CRA MEETING
ZEPHYRHILLS, FLORIDA

Monday, September 23, 2024
5:00 PM

Please join the GoToMeeting
from your computer, tablet or smartphone:
https://meet.goto.com/970758869
or dial in using your phone:
+1 (244) 501-3412 - Access Code: 970-758-869
(Please mute your phone unless you wish to speak on a specific item

Zephyrhills City Hall **Council Chambers**

Call to Order – Commissioner Steven F. Spina, Ph.D
Roll Call – Acting City Clerk Ricardo Quiñones

1. CITIZEN COMMENTS - FOR ITEMS NOT ALREADY ON THE AGENDA
2. BUSINESS ITEMS
   - 2.1 First Reading **RESOLUTION NO. 828-24 - "A RESOLUTION OF THE CITY OF ZEPHYRHILLS COMMUNITY REDEVELOPMENT AGENCY ADOPTING A PROPOSED BUDGET FOR THE CRA DISTRICT FOR THE FISCAL YEAR 2024-2025; PROVIDING FOR SEVERABILITY, APPLICABILITY AND ESTABLISHING AN EFFECTIVE DATE."**
     1. Resolution 828-24 CRA 2024-2025 Budget
     2. Resolution 828-24 Exhibit A
   - 2.2 2024 Audit Engagement Letter No. 37-24-13 with DG Perry - One Year Extension for CRA Audit Services
     1. CRA engagement letter
   - 2.3 Zephyrhills Master Park Plan Review
     1. ZPRMP aagn1123
     2. Zephyrhills Parks and Recreation Master Plan Survey Report

    3. 2024-08-13 Zephyrhills PRMP City Workshop_revised (1)

3. CRA DIRECTOR'S REPORT
4. MAIN STREET ACTIVITY REPORT

ADJOURN

*** PLEASE NOTE: This is a Public Meeting. Should any interested party seek to appeal any decisionmade by the Council with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceeding is made, which record includes the testimony and evidence upon which the appeal is to be based. F.S. 286.0105. If you are a person with a disability which requires reasonable accommodation in order to participate in this meeting, please contact the City Clerk at 813/780-0000 at least 48 hours prior to the public hearing. A.D.A. and F.S. 286.26.**

CRA Meeting
September 23, 2024

Action Item

BUSINESS ITEMS 2.1

First Reading **RESOLUTION NO. 828-24 - "A RESOLUTION OF THE CITY OF ZEPHYRHILLS COMMUNITY REDEVELOPMENT AGENCY ADOPTING A PROPOSED BUDGET FOR THE CRA DISTRICT FOR THE FISCAL YEAR 2024-2025; PROVIDING FOR SEVERABILITY, APPLICABILITY AND ESTABLISHING AN EFFECTIVE DATE."**

Issue:

CRA Board of Commissioners approve Resolution 828-24.

Background:

In accordance with Sections 163.387 and 189.016, of the Florida Statutes, the CRA Board of Commissioners are required to adopt the budget by resolution each fiscal year.

The attached budget includes funding for major CRA programs including Commercial, Residential and Homeowner's Incentives, Public Art Downtown, Zephyr Park/Oakside Neighborhood Improvements, Clock Plaza Improvements, Sidewalks and Trails, New Park Signage, Entrance Signange, and 5th Ave Hardscape Improvements.

Attachment(s):

1. Resolution 828-24 CRA 2024-2025 Budget
2. Resolution 828-24 Exhibit A

Fiscal Impact:

Refer to CRA Budget FY24/25.

Staff Recommendation:

Staff recommends approval of Resolution 828-24.

RESOLUTION NO. 828-24

A RESOLUTION OF THE CITY OF ZEPHYRHILS COMMUNITY REDEVELOPMENT AGENCY ADOPTING A PROPOSED BUDGET FOR THE CRA DISTRICT FOR THE FISCAL YEAR 2024-2025; PROVIDING FOR SEVERABILITY, APPLICABILITY AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, The Zephyrhills Community Redevelopment Agency (Zephyrhills CRA) was created pursuant to Chapter 163, Part III, Florida Statutes (the "Community Redevelopment Act") establishing the conditions and procedures for the establishment of community redevelopment areas and agencies; and,

WHEREAS, the Zephyrhills CRA is a dependent special district under Chapter 189, Florida Statues (2006), known as the Uniform Special District Accountability Act (the "Special District Act"); and,

WHEREAS, the Special District Act requires all special districts, including dependent special districts, such as the Zephyrhills CRA, to adopt a budget for each fiscal year by resolution;

NOW, THEREFORE, be it resolved by the Community Redevelopment Agency of the City of Zephyrhills, Florida as follows:

Section 1. Authority. The Zephyrhills CRA has the authority to adopt this Resolution pursuant to the Special District Act.

Section 2. Adoption of Budget. The governing body of the Zephyrhills CRA does hereby approve and adopt a Budget for the Zephyrhills CRA for Fiscal Year 2024–2025. A copy of the budget is attached hereto and incorporated herein as Exhibit "A".

Section 3. Severability. If any section, subsection, sentence, clause, phrase or portion of this Resolution is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining potion hereto.

Section 4. Effective Date. This resolution shall take effect upon adoption.

The foregoing Resolution No. 828-24 was read and passed in an open and regular meeting of the Community Redevelopment Agency of the City of Zephyrhills, Florida on this 23rd day of September, 2024.

Attest: ______________________________ ______________________________

Ricardo Quinones, Deputy City Clerk Steven F. Spina, Ph.D., CRA Board President

Approved as to legal form and legal content
for the sole reliance of the City of Zephyrhills

____
Matthew E. Maggard, City Attorney

Exhibit A

Community Redevleopment Agency

CRA Fund
Org Code: 11005900

The CRA is a dependent special district in which any future increases in property values are set aside in a Trust Fund to support economic development and redevelopment projects within the designated district.

Under Florida Statute Chapter 163, Part III, local governments have the ability to designate areas as Community Redevelopment Areas when certain conditions exist. To document the required conditions, the local governments must survey the proposed redevelopment area and prepare a Finding of Necessity. If the Finding of Necessity determines the required conditions of slum and blight exist, the local government may create a Community Redevelopment Agency to provide the tools needed to foster and support positive redevelopment of the targeted area. The Community Redevelopment Agency is responsible for developing and implementing the Community Redevelopment Plan or Master Plan that addresses the unique needs of the targeted area. The plan includes the overall goals for redevelopment in the area, as well as identifying the types of projects planned for the area.

Tax Increment Financing or TIF is a unique tool available to cities and counties for redevelopment activities as provided in the Master Plan. It is used to leverage public funds to promote private sector activity in the CRA. The dollar value of all real property in the Community Redevelopment Area is determined as of a fixed date, also known as the “frozen value”. Taxing Authorities continue to receive property tax revenues based on the frozen value. These frozen revenues are available for general government purposes. Any tax revenues from increases in real property value within the CRA are deposited into the Community Redevelopment Agency Trust Fund and dedicated to specific redevelopment projects and plans within the Redevelopment Area and are not for general government purposes. The tax increment revenues can be used immediately, saved for a particular project, or can be bonded to maximize the funds available.

CRA Boards do not establish policy for the city or county, they develop and administer a Master Plan to implement that policy. The CRA acts officially as a body distinct and separate from the governing body, even when it is the same group of people. The CRA has certain powers the city or county by itself may not do, such as establish tax increment financing, and leverage local public funds with private dollars to make redevelopment happen. The CRA term is limited to 30 years, 40 years if extended. After that time all tax revenues are retained by each taxing entity that contributed to the CRA Trust Fund.

Community Redevelopment Agency - Personnel Information

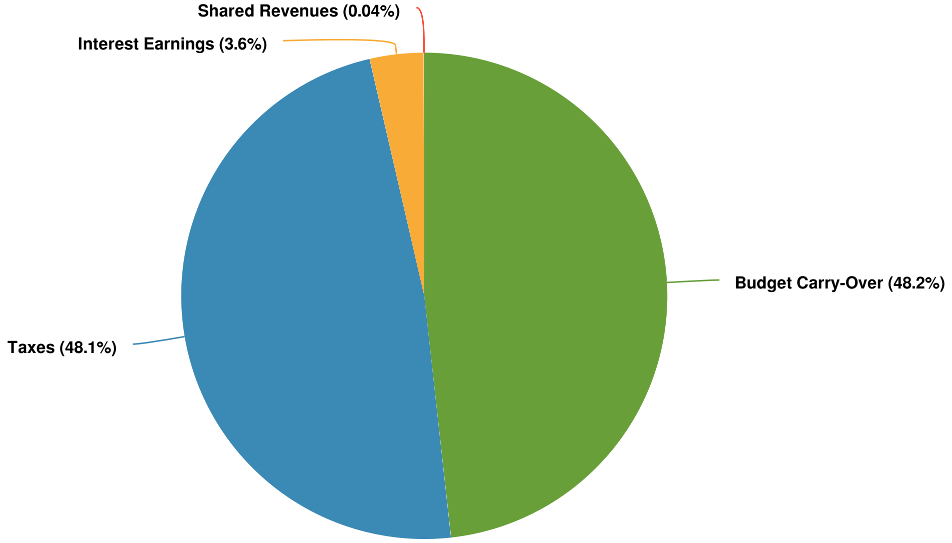
Personnel by Position

Position	FY 2023	FY 2024	FY 2025
Community Redevelopment Agency Director *	1	1	1
Total	**1**	**1**	**1**

Community Redevelopment Agency

Community Redevelopment Agency - Revenues by Source

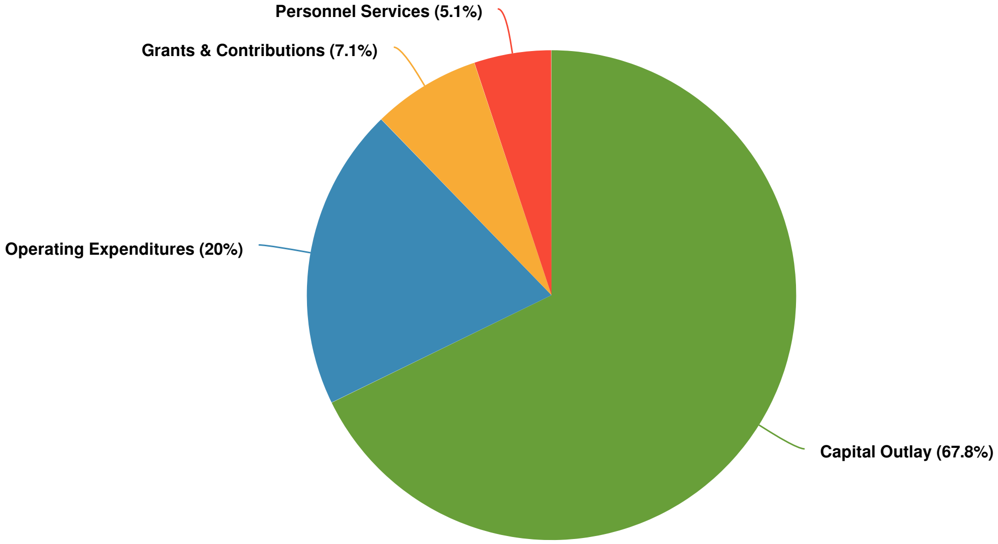
2025 Revenues by Source



Name	ERP Code	FY2024 Original Budget	FY2025 Budgeted
Revenue Source			
Budget Carry-Over			
C/O Balance	11000300-300100	$925,344	$1,350,964
Total Budget Carry-Over:		**$925,344**	**$1,350,964**
Taxes			
Ad Valorem Taxes			
Property Tax	11010311-311000	$446,425	$607,968
Property Tax	11020311-311000	$543,395	$740,028
Total Ad Valorem Taxes:		**$989,820**	**$1,347,996**
Total Taxes:		**$989,820**	**$1,347,996**
Shared Revenues			
Main Street Reimbursement	11000338-338300	$1,000	$1,000
Total Shared Revenues:		**$1,000**	**$1,000**
Interest Earnings			
Interest Income	11000361-361100	$100,000	$100,000
Total Interest Earnings:		**$100,000**	**$100,000**
Miscellaneous Revenues			
Surplus Property Sales	11000364-364400	$50,000	$0
Total Miscellaneous Revenues:		**$50,000**	**$0**
Total Revenue Source:		**$2,066,164**	**$2,799,960**

Community Redevelopment Agency - Expenditures by Expense Type

Budgeted Expenditures by Expense Type



Name	ERP Code	FY2024 Original Budget	FY2025 Budgeted
Expense Objects			
Personnel Services			
Salaries	11005900-512000	$89,526	$91,411
Fica Taxes	11005900-521100	$5,551	$5,668
Medicare Taxes	11005900-521200	$1,299	$1,326
Retirement Contributions	11005900-522100	$30,905	$31,555
Group Health	11005900-523000	$9,732	$10,793
Workers Comp Insurance	11005900-524000	$3,542	$2,155
Total Personnel Services:		**$140,555**	**$142,908**
Operating Expenditures			
Professional Services	11005900-531500	$50,000	$100,000
Prof Ser - Software & Support	11005900-531700	$2,096	$2,502
Auditing Services	11005900-532000	$6,039	$6,000
Contractual Services	11005900-534000	$75,000	$75,000
Telephone & Data Communication	11005900-541000	$3,200	$10,000
Refuse Removal	11005900-543400	$600	$1,000
Copy Machine Leases	11005900-544500	$0	$1,000
Property & Casualty Insurance	11005900-545000	$7,024	$6,900
Promotional Activities	11005900-548000	$50,100	$50,000
Office Supplies	11005900-551000	$150	$150
Operating Supplies	11005900-552000	$2,400	$2,500

Name	ERP Code	FY2024 Original Budget	FY2025 Budgeted
Memberships/Dues	11005900-554200	$1,500	$2,000
Training	11005900-555500	$2,500	$2,000
CRA Initiatives	11005900-556200	$100,000	$300,000
Total Operating Expenditures:		**$300,609**	**$559,052**
Capital Outlay			
Land Acquisition	11005900-561000	$0	$348,000
Building & Building Improvemen	11005900-562000	$340,000	$0
Building & Building Improvemen	11005900-562000-24P05	$125,000	$0
Infrastructure	11005900-563000	$360,000	$1,250,000
Sidewalk Capital Projects	11005900-563111-21P11	$250,000	$150,000
Machinery & Equipment	11005900-564000	$350,000	$150,000
Total Capital Outlay:		**$1,425,000**	**$1,898,000**
Grants & Contributions			
Building Improvement Grants	11005900-583010	$200,000	$200,000
Total Grants & Contributions:		**$200,000**	**$200,000**
Total Expense Objects:		**$2,066,164**	**$2,799,960**

CRA Meeting
September 23, 2024

Action Item

BUSINESS ITEMS 2.2

2024 Audit Engagement Letter No. 37-24-13 with DG Perry - One Year Extension for CRA Audit Services

Issue:

Authorizing DG Perry PLLC to conduct the CRA's 2024 Fiscal Year Audit.

Background:

DG Perry PLLC has audited the City for a number of years and has offered to continue their audit engagement for one year. The staff recommends continuation of the engagement at the proposed price of $5,900 for the CRA. DG Perry completed the 2023 audit on time to meet the Florida Auditor General's June 30 deadline. They worked well with the staff, examining our records and accommodating our schedules.

Attachment(s):

1. CRA engagement letter

Fiscal Impact:

Budgeted for Fiscal Year 2025 - $5,900

Staff Recommendation:

The staff recommends approval of DG Perry PLLC engagement letter.

6930 Gall Boulevard
Suite 200
Zephyrhills, FL 33542

813.788.2155
DGPerry.com

Audit Engagement Letter

September 16, 2024

To the Board of Commissioners
Zephyrhills Community Development Agency
5335 8th Street
Zephyrhills, FL 33542

We are pleased to confirm our understanding of the services we are to provide Zephyrhills Community Development Agency (Zephyrhills CRA) for the year ended September 30, 2024.

Audit Scope and Objectives

We will audit the financial statements of the governmental activities, the business-type activities, the aggregate discretely presented component units, each major fund, and the aggregate remaining fund information, and the disclosures, which collectively comprise the basic financial statements of Zephyrhills CRA as of and for the year ended September 30, 2024. Accounting standards generally accepted in the United States of America (GAAP) provide for certain required supplementary information (RSI), such as management's discussion and analysis (MD&A), to supplement Zephyrhills CRA's basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. As part of our engagement, we will apply certain limited procedures to Zephyrhills CRA's RSI in accordance with auditing standards generally accepted in the United States of America (GAAS). These limited procedures will consist of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We will not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance. The following RSI is required by U.S. generally accepted accounting principles (GAAP) and will be subjected to certain limited procedures, but will not be audited:

1) Management's Discussion and Analysis
2) Budgetary Comparison Schedules

The objectives of our audit are to obtain reasonable assurance as to whether the financial statements as a whole are free from material misstatement, whether due to fraud or error; issue an auditor's report that includes our opinion about whether your financial statements are fairly presented, in all material respects, in conformity with GAAP and report on the fairness of the supplementary information referred to in the second paragraph when considered in relation to the financial statements as a whole. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS and *Governmental Auditing Standards* will always detect a material misstatement when it exists. Misstatements, including omissions, can arise from fraud or error and are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment of a reasonable user made based on the financial statements.

The objectives also include reporting on internal control over financial reporting and compliance with provisions of laws, regulations, contracts, and award agreements, noncompliance with which could have a material effect on the financial statements in accordance with Government Auditing Standards.

Auditor’s Responsibilities for the Audit of the Financial Statements

We will conduct our audit in accordance with GAAS and the standards for financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States, and will include tests of your accounting records of Zephyrhills CRA and other procedures we consider necessary to enable us to express such opinions. As part of an audit in accordance with GAAS and *Government Auditing Standards*, we exercise professional judgment and maintain professional skepticism throughout the audit.

We will evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management. We will also evaluate the overall presentation of the financial statements, including the disclosures, and determine whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation. We will plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or governmental regulations that are attributable to the government or to acts by management or employees acting on behalf of the government. Because the determination of waste and abuse is subjective, *Government Auditing Standards* do not expect auditors to perform specific procedures to detect waste and abuse in financial audits nor do they expect auditors to provide reasonable assurance of detecting waste or abuse.

Because of the inherent limitations of an audit, combined with the inherent limitations of internal control, and because we will not perform a detailed examination of all transactions, there is an unavoidable risk that some material misstatements may not be detected by us, even though the audit is properly planned and performed in accordance with GAAS and *Government Auditing Standards*. In addition, an audit is not designed to detect immaterial misstatements or violations of laws or governmental regulations that do not have a direct and material effect on the financial statements. However, we will inform the appropriate level of management of any material errors, fraudulent financial reporting, or misappropriation of assets that comes to our attention. We will also inform the appropriate level of management of any violations of laws or governmental regulations that come to our attention, unless clearly inconsequential. Our responsibility as auditors is limited to the period covered by our audit and does not extend to any later periods for which we are not engaged as auditors.

We will also conclude, based on the audit evidence obtained, whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the government’s ability to continue as a going concern for a reasonable period of time.

Our procedures will include tests of documentary evidence supporting the transactions recorded in the accounts, tests of the physical existence of inventories, and direct confirmation of receivables and certain assets and liabilities by correspondence with selected customers, creditors, and financial institutions. We will also request written representations from your attorneys as part of the engagement.

We have identified the following significant risks of material misstatement as part of our planning:

According to GAAS, significant risks include management override of controls, and GAAS presumes that revenue recognition is a significant risk. Accordingly, we have considered these as significant risks.

We may, from time to time and depending on the circumstances, use third-party service providers in serving your account. We may share confidential information about you with these service providers but remain committed to maintaining the confidentiality and security of your information. Accordingly, we maintain internal policies, procedures, and safeguards to protect the confidentiality of your personal information. In addition, we will secure confidentiality agreements with all service providers to maintain the confidentiality of your information and we will take reasonable precautions to determine that they have appropriate procedures in place to prevent the unauthorized release of your confidential information to others. In the event that we are unable to secure an appropriate confidentiality agreement, you will be asked to provide your consent prior to the sharing of your confidential information with the third-party service provider. Furthermore, we will remain responsible for the work provided by any such third-party service providers.

Our audit of financial statements does not relieve you of your responsibilities.

At the beginning of our Engagement with a client, our policy is to describe the manner in which we will bill for services and disbursements. We believe that a clear understanding of those matters helps maintain a harmonious professional relationship. We encourage you to consider the matters set forth in this Engagement Letter and the attached and incorporated Standard Terms and Conditions of Engagement, and to raise with is any questions that you may have now or later about its contents. Your agreement to this Engagement Letter constitutes your acceptance of, and agreement to, the attached and incorporated Standard Terms and Conditions of Engagement. We may provide you with a questionnaire or other documents requesting specific information. completing those forms will assist us in making sure you are well served for a reasonable fee. We will not be obligated to verify the information you provide to us; however, we may request from you additional clarification of some information.

Audit Procedures—Internal Control

We will obtain an understanding of the government and its environment, including the system of internal control, sufficient to identify and assess the risks of material misstatement of the financial statements, whether due to error or fraud, and to design and perform audit procedures responsive to those risks and obtain evidence that is sufficient and appropriate to provide a basis for our opinions. Tests of controls may be performed to test the effectiveness of certain controls that we consider to be relevant to preventing and detecting errors and fraud that are material to the financial statements and to preventing and detecting misstatements resulting from illegal acts and other noncompliance matters that have a direct and material effect on the financial statements. Our tests, if performed, will be less in scope than would be necessary to render an opinion on internal control and, accordingly, no opinion will be expressed in our report on internal control issued pursuant to *Government Auditing Standards*. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentation, or the override of internal control. An audit is not designed to provide assurance on internal control or to identify significant deficiencies or material weaknesses. Accordingly, we will express no such opinion. However, during the audit, we will communicate to management and those charged with governance internal control related matters that are required to be communicated under AICPA professional standards and *Government Auditing Standards*.

Audit Procedures—Compliance

As part of obtaining reasonable assurance about whether the financial statements are free of material misstatement, we will perform tests of Zephyrhills CRA's compliance with the provisions of applicable laws, regulations, contracts, agreements, and grants. However, the objective of our audit will not be to provide an opinion on overall compliance and we will not express such an opinion in our report on compliance issued pursuant to *Government Auditing Standards*.

Other Services

We will also assist in preparing the financial statements and related notes of Zephyrhills CRA in conformity with accounting principles generally accepted in the United States of America based on information provided by you. These nonaudit services do not constitute an audit under *Government Auditing Standards* and such services will not be conducted in accordance with *Government Auditing Standards*. We will perform the services in accordance with applicable professional standards. The other services are limited to the financial statement services previously defined. We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities.

You agree to assume all management responsibilities relating to the financial statements and related notes and any other nonaudit services we provide. You will be required to acknowledge in the management representation letter our assistance with preparation of the financial statements and related notes and that you have reviewed and approved the financial statements and related notes prior to their issuance and have accepted responsibility for them. Further, you agree to oversee the nonaudit services by designating an individual, preferably from senior management, with suitable skill, knowledge, or experience; evaluate the adequacy and results of those services; and accept responsibility for them.

Responsibilities of Management for the Financial Statements

Our audit will be conducted on the basis that you acknowledge and understand your responsibility for designing, implementing, establishing, and maintaining effective internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error, and for evaluating and monitoring ongoing activities to help ensure the appropriate goals and objectives are met; following laws and regulations; and ensuring that management and financial information is reliable and properly reported. Management is also responsible for implementing systems designed to achieve compliance with applicable laws, regulations, contracts, and grant agreements. You are also responsible for the selection and application of accounting principles, for the preparation and fair presentation of the financial statements and all accompanying information in conformity with accounting principles generally accepted in the United States of America and for compliance with applicable laws and regulations and the provisions of contracts and grant agreements.

Management is responsible for making drafts of financial statements, all financial records, and related information available to us and for the accuracy and completeness of that information (including information from outside of the general and subsidiary ledgers). You are also responsible for providing us with (1) access to all information of which you are aware that is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, identification of all related parties and all related-party relationships and transactions, and other matters; (2) additional information that we may request for the purpose of the audit; and (3) unrestricted access to persons within the government from whom we determine it necessary to obtain audit evidence. At the conclusion of our audit, we will require certain written representations from you about your responsibilities for the financial statements; compliance with laws, regulations, contracts, and grant agreements; and other responsibilities required by GAAS and *Government Auditing Standards*.

Your responsibilities include adjusting the financial statements to correct material misstatements and confirming to us in the management representation letter that the effects of any uncorrected misstatements aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements of each opinion unit taken as a whole.

You are responsible for the design and implementation of programs and controls to prevent and detect fraud, and for informing us about all known or suspected fraud affecting the government involving (1) management, (2) employees who have significant roles in internal control, and (3) others where the fraud could have a material effect on the financial statements. Your responsibilities include informing us of your knowledge of any allegations of fraud or suspected fraud affecting the government received in communications from employees, former employees, grantors, regulators, or others. In addition, you are responsible for identifying and ensuring that the government complies with applicable laws, regulations, contracts, agreements, and grants and for taking timely and appropriate steps to remedy fraud and noncompliance with provisions of laws, regulations, or contracts or grant agreements that we report.

You are responsible for the preparation of the supplementary information, which we have been engaged to report on, in conformity with accounting principles generally accepted in the United States of America (GAAP). You agree to include our report on the supplementary information in any document that contains, and indicates that we have reported on, the supplementary information. You also agree to [include the audited financial statements with any presentation of the supplementary information that includes our report thereon. Your responsibilities include acknowledging to us in the representation letter that (1) you are responsible for presentation of the supplementary information in accordance with GAAP; (2) you believe the supplementary information, including its form and content, is fairly presented in accordance with GAAP; (3) the methods of measurement or presentation have not changed from those used in the prior period (or, if they have changed, the reasons for such changes); and (4) you have disclosed to us any significant assumptions or interpretations underlying the measurement or presentation of the supplementary information.

Management is responsible for establishing and maintaining a process for tracking the status of audit findings and recommendations. Management is also responsible for identifying and providing report copies of previous financial audits, attestation engagements, performance audits or other studies related to objectives discussed in the Audit Scope and Objectives section of this letter. this responsibility includes relaying to us corrective actions taken to address significant findings and recommendations resulting from those audits, attestation engagements, performance audits, or other studies. You are also responsible for providing management's views on our current findings, conclusions or recommendations, as well as your planned corrective action, for the report, and for the timing and format for providing that information.

Engagement Administration, Fees, and Other

We understand that your employees will locate any documents selected by us for testing.

We will provide copies of our reports to Zephyrhills CRA; however, management is responsible for distribution of the reports and the financial statements. Unless restricted by law or regulation, or containing privileged and confidential information, copies of our reports are to be made available for public inspection.

