

# FACILITIES MASTER PLAN EDUCATIONAL PACKET

## A GUIDE TO THE MASTER PLAN PROCESS AND PROJECT PROPOSAL EXPECTATIONS

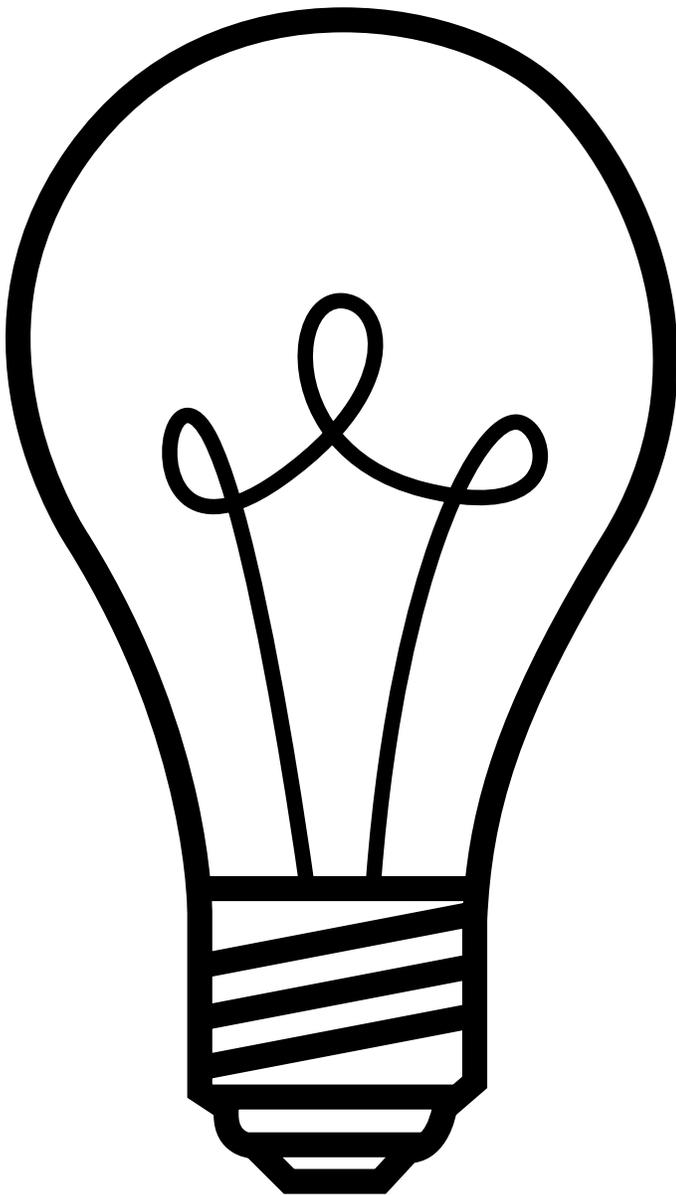
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Anthem is home to almost 30,000 residents, each with diverse backgrounds and interests. When building your proposal, it's important to consider each resident and business owner. Remember that their interests might not align with yours, and the ACC aims to ensure a sense of community for everyone. Proposals should thoroughly address the criteria included in this packet and acknowledge possible concerns and issues that others might have.

# HAVE YOU CONSIDERED?

## CRITERIA TO BUILDING A STRONG FACILITIES MASTER PLAN PROJECT PROPOSAL



### **FUNDING**

Enhancement Fund  
Reserve Fund  
Operating Fund  
Staffing  
Ongoing Maintenance  
Assessment Increase  
Financing  
Grants  
User Fees  
Tax Money (City/County)  
Revenue Sources

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### **LAND/SPACE**

Purchase/Donated Land  
Land Restrictions  
Repurposing Land  
Parcel Size

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### **COMMUNITY IMPACT**

Repurposing Existing Amenities  
Similar Project in Area  
Stakeholders  
Residents Served  
Demographics Served  
Residents and/or Non-residents

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### **TIMELINE**

Planning  
Design  
Construction  
Implementation

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### **PARTNERSHIPS**

Non-profits/Foundations  
Charter Clubs  
Schools  
State/Federal  
Private/Corporate

