

**NOTICE OF PUBLIC MEETING
PARKS AND RECREATION BOARD
MEETING**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PARKS AND RECREATION BOARD**, and to the general public, that the **PARKS AND RECREATION BOARD** will hold a meeting open to the public on **Thursday, June 25, 2026, at 5:00 p.m.**

The Board may vote to convene an executive session on any item that is listed on this agenda for discussion or consultation with legal counsel to obtain legal advice in accordance with A.R.S. §38-431.03(A)(3).

OPTIONS TO ACCESS THIS MEETING

Watch meeting in-person at City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003

Call-in to listen to the live meeting. Dial 602-666-0783. Enter the meeting access code **234 759 45425** then enter the Webinar password **PksMtg!** when prompted (7576841 from phones).

Observe: [Parks and Recreation Board Meeting Link- June 25, 2026](#)

REQUEST TO SPEAK

Each agenda item requires a separate sign-up form. If you wish to speak on multiple items, please submit a form for each one. Thank you for your understanding.

In-Person Requests to speak at a meeting:

Register in person at the front desk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003.

Individuals may arrive up to 1 hour prior to the start of the meeting to submit an in-person request to speak. Requests to speak on individual items will not be accepted after the meeting has been called to order.

Virtual Requests to speak at a meeting:

This process is exclusively for virtual speakers and does not apply to in-person attendees requesting to speak.

To speak virtually via Webex, please use this link:

[June 25, 2026- Virtual Request to Speak Link for Parks Board Meeting](#)

- Virtual speakers must register by: **June 24, 2026**

Please note that registration for virtual speakers will close after this date.

If you have any issues with the form or if you wish to submit a comment to the board, contact **Dalia Adams** at: dalia.adams@phoenix.gov

A complete packet of meeting materials will be posted 48 hours prior to the meeting at <https://www.phoenix.gov/parks>

The agenda for the meeting is as follows:

| | | |
|----|--|---------------------------------------|
| 1. | CALL TO ORDER | Tony Moya, Chair |
| 2. | CONSENT ITEM(S): Consent items will be provided to the Board in writing and are not intended for formal presentation. Consent items may be voted on collectively, unless a Board member requests that any item be voted on separately. The chairperson may direct staff to formally present any consent item. These items are for possible action. | |
| | a. Parks Board Minutes – May 28, 2026 | Tannia Ruiz |
| | b. Authorization to enter into an agreement for the operation of South Division Community Centers | Theresa Faull |
| | c. TSMC Irrigation Controller Sponsorship | Greg Leicht |
| 3. | INFORMATION AND DISCUSSION ITEMS(S): Information and discussion items will be presented verbally to the Parks Board and are for discussion only. No action will take place on these items at this meeting. | |
| | a. Urban Farm Project (32nd Avenue and McDowell) | Tannia Ruiz |
| 4. | DISCUSSION AND POSSIBLE ACTION: Discussion and Possible Action items are for information, discussion, and possible action. | |
| | a. Request the acceptance of the abandoned alley acreage to Hilaria Rodriguez Park and to Deviate from Parks Board Policy 3.9 and Proceed with Sale of Approximately .13 Acres of the Abandoned Property | Joe Diaz |
| | b. Request for Approval of New Name for Park for Park and Community Center at 35th Avenue and Baseline Road | Joe Diaz |
| 5. | CALL TO THE PUBLIC: Citizens are provided time to make statements to the Board. <i>(Those desiring to make a statement should have informed staff in advance of the meeting by following the instructions on this notice.)</i> We welcome citizen input; however, items brought to the Board’s attention cannot be discussed unless they are listed as an agenda item. Action taken as a result of public comment will be limited to requesting staff to study the matter or rescheduling the matter for further consideration and/or decision at a later date. | |
| 6. | BOARD CHAIRPERSON’S REPORT – The Chairperson will verbally present comments or requests to the Board without Board discussion. | Tony Moya, Chair |
| 7. | BOARD COMMENTS/REQUESTS – The Chairperson will entertain Board member comments or requests without Board discussion. | Tony Moya, Chair |
| 8. | DIRECTOR’S BRIEFING – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion. | Martin Whitfield, Interim Director |
| 9. | ADJOURNMENT | Tony Moya, Chair |

For further information or to request reasonable accommodation, please contact: **Dalia Adams** at: dalia.adams@phoenix.gov or 602-495-0151 or TTY: 7-1-1. May 28, 2026.

**CITY OF PHOENIX
PARKS AND RECREATION BOARD SUMMARY
MINUTES
May 28, 2026**

Virtual meeting hosted on Webex.

Parks Board meetings are recorded, and the recordings are accessible to the public via the following link. [Parks and Recreation Board Meeting – May 28, 2026](#)

| <u>Board Members Present</u> | <u>Staff Present</u> | <u>Community Members</u> |
|---|--|---|
| Tony Moya, Chair Aubrey Barnwell (virtual) Rick Naimark Sarah Porter Emma Viera | Dustin Cammack Martin Whitfield Todd Shackelford Greg Leicht Tony Salinas Theresa Faull Tannia Ruiz Cindy Peiz Jana Krcek Dalia Adams | Jerry Van Gasse Jeremy Thacker (virtual) |
| <u>Board Members Absent</u> | | |
| Leon Thomas Jessica Fotinos | | |

1. CALL TO ORDER

Chairman Moya called the meeting to order at 5 p.m. with Board members Barnwell, Naimark, Porter, and Viera in attendance.

2. INFORMATION ONLY

No formal presentation on these items. Information only.

2a. Phoenix Medical Treatment and Food Distribution in Parks Ordinance Update

2b. Fireworks Ordinance

3. CONSENT ITEMS

No formal presentation on these items. Consent and request for approval only.

3a. Parks and Recreation Board Summary Minutes – April 23, 2026

3b. Request to Vend

3c. Request Authorization to Issue a Request for Proposals for Central Park Recreation Center

Board member Porter moved to approve consent items 3a through 3c, with Board member Viera seconding the motion. The motion passed unanimously, 5-0.

4. INFORMATION AND DISCUSSION ITEMS

Information and discussion items will be presented verbally to the Parks Board and are for discussion only. No action will take place on these items at this meeting.

4a. Parks and Recreation Youth Sports Programs

Deputy Director Tony Salinas presented an overview of the citywide youth sports programs, highlighting their long history, current activities and participation levels. He noted that more than 8,000 youth took part in 200 leagues in 2025 and that offerings range from traditional sports to newer activities such as cricket, disc golf and Esports. He also emphasized strong community partnerships and ongoing efforts to gather input, including a survey planned for fall 2026, to ensure programs remain accessible and high quality for Phoenix youth.

Deputy Director Greg Leicht presented how the Department's major sports complexes support youth sports throughout the year, noting that Rose Mofford, Desert West, Papago and Reach 11 provide essential fields, courts and recreation spaces for leagues and tournaments. He highlighted that each site plays a distinct role, from hosting major softball, baseball and multisport events to offering a wide range of community amenities. He concluded by emphasizing the city's ongoing commitment to maintaining these facilities and ensuring accessible, high-quality sports opportunities for youth across Phoenix.

Board Member Porter asked how youth sports information would be incorporated into the master plan and whether the survey results expected later this year could be included.

Director Whitfield explained that the parks master plan will include a review of programs and services for youth, including sports, and that survey results expected later this fall will be shared with the Parks Board.

Deputy Director Salinas added that the survey is intended to gather feedback to improve programs and that the results are shared with divisions to help guide adjustments for upcoming seasons and sessions.

Board Member Naimark asked which youth programs experience the highest demand and fill up quickly. He also requested information on growth trends, including emerging interests such as girls flag football, and other developing program and facility needs.

Deputy Director Salinas explained that when one facility fills up, nearby sites and added teams or weekend practices help accommodate participants, with staff trying to keep families at the same location when possible. He noted that early registration is important. He also said the Department tracks trends through national data and community feedback, which has highlighted growing interests such as girls flag football and pickleball.

Chairman Moya asked for clarification on the baseball participation numbers and whether those figures represent leagues operated directly by the City.

Deputy Director Salinas clarified that the data presented reflects only City-operated recreational leagues.

Chairman Moya asked whether the City tracks participation numbers for outside leagues that use City parks, especially during large soccer and baseball events, and how that information is recorded.

Deputy Director Leicht confirmed that these figures are tracked through the ActiveNet system.

4b. Parks Volunteer Update

Volunteer Coordinator Jana Krcek presented an overview of the VolunteerPHX program, highlighting its partnerships and the many ways volunteers support parks, preserves and community events across the city. She noted strong participation in programs such as Adopt-a-Park and the Park Steward program, and shared that April is the busiest volunteer month, with more than 1,700 volunteers contributing nearly 7,000 hours during Earth Month events in 2026. Krcek reported that in 2025 volunteers donated over 60,000 hours, valued at approximately 2.1 million dollars, and that more than 460 Park Stewards continue to play a major role in trail maintenance and education. She concluded by emphasizing the essential contributions volunteers make to maintaining parks and preserves and encouraged continued community involvement.

