



**AGENDA  
WORK SESSION  
MAYOR AND COMMON COUNCIL  
Of the TOWN OF CAMP VERDE  
COUNCIL CHAMBERS · 473 S. Main Street, Room #106  
WEDNESDAY, JANUARY 27, 2016 at 5:30 p.m.**

Note: Council member(s) may attend Council Sessions either in person or by telephone, video, or internet conferencing.

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
  
4. **Presentation, discussion and possible direction to staff relative to the Draft 2016-17 Capital Improvement Plan.**
  
5. **Adjournment**

Posted by:

*[Signature]*  
Date/Time: 01-21-16 8:21 AM

*Note: Pursuant to A.R.S. §38-431.03.A.2 and A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.*

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

handed out at  
meeting 1-27-2016  
Mike Shessen



**CAMP VERDE** EST. 1865  
HOME OF HISTORIC FORT VERDE



# CIP Packet

for Fiscal Year  
2016-17

## Town of Camp Verde, Arizona

473 S Main Street  
Camp Verde, AZ 86322  
(928) 534-0000  
[www.campverde.az.gov](http://www.campverde.az.gov)

The Center Of It All

**Town of Camp Verde**  
**CIP Day 1 Outline**  
January 27, 2016

Introduction to Process (10 mins)	5:30 pm
Packet Review (20 mins)	5:40 pm
Presentations (120 mins)	
Library (15 mins)	6:00 pm
Wastewater (25 mins)	6:15 pm
Public Works (40 mins)	6:40 pm
<i>(Break? – 5 mins)</i>	
Economic Development (20 mins)	7:20 pm
CVMO (20 mins)	7:40 pm
Council Input (20 mins)	8:00 pm
Wrap-Up (10 mins)	8:20 pm

**Town of Camp Verde**  
**CIP Day 2 Outline**  
January 29, 2016

Introduction to Process (10 mins)	8:00 am
Packet Review (10 mins)	8:10 am
Discussion on Projects (15 mins)	8:20 am
Rate Projects (25 mins)	8:35 am
Major Projects (10 mins)	
Minor Projects (10 mins)	
Break (10 mins)	9:00 am
Review Results / Discussion (20 mins)	9:10 am
<i>(Obtain Council Approval)</i>	
Develop Budget & Timing Suggestions (45 mins)	9:30 am
Wrap-Up (10 mins)	10:15 am

## CIP Info Page

### Capital Improvement Plan Guidelines

- 1) One-time expenses, not recurring
- 2) Capital Purchases in excess of \$10,000
- 3) Large maintenance projects in excess of \$50,000
- 4) Project overlaps multiple fiscal years

### Available Monies by Fund

- 1) General Fund - \$1.4 Million (\$500K Reserve Requirement)
- 2) HURF Fund - \$1.3 Million (\$150,000 Reserve for FY16)
- 3) Wastewater Fund - \$ 695,000 (No Reserve stipulations yet)

### Anticipated CIP Funding

(Presumes 2.5-3.0% annual increases)

FY17 - \$607,000

FY18 - \$625,000

FY19 - \$643,000

FY20 - \$662,000

FY21 - \$681,000

### Current Debt & Payments

<u>Institution</u>	<u>Use</u>	<u>Maturity</u>	<u>Balance</u>	<u>Annual Budget</u>
US Bank	Public Works Yard	7/01/2023	\$ 798,228	\$ 106,537
US Bank	2013 Equipment L/P	1/28/2018	\$ 375,687	\$ 161,382
US Bank	2015 Equipment L/P	8/20/2020	\$ 530,000	\$ 115,000
Chase	Library / Marshal's Office	7/01/2030	<u>\$ 4,811,000</u>	<u>\$ 265,451</u>
			<u>\$ 8,063,047</u>	<u>\$ 767,034</u>

**Town of Camp Verde**  
**Strategic Plan Summary**  
From November 20, 2015

**Top Priorities for Town of Camp Verde**

1. Utility extension for business growth
2. Recreation programs
3. Ball fields
4. Flood control
5. Street maintenance
6. Water Control (company & our future)
7. Building & Park Maintenance
8. Cultural Heritage maintained
9. Stable government / Orientation

**Value Outcomes**

1. Character / Historical
2. River / Water resources
3. Planned business growth
4. Community recreation opportunities
  - a. Parks
  - b. Ball fields
5. Stable government

**Current Status Review Needs (focus, make stronger, improve)**

*Services*

1. Recreation and events – Dept & CV Promotions
2. Social Services – support more than money
3. Structure Maintenance – staff & equipment
4. Tourism - continual

*Infrastructure*

1. Stormwater – repairs & new construction
2. Sewer – hwy 260
3. Solar – new construction

*Environment*

1. River – it's the "why" in CV
2. Cleanliness
3. Cultural – expand

*Attractions*

1. Parks & Ball fields
2. River Access

*Amenities*

1. Retail, Entertainment, Services
2. Arts & Culture, Housing, Recreation

**Town of Camp Verde  
CIP Projects Summary**

**Funding**

Anticipated Funding		Current Budget	New Requests
	.65% Sales Tax	\$ 394,800	
	Grant Funds	\$ 75,000	
	Reserve Funds	\$ 418,423	
	Debt Financing	\$ -	
	Carrying Balance	\$ 411,389	
<b>Total Anticipated Funding</b>		<b>\$ 1,299,612</b>	

**Expenditures**

Functions	Project	Current Budget	New Requests
<i>Public Use Facilities</i>	Pool Splash Pad		\$ 80,000
	Historical Society Building Renovation		\$ 35,000
	Pool Deck Expansion		\$ 29,000
	Pool Roof Maint		\$ 24,000
	Skate Park Lighting Replacement		\$ 8,000
	Re-roof Town Gym	\$ 100,000	
	Butler Playground Equipment	\$ 50,000	
<b>Total Public Use Facilities:</b>		<b>\$ 150,000</b>	<b>\$ 176,000</b>
<i>Public Use Infrastructure</i>	Camp Verde Water System Acquisition		\$ 6,500,000
	Public Road Maintenance Program		\$ 5,250,000
	Hollamon St., Main Street Drainage		\$ 1,901,000
	Black Bridge Improvements		\$ 1,042,000
	Old Highway 279 Improvements		\$ 945,000
	WW Solar Power Alternative & Canopy		\$ 800,000
	SR 260 & Industrial Dr.-Goswick Way		\$ 450,000
	WW Community Park Pond		\$ 240,000
	WW New Sludge Drying Beds		\$ 207,000
	Public Transit System		\$ 161,500
	WW Chlorination Pumping Station & Lines		\$ 140,000
	WW Construct I-17 Crossing Lift Station		\$ 127,000
	WW Horseshoe Bend Sewer Extention		\$ 127,000
	Sidewalk, Curb and gutter Replacement and Development		\$ 114,331
	Stormwater Projects		\$ 112,000
	WW Tertiary Filtration Upgrade		\$ 102,000
	WW UV Disinfection Upgrade		\$ 102,000
	WW Subsidize Updgrade of Horseshoe Bend Sewer Line		\$ 100,000
	Murdock Road Drainage Improvements		\$ 85,000
	WW Filter & UV Building		\$ 55,000
	Equestrian Trailhead		\$ 50,000
	Cliffs Parkway Drainage Basin Improvements		\$ 40,500
	Trail Design & Clearance		\$ 35,000
	Upgrade Irrigation Pumps		\$ 15,000
	WW Sewer Sleeves Expansion	\$ 200,000	
	Finnie Flat Sidewalk	\$ 194,400	
	Verde Lakes Drive Culverts	\$ 137,400	
	Finnie Flat Streetscape	\$ 75,000	
	Hwy 260 Sewer Expansion Plans	\$ 60,000	
	Hollomon & VC Parking Lots	\$ 47,000	
	Bashas Drainage Channel	\$ 15,000	
	Transit Stop	\$ 5,023	
<b>Total Public Use Infrastructure:</b>		<b>\$ 733,823</b>	<b>\$ 18,701,331</b>

Functions	Project	Current Budget	New Requests
<i>Parks</i>	Community Park	\$ 94,700	\$ 3,730,000
	Rezzonico Park Development		\$ 313,500
	Butler Park		\$ 13,500
	<b>Total Parks:</b>	<b>\$ 94,700</b>	<b>\$ 4,057,000</b>
<i>Economic Development &amp; Tourism</i>	Homestead Parkway Extension		\$ 151,000
	Retail Recruitment Contract		\$ 150,000
	Wayfaring Signs		\$ 20,000
	<b>Total Economic Development:</b>	<b>\$ -</b>	<b>\$ -</b>
<i>Town Facilities</i>	New Library Building		
	New Court Room	\$ 269,000	
	Town Campus Remodel		\$ 300,000
	CVMO Expansion of Property & Evidence Room Opt. 1		\$ 213,000
	CVMO Expansion of Property & Evidence Room Opt. 2		\$ 35,000
	Gazebo Renovation		\$ 48,000
	<b>Total Town Facilities:</b>	<b>\$ 269,000</b>	<b>\$ 596,000</b>
<i>Town Systems &amp; Equipment</i>	PW Geographic information System (GIS)		\$ 505,000
	LIBR Desks & Equipment		\$ 200,000
	LIBR Radio Frequency Identification Equipment		\$ 80,000
	Mobile Data Computers		\$ 75,000
	LIBR Computers		\$ 50,000
	CVMO Replace Security/Surveillance System		\$ 50,000
	MAINT Banners, Flags and Holdiay Decorations		\$ 48,000
	HURF Install Sewer & Data Lines at PW Yard		\$ 45,000
	CVMO K-9 Vehicle		\$ 42,000
	LIBR AV Equipment		\$ 40,000
	MAINT 3/4 TonChevy Pickup		\$ 24,000
	MAINT 3/4 TonChevy Pickup		\$ 23,000
	P&R Top Dresser Material Handler		\$ 19,000
	MAINT Tractor Backhoe Attachment		\$ 19,000
	CNCIL Audio System-Current Chamber		\$ 15,000
	HURF Lift Gate		\$ 10,500
	New Town Website		\$ 20,000
	Misc. Projects	\$ 37,089	
IT Network Equipment	\$ 15,000		
	<b>Total Town Systems &amp; Equipment:</b>	<b>\$ 52,089</b>	<b>\$ 1,265,500</b>
<b>Total Projected Cost - All Projects</b>		<b>\$ 1,299,612</b>	<b>\$ 24,795,831</b>

**Town of Camp Verde  
CIP Prioritization  
Major Projects**

Functions	Priority	Project	New Requests	YR1 - FY17	YR2 - FY18	YR3 - FY19	YR4 - FY20	YR5 - FY21	Beyond YR5
<i>Public Use Facilities</i>									
<b>Total Public Use Facilities</b>			\$ -						
<i>Public Use Infrastructure</i>									
		Camp Verde Water System Acquisition	\$ 6,500,000						
		Public Road Maintenance Program	\$ 5,250,000						
		Hollamon St., Main Street Drainage	\$ 1,901,000						
		Black Bridge Improvements	\$ 1,042,000						
		Old Highway 279 Improvements	\$ 945,000						
		WW Solar Power Alternative & Canopy	\$ 800,000						
		SR 260 & Industrial Dr.-Goswick Way	\$ 450,000						
		WW Community Park Pond	\$ 240,000						
		WW New Sludge Drying Beds	\$ 207,000						
		Public Transit System	\$ 161,500						
		WW Chlorination Pumping Station & Lines	\$ 140,000						
		WW Construct I-17 Crossing Lift Station	\$ 127,000						
		WW Horseshoe Bend Sewer Extention	\$ 127,000						
		Sidewalk, Curb and gutter Replacement and Development	\$ 114,331						
		Stormwater Projects	\$ 112,000						
		WW Tertiary Filtration Upgrade	\$ 102,000						
		WW UV Disinfection Upgrade	\$ 102,000						
		WW Subsidize Updgrade of Horseshoe Bend Sewer Line	\$ 100,000						
<b>Total Public Use Infrastructure:</b>			\$ 18,701,331						
<i>Parks</i>									
		Community Park	\$ 3,730,000						
		Rezzonico Park Development	\$ 313,500						
<b>Total Parks:</b>			\$ 4,043,500						
<i>Economic Development &amp; Tourism</i>									
		Homestead Parkway Extension	\$ 151,000						
		Retail Recruitment Contract	\$ 150,000						
<b>Total Economic Development:</b>			\$ -						
<i>Town Facilities</i>									
		Town Campus Remodel	\$ 300,000						
		CVMO Expansion of Property & Evidence Room Opt. 1	\$ 213,000						
		CVMO Expansion of Property & Evidence Room Opt. 2	\$ 35,000						
<b>Total Town Facilities:</b>			\$ 548,000						
<i>Town Systems &amp; Equipment</i>									
		PW Geographic Information System (GIS)	\$ 505,000						
		LIBR Desks & Equipment	\$ 200,000						
<b>Total Town Systems &amp; Equipment:</b>			\$ 705,000						
<b>Total Projected Cost - All Projects</b>			\$ 23,997,831						



**Town of Camp Verde  
CIP Prioritization  
Minor Projects**

Functions	Priority	Project	New Requests	YR1 - FY17	YR2 - FY18	YR3 - FY19	YR4 - FY20	YR5 - FY21	Beyond YR5
Public Use Facilities		Pool Splash Pad	\$ 80,000						
		Historical Society Building Renovation	\$ 35,000						
		Pool Deck Expansion	\$ 29,000						
		Pool Roof Maint	\$ 24,000						
		Skate Park Lighting Replacement	\$ 8,000						
<b>Total Public Use Facilities:</b>			<b>\$ 176,000</b>						
Public Use Infrastructure		Murdock Road Drainage Improvements	\$ 85,000						
		WW Filter & UV Building	\$ 55,000						
		Equestrian Trailhead	\$ 50,000						
		Cliffs Parkway Drainage Basin Improvements	\$ 40,500						
		Trail Design & Clearance	\$ 35,000						
	Upgrade Irrigation Pumps	\$ 15,000							
<b>Total Public Use Infrastructure:</b>			<b>\$ 280,500</b>						
Parks		Butler Park	\$ 13,500						
	<b>Total Parks:</b>			<b>\$ 13,500</b>					
Economic Development & Tourism		Wayfaring Signs	\$ 20,000						
	<b>Total Economic Development:</b>			<b>\$ -</b>					
Town Facilities		Gazebo Renovation	\$ 48,000						
	<b>Total Town Facilities:</b>			<b>\$ 48,000</b>					
Town Systems & Equipment		LIBR Radio Frequency Identification Equipment	\$ 80,000						
		Mobile Data Computers	\$ 75,000						
		LIBR Computers	\$ 50,000						
		CVMO Replace Security/Surveillance System	\$ 50,000						
		MAINT Banners, Flags and Holiday Decorations	\$ 48,000						
		HURF Install Sewer & Data Lines at PW Yard	\$ 45,000						
		CVMO K-9 Vehicle	\$ 42,000						
		LIBR AV Equipment	\$ 40,000						
		MAINT 3/4 TonChevy Pickup	\$ 24,000						
		MAINT 3/4 TonChevy Pickup	\$ 23,000						
		P&R Top Dresser Material Handler	\$ 19,000						
		MAINT Tractor Backhoe Attachment	\$ 19,000						
		CNCIL Audio System-Current Chamber	\$ 15,000						
		HURF Lift Gate	\$ 10,500						
	New Town Website	\$ 20,000							
<b>Total Town Systems &amp; Equipment:</b>			<b>\$ 560,500</b>						
<b>Total Projected Cost - All Projects</b>			<b>\$ 1,078,500</b>						



**Town of Camp Verde  
Five -Year Capital Improvement Projects Plan (FY 2013-2018)**

Department	Description	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18	5 Year Total
Administration	Equestrian Trailhead	\$ 50,000					\$ 50,000
	<b>Total Administration CIP:</b>	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ 50,000
Clerk	206-207-208 Council Chambers-Council Offices-Conf Room			\$ 161,500			\$ 161,500
	Archival Room-File System			\$ 22,000			\$ 22,000
	Audio System-Current Chamber	\$ 15,000					\$ 15,000
	<b>Total Clerk CIP:</b>	\$ 15,000	\$ -	\$ 183,500	\$ -	\$ -	\$ 198,500
Community Development	Office Remodel	\$ 16,000					\$ 16,000
	<b>Total Community Development CIP:</b>	\$ 16,000	\$ -	\$ -	\$ -	\$ -	\$ 16,000
Court	New Court Room			\$ 200,000			\$ 200,000
	<b>Total Court CIP:</b>	\$ -	\$ -	\$ 200,000	\$ -	\$ -	\$ 200,000
Library	Library Building	\$ 2,084,000					\$ 2,084,000
	Radio Frequency Identification Equipment	\$ 20,000	\$ 60,000				\$ 80,000
	<b>Total Library CIP:</b>	\$ 2,104,000	\$ 60,000	\$ -	\$ -	\$ -	\$ 2,164,000
Marshal Office	Animal Control	\$ 10,500					\$ 10,500
	Expansion of Property & Evidence Room Option 1		\$ 125,000	\$ 45,000			\$ 170,000
	Expansion of Property & Evidence Room Option 2		\$ 207,500	\$ 45,000			\$ 252,500
	Improve Police Radio Reception		\$ 75,000	\$ 30,000			\$ 105,000
	Police Records Remodel				\$ 50,000		\$ 50,000
	Relocate Detective Unit to Teen Center				\$ 9,000		\$ 9,000
	Replace Dispatch Consoles					\$ 36,000	\$ 36,000
	<b>Total Marshal Office CIP:</b>	\$ 10,500	\$ 407,500	\$ 129,000	\$ 50,000	\$ 36,000	\$ 633,000
Public Works / Engineering	Black Bridge Improvements			\$ 150,000	\$ 892,000		\$ 1,042,000
	Camp Verde Water System Acquisition			\$ 6,500,000			\$ 6,500,000
	Facilities Comprehensive Plan	\$ 35,000					\$ 35,000
	Geographic Information System (GIS)	\$ 185,000	\$ 80,000	\$ 80,000	\$ 80,000	\$ 80,000	\$ 505,000
	Old Highway 279 Improvements		\$ 95,000	\$ 850,000			\$ 945,000
	Public Transit System	\$ 15,000	\$ 146,500				\$ 161,500
	<b>Public Works / Engineering Total:</b>	\$ 220,000	\$ 175,000	\$ 7,580,000	\$ 972,000	\$ 80,000	\$ 9,027,000
Public Works / Maintenance	Banners, Flags and Holiday Decorations	\$ 15,000	\$ 10,000	\$ 10,000	\$ 10,000		\$ 45,000
	Gym and Kitchen Remodel	\$ 120,000					\$ 120,000
	Gym Floor & Bleachers	\$ 70,500					\$ 70,500
	Remodel Public Works Entry/300 Building	\$ 22,000					\$ 22,000
	Remodel Room 304	\$ 30,000					\$ 30,000
	Repairs to Historical Society Building	\$ 28,000					\$ 28,000
	Replace Doors on 300 Building	\$ 20,000	\$ 10,000				\$ 30,000
	Replace Shingle Roofs on Gymnasium, & Rooms 304 & 306	\$ 135,000					\$ 135,000
	Roll Shutters	\$ 13,025					\$ 13,025
	Tractor Backhoe Attachment	\$ 17,000					\$ 17,000
	Upgrade Electrical Service Panel 200 Building	\$ 10,000					\$ 10,000
	Vehicles Replacement	\$ -	\$ -	\$ 76,000			\$ 76,000
	<b>Public Works / Maintenance Total:</b>	\$ 480,525	\$ 20,000	\$ 86,000	\$ 10,000	\$ -	\$ 596,525

Department	Description	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18	5 Year Total
Public Works / Parks &	Butler Park	\$ 66,000	\$ 40,000				\$ 106,000
	Camp Verde Trails System	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 75,000
	Community Park	\$ 795,000	\$ 750,000	\$ 585,000	\$ 700,000	\$ 525,000	\$ 3,355,000
	Pool Upgrades	\$ 29,000					\$ 29,000
	Rezzonico Park Development	\$ 18,000	\$ 45,000	\$ 45,000	\$ 39,000	\$ 45,000	\$ 192,000
	Splash Pad			\$ 80,000			\$ 80,000
	Top Dresser Material Handler	\$ 18,500					\$ 18,500
	<b>Public Works / Parks &amp; Recreation Total:</b>	<b>\$ 941,500</b>	<b>\$ 850,000</b>	<b>\$ 725,000</b>	<b>\$ 754,000</b>	<b>\$ 585,000</b>	<b>\$ 3,855,500</b>
Public Works / Stormwater	Annual Stormwater Improvements Projects	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 150,000
	Cliffs Parkway Drainage Basin Improvements	\$ 25,500	\$ 15,000				\$ 40,500
	Gadis Wash Drainage Improvements	\$ 45,000	\$ 7,500	\$ 25,000	\$ 8,500	\$ 9,500	\$ 95,500
	Hollamon St., Main Street Drainage		\$ 225,750		\$ 1,675,250		\$ 1,901,000
	Murdock Road Drainage Improvements		\$ 85,000				\$ 85,000
	<b>Public Works / Stormwater Total:</b>	<b>\$ 100,500</b>	<b>\$ 363,250</b>	<b>\$ 55,000</b>	<b>\$ 1,713,750</b>	<b>\$ 39,500</b>	<b>\$ 2,272,000</b>
Public Works / Streets	Lift Gate		\$ 10,500				\$ 10,500
	Materials Crusher			\$ 250,000			\$ 250,000
	Materials Spreader	\$ 10,000					\$ 10,000
	Nine Wheel Roller Compactor		\$ 25,000				\$ 25,000
	PadfootSheep's Foot roller compactor				\$ 25,250		\$ 25,250
	Powerscreen					\$ 125,000	\$ 125,000
	Sidewalk, Curb and gutter Replacement and Development	\$ 20,900	\$ 21,840	\$ 22,822	\$ 23,848	\$ 24,921	\$ 114,331
	Sign Truck		\$ 25,500				\$ 25,500
	Skiploader		\$ 35,500				\$ 35,500
	SR 260 & Industrial Dr.-Goswick Way		\$ 450,000				\$ 450,000
	Steel Wheel Drum Vibratory Rolier			\$ 27,750			\$ 27,750
	Street Sweeper		\$ 125,000				\$ 125,000
	Tire Replacement Program	\$ 27,250	\$ 8,376				\$ 35,626
	<b>Public Works / Streets Division Total:</b>	<b>\$ 58,150</b>	<b>\$ 701,716</b>	<b>\$ 300,572</b>	<b>\$ 49,098</b>	<b>\$ 149,921</b>	<b>\$ 1,259,457</b>
<b>Total for all Divisions of Public Works:</b>	<b>\$ 1,800,675</b>	<b>\$ 2,109,966</b>	<b>\$ 8,746,572</b>	<b>\$ 3,499,848</b>	<b>\$ 854,421</b>	<b>\$ 17,010,482</b>	
<b>Town of Camp Verde - 5 Year Capital Improvement Projects Plan</b>		<b>\$ 3,996,175</b>	<b>\$ 2,577,466</b>	<b>\$ 9,259,072</b>	<b>\$ 3,548,848</b>	<b>\$ 890,421</b>	<b>\$ 20,271,982</b>

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** Solar Power Alternative/Canopy

**Date:** 1/20/15

**Contact:** J. Grogan

**Dept:** Wastewater Division

**Req'd by:** J. Grogan

**Prepared by:** J. Grogan

**Project Summary:**

Install solar power at the wastewater treatment facility plant & utilizing a canopy over the treatment plant.

**Location:**

Wastewater Treatment Plant

**Need / Justification:**

Solar power to subsidize/replace power bill. Shade structure to prevent algae growth in treatment clarifiers.

**Full-Cost:** \$800,000

**Segmented Timeline:**

Activity	Timeline	Cost
Design Plans	Current fiscal year	Budgeted line item
Construction	F/Y 2016-2017	\$800,000

**Operational Impact:**

Reduce or eliminate electrical costs. Reduce cleaning costs of the treatment plant.

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

Loan/financing

## Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** Community Park Watering/Storage Pond

**Date:** 1/20/15

**Dept:** Wastewater

**Contact:** T. Odell

**Req'd by:** T. Odell

**Prepared by:** T. Odell

**Project Summary:**

Build a storage pond to use for irrigation of the new community park.

**Location:**

Community Park on Highway 260

**Need / Justification:**

2 million gallons of storage volume for water to irrigate the community park. Public Park Pond for fish and wildlife.

**Full-Cost:** \$240,000

**Segmented Timeline:**

Activity	Timeline	Cost
Design Plans	3 <sup>rd</sup> quarter F/Y 2016/2017	N/A In-house
Construction	1 <sup>st</sup> quarter F/Y 2017-2018	\$240,000

**Operational Impact:**

Allow use of re-claim water in lieu of using ground (well) water to irrigate community park. Build in place of much more expensive above ground water storage tank. Benefit to park for public use and enjoyment.

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General Fund under Community Park Project

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Sludge Drying Beds*

**Date:** 1/20/15

**Contact:** J. Grogan

**Dept:** Wastewater Division

**Req'd by:** J. Grogan

**Prepared by:** J. Grogan

## Project Summary:

Construct new Sludge Drying Beds

## Location:

Wastewater Treatment Plant

## Need / Justification:

WIFA Improvement Project. Required by Aquifer Protection Permit. Drying sludge in order to remove 84% water weight will prevent excessive hauling and disposal fees to landfill.