**For more information contact:  
[planning@anthemcouncil.com](mailto:planning@anthemcouncil.com)**



## KEY DATES

### FOR FACILITIES MASTER PLAN PROJECT PROPOSALS

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#### PHASE I

Education Campaign: May 1-Oct. 21, 2016

#### PHASE II

Community Input: Oct. 22, 2016 (Autumnfest)-Jan. 31, 2017

- **Mandatory Deadline 1, Dec. 31, 2016:** Submit Notice of Intent (see pg. 7)
- **Mandatory Deadline 2, Jan. 31, 2017:** Submit Formal Project Proposal

#### PHASE III

Evaluation Period: Feb. 1-April 30, 2017

#### PHASE IV

Community Planning and Development Committee presents initial report to ACC Board: May 24, 2017



## IMPORTANT RESOURCES

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#### FACILITIES MASTER PLAN (FMP) PROJECT PAGE

[OnlineAtAnthem.com/FMP](http://OnlineAtAnthem.com/FMP)

#### ACC FUNDS EXPLANATION

[OnlineAtAnthem.com/acc-funds-explanation](http://OnlineAtAnthem.com/acc-funds-explanation)

#### NAOS AND 404 WASH INFORMATION

[OnlineAtAnthem.com/404-washes](http://OnlineAtAnthem.com/404-washes)

#### MARICOPA COUNTY ASSESSOR

[MCassessor.maricopa.gov](http://MCassessor.maricopa.gov)

#### PLANNING AND DEVELOPMENT

City of Phoenix (west side of I-17): [Phoenix.gov/pdd](http://Phoenix.gov/pdd)

Maricopa County (east side of I-17): [Maricopa.gov/planning](http://Maricopa.gov/planning)

## FUNDING

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Did you know that when we build a new recreation amenity or expand/enhance an existing one in our community, the funding is from the **Enhancement Fund**? The Enhancement Fund was established through the governing documents and is based on ¼-of-1% of the sale price of each resold property. The fund is designated for recreation projects and amenities that benefit the Anthem community, including proposed master plan projects. As the primary funding source for master plan projects, the Enhancement Fund gains approximately \$500,000 a year on average, depending on the number of Anthem properties that are resold. The current Enhancement Fund balance is updated monthly and can be viewed in the Financial Documents section of the ACC website. At the discretion of the ACC Board, a percentage of the Enhancement Fund may be set aside for future needs or reserved for recreation projects that are not proposed through the master plan process. If you are interested in proposing a master plan project, you should consider the cost impact on the Enhancement Fund, if there is enough money currently in the fund to complete the project, or how long it may take for the fund to be replenished to cover the full expense of your project.

Did you know that the **Reserve Fund** is the long-term “savings account,” which provides for the major repairs and replacement of amenities and assets owned by the ACC? As community infrastructure ages, the pressure on the Reserve Fund grows to keep up with major facility repairs and replacements. You should consider the Reserve Fund impact that your proposed project may have over the years as assets age or need to be replaced.

Did you know that the **Operating Fund** is funded through homeowner and non-residential assessments and program fee revenues, and supports the services and operations provided by the ACC? Your proposal should consider the annual operating costs that would be associated with your project. Will your project require additional **staffing**, utilities, insurance and **ongoing maintenance** costs or any other operating expenses? With added operating costs, an **assessment increase** may be necessary to continue to properly fund ACC services and amenities.

Did you know that the purchase and renovation of the Anthem Civic Building and the completion of Opportunity Way Park were funded through the available balance in the Enhancement Fund without borrowing money? While taking out a loan to fund a project is an option, how a project is funded is a policy decision that will be made by the ACC Board. As such, you should not factor **financing** into your proposal as borrowing money and going into debt has added cost implications to the ACC. If you are looking for additional funding sources, you should consider sponsorships that are discussed in the Partnerships section of this packet.

Did you know that public and private **grants** may be available to support all or part of your project? Grants are non-repayable funds for projects that meet specific grant objectives and requirements. You should consider researching grants that may be available to support design, construction, operation or any other aspect of your proposed project.

Did you consider whether or not your project could be sustained or partially supported by **user fees**? Maintenance and operations expenses can add up quickly and if costs get too high, an assessment increase may be necessary to balance the ACC’s annual operating budget. Could a user fee be charged (whether annual, monthly or at each visit) to help fund the ongoing operating costs which may result from your project? You should account for ongoing expenses that your project may require and consider whether some form of user fees is a reasonable way to help offset those costs.

