

# HERITAGE PARK MASTER PLAN

PREPARED FOR IDAHO FALLS PARKS AND RECREATION  
NOVEMBER 30, 2016





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# 1. EXECUTIVE SUMMARY

## THE NEWEST PARK IN IDAHO FALLS

The over 14 acre Heritage Park is made possible by a land donation and commitments by private and nonprofit partners, and is intended to highlight the natural, cultural, and historical heritage of Idaho Falls. The park's advantageous location along the Snake River presents a wonderful opportunity to add to the Idaho Falls Parks system. The Heritage Park theme was inspired by the community, a community that developed around the scenic Snake River and is uniquely vast in agricultural, nuclear and hydroelectric power. The theme for the park will represent and celebrate this heritage.

Heritage Park will also celebrate the area's impressive natural resources. There is a growing concern that kids and families are becoming increasingly disconnected with the outdoors. Current research confirms this disconnect and demonstrates that children who interact regularly in the outdoors are more mentally acute, physically healthy, socially adept, and more likely to maintain a positive disposition toward the environment and natural resources as adults. Heritage Park will play an important role in connecting children and families to nature while blending the richness of the area's culture.

## HERITAGE PARK MASTER PLAN FINDINGS

The population of Idaho Falls will continue to grow, increasing from approximately 58,000 current residents to an estimated 60,000 individuals by 2020. This population growth supports the continued need for parks in Idaho Falls.

Currently, the City has a predominately young population compared to the rest of the U.S., with the median age of its residents being 33.2 years old. However, the 55+ age segment is projected to continue increasing an additional 4% over the next 15 years. This suggests the need for broad age segment appeal for Heritage Park that is intended to serve the entire city population.

Heritage Park is located 2 miles from downtown Idaho falls and will play an important role in the City's larger regional greenbelt and river walk system. The broad connection implies that Heritage Park will serve future neighbors as well as the greater Idaho Falls community. While the park site has excellent examples of riparian ecosystems along the river, the majority of the site has been mined for sand and gravel leaving many erosion prone, non vegetated areas with low ecological value.

## KEY RECOMMENDATIONS OF THE MASTER PLAN

Heritage Park is envisioned as a nature based cultural park and the master plan has been distilled from a robust process with the following summarizing recommendations for a long-range master plan.

### PARK ROAD NETWORK

A perimeter road is proposed to maximize the land area dedicated to park uses while establishing a functional edge for future development. Green areas along the primary entry roads can weave elements of the park into the surrounding community such as stormwater collectors. Park monument signs are located at the entries along Snake River Parkway for clarity and the wayfinding benefit.

### PEDESTRIAN AND BICYCLE CIRCULATION

Heritage Park will include a section of the River Walk, local connectors and soft trails. A variety of trails will widen the appeal of the park while addressing the broader community role of the park and the desire for a nature-based experience in the park.

### PARKING

Because Heritage Park is somewhat linear in form, a distributed parking arrangement is proposed to allow access throughout with a larger parking area near Sunnyside.

### SHELTERS

Picnic shelters are highly used in Idaho Falls and the preferred alternative recommends four shelters at varying sizes.

### RESTROOMS

A primary restroom is centrally located at the community events green and integrated as part of the band shell. Two secondary restrooms are located at each end of the park.



## HERITAGE

There are ten Heritage stops throughout the park which provide the opportunity for recognition of the rich Idaho Falls Heritage. These “stops” can include interpretive information and signage as each theme dictates. Some recommended themes are as follow:

- Pioneers and Settlers
- Fur Trade
- Geologic History
- Agriculture
- Hydro Electric
- Canal History / New Sweden Irrigation
- Native Americans
- Nuclear research
- Local Businesses

## WATER

Water plays an integral role in Heritage Park with the Snake River, the water diversion stream and the surface water rain gardens.

## THE GREEN

The green space adjacent to the parking area is envisioned as a flexible use lawn area that can accommodate informal sports and activities.

## THE SNAKE RIVER PROMONTORY

The Snake River Promontory is envisioned as a mound with and spiraling walk and staircase that allows visitors to access the top. A vertical tower on top would allow an expansive view of the Snake River and valley.

## COMMUNITY EVENTS GREEN / AMPHITHEATER

A community events green/amphitheater allows a venue for accommodating special events of varying scales. The amphitheater seating is envisioned as earthen berms with integrated benched flat areas.

## SNAKE RIVER BEACH

Located at the confluence of the Snake River and the secondary slower channel, the Snake River Beach naturally collects sand and gravel, which could be augmented to establish a beach area with direct water access

## NATURE PLAY

One of the goals of Heritage Park is to encourage children and families to engage with nature. A dedicated nature play area facilitates this experience by utilizing natural elements to encourage play.

## ISLAND EXPLORATION

The island area below the damn allow visitors to see the dynamic systems that establish these areas.

## ENGAGING THE COMMUNITY

Creating a shared vision for Heritage Park requires first engaging with the donors and City to establish a design direction that achieves the goals established in the gift. A series of meetings helped establish the vision and direction for Heritage Park with input being utilized to directly inform the creation of master plan.

The public engagement included:

- Community Charrette to present the Master Plan and obtain feedback
- A website allowed the Master Plan progress to be shared and public feedback to be collected

## NEXT STEPS

The full construction of Heritage park is a long-term effort and to see it come to fruition, community leadership must consider a successful phasing strategy. In general, those items which provide the most benefit for the investment should come first, with careful consideration to the order, means and methods, and which will be utilized by the selected contracting team or teams.

The Master Plan document sets forth a vision and is only the beginning. To see the vision become a reality detailed schematic design, design development and construction documentation will be required. Given this park’s location in a dynamic river system, careful consideration of the existing geo-technical profile, hydrology, artful grading and establishment of plant communities will be required. The following guideline provides a recommended approach to building Heritage Park.

A phasing plan identifies an approach to realizing the improvements Tautphaus Park improvements in a logical way.





## 2. VISION

## 3. GUIDING PRINCIPLES, GOALS AND POLICY STATEMENTS

## VISION

The over 14 acre Heritage Park is made possible by a land donation and commitments by private and nonprofit partners, and is intended to showcase the natural, cultural, and historical heritage of Idaho Falls. The parks advantageous location along the Snake River presents a wonderful opportunity to add to the Idaho Falls Parks system.

Heritage Park is in an urbanizing area of Idaho Falls, Figure 2.1, and can preserve an important piece of land that will celebrate the rich culture of the city as well as the areas impressive natural resources. There is a growing concern that kids and families are becoming increasingly disconnected with the outdoors. Current research confirms this disconnect and demonstrates that children who interact regularly in the outdoors are more mentally acute, physically healthy, socially adept, and more likely to maintain a positive disposition toward the environment and natural resources as adults. Heritage Park will play an important role in connecting children and families to nature while blending the richness of the area's culture.

This project will distinguish itself by celebrating the park's unique location along the Snake River and establishing a visionary approach to park design. In order to ensure its adoption and construction, the park must respond to the residents needs, while establishing a legacy for future generations. The park must be designed for longevity in the inner mountain west, understand seasonality, highlight the unique heritage of Idaho Falls and Eastern Idaho, restore ecological value and become a choice destination of community members of all ages.

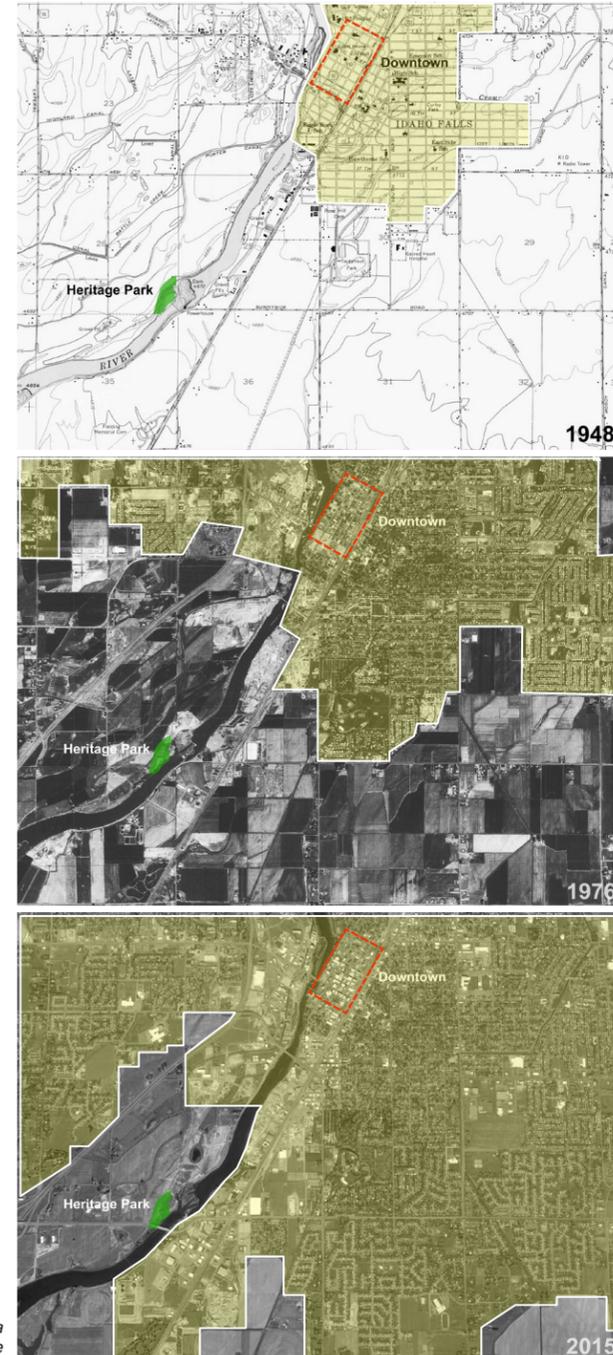


Figure 2.1 - Urbanizing area around the Heritage Park Site

## GUIDING PRINCIPLES, GOALS AND POLICY STATEMENTS

The City of Idaho Falls set out to develop a comprehensive Heritage Park Master Plan that will create a vision and guide development of the park for the next 10 to 20 years. The Master Plan aims to enhance existing features of the site, develop an action plan for the parks implementation, and identify possible future enhancements to complement the overall site while securing a place as a choice destination for community members of all ages.

In December 2014, the Idaho Falls City Council approved a Gift and Park Development Agreement for 9.41 acres of undeveloped, prime, riverfront property that includes two additional acres of riparian property. The donation consists of approximately \$2 million in land, in-kind donations and cash from the Smith family, Ball Ventures and the Rotary Club of Idaho Falls. The Idaho Falls Department of Parks and Recreation, along with a Design Development Committee, set out to develop a master site plan for the newly proposed Heritage Park that will celebrate the site's natural resources and highlight the unique heritage of the Idaho Falls community and Eastern Idaho. Facilities and development considerations will include a combination of activities representing ecology in the general sense of the environment, nature, and natural habitat while providing opportunities for rest, passive recreation and education about the heritage of the local community. The Heritage Park theme was inspired by the community – a community that developed around the scenic Snake River and is uniquely vast in agricultural, nuclear and hydroelectric power. The theme for the park will represent and celebrate this heritage.

Idaho Falls serves as a hub to eastern Idaho and much of western Wyoming. Due to its economic vitality, high quality of life, and proximity to world-class outdoor recreation, the City is often featured in various publications as one of the "best places to live." The City of Idaho Falls has a current population of approximately 58,000, which makes it the fifth largest City in Idaho, with a footprint of approximately 17.4 square miles. In 2008 the metro population was 122,995.



## 4. PROJECT PROCESS AND COMMUNITY INPUT FINDINGS

## CREATING A SHARED VISION

The formation of a Heritage Park Master Plan was driven by a donation of undeveloped, prime, riverfront property as well as additional riparian property.

Creating a shared vision for Heritage Park requires first engaging with the donors and City to establish a design direction that achieves the goals and vision established in the donation.

The public process allowed the opportunity for community input, resulting in ongoing momentum and support.

## PROJECT STEERING COMMITTEE

The process for defining a long-term vision for Heritage Park began with several focused meetings with a project steering committee, composed of individuals who are directly invested in the success of the park. The Project Steering committee included:

- Greg A. Weitzel,  
Director, Department of Parks and Recreation
- Stafford Smith,  
The Smith Group
- Eric Isom,  
Ball Ventures
- Tana Barney,  
Ball Ventures
- Kevin Call,  
Farr Candy, Idaho Falls Rotary Club
- Jackie Flowers,  
Idaho Falls Power
- Chris Fredericksen,  
Director, Department of Public Works
- Brad Cramer,  
Director, Department of Community Services/Planning
- Brent Martin,  
Superintendent of Parks and Cemeteries

A series of meetings helped establish the vision and direction for Heritage Park with input being utilized to directly inform the creation of master plan alternatives.

To reach out to members of the community who could not participate in the public meetings, a crowd sourcing project website was developed: [ifparkplans.com](http://ifparkplans.com). This customized project website provided on going project updates and served as the avenue to obtain information throughout the project for the entire community. The master plan development cataloged comments and weighted them along with feedback from the public meetings.

Two alternatives were developed to test future park scenarios. Summaries of the two alternatives with some highlights of each can be found on subsequent pages.



## ALTERNATIVE 1

- Connection to the Snake River Parkway utilizing two existing curb cuts
- The road network travels through the park and provides parking at a dedicated lot near the entry as well as throughout the park along the road
- Heritage trail network and connection to the broader greenbelt regional system
- Establishment of a Heritage Discovery Center that would include recreations of historic structures, some of which could be occupied by artisans or craftsmen
- River overlook
- Snake River promontory that would wind up a hill to offer an elevated view of the Snake River and surrounding areas.
- Children's fishing pond
- Surface water gardens
- A community events green / amphitheater
- A Snake River beach
- Bridges to allow exploration of the island
- Nature play areas
- Secondary stream to bring water into the site
- Characterized by curvilinear organic forms.



## ALTERNATIVE 2

- Connection to the Snake River Parkway utilizing two existing curb cuts and additional streets
- The road network is characterized as running along the edge of the park and providing parking at a dedicated lot near Sunnyside as well along the road
- Heritage trail network and connection to the broader greenbelt regional system
- River overlook
- Architectural Snake River promontory that offers an elevated view of the Snake River and surrounding areas.
- A community events green / amphitheater
- A great lawn
- A Snake River beach
- Bridges to allow exploration of the island
- A water recreation zone
- Surface water gardens with a waterfowl sanctuary
- Nature play areas
- Characterized as an organized form and lineal connections

The two alternatives were carefully reviewed with the project steering committee and direction for a preferred alternative was developed in a charrette session.