**Full-Cost:** \$207,000

## Segmented Timeline:

Activity	Timeline	Cost
Design Plans	Current fiscal year	N/A in house
Design submittal ADEQ	2 <sup>nd</sup> Quarter F/Y 2016-2017	\$2000
Construction	3 <sup>rd</sup> and 4 <sup>th</sup> qtr F/Y 2016-2017	\$205,000

## Operational Impact:

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

WIFA

## Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** Chlorination/pumping Station and Reclaim Waterline

**Date:** 1/20/15

**Dept:** Wastewater

**Contact:** T. Odell

**Req'd by:** T. Odell

**Prepared by:** T. Odell

**Project Summary:**

Build a chlorination pumping station and reclaim waterline to bring water to the Community Park.

**Location:**

Wastewater Treatment Plant & Community Park on Highway 260

**Need / Justification:**

Allows reuse of Class A Effluent to irrigate the new town community park.

**Full-Cost:** \$140,000

**Segmented Timeline:**

Activity	Timeline	Cost
Design Plans (30% now)	2 <sup>nd</sup> quarter F/Y 2016/2017	N/A In-house
ADEQ Submittal Permit	1 <sup>st</sup> quarter F/Y 2017-2018	Included in re-use permit cost
Construction	3 <sup>rd</sup> quarter F/Y 2017-2018	\$140,000

**Operational Impact:**

Allow use of re-claim water in lieu of using ground (well) water to irrigate community park. Build in place of much more expensive above ground water storage tank. Benefit to park for public use and enjoyment.

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General Fund under Community Park Project

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** Horseshoe Bend Sewer Extension #1

**Date:** 1/20/15

**Dept:** Wastewater Division

**Contact:** J. Grogan

**Req'd by:** J. Grogan

**Prepared by:** J. Grogan

**Project Summary:**

Extension of sewer mainline from Riverview Dr. to the Willows Manufactured Home Community on Horseshoe Bend Dr.

**Location:**

Horseshoe Bend Dr

**Need / Justification:**

Provide sewer services to the Willows community. Serving a congested manufactured home community with modern sewer that is currently on antiquated septic systems prior to their failure.

**Full-Cost:** \$127,000

**Segmented Timeline:**

Activity	Timeline	Cost
Design	1 <sup>st</sup> quarter F/Y 2016-2017	N/A in house
Design submittal ADEQ/review	2 <sup>nd</sup> quarter F/Y 2016-2017	\$2,000 permit fee
Construction	3 <sup>rd</sup> quarter F/Y 2016-2017	\$125,000

**Operational Impact:**

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

Connection fees

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: I-17 Crossing Lift Station

Date: 1/20/15

Dept: Wastewater Division

Contact: J. Grogan

Req'd by: J. Grogan

Prepared by: J. Grogan

### Project Summary:

Construct I-17 crossing lift station.

### Location:

Davison Circle & 260 Corridor

### Need / Justification:

To lift new (development funded) sewer main up to existing sewer prior to I-17 crossing. Will allow addition of developer funded sewer line to empty into our collection system. This is also a required portion of our future 260 sewer system expansion.

Full-Cost: \$127,000

### Segmented Timeline:

Activity	Timeline	Cost
Design Plans	1 <sup>st</sup> quarter F/Y 2016-2017	N/A in house
Design submittal to County	2 <sup>nd</sup> quarter F/Y 2016-2017	\$2,000
Construction	3 <sup>rd</sup> quarter F/Y 2016-2017	\$125,000

### Operational Impact:

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

Approx. \$260K connection fees from RV Park, Reserve/User Fees, GF, Loan

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Tertiary Filtration*

**Date:** 1/20/15

**Dept:** *Wastewater Division*

**Contact:** *J. Grogan*

**Req'd by:** *J. Grogan*

**Prepared by:** *J. Grogan*

**Project Summary:**

Tertiary Filtration

**Location:**

Wastewater Treatment Plant

**Need / Justification:**

WIFA Improvement Projects. Improvement required by Aquifer Protection Permit. Provides Class 'A' effluent to neighboring Town Park for irrigation. Greatly decreases use of costly chlorine disinfectant. Preserves UV System. No costly repairs due to oxidation from chlorine. Safer.

**Full-Cost:** \$102,000

**Segmented Timeline:**

Activity	Timeline	Cost
Design underway 30%	Current fiscal year	N/A in house
Design submittal ADEQ/review	1 <sup>st</sup> quarter F/Y 2016-2017	\$2000 permit fee
Construction	3 <sup>rd</sup> quarter F/Y 2016-2017	\$100,000

**Operational Impact:**

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

WIFA

## Town of Camp Verde Capital Improvement Plan Project Request

### Project Title: *UV Disinfection Upgrade*

Date: 1/20/15

Dept: *Wastewater Division*

Contact: *J. Grogan*

Req'd by: *J. Grogan*

Prepared by: *J. Grogan*

#### Project Summary:

UV Disinfection Upgrade. Demo & by-pass of existing system.

#### Location:

Wastewater Treatment Plant

#### Need / Justification:

WIFA Improvement Projects. Improvement required by Aquifer Protection Permit. Provides Class 'A' effluent to neighboring Town Park for irrigation. Greatly decreases use of costly chlorine disinfectant. Preserves UV System. No costly repairs due to oxidation from chlorine. Safer.

Full-Cost: \$102,000

#### Segmented Timeline:

Activity	Timeline	Cost
Design underway 30%	Current fiscal year	N/A in house
Design submittal ADEQ/review	1 <sup>st</sup> quarter F/Y 2016-2017	\$2000 permit fee
Demo and by-pass	Current fiscal year	Included in cost below
Construction	3 <sup>rd</sup> quarter F/Y 2016-2017	\$100,000

#### Operational Impact:

#### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

WIFA

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: Upsize Collection Line

Date: 1/20/15

Dept: Wastewater Division

Contact: J. Grogan

Req'd by: J. Grogan

Prepared by: J. Grogan

### Project Summary:

To upsize a developer funded 8" sewer main to a 12" sewer main to correlate with the 260 sewer expansion master plan.

### Location:

Horseshoe Bend Rd to Davison Circle along the existing roads and the Verde Ditch easement.

### Need / Justification:

We can only require the developer to build an 8" line to serve his current needs. The SR260 Sewer Expansion Plan at build-out would require a 12" line.

Full-Cost:

### Segmented Timeline:

Activity	Timeline	Cost
Design (by developer)	Current fiscal year	None
Construction	1 <sup>st</sup> quarter F/Y 2016-2017	\$100,000

### Operational Impact:

Line will be at full size for build-out and will not have to be replaced later.

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

Approx. \$260K connection fees from RV Park, Reserve/User Fees, GF, Loan

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Filter and UV Building*

**Date:** 1/20/15

**Dept:** *Wastewater Division*

**Contact:** *J. Grogan*

**Req'd by:** *J. Grogan*

**Prepared by:** *J. Grogan*

## Project Summary:

Filter and UV Building

## Location:

Wastewater Treatment Plant

## Need / Justification:

Keep critical items needed for the treatment processes from freezing or overheating.

**Full-Cost:** \$55,000

## Segmented Timeline:

Activity	Timeline	Cost
Design underway 30%	Current fiscal year	N/A in house
Design submittal /review permit	Current fiscal year	N/A in house
Foundation	Current fiscal year	\$20,000
Building Erection	1 <sup>st</sup> quarter F/Y 2016-2017	\$35,000

## Operational Impact:

Prevent overtime required by on-call emergency call-outs. Reduce repair parts and labor costs due to inclement weather

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

WIFA

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Service Desks, Kitchens & Furnishings*

**Date:** 01/10/2016

**Dept:** Library

**Contact:** Kathy Hellman

**Req'd by:** Kathy Hellman

**Prepared by:** Kathy Hellman

**Project Summary:**

The main welcome/circulation desk, public service desks in the computer commons, children's, teens and adult stacks, as well as kitchen cabinets & countertops were not part of the project as bid and need to be custom manufactured.

**Location:**

1<sup>st</sup> and 2<sup>nd</sup> floor throughout the library

**Need / Justification:**

We will have a new building that requires additional furnishings. Even making use of every item we currently have that we can use, leaves gaps in office furniture, public Internet use stations, meeting rooms, etc. Task chairs are worn out and public computer desks are falling apart.

**Full-Cost:** Est. \$150,000 - \$200,000

**Segmented Timeline:**

Activity	Timeline	Cost
Consult Vendors & order kitchen cabinets & furnishings	Feb 2016 – March 2016	
Deliver and install furnishings	July 2016 – August 2016	

**Operational Impact:**

Most of these are one-time purchases that are intended to last the life of the building.

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

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# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Self-Checkout, Public and Staff Computers*

**Date:** 01/10/2016

**Dept:** *Library*

**Contact:** *Kathy Hellman*

**Req'd by:** *Kathy Hellman*

**Prepared by:** *Kathy Hellman*

**Project Summary:**

32 new computers need to be purchased for new library. 20 will be used for Public IU units, 8 used as Service points and self-CKO and 4 used for employee computers. This will give the Library a total of 60 computers as all existing public computers will be put to use as OPACs, in Quiet Rooms and as public Internet use PCs. Current staff workstations will be moved and used on the Town Network.

**Location:**

1<sup>st</sup> and 2<sup>nd</sup> floor throughout the library

**Need / Justification:**

More public Internet computers are needed now to meet the demand during peak hours daily. Updated computers and software provide better security, compatibility with modern apps and devices and faster processing speeds. Adding RFID antenna to public service desks will allow patrons to help themselves. Some staff are sharing workstation PCs on the Town Network or making-do with laptops at tables in the Children's Library. To effectively/efficiently do their jobs, staff need their own workstations.

**Full-Cost:** Est. \$35,000 – 50,000

**Segmented Timeline:**

Activity	Timeline	Cost
Consult Vendor & order equipment	Feb 2016 – July 2016	
Install computers systems	July 2016 – August 2016	

**Operational Impact:**

Town IT staff will configure PCs. Library staff and volunteers will setup and install PCs throughout the library. Annual support fee for RFID self-checkout software and additional licensing required for increased number of public Internet computers.

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Audio/Visual Equipment and Software*

**Date:** 01/10/2016

**Dept:** Library

**Contact:** Kathy Hellman

**Req'd by:** Kathy Hellman

**Prepared by:** Kathy Hellman

**Project Summary:**

Included in the vision for the new library are fully equipped presentation and training spaces including the ability to video stream, record and archive for future access/use. The conference/training room and both large meeting rooms need presentation equipment, sound equipment and laptops.

**Location:**

1<sup>st</sup> and 2<sup>nd</sup> floor large meeting rooms, conference/training room

**Need / Justification:**

Part of the Library's purpose is to expand educational and recreational opportunities, offer community conversations around topics of interest to local residents, and encourage civic engagement. To support these goals, modern audio visual equipment is needed. Yavapai College SBDC and OLLI programs are already working toward using the new library as meeting spaces to expand services to the Camp Verde community. We continue to work with ASU's Entrepreneurial Innovative Network to find out where this partnership can take us in support of economic development. We look forward to having Town Council meeting in the new library.

**Full-Cost:** Est. \$30,000-40,000

**Segmented Timeline:**

Activity	Timeline	Cost
Consult Vendor & order equipment	Feb 2016 – July 2016	
Install audio/visual systems during construction	Feb 2016 – July 2016	

**Operational Impact:**

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *New Mobile Website for Town of Camp Verde*

**Date:** 01/10/2016

**Dept:** Library

**Contact:** Kathy Hellman

**Req'd by:** Kathy Hellman

**Prepared by:** Kathy Hellman

**Project Summary:**

The current Town website software platform has not been updated for over 4 years and it is overdue. Adding and/or altering content is time-consuming, requires duplication of procedures and can be confusing. The ability to interact via social-media is not possible on the current site.

**Location:**

Virtual

**Need / Justification:**

The current site is not scalable to multiple devices, cannot be updated with features that would make it more user-friendly and is too old to work with many modern applications like fillable forms, online payments, and registrations. Not updating software creates security risks. The site is an organizational nightmare with multiple copies/version of the same information. Many staff are afraid to make changes for fear of "breaking" something. Staff spend a lot of time trying to explain to customers how & where to find information. Many times, it is easier to email forms to customers instead of helping them find it on the Town website. It's time to upgrade for all these reasons and more.

**Full-Cost:** \$15,000 - \$20,000

**Segmented Timeline:**

Activity	Timeline	Cost
Web Committee interviews vendors & selects best option	07/2016 – 09/2016	
Consulting w/committee members to construct new site	10/2016 – 12/2016	
Unveil new website	01/2017	

**Operational Impact:**

Town Web Committee (one person from each department) will work with web consultants. Depending on the platform chosen, there may be an ongoing annual support fee.

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Public Road Maintenance Program*

**Date:** 01/12/16

**Dept:** *Public Works/Streets*

**Contact:** *Ron Long or Stacy Perry*

**Req'd by:** *Ron Long – Stacy Perry*

**Prepared by:** *Deborah Ranney*

## Project Summary:

Fully fund a comprehensive, road improvement maintenance program to be completed within 2 years OR fund the improvement/maintenance annually for the next 7 years

## Location:

Town of Camp Verde Public Roads

## Need / Justification:

For the past 8 years the State has swept funding from the HURF and current State leadership has not reversed this policy. As a result, HURF funds (the sole source of funding for the Street Division) are not adequate to meet the requirements of maintaining our roads. Many roads are in dis-repair, additional funding is needed to systematically provide required public road maintenance & repair (crack seal, slurry seal, re-pave, striping...). Having roads in good repair is important to sustain and promote a strong economic environment.

**Full-Cost:** \$5,250,000

## Segmented Timeline:

Activity	Timeline	Cost
Annual Road Maintenance Program	Per Year, 7 yrs	\$750,000

## Operational Impact:

Included within the annual costs of \$750,000.

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

Bond or finance for the total amount to be completed within 2 years or fund annually.

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Community Park*

**Date:** 01/12/16

**Contact:** Ron Long

**Dept:** Public Works/Maintenance/Parks & Recreation

**Req'd by:** Ron Long

**Prepared by:** Deborah Ranney

**Project Summary:**

Develop the Community Park Site (plan adopted by Council November 12, 2008)

**Location:**

SR-260

**Need / Justification:**

The Master Plan for the Community Park was a collaborative community effort, clearly demonstrating the public's support for additional recreational opportunities. Current park fields are not sufficient to meet the needs for Little League, AYSO. Tennis, Basketball, hiking paths will provide additional activity space. The development of the Community Park brings the potential to host sporting tournaments that will provide economic stimulus.

**Full-Cost:** \$3,730,000

**Segmented Timeline:**

Activity	Timeline	Cost
Approved/Scheduled in 2016/17: Develop the approved road entrance off Forest Service Road – Completed in house by Streets (Carryover from 2015/16 CIP)	As directed	95,000
Develop alternate entrances, roadway infrastructure, Fence perimeter, Well, Irrigation* (treated effluent from WWTP), Lighting	As directed	700,000
Fully develop 2 Baseball fields and Public Restroom	As directed	750,000
Concession Stand, 1 Soccer Field, Hiking Path	As directed	585,000
Maintenance Facility, Playground, 1 Baseball Field, Public Restroom	As directed	700,000
2 Tennis Courts, Basketball Court, Ramada's and Picnic Area	As directed	525,000
Soccer Field, Basketball Court, BMX Course	As directed	375,000

**Operational Impact:**

Planning and budget allocation will be required for the next six – seven years for the development; increased costs for the operation/maintenance and staffing will be on-going budget requirements

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General Fund, Finance, Grants are all options

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Old 279 Improvements*

**Date:** 01/12/16

**Dept:** *Public Works/ Streets*

**Contact:** *Ron Long*

**Req'd by:** *Ron Long*

**Prepared by:** *Deborah Ranney*

## Project Summary:

Design, engineer & construct road and drainage improvements for Old Hwy. 279

## Location:

Old Hwy. 279

## Need / Justification:

Old Hwy. 279 currently exists as a dirt road for approximately 1 mile of its 3-mile length. The road needs to be brought up to Town standards, including drainage and low-water crossing improvements. This road needs to be connected to the new intersections on SR-260

**Full-Cost:** \$1,650,000

## Segmented Timeline:

Activity	Timeline	Cost
Design & Engineer improvements	FY-17	\$150,000
Construct improvements	FY 18	\$1,500,000

## Operational Impact:

Hire Design Engineer in year one. Manage bid and construction project

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

A combination of all

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Butler & Rezzonico Parks*

**Date:** 01/12/16

**Dept:** *Public Works/Maintenance*

**Contact:** *Ron Long & Mike Dumas*

**Req'd by:** *Ron Long & Mike Dumas*

**Prepared by:** *Deborah Ranney*

**Project Summary:**

Improvements and additions at both Butler & Rezzonico Parks

**Location:**

Butler Park: 1214 Garner Lane  
Rezzonico Park: Black Bridge Road

**Need / Justification:**

Enhance outdoor & recreational opportunities for the community

**Full-Cost:** \$113,500 - \$313,500

**Segmented Timeline:**

Activity	Timeline	Cost
Butler Park - add one additional Ramada/Picnic area – Construction by staff		Est. \$13,500
Rezzonico Park – Establish the master plan for the theme and use of this park incorporating the area to enhance and support the Community Library	As directed	*
FY17 Expenditures		25,000 – 75,000
FY18 Expenditures		25,000 – 75,000
FY19 Expenditures		25,000 – 75,000
FY20 Expenditures		25,000 – 75,000

**Operational Impact:**

Impact depends on actual improvements

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General Fund, Finance, Grants are all options

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Town Campus Improvement Plan*

**Date:** 01/12/16

**Dept:** Public Works/Maintenance

**Contact:** Ron Long

**Req'd by:** Ron Long

**Prepared by:** Deborah Ranney

**Project Summary:**

Plan for office, community/general purpose, and storage requirements for Room 304, Room 204, Kitchen, Gymnasium Restrooms, Teen Center, and Maintenance Yard.

**Location:**

395 & 435 S. Main Street Bldgs

**Need / Justification:**

Factors driving this include: 1) need for storage of maintenance materials and equipment, holiday decorations, business and staffing equipment, auction-item processing, 2) need for multi-functional office/community space 3) need for updating infrastructure: technology, existing utilities, building codes, finishes/aesthetics 4) need for comprehensive long-range plan for Town Campus Buildings & Grounds

**Full-Cost:** \$150,000 - \$300,000

**Segmented Timeline:**

Activity	Timeline	Cost
Establish and commit to a comprehensive plan for the existing buildings on Main Street, define and specify their use as offices, meeting rooms, storage and/or community use. Develop a plan for improvements needed.	As Directed	*
Identify the structure(s) to be used for Equipment Storage & Office space at the Maintenance Yard- options may include possible relocation of the Teen Center building or construction of new storage/office building at the Yard. Obtain construction plans, prepare and manage bid, manage construction and facilitate move of Maintenance office and storage	As Directed	*
Identify, designate, construct or otherwise provide and budget for storage of office equipment, department supplies and separate, secure space for Auction items	As Directed	*
Complete construction plans, prepare & manage bid, manage construction for the renovation of Room 304. Staff may facilitate basic remodel of Room 204 using contractors and Town staff	As Directed	*
Kitchen and Gymnasium remodel: Plan & design, obtain construction plans, prepare & manage bid, manage construction of the remodel	As Directed	*
Use the Town Campus comprehensive plan to define the intended use for the renovation of Room 304, plan & prepare comprehensive budgets for the remodel	2018/19	

**Operational Impact:**

Planning, project management and budget allocation will be required for the next three – four years.  
\*Estimated costs need to be determined ; once the specific improvements are defined, more accurate cost estimates can be given

**Funding Options:**General Fund, Finance, Grants are all options

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Tri-Intersection & Montezuma Castle Design Improvements*

**Date:** 01/12/16

**Dept:** Public Works/Streets

**Contact:** Ron Long

**Req'd by:** Ron Long

**Prepared by:** Deborah Ranney

## Project Summary:

Planning, design and engineering for the Tri-Intersection and Montezuma Castle Hwy. from the Tri-Intersection up to Black Bridge

## Location:

Tri-Intersection of Main St., Finnie Flat Rd., Montezuma Castle Highway to Black Bridge on Montezuma Castle Hwy.

## Need / Justification:

The Planning Assistance for Rural Area Study (PARA – October, 2013) identified the Tri-Intersection as needing improvements; Montezuma Castle Hwy. needs turn lanes, curb, gutter and pedestrian/bicycle lanes to improve multimodal access and safety for the traveling public. Active and increased library usage will increase all traffic movements in the area

**Full-Cost:** 150,000

## Segmented Timeline:

Activity	Timeline	Cost
Engineering & Design	FY 17	\$150,000

## Operational Impact:

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General or HURF

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Heritage Pool Improvements*

**Date:** 01/12/16

**Dept:** Public Works/Maintenance

**Contact:** Mike Dumas, Mike Marshall

**Req'd by:** Mike Dumas, Mike Marshall

**Prepared by:** Deborah Ranney

**Project Summary:**

On-going additions, improvements and required maintenance of the Pool facility

**Location:**

418 Apache Trail

**Need / Justification:**

Citizens look forward to the pool opening and it is a popular summer activity for children and adults. Group activities, exercise classes and open swim are offered. Opportunities for employment are available each year for Camp Verde youth.

**Full-Cost:** \$133,000

**Segmented Timeline:**

Activity	Timeline	Cost
Establish additional deck area around the pool. Using concrete or pervious materials to cover the grass and dirt area into useable space eliminating chemical damage to grass and mud that is tracked on to pool deck and into the pool	As Directed	29,000
Install a splash pad to open area that will provide additional play space for children 2-8 years old	As Directed	80,000
Pool Roof – repairs to correct slope, scuppers and re-roof	As Directed	24,000

**Operational Impact:**

Probable slight increase to utility expenses for splash pad use.

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General Fund, Finance, Grants are all options

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Fund the Stormwater Division of Public Works*

**Date:** 01/12/16

**Dept:** Public Works/Stormwater

**Contact:** Ron Long

**Req'd by:** Ron Long

**Prepared by:** Deborah Ranney

## Project Summary:

Provide on-going, annual funding at a sufficient level to hire technicians, crew, support staff, software, office space and technical tools in order to: 1.) meet the obligations of the Town's Stormwater Permit (MS4) 2.) Develop, construct and manage a Town-wide drainage improvement & maintenance plan

## Location:

Public Works Department 395 S. Main Street

## Need / Justification:

Camp Verde is designated as the operator of our Municipal Separate Storm Sewer System (MS4's). The Town is required to comply with Federal regulations of the National Pollutant Discharge Elimination System (NPDES) as administered by the Arizona Department of Environmental Quality, the goal of the program is to reduce discharge of pollutants, protect water quality, and satisfy requirements of the Clean Water Act. In order to meet these requirements; *and* develop, construct and maintain drainage improvements, technical staff, general staff and equipment are needed

**Full-Cost:** \$112,000

## Segmented Timeline:

Activity	Timeline	Cost
Stormwater projects	Annually	\$85,000
Equipment for new technician		\$27,000

## Operational Impact:

Hire a technician to initiate the required work on Federal & State mandates: including Town Ordinances, MS4 Permit Requirements & Mapping. Est'd at \$58K for salary and \$27K for requ'd equipment.

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

A combination of all with the General Fund being the primary contributor

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Public Works Vehicles*

**Date:** 01/12/16

**Dept:** *Public Works/Maintenance*

**Contact:** *Mike Dumas*

**Req'd by:** *Ron Long – Mike Dumas*

**Prepared by:** *Deborah Ranney*

## Project Summary:

Purchase 2 trucks & 2 equipment pieces for use in Maintenance and Parks divisions.

## Location:

N/A

## Need / Justification:

Currently Maintenance requires replacement of two crew vehicles and equipment.

**Full-Cost:** \$85,000

## Segmented Timeline:

Activity	Timeline	Cost
¾ ton Chevy Pickup (replace 1999 Dodge ¾ ton)	2016/17 FY	\$23,000
¾ ton Chevy Pickup (replace 2002 Ford Ranger)	02017/18 FY	\$24,000
Material Handler for sports fields	2016/17 FY	\$19,000
Backhoe attachment for Kubota Tractor	2017/18	\$19,000

## Operational Impact:

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

A combination of all options may be considered

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Gazebo Renovations*

**Date:** 01/12/16

**Dept:** Public Works/Maintenance

**Contact:** Mike Dumas

**Req'd by:** Ron Long & Mike Dumas

**Prepared by:** Deborah Ranney

## Project Summary:

Re-construct the Gazebo by replacing all up-right posts to vertical. Construct 3' high 8" X8" X 16" block wall faced with river rock. Incorporate interior concrete benches

## Location:

Main Street Campus

## Need / Justification:

The vertical structural supports are leaning and the tension cables are loose causing structural issues, the trellis siding lacks strength and suffers frequent damage resulting in an un-kempt appearance. Adding the covered block skirting will coordinate with other improvements in the campus and require minimal upkeep.

