



## COUNCIL MINUTES

October 23, 2025

The City Council of the City of Mesa met in the Study Session room at City Hall, 20 East Main Street, on October 23, 2025, at 7:30 a.m.

COUNCIL PRESENT	COUNCIL ABSENT	OFFICERS PRESENT
Mark Freeman	None	Scott Butler
Scott Somers		Holly Moseley
Rich Adams*		Jim Smith
Jennifer Duff		
Alicia Goforth		
Francisco Heredia		
Julie Spilsbury		

(\*Participated in the meeting through the use of video conference equipment.)

Mayor Freeman conducted a roll call.

Mayor Freeman excused Councilmember Goforth from the beginning of the meeting; she arrived at 7:37 a.m.

Mayor Freeman excused Councilmember Adams from the beginning of the meeting; he arrived at 7:57 a.m.

Mayor Freeman welcomed Mayor Cordova and staff from the City of Guaymas, Sonora, Mexico, acknowledged the ongoing sister city relationship, emphasizing the long-standing collaboration and friendship, and shared appreciation for the continued partnership.

Councilmember Heredia expressed his appreciation to the delegation from Guaymas and stated that it was an honor to host them during the week of Día de los Muertos.

1-a. Hear a presentation and discuss a draft Downtown Mesa Micromobility and Parking Plan.

Manager of Urban Transformation Jeff McVay introduced Urban Transformation Project Managers Jimmy Cerracchio and Anthony Rodriguez, and displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. McVay explained that the proposed Downtown Micromobility Plan is intended to be a policy and planning document to guide future implementation of micromobility and transportation improvement in the downtown area. He noted that the plan is not an engineering study; therefore, certain technical details are not included and will require additional analysis and engineering

efforts in the future. He emphasized the importance of understanding the plan's purpose and stated that implementation details will be discussed further in the presentation.

Mr. Cerracchio reported that with the significant development occurring in the downtown area, the Downtown Micromobility Plan aims to evaluate multimodal transportation options to provide a connection to the downtown core with a focus on improving last-mile connections and enhancing the link to adjacent neighborhoods. He pointed out that the plan also examines the parking supply and strategies to better utilize available spaces while improving the overall visitor and resident experience downtown. He discussed the project goals which focus on access, safety, and comfort. (See Page 2 of Attachment 1)

Mr. Cerracchio reported that significant public outreach had been conducted by Stantec, the project consultant. He listed the various public meetings and engagement efforts conducted between fall 2024 and March 2025, as well as visits to the project's Mesa Listens webpage. He noted the March 2025 Council Study Session where draft recommendations were presented to the Mayor and Council for discussion. (See Page 3 of Attachment 1)

Mr. Cerracchio provided an overview of the existing conditions in Downtown Mesa. He noted that while average urban streets typically range from 38 to 46 feet in width, Downtown Mesa streets measure between 60 and 90 feet wide, with major thoroughfares such as Country Club Avenue reaching up to 93 feet. He explained that many streets include underutilized turn lanes, which add unnecessary width and reinforce drivers' perception of low risk. He also highlighted the limited bicycle infrastructure, including the lack of dedicated bike lanes and protective barriers, and emphasized the need for safety-focused improvements. (See Pages 5 and 6 of Attachment 1)

Mr. Cerracchio noted that downtown blocks are unusually long, measuring 600 to 700 feet, and many lack shade, reducing pedestrian comfort. He emphasized the importance of creating a safe, comfortable, and engaging pedestrian environment, citing features such as patios, active storefronts, public art, lighting, and shade structures. He also reviewed the crosswalk inventory and noted that while not every intersection requires a crosswalk, additional crossings in key locations could enhance pedestrian safety and connectivity. (See Page 7 of Attachment 1)

Mr. Cerracchio explained that downtown does not lack parking, citing approximately 6,400 public spaces that are typically underutilized. He noted that confusion over parking regulations and wayfinding contributes to the perception of limited availability and recommended simplifying signage and providing clearer messaging. He added that the previous color-coded parking system will be replaced with a universal blue symbol and suggested exploring designated rideshare zones to improve safety and traffic flow. (See Page 8 of Attachment 1)

Discussion ensued regarding access to parking downtown.

Mr. Rodriguez summarized the recommendations provided by the consultant. He discussed parking reform and highlighted the ideal options for downtown parking. He recalled that the plan recommended adding additional on-street parking as a high-turnover resource, public off-street parking for longer-term users, and the exploration of opportunities for shared parking agreements with private partners to increase overall efficiency. (See Pages 10 through 13 of Attachment 1)

Mr. Rodriguez reviewed the recommendation for right sizing our road network and provided an overview of the proposed street design improvements, which included the replacement of unnecessary left-turn lanes with designated turn pockets at key intersections, the reduction of lane widths where appropriate to maintain 12-foot lanes in areas with angled parking, and 10-foot

lanes elsewhere. He highlighted the option to add micromobility lanes, hubs for bike and scooter parking, and dedicated pickup and drop off zones to enhance rideshare access and circulation. He compared the existing and proposed road networks and described recommendations to reposition traffic signals for improved traffic flow. He noted that the plan also recommends enhancing wayfinding through a comprehensive, downtown-wide signage study to address both vehicle and pedestrian users and to guide visitors to key attractions and parking areas. (See Pages 14 through 18 of Attachment 1)

Mr. McVay reported that several parking improvements are already in progress in coordination with the Transportation Department, including pavement preservation and re-striping efforts. He noted that while some actions can be implemented immediately, others will require further study and funding through a future Capital Improvement Program, particularly infrastructure upgrades such as streetlight and traffic signal replacements. He reiterated that the plan serves as a guiding framework for implementation and highlighted the need to coordinate with related initiatives, including upcoming discussions on e-bikes, to ensure cohesive and integrated outcomes.

Mr. Rodriguez outlined the phased implementation strategy, noting that short-term efforts focus on low-cost improvements such as enhancing access to daily parking passes, designating rideshare pickup and drop-off zones, and coordinating with the Transportation Department on striping and micromobility parking. He continued by saying that the mid-term priorities include a downtown wayfinding study and monitoring permit demand to guide future parking expansion, and the long-term goals involve higher-cost investments, including curb and street modifications to improve micromobility connections and exploring paid parking and a parking benefit district. (See Pages 20 and 21 of Attachment 1)

Mr. Rodriguez stated that the plan is scheduled for Council adoption on November 17, 2025. He confirmed that, following adoption, the Transportation Department will begin its downtown mill and overlay program and advance implementation of the recommended striping plan. (See Page 22 of Attachment 1)

Councilmember Duff expressed strong support for the plan and emphasized the importance of walkability and micromobility in creating a vibrant downtown. She noted that downtown density is rapidly increasing with new residential developments and pointed out that enhancing mobility options for all ages will improve quality of life and economic vitality in Downtown Mesa.

In response to a question from Councilmember Heredia, Mr. McVay explained that the City has standardized its parking directional signage using a consistent blue "P" design to improve clarity but acknowledged the need for a broader wayfinding strategy to guide visitors to parking locations. He noted that a comprehensive wayfinding program would require additional study and moderate capital investment, and that the City plans to align the downtown effort with a citywide initiative led by the Planning Department to ensure consistency in branding and design. He stated that current parking demand does not justify implementation of a paid parking system and cautioned that introducing it prematurely could negatively impact downtown activity. He emphasized that any future consideration of paid parking would involve extensive engagement with businesses, stakeholders, and the Council.

Responding to a question from Councilmember Adams, Mr. McVay confirmed that improved arrival signage at parking lots will be a key next step to clearly communicate parking rules, such as back-in parking requirements. He noted that current signage often lacks clarity, leading many drivers to learn the rules only after receiving a warning or citation, and emphasized the need for better on-site communication to prevent confusion.

Replying to a comment from Councilmember Spilsbury, Mr. McVay acknowledged challenges with designing effective arrival signage and explained that staff are working to identify clearer messaging and placement to improve visibility and understanding.

In response to a question from Councilmember Spilsbury, Interim Transportation Director Erik Guderian outlined the schedule for the downtown mill and overlay program, noting it will be completed over four years to minimize disruption. He clarified that certain streets, such as Center Street, will not be impacted during this period due to upcoming projects, and that streets with diagonal pull-in parking and curb bump-outs, such as Hibbert and McDonald, will require further discussion with business owners before modifications can be implemented.

Responding to a comment from Councilmember Goforth, Mr. McVay committed to bringing the plan back to Council on November 17<sup>th</sup> with detailed timelines for parking improvement implementation.

Additional discussion ensued regarding downtown parking.

Councilmember Duff pointed out that a public meeting will be held on Monday, October 27, 2025, at 6:00 p.m. at The Post to discuss and receive feedback about this subject.

Mayor Freeman thanked staff for the presentation.

1-b. Hear a presentation and discuss Mesa's programming and budget for Parks and Recreation.

Parks, Recreation and Community Facilities (PRCF) Director Andrea Moore displayed a PowerPoint presentation. (**See Attachment 2**)

Ms. Moore provided an overview of the Recreation Division and its role within the department's \$57.8 million FY 25/26 budget, which includes 209 full-time and 112 part-time positions, supported by over 700 seasonal staff. She confirmed that the division's programs align with Council strategic priorities, including placemaking, community health and safety, youth and workforce development, economic development, and sustainability. She noted that recreation programs touch nearly every community segment, with offerings such as adaptive programming for individuals with additional needs, youth athletics, and field rentals for affiliated youth groups. She emphasized the department's intent to engage Council in dialogue regarding FY 26/27 budget priorities, fee structures, and program subsidies to ensure equitable community access while managing the impact on the General Fund. (See Pages 2 through 12 of Attachment 2)

Ms. Moore summarized the department operations and reported that much of the budget supports maintenance of parks, basins, sports fields, and pools, and reviewed the associated costs. She pointed out that facility maintenance for buildings and recreation centers is managed separately and is not included in the \$54 million budget. She highlighted the broad community impact of the department's programs, citing attendance of over 3 million people at PCRF programs and facilities. (See Pages 13 and 14 of Attachment 2)

Ms. Moore reviewed department expenditures and the impact of potential budget reductions. She noted that 53% of the budget is dedicated to maintaining facilities to ensure safety and long-term use, leaving limited flexibility for cuts. She clarified that recreation programs, which comprise about 30% of the budget, are most affected by reductions, as they can be scaled back without compromising facility safety. (See Page 15 of Attachment 2)

In response to a question from Councilmember Spilsbury, Ms. Moore discussed potential options to reduce the park maintenance costs but noted that the implications of such cuts would not be feasible without compromising facility safety and quality.

Ms. Moore discussed the expenditures across the department's three major divisions, including salaries, utilities, contracts, and other costs. She explained that other expenses are approximately 15% of the budget and cover items such as replacement parts, equipment, and playground repairs. (See Page 16 of Attachment 2)

Responding to a question from Councilmember Spilsbury, Ms. Moore emphasized that the COM assumes responsibility for park safety, making it impractical to delegate maintenance to volunteers or resident groups.

In response to a question from Councilmember Goforth, Ms. Moore noted that it is difficult to compare the COM to other municipalities because of the many variables involved, such as differences in park acreage, facility types, service levels, and programming models.

Ms. Moore explained that 41% of recreation revenue comes from rentals, primarily through affiliated youth groups that receive subsidized rates if they are Mesa residents, and 37% of revenue comes from program registrations, which provide introductory-level recreation opportunities and out-of-school care. She noted that these two categories together make up most of the department's recreation revenue. She reminded Council that rental rate increases were previously discussed but not adopted, and she requested further direction on the City's fee philosophy as staff prepares to revisit potential fee adjustments to reduce reliance on the General Fund. (See Page 17 of Attachment 2)

Additional discussion ensued regarding possible options to reduce park maintenance costs.

Ms. Moore presented the department's cost recovery and recent budget adjustments and confirmed that, overall, the department recovers about 30% of its budget through revenue, with field sports rentals generating the highest income and achieving near full cost recovery. She explained that indoor programming has the greatest demand but also the highest cost and the fewest available facilities and pointed out that rentals generate the largest share of revenue and help offset lower cost recovery from general programming and admissions. She added that affiliated youth groups and intergovernmental agreements, such as those with Mesa Public Schools, represent the largest users of fields and pools.  
(See Pages 18 through 21 of Attachment 2)

Ms. Moore outlined the cost-saving measures and fee adjustments implemented for the current budget year, including closing facilities on holidays, consolidating swim lesson times, and increasing select rental and admission fees. She stated that staff did not raise youth program fees or close Fremont Pool, maintaining community access and affordability. (See Pages 22 and 23 of Attachment 2)

In response to a comment from Councilmember Spilsbury, City Manager Scott Butler acknowledged the difficulty of balancing budget reductions across departments, emphasizing that any cuts would affect community services in some way. He stated that while staff continues to identify efficiencies citywide, reductions are not applied equally since Council makes intentional decisions about which programs to preserve or adjust. He commended the PRCF staff for their data-driven approach to identifying reasonable adjustments based on benchmarking and market

demand while maintaining essential community services and stressed that while the City could adopt market-based rates, doing so could price out low-income residents and undermine the department's role as a community asset that provides affordable recreation opportunities for all. He said the goal of this session was to take a step back and consider the department holistically and to discuss overall priorities, hear feedback, and help shape the COM's approach heading into the next budget season.

Responding to a question from Councilmember Adams, Ms. Moore confirmed that if the previously proposed program reductions had been implemented, the department's budget would have been \$55.5 million instead of \$57.8 million.

Vice Mayor Somers recommended that staff present the proposal to the Parks and Recreation Advisory Board for review and feedback.

In response to a question from Councilmember Duff, Ms. Moore confirmed that the department continues to offer scholarship programs to ensure no participant is turned away due to inability to pay. She pointed out that while these programs were previously supported by American Rescue Plan Act (ARPA) funds, those funds have ended, and the resulting revenue loss is now absorbed by the department. She added that families demonstrating financial need receive a 50% fee reduction, and staff work individually with families to establish affordable payment plans. She also reported that the department recently received a \$50,000 grant from the Gila River Indian Community to help offset these costs.

