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Agenda Date: 3/4/2021  
Council Meeting

2021 MAR -1 A 11:56

CITY OF FRESNO  
CITY CLERK'S OFFICE

# FRESNO CITY COUNCIL



## Information Packet

### ITEM(S)

#### **File ID 21-343 (1-X)**

RESOLUTION - Authorizing Southeast Fresno Community Economic Development Association, Inc.'s submission of a Statewide Park Development and Community Revitalization (Proposition 68) Grant application and delegating authority to City Manager to execute a concession agreement

**Contents of Supplement: Community Emails.**

### **Item(s)**

#### **Supplemental Information:**

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

#### **Americans with Disabilities Act (ADA):**

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

## Bernard Canez

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**From:** Jose LeonBarraza <joseleonbarraza50@gmail.com>  
**Sent:** Sunday, February 28, 2021 10:09 PM  
**To:** Luis Chavez  
**Cc:** Brenda Rapada; Jerry Dyer; Thomas Esqueda; District1; District2; District3; District4; District5; District6; District7; Esmeralda Soria; Garry Bredefeld; Jeremy Hofer; Michael Angel; Catherine Robles; VanGold's Corporation; Nellie Neri; Itzi Robles; Marketing Coordinator; Gregory Barfield; Joaquin Arambula; Humberto Gomez; melissa.hurtado@sen.ca.org; Clerk; yellowtex@aol.com; Richard Hernandez; Armando Hindman; Ruben & Rosemary Diaz; Alfredo Casillas; E Varela; Eddie Varela; Joseph Riojas; Jose Luis Barraza; Dee Munguia  
**Subject:** Fwd: Resolution and Concession Agreement Authorizing SEFCEDA to file \$6.9 million Prop. 68 Grant Application (March 4, 2021 Consent Item I-X ID 21-343)  
**Attachments:** LettertoCity3-4-21.docx  
**Follow Up Flag:** Follow up  
**Flag Status:** Completed

**External Email:** Use caution with links and attachments

Fresno City Council President Luis Chavez:

On behalf of the Board of Directors of SEFCEDA I would like to express our most sincere appreciation for placing on the March 4, 2021 Fresno City Council Morning Agenda a Resolution and a Concession Agreement for Council approval consideration to authorize SEFCEDA to file a \$6.9 million grant application on or before March 12, 2021 with the California Department of Parks and Recreation. If this grant is awarded, SEFCEDA, with the help of many organizations, is committed to build Phase I of this park and manage, maintain and operate this facility for the next 30 years.

We also extend our appreciation to all members of the City Council, to Mayor Jerry Dyre and the City Manager's Office.

Would you please make the attached letter part of the official record?

I believe it is important for the general public to be aware that the investment on parks provides a good return on that investment. As we improve air quality and more access for physical activity we are bound to have a more positive impact in reducing chronic respiratory illnesses, asthma, obesity and diabetes. And low income communities in Southeast Fresno tend to have a greater share of those health problems because of their limited access to parks, medical care and medical insurance coverage. Additionally, the attached letter provides more information on-the-job training opportunities this park project provides residents during its construction period and after the park is built as an additional benefit of this project. (We will also target at risk youth) Also, the recreation opportunities with art, the cultural, and educational and musical events we will be able to offer SE Fresno youth, adults, senior citizen and families. All these benefits will start upon completion of

Phase I and will multiply once future phases are added and expanded as Measure P resources become available. Please read the attached letter for more details.

I believe it is important that the public and all Council members and Mayor Jerry Dyer be able to see a conceptual plan of the proposed Phase I of the Southeast Fresno Regional Park and Soccer Complex and the vision of Southeast Fresno for the entire 49-acre park site. Two conceptual drawings of Phase I (Exhibits A & B) and a draft Master Plan for the entire site are attached herewith as (Exhibit C).

