**Special Time and Date**

NOTICE OF PUBLIC MEETING
PHOENIX CITY COUNCIL
PARKS AND ARTS SUBCOMMITTEE

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the PHOENIX CITY COUNCIL PARKS AND ARTS SUBCOMMITTEE and to the general public, that the PHOENIX CITY COUNCIL PARKS AND ARTS SUBCOMMITTEE will hold a meeting open to the public on **Wednesday, June 12, 2013 at 1:30 p.m.** located at Phoenix City Hall, 1st Floor Atrium, Assembly Rooms A, B, & C, 200 West Washington Street, Phoenix, Arizona.

One or more Subcommittee members may participate via teleconference. The agenda for the meeting is as follows (items may be discussed in a different sequence than posted):

<table>
<thead>
<tr>
<th></th>
<th>Call to Order</th>
<th>Chair Simplot</th>
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<tbody>
<tr>
<td>2</td>
<td>Review and Approval of the May 1, 2013 Parks, Arts, Families &amp; Seniors Subcommittee Meeting Minutes.</td>
<td>Subcommittee</td>
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</tbody>
</table>
| 3 | PARKS AND RECREATION BOARD UPDATE  
This report provides the Subcommittee with information on agenda items recently heard by the Parks and Recreation Board and tentative future agenda items. | James P. Burke, Parks and Recreation |
| 4 | SENIOR HOUSING INVENTORY UPDATE  
This report provides a review of the Housing Department Senior Housing Inventory to the Parks and Arts Subcommittee as previously requested by Councilman Tom Simplot. | Karl Matzinger, Interim Housing Director |
| 5 | FY 2013-14 ARTS AND CULTURE GRANTS RECOMMENDATIONS  
This report requests the Parks and Arts Subcommittee recommend City Council authorization of the funding allocations for the Fiscal Year (FY) 2013-14 Community Arts Support Grants. | Ginger Spencer, Arts & Culture |

Item 3-4 are for information only. No presentations are planned; however staff will be available to answer questions.
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<tr>
<th></th>
<th>PUBLIC ART PLAN</th>
<th>Ginger Spencer, Arts &amp; Culture</th>
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<tr>
<td>6.</td>
<td>This report requests the Parks and Arts Subcommittee recommend City Council approval of the Fiscal Year 2013-2018 Public Art Project Plan.</td>
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<td></td>
<td>This item is for Discussion and Action.</td>
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<td>7.</td>
<td>FITPHX INITIATIVE UPDATE AND THE NATIONAL LET'S MOVE CITIES, TOWNS AND COUNTIES (LMCTC) CAMPAIGN</td>
<td>Ed Zuercher, Assistant City Manager; Jim Burke, Acting Parks and Recreation Director</td>
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<td></td>
<td>This report provides the Parks and Arts Subcommittee with an update on the FitPHX initiative, and with information on the national <em>Let's Move!</em> Cities, Counties and Towns campaign.</td>
<td>Page 31</td>
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<td>This item is for Discussion and Possible Action.</td>
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<td>8.</td>
<td>creative sector task force update</td>
<td>Ginger Spencer, Special Assistant to the City Manager</td>
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<td></td>
<td>This report provides an update on the recommendations for the Creative Sector Task Force established to assist with strategic planning for the Office of Arts and Culture.</td>
<td>Page 35</td>
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<tr>
<td></td>
<td>This item is for Discussion and Action.</td>
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<td>9.</td>
<td>AGING IN PLACE PROJECT UPDATE</td>
<td>Deanna Jonovich, Human Services Director</td>
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<td>This report provides an overview of the City of Phoenix participation in the development of a model plan to address senior needs hosted by City Leaders Institute and the Maricopa Association of Governments.</td>
<td>Page 53</td>
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<td></td>
<td>This item is for Information and Discussion.</td>
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<td>10.</td>
<td>MARGARET T. HANCE PARK MASTER PLAN DESIGN RFQ</td>
<td>James Burke, Acting Parks and Recreation Director</td>
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<td>This report updates the Parks and Arts Subcommittee on the master plan design process for Margaret T. Hance Park (Hance Park).</td>
<td>Page 55</td>
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<td></td>
<td>This item is for Information and Discussion.</td>
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<td>11.</td>
<td>FIRST STREET STREETSCAPE UPDATE</td>
<td>Wylie Bearup, Street Transportation Director</td>
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<td>This report provides the Parks and Arts Subcommittee with an update on the progress of the First Street Streetscape improvements.</td>
<td>Page 57</td>
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<td></td>
<td>ADAMS STREET PROJECT UPDATE</td>
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<td>This report provides information to the Parks and Arts Subcommittee on the Adams Street Activation Study.  This item is for Information and Discussion.</td>
<td>John Chan, Community Economic and Development Director</td>
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<tr>
<td>13. Call to the Public: Consideration, discussion, and concerns from the public. Those wishing to address the Subcommittee need not request permission in advance. Action taken as a result of the public comment will be limited to directing staff to study the matter or rescheduling the matter for further consideration and decision at a later date.</td>
<td>Chair Simplot</td>
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<tr>
<td>14. Request for Future Agenda Items</td>
<td>Chair Simplot</td>
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<tr>
<td>15. Adjournment</td>
<td>Chair Simplot</td>
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</tbody>
</table>

For further information, please call Brandie Barrett, Management Assistant, City Manager’s Office at 602-262-7684.

**Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk’s Office at 602-262-6811.**

For reasonable accommodations, call Brandie Barrett at Voice/602-262-7684 or TTY/602-534-5500 as early as possible to coordinate needed arrangements.

**May 16, 2013**
CITY OF PHOENIX  
CITY COUNCIL PARKS, ARTS, FAMILIES, AND SENIORS  
SUBCOMMITTEE MEETING  
Summary Minutes

May 1, 2013 Phoenix City Hall  
200 West Washington St., 1st Floor  
Assembly Rooms A, B, & C  
Phoenix, AZ  85003

City Council Members Present  
Councilman Tom Simplot, Chair  
Vice Mayor Bill Gates  
Councilman Michael Nowakowski  
Councilman Sal DiCiccio

Staff Present  
Ed Zuercher  
Rick Naimark  
Mario Paniagua  
Jim Burke  
Penny Parrella  
Ginger Spencer  
Rick Freas  
Ed Lebow  
Brandie Barrett  
Brendan Mahoney  
Scott Steventon  
Rob Harman  
Danielle Poveromo  
Genevieve Siri  
Alonso Avitia  
Dora Chavez  
Becky Hulett  
David Urbinato

Others Present  
Judy Guilds  
Greta Rogers  
Gail LaGrander  
Marci Rosenberg  
Carole Weitzel  
Evelyn Shapiro  
Marvin Shapiro  
Jose M. Villela  
Alan Mishkin  
Marcos Johnson  
Donna Reiner  
Mike Farrar  
RoseAnn Wisitner  
Janet Anderson  
Kim Moody  
Dana Johnson  
Jean Stephenson  
Amy Wang  
Marcie Colpas

1. Call to Order  
Chair Tom Simplot called the meeting to order at 2:09 p.m. with Councilman Michael Nowakowski and Councilman Sal DiCiccio present. Vice Mayor Bill Gates arrived at the meeting at 2:11 p.m.

2. Review and Approval of the March 27, 2013, Parks, Arts, Families & Seniors Subcommittee Meeting Minutes  
Councilman Nowakowski motioned to approve the minutes. Councilman DiCiccio seconded the motion, which passed 3:0.
3. Parks and Recreation Board Update
4. 2013 Aquatics Season
   Items 3 and 4 were for information only. Although no presentation was planned, staff was available to answer questions. There were no questions.

5. Phoenix Office of Arts and Culture Volunteers
   Special Assistant to the City Manager Ginger Spencer and Public Art Program Director Ed Lebow recognized volunteers and presented a PowerPoint presentation. They also recognized Municipal Collection Manager Dora Hernandez and organizations and individuals who have contributed to the maintenance of public art projects.

   Ms. Spencer said a total of 31 volunteers have worked more than 1,030 hours since March 2012, which represents a volunteer value of $22,800. She noted today, she was recognizing volunteers for the gallery @ City Hall who have each contributed more than 40 hours personally to the gallery.

   Vice Mayor Bill Gates arrived at the meeting at 2:11 p.m.

   Mr. Lebow stated the Phoenix Public Art Program has funded more than 150 major public art projects and each year, the City allocates $29,000 for public art maintenance.

   Chair Simplot thanked the volunteers and stated several people were recognized by the citywide Volunteer Phoenix program at Steele Indian School Park Memorial Hall the previous night. He thanked staff for the presentation.

   Chair Simplot asked staff to bring forward information on new products or coatings to minimize graffiti on public art.

   No action was taken on this item.

6. Funding Agreement with the Biltmore Area Partnership
   The item was not heard.

7. Analysis of Golf Right-Sourcing Options
   Assistant City Manager Ed Zuercher stated staff would present information on the next step in the Golf Course Fund Balancing Plan. He was joined by Parks and Recreation Department (PRD) Acting Director Jim Burke, Budget and Research Department (BRD) Director Mario Paniagua, and Deputy BRD Director Rick Freas.

