



Lakeland Municipal Parks & Recreation/Natural Resources Advisory Board
Regular Meeting Agenda
Tuesday, June 13, 2023, 5:30 PM
Lakeland City Hall | 10001 HWY 70 Lakeland, TN 38002

- I. CALL TO ORDER:
- II. ROLL CALL:
- III. CONSENT AGENDA:
 - 1. Approval of Meeting Minutes from Previous Meetings:
- IV. PUBLIC DISCUSSION:
- V. OLD BUSINESS:
 - 1. Updates on the Lakeland Athletic Complex, Phase II
 - 2. Discussion and possible action on the Sponsorship Policy.
- VI. NEW BUSINESS:
 - 1. Presentation of and possible discussion on upcoming Parks and Recreation related items to be seen at the Lakeland Board of Commissioners Meeting on June 15, 2023
 - 2. Discussion on the creation of action steps from the spring 2023 program goal setting sessions.
 - 3. Division Updates
- VII. ANNOUNCEMENTS:
- VIII. ADJOURNMENT:

LAKELAND MUNICIPAL PARKS & RECREATION/NATURAL RESOURCES
ADVISORY BOARD
REGULAR MEETING MINUTES
TUESDAY, MAY 9, 2023, 5:30 P.M.
CITY HALL, LAKELAND, TENNESSEE 38002

I. **CALL TO ORDER:** The meeting was called to order at 5:35 p.m. by PRB Chair, Mark Donley.

II. **ROLL CALL:**

(C) Mark Donley	Present
Stacy Bond-Monasky	Absent
Jessica Cannon	Present
Jenny Kiesel	Absent
Ben Ledsinger	Absent
Jeff Roman	Absent
Amber Sawyer	Present
Steve Snow	Present
Commissioner Michele Dial	Present

Staff personnel present for the meeting were Pat O'Mara, Parks and Recreation Director and Kim Odom, Senior Center Manager and Special Events Coordinator. The meeting was presented by Mr. O'Mara.

III. **CONSENT AGENDA:**

1. Approval of Meeting Minutes from Previous Meetings:

a. Regular Meeting Minutes, April 11, 2023

Mrs. Jessica Cannon moved to approve the regular minutes of April 11, 2023. Mr. Mark Donley seconded the motion. All in favor.

IV. **CONSIDERATION & POSSIBLE ACTION ON ITEMS REMOVED FROM THE CONSENT AGENDA:**

V. **PUBLIC DISCUSSION:**

Richard Fabacher with Scout Troop 455 presented pictures and a report on the placement of a 25-ft bridge across the creek on IH Trails. He planned and organized the building of the bridge and oversaw 20 volunteers (30-man hours) during the process. The work was done in three stages:

- Four posts holes over 2-ft deep were dug and filled with concrete.
- The frame of the bridge was laid.
- Rails and support beams were drilled in.

The estimated cost for the project was \$814.00. A dedication sign will be added soon.

VI. **REPORTS FROM OFFICERS & STAFF:** None.

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VII. OLD BUSINESS:

a) Athletic Complex Phase II Update

- 1) Plans are still moving forward on design and engineering stages of the Athletic Complex Phase II project featuring a concession building.
- 2) The environmental stage at site has been a stumbling block in the process. Reports have been sent to the Tennessee Department of Education and Conservation (TDEC) and Army Corp of Engineers. We now have clearance to move forward. Now we will figure land occurrence to go for permitting and prepare any mitigation that might be needed.
- 3) We received a response from MLG&W regarding the lighting of the two current fields. We have a meeting set with the design team and electrical engineer to discuss where we will have MLG&W bring in power at the site so designers can proceed. Updates on the progression of Phase II will be provided to the Parks and Recreation Board meetings.

VIII. NEW BUSINESS:

Update on Parks and Recreation activities and other items.

1) Parks Administration

Lakeland Senior Center Policy updated with new language that is in line with staff operations and current procures. Draft copy has been sent to the City Attorney for review.

2) Special Events Sponsorship Packet

Discussion on the draft copy of the updated Special Events Sponsorship packet was presented. Suggestions by board members were additional insights on low level sponsorships.

- 3) Discussion on fee changes for IH Clubhouse including additional fees added for Rec Room only Rentals at and additional to field Rentals at Athletic complex.

4) Recreation/Sports Programs & Senior Center Updates

In the interest of time updates were not presented. Staff are available for comments and questions.

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1) ANNOUNCEMENTS:

The primary topic next month will be final analyzation and wrap-up on recommendations for each program as requested by Mayor Josh Roman earlier this year. Parks and Recreation Board members were encourage to review and provide input and ideas towards improving all aspects of Park's programs.

- 2) ADJOURNMENT: There being no other business taken into action. Mr. Steve Snow moved to adjourn the meeting; seconded by Mrs. Amber Sawyer. Motion carried; voice, vote, all present in favor. The meeting adjourned at 6:44 p.m.



Amber Sawyer, *Secretary*

ATTEST:

Debra Murrell, *City Recorder*



Lakeland Municipal Parks & Recreation/Natural Resources Advisory Board

Meeting Cycle: Tuesday, June 13, 2023

Subject: Discussion and possible action on the Sponsorship Policy.

Staff Contact: Patrick O'Mara, Parks & Recreation Director

STAFF RECOMMENDATION

City staff recommends the Parks and Recreation/Natural Resources Board refer this policy and packet to the Board of Commissioners for consideration and approval.

BUDGET IMPACT

This policy will allow the Parks and Recreation Department to utilize the associated Sponsorship policy for fundraising for individual programs, leagues and events, helping to offset the anticipated expenses for these programs, leagues and events.

DISCUSSION

The policy and related packet have been prepared after research into similar policies from other Parks and Recreation agencies across the country. The majority of these reviewed policies are provided by CAPRA (Commission for the Accreditation of Parks and Recreation Agencies) Certified organizations. These organizations are looked at as the top-tier in the industry due to this accreditation.

CITY OF LAKELAND PARKS & RECREATION

SIGNAGE AND SPONSORSHIP POLICY

I. GENERAL POLICY STATEMENT

The mission of the Parks and Recreation Signage and Sponsorship Program is to develop and implement policies that allow the City of Lakeland Parks and Recreation Department to partner with local businesses through sponsorship of programs, advertising in program literature and sponsoring or advertising at local events and facilities, while adhering to a strict aesthetic code that blends into existing parks and recreation facility landscapes. Policies will guide practices that raise money for capital projects and overall improvement of Parks and Recreation facilities to allow the City to continue offering this high-quality service that positively impacts the quality of life of all Lakeland residents, and to provide Parks and Recreation program scholarship and sponsorship opportunities for deserving Lakeland residents.

II. PURPOSE AND INTENT

The purpose of this Signage/Sponsorship Policy is to develop and present policies and guidelines for creating marketing partnerships between the City of Lakeland Parks and Recreation Department and local businesses which: promote the growth and prosperity of Lakeland and Lakeland Area-based businesses; provide a positive non-tax revenue stream targeted to both the maintenance and improvement of parks and facilities and the implementation of quality programs for the residents of Lakeland; and create an inviting, family-friendly, aesthetically-pleasing environment at our parks and facilities.

III. DEFINITION OF TERMS

“Sponsorship” is the right of an external entity (for-profit or not-for-profit) to associate its name, products, or services with Lakeland Parks and Recreation programs, services, or name. Sponsorship is a business relationship in which the City of Lakeland and the external entity exchange goods, services, and donations for the public display of a message on City of Lakeland property or in a City of Lakeland publication acknowledging private support.

The term “open, limited, or designated public forum” means either a forum under the control of the City of Lakeland that is traditionally open to unfettered exchange of ideas, or a forum under the control of the City of Lakeland that is not traditionally open but is nevertheless intentionally and affirmatively opened by the City of Lakeland for speech.

The term “nonpublic forum” is broadly defined as any property that is not by tradition or designation a forum for public communication.

IV. AUTHORIZATION REQUIRED

All property and publications of the City of Lakeland are intended and exclusively used for business operations of the City in providing governmental services and programs to and for the City residents, and, except as required by law or expressly established by an affirmative action of the City of Lakeland Parks and Recreation & Natural Resources Board, no property or publication of the City of Lakeland shall be intended or considered as an open, limited, or designated public forum, and no person shall have a right to access or use any City governmental purpose or service. Placement of sponsorship messages upon City property or in City publications shall require specific authorization.

The City of Lakeland possesses sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse to enter into any proposed sponsorship agreement. Sponsorship requests shall be submitted through an Application for Sponsorship ("Application") in a manner and form outlined in the following section, and sponsorship agreements based on responses to an Application shall be reviewed in accordance with the following procedures and guidelines:

- Sponsorship agreements projected to generate \$5,000 or more in annual revenue shall require the approval of the City of Lakeland Parks and Recreation & Natural Resources Board, who shall then recommend the sponsorship to the City of Lakeland Board of Commissioners for final approval.
- Sponsorship agreements projected to generate less than \$5,000 in annual revenue shall require the written approval of the Parks and Recreation Director.
- At the discretion of the Parks and Recreation Director, any proposed sponsorship agreement may be referred to the City of Lakeland Parks and Recreation & Natural Resources Board for consideration.
- Any specific Department of The City of Lakeland may prepare supplemental guidelines to accompany this Sponsorship Policy but said guidelines must not disrupt the basic structure of authorization and approval outlined above, and all said guidelines must be approved by the City of Lakeland City Manager.

