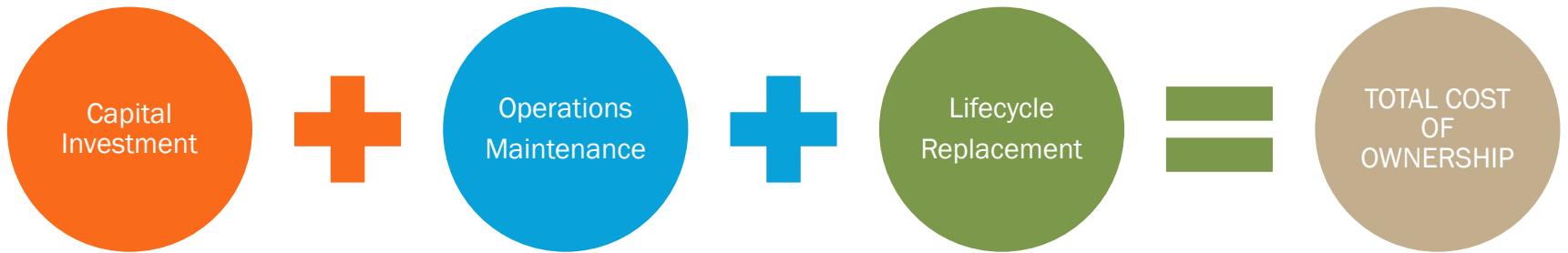
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Understanding Budget



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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Goals & Recommendations

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

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

9. CELEBRATE