

ADVISORY BOARD MEETING

# PARKS, RECREATION, AND CULTURE COMPREHENSIVE PLAN

LAWRENCE, KANSAS

January 13, 2025



CONFLUENCE

IN ASSOCIATION WITH

PROS CONSULTING | DESIGNING LOCAL

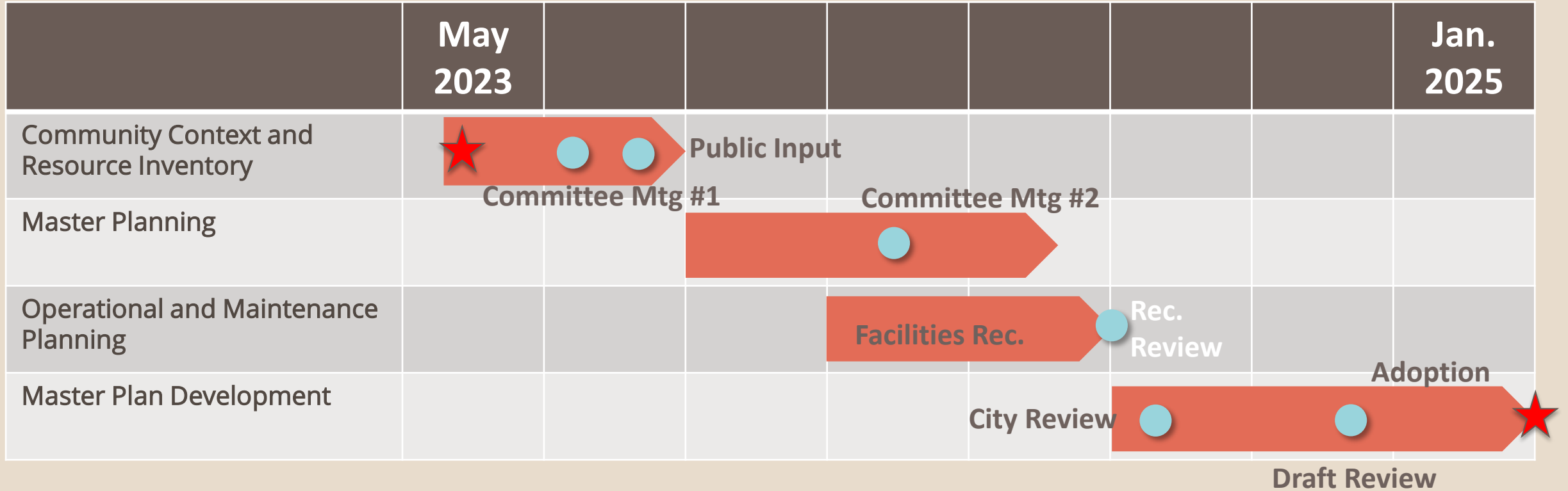


# OUTCOMES / REASONS FOR PLANNING

- Updates needed following 2017 Master Plan
  - 50% of recommendations completed or ongoing
- Combining Departments – Park and Recreation / Culture
- Prioritizing investments and improvements
- Establishing public desire for improvements