Board member Porter asked whether there is unmet demand for volunteer opportunities and how the City assesses interest from potential volunteers.

Volunteer Coordinator Krcek explained that although volunteer interest remains strong, the summer heat limits outdoor opportunities at a time when many residents have more availability. To accommodate this interest, the Department and VolunteerPHX work to place volunteers in indoor roles during the hottest months.

Board member Viera asked what type of training volunteers receive.

Volunteer Coordinator Krcek explained that training varies by role, noting that sports coaches complete National Alliance for Youth Sports training, Park Stewards receive 40 hours of one-on-one instruction with a park ranger, and Adopt-a-Park groups receive on-site guidance during their first cleanup. She added that volunteers in specialized activities, such as tree planting, are also trained on proper techniques before beginning work.

5. DISCUSSION AND POSSIBLE ACTION

Discussion and possible action items are for information, discussion, and possible action.

5a. South Mountain Land Donation and Acceptance into the South Mountain Park/Preserve

Deputy Director Theresa Faull presented an overview of a potential 10-acre land donation that would expand the City's mountain preserve system near the southwest side of South Mountain. She explained that the parcel, originally intended for residential development, faces significant infrastructure challenges, and donation emerged as the preferred option after discussions with the property owner's representative. The land is located near existing trails and wildlife corridors and could support future connectivity to South Mountain Park or serve as

preserved open space on its own. She noted that the Phoenix Sonoran Preserve and Mountain Parks/Preserve Committee supported the proposal on May 18, and pending Parks Board approval, the item will advance to City Council before the summer recess.

Board Member Porter raised concerns about whether the donated parcel could become an isolated piece of preserve land surrounded by future development and asked for clarification on the development challenges affecting the neighboring parcels.

Deputy Director Faull said that nearby parcels are difficult to develop due to steep terrain, wash areas and infrastructure challenges. She explained that acquiring the parcel to the north in the future would create a direct connection to the preserve and noted that many surrounding parcels have remained undeveloped for years. She added that accepting this donation could help support future land donations or acquisitions.

Board Member Naimark noted that leaving the parcel undesignated could create future pressure to sell it. Given its close proximity to the existing preserve, he recommended designating it as preserve land now.

Board member Naimark moved to approve consent items 3a through 3c, with Board member Viera seconding the motion. The motion passed unanimously, 5-0.

6. CALL TO THE PUBLIC

Jerry Van Gasse expressed disappointment that Jesse Owens was not included in the survey to rename Cesar Chavez Park and Community Center, noting that Jesse Owens continues to receive strong national recognition, including a recent USA Today feature.

Jeremy Thacker voiced support for renaming the park after Jesse Owens and expressed surprise that Jesse Owens was not included as an option on the survey. He emphasized Jesse Owen's status as one of the greatest athletes in U.S. history, his significant contributions to the Phoenix community.

7. BOARD CHAIRPERSON'S REPORT

Chairman Moya reported on upcoming community events, including the FITPHX Morning Yoga session at Encanto Park on June 14. He highlighted the Phoenix Father's Day Walk taking place on June 6 with family activities at Encanto Park. He also announced that registration for the 2026 summer season of sports and activities is now open.

8. BOARD COMMENTS/REQUEST

Board Member Naimark asked for an update on the council-approved ordinance and whether changes to park rules would be needed to align with it.

Director Whitfield confirmed that allocations for the new ordinance were open from May 7 to May 22, 2026, and staff are reviewing the permit requests. He stated that staff will return in June with proposed updates to the code of conduct to bring it into alignment with the ordinance.

9. DIRECTOR'S BRIEFING

Assistant Director Shackelford reported on Camp Colley's summer programming and provided an aquatics update, noting that nearly 10,000 people visited the pools during opening weekend.

Director Whitfield highlighted the Diamondbacks' aquatic check donation and introduced the new Management Services Division Deputy Director, Stacy Hettmansperger.

10. ADJOURNMENT

Chairman Moya adjourned the meeting at 6:02 p.m.

DRAFT



To: Parks and Recreation Board

Date: June 25, 2026

From: Martin Whitfield, Interim Director

Subject: AUTHORIZATION TO ENTER INTO AN AGREEMENT FOR THE
OPERATION OF SOUTH DIVISION COMMUNITY CENTERS

This report requests Parks and Recreation Board (Board) authorization to enter into an agreement with the Adelante Healthcare, Inc. for the operation of Smith Park, Barrios Unidos, Green Valley Recreation Centers. Additionally, authorization is requested for the Parks and Recreation Director to sign all related agreement documents.

BACKGROUND

The Recreation Centers at Smith Park (4030 W. Sherman Road), Barrios Unidos Park (1501 E. Mohave Street) and Green Valley Park (2243 S. 14th Street) are currently vacant.

On November 26, 2025, a Request for Proposal (RFP) for South Division Community Center Operations was issued in accordance with City policy. The deadline to receive responses to the RFP was February 13, 2026. Two responsive proposals were received and evaluated. One response was received from Unlimited Potential, and one response was received from Adelante Healthcare, Inc. On April 22, 2026, a Best and Final Offer (BAFO) was requested from Adelante Healthcare, Inc. A BAFO was received from Adelante Healthcare, Inc on April 29, 2026.

DISCUSSION

Adelante Healthcare, Inc. is a 501(c)(3) non-profit organization that will provide quality recreational and educational programs and services with a youth component. Adelante will operate and manage the three centers providing recreational, educational, and cultural opportunities to the citizens of Phoenix. Adelante has agreed to provide services after school, on weekends and during the school breaks, with a schedule mutually agreed upon by both parties. Adelante will be responsible for all programming costs including 100% of building facility utilities.

The term of the agreement will be for a three-year period, with 1 two-year option and 1 additional five- year option, commencing on or about July 1, 2026.

RECOMMENDATION

Staff recommends Board authorization to enter into an agreement with Adelante Healthcare, Inc. for South Division Community Centers Operations; and for the Parks and Recreation Director to sign all related agreement documents.

Prepared by: Veronica Cabrera, Contracts Specialist II
Approved by: Brandie I. Barrett, Assistant Director



To: Parks and Recreation Board

Date: June 25, 2026

From: Martin Whitfield, Interim Director

Subject: TSMC Irrigation Controller Sponsorship

This report provides the Parks and Recreation Board (Board) approval to accept a donation from the Taiwan Semiconductor Manufacturing Company (TSMC) to sponsor irrigation upgrades at Los Olivos and Madison Parks in accordance with Sponsorship Policy 3.11 (**Attachment A**)

BACKGROUND

TSMC Arizona is an advanced semiconductor manufacturing campus in north Phoenix operated by the Taiwan Semiconductor Manufacturing Company. Founded in 1987, TSMC created the pure-play foundry model and has remained the world's leading dedicated semiconductor foundry. The company supports global customers with industry-leading process technologies and design enablement solutions. In 2025, TSMC utilized 305 process technologies to produce 12,682 products for 534 customers, offering one of the broadest ranges of advanced, specialty, and advanced packaging services in the industry.

TSMC contacted the Parks and Recreation Department (Department) in late 2025 to propose sponsoring irrigation upgrades, including Calsense irrigation controllers, master valves, and flow sensors, in order to support improved water efficiency and conservation within the department.

DISCUSSION

Subject to Board approval, the Department will enter into a sponsorship agreement (**Attachment B**) with TSMC. The sponsorship agreement outlines the required guidelines and documents the rights and responsibilities of both parties. Highlights of the agreement include:

Sponsored Irrigation Upgrades

TSMC will fund enhanced irrigation systems at Los Olivos and Madison parks, including upgraded controllers, master valves, and flow sensors.

1. Madison Park: 1440 E Glenrosa Ave, Phoenix, AZ 85014
2. Los Olivos Park: 2802 E Devonshire Ave, Phoenix, AZ 85016

Sponsorship Funding

The Sponsor will provide \$115,000 to the City of Phoenix Parks and Recreation Department in a single lump-sum payment by check.

Sponsorship Term

The sponsorship remains in effect for one year after the irrigation upgrades are completed.

Sponsor Site Access

TSMC may visit and inspect the project sites and review proposed signage locations in coordination with the Parks and Recreation Department.

Sponsor Recognition

TSMC may provide one approved sign per park acknowledging its sponsorship. Messaging will be mutually agreed upon, while the Parks and Recreation Department determines size, placement, and installation.

RECOMMENDATION

Staff recommend the Board accept a donation from TSMC to sponsor irrigation controllers at Los Olivos and Madison Parks in accordance with Sponsorship Policy 3.11

Prepared by: Greg Leicht, Deputy Parks and Recreation Director

Approved by: Todd Shackelford, Assistant Parks and Recreation Director

ATTACHMENT A
City of Phoenix
Parks and Recreation Board Policy

| | | |
|-----------------------|---------------------------|--------------------|
| Number 3.11 | Sponsorship Policy | Adopted: 2/25/2021 |
| | | Revised: 8/31/2023 |

1.0 PURPOSE

This policy and its guidelines and procedures are intended to guide the Parks and Recreation staff and any partner organization responsible for engaging in sponsorship activities in public parks and preserves.