V. CRITERIA FOR APPLICATION REVIEW

Applications for sponsorship of City of Lakeland programs or services shall clearly outline the forms of support sought and offered and the recognition to be given by the City of Lakeland. Acceptance of an Application by the City of Lakeland shall result in the creation of a sponsorship agreement that will detail the following information, at a minimum:

- Activities, products, services of the private entity, its parent, subsidiaries, affiliates, and predecessor companies
- Benefits to be given to the proposed sponsor by the City of Lakeland, and the estimated monetary value of those benefits.
- Benefits to be given to the City of Lakeland by the proposed sponsor, and the estimated monetary value of those benefits.

- Prominence of the proposed public recognition of support
- Content of the proposed public recognition of support
- Duration of the proposed public recognition of support
- Conditions under which the sponsorship agreement may be terminated.

The City of Lakeland recognizes that entering into a sponsorship agreement with an external entity does not constitute an endorsement of the entity or its services and products but does imply an affiliation. Such affiliation can affect the reputation of the City of Lakeland among its residents and its ability to govern effectively. Therefore, any proposal for sponsorship of a City of Lakeland program or service in which the involvement of an outside entity compromises the public interest will be rejected.

The City of Lakeland shall consider the following criteria before accepting an Application or entering into a sponsorship agreement:

- Extent and prominence of public display of sponsorship
- Aesthetic characteristics of the public display of sponsorship
- Importance of the sponsorship to the mission of The City of Lakeland
- Level of support provided by the sponsor.
- Cooperation necessary from other City of Lakeland units to implement the sponsorship.
- Inconsistencies between Lakeland City policies and the known policies or practices of the potential sponsor
- Other factors that might undermine public confidence in the City of Lakeland's impartiality or interfere with the efficient delivery of City services or operations, including, but not limited to, current or potential conflicts of interest between the sponsor and City of Lakeland employees, officials, or affiliates; and the potential for the sponsorship to tarnish the City's standing among its residents or otherwise impair the ability of the City of Lakeland to govern its residents.

VI. PERMISSIBLE SPONSORS AND MESSAGE CONTENT

Sponsorships on Lakeland City property are maintained as a nonpublic forum. The City of Lakeland intends to preserve its rights and discretion to exercise full editorial control over the placements, content, appearance, and wording of sponsorship affiliations and messages. The City of Lakeland may make distinctions on the appropriateness of sponsors based on the subject matter of a potential sponsorship recognition message. The City of Lakeland will not deny sponsorship opportunities based on the potential sponsor's viewpoint. Sponsorship from an organization that is engaged in any of the following activities, that has a mission of supporting any of the following subject matters, or that, in the sole discretion and judgment of the authorized representative of the City of Lakeland or the City of Lakeland Parks and Recreation & Natural Resources Board, is deemed to be unsuitable for and contrary to community standards or appropriateness for government publications, shall be prohibited on any City property or in City publications:

- Promotion of the sale or consumption of alcoholic or cereal malt beverages, in name, likeness or implication, or promotion of establishments that are licensed for and primarily sell alcoholic or cereal malt beverages, including bars; provided, however, restaurants or other food service establishments and hotels or other places of lodging may be authorized when the commercial message or advertisement promotes only the food services or lodging.
- Promotion of the sale or consumption of tobacco products or depiction of the use of tobacco products
- Commentary, advocacy, or promotion of issues, candidates, campaigns, or organizations of a social, political, or religious nature
- Promotion of gambling, para-mutual betting, or games of chance, in name, likeness or implication, or promotion of establishments that are licensed for and primarily provide such services or activities of a related or similar nature; provided, however, that establishments may be authorized when the commercial message or advertisement promotes some other area of business practiced by the establishments and where the above-referenced activities are only an incidental part of their business
- Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness, or characterizations which suggest, depict, or promote any such element or sexually oriented products, activities, or materials.
- Promotion in any form of illegal drugs, illegal drug use of illegal drug materials, or characterizations which suggest or depict the promotion or glorification of any such products, activities, or materials.
- Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion, or glorification of violence of acts of a violent nature
- Use of language or descriptive material which taken in form and context is deemed to be unsuitable for and contrary to community standards of appropriateness for governmental or family publications.
- Use of words, language, representations, or descriptive material of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under this Policy.
- Inclusion of materials, depictions, promotions, or offerings which are the type prohibited by, or by their nature would violate, any postal restrictions or regulations or any federal, State, or local law, rule, or regulation.

VII. PERMISSIBLE RECOGNITION MATERIALS

Sponsorship recognition materials may identify the sponsor but ordinarily should not promote or endorse the organization or its products or services. Statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services or organizations will ordinarily not be accepted. In accordance with the provisions of Section IV of this policy, the City of Lakeland City Manager shall have the ultimate authority to determine what is

permissible in a recognition message. Ordinarily, only the following content will be deemed appropriate:

- The legally recognized name of the sponsoring organization
- The sponsor's organizational slogan if it identifies rather than promotes the organization or its products or services.
- The sponsor's product or services line, described in brief, generic, objective terms. Generally, only one product or service line may be identified.
- Brief contact information for the sponsor's organization, such as phone number, address, or Internet website. Contact information should be stated in a manner that avoids the implication of urging the reader to act.

The City of Lakeland will not make any statements that directly or indirectly advocate or endorse a sponsor's organization, products, or services. No materials or communications, including, but not limited to, print, video, Internet, broadcast, or display items developed to promote or communicate the sponsorship using the City of Lakeland's name, marks, or logo, may be issued without written approval of the City of Lakeland City Manager.

VIII. GENERAL CONDITIONS

1. Sponsors are solely responsible for obtaining necessary permission to use photographs, trademarks, trade names, copyrighted material or any other legally protected property and shall hold the City harmless for any such use, including all consequences or damages resulting therefrom. All commercial messages or advertisements shall be accepted and published by the City upon the representation that the agency or sponsor is authorized to publish the entire contents and subject matter thereof. Sponsors must agree to indemnify and hold harmless the City, its officers, agents and employees against all damages, costs and expenses including, without limitation, attorney's fees resulting from any claim, action or proceeding alleging that the commercial message or sponsorship infringes on any copyright, violates any right of privacy, or other personal or property right, constitutes libelous matter, plagiarism, unfair competition, unfair trade practice, infringement on trademarks, or other matter contrary to law or contains any formula or instructions injurious to the user of a sponsor's product.
2. Sponsors assume liability for all content (including text, photographs, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter) of sponsorship message printed or placed and assume responsibility for any claims arising therefrom made against the City.
3. The City is not liable for delays in publication or presentation of sponsorship messages in any event or for any reason, including acts of God, action by any governmental or quasi-governmental entity, lack of funds, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of

any kind, work slowdown, or any condition beyond the control of the City affecting publication or presentation of sponsorship in any manner.

4. If an error or omission occurs in the publication or placement of any sponsorship message, the City's liability shall be limited to the amount of the reduction in the value of the sponsorship due to the error or omission, but in no event shall liability exceed the total cost payable for the sponsorship space.
5. The words "a paid sponsorship," or some like term, may be added to sponsorship messages that, in the sole opinion of the City, might be confused with editorial matter.

IX. ADDITIONAL CONSIDERATIONS

A. USE OF FUNDS

All funds derived from the acceptance and placement of sponsorship messages shall be recorded, accounted for, and used by the City of Lakeland Parks and Recreation Department for authorized purposes in accordance with the mission of this Policy as determined by the Parks and Recreation Director.

B. SPECIAL EVENTS

Nothing in this Policy shall be interpreted to prohibit the conduct of special events by the City or its offices, departments or related entities and the use and recognition of sponsors, products, sales, or prizes.

C. ETHICAL CONDUCT

All offices, departments, and related entities of the City of Lakeland and its employees shall follow the highest level of ethical standards when dealing with sponsors or in the implementation of this Policy.

D. IMPLEMENTATION

This Policy shall be and become effective upon adoption by the City of Lakeland Board of Commissioners and shall thereafter apply to the acceptance and placement of sponsorship messages as provided in the Policy; provided, however, that sponsorship messages which were made prior to the adoption of this Policy shall not be considered in violation of the Policy, and to the extent possible shall be construed and completed, if necessary, in the manner most consistent with the Policy.

E. GOVERNING LAW

This Policy is intended to comply with all existing laws and regulations. If for any reason any contract or agreement created in accordance with this Policy is deemed to be in violation of any local, State, or federal law or regulation, said provision, contract or agreement shall terminate immediately. In the event of such a termination, to the extent possible, the term and conditions of the contract or agreement shall be pro-rated to account for the partial performance.

SPONSORSHIP PACKET





Dear Prospective Sponsor:

The City of Lakeland Parks and Recreation Department sponsorship program is designed to effectively market local businesses while making a positive impact on our community. Unlike other traditional forms of advertising, our sponsorships allow a business to be associated with the positive benefits of a community event or recreational program. Whatever your marketing needs, we have distinct partnership opportunities that can complement your plan.

Parks and Recreation facilities make a community more attractive and provide a greater quality of life. With the help from our sponsors, we are able to offer more quality programs and facilities to the residents of Lakeland and the surrounding communities. Your sponsorship plays an important role in shaping our lives, families and homes. Much of the enjoyment and lasting memories of our residents depends on the programs and facilities offered.

Your company can help to ensure that we provide only quality programs and our facilities remain in superior condition. By becoming a sponsor and showing your supports of our programs and events, you are showing your support for the community. This will in turn make a positive impact on your business.

We offer different levels of sponsorships from yearly packages to single event or program levels. There is something affordable for your business big or small. Become a sponsor today and increase your community exposure while benefitting our town and its residents!