Responding to a comment from Mayor Freeman, Mr. Butler clarified that a 30% cost recovery is considered low and stated that staff will continue to evaluate budget targets annually, noting that the City has planned for 2% reductions over the next few years to allow revenue growth to align with expenses. He emphasized that these targets will be revisited each year based on economic conditions and overall fiscal performance.

Mayor Freeman thanked staff for the presentation.

2. Acknowledge receipt of minutes of various boards and committees.

2-a. Economic Development Advisory Board meeting held on September 2, 2025.

It was moved by Councilmember Duff, seconded by Vice Mayor Somers, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Duff–Goforth–Heredia–Spilsbury

NAYS – None

ABSENT – None

Carried unanimously.

3. Current events summary including meetings and conferences attended.

Mayor Freeman and Councilmembers highlighted the events, meetings, and conferences recently attended.

4. Scheduling of meetings.

City Manager Scott Butler stated that the schedule of meetings is as follows:

Thursday, October 30, 2025, 7:30 a.m. – Study Session

5. Adjournment.

Without objection, the Study Session adjourned at 9:46 a.m.

Mark AF Freeman  
MARK FREEMAN, MAYOR

ATTEST:

Holly Mosley  
HOLLY MOSELEY, CITY CLERK



I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 23<sup>rd</sup> day of October 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Holly Mosley  
HOLLY MOSELEY, CITY CLERK

sr  
(Attachments – 2)



# Downtown Mesa Micromobility & Parking Plan

**Jeff McVay**

Manager of Urban Transformation

**Jimmy Cerracchio**

Urban Transformation Project Manager

**Anthony Rodriguez**

Urban Transformation Project Manager

1



The Micromobility and Parking Plan will improve transportation options and connectivity as Downtown Mesa experiences growth in residents, workers, and activity by creating a sustainable, walkable, multimodal network while optimizing current parking resources and planning for future needs.

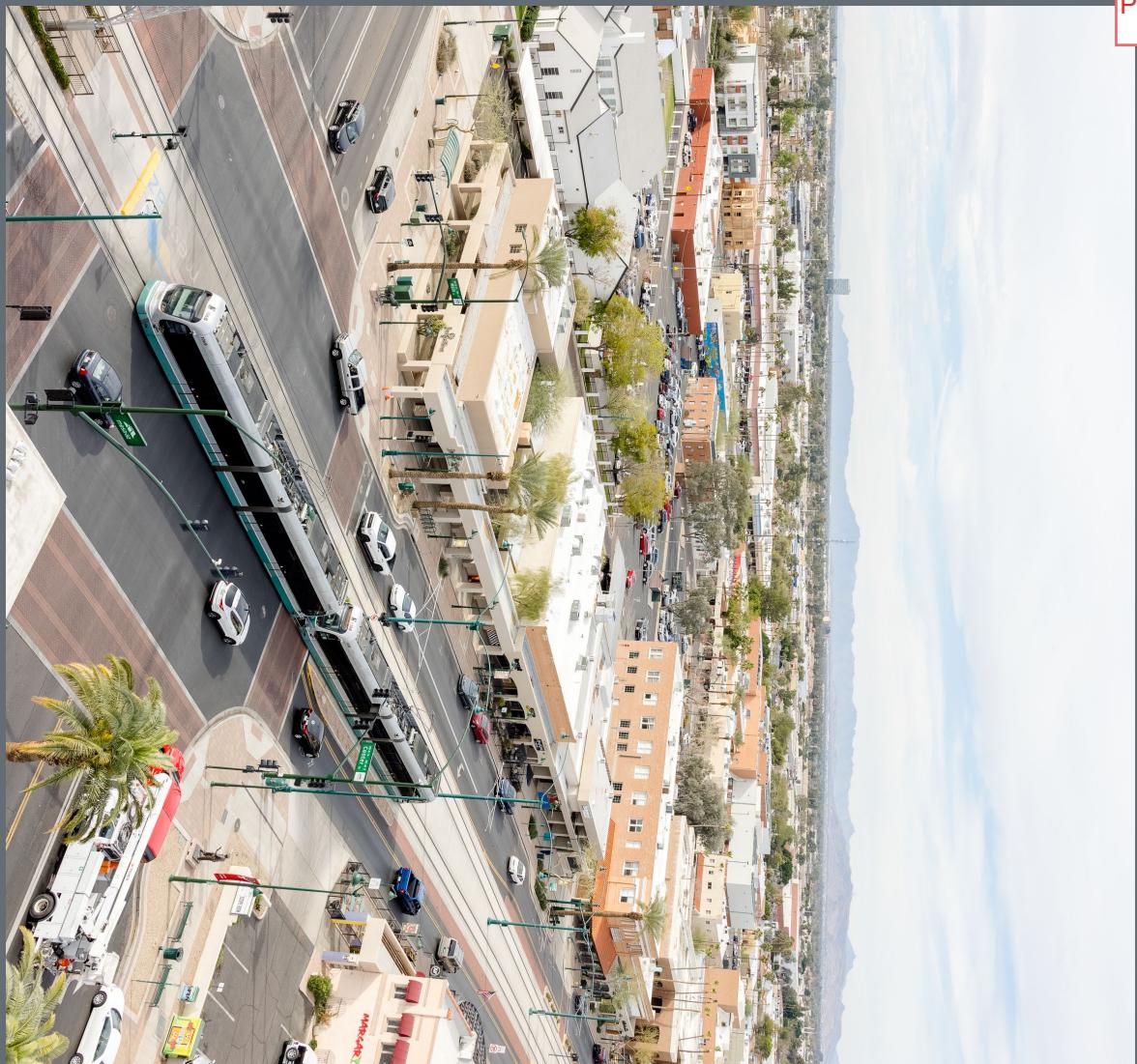
## Project Goals

-  Foster a welcoming, vibrant, and thriving downtown environment, without displacing residents and businesses
-  Integrate parking solutions that support and enhance downtown activity
-  Enhance cyclist, light rail, and bus facilities within the core study area to improve safety and comfort
-  Improve pedestrian and cyclist crossings and major intersections across the light rail corridor
-  Identify upgrades to pedestrian amenities on Main Street to improve safety and comfort
-  Enhance wayfinding systems throughout Downtown
-  Ensure safety for all road users, including pedestrians, transit riders, and bicyclists

## Engagement

- Four stakeholder meetings
- Councilmember meetings
- Two public meetings
- Mesa Listens Project Page
- Study session





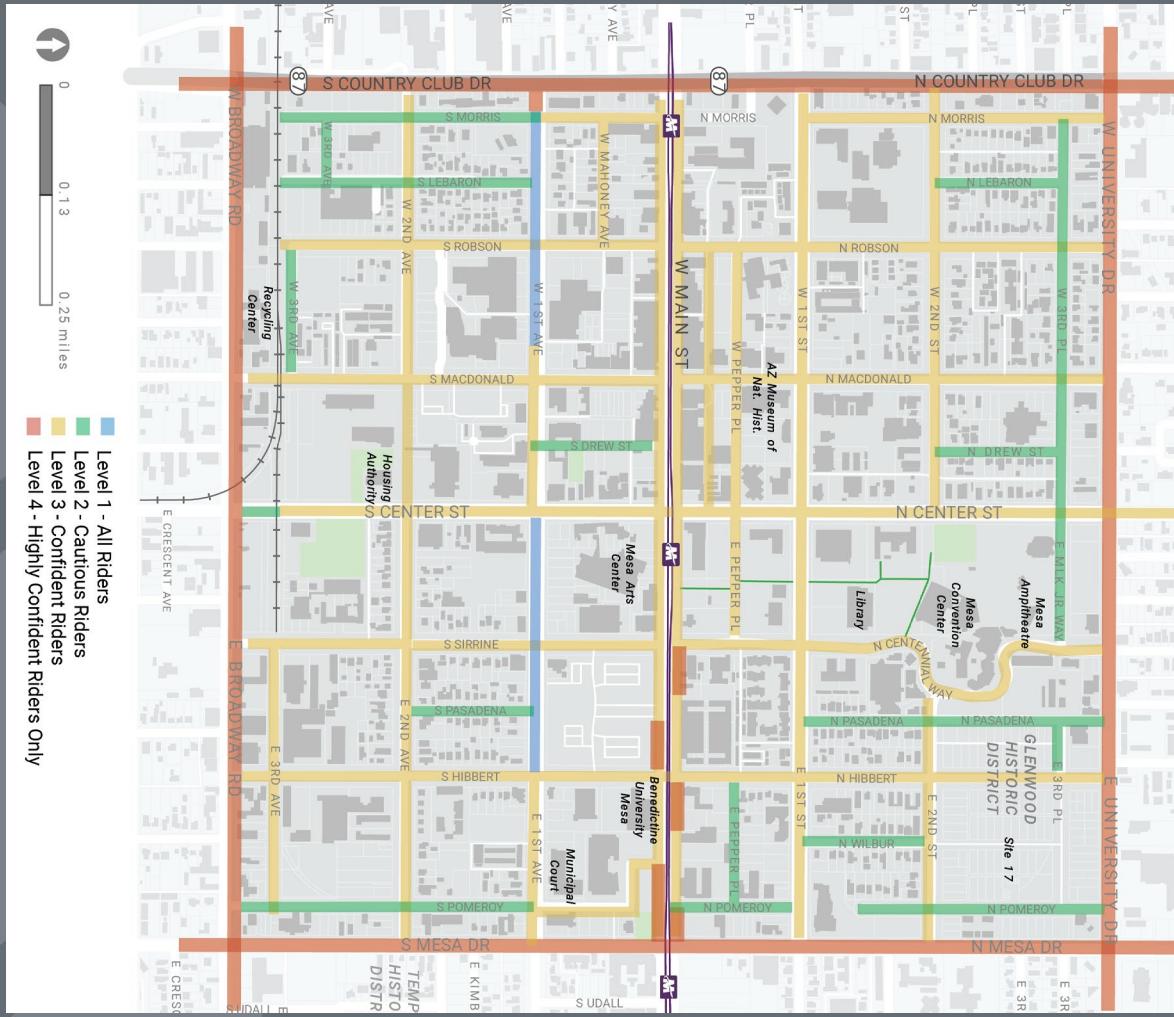
# Existing Conditions

## Existing Conditions

- Wide roadways
- Wide lanes that encourage high speeds
- Unnecessary left turn lanes
- Lack of space for bike and scooters to travel safely



5



South Macdonald



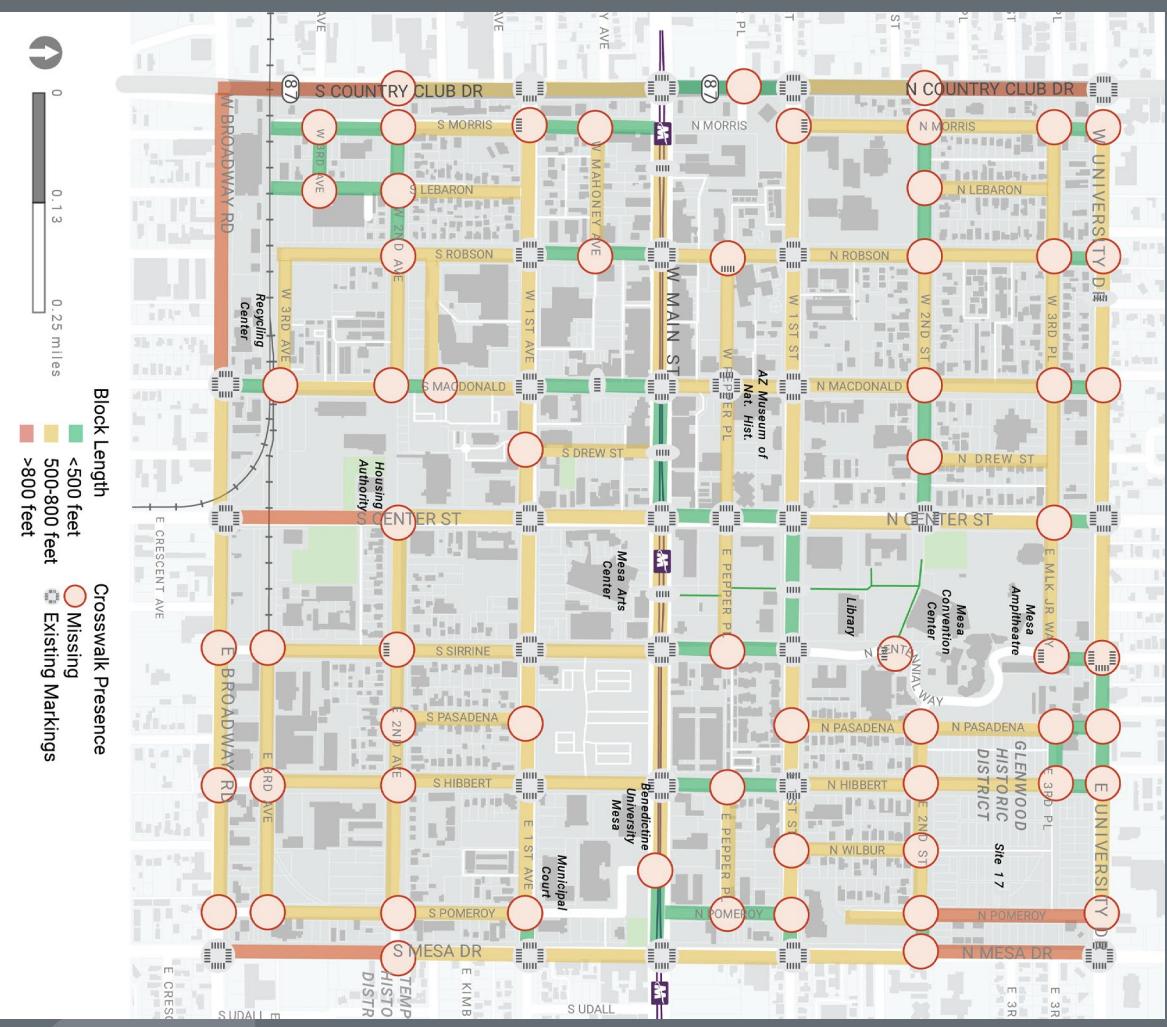
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South Ashland