# TIMELINE

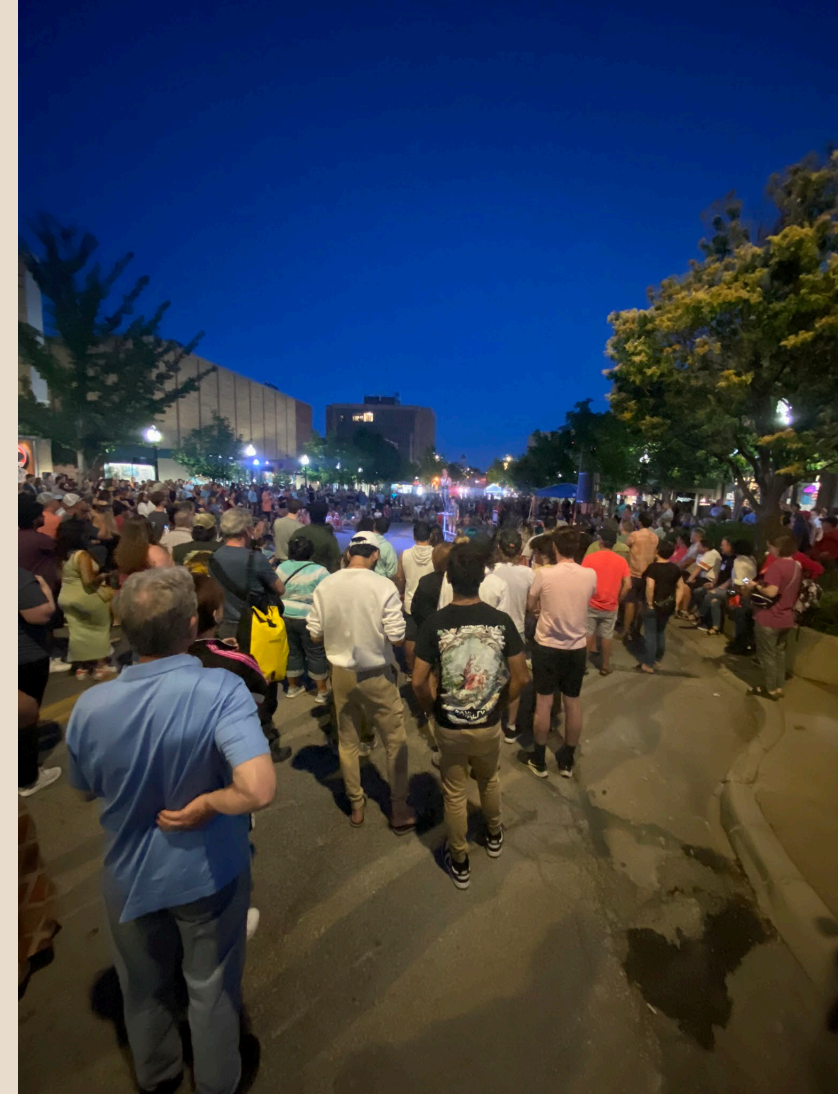


KEY MEETING: ● TASK PROGRESS: ■

# PROCESS

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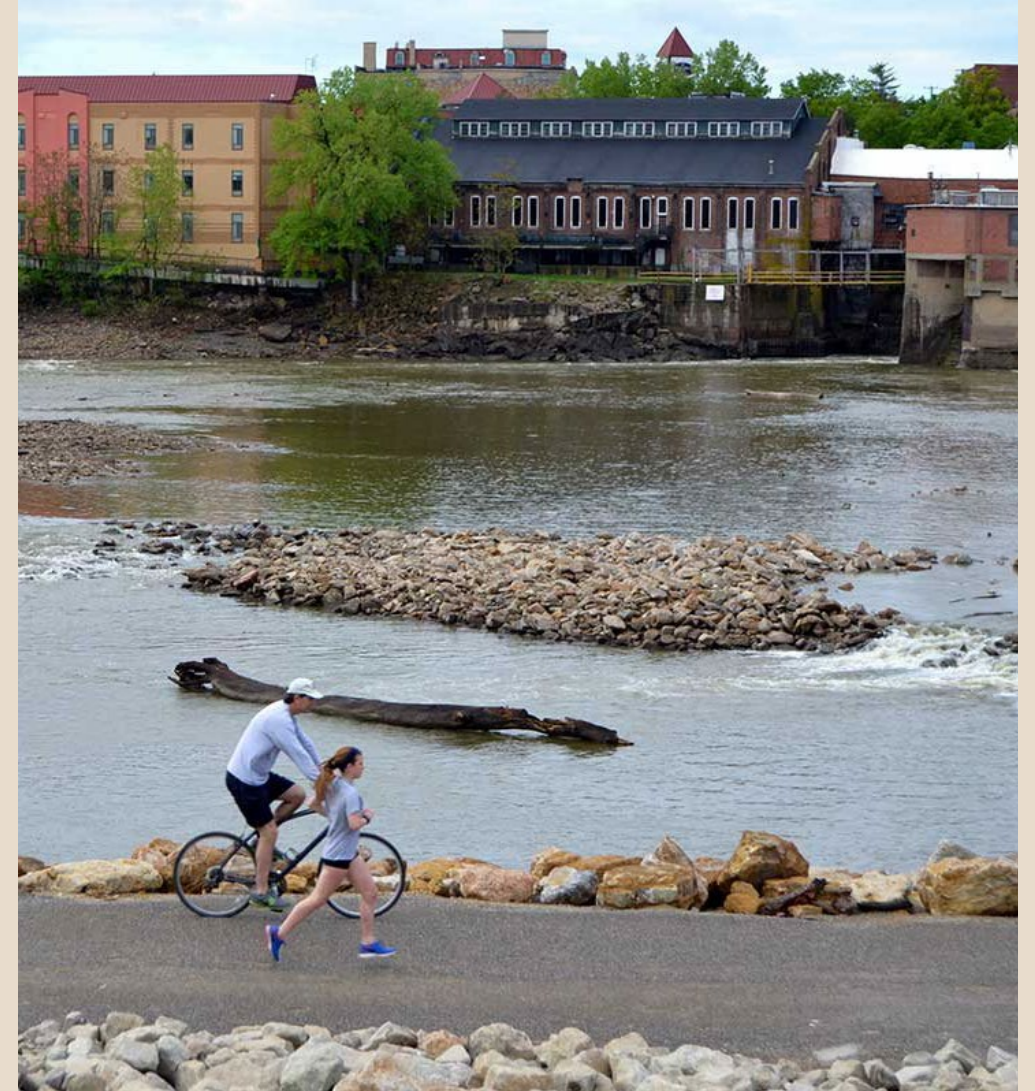
- Inventory and Documentation of all Existing Parks
- Review of all Recreation Facilities and Support Structures
- Completed Level of Service Mapping
- Conducted Public Workshop #1
  - +/- 80 attendees
  - Visual Preferencing
  - 110 Comment Cards Completed



