



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, JULY 7, 2025 at 6:00 P.M.**

ZOOM MEETING LINK:

<https://us02web.zoom.us/j/86169623757?pwd=zSZXwJZwgyTQzKbS6Wk6adYRIEiDgi.1>

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

Meeting ID: 861 6962 3757

Passcode: 518579

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 Victoria O'Malley, 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 – June 2, 2025 Pg. 3
 - b) **Set Next Meeting Date and Time:**
 - 1) Monday, August 4, 2025 at 6:00 p.m.
 - 2) Monday, September 8, 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) **Update on the Sports Complex.** Staff Resource: Town Manager Miranda Fisher and Capital Improvement Project Manager Martin Smith. Pg. 9
- 7) **Update on the National Fitness Center Campaign.** Staff Resource: Town Manager Miranda Fisher. Pg. 11
- 8) **Update on the Parks and Recreation Master Plan.** Staff Resource: Parks& Recreation Manager Shawna Figy. Pg. 17
- 9) **Presentation of General Plan Draft Elements: Economic Development, Housing, Cost of Development, and Circulation & Transportation.** Staff Resource: Town Manager Miranda Fisher. Pg. 21
- 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 Bhasas on July 3, at 5:00 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, JUNE 2, 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 Mary Hughes, Commissioner Zach McKay, and Commissioner Charlotte Salsman.

Also Present
Town Manager Miranda Fisher, Parks and Recreation Manager Shawna Figy and Administrative Clerk Laura Keesler.
- 3) **Pledge of Allegiance**
Commissioner Hughes 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 – May 5, 2025
 - b) **Set Next Meeting Date and Time:**
 - 1) Monday, July 7, 2025 at 6:00 p.m.
 - 2) Monday, August 4, 2025 at 6:00 p.m.

Motion was made by Vice Chairperson Faulkner to approve the next meeting dates, times, and approve the meeting minutes. Second was made by Commissioner Salsman.

Roll Call:

Commissioner Hughes: Aye
Commissioner Duncan: Aye
Commissioner McKay: Aye
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))

There were no speakers.

- 6) **Oath of Office for newly appointed Parks and Recreation Commissioner Victoria O'Malley.** Staff Resource: Town Manager Miranda Fisher.

Administrative Clerk Laura Keesler swore in the newly appointed Parks and Recreation Commissioner Victoria O'Malley. Commissioner O'Malley was then seated at the dais for the remainder of the meeting.

- 7) **Presentation and discussion regarding a new policy addressing golfing in the Town's parks.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy noted that concerns have been raised regarding golfing in town parks, and the new policy explicitly prohibits golfing in Town parks.

Parks and Recreation Manager Figy and Town Manager Miranda Fisher responded to questions from the Commission.

Motion was made by Vice Chairperson Faulkner, to move to approve the new "no Golfing" policy proposed by Parks and Recreation staff. Second was made by Commissioner Hughes.

Roll Call:

Commissioner Hughes: Aye
Commissioner Duncan: Aye
Commissioner McKay: Aye
Commissioner Salsman: Aye
Commissioner O'Malley: Aye

Vice Chair Faulkner: Aye
Chair Grondin: Aye
Motion Passed: 7-0

- 8) **Discussion and consideration of Parks & Recreation Commission liaison appointments to committees and working groups.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy stated at the May 5, 2025, Parks and Recreation Commission meeting, the Commission expressed interest in serving on various Town Committees and Working Groups to represent the Town.

Town Manager Fisher stated there are seven groups the Commission members have the opportunity to serve on. Town Manager Fisher responded to questions from the Commission.

The Commission identified the following liaisons for each group:

- Technical Advisory Group: Chair Grondin
- Tourism Working and Engagement Group: Commissioner Duncan
- Verde Valley Dark Sky Chapter: Commissioner O'Malley
- Heritage Pool: Commissioner Hughes
- Sports Complex: Chair Grondin
- Verde Lakes Recreation Corporation: Commissioner Duncan
- Parks and Recreation Master Plan: Vice Chair Faulkner and Commissioner McKay.

- 9) **National Fitness Campaign Update.** Staff Resource: Town Manager Miranda Fisher.

Town Manager Fisher indicated that the Town Council provided direction to proceed with the item and would like to see the project funded even if it cannot happen under the Sports Complex Grant.

Town Manager Fisher responded to questions from the Commission.

- 10) **Update on the Request for Proposal for an outside party to host and organize a concert series.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy presented an overview of the proposal from Swamp Poets, noting that the financial terms were consistent with what the Town typically pays for musical performances at Town events.

Parks and Recreation Manager Figy responded to questions from the Commission.

- 11) **Update on the Heritage Pool renovations.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy provided an update on the pool pump, filtration system and chemical system for the Heritage Pool.

Parks and Recreation Manager Figy responded to questions from the Commission.

- 12) **Update on the Parks & Recreation Master Plan.** Staff Resource Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy stated Special Initiatives Manager Cliff Bryson will be coordinating with the Kimley Horn to start the implementation for the Parks and Recreation Master Plan.

Town Manager Fisher stated the kick-off event for the Parks and Recreation Master Plan will be held on July 29, 2025, from 4:00 p.m. to 7:00 p.m. at the Library.

Town Manager Fisher and Parks and Recreation Manager Figy responded to questions from the Commission.

- 13) **Presentation, discussion, and possible action regarding the Fort Verde Days Grand Marshal final nominations and parade theme.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy distributed a handout containing a nomination for Grand Marshal that had not been included in the Parks and Recreation Commission meeting packet. Manager Figy informed the Commission that a vote on the Grand Marshal and parade theme would be required during the meeting.

Each Commission member submitted their nominations and parade theme suggestions to staff in writing.

Town Manager Fisher announced the Commission's top three Grand Marshal nominees, as determined by the vote: 1. Jim Bleak, 2. Mary Phelps, and 3. Jackie Baker. Parks and Recreation Manager Figy stated the candidates will be presented for a public vote. By vote, the Commission also selected "Heart of Arizona" as the official parade theme.

Town Manager Fisher and Parks and Recreation Manager Figy responded to questions from the Commission.

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

Chair Grondin and Vice Chairperson Faulkner reported on current events they attended.

- 15) **Update on Parks & Recreation current programming and events.** Staff Resource:

Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy reported on current and past events as well as responded to questions from the Commission.

16) **Adjournment**

Motion was made by Commissioner Salsman to adjourn the meeting. Second was made by Commissioner Hughes.

Roll Call:

Commissioner Hughes: Aye
Commissioner Duncan: Aye
Commissioner McKay: Aye
Commissioner Salsman: Aye
Commissioner O'Malley: Aye
Vice Chair Faulkner: Aye
Chair Grondin: Aye

Motion Passed: 7-0

Chairman Grondin adjourned the meeting at 7:11 p.m.

Chair Dave Grondin

Administrative Clerk Laura Keesler

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 2nd day of June, 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this _____ day of _____, 2025.

Laura Keesler, Administrative Clerk

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: July 7, 2025

Agenda Item Type:

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

Requesting Department: Parks & Recreation

Staff Resource: CIP Project Manager Martin Smith and Town Manager Miranda Fisher

Agenda Title: Update on the Sports Complex

Attached Documents: None (a copy of the PowerPoint presentation will be provided at the meeting)

Estimated Presentation Time: 15 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

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

Financial Review (if applicable): Financial information regarding the Sports Complex expenditures can be accessed here under the “Financial Overview” section: [Camp Verde Sports Complex | Town of Camp Verde, AZ](#). An overview of the financials will be provided at the meeting as well.

- 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:

At the request of the Town Council, staff will be providing a presentation on the development of the Sports Complex to date, as well as upcoming projects planned for the site. While the formal presentation to Council is scheduled for July 16th, staff would like to begin by presenting to the Parks and Recreation Commission to ensure their feedback is reflected in what is ultimately shared with Council.

CIP Project Manager Martin Smith will provide an overview of all completed and ongoing capital improvement projects at the Sports Complex. Town Manager Miranda Fisher will follow with a summary of the financials associated with the buildout.

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

The Sports Complex is a recreational amenity that provides a space for our community to come together for engagement and recreation.

Question(s) before the Commission:

Does the Commission have any questions about what is happening at the Sports Complex?

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: July 7, 2025

Agenda Item Type:

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

Requesting Department: Town Manager

Staff Resource: Town Manager Miranda Fisher

Agenda Title: Update on the National Fitness Campaign

Attached Documents:

- Amended Award Letter

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 10 minutes

Reviewed By:

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

Financial Review (if applicable): TBD

- 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:

The Town of Camp Verde has been awarded a \$50,000 grant through the National Fitness Campaign to support the installation of an outdoor Fitness Court®. In order to move forward with accepting the grant award, the Town must secure a match of approximately \$120,000 to \$150,000 by July 9, 2025.

Unfortunately, Arizona State Parks did not approve the Fitness Court® as an eligible expenditure under the current Sports Complex grant, meaning the project would need to be fully funded through the Town's Capital Improvement Program (CIP). After meeting with Finance Director Michael Showers, CIP Project Manager Martin Smith, and Public Works Director Ken Krebs, it was determined that allocating funds at this time could jeopardize the successful completion of other critical CIP projects.

Given the potential for unforeseen construction issues or change orders, the Town must maintain financial flexibility until all current projects are completed. As a result, we are unable to commit the necessary funding to the Fitness Court® at this time.

Town Manager Miranda Fisher contacted the National Fitness Campaign to inform them of the situation. In response, the National Fitness Campaign offered to extend the funding deadline to November 12, 2025. This extension allows the Town additional time to complete ongoing CIP work and assess whether remaining funds will be available to support the Fitness Court® initiative as well as look at other possible grant funding.



Parks and Recreation Commission Agenda Information Memorandum

Previous Council & Commission Actions:

On May 5, 2025, the Parks & Recreation Commission unanimously recommended approval to adopt Resolution 2025-1180 for the Outdoor Fitness Court®; however, wanted to know more information about how the asset would be funded. On May 21, 2025 the Town Council unanimously approved Resolution 2025-1180 approving of an Outdoor Fitness Court®. During the discussion, Council shared that they would like to see this project funded even if it cannot happen under the Sports Complex grant.

About the National Fitness Campaign:

The National Fitness Campaign is a nationwide initiative that partners with municipalities, schools, and other organizations to create accessible, free-to-the-public outdoor fitness spaces. Founded in 1979, NFC is dedicated to improving health outcomes by providing communities with innovative wellness infrastructure and programming support. Website: [National Fitness Campaign | Building Healthy Communities Across America](https://nationalfitnesscampaign.com) / Video: <https://nationalfitnesscampaign.com/watch>

The centerpiece of the campaign is the Fitness Court®, a specially designed outdoor bodyweight circuit training system. Each Fitness Court® is approximately 38 feet by 38 feet and can accommodate up to 28 individuals per hour across seven functional fitness zones that target strength, agility, flexibility, balance, and cardiovascular fitness. It is designed for all fitness levels and includes instructional signage as well as access to a free mobile app offering guided workouts. In addition to the physical asset, the National Fitness Campaign provides marketing support, wellness programming templates, and national recognition opportunities through its Healthy Infrastructure Initiative.

Connection to the FY25-FY30 Strategic Plan

The National Fitness Campaign Fitness Court® project supports the FY25–FY30 Strategic Plan by enhancing community amenities, promoting health and wellness, and leveraging external grant funding to improve recreational infrastructure.

Question(s) before the Commission:

- Does the Commission have any questions about the update National Fitness Campaign Fitness Court®?



Congratulations!

Camp Verde, AZ has been selected as a 2025 Arizona Complete Health Grant Recipient!

Dear Miranda,

On behalf of the National Fitness Campaign Grant Committee, we are pleased to share that the Town of Camp Verde, AZ has been selected as a grant eligible partner in the 2025 Arizona Complete Health Campaign! This notification letter confirms eligibility for one (1) 2025 NFC Grant of \$50,000. The next step is to schedule your official Grant Eligibility Award Call within the next 10 days, where the qualifications submitted in your Grant Application will be confirmed by the NFC team, and your Grant Program Requirements (GPR) will be aligned for eligibility and participation in this year's campaign. A copy of your GPR Document is attached to this formal award letter for your review, and is based on dates submitted in your Grant Application.

The \$50,000 Grant Award will be confirmed pending 1) the submission of a Resolution of Adoption, endorsed by your local governing body or appropriate council within 30 days of the Award Call, 2) authorization to proceed, documented by formal funding confirmation (commonly a purchase order) and 3) confirmation of a scheduled shipping date for the Fitness Court and appropriate storage plans. Once set, GPR milestones must be met in order to maintain funding eligibility in the campaign.

To support this partnership and align your GPR milestones with your community's local adoption and funding processes, we have assigned a Partnership Manager – Aubrey Glendinning – as your dedicated partner and champion in support of this partnership. Over the coming months, Aubrey will work with your team to support the path outlined in the GPR Document, assisting in the confirmation of required remaining funding, installation, and launch of your program.

The 2025 Arizona Complete Health is part of a national movement to make world-class fitness free and accessible in public spaces across the country, which is more important today than ever before – thank you for your commitment to supporting this goal.

Here is a sneak peak at what's ahead:

- Fitness Court® Launch – Cut the ribbon on your beautiful new outdoor gym & announce free fitness to the community!
- Classes & Challenges – Get residents moving & keep them engaged with ongoing group classes, individual training, and competitive events.
- Press & Promotions – Shine a spotlight on your community and local partners for joining this exciting and innovative wellness movement!

Once again, we are thrilled to invite you to join us as a partner in the 2025 Arizona Complete Health Campaign, and we look forward to making world-class fitness free in Camp Verde, AZ!

Best in Fitness,

Mitch Menaged, Founder



Town of Camp Verde, AZ - National Fitness Campaign 2025 Funding Cycle Grant Program Requirements (GPR)

Important: Grant Program Requirement (GPR) Dates must be adhered to in order to confirm grant availability within the awarded campaign year. While NFC strives to accommodate all approved applicants for participation, National Fitness Campaign cannot guarantee grant availability within each calendar year should approved milestone dates not be met, due to the volume of applicants joining the campaign and limited nature of Grant Funding in each state. Please contact your Partnership Development manager for more information.

PHASE 1

MILESTONE 1: ADOPTION

Summary: Commit to project adoption and confirm intent to provide remaining matching funding

- Requirement: Complete Resolution of Adoption
- **On or Before: 5/22/2025**

MILESTONE 2: AUTHORIZATION TO PROCEED - FUNDING CONFIRMED

Summary: Approve and secure funding (as needed) and confirm total required remaining funding listed below.

- Requirement: Funding confirmation document submitted to NFC for remaining program funding (typically a Purchase Order (P.O). Refer to Official Quote and Funding Requirements Summary for details.
 - **Remaining Funding Requirement: \$120,000-\$155,000 (Pending Fitness Court Configuration)**
- **On or Before: 11/12/2025**

MILESTONE 3: SHIPMENT FOR STORAGE

Summary: Identify Fitness Court® storage location and schedule Fitness Court® delivery

- Requirement: Accept Fitness Court® delivery and store at a secure location, prepare to be invoiced for remaining program funds due per Milestone 2.
- **Deadline: Within 2-4 weeks from completion of Milestone 2**

PHASE 2

MILESTONE 4: PLANNING, DESIGN & ART

Summary: Confirm Fitness Court Orientation and Site Layout, Approve Fitness Court® Art Designs

- Requirement: Approve Site Orientation, Site Plan and Approve artwork.
- **Deadline: December 2025**

(Continued on Next Page)



MILESTONE 5: CONCRETE SLAB INSTALLATION

Summary: Review concrete slab drawings & schedule concrete installer, Confirm Art is produced and shipped.

- Requirement: Install concrete slab (cure time of 14 days before Fitness Court® installation, Spraylock additive required). Fill out the concrete slab inspection form upon completion.
 - **Estimated Funding Requirement: \$0-\$45,000 (Pending Standard or Studio Configuration)**
- **Deadline: January 2026 - pending weather**

MILESTONE 6: FITNESS COURT® ASSEMBLY

Summary: Select Fitness Court® Assembly Team - NFC'S Approved Installation Network (AIN) is recommended pending local procurement requirements and policies.

- Requirement: Confirm installation timeline with NFC, provide completed installation photos for NFC inspection
 - **Estimated Funding Requirement: \$28,500-\$38,500 (Pending Standard or Studio Configuration)**
- **Deadline: February 2026 - pending weather**

MILESTONE 7: PRESS LAUNCH RIBBON CUTTING CEREMONY

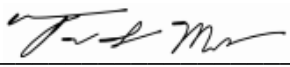
Summary: Hold Fitness Court® press launch & ribbon cutting event (in coordination with State Sponsor if applicable)

- Requirement: Promote press release, train ambassadors, hold launch within campaign year (weather permitting)
- **Deadline: March 2026 - pending weather**

MILESTONE 8: ATTEND OFFICIAL WELCOME TO CAMPAIGN VIRTUAL CALL

Summary: Attend NFC's official Welcome to Campaign call to share success of launch, initiate Fitness Court warranty, receive tools & services for Fitness Court activation, establish connection to long-term NFC Relationship Management Team

- Requirement: Schedule call with NFC & Local Leadership to attend Welcome to Campaign call. **Call completes formal grant obligations.*
- **Deadline: Scheduled within 2 weeks post Launch Event (Milestone 7)**

G.P.R. Authorized by:  Trent Matthias - Campaign Director

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: July 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

Attached Documents:

- Logo selection
- Data Request from Kimley-Horn

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:

Kimley-Horn has been working on the development of a logo and color pallet for the Master Plan documents. Staff appreciated the Commissions input at the June meeting on the options presented. Staff took the feedback from the Commission back to Kimley-Horn and the final logo has been selected.