2.0 BACKGROUND

The City of Phoenix and its residents pride themselves on their extensive park and recreation system. Now, financial and in-kind support is even more critical as the investment needed to sustain and expand parks, facilities, and programs continues to increase. Like other Park and Recreation Departments across the nation, the Phoenix Parks and Recreation Department (Department) is pursuing more sophisticated business partnerships, in the form of event, program, project, and facility/amenity sponsorships. These mutually beneficial business agreements provide an important marketing venue for partners and an opportunity for them to align themselves with the Department's public mission. In turn, the City can build new and exciting programs and places while sustaining the Phoenix Parks system.

Note: This policy does not apply to Margaret T. Hance Park. Hance Park sponsorships are guided by Parks and Recreation Board (Board) Policy 2.10, Hance Park Sponsorship Policy.

3.0 DEFINITIONS

3.1 Sponsorship. Sponsorship is financial or in-kind support from a for-profit or non-profit entity for a specific program, event, project, or site, and for a specific period of time, in exchange for tangible and intangible benefits to the sponsor. For the sponsor that can include but is not limited to:

- a) marketing opportunities (product promotion and temporary advertising) on City property,
- b) authorization by the Department for the business to promote its investment with the Department, and association with Department programs, and
- c) name association ("name title") for an event or program. Sponsorship is a negotiated business agreement between the sponsor and the Department.

3.1.1 Any naming rights must comply with Parks and Recreation Board Policy 3.3, Park Naming

3.2 Gift/Donation. Any donation must comply with the Parks and Recreation Board Policy on Donations. A gift or donation is a freely given donation of goods, cash, or real property to the Department, with no expectation of return or "condition" to the gift. Gifts may be designed for a specific purpose or may be general in nature. Recognition for donations is determined by the City.

3.3 Advertising. Advertising is the physical signage created by the sponsoring entity (usually placed in designated, purchased space) to promote a product. Advertising generally is not allowed in designated flatland parks, mountain preserves, natural areas, outside recreation facilities, or outside other park buildings. The permanent placement of a corporate logo, brand, or product placement in a public park or facility is considered advertising and not allowed unless approved by the Board.

3.4 Temporary Advertising. Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a Department approved event or on collateral materials associated with an event or program.

3.5 Events. Events are one-time activities for the public organized or facilitated by the Department and held on City property that generally last less than a week.

3.6 Projects. Projects are one-time Departmental efforts, often with a physical improvement project as the result.

3.7 Programs. Programs are on-going, organized activities led by the Department for the public and generally involve staff supervision.

3.8 Sites. Sites are specific places, varying in scale from individual features or areas within a park or recreation center.

3.9 Marketing benefits. These are opportunities given to the sponsor to have their branding, their products, their name and logo given temporary visibility on City property or materials. The details of those opportunities are specific to each sponsorship, detailed in the agreement, and must meet City laws and Departmental policies.

4.0 SPONSORSHIP CATEGORIES

4.1 Sponsorships are appropriate for four broad types of Department activities and places:

4.1.1 Event Sponsorship. Event sponsorship is the financial or in-kind support for a Department organized event on City property. An event includes a one-time occasion and usually lasts less than a week. Sponsors may be recognized with anything relating to the event. Depending upon the details of the agreement, the sponsor's

name may be directly associated with the event (e.g. "title" sponsorship) and the sponsor may have a variety of temporary advertising and marketing opportunities.

4.1.2. Project sponsorship. Project sponsorship is financial or in-kind support of a specific Department project which is usually a one-time effort and results in a physical improvement. Projects may vary in size and scope such as a sponsorship of a piece of skate park equipment or a multi-million corporate sponsorship for a playground or community center. Depending upon the details of the agreement, the sponsor's name and logo could be attached directly to the product along with other marketing opportunities.

4.1.3 Program Sponsorship. Program sponsorship is financial or in-kind support of a Department led program for the public. A program includes a series of on-going activities (e.g., youth sports leagues, after-school programs, or special interest classes) organized by the Department. Recognition of the sponsor may continue throughout and after the program's duration. Depending upon the details of the agreement, a sponsor's name can be associated directly with the program.

4.1.4 Site Sponsorship. Site sponsorship is financial or in-kind operating support of a specific Department place or feature (e.g. a community garden, dog park, a new playground). Marketing opportunities and recognition of the sponsorship are negotiated in the agreement.

Note: A sponsorship may fall into more than one category. For example, the AARP Fit Lot sponsorship resulted in a physical facility (Fit Lot) and programming.

4.2 This policy also impacts several partner relationships:

4.2.1 Community sports teams. These sponsorship policies do not apply to teams and leagues that often solicit their own sponsorship and enter into private agreements. However, written approval must be obtained from the Department for any public display within parks and recreation facilities of private sponsorships (e.g. banners, flags, signs), except for team uniforms.

4.2.2 Concessionaires. Some City facilities are operated by private Concessionaires such as golf course food and beverage areas, sports complex fixed concessions, etc. As private entities, these Concessionaires are permitted to obtain corporate sponsorships as they relate to their operation. However, any marketing materials displayed outside of the physical boundary of the Concession site but within a park must be approved by the Department.

4.2.3 Non-profit partners/Cultural Institutions. Associated park conservancies, foundations, and non-profit organizations are under long term agreements to provide services in specific parks (e.g. Phoenix Zoo, Desert Botanical Garden, Japanese Friendship Garden, Tovrea-Carraro Society, Grant Park Barrio Youth Project Corporation). The level of management responsibility by the group for the specific park is detailed in each individual agreement with the City. Most of these groups will be implementing their own sponsorship, gift, and naming efforts. These individualized plans must meet Departmental and City policies.

5.0 GUIDELINES FOR ACCEPTING SPONSORSHIPS

5.1 A sponsorship is an opportunity to enhance parks and recreation services as long as the sponsorships are consistent with City and Department policies and regulations; respect the aesthetic of public spaces; and reaffirm the Department's mission and core services. In considering any proposal for sponsorship of a Department activity or place by a sponsor, the following guidelines should be considered individually and collectively:

5.1.1 The Sponsor's products, services, and marketing goals are compatible with the Department's mission, values, and policies, and with City policies, laws, rules, and regulations.

5.1.2 The proposed sponsorship enhances current priorities, programs, and core services of the Department.

5.1.3 The conditions of the sponsorship (especially in terms of marketing benefits and temporary advertising) shall not compromise the design standards, visual integrity of the parks and recreation facilities, or the experience of park users.

5.1.4 The sponsorship shall not commit the Department to additional operating and maintenance responsibilities and costs, unless approved by the Director.

5.1.5 The Parks and Recreation Director (Director) or designee has concluded that the tangible and in-tangible benefits are balanced for both the sponsor and the Department.

5.1.6 The sponsorship does not create any conflict of interest for the Department or City.

5.1.7 The Sponsor must be in good financial standing with any previous sponsorships with the City or the Department.

5.1.8 Any costs associated with the sponsorship shall be borne by the sponsor, unless otherwise approved by the Director or designee.

5.1.9 Sponsorships will not result in any loss of Department jurisdiction or authority.

5.2 The following industries and products are not eligible for sponsorships: companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography; sexually oriented businesses; religious and political organizations; and may only be eligible for sponsorship with written authorization from the Director.

6.0 SPONSORSHIP DEVELOPMENT PROCEDURES

6.1 The details of any sponsorship with a cash or in-kind value of more than \$5000, are contained in the Sponsorship Proposal which must accompany each request for sponsorship and be submitted to the Director or designee.

6.1.1 This Proposal shall include the contract relationship; the proposed term; description benefits to the sponsor and the Department, any naming rights requested, proposed fees, commissions, and/or in-kind services provided to the Department.

- a) The value of the sponsorship should have a direct relationship with the sponsorship's term. No sponsorship shall have a term of more than twenty-five (25) years. A general guideline would be one (1) year of sponsorship for every \$1000 of cash or documented in-kind value.

6.2 The Department will review all sponsorship proposals and will make a recommendation to the Director whether to proceed with the development of a Sponsorship Agreement (attached). All such proposals will be reviewed and decided within 30 business days of submittal.

6.2.1 The Sponsorship Agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to the Department; the marketing rights and benefits provided to the sponsor; and termination provisions. All contractual language will be consistent with applicable City policies and ordinances and good business practices.

6.2.2 For all sponsorships, the Department will negotiate and develop the Sponsorship Agreement. The Director or designee must obtain Board approval before the sponsorship may be executed.

6.3 The Sponsorship Agreements are managed and tracked by the Parks and Recreation Department/Management Services Division.

7.0 NAMING RIGHTS, SIGNAGE AND RECOGNITION

7.1 Only project sponsorships that meet or exceed the cost of all design, construction, installation, permitting, any other direct or indirect costs associated with the project will be considered for naming recognition under this Policy.

