

### **Parks and Recreation Memo 23-A013**

DATE: November 14, 2022

TO: Mayor, Vice Mayor and City Commission

THRU: Greg Harrison, City Manager  
Earl Bosworth, Assistant City Manager

FROM: Mark Beaudreau, Recreation Programs Administrator  
Ken Ballard, Ballard\*King and Associates, Consultant

SUBJECT: Parks and Recreation Master Plan Update Final Report

In 2013, The City of Pompano Beach embarked on the first comprehensive City-Wide Parks Master Plan in efforts to address the residents' recreation needs and provide a roadmap to improve public recreation and leisure facilities throughout the community. The plan's specific objectives catered to

- Identifying the community's recreation needs
- Maximizing the use of available recreation lands and facility resources
- Providing equitable distribution of recreational facilities throughout the City and improve accessibility to said facilities
- Plan for future park and recreation investments to create the greatest benefit for Pompano Beach residents

In 2021, the Parks and Recreation Department hired Ballard\*King & Associates to prepare a Citywide Recreation Facilities and Activities Report to update the original 2013 Master Plan based off the policy agenda action item from the approved City's strategic plan (attached). The report focuses on recommendations for improving the City's current recreation facilities and programs to meet residents' needs and priorities. This report is an update of the 2013 Master Plan and covers the current parks facilities, indoor amenities and programs. Outdoor amenities, park usage and trail conditions were not covered.

The objectives for this Parks and Recreation Master Plan Update were to:

- Utilize the 2013 approved Parks and Recreation Master Plan as a foundation information platform to conduct for reviewing the facilities, programs and activities the department currently has.
- An assessment was conducted on the following categories:
  - Recreation Facilities
  - Recreation Programs and Services
  - Recreation Operations and Maintenance

# MEMORANDUM

## Parks and Recreation Department

- Review of funding sources for facilities, programs and maintenance
- Conduct public survey of Pompano Beach residents to collect input on current recreation facilities, programs and priorities for future needs. This information was collected through a variety of resources:
  - Statistically-valid mailed in surveys, which collected equal amount of data from each individual district
  - Parks and Recreation Advisory Board Input
  - City Commissioner Individual Interviews
  - Virtual Online Public Survey
- Identify priorities, recommendations and potential strategies for the Parks and Recreation Department to build upon existing success and present citywide opportunities

The Parks and Recreation Master Plan Update furthers the City of Pompano Beach Strategic Plan, among other things:

- Developing facilities and programs to match the changing recreational needs and preferences of the community (*Goal 1 – Preferred Place to Live*)
- Develop and refine an effective system for data collection, performance measurement and use in decision-making and service delivery (*Goal 5 – Quality and Affordable City Services*)
- Deliver City Services in the most cost-effective, efficient manner (*Goal 5 – Quality and Affordable City Services*)
- Enhance effective methods of communicating with the community (*Goal 6 – Building Confidence in City Government*)

Upon approval of the Master Plan Update, the Parks and Recreation Department intends to start actively creating and implementing the recommendations produced from the report.

MB/KB