



Town of Camp Verde Vision Statement

"Camp Verde is welcoming, a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life."

**AGENDA
TOWN OF CAMP VERDE
REGULAR SESSION
PARKS & RECREATION COMMISSION
473 S. MAIN STREET, SUITE 106
MONDAY, APRIL 7, 2025 at 6:00 P.M.**

ZOOM MEETING LINK:

<https://us02web.zoom.us/j/81151457323?pwd=cREr6IdP93MWBQSpUFvBtXFuhKgDdX.1>

one Tap Mobile: 1-253-215-8782 or 1-346-248-7799

Meeting ID: 811 5145 7323

Passcode: 443020

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

- 1) **Call to Order**
- 2) **Roll Call.** Chairperson Dave Grondin, Vice Chairperson Candra Faulkner, Commissioner Glenda Duncan, Commissioner Mary Hughes, Commissioner Zach McKay, Commissioner Jerry Morris, and Commissioner Charlotte Salsman.
- 3) **Pledge of Allegiance**
- 4) **Consent Agenda** - All those items listed below may be approved by one motion as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Commission requests.
 - a) **Approval of Minutes:**
 - 1) Regular Session – March 3, 2025 Pg. 3
 - b) **Set Next Meeting Date and Time:**
 - 1) Monday, May 5, 2025 at 6:00 p.m.
 - 2) Monday, June 2, 2025 at 6:00 p.m.
- 5) **Call to the Public for items not on the Agenda. (Please complete Request to Speak Card and turn in to Town Staff).** Residents are encouraged to comment about any matter NOT included on the agenda. State law prevents the Commission from taking any action on items not on the agenda. At the conclusion of an open call to the public, individual members of the public body may respond to criticism made by those who have addressed the public body, may ask staff to review a matter or may ask that a matter be put on a future agenda. However, members of the public body shall not discuss or take legal action on matters raised during an open call to the public unless the matters are properly noticed for discussion and legal action.
(Pursuant to ARS §38-431.01(H))

- 6) **Introduction to our new Parks & Recreation Supervisor Tiffany Smith.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 9
- 7) **Update on the Parks & Recreation Master Plan Request for Proposal.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 11
- 8) **Review, discussion, and possible recommendation for Heritage Pool renovations.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 51
- 9) **Discussion and possible recommendation for a Request for Proposal for an outside party to host and organize a summer concert series.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 65
- 10) **Commission Informational Reports.** These reports are relative to the committee meetings or events that Commission members attended.
- 11) **Update on Parks & Recreation current programming and events.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 67
- 12) **Adjournment**

Note: Pursuant to A.R.S. §38-431.03A.2 and A.3, the Parks and Recreation Commission 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.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at the Town of Camp Verde and Bashas on 04-01-2025 at 4:00 p.m. in accordance with the statement filed by the Camp Verde Town Council with the Town Clerk

Leah Rhodes

Leah Rhodes, Town Clerk



DRAFT MINUTES
TOWN OF CAMP VERDE
REGULAR SESSION
PARKS & RECREATION COMMISSION
473 S. MAIN STREET, SUITE 106
MONDAY, MARCH 3, 2025 at 6:00 P.M.

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

1) **Call to Order**

Chairman Grondin called the meeting to order at 6:00 p.m.

2) **Roll Call.**

Chairperson Dave Grondin, Vice Chairperson Candra Faulkner, Commissioner Glenda Duncan, Commissioner Jerry Morris, Commissioner Mary Hughes, Commissioner Zach McKay (absent), and Commissioner Charlotte Salsman.

Also Present

Town Manager Miranda Fisher, Parks and Recreation Manager Shawna Figy and Acting Deputy Town Clerk Jadie Edwards.

3) **Pledge of Allegiance**

Commissioner Duncan led the Pledge.

4) **Consent Agenda** - All those items listed below may be approved by one motion as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Commission requests.

a) **Approval of Minutes:**

- 1) Regular Session – January 6, 2025
- 2) Work Session/Site Tour – February 3, 2025

b) **Set Next Meeting Date and Time:**

- 1) Monday, April 7, 2025 at 6:00 p.m.
- 2) Monday, May 5, 2025 at 6:00 p.m.

Motion was made by Vice Chair Faulkner to approve the next meeting dates and times, and approving the meeting minutes. Second was made by Commissioner Duncan.

Roll Call:

Commissioner Hughes: Aye
Commissioner Morris: Aye
Commissioner Duncan: Aye
Commissioner McKay: Absent
Commissioner Salsman: Aye
Vice Chair Faulkner: Aye
Chair Grondin: Aye
Motion Passed: 6-0

- 5) **Call to the Public for items not on the Agenda. (Please complete Request to Speak Card and turn in to Town Staff).** Residents are encouraged to comment about any matter NOT included on the agenda. State law prevents the Commission from taking any action on items not on the agenda. At the conclusion of an open call to the public, individual members of the public body may respond to criticism made by those who have addressed the public body, may ask staff to review a matter or may ask that a matter be put on a future agenda. However, members of the public body shall not discuss or take legal action on matters raised during an open call to the public unless the matters are properly noticed for discussion and legal action. (Pursuant to ARS §38-431.01(H))

No public comments.

- 6) **Sesquicentennial Park Presentation.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks & Recreation Manager Shawna Figy stated this is a presentation from members of the community who are interested in making improvements to Sesquicentennial Park, specifically the addition of a new pavilion and possible other monuments. The group is interested in starting a non-profit and collecting donations or doing fundraisers to complete this project.

Charlie German presented to the Commission the improvements of the Sesquicentennial Park project.

Charlie German, Parks & Recreation Manager Figy and Town Manager Fisher answered questions from the Commission.

The Commission made recommendations to Charlie German and the group on the design of the new proposed gazebo.

The Chair and Commission directed Charlie German to come back with a design to the gazebo that is more historic for the Town.

Motion was made by Vice Chair Faulkner to table the item and directed the group to come back with changes to the design. Second was made by Commissioner Salsman.

Roll Call:

Commissioner Hughes: Aye
Commissioner Morris: Aye
Commissioner Duncan: Aye
Commissioner McKay: Absent
Commissioner Salsman: Aye
Vice Chair Faulkner: Aye
Chair Grondin: Aye
Motion Passed: 6-0

7) **Dark Sky Presentation.** Staff Resource: Town Manager Miranda Fisher.

Town Manager Miranda Fisher introduced Dave Inman, a volunteer delegate with the International Dark Sky Association, and a founding member and former board chair of the Camp Verde Dark Sky Community, Inc. Dave Inman presented to the Parks and Recreation Commission about what it means to be a designated Dark Sky community.

Town Manager Fisher stated the strategic plan includes a year one action plan goal of educating the Parks and Recreation Commission and Council about Dark Sky. Town Council and the Planning and Zoning Commission will receive a similar presentation in March.

Dave Inman presented to the Commission dark sky initiatives, such as reducing light pollution and gaining International Dark Sky designations, which have turned pristine night skies into valuable economic assets for many communities.
Dave Inman and Town Manager Fisher answered questions from the Commission.

8) **Discussion and Review of Fort Verde Days Grand Marshal Selection.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Shawna Figy stated the Commission requested a review of the process used by Parks & Recreation staff to determine the Grand Marshal for the Fort Verde Days parade.

Parks & Recreation Manager Figy discussed with the Commission the Grand Marshal selection process that the Parks & Recreation Department follows.

Parks & Recreation Manager Figy and Town Manager Fisher answered questions from the Commission.

The Commission gave direction to Parks & Recreation Manager Figy on suggestions of future selection of the Fort Verde Days Grand Marshal.

Public comment:

Jennifer Dutton spoke on her concerns regarding the selection of the Fort Verde Days Grand Marshal Selection.

- 9) **Parks & Recreation Commission Quarterly Report.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Chairperson Grondin reviewed the Quarterly update that will be presented to the Town Council.

Town Manager Fisher noted that the Town Manager meet and greet did not occur in Q4.

- 10) **Update on the Parks and Recreation Master Plan Request for Proposal.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks & Recreation Manager Figy shared that the Parks & Recreation Master Plan Request for Proposal was put out to bid in January. Parks & Recreation staff and Martin Smith, the Town's Capital Improvements Project Manager, held a pre-bid meeting on January 22nd with 12 participants on the virtual call. All bids were due February 19th. Four bids were received, and a review committee has been established, who will meet the first week of March to discuss the proposal and determine who they are recommending the contract be awarded to.

Parks & Recreation Manager Figy and Town Manager Fisher answered questions from the Commission.

Public comment:

Manny Minjarez spoke on concerns regarding water in the ponds at the Verde Lakes Park.

- 11) **Tourism Community Survey.** Staff Resource: Town Manager Miranda Fisher.

Town Manager Fisher stated the Town of Camp Verde is calling on community members to make their voices heard through a Community Tourism Survey. As part of the Town's strategic plan, enhancing tourism-related revenue is a key goal to promote sustainable growth and economic vitality. The survey is open through March 7, 2025. The Town has worked with Culture Access Group to better understand and respond to the needs of their community stakeholders.

Town Manager Fisher answered questions from the Commission.

- 12) **Commission Informational Reports.** These reports are relative to the committee meetings or events that Commission members attended.

The Commission presented their Informational Reports.

Parks & Recreation Manager Figy answered questions from the Commission.

- 13) **Update on Parks & Recreation current programming and events.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks & Recreation Manager Figy presented an update to the Commission on current programming and events.

14) **Adjournment**

Chairman Grondin adjourned the meeting at 7:30 p.m.

Chair Dave Grondin

Parks & Rec Manager Shawna Figy

CERTIFICATION

I hereby certify that the foregoing minutes are a true and accurate accounting of the actions of the Parks & Rec Commission of the Town of Camp Verde, Arizona during the Regular Session held on the 3rd day of March, 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this _____ day of _____, 2025.

Leah Rhodes, Town Clerk

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: April 7, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Introduction of our new Parks & Recreation Supervisor, Tiffany Smith

Attached Documents: N/A

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number: The Parks & Recreation Supervisor is a budget position.
- Approved in the FY25 Budget? ☐ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

Tiffany Smith officially joined our staff on March 13th as the new Recreation Supervisor. After 27 years of living in Colorado, Tiffany came to Arizona in 2020 for a fresh start and a warmer climate. While the Verde Valley was only going to be a steppingstone towards her next chapter, she fell in love with the area and quickly started to immerse herself in the community. With a history of personal training and event planning, she is excited to join the Town of Camp Verde Parks & Rec Division to reignite her passion for making a difference in the lives of others. She brings a variety of skills and qualifications to the table and looks forward to contributing to the ongoing growth and success of the Division's goals and objectives.

Question(s) before the Commission:

- Does the Commission have any questions for Tiffany?

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: April 7, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Update on the Parks & Recreation Master Plan Request for Proposal

Attached Documents:

- Kimley-Horn RFP

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number: This is a CIP expense where \$25,000 has been budgeted this year for the RFP with \$75,000 budgeted in FY2026 and \$20,000 budgeted in FY2027.
- Approved in the FY25 Budget? ☒ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☒ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

The Parks & Recreation Master Plan Request for Proposal was put out to bid in January. Parks & Recreation staff and Martin Smith, the Town's Capital Improvements Project Manager, held a pre-bid meeting on January 22nd with 12 participants on the virtual call. There was a question period where potential bidders could ask questions to clarify anything within the Request for Proposal. The question period ended February 12th, and all interested parties were provided with an addendum that included all the questions that had been submitted with answers. All bids were to be submitted February 19th. A review committee was established and scored the submitted proposals on March 5th.

The highest scoring proposal was submitted by Kimley-Horn. This proposal was taken to Council, and the bid was awarded to Kimley-Horn on March 19th. Town staff are currently working on drafting a Professional Services Agreement. As soon as that is signed, there will be a kickoff meeting with staff.

Connection to the [FY25-FY30 Strategic Plan](#)

Adopting a Parks & Recreation Master Plan has been identified as a priority in the Strategic Plan. Step one is to complete an RFP in order to find a consultant to assist us with the development of the master plan.



Parks and Recreation Commission Agenda Information Memorandum

Question(s) before the Commission:

- Does the Commission have any questions about this update on the Request for Proposal?



February 19, 2025

Proposal for:

TOWN OF CAMP VERDE

PARKS, RECREATION, TRAILS, AND OPEN SPACE

MASTER PLAN

Prepared by:

Kimley»Horn
Expect More. Experience Better.

RFP #24-201

February 19, 2025

Shawna Figy
Town of Camp Verde
473 S. Main Street
Camp Verde, AZ 86322

RE: Proposal for the Town of Camp Verde Parks, Recreation, Trails, and Open Space Master Plan

Dear Ms. Figy and Members of the Selection Committee:

The Town of Camp Verde (Town) is seeking an experienced consultant to develop the Town's Parks, Recreation, Trails, and Open Space Master Plan (Plan) to create a vision for the community's parks, recreation facilities, open spaces, and trail system. This Plan is vital to setting the framework for future decision making, leveraging future grant and funding opportunities, identifying community needs and expectations, and finding solutions to gaps or barriers currently preventing the Camp Verde community from fully utilizing and enjoying parks and recreation amenities. The Kimley-Horn team is ready to work with the Town to develop a visionary and progressive plan focused on promoting an active, safe, vibrant, and sustainable community. A few distinguishing qualities of our team include:

Recent and Directly Relevant National Experience. Kimley-Horn is a national expert in parks and recreation planning and has recently completed many similar municipal systemwide parks, recreation, trails, and open space master plans including the Prescott Valley Parks and Recreation Master Plan; Scottsdale Parks and Recreation Master Plan, Chandler Parks Strategic Master Plan; Goodyear Parks, Recreation, Trails & Open Space Master Plan; Casa Grande Community Services Master Plan; and Snoqualmie Parks, Recreation, Open Space, and Trails Master Plan. **We are highly experienced at creating plans that have been successfully implemented for communities to enjoy.**

Simply a Better Experience. The Kimley-Horn team is focused on providing not only exceptional service and solutions, but also a better overall experience than you would get with any other firm. Additionally, members of our team have developed a positive working relationship with Town staff, including Shawna Figy, on previous projects. Our

Kimley-Horn and Associates, Inc.
14648 N. Scottsdale Road, Ste. 200
Scottsdale, AZ 85254
www.kimley-horn.com

team is eager to leverage our knowledge of the town and the Verde Valley to provide the Town with a plan that is tailored to your needs and the town's unique opportunities and constraints. **We are eager to demonstrate the type of responsiveness and high-quality service Kimley-Horn and Project Manager, Marissa Pellegrini, PLA, ASLA, CLARB, have become known for in the industry.**

Local Presence and Familiarity. With Kimley-Horn, the Town gets the best of both worlds. Our project manager and project team offer extensive, high-caliber, national systemwide parks and recreation master planning experience. These same individuals live locally and have experience working and serving clients in the Town of Camp Verde and the surrounding area. Our branch office locations that will assist in performing the work on this project are shown to the right. **We bring the local knowledge and familiarity, national expertise, and excellent working relationships to make this project successful.**

We are confident that our team is best qualified to complete this project. We are committed to providing exceptional service and responsiveness to the Town. Thank you for the opportunity to submit our qualifications for this exciting project opportunity. Please reach out to Project Manager, Marissa Pellegrini at 602.906.1153 or Marissa.pellegrini@kimley-horn.com if you have any questions.

Sincerely,

KIMLEY-HORN



Marissa Pellegrini, PLA,
ASLA, CLARB
Project Manager



Brian Smalkoski, PE, AICP, PTP,
PTOE
Vice President/Authorized Negotiator

Branch Office Locations:

Kimley-Horn:

14648 N. Scottsdale Road
Ste. 200
Scottsdale, AZ 85254

1661 E. Camelback Road
Ste. 400
Phoenix, AZ 85016

ETC Institute:

725 W. Frontier Lane
Olathe, KS 66061

Key Personnel

Marissa Pellegrini, PLA, ASLA, CLARB

602.906.1153
marissa.pellegrini@kimley-horn.com
Scottsdale, AZ 85254

Sean Wozny, PE, PLA, LEED AP BD+C

602.906.1107
sean.wozny@kimley-horn.com

Randall Kopff, PLA

602.906.1154
randall.kopff@kimley-horn.com

Ryan Murray (ETC Institute)

913.254.4598
ryan.murray@etcinstitute.com

Authorized Negotiator

Brian Smalkoski, PE, AICP, PTP, PTOE

602.906.1100
brian.smalkoski@kimley-horn.com

State of Incorporation

Kimley-Horn is a corporation
incorporated in North Carolina.

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Required Forms

Proposal Form

Authorized Signature Form

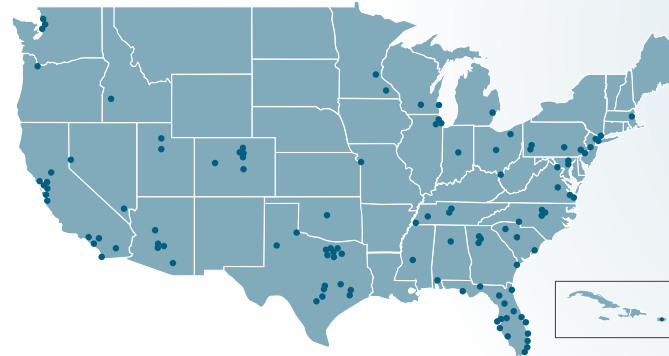
Town of Camp Verde **Parks, Recreation, Trails, and Open Space Master Plan**

RFP #24-201

1. Firm Overview

Founded in 1967, Kimley-Horn is a national multidisciplinary planning and engineering firm that has provided innovative, high-quality consulting services across the U.S. for 58 years. With more than 8,000 professionals in over 135 offices nationwide, municipalities across the country turn to Kimley-Horn for professional services, including master planning; public participation and consensus building; parks and recreation design; trail design; design and maintenance guidelines; environmental studies; feasibility studies; and cost analysis, including life-cycle assessments. With such a wide variety of disciplines offered in-house, Kimley-Horn can look at this project from a variety of perspectives. **We understand what it takes to develop and construct parks and recreation projects and bring the unique ability to see how different aspects of the plan relate and impact other key areas of the community.**

Kimley-Horn's integrated approach to the master planning process is guided by the needs of the constituents who live, work, and play in the communities. We approach complex site planning and civil engineering issues from a multidisciplinary perspective to ensure the final plan achieves your needs today and well into the future. The team of experts we have assembled for this master planning project bring experience and expertise extending from a wide range of parks, recreation, trails, and open space projects that vary from systemwide parks master plans and recreation center master plans to the design and construction of regional, community, neighborhood, and pocket parks and recreation facilities.



58 Years in Business



8,000+ Employees Nationwide



400+ Employees in Arizona

Kimley-Horn Services



Landscape Architecture



Traffic



Land Development



Urban Planning



Transit



Water Resources



Transportation



Environmental Science



Airports/Aviation

Contact Information



Marissa Pellegrini, PLA, ASLA, CLARB
Project Manager

14648 N. Scottsdale Road, Ste. 200
Scottsdale, AZ 85254

602.906.1153

marissa.pellegrini@kimley-horn.com

List of Arizona Principals



Adam Perillo, PLA | Landscape Architecture | AZ PLA #47895



David Leistiko, PE | Structural Engineering | AZ PE #37422



Jason Castillo | Software Engineering



Michael Delmarter, PE | Development Services | AZ PE #30886

Town of Camp Verde **Parks, Recreation, Trails, and Open Space Master Plan**

RFP #24-201

Experience Providing Similar Services

Kimley-Horn has a long history of completing similar comprehensive parks and recreation master planning projects. As we are nationally recognized in this field, members of this project team recently presented an education session on Systemwide Parks and Recreation Master Plans at the National Recreation and Parks Association conference with our client, the City of Scottsdale. We understand from our vast experience that no two communities are alike; therefore, no parks and recreation master plans should be alike.

A robust community engagement process is a cornerstone of our approach and is what we believe will make your plan successful. When a planning project is transparent, guided by the community, and for the community, it results in plans that have community buy-in and departments that have earned the trust of their community. We

strive to immerse our team in our clients' parks systems to create tailored, bespoke plans that will be practical, functional, and implementable in the short term and for years to come. We strive to make our experience working together a really positive one, with a focus on providing exceptional service and solutions.

