AGENDA ITEM 1RS #3

DATE 01-08-09

Memorandum
Parks and Recreation

Tempe

TO: Mayor and City Council

FROM: Mark Richwine, Parks and Recreation Manager, 480.350.5325

THROUGH: Sports, Recreation, Arts and Cultural Development Committee
Councilmember Mark Mitchell, Committee Chair
Councilmember Onnie Sherkerjian

DATE: December 29, 2008

SUBJECT: Sports, Recreation, Arts and Cultural Development Committee Work Plan

The Sports, Recreation, Arts and Cultural Development Committee have developed a work plan for the 2008/09 fiscal year. Attached is the draft of the plan as approved by the committee for the full council review and consideration. Committee chair Mitchell and committee member Sherkerjian will be available to discuss the plan with staff.

Sports, Recreation, Arts and Cultural Development Committee
Chair: Mark Mitchell
Member: Onnie Sherkerjian

Committee Scope: Address opportunities for economic and cultural development, including programs and related capital projects associated with professional, youth and amateur sports and recreation, and arts and cultural opportunities.

The Work Plan includes:

Goal 1 – Examine opportunities for economic development through professional, youth and amateur sports within the City of Tempe.

Action Items

- In conjunction with the Technology, Economic and Community Development Committee and partnerships with ASU, the Insight Bowl, Angels Baseball and with expansion of youth and amateur sports facilities identify opportunities to attract additional hotel and conference facilities by;
- In conjunction with Arizona State University (ASU), enhance and expand community use of ASU facilities for youth and amateur sports programs, including Arizona Senior Olympic, Arizona State Games and similar programs;

Goal 2 – Examine existing cultural programs, services and facilities and that serve the public to further enhance and expand opportunities.

Action Items

- Examine Tempe Center for the Arts (TCA) after one year of use to see if initial objectives have been met and opportunities for the future;
- Development, coordination and assessment of arts programs and services, including programs resulting from partnerships with community and regional organizations, such as MPAC;
- Planning, development and completion of capital improvements for the Tempe Historical Museum, Tempe Public Library and Vihel Arts Center;
- Rehabilitation, preservation and protection of historic properties within the City of Tempe;

Goal 3 – Examine opportunities for enhanced quality of life and economic development through capital projects that provide, support and enhance arts and culture and recreational opportunities within the City of Tempe.

Action Items

- Planning, development and implementation, in conjunction with the Rio Salado Foundation, of community fundraising for public amenities within Tempe Papago Park and the Tempe Town Lake District;
- Development and implementation of veterans outreach programs and efforts, including, in conjunction with the Rio Salado Foundation, planning, development

and community fundraising for a Veterans Memorial in and on the Ash Avenue Bridge outlook;

- Development of new, and improvements to existing, regional parks, including the Tempe Sports Complex, Benedict Sports Complex, Kiwanis Park and Rio Salado Park areas;
- Oversee golf program operations and capital improvement programs for enhancing and stabilizing golf program revenues and expenses;

Goal 4 – Examine the economic impact of tourism resulting from cultural development and professional, youth and amateur sports.

Action Items

- Development and implementation of cost effective youth and amateur sports facilities;
- In conjunction with the Technology, Economic and Community Development Committee examine economic development that may result from related business tourism as well as arts and culture-driven tourism, youth and amateur sports and outdoor, active tourism.
- Continue efforts to enhance the Insight Bowl, Angels Baseball Spring Training and other sporting events;

Goal 5 – Examine on-going and potential partnerships for improving human services to the citizens of Tempe.

Action Items:

- Work with Tempe Community Council non-profit partners to respond to increasing needs for basic services.
- Pursue opportunities with Tempe Community Council to increase volunteer and financial resources for human services to compliment resources provided by City of Tempe.
- Partner with Tempe Community Council non-profits to explore efficiency, effectiveness and expansion of senior service programming.