Staff has also been working on the Data Request for Kimley-Horn which includes facilities, assets, financials, workflows, and policy and procedure information.

Connection to the FY25-FY30 Strategic Plan

This connects to the Strategic Plan through increasing civic engagement and public participation. The completion of the Master Plan is also a goal of Town Council.

Question(s) before the Commission:

- Does the Commission have any questions about this update on the Master Plan?



Parks & Recreation July 7, 2025 10:00 AM - 11:00 AM Regular Session

DATA REQUEST

- **Land, Facilities, and Assets**

- Complete list of all parks/facilities/parks-maintained land to be inventoried and assessed
- Attendance/visitation reports for any available parks/facilities
- Any physical assessment reports or inventories recently completed on parks, facilities or infrastructure (by City or other)
- Existing O&M standards and/or frequencies
- Asset/equipment/fleet inventory and replacement schedule

- **Staffing**

- Organizational chart (as detailed as possible – positions, names, FTE)
- Staff roster with positions and FTE/hours
- Job descriptions for relevant positions

- **Budget and Financials**

- Relevant O&M budgets for current two fiscal years
- Fully burdened staff pay rates
- Capital improvements (description and cost) made over the last five years
- Capital improvements (description and cost) to be budgeted for the next five years
- Revenue streams currently used to support your O&M budget (includes user fees, etc)

- **Workplans, Workflows, and Maintenance Management**

- Annual O&M workplans and/or schedules
- Typical daily/weekly work schedules representative of each season
- Overall O&M tasks/activities list
- Task prioritization policy, if applicable

- **Policies, Procedures and Agreements**

- Cost recovery, partnership, contracting, and/or sponsorship policies
- Any key O&M-related contractor/partnership agreements in place
- Any management, land use, operating agreements with for-profits and non-profits

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: July 7, 2025

Agenda Item Type:

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

Requesting Department: Community Development

Staff Resource: Town Manager Miranda Fisher

Agenda Title: Presentation of General Plan Draft Elements: Economic Development, Housing, Cost of Development and Circulation & Transportation

Attached Documents:

- Draft element chapters:
 - Economic Development
 - Housing
 - Cost of Development
 - Circulation and Transportation

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 10 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:

The Technical Advisory Committee for the General Plan has officially transitioned to drafting the element chapters. These chapters represent the core policy areas required by Arizona Revised Statutes, along with supplemental elements that reflect the Town's vision, values, and community priorities. As drafts are finalized, Town staff will make them publicly available and present them to the Council and various commissions for initial review and input.

At the July 7th meeting, the Commission will receive the following element chapters for review and feedback:

- Economic Development
- Housing
- Cost of Development
- Circulation and Transportation



Parks and Recreation Commission Agenda Information Memorandum

We encourage Commissioners to share these chapters with friends, family, and members of the community to help broaden public input. Comments may be submitted to GeneralPlan@campverde.az.gov.

Connection to the FY25-FY30 Strategic Plan

The General Plan element chapters serve as a policy framework for guiding key priorities identified in the Strategic Plan.

Question(s) before the Commission:

- Does the Commission have any initial questions, comments or feedback for these element chapters?

Section ## ECONOMIC DEVELOPMENT AND GROWTH AREAS ELEMENT

Section ## Introduction

The purpose of this Element is to provide guidance to the Town, developers, local businesses, and the community as Camp Verde continues to grow into a diversified and resilient community. Fostering thoughtful business and tourism development is essential to expanding Camp Verde's tax base while preserving the community's core values and unique quality of life. By strengthening the foundation of a resilient local economy, we create opportunities for meaningful employment, enable future generations to live and thrive here, and ensure the Town has the resources to invest in the priorities that matter most to its residents.

By attracting new businesses, supporting existing enterprises, and promoting tourism, the Town can strengthen its economic base and enhance the quality of life for residents. These efforts generate critical revenue (primarily through sales taxes), that support essential services and infrastructure. New business activity increases sales tax through customer spending, while tourism brings visitors who contribute directly to the Town's economy by staying in local accommodations, dining at local restaurants, and shopping in local stores. Growth in residential and commercial development fuels construction activity, which adds to the Town's construction sales tax revenues.

Just as important is the focus on retaining and expanding local businesses and creating opportunities for higher-wage employment. These efforts help keep spending and investment circulating within the community, building long-term economic resilience.

The revenues generated through a thoughtful approach to economic development are reinvested into Camp Verde, such as maintaining roads, extending water and wastewater, supporting public safety, and enhancing amenities that benefit everyone. This cycle of growth and reinvestment strengthens the Town's ability to meet today's needs while preparing for tomorrow's opportunities.

Section ## Guiding Principles

Guiding principles are high-level statements that reflect the Town of Camp Verde's core values and long-term vision for economic development. They serve as a foundation for decision-making, policy direction, and the prioritization of resources. These principles help ensure that future economic activities align with the community's identity, goals, and quality-of-life expectations.

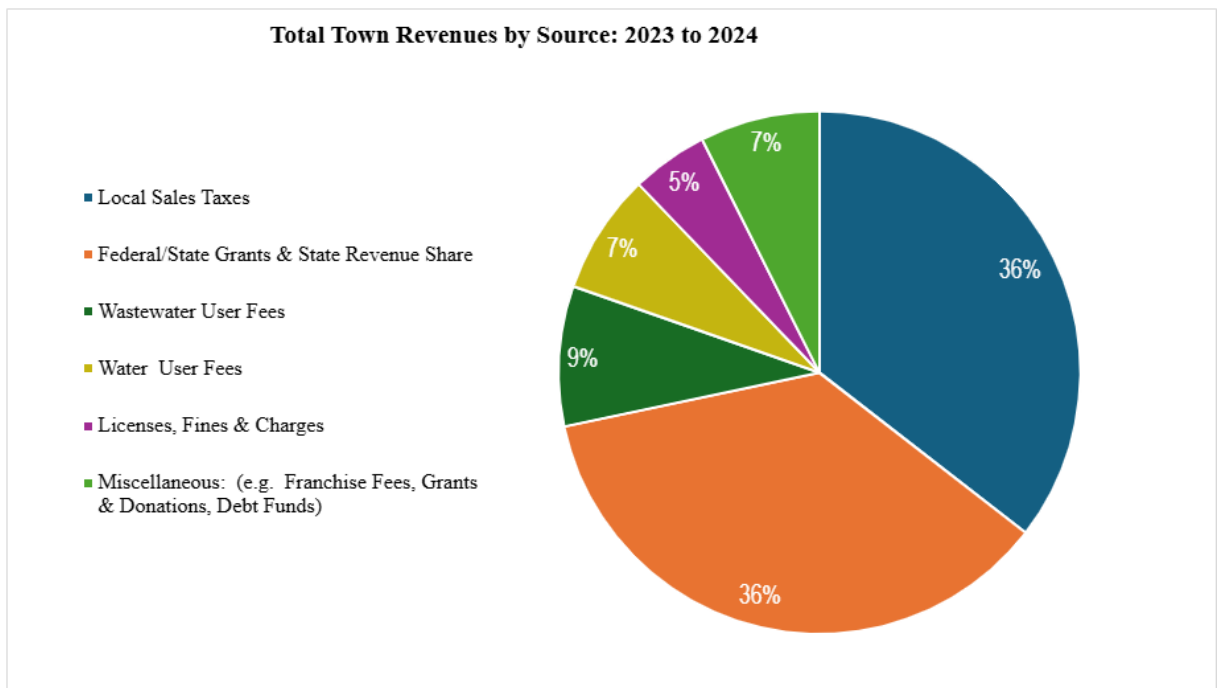
- Advance sustainable economic growth that benefits residents, businesses, and the long-term prosperity of the Town.
- Align economic development strategies with the Town's General Plan vision and core community values.
- Facilitate business retention, expansion, and investment attraction to strengthen the local economy.
- Foster economic resilience by encouraging a diverse, balanced, and adaptable economy.

- Encourage local job creation, with a focus on higher-wage employment opportunities and workforce development
- Bolster tourism as a driver of economic activity and community identity.
- Preserve natural resources, including the Verde River, as vital assets that support community quality of life and sustainable economic growth.
- Invest public revenues and alternative funding in the Town’s quality-of-life improvements, infrastructure, and essential services.
- Ensure new development contributes equitably to infrastructure and service costs, easing the burden on current taxpayers.

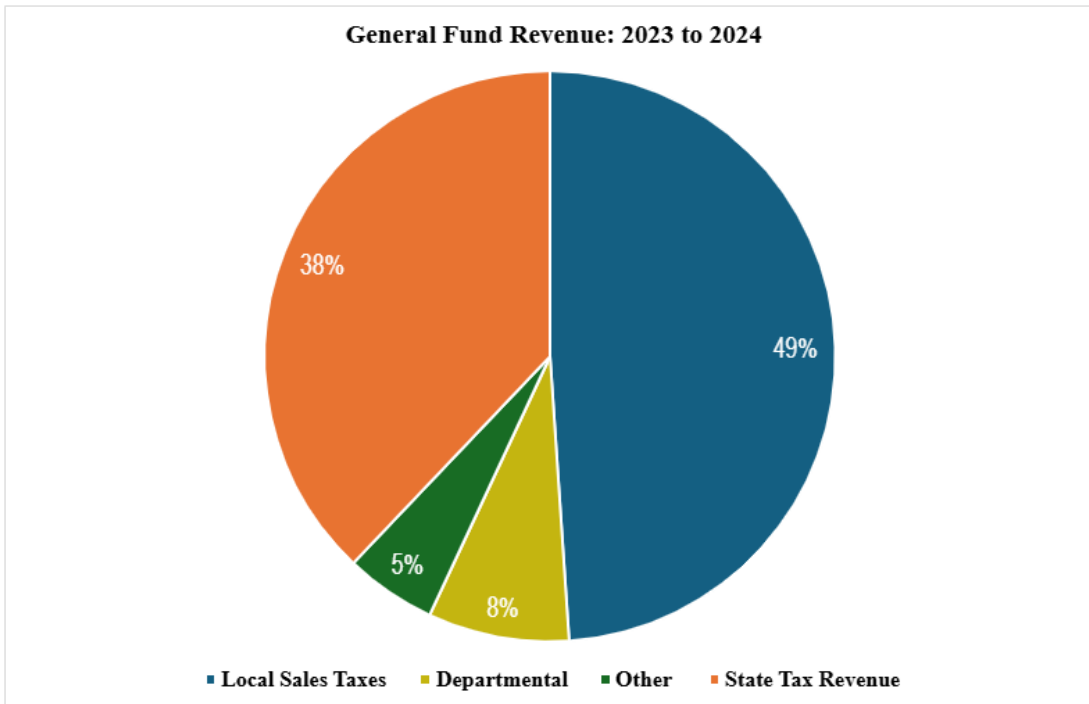
Section #.# Background and Discussion

A. Revenue Data Information: This data is provided by the Town of Camp Verde’s Finance Department.

Town’s Total Revenue: The Town of Camp Verde receives revenue from a variety of sources to support operations, services, and infrastructure. Revenue includes federal and state grants, water and wastewater user fees, licenses, permits, fines, and debt service funds. The Town also receives a proportionate amount of state shared revenues, such as income tax, sales tax and vehicle license tax, along with local franchise fees paid by private utility providers. Notably, local sales tax is the single largest revenue source, contributing 36% of the Town’s total revenue for fiscal year 2023–2024.



General Fund Revenue from 2023-2024: General Fund Revenues represent the primary operating fund of a municipality, used to support core services that benefit the general public. In Camp Verde, the General Fund is where most Town services are budgeted, including public safety, administration, parks, and planning. Revenue sources for the General Fund include local sales tax, state-shared tax revenues, departmental revenues (such as permits, licenses, and fines), and other sources like franchise fees, enterprise administrative fees, and interest. For the fiscal year 2023–2024, local sales tax accounts for 49% of the Town’s total General Fund revenue, making it a critical component of the Town’s financial health and service delivery capacity.



Local Sales Tax Revenue: The following table shows sales tax revenue received by the Town for the past 10 years for the categories of accommodation, restaurant/bar, retail, and construction.

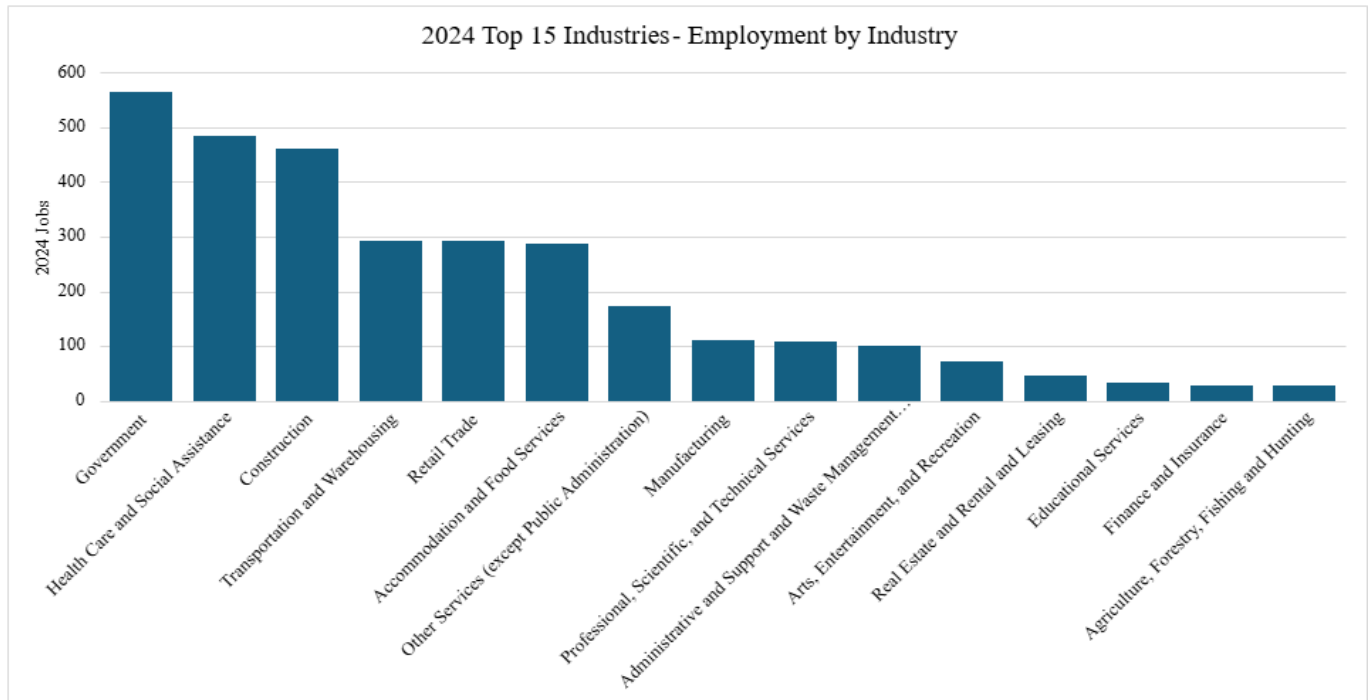
Sales Tax Revenue Table						
Year	Accommodation	Restaurant/Bar	Retail	Construction	Total	% Change
2016	\$ 239,218	\$ 708,520	\$ 1,569,254	\$ 366,968	\$ 2,883,960	-
2017	\$ 294,627	\$ 659,258	\$ 1,596,344	\$ 320,451	\$ 2,870,680	-0.46%
2018	\$ 291,545	\$ 713,275	\$ 1,805,886	\$ 882,868	\$ 3,693,574	28.67%
2019	\$ 277,882	\$ 737,234	\$ 1,843,283	\$ 494,937	\$ 3,353,336	-9.21%
2020	\$ 265,804	\$ 758,279	\$ 2,205,958	\$ 369,451	\$ 3,599,492	7.34%
2021	\$ 440,814	\$ 1,004,271	\$ 3,090,788	\$ 729,200	\$ 5,265,073	46.27%
2022	\$ 606,186	\$ 1,030,485	\$ 3,737,385	\$ 323,234	\$ 5,697,290	8.21%
2023	\$ 608,683	\$ 1,085,287	\$ 4,081,747	\$ 397,930	\$ 6,173,647	8.36%
2024	\$ 552,816	\$ 1,072,047	\$ 4,250,542	\$ 679,519	\$ 6,554,924	6.18%

