

**NOTICE OF PUBLIC MEETING  
PARKS AND RECREATION BOARD  
MEETING**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PARKS AND RECREATION BOARD**, and to the general public, that the **PARKS AND RECREATION BOARD** will hold a meeting open to the public on **Thursday, September 25, 2025, at 5:00 p.m.**

The Board may vote to convene an executive session on any item that is listed on this agenda for discussion or consultation with legal counsel to obtain legal advice in accordance with A.R.S. §38-431.03(A)(3).

**OPTIONS TO ACCESS THIS MEETING**

**Watch** meeting in-person at City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003

**Call-in to listen** to the live meeting. Dial 602-666-0783. Enter the meeting access code **2340 142 0726** then enter in the Webinar password PksMtg! when prompted (7576841 from phones).

**Observe - [September 25, 2025 - Webex Link](#)**

**REQUEST TO SPEAK**

Each agenda item requires a separate sign-up form. If you wish to speak on multiple items, please submit a form for each one. Thank you for your understanding.

**In-Person Requests to speak at a meeting:**

Register in person at the front desk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003.

Individuals may arrive up to 1 hour prior to the start of the meeting to submit an in-person request to speak. Requests to speak on individual items will not be accepted after the meeting has been called to order.

**Virtual Requests to speak at a meeting:**

This process is exclusively for virtual speakers and does not apply to in-person attendees requesting to speak.

To speak virtually via Webex, please use this link:

**[September 25, 2025 - Virtual Request to Speak Link for Parks and Recreation Board](#)**

- Virtual speakers must register by: **September 24, 2025**

If you have any issues with the form or if you wish to submit a comment to the board, contact **Laura Borson** at: [laura.borson@phoenix.gov](mailto:laura.borson@phoenix.gov) or 602-495-5215.

A complete packet of meeting materials will be posted 48 hours prior to the meeting at <https://www.phoenix.gov/parks>.

The agenda for the meeting is as follows:

1.	<b>CALL TO ORDER</b>	Kelly Dalton, Chair
2.	<b>INFORMATION ONLY:</b> Information items will be provided to the Board in writing and are not intended for formal presentation unless otherwise requested by a Board member or required for future policy consideration.	
	a. Quarterly Code of Conduct Update	Jarod Rogers
	b. Partnership Between the City of Phoenix Parks Department and State Forty-Eight	Theresa Faull
	c. Phoenix Parks and Preserve Initiative Program Webpage	Theresa Faull
	d. Preserve Gabion Wall (City of Peoria Utility Easement) Project Update	Jarod Rogers
3.	<b>CONSENT ITEM(S):</b> Consent items will be <b>provided to the Board in writing and are not intended for formal presentation.</b> Consent items may be voted on collectively, unless a Board member requests that any item be voted on separately. The chairperson may direct staff to formally present any consent item. These items are for possible action.	
	a. Parks and Recreation Board Summary Minutes	Jana Benson
	b. Event and Vending Requests at City Parks	Tannia Ruiz
	c. Phoenix Sonoran Preserve Committee Reappointments	Jarod Rogers
	d. Sponsorship for Basketball Court Renovation from Phoenix Suns and Ability 360 at Telephone Pioneers of America Park	Theresa Faull
4.	<b>INFORMATION AND DISCUSSION ITEMS(S):</b> Information and discussion items will be presented verbally to the Parks Board and are for discussion only. No action will take place on these items at this meeting.	
	a. Japanese Friendship Garden of Phoenix (Rohoen) Update	Alonso Avitia
	b. 2025 Parks Summer Programs- Post Season Update	Scott Coughlin / Danielle Poveromo
5.	<b>DISCUSSION AND POSSIBLE ACTION:</b> Discussion and Possible Action items are for information, discussion, and possible action.	
	a. Request to Extend Closure of Hilaria Rodriguez Park	Joe Diaz
	b. Approval of Park Name and Design of an Undeveloped Park Site Located at Inspiration Mountain Parkway and Molly Lane	Bob Adams
6.	<b>CALL TO THE PUBLIC:</b> Citizens are provided time to make statements to the Board. <i>(Those desiring to make a statement should have informed staff in advance of the meeting by following the instructions on this notice.)</i> We welcome citizen input; however, items brought to the Board's attention cannot be discussed unless they are listed as an agenda item. Action taken as a result of public comment will be limited to requesting staff to study the matter or rescheduling the matter for further consideration and/or decision at a later date.	
7.	<b>BOARD CHAIRPERSON'S REPORT</b> – The Chairperson will verbally present comments or requests to the Board without Board discussion.	Kelly Dalton, Chair
8.	<b>BOARD COMMENTS/REQUESTS</b> – The Chairperson will entertain Board member comments or requests without Board discussion.	Kelly Dalton, Chair
9.	<b>DIRECTOR'S BRIEFING</b> – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion.	Martin Whitfield, Assistant Director
10.	<b>ADJOURNMENT</b>	Kelly Dalton, Chair

For further information or to request a reasonable accommodation, please contact:  
**Laura Borson** At: [laura.borson@phoenix.gov](mailto:laura.borson@phoenix.gov) or 602-495-5215 or TTY: 7-1-1.  
September 25, 2025.



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject** QUARTERLY CODE OF CONDUCT UPDATE

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This report provides the Parks and Recreation Board (Board) with a standing quarterly update regarding implementation of the Code of Conduct and ongoing education.

#### **BACKGROUND**

For additional background information, refer to previous Parks Board reports. Following Board approval in January 2021, staff implemented the Code of Conduct and began a 90-day education period regarding the new behavioral expectations for parks and park facilities. In April 2021, the trespass policy contained within the Code of Conduct took effect.

The goal of the Code of Conduct is to promote behavior that allows everyone to enjoy clean, safe, accessible, and inviting parks, facilities, and programs by providing clear expectations of acceptable behavior in flatland parks, desert and mountain parks and preserves, and other park facilities. The Code of Conduct was written in partnership with the community and several City departments, including the Law Department, the Prosecutor's Office, and the Police Department.

#### **DISCUSSION**

##### **Educational Contacts and Trespass Notices**

Staff continue to educate the community and park guests about the Code of Conduct. At the request of the Board, the number of educational contacts made by staff in the field, along with the number of trespass notices and citations issued, are tracked and reported to the Board on a quarterly basis.

Park Rangers have the authority to enforce Phoenix City Code violations through the issuance of Arizona Traffic Ticket and Complaint (ATTC) citations. These citations may be issued for both criminal and civil violations that occur on park property. In addition, Park Rangers may enforce the Parks and Recreation Code of Conduct through the issuance of trespass notices. Some behaviors violate both the Phoenix City Code and the Code of Conduct. Park Rangers generally begin with education to encourage compliance, but when education does not succeed, or when chronic or serious behavior occurs, a Park Ranger may issue an ATTC, a trespass notice, or both depending on the circumstances.

From the week of March 31 to the week of April 28, Urban Park Rangers made approximately (1,294) educational contacts. During this period, Park Rangers issued (278) trespass and order to leave the park notices and (40) citations. The trespass notices during this period were related to: (91) Loitering after closure, (83) Using, possessing, selling drugs or drug paraphernalia, (31) Loitering, (18) Spirituous liquor in parks, (13) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (9) Aggressive intimidation or harassment, (7) Use of shopping carts or other wheeled devices, (5) Obscene Literature, (3) Obstructing other park guests' use of Parks and Park amenities, (3) Smoking/starting fires, (3) Order to leave; unlawful failure to comply, (3) Using amenities outside of their intended or approved purpose, (2) Storing or leaving personal belongings unattended, (2) Public sexual activity, (1) Dog at large, (1) Bathing, sleeping, storing personal belongings, or doing laundry in restrooms or facilities, (1) Possessing weapons inside any City facility, (1) Urinating/defecating in public, (1) Prohibition of commercial sales activities. The citations were for violations related to: (29) loitering after closure, (3) possessing or consuming alcohol, (1) glass container, (1) parking off road – parking less than 10ft, (1) order to leave; unlawful failure to comply, (1) prohibited public activities (urinating/defecating in public), (1) public sexual activity, (1) prohibition of commercial sales activities, (1), prohibition of wheeled devices, and (1) using amenities outside of their intended or approved purpose.

From the week of May 5 to the week of May 26, Urban Park Rangers made approximately (808) educational contacts. During this period, Park Rangers issued (194) trespass and order to leave the park notices and (40) citations. The trespass notices during this period were related to: (83) Using, possessing, selling drugs or drug paraphernalia, (48) Loitering after closure, (14) Spirituous liquor in parks, (13) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (6) Possessing or consuming alcohol, (6) Smoking or vaping, (5) Aggressive intimidation or harassment, (5) Use of shopping carts or other wheeled devices, (3) Using amenities outside of their intended or approved purpose, (2) Driving Off Road in a City Park, (2) Bathing, sleeping, storing personal belongings, or doing laundry in restrooms or facilities, (1) Urinating/defecating in public, (1) Glass containers in parks, (1) Prohibition of wheeled devices, (1) Dog at large, (1) Abusing or vandalizing a Park or amenities, (1) Riding electric bicycles or motorized vehicles off established roads, and (1) Loitering. The citations were for violations related to: (27) loitering after closure, (4) spiritous liquor in parks, (3) driving off-road in a City park, (3) using, possessing, selling drugs or drug paraphernalia, (1) urinating/defecating in public, (1) Loitering, and (1) unlawful conduct that violates the A.R.S., P.C.C., or CoC.

From the week of June 2 to the week of June 30, Urban Park Rangers made approximately (1,213) educational contacts. During this period, Park Rangers issued (260) trespass and order to leave the park notices and (49) citations. The trespass notices during this period were related to: (116) Using, possessing, selling drugs or drug paraphernalia, (81) Loitering after closure, (18) Possessing or consuming alcohol, (10) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (7) Prohibition of wheeled devices, (5) Dog at large, (5) Smoking or vaping, (3) Aggressive intimidation or harassment, (2) Feeding pigeons, (2) Urinating /defecating in public, (2) Storing or leaving personal belongings unattended, (1) Order to leave; unlawful failure to comply, (1) Driving Off Road in a City Park, (1) Non-Designated Parking, (1) Abusing or vandalizing a Park or amenities, (1) Bathing, sleeping, storing

personal belongings, or doing laundry in restrooms or facilities, (1) Entering facilities without appropriate attire, (1) Using amenities outside of their intended or approved purpose, (1) Drunk and disorderly, (1) Obstructing other park guests' use of Parks and Park amenities. The citations were for violations related to: (29) Loitering after closure, (6) Dog at large, (3) Spirituous liquor in parks, (2) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (2) Using, possessing, selling drugs or drug paraphernalia, (2) Urinating/defecating in public, (2) Water Activities, (1) Prohibition of wheeled devices, (1) Feeding pigeons, (1) Misuse of glass.

From the week of July 7 to the week of July 28, Urban Park Rangers made approximately (1,012) educational contacts. During this period, Park Rangers issued (360) trespass and order to leave the park notices and (68) citations. The trespass notices during this period were related to: (153) Using, possessing, selling drugs or drug paraphernalia, (154) loitering in park after closure, (19) shopping carts or other wheeled devices, (10) possessing or consuming alcohol without a permit, (6) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (4) Using amenities outside of their intended or approved purpose, (2) obstructing park guests (2) Aggressive intimidation or harassment, (2) Bathing, sleeping, storing personal belongings, or doing laundry in restrooms or facilities, (2) smoking/starting fires, (2) Loitering, (1) urinating /defecating in public, (1) Abusing or vandalizing a Park or amenities, (1) Defacing natural areas, (1) Feeding pigeons. The citations were for violations related to: (50) Loitering after closure, (6) Using, possessing, selling drugs or drug paraphernalia, (5) Spirituous liquor in parks, (5) Prohibition of wheeled devices, (1) Dog at large, (1) Feeding pigeons.