ALTERNATIVE 2

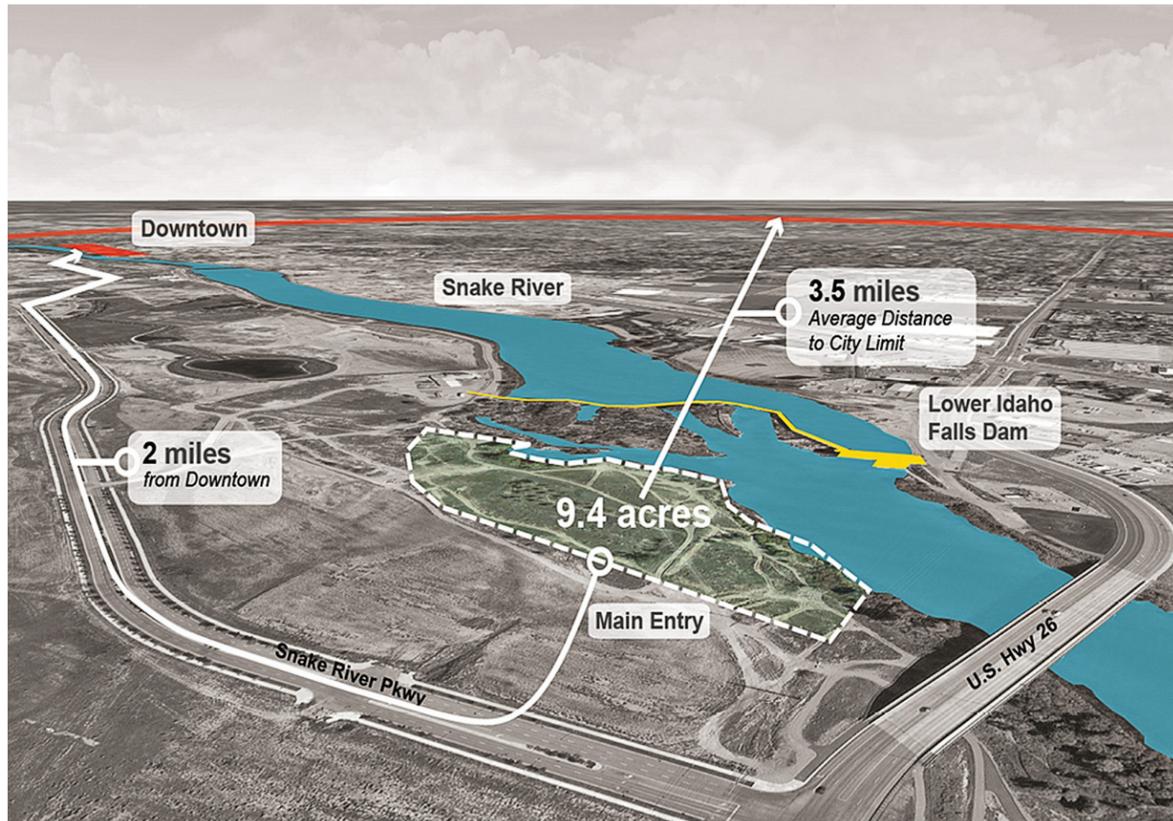


## 5. EXISTING CONDITIONS, INVENTORIES, TRENDS AND ANALYSIS

## EXISTING CONDITIONS AND INVENTORIES

### LOCATION

The parcel dedicated two Heritage Park is located along the Snake River, just down river of the Lower Idaho Falls Dam. The site is approximately two miles from downtown Idaho Falls with the city limit being an average of 3.5 miles away. This location will play an important role in the City's larger regional greenbelt and river walk system. The broad connection implies that Heritage Park will serve future neighbors as well as the greater Idaho Falls community.



### HISTORY

Idaho Falls is in an area that is characterized by historic lava flows. Much of the visible rock in Heritage Park is basalt that is a remnant of these flows, Figure 5.1.

The Native American Shoshone - Bannock Tribes called this region their home.

The area played an important role in the fur trade where trappers used the rivers for transportation, Figure 5.2.

The contemporary story of Idaho Falls is one of the pioneers who settled this region and were able to harness water from the rivers to provide irrigation for crops and eventually for power generation, Figure 5.3.

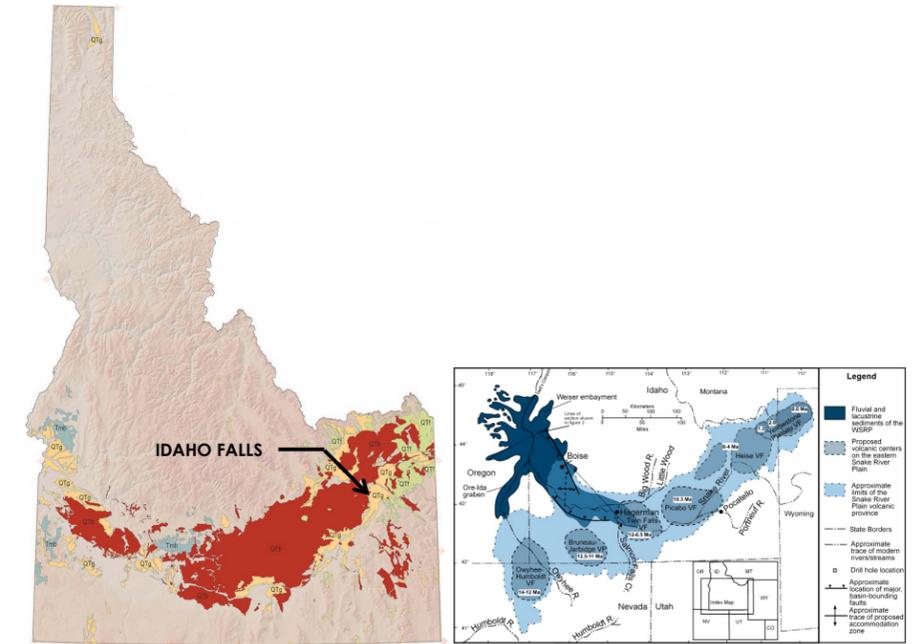


Figure 5.1 - Historic lava flows and geologic deposits

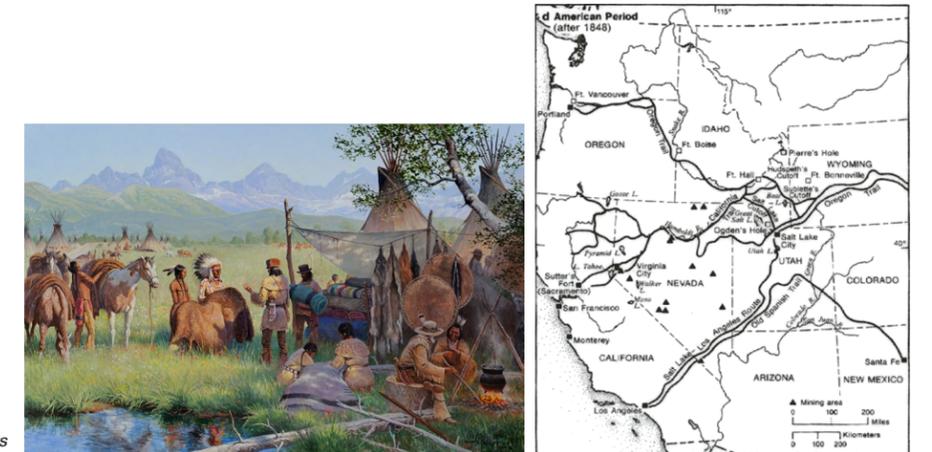


Figure 5.2 - Fur Trappers



Figure 5.3 - Early hydroelectric dam

## CURRENT SITE CONDITIONS

The current Heritage Park site has a wide range of characteristics. While there are excellent examples of riparian ecosystems along the river, the majority of the site has been mined for sand and gravel leaving many erosion prone non vegetated areas with low ecological value.

The hydroelectric plant and damn across the river speak to this component of the city's history, yet the proliferation of power lines and poles on the site present a challenge in transforming the land into a park.

Being located in a dynamic river system, and in a site that has historically flooded, the master plan must consider river flooding in the development of the park. While much of the park can be designed to flood, a hydrologic analysis must be done to ensure several amenities are located high enough and in such a way as to avoid projected flooding. These amenities include but are not limited to restrooms, shelters, the Snake River promontory, bridges, the community events green, amphitheater, the band shell, overlooks, heritage interpretive stops, the river walk trail, secondary paved trails, parking, the roadway and the children's nature play area.



## EVALUATION OF FLOOD PLAIN

"The Flood Insurance Study for the City of Idaho Falls, Idaho," dated April 1982, with accompanying Flood Insurance Maps is adopted by the City Codes. Specifically, Title 10-4 – Flood Control describes the codes governing development within Flood Plains.

Flood Insurance Rate Maps (Reference: FEMA)

1. Project site lies within FIRM 160027 0230 C
  - Zone Designation of Snake River at Site is Zone A
  - Areas of 100-year flood; base flood elevations and flood hazard factors not determined (Approx. location of flood inundation)
  - Limits of Detailed Study terminate at Power Dam north of proposed site
2. Above Power Dam (FIRM 160029 0005 B)
  - Zone Designation of Snake River is Zone A2
  - Areas of 100-year flood; base flood elevations and flood hazard factors determined (Detailed Analysis Completed)

Based on FIRM's, flood events are largely contained by river banks. Base flood elevations are not documented on the FIRM from FEMA. A detailed hydraulic model may be necessary to establish base flood elevations on site.

## OTHER DATA

After the Teton Dam Flood of 1976, flood inundation levels through the Idaho Falls area were mapped and data collected regarding flood water elevations along the Snake River Reach. Flood level measurements were documented directly upstream of the Power Dam and directly below what is now the Sunnyside Rd Bridge. Documentation of the flood level most nearest to the proposed project site is 4,665.0'. The Teton Dam Flood of 1976 was an event documented at ~60,000 cfs (>500 year event). In summary, the data and mapping collected after the flood indicate that the river channel largely contains flooding.

Additionally, the bridge across the Snake River (Sunnyside Road) was constructed in 2006. A "No-Rise Certificate" would have been required for construction. A request has been placed to both Bonneville County and the City of Idaho Falls to recover the "No-Rise Certificate".

## BUILDING CODE:

Per Section 10-4 of the City of Idaho Falls Code

### **Section 10-4-4 A:**

*"A development permit shall be obtained before construction or development begins within any special flood hazard area. The permit shall be required for all structures including manufactured homes, and for all other development including fill and other activities."*

Development within the Snake River Flood Plain is allowable provided that substantial improvements comply with all applicable flood hazard reduction provisions documented in Section 10-4 of the City Code. However, development within the floodway is prohibited unless a certification, verifying that floodway encroachments will not result in any increase flood levels, is completed and approved. The floodway is defined as the area within a river reach of which the river can be contracted without raising the flood elevation more than one vertical foot (do to regional flood plain management, the vertical rise within this definition will need verified by the Flood Plain Administrator).

Involving the Flood Plain Administrator from an early stage is critical to determine impacts and feasibility of development on site.

#### **GEOTECHNICAL REPORTS:**

The United States Department of Agriculture (USDA) Natural Resources Conservation Service Web Soil Survey is a useful tool for preliminary geotechnical information. The survey provides a mapping interface complete with soil characteristics for observed soil deposits. The Web Soil Survey provides initial geotechnical data for the top five (5) feet of soil in common areas. Per the USDA Web Soil Survey, the proposed site largely consists of Xeric Torrifluvents, Channeled deposits. A more in-depth geotechnical survey will be necessary on site.

## **TRENDS AND ANALYSIS**

### **DEMOGRAPHIC ANALYSIS**

The Demographic Analysis provides an understanding of the population within the City of Idaho Falls, Idaho. This analysis is reflective of the total population, and its key characteristics such as age segments, income levels, race, and ethnicity.

Future projections are all based on historical patterns and unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections.

### **DEMOGRAPHIC OVERVIEW**

The total population of the City has recently experienced a slight increase of approximately 2.47%; from 56,813 in 2010 to 58,216 in 2015. The current estimated population is projected to continue its moderate growth, increasing to 60,081 individuals in 2020, and 63,272 by 2030.

According to U.S. Census reports, the total number of households in the target area has experienced a coinciding upward trend, increasing roughly 2.85%, from 21,203 in 2010 to 21,807 in 2015. The City's total households are expected to continue to increase at this steady rate up to 23,852 households by 2030.

The City's median household income (\$47,150) and per capita income (\$24,296) are both slightly above the state averages.

Based on the 2010 Census, the population of the target area is below (33.2 years) the median age of the U.S. (37.2 years). Projections show that the service area will undergo an aging trend throughout 2030, as the 55+ age group grows to represent over 29% of the total population.

The estimated 2015 population of the service area is predominantly White Alone (87%), with the Some Other Race (6%) population representing the largest minority. Future projections show that by 2030 the overall composition of the population will become slightly more diverse. Forecasts of the target area through 2030 expect decreases in the White Alone (82%) population; coinciding with slight increases in the population for all other race segments.

Based on the 2010 Census, those of Hispanic/Latino origin represent just over 15% of the City's total current population.

**METHODOLOGY**

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in April 2016 and reflects actual numbers as reported in the 2010 Censuses, and estimates for 2015 and 2020 as obtained by ESRI. Straight line linear regression was utilized for projected 2025 and 2030 demographics. Idaho Falls' city boundaries were utilized as the demographic analysis boundary shown below in Figure 5.1.