The audit documentation for this engagement is the property of DG Perry and constitutes confidential information. However, subject to applicable laws and regulations, audit documentation and appropriate individuals will be made available upon request and in a timely manner to Zephyrhills CRA or its designee, a federal agency providing direct or indirect funding, or the U.S. Government Accountability Office for the purpose of a quality review of the audit, to resolve audit findings, or to carry out oversight responsibilities. We will notify you of any such request. If requested, access to such audit documentation will be provided under the supervision of Bodine Perry personnel. Furthermore, upon request, we may provide copies of selected audit documentation to the aforementioned parties. These parties may intend or decide to distribute the copies or information contained therein to others, including other governmental agencies.

The audit documentation for this engagement will be retained for a minimum of five years after the report release date or for any additional period requested by the Zephyrhills CRA. If we are aware that a federal awarding agency or auditee is contesting an audit finding, we will contact the parties contesting the audit finding got guidance prior to destroying the audit documentation.

Marci Reutimann, CPA, is the engagement partner and is responsible for supervising the engagement and signing the reports or authorizing another individual to sign them. We expect to begin our audit on approximately December 2, 2024, and to issue our reports no later than April 30, 2025.

Our fee for services will be at our standard hourly rates plus out-of-pocket costs (such as report reproduction, word processing, postage, travel, copies, telephone, etc.) except that we agree that our gross fee, including expenses, will not exceed $5,900. Our standard hourly rates vary according to the degree of responsibility involved and the experience level of the personnel assigned to your audit. Our invoices for these fees will be rendered each month as work progresses and are payable on presentation. In accordance with our firm policies, work may be suspended if your account becomes 30 days or more overdue and may not be resumed until your account is paid in full. If we elect to terminate our services for nonpayment, our engagement will be deemed to have been completed upon written notification of termination, even if we have not completed our report. You will be obligated to compensate us for all time expended and to reimburse us for all out-of-pocket costs through the date of termination. The above fee is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the audit. If significant additional time is necessary, we will discuss it with you and arrive at a new fee estimate before we incur the additional costs.

Reporting

We will issue a written report upon completion of our audit of Zephyrhills CRA’s financial statements. Our report will be addressed to The Board of Commissioners of Zephyrhills CRA. Circumstances may arise in which our report may differ from its expected form and content based on the results of our audit. Depending on the nature of these circumstances, it may be necessary for us to modify our opinions, add a separate section, or add an emphasis-of-matter or other-matter paragraph to our auditor’s report, or if necessary, withdraw from this engagement. If our opinions are other than unmodified, we will discuss the reasons with you in advance. If, for any reason, we are unable to complete the audit or are unable to form or have not formed opinions, we may decline to express opinions or issue reports, or we may withdraw from this engagement.

We will also provide a report (that does not include an opinion) on internal control related to the financial statements and compliance with the provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a material effect on the financial statements as required by *Government Auditing Standards*. The report on internal control and on compliance and other matters will state (1) that the purpose of the report is solely to describe the scope of testing of internal control and compliance, and the results of that testing, and not to provide an opinion on the effectiveness of the entity’s internal control on compliance, and (2) that the report is an integral part of an audit in accordance with *Government Auditing Standards* in considering the entity’s internal control and compliance. The report will also state that the report is not suitable for any other purpose. If during the audit we become aware that Zephyrhills CRA is subject to an audit requirement that is not encompassed in the terms of this engagement, we will communicate to management and those charged with governance that an audit in accordance with U.S. generally accepted auditing standards and the standards for financial audits contained in *Government Auditing Standards* may not satisfy the relevant legal, regulatory, or contractual requirements.

We appreciate the opportunity to be of service to Zephyrhills CRA and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know.

If you agree with the terms of our engagement as described in this letter, please sign the attached copy and return it to us.

Very truly yours,

DG Perry

DG Perry PLLC

RESPONSE:

This letter correctly sets forth the understanding of Zephyrhills CRA.

Management signature: ______________________________

Title: City Manager, William Poe

Date: September 23, 2024

Governance signature: ______________________________

Title: CRA Commissioner Steven F. Spina, Ph.D

Date: September 23, 2024

Standard Terms and Conditions of Engagement

Introduction. We appreciate your decision to retain DG Perry PLLC (the "Firm"). The purpose of this attachment is to explain our relationship with you, and to set forth our Terms and Conditionsof Engagement. We urge you to call us any time that you have a question relating to any of these matters. We strive to have satisfied clients and your satisfaction is very important to us. Your agreement to the Engagement Letter to which these Terms and Conditions of Engagement are attached constitutes your acceptance of the following terms and conditions. Certain terms not otherwise defined in these Standard Terms and Conditions of Engagement have the meanings ascribed to them in the Engagement Letter to which these Standard Terms and Conditions of Engagement are attached.

Scope of Engagement. You may limit or expand the scope of our Engagement from time to time, provided that any substantial expansion must first be agreed to by us in writing. If our services are extendedto other matters for you, the provisions of the Engagement Letter and these Standard Terms and Conditionsof Engagement will apply to those matters unless some other mutual understanding is set forth in writing.

Statements of Account; Payment; Delinquency. You will receive periodic statements of account detailing work performed on your behalf, unless sooner requested by you. Payment of any fees will be duewithin thirty (30) days of the fee for services account statement date. Amounts not paid within thirty (30)days from the invoice date will be subject to a late payment charge of 1.5% per month (18% per year). Inthe unlikely event of a serious delinquency in payment for our services, you will be responsible for attorneys'fees and costs should collection activities become necessary, plus interest at the highest rate permissibleunder Florida law.

Hourly Rates. Unless stated otherwise in the Engagement Letter, our fees services will be based in part upon the amount of time required at our standard billing rates for the personnel working on the engagement. A full schedule of our current fee rates is available upon request. Our hourly rates are subjectto review and adjustment from time to time. Any changes in hourly rates are applied only on a prospective basis. Our CPA's, accountants and other personnel will record time spent on your behalf in one-tenth hourincrements.

Out of Pocket Expenses, Etc. You will be responsible for our out-of-pocket expenses and disbursements made on your behalf and our internal charges (which may represent or include allocationsof fixed costs and may exceed direct costs) for certain support activities, including filing fees, wire charges,and internal charges for certain items (which may reflect an allocation of fixed cost). For purposes ofillustration rather than limitation, our internal charges typically cover such items as international long distance telephone calls, messenger and delivery services (including overnight delivery services andpostage), printing and data services, virtual data rooms, allocated and/or billed costs for computer research or database access, results and related services and charges, and photocopying or printing materials sentto you or third parties or required for our use.

Reimbursement Related to Compliance with Subpoenas, Etc. In the event that we receive a subpoena or other legal process in an action or proceeding in which the Firm is not a party, which subpoenaor other legal process seeks testimony, documents or information related to the services provided pursuantto this Engagement Letter, you agree to reimburse us for all costs and expenses (including reasonable legalfees and costs) associated with providing such testimony, documents or information, including any timeexpended at the Firm's then-standard rates. You also agree to pay any and all expenses that we incur(including, without limitation, reasonable legal fees and any time expended at the Firm's then-standard rates), incurred in connection with efforts to protect any communications as privileged.

Termination of Engagement. You shall have the right to terminate the Firm's services at any time, and the Firm shall have the right to resign at any time, subject in either case to payment for all charges incurred to the date of termination or resignation. In the event you or the Firm exercises the right to terminatethe Firm's services, such termination shall be in writing and shall be effective upon delivery by mail, overnight mail or e-mail transmission. Any termination of this Engagement will release the Firm from any obligation to complete or file your return. Unless the Firm's Engagement is sooner terminated by the Firm or you, the Firm's Engagement shall end upon the earlier of (i) delivery of the final work product for which the Firm has been engaged, or (ii) where applicable, filing of the final work product for which the Firm has been engaged; provided, however, to the extent that the services provided in accordance with this Engagement Letter cover more than one audit, tax or fiscal year, each such year for which such services are provided shall constitute a separate and distinct Engagement, with each Engagement ending on the earlier of (a) delivery of the final work product for which the Firm has been engaged, or (b) where applicable,filing of the final work product for which the Firm has been engaged. In the event no final work product is delivered or filed, the Engagement shall end on the later of (1) if services are for a specific calendar/tax year, the last date of the tax year for which the services were provided, (2) the last date on which the serviceswere provided, or (3) date on which the last invoice for the services was issued, not including any subsequent account payable reminder, revised bill, or other communications concerning completed services.

Employment of Staff. You acknowledge that the Firm has made substantial investments in recruiting, screening, and training its employees and professional staff. In the event you hire, employ, or engage an employee or member of the Firm's professional staff during the term of our Engagement, or within twenty-four (24) months after termination of this Agreement for any reason, and such hiring, employment or engagement is without the Firm's prior written consent (which the Firm shall be entitled to withhold in its exclusive discretion), you agree to pay a fee equal to the annual compensation most recentlypaid to the individual by the Firm. Such fee is payable when the employee accepts the position.

No Investigation for Discovery of Defalcations or Other Irregularities. You hereby acknowledge andagree that you are expressly not relying on us to investigate the character, background, solvency or creditworthiness of persons with whom you may be dealing, or to advise you about changes in the law thatmight affect you, unless otherwise specified in the Engagement Letter. You additionally agree that the Firm's work in connection with the preparation of the tax return(s) does not include any procedures designedto discover defalcations, embezzlement, fraud or other irregularities, should any exist, and that our Firm shall not be relied upon to disclose errors, fraudulent reporting, misappropriation of assets or illegal acts that may have occurred. You agree that you shall be exclusively responsible for preventing and detecting fraud. Any tax and informational returns prepared by our Firm will be prepared solely from information provided to us by you without verification by us, although we may ask you for clarification or additional data.

Information Discovered Regarding Prior-Year Returns. In the event that, during the course of the Firm's Engagement, we discover information that affects prior-year tax returns, we will make you aware of these facts. However, the Firm shall not be responsible for identifying all items that may affect prior-year returns. If you become aware of such information during the year, you agree to contact us to discuss the best resolution of the issue, including, without limitation, the preparation by our Firm of appropriate amendedreturns as a separate Engagement.

Client Responsibilities; Necessary Information. You agree to cooperate fully with us. You also agree to pay our statements for services and expenses in accordance with this Engagement Letter. You hereby agree that you and any other entities affiliated with you will furnish us promptly with all information that we deem to be reasonably required to perform the services described in our Engagement Letter, including financial statements from qualified accountants and auditors, as appropriate, and documents prepared by other CPA's and/or accountants engaged or employed by you in connection with prior or othermatters. You agree and acknowledge that the accuracy and completeness of any tax return, information return or document prepared by us is dependent upon your conveyance to us of all material facts and information necessary. You hereby represent and warrant that any material, information, reports and financial statements, whether rendered orally or in writing, furnished by you or your behalf is and will be accurate, and that we may rely on the truth or accuracy of such information without investigation. You agreeand acknowledge that you shall: (i) be responsible for the safeguarding of assets, the proper recording of transactions in the books of accounts, the substantial accuracy of the financial records, and the full and accurate disclosure to us of all relevant facts affecting any return(s); (ii) have final responsibility for any tax return prepared by the Firm and, therefore, the appropriate person(s) (in the case of a business entity, the owners, directors, officers, managers, etc. as applicable) should review the return carefully before an authorized officer approves, signs or files it; (iii) be responsible for assuming all management responsibilities, and for overseeing any services we provide by designating an individual who possesses suitable skill, knowledge, or experience; (iv) be responsible for evaluating the adequacy and results of the services performed and accepting responsibility for the results of the Firm's services; (v) be responsible forproviding to us all information necessary for us to identify all states and non-U.S. jurisdictions (if any) in which you transact business and/or derive income; and (vi) be responsible for any required documentationof expenses and deductions for travel, entertainment, gift, and business usage of vehicles and computers,for which documentation we as a matter of course rely on your representations to us.

Other State Filing Requirements. In the event we file no state tax return, or we file one or more state tax returns, we are under no duty to review the information you provide to determine whether you mayhave a filing obligation with any state or another state, as the case may be. If we become aware of any otherfiling requirement, we will inform you of the obligation and may prepare the appropriate returns at your request as a separate engagement for professional services.

Non-U.S. Returns. In the event you have derived income from a non-U.S. jurisdiction, we will use the income information that you provide to calculate any applicable federal or state foreign tax credit or other affected federal or state income tax items. However, you shall be responsible for meeting any non-U.S. income tax or other non-U.S. reporting requirements.

Information Returns for Non-U.S. Interests and Activities. In the event you have a financial interestin, or signature authority over, any non-U.S. financial account having an aggregate value exceeding $10,000 at any time during the calendar year, you are responsible for providing our Firm with all the information necessary to prepare and file a Report of Foreign Bank and Financial Accounts (FBAR) (FinCen Form 114). In addition, the Internal Revenue Service requires other information returns on certain foreign interests or activities. You are responsible for providing our Firm with all the information necessary to prepare and file such information returns, including, without limitation, regarding any non-U.S. corporations,partnerships or other entities owned by you (in whole or in part), any beneficial interests held by you in non-U.S. trusts, and any gifts received by you from any non-U.S. person or trust.

Communication with the Firm; Client Portal. Our Firm communicates with its clients by personal contact, telephone, mail, fax, e-mail, text messaging, file management sites/virtual data rooms and other means and methods. You should be aware that communication by e-mail and other electronic means of communication is not a secure means of communication and it is possible that others may have access to our and your communications by these methods. If you have confidentiality concerns about communicationby e-mail or other communication methods and prefer not to utilize one or more such methods ofcommunication, please let us know and we will respect your wishes. Unless we are notified otherwise, youhereby confirm that we are authorized to send communications to the above-captioned e-mail address and such other e-mail and telephone numbers from which we receive communications from you. The Firm maytransmit or receive information through other electronic means, including through the Firm's secure portal.You agree to at all times comply with the terms of use of the Firm's portal and shall only permit authorized users to access information through the portal. In the event that you create one or more user accounts to access documents transmitted through the portal, you agree to notify the Firm to disable any user accountfor which an individual(s) is no longer authorized to access client information transmitted through the Firm'sclient portal.

Files. During the course of Engagement, we will provide you with copies of documents that we receive or generate on your behalf, other than handwritten notes and documents that you send to us. Please keep these documents, as they will be tendered to you as your copy of the file. At the conclusion ofthe Engagement, if requested, we will return to you any original documents that you provided to us that were not previously returned to you. For various reasons, including the minimization of unnecessary storage expenses, we reserve the right to destroy or otherwise dispose of such documents or other materials retained by us seven (7) years after the termination of the Engagement, in accordance with the Firm's document retention policies. All work papers prepared in conjunction with this Engagement are confidential and are the sole property of the Firm.

Client Information and Confidentiality. In accordance with the AICPA Code of Professional Conductand applicable federal, state and local rules, the Firm will not disclose your confidential client information without your consent, except that the Firm shall be permitted to disclose confidential client information: (i) to any government agency or regulatory body to the extent and in the form or manner necessary or requiredto comply with any rule, regulation or order of such government agency or regulatory order, or (ii) pursuantto subpoena or other legal process. The Firm utilizes appropriate safeguards, policies and procedures to maintain the confidentiality of confidential client information. In the event that the Firm uses third-party service providers to assist in providing professional services, the Firm may share confidential client information with these service providers. The Firm requires that such third-party service providers utilize appropriate safeguards and procedures to protect confidential client information. You hereby consent to disclosure of confidential client information to third-party service providers for the purpose of the third-partyservice provider assisting with the services provided pursuant to this Engagement Letter.

Preparation and Disclosure Standards. The Internal Revenue Code and Treasury Regulations impose certain preparation and disclosure standards with non-compliance penalties on both the preparer of a tax return and on the taxpayer. To avoid exposure to these penalties, it may be necessary in some cases to make certain disclosures to you and/or in the tax return concerning positions taken on the return that do not meet these standards. The Firm will advise you if the Firm identifies such a situation, and the Firm will discuss those tax positions that may increase the risk of exposure to penalties and any recommended disclosures with you before completing the preparation of the return. If the Firm concludes that we are obligated to disclose a position and you refuse to permit the disclosure, the Firm reserves the right to withdraw from the Engagement. Likewise, where we disagree about the obligation to disclose a position, you also have a right to choose another professional to prepare your return. In either event, you agree to compensate us for our services to the date of withdrawal. Our Engagement with you will terminateupon our withdrawal.

Limited Authorization to Discuss Return with Internal Revenue Service. In general, the Internal Revenue Service permits you to authorize us to discuss, on a limited basis, aspects of your return for one year after the return's due date, if such return was prepared by us. Your consent to such a discussion is evidenced by checking a box on the return. Unless you inform us otherwise, we will check that box authorizing the Internal Revenue Service to discuss your return with us. The fees for our Engagement do not include responding to inquiries or information requests from the Internal Revenue Service.

Audits and Examinations. In the event that one or more tax returns prepared by us on your behalfis selected for review, audit or examination by federal, state or local taxing authorities, you may be requested to produce documents, records, or other evidence to substantiate items of income and deductionshown on a tax return. Any proposed adjustments by federal, state or local taxing authorities are subject tocertain rights of appeal. In the event of a tax review, audit or examination, we will be available, upon request,to represent you. However, such additional services are not included in the fees for the preparation of the tax return(s).

Tax and Business Planning. In the event our Engagement entails tax and/or business planning, wemay provide to you our opinion, advice or impression of the merits of an investment. In such event, however,our Firm's opinion, advice or impressions may not be relied upon for making the ultimate investment decision unless we so indicate in writing.

Confidential, Final and Binding Arbitration of Disputes. It is our goal to maintain at all times a constructive and positive relationship with you in regard to the matter described above and on future mattersin which we may perform services (the Engagement Letter and these incorporated Standard Terms and Conditions of Engagement are intended to cover such future matters as well). In the event that you disagreewith any of our account statements or have any other concern about our services or the results achieved, you should notify us immediately. We will attempt to resolve any such disagreement in a fair and amicablemanner. However, should a dispute arise between us, we believe that a prompt and fair resolution is in theinterest of all concerned. To this end, if any controversy or claim arises out of or relating to this EngagementLetter or any services provided by us to you in connection with the above described matter or any other matters (including, without limitation, malpractice claims and fee disputes), and such controversy or claim cannot be resolved through mutual agreement, we both waive any right to bring a court action or to have ajury trial and agree that the dispute shall be submitted to final, confidential and binding arbitration to be conducted in Collier County, Florida before the American Arbitration Association ("AAA") in accordance withthe Commercial Arbitration Rules of the AAA. This arbitration provision will survive termination of our relationship and this Engagement Letter. You also acknowledge that you understand the consequences ofagreeing to binding arbitration and that you have had the opportunity to discuss these consequences with other counsel.

NOTICE: THIS AGREEMENT CONTAINS PROVISIONS REQUIRING ARBITRATION OF FEE DISPUTES. BEFORE YOU SIGN THIS AGREEMENT YOU SHOULD CONSIDER CONSULTING WITH COUNSEL ABOUT THE ADVISABILITY OF MAKING AN AGREEMENT WITH MANDATORY ARBITRATION REQUIREMENTS. ARBITRATION PROCEEDINGS ARE WAYS TO RESOLVE DISPUTES WITHOUT USE OF THE COURT SYSTEM. BY ENTERING INTO AGREEMENTS THAT REQUIRE ARBITRATION AS THE WAY TO RESOLVE FEE DISPUTES, YOU GIVE UP (WAIVE) YOUR RIGHT TO GO TO COURT TO RESOLVE THOSE DISPUTES BY A JUDGE OR JURY. THESE ARE IMPORTANT RIGHTS THAT SHOULD NOT BE GIVEN UP WITHOUT CAREFUL CONSIDERATION.

Indemnification. You agree to indemnify and hold harmless the Firm and our personnel for any timeexpended, expenses (including reasonable legal fees and costs), costs and/or losses incurred in connectionwith any lawsuit or other legal or regulatory action or proceeding involving or relating to the services underthis letter, whether or not such costs and/or losses are due to the negligence of the Firm, provided that suchindemnification shall not apply where such expenses or losses are determined to have been caused by theFirm's gross negligence or willful misconduct. You also agree to indemnify and hold harmless the Firm andour personnel from and against any liability and costs relating to the Firm's services under this Engagement, which liability and costs are attributable to any misrepresentations by you and/or your agents.

Limitation of Liability. In recognition of the relative risks and benefits of this Engagement Letter to both the Firm and the Client, we agree that, to the fullest extent permitted by law, the Firm's maximum liability for damages relating to the services provided pursuant to this Engagement Letter shall be limited tothe fees paid for the service or work product giving rise to liability. In no event shall the Firm or its personnelbe liable to client for any consequential, incidental, indirect, punitive or special damages in connection withclaims arising out of or related to this Engagement Letter or the services described herein, including any amount for loss of profit, data or goodwill, whether or not the likelihood of such loss or damage was contemplated.

Miscellaneous. The Standard Terms and Conditions of Engagement, together with the EngagementLetter, constitute our entire understand and agreement with respect to the terms of our Engagement and supersedes any prior understandings and agreements, written or oral. Any exhibit or schedule to the Engagement Letter, including without limitation the Schedule of Services, is hereby incorporated into, and made a part of, the Engagement Letter. Your agreement to this Engagement constitutes your acceptance of both the Engagement Letter and the attached and incorporated Standard Terms and Conditions of Engagement. If any of them is unacceptable to you, please advise us now so that we can resolve any differences and proceed with a clear, complete and consistent understanding of our relationship. If any provision of our Engagement Letter or these incorporated Standard Terms and Conditions of Engagementis held by a court of competent jurisdiction to be invalid, void or unenforceable (in whole or part), the remainder of the provisions shall remain in full force any effect, and to the greatest extent permissible. TheEngagement Letter may only be amended in writing by the parties hereto. The Engagement Lettermay be executed in counterparts, each of which will be deemed an original, but all of which together will bedeemed to be one and the same agreement. Counterparts may be delivered via facsimile, e-mail (includingPDF or any electronic signature complying with the U.S. federal ESIGN Act of 2000, e.g., www.docusign.com) or other transmission method, and any counterpart so delivered will be deemed to have been duly and validly delivered and be valid and effective for all purposes. The Engagement Letter and these Standard Terms and Conditions of Engagement shall not be amended, unless in writing and signed by authorized representatives of all parties. The signatories to the Engagement Letter represent and warrant that such person is lawfully authorized and empowered to execute the Engagement Letter on behalfof the party on whose behalf such person is signing, and that upon execution, the Engagement Letter will be binding upon such party, without any further approval, ratification, or other action. The Firm and the Client agree that they do not intend to provide contractual rights to any other person, and that the Engagement Letter shall not give rise to, or be deemed to give rise to, any third-party beneficiaries.

CRA Meeting
September 23, 2024

Action Item

BUSINESS ITEMS 2.3

Zephyrhills Master Park Plan Review

Issue:
Kristin Claborn of GAI Community Solutions Group will provide a presentation to the CRA Board of Commissioners on the Zephyrhills Master Park Plan.

Background:
The CRA Board of Commissioners approved Task Order #R220018.03, City of Zephyrhills Parks and Recreation Mater Plan Phase One, at their November 27, 2023, meeting, included in your back-up. The Parks and Recreation Master Plan (PRMP) will be a road map for the future of the city's park system. GAI will integrate the City's existing plans, such as the comprehensive plan, CRA plan, the Zephyr Park Design and Construction Plan, and previous park and recreation plans; as well as provide a complete inventory of the City's existing infrastructure; a comprehensive public input program that includes a combination of in-person meetings, a statistically valid survey and on-line survey; to form the framework for the discussion of the evolution of parks and recreation in Zephyrhills. We will utilize three subconsultants for this project, RRC Associates for survey, Wannemacher Jensen Architects for building evaluation and Sports Facilities Companies for programs/operations evaluation. The Needs Assessment, Facilities and Amenities - identifying all recreation facilities and amenities/assets. Existing Conditions Analysis, Demographic and Population, General Site Inventory and Evaluation, including fencing, lighting, parking area, major signage, any significant hardscape or landscape features. Park safety concerns and CPTED issues will be identified and photographed. Locate all Pasco County Parks within a 10-mile service area of the city limits. Evaluation of the two city-owned recreational facilities, inventory and evaluation of existing recreation programs and services within the city. Public Input and Future Visioning, conducted a Strategically Valid Survey for city residents to provide feedback on the existing park system, use of parks, and what they would like in the future. The GAI team facilitated an interactive public workshop, including the Parks and Rec Advisory Board. Conducted an in-person workshop with city staff to begin the vision for the future of our parks and recreation in Zephyrhills. The next phase of the Plan will include a capital improvement plan and recommendations for all existing parks, costs and projects prioritized for a 10-year horizon. Create sustainability guidelines for the city park system, coordinate the start of a parks and recreational department with associated programming. Goals and objectives as part of the city's Recreation and Open Space of the Comprehensive Plan. Work with Pasco County to address regional parks within the community service area.
Kristin Clayborn will provide a presentation of the Plan for the CRA Board of Commissioners to provide input, ask questions or comments on the Plan.

Attachment(s):

1. ZPRMP aagn1123
2. Zephyrhills Parks and Recreation Master Plan Survey Report
3. 2024-08-13 Zephyrhills PRMP City Workshop_revised (1)

Fiscal Impact:

Funding for the Parks and Recreation Master Plan is included in the approved FY 2023/2024 CRA and Public Works/Park Budget.

Staff Recommendation:

Staff recommends approval of the City of Zephyrhills Parks and Recreation Master Plan Phase One.

CRA Meeting
November 27, 2023

Action Item

BUSINESS ITEMS 1.4

City of Zephyrhills Parks and Recreation Master Plan Phase One

Issue:

The CRA Board of Commissioners approve City of Zephyrhills Parks and Recreation Master Plan Phase One

Background:

The Parks and Recreation Master Plan (PRMP) will be a road map for the future of the city's park system. GAI will integrate the City's existing plans, such as the comprehensive plan, CRA plan, and previous park and recreation plans; as well as provide a complete inventory of the City's existing infrastructure; a comprehensive public input program that includes a combination of in-person meetings, a statistically valid survey and on-line survey; to form the framework for the discussion of the evolution of parks and recreation in Zephyrhills. We will utilize three subconsultants for this project, RRC Associates for survey, Wannemacher Jensen Architects for building evaluation and Sports Facilities Companies for programs/operations evaluation. The scope, provided in your back-up, includes Needs Assessment, Facilities and Amenities - identifying all recreation facilities and amenities/assets. Existing Conditions Analysis, Demographic and Population, General Site Inventory and Evaluation, including fencing, lighting, parking area, major signage, any significant hardscape or landscape features. Park safety concerns and CPTED issues will be identified and photographed. Locate all Pasco County Parks within a 10-mile service area of the city limits. Evaluation of the two city-owned recreational facilities, inventory and evaluation of existing recreation programs and services within the city. Public Input and Future Visioning conduct a Strategically Valid Survey for city residents to provide feedback on the existing park system, use of parks, and what they would like in the future. The GAI team will facilitate an interactive public workshop, including the Parks and Rec Advisory Board. Conduct an in-person workshop with city staff to begin the vision for the future of our parks and recreation in Zephyrhills.GAI will prepare a presentation for a joint workshop with City Council and the Parks and Rec Advisory Board. The Scope of Services total is $127,730. The plan should take 6 months to complete.