I think it is also important to let the public know about several wonderful institutions who are aware of the needs of low income communities who are willing to assist with technical assistance or support to ensure the success of this project. Those institutions include California State University, Fresno-Recreation Administration Department (Dr. Sam Lankford), Fresno Unified School District Board (Board President Valerie Davis and Trustee Elizabeth Jonasson Rosas) and the 20,000 students who attend the Roosevelt and Sunnyside Regions) along with their parents, teachers and other personnel, the Southeast Fresno Youth Soccer League, the Fresno Economic Opportunities Commission (Emilia Reyes, CEO) and its Local Conservation Corps, the Fresno Latino Rotary Club (Jose Ramirez, President), the United Health Centers (Mark Lozada), the Fresno Arts Council (Lilia Chavez, CEO), the SE Fresno Soccer Park supporters, WRT and Urban Diversity Design Landscape Architects, John Popp, Certified Arborist, Assembly Member Joaquin Arambula, Senator Melissa Hurtado, Donaghy Sales, Latino Peace Officers Association, Fresno County Office of Education, State Center Community College District, the Fresno Workforce Investment Board (Blake Konzal) and many more individuals and small business owners who continue to support the work of SEFCEDA on an ongoing basis.

Please feel free to provide any comments, suggestions, ideas you may want to share with us.

Jose Leon-Barraza. CEO  
SEFCEDA, Inc.  
Phone: 559-301-0695



Luis Chavez, President  
Fresno City Council  
2600 Fresno St.  
Fresno, CA 93721

Dear Council President Chavez:

**RE: Resolution and Concession Agreement authorizing the Southeast Fresno Community Economic Development Association, Inc. (SEFCEDA) the submission of a Proposition 68 Grant application**  
(Consent Item ID-21-343/ Fresno City Council March 4, 2021's Agenda.)

On behalf of the Board of the Southeast Fresno Community Economic Development Association, Inc. (SEFCEDA) I would like to express our appreciation for your sponsoring and placing on the March 4, 2021's Fresno City Council Agenda a resolution and a draft concession agreement to authorize SEFCEDA the filing of a \$6.9 million Proposition 68 grant application with the California Department of Parks and Recreation on or before March 12, 2021. This grant application is seeking to fund Phase I of a new Southeast Fresno Regional Park and Soccer Complex on ten acres of a larger City-owned vacant 49-acre park site at 2155 S. Peach Avenue, Fresno CA 93727. If this grant is awarded by the State, SEFCEDA will build this project and upon construction, SEFCEDA will manage, maintain and operate this new park and soccer complex over a 30-year year period. (Exhibit A & B show Proposition 68 10-acre/Conceptual Design, Exhibit C shows Future Vision for entire 49-acre site Draft Conceptual Plan)

We also wish to express our appreciation to all members of the Fresno City Council, Mayor Jerry Dyer, and the City Manager's Office for their support of this important community park initiative.

Community Support. In addition to many residents, church groups, community organizations who continue to volunteer their time and small business owners who have donated supplies and materials and have made financial contributions to this park project, we also thank the following organizations that will continue to play an active

support or advisory role as SEFCEDA delivers this project to the youth, adults, senior citizens and families of Southeast Fresno, they are:

- California State University, Fresno-Recreation Administration Department
- Fresno Unified School District/Roosevelt and Sunnyside High School Regions.
- Southeast Fresno Youth Soccer League
- Fresno Economic Opportunities Commission (Local Conservation Corps)
- Fresno Latino Rotary Club
- Fresno Arts Council
- VFW Post 8900 Auxiliary
- United Health Centers
- WRT and Urban Diversity Design, Landscape Architects
- John Popp, Certified Arborist
- Friends of SE Fresno Soccer Park (Citizen Advisory Committee)
- Interested residents

It is also important to inform the residents of our City that investing on green space and parks will provide a good return on the investment. This new park and soccer complex will have a positive impact on the health and quality of life of residents as follows:

**Community Health Benefits.** This new community park will promote better air quality, provide access to recreation and Soccer facilities that will increase the level of physical activity and recreation of Southeast Fresno residents. These improvements will reduce the conditions of chronic respiratory illnesses, obesity and diabetes confronted by this low-income community and its residents will live longer. This new park is a very important needed foundation that has set up the community partnerships and engagement of residents that will make possible future expansions on a currently available 49-acre vacant park site that will multiply those benefits as new Measure P funding becomes available.