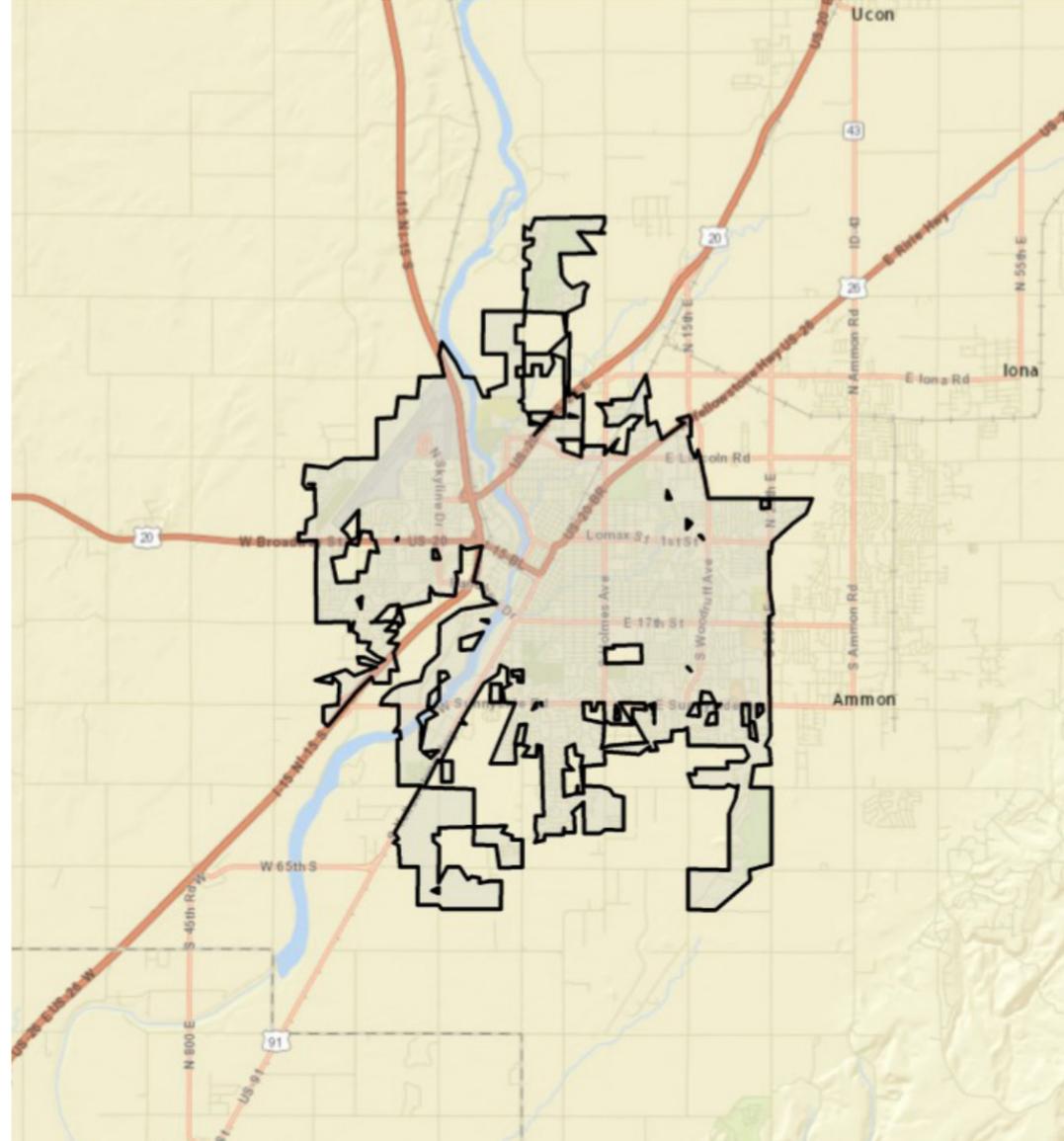


Figure 5.1- Idaho Falls, Idaho- City Limits

**RACE AND ETHNICITY DEFINITIONS**

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

**POPULATION**

The City's population has experienced a slight growth trend in recent years, just below the national rate, and is currently estimated at 58,216 individuals. Projecting ahead, the total population is expected to continue to grow over the next 15 years. Based on predictions through 2030, the City is expected to have just above 63,270 residents living within 23,852 households (Figure 5.2).

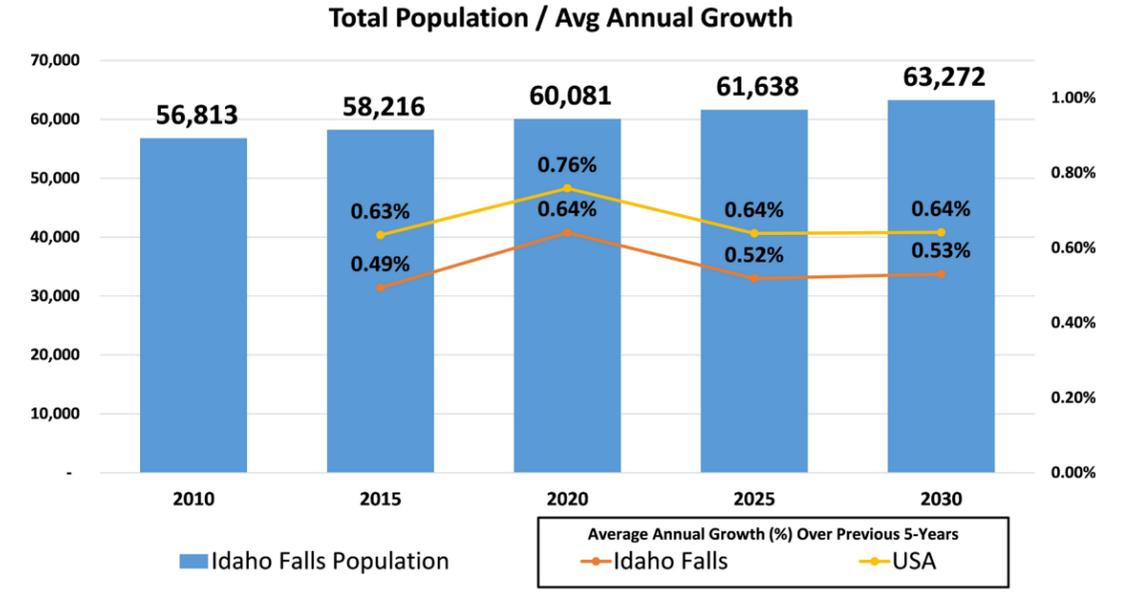


Figure 5.2 - Total Population / Average Annual Growth

### AGE SEGMENT

Evaluating the population by age segments, the service area exhibits a rather balanced distribution among the four major age segments. Currently, the City has a predominately young population compared to the U.S., with the median age of its residents being 33.2 years old.

The overall composition of the population is projected to undergo an aging trend. While the younger three age segments are expected to experience decreases in population percentage; the 55+ age segment is projected to continue increasing an additional 4% over the next 15 years. This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment (Figure 5.3).

When looking at Idaho Falls' Parks and Recreation Department, they currently offer a wide variety of programs; primarily focusing on the youth and adult age segments. Moving forward, the Parks and Recreation Department should consider adding additional programs dedicated to seniors. With Idaho Falls' population expected to continue aging over the next 15 years, this would be a great opportunity for the department to help satisfy the un-met needs of the 55+ segment. Such programs as walking clubs, water aerobics, and pickleball leagues are currently trending across the nation amongst the senior population.

Also, given the differences in how the active adults (55+) participate in recreation programs, the trend is moving toward having at least two different segments of older adults. The department could evaluate further splitting program offerings into 55-74 and 75 plus program segments.

### RACE AND ETHNICITY

In analyzing race, the service area's current population is predominately White Alone. The 2015 estimate shows that 87% of the population falls into the White Alone category. The predictions for 2030 expect the population by race to become slightly more diverse. There is expected to be a decrease in the White Alone population; accompanied by slight increases in population of all other races. (Figure 5.4)

Based on the 2010 Census, those of Hispanic/Latino origin currently represent just above 15% of the service area's total population. The Hispanic/Latino population is expected to grow an additional 6% by 2030. (Figure 5.5)

Figure 5.3- Population by age segment

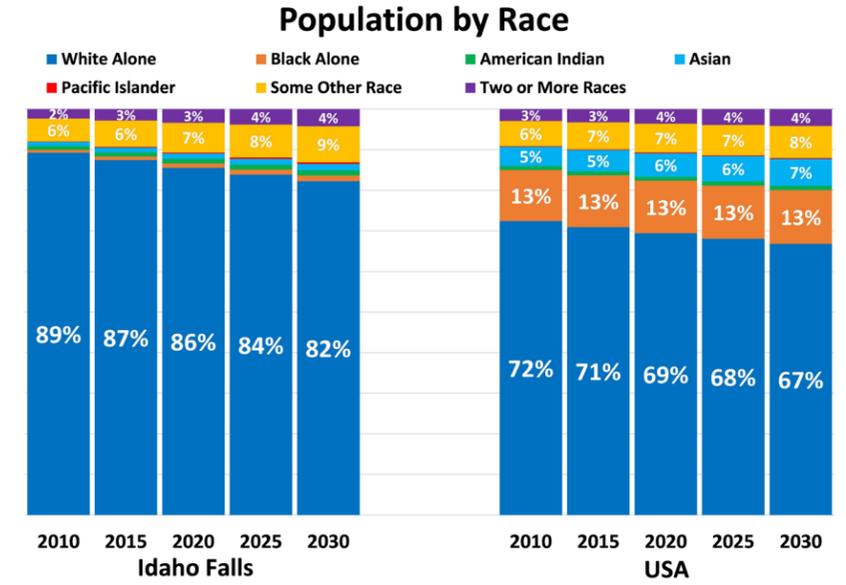
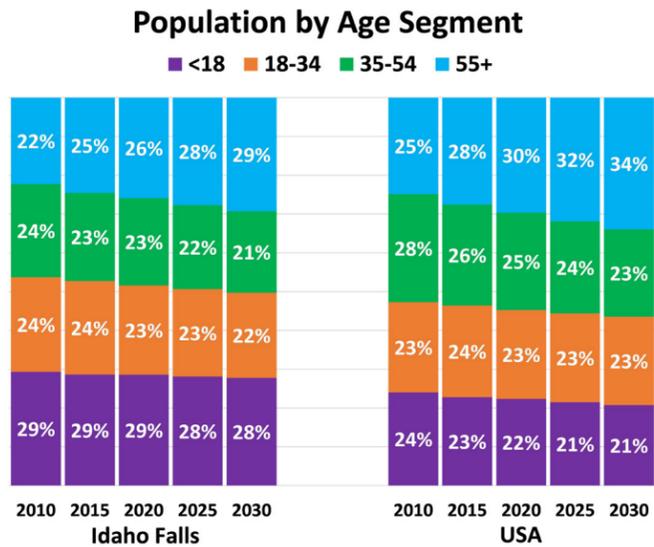


Figure 5.4- Population by race

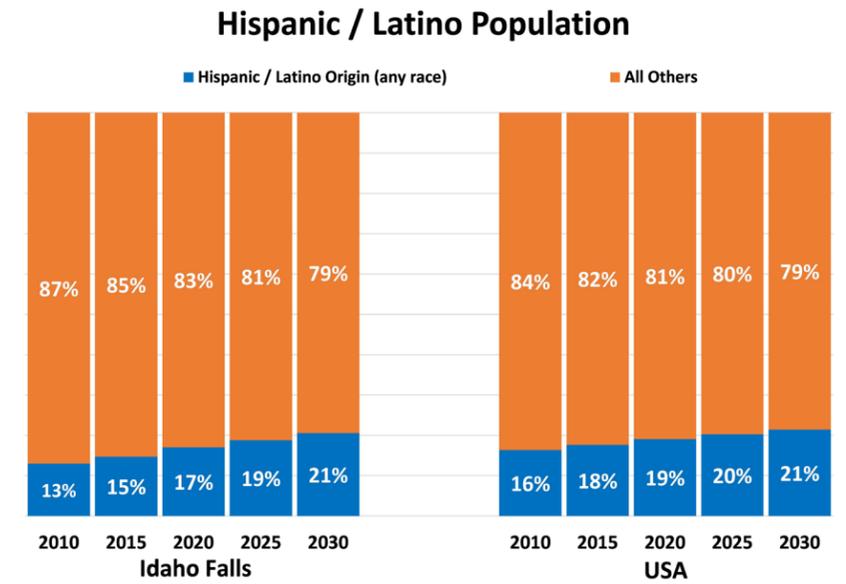


Figure 5.5- Hispanic / Latino Population

## HOUSEHOLDS AND INCOME

As seen in Figure 5.6, the City's median household income (\$47,150) and per capita income (\$24,296) are both slightly above the state averages, but below national averages.

### COMPARATIVE INCOME CHARACTERISTICS

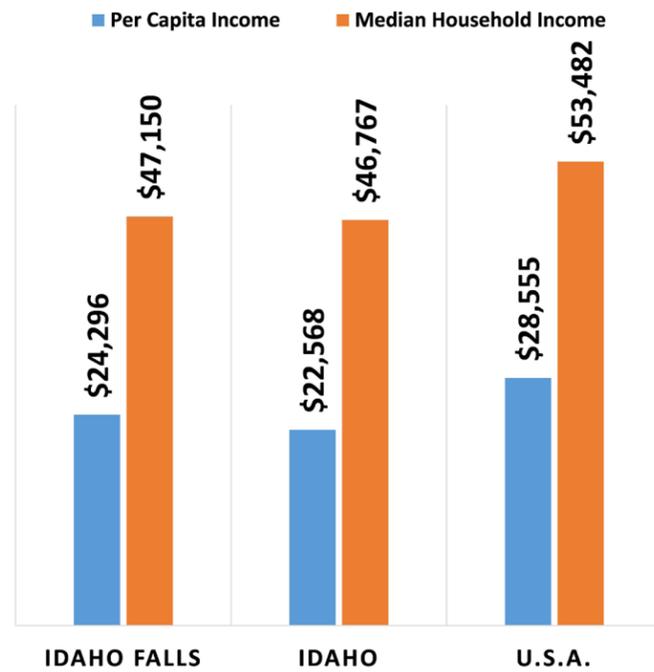


Figure 5.6 - Comparative income characteristics

## TRENDS ANALYSIS

The following tables summarize the findings from the Sports & Fitness Industry Association's (SFIA) 2015 Sports, Fitness and Leisure Activities Topline Participation Report, as well as the local market potential index data, which compares the demand for recreational activities and spending of residents for the targeted area to the national averages.