B. Demographic Overview

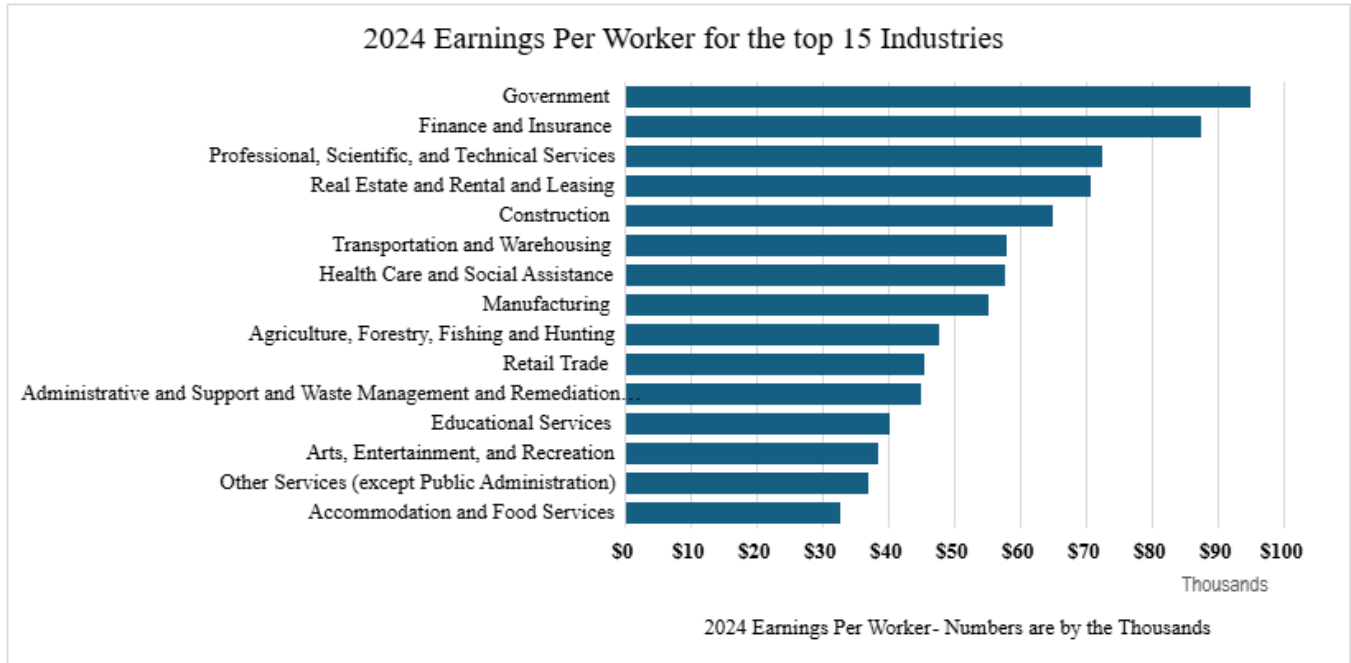
U.S. Census Bureau 2023 Demographic Comparisons				
Social Characteristic	Camp Verde	Yavapai County	Arizona	United States
High School Graduates/Equivalency, 25 Years of Age or Older	26.90%	21.30%	23.40%	25.90%
Bachelor's Degree or Higher, 25 Years of Age or Older	20.40%	32.00%	33.50%	36.20%
Persons Per Household	2.51	2.15	2.5	2.49
Median Household Income	\$58,383	\$67,245	\$77,315	\$77,719
Persons Below Poverty	21.70%	13.00%	12.40%	12.50%
Persons Under 19 Years Old	22%	18%	24%	24%
Persons 20 - 64 Years Old	50%	48%	57%	58%
Persons 65 Years Old +	28%	35%	19%	18%

Please note: Figures in this table have been provided by the U.S. Census Bureau. Data.Census.gov

C. Employment by Industry (top 15 industries): Top employment industries are Government, Healthcare, Construction, and Accommodation & Food Service. (“Government” refers to local residents employed by municipal, county, state, and federal entities such as the Town, neighboring cities, Yavapai County, Yavapai-Apache Nation, Forest Service, and fire districts.) While the agriculture industry is a part of Camp Verde’s culture history, fewer than 30 people are employed in this sector. The following is provided by Lightcast data for Camp Verde’s zip code (86322).



D. Earning Per Worker by Industry: Average annual earnings per worker for the four top employment industries of Government, Healthcare, Construction, and Accommodation & Food Service are \$94,900, \$58,317, \$68,400, and \$32,600 respectively. The following is provided by Lightcast data for Camp Verde's zip code (86322).



E. Labor Force and Unemployment Trends: Labor force is a good indicator of economic opportunity in a community. Since 2016, the civilian labor force that is employed has increased while the unemployment rate has decreased.

Labor Force Information						
	Camp Verde		Yavapai County		Arizona	
Year	2016	2023	2016	2023	2016	2023
Civilian Labor Force	4,394	5,087	90,656	103,487	3,242,632	3,648,728
Employed	3,963	4,861	85,812	99,157	3,031,781	3,493,543
Unemployed	431	226	4,844	4,330	210,851	155,185
Unemployment %	4.80%	2.20%	2.50%	2.00%	3.80%	2.60%
Civilian Emp. To Population Ratio	48.70%	49.40%	47.20%	47.60%	59.10%	60.30%

Source: US Census Bureau, American Community Survey

F. Retail Leakage, and Retail Demand: Retail leakage occurs when residents of a community shop outside their local area (spending their money in neighboring towns or online) because the goods or services they need aren't available locally. This results in lost sales tax revenue and missed opportunities for local business growth. The following

Retail Leakage table shows leakage by retail category which illustrates the types of goods and services Town residents are purchasing outside of Camp Verde. For example, under the Dining category, data indicates that 12,770 Camp Verde area residents left town over 600,000 times a year to dine at restaurants elsewhere.

Retail Leakage		
Leakage Group Category	Visits by Residents	Residents
Shopping Centers	624,335	12,839
Dining	604,595	12,770
Shops & Services	590,217	12,657
Superstores	362,730	12,588
Groceries	187,686	10,370
Home Improvements & Furnishings	162,771	10,015
Apparel	112,811	9,643
Medical & Health	107,042	9,062
Leisure	42,351	7,001
Hotels & Casinos	29,329	3,649

Source: Placer.ai.

The following table shows Retail Demand. Demand, Supply, and Unmet Need are determined by analyzing local retail sales, consumer expenditures, and the presence of retail offerings. Instances labeled as "Limited Data" typically indicate insufficient information or a lack of available retailers in that category to provide meaningful analysis. For example, there is demand of \$12.1M for full-service restaurant revenue, and only \$1.6M of supply. That means there is an unmet market need for \$10.53M of full-service restaurant sales in Camp Verde.

Retail Demand			
Category	Demand	Supply	Unmet Need
Electronic Shopping & Mail-Order	\$52,260,547	Limited Data	Limited Data
Automobile Dealers	\$45,125,582	Limited Data	Limited Data
Other General Merchandise Stores	\$30,208,227	\$12.6M	\$17.55M
Grocery Stores	\$26,193,404	Limited Data	Limited Data
Gasoline Stations	\$24,993,949	\$12.8M	\$12.18M
Building Material & Supplies Dealers	\$19,790,115	\$8.81M	\$10.97M
Limited-Service Eating Places	\$12,512,188	\$3.35M	\$9.15M
Full-Service Restaurants	\$12,137,974	\$1.60M	\$10.53M
Health & Personal Care Stores	\$12,125,654	\$3.69M	\$8.42M
Automotive Parts, Accessories, & Tire Stores	\$5,020,785	\$1.21M	\$3.80M

Source: Placer.ai. Limited Data displayed due to limited retail activity and source data.

G. Business Growth: Below is an overview of the community's growth rate, projected housing development, traffic, and local businesses.



Select Camp Verde

BUSINESS GROWTH INFO

15% POPULATION GROWTH RATE

2016 - 2026 experienced a 19% increase
2025 - 2035 is projected to have a 15% increase



1000+ NEW ROOFTOPS



As of May 2025, there are over 1000 units in proposed and in various stages of development including apartments and single family homes.

58,290 CARS PER DAY

This is the 2026 projected traffic count for I-17 and SR 260 combined.



412 BUSINESSES



This is based on the Town's active business licenses as of May 2025.

*Sources for "Business Growth Info" include annual population estimates and projects from the US Census Bureau; birth and mortality rates from the US Health Department; Town of Camp Verde's Town Clerk, Community Development, Economic Development Departments, and Placer.ai.

Updated 5.7.25

H. Visitation and Related Spending:



Visitation and Related Spending Info

63,100

2023 Total Visitors

This is an 8.6% decrease from 2022 visitation and a 13% increase from 2021 visitation.



122,100

2023 Total Overnight Trips

Includes Hotel, Motel, Short Term Vacation Rental, RV Resort, Camping, and Seasonal Home (2nd home)

352,000

2023 Total Overnight Stays

Includes Hotel, Motel, Short Term Vacation Rental, RV Resort, Camping, and Seasonal Home (2nd home)



\$89.3 MILLION

2023 Total Overnight Stays

2019 - 2023 saw a 33.2% increase in visitor spending.

*Information from the Dean Runyan and Associates "The Economic Impact of Travel: Camp Verde 2023 Preliminary Estimates report completed in January 2025.

** Approximately 25% of the data is attributable to Cliff Castle Casino, one of the area's largest employers and visitor attractions.

Updated 5.7.25

I. Economic Development Strengths: Camp Verde's economic development efforts are grounded in a strong foundation of natural assets, community character, and strategic location. These strengths position the Town to attract investment, support small business development, and grow a diversified and resilient economy, even as it works to address common rural challenges. The following are key economic strengths that give Camp Verde a competitive advantage:



- **Strategic Geographic Location:** Located along the I-17 corridor between Phoenix and Flagstaff, Camp Verde offers excellent regional access for commerce, tourism, and logistics. Proximity to major transportation routes and regional population centers enhances the Town's connectivity and potential for economic expansion.
- **Scenic and Cultural Assets:** The Verde River, nearby national forests, agricultural lands, and rich archaeological and historic resources make Camp Verde a unique destination for outdoor recreation, heritage tourism, and agritourism. These scenic and natural assets support both economic development and community quality of life. Camp Verde also benefits from its connection with the Yavapai-Apache Nation, whose deep cultural roots and stewardship of the land enrich the community's identity and offer opportunities for shared cultural tourism, education, and economic initiatives.
- **Diverse Business Base:** While small, Camp Verde's economy includes a mix of tourism, agriculture, small-scale manufacturing, retail, and services. This diversity provides a foundation to build resilience and adapt to market shifts, especially as the community continues to foster entrepreneurship and local investment.
- **Strong Community Identity and Support for Local Business:** Camp Verde's rural character, family-friendly environment, and collaborative community culture make it a desirable place to live and do business. The Town has a strong track record of supporting locally owned businesses and events that strengthen civic pride and drive local spending.
- **Available Land and Opportunity Areas:** Camp Verde has significant undeveloped and underutilized land within town boundaries, including areas identified for future economic growth. With strategic planning and investment in infrastructure, these lands represent long-term opportunities for commercial, industrial, and mixed-use development.
- **Motivated Work Force:** Camp Verde has a trainable and eager workforce willing to commit to the right opportunities. Our multigenerational families have a strong desire to remain in Camp Verde, they wish to build wealth and stay here.
- **Housing Development:** As of May 2025, Camp Verde has approximately 1,000 new housing units projected for development over the next few years. This includes a mix of single-family homes, multi-family housing units, and income-restricted units.

- **Partnerships and Regional Collaboration:** The Town actively collaborates with regional organizations, the Yavapai-Apache Nation, and other public and private stakeholders. These partnerships enhance Camp Verde's capacity to access resources, share expertise, and promote workforce and economic initiatives.
- **Tourism Growth Potential:** Annual festivals, state parks, wineries, and recreational amenities continue to draw visitors. As marketing efforts and visitor amenities improve, Camp Verde is well positioned to capture more tourism revenue and increase overnight stays.

J. Economic Development Challenges: As Camp Verde pursues long-term economic growth, it must also navigate a range of challenges that can limit or slow progress. These barriers reflect the realities of developing in a rural community, from infrastructure gaps and workforce limitations to constrained market size and visibility. Addressing these issues strategically will be essential to unlocking Camp Verde's full potential and ensuring that future growth is aligned with community values. The following are key issues that impede the Town's economic development growth.

- **Limited Sales Tax Revenue:** The Town typically receives almost half of its General Funds Revenue from sales tax collections. Sales tax revenue is reinvested in Town services and infrastructure needs.
- **Limited Infrastructure Capacity:** Inadequate water, sewer, and transportation infrastructure in key development areas can slow or prevent investment. The upfront costs for extending the infrastructure are often too high for small businesses or developers.
- **Lack of Development-Ready Sites and Buildings:** A "business-ready site", also known as a "shovel-ready" site, refers to land that has been fully prepared for commercial, or mixed-use development, inclusive of all the necessary water, sewer, and road infrastructure required before construction can begin. Of the vacant property available for business development, Town staff estimates that less than 20% is currently shovel-ready.
- **Limited Visitor Infrastructure and Amenities:** The Town lacks sufficient lodging, dining, and entertainment options to extend visitor stays and capture tourism related revenue. Inconsistent or lack of marketing and signage can also make it harder for visitors to discover everything Camp Verde has to offer, especially for pass-through travelers.
- **Small Market Size & Limited Retail Base:** A small local population limits immediate demand, which can make it harder to attract larger retailers, employers, or amenities. This leads to leakage of local dollars to larger nearby markets like Cottonwood or Prescott.
- **Housing Shortages:** Limited housing stock, especially workforce and attainable housing make it hard for businesses to recruit and retain employees.

- **Perception and Awareness:** Camp Verde may not be top-of-mind for investors or visitors, and outdated perceptions may persist. Lack of brand awareness or marketing reach limits the Town's visibility.
- **Funding & Incentive Constraints:** Limited local incentive tools or grant capacity to attract and assist business development. Rural communities often face a tougher time competing for major state or federal economic development resources.
- **Workforce Challenges:** Camp Verde's workforce continues to evolve, with opportunities to strengthen the alignment between available jobs and local skill sets. Like many rural communities, the Town experiences some outmigration of young adults and faces ongoing competition in attracting skilled professionals.
- **Lower Income Population:** Per the 2023 U.S. Census Bureau's American Community Survey's 5-Year Estimates, the Town of Camp Verde's poverty rate was 21.7% and 37% of the population was living under 200% of the poverty level.

K. Economic Development Desired Outcomes

Camp Verde seeks to thoughtfully balance economic growth with the preservation of community character and quality of life. This vision will be realized by strategically guiding development in ways that directly benefit residents and support long-term vitality. The following desired outcomes will help shape that approach.

- **Increased Sales-Tax Revenue:** More sales result in more tax revenue benefiting the businesses and the Town. Increased sales tax revenue allows the Town to strengthen core services, invest in critical infrastructure, and enhance community amenities that improve quality of life.
- **Increased Business Development and Attraction:** The Town leverages its strategic location and inventory of developable land to attract investment and guide future growth, as identified in the vacant land maps.
- **Tourism Expansion:** The Town effectively promotes its scenic beauty, cultural and historic assets, and central location resulting in increased visitation from overnight guests and day-trippers.
- **Encourage/Promote Development of the Historic Main Street in the Heritage Character Area:** Camp Verde's historic, walkable Heritage Character Area serves as a vibrant destination for residents and visitors alike, featuring unique shops, dining, arts, events, Fort Verde State Park, and the Visitor Center.
- **Workforce Development:** Residents have access to quality employment opportunities, including higher-wage jobs, and can live and work in Camp Verde with access to attainable workforce housing.

Section ## Economic Development Growth Areas

The intent of the Economic Development Growth Areas is to guide future growth by identifying locations well-suited for commercial and tourism-related development. These four designated growth areas are strategically selected to support Camp Verde's economic vitality. Concentrating development in these areas promotes the creation of vibrant, mixed-use districts that reflect the

Town's rural charm and character. Each area is envisioned to offer a unique sense of place while supporting a resilient local economy. ***For more information including maps of the following growth areas, please refer to the chapter on Character Areas earlier in this document.**

Growth Area 1: State Route 260W Character Area: The State Route 260 (SR 260) corridor west of the Interstate 17 (I-17) interchange is a prime location for larger-scale commercial, retail, tourism, and job-creating business development. Its strategic advantages, including excellent visibility, highway access, and traffic counts, make it ideal for both commercial and light industrial uses. The area also presents an opportunity for high-density workforce housing to support local employers and address the community's growing housing needs.

Located within Camp Verde's designated Opportunity Zone, this corridor offers added incentives for private investment, even as federal Opportunity Zone benefits may sunset in 2026. The Town encourages strategic, infrastructure-supported development in this area, emphasizing the need for coordinated planning and infrastructure improvements to enable long-term success.

Serving as a major gateway to Camp Verde, the SR-260 and I-17 corridor connects the Town to the greater Verde Valley region, which is home to more than 70,000 residents, and experiences significant visitor traffic. According to the City of the Sedona's May 2024 Visitor Study, over 3.5 million tourists travel through the area annually. It is anticipated that the corridor will experience more traffic as the Phoenix metro region expands and visitors travel to Flagstaff and/or the White Mountain region. This corridor is well-positioned to accommodate businesses that meet the community's needs, such as grocery stores, restaurants/food service, general retail, lodging, and tourism assets. Continued investment in infrastructure will be critical to unlocking the corridor's full potential.

