



STAFF REPORT

Agenda Item: 7

Report To: Parks and Recreation Commission

Meeting Date: August 16, 2021

Staff Contact: Jennifer Budge, Director, jbudge@carson.org

Agenda Title: For Discussion Only: Discussion regarding the 25th Anniversary Celebration of Quality-of-Life Initiative. (Jennifer Budge)

Staff Summary: November 2021 will mark the 25th Anniversary of the passage of the Question 18 – Quality-of-Life Initiative in Carson City. The Parks, Recreation & Open Space Department staff are working to schedule events to celebrate the positive impact this ballot question has had on our community over the past 25 years.

Agenda Action: Other/Presentation

Time Requested: 15 minutes

Proposed Motion

N/A

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

The Question 18, Quality-of-Life Initiative was passed in Carson City on November 5, 1996. This ballot question proposed an increase in the sales tax rate $\frac{1}{4}$ of 1% (\$0.0025) to fund the acquisition, development and maintenance of parks, open space, trails, and recreational facilities. Each year, 40% of these funds are used to develop parks, recreational facilities, and trails throughout Carson City; 40% is used to acquire and manage open space lands; and 20% is dedicated to operations and maintenance of park facilities. November 2021 will mark the 25th anniversary of Question 18 being passed by the residents of Carson City. Over the past 25 years, these funds have been used to purchase approximately 2,200 acres of open space, build new and exciting trail systems, construct the Multiuse Athletic Center (MAC), make improvements to the Carson City Community Center Theater, Carson City Aquatic Facility, the Carson City Rifle and Pistol Range and so much more. To celebrate, the Parks, Recreation & Open Space Department is proposing a "Quality of Life" month in November to acknowledge the forethought Carson City residents had in 1996 to invest in the quality of life in our community.

ATTACHMENT 1 – Ballot Question No. 18

Applicable Statute, Code, Policy, Rule or Regulation

Question 18 - Quality of Life Initiative

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number: OPERATING SUPPLIES - 2545047-500625

Is it currently budgeted? Yes No

Explanation of Fiscal Impact: The Quality-of-Life Celebration will include expenses such as entertainment costs and 'swag' to commemorate the event. However, staff anticipate costs will be minimal and within the current operating budget.

QUESTION NO. 18

Shall Carson City request that the Nevada Legislature authorize it to fund the acquisition, development and maintenance of parks, open space, trails and recreation facilities through an increase in the sales tax rate of 1/4 of 1 percent (.0025).

Yes 172

No 173

EXPLANATION

This Quality of Life Initiative (QOLI) provides dedicated funding to acquire open space land and develop and maintain new park and recreation facilities. About 40% of the funds would be for acquisition and management of open space land, 40% for development of community park facilities and trails, and 20% for maintenance and operation of these new park facilities. The funds will be separate from the city's general fund, and exclusively for the acquisition of open space, bike & hike trails, new park development and other recreational improvements.

Acquisition of open space land will help preserve mountains, hills and scenic resources, conserve wildlife habitat, protect our drinking water sources and allow outdoor enjoyment of natural areas. Open space, which is defined as undeveloped land with valued natural resources, will be acquired from willing sellers, or by other mutually agreeable methods. Acquisition and conservation would be guided by a citizen's committee appointed by the Board of Supervisors with expertise in the areas of natural resources, real estate, community planning, community development, outdoor recreation/education, or knowledge of the community. This committee, which will be complimentary to other commissions, will have the authority to administer and manage the funds generated by the open space portion of this initiative with the approval of the Board. The committee will work to sustain natural and scenic resources and the long-term quality of life in Carson City.

Open space will be acquired and maintained as conservancy areas to be retained and used for the following purposes:

- To provide off-street bicycle, hiking and equestrian trails that connect parks, schools and the valley with the mountains.**
- To safeguard water resources: watershed areas, water well sites and designated groundwater recharge areas.**
- To safeguard waterway corridors, wetlands, streams and the Carson River.**
- To develop regional detention areas and protect floodplains.**
- To safeguard scenic vistas and enhance the gateways to our city.**
- Utilization of land for shaping the development of the city and defining growth by establishing an urban boundary.**
- Strategic acquisitions of land to allow for local outdoor relaxation, education and future park settings.**
- Preservation or enhancement of significant natural areas, wildlife and culturally important lands.**

As Carson City has grown, the need for ballfields, bike paths, open space, trails and community park facilities has increased beyond capacity. New park and recreation facilities that allow for a full range of recreational opportunity are needed. From open space trails for family outings to sports fields for organized play, the QOLI [Question #18] benefits our community.