   Mr. Zuercher provided a brief overview of the three steps of the Golf Fund Restoration Plan. He stated the City is at Step 2, plan implementation. He also gave a brief status report on the plan components. Mr. Zuercher discussed Step 1, the conceptual plan which the City Council approved on March 6, 2013, which included the following:
• Keep all golf courses open
• Retire cumulative deficit in the golf fund over a three-year period beginning this year
• Explore development opportunities with a consultant
• Reduce annual operating subsidy for the golf courses by decreasing costs and increasing revenue
• Assess outsourcing maintenance or the entire operation and return with recommendation
• Develop a plan to fund the operating subsidy
• Develop golf course deed restrictions
• Identify long-term management solution for Papago
• Issue an annual report on progress

Mr. Zuercher stated the presentation would focus on assessment of outsourcing maintenance or the entire operation and return with recommendation.

He stated the study covered five courses: Encanto, Cave Creek, Maryvale, Aguila and Palo Verde. He added a long-term management solution for Papago will be brought forward separately. He stated the presentation excluded Papago unless it is specifically mentioned. He stated the rightsourcing analysis was conducted by the BRD and the National Golf Foundation (NGF). He stressed the importance of moving forward quickly because every day after July 1 that the City has not done something with the cost structure, the City continues to accumulate a larger deficit.

Mr. Zuercher recognized Deputy PRD Director Rob Harman and Golf staff.

Mr. Paniagua summarized the two options as follows: (Hybrid Model) outsource maintenance and food and beverage concessions and hire golf operations and financing consultant; and (Operating Agreement Model) outsource all operations. He added the options involve multiple, complex factors.

He mentioned staff asked the NGF to look at managed competition in relation to outsourcing maintenance only, and the study found it unlikely that it would result in lower bids by the City continuing to operate maintenance.

Mr. Freas discussed the numerous issues considered including: cost to the City, affordability to the community, accessibility to the community, “municipal feel” or role of municipal golf course in the market, flexibility in responding to customer desires, speed of implementation, history of courses’ financial performance, courses’ unmet capital needs, and local market conditions. He described the two options’ advantages and disadvantages.

He stated the Hybrid Model is part private and part public. He said the City would be looking to outsource the maintenance function and food and beverage operation for all the courses, but the pro shops and overall operation of the golf program would be operated by City staff. He added the option also involves looking to hire a golf operations consultant to help with long-term planning and to look to improve operational efficiencies and ways to increase revenue.
Mr. Freas stated the Hybrid Model would allow the City to maintain maximum flexibility with regard to affordability and accessibility. He explained this meant the City would still be financially responsible for any variance between the revenue and expenditures so if the City was not recovering all its expenses, the City would still be responsible for covering that gap. He added by having financial responsibility, the City would be in control of course policies.

Vice Mayor Gates asked Mr. Freas whether he was referring to outsourcing pro shop or food and beverage when Mr. Freas spoke about achieving maximum flexibility regarding affordability and accessibility. Mr. Freas replied he was primarily referring to the pro shop and the Council’s ability to determine pricing.

Councilman Nowakowski left the meeting at 2:30.

Mr. Freas stated under the Operating Agreement Model, the contractor would be responsible for financial performance, and the contractor would have to figure out how to make sure their revenue is covering expenses. He added because the contractor has financial responsibility, the contractor would want control over policies that would impact their ability to generate revenue and pricing. He stated they would want to be able to control who gets to use the course or facilities to make sure they can recoup their investment. He said if the City were to go out to bid under this option, in order to get the best outcome, the City would need to give the contractor maximum control over pricing and accessibility.

In discussing the Hybrid Model, Mr. Freas stated because the City would be financially responsible, the City would control policies on fees, discounts, and course and facilities usage.

Mr. Freas also stated the NGF stated certain golf course uses may be of high public value but generate lower revenue.

Mr. Freas discussed the Hybrid option’s disadvantages. He stated the disadvantage is the City would still be financially responsible, and the City would be still involved in the course operations and contracts.

Vice Mayor Gates asked Mr. Freas if outsourcing the pro shop and Papago would mean the City would not have control of rates.

Mr. Zuercher clarified that outsourcing would not mean the City would have less control, but rather, the fewer restrictions the City puts on the contractor, the greater financial return the City would get. He added Papago has a broader range of charging options and higher fees could be charged than at other municipal courses. Mr. Zuercher stated if the City took the cap off Papago fees, the return would be even greater, and added we should not overstate "no control" but rather, the issue is about minimizing control.

Mr. Zuercher pointed out with regard to Vice Mayor Gates’s earlier question, Papago is an example of minimal City control of policies, and the price per round is higher than at other courses with no youth/senior discounts.
Councilman Nowakowski returned to the meeting at 2:32 p.m.

Mr. Freas spoke about asking the NGF to look at managed competition in relation to outsourcing maintenance only. He stated NGF stated while they are aware of other cities that explored that option, they were not aware of cities that received a bid from employee groups in a managed competition model. He added primary cost savings from outsourcing maintenance is reduced labor costs, and for that reason employee groups had difficulty competing. He added national golf maintenance companies can also save money through purchasing agreements because they are going to leverage economies of scale by covering multiple programs nationwide.

He stated for the Operating Agreement Model, the main advantage is the financial advantage of the contractor being financially responsible for the course. He added NGF pointed out that financial success is not guaranteed. He said if there is a down golf market as we have had, the contractor may not be able to cover all their costs, and in that case they are going to have to take some kind of action to address that, and the risk can come back to the City.

Mr. Freas presented a table which showed the advantages and disadvantages of the level of City of control of operating policies under the Operating Agreement Model.

In looking at the Operating Agreement Model, Mr. Freas shared the NGF’s experiences with other municipalities across the country. He also spoke about how the speed of City implementation is an important factor. He summarized options based on the City’s primary focus.

Chair Simplot asked Mr. Freas to confirm that there would be no guarantee the City would reduce or cut the deficit under the Operating Agreement model. Mr. Freas explained there is a down market risk no matter who is operating the courses. He added if rounds are declining and the demand is not there, contractors might not be able to meet their requirements.

Mr. Paniagua reviewed staff recommendations of the Hybrid model.

Ms. Carole Weitzel submitted a letter for Ms. Jana Bommersbach of the Palo Verde Women’s Golf Association, supporting the Hybrid model. Her letter does not support the hiring of a private golf operations and financing firm, and suggested the City create a task force to improve the golf program.

Ms. Greta Rogers stated she agrees with the recommendation to seriously consider the Hybrid model. She recommended the City outsource the golf shop operations.

Councilman DiCiccio stated he would like all ideas presented, not just on operations. He suggested individuals could submit different plans on how to make the golf courses operational. He commended staff on moving fast. He supports the maintenance part of the recommendation. He stated pricing and accessibility are important which could be addressed in a contract. Councilman DiCiccio stated his preference would be to include all the options in an RFP and the Council could pick and choose different models at the Council meeting.
Vice Mayor Gates expressed agreement that this should move quickly. He added if the City was not pressed for time, looking at an RFP for golf operations might be the way to go. He suggested the golf operations and financing consultant firm in staff’s recommendation look at outsourcing golf operations. Mr. Zuercher stated their scope could include that assignment.

Councilman DiCiccio suggested capturing the public’s ideas and proposals on everything, not just on operations or maximizing revenues.

Councilman Nowakowski supported the Hybrid model. He suggested looking at whether Phoenix residents could receive a discount. He asked with regard to outsourcing maintenance, would the current City maintenance staff be taken care of in some way either through retirement or placement.

Mr. Zuercher stated this is similar to outsourcing other City operations processes. He added while the City does not guarantee everyone a job, staff has worked to find everyone a job. He stated it is a responsibility of the employee to put in effort, and he said for every employee that continues to work with the City on the matter, the City is committed to find them another City job.

He stated staff can look at a pricing tier that differentiates between Maricopa County residents and Phoenix residents.

Mr. Zuercher stated that regarding Councilman DiCiccio's earlier point, staff recommended establishing an annual golf summit, which would be a good venue for soliciting all ideas in a more open forum for the public and interested residents.

Councilman DiCiccio reiterated that he wants to see all options considered.

Vice Mayor Gates stated he would like to include direction for staff to look at the possibility of a two tier rate: a Phoenix resident rate and a Maricopa County resident rate. He asked Councilman DiCiccio to clarify his suggestion about input. Councilman DiCiccio suggested all proposals should be considered.

Chair Simplot stated this discussion is a step in the right direction. He added the City needs to move forward. He stated comments were heard and the City cannot afford to slow down. He stated the recommendation gives an opportunity to explore what may be in the market, and if we move forward, over the long course, we may find that the industry changes, and that perhaps there will be more golfing in the future.

Vice Mayor Gates made a motion to approve staff’s recommendations with the suggested changes made by the Subcommittee as follows: ask the private golf operations and financing firm to analyze outsourcing golf operations; explore establishing a two-tier rate for Phoenix residents and non-Phoenix residents; and solicit all ideas and proposals on Phoenix Golf at the annual Phoenix Golf Summit and report findings to the City Council. Councilman Nowakowski seconded the motion with suggested changes which passed 4:0.
8. **FitPHX Initiative Update and the National Let’s Move! Cities, Towns and Counties (LMCTC) Campaign**
The item was not heard and was continued.