Growth Area 2: Gateway Interchange Character Areas: The Gateway Interchange Character Areas located at Camp Verde's I-17 interchanges are high-visibility, high-traffic zones ideally positioned for service-oriented commercial development. With convenient freeway access and established infrastructure, these areas are well-suited for hotels, restaurants, fuel stations, and commodity retailers that cater to both residents and the roughly five million annual travelers passing through the region.

As major entry points to Camp Verde, these areas offer significant opportunities for businesses that support the traveling public while also meeting local needs. Larger-scale commercial and retail uses are especially encouraged here, along with light industrial or logistics operations that can create quality local jobs. Development in this area should be complementary to the nearby Heritage Character Area, offering modern services without competing with its historic character.

To ensure long-term success, growth in the interchange areas should be thoughtfully planned to include safe traffic circulation, attractive site and building designs, and compatibility with nearby residential uses. Infrastructure improvements should prioritize both economic vitality and community benefit supporting a mix of employment opportunities, essential services, and enhanced access for locals and visitors alike.

This corridor is poised to play a key role in Camp Verde's future by capturing regional commerce, expanding the local tax base, and reinforcing the Town's identity as a welcoming, service-rich destination at the heart of the Verde Valley.

Growth Area 3: Finnie Flat Character Area - Community-Serving Mixed-Use Corridor: The Finnie Flat Character area is a key growth corridor poised to become a vibrant, resident-focused area that supports Camp Verde's long-term livability and economic resilience. As one of the Town's most accessible and traveled routes, this area is ideal for commercial and mixed-use development that serves the daily needs of the community.

The corridor offers a prime opportunity for retail development such as grocery stores, clothing shops, personal care services, and food service. The Town also encourages the development of professional services such as medical offices, dental clinics, wellness providers, and personal grooming establishments that provide convenience and improve quality of life for residents.

The corridor is also well-suited for thoughtfully designed mixed-use and residential projects, including workforce and attainable housing. By encouraging a blend of commercial, service, and housing options, this area can foster a walkable, community-oriented environment that supports both economic vitality and livability.

Future development should emphasize pedestrian and bicycle connectivity between neighborhoods and businesses, context-sensitive design that enhances visual appeal, and the reuse or redevelopment of available sites to maximize existing infrastructure. As the Town plans for long-term growth, the Finnie Flat Road corridor will play a vital role in meeting resident needs, supporting local business expansion, and increasing Camp Verde's retail and service offerings in a balanced and community-centric way.

Growth Area 4: Heritage Character Area (Historic Main Street): Camp Verde's Heritage Character Area, centered around historic Main Street, is a treasured part of the community, a place where the Town's history, charm, and small-town spirit come together. With its blend of century-old architecture, locally owned shops, and walkable streets, this area serves as both a community gathering place and a unique destination for visitors exploring the region.

The area is ideally suited for boutique retail, artisan spaces, unique lodging, and local eateries that reflect Camp Verde's identity. Rather than large-scale commercial or franchise development, the Town envisions this area growing through small-scale, experience-based businesses that create a vibrant and welcoming environment.

The Heritage Character Area should continue to evolve into a dynamic events hub, hosting more frequent and diverse activities that bring energy to the area and boost local businesses. With the right local buy-in, investment in infrastructure, and expanded programming, this area can become a lively destination that not only draws tourists and generates local revenue through sales tax and

visitor spending, but also offers residents meaningful opportunities to gather, celebrate, and enjoy their community.

There is an opportunity to transition Town facilities and offices on Main Street into retail spaces that encourage reinvestment, revitalization, and enhanced business activity within the Heritage Character Area. Future improvements should prioritize pedestrian and bicycle connectivity, create attractive and functional public spaces, and incorporate signage, lighting, and artistic elements that reflect the area's historic character and rural charm.

This area is a true asset for both residents and visitors to shop, dine, stay, and connect. With intentional planning and investment, the Heritage Character Area can grow as a revenue-generating destination that celebrates Camp Verde's character and enhances the community experience.

Growth Area 5: State Route 260E – Recreational Growth: Situated along State Route 260 East, this growth area is positioned to support additional recreation-oriented and commercial development that complements Camp Verde's outdoor setting and improves access to nearby amenities. With proximity to the Camp Verde Sports Complex and Camp Verde Equestrian Center, the area presents opportunities to build on existing assets in ways that serve both residents and visitors.

Future development in this corridor may include equestrian- and sports-related businesses, as well as supporting uses such as outfitters, hospitality, dining, lodging, and event services. These uses can enhance local recreation offerings and contribute to Camp Verde's broader tourism economy. As the area grows, development should be thoughtfully designed to promote public access, preserve scenic qualities, and remain consistent with the Town's rural western character.

This is where Camp Verde plays, competes, and connects year-round. With coordinated planning and strategic investment, the State Route 260 East corridor can continue to evolve into a valued community asset that supports both recreation and long-term economic development.

Section #.# Goals and Implementation Strategies:

To achieve Camp Verde's vision of a thriving economy, key goals and strategies will guide economic development and investment over the next decade. These goals reflect the community's values, address existing challenges, and build upon Camp Verde's unique strengths and desired outcomes.

Each goal is supported by a set of actionable strategies which are also reinforced through the designated Economic Development Growth Areas and Character Area goals and strategies found throughout the General Plan, ensuring alignment between townwide objectives and place-based planning. Together, these goals and strategies provide a roadmap for Camp Verde to grow sustainably, support local prosperity, and remain a vibrant rural community for years to come.

Goal 1: Promote Business Expansion, Attraction, and Development

Strategies:

- Leverage the “Select Camp Verde” brand to market the community for business development that aligns with the Town’s character and community needs.
- Actively attract businesses and encourage business expansion and entrepreneurship.
- Maintain and promote the Town’s land asset inventory to assist site selectors and developers.
- Provide technical assistance and permitting support for businesses seeking to locate or expand in Camp Verde.
- Leverage partnerships with regional organizations and neighboring communities for shared initiatives and resource pooling.
- Increase outreach to existing businesses and inform them of business assistance opportunities.
- Identify targeted industries and employment to further diversify the local economy.

Goal 2: Strengthen Camp Verde’s Local Economy and Town Revenue

Strategies:

- Target development that generates sustainable sales tax revenue to fund public services such as retail, services, and lodging.
- Foster a diverse business base that includes tourism, retail, services, light industry, logistics, technology, craft beverage, skilled trades, and agriculture.
- Diversify revenue sources and reduce reliance on any single economic sector.
- Identify and pursue ways to boost revenue via increased lodging and construction tax activity.
- Increase outreach to existing local businesses to increase sharing of best practices and cross training opportunities.
- Increase public awareness of how Town revenues are generated and reinvested to support essential services and community priorities.
- Maximize sales tax collection from all businesses including the out-of-town service providers and businesses.

Goal 3: Promote Balanced and Strategic Growth

Strategies:

- Concentrate commercial and mixed-use development in designated Growth Areas to maximize infrastructure investment and preserve rural character.
- Encourage infill development and redevelopment of underutilized land, as identified on vacant land maps.
- Ensure new development contributes equitably to infrastructure and service costs.

Goal 4: Invest in Infrastructure that Supports Economic Development

Strategies:

- Identify and prioritize infrastructure improvements (water, sewer, roads) in key commercial and mixed-use growth areas.

- Seek federal, state, and regional funding to support infrastructure expansion.
- Coordinate long-range capital planning with projected economic development needs.
- Explore cost-sharing strategies or incentives to make infrastructure expansion financially feasible for developers.

Goal 5: Promote Tourism and Visitor Spending

Strategies:

- Implement a tourism marketing strategy that identifies target audiences and showcases Camp Verde's unique assets—scenic beauty, cultural and historical attractions, outdoor recreation, the Sports Complex, historic downtown, dark skies, nearby state parks, and regional proximity. Support these efforts with targeted outreach, promotional campaigns, and improved wayfinding signage.
- Encourage visitor-serving infrastructure such as lodging, dining, outdoor recreation, appropriate Verde River access points, and trails to support hiking, biking, equestrian, and complementary activities.
- Support and encourage a more robust calendar of Heritage Area events to drive foot traffic and increase visibility.
- Collaborate with the Arizona Office of Tourism, private developers, the Yavapai-Apache Nation, and regional partners to expand marketing efforts, enhance visitor experiences, develop shared tourism initiatives, and support tourism-related development.

Goal 6: Revitalize Historic Heritage Area

Strategies:

- Support small-scale, experience-based retail, lodging, dining, and artisan businesses.
- Encourage the adaptive reuse or transition of Town- and Copper Canyon Fire and Medical District-owned properties within the Heritage Area for retail or commercial use. and bicycle infrastructure and enhance placemaking through signage, lighting, and public art.

Goal 7: Support Workforce Development and Higher-Wage Employment

Strategies:

- Attract and encourage expansion of businesses and industries that offer quality jobs with career pathways.
- Collaborate with education institutions, training providers, and regional partners to align workforce skills with local employment needs. Expand this to include opportunities for Camp Verde youth.
- Support attainable and workforce housing development to ensure workers can live and work in Camp Verde.

Section #.# HOUSING ELEMENT

Section #.# Introduction:

Housing plays a vital role in shaping Camp Verde's future. As a community rooted in western rural traditions, with strong agricultural and equestrian ties Camp Verde is facing tension between the need for housing while preserving local agriculture, protecting the Town's natural resources and watershed, and its rural character. The Housing Element of the General Plan outlines how we can support thoughtful residential development that complements our open spaces and rural character.

This section also acknowledges the need for a range of housing options, ensuring that young adults, families, and working residents can live and thrive in Camp Verde. By planning for housing that meets the needs of our current and future residents, we can maintain a strong sense of community while also supporting our local economy. The goal is to grow responsibly while preserving the unique qualities that make Camp Verde home.

Guiding Principles for the Housing Element:

Camp Verde is committed to being a welcoming, safe, and healthy community for all. That means ensuring residents can find housing that fits their needs, lifestyle, and budget, whether they have lived here for generations or just arrived.

Our guiding principles for housing are rooted in the Town's values and our vision for thoughtful, balanced growth while maintaining our central agriculture and western fabric. These principles help shape decisions, direct resources, and guide policies that protect Camp Verde's distinct character while planning for the future. They emphasize preserving what makes our community special, including our western heritage, wide-open landscapes, and natural resources, while embracing progress that supports opportunity, long-term viability, and belonging.

The following principles reflect our commitment to housing that works for everyone:

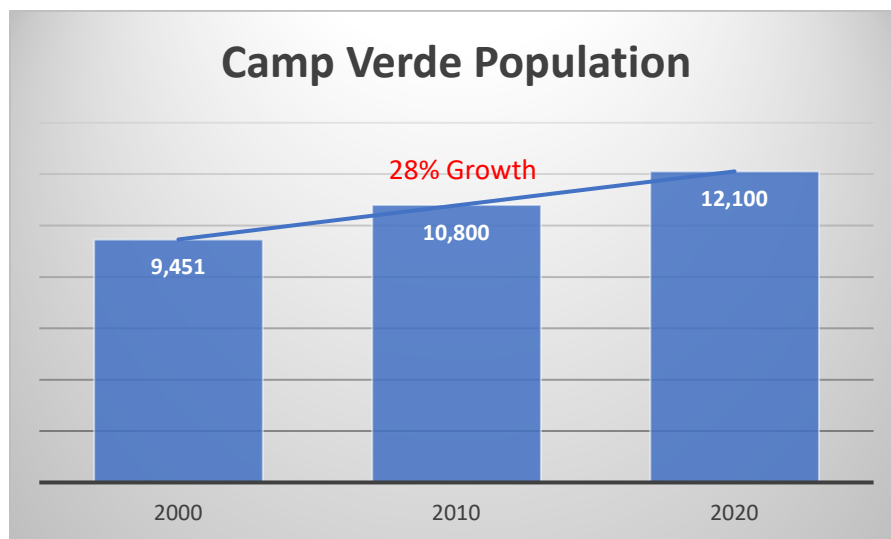
- Protect Camp Verde's natural beauty, from the Verde River to our scenic open spaces, ensuring future generations enjoy the same natural richness we do today, while working with local, regional, and state partners to remove barriers and increase funding opportunities for affordable and attainable housing that expand inclusive housing solutions.
- Encourage construction practices that conserve water, reduce long-term energy costs, and support smart and cost-effective building solutions while simplifying approval and permitting pathways to encourage a wide range of housing options that meet residents' evolving needs.
- Strengthen partnerships among government, developers, nonprofits, and the community to expand housing affordability options.

- Support the maintenance and rehabilitation of existing homes to improve safety, enhance neighborhood appeal, and preserve community assets.
- Support new development that complements and protects existing neighborhoods while honoring our Town’s identity, historical significance, sense of community, interconnectedness, and architectural traditions.

Section #.# Discussion:

A. Population Growth and Development Patterns

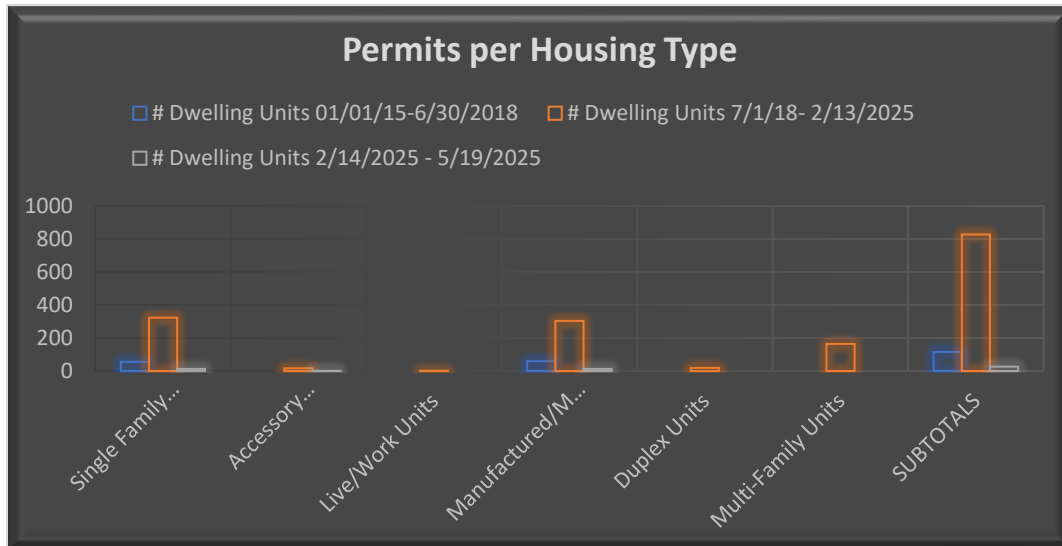
Camp Verde’s population growth over the last two decades has been steady and reflects the Town’s enduring rural appeal. In 2000, the population was approximately 9,451. By 2010, it had increased to over 10,800, and by 2020, it reached more than 12,100, an overall increase of about 28% (**US Census Bureau.Data.Census.gov**). This moderate growth rate is lower than some neighboring communities, such as Prescott Valley and Chino Valley, which have seen population surges exceeding 50%. Yet, it underscores Camp Verde’s appeal as a livable, rural community. Camp Verde remains a place where people can put down roots and feel comfortable living in a rural, agriculturally vibrant community.



B. Housing Permit Activity

Between 2018 and 2023, the Town issued 469 housing-related permits (Camp Verde Community Development Department). These included approvals for single-family site-built homes, manufactured homes, modular homes, duplexes, apartment-style units, and casitas or guest houses. Permit activity peaked in 2022, with 119 permits issued, and remained strong in 2023, with 101 permits issued. Manufactured and modular home-style units gained popularity. As short difference between manufactured homes and modular homes is that, manufactured homes are built to federal HUD standards while modular homes are built to the International Residential Building Code (IRC). They are considered permanent structures, at times indistinguishable from traditional homes in quality and design.

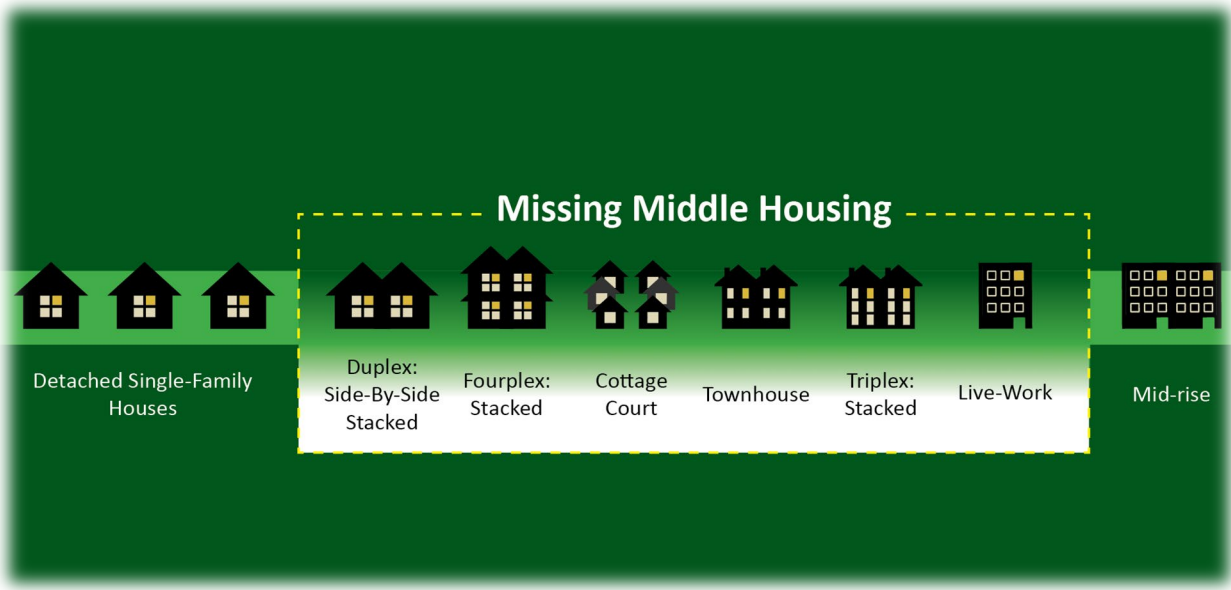
Approximately 65% of the housing permits issued between 2018-2023 were for manufactured or modular homes, reflecting a buyer choice in this type of affordable and alternative housing. The following graph shows permitting data from the Town of Camp Verde’s Community Development Department by housing permitting type.