From the week of August 4 to the week of August 25, Urban Park Rangers made approximately (1,043) educational contacts. During this period, Park Rangers issued (303) trespass and order to leave the park notices and (101) citations. The trespass notices during this period were related to: (154) Loitering after closure, (92) Using, possessing, selling drugs or drug paraphernalia, (13) Prohibition of wheeled devices, (8) Possessing or consuming alcohol, (7) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (6) Order to leave; unlawful failure to comply, (5) Loitering, (5) Bathing, sleeping, storing personal belongings, or doing laundry in restrooms or facilities, (3) Prohibited use of public right-of-way, (2) Parking after hours, (2) Smoking or vaping, (2) Aggressive intimidation or harassment, (1) Entering park areas closed to public use, (1) Using amenities outside of their intended or approved purpose, (1) Activities that may endanger self, others, wildlife, or Park property, (1) Glass containers in parks. The citations were for violations related to: (76) Loitering after closure, (7) Prohibition of wheeled devices, (5) Using, possessing, selling drugs or drug paraphernalia, (5) Order to leave; unlawful failure to comply, (4) Spirituous liquor in parks, (2) Unlawful conduct that violates the A.R.S., P.C.C., or CoC, (1) Loitering, (1) Glass containers in parks.

(See **Attachment A Table 1** for a weekly breakdown of the activity for end of December 2024, January 2025, February of 2025, March 2025, April 2025, May 2025, June 2025, July 2025, and August 2025).

At the time of this report, no appeals have been received for adults nor juvenile trespasses.

At the October 2023 Parks Board meeting, the Board requested a breakdown of the five parks experiencing the greatest Code of Conduct challenges. The attached table highlights names of the five parks and their associated number of violations each month. (**Attachment A Table 2**)

Staff will continue to lead with education about the Code of Conduct and report the number of educational contacts made and the number of trespass notices and citations issued to the board.

#### RECOMMENDATION

This report is for information only.

Prepared by: Jarod Rogers, Deputy Parks and Recreation Director

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director

## Attachment A

Table 1:

Date	Number of Educational Contacts	Number of Trespass Notices and Orders to Leave Issued	Number of Arizona Traffic Ticket and Complaint (ATTC) Citations Issued
Week of August 25	252	54	21
Week of August 18	228	58	26
Week of August 11	328	110	34
Week of August 4	229	81	20
Week of July 28	218	112	28
Week of July 21	347	102	23
Week of July 14	253	77	5
Week of July 7	194	69	12
Week of June 30	312	79	10
Week of June 23	296	61	17
Week of June 16	229	37	8
Week of June 9	188	44	7
Week of June 2	188	39	7
Week of May 26	172	34	6
Week of May 19	170	48	15
Week of May 12	252	52	8
Week of May 5	214	60	11
Week of April 28	248	38	3
Week of April 21	346	73	9
Week of April 14	215	44	6
Week of April 7	250	62	7
Week of March 31	235	61	15
Week of March 24	238	57	15
Week of March 17	250	50	9
Week of March 10	243	19	2
Week of March 3	212	51	4
Week of February 24	221	35	4
Week of February 17	255	32	9
Week of February 10	169	40	20



<b>Week of February 3</b>	253	40	5
<b>Week of January 27</b>	231	33	7
<b>Week of January 20</b>	170	26	4
<b>Week of January 13</b>	195	43	7
<b>Week of January 6</b>	184	20	2
<b>Week of December 30</b>	135	21	8
<b>Weekly Average 2024</b>	392.6	49.3	6.6
<b>Weekly Average 2023</b>	386.3	16.3	4.0
<b>Weekly Average 2022</b>	276.4	4.9	1.1
<b>Weekly Average 2021</b>	501.6*	9.5*	N/A **

*\*The trespass policy went into effect March 22, 2021. Average of 42 weeks.*

*\*\* ATTCs not tracked in 2021. ATTC tracking began the week of October 2, 2022.*

*ATTC average for 2022 covers the weeks from October 2 through December 25.*

*\*\*\*Beginning January 1, 2024, updates to the Access database allowed for improved data collection. These changes more accurately capture park ranger activity and filter out unrelated activity.*

*\*\*\*\*On September 1, 2024, park rangers began using a new, updated, GIS based data collection tool that allows for more accurate reporting.*

**Table 2:**

**Five Parks with greatest number of violations observed by Park Rangers. End of December 2024 to the last week of August 2025.**

Month	Park #1	Violations Observed	Park #2	Violations Observed	Park #3	Violations Observed	Park #4	Violations Observed	Park # 5	Violations Observed
Jan 2024	Cesar Chavez	215	Hance	165	Desert West	94	Hayden	79	Cave Creek*	69
Feb 2024	Desert West	236	Cesar Chavez	203	Cave Creek*	158	Hance	156	Sueno & El Prado	87
Mar 2024	Hance	280	Cesar Chavez	202	Cave Creek*	198	Sueno	177	Hayden	92
Apr 2024	Hance	294	Cave Creek*	229	Cesar Chavez	143	Solano	122	Sueno	116
May 2024	Hance	264	Cesar Chavez	159	Cave Creek*	156	Hermoso	102	La Pradera	97
June 2024	Hance	380	Hermoso	346	Cesar Chavez	140	Cave Creek*	107	University	88
July 2024	Hance	287	Cave Creek*	148	Cesar Chavez	144	Hermoso	102	Sueno	97
Aug 2024	El Prado	127	Cave Creek*	127	Hance	123	El Oso	121	Cesar Chavez	107
Sept 2024	El Oso	265	Cave Creek*	164	Cesar Chavez	161	Hance	111	Sueno	99
Oct 2024	Hance	109	Cave Creek*	87	Sueno	83	Hermoso	56	Cesar Chavez & Cielito	44
Nov 2024	Cave Creek*	82	Sueno	72	Hance	44	Cesar Chavez	33	El Oso	32
Dec 2024	Sueno	92	Cave Creek*	83	Hance	62	Cortez	37	University	32
Jan 2025	Cave Creek*	96	Little Canyon	65	Hance	60	Encanto	53	Hermoso	47
Feb 2025	Hance	119	Little Canyon	67	Civic Space	54	Cave Creek*	46	Encanto	43
Mar 2025	University	75	Madison	70	Encanto	69	Cave Creek*	61	Hance	51
Apr 2025	Cave Creek *	136	Cortez	93	Hance	85	Little Canyon	52	Madison	49
May 2025	Hermoso	68	Harmon	55	Cave Creek *	51	Civic Space	45	Hayden	39
June 2025	Cave Creek*	104	Hermoso	84	Hance	72	Maryvale	60	Cortez	57
July 2025	Cortez	77	Hance	75	Cave Creek*	67	Cesar Chavez	65	Madison	55

August 2025	Hance	85	Hayden	72	Cortez	65	Cesar Chavez	36	Central	34
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*\*The Cave Creek Parks include 6 connected parks.*



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** PARTNERSHIP BETWEEN THE CITY OF PHOENIX PARKS  
DEPARTMENT AND STATE FORTY EIGHT

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This report provides the Parks and Recreation Board with information about a partnership between the City of Phoenix Parks and Recreation Department and State Forty Eight to create a t-shirt to enhance marketing efforts of the department Take a Hike. Do it Right. campaign.

#### BACKGROUND

State Forty Eight was founded in 2013 by local entrepreneurs and offers a wide variety of shirts, hats, accessories, and other products. The company explains that it builds partnerships and supports local people and businesses by helping them share their message through its service-based offerings. The brand also provides collaborative design services.

#### DISCUSSION

State Forty Eight approached the Parks and Recreation Department with an opportunity to partner on a custom design for a Take A Hike. Do it Right. co-branded t-shirt. The purpose of the shirt is to raise awareness about the importance of heat safety and other hiking safety tips on Phoenix's preserve trails.

The exclusive shirt will be available for pre-order only on the State Forty Eight website (<https://statefortyeight.com>) for a limited time of between one week and 30 days. For every shirt sold during the pre-order period, \$5 will be donated to the Parks and Recreation Department. All funds received will be placed into the Preserves donation account to be used to further support the Take a Hike. Do it Right. safety campaign.

Additional shirts will not be produced after the pre-order window closes, unless significant demand leads to further production for online or in-store sales. A minimum of 50 shirts must be sold at the full retail price of \$34. If that number is not reached, the Parks and Recreation Department would purchase the remaining shirts at the wholesale collaboration price of \$23 each. Any surplus t-shirts the department purchases would be distributed to the public at hiking safety outreach events.

This partnership provides another opportunity to emphasize the importance of preparation and safety while enjoying hiking activities.

#### RECOMMENDATION

This report is for information only.

Prepared by: Jarod Rogers, Deputy Parks and Recreation Director

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** PHOENIX PARKS AND PRESERVE INITIATIVE PROGRAM WEBPAGE

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This report provides the Parks and Recreation Board with information about the newly launched Phoenix Parks and Preserve Initiative Program webpage.

### **BACKGROUND**

The Phoenix Parks and Preserve Initiative, also known as PPPI or 3PI, was approved by Phoenix voters in 1999. The initiative sets aside one cent from every ten dollars of sales tax to improve and renovate existing parks and to expand and enhance the City's desert preserve system. In 2008, 83 percent of voters approved the renewal of the initiative for an additional 30 years.

Annually, the PPPI Oversight Committee composed of volunteer citizens established under Phoenix City Code Chapter 2, Article XXXII reviews the expenditures of the PPPI program. The review consists of findings from an Independent Certified Accountant's Report, which is an examination in accordance with attestation standards required by the American Institute of Certified Public Accountants. The PPPI Oversight Committee's annual review is held, typically in January, in an open public meeting forum.

As part of the month-end close process, the Finance Department transfers the Transaction Privilege Tax collections for the month into the appropriate funds based on each business classification. Sixty percent of the proceeds are used for improvements and renovations of City parks and for acquiring land for future parks. The remaining 40 percent is used for acquiring land and developing the City's desert preserves, which includes trailheads and signage.

### **DISCUSSION**

To improve transparency and provide a more unified source of information about the Phoenix Parks and Preserve Initiative, the Parks and Recreation Department partnered with the City's Budget and Research Department, Finance Department, and Communications Office to create a dedicated webpage. This type of collaboration across departments had not existed before.

The PPPI webpage, located at [www.Phoenix.gov/parks3pi](http://www.Phoenix.gov/parks3pi), includes features that allow visitors to explore project investments, view financial summaries, and learn more about the history and impact of the initiative. Users can also view fund balance reports on capital improvement projects, such as new playgrounds, trailheads, lighting upgrades, and water conservation efforts in both neighborhood and desert parks. The information on the webpage is organized into the following areas:

- PPPI Oversight Committee Meetings
- Annual Fund Balance Report
- Ballot Initiative Language

- Annual Comprehensive Financial Reports (ACFR)
- Budget Library and Adopted Budget

Photos of PPPI-funded projects are also displayed under the area of Phoenix Parks and Preserve Initiative Program at Work.

The Department is excited to share this new resource to the public. The webpage reflects the importance of the PPPI program to the City, as it enables the Parks and Recreation Department to build healthy communities through parks, programs and partnerships; and makes the City a better place to live, visit and play.

The launch of the new PPPI webpage was also featured in a City News Article on August 6, 2025.

#### RECOMMENDATION

This report is for information only.

Prepared by: Theresa Faull, Deputy Parks and Recreation Director

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** PRESERVE GABION WALL (CITY OF PEORIA UTILITY EASEMENT)  
PROJECT UPDATE

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This report provides information and an update on a 2019 Parks and Recreation Board action approving the installation of a gabion wall within the Pitcher Hill Preserve. The wall would be located at the 65th Avenue and Happy Valley Road crossing and is intended to help reduce flooding issues in the City of Peoria.

#### BACKGROUND

In August 2018, the Parks and Recreation Department was approached by the City of Peoria and Entellus, a civil engineering firm, regarding a residential flooding issue in Peoria. To help address the problem, Peoria proposed the installation of a concrete diversion wall in the Pitcher Hill Preserve.

On December 31, 2018, a meeting was held with representatives from the City of Peoria, Entellus, the City of Phoenix Public Works Department Stormwater Management Section and the Parks and Recreation Department. During this meeting, the two cities discussed forming a partnership to help reduce flooding in residential areas that border the Pitcher Hill Preserve. Peoria requested the installation of a diversion wall within a wash in the preserve. The purpose of the wall was to redirect water toward two new basins constructed outside the Phoenix city limits.

Pitcher Hill is designated as mountain preserve property, which is subject to the restrictions outlined in the Phoenix City Charter, Chapter XXVI – Mountain Preserves. Staff reviewed the request and determined that a diversion wall met charter requirements in Phoenix City Charter, Chapter XXVI, Section 3(c)(4). To reduce visual impact within the preserve, staff recommended changing the design from a concrete wall to a gabion wall. All parties agreed to this change, and the Parks and Recreation Board approved the item in January 2019.