7.1.1 The Sponsor shall agree to bear all costs associated with naming including but not limited to signage, displays, labeling and shall, from time to time, in the judgment of

the Department, agree to fund major maintenance or replacement of the sponsor recognition during the term of the Sponsor agreement.

7.2 Naming recognition applies only to the project and is never to be applied to the name of the park. All policies related to park naming are contained in Board Policy 3.3, Park Naming. The Sponsor shall have the right to recommend any naming recognition, to the Director, who shall have the authority to grant approval in accordance with Parks Board Naming policy. All proceeds and other monetary benefits received from any sponsorship shall be deposited into the Parks Donation Account or another appropriate account as determined by the Director or designee.

7.2.1 The Parks and Recreation Director, upon approval of a sponsor naming, will notify the Parks and Recreation Board, City Council and City Manager's designee.

7.2.2 These naming recognition rights, as defined in 7.1 and 7.2 shall operate as set forth in the contract terms of the Sponsorship Agreement.

7.2.3 Upon expiration of the term of the Sponsorship Agreement without extension or amendment, such naming rights shall then be transferred to the Parks and Recreation Board.

7.3 The sponsor name given to the Park component or area shall not include any reference to any proper geographic name unless such reference is to "Phoenix" or the "City of Phoenix". The City reserves the right to require renaming if a named corporation or organization, ceases to exist or if a named corporation, organization, or individual is conclusively linked to a felony conviction.

7.4 All designs and displays in connection with naming rights will be approved by the Director in consultation with any appropriate park designer, architect or landscape architect involved in project management of the sponsored project.

7.5 Sponsors are not permitted to use any City Mark, the use of which is governed by the Phoenix City Council, including but not limited to the seal, municipal flag, municipal standard, municipal pennant, and municipal badge of the City.

7.5.1 Prior written approval to use the City's marks must be obtained from the Parks and Recreation Director, which shall not be unreasonably withheld.

SPONSORSHIP AGREEMENT

This Agreement is made on the _____ day of _____, 20____, between City of Phoenix Parks and Recreation Board (Board) and its Parks and Recreation Department (Department) and _____ (Sponsor).

RECITALS

The Sponsor is engaged in the business referred to in Item 3 of Attachment A, hereafter referred to as the "Schedule" (Description of Sponsor's Business Activities) and, at the request of the Department, has agreed to provide the Sponsorship set out in Item 4 of the Schedule (Details of Sponsorship), subject to the terms and conditions of this Agreement.

IT IS AGREED as follows:

1. TERM

- 1.1 The term of the Sponsorship shall be for the period set out in Item 4(c) of the Schedule (Term of Sponsorship), unless otherwise extended or terminated in accordance with this Agreement.

2. SPONSORSHIP FEE/PRODUCT

- 2.1 In consideration of the grant of Sponsorship Rights under this Agreement, the Sponsor shall pay and/or provide to the Department, for the term of this Agreement, the sponsorship fee and/or product(s) referred to in Item 4(b) of the Schedule (Sponsorship Fee/Product) at the times and in the manner referred to in that Item.
- 2.2 The Sponsorship Fee/Product shall be the entire amount payable or provided to the Department under this Agreement.
- 2.3 The Department shall only use the Sponsorship Fee/Product for the sponsored activity referred to in Item 4(a) of the Schedule (Sponsored Activity) in a manner consistent with the reasons referred to in Item 4(a) of the Schedule (Sponsorship Rationale).
- 2.4 Should the Sponsorship Fee/Product not be fully used on the Sponsored Activity; the Department shall immediately notify the Sponsor of the balance of the unused Sponsorship Fee/Product and shall comply with the Sponsor's directions concerning the use of the unused Sponsorship Fee/Product.

3. SPONSORSHIP RIGHTS

- 3.1 The Department grants to the Sponsor the non-exclusive sponsorship rights set out in Item 5 of the Schedule (Rights of Sponsor) for the term of this Agreement.
- 3.2 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor under Item 5 of the Schedule (Rights of Sponsor) shall first be approved by the City of Phoenix Parks and Recreation Director or designee.

- 3.3 The Department shall, whenever the Sponsored Activity is publicized, acknowledge the Sponsor in accordance with the recognition rights specified in Item 6 of the Schedule (Recognition of Sponsor).

4. USE OF SPONSOR'S NAME AND/OR LOGO

- 4.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Department in respect to the Sponsored Activity shall acknowledge the Sponsor in a manner agreed to by both parties.
- 4.2 The Department shall immediately, on the termination or expiration of this Agreement, cease to use or otherwise refer to the Sponsor's name and/or logo except to the extent otherwise authorized by law or agreement.

5. USE OF THE CITY'S NAME AND/OR LOGO

- 5.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor in respect of the Sponsored Activity shall acknowledge the Phoenix Parks and Recreation Department, in a manner agreed to by all parties.
- 5.2 The Sponsor shall immediately, upon the termination or expiration of this Agreement, cease to use or otherwise refer to any and all of the City of Phoenix/Phoenix Parks and Recreation Department name(s) and/or logo(s) in any manner that could imply that the Sponsorship under this Agreement is still in effect.

6. USE OF DONATIONS; RESTRICTIONS

- 6.1 The Sponsorship Fee is a donation to help fund the design and construction of the Sponsored Activity as described in Attachment A, Item 4(a). Sponsor's role is limited strictly to the donation of funds. The City is the owner of the Park, and it or its contractors will be responsible for the design, construction, and maintenance of the Sponsored Activity.

7. BREACH AND TERMINATION

- 7.1 If either party breaches any of the terms and conditions of this Agreement and fails to rectify such default in accordance with a written notice by the non-defaulting party within fourteen (14) days after the date of such notice, the non-defaulting party may terminate the Agreement at any time thereafter.
- 7.2 The Department may terminate the Agreement immediately if any of the following events occur:
- (a) The Sponsor is wound up or dissolved, becomes insolvent or enters into an agreement with its creditors, or if a receiver, manager or liquidator is appointed in respect of the Sponsor.
 - (b) The Sponsor's business operations or the business or activities of any associated company are contrary to any City of Phoenix policy(ies).

(c) The Department determines that for whatever reason it should no longer use the Sponsorship Fee/Product or be associated with the Sponsor.

7.3 If this Agreement is terminated, the Sponsor shall not be required to pay any unpaid installments of the Sponsorship Fee/Product.

7.4 The expiration or termination of this Agreement shall not prevent either party from taking action to enforce a term or condition of this Agreement in respect of any breach occurring prior to such expiration or termination.

8. NOTICES

8.1 Unless otherwise directed in writing, notices, reports, and payments shall be delivered to the Department at the following address:
Parks and Recreation Director
Phoenix Parks and Recreation Department
200 W. Washington St, 16th Floor
Phoenix, AZ 85003

and to the Sponsor at the address and e-mail address referred to in Item 2 of the Schedule (Address of Sponsor).

8.2 A notice forwarded by e-mail shall be deemed to be received by the addressee when recorded by read receipt.

9. AMENDMENTS TO AGREEMENT

9.1 Any amendment to this Agreement shall only be valid if the amendment is in writing and signed by both parties.

10. ASSIGNMENT

10.1 Neither party shall transfer, change or purport to assign, transfer or change this Agreement or any of its rights or obligations without the prior written consent of the other party, which shall not be unreasonably withheld.

11. CHARITABLE CONTRIBUTION

11.1 Board will reasonably cooperate with Sponsor to document Sponsor's charitable contribution as may be required for federal or state income and property tax purposes.

12. GOVERNING LAW

12.1 This Agreement shall be governed by and construed under the laws of the State of Arizona, excluding its choice of law principles. Any litigation arising out of this Agreement shall be commenced and maintained in a court of competent jurisdiction sitting in Maricopa County, Arizona.

13. ENTIRE AGREEMENT

13.1 This Agreement constitutes the entire agreement of the parties and shall supersede any prior or contemporaneous agreements or negotiations, whether written or oral, between the parties, regarding the subject matter herein.

EXECUTED by the parties on the date first written above.

ON BEHALF OF PHOENIX PARKS AND RECREATION BOARD

Signature

(insert director name)
Parks and Recreation Director

Date

SPONSOR

(insert company name)

Organization

Signature

Printed Name

Title

Date

APPROVED AS TO FORM

ATTEST

Acting City Attorney

City Clerk

ATTACHMENT A - SCHEDULE

1. **NAME OF SPONSOR**

(Insert name of company or name of individual.)

2. **ADDRESS OF SPONSOR**

(If a corporate sponsor, insert address and e-mail of its registered office.)

3. **DESCRIPTION OF SPONSOR'S BUSINESS ACTIVITIES**

(Insert brief description.)

4. **DETAILS OF SPONSORSHIP**

(a) Sponsored Activity

(Insert brief description.)

Sponsorship Rationale

(Insert brief description.)

(b) Sponsorship Fee

(If money is payable, insert details of amount, installment schedule, etc.)

Sponsorship Product

(If goods are being supplied, insert description.)

(c) Term of Sponsorship

(date) to (date)

5. **RIGHTS OF SPONSOR**

(For example, the Sponsor is permitted to exhibit/promote their products.)

