



STAFF REPORT

Report To: Board of Supervisors **Meeting Date:** November 4, 2021

Staff Contact: Lyndsey Boyer, lboyer@carson.org and Jennifer Budge, jbudge@carson.org

Agenda Title: Presentation of a Proclamation to designate November 2021 as Quality of Life Month and a presentation on the 25th Anniversary of the adoption of Carson City's Question 18 - Quality of Life Initiative. (Lyndsey Boyer, lboyer@carson.org and Jennifer Budge, jbudge@carson.org)

Staff Summary: November 2021 will mark the 25th Anniversary of the passage of Question 18 - Quality of Life Initiative in Carson City. The Carson City Parks, Recreation & Open Space Department staff have developed a schedule of free community events to celebrate the positive impact of this ballot question on the community over the past 25 years.

Agenda Action: Other / Presentation **Time Requested:** 10 minutes

Proposed Motion

N/A

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

Question 18 was passed in Carson City on November 5, 1996. This ballot question proposed an increase in the sales tax rate $\frac{1}{4}$ of 1% (\$0.0025) to fund the acquisition, development and maintenance of parks, open space, trails, and recreational facilities. Each year, 40% of these funds are used to develop parks, recreational facilities, and trails throughout Carson City; 40% is used to acquire and manage open space lands; and 20% is dedicated to operations and maintenance of park facilities.

November 2021 will mark the 25th anniversary of Question 18 being passed by the residents of Carson City. Over the past 25 years, these funds have been used to purchase approximately 2,200 acres of open space, build new and exciting trail systems, construct the Robert "Bob" Crowell Multipurpose Athletic Center ("MAC"); make improvements to the Bob Boldrick Theater, Carson City Aquatic Facility, the Carson City Rifle and Pistol Range and so much more. A month-long celebration is planned to acknowledge the forethought Carson City residents had in 1996 to invest in the quality of life in our community. Quality of Life Month will kick-off with BOOnanza at Mills Park on October 28, a celebration at Silver Saddle Ranch on October 29th, followed by a variety of free activities for the community to enjoy.

ATTACHMENT 1 – Quality of Life Month Proclamation
ATTACHMENT 2 - Quality of Life Report
ATTACHMENT 3 - Ballot Question No. 18

Applicable Statute, Code, Policy, Rule or Regulation

N/A

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

N/A

Attachments:

[Quality of Life Month 2021.docx](#)

[ATTACHMENTS.pdf](#)

Board Action Taken:

Motion: _____

- 1) _____
- 2) _____

Aye/Nay

(Vote Recorded By)

PROCLAMATION

Quality of Life Month

November 2021

WHEREAS, parks, trails, and open space are an integral part of Carson City and the quality of life in the community; and

WHEREAS, in 1996, a passionate and dedicated group of residents known as the Quality-of-Life Citizens' Committee, with the support of Parks and Recreation Director Steve Kastens and the Board of Supervisors, recommended that Nevada state law be amended to authorize new sales and use tax of one-quarter of one percent to be used to fund the acquisition, development and maintenance of parks, open space, trails, recreation facilities, and the Boys and Girls Club; and

WHEREAS, on November 5, 1996 Carson City voters overwhelmingly approved Ballot Question 18, the Carson City Quality of Life Initiative; and

WHEREAS, the Quality of Life Initiative enabled the capital city to develop a park system that has more parks per capita than the national average, consisting of over 8,000-acres of parks, trails and open space; and

WHEREAS, the Quality of Life Initiative has generated more than \$55 million in revenue since its inception and leveraged nearly \$12 million in grants; and

WHEREAS, the Quality of Life Initiative funded important projects such as the Robert "Bob" Crowell Multipurpose Athletic Center; Rifle and Pistol Range; Mills, Fuji and Centennial Parks; and

WHEREAS, the Quality of Life Initiative benefits wildlife and future generations through the preservation of thousands of acres of open space, and the construction of 90 miles of public trails; and

WHEREAS, November 2021 commemorates the 25th anniversary of the Quality of Life Initiative; and

WHEREAS, the Parks, Recreation and Open Space Department and the Board of Supervisors invite the community to celebrate this initiative throughout the month of November with a variety of free programs and activities;

NOW, THEREFORE, I, Lori Bagwell, Mayor of Carson City, Nevada on behalf of the Board of Supervisors, do hereby proclaim November 2021 as "**Quality of Life Month**" in Carson City, and I urge all residents to spend time in their favorite parks and enjoy this beautiful region we call home.



Dated this 4th day of November 2021

Lori Bagwell

Lori Bagwell, Mayor

\$55,273,544

Total tax and interest Revenue



\$11,896,034

Grant funds leveraged



\$1,389,000

Boys and Girls Club of Western Nevada



2,200 acres

acquired,
8,000+ acres total



25 years

of

Quality of Life

90 miles

of Trails



12,362

visitors/year

Rifle and Pistol Range



11,795 visitors/year

Robert "Bob" Crowell Multi-Purpose Athletic Center



300,000

visitors/year

Aquatic Facility



QUESTION NO. 18

Shall Carson City request that the Nevada Legislature authorize it to fund the acquisition, development and maintenance of parks, open space, trails and recreation facilities through an increase in the sales tax rate of 1/4 of 1 percent (.0025).