#### DISCUSSION

Since 2019, the Peoria project has faced delays. In the spring of 2025, Peoria restarted discussions with the City to confirm its plan to move forward with the flood control project. The gabion wall and swale, which will be located at the 67th Avenue and Happy Valley Road crossing, is designed to redirect stormwater away from nearby Peoria residential neighborhoods (**Attachment A**). The design of the gabion wall and swale will help preserve the natural appearance of the Pitcher Hill Preserve while also addressing important stormwater management needs. The gabion wall is made of wire baskets

filled with rock, which is durable while also blending in with the surrounding natural landscape. This design helps minimize visual impacts when viewed from 65th Avenue. The swale is a shallow drainage channel lined with rock that will funnel storm water along the gabion wall.

The project will require the City of Peoria to obtain a drainage easement on City of Phoenix property. The agreement will clearly outline maintenance responsibilities for both cities to ensure the installation remains functional and well-preserved over time. The City of Peoria will maintain the gabion wall and swale and Phoenix will continue to maintain the landscape. The City's Finance Department Real Estate Division is working with Peoria to develop the required easement agreement, which is expected to be presented to the Phoenix City Council for approval in the coming months.

This project highlights the importance of intergovernmental cooperation in addressing regional infrastructure challenges that cross city boundaries. Ongoing coordination between the two municipalities ensures that the design meets both functional and environmental standards, while also aligning with the Mountain Preserve charter and the City's broader commitment to protecting natural areas. This effort reflects a continuation of the Board's original authorization and moves the project from concept toward completion.

#### RECOMMENDATION

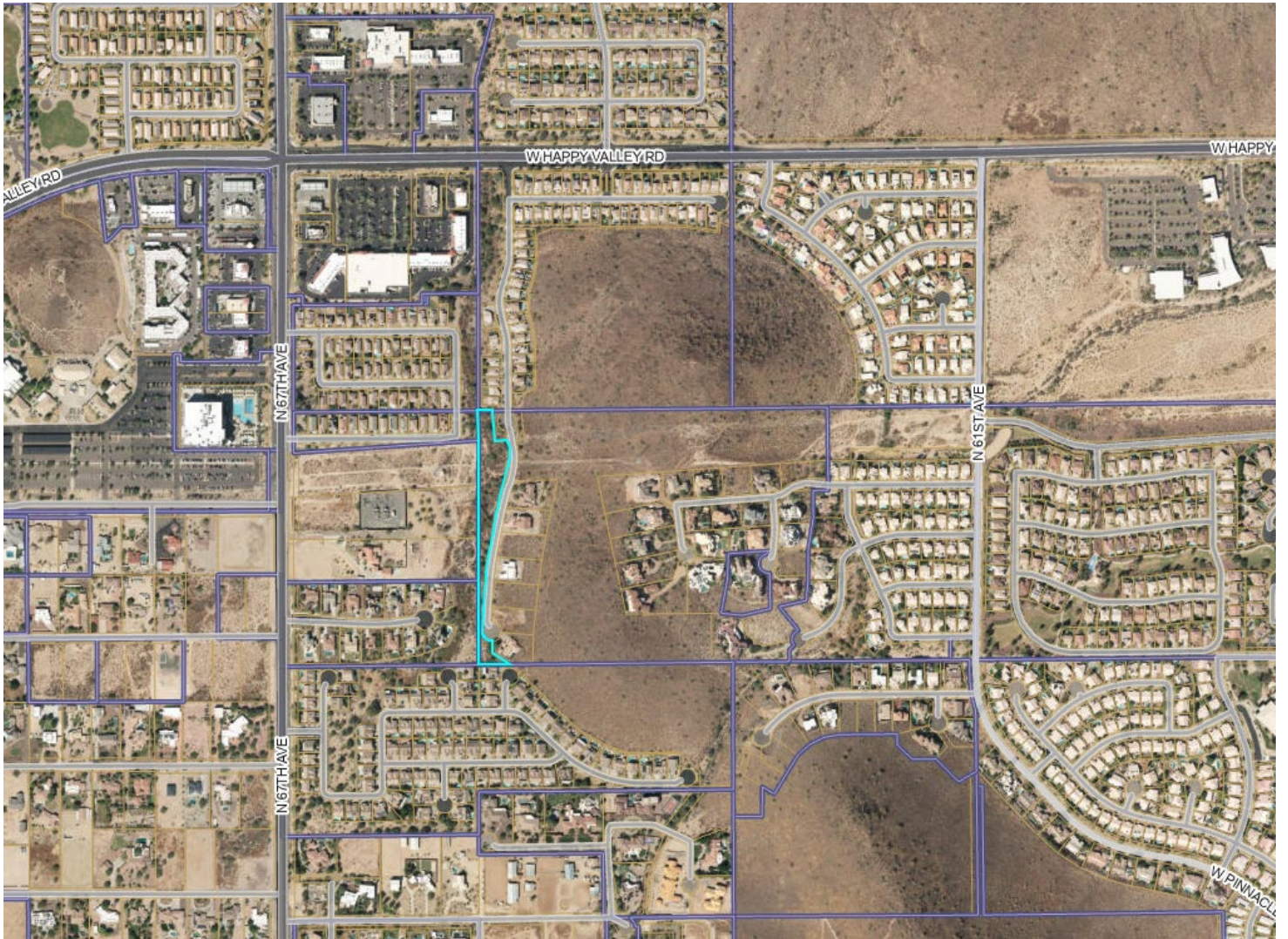
This report is for information only.

Prepared by: Theresa Faull, Deputy Parks and Recreation Director  
Jarod Rogers, Deputy Parks and Recreation Director

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director



## ATTACHMENT A





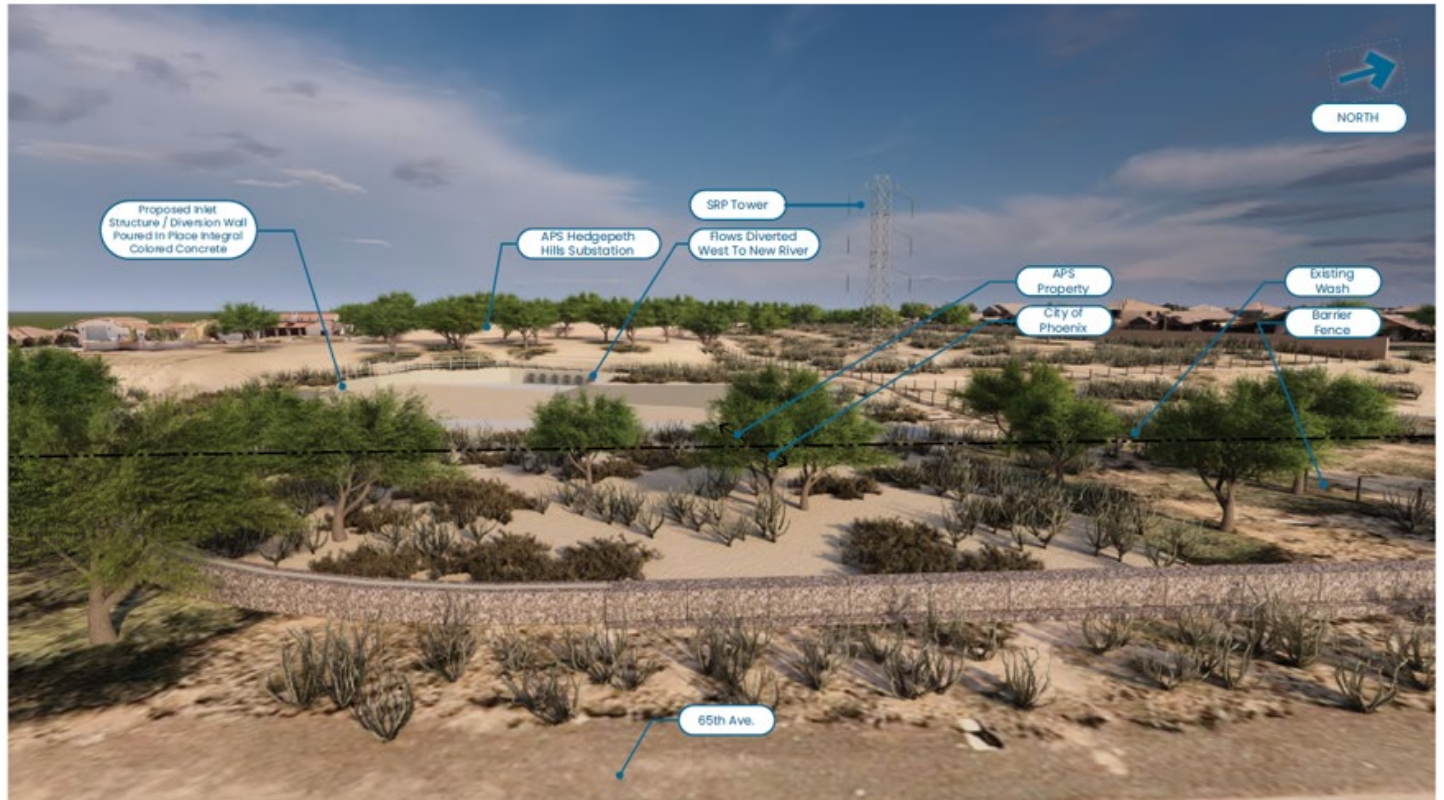


67th Avenue Widening  
& Regional Drainage

65th Avenue Inlet Diversion Wall



Design  
January 5, 2024  
Revision 2



67th Avenue Widening  
& Regional Drainage

65th Avenue Inlet Diversion Wall



Design

January 5, 2024  
Revision 2

*The Gabion Wall will be 3 ft. wide X 3 ft. tall above grade and run approx. 260 ft. long.*

**CITY OF PHOENIX  
PARKS AND RECREATION BOARD  
SUMMARY MINUTES  
June 26, 2025**

Virtual meeting hosted on Webex.

<b><u>Board Members Present</u></b> Kelly Dalton, Chair Aubrey Barnwell (virtual) Dorina Bustamante (virtual) Emma Viera  <b><u>Board Members Absent</u></b> Tony Moya Sarah Porter Ed Zuercher	<b><u>Staff Present</u></b> John Chan Dustin Cammack Martin Whitfield Brandie Barrett Jarod Rogers Todd Shackelford Maki Lloyd Tannia Ruiz Cynthia Peiz Jana Benson	<b><u>Community Members</u></b> Julia Taggart Michael Norton Jerry Van Gasse Pete Lumianski Jes Dobbs Donna Reiner Ernest Martinez Tim Sierakowski
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**1. CALL TO ORDER**

Chairperson Dalton called the meeting to order at 5:05 p.m. with Board members Barnwell, Bustamante, and Viera in attendance.

**2. INFORMATION ONLY**

No formal presentation on these items. Information only.

**2a. Parks Master Plan Update**

Julia Taggart discussed the Parks and Recreation Department Master Plan interactive map and the North Mountain Visitor Center. She asked how individuals without computers can provide feedback on the Master Plan.

Assistant Director Whitfield explained that the Parks Master Plan focuses on urban parks and that there is a separate North Mountain Park Master Plan which includes community feedback on the visitor center. He stated that in the upcoming months there will be a series of town hall meetings where individuals can share feedback on the Parks Master Plan in person.

Michael Norton spoke on behalf of the Roger's Ranch community about the importance of protecting the land surrounding the Laveen Area Conveyance Channel to preserve the burrowing owls that live there.

**3. CONSENT ITEMS**

No formal presentation on these items. Consent and request for approval only.

**3a. Parks and Recreation Board Summary Minutes – May 22, 2025**

**3b. Event and Vending Requests at Civic Space Park**

**3c. Authorization to Enter a Golf Instruction Services Contract**

**3d. Request to Approve an Agreement for the Maintenance of Property on Seventh and Montecito Avenues known as "The Lyceum"**

**3e. South Mountain Communication Towers – Approval of X Network LLC Sub-License on Pinnacle Towers LLC License DBA Crown Castle**

**3f. Approval for Arizona State University/KAET Tower Project**

Board member Barnwell made the motion to approve consent items 3a through 3f. Board member Viera seconded the motion and the motion passed unanimously, 4-0.

Board member Bustamante left the meeting at 5:12 p.m.

