

**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, January 22, 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 **2337 186 4516** then enter in the Webinar password **PksMtg!** when prompted (7576841 from phones).

**Observe:** [\*\*Parks and Recreation Board Meeting Link- January 22, 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:

[\*\*January 22, 2026 - Virtual Request to Speak Link for Parks Board Meeting\*\*](#)

- Virtual speakers must register by: [\*\*January 21, 2026\*\*](#)

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](mailto: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:

<b>1. CALL TO ORDER</b>		Tony Moya, Chair
<b>2. INFORMATION ONLY:</b> Information items will be provided to the Board in writing and are not intended for formal presentation unless otherwise requested by a Board member or required for future policy consideration.		
a. Quarterly Code of Conduct Update		Jarod Rogers
b. North Mountain Park Renovation Update		Jarod Rogers
<b>3. CONSENT ITEM(S):</b> Consent items will be <b>provided to the Board in writing and are not intended for formal presentation</b> . 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 – November 17, 2025		Dalia Adams
b. 2026 NCAA Women's Final Four Events		Tony Salinas
c. Barrios Unidos Park-Tonatierra Community Development Institute City Centzonmilpan Community Heritage Garden		Joe Diaz Theresa Faull
d. Donation from Phoenix Suns/Phoenix Mercury Foundation for Court Improvements at Rose Mofford Sports Complex and Renovation of the Grant Park Gymnasium		Jana Benson
e. Heritage Square Sub-permit Agreement- Haustgen House		Tony Salinas
<b>4. INFORMATION AND DISCUSSION ITEMS(S):</b> 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. Parks Master Plan Update		Felicia Mendoza
b. Urban Farming Project (32 <sup>nd</sup> Avenue and McDowell)		William Adams
c. 2023 General Obligation (GO) Bond-Aquatic Facility Renovations at Maryvale, Marivue, and Holiday Parks		Scott Coughlin
<b>6. CALL TO THE PUBLIC:</b> 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.		
<b>7. BOARD CHAIRPERSON'S REPORT</b> – The Chairperson will verbally present comments or requests to the Board without Board discussion.		Tony Moya, Chair
<b>8. BOARD COMMENTS/REQUESTS</b> – The Chairperson will entertain Board member comments or requests without Board discussion.		Tony Moya, Chair
<b>9. DIRECTOR'S BRIEFING</b> – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion.		Martin Whitfield, Director
<b>10. ADJOURNMENT</b>		Tony Moya, Chair

For further information or to request a reasonable accommodation, please contact:

**Dalia Adams** At: [dalia.adams@phoenix.gov](mailto:dalia.adams@phoenix.gov) or 602-495-0151 or TTY: 7-1-1.

January 13, 2026.



**To:** Parks and Recreation Board      **Date:** January 22, 2025

**From:** Martin Whitfield, Director

**Subject** QUARTERLY CODE OF CONDUCT UPDATE

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This report provides the Parks and Recreation Board (Board) with a standing quarterly update regarding implementation of the Code of Conduct and ongoing education.

### BACKGROUND

For additional background information, refer to previous Parks Board reports. Following Board approval in January 2021, staff implemented the Code of Conduct and began a 90-day education period regarding the new behavioral expectations for parks and park facilities. In April 2021, the trespass policy contained within the Code of Conduct took effect.

The goal of the Code of Conduct is to promote behavior that allows everyone to enjoy clean, safe, accessible, and inviting parks, facilities, and programs by providing clear expectations of acceptable behavior in flatland parks, desert and mountain parks and preserves, and other park facilities. The Code of Conduct was written in partnership with the community and several City departments, including the Law Department, the Prosecutor's Office, and the Police Department.

### DISCUSSION

#### **Educational Contacts and Trespass Notices**

Staff continue to educate the community and park guests regarding the Code of Conduct. At the Board's request, the number of educational contacts made by staff in the field and the number of trespass notices and citations issued are tracked and reported to the Board on a quarterly basis.

Park Rangers have the authority to enforce Phoenix City Code violations through the issuance of Arizona Traffic Ticket and Complaint (ATTC) citations. These citations are issued for violations of both criminal and civil violations that occur on park property. In addition, Park Rangers can enforce the Parks and Recreation Code of Conduct through the issuance of trespass notices. Some conduct violates both the Phoenix City Code and the Code of Conduct. Park Rangers generally lead with education to gain compliance, but, when education does not work and to address chronic and/or serious behavior, a Park Ranger may issue an ATTC, a trespass notice or both depending on the behavior.

**From the week of September 1 to the week of September 29**, urban park rangers made approximately (988) educational contacts. During this period, park rangers issued (275) trespass and order to leave the park notices and (65) citations.

The trespass notices during this period were related to: (136) Loitering after closure, (99) Using, possessing, selling drugs or drug paraphernalia, (11) Unlawful conduct that violates, the A.R.S., P.C.C., or CoC, (9) Possessing or consuming alcohol, (6) Smoking or vaping, (5) Prohibition of wheeled devices, (2) Prohibited public activities Urinating/defecating in public, (2) Dog at Large, (2) Bathing, sleeping, storing belongings, or doing laundry in restrooms or facilities, (1) Aggressive intimidation or harassment, (1) Prohibition of commercial sales activities, and (1) Using amenities outside of their intended or approved purpose.

The citations were for violations related to: (53) Loitering after closure, (5) Spirituous liquor in parks, (3) Dog at Large, (2) Prohibition of commercial sales activities, (1) Prohibition of Wheeled Devices, and (1) Prohibited public activities (Urinating/defecating in public).

**From the week of October 6 to the week of October 27**, urban park rangers made approximately (1115) educational contacts. During this period, park rangers issued (295) trespass and order to leave the park notices and (63) citations.

The trespass notices during this period were related to: (116) Using, possessing, selling drugs or drug paraphernalia, (113) Loitering after closure, (17) Prohibition of wheeled devices, (13) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (12) Possessing or consuming alcohol, (8) Using amenities outside of their intended or approved purpose, (4) Smoking or vaping, (2) Entering parks areas closed to public use, (2) Loitering, (2) Defacing Public Property, (1) Prohibited public activities Urinating/defecating in public, (1) Public Sexual Activity, (1) Dog at Large, (1) Bathing, sleeping, storing belongings, or doing laundry in restrooms or facilities, (1) Prohibition of commercial sales activities, (1) Aggressive intimidation or harassment.

The citations were for violations related to: (51) Loitering after closure, (4) Dog at Large, (2) Spirituous liquor in parks, (3) Entering park areas closed to public use, (2) Prohibited Wheeled Devices, and (1) Unlawful Conduct that violates the A.R.S., P.C.C., or CoC.

**From the week of November 3 to the week of November 24**, urban park rangers made approximately (915) educational contacts. During this period, park rangers issued (293) trespass and order to leave the park notices and (89) citations.

The trespass notices during this period were related to: (144) Loitering after closure, (97) Using, possessing, selling drugs or drug paraphernalia, (10) Possessing or consuming alcohol, (9) Smoking or vaping, (7) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (6) Prohibition of wheeled devices, (6) Order to Leave Unlawful Failure to Comply, (4) Using amenities outside of their intended or approved purpose, (4) Loitering, (1) Prohibited public activities Urinating/defecating in public, (1) Bathing, sleeping, storing belongings, or doing laundry in restrooms or facilities, (1) Aggressive intimidation or harassment, (1) Glass

containers in parks, (1) Activities that may endanger self, others, wildlife, or park property, and (1) Obstructing other park guests' use of Parks and Park amenities.

The citations were for violations related to: (76) Loitering after closure, (5) Dog at Large, (4) Loitering, (2) Spirituous liquor in parks, and (2) Prohibited of Wheeled Devices.

**From the week of December 1 to the week of December 29**, urban park rangers made approximately (937) educational contacts. During this period, park rangers issued (298) trespass and order to leave the park notices and (117) citations.

The trespass notices during this period were related to: (161) Loitering after closure, (89) Using, possessing, selling drugs or drug paraphernalia, (15) Possessing or consuming alcohol, (11) Prohibition of wheeled devices, (7) Using amenities outside of their intended or approved purpose, (5) Prohibited public activities Urinating/defecating in public, (4) Smoking or vaping, (3) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (1) Obstructing streets, sidewalks, public grounds, (1) Littering, and (1) Glass containers.

The citations were for violations related to: (97) Loitering after closure, (6) Prohibited of Wheeled Devices, (5) Dog at Large, (4) Prohibited public activities (Urinating/defecating in public, (1) Glass Containers, (1) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (1) Spirituous liquor in parks, (1) Littering, and (1) Using, possessing, selling drugs or drug paraphernalia).

(See **Attachment A Table 1** for a weekly breakdown of the activity for 2025 as well as weekly averages for 2021 through 2024).

At the time of this report, three appeals have been received for adults. One trespass was modified, one trespass was denied, and one trespass was retracted. No juvenile trespasses were recorded.

At the October 2023 Parks Board meeting, the Board requested a breakdown of the five parks experiencing the greatest Code of Conduct challenges. The attached table highlights names of the five parks and their associated number of violations each month. (**Attachment A Table 2**)

Staff will continue to lead with education about the Code of Conduct and report the number of educational contacts made and the number of trespass notices and citations issued to the board.

#### RECOMMENDATION

This report is for information only.