Councilman Nowakowski left the meeting at 2:55 p.m.

9. **Call to the Public**
Ms. Gail LaGrander of Maryvale on the Move expressed support for the FitPHX Initiative and Phoenix's possible participation in the Let's Move campaign.

Ms. Marci Rosenberg commended the Parks and Recreation Board and Parks and Recreation Department staff in the recent approval of a policy regarding the potential sale in the future of park land. She spoke about working with staff to create the policy which provides opportunities for public notification and input about a sale of park land.

10. **Request for Future Agenda Items**
A list was provided. The item was not discussed.

11. **Adjournment**
Chair Simplot adjourned the meeting at 2:58 p.m.

Respectfully submitted,

Genevieve Siri  
Management Assistant II  
Budget and Research Department
This report provides the Parks and Arts Subcommittee with information on agenda items heard by the Parks and Recreation Board on April 25, 2013, and tentative future agenda items.

**Agenda Items Heard on April 25, 2013:**


Contract approval for Wydebeam Broadband, new licensee – The Parks and Recreation Board approved Wydebeam Broadband to locate at the South Mountain Towers sites to conduct broadband service utilizing an existing building and tower.

CrownCastle equipment upgrades at South Mountain Tower sites – The Parks and Recreation Board approved CrownCastle to upgrade equipment at the Sprint site located at the South Mountain Towers.

Hero Broadcasting License Assignment – The Parks and Recreation Board approved Hero Broadcasting to amend their contract due to an internal reorganization which will result in a name change on the contract.

Naming of Dance Room at Eastlake Community Center the Helen Mason Dance Room – The Parks and Recreation Board approved to name the Dance Room at Eastlake Community Center the Helen Mason Dance Room.

Parks and Recreation Department Rightsourcing Update – The Parks and Recreation Board received an update on the Parks and Recreation Department proposed rightsourcing initiatives which include janitorial, golf, and mowing.

Aquatics Programs Update – The Parks and Recreation Board received an update on the 2013 Aquatics season. Twenty-eight City of Phoenix pools are scheduled to open Memorial Day weekend; then open for the full six day schedule beginning June 1 to July 28. Pools are open to the public from 1:00 p.m. to 7:00 p.m. daily, excluding Fridays.

Parkland Sale Policy – The Parks and Recreation Board approved Policy 3.8 Public Notification for Sale or Disposition of Parkland. At the request of District 5 City
Councilman Daniel Valenzuela, Save Our Parks Committee, and other public input, the Parks and Recreation Board requested development of a policy on the sale or disposition of parkland.

**Agenda Items Heard on May 23, 2013:**

**Star Spangle Summer Event** – The Parks and Recreation Board received an informational update on the Star Spangle Summer event, which is a new Independence Day celebration at Cesar Chavez Park.

**2013 Impact Volunteer Award Winners** – The Parks and Recreation Board received an informational update on the 2013 Impact Volunteer Award Winners. On April 30, 2013, 71 volunteers were recognized at the first ever Impact Volunteer Awards Ceremony at Steele Indian School Park.

**Downtown Tourist Attraction Request for Proposals** – The Parks and Recreation Board approved the Parks and Recreation and the Community Economic Development Department's Downtown Tourist Attraction to enter into negotiations with Novawest, LLC for development of an observation tower at Heritage and Science Park in downtown Phoenix.

**Naming of Hermoso Park Recreation Center the Faye Gray Recreation Center** – The Parks and Recreation Board approved the naming of the Hermoso Park Recreation Center after Faye Gray, a local neighborhood activist.

**Issue Request for Proposals for Food and Beverage at City Golf Courses** – The Parks and Recreation Board authorized issuance of a Request for Proposal (RFP) for food and beverage at all City golf courses except Papago.

**Items tentatively scheduled to be heard in the next four months, June to August 2013 include:**

**Cashman Park Improvements and Naming Rights** – Request approval to execute an agreement with the Desert Ridge Community Association for the development of Cashman Park improvements.

**Golf Implementation Update** – Provides an update on the Golf Analysis already presented to City Council regarding the right-sourcing options for the Phoenix Golf program.

**Mountain View Park Improvements** – Provides an update on the Mountain View Park improvements recommended by the Sunnyslope Village Alliance including a community garden and infrastructure improvements.

**Spring Training Overview** – Provides an update on the 2013 Cactus League Spring Training wrap-up and update on baseball stadiums.
Section 507 Tab A – Design Review Guidelines (Sonoran Preserve Edge Treatment) Case – An update on the administrative changes the Planning and Development Department will make to the Edge Treatment Guidelines.

Quarterly Shuttered Facilities Update – An update on shuttered facility partnerships with non-profits.

Trail Naming after Former Mayor Skip Rimsza – Recommendation to name a trail after former Mayor Skip Rimsza.

RECOMMENDATION

This item is for information only. Staff will be available to answer questions regarding these items.
TO: Neal Young  
Senior Executive Assistant to the  
City Manager

FROM: Karl Matzinger  
Interim Housing Director

SUBJECT: SENIOR HOUSING INVENTORY UPDATE

This report provides a review of the Housing Department Senior Housing Inventory to the Parks and Arts Subcommittee as previously requested by Councilman Tom Simplot.

THE ISSUE

The City of Phoenix owns, or has oversight interest in 1,201 affordable and public housing units for seniors. City staff manages 612 of those units in five properties. The remaining 589 units in eight properties are contracted out to a private management company. Through the HOME and CDBG programs, the Housing Department has partnered with private nonprofit developers to create or maintain an additional 1,449 affordable units for seniors.

OTHER INFORMATION

Safe, secure, and affordable housing is a basic human need. The numbers of persons 65 years of age and older is growing dramatically. Many in this stage of life do not have the financial resources they need. For those who have only small pensions, social security and few assets, their need for safe, secure, and affordable housing can be met through subsidized units. The City’s senior housing program is designed to help seniors continue living an active and fulfilling life during their retirement years.

The City’s apartment communities are conveniently and strategically located throughout Phoenix. They are found near public transit routes, shopping centers, grocery stores, senior centers, parks, hospitals and pharmacies. Our senior housing communities are specially designed to provide comfortable independent living for elderly and or disabled residents.

Although the City of Phoenix does not provide assisted living, residents are encouraged to secure additional assistance when medically necessary. Assisted living provides personalized care for seniors who want or need assistance with activities of daily living. In October 2012, staff received concurrence from the Neighborhoods, Planning, Development, Housing & Homeless Subcommittee to hire a consultant to study an assisted living outsource model at City senior public housing communities. The Request for Proposals (RFP HO203013-01) was issued and closed on Wednesday, May 29, 2013. The Housing Department received two proposals and will review and evaluate proposals Monday, June 3, 2013.
**Recommendation**
This report is for information only.

Attachment
City of Phoenix Affordable and Public Housing Inventory for Seniors

<table>
<thead>
<tr>
<th>Senior Public Housing</th>
<th>Council District</th>
<th>Units</th>
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<tbody>
<tr>
<td>Sunnyslope Manor</td>
<td>6</td>
<td>116</td>
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<tr>
<td>Fillmore Gardens</td>
<td>8</td>
<td>120</td>
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<tr>
<td>Washington Manor</td>
<td>8</td>
<td>112</td>
</tr>
<tr>
<td>Pine Towers</td>
<td>8</td>
<td>156</td>
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<tr>
<td>Maryvale Parkway</td>
<td>5</td>
<td>108</td>
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<tr>
<td>McCarty on Monroe</td>
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<td>69</td>
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<td>Mathew Henson</td>
<td>8</td>
<td>129</td>
</tr>
<tr>
<td>Aeroterra</td>
<td>8</td>
<td>60</td>
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<td><strong>Total</strong></td>
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| Affordable Senior Housing                   |                  |       |
| Camelback                                   | 4                | 102   |
| Deck Park Vista                             | 8                | 56    |
| La Cascada I & II                           | 6                | 73    |
| Ladera del Norte                            | 3                | 30    |
| Sand Dollar                                 | 1                | 70    |
| **Total**                                   |                  | **331**|

| Partnership Properties                      |                  |       |
| Casa de Paz IV - Sunland                    |                  |       |
| Terrace                                     | 7                | 80    |
| Casa Pedro F. Ruiz Apts.                    | 7                | 49    |
| Amber Pointe Apartments                      | 7                | 56    |
| Guadalupe Huerta                            |                  |       |
| Apartments                                   | 8                | 41    |
| Casa Mia Apartments                          | 4                | 64    |
| Doves                                       | 6                | 17    |
| Memorial Towers                             | 8                | 153   |
| Paradise Palms I                            | 7                | 104   |
| Westward Ho Apartments                       | 7                | 289   |
| Vista de la Montana Apts.                   | 8                | 59    |
| Tanner Manor                                | 8                | 110   |
| Urban League Manor                          | 4                | 152   |
| The Lofts at McKinley                       | 7                | 60    |
| Carefree on North Central                   | 6                | 36    |
| Roeser Haciendas                            | 8                | 46    |
| Madison Gardens Apts.                       | 6                | 133   |
| **Total**                                   |                  | **1,449**|
TO: Ed Zuercher  
Assistant City Manager

FROM: Ginger Spencer  
Special Assistant to the City Manager

SUBJECT: FY 2013-14 COMMUNITY ARTS SUPPORT GRANT ALLOCATIONS

This report requests the Parks and Arts Subcommittee recommend City Council authorization of the funding allocations for the Fiscal Year (FY) 2013-14 Community Arts Support Grants. The FY 2013-14 Program budget includes $280,000 in Community Arts Support grants restoration, for a total program budget of $805,346.