C. Housing Unit Growth vs. Housing Costs

According to Zillow the average new home cost in January of 2025 was approximately \$414,000, a nearly 75% increase since 2018 when the average was closer to \$237,000. But during the same timeframe, median household income increased only 22% from \$48,000 to about \$58,383. With the cost of housing significantly outpacing wage growth, particularly for lower income earners, it is harder for residents to enter the housing market. While housing stock remains diverse - from historic homes and large-lot properties to modern townhouses and neighborhoods - meeting the demand for affordable and attainable housing continues to be a challenge and goal for Camp Verde.

Encouraging missing middle housing can be a key strategy in addressing rising housing costs, while preserving the small-town feel that residents value. This type of housing refers to a range of multi-unit or clustered housing types that are compatible in scale with single-family homes but provide a more affordable and attainable living option that preserves community character, encourages local economic growth, supports walkability and connectivity within communities, and provides more flexible design that is cost-efficient. These housing options, such as duplexes, triplexes, fourplexes, cottage-style clusters, townhomes, and apartment buildings, and accessory dwelling units (ADUs) or casitas, close the gap (“Missing Middle Housing”) between single-family homes and large apartment complexes.



D. Affordability and Cost Burden

Housing affordability is a growing concern in Camp Verde, reflecting broader national and regional trends. According to data from the U.S. Census Bureau and the U.S. Department of Health and Human Services, approximately 21.7% of Camp Verde residents live below the federal poverty threshold, which in 2020 was set at \$21,720 for a family of three and \$26,200 for a family of four. This segment of the population, particularly older adults, retirees, and individuals on fixed incomes, faces increasing challenges in securing stable and safe housing options.

Rental housing costs further compound this issue. As of 2024, Zillow reports the average monthly rent across all housing types in Camp Verde to be approximately \$1,765, with some units reaching upwards of \$2,100. These figures impact working families and essential employees who may not qualify for subsidized housing and cannot afford market-rate units.

Affordable Housing according to the US Department of Housing & Urban Development is housing that costs no more than 30% of a household's gross monthly income, including rent or mortgage payments, utilities, and other essential housing expenses. With Camp Verde's median household income at \$58,383, an individual's housing cost should be no more than \$1,460/month. When housing costs exceed this threshold, families are often forced to cut back on other necessities such as food, healthcare, or transportation.

In contrast, Attainable Housing refers to housing that typically serves moderate-income households who earn too much to qualify for traditional affordable housing programs but still struggle to find housing within their means. This includes a broad segment of the workforce, such as teachers, first responders, healthcare workers, and other middle-income earners, who are often priced out of the market. Attainable housing can typically involve the development of smaller, more cost-efficient units such as compact single-family homes, townhomes, duplexes, and mid-sized apartment buildings. These housing types as previously mentioned aim to fill the "Missing Middle"

in the housing market, offering financially accessible options for those caught between subsidized housing and high-cost developments.

As Camp Verde continues to grow, a comprehensive strategy that incorporates both affordable and attainable housing solutions is essential to ensure housing stability, support economic development, and maintain a diverse, inclusive community.

E. Zoning and Housing Diversity Constraints

Camp Verde's affordable and attainable housing shortage is also shaped by its development history. Traditional zoning has favored large-lot, low-density residential development. While this supports rural character, it limits housing diversity and prevents the development of smaller, more affordable and attainable housing units. As a result, workforce housing, especially for young families, teachers, health care workers, and public safety employees, remains in short supply.

F. Economic Impacts of Housing Availability

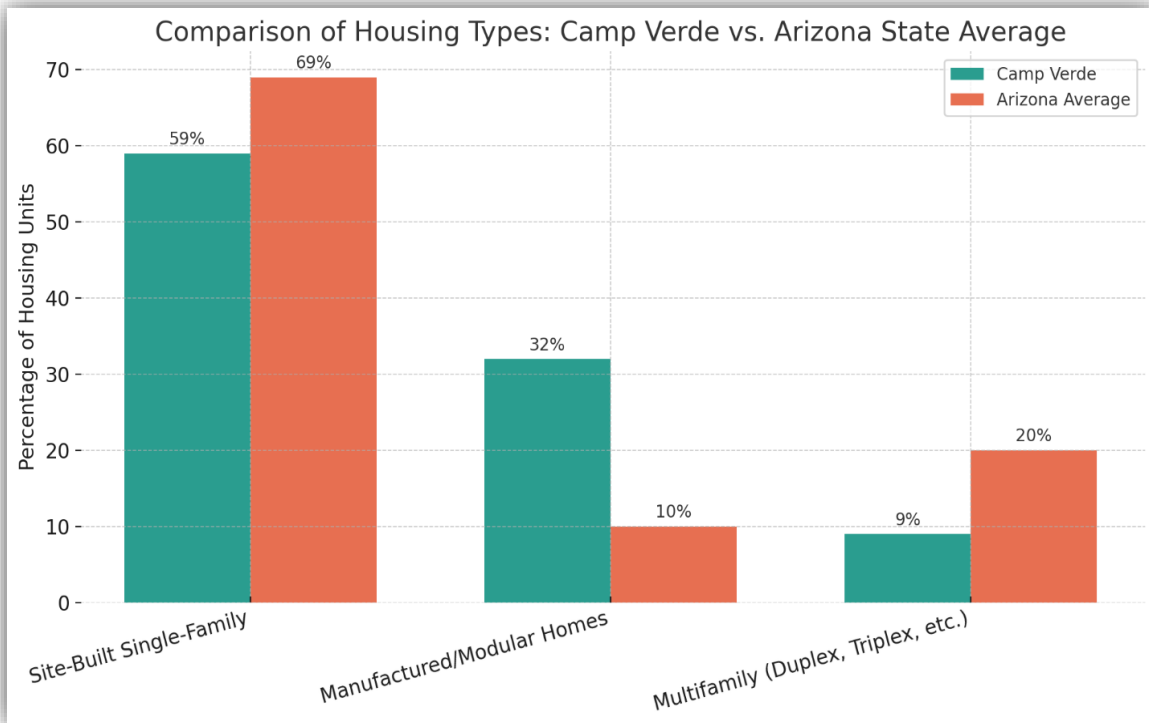
Retailers and service providers often look at the number of nearby households when deciding where to open or expand. A limited number of attainable housing types can translate to fewer potential customers, making it harder to attract new businesses or support the growth of existing ones. At the same time, the shortage of affordable housing creates challenges for local employers trying to recruit and retain staff, particularly in essential service industries. When workers cannot find housing close to where they work, it affects business stability, increases commute times, and weakens the overall sense of community connection and vibrancy.

Addressing this imbalance is not just about adding homes, it is about creating the right types of homes in the right places to support Camp Verde's people, economy, and quality of life.

G. Composition of Camp Verde's Housing Stock

Within Camp Verde's approximately 42 square miles of land, the chart highlights the distinct composition of housing types in Camp Verde. While 59% of housing units in Camp Verde are site-built single-family homes (compared to the state average of 69%), the community has a significantly higher proportion of manufactured and modular homes at 32% versus the statewide 10%. Conversely, according to US Census Bureau, Zip Atlas, and Neighborhood Scout 2023, Camp Verde has a notably lower share of multifamily housing at 9% compared to the state average of

20%.



As demand grows, increasing the variety of housing, particularly attached and multi-unit developments, will be critical for supporting young families, seniors, and workers alike and creating a more balanced and attainable housing landscape that reflects the evolving needs of current and future residents. While a variety of different housing types is essential, it is just as important to preserve and protect Camp Verde's large agricultural residential and rural parcels that represent more than just acreage within the Middle Verde and McCracken/Quarterhorse/Salt Mine and Pecan Lane Character Areas. These large lots are the cornerstone of the rural identity and economic sustainability. These parcels typically combine family homesteads with working farmland or ranchland, contributing to the local food supply, preserving open space, and supporting generational livelihoods.

H. Recreation Vehicle Parks and Recreational Vehicle Living

Rising housing costs and changing lifestyle preferences have led more people to live long-term in Recreational Vehicles (RVs), increasing demand for RV park developments. Camp Verde has seen a noticeable rise in RV park applications, prompting community concern about how and where these parks should be appropriately located.

- *8 current and established RV Parks in Camp Verde.*
- *4 approved or in construction RV Parks since 2021.*

RV parks bring unique development impacts, such as increased large-vehicle traffic, water infrastructure and retail services demands, and potential effects on neighborhood character. In an effort to control RV Parks, it has been a priority to encourage the development of RV Parks in the

State Route 260 East Character Area, the Town’s recreational growth area, supporting additional recreation-oriented and commercial developments that complement Camp Verde’s outdoor setting and serve both residents and visitors.

I. Strategic Housing Placement and Future Development

Planning efforts will focus on strategically placing new housing within the different character areas throughout Camp Verde.

- Mid- and high-density residential units should be located near schools, shopping centers, and employment corridors to increase accessibility and reduce transportation burdens, such as in State Route 260 West and the Gateway Interchanges.
- Single-family subdivisions and missing middle housing types are preferred in the Finnie Flat, State Route 260 West, and State Route 260 East Character Areas.
- Single-family residential units and missing middle-type housing units are preferred in the Heritage, Finnie Flat, and Clear Creek Character Areas.
- Smaller-scale, large-lot development will remain appropriate in the Town’s outer areas to maintain rural character, such as in the Middle Verde, McCracken/Salt-Mine/Quarterhorse, and Pecan Lane Character Areas.

J. Outlook for Future Housing

Camp Verde is preparing for significant growth, with over 1,000 new housing units anticipated in the next five years, more than double the pace of past development. This growth brings a real opportunity to create more affordable and attainable housing, support the needs of families, seniors, and young professionals, and strengthen the fabric of our community. But to make this vision a reality, Camp Verde must also invest in the essential services that support daily life, especially its water and wastewater systems. These systems are the backbone of a healthy, thriving city or town. By planning ahead smartly and ensuring Camp Verde’s infrastructure can keep up with growth, the Town is not just building homes, Camp Verde is protecting its shared quality of life, preserving the environment, and making sure Camp Verde remains a place all are proud to call home for generations to come.

Section #.# Goals and Implementation Strategies:

Goal #1: The Town supports housing options that serve the community across all ages, abilities, and needs.

Strategies:

- Encourage residential development in areas compatible with existing and planned land uses.
- Where zoning is appropriate, encourage a variety of housing options, including different types, sizes, lot configurations, and densities, supporting residents of all ages, family sizes, and income levels.

- Explore ways to expand multigenerational housing, such as accessory dwelling units and accessible homes that allow people to age in place.
- Support the development of senior housing and assisted living facilities near medical centers, shopping areas, and community spaces.
- Consider low-intensity multifamily and mixed-use housing within designated neighborhood mixed-use areas.
- Consider high-density residential development in conjunction with commercial and employment uses, such as the 260 West Character Area, and in areas with available infrastructure and pedestrian corridors or where infrastructure can be developed, while protecting the viewshed and open space.

Goal #2: The Town values attainable and affordable housing options that meet the needs of families, individuals, and working professionals.

Strategies:

- Conduct a housing needs assessment annually to stay current on changing community needs and to understand who lives here as well as how they live.
- Explore incentive programs that support housing affordability and attainability.
- Maintain an up-to-date inventory of available housing by type, including single-family, multifamily, senior, student, and group housing.
- Assess opportunities to expand the number of affordable and attainable rental housing units in Camp Verde.
- Evaluate opportunities to expand the number of affordable and attainable owner-occupied housing units from those that had previously rented.

Goal #3: The Town encourages revitalizing older housing to enhance neighborhood character and livability.

Strategies:

- Educate and guide developers and property owners about the need to redevelop and revitalize aging homes and properties while maintaining applicable design standards.
- Study and implement revitalization strategies that strengthen and enhance community neighborhoods.
- Strive to inform residents about land use changes, with opportunities to give meaningful feedback and have their input considered.

Goal #4: The Town seeks partnerships that encourage affordable and attainable housing while preserving Camp Verde's rural western identity.

Strategies:

- Support non-profits in acquiring land and developing affordable and attainable housing options.

- Encourage developers to include affordable and attainable housing within their projects.
- Leverage available funding (federal, state, and local) to address homeowner needs and expand housing opportunities.
- Build partnerships with private, public, and nonprofit organizations to create diverse housing solutions.
- Align Town policies with long-term strategies that promote affordability, accessibility, and community resilience.
- Consider appropriate locations for denser development while discouraging high-impact development immediately adjacent to large-lot homes.
- Ensure appropriate landscape buffers are provided between dissimilar land uses and varying densities to provide protection between the two.
- Assess the feasibility of Housing Opportunity Zones (HOZs) increasing workforce housing options, which is beneficial to the Town and region.

Goal #5: The Town aligns its housing vision by enhancing the quality of housing by sound and clear provisions.

Strategies:

- Amend the zoning ordinance to be consistent with the General Plan goals regarding housing choice.
- Evaluate state statutes and best practices that promote and encourage sustainable measures that protect Camp Verde's natural resources.
- Continue to enforce building codes to protect the health, safety, and welfare of residents.
- Preserve Camp Verde's rural character, open space, and environmental integrity by encouraging voluntary conservation easements, especially on large parcels of land.
- Ensure Camp Verde's water infrastructure is resilient, efficient, and ready to meet the demands of future housing while protecting the Verde River and groundwater resources.

Section ## COST OF DEVELOPMENT ELEMENT

Section ## Introduction:

Successful communities ensure well-maintained infrastructure, quality services, and public facilities that support existing and future residents. In Camp Verde, current operations are funded through various revenue sources. To support future growth responsibly, the Town can consider additional funding strategies, such as bonds, impact fees, special improvement districts, grants, and development agreements, to make sure that new development contributes its fair share toward the cost of expanded infrastructure and services.

Section ## Guiding Principles:

Camp Verde understands that reliable, well-maintained infrastructure is the foundation of a strong economy and a high quality of life. Roads, water systems, sewer lines, and utilities are the lifelines of our community and maintaining and improving these systems is essential to supporting the goals outlined in the Town's General Plan.

As Camp Verde grows, it is critical that new development enhances our existing infrastructure and services. In many cases, developers may enter into development agreements with the Town that go beyond standard fees. These agreements may include customized terms that ensure infrastructure improvements are built to meet the specific needs of a development and the broader community.

To support smart long-standing growth and preserve the quality-of-life Camp Verde residents value, the Town will focus on the following priorities. These actions ensure that infrastructure keeps pace with development and that growth happens in a responsible, fair, and fiscally sound way.

Guiding Principles for the Cost of Development Element

- **Community Service Level:** Evaluate community service level standards and determine whether existing infrastructure and public services can support those standards as the Town grows.
- **Future Investments:** Assess the financial investment required to meet and maintain those service and maintenance standards over time.
- **Fiscal Impact:** Analyze the fiscal impact of new development, including both costs and benefits, on a per capita basis, ensuring that decisions benefit both current and future residents.
- **Growth Equitably:** Ensure fairness in funding, by determining an equitable distribution of development-related costs, so that growth contributes its fair share to infrastructure and public services.

Section #.# Discussion:

Planning for a financially healthy future is more than balancing a budget; it is about making sure Camp Verde continues to thrive. Whether it is fixing roads, building parks, maintaining public safety services, or preparing for new development, these efforts all rely on thoughtful financial planning and investment.

To make that happen, the Town must track and manage its assets, update infrastructure plans, and carefully evaluate how to pay for the services and amenities residents expect. This means having a strong toolkit of funding options, including tools that help ensure that development contributes proportionally and that current residents are not left shouldering the cost alone.

Below are some of the ways Camp Verde currently does pay for services, infrastructure, and improvements or could consider in the future:

A. Fees

Fees are collected when residents, developers or businesses use specific Town services. This includes business licenses, planning and zoning applications, building permits, plan reviews, and subdivision approvals. These fees help ensure that growth contributes to the development cost, rather than burdening taxpayers.