## Full-Cost:

*Estimated: \$48,000*

## Segmented Timeline:

Activity	Timeline	Cost
Repair and Renovate Gazebo	As Directed	\$ 48,000

## Operational Impact:

Will be in year one; minor repairs and up-keep thereafter will be minimal for several years and can be included in the annual Maintenance budget

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Flags and Banners Holiday Decorations*

**Date:** 01/12/16

**Dept:** Public Works/Maintenance

**Contact:** Mike Dumas

**Req'd by:** Mike Dumas

**Prepared by:** Deborah Ranney

## Project Summary:

Establish what events the Town will be advertising to determine number and type of banners needed, replace flags and holiday decorations for Main Street. Additionally, 28 pedestrian lights installed on Finnie Flat Rd. will require investment for new flags, banners, holiday decorations

## Location:

Main Street and Finnie Flat Road

## Need / Justification:

Main Street Flags, banners and holiday decorations are showing wear from use and exposure; additional pedestrian lighting on Finnie Flat will require new banners, flags and holiday decorations

**Full-Cost:** \$48,000

## Segmented Timeline:

Activity	Timeline	Cost
Flags & Banners	2016/17 FY	Est. \$28,000
New Holiday Decorations for Finnie Flat Lighting	2016/17	\$20,000

## Operational Impact:

Flags & Banners require replacement apx. every five years, Holiday decorations may have useful life up to 10 years. When considering support for events/activities funding for banner advertising, staff time for putting up/taking down and storage should be included in the cost of the event.

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Public Works Yard Utilities*

**Date:** 01/12/16

**Dept:** *Public Works/Streets & Maintenance*

**Contact:** *Ron Long or Stacy Perry*

**Req'd by:** *Ron Long – Stacy Perry*

**Prepared by:** *Deborah Ranney*

## Project Summary:

Install new sewer line to the Public Works buildings and the Animal Shelter. Provide data line to serve the Streets buildings.

## Location:

Town of Camp Verde Public Works Yard

## Need / Justification:

Provide a sanitary sewer connection to Town facilities and abandon the old septic tank and leach field. Provide adequate phone and data service to Public Works. The Street yard facility does not have a land line, and the internet connection is not reliable making communication and business organization difficult.

**Full-Cost:**

## Segmented Timeline:

Activity	Timeline	Cost
Install sewer & data lines		\$45,000

## Operational Impact:

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

HURF/Street Budget

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: *Repairs to Historical Society Building*

Date: 01/12/16

Dept: *Public Works/Maintenance*

Contact: *Ron Long*

Req'd by: *Ron Long*

Prepared by: *Deborah Ranney*

### Project Summary:

Repair and/or replacement of masonry and motor between the limestone blocks of the Historical Society Building, make repairs or replace windows as needed

### Location:

Town Campus 435 S. Main Street

### Need / Justification:

Originally constructed in 1914-1915, this building has historical significance to the Town. The original motor is cracked and in some places missing, a few of the white blocks need to be replaced. Without utilizing materials and techniques that were historically accurate, some crude patches have been made over the years that need to be corrected.

Full-Cost: \$35,000

### Segmented Timeline:

Activity	Timeline	Cost
Advertise for contractors with historical restoration credentials, obtain competitive bids for repairs to masonry, motor and possibly windows, award contract, manage project	6 -9 months	\$35,000

### Operational Impact:

This restoration would be a one-time cost.

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund, possible Grants

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** UPGRADE IRRIGATION PUMPS

**Date:** 01/12/16

**Dept:** Public Works/Maintenance

**Contact:** Ron Long & Mike Dumas

**Req'd by:** Ron Long & Mike Dumas

**Prepared by:** Deborah Ranney

## Project Summary:

Update the irrigation pumps for the downtown multipurpose field and Town Grounds

## Location:

Town Campus

## Need / Justification:

The irrigation pumps for the Town Multipurpose Field and Town Grounds are reaching the end of their useful service lives. Replacement of newer, more energy efficient pump systems are needed

**Full-Cost:** \$15,000

## Segmented Timeline:

Activity	Timeline	Cost
Replace the irrigation pumps at the Multipurpose Field		\$7,000
Replace Town Grounds Pumps		\$8,000

## Operational Impact:

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Skate Park Lighting*

**Date:** 01/12/16

**Dept:** *Public Works/Maintenance*

**Contact:** *Mike Dumas*

**Req'd by:** *Ron Long, Mike Dumas*

**Prepared by:** *Deborah Ranney*

## Project Summary:

Retro-fit Skate Park lamps with LED lighting

## Location:

418 Apache Trail

## Need / Justification:

Replacing these lights with more efficient LED's will reduce utility costs by approximately \$850/year (about half of the current expense)

**Full-Cost:** \$8,000

## Segmented Timeline:

Activity	Timeline	Cost
Retrofit lighting with energy efficient LED's		\$8,000

## Operational Impact:

It is estimated that annual operation costs for the lighting could be reduced by 50%

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Homestead Parkway Extension*

**Date:** 1-6-2015

**Dept:** Econ Dev

**Contact:** Steve Ayers

**Req'd by:** Steve Ayers

**Prepared by:** Steve Ayers

## Project Summary:

Construction of an all-weather, AB surfaced road.

## Location:

From the current terminus of Homestead Parkway to the Verde Ditch

## Need / Justification:

Approved by council in June 2015 as part of agreement

**Full-Cost:**

## Segmented Timeline:

Activity	Timeline	Cost
Full Construction		\$151,000

## Operational Impact:

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

Applied for \$50,000 Heritage Grant

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Retail Recruitment*

**Date:** 1/6/2016

**Dept:** Econ Dev

**Contact:** Steve Ayers

**Req'd by:** Steve Ayers

**Prepared by:** Steve Ayers

## Project Summary:

This is a three year contract to perform analytics that will identify suitable and realistic retailers to locate in Camp Verde and to act as our agent in the early discussions

## Location:

Throughout the community, but primarily SR260 East and West and Finnie Flat Road

## Need / Justification:

We need to take a proactive approach to recruiting retailers

**Full-Cost:** \$150,000

## Segmented Timeline:

Activity	Timeline	Cost
Year one	FY2017*	\$50,000
Year two	FY2018	\$50,000
Year three	FY2019	\$50,000
*there is a possibility this could begin in FY2016		

## Operational Impact:

Unknown

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

\$50K per year for three years from the General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: *Trail Design & Clearance*

Date: 1/6/2016

Dept: Econ Dev

Contact: Steve Ayers

Req'd by: Steve Ayers

Prepared by: Steve Ayers

### Project Summary:

Hire a USFS approved trail design company to lay out a network of connector trails and loop trails. Additional funding would pay for environmental clearance along the proposed trail routes.

### Location:

In the White Hills north of the community park and in the area of Jackson Flat

### Need / Justification:

We have no trails that connect the Town of Camp Verde and the Coconino National Forest. The USFS has limited man power and funding to build new trails. A community trail network is called for in the Town's General Plan.

Full-Cost:

### Segmented Timeline:

Activity	Timeline	Cost
Trail Design		\$15,000
Environmental Clearance		\$20,000

### Operational Impact:

None. Once developed, the trails will be maintained by USFS and volunteers

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General fund though matching grants are available.

# Town of Camp Verde Capital Improvement Plan Project Request

**Project Title:** *Wayfaring Signage Program*

**Date:** 1/6/2015

**Dept:** Econ Dev

**Contact:** Steve Ayers

**Req'd by:** Steve Ayers

**Prepared by:** Steve Ayers

## Project Summary:

Way Finding Signage

## Location:

Various. Phase One would place signs on the SR260 East corridor

## Need / Justification:

Widely supported by the business community and called out in Focused Future II, General Plan

**Full-Cost:** \$20,000

## Segmented Timeline:

Activity	Timeline	Cost
Planning and design of Wayfaring signs. ADOT program		\$20,000

## Operational Impact:

Signs will be in ADOT's right of way and maintained by ADOT

## Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: Property and Evidence Expansion Opt 1

Date: 01/22/16  
Contact: N. Gardner

Dept: Camp Verde Marshal's Office  
Req'd by: N. Gardner

Prepared by: N. Gardner

### Project Summary:

4 year phase project to move Property and Evidence room to the Teen Center.

### Location:

Marshal's Office.

### Need / Justification:

The property and evidence room will be full to capacity within 1 ½ years.

Full-Cost: \$213,000.00

### Segmented Timeline:

Activity	Timeline	Cost
1 <sup>st</sup> phase	2016/2017	\$60,000.
2 <sup>nd</sup> phase	2017/2018	\$36,000.
3 <sup>rd</sup> phase	2018/2019	\$55,000.
4 <sup>th</sup> phase	2019/2020	\$62,000.

### Operational Impact:

The 1<sup>st</sup> phase will consist of some contracted work and some assistance from the Street department to grade lot laying ground asphalt for the parking lot.

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: Property and Evidence Expansion Opt 2

Date: 01/27/16  
Contact: N. Gardner

Dept: Camp Verde Marshal's Office  
Req'd by: N. Gardner

Prepared by: N. Gardner

### Project Summary:

Expand the Property and Evidence Room by utilizing the current DUI processing area and adding rolling shelving to the property and evidence room (this would provide approximately 5 years of storage use).

### Location:

Marshal's Office

### Need / Justification:

The property and evidence room will be full to capacity within 1 ½ years – we are at an emergency state where we will have no room for evidence.

Full-Cost: \$35,000

### Segmented Timeline:

Activity	Timeline	Cost
Add rolling shelves	2016/2017	\$30,000
Conticon storage	2016	\$5,000

### Operational Impact:

Est'd Staff overtime costs of \$1,500 in operating budget.  
Interior Solutions will install the rolling shelving. The current property and evidence would be stored in a temporary contico storage. Debbie Hughes and volunteer staff will move the evidence and reorganize the room once the shelves are installed.

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: Mobile Data Computer Replacement

Date: 01/22/16  
Contact: N. Gardner

Dept: Camp Verde Marshal's Office  
Req'd by: N. Gardner

Prepared by: N. Gardner

### Project Summary:

Purchase 17 Mobile Data computers to replace current aging systems.

### Location:

Marshal's Office patrol cars

### Need / Justification:

The current computers in the patrol vehicles were purchased used from Cottonwood PD almost 4 years ago and need to be replaced as they are outdated and wearing out. CVMO will need 16 replacement computers and 1 spare. To ensure the deputies have the proper tools to do their job, equipment must be updated and replaced.

Full-Cost: \$75,000.

### Segmented Timeline:

Activity	Timeline	Cost
July 2016 order computers	60-90 days	\$65,000.
IT installation	Upon arrival of computers	\$10,000.

### Operational Impact:

There will be a minimal impact on operations, since one computer will be imaged and the new one issued to the deputy.

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: K-9 Vehicle

Date: 01/27/16

Contact: N. Gardner

Dept: Camp Verde Marshal's Office

Req'd by: N. Gardner

Prepared by: N. Gardner

### Project Summary:

Purchase new K-9 vehicle.

### Location:

Camp Verde Marshal's Office

### Need / Justification:

The K-9 vehicle is 5 years old and in need of being replaced. The K-9 vehicle is a vehicle that runs more than the typical patrol vehicle due to the canine being kept in the vehicle. This causes extra wear and tear on the vehicle.

Full-Cost: \$54,500

### Segmented Timeline:

Activity	Timeline	Cost
K-9 Vehicle	N/A	\$54,500

### Operational Impact:

No impact

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

\$20,000 from Impact Fees, remainder from General Fund budget

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: Replace CVMO Surveillance / Security System

Date: 01/22/16

Contact: N. Gardner

Dept: Camp Verde Marshal's Office

Req'd by: N. Gardner

Prepared by: N. Gardner

### Project Summary:

The current surveillance and security equipment for the prisoner holding cells, interview rooms, front lobby etc. are no longer warrantied and cannot be serviced or repaired due to the age of the equipment. No security company will work on the system and due to the system being outdated replacement pieces are not available.

### Location:

Marshal's Office

### Need / Justification:

Recording of the vital areas of the Marshal's Office are not only a liability issue but a potential court issue by a defense attorney.

Full-Cost: \$50,000

### Segmented Timeline:

Activity	Timeline	Cost
Security company will install the equipment	30 – 60 days	\$50,000

### Operational Impact:

There will be a minimal impact on operations, since one system will be installed to replace the old system

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund

**Town of Camp Verde Capital Improvement Plan**

**Public Works/Engineering Project Request**

**Name of Project:**

Acquisition of Camp Verde Water System: Privately Owned

**Project Description:**

Purchase the Camp Verde Water System (CVWS) and its assets from its current owners, retain current CVWS employees, and operate the Water System as a Town Utility.

**Why the Project is needed:**

A municipality the size of Camp Verde, that is certain to grow in the future, should own and operate the utilities within their corporate boundary. As a Town we have better opportunities for grants and a much greater capacity for loans/debt for the funding necessary to maintain the existing system and to expand the water system services to more residents. Water is a valuable asset to any community and the ability to provide quality water at a reasonable rate to as many of our resident as possible would be our goal.

**Staffing Required to Complete Project (FTEs and positions):**

1-FTE Deputy Public Works Director to manage the Utility Division Operations. (the Deputy Director position would assist the Director with the management of all of the public works divisions; streets, maintenance, stormwater, fleet, & utilities) It is assumed that the CVWS employees will be retained. 1-FTE Water System supervisor, 2-FTE Utility Maintenance Workers, 1-FTE Accounts Manager, & 1-FTE Admin. Assistant.

**Location of Project (if not already mentioned):**

Town of Camp Verde

**Project Timeline:**

Fiscal Year	Activity	Cost
2016/17	Acquire Camp Verde Water System	\$6,500,000*
	*most recent valuation	

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General Fund, WIFA Grants, Finance and Utility Billings

**Town of Camp Verde Capital Improvement Plan**  
**Public Works/STORM WATER-Project Request**

**Name of Project:**

Hollamon St., Main Street, & Town Complex Drainage

**Description:**

Install an underground system of Stormwater Piping and Collection Basins to collect the runoff resulting from storm events. The underground system would be along Hollamon Street, Main Street, and the Town Complex, and would be constructed in the existing Town Rights-of-Way. The project would be completed in two phases.

**Why the Project is needed:**

The current system is all above ground and consists of a few curbs and gutters along with small drainage swales (shallow channel). The lack of a complete system contributes to the flooding on Main Street and also impacts several of the business owners on Main Street. Installing an underground collection system with catch basins located along Hollamon Street, Main Street, and the Town's parking lots would eliminate a substantial amount of the stormwater flows we currently experience. Removal of the surface runoff would provide the added benefit of safer streets for the Town's residents and general public during and after a storm event.

**Staffing Required to Complete Project (FTEs and positions):**

Project Manager and Admin. to research options and manage bid process and project construction

**Location of Project (if not already mentioned):**

Streets Division of Public Works Department : Hollamon Street, Main Street, and Town Complex

**Project Timeline:**

Fiscal Year	Activity	Cost
2014/15	Hollamon St., Main Street, & Town Complex	\$ 225,750
2016/17	Hollamon St., Main Street, & Town Complex	\$1,675,250

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

HURF Funding/County Flood Mitigation Funding/ CIP and General Fund contribution will be required

**Town of Camp Verde Capital Improvement Plan**

**Public Works/ENGINEERING Project Request**

**Name of Project:**

Black Bridge Improvements

**Project Description:**

Protect the Bridge from scour by armoring the bridge supports, replace the bearing pads, replace the guardrail, and replace the deck seals.

**Why the Project is needed:**

Black Bridge was built in 1975 and is the only Town owned Bridge that crosses the Verde River. Over the years Black Bridge has served the community well enduring numerous flood events and the daily wear and tear. Black bridge is in surprisingly good shape for its age but needs some critical improvements to extend its service life.

**Staffing Required to Complete Project (FTEs and positions):**

PW Project Manager and Administrative staff time will be required to contract out this project.

**Location of Project (if not already mentioned):**

Black Bridge on Montezuma Castle Highway

**Project Timeline:**

Fiscal Year	Activity	Cost
2015-16	Design, acquire permits and environmental clearances	\$150,000
2016/17	Install Scour Prevention, replace bearing pads, guardrail, & Seals	\$892,000

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

Matching Grant and HURF

**Town of Camp Verde Capital Improvement Plan**

**Public Works/ENGINEERING Project Request**

**Name of Project:**

Geographic Information System (GIS) Mapping and Information Technology Services

**Project Description:**

Purchase Computer and Software to accurately map and build a data base of the Town's Infrastructure and assets.

**Why the Project is needed:**

The purpose of the County's GIS is to show property and parcel configurations, mapping, aerial imagery, and to provide property ownership data and physical attributes for all of the properties in Yavapai County. The Yavapai County GIS is helpful however; it is often not very accurate. Typically it does not show the correct alignment of the ROW and, because it is not its intended purpose, does not show utility locations. As Camp Verde moves into the future, adds services, population increases the accurate mapping of Town roads, properties, utility locations, and ROW will become a critical need for managing growth. It is only with accurate mapping of Town infrastructure, that includes all data and attributes that good planning and successful growth can occur.

**Staffing Required to Complete Project (FTEs and positions):**

1-FTE with IT and GIS experience and Training. The duties would include providing mapping and data bases for Streets, Stormwater, Water & Sewer Utilities, and Planning and Zoning along with IT services.

**Location of Project (if not already mentioned):**

Public Works Administration Office.

**Project Timeline:**

Fiscal Year	Activity	Cost
2014/15	Hire FTE and Purchase computer, Plotter, GIS Software and Office Furniture/Equipment	\$105,000(\$80,000 of total for Salary +Benefits)
2015/16	1 FTE Salary & Benefits	\$80,000
2016/17	1 FTE Salary & Benefits	\$80,000
2017/18	1 FTE Salary & Benefits	\$80,000
2018/19	1 FTE Salary & Benefits	\$80,000

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

The project would be funded by a combination of General Fund, Grant, and HURF monies.

**Town of Camp Verde Capital Improvement Plan**

**Public Works/STREETS-Project Request**

**Name of Project:**

SR260 & Industrial Drive/Goswick Way

**Project Description:**

ADOT to upgrade the existing intersection of State Route Hwy 260/Industrial Drive/Goswick Way: installation of a Two Lane Roundabout to facilitate safer and more efficient vehicular movements while providing greater access to the business community located within the area.

**Why the Project is needed:**

SR 260 south of I-17 Exit 287: the current bifurcated road system and left turn lanes installed by ADOT has proven to be problematic for the safe movement of vehicular and pedestrian traffic entering and exiting the businesses. With the current pattern of restricted vehicle movement crossing from east to west bound and vice-a-versa on State Hwy 260 as well as Industrial Dr. and Goswick Way, and the absence of pedestrian crossings forces the public on foot to compete with vehicles on the roadways. This also leads vehicles to improperly cross through the turn lanes due to their configuration and location; adding to the confusion and treacherous conditions for the public.

**Staffing Required to Complete Project (FTEs and positions):**

Project Manager and Admin. to research options and manage bid process

**Location of Project (if not already mentioned):**

Streets Division of Public Works Department : at SR 260 South of I-17

**Project Timeline:**

Fiscal Year	Activity	Cost
2014/15	Streets Construction – Roundabout Intersection (construction)	\$450,000 Matching Grant

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

HURF Funding/ADOT Funding/TE-21 Grants/HSPM Funding/PARA Grant/CIP possible General Fund contribution

**Town of Camp Verde Capital Improvement Plan**  
**Public Works/ENGINEERING Project Request**

**Name of Project:**

Public Transit System

**Project Description:**

Establish a public transit in Camp Verde by partnering with existing local, regional, and state transit systems: Cottonwood Area Transit System (CATS), Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA), and ADOT's Federal Transit Administration (FTA). The first step would be to conduct a public transit feasibility study to identify service goals, objectives, profiles and user of a potential bus system. The Town could then work towards setting up a IGA with CATS and NAIPTA to establish bus stop with in Camp Verde and working with ADOT FTA to purchase public busses for the new route.

**Why the Project is needed:**

There are numerous residents of Camp Verde that have been using the Transportation voucher program to receive subsidized cab rides with the Verde valley over the last 4-5 years to visit medical, government, and commercial establishments that they could not otherwise have been able to afford transportation to. In the Verde Valley CATS is the only existing public transit system in operation and has shown interest in partnering with the Town of Camp Verde to provide service between Camp Verde and Cottonwood. This service would provide transportation at a reasonable price.

**Staffing Required to Complete Project (FTEs and positions):**

Project Manager and Administrative Staffing will be required. An Additional FTE position of Public Works Analyst will be need for this project and the numerous CIP projects that need to be managed in the present and future.

**Location of Project (if not already mentioned):**

Town Wide, Bus Stop locations will be determined by the study

**Project Timeline:**

Fiscal Year	Activity	Cost
2013/14	Transit Feasibility Study	\$60,000 (Town Match \$15,000)
2014/15	Initial Funding of Operations, Administration, and the Purchase of New Buses	\$735,000 (Town Match \$146,500)

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

Matching ADOT FTA Grant, General Fund

**Town of Camp Verde Capital Improvement Plan**

**Public Works/STREETS-Project Request**

**Name of Project:**

Sidewalk, Curb, and Gutter Replacement and Development Program

**Project Description:**

To construct new or reconstruct the existing sidewalks, curbs, and gutters throughout the Town as needed.

**Why the Project is needed:**

In many sections of Town the current condition of the existing sidewalks, curbs, and gutters are deteriorating due to age, construction activities, vehicular traffic, and Stormwater erosion. Also, many locations throughout Town lack pedestrian connectivity; new connecting sidewalks are required to facilitate safe movement of foot traffic. Curbs and gutters are needed to direct, control, and manage the stormwater runoff that currently is causing damage to the towns roads.

**Staffing Required to Complete Project (FTEs and positions):**

Project Manager and Admin. to research options and manage bid process for materials/ One FTE to assist existing crew in the construction or reconstruction of the program and ongoing maintenance

**Location of Project (if not already mentioned):**

Streets Division of Public Works Department - throughout Town

**Project Timeline:**

Fiscal Year	Activity	Cost
2013/14	Sidewalks – Replacement and Development Program	\$ 20,900
2014/15	Sidewalks – Replacement and Development Program (+4.5%)	\$ 21,840
2015/16	Sidewalks – Replacement and Development Program (+4.5%)	\$ 22,822
2016/17	Sidewalks – Replacement and Development Program (+4.5%)	\$ 23,848
2017/18	Sidewalks – Replacement and Development Program (+4.5%)	\$ 24,921

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

HURF Funding/ CIP possible General Fund contribution

Town of Camp Verde Capital Improvement Plan

STORM WATER-Project Request

Name of Project:

Murdock Road Drainage Project

Project Description:

Construct 8,000 lineal foot of road side ditch along both sides of S. Murdock Road with culverts at each driveway and road connection to Murdock Rd.

Why the Project is needed:

Currently there are no drainage facilities on Murdock Rd., flooding occurs at each rain event.

Staffing Required to Complete Project (FTEs and positions):

Project Manager and Administrative staff to manage bid process and construction project

Location of Project (if not already mentioned):

S. Murdock Road

Project Timeline:

Fiscal Year	Activity	Cost
2014/15	Excavate 8,000 lineal foot of road side ditch, install culverts	\$ 85,000

Back Up Documents:

N/A

Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

General Fund, HURF, possible County Grant

**Town of Camp Verde Capital Improvement Plan**

**LIBRARY-Project Request**

**Name of Project:**

Security Gates and CircIT Self-Checkout with Radio Frequency Identification (RFID) Equipment

**Project Description:**

Install security gates with people counters and RFID self-checkout and check-in stations as we build the new library.

**Why the Project Is needed:**

This project, when used to its fullest potential, will allow us to offer self-checkout services to our patrons, provide better security for our materials and more efficient inventory control. Most importantly, CircTRAK it will reduce check-in errors that frustrate patrons when they are billed for material they have already returned. RFID technology will aide library staff in doing many tasks more accurately and efficiently, allowing them to focus on interacting with people instead of spending so much time processing material. The gates will provide security for library materials by sounding an alarm when items that have not been checked out are taken through. The people counter on the gates will give accurate figures for the traffic that comes in and out of the library. The CircIT self-checkout stations are simple enough for children and those who are not technology literate to operate and will allow patrons who want to, to help themselves instead of standing in line waiting to be helped. The CircIT software is intuitive and easy to learn reducing the time needed to train new volunteers to use the current library software. The RFID technology will permit patrons to stack all selected material on a pad and check it out at one time. RFID tags will enable librarians to perform inventory of library materials regularly so that an accurate list of items will show available to patrons using the online library catalog and an accurate count of items will be used in the YLN billing formula.

**Staffing Required to Complete Project (FTEs and positions):**

RFID tags will be applied to existing material under the direction of the Library Director by volunteers interested in special projects. New material will be tagged with RFID tags as they are processed into the system by library staff.

**Location of Project (if not already mentioned):**

The application of the RFID tags will take place at the current library in preparation for full utilization of the project in the new library as it is built between the current location and Rezzonico Park

**Project Timeline:**

Fiscal Year	Activity	Cost
2013/2014	Acquire the tags and a workstation to program them	
2013/2014	Purchase and install security gates during building construction	\$20,000
2014/2015	Purchase and install CircIT self-checkout and checkin stations	\$40,000
2014/2015	Purchase and install CircTRAK	\$20,000

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

This project would cost about \$80,000. The Yavapai County Free Library District will be providing the RFID tags to be placed on library items and will pay half the costs of the software and hardware purchase. The cost of wiring for and installing security gates will be part of the construction design of the new building.

