PROGRESS REPORT

2023

Fairview Recreation Center Strategic Plan

Anchorage Parks and Recreation



2023 Fairview Recreation Center Strategic Plan PROGRESS REPORT

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 wellmaintained. **2. Fostering Community** The FRC is an invitin 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



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

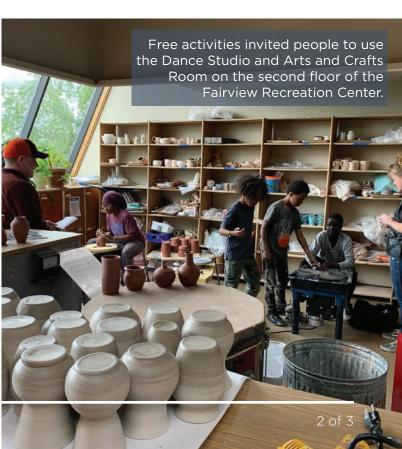
PROGRAMS

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





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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

CELEBR

- » 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.