6. **RECOGNITION OF SPONSOR**

(For example, the Sponsor's name or logo is displayed at Hance Park by Phoenix Parks and Recreation. Include detail of recognition – where, size, term, etc.)

ATTACHMENT B

DONATION AGREEMENT

This Donation Agreement, dated as of [DATE] (this "**Agreement**"), is entered between TSMC ARIZONA CORPORATION an Arizona corporation ("**Donor**"), and the City of Phoenix, an Arizona municipal corporation ("**Recipient**," and together with Donor, the "**Parties**," and each, a "**Party**").

WHEREAS, Donor desires to donate funds to Recipient, and Recipient desires to accept the donation for the benefit of its public-purpose governmental functions, including the management and maintenance of public parks("Donation").

NOW, THEREFORE, the Parties agree as follows:

1. Charitable Donation. The Donations made under the terms of this Agreement shall for all purposes be treated as charitable donations and it is the intent of the Parties that Donations be made and used in compliance with all applicable federal and state laws governing donations made to charitable organizations..
2. Donation. Donor agrees to, from time to time and at the Donor's discretion, submit Donations to Recipient. The amount of funds donated is determined by the Donor. Recipient shall provide periodic reporting detailing the use of Donation including, a narrative summary of the activities funded, a breakdown of expenditures and any relevant outcomes of metrics related to the grant-supported programming.
3. Conditions of Use. Recipient shall use the Donations in furtherance of its public purpose as set forth in Attachment A. Recipient shall not use the Donation for the benefit of any officer, director, or employee of the Recipient.
4. Transfer of Donation. The Donation may not be sold, transferred, bartered, or traded by Recipient to any third parties.
5. Warranty Disclaimer. **TO THE EXTENT APPLICABLE, DONATIONS ARE PROVIDED "AS IS". DONOR MAKES NO WARRANTY WHATSOEVER, EXPRESS OR IMPLIED, WITH RESPECT TO THE DONATION, INCLUDING ANY WARRANTY OF CONDITION, QUALITY, OR SUITABILITY, WARRANTY OF MERCHANTABILITY, WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE, OR WARRANTY OF TITLE, WHETHER EXPRESS OR IMPLIED BY LAW, COURSE OF DEALING, COURSE OF PERFORMANCE, USAGE OF TRADE, OR OTHERWISE.**
6. Waiver and Release. Only to the extent permitted by Phoenix City Code Section 42-18, Recipient itself and its respective present and former parents, subsidiaries, Affiliates, officers, directors, shareholders, members, successors, and assigns hereby expressly releases, waives, and forever discharges Donor and its respective present and former, direct and indirect, parents, subsidiaries, affiliates, employees, officers, directors, shareholders, members, agents, representatives, permitted successors, and permitted assigns of and from any and all claims, actions, causes of action, suits, losses, expenses, liabilities, obligations, damages, and demands, of every kind and nature whatsoever, whether now known or unknown, foreseen or unforeseen,

matured or unmatured, suspected or unsuspected, in law, or equity arising out of or in connection with this Agreement or a Donation whether arising out of the negligence of Donor or Recipient or otherwise, except for any claims relating to rights and obligations preserved by, created by, or otherwise arising out of this Agreement and any liabilities that either cannot be or has not been released or waived under federal, state, or local law.

7. Indemnification. If approved by the Recipient's governing body, Recipient shall indemnify and defend Donor and its officers, directors, employees, agents, affiliates, successors, and permitted assigns (collectively, "**Indemnified Party**") against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including reasonable attorneys' fees, that are incurred by Indemnified Party arising out of or related to any third-party claim alleging:
 - a. breach or non-fulfillment of any provision of this Agreement by Recipient or Recipient's employees;
 - b. any negligent or more culpable act or omission of Recipient (including any reckless or willful misconduct) in connection with the Donation;
 - c. any bodily injury, death of any person, or damage to real or tangible personal property caused by the negligent or more culpable acts or omissions of Recipient (including any reckless or willful misconduct); or
 - d. any failure by Recipient to comply with any applicable federal, state, or local laws, regulations, or codes.
8. Limitation of Liability. **TO THE EXTENT PERMITTED BY LAW, INCLUDING PHOENIX CITY CODE SECTION 48-18(b), DONOR SHALL NOT BE LIABLE FOR ANY CONSEQUENTIAL, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, PUNITIVE, OR ENHANCED DAMAGES, LOST PROFITS OR REVENUES, OR DIMINUTION IN VALUE, ARISING OUT OF, OR RELATING TO, OR IN CONNECTION WITH THE DONATION, DONATION OF THE GOODS, OR ANY BREACH OF THIS AGREEMENT, REGARDLESS OF (A) WHETHER SUCH DAMAGES WERE FORESEEABLE, (B) WHETHER OR NOT DONOR WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, (C) THE LEGAL OR EQUITABLE THEORY (CONTRACT, TORT, OR OTHERWISE) UPON WHICH THE CLAIM IS BASED, AND (D) THE FAILURE OF ANY AGREED OR OTHER REMEDY OF ITS ESSENTIAL PURPOSE.**
9. Term and Termination. The terms of this Agreement shall remain in effect indefinitely unless terminated earlier by the Parties. Either Party may terminate this Agreement by providing the other Party with 30 days' advance written notice.
10. Public Announcements. Donor reserves the right to make public announcements and communicate with any news media regarding this Agreement and Donations without prior consent of or notice to the Recipient. Unless required by law or an order from a court of competent jurisdiction, Recipient shall not make any public announcements in respect of this Agreement or the transactions contemplated hereby or otherwise communicate with any news media without the prior written consent of Donor.
11. Severability. If any term or provision of this Agreement is invalid, illegal, or unenforceable in any jurisdiction, such invalidity, illegality, or unenforceability shall not affect any other term

or provision of this Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction. Upon such determination that any term or other provision is invalid, illegal, or unenforceable, the Parties hereto shall negotiate in good faith to modify this Agreement so as to effect the original intent of the Parties as closely as possible in a mutually acceptable manner in order that the transactions contemplated hereby be consummated as originally contemplated to the greatest extent possible.

12. Amendment and Modification. This Agreement may only be amended, modified, or supplemented by an agreement in writing signed by each Party hereto.
13. Governing Law. This Agreement shall be governed by and construed in accordance with the internal laws of the State of Arizona without giving effect to any choice or conflict of law provision or rule (whether of the State of Arizona or any other jurisdiction).
14. Conflict of Interest. This Agreement is subject to cancellation by the City of Phoenix pursuant to the provisions of Section 38-511, Arizona Revised Statutes.
15. Entire Agreement. This Agreement constitutes the sole and entire agreement of the Parties to this Agreement with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to such subject matter.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the date set forth above.

CITY OF PHOENIX

TSMC ARIZONA CORPORATION

By _____

By _____

Name: Martin Whitfield

Name:

Title: Interim Parks and Recreation Director

Title:

APPROVED AS TO FORM:
Julie M. Kriegh, City Attorney

By _____
Assistant Chief Counsel

ATTEST:

City Clerk _____

Date: _____

SCHEDULE

1. **NAME OF SPONSOR**

TSMC Arizona Corporation

2. **ADDRESS OF SPONSOR**

5088 Innovation Circle Phoenix, AZ 85083

3. **DESCRIPTION OF SPONSOR'S BUSINESS ACTIVITIES**

TSMC Arizona is an advanced semiconductor manufacturing complex in north Phoenix, developed by the Taiwan Semiconductor Manufacturing Company (TSMC). TSMC pioneered the pure-play foundry business model when it was founded in 1987 and has been the world's leading dedicated semiconductor foundry ever since. The Company supports global customers and partners with the industry's leading process technologies and portfolio of design enablement solutions. TSMC deployed 305 distinct process technologies, and manufactured 12,682 products for 534 customers in 2025 by providing the broadest range of advanced, specialty and advanced packaging technology services.

4. **DETAILS OF SPONSORSHIP**

(a) **Sponsored Activity**

Sponsor desires to promote enhanced irrigation systems at Los Olivos and Madison parks. Sponsor will provide funding for the irrigation enhancements.

(b) **Sponsorship Fee**

Sponsor will provide funding in the amount of \$115,000 via check to the City of Phoenix Parks and Recreation Department in one lump sum.

(c) **Term of Sponsorship**

The term of the sponsorship will be for one year upon completion of the irrigation upgrades.

5. **RIGHTS OF SPONSOR**

In coordination with the Parks and Recreation Department, the Sponsor may inspect the project sites and the intended location of the sponsorship signage prior to installation.

6. **RECOGNITION OF SPONSOR**

The Sponsor may provide one sign as approved by the Parks and Recreation Department to be displayed at each park location identifying that TSMC sponsored irrigation upgrades. Sponsor will work with the Parks and Recreation Department to determine mutually agreeable messaging on the signage. The Parks and Recreation Department will determine signage size, location at the parks, will install the signage.