Attachment(s):

1. CSG_Scope and Fee_City of Zephyrhills PRMP_Phase 1 Draft_11-02-2023_Final

Fiscal Impact:

Funding for the Parks and Recreation Master Plan is included in the approved FY 2023/2024 CRA and Public Works/ Parks budget.

Staff Recommendation:

CRA Director, Gail Hamilton and Public Works Director, Shane LeBlanc recommend approval for the Zephyrhills Parks and Recreation Master Plan Phase One.

COMMUNITY SOLUTIONS GROUP

| Planning | Urban Design
Landscape Architecture
| Economics | Real Estate

November 2, 2023

GAI Project R220018.03

Ms. Gail Hamilton
CRA Director
City of Zephyrhills
5335 8th Street
Zephyrhills, Florida 33542

Scope of Services
City of Zephyrhills Parks and Recreation Master Plan (PRMP): Part 1
Zephyrhills, Florida

Dear Ms. Hamilton:

GAI's Community Solutions Group (CSG/GAI) appreciates the opportunity to work with you and the City of Zephyrhills (City) on your parks and recreation master plan. We recognize this will be a comprehensive process that includes broad public engagements as well as field work and analysis in phase 1.

Project Understanding

The Parks and Recreation Master Plan (PRMP) will be a road map for the future of the City's system. We will integrate your existing plans, such as your comprehensive plan, CRA plan, and previous park and recreation plans; as well as provide a complete inventory of your existing infrastructure; a comprehensive public input program that includes a combination of in-person meetings, a statistically valid survey and on-line survey; to form the framework for the discussion of the evolution of parks and recreation in Zephyrhills. We will utilize three subconsultants for this project, RRC Associates for survey, Wannemacher Jensen Architects for building evaluation and Sports Facilities Companies for programs/operations evaluation. This project will be undertaken in 2 parts, the following scope of services specifically outlines which tasks will be included in Part 1.

Scope of Services

The following is a draft scope of services which defines tasks proposed as necessary for the completion of the City of Zephyrhills Parks and Recreation Master Plan: Part 1. Herein after all references to the City or Client will mean the City of Zephyrhills, POC will mean City's Point of Contact for the project, and references to the Consultant or GAI will mean GAI Consultants, Inc. Community Solutions Group and its subconsultant(s).

Tasks under this Scope of Services include:

GAI Consultants, Inc.
618 E. South Street
Suite 700
Orlando, Florida 32801

T 407.423.8398
gaiconsultants.com

A GAI Consultants, Inc. Service Group

Task 1 – Project Initiation

1.1 Staff Kickoff Meeting

The Consultant will conduct a kickoff meeting with staff. The meeting will cover:

- Consultant-prepared documentation and data requests and project schedule.
- Preliminary discussion of department needs, concerns, political climate, known demographic and crime data, past planning efforts by the City, etc.
- Discovery and Needs Assessment – Review and discuss existing reports, capital improvement plans, area plans, GIS data, mapping, and other relevant information to familiarize the Consultant with past efforts and current programs and to determine what other information should be gathered.
- Facilities and Amenities – Identify all recreation facilities (e.g., parks, community centers, etc.), and amenity/asset categories to be included in the PRMP project.

Task 2 – Existing Conditions Analysis

2.1 Documentation Review

The Consultant will review and summarize the information found in previously completed reports, studies, and plans gathered during the project initiation phase from the City.

2.2 Demographics and Population

The Consultant will compile applicable demographic and population information from industry-standard sources (e.g., Bureau of Economic and Business Research "BEBR"; ESRI Demographics; U.S. Census Bureau) for use in the project. We will conduct preliminary market research which will encompass sports/recreation participation in the region and an analysis of existing service providers (competition).

2.3 Inventory and Evaluation

The Consultant will perform on-site inventory and evaluation of the City's parks and recreation facilities and amenities/assets and programs.

- General Site Inventory and Evaluation
  - The inventory and evaluation will document quantity, condition, and manufacturer (if legibly branded or recognizable).
  - Locate all Pasco County Parks within a 10-mile service area of City limits.
  - General site features to be included in this process may include fencing, lighting, parking areas, major signage, and significant hardscape or landscape features. In addition, significant park safety concerns and CPTED issues will be identified and photographed, if applicable.

- Amenity/asset categories to be included in this process shall be as identified during the project initiation phase. This data will be collected on-site in a GIS database along with photo attachments.
- Review and summarize the building information found in previously completed reports, studies, and plans gathered during the project initiation phase from the City.
- Perform on-site inventory and evaluation of the City's two recreation facilities (YMCA and Event Hall Building).
- Inventory and evaluation of existing recreation programs and services.

Task 3 – Initial Public Input & Future Visioning

3.1 The GAI Team will create an online Survey Monkey style survey as an input tool for the public. The content will be developed collaboratively with the GAI Team and the City. Advertising the link will be the responsibility of the City.

Statistically Valid Survey

The Consultants will prepare a statistically valid survey for City residents to provide feedback on the existing park system, how they use the parks, and what improvements they would like to see in the future; distributions method(s) for the statistically valid survey shall be determined based on needs.

The statistically valid survey will also be made available online for general public response; the results of the statistically valid survey and online "general response" survey will be summarized separately to preserve statistical validity. If the statically valid survey option is selected, it will replace the Survey Monkey style survey.

3.2 The GAI Team will facilitate interactive public workshop #1, including the Parks and Recreation Advisory board. All advertising, room reservation, and refreshments (if desired) will be provided by the City.

3.3 A key issues matrix will be developed to summarize "what we saw and what we heard." The matrix will cover information gathered in Tasks 1 & 2.

3.4 Facilitate an in-person workshop with the City staff to review findings from Tasks 1-3 to begin the vision for the future of parks and recreation in Zephyrhills, including the framework for scoping phase 2 of the project.

3.5 The Consultant will prepare a presentation summarizing the "PRMP Report: Part 1" and present in a joint workshop to City Council and Parks and Recreation Advisory Board.

Phase 1 – Deliverables

The Consultant will deliver the following reports and information to the City as part of this task:

PRMP Report: Part 1

- Project Introduction and Purpose

- Documentation Review Summary
- Demographics and Population Summary
- Inventory and Existing Conditions
- Public Input Summary

Inventory Data

- The recreation amenities/assets inventory and evaluation shall be delivered as an Esri file geodatabase. Photos will be included as feature attachments in the geodatabase and additionally provided as individual image files with identifying filenames.

Schedule

GAI will begin work upon receipt of a copy of this Proposal executed and authorized below. GAI will endeavor to complete its Scope of Services and deliver the project deliverable within six (6) months, subject to excused delay occasioned by factors beyond GAI's reasonable control.

Compensation

The total cost of GAI's services under this proposal is $127,730 to be paid on a lump sum basis, including all direct expenses. Part 1 is broken out as follows:

Task	Description	Method of Payment	Fee
1	Project Initiation	Lump Sum	$13,725
2	Existing Conditions Analysis	Lump Sum	$32,405
3	Initial Public Input & Future Visioning	Lump Sum	$77,600
	Expenses	Actual	$4,000
		Total Fee	**$127,730**

Payment

Payment will be in accordance with the Terms and Conditions of the Continuing Services Agreement.

Additional Services

The following items are some services that may be provided as Additional Services:

- On-site and/or in-person meetings in addition to those specifically identified in the above scope of services.
- Any services not specifically listed in the above scope of services.

Assumptions and Understandings

GAI's Scope of Services, Schedule and Compensation as set forth above have been prepared on the basis of the following assumptions and understandings:

1. Client acknowledges and understands that Community Solutions Group is a GAI Consultants, Inc. Services Group. Any reference to Community Solutions Group or CSG in the Proposal for Professional Services also refers to GAI Consultants, Inc. It is further acknowledged and understood that this agreement is between the Client and GAI Consultants, Inc.
2. Client represents that they have not performed environmental investigation and no investigation is required for this assignment.
3. Access to the project site(s) or other land upon which GAI is to conduct any field work will be available to GAI personnel in a timely manner.
4. The City shall be responsible for advertising all public workshops and for securing adequate locations, preferably within the City Limits.
5. Client has provided all its requirements for GAI's scope of services and all criteria and/or specifications that GAI should utilize at the time this Proposal is authorized. This includes any requirement for any statement of professional opinion or certification.
6. Client has provided all available information pertinent to GAI's scope of services, including previous reports/drawings; utility information; topo information, etc. at the time this Proposal is authorized. Unless otherwise noted, GAI may rely upon such information.
7. Client will give GAI prompt notice whenever it observes or otherwise becomes aware of any development that affects the scope or timing of GAI's performance.
8. Client will examine and provide comments and/or decisions with respect to any GAI interim or final deliverables within a period mutually agreed upon.
9. Any of Client's other consultant(s)/contractor(s) will cooperate and coordinate with GAI in a timely and efficient manner.
10. GAI's proposed compensation and schedule are based on receipt of authorization to proceed within thirty (30) calendar days of the date of this Proposal. GAI reserves the right to adjust its compensation if authorization to proceed is not received within thirty (30) calendar days.

Please do not hesitate to contact me at 321.319.3161, k.caborn@gaiconsultants.com if you have any questions or wish to discuss this Proposal. If this Proposal is acceptable, please sign where indicated below and return one copy for our file. This also will serve as authorization for GAI to proceed. GAI's performance of the Scope of Services will be governed by the Continuing Services Agreement.

Sincerely,

Community Solutions Group,
a GAI Consultants, Inc.
Service Group

Kristin L. Caborn
Digitally signed by Kristin L. Caborn
Date: 2023.11.28 14:49:02-05'00'

Kristin Caborn, CPRE, FCP
Planning Director

Frank Bellomo
Digitally signed by Frank Bellomo

Frank Bellomo, PLA
Vice President

KC:PCS/cl

REQUESTED AND AUTHORIZED BY:

City of Zephyrhills

PRINTED NAME:
Kenneth Burgess

TITLE:
CRA Board Chair

CITY OF ZEPHYRHILLS

Parks and Recreation Master Plan Survey Results 2024

RRC

Zephyrhills
jump right in

TABLE OF CONTENTS

INTRODUCTION

- The purpose of this study was to gather community feedback on the Zephyrhills parks, recreation facilities, amenities, future planning, communication, and more.
- This survey research effort and subsequent analysis were designed to assist Zephyrhills in developing a plan to reflect the community's needs and desires.

RRC

RESEARCH METHODS

1

Statistically Valid (Invitation Survey)

Paper Surveys were mailed to a systematic random sample of residential addresses in Zephyrhills, with instructions to complete online through a password-protected website (1 response per household) or complete the paper survey attached and mailed back.

417 Invitation surveys completed
+/- 4.74% Margin of Error

2

Open Link Survey

Later, the online survey was made available to all Zephyrhills stakeholders, including non-City residents (e.g., commuters, residents of nearby communities)

250 Open Link surveys completed

667

Total Surveys Completed

5,000 Surveys Mailed

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WEIGHTING THE DATA

The demographic profile of the Invite sample is compared to known statistics of the City of Zephyrhills residents using 2020 U.S. Census Data.

Underlying data from the invitation survey is weighted by the age and gender of Zephyrhills residents to ensure appropriate representation.

The weighting process changes the results only slightly, but ultimately makes the results more accurate and representative of the population.

KEY FINDINGS

KEY FINDINGS

Two samples were collected in the survey effort, the statistically valid Invite sample and the Open link sample. Together they provide an excellent source of input on topics addressed through the survey. Survey results are presented in formats that compare responses from each sample, along with an overall response. **In general, responses from the Open link survey are similar to the Invite, a positive finding that indicates a more general consensus across the two samples.**

There are moderate levels of familiarity with parks, facilities, and programs provided by the City of Zephyrhills. More than a third (35%) of Invite respondents rated their level of familiarity either a 4 or 5 on a scale of 1-5 while 38% rated a 1 or 2. The average rating for the Invite sample is a 3 out of 5 with 5 being “very familiar.”

Zephyr Park is the most frequently visited park with two-thirds of the Invite sample indicating they’ve visited in the past 12 months.

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KEY FINDINGS

Nature/bike/multiuse trails are the most frequently used amenity for both samples followed by playgrounds, swing sets and splash pads. The physical conditions of amenities at parks is split between ratings of good and fair.

Overall, respondents live close to their most visited park. A total of 38% of the Invite sample say they live less than 5 minutes and 40% say they live 5-10 minutes away from their most visited park. While the majority use a motor vehicle to get to parks and/or recreation facilities, 30% of the Invite sample report walking/running and 10% bike.

Nature/bike/multiuse trails and community parks rated higher in importance to respondents' households yet lower in terms of meeting the needs of the community.

KEY FINDINGS

The top highest future priorities for the Invite sample are split between making improvements to and/or renovating existing parks or facilities and adding more senior programs.

There is slightly greater opposition to a city tax for recreation improvements than in support with over half of the Invite sample (53%) responding that they would likely not support a tax increase. If there was a tax increase, 39% of the Invite sample would be willing to pay an additional $1 to $50 annually. User fees are the most supported funding mechanism followed by a bond referendum.

When asked how they would allocate a hypothetical $100 across various facility, service or program improvements. The largest share of that budget went to hiking trails and parks.

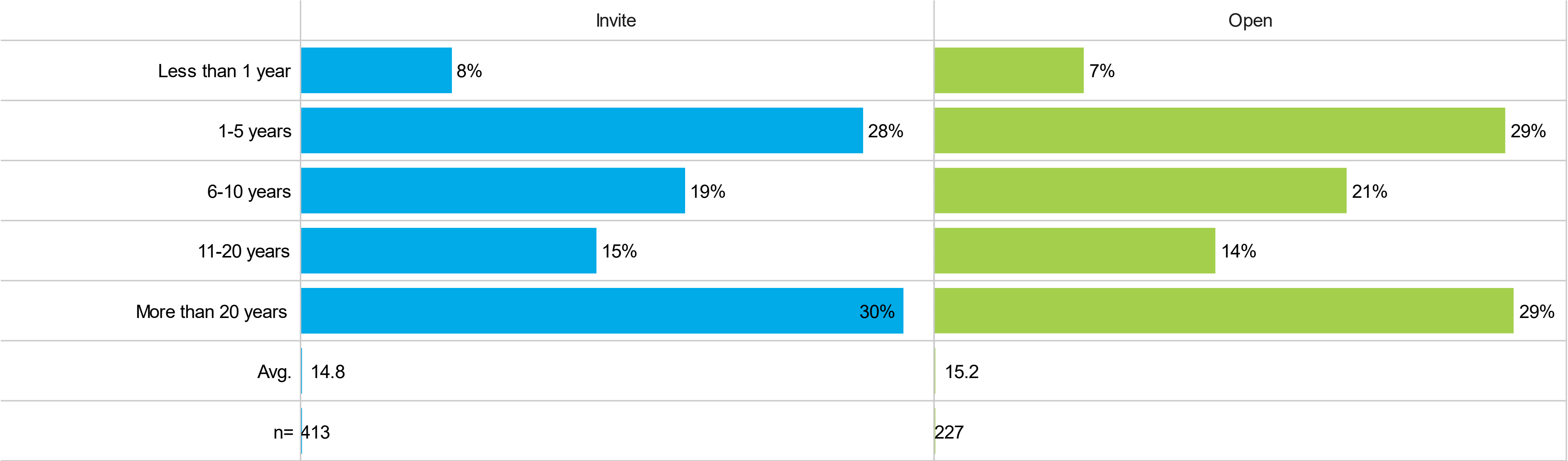
Overall, Zephyrhills' communication was rated as somewhat effective with an average of 2.6 out of 5 for the Invite sample. The preferred method of communication for 30% of the Invite sample is email, followed by social media (17%) and text message (15%).

LIVING IN ZEPHYRHILLS

LENGTH OF TIME IN ZEPHYRHILLS

There are both newer residents and long-term residents in the City of Zephyrhills. About 36% of the Invite sample have lived in the City for less than a year to five years, while 30% have been residents for over twenty years. The average length of time for both samples is about 15 years.

How long have you lived in the City of Zephyrhills?

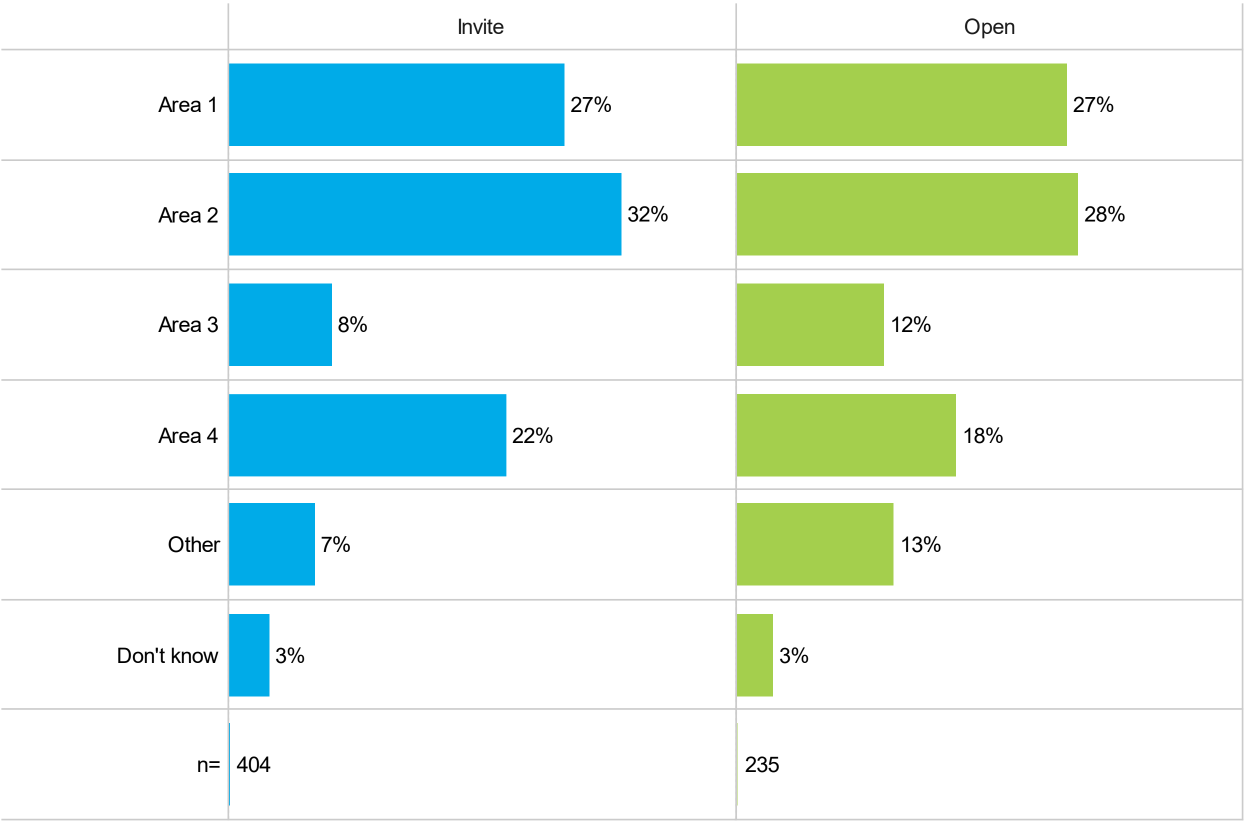


Source: RRC

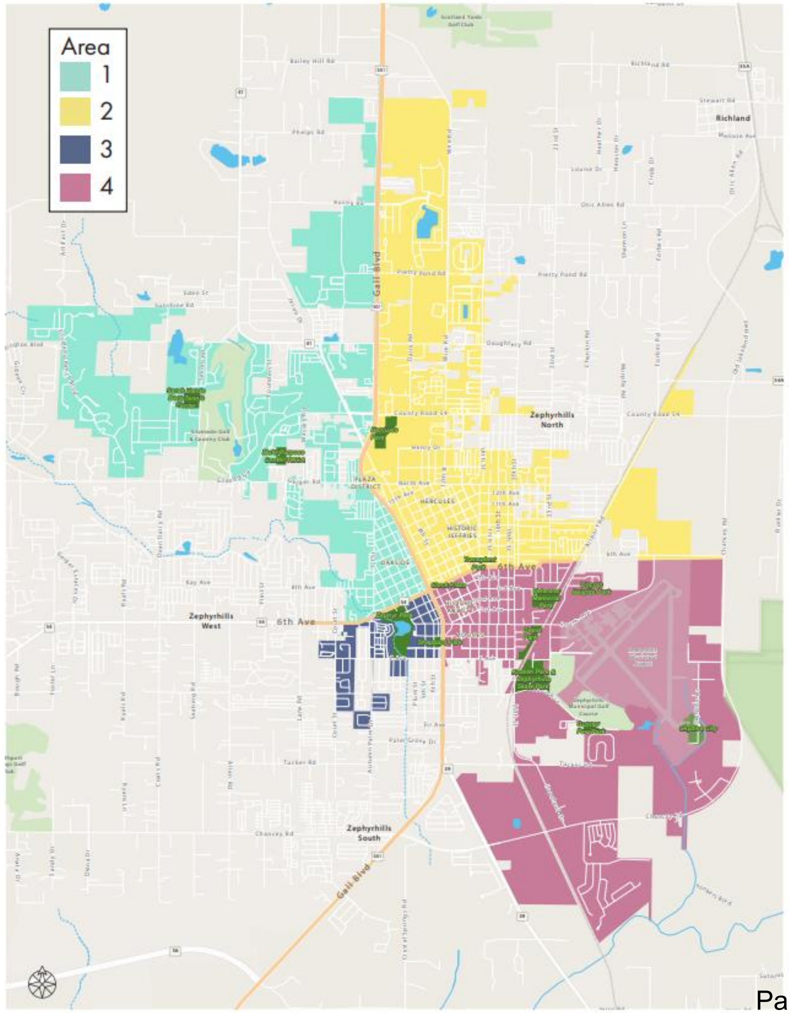
LOCATION IN ZEPHYRHILLS

Responses were collected from all areas of Zephyrhills, with the largest share (32%) from the Invite sample living in Area 2. A total of 13% of Open link respondents do not live within City limits but responded to the survey, indicating a high interest and nearby residents using City services.

Using the map below, which area do you live in?



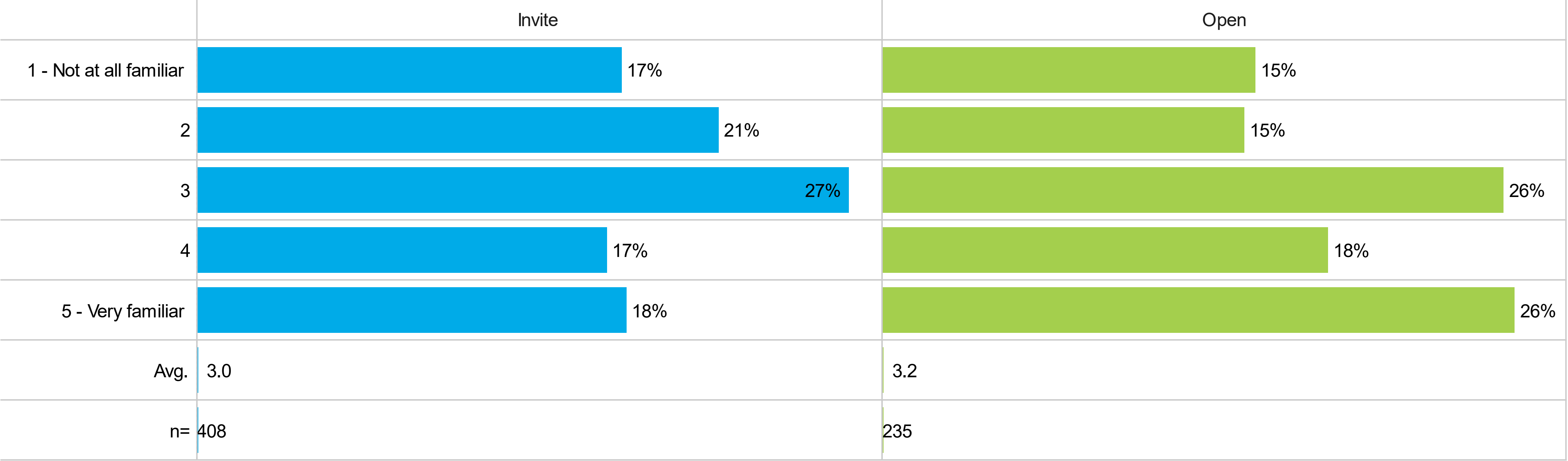
Source: RRC



FAMILIARITY WITH PARKS AND RECREATION

There are moderate levels of familiarity with parks, facilities, and programs provided by the City of Zephyrhills. More than a third (35%) of Invite respondents rated their level of familiarity either a 4 or 5 on a scale of 1-5 while 38% rated a 1 or 2. The average rating for the Invite sample is a 3 out of 5 with 5 being “very familiar.” The Open link sample shows a slightly higher level of familiarity.

How familiar is your household with parks, facilities, and programs provided by the City of Zephyrhills?