# PROCESS

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- Inventory and Analysis
- Public Input / Survey
- Needs / Recommendations
- Implementation Plan
- Final Plan

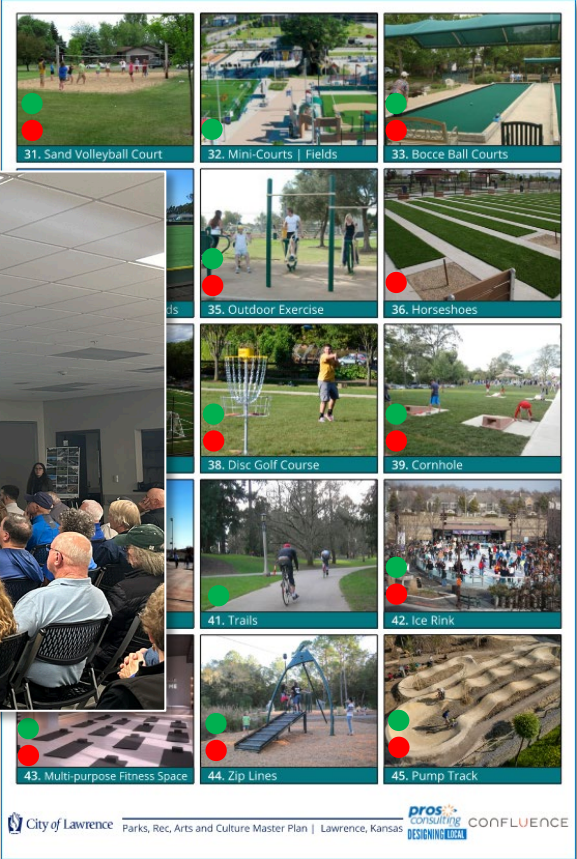


# COMMUNITY ENGAGEMENT

## In-Person Public Meeting // Presentation

« Approximately 70 people attended the public meeting in October, which included, a presentation and discussion on city needs and project goals, image board dotting activity, for attendees to vote on programming they would prefer to see for Lawrence in the future.

« Feedback was collected to get more comprehensive understanding of preferences.



# COMMUNITY ENGAGEMENT

Online Interactive Website // SOCIAL PINPOINT

2,249 views

1,414 visits

953 visitors

342 contributions from 179 contributors

« Launched mid October 2023  
« 3 activities + ways to connect / learn

**Lawrence Parks, Recreation, Arts and Culture Comprehensive Plan**

Help plan the future of our parks, recreation, arts and culture system!

Lawrence Art and Culture Plan

## Welcome!

The City of Lawrence is undertaking a Parks, Recreation, Arts and Culture Comprehensive Plan. Residents are encouraged to get involved to shape the future of the City's parks, recreation, arts and culture by providing input. The public meeting will provide residents an opportunity to get involved and provide feedback on amenities they would like to see in their parks, the trail locations to be added, and desired recreational programming and culture/performing arts. We appreciate your input and time! The feedback received from this public meeting will be utilized for the City Commission to serve as a guide for the future of Lawrence's parks, recreation, arts and culture.

**We want to hear from you!**

*Follow below to explore the engagement activities!*

Activities include:

- **Mapping** - zoom through the city of Lawrence and drop markers and comments with ideas you have, things you want to see more of, and things you want to see less of!
- **Survey** - tell us your views on Lawrence's strengths and weaknesses and your ideas for the future!
- **Image Voting** - tell us what you think about different development styles relating to parks, recreation, art and open space.