Sincerely,

(SIGNATURE)

Pat O'Mara
City of Lakeland
Parks and Recreation Director
(901)867-2717
parksdirector@lakelandtn.org

Sponsorship Opportunities

(for donations of cash, prizes/giveaways, & in-kind services)

In-Kind Sponsorship consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print/web advertising, a restaurant may provide food for an event, etc..., in exchange for being recognized as sponsor. There are numerous possibilities. The “market value of he contribution must meet or exceed a specific amount to be considered a sponsor for an event or program.

Adopt-A-Park Program - Anyone who is interested in adopting a park is welcome to participate in the program. Adopters include: Families, Neighborhoods, Corporations, Community Groups, Faith-based Organizations, etc... Adopters are recognized on the City of Lakeland website and a sign will be installed in the park as a visible statement of their commitment to maintaining the park as a visible statement of their community.

- ⇒ \$1,000/year
- ⇒ 18x24 inch sign that you get to keep at the end of the year
- ⇒ Installation and maintenance included

Sports League/Team Sponsor

♦ Lakeland Parks & Rec League Sponsor

- ⇒ Available leagues
 - ♦ Youth Developmental Baseball
 - ♦ Summer/Fall Flag Football
- ⇒ \$1,000/league (one per season)
 - ♦ Includes sign to be posted at venue
 - ♦ Company logo on jerseys for one team per division
- ⇒ \$250/team
 - ♦ Company logo on jerseys for one team

♦ Tackle Football Sponsorships

- | | |
|--|--|
| ⇒ \$2,000/team uniform sponsor | ⇒ Platinum sponsor |
| ⇒ Available teams <ul style="list-style-type: none"> ♦ 8U, 10U, and 12U | <ul style="list-style-type: none"> ♦ \$1,000 ♦ Includes large logo on banner + spirit gear |
| ⇒ Includes 12 inch logo on banner to be posted at league games and practices | ⇒ Gold Sponsor <ul style="list-style-type: none"> ♦ \$500; Includes medium logo on banner |
| ⇒ Company logo placed on game jersey sleeve and all spirit gear | ⇒ Silver Sponsor <ul style="list-style-type: none"> ♦ \$250; Includes small logo on banner |



Sponsorship Opportunities

(for donations of cash, prizes/giveaways, & in-kind services)

Sport Facility Signage - All signs are made of vinyl and offer high visibility. Sponsor may create a design for approval

- ◆ Lakeland Athletic Complex (2 soccer/multipurpose fields available; Phase II baseball fields to be completed)
- ◆ Windward Slopes Park Tennis Courts (2 courts sponsored as a package)
 - ⇒ \$1,000/year
 - ⇒ 4x6 vinyl sign/banner Installation and maintenance included

Tournaments/Races - The City of Lakeland Parks and Recreation Department hosts multiple tournaments and races throughout the year for residents to participate in. To learn more about opportunities such as the Trail Run or the cornhole tournament, please contact the Parks & Recreation Office at 901-867-2717

Annual Fishing Rodeo - Hosted at the International Harvester Managerial Park Lake, this unique opportunity only comes around once a year where kids from ages 4-12 come to participate.

- ⇒ Catfish Sponsor (\$500) - Includes sign, verbal acknowledgment, & logo on trophies
- ⇒ Bass Sponsor (\$250) - Includes small sign and verbal acknowledgment
- ⇒ Bream Sponsor (\$100) - Includes small sign



Family Movie Nights - Hosted at the International Harvester Managerial Park, this event only occurs twice a year; the first weekend of school summer break and the last weekend of summer break right before school starts in August. Families are invited to celebrate with food trucks, games, and an movie appropriate for all ages.

- ⇒ Title Sponsor (\$500) - Includes verbal acknowledgment and booth for business

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Sponsorship Opportunities

(for donations of cash, prizes/giveaways, & in-kind services)

Lakeland Concert Series - Hosted at International Harvester Managerial Park, this four-part event series has a concert in June, July, August, and September. Families are invited to celebrate with food trucks, games, and features a local band.

- ⇒ Series Sponsor (\$2,000) - Sponsors all 4 movie nights provided
 - ◆ Includes verbal acknowledgment and booth for business
 - ◆ Video/commercial played for business prior to the start of each movie
- ⇒ Event Sponsor (\$500) - Sponsors 1 of the 4 movie nights
 - ◆ Includes verbal acknowledgment and booth for business

Lakeland Fall Festival - A fun filled Saturday in October where Lakeland Residents and neighboring communities can come to participate in trick-or-treat, a costume contest, pre-carved pumpkin contest, face painting, games and much more. Occurs the last Friday in October.

- ⇒ Ghost Sponsor (\$500) - Includes company logo on event sign and all marketing materials, verbal acknowledgment, and trick-or-treat booth
- ⇒ Pumpkin Sponsor (\$100) - Trick-or-treat booth only



Christmas Tree Lighting in the Park - Hosted at International Harvester Managerial Park, families are invited to come by for the annual Christmas Tree Lighting, pictures with Santa, and some Christmas treats.

- ⇒ Title Sponsor (\$500) - Includes company logo on event sign and all marketing materials, verbal acknowledgment, and event booth

Custom Sponsorship Package

We are open to your suggestions and look forward to discussing any creative options. Custom Package Sponsor benefits will be negotiated and matched with benefits at the sponsorship levels described. You are able to bundle event sponsorships and ball field/park signage to get a bigger bang for your buck!

Possible Future Sponsorship Opportunities

- ⇒ ***Walking Trails***
- ⇒ ***Disc Golf holes***
- ⇒ ***Turkey Shoot*** - parent/child teams compete in free throw competition. Winner gets to take home a turkey for Thanksgiving.
- ⇒ ***Turkey Trot*** - 5K where entry fee is canned food. All proceeds are donated to a local food kitchen.
- ⇒ ***Kids Triathlon***
- ⇒ ***Indoor Triathlon*** - hosted at a future indoor facility
- ⇒ ***Howl-o-ween*** - Halloween costume contest for our furry friends. Possibly partner with Hollywood Feed, Pet Hospitals, etc.
- ⇒ ***Golf Tournament*** - partner with local golf course to raise money for scholarships or non-profit, or for City P&R project(s).
- ⇒ ***Eggs-travanganza Pool Easter Egg Hunt*** - hosted at a future indoor facility
- ⇒ ***Family Health & Fitness Day*** - gather local health and wellness business to host an “expo” at the LAC. Booths for business, hospital outreach, dietician info, Family Fun Run, Ironman style obstacle course, etc.
- ⇒ ***St. Patrick’s Day Event*** - possibly a “dog minded” event to raise funds for new and additional dog amenities or park
- ⇒ ***Tree Sapling Giveaway***
- ⇒ ***Keep Lakeland Beautiful Events***



Lakeland Municipal Parks & Recreation/Natural Resources Advisory Board

Meeting Cycle: Tuesday, June 13, 2023

Subject: Presentation of and possible discussion on upcoming Parks and Recreation related items to be seen at the Lakeland Board of Commissioners Meeting on June 15, 2023

Staff Contact: Patrick O'Mara, Parks & Recreation Director

STAFF RECOMMENDATION

This item is for informational and discussion purposes, and no recommendation is needed.

BUDGET IMPACT

There is no budgetary impact on this item.

DISCUSSION

The following items are part of the Board of Commissioners Agenda for consideration at the June 15, 2023 Meeting:

- Resolution - replacing the existing and adopting a senior center policy for the City of Lakeland, Tennessee. Sponsored by the Parks and Recreation/Natural Resources Board
- Resolution - authorizing the City Manager to enter into an independent contractor agreement for a youth recreation soccer program. Sponsored by the Parks and Recreation/Natural Resources Board
- Resolution - authorizing the Parks and Recreation Director to explore and apply for the Blue Cross Healthy Places grant through the Blue Cross Blue Shield of Tennessee Foundation. Sponsored by Commissioner Dial
- Resolution - proclaiming July 2023 as Parks and Recreation Month in the City of Lakeland, Tennessee. Sponsored by Commissioner Dial

Meeting Cycle: Thursday, June 15, 2023

Subject: **Resolution** - replacing the existing and adopting a senior center policy for the City of Lakeland, Tennessee. *Sponsored by the Parks and Recreation/Natural Resources Board*

Staff Contact: Patrick O'Mara, Parks & Recreation Director

STAFF RECOMMENDATION

City Staff recommends the Board of Commissioners approve resolution R-77-2023.

BUDGET IMPACT

There is no direct budget impact of this resolution.

DISCUSSION

The City of Lakeland created and approved the Senior Center Policy in March 2012. The Senior Center was opened in May 2012. At the time it opened the Center was intended to be a facility that could be rented by an individual or organization to host senior-focused events or informational sessions. It was not initially intended to be staffed and programmed regularly. In the time since then, the operations have changed. Changes to the previous policy include changing the language about City staff not regularly staffing the building, and removing the language directing renters how to clean the facility at the end of their event.

RESOLUTION R-77-2023

REPLACING THE EXISTING AND ADOPTING A SENIOR CENTER POLICY FOR THE
CITY OF LAKE LAND, TENNESSEE

WHEREAS, the City of Lakeland desires to implement an updated Senior Center Policy providing the framework under which the Lakeland Senior Center operates; and,

WHEREAS, the existing Senior Center Policy was approved over ten years ago, prior to the facility opening; and,

WHEREAS, the nature of how the facility operates has changes in that time:

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the City of Lakeland, Tennessee, that Resolution 2012/3-11 is hereby rescinded and the Senior Center Policy, attached hereunto, is hereby adopted.

APPROVED AND ADOPTED by the Board of Commissioners of the City of Lakeland, Tennessee, this 15th day of June 2023, the public welfare requiring it.