**Town of Camp Verde Capital Improvement Plan**

**ADMINISTRATION -Project Request**

**Name of Project:**

Trailhead at the Community Park

**Project Description:**

To appropriate funding in the Capital Improvement Plan (CIP) to establish financial, operational and strategic focus for a Trailhead (Phase 1 of a proposed Equestrian Arena(s)/Facilities). This trailhead would serve equestrian riders of all ages. Currently, the Community Park Master Plan features a multi-use facility and includes an area for a trailhead/competition equestrian arena/horse trailer parking.

The Town previously placed an OHV and equestrian trailhead at the base of Copper Canyon via a partnership with USFS at a combined cost of \$206,698 (with \$31,176.18 public donations and \$178,486 USFS grant funding). Many of the assets placed at the Copper Canyon trailhead have not been included in the cost for the trailhead at the community park. Primarily, because assets like the restrooms, barbeques, and picnic tables should be available in other areas of the park.

The trailhead will require an individual to oversee the coordination. Additionally, the trailhead should be designed by someone who is familiar with the needs associated with equestrian sports and facilities including space requirements of the horses, their riders and horse trailers.

**Why the Project is needed:**

To establish Trailhead for Phase 1 of the Equestrian Arena(s)/Facilities

**Staffing Required to Complete Project (FTEs and positions):**

FTE 3/maintenance/park workers

**Location of Project (if not already mentioned):**

Community Park

**Project Timeline:**

Fiscal Year	Activity	Cost
2013/2014	Archaeology/Environmental Site Assessment/evaluate placement of trailhead/grade land, add Parking delineators, and Install Hitching Posts and fencing/equestrian Ingress/egress gates	\$50,000

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

Seek grant funding & partnerships, Review Finance options

**Town of Camp Verde Capital Improvement Plan**

**Public Works/STORM WATER-Project Request**

**Name of Project:**

Cliffs Parkway Drainage Basin Improvements

**Project Description:**

Redesign and reconstruct the existing basins: at (1) Cliffs Parkway and Hollamon Street  
(2) Cliffs Parkway and State Hwy 260  
Reconstruct the basins by additional depth, reshaping the sides and slope, re-contour the layout, and install a drainage weir (barrier/dyke) system in each.

**Why the Project is needed:**

The current configuration of both basins do not provide for water retention. As designed, they allow the water to pass-through, which contributes to the excessive runoff being handled by the drainage system downstream and adds to the possibility of flooding issues. The redesign and reconfiguration of the basins will provide for water retention and flow regulation, thus slowing the downstream flows and lessen the possibility of flooding to the downstream landowners.

**Staffing Required to Complete Project (FTEs and positions):**

Project Manager and Admin. to research options and manage bid process for materials and One additional FTE to assist existing crew in the reconstruction of basin

**Location of Project (if not already mentioned):**

Streets Division of Public Works Department

**Project Timeline:**

Fiscal Year	Activity	Cost
2013/14	Storm Water –Cliffs Parkway Basin Phase I	\$25,500
2014/15	Storm Water –Cliffs Parkway Basin Phase II	\$15,000

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

HURF Funding/ADOT particle funds, CIP, General Fund

**Town of Camp Verde Capital Improvement Plan**

**Clerk Office-Project Request**

**Name of Project:**

Council Chambers Sound System (if current Chamber is not relocated)

**Project Description:**

Upgrade sound system in the current Council Chambers to include 9 desktop gooseneck microphones and a digital sound mixer; replace 4 speakers; and install audio components in an equipment rack.

**Why the Project is needed:**

Both the Court and the Clerk's Office use the Liberty System to record meetings. The sound system in the current Council Chambers is old and no longer working properly. Microphone repairs are frequent and expensive. We receive numerous complaints from the public about the sound quality during meetings. Further, the sound quality of the web audio is inadequate. A new sound system will digitally integrate the sound for both the Chamber and live web streaming of meetings. The proposed system is provided by JCG Technologies, which is the company that provides the Liberty Recording System, related services, and technical support. The new sound system will be fully integrated with the Liberty Recording System.

**Staffing Required to Complete Project (FTEs and positions):**

JCG Technologies will provide equipment and installation. Staff must identify and clear a secure space for the equipment rack. Some IT assistance might be needed as well.

**Project Timeline:**

Fiscal Year	Activity	Cost
2013/14	Replace sound system in the current Council Chambers	\$15,000
2014/15		
2015/16		
2016/17		

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

General Fund

Town of Camp Verde Capital Improvement Plan

Public Works/STREETS-Project Request

Name of Project:

Lift Gate

Project Description:

Replace the tail gate of the one- ton dump truck with a flip-style lift gate.

Why the Project is needed:

The crew currently uses their own physical power to lift and load heavy or awkward objects into the back of any of the truck beds. Not only does this expose the crew to possible on- the- job injury, it is very inefficient. Replacing the tail gate on the Street Crew's one- ton truck with a flip-style lift gate, capable of lifting up to 1,600 lbs., will help to reduce injury and expand the use of the truck, by making it more efficient to lift and carry heavy objects to and from the job site.

Staffing Required to Complete Project (FTEs and positions):

Project Manager and Admin. to research options and manage bid process

Location of Project (if not already mentioned):

Streets Division of Public Works Department

Project Timeline:

Fiscal Year	Activity	Cost
2014/15	Fleet-up Date Lift Gate for one –ton dump Truck	\$10,500

Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

HURF Funding/CIP possible General Fund contribution

*hand out of  
meeting - 1-27-2016  
Troy O'dell*

## WASTEWATER DIVISION PROJECT SUMMARY – FY 2017

### WIFA IMPROVEMENT PROJECTS UPDATE:

- Influent Grinder and Rock Trap – Installed and in use
- 60' x 40' Shop Building – Complete and in use
- Headworks – Construction 90% complete.
- Tertiary Filtration – Design Plans 40% complete – pilot testing underway
- UV Disinfection Upgrade – Design Plans 30% complete – pilot testing soon
- Sludge Drying Beds – Topo Survey in process – Design Plans 20% complete

### NEW/CIP PROJECTS:

#### High Priority – Must Do Projects for FY 2017

1. Upsize Collection Line – To upsize by subsidy funding a developer funded and built sewer main from 8" diameter to 12" diameter from Horseshoe Bend Road to south of Dickinson Circle (4000 linear feet) to correlate with the 260 Sewer Expansion Master Plan. Must provide this year in order that the sewer line is built at the appropriate future sizing so that it will not need enlarged and replaced totally at Town expense at a later date. \$100,000 - Funding source to be Connection Fees from RV Park developer's property doing the aforementioned sewer line.
2. I-17 Crossing Lift Station – To Construct a Sewer Lift Station at or near the upstream side of the Interstate 17 Sewer Crossing. Need for lift station is to lift sewage from the sewer line constructed in #1 above up to the gravity line that currently flows under Interstate 17. One benefit of this station is that the existing sewer line was built too shallow to cross Grief-Hill Wash that is 200 feet north of its current end-of-line manhole and that a deeper line that can cross Grief-Hill Wash may be lifted up to flow the existing shallower sewer. The second benefit of this lift station is to pump station for a force main under Interstate 17 once the existing 15" sewer main is overwhelmed and must be replaced with pressure sewer. \$125,000 to \$160,000 - Funding source to be Connection Fees from RV Park developer's property doing the aforementioned sewer line.

### OTHER PROJECTS:

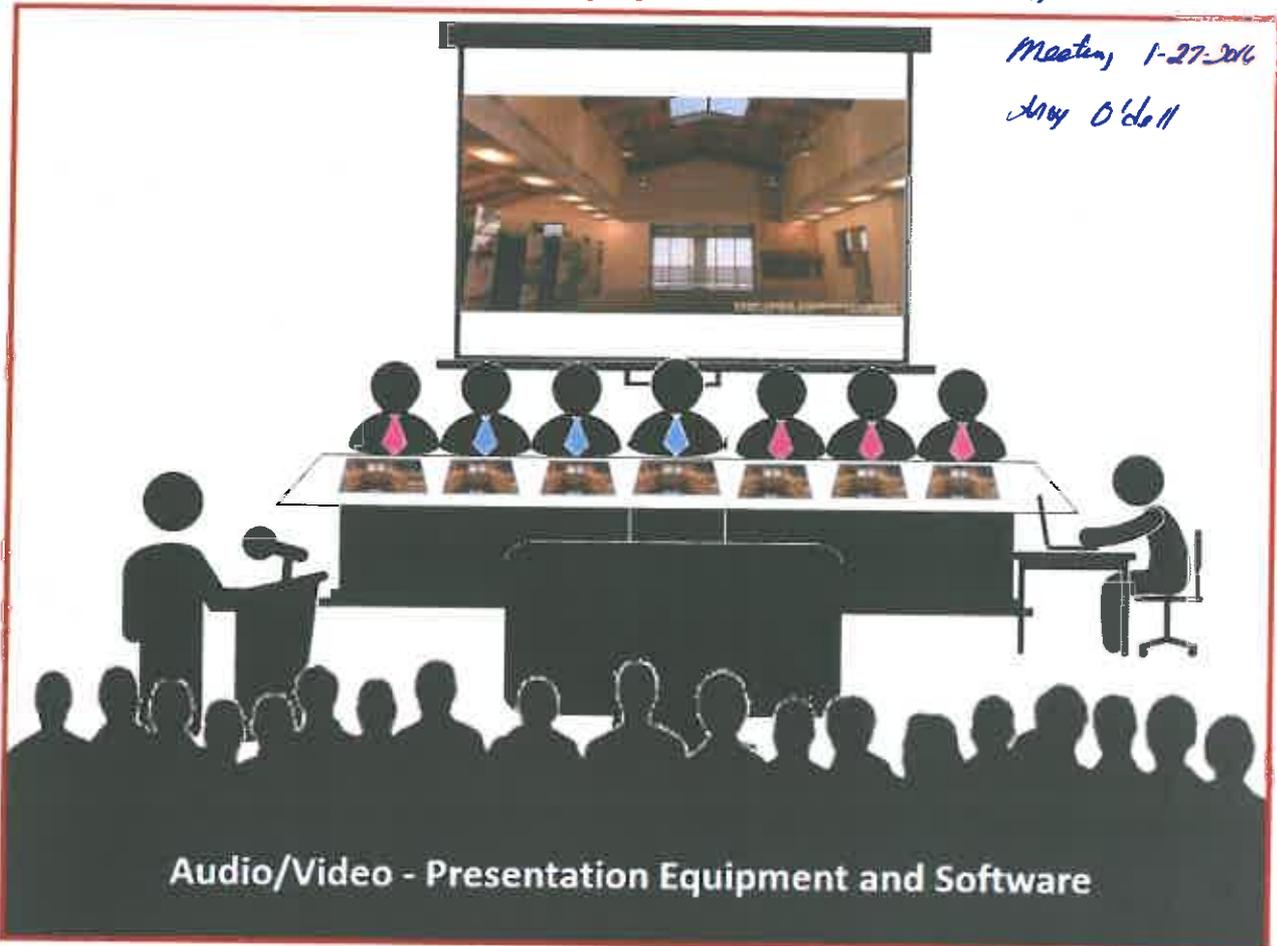
1. Horseshoe Bend Sewer Extension #1 – Extension of the sewer main lines from Riverview Drive at the upper RV Park sewer main to the Willows Manufactured Home Subdivision. \$127,000 - Funding Source is the connection fees for the Willows Subdivision.

2. Solar Power Alternative and WWTP Canopy – Construction of a photovoltaic-solar array and canopy over and next to the wastewater treatment plant to provide power replacement to APS. \$800,000 (approximated) - Funding source is loan/financing.
3. Chlorination/Pumping Station and Reclaim Water Line – Construction of a chlorination (residual) and pumping station and reclaim water line to bring irrigation water to the Community Park. \$140,000 - Funding source is General Fund Community Park.
4. Community Park Watering/Storage Pond – Construction of a 2 million gallon water (reclaim) storage pond to irrigate the Community Park and serve as a public park pond for fish and wildlife. \$240,000 (approximated) - Funding source is General Fund Community Park.

# LIBRARY CIP PROJECT REQUESTS 2016

## Audio/Visual Equipment & Software *handout at*

*Meeting 1-27-2016  
Amy O'Dell*



## Self-Checkout, Public & Staff Computers

Public Internet PCs (est. \$1,100) X 20

	1st floor	2nd floor	Have	Need
Library Network				
Online catalog (OPAC)	5	3	8	0
Public internet PCs	20	4	4	20
Quiet Rooms	4	4	8	0
Service Points: Self-Checkout	8	2	2	8
Town Network				
Staff PCs	8	2	6	4
	TOTAL			32

Public Service Points/Self-Checkout (est. \$4,000) X 8;  
Staff PCs (est. \$1,100) x 4

# LIBRARY CIP PROJECT REQUESTS 2016

## Service Desks, Kitchens & Furnishings



## New Mobile Website for Town of Camp Verde

### 5 mos. metrics on old library website



### 5 mos. metrics on NEW library website



130 Black Bridge Road | Camp Verde AZ 86322 | 928 554-8380



Town of Camp Verde Capital Improvement Plan  
Project Request

hand out m/o  
1-27-2016  
Marshall Gardner

**Project Title: Property and Evidence Expansion**

Date: 01/22/16

Dept: Camp Verde Marshal's Office

Contact: N. Gardner

Req'd by: M. Showers

Prepared by: N. Gardner

**Project Summary: Property and Evidence Room move to Teen Center (Option 2)**

4 year phase project to move Property and Evidence room to the Teen Center

**Location:**

Marshal's Office

**Need / Justification:**

The property and evidence room will be full to capacity within 1- 1 ½ years –

Full-Cost: \$213,000.00

**Segmented Timeline:**

Activity	Timeline	Cost
1 <sup>st</sup> phase	2016/2017	\$60,000.
2 <sup>nd</sup> phase	2017/2018	\$36,000.
3 <sup>rd</sup> phase	2018/2019	\$55,000.
4 <sup>th</sup> phase	2019/2020	\$62,000.

**Operational Impact:**

The 1<sup>st</sup> phase will consist of some contracted work and some assistance from the Street department to grade lot laying ground asphalt for the parking lot.

**Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):**

# Town of Camp Verde Capital Improvement Plan Project Request

# 1

## Project Title: Property and Evidence Expansion

Date: 01/27/16

Dept: Camp Verde Marshal's Office

Contact: N. Gardner

Req'd by: M. Showers

Prepared by: N. Gardner

## Project Summary: Property and Evidence Room move to Teen Center (Option 1)

Expand the Property and Evidence Room by utilizing the current DUI processing area and adding rolling shelving to the property and evidence room (this would provide approximately 5 years of storage use)

### Location:

Marshal's Office –property and evidence

### Need / Justification:

The property and evidence room will be full to capacity within 1 - 1½ years – we are at an emergency state where we will have no room for evidence.

Full-Cost:

**\$36,500.00**

### Segmented Timeline:

Activity	Timeline	Cost
Add rolling shelves	2016/2017	\$30,000
Conticon storage	2016	\$5,000
Overtime	2016/2017	\$1,500

### Operational Impact:

Interior Solutions will install the rolling shelving. The current property and evidence would be stored in a temporary contico storage. Debbie Hughes and volunteer staff will move the evidence and reorganize the room once the shelves are installed

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

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# EVIDENCE FOR JUSTICE

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by Interior Solutions



# Table of Contents

- Current Situation
- Solutions
- AZ State Contract
- Company Information
- Estimates

interior SOLUTIONS



# Current Situation

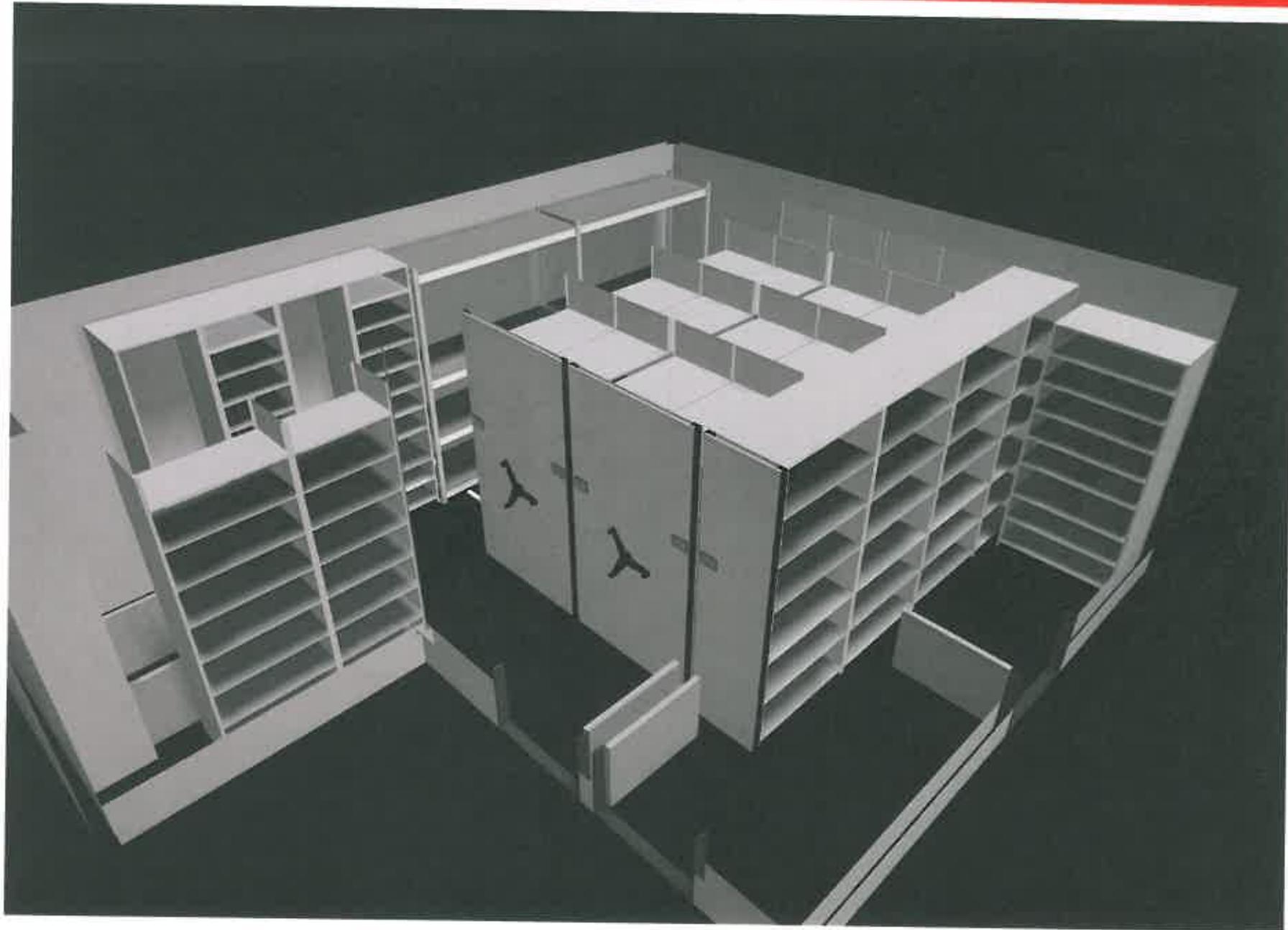
- Out of Usable Space
- Inefficient Shelves
- 420 SF of Shelving
- Delay of getting things to detectives
- **\$'s in labor for handling things multiple times**



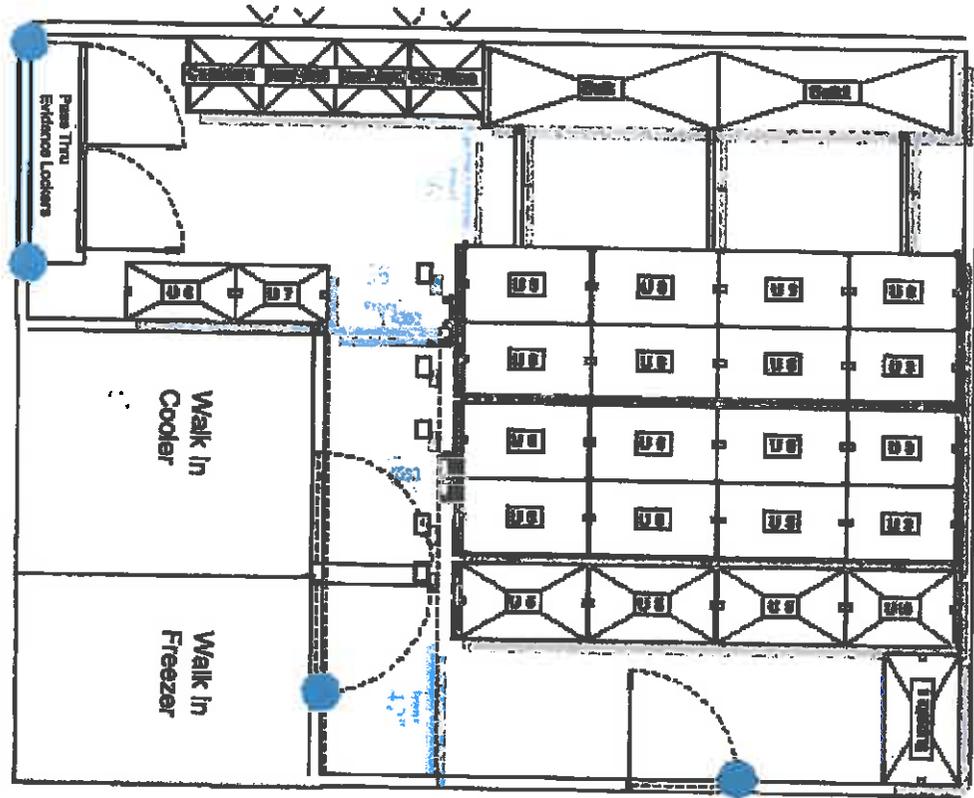
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# Solution: High Density

- Maximize Usable Space
- Efficient Layout of Room
- 947SF of Usable Shelving (plus top Shelf)
  - **2.25 TIMES MORE USABLE STORAGE**
- Keeps Aisles Clean
- Adjustable Shelving
- **Long-Term Solution**
- **\$29/SF**



High Density  
947 sf of Usable Shelving  
2.25 Times More Storage





# Arizona State Contract

- High Density Total: \$28,000

# Town of Camp Verde Capital Improvement Plan Project Request

#2

## Project Title: Mobile Data Computer Replacement

Date: 01/22/16

Dept: Camp Verde Marshal's Office

Contact: N. Gardner

Req'd by: M. Showers

Prepared by: N. Gardner

## Project Summary: 17 Mobile Data Computer Replacements

The current computers in the patrol vehicles were purchased used from Cottonwood PD almost 4 years ago and need to be replaced as they are outdated and wearing out. CVMO will need 16 replacement computers and 1 spare.

### Location:

Marshal's Office

### Need / Justification:

To ensure the deputies have the proper tools to do their job, equipment must be updated and replaced.

Full-Cost: \$75,000. (approximate)

### Segmented Timeline:

Activity	Timeline	Cost
July 2016 order computers	60-90 days	\$65,000.
IT installation	Upon arrival of computers	\$10,000.

### Operational Impact:

There will be a minimal impact on operations, since one computer will be imaged and the new one issued to the deputy.

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):



## Panasonic FZ-G1 Fully Rugged Tablet



- **Lightweight & ultra-thin**
- **10.1" daylight-readable display**
- **All weather IP65 rated design**
- **Drop resistant to 120cm**
- **Wi-Fi, Bluetooth, optional 3G**
- **GPS, external antenna, rear camera**
- **Up to 8.5 hours continuous use**

### **Lightweight, fully rugged Windows 8 tablet with 10.1" next generation outdoor full-HD display**

Designed for highly mobile field workers, Panasonic's FZ-G1 Toughpad is an ultra-thin and lightweight fully-rugged 10.1" tablet running Windows 8 Pro. Powered by a third generation Intel® Core™ i5 vPro Processor with an all-weather IP65 dust and water-resistant design, the FZ-G1 tablet leads the way in rugged mobile computing. Add to that an HD daylight-readable 10-point multi-touch + digitiser screen, and it becomes an essential tool for mobile field workers.

### **Mobile Business Excellence**

The Toughpad FZ-G1 shares its DNA with the Toughbook family of products from Panasonic, combining ergonomic and durable design that has made Toughbook the best choice for field workers. Panasonic has created the fully rugged, highly mobile and lightweight Toughpad FZ-G1 Windows 8 tablet to answer the needs of organisations that require Windows 8 functionality in a dependable tablet for their outdoor field working challenges. Never before has so much capability, flexibility and performance been packed into such a small form factor with premium outdoor viewing quality and lightweight, mobile tablet design.