THE ISSUE

Funding allocations totaling $786,346 are requested for 43 organizations funded through General Operating Support Level I, General Operating Support Level II, General Operating Support Level III, Arts Education, Festivals, and Rental Support Program grant categories. The total allocation leaves $19,000 remaining, which the Office of Arts and Culture proposes using for grant initiatives serving schools and/or requests for cultural services and festival requests throughout the fiscal year that do not align with the annual grants deadline. Future allocation of these remaining funds will be brought to the Phoenix Arts and Culture Commission and the Parks and Arts Subcommittee.

OTHER INFORMATION

The Phoenix Office of Arts and Culture (POAC) has administered the Community Arts Support Grants program since 1985. The program includes three levels of General Operating Support (GOS) grants, Rental Support grants for arts organizations that are primary users of city-owned performance venues, and project grant requests in Arts Education or Festivals categories. To be eligible to apply for any category of funding, an organization must be a registered non-profit arts or cultural organization based in the City of Phoenix, must have tax-exempt status under Section 501(c)(3) of the Internal Revenue Code, and must provide a cultural service to Phoenix residents.

To qualify for GOS Level I category funding, the organization must have an operating budget of at least $2,500,000, must employ a paid professional full-time manager, and provide an audited financial statement for the last fiscal year. For GOS Level II, the organization must have an operating budget of at least $250,000, must employ a full-time manager, and provide a reviewed or audited financial statement for the last completed fiscal year. For GOS Level III, the organization must have an operating budget of at least $25,000, and must provide the Form 990 statement submitted to the IRS the last completed fiscal year. Funding for the GOS Level I, II and III categories total $518,637.
To qualify for Rental Support Program grants, arts organizations must utilize the Orpheum Theatre, Symphony Hall, or Herberger stage for a minimum of 15 performances per City fiscal year and must demonstrate financial and/or organizational need for the support. The Rental Support Program allocations include $125,000 of funding budgeted in the Phoenix Convention Center’s operating budget and $100,000 in general purpose funds for a total of $225,000, both administered through the Office of Arts and Culture.

Arts Education projects support programs and services that promote learning in the arts, particularly those that promote STEAM (Science, Technology, Engineering, Arts and Math) programs and projects that link to Arizona Arts Standards curricula. Funding for this category totals $15,523.

Festival projects support Phoenix-based festivals that advance, preserve, present or celebrate one or more art forms or multi-disciplinary art forms that are the cultural or traditional expressions of diverse populations. Funding for this category totals $27,150.

OTHER INFORMATION

General Operating Support and Rental Support Program applications were due to the Office of Arts and Culture on March 25, 2013. General Operating Support applications were reviewed through a competitive, open process by public panels. Panelists ranked the applications based on five criteria: Artistic/Program Quality; Public Value; Financial Position; Diversity; and Administrative Ability.

Rental Support Program grant allocations are calculated based on seating capacities of the rental facilities and number of performances scheduled for the season at the Orpheum Theater, Symphony Hall, or Herberger Theater. Rental Support grant funds are released in three installments and must only be used to pay rental costs for performances in the eligible facilities. Payments are made in installments so that adjustments can be made to allocations, due to increases or decreases in the actual number of performances as the season progresses.

Education and Festival grant applications were due to the Office of Arts and Culture on April 15, 2013. Panelists ranked the applications using the following criteria: Artistic/Program Merit; Planning; Arts Learning (Education); Public Value (Festivals); Budget; and Ability to Complete the Project.

RECOMMENDATION

The Office of Arts and Culture request the Parks and Arts Subcommittee recommend City Council authorization of the funding allocations for the FY 2013-14 Community Arts Support Grant Program for the General Operating Support, Rental Support Program, Education and Festival grants as set forth in Attachment A, totaling $786,346.

Attachment
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<th>General Operating Support II</th>
<th>General Operating Support III</th>
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| Category Total                          | 340,228                     | 125,415                      | 45,000                       | 225,000        | 27,160    | 15,523         | 766,346         |

| For Future Allocation                   |                             |                              |                               |                |           |                | 19,000          |

| PROGRAM TOTAL                           |                             |                              |                               |                |           |                | 805,346         |
This report requests the Parks and Arts Subcommittee recommend City Council authorization of the Phoenix Office of Arts and Culture Fiscal Year (FY) 2013-18 Public Art Project Plan.

THE ISSUE

The ordinance establishing the City’s Percent-for-Art Program was adopted in December 1986 and requires the Phoenix Arts and Culture Commission to submit an annual Public Art Project Plan in advance of each new fiscal year. The ordinance allows for one percent of funding from City Capital Improvement Program projects to be invested in public art, to enhance the design and experience of public infrastructure, buildings and spaces.

The proposed Public Art Project Plan for FY 2013-18 has been developed by staff of the Phoenix Office of Arts and Culture in consultation with City departments, City Council offices and community groups.

The $9,992,909 plan includes 60 public art projects. It follows the priorities established in the Phoenix Public Art Program Master Plan, which designates a wide variety of opportunities for art to improve public infrastructure throughout Phoenix, and includes goals for involving Arizona artists in the work.

OTHER INFORMATION

New Projects
The proposed FY 2013-18 Public Art Project Plan includes three new projects totaling $278,000. The new projects include the North 32nd Street Improvement, 107th Avenue Streetscape and Desert Sky Transit Center. The three projects were developed in response to community requests to integrate public art as a part of the City’s ongoing multi-departmental efforts to improve streetscapes and transit facilities for increased pedestrian safety and comfort. Previous examples include the award-winning Baseline Streetscape Public Art Project and the recent addition of artist-designed shade structures at new Phoenix Transit Department Park and Rides, and bus shelters along 67th Avenue. They are listed as the first projects in the requested FY 2013-18 allocations in Attachment A.

Continuing Projects
The 57 continuing projects in the proposed FY 2013-18 Public Art Project Plan have a total budget of $9,714,909. They are also listed in the requested FY 2013-18 allocations in Attachment A.

**Arizona Artist Involvement**
In previous years, the Arts and Culture Commission has recommended a minimum goal of involving Arizona artists and designers in 55 percent of the Art Plan projects. While Arizona artists and designers are eligible and encouraged to compete for all projects, 57 percent (29 of the 51 projects that will involve hiring artists and contractors) of the projects in the proposed FY 2013-18 Art Plan either currently involve Arizona artists and design professionals, or are expected to involve Arizona professionals.

**Public Involvement**
Public involvement is critical to the success of the Percent-for-Art projects. Neighborhood organizations, village planning committees, schools, and City departments are included as important participants in the public art process. The Office of Arts and Culture staff works closely with City Council offices and numerous City departments to ensure neighborhoods affected by an art project are included in the conceptual stage as well as the project’s development.

**PROGRAM CONTEXT**
The proposed FY 2013-18 Public Art Project Plan includes $278,000 in new projects and $9,714,909 in continuing projects, for a total budget of $9,992,909. This total is approximately 15 percent less than the current FY 2012-17 plan.

The Phoenix Arts and Culture Commission reviewed this item on April 17, 2013 and recommended its approval.

**RECOMMENDATION**

Staff requests the Parks and Arts Subcommittee recommend City Council authorization of the Phoenix Office of Arts and Culture FY 2013-18 Public Art Project Plan.

Attachments
## Proposed FY 2013-18 Public Art Plan

### New Project

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<td>North 32nd Street Improvement</td>
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<td>107th Avenue Streetscape</td>
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<td>Desert Sky Transit Center</td>
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### Continuing Projects

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<td>7th Avenue and Melrose Curve</td>
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<td>16th Street &amp; Bethany Home Road Streetscape</td>
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<td>24th Street &amp; Baseline Road Park &amp; Ride</td>
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<td>32nd Street Retrofit/Grand Canal</td>
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<td>67th Avenue Bus Shelters &amp; Streetscape</td>
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<td>Artists Initiative V Temporary Projects</td>
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<td>Avenida Rio Salado/Broadway Road Streetscape</td>
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<td>Aviation Portable Works Collection</td>
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<td>Deer Valley Water Treatment Plant Wall and Streetscape</td>
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<td>Downtown Civic Space</td>
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<td>Fire Station 55</td>
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<td>Gimme Shelter Urban Shade</td>
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Grand Canal at Central Avenue 105,000
Harmon Branch Library 35,000
Hatcher Road Streetscape 138,634
Highline Canal at Circle K Park 10,000

**Project Description**

- Historic Phoenix Landmarks II 11,114
- Isaac Streetscape II 65,000
- Kuban Park II 29,000
- La Pradera Park 257,880
- Lift Station Projects 122,908
- Light Rail Corridor 250,000
- Matthew A Henson/Hope VI Housing Project 10,000
- North Transfer Station Recycling Phase III 85,000
- Park at 32nd Avenue & McDowell Road 204,234
- Phoenix Biomedical Campus 387,449
- Pinnacle Peak Water Reservoir 116,000
- Pioneer Living Heritage Village 120,000
- Police Precinct Station 700 230,179
- Police Precinct Station on Greenway Road 186,780
- PSHIA Public Art Master Plan 86,000
- PSHIA Phx Sky Train 30,000
- PSHIA Phx Sky Train 44th Street Station Interior 12,765
- PSHIA Phx Sky Train Terminal 3 Station Platform 50,185
- PSHIA Terminal Redevelopments 846,365
- Public Works 27th Avenue Solid Waste Management Facility 302,412
- Pueblo Grande Entrance & Streetscape 1,802,437
- Rio Salado Enhancements 117,053
- Roosevelt Street Improvements 395,500
- Skunk Creek Recreational Area 81,060
- Sonoran Boulevard 10,000
- South Mountain Library / Western Canal 70,000
- Southwest Family Service Center 87,263

**Total 13-18**
SR 51 Artwork Refurbishment  
Street Views  
Thomas Road Overpass Artwork Refurbishment  
Tres Rios Wetlands  

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<td>Water Public Art Plan</td>
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<td><strong>Grand Total</strong></td>
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This report provides the Parks and Arts Subcommittee with an update on the FitPHX initiative, and with information on the national Let’s Move! Cities, Towns and Counties campaign.