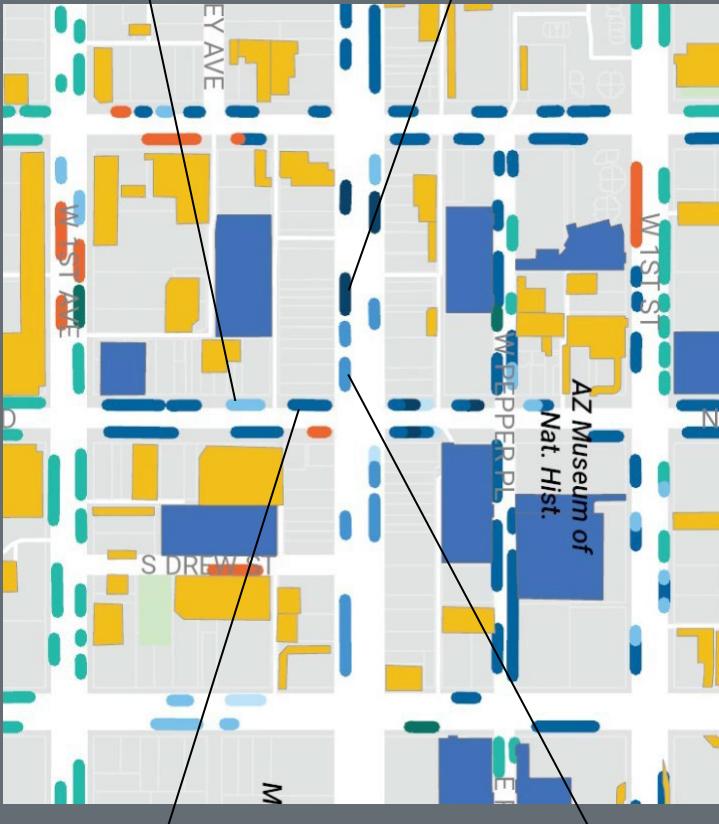


## Existing Conditions

- Long blocks
- Typical downtown block is 200-300 feet
- Downtown Mesa average is 600-700 feet
- Many intersections have unmarked crosswalks
- Inventory of crosswalks



- Perceived lack of parking
- Confusing parking regulations
- Lack of clear wayfinding
- No dedicated pick-up/drop-off areas





9

## Recommendations

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## Recommendations

- Parking Reforms
  - Reframing how drivers park Downtown
  - Modifying the permit system
- Right Sizing the Road Network
  - Removal of unnecessary turn lanes
  - Adjust lane widths
- Increase the person throughput with more micromobility options
- Improving Navigation in Downtown Mesa





# mesa.az Parking Reforms

## Options for Parking for Downtown – Ideal



### 1 Street Parking

- Universally accessible
- Most popular for visitors
- Front door access for merchants

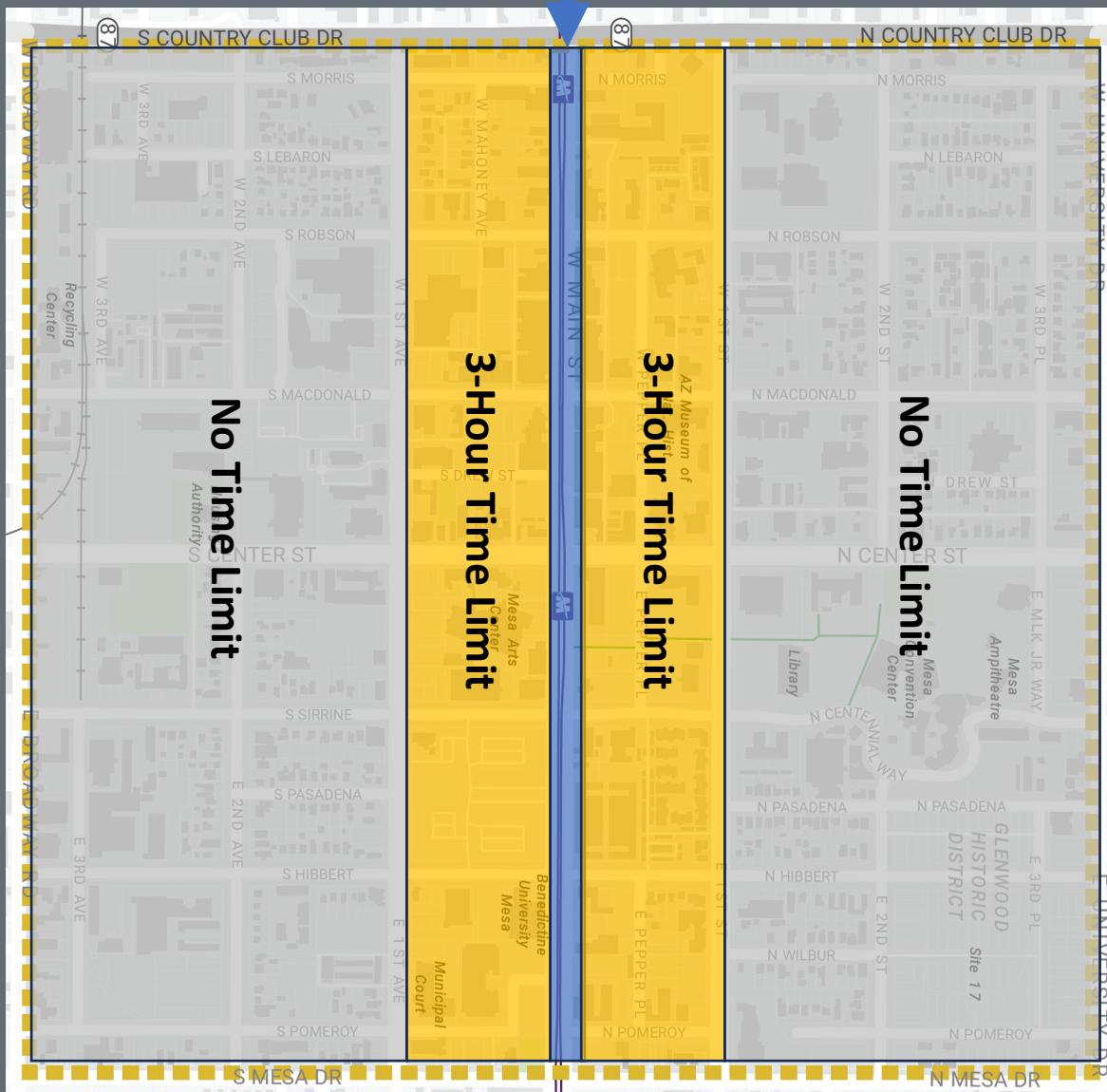
Encourage availability for those spending money at Downtown businesses

### 2 Public Off-Street Parking

Manage longer-term parking for employees, residents, and long-term visitors

### 3 Private Off-Street Parking

- Accessible to tenants only
- Potential for shared-parking

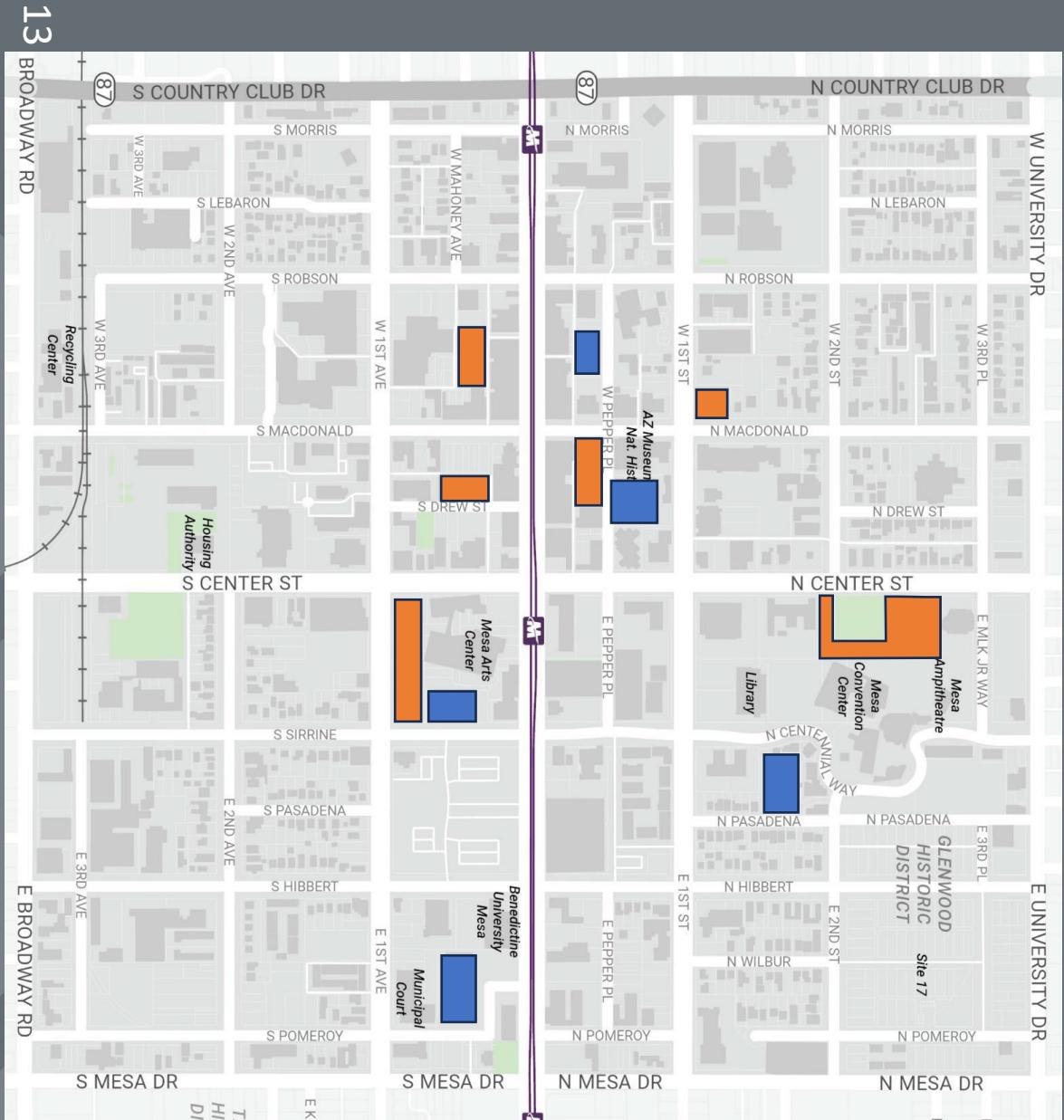


- On-street public parking
  - Standardize with 2- and 3-hour time limits
  - Ensures parking is easier to understand and customer have parking access
- Long-term opportunity- Priced parking
  - Consider when parking demand is higher (over 85% occupancy)
  - Contribute revenue to parking benefit district



## Parking Reforms

- Off-street public parking (garages and lots)
- Intended for longer-term uses
- 3-hour time limits and permit users
- Expand access to purchase day passes
- Private parking
- Explore opportunities for shared-parking agreements
- Consider eliminating parking minimums