Josh Roman, *Mayor*

ATTEST:

Debra Murrell
City Recorder

SENIOR CENTER POLICY



Lakeland Senior Citizen's Center Policy

The City of Lakeland values the active adults ages 55+ who participate in the programs and events put on and hosted at the Lakeland Senior Center. This policy is intended to outline the requirements and expectations for the use of the Senior Center facility. The City of Lakeland, through this policy, is committed to maintaining the health, safety, dignity, and welfare of users as well as city staff, volunteers and guests while ensuring compliance with all applicable federal, state, and local laws.

FACILITY USE

The Lakeland Senior Citizen's Center, hereby referred to as "the Center," is open and accessible to persons ages 55 and over. The Center is not to be rented to the public and is for use through the programs operated by the City of Lakeland or its designated partners through special permission of the City Manager or his/her designee.

Attendance will be recorded, and personal information may be collected for specific programs. This information may include the user's name, age, contact person/relative, telephone number, email address, and the date of attendance.

The Center is also available for use by various human service agencies dealing with aging concerns, caregivers to the elderly, and "friends" of the Center at the discretion and with the approval of the City Manager or his/her designee. All users and their guests are expected to follow the Center's Code of Conduct and other provisions of this policy.

The Center shall only be considered open for use when an assigned member of City staff or a designated volunteer is present and in charge of the activity or program. All designated volunteers must be approved by the Center Manager or the City's Parks and Recreation Director in advance.

No user will be turned away due to disability, as the Center is accessible to persons with disabilities in compliance with the Americans with Disabilities Act (ADA).

All Center users *must* be able to take care of daily personal functions while using the Center or be accompanied at all times by an individual other than the Center's designated Responsible Person that can help them if they require special assistance.

The Center may be utilized for a range of activities for the sole purpose of providing a meeting place, programming, or other appropriate activities for the Center's users in accordance with the Center Policy and Code of Conduct.

SPECIAL EVENTS, CLASSES, AND PRESENTATIONS

City staff is at no time required to manage the Center unless arrangements have been made in advance and approved by City Manager or his/her designee. The City Manager or his/her designee must approve all programs, presentations, and presenters in advance of the activity. Activity, program, and/or supply fees for specific classes or events may be required for events and must be set at the lowest reasonable fee to cover applicable costs.

Presenters, instructors, and facilitators are required to

adhere to the Code of Conduct and follow all guidelines contained in this Policy at all times.

Presentations must be informational or entertaining for seniors. No product or service may be sold.

Presenters must coordinate with the Senior Center Manager to set a date and time for the program. Presentations or activities may be moved to neighboring IH Clubhouse due to scheduling or time constraints, available space, or other considerations as determined by City staff. Programs must be organized and established by the fifteenth day of the month prior to the date(s) scheduled for the presentation.

DONATIONS

The Senior Center may accept donations so long as it conforms to the City's financial and cash handling policies. City staff will receipt all donations at the time of donation.

CODE OF CONDUCT

All staff, volunteers, and guests agree to maintain the respect of every individual involved in Center activities, create a pleasant atmosphere for everyone, and provide an environment for good fellowship among the Center's users.

To achieve this, all users, guests, and Responsible Persons should:

- Behave and speak in a manner which is respectful of others at all times.
- Not engage in political activities that include, but are not limited to handing out political fliers, political presentations, political fundraising, and other related

activities.

- Wear reasonable clothing and shoes suitable for the activity.
- Be responsible for their own private property.
- Refrain from using foul language or other behavior disruptive to Center users or visitors.
- Leave the premises in the same condition in which it was found.
- Report any unusual occurrences immediately to the Responsible Person or City staff.
- Abstain from the use of alcohol and drugs at the Center, which are not permitted in the building or on the premises under any circumstances.
- Refrain from gambling, which is prohibited under any circumstances.
- Assist City staff in enforcing the Code of Conduct.
- Adhere to the Lakeland Senior Citizen Center Policy.

Smoking will not be permitted in the building.

Smoking may only take place in a designated area or no less than 25 feet from the Center facility and parking lot.

Soliciting and business activities are prohibited in or outside of the Center. Center users may hold fundraisers to raise money for specific programs or activities available to all Center users. When an individual or group wishes to engage in fundraising for Center-related activities or programs, prior approval of the Parks and Recreation Director is required.

Noncompliance with the Code of Conduct may result in an individual being asked to leave the premises until they are willing to conform to the Center's Code of Conduct.

INCIDENT REPORTING

The health, safety, dignity, and welfare of Center users, staff, and visitors is of the utmost priority to the City. Therefore, any incident or accident at the Center involving health and safety, the Code of Conduct, the Senior Center Policy, or other activity or behavior suspected of being inappropriate should be reported to City staff immediately, and an Incident Report (Appendix A) shall be completed. In any instance where a person's health or safety are in jeopardy, emergency response personnel shall be immediately notified.

Lakeland Senior Citizen's Center Incident Report

Date of incident: ____/____/____ Time: _____

Location: _____

Nature of incident: _____

Responsible Person in charge of activity when incident occurred: _____

Name of witnesses: _____

Names of Any Injured Parties & Injuries: _____

Actions Taken: _____

Other facts pertinent to the incident not included above: _____

Notifications made to: _____

Signature of Responsible Person: _____ Date: _____

Lakeland Senior Citizen's Center Policy

The Senior Citizen's Center Policy outlines the City of Lakeland's requirements and expectations for the use of the Senior Citizen's Center facility. The policy acts to guide city staff, facility volunteers, and facility users. The following policy is committed to maintaining the health, safety, dignity, and welfare of Senior Citizen's Center facility users as well as city staff, volunteers, and guests, while ensuring compliance with federal, state, and local law.

FACILITY USE

The Lakeland Senior Citizen's Center, hereby referred to as "the Center", is open and accessible to persons ages 55 and over. Persons under age 55 may not utilize the Lakeland Senior Center. The Center does not charge a membership fee. There will be no rental fees charged to groups or individuals using the premises for approved activities and programs. (Fees may be charged for classes and special events.)

A sign-in sheet must be used to record persons accessing the Center and shall include each individual's name, age, contact person/relative, telephone number, email address, and the date.

The Center is also available for use by various human service agencies dealing with aging concerns, caregivers to the elderly, and "friends" of the Center at the discretion and with the approval of City Manager or designee. Center user may bring guests on occasion, who are expected to follow the Center's Code of Conduct and other provisions of this policy.

The Center shall only be considered open for use when an approved "Responsible Person" is in charge of the activity or program (or designated City staff member). All Responsible Persons must be approved by City Manager or designee in advance.

Because Responsible Persons may not always be available to staff the center, operational hours will vary and shall be determined by City Manager or designee according to the availability of approved Responsible Persons.

When closing the Center, the Responsible Person must:

- ☐ Pick up all miscellaneous trash items from window sills, tables, chairs, etc.
- ☐ Leave kitchen in a neat fashion having washed and put away any dishes used
- ☐ Ensure refrigerator and freezer doors are completely closed
- ☐ Turn off all electrical appliances used
- ☐ Sweep floors, including restrooms and carpeted areas
- ☐ Arrange all tables and chairs in a neat fashion; all tables taken out for the activity should be returned to the table storage room and stacked neatly
- ☐ Take all garbage to the dumpster
- ☐ Close all windows
- ☐ Turn off all lights, including kitchen, bathrooms, and dining rooms
- ☐ Tightly close and lock all doors, checking each to make sure that it is secure

No user will be turned away due to disability, as the Center is accessible to persons with disabilities and in compliance with the Americans with Disabilities Act (ADA).

All Center users *must* be able to take care of daily personal functions while using the Center or be accompanied at all times by an individual other than the Center's designated Responsible Person that can help them if they require special assistance.

The Center may be utilized for a range of activities for the sole purpose of providing a meeting place, programming, or other appropriate activities for the center's users in accordance with the Center Policy and Code of Conduct.

Use of the building does not obligate the Center to provide any equipment not currently assigned to a designated area.

Center users, Responsible Persons, and guests agree to maintain the premises in their current state. Nails, screws, tape, and other fixtures cannot be applied to the walls, woodwork, flooring, or ceiling without permission from City Manager or designee. Groups using reserved facilities should not re-arrange furniture without permission from City Manager or designee.

Food and refreshments must be approved by City Manager or designee.

SPECIAL EVENTS, CLASSES, AND PRESENTATIONS

City staff is at no time required to manage the Center unless arrangements have been made in advance and approved by City Manager or designee. The City Manager or designee must approve all programs, presentations, and presenters in advance of the activity. Activity or program fees for specific classes or events may be required for events established by the Center's users and approved by City Manager or designee.

Presenters are required to adhere to Code of Conduct and the following guidelines contained in this policy at all times.

Presentations must be informational or entertaining for seniors. No product or service may be sold.

All activities, programs, and presentations submitted for approval should be listed on the Center Facility Use Form (Appendix A) and signed by the Responsible Person. Presenters and instructor's must be able to demonstrate experience and knowledge in the topic area. Examples of experience and knowledge include: current employment, education, certification, etc. The presenter and topic must be approved by the City Manager or designee, who may cancel the program if necessary.

Presenters must coordinate with City Manager or designee to set a date and time for the program as the City Manager or designee is responsible for scheduling all events in buildings owned and operated by the City. Presentations or activities may be moved to neighboring IH Clubhouse due to scheduling or time constraints, available space, or other considerations as determined by City Manager or designee. Programs must be organized and established by the fifteenth day of the month prior to the dates scheduled for the presentation unless receiving special approval from City staff.