THE ISSUE

On January 8, 2013, the Phoenix City Council directed staff to implement FitPHX, a citywide initiative designed to better coordinate and connect the community to the City’s existing health related programs and services, and to encourage Phoenix residents to make healthy lifestyle choices. FitPHX also endeavors to impact personal health indicator priority improvement areas identified for the Phoenix-Mesa-Scottsdale metropolitan statistical area in the 2012 American Fitness Index including asthma, angina or coronary heart disease, obesity, nutrition education, using public transportation to work, and bicycling or walking to work. The 2013 AFI report is expected to be published in late spring.

The FitPHX website, a cornerstone of the initiative, went live at phoenix.gov/fitphx on January 25. The website features information on the City’s health related programs and services, upcoming special programs and events, media including a promotional video, the monthly FitPHX Spotlight highlighting City programs, and a photo gallery. In less than three months, the mobile-friendly website has been visited by more than 2,900 unique visitors, and currently ranks in the top three percent of City webpages viewed. A comprehensive marketing and public information effort, including use of social media, has generated community interest in FitPHX. The initiative has been covered by the top local television stations, the Arizona Republic, KTAR, as well as Spanish language media including Univision.

In addition to the health-related programming offered by City departments highlighted on the FitPHX website, partnerships with local private and nonprofit organizations have enabled the following major FitPHX events:

- On January 9, Mayor Stanton, Councilmember Valenzuela, and FitPHX Spokesperson and U.S. Olympic Gold Medalist Misty Hyman competed in a 100 yard dash at the Phoenix College track to kick-off the FitPHX initiative. Youth from Clarendon Elementary School and seniors from the Helen Drake Senior Center participated in fitness activities coordinated by UltraFit Systems and Valley Leadership Class 34, Group 7.
On March 30 more than 150 youth participated in the free FitPHX Basketball Camp at Grand Canyon University Arena. Kansas City Chiefs Hall of Fame place-kicker Nick Lowery facilitated the event which featured star athletes including former Phoenix Suns’ favorite Steve Hunter, Seth Joyner (Denver Broncos and Arizona Cardinals), and John Bronson (Arizona Cardinals). The two-hour event included agility activities, basketball skills challenges with the professional athletes, and a short game featuring Mayor Stanton, Councilman Valenzuela, Misty Hyman, professional athletes and a few lucky youth participants. The event was a partnership between Future Stars Global Foundation, Grand Canyon University, and FitPHX.

For the seventh consecutive year, the City of Phoenix and Maricopa County partnered to offer Bike to Work day on April 17 as a part of Valley Metro’s Bike Month. More than 250 bicyclists pre-registered to complete the three mile bicycle ride from Park Central Mall to Phoenix City Hall. Upon arrival, bicyclists were greeted by the BFit Expo featuring vendors from Maricopa County, the Valley Metro, Ride Share Program, Global Bikes, Basha’s, Starbucks, Fierce Body Bootcamp, PowerCOCO sport drinks, Phoenix Children Hospital, St Joseph’s Hospital and the City’s Fit 4 Phoenix program and FitPHX initiative.

The Parks and Recreation Department has reallocated a vacant position, and is recruiting for a full time staff person to manage the FitPHX initiative. Dedicating a full time position will significantly enhance the sustainability of FitPHX, and allow for additional coordination, outreach, and resource development including partnership, sponsorship and grant opportunities.

OTHER INFORMATION

Recently, the City was approached by the United States Department of Health and Human Services Regional Director about participating in the national Let’s Move! Cities, Towns and Counties campaign. The national Let’s Move! initiative was launched in 2010 to reverse the childhood obesity epidemic within a generation. Let’s Move! endeavors to make our nation healthier, save countless lives, increase economic productivity for the next generation of American workers, and ease the tremendous financial strain on our health care system caused by obesity-related illnesses. Let’s Move! Cities, Towns and Counties (LMCTC) is a component of the Let’s Move! Campaign, and is a partnership between the Campaign, the National League of Cities and the National Association of Counties.

Let’s Move! Cities, Towns and Counties communities commit to accomplishing the following five goals:

**Goal I: Start Early, Start Smart** - To provide children with a healthier start, local elected officials should commit to encourage local early care and education providers to incorporate best practices for nutrition, physical activity and screen time into their programs.
**Goal II: MyPlate, My Place** - To empower parents and caregivers, local elected officials should commit to prominently displaying MyPlate in all municipal or county venues where food is offered or sold.

**Goal III: Smart Servings for Students** - To provide healthy food in schools, local elected officials should commit to increasing participation in public schools’ breakfast and lunch programs.

**Goal IV: Model Food Service** - To improve access to healthy, affordable foods, local elected officials should commit to implementing healthy and sustainable food service guidelines that are aligned with the Dietary Guidelines for Americans at municipal or county spaces that serve food.

**Goal V: Active Kids at Play** - To increase physical activity, local elected officials should commit to mapping local playspaces, completing a needs assessment, developing an action plan, and implementing a minimum of three proven policies, programs or initiatives aimed at increasing access to play.

Participating communities have the opportunity to earn bronze, silver and gold medals for achieving specific benchmarks pertaining to each of the five goals. In addition, the National League of Cities provides technical support to assist participating communities with achieving these goals, including webinars featuring subject matter experts alongside successful LMCTC communities. Goals and benchmarks are tracked on the LMCTC website, www.healthycommunitieshealthyfuture.org.

Since the City is already working on the FitPHX campaign, and many of the goals are in alignment, staff is investigating the feasibility of participating in LMCTC. There is no direct cost to participate. Arizona cities currently participating in LMCTC include Cottonwood, Surprise, Goodyear, Casa Grande, and Avondale.

**RECOMMENDATION**

This report provides information and requests Parks and Arts Subcommittee input and direction regarding the national Let’s Move Cities, Towns and Counties Campaign.
This report transmits the Creative Sector Task Force’s (CSTF) 2013-2018 Arts, Culture and Creative Economy Vision to assist with strategic planning for the Phoenix Office of Arts and Culture (POAC).

BACKGROUND

At the request of Mayor Greg Stanton and the Phoenix City Council, the Creative Sector Task Force was established by the City Manager’s Office in June 2012. The group was charged with examining the City’s current arts and cultural environment, strategic plan and professional practices, and to develop a new Arts, Culture and Creative Economy Vision. The attached report establishes a bold vision and framework for the arts, culture and creative economy in Phoenix.

The 2013-2018 Arts, Culture and Creative Economy Vision is an aspirational plan that depends upon budget and available funds; ongoing dialog with Mayor, City Council, City management and the community; and intentional engagement of the non-profit arts and culture community and the for-profit creative economy. The creative economy is defined as, but not limited to, architecture, artists, arts schools and services, culinary arts, cultural facilities, design, commercial arts galleries, literary arts, marketing and advertising, movies and film productions, performing arts, TV and radio, photography, and visual arts. The CSTF recommends the City give greater attention and focus to these areas but does not suggest the businesses represented in the categories are entitled to, or eligible for City funding.

OTHER INFORMATION

The 2013-18 Arts, Culture and Creative Economy Vision will serve as a set of guiding principles leading to the development of the 2013-2018 Strategic Plan for the Office of Arts and Culture.

The 2013-18 Arts, Culture and Creative Economy Vision includes six over arching goals and more than 30 recommended actions that address marketing, arts, education, leadership, governance and sustainability. The six goals include the following:
1. Expand, strengthen, and stabilize funding for the arts, culture and creative sector by identifying and developing secure and diversified revenue streams.
2. Promote Phoenix’s arts, culture and the creative economy locally, regionally, nationally and internationally.
3. Ensure Phoenix residents of all ages experience high quality arts and cultural opportunities at school and through public programming throughout the city.
4. Establish a framework and system to foster public dialog and elicit community input regarding the City’s Vision for arts, culture and the creative sector.
5. Restructure and strengthen the Phoenix Office of Arts and Culture and Phoenix Arts and Culture Commission to ensure delivery of the 2013-2018 Arts, Culture and Creative Economy vision.
6. Develop and implement a sustainable practice model for the arts, culture and creative economy.

