



## KC's Parks and Boulevards: THE NEXT 125 YEARS



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# Agenda

- History Behind Kansas City Parks
- Current Park System
- Current System Challenges
- Funding Options
- Opportunities
- Questions



# History Behind Kansas City Parks

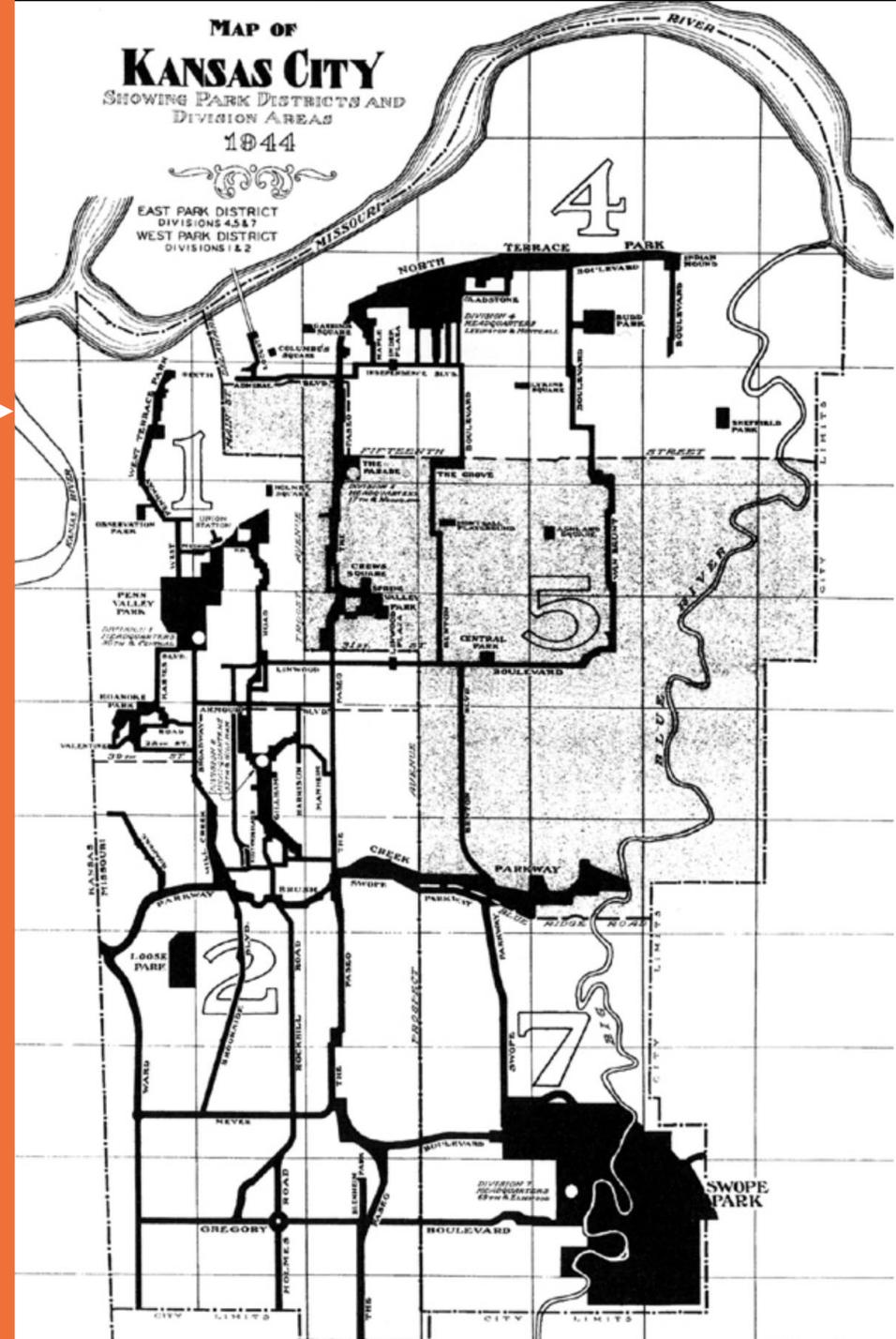
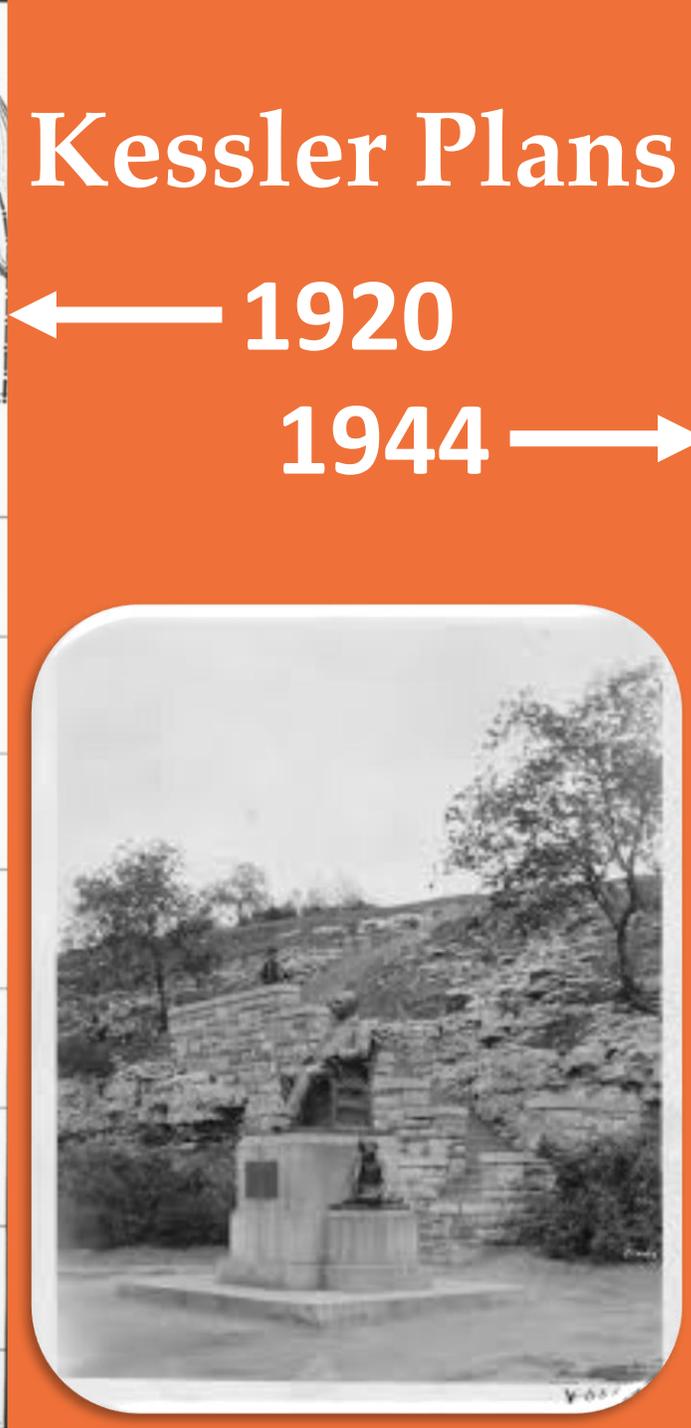
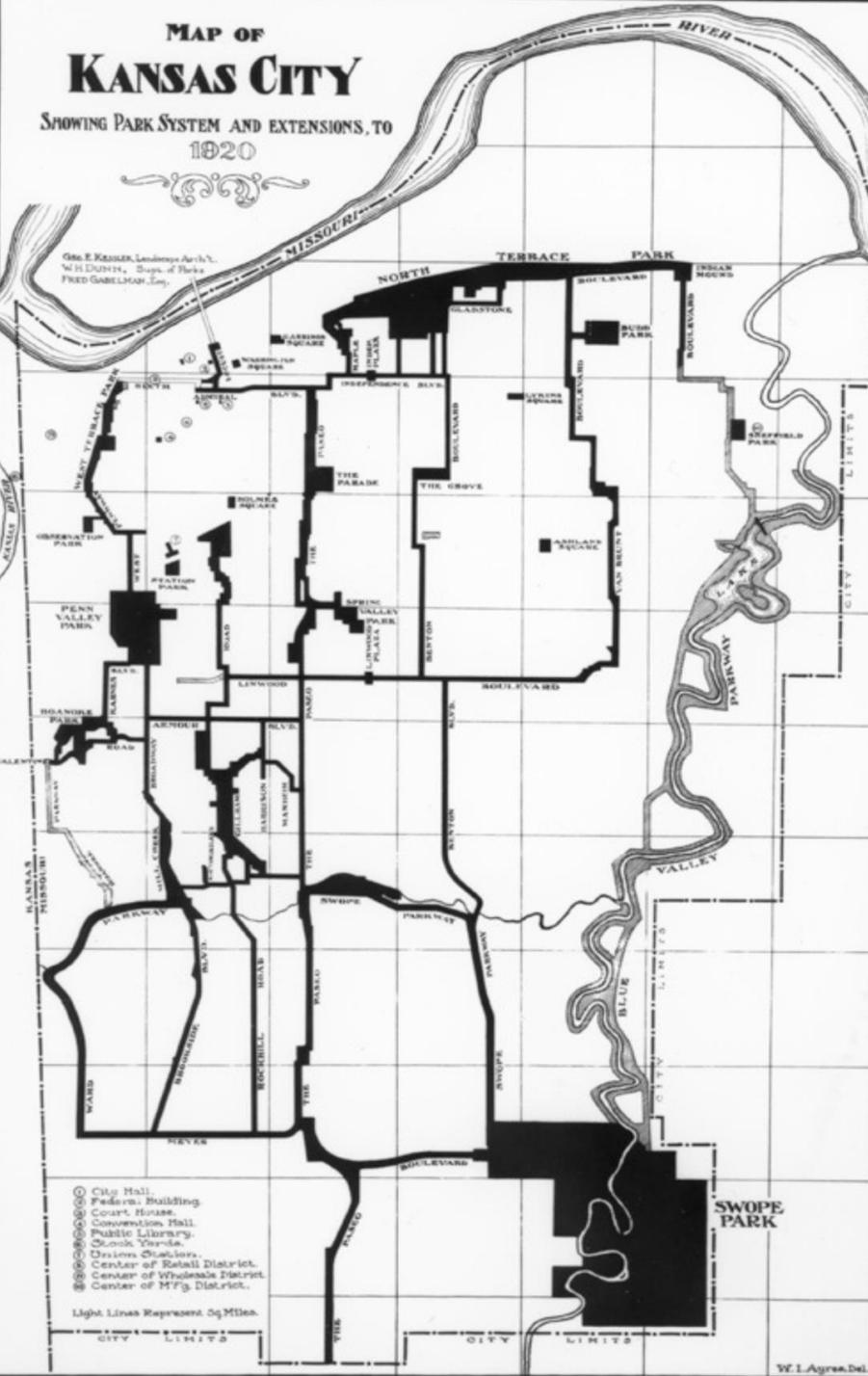
# Hierarchy of Parks