Did you know that the ACC does not receive any **tax revenue** to support and maintain ACC facilities? Many recreation amenities in other parts of the Valley are paid for with tax revenue from the local government where they are located. You may wish to reach out to Maricopa County (east of I-17) or the City of Phoenix (west of I-17) to explore if they have plans to build a similar project in the general area or if there is a possibility of getting funding support for your proposed project.

Did you consider other **revenue sources** that may help support the ongoing operation and maintenance of your project, if selected? Some amenities may offer opportunities to host revenue-generating events such as professional demonstrations or tournaments. If you can demonstrate the benefit, end-user support and/or have tangible interest from revenue generating sources, you should include these ideas in your proposal.

## ☑ LAND/SPACE

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Did you know that many of the undeveloped lots in Anthem are owned by private parties and not the ACC? While land may look available, the ACC may need to **purchase land** to accommodate the project. Land costs should be considered in your proposal and should be listed at market value. You may also wish to look for land owners who may be willing to **donate land** for your project. You can check the Maricopa County Assessor website to determine land ownership.

Did you know that much of the undeveloped land in Anthem is protected by federal or state regulations and subject to **land restrictions**? Anthem is home to several designated areas in which any activity that disturbs the soil or interrupts the natural flow of water is prohibited, including Natural Area Open Space (NAOS), or areas in proximity to washes that act as a watershed area for a wash. Some requirements of the USACE 404 permit require developers to set aside NAOS, which almost all the undeveloped land in Anthem is designated. You should check out the NAOS land designated in Anthem by visiting [OnlineAtAnthem.com/404-washes](http://OnlineAtAnthem.com/404-washes).

Did you know that Anthem's developer and original community plan called for open green space to enhance the aesthetics and enjoyment of the community? You may be planning to ask to repurpose green space or other open ACC-owned areas which may be favorable to your project. **Repurposing land** for a new project can have an impact on residents, businesses or other special interest groups. If your proposal calls for repurposing of land, you should include considerations for those that may be displaced or impacted, and speak to any aesthetic impacts that may arise.

Did you consider what **size of parcel** you will need for your entire project? The developable size of the parcel, including supporting amenities like parking needs, should be included in your proposal.

## ☑ COMMUNITY IMPACT

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Did you know that many of the existing amenities, such as the skate park, hockey rink and sports fields, were built by the developer as part of the original community plan? You may be planning to ask to repurpose areas that you feel are underutilized and may be conducive to your project. **Repurposing an existing amenity** for a new project can impact aesthetics, community members, business owners or special interest groups. Anthem's developer and original plan called for open green space to enhance the community. If your proposal calls for repurposing of land, provide justification for those groups/activities that may be displaced or impact on area aesthetics.

Did you consider whether there is a **similar project** in the surrounding area? While it may be more appealing to have your proposed project in Anthem proper, we do not have the space, resources or funding to offer all desired amenities in the community. If there is already a project which is very similar to yours, you should include valid reasoning why we should consider your project over a more diverse option.

Did you consider all **stakeholders** who may have an interest or be impacted by your proposed project? You should think about all parties who could affect or may be affected by your project and invite them to provide their input on your project. A stakeholder may be actively involved in a project's work, affected by the project's outcome, or in a position to affect the project's success and your proposal should identify stakeholders for your project.

Did you consider how many residents may benefit if your project is selected? While your project may be important to you and your interest group, the ACC must consider the community as a whole. You should speak to the number of **residents served** by your project and how that measures in relation to the **demographics** of Anthem.

Did you know that Anthem amenities are for the enjoyment of Anthem residents and authorized guests? In some instances, amenities or programs may be offered to non-residents at a higher rate. Could your proposed project serve **residents and/or non-residents**? You should discuss the potential uses for your project and any benefits associated with use by residents only or residents and non-residents.

## **TIMELINE**

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Did you take into consideration the amount of **planning** and **design** that your project will require? You may think that your project could easily be built with little to no upfront work, but most projects will require some form of planning and design work, whether by the ACC staff or by enlisting the services of a contracted professional (i.e., engineer, architect). If a contracted professional is needed to assist with a project, we will need to complete a competitive bid process, including requests for proposals, review and contract negotiation. Items such as drainage, electrical, irrigation, utility lines and more could be impacted by construction. Sufficient planning and design time should be incorporated into your project timeline to reflect these phases.