**4. INFORMATION AND DISCUSSION ITEMS**

**4a. Interdepartmental Trails Heat Safety Program Update**

Deputy Director Rogers described the coordinated efforts of the Office of Heat Response and Mitigation, the Phoenix Parks and Fire Departments, the Community Emergency Response Team, and volunteers to provide heat relief and education at popular trailheads. In June 2025, ice machines were installed at the Echo Canyon and Piastewa Peak trailheads to support heat relief outreach efforts and provide rescue teams with resources for heat related emergencies. The team is planning to expand these efforts to other trailheads in the future, including South Mountain Park. Funding from the Office of Heat Response and Mitigation was used to purchase the machines. The cost of stocking the machines in the first month was approximately \$400, which is considered low compared to their potential impact. While the ice machines are not intended for public use, chilled drinking water fountains are available at these trailheads.

Deputy Fire Chief Maki Lloyd provided an overview of the Fire Department's use of ice and cold-water immersion treatment for heat-related illnesses. This method was introduced in 2024 and has improved heat stroke outcomes, including reductions in mortality, neurological damage, hospital stays, and post-care needs. Having ice available at trailheads allows for immediate treatment of both patients and firefighters. He also shared a recent example of a successful application of this method during a rescue at Camelback Mountain.

Chairperson Dalton expressed gratitude for the adoption of new initiatives to improve heat safety and asked what criteria are used to select the current and future sites for the ice machines.

Deputy Director Rogers explained that placement is based on data showing where the most rescues occur and which trails have the highest volume of hikers. He noted that ice

machines require electricity to operate, which creates challenges at solar powered locations such as the Pima Canyon trailhead.

Chairperson Dalton asked about the temperature during the June rescue when the treatment was applied.

Deputy Chief Lloyd responded that it was not an excessive heat day, but the individual had been hiking since 5 a.m.

#### **4b. Parks Department Capital Improvement Program Update**

Assistant Director Whitfield and Parks Development Deputy Director Shackelford presented an update on the Capital Improvement Program to the Board. The program is funded through the Phoenix Parks and Preserve Initiative, impact fees, and General Obligation Bond funds. They explained that project selection is guided by a three-tiered rating system for park amenities, which is reviewed annually. Staff use a holistic approach to prioritize improvements that enhance efficiency and minimize community disruption.

The presentation included updates on projects currently in design, such as Lone Mountain Park, North Mountain Park, Highline Park, Santa Maria Park, and the proposed U.S.S. Phoenix Cold War Monument. Projects under construction include Piestewa Peak Improvements, the South Mountain Activity Complex, Laveen Heritage Park, Surrey Park, and Sun Ray Park. Completed projects include the South Mountain Visitor Center, Farmland Park, and La Pradera Park.

The update also highlighted the completion of projects funded by the American Rescue Plan Act, which focused on improving accessibility, safety, and fitness opportunities. The presentation concluded with updates on upcoming projects and General Obligation Bond initiatives.

Chairperson Dalton thanked the Department for completing these projects and asked how the public is kept informed about projects currently under development.

Assistant Director Whitfield explained that staff work closely with neighborhood groups to provide updates on ongoing projects. He also noted that the Department is working on creating an online resource to share this information in the future.

Board Member Viera thanked the team for their hard work and stated that she is looking forward to future projects.

Board Member Barnwell shared that he recently visited the South Mountain Visitor Center and praised the renovations. He thanked the team for their continued efforts.

Jerry Van Gasse spoke about the renovations at Piestewa Peak and the accessibility of the Ocotillo Ramada. He also asked about the approval process for the pedestrian footbridge.

Jes Dobbs discussed Phoenix Parks and Preserve Initiative funding and the five-year preliminary Capital Improvement Program plan. She asked questions about timelines and



contractor deliverables.

Pete Lumianski, a military veteran, spoke about the history of the U.S.S. Phoenix, his involvement in the project, fundraising efforts, and design plans. He thanked the City of Phoenix for supporting the project.

## **5. CALL TO THE PUBLIC**

Tim Sierakowski asked about the approvals for the pedestrian bridge at Piestewa Peak and how public input is being considered for the project.

Jerry Van Gasse commented on an investigation into the process for the improvements at Piestewa Peak.

Ernest Martinez discussed the pedestrian bridge at Piestewa Peak and inquired about public input, approvals, cost, and the overall purpose of the bridge.

Donna Reiner, speaking as a representative of Preserve Phoenix, requested the opportunity for the group to provide a formal presentation to the Board.

Julia Taggart spoke about the renovation of the North Mountain Visitor Center and the loss of historical markers in the preserve system. She also suggested creating a website to share information on the historical significance of City parks and preserves.

## **6. BOARD CHAIRPERSON'S REPORT**

No report.

## **7. BOARD COMMENTS/REQUEST**

No comments.

## **8. DIRECTOR'S BRIEFING**

Assistant Director Barrett provided an update on the PHX Plays Summer Camp program, launched in May 2025, and highlighted innovative programs at the Rio Salado Habitat Restoration Area, including a pollinator garden and a stargazer program. She shared details on maintenance and improvement projects underway throughout the City and thanked the Maintenance and Special Operations teams. She also recognized two park rangers for their quick response to a fire incident, during which they contacted the Fire Department and assisted the Police Department in identifying the responsible individual. In addition, she announced that City pools would be closed on Thursday, July 3, to allow them to remain open on the Fourth of July holiday and concluded with a review of upcoming pool openings and closures.

Assistant Director Whitfield described an outreach event where elementary school students learned about the process of selecting and building parks. He also recapped the City's first Fourth of July drone show, After Dark in the Park, held at Deer Valley Park, and thanked the Northwest Division for their hard work. In addition, he highlighted two

upcoming Fourth of July celebrations that will take place in City parks.

## **9. ADJOURNMENT**

Chairperson Dalton adjourned the meeting at 6:04 p.m.





**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** EVENT AND VENDING REQUESTS AT CITY PARKS

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This report requests Parks and Recreation Board (Board) approval to allow event production, marketing, community outreach, and vending of various events mentioned in this report. It also seeks authorization for the Parks and Recreation Director to negotiate and execute the associated event agreement and related documents.

#### BACKGROUND

Phoenix parks are reserved throughout the year for various events. Event coordinators or community partners produce many events, with the Parks and Recreation Department sponsoring a few public events. Some events are free to the public, while others require a registration fee. Entry fees are occasionally imposed on vendors who sell food and/or products. Producers who rent city parks and facilities are required to follow all city guidelines, including obtaining all applicable permits and licenses.

Vending, a typical component of events in parks, can also consist of selling admission, food and beverages, t-shirts, or other concessions for fundraising purposes. Per Phoenix City Charter and Phoenix City Code 24-40, the Board must approve commercial sales/vending in public parks. Each year, the Parks and Recreation Department brings the Board an annual report requesting approval of all known requests for vending in parks; however, staff also receive requests for vending throughout the year, such as the requests below and brings them to the Board for approval.

#### DISCUSSION

##### **Police Regimental Association Grand Canyon Chapter and the Military Support Foundation - Los Olivos Park (October 11, 2025)**

Military Police Regimental Association Grand Canyon Chapter and the Military Support Foundation would host a celebration to recognize and support the families of military personnel where they aim to raise funds for benevolence programs, soldier, and airman support activities. It will feature various activities including ceremonies, food, games, Phoenix Fire trucks, Phoenix Police Department, military vehicles and entertainment. The event is thoughtfully organized to bring together military families, supporters and citizens to show appreciation for their sacrifices. They anticipate approximately 200 people attending throughout the event.

##### **Twilight Bash - Cesar Chavez Park (October 16, 2025)**

Twilight Bash, scheduled for October 16, 2025, is a free event for Arizona Parks and Recreation Association (APRA) members and their families. The event will feature a drone light show, music, a dance floor, carnival games, inflatables, raffle prizes, food trucks and interactive industry partner

booths while raising funds for APRA fellowship by donations. The drone light show will take place over the lake and start at 7:50 p.m. This event is to celebrate Arizona's parks and recreation professionals and support the future of the profession. APRA anticipates approximately 300 people attending this event.

**Desert Rose Theater – Moon Valley Park (October 18, 19, 25 and 26, 2025)**

Desert Rose Theater, a community-based organization dedicated to classical theater, is requesting approval to host four performances of *The Importance of Being Earnest* by Oscar Wilde at Moon Valley Park. Following a successful Shakespeare production at the same location earlier this year, the group plans to sell tickets and offer prepackaged concessions during intermission. Desert Rose theater expects to have 100 people in attendance for these performances.

**NASCAR Championship Fan Fest – Civic Space Park (October 30, 2025)**

The NASCAR Championship Fan Fest is a free, family-friendly event taking place on October 30, 2025, at Civic Space Park, designed to bring together motorsports fans for a day of entertainment and community engagement. With an expected attendance of about 1,500 guests, the event will feature sponsor activations, display vehicles including the official NASCAR Championship Trophy, a stock car racing simulator, live entertainment, and food and beverage options for all ages. Set in a vibrant downtown location, the Fan Fest offers a unique opportunity for fans to connect with the NASCAR community in an accessible and interactive outdoor setting.

**She Might Fun Run-5K Event - Papago Park (November 1, 2025)**

The She Might Fun Run celebrates the organization's five-year anniversary by bringing together women, families and community members for a day of movement, connection and empowerment. Scheduled for November 1, 2025, at Papago Park, the 5K run and walk supports She Might's mission to help women find clarity, build confidence and connect through their motherhood journeys. The event begins at 9 a.m. and features a stroller-friendly course, local vendors, race sponsors and opportunities to celebrate motherhood in all its forms. Participants will receive an official event t-shirt, medal and race packet, with virtual participation options available nationwide. There are 200 attendees anticipated to participate in the event. The park will remain open during the event.

**Street Eats & Beats Festival (STREATZ) - Solano Park (November 28–30, 2025)**

Street Eats & Beats Festival (STREATZ), hosted by the Arizona Asian Chamber of Commerce Foundation, will take place November 28 to 30, 2025, at Solano Park. As Arizona's first Asian American Pacific Islander-focused food and music festival, STREATZ celebrates cultural diversity, supports local talent and promotes economic growth in the International District. Proceeds will fund scholarships, small business assistance and community development. The three-day event features an electronic dance music and cosplay rave night, a full-scale music festival and a free community farmer's market. With an expected attendance of 7,000, organizers will implement neighborhood notifications, coordinate off-site parking and provide licensed security.

**Check Moon Valley First – Moon Valley Park (October 25, 2025, and December 13, 2025)**

Check Moon Valley First, an organization dedicated to connecting the Moon Valley community with local businesses, is requesting to host two community fairs at Moon Valley Park. The events aim to help residents engage with and support local entrepreneurs. Moon Valley residents who own businesses will have the opportunity to rent booth space for a fee to promote their goods and services. Participating vendors will offer a variety of items for sale, and the organization anticipates approximately 200 attendees throughout each event.

As with all requests to vend, event organizers for this event will be required to follow all City of Phoenix guidelines and use the requirements for sales, including any required insurance, permits, and licenses.

### RECOMMENDATION

Staff recommends Board approval to allow event production, marketing, community outreach, and vending related to the various events mentioned in this report. It also seeks authorization for the Parks and Recreation Director to negotiate and execute the associated event agreement and related documents.

Prepared by: Tannia Ruiz, Parks and Recreation Management Assistant II

Approved by: Martin Whitfield, Assistant Parks and Recreation Director

Brandie Barrett, Assistant Parks and Recreation Director



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** PHOENIX SONORAN PRESERVE COMMITTEE REAPPOINTMENTS

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This report requests Parks and Recreation Board (Board) approval for the reappointment of John Furniss, Vashti “Tice” Supplee, Scott Covey and Trevor Harwood to the Phoenix Sonoran Preserves and Mountain Parks/Preserves Committee.

### BACKGROUND

The Phoenix Sonoran Preserve and Mountain Parks/Preserves Committee (PSPMPPC) is a subcommittee of the Parks and Recreation Board that provides a forum for public participation in the City’s mountains and desert preserves system. In collaboration with Parks and Recreation staff, the committee holds workshops, reviews plans submitted by staff, and provides comments and recommendations to the Parks and Recreation Board. The committee is composed of volunteer citizens who serve without pay and are appointed by the Parks and Recreation Board based on the recommendation of the Parks and Recreation Director.