Connected by  
boulevards and  
parkways

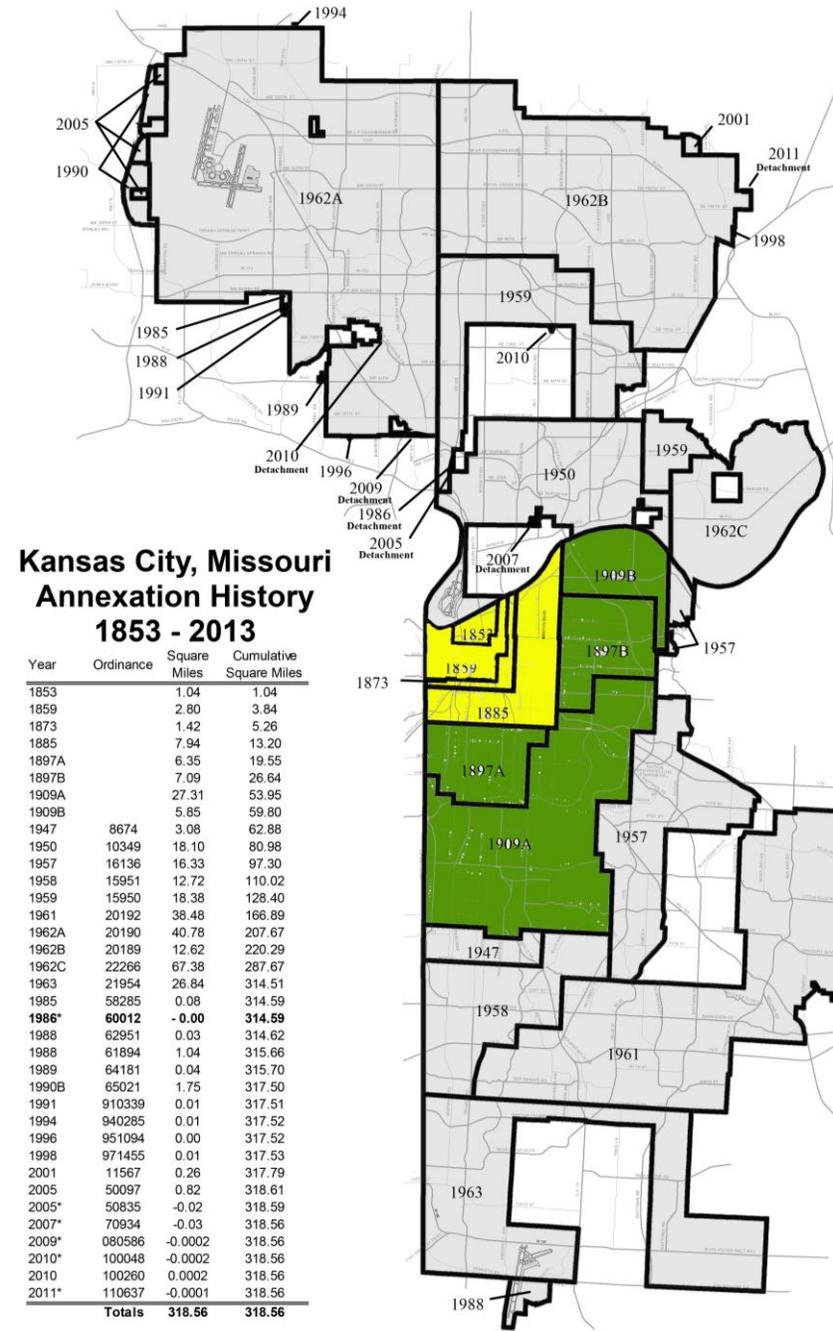
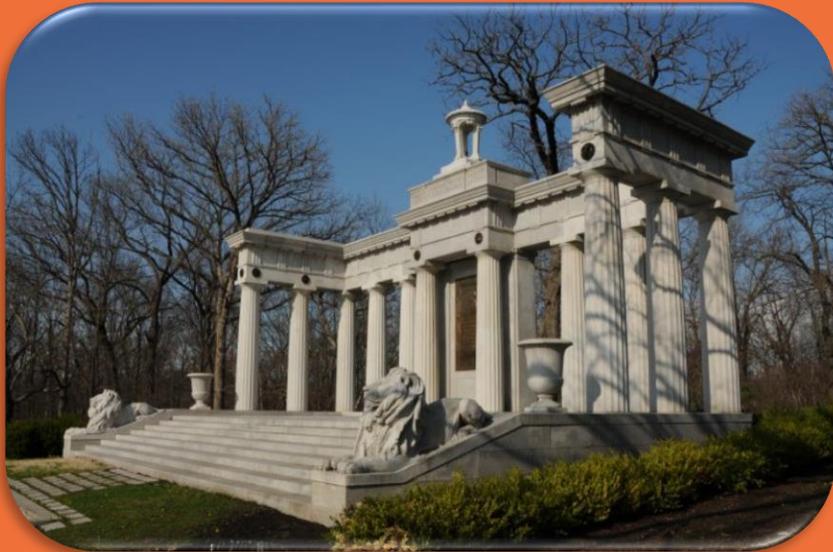