Prepared by: Jarod Rogers, Deputy Parks and Recreation Director

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director

## Attachment A

Table 1:

Date	Number of Educational Contacts	Number of Trespass Notices and Orders to Leave Issued	Number of Arizona Traffic Ticket and Complaint (ATTC) Citations Issued
<b>Week of December 29</b>	158	40	23
<b>Week of December 22</b>	144	65	22
<b>Week of December 15</b>	199	66	18
<b>Week of December 8</b>	207	55	19
<b>Week of December 1</b>	229	72	35
<b>Week of November 24</b>	264	97	18
<b>Week of November 17</b>	171	44	18
<b>Week of November 10</b>	261	75	18
<b>Week of November 3</b>	219	77	35
<b>Week of October 27</b>	224	84	23
<b>Week of October 20</b>	475	86	19
<b>Week of October 13</b>	196	59	11
<b>Week of October 6</b>	220	66	10
<b>Week of September 29</b>	174	51	21
<b>Week of September 22</b>	171	40	9
<b>Week of September 15</b>	227	90	13
<b>Week of September 8</b>	204	41	8
<b>Week of September 1</b>	212	53	14
<b>Week of August 25</b>	252	54	21
<b>Week of August 18</b>	228	58	26
<b>Week of August 11</b>	328	110	34
<b>Week of August 4</b>	229	81	20
<b>Week of July 28</b>	218	112	28
<b>Week of July 21</b>	347	102	23
<b>Week of July 14</b>	253	77	5
<b>Week of July 7</b>	194	69	12

<b>Week of June 30</b>	312	79	10
<b>Week of June 23</b>	296	61	17
<b>Week of June 16</b>	229	37	8
<b>Week of June 9</b>	188	44	7
<b>Week of June 2</b>	188	39	7
<b>Week of May 26</b>	172	34	6
<b>Week of May 19</b>	170	48	15
<b>Week of May 12</b>	252	52	8
<b>Week of May 5</b>	214	60	11
<b>Week of April 28</b>	248	38	3
<b>Week of April 21</b>	346	73	9
<b>Week of April 14</b>	215	44	6
<b>Week of April 7</b>	250	62	7
<b>Week of March 31</b>	235	61	15
<b>Week of March 24</b>	238	57	15
<b>Week of March 17</b>	250	50	9
<b>Week of March 10</b>	243	19	2
<b>Week of March 3</b>	212	51	4
<b>Week of February 24</b>	221	35	4
<b>Week of February 17</b>	255	32	9
<b>Week of February 10</b>	169	40	20
<b>Week of February 3</b>	253	40	5
<b>Week of January 27</b>	231	33	7
<b>Week of January 20</b>	170	26	4
<b>Week of January 13</b>	195	43	7
<b>Week of January 6</b>	184	20	2
<b>Week of December 30</b>	135	21	8
<b>Weekly Average 2025</b>	227.8	57.1	13.7
<b>Weekly Average 2024</b>	392.6	49.3	6.6
<b>Weekly Average 2023</b>	386.3	16.3	4.0
<b>Weekly Average 2022</b>	276.4	4.9	1.1
<b>Weekly Average 2021</b>	501.6*	9.5*	N/A **

\*The trespass policy went into effect March 22, 2021. Average of 42 weeks.

\*\* ATTCs not tracked in 2021. ATTC tracking began the week of October 2, 2022.

ATTC average for 2022 covers the weeks from October 2 through December 25.

\*\*\*Beginning January 1, 2024, updates to the Access database allowed for improved data collection. These changes more accurately capture park ranger activity and filter out unrelated activity.

\*\*\*\*On September 1, 2024, park rangers began using a new, updated, GIS based data collection tool that allows for more accurate reporting.

**Table 2:**

**Five Parks with greatest number of violations observed by Park Rangers. End of December 2024 to the last week of December 2025.**

Month	Park #1	Violations Observed	Park #2	Violations Observed	Park #3	Violations Observed	Park #4	Violations Observed	Park # 5	Violations Observed
Jan 2024	Cesar Chavez	215	Hance	165	Desert West	94	Hayden	79	Cave Creek*	69
Feb 2024	Desert West	236	Cesar Chavez	203	Cave Creek*	158	Hance	156	Sueno & El Prado	87
Mar 2024	Hance	280	Cesar Chavez	202	Cave Creek*	198	Sueno	177	Hayden	92
Apr 2024	Hance	294	Cave Creek*	229	Cesar Chavez	143	Solano	122	Sueno	116
May 2024	Hance	264	Cesar Chavez	159	Cave Creek*	156	Hermoso	102	La Pradera	97
June 2024	Hance	380	Hermoso	346	Cesar Chavez	140	Cave Creek*	107	University	88
July 2024	Hance	287	Cave Creek*	148	Cesar Chavez	144	Hermoso	102	Sueno	97
Aug 2024	El Prado	127	Cave Creek*	127	Hance	123	El Oso	121	Cesar Chavez	107
Sept 2024	El Oso	265	Cave Creek*	164	Cesar Chavez	161	Hance	111	Sueno	99
Oct 2024	Hance	109	Cave Creek*	87	Sueno	83	Hermoso	56	Cesar Chavez & Cielito	44
Nov 2024	Cave Creek*	82	Sueno	72	Hance	44	Cesar Chavez	33	El Oso	32
Dec 2024	Sueno	92	Cave Creek*	83	Hance	62	Cortez	37	University	32
Jan 2025	Cave Creek*	96	Little Canyon	65	Hance	60	Encanto	53	Hermoso	47
Feb 2025	Hance	119	Little Canyon	67	Civic Space	54	Cave Creek*	46	Encanto	43
Mar 2025	University	75	Madison	70	Encanto	69	Cave Creek*	61	Hance	51
Apr 2025	Cave Creek *	136	Cortez	93	Hance	85	Little Canyon	52	Madison	49
May 2025	Hermoso	68	Harmon	55	Cave Creek *	51	Civic Space	45	Hayden	39
June 2025	Cave Creek*	104	Hermoso	84	Hance	72	Maryvale	60	Cortez	57

July 2025	Cortez	77	Hance	75	Cave Creek*	67	Cesar Chavez	65	Madison	55
August 2025	Hance	85	Hayden	72	Cortez	65	Cesar Chavez	36	Central	34
September 2025	Little Canyon	64	Hance	65	Encanto	62	Madison	47	University	45
October 2025	Desert West	139	Mariposa	88	University	81	Arcadia	62	Hayden	58
November 2025	Encanto Park	76	University	75	Hance	66	Hayden	64	Little Canyon	57
December 2025	Hance	72	Chavez	58	Desert West	55	University	48	Washington	45

*\*The Cave Creek Parks include 6 connected parks.*



**To:** Parks and Recreation Board

Date: January 22, 2025

**From:** Martin Whitfield, Director

**Subject:** NORTH MOUNTAIN PARK RENOVATION UPDATE

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This report provides the Parks and Recreation Board with an update on the renovation of North Mountain Park.

### BACKGROUND

North Mountain Park, part of the original Phoenix Mountains Preserve, was established in the late 1950s and now requires significant renovation, including infrastructure upgrades and site-wide improvements. Over the past seven decades, additions such as a playground, a south-side restroom, ramadas, and minor road and facility updates have been made. While these projects improved individual areas, they left the park with a scattered mix of amenities lacking a cohesive design.

The larger ramadas remain popular for picnics and events. The park offers striking views south to downtown Phoenix and South Mountain Park / Preserve and eastward toward Piestewa Peak. Trail 44, part of North Mountain National Trail, is one of the City's most popular trails. At just over a mile long, its paved, steep surface provides a strenuous hike with great views.

Staff conducted a series of public outreach efforts beginning in 2022 which included a survey and two in-person open house meetings. The initial public survey sought to understand how residents and guests utilize North Mountain Park and what amenities they would like to see included in the planned renovations. The survey was provided in a variety of formats: online, through a project phone number, and by email. The survey was available online from Friday, November 18, 2022, through Sunday, January 1, 2023. During the survey period, the project team received 242 survey responses.

The project team hosted the first in-person open house meeting to present the initial design concepts that had been developed following the survey. The meeting was held at the North Mountain Visitor Center on April 5, 2023. Two concepts were posted for public viewing. Feedback was captured via comment forms handed out at the meeting and via an online survey that launched on Wednesday, April 5, 2023, and remained open until April 21, 2023. During the survey period, the project team received 309 survey responses.

On June 20, 2023, the second and final in-person open house meeting was held at the North Mountain Visitor Center. The project team presented the revised concept reflecting public input and staff were present to answer questions.

The result of these efforts is the North Mountain Park Master Plan that was approved by the Parks and Recreation Board on November 16, 2023. (Attachment A.)

In February 2023, a consultant, Logan Simpson, completed both archaeological and historic property surveys of the site and surrounding area and provided direction on the development of the site. While there are no known or observed archaeological features in the footprint of the renovation project, there are sites in the surrounding preserve lands that were further documented. No individual buildings on the site were deemed eligible for recommendation to the National Register of Historic Buildings. Many of the ramadas will be kept in place with appropriate renovations like what has successfully been achieved at recent renovation projects at both Piestewa Peak and South Mountain Park.

The creation of construction documents began in June 2025 with a team of designers led by J2 Environmental Design. The design is currently at 30% design level. As the design process has progressed, the master plan has proven itself to be a solid foundation guiding the design of the construction documents. See Attachment B for the current rendering reflecting the 30% design drawings.

On December 17, 2025, Phoenix City Council approved entering into an agreement with Valley Rain Corporation to provide Construction Manager at Risk (CMAR) Preconstruction and Construction services for the renovation project. Valley Rain Construction Corporation will provide cost estimating, project planning and scheduling, construction phasing, alternate systems evaluations, constructability studies, advice on green building materials, and other related tasks.