With a portfolio of impressive parks and recreation planning experience, we are confident that our team of qualified professionals will successfully address your parks, recreation, trails, and open space master planning project needs. The consultants on this team have worked together on numerous notable parks and recreation projects, delivering high-quality results. We are a proven team with demonstrated success. We have included some of our team's most relevant and notable projects in the Firm Experience section beginning on page 5 and client references below.



Scottsdale Systemwide Parks and Recreation Master Plan

Nick Molinari

*City of Scottsdale Community Services Assistant
Executive Director*

3939 N. Drinkwater Boulevard, Scottsdale, AZ 85251

480.312.1011

nmolinari@scottsdaleaz.gov

Completion Date: 9/2024



Goodyear Gameplan: Systemwide Parks and Recreation Master Plan

Nathan Torres

City of Goodyear Parks and Recreation Director

1900 N. Civic Square, Goodyear, AZ 85395

623.882.3121

nathan.torres@goodyearaz.gov

Completion Date: 9/2023



Chandler Parks Strategic Parks Master Plan

Mickey Ohland

*City of Chandler Park Development and
Operations Manager*

215 E. Buffalo Street, Chandler, AZ 85225

480.782.2743

mickey.ohland@chandleraz.gov

Completion Date: 10/2022

2. Firm Experience

Town of Prescott Valley PARKS AND RECREATION MASTER PLAN

Kimley-Horn was part of a consulting team preparing a Parks and Recreation Master Plan for the Town of Prescott Valley. The plan provided guidance and policy direction for the Prescott Valley Parks and Recreation Department's role in the community. A 10-year vision for department services was included within the plan that encompassed parks, facilities, recreational programming, art, cultural and special events, as well as open space and trails. The plan also included research, public involvement, and the development of recommendations for all aspects of Parks and Recreation operations. The resulting master plan included a strategic action plan with primary focus on short-term strategies that build success over the long term. Kimley-Horn's responsibilities for this project included leading the necessary facility assessments, Capital Improvement Plan (CIP) estimates, and implementation recommendations.

Similar Key Project Elements

- 🍃 Parks and Recreation Facility Inventory
- 🍃 CIP Development
- 🍃 Community Engagement
- 🍃 GIS Mapping

Challenges and Solutions

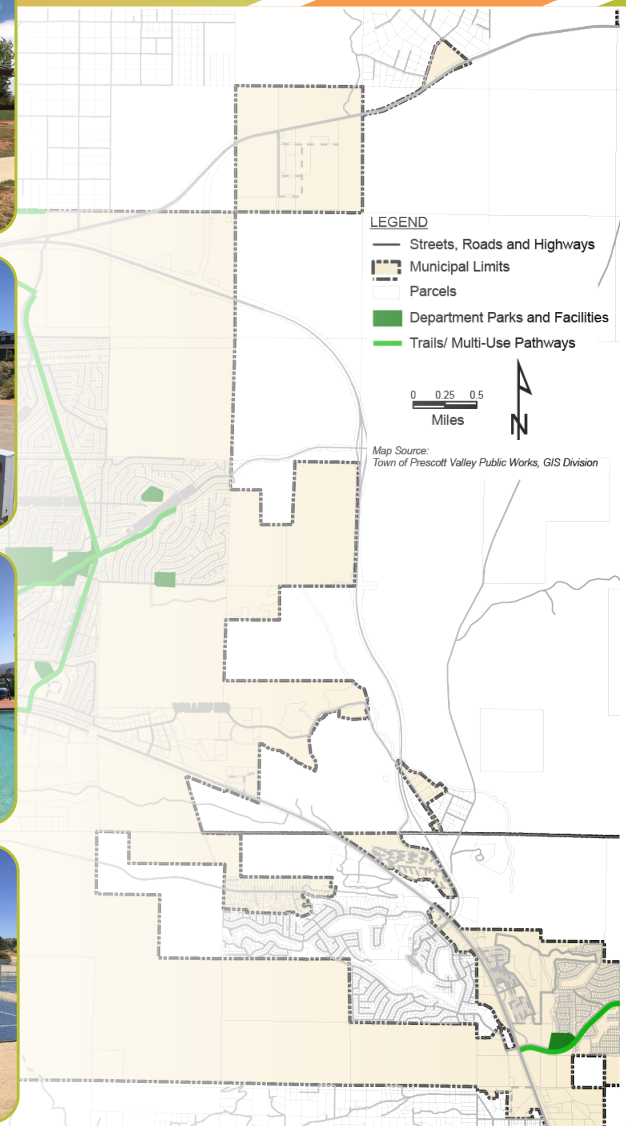
A large number of HOA communities have pocket and neighborhood parks in Prescott Valley. The Town did not opt to include these Homeowners Association (HOA) parks as part of the park inventory, resulting in difficulty determining the true level of service residents experience in these areas. The team utilized their local knowledge of the area to locate existing HOA parks and account for major amenities to better understand park accessibility and availability of key amenities.

Location: Prescott Valley, AZ

Client Contact: Brian Witty • 928.759.3090

Budget: \$26K

Completion Date: 7/2020 • Completed On-time and On-budget



City of Casa Grande COMMUNITY SERVICES PLAN

Kimley-Horn was part of the consultant team, partnering with the City of Casa Grande, to update the Community Services Master Plan, which will become a guiding document for the Community Services Department for the next 10 to 15 years. This project involved the completion of an extensive needs assessment, community input process, a citizen's survey, and a comprehensive evaluation of all existing facilities. The document also includes potential future land acquisition, financing options, park development, open space, trails, operations maintenance, library, golf, and recreational programming needs.

Similar Key Project Elements

- ✓ Dedicated Project Website
- ✓ Intercept Surveys at Pop-Up Events
- ✓ Hybrid Outreach Approach (In-Person/Virtual)
- ✓ Youth Outreach
- ✓ Statistically Valid Survey
- ✓ QR Code Advertisement
- ✓ Intercept Surveys at Pop-Up Events
- ✓ GIS Mapping
- ✓ CIP
- ✓ Trails Inventory and Connectivity Gap Analysis
- ✓ Maintenance Assessment
- ✓ Recreation Program Standards

Challenges and Solutions

The City's initial project scope did not include trails. After conducting community outreach, it was clear residents saw trails and connectivity as a priority. The team was able to utilize its multidiscipline expertise to quickly adjust to include trails inventory and planning, connectivity and gap analysis, and complete a site-specific master plan for the identified priority project, the Santa Cruz Wash, all while maintaining the overall project schedule.

Location: Casa Grande, AZ

Client Contact: Daniel Gallegos • 520.421.8614

Budget: \$60K

Completion Date: 6/2023 • Completed On-time and On-budget



City of Goodyear PARKS AND RECREATION NEEDS ASSESSMENT AND MASTER PLAN

Kimley-Horn partnered with the City of Goodyear to develop a comprehensive 10-year Parks and Recreation Needs Assessment and Master Plan. The Master Plan provides clear guidance on how to meet the demands for future recreational, programming, environmental, and maintenance needs, as well as establishes priorities for facility improvements, future park development, and land acquisitions. Kimley-Horn collected and analyzed data to develop a clear set of goals, policies, and standards for the City's park system, open space, trails, preserves, recreation facilities, and program development for the next 10 years.

Similar Key Project Elements

- Dedicated Project Website
- Project Branding
- Hybrid Outreach Approach (In-Person/Virtual)
- Coordination with General Plan
- Statistically Valid Survey
- Youth Outreach
- Social Media Content Creation
- QR Code Advertisement
- Intercept Surveys at Pop-Up Events
- GIS Mapping
- Full HOA Inventory
- CIP
- Land Acquisition Analysis
- Trails Gap Analysis
- Operations and Maintenance Assessment
- Programming Assessment

Challenges and Solutions

The City of Goodyear did not see a large number of participants at in-person project workshops early in the project. In order to maximize community outreach participation, the team pivoted to an approach that included several pop-up events at existing special events. The team collected public input at concerts in the park, a spring event, baseball opening day, soccer games, the community pool, senior club events, and other events to ensure a broad cross-section of the community knew of the project and was able to participate. The team also leveraged shared outreach opportunities with the general plan that was happening concurrently to maximize participation.

Location: Goodyear, AZ

Client Contact: Nathan Torres • 623.882.3121

Budget: \$279K

Completion Date: 9/2023 • Completed On-time and On-budget



Town of Camp Verde **Parks, Recreation, Trails, and Open Space Master Plan** RFP #24-201

City of Scottsdale **PARKS AND RECREATION MASTER PLAN**

Kimley-Horn is partnering with the City of Scottsdale to develop a long-range plan that identifies key initiatives, policies, and implementation strategies to guide Scottsdale's Parks and Recreation Department projects, services, and organization over the next 10+ years. The master plan effort includes a robust public outreach program including a dedicated project website with several virtual engagement tools, in-person meetings and pop-up events, and focus groups.

Similar Key Project Elements

- ✓ Dedicated Project Website
- ✓ Project Branding
- ✓ Hybrid Outreach Approach (In-Person/Virtual)
- ✓ Coordination with General Plan
- ✓ Statistically Valid Survey
- ✓ Youth Outreach
- ✓ Social Media Content Creation
- ✓ QR Code Advertisement
- ✓ Intercept Surveys at Pop-Up Events
- ✓ GIS Mapping
- ✓ Full HOA Inventory
- ✓ CIP
- ✓ Land Acquisition Analysis
- ✓ Trails Gap Analysis
- ✓ Operations and Maintenance Assessment
- ✓ Programming Assessment
- ✓ Coordination with Tourism

Challenges and Solutions

The City of Scottsdale is fortunate to have a robust and mature parks system; however, many of these parks are aging and the City did not have an asset replacement system in place. Our in-depth inventory and assessment allowed us to provide information for each park site that included amenity assessment, infrastructure evaluation, detailed site observations, and design recommendations. These assessment scores and notes were then translated to a detailed capital improvement plan that helped the city identify improvement projects for these aging parks based on short-, mid-, and long-term budgets.

Tourism is a big part of Scottsdale's economy. Bringing the City's tourism department and the Experience Scottsdale group to the table as project stakeholders allowed us to tailor parks and recreation recommendations to include tourism's strategic goals and align some of the shared wellness and recreation opportunities.

Location: Scottsdale, AZ

Client Contact: Nick Molinari • 480.312.1011

Budget: \$319K

Completion Date: 9/2024 • Completed On-time and On-budget



Town of Camp Verde Parks, Recreation, Trails, and Open Space Master Plan

RFP #24-201

City of Snoqualmie PARKS, RECREATION, OPEN SPACE, AND TRAILS MASTER PLAN

Kimley-Horn is assisting the City of Snoqualmie, WA in developing an update to their Parks, Recreation, Open Space, and Trails (PROST) Plan. Snoqualmie has an expansive network of over 40 parks and interconnected trails which provide recreational opportunities for residents and visitors. These range from neighborhood parks to large, more natural open space area. Kimley-Horn completed an assessment and inventory of all park features, including play equipment, playfields, benches, and other park features. Kimley-Horn has also created an engagement website, including prioritization and polling exercises and a mapping tool to collect community feedback on the City's park facilities. Kimley-Horn also conducted additional in-person outreach workshops to support development of an initial community vision, as well as goals and objectives to achieve that vision.

Similar Key Project Elements

- ✓ Dedicated Project Website
- ✓ Project Branding
- ✓ Hybrid Outreach Approach (In-Person/Virtual)
- ✓ Social Media Content Creation
- ✓ QR Code Advertisement
- ✓ Intercept Surveys at Pop-Up Events
- ✓ GIS Mapping
- ✓ CIP
- ✓ Trails Gap Analysis
- ✓ Programming Assessment
- ✓ Eco-tourism
- ✓ Nearby National and County Parks

Challenges and Solutions

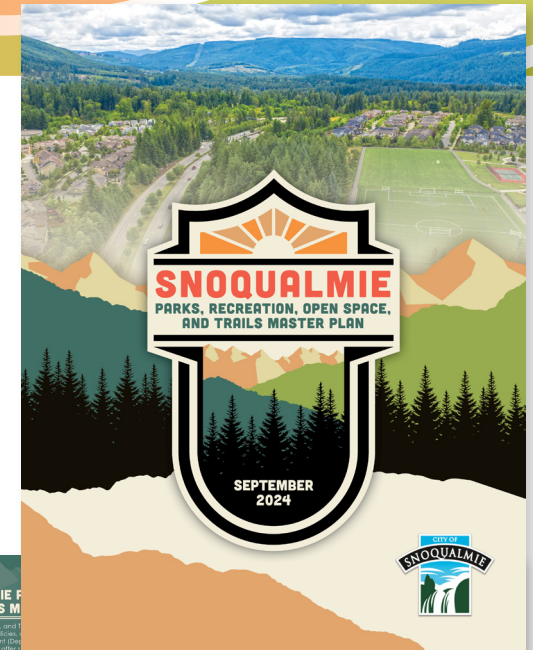
With a population just over 13,000, Snoqualmie has over 40 parks, open forest areas, and is in close proximity to regional parks and open spaces. Understanding the true utilization of these parks and amenities by the community was a challenge. The group utilized a number of tools to understand the true level of service including utilizing AI tools to better understand number of visits, utilizing Strava Metro to look at trail use, and a series of mapping overlays to understand park accessibility.

Location: Snoqualmie, WA

Client Contact: Dylan Gamble • 425.681.4110

Budget: \$150K

Completion Date: 10/2024 • Completed On-time and On-budget



Town of Camp Verde Parks, Recreation, Trails, and Open Space Master Plan

RFP #24-201

City of Prosser PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

Kimley-Horn worked with the City of Prosser to develop a Recreation and Conservation Office (RCO)-compliant PROS Plan that demonstrates their public outreach, facility inventory, and future parks maintenance and investment planning. This plan sets the framework to make future decisions, leverage funding, identify community needs, and develop solutions to ensure the community can enjoy existing parks and recreation facilities. Kimley-Horn used data collected from public engagement activities and on-site inventory assessments to analyze alternative recreation facilities and providers to determine where services are being duplicated and where there are potential opportunities for collaborative efforts. Our team, in coordination with City staff, also developed a CIP to identify funding strategies and grant opportunities.

Similar Key Project Elements

- Dedicated Project Website
- Project Branding
- Hybrid Outreach Approach (In-Person/Virtual)
- Coordination with General Plan
- Statistically Valid Survey
- Social Media Content Creation
- QR Code Advertisement
- Intercept Surveys at Pop-Up Events
- GIS Mapping
- CIP
- Land Acquisition Analysis
- Trails Gap Analysis
- Operations and Maintenance Assessment
- Programming Assessment
- Coordination with Tourism/Wine Trail/Agricultural Tourism

Challenges and Solutions

It was important to provide all outreach materials in English and in Spanish and have team members who speak fluent Spanish at outreach events to hear feedback from all community members. Our team learned early in the Outreach Plan development process that this was critical to ensuring that the PROS plan represented the true make-up of the community. We were able to utilize our in-house translation services and website translation services to ensure everyone had the same opportunities to participate.

The Friends of Prosser Parks group had very specific improvements and areas of focus they wanted to see included in the plan. Providing a dedicated opportunity for this group to make their voices heard as a project stakeholder and regular project updates via the project website allowed the team to manage expectations and refrain from having this group dominate the outreach responses.

Location: Prosser, WA

Client Contact: Rachel Shaw • 509.786.8218

Budget: \$146K

Completion Date: 12/2024 • Completed On-time and On-budget



Town of Camp Verde *Parks, Recreation, Trails, and Open Space Master Plan*
RFP #24-201

Additional Project Experience

The Experience Matrix below shows our team's parks, recreation, and open space master planning project experience with similar components.

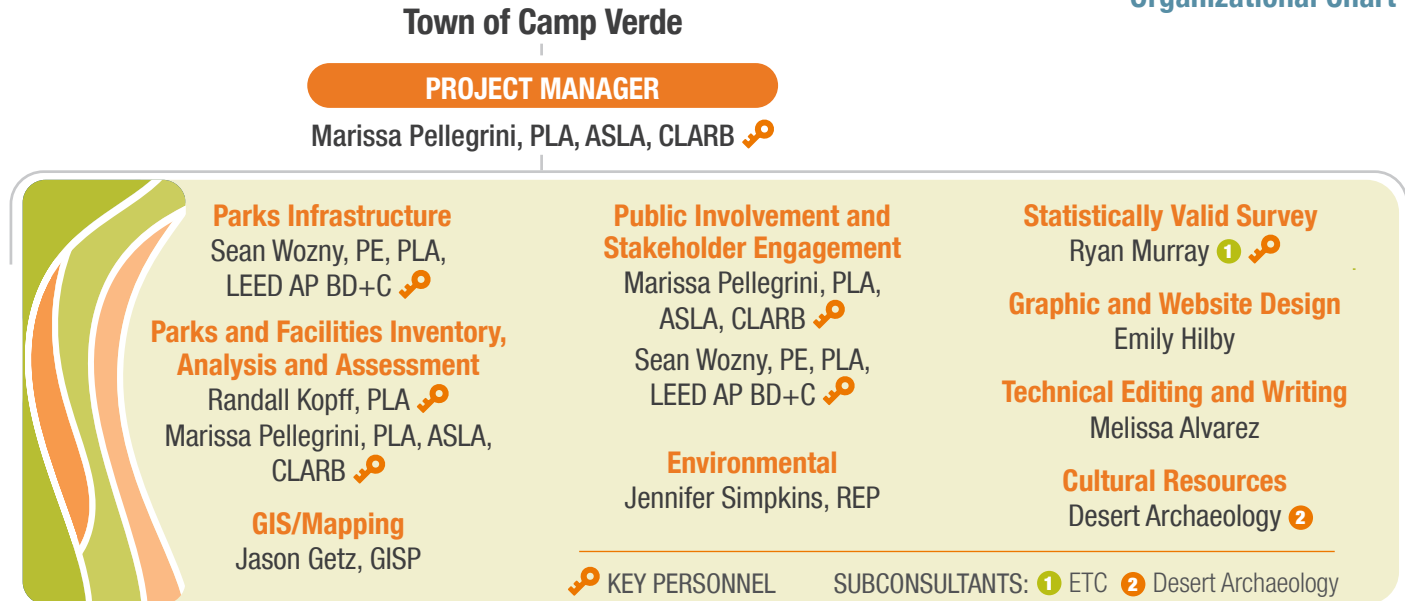
Project Name	Community Outreach	Project Website	CIP Development	Programming Plan	Operations and Maintenance Plan	Implementation Plan	Recreational Facilities
Shape Scottsdale: Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	
Buckeye at Play: Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Goodyear Game Plan: Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Chandler Parks Strategic Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Gilbert Regional Park Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Glendale Parks Conditions Assessment			🍃		🍃	🍃	🍃
Oro Valley Community Services Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Prescott Valley Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Snoqualmie Parks, Recreation, Open Space, and Trails Master Plan	🍃	🍃	🍃		🍃	🍃	🍃
Prosser Parks, Recreation, and Open Space Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Littleton Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Boise Parks Conditions Assessment			🍃		🍃	🍃	
Gurnee Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	
Palmdale Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	
Jurupa Valley Parks, Recreation, Open Space, and Trails Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Buncombe County Parks, Recreation, Open Space, and Trails Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Hernando County Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Casa Grande Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	🍃
Phoenix Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	
Greenville Comprehensive Recreation Parks Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	
Lisle Parks and Recreation Master Plan	🍃	🍃	🍃	🍃	🍃	🍃	

Town of Camp Verde **Parks, Recreation, Trails, and Open Space Master Plan** RFP #24-201

3. Project Team

Kimley-Horn has earned a reputation for combining creative ideas, technical excellence, and client collaboration resulting in dynamic projects that are harmonious with their environments and positively impact their communities. The organizational flow chart to the right demonstrates our team structure and specific individual roles and responsibilities followed by individual resumes for our team members. We offer the Town a streamlined team with recent experience working together and leading similar municipal parks and recreation master plans. No team members will be substituted without Town approval.

Organizational Chart



Subconsultants

As the lead consultant, we assembled our team by carefully selecting the top firms we have previously collaborated with on similar master planning projects. These firms have consistently delivered exceptional results and we have established strong working relationships with them. Both of our subconsultant firms have confirmed availability.

Conducting Statistically Valid Survey, **ETC Institute** is a market research firm that specializes in the design and administration of market research for governmental organizations. Their major areas of emphasis include citizen satisfaction, parks and recreation, community planning, business, transportation, employee, and voter opinion surveys; focus groups; and stakeholder interviews. ETC has designed and administered more than 3,500 statistically valid surveys, and their team of professional researchers has moderated more than 1,000 focus groups and 2,000 stakeholder meetings.

