All right, good morning everyone. Thank you so much for making the trip out to the horticultural Center on this rainy morning, and I in particular I want to thank our community members, the ones that are here today. The institutions that anchor this park and especially the folks who came out on Monday night and on Tuesday to speak with our panelists. In partnership with USLI, the Fairmount Park Conservancy.

Love to welcome the volunteers from Uli who have spent the last week working and thinking about this park and how we can make this park better for everyone. And so I really look forward to hearing the recommendations, but we especially look forward to working with all of you. This is the beginning of a Process. This is the beginning of a long dialogue, and this is the beginning of a journey that's going to continue over many years, the outcome of which we hope is a stronger Spark and a stronger community. So with that I'm going to turn it over to our lead panelist Mike Higbee.

Thank you everyone.

Good morning.

Thanks for coming out on a kind of Gray Friday morning. We're here to get your memory of last night's baseball game out of your mind and move on to a better, bigger and better things. First, I'd like to thank everybody that has participated in what was a very productive and busy week.

Certainly the Fairmount Park Conservancy led the way and setting
up a number of engagements over the week that were very helpful to us as we took on this assignment. Maura, Allison, Meg and Jen were with us every step of the way and made sure that our time was productively used. They extended our hours each day so we put in long days and they were very helpful as we tackled the assignment. The city of Philadelphia, Kathy. Level and Mayor Kenny were extremely helpful in engaging with us and giving us their perspective on the park and its priority within the community. And then finally, the community members. We were able to interact with many stakeholders of the park over the last few days and collected invaluable input from them and really appreciate the time that they took and it was clear that they have a commitment and a love for this asset that we were here to address. This week, so thank you all very much for helping the panel do its work this week. Like to talk a little bit about. Let me see if I could manage this quicker. A little bit about the Urban Land Institute. It's a 45,000 member group made up of international members concerned about best land use practices. It conducts research, provides a forum for those best practices and land use. Certainly land use. Is a very relevant topic when we talk about the park and the neighborhoods around the park or rights. Edits and publishes books and magazines conducts meetings like this and certainly this is an advisory service panel which is a big part of its work and really directs outreach programs throughout the country and throughout the world. If you're not a member, you should become one you might get on the website and look at their website. You'll see about the services that they offer and what a robust and vital organization. This. Go back so we are an advisory service panel. The
advisory service panels have been offered for since 1947. Worked in 700 communities internationally, and really is set up to find independent strategic and practical solutions to the most challenging land use issues in a community, certainly. Fairmont West Fairmont Park is one of those challenges. Great opportunity but challenged by the enormity and scale of the park and how to maintain it and how to make sure that it's fully leveraged. As it serves both the neighborhoods around it and the region of Philadelphia, and in some cases nationally. This would not be possible. OK, I'm going to master this clicker eventually. There we go. The Advisory services panel work. While we're all volunteers, we've volunteered our time and our expertise for this week. There are costs associated with this work, and without the Fairmount Park Conservancy and JPB Foundation, we would not be here. They contributed to the cost associated with this work and we are very grateful for their support of this effort. Also with this would not be possible without the Community being engaged. So many of you in the room, if not all of you and many others that are not in the room, some on the zoom meeting have contributed time and your knowledge of the park and what is important to you and other stakeholders as as far as looking at the future of the park and we thank you very much for your time and effort. Like to take a minute, this panel was put together purposely with. Skill sets. There we go, this these are the panel members and UCLA staff that participated in this effort. These advisory service panels are tailored to the challenge that we are trying to address. Community developers, economist, planners, market analysts often make up a comprise the membership of the
We have a very skilled panel group here today and I'd like to have them briefly introduce themselves. I am my kidby. I'm from Indianapolis. My career has been in taking on challenging a real estate mainly at the neighborhood level, sometimes at the city level. And looking at ways to repurpose it to respond to market need and market demand.

My name is Wei Huang. I'm the founder of Nova's real estate from the Sanders. We are real estate developer in California. Mainly focused on large scale mixed use and the land development and another reason why I am here for the Fairmont Park panel is also because I have a landscape architecture educational background. Thank you.

Thank you way. Hello everyone, I'm Deon Bo vice president of Urban Development with Main Street America. My background is really based in neighborhood, commercial, neighborhood, economic development, and commercial districts. So really focused and working with those commercial corridors and ensuring that those corridors are equitable and inclusive for all.

Hi everybody, I'm Rachel McCleary. I'm a senior vice president at the Urban Land Institute and I manage our building healthy Places program which is focused on helping members understand opportunities to promote health and social equity in their professional practice and in their leadership and communities. It's so great to be here.

