

Requestor: Town of Marana

Date: March 2015

2014 Bond Election Proposed Project

Project Name: Marana Cultural and Heritage Park

Location: The Marana Heritage River Park is located just north of the Santa Cruz River, in portions of Sections 33 and 34, T11S R11E. The site straddles Heritage Park Drive and is located just west of Tangerine Farms Road. Interstate 10 (I-10) is approximately two miles to the east.

Scope: Complete the design and construction of the Marana Heritage River Park (sports, performance and event facilities and infrastructure) Site development, reconstruction of public facilities to serve as interpretive and exhibition spaces, heritage and arts facilities, access (pedestrian and vehicular), parking, convenience facilities, picnic areas, demonstration areas, areas of passive recreation, economic development opportunities and trail connections to the Santa Cruz River are all contained in the site plan.

Benefits: The long-term vision for the park is to showcase Marana's agrarian culture by integrating demonstration farming, community gardens, arts and cultural exhibits, performance and event venues, equestrian facilities, and a farmer's market as the centerpiece of a thriving commercial district and tourist destination.

As the Town of Marana works to create a safe community with a strong sense of place, where diverse people are motivated to be involved and feel connected, needed and appreciated it is important that the Town develop key initiatives and high-quality projects. The Heritage River Park celebrates Marana's rich history and agricultural heritage and provides an opportunity to offer a sense of place for the community and economic benefits through private – public partnerships.

The Marana Heritage River Park tells the story of region's past and Marana's role. It celebrates honors and interprets the community's history and culture as part of an integrated recreation experience. Located along the Santa Cruz River, the park will highlight the importance of the river and water and the role of agriculture in the arid southwest from prehistory through modern farming and agribusiness. Residents and visitors will be able to explore the evolution of the rural landscape through educational programs, art events, interactive exhibits, living history, and recreation.

By partnering with private investors and community-based organizations, the Town aims to create an economically viable destination for both locals and tourists alike. The Heritage Park project features four distinct development areas: the Heritage Farm, Heritage Plaza, Heritage Park, and Heritage Ranch, all connected with an extensive system of walking/biking trails and shared-use paths.

Heritage Farm

One element of the Marana Heritage River Park is the Marana Heritage Farm. This learning farm provides an opportunity for Marana citizens to learn how to grow fruits and vegetables. Water has been

the foundation for community farming throughout history and served as a central factor in the development of what is now known as Marana. The learning farm showcases Marana and the region's heritage through farming and irrigation demonstrations and relevant exhibits providing an outdoor classroom for adults, children and families.

The Heritage Farm will feature community gardens, an open-air farmer's market, commercial kitchen facilities and flexible space for public and private use.

The Community Gardens will link area residents with agrarian opportunities passed down as the rich farming heritage of the community evolved. The Garden is a place where individuals and families can grow a portion of their own food in a collaborative environment, benefiting from the experience of other gardeners. Small garden plots with shared composting, tool storage, and water will be made available to the community.

Heritage Plaza

The Marana Heritage Plaza provides a flexible space where a tree-lined central court serves as a shady space for family or community celebrations. Successful development of commercial partnerships is central to the viability of the Marana Heritage River Park. Bringing together rustic structures with updated and new amenities developed for commercial uses allows the Town to provide space within the Marana Heritage River Park. This creates a business-friendly environment while providing a tourism destination.

Heritage Park

The Heritage River Park offers the community family-friendly play areas with attractions geared for every age. Themed areas may include a tractor playground, outdoor amphitheater and an agrarian influenced splash pad and provide learning opportunities throughout the park.

The Marana Heritage River Park has been designed to highlight the importance of water use in the Santa Cruz River Valley. Marana has a long and rich history with more than 4,200 years of continuous human occupation. Long before the coming of the Spanish Conquistadors and missionaries in the 17th Century, the area was inhabited by the Hohokam people who developed extensive canal systems and used waters from the Santa Cruz River to irrigate crops. After WWI that Marana became primarily an agricultural center, producing mainly cotton, but also wheat, barley, alfalfa and pecans.

Heritage Ranch

Marana and the region's proud heritage of ranching and rodeo come to life at the Marana Heritage Ranch. This facility will draw participants and viewers to experience the rich western culture kept alive through equestrian activities, concerts, fairs, and special events.

The Santa Cruz River Shared-Use Path is part of an integrated fully-linked trail system. It provides visitors and residents an alternative mode of transportation for access to park amenities. The path is part of the Juan Batista de Anza National Historic Trail and The Loop. It features rest nodes with benches, bike racks, shade, and landscaping. The path provides a safe ADA accessible path for recreational purposes and equestrian access to the Santa Cruz River.

Total Cost Estimate: \$64,000,000

Bond Funding: Requested -\$32,000,000. Pima County Bond Committee Recommended -\$14,000,000

Other Funding: In addition to the land contribution and \$2,000,000 already invested into development of the Park, the Town will leverage additional General Fund, private investment and grant dollars to maximize the impact of Pima County Bond funds.

Total Cost Estimate by Major Task: \$14,000,000

Site Design	1,278,170
Earthwork/Drainage	2,000,000
Transmission line relocation	450,000
Site utilities	2,800,000
New roadway & Parking	1,750,000
Site furnishings	200,000
Pedestrian walkways	95,000
Ramadas and group gathering area	275,000
Maintenance area & storage	150,000
Equestrian arenas	926,830
Stock pens	175,000
Spectator seating	68,000
Arena Lights	250,000
Site fencing and gates	83,000
Restroom building	504,000
Participant and Spectator parking	600,000
Tangerine Road turn bay	150,000
Performance amphitheater	750,000
Lighted Soccer Field	900,000
Lights and fencing for existing ball fields	325,000
Landscaping	270,000

Fiscal Year Project Start and Finish Date: The project start and finish dates will be determined as part of the Bond Program Implementation Phase and through intergovernmental agreements with Pima County.

Project Schedule by Major Task:

- **Site Design-8 months**
- **Earthwork/Drainage/Transmission line relocation-3 months**
- **Project Construction-9 months**

Project Management Jurisdiction: The Town of Marana will have project management jurisdiction for this project.

Operating Jurisdiction: The Town of Marana will have operating jurisdiction for this project.

Future Operating and Maintenance Costs: Maintenance costs, estimated at \$315,000 (indirect and administrative) - for park improvements will be paid by the Town of Marana using General Fund dollars. The Marana Heritage Farm will be included as acreage in the Town's park inventory and programmed into the resource allocation for park maintenance as part of the Town's annual budget process. Both on-going funds for maintenance and one time funds for park development will be programmed as available. The Town of Marana Parks and Recreation Department will maintain all areas of the Heritage River Park property not encumbered to another entity through a "partner-use agreement". This includes, but is not be limited to, all entry points, fallow fields, fence lines, irrigation systems, landscaping, park facilities, paths, road frontage and service drives. Maintenance regimens will be based on best practices appropriate for the site to insure that Town of Marana Park Standards are met.

Regional Benefit: Full development of the Marana Heritage Park will provide a recreation destination for the region. Its convenient location off of I-10 allows for easy access for tourist and visitors.

Supervisor District of Project Location: District 3