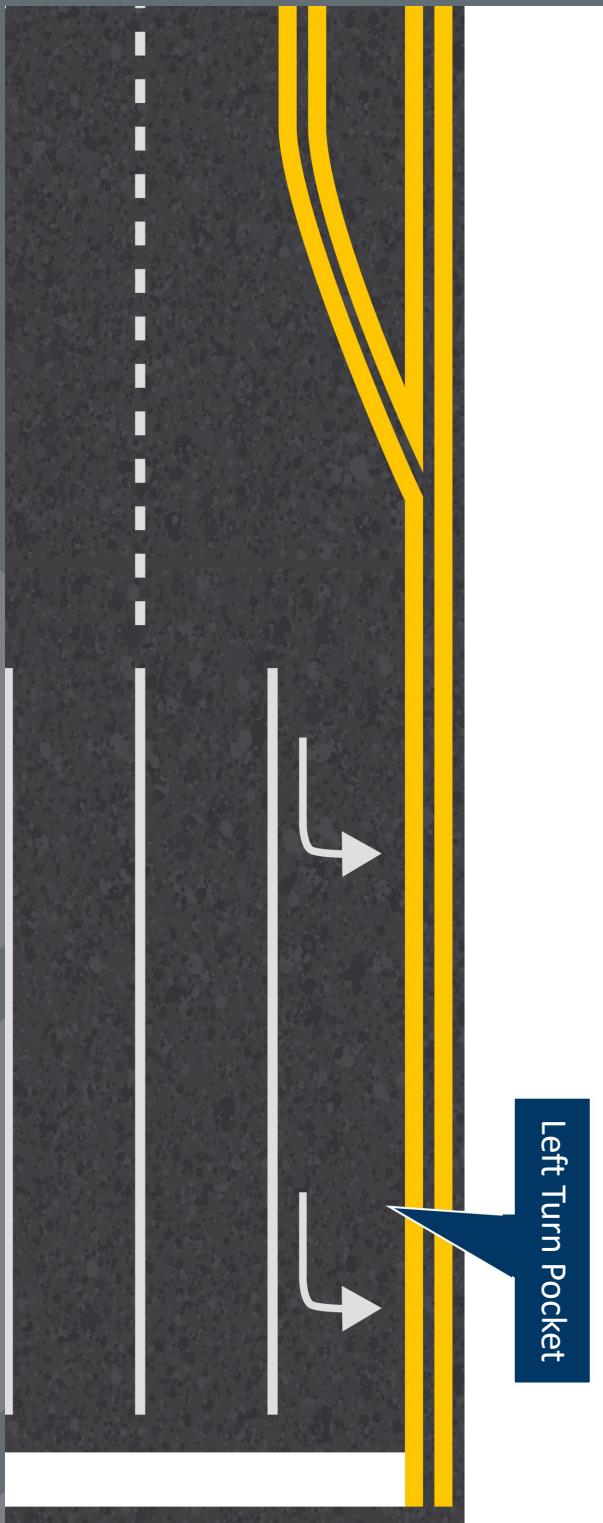




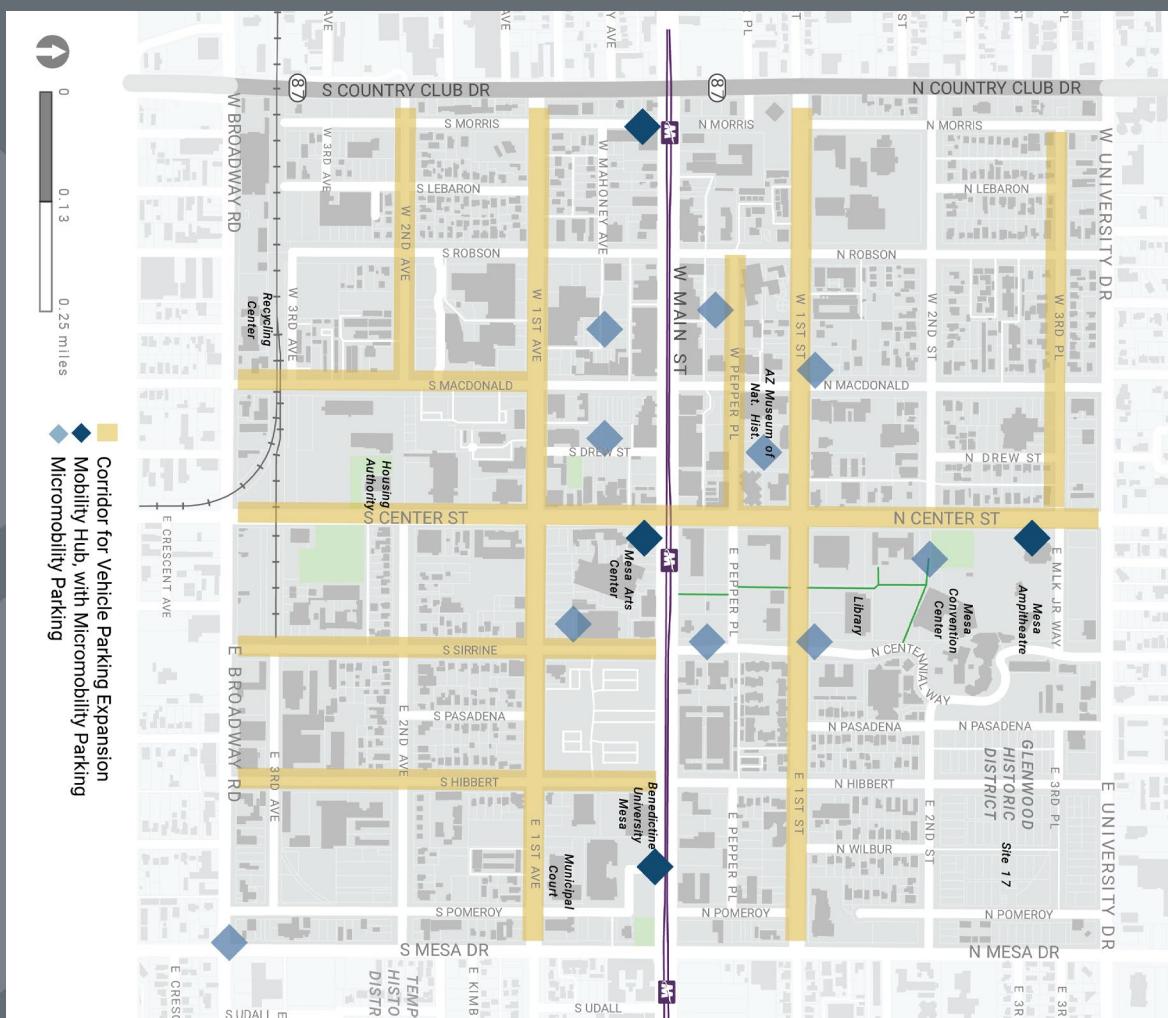
## Right Size Road Network

- Eliminate left turn lanes, replace with left-turn pockets where needed

- Reduce lane widths where possible
- 12' feet wide if adjacent to angled parking
- 10' feet wide everywhere else

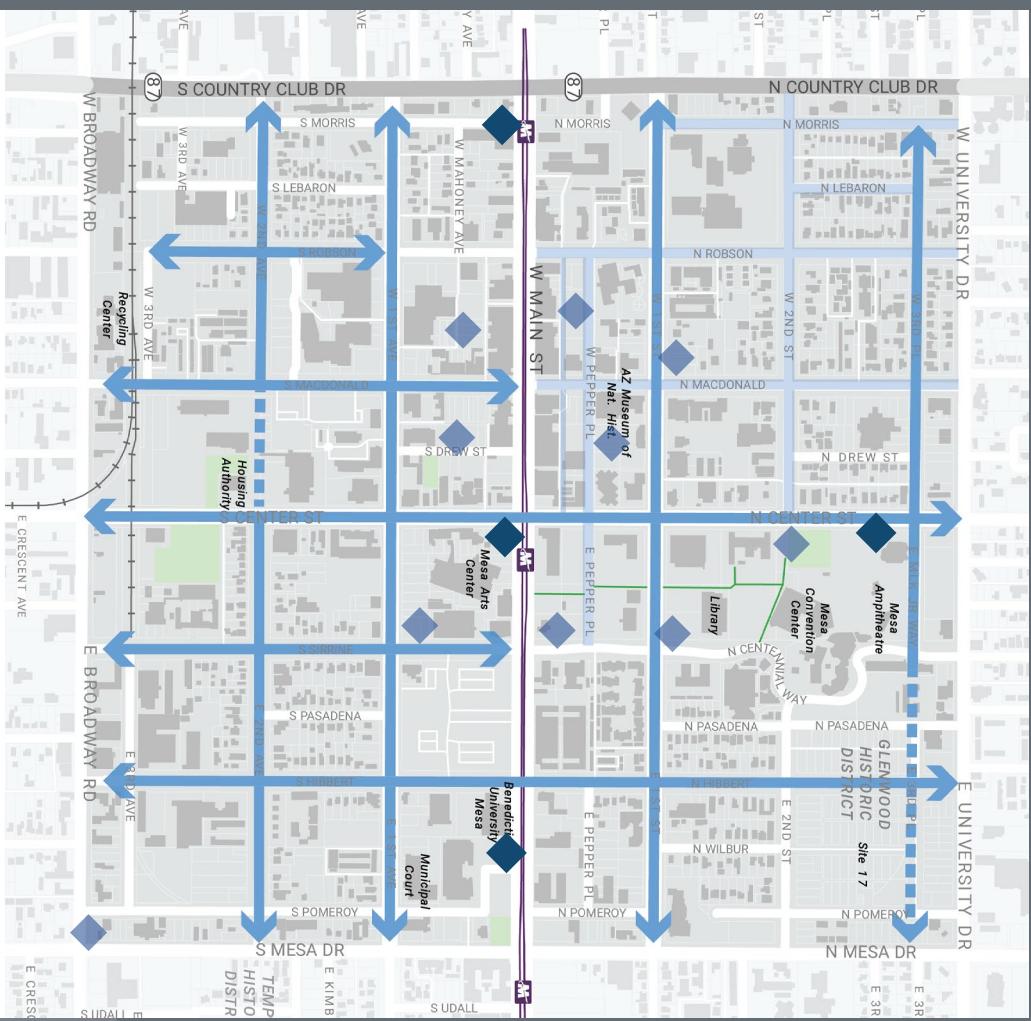


- Add on-street parking where possible
  - Up to 250 new parking spaces between 1st Street and 1st Avenue
- All recommendations maintain vehicular capacity with room for growth



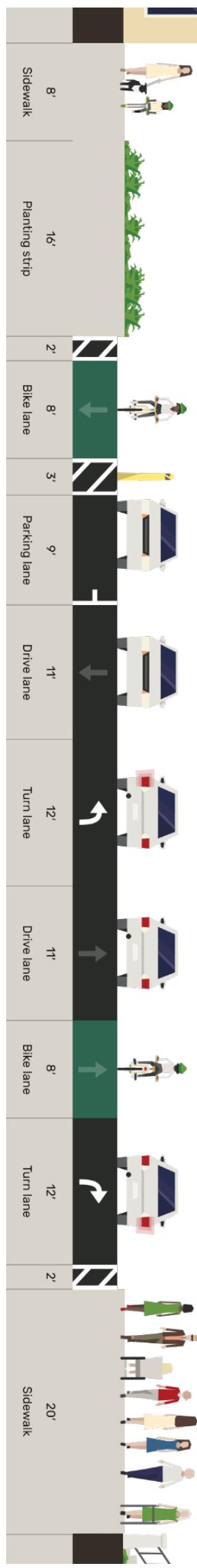


- Add micromobility hubs and parking
- Locate near transit stops and parking lots & garages
- Add dedicated pick-up/drop-off areas

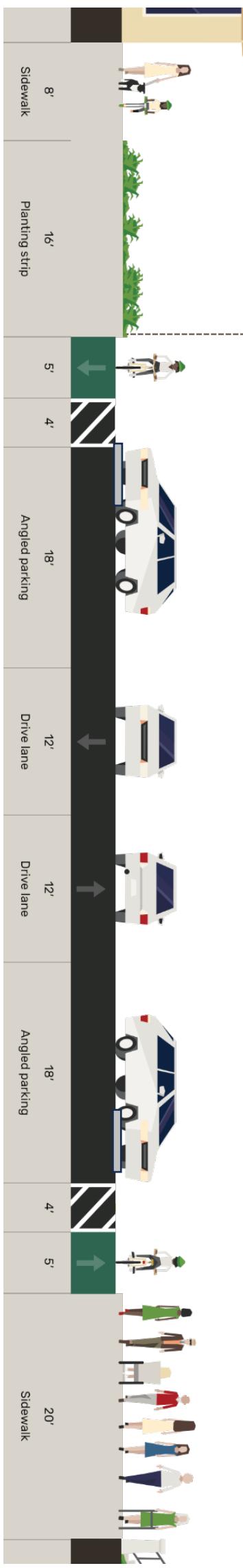


## West 1st Avenue

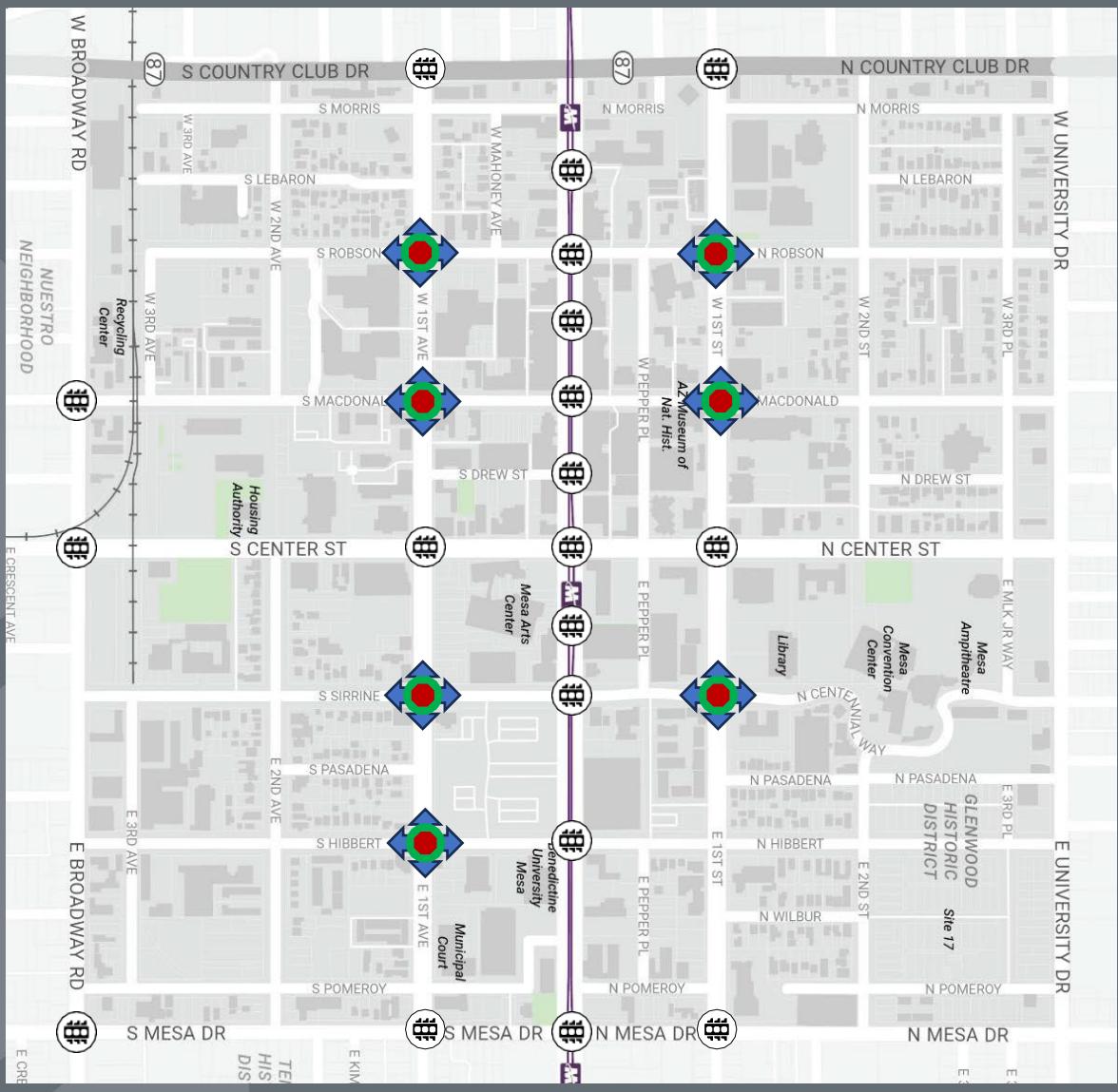
### Existing



### Proposed



- Replace stop lights with stop signs at key intersections
- Improves flow of traffic
- Improve wayfinding
- Perform wayfinding and signage study





# Implementation



## Implementation

Short-term Goals	Type
Restriping plan	Improvement Projects
Establish pick-up/drop-off areas	Program
Formalize bicycle and micromobility parking locations	Improvement Projects
Adjust parking time restrictions	Improvement Projects, Program
Expand public access to quasi-private lots (shared parking agreements)	Regulatory
Daily parking pass rollout	Program
Mid-term Goals	Type
Monitor permit demand for expansion to other off-street lots and garages	Program
Reduce parking requirements for private development	Regulatory
Restriping plan	Improvement Projects
Wayfinding and navigation study	Assessment
Remove curb extensions on South Macdonald and Second Avenue to create protected micromobility lanes	Capital Improvement
Extend micromobility connections at MLK Boulevard and Second Avenue	Capital Improvement
Replace unwarranted signals with all way stop signs	Improvement Projects

