

# UPDATE ON PENNY FOR PARKS PROJECTS

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Town Council Work Session

May 22, 2024



**PARKS AND RECREATION**

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

# Agenda

1. Overview
2. FY24 Projects
3. Impact
4. Future Spending Strategy
5. Q & A

The Penny For Parks  
allocation has jump-started  
our efforts to address  
deferred maintenance and  
plan for the future.

OVERVIEW OF  
PENNY FOR PARKS  
ALLOCATION

# Penny for Parks Allocation

- Started in FY24 with an allocation of \$971,000.
- Currently used for maintenance, capital projects, and planning.
- Used in conjunction with Pay/Go, Payment-In-Lieu, and 2021 2/3 Bonds.



# FY24 PROJECT HIGHLIGHTS

## System-wide Park Improvements



\$50,000  
New Bollards,  
Floral  
Improvements,  
New Trash Cans &  
Park Benches

## Community Centers Improvements



\$350,000  
New Basketball  
Goals, New  
Signage,  
Interior Upgrades

## Teen Center Renovations



\$30,000  
New Lighting,  
Furniture,  
Vibrant Painted  
Walls



# Improvements mean...

- Increased programming opportunities

- Increased customer satisfaction

Sales

- Increased revenue opportunities



IMPACT



Council  
Goals and  
Initiatives



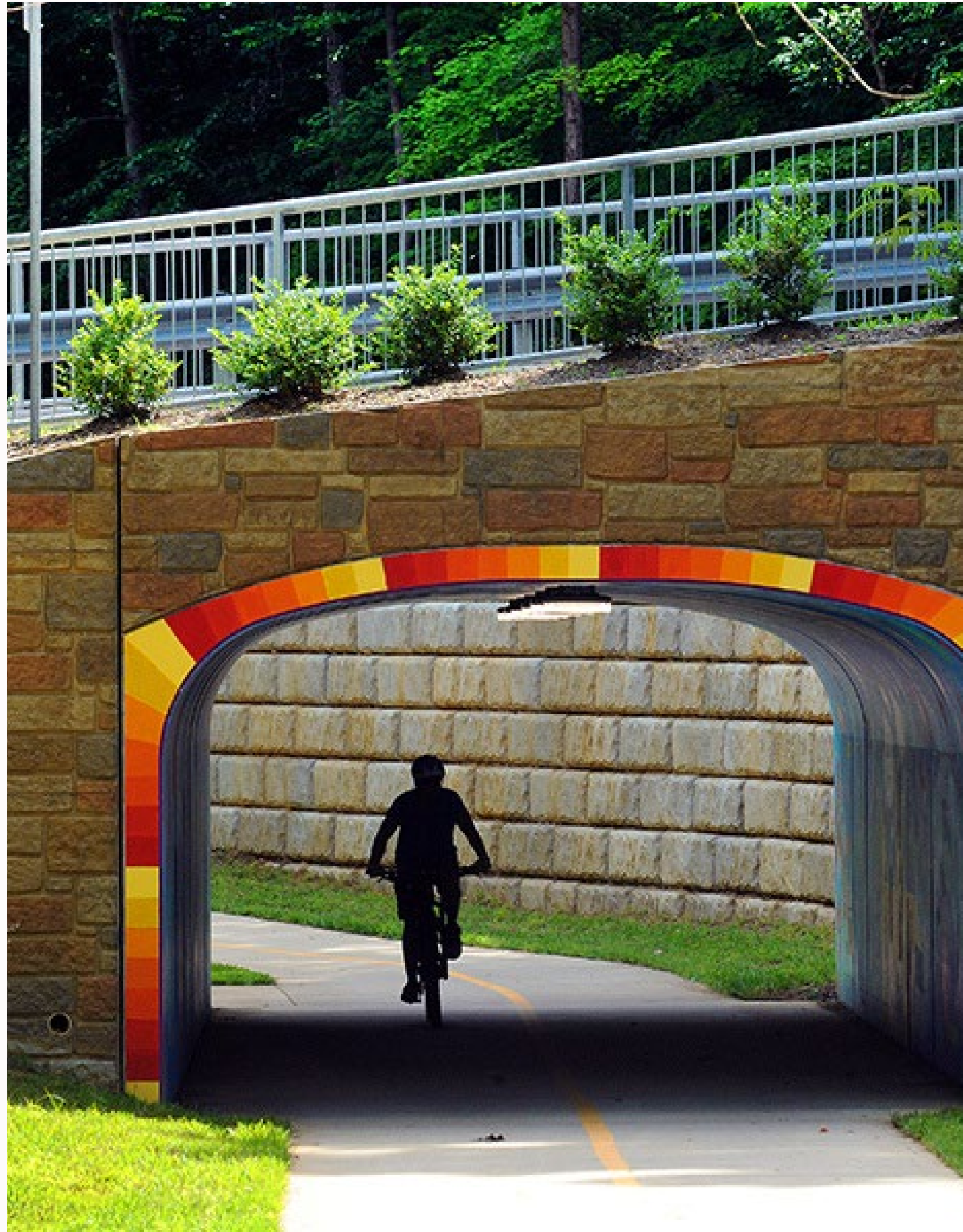
Safety and  
User  
Experience



Improved  
Staff  
Morale



Guides  
Future  
Spending  
Strategy



# Safety and User Experience

- Addressing deferred maintenance issues.
- Responding to community interests.
- Maintaining and improving current assets.



# Improved Team Morale

- Staff teams energized by the opportunity improve parks and facilities.
- Increase programming capacity.
- Decrease in customer complaints.

# FUTURE SPENDING STRATEGY

FY2

5

Cedar Falls  
Park Tennis  
Courts

- Project started in 2014, paused due to due to budget shortfall
- LED lights, ADA-accessible sidewalk, reconstruction of 6 full-sized courts

# FY25 - 26 Parks and Recreation Master Plan

- Summer 2024 kickoff.
- Will provide comprehensive recommendations for the department's future.
- Prioritize funding needs.

Sales

# QUESTIONS



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