# Town of Camp Verde Capital Improvement Plan Project Request

#3

## Project Title: Replace Surveillance / Security System for the Marshal's Office

Date: 01/27/16

Dept: Camp Verde Marshal's Office

Contact: N. Gardner

Req'd by: M. Showers

Prepared by: N. Gardner

## Project Summary: Replace Camp Verde Marshal's Office surveillance / security equipment

The current surveillance and security equipment for the prisoner holding cells, interview rooms, front lobby etc. are no longer warranted and cannot be serviced or repaired due to the age of the equipment. No security company will work on the system and due to the system being outdated replacement pieces are not available,

### Location:

Marshal's Office

### Need / Justification:

Recording of the vital areas of the Marshal's Office are not only a liability issue but a potential court issue by a defense attorney.

Full-Cost: **\$50,000. (Approx)**

### Segmented Timeline:

Activity	Timeline	Cost
Security company will install the equipment	30 – 60 days	Approx. \$50,000

### Operational Impact:

There will be a minimal impact on operations, since one system will be installed to replace the old system

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

# Town of Camp Verde Capital Improvement Plan Project Request

## Project Title: K-9 Vehicle

Date: 01/27/16

Dept: Camp Verde Marshal's Office

Contact: N. Gardner

Req'd by: M. Showers

Prepared by: N. Gardner

**Project Summary: Replace the current K-9 Vehicle - *this will be a budget item not a CIP item***

The K-9 vehicle is 5 years old and in need of being replaced. This will be an budgetary expense for 2016/2017

### Location:

Camp Verde Marshal's Office

### Need / Justification:

The K-9 vehicle is a vehicle that runs more than the typical patrol vehicle due to the canine being kept in the vehicle. This causes extra wear and tear on the vehicle.

### Full-Cost:

\$54,500. (approximate)  
\$20,000 of impact fees  
\$32,000 budget item

### Segmented Timeline:

Activity	Timeline	Cost
Order vehicle	3- months	\$35,000
Install police equipment (radio, lights etc)	1 month	\$12,000
Hot and Pop release (possible grant)	2 weeks	\$5,000
Tahnoe cover and shelves	2 weeks	\$2,500

### Operational Impact:

No impact

### Funding Options (Finance, Lease-Purchase, Matching Grant, Reserve Fund, HURF monies, etc.):

*hand out Ec. Dev.  
1-27-2016  
Steve Ayers*

## **White Hills Trail Development Program**

The Economic Development Department, Parks and Recreation and the Community Development Department are making this request to the council for a variety of reasons. EDD wants the plan so it can begin working with the Coconino National Forest to develop a series of trails in the White Hills area that will allow residents and visitors alike to experience the beauty of the community and enjoy a healthy hiking, biking and equestrian experience. The Parks and Recreation Department wants it so they can begin developing a trail network that will connect the 118-acre community park, along with the 160-acre water treatment facility land with the surrounding White Hills. The Community Development Department supports the plan as it will help develop an accurate map of existing social trails in the White Hills, a need identified during the current General Plan planning process.

As suggested in the attached letter from Jennifer Burns, recreation staff officer for the Red Rock Ranger District, this is a two part process. Part one is the development of a trail plan. In order for the USFS to consider a trail pathway it must meet USFS criteria. For Part 1 we would contract with a trail designer to do mapping, recon and develop the plan so it is ready for submittal to USFS. Part 2 is National Environmental Protection Act compliance. Compliance is achieved one of two ways, 1) through a Categorical Exclusion or 2) an Environmental Assessment. And EA is more expensive than a categorical exclusion, which is one of the reasons you work with a professional trail designer so you can hopefully avoid the necessity for an environmental assessment.

Please note that staff is working on an RTP grant proposal that could defray much of the cost associated with Phase 1.

### **Preliminary cost estimates**

<b>Phase 1 Mapping, recon and plan preparation</b>	<b>\$9,500</b>
<b>Phase 2 NEPA compliance</b>	<b>\$15,000 to \$30,000</b>



**Town of Camp Verde**  
**Community Development Department – Planning Division**  
◆ 473 S. Main Street, Suite 108 & 109 ◆ Camp Verde, Arizona 86322 ◆  
◆ Telephone: 928.554.0050 ◆ Fax: 928.567.7401 ◆  
◆ [www.campverde.az.gov](http://www.campverde.az.gov) ◆

January 27, 2016

Mayor and Common Council  
Town of Camp Verde  
473 S Main St. Ste. 102  
Camp Verde, AZ 86322

RE: Camp Verde White Hills Trails Plan Proposal

Mayor and Common Council,

I am writing you this letter on behalf of the Planning Division of the Town of Camp Verde Community Development Department, to voice our support of the development of a ground-truth, base map that can be utilized to develop a much needed, accurate accounting of the trails network in and around the Town of Camp Verde.

For the past two and a half years the Community Development Department, in conjunction with the Planning and Zoning Commission, has been diligently and tirelessly working to generate an updated General Plan that accurately reflects the views and opinions of our citizens. While many elements of the General Plan were updated with ease, the Circulation, Trails, and Transportation element, specifically the Trails Map, proved to be anything but.

To make a long story short, even with the dedicated efforts of a few volunteers/former trails committee members, we ultimately were not able to accurately regenerate an updated version of the Trails Map for the Draft 2016 General Plan due to time, resources, and money. As a result, we have had to make do with the previously adopted 2005 Trails Map that is known to contain inaccurate and incomplete information. A decision which was disappointing to all involved, myself included, but a necessity in order to keep the draft plan on schedule for the August 2016 election.

As we move forward, and look towards the future, it is our intention to continue working towards a more accurate Trails Map for incorporation into the General Plan at a later date in time. We are in support of this proposal because we recognize that the data this opportunity can provide would be extremely beneficial in helping us to achieve our goal of an accurate and complete Trails Map to utilize in future planning projects for the Town.

We would be more than happy to answer any additional questions the Council may have for our department directly.

Sincerely,

Kendall Welch  
Assistant Planner/Addressing Official  
(928) 554-0053  
[kendall.welch@campverde.az.gov](mailto:kendall.welch@campverde.az.gov)



Handicap Relay: 711 or Voice: 1-800-842-4681 TTD: 1-800-367-8939



## Steve Ayers

---

**From:** Michael Marshall  
**Sent:** Wednesday, January 27, 2016 8:10 AM  
**To:** Steve Ayers  
**Cc:** Ron Long  
**Subject:** Trails plan funding request

I have looked over the proposal from Fred Phillips Consulting after our meeting and discussion the other day. Parks & Recreation supports your efforts to develop trails in these areas for use by our residents and visitors. These proposed trails would mesh well with trails planned for our park property off Rte. 260 and the Sewer Treatment plant. As you know, I will be applying for RTP grant money soon for these trails.

Michael Marshall  
Parks & Recreation Coordinator  
Camp Verde Parks & Recreation  
395 S. Main St.  
Camp Verde, AZ 86322

Phone: (928)554-0828  
Fax: (928)567-1540

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Please consider our environment before printing this email. 

## Steve Ayers

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**From:** Burns, Jennifer M -FS <jmburns@fs.fed.us>  
**Sent:** Friday, December 18, 2015 3:49 PM  
**To:** FS-pdl r3 coconino red rock staff  
**Cc:** Steve Ayers  
**Subject:** Jackson Flat area trails planning

Hi all,

I had a conversation with Steve Ayers this week. Here is what we talked about: Steve was asking the status of our work on this trail proposal. The status is that we finished the following:

conducted public scoping and recieved a positive response.  
conducted trail reconnaissance with partners including BCTC and city of camp verde staff  
spoke to District resource staff about resource concerns and how to address them

What we heard is that there are biological concerns and the need for some surveys; there are arch concerns and the need for surveys; and there is a need to better define the clientele and opportunities that this trail(s) is for. The field trip revealed many opportunities and options for the area including a short loop trail from the paved road (near the High School); a longer connector to Montezuma Castle via the NF land; a longer connector potential via the White Hills and to the east to the city land near Mckracken Lane (where a new city park will be built).

In my conversation with Steve he mentioned the desire for trails on NF land (and possibly state land) coming out of McKracken Park as an interest of the city as well as the Jackson Flat area.

Based on what Steve said I recommended to Steve that they employ a trail planner to narrow down the trail "corridors" that are desirable and to figure out the priorities for the City to put their efforts towards. In addition reminded him that Janie had mentioned some consultant that the city could hire to do bio surveys (in the correct season) along the riparian corridor and that having those surveys done would really help the NEPA process once it gets going. In addition, the city could fund the arch survey process.

Regarding arch surveys Steve mentioned that he is interested in finding out if FS/SHPO will allow the VV Archaeological Center experts (archaeologists) to do surveys on Federal land for this trail project (and others).

I also told Steve that the FS, in this fiscal year, has no staff or financial capacity identified to do trail planning for the Jackson Flat area. And that if he can get some of the aforementioned things completed through non FS avenues, it would move the project that much ahead. I told him that I shared the scoping feedback concluding that a modest trailhead off of the Cliff Castle Road seems desirable from a community recreation and locational standpoint: with short and long trail opportunities emanating from it, educational kiosk, and vista point.

Jennifer



**Jennifer Burns**  
**Recreation Staff Officer**  
**Forest Service**  
**Red Rock Ranger District,**  
**Coconino National Forest**

**p: 928-203-7529**

**c: 928-551-2559**

**[jmburns@fs.fed.us](mailto:jmburns@fs.fed.us)**

8375 State Route 179

Sedona, AZ 86341

[www.fs.fed.us](http://www.fs.fed.us)



**Caring for the land and serving  
people**

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Please consider our environment before printing this email. 

## **Camp Verde White Hills Trail Plan**

**Prepared for:** Steve Ayers  
Economic Development Director  
Town of Camp Verde

**Prepared by:** Fred Phillips Consulting, LLC  
401 South Leroux St.  
Flagstaff, AZ 86001  
Ph: (928) 773-1530

### **SCOPE OF WORK**

#### **TRAIL MAPPING AND CONCEPTUAL PLAN DEVELOPMENT**

##### **Task 1. Preliminary Planning**

This task involves gathering all background information and data on the existing trails and archeological sites, including GPS information from Beaver Creek Trail Coalition and Verde Valley Archeology Center. Data from Verde Valley Archeology Center, Beaver Creek Trail Coalition, and remote sensing of existing social trails on Google Earth will be used to develop a base map that will be used to ground-truth in the field. Creation of this basemap will focus on existing features directly impacting the route planning of the desired trail.

##### **Task 2. Trail Mapping and Site Recon**

Two people from FPC will meet with personnel from the City of Camp Verde to map the best alignment for non-motorized trails on the White Hills and the Jackson Flat Trail based on the existing social trails and archeological sites at the site. Proposed trails for the plan will be mapped (up to 15 miles) and will not include all existing social trails or roads. Trail mapping and ground-truthing using a GPS unit will be conducted over four days. Photographs and GPS points will be taken of key trail features, trail alignment, and existing conditions of the site. Trail features and trail descriptions will be recorded to provide detailed information to the USFS. Trail route mapping in the field will focus on the primary trail connecting the 118 acre park in Camp Verde to the Jackson Flat Trail, though the White Hills, and will include investigating shorter loop routes around the Camp Verde water treatment plant. The extension of the Jackson Flat Trail south to the existing riverfront park near the Camp Verde Library will also be mapped in the field.

##### **Task 3. Proposed Trail Plan Development**

A Proposed Trail Plan will be developed based on the information collected during the trail mapping and site recon field trip. The proposed plan will follow the format and content as the plan submitted for the West Sedona Trails Proposed Plan from the Red Rock Ranger District. A

PDF version of the plan, and “.kmz” Google Earth file will be provided. The plan will include the following information:

- Map of existing non-official trails (this map will be developed from existing data from Beaver Creek Trail Coalition and relevant trail scars identified on Google Earth)
- Description of the project boundary and scope
- Overall description of the proposed trail system, with a focus on the series of trails in the White Hills
- Trail Names, length, difficulty, range and broad description of the trail tread, and broad description of the trail route
- Map or maps of trail locations based on data collected in the field, including route names, color designations, lengths, and trailhead locations

### **Assumptions**

- FPC can obtain all existing data for the archeological sites and existing trails.
- The Proposed Trail Plan Development described above does not include Public Scoping, NEPA compliance, or Environmental Assessment. This Plan may be subject to NEPA compliance and planned trail routes may change as a result.
- FPC will provide field mapping for up to 15 miles of trail. More trails can be added, but would not be included in the field mapping.
- Not all existing social trails or roads in the area will be mapped, only those affecting primary trail routes.
- Format for the Proposed Trail Plan will provide the same level of detail as the plan developed for the West Sedona Trails Proposed Plan from the Red Rock Ranger District. If more detail is required price may increase.
- FPC will provide a pdf version of the plan, and a final “.kmz” of the trails routes in Google Earth. FPC will not provide hard copies of the plan.

### **NEPA COMPLIANCE**

More detailed planning efforts may be required to conduct NEPA. The costs listed below are to provide NEPA compliance on the plan developed above.

#### **Task 1. Public Scoping Meetings**

FPC will conduct three public scoping meetings to gather comments from the general public and other stakeholders. Letters will be sent to stakeholders and members of the public identified by the City of Camp Verde. FPC will print and mail the letters. Also, public service announcement ads for the meetings will be placed in the local newspapers. FPC will develop two 24x36 posters that have the map of the area and proposed trails. FPC will print out public comment cards, sign in sheets, and meeting agendas to be distributed at the meetings. FPC will provide a presentation

discussing the proposed trail plan. Public scoping will help to determine the support from the community and if there are any concerns affiliated with trail construction. Public scoping may also determine the type of NEPA compliance required for the trails. FPC will compile the comments and develop a scoping report. If the U.S. Forest Service requires more scoping meetings additional funds would have to be provided. Depending on the outcome of the scoping meetings and decision from the USFS two NEPA documents will have to be prepared for either 1) categorical exclusion as an action being completed as part of the Forest Management Plan or 2) Environmental Assessment. See below for the description of these two tasks.

### **Task 2. Option 1. Categorical Exclusion**

A Categorical Exclusion (CatEx) could be decided by the USFS as the required NEPA compliance for trail construction. Conditions required that determine a categorical exclusion may include if the public is supportive of the project and few issues are identified and if there are no extraordinary circumstances pertaining to the following resource conditions:

- Federally listed threatened or endangered species, or designated critical habitat, species proposed for Federal listing or proposed critical habitat
- Floodplains, wetlands, or municipal watersheds
- Congressionally designated areas, such as wildernesses, wilderness study areas, or national recreational areas
- Inventoried road-less areas or potential wilderness areas
- Research natural areas
- American Indians or Alaska Native Religious or Cultural Sites
- Archeological sites or historic properties or areas.

FPC would prepare information for the CatEx decision document using the criteria and outline provided by the USFS. The document will be prepared for the final trail plan developed during the trail mapping and conceptual plan development and will consider concerns and information collected during public scoping. Two hard copies of the report and an electronic version will be provided.

### **Task 2. Option 2. Environmental Assessment**

USFS may determine that an environmental assessment (EA) be prepared for the trails plan. This decision would be based on issues determined during public scoping or if there are extraordinary circumstances pertaining to the following resource conditions:

- Federally listed threatened or endangered species, or designated critical habitat, species proposed for Federal listing or proposed critical habitat
- Floodplains, wetlands, or municipal watersheds
- Congressionally designated areas, such as wildernesses, wilderness study areas, or national recreational areas
- Inventoried road-less areas or potential wilderness areas

- Research natural areas
- American Indians or Alaska Native Religious or Cultural Sites
- Archeological sites or historic properties or areas.

FPC would prepare the EA document, and include an evaluation of the effects of the trail plan on the resources identified by the USFS. Resource evaluations will be based on the most recent data available and will not include field surveys. If it is determined that field surveys are necessary then additional costs will be required. Two hard copies and one electronic copy of the EA will be provided.

#### **Assumptions for NEPA Compliance**

- NEPA will be provided for the plan document developed under "Trail Mapping and Conceptual Plan Development." If more detailed specs and designs are desired additional funding will be required.
- This work does not include field surveys. All information used to evaluate the effect of the trail plan on the resources will be gathered from existing data. Any field work necessary will require additional funding.
- City of Camp Verde will provide all data necessary to complete the NEPA compliance, including maps, survey data, etc.
- NEPA compliance does not include developing a Biological Assessment. Writing a BA will require additional funds. Costs to develop a biological assessment can be more accurately estimated after the development of the trail plan and discussions with the USFWS.
- Only one of the Task 2 options will be selected.

# Camp Verde White Hills Trail Plan

## Trail Mapping and Conceptual Plan Development

Fred Phillips Consulting

### Task 1. Preliminary Planning

Item	Qty	Unit of Measure	Unit Price	Extended Price	Notes
Project Director/Principal (Project Management)	2	HR	\$95.00	\$ 190	
Biologist, MS/NEPA Coordinator (Data Acquisition)	2	HR	\$85.00	\$ 170	
Landscape Designer (Remote Trail Mapping)	5	HR	\$90.00	\$ 450	
<b>Task 1 Total</b>				<b>\$ 810</b>	

### Task 2. Trail Mapping, Site Recon

Item	Qty	Unit of Measure	Unit Price	Extended Price	Notes
Project Director/Principal (Project Management)	8	HR	\$95.00	\$ 760	
Biologist, MS/NEPA Coordinator (Project Management)	24	HR	\$85.00	\$ 2,040	
Landscape Designer (GPS Mapping, Photography)	24	HR	\$90.00	\$ 2,160	
Field Technician	13	HR	\$45.00	\$ 585	
Mileage (2 vehicles, 2 roundtrip from Flagstaff)	356	MI	\$0.55	\$ 196	
Per Diem (2 employees, 3 days in the field)	7	EA	\$51.00	\$ 357	
Lodging (2 employees, 2 nights)	4	EA	\$89.00	\$ 356	
<b>Task 2 Total</b>				<b>\$ 5,694</b>	

### Task 3. Plan Development

Item	Qty	Unit of Measure	Unit Price	Extended Price	Notes
Biologist, MS/NEPA Coordinator (Trail Plan Author)	28	HR	\$85.00	\$ 2,380	
Landscape Designer (Trail Plan Mapping)	8	HR	\$90.00	\$ 720	
<b>Task 3 Total</b>				<b>\$ 3,100</b>	

**Grand Total**

**\$ 9,604**

# Camp Verde White Hills Trail Plan

NEPA Compliance  
Fred Phillips Consulting

## Task 1. Public Scoping Meetings (3 meetings)

Item	Qty	Unit of Measure	Unit Price	Extended Price	Notes
Project Director/Principal	5	Hours	\$ 95.00	\$475	
Biologist, MS/NEPA Coordinator	48	Hours	\$ 85.00	\$4,080	time to process comments
Ecological Coordinator	48	Hours	\$ 65.00	\$3,120	
GIS Operator/Biologist	20	Hours	\$ 65.00	\$1,300	
Mileage	534	Miles	\$ 0.56	\$299	
Per Diem (2 people)	6	Day	\$ 36.00	\$216	
Printing (black and white)	1000	Pages	\$ 0.10	\$100	this includes printing all let
Printing (24x36)	200	Pages	\$ 0.49	\$98	
<b>Total for Task 1.</b>				<b>\$80</b>	
				<b>\$9,768</b>	

## Task 2. Option 1. Categorical Exclusion

Item	Qty	Unit of Measure	Unit Price	Extended Price	Notes
Biologist, MS/NEPA Coordinator	40	Hours	\$ 85.00	\$3,400	
GIS Operator/Biologist	20	Hours	\$ 65.00	\$1,300	
Printing (black and white)	100	Pages	\$ 0.10	\$10	this includes printing all let
<b>Total for Task 2. Option 1.</b>				<b>\$4,710</b>	

## Task 2. Option 2. Environmental Assessment

Item	Qty	Unit of Measure	Unit Price	Extended Price	Notes
Biologist, MS/NEPA Coordinator	120	Hours	\$ 85.00	\$10,200	
Ecological Coordinator	120	Hours	\$ 65.00	\$7,800	
GIS Operator/Biologist	20	Hours	\$ 65.00	\$1,300	
Printing (black and white)	1200	Pages	\$ 0.10	\$120	
<b>Total for Task 2. Option 2.</b>				<b>\$19,420</b>	

## **ADOT Wayfinding Signage Program**

Numerous planning documents including the current and proposed General Plans, along with the recently approved Focused Future II, call for the development of a comprehensive system of way-finding and entrance signs/monuments throughout the community. In 2014 ADOT approved new guidelines for communities wanting to develop a system of way-finding signage. It allows a community to design, place and maintain directional signs within the ADOT right of way, something previously unavailable. Although the signage program must be ultimately approved by ADOT, the planning, development, and construction of the signs must be entirely paid for by the community. This request is based on ADOT's estimate of \$700 per sign, with a proposed placement of 16 signs, plus the planning for placement and the design of the signs themselves. As envisioned by Public Works and EED, the sign program would include directional signs in both the ADOT right of way and the Town of Camp Verde right of way.

### **Preliminary cost estimate:**

<b>16 signs @ \$700 ea.</b>	<b>\$11,200</b>
<b>Planning and design</b>	<b><u>\$ 2,500</u></b>
	<b>\$13,700</b>

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## 338 WAYFINDING SIGNS

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### 338.1 PURPOSE

The purpose of these guidelines is to establish procedures for the installation of wayfinding guide signs within the State highway right-of-way. These guidelines include eligibility requirements, design, location and installation requirements, and maintenance.

Wayfinding guide signs are used to aid travelers in identifying and locating their travel destinations with guidance to major civic, cultural, visitor, and recreational destinations within a specified region with the minimum number of signs. They should be part of a systematic network of directional signs installed and maintained by a local agency to guide road users to destinations of local or regional interest. By the use of such signage, a region's most prominent features, attractions, and assets may be identified and signed, but only as required to serve visitor guidance.

### 338.2 DEFINITIONS

Conventional Road – A street or highway other than a low volume road, expressway, or freeway.

Identification Enhancement Marker – A portion of a sign where a shape, color or pictograph is used as a graphic identifier at the top or side of and incorporated into a wayfinding guide sign.

Pictograph – For the purposes of wayfinding signs, a pictograph is a pictorial representation used to identify a governmental jurisdiction, an area of jurisdiction, a governmental agency, a military base or branch of service, or a government-approved public university or college.

### 338.3 GENERAL GUIDELINES

Wayfinding signs may be considered for installation on conventional roads on the State Highway System in accordance with the MUTCD chapter on guide signing for conventional roads, provided that the local agency applying for the signs conforms to the following:

1. Wayfinding signs shall only be allowed under an approved encroachment permit issued by the Department, and shall be installed and maintained by the local public agency or designated permittee at no cost to the Department.
2. Wayfinding signs shall only be installed on ADOT highways where the public agency has already developed and implemented its own wayfinding sign program.
3. Wayfinding signs shall be placed outside the clear zone or, if placed within the clear zone, shall be crashworthy.
4. The placement of wayfinding signs shall conform to the location criteria defined in the MUTCD chapter on guide signing for conventional roads.

5. Existing specific service or other supplemental signing shall only be replaced by wayfinding signing upon written approval from the Department.
6. No more than one wayfinding sign shall be placed in advance of a given approach to an intersection.
7. A wayfinding sign shall not display more than three destinations.

#### 338.4 ROLES AND RESPONSIBILITIES

To implement a wayfinding sign program involving state highways, a public agency must submit a Wayfinding Guide Sign System Plan to the appropriate ADOT District via the encroachment permit process for approval. The Wayfinding Guide Sign System Plan should include information on the agency's existing wayfinding sign program, a detailed map defining the proposed locations where signs are to be installed, and graphical representations of the sign formats to be used. In addition, the public agency shall provide ADOT with detailed information on the sign design, including foundations and posts. These details shall be in accordance with ADOT specifications and standard drawings.

All maintenance of wayfinding signs on state highways shall be solely the responsibility of the permittee. Wayfinding signs shall be subject to removal or relocation, at the permittee's expense, depending upon ADOT's need to satisfy regulatory, warning, or other guide sign requirements. In addition, the public agency shall remove a wayfinding sign if it has not provided a replacement sign within 60 calendar days of written notification from ADOT that the sign is damaged, broken, faded, or has become a hazard.

#### 338.5 WAYFINDING SIGN DESIGN

Wayfinding signs shall be designed in accordance with the requirements of the MUTCD. Signs placed solely for the benefit of pedestrian traffic shall not be retroreflective, while signs intended for vehicular traffic shall be retroreflective or illuminated. The requirements for sign illumination shall not be considered to be satisfied by street or highway lighting. Except for signs intended for viewing only by pedestrians, bicyclists, or occupants of parked vehicles, internet addresses shall not be shown on any sign, supplemental plaque, or sign panel. Pictographs may be used, but wayfinding signs shall not contain commercial advertising or commercial graphics (logos) of businesses, including within the pictographs. Abbreviations, if used, should be kept to a minimum, and should include only those approved in the MUTCD.

#### 338.6 TYPES OF WAYFINDING SIGNS

##### 1. Boundary Area Guide Signs

Boundary area guide signs are informational guide signs placed at the boundaries of the geographical area of the wayfinding guide signing. If the Wayfinding Guide Sign System Plan uses color coding, boundary area guide signs identify the use of the color coding for the various districts, regions or destinations within the area. These signs shall have a green background with white legend as required by the MUTCD. The color

coding shall be accomplished by the use of different colored square or rectangular panels on the face of the guide signs as described in the MUTCD chapter on guide signing for conventional roads.