*Thank you for participating!*

[Click here to view the Project Schedule!](#)

**What kinds of public art do you want to see more of?**

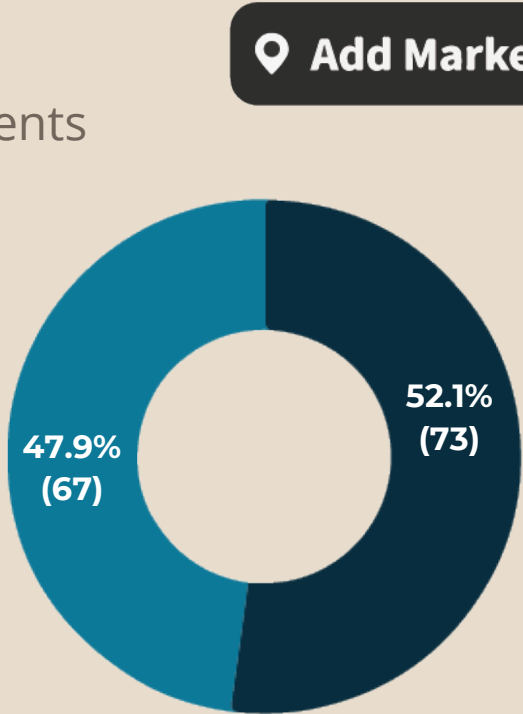
**Key Dates & Meetings**

# COMMUNITY ENGAGEMENT

Online Interactive Website // SOCIAL PINPOINT

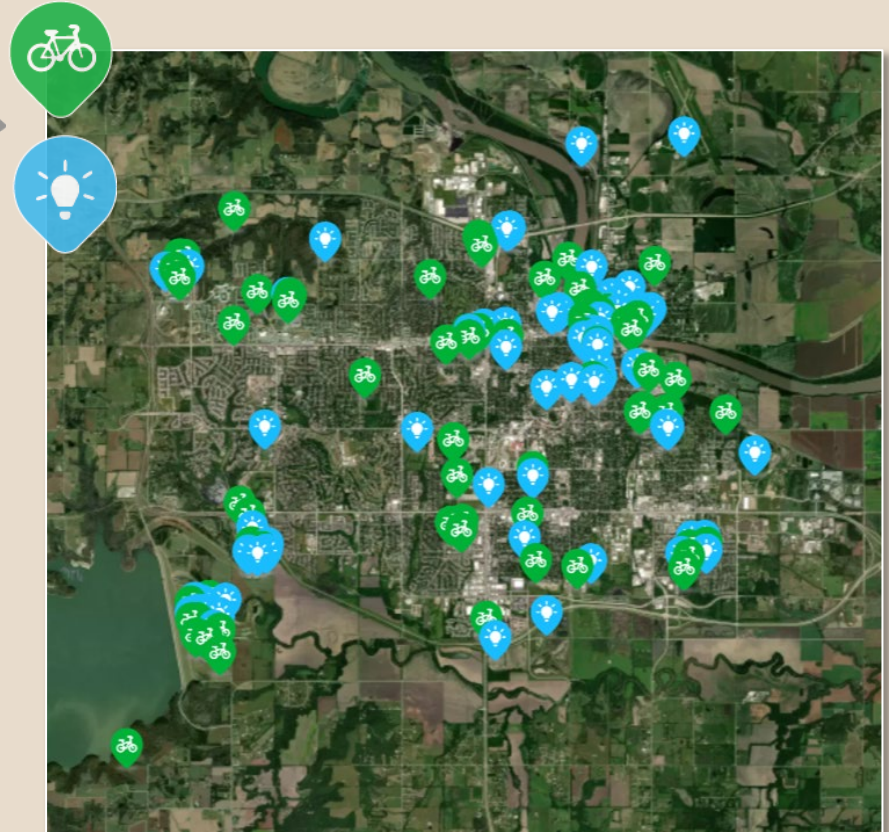
## Mapping Activity

- « 140 map comments / engagements
- « 71 contributors
- « Idea & Recreation Idea



- Recreation Idea
- Idea!

 **Add Marker**





# COMMUNITY ENGAGEMENT

## Online Interactive Website // SOCIAL PINPOINT

### Survey

« 111 contributors

Selected survey questions were used at public in-person meetings in addition to online survey. Feed was collected across both engagement forms to create a more comprehensive understanding of comments and suggestions.