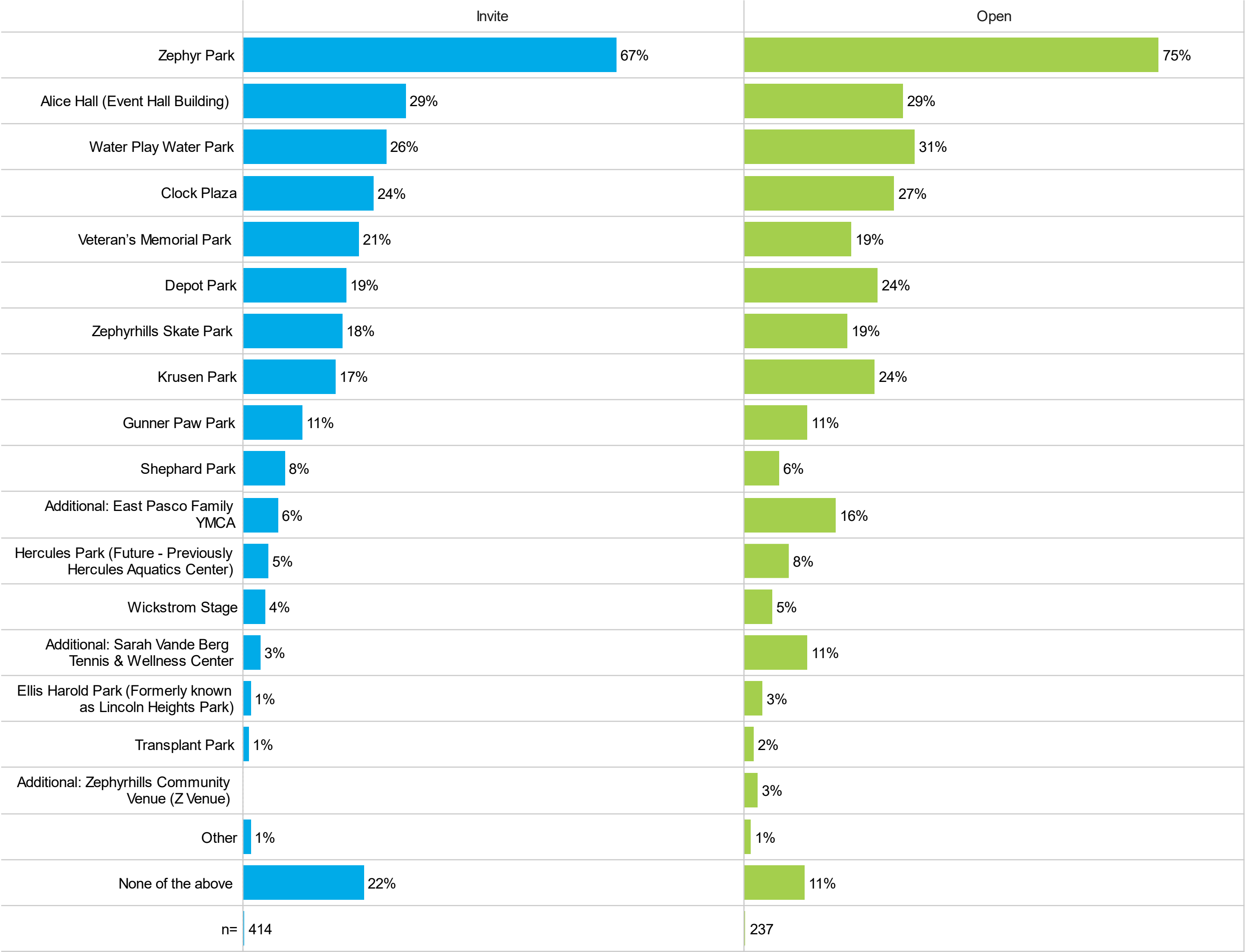
Source: RRC

CURRENT USAGE

PARK USAGE

- Zephyr Park is the most frequently visited park with two-thirds of the Invite sample indicating they’ve visited in the past 12 months.
- At least 20% of the Invite sample have also visited Alica Hall, Water Play Water Park, Clock Plaza and Veteran’s Memorial Park in the past year.
- Overall, the Open link sample are more frequent users of the listed park sites.
- A total of 22% of the Invite sample reported they hadn’t visited any of the listed parks in the past twelve months.

Which of the following park sites have you or your household used in the past 12 months? (CHECK ALL THAT APPLY)

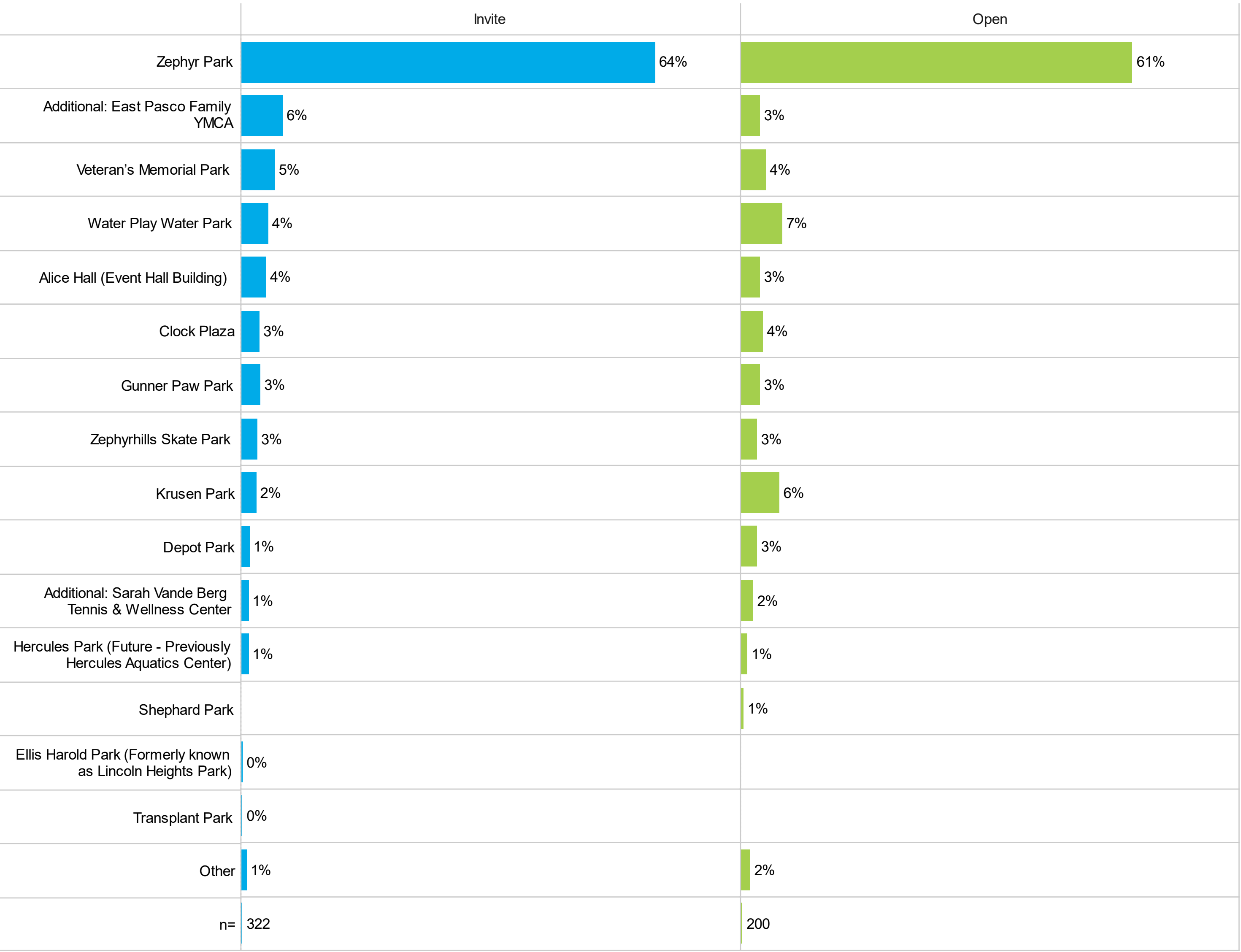


Source: RRC

MOST VISITED PARK

- Most respondents rated Zephyr Park as their most frequently visited park overall (64% of the Invite sample and 61% of the Open link sample)
- Following Zephyr Park, the East Pasco Family YMCA, Veteran's Memorial Park, Water Play Water Park, and Alice Hall were selected as the most frequently visited.
- Shepard Park, Ellis Harold Park and Transplant Park show the lowest shares of visitation.

From the list in the previous question, please select the park that you or your household visit most often.

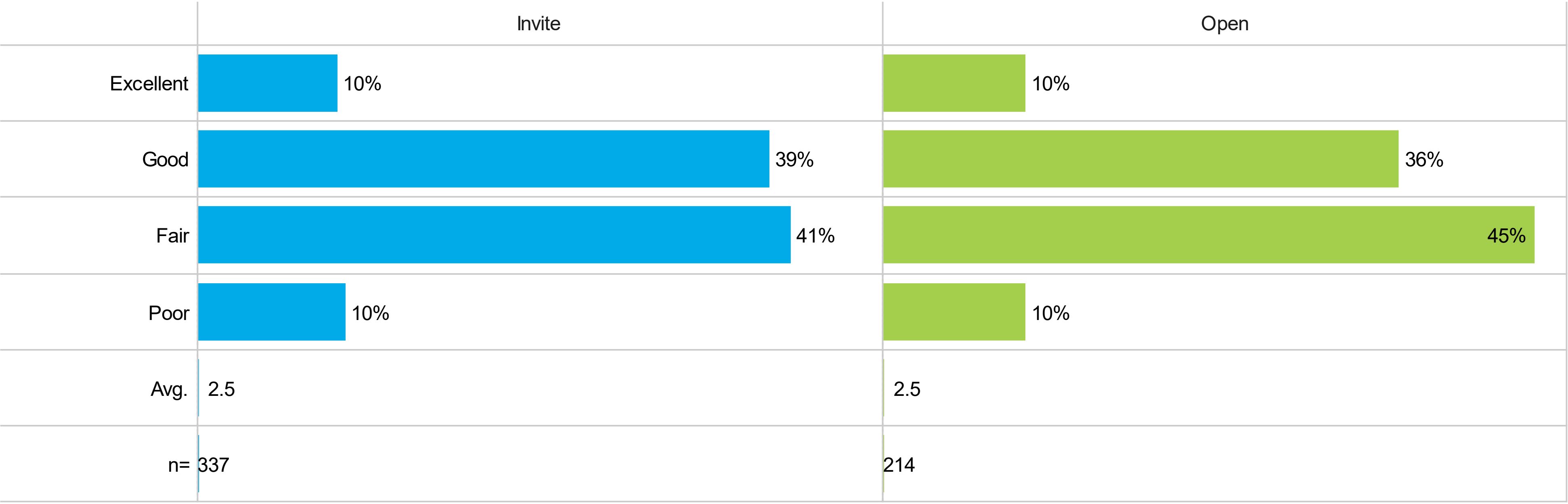


Source: RRC

PHYSICAL CONDITION OF AMENITIES

Most Invite respondents are split between the rating for the overall physical condition of the amenities in parks as “good” or “fair.” The average rating for both samples is 2.5 out of 4.

Overall, how would you rate the physical condition of the amenities in the parks you have visited?

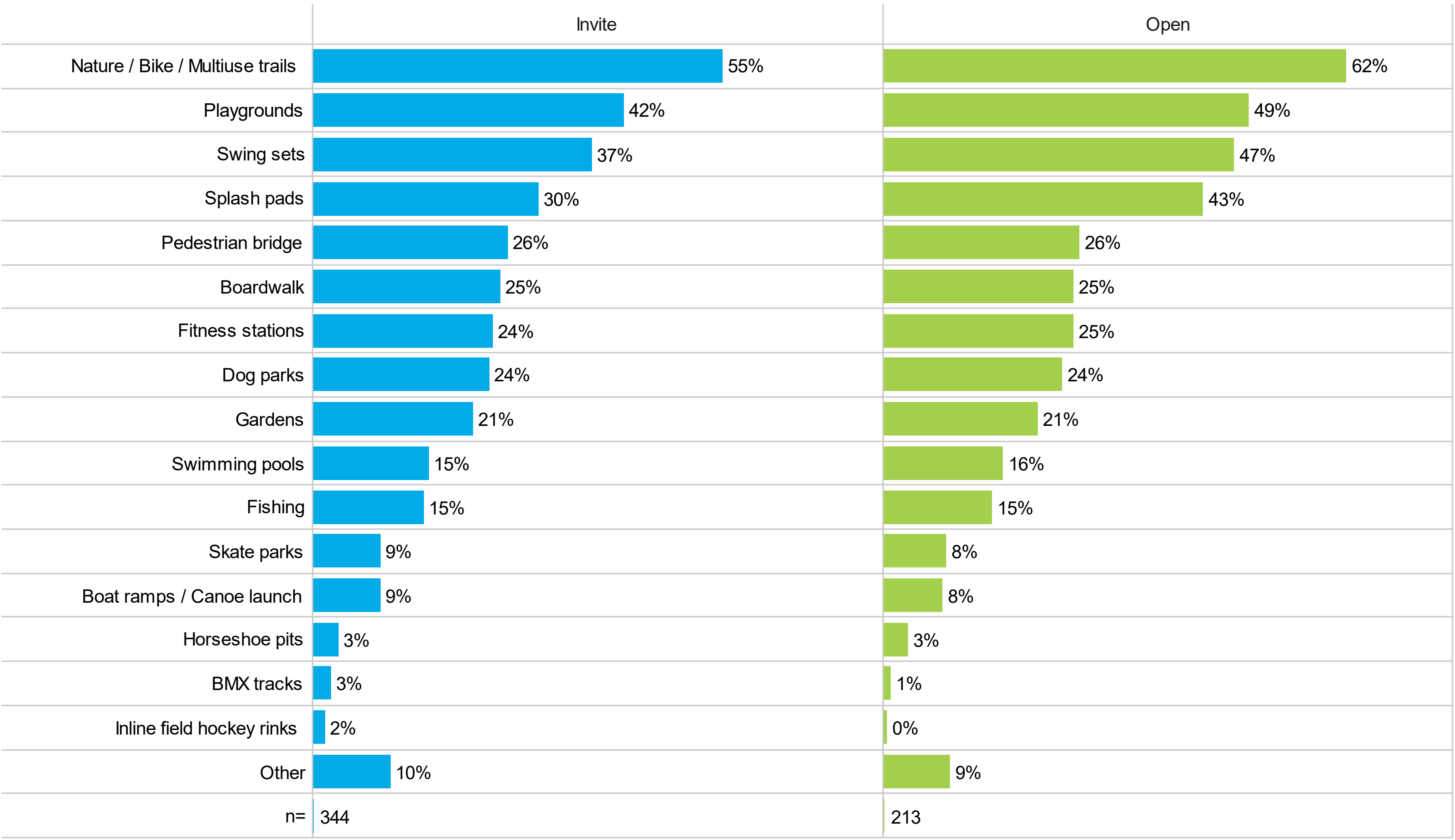


	Invite	Open
Excellent	10%	10%
Good	39%	36%
Fair	41%	45%
Poor	10%	10%
Avg.	2.5	2.5
n=	337	214

Source: RRC

USE OF AMENITIES

- Nature/Bike/Multiuse trails are the most frequently used amenity for both samples followed by playgrounds, swing sets and splash pads.
- Less frequently used amenities include horseshoe pits, BMX tracks and inline field hockey rinks.
- “Other” write in amenities include walking areas, open space, and tennis/pickleball courts.



Which of the following amenities does your household use when visiting parks and recreation facilities? (CHECK ALL THAT APPLY)

Source: RRC

ADDITIONAL RECREATION AMENITIES

OPEN-ENDED RESPONSES

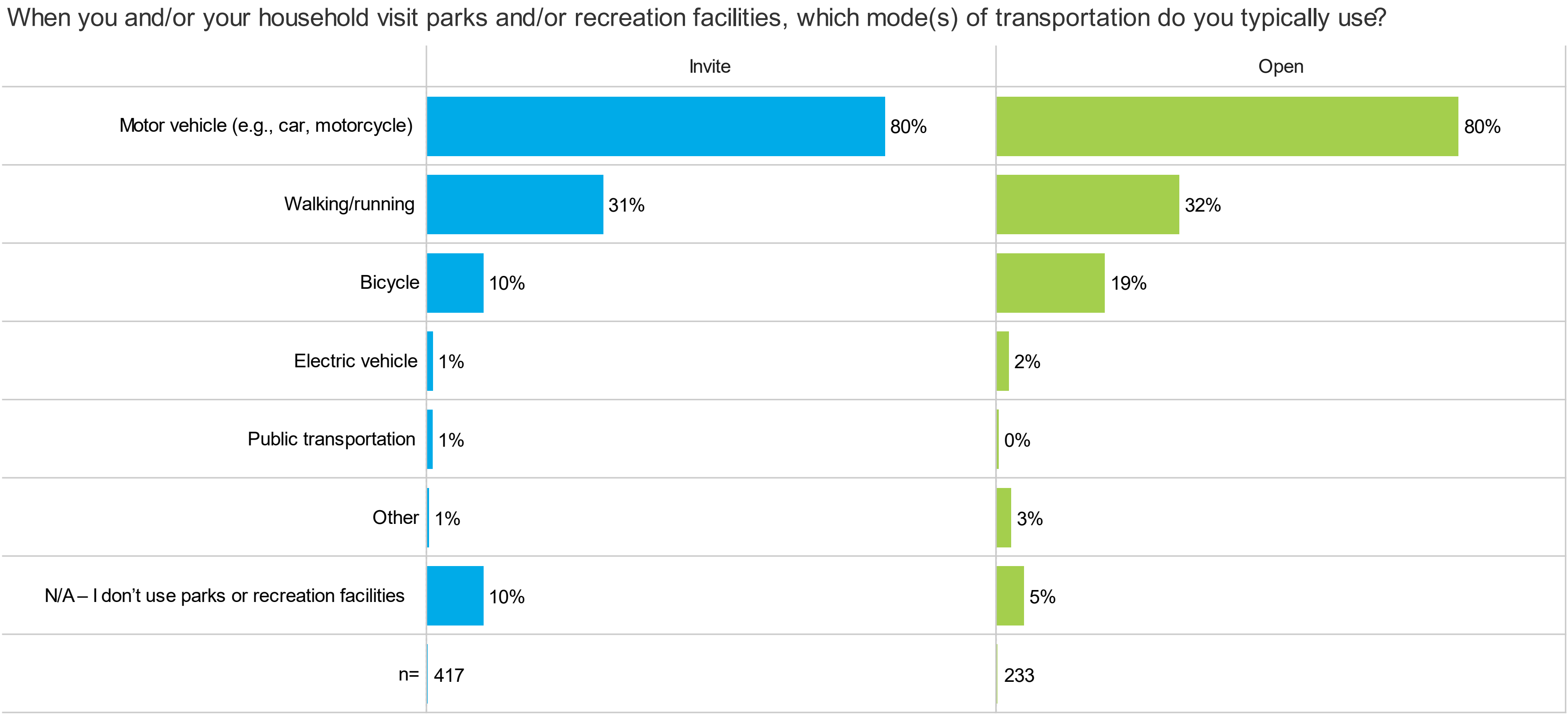
Respondents were asked if there were any additional recreation amenities they had seen elsewhere that they would like to see offered in Zephyrhills. A total of 271 suggestions were collected and a word cloud of the top 200 most frequently mentioned words is shown below.

Some of the suggestions commonly mentioned are:

- A community pool
- Additional trails both for biking and walking
- Better maintenance of parks
- Additional courts for basketball and pickleball
- Garden spaces

TRANSPORTATION TO PARKS OR RECREATION FACILITIES

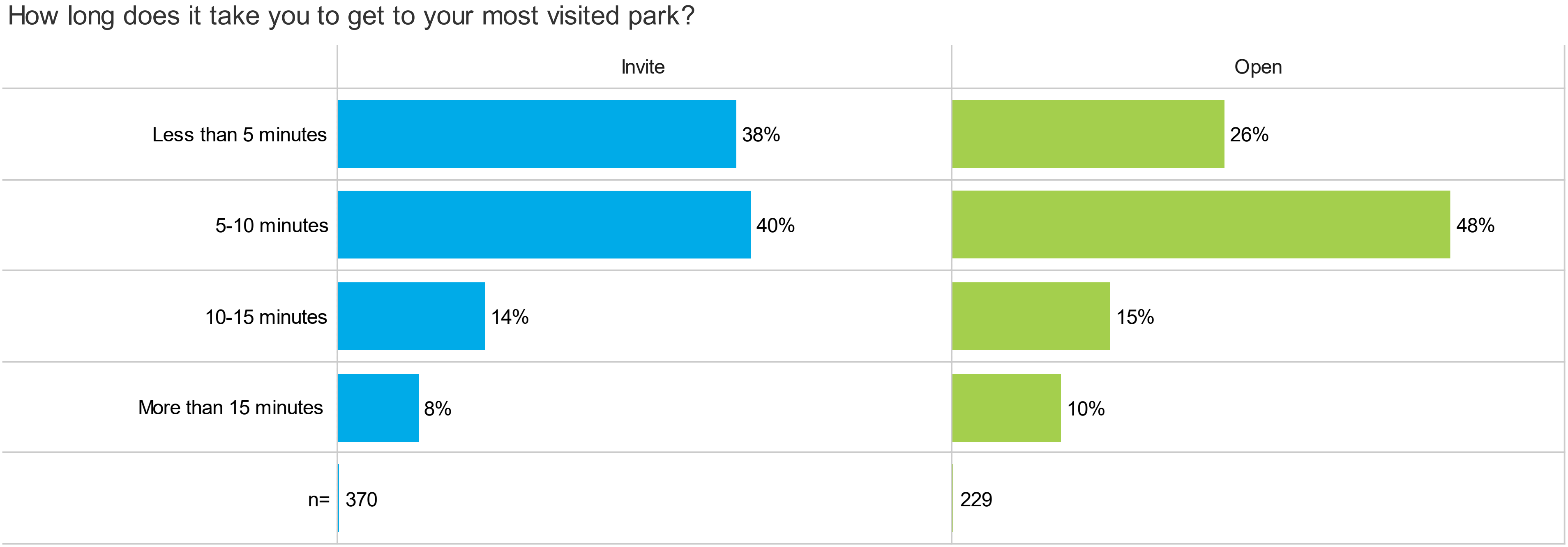
While a majority use a motor vehicle to get to parks (80%) for both samples, a large share of respondents walk/run (about 32% of both samples) and bike. One in ten Invite respondents report not using parks or recreation facilities.



Source: RRC

DISTANCE TO PARKS

Overall, respondents live close to their most visited park. A total of 38% of the Invite sample say they live less than 5 minutes and 40% say they live 5-10 minutes from their most visited park. The Open link sample lives slightly farther away.



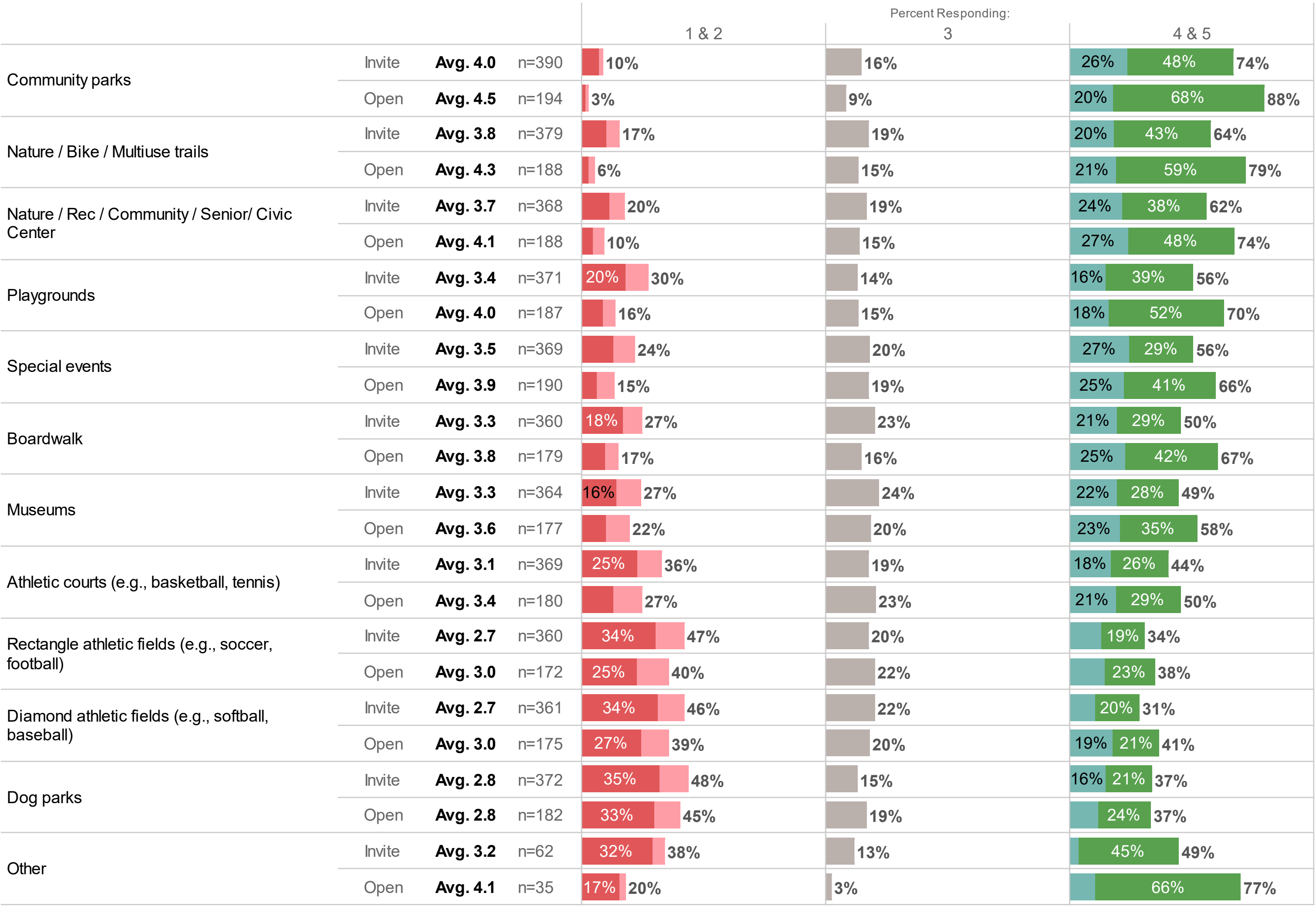
Source: RRC

CURRENT CONDITIONS

FACILITIES & SERVICES – IMPORTANCE

- Community parks, Nature/Bike/Multiuse trails and the Nature/Rec/Community/Senior/Civic Center are most important to both samples.
- The Open link sample generally places a higher importance on the listed facilities and services.
- Lower in importance to respondents are athletic fields and the dog park.

For the following section, please rate how important the following facilities and services are to your household.

