TO: Urbana Park District Board of Commissioners
FR: Timothy A. Bartlett, Superintendent of Planning and Operations
Ellen Kirsanoff, Development Manager
CC: Vicki Mayes, Executive Director
DT: November 17, 2011
RE: 2012 Proposed Projects and Fundraising Options for Urbana Parks Foundation

2011 PARTNERSHIPS AND ACCOMPLISHMENTS:

Future success of the mission statement and annual goals of the Urbana Park District will continue to rely on the close working relationship that exists between the UPD Board of Commissioners, UPD Administrative Staff and the Urbana Park Foundation Board of Trustees. Each entity has jointly contributed to the overarching goals of the UPD to help position the Park District in the best way to meet the needs of our residents and customers. Below is a listing of successful partnership efforts in 2011:

- $10,000 gift from the Waaler Family for the acquisition of "Fathers and Sons" in the permanent collection for the Wandell Sculpture Garden at Meadowbrook Park
- $5,000 contribution from Clark Lindsay Village for support of the Wandell Sculpture Garden at Meadowbrook Park
- Additional gift support for Meadowbrook Park Interpretive Center from 3 donors
- "Sneak Peak" Event – Meadowbrook Park Interpretive Center on September 15, 2011 to promote the new interpretive facility the farmstead area of the park
- Joint UPF/UPD Annual Dinner – May 2011; Approximately 80 attended
- 2011 Publication of: "Opportunities: Nature, Youth and Culture" and "Urbana Parks Foundation: Supporting Urbana's Park System" brochures to promote donor support for the UPD
- 2011 UPF website development/updates
- On-going discussions to promote the need for and acquisition of open space for the future

Below is a list of various donor opportunities that UPD staff is recommending to the Board which will then give direction to the Urbana Parks Foundation as "Highest Priority UPD Needs" for consideration. The list of priority needs have been identified and updated throughout 2011 and are consistent with the 2007 UPD Strategic Plan, the proposed 2012 UPD Capital Improvement Budget and review of Urbana Parks Foundation 2011 meetings/discussions. The purpose of the proposed list of considerations is to provide the Foundation with updated needs of the UPD. The list of projects/needs may be contracted or expanded to meet the specific goals and expectations of both the Urbana Park District Board of Commissioners and the Urbana Parks Foundation Board of Trustees.

Staff compiled the list from the following sources:

- 2007 UPD Strategic Plan "Big Moves" and "Park and Facility Guidelines"
- Review of the proposed 2012 UPD Capital Improvement Budget
- Previous UPD Comprehensive Plans

- Existing UPD Park/Site Master Plans
- Existing/Proposed UPD Recreation Program Areas
- Discussions/Input from Past Donors/Potential Donors
- Discussions/Input from UPD Board of Commissioners
- Discussion/Input from 2011 UPDAC S.W.O.T. Analysis
- Discussions/Input from Urbana Parks Foundation Board of Directors

SELECTION CRITERIA: Projects/Programs that…

- Attract potential donors, grants and other fundraising support
- Appeal to donors for "naming opportunities"
- Attract a great deal of interest in the Urbana Park District
- Serve a large number of residents/needs
- Promote "Green Building Principles"/Sustainability
- Build on the current UPD strengths and opportunities of parks and facilities
- Historic/long-term association with the UPD
- Expand the UPD legacy of excellent parks and programs
- Meet current and future park and program needs
- Meet specific user-group needs/fill a niche
- Follows current industry trends and indicators of interest
- Provide energy/growth opportunities for the Urbana Park District and the Urbana Parks Foundation

ARTS AND CULTURE:

Meadowbrook Park:
Meadowbrook Park is a signature park in Urbana offering 130 acres of open space that includes natural and cultural resources for area residents. The park is in need of improvements and financial support to help guarantee that the park, programs and special events hosted at Meadowbrook Park will be able to continue in the future.

Wandell Sculpture Garden – Sculpture Collection ($25,000/or Value of Art)
Over the past few years the UPD budgeted approximately $15,000 for all of the cost associated with operating the Wandell Sculpture Garden (not including any staff support). The amount allowed the District to bring highest priority sculptures to the park and to continue contract extensions for existing sculptures/artists. The District's general operating budget is such that this level of support is evaluated on an annual basis and may be subject to reductions based on higher ranking priorities. Therefore, alternative funding is needed to guarantee the installation of high quality art at the Wandell Sculpture Garden on a consistent basis.