### Lawrence Parks and Recreation: Arts & Culture Program Survey

How strongly do you support these programs?  
Please provide your level of support (0 do not support to 5 strongly support) for each program managed by Parks and Recreation.

**Survey Questions:**

Name / Contact Information (Optional)

What do you see as the biggest opportunity for the Lawrence Parks, Recreation, Arts and Culture over the next 10 years? Required

Are there any facilities or programs you have seen in other cities that you think need to be explored for Lawrence? Required

What is your vision for Arts and Culture in Lawrence? Required

**1) TRANSIENT GUEST TAX GRANT PROGRAM Required**  
As part of the 2023 budget, the City Commission approved a \$150,000 grant program to encourage, promote and strengthen events and programs that benefit the Lawrence community and/or enhance the visitor experience in Lawrence.

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**2) COMMUNITY ARTS GRANT Required**  
Mini Grant: Community Arts Mini Grants will provide up to five grants of up to \$500 each to help support artists with start-up costs for equipment specifically aligned with their art practice. Community Arts Grants range between \$500 to \$10,000 per project. Community Arts Grants awards will equal no more than 50% of the total project or activity cost. Cost-share may be cash and/or in-kind. Fifty percent match funds must be clearly shown in the budget proposal on the grant application. Only one grant is allowed per project.

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**3) OUTDOOR DOWNTOWN SCULPTURE EXHIBIT Required**  
The Lawrence Cultural Arts Commission's Outdoor Downtown Sculpture Exhibition has a proud tradition. The exhibition was founded by Jim Patti in 1987 and is sponsored by the Lawrence Cultural Arts Commission, which receives financial and staff support from the City of Lawrence. Artworks are displayed in downtown Lawrence, along Massachusetts Street, at Theatre Lawrence and in other areas.

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**4) PHOENIX AWARDS Required**  
The Phoenix Awards honor and celebrate outstanding artistic achievement in the Lawrence community. Since the inception of the Phoenix Awards, more than 100 local artists, sculptors, photographers, dancers, musicians, vocalists, educators, writers and literary supporters, administrators, and volunteers have been recognized by their peers and fellow Lawrenceans. There are 10 categories for five awards: Arts Advocate, Arts Administrator, Arts Education, Design Arts, Literary Arts, Musical Arts, Performing Arts, Visual Arts, Volunteer in the Arts, and the Phoenix Award for Exceptional Artistic Achievement. There is also a "Creative Spaces" Award category which recognizes outstanding achievement in imaginative and environmentally forward-thinking place-making.

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**General Comments:**

You have 1,000 characters left

# COMMUNITY ENGAGEMENT

Online Interactive Website // SOCIAL PINPOINT

## Image Voting

- « 109 contributors
- « 126 contributions
- « 45 programming images

Selected programming images were used at public in-person meetings in addition to online voting. Feed was collected across both engagement forms to create a more comprehensive understanding of preferences.

31. Sand Volleyball Court

32. Mini-Courts | Fields

33. Bocce Ball Courts

34. Baseball / Softball Fields

35. Outdoor Exercise

36. Horseshoes

37. Multi-Use Fields

38. Disc Golf Course

39. Cornhole

40. Skate Park

41. Trails

42. Ice Rink

43. Multi-purpose Fitness Space

44. Zip Lines

45. Pump Track

26. Spray Park

21. Outdoor Aquatics Facilities

Yes

No

Yes

No

City of Lawrence Parks, Rec, Arts and Culture Master Plan | Lawrence, Kansas

pros consulting CONFLUENCE

DESIGNING LOCAL

# Arts & Culture Summary

- « Engagement to Date | Findings Report
- « Case Study Update | Percent for Art in Peer Cities
- « What does Lawrence aspire to be?

12

Hours of  
1-on-1 Conversations

67

Focus Group  
Attendees

519

Survey Respondents



# Survey Methodology – Random Sample

## Survey Description

- Six-page survey

## Method of Administration

- By mail and online to a random sample of households in the City
- Each survey took approximately 16-18 minutes to complete

## Sample Size

- 519 completed surveys

## Margin of Error

- +/- 4.3% at the 95% level of confidence

# ETC RESULTS

## Top Priorities Based on \*PIR Analysis

### AMENITIES

1. Walking and biking trails
2. Park restroom buildings
3. Passive natural areas
4. Indoor fitness center or facility
5. Mini-golf course
6. Outdoor swimming pool/water park
7. Indoor running/walking track
8. Park Shelters and picnic areas