## 1893 Plan – Guiding Concepts



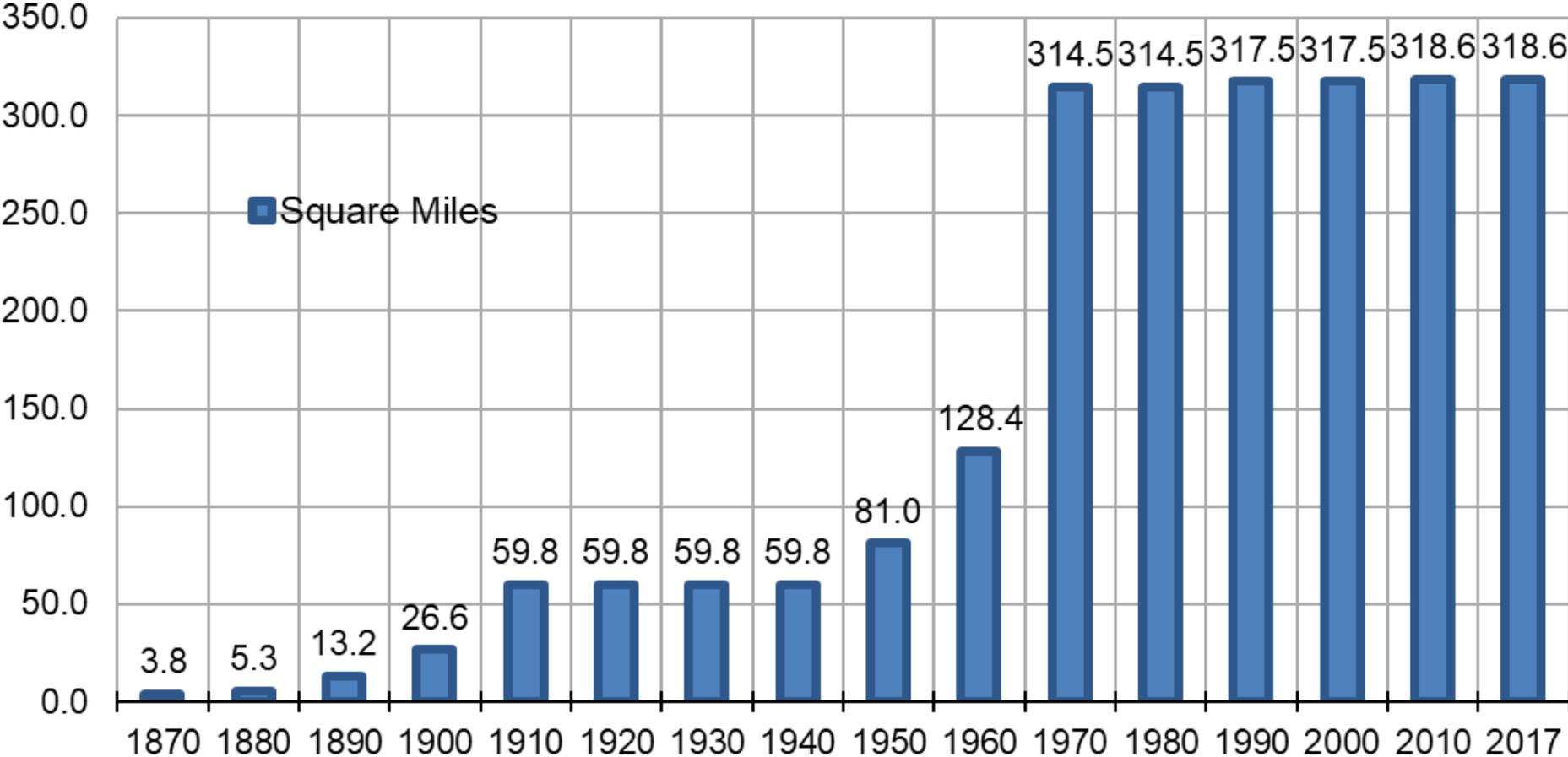


# Annexation History Map

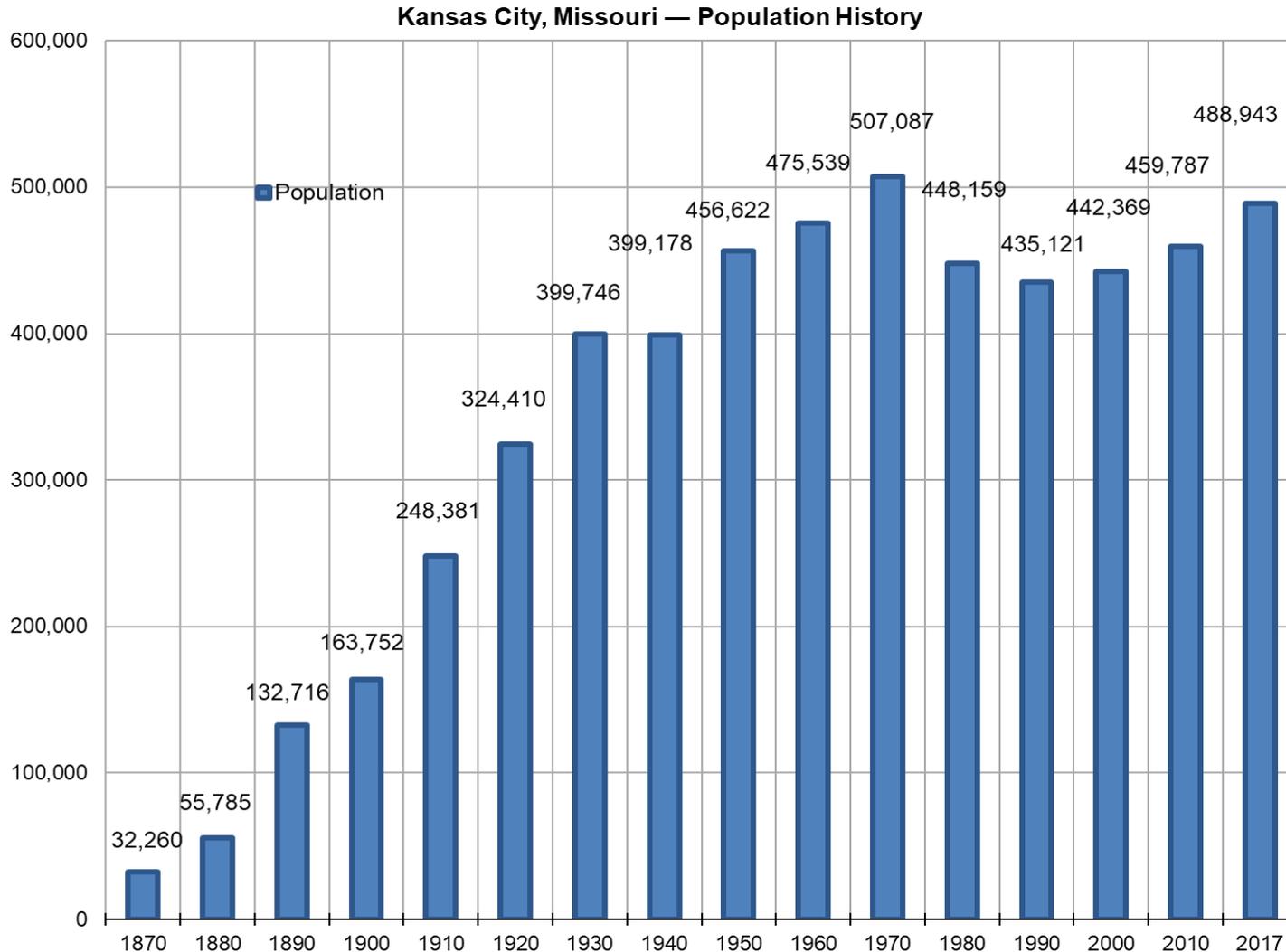


# Annexation History – Land Area

Kansas City, Missouri — Land Area History



# Population History



- 1970 – Largest Population of 507,087
- 2017 – Recovering to levels not seen in over four decades