## 2. Identification Enhancement Markers

Identification enhancement markers may be used, at the option of the city as a means of aesthetically identifying the wayfinding guide sign. An enhancement marker may be on the top or side of a wayfinding guide sign. All designs for identification enhancement markers involving signs on state highways are subject to approval by ADOT prior to fabrication or installation. The size and shape of an enhancement marker shall be smaller in comparison to the wayfinding guide signs themselves. Identification enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.

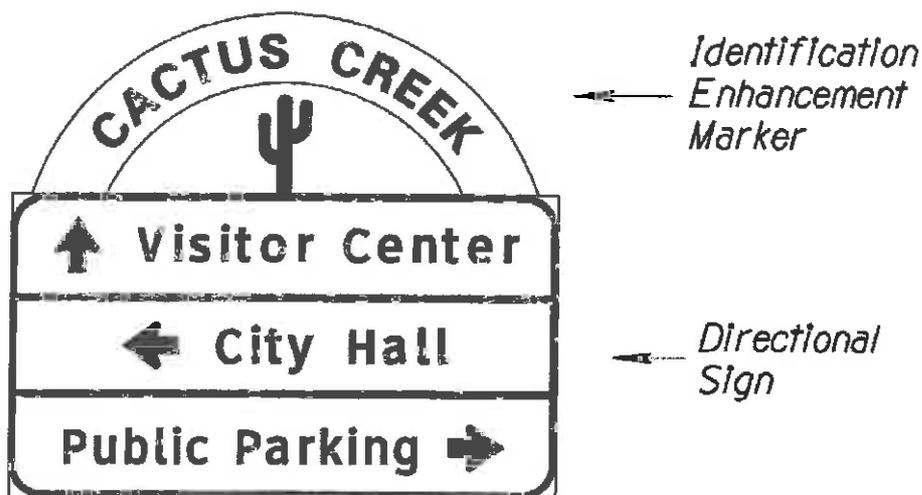
## 3. Vehicular Directional Signs

A vehicular directional wayfinding guide sign may be installed on conventional roadways to provide directional guidance to destinations or groups of destinations (i.e. Historic District, Medical Complex, etc.). Vehicular directional signs shall be limited to 3 destinations per sign and shall not contain commercial advertising. In regard to location priority, regulatory, warning and guide signs shall have a higher priority than wayfinding signs. See Figure 338-1 for an example of a vehicle directional wayfinding guide sign.

## 4. Pedestrian Directional Signs

Pedestrian directional signs are intended for viewing by pedestrians and should be oriented away from the view of motorists. Pedestrian directional signs may be incorporated into kiosks and may contain maps of the area. The design, installation, and maintenance of pedestrian directional signs are the full responsibility of the public agency.

**Figure 338-1. Example of Wayfinding Sign and Identification Enhancement Marker**



# Homestead Parkway Extension

In June 2015 the Camp Verde Town Council entered into an agreement with Simonton Companies and the Verde Valley Archaeology Center to jointly develop the Homestead Parkway corridor between Davison Drive and the Verde Ditch. In the agreement, the Town will construct a paved road, with curb and gutter the length of the corridor. The town has proposed building the road in two phases. The first phase, to be done by the end of FY2017, is the construction of an all-weather road. The second phase, which consist of paving, curb and gutter, must be completed by the end of FY2018, per the agreement. Three estimates have been submitted, one from the Town engineer, and two from private contractors. All three fall within approximately \$20,000 of one another. Please note staff submitted a Heritage Grant application with Arizona Game and Fish Department for \$50,000

**Estimated cost:**

<b>Town engineer's estimate (attached)</b>	<b>\$168,000</b>
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**Engineer's Estimate**  
**Finnie Flat Road Widening and Improvements Project**

**Homestead Parkway Extension Phase I Improvements**

<b>Item #</b>	<b>Description</b>	<b>Units</b>	<b>Qty</b>	<b>Unit Cost</b>	<b>Sub Total</b>
1	Clear & Grub	Acre	2.58	\$250.00	\$645.00
2	SWPPP	LS	1	\$2,500.00	\$2,500.00
3	Survey; Layout Road, Set Grades	LS	1	\$5,500.00	\$5,500.00
4	36" CMP Culvert	LF	200	\$65.00	\$13,000.00
5	Concrete Headwalls	EA	4	\$3,500.00	\$14,000.00
6	Fill Const.; Road Embankment, Grader Ditches, Subgrade Preparation	CY	10,417	\$5.25	\$54,889.25
7	Material Testing, Compaction, & Quality Assurance	LS	1	\$2,750.00	\$2,750.00
8	Adjust/Raise Man Holes	LF	6	\$365.00	\$2,190.00
9	6" Agregate Base Course	SY	7,292	\$7.50	\$54,690.00
10	2" Asphalt Millings Road Surface	SY	7,292	\$2.50	\$18,230.00
				<b>TOTAL</b>	<b>\$168,194.25</b>

## **Retail Recruitment**

The citizens of the Camp have repeatedly, through the Community General Plan, Focused Future and other planning documents, sought the opportunity shop locally. In addition, because the Town of Camp Verde's primary revenue source comes from transaction privilege taxes, there is a clear and present need to grow the number and size of retail sales transactions. Now that we have begun extension of sanitary sewer service in the area of State Route 260 East and Finnie Flat, and are making plans to develop infrastructure along the soon-to-be-widened State Route 260 West commercial corridor, it is time the Town initiated a proactive retail recruitment program. This item requests \$50,000 to contract with a retail analytics and recruitment company to help identify retailers that fit the demographic and psychographics of Camp Verde and to assist in the recruitment of the companies identified.

**Estimated cost:**

<b>One year of three year contract</b>	<b>\$50,000</b>
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## *We make retail happen.*

Retail Strategies is a leading national advisory firm focused on retail market analysis, strategic planning, retail recruitment and development.

Retail Strategies was formed to help cities take a comprehensive approach to retail recruitment. We go beyond research, recognizing the need for our clients to have a partner involved in the execution of a specific Retail Recruitment Strategy.

Community leaders, economic development authorities and Chambers of Commerce rely on our experienced team to provide tailored solutions to achieve retail growth and success.

## OUR PROCESS



- Market Analysis
- Retail GAP Analysis
- Retail Peer Identification & Analysis

- Catalog Available Properties
- Identify Retail Prospects
- Develop Recruitment Plan

- Develop Marketing Materials
- Proactive Recruitment of Retail Prospects
- Monthly Reporting to City
- Representation at National & Regional Conferences

## YOUR RESULTS



# A FEW OF OUR SUCCESS STORIES



## **WALMART MARKET - STATESBORO, GA**

In 2013, the City of Statesboro engaged Retail Strategies to assist their efforts in proactively recruiting retail. As part of the Retail Strategies process, we determined that the student population of Georgia Southern University had not been a focus of past research and recruitment initiatives. By incorporating the 21,000 student's spending potential with a regional trade area focus, we identified a substantial grocery GAP in the market and reached out to multiple grocery concepts at ICSC meetings and through follow-up phone calls. In June of 2014, WMT announced and began construction of a new Neighborhood Market near the GSU campus that will also serve the greater Statesboro population. At least one and possibly two additional national grocery chains we targeted are expected to announce expansion plans in Statesboro in the coming months.



## **TJ MAXX - LAGRANGE, GA**

LaGrange officials made initial contact with TJ Maxx at ICSC Vegas in 2011 and received a positive response but were having difficulty determining the timing of TJ Maxx coming to the market. When Retail Strategies was hired in October 2012 to assist the city's retail recruitment efforts, we immediately reached out to TJ Maxx and the targeted property contacts and helped facilitate the decision process through research and direct communication with the retailer. TJ Maxx opened in LaGrange during the fall of 2013.



## **HOBBY LOBBY - JASPER, AL**

Hobby Lobby is part of a shopping center redevelopment in Jasper that also includes TJ Maxx, Petco and Shoe Carnival. This was a project originally conceived several years prior to Retail Strategies engagement in Jasper. The U.S. recession and the project economics caused this project to be shelved. Immediately after the City of Jasper retained Retail Strategies, we reached out to the developer and, working with the city, we were able to quantify the economic gap and design an incentives package that was a win/win for the developer and the city.



## **CHICK FIL A - LAURENS COUNTY, SC**

Chick-Fil-A has owned land in Laurens, SC for three years but there had been no official timeframe to open a location on their site in Laurens. After leveraging contacts to Chick-Fil-A and continued follow up, Chick-Fil-A has announced to open a location in Laurens, SC in 2015.



## **FIREHOUSE SUBS - EDMOND, OK**

One of the target GAPs in our City of Edmond research is Restaurants. Firehouse was targeted early on in the process. The Retail Strategies Client Manager for Edmond reached out to Firehouse at multiple ICSC meetings to market Edmond as an opportunity and then followed up with specific sites meeting the restaurant's criteria.



## **DOLLAR TREE - TULLAHOMA, TN**

Dollar Tree is relocating and expanding in the Tullahoma market. While their current store was performing well, they expect, with the relocation, that the trend will continue with an uptick in sales. This is a winning scenario for both Dollar Tree and Tullahoma. Materials provided by Lacy Beasley at Retail Strategies and the city's business friendly environment assisted Dollar Tree in this process.



## **LANE PARKE - MOUNTAIN BROOK, AL**

Retail recruitment, market analysis and leasing services were provided to the owner of a 1950's-era shopping center and apartment complex, which is being redeveloped into a high-end, mixed-use development. Retail Strategies completed the research and made a presentation to the city to rezone the 27 acre site to PUD. Research uncovered an opportunity to recruit luxury retail tenants, most of which are locating in Alabama for the first time. Lane Parke will feature over 160,000 square feet of luxury retail, 25,000 square feet of office space, a 100 room boutique inn, and 320 luxury residential units.



## **HARBOR FREIGHT - LAKE CITY, FL**

In 2013, Retail Strategies was engaged by the Columbia County-Lake City Chamber of Commerce to provide retail market research and retail recruitment services. Research revealed an \$11.3M gap in the trade area for building materials stores. As part of the strategic planning process, the Retail Strategies team identified a number of retail prospects to fill the gap and immediately began calling on them to discuss the market opportunity. One of the retail prospects, Harbor Freight Tools, expressed strong interest in the market in early 2014. By June of that year, the retailer had contracted with a developer to open a new store in Lake City.



## **ALDI - HUEYTOWN, AL**

Within a week of being engaged by the City of Hueytown, the second largest grocery store filed for bankruptcy and chose to auction all store locations. Retail Strategies reached out to the local Aldi developer and suggested, based on our research, that the acquisition of this grocery location made sense for Aldi to enter the market. In addition to Aldi locating in Hueytown, the property will also support two new outparcel restaurants.



# OUR EXPANDING FOOTPRINT



*"Retail Strategies has been successful in the recruitment of a diverse mix of commercial entities so as to create jobs for area residents, reduce the local unemployment rate, grow the tax base and ensure Walker County and the City of Jasper a more stable economic base."*

*"They were right on target analyzing leakage and service/business gaps in our area."*

**Linda Lewis** - President  
Chamber of Commerce of Walker County

*"I just wanted to thank Retail Strategies for getting involved with our recent development issues in Spring Hill. It looks like we've got everything worked out and the deal is moving forward."*

**Brian D. Pierce**  
Triad Commercial Properties, LLC

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Fax: (205) 313-3677  
[www.retailstrategies.com](http://www.retailstrategies.com)



## Example Deliverables

The following pages are examples of our deliverables. These documents do not reflect everything we provide but do give you a thorough view in to the depth of the knowledge we will collect on behalf of your community.

### Moline, IL: Dick's Sporting Goods

#### The Story

Retail Strategies assisted in the recruitment of Dick's Sporting Goods to the struggling SouthPark Mall in Moline, IL within the first year of our engagement. By working with Macerich, which is one of the largest REIT's in the Country, Retail Strategies was able to assist in landing the major sporting goods retailer in the market.

#### In the News

"What closed the deal finally was when Retail Strategies came in and gave the company the demographic information they wanted and showed the company how Macerich was making the investment in SouthPark Mall."

– [Ray Forsythe: The City of Moline, IL](#)

"The real estate brokerage community is able to work with Retail Strategies and expose them to the sites we have listed or under development. The company (Retail Strategies) allows us to maximize and multiply our efforts, exposing our Moline locations to potential users across the country,"

– [Jeff Miller: Commercial Broker, Grampp Realty](#)



[Site: QOnline.com "Marketing Efforts for Moline Already Successful" by Dawn Neuses](#)

## Jasper, AL: TJ Maxx, Petco, Hobby Lobby, & Shoe Carnival

### The Story

Retail Strategies created success in Jasper by executing Jasper's Strategic Recruiting Plan by working with a developer, property owner, City officials, and the Chamber to put a deal together to redevelop the Jasper Square Shopping Center and bring T.J. Maxx, Petco, Hobby Lobby, & Shoe Carnival to the market. The redevelopment will create approximately 100 jobs and bring in more than \$500,000 a year in sales tax for the city.

### What Does Our Client Think?

"Our investment in Retail Strategies has been one of the best decisions passed by our Chamber's leadership. I strongly recommend you consider using their services. You will definitely be pleased with their product."

– Linda Lewis: President of the Walker County, AL Chamber

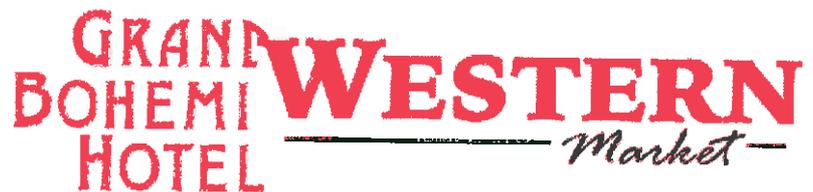


## Mountain Brook, AL: Lane Parke

### The Story

Retail recruitment, market analysis and leasing services were provided to the owner of a 1950's-era shopping center and apartment complex, which is being redeveloped into a high-end, mixed-use development. Retail Strategies completed the research and made a presentation to the city to rezone the 27 acre site to PUD. Research uncovered an opportunity to recruit luxury retail tenants, most of which are locating in Alabama for the first time. Lane Parke will feature over 160,000 square feet of luxury retail, 25,000 square feet of office space, a 100 room boutique inn, and 320 luxury residential units.

### The Tenants (More to be Announced)



## Tuscaloosa, AL: Shoppes at Legacy Park

### The Story

Retail Strategies played an integral part in negotiating a \$16.57 million incentive policy for a \$62 million 250,000 square foot shopping center in Tuscaloosa, AL. The new retail shopping center will cover 16.2 acres and bring new to market concepts Fresh Market, DSW, Chuy's, World Market, Bed Bath and Beyond, Pet's Smart, Dick's Sporting Goods, and several other desired tenants.

### Economic Impact

\$30+ Million Annual Sales Tax Revenue Collections

500+ Jobs Created

Raise \$430,000 Annually for City Schools

### The Tenants



## Statesboro, GA: Wal-Mart Neighborhood Market

### The Story

In 2013, the City of Statesboro engaged Retail Strategies to assist their efforts in pro-actively recruiting retail. As part of the Retail Strategies process, we determined that the student population of Georgia Southern University had not been a focus of past research and recruitment initiatives. By incorporating the 21,000 student's spending potential with a regional trade area focus, we identified a substantial grocery GAP in the market and reached out to multiple grocery concepts at ICSC meetings and through follow-up phone calls. In June of 2014, WMT announced and began construction of a new Neighborhood Market near the GSU campus that will also serve the greater Statesboro population. At least one and possibly two additional national grocery chains we targeted are expected to announce expansion plans in Statesboro in the coming months.



## Washington, NC: Zaxby's

### The Story

Due to Retail Strategies' research, a need for quick service restaurants was quickly identified in Washington, North Carolina. Retail Strategies contacted Zaxby's and made introductions to the property owner. Zaxby's has since opened a new location in Washington and is currently fully operational. Zaxby's has committed to Washington and has been very involved in giving back to the community since its opening.



## Lake City, FL: Harbor Freight & Tool

### The Story

In 2013, Retail Strategies was engaged by the Columbia County-Lake City Chamber of Commerce to provide retail market research and retail recruitment services. Research revealed an \$11.3M gap in the trade area for building materials stores. As part of the strategic planning process, the Retail Strategies team identified a number of retail prospects to fill the gap and immediately began calling on them to discuss the market

opportunity. One of the retail prospects, Harbor Freight Tools, expressed strong interest in the market in early 2014. By June of that year, the retailer had contracted with a developer to open a new store in Lake City.

## Augusta, GA: Dunkin Donuts & Which Wich



### The Story

Retail Strategies made contact with representatives from Which Wich and Dunkin' Donuts in 2014. The market was approved by the franchisee and corporate at both companies and Retail Strategies shared several sites to the real estate director(s) to identify where they may be best positioned. A final site was chosen and a local brokerage group is putting together the 3,400 SF multi-tenant development in downtown Augusta. The franchisee anticipates hiring at least 25 employees for Dunkin' Donuts and another 20 employees to work at Which Wich. Both businesses are expected to be operational by late June or early July 2015.

## Laurens, SC: Chick-fil-A

### The Story



Chick-fil-A has owned land in Laurens, SC for three years but there had been no official timeframe to begin construction and open a location on their site in Laurens. After four months of leveraging contacts with Chick-fil-A, Chick-fil-A announced to open a location in Laurens, SC in 2015. The ground breaking took place on March 12<sup>th</sup> of 2015 and they expect to be fully operating by October 2015.

## Letter of Recommendation

### Margaret Woodard, Downtown Augusta, GA

The following letter was written by our client in response to a solicitation by a community who was interested in partnering with Retail Strategies in late January 2015.

### The Letter

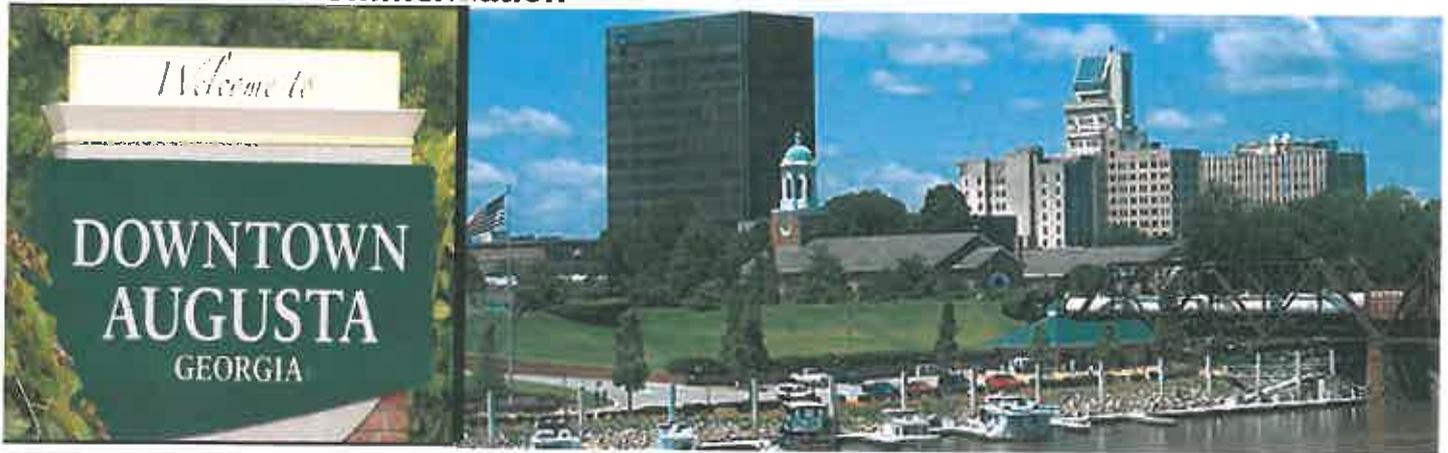
We spent time interviewing 3 companies to work with us on a retail strategy for downtown Augusta (Retail Strategies, Buxton and one other I cannot recall) in 2013. Retail Strategies just simply outshone everyone in the industry. Most companies will compile your demographic data and gap analysis and leave you with a follow-up list of possible prospects to do on your own. Retail Strategies has relationships with national, regional brands as well as multiple mixed-use developers and their fee (investment to us) includes the actual recruitment piece of the overall strategy. Our Marketing Brochure is outstanding...we currently have a list of 33 viable prospects and have started discussions with 4 local and 3 outside developers for a new infill mixed-use development..

They have established relationships with local real estate brokers and developers here in Augusta and are currently talking with key stakeholders and property owners about the best and highest use for their

properties. It is nice to have an expert (with a track record...100 cities in 18 states) representing our city at trade shows as well as key meetings here in Augusta.

They have an overall team approach and will assign key members to your team once the information gathering for reporting is completed. We gave an update to our City Council Monday and everyone was thrilled. We are considering hiring them to take on additional key areas in our city in addition to downtown.

## Letter of Recommendation



### Brian Murphy, Plainfield, IL

Like many cities around the country, Plainfield had engaged a national consulting firm for retail analysis, but found that simply having research materials did not provide the necessary value unless there was a plan for execution. In March of 2014, Plainfield engaged Retail Strategies to update their market analytics, and more importantly, to initiate a long-term retail recruitment strategy on their behalf. Retail Strategies is working to revive several retail development projects that “died” in the downturn of 2007, has assisted with the research elements associated with TIF development, and engaged local real estate representatives to connect them to national retailers looking for locations in suburban Chicagoland.

– **Brian Murphy, Village Administrator**

## Letter of Recommendation

### Jeff Downes, Vestavia Hills, AL

Retail Strategies partnered with the City of Vestavia Hills for a full engagement in January of 2014. Although we engaged with the City of Vestavia Hills on January of 2014, we have been working with City Manager Jeff Downes for the previous 18 months in Montgomery (AL). Much of our focus in Vestavia Hills has been on providing advisory services as the City looks to create “village” concepts in three distinct retail corridors. Restaurants and additional grocery concepts (Sprouts is currently under construction) have been the primary retail targets.

– **Jeff Downes, City Manager**

## Letter of Recommendation

### Janet Yowell, Edmond, OK

The EEDA understood the issues of hiring a retail consultant to simply provide reports, with no assistance through the execution of a comprehensive retail recruitment program. Due to the Retail Strategies business model offering a full suite of tools to their efforts, the EEDA partnered with Retail Strategies in April of 2013. To date, two new to market grocery concepts and several restaurants have been recruited to the market. Retail Strategies is also assisting with the recruitment of an entertainment complex and providing incentives consulting on a major new retail development in the City.

– Janet Yowell, Executive Director

## Letter of Recommendation

### Donny Jones, Tuscaloosa, AL

Tuscaloosa contracted with Retail Strategies in August of 2012. Being a college town with a population of 94,000 and a student population of 35,000 created challenges in using traditional market research to truly identify opportunities in the market. During this engagement, Retail Strategies employed a number of approaches to truly capture the opportunities in the market, and then utilized the results in our execution on behalf of the client. During this time Tuscaloosa has seen a period of unprecedented retail growth, and Retail Strategies has advised City leaders on zoning issues, and worked as an advocate for the City through incentive negotiations of more than \$16 million. To date, more than 400,000 square feet of retail development projects have been completed, or are under construction.

– Donny Jones, COO

## Letter of Recommendation

### Marjette Upshur, Lynchburg, VA

Similar to other cities and economic development organization, the LDC had employed a national consulting firm to provide market research, and found limited success in their efforts. With the many roles the LDC staff is required to manage, retail recruitment became an “ad-hoc” function with little continuity. The LDC partnered with Retail Strategies to update previous market analytics, but again, more importantly, to implement a long-term recruitment strategy that recognizes and accounts for the city’s changing needs, real estate challenges, and unique demographics. In the first year of this engagement, Retail Strategies has recruited a national, new to market, grocery concept to Lynchburg, assisted with research on several ad-hoc development projects in Downtown Lynchburg, provided market intelligence on thoroughfare projects as they relate to (and impact) retail opportunities, and made introductions of retailers to local real representatives.

– Marjette Upshur, Executive Director

## Union County, MS

### New Albany Gazette “Retail Strategies”

We’re not often impressed with consultants. Sometimes, we think, they make good money telling you what you already know or what you want to hear. But we think the decision several months ago by the Union County Development Association, backed by the city of New Albany and a local developer, to contract with Retail Strategies of Birmingham, Ala., was the right one.

The goal of Retail Strategies is to identify areas where a large amount of consumer spending is leaving Union County for cities such as Tupelo and Oxford and attempt to recruit businesses here to chip away at some of those gaps.

It’s a hard business, but Retail Strategies has a good track record of being able to help communities obtain businesses that are a good fit for them. The company already knows and works with many national and regional retailers to help them find new locations. We expect the contract with Retail Strategies is going to provide an excellent return on our local investment and is an important part of the revitalization of the Union County Development Association.