### PROGRAMS

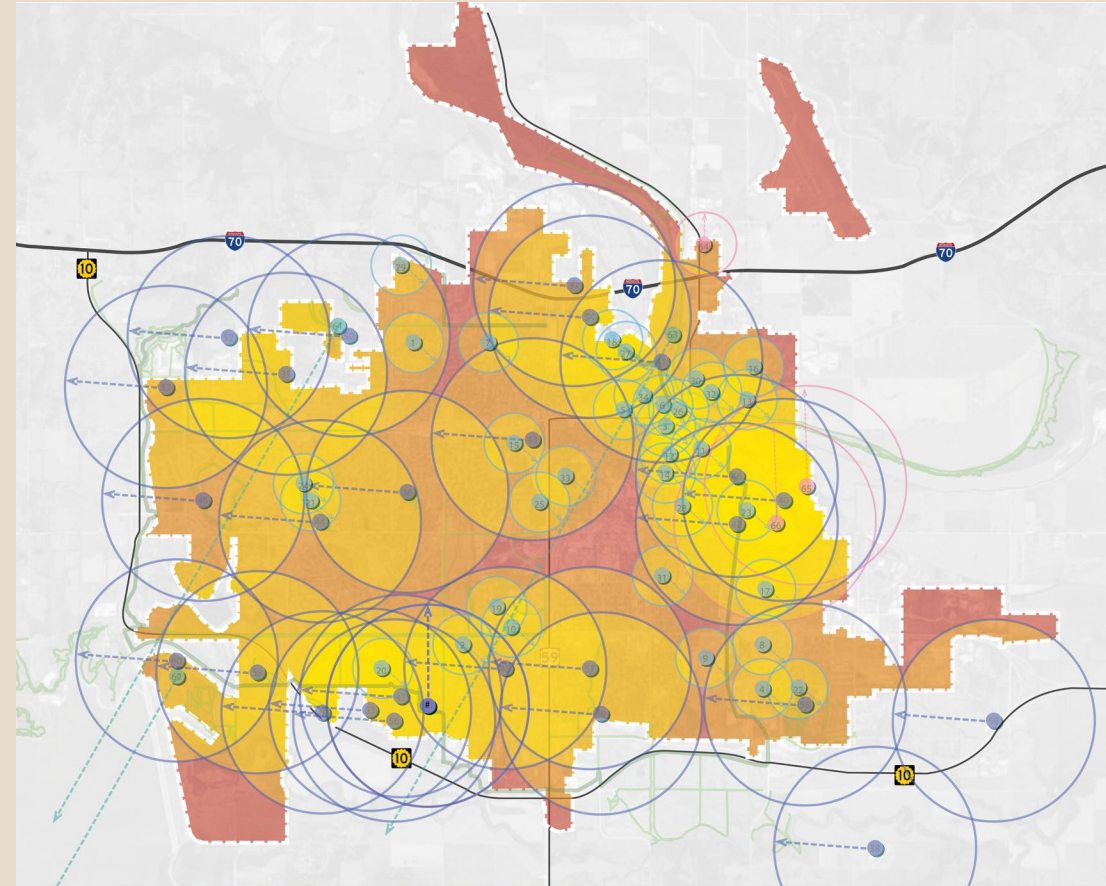
1. Community events
2. Adult fitness and wellness programs
3. Nature programs/env. education
4. Outdoor adventure programs
5. Adult education programs
6. Cooking classes
7. Educational classes
8. Special events for adults only
9. Adult programs for 62+
10. Adult water fitness programs

*These items were determined to be the highest priorities based on the \*Priority Investment Ratings (PIR) Analysis*