Summary of National Participatory Trends Analysis	
1.	<b>Number of "inactives" decreased slightly, those 'active to a healthy level' on the rise</b> <ul style="list-style-type: none"> <li>a. "Inactives" up 3% in 2014, from 80.2 million to 82.7 million</li> <li>b. Approximately one-third of Americans (ages 6+) are active to a healthy level</li> </ul>
2.	<b>Most popular sport and recreational activities</b> <ul style="list-style-type: none"> <li>a. Fitness Walking (112.6 million)</li> <li>b. Running/Jogging (51.1 million)</li> <li>c. Treadmill (50.2 million)</li> </ul>
3.	<b>Most participated in sports</b> <ul style="list-style-type: none"> <li>a. Golf (24.7 million)</li> <li>b. Basketball (23 million)</li> <li>c. Tennis (17.9 million)</li> </ul>
4.	<b>Activities most rapidly growing over last five years</b> <ul style="list-style-type: none"> <li>a. Adventure Racing - up 136%</li> <li>b. Non-traditional/Off-road Triathlon - up 123%</li> <li>c. Squash - up 101%</li> <li>d. Traditional/Road Triathlon - up 92%</li> <li>e. Rugby - up 77%</li> </ul>
5.	<b>Activities most rapidly declining over last five years</b> <ul style="list-style-type: none"> <li>a. Wrestling - down 40%</li> <li>b. Touch Football - down 32%</li> <li>c. In-line Roller Skating - down 32%</li> <li>d. Racquetball - down 25%</li> <li>e. Slow-pitch Softball - down 23%</li> </ul>

Summary of Local Market Potential Index Analysis	
1.	<b>The service area exhibits above average market potential for sport and leisure activities</b>
2.	<b>Top recreational activities in Idaho Falls compared to the national averages</b> <ul style="list-style-type: none"> <li>a. Visited a Zoo</li> <li>b. Attended Basketball Game (college)</li> <li>c. Attended High School Sports</li> </ul>

Information released by Sports & Fitness Industry Association's (SFIA) 2015 Study of Sports, Fitness, and Leisure Participation reveals that the most popular sport and recreational activities include: fitness walking, running/jogging, treadmill, free weights and road bicycling. Most of these activities appeal to both young and old alike, can be done in most environments, are enjoyed regardless of level of skill, and have minimal economic barriers to entry. These popular activities also have appeal because of the social aspect. For example, although fitness activities are mainly self-directed, people enjoy walking and biking with other individuals because it can offer a degree of camaraderie.

Fitness walking has remained the most popular activity of the past decade by a large margin, in terms of total participants. Walking participation during the latest year data was available (2014), reported over 112 million Americans had walked for fitness at least once.

From a traditional team sport standpoint, basketball ranks highest among all sports, with approximately 23 million people reportedly participating in 2014. Team sports that have experienced significant growth in participation are rugby, lacrosse, field hockey, ice hockey, roller hockey, and gymnastics – all of which have experienced double digit growth over the last five years.

In the past year, the estimated number of "inactives" in America has increased 3%, from 80.2 million in 2013 to 82.7 million in 2014. According to the Physical Activity Council, an "inactive" is defined as an individual that doesn't take part in any "active" sport. Although inactivity was up in 2014, the 209 million "actives" seem to be participating more often and in multiple activities.

The Sports & Fitness Industry Association (SFIA) Sports, Fitness & Recreational Activities Topline Participation Report 2015 was utilized to evaluate national sport and fitness participatory trends. SFIA is the number one source for sport and fitness research. The study is based on online interviews carried out in January and February of 2015 from nearly 11,000 individuals and households.

NOTE: In 2012, the Sports & Fitness Industry Association (SFIA) came into existence after a two-year strategic review and planning process with a refined mission statement-- "To Promote Sports and Fitness Participation and Industry Vitality". The SFIA was formerly known as the Sporting Goods Manufacturers Association (SGMA).

### NATIONAL TRENDS IN GENERAL SPORTS

The most heavily participated in sports for 2014 were golf (24.7 million) and basketball (23 million). While both of these activities have seen declining participation levels in recent years, the numbers of participants for each activity are well above the other activities in the general sports category. The popularity of golf and basketball can be attributed to the ability to compete with relatively small number of participants. Golf also benefits from wide age segment appeal, and is considered a life-long sport. Basketball's success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game.

As seen in Figure 5.7, since 2009, squash and other niche sports, like lacrosse and rugby, have seen strong growth. Squash has emerged as the overall fastest growing sport, as it has seen participation levels rise by 100% over the last five years. Based on survey findings from 2009-2014, rugby and lacrosse have also experienced significant growth, increasing by 77% and 73% respectively. Other sports with notable growth in participation over the last five years were field hockey (42.6%), roller hockey (21.7%), ice hockey (20%), gymnastics (16.9%), and cheerleading (12.6%). In the last year, the fastest growing sports were roller hockey (33.7%), squash (12.9%), competition boxing (12.7%), lacrosse (10.9%), and rugby (7.9%). During the last five years, the sports that are most rapidly declining include wrestling (40.3% decrease), touch football (down 32.3%), and racquetball (24.9% decrease).

In terms of total participants, the most popular activities in the general sports category in 2014 include golf (24.7 million), basketball (23 million), tennis (17.9 million), baseball (13.1 million), and outdoor soccer (12.6 million). Although four out of five of these sports have been declining in recent years, the sheer number of participants demands the continued support of these activities.

Figure 5.7 - General Sports Participatory Trends

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2009	2013	2014	13-14	09-14
				-0.1%	-8.9%
Basketball	25,131	23,669	23,067	-2.5%	-8.2%
				1.3%	-3.5%
Baseball	14,429	13,284	13,152	-1.0%	-8.9%
				-1.1%	-9.8%
Badminton	7,469	7,150	7,176	0.4%	-3.9%
				3.0%	-22.9%
Football, Touch	9,726	7,140	6,586	-7.8%	-32.3%
				-2.0%	-18.5%
Football, Tackle	7,243	6,165	5,978	-3.0%	-17.5%
				-1.8%	-20.5%
Volleyball (Sand/Beach)	4,324	4,769	4,651	-2.5%	7.6%
				-7.1%	16.9%
Soccer (Indoor)	4,825	4,803	4,530	-5.7%	-6.1%
				-10.8%	-2.3%
Track and Field	4,480	4,071	4,105	0.8%	-8.4%
				-6.0%	-24.9%
Cheerleading	3,070	3,235	3,456	6.8%	12.6%
				N/A	N/A
Softball (Fast Pitch)	2,476	2,498	2,424	-3.0%	-2.1%
				1.2%	20.0%
Lacrosse	1,162	1,813	2,011	10.9%	73.1%
				3.4%	-40.3%
Roller Hockey	1,427	1,298	1,736	33.7%	21.7%
				12.9%	100.5%
Field Hockey	1,092	1,474	1,557	5.6%	42.6%
				12.7%	N/A
Rugby	720	1,183	1,276	7.9%	77.2%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 5.7 - General sports participatory trends

### NATIONAL TRENDS IN AQUATIC ACTIVITY

Swimming is unquestionably a lifetime sport, and activities in aquatics have remained very popular among Americans. Fitness swimming is the absolute leader in multigenerational appeal with over 25 million reported participants in 2014 (Figure 5.8). NOTE: In 2011, recreational swimming was broken into competition and fitness categories in order to better identify key trends.

Aquatic Exercise has a strong participation base, and has recently experienced an upward trend. Aquatic exercise has paved the way for a less stressful form of physical activity, allowing similar gains and benefits to land-based exercise, including aerobic fitness, resistance training, flexibility, and better balance. Doctors have begun recommending aquatic exercise for injury rehabilitation, mature patients, and patients with bone or joint problems due to the significant reduction of stress placed on weight-bearing joints, bones, muscles, and the effect of the water in reducing swelling of injuries.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2009	2013	2014	13-14	09-14
				-4.0%	N/A
Aquatic Exercise	8,965	8,483	9,122	7.5%	1.8%
				2.7%	N/A
NOTE: Participation figures are in 000's for the US population ages 6 and over					
	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 5.8 - Aquatic participatory trends

### NATIONAL TRENDS IN GENERAL FITNESS

National participatory trends in fitness have experienced some strong growth in recent years. Many of these activities have become popular due to an increased interest among people to improve their health by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of activities that are relatively inexpensive to participate in and can be performed by nearly anyone with no time restrictions.

The most popular fitness activity by far is fitness walking, which had over 112.5 million participants in 2014. Other leading fitness activities based on number of participants include running/jogging (51 million), treadmill (50 million), hand weights (42 million), and weight/resistant machines (36 million).

Over the last five years, the activities that grew most rapidly were off-road triathlons (up 123%), road triathlons (up 92%), trail running (up 55%), high impact aerobics (55% increase), and yoga (up 33%). Most recently, from 2013-2014, the largest gains in participation were high impact aerobics (14% increase), trail running (up 11%), and barre (up 10%). (Figure 5.9)

National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2009	2013	2014	13-14	09-14
				-4.1%	1.5%
Running/Jogging	42,511	54,188	51,127	-5.6%	20.3%
				4.3%	-0.3%
Free Weights (Hand Weights)	N/A	43,164	41,670	-3.5%	N/A
				-1.2%	-8.3%
Stationary Cycling (Recumbent/Upright)	36,215	35,247	35,693	1.3%	-1.4%
				-1.6%	-1.9%
Free Weights (Dumbells)	N/A	32,209	30,767	-4.5%	N/A
				3.3%	8.2%
Free Weights (Barbells)	26,595	25,641	25,623	-0.1%	-3.7%
				3.9%	33.4%
Calisthenics/Bodyweight Exercise	N/A	N/A	22,390	N/A	N/A
				14.0%	54.6%
Stair Climbing Machine	13,653	12,642	13,216	4.5%	-3.2%
				5.4%	-3.0%
Stationary Cycling (Group)	6,762	8,309	8,449	1.7%	24.9%
				10.9%	55.4%
Cross-Training	N/A	6,911	6,774	-2.0%	N/A
				6.9%	22.7%
Martial Arts	6,643	5,314	5,364	0.9%	-19.3%
				-2.6%	N/A
Tai Chi	3,315	3,469	3,446	-0.7%	4.0%
				10.3%	N/A
Triathlon (Traditional/Road)	1,148	2,262	2,203	-2.6%	91.9%
				1.5%	122.6%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b> <span style="background-color: #28a745; padding: 2px;">Large Increase (greater than 25%)</span> <span style="background-color: #9bc296; padding: 2px;">Moderate Increase (0% to 25%)</span> <span style="background-color: #ffc107; padding: 2px;">Moderate Decrease (0% to -25%)</span> <span style="background-color: #dc3545; padding: 2px;">Large Decrease (less than -25%)</span>					

Figure 5.9 - General fitness participatory trends

### NATIONAL TRENDS IN OUTDOOR RECREATION

Results from the SFIA's Topline Participation Report demonstrate increased popularity among Americans in numerous outdoor recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with a group, and are not limited by time restraints. In 2014, the most popular activities in the outdoor recreation category include road bicycling (40 million), freshwater fishing (38 million), and day hiking (36 million).

From 2009-2014, outdoor recreation activities that have undergone large increases are adventure racing (up 136%), archery (up 33%), backpacking overnight (up 30%), and BMX bicycling (up 27%). Over the same time frame, activities declining most rapidly were in-line roller skating (down 32%), camping within ¼ mile of home or vehicle (down 16%), and recreational vehicle camping (down 14%) (Figure 5.10).

### LOCAL SPORT AND MARKET POTENTIAL

The following charts show sport and leisure market potential data from ESRI. A Market Potential Data (MPI) measures the probable demand for a product or service in the City of Idaho Falls. The MPI shows the likelihood that an adult resident of the target area will participate in certain activities when compared to the US National average. The national average is 100, therefore numbers below 100 would represent a lower than average participation rate, and numbers above 100 would represent higher than average participation rate. The service area is compared to the national average in four (4) categories – general sports, fitness, outdoor activity, and commercial recreation.

National Participatory Trends - Outdoor Recreation					
Activity	Participation Levels			% Change	
	2009	2013	2014	13-14	09-14
				-2.8%	1.5%
Fishing (Freshwater)	40,646	37,796	37,821	0.1%	-7.0%
				5.4%	11.3%
Camping (< 1/4 Mile of Vehicle/Home)	34,012	29,269	28,660	-2.1%	-15.7%
				-1.2%	-7.0%
Camping (Recreational Vehicle)	16,977	14,556	14,633	0.5%	-13.8%
				-6.9%	-4.8%
Fishing (Saltwater)	13,054	11,790	11,817	0.2%	-9.5%
				11.4%	30.2%
Archery	6,368	7,647	8,435	10.3%	32.5%
				-5.8%	9.2%
Hunting (Shotgun)	8,611	7,894	7,894	0.0%	-8.3%
				3.7%	-13.2%
Roller Skating, In-Line	8,942	6,129	6,061	-1.1%	-32.2%
				-0.6%	1.5%
Climbing (Sport/Indoor/Boulder)	4,541	4,745	4,536	-4.4%	-0.1%
				6.0%	19.2%
Adventure Racing	1,005	2,095	2,368	13.0%	135.6%
				8.4%	26.5%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 5.10 - Outdoor participatory trends

Overall, the City of Idaho Falls demonstrates above average market potential index (MPI) numbers; this is particularly noticeable in the outdoor activity market potential table. All of the activities in this category have above average MPI scores (100+). Looking at the other three categories (general sports, fitness, and commercial recreation), even though they all have a few activities with MPI scores below 100, a majority of the activities are well above the national averages. These overall high MPI scores show that Idaho Falls' residents have a rather strong participation presents. This becomes significant for when the Parks and Recreation Department considers hosting special events or starting up new programs; giving them a strong tool to estimate resident attendance.

As seen in the tables below, the following sport and leisure trends are most prevalent for residents within the City of Idaho Falls. The activities are listed in descending order, from highest to lowest number of estimated participants amongst the City's residents.

High index numbers (100+) are significant because they demonstrate that there is a greater potential that residents of the service area will actively participate in programs offered by the Parks and Recreation Department.