Over the next several months, the Office of Arts and Culture will present these goals to the community and creative sector leaders to seek feedback. Along with the vision report, the feedback will be used to develop the 2013-2018 Strategic Plan for the Office of Arts and Culture.

RECOMMENDATION
The Phoenix Office of Arts and Culture seeks Parks and Arts Subcommittee approval to accept the 2013-2018 Arts, Culture and Creative Economy Vision.

Attachment
CITY OF PHOENIX
CREATIVE SECTOR TASK FORCE VISION
2013-2018
“Arts, Culture and the Creative Economy play a critical role in building and sustaining our city’s quality of life and economic vibrancy.”

Bill Sheppard
Attorney-At-Law, Gammage & Burnham
Chair, Phoenix Creative Sector Task Force
December 2012
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*Ponderosa Stables, 2010. Artist Kevin Berry and Landscape Architect Jason Harrington, E-Group*
INTRODUCTION:
PHOENIX ARTS, CULTURE AND THE CREATIVE ECONOMY

Arts and culture enhance the quality of life for Phoenix residents and visitors, attract businesses, generate jobs and stimulate the economy. In Phoenix, by far the largest of the Valley of the Sun's 26 cities, over 140 non-profit organizations provide arts and culture experiences for Phoenix residents and visitors every year. In addition, there are more than 4,000 for-profit creative businesses located within Phoenix city limits.¹

Arts and culture matter in the City of Phoenix.² They have a powerful, positive effect on our local economy. In 2010, the nonprofit arts and culture organizations and their audiences contributed over $300.6 million worth of income, jobs and related services to the local economy.³ If that statistic also included the economic and social impact of the much larger creative sector, we can be confident that 300 million dollars just scratches the surface of the total economic impact that the creative economy has in Phoenix.

Arts and culture also matter because they create a livable community that invites engagement, promotes exploration, beautifully enhances the built environment, and respects and celebrates diversity. A thriving creative sector fosters a sense of place that not only attracts people to our city to live, work and play, but helps to ensure that these visitors will (at least) linger here... and (at best) choose to make Phoenix their home.

OVERVIEW

At the direction of Mayor Greg Stanton and with the support of the Phoenix City Council, the Creative Sector Task Force was established by the City Manager’s Office in June 2012. The group was charged with the task of examining the City’s current cultural environment and professional practices in the service of arts and culture and to propose a new Arts, Culture and Creative Economy Vision Plan. The following report establishes a bold vision and framework for the arts, culture and creative economy in Phoenix. It will serve as a set of guiding principles leading to the development of the 2013-2018 Master Plan for the Office of Arts and Culture.
VISION

The City of Phoenix considers Arts, Culture and other aspects of the Creative Sector to be essential elements of a diverse, vibrant and vital community. Its workers, institutions and businesses contribute significantly to the economic stability of our City and the outstanding quality of life enjoyed by our residents. The contributions of the Sector strengthen our businesses’ capacity to attract and engage participants from all over the world. The creative sector distinguishes Phoenix from other cities by infusing it with lively human qualities and a unique cultural character, one that complements and enhances our dramatic Sonoran desert environment.

From now and into the future, the City of Phoenix will take the lead in Arizona, becoming the standard bearer for Arts, Culture and the Creative Economy ... not only within our own city limits, but on behalf of the region and state. The City celebrates and embraces the tremendous value that this industry adds to life in our community, and will capitalize on it. In addition, the City aspires to become a transformative and exemplary model for leadership in the arts, culture and creative sector by advocating for innovation, promoting excellence, fostering partnerships, facilitating engagement and ensuring public access and participation.

GOALS of the CREATIVE SECTOR TASK FORCE

Members of the task force divided into working groups to address six focus areas: resources, marketing, education, leadership, governance and sustainability. The goals below are the product of the discussions.

1. Expand, strengthen, and stabilize funding for the arts, culture and creative sector by identifying and developing secure and diversified revenue streams.
2. Promote Phoenix’s arts, culture and the creative economy locally, regionally, nationally and internationally.
3. Ensure that Phoenix residents of all ages experience high quality arts and cultural opportunities at school and through public programming throughout the city.
4. Establish a framework and system to foster public dialog and elicit community input regarding the City’s vision for arts, culture and the creative sector.
5. Restructure and strengthen the Phoenix Office of Arts and Culture and Phoenix Arts and Culture Commission to ensure delivery of the 2013-2018 Arts, Culture and Creative Economy vision.
6. Develop and implement a sustainable practice model for the arts, culture and creative economy.
The Creative Economy includes non-profit arts and cultural organizations that support the production, presentation, exhibition, advancement and preservation of visual art, design, music, dance, theater, literature, science, zoology, botany, natural history and cultural history. Furthermore, the Creative Sector in Phoenix includes for-profit creative businesses including — and not limited to — the following activities, professions and industries:

- Architecture
- Artists
- Art Schools and Services
- Culinary Arts
- Cultural Facilities (museums, zoos, botanical gardens and other “informal learning” environments)
- Design (Graphic, Fashion, Industrial, Digital and Inter-Media Arts)
- Commercial art galleries
- Literary arts
- Marketing and advertising
- Movies and film production
- Performing arts
- TV and radio
- Photography
- Visual arts (painting, printmaking, sculpture, etc.)

The Creative Sector Task Force recommends that the City give greater attention and focus to the beneficial contributions made by the variety of businesses represented in the categories above. However, the Task Force does not suggest that all such businesses are entitled to or eligible for City funding.
THE CREATIVE SECTOR TASK FORCE RECOMMENDATIONS:
WHAT’S DIFFERENT ABOUT THIS VISION?

Two aspects of the present report deserve special attention.

First and foremost is the Task Force’s broad definition of the Creative Sector in Phoenix. In the past, the City of Phoenix’s service to the community concentrated primarily on non-profit arts and cultural organizations and, to varying extents, the artists who were involved with these organizations. The present vision is far more inclusive: it characterizes Phoenix’s creative economy as a dynamic force composed of creative people and creative endeavors that serve a diverse public throughout the City. The products of small businesses and large ones, profit-making and non-profit organizations, visual artists, performers, writers, architects, filmmakers and chefs energize our community. Their combined creative vision promotes a rich cultural environment that can be exciting, provocative, entertaining, and educational … the kind of environment that attracts investment at the spur-of-a-moment and for the long haul. This is the kind of investment that sustains and grows a vibrant community.

Second, the Creative Sector Task Force envisions a City where residents actively participate in the constant creation of culture. The recommendations address this opportunity by proposing periodic — and regular — community forums to explore public concerns and interest in arts and culture. A second, critical component is the establishment of a new, consulting body of experts, currently nicknamed “CAOB” (Creative Arts Oversight Board). This blue-ribbon committee will extend and deepen the work of the Task Force. CAOB will be composed of respected business leaders and creative sector advocates whose charge will be to augment the work of the Commission and expedite several critical activities including, but not limited to, relevant data collection and analysis which can identify and propose one or more dedicated funding streams for Arts and Culture to the Mayor and Council, propose innovative approaches for resource management and advise staff, Commission and elected officials regarding possible program, policy and ordinance changes.
CREATIVE SECTOR TASK FORCE
RECOMMENDATIONS

GOAL #1:
Expand, strengthen, and stabilize funding for the arts, culture and creative sector by identifying and securing diversified revenue streams.

RECOMMENDATIONS:

- Grow the Phoenix Office of Arts and Culture Community Arts Grant Support Program funding to $1.5 million.

- Explore dedicated revenue source alternatives to support arts and culture (including grants, arts education, new public art and the maintenance of existing public art). Successful examples include approaches such as hotel/motel “bed tax”, art in private development ordinance, United Arts Fund, workplace giving, and others.

- Facilitate partnerships between nonprofit arts and culture organizations and for-profit creative businesses that generate revenue in support of non-profit programming.

- Establish an independent, non-profit [501(c)(3)] organization to focus on advocacy and fundraising for public art projects and maintenance of municipally-owned public art.

- Implement an Adopt-A-Public Art Project Program to expand and stabilize the Public Art maintenance fund.

- Invest in professional, in-depth research and analysis of the combined economic impact of nonprofit arts and culture organizations and for-profit creative businesses in Phoenix.
GOAL #2:
Actively promote Phoenix’s arts, culture and creative economy to local, regional, national and international markets.

RECOMMENDATIONS:

- Invest in and support an infrastructure to market Phoenix arts, culture and creative economy using traditional media, social media and other communications avenues.

- Engage a marketing organization to develop a marketing plan, perform research, gather benchmark and case studies; and conduct local and national outreach in partnership with City staff.

- Identify one or more high profile members of the Phoenix community to serve as the face of Phoenix’s Creative Community, such as elected officials, sports celebrities, business leaders and local heroes.

- Develop and ensure regular communications and effective marketing partnerships between nonprofit arts and culture organizations and for-profit creative businesses, prospective corporate sponsors, tourism agencies, City Council offices and City departments.

- Incorporate arts, culture and creative sector opportunities and strategies into the City’s urban planning, economic development, tourism and neighborhood revitalization efforts and activities.