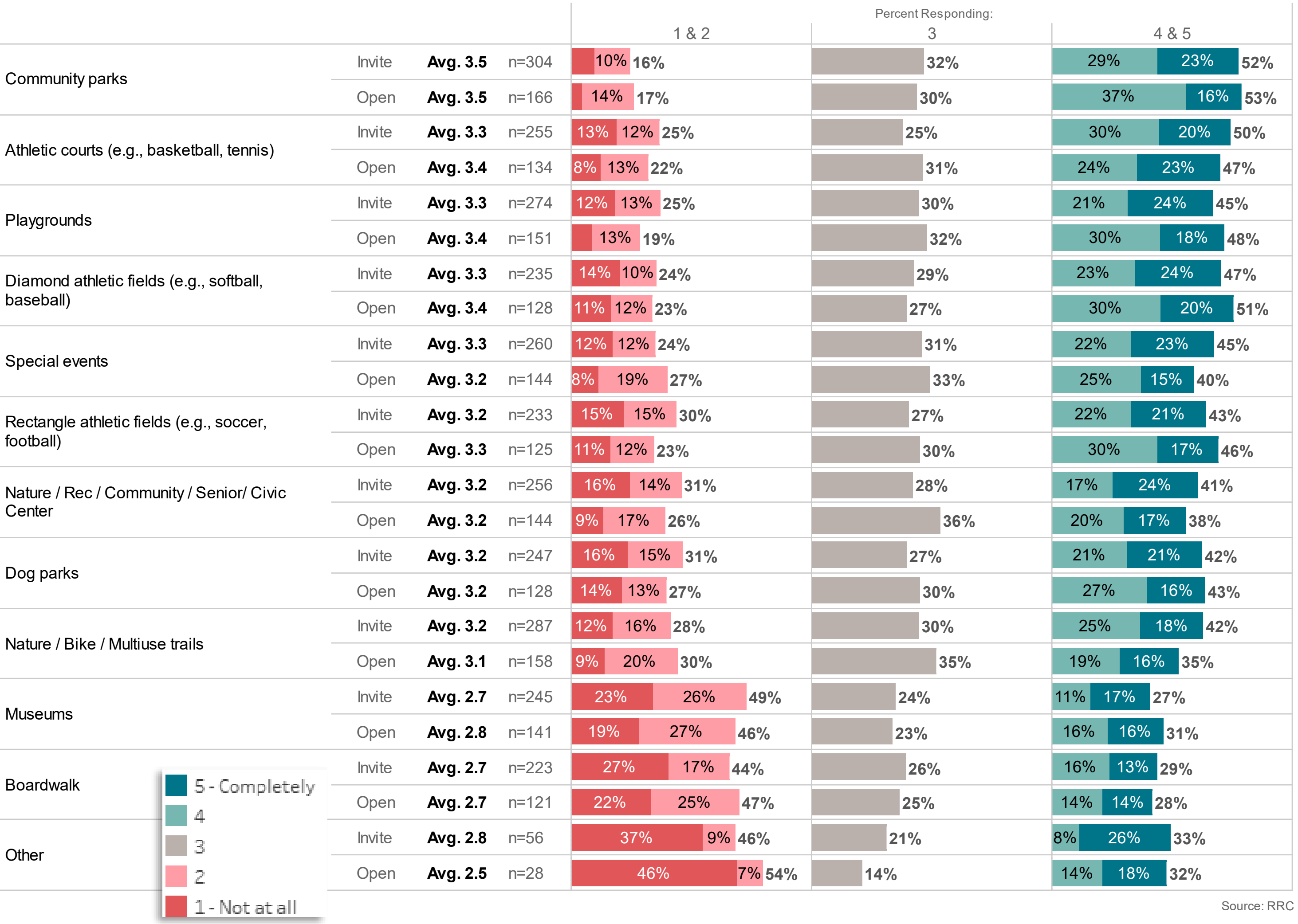


Source: RRC

FACILITIES & SERVICES – NEEDS MET

- Community parks are currently mostly meeting the needs of the community and are also rated as the most important.
- Although nature/bike/multiuse trails and the Nature/Rec/Community/Senior/Civic Center rated higher in importance, they scored slightly lower in terms of meeting the needs of the community.
- Museums and the boardwalk rated lowest in community satisfaction.

For the following section, please rate how they are currently meeting the needs of the community. Please provide an answer whether or not you have used the facility or service.



				1 & 2			3	4 & 5		
Community parks	Invite	**Avg. 3.5**	n=304		10%	16%	32%	29%	23%	52%
	Open	**Avg. 3.5**	n=166		14%	17%	30%	37%	16%	53%
Athletic courts (e.g., basketball, tennis)	Invite	**Avg. 3.3**	n=255	13%	12%	25%	25%	30%	20%	50%
	Open	**Avg. 3.4**	n=134	8%	13%	22%	31%	24%	23%	47%
Playgrounds	Invite	**Avg. 3.3**	n=274	12%	13%	25%	30%	21%	24%	45%
	Open	**Avg. 3.4**	n=151		13%	19%	32%	30%	18%	48%
Diamond athletic fields (e.g., softball, baseball)	Invite	**Avg. 3.3**	n=235	14%	10%	24%	29%	23%	24%	47%
	Open	**Avg. 3.4**	n=128	11%	12%	23%	27%	30%	20%	51%
Special events	Invite	**Avg. 3.3**	n=260	12%	12%	24%	31%	22%	23%	45%
	Open	**Avg. 3.2**	n=144	8%	19%	27%	33%	25%	15%	40%
Rectangle athletic fields (e.g., soccer, football)	Invite	**Avg. 3.2**	n=233	15%	15%	30%	27%	22%	21%	43%
	Open	**Avg. 3.3**	n=125	11%	12%	23%	30%	30%	17%	46%
Nature / Rec / Community / Senior/ Civic Center	Invite	**Avg. 3.2**	n=256	16%	14%	31%	28%	17%	24%	41%
	Open	**Avg. 3.2**	n=144	9%	17%	26%	36%	20%	17%	38%
Dog parks	Invite	**Avg. 3.2**	n=247	16%	15%	31%	27%	21%	21%	42%
	Open	**Avg. 3.2**	n=128	14%	13%	27%	30%	27%	16%	43%
Nature / Bike / Multiuse trails	Invite	**Avg. 3.2**	n=287	12%	16%	28%	30%	25%	18%	42%
	Open	**Avg. 3.1**	n=158	9%	20%	30%	35%	19%	16%	35%
Museums	Invite	**Avg. 2.7**	n=245	23%	26%	49%	24%	11%	17%	27%
	Open	**Avg. 2.8**	n=141	19%	27%	46%	23%	16%	16%	31%
Boardwalk	Invite	**Avg. 2.7**	n=223	27%	17%	44%	26%	16%	13%	29%
	Open	**Avg. 2.7**	n=121	22%	25%	47%	25%	14%	14%	28%
Other	Invite	**Avg. 2.8**	n=56	37%	9%	46%	21%	8%	26%	33%
	Open	**Avg. 2.5**	n=28	46%	7%	54%	14%	14%	18%	32%

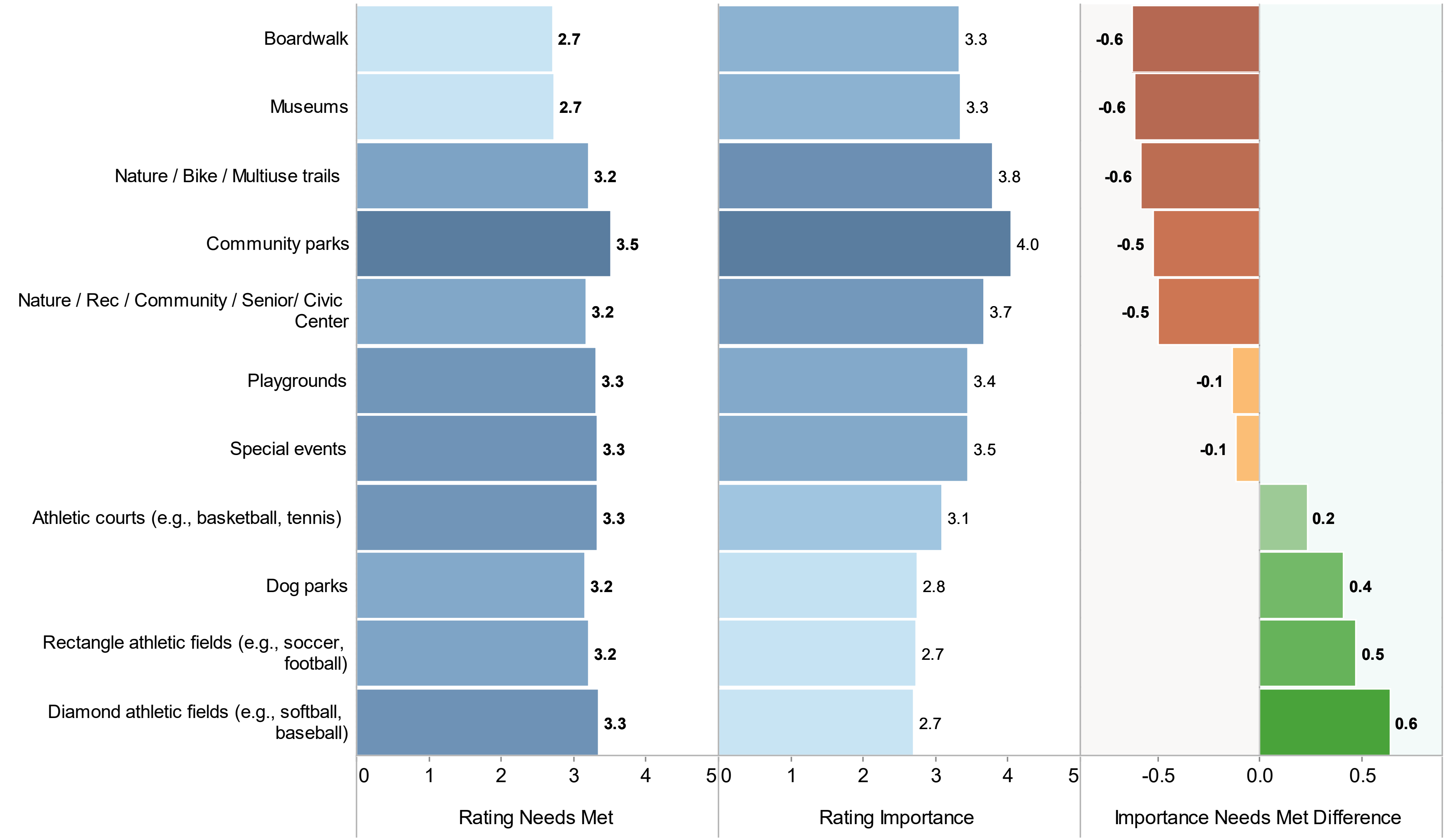
Source: RRC

IMPORTANCE/NEEDS MET DIFFERENCE

- The graph highlights the differences between the average rating of meeting the needs of the community and the average importance rating for facilities for the Invite sample.
- The greatest disparities in average ratings are the boardwalk, museums, nature/bike/multiuse trail, community parks, and the nature/rec/community/ senior/civic center.
- Athletic fields and courts and the dog park are currently meeting the needs of the community to a higher extent than their importance.

Difference Between Average Rating for Meeting the Needs and Average Imprtance Rating

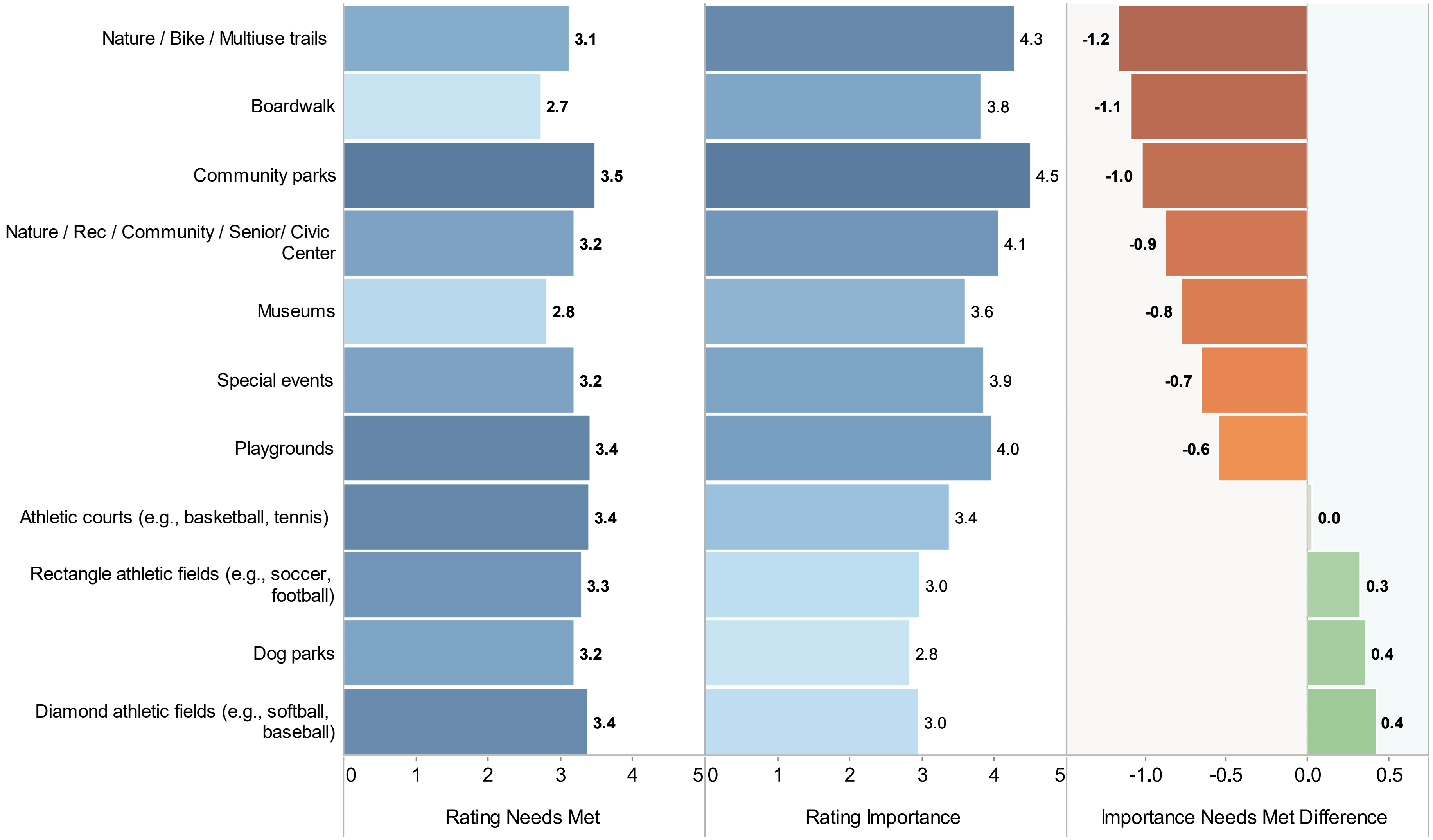
Invite Sample



Source: RRC

IMPORTANCE/NEEDS MET DIFFERENCE

- The greatest difference between the average importance rating and the average rating for meeting the needs of the community for the Open link sample are nature/bike/multiuse trails, the board walk, and community parks.
- Like the Invite sample, Open link respondents are most satisfied with athletic fields and dog parks.



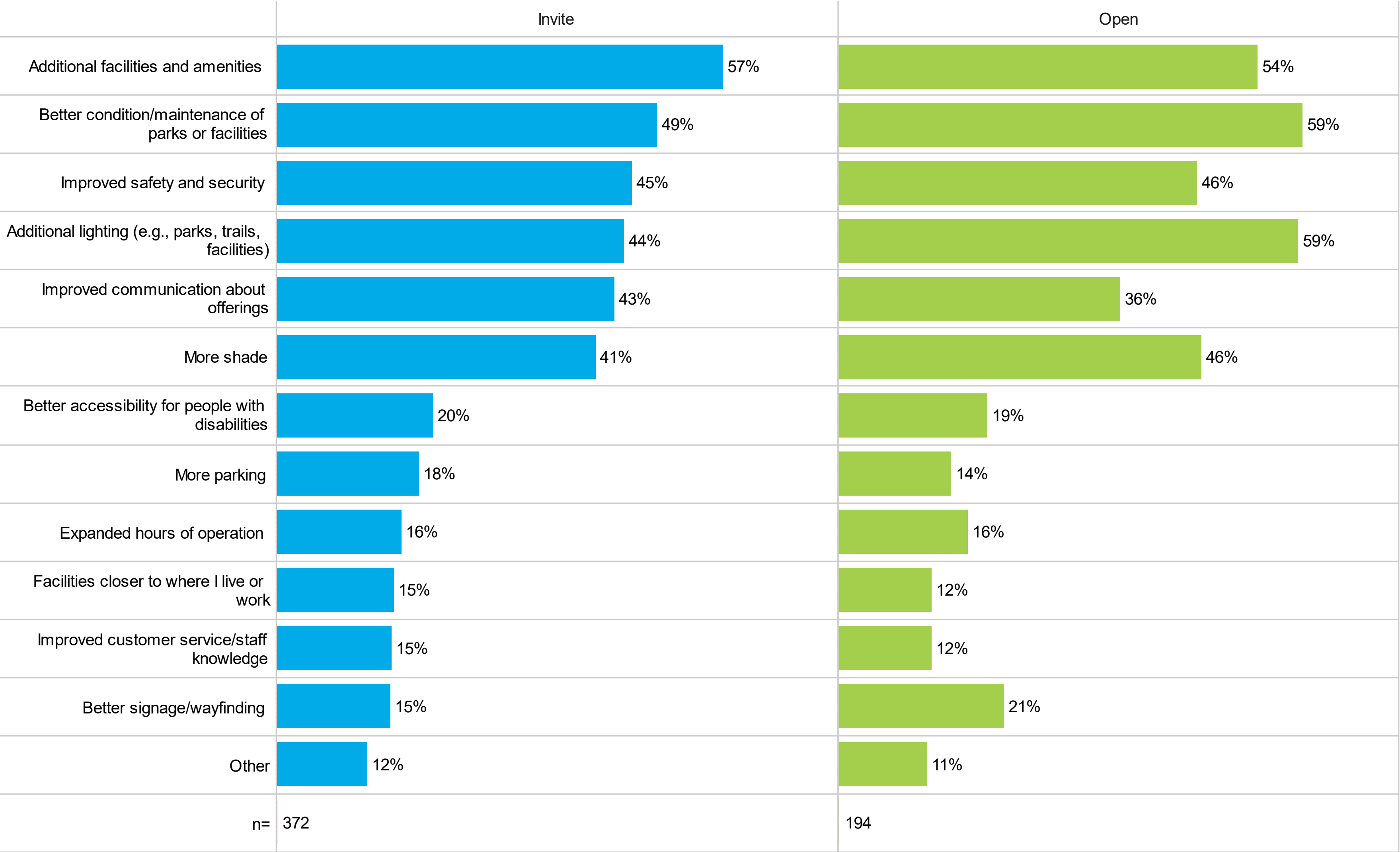
Difference Between Average Rating for Meeting the Needs and Average Imprtance Rating
Open Sample

Source: RRC

INCREASING USE

- More than half of the Invite sample said that additional facilities and amenities would increase their use of parks and recreation opportunities in Zephyrhills.
- At least 40% of the Invite sample also indicated that the following would help increase use:
    - Better condition/maintenance of parks or facilities
    - Improved safety and security
    - Additional lighting
    - Improved communication about offerings
    - More shade
- The Open link sample feels stronger toward maintenance, additional lighting and the need for shade.

What are the most important areas, that if addressed, would increase your use of parks and recreation facilities, programs, and services? (CHECK ALL THAT APPLY)



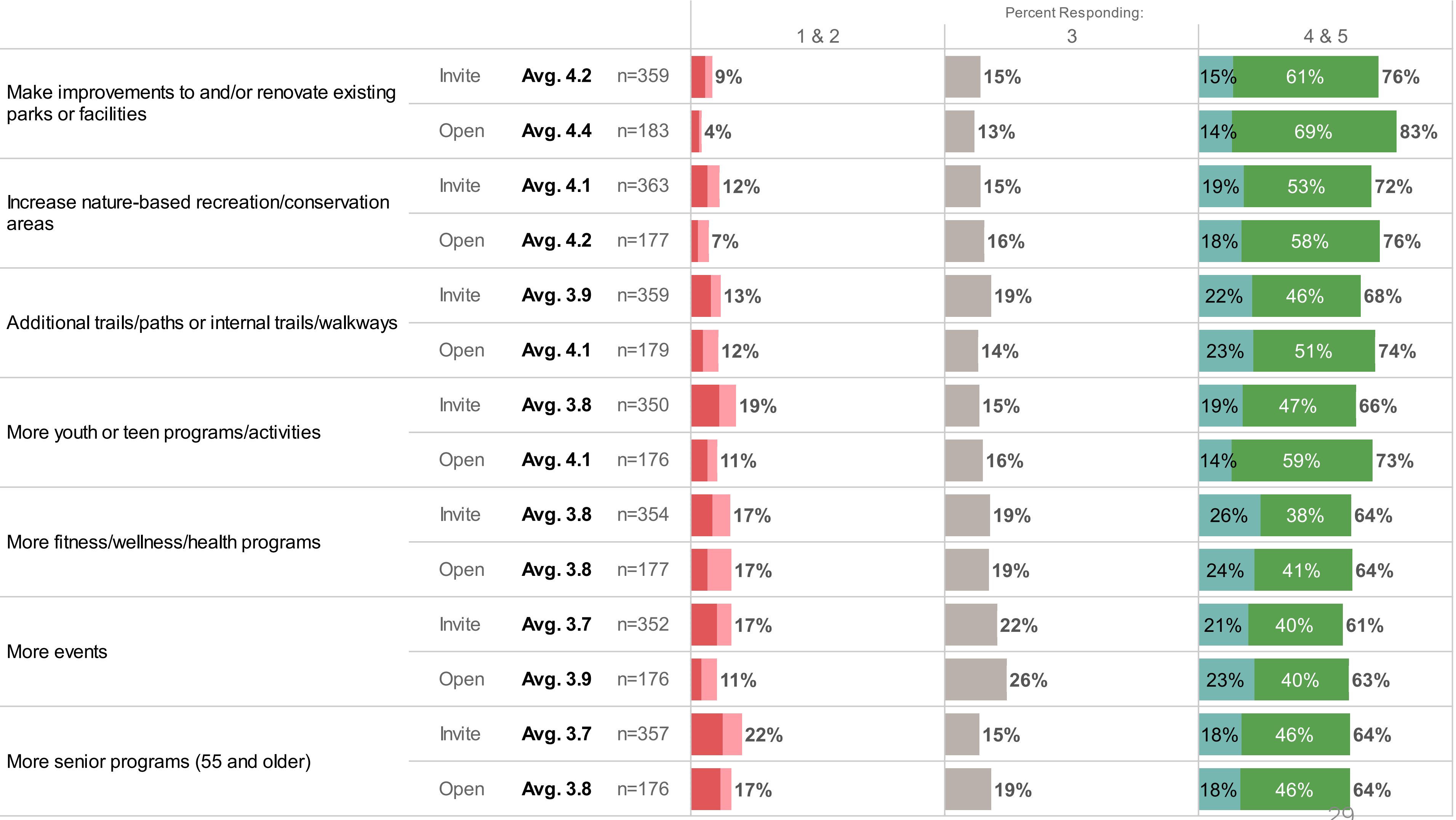
Source: RRC

FUTURE NEEDS

IMPROVEMENTS – FACILITIES, AMENITIES & SERVICES

- Making improvements to and/or renovating existing parks or facilities is the most important future priority over the next 5 to 10 years for both samples followed by increasing nature-based recreation/conservation areas.
- Additional trails/paths or internal trails/walkways was also rated as highly important with nearly half of the Invite sample (46%) rating it as a 5 out of 5, or “very important”.

What are the most important needs for improvement in Zephyrhills parks facilities over the next 5 to 10 years? Please mark the box for how important each of the following future facilities, programs, and services are to you and/or your household.



Percent Responding:

				1 & 2	3	4 & 5		
Make improvements to and/or renovate existing parks or facilities	Invite	**Avg. 4.2**	n=359	9%	15%	15%	61%	76%
	Open	**Avg. 4.4**	n=183	4%	13%	14%	69%	83%
Increase nature-based recreation/conservation areas	Invite	**Avg. 4.1**	n=363	12%	15%	19%	53%	72%
	Open	**Avg. 4.2**	n=177	7%	16%	18%	58%	76%
Additional trails/paths or internal trails/walkways	Invite	**Avg. 3.9**	n=359	13%	19%	22%	46%	68%
	Open	**Avg. 4.1**	n=179	12%	14%	23%	51%	74%
More youth or teen programs/activities	Invite	**Avg. 3.8**	n=350	19%	15%	19%	47%	66%
	Open	**Avg. 4.1**	n=176	11%	16%	14%	59%	73%
More fitness/wellness/health programs	Invite	**Avg. 3.8**	n=354	17%	19%	26%	38%	64%
	Open	**Avg. 3.8**	n=177	17%	19%	24%	41%	64%
More events	Invite	**Avg. 3.7**	n=352	17%	22%	21%	40%	61%
	Open	**Avg. 3.9**	n=176	11%	26%	23%	40%	63%
More senior programs (55 and older)	Invite	**Avg. 3.7**	n=357	22%	15%	18%	46%	64%
	Open	**Avg. 3.8**	n=176	17%	19%	18%	46%	64%

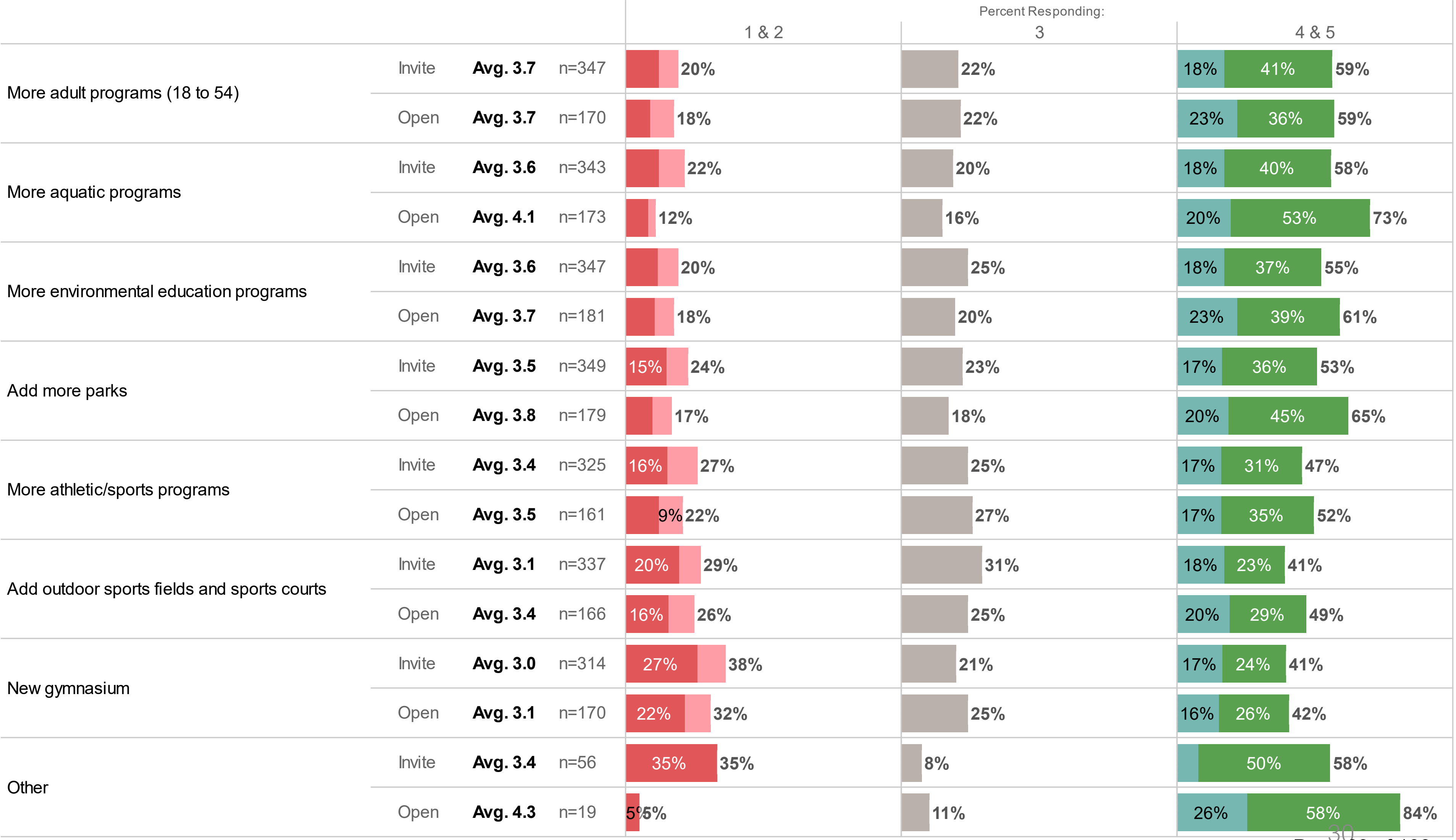
🟩 5 - Very important
🟦 4
⬜ 3
🟥 2
🟥 1 - Not at all important

Source: RRC

IMPROVEMENTS – FACILITIES, AMENITIES & SERVICES

- Lower on the list for future priorities is a new gymnasium and adding outdoor sports fields and courts which were supported by a portion of the community and seen as not at all important by another portion.
- The Open link sample is more supportive of adding more aquatic programs and adding more parks.