Yes 172

No 173

EXPLANATION

This Quality of Life Initiative (QOLI) provides dedicated funding to acquire open space land and develop and maintain new park and recreation facilities. About 40% of the funds would be for acquisition and management of open space land, 40% for development of community park facilities and trails, and 20% for maintenance and operation of these new park facilities. The funds will be separate from the city's general fund, and exclusively for the acquisition of open space, bike & hike trails, new park development and other recreational improvements.

Acquisition of open space land will help preserve mountains, hills and scenic resources, conserve wildlife habitat, protect our drinking water sources and allow outdoor enjoyment of natural areas. Open space, which is defined as undeveloped land with valued natural resources, will be acquired from willing sellers, or by other mutually agreeable methods. Acquisition and conservation would be guided by a citizen's committee appointed by the Board of Supervisors with expertise in the areas of natural resources, real estate, community planning, community development, outdoor recreation/education, or knowledge of the community. This committee, which will be complimentary to other commissions, will have the authority to administer and manage the funds generated by the open space portion of this initiative with the approval of the Board. The committee will work to sustain natural and scenic resources and the long-term quality of life in Carson City.

Open space will be acquired and maintained as conservancy areas to be retained and used for the following purposes:

- To provide off-street bicycle, hiking and equestrian trails that connect parks, schools and the valley with the mountains.**
- To safeguard water resources: watershed areas, water well sites and designated groundwater recharge areas.**
- To safeguard waterway corridors, wetlands, streams and the Carson River.**
- To develop regional detention areas and protect floodplains.**
- To safeguard scenic vistas and enhance the gateways to our city.**
- Utilization of land for shaping the development of the city and defining growth by establishing an urban boundary.**
- Strategic acquisitions of land to allow for local outdoor relaxation, education and future park settings.**
- Preservation or enhancement of significant natural areas, wildlife and culturally important lands.**

As Carson City has grown, the need for ballfields, bike paths, open space, trails and community park facilities has increased beyond capacity. New park and recreation facilities that allow for a full range of recreational opportunity are needed. From open space trails for family outings to sports fields for organized play, the QOLI [Question #18] benefits our community.

The projects presently anticipated to be developed first are:

Trails and bike lanes: a network of off-street multiple-use trails and on-street bike lanes.

Aquatic Facility: a new therapy pool and a structural enclosure of the outdoor pool for year-round aquatic activity: swim work-outs, instruction for children, etc.

Carson River: new recreation trails, picnic areas and trailhead parking.

Beautification: initiate a street tree program and landscape enhancement of public areas.

Centennial Park: add two adult softball fields, renovate three existing fields and pave the parking lot.

Mills Park: complete landscape/tree installation, pathways and restore little Wungenema House.

New facilities for youth sports: multi-use fields for soccer, t-ball, football, softball, etc.

Boys & Girls Club: maintenance of a newly constructed facility (about one hundred twenty-thousand dollars annually).

Community Center: primarily improvements for theatrical, cultural and musical arts.

Rifle/Pistol Range: range improvements, security facility and improved access.

Fuji Park: renovate irrigation, add group picnic and exhibit areas, restrooms and parking.

Multi-purpose Gymnasium: build a new community gym for year-round activity.

This QOLI creates dedicated funds for park, open space, trails and recreation facilities and will supplement, but not replace, current limited park funding levels. A portion of these funds will go toward maintenance of the new facilities and will allow better park upkeep. With development of these new park facilities, citizen suggestions for other park improvements will be requested.

ARGUMENT IN FAVOR OF PASSAGE

This QOLI will allow Carson City to improve and maintain park and recreational facilities and provide locally available trails and open space. It will help protect access to the surrounding mountains and our scenic view of hillsides that are presently subject to private development. It will help protect the water resources and natural areas that are important to the health and quality of life in our community.

This small raise in sales tax (1 penny on a \$4.00 picnic lunch) will produce a dedicated park and open space fund. Residents from Carson City benefit because using a sales tax to fund this initiative is a method of sharing the cost for these improvements among businesses, tourists, visitors from the surrounding communities and all residents of Carson City.

This QOLI will allow our community to anticipate growth and be proactive in protecting natural areas, scenic resources, and recreational opportunities that exemplify our quality of life in Carson City. It can provide the *funded foresight* to take those steps necessary to ensure a quality of life for our children and their children, a commitment which few Nevada communities have made.