### DISCUSSION

The first recommendation is the reappointment of Committee Chair John Furniss, who has served in this role for the past eight years. Mr. Furniss lives on the east side of Camelback Mountain and has worked closely with Park Rangers on the Cholla and Echo Canyon trails. He holds degrees in Biology, Psychology and Physiology from Penn State University and retired in 2017 after more than 35 years as an executive in information technology services. Since retiring, he has devoted his time to community service, including work with the Phoenix Parks and Preserve Initiative Oversight Committee and leadership in the Arizona Mountaineer Club, where he organizes the annual Grand Canyon Clean-up. Mr. Furniss is deeply committed to the mountain parks and preserves and wishes to continue serving on the committee.

The second recommendation is the reappointment of Committee Member Vashti “Tice” Supplee. Ms. Supplee lives in Central Phoenix and worked with the Arizona Game and Fish Department for 29 years before serving nearly 20 years as the Arizona Director of Bird Conservation for the National Audubon Society. She holds a bachelor’s degree in Wildlife Ecology from Cornell University and a master’s degree in Wildlife Management from the University of Arizona. Her career experience includes law enforcement, program administration, conservation planning and the administration and development of grant programs.

The third recommendation is the reappointment of Committee Member Scott Covey. Mr. Covey moved to Arizona 35 years ago after earning a degree in Parks and Recreation Administration from Illinois State University and working a season on wildland fires with the Forest Service. He retired in 2021 after 32 years with the City of Phoenix Parks and

Recreation Department, where he began as a Park Ranger and later served as a Park Supervisor for the Natural Resources Division. His responsibilities included managing Camelback Mountain and Piestewa Peak and working with non profit partners such as the Phoenix Zoo, the Desert Botanical Gardens and Tovrea Castle. He played a key role in converting Camelback Mountain from a park to preserve status and helped promote the Take a Hike. Do it Right. program, which encourages safe and enjoyable trail use.

The fourth recommendation is the reappointment of Committee Member Trevor Harwood. Mr. Harwood holds a degree in Computer Science from Brighton Information Technology College in England and has more than 35 years of experience in the engineering field, with expertise in IT infrastructure, cloud systems, operations and engineering for a global Fortune 500 company. His accomplishments include completing 15 Microsoft Certified Professional exams, earning recognition as a Microsoft Certified Systems Engineer, attaining certification as an American Express Certified Architect and receiving a Harvard Leadership Excellence Award in 2017. In addition to his professional career, Mr. Harwood has volunteered as a Park Steward with the City of Phoenix since 2009, primarily supporting the Sonoran Preserve and helping with the original construction of the Apache Wash Trails. He also served as a Scoutmaster for 10 years, where he focused on Leave No Trace principles, conservation and hiking, while leading scout projects in partnership with Park Rangers.

#### RECOMMENDATION

Staff recommends Board approve the reappointment of John Furniss, Vashti "Tice" Supplee, Scott Covey and Trevor Harwood to the Phoenix Sonoran Preserves and Mountain Parks/Preserves Committee.

Prepared by: Jarod Rogers, Deputy Parks and Recreation Director

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** SPONSORSHIP FOR BASKETBALL COURT RENOVATION FROM  
PHOENIX SUNS AND ABILITY360, INC. AT TELEPHONE PIONEERS OF  
AMERICA PARK

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This report requests Parks and Recreation Board (Board) approval to accept a donation from the Phoenix Suns and Ability360, Inc. to renovate the basketball court located at Telephone Pioneers of America Park in accordance with Sponsorship Policy 3.11 **(Attachment A)**.

#### BACKGROUND

The Phoenix Suns and Ability360 have partnered together to renovate the basketball court at Telephone Pioneers of America Park. Ability360 is the current non-profit operator at the park and through its comprehensive programs provides adaptive sports, recreation and fitness programs that promote the independence, health and overall wellbeing of people with disabilities and their families.

#### DISCUSSION

Subject to Board approval, the Parks and Recreation Department will enter into a sponsorship agreement **(Attachment B)** with the Phoenix Suns and Ability360 (collectively the “Parties”), which is categorized as a Project Sponsorship. The sponsorship agreement outlines the required guidelines and documents the rights and responsibilities of both parties. Highlights of the agreement include:

- The Parties will provide the funding necessary to renovate the basketball court.
- City retains ownership of property and all equipment placed on the court.
- City will be responsible for maintenance of the basketball court after installation.

#### RECOMMENDATION

Staff recommend the Board accept a donation from the Phoenix Suns and Ability360, Inc. to renovate the basketball court located at Telephone Pioneers of America Park in accordance with Sponsorship Policy 3.11; and for the Parks and Recreation Director to execute a Sponsorship Agreement and sign all related documents to the agreement.

Prepared by: Theresa Faull, Deputy Parks and Recreation Director

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director

**City of Phoenix  
Parks and Recreation Board Policy**

Number <b>3.11</b>	<b>Sponsorship Policy</b>	Adopted: 2/25/2021
		Revised: 8/31/2023

## **1.0 PURPOSE**

This policy and its guidelines and procedures are intended to guide the Parks and Recreation staff and any partner organization responsible for engaging in sponsorship activities in public parks and preserves.

## **2.0 BACKGROUND**

The City of Phoenix and its residents pride themselves on their extensive park and recreation system. Now, financial and in-kind support is even more critical as the investment needed to sustain and expand parks, facilities, and programs continues to increase. Like other Park and Recreation Departments across the nation, the Phoenix Parks and Recreation Department (Department) is pursuing more sophisticated business partnerships, in the form of event, program, project, and facility/amenity sponsorships. These mutually beneficial business agreements provide an important marketing venue for partners and an opportunity for them to align themselves with the Department's public mission. In turn, the City can build new and exciting programs and places while sustaining the Phoenix Parks system.

Note: This policy does not apply to Margaret T. Hance Park. Hance Park sponsorships are guided by Parks and Recreation Board (Board) Policy 2.10, Hance Park Sponsorship Policy.

## **3.0 DEFINITIONS**

3.1 Sponsorship. Sponsorship is financial or in-kind support from a for-profit or non-profit entity for a specific program, event, project, or site, and for a specific period of time, in exchange for tangible and intangible benefits to the sponsor. For the sponsor that can include but is not limited to:

- a) marketing opportunities (product promotion and temporary advertising) on City property,
- b) authorization by the Department for the business to promote its investment with the Department, and association with Department programs, and
- c) name association ("name title") for an event or program. Sponsorship is a negotiated business agreement between the sponsor and the Department.

3.1.1 Any naming rights must comply with Parks and Recreation Board Policy 3.3, Park Naming

3.2 Gift/Donation. Any donation must comply with the Parks and Recreation Board Policy on Donations. A gift or donation is a freely given donation of goods, cash, or real property to the Department, with no expectation of return or "condition" to the gift. Gifts may be designed for a specific purpose or may be general in nature. Recognition for donations is determined by the City.

3.3 Advertising. Advertising is the physical signage created by the sponsoring entity (usually placed in designated, purchased space) to promote a product. Advertising generally is not allowed in designated flatland parks, mountain preserves, natural areas, outside recreation facilities, or outside other park buildings. The permanent placement of a corporate logo, brand, or product placement in a public park or facility is considered advertising and not allowed unless approved by the Board.

3.4 Temporary Advertising. Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a Department approved event or on collateral materials associated with an event or program.

3.5 Events. Events are one-time activities for the public organized or facilitated by the Department and held on City property that generally last less than a week.

3.6 Projects. Projects are one-time Departmental efforts, often with a physical improvement project as the result.

3.7 Programs. Programs are on-going, organized activities led by the Department for the public and generally involve staff supervision.

3.8 Sites. Sites are specific places, varying in scale from individual features or areas within a park or recreation center.

3.9 Marketing benefits. These are opportunities given to the sponsor to have their branding, their products, their name and logo given temporary visibility on City property or materials. The details of those opportunities are specific to each sponsorship, detailed in the agreement, and must meet City laws and Departmental policies.

#### **4.0 SPONSORSHIP CATEGORIES**

4.1 Sponsorships are appropriate for four broad types of Department activities and places:

4.1.1 Event Sponsorship. Event sponsorship is the financial or in-kind support for a Department organized event on City property. An event includes a one-time occasion and usually lasts less than a week. Sponsors may be recognized with anything relating to the event. Depending upon the details of the agreement, the sponsor's



name may be directly associated with the event (e.g. "title" sponsorship) and the sponsor may have a variety of temporary advertising and marketing opportunities.

4.1.2. Project sponsorship. Project sponsorship is financial or in-kind support of a specific Department project which is usually a one-time effort and results in a physical improvement. Projects may vary in size and scope such as a sponsorship of a piece of skate park equipment or a multi-million corporate sponsorship for a playground or community center. Depending upon the details of the agreement, the sponsor's name and logo could be attached directly to the product along with other marketing opportunities.

4.1.3 Program Sponsorship. Program sponsorship is financial or in-kind support of a Department led program for the public. A program includes a series of on-going activities (e.g., youth sports leagues, after-school programs, or special interest classes) organized by the Department. Recognition of the sponsor may continue throughout and after the program's duration. Depending upon the details of the agreement, a sponsor's name can be associated directly with the program.

4.1.4 Site Sponsorship. Site sponsorship is financial or in-kind operating support of a specific Department place or feature (e.g. a community garden, dog park, a new playground). Marketing opportunities and recognition of the sponsorship are negotiated in the agreement.

Note: A sponsorship may fall into more than one category. For example, the AARP Fit Lot sponsorship resulted in a physical facility (Fit Lot) and programming.

4.2 This policy also impacts several partner relationships:

4.2.1 Community sports teams. These sponsorship policies do not apply to teams and leagues that often solicit their own sponsorship and enter into private agreements. However, written approval must be obtained from the Department for any public display within parks and recreation facilities of private sponsorships (e.g. banners, flags, signs), except for team uniforms.

4.2.2 Concessionaires. Some City facilities are operated by private Concessionaires such as golf course food and beverage areas, sports complex fixed concessions, etc. As private entities, these Concessionaires are permitted to obtain corporate sponsorships as they relate to their operation. However, any marketing materials displayed outside of the physical boundary of the Concession site but within a park must be approved by the Department.

4.2.3 Non-profit partners/Cultural Institutions. Associated park conservancies, foundations, and non-profit organizations are under long term agreements to provide services in specific parks (e.g. Phoenix Zoo, Desert Botanical Garden, Japanese Friendship Garden, Tovrea-Carraro Society, Grant Park Barrio Youth Project Corporation). The level of management responsibility by the group for the specific park is detailed in each individual agreement with the City. Most of these groups will be implementing their own sponsorship, gift, and naming efforts. These individualized plans must meet Departmental and City policies.

## **5.0 GUIDELINES FOR ACCEPTING SPONSORSHIPS**

5.1 A sponsorship is an opportunity to enhance parks and recreation services as long as the sponsorships are consistent with City and Department policies and regulations; respect the aesthetic of public spaces; and reaffirm the Department's mission and core services. In considering any proposal for sponsorship of a Department activity or place by a sponsor, the following guidelines should be considered individually and collectively:

5.1.1 The Sponsor's products, services, and marketing goals are compatible with the Department's mission, values, and policies, and with City policies, laws, rules, and regulations.

5.1.2 The proposed sponsorship enhances current priorities, programs, and core services of the Department.

5.1.3 The conditions of the sponsorship (especially in terms of marketing benefits and temporary advertising) shall not compromise the design standards, visual integrity of the parks and recreation facilities, or the experience of park users.

5.1.4 The sponsorship shall not commit the Department to additional operating and maintenance responsibilities and costs, unless approved by the Director.

5.1.5 The Parks and Recreation Director (Director) or designee has concluded that the tangible and in-tangible benefits are balanced for both the sponsor and the Department.

5.1.6 The sponsorship does not create any conflict of interest for the Department or City.

5.1.7 The Sponsor must be in good financial standing with any previous sponsorships with the City or the Department.

5.1.8 Any costs associated with the sponsorship shall be borne by the sponsor, unless otherwise approved by the Director or designee.

5.1.9 Sponsorships will not result in any loss of Department jurisdiction or authority.

5.2 The following industries and products are not eligible for sponsorships: companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography; sexually oriented businesses; religious and political organizations; and may only be eligible for sponsorship with written authorization from the Director.