### GENERAL SPORTS MARKET POTENTIAL

Local Participatory Trends - General Sports				
Activity	Estimated Participants	% of Population		MPI
		City of Idaho Falls	USA	
Golf	4,539	10.9%	9.4%	<b>116</b>
Basketball	3,454	8.3%	8.3%	<b>100</b>
Football	2,155	5.2%	5.0%	<b>104</b>
Baseball	1,789	4.3%	4.5%	<b>96</b>
Tennis	1,694	4.1%	4.3%	<b>96</b>
Volleyball	1,648	4.0%	3.6%	<b>112</b>
Soccer	1,529	3.7%	3.8%	<b>98</b>
Softball	1,474	3.5%	3.4%	<b>104</b>

### FITNESS MARKET POTENTIAL

Local Participatory Trends - Fitness				
Activity	Estimated Participant	% of Population		MPI
		City of Idaho Falls	USA	
Walking for exercise	12,192	29.3%	27.9%	<b>105</b>
Swimming	7,087	17.1%	15.8%	<b>108</b>
Jogging/running	5,408	13.0%	12.7%	<b>102</b>
Weight lifting	4,588	11.0%	10.6%	<b>104</b>
Aerobics	3,627	8.7%	8.9%	<b>98</b>
Yoga	2,974	7.2%	7.2%	<b>100</b>
Pilates	1,187	2.9%	2.8%	<b>102</b>

### OUTDOOR ACTIVITY MARKET POTENTIAL

Local Participatory Trends - Outdoor Activity				
Activity	Estimated Participants	% of Population		MPI
		City of Idaho Falls	USA	
Fishing (fresh water)	5,636	13.6%	12.5%	<b>109</b>
Bicycling (road)	4,481	10.8%	9.8%	<b>110</b>
Hiking	4,384	10.5%	9.9%	<b>106</b>
Canoeing/kayaking	2,526	6.1%	5.4%	<b>113</b>
Boating (power)	2,455	5.9%	5.3%	<b>112</b>
Bicycling (mountain)	1,799	4.3%	4.0%	<b>108</b>
Backpacking	1,365	3.3%	2.9%	<b>112</b>
Horseback riding	1,021	2.5%	2.5%	<b>101</b>

### MONEY SPENT ON MISCELLANEOUS RECREATION

Local Participatory Trends - Commercial Recreation				
Activity	Estimated Participants	% of Population		MPI
		City of Idaho Falls	USA	
Attended sports event	10,761	25.9%	23.5%	<b>110</b>
Visited a theme park	7,254	17.5%	18.0%	<b>97</b>
Visited a zoo	5,975	14.4%	11.8%	<b>122</b>
Went overnight camping	5,746	13.8%	12.7%	<b>109</b>
Spent \$100-249 on sports/rec equip	3,191	7.7%	6.5%	<b>118</b>
Spent \$250+ on sports/rec equip	2,973	7.2%	7.1%	<b>102</b>
Attended football game (college)	2,596	6.2%	5.6%	<b>111</b>
Spent \$1-99 on sports/rec equip	2,591	6.2%	6.0%	<b>104</b>
Attended high school sports	2,294	5.5%	4.6%	<b>120</b>
Attended basketball game (college)	1,465	3.5%	2.9%	<b>120</b>
Visited indoor water park	1,371	3.3%	3.1%	<b>106</b>

### IMPLICATIONS FOR HERITAGE PARK

The population of Idaho Falls will continue to grow, increasing to an estimated 60,081 individuals in 2020; however, the city's pace of growth is slower than the nation's overall. This population growth supports the continued need for an additional signature city park in Idaho Falls.

Although the city will experience an aging trend (nearly 30% of all residents will be 55 or older by 2030), the community is still younger (33.2 years) than the national median (37.2 years). This suggests the need for broad age segment appeal for city parks, especially a site such as Heritage Park that is intended to serve the entire city population.

The city's income characteristics are slightly above the state levels, yet slightly below national levels. This suggests that existing fees and charges should neither significantly escalate nor deviate from national price point or cost recovery averages.

In general, the city exhibits above average market potential for sport and leisure activities.



## 6. PLAN CONCEPTS AND RECOMMENDATIONS

## MASTER PLAN

Based on feedback from the Project Steering Committee, as well as feedback from the community website, the recommended preferred alternative was developed, (See Figure 6.1.)

The master plan has been distilled from a robust process and the following recommendations summarize the best thinking for a long-range master plan for Heritage Park.

### PARK ROAD NETWORK

Heritage Park is envisioned as a public space that will have a positive relationship with anticipated future development in this area. The park offers an amenity for future residents and the residents will provide eyes on the street that can increase safety and the overall feeling of having a well-used park. A perimeter road is proposed to maximize the land area dedicated to park uses while establishing a functional edge for future development.

The Snake River Parkway is the primary road that will serve Heritage Park and the suggested internal road network is based on the flexibility of a gridded street. Two primary entries are identified at the existing curb cuts with the goal that the park extends outward to the Snake River Parkway. As a nature based cultural park, extending some of the park elements outward brings benefits to future development and the Idaho Falls community. Green areas along the primary entry roads can weave elements of the park into the surrounding community such as stormwater collectors. Park monument signs should be located at the entries along Snake River Parkway for clarity and the wayfinding benefit.

### PEDESTRIAN AND BICYCLE CIRCULATION

Heritage Park must reach out to future surrounding neighborhoods and the greater Idaho Falls Community to encourage pedestrian and bicycle access. The River Walk Trail (shown in yellow) is envisioned as a 12' wide paved regional connector. Local connectors (shown in white) are intended to be 6-8' paved surface that connect to the future adjacent community, the River Walk Trail and internal park amenities. Trails (shown in red) are envisioned as rustic soft surface trails, bark mulch, gravel or decomposed granite. The trails provide access to locations in the park that are intended to have nature based experience such as the river's edge, surface rain gardens and the island exploration. A variety of trails will widen the appeal of the park.

### PARKING

Because Heritage Park is somewhat linear in form, a distributed parking arrangement is proposed to allow access throughout. A larger parking area is provided near Sunnyside. There are approximately 150 shared on street parking spaces proposed and 50 spaces in the dedicated parking lot.



Figure 6.1 - Preferred alternative

## SHELTERS

Picnic shelters are highly used in Idaho Falls and the preferred alternative recommends four shelters at varying sizes. Larger shelters offer a higher capacity for group picnicking, family reunions, birthday parties and other events. Smaller shelters are intended for family sized independent use.

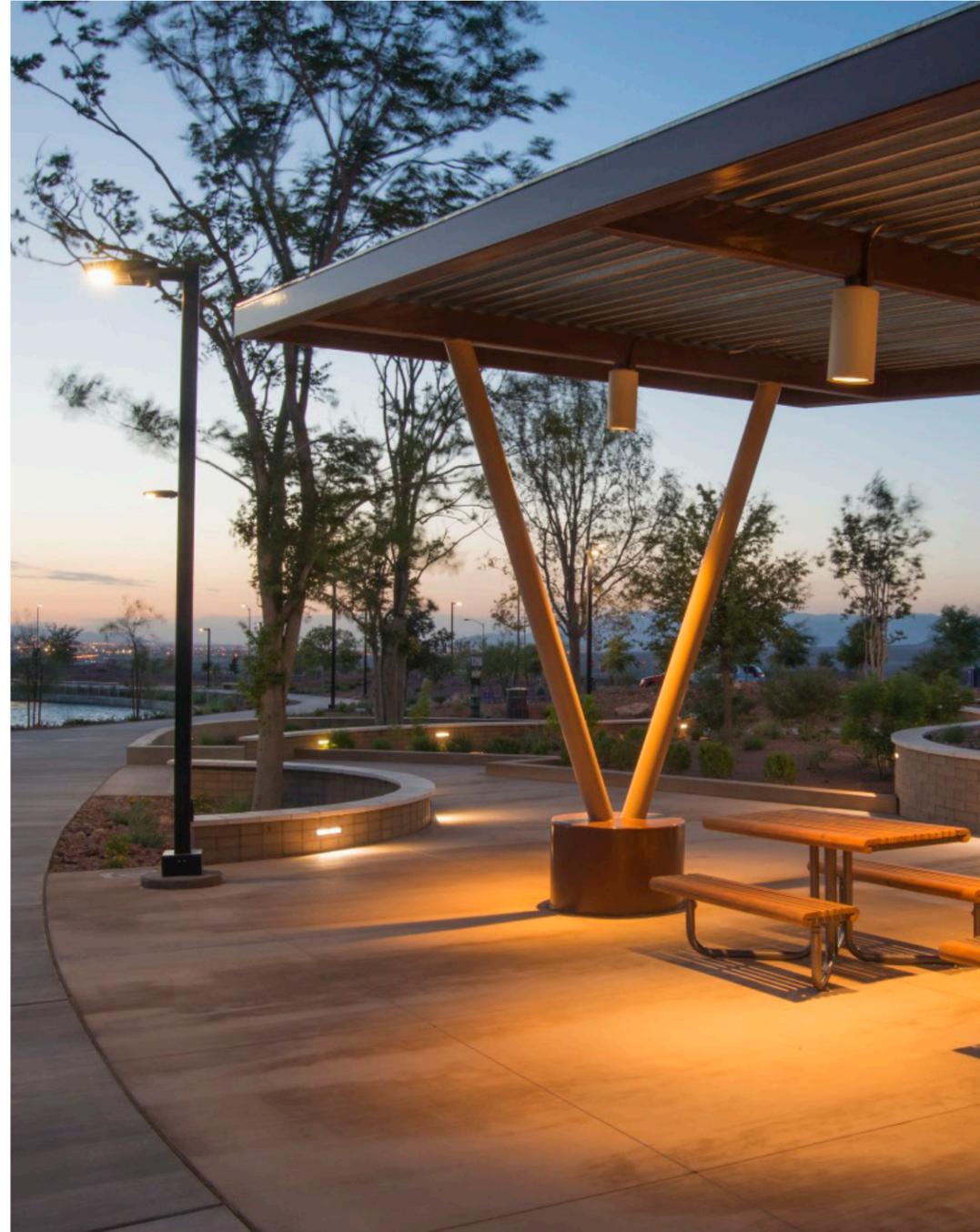
## RESTROOMS

A primary restroom is centrally located at the community events green and integrated as part of the band shell. Two secondary restrooms are located at each end of the park. There is one in the southern section, near the parking area, the one in the northern section is near the nature play area.

## HERITAGE

There are ten Heritage stops throughout the park (shown with an asterisk) which provide the opportunity for recognition of the rich Idaho Falls Heritage. These “stops” can include interpretive information and signage as each theme dictates. Some recommended themes are as follow:

- Pioneers and Settlers
- Fur Trade
- Geologic History
- Agriculture
- Hydro Electric
- Canal History / New Sweden Irrigation
- Native Americans
- Nuclear research
- Local Businesses



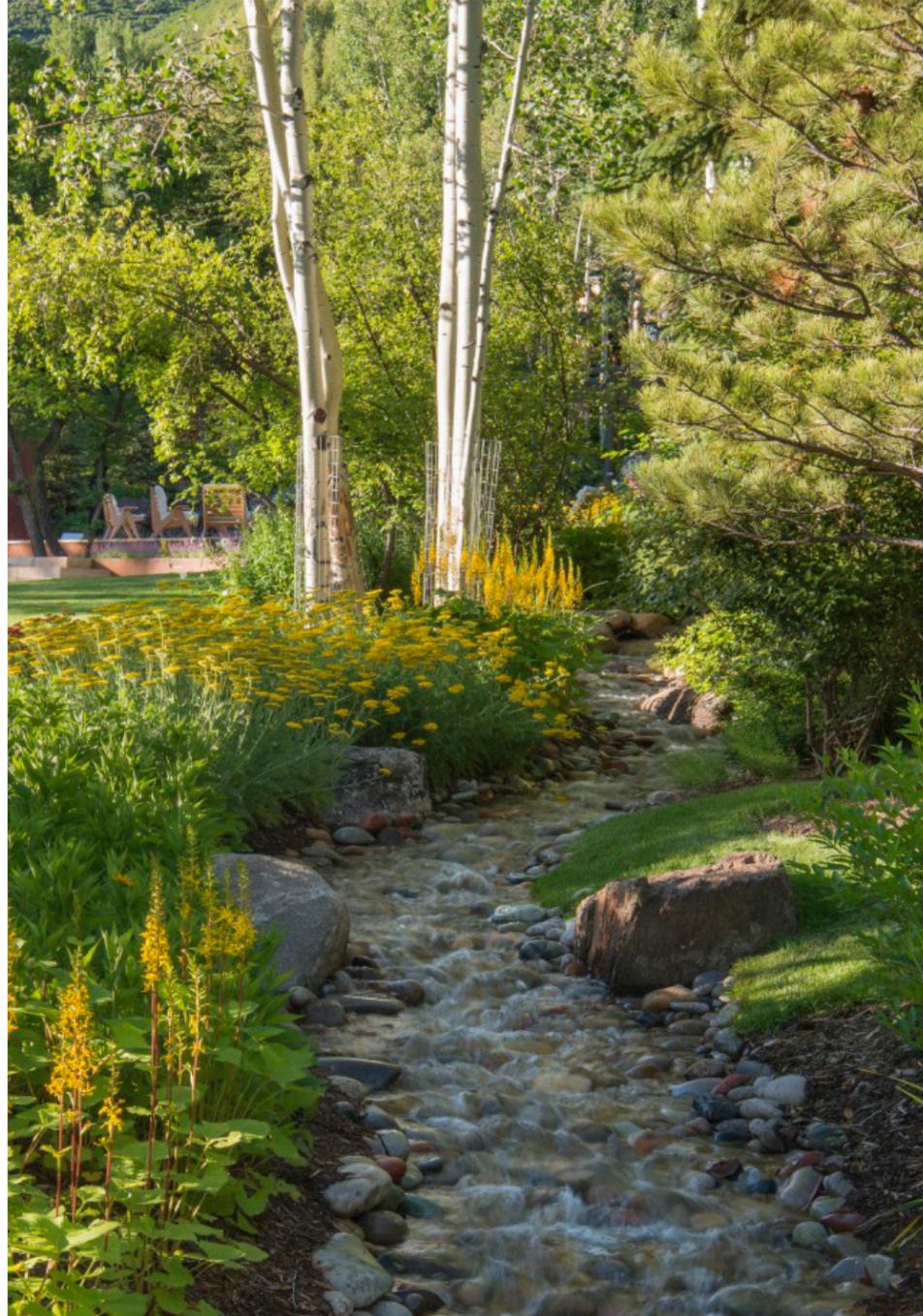
Shelter example



Heritage stop example

## WATER

Water plays an integral role in Heritage Park with the Snake River, the water diversion stream and the surface water rain gardens. This location has a unique relationship to the Snake River, offering a view of the full width of the river as well as a secondary channel with much less flow. The secondary stream would be diverted above the damn and flow back into the Snake River. This is envisioned as a slow moving naturalized stream that can be accessible in some locations.



