



Our Town's Promise, Your Town's Future

Terry S. Rozema, Town Manager

9-9-2021



Town Of Marana
**Parks & Recreation
Master Plan 2020-2030**



McGann & Associates Inc., Landscape Architects—Ballard-King, Park and Recreation Consultants

Why Are We Here?

Town Of Marana
**Parks & Recreation
 Master Plan 2020-2030**

- **Community Feedback**
 - Identified the need
- **Direction From Council**
 - Codified that need
- **Siting Study**
 - The first step toward filling that need
- **Funding Option**
 - The first step toward funding this project

Why Are We Here?

	All	Northeast	Northwest	Southern	Non-Resident
Community Center with Indoor Gym, Fitness Center, Mtg. Rooms					
High Priority	48.7%	41.0%	64.8%	48.4%	38.8%
Medium Priority	28.3%	30.3%	21.6%	29.9%	31.3%
Low Priority	23.0%	28.7%	13.6%	21.7%	30.0%
Aquatic Facility with Competition Pool and Splash Pad					
High Priority	52.7%	40.0%	70.1%	53.5%	43.8%
Medium Priority	25.2%	25.4%	18.8%	26.4%	30.9%
Low Priority	22.1%	33.5%	11.1%	20.1%	25.2%
Senior Center					
High Priority	22.9%	21.4%	25.5%	22.7%	22.1%
Medium Priority	33.3%	33.5%	30.3%	33.6%	35.9%
Low Priority	43.7%	45.0%	44.2%	43.7%	42.0%