To: Parks and Recreation Board

Date: June 25, 2026

From: Martin Whitfield, Interim Director

Subject: URBAN FARM PROJECT (32ND AVENUE AND MCDOWELL)

This report provides the Parks and Recreation Board (Board) with an overview of the potential urban farm project at 32nd Avenue and McDowell and a summary of the community outreach/engagement conducted for the project.

BACKGROUND

The Parks and Recreation Department owns an 11-acre parcel of land, recorded as approximately 11-acres, located at 32nd Avenue and McDowell Road. Property parcels were purchased by the City of Phoenix Neighborhood Services Department in 2006 using Brownfield's Bond Funds. The property was later transferred to the Parks and Department. Today, the site remains undeveloped land.

Beginning in the summer of 2024, the Parks and Recreation department (Parks), in collaboration with the City Manager's Office (CMO), the Office of Environmental Programs (OEP), the Office of the City Engineer, the Office of Innovation, and Community and Economic Development (CED), held interdepartmental meetings to explore potential options for establishing an urban farm at this site.

To better understand how an urban farm can be structured and operated, in the Summer of 2024 the project team visited Spaces of Opportunity at 12th Avenue and Vineyard. Spaces of Opportunity began as a collaborative effort among several local organizations to transform nineteen acres of underused land in South Phoenix into a vibrant community space. Today, it features incubator farms, community garden plots, healing gardens, a farmers market and other programs that strengthen neighborhood health, connection, and economic opportunity through agriculture and education. As of 2023, Spaces of Opportunity operates as a 501(c)(3) nonprofit organization dedicated to long term community impact and sustainability.

An update on this project was presented to the Board during the January 22, 2026 Parks Board Meeting. During that meeting, EOP and Parks staff outlined plans to begin community engagement efforts to gather feedback from the surrounding neighborhood.

DISCUSSION

Community Engagement

OEP allocated \$30,000 to support community engagement for the proposed urban farm project, focusing on residents within a two-mile radius, particularly underserved communities. Outreach included door-to-door canvassing, distributing informational materials, and working through trusted community networks. From March through June 2026, five bilingual workshops were held, four in person and one virtual. The workshops were based on interactive activities to gather feedback on the type of infrastructure and

activities that community members would like to include. The in-person sessions also provided a staffed welcome area with educational materials, catered food, and onsite childcare to encourage broad participation. An online survey was also distributed to residents in the surrounding zip codes via an existing Parks email list through posters placed at nearby community centers.

Community Feedback Results

A total of 130 residents attended the five workshops and an additional 138 residents responded to the online survey, resulting in a total of 268 community members engaged through the community outreach activities. Both workshop attendees and survey respondents provided feedback on proposed site components related to growing food, connecting with community, learning, and accessing food. The top-voted components in each category are included below:

- Growing Food:
 - **Community garden (90 votes):** Shared spaces for growing food, either on their own or with others.
 - **Food forest (54 votes):** food production technique that uses a layered approach to growing food, incorporating fruit and nut trees, herbs, vegetables, and medicinal plants.
 - **Community nursery (47 votes):** A plant nursery that grows plant seedlings and distributes them for free or at a low cost.
 - **Pollinator garden (35 votes):** Garden space that is planted with flowers and plants that provide food and habitat for pollinators like birds, bees, and butterflies.
 -
- Connecting with Community:
 - **Community event space (76 votes):** Large open space (indoor or outdoor) that is available for community events, such as farmers' markets, festivals, or other celebrations.
 - **Community kitchen (59 votes):** Shared-use kitchen spaces where gardeners, farmers, small food businesses, and other organizations can wash, store, prepare, and cook food
- Learning:
 - **Gardening classes (79 votes):** Classes that provide resources and hands-on training on how to grow food using different growing methods.
 - **Health, cooking, & nutrition classes (62 votes):** Classes that provide participants with information on how to cook, eat healthier and manage chronic diseases (like Diabetes).
- Accessing Food:
 - **Farmers' market (70 votes):** Markets where local food producers sell fruit, vegetables, and other food products directly to customers.
 - **Farm bag program (48 votes):** Subscription program where customers pay in advance to get a bag of fresh, local produce directly from local farmers.

Overall, residents expressed a desire for space where they could grow food, access healthy, affordable food, and learn about gardening, cooking, and nutrition.

RECOMMENDATION

This report is for information and discussion only.

Prepared by: Tannia Ruiz, Management Assistant II

Approved by: Martin Whitfield, Interim Director



To: Parks and Recreation Board

Date: June 25, 2026

From: Martin Whitfield, Interim Director

Subject: REQUEST THE ACCEPTANCE OF THE ABANDONED ALLEY ACREAGE TO HILARIA RODRIGUEZ PARK AND TO DEVIATE FROM PARKS BOARD POLICY 3.9 AND PROCEED WITH SALE OF APPROXIMATELY .13 ACRES OF THE ABANDONED PROPERTY

This report requests Parks and Recreation Board (Board) approval to accept .13 acres of the abandoned alley south of Hilaria Rodriguez Park as part of the overall park acreage; and to deviate from the procedures in Parks Board Policy 3.9, Public Notification of Sale or Disposition of Park Land, and proceed with the sale of the .13 acres of abandoned property.

BACKGROUND

Hilaria Rodriguez Park is located at 2801 E. Adams and is classified as a pocket park within the Parks and Recreation system. It was master planned in 2011 with community input and was constructed in 2012. The park spans 0.83 acres and features a playground, ramada, shade trees, site furniture, an open turf area for recreational play, and a chain-link fence separating it from the adjacent alleyway that extends from 28th St. to 29th St.

In recent years, the neighborhood, alleyway, and the park itself have experienced an increase in illegal activity. The Parks and Recreation Department (PRD), in collaboration with the Office of Homeless Solutions (OHS), Phoenix Police (PD) and Neighborhood Services Departments (NSD), have made significant efforts to address these challenges and improve the area.

DISCUSSION

Residents surrounding Hilaria Rodriguez Park have continued to express concerns about safety in the surrounding neighborhood and in particular an alleyway. The area attracts negative behavior from overnight campers, drug activity, and inappropriate behaviors. This behavior has also extended into the park site. Negative behavior such as vandalism to the existing fence and drug paraphernalia have been reported by residents and seen by maintenance staff.

A portion of the alleyway extends along the south side of the park property (**Attachment A**). The next step in the process of improving the neighborhood is the abandonment of the alleyway. Most recently, NSD has been working with City departments and the alley's other adjacent property owners regarding the neighborhood's interest to have the alleyway abandoned.

The City's acceptance of the abandonment would result in approximately .13 acres becoming part of the park property. Although staff is favorable to the abandonment of the alley, it is not desirable to add the property to the existing park. Through discussions with NSD, the property owner to the south of the alley are interested in acquiring the City's .13-acre portion of property and constructing a block fence at the park boundary and installing gates at each end of the alley. This would allow for the

existing chain link fence to be removed and enable the park to be secured more safely; therefore, reducing negative behavior.

Parks Board Policy 3.9, Public Notification of Sale or Disposition of Park Land, governs the disposition of park land (**Attachment B**). The policy sets forth the procedure for the sale of park land and the process needed to solicit appropriate and adequate public input. Staff's recommendation is that a streamlined version of Parks Board Policy 3.9 is appropriate in this case because the subject property is not a park.

Subject to Parks Board approval staff would continue working with the other City departments to finalize the abandonment process and then move directly to requesting City Council approval to proceed with the sale of the abandoned alleyway property, thereby deviating from Parks Board Policy 3.9.

RECOMMENDATION

Staff recommends Board approval to accept .13 acres of the abandoned alleyway south of Hilaria Rodriguez Park as part of the overall park acreage; and to deviate from the procedures in Parks Board Policy 3.9, Public Notification of Sale or Disposition of Park Land, and proceed with the sale of the .13 acres of abandoned property.

Prepared by: Joe Diaz, Deputy Director

Approved by: Brandie I. Barrett, Assistant Director

ATTACHMENT A

Alleyway South of Hilaria Rodriguez Park



Attachment B
City of Phoenix
Parks and Recreation Board Policy

| | | |
|----------------------|--|---------------------------------|
| Number 3.9 | Public Notification of Sale or Disposition of Park land | Adopted: 4/25/2013 |
| | | Revised: 4/27/2017 7/25/2019 |

BACKGROUND:

This policy sets forth the procedure for the sale of park land and the process needed to solicit appropriate and adequate public input. This policy is developed to maintain transparency and continue to engage a comprehensive representation of the community prior to the potential sale of park land.

Park land may be sold for various reasons, but only after all other options for public recreational use and/or open space have been exhausted; after full vetting by the public; and satisfactory completion of the steps contained in this Policy.

DISCUSSION:

The obligation for completing all required steps identified in this policy is the responsibility of the prospective applicant/buyer. All expenses related to this process, including all public notification, shall be paid by the applicant. The applicant shall be required to attend all public meetings and shall be required to notify the affected service area of all public meetings. Reference Exhibit A (Public Notification and Procedures) for overview of requirements.