# KEY RECOMMENDATIONS - FACILITIES

## Key Strategic Actions:

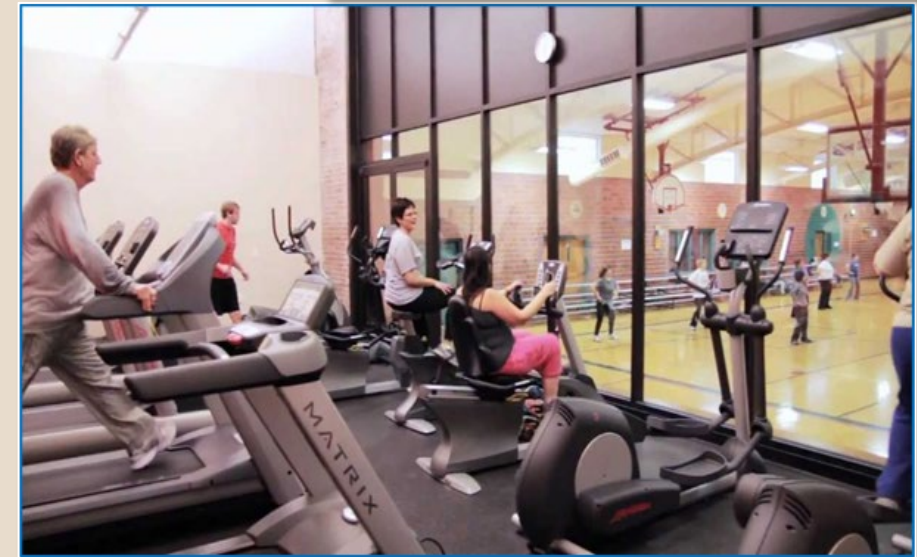
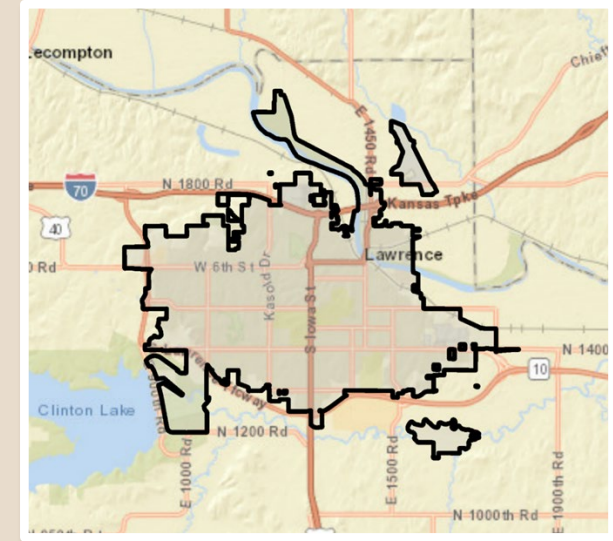
- Updates and expansions of walking trails
- Update existing park facilities
- Modernization of indoor recreation and aquatic facilities
- Upgraded playgrounds to improve safety and accessibility
- Preservation and expansion of passive natural areas
- Continue to identify expansion opportunities as growth occurs



# KEY RECOMMENDATIONS - FINANCIAL

## Key Strategic Actions:

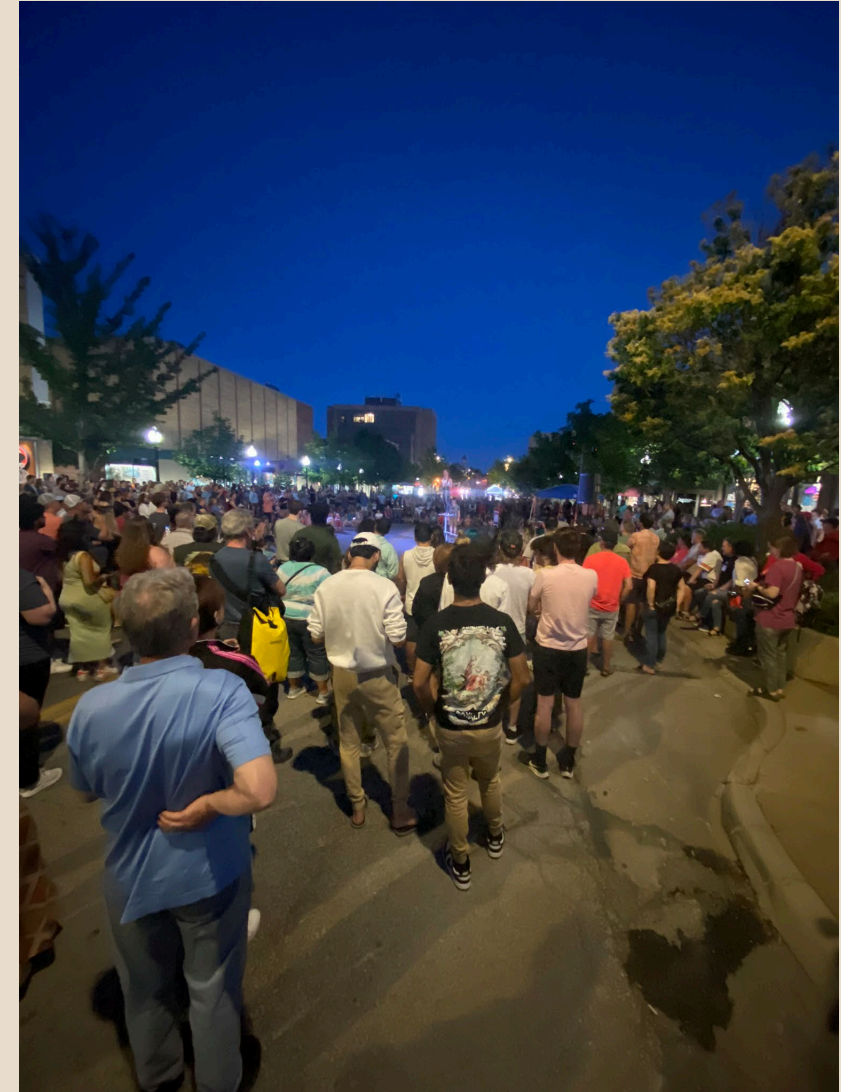
- Create a park, recreation, and arts pricing policy to balance operational costs with community expectations. The policy should classify services as essential, important, or value-added, include resident and non-resident pricing schedules, and evaluate regional comparisons to ensure fairness and sustainability.
- Develop a dedicated Business Development position to seek out new sponsorships and partnerships to help fund park programs, park improvements and operations. This would include designating a single person in the department to develop new funding options that could include sponsorships for programs, special events, and facilities to help offset operational costs. This position is also able to seek out grants from foundations, state, and federal agencies to help secure funds for the department.