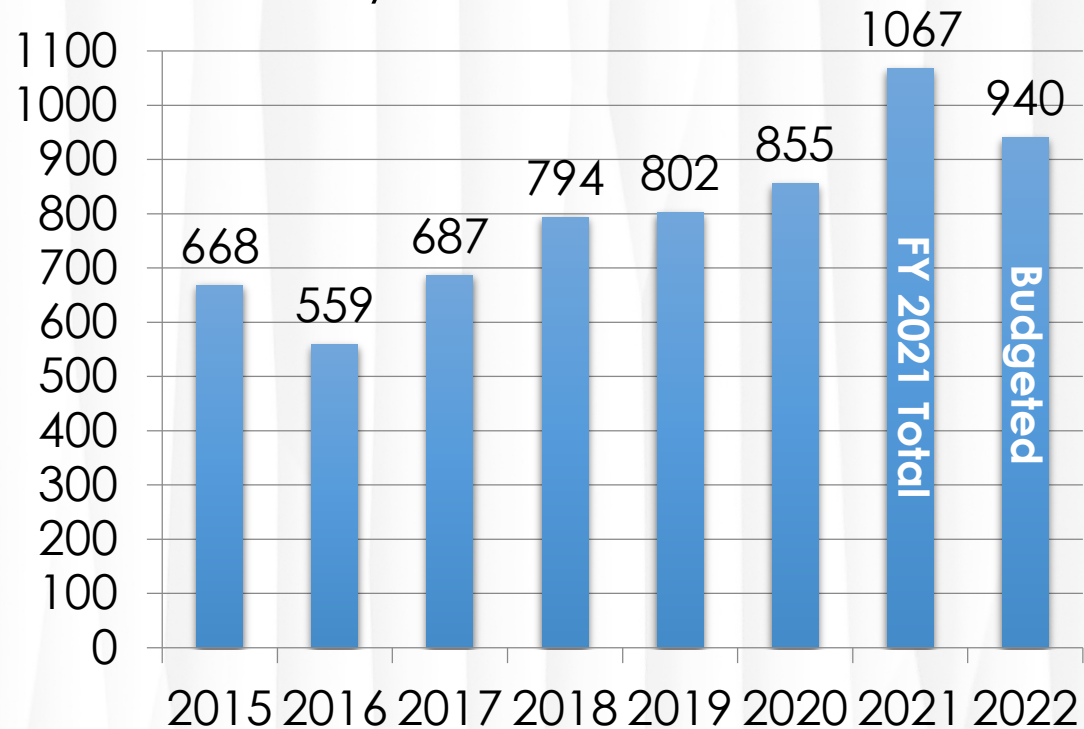
Established Need

- Marana remains a hotspot for residential and commercial growth
- Growth requires additional investments to maintain high services levels
- Personnel, supplies, equipment and infrastructure must be timed and funded sustainably to meet the needs of new and future residents
- Service levels are at risk if we don't continue to properly invest resources into core services and required infrastructure
- To continue to grow while offering exceptional services, strategic investments must be made in both staffing and infrastructure development
- Clearly identified need/desire by the community in the Parks and Rec 10 Year Master Plan

Established Need (cont.)

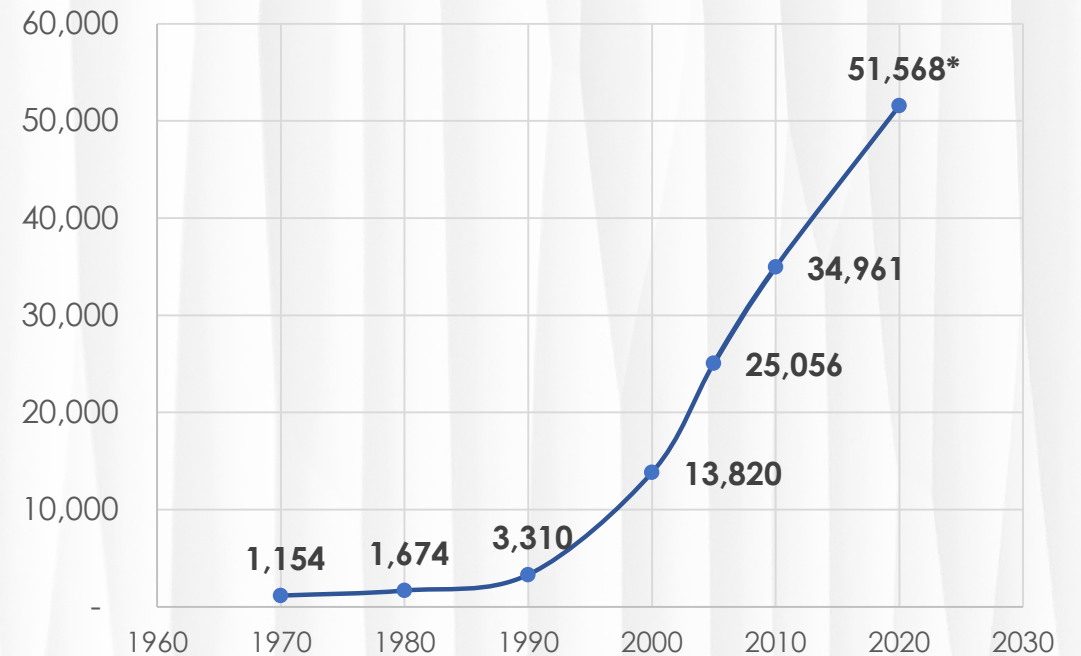
Single Family Residential Growth

SFR Permits by Fiscal Year



Population Growth

Census Population



*2020 population is an estimate from the AZ Commerce Authority until Census 2020 data is released in Fall 2021.