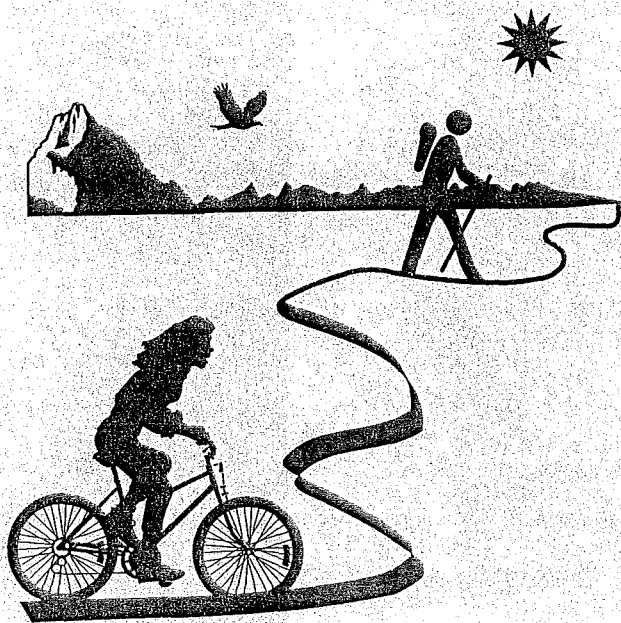
The QOLI has broad, non-partisan support. Citizens, business people, recreationalists, adult leaders of youth programs and senior citizens all worked together to develop and support this initiative. A "yes" vote on this question will provide a long term source of dedicated funding for park, open space, trail and recreational facilities.

ARGUMENT AGAINST PASSAGE

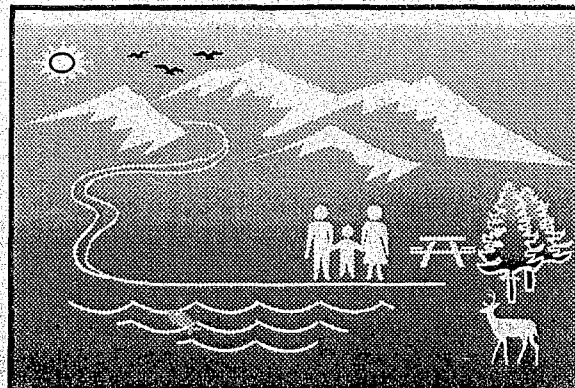
If this Question passes and is implemented by the Legislature, the sales tax rate will be increased.

VOTE YES

on
18



**Ballot Question
No. 18**



Open Space
RECREATION
*Parks * Trails * Wildlife*

CARSON CITY
Quality of Life Initiative

**VOTE YES ON
NOVEMBER 5, 1996**

Shall Carson City request that the Nevada Legislature authorize it to fund the acquisition, development and maintenance of parks, open space, trails and recreation facilities through an increase in the sales tax rate of 1/4 of 1% (\$0.0025)?

What is the Quality of Life Initiative?

It is a proposal by a group of Carson City citizens to provide a means of improving the quality of our community. It's a program to raise funds to improve the **Quality of Life** of Carson City. Specifically,

- 40% will be used to develop parks, recreational facilities, and trails throughout Carson City.
- 40% will be used for acquisition and management of open space lands throughout Carson City.
- 20% will be used for the maintenance and operation of the new park facilities.

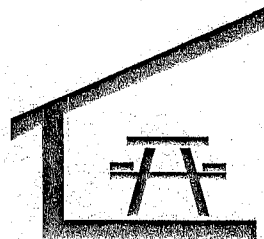
How Can I Help?

- Volunteer to help in the passage of the **Quality of Life Initiative**.
- Put a sign in your yard showing your support.
- **VOTE YES ON QUESTION 18 ON NOVEMBER 5.**



What Park and Recreation Facilities Will Be Developed?

- Bicycle and multiple use trail system
- Permanent structure for outdoor pool
- Recreational and trail improvements along Carson River.
- Sport fields for adult softball and youth sports
- Community Center theater improvements
- Open space to protect the vistas and rural character and to provide a trail system and passive recreation
- Rifle and pistol range improvements
- Picnic, parking and landscaping at Fuji Park
- New Community Gym
- Beautification and street trees
- A portion of the funds will be used to operate and maintain the new park and recreational facilities, and to maintain the Boys and Girls Club.



What is Open Space?

Open space is defined as undeveloped land having significant natural resources important to the quality of life in our community. Open space is necessary to protect our drinking water sources and to conserve natural habitat and scenic quality.

Is this Going to Increase My Property Tax?

NO. What is proposed is a very small increase in the sales tax. The proposal is a 1/4 of 1 cent (\$0.0025) increase. In this way all the users, including visitors, non-resident shoppers and Carson City residents will share in the cost and the benefits of improving and maintaining the Quality of Life in Carson City.

Can These Funds Be Used For Other Purposes?

NO. If approved by the voters, these funds are dedicated to specific purposes listed here, i.e. acquisition and maintenance of open space, and the development and operation of new park and recreation facilities.