Desert Archaeology, performing cultural resources, is an Arizona woman-owned small business offering cultural resources research and consulting services through offices in Tempe and Tucson. The company has been at the forefront of cultural resources management (CRM) in Arizona since 1982, serving a diverse set of clients—from government and tribal agencies to private firms and individuals. They have successfully completed more than 3,000 projects throughout Arizona and in parts of New Mexico and California. Through their 40 years of experience, they have developed strong working relationships with federal, tribal, state, and local regulatory agencies, as well as a fundamental understanding of the cultural resources of the region.

Our Team's Experience Working Together

Kimley»Horn
Expect More. Experience Better.

24
projects

89
projects



DESERT ARCHAEOLOGY, INC.



MARISSA PELLEGRINI, PLA, ASLA, CLARB

Project Manager/Public Involvement and Stakeholder Engagement/ Parks Facilities Inventory, Analysis, and Assessment

Professional Credentials

- BS, Landscape Architecture, Purdue University
- PLA in NV (#984), AZ, NM, WA, and UT

Professional Affiliations

- American Society of Landscape Architects (ASLA), *Member*
- Council of Landscape Architectural Registration Boards (CLARB), *Member*
- Arizona Parks and Recreation Association (APRA), *Member*
- National Recreation and Parks Association (NRPA), *Member*

Marissa is a landscape architect and urban designer with more than 14 years of professional experience in landscape architecture and planning. She possesses a deep portfolio of parks, recreation, and trails planning experience. Marissa has managed, served as lead landscape architect, and led community outreach on a wide range of multidiscipline projects, including systemwide parks and recreation master plans, sports complexes, tournament facilities, park revitalization, neighborhood/community/regional parks, trail design, multi-use paths, multimodal transportation, and recreation facilities. Marissa uses her diverse project background to work closely with municipal clients to interpret public input and ensure the proper vision has been achieved throughout the planning and implementation processes.

Project Experience

- ✦ **Town of Prescott Valley, Parks and Recreation Master Plan, Prescott Valley, AZ** — *Landscape Architect*
- ✦ **City of Scottsdale, Systemwide Parks and Recreation Master Plan, Scottsdale, AZ** — *Project Manager*
- ✦ **City of Goodyear, Goodyear Game Plan: Systemwide Parks, Recreation, and Trails Master Plan, Goodyear, AZ** — *Deputy Project Manager*
- ✦ **City of Casa Grande, Parks and Recreation Master Plan, Casa Grande, AZ** — *Landscape Architect*
- ✦ **City of Snoqualmie Parks, Recreation, Open Space, and Trails Master Plan, Snoqualmie, WA** — *Deputy Project Manager*
- ✦ **City of Prosser, Parks, Recreation, and Open Space Master Plan, Prosser, WA** — *Project Manager*
- ✦ **City of Chandler, Parks Strategic Master Plan, Chandler, AZ** — *Landscape Architect*
- ✦ **City of Glendale Parks Conditions Assessment, Glendale, AZ** — *Project Manager*
- ✦ **City of Phoenix, Parks and Recreation Master Plan, Phoenix, AZ** — *Landscape Architect*
- ✦ **City of Palmdale, Parks and Recreation Master Plan, Palmdale, CA** — *Landscape Architect*
- ✦ **City of Jurupa Valley, Jurupa Valley District Parks, Recreation, Trails, and Open Space Master Plan, Jurupa Valley, CA** — *Landscape Architect*
- ✦ **Town of Oro Valley, Parks and Recreation Needs Assessment and Master Plan, Oro Valley, AZ** — *Landscape Architect*
- ✦ **City of Buckeye, Parks and Recreation Master Plan, Buckeye, AZ** — *Project Manager*
- ✦ **Ada County, Parks and Waterways Master Plan, Ada County, ID** — *Project Manager*



SEAN WOZNY, PE, PLA, LEED AP BD+C

Parks Infrastructure/Public Involvement and Stakeholder Engagement

Sean's project experience has primarily been within the public sector with a focus on parks and recreation projects. Sean is both a licensed civil engineer and landscape architect providing a tailored skill set to meet the needs of parks and recreation planning, design, and construction projects. His project experience over the past 24 years includes master planning, final design, and construction administration for regional, community, neighborhood parks, trails/pathway, and sport complex facilities.

Professional Credentials

- BS, Civil Engineering, Arizona State University
- PE in AZ (#44745)
- PLA in AZ (#60186)
- Leadership in Energy and Environmental Design (LEED) Accredited Professional (AP) Building Design + Construction (BD+C) (#4255-APBD+C)

Professional Affiliations

- American Society of Landscape Architects (ASLA), *Member*
- Council of Landscape Architectural Registration Boards (CLARB), *Member*
- Arizona Parks and Recreation Association (APRA), *Member*
- National Recreation and Parks Association (NRPA), *Member*

Project Experience

- ✦ **City of Goodyear, Goodyear Game Plan: Systemwide Parks and Recreation Master Plan, Goodyear, AZ — Project Manager**
- ✦ **City of Scottsdale, Parks and Recreation Master Plan, Scottsdale, AZ — Project Engineer**
- ✦ **City of Casa Grande, Parks and Recreation Master Plan, Casa Grande, AZ — Project Manager**
- ✦ **City of Chandler, Parks Strategic Master Plan, Chandler, AZ — Project Engineer**
- ✦ **City of Buckeye, Parks and Recreation Master Plan, Buckeye, AZ — Project Engineer**
- ✦ **Town of Oro Valley, Parks and Recreation Needs Assessment and Master Plan, Oro Valley, AZ — Project Engineer**
- ✦ **Coconino County, Parks and Recreation Master Plan, Coconino County, AZ — Project Engineer**
- ✦ **Town of Prescott Valley, Parks and Recreation Master Plan, Prescott Valley, AZ — Project Engineer**
- ✦ **City of Goodyear, Bullard Wash Bicycle and Pedestrian Master Plan, Goodyear, AZ — Project Engineer**
- ✦ **City of Sedona, Parks and Recreation Master Plan, Sedona, AZ — Project Engineer**
- ✦ **City of Glendale, Parks and Recreation Master Plan, Glendale, AZ — Project Engineer**
- ✦ **Coconino County, Ft. Tuthill Regional Park Master Plan, AZ — Project Engineer**
- ✦ **City of Avondale, Agua Fria Wetlands Master Plan, Avondale, AZ — Project Manager**
- ✦ **City of Buckeye, Skyline Regional Park Feasibility Study, Buckeye, AZ — Project Engineer**
- ✦ **Town of Gilbert, Regional Park Master Plan, Gilbert, AZ — Project Manager**
- ✦ **Arizona State Parks and Trails, Cattail Cove State Park, Mohave, AZ — Project Engineer**



RANDALL KOPFF, PLA

Parks Inventory, Analysis, and Assessment

Professional Credentials

- BS, Landscape Architecture, The Ohio State University
- PLA in AZ (# 62750), CA, NV, and OR

Professional Affiliations

- CLARB, *Member* (#40708)
- California Park and Recreation Society, *Member*

Randall's more than 22 years of professional experience have encompassed a wide variety of landscape architectural, planning, and graphic services on parks and recreation projects throughout the U.S. His skills include site inventory/analysis, master planning, design development, graphic presentations, 3-D modeling, project management, and detailed technical drawings. Randall uses his diverse project background to work closely with individual clients to interpret public input and ensure that the proper vision has been achieved throughout the planning, design, and implementation processes.

Project Experience

- ✎ **Jurupa Area Park and Recreation District Master Plan, CA** — *Project Manager*
- ✎ **City of Goodyear, Goodyear Game Plan: Systemwide Parks and Recreation Master Plan, Goodyear, AZ** — *Landscape Architect*
- ✎ **City of Scottsdale, Parks and Recreation Master Plan, Scottsdale, AZ** — *Landscape Architect*
- ✎ **City of Casa Grande, Community Services Master Plan, Casa Grande, AZ** — *Landscape Architect*
- ✎ **City of Buckeye, Parks and Recreation Master Plan, Buckeye, AZ** — *Landscape Architect*
- ✎ **City of Chandler, Parks Strategic Master Plan, Chandler, AZ** — *Landscape Architect*
- ✎ **Maricopa County, Parks and Recreation System Master Plan, Maricopa County, AZ*** — *Landscape Architect*
- ✎ **Coconino County, Parks and Recreation Master Plan, Coconino County, AZ** — *Landscape Architect*
- ✎ **Seeley County, Bates Park Master Plan, Seeley, CA** — *Project Manager*
- ✎ **City of Palmdale, Parks Master Plan, Palmdale, CA** — *Project Manager*
- ✎ **City of Littleton, Littleton Parks, Recreation, Trails, and Open Space Master Plan, Littleton, CO** — *Project Manager*
- ✎ **City of Phoenix, Parks Master Plan, Phoenix, AZ** — *Kimley-Horn Project Manager*
- ✎ **Town of Gilbert, Regional Park Master Plan, Gilbert, AZ** — *Landscape Architect*
- ✎ **City of Avondale, Agua Fria Wetlands Master Plan, Avondale, AZ** — *Landscape Architect*
- ✎ **City of Glendale, Parks Condition Assessment, Glendale, AZ** — *Landscape Architect*

**Prior to joining Kimley-Horn*

Town of Camp Verde **Parks, Recreation, Trails, and Open Space Master Plan** RFP #24-201



Ryan Murray

Statistically Valid Survey



Professional Credentials

- BS, Public Administration, University of Kansas

Ryan has over 17 years of experience in survey administration, development, supervision, and research analysis. Throughout his tenure at ETC Institute he has had the pleasure of working on survey projects that cover a wide variety of topics, including parks and recreation, community planning, customer satisfaction, transportation, employee, library, comprehensive planning, parks and recreation master plans, water and utility, and business development.

His current role as Assistant Director of Community Research includes the management of the survey research team, quantitative and qualitative research, report writing, benchmarking research, survey development, statistical analysis, and the presentation of results. In his previous role he planned, coordinated, and supervised the administration of large-scale origin-destination transportation studies on multiple projects across the country. Over the past two years, Ryan has worked as a Project Manager on projects for over 500 state, county, local, and private-sector clients.

Relevant Project Experience

Ryan has served as a project manager for over 100 parks and recreation surveys for local governmental organizations. Some of these organizations include:

- | | |
|------------------------------|-----------------------------|
| ✦ City of Goodyear, AZ | ✦ City of Lake Elsinore, CA |
| ✦ City of Scottsdale, AZ | ✦ City of Santa Ana, CA |
| ✦ City of Chandler, AZ | ✦ City of Palm Springs, CA |
| ✦ City of Buckeye, AZ | ✦ City of Las Vegas, NV |
| ✦ Town of Fountain Hills, AZ | ✦ City of Henderson, NV |
| ✦ City of Tempe, AZ | ✦ Clark County, NV |
| ✦ Pima County, AZ | ✦ City of Provo, UT |



Jason Getz, GISP

GIS/Mapping

Professional Credentials

- Associates, CADD, ITT Technical Institute
- Geographic Information Systems Professional (GISP) (#67992)

With 23 years of experience, Jason offers extensive Geographic Information Systems (GIS) experience providing database design, data collection, geographic analysis, information conversion, application/web development, and cartographic display. He is proficient in the use of Esri GIS applications and extensions along with CAD design software. Jason has contributed his expertise to a wide variety of GIS projects in both public and private sectors. Given his varied experience, interests, education, and ability to problem solve, Jason has developed skills to implement a variety of mapping applications.

Relevant Project Experience

- ✦ **City of Goodyear, Goodyear Game Plan: Systemwide Parks and Recreation Master Plan, Goodyear, AZ — GIS Specialist**
- ✦ **City of Scottsdale, Parks and Recreation Master Plan, Scottsdale, AZ — GIS Specialist**
- ✦ **City of Casa Grande, Parks and Recreation Master Plan, Casa Grande, AZ — GIS Specialist**
- ✦ **City of Chandler, Parks Strategic Master Plan, Chandler, AZ — GIS Specialist**
- ✦ **City of Buckeye, Parks and Recreation Master Plan, Buckeye, AZ — GIS Specialist**
- ✦ **City of Boise, Parks Conditions Assessment, Boise, ID — GIS Specialist**
- ✦ **Arizona State Parks, Great Western Trail Master Plan, Statewide, AZ — GIS Specialist**

Town of Camp Verde **Parks, Recreation, Trails, and Open Space Master Plan**

RFP #24-201



Jennifer Simpkins, REP

Environmental

Professional Credentials

- MS, Environmental Management, Florida University of Technology
- BS, Environmental Science, University of West Alabama
- Registered Environmental Professional (REP) (#6063)

As a Senior Environmental Scientist, Jennifer has 23 years of experience in managing environmental regulatory compliance issues for both the private and public sector. She is experienced in preparing biological evaluations including habitat analysis, threatened and endangered species evaluations, and designing and conducting species-specific surveys. She is also well versed in Section 404 permitting with extensive experience preparing Preliminary Jurisdictional Delineations (PJDs), Approved Jurisdictional Delineations (AJDs), as well as individual and general (regional and nationwide) permit applications. Jennifer has experience in conducting Preliminary Initial Site Assessments (PISAs) and Phase I/II Environmental Site Assessments (ESAs). Her National Environmental Policy Act (NEPA) experience includes Categorical Exclusions (CEs), Environmental Assessments (EAs), and Environmental Impact Statements (EISs).

Relevant Project Experience

- 🌿 **City of Scottsdale, Westworld Path and Trail Connections, Scottsdale, AZ —** *Environmental Scientist*
- 🌿 **Arizona State Parks, Cattail Cove Master Plan and Final Design, Lake Havasu, AZ —** *Environmental Scientist*
- 🌿 **City of Lake Havasu City, Sara Park Trailhead, Lake Havasu, AZ —** *Environmental Scientist*
- 🌿 **ADOT, Finnie Flat Road & Montezuma Castle Highway Corridor Improvements, Camp Verde, AZ —** *Environmental Scientist*
- 🌿 **City of Tempe, Grand Canal Multi-Use Path, Tempe, AZ —** *Environmental Scientist*
- 🌿 **City of Chandler, Kyrene & Highline Shared-use Path, Chandler, AZ —** *Environmental Scientist*



Emily Hilby

Graphic and Website Design

Professional Credentials

- BA, Graphic Design, Southern University at Carbondale

With more than 13 years of professional graphic design experience, Emily approaches her work thoughtfully and strategically to create designs that combine form and function to achieve clients' communicative goals. Experienced in web design, brand development, and print layout, Emily has provided design services for public engagement materials, project websites, brochures, final reports, and more.

Relevant Project Experience

- 🌿 **City of Goodyear, Goodyear Game Plan: Systemwide Parks and Recreation Master Plan, Goodyear, AZ —** *Graphic Designer*
- 🌿 **City of Scottsdale, Systemwide Parks and Recreation Master Plan, Scottsdale, AZ —** *Graphic Designer*
- 🌿 **City of Buckeye, Parks and Recreation Master Plan, Buckeye, AZ —** *Graphic Designer*
- 🌿 **City of Snoqualmie, Parks, Recreation, Open Space, and Trails Master Plan, Snoqualmie, WA —** *Graphic Designer*
- 🌿 **City of Chandler, Parks Strategic Master Plan, Chandler, AZ —** *Graphic Designer*
- 🌿 **City of Prosser, Parks, Recreation, and Open Space Master Plan, Prosser, WA —** *Graphic Designer*
- 🌿 **Town of Gilbert, Rittenhouse District Park, Gilbert, AZ —** *Graphic Designer*
- 🌿 **City of Star, Star Pathway Master Plan, Star, ID —** *Graphic Designer*
- 🌿 **City of Boise, Park Condition Assessments, Boise, ID —** *Graphic Designer*
- 🌿 **City of Goodyear, Landscape Architecture Standards, Goodyear, AZ —** *Graphic Designer*
- 🌿 **City of Chandler, Veterans Memorial, Chandler, AZ —** *Graphic Designer*

Town of Camp Verde **Parks, Recreation, Trails, and Open Space Master Plan** RFP #24-201



Melissa Alvarez

Technical Editing and Writing

Professional Credentials

- MBA, University of Phoenix
- BS, Marketing, University of Arizona

Melissa is a senior marketing coordinator and provides marketing and technical writing support to Kimley-Horn's offices throughout the Southwest Region. Her 16 years of marketing experience in the civil engineering and planning industry includes technical writing, editing, formatting, QC and compliance reviews, and proposal strategy development. Melissa is proficient in transforming ordinary documents into polished, professional deliverables. In recent years, Melissa has served as an editor and QC reviewer for multiple parks and recreation master plans. She has provided marketing support for hundreds of Kimley-Horn proposals and projects, consistently applying her passion for ensuring the highest quality client deliverables.

Relevant Project Experience

- **City of Goodyear, Goodyear Game Plan: Systemwide Parks and Recreation Master Plan, Goodyear, AZ** — *Technical Editor*
- **City of Scottsdale, Parks and Recreation Master Plan, Scottsdale, AZ** — *Technical Editor*
- **City of Scottsdale, Indian School Park Master Plan, Scottsdale, AZ** — *Technical Editor*
- **City of Buckeye, Parks and Recreation Master Plan, Buckeye, AZ** — *Technical Editor*
- **City of Snoqualmie, Parks, Recreation, Open Space, and Trails Master Plan, Snoqualmie, WA** — *Technical Editor*
- **City of Prosser, Parks, Recreation, and Open Space Master Plan, Prosser, WA** — *Technical Editor*
- **City of Goodyear, Goodyear Recreation Campus Master Plan, Goodyear, AZ** — *Technical Editor*

Workload

Kimley-Horn has a superior track record of achieving results—and we are committed to do the same for you on this project. We know how to maintain schedules, and we know how to produce quality deliverables. Every member of our team is committed to exceeding your quality expectations on this assignment. Kimley-Horn certifies that no member of our team will be substituted without prior approval from the Town. The graphic below indicates each team member's commitment to this Plan.



Legend: ■ percent committed to this project | ■ other commitments

Town of Camp Verde *Parks, Recreation, Trails, and Open Space Master Plan*

RFP #24-201

4. Project Approach

Project Work Plan

The Kimley-Horn team's tailored work plan is shown on page 28. The following tasks have been identified from the Town's provided scope of work and sequenced to allow the team to identify concurrent tasks within the data collection, analysis, and engagement processes.

TASK 1: Project Initiation and Conduct a Needs Assessment

Kick-off Meeting and Project Management

The Kimley-Horn team will be in close contact with the Town's designated project manager throughout the project, ensuring constant feedback and timeliness of project deliverables. Detailed steps of this task include:

- Confirmation and Outcome Expectations:** The project goals, objectives, scope, and schedule will be confirmed by discussing the expectations of the completed project.
- Communications:** We will confirm lines of communication, points of contact, level of involvement by the Parks and Recreation Department (Department) staff and local leaders, and other related project management details.
- Progress Reporting:** The Kimley-Horn team will maintain close contact with the Town's designated project coordinator throughout the performance of the project.

We will develop and supply the Town with status reports on a monthly basis. Until the plan is approved, the Kimley-Horn team will hold progress meetings bi-weekly, or as often as needed.

Conduct a Needs Assessment

The Kimley-Horn team will take steps to set up needs assessment tasks. These include the following:

Data Request: The Kimley-Horn team will provide the Town with an organized data request list. This will include existing GIS, existing relevant plans and studies, financial data, organization chart, program offerings and information, and maintenance logs, among other items. These items will be utilized, as available, to help the team understand the Camp Verde Parks, Recreation, Trails, and Open Space system, help tailor internal focus group questions, and for reference in creation of subsequent task deliverables.

ONLINE SURVEY RESULTS

What area of the city do you live in?

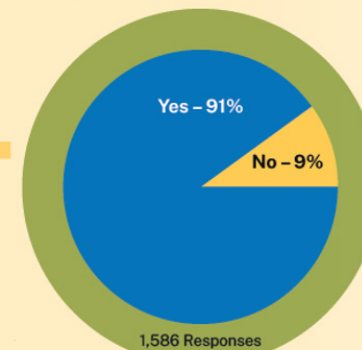
21%
AREA 1
North City Limits to Bell Road

26%
AREA 2
Bell Road to Shea Boulevard

21%
AREA 3
Shea Boulevard to McDonald Drive

27%
AREA 4
McDonald Drive to South City Limits

Are you a Scottsdale resident?