- Acquire additional and better quality data related to creative sector trends, outcomes and impacts; analyze this information and utilize it to design and implement new outreach/marketing strategies.
GOAL #3:
Ensure that Phoenix residents of all ages experience high quality arts and cultural learning opportunities in school and through access to public programming throughout the City.

RECOMMENDATIONS:

- Provide funding and professional support to schools, arts and culture organizations, and, in partnership with artists or arts/culture organizations, community-based organizations/social service programs to design and deliver arts learning programs that supplement and enhance K-12 curricula.

- Sponsor and promote community arts events including performances, exhibits, classes and workshops that support lifelong learning in the arts throughout the City.

- Conduct a “Full STEAM Ahead” campaign to recognize and foster the inclusion of creative arts in education and turn STEM education into STEAM education (Science, Technology, Engineering, ARTS and Math).

- Provide technical assistance to school districts and arts organizations in need of information about relevant issues, such as federal education policies, quality and equity in arts education, arts integration and strategic planning for arts programs.

- Facilitate or provide training opportunities for artists who want to teach in schools.

- Build and maintain a resource library for arts education, including directories of arts and cultural organizations and personnel who can provide cultural services to schools.

- Convene and facilitate regular discussions among diverse stakeholders including school districts, educators, artists, nonprofit arts and cultural organizations, for-profit creative businesses, students and parents.
GOAL #4:
Establish a framework and system to foster public dialog and elicit community input regarding the City’s vision for arts, culture and the creative sec-

RECOMMENDATIONS:

- Lead the development and implementation of a biennial Arts, Culture and Creative Economy Summit. The Summit will facilitate cross-pollination of ideas, encourage innovative collaborations and promote creative strategies and solutions that ensure growth and sustainability of the creative community.

- Convene and conduct two “think-tank” forums per year in different parts of the City and including the spectrum of neighborhoods and various communities to foster formal and informal partnerships among local businesses, arts and cultural organizations, community leaders and City officials.

- Facilitate the articulation and consistent delivery of the arts, culture, and creative economy vision to inspire City leadership, guide City practices, and impart a loud-and-clear message about the value and significance of the arts, culture and creative economy to Phoenix quality of life.
GOAL #5:
Restructure and strengthen the Phoenix Office of Arts and Culture and Phoenix Arts and Culture Commission to insure delivery of the 2013-2018 Arts, Culture and Creative Economy vision.

RECOMMENDATIONS:

- Clarify and strengthen the purpose, expectations, role and responsibilities of the appointed Commission to include advocacy, fund development, policy guidance and long-term planning for the arts, culture and the creative economy in Phoenix.

- Increase staffing and labor capacity within the Office of Arts and Culture to reflect City expectations as envisioned and based on breadth of activities of the creative sector in Phoenix. Immediate needs include national recruitment for an executive director, reinstatement and expansion of arts education staff, and addition of marketing/communications staff.

- Identify strategies and short and long-term plans to underwrite staffing needs and accommodate future growth.

- Identify, promote and strengthen arts, culture and creative economy opportunities, entities and resources across City departments, within all City Council districts, and in cooperation with other municipalities in the region.

- Appoint creative sector leaders to participate in key advisory and advocacy roles as "listeners", commission members, subject matter experts, ambassadors and communicators.

- Convene a leadership committee to extend the work of the Creative Sector Task Force by conducting further, relevant research into best practices in the field and making recommendations regarding:
  - Dedicated funding sources for the arts to secure City programs that include grant-making, arts education, urban design through incorporation of art in public places, and the maintenance of existing public art
  - Sustainable funding strategies that have been successfully implemented by other large cities, including public or private sources and public/private partnerships
  - Potential revisions to the current arts and culture ordinances
  - Identify and employ more efficient, innovative and nontraditional uses of money and manpower on behalf of the creative sector in Phoenix.

- Lead and monitor the implementation of long-term strategies that build value for the arts, culture and creative economy.
GOAL #6: 
Develop and implement a sustainable practice model for the City’s interface with arts, culture and creative economy.

RECOMMENDATIONS:

- Provide incentives for intra- and cross-sector resource-sharing by
  - establishing incubators and facilities that house fledgling organizations and artists, and foster the development of creative products, programs and services;
  - Audience development
  - Cooperative sharing of administrative, performance, exhibition, rehearsal and learning spaces, and equipment
  - Cooperative sharing of “back office,” artistic, and technical personnel
  - Coordinated, dual or multi-group marketing and outreach.

- Collect current data related to trends, outcomes, and organizational impact by requiring grantees and recipients of services to participate in the Cultural Data Project and related initiatives.

- Require City-supported arts and cultural programs and organizations to provide documentation of their efforts to engage diversity in their boards, staff and programming, and demonstrate positive change.

- Provide incentives and/or public accolades to businesses that include support for arts and culture in their operating and capital budgets.

- Encourage cultural organizations to build reserves into their operating budgets.

- Explore the planning and implementation of a major festival to spur economic development and public engagement.

- Promote and support adaptive re-use of older buildings as important elements of our cultural fabric for arts and cultural purposes.

- Encourage the development of sustainable lifestyles by developing urban or suburban “live, work and play” neighborhoods.
REFERENCES CITED

1. www.AmericansfortheArts.org/CreativeIndustries
2. Inaugural Address, Mayor Greg Stanton, January 3, 2012
3. www.AmericansfortheArts.org/Economicimpact
4. 2008-2012 City of Phoenix Arts and Cultural Plan
   www.phoenix.gov/webocma/groups/internet/@interf/@dept/@arts/documents/web_content/id_036004.pdf

For further information, please contact phx-a+c@phoenix.gov;
   (602) 262-4637.

The City of Phoenix would like to thank the members of the Creative Sector Task Force for their generous donation of time and talent.

Jim Ballinger               Michelle Goings
Joseph Benesh               Phil Jones
Robert Booker               Christopher McCrossan
Jaime Dempsey               Joel Rinsema
April Edwards               Susan Shafter Nahmias, Vice-Chair
Greg Esser                  Bill Sheppard, Chair
Rachel Frazier Johnson      Tim Sprague
Deborah Gilpin              Jim Ward
The City of Phoenix enhances the community’s cultural, economic development and creative economy by supporting the production, presentation, exhibition, advancement and preservation of visual art, design, music, dance, theater, literature, science, zoology, botany, natural history and cultural history for the benefit of the public.

Phoenix Office of Arts & Culture
Arts & Cultural Plan, 2008-2012

The Phoenix Arts and Culture Commission champions the development, promotion and sustainability of Phoenix’s vibrant cultural community.

In order to achieve its mission, the Phoenix Arts and Culture Commission advises the City Council on the allocation of resources to support artists and cultural institutions; promotes cultural programs and events; advocates for and educates the public on the value of the arts; and fosters public and private relationships to sustain these efforts.

Phoenix Arts & Culture Commission
Adopted October 20, 2010

Paisagie, 2011 Artist Mege Haines and Lajos Hider
The purpose of this report is to provide the Parks and Arts City Council Subcommittee an update on the City of Phoenix’s participation in the development of a model/plan to address senior needs through the Maricopa Association of Governments Municipal Aging Services Project and City Leaders Institute.

THE ISSUE

The greater Phoenix region will experience significant population growth in people aged 65 years and over during the next seven years; with an increase from 462,000 people to more than 700,000 by 2020. Research demonstrates the ability to connect with peers and others in the community is a critical element to aging in place well. The greater Phoenix region is not fully prepared to meet the socialization and various other needs of people aged 60 years and older given the dramatic increases in this population and their diverse needs.

Senior centers provide critical services, but the changing nature of the expectations, needs and demands of this diverse customer base coupled with reductions in public and non-profit funding sources have increased the difficulty of providing appropriate services to this group.

BACKGROUND

The Maricopa Association of Governments (MAG), supported by Virginia G. Piper Charitable Trust funding implemented the Municipal Aging Services Project which utilizes best practice research and community engagement to develop an aging services model for local governments. The project consists of an inventory of current services for older adults, focus groups, a survey and a regional community forum to identify the strengths and needs of older adults. It also includes the development of new options for local governments to implement to enhance supporting services for older adults. The objective is to create an enhanced inventory of services which effectively and efficiently address the needs of the growing senior population.

The City of Phoenix was selected as one of five areas within the country to participate in the MetLife Foundation City Leaders Institute on Aging in Place. Phoenix Mayor Greg Stanton has been selected to serve on the Greater Phoenix Civic Team as an elected city official. Other team members include Deanna Jonovich, Human Services Director for the City of Phoenix; Michelle Dionisio, President of Benevilla; Mary Lynn Kasunic,
President and CEO of Area Agency on Aging; Carol Kratz, Program Director, Virginia G. Piper Charitable Trust and Joe E. La Rue, President and CEO, Sun Health Senior Living. The team is led by Amy St. Peter, Human Services and Special Project Manager, MAG.

This program is funded by the MetLife foundation and implemented by Partners for Livable Communities (Partners). The goal of the Greater Phoenix Civic Team initiative is the development of new and enhanced service delivery mechanisms to connect older adults with their peers and with the community, to provide relevant activities and services, and to leverage their talents. Doing so will decrease medical decline and institutionalization, increase social participation, and lower hospital readmissions, resulting in improved quality of life.