\*New Albany Gazette, “Retail Strategies” January 28, 2015

## Bixby, OK

### Tulsa World “Bixby Seeks to Lure Economic Development.”

**“We’ve decided to up our game. We like to deal with people with similar characteristics, and this is a firm that deals with integrity. They want to be successful, just as we do.** What really impressed me about Retail Strategies was their data capabilities. They are willing to share, through research that they have done, the opportunity gap and the different ways that people can make money here by building or expanding businesses. That information will be shared with any party that wishes to come forward and talk. Of course, the end game is to lead to new restaurants and retail and other types of new development. I’m banking on that happening because I know in my heart that it’s out there. It just takes someone to look through the deals together”

— **Doug Enevoldsen: City Manager, Bixby, OK**

\*Tulsa World, “Bixby Seeks to Lure Economic Development” Stephanie Andre, April 7, 2015

## Desloge, MO

### Desloge Daily Journal “City Administrator Talks Retail Strategy”

“Camp said the one thing that sets Retail Strategies apart from other similar firms is their promotion of client cities to national retailers. **“What a lot of these companies out there do is give us a big volume of information and say, ‘Here, have a nice day.’ Here, [Retail Strategies] goes to work for us.** What they do is represent us in Las Vegas, Chicago, New York, Dallas, Nashville, Atlanta — all the ICSC (International Council of Shopping Centers) conferences that they have annually. They’re going to represent the city of Desloge at those conferences.” Camp said he felt the city was moving in the right direction and that the city’s relationship with Retail Strategies has been positive up to this point.”

– **Greg Camp: City Administrator, Desloge, MO**

\*Desloge Daily Journal, “City Administrator Talks Retail Strategy” Kevin Jenkins, June 4, 2015

## Vestavia Hills, AL

### BBJ “Vestavia Hills to Put Focus on Cahaba Heights in 2015

“Cahaba Heights is a diamond in the rough. When you are a diamond in the rough, you’ve got to refine yourself a little bit. You’ve got to polish it up, and you’ve got to create a vision. You do that through a planning process. We are looking at the assets we have and planning them on the front end to deliver a product on the back end that creates quality of place. At the end of day, it creates those dollars that we will ultimately be able to leverage to add revenue to do some of the quality of life issues that are desired in this community”

**“The City of Vestavia Hills is in the game. And we’re going to be active players. We’re going to rely on a plan.”**

– **Jeff Downes: City Manager, Vestavia Hills, AL**

\*Birmingham Business Journal, “Vestavia Hills to Put Focus on Cahaba Heights in 2015”, Bryan Davis, January 8, 2015

## Spring Hill, TN

### Tennessean “Spring Hill Hiring Marketing Firm for the First Time”

“If we do not do something like this, with this area, then it is my humble opinion that we will never have any kind of city center. We will become more and more a place our citizens come back to sleep and stay inside with little or no chance to socialize with each other.”

– **Peter Jenkins, Author**

“We can all say the reasons we think people are going to Franklin and other places to get the things they can’t get here, but what are the reasons?” We do not have anyone on staff that can tell us. **This firm can help us determine that.**”

– **Susan Zemek: Alderman, Spring Hill, TN**

\*The Tennessean, “Spring Hill Hiring Marketing Firm for the First Time” Jamie Page, April 30, 2014

## Fort Payne, AL

### WHNT “Fort Payne Hires Company To Help Recruit New Businesses”

“This company specializes in assisting municipalities in the recruitment of retail industry. The council felt like a company with this magnitude and this expertise will be of great assistance to recruit retail businesses that fit our demographic.”

**Other cities that employed the company were able to recruit enough businesses to make up the funds that were spent on its hiring.**

– **Andy Parker: City Clerk, Fort Payne, AL**



**RETAIL STRATEGIES PROPOSAL TO:**

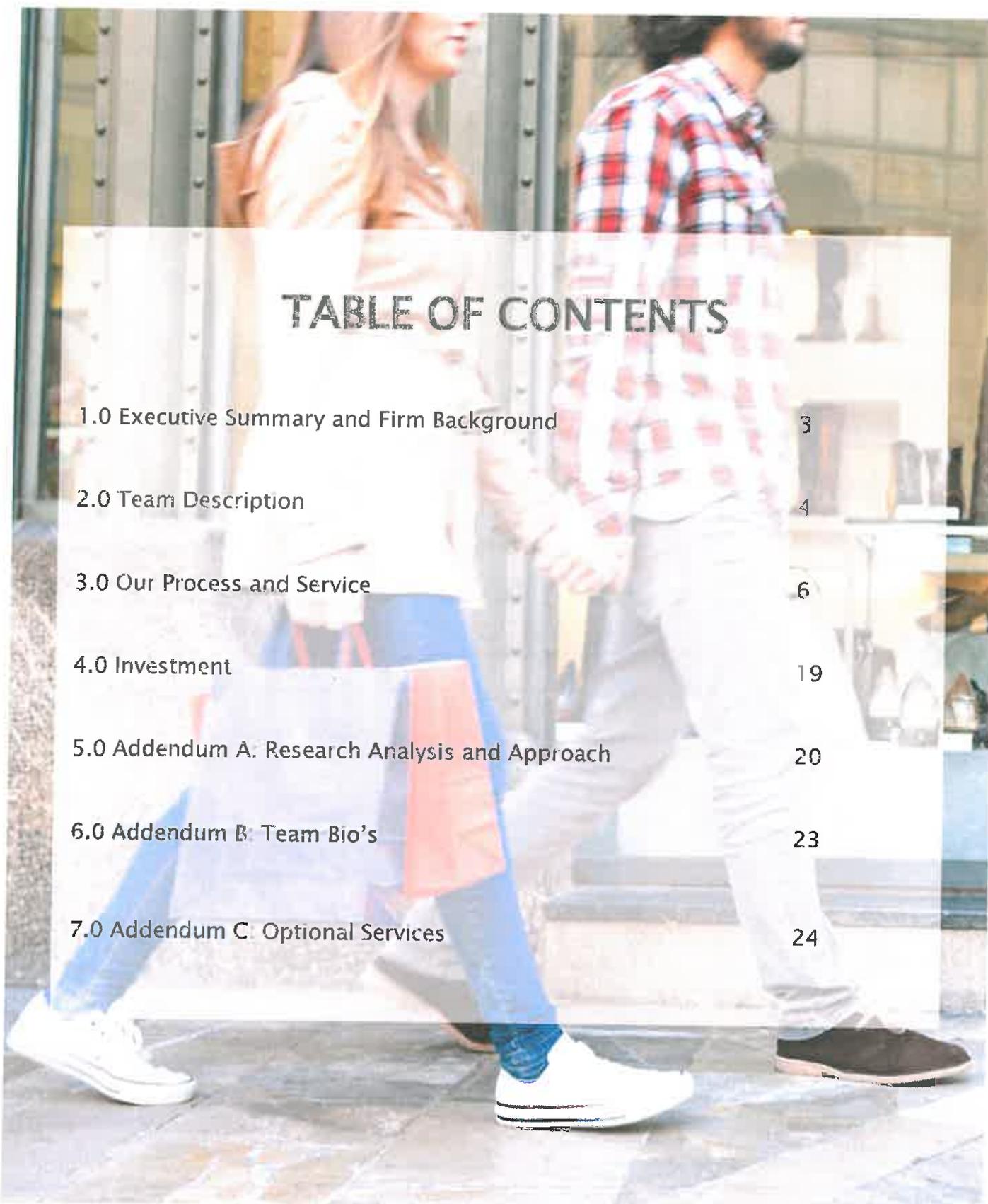
# **Camp Verde, AZ**

**Data Analysis, In Market Real Estate  
Assessment, Strategic Planning, and Pro-Active  
Retail Recruitment**

**Prepared: October 12, 2015**

**PREPARED BY:  
PAN LUCAS  
ACCOUNT EXECUTIVE  
RETAIL STRATEGIES, LLC  
FORT WORTH, TX**

**STRICTLY PRIVATE  
AND CONFIDENTIAL**



# TABLE OF CONTENTS

1.0 Executive Summary and Firm Background	3
2.0 Team Description	4
3.0 Our Process and Service	6
4.0 Investment	19
5.0 Addendum A: Research Analysis and Approach	20
6.0 Addendum B: Team Bio's	23
7.0 Addendum C: Optional Services	24

# Executive Summary

Retail attraction and retention is a primary goal for most communities across the country. In the past Towns have spent valuable time and public funds to hire consultants for retail analysis, only to be left with research reports, a list of retailers, and limited guidance on the actual process of recruiting prospects to their community.

Robert Jolly and Mead Silsbee, Commercial Real Estate Developers and Brokers who have leased millions of square feet across the Country, saw an opportunity to go beyond research to add the ultimate value to communities seeking growth. Their vision is to provide a turnkey solution allowing community's access to retail real estate professionals who develop and execute a tailored strategic plan on behalf of their community.

To meet that goal, Retail Strategies has grown to a team of 30+ highly motivated and skilled retail real estate professionals from a variety of backgrounds including marketing, research, analytics, sales, communication and commercial real estate. Retail Strategies has offices in Birmingham, AL and Fort Worth, TX Retail Strategies is working with more than 125 communities in 22 States.

This model is both strategic and comprehensive. By combining research, analysis, a Strategic Retail Recruitment Plan, marketing materials, conference representation, and pro-active retail recruitment, our firm has helped these communities define and execute against specific opportunities.

The World of Retail is a dynamic and evolving market. Due to the nature of our business, Retail Strategies plans are fluid and evolve as needed for success. The Strategic Retail Recruitment Plan is a dynamic document and provides the baseline for the partnership. The plan identifies the state of retail in the community today and our partnership goals in the short and long term.

Following the presentation of the Strategic Plan the Retail Strategies team goes to work on your behalf recruiting both the retailers, and developers, who will be interested, and more importantly, successful in your community, creating tangible results for your residents.



# Team Description

## Our Difference

Our team of 30+ professionals is unrivalled within the industry. We are unique in that we assign dedicated professionals to execute against the opportunities within your markets. The team skillsets, along with their roles and responsibilities, complement each other to create the desired results within your markets. Team roles include a Vice President of Retail Recruitment, Account Executive, Client Manager, Senior Retail Recruitment Coordinator, Junior Retail Recruitment Coordinator, Marketing Assistants, and a Data and Research Analysis Professional.

## Our Commitment

We commit to our clients to:

- 1) Provide Progress Updates
  - ✓ Every call, email, face-to-face meeting, or trade show meeting is logged and recorded to the Retail Prospect list and uploaded to Basecamp each month for your review.
  - ✓ Interaction with the Client Manager, Retail Recruiters, and other members of your team will be ongoing and regular.
- 2) Perform Dynamically
  - ✓ Our team will react to the rapidly changing retail environment throughout the course of the engagement
  - ✓ Our focus is to daily identify newly announced expansions, closures, and relocations to position our clients appropriately.
  - ✓ On-Demand Reporting
- 3) Provide Answers
  - ✓ Provide feedback and direction on barriers to entry when retailers turn down a site
  - ✓ Provide feedback and direction for entrepreneurial opportunities
- 4) Your Success is Our Goal

## Community Core Team

### Built for You

The Core Team consists of marketing, research, and real estate professionals who will work hand in hand with you to identify and achieve results. Our firm has carefully devised a structure that can be implemented in to your community to provide tailored solutions to this unique engagement.

The Community Core team consists of our three Principals, Executive VP of Retail Recruitment, Client Manager, Senior Retail Recruitment Coordinator, Account Executive, Marketing Assistants, and Research and Analytics Specialists. The responsibilities of your Core Team encompass all aspects of retail recruitment and the individuals working with Community will each utilize their unique skill set to execute on behalf of the community.

## Retail Strategies Team

### Leverage

In addition to your Core Team, Retail Strategies puts connections made from a National perspective to work for your community. Investors, developers, and retailers are looking for the right sites Nationwide. We will get your market opportunities in front of the proper decision makers and make retail happen.

**“We Make Retail Happen”**



# Our Process

## Research:

- Identify Community market Retail Trade Areas using political boundaries, drive times and radii and custom boundary geographies
- Perform Market & Retail GAP Analysis for each trade area (Leakage and Surplus)
- Provide Consumer Attitude and Behavior Analysis
- Conduct Retail Peer Market Analysis
- Competition analysis between Community market trade area(s) and surrounding competitive communities
- Cannibalization Analysis (Distance Tolerance) for all recommended retail prospects between nearest existing locations and Community
- Tapestry Lifestyles – Psychographic Profile of Trade Area / Market Segmentation Analysis
- Thematic Mapping and Aerial Imagery by trade area
- Retail Competitor Mapping/Analysis
- Market Maximization Summary and Strategic Leasing Plan
- Analysis of future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry
- Identification of Retail Prospects to be targeted for recruitment
- Retailer Recruitment and Execution of the Retail Strategic Plan
- Updates on Retail Industry Trends
- Custom On-Demand Demographic Research – Historical, Current, and Projected Demographics – to include market trade areas by radius/drive-time, and custom trade areas associated with Community

## Boots on the Ground Analysis:

- Identify/Evaluate/Catalog Priority Commercial Properties for Development, Re-development and higher and best use opportunities
- Identification of Priority Business Categories for Recruitment and/or Local Expansion
- Perform Competitive Analysis of Existing Shopping Centers and retail corridors

## Retail Recruitment

- Pro-Active Retail Recruitment
- ICSC Representation
- Monthly Updates

**Further Explanation and Examples to Follow.**

## Quantitative Research

# We Speak Retail

Our research solutions are not “one size fits all”. Each City, neighborhood, or retail trade area requires unique analysis based on numerous factors including natural boundary areas, retail tenant mix, travel times, radius areas, and existing sites/buildings. Our research focuses on identifying the data points that are most likely to influence the site location decisions of retailers. Speaking their language to provide realistic expansion opportunities. In addition, we provide thematic maps, aerial photos, asset maps, and customized reports by retail concept.

### our market research



#### DEMOGRAPHIC REPORTS

- Detailed Demographics
- Age by Gender
- Age by Income
- Household Wealth
- Income and Disposable Income
- Consumer Behavior
- Consumer Attitudes

#### TAPESTRY SEGMENTATION

#### PEER ANALYSIS

#### RETAIL SPENDING

- Consumer Expenditures
- Consumer Attitudes

#### RETAIL GAP ANALYSIS

#### RETAIL VOID ANALYSIS

### market analysis



Category	5 Mile Radius	10 Mile Radius	15 Mile Radius
Population 2014	192,570	301,627	414,473
Population 2019	171,247	221,170	457,734
Median Household Income 2014	\$41,147	\$49,441	\$32,785
Median Household Income 2019	\$43,333	\$57,023	\$62,110
Median Disposable Income 2014	\$16,357	\$41,925	\$46,632

### market analysis



Category	5 Mile Radius	10 Mile Radius	15 Mile Radius
Population 2014	22,572	148,400	255,174
Population 2019	42,753	152,029	331,260
Median Household Income 2014	\$27,829	\$31,899	\$42,551
Median Household Income 2019	\$32,432	\$41,105	\$49,300
Median Disposable Income 2014	\$15,529	\$22,584	\$29,464

### market analysis



Category	Custom Trade Area (1.7 Square Miles)
Population 2014	242,540
Population 2019	224,115
Median Household Income 2014	\$42,132
Median Household Income 2019	\$50,822
Median Disposable Income 2014	\$37,152

# TAPESTRY SEGMENTATION



UNITED STATES OF AMERICA

Population: 312,032,000  
 Median Age: 37.6  
 Median Household Income: \$50,000

## What is Tapestry?

Tapestry helps you understand your customers' lifestyle choices, what they buy, and how they spend their free time. Tapestry classifies US residential neighborhoods into 67 unique segments based on demographic and socioeconomic characteristics. That's how you get more insights so you can identify your best customers and underserved markets.

## "Identify Where the Desired Consumer is Located"

**Exurbanites**

Household: 2,302,144  
 Average Household Size: 2.4  
 Median Age: 41  
 Median Household Income: \$70,000

**WHO ARE WE?**  
 The great outdoors is a lifestyle choice. Exurbanites are looking for a place to live that offers the best of both worlds. They want to be close to nature, but also want the conveniences of a city. They are looking for a place to live that offers the best of both worlds. They want to be close to nature, but also want the conveniences of a city.

**OUR NEIGHBORHOOD**

- 80% of the population is in the top 10% of the nation's wealthiest neighborhoods.
- A large number of exurbanites are in the top 10% of the nation's wealthiest neighborhoods.
- 80% of the population is in the top 10% of the nation's wealthiest neighborhoods.
- Median household income is \$70,000.
- Median age is 41.

**SOCIOECONOMIC TRAITS**

- Exurbanites are more likely to be in the top 10% of the nation's wealthiest neighborhoods.
- Exurbanites are more likely to be in the top 10% of the nation's wealthiest neighborhoods.
- Exurbanites are more likely to be in the top 10% of the nation's wealthiest neighborhoods.
- Exurbanites are more likely to be in the top 10% of the nation's wealthiest neighborhoods.

**Exurbanites**

**AGE BY SEX**  
 Median Age: 41

**RACE AND ETHNICITY**  
 The typical Exurbanite is a white male. The typical Exurbanite is a white male. The typical Exurbanite is a white male.

**INCOME AND NET WORTH**  
 The typical Exurbanite has a high net worth. The typical Exurbanite has a high net worth. The typical Exurbanite has a high net worth.

**AVERAGE HOUSEHOLD BUDGET INDEX**  
 The typical Exurbanite has a high budget index. The typical Exurbanite has a high budget index. The typical Exurbanite has a high budget index.

**OCCUPATION BY EARNINGS**  
 The typical Exurbanite has a high occupation by earnings. The typical Exurbanite has a high occupation by earnings. The typical Exurbanite has a high occupation by earnings.

**Exurbanites**

**MARKET PROFILE**

- Exurbanites are more likely to be in the top 10% of the nation's wealthiest neighborhoods.
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- Exurbanites are more likely to be in the top 10% of the nation's wealthiest neighborhoods.

**HOUSING**  
 Median Household Income: \$70,000  
 Median Age: 41

**POPULATION CHARACTERISTICS**  
 Median Household Income: \$70,000  
 Median Age: 41

**ESRI INDEXES**  
 Median Household Income: \$70,000  
 Median Age: 41

**Exurbanites**

**SEGMENT DENSITY**  
 The typical Exurbanite is located in the top 10% of the nation's wealthiest neighborhoods.

**esri**

## GAP Analysis

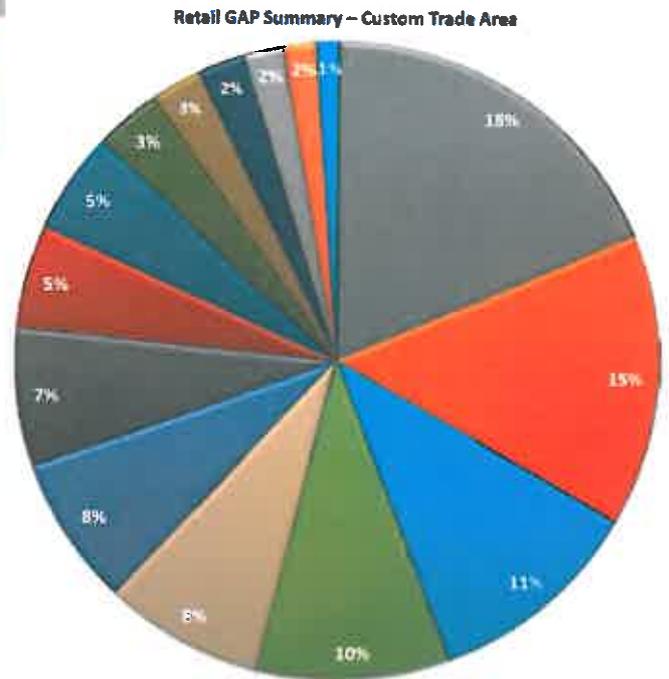
### What is GAP Analysis?

The Retail GAP Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a leakage report" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

# gap analysis

Retail GAP Summary 10 Minute Drive Time	
Retail Stores	Opportunity GAP
Supermarkets/Grocery Stores	\$53,049,978
Hardware Store/Lawn/Garden Equipment	\$32,823,523
Pharmacies and Drug Stores	\$27,592,342
Restaurants	\$24,667,312
Home Centers	\$16,676,870
Jewelry Stores	\$12,142,250
Health and Personal Care Stores	\$4,576,460
Women's Clothing Stores	\$3,959,407
Optical Goods Stores	\$3,311,849
Shoe Stores	\$3,091,355
Family Clothing Stores	\$2,304,649
Cosmetics, Beauty Supplies, Perfume Stores	\$1,957,092
Clothing Accessories Stores	\$1,931,305
<b>Total</b>	<b>\$188,084,392</b>



## Consumer Expenditure, Attitudes, and Behaviors

### You're Market in Action

Our detailed consumer attitude, expenditures, and behavior data allows us to drill down to the consumer level and understand their preferences and likelihood to purchase products and services. Local retail businesses can use this data to better understand the product and service mix needed to grow their company and capture spending that may be leaving the immediate trade area.

### Over 1,000 Variables that Cover 95% of Household Spending



#### Restaurant Market Potential

Fountain Hills Town, AZ  
Fountain Hills town, AZ (0425300)  
Place

Prepared by Esri

Demographic Summary	2015	2020
Population	23,461	24,748
Population 18+	20,436	21,736
Households	10,878	11,563
Median Household Income	\$75,933	\$88,216

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	16,120	78.9%	104
Went to family restaurant/steak house 4+ times/mo	6,575	32.2%	112
Spent at family rest/steak hse last 6 months: <\$31	1,357	6.7%	93
Spent at family rest/steak hse last 6 months: \$31-50	1,740	8.5%	100
Spent at family rest/steak hse last 6 months: \$51-100	2,949	14.4%	96
Spent at family rest/steak hse last 6 months: \$101-200	2,769	13.5%	111
Spent at family rest/steak hse last 6 months: \$201-300	1,338	6.5%	111
Spent at family rest/steak hse last 6 months: \$301+	2,100	10.3%	139



#### Pets and Products Market Potential

Fountain Hills Town, AZ  
Fountain Hills town, AZ (0425300)  
Place

Prepared by Esri

Demographic Summary	2015	2020
Population	23,461	24,748
Population 18+	20,436	21,736
Households	10,878	11,563
Median Household Income	\$75,933	\$88,216

Product/Consumer Behavior	Expected Number of		
	Households	Percent	MPI
HH owns any pet	5,832	53.6%	101
HH owns any bird	244	2.2%	80
HH owns any cat	2,515	23.1%	102
HH owns any dog	4,274	39.3%	99
HH owns 1 cat	1,395	12.8%	104
HH owns 2+ cats	1,119	10.3%	98
HH owns 1 dog	2,639	24.3%	101
HH owns 2+ dogs	1,637	15.0%	94

Peer Analysis

## What is Peer Analysis?

Retailers seek known variables and as a result tend to locate in similar communities and/or trade areas. By identifying these similar communities from a demographic and business scope, we can analyze those retailers who have shown a propensity to locate in these peer areas giving our team the ability to demonstrate why your market is a fit.

# peer analysis

| Retail Strategies

City	State	Population (2010)	Population (2014)	Population (2019)	Households (2014)	Average Household Income (2014)	Total Retail Expenditures (2014)
Provo	UT	112,521	118,447	125,943	33,399	\$58,440	\$681,082,762
El Monte	CA	113,475	116,406	120,489	28,306	\$54,317	\$553,956.912
Inglewood	CA	109,673	112,493	116,424	37,088	\$57,528	\$755,423.961
Gresham	OR	105,594	108,456	112,323	39,741	\$59,623	\$828,837.899
Everett	WA	103,434	107,213	113,162	43,117	\$63,027	\$933,362.754
El Cajon	CA	99,478	103,615	109,251	34,963	\$62,237	\$747,058.267
Rialto	CA	99,171	103,381	109,333	25,872	\$62,636	\$555,590.334



## Boots on the Ground Analysis

# What Does a Retailer See?

Purpose of this analysis is to:

- Identify/Evaluate/Catalog Priority Commercial Properties for Development, Re-development and higher and best use opportunities
- Identification of Priority Business Categories for Recruitment and/or Local Expansion
- Perform Competitive Analysis of Existing Shopping Centers and retail corridors



Property #	Name	Address	City	State
1	Land North of Walmart	11291 S Highway 51	Coweta	OK
2	Land Between Walmart and Steak 'n Shake Center	11500 S Highway 51	Coweta	OK
3	Medical Brook Center	11500 S Highway 51	Coweta	OK
4	Coweta Crossing	11500 S Highway 51	Coweta	OK
5	Land North of Burger King	12445 S Highway 51	Coweta	OK
6	Land North of Delta Hardware	12452 S Highway 51	Coweta	OK
7	Five Corner Shopping Center	11765 S Highway 51	Coweta	OK
8	Country Mart	11917 S Highway 51	Coweta	OK
9	Exxon Building South of Walgreens	14041 S Highway 51	Coweta	OK
10	Land Near to Phillips 66	10450 S Highway 51	Coweta	OK
11	FTD Motors Building	13925 S Highway 51	Coweta	OK
12	Land	11206 S Highway 51	Coweta	OK
13	Land	5 Highway 51 & N 23rd Street	Wagoner	OK

## Boots On the Ground

Information collected on BOG tour ...