Long-term Goals	Type
Establish parking benefit district by pricing preferred parking, as demand exceeds 85% in the Main Street Core; remove all time restrictions when parking is paid	Program, Regulatory
Rebuild curb lines across Downtown to provide sidewalk level bicycle facilities and narrower pedestrian crossings, while maintain parking	Capital Improvement

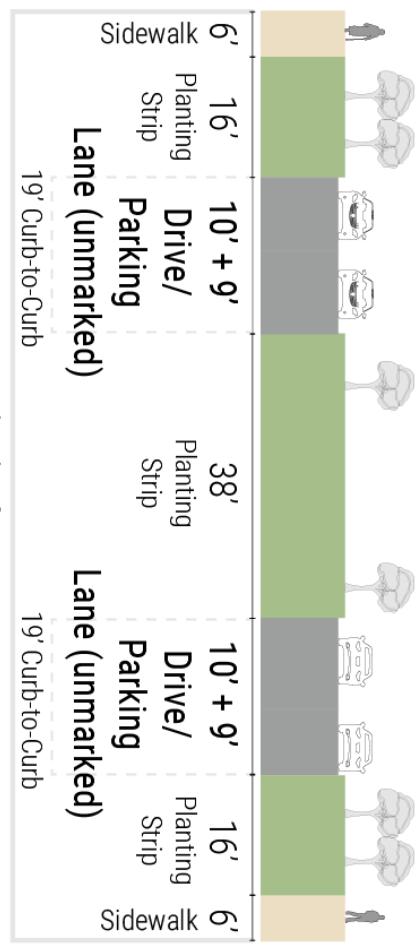


- Next Steps
  - November 17<sup>th</sup> – Council Adoption
  - FY25-26 – Begin implementation of striping plan

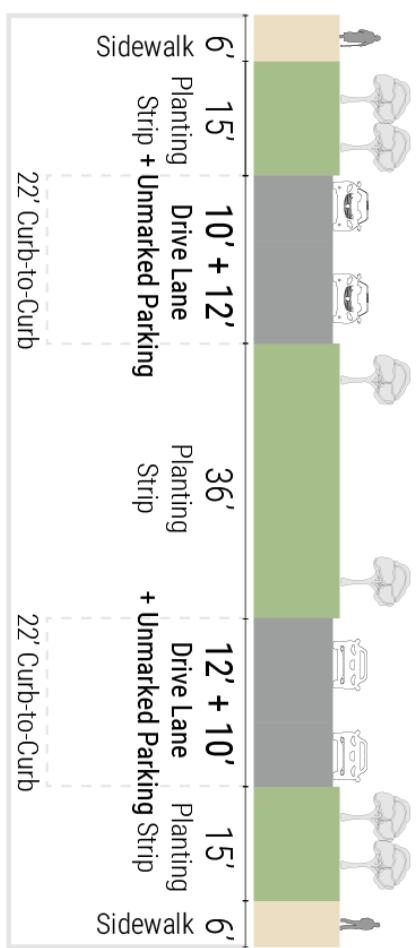


# Discussion

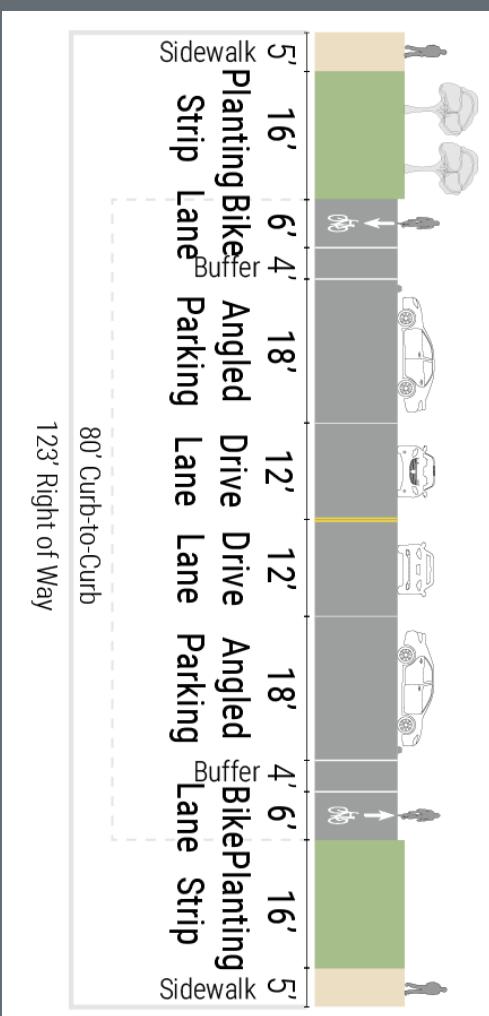
N Robson at W 2nd St



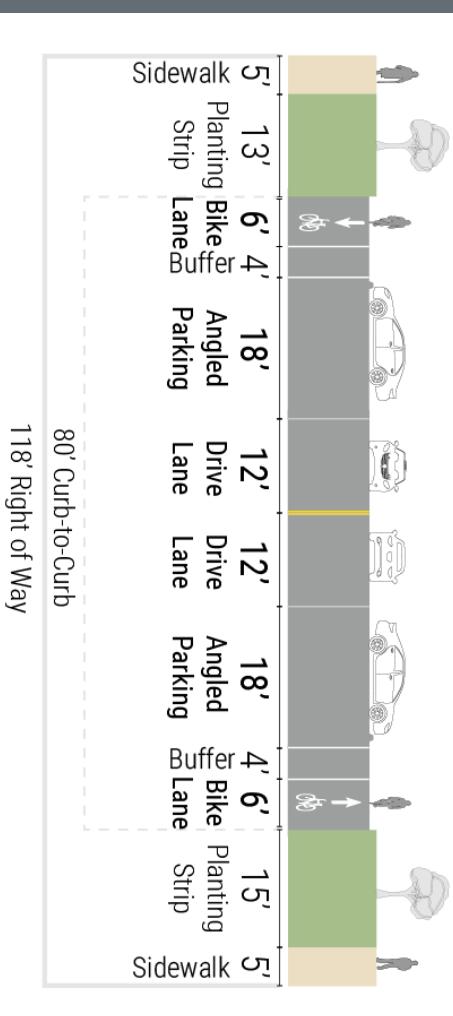
N Macdonald, between W 2nd St & 3rd Pl



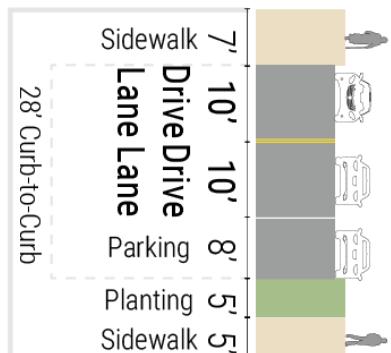
W 2nd St



W 1st St



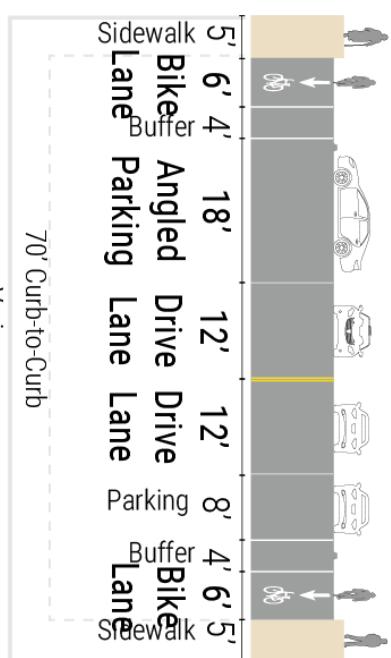
## W 3rd Pl



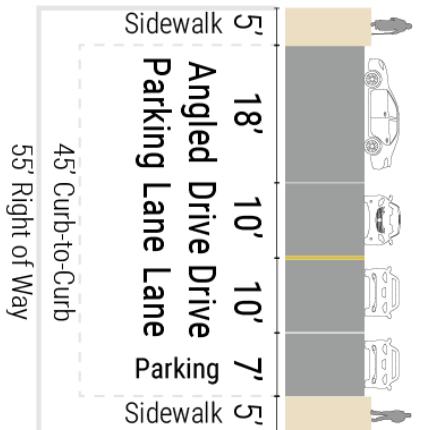
## N Pasadena



## Pepper Pl



## E 2nd St

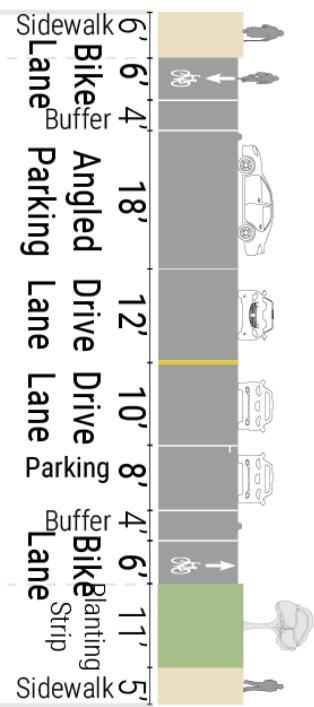




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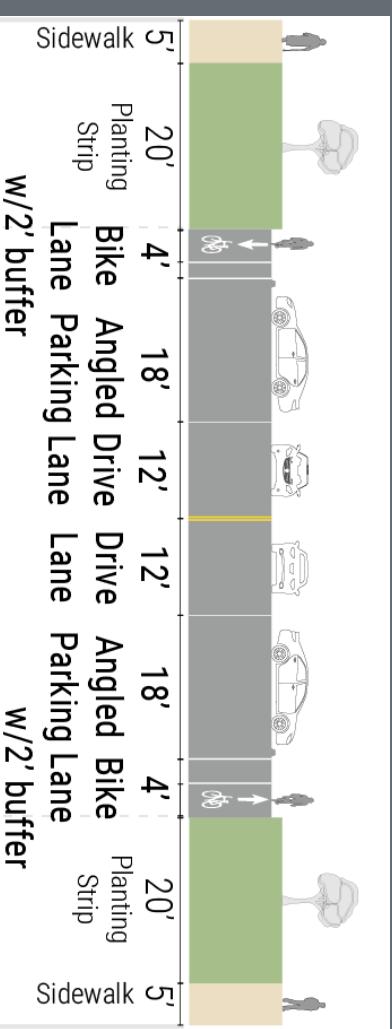
Cross Sections