Have you and/or members of your household participated in any programs/activities/events offered by Scottsdale Parks & Recreation during the past year?

Example Planning Area Map

Planning Area Identification: The team will work with the Town to understand the geography and makeup of the town and identify distinct planning areas, see example above. These planning areas may be used for community outreach marketing purposes, community outreach venue selection, survey cross-tabulation, and demographics and trends studies.

TASK 2: Develop and Implement Public Engagement Strategy

Kimley-Horn has exceeded the City's expectations. Their master planning process was comprehensive and inclusive of all user groups and stakeholders. Their attention to detail is exceptional. The City has really appreciated their creativity, ability to listen and incorporate all stakeholders' interest and level of professionalism they bring to the project every day. — **Walt Kinsler, City of Goodyear Capital Improvement Director**

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Public Engagement Plan

The community and stakeholder engagement process is at the heart of this plan. We believe the success of a well-crafted master plan process lies in the ability to actively engage the community and stakeholders. The team will work with the Town to coordinate strong project branding, a project launch plan, and a public engagement plan. Community participation through key leadership meetings, inter-departmental Town meetings, focus group meetings, community workshops, pop-up events, and citizen surveys will provide a complementary blend of quantitative and qualitative data (See the graphic to the right). Kimley-Horn will assemble and apply this information to the overall planning process to accurately identify unmet needs, address key issues, and provide the strongest recommendations through strategies moving the department forward for optimum results.

A public engagement plan will be created with the Town's input to ensure a comprehensive platform is used, eliciting the most engagement from diverse stakeholders. The plan will include the stakeholder group, method(s) used to engage, and the party responsible for the engagement. The public engagement process will work hand in hand with the development of an advocacy strategy for the Master Plan. This strategic process is a series of workshops at each milestone of the phase as follows:

- **Workshop Series #1** – Overview of project and processes to achieve successful, sustainable implementation and determine community needs and priorities
- **Workshop Series #2** – Present Key Public Needs Assessment Findings
- **Workshop Series #3** – Present Key Technical Findings
- **Workshop Series #4** – Present Recommendations and Implementation Plan

Each Workshop Series includes outreach/presentations and opportunities for feedback to the community, boards/commissions, and Town Council via website updates, interactive tools, or community meetings.

Broad-based Outreach Strategy

The Kimley-Horn team will utilize a robust community engagement process that is consistent with community values and procedures to obtain input from stakeholders, interest groups, and the community to validate recommendation of the Master Plan. This community engagement process will include the following strategies:

Virtual Presence and Creating a Branded Identity. The public engagement planning meeting will be critical at the project onset. This meeting will develop the outreach



plan and create a branded identity for this project. The project branding can relate to existing Town of Camp Verde branding, another existing theme, or can be unique to parks and recreation and this project. Creating a project identity helps residents with project recognition and understanding.

Achieving broad-based participation requires a hybrid approach to outreach that includes both in-person and virtual opportunities to provide input. A dedicated project website with a variety of virtual engagement tools will reach more residents and a more diverse demographic. The ability to advertise the project by simply directing residents to the project website via web address, link, and QR code can provide the Town with the ability to set up A-frame signs with the QR code in parks and facilities,

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distribute paper or virtual flyers to local businesses and schools, and gain participation in new ways. Social media presence is an important advertising tool. Creating relevant content and leveraging the Town's various social media accounts and partner social media accounts is a great way to promote the project awareness and participation.

Kimley-Horn has a full in-house graphics and public engagement team that can develop project branding concepts; build and maintain a dedicated project website; create interactive maps, exhibits, and videos; and work with the Town to create and schedule social media content. Kimley-Horn's team will create project-specific and department-specific templates and marketing collateral that can be used over the course of this project and beyond. The goal will be to develop a kit-of-parts for the Town to use in their branding for years to come. Our in-house translation services can also translate project material and marketing collateral to any language required to meet the needs of the community. Ownership of the project website and any tools created can be shifted to the Town at the end of the project. Kimley-Horn's software team can be available as an extension of staff to interpret and solve issues related to the web-based tools on an as-needed basis. Our team plans to utilize the tools shown below in order to gain feedback from the public for the parks and recreation master plan.



Virtual Outreach Tools

Key Leadership and Stakeholder Interviews. Early in the project, the Kimley-Horn team will perform interviews with key community leaders and stakeholders to evaluate the future vision for the Master Plan, including community values, strengths and challenges, trends, and the level-of-service (LOS) provided. Various commissions, Town Council, school officials, sports and recreation associations, leaders and officials in neighboring communities, key partners/philanthropic groups, and others as mutually determined could be included in the interviews.



Leadership Interviews

Community Focus Groups and User Groups. The Kimley-Horn team will conduct multiple group meetings with key community leaders and stakeholders to evaluate their vision for parks and recreation in Camp Verde. These interviews/focus groups will help the Kimley-Horn team gain an understanding of the community values, strengths and weaknesses of the park and recreation system, and LOS provided.

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Staff Focus Group

Youth Engagement. To engage the large youth segment of the population, we will deliver an online survey administered through the Town's website and/or conduct separate pop-up outreach events at schools, youth groups, and recreation facilities. These surveys will provide Camp Verde youth with a medium to share their input as it relates to parks, recreation programs, and facility needs.



Youth Engagement

Public Workshops. We propose to conduct three public workshops and one follow-up meeting conducted during the final briefing component of the plan. These meetings will ensure the community has the opportunity to discuss their options and perceptions regarding parks, trails, recreation, natural resources, and open space. New ideas and alternative approaches from within the town and around the nation will be brought forward to help spark creative thinking. A variety of virtual tools like Social Pinpoint, Google Boards, and Mentimeter can be used to collect additional data and provide other mechanisms for virtual engagement such as using real-time interactive polling to solicit feedback.



Interactive Public Workshop

Pop-up Events. We propose to conduct pop-up events and provide the Town with materials to conduct their own pop-up events, as desired. These pop-up events provide the opportunity to meet people where they are. These types of events target both users and non-users of the parks system and let the public know about the project in a unique environment. Pop-up events could include special events put on by the Town or could be coordinated with local partners and businesses to allow for a booth, tent, or passing out business cards to direct attendees to the project website.

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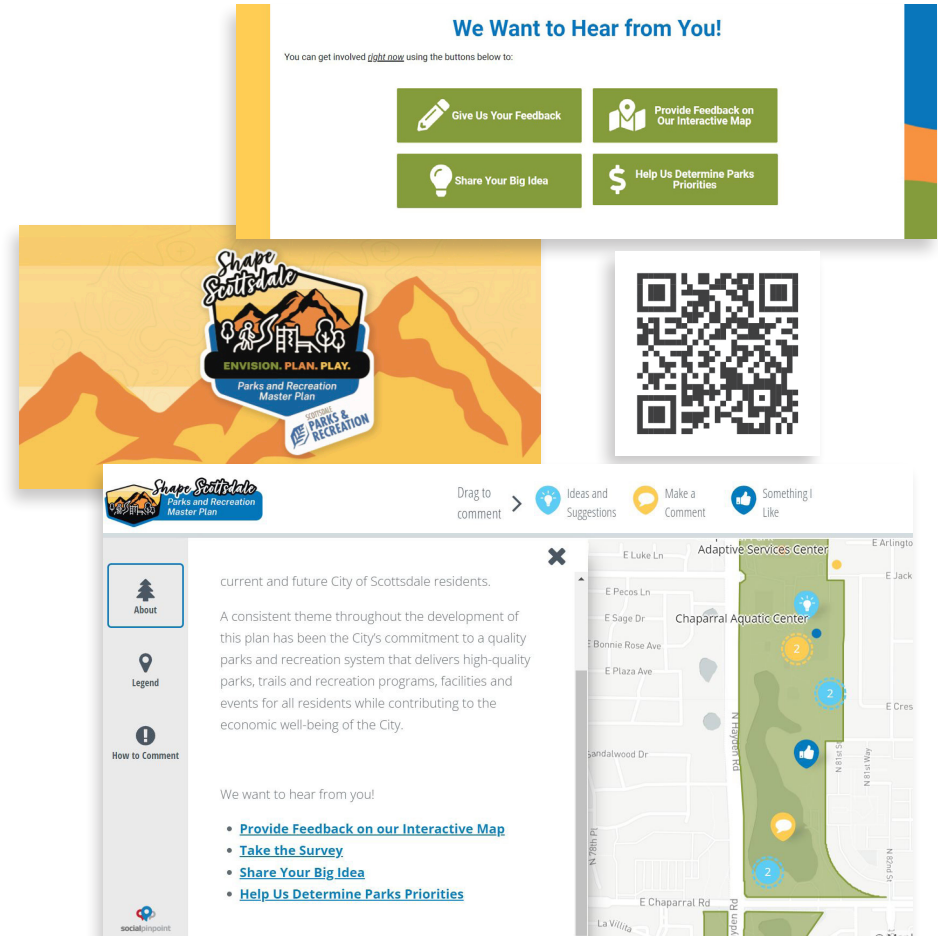


Pop-up Events

Electronic Survey. The Kimley-Horn team will create an online survey administered through SurveyMonkey or Social Pinpoint that will be promoted through the project website and the Town's outreach mediums to maximize outreach and response rates. The surveys will provide non-statistically valid data complementing the stakeholder and focus group recommendations for park amenities, specific programs, trail linkages, indoor recreation facility components, usage, and pricing strategies.

Multilingual Crowd-Sourcing Project Website. The Kimley-Horn team will develop a customized, multilingual, mobile-friendly website for this project that provides ongoing project updates, allows users to participate using multiple engagement tools in real time, and serves as the avenue to crowd-source information for the entire community. The website will be branded in conjunction with the Town and project branding that will be developed. This virtual outreach method has proven to be a very effective tool in engaging the community on an ongoing basis, as well as maximizing outreach to a more diverse demographic that may not traditionally attend public meetings or choose to respond to a phone or mail survey.

Project Website Example



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TASK 3: Collect and Analyze Data

Relevant Plan and Document Review

We will collect, log, and create electronic copies as appropriate (MS Word/Excel and Adobe Acrobat) of key data to facilitate dissemination of information. This will assess the long-term goals as expressed in relevant existing plans and studies. Relatively recent planning documents will be key resources and help inform the Master Plan process.

Statistically Valid Needs Analysis Survey

We will perform a random, scientifically valid community-wide household survey to quantify the knowledge; needs; unmet needs; priorities; and support for system improvements, including park, facility, programming, arts, and trail needs of the Town. The survey would be administered by phone or by a combination of a mail/phone survey and will have a 95% level of confidence and a confidence interval of +/- 5%. Prior to the survey being administered, it would be reviewed and approved by Town staff.

Facility and Amenity Prioritization by Sub Park Planning Area										
High Priority Facilities and Amenities	County-Wide	Ashburn	Dulles	Leesburg	Northwest	Potomac	Route 15 N	Route 15 S	Route 7 W	Sterling
Trails-Paved (for recreation)	●	●	●	●	●	●	●	●	●	●
Trails-Unpaved/Natural	●	●	●	●	●	●	●	●	●	●
Parks-Natural Areas	●	●	●	●	●	●	●	●	●	●
Water/River Access	●	●	●	●	●	●	●	●	●	●
Adventure Area	●	●	●	●	○	●	●	●	●	○
Dog Park (off-leash)	●	●	●	●	○	●	○	●	●	○
Parks-Large, District/Regional	●	○	○	○	○	●	○	●	○	○
Swimming Pool-Indoor/Outdoor-Recreation Pool	●	○	○	○	○	●	○	○	○	○
Campgrounds	●	●	●	●	○	○	○	○	○	○
Parks-Small, Community/Neighborhood Parks	●	●	●	●	○	○	○	○	○	○
Outdoor Exercise/Fitness Area	○	○	○	○	○	○	○	○	○	○
Trails-Mountain Bike	○	○	○	○	○	○	○	○	○	○
Swimming Pool-Indoor/Outdoor-Lap Pool	○	○	○	○	○	○	○	○	○	○
Environmental/Nature Education Center	○	○	○	○	○	○	○	○	○	○
Outdoor Facility (Community/Recreation)	○	○	○	○	○	○	○	○	○	○

Statistically Valid Survey Cross Tabulation Table

Statistically valid surveys offer the following:

- Scientific Methods of Understanding Community Needs
- Geographic Distribution Validity
- Age Segmentation Validity
- Cross Tabulation by Geographic Location
- Cross Tabulation by Household Type
- Demographic and Trends Analysis

Demographic Trends Analysis

The Kimley-Horn team will utilize the Town's projections and supplement with census tract demographic data obtained from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to GIS and specializing in population projections and market trends; for comparison purposes data will also be obtained from the U.S. Census Bureau. This analysis will provide an understanding of the demographic environment for the following reasons:

- To understand the market areas served by the park and recreation system and distinguish customer groups
- To determine changes occurring in the town and the region, and assist in making proactive decisions to accommodate those shifts
- To provide the basis for Equity Mapping and Service Area Analysis

From the demographic base data, sports, recreation, and outdoor trends are applied to the local populace to assist in determining the potential participation base within the community. For the sports and recreation trends, the Kimley-Horn team utilizes the Sports and Fitness Industry Association's (SFIA) Study of Sports, Fitness and Leisure Participation, ESRI local market potential, as well as participation trends from the Outdoor Foundation on outdoor recreation trends.

Parks and Facilities Inventory and Assessment

We will perform on-site inventory and document the existing Town parks and recreation facilities via photographs and written summaries. The Kimley-Horn team will compile, inventory, and assess existing parks, trails, open space, and facilities. We will develop tables which generally identify and evaluate quality of facilities based on field visits to each park to determine the conditions of buildings, grounds, equipment, and overall appearance. We identify any major deferred maintenance items and provide a general assessment of the accessibility of the facilities. We also address the adequacy for stated purposes and use and the potential for expansion based on previously prepared master plans (if applicable) and document the current hours of operation. We will also examine the functionality of the existing park site plans and make observations related to vehicular and pedestrian flow, operations, and efficiency. This assessment will consider the capacity of each amenity found within the system (e.g., playgrounds, ball fields, trails, natural areas, special facilities, etc.), as well as functionality, accessibility condition, comfort, and convenience.

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Inventory Assessment with On-site Input from Park and Recreation Staff

Natural Resources Inventory and Analysis

We will document existing natural resources and open spaces via mapping, photographs, and written summaries. The Kimley-Horn team will provide an analysis of lands that should be preserved due to their natural and cultural benefits. We have included our in-house environmental planners on our team, as well as a strategic sub-consultant for cultural resources to handle this specific element of the plan. The team will provide recommendations and best practices on how to preserve and maintain these lands that have high intrinsic values.

Park Classifications and Level of Service Standards

The Kimley-Horn team will work with the Town to review and confirm and modify or add to existing park classifications and preferred facility standards for all park sites, trails, and open space amenities, including common areas and indoor and outdoor facilities. The classifications will consider size, population served, length of stay, and amenity types/services. Facility standards include LOS standards and the population served per recreational facilities and park amenities. Any new or modified classification or standard will be approved as required. These are based on regional, statewide, or nationally accepted parks and recreation standards, as well as Kimley-Horn's national experience and comparison with peer/survey agencies. Standards will be adapted based on the needs and expectations of the Town.

TASK 4: Determine Strategic Direction and Analysis of Forecasted Needs



Park-by-Park Workshop

Visioning Workshop and Park-by-Park Workshops

We will conduct full-day workshops, as needed, with various groups within the Department staff to understand the park system, long-range goals, big ideas as well as more detailed elements of the system like park use, access, and condition characteristics for a substantial selection of the Town's park sites. These workshops will be a valuable resource allowing us to draw on the experience of the staff and expand our understanding beyond a reading of the available data. The workshop is designed to make good use of staff time; therefore, preparation prior to the meeting is essential.

Prioritized Facility and Program Priority Rankings

The Kimley-Horn team will synthesize the findings from the community input, survey results, standards, demographics and trends analysis, park and facility inventory, recreation services assessment, and the service area mapping into a quantified facility and program priority ranking. The priority listing will be compared against gaps or surplus in recreation services, parks, facilities, and amenities, and will also provide guidance for a future Capital Improvement Plan (CIP). The analysis will include probable future parks, recreation facilities, open spaces, and trail needs based on community input, as well as state and national user figures and trends. A set of prioritized recommendations for maintenance and renovation of parks, trails, and recreation facilities will also be developed. To review the findings and make necessary revisions, we will conduct a work session with staff.

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Funding and Revenue Strategies

Funding strategies will be developed based in part to our review and analysis of the facilities, as well as the national experience brought by the Kimley-Horn team. We have identified numerous funding options that can be applied to the Master Plan based on community values. The funding strategies to be evaluated for recommendations will include at a minimum:

- Fees and charges options and recommendations
- Endowment/non-profit opportunities for supporting operational and capital costs
- Sponsorships to support programs, events, and facilities
- Partnerships with public/public partners, public/not-for-profit partners, and public/private partnerships
- Dedicated funding sources to support land acquisition and capital improvements
- Development agreements to support park acquisition, open space, and park and facility development
- Earned income options to support operational costs
- Land or facility leases to support operational and capital costs
- Identify grant opportunities and resources to construct parks and facilities identified in the Master Plan including suggested timelines

Strategic Action Plan

The Master Plan will be framed and prepared through a series of workshops with staff. The overall vision and mission statements will be affirmed or modified, and direction for the Town will be established along with individual action strategies that were identified from all the research work completed. Key recommendations and tactics that support each action strategy to its fullest outcome will be outlined in a strategy matrix with priorities, timelines, measurement, and teams within the Town for external partners to focus on.

Develop Vision, Mission, and Goals/Objectives

The supporting vision and mission statements will be affirmed or developed with senior staff in a work session. Following this effort, goals/objectives and policies will be established and prioritized. A status briefing will be presented to gain input and consensus on direction.

Strategic Action Plan Development

Upon consensus of all technical work, the remaining action plan will be completed with supporting strategies, actions, responsibilities, priorities/timelines, and cost estimates. These strategies will be classified as short-term, mid-term, or long-term strategies and priorities. This will be reviewed with Town staff in a workshop. The Kimley-Horn team will propose a prioritization schedule and methodology used on successful master plans across the United States. Action plans will be established in the following key areas:

Park and Land Acquisition: Recommendations that provide for short- and long-term enhancement of parkland acquisition in the town. This will include usable and workable definitions and recommendations for designated park and facilities with acreages and parameters defined as appropriate.

Park and Facility Operations and Maintenance: Recommendations that provide for short- and long-term enhancement of park and facility management practices of the Department.

Programs and Services: Recommendations that provide for short- and long-term development and maintenance of programs and services provided by the Department, including opportunities to improve meeting user needs.

Financial and Budgetary Capacity Development: Recommendations that provide for short- and long-term enhancement of the financial and budgetary capacity of the Department related to parks and lands.

Policies and Practices: Specific policies and practices for the Department that will support the desired outcomes of the Master Plan will be detailed.

TASK 7: Final Report and Presentation Draft Report Preparation and Briefings

The Kimley-Horn team will prepare a Master Plan draft with strategies addressing all analyses performed and consider the fiscal and operational impacts to the Town's park system. The recommendations and prioritization of needs will be reviewed and discussed with the Town.

Final Master Plan Presentations, Preparation, and Production

Upon comment by Town staff and Town Council, the Kimley-Horn team will revise the Master Plan draft to reflect all input received. Once the Master Plan draft is approved, the Kimley-Horn team will prepare a final summary report and present for final approval and adoption.