Staff continues to work on promotion of the Wandell Sculpture Garden to private individuals and area businesses in order to find replacement/supplemental funding. It should be noted that UPD staff is always in pursuit of funding support for a variety of projects and programs. Realistic expectations on expanding support from our local businesses may be limited due to competing interests within our own organization. Therefore, in order to continue the current sculpture

program, additional funding will be needed or the District may need to consider reducing and/or discontinuing this popular park program.

Program Goals:

- Support the attraction and installation of high quality outdoor sculpture in the Wandell Sculpture Garden for both permanent and temporary exhibits
- Promote an appreciation for public art for all of Urbana
- Expand future programming to include "Art Education" opportunities in partnership with the Urbana School District
- Guarantee a wide variety of sculpture and media that showcases the Wandell Sculpture Garden program

Wandell Sculpture Garden – Landscape Design/Installation ($50,000)
In addition to the sculpture collection, the Urbana Park District is in need of completing the planting design plan for the Wandell Sculpture Park area along Windsor Road/McCullough Creek. The original planting of garden trees, prairie and forbs was completed in 1995. The initial planting installation was part donation/part IDNR Phase I - grant project. The garden is in need of replacement trees that have been lost to storm, insect and/or diseases and native prairie restoration in various areas. The garden landscape design has not been completed to date. A more sustainable and appropriate garden design would complement the Wandell Sculpture Garden site.

Project Goals:

- Replace dead/declining tree/shrub species
- Restore prairie areas that have been impacted by invasive species
- Promote a sustainable planting design and plan that is representative of the themes at Meadowbrook Park
- Promote the garden as a unique feature within the overall park design that showcases outdoor sculpture in the most positive manner

LAND ACQUISITION: "QUICK STRIKE FUND" - (Amount Based on Land Values/Land Acquisition Funds)

The Urbana Park District has been a leader in state of Illinois in actively acquiring open space for future parks, facilities and natural areas. Currently the District maintains approximately 14 acres of land/per 1000 residents (both owned and leased properties). This ratio is one of the higher in the state and indicates that Urbana residents continue to support quality and quantity of open space to help define our community experience. The District maintains an on-going list of priority land acquisitions interests that are continually evaluated and updated. Secure funding for critical land acquisition would help guarantee that the District can react quickly to opportunities to acquire property when it becomes available on the market. The land acquisition list has been updated from the list provided to the UPF in 2009. Since that time 1 property has been acquired on Grossbach, 2 properties have been acquired on Lynn, 3 properties have been acquired on Lincoln, 3 properties have been acquired on Franklin.

Program Goals:

- Funding would be available to assist the UPD in land acquisition of properties that are of highest priority and/or critical to our future and/or would improve quality open space near existing priority park sites;
- Sites to be considered may be of interest to multiple parties—competition for acquisition exists in the public marketplace;
- Funds would be available to allow "quick action" on high priority sites that may be threatened, available for a limited time, unique situation, etc.

Existing Parks – Expansion of Land Currently Owned

- Victory Park – Acquire properties on Grossbach adjacent to the park to increase the size of park ($80,000 ea. 1 house = $80,000)
- Victory Park – Acquire land on Lynn ($80,000 ea. 2 houses = $160,000)
- Phillips Recreation Center – Acquire land on Stoughton adjacent to PRC to increase open land around center and create a "Gateway Park" into downtown Urbana ($100,000 ea; 3 houses total $300,000)
- King Park – Acquire land on Goodwin (Felmley-Dickerson) to increase park size and create a "Gateway Park" into Urbana ($ TBD)
- Franklin Street – Acquire properties on the street to increase the size of Crystal Lake Park ($70,000 ea. 6 houses = $420,000)
- Lohmann Park – Acquire lots from Stone Creek Subdivision to increase park size and connectivity/accessibility from the east ($70,000 ea; 1 to 2 lots = $140,000)
- Meadowbrook Park – Acquire land adjacent to the east boundary of the existing park ($ TBD)
- Other sites TBD

Future Park Sites – Known Location and/or General Location

- East Urbana
- North Urbana
- South Urbana
- Southeast Urbana
- Trail Corridor along Embarrass River – west of Meadowbrook Park
- Trail Connection/Access to Barnhart Prairie
- Crystal Lake Park – Connection to University Avenue/Downtown Urbana via Park/Broadway – Corridor Park
- Orchard Downs area – new open space opportunities as requested/needed
- Other sites TBD

CORE RECREATION SERVICES: "YOUTH SCHOLARSHIP FUND" - ($10,000 Annual/Based on Donor Intent)

Each year more and more families face the barrier of cost in deciding whether or not they can afford to register youth for recreational programs offered by the Urbana Park District. The Youth Scholarship program has supported as many Urbana youth as the District has been able to afford from available operating funds. Donations from more recent events such as those planned

by Illinois Summer Opportunities, a UI group, and from area businesses have helped make summer camp a reality for some families. The Youth Scholarship Fund is in need of a reliable annual funding source to guarantee that no Urbana youth would be excluded from a program of choice due to lack of financial support.