## DISCUSSION

Completion of the North Mountain Park updates will provide an enhanced experience for park/preserve visitors, with infrastructure and amenities to support current and anticipated future needs to meet public demand. The improvements will protect the integrity of the Phoenix Mountains Preserve and will allow staff to focus on programming, interpretation, and visitor services.

Timeline:

- Phase I – Master Plan – completed 2023
- Phase II – Design, July 2025 through early fall 2026
- Phase III – Construction, late 2026 through late 2027

## RECOMMENDATION

For information only.

Prepared by: Jarod Rogers, Deputy Director  
Approved by: Brandie I. Barrett, Assistant Director

# Attachment A



## Parks and Recreation Board Approval: November 16, 2023

The Final Master Plan Concept utilizes the existing footprint to create three unique destinations throughout the park. Two of the parking lot locations provide access to the different trailheads, such as North Mountain's popular Trail 44, which has been re-routed for better ease of access and a safer connection. Additional parking throughout the whole park allows more visitors to enjoy the trails and nearby facilities. At the heart of the park, an event space, new restroom and playground give guests an ideal gathering space for large groups, bolstered by scenic backdrop and the revitalized historic ramadas. Lastly, by eliminating vehicular access on the west side of the park, pedestrians reclaim access to the walking loop, creating a safer and more naturalized environment for visitors, fauna and flora.

# Attachment B



**CITY OF PHOENIX  
PARKS AND RECREATION BOARD  
SUMMARY MINUTES  
November 17, 2025**

Virtual meeting hosted on Webex.

<b><u>Board Members Present</u></b>	<b><u>Staff Present</u></b>	<b><u>Community Members</u></b>
Kelly Dalton, Chair Aubrey Barnwell (virtual) Tony Moya Sarah Porter (virtual) Emma Viera (virtual) Leon Thomas Dorina Bustamante	Cynthia Aguilar Mitch Menchaca Brandie I. Barrett Dustin Cammack Felicia Mendoza Michael Svetz Tannia Ruiz Cynthia Peiz Jana Benson Dalia Adams	Jerry Van Gasse

**1. CALL TO ORDER**

Chairperson Dalton called the meeting to order at 5:00 p.m. with Board members Thomas, Moya, Barnwell, and Viera in attendance.

**2. INFORMATION ONLY**

No formal presentation on these items. Information only.

Board member Bustamante arrived.

**2a. Impact Melanoma Program Update**

**3. CONSENT ITEMS**

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

**3a. Parks and Recreation Board Summary Minutes – October 23, 2025**

Board member Moya moved to approve consent item 3a, with Board member Thomas seconding the motion. The motion passed unanimously, 6-0

**3b. Annual Request to Vend**

Board member Moya moved to approve consent item 3b, with Board member

Thomas seconding the motion. The motion passed unanimously, 6-0

### **3c. Request Authorization to Issue Small Recreation Centers Request for Proposals**

Board member Viera recused herself on item 3c.

Board member Moya moved to approve consent item 3c, with Board member Thomas seconding the motion. The motion passed unanimously, 5-0.

*Chairperson Dalton announced that agenda item 5a would be moved out of order, stating that they would return to agenda item 4 after the presentation on item 5a.*

## **5. DISCUSSION AND POSSIBLE ACTION**

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

### **5a. Update on the Pilot and Request for Approval to Permanently Transition Management of Arts and Cultural Facilities from Parks and Recreation to the Arts and Culture Department**

The Office of Arts and Culture Director Mitch Menchaca presented a request for Board authorization to permanently transition the management of five cultural facilities from the Parks and Recreation Department to the Office of Arts and Culture. He explained that these facilities include the Phoenix Center for the Arts, the Thunderbird Arts Center, Tovrea Castle, the Shemer Art Center, and the city-operated S'edav Va'aki Museum, all of which provide important arts, education, and cultural services to the community through nonprofit partnerships or city operations.

Director Menchaca highlighted the Office of Arts and Culture's experience managing major cultural facilities, its success in securing bond funding and its recent investments in facility improvements. He stated that transferring management would improve coordination, provide dedicated property oversight, strengthen technical and grant support, and better integrate these facilities into the City's cultural network.

He concluded by recommending Board approval to authorize the permanent transition and allow staff to finalize roles, budgets, and responsibilities through a memorandum of understanding.

Chairperson Dalton opened the floor for questions.

Board member Moya asked for clarification on what it means to "permanently turn over" the facilities to Arts and Culture. He also wanted to know whether this refers

to budgets, staffing or only physical facilities.

Director Menchaca answered yes, budgets, staff and physical facilities would be permanent assets of the Office of Arts and Culture.

Board member Moya asked how success of this pilot program has been measured.

Director Menchaca emphasized the importance of having staff who understand the specialized work of museums and arts facilities. He explained that staff with museum and theater experience are better able to advocate for partners and help secure resources. He also noted that the Office of Arts and Culture supports arts nonprofits with board development and fundraising. He added that partner organizations are eager to work with Arts and Culture.

Director Aguilar added that Mitch and his team can provide a higher level of oversight because they manage a smaller portfolio of facilities compared to the larger park system. She explained that this structure allows a dedicated team to work closely with each facility liaison, which has been a significant support to the organizations.

Chairperson Dalton noted that she is aware that a MOU between Arts and Culture and Parks is pending this approval and asked whether existing long-term agreements, including those spanning ten years, would return to the Board for review and approval.

Director Aguilar clarified that once these are no longer Parks assets, they would no longer require Board review and approval.

Director Menchaca added that these items would go to City Council.

Board member Bustamante made the motion for the approval of the permanent transition of the facility management of five cultural facilities managed by the Parks and Recreation Department to the Arts and Culture Department. Board member Moya seconded the motion, and it passed unanimously 6-0.

#### **4. INFORMATION AND DISCUSSION ITEMS**

##### **4a. Parks Master Plan Update**

Board member Porter joined the meeting via Webex.

Consultant Michael Svetz presented to the Board on the Parks Master Plan and provided an overview of its purpose, process, and key findings. He explained that the Parks Master Plan is intended to guide the long-term growth, sustainability, and equity of the City's parks system and represents the first comprehensive

update since 1988.

Mr. Svetz noted that the plan is shaped by extensive community engagement and consultant-led park assessments that gathered resident feedback on park use, existing conditions and desired amenities. He reported that while the parks system is highly valued for its diverse amenities, neighborhood character and flexible spaces, it faces challenges related to aging infrastructure, access and connectivity, safety, visibility, limited shade and supporting amenities.

Mr. Svetz explained that community feedback clearly showed a desire to take care of existing park assets, improve cleanliness, lighting, restrooms, and shade, and support parks that are easy to use for everyday and family activities. He also noted that residents prioritized investment in aquatics, dog parks, and sports courts. He concluded by stating that this feedback will guide the next phase of work as the Department continues developing the Parks Master Plan.

Chairperson Dalton opened the discussion by asking whether any demographic information was collected from individuals who responded to the survey.

Mr. Svetz stated that demographic data is available and can be used to filter survey responses. He also noted that the survey must be demographically and geographically representative of all communities in order to be statistically valid.

Chairperson Dalton asked if anything stood out in the assessment findings.

Mr. Svetz responded that nothing was unexpected, noting that his team had recently completed a similar Master Plan assessment in Clark County, Nevada, which shares a desert environment and comparable themes.

Chairperson Dalton asked if the response rate of 22 percent is typical?

Mr. Svetz replied yes that anything between 20 and 25 percent is normal.

Board Member Moya commented that the new expansion is positive, but that expansion and ongoing maintenance may be competing priorities. He asked how many years it will take for the plan to become a reality and how that timeline could affect the growth that is already underway.

Director Aguilar explained that once all data is collected, the department will be able to better prioritize existing funding. Most of this funding comes from the voter approved Phoenix Parks and Preserves Initiative sales tax, which runs through 2038 and generally produces 30 to 40 million dollars each year. She noted that the new data will support stronger funding decisions and grant applications, especially since the City has not completed a system wide master plan since 1988. She added that the department will need to rank community needs, balance growth with reinvestment in current assets, and work within the restrictions tied to

PPPI funds and impact fees. She emphasized that this information will greatly improve the department's ability to advocate for resources during the City budget process and in discussions with the Mayor and Council.

Board Member Moya shared that he attended two recent events, a new park opening and the reopening of the renovated pool at Eastlake. He noted the strong community excitement at both events and agreed that investing in improvements to existing parks is very important.

Board Member Thomas asked whether improvements to existing parks are closely related to the asset management plan.

Director Aguilar replied yes, explaining that the department already uses a system to develop its five year capital improvement plan. This plan covers larger projects, and there is also separate funding for light improvements and playground replacements.

Board Member Thomas asked if there is anything from Clark County's approach that could be used to support the City's parks asset management plan.

Mr. Svetz, responded that Clark County used an equitable funding approach, ensuring every area received the same level of investment, whether for expansion or reinvestment which made positive strides within their master plan process.

Board member Bustamante asked when the master plan would be completed.

Director Aguilar responded that staff expects draft report to review by summer 2026.

## **5. DISCUSSION AND POSSIBLE ACTION**

### **5b. Parks and Recreation Board Chair Nominations**

Chairperson Dalton made a motion for Moya to become the new Chairperson, which Board members Bustamante seconded, Motion passed unanimously with a vote of 7-0.

