



Partners *for* Lawrence Athletics & Youth

PLAY

Partners for Lawrence Athletics & Youth is a newly formed group of Lawrence citizens promoting the future athletic facility needs of our growing community. The initial objectives of PLAY are to:

- Critically evaluate the present state of athletic facilities/programs in Lawrence
- Investigate the need/support for a first-class sports/recreation complex in Lawrence
- Assist in building mutually beneficial partnerships among key stakeholders
- Think big. Make Lawrence a leading regional competitive sports venue

WHERE WILL WE PLAY?

As Lawrence continues to grow, the future of our athletic facilities are at a crossroads. We have a patchwork of city, school, University, and private athletic facilities that are not meeting current community needs. Lawrence is falling behind. Where will we play in the future? Surrounding communities and many other Kansas communities have recognized the economic benefits of investing in quality sports facilities/complexes. Current challenges we face include:

- The closing of Sport-2-Sport as a multi-sport complex
- Youth and adult teams frequently leave Lawrence to practice and play due to the lack of available facilities and competitive leagues
- Several new sports complexes in surrounding counties far surpass athletic facilities in Lawrence
- The lack of a comprehensive sports complex hinders efforts to host competitive tournaments and large-scale sporting events to Lawrence

WHO ARE THE MAIN PLAYERS?

It is our intention to identify and engage the key community stakeholders in this effort. The key stakeholders will include but are not limited to:

- City of Lawrence
- Douglas County
- USD 497
- Lawrence Chamber of Commerce
- Lawrence Convention & Visitor's Bureau
- Lawrence Sports Corporation
- University of Kansas
- Lawrence business community
- Lawrence sports organizations and associations
- Kansas Alumni Association
- Sports Booster Clubs
- Parents of youth athletes
- The Lawrence Community



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THE SMART PLAY

We believe that our next play as a community should be to conduct a Needs Assessment/Feasibility Study. This important information and data will greatly assist stakeholders in determining the actual need and potential support for moving forward with this effort. We are hopeful that key stakeholders recognize the importance of this study and agree to share in the cost of moving forward.

NEEDS ASSESSMENT/FEASIBILITY STUDY PLAY BOOK

The needs assessment/feasibility study could address issues such as:

- Opinions and priority responsibilities for the parks and recreation system
- Current usage levels for parks, facilities, and programs
- The quality and effectiveness of current facilities/parks and programs
- The effectiveness of various marketing programs
- Issues impacting usage of facilities, parks and open space
- Satisfaction levels with current programs, parks, and facilities
- The need for new or expanded program services to address usage trends
- The need for improvements to current parks and recreation facilities
- The need for development of new facilities and parks
- The need for the development of trails
- Support for various fee policies and cost recovery levels
- Support for the acquisition of open space and its usage
- Attitudes and priority support for specific partnering efforts
- Attitudes and support for specific tax and non-tax funding sources
- Voter support for potential bond issue

LET'S PLAY

We ask for your support and financial backing with this important community issue. We look forward to building awareness and support to transform Lawrence into a first-class sports/recreation community.