

## City Park Revitalization Initiative Informational Bullets

- The City Parks “brand” is old and tired, and infrastructure has long been neglected . For a city that wants to reinvigorate its parks, and welcome the community back into these spaces, a deliberate and intensive investment must be made
- A rebranding initiative would include the design of a new logo and tagline, new signage for all 136 named parks, rebuilding/repaving of all park roads, paths and parking lots, and the replacement and addition of picnic tables, park benches, and grills
- This investment addresses basic infrastructure. As these items are replaced, additional investment should be considered for existing shelters, playgrounds, court systems, and other features
- First year initiatives include the logo design and new signage, as well as replacement of up to 1/5 of the picnic table, bench and grill inventory, and the repaving/repair of 2 miles worth of park roads, parking lots and/or paths
- Approximate Pricing for 2019 Work:
  - Branding & Entrance Signage \$432,500 (136 named parks, plus approx. 14 with multiple signs)
  - Picnic Tables \$72,000 (1/5 total inventory of 380, plus 20 addt.)
  - Benches \$97,500 (1/5 total inventory of 523, plus 25 addt.)
  - Grills \$8,000 (1/5 total inventory of 68, plus 2 addt.)
  - Paving \$246,324 (~2 miles of paving)
- The remaining four (4) years of the transformation would include replacing and augmenting the remaining inventory of picnic tables, benches, and grills, (1/5 each year), as well as an additional 2 ½ miles of paving each year, provided funding is in place