## **6. CALL TO THE PUBLIC**

Jerry Van Gasse expressed his concerns about the closure of the trail at Echo Canyon, noting a lack of updates from both staff and the website.

## **7. BOARD CHAIRPERSON'S REPORT**

Chairperson Dalton announced the farewell of Board member Bustamante, noting this would be her last meeting. She expressed gratitude for her 10.5 years of

service, acknowledging the tremendous insight and knowledge she brought to the board. Chairperson Dalton encouraged fellow board members to share their praises during the next agenda item.

## **8. BOARD COMMENTS/REQUEST**

Board members expressed their gratitude towards Board Member Bustamante for her contributions and affirmed that she has been a wonderful asset to the team. They wished her well in her future endeavors, recognizing the positive impact she made during her tenure.

Board member Bustamante expresses gratitude to the team, reflecting on the pride and nostalgia of their shared achievements. She highlighted the importance of the personal connections formed through collaboration, making this message a touching farewell that celebrates teamwork and their collective experiences.

## **9. DIRECTOR'S BRIEFING**

Assistant Director Barrett shared information about the recent annual Nature Fest Phoenix at Rio Salado. Attendance this year reached approximately 900, doubling that of last year. Additionally, 115 participants took part in a pre-event river cleanup, collecting around 130 bags of trash and invasive species.

Director Aguilar provided updates on recent City leadership changes, welcoming former City Manager Ed Zuercher and noting that she will temporarily report to Deputy City Manager David Matthews. She also announced the grand opening of Eastlake pool, highlighted the Noche en Blanco event, and shared updates on fall tree planting initiatives at Maryvale, Mountain View II, and Cactus parks.

## **10. ADJOURNMENT**

Chairperson Dalton adjourned the meeting at 6:07 p.m.



**To:** Parks and Recreation Board

Date: January 22, 2026

**From:** Martin Whitfield, Director

**Subject:** 2026 NCAA WOMEN'S FINAL FOUR EVENTS

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This report requests Parks and Recreation Board (Board) approval to hold associated events, vending, and extend hours of operation for the upcoming 2026 National Collegiate Athletic Association (NCAA) Women's Final Four at Margaret T. Hance Park, Heritage & Square Science Park, and Washington Park to include installation of a mural at Washington Park.

### BACKGROUND

The City of Phoenix is proud to have been selected to host NCAA Women's Basketball Final Four events, from April 5 to April 8, 2026. Downtown Phoenix will be the epicenter of the weekend long fanfare, with games taking place at the Mortgage Match Up Center. In addition to the Women's Final Four Fan Fest which will be held at the Phoenix Convention Center, two signature NCAA events are being planned to take place at Margaret T. Hance Park and Heritage Square & Science Park in downtown Phoenix.

A citywide Phoenix NCAA Steering Committee has been created with representatives from major City departments and partner organizations, including Downtown Phoenix, Inc. and Visit Phoenix. The committee is working with the Phoenix Local Organizing Committee to plan event marketing, logistics, public safety and community outreach.

### DISCUSSION

Record setting attendance is expected to visit Margaret T. Hance Park for the free Women's Final Four Music Festival on April 4, 2026. The festival will feature major performers to be announced soon, along with interactive activities and family friendly entertainment for all ages.

Another key community event is the Women's Final Four Dribble, scheduled for Saturday, April 4, beginning at Historic Heritage Square and Science Park. This event invites youth ages 18 and under to dribble a one-mile course through downtown Phoenix using their own NCAA Women's Final Four Dribble Wilson basketball and wearing an event branded shirt. Both the Music Festival and the Dribble are free public events designed to celebrate the excitement surrounding the Final Four.

The NCAA and the Phoenix Local Organizing Committee have selected Washington Park as the signature site for the 2026 NCAA Women's Final Four Legacy Restoration Project presented by Dove. The project is intended to leave a lasting community benefit by restoring and enhancing facilities in championship host cities. Washington Park, located at 6655 North 23rd Avenue, is a 54-acre regional park that includes a pool,

tennis center, outdoor basketball court, and the Washington Activity Center, which houses a fitness room and gymnasium.

The Legacy Project will complete restorations at Washington Activity Center to include a refurbished indoor gymnasium court, new gymnasium wall pads, bleachers, new scoreboards, interior painting, new computer room, repurposing an existing classroom into a new teen room, and resurfacing the outdoor basketball court. A new mural is also proposed to be painted on the south wall of the Washington Activity Center that honors and showcases the rich heritage of this community.

The NCAA and Unilever, parent company of Dove brands, will host a Legacy site dedication ceremony at Washington Activity Center on Wednesday, April 1, 2026.

Additional information about the 2026 Women's Final Four and associated events can be found at <http://www.phoenixfinalfour.com>.

#### **RECOMMENDATION**

Staff requests Board approval to hold associated events, vending, and extend hours of operation for the upcoming 2026 National Collegiate Athletic Association (NCAA) Women's Final Four at Margaret T. Hance Park, Heritage & Square Science Park, and Washington Park to include installation of a mural at Washington Park.

Prepared by: Tony Salinas, Deputy Director

Approved by: Martin Whitfield, Director



**To:** Parks and Recreation Board

Date: January 22, 2026

**From:** Martin Whitfield, Director

**Subject:** BARRIOS UNIDOS PARK – TONATIERRA COMMUNITY  
DEVELOPMENT INSTITUTE CITY CENTZONMILPAN COMMUNITY  
HERITAGE GARDEN

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This report requests Parks and Recreation Board (Board) approval to enter into a contract with Tonatierra Community Development Institute to install and maintain approximately 2,700 SF Centzonmilplan Community Heritage Garden at Barrios Unidos Park.

#### BACKGROUND

Barrios Unidos Park is located at 1501 E. Mohave St. and was built by the City of Phoenix in 1984. The park is located in Council District 8 and serves the surrounding neighborhoods of the Central City South. The park has maintained a long history of providing a safe, accessible and friendly atmosphere in which the public can enjoy recreation, sports, special events and activities for the neighboring communities.

On September 24, 2020, the Board approved the Parks and Recreation Department entering into a maintenance agreement with Tonatierra Community Development Institute (Tonatierra), City Agreement No. 153389, for the installation and maintenance of a memorial project on the round concrete platform amphitheater located at the park. The partnership on the memorial project has yielded positive results which include many cultural events for the surrounding community including dance celebrations, summer solstice events, winter solstice events, and other educational opportunities. The surrounding community has greatly supported and collaborated with the Tonatierra group to make these opportunities successful and meaningful to all those that participated.

#### DISCUSSION

In 2021, a temporary 200 SF community garden project was implemented. The garden, maintained by Tonatierra, has proven to be successful and a desired amenity by the community. Staff received a new proposal from Tonatierra to enhance and expand the garden from 200 SF to approximately 2,700 SF as identified in **Attachment A**.

This project will benefit the community by providing gathering opportunities and traditional gardening classes for individuals in the area. The classes will focus on historic gardening practices, traditionally farmed crops, and sensitive irrigation practices to maximize water use. The classes will also provide history of the area and of the indigenous people that congregated in the Phoenix area.

In addition, another planter bed was requested for a Monarch butterfly and pollinator garden that will support the Mayor's Monarch Initiative. The two gardens will have a symbiotic relationship helping each other to be successful.

### **RECOMMENDATION**

Staff requests Board approval to enter into a contract with Tonatierra Community Development Institute to install and maintain an approximately 2,700 SF Centzonmilplan Community Heritage Garden at Barrios Unidos Park.

Prepared by: Joe Diaz, Deputy Director  
Theresa Faull, Deputy Director

Approved by: Martin Whitfield, Director  
Brandie I. Barrett, Assistant Director

## Attachment A - Barrios Unidos Park – Garden Site Location



170  
Feet



**Barrios Unidos Park** 1501 E Mohave St



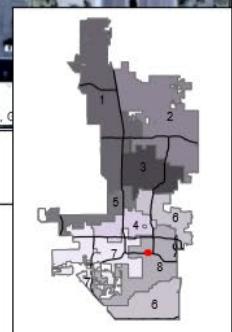
**City of Phoenix**

PARKS AND RECREATION DEPARTMENT

Flatland Parks: Community; Linear;  
Neighborhood; Pocket; Regional  
Golf Courses

Natural Park  
Specialty Areas  
Golf Courses  
Undeveloped Site

Council District: 8  
Size: 14.42 Acres  
Division: South  
Park Type: Community





To: Parks and Recreation Board Date: January 22, 2026

**From:** Martin Whitfield, Director

**Subject:** DONATION FROM PHOENIX SUNS/PHOENIX MERCURY FOUNDATION FOR COURT IMPROVEMENTS AT ROSE MOFFORD SPORTS COMPLEX AND RENOVATION OF THE GRANT PARK GYMNASIUM

This report requests Parks and Recreation Board (Board) retroactive approval to accept a donation from Phoenix Suns/Phoenix Mercury Foundation (Foundation) to improve City of Phoenix courts located at Rose Mofford Sports Complex and to renovate the gymnasium located at Grant Park, in accordance with Sponsorship Policy 3.11 **(Attachment A)**.

## BACKGROUND

The Foundation uses the platform of basketball to provide meaningful resources and support to strengthen and bring together the diverse communities across Arizona. Each year the organization looks to positively impact over 400,000 youth throughout Arizona and grant over \$2.5 million back into the Arizona community.