This park construction project will be a source of on-the-job training and internship opportunities during construction and ongoing after the project is built. This project will create new jobs on an ongoing basis and will offer the best employment conditions with health insurance benefits. This project will have an upper mobility component. This project will train and place residents on this park project and with other Southeast Fresno employers with the goal to improve economic prosperity in Southeast Fresno, increase their pay and seek their access to better medical care, health insurance coverage and overall better quality of life for Southeast Fresno residents.

The supporting agencies listed above will help SEFCEDA in the development and implementation of on-the-job training and educational programs to promote economic prosperity, and the implementation of AFTER SCHOOL programs as follows:

**Job Training and Educational Opportunities.** Hands-on job training and employment opportunities for local residents will be offered during construction of this project and after the new park and Soccer complex has been completed. Low -income residents

from the Southeast Fresno community involved in park and Soccer activities will be the highest priority of residents to be targeted. The objectives of these educational programs are to improve the knowledge, skills and abilities of students and adults for the creation of better career education opportunities that can promote the placement of residents on higher paying jobs, promote economic prosperity and reduce poverty in low-income communities located near this project site.

On March 10, 2021 the Fresno Unified School District Board is scheduled to consider a resolution in support of this project to encourage students to participate in after-school programs to be available at this site by the Applicant. Students from the High Schools of Roosevelt and Sunnyside Regions will be participating in paid or volunteer student internships to be made available by the Applicant. The program will also be available to university students who want to improve Southeast Fresno.

Examples of on-the-job training and AFTERSCHOOL educational programs to be provided by this park project will include:

- **Parks Construction-Related Training.** Introductory internships in project design, construction and safety, landscaping and a study of environmental and public health benefits associated with the development of parks and soccer fields;

- Parks Operations-Related training.** introduction to park and fields maintenance, management and administration, parks security, and natural resource conservation techniques;

- Self-Improvement Programs.** Self-development programs to include personal development skills, financial literacy, job skills, trade and vocational training and job placement for at-risk and regular students.

- Adult Education.** Where the adult Soccer parents have not completed a high school education, candidates will be enrolled in special programs in partnership with the Fresno Unified School District and the Fresno Adult School to help SE Fresno residents to obtain their high school diploma;

- Arts and Cultural After-School Park Programs.** Introduction to student and community engagement in the creation, and implementation of outdoor arts programs at the Park, including but not limited to, music programs, individual and group lessons, outdoor concerts and events, art hops, art demos, drama festivals, folkloric and mariachi festival;

- Health Education.** The positive impact of parks in the improvement of the health of residents by the creation of access to physical activity and better air quality will be provided through informational booths and workshops to be held at various park events and festivals.

- SEFCEDA Workforce Development.** Parallel to these training educational program SEFCEDA will continue to provide off-site workforce development program in the construction industry to eligible adults that come from Soccer teams whether they are soccer moms and dads, and coaches who have participated in the development of this park.

Jose Leon-Barraza, CEO SEFCEDA, inc.

Attached for you information is Exhibit A &B that show a conceptual plan of Phase I of the proposed Southeast Fresno Regional Park and Soccer Complex and Exhibit C that presents the long-term vision for the future development of the total 49-acre park site:

# **SE Fresno Regional Park and Soccer Complex Proposition 68 Concept Level Site Plan** *Plan del Sitio a Nivel de Concepto de el Parque Regional y Complejo de Soccer del Sureste de Fresno*



EXHIBIT A-PROP. 68 NEW PARK DESIGN (10 ACRES)





**SE Fresno Regional Soccer Park**  
*Parque Regional de Soccer del Sureste de Fresno*

February 2021

## EXHIBIT B-PROP. 68 NEW PARK DESIGN (10 ACRES)



# SE Fresno Regional Park and Soccer Complex Master Plan

## Plan Maestro de el Parque Regional y Complejo de Soccer del Sureste de Fresno



EXHIBIT C- DRAFT MASTER PLAN FOR 49-ACRE SITE