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Project Work Plan

TASK 1: Project Initiation

Kick-off Meeting

- Establish Core Team
- Executive Advisory Committee
- Stakeholder ID
- Define Project Vision and Goals
- Project Milestone Schedule
- Schedule Development
- Data Request

Public Outreach Plan

- Participants
- Venue Locations
- In-Person/Virtual Meeting Formats
- Notifications
- Presentation Content
- Intercept Surveys

Demographic and Trends Analysis

- Planning Areas
- Population Density
- Age Distribution
- Households
- Sex/Gender
- Ethnicity
- Household Income

Individual Interviews

- Town Council
- Parks and Recreation Commission

Stakeholder Engagement and Focus Groups

- School Districts
- Youth Advisory Council (YAC)
- Senior Groups
- Aquatics
- Adaptive Sports
- Youth/Adult Sport Leagues
- Parks and Rec Staff/ Maintenance
- Planning and Zoning
- Public Works
- Trail Users
- GIS
- Tourism/Visit Camp Verde
- Arizona State Parks and Trails

TASK 2: Workshop Series No. 1 – Project Overview

Staff Workshop Meeting No. 1

- Project Overview
- Interview Summary
- Focus Group Summary
- Survey Overview
- Initial Needs Discussion

Design Team Work Period No. 1

- Review Existing Planning Documents
- Community Workshop Materials
- Project Website with Interactive Tools

Public Workshop No. 1: Needs

- Plan Overview
- Engagement Process
- Programming Needs
- Community Real-time Feedback

Workshop No. 1 Summary

- Demographic/Trends
- Focus Groups/Interviews Summaries
- Survey Summary
- Community Needs Summary

Project Update No. 1

- Parks and Recreation Commission Update
- Website/Social Media Update

Develop GIS Framework Plan and Data Layer Validation

Park and Facility Inventory and Assessment

Natural Resources Inventory and Assessment

TASK 3: Workshop Series No. 2 – Needs Assessment

Staff Workshop Meeting No. 2

- Public Needs Assessment Findings
- Survey Update
- Programming Needs
- Public Workshop No. 2 Program
- LOS Facilities, Programs, O&M

Design Team Work Period No. 2

- Community Workshop Materials

Public Workshop No. 2: Validation

- Plan Overview
- Workshop No. 1 Summary
- Needs Assessment Findings
- Community Real-time Feedback

Workshop No. 2 Summary

- Needs Assessment Summary
- Programming Needs
- Outreach Summary

Project Update No. 2

- Website/Social Media Update

Electronic Survey and Statistically Valid Survey Question Development

Statistically Valid Survey Administration

TASK 4: Workshop Series No. 3 – Technical Assessment

Staff Workshop Meeting No. 3: Visioning and Park by Park

- Workshop Mission and Goals
- Public Needs Assessment Findings
- Survey Update
- Programming Needs
- Public Workshop No. 3 Program

Design Team Work Period No. 3

- Inventory Summary and Recommendations
- Classification/Standards
- LOS Summary
- Prioritized Facility and Programming Rankings

Prioritize Projects

CIP

- Critical Alternative
- Sustainable Alternative
- Visionary Alternative

Funding and Revenue Strategies

- Fees/Non-Profit
- Grant Opportunities
- Partnerships and Sponsorships
- Land Acquisition/Leases

Workshop No. 3 Summary

- Technical Findings Summary

Project Update No. 3

- Website/Social Media Update

Statistically Valid Survey Final Report

TASK 5: Workshop Series No. 4 – Implementation Plan

Staff Workshop Meeting No. 4

- Vision and Mission Statement
- Goals/Objectives/Policies
- Priorities/Timelines
- Cost Estimates
- Implementation Strategies

Design Team Work Period No. 4 Strategic Action Plan Development

- Park and Land Acquisition
- Park and Facility Operations
- Park and Facility Maintenance
- Staffing
- Programs and Services
- Financial and Budgetary Capacity
- Policies and Practices

Public Workshop No. 3: Technical Findings

- Plan Overview
- Workshop No. 2 Summary
- Key Technical Findings
- Key Themes
- Key Recommendations
- Community Real-time Feedback

Workshop No. 4 Summary

- Draft Strategic Action Plan
- City and Stakeholder Review

Project Update No. 4

- Parks and Recreation Commission Update
- Town Council
- Stakeholder Updates
- Website/Social Media Update

TASK 6: Master Plan Development

Staff Workshop Meeting No. 5: Master Plan Development

- Demographics/Trends
- Community Outreach
- Survey Results
- Park Classifications/LOS
- Staffing
- Facilities Assessments
- Policies and Practices
- Operations Program
- Maintenance Program
- Programs and Services
- Partnership Plan
- Capital Improvement Plan
- Strategic Action Plan

Validate Prioritized Projects, Schedule, Preliminary Rough Order of Magnitude (ROM)

Implementation Plan

Draft Master Plan
Town Review
Key Stakeholder Review

Revised Master Plan
Final Approval

Presentation of Final Master Plan

- Parks and Recreation Commission
- Town Council

LEGEND - PROJECT TRACKS

Community Engagement

Statistically Valid Survey

Implementation

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5. Price

TASKS	PROJECT MANAGER	SR. LANDSCAPE ARCHITECT	LANDSCAPE ARCHITECT	ANALYST	TOTAL
Task 1.0 Project Initiation					
1.1 Kick-Off Meeting	2	2			\$900
Stakeholder Identification/Project Involvement Matrix	2				\$450
Project Schedule	2				\$450
Public & Agency Outreach Planning	2				\$450
1.2 Review Existing Relevant Planning Documents	2			4	\$1,090
1.3 Conduct Town Data Request	2				\$450
1.4 Identify Planning Areas	2			2	\$770
Subtotal Hours	14	2	-	6	22
Subtotal Dollars	\$3,150	\$450	\$-	\$960	\$4,560
TASK 2.0 Develop and Implement Public Engagement Strategy					
2.1 Project Branding Development	2			18	\$3,330
2.2 Conduct Public Workshops/Meetings (Up to Three In-Person or Pop-Up Events or Virtual)					\$-
Workshop #1	4		4	4	\$2,340
Workshop #2	4		4	4	\$2,340
Workshop #3	4		4	4	\$2,340
2.3 Electronic Surveys and Paper-Based Community Surveys (Translated in Up to 1 Language)				2	\$320
2.4 Focus Group Meetings (Up to 5 Groups)	5		5		\$2,125
2.5 Town Leadership Interviews (Town Council, Parks and Recreation Commission Members)	8		8		\$3,400
2.6 Project Website Coordination and Creation of Virtual Engagement Tools, Maps, Forum	8			12	\$3,720
2.7 Development of Marketing Collateral: Social Media, Flyers, Email, Brochures, Cards	2			10	\$2,050
2.8 Bi-Weekly Project Progress Meetings (Approx 12 Month Duration – 12 In-Person/12 Virtual)	24		12		\$7,800
Subtotal Hours	61	-	37	54	152
Subtotal Dollars	\$13,725	\$-	\$7,400	\$8,640	\$29,765
TASK 3.0 Needs Assessment and Technical Assessment					
3.1 Statistically-Valid Survey Question Creation, Administration, and Report (ETC Institute)					\$-
3.2 Level of Service	4	4			\$1,800
3.3 Market Gap Analysis and Equity Mapping	2			4	\$1,090
3.4 Demographics and Trends Report	2			10	\$2,050
3.5 Inventory and Analysis of Parks, Facilities, and Natural Resources					\$-
On-Site Inventory	20		20		\$8,500
Other/Private Parks and Facilities On-Site Inventory	4		10		\$2,900
On-Site Analysis Documentation			10		\$2,000
Cultural Resources Mapping and Recommendations (Desert Archaeology)					\$-
Parks Assets Assessment Matrix			10		\$2,000
Existing Parks and Trails Improvement Recommendations and Report	4	4	10		\$3,800
Subtotal Hours	36	8	60	14	118
Subtotal Dollars	\$8,100	\$1,800	\$12,000	\$2,240	\$24,140
TASK 4.0 Strategic Direction and Analysis of Forecasted Needs					
4.1 Visioning Workshop	4		4		\$1,700
4.2 Park-by-Park Workshop	4		4		\$1,700
4.3 Geographical Analysis Through Mapping	4		4	20	\$4,900
4.4 Prioritized Facility and Program Rankings	8		8		\$3,400
Subtotal Hours	20	-	20	20	60
Subtotal Dollars	\$4,500	\$-	\$4,000	\$3,200	\$11,700
TASKS 5.0 and 6.0 Strategic Action and Implementation Plan					
5.1 Capital Improvement Plan Development	6		20		\$5,350
5.2 Rough Order of Magnitude (ROM) Cost Development	2		10		\$2,450
5.3 Strategies for Implementation and Funding	4		4		\$1,700
5.4 Presentation to Town Leadership	4				\$900
6.1 Implementation Plan					\$-
Timeframes	2	4	4		\$2,150
Responsibilities	2	4	4		\$2,150
Resource Requirements	2	4	4		\$2,150
6.2 Identification of Potential Partnerships and Collaborating Opportunities		4			\$900
6.3 Recommend Strategies for Ongoing Monitoring and Updating of the Master Plan	2				\$450
Subtotal Hours	24	16	46	-	86
Subtotal Dollars	\$5,400	\$3,600	\$9,200	\$-	\$18,200
TASK 7.0 Master Plan Development - Final Report and Presentation					
7.1 Draft Document Development	4			22	\$4,420
7.2 Presentation to Town Leadership/Work Session	4	4			\$1,800
7.3 Refinement of Master Plan Document		4		10	\$2,500
7.4 Final Master Plan Document	4			10	\$2,500
7.5 Final Adoption of Master Plan	4	4			\$1,800
Subtotal Hours	16	12	-	42	70
Subtotal Dollars	\$3,600	\$2,700	\$-	\$6,720	\$13,020
Total Master Planning Hours	135	30	103	122	390
Total Design Fees	\$38,475	\$8,550	\$32,600	\$21,760	\$101,385
			Statistically-Valid Survey (ETC Institute)		\$13,500
			Cultural Resources (Desert Archaeology)		\$4,000
			Expenses (Travel, Printing, Etc)		\$1,000
			TOTAL:		\$119,885

Attachments and Required Forms

PROPOSAL FORM

Proposal Form: For the proposal opening February 19, 2025 for services.

Covenant Clause: It is expressly agreed by Proposer that these covenants are irrevocable and perpetual.

Conditions Accepted: The undersigned Proposer declares that before preparing this proposal, he or she has read the Proposal Documents carefully, and that this proposal is made with full knowledge of the kind, quality and quantity of services to be furnished by signing this proposal. Proposer agrees to all conditions contained in the Proposal Documents.

Agreement Acceptance: Proposer proposes and agrees that if this proposal is accepted, he or she will enter into an Agreement with the Town of Camp Verde within ten (10) days after the Town's acceptance of this proposal at the listed scheduled price.

Affidavit: The following affidavit is submitted by the Proposer as part of this proposal:

The State of Arizona)
MARICOPA)
-Yavapai County)

The undersigned deponent, of lawful age, being duly sworn upon his oath, deposes and says:

That he/she has lawful authority to execute the within and foregoing proposal; that he/she has executed the same by subscribing his/her name hereto under oath for and on behalf of said Proposer; that Proposer has not directly or indirectly entered into any agreement, express or implied, with any Proposer or Proposers, having for its object the controlling of the price or amount of such proposal or proposals, the limiting of the proposals or the Proposers, the parceling out to any Proposer or any other person of any part of the Agreement or any part of the subject matter of the proposal or proposals or of the profits thereof, and that he/she has not and will not divulge the sealed proposal to any other person whatsoever, except those having a partnership or financial interest with him and said Proposer, until after the sealed proposal or proposals are open.

That Proposer has received and reviewed all Addenda Nos. 1 issued for this Proposal. (Proposer's failure to list all Addenda numbers issued shall be grounds for rejection of the Proposal).

Brian Smalkoski, PE, AICP, PTP, PTOE

Name

Vice President/Authorized Signer

Title



Town of Camp Verde

Gateway to the Verde Valley

♦ 395 S. Main Street ♦ Camp Verde, Arizona 86322 ♦
♦ Telephone: 928.554.0872 ♦ www.campverde.az.gov ♦

24-201 - Town of Camp Verde Parks, Recreation, Trails, and Open Space Master Plan - Addendum 1

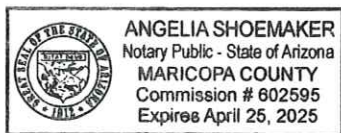
1. On Page 4 of the RFP documents regarding public involvement, does the Town have the capability to provide a project web page, and provide project updates?
 - a. We have the ability although we are uncertain this is necessary for this particular project as far as providing updates.
2. Does the Town currently have a vendor that they utilize for public outreach surveys and if so, who?
 - a. The Town uses Polco to do public surveys.
3. On Page 4 of the RFP documents regarding data collection and analysis, land and resource evaluation - will the Town provide GIS data base and digital information for natural and cultural resource sites, existing trails, Town owned land? We are assessing the amount of time required to prepare the information.
 - a. The Town has a master list with APN numbers of all the parcels it owns that can be made available to the consultant. The only GIS information the Town has available is specific to utility locations. Consultants may be able to utilize the Yavapai County GIS Interactive Mapping tool to obtain additional information. The Town does have some maps of our trails, many of which belong to or run through Coconino or Prescott National Forest.
4. Are you requesting an ADA Audit of your parks?
 - a. Yes
5. On Page 14 of the RFP documents, specifically regarding bonds, requiring bonds for professional design firms is highly unusual. Professional liability is covered in the indemnity clause of the contract. Any specific coverage above professional liability can be cover in a Project Specific Coverage and typically directly expensed to the Client. Please clarify if bonds are required.
 - a. After discussion with the Town Manager, we are eliminating the bonding requirements in the RFP. The selected consultant will be required to possess professional liability insurance and furnish the Town with a COI and all relevant endorsements.
6. On Page 32 of the RFP documents, will a proposal bond be required?
 - a. No. The Town has removed all bonding requirements.
7. Is there a Word version of the RFP Response Workbook available or should we copy/paste the content from the (read-only) PDF into a new document to insert our responses?
 - a. The Town will supply a digital version in Word format with this addendum. Prospective bidders may utilize this with their proposals. Should a prospective bidder have a more aesthetically pleasing way to present this information they may utilize their artistic license as long as all of the requested information is clearly presented.
8. Are there any notes or responses to questions to share from the pre-submittal meeting?
 - a. Upon the closure of the inquiry period the Town will issue a formal addendum listing all of the inquiries and their respective answers. This addendum will be posted to Public Purchase as well as emailed directly to interested parties that are unable to participate via Public Purchase. It is the Town's intention to make this information available to all interested parties.
9. Is there a defined project budget or budget allocation for this project? Any guidance on a budget range would be helpful to customize our recommended approach to the project, especially for public engagement.
 - a. The Town Council has allocated \$150,000 for this project.
10. Do you envision the need for Spanish translation for public forums or the community survey?
 - a. Due to the local demographics, it would be desirable to be able to provide this service.

-END-

SUBSCRIBED AND SWORN TO BEFORE ME this 18th day of February, 2025,
by Brian Smalkoski.

Angelia Shoemaker
Notary Public

April 25, 2025
My Commission Expires:



TOWN OF CAMP VERDE, ARIZONA

AUTHORIZED SIGNATURE FORM

Camp Verde Agreement Number: 24-201

Consultant Name: Kimley-Horn and Associates, Inc.

WHEREAS, the Town of Camp Verde requires that Consultant execute documents necessary for the prompt and efficient execution of the business related to the AGREEMENT;

NOW, THEREFORE, on behalf of the Consultant, I hereby declare that

Brian Smalkoski, PE, AICP, PTP, PTOE
(Name of Parties Authorized)

is/are authorized to execute and sign on behalf of said Consultant the following documents:

1. The AGREEMENT
2. The Bond
3. Payrolls
4. Claims
5. CHANGE ORDERS
6. All other papers necessary for the conduct of the corporation's affairs and the execution of the AGREEMENT

The above-named person is granted the authority and duties herein referenced for the duration of the AGREEMENT for this PROJECT or until express notice of revocation has been duly given in writing, whichever is the lesser period. In the event Consultant is governed by a Board of Directors, a copy of the Resolution of the Board granting authority to said person(s) is attached hereto, and I hereby verify that such Resolution remains in full force and effect.

Jayne Thoma, PE, CFM
Name

Marketing Manager/Authorized Signer
Title

(Seal of Corporation)

STATE OF Arizona)
) ss.
County of Maricopa)



I, Brian Smalkoski, PE, AICP, PTP, PTOE of the Kimley-Horn and Associates, Inc.
corporation, do hereby certify that the above is a true and correct copy of a resolution adopted by the
Board of Directors of said corporation, at a meeting of said Board held on the 18th day of
December, 2025, and that the same is in full force and effect at this time.

DATED February 17, 2025.

Jaime Thomas
(Officer of Corporation)

(Seal of Corporation)

STATE OF Arizona)
) ss.
County of Maricopa)



This instrument was acknowledged before me this 17th day of February,
2025 by Brian Smalkoski, PE, AICP, PTP, PTOE, appearing before the
undersigned Notary Public, and stated that he executed such instrument on behalf of said
corporation for the purpose and consideration therein expressed.

Notary Public:

Angelia Shoemaker



My Commission Expires:

April 25, 2025



Certificate of Secretary

To Whom It May Concern:

I am the duly qualified and acting Secretary of Kimley-Horn and Associates, Inc., a North Carolina Corporation.

The following is a true copy of a resolution duly adopted by the Board of Directors of the corporation at the Board meeting held on December 17, 2024 and entered in the minutes of such meeting in the minute book of the corporation.

"The Board unanimously approved the contract signing authority of employees as presented."
(Copies of the employee lists as presented are enclosed.)

The resolution is in conformity with the articles of incorporation and bylaws of the corporation, has never been modified or repealed, and is now in full force and effect.

Dated: December 18, 2024



Richard N. Cook, Secretary



Kimley-Horn and Associates, Inc.
FULL CONTRACT SIGNING AUTHORITY
December 17, 2024

The following individuals have authority to sign both standard and non-standard agreements directly related to serving clients ("Project Agreements"). Project Agreements include client contracts, subcontracts, project-specific vendor agreements, IPO's, contract amendments, non-disclosure agreements, teaming agreements, project-specific equipment and facility rental agreements for specific projects, and certifications related to proposals. This document does not grant authorization to sign other types of contracts or legal documents not directly related to client service such as office leases, software purchase or license agreements, tax returns, purchase agreements for supplies, or agreements to procure accounting, legal, recruiting, or similar services.

ATLANTIC

BALTIMORE CITY

Kraft, Jonathan H.
Miller, Sean T.
Murphy, Erin M.
Smith, Jeff B.

BALTIMORE COUNTY

Leffner, Nicholas J.
Hutton, Heather

BOSTON

Jacques, Christopher
Keegan, Katherine A.

CHARLOTTESVILLE

Oliver, Jonathan H.

HARRISBURG

Bankert, Larry I.
McGinley, Steve M.

LOUDOUN

Bollinger, Kyle T.
Giffin, Geoffrey D.
Stevens, Ross S.

NORTHERN VIRGINIA

Carter, Erica V.
D'Alessandro, Jonathan J.
Elman, Paul D.
Frosch, Colin
Howell, Christopher M.
Kauppila, John L.
Knox, Sarah E.
Koopman, Jennifer R.
Lefton, Steven E.
Milot, Sean M.
Musson, David B.
Powell, Meredith P.
Prunty, Robert W.
Samba, David B.
Sauro, Thomas J.
Schrader, Carly N.
Smith, Andrew T.
Teague, M. Zach
Whyte, Richard D.

PHILADELPHIA
CENTER CITY

Harmon, Amanda R.
Hughes, Paul W.
Morgan, Taylor M.

PITTSBURGH

Beaves, Adele M.
Beduhn, Tyler J.
Moldovan, William

PRINCETON

Diggan, Tony W.
Gibson, Adam T.

RICHMOND

Chance, Maxwell P.
Crum, Katie E.
Dougherty, Sean P.
Harrell, Matthew T.
Hill, Corey W.
Lickliter, Ashley C.
McCray, Danielle R.
McPeters, Brian A.
Perkins, Ryan R.
White, Timothy E.

VIRGINIA BEACH

Chambers, Jon S.
Dallman, David B.
Davidson, Scott O.
Falk, Katherine W.
Farthing, Andrew P.
France, William D.
Funk, Gerald S.
Holland, Kimberly R.
Holland, Stephen R.
Mackey, William F.
Mertig, Karl E.
Moser, Emily A.
Niss, Robyn M.
Schmitt, Gregory H.
Votava Charles F.
Wharton, Michelle L.
Williams, Kyle D.
Yee, Leong Wee

WHITE PLAINS

Canning, Thomas J.
Van Hise, Kevin A.

CALIFORNIA

COACHELLA VALLEY

Sutton, Mike S.

LONG BEACH

Hewitt, Melissa A.
Phillips, Chad E.
Starkey, Jonathan H.