The projects presently anticipated to be developed first are:

Trails and bike lanes: a network of off-street multiple-use trails and on-street bike lanes.

Aquatic Facility: a new therapy pool and a structural enclosure of the outdoor pool for year-round aquatic activity: swim work-outs, instruction for children, etc.

Carson River: new recreation trails, picnic areas and trailhead parking.

Beautification: initiate a street tree program and landscape enhancement of public areas.

Centennial Park: add two adult softball fields, renovate three existing fields and pave the parking lot.

Mills Park: complete landscape/tree installation, pathways and restore little Wungenema House.

New facilities for youth sports: multi-use fields for soccer, t-ball, football, softball, etc.

Boys & Girls Club: maintenance of a newly constructed facility (about one hundred twenty-thousand dollars annually).

Community Center: primarily improvements for theatrical, cultural and musical arts.

Rifle/Pistol Range: range improvements, security facility and improved access.

Fuji Park: renovate irrigation, add group picnic and exhibit areas, restrooms and parking.

Multi-purpose Gymnasium: build a new community gym for year-round activity.

This QOLI creates dedicated funds for park, open space, trails and recreation facilities and will supplement, but not replace, current limited park funding levels. A portion of these funds will go toward maintenance of the new facilities and will allow better park upkeep. With development of these new park facilities, citizen suggestions for other park improvements will be requested.

ARGUMENT IN FAVOR OF PASSAGE

This QOLI will allow Carson City to improve and maintain park and recreational facilities and provide locally available trails and open space. It will help protect access to the surrounding mountains and our scenic view of hillsides that are presently subject to private development. It will help protect the water resources and natural areas that are important to the health and quality of life in our community.

This small raise in sales tax (1 penny on a \$4.00 picnic lunch) will produce a dedicated park and open space fund. Residents from Carson City benefit because using a sales tax to fund this initiative is a method of sharing the cost for these improvements among businesses, tourists, visitors from the surrounding communities and all residents of Carson City.

This QOLI will allow our community to anticipate growth and be proactive in protecting natural areas, scenic resources, and recreational opportunities that exemplify our quality of life in Carson City. It can provide the *funded foresight* to take those steps necessary to ensure a quality of life for our children and their children, a commitment which few Nevada communities have made.

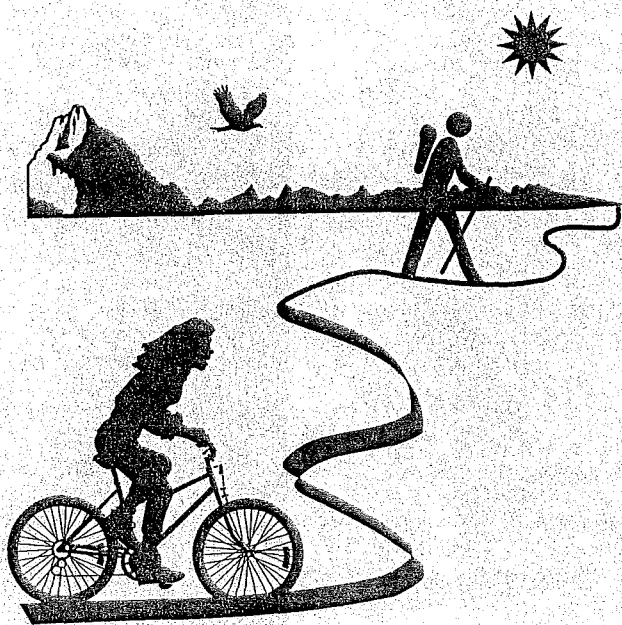
The QOLI has broad, non-partisan support. Citizens, business people, recreationalists, adult leaders of youth programs and senior citizens all worked together to develop and support this initiative. A "yes" vote on this question will provide a long term source of dedicated funding for park, open space, trail and recreational facilities.