## **6.0 SPONSORSHIP DEVELOPMENT PROCEDURES**

6.1 The details of any sponsorship with a cash or in-kind value of more than \$5000, are contained in the Sponsorship Proposal which must accompany each request for sponsorship and be submitted to the Director or designee.

6.1.1 This Proposal shall include the contract relationship; the proposed term; description benefits to the sponsor and the Department, any naming rights requested, proposed fees, commissions, and/or in-kind services provided to the Department.

- a) The value of the sponsorship should have a direct relationship with the sponsorship's term. No sponsorship shall have a term of more than twenty-five (25) years. A general guideline would be one (1) year of sponsorship for every \$1000 of cash or documented in-kind value.

6.2 The Department will review all sponsorship proposals and will make a recommendation to the Director whether to proceed with the development of a Sponsorship Agreement (attached). All such proposals will be reviewed and decided within 30 business days of submittal.

6.2.1 The Sponsorship Agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to the Department; the marketing rights and benefits provided to the sponsor; and termination provisions. All contractual language will be consistent with applicable City policies and ordinances and good business practices.

6.2.2 For all sponsorships, the Department will negotiate and develop the Sponsorship Agreement. The Director or designee must obtain Board approval before the sponsorship may be executed.

6.3 The Sponsorship Agreements are managed and tracked by the Parks and Recreation Department/Management Services Division.

## **7.0 NAMING RIGHTS, SIGNAGE AND RECOGNITION**

7.1 Only project sponsorships that meet or exceed the cost of all design, construction, installation, permitting, any other direct or indirect costs associated with the project will be considered for naming recognition under this Policy.

7.1.1 The Sponsor shall agree to bear all costs associated with naming including but not limited to signage, displays, labeling and shall, from time to time, in the judgment of

the Department, agree to fund major maintenance or replacement of the sponsor recognition during the term of the Sponsor agreement.

7.2 Naming recognition applies only to the project and is never to be applied to the name of the park. All policies related to park naming are contained in Board Policy 3.3, Park Naming. The Sponsor shall have the right to recommend any naming recognition, to the Director, who shall have the authority to grant approval in accordance with Parks Board Naming policy. All proceeds and other monetary benefits received from any sponsorship shall be deposited into the Parks Donation Account or another appropriate account as determined by the Director or designee.

7.2.1 The Parks and Recreation Director, upon approval of a sponsor naming, will notify the Parks and Recreation Board, City Council and City Manager's designee.

7.2.2 These naming recognition rights, as defined in 7.1 and 7.2 shall operate as set forth in the contract terms of the Sponsorship Agreement.

7.2.3 Upon expiration of the term of the Sponsorship Agreement without extension or amendment, such naming rights shall then be transferred to the Parks and Recreation Board.

7.3 The sponsor name given to the Park component or area shall not include any reference to any proper geographic name unless such reference is to "Phoenix" or the "City of Phoenix". The City reserves the right to require renaming if a named corporation or organization, ceases to exist or if a named corporation, organization, or individual is conclusively linked to a felony conviction.

7.4 All designs and displays in connection with naming rights will be approved by the Director in consultation with any appropriate park designer, architect or landscape architect involved in project management of the sponsored project.

7.5 Sponsors are not permitted to use any City Mark, the use of which is governed by the Phoenix City Council, including but not limited to the seal, municipal flag, municipal standard, municipal pennant, and municipal badge of the City.

7.5.1 Prior written approval to use the City's marks must be obtained from the Parks and Recreation Director, which shall not be unreasonably withheld.

## **SPONSORSHIP AGREEMENT**

This Agreement is made on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, between City of Phoenix Parks and Recreation Board (Board) and its Parks and Recreation Department (Department) and \_\_\_\_\_ (Sponsor).

### **RECITALS**

The Sponsor is engaged in the business referred to in Item 3 of Attachment A, hereafter referred to as the "Schedule" (Description of Sponsor's Business Activities) and, at the request of the Department, has agreed to provide the Sponsorship set out in Item 4 of the Schedule (Details of Sponsorship), subject to the terms and conditions of this Agreement.

### **IT IS AGREED as follows:**

#### **1. TERM**

- 1.1 The term of the Sponsorship shall be for the period set out in Item 4(c) of the Schedule (Term of Sponsorship), unless otherwise extended or terminated in accordance with this Agreement.

#### **2. SPONSORSHIP FEE/PRODUCT**

- 2.1 In consideration of the grant of Sponsorship Rights under this Agreement, the Sponsor shall pay and/or provide to the Department, for the term of this Agreement, the sponsorship fee and/or product(s) referred to in Item 4(b) of the Schedule (Sponsorship Fee/Product) at the times and in the manner referred to in that Item.
- 2.2 The Sponsorship Fee/Product shall be the entire amount payable or provided to the Department under this Agreement.
- 2.3 The Department shall only use the Sponsorship Fee/Product for the sponsored activity referred to in Item 4(a) of the Schedule (Sponsored Activity) in a manner consistent with the reasons referred to in Item 4(a) of the Schedule (Sponsorship Rationale).
- 2.4 Should the Sponsorship Fee/Product not be fully used on the Sponsored Activity; the Department shall immediately notify the Sponsor of the balance of the unused Sponsorship Fee/Product and shall comply with the Sponsor's directions concerning the use of the unused Sponsorship Fee/Product.

#### **3. SPONSORSHIP RIGHTS**

- 3.1 The Department grants to the Sponsor the non-exclusive sponsorship rights set out in Item 5 of the Schedule (Rights of Sponsor) for the term of this Agreement.
- 3.2 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor under Item 5 of the Schedule (Rights of Sponsor) shall first be approved by the City of Phoenix Parks and Recreation Director or designee.

- 3.3 The Department shall, whenever the Sponsored Activity is publicized, acknowledge the Sponsor in accordance with the recognition rights specified in Item 6 of the Schedule (Recognition of Sponsor).

**4. USE OF SPONSOR'S NAME AND/OR LOGO**

- 4.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Department in respect to the Sponsored Activity shall acknowledge the Sponsor in a manner agreed to by both parties.
- 4.2 The Department shall immediately, on the termination or expiration of this Agreement, cease to use or otherwise refer to the Sponsor's name and/or logo except to the extent otherwise authorized by law or agreement.

**5. USE OF THE CITY'S NAME AND/OR LOGO**

- 5.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor in respect of the Sponsored Activity shall acknowledge the Phoenix Parks and Recreation Department, in a manner agreed to by all parties.
- 5.2 The Sponsor shall immediately, upon the termination or expiration of this Agreement, cease to use or otherwise refer to any and all of the City of Phoenix/Phoenix Parks and Recreation Department name(s) and/or logo(s) in any manner that could imply that the Sponsorship under this Agreement is still in effect.

**6. USE OF DONATIONS; RESTRICTIONS**

- 6.1 The Sponsorship Fee is a donation to help fund the design and construction of the Sponsored Activity as described in Attachment A, Item 4(a). Sponsor's role is limited strictly to the donation of funds. The City is the owner of the Park, and it or its contractors will be responsible for the design, construction, and maintenance of the Sponsored Activity.

**7. BREACH AND TERMINATION**

- 7.1 If either party breaches any of the terms and conditions of this Agreement and fails to rectify such default in accordance with a written notice by the non-defaulting party within fourteen (14) days after the date of such notice, the non-defaulting party may terminate the Agreement at any time thereafter.
- 7.2 The Department may terminate the Agreement immediately if any of the following events occur:
- (a) The Sponsor is wound up or dissolved, becomes insolvent or enters into an agreement with its creditors, or if a receiver, manager or liquidator is appointed in respect of the Sponsor.
  - (b) The Sponsor's business operations or the business or activities of any associated company are contrary to any City of Phoenix policy(ies).

(c) The Department determines that for whatever reason it should no longer use the Sponsorship Fee/Product or be associated with the Sponsor.

7.3 If this Agreement is terminated, the Sponsor shall not be required to pay any unpaid installments of the Sponsorship Fee/Product.

7.4 The expiration or termination of this Agreement shall not prevent either party from taking action to enforce a term or condition of this Agreement in respect of any breach occurring prior to such expiration or termination.

## **8. NOTICES**

8.1 Unless otherwise directed in writing, notices, reports, and payments shall be delivered to the Department at the following address:

Parks and Recreation Director  
Phoenix Parks and Recreation Department  
200 W. Washington St, 16<sup>th</sup> Floor  
Phoenix, AZ 85003

and to the Sponsor at the address and e-mail address referred to in Item 2 of the Schedule (Address of Sponsor).

8.2 A notice forwarded by e-mail shall be deemed to be received by the addressee when recorded by read receipt.

## **9. AMENDMENTS TO AGREEMENT**

9.1 Any amendment to this Agreement shall only be valid if the amendment is in writing and signed by both parties.

## **10. ASSIGNMENT**

10.1 Neither party shall transfer, change or purport to assign, transfer or change this Agreement or any of its rights or obligations without the prior written consent of the other party, which shall not be unreasonably withheld.

## **11. CHARITABLE CONTRIBUTION**

11.1 Board will reasonably cooperate with Sponsor to document Sponsor's charitable contribution as may be required for federal or state income and property tax purposes.

## **12. GOVERNING LAW**

12.1 This Agreement shall be governed by and construed under the laws of the State of Arizona, excluding its choice of law principles. Any litigation arising out of this Agreement shall be commenced and maintained in a court of competent jurisdiction sitting in Maricopa County, Arizona.

**13. ENTIRE AGREEMENT**

13.1 This Agreement constitutes the entire agreement of the parties and shall supersede any prior or contemporaneous agreements or negotiations, whether written or oral, between the parties, regarding the subject matter herein.

**EXECUTED by the parties on the date first written above.**

**ON BEHALF OF PHOENIX PARKS AND RECREATION BOARD**

\_\_\_\_\_  
Signature

*(insert director name)*  
Parks and Recreation Director

\_\_\_\_\_  
Date

**SPONSOR**

*(insert company name)*  
\_\_\_\_\_  
Organization

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

**ATTEST**

\_\_\_\_\_  
Acting City Attorney

\_\_\_\_\_  
City Clerk



## **ATTACHMENT A - SCHEDULE**

**1. NAME OF SPONSOR**

*(Insert name of company or name of individual.)*

**2. ADDRESS OF SPONSOR**

*(If a corporate sponsor, insert address and e-mail of its registered office.)*

**3. DESCRIPTION OF SPONSOR'S BUSINESS ACTIVITIES**

*(Insert brief description.)*

**4. DETAILS OF SPONSORSHIP**

**(a) Sponsored Activity**

*(Insert brief description.)*

Sponsorship Rationale

*(Insert brief description.)*

**(b) Sponsorship Fee**

*(If money is payable, insert details of amount, installment schedule, etc.)*

Sponsorship Product

*(If goods are being supplied, insert description.)*

**(c) Term of Sponsorship**

*(date) to (date)*

**5. RIGHTS OF SPONSOR**

*(For example, the Sponsor is permitted to exhibit/promote their products.)*

**6. RECOGNITION OF SPONSOR**

*(For example, the Sponsor's name or logo is displayed at Hance Park by Phoenix Parks and Recreation. Include detail of recognition – where, size, term, etc.)*

## ATTACHMENT B

### SPONSORSHIP AGREEMENT

This Agreement is made on the 25 day of September 2025, between City of Phoenix Parks and Recreation Board (Board) and its Parks and Recreation Department (Department), Ability360, Inc. and Phoenix Suns/Phoenix Mercury Foundation (Sponsors).

#### RECITALS

The Sponsors are engaged in the business referred to in Item 3 of Attachment A, hereafter referred to as the "Schedule" (Description of Sponsor's Business Activities) and, at the request of the Department, has agreed to provide the Sponsorship set out in Item 4 of the Schedule (Details of Sponsorship), subject to the terms and conditions of this Agreement.

#### IT IS AGREED as follows:

#### 1. TERM

- 1.1 The term of the Sponsorship shall be for the period set out in Item 4(c) of the Schedule (Term of Sponsorship), unless otherwise extended or terminated in accordance with this Agreement.