N Pomeroy\*



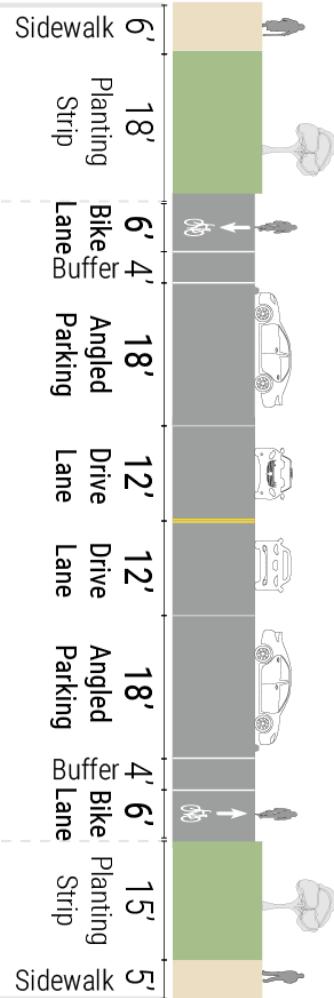
68' Curb-to-Curb  
90' Right of Way

N Hibbert\*



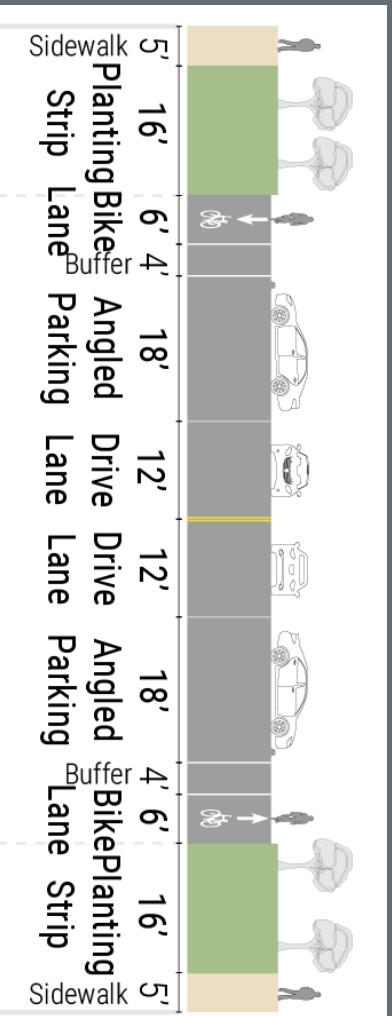
72' Curb-to-Curb  
122' Right of Way

E 1st Street



80' Curb-to-Curb  
124' Right of Way

S Robson

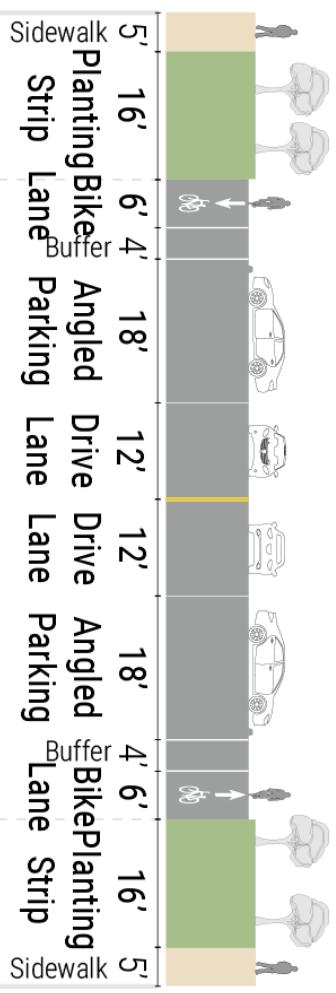


80' Curb-to-Curb  
122' Right of Way

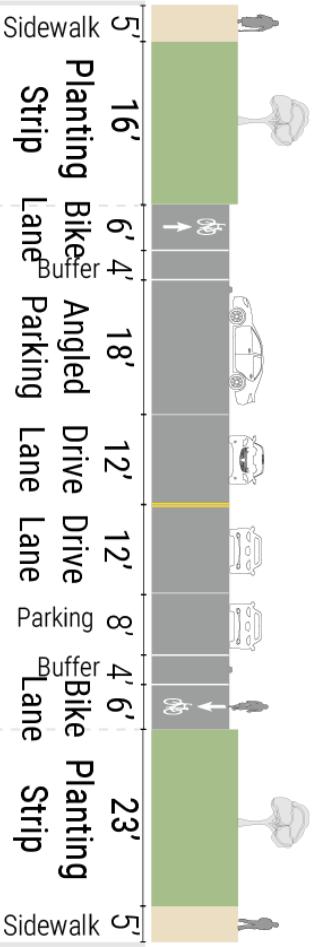


## Cross Sections

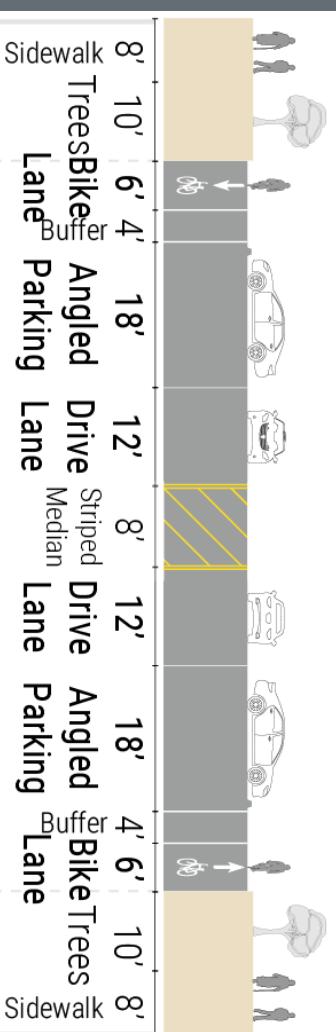
### W 1st Ave



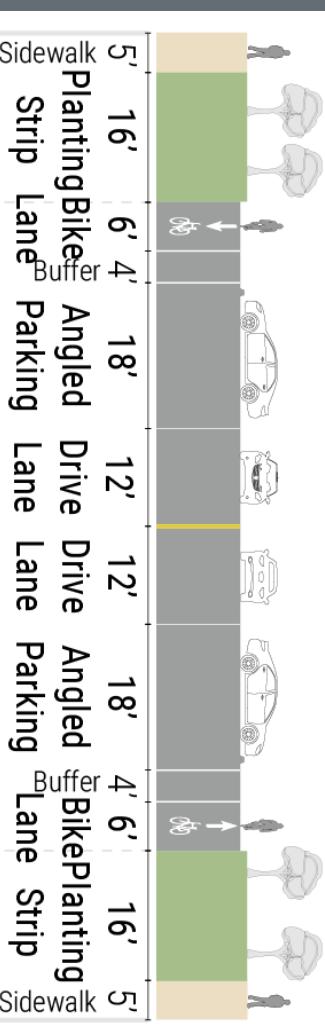
### W 2nd Ave \*\*



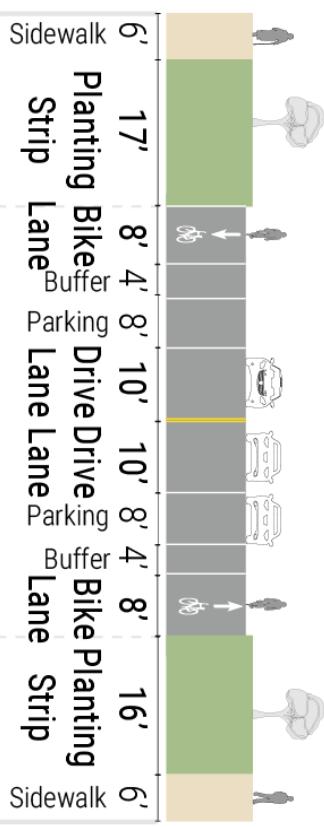
### S Macdonald \*\*



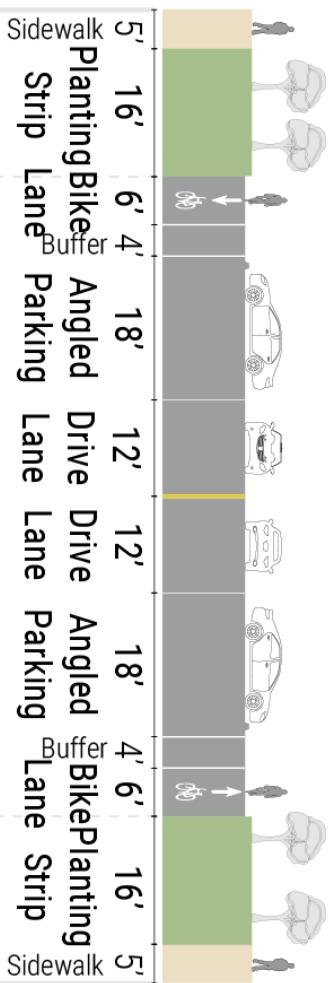
### S Sirrine \*\*



## E 1st Ave

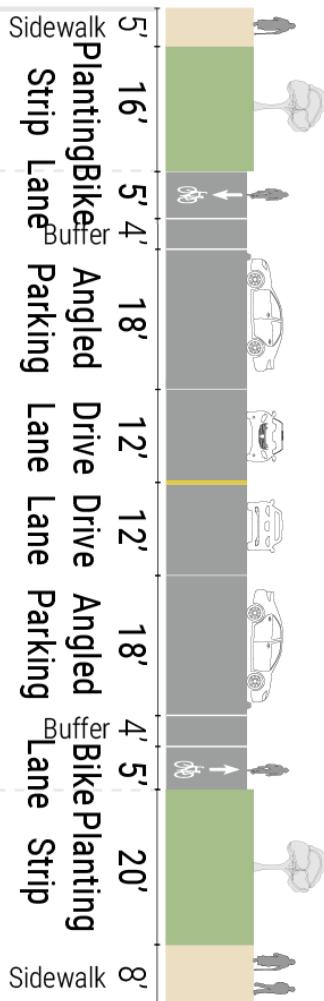


## E 2nd Ave

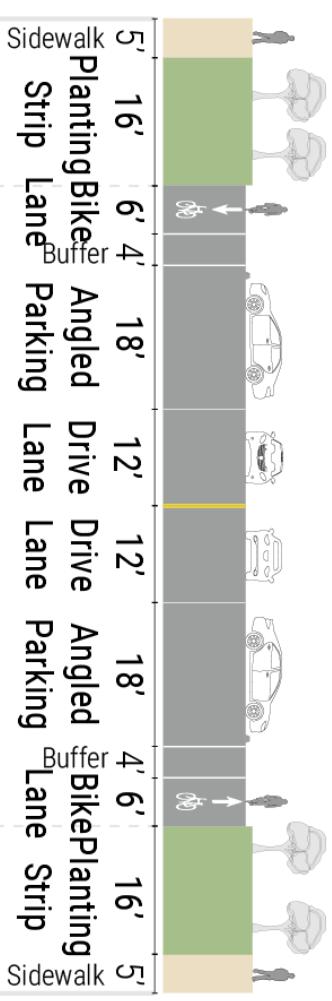


122' Right of Way

## S Hibbert



## Center St



122' Right of Way

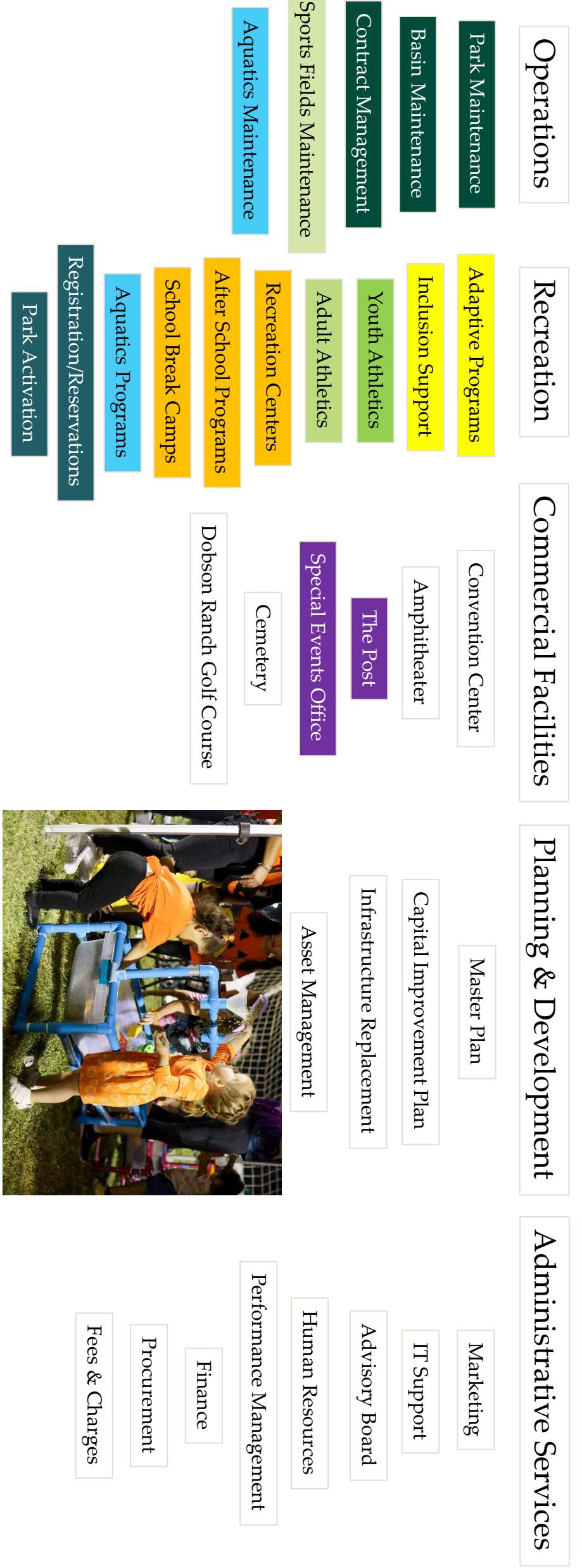


# Parks, Recreation and Community Facilities Department Overview

October 23, 2025

Andrea Moore, Department Director

# Parks, Recreation and Community Facilities Department Divisions



209 Full-time Positions; 112 Part-Time FTEs filled by 719 staff

\$54M operating budget; \$16M in program income

# PRCF Programs and Operations



# Adaptive Programs

Broadway Recreation Center

Adaptive Fashion Show

Adaptive Social Programs

Adaptive Sports

Special Olympics

Inclusion Requests

Adaptive Summer Camp Fiesta

# Youth Athletics Programs

Youth Flag Football

Youth Baseball

Youth Soccer

Broadway Recreation Center

Youth Playball Program

Youth Pickleball

Youth Tennis

Adaptive Social Programs

Adaptive Sports

Special Olympics

Inclusion Requests

Adaptive Camp Carley

Junior Suns Basketball

Adaptive Summer Camp Fiesta

Affiliated Youth Groups Field Rentals

# Adult Athletics Programs

Sports Complex Field Rentals

Youth Soccer

Broadway Recreation Center

Adult Softball

Youth Baseball

Youth Playball Program

Hohokam Stadium Field Rentals

Youth Flag Football

Riverview Baseball Field Rentals

Adaptive Fashion Show

Adult Volleyball

Youth Tennis

Adaptive Social Programs

Junior Suns Basketball

Youth Pickleball

Dobson Ranch Golf Rounds

Mesa Tennis and Pickleball Center

Recess for Adults

Adaptive Sports

Special Olympics

Dobson Ranch Golf Driving Range

Affiliated Youth Groups Field Rentals

Inclusion Requests

Adaptive Camp Carley

Adaptive Summer Camp Fiesta

Park Court Rentals

# Recreation Center Programs

Youth Flag Football

Fitness Memberships

Red Mountain Center

Adult Softball

Youth Baseball

Open Gym

Sports Complex Field Rentals

Youth Soccer

Teen Nights

Webster Recreation Center

Youth Playball Program

Hohokam Stadium Field Rentals

Broadway Recreation Center

Jefferson Recreation Center

Adaptive Fashion Show

Eagles Community Center

Washington Activity Center

After School Programs

Riverview Baseball Field Rentals

Youth Pickleball

Special Interest Classes

Eagles Winter Festival

Adaptive Social Programs

Adult Volleyball

Youth Tennis

Junior Suns Basketball

Dobson Ranch Golf Rounds

Recess for Adults

Adaptive Sports

Special Olympics

Dobson Ranch Golf Driving Range

Affiliated Youth Groups Field Rentals

Inclusion Requests

Adaptive Camp Carley

Adaptive Summer Camp Fiesta

Park Court Rentals

# Commercial Operations

Youth Flag Football

Fitness Memberships

Red Mountain Center

Adult Softball

Youth Baseball

Cemetery

Open Gym

Youth Soccer

Teen Nights

Webster Recreation Center

Youth Playball Program

Spring Webster Festival

Broadway Recreation Center

Hohokam Stadium Field Rentals

Jefferson Recreation Center

Adaptive Fashion Show

Spring Jefferson Festival

Eagles Community Center

Washington Activity Center

After School Programs

Riverview Baseball Field Rentals

Youth Pickleball

Special Interest Classes

Eagles Winter Festival

Adaptive Social Programs

Adult Volleyball

Youth Tennis

Convention Center Events

Junior Suns Basketball

Dobson Ranch Golf Rounds

Amphitheater Concerts

Mesa Tennis and Pickleball Center

Recess for Adults

Adaptive Sports

Special Olympics

Dobson Ranch Golf Driving Range

Affiliated Youth Groups Field Rentals

Inclusion Requests

Adaptive Camp Carley

Adaptive Summer Camp Fiesta

Park Court Rentals

# Special Events

## The Post Events

## Special Event Licenses

Youth Flag Football