What are the most important needs for improvement in Zephyrhills parks facilities over the next 5 to 10 years? Please mark the box for how important each of the following future facilities, programs, and services are to you and/or your household.



🟩 5 - Very important
🟦 4
⬜ 3
🟪 2
🟥 1 - Not at all important

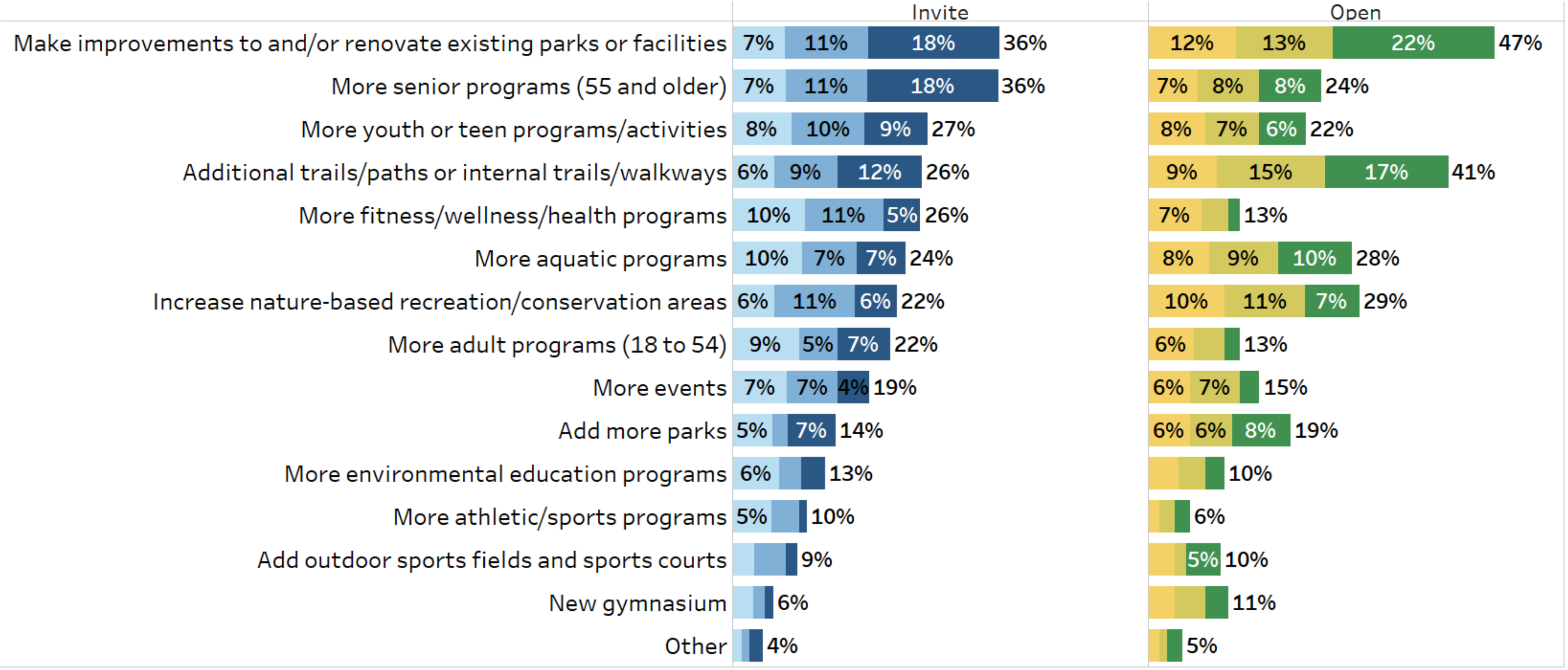
RRC

Source: RRC

TOP 3 HIGHEST PRIORITIES

- The top highest future priorities for the Invite sample are split between making improvements to and/or renovating existing parks or facilities and adding more senior programs.
- The Open link sample agrees with the importance of improving existing parks or facilities but feels a greater importance should be placed on additional trails/paths or internal tails/walkways.

From the list in the previous question, please select the top three highest priority items for you and your household.



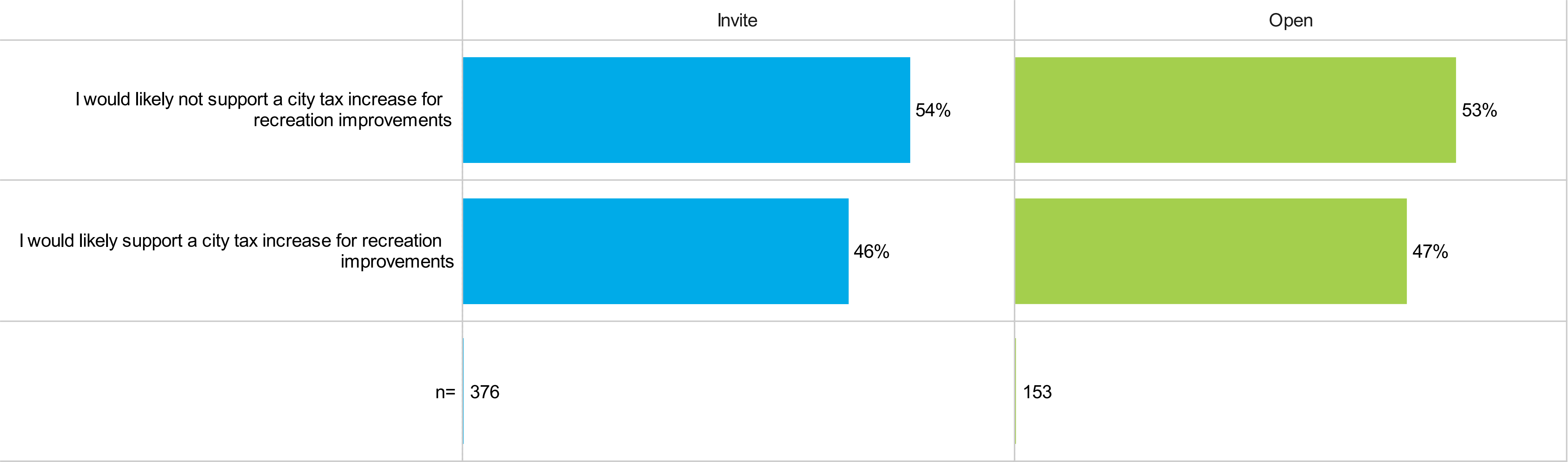
*Darker colors indicate a higher ranking
Source: RRC

FINANCIAL CHOICES/FEES

CITY TAXES FOR RECREATION IMPROVEMENTS

There is slightly greater opposition to a city tax for recreation improvements than in support with over half of the Invite sample (53%) responding that they would likely not support a tax increase. Sentiments towards a tax increase are similar for both samples

Which of the following two statements best describes your opinion concerning increasing city taxes for recreation improvements?

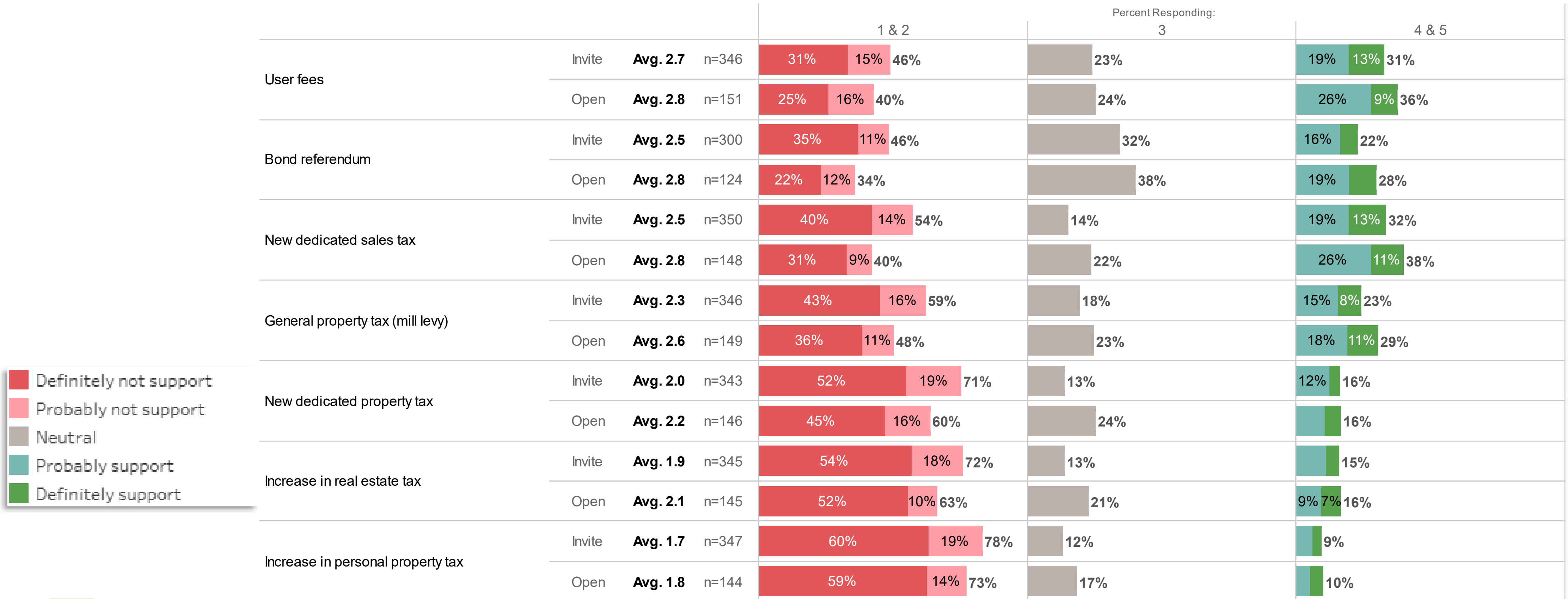


Source: RRC

TYPES OF FUNDING SUPPORT

All listed funding options received lower levels of support, with user fees being the most supported with 31% of the Invite sample saying they would probably support or definitely support an increase. A bond referendum and a new dedicated sales tax show equal levels of support. The least supported funding option is an increase in personal property tax.

To what extent, if any, would you be willing to support the following funding mechanisms to fund operations and maintenance costs of parks and recreation facilities, cultural facilities, trails, and programs in the City of Zephyrhills that currently exist or may be developed in the future?

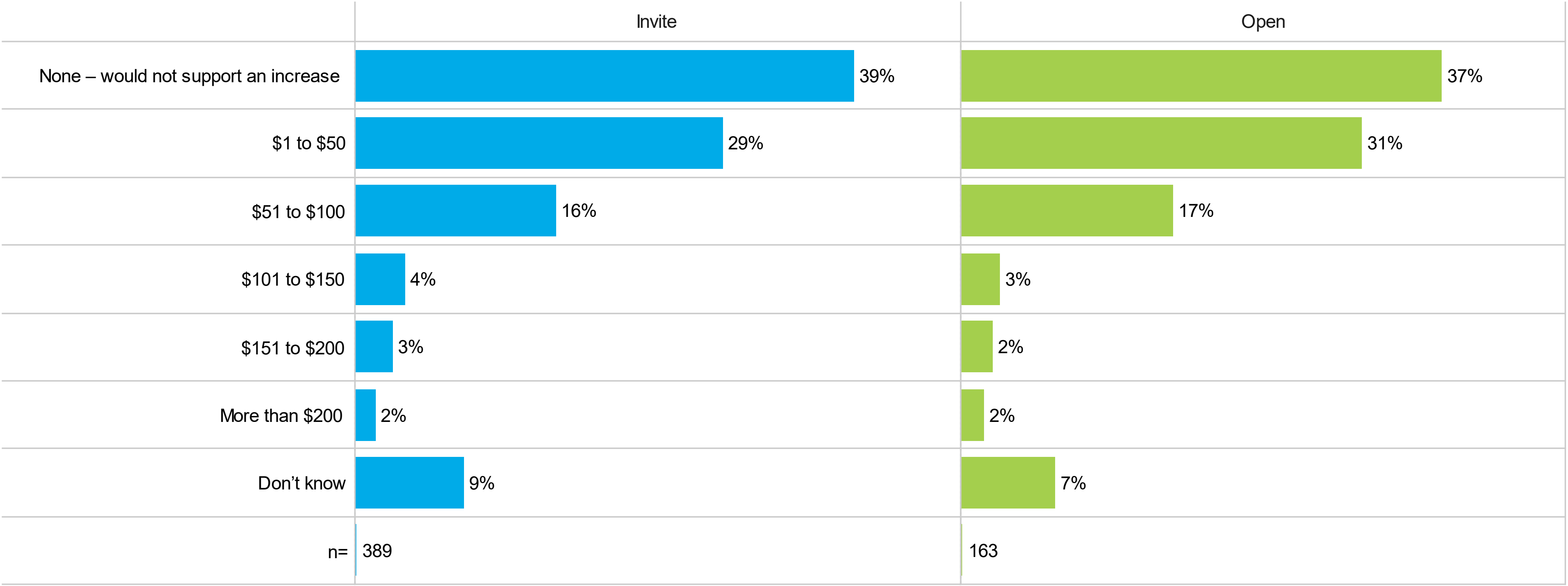


Source: RRC

ADDITIONAL TAX

While 39% of the Invite sample said they would not support a tax increase for the purpose of expanding, renovating and increasing programing at recreation facilities, 29% responded they would be willing to pay an additional $1-$50 annually and 16% said they'd pay $51-$100. Willingness to pay an additional tax are similar across sample types.

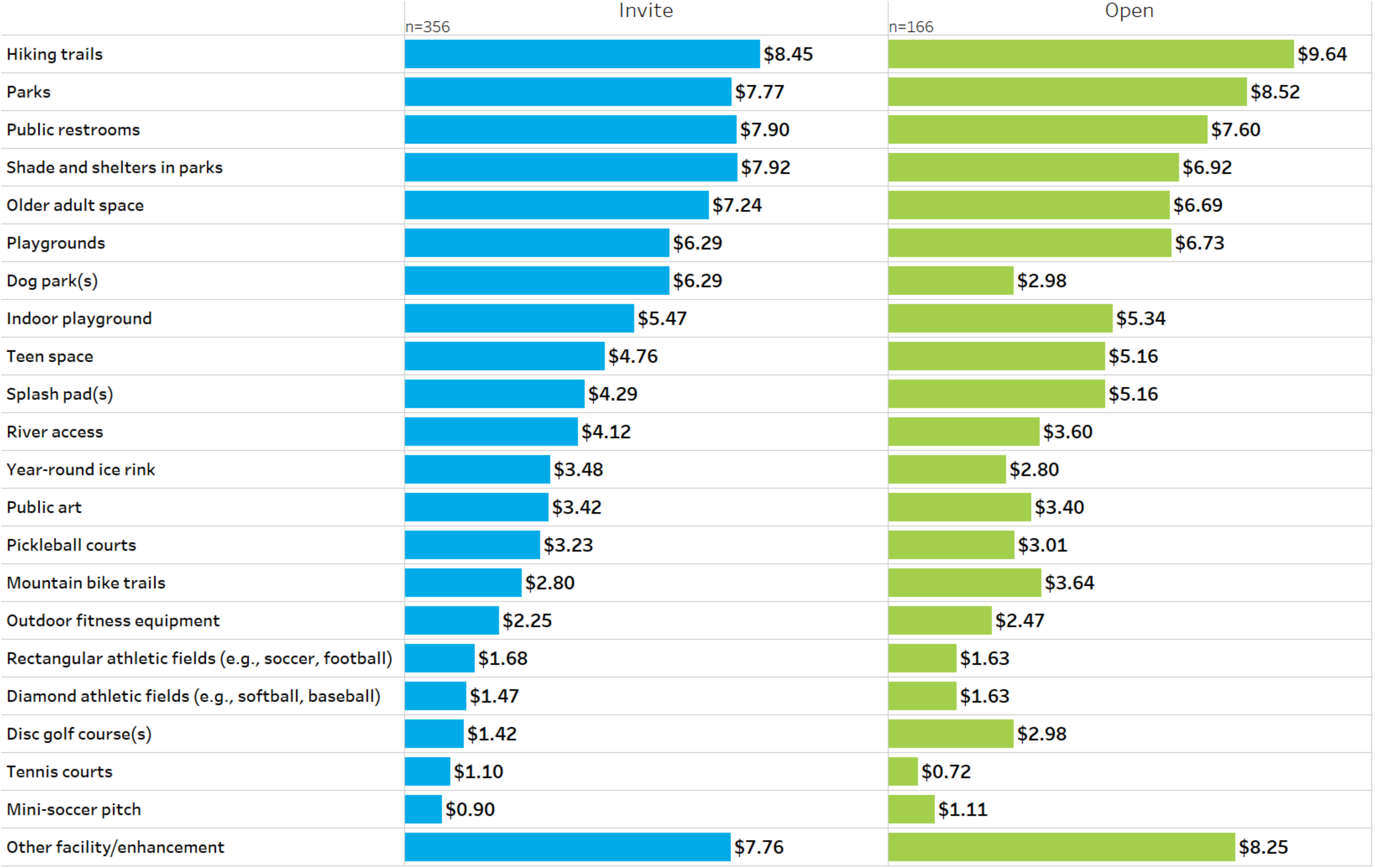
Approximately how much additional tax would you be willing to pay annually to expand, renovate, and increase programming at recreation facilities?



Source: RRC

BUDGET ALLOCATION

- Respondents were asked in what ways would they spend a hypothetical $100 across various facility, service or program improvements.
- The greatest share of that budget went to hiking trails for both samples followed by parks and other enhancements which include:
    - A pool, basketball courts, and maintenance and improvements to current parks.
- The Invite sample feels that more budget should be allocated to shade and shelters in parks as well as dog parks than the Open link sample.



Imagine you have $100 to spend on improving recreation facilities, services and/or programs for the City, how would you allocate that $100 across the following categories?

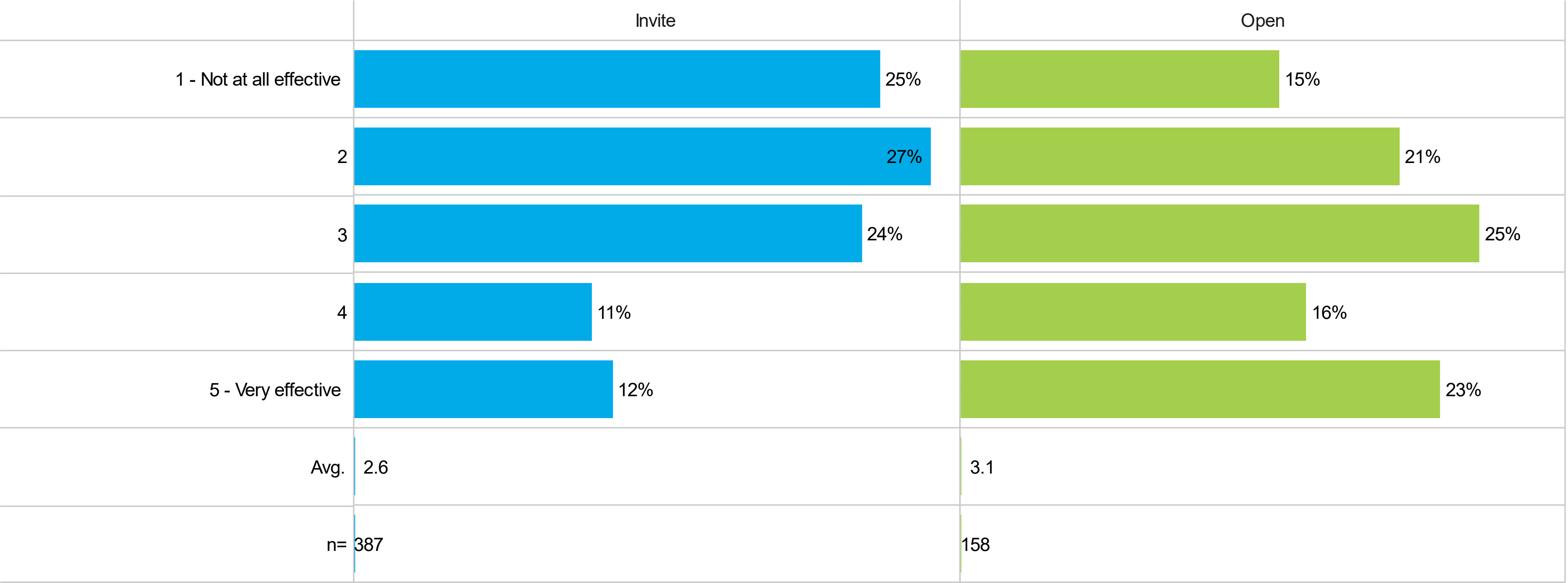
Source: RRC

COMMUNICATION

EFFECTIVENESS OF COMMUNICATION

Overall, Zephyrhills' communication was rated as somewhat effective with an average of 2.6 out of 5 for the Invite sample and 3.1 for the Open link sample. About a quarter (23%) of Invite respondents feel more positively toward how effective the City's communication is with ratings of 4 or 5.

How effective is Zephyrhills at reaching you with information on parks and recreation facilities, services, and programs?



	Invite	Open
1 - Not at all effective	25%	15%
2	27%	21%
3	24%	25%
4	11%	16%
5 - Very effective	12%	23%
Avg.	2.6	3.1
n=	387	158

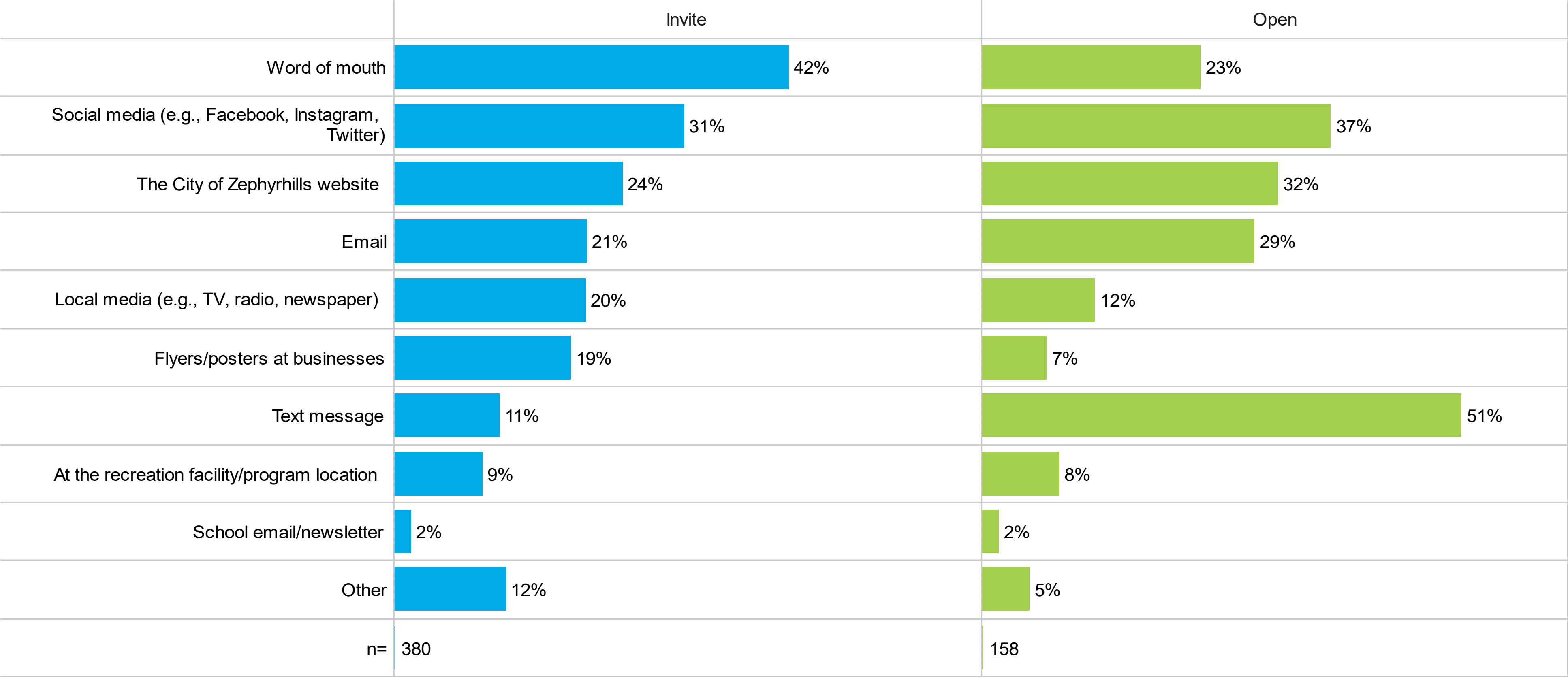
Source: RRC

RRC

CURRENT COMMUNICATION METHODS

Currently, respondents receive communication on parks and recreation facilities, programs, and services through a variety of different methods with the most popular being, word of mouth, social media, and the City's website. A larger share of Open link respondents report receiving communication through text message, which is likely how they heard about this survey. School email/newsletters are the least common form of receiving information.

