

PROGRESS REPORT



2023

Fairview Recreation Center Strategic Plan

Anchorage Parks and Recreation





About the Plan

Parks and Recreation staff and a volunteer Community Advisory Group worked together to create a **Strategic Plan** for the **Fairview Recreation Center**. The Plan earned approval at the Fairview Community Council and the Parks and Recreation Commission in the spring of 2023.

Launching the Plan

During a half-day workshop, staff discussed low-hanging fruit to focus on over the next two years. The team decided to prioritize **modernizing the facility** and **fostering community engagement**.

Plan Goals

1. Modern Facility

The FRC is a modern facility that is well-maintained.

2. Fostering Community

The FRC is an inviting community space that engages with the public.

3. Sustainable Partnerships

The FRC forges partnerships that sustain quality programs and diversify funding streams.

4. Long-Term Programming

The FRC cultivates resources and staff to support long-term programs

What did we do in 2023?

MODERN FACILITY

Objectives:

Address maintenance needs; upgrade technology; develop a capital improvement plan.

- 1% for Art mural in the Celebration Room
- New security cameras
- Wi-Fi system (expected end of 2023)
- New shelving in the Arts and Crafts Room
- New equipment and layout in Fitness Room
- In partnership with the Facility Maintenance Department, key improvements are in the design phase:
 - » Replacing the bleachers, adding new sound proofing, and repairing ceiling tiles in the main gym
 - » Exterior signage to identify the building from parking lot side
 - » New front desk signage
 - » Fresh paint in the lobby area
 - » New water fountain with bottle fill station

Did you know?

Anchorage voters approved the municipal park bond in 2023, which included **\$500,000** for center improvements!

COMMUNITY

Objective:

Promote and market the story of the FRC.

- Hiring to fill vacant full-time positions
- Social media training for staff
- New interactive activity calendar for the department website
- Four free Fairview Tuesday events in June, including yoga classes, pottery demonstrations, and the new Fairview Community Market



What did we do in 2023?

PARTNERS

Objective:

Develop partnerships and strategies to sustain FRC services.

- The **Back to School Fair** was bigger than ever: 53 organizations, 700 backpacks donated, and over 1,000 visitors!
- The new **Fairview Tuesdays** event in June activated the inside and outside of the Recreation Center:
 - » The popular Pena Market hosted the new Fairview Community Market, providing training for 12 new vendors
 - » 131 people visited the Anchorage Public Library booth to sign up for a library card or take home a free book
 - » Volunteers ran pottery demonstrations in the Arts and Crafts Room
 - » Free yoga classes warmed up the Dance Studio

PROGRAMS

Objective:

Prioritize core programs and form partnerships to fill specialized needs.

- **Ongoing programs:**
 - » Boys and Girls Club Basketball
 - » Cook Inlet Soccer Club
 - » Adult and Youth Basketball
 - » Monday Night Badminton
- Recreation staff are exploring **new partnerships:**
 - » After-school programs that combine studying, recreation, and nutrition
 - » Organized field trips with activities like swimming, rock climbing, skiing, museums, and botanical gardens



PROGRESS REPORT

What is coming next in 2024?

MODERN FACILITY

Objective:
Support non-motorized transportation modes.

- **Parking lot improvements:**
 - » Resurface and restripe the parking lot
 - » Upgrade lighting
 - » Provide dedicated pedestrian walkways
 - » Add vegetated islands that support events and programs
 - » Add secure bicycle storage
 - » Upgrade rules and regulations signage

COMMUNITY

Objective:
Improve signage and wayfinding.

- **New facility wayfinding:**
 - » Updated room name signage
 - » Maps and directories throughout the facility
 - » Playful breezeway artwork to guide users to the indoor playground



The new Celebration Room is located across from the Indoor Playground and is a perfect rental space for birthday parties and events. Karen Larsen created the mural.