Fitness Memberships

Red Mountain Center

Adult Softball

Youth Baseball

Cemetery

Open Gym

Youth Soccer

Teen Nights

Webster Recreation Center

Youth Playball Program

Broadway Recreation Center

Martin Luther King Jr. Parade

Hohokam Stadium Field Rentals

Spring Jefferson Festival

Eagles Community Center

Washington Activity Center

After School Programs

Riverview Baseball Field Rentals

Eagles Winter Festival

Adult Volleyball

Youth Tennis

Convention Center Events

Junior Suns Basketball

Dobson Ranch Golf Rounds

Recess for Adults

Mesa Tennis and Pickleball Center

Special Olympics

Dobson Ranch Golf Driving Range

Adaptive Sports

Amphitheater Concerts

Merry Main Street

Arizona Celebration of Freedom

Celebrate Mesa

Affiliated Youth Groups Field Rentals

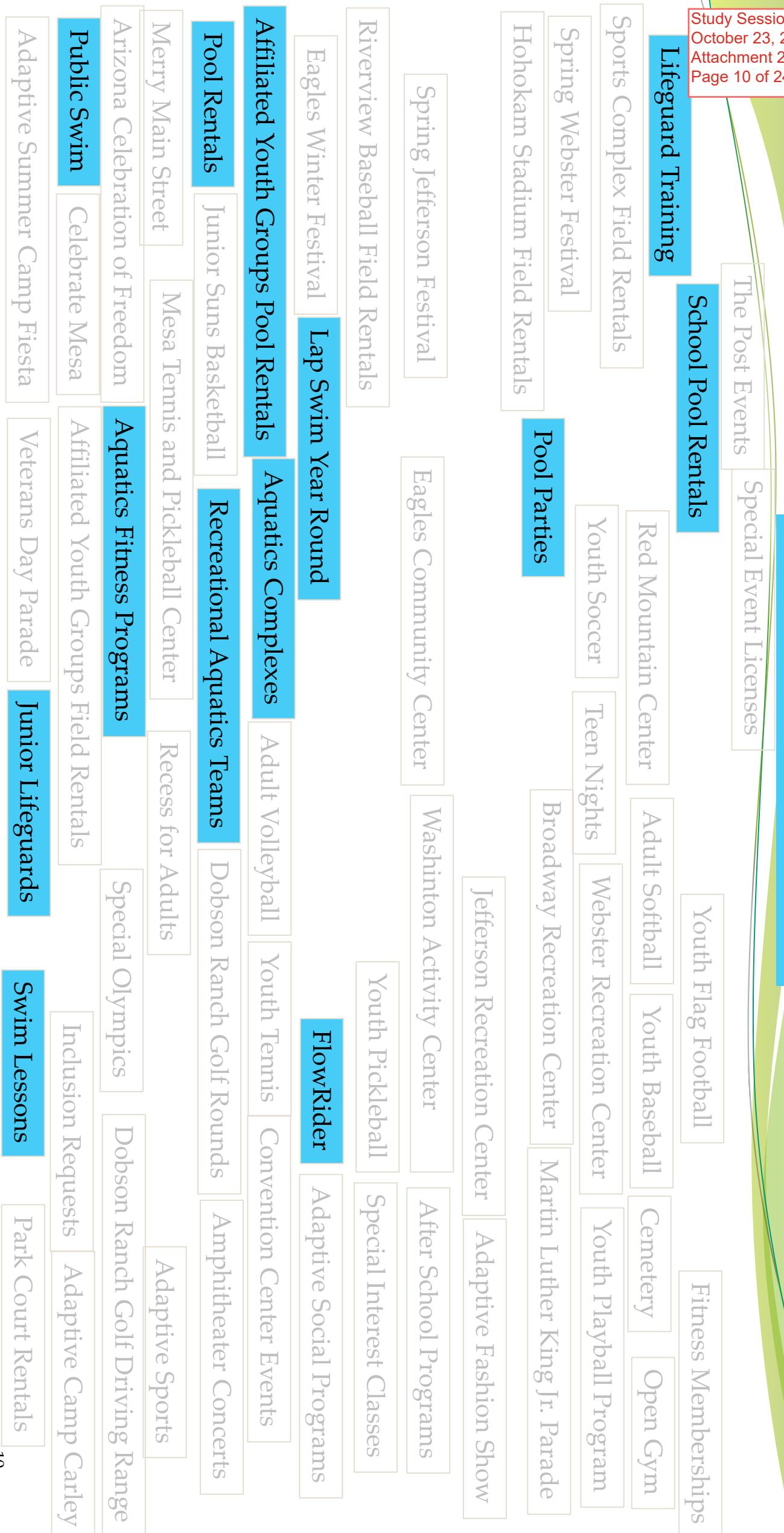
Inclusion Requests

Adaptive Camp Carley

Adaptive Summer Camp Fiesta

Veterans Day Parade

# Aquatics Programs



# Outdoor & Engagement Programs

## Volunteers

The Post Events

Youth Flag Football

Fitness Memberships

School Pool Rentals

Community Fishing Clinics

Adaptive Fashion Show

Lifeguard Training

Red Mountain Center

Adult Softball

Youth Baseball

Cemetery

Open Gym

Sports Complex Field Rentals

Interns

Youth Soccer

Teen Nights

Webster Recreation Center

Youth Playball Program

Spring Webster Festival

Pool Parties

Scorpion Hikes

Broadway Recreation Center

Martin Luther King Jr. Parade

Hohokam Stadium Field Rentals

Fun 'N Fit Mobile Recreation

Jefferson Recreation Center

Adaptive Fashion Show

Spring Jefferson Festival

Eagles Community Center

Washington Activity Center

After School Programs

Riverview Baseball Field Rentals

MORE Mobile Recreation

Summer Camps

Youth Pickleball

Special Interest Classes

Eagles Winter Festival

Lap Swim Year Round

HYPE Teen Program

Parks

FlowRider

Adaptive Social Programs

Affiliated Youth Groups Pool Rentals

Aquatics Complexes

Adult Volleyball

Youth Tennis

Convention Center Events

Pool Rentals

Junior Suns Basketball

Recreational Aquatics Teams

Dobson Ranch Golf Rounds

Amphitheater Concerts

Merry Main Street

Mesa Tennis and Pickleball Center

Recess for Adults

Low Stakes Campouts

Adaptive Sports

Arizona Celebration of Freedom

Aquatics Fitness Programs

Recess for Adults

Special Olympics

Dobson Ranch Golf Driving Range

Public Swim

Celebrate Mesa

Affiliated Youth Groups Field Rentals

Basins

Inclusion Requests

Adaptive Camp Carley

Adaptive Summer Camp Fiesta

Veterans Day Parade

Junior Lifeguards

Swim Lessons

Park Court Rentals

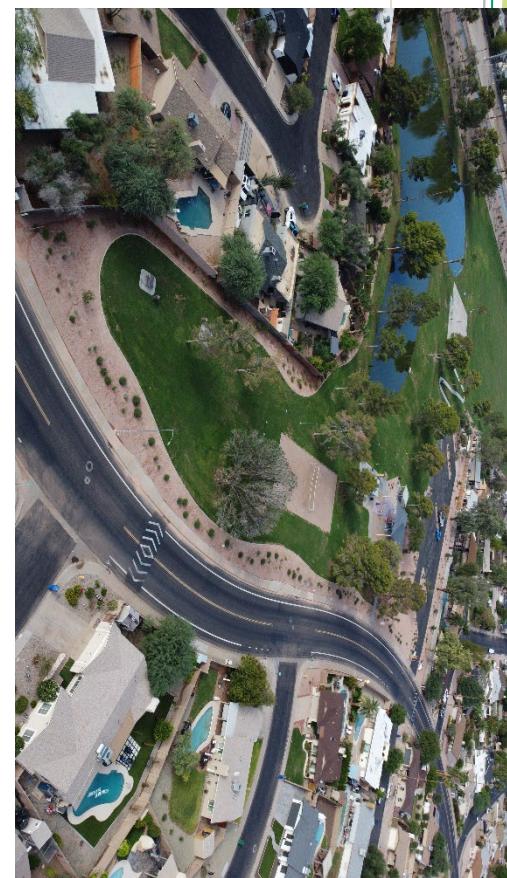
# PRCF Programs and Operations



# Maintenance



209 Parks and Basins on 1,782 acres  
65 playgrounds  
4 community fishing lakes  
3 dog parks  
2 professional baseball stadiums  
23 sports complexes  
5,407,558 gallons of water at 9 Aquatics Centers in 20 pools



Maintenance Focus	Cost Per Acre or K-Gallon
General Park Acres	\$11,643/acre
Sports Complex Acres	\$21,636/acre
Aquatics K-Gallons	\$506/K-Gallon
	\$14,976 Average Cost Per Acre

# Programs

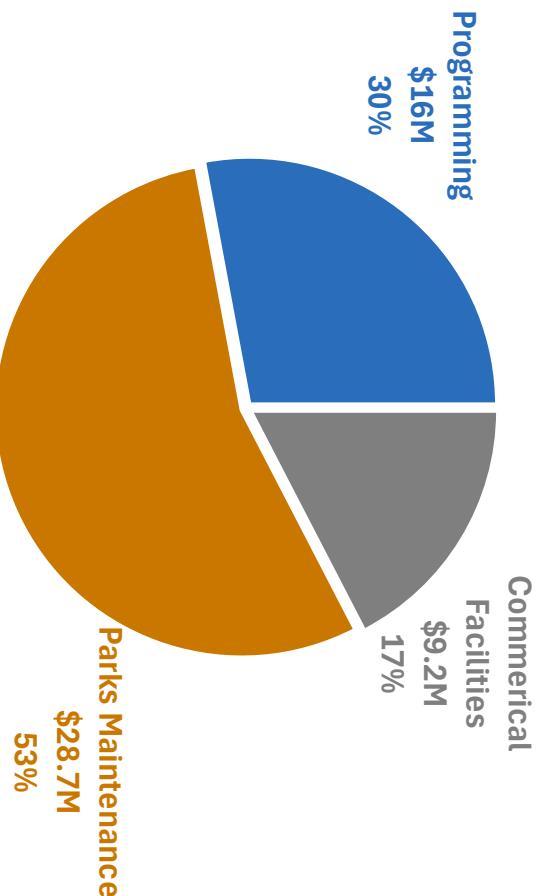


## Attendance over 3,000,000 at PRCF Programs and Facilities

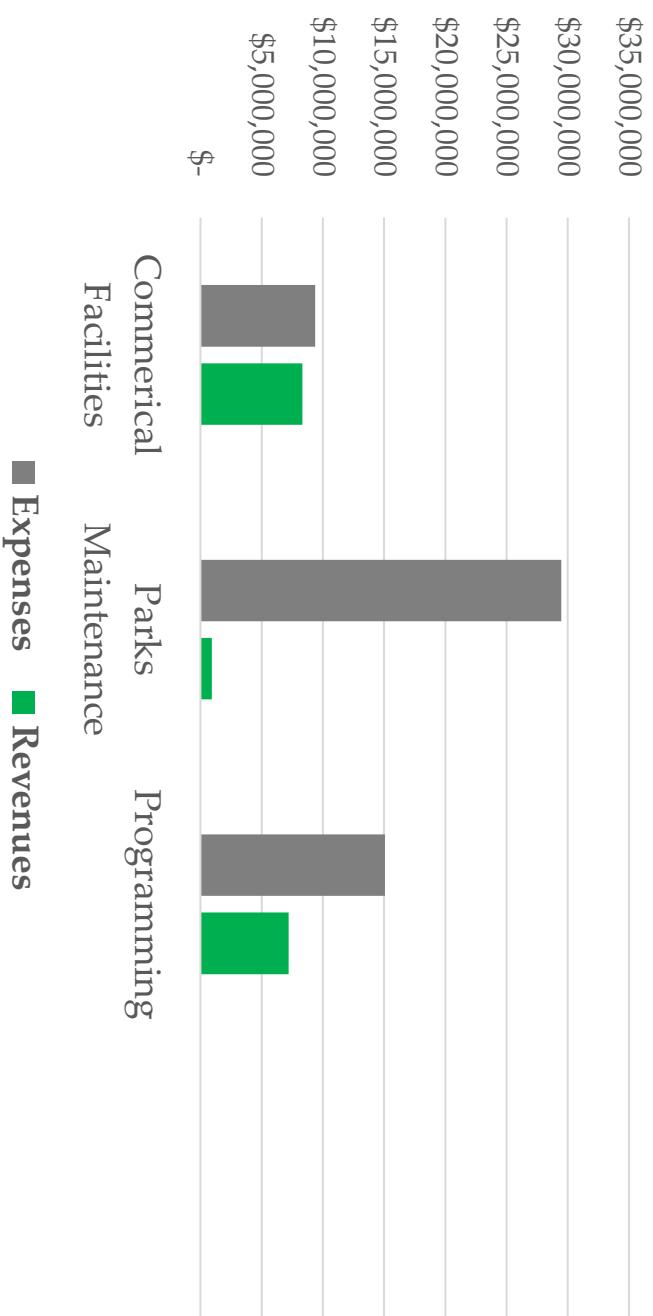
- ❖ 120 visits on tennis, pickleball, and volleyball courts
- ❖ 10,583 sports field rentals with 4,271 affiliated youth groups rentals
- ❖ 220 sports field tournaments hosted
- ❖ 643 adult sports teams with 58,659 players
- ❖ 23,540 visits to mobile recreation programs at 6 parks
- ❖ 121,558 attendees at special events
- ❖ 25 City-sponsored special events with 121,000 attendees
- ❖ 11 City-supported special events with 45,000 attendees
- ❖ 19,046 skaters at Merry Main Street
- ❖ 145 events hosted at The Post, including 76 private events, with 17,000 attendees
- ❖ 4,752 summer camp participants at 12 sites
- ❖ 1,484 youth sports participants
- ❖ 35,857 visits to after school programs
- ❖ 71,664 visits to the Tri-Centers (Webster, Eagles, Jefferson)
- ❖ 197,139 visits to Red Mountain Center
- ❖ 4,536 registered in special interest classes
- ❖ 3,202 registered in 175 adaptive activities
- ❖ 517 inclusion requests for programs
- ❖ 1,500 scholarships for program fees
- ❖ 1,979 volunteers contributing 37,413 hours
- ❖ 2,662 ramada reservations