Program Goals:

- Provide Urbana youths access to recreation programs offered by the Urbana Park District based on financial need;
- Current budgeting for Youth Scholarships is limited and based on current Recreation Fund;
- Support in funding would assist and allow the UPD to continue offering "program access to all".

URBAN FOREST AND NATURAL AREAS

Crystal Lake Park – West Woods Oak Grove Restoration - ($50,000 Lead Gift/With Annual Support)

The Board supported a new program in 2011to sustain the century of quality trees planted in Crystal Lake Park – West Woods Oak Grove and in other Urbana parks and natural areas. The City of Urbana is the oldest Tree City USA in the state of Illinois. The history and interest in the urban forest in Urbana has been a key component of creating and sustaining a quality community for many years. In addition, Crystal Lake Park is over 100 years old. Many of the trees in the park and woods are reaching the stage of senescence—aging to the point of failure—and must be removed for safety reasons. This is normal biological process with any woodland natural resource however; the park and West Woods tree resources are in a state of decline due to age, lack of new tree planting and deferred tree maintenance

Restoration/Project Goals:

- Direct and support donations to improve the urban forest in Crystal Lake Park – West Woods Oak Grove;
- Create a sustainable fund source to purchase, plant, water, prune and provide on-going maintenance for trees in Crystal Lake Park and/or additional Urbana parks—as the program is expanded;
- Promote the need to reforest Crystal Lake Park due to the aging and failing forest canopy; Busey Woods and/or areas along the Saline Branch could also be considered for inclusion to this program as it is part of Crystal Lake Park;
- Continue promotion of the program to other priority parks with information on the UPD website and create a new donor brochure with information about the "legacy tree" program as options to donors;
- Create a "level of giving" that would likely attract memorials, natural areas supporters and individual/organizations that support our local landscape ecotypes;
- Guarantee the continuation of the West Woods and the "Big Grove" character of Crystal Lake Park and other quality trees in Urbana parks for future generations.

Meadowbrook Park – McCullough Creek Stream Corridor and Interpretive Overlook ($75,000 – Based on Additional Information/Phased)
Restore 14 acres of stream corridor, wetland, and riparian habitat at Meadowbrook Park. Native tree, shrub, grass, and wildflower plantings will provide for diverse and attractive habitat enhancements. Provide for passive recreation and interpretive education through an interpretive habitat overlook and access footpath.

Restoration/Project Goals:
- Eliminate or control exotic invasive plant species within the stream corridor;
- Protect existing native plant species such as American plum, elderberry, and oak;
- Introduce and establish native stream corridor plant species;
- Develop an interpretive habitat overlook and access trail for park visitors.

Crystal Lake Shoreline Restoration ($250,000 – Based on Additional Information/Phased)
Grade, plant and restore a yet to be determined section(s) of shoreline. Location would be selected based upon visibility, grade, condition, and overall potential. Steep and eroded slopes would be graded to a gradual slope that supports a diverse array of native emergent and shoreline vegetation.

Restoration/Project Goals:
- Stabilize eroded shoreline;
- Reduce Canada goose habitat;
- Improve water quality and fish habitat;
- Introduce and establish native shoreline and lake edge vegetation;
- Allow for improved bicycle/pedestrian access adjacent to shoreline and lake edge.

Weaver Park – Commissioners Grove ($50,000)
Restore and re-create ten acres of native woodland, savanna, and prairie at Weaver Park. Support the overall vision of Weaver Park such that this natural area provides recreational, educational, and aesthetic opportunities for park users as well as habitat for native plants and animals.

Restoration/Project Goals:
- Eliminate or control exotic invasive plant species within Weaver Park Commissioner Grove;
- Nurture existing native plant species including the mature oaks on site;
- Introduce and establish native woodland, savanna, and prairie plant species;
- Develop trails and interpretive material for park visitors.