Steps include, but may not be limited to:

Step 1: Letter of Intent/Feasibility Analysis

PRD staff and/or the Finance Department Real Estate Division are contacted by a prospective buyer, including city departments, regarding existing park land.

- 1.1. Prospective buyer submits written request to PRD Director requesting to purchase park land. Information to be provided by the applicant includes: intended future use of park land and the potential benefit to community.
- 1.2. PRD staff will analyze the feasibility of the land sale, which includes but is not limited to: deed restrictions; grant restrictions such as Land and Water Conservation Fund (LWCF) dollars; preservation designation; impact fee program; and/or donor restrictions; impacts to the community within the park service area; and impacts to available recreation amenities within the affected park; compliance with the Phoenix General Plan, and other appropriate planning documents.(Checklist A, Pre-screening Checklist for Proposed Sale of Public Park land). PRD staff records findings in a report.
- 1.3. If it is determined there are deed or grant restrictions to acquire and/or develop the subject park land, PRD staff will also complete Checklist B (Additional Checklist for Deed and Grant Restrictions of Affected Property). PRD staff will record findings in a report and make a copy of Checklist B available.

- 1.4. If the PRD Director determines the pre-screening process has not indicated any major restrictions, the park land sale process proceeds to Step 2.
- 1.5. PRD staff reports from Step 1 to the Board as a policy item at a regularly scheduled Board meeting.
- 1.6. Board report will include:
 - Findings and analysis
 - Map of area from Phoenix General Plan
 - Aerial of subject property with existing land use and zoning of surrounding park service area.
 - Current photos of subject property and park amenities.
- 1.7. The Board will direct staff to either terminate the process or proceed to Step 2.
- 1.8. If Step 2 has not commenced within three (3) months of Board direction to proceed, the Letter of Intent shall be deemed withdrawn.

Step 2: Public Notification

Public notification process through a minimum of two open community meetings. within a half mile park service area.

- 2.1. Community meeting locations, dates, times, notice of a “proposed sale” of park land, and notice regarding the public comment period will be made available to the public a minimum of two weeks (14 days) prior via the department webpage, social media, and U.S. mail. Notification will be mailed to all addresses of stakeholder groups identified in this policy and listed in Step 2 and all residential mailing addresses within park service area.
- 2.2. Applicant shall be required to notify all entities by mail (Exhibit B, Public Notification Letter) including: known community groups, neighborhood associations and block watch groups listed with the City, schools, community organizations, places of worship, and all residential addresses in the park service area, as defined by PRD.
- 2.3. A copy of the letter, the notification list and a notarized affidavit of notification must be submitted to the Parks and Recreation Department Director, no later than fourteen (14) days prior to the community meeting.
- 2.4. Based on current census data collected, PRD staff will instruct the applicant to provide and distribute the letter in English and Spanish and any other languages as identified. For any community meetings, PRD staff will instruct the applicant to provide a city approved interpreter as needed.
- 2.5. Signs will be posted at multiple appropriate locations in the park land under consideration for sale and will adhere to the specifications as outlined in Exhibit D (Public Meeting Notification Signage). An affidavit of posting is required.

- 2.6 All information made available in Steps 1 and 2 will be made available at the open community meetings. Additional written comments will be accepted by US mail, hand delivery, fax, social media, phone and email.
- 2.7 PRD staff will summarize the public input received and make it available to the public, to include posting on the PRD webpage, and present to the Board (Step 3).
- 2.8 PRD staff presents information identified in Steps 1 and 2 to the appropriate Phoenix Village Planning Committee for feedback to be taken to the Board for consideration. Applicant will be required to notify entities for the Village Planning Committee meeting, as specified in Step 2.

Step 3: Public Hearing and Report of Findings to the Parks Board

PRD staff prepares a report, to be presented at a Parks Board public hearing, based upon feedback from Step 2. The report shall include staff's recommendation, at which time the Board will make a decision whether to proceed or not on the sale of subject park land.

Step 4: Report to City Council Subcommittee

- 4.1 If the Parks Board directs staff to proceed with the park land sale, the Phoenix City Council Subcommittee currently assigned to PRD matters makes a recommendation regarding the subject park land.
- 4.2 If the City Council Subcommittee directs the park land sale to proceed, PRD staff will work with the Finance Department Real Estate Division to request authorization from the City Council for the park land sale.

Step 5: Final Decision from City Council

Phoenix City Council will review and make a final decision to either deny or approve sale of subject park land.

Procedure Schedule

This schedule is intended to streamline the process to reach a final decision on whether to sell park property. Unforeseen circumstances or the desire for additional public input may lengthen the schedule.

Step 1: Letter of Intent/Feasibility Analysis – 2 weeks from receipt of letter of intent

Step 2: Public Notification – 12-14 weeks

Step 3: Public Hearing and Report of Findings to the Parks Board – 3-4 weeks

Step 4: Report to City Council Subcommittee – 4-5 weeks

Step 5: Final Decision from City Council – 4-5 weeks

Sale Procedures

Procedure for public input and Council approval is estimated to take 25 to 30 weeks (approximately 6 to 8 months). Once the decision has been made, the technical process to sell the park land begins. The City has a choice of procedure:

1. Request for Proposal. This process requires the development of a request for proposal (RFP) from interested buyers. It is a competitive process that gives no advantage to the original proposer. It does allow more flexibility since the City can stipulate certain conditions under which the property may be sold. For example, PRD could require parking in a certain location that might benefit an adjacent public property.
2. Brokered sale. The City contracts with a real estate broker that could sell the property on the City's behalf.

Approximately 8-10 weeks is required for title search, property surveys and appraisals with each of the sale procedure options before the property can be offered for sale. Much of this can happen concurrently while waiting for final City Council approval.

The PRD Director, in consultation with the City's Finance Department/Real Estate Division, will make the decision on which of the sale procedures is used for each park land sale opportunity.



To: Parks and Recreation Board

Date: June 25, 2026

From: Martin Whitfield, Interim Director

Subject: REQUEST FOR APPROVAL OF NEW NAME FOR PARK AND COMMUNITY CENTER
AT 35TH AVENUE AND BASELINE ROAD

This report requests Parks and Recreation Board (Board) approval to rename the park and community center located at 35th Ave and Baseline Road to Aguila Park and Aguila Community Center.

BACKGROUND

On March 18, 2026, Mayor Kate Gallego, Councilwoman Betty Guardado and Councilwoman Laura Pastor submitted a Formal Meeting Item Request outlining three actions in response to recent public reports alleging misconduct by Cesar Chavez. Their request asked the City Council to rename the March 31 holiday as Farmworker's Day, begin the process of renaming all City facilities that currently bear the name Cesar Chavez and remove City installed signage honoring him.

The Phoenix City Council approved these actions on March 25, 2026.

On March 26, 2026, per the Park Naming Policy 3.3 (**Attachment A**) staff received Parks and Recreation Board approval to begin the formal renaming process for Cesar Chavez Park and Cesar Chavez Community Center.

DISCUSSION

The park located at 7858 S. 35th Avenue (35th Avenue and Baseline) covers 181.65 acres and features a wide range of amenities, including ball fields, basketball courts, a dog park, drinking fountains, grill and picnic areas, playgrounds, racquetball courts, community center, restrooms, shade structures, a skate park, soccer fields, tennis courts, urban fishing areas, and volleyball courts.

Classified as a regional park, it also has a five-mile service radius used to gather community input during public engagement processes. This feedback helps guide facility improvements and, in this case, the potential renaming of both the park and the community center.

To collect public input on new name options, the Parks and Recreation Department created an electronic survey and presented six suggested names, each selected for its historical or cultural relevance to the area. The proposed names and their meanings were as follows:

- Arizona Sunset Park & Sunset Community Center: Reflects the striking colors of Arizona's sunsets, which illuminate the surface of the park's 28-acre lake and offers scenic views enjoyed by the community.

- Desert Oasis Park & Desert Oasis Community Center: Highlights the park's lake as a natural refuge for Arizona wildlife, providing a safe habitat for more than 100 fowl and a variety of fish.
- Aguila Park & Aguila Community Center: "Aguila," Spanish for "eagle," aligns with the adjacent Aguila Golf Course.
- Laveen Park & Laveen Community Center: Emphasizes the strong connection between the park and the surrounding Laveen community.
- Holstein Heritage Park & Holstein Heritage Community Center: Honors Laveen's long-standing dairy-farming history, symbolized by the Holstein cow sculptures displayed within the park.
- Farmworkers Park & Farmworkers Community Center: Recognizes the farmworkers who once cultivated the area's agricultural fields, where crops such as alfalfa, cotton, and produce were grown and harvested.

Survey respondents were also given the opportunity to propose their own name suggestions.

Staff promoted the survey through multiple channels, including posting signs with QR codes throughout the park, distributing flyers and a message board at the community center, sending more than 14,500 emails to community center participants with the survey link, and sharing announcements on the Parks and Recreation social media pages, Nextdoor, and the Mayor and Council pages.