# FY 25 Overview by Division

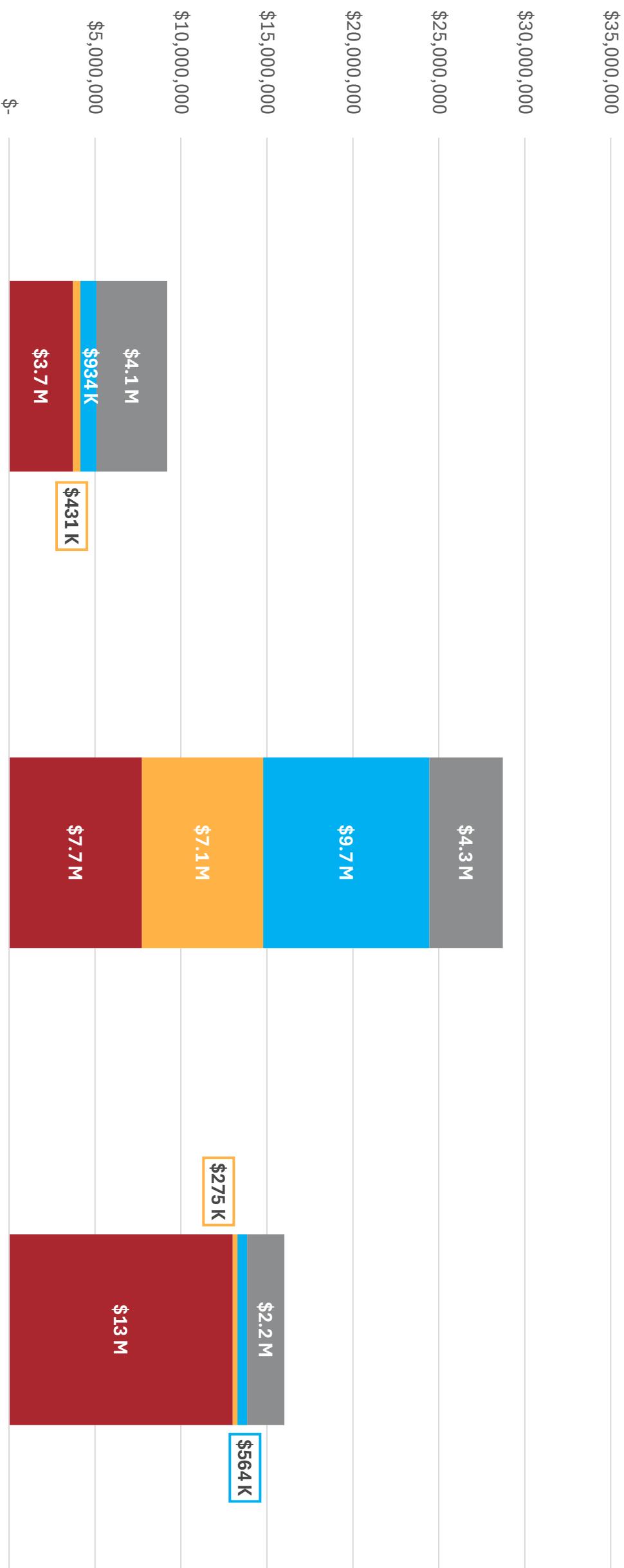
## FY 25 Expenses



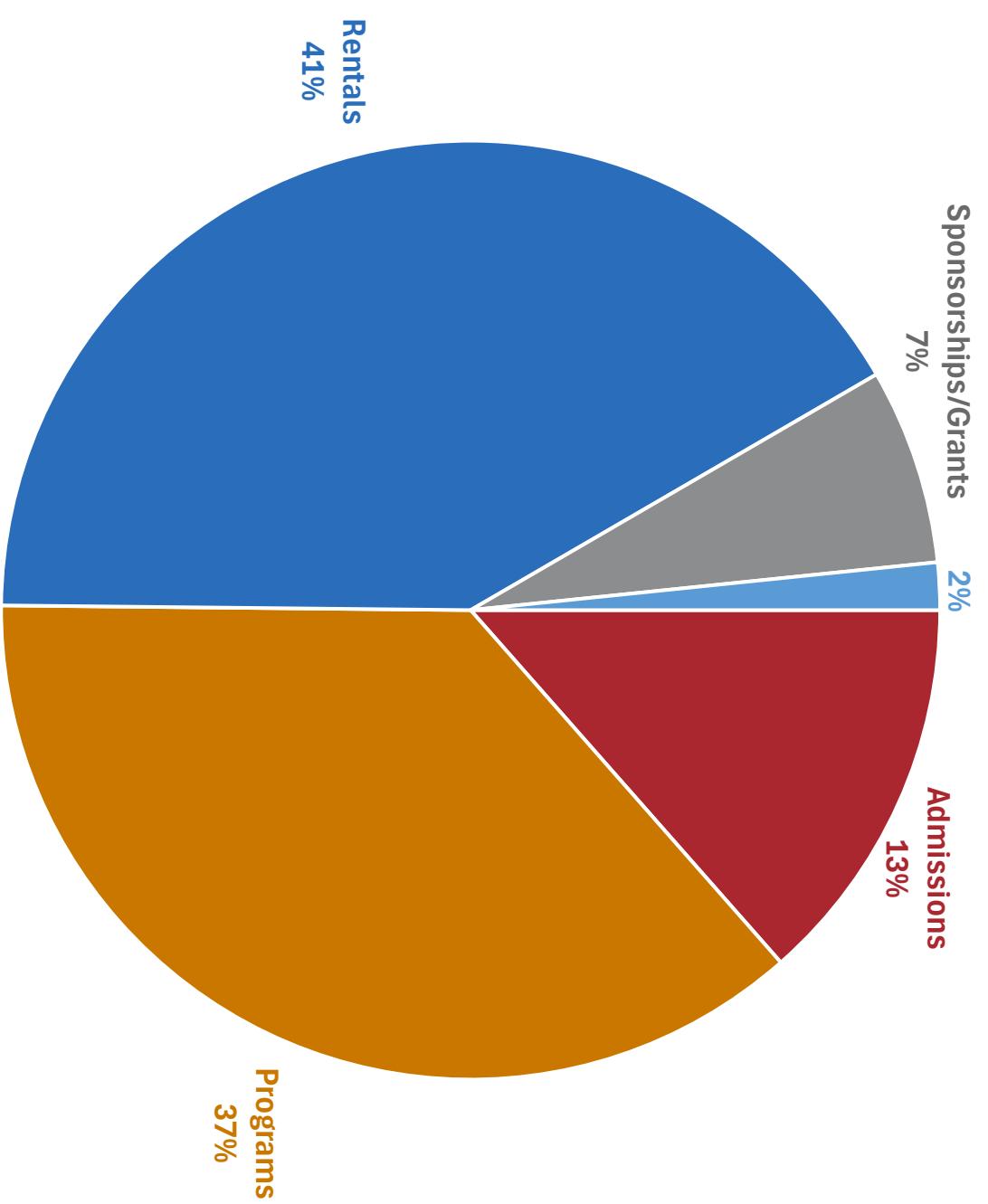
## FY 25 Expenses vs Revenues

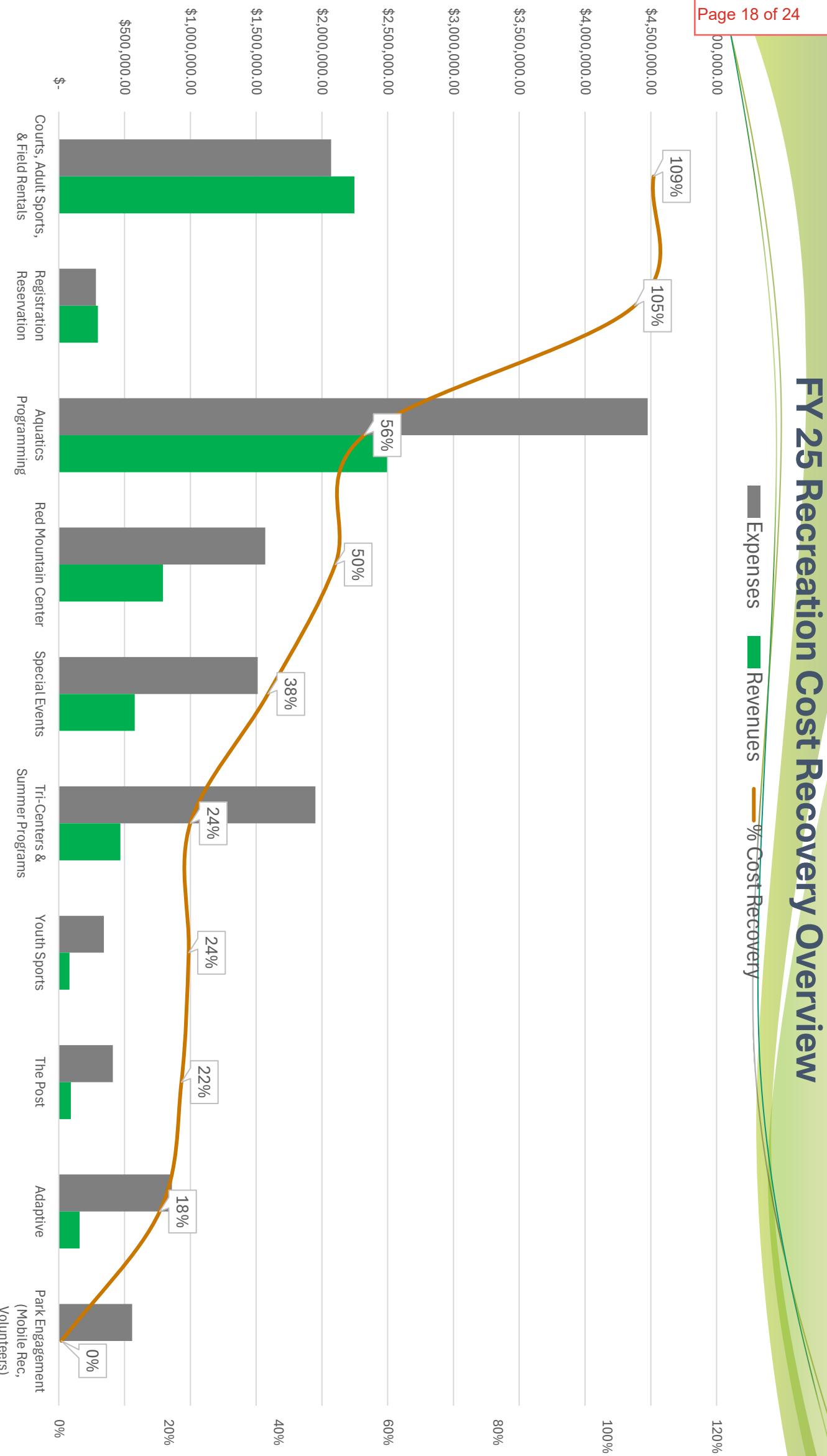


## FY 25 Expenditures by Category



## FY 25 Recreation Revenues by Source





# FY 25 Recreation Overview by Program Type

	Attendance	Programs	Revenue
Athletics Programs	1.2M	28K	\$2.3M
Programs in Parks	650K	8K	\$900K
Indoor Programming	215K	1,300	\$1.5M
Aquatics Programs	592K	9,700	\$2.5M
<b>TOTAL</b>	<b>2.7M</b>	<b>47K</b>	<b>\$7.2M</b>

# FY 25 Recreation Overview by Revenue Category

	Attendance	Programs	Revenue
Facility Rentals	2.1M	40K	\$3.7M
Programming	127K	6,800	\$2.4M
Admissions	487K	189	\$1.1M
<b>TOTAL</b>	<b>2.7M</b>	<b>47K</b>	<b>\$7.2M</b>

# FY 25 Rentals Analysis

	Attendance	Programs	Revenue
AYG Rentals	<b>760K</b>	<b>8K</b>	<b>\$527K</b>
Fields	500K	4,300	\$277K
Pools	260K	3,700	\$250K
IGA Rentals	<b>65K</b>	<b>865</b>	<b>\$1.1M</b>
Fields	570	58	\$2,400
Pools	65K	807	\$1.1M
General Rentals	<b>720K</b>	<b>7,100</b>	<b>\$1.3M</b>
Fields	574K	6,500	\$1.2M
Pools	146K	600	\$100K

# Program Status Based on Council Direction for FY 2026 Budget

## Program Changes Implemented 7/1/25

- Close Red Mountain Center on holidays
- Close Mesa Tennis and Pickleball Center on holidays
- Reduce expanded swim lesson times at three pools
- Limit aquatics special events to public swim times or at 100% cost recovery
- Eliminate City financial support of Pioneer Park Festivals events
- Fee increases of 10% at Convention Center and Amphitheater
- Fee increases of 10% for Mesa Tennis and Pickleball Center court rentals
- Fee increases of 10% for ice rink skating
- Fee increases of 10% for ramada rentals

# Program Status Based on Council Direction for FY 2026 Budget

## Programs Kept Without Changes

- No change in fees for affiliated youth sports groups on August 1
- No reduction in available hours for affiliated youth sports groups at pools
- No change to swim lesson fees
- No change to league and tournament fees, camp fees, recreation programs; remain at Summer 2025 levels
- Continue offering Jefferson and Webster City-sponsored carnivals
- Continue same Red Mountain Center daily hours (no early closure or Friday closure)
- Continue Eagles open gym on Fridays
- Continue daily public swim hours (no daily reduction of 1 hour, keep Sunday hours)
- Keep public swim on Memorial Day and July 4th
- Continue school break camps at Jefferson, Webster, and Eagles (but reduce Winter camp from 2 to 1 week)
- Continue City financial support of the Mesa Pow Wow
- Keep Rhodes FlowRider League in off seasons with slightly higher fee and minimum enrollment
- Keep water exercise in off season with slightly higher fee and concurrent pool use
- Keep lap swim in off seasons with slightly higher fee and concurrent pool use
- Keep Fremont Pool open at least through Summer 2026