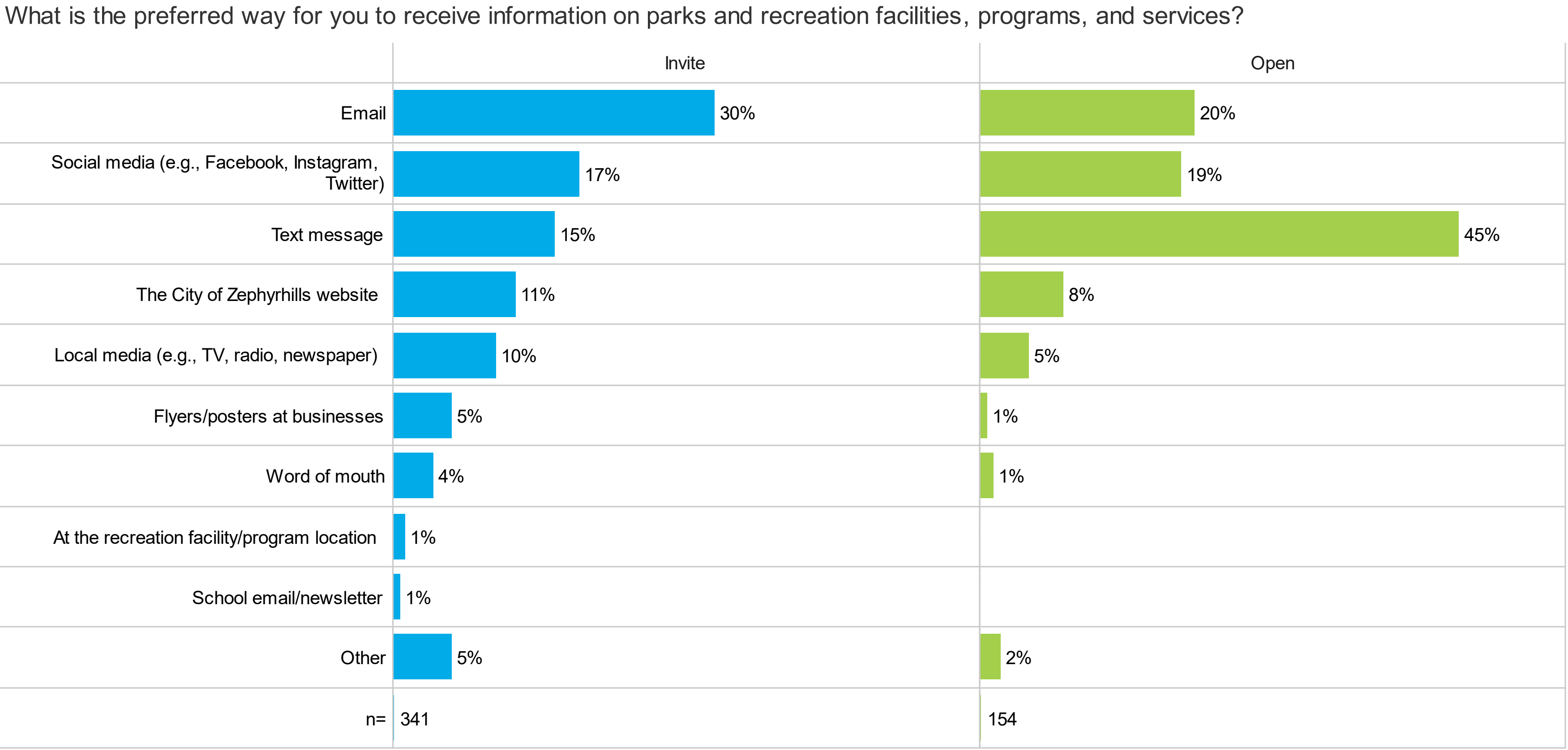
How do you currently receive information on parks and recreation facilities, programs, and services offered by Zephyrhills? (CHECK ALL THAT APPLY)



Source: RRC

PREFERRED COMMUNICATION

The preferred method of communication for 30% of the Invite sample is email, followed by social media (17%) and text message (15%).



	Invite	Open
Email	30%	20%
Social media (e.g., Facebook, Instagram, Twitter)	17%	19%
Text message	15%	45%
The City of Zephyrhills website	11%	8%
Local media (e.g., TV, radio, newspaper)	10%	5%
Flyers/posters at businesses	5%	1%
Word of mouth	4%	1%
At the recreation facility/program location	1%	
School email/newsletter	1%	
Other	5%	2%
n=	341	154

Source: RRC

ADDITIONAL COMMENTS & SUGGESTIONS

Respondents were offered an opportunity at the end of the survey to provide any additional comments and suggestions for the City of Zephyrhills. A total of 222 additional comments were received. Common themes are outlined below.

Maintenance & Cleanliness

"Zephyr park restrooms leave a lot to be desired in cleanliness."

"The parks need to be maintained the grounds the tables and restrooms and benches."

"Tennis courts badly need resurfacing."

Accessibility & Useability

"I think you should concentrate on Krusen Parks restrooms, access to electricity and water for the visitors to use. It is a beautiful area but not user-friendly."

"Weren't there enough seniors in Zephyrhills to keep the center open?"

"We would like equal money spent here in Zephyrhills for all ages and races."

Community Engagement & Activities

"We need a Community Center for events, youth programs, voting, activities."

"The city lacks places for recreation in general. We could use a skating rink, pool, trampoline park, bike trails."

"More stuff for teens to do without getting in trouble, that is free."

Resource Allocation & Funding

"Please consider the families that are moving to the area- also consider the older population- they need activities at a law cost or free due to fixed incomes."

"Our taxes are high enough. Please don't increase them. Instead charge a nominal user fee upon entry."

Communication & Awareness

"More advertisement on events/services; add rentals for sports equipment."

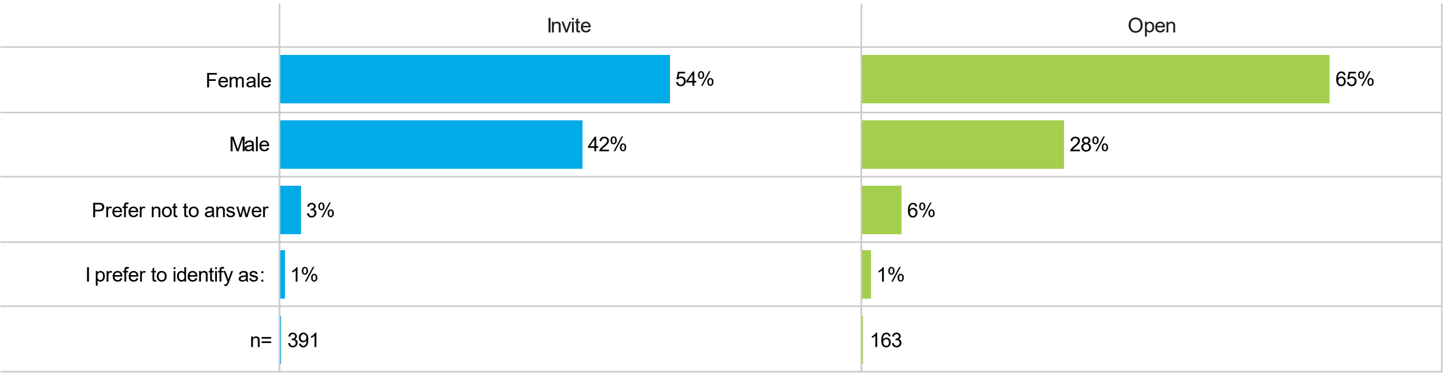
"I'm not sure to better reach the masses however social media & text doesn't seem to be getting the word out. Perhaps a banner over the road advertising what's coming up."

DEMOGRAPHICS

GENDER & AGE

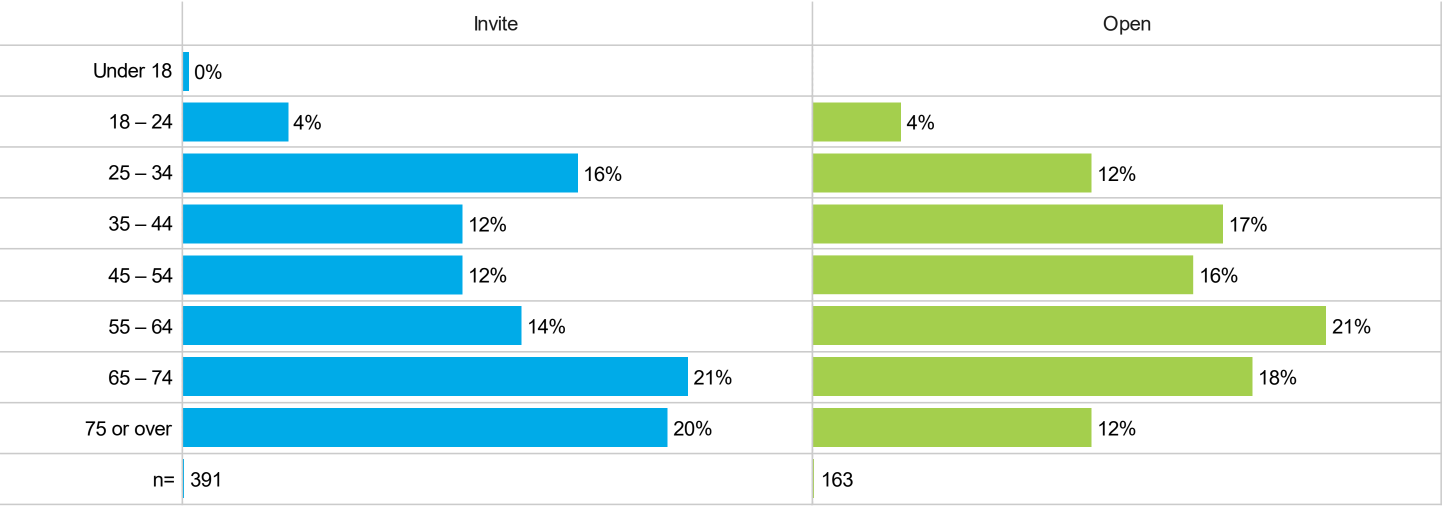
- The Invite sample is weighted by age and gender. This results in a more balanced sample of respondents compared to the Open link.

Please indicate the gender with which you identify



Source: RRC

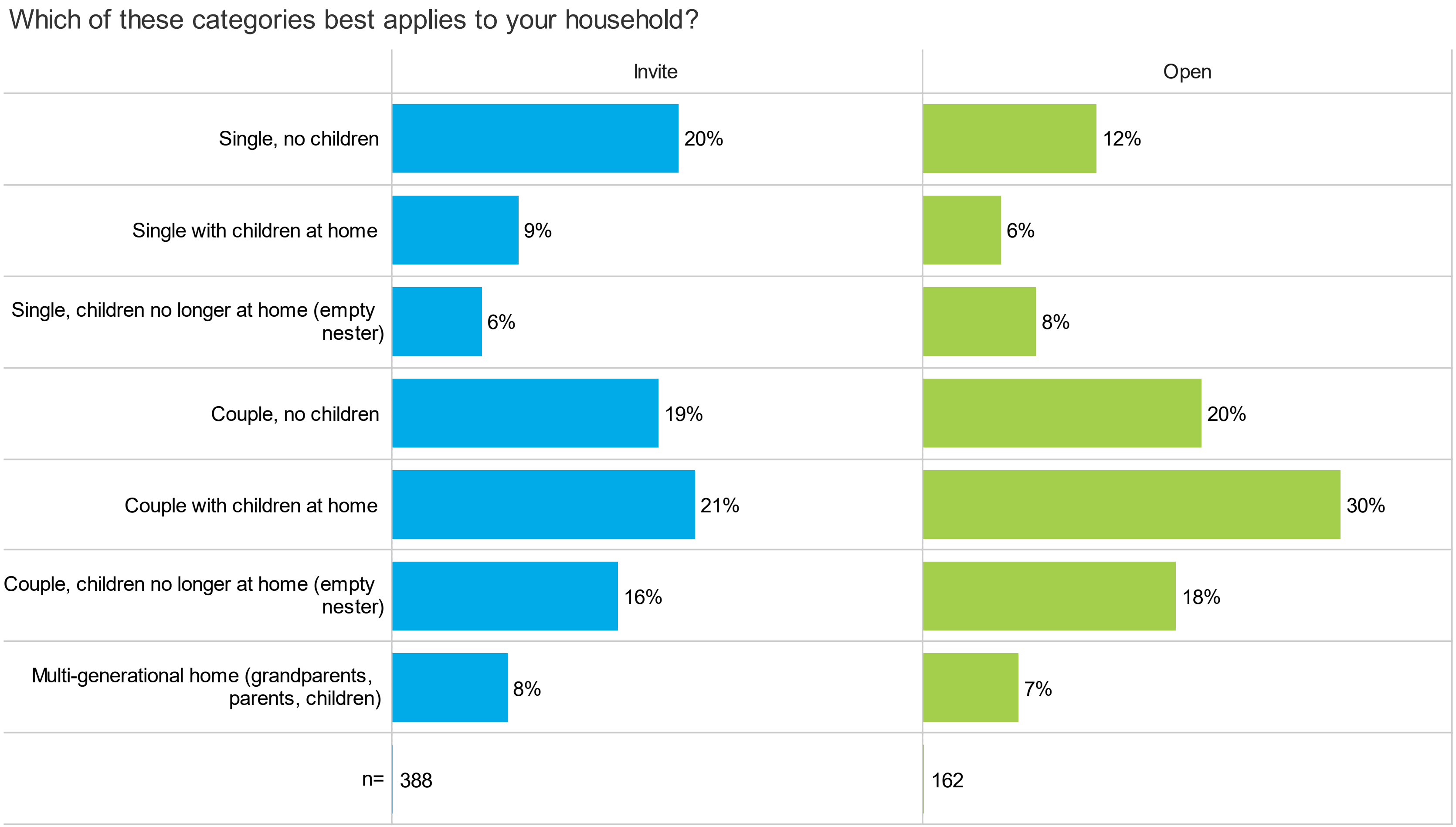
What is your age?



Source: RRC

HOUSEHOLD MAKEUP

A total of 30% of the Invite sample have children at home. The Invite sample represents a greater share of single individuals without children than the Open link sample.



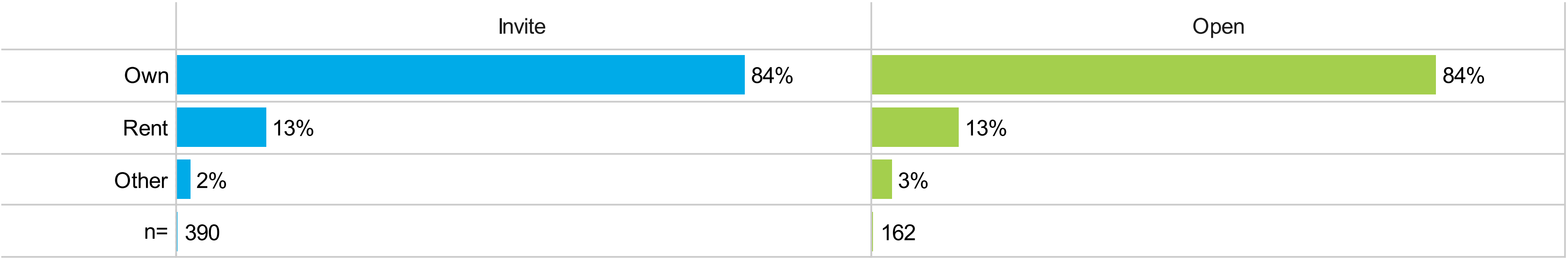
Source: RRC

RRC

VOTER REGISTRATION STATUS, DOG OWNERSHIP & RESIDENCE OWNERSHIP

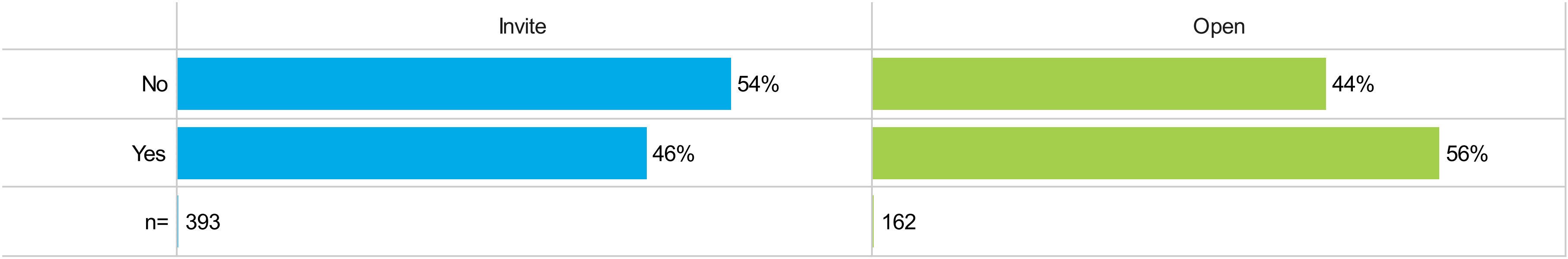
Majority of both samples own their home (84%). Slightly less than half of the Invite sample owns a dog (46%).

Do you rent or own your residence



Source: RRC

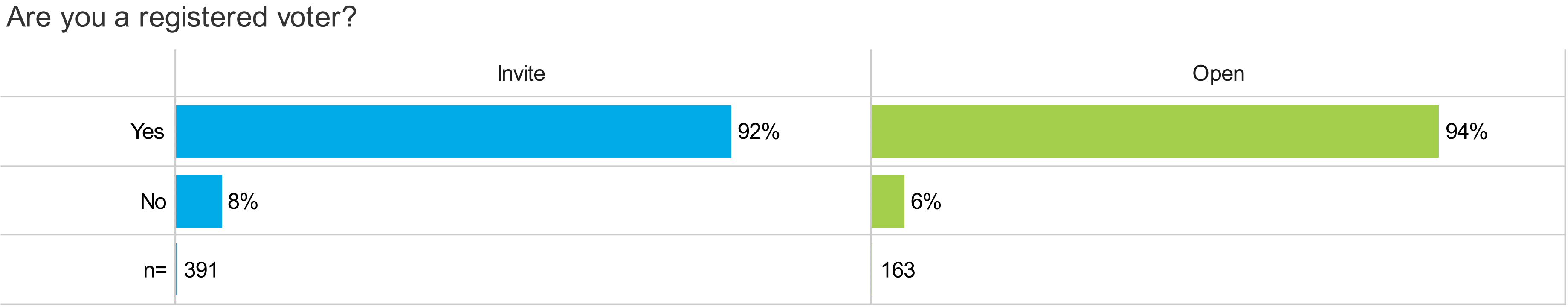
Do you or a member of your household own a dog?



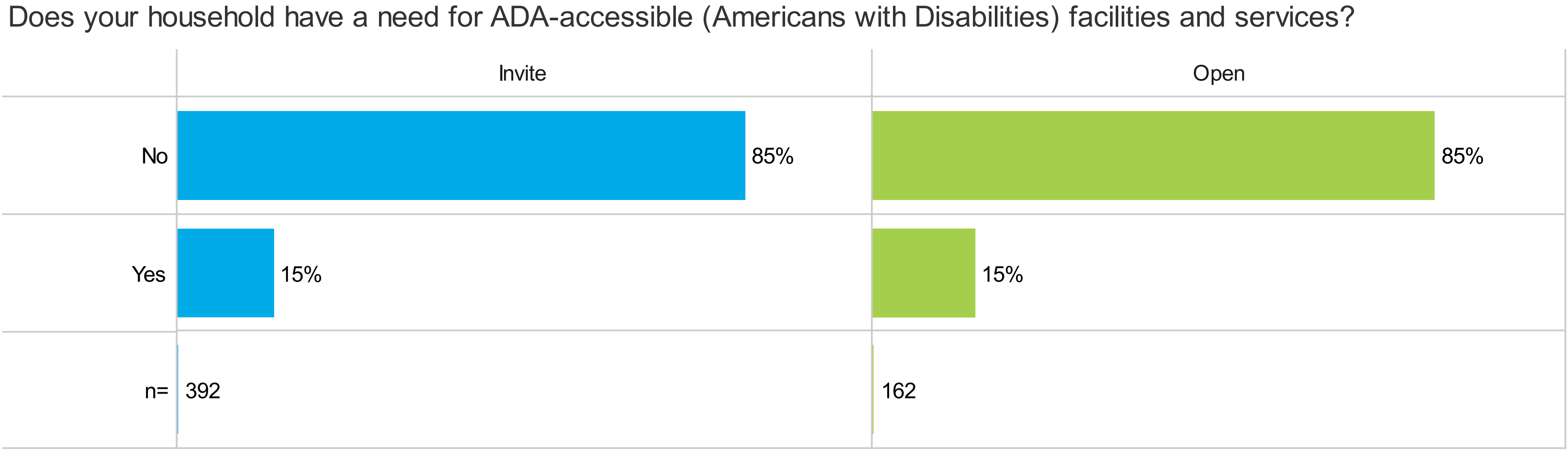
Source: RRC

VOTER REGISTRATION STATUS AND ADA NEEDS

The majority of both samples are registered votes and 15% have a need for ADA-accessible facilities and services.



Source: RRC

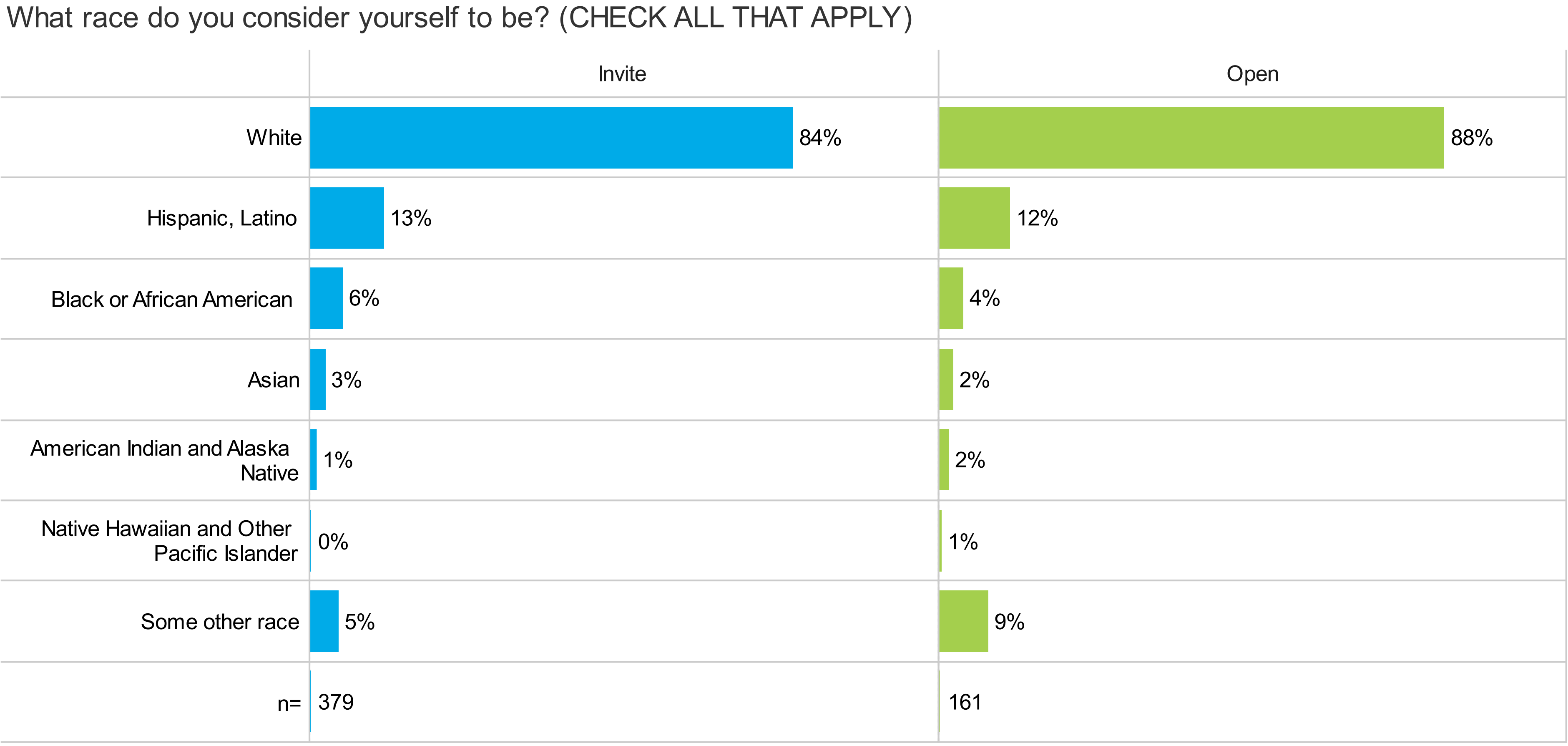


Source: RRC

RRC

ETHNICITY & RACE

The greatest share of respondents consider themselves white followed by Hispanic or Latino and Black or African American.



	Invite	Open
White	84%	88%
Hispanic, Latino	13%	12%
Black or African American	6%	4%
Asian	3%	2%
American Indian and Alaska Native	1%	2%
Native Hawaiian and Other Pacific Islander	0%	1%
Some other race	5%	9%
n=	379	161

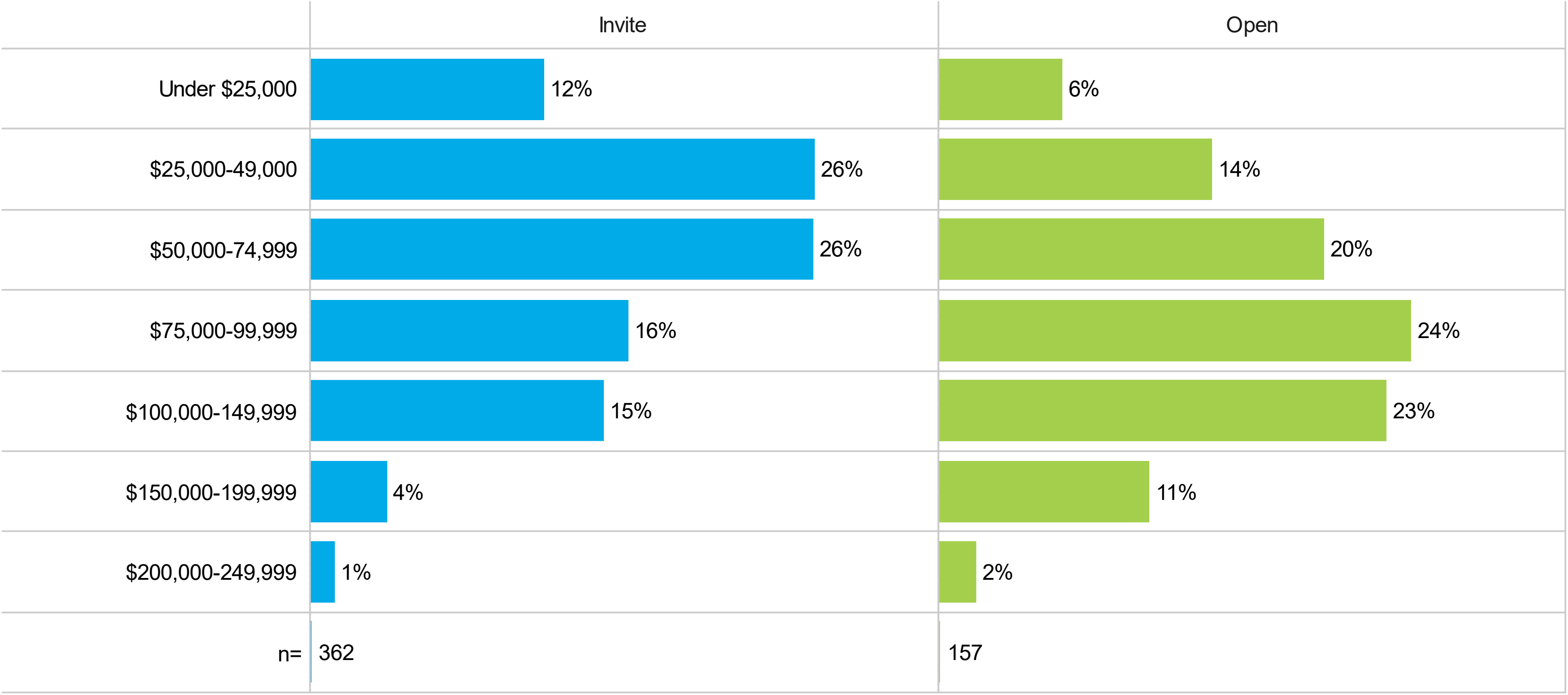
Source: RRC

RRC

INCOME

Nearly two-thirds (64%) of Invite respondents earn an income of less than $75,000 annually. The Open link sample is somewhat more affluent.

Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC

RRC

RRC ASSOCIATES
4770 Baseline Road, Suite 355
Boulder, CO 80303

rrcassociates.com
(303) 449-6558

Zephyrhills
jump right in

Parks and Recreation Master Plan

City Workshop

August 13, 2024

gai consultants | COMMUNITY SOLUTIONS GROUP | RRC ASSOCIATES | THE SPORTS FACILITIES COMPANIES | Wannemacher Jensen Architects, Inc.

Agenda

- Overview & Status Update
- Survey Results - RRC
- **Key Issues**
- Next Steps/City Council & PRAB Workshop Agenda

Master Plan Purpose

Understand Needs + Opportunities

Create a responsive parks and recreation system that meets the needs of the community

Blueprint for the Future

Plan for the future parks and recreation system

Improve, Sustain, and Enhance

Improve, sustain, and enhance the quality of life in Zephyrhills

Phase I

Zephyrhills, FL

Parks and Recreation Master Plan

PHASE I

Existing Conditions Report

Zephyrhills

February 6, 2024

1

Project Initiation

Kickoff Meeting with Staff

March – July 2024

2

Existing Conditions Analysis

Documentation Review
Demographics + Population
Market Research
Inventory + Evaluation

May 2024 – Present

3

Initial Public Input & Future Visioning

Statistically Valid Survey
Public Workshop
Key Issues Matrix

2 Existing Conditions Analysis

FINAL EDITING, PROOFREADING, AND FORMATTING TO OCCUR AT FINAL DOCUMENT

DRAFT FOR REVIEW PURPOSES ONLY

01.

Existing Conditions

The existing conditions analysis provides a foundation for understanding the strengths and opportunities of the City's parks and recreation system and a base for implementing future park initiatives. It includes an analysis of existing park and facility conditions, an assessment of the City's policy framework, and a recreation market. Key findings are incorporated into the framework of this Master Plan, which serves as a blueprint to guide future decision-making and visioning for all Zephyrhills parks.

IN THIS CHAPTER

- Inventory and Evaluation
- Documentation Review
- Market Analysis

2 | Zephyrhills Parks and Recreation Master Plan

| 3

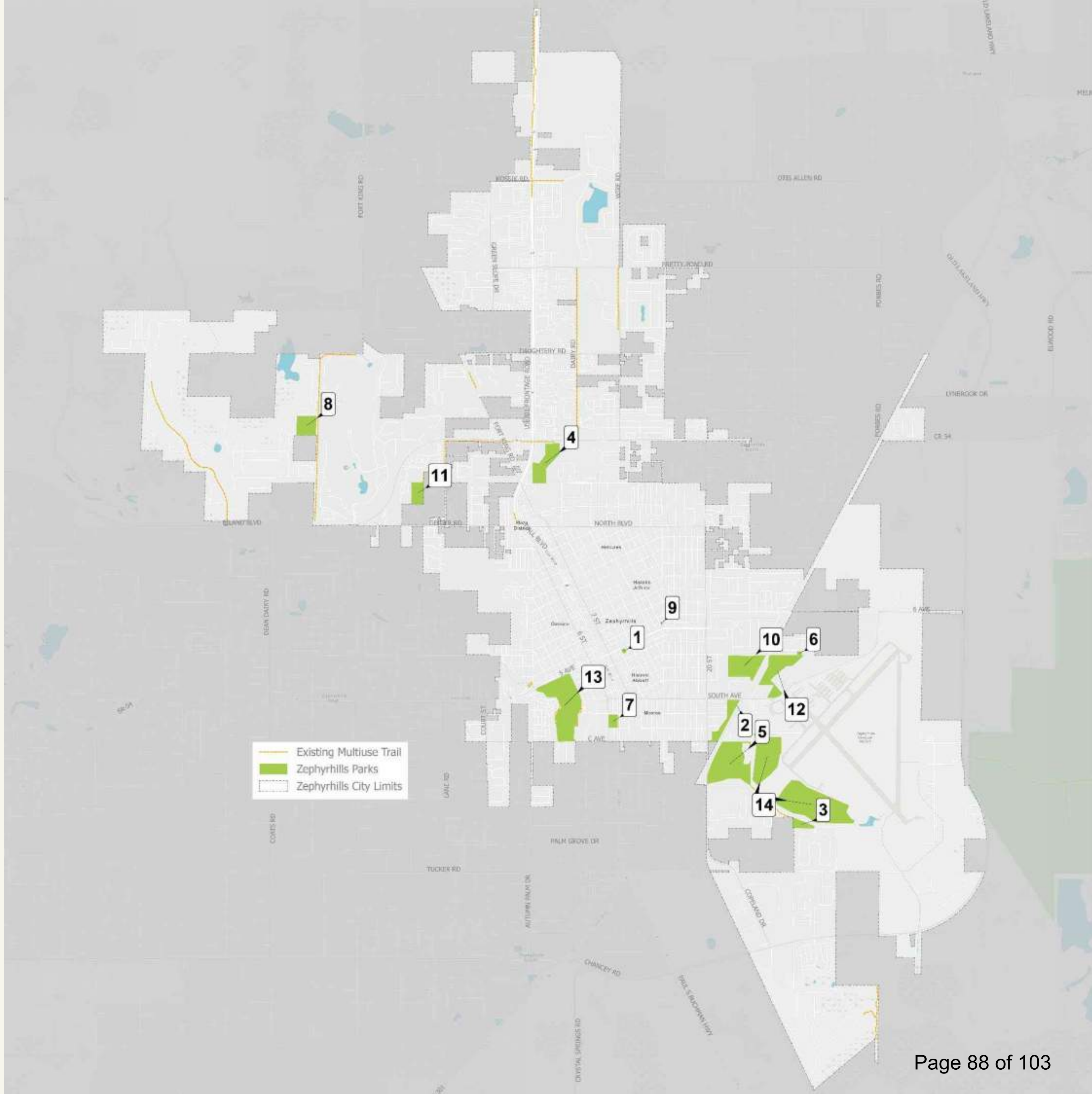
Documentation Review
Demographics + Population
Market Research
Inventory + Evaluation

March – July 2024

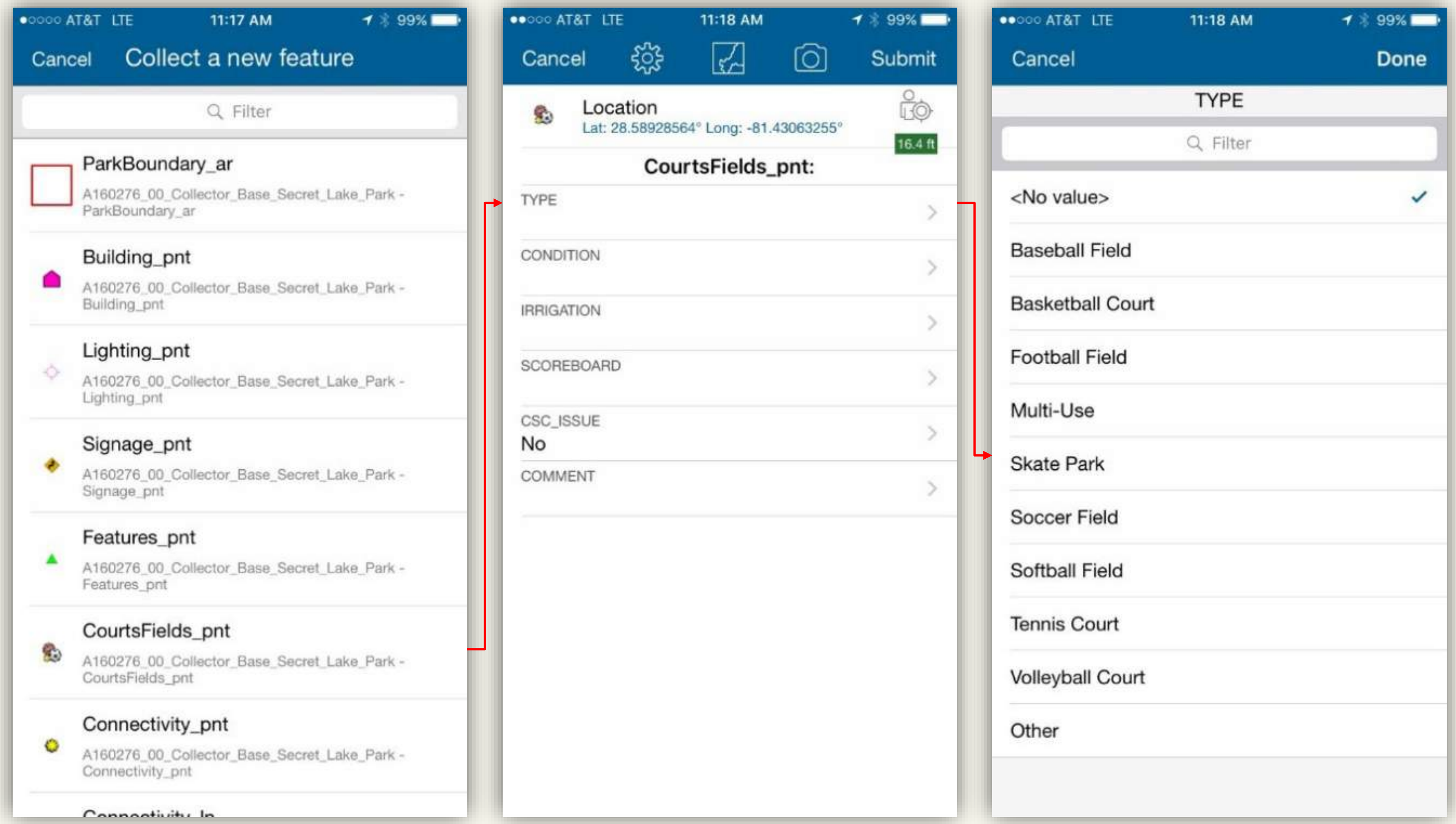
The Park System

Park Legend

Park ID	Zephyrhills Parks
1	Clock Plaza
2	Depot Park
3	Gunner Paw Park
4	Hercules Park
5	Krusen Park & Zephyrhills Skate Park
6	Lincoln Heights Park/Ellis Harrold Park
7	Shepard Park
8	Sarah Vande Berg Tennis & Wellness Center
9	Transplant Park
10	Veterans Memorial Park
11	YMCA
12	Zephyrhills Community Venue
13	Zephyr Park
14	Zephyrhills Golf Course



Field Data Collection: Getting the Data



●○○○○ AT&T LTE 11:17 AM 99%

Cancel Collect a new feature

Filter

ParkBoundary_ar
A160276_00_Collector_Base_Secret_Lake_Park - ParkBoundary_ar

Building_pnt
A160276_00_Collector_Base_Secret_Lake_Park - Building_pnt

Lighting_pnt
A160276_00_Collector_Base_Secret_Lake_Park - Lighting_pnt

Signage_pnt
A160276_00_Collector_Base_Secret_Lake_Park - Signage_pnt

Features_pnt
A160276_00_Collector_Base_Secret_Lake_Park - Features_pnt

CourtsFields_pnt
A160276_00_Collector_Base_Secret_Lake_Park - CourtsFields_pnt

Connectivity_pnt
A160276_00_Collector_Base_Secret_Lake_Park - Connectivity_pnt

●●○○○ AT&T LTE 11:18 AM 99%

Cancel Submit

Location
Lat: 28.58928564° Long: -81.43063255°
16.4 ft

CourtsFields_pnt:

TYPE

CONDITION

IRRIGATION

SCOREBOARD

CSC_ISSUE
No

COMMENT

●●○○○ AT&T LTE 11:18 AM 99%

Cancel Done

TYPE

Filter

- <No value> ✓
- Baseball Field
- Basketball Court
- Football Field
- Multi-Use
- Skate Park
- Soccer Field
- Softball Field
- Tennis Court
- Volleyball Court
- Other

Field Data Collection: Getting the Data

Field Data Collection: Site Inventory

14
Parks

29
Active Amenities

16
Passive Amenities

20
Buildings

16
Sports Courts

2
Sports Fields

123
Furnishings

Park inventory data is used to evaluate park quality and accessibility.

Existing Building Conditions

Alice Hall

Requires extensive renovations:

- **Building Systems beyond lifespan**
- **Not ADA accessible**
- **Doesn't take advantage of the site**
- **No natural light**
- **Lacking modern technology**

Existing Building Conditions

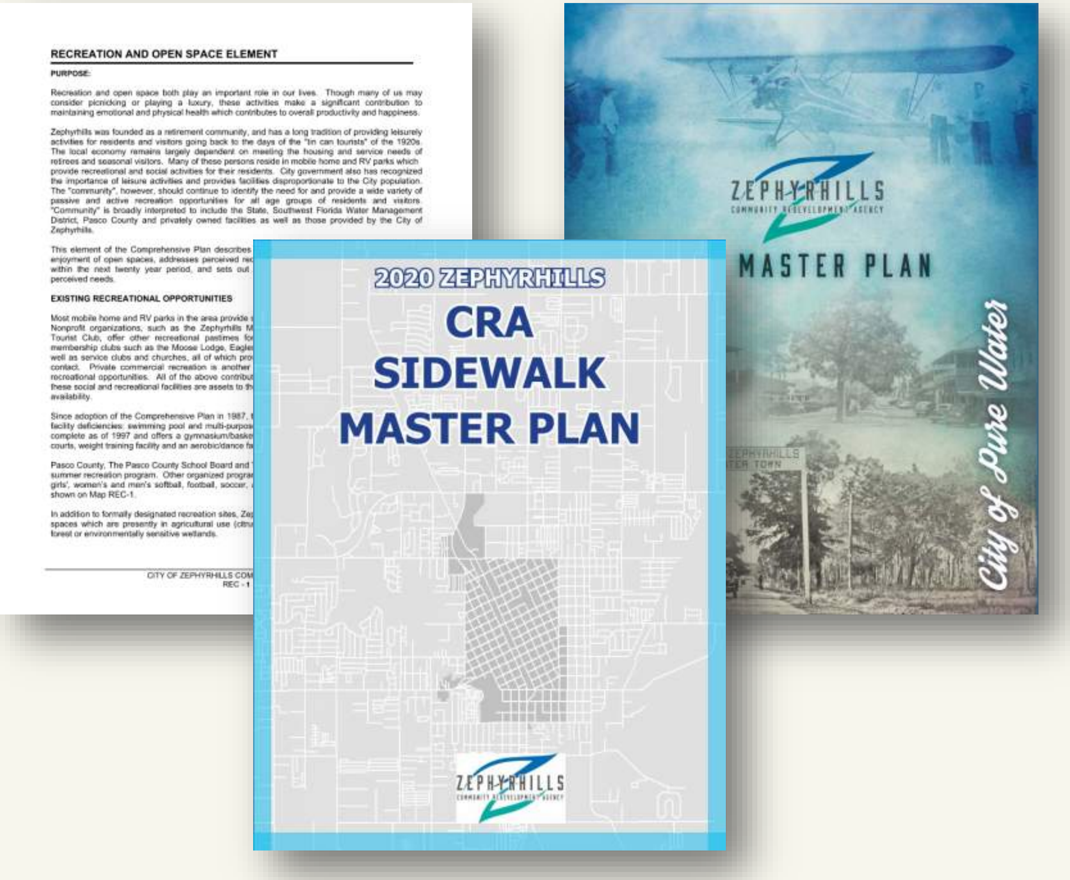
Requires maintenance and improvements:

- **General maintenance upgrades**
- **Needs ADA improvements**
- **Update restrooms finishes and layouts**
- **Water intrusion issues**

YMCA

Document Review

Planning Efforts



RECREATION AND OPEN SPACE ELEMENT

PURPOSE:

Recreation and open space both play an important role in our lives. Though many of us may consider picnicking or playing a luxury, these activities make a significant contribution to maintaining emotional and physical health which contributes to overall productivity and happiness.

Zephyrhills was founded as a retirement community, and has a long tradition of providing leisurely activities for residents and visitors going back to the days of the "tin can tourists" of the 1920s. The local economy remains largely dependent on meeting the housing and service needs of retirees and seasonal visitors. Many of these persons reside in mobile home and RV parks which provide recreational and social activities for their residents. City government also has recognized the importance of leisure activities and provides facilities disproportionate to the City population. The "community", however, should continue to identify the need for and provide a wide variety of passive and active recreation opportunities for all age groups of residents and visitors. "Community" is broadly interpreted to include the State, Southwest Florida Water Management District, Pasco County and privately owned facilities as well as those provided by the City of Zephyrhills.

This element of the Comprehensive Plan describes
enjoyment of open spaces, addresses perceived rec
within the next twenty year period, and sets out
perceived needs.

EXISTING RECREATIONAL OPPORTUNITIES

Most mobile home and RV parks in the area provide
Nonprofit organizations, such as the Zephyrhills M
Tourist Club, offer other recreational pastimes fo
membership clubs such as the Moose Lodge, Eagle
well as service clubs and churches, all of which pro
contact. Private commercial recreation is another
recreational opportunities. All of the above contribu
these social and recreational facilities are assets to th
availability.

Since adoption of the Comprehensive Plan in 1987,
facility deficiencies: swimming pool and multi-purpos
complete as of 1997 and offers a gymnasium/baske
courts, weight training facility and an aerobic/dance fa

Pasco County, The Pasco County School Board and
summer recreation program. Other organized progra
girls', women's and men's softball, football, soccer,
shown on Map REC-1.

In addition to formally designated recreation sites, Ze
spaces which are presently in agricultural use (citru
forest or environmentally sensitive wetlands.

CITY OF ZEPHYRHILLS COM
REC - 1

Site Master Plans

Existing Level of Service

Comprehensive Plan Review

Parks included in the LOS analysis:

- Clock Plaza
- Depot Park
- Gunner Paw Park
- Hercules Park
- Krusen Park & Zephyrhills Skate Park
- Ellis Harrold Park
- Multi-Purpose Center / YMCA
- Shepard Park
- Sarah Vande Berg Tennis & Wellness Center
- Transplant Park
- Veterans Memorial Park
- Zephyr Park (Alice Hall, Waterplay, And Wickstrom)

Park Levels of Service for the City of Zephyrhills (2010-2050)

Year	2010	2020	2023	2025	2030	2035	2040	2045	2050
Total Population	13,288	17,194	18,556	20,210	22,604	24,743	26,642	28,300	29,829
Acreage Needed	53.2	68.8	74.2	80.8	90.4	99.0	106.6	113.2	119.3
Acreage Provided	115.0	115.0	115.0	115.0	115.0	115.0	115.0	115.0	115.0
Surplus / Deficiency	61.8	46.2	40.8	34.2	24.6	16.0	8.4	1.8	-4.3

*Park LOS Standard Derived from Adopted Comprehensive Plan (2010): **4 acres per 1,000 population***
Source: Shimberg Center for Housing Studies Data Clearinghouse (2023), ESRI (2023)
Park Acreage Derived from GIS Data

Market Research: Key Takeaways

- Indoor courts offer the opportunity for year-round, regular local programming, youth programming, senior programming, as well as tournaments offered to participants in the sub-regional and regional community. Indoor courts also offer additional benefit in that they are not hindered by seasonal climate challenges that can affect this local market like extreme heat.
- The local market, within a 30-minute drive time of Zephyrhills, features approximately 514,000 people. This figure suggests a new facility, although catered to residents, could serve a substantial volume of potential visitors from just outside of the Zephyrhills area
- The Zephyrhills market, within 15 minutes of the central point used for the demographic analysis, shoes growing population figures of up to 6.15% in the next five years
- The median household income in Zephyrhills matches the national median after adjusting for the local cost of living
- The median age in Zephyrhills sits above the national median, suggesting a higher volume of senior residents and a lower volume of young families and children
- A low volume of fitness, YMCA, community center, and indoor court facilities currently operate within Zephyrhills, although various facilities of each type operate between 15 and 30 minutes from a central Zephyrhills pinpoint, operating in Pasco County and Hillsborough Count
    - A new facility offering multiple indoor amenities matching the facility types mentioned above could satisfy multiple community needs and provide increased year-round access to sports and recreation amenities

3

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| 3

Statistically Valid Survey
Public Workshop
Key Issues Matrix

May 2024 – Present

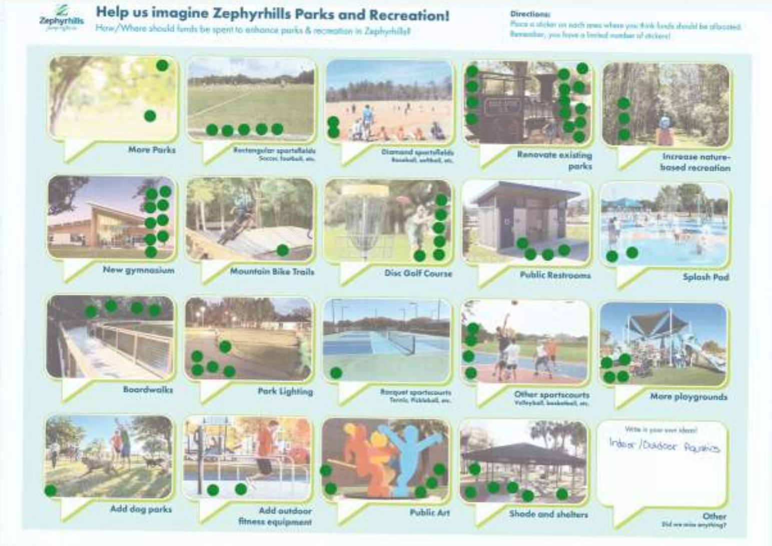
21
Participants

Public Workshop

May 23, 2024

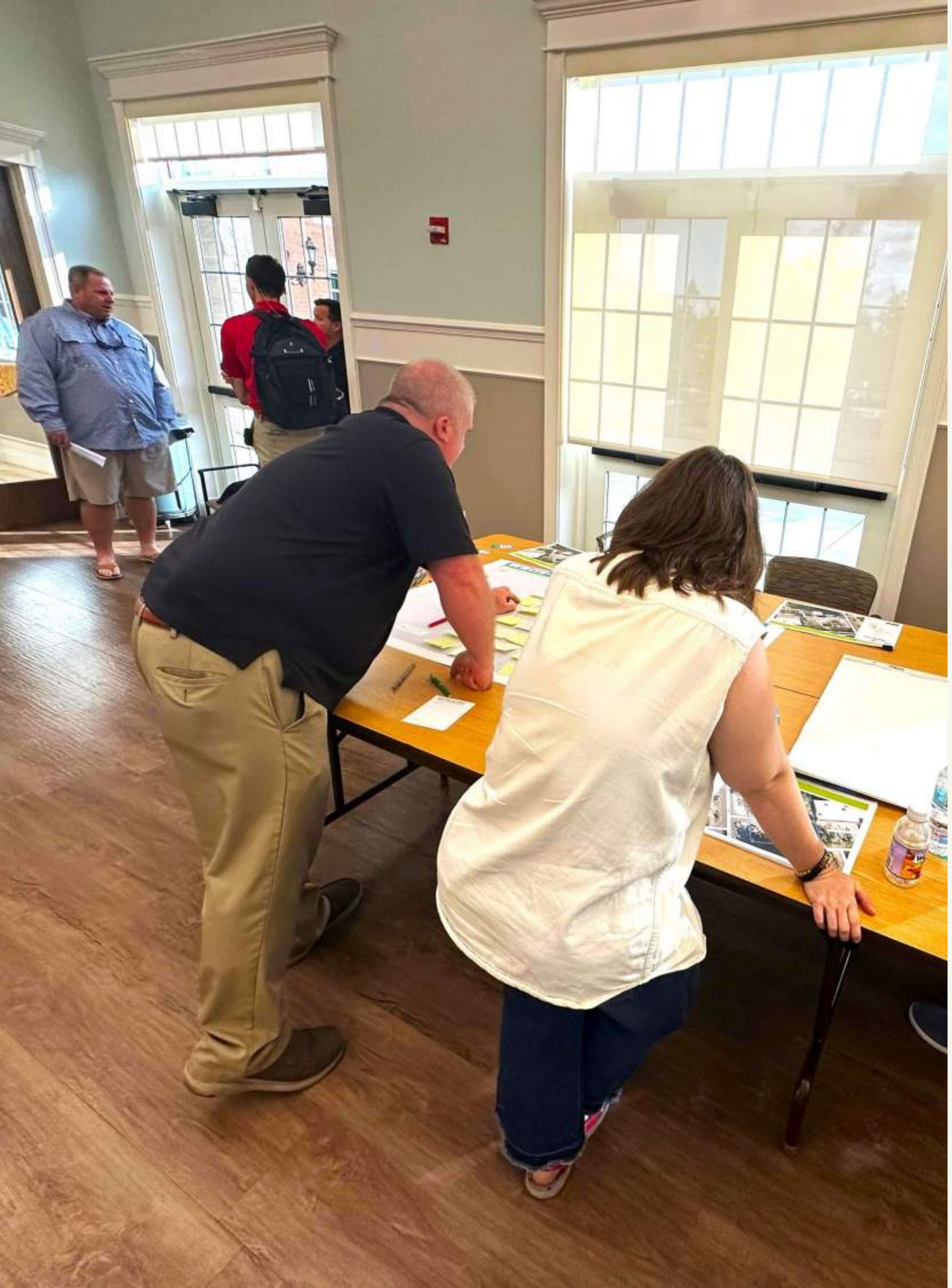
Live Work Play
Participants shared places their most used parks in relation to their residences and workplaces.

Write-on-Me
Participants write what parks they enjoy and potential improvements.



Priority Voting
Participants identify the park elements that they consider to be the highest priorities.

Programs/Operations
Participants identify programs they would like to see prioritized.



Key Takeaways: Parks

- Most Used Park: Zephyr Park
- Increase connectivity and opportunities for biking/walking
- Add special events to activate parks
- Add park in north side of the City
- Provide additional sportscourts
- Top Priorities: renovate existing parks, new gym, more shade

Key Takeaways: Recreation

- Primary Desires:
    - Outdoor Festivals/Events
    - Indoor Dance/Theater
    - Disc Golf
    - Rectangle Field Athletic Programs
    - Team Court Sport Programs
- Top 3 Spending Priorities: Outdoor Passive, Outdoor Athletic, Aquatics

Survey

RRC ASSOCIATES

3

Initial Public Input & Future Visioning

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| 3

Statistically Valid Survey
Public Workshop
Key Issues Matrix

May 2024 – Present

Key Issues

Parks and Recreation ***Today***

What can we do with what we have?

Parks and Recreation ***Future***

How can we grow into the future?