#### 2. SPONSORSHIP FEE/PRODUCT

- 2.1 In consideration of the grant of Sponsorship Rights under this Agreement, the Sponsor shall pay and/or provide to the Department, for the term of this Agreement, the sponsorship fee and/or product(s) referred to in Item 4(b) of the Schedule (Sponsorship Fee/Product) at the times and in the manner referred to in that Item.
- 2.2 The Sponsorship Fee/Product shall be the entire amount payable or provided to the Department under this Agreement.
- 2.3 The Department shall only use the Sponsorship Fee/Product for the sponsored activity referred to in Item 4(a) of the Schedule (Sponsored Activity) in a manner consistent with the reasons referred to in Item 4(a) of the Schedule (Sponsorship Rationale).
- 2.4 Should the Sponsorship Fee/Product not be fully used on the Sponsored Activity; the Department shall immediately notify the Sponsor of the balance of the unused Sponsorship Fee/Product and shall comply with the Sponsor's directions concerning the use of the unused Sponsorship Fee/Product.

#### 3. SPONSORSHIP RIGHTS

- 3.1 The Department grants to the Sponsors the non-exclusive sponsorship rights set out in Item 5 of the Schedule (Rights of Sponsor) for the term of this Agreement.
- 3.2 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor under Item 5 of the Schedule (Rights of Sponsor) shall first be approved by the City of Phoenix Parks and Recreation Director or designee.

- 3.3 The Department shall, whenever the Sponsored Activity is publicized, acknowledge the Sponsors in accordance with the recognition rights specified in Item 6 of the Schedule (Recognition of Sponsor).

#### **4. USE OF SPONSOR'S NAME AND/OR LOGO**

- 4.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Department in respect to the Sponsored Activity shall acknowledge the Sponsors in a manner agreed to by the parties.
- 4.2 The Department shall immediately, on the termination or expiration of this Agreement, cease to use or otherwise refer to the Sponsors' name and/or logo except to the extent otherwise authorized by law or agreement.

#### **5. USE OF THE CITY'S NAME AND/OR LOGO**

- 5.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsors in respect of the Sponsored Activity shall acknowledge the Phoenix Parks and Recreation Department, in a manner agreed to by all parties.
- 5.2 The Sponsors shall immediately, upon the termination or expiration of this Agreement, cease to use or otherwise refer to any and all of the City of Phoenix/Phoenix Parks and Recreation Department name(s) and/or logo(s) in any manner that could imply that the Sponsorship under this Agreement is still in effect.

#### **6. USE OF DONATIONS; RESTRICTIONS**

- 6.1 The Sponsorship Fee is a donation to help fund the design and construction of the Sponsored Activity as described in Attachment A, Item 4(a). Sponsors' role is limited strictly to the donation of funds. The City is the owner of the Park, and it or its contractors will be responsible for the design, construction, and maintenance of the Sponsored Activity.

#### **7. BREACH AND TERMINATION**

- 7.1 If either party breaches any of the terms and conditions of this Agreement and fails to rectify such default in accordance with a written notice by the non-defaulting party within fourteen (14) days after the date of such notice, the non-defaulting party may terminate the Agreement at any time thereafter.
- 7.2 The Department may terminate the Agreement immediately if any of the following events occur:
- (a) The Sponsors are wound up or dissolved, becomes insolvent or enters into an agreement with its creditors, or if a receiver, manager or liquidator is appointed in respect of the Sponsors.
  - (b) The Sponsors' business operations or the business or activities of any associated company are contrary to any City of Phoenix policy(ies).

- (c) The Department determines that for whatever reason it should no longer use the Sponsorship Fee/Product or be associated with the Sponsors.

7.3 If this Agreement is terminated, the Sponsors shall not be required to pay any unpaid installments of the Sponsorship Fee/Product.

7.4 The expiration or termination of this Agreement shall not prevent either party from taking action to enforce a term or condition of this Agreement in respect of any breach occurring prior to such expiration or termination.

## **8. NOTICES**

8.1 Unless otherwise directed in writing, notices, reports, and payments shall be delivered to the Department at the following address:

Parks and Recreation Director  
Phoenix Parks and Recreation Department  
200 W. Washington St, 16<sup>th</sup> Floor  
Phoenix, AZ 85003

and to the Sponsors at the address and e-mail address referred to in Item 2 of the Schedule (Address of Sponsor).

8.2 A notice forwarded by e-mail shall be deemed to be received by the addressee when recorded by read receipt.

## **9. AMENDMENTS TO AGREEMENT**

9.1 Any amendment to this Agreement shall only be valid if the amendment is in writing and signed by both parties.

## **10. ASSIGNMENT**

10.1 Neither party shall transfer, change or purport to assign, transfer or change this Agreement or any of its rights or obligations without the prior written consent of the other party, which shall not be unreasonably withheld.

## **11. CHARITABLE CONTRIBUTION**

11.1 Board will reasonably cooperate with Sponsors to document Sponsors' charitable contribution as may be required for federal or state income and property tax purposes.

## **12. GOVERNING LAW**

12.1 This Agreement shall be governed by and construed under the laws of the State of Arizona, excluding its choice of law principles. Any litigation arising out of this Agreement shall be commenced and maintained in a court of competent jurisdiction sitting in Maricopa County, Arizona.

**13. ENTIRE AGREEMENT**

13.1 This Agreement constitutes the entire agreement of the parties and shall supersede any prior or contemporaneous agreements or negotiations, whether written or oral, between the parties, regarding the subject matter herein.

**EXECUTED by the parties on the date first written above.**

ON BEHALF OF PHOENIX PARKS  
AND RECREATION BOARD

SPONSORS

\_\_\_\_\_  
Signature

*Cynthia Aguilar, Director*  
Parks and Recreation Department

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

*Chris Rodriguezríguez, President & CEO*  
Ability360

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

*Sarah Krahenbuhl, Executive Director*  
Phoenix Suns/Phoenix Mercury Foundation

\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

\_\_\_\_\_  
Acting City Attorney

**ATTEST**

\_\_\_\_\_  
City Clerk

## ATTACHMENT A - SCHEDULE

### 1. NAME OF SPONSOR

- a. *Ability360, Inc.*
- b. *Phoenix Suns/Phoenix Mercury Foundation*

### 2. ADDRESS OF SPONSOR

- a. *5025 E. Washington Street, Suite, 200, Phoenix, AZ 85034*
- b. *201 E. Jefferson Street, Phoenix. AZ 85004*

### 3. DESCRIPTION OF SPONSOR'S BUSINESS ACTIVITIES

*Ability360, Inc. offers and promotes programs designed to empower people with disabilities to take personal responsibility so that they may achieve or continue independent lifestyles within the community.*

*Phoenix Suns/Phoenix Mercury Foundation uses the platform of basketball to provide meaningful resources and support to strengthen and bring together the diverse communities they serve across Arizona. Each year, we look to positively impact over 400,000 youth through Arizona and grant over \$2.5 million back to the Arizona community.*

### 4. DETAILS OF SPONSORSHIP

#### (a) Sponsored Activity

*Sponsors desire to promote the sport of wheelchair basketball, community, and community relations.*

*Sponsor will provide funds for a new Phoenix Suns basketball court and basketball court equipment, at one (1) City of Phoenix Park, Telephone Pioneers of America Park, located at 1946 W. Morningside Drive, Phoenix, AZ 85023 in accordance with the terms and provisions set forth herein.*

*The City will be responsible for maintenance of the basketball court and equipment after it has been installed and painted. The City will provide oversight of the court construction and approval upon completion of the installation.*

*Any and all improvements constructed, placed and located on any part of the basketball courts during the term to this Sponsorship shall be considered part of the real property and must remain at the City of Phoenix property. Further, subject to the terms of this sponsorship, said real property becomes property of the City, from and after the termination of this Sponsorship. The City will provide oversight of the basketball court construction and approval upon completion of the installation.*

*Sponsors shall have the opportunity to host an event to unveil basketball court and equipment in partnership with the Parks and Recreation Department. Additionally, Sponsor shall have the opportunity to host a mutually agreed upon number of future events. Date and time to be approved by both parties.*

(b) Sponsorship Fee

*Sponsors will provide funds of \$100,000 by November 1, 2025. The basketball court, equipment, and painting will be completed by the City on or before November 6, 2025. The schedule may be extended if agreeable by both parties.*

(c) Term of Sponsorship

*The sponsorship will remain in effect as long as the City determines the court and equipment is usable and/or the logo has not deteriorated.*

**5. RIGHTS OF SPONSOR**

*The Sponsors shall have access to the City basketball court and equipment for the purpose of installing and painting the basketball court during normal business hours, except when the City is performing a maintenance function requiring temporary closure of the area, or during an unforeseen emergency.*

**6. RECOGNITION OF SPONSOR**

*The Sponsors shall have the right to procure and display advertising upon the surface of the basketball court in accordance with the rendering provided. The Sponsors shall not, in procuring, installing, or displaying advertisement, violate any person's right to privacy or infringe upon trademarks, trade names, copyrights, or proprietary rights of any person. The City and Phoenix Parks and Recreation shall install a standard City sign in the vicinity of the basketball court, which shall include the Sponsors' logos in accordance with the terms and conditions of this Agreement. It is understood and agreed that any approval by the Parks and Recreation Department or City of advertising material shall not constitute a waiver of the Sponsors' obligations concerning such violation or infringement. City to preapprove advertising.*



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** JAPANESE FRIENDSHIP GARDEN OF PHOENIX (ROHOEN) UPDATE

---

This report provides an update to the Parks and Recreation Board (Board) on the operation of the Japanese Friendship Garden of Phoenix located in Margaret T. Hance Park.

### BACKGROUND

The Japanese Friendship Garden (JFG) was a project of the City of Phoenix and the relationship between Phoenix and Himeji, Japan. The shared cultural vision between Phoenix Sister Cities and Himeji, Japan became a reality on November 23, 1997, when the first phase of the JFG was opened. The City of Phoenix operated the 3.5-acre JFG from 1997 until February 24, 2011, when the Board approved and awarded an initial operating agreement of the JFG to the Japanese Friendship Garden of Phoenix, Inc.

The JFG of Phoenix Inc., a 501(c)(3) non-profit organization originally formed to assist the City in the operation of the JFG, including raising funds for construction and operations and providing direct oversight of the space through a formal agreement. The current Operating Agreement (144170) commenced on August 31, 2016, and ends on December 31, 2040.

Situated in the southwest corner of Margaret T. Hance Park, the JFG is one of several operating partners which create a diverse and extremely unique experience opportunity to park users. The facility and programming add value and cultural diversity to the downtown corridor of the City of Phoenix while attracting local, national and international visitors to Margaret T. Hance Park. The programs are open to everyone, fostering cross-cultural understanding and strengthening Phoenix community connections.

### DISCUSSION

The JFG of Phoenix, Inc. has spent the past 14 years fulfilling its mission to provide a beautiful space of serenity, peace, education and cultural engagement. In recent years, the garden has experienced significant growth and is now recognized as one of the top Japanese gardens in the United States.

With a focus on expanding its expert team, enhancing the quality and quantity of programs, prioritizing facility improvements, and maintaining its authentic landscape, the JFG has seen substantial growth in general admission from 2018 through 2025. For comparison, in 2018 through 2019, attendance numbers were 43,819 and in 2024 through 2025, attendance is already at 108,504 guests.

Today the organization is supported by 18 full-time staff members and 12 to 15 seasonal part-time team members. This strong, shared leadership has elevated the education department and cultural programming to a standard now emulated by many other Japanese gardens across the country.



In 2025 alone, the JFG hosted over 170 workshops, conducted traditional tea ceremonies, launched several new programs and held nine large-scale events featuring musical performances and artisans from both Japan and the local community. Annual events such as the Otsukimi Moon Viewing, a seasonal tradition in Japan, to reoccurring free First Fridays in the garden to support the arts and the local community, there is something for everyone of all ages to experience the garden.

Reflecting its deep commitment to community engagement, the organization has also made a strategic shift away from private rentals, choosing instead to invest more time and resources into public educational programming that aligns with its core values. As part of their strategic direction, JFG is prioritizing youth education and community engagement. In 2024, they launched the JFG Kids Club, a program designed to welcome underserved youth through partnerships with organizations like Florence Crittenton and Friendly House. They have adjusted their operations to support this mission, reducing private rentals in favor of extended evening hours and mission-aligned programs, ensuring greater community access while also sustaining revenue.

The demand for youth-centered cultural education in the community is rapidly growing. From Fiscal Year (FY) 2022–2023, the JFG welcomed 4,618 youth visitors under age 18. This number more than doubled to 9,402 in FY 2023–2024 and has already surpassed 10,000 in FY 2024–2025. Additionally, their field trip program has served 2,209 students over the past three years, representing 76 schools and organizations.