B. Taxes

Taxes help fund essential community services and infrastructure. Camp Verde uses several types of taxes that residents and businesses interact with regularly:

- **Transaction Privilege Tax (TPT):** Often referred to as a sales tax, this helps fund police, parks, facilities, and other public services. Camp Verde's local rate is 3.65%, which, when combined with state and county rates, brings the total to 10% within Town limits.
- **Franchise Tax:** This tax is paid by utility companies (electricity, gas, cable) in exchange for using public rights-of-way to deliver services. These revenues help fund Town operations without impacting residents directly.
- **Industry Tax (Hotel/Motel Tax):** A 3.0% tax on short-term lodging (less than 30 days), supporting tourism-related infrastructure. The total lodging tax is 13% when combined with the sales tax rate. This tax is also commonly referred to as the bed tax.
- **Property Tax:** While Camp Verde does not levy a primary property tax, residents still pay property taxes to other taxing bodies (county, schools, fire districts, etc.), which fund essential community services.
- **Construction Tax:** These are often fees related to construction work, such as an Excise Tax or Use Tax on materials used in construction or on newly built structures.

C. Impact Fees

When new homes or commercial buildings are built, they create demand for services, like roads, parks, water, and sewer. Impact fees make sure new development helps pay for needed infrastructure and other legal projects. This protects existing taxpayers and ensures the Town can grow responsibly.

- **Transportation Impact Fee:** Fees that fund road widening, new streets, traffic signals, intersections, sidewalks, and bike lanes.
- **School Impact Fee:** Fees that fund new school construction, classrooms, expansions, or portable classrooms.
- **Water and Sewer Connection Fee:** Fees that fund expansion of water treatment plants, new sewer lines, or water storage facilities.
- **Park and Recreation Fee:** Fees that fund parks, trails, playgrounds, open space, and recreational facilities.
- **Police Service Fee:** Fees that fund police stations, equipment, patrol cars, or communication systems.
- **Fire and Emergency Service Fee:** Fees that fund new fire stations, emergency vehicles, equipment, and staffing needs.

D. Bonds

Bonds are long-term financing tools used to pay for big community projects. Bonds allow large-scale improvements, like parks or water systems, to be built now and paid for overtime.

- **General Obligation Bonds:** Used for community-wide projects. These require voter approval.
- **Revenue Bonds:** Fund specific services (like utilities) and are repaid through the revenue they generate.
- **Improvement Districts:** Used when a group of property owners wants to fund specific improvements for their area.
- **Community Facilities Districts (CFDs):** Typically used for large developments to fund roads, water, sewer, and other public infrastructure.

E. Revenues Available from the State

Based on our population, Camp Verde receives a share of statewide tax revenue. These funds support roads, transportation, and basic services.

- **State-Shared Revenue:** A share of state sales and income tax.
- **Transportation Revenues:** Includes the Highway User Revenue Fund (HURF), vehicle license taxes, and local transportation grants, which help fix streets, sidewalks, and highways.

These shared revenues mean the state helps fund the services in Camp Verde, without relying solely on local taxes. The amount of state funding Camp Verde receives varies from year to year.

F. Grants and Loans

Grants allow Camp Verde to invest in major projects without placing the full cost on local taxpayers. Grants are awarded through a submission, review, and approval process through many federal, state, and even private entities. The grants are funded with matching or non-matching fund clauses, either requiring a local government to match the funding amount of the grant or at a certain percentage, or not to match. Some grants will also allow match funding to be in the form of in-kind costs, such as staff time spent on the grant. With the limited tax revenues, local governments such as Camp Verde rely on grants to finance projects that the general fund cannot cover.

Loans similar to grants can be another financial tool to fund various projects, but are more aligned to facilitate long-term investments and assets. Unlike grants, funds from loans have repayment requirements that stipulate a set interest rate on the loan, the amount to be paid monthly, and a term length of the loan.

Grants and loans often make large-scale community improvements possible, especially for projects that would otherwise be out of reach while enhancing the quality of life for Camp Verde's community

G. Development Agreement

These formal agreements ensure developers build or fund specific improvements as part of their projects. Development agreements can be valuable because they help align private development with long-term community goals, such as infrastructure improvements, affordable or attainable housing, outdoor recreation and open amenities, transportation connectivity, and other community needs that safeguard the public's interest.

H. Other Financing Mechanisms

Some funding tools are project-specific and help ensure new development directly contributes to the infrastructure it needs:

- **Dedications:** Developers may be required to dedicate land or install infrastructure (like roads or utilities) as part of new development.
- **Exactions:** Conditions placed on development approvals to provide land, money, or improvements to offset their impacts on public infrastructure.
- **Wastewater and Water Reimbursement:** Programs or agreements that let developers recover some costs when they build public water or sewer systems that also serve other properties beyond their own project.

Section #.# Goals and Implementation Strategies:

Goal #1: The Town's revenue structure should be diverse, resilient, and adequate to support new and existing development.

Strategies:

- Evaluate the use of impact fees as a potential mechanism to ensure that new development contributes equally toward necessary and planned capital improvements and infrastructure.
- Review and adjust fees and taxes to ensure statutory compliance and support the Town's service and operational goals.
- Assess the need for a grant coordinator to secure and manage funding for priority capital investment.
- Ensure new development aligns with existing infrastructure capacity and supports required service levels through necessary improvements.
- Adopt service level standards for land uses with identified costs and revenues for all Town departments.
- Work collaboratively to integrate long-range and strategic economic planning efforts that reflect and support the Town's goals and community values.
- Continuously examine new funding sources to support strategic infrastructure and future development investments.
- Identify measures and opportunities that enhance taxable revenue streams for temporary short-term stays that maintain longstanding water and infrastructure usage, in accordance with state law.

Goal #2: The Town's planning should ensure sufficient infrastructure and service capacity to support growth for land use enhancement or redevelopment.

Strategies:

- Require all affected departments review proposed developments that may impact the Town's budget, infrastructure, or service demands.
- Ensure new development contributes appropriately to the costs of growth, in accordance with state law.
- Establish a rational nexus between new development and the future capacity needed as a result of that development.
- Encourage commercial development that accommodates residents and reduces retail sales loss to surrounding communities.
- Adopt policies and ordinances that require new development to fund the costs associated with those developments.
- Coordinate infrastructure extensions and expanded public services needed to support new development provide mutual benefit to both the Town and the developer.

- Assess and evaluate sources that fund visitor infrastructure and service impacts - water, transportation, etc. - with restaurant and retail taxes and short-term (< 30-day), hotel and RV site rental taxes.

Goal #3: The Town is fiscally responsible, ensuring financial stability for the future.

Strategies:

- Assess the impact and benefits of attracting and retaining industries or companies to support a diverse and stable tax base.
- Continue updating development fee schedules to ensure a fair share of expenses are recovered.
- Proactively research and secure private, federal and state funding opportunities through grants.
- Identify fees and other revenue sources to fund operational expansion, growth-related costs, and new facilities.
- Utilize the Capital Improvements Plan (CIP) to prioritize services and allocate resources effectively, with annual review and updates.
- Monitor the costs and benefits of development projects to assess their impact on the Town's overall fiscal health.

Goal #4: The Town values and supports partnerships that help maintain well-funded, well-maintained infrastructure and services for all current and future property owners, users, and residents.

Strategies:

- Identify opportunities to collaborate with stakeholders to provide infrastructure and services that benefit the broader community, such as parks, schools, park-and-ride facilities, and transportation.
- Partner with private development to maximize capital projects funded through bonds or in-lieu contributions.
- Explore regional collaboration and resource-sharing opportunities with neighboring jurisdictions and service providers to enhance efficiency, reduce costs, and improve service capabilities.
- Promote and participate in public-public and public-private partnerships for shared-use facilities and shared-infrastructure development.

Section ## TRANSPORTATION & CIRCULATION ELEMENT

Section ## Introduction:

Transportation and circulation in the Town of Camp Verde are critical components of the community's overall functionality, quality of life, and long-term economic vitality. Strategically located at the intersection of Interstate 17 and State Route 260, Camp Verde serves as a regional hub for both residents and visitors traveling through central Arizona. This positioning offers significant advantages for commerce, tourism, and regional access, while also placing increasing demands on the Town's transportation infrastructure.

The Town's circulation system must accommodate a diverse range of users, including local commuters, commerce traffic, tourists, bicyclists, Yavapai-Apache Nation transit riders, and pedestrians, all within a context that balances rural character with the pressures of economic development. Camp Verde's continued growth, combined with the increasing volume of regional pass-through traffic, necessitates a coordinated and forward-thinking approach to transportation planning.

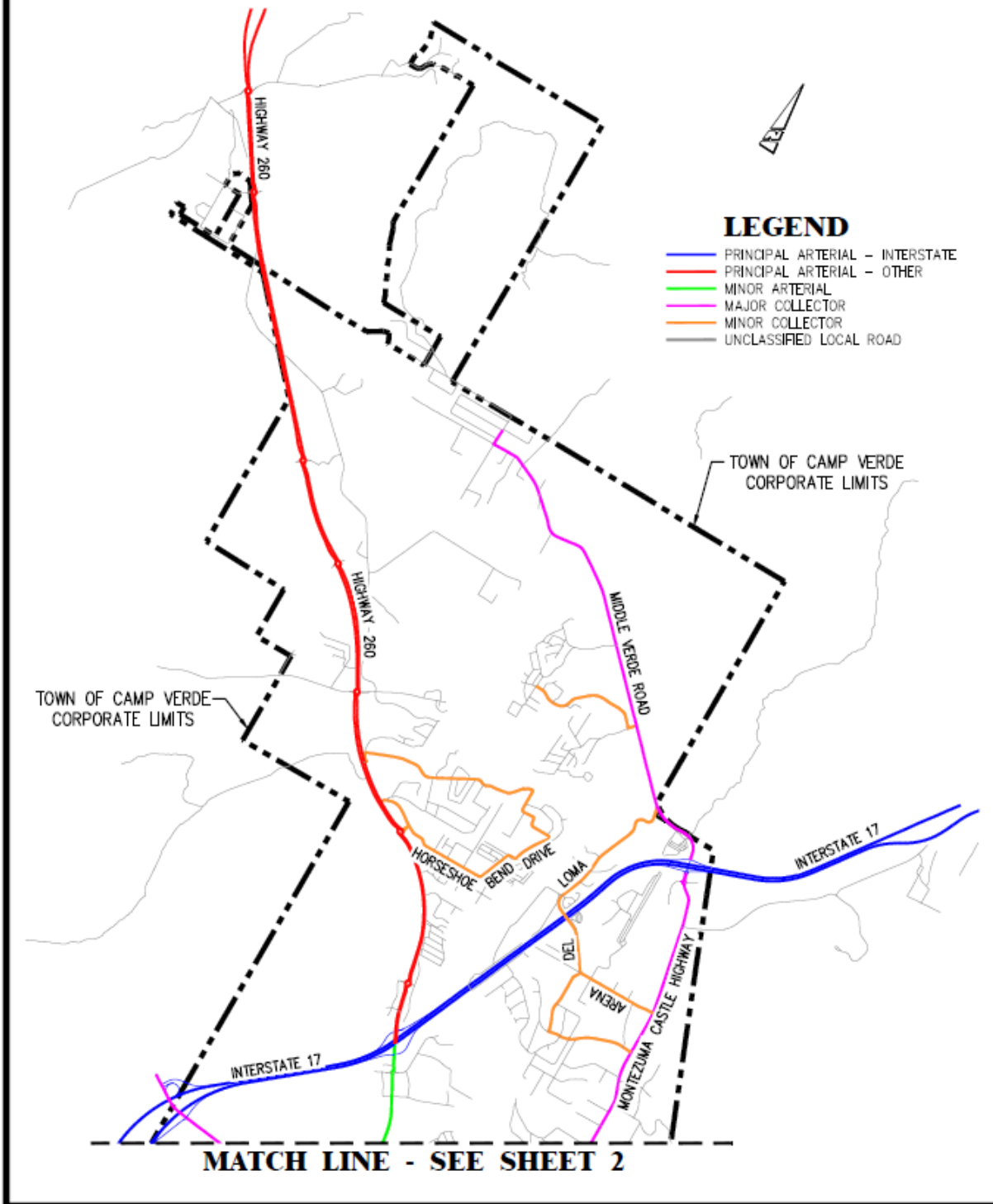
This element chapter presents a comprehensive overview of the Town's transportation infrastructure, patterns of use, planned improvements, and strategic goals for the future.

Section ## Guiding Principles:

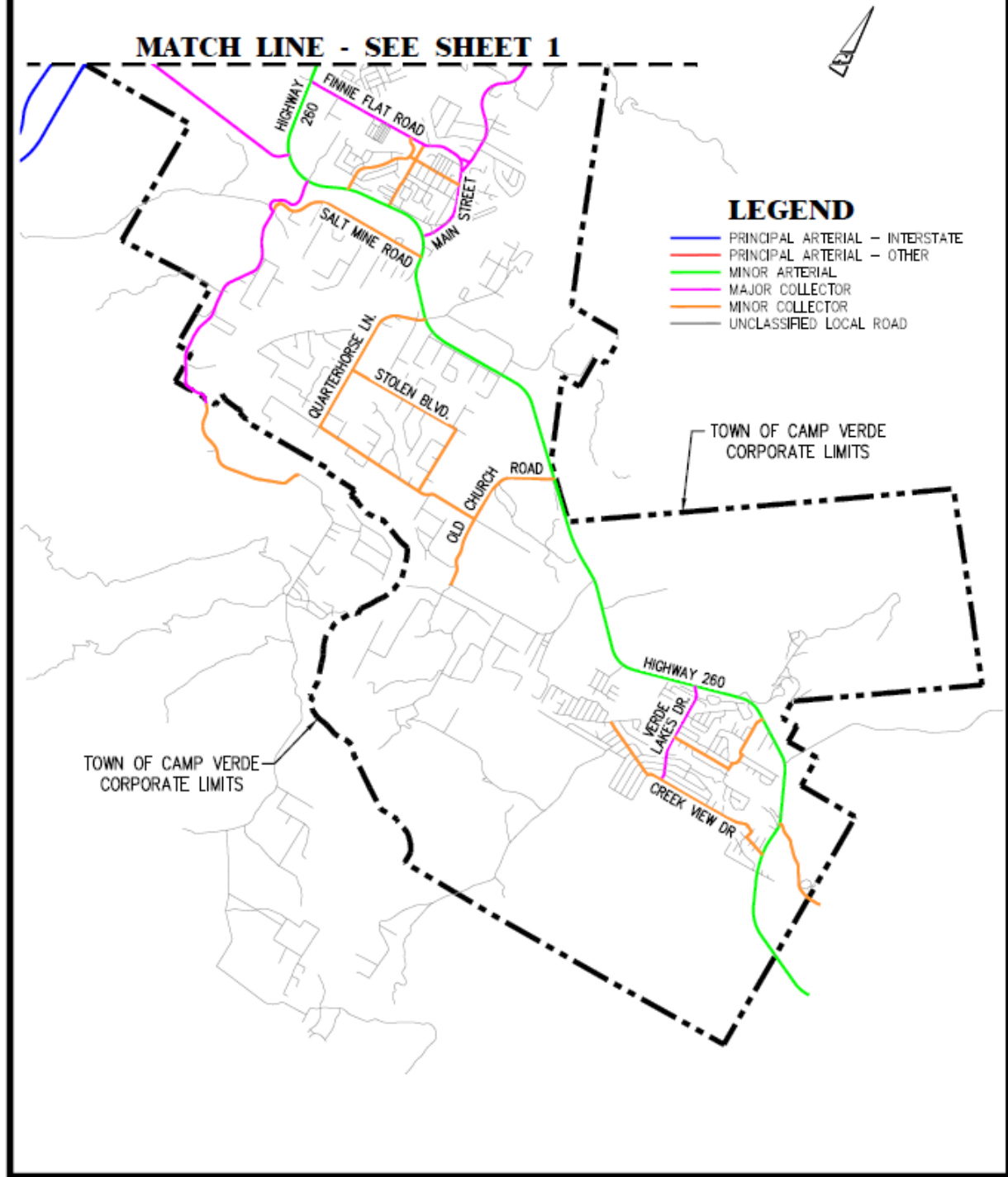
The Town of Camp Verde's approach to transportation is guided by core principles that prioritize safety, accessibility, efficiency and supports the General Plan. These principles reflect the community's values and serve as the foundation for transportation planning, project prioritization, and long-range visioning:

- **Connective:** Foster a transportation network that connects neighborhoods, commercial centers, schools, parks, and regional destinations efficiently and intuitively.
- **Safe:** Ensure all users, including but not limited to motorists, pedestrians, and bicyclists, can move through the community safely.
- **Accessible:** Expand transportation access to underserved populations, including low-income residents, seniors, and people with disabilities.
- **Maintained:** Protect and maintain existing infrastructure through timely maintenance and strategic capital improvements.
- **Resilient:** Invest in transportation systems that can withstand environmental stressors and adapt to future growth.
- **Collaborative:** Strengthen partnerships with regional agencies, the Yavapai-Apache Nation, and the private sector to leverage funding and expertise.

TOWN OF CAMP VERDE ROADWAY CLASSIFICATION MAP



TOWN OF CAMP VERDE ROADWAY CLASSIFICATION MAP



Section #.# Discussion:

A. Historical Context

Camp Verde's transportation development is deeply rooted in its history. The Town was originally established as a military fort in the 1860s to secure settlement in the Verde Valley, and over time, civilian settlers created a community grounded in agriculture, ranching, and trade. The indigenous peoples who preceded early settlers engaged in agriculture, trade, hunting, fishing, and gathering. They relied on horses and established foot trails as their primary modes of transportation, many of which later evolved into the roadways we use today. As transportation needs evolved, so did the infrastructure. Roads that once served horse-drawn wagons and military movements eventually supported trucks hauling produce, tourists visiting Montezuma Castle National Monument, and daily commuter traffic.