Did you consider adequate **construction** time in your proposal? If an outside contractor is necessary to complete your project, we may need to enter into a competitive bidding process as outlined in the ACC Bid and Professional Services Procurement Policy. Following planning and design, construction efforts may require city/county review and/or permits prior to the start of work. You are encouraged to look into city/county requirements for constructing a project similar to yours and include ample time in your proposal to accommodate all phases of the building process.

Did you consider how much time and/or training may be necessary during **implementation** phase? Once construction is finished, will there be a need to train staff or users, set up registration/membership or other operational items? Your proposal should address the implementation of your project and include an appropriate timeframe to ensure the amenity opens on the right track.

## **PARTNERSHIPS**

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Did you consider partnership opportunities that may help support your project? You should explore potential partnerships with **foundations, charter clubs, or school, state, federal** and/or **non-profit** organizations. Partnerships might assist with items that will support your project (i.e. land, funding, operation, ongoing maintenance, daily operations).

Did you consider looking into **private/corporate** sponsorship for your project? The ACC Facility Naming Policy does allow for naming rights to an individual or organization who has made a substantial and financially significant donation of money or property to build, renovate or replace a Council-owned facility or amenity for the betterment of the community. Your proposal should include any bona fide sponsorships from individuals or organizations in support of your project.

# Notice of Intent to Submit Proposal

Anthem Community Council

Facilities Master Plan

The purpose of the Facilities Master Plan (FMP) is to identify and prioritize additional "quality of life" projects that may be funded, designed and built in the next five years or more. The Community Planning and Development Committee (CPDC) will accept formal written proposals Oct. 22, 2016-Jan. 31, 2017. Proposals must be in written format and should contain thoughtful and well-researched information and data. Once written proposals are received, proposers will have the opportunity to present their project idea to the CPDC at a formal meeting. Proposers are encouraged to review the master plan proposal criteria prior to submittal: [OnlineAtAnthem.com/FMP](http://OnlineAtAnthem.com/FMP)

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Please list **one** (1) main point of contact for project proposal:

Designated contact person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

What project do you intend to propose?

\_\_\_\_\_

Is the project a:  New Build  Expansion  Enhancement

Would you like the opportunity to present your proposal in person to the Community Planning and Development Committee?  Yes  No

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Notice of Intent must be submitted by 5 p.m., Dec. 31, 2016.**

Return to:

Anthem Community Council - 3701 W. Anthem Way, Ste. 201, Anthem, AZ 85086

Attn: Facilities Master Plan

-OR-

[planning@anthemcouncil.com](mailto:planning@anthemcouncil.com)

## Path to a strong Master Plan Proposal

**Do your homework!**  
Review master plan history and previously considered projects and concept reports. Review considerations and criteria sheet within this packet (pgs. 2-6).

Research considerations that apply to your proposed project thoroughly. **Find similar projects that have been constructed in like communities** and find references that will support your proposal and the criteria.

Turn in your **"Notice of Intent to Submit a Proposal"** form to the ACC by **5 p.m. on Dec. 31, 2016** (pg. 7 in this packet).

Construct a clear and concise proposal that contains factual information, costs/data and any community/resident support for your project. **Proposal should include a one-page intro letter plus a maximum length of five pages to address project criteria.** Relevant attachments (photos, schematics, letters of support, etc) can be included and will not be counted towards the five-page maximum.

Draft a plan for implementation: Where? When? How? **Reference funding, land/space, community impact and any partnerships.**

**State objectives/goals**  
Discuss project rationale. What do you hope to achieve? What will the final product look like?

Create a statement of need that clearly explains the problem/opportunity. Include explanations about why the project is important, whom it benefits and how the community be may impacted if this project is not selected.

**What is this about?**  
Provide a one-page project introduction.

## Pieces of your proposal

Provide your best estimate of the full project budget and explain where those funds will be allocated. Have you secured grants, sponsors or outside funding opportunities? Discuss project sustainability.

**Provide timeline**  
Include a pragmatic timeline for project completion and implementation.

**Mention any references**  
Did you contact any professional organizations or do you have examples from similar projects built in other communities?

**Include appendices and supporting materials.**

**Before you submit**  
Use the checklist within this packet (pg. 9) to ensure that you submit a thorough, accurate and complete proposal.

## Now you're ready!

Stay tuned. The CPDC & ACC staff will do a thorough evaluation of each proposal received. If additional information or follow up is needed, the ACC staff will reach out to your designated contact person.  
**The CPDC anticipates presenting an initial report to the Board in May 2017.**

Following initial evaluation by the **Community Planning & Development Committee (CPDC)** and ACC staff, you could be invited to present your proposal in person to the CPDC at a pre-scheduled meeting (times TBA).