## DISCUSSION

Due to the timing of the donated funds with no Parks Board meeting held in December, this request is for retroactive approval to accept the funds and enter into a sponsorship agreement (**Attachment B**) with the Foundation, which is categorized as a Project Sponsorship. The sponsorship agreement outlines the required guidelines and documents the rights and responsibilities of both parties. Highlights of the agreement include:

- The Foundation will provide and install necessary equipment, resurface the courts, demolish and upgrade the gymnasium.
- The Foundation will work with R & E Remodel LLC to resurface the courts at Rose Mofford Sports Complex and FX Construction LLC to upgrade the Grant Park gymnasium.
- City retains ownership of property and all equipment placed on the court.
- City will be responsible for maintenance of courts and gymnasium after installation.

**\*NOTE:** Sponsorship Agreement (**Attachment B**) is currently pending approvals/signatures; final version will be completed upon execution date.

**RECOMMENDATION**

Staff recommends the Board provide retroactive approval to accept the Foundation's donation to the City of Phoenix for court improvements at Rose Mofford Sports Complex and renovation of the Grant Park gymnasium, and for the Director to execute a Sponsorship Agreement and sign all related documents to the agreement.

Prepared by: Jana Benson, Administrative Assistant II

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director

## Attachment A

### City of Phoenix Parks and Recreation Board Policy

Number <b>3.11</b>	<b>Sponsorship Policy</b>	Adopted: 2/25/2021 Revised: 8/31/2023
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#### **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,

## **Attachment A**

### **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

## **Attachment A**

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.

## **Attachment A**

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.

## **Attachment A**

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

## **Attachment A**

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.

## ATTACHMENT B

### SPONSORSHIP AGREEMENT

This Agreement is made on the \_\_\_\_\_ day of \_\_\_\_\_, 2026, between City of Phoenix Parks and Recreation Board (Board) and its Parks and Recreation Department (Department) and Phoenix Suns/Phoenix Mercury Foundation (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.
- 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.

## **ATTACHMENT B**

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 mutually agreed to in writing 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 Mutually agreed upon advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor in respect of the Sponsored Activity will acknowledge the Phoenix Parks and Recreation Department, in a manner mutually agreed to in writing 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. BREACH AND TERMINATION**

6.1 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.

6.2 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.

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

## **ATTACHMENT B**

6.4 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.

### **7. NOTICES**

7.1 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, 16<sup>th</sup> 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).

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

### **8. AMENDMENTS TO AGREEMENT**

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

### **9. ASSIGNMENT**

9.1 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.

### **10. CHARITABLE CONTRIBUTION**

10.1 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.

### **11. GOVERNING LAW**

11.1 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.

### **12. ENTIRE AGREEMENT**

12.1 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.

**ATTACHMENT B**

**EXECUTED by the parties on the date first written above.**

**ON BEHALF OF PHOENIX PARKS AND RECREATION BOARD**

Printed Name

City of Phoenix Parks and Recreation Director

Title

Signature

Date

**SPONSOR**

Phoenix Suns/Phoenix Mercury Foundation

Organization

Printed Name

Title

Signature

Date

**APPROVED AS TO FORM**

Acting City Attorney

**ATTEST**

City Clerk

**ATTACHMENT B**  
**ATTACHMENT A - SCHEDULE**

**1. NAME OF SPONSOR**

*Phoenix Suns/Phoenix Mercury Foundation (The Foundation)*

**2. ADDRESS OF SPONSOR**

*201 E. Jefferson Street, Phoenix, AZ 85004*

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

*The Foundation uses the platform of basketball to provide meaningful resources and support to strengthen and bring together the diverse communities they serve across Arizona. Each year we look to positively impact over 400,000 youth through Arizona and grant over \$2.5 million back into the Arizona community.*

**4. DETAILS OF SPONSORSHIP**

**(a) Sponsored Activity**

*Sponsor desires to promote the sport of basketball, community, and community relations.*

*Sponsor will make court improvement at Rose Mofford Sports Complex, located at 9833 N. 25th Ave, Phoenix, AZ 85021. These improvements will include epoxy clear coat and anti-slip aggregate. Sponsor will also renovate the gymnasium at Grant Park, located at 701 S. 3rd Ave, Phoenix, AZ 85003. The renovations will include, but are not limited to masonry, painting, framing, interior drywall, electrical and exterior mural, in accordance with the terms and provisions set forth herein.*

*The City will provide oversight of the projects and approval upon completion. Any and all improvements constructed, placed and located on any part of the courts or gymnasium during the term of this Sponsorship shall be considered part of the real property and must remain at the City. Further, subject to the terms of this sponsorship, said real property becomes property of the City, from and after the termination of this Sponsorship.*

*Sponsor shall have the opportunity to periodically have a representative attend program related meetings and events if Phoenix Suns/Phoenix Mercury Foundation elects to do so.*

**(b) Sponsorship Fee / Product**

*Sponsor shall provide all materials and funding necessary for the improvements at Rose Mofford Sports Complex and Grant Park gymnasium. Funding for the court improvements at Rose Mofford Sports Complex will be \$5,500; and funding for the gymnasium renovations at Grant Park will be \$70,000.*

**(c) Term of Sponsorship**

*The sponsorship will remain in effect as long as the City determines the court improvements and gymnasium renovations are usable and/or the logo has not*

## ATTACHMENT B

*deteriorated.*

### 5. RIGHTS OF SPONSOR

*The Sponsor shall have access to the Rose Mofford Sports Complex and Grant Park gymnasium for the purpose of court improvements and renovations of the gym, during normal business hours, except when the City is performing a maintenance function requiring temporary closure of the area, or during an unforeseen emergency.*

### 6. RECOGNITION OF SPONSOR

*The Foundation shall have the right to procure and display advertising upon the surface of the Rose Mofford courts and/or Grant Park gymnasium in accordance with agreed upon renderings. The Foundation shall not, in procuring, installing, or displaying advertisement, violate any person's right to privacy or infringe upon trademarks, trade names, copyrights, or proprietary rights of any person. It is understood and agreed that any approval by the Parks and Recreation Department or City of advertising material shall not constitute a waiver of the Foundation's obligations concerning such violation or infringement. City to preapprove advertising.*

## ATTACHMENT B

### ATTACHMENT B – INDEMNIFICATION AND INSURANCE

#### 1. INDEMNIFICATION

To the maximum extent allowed by law, including Title 34 A.R.S., Sponsor (“Indemnitor”) agrees to defend, indemnify, and hold harmless the City of Phoenix and its officers, officials (elected or appointed), agents and employees (and any jurisdiction or agency issuing permits for any work included in the project, and its officers, agents and employees) (“Indemnitee”) from any and all claims, actions, liabilities, damages, losses or expenses, (including but not limited to court costs, attorney fees, expert fees, and costs of claim processing, investigation and litigation) of any nature or kind whatsoever (“Losses”) caused or alleged to be caused, in whole or in part, by the wrongful, negligent or willful acts, or errors or omissions of Indemnitor or any of its owners, officers, directors, members, managers, agents, employees, or subcontractors (Indemnitor’s Agents”) arising out of or in connection with this Contract. This defense and indemnity obligation includes holding Indemnitee harmless for any Losses or other amount arising out of or recovered under any state’s workers’ compensation law or arising out of the failure of Indemnitor or Indemnitor’s Agents to conform to any federal, state, or local law, statute, ordinance, rule, regulation, or court decree. Indemnitor’s duty to defend Indemnitee accrues immediately at the time a claim is threatened or a claim is made against Indemnitee, whichever is first. Indemnitor’s duty to defend exists regardless of whether Indemnitor is ultimately found liable. Indemnitor must indemnify Indemnitee from and against any and all Losses, except where it is proven that those Losses are solely as a result of Indemnitee’s own negligent or willful acts or omissions. Indemnitor is responsible for primary loss investigation, defense, and judgment costs where this indemnification applies. In consideration of the City’s award of this Contract, Indemnitor agrees to waive all rights of subrogation against Indemnitee for losses arising from or related to any work performed by Indemnitor or Indemnitor’s Agents for the City of Phoenix under this Contract. The obligations of Indemnitor under this provision survive the termination or expiration of this Contract.

#### 2. INSURANCE

Sponsor and subcontractors must procure insurance against claims that may arise from or relate to performance of the work hereunder by Sponsor and its agents, representatives, employees and subconsultants. Sponsor and subcontractor must maintain that insurance until all their obligations have been discharged, including any warranty periods under this Contract.

The City in no way warrants that the limits stated in this section are sufficient to protect the Sponsor from liabilities that might arise out of the performance of the work under this Contract by the Sponsor, its agents, representatives, employees, or subcontractors and Sponsor may purchase additional insurance as they determine necessary.

**2.1. SCOPE AND LIMITS OF INSURANCE** - Sponsor must provide coverage with limits of liability not less than those stated below. An excess liability policy or umbrella liability policy may be used to meet the liability limits provided that (1) the coverage is written on a “following form” basis, and (2) all terms under each line of coverage below are met.

##### **2.1.1. Commercial General Liability – Occurrence Form**

General Aggregate	\$2,000,000
Products – Completed Operations Aggregate	\$1,000,000
Personal and Advertising Injury	\$1,000,000
Each Occurrence	\$1,000,000

- The policy must name the City of Phoenix as an additional insured with respect to

## ATTACHMENT B

liability for bodily injury, property damage and personal and advertising injury with respect to premises, ongoing operations, products and completed operations, and liability assumed under an insured contract arising out of the activities performed by, or on behalf of the Sponsor, related to this Contract.