*Secondary channel example*



*Secondary channel example*

Surface water rain gardens are an important infrastructure amenity that would accommodate water from future adjacent development and provide a naturalized amenity to the park. These can contain native vegetation and become habitat for numerous native species.

**SURFACE WATER STORAGE: 204,820 SF**  
Final capacity determined by depth



Surface water garden examples

## THE GREEN

The green space adjacent to the parking area is envisioned as a flexible use lawn area that can accommodate informal sports and activities.

Community green example



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### THE SNAKE RIVER PROMONTORY

The Snake River Promontory is envisioned as an earthmoving effort to create a mound with an spiraling walk and staircase that allows visitors to access the top. A vertical tower on top would allow an expansive view of the Snake River and valley.



*Snake River promontory example*

### COMMUNITY EVENTS GREEN / AMPHITHEATER

A community events green/ amphitheater allows a venue for accommodating special events of varying scales. The amphitheater seating is envisioned as earthen berms with seating being integrated as benched flat areas. The band shell is a structure containing the required power and connections for performances while integrating a primary restroom.

*Community events green / amphitheater example*



### SNAKE RIVER BEACH

Located at the confluence of the Snake River and the secondary slower channel, the Snake River Beach naturally collects sand and gravel, which could be augmented to establish a beach area with direct water access. Because of the river dynamic near the hydroelectric plant, caution would have to be used with any water access in this area.



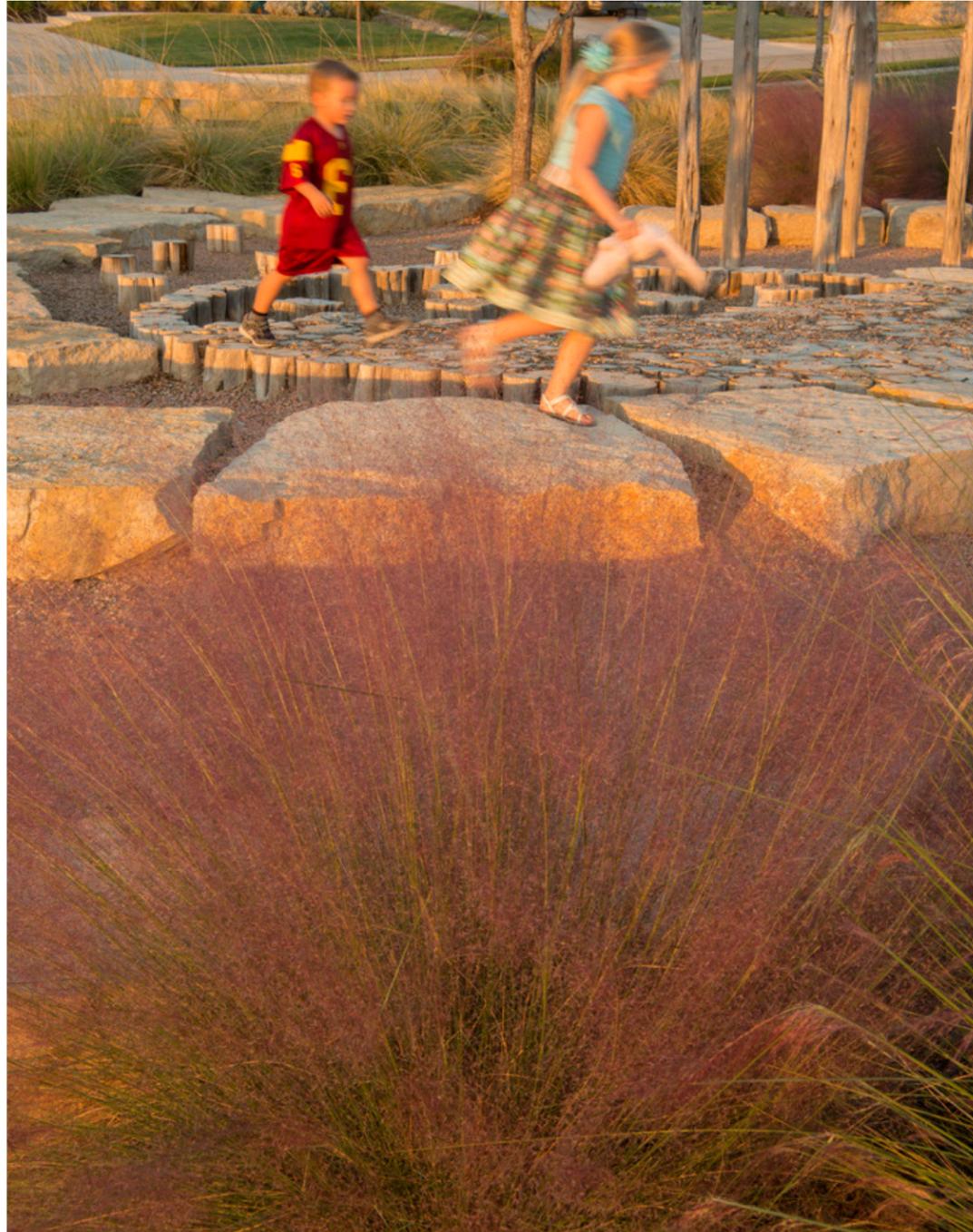
*Snake River beach example*

### NATURE PLAY

The goal of Heritage park is to encourage children and families to engage with nature. A dedicated nature play area facilitates this experience by utilizing natural elements to encourage play. This does not preclude more traditional play but encourages a blending and blurring of the lines between nature and play. A children's beach along the water diversion should provide a safe setting to encourage interaction with water.

### ISLAND EXPLORATION

The island area below the dam is a dynamic system that can change due to flooding. Access allows visitors to see the natural systems that establish these areas. This is envisioned as a very rustic experience that could change following major floods.



*Nature play examples*





## 7. OPINION OF PROBABLE COST

## PROJECT PHASING

The full construction of Heritage park is a long-term effort and to see it come to fruition the project must consider a successful phasing strategy. In general, those items which provide the most benefit for the investment should come first, with careful consideration to the order, and means and methods, which will be utilized by the selected contracting team or teams.

The Master Plan document sets forth a vision. To see the vision become a reality detailed schematic design, design development and construction documentation will be required. The characteristics of this park, being located in a dynamic river system, will require careful consideration of the existing geo-technical profile, hydrology, artful grading and establishment of plant communities. The following guideline provides a recommended approach to building Heritage Park.

### PRE-CONSTRUCTION

Assembly of a team that, at a minimum, will include the following professionals:

- Landscape architect (Lead)
- Civil engineer
- Geotechnical engineer
- Hydrology engineer

Additional consultants will be required in subsequent phases, such as architecture, structural and lighting.

### PHASE I

To break ground on Heritage Park, the extensive number of electrical poles must first be addressed. Options include relocating overhead electrical or placing lines underground.

The Heritage Park site has been previously mined and the Master Plan calls for a significant amount of earth moving to allow for the rain gardens and Snake River Promontory.

Bringing irrigation to the site is a priority for this phase because water will enable the establishment of native grasses, rain garden plantings, shrubs and trees. Erosion control netting and other mechanisms will be required.

### PHASE II

Trails can be added per the plan to begin allowing access to the site. The connection to Ryder Park via the underpass at Sunnyside should be established with this effort. The Heritage Park portion of the Riverwalk Trail should be part of this phase.

Pending adjacent development, this phase can also establish the entry connections from the Snake River Parkway, including signage.

One restroom should be provided.

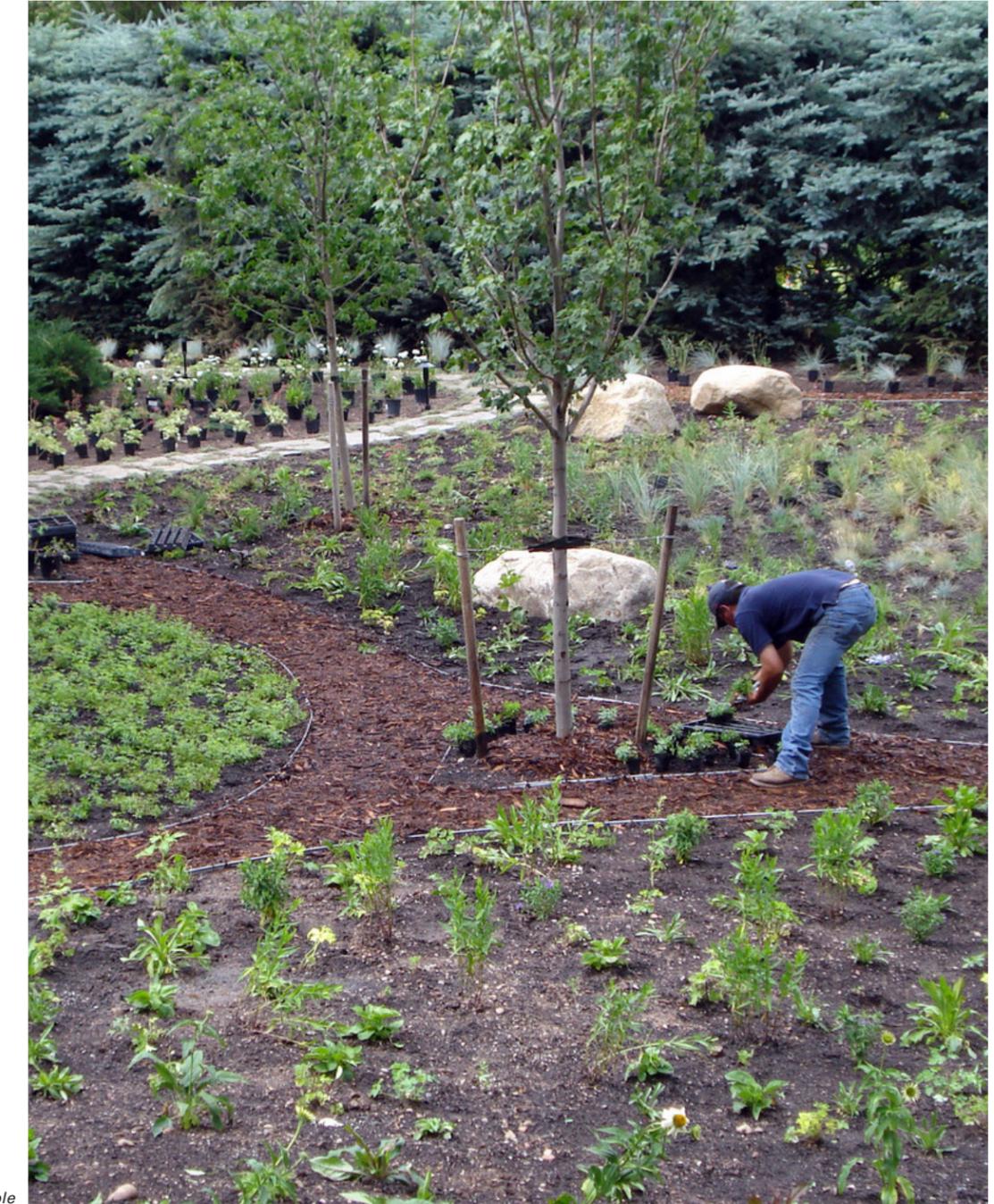
### PHASE III

This phase should focus on enhancing access and some amenities, including construction of roads and parking.

Bringing electrical to the site would allow for the integration of site lighting.

Remaining features should be constructed at this time including:

- Heritage stops
- Lawn areas
- Snake River promontory tower
- Band shell
- Shelters
- Children's nature play area and beach
- Overlooks
- Platforms
- Snake River beach



*Landscape construction example*

**PRELIMINARY OPINION OF PROBABLE COST**

PHASE I		
Relocate and bury overhead electrical lines		\$480,000.00
Earthmoving and grading		\$420,912.50
Irrigation		\$50,000.00
Seeding		\$137,500.00
Trees		\$250,000.00
Shrubs and Perennials		\$155,000.00
	Subtotal	\$1,493,412.50
	Mobilization 5%	\$74,670.63
	Construction Contingency 25%	\$373,353.13
	<b>Phase I Total</b>	<b>\$1,941,436.25</b>

PHASE II		
Trails, bridges, walks		\$577,000.00
Construction of roads, parking and entry walks		\$423,175.00
Restrooms		\$100,000.00
Entry Signage		\$15,000.00
	Subtotal	\$1,115,175.00
	Mobilization 5%	\$55,758.75
	Construction Contingency 25%	\$278,793.75
	<b>Phase II Total</b>	<b>\$1,449,727.50</b>

PHASE III		
Heritage stops		\$120,000.00
Snake River promontory tower		\$30,000.00
Band shell		\$210,000.00
Shelters		\$150,000.00
Children's nature play area & beach		\$106,000.00
Overlooks		\$72,400.00
Platforms		\$20,000.00
Snake River beach		\$3,600.00
	Subtotal	\$712,000.00
	Mobilization 5%	\$35,600.00
	Construction Contingency 25%	\$178,000.00
	<b>Phase III Total</b>	<b>\$925,600.00</b>



## 8. MAINTENANCE SCHEDULE

## RECOMMENDED MAINTENANCE STANDARDS

Recommended maintenance standards and parameters are provided in this Master Plan to serve as a basis for estimating workloads and subsequent resource requirements of the Idaho Falls Parks and Recreation Department in managing the quality of Heritage Park. This process can yield results that support the efforts of the Department to sufficiently plan for future maintenance requirements of the park as the Master Plan is implemented, as assets age, and new facilities are considered for development.

These parameters establish a first layer of productivity standards to manage the efficiency and effectiveness of park maintenance. It is recommended that the Department update a maintenance management plan every five years so as to monitor and support the optimal productivity of maintenance efforts. The recommended standards contained herein are intended to serve as a foundation for a maintenance management plan for Heritage Park so the Department can continue the standardization and efficient usage of site and facility maintenance resources.