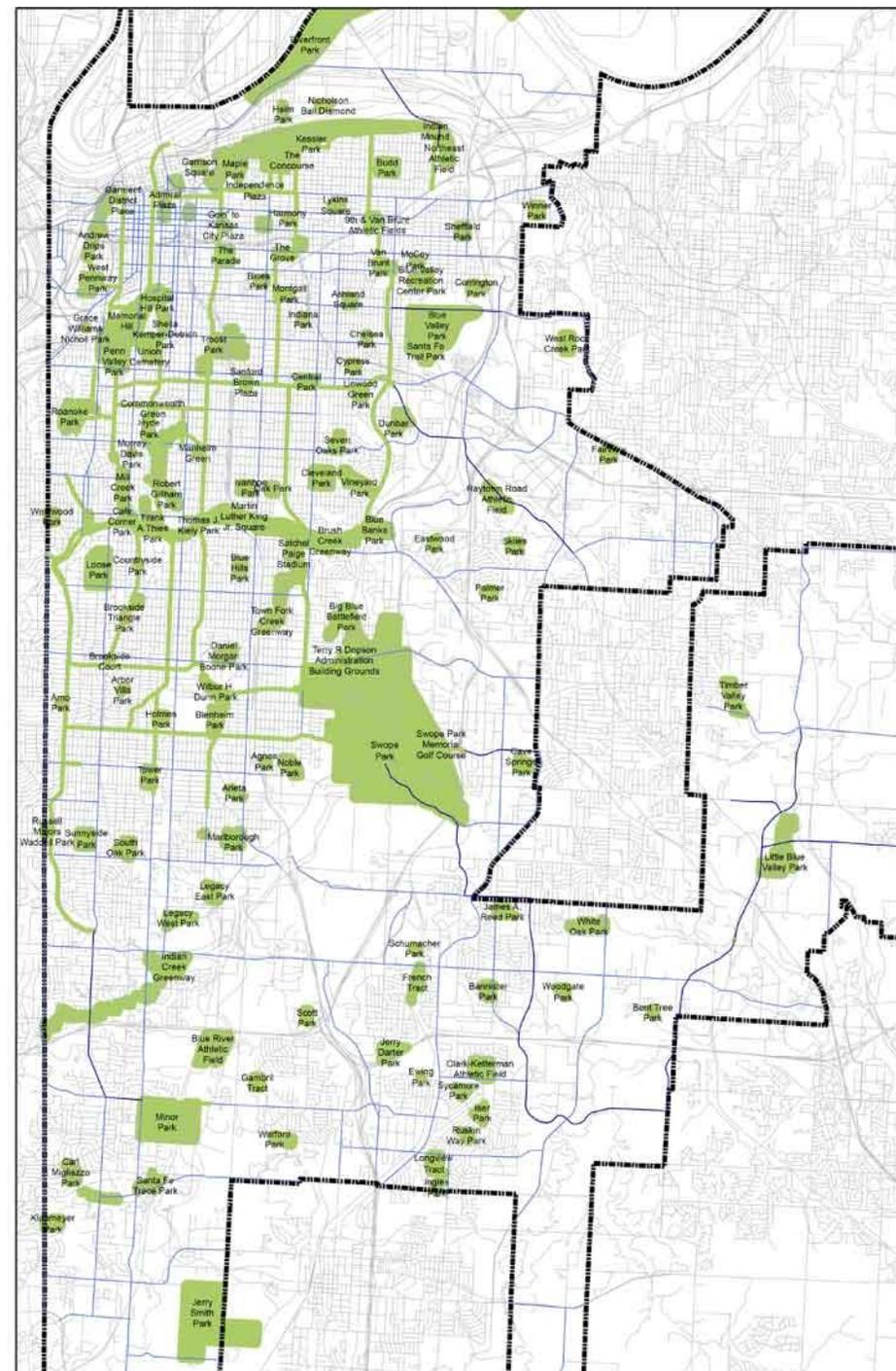


# Current Parks System

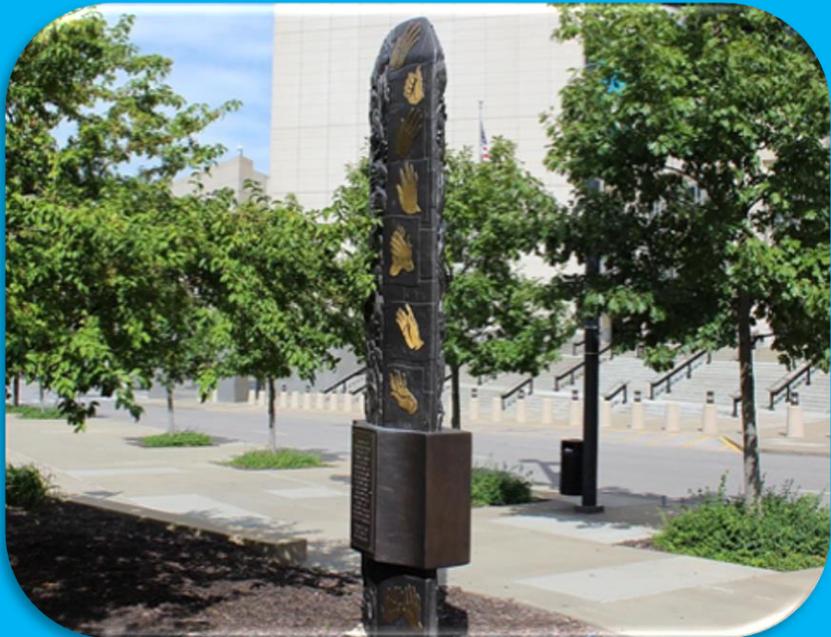


# Current Park System

## South Parks



# Changes in Funding



## Original Funding

Property Tax Assessments – supported by property owners who benefit the most

## Today's Funding

½ Cent Sales Tax – for maintenance with no dedicated capital source for parks

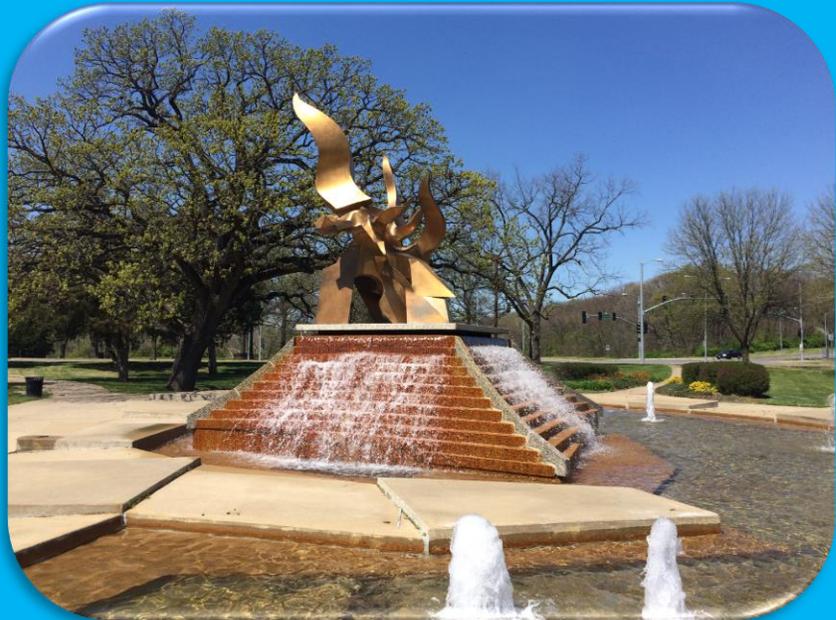
## KEY CONCERN

The drop in retail sales tax puts finances in “quicksand”

# Current System Comparison 1920-2017

Factor	1920	2017	Variance	Percent +/-
Population	324,420	488,943	164,523	34%
Land Area (sq. mi.)	59.8	318.6	259	81%
Density (people/acre)	8.5	2.4	-6	-254%
Boulevards & Park Drives (mi.)	151	173	22	13%
Acres (parks & parkways)	3,471	12,385	8,914	72%
Acres / 1,000 Population	10.7	25.3	15	58%
Park / Land Area	9.10%	6.10%	-3%	-49%

# Current System by the Numbers



- 12,242 acres (more than the Benchmark #)
- 221 parks
- 174 miles of road
- 133 ball diamonds
- 119 monuments and sculptures
- 103 parks with playgrounds
- 55 picnic shelter
- 48 fountains
- 29 lakes
- 25 aquatic centers