OTHER INFORMATION

This Greater Phoenix Region goal is to develop a Regional Aging in Place Network. The current model being evaluated for implementation is the “Village Concept.” Villages are run by community volunteers, complement existing community approaches to aging, and vary based on existing resources and resident feedback, without duplicating existing aging, services. Villages offer residents a network of resources, services, programs and activities meeting their daily living needs.

The Human Services Department has named the effort the PATCH Project, which stands for Phoenicians Aging in Their Community and Homes. The targeted project area is 16th Street to 35th Avenue and Bethany Home Road to Dunlap Avenue. Since January, the Department has:

- Conducted a kick-off community forum with over 50 residents
- Conducted community presentations and focus groups with over 340 residents
- Administered surveys to over 900 residents, agencies and faith groups
- Held a Community Partners Breakfast with over 30 agencies

This work has led to the identification of the first champion who is committed to work in collaboration with the City to pilot an Aging in Place Model program. The Department will work in partnership with All Saints Episcopal Church located at 6300 North Central Avenue to reach out to the surrounding community to begin assessing residents' strengths, interests and needs through surveys and interviews. Asset mapping will also be conducted to identify nearby businesses and agencies that could provide support for the initiative. The church is in the process of establishing the core steering committee and developing a high level plan which will guide the continued work. Staff will use the pilot as the basis to seek additional champions and programs citywide as the initiative progresses.

RECOMMENDATION:

This report is for information only.
TO: Ed Zuercher  
Assistant City Manager  

FROM: James P. Burke  
Acting Parks and Recreation Director  

SUBJECT: MARGARET T. HANCE PARK MASTER PLAN DESIGN RFQ  

This report updates the Parks and Arts Subcommittee on the master plan design process for Margaret T. Hance Park (Hance Park).

THE ISSUE  
The 32.5 acre Margaret T. Hance Park was built in 1990 atop 19 bridges over the Interstate 10 (I-10) freeway tunnel between 5th Avenue on the west and 3rd Street on the east. The park was originally envisioned as an amenity that would help mitigate the impact of building a freeway through the surrounding neighborhoods.

In 2010, the community surrounding Hance Park expressed a strong interest in reactivating the park. To gather input, the City of Phoenix held visioning sessions with interested groups. In January 2011, the Parks and Recreation Board appointed a Hance Park Master Plan Steering Committee for citizen participation in the development of a new master plan. The Committee, which served from February to September 2011, reviewed suggestions from stakeholders, area residents, park users and interested individuals. A final report by the Steering Committee was presented to the Parks, Arts, Families and Seniors Subcommittee and Parks and Recreation Board joint meeting on June 21, 2012.

The Committee recommended a consultant develop a detailed master plan incorporating elements that foster neighborhood activities, as well as arts and cultural activities and festivals. The Committee further recommended the plan should have strong identity branding while being environmentally friendly and incorporate sustainable development.

OTHER INFORMATION  
The City of Phoenix Parks and Recreation Department released a Request for Qualifications (RFQ) in December 2012 to select an experienced firm to provide a conceptual design Master Plan for Hance Park. The minimum qualifications and selection criteria assisted in selecting a highly experienced firm that was best qualified for the project. The selection criteria included qualifications and experience of the lead designer and project manager, qualifications and experience of the proposing firm and the scope of work.

The RFQ submittals were due February 14, 2013. The Parks and Recreation Department received twenty submittals, all of which met the minimum qualifications.
The RFQ evaluation panel met on February 25, 2013 to select the most qualified submittals for interviews. Four companies were selected for interviews: Gould Evans, Stoss, Weddle Gilmore and West 8. The interviews were held on March 8, 2013 and Weddle Gilmore was selected as the most qualified.

The Weddle Gilmore submittal is comprised of the following consultant team: Weddle Gilmore, !melk, Floor Associates, HR&A, ETM Associates, City Activators Inc., Rider Levett Bucknall, Pentagram, Kimber Lanning, Public Workshop, David Evans Assoc, Buro Happold, IAS Labs, Artistic Arborist, and RAMM.

The consultant team will develop a master plan outlining available improvements for Hance Park while taking into consideration the non-alterable features. The master plan will include community input and align with the Hance Park Master Plan Steering Committee report. The master plan design will not include sealed drawings. The Weddle Gilmore team will work with Department staff to address the scope of work which will include a site assessment, community outreach, a design plan, implementation phasing, estimating costs, and staffing needs.

On March 29, 2013, the Parks and Recreation Board approved staff to negotiate and execute a contract with Weddle Gilmore for the Hance Park Master Plan design. Contract negotiations began March 30 and are progressing smoothly. The Department anticipates seeking City Council approval of the contract in early June, with an anticipated contract start date of July 1, 2013. The Master Plan process is anticipated to take six to twelve months.

RECOMMENDATION

This report is for information only.
TO: Rick Naimark  
Deputy City Manager

FROM: Wylie Bearup, PE, PhD  
Street Transportation Director/City Engineer

SUBJECT: FIRST STREET STREETSCAPE UPDATE

This report provides the Parks and Arts Subcommittee with an update on the progress of the First Street Streetscape improvements.

THE ISSUE

In 2006, Phoenix voters approved bond funding for capital investments for various infrastructure improvements including Downtown Streetscapes, Urban Trails and Connectivity. One of the top funding priorities was to develop a conceptual design layout and construction plans for the First Street Streetscape Improvements project in downtown Phoenix.

The primary focus of this project is to create a unique pedestrian environment along First Street from the ASU Downtown Phoenix Campus to Margaret T. Hance Park that is accessible, sustainable, and aesthetically pleasing. Approximately $1.1 million in bond funds was allocated for the planning, design, and partial construction of the project. An engineering firm, Gavan & Barker, Inc., was contracted to develop the First Street Streetscape Study from Van Buren Street to Moreland Street. The study was completed with input from a variety of area stakeholders, including residents, local business owners, Arizona State University representatives, Phoenix Community Alliance, and City staff.

It was determined that the available funds could construct two blocks of improvements, so the first phase to be constructed was from Fillmore to McKinley Streets. This segment of the project was completed in the fall 2011. In order to create a unique pedestrian environment, the road was narrowed to provide a wider pedestrian space and enhanced landscaping, shade trees, and lighting were added.

OTHER INFORMATION

The First Street Streetscape project is part of the greater Downtown strategy to place a higher priority on enhancing the attractiveness of the streets and the livability of the downtown area. The study provided design concepts that when implemented will:

- Create a green, traffic-calmed environment that encourages walking, bicycling, and recreational activities;
- Enhance business opportunities;
- Strengthen community identity;
• Act as a catalyst in the revitalization of First Street, attracting investment.

Staff is continuing to pursue opportunities to implement the concepts detailed in the study and is working in coordination with other improvement efforts, such as the Adams Street Study and the Margaret T. Hance Park redesign efforts. Alternate funding sources, such as grants and other programs, will be considered in order to construct future phases of the improvements.

RECOMMENDATION

The report is for information only.
This report provides information to the Parks and Arts Subcommittee on the Adams Street Activation Study.

BACKGROUND

In December 2012, the Community and Economic Development Department (CEDD) issued a Request for Proposals for consultant services to conduct a conceptual master planning study to explore strategies to activate and enhance the pedestrian and economic vitality of Adams Street between Central Avenue and Second Street. On March 20, 2013, the City Council authorized a contract with Gensler to conduct this work.

The scope of the study includes conducting outreach with area businesses and property owners and hosting community stakeholder meetings to gather input regarding potential concepts to improve the experience in the corridor for residents, visitors, businesses, students and workers. The goal of the study is to generate concepts for enhanced connectivity and pedestrian comfort while providing a friendly and inviting atmosphere that is representative of the cultural identity of Phoenix. It also seeks to maximize the utilization of the right-of-way and adjacent City properties to enhance City revenue through increased commercial opportunities and tourism within the study area.

THE ISSUE

Throughout April and May 2013, City staff and a consultant, Gensler, completed the first phase of stakeholder input for the Adams Street Activation Study. City staff and Gensler conducted meetings with 15 property and business owners on or adjacent to Adams Street, hosted two interactive community stakeholder meetings and collected data on the existing area infrastructure. Stakeholders identified several opportunities and guiding principles that will serve as the foundation for the next steps of the study:

1) Establish Adams Street as a downtown destination by creating an identity for the area that is appealing, safe, welcoming and comfortable to a diverse and broad mix of people.

2) Improve the large blank and uninteresting walls and surfaces to create a point of interest with the use of large art murals and projected art.
3) Fill the vacant retail storefronts on Adams Street with tenants and transparent windows that open to the street for an improved pedestrian experience.

4) Consider improvements to the street that make temporary street closures for events easier and more efficient.

5) Maintain on-street parking as an amenity for businesses and visitors, and as a safety buffer for pedestrians participating in outdoor activities.

Next steps include the creation of conceptual renderings and policy recommendations that incorporate these guiding principles. Once completed, CED staff and Gensler will present this information to the stakeholders through additional meetings and public outreach sessions. Following this additional outreach, staff will return to the subcommittee and Council with final recommendations.

RECOMMENDATION

This report is for information and discussion.