ARGUMENT AGAINST PASSAGE

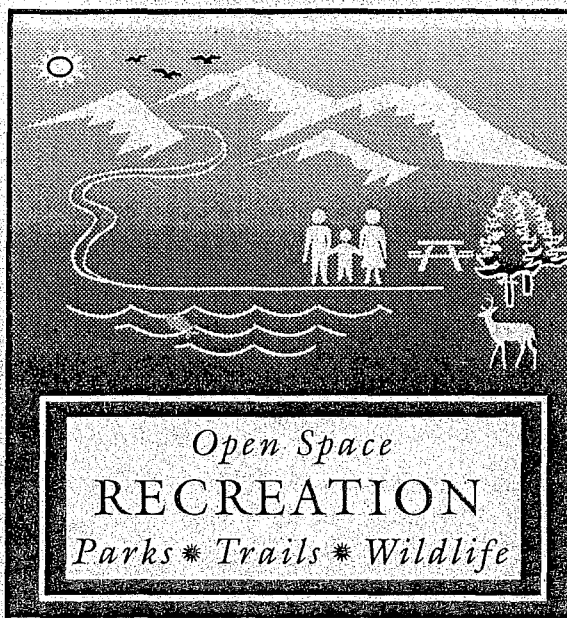
If this Question passes and is implemented by the Legislature, the sales tax rate will be increased.

VOTE YES

on
18



Ballot Question No. 18



CARSON CITY
Quality of Life Initiative

**VOTE YES ON
NOVEMBER 5, 1996**

Shall Carson City request that the Nevada Legislature authorize it to fund the acquisition, development and maintenance of parks, open space, trails and recreation facilities through an increase in the sales tax rate of 1/4 of 1% (\$0.0025)?

What is the Quality of Life Initiative?

It is a proposal by a group of Carson City citizens to provide a means of improving the quality of our community. It's a program to raise funds to improve the **Quality of Life** of Carson City. Specifically,

- 40% will be used to develop parks, recreational facilities, and trails throughout Carson City.
- 40% will be used for acquisition and management of open space lands throughout Carson City.
- 20% will be used for the maintenance and operation of the new park facilities.

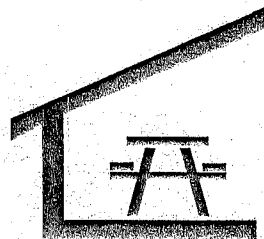
How Can I Help?

- Volunteer to help in the passage of the **Quality of Life Initiative**.
- Put a sign in your yard showing your support.
- **VOTE YES ON QUESTION 18 ON NOVEMBER 5.**



What Park and Recreation Facilities Will Be Developed?

- Bicycle and multiple use trail system
- Permanent structure for outdoor pool
- Recreational and trail improvements along Carson River.
- Sport fields for adult softball and youth sports
- Community Center theater improvements
- Open space to protect the vistas and rural character and to provide a trail system and passive recreation
- Rifle and pistol range improvements
- Picnic, parking and landscaping at Fuji Park
- New Community Gym
- Beautification and street trees
- A portion of the funds will be used to operate and maintain the new park and recreational facilities, and to maintain the Boys and Girls Club.



What is Open Space?

Open space is defined as undeveloped land having significant natural resources important to the quality of life in our community. Open space is necessary to protect our drinking water sources and to conserve natural habitat and scenic quality.

Is this Going to Increase My Property Tax?

NO. What is proposed is a very small increase in the sales tax. The proposal is a 1/4 of 1 cent (\$0.0025) increase. In this way all the users, including visitors, non-resident shoppers and Carson City residents will share in the cost and the benefits of improving and maintaining the Quality of Life in Carson City.

Can These Funds Be Used For Other Purposes?

NO. If approved by the voters, these funds are dedicated to specific purposes listed here, i.e. acquisition and maintenance of open space, and the development and operation of new park and recreation facilities.