- Coverage must include XCU coverage.
- There shall be no endorsement or modification which limits the scope of coverage or the policy limits available to the City of Phoenix as an additional insured.
- City of Phoenix is an additional insured to the full limits of liability purchased by the Sponsor.
- The Sponsor's insurance coverage must be primary and non-contributory with respect to any insurance or self-insurance carried by the City.
- Sponsor's policies must be endorsed to provide an extension of the completed operations coverage for a period of nine (9) years.

### 2.1.2. Automobile Liability

Bodily injury and property damage coverage for any owned, hired, and non-owned vehicles used in the performance of this Contract.

Combined Single Limit (CSL)	\$1,000,000
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- The policy must be endorsed to include The City of Phoenix as an additional insured with respect to liability arising out of the activities performed by, or on behalf of the Sponsor, related to this contract.
- City of Phoenix is an additional insured to the full limits of liability purchased by the Sponsor.
- The Sponsor's insurance coverage must be primary and non-contributory with respect to any insurance or self-insurance carried by the City.

### 2.1.3. Worker's Compensation and Employers' Liability

Workers' Compensation	Statutory
Employers' Liability	
Each Accident	\$100,000
Disease – Each Employee	\$100,000
Disease – Policy Limit	\$500,000

- Policy must contain a waiver of subrogation against the City of Phoenix.
- This requirement does not apply when a Sponsor or subcontractor is exempt under A.R.S. §23-902(E), **AND** when such Sponsor or subcontractor executes the appropriate sole proprietor waiver form.

### 2.2. NOTICE OF CANCELLATION:

For each insurance policy required by the insurance provisions of this Contract, the Sponsor must provide to the City, within 5 business days of receipt, a notice if a policy is suspended, voided, or cancelled for any reason. Such notice must be mailed, emailed, or hand delivered to **City of Phoenix Parks and**

**ATTACHMENT B**

**Recreation Department, Management Services Division, 200 W. Washington St.  
16th St, Phoenix, AZ 85003; receptionist.pks@phoenix.gov.**

**2.3. ACCEPTABILITY OF INSURERS:** Insurance is to be placed with insurers duly licensed or authorized to do business in the state of Arizona and with an "A.M. Best" rating of not less than B+ VI. The City in no way warrants that the required minimum insurer rating is sufficient to protect the Sponsor from potential insurer insolvency.

**2.4. VERIFICATION OF COVERAGE:** Sponsor must furnish the City with certificates of insurance (ACORD form or equivalent approved by the City) as required by this Contract. The certificates for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf.

All certificates and any required endorsements are to be received and approved by the City before work commences. Each insurance policy required by this Contract must be in effect at or prior to commencement of work under this Contract and remain in effect for the duration of the project. Failure to maintain the insurance policies as required by this Contract or to provide evidence of renewal is a material breach of contract.

**2.5.** All certificates required by this Contract must be sent directly to **City of Phoenix Parks and Recreation Department, Management Services Division, 200 W. Washington St. 16th St, Phoenix, AZ 85003; receptionist.pks@phoenix.gov.**

The City project/contract number and project description must be noted on the certificate of insurance. The City reserves the right to review complete copies of all insurance policies required by this Contract at any time. **DO NOT SEND CERTIFICATES OF INSURANCE TO THE CITY'S RISK MANAGEMENT DIVISION.**

**2.6. SUBCONTRACTORS:** Sponsor's certificates shall include all subcontractor as additional insureds under its policies **OR** Sponsor shall be responsible for ensuring and verifying that all subcontractors have valid and collectable insurance. At any time throughout the life of the contract, the City of Phoenix reserves the right to require proof from the Sponsor that its subcontractors have insurance coverage. All subcontractors providing services included under this Contract's Scope of Services are subject to the insurance coverages identified above and must include the City of Phoenix as an additional insured. In certain circumstances, the Sponsor may, on behalf of its subcontractors waive a specific type of coverage or limit of liability where appropriate to the type of work being performed under the subcontract. Sponsor assumes liability for all subcontractors with respect to this Contract.

**2.7. APPROVAL:** Any modification or variation from the insurance coverages and conditions in this Contract must be documented by an executed contract amendment.



**To:** Parks and Recreation Board

Date: January 22, 2026

**From:** Martin Whitfield, Director

**Subject:** HERITAGE SQUARE SUB-PERMIT AGREEMENT – HAUSTGEN HOUSE

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This report requests Parks and Recreation Board (Board) approval for event production, marketing, community outreach, vending activities, and an extension of the sub-permit agreement with ModPop, LLC, doing business as “ModPop,” for the use of the Haustgen House at Heritage Square. Upon approval this extension will be on a month-to-month basis for a period of up to one year, beginning February 1, 2026.

#### **BACKGROUND**

Heritage Square is home to the Haustgen, a refurbished and authentic Victorian home built in 1911 that is open for public tours, as well as a collection of other historic buildings that house restaurants and shops. The Haustgen House, built in 1911 as a residence for the Steve-Haustgen family. The Hausten House is currently vacant, features newly refurbished floors, and is ready for a new tenant.

Under the Master Use Agreement between the Board, and The Square PHX formerly known as the Heritage Square Foundation, The Square PHX is authorized to enter into sub-permit agreements with tenants, subject to review and approval by the Board, for the use of historic buildings at Heritage Square. The Square PHX manages the historic buildings at Heritage Square, oversees sub-permittees, and operates Heritage Square for public enjoyment.

#### **DISCUSSION**

The Square PHX recommends offering the sub-permit agreement with ModPop LLC, allowing them to begin operations at Heritage Square on February 1, 2026. All terms and conditions of the sub-permit agreement will apply. This space will operate as a retail location and will not require any additional equipment for operation. It is proposed that this arrangement be established on a month-to-month basis and reviewed after one year to determine whether there is mutual interest in entering into a new long-term agreement. If not, The Square PHX will take steps to identify a new tenant.

#### **RECOMMENDATION**

Staff recommends board approval for event production, marketing, community outreach, vending activities, and an extension of the sub-permit agreement with ModPop, LLC, doing business as “ModPop,” for the use of the Haustgen House at Heritage Square. Upon approval this extension will be on a month-to-month basis for a period of up to one year, beginning February 1, 2026.

Prepared by: Tony Salinas, Deputy Director

Approved by: Martin Whitfield, Director



To: Parks and Recreation Board

Date: January 22, 2026

**From:** Martin Whitfield, Director

## **Subject: PARKS MASTER PLAN UPDATE**

This report provides the Parks and Recreation Board (Board) an update on the Parks Master Plan process.

## BACKGROUND

The Parks and Recreation Department is currently developing a Parks Master Plan to guide the long-term growth, sustainability, and management of the City's park system. This plan will outline strategies for enhancing existing parks, improving recreational facilities and developing undeveloped parklands. It will also assess opportunities to introduce new amenities and programs that reflect the changing needs of the community. Furthermore, the Master Plan will integrate water conservation measures and incorporate crime prevention strategies, with a strong commitment to fostering equitable and inclusivity across all parks citywide. The City's last comprehensive Parks Master Plan was completed in 1988.

## DISCUSSION

As Phoenix continues to grow, its population is becoming more diverse, and household compositions are evolving. A recent statistically valid household survey and operational assessment revealed important insights into the community's needs and priorities. Residents show high park visitation and strong program quality among participants, unmet demand for multi-generational facilities and community strong preference for reinvesting in existing infrastructure. Parks and Recreation remain essential public services that enhance physical and mental health, strengthen neighborhoods, and support overall quality of life.

These findings provide a foundation for strategic operational improvements, equity-focused investment, and targeted program expansion to meet the needs of Phoenix's growing and diverse population. The city's population demonstrates a broad age distribution, with notable growth among families with children and active older adults. These trends underscore the need for a park system that supports everyday use, promotes geographic equity, and offers culturally relevant, age-appropriate facilities and programs to serve all residents effectively.

## **Statistically Valid Survey**

The statistically valid survey was conducted by ETC Institute, a company that has specialized in administering more than 25,000 statistically valid surveys across 1,000+ communities in 49 states over the past 40 years. ETC Institute administered the Parks and Recreation Needs Assessment Survey for the City of Phoenix in the fall of 2025.

### **What makes a survey Statistically Valid?**

A survey is considered statistically valid when it meets several key criteria:

- Representative Sample: The sample must accurately reflect the population being studied – both demographically and geographic balance must be achieved. This is accomplished through random sampling, which ensures that every individual in the population has an equal chance of being selected.
- Sample Size: The sample size should be large enough to provide reliable estimates. Larger samples lead to more precise results and reduce the margin of error.
- Minimized Bias: The survey design should minimize biases, such as selection bias, response bias, and nonresponse bias. This involves careful planning and execution, including the use of neutral wording in questions and ensuring a high response rate.
- Reliable Measurement: The survey questions should be clear, unbiased, and consistently interpreted by respondents. This ensures that the data collected is accurate and dependable.
- Appropriate Data Analysis: The data should be analyzed using appropriate statistical methods. This includes calculating confidence intervals, conducting hypothesis tests, and adjusting for any potential biases.
- Validity and Reliability: The survey should measure what it intends to measure (validity) and produce consistent results over time (reliability).

## **Methodology**

ETC Institute mailed a survey packet to a random sampling of 4,500 households in the City of Phoenix. Each survey packet contained a cover letter, a copy of the survey in English and Spanish, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Phoenix from participating, everyone who completed the survey online was required to enter their home address

prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report. The survey aimed to collect a minimum of 1,000 completed household responses, and this target was surpassed with 1,133 completed surveys collected. The overall results for the sample have a precision rate of at least +/- 2.9% at the 95% level of confidence.