Options

- Staff is charged with developing long term strategies for ongoing and one-time investment needs due to sustained growth
- A multiyear projection of current and future resource demands limits the amounts of available funding for new projects and staffing to support those projects
- Suggestion: Adopt a ½ cent sales tax

Regional Rate Comparison

City/Town	Retail Sales Tax Rate
Sahuarita	2.0%
Oro Valley	2.50%
Tucson	2.60%
South Tucson	5.00%
Marana	2.0%

Sales Taxes: By the Numbers

Sales Tax Rate		Collections
0.1%		\$1,213,990
0.2%		\$2,427,980
0.3%		\$3,641,970
0.4%		\$4,855,960
0.5%		\$6,069,950

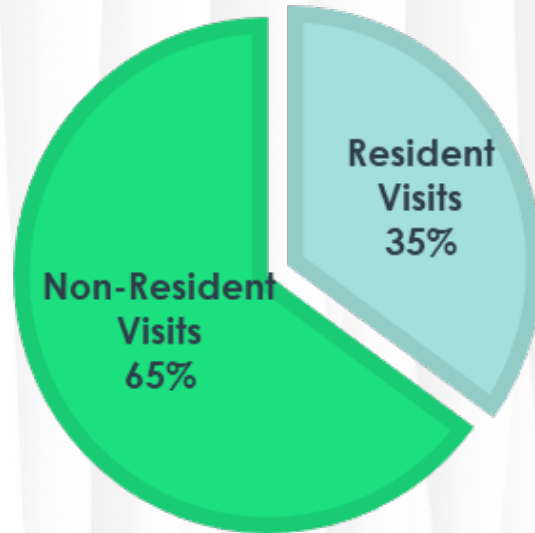
Sales Taxes: By the Numbers (cont)

Amount Spent	Sales Tax Generated (2%)	Sales Tax Generated (2.5%)
\$100.00	\$2.00	\$2.50
\$500.00	\$10.00	\$12.50
\$1,000.00	\$20.00	\$25.00
\$5,000.00	\$100.00	\$125.00
\$25,000.00	\$500.00	\$625.00

Where the \$ Comes From

Percent of Visits to Marana Retail Shopping Areas

■ Marana Resident Visits ■ Marana Non-Resident Visits



Summary Timeline of Direction from Council

- December 8th, 2020: Staff presented the initial findings of the P&R Ten Year Master Plan.
- Staff then allotted for an additional 30 day public comment period, to allow more time for public input.
- During this time, we had almost 400 interactions, of which the vast majority were favorable.
- February 2nd, 2021: Town Council adopted and approved the implementation of the Parks and Rec 10 Year Master Plan.
- Additionally, due to community feedback regarding a community center/aquatics facility, Town Council directed Staff to undergo a site selection study.

- This study would identify and analyze suitability of prospective sites for the Community Center and Aquatics Facility.
- June 8th, 2021: This information was then brought to Council at a Study Session, where Council approved the West site, option A for the location.
- June 22, 2021: Staff presented a potential funding option for constructing the facilities. Council then directed Staff to undergo the public process for a possible sales tax implementation.

Siting Study Presentation Options

- 3 sites were chosen for the study, and were reviewed for suitability.
- These sites were then evaluated by Council, out of which, they identified their preferred spot.
- These sites included the “West Site”, “East Site”, and the “Marana Health Center Site”
- The West and East sites include multiple potential configuration options.

• Evaluation Criteria

- Acreage of site
- Configuration of site
- Infrastructure Status (shovel ready v not)
- El Paso Natural Gas Pipeline
- Access and circulation elements
- Onsite, overflow, and event parking access
- Commercial Development opportunities
- Land use compatibility
- Site visibility and access
- Future expansion potential
- Overall cost of development

Site 1 ("West Site")



Configuration A



Configuration B

Site 2 ("East Site")



Configuration A



Configuration B

Site 3 (“Marana Health Center Site”)



Siting Study Presentation Results



Configuration A

Council approved “West Site” Configuration A as their preferred site

- 1 – Size
- 2 – Affordability
- 3 – Circulation and Traffic
- 4 – Configuration
- 5 – Utilities
- 6 – Land use compatibility
- 7 – Town Center/Downtown Development