The planning team has developed maintenance standards for maintenance efficiencies per tasks and annual frequencies by service. These standards are based on industry data from the National Recreation and Park Association and include information regarding parks in Western and Intermountain states. The standards correspond to four levels of service:

Level 1 – Sports Playing Fields, Very High Public Traffic Areas

Level 2 - Developed Areas, Heavy Public Traffic, High Visitor Density

Level 3 – Semi-developed Areas, Moderate Public Traffic and Visitor Density

Level 4 – Undeveloped/Natural Areas, Moderate Public Traffic, Low Visitor Density

*Recommended standards and levels of effort may need to be adjusted for specific site conditions.*

## LEVEL 1 - SPORTS PLAYING FIELDS, VERY HIGH PUBLIC TRAFFIC AREAS

### MOWING AND DETAILING

- Mow as needed to the maximum recommended height for the specific turf variety during growing season
- Edge sidewalks, borders, fences and other appropriate areas once weekly during the growing season
- Install sod or seed as needed and mow weekly at a minimum
- Weeds should cover no more than 5% of the grass surface
- Inspect thatch layer regularly and remove as needed
- Remove grass clippings
- Test soil as needed and apply fertilizer according to optimum plant requirements 2-3 times during growing season
- Inspect regularly for insects, diseases and rodents and respond to outbreaks according threshold standards within 3 days

### LANDSCAPE MAINTENANCE

- Prune shrubs as necessary year-round
- Prune trees as necessary throughout the year
- Apply fertilizer to plant species once per year as needed according to their optimum requirements
- Inspect regularly for insects, diseases and rodents. Respond to outbreaks according to IPM thresholds and procedures within 3 days
- Place 4” of organic mulch around each tree within a minimum 18” ring
- Place 4” of organic mulch around shrub beds to minimize weed growth
- Remove hazardous limbs and plants immediately upon discovery
- Remove dead trees that pose an immediate hazard upon discovery
- Remove or treat invasive plants within 5 days of discovery
- Replant trees and shrubs as necessary

### IRRIGATION SYSTEM MAINTENANCE

- Inspect irrigation systems a minimum of once per month
- Initiate repairs to non-functioning systems within 24 hours of discovery during the dry season and within 10 days during the wet season
- Inspect and adjust and/or repair irrigation systems and microspray as necessary weekly during the dry season
- Modify systems as necessary to increase irrigation coverage or efficiency

### ROAD, TRAIL AND PARKING LOT MAINTENANCE

- Remove debris and glass immediately upon discovery
- Remove sand, dirt, and organic debris from roads, walks, lots and hard surfaces weekly
- Remove trip hazards from pedestrian areas immediately upon discovery
- Repair concrete walks, scenic view area, curbs and other surfaces as needed
- Repair asphalt trails, or soft surface trails, parking lots, roadways and other surfaces as needed

### GENERAL MAINTENANCE AND SUPPORT SERVICES

- Inspect fences, gates and other landscape structures at least once annually. Complete safety-related repairs immediately. Complete other repairs within 48 hours of discovery.
- Water manually as necessary to establish new plantings
- Install and maintain automatic drip irrigation system to reforestation projects where feasible
- Prune shrubs and trees as necessary
- Weed by hand or mechanically as necessary
- Provide pest control as needed and as per IPM thresholds
- Plant and renovate areas as necessary

## LEVEL 2 – DEVELOPED AREAS, HEAVY PUBLIC TRAFFIC, HIGH VISITOR DENSITY

### MOWING AND DETAILING

- Mow to the maximum recommended height for the specific turf variety at least once weekly during growing season
- Edge sidewalks, borders, fences and other appropriate areas once weekly during the growing season
- Install sod or seed as needed and mow weekly
- Weeds should cover no more than 10% of the grass surface
- Inspect thatch layer regularly and remove as needed
- Remove grass clippings only if coverage is unsightly or impacts health of the lawn
- Test soil as needed and apply fertilizer according to optimum plant requirements 1-2 times during growing season
- Inspect regularly for insects, diseases and rodents and respond to outbreaks according threshold standards within 3 days

### LANDSCAPE MAINTENANCE

- Prune shrubs as necessary year-round
- Prune trees as necessary throughout the year
- Apply fertilizer to plant species once per year as needed according to their optimum requirements
- Inspect regularly for insects, diseases and rodents. Respond to outbreaks according to IPM thresholds and procedures within 3 days
- Place 4” of organic mulch around each tree within a minimum 18” ring

- Place 4” of organic mulch around shrub beds to minimize weed growth
- Remove hazardous limbs and plants immediately upon discovery
- Remove dead trees that pose an immediate hazard upon discovery
- Remove or treat invasive plants twice annually
- Replant trees and shrubs as necessary

### IRRIGATION SYSTEM MAINTENANCE

- Inspect irrigation systems a minimum of once per month
- Initiate repairs to non-functioning systems within 24 hours of discovery during the dry season and within 10 days during the wet season
- Inspect and adjust and/or repair irrigation systems and microspray as necessary weekly during the dry season
- Modify systems as necessary to increase irrigation coverage or efficiency

### ROAD, TRAIL AND PARKING LOT MAINTENANCE

- Remove debris and glass immediately as needed
- Remove sand, dirt, and organic debris from roads, walks, lots and hard surfaces as needed
- Remove trip hazards from pedestrian areas immediately upon discovery
- Repair concrete walks, scenic view area, curbs and other surfaces as needed
- Repair asphalt trails, or soft surface trails, parking lots, roadways and other surfaces as needed

### GENERAL MAINTENANCE AND SUPPORT SERVICES

- Inspect fences, gates and other landscape structures at least once annually. Complete safety-related repairs immediately. Complete other repairs within 48 hours of discovery.
- Water manually as necessary to establish new plantings
- Install and maintain automatic drip irrigation system to reforestation projects where feasible
- Prune shrubs and trees as necessary
- Weed by hand or mechanically as necessary
- Provide pest control as needed and as per IPM thresholds
- Plant and renovate areas as necessary
- Complete playground and bridge inspections monthly

## LEVEL 3 – SEMI-DEVELOPED AREAS, MODERATE PUBLIC TRAFFIC AND VISITOR DENSITY

### MOWING AND DETAILING

- Mow to maximum recommended height for the specific turf variety at least once every two weeks during growing season
- Edge sidewalks, borders, fences and other appropriate areas at least monthly during the growing season
- Install seed to maintain uniform turf coverage of 80%
- Weeds should cover no more than 25% of the grass surface
- Inspect regularly for insects, diseases and rodents and respond to outbreaks according IPM threshold standards within 10 days

### LANDSCAPE MAINTENANCE

- Prune shrubs as necessary every two years September to January
- Prune trees as necessary throughout the year
- Apply fertilizer to plant species only if plant health dictates
- Inspect regularly for insects, diseases and rodents. Respond to outbreaks according to IPM thresholds within 10 days
- Place 4” of organic mulch around shrub beds to minimize weed growth
- Place 4” of organic mulch around each tree within a minimum 18” ring
- Remove or barricade hazardous limbs and plants immediately upon discovery. Remove barricaded hazards within 3 days consistent with procedures for bird nesting survey
- Remove or barricade hazardous trees immediately upon discovery. Remove barricaded hazards within 3 days consistent with procedures for bird nesting survey.
- Remove or treat noxious or invasive plants as needed
- Replant as trees and shrubs as necessary

## LEVEL 4 – UNDEVELOPED/NATURAL AREAS, MODERATE PUBLIC TRAFFIC, LOW VISITOR DENSITY

### MOWING AND DETAILING

- Areas should be left in a natural state. Unless legal requirements dictate, areas are not mowed, trimmed, fertilized, or irrigated
- Weed control limited to legal requirements for eradication of noxious plants
- Respond only for safety-related concerns or where addressed by agency policies

### LANDSCAPE MAINTENANCE

- Respond only for safety-related concerns or where addressed by agency policies
- Fuels reduction to prevent wildland fires

### ROAD, TRAIL AND PARKING LOT MAINTENANCE

- Respond only for safety-related concerns

## WORK PRIORITIES FOR LEVELS OF SERVICE

The following are recommended work priorities by level:

### LEVEL 1, 2 & 3 WORK PRIORITIES

Priority 1: Conditions which pose an immediate threat to life or property (fire, explosion, water main break, building structural failure, electrical failure).

Priority 2: Emergency requests from a regulatory agency to correct immediate hazards (fire code deficiency, hazardous material issue).

Priority 3: Special request from the Director or designee determined to require immediate attention

Priority 4: Emergency or routine work intended to improve services for visitors, or the general public.

Priority 5: Emergency or routine work intended to reduce the long-term maintenance levels.

Priority 6: Emergency or routine work intended to improve the aesthetics or attractiveness of an area or facility.

### LEVEL 4 WORK PRIORITIES

Priority 1: Conditions which pose an immediate threat to life or property (fire, explosion, water main break, building structural failure, electrical failure).

Priority 2: Emergency requests from a regulatory agency to correct immediate hazards (fire code deficiency, hazardous material issue).

Priority 3: Emergency or routine work intended to reduce the long-term maintenance levels.

Priority 4: Emergency or routine work intended to approve the aesthetics or attractiveness of an area or facility.

## HERITAGE PARK MASTER PLAN MAINTENANCE COST IMPLICATIONS

Maintenance cost implications for Heritage Park have been estimated by calculating existing Idaho Falls Parks & Recreation Department maintenance costs and making adjustments based upon requirements called for in the master plan design.

Using data provided by the Department, the approximate existing maintenance cost per acre is \$5,101 for Level two maintenance areas. As is discussed in the section on Maintenance Standards, park maintenance should be approached by applying different levels of maintenance care depending upon the desired use and experiences in different zones in the park. The image below illustrates the planning team’s recommendation for various maintenance levels at Heritage Park.



The table below outlines estimated maintenance costs extrapolated from the Level two maintenance currently provided at other Idaho Falls parks, particularly Tautphaus Park.

### Estimated Per Acre Costs by Maintenance Level

Level 1	\$ 6,886	135%	of existing baseline
Level 2	\$ 5,101	100%	of existing baseline
Level 3	\$ 3,826	75%	of existing baseline
Level 4	\$ 2,550	50%	of existing baseline

The total required maintenance management costs can be estimated by applying these per acre costs to the different maintenance management zones in Heritage Park. See Table below.

### Heritage Park

Maintenance Areas	Acreage	Est. Mx Cost
Level 1	5.72	\$ 29,176
Level 2	2.21	\$ 8,454
Level 3	3.64	\$ 18,567
<b>Total Planned</b>	<b>11.57</b>	<b>\$ 56,197</b>

Based upon these estimates, implementation of the Heritage Park Master Plan will increase maintenance costs for the Department by \$56,197 (2015 dollars). Assuming a 3.0% rate of inflation and holding all other variables constant, future costs will increase according to the table below.

### Maintenance Cost Totals (Adjusted for inflation)

	2015 Y0	2016 Y1	2017 Y2	2018 Y3	2019 Y4	2020 Y5	2021 Y6
Total Cost	\$ 56,197	\$ 57,883	\$ 59,619	\$ 61,408	\$ 63,250	\$ 65,148	\$ 67,102



## 9. FUNDRAISING

## FUNDING AND REVENUE STRATEGIES

The following are the funding and revenue strategies that have been employed by Parks and Recreation agencies nationwide for agency-wide or park specific development or operations support. While understood that not every source here will be possible or preferable in Idaho Falls currently, the intent is to provide a broad cross section of sources and successful examples relevant to Heritage Park.

At that point, should Idaho Falls see the value in pursuing these funding sources, they could be pursued further through legislative means.

### FUNDING SOURCES FOR CAPITAL IMPROVEMENT DOLLARS AND OPERATING COSTS

**Governmental Funding Programs:** A variety of funding sources are available from federal and state government for park-related projects. For example, Idaho Falls has been successful in leveraging the Land and Water Conservation Fund funding program which has been reinstated for 2016 levels at 150 million and can provide capital funds to state and local governments to acquire, develop, and improve outdoor recreation areas.

**Federal Community Development Block Grant (CDBG)** funds are used to support open space related improvements including redevelopment and new development of parks and recreation facilities. AmeriCorps Grants can be used to fund support for park maintenance.

Transportation Enhancement Funds monies require a 20% match by the City.

**CDBG (Community Development Block Grants)** funds are used by many cities to enhance parks. These funds should be used to support the re-development of major facilities based on its location in the City and what it will do to enhance the neighborhood and schools surrounding the park which is the purpose for CDBG monies. Idaho Falls could evaluate if these would be applicable funds.

**Urban and Community Forestry Assistance Program:** The USDA provides small grants of up to \$10,000 to communities for the purchase of trees to plant along city streets and for greenways and parks. To qualify for this program, a community must pledge to develop a street-tree inventory, a municipal tree ordinance, a tree commission, committee or department, and an urban forestry-management plan.

**Small Business Tree-Planting Program:** The Small Business Administration provides small grants of up to \$10,000 to purchase trees for planting along streets and within parks or greenways. Grants are used to develop contracts with local businesses for the plantings.

**Economic Development Grants for Public Works and Development of Facilities:** The U. S. Department of Commerce, Economic Development Administration (EDA), provides grants to states, counties, and cities designated as redevelopment areas by EDA for public works projects that can include developing trails and greenway facilities. There is a 30-percent local match required, except in severely distressed areas where federal contribution can reach 80 percent.

**National Recreational Trails Program:** These grants are available to government and nonprofit agencies, for amounts ranging from \$5,000 to \$50,000, for the building of a trail or piece of a trail. A reimbursement grant program (sponsor must fund 100% of the project up front) requires a 20% local match. This is an annual program with an application deadline at the end of January. The available funds are split such that 30% goes toward motorized trails, 30% to non-motorized trails, and 40% is discretionary for trail construction.

**Design Arts Program:** The National Endowment for the Arts provides grants to states and local agencies, individuals and nonprofit organizations for projects that incorporate urban design, historic preservation, planning, architecture, landscape architecture, and other community improvement activities, including greenway development. Grants to organizations and agencies must be matched by a 50-percent local contribution. Agencies can receive up to \$50,000.

**Facility Authority:** Facility authorities are used by park-and-recreation systems to improve a specific signature park or develop a specific improvement, such as a stadium, large recreation center, large aquatic center, or sports venues for competitive events through bonding. The revenues that repay the bonds usually come from sales and/or property taxes. The City of Indianapolis has created several community venues for recreation purposes and for national-competition events that promote the local economy. The facility authority is responsible for managing the sites and operating them in a self-supporting manner.

**Utility Lease Fee:** Utility lease fees have been used to support parks in the form of utility companies supporting a park from utility easements, storm water runoff and paying for development rights below the ground. This funding source is derived from fees on property owned by the City based on measures such as the amount of impervious surfacing as well as fees from utility companies having access through the park. This is used by many cities to acquire and develop greenways and other open space resources that provide improvements in the park or development of trails. Improvements can include trails, drainage areas, and retention ponds that serve multiple purposes such as recreation, environmental protection, and storm water management. This could be a source for the utilities to make a contribution to support the parks and trails in the future. This has been very successful in Houston along their bayous and in King County Washington.