The JFG of Phoenix, Inc. is governed by a Board of Directors. The Board of Directors is an integral part of the organization. They oversee the performance of maintenance, funding, and program development of the garden. Their vision provides direction on maintaining a beautiful authentic place of serenity but also is committed to the future growth of the JFG to include master planning for an expanded visitor center and an integrated café, improving guest services and further connecting the garden to Margaret T. Hance Park.

### RECOMMENDATION

This report is for information and discussion only.

Prepared by: Alonso Avitia, Deputy Parks and Recreation Director

Approved by: Martin Whitfield, Parks and Recreation Assistant Director



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** 2025 PARKS SUMMER PROGRAMS- POST SEASON UPDATE

---

This report provides the Parks and Recreation Board (Board) with a post-season update on the Parks and Recreation Department 2025 summer programs, including PHXPlays Summer Camps and Aquatics.

### BACKGROUND

Each year the Parks and Recreation Department (Department) provides safe and affordable summer programs for youth and families across the city. These programs include a wide range of classes at community centers, sports programs and events in parks. The Department also operates PHXPlays Summer Camps and opens the aquatic season, giving residents access to public pools and swim lessons.

### DISCUSSION

#### **PHXPlays Summer Camp**

The 2025 PHXPlays Summer Camp gave youth and families across Phoenix a safe, affordable and fun experience. The day camps were held at 26 community centers and served about 11,945 children ages six to twelve each week during the eight to ten week program.

Registration reached record levels. Some camps filled in less than five minutes and even sites that usually take longer to fill had waiting lists after the first day. This shows the value of the program's low cost and flexible schedule that supports working parents. PHXPlays Summer Camp remains an important part of the Department's commitment to youth enrichment during school breaks.

#### **Program Highlights**

- Strong attendance and engagement across all sites
- Positive feedback from families regarding the variety and quality of activities
- Successful integration of teen volunteers into daily operations
- Smooth coordination of field trips and special events
- Continued emphasis on safety, inclusivity, and affordability
- Daily meals, including breakfast/lunch or lunch/snack options

Program consistency across the Department is a key part of success. Children receive the same core program no matter which center they attend. Activities include monthly field trips, guest presenters and entertainers, swim days at City of Phoenix pools, daily activity rotations, an end-of-season carnival, choreographed talent shows for parents and more. These opportunities would not be possible without part-time staff. Community centers rely on temporary staff and Phoenix Afterschool Center staff to support regular staff and maintain low staff-to-participant ratios.

While much of the focus is on younger children, teens also play an important role. They assist with daily activities such as pool visits, lunch and snack time, classroom rotations, field trips and end-of-day pick up. Teens also take part in breakout sessions with guest speakers, educational activities and off-site trips.

## **Aquatics**

### Open Swim

The 2025 pool season began on Memorial Day weekend and ran through July, with eight select pools open through Labor Day. More than 286,559 people visited City pools during the season. Of the 19 pools operated by the City, 16 participated in the Kool Kids program, which allowed children 17 and younger to swim for free. This program was made possible by \$63,266 in donations from the Milwaukee Brewers and \$7,500 from Salt River Project. At the other three pools, admission for children was \$1. Adult admission was \$3 and senior admission was \$1.

Aquatics staff also hosted pool parties at Maryvale, Washington, Coronado, Harmon and Pierce pools, which brought in about 688 participants. In addition, the Itty-Bitty Beach Party returned for the first time since 2019 at Paradise Valley Pool with support from The Desert Ridge Community Association and 422 people attended.

### Swim Lessons

The Department offered 13,648 swimming lessons at 19 pools. More than 13,350 people registered and classes reached 98.9 percent capacity across the City. Another 3,949 people were placed on waitlists for the 2025 season.

Lessons were available for participants from six months old to adults and ran from June 2 through July 24. Each session included eight 30-minute classes. To keep lessons affordable, the cost was \$15 per session, or about \$1.88 per class. This was the lowest rate compared to nearby cities, where fees usually ranged from \$22 to \$45. A \$20,000 donation from the Arizona Diamondbacks and Presidential Pools also made it possible to discount 1,666 spaces to \$3.

In 2025 the Department expanded lesson programs at six pools with classes designed for children ages three to five, who are among the most at risk for drowning. A total of 206 children participated. Lessons were promoted through the Department website, social media, flyers at pools and local media interviews.

### Staffing and Training

The Department hired 510 aquatics staff including Pool Managers, Assistant Pool Managers, Swim Instructors, Lifeguards and Cashiers. Recruitment was carried out through social media, local news, visits to schools and outreach at sporting and community events. While staffing levels were sufficient at the start of summer, maintaining coverage was a challenge. To address this, Aquatics offered a mid-season Starguard class to train and certify new staff.

At the same time, the Department invested in building future leadership. Forty employees completed a two-week Aquatic Academy to prepare for Assistant Manager roles, and more than 60 lifeguards were selected for a Head Lifeguard program that gave them leadership and mentoring experience. These efforts created a stronger foundation for future pool management.

Planning for 2026 is already underway. The Aquatics team will remain in contact with 2025 staff through events such as the Trunk or Treat Fall-o-ween, the Electric Light Parade and the Polar Plunge. Pool Managers will also reach out to team members during the off season to encourage them to return. Looking ahead, the Department will continue to work with schools and Arizona State

University to share recruitment materials, with support from the Public Information Officer through social media, media outreach and newsletters.

#### Eastlake Pool

The Department is nearing completion of the Eastlake Pool reconstruction, which is expected to finish in October. Residents gave input both in person and online by voting on three proposed designs for the main pool and the interactive toddler pool. The final community-selected designs are now under construction. The project also includes the installation of a pool heater to allow year-round lifeguard training.

#### Maryvale Pool

Through the GOBond process, Maryvale Pool was selected for renovation, while Marivue and Holiday pools are being repurposed into splash pads. Staff are gathering input through community engagement that allows residents to vote online or in person on three proposed designs for each project. The Maryvale Pool renovation will also include a pool heater to support lifeguard training throughout the year.

#### RECOMMENDATION

This report is for information and discussion only.

Prepared by: Scott Coughlin, Deputy Parks and Recreation Director

Danielle Poveromo, Deputy Parks and Recreation Director

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** REQUEST TO EXTEND CLOSURE OF HILARIA RODRIGUEZ PARK

---

This report recommends that the Parks and Recreation Board (Board) extend the closure of Hilaria Rodriguez Park until the Getting Arizona Involved in Neighborhoods (G.A.I.N.) event on October 30, 2025, to ensure continued progress in addressing safety concerns and criminal activity in the surrounding area.

### BACKGROUND

Hilaria Rodriguez Park is located at 2801 East Adams Street and is classified as a pocket park within the Parks and Recreation system. The park was master planned in 2011 with community input and constructed in 2012. It covers 0.83 acres and includes a playground, a ramada, shade trees, site furniture, an open turf area for recreational play and a chain link fence that separates it from the adjacent alley.

In recent years the park and the surrounding neighborhood have experienced an increase in illegal activity. The Parks and Recreation Department (Parks), working with the Office of Homeless Solutions (OHS), the Phoenix Police Department (PD) and the Neighborhood Services Department (NSD), has made significant efforts to address these challenges and improve the area. Despite these coordinated actions, crime and negative activities have continued, which has made it necessary to take further steps to improve safety.

In November 2024 the Board approved the temporary closure of Hilaria Rodriguez Park from December 1, 2024, through March 31, 2025, in response to resident concerns. In March 2025, the Board approved extending the closure until August 31, 2025, to give the City more time to address issues in the neighborhood surrounding the park. Reported concerns in the park and nearby area included crime, vandalism, encampments, negative after-hours activity and persistent drug-related incidents.

### DISCUSSION

The temporary closure was intended to give City departments time to develop long-term solutions to address issues around Hilaria Rodriguez Park and provide relief to the surrounding neighborhood. Since the closure began, OHS has continued outreach efforts. PD and NSD have worked with residents and businesses to address safety concerns. Parks has also been preparing a park activation plan to encourage positive programming and events once the park reopens.

Despite these efforts, a residential property next to the park remains a focal point for criminal activity. PD records show that multiple shootings, felony arrests, narcotics-related offenses and overdose incidents have occurred at this location in recent months. In January 2025 the U.S. Department of Housing and Urban Development (HUD) acquired the property and put it up for auction, but no bids were placed due to its condition. HUD completed the eviction on June 12, 2025 and signed an

Authority to Arrest with PD. The property was then transferred from the foreclosure division to the real estate operations division within HUD to be cleaned and secured. Business owners to the south are filing to abandon the alley, which will secure the portion of alley next to the park and the HUD-owned property. Communication with HUD has been difficult, however, as the property continues to move between divisions during agency layoffs. NSD staff has been reaching out weekly to keep progress moving forward.

Park Rangers also documented 451 contacts related to code of conduct violations in the year leading up to the temporary closure, showing the ongoing need for enforcement. Because of these persistent issues, Parks is planning to reopen the park on October 30, 2025 during the G.A.I.N. event. Extending the closure will give HUD or the City the time needed to remove illegal activity from the property and complete essential improvements. This approach addresses community concerns and supports ongoing interagency work. Parks, together with PD, NSD and HUD, remains committed to reopening Hilaria Rodriguez Park as a safe, clean and accessible space for all residents.

The Sky Harbor Neighborhood Association supported the closure in November 2024 and continues to support extending the closure while the City and HUD work to improve the area.

### RECOMMENDATION

Staff requests Board approval to extend the closure of Hilaria Rodriguez Park until the G.A.I.N event on October 30, 2025, to ensure continued progress in addressing safety concerns and criminal activity in the surrounding area.

Prepared by: Joe Diaz, Deputy Parks and Recreation Director

Approved by: Martin Whitfield, Assistant Parks and Recreation Director



**To:** Parks and Recreation Board

**Date:** September 25, 2025

**From:** Cynthia Aguilar, Director

**Subject:** APPROVAL OF PARK NAME AND DESIGN OF AN UNDEVELOPED  
PARK SITE LOCATED AT INSPIRATION MOUNTAIN PARKWAY AND  
MOLLY LANE

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This report requests Parks and Recreation Board (Board) approval on the proposed park design and proposed park name for the undeveloped park site located at Inspiration Mountain Parkway and Molly Lane.

#### BACKGROUND

The Parks and Recreation Department (Department) has actively worked with members of the Stetson Valley neighborhood to plan the undeveloped park site located at Inspiration Mountain and Molly Lane.

As part of this process, the Department created a steering committee to provide input and guidance. The committee was made up of neighborhood residents, school administrators and local community leaders. Their perspectives were important in making sure the planning process reflected the needs and values of the surrounding area.

#### DISCUSSION

The Department worked closely with the steering committee to develop a vision for the future park. Through a series of meetings, members considered community priorities such as desired amenities, design features and possible names that would best represent the neighborhood. These conversations provided the foundation for two design concepts that were prepared for presentation to the wider community.

The steering committee met on November 7, 2024, December 29, 2024, and January 28, 2025, to review and refine these ideas. During these sessions, members discussed how the park could best serve local residents both now and in the future. Their feedback focused on making sure the park would be functional, welcoming and reflective of neighborhood identity. The outcomes of these meetings directly shaped the two design alternatives that were shared with the public.

Building on this work, the Department carried out a community engagement process to confirm and expand public input. This included an online survey that received 595 responses, student voting at Inspiration Mountain Elementary School with more than 350 participants in grades fifth through eighth and postcards mailed to over 3,000 households within a one-and-a-half mile radius of the site.

The feedback gathered through these efforts clearly reflected community preferences. Residents not only proposed a name but also selected a preferred design. Among the options presented, Option B emerged as the most popular and is included as Attachment A. This design features several amenities, including a pump track, butterfly garden, playground, and challenge course. Additionally, the community strongly supported the name Inspiration Mountain Park, which reflects both the natural setting of the area and the identity of the neighborhood.

#### RECOMMENDATION

Staff requests Board approval on the proposed park design and proposed park name for the undeveloped park site located at Inspiration Mountain Parkway and Molly Lane.

Prepared by: Bob Adams, Deputy Parks and Recreation Director

Approved by: Martin Whitfield, Assistant Parks and Recreation Director



ATTACHMENT A