A key piece of Camp Verde's regional transportation evolution was the development of what is now known as State Route 260 (SR-260). The origins of this corridor trace back to the 1870s with the construction of the General Crook Trail, a military supply route connecting Fort Verde and Fort Apache. This early trail established a critical east-west connection across the central part of Arizona, laying the foundation for modern roadways in the region.

However, the most dramatic transformation occurred with the construction of Interstate 17 (I-17) in the 1970s, positioning Camp Verde as a pivotal north-south travel corridor between Phoenix and Flagstaff. This shift not only changed the physical layout of the Town but also significantly influenced patterns of growth, commerce, and accessibility, integrating Camp Verde deeper into the broader regional economy. *(Image Source: LoopNet Commercial Real Estate).*



B. Existing Conditions

Roadway Network

Camp Verde's transportation system is predominantly auto-oriented, supported by a network of arterial highways, collector roads, and local streets. Spanning more than 43 square miles, the Town's expansive and varied landscape, which includes rural subdivisions, agricultural lands, and scenic natural areas, shapes both the character of the community and the complexity of its transportation needs. This geographic spread presents unique challenges and opportunities in planning and maintaining an efficient, connected roadway network that serves a dispersed population.

Interstate 17 (I-17) serves as the Town's most significant transportation asset, bisecting the community with three access points: Exits 285 (General Crook Trail), 287 (State Route 260), and 289 (Middle Verde Road). These interchanges facilitate the daily movement of residents, tourists, and commercial freight and serve as gateways into the Town's residential neighborhoods, commercial corridors, and visitor destinations. (*Image Source: AA Roads*).



Running east to west, State Route 260 (SR-260) serves as another critical link, connecting Camp Verde with jurisdictions like Cottonwood and Clarkdale to the north and Strawberry-Pine and Payson to the southeast. This corridor not only supports substantial daily commuter traffic but also acts as a primary freight and tourism route, with high volumes especially noticeable during weekends and peak seasons.

Main Street once served as the primary highway through Camp Verde before the construction of the SR-260 bypass. As the original alignment of SR260, it was the main thoroughfare for residents, travelers, and freight. With the completion of the bypass, Main Street transitioned into a local route, allowing it to evolve into a more community-focused corridor. Today, local routes such as Main Street function as the heart of the Heritage Character Area, hosting community events, small businesses, and pedestrian-oriented

activity. Finnie Flat Road and Montezuma Castle Highway operate as major collector roads, bridging the gap between residential and commercial areas and guiding visitors toward natural and cultural landmarks such as Montezuma Castle National Monument.

In addition to the Town-maintained roadway system, Camp Verde also contains a number of privately owned roads within its municipal boundaries. These roads are typically located within private developments or historically subdivided areas and are not maintained by the Town. As a result, property owners or homeowner associations are responsible for upkeep. While these roads serve local travel needs, their condition and maintenance standards can vary widely and present unique challenges in emergency response, drainage control, and integration into the broader circulation network.

Traffic Volumes

Traffic volume data from the Arizona Department of Transportation (ADOT) provides insight into how heavily Camp Verde's roads are used. Average Annual Daily Traffic (AADT) volumes for I-17 in the Camp Verde vicinity show consistently high levels of vehicle movement. Exit 285 (General Crook Trail) sees approximately 34,711 vehicles per day, while Exits 287 (SR-260) and 289 (Middle Verde Road) report daily volumes of 34,853 and 33,842 respectively. These numbers underscore the importance of I-17 as a backbone for regional mobility.

Similarly, SR-260 within Town limits sees substantial use. Between Cherry Creek Road and Exit 287, the AADT is estimated at 15,329 vehicles. Projections by ADOT estimate this number will increase to over 25,000 vehicles per day by the year 2042, reflecting anticipated population growth and commercial development across the Verde Valley.

Street Conditions

Camp Verde's road conditions are evaluated using the Pavement Condition Index (PCI), a nationwide standard for measuring road surface integrity. A recent survey revealed the Town's average PCI rating is just 36.2, with the majority of Camp Verde's roadways (approximately 90%) falling into the "Poor" to "Serious" condition categories. Such conditions demand significant rehabilitation to ensure the safety and efficiency of the transportation network.

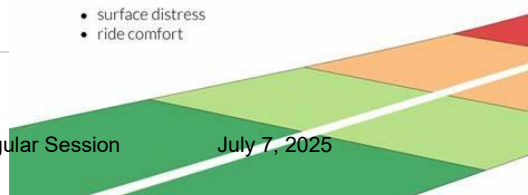
The Public Works Department Streets Division is tasked with managing road maintenance. Historically, the Streets Division has faced financial challenges, but the Town is actively working to adjust Highway User Revenue Funds (HURF) allocations to bolster financial support and improve long-term roadway conditions. *(Image Source: City of Tempe, AZ)*

Pavement Quality Index (PQI) Defined

Excellent	Good	Fair	Poor
100 - 80	79 - 60	59 - 40	39 - 20

PQI scores take into account:

- surface distress
- ride comfort



Safety and Congestion

Although Camp Verde is not generally characterized by urban-level congestion, traffic chokepoints do exist, especially during peak tourism periods. Exits 285 (General Crook Trail) and 287 (SR-260) along I-17 are consistently busy, with Exit 287, serving the Finnie Flat commercial area, experiencing the highest levels of local congestion. The tri-intersection of Finnie Flat Road, Main Street, and Montezuma Castle Highway is also a known trouble spot for traffic flow and safety, and it has become a focal point for planned improvements. Additionally, there have been noted concerns about speeding and cut-through traffic in quieter neighborhoods, prompting the Town to consider future traffic-calming strategies in residential zones.

C. Multimodal and Non-Motorized Transportation

Pedestrian and Bicycle Infrastructure

Camp Verde lacks a comprehensive and connected pedestrian and bicycle network. While certain areas, such as the Heritage Character Area, have benefited from recent sidewalk improvements, many other parts of Town remain underserved in terms of non-motorized infrastructure. This limited connectivity poses challenges for residents who do not have access to a personal vehicle and restricts opportunities for alternative transportation.

Improving walkability and bike accessibility has been identified as a key priority through the Town's Character Area planning process. Strategies under consideration include expanding sidewalks and bike lanes, adding pedestrian amenities like benches and shade structures, implementing traffic-calming measures, expansion of public transit, and hosting community events that promote active transportation. Where appropriate, the Town will also prioritize the protection of bike lanes with physical barriers to improve cyclist safety and encourage broader use.

These efforts reflect a broader vision to create a safer and more accessible transportation network throughout Camp Verde. This vision is further supported by the *Urban Upland Trails* document, which outlines potential routes and design standards for enhancing non-motorized trail connectivity across the community.

Barriers to Access

Physical barriers to active transportation are evident throughout the Town. ADA-accessible sidewalks are absent in large portions of the community, and many neighborhoods lack pedestrian crossings across busy arterials like SR-260 or Montezuma Castle Highway. The disjointed nature of existing paths makes it difficult to travel safely and efficiently by foot or bicycle from residential areas to commercial or recreational destinations.

Future Vision

Long-range planning efforts currently underway, including the Verde Valley Master Transportation Plan and the Parks and Recreation Master Plan, will outline a forward-looking vision for a more connected, accessible, and equitable transportation system in Camp Verde. Conceptual proposals include the development of multi-use paths along State Route 260 and Montezuma Castle Highway, greenway trails linking neighborhoods to the Verde River, and expanded sidewalk coverage throughout key business and civic corridors. These improvements are intended to promote walkability, encourage active transportation, and ensure safer mobility options for residents and visitors alike. As the Town continues to grow, these planning documents will serve as roadmaps for creating a more sustainable and inclusive transportation network.

D. Public and Regional Transportation

Public transit options in Camp Verde are limited, though efforts are underway to expand services in partnership with regional stakeholders. The Yavapai-Apache Nation operates a network of fixed-route buses that provide essential connections for both tribal and non-tribal residents, serving key destinations such as medical centers, shopping areas, and employment hubs throughout the region. Due to the Town's rural nature and low population density, rideshare services are not readily available, further limiting transportation options for those without access to a personal vehicle. (Image Source: YAN Transit)



In addition, intercity bus operators like Groome Transportation and Greyhound provide service to major cities including Phoenix and Flagstaff, offering viable options for residents who rely on longer-distance travel.

Looking ahead, the Town is exploring opportunities to collaborate with the Yavapai-Apache Nation on expanding local and regional transit solutions as a part of the Department of Transportation's Thriving Communities Grant. This partnership aims to improve transportation access for underserved populations, including seniors, low-income households, and those without a private vehicle.

E. Parking

As Camp Verde continues to grow as a destination for tourism, commerce, and residential development, the availability and functionality of parking have become increasingly important components of the Town's overall transportation network. A well-planned parking system supports local businesses, improves access to community facilities, and reduces unnecessary congestion caused by vehicles circulating in search of parking. In areas where pedestrian activity is prioritized, such as the Heritage Character Area, parking should be located nearby but thoughtfully separated from the main corridors to minimize congestion and preserve walkability. Removing on-street parking in these zones can help reduce traffic congestion and create a more welcoming, pedestrian-focused environment.

Camp Verde's current parking inventory consists of a mix of on-street spaces, municipal lots, and informal parking areas, particularly in the Heritage Character Area and near high-traffic civic destinations. While overall demand is generally manageable, peak periods, including special events and seasonal tourism surges, highlight gaps in availability and accessibility, especially on Main Street.

F. Investment and Capital Improvements

Capital Improvement Projects

Camp Verde is making strategic investments in its transportation network through a series of capital improvement projects outlined in the five-year funding plan starting Fiscal Year 2025.

A \$896,500 grant awarded through the Arizona Statewide Mobility and Access for Reliable Transportation (SMART) program is currently funding the design phase of the Finnie Flat Road and Montezuma Castle Highway Improvement Project. This initiative, with an anticipated total cost exceeding \$20 million, aims to enhance pedestrian accessibility, improve roadway safety, and reduce congestion along one of the Town's most heavily traveled corridors. These upgrades will also help support long-term economic growth by strengthening infrastructure in a primary commercial area.

In tandem, the Town has developed 90% design plans for the Main Street Reconstruction Project, which will address aging underground utilities, failing surface infrastructure, and persistent drainage issues. The total cost for this project is expected to exceed \$15 million.

To help fund construction, the Town is pursuing a federal Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant.

Several smaller-scale but high-impact projects are also underway. One such project is the 7th Street Sidewalk Extension, which will extend pedestrian access south toward General Crook Trail. This project is being funded through Yavapai County's Community Development Block Grant program and will serve an area designated as low-income, improving mobility and safety for nearby residents.

Additionally, the Town has initiated the Verde Lakes Drive Sidewalk Improvements Project. This project will install new curb, gutter, and sidewalk along the west side of Verde Lakes Drive between SR-260 and Catclaw Drive. The design is being completed in-house by Town staff, while construction is being funded through the Northern Arizona Council of Governments' Transportation Improvement Program. The Town is scheduled to receive \$664,780 in Fiscal Year 2026 for the construction phase of this important pedestrian improvement.

These ongoing and planned investments demonstrate Camp Verde's commitment to improving mobility, safety, and connectivity through targeted infrastructure improvements that benefit both residents and visitors.

Road Preservation Ordinance

Recognizing the importance of protecting new infrastructure investments, the Town has adopted Ordinance 24-A497 that restricts cutting or trenching into recently paved roads. Under this policy, asphalt less than seven years old and chip seal surfaces less than three years old are protected unless specific permission is granted. If granted, the utility or contractor is required to repave the full affected lane for a minimum of 25 feet in either direction of the trench to preserve the road's integrity and appearance.

Ongoing Maintenance

Routine maintenance remains a priority. The Town annually contracts street striping services to improve visibility and road safety. Camp Verde also operates an annual chip seal program, which significantly extends pavement life and reduces the need for costly reconstructions. These efforts reflect the Town's focus on preservation, even amid times where resource are limited.

G. Funding and Advocacy

Camp Verde participates actively in regional advocacy efforts through organizations like the Arizona Department of Transportation (ADOT), the League of Arizona Cities and Towns (LACT), and Northern Arizona Council of Governments (NACOG). The Town has submitted both the Main Street and Montezuma Castle Highway projects for inclusion in NACOG's Regional Priority Project List (RPPL), which serves as a tool to lobby state and federal legislators for increased rural transportation funding.

As of FY2025, NACOG has \$21.9 million in available funding, prioritizing projects that improve regional access, economic resilience, and safety. Camp Verde's inclusion in these advocacy efforts ensures that its needs as a rural community are heard and considered in statewide transportation planning.

Section #.# Goals and Implementation Strategies:

Goal #1: Improve Roadway Conditions Across the Network

- Identify and prioritize streets with the lowest Pavement Condition Index ratings for resurfacing or reconstruction.
- Establish a formal Pavement Management Program that includes annual condition assessments and capital planning for resurfacing cycles.
- Enforce Ordinance 24-A497, which restricts the cutting of newly paved or chip-sealed roads to preserve surface integrity. Where permitted, utility trench repairs must follow high-quality restoration standards.

Goal #2: Enhance Safety and Reduce Congestion at Key Intersections

- Advance the design and eventual construction of the critical Finnie Flat Road, Main Street, and Montezuma Castle Highway intersection, where existing congestion and safety concerns are most acute.
- Implement traffic-calming strategies in neighborhoods affected by excessive speeds or high levels of cut-through traffic.
- Upgrade signage, striping, and intersection technology to modern standards that improve visibility, reduce congestion, and support smoother traffic flow.
- Conduct a comprehensive parking study to analyze current capacity, utilization, and future needs in areas of high demand such as the Heritage Character Area.

Goal #3: Expand Multimodal Infrastructure and Accessibility

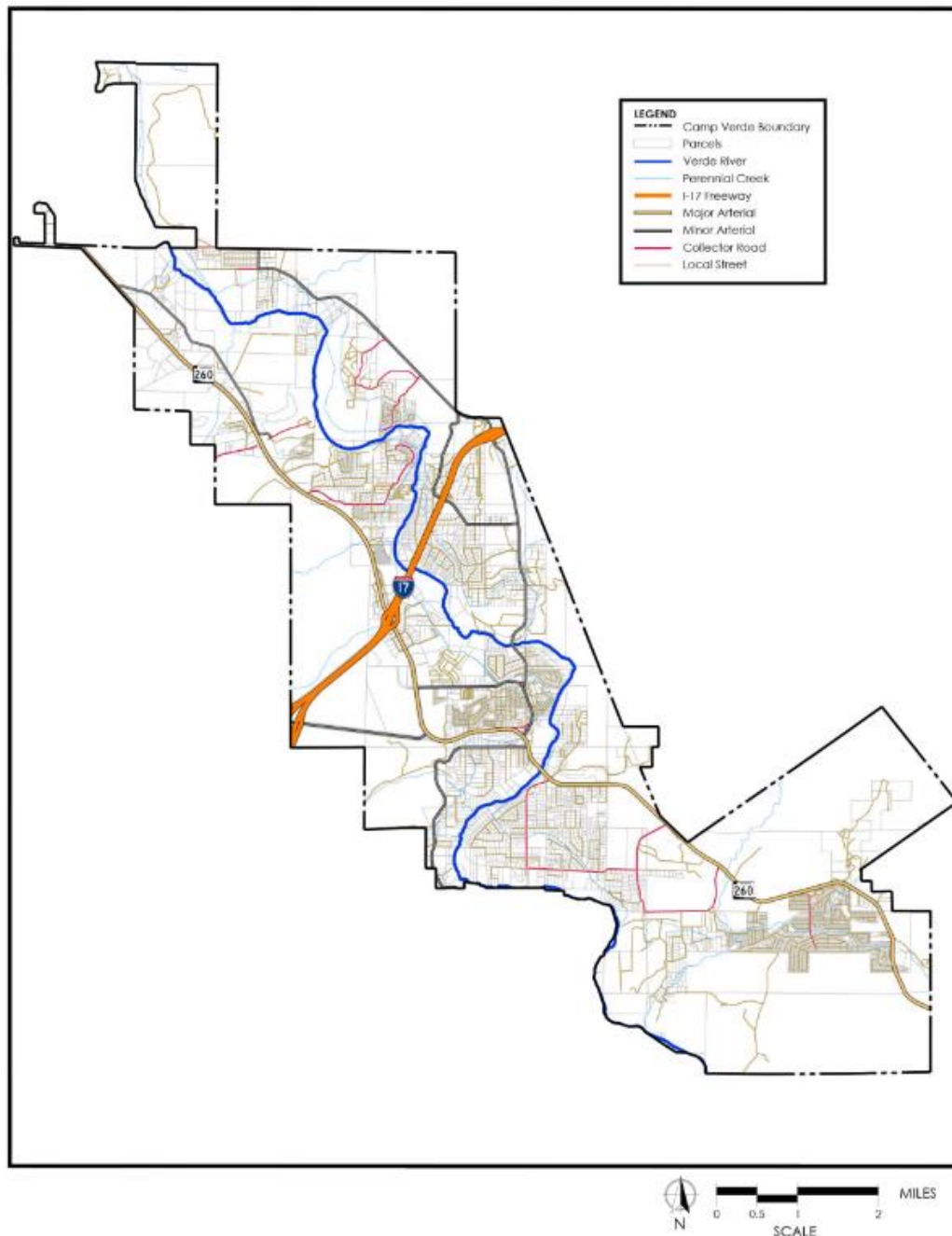
- Develop and implement a community-wide sidewalk, trail, and pathway connectivity plan to close gaps and improve safe pedestrian circulation.
- Construct new multimodal paths along high-volume corridors such as State Route 260 and Montezuma Castle Highway that link residential areas with schools, parks, and commercial nodes.
- Develop clear wayfinding signage and public information tools to better guide residents and visitors to available parking locations.