LOS ANGELES

Duong, Danh
Fares, Jean B.
Kyle, Gregory S.
Phaneuf, Alyssa S.
Ranta, Shahrzad

MONTEREY

Falgout, Mark A.

OAKLAND

Akwabi, Kwasi
Colety, Mike D.
Dankberg, Adam J.

ORANGE

Adrian, Darren J.
Bossu, David M.
Glaze, Jacob S.
Kerry, Nicole M.
Matson, Jason B.
Marechal, Jason A.
Melchor, Jason J.
Melvin, M. Pearse

PLEASANTON

Chazbek, Chadi
Johnson, Miles R.
Mowery, Michael C.
Sowers, Brian E.

RIVERSIDE

Cowan, Eugene D.
Pollock, John A.

SACRAMENTO

Bhatt, Sheetal K.
Melvin, Enda
Pittalwala, Fareed S.
Schmitt, Michael L.
Tait, Zachary T.
Weir, Matthew D.

SANTA CLARITA

Chakravarthy, Srikanth

SAN DIEGO

Barlow, Matthew T.
Becker, Justin S.
Harry, Jennifer L.
Heustess, Aaron M.
Kaltsas, Joseph D.
Madsen, Michael P.
McCormick, Matthew B.
McWhorter, Samuel L.

Podegracz, Anthony J.
Ulery, Megan R.
Valencia, Jason B.

SAN JOSE

Hedayat, Leyla
Mehta, Parag G.
Venter Frederik J.

SAN MATEO

Pulliam, John E.

CAROLINAS

CHARLESTON

Edmonson, William C.
Guy, Jonathan R.

CHARLOTTE

Blakley, Jr., Stephen W.
Denney, Seth A.
Edwards, Matthew A.
Lewis, Ryan T.
Racer, Joseph M.
Taylor, Benjamin S.

COLUMBIA

Iser, Christopher M.

DURHAM

DOWNTOWN

Lewellyn, Earl R.
Raney, Nolan D.

FORT MILL

Holcomb, John E.

GREENVILLE

Hensley, Stephen A.

HOLLY SPRINGS

Brewer, William J.

RALEIGH

Adams, Richard C.
Barber, Barry L.
Beck, Chadwick W.
Brewer, Brian J.
Cochran, Adam P.
Cook, Richard N.
Flanagan, Tammy L.
Glass, Brianne M.
Howell, Cory J.
Keil, Ashley R.
Kuzenski, John D.

Leverett, Christopher C.
Meador, Emily H.
Netzer, Lesley E.
Thompson, Erin K.

CENTRAL

DALLAS

Fraccaro, Joseph A.
Galloway, Steven D.
Harris, Mark E.
Henrichs, Tyler B.
Hoppers, Kevin P.
Moss, Bradley J.
Rader, Aaron K.
Samarripas, Anthony M.
Sulkowski, Nicholas E.
Williamson, Sarah T.

FORT WORTH

Arnold, Douglas M.
Arnold, Scott R.
Atkins, John R.
Hill, Bradley J.
Igo, Chris P.
James, Richard J.
Kubista, Kyle P.
Nathan, Aaron W.
Webb, Floyd C.

FRISCO

Coppin, Thomas G.
McCracken, Paul D.
Dickey, Kyle A.
Ross, Casey J.

IRVING/LAS COLINAS

Ante, Louis N.

FLORIDA

BOCA-DELRAY

Webber, Jason A.
Haggerty, Jordan L.

DAYTONA BEACH

Stubbs, Jarod C.

FORT LAUDERDALE

Alam, Mudassar M.
Capelli, Jill A.
Cordasco, John L.
Dabkowski, Adrian K.
Emmons, Erin N.

Kimley-Horn and Associates, Inc.
FULL CONTRACT SIGNING AUTHORITY
December 17, 2024

Falce, Christopher T.
McWilliams, John J.
Robertson, Stewart E.
Viola, Stefano F.

FORT MYERS
Bryant, M. Lewis
Clark, Kellie R.

GAINESVILLE
Brighton, Ali H.
Towne, Christopher D.

JACKSONVILLE
Brenny, Martin T.
Deitsch, Brian S.
Mecca, Joseph P.
Mullis, Raiford M.
Roland, George E.
Shelton, Mark W.

LAKE LAND
Lewis, Jason A.
Wilson, Mark E.
White, Wayne E.
Wynn, Jared M.

LAKE NONA
Ashby, Brian S.
Stickler, Brooks A.

MELBOURNE
Husainy, Kinan F.

MIAMI
Almonte, Leonte I.
Baldo, Burt L.
Buchler, Aaron E.
Collier, Julio A.
Fernandez, Jorge L.
Fye, Barton J.

OCALA
Busche, Richard V.
Gartner, Amber L.
Losito, Gene B.

ORLANDO
Chau, Hao T.
Lenzen, Brent A.
Littrell, Lance R.
Martin, Jonathan A.
Mingonet, Milton S.
Roberts, Heather A.
Thigpen, Jonathan D.
Wetherell, Ryan S.

PALM BEACH
GARDENS
Long, Jamea M.
Meyer, Alexis E.

SARASOTA
Cianfagione, Christopher D.
Klepper, B. Kelley
Leep, Jordan E.
Pankonin, James R.
Schmid, Seth E.

CHICAGO WEST
SUBURBS
Fancier-Splitt, Rory K.
Garner, Chad S.
Heinen, Andrew N.
Kaufman, Phil R.
Walker, Michaela E.
Walker, William A.

ST. PETERSBURG
Arriaga, Brooke R.
Bishop, Mark C.
Dodge, Dawn M.
Walker, Jordan W.

TALLAHASSEE
DeVeau, Zachariah A.
Kalbli, Shawn C.
Lewis, Kelsey V.

TAMPA
Bulloch, Kelly B.
Collins III, Carroll E.
Gilner, Scott W.
Lee, Nathan Q.
Nadeau, Gary J.

VERO BEACH
Good, Brian A.
Hollen, Christopher J.
Lawson, Jacob B.
Roberson, Kevin M.
Thomas, Melibe S.
Van Rens, Peter J.

WEST PALM BEACH
Lee, Jason R.
Rapp, Bryan T.
Regueiro, Eric
Schanen, Kevin M.
Schwartz, Michael F.
Tercilla, Lindsey A.
Walthall, David W.

WPB DOWNTOWN
Heggen, Christopher W.
Spruce, Michael D.

MIDWEST

CHICAGO
DOWNTOWN
Lemmon, Peter C.
Marnell, Colleen L.
Mayer, Joseph P.
Morton, Jr., Arthur J.
Panter, Jake H.
Whitson, Bryan D.

CHICAGO NORTH
SUBURBS
Cooper, Jason C.
Tracy, Eric J.
West, Craig L.

COLUMBUS
Muller, Justin M.
Reeves, Michael C.
Schall, Andrew J.
Schnug, Regan A.

INDIANAPOLIS
Butz, Jr., William A.
Timko, Michael J.
Sheward, Bryan A.
Wolfred, Maurice A.

KANSAS CITY
Kist, Matthew D.
McKerrow, Jeff D.
Myers, Zachary

NORTHEAST OHIO
Clements, Kevin J.

TWIN CITIES
Bourdon, Brandon J.
Coyle, Daniel J.
Elegert, Brandon R.
Hume, Robert M.
Jensen, Matthew D.
Matzek, William D.
Phipps, Ryan A.
Schmitz, William J.
Wall, Lisa M.
Zimmerman, David

TWIN CITIES – SOUTH
Fosmo, Eric J.

TWIN CITIES- WEST
Kuhnau, JoNette L.
Manning, Jon T.
Wurdeman, Brian M.

MOUNTAIN PACIFIC

ASPEN
Christensen, Bryce E.

BOISE
McDougald, Brandon D.
Nicholson, Timothy P.

BROOMFIELD
Pratt, Anthony J.

COLORADO SPRINGS
Gunderson, Eric J.
Hess, Mitchell O.

DENVER
Andryscik, Kory J.
Colvin, Scott W.
Garinger, Amy M.
Heiberger, John R.
Krell, Gabriel M.
Phelps, Randall J.
Rowe, Curtis D.
Salvagio, Robin
Skeehan, Daniel L.
Sobieski, Dennis M.
McGee, Meaghan M.
Valentine, Brian W.
Wilhelm, William R.

EVERETT
Lincoln, Bradley J.

FORT COLLINS
Felton, Emily P.

PORTLAND
Belsick, Jody W.
Meyerhofer, Peter N.

SALT LAKE CITY
Crowther, Brent C.
Gresham, Teresa R.
Johnson, Zachary A.
O'Brien, Molly M.

SEATTLE
Chen, Nicholas R.
Kamerath, Marcy
Reeverts, Canaan H.
Williams, David S.

SOUTHWEST

LAS VEGAS
Ahartz, Shannon R.
Jones, Christopher R.
Moles, Richard A.
Moore, Devin V.
Mosley, Michael S.
Wolf, Treasea

MESA
Burm, Jason M.
Grandy, Michael L.
Margetts, Sterling T.
Mutti, Brent H.
Walnum, Nathan C.

PHOENIX
Christian, Rajesh S.
Connelly, Alissa J.
Delmarter, Michael L.
Ehrick, Taylor R.
Henderson, Benjamin J.
Thoma, Jayme R.
Kimm, Kevin J.
Kissinger, John C.
Leistiko, David J.

Marella, Damon J.
Perillo, Adam C.
Sjogren, Timothy P.
Smalkoski, Brian R.
RENO
Hildebrandt, Timothy H.
Nasset, Brent J.

SCOTTSDALE
Jupp, Andrew M.
Rutkowski, David R.

TUCSON
Payne, Kevin W.
Rhine, Timothy J.

SOUTH

ALPHARETTA
Dufour, Zachary J.
Fanney, Angela L.
Fanney, Lawson H.
Hamilton, James R.
James, Alvin B.
Shearouse, Sarah
Stricklin, David L.
Walker, John D.
Zittrauer, Derek M.

PEACHTREE
CORNERS
Ergle, Kevin B.
Fink, Kenneth L.
Smith, Patrick N.

ATLANTA MIDTOWN
Bosman, Eric S.
Coleman, Sean H.
Else, Jeffrey B.
Pastore, Cristina C.
Ross, Robert A.
Triplett, Katherine R.

BIRMINGHAM
Bailey, Clark B.
Johnson, Elizabeth H.

CHATTANOOGA
Skidmore, Benjamin W.

FRANKLIN
Espelet, Leonardo E.

MEMPHIS
Danley, Drake E.
Minor, Henry W.
Peregoy, Samuel J.
Peregoy, Jennifer M.

MOBILE
Starling, Charles H.

Kimley-Horn and Associates, Inc.
FULL CONTRACT SIGNING AUTHORITY
December 17, 2024

NASHVILLE

Boyd, Mark R.
Creasman, Brett R.
McMaster, Ryan L.
Neal, Philip H.
Rhodes, Christopher D.

SAVANNAH

Gwaltney, Jamie N.
Marsengill, Chris C.

WOODSTOCK

West, Brian B.

TEXAS SOUTH

AUSTIN EAST

Hamilton, Robert J.
Ponton, Clinton J.

AUSTIN NORTH

Boecker, Brian C.
Hudson, Harrison M.
Kiewit, Jordan S.
Neal, Trey A.
Parker, Brian J.
Araque, Santiago A.
VanLeeuwen, Andrew W.

AUSTIN SOUTH

Mason, Sean R.
Williams, Robert B.

BRYAN/COLLEGE
STATION

Harris, Joseph C.
Lucas, Michael D.

HOUSTON

Cargill, Kenneth W.
Deshpande, Vivek
Frysinger, Ashley M.
Frysinger, Chris V.
Guillory, Michael B.

PEARLAND

Hall, Andrew T.

SAN ANTONIO

Brignon, Brit A.
Farnsworth, Jeffrey A.
Holscher, Nicholas F.

THE WOODLANDS

Freeman, Jr., Steven C.
Kirkland, Mark R.
Lewis, Tyler W.



Meeting Date: April 7, 2025

Agenda Item Type:

- | | | |
|--|---|--|
| ☐ Consent Agenda | ☐ Informational Presentation | ☐ Discussion Item |
| ☒ Action/Decision Item | ☒ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Review, discussion, and possible recommendation for Heritage Pool renovations

Attached Documents:

- Landmark Initial Design Proposal
- Camp Verde Design Invoice
- Camp Verde Preliminary Options
- MassiveSplash Single Bucket
- Big Buckets

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 10 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number: The Council has identified that they want to financially prioritize the pool in FY25-26.
- Approved in the FY25 Budget? ☒ Yes ☐ No ☐ N/A ☐ Other:
- Is this an approved CIP Project? ☒ Yes ☐ No ☐ N/A ☐ Other:

Background Information:

Camp Verde Heritage Pool was closed early last season due to filtration system failure and poor water quality. Town Council approved the purchase of a new filtration system, which is on order with an anticipated delivery in the next few weeks. The new filtration system will allow the pool to open for the 2025 season. While companies were evaluating the pool filtration system, it was noted that the pool needed several additional repairs, which included new decking, a new gutter system, new plaster and tile, and a new slide. These were issues that staff knew were going to need addressed soon. Council requested that staff investigate options for repair and the option of building a new facility elsewhere.

Staff have been working with Landmark Aquatics over the last few months, gathering information about the cost of a new facility versus the renovation of our current facility. In speaking with pool experts and doing some research, a new facility of similar size to our current facility in a different location is estimated to cost between \$6-8 million dollars and that number would increase due to lack of infrastructure at



Parks and Recreation Commission Agenda Information Memorandum

the anticipated new location at the Sports Complex. It is estimated that a renovation of our current facility would cost about \$800,000, and that amount is what is currently being proposed in the FY25-26 CIP budget for the renovations.

Staff met with members of the Landmark team at Camp Verde Heritage Pool on Friday, February 21, 2025 and have had additional Zoom meetings, calls, and emails with the team as they continue to work on the concept plan. What is included here is the initial concept renovation plan and a few ideas for play features that could be included in the true zero entry area from Landmark Aquatics. They are currently making some changes at the request of staff and plan to make a presentation to Town Council on April 16, 2025. The Landmark team feels confident that if approved by Town Council, renovation work could begin immediately after this pool season with a goal to be completed to open on time for the 2026 season.

Connection to the [FY25-FY30 Strategic Plan](#)

This project supports the FY25–FY30 Strategic Plan by enhancing quality of life through continued access to a key recreational amenity, investing in existing infrastructure to extend its lifespan, and demonstrating financial stewardship by pursuing a cost-effective renovation over a significantly more expensive new build.

Question(s) before the Commission:

- Does the Commission have any questions about the pool renovations?
- Does the Commission support recommending to Town Council renovating the current pool vs. building a new pool at the Sports Complex?

Proposed Motion:

I move to recommend APPROVAL to the Town Council for moving forward with the **renovations at the Camp Verde Heritage Pool**.

I move to recommend APPROVAL to Town Council to pursue building a **new pool at the Sports Complex**.

PROGRESSIVE COMMERCIAL AQUATICS

A LANDMARK AQUATIC COMPANY

Shawna Figy
Parks & Recreation Manager

February 26, 2025

Martin Smith
CIP Project Manager

City of Camp Verde, AZ
473 South Main Street
Camp Verde, AZ 86322

Subject: Camp Verde, AZ Preliminary Aquatic Design Proposal

BUYBOARD#701-23

Dear Shawna and Martin,

Thank you for the opportunity to provide a proposal for the preliminary aquatic design services for the proposed aquatic facility. This proposal outlines our understanding of the project, our documents and proposed scope of services and provides a fee for our services. This proposal is valid for thirty (30) days.

A. PROJECT INFORMATION

	DESCRIPTION
Location	The project is located in Camp Verde, AZ.
Proposed Improvements	Based on the Request for Proposal, it is proposed to provide preliminary design for the aquatic facility with associated filtration and chemical treatment systems and aquatic construction budget.

B. SCOPE OF SERVICES

The Client (City of Camp Verde) retains the Consultant (Landmark Aquatic-Progressive Commercial Aquatics), for professional aquatic planning services. While we have discussed that a design/build delivery arrangement is the most optimal construction delivery method, we are entering into this agreement in order to phase design services and allow for you to have a preliminary budget and design prior to proceeding with the Project. The scope of the Consultant's services shall include:

I. PROGRAMMING PHASE

Two Scheduled Site Visits

- A. Review RFP/architects site plan/ documents and preliminary design concept comments and confirm compliance.

PROGRESSIVE COMMERCIAL AQUATICS

A LANDMARK AQUATIC COMPANY

- B. Attend project kickoff meeting with Client, Design Team and Owner Representatives to determine and confirm desired aquatic programmatic features, filtration / chemical treatment system options, budget, code related items and aquatic points of coordination between the respective design consultants.
- C. Provide an overview of applicable codes, standards and laws related to the swimming pool design for coordination with the project team and client, including building codes, health code, ADA Accessibility Guidelines and Virginia Graeme Baker (VGB) Pool and Spa Safety Act.
- D. Provide recommendations for aquatic facility design based on Consultant's 50+ year overall experience in design, construction, service and facility management taking into consideration the Owner feedback and desires.
- E. Prepare a design narrative for the proposed new swimming pool(s) and other aquatic features.
- F. Assist with design considerations for support spaces:
 - 1. Adjacencies and circulation
 - 2. Activity program use of space and capabilities
 - 3. Mechanical and Sanitization systems
 - 4. Hydrostatic relief system
- G. Prepare preliminary plan of aquatic equipment room and chemical rooms showing pump, filters, and water chemistry equipment.
- H. Provide options for meeting program needs of the Owner while complying with budget requirements, physical requirements and footprint limitations.
- I. Provide Aquatic Plan concepts in PDF format. Ensure design concepts contemplate commercial aquatic design standards and applicable codes.
- J. Provide preliminary aquatic construction budget for review and present value engineering options for consideration.
- K. Provide a preliminary construction schedule.
- L. Provide colored rendering of final conceptual design and flythrough video of the aquatic facility.
- M. Attend community feedback planning session along with key stakeholders to present final design concept.
- N. Attend meetings with Client, Design Team and Owner Representatives via teleconference or web conference as required to determine and confirm desired aquatic programmatic features, filtration / chemical treatment system options, budget, code related items and aquatic points of coordination between the respective design consultants.

PROGRESSIVE COMMERCIAL AQUATICS

A LANDMARK AQUATIC COMPANY

C. EXCLUSIONS

1. Geotechnical studies relating to the swimming pool shell and deck.
2. Construction or bidding documents for other construction competitors.
3. Sealed construction drawings appropriate for permit application and/or issuance.
4. Final construction schedule.

D. SCHEDULE

Completion of Preliminary Plan and Rendering Submittal shall comply with the schedule as provided by the Client and/or Owner. The Consultant's schedule shall be extended based on delays provided by other Consultants or the Owner.

E. COMPENSATION – LUMP SUM

AQUATIC TASK	LUMP SUM FEE
I. Programming Phase (one site visit, travel reimbursables included)	\$5,000

FEE BREAKDOWN

Staff	Rate/Hr	Hours	Fee
DESIGN LABOR (normal Buyboard rate)	\$170	38	\$6,460
Discounted rate ON TOP of Buyboard rate standard price.	\$131.58/hr	38	\$5,004.04
Flat Rate Total			\$5,000

The Consultant monthly invoices submitted shall be based on the percentage of the Consultant's services completed. Client shall make payments to Progressive Commercial Aquatics within thirty (30) days after receipt of invoice. Upon written notice, Consultant may suspend services until payment for past due invoices is made.

PROGRESSIVE COMMERCIAL AQUATICS

A LANDMARK AQUATIC COMPANY

Reimbursable expenses and add services are subject to Client approval. Reimbursable expenses shall consist of travel expenses and personnel time for additional trips and be billed to the Client at cost at the rates listed below.

ADDITIONAL SERVICES

Consultant shall not proceed with any additional work without Client authorization in writing. The above lump sum fee is based on our current rate schedule.

If we are authorized to proceed and the client subsequently postpones or cancels the work, we will invoice the client for the costs of project set up and mobilization incurred prior to notice of cancellation.