Food and Beverage Tax: Food and Beverage Tax dollars can come from the local community as well as visitors to the city to help pay for a bond to finance future park and recreation related improvements. Food and Beverage Taxes are very well accepted across the nation and this 1/8% sales tax requires voter approval. .

### FUNDING SOURCES FOR OPERATIONAL DOLLARS

Land Leases/Concessions: Land leases and concessions are public/private partnerships in which the municipality provides land or space for private commercial operations that will enhance the park and recreational experience in exchange for payments to help reduce operating costs. They can range from food service restaurant operations to full management of recreation attractions. Leases usually pay back to the City a percentage of the value of the land each year in the 15% category and a percentage of gross from the restaurant or attractions. They also pay sales tax and employee income taxes to the city which supports the overall government system in the city.



Park Admission: Many park and recreation systems in the United States have admission fees on a per car, per bike, and per person basis to access a park that can be used to help support operational costs. Car costs range from \$3 to \$5 a car and \$2 dollars a bicycle or \$2 dollars a person. For Heritage Park, this would likely only apply for large events or festivals that can be set up as a fee based park at least on weekends.

Naming Rights: Many cities and counties have turned to selling the naming rights for new construction of facilities or parks as a way to pay for the development and, occasionally, costs associated with the project. Naming rights are calculated by the number of impression points by visitors to the site. A park could raise 20%-30% of the development / operating costs from naming rights. Individual naming rights could support the development of many of the amenities in Heritage Park.

A great example of this was in Lewisville, Texas where the city signed a 10 year naming rights deal with a local Toyota dealership for their signature community park which opened in 2009 and includes multiple sports fields, a dog park, skate park, walking and jogging trails, three lakes for irrigation etc. (<http://www.cityoflewisville.com/index.aspx?page=538>). This could potentially be a model that may have relevance for Heritage Park which has a similar set of broad and exciting amenity types that serve a wide audience.

### SPONSORSHIPS

These are typically cash or in-kind fees paid to an agency by a brand or a business in exchange for being able to promote their brand or business through the agency's offerings (e.g. programs, events or facilities).

Some examples include City of Roseville, California's sponsorship for their Utility Exploration Center <https://www.roseville.ca.us/explore/sponsorships.asp>, and Charleston County Parks and Recreation (<http://www.ccprc.com/index.aspx?NID=5>) as well as City of Santa Barbara for establishing frameworks for sustained sponsorship opportunities by providing packaged choices of offerings that could be emulated for all of Idaho Falls or specifically for Heritage Park. ([http://www.santabarbaraca.gov/gov/depts/parksrec/recreation/sponsor\\_opportunities.asp](http://www.santabarbaraca.gov/gov/depts/parksrec/recreation/sponsor_opportunities.asp)).

### CROWD-FUNDING

Crowd funding is the collection of funds to sustain an initiative from a large pool of backers—the "crowd"—usually made online by means of a web platform. The initiative could be a nonprofit campaign (e.g. to raise funds for a school or social service organization), a philanthropic campaign (e.g. for emergency funds for an ill person or to produce an emerging artist), a commercial campaign (e.g. to create and sell a new product) or a financing campaign for a public agency or a specific park (capital projects or program and operations related e.g. printing costs for all marketing materials)

Crowdfunding models involve a variety of participants. They include the people or organizations that propose the ideas and/or projects to be funded, and the crowd of people who support the proposals. Crowdfunding is then supported by an organization (the "platform") which brings together the project initiator and the crowd. Given below are three examples of the most popular platforms that are currently out there.



[www.fundyourpark.org](http://www.fundyourpark.org)

- The National Recreation and Park Association has its own crowdfunding platform aimed at helping to raise funds for specific parks / projects. Heritage Park could certainly be a viable option for this.

[www.Kickstarter.com](http://www.Kickstarter.com)

- The Mountair Park Community Farm to build urban farms in unused City Park Space - <https://www.kickstarter.com/projects/1255067972/growing-in-the-city-the-mountair-park-community-fa?ref=live>
- Marketing Support for creating Outdoor Recreation Map - <https://www.kickstarter.com/projects/403262169/outdoor-recreation-map-of-the-bob-marshall-wildern?ref=live>

[www.Razoo.com](http://www.Razoo.com)

- After-School Programs for Environmental Education <http://www.razoo.com/story/Feel-Good-About-Contributing-To-Urban-Sprouts>
- Local Community Theater Support Group <http://www.razoo.com/story/Team-Wang>

**Maintenance Endowment Fund:** This is a fund dedicated exclusively for a park’s maintenance, funded by a percentage of user fees from programs, events, and rentals and is dedicated to protect the asset where the activity is occurring. These could be established for Heritage Park in order to help support ongoing maintenance.

**Park and Recreation Revenue Revolving Fund:** This is a dedicated fund to be used for park purposes only that is replenished on an ongoing basis from various funding sources such as grants, sponsorships, advertising, program user fees and rental fees within the park system. Heritage Park could establish a revolving fund supported by all of the funding sources identified in this section and kept separate from the general fund.

**Permit Fees:** This fee is incorporated for exclusive reservations for shelters or special events that could occur at Heritage Park by organizations that make a profit off of Idaho Falls Parks and Recreation owned facilities. Permit fees include a base fee for all direct and indirect costs for Idaho Falls Parks and Recreation to provide the space on an exclusive basis plus a percentage of the gross for major special events and tournaments held on park owned permitted facilities. Alcohol permits should be explored and if determined worthwhile, added to these permits which would generate more dollars for Idaho Falls Parks and Recreation for these special use areas. These dollars could be applied to the Recreation and Park Revolving Fund to help support park improvements and operations.

**Sale of Development Rights below the Ground:** Some public agencies have sold their development rights next to greenways below the ground for fiber optic lines and utility lines for gas and electric on a lineal foot basis. This has occurred in King County, Washington.

## PRIVATE FUNDING SOURCES

**Donations:** Private donations are a popular form of fundraising by public agencies, particularly for facilities and services that are highly visible and valued by the public. Donations can be channeled through a foundation or conservancy aligned with the parks and recreation system’s priorities. Donations can be made through one or more of the following methods:

- Donations of cash to a specific park or trail segment by community members and businesses
- Donations of services by large corporations to reduce the cost of park or trail implementation, including equipment and labor to construct and install elements of a specific park or trail
- Reductions in the cost of materials purchased from local businesses that support parks and trails implementation, and can supply essential products for facilities

**Conservancy or Friends Organization:** Creating a conservancy to help support Heritage Park could be evaluated. The number of park conservancies have significantly increased in the last few years nationwide and are projected to continue doing do.

**Greenway Foundations:** Many agencies have turned to greenway foundations to help develop and maintain trails and green corridors. The City of Indianapolis Greenway Foundation, for example, develops and maintains the greenways throughout the city and seeks land leases along the trails as a funding source, as well as “selling” miles of trails to community corporations and non-profits. In addition, cities sell the development rights along the trails to local utilities for water, sewer, fiber optics, and cable lines on a mile-by-mile basis, which further helps to develop and manage these corridors.

**Local Private-Sector Funding:** Local industries and private businesses may agree to provide support for greenway development through one or more of the following methods:

- Donations of cash to a specific greenway segment.
- Donations of services by large corporations to reduce the cost of greenway implementation, including equipment and labor to construct and install elements of a specific greenway.
- Reductions in the cost of materials purchased from local businesses that support greenway implementation and can supply essential products for facility development.

## VOLUNTEER SOURCES

**Adopt-an-Area of a Park:** These are small-grant programs that fund new construction and provide maintenance support. Adopt-A-Park programs can also take the form of cash contributions in the range of \$1,000 to \$5,000 per acre to cover operational costs.

**Adopt-A-Foot Program:** These are typically small grant programs that fund new construction, repair/renovation, maps, trail brochures, facilities (bike racks, picnic areas, birding equipment) as well as provide maintenance support. The Adopt-A-Foot program is in the form of cash contributions that range from \$2,640 to \$26,400 over a five-year period.

**Adopt-a-Trail:** These are typically small-grant programs that fund new construction, repair or renovation, maps, trail brochures, and facilities (bike racks, picnic areas, birding equipment, etc.), as well as providing maintenance support. These programs are similar to the popular “adopt-a-mile” highway programs most states utilize. Adopt-a-trail programs can also take the form of cash contributions in the range of \$12,000 to \$16,000 per mile to cover operational costs.

**Community Service Workers:** Community service workers are assigned by the court to pay off some of their sentence through maintenance activities in parks, such as picking up litter, removing graffiti, and assisting in painting or fix up activities. Most workers are assigned 30 to 60 hours of work. If this program hasn’t already been instituted in Idaho Falls, this would seem to be a good opportunity for the parks to work with the sheriff’s department on using community service workers.



## GRANTS THROUGH PRIVATE FOUNDATIONS AND CORPORATIONS

Many communities have successfully obtained funding from a variety of private foundations and other conservation-minded benefactors. Some of these grants include:

REI Environmental Grants: Recreational Equipment Incorporated awards grants to nonprofit organizations interested in protecting and enhancing natural resources for outdoor recreation. The company calls on its employees to nominate organizations for these grants, ranging from \$500 to \$8,000, which can be used for the following:

- Protect lands and waterways and make these resources accessible to more people.
- Better utilize or preserve natural resources for recreation.
- Increase access to outdoor activities.
- Encourage involvement in muscle-powered recreation.
- Promote safe participation in outdoor muscle-powered recreation, and proper care for outdoor resources.

Coors Pure Water 2000 Grants: Coors Brewing Company and its affiliated distributors provide funding and in-kind services to grassroots organizations that are working to solve local, regional and national water-related problems. Coors provides grants, ranging from a few hundred dollars to \$50,000, for projects such as river cleanups, aquatic habitat improvements, water quality monitoring, wetlands protection, pollution prevention, water education efforts, groundwater protection, water conservation and fisheries. These could potentially be evaluated for Heritage Park.

World Wildlife Fund Innovative Grants Program: This organization awards small grants to local, regional and statewide nonprofit organizations to help implement innovative strategies for the conservation of natural resources. Grants are offered to support projects that accomplish one or more of the following: (1) conserve wetlands; (2) protect endangered species; (3) preserve

migratory birds; (4) conserve coastal resources; and (5) establish and sustain protected natural areas, such as greenways.

Innovative grants can help pay for the administrative costs for projects including planning, technical assistance, legal and other costs to facilitate the acquisition of critical lands; retaining consultants and other experts; and preparing visual presentations and brochures or other conservation activities. The maximum award for a single grant is \$10,000.

## FOUNDATIONS

The following funding sources can provide revenue opportunities for Heritage Park, but will take a dedicated staff person to investigate and pursue the source and manage for the future.

The Helen R. Buck Foundation: This foundation provides funding for playground equipment and recreational activities.

Deupree Family Foundation: The Deupree Family Foundation provides grants for Recreation, parks/ playgrounds, and children/youth, on a national basis. This foundation supports building/renovation, equipment, general/operating support, program development, and seed money.

The John P. Ellbogen Foundation: Children/youth services grants as well as support for capital campaigns, general/operating support, and program development.

Wal-Mart Foundation: This foundation supports local community and environmental activities and educational programs for children (among other things). An organization needs to work with the local store manager to discuss the application. Wal-Mart Foundation only funds 501(c)3 organizations.

Community Facilities Grant and Loan Program-Grant Program: This source is established to assist communities with grant and loan funding for the expansion, renovation and or remodeling of former school facilities and or existing surplus government facilities that have an existing or future community use. Facilities may be space for community gatherings and functions, recreational athletic facilities for community members, particularly youth. These include space for non-for-profit offices, childcare, community education, theater, senior centers, youth centers, and after school programs. CFP match requirements for requests up to \$250,000 are 10-% eligible project costs. For requests over \$250,000 to \$1 million, the match is 15%.

## OPERATIONAL FUNDING COSTS OPPORTUNITIES

The Department has numerous revenue sources to draw from to support operational and management costs that include long term capital replacement costs. The following are funding options to consider in operations of the system.

Recreation Service Fees: This is a dedicated user fee, which can be established by local ordinance for the purpose of constructing and maintaining recreation facilities. The fee can apply to all activities that require a reservation. Examples of such activities include adult basketball, volleyball, tennis, and softball leagues, youth baseball, soccer, football and softball leagues, and special-interest classes. The fee allows participants an opportunity to contribute toward the upkeep of the facilities being used.

Concessions: Concessions can be leased out to a private operator for a percentage of gross profits. Typically, 15%-18% of gross profits for concessions of a profit operator, or a managing agency over a park site could manage concessions.

Parking Fees: During major special events, the park system could charge a \$5 parking fee for special events in the parks.

Walking and Running Event Fees: Event fees for walking and running events in the park can be assessed to cover safety staff managing the event in and around Heritage Park.

Food and Equipment Sponsors: Official drink and food sponsors can be utilized for the City. Each official drink and food sponsor pays back to the City a set percentage of gross. Typically, this is 15%-20% of costs for being the official product and receiving exclusive pouring and food rights to the complex. Likewise official equipment sponsors work well for trucks, mowers, and tractors.

Advertising Revenue: Advertising revenue can come from the sale of ads on banners in the parks. The advertising could include trash cans, trail markers, visitor pull trailers, tee boxes, scorecards, and in restrooms.

Wi-Fi Revenue: The City can set up a Wi-Fi area whereby a Wi-Fi vendor is able to sell the advertising on the Wi-Fi access banner to local businesses targeting the users of the site. This revenue has amounted to \$20,000-\$50,000 in revenue for similar systems. The City of Plano, TX has partnered with Toyota to offer free wi-fi at its parks.

Cell Tower: Cell tower leases can be used. This revenue source would support \$35,000-\$50,000 annually for the site if cell towers are located within the park.

Program Fees: Program fees to support existing programs can be employed in the form of lessons, clinics, camps, life skill programs, and wellness and fitness. These types program help support the operations of the park and recreation system as a whole.

Special Fundraiser: Many agencies hold special fundraisers on an annual basis to help cover specific programs and capital projects to be dedicated to a facility or park.



# 11. APPENDIX OF LARGE-SIZED MAP EXHIBITS





# IDAHO FALLS PARKS & REC

DESIGNWORKSHOP

pros  
consulting

JORGENSEN