The findings reveal that residents place a high value on the city's parks and recreation system, viewing it as essential not only for promoting physical and mental well-being but also for enhancing neighborhood safety, protecting natural resources, and strengthening the overall appeal of Phoenix as a place to live. This strong support underscores the central role parks and recreation play in shaping quality of life and long-term community vitality.

## **Results**

### **Park Visitation, Barriers, and Maintenance Satisfaction**

Seventy-eight percent of households reported visiting a City park or recreation facility within the past year, underscoring the central role these spaces play in daily life and community well-being. Residents primarily used parks for low-intensity, accessible activities such as walking, casual recreation, family gatherings, and playground use which highlights the importance of maintaining welcoming, everyday spaces.

Despite strong overall engagement, several factors limited how often or how comfortably people were when visiting parks. The most frequently cited barriers included insufficient shade during hot weather, concerns about personal safety, limited restroom availability, and inadequate lighting issues that can disproportionately affect community members overall park experience.

When asked about maintenance, residents expressed the highest satisfaction with landscape functions like mowing, tree care, and general vegetation management. However, they also pointed to several areas where improvements would have the greatest impact on their experience. Lighting upgrades, more consistent restroom maintenance, quicker graffiti removal, and enhanced overall cleanliness emerged as top priorities, indicating a desire for parks that feel safe, clean, and well-cared-for throughout the year.

### **Recreation Program Participation**

Only 29 percent of households participated in City recreation programs over the past year, suggesting that a significant portion of the community is not engaging with available services. Survey responses point to lack of awareness as the most common barrier, indicating that many residents may not know what programs exist, when they occur, or how to enroll. Additional obstacles include limited free time, travel distance to facilities, concerns about facility conditions, and gaps in program availability which further reduce participation for many households.

Despite these access challenges, those who did participate reported very high satisfaction with program quality. This data highlights a central issue, the programs themselves are strong and well-received, but many residents face practical or informational barriers that prevent them from taking advantage of them. Strengthening outreach, improving facility accessibility, and expanding program options could therefore have a meaningful impact on overall participation.

### **Facility and Program Needs**

Community members identified several facilities as high-priority investment areas due to persistent unmet demand across the community. Desired improvements include indoor walking and jogging tracks that offer year-round, climate-controlled activity space; additional open space for unstructured recreation; and more picnic areas and ramadas to support family gatherings and social events. Indoor fitness centers and community centers were also highlighted as essential hubs for daily activity, learning, and connection. Likewise, dog parks, playgrounds, and splash pads emerged as important amenities that serve a wide range of ages and household types. Collectively, these priorities underscore a strong community preference for everyday, multi-generational, and climate-responsive facilities that enhance quality of life in all seasons.

Programmatic needs followed a similar pattern. High-demand program areas include fitness and wellness offerings, community special events, performing arts opportunities, water fitness and lap swimming, and after-school programs that support working families. Particularly, active-aging households expressed particularly strong interest in fitness classes, arts and crafts, special events, and technology-based learning opportunities, indicating a desire to stay physically active, socially engaged, and intellectually stimulated. These program preferences highlight the importance of designing services that are inclusive, adaptable, and responsive to evolving demographic trends.

### **Community Support for Investment**

Residents expressed strong support for “fix-it-first” investments, emphasizing the importance of addressing basic needs within the current park system before pursuing new development. Feedback highlighted a desire for general repairs, routine maintenance, improved lighting, upgraded restrooms, and enhanced walking pathways, amenities that directly affect daily park use and overall visitor comfort. This preference suggests that the community values the reliability, safety, and quality of existing facilities, indicating that reinvestment in current park infrastructure should take precedence over expanding the system with new parks or major capital projects.

### **Level of Service and Equity Analysis**

Level of service (LOS) analysis for flatland parks will serve as a foundation for the Parks Master Plan, guiding future investments, identifying gaps, and ensuring the Department continues to deliver high-quality recreational experiences for all residents. This analysis will help the Department evaluate current distribution, accessibility, and capacity across

the park system, identify geographic or demographic gaps in service, and highlight areas where improvements or new investments are most needed. By grounding future planning decisions in measurable performance indicators, the LOS framework ensures that resources are allocated equitably and strategically, supporting the long-term goal of delivering high-quality, inclusive, and sustainable recreational experiences for all residents.

Equity analysis will incorporate a comprehensive GIS-based metrics to better understand how park resources are distributed across the city. This includes evaluating the Centers for Disease Control (CDC) Social Vulnerability Index to identify communities facing heightened socioeconomic and public-health risks, assessing existing park acreage and amenities, reviewing patterns of historic capital investment, and analyzing current level-of-service coverage for parks and recreation facilities. By layering these datasets into an integrated mapping platform, the city will be able to visualize where multiple disparities overlap such as neighborhoods with high vulnerability, limited access to quality parks, and a history of underinvestment. These insights will directly inform future capital planning and resource allocation, ensuring that investments are strategically targeted to expand equitable access, address long-standing gaps, and support healthier, more resilient communities.

The next steps in the planning process will center on the Parks and Recreation Department's Operational Assessment Methodology, a key component of the broader Parks Master Plan. This phase will span through mid-2026 and will include a series of structured, division-specific operational assessment workshops. These workshops focused on Programs and Services, Maintenance, and Park Rangers operations are designed to take a deep, data-informed look at how the department currently functions and where improvements can be made.

Each workshop will incorporate a review of demographic trends, community needs, and service expectations to ensure that operational recommendations reflect both current realities and future demand. Each workshop will evaluate existing practices, resource allocation, and staffing models to determine whether current approaches are efficient, sustainable, and aligned with departmental goals. This includes assessing workload distribution, service delivery methods, and the capacity of teams to support expanded or evolving responsibilities.

By identifying strengths, gaps, and opportunities for improvement, the operational assessment will provide a grounded understanding of what is required to deliver high-quality parks and recreation services. The intent of this process is to ensure that all recommendations emerging from the Master Plan are not only visionary but also operationally realistic, fiscally responsible, and aligned with the expertise and capacity of the staff who will ultimately implement them. This alignment between planning and operations will help create a Master Plan that is both ambitious and achievable.

Based on the information gathered, Phoenix residents view parks and recreation as essential public services. The findings emphasize the importance of reinvesting in

existing facilities, reducing barriers to park use and program participation, and expanding amenities that are high demand, multi-generational and responsive to the region's climate. Thoughtful capital planning, supported by targeted operational improvements, will help ensure that the City of Phoenix continues to meet the needs of its growing and diverse community. Overall, these results provide a strong, evidence-based foundation for future investments and policy decisions over the next decade.

### **RECOMMENDATION**

This report is for information and discussion only.

Prepared by: Felicita Mendoza, Special Projects Administrator  
Approved by: Martin Whitfield, Parks and Recreation Director



**To:** Parks and Recreation Board

Date: January 22, 2026

**From:** Martin Whitfield, Director

**Subject:** URBAN FARM PROJECT (32<sup>ND</sup> AVENUE AND McDOWELL)

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This report provides the Parks and Recreation Board (Board) with information on a potential urban farm project at 32nd Avenue and McDowell, as well as an overview of the planned community outreach and engagement efforts associated with 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 Department. Today, the site remains undeveloped land.

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

### **DISCUSSION**

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.

Building from these insights, OEP committed \$20,000 to support community engagement and outreach for the proposed urban farm project. The scope of work includes engaging residents within a two-mile radius of the site, with a particular focus on underserved communities. Outreach efforts will involve door-to-door canvassing, distribution of promotional materials, and communication through trusted community networks.

Monthly workshops will take place from February through May 2026, consisting of five bilingual sessions, with four held in person and one offered virtually. Each workshop will use interactive activities to gather meaningful feedback from participants. In person

events will also include a staffed welcome area with educational materials and onsite childcare to support broad and inclusive participation.

Additionally, to ensure smooth implementation, a structured reporting process will track progress through monthly reports, participant feedback, and evaluation metrics such as attendance and satisfaction. Deliverables will include documentation of outreach activities, successful workshop facilitation, childcare services, monthly progress reports and a final evaluation submitted within thirty days of the last event. A summary and evaluation of the outreach efforts will be completed in June 2026.

#### **RECOMMENDATION**

This report is for information and discussion only.

Prepared by: William Adams, Deputy Parks and Recreation Director

Approved by: Martin Whitfield, Parks and Recreation Director



To: Parks and Recreation Board Date: January 22, 2026

Date: January 22, 2026

**From:** Cynthia Aguilar  
Director

**Subject:** 2023 General Obligation (GO) Bond - Aquatic Facility Renovations at Maryvale, Marivue, and Holiday Parks

This report provides the Parks and Recreation Board with information on the design and community engagement process for the 2023 General Obligation (GO) Bond funded regional pool at Maryvale Park (4444 N. 51<sup>st</sup> Ave.) and the splash pads at Marivue (5625 W. Osborn Rd.) and Holiday (4530 N. 67<sup>th</sup> Ave.) parks.

## **BACKGROUND**

On November 7, 2023, Phoenix voters approved \$500 million in citywide General Obligation bond funding through the GOPHX 2023 Bond Program to support critical infrastructure improvements across parks, libraries, public safety, housing, streets and storm drains.

As part of the 2023 GO Bond Program funding, the Maryvale Pool was identified for renovation and development into a regional aquatic facility. Additionally, existing pools at Marivue and Holiday parks will be closed and repurposed into splash pads as a part of this project. The Parks and Recreation Department was allocated \$14.35 million for this project.