- 10 community centers
- Seven museums
- Five golf courses

# Parks System Benchmarking



# Benchmarking – General Comparison

System	Jurisdiction Area (Sq. Mi.)	Current Population of City/ Jurisdiction	Population Per Square Mile	Total Number of Parks and Greenways	Total Acres Owned or Managed by System	Total Developed Acres	% Acres Maintained to Total Park Acres	Total Park Acres Per 1,000 Pop.
Kansas City	319	463,202	1,452	220	12,135	3,823	32%	26.20
Austin	318	824,205	2,592	254	19,511	12,585	65%	23.67
Denver	153	634,265	4,146	250	5,900	n/a	n/a	9.30
Minneapolis	58	392,880	6,774	182	6,749	2,700	40%	17.18
Little Rock	117	196,537	1,680	72	6,315	4,009	63%	32.13
Springfield-Greene Co.	677	287,000	424	103	3,037	2,000	66%	10.58
St. Louis	62	318,069	5,130	111	3,250	3,250	100%	10.22
Wichita	166	382,368	2,303	123	11,173	4,391	39%	29.22

NOTE: Total developed acres not available for Denver

- Population per square mile = 7<sup>th</sup>/8 (1,452/sq. mi.)
- Total acres = 2<sup>nd</sup>/8 (12,135 acres)
- Total developed acres = 4<sup>th</sup>/8 (3,823 acres)
- 26.2 acres per 1,000 pop. = 3<sup>rd</sup>/8 (26.2 acres/1,000 pop.)