Presenters are responsible for publicity – advertisements may be placed in the following publications: Qnet, City Watch, The Bartlett Appeal or other community media source. Coffee, hot tea, and hot chocolate may be available at the Senior Center for a fee paid by the presenter, though providing additional refreshments, such as cookies or other snacks, is recommended

DONATIONS

The Center will not accept physical donations, such as furniture, appliances, or supplies, except when approved by the Board of Commissioners (BOC) or BOC designee under special circumstances. Cash donations payable by cash or check will be accepted with pre-numbered receipts issued to the donor. While the Center will accept cash donations, all substantial cash donations or other source of funds, should be approved by the BOC.

CODE OF CONDUCT

All of the Center's Responsible Persons, volunteers, members, and guests agree to maintain the respect of every individual involved in Center activities, create a pleasant atmosphere for everyone, and provide an environment for good fellowship among the Center's users.

To achieve this, all members, Responsible Persons, and guests should:

- ☐ Behave and speak in a manner which is respectful of others at all times
- ☐ Not engage in political activities that include, but are not limited to handing out political fliers, political presentations, political fundraising and other related activities
- ☐ Wear reasonable clothing and shoes suitable for the activity
- ☐ Be responsible for their own personal property
- ☐ Refrain from using foul language or other behavior disruptive to Center users or visitors
- ☐ Leave the premises in the same condition in which it was found
- ☐ Report any unusual occurrences immediately to the Responsible Person or City staff
- ☐ Abstain from the use of alcohol and drugs at the Center, which are not permitted in the building or on the premises under any circumstances
- ☐ Refrain from gambling, which is prohibited under any circumstances
- ☐ Assist City staff in enforcing the Code of Conduct
- ☐ Adhere to the Lakeland Senior Citizen Center Policy

Smoking will not be permitted in the building or in non-designated areas. Smoking may only take place in a designated area or no less than 25 feet from the Center facility and parking lot.

Soliciting and business activities are prohibited in- or outside of the Center. Center users may hold fundraisers to raise money for specific programs or activities available to all Center users. When an individual or group wishes to engage in fundraising for Center-related activities or programs, approval of City Manager or designee is required in advance.

A television and computer may be available at the Center. Users are expected to access only materials appropriate according to generally accepted standards of decency and those that accord with the Code of Conduct. Prohibited content includes pornographic websites or programs, websites related to gambling or any other illegal or prohibited activity, and programs or websites that are offensive and disruptive to Center users, Responsible Persons, and guests.

Noncompliance with the Code of Conduct may result in an individual being asked to leave the premises until they are willing to conform to the Center's Code of Conduct.

INCIDENT REPORTING

As the health, safety, dignity, and welfare of Center users, Responsible Persons, and visitors being the utmost priority to the City, any accident, illness, or suspected illness should be immediately reported to 911 emergency response. Incidents involving a violation of the Center's Code of Conduct or other policies should be immediately reported to City staff.

Any incident at the Center involving health and safety, the Code of Conduct, the Senior Center Policy, or other activity or behavior suspected of being inappropriate requires that an Incident Report (Appendix B) be completed and that City staff be notified immediately following notification of emergency personnel in the event that a person's health or safety are in jeopardy.

Facility Use Form

Name: _____

Title(s): _____

Organization/Employer: _____

Telephone#: _____ Email Address: _____

SS# (if required for background check): _____

Address: _____

Program/Event/Presentation (Name and Description): _____

Center Equipment Used: _____

Event Date(s): _____

Certifications: _____

Qualifications: _____

Signature of Responsible Person: _____

Date: _____

Approved by: _____

Date: _____

Lakeland Senior Citizen's Center Incident Report

Date of incident: ____/____/____ Time: _____

Location: _____

Nature of incident: _____

Responsible Person in charge of activity when incident occurred:_____

Name of witnesses: _____

Names of Any Injured Parties & Injuries:_____

Actions Taken: _____

Other facts pertinent to the incident not included above: _____

Notifications made to:_____

Signature of Responsible Person: _____Date: _____

Meeting Cycle: Thursday, June 15, 2023

Subject: **Resolution** - authorizing the City Manager to enter into an independent contractor agreement for a youth recreation soccer program. *Sponsored by the Parks and Recreation/Natural Resources Board*

Staff Contact: Patrick O'Mara, Parks & Recreation Director

STAFF RECOMMENDATION

City Staff recommends the Board of Commissioners approve resolution R-78-2023.

BUDGET IMPACT

This program will be operated by the Independent Contractor, and the City will receive a flat rate athlete fee for each season run by the contractor.

DISCUSSION

Tennessee Soccer Academy has provided youth recreational soccer for the City of Lakeland since the beginning of 2022. In the three(3) seasons that have run, parents have reported a very positive experience. Parents have reported a desire for the program to continue, and staff has been satisfied with this agreement.

RESOLUTION R-78-2023

AUTHORIZING THE CITY MANAGER TO ENTER INTO AN INDEPENDENT
CONTRACTOR AGREEMENT FOR A YOUTH RECREATION SOCCER PROGRAM

WHEREAS, the City of Lakeland, Tennessee, (the “City”) desires a recreation soccer program for the youth; and,

WHEREAS, Tennessee Soccer Academy has provided this program since the beginning of 2022; and,

WHEREAS, Tennessee Soccer Academy is willing and able to continuing offering the program for one more year:

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the City of Lakeland, Tennessee, that the City Manager is hereby authorized to enter into an Independent Contractor Agreement with Tennessee Soccer Academy to provide a recreation soccer program to the youth of the City of Lakeland.

APPROVED AND ADOPTED by the Board of Commissioners of the City of Lakeland, Tennessee, this 15th day of June 2023, the public welfare requiring it.

Josh Roman, *Mayor*

ATTEST:

Debra Murrell
City Recorder

Meeting Cycle: Thursday, June 15, 2023

Subject: **Resolution** - authorizing the Parks and Recreation Director to explore and apply for the Blue Cross Healthy Places grant through the Blue Cross Blue Shield of Tennessee Foundation. *Sponsored by Commissioner Dial*

Staff Contact: Patrick O'Mara, Parks & Recreation Director

STAFF RECOMMENDATION

City Staff recommends the Board of Commissioners approve resolution R-72-2023.

BUDGET IMPACT

There is no direct budget impact of this resolution. However, should the City of Lakeland be a grant recipient, the location of the community space would need to be cleared and prepared for the equipment, which would have a cost yet to be determined.

DISCUSSION

The Blue Cross Health Places grant is a program operated by the Blue Cross Blue Shield of Tennessee Foundation. The goal of the program is to increase places in a community for people to gather, play and get healthy. The Blue Cross Healthy Places grant helps provide places that are free and open to all. The program helps provide playgrounds, fitness equipment and other features for visitors of all ages and abilities. The City is able to request a custom design one (1) of four (4) pre-designed packages. The City would use the grant funding for the rehabilitation of Windward Slopes Park. Windward Slopes Park amenities were installed in 2007, and the park is otherwise slated for small improvements over the next few years. Successful awarding of this grant would allow the City of Lakeland, through the Blue Cross Health Parks Grant add much needed improvements and amenities to the park.

Grant timeline:

August 1 - 31, 2023: Application period

February 1, 2024: Grant Awardees are notified.

It is important to note that accepting this grant means agreeing to the exclusive BlueCross Healthy Places branding and naming rights.

RESOLUTION R-72-2023

AUTHORIZING THE PARKS AND RECREATION DIRECTOR TO EXPLORE AND
APPLY FOR THE BLUE CROSS HEALTHY PLACES GRANT THROUGH THE BLUE
CROSS BLUE SHIELD OF TENNESSEE FOUNDATION

WHEREAS, the City of Lakeland, Tennessee, (the “City”) desires to continue developing Parks and Recreation infrastructure; and,

WHEREAS, the Blue Cross Healthy Places Grant provides funds for communities to create playgrounds, outdoor fitness spaces, pavilions, and other amenities for the community to gather; and,

WHEREAS, the annual application period will be August 1 – 31, 2023; and,

WHEREAS, should the City of Lakeland be selected, the grant covers the full cost of equipment, safety surfacing, and installation, with the exception of pre-installation site preparation.:

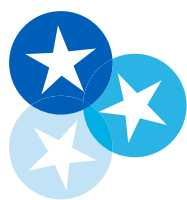
NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the City of Lakeland, Tennessee, that the Parks and Recreation Director is hereby authorized and directed to explore and apply for the Blue Cross Healthy Places grant through BlueCross Blue Shield of Tennessee Foundation.

APPROVED AND ADOPTED by the Board of Commissioners of the City of Lakeland, Tennessee, this 15th day of June 2023, the public welfare requiring it.

Josh Roman, *Mayor*

ATTEST:

Debra Murrell
City Recorder



BlueCross
HEALTHY
PLACESM



of Tennessee
FOUNDATION

2023 CATALOG





The BlueCross Foundation wants to provide our neighbors with places that help them get to know one another, form new connections and enjoy healthy activity. This is why we're building BlueCross Healthy Places in Tennessee.

To assist in your custom design process, this catalog contains examples of completed BlueCross Healthy Place projects, along with new, exciting ideas to consider.

If a custom design process is not a possibility, we also provide four pre-designed options to select from on page eight.