Concepts for Maryvale Pool incorporate core elements of a regional pool model, including a 25-meter heated main pool with two diving boards, a kid's pool with interactive play features, a large water slide and shade structures strategically placed throughout the facility.

Splash pad concepts for Marivue and Holiday parks include a recirculating water system to support water conservation efforts, 8-12 spray features for interactive play, integrated shade over a portion of the splash pad and tree plantings.

## DISCUSSION

## Design Team

CVL Team

CV Team  
Timothy Starkey  
Aden Acklin

## Consultant Aquatic Designer

## **Northwest Division**

Deputy Director	William R. Adams
Recreation Supervisor	Stacia Holmes
Park Supervisor	Paul Rodriguez

## **Special Operations Division**

Deputy Director	Scott Coughlin
Aquatics Supervisor	Becky Kirk
Special Operations Supervisor	Joel Carbajal
Aquatics Coordinator	Regina Iverson

## **Design Process**

During the design process City staff collaborated with a contracted designer to develop three distinct concepts for the new regional pool and each splash pad.

### **Maryvale Pool**

The Maryvale Regional Pool design will include the pools only, as the bathhouse was renovated in 2009. The PRD team reviewed the three initially proposed pool layouts, amenities and configurations and provided feedback on the designs three times before the final concepts were accepted. This included assessing the programmed spaces, shade placement, pool locations and site lines that support existing and anticipated programming. The review helped guide the development of three unique pool concepts presented at the community meetings featuring a 25-meter heated main pool, a kid's pool with an interactive play feature, a large water slide, and integrated shade.

### **Marivue Splash Pad**

All three of the Marivue splash pad design concepts are proposed in the same location as the existing pool. Each initial concept included a unique splash pad shape, multiple play features, seating, and both mechanical and natural shade features. The PRD team reviewed the three initially proposed splash pad layouts provided by the design firm, equipment building locations, 8-12 spray features, and proposed placement of trees and mechanical shade.

### **Holiday Splash Pad**

The Holiday splash pad designs provided by the design firm include two concepts located in the same location as the existing pool, and one alternative location closer to the existing parking lot. Each concept included a unique splash pad shape, multiple play features, seating and both mechanical and natural shade features. The PRD team reviewed the three initially proposed splash pad layouts provided by the design firm, equipment building locations, 8-12 spray features, and proposed placement of trees and mechanical shade.

## **Community Engagement**

Based on the design team process, the Special Operations and Northwest divisions collaborated with the Parks Communications team to develop a robust community engagement process. A comprehensive community engagement process was conducted in August 2025. The process included multiple in-person public meetings promoted in emails to neighborhood associations, postcards mailed to residents, media

packets to City Council offices, banners/signage with QR codes, and visits to schools. Community members were invited to review proposed concepts at public meetings and had the opportunity to vote in person or online on the Maryvale pool layouts and play features in the kid's pool, and the layout of the splash pads and spray features at Marivue and Holiday parks.

#### Public Meetings

<b>Public Meetings and Community Engagement</b>	
Maryvale Community Center Meeting	August 12, 2025
Marivue Park Meeting	August 16, 2025
Holiday Park Meeting	August 14, 2025
Postcards mailed (2-mile radius each site)	2,833
Emails to park users	742

<b>Community Engagement Results</b>	
Maryvale Pool vote total	177
Marivue Splash Pad vote total	64
Holiday Splash Pad vote total	48

#### Results

<b>Maryvale Pool Results</b>	
Pool	Option 1
Play Feature	APU 150 Bucket
Spray Play Features	
Cascade Rain Forest	Umbrella
Frog N5	

<b>Marivue Splash Pad Results</b>	
Splash Pad	Option 1
Spray Play Features	
Playnuk N2A	Flower N2
Cascade Rainforest	Sidenuk
Rio Grande N2	Spraylink Team
Frog N5	Umbrella
Rainbow N2	Spraylink Tunnel
Superwave	Silhouette N1
Spider	

<b>Holiday Splash Pad Results</b>	
Splash Pad	Option 1
Spray Play Features	
Cascade Rainforest	Playnuk N2A
Rio Grande N2	Slidenuk
Superwave	Frog N1
Frog N5	Rainbow N2
Sparylink Team	Spider
Umbrella	

**Next Steps**

Construction Drawings	6-9 Months
Construction	9-12 Months
Grand Opening	TBD

**RECOMMENDATION**

This report is for information and discussion only.

Attachment:

Play Feature Chart

Prepared by: Scott Coughlin, Deputy Parks and Recreation Director

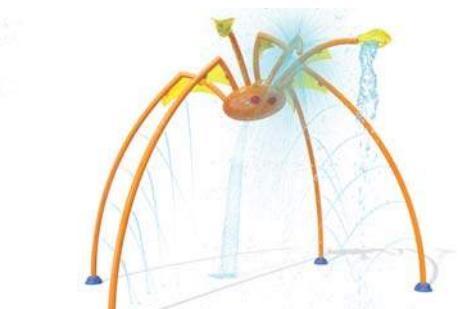
Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director

**Bow N2**

VOR-7783

**Spider**

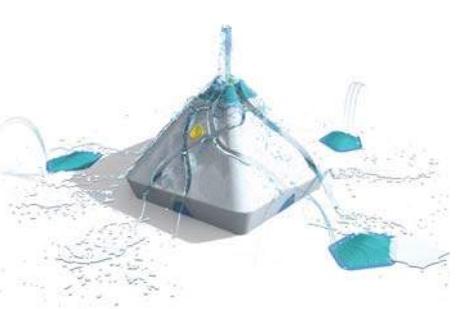
VOR-7653

**Silhouette N1**

VOR-7772

**Alto N3**

VOR-7132

**Spraylink Cylinder** VOR-7058

VOR-7231

**Luna N2****Lilium Flower Twist** VOR-7287**Snail N4**

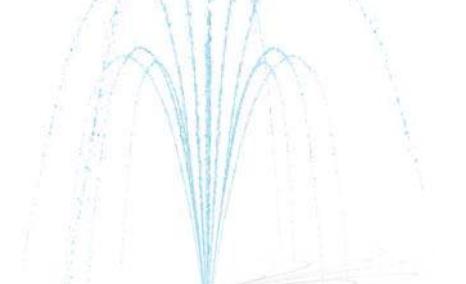
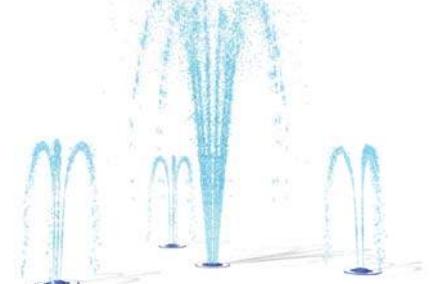
VOR-7217

**Helico Birds**

VOR-7258

**Rainbow N2**

VOR-0548

**Spraylink Bloom** VOR-3006**Spraylink Team** VOR-3059**Rio Grande N2**

VOR-7694

**Superwave**

VOR-0136

**Frog N1**

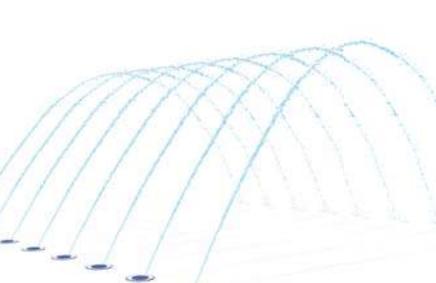
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**Flower N2**

VOR-7550

**Sunspray N1**

VOR-7578

**Spraylink Jet N2** VOR-3001**Spraylink Tunnel N2** VOR-3055**Luna N1****Spraylink Wave** VOR-7057

VOR-7251

**Frog N5**

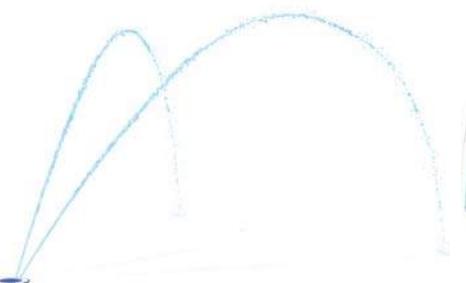
VOR-7658

**Leaf N3**

VOR-7672

**Twinsplash**

VOR-7242

**Spraylink Split** VOR-3003**Slidenuk**

VOR-7257

**Snake N2**

VOR-7214

**Cascade Rainforest** VOR-7251**Snake N1**

VOR-7213

**Gardenbug**

VOR-7785

**Splash Five**

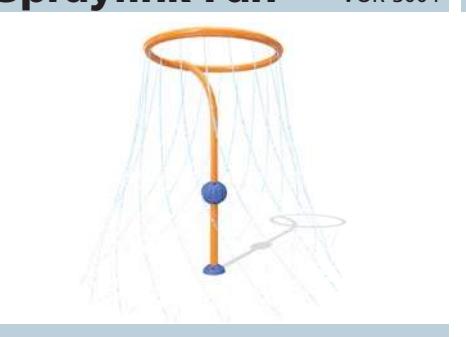
VOR-7604

**Spraylink Fan** VOR-3004**Umbrella**

VOR-0114

**GO PHX**  
2023 GO Bond Program**Apex**

VOR-7282

**Astra N3**

VOR-7699

## Marivue Park Splash Pad Concept

Alternative Toy Selections

August 7, 2025

N:\04341\Graphics\Exhibits\Pools and Splashpads.indd

**CVL**  
CONSULTANTS