- Address and Property Description
- Coordinates
- Listing Agent if applicable
- Contact Info for Agent or Owner
- Website address for Agent or Owner
- Link to Property Information on Agent or Owner's Website
- Google Earth Link to aerial and ground photo
- Total Size of Center if existing
- Available Space in Center
- Parcel Size if vacant land
- Existing Tenants if existing shopping center
- Traffic Count at property
- Summary of Recruitment opportunities specific to property
- Specific Prospects for property
- Overall strategy for property
- General comments

## current retail overview



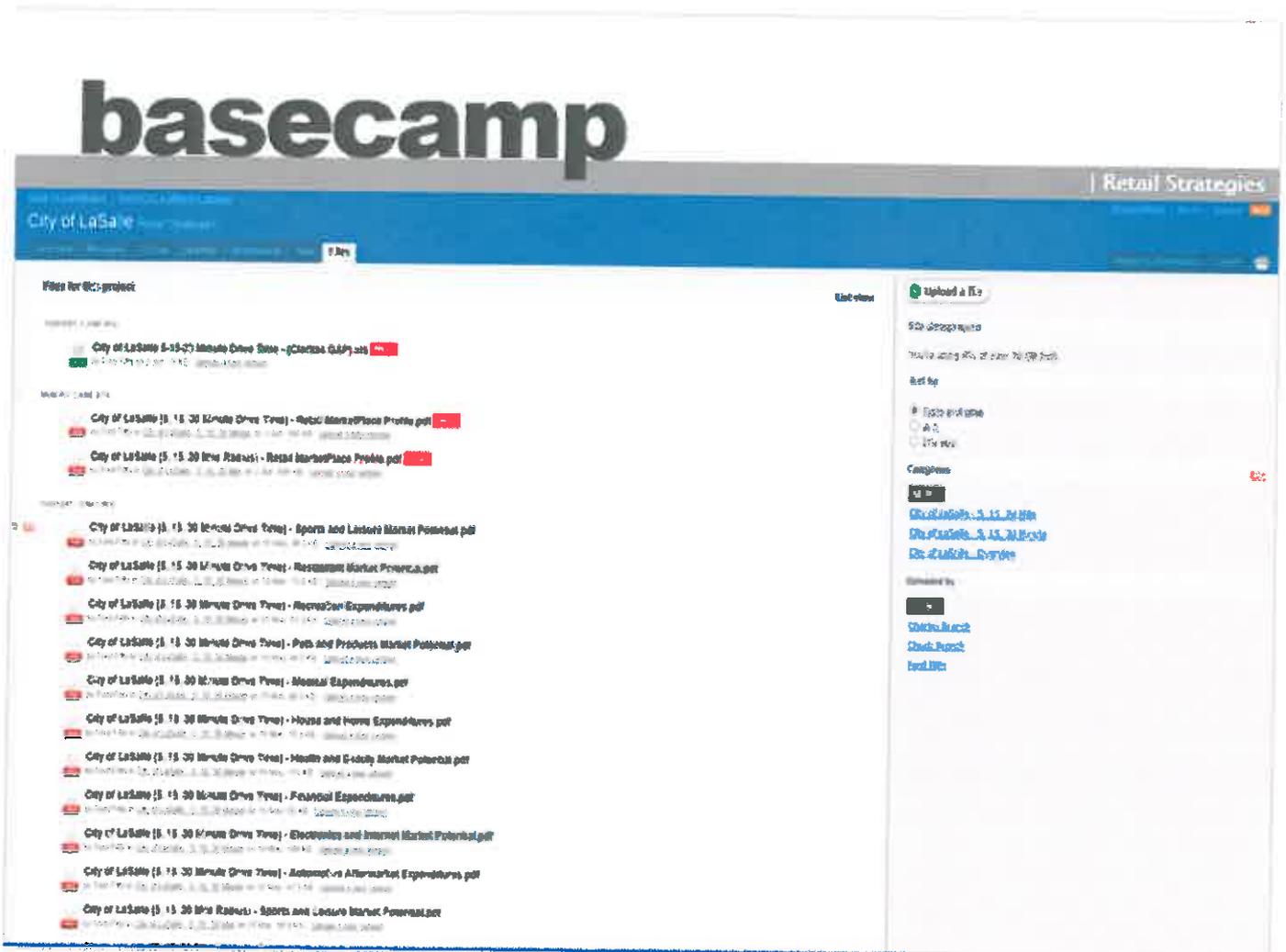
## Basecamp

# What is Basecamp?

Basecamp is a document and project management solution to provide access to all project deliverables and real time updates to the appropriate community contacts. Basecamp is a two way project management solution allowing our clients the ability to upload information to the Retail Strategies team, set alerts, create to do lists, and much more.

The Client Manager for the Community engagement will also upload any on demand research requests and updates of conversations with local property owners, commercial realtors and developers. All users designated by Community will receive Basecamp training from Retail Strategies staff through a web meeting.

## Communication is the Key to a Great Partnership



## Development of the Strategic Retail Recruitment Plan

### Explanation of Opportunities. Action Plan Moving Forward.

#### Recruitment Strategy

Upon completing data analysis, the real estate analysis (BOG), and reviewing input from the client, the Retail Strategies team develops a Recruitment Strategy for the community. The Recruitment Strategy will identify both short-term and long-term recruitment objectives and goals.

#### Retail Prospects

The Retail Prospect List, includes targeted retail prospects for recruitment to Community, and is based on the initial research and analysis (both quantitative and in-market). The Retail Prospect List is a dynamic document which is continuously updated based on real time conversations with both retailers and developers. As we represent Community nationally, present opportunities within Community to retailers and developers, and learn of newly announced retail expansion plans and concepts, the prospect list will be updated accordingly.

#### Recommendations for Site Locations for Retail/Restaurant Companies

Retail Strategies will work with the city to prioritize commercial properties that may be suitable sites to present to prospective new retailers. This will include maps, marked aerials, and all pertinent contact and site specific information relative to each site.

#### Monthly Update

Through Basecamp, emails, and phone calls our team will keep the identified contacts updated relative to recruitment efforts and specific interaction with prospective retailers and developers interested in Community retail trade area.



# Marketing Materials

## Give Retailers What They Want

Marketing materials are an essential tool to recruiting retailers. Our team will build custom materials to attract retail to your community. We carefully craft the information within each Marketing piece to best represent the opportunities in the community, and show the decision makers the information the desire when looking at an expansion opportunity.

**Market Highlights**

**Gold Facts**

- Population of 10,000+ in the area
- Highly educated workforce
- Strong local economy
- Excellent schools
- Proximity to major highways

**Major Area Statistics**

Category	Value
Population	10,000
Median Income	\$45,000
Unemployment Rate	5.2%

**Retailer Area Schools**

School Name	Address	Phone
St. Ann's School	123 Main St	555-123-4567
St. Joseph School	456 Oak St	555-987-6543

**Retailer Area Demographics**

Category	Value
Population	10,000
Median Income	\$45,000
Unemployment Rate	5.2%

**GAP ANALYSIS**

The Gap Analysis is a summary of the current retail landscape in the community. It identifies the types of retail that are currently operating in the community, and the types of retail that are needed to meet the needs of the community.

**Don Holton**  
 Director of Retail Development  
 123 Main St  
 LaSalle, IL 61301  
 555-123-4567

**Retail Categories:**

100+ Retailers	50-100 Retailers	20-50 Retailers	10-20 Retailers	5-10 Retailers
100+ Retailers	50-100 Retailers	20-50 Retailers	10-20 Retailers	5-10 Retailers

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**Major Area Statistics**

Category	Value
Population	10,000
Median Income	\$45,000
Unemployment Rate	5.2%

**Retailer Area Schools**

School Name	Address	Phone
Provo High School	123 Main St	555-123-4567
Cedar Breaks High School	456 Oak St	555-987-6543

**Retailer Area Demographics**

Category	Value
Population	10,000
Median Income	\$45,000
Unemployment Rate	5.2%

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 123 Main St  
 Provo, UT 84601  
 555-123-4567

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100+ Retailers	50-100 Retailers	20-50 Retailers	10-20 Retailers	5-10 Retailers
100+ Retailers	50-100 Retailers	20-50 Retailers	10-20 Retailers	5-10 Retailers

## Execution of the Strategic Retail Recruitment Plan

# People and Connections Make the Difference

### Implementation

Upon completion and adaptation of the Strategic Retail Recruitment Plan, Retail Strategies puts its years of retail real estate experience – and a national network of retail, restaurant and developer contacts – to work on your behalf. Retail recruitment is a commercial real estate activity and, as such, requires all of the aforementioned elements in order to yield results. Retail Strategies will embark upon a sustained, aggressive recruitment campaign on behalf of Community. We become an extension of the staff providing the focus, expertise, and relationships necessary to develop and execute a successful recruitment process.

### Portfolio Review

Due to the number of engaged cities we work with, we have retailers and developers who are aggressively expanding their market presence regionally and nationally and want to sit down with our team to discuss our portfolio. Our firm has a roster of developers who are looking to replicate previous developments in similar communities across appropriate geographic regions. Retail Strategies meets with these retailers and developers in a variety of settings – corporately, regionally, at ICSC functions or in their offices – to position opportunities across our engaged city portfolio down to the specific sites meeting their criteria. Extensive analysis and preparation prior to the Portfolio Review allow meetings to focus on deal making in addition to exchanging information. Retailers and developers have told us that this is the most productive use of their time and their preferred way to discuss opportunities and negotiate deals.



\*Full Team Bio's Located online at [www.retailstrategies.com](http://www.retailstrategies.com)

## National Representation

### How Do We Represent?

In 2015 Retail Strategies will attend more than thirty (30) Retail Real Estate Conferences to represent our clients to developers and expanding retailers. After thorough preparation for each convention, our team sits down with decision makers with data, sites, and other creative tools to position your community to attract the right retailer.

### What is ICSC?

The International Council of Shopping Centers (ICSC) is the global trade association for the retail industry. ICSC helps both the public and private sector understand the market through educational programs, monthly publications, certification programs, and (most popular) Deal Making Conventions. The most well known and most attended is ICSC RECON which takes place annually in May in Las Vegas, NV. This year there are over 35,000 attendees and is the largest year on record. RECON is one of the largest opportunities for Retail Strategies to represent your community each year to expanding retail concepts. In addition, Regional Deal Making Shows are another great opportunity to meet with retail decision makers.

### Deal Making Space

Retail Strategies invests heavily each year to provide a leading platform for our Clients at retail conferences nationally. By having this platform, retailers, brokers, developers, and investors take notice and will connect with our team to discuss your community. In 2015 Retail Strategies will have over 5,000 sf of deal making space for our team to represent and our clients to utilize across the Country at more than a dozen retail conferences.



LAS VEGAS	2015
NEW YORK CITY	2015
DALLAS	2015
ATLANTA	2015
CHICAGO	2015
ORLANDO	2015
OKLAHOMA CITY	2015
NEW ORLEANS	2016
CHARLOTTE	2016



Timeline

## Discovery Phase

Following the execution of our agreement, Retail Strategies begins immediately working to better understand and identify opportunities within the market. The following diagram gives you a brief perspective on the completion dates for the materials that go in to the Strategic Retail Recruitment Plan.



# Investment



## Year 1

**\$50,000**

- Research Quantitative and In-Market Assessment of Real Estate Assets
- Access to BaseCamp
- Development of the Strategic Retail Recruitment Plan
  - Recruitment Strategy for New Retail and Restaurant Companies
  - Provide Identification and Recommendation of Retail Prospects
  - Recommendation of Site Locations for Retail/Restaurant Concepts
  - Development of Marketing Materials
  - Call List and Recruitment Updates
- Execution of Strategic Recruitment Plan
  - Working with local property owners, developers and real estate professionals in order to facilitate retail growth, including On Demand Research/Analysis
  - Outreach to retail prospects with continuous updating of Retail Prospect List
  - Representation at national and regional retail real estate conferences

## Year 2 & 3

**\$30,000**

Retail Strategies, for year two and three of the engagement, will provide updated research and continue on-demand research reports/analysis.

- Updated quantitative research and on-demand research reports/analysis
- Updating of Strategic Retail Recruitment Plan
- Updating of Retail Prospect List
- Representation at national and regional retail real estate conferences
- Representation at national and regional retail real estate conferences

# Addendum A: Data Approach and Analysis

## DATA ANALYSIS METHODOLOGY AND APPROACH

Our research solutions are not a “one size fits all” or pre-formatted by an industry standard radius or drive-time area. Each city, neighborhood or retail trade area requires unique analysis based on numerous factors including natural boundary areas, current retail tenant mix, travel times, radius areas and existing sites/buildings. Our research focuses on identifying the data points that are most likely to influence the site location decisions of retailers. Once these data points are determined – we provide thematic maps, aerial photos, asset maps, and customized research reports by retail concept.

### PRIMARY DATA RESOURCES

**Census, AGS, and ESRI Demographics:** By incorporating demographic data from multiple sources, DDR is able to better understand the population, income and retail spending shifts taking place in the current economic environment.

**Business Location Data:** This location data is ideal for competitive analysis, understanding market opportunities and evaluating market dynamics. Sourced to D&B®, the world’s most trusted source of sales and marketing solutions, all D&B information is powered by DUNSRight™, D&B’s Quality Process which gives you the insight you need to identify and target prospects.

**Consumer Expenditures:** This data includes 18 reports and close to 1,000 variables that collectively cover almost 95% of household spending. Based on extensive modeling of the BLS Consumer Expenditure Survey, CEX provides reliable estimates of market demand and average household expenditures.

**Retail Potential:** This new tabulation utilizes the Census of Retail Trade tables which cross-tabulates store type by merchandise line. The Consumer Expenditure data was aggregated to the merchandise line classification and then distributed to each of the major store types.

**Tapestry Psychographic Segmentation:** Tapestry, an ESRI product, classifies US neighborhoods into 65 market segments based on socioeconomic and demographic factors, then consolidates them into LifeMode and Urbanization Groups.

### Additional Information and Sources for our Research:

- Census data from 1980 through 2010 (Census years), current year and 5 year projections. Data and reports are updated annually and across all identified retail trade areas for all client engagements.
- Most of our data providers use similar methodologies for creating estimates and projections – which is then impacted by methodologies for aggregating that data across block groups up to trade area boundaries.
- AGS demographics for current year and 5 year projections.
- ESRI demographics for current year and 5 year projections.
- Claritas demographics for current year and 5 year projections.

- We use the following additional datasets for segmentation analysis:
  - MOSAIC
  - Tapestry
- MRI's Consumer Behavior and Attitude data.
- Additional data from the Bureau of Economic Analysis, Census of Retail/Consumer Spending, and the Department of Labor.
- Multiple sources for our GAP Analysis supplemented by business databases and our boots on the ground market research.
- Crime stats directly from the FBI.
- IPEDS for analysis of 2 year and 4 year education institutions when needed to better understand the demographics of college students in a given market/trade area.
- We create geographies and maps down to areas as small as .5 mile radius or 1 minute travel times.
- We create custom retail trade areas by aggregating geography boundaries or hand drawing polygons.
- Our software solutions allow us to filter a retailer's locations to then match targeted sites within each engaged clients retail trade area(s).
- We use Regus software to create aerials by city, retail trade area or development/redevelopment zones including locations of all existing retail. Regus also allows us to map identified development, redevelopment and higher and best use locations within targeted retail corridors.

### Conduct Market Research

- Identify Community Retail Trade Areas

Retail Strategies will identify the appropriate radius, drive time and custom trade areas based on feedback from key community contacts, analysis of peer communities and through our onsite market visits

- Perform Market & Retail GAP Analysis

Once the Retail Trade Areas are identified, we begin the process of performing detailed demographic research, GAP/leakage analysis across all retail categories and household level consumer expenditure reviews to use as part of our pro-active outreach to retailers. Our Custom Demographic Research includes Historical, Current, and Projected Demographics from multiple sources

- Conduct Retail Peer Identification and Analysis

Retailers have a tendency to locate in similar communities and/or trade areas. By identifying communities similar to Community markets from a demographic and business scope, we can analyze those retailers who have shown a propensity to locate in these peer areas.

- Provide Consumer Attitude and Behavior Analysis

Our detailed consumer attitude and behavior data allows us to drill down to the consumer level and understand their preferences and likelihood to purchase products and services. Local retail businesses can use this data to better understand the product and service mix needed to grow their company and capture spending that may be leaving the immediate trade area

- Identify/Evaluate/Catalog Available Commercial Properties and Development Opportunities

Understanding the real estate options within the market for development, redevelopment and higher and best use allows the Retail Strategies team to position specific properties to retail prospects. Our licensed real estate professionals drive the market and retail corridors within Community to build a database of the available commercial properties

- Tapestry Lifestyles – Psychographic Profile of Trade Area / Market Segmentation Analysis

Retailers today know the psychographic profiles of their target consumer. Through Tapestry Lifestyles we are able to review 65 segmentation groups and match the consumer profile of Community shoppers to prospective retailers. This data can also be critical to retailers regarding the types of product and service offered once the location decision has been reached

- Thematic Mapping and Aerial Imagery by trade area

Data visualization allows retailers to identify and target areas for expansion/relocation and the consumers that match their customer profile



# Addendum B: Team



*For a full list of our team members and their bio please visit: <http://www.retailstrategies.com/about-us/our-team/>*



## Addendum C: Optional Services

Retail development in today's market, while improving from the downturn which occurred in the 2008–2011 period, requires much cooperation from all parties involved. Many new retail development projects show how this mutual partnership between the retailers, developers and municipalities can result in WIN–WIN scenarios for all involved. Economic development partnerships between cities seeking retail, developers looking for new opportunities and retailers looking to grow in new markets which seemed a stretch in the past, are now happening thru this team effort.

In the past, when development economics didn't seem to make sense, developers and retailers chose to move on to the next opportunity. However, success is now being realized in communities previously overlooked due to the creative and economically feasible alternatives municipalities can bring to the table.

Today, we believe the municipality needs to have a “seat” at the table initially in all new or re–development projects in their community. By making the municipality a “partner” in the development discussion, opportunities for creative assistance to bridge economic gaps can become deal makers versus deal breakers.

Each municipality in each state differs in the capability and method for providing assistance. Many development agreement alternatives exist to “bridge the gap” and deal with funding shortfalls to create successful developments. Some of these include Development Agreements in which the municipality uses funds from reserves or bond issues to assist with site infrastructure or similar improvements (from which sales or property tax increases are used as repayment along with alternatives for developer guaranty obligations), sales tax incentives (typically thru revenue sharing in some fashion with the developer or retailer) or joint developments in which the City develops city–owned property such as parking facilities or other public infrastructure to help mitigate shortfalls in development funds.

Municipalities realize a positive return on investment by providing methods to create development in their communities – plus job growth, higher property taxes, a broader tenant mix and ultimately, additional tax revenues to fund quality of life projects throughout the community. Developers now have a better understanding of what options are available to turn previously economically difficult deals into new development projects. By creating a partnership with the municipality from the outset of a deal, more opportunities exist for new and exciting retail developments to occur.

### **a. Additional Property Marketing Materials**

As a part of our engagement Retail Strategies will develop marketing materials for the City of Community market including key development/redevelopment sites. In the event developers, property owners, and/or commercial realtors request similar marketing materials for their sites, Retail Strategies can create these collateral materials for a fee.

# **Buxton Rough Draft Scope of Services – Camp Verde, AZ**

**Below you will find our standard Scope of Work outline for our Multi-year partnership:**

## **Retail Recruitment and Retention Solution: Your Community Profile**

Our solution is a total marketing strategy that enables community leaders to understand the consumer profile of their residents and to identify specific retailers and restaurants who seek a market with household purchasing habits just like yours. This solution provides you with the ability to actively pursue identified retailers, making a compelling case for their expansion to your community by utilizing custom marketing packages that Buxton will create for you. You will have access to the same analytical information and insights retailers depend on today to make site selection decisions providing you with instant credibility and the ability to differentiate your community.

### **Step 1 - Research Your Community**

Buxton uses over 250 consumer and business databases that are updated regularly and compare your potential sites to the universe of all competing sites operating in the U.S. We define your current retail situation and those in any neighboring communities that impact your retail environment.

### **Step 2 – Define and Evaluate Your Trade Area**

Customers shop by convenience, measuring distance based on time, not mileage. We will conduct a custom drive-time analysis to determine your trade area using our proprietary methodology and knowledge of individual retail client's actual trade areas. Your drive-time trade area will be provided to you as a map that accurately depicts your consumer shopping patterns.

### **Step 3 – Profile Your Trade Area's Residential Customers**

Your community profile will analyze all the households in your drive-time trade area. Based on more than 7,500 categories of lifestyles, purchase behaviors and media reading and viewing habits (psychographics), the households in your trade area are assessed to gain an understanding of the types of retailers that would be attracted to your site.

### **Step 4 – We Match Retailers and Restaurants to Market Potential**

Buxton will match the consumer profile of your community's trade area against the customer profiles of 5,000+ retailers in our proprietary database. We will identify the similarity between the two profiles analyzed using Buxton's proprietary retail matching algorithm to determine if your site presents an attractive opportunity for each retailer. We then qualify the list of matched results to verify that a retailer is currently operating or expanding, that they operate in similar sites and that your site affords adequate buffer from competition and cannibalization to be realistically considered.

### **Step 5 – We Create Marketing Packages**

Buxton will assemble individualized marketing packages for up to twenty (20) targeted retailers and will notify each retailer's key real estate decision maker, by letter that they have been qualified by Buxton as a potential viable fit for your site and should expect to be contacted by a representative of the city. Your marketing packages will be delivered to you in SCOUT and include:

1. Map of the retail site and trade area
2. Map of retailer's potential customers

3. Retailer match report that compares the site's trade area characteristics and consumer profile with the retailer's sites in similar trade areas

#### **Step 5 – Implementation**

Buxton will assist in the implementation of the retail development roadmap as an extension of your staff. Throughout the implementation phase, our team assists with breaking down the barriers of engagement with the targeted retailers through being an unbiased third party market research firm.

#### **Solution Deliverables:**

- SCOUT Touch Access
- Drive Time Trade Area Maps
- Retail Site Assessment
- Retail Match List (specific retailers that match your trade area's consumer profile)
- Retailer Specific Marketing Packages (for up to twenty (20) retailers)
- Mobile tablet device at completion pre-loaded with all findings

**Multi Year Deliverables:** Year 2 & 3 of this partnership will include a Retail Recruitment model refresh, retail marketing packages, and full SCOUT and SCOUT Touch.

#### **Partnership Investment Structure:**

Initial 3-year term - \$50,000 annually with provisions in place allowing evaluation of partnership each year

Public Sector

# THE THREE BENEFITS OF RETAIL DEVELOPMENT STRATEGIES

## Retail Is The Nation's Largest Non-Farm Employment Sector

Economic development initiatives often focus on recruiting "big" companies and industries, while overlooking what the U.S. Bureau of Labor Statistics reports is the nation's largest non-farm employment sector: retail.

Retailers come in many shapes and sizes and tend to be very sensitive to economic swings, making it critical that communities develop strategies to attract and retain the right retailers. If you aren't convinced that retail development is worth the investment, here are three benefits that a thriving retail sector provides.

### RETAIL DEVELOPMENT BENEFITS:

1. Increase Sales Tax Revenue
2. Enhance Quality of Life
3. Support Local Businesses

"Finding the right match is critical for communities planning to recruit retail. One retailer's success in a community often attracts others."

**Cody Howell**  
Vice President & General Manager, Buxton

### Benefit #1: Increase Sales Tax Revenue

Perhaps the primary driver of retail recruitment efforts is sales tax collection, which has played an important role in making up for shortfalls in other revenue streams.

The share of sales tax revenue generated by retailers is substantial. But if your residents have to leave the community to shop at their preferred retail outlets, those sales tax dollars end up benefitting a neighboring community. By identifying and recruiting the retailers that are the best match for your community's needs and interests, you can keep sales tax dollars in your city's general fund and invest the money back into local public projects and services.

## Benefit #2:

### Enhance Quality Of Life

Convenient shopping and dining options greatly contribute to a community's quality of life. Shorter drive-times save time and fuel costs, while increasing the frequency of visits. But to truly enhance quality of life, community leaders should focus on recruiting the retailers that are the best match for the community's needs and desires. Otherwise, residents may continue to bypass local retailers in favor of others that provide the products, services, or experiences they seek.



Use Buxton's SCOUT platform to recruit the best retailers for your community.

## Benefit #3:

### Support Local Businesses

Retail development efforts shouldn't focus exclusively on recruitment. An equally important part of any strategy is support for existing retailers. Whether existing outlets are owned by local entrepreneurs or larger chains, they can all benefit from insights on local demographic and lifestyle trends, competitors in neighboring communities, and local government decisions that could impact their business. Smart communities use analytical tools to help existing retailers optimize their location, marketing, and merchandising strategies, contributing to long-term success.

### Smart Communities Use Analytical Tools

Since 1994, Buxton has provided big answers for retailers and communities. Our insights go beyond broad regional demographics by drilling down to the household-level in order to give you the clearest picture of your community. We've helped 650 communities recruit over 35 million square feet of retail space. Contact us today to learn more.

# Buxton

GET TO KNOW US. 1-888-2BUXTON | [buxton@buxtonco.com](mailto:buxton@buxtonco.com) | [www.buxtonco.com](http://www.buxtonco.com)

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GOVERNMENT FINANCE OFFICERS ASSOCIATION

*Distinguished  
Budget Presentation  
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PRESENTED TO

**Town of Camp Verde  
Arizona**

For the Fiscal Year Beginning

**July 1, 2015**

*Jeffrey R. Egan*

Executive Director