# KEY RECOMMENDATIONS - FINANCIAL

## Key Strategic Actions:

- Leveraging the Transient Guest Tax from sporting events and special events hosted by the department to help support the operations and maintenance of these facilities in the city that have a large population draw outside of the city to help pay for the operations of these facilities. This would require the department to work with the convention and visitor bureau to use Placer AI to track users of the system who come into the community for special events and tournaments on where they stay, how much do they spend on food and drinks, how far did they drive, what other places they went to while in Lawrence.
- Consider establishing a BID (Business Improvement District) for downtown Lawrence and include the parks system as a recipient of the funds for the BID District to help keep those parks and events the park system host downtown to have the need resources to keep those events happening with resources from the businesses who pay into the BID.





# KEY RECOMMENDATIONS - FINANCIAL

## Key Strategic Actions:

- Establish a Park Foundation to support the needs of the Parks, Recreation and Culture Department to generate private dollars to support capital improvement projects both new and old, create new operational revenues to support facilities and programs services that help to fill the gap between taxes and user fees to make Lawrence Parks, Recreation and Trails as strong as they can be in their efforts to support the community.
- Establish self-sustaining/revolving budgets for revenue-generating facilities and programs to ensure their long-term viability.
- Consider development of an Impact Development Fee for parks when new development is created in the city to support adding parks and trails to support the development through capital funds generated from each home in the development. Revenue generated from impact fees is allocated towards public infrastructure including parks.



# KEY RECOMMENDATIONS - FINANCIAL

## Key Strategic Actions:

- Consider a Tax Increment Finance (TIF) District which involves the issuance of tax-exempt bonds to pay front end infrastructure costs and eligible development costs in partnership with private developers that consider Quality of Life improvements that capture the increases in property tax revenue within a designated geographic area and allocates it for a specific public purpose. These funds work well in downtown park redevelopment and for trails.
- Consider a land dedication ordinance that developers can provide cash in lieu of park land to support future park acquisitions that would support their development. These dollars can help with building trails and parks in underserved areas of the community.



# KEY RECOMMENDATIONS – CULTURE INTEGRATION

## Key Strategic Actions:

- Collaborate with Indigenous communities to highlight their contributions to Lawrence’s cultural heritage
- Formalizing the Public Art Program by advancing the three-time reaffirmed Resolution—initially passed in 1986— to an Ordinance and implementing the accompanying public art program
- Work with cultural organizations like the Lawrence Arts Center, Theatre Lawrence, and the Watkins Museum of History to co-create programs that celebrate the City’s diversity
- Develop flagship cultural celebrations that draw visitors and reflect Lawrence’s unique character
- Execute a market study for the building of an outdoor event space/amphitheater to understand the community demand and programming types that would be successful in Lawrence



# CONCLUSIONS

Things needed to reinforce Lawrence's Unmistakable Identity and securing its position as a regional leader in parks, recreation and culture:

- Preserve and enhance its parks and recreation system
- Expand access to arts and culture
- Foster economic growth and community well-being
- Ensure financial sustainability and equity