CUSTOM BLUECROSS HEALTHY PLACES



DAVID CARNES PARK

- » Accessible play areas
- » Community pavilions
- » Splash pad
- » Challenge course
- » 40-yard dash
- » Improved walking paths
- » Fitness & play pods



HIGHLAND PARK

- » Accessible play areas
- » Challenge course
- » Fitness station
- » Multi-purpose field
- » Tennis and basketball courts
- » Walking track
- » Community pavilion



HUNTLAND CITY PARK

- » Accessible play area
- » Full basketball court
- » Walking track
- » Outdoor fitness equipment



HENRY HORTON STATE PARK

- » Accessible play area
- » Nature and discovery trail
- » Water spray and play zone



NORTHWEST FAMILY YMCA

- » Accessible play area
- » Full basketball court
- » Walking track
- » Outdoor fitness equipment
- » Pavilion
- » Challenge course



NEW IDEAS

- » Amphitheaters
- » Art installations
- » Trail head build out
- » Skate park



BLUECROSS HEALTHY PLACE AT DAVID CARNES PARK

**9.2
Acres**

This nine-acre project includes a pavilion for community gatherings, a splash pad, an accessible playground, a challenge course, a 40-yard dash and improved walking paths. The walking trail features fitness pods and play pockets, including a replica blacksmith shop that honors David Carnes, one of the first African-American landowners in the area and the park's namesake.

Accessible play area



Multi-purpose field



Splash pad



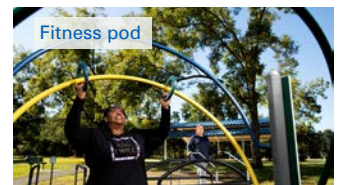
Community pavilion



Play pod



Fitness pod





BLUECROSS HEALTHY PLACE AT HENRY HORTON STATE PARK

**0.2
Acres**

The BlueCross Healthy Place at Henry Horton State Park celebrates the nature and history of the region. It includes two fully accessible play areas: one for children aged 2-5 and one for children aged 5-12. Both spaces include ramp access, specially designed equipment and a soft rubber safety surface for children who use wheelchairs and other mobility devices. Adjacent to the play areas is a discovery trail and several discovery pods designed to teach children about area wildlife and the history of the park. Features include an erosion table, elements explaining the life cycle of a frog and a small gristmill.

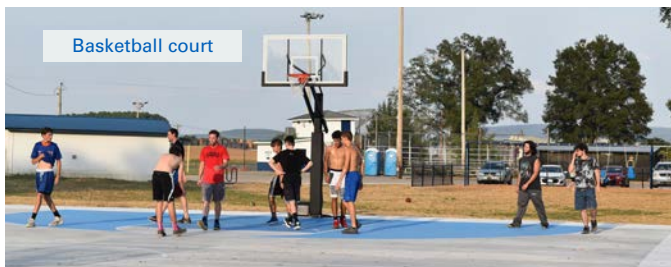




BLUECROSS HEALTHY PLACE AT HUNTLAND CITY PARK

1.7
Acres

The BlueCross Healthy Place at Huntland City Park is home to a newly constructed fenced playground. It features accessible equipment designed for children of all abilities. The space also includes outdoor fitness equipment, a new walking track, sway benches, a basketball court with bleachers, additional parking, water fountains, picnic tables and grills.





BLUECROSS HEALTHY PLACE AT HIGHLAND PARK

**4.3
Acres**

The BlueCross Healthy Place at Highland Park was completed in partnership with three schools; Chattanooga Girls Leadership Academy, Chattanooga Prep and the Montessori Elementary of Highland Park. The new community space has a variety of features suitable for visitors of all ages and interests, including a multi-purpose field with bleachers, a walking track, outdoor fitness stations, a challenge course, play areas, and basketball and tennis courts.

Challenge Course



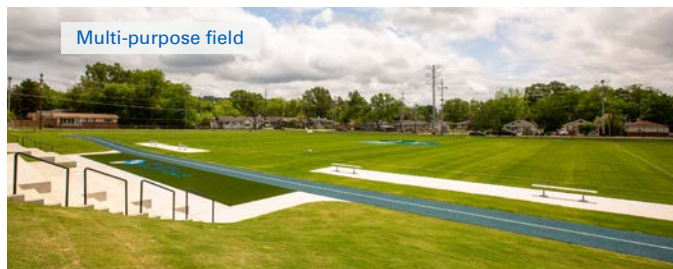
Accessible play area



Basketball court



Multi-purpose field



Fitness pod





BLUECROSS HEALTHY PLACE AT THE NORTHWEST FAMILY YMCA

3
Acres

The BlueCross BlueShield of Tennessee Foundation invested \$6.4 million to build the first BlueCross Healthy Place in the Nashville area. It has assets for community members of all ages and is open to everyone, regardless of membership status.



Accessible play area



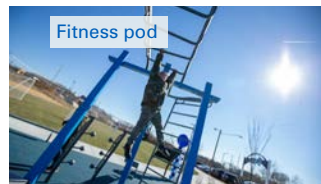
Challenge course



Basketball court



Community Pavilion



Fitness pod



Multi-purpose Field



NEW IDEAS AND INSPIRATION



Amphitheater



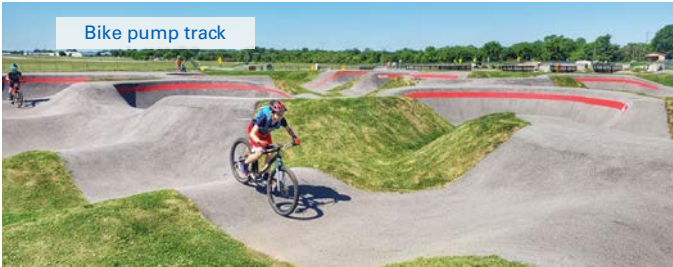
Skate park



Community garden



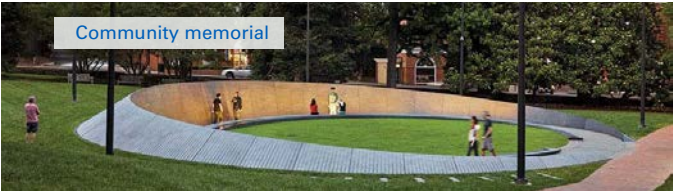
Trail head



Bike pump track



Sculptures



Community memorial



PRE-DESIGNED PACKAGES

We understand that the design process of a park can be time-consuming and difficult, so we are providing four pre-designed packages to select from. Each design includes accessible elements and features for visitors of all ages.



COMMUNITY HUB

- » Community pavilion
- » Inclusive play areas
- » Fitness stations
- » Swing set



FAMILY FUN

- » Large inclusive play area
- » Thrive fitness station
- » Swing set
- » Freestanding play and climbing areas



FITNESS AND FUN

- » Challenge course
- » Fitness station
- » Inclusive play areas
- » Community lawn



THRIVE AND PLAY

- » Large inclusive play area
- » Thrive fitness station
- » Community pavilion
- » Swing set and freestanding play area

Final design and included assets to be finalized prior to installation. Full details and requirements available in the appendix.



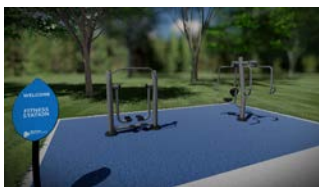
COMMUNITY HUB

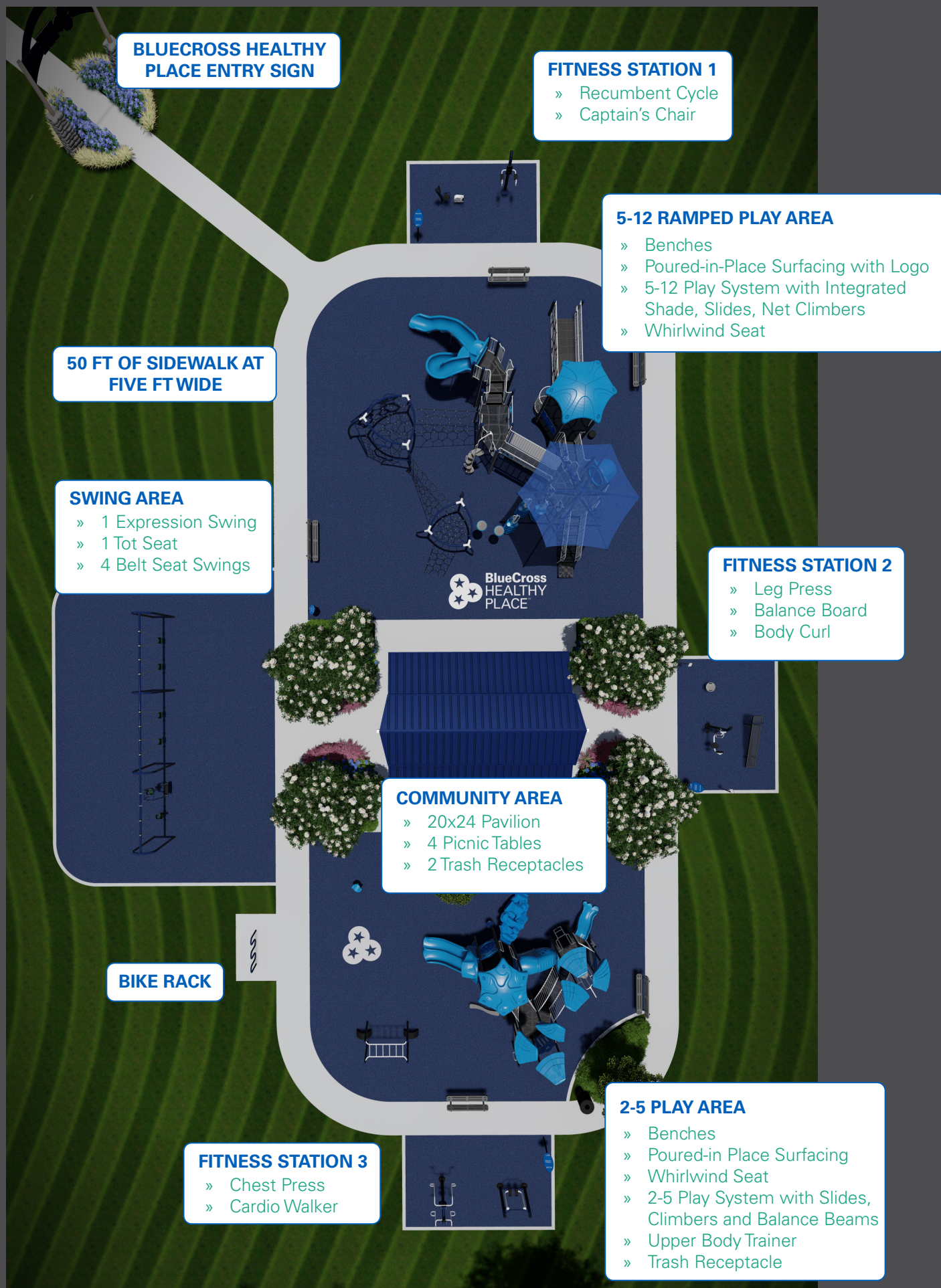
The **Community Hub** Package includes a pavilion surrounded by fitness and play elements. This package features a two different play areas with poured-in-place surfacing; one for those aged 2-5, and a ramped one for those aged 5-12 , a swing area, three outdoor fitness stations for cardio, balance and strength workouts, and a pavilion with picnic tables and trash receptacles. Here, the entire community can enjoy fitness, play, walking and picnics.