## Next steps?

Turn in a copy of your proposal to the ACC between Oct. 22, 2016 and Jan. 31, 2017 at 5 p.m. Electronic submissions are preferred.

## Facilities Master Plan Proposal Checklist

- Review Facilities Master Plan Education Campaign packet and Facilities Master Plan History: [OnlineAtAnthem.com/FMP](http://OnlineAtAnthem.com/FMP)
- Identify one spokesperson/representative for your project/special interest group.
- Submit "Notice of Intent to Submit Proposal" form by 5 p.m. on Dec. 31, 2016 (pg. 7).
- Review the proposal guidelines issued by the ACC and CPDC, noting format and special requirements/considerations.
- Prepare proposal introduction, summary and narrative. Pay close attention to requirements specified in the education campaign packet:
  - Project introduction cover letter (not part of the 5-page maximum)
  - Statement of need
  - Project narrative
  - Goals and objectives
  - Project rationale
  - Funding
  - Land/space requirements and proposed locations
  - Community impact
- Prepare proposal budget estimate to include:
  - Funding sources
  - Partnership and/or grant opportunities
  - Project sustainability
- Prepare proposed proposal timeline to include:
  - Planning and design
  - Funding
  - Construction
  - Implementation
- Include project specific attachments such as references, letters of support/endorsement, relevant publications, photos, studies (not part of the 5-page maximum).
- Submit proposal by the deadline, Jan. 31, 2017 – 5 p.m., to:  
Anthem Community Council, 3701 W Anthem Way, Ste. 201 – Attn: Master Plan Proposal or [planning@anthemcouncil.com](mailto:planning@anthemcouncil.com). Electronic submissions are preferred (email or USB flash drive).

## Facilities Master Plan Submittal Process Overview



### How to Submit Proposal (electronic version preferred):

- **Via email**  
planning@anthemcouncil.com – Please use a file sharing service such as Dropbox or Hightail.
- **In person** (deliver flash drive or hard copy of proposal to):  
Anthem Community Council (ACC)  
Anthem Civic Building  
3701 W. Anthem Way, Ste. 201  
Anthem, AZ 85086  
Attn: Facilities Master Plan

### Proposal has been submitted, now what?

The Anthem Community Council Community Planning and Development Committee (CPDC) will review and evaluate each proposal received prior to the submittal deadline. Following the Jan. 31, 2017 5 p.m. deadline, no additional or new projects will be considered during this master plan process, unless the deadline is extended. During this evaluation period (Feb. 1 – April 30, 2017), proposed projects will be subject to a further public review and comment.

The evaluation process will also involve a review of the Enhancement Fund balance and projected revenue and additional project cost analyses by ACC staff and the Fiscal and Resource Management Committee (FaRMC). The CPDC and FaRMC may elect to hold a joint work session to further review and discuss the financial impacts of projects under consideration.

An initial report on the evaluation of the proposed projects is tentatively scheduled to be presented by the CPDC and staff to the ACC Board of Directors at the May 24, 2017 Board meeting. The ACC Board will determine if there is a need for additional process steps and ultimately decide the top priority projects for further planning and funding consideration.

### Thank you for your patience and for respecting the Facility Master Plan process and participants.

- This master plan process is designed to provide residents with the same information, timeline and opportunity for proposing projects that they believe will address community needs and enhance Anthem's quality of life. Projects will be evaluated on their merits based on the criteria identified in the Facilities Master Plan Action Plan and this Facilities Master Plan Education Packet. While we understand the temptation to aggressively lobby the ACC staff, CPDC and the Board regarding preferred projects outside of the established process, the ACC encourages project advocates to follow the process steps and provide input in a civil, respectful and fact-based manner.
- CPDC meetings are open to the public, but special interest groups and/or designated project representatives will not be offered the opportunity to speak to their project until the designated times for providing project presentations and/or input. Other communication opportunities will be available through planning@anthemcouncil.com or ACC sponsored events or meetings. ACC staff and the CPDC will continue to provide updates to the community during each phase of the master plan process.
- Please keep in mind that like similar prioritization processes in other communities, only a limited number of new projects may be approved by the Board due to funding limitations and other constraints such as land availability and the capacity of staff to manage new capital projects in addition to daily operations.