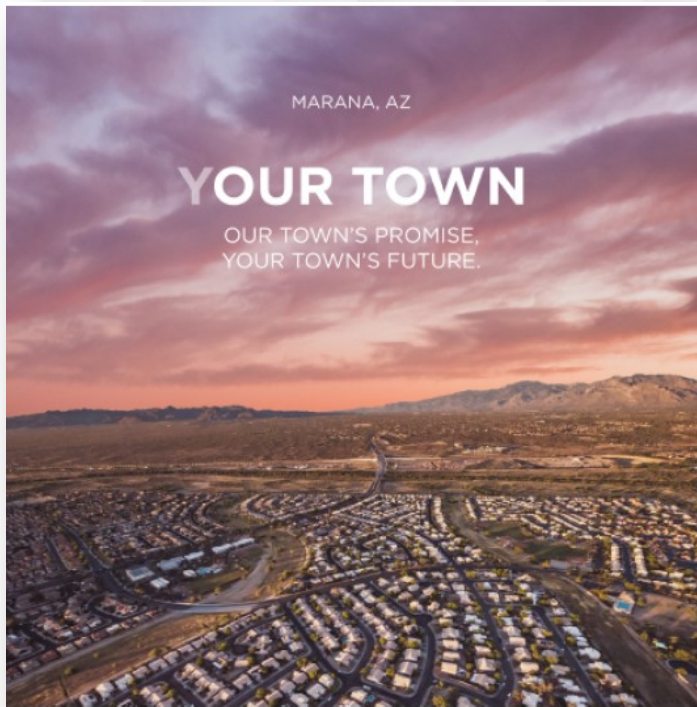
- 7-15-2021: Public Meeting 1
- 8-11-2021: Public Meeting 2
- 9-9-2021: Public Meeting 3
- 9-30-2021: Public Meeting 4
- 8-19-2021: Notice of Intent to Change Tax Code (60 days before meeting to adopt new tax rate)
- 10-3-2021: Publish Ordinance for Approval in newspaper (15 days before meeting to adopt new tax rate)

Current Process

- 10-19-2021: Council Meeting to Adopt New Tax Rate
- 10-20-2021: Provide Signed Copy of Ordinance to ADOR (within 10 days of Ordinance Approval)
- *11-1-2021: Notice of Intent posted at least 60 days prior to meeting to consider an increase (Includes notice to ADOR per IGA and to MTCC)
- **1-1-2022: Effective Date of New Tax Rate**

Campaign

- Dedicated Webpage
- Outreach
 - Social Media
 - Newsroom
 - Media Releases
 - Mailers
 - Posters
 - Video
- Community Ambassadors
- Citizen Feedback
 - Online
 - Social Media
 - **Public Meetings**



TOWN OF MARANA
MULTI-GENERATIONAL RECREATION CENTER
 Aerial View 1



bws ARCHITECTS
 11/11/2020

Facility Concept Design/Layout

TOWN OF MARANA
MULTI-GENERATIONAL RECREATION CENTER
 Master Plan

- Department Legend
- Bath House
 - Green Area
 - Gym
 - Hallway
 - Outdoor Circulation
 - Outdoor Circulation
 - Pool Area
 - Pool
 - Stairs/Elevator



TOWN OF MARANA MULTI-GENERATIONAL CENTER | MASTER PLAN

BWS No. 1926.000



TOWN OF MARANA
MULTI-GENERATIONAL RECREATION CENTER
 Site Plan



What happens when the facility is paid off?

- Marana Town Council will consider sunsetting the tax, or rededicating it to other community enrichment projects.

What is affected by a sales tax increase?

- Sales tax is generated from retail purchases. It does not apply to non-prepared (grocery store) food items.

Does Marana Have a Property Tax?

- No. In fact, the property tax that residents pay on property is allocated among Pima County, school districts, and special taxing districts (like fire districts).

Will there be a fee to use the facilities?

- Eventually, yes. The methodology varies by community, but eventually, a fee structure would be adopted by Council (as a method to pay for recovery and ongoing expenses)



Questions?

Thank you! 😊