Minimum space requirements:
(160' x 109' or 17,440 sq. ft.)

FEATURES

- » Play systems for ages 2-5 and 5-12 with accessible poured-in-place surfacing
- » Swing area with tot swing, Expression Swing and traditional belt seats
- » 20x24 pavilion with picnic tables and trash receptacles
- » 50 feet of sidewalk to access play and fitness amenities
- » Benches
- » Bike rack







The **Family Fun** Package provides fun activities for children — and their parents. This package features inclusive play systems for ages 2-5 and 5-12. Play activities include an inclusive Rock and Raft, Merry-Go-All, sensory seats, slide transfers and climbers. Children and adults can swing together on Expression Swings and accessible Zero G swing seats. Adults can keep a close eye on the kids while working out in the nearby fitness zone, which includes equipment for strength training and balance.

Minimum space requirements:
(137' x 105' or 14,385 sq. ft.)

FEATURES

- » 2-5 and 5-12 play systems with poured-in-place surfacing
- » Swing area with Zero G swings, Expression Swing and traditional belt seats
- » Fitness station with 5 unique activities
- » 50 feet of sidewalk to access play and fitness amenities
- » Benches
- » Bike rack
- » Trash receptacles



2-5 PLAY AREA

- » Bench
- » Poured-in-Place Surfacing
- » Ramped Play System with Slides
- » ADA Slide Transfers
- » Integrated Shade
- » Ground Level Musical Play
- » Sensory Wave Seat

BIKE RACK

BLUECROSS HEALTHY PLACE ENTRY SIGN

50 FT OF SIDEWALK AT FIVE FT WIDE

SWING AREA

- » 2 Zero G Inclusive Swings
- » 2 Expression Swings
- » 2 Belt Seat Swings
- » Trash Receptacle

5-12 PLAY AREA

- » Ramped Accessible Play System with Integrated Shade, Accessible Poured-in-Place Surfacing, Slides, Sensory Wave Climbers, and Challenging Climbing Elements
- » Freestanding Play – Merry-Go-All, Ground Level Musical Play, Sensory Cove, Whirlwind Seat, and a Sensory Rock and Raft
- » Benches and Trash Receptacle

FITNESS STATION

- » Push Up Bar
- » Accessible Lat Pulldown
- » Chest Press
- » Bench Dip Station
- » Accessible Hand Cycle
- » Bench for Cooldown



Your community will enjoy the best of both worlds with the **Fitness and Fun Package**. This package includes a ramped play area for ages 2-5 and an inclusive 5-12 play system with a handful of challenging play and accessible activities, a fitness station that sits next to an artificial grass lawn and a challenge course. The play and challenge course areas will be installed on accessible poured-in-place surfacing.

**Minimum space requirements:
(108' x 104' or 11,232 sq. ft.)**

FEATURES

- » Two play systems with poured-in-place surfacing for ages 2-5 (ramped) and 5-12
- » Fitness station with 6 activities
- » A Challenge Course 3000 with poured-in-place surfacing
- » Benches
- » Artificial grass lawn next to the fitness station



**BLUECROSS HEALTHY
PLACE ENTRY SIGN**

CHALLENGE COURSE

- » Poured-In-Place Surfacing
- » Pro 3000 Challenge Course with 7 Obstacles and Timing (see requirements for timing systems)
- » Bench

5-12 PLAY AREA

- » Benches
- » Play System with Integrated Shade, Slides,
- » Wall Climber
- » Musical Play
- » Poured-in-Place Surfacing with Logo
- » Whirlwind Seat

FITNESS STATION

- » Balance Board Station
- » Captain's Chair
- » Bench Dip Station
- » Accessible Hand Cycle Station
- » Push-Up Bars
- » Bench

2-5 RAMPED PLAY AREA

- » Benches
- » Play System with Shade
- » Poured-in-Place Surfacing
- » Musical Play
- » Slides, Climbers, Transfer Platform, Balance Beam
- » Trash Receptacle

ARTIFICIAL GRASS LAWN



The **Thrive and Play** Package features exciting amenities for communities seeking an inclusive and multi-generational space. This package includes an inclusive, ramped playground for ages 2-12 with accessible poured-in-place surfacing, a swing area, a community pavilion with seating, and a Thrive exercise system for children and adults 13+ years.

Minimum space requirements:
(87' x 153' or 13,311 sq.)

FEATURES

- » Inclusive, ramped playground for ages 2-12 and freestanding play elements
- » Swing area with inclusive swing seats and Expression Swing
- » Community pavilion with picnic tables
- » Thrive 450 fitness station for ages 13+
- » Sidewalk
- » Bike rack
- » Trash receptacles



COMMUNITY AREA

- » 20x24 Pavilion
- » 4 Picnic Tables
- » Trash Receptacles

FITNESS STATION

- » Thrive 450 Functional Training System

BLUECROSS HEALTHY PLACE ENTRY SIGN

BIKE RACK

SWING AREA

- » Two Zero G Inclusive Swings
- » Tot Seat
- » Expression Swing
- » 2 Belt Seat Swings
- » Trash Receptacle

2-12 PLAY AREA

- » Ramped Accessible Play System with Integrated Shade
- » Accessible Poured-in-Place Surfacing
- » Slides
- » Challenging Climbing Elements
- » Freestanding Play
- » Merry-Go-All
- » Ground Level Musical Play
- » Sensory Cove
- » Whirlwind Seat
- » Benches
- » Trash Receptacle



BUILD REQUIREMENTS AND SPECIFICATIONS

PROJECT BUILD PARTNER

BlueCross is collaborating with the GameTime Division of PlayCore, a leading national manufacturer of institutional playground and fitness equipment; site furnishings; shade and shelter structures; water play; and other recreational products. PlayCore is a licensed (#50559) Tennessee and multi-state general contractor providing comprehensive “turnkey” BlueCross Healthy Place services: design and engineering; equipment layout, factory-certified assembly and installation; play and fitness area drainage; impact-attenuating safety surfacing and synthetic turf; landscaping beds and plantings; seed and straw restoration of construction site; ancillary goods and services as appropriate; and work completion inspection.

STATE & LOCAL MUNICIPALITIES

In order to prevent project delays, Applicant shall obtain written approval from the associated Building Department, Planning & Zoning, Stormwater Engineering, Park & Rec Directors, and any other associated Construction/Utility divisions in the jurisdiction.

SIDEWALKS AND ENTRIES

All BlueCross Healthy Places also include perimeter and internal area sidewalks; concrete landscape bordering; fitness instructional signage; and an entrance package featuring a BlueCross-branded rock pillar entry sign, bicycle rack, and ADA access sidewalk extending from the amenity area to an existing accessible route (i.e.: ADA compliant sidewalk or accessible parking area).

PlayCore can provide more sidewalk length if needed to comply with ADA standards and guidelines and site requirements at an additional cost to the grantee. Pre-designed package renderings are for presentation purposes only and may not totally reflect the finished product due to modifications to accommodate specific location sites.

CHALLENGE COURSE AND 40-YARD DASH TIMING APPARATUS

Challenge courses and the 40-yard dash have a timing apparatus requiring 110 Volt (low voltage) power on site. The grantee will be responsible for furnishing electric service to the connection points for each amenity and, if required, an electric meter, meter box, electrical permit or other necessities. PlayCore will complete the electrical hookup.



BUILD REQUIREMENTS AND SPECIFICATIONS (CONT.)

DRAINAGE AND PERMITTING

BlueCross Healthy Places include drainage provisions for rainwater and runoff collected within the project's concrete boundaries. Drainage included in this application consists of underground drain pipes exiting to daylight within 50 lineal feet beyond the package perimeter. Any additional drainage required will be provided by the grantee or PlayCore, but at grantee's expense.

Should a permit(s), approval(s), inspection(s), planning be needed, its cost and any required plans or document preparation, including plan professional stamping, will be paid for by the grantee. PlayCore will arrange for the location of existing public utilities prior to disturbing the site for construction purposes. The grantee is responsible for locating private utilities.

