

# APRC Long-Term Funding



## Long Term Dedicated Funding Goal

- Investigate, develop and implement a dedicated permanent funding source to ensure the long-term financial sustainability of the Ashland Parks and Recreation Commission.
- With the city of Ashland, investigate and implement dedicated funding sources directed to APRC, such as Food and Beverage Tax and Transient Occupancy Tax

# History of APRC Funding

- 1908 – Charter Adopted
  - Parks Commission established – Separately elected from the City Council with
    - “power to formulate and adopt rules and regulations for their government,” to exercise
    - “control and management of all the lands for park purposes,” and
    - “control and management of all park funds, whether the same is obtained by taxation, donation or otherwise, and shall expend the same judiciously for beautifying and improving the City's parks.”
  - Millage dedicated to APRC – Separate from City Funding to prevent competition for funding’
    - Historical millage has been \$2.09/\$1,000 of assessed value
    - About \$6,135,000 per year

# Funding History Cont.

Historical funding level: \$2.09/\$1,000

- \$6,100,000

Current funding level: \$1.89/\$1,000

- \$5,550,000

Difference of: \$.20/\$1,000

- \$550,000

# Current Threats to “Non-Essential Services”

- Not enough resources for the requirements
  - Although the City Charter was supposed to prevent competition for funds, Measure 50 required all property tax funds to be combined and distributed by the Council
  - What is at risk (APRC only):
    - 18 Developed Parks
    - 781 Acres of Open Space
    - Recreation Division
      - Recreation programs for all ages
      - Three Playguides per year
      - 100 programs in each guide
    - Senior Services Division
      - Promoting healthy aging, well being, dignity and independence

# Proposal

- Support Staff in continuing to explore:
  - Potential Levy for dedicated to the funding of the Operations of Parks and Recreation
  - Evaluation of Parks and Recreation District
- Steps
  - December 6<sup>th</sup> Council Meeting
  - Committee to explore formation of a district
  - Consultant services for evaluation of a district