Additional Services shall be billed out at the following rates:

Design Director	\$170.00/hour
Project Manager	\$150.00/hour
Revit Designer / CAD Drafter	\$100.00/hour
Administration	\$65.00/hour
Design/Construction Administration Site Visit	\$2,500/trip, includes travel expenses
Mileage	0.65/per mile

F. MISCELLANEOUS

1. The conceptual schematic design documents prepared by Progressive Commercial Aquatics for this Project are instruments of Progressive Commercial Aquatics for use solely with respect to this Project, except as may be expressly permitted herein. Progressive Commercial Aquatics shall be deemed the author of these documents and shall retain all common law, statutory and other reserved rights, including copyright. The Owner shall be permitted to retain copies, including electronic format and reproducible copies, of Progressive Commercial Aquatics drawings.
2. If Owner uses any documents prepared by Progressive Commercial Aquatics to complete the project, where Progressive Commercial Aquatics was not engaged as the builder or for any other purpose, Owner shall indemnify and hold Progressive Commercial Aquatics harmless from any claim, loss, damage, suit or expense (including attorney's fees and expert witness fees) arising from such use.
3. Our fees for the conceptual design services is payable regardless if the project is constructed.

PROGRESSIVE COMMERCIAL AQUATICS

A LANDMARK AQUATIC COMPANY

G. AUTHORIZATION

This proposal may be accepted by executing this proposal. This proposal is valid only if authorized within thirty days from the listed proposal date. If an alternative contract is proposed additional delays may occur due to reviewing the contract. We appreciate the opportunity to provide this proposal and look forward to working with you on this project. Please call the undersigned if you have any questions or comments regarding this proposal.

PROGRESSIVE COMMERCIAL AQUATIC

BY: 
Matt Cappello, PE
Director of Design

DATE: February 26, 2025

CITY OF CAMP VERDE, AZ

BY: _____
Shawna Figy
Parks & Recreation Manager

Martin Smith
CIP Project Manager

DATE: _____

Landmark Aquatic
156 Weldon Parkway
Maryland Hts, MO 63043
(314) 432-1801

City of Camp Verde AZ
473 South Main St
Camp Verde, AZ 86322

INVOICE ID: 12013152
DRAW ID: 2501101200001
DATE: March 5, 2025

SALESPERSON:

CONTRACT ID: 25-01-1012
Camp Verde
LOCATION: TBD
Camp Verde, AZ

CUSTOMER ID: 1C250002
PO #:

Item Id	Description	Contract Amount	Percent Complete	Total Billed	Previous Billed	Total This Invoice
1	Contract Amount	5,000.00	100.00 %	5,000.00		5,000.00
Total		5,000.00	100.00 %	5,000.00		5,000.00

Contract Summary

Original contract amount	5,000.00
Approved changes	<u>0.00</u>
Revised contract amount	5,000.00
Invoiced to date	<u>5,000.00</u>
Remaining to invoice	0.00
Percent billed	100.00 %
Retainage balance	0.00

156 WELDON PARKWAY, ST. LOUIS, MO 63043
314-432-1801 | LANDMARKQUATIC.COM

SEAL

CONSTRUCTION RELEASE

DATE: BY:

REV	DATE:	COMMENT:
-----	-------	----------

SHEET: SP1.0

Page 59 of 134



POOL:
SURFACE AREA: 6,017 SF
PERIMETER: 533-7"
VOLUME: 153,542 GALLONS

SCALE: 1/8" = 1'-0"

April 7, 2025

THE DESIGN AND DETAILS SHOWN ON THIS PAGE ARE THE PROPERTY OF WESTPORT POOLS AND
MAY NOT BE USED WITHOUT THE EXPRESSED WRITTEN CONSENT OF WESTPORT POOLS, INC.

Parks & Recreation Regular Session

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314-432-1801 | LANDMARKQUATIC.COM

SEAL

CONSTRUCTION RELEASE

REV	DATE:	COMMENT:
-----	-------	----------

SHEET: SP1.0



POOL:
SURFACE AREA: 6,017 SF
PERIMETER: 533-7"
VOLUME: 153,542 GALLONS

April 7, 2025

156 WELDON PARKWAY, ST. LOUIS, MO 63043
314-432-1801 | LANDMARKAQUATIC.COM

SEAL

DATE: XX-XX-XX BY: DRS

DATE: BY:

[illegible]

SHEET: SP1.0

Page 61 of 134



POOL:
SURFACE AREA: 6,017 SF
PERIMETER: 533-7"
VOLUME: 153,542 GALLONS

1 PRELIMINARY POOL LAYOUT OPTION #6
SP1.0 SCALE: 1/8" = 1'-0"

April 7, 2025

THE DESIGN AND DETAILS SHOWN ON THIS PAGE ARE THE PROPERTY OF WESTPORT POOLS AND MAY NOT BE USED WITHOUT THE EXPRESSED WRITTEN CONSENT OF WESTPORT POOLS, INC.

Parks & Recreation Regular Session



MASSIVE SPLASH® (SINGLE BUCKET)

ACTIVITY

The Massive Splash is designed to be modular and scalable to accommodate multiple buckets and configurations depending on the budget and size of the wet play area. This configuration includes a single bucket with a 17 gallon capacity for a directional splash. Patrons anticipate the splashes with the movement of the bucket. This feature is a true centerpiece for your splash play area.

MODEL: MS14-2A



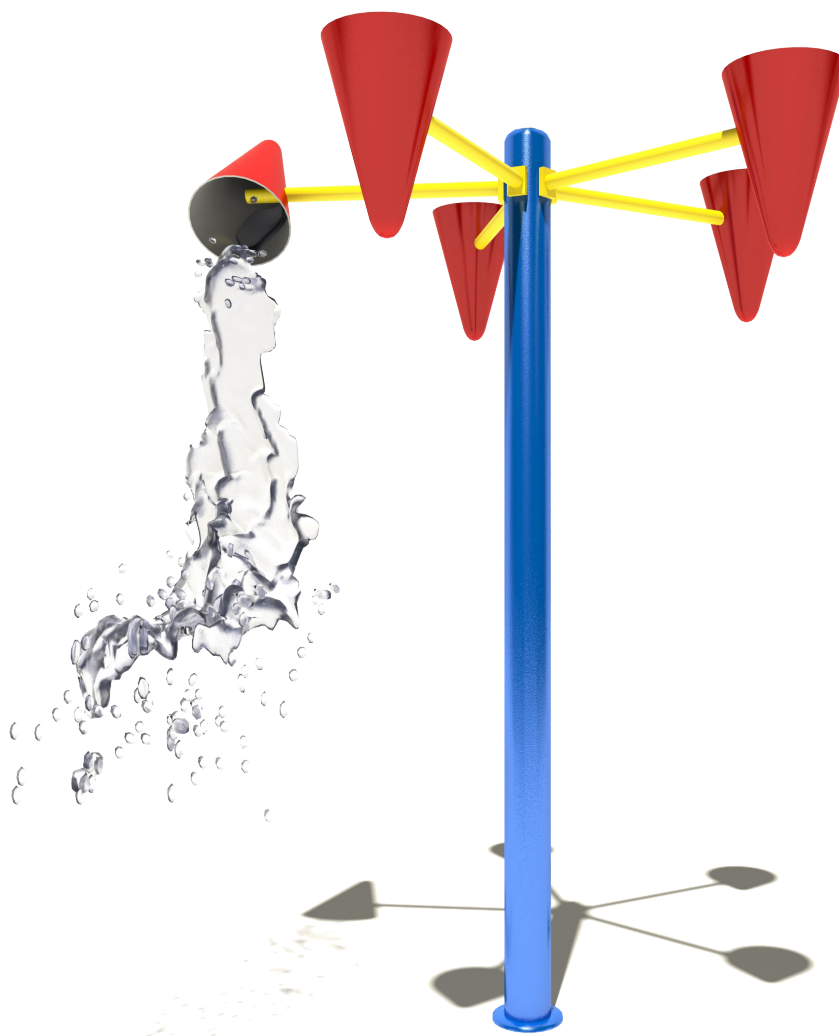
10-25 GPM/38-95 LPM



Height: 15'-4"/465 CM

FEATURES & BENEFITS

- Stainless steel construction with FRP bucket
- Low profile rounded flanges are easy on the feet and reduce toe-stubbing
- Coated with Aqua Armor - the most durable Chlorine, UV and vandal resistant coating in the industry
- Modern styling
- ADA and ASTM compliant



BIG BUCKETS

ACTIVITY

Big Buckets™ is a medium size component that is available with five or three arms - add suffix -3 to catalog number for three arm Big Buckets™. Each bucket has a 3.5 GPD (gallons per dump) rating.

MODEL: W121



14-42 GPM/53-159 LPM



Height: 12'-6"/382 CM

FEATURES & BENEFITS

- Low profile rounded flanges are easy on the feet and reduce toe-stubbing
- Coated with Aqua Armor - the most durable Chlorine, UV and vandal resistant coating in the industry
- Interchangeable with other spray features
- ADA and ASTM compliant

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: April 7, 2025

Agenda Item Type:

- | | | |
|--|---|--|
| ☐ Consent Agenda | ☐ Informational Presentation | ☐ Discussion Item |
| ☒ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Discussion and possible recommendation for a Request for Proposal for an outside party to host and organize a summer concert series.

Attached Documents: N/A

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

It is part of the Council's Strategic Plan for Parks & Recreation to host some sort of summer concert series. In discussion with the Town Manager, the idea was presented that we look for another group who may be interested in doing this in partnership or individually. The Request for Proposal would be put out to the public looking for anyone interested in submitting a proposal for the summer concert series. Once proposals are submitted, we would evaluate and determine if it is something that will fit into our budget.

Question(s) before the Commission:

- Does the Commission have any questions about the Request for Proposal?
- Does the Commission support this proposal of releasing a Request for Proposal for a summer concert series?

Proposed Motion:

I move to APPROVE releasing a Request for Proposal for the summer concert series.

I move to DENY releasing a Request for Proposal for the summer concert series.

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Meeting Date: April 7, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Parks & Recreation Manager Shawna Figy

Agenda Title: Update on Parks and Recreation programming and events

Attached Documents:

- Current Press Releases
- February Monthly Report
- Pecan & Wine summary
- Pecan & Wine Ideas and Improvements list
- Pecan & Wine Vendor feedback results to date

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable): N/A

- | | | | | |
|---------------------------------------|------------------------------|-----------------------------|---|---------------------------------|
| • Funding Source / GL Account Number: | | | | |
| • Approved in the FY25 Budget? | ☐ Yes | ☐ No | ☒ N/A | ☐ Other: |
| • Is this an approved CIP Project? | ☐ Yes | ☐ No | ☒ N/A | ☐ Other: |

Background Information:

This is a standard update added to the agenda at the request of the Commission. This update will include information about upcoming events including Pecan & Wine Festival, Corn Fest, along with summaries of recently completed events and programming.

Question(s) before the Commission:

- Do you have any questions about our upcoming events?

Parks & Recreation Monthly Report – February 2025

- Scheduled facility uses this month were as follows: Meeting rooms had 59 uses, Ramadas were at 12 uses, Gym had 67 uses, Sports fields had 80(49 @ SC, 30 @ Butler, 1 @Comm. Center) uses, kitchen 7 uses, and public showers 49. Our Parks & Rec Conference room had 11 scheduled uses. Highlighted use this month was Touch A Truck, start of Little League, and an adult softball tournament at the Sports Complex, plus a Vitalant Blood Drive in the gym. Note: field uses do not factor in multiple practices per night.
- Pickleball continues to be played 4 times per week for a minimum of 3+ hours on each occasion. Friday night Cornhole League continues and are using the gym a few Friday evenings a month.
- Yoga classes continue weekly on Tuesdays and Tai Chi is held on Wednesdays. We are in discussion with the Yoga instructor regarding additional classes.
- Parks & Rec had 2 scheduled Friday trips this month. We traveled with 7 people to the Goldfield King Mine, and 13 people to the Scottsdale Arabian Horse Show. Staff is working on trips for the next quarter and finalizing Diamondbacks trips for this season. We also conducted a Polco public survey to gather feedback and ideas from the public about our Friday trips, the last day of the survey was Feb. 28.
- Staff hosted a Special Session of the Parks & Recreation Commission this month. This meeting included a site tour of Parks & Recreation facilities.
- The 4 full-time staff worked **7 occurrences for a total of 56 hours** for activities outside of regular business hours this month.
- Completed credit card reconciliation for January.
- 5th-8th grade Grasshopper continued with the last regular season games being played March 1. The playoffs are scheduled to be played March 3-5.
- Staff continues working on American Camp Association trainings online with a goal to have them completed prior to the start of camp next year.
- Staff continued to attend a variety of virtual forums including tournaments, aquatics, and special events to stay up on what is going on with other P&R Departments around the State.
- Vendor registration for the 2025 Pecan & Wine Festival closed due to being full with 30 vendors on the waitlist for the event. There are currently 108 vendors, 15 wineries, and a craft brewery registered for the event. Registration for the Pecan Desert bake-off opened. Marketing continues in partnership with Verde Valley Wine Consortium. Volunteer recruitment began.
- Staff conducted initial and finalist interviews for the full-time Recreation Supervisor position along with summer camp supervisor. Recruitment continued for pool and summer camp seasonal employees.
- February 8th, we held our third annual Touch A Truck event. We had 28 participants with 39 vehicles participating. Kiwanis handed out over 900 free hotdogs. We received \$4,150 in sponsorship for this event. Attendance at the event was 3,000 people. This year we had a train ride offered by a private business. We did receive a % of the proceeds from the train ride, which was \$150.
- Staff continue to work with Camp Verde Little League who held their evaluations Feb. 8th at Butler Park and began practicing this month.

- Staff have been working with different promoters to bring 2 different adult softball tournaments to the Sports Complex this spring. One of those adult tournaments was played this month. They are also working with Showtime Sports to host a youth flag football tournament at the Sports Complex.
- Staff have continued with the budget process including updating budget narratives, updating the fee schedule, planning for future CIP projects and staff, and evaluating budget line items for increase or decrease for FY26. Staff have conducted research and participated in demonstrations for facility reservation software as part of the budget process.
- Staff met with representatives from Landmark Pools to begin the process of design for possible Heritage Pool remodel as well as gathering information on cost of a new facility for presentation to Council.
- Staff ordered lifeguard gear and started planning lifeguard certification for the seasonal pool staff.
- The Parks & Recreation Master Plan RFP process is in full swing. Staff answered questions submitted and posted an addendum to the RFP. Bid submittals were due Feb. 19th with 4 companies submitting proposals. A committee was created to review and make a recommendation to Council.
- Shawna attended 2 days of Strategic planning with other members of the leadership team. She also attended Thriving Communities grant training.
- Staff met with members of the Fiber Festival committee to begin planning for the 2026 event.
- Vendor registration opened for Corn Fest 26. Inside spaces for the event were filled within a few hours. There are currently 35 vendors registered for that event.
- Staff planned and organized an appreciation luncheon for “The Old Guys.” The group was honored and presented a plaque that will reside at the Camp Verde Community Library for all to see.

Pecan & Wine 2025 Event Summary

General overview

- The event was held March 15 & 16 on Community Center Field, Gym & adjacent Town grounds.
- Partnership with the Verde Valley Wine Consortium to handle winery related activities.
- Public hours - Saturday - 11 am to 7 pm, Sunday Noon – 4pm
- Attendance about 5,500 (1,000 more than last year despite the weather and travel challenges)
 - o Average stay time of 70 minutes
 - o Sunday was noticeably busier than usual, most likely due to weather pattern.
 - o This event attracted approximately 53% of its attendees from outside the Verde Valley region.
- 116 vendors - 77 outside, 24 inside, 15 wineries. A few less than 2024, a few cancelled last minute due to weather and we had some no-shows. Travel did cause issues with vendors coming from Payson and Flagstaff.
- 29 volunteers worked for event set-up and operation for a total of 94 hours.
- Verde Valley Wine Consortium staffed one entrance gate both days.
- ACE Hardware supplied 2 pop up canopies for use as gate keeper shade tents.

Non-Profit support

- 9 non-profit vendors were provided free vendor space.

Financial summary

Revenue - \$17,290* (\$130 less than last year)

- Vendor registration fees - \$9,700, \$100 less than last year.
- Sponsorship – \$3,600
 - o Yavapai College \$1,800 Platinum level commitment for 3 events.
 - o SRP \$1,800 Platinum level commitment for 3 events.
- Verde Valley Wine Consortium cost share -\$3,990 (half the cost of wine tent rental)
- Verve Events & Tents allowed \$1,750 discount on rental invoices (*not included as revenue)

Expenses - \$18,568 (missing some supplies)

- Rental/services costs
 - o Verve Rental - \$9,259, \$15 more than last year with a \$1,750 sponsorship discount
 - Wine tent \$7,981.08
 - Shade tent \$1,277.96
 - o Devil Dog Dumpster -\$410
 - 20 yd. dumpster
 - o Off – Duty Management - \$1,583
 - 2 Law Enforcement Officers each on Saturday & Sunday
 - o Nice Jons - \$1,000
 - 4 port-o-jons
 - 4 hand wash stations
 - o PES Security - \$1,200
 - 2 each overnight security Friday & Saturday night

Pecan & Wine 2025 Event Summary

- Northern AZ Blues Alliance - \$2,500
 - Blues & Roots Revue
 - Bands and sound equipment
- Mountain Mom Photography - \$248
- Supplies & Equipment
 - \$160 (this may change as bills come in for sand and straw for mud mitigation)
- Donated Hometown Hero contest prize value \$130 (not included as expense)
- Marketing - \$2,456
 - Dawning Public relations - \$750 in cooperation with VVWC for total of \$1,500
 - Newspaper ads -\$ 497
 - Camp Verde Journal, Cottonwood Journal and Red Rock News – 1 week
 - Radio ads - \$1,209
 - Yavapai Broadcasting -KVRD & KKLD - \$648
 - Jack FM, KXBB - \$561
 - Economic Development did additional marketing as part of their programs.

Staff impact

- Maintenance overtime wages - \$
- 5 P&R staff worked approximately 159 additional hours for direct event prep and operation over the three-day weekend.
- P&R staff starts review, improvements and planning for the next year's event immediately following the event, opens registration and begins initial planning six months prior and begins intensive work starting about 3 months prior.
- During the 6 months prior to the event, P&R was short at least one full-time staff member.

2026 Pecan & Wine Improvements List

1. Change time. 11:00-6:00 Saturday, 11:00-4:00 or 5:00 Sunday
2. More chairs for outside seating near band. Do better marketing of ramada seating for food and listening to the band – ramada is part of the event now, so people can sit up there
3. Continue to improve signage for inside vendors.
4. Make sure tent and rodeo panels get placed in the right place.
5. Look at layout of the field, can we fit more vendors out there? How do we improve foot traffic on far side of 200 building – increase # of vendors in that space and more signage – what if we moved the wine tent backwards? Have to figure out field access especially for those in the wine tent if we took away Town hall lot entrance
6. Create and print maps of the event and have list of vendors with locations available for public
7. Gatekeeper at gym was a good idea, need to add that to the map and make sure we put up gate signs – no alcohol beyond this point etc...up there as well.
8. Get an additional piece of plastic for added gate table.
9. Improve communication with wineries about check-in and set-up times and locations.
10. Had a great number of pecan related item vendors this year, try to get them all back
11. How can we offer more pies? Questers sell out on Saturday and so do other vendors who offer pies – what can we do to have pies on Sunday? It is not a Pecan Pie & Wine event, however, people are looking for the pies.
12. Could we add a Capela or stand alone musicians to Sesq. Park or on the far side of the 200 building as an attraction? What else could we do for an attraction? Roaming instrumentalist? Where do we find them?
13. We need to do better with the photo booth – this year we moved it inside – should we always have it inside for every event so it is in the same place for people to find? Or just improve signage and get it on the map?
14. Suggestion was made to do banners with specific dates including days like Saturday, March 15 and Sunday, March 16 – make sure to type it that way on marketing fliers as well. Consider cost of banners and the fact that they would get thrown away after each event. Is there a “changeable” banner out there we could order so we could just change the dates each year?
15. Work better with VVWC in radio add marketing, no need to duplicate radio adds.
16. Talk to Verve Events about tent options – expansion- additions
17. More signage for the Questers pie location
18. Better placement of the schedule banners and remember to put up the radio banners on Friday
19. Find a place to put the pecan launchers and a way to protect people from the flying pecans – this is a fun attraction
20. For future reference – the sand/straw/rubber mat combo worked well for the really muddy areas. Having golf carts with trailers also a great idea to assist vendors who could not drive on the field, along with wagons. Need to plan for additional staff for this though as requires drivers for the carts.
21. Need at least 3, preferably 4 P&R staff for check-in. This year was a little scarce with so much last minute set-up to do thanks to the rain.