The survey ran from May 15 to June 14, 2026, and received a total of 1,843 responses. Of these, 1,365 responses (74 percent) came from within the park's service radius. The name that received the highest number of votes, both overall (565 votes) and within the service area (445 votes) was Aguila Park and Aguila Community Center, as shown in **Attachment B**.

RECOMMENDATION

Staff recommends Board approval of the name Aguila Park and Aguila Community Center for the park and community center located at 7858 S. 35th Avenue.

Prepared by: Joe Diaz, Deputy Director

Approved by: Martin Whitfield, Interim Director

ATTACHMENT A
City of Phoenix
Parks and Recreation Board Policy

| | | |
|----------------------|--------------------|--------------------|
| Number 3.3 | Park Naming | Adopted: 9/13/1967 |
| | | Revised: 4/26/2012 |

Park Naming Criteria

The Parks and Recreation Board shall have final approval authority for all names for parks, parks features and recreational facilities.

In considering proposed names for parks, park features and recreational facilities, the Board shall consider whether the following conditions apply:

1. The person or entity proposing the name donated the park, park feature or recreational facility.
2. The person or entity proposing the name donated funding equal to the value of the land for the park or the development of the park, park feature or recreational facility.
3. The person or entity proposing the name donated funding equal to at least 50 percent of the cost of the park's development or major renovation.
4. The person or entity proposing the name made a series of donations to the City of Phoenix park system whose sum is the percentage values required in paragraphs 1, 2, or 3.
5. A nonprofit organization that operates a parks facility and proposes a name for a park, park feature or recreational facility meets the criteria outlined in the Naming Rights Guidelines for Nonprofit Operators of Department Facilities below.
6. The individual person whose name is proposed is accepted by the general public as being a local, state, or national hero or has had historical significance deemed deserving of extraordinary recognition through park naming.
7. The name conveys and reflects a City of Phoenix park and/or facility.

The Board shall have the authority to establish additional guidelines/criteria which may not be covered in this policy. The Board may consider names through contests, community recommendations, the establishment of a special naming subcommittee, term agreements, or other appropriate means representative of the policy guidelines.

Special Park Feature/Recreation Facility

A specific park feature or recreational facility may be named in honor of a donor or in recognition of a special event, person, or cause without having to rename the park it is located in. For example, a person or group may wish to donate a special piece of equipment, the construction of a basketball court, the dedication of an amphitheater,

ball diamond, construction of a picnic ramada, etc. Plaque dedications, benches, special tree plantings, trail dedications, etc., have traditionally become recognized features in parks. The Department shall have the authority to approve the naming of a special park feature. The Board retains the authority to approve the naming of multiple special park features of significant monetary value. Monuments and memorials are addressed in a separate Board-approved policy guideline.

Term-limited Sponsorship Agreements

The Parks and Recreation Board shall have approval authority over all term-limited naming-rights agreements. Such an agreement involves a delicate balance between the public park facility and a potential sponsor. The Board should consider opportunities for the Parks and Recreation Department to earn revenue by granting the naming rights for a period of time while preserving programming and facility rights for the public. The naming rights agreement shall address signage, promotional materials, media exposure, programming, and other benefits that match the sponsor's business/individual development perspective. In valuing a sponsorship, the board shall consider the potential value of other sponsorship opportunities in a park or recreational facility. The Board shall also consider other terms, such as a right of first negotiation to renew the agreement at the end of the term.

Naming Rights Guidelines for Nonprofit Operators of Department Facilities

The Parks and Recreation Department relies on nonprofit organizations to operate numerous Department facilities and services for the benefit of the general public. Nonprofit operators of Department facilities may offer naming rights, subject to Parks and Recreation Board approval, as a means to generate facility operating funds according to the following considerations:

1. The nonprofit operator shall contribute a percentage of the facility's fair market value in funds, furniture, fixtures, and/or equipment at levels sufficient to merit Parks and Recreation Board approval of naming rights during the term of an operating agreement. The total contribution may be less than the levels established within this policy for other entities.
2. A nonprofit operator may, subject to the approval of the Parks and Recreation Board, offer naming rights in acknowledgment of a donation. Such naming rights donations shall be used by the nonprofit operator for the operation of the City facility and its services for the general public in compliance with the terms and conditions of the Board approved Operating Agreement. The nonprofit operation shall provide the Parks and Recreation Department an accounting of the use of the funds.
3. Lesser contribution levels for naming rights for an area or feature of a facility may also be considered.
4. The Parks and Recreation Board will have the option to approve facility naming rights on behalf of nonprofit operators in perpetuity when the level of contribution meets the requirements listed in Park Naming Criteria above.

5. This policy applies only to facilities owned by the Parks and Recreation Department. This naming rights policy does not apply to programs or other sponsorships (such as events) to which the nonprofit operator may provide naming rights in acknowledgment of a donation.

Park Renaming/Un-naming

With the exception of parks and facilities with term-limited names, the Board shall not change the name of any named park or facility unless there are extraordinary circumstances of local or national interest and no other park facility can be so designated. Officially named parks and facilities are defined as those which have been named by the Board. The Board should change the name of a park only with great deliberation. For example, (1) in reaction to related geographical name changes; or (2) in response to negative public opinion related to inappropriate, derogatory, or offensive naming reference; or (3) to commemorate a person or persons who have made overriding contributions to the park or who are of local and national interest and whose distinctions are as yet unrecognized. A five-year waiting or "grace" period from the time of the death of a person whose name is being proposed for a park shall be followed. For renaming an existing park, it is the policy of the Board to take no formal action until after a thorough public notification/hearing process has taken place on the proposed change. Living next of kin shall be queried as to their wishes regarding any request to change the name of a "person/family named park." The stated purpose of this policy guideline is to preserve, honor, and protect the official actions of previous Boards and to consider a name change only after thorough research and public discussion has taken place. In all cases, the Board shall have the prerogative of formally considering, accepting, or rejecting the proposed name change. Board policy decision is final for City of Phoenix designated parks. Naming or renaming of specific geographical features may be subject to State Board of Geographic and Historic Names (A.R.S. §41.935.02, 835.05) and U. S. Bureau of Geographic Name policies.

Delia Ortega Nowakowski, Chair
April 26, 2012

Reference: Policy No. PRL-17, Parks Board Minutes 2/24/2005, 5/6/1980

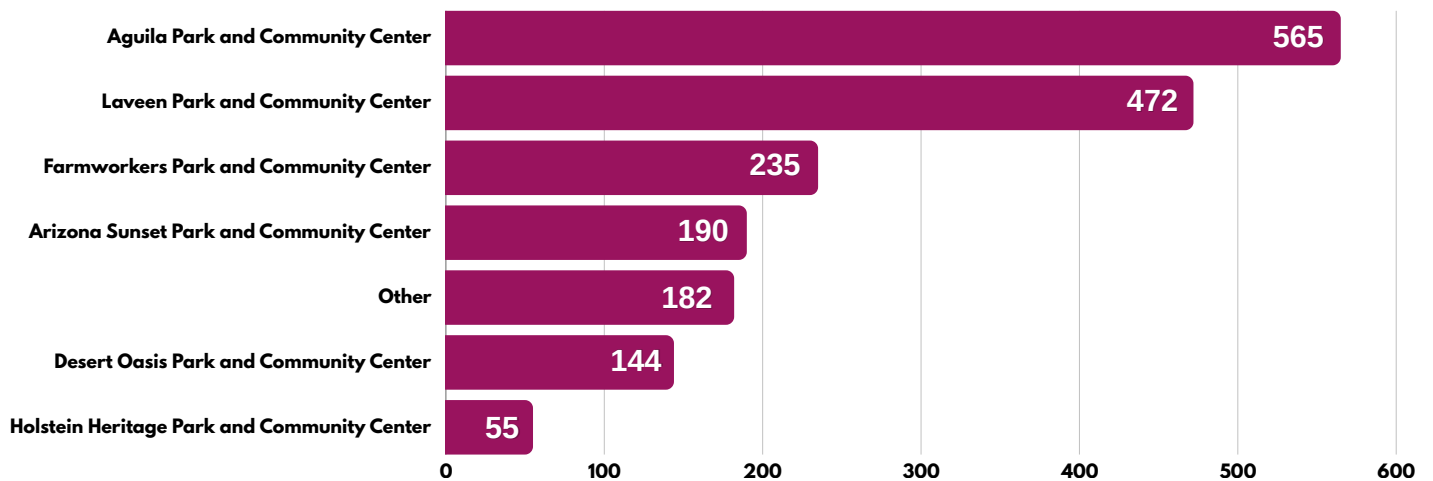


Community Survey Results

This summary presents survey results regarding the renaming of the park and community center at 35th Avenue and Baseline Road, formerly known as Cesar Chavez Park and Community Center.



Results Summary



Service Area Survey Results

The below results include only responses from residents whose ZIP codes place them within the park and community center’s service area, defined as a 5-mile radius around 35th Avenue and Baseline Road.

Total # of Survey Responses:
1,365
English & Spanish Responses within the Service Area

Top Name by # of Responses:
Aguila Park and Community Center
445 Responses

Results Summary