# Benchmarking – Operating Budget

System	Total Population	Total Earned Income Revenues	Earned Income per Capita	Total Operating Expenses	Operating Expense per Capita	Total Capital Expenditures	Capital Expense per Capita	Cost Recovery
Kansas City	463,202	\$ 16,683,650	\$ 36.02	\$ 37,678,107	\$ 81.34	\$ 34,058,829	\$ 73.53	44%
Austin	824,205	\$ 14,712,351	\$ 17.85	\$ 55,114,946	\$ 66.87	\$ 24,221,630	\$ 29.39	27%
Denver	634,265	n/a	n/a	\$ 54,530,384	\$ 85.97	\$ 13,867,961	\$ 21.86	n/a
Minneapolis	392,880	\$ 18,837,990	\$ 47.95	\$ 71,562,315	\$ 182.15	\$ 18,593,428	\$ 47.33	26%
Little Rock	196,537	\$ 11,646,112	\$ 59.26	\$ 20,497,666	\$ 104.29	\$ 4,836,480	\$ 24.61	57%
Springfield-Greene Co.	287,000	\$ 28,000,000	\$ 97.56	\$ 28,000,000	\$ 97.56	\$ 12,000,000	\$ 41.81	100%
St. Louis	318,069	\$ 1,696,780	\$ 5.33	\$ 22,145,283	\$ 69.62	\$ 4,360,300	\$ 13.71	8%
Wichita	382,368	\$ 6,117,125	\$ 16.00	\$ 20,909,266	\$ 54.68	\$ 2,810,000	\$ 7.35	29%

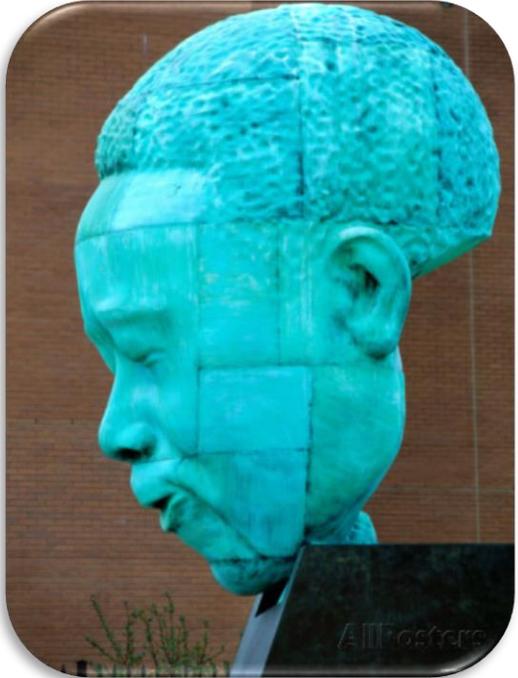
NOTE: Revenues and expenses for Springfield-Greene Co. are budgeted figures  
 Revenue figures not available for Denver

- Total earned income = 3<sup>rd</sup>/8 (\$16.6M).....Per capita = 4<sup>th</sup>/8 (\$36.02)
- Total operating expenses = 4<sup>th</sup>/8 (\$37.6M).....Per capita = 5<sup>th</sup>/8 (\$81.34)
- Total capital expenses = 1<sup>st</sup>/8 (\$34M).....Per capita = 1<sup>st</sup>/8 (\$73.53)
- Cost Recovery = 3<sup>rd</sup>/8 (44%)



# Benchmarking – Cost Per Maintained Acre

System	Total Operating Expenses	Total Developed Acres	Cost per Maintained Acre
Kansas City	\$ 37,678,107	3,823	\$ 9,856
Austin	\$ 55,114,946	12,585	\$ 4,379
Minneapolis	\$ 71,562,315	2,700	\$ 26,505
Little Rock	\$ 20,497,666	4,009	\$ 5,113
Springfield-Greene Co.	\$ 28,000,000	2,000	\$ 14,000
St. Louis	\$ 22,145,283	3,250	\$ 6,814
Wichita	\$ 20,909,266	4,391	\$ 4,762
NOTE: Developed acres not available for Denver			



- Cost per maintained acre = 3<sup>rd</sup>/8 (\$9,856)

# Benchmarking – Full Time Equivalents

System	Total FTE's	Population	Total FTE's per 1,000 Pop.
Kansas City	287	463,202	0.62
Austin	1,674	824,205	2.03
Denver	746	634,265	1.18
Minneapolis	1,156	392,880	2.94
Springfield-Greene Co.	274	287,000	0.95
Wichita	224	382,368	0.59

System	Total FTE's	Developed Acres	Total FTE's per Developed Acre
Kansas City	287	3,823	0.08
Austin	1,674	12,585	0.13
Minneapolis	1,156	2,700	0.43
Springfield-Greene Co.	274	2,000	0.14
Wichita	224	4,391	0.05

NOTE: Total FTE's not available for Little Rock and St. Louis  
 Total developed acres not available for Denver

- Total FTE's per 1,000 pop. = 5<sup>th</sup>/6 (0.62)
- Total FTE's per developed acre = 5<sup>th</sup>/6 (0.08)