22. Better communication with volunteers(gatekeepers) when they check in – maybe a checklist of things we need to tell them when they check in so no matter who checks them in, they get the same info. I think we put a sheet at each gate, but they may not realize it is there or read it, so we need to do better at giving instructions. Treat them all like they are brand new volunteers even though we have several returners.
23. Talk to YC and VVWC about having presentations on the wine making process, some sort of demonstration related to the wine industry
24. Talk to the Art group about live art demos

Vendor Feedback Form Pecan & Wine 2025

We are considering changing the hours of the event as follows: Saturday 11:00-6:00 pm and Sunday 11:00-5:00 pm. This allows for the same amount of total show hours, but shortens Saturday and adds an hour to Sunday. How do you feel about this change? *

- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☒	☐	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☒	☐

What was your favorite part of the Pecan & Wine Festival this year? *

This is a very organized event and everyone was so kind.

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

One event had ice baths that was pretty unique.

Additional comments? *

I like the idea of shorter hours on Saturday, but no need to extend the Sunday hours. I would prefer to know my booth location ahead of time, so I can plan my layout and work with the direction of the sun. It's more difficult to do last minute.

This content is neither created nor endorsed by Google.

Google Forms

Vendor Feedback Form Pecan & Wine 2025

We are considering changing the hours of the event as follows: Saturday 11:00-6:00 pm and Sunday 11:00-5:00 pm. This allows for the same amount of total show hours, but shortens Saturday and adds an hour to Sunday. How do you feel about this change? *

☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☒	☐	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

The late start up time

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Music for entertainment, raffles to promote the flow of traffic, kids activities

Additional comments? *

I was at the indoor gym.. though I did okay. I was sad for some of the other vendors.. as that venue received very little traffic.. their needs to be some way to get traffic to go inside. Leaving the door open is not enough. Perhaps music, balloons.. it was dead inside for the whole two days. Seeing those older folks with a long face because they did not do well it made me feel sad for them.

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Google Forms

Vendor Feedback Form Pecan & Wine 2025

We are considering changing the hours of the event as follows: Saturday 11:00-6:00 pm and Sunday 11:00-5:00 pm. This allows for the same amount of total show hours, but shortens Saturday and adds an hour to Sunday. How do you feel about this change? *

☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☒	☐	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

the food

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

roaming magician/cooking demonstration

Additional comments? *

I love doing events in Camp Verde. I wish that I had an opportunity to get an inside booth. I know it is on a first come/first serve basis but if I get an email and can't jump on it immediately, then I lose out on securing an inside spot. I think those cherished booths should be on a lottery system so everyone has a fair chance and it's not always the same set of vendors.

This content is neither created nor endorsed by Google.

Google Forms

Vendor Feedback Form Pecan & Wine 2025

We are considering changing the hours of the event as follows: Saturday 11:00-6:00 pm and Sunday 11:00-5:00 pm. This allows for the same amount of total show hours, but shortens Saturday and adds an hour to Sunday. How do you feel about this change? *

☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

Terrible 1 2 3 4 5 Excellent

☐ ☐ ☐ ☐ ☒

How would you rate your interaction with Parks & Recreation Staff during the event? *

1 2 3 4 5

☐ ☐ ☐ ☐ ☒

What was your favorite part of the Pecan & Wine Festival this year? *

Music, great food choices

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Entertainment for kids, raffles from vendors, marketing baggies for vendors to put material in

Additional comments? *

Thank you for having us! Can't wait to do more events with you all!

This content is neither created nor endorsed by Google.

Google Forms

Vendor Feedback Form Pecan & Wine 2025

We are considering changing the hours of the event as follows: Saturday 11:00-6:00 pm and Sunday 11:00-5:00 pm. This allows for the same amount of total show hours, but shortens Saturday and adds an hour to Sunday. How do you feel about this change? *

- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☒	☐	☐	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

There were some great customers and I enjoyed meeting new people, the event staff and organizers were wonderful to meet.

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

N/a

Additional comments? *

While I loved being at the event, as a new vendor this year I would have loved more advance communication and notice about the event details including attendance numbers prior to attending, especially so I could have been able to have better inventory. Lastly, as a bakery, I would loved to have been able to put in the option to not have a south facing tent spot as it dramatically affects the safety and quality of my products.

I would love to know when to sign up or how to earn a spot in the center/main area the amount of traffic from the main area did not extend to the tents around the venue, we were lower by several hundred to a 1,000 people each day of foot traffic comparatively.

That being said, I had an amazing time and look forward to returning next year and now have a better understanding of the amount of product to bring to be prepared for everyone. I have also recommended the event to a few other vendor friends that are looking forward to signing up too!

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Google Forms

Vendor Feedback Form Pecan & Wine 2025

We are considering changing the hours of the event as follows: Saturday 11:00-6:00 pm and Sunday 11:00-5:00 pm. This allows for the same amount of total show hours, but shortens Saturday and adds an hour to Sunday. How do you feel about this change? *

- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Seeing and visiting with fellow vendors, faithful and new customers.

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

I only participate in Camp Verde events because they are the most vender friendly and well run.

Additional comments? *

Thank you Shawna and staff you guys are the best.

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☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☒	☐	☐

What was your favorite part of the Pecan & Wine Festival this year? *

Meeting new people

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

This is actually the first festival that we did that had entertainment

Additional comments? *

I feel that someone of the event staff should come around and talk with the vendors especially those new ones. Also I saw a vendor giving samples out and then she would reuse the cups she had put the peanut brittle in after people had put the cups to their mouths to get the sample. I don't think this is a good idea as who knows if someone had a cold or flu. She should be talked to about this.

The signs for the inside vendors should be placed so that people know we are inside as our Saturday was a total flop. Sunday was better after the signs were put in their appropriate place.

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

The music.

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Contests.

Additional comments? *

Thank you for having us.

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☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Pecans

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

We never had chance to go around and look which is good thing cause we were busy at our booth

Additional comments? *

Great job, we signed up last year for the first and loved it. We look forward to many more events with you. My vendor friends that signed up after I referred them will also be join again.

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☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

1 2 3 4 5

Terrible ☐ ☐ ☐ ☐ ☒ Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1 2 3 4 5

☐ ☐ ☐ ☐ ☒

What was your favorite part of the Pecan & Wine Festival this year? *

This was our 5th time setting up and our location was perfect (#19) Shawna really tries to work with us and listens when we have issues. Great to work with!

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Rodeos, parades, music, face painting, balloon artists for kids, bouncy houses

Additional comments? *

We look forward to coming back next year and would love our same location next to the ramp leading to restrooms on the gravel. Perfect for offloading our heavy tables and benches.

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Was great time

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Everything was good

Additional comments? *

Maybe a few more signs for inside vendors

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

MEETING PEOPLE W/ THEIR ST PATRICKS DAY REGALIA

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

PEOPLE WERE LOOKING FOR PIE CONTESTS

Additional comments? *

LOVE THE METAL RAMP FOR LOADING & UNLOADING ON MAIN ST. SOMEONE IN THE GYM WAS CREATING A VERY STRONG GARLIC SMELL

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

My favorite part of the Festival was how friendly the other vendors were.

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

At one event a vendor had ponies and was letting children ride the ponies.

Additional comments? *

The staff at this event were very friendly and very helpful.

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- ☐ Agree
- ☒ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☒	☐	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

variety of vendors & customers

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

contests, music groups, amazing food

Additional comments? *

if possible, please bring pecan pie, chocolate candy or food vendor / soft music to the gym.
The festival slowed dramatically around 3:30. Sunday intill 4 will be good.

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☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

1 2 3 4 5

Terrible ☐ ☐ ☐ ☐ ☒ Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1 2 3 4 5

☐ ☐ ☐ ☐ ☒

What was your favorite part of the Pecan & Wine Festival this year? *

The guests were fantastic! We chatted up a lot of good people!

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Good bands (which you had), interactive game areas, inflatable areas for kids, 360 photo booth, live artists doing paintings,

Additional comments? *

Event was excellent and sales were great. Thank you so much for having us. We'd love to come back next year!

Kris from Dog Father Gourmet Hotdogs and More

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☐ Agree

☒ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

customer interaction

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Games such as corn hole. Talks/demonstrations (e.g. history of a vineyard, processes, grape varieties). Face painting for kids. More selfie setups. Performers such as Cyr wheel, juggling.

Additional comments? *

I think 11-6 on Saturday would be good. Keep it 11-4 Sunday as most people need to get home and ready for the work/school week.

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Great turn out. Just a really fun and excellent atmosphere throughout.

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Live music is always nice.

Additional comments? *

Please adopt the proposed hours!! The staff from top to bottom was excellent. As a vendor, it was a pleasure working with the Parks & Rec staff. It makes for a much nicer event!

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Being a vendor

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Live music

Additional comments? *

Would love to see vendors on high traffic areas. We were off to the side and got bypassed by a lot of people.

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☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Dont have a favorite part

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Unsure too busy manning our table

Additional comments? *

Not having pecan pies or food for sale inside the kitchen really hurt people coming inside to look at the vendors inside. Food always draws people in. I dont think changing the end time on Sunday is a plus. It was pretty dead from 3:30 on. But only going until 6 on Saturday is a huge plus. Maybe consider starting at 10, instead of 11.

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Meeting all of the people

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Inflatables for Kid enjoyment, Local Student talent acts, cotton bail rolling competition.

Additional comments? *

Add some kid friendly activities. Maybe a small "Wine Parade" dress up in grape costumes?

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☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☒	☐

What was your favorite part of the Pecan & Wine Festival this year? *

Meeting new people.

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Multiple stages for music. There was nothing in the back side of the show. I have seen small acoustic stage in more remote parts of the events.

Additional comments? *

I was not happy with my location, I was in space 95. The flow of people was not very good way back there. There needed to be more or larger signs directing people back there. When I talked to the other vendors, they were very disappointed. I still enjoyed participating, but not happy with the basically hidden location. I feel that more spaces could have been placed in the main area.

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

I always appreciate being able to set up the night before

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

I am always covering my booth, so I wasn't able to see or do any of the activities

Additional comments? *

Thank you for putting on such a wonderful event!!! I know that countless hours go into this show! Your team is GREAT!

I would LOVE to start an hour earlier and finish an hour earlier. Going until 7pm on Saturday is tough. There are never any sales made after 5:30. Sunset was at 6:18 on Saturday night. It was already dark by the time we ended at 7pm. Hours to be considered might be: Saturday 10am to 5pm or maybe 6pm. And Sunday 10am to 4pm. There were shoppers inside both days after 10am Please consider bringing the pecan pies back inside to draw shoppers into the gym. There were no signs posted on Saturday outside the gym on the street side to let shoppers know that there were vendors inside. There were signs put out on Sunday. Thank you for putting me against the wall and close to Rachel and Alice! It is always appreciated when they are close enough to cover my booth when I run to the ladies' room!

Laura Gotz

Crafter@lauragotz.com

510-502-9014

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☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

The wine tent

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

photo booths and water dunking

Additional comments? *

keep up the good work

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☐	☒	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Great festival! Loved seeing all the locals

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

NA

Additional comments? *

NA

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☒	☐	☐	☐	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☒	☐	☐	☐

What was your favorite part of the Pecan & Wine Festival this year? *

Shoppers could walk around with wine

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Wine

Additional comments? *

More signage, to direct customers into the building.

Pies to be sold inside the building.

Better placing of crafters. Jewelry next to jewelry.....

Husband and wife crafters, separated, not even selling in the same booth....

Staff not available for the crafters.

Setup is great, like...the night prior.

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☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

Terrible 1 2 3 4 5 Excellent

☐ ☐ ☐ ☐ ☒

How would you rate your interaction with Parks & Recreation Staff during the event? *

1 2 3 4 5

☐ ☐ ☐ ☐ ☒

What was your favorite part of the Pecan & Wine Festival this year? *

Visiting with customers and of course selling

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

I'm not able to leave the booth as I'm by myself but comments from customers were all good

Additional comments? *

None

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We are considering changing the hours of the event as follows: Saturday 11:00-6:00 pm and Sunday 11:00-5:00 pm. This allows for the same amount of total show hours, but shortens Saturday and adds an hour to Sunday. How do you feel about this change? *

☒ Agree

☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☐	☐	☒	☐	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Sunday when it was warmer LOL

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

If there is alcohol or activities they are good

Additional comments? *

I'd love to be away from vendors of the same product types.

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- ☒ Agree
- ☐ Disagree

How was the communication and process regarding check-in and set-up? *

	1	2	3	4	5	
Terrible	☐	☒	☐	☐	☐	Excellent

How would you rate your interaction with Parks & Recreation Staff during the event? *

1	2	3	4	5
☐	☐	☐	☐	☒

What was your favorite part of the Pecan & Wine Festival this year? *

Staff who took time to put down straw in our booth area so we would not slip and fall.

As vendors, you participate in a variety of events. What are some of the coolest activities you have seen at events for entertainment and fun? *

Many different types of music

Additional comments? *

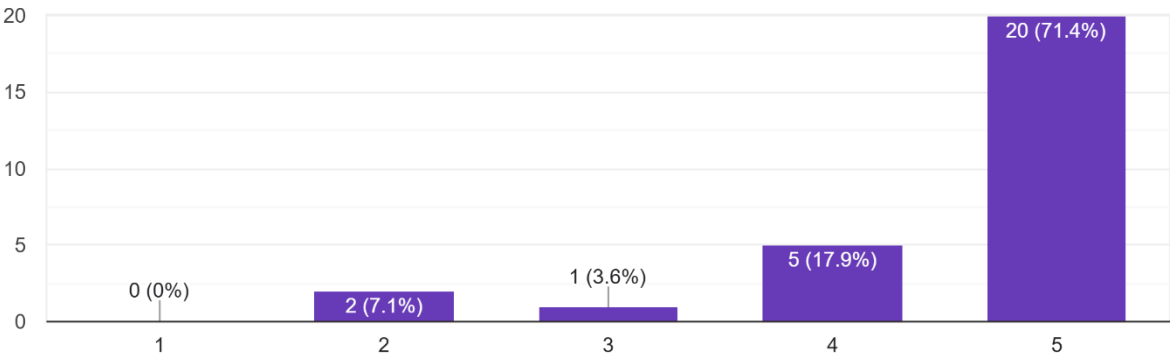
it was our first time attending and we are local, we enjoyed the show, appreciated the attendance and the advertising that was done. We look forward to attending again next year. Thank you.

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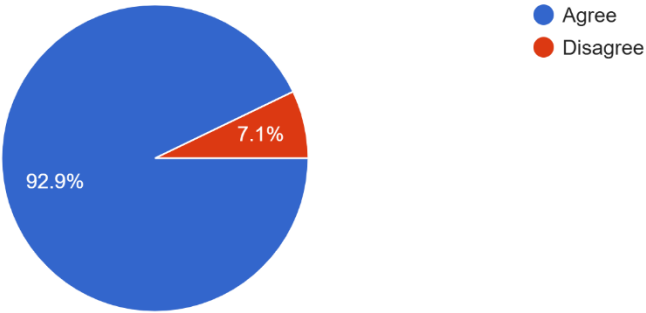
Google Forms

How was the communication and process regarding check-in and set-up?

28 responses

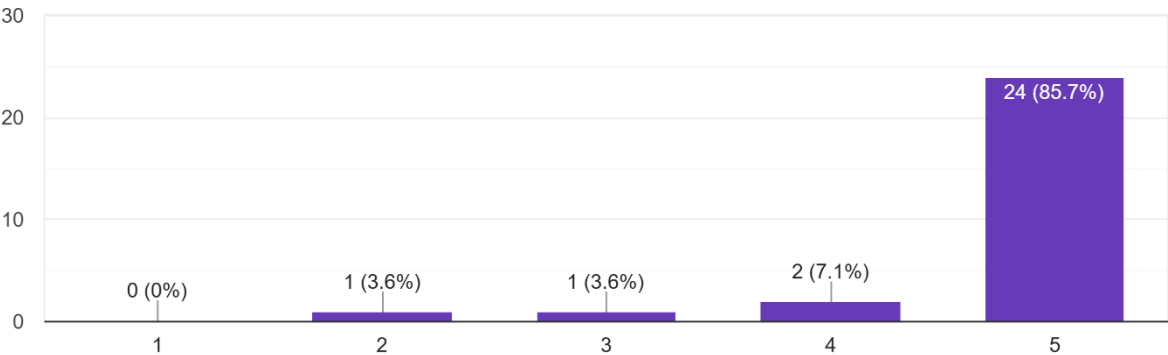


We are considering changing the hours of the event as follows: Saturday 11:00-6:00 pm and Sunday 11:00-5:00 pm. This allows for the same amount of ...ur to Sunday. How do you feel about this change?
28 responses



How would you rate your interaction with Parks & Recreation Staff during the event?

28 responses





2025 Spring Trips



This Trip List includes both Friday trips and weekend Baseball Games. Please see individual flyers for specific details about departure and return. Subject to the destination, you can choose to buy lunch on site or pack your own. Cancellations with at least 48 hours' notice are eligible for a full refund.

**APRIL
4TH**

**Phoenix
Zoo**

**Departs
9:00 am
\$63**

The Phoenix Zoo is one of the largest non-profit zoos in the U.S., caring for over 3,000 animals, with nearly 400 species represented, including many threatened/endangered species. Located in Papago Park, this renowned zoo features four distinct trails—Arizona, Africa, Tropics, and Children's—each showcasing unique wildlife and habitats.

**MAY
11TH**

**D-Backs
VS
Dodgers**

**Departs
10:00 am
\$90**

The Arizona Diamondbacks take on the Los Angeles Dodgers in what promises to be an electrifying matchup at Chase Field! Whether you're a D-Backs diehard or backing the Boys in Blue, this is your chance to experience the thrill of Major League Baseball up close! For \$90, you'll get game admission, transportation, and parking—all you have to do is sit back and enjoy the action. Register by April 25th, and let's play ball!

**MAY
23RD**

**Walking
Tour of
Wickenburg**

**Departs
9:00 am
\$20**

Step back in time on a self-guided walking tour through historic downtown Wickenburg! Explore landmarks like the Vernetta Hotel and Garcia Schoolhouse while interactive statues bring the past to life. Stroll through charming boutiques, enjoy Southwestern cuisine, and soak in the Old West atmosphere. Pick up a Wickenburg Heritage Guide at the Visitor Center or view it online to start your journey!

**JUNE
14TH**

**D-Backs
VS
Padres**

**Departs
1:00 pm
\$90**

Rivalry alert! The Arizona Diamondbacks face off against the San Diego Padres in what's sure to be a heated showdown! Will the D-Backs dominate, or will the Padres bring the fight? Don't miss your chance to witness the action live at Chase Field! Your \$90 ticket includes transportation, game entry, and parking—all you need to bring is your team spirit! Sign up by May 30th, and let's hit the road for an unforgettable day at the ballpark!

**JUNE
27TH**

**Phoenix
Art
Museum**

**Departs
9:00 am
\$48**

Discover a world of creativity at the Phoenix Art Museum, home to an extensive collection of classic and contemporary art, stunning photography, and immersive exhibits. This trip highlights The World of Anna Sui, an exclusive showcase of the iconic fashion designer's most celebrated works. Explore Sui's bold, eclectic style and influence on fashion, music, and pop culture through her signature designs and inspirations.





2025

VS

LA DODGERS

MAY 11TH \$ 90

SAN DIEGO PADRES

JUN 14TH \$ 90

★ COLORADO ROCKIES AUG 9TH \$ 75

★ Giveaway Day

IT'S THAT TIME OF YEAR AGAIN TO STEP UP TO THE PLATE WITH PARKS AND REC. JOIN US FOR A GRAND SLAM OF EXCITEMENT AS WE BRING TOGETHER FANS LIKE YOU FOR A LINEUP OF THRILLING BASEBALL GAMES. BATTER UP AND BE PART OF THE ACTION — JOIN CAMP VERDE PARKS AND RECREATION FOR A HOME RUN OF A TIME!

Pricing includes ticket, transportation, and parking.

Register at: <https://campverde.sportsites.com/player> or

Click the blue "Sign up" link on the Parks & Rec Facebook page or call 928-554-0820 (x3)