SITE TOPOGRAPHY AND MAINTENANCE

Grantees' sites are expected to be clear, level (flat 1.5% slope), free of obstacles, buried utilities, tree stumps, bedrock, or any concealed materials or conditions that result in additional construction labor or material costs. If local requirements dictate, site topography or soil conditions necessitate a professional land or geotechnical survey, the cost will be borne by the grantee. (Note: Please take into consideration existing conditions and drainage, final Grade & Elevations of Site Surfacing & Concrete will be dictated by existing sidewalks to maintain ADA Requirements.)

Sites shall permit unrestricted access for large construction equipment and delivery trucks and include a staging area for unloading and storage of build materials prior to installation. Upon completion of construction, general maintenance and upkeep of BlueCross Healthy Place equipment and environment will transfer to the grantee.

COMPLIANCE

All BlueCross Healthy Place designs comply with ASTM F 1487-17, Standard Consumer Safety Performance Specification for Playground Equipment for Public Use; Handbook for Public Playground Safety Publication 325 by the U.S. Consumer Product Safety Commission; Guide to ADA Accessibility Guidelines for Play Areas published by the U.S. Access Board; and ASTM F 3021-15, Standard Specification for Universal Design of Fitness Equipment for Inclusive Use by Persons with Functional Limitations and Impairments.



Board of Commissioners

Meeting Cycle: Thursday, June 15, 2023

Subject: **Resolution** - proclaiming July 2023 as Parks and Recreation Month in the City of Lakeland, Tennessee. *Sponsored by Commissioner Dial*

Staff Contact: Patrick O'Mara, Parks & Recreation Director

STAFF RECOMMENDATION

City Staff recommends the Board of Commissioners approve resolution R-73-2023.

BUDGET IMPACT

There is no budget impact on this proclamation

DISCUSSION

Recognizing the importance of Parks and Recreation to a community, the US House of Representatives has designated July as Parks and Recreation Month since 1985. In our community, Parks and Recreation promote health and wellness through access to safe and clean locations to play, and walking paths and trails for families. Parks and Recreation programming is critical to childhood development and is fundamental to the environmental well-being of our community. Parks provide the citizens of Lakeland with a location to assemble for private gatherings or community-wide special events and get to know each other in support of increasing community pride and collaboration.

RESOLUTION R-73-2023

PROCLAIMING JULY 2023 AS PARKS AND RECREATION MONTH IN THE CITY OF
LAKELAND, TENNESSEE

WHEREAS, parks and recreation programs are an integral part of communities throughout this country, including the City of Lakeland, Tennessee; and,

WHEREAS, our parks and recreation are vitally important to establishing and maintaining the quality of life in our communities, ensuring the health of all citizens, and contributing to the economic and environmental wellbeing of a community and region; and,

WHEREAS, parks and recreation programs increase a community's economic prosperity through increased property values, expansion of the local tax base, and attraction and retention of businesses, and crime reduction; and,

WHEREAS, parks and recreation programs build healthy, active communities that aid in the prevention of chronic disease, provide therapeutic recreation services for those who are mentally or physically disabled, and also improve the mental and emotional health of all citizens; and,

WHEREAS, our parks and natural recreation areas ensure the ecological beauty of our community and provide a place for children and adults to connect nature and recreate outdoors; and,

WHEREAS, the U.S. House of Representatives has designated July as Parks and Recreation Month; and,

WHEREAS, City of Lakeland recognizes the benefits derived from parks and recreation resources,

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the City of Lakeland, Tennessee, that the Mayor is hereby authorized and directed to proclaim July as Parks and Recreation Month in the City of Lakeland, Tennessee.

APPROVED AND ADOPTED by the Board of Commissioners of the City of Lakeland, Tennessee, this 15th day of June 2023, the public welfare requiring it.

Josh Roman, *Mayor*

ATTEST:

Debra Murrell
City Recorder

June 12, 2023

PARKS MAINTENANCE

1. IH CLUBHOUSE RENTALS

- A. Senior Center Uses: 26
- B. Non-Profit/Community Group Rentals: 24
- C. Private Rentals: 3

2. PAVILION RENTALS

- A. Private Rentals: 3

3. IH IMPROVEMENTS

- A. The Maintenance shed has finally gotten it's intrusion system to protect the equipment inside.

4. STAFFING

- A. We have hired Mr. Leon Flannel as a temporary Park Maintenance. His schedule will be Thursday through Monday to cover our weekend trash collection and building setups.

June 12, 2023

PARKS ADMINISTRATION

1. ATHLETIC COMPLEX, PHASE II

- A. Lights remain a top priority for the Athletic Complex.
 - i. We are working hard with Barge and MLGW to keep the project moving.
 - 1. *MLGW missed our last meeting, but they had previously been given the information they will need to complete the design of electrifying the site.*
- B. Other design work continues and some work has begun with the concession building layout for Phase II.
 - i. We expect to be at 50% design at the end of the month.

2. IH PARK IMPROVEMENTS

- A. Parking lot replacement is complete.
- B. The Banquet Room access control separation is complete.

3. SPECIAL EVENTS

- A. 2023 Special Event planning has begun.
 - i. Stormwater Run – 5/6 – This went well. There were approximately
 - ii. Fishing Rodeo – 5/13 – Well Received. Over 100 participants were registered.
 - 1. *Was well received.*
 - iii. Movie Nights –
 - 1. *5/20 - Minions, the Rise of Gru – Rain Delayed. Approx 100 in attendance*
 - 2. *8/4 - The Bad Guys*
 - iv. LAMP Concerts –
 - 1. *6/24 - Formerly Known As (Memphis Dawgs, Memphis in Mexico & MemPops)*
 - 2. *7/22 - The Amber McCain Band (Memphis Dawgs, Memphis in Mexico & Southern Roasted Coffee)*
 - 3. *8/26 - Twin Soul (Memphis Dawgs, Millie's Garden & Southern Roasted Coffee)*
 - 4. *9/23 - Six Feet Under (Memphis Dawgs, Victory Lane BBQ & MemPops)*
 - v. Harvest Festival – 10/21
 - vi. Breakfast with Santa/Christmas Festival – 12/1 or 12/2

June 12, 2023

RECREATION / ATHLETICS UPDATE

1. FLAG FOOTBALL MINI SESSION

A. Mini-League Registration Numbers

- i. 8U has 59 registered.
- ii. 10U has 47 registered.

B. Fall League Registration Numbers

- i. 6U has 7
- ii. 8U has 5
- iii. 10U has 3

2. YOUTH DEVELOPMENTAL BASEBALL

A. Registration Numbers

- i. There are 26 signed up for 4U T-Ball
- ii. There are 27 signed up for 6U Coach Pitch
- iii. There are 17 signed up for 8U Coach Pitch

B. Baseball – Timelines

- i. Registration was delayed 1 week to try and get more participants
- ii. Practices have begun
- iii. Games begin Saturday 6/8

3. ADULT SOCCER

A. Registration Numbers

- i. Registration has ended.
 - 1. *Competitive has 4 teams*
 - 2. *Recreation has 3 teams*
- ii. Games began 6/10 for competitive
- iii. Games are scheduled for 6/17 for Recreation to try and muster a 4th team.

4. CHEER

A. Cheer – Football

- i. We have 45 registered for Recreation Cheer
- ii. There are 4 signed up for Competitive Cheer

- iii. Registration is open until June 11.

B. Cheer – Timelines

- i. Makeup Fitting was June 12
- ii. Summer practices are at the Clubhouse July 11TH – August 2ND from 12:00_{PM} – 1:00_{PM}
- iii. School year practices are August 8TH – November 16TH (depending on post-season schedule)
- iv. Game schedule TBD

5. TACKLE FOOTBALL

A. Tackle Football Registration Numbers

- i. 8U has 9 signed up.
- ii. 10U has 16 signed up.
- iii. 12U has 6 signed up.
- iv. Registration lasts until June 25TH.

B. Tackle Football - Timelines

- i. Practice starts July 5TH.

6. YOUTH SOCCER

A. Youth Soccer Update

- i. Registration has just begun. Season starts late August, early September.

June 12, 2023

SENIORS/SENIOR CENTER UPDATE

1. SENIOR CENTER EVENTS

A. Southern Belle Pre-Derby Tea & Hat Party

- i. Was held May 4
- ii. All who attended reported a good time.
- iii. Hat decorating Contest was a blast. There were a lot of unique entries.

B. Volunteer Appreciation

- i. Luncheon was held May 11
- ii. There were 17 volunteers who taught a class, helped keep the gardens clean, and much more.
- iii. They were all treated to lunch and a “Thank You” water tumbler and key chain.

2. SENIOR CENTER PROGRAMS

A. Lunch & Learn

- i. On May 18, Mary Kay consultants gave a talk to the ladies about skincare.
- ii. The ladies were even treated to facials.

B. Seniors on the Move

- i. June 21 – Jersey Boys at Theater Memphis.
- ii. 25 Seniors will attend the performance.
- iii. They will receive lunch and transportation to and from the venue.

3. CALENDAR CHANGES

A. The Senior Center calendar is now electronic.

B. Seniors can access this calendar at <http://lakelandtn.gov/209/Senior-Center-55>

- i. They can see the programs as they are scheduled.
- ii. As Kim and Jackie update the information, the Seniors can see that in Realtime.
- iii. They can even post an example of the project for a program.
- iv. If a maximum participant count is necessary, it will give the seniors a link to register at CivicRec.

- 1. *This allows for waitlists to be managed so programs can be filled equitably if a participant drops out,*