# Benchmarking – Comparison of Facilities

System	Population	Total Aquatic Facilities	Total Recreation/ Community Centers	Total Square Footage of Recreation/ Community Centers	Recreation/ Community Center Avg. Square Footage	Recreation/ Community Center Square Footage per Capita
Kansas City	463,202	25	10	233,778	23,378	0.50
Austin	824,205	50	20	n/a	n/a	n/a
Denver	634,265	29	30	n/a	n/a	n/a
Minneapolis	392,880	67	50	n/a	n/a	n/a
Little Rock	196,537	4	7	101,132	14,447	0.51
Springfield-Greene Co.	287,000	8	7	304,703	43,529	1.06
St. Louis	318,069	7	9	390,000	43,333	1.23
Wichita	382,368	10	9	99,572	11,064	0.26

NOTE: Square footage figures not available for Austin, Denver, and Minneapolis

- Total aquatic facilities = 4<sup>th</sup>/8 (25)
- Total recreation centers = 4<sup>th</sup>/8 (10)

# Parks Are Expensive to Develop & Maintain

Development	Unit	Unit Cost	Example	Example costs	Lifecycle (years)
Aquatic Center	square feet	\$400-\$500	50 meter 10 lane = 20,370 sf. (\$400)	<b>\$8,148,000</b>	35
Community Center	square feet	\$425	KC Ave. Center Sq.Ft. = 23,378	<b>\$9,935,650</b>	50
Spraypad/Splashpad	square feet	\$49-\$69	Drain to waste - 4,300 Sq.Ft.	<b>\$296,700</b>	25
Mile of trail	Linear Foot	\$60.00	1 Mile = 5280 Feet	<b>\$316,800</b>	25
Playground	each	\$250,000	N/A	<b>\$250,000</b>	15
Picnic Shelter	each	\$85,000	N/A	<b>\$85,000</b>	35
Sports Field with Lights	each	\$1,000,000	N/A	<b>\$1,000,000</b>	25



# Current System Challenges, Funding Options & Opportunities

# Current Challenges

## KC Parks needs to Address



- Infrastructure problems
- Fountain repairs (48)
- Ornaments (122 – large #, some very old)
- Museums (8)
- Community centers – (233,780 sq. ft. to manage)
- Pools (25), spray pads, lakes
- Athletic fields
- Signature facilities:
  - Starlight Theater, dog parks, extensive trail system, nature center
- Street trees and invasive plants
- Already \$36M in system capital improvements
- Staffing levels - dropped from 900 in **1986**, to **287 at time of Benchmark**

# Current Funding Options

## KC Parks



- ½ Cent Sales Tax- Dedicated to Parks
- Kansas City Museum Levy-Dedicated to Parks
- (2) Conservancies

# Current Funding Options- Non Dedicated

## KC Parks



- *General Fund*
- *Public Improvements Advisory Committee*
- *GO Bond*
- *Grants*
- *Donations*
- *Operational earned income from user fees*
- *Endowments*

*Italicized = Funds are not dedicated and amount fluctuates*

# Opportunities

## Funding Opportunities to Explore:

- Redevelopment funds
- Food & Beverage Tax
- Retail Impact Fees (Austin Texas)
- Soda Tax (Philadelphia)
- Dedicated Cultural Fee (fountains & museums)
- Entrance Fees to other amenities

## Operational Opportunities:

- Establish a Business Development Office
- Update Development Ordinances
- Relinquish unnecessary land developers gave the City – free up valuable resources

# Moving Forward

- Economic Development Discussions
  - Be at the table
- Capital Improvement (catch up bond)
  - Consider issuing to keep existing facilities & park system relevant
- How do we “right” size the system?
- Learn to say “No” graciously
- Continually look for new dedicated funding
- Eliminate duplication of services, as much as possible
- Develop a higher level of investment partners to help provide services



I'm happy  
to answer  
any  
questions

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## THE YEAR IN NUMBERS

### COMMUNITY SERVICES 2018

<b>Customer Participation</b>	
Community Centers	260,537
Pools/Spraygrounds	120,447
Athletic Facilities & Programs	1,347
<b>Youth Participation</b>	
Mayor's Night Programs	3,918
All Facilities & Programs	84,630

### ATTENDANCE 2018

Golf Courses	146,401
Lakeside Nature Center	38,480
Loose Park Garden Center	35,826
Kansas City Zoo	899,714
Kansas City Northern Railroad	50,565
Kansas City Museum/Garment District Museum	12,918
National WWI Museum & Memorial	646,453
Shoal Creek Living History Museum	10,907
Starlight Theatre	285,760
Bruce R. Watkins Cultural Heritage Center	10,449
Swope Soccer Village	535,000
West Terrace Dog Park	13,993
Special Events Attendance	373,666
Road Race Participation	83,853

### SHELTER HOUSES 2018

Reservations	1,027
Attendance	51,058

### VOLUNTEERS 2018

Number of Volunteers	7,336
Volunteer Hours	48,875
Estimated Value of Volunteers	\$ 1,054,328

### NATURAL RESOURCES 2018

Trees Trimmed	4,574
Trees Planted	1,802
Trees Removed	1,867
Stumps Removed	716
Total Acreage Mowed	67,951
Graffiti Incidents Removed	236

### MARKETING AND EVENTS 2018

Facebook Fans	14,565
Twitter Followers	8,426
Instagram Followers	11,183
E-newsletter Distribution List	12,980
Permitted Park Events	195
Permitted Road Races	59

### MAINTENANCE HOURS WORKED 2018

Athletic Fields	2,643
Landscaping	21,102
Park Facility Repairs	37,696
Special Event Preparation	2179
Litter/Trash Removal	32,986