Goal #4: Increase Access to Regional and Public Transit

- Continue working in close partnership with the Yavapai-Apache Nation to expand local and regional fixed-route transit services.
- Formally adopt and integrate the Northern Arizona Council of Governments' Verde Valley Master Transportation Plan into Town operations to support coordinated planning and service delivery.

Goal #5: Secure Funding for Transportation Projects

- Actively pursue grants such as the Rebuilding American Infrastructure with Sustainability and Equity program and Community Development Block Grants.
- Continue submitting shovel-ready projects to the Northern Arizona Council of Governments' Regional Priority Project List to position Camp Verde for funding consideration.
- Establish infrastructure development agreements with private developers to ensure new growth supports improvements to the public transportation system.



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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: July 7, 2025

Agenda Item Type:

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

Requesting Department: Parks & Recreation

Staff Resource: Shawna Figy, Parks & Recreation Manager

Agenda Title: Update on Parks and Recreation programming and events

Attached Documents:

- Monthly Report
- Current Press Releases
- Corn Fest Flier
- Fort Verde Days fliers
- Day Camp Weekly Newsletters

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:

This is a standard update added to the agenda at the request of the Commission. This update will include information about upcoming events including Corn Fest, Fort Verde Days, Summer Day Camp, Heritage Pool, along with summaries of recently completed events and programming.

Connection to the FY25-FY30 Strategic Plan

This aligns with the Council's Strategic Plan by enhancing our location and history through amenities and events.

Question(s) before the Commission:

- Does the Commission have any questions about our upcoming events?

Parks & Recreation Monthly Report – June 2025

- Scheduled facility uses this month were as follows: Meeting rooms had 86 uses, Ramadas were at 19 uses, Gym had 67 uses, Sports fields had 132(84 @ SC, 46 @ Butler, 2 @Comm. Center) uses, kitchen 27 uses, and public showers **84**. Our Parks & Rec Conference room had 7 scheduled uses. The highlighted uses this month were the Vitalant Blood Drive, Summer Day Camp, a memorial service, and a high school graduation ceremony. Note: field uses do not factor in multiple practices per night.
- Parks & Rec had 1 scheduled Friday trip this month and one Diamondbacks trip. Both trips were canceled due to lack of participation.
- Staff hosted a Regular Session of the Parks & Recreation Commission this month. This meeting included updates on the Parks & Recreation Master Plan and Heritage Pool, programming and event information, swearing in of our new Commissioner Victoria O'Malley, and Fort Verde Days Grand Marshall and theme ideas. The Commission also approved the new No Golfing policy in Town Parks. Each Commissioner volunteered to be a liaison for different meetings and community groups.
- The 4 full-time staff worked **7 occurrences for a total of 14 hours** for activities outside of regular business hours this month.
- Sarah Woodson, Rec Leader II, was promoted to fill the Rec Coordinator position. Recruitment began for to fill the open Rec Leader position left by Sarah. That position will be open for applicants through the middle of July.
- Completed credit card reconciliation for May.
- Staff continues working on American Camp Association trainings online.
- 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.
- Our Adult Recreational Basketball league continues the inaugural season with games being played each Monday evening in Community Center Gym. We have 9 teams playing 4 games per night.
- Staff met with representatives from CVUSD to start the conversation regarding the possible purchase of the land at the pool. A presentation is scheduled in front of the CVUSD Board July 8.
- Vendor registration remains open for Corn Fest 2025. Inside spaces for the event were filled within a few hours and now all vendor spaces are full with a waitlist. There are currently 73 vendors registered for that event. Planning has increased as the event gets closer including increased marketing, radio and newspaper ads, schedule banners, and activities. Staff also met with Hyundai of Cottonwood who will be doing a FREE Ride and Drive event to raise money for the Camp Verde Senior Center. For each person who takes a free ride, they will donate \$30 to the Senior Center.
- Vendor registration opened for the 69th annual Fort Verde Days event scheduled for Oct. 11-12 this year. All inside spaces filled in less than 24 hours. There are 68 vendors registered. Voting opened to the public for the Grand Marshal; 3 finalists were picked by the Parks & Rec Commission early in the month. We have received 135 votes so far.
- We hosted our 3rd Food Truck night this month on June 19th.
- 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 in June, there will also be a Pilates class offered on Monday evenings.
- Our Summer Day camp completed 4 weeks of camp this month, hitting the half-way point of the summer. Campers have done a ton of fun things including learning to churn their own butter, visiting Rocking River Ranch State Park, Fort Verde State Historic Park, Two Sister's Tomatoes, the library, the pool and more. They also presented cards and signs to our local first responders and wrote letters to pen pals in other states. This year we have a great volunteer, Wayne Smith, who is driving our camp kids to and from the pool and to some of their field trips. This is such a huge help to our staff.
- Camp Verde Heritage Pool has completed it's first 5 weeks of the season. The pool was closed for a few hours on June 24th due to a water main break but was able to open at noon that day. 2 sessions of swimming lessons have been completed with 193 kids participating so far. The last session starts July 8th. We did have to hire 2 new Pool Supervisors this month, who were onboarded and attended Lifeguard Certification training successfully. Staff also participated in mandatory training on June 24th.
- The Verde Valley Farmer's Market continues for the summer.
- Our Adult Co-Ed softball season kicked off with the first games being played June 16th. We have 15 teams in the league this year, each team will play 14 regular season games and participate in a end-of-season tournament.
- Sarah has continued her research regarding new facility reservation software. It is narrowed down to 2 companies, and the plan is to have a decision by the end of July or sooner.
- Shawna has been participating in the website committee meetings for the new Town website search.

Camp Verde Parks & Recreation

Press Release

Contact: Tiffany Smith, Parks & Recreation Supervisor

Phone: (928)554-0828

tiffany.smith@campverde.az.gov

Date: June 18, 2025

Corn Fest looking for Volunteers

Corn Fest is coming back again for its 30th year on Saturday, July 19 with new hours from **9am – 4pm**. This free, one-day street fair includes fresh corn from Hauser & Hauser Farms, live music, food & craft vendors, local nonprofits, a display of antique farm tractors, and a beer garden!

Community involvement and participation is key to this event's success and volunteers are being recruited to help with gatekeeping, set-up, and tear-down.

A local nonprofit is also being sought out to operate the dunk tank. The Town will rent and fill the dunk tank, as well as provide the insurance, and the nonprofit organization will get to keep all the proceeds.

For more information on volunteering or dunk tank operation, please contact Camp Verde Parks & Recreation at 395 S. Main St., parks@campverde.az.gov or (928)554-0820 Option 3.

Camp Verde Parks & Recreation

Press Release

Contact: Tiffany Smith, Parks & Recreation Supervisor

Phone: (928)554-0828

tiffany.smith@campverde.az.gov

Date: June 20, 2025

Fort Verde Days Grand Marshall Voting Now Open!

The Town of Camp Verde Parks & Recreation announces that voting for the Grand Marshall of Fort Verde Days 2025 is now open! Help us celebrate someone who truly represents the heart of Camp Verde. Voting will remain open until July 21st, so don't miss this opportunity to make your voice heard.

Cast your vote here: <https://forms.gle/f56oBMvC84vSTw8N8>

This year's theme for the parade is The Heart of Arizona, so start thinking about your parade entry ideas, and register to secure your place here:

<https://sportsites.com/admin#Root1c99f68f6-6874-48eb-a862-35b4e6f35ebe0>

For more information, please contact Camp Verde Parks & Recreation at 395 S. Main St., parks@campverde.az.gov or (928)554-0820 Option 3.



Camp Verde's

CORNFEST

2025

July 19th

9am-4pm



Local Food and Craft Vendors



Hauser and Hauser Corn

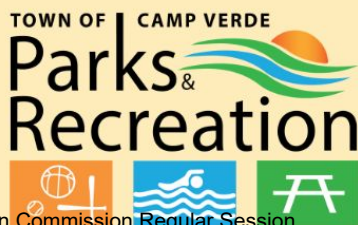


Live Music,
Cornhole Competitions,
& More

FOR MORE INFO

CONTACT US @

928-554-0820 #3



Parks & Recreation Commission Regular Session

WELCOME TO SUMMER CAMP 2025

This Week's Theme:

We will be taking time this week to learn amazing things about our campers and counselors and getting to know one another.

ABOUT ME

WEEKLY HAPPENINGS

SUMMER SPLASH AT HERITAGE POOL

Tuesday & Thursday

Group 305 - Leave at 12 noon
Return at 2:20

Group 204 - Leave at 1:00
Return at 3:20



Group 305 - Library time will be held at 10:00 am every Monday. Ms. Letty or Zach will join us each week to read a fantastic book and do a craft project.



Every Monday, our campers will be writing letters to pen pals!

Group 204 will exchange letters with another summer camp in Brentwood Commons, New Hampshire! Group 305 will exchange letters with a camp in Nevada! All letters will be mailed and received using our P & R address and counselors will be overseeing the information sent.

We welcome our awesome volunteer Miss Chris who will be helping us learn all about writing letters!



EXCITING EVENTS!

June 11



NEED A LIBRARY CARD?

Nicholas, our new Library Manager will be at check-in to sign up families who would like a library card. Forms are available at camp! Please bring the following items to get a permanent library card with full privileges:

- government or school issued ID (valid driver's license, passport, Mexican CID, etc.)
- proof of Yavapai County residency (current driver's license, utility bill, rental agreement, etc.)
- mail addressed to the applicant, postmarked within 30 days of the library card application

REMINDERS!

We do not have the capability to warm up lunches. Please plan accordingly.

Campers must bring a refillable spill proof water bottle, labeled with the camper's name. Campers can refill these bottles with our chilled, filtered water.

Manzanita Outreach will be providing pre-packaged snacks.





Summer Camp Newsletter

Week 2 June 9 - 12, 2025



WEEKLY HAPPENINGS

SUMMER SPLASH AT HERITAGE POOL

Tuesday & Thursday

Group 305 - Leave at 12 noon

Return at 2:20

Group 204 - Leave at 1:00

Return at 3:20

Please have campers put their swimming suit, water shoes or flip flops, towel and sunscreen in a SMALL swim bag or plastic grocery bag with their name written on it.

LIBRARY Reading with Ms Letty!

Group 305 Monday at 10:00

Writing Letters with Ms. Chris

Campers completed their introduction letters and were sent to Nevada and New Hampshire!

This week, letters will be written to local first responders!



EXCITING EVENTS!

SUMMER READING PROGRAM

Our campers are enrolled in the Summer Reading Program provided by the CV Library! Packets will be sent home with campers on Monday!

NEED A LIBRARY CARD?

Nicholas, our Library Manager will be here Wednesday morning during check in to help families get their library card!

Check out their webpage

<https://www.campverde.az.gov/departments/community-library>

for upcoming events and activities!

Please bring the following items to get a permanent library card with full privileges:

- government or school issued ID (valid driver's license, passport, Mexican CID, etc.)
- proof of Yavapai County residency (current driver's license, utility bill, rental agreement, etc.)
- mail addressed to the applicant, postmarked within 30 days of the library card application

LOCAL FIRST RESPONDERS
WILL BE VISITING US
THIS WEEK!



Special shout out to our volunteer shuttle bus driver Wayne Smith! He will be taking the campers to the pool!



★ HAPPY ★ FATHER'S ★ day ★

SUMMER CAMP NEWSLETTER Week 3 June 16- June 19 This Week's Theme:



Pioneer Week

WEEKLY HAPPENINGS

SUMMER SPLASH AT HERITAGE POOL

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Return at 3:20

Please have campers put their swimming suit, water shoes or flip flops, towel and sunscreen in a SMALL swim bag or plastic grocery bag with their name written on it.

EXCITING EVENTS!

Welcome Mr. Bixby!

Mr. Bixby is coming to teach us how to churn butter and tell us stories of life in the 1800's on Monday morning!



Road
Trip

ROCKIN' RIVER RANCH

STATE PARK

Campers will be exploring Camp Verde's newest State Park on Wednesday, June 18th! Please make sure your camper has sunscreen on when they get to camp and a WATER BOTTLE!



We appreciate our Hometown Heroes!

Camp Verde Marshal's Office
Copper Canyon Fire Department
Forest Service Wildland Firefighters



Parks & Recreation Commission Regular Session



THINGS TO REMEMBER

Please send with your camper spray on sunscreen on pool days!



Campers must wear tennis shoes or closed toed shoes to camp! This is to prevent injuries from the games played in the gym and at recess.



July 7, 2025

Page 75 of 77



A top-down view of a garden bed with dark soil. In the top left corner, there is a wooden crate and a garden fork. In the bottom left corner, there is a shovel and a watering can. In the bottom right corner, there is a small potted plant. The background is a dark, textured surface, possibly a garden bed or a table. The text "Summer Camp Newsletter" is in the top left, "Week 4 June 23 - 26 2025" is in the top right, and "HOW DOES YOUR GARDEN GROW?" is in the center.

Summer Camp
Newsletter

Week 4
June 23 - 26
2025

**HOW DOES YOUR
GARDEN GROW?**

A top-down view of a garden bed with dark soil. In the top left corner, there is a wooden crate and a garden fork. In the bottom left corner, there is a shovel and a watering can. In the bottom right corner, there is a small potted plant. The background is a dark, textured surface, possibly a garden bed or a table. The text "Summer Camp Newsletter" is in the top left, "Week 4 June 23 - 26 2025" is in the top right, and "HOW DOES YOUR GARDEN GROW?" is in the center.

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Summer Camp
Newsletter

Week 4
June 23 - 26
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**HOW DOES YOUR
GARDEN GROW?**

SUMMER SPLASH AT HERITAGE POOL

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Reading with
the library on
Monday morning!

Group 305

Reading with
the library on
Monday morning!

Group 305



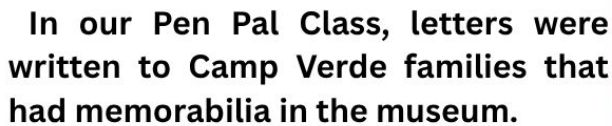
Reading with
the library on
Monday morning!

Group 305



Reading with
the library on
Monday morning!

Group 305



PEACH family
Form E Stella

How did you get the car did you get the car and how did you get the car did you have a card did not have a card in the 1890s when you did your family camp Verde Arizona can you do Arizona and what you do camp Verde and what did you do your family down we not even a live on place

Parks & Recreation Commission Regular Session

PEACH family
Form E Stella

How did you get the car did you get the car and how did you get the car did you have a card did not have a card in the 1890s when you did your family camp Verde Arizona can you do Arizona and what you do camp Verde and what did you do your family down we not even a live on place

Parks & Recreation Commission Regular Session

 Ms. Laura, Counselor for Group 204 owns 2 Sisters Tomatoes along with - you guessed it - her sister!? We will be going to their farm on Wednesday to see how they grow and market over 1,000 pounds of produce every week!

 Ms. Laura, Counselor for Group 204 owns 2 Sisters Tomatoes along with - you guessed it - her sister!? We will be going to their farm on Wednesday to see how they grow and market over 1,000 pounds of produce every week!

Hot biscuits and jam were made by the campers beforehand so that all the



PARTY IN THE USA!



WEEKLY HAPPENINGS

SUMMER SPLASH AT HERITAGE POOL

Tuesday & Thursday

Group 305 - Leave at 12 noon

Return at 2:20

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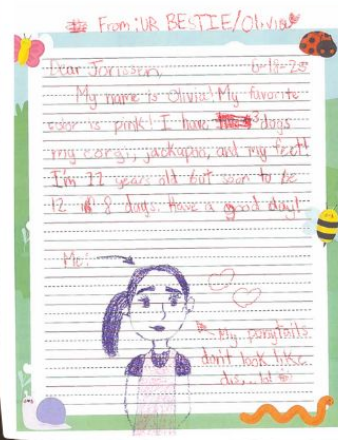
Group 305

Monday Reading

Group 204

Tuesday Trip to
the Library

LIBRARY



We received our
first batch of
letters back
from our Pen Pals
in New Hampshire!

REMINDER

If you know in advance or the day of
that your child will not be at camp,
please let us know as soon as
possible! 928-554-0820 X3.

Our staff is here at 7:00 am.

We have a waiting list of campers
who would take your place.



Thanks
Ms, Laura!



Next Week's Theme

A Christmas Carol

We will be bringing Christmas to the
residents of The Haven on July 9th!



Have a happy & safe
4th of July!