Hi everyone, I'm Taylor Schenker analyst at Urban 3 which is a land use economics and data visualization firm based in Asheville, NC and my work focuses on both land use economics and urban design.

Good morning, my name is Sonya Ewing. I work with the Prince Georges County Department of Parks and Recreation, Maryland National Capital Park and Planning Commission. Have to say all of that or they're upset me and my teams do part planning, community engagement, land acquisition for the department, and
I'm excited to be here.

Thank you also like to recognize the UL I team, the the, the staff members that were here. Matt Norris, Barb Gustus and Kelsey Stefan who was not here. She became ill just before the panel convened here in Philadelphia, but without them keeping us on task and bringing their expertise to the table, we would not be here with the report that we have today. So Matt and Barb, thank you very much.

So the assignment. I can't believe I finally mastered the clicker, so we had several assignments that were given to the panel that we focused on. Number one to look at the Centennial campus on West Fairmount Park and determine what its role is in the entire park context and how to improve and manage this important historic asset. Look at governance within the overall park. Are there improvements? It's clear that the park, while it gets a lot of attention, it's recognized as an important asset that the accountability for how it's managed and how it progresses is not clear and governance might be an issue that there's some improvement possible. Also, the experience of the user. How? How do how does the community engage with that park out of the regional customers engage? What does that experience?

Like when you when you do engage with the park, are there improvements that can be made there to to make that a more full experience and then look at the benefits of the park to the community? This is a 14 W Fairmount Park is a 1400 acre park next to a number of neighborhoods that feel disconnected from the park in some cases but also recognize it as a very important asset of their community. So how do we start to look at that? That win between the park as it progresses and the benefits to the residents. The long standing resonance that are neighbors to the park and then finally mobility mobility challenges are
plentiful. Connecting into the park.
Moving around the park, significant issues that need to be addressed, so we will certainly talk about those today.
So what have we learned during this period of time?
Not how to operate the collector, that's for sure.
So we really can break it down into four categories.
The park clearly is a valued and important community and regional asset.
It's scale is.
Unbelievable, and given that scale that's both the blessing and the curse. Trying to maintain that resource, that asset is extremely challenging and it is currently under resourced. It does not have the attention that it needs to be to fully leverage its potential. The neighboring communities that are almost 70,000 residents.
Or they're underserved by the park. The park does not in all cases feel like their park just feels like another piece of real estate next door. So how does? How does the neighborhood engage with this park and feel like it's part of their neighborhood and something that belongs to them is certainly an issue.
We already mentioned it's disconnected in many ways physically and in some cases programmatically. So how do we improve those connections and #4 that there are there are new structures and approaches that are needed? And when we say structures we we are talking in some cases about physical structures, but we're also talking about organizational structure that allows for better government governance to address that assignment of our our.
For time here so.
It's clear that this park is a one of one of a kind asset. It's very unique. It's not a typical park, it's a one of a kind asset that has a lot of different roles that have come play within the neighborhoods Philadelphia and the nation. It's physical conditions
are poor. The programmatic offerings are conspicuously lacking.

There is a need for additional resources. It probably if we start to look at the magnitude of that under resourced asset four to five times more resources than it is currently being allocated to. This to the park.

There are really two few amenities in the park. Given the scale of the park and that is an issue 1 to emphasize, there are many good great components of the park. You know the zoo, the Please touch museum.

The man Center all the historic venues this beautiful facility. Many good pieces to the park but we are here to talk about what's not working.

And so, while we may seem a little bit critical, we understand that there are many pieces of the park that we're everybody should be proud of and and be happy to to be a part of. Maybe a point it this way that works better.

So we want to emphasize and it really was something that stood out to us that the neighbor neighboring communities are clearly underserved by the park and this got quite a bit of attention from us and it was a lot of feedback and input from you about that that point so and not only do they feel underserved, they don't feel heard.

And that's correctable, but it needs to be corrected. The communities do need to be here heard.

The Recreation Center closing has left a big void in the community. And it's hurt the community, and they feel a little bit.

Let down by the fact that the way the center was closed and the fact that there really hasn't been any.

Significant effort to try to replace some of the services that were lost. The lack of communication and coordination related to how the park is used, the events that are held has created some frustrations and inconvenience and certainly has built a lack of trust. In many cases, the community
is the last one to know whether or not an event is being held and how it might relate to the greater community. Local engagement is lacking and certainly it feels like the park is more set up for the regional visitor and not the neighborhood visitor. Park is disconnected internally and externally. I'm not going to spend much time on the slide. You're going to hear much more about it, but getting into the park is difficult. Moving around the park is difficult. It's not intuitive about how you move around to 1 venue or another. A wayfinding and understanding how the park is laid out. There's a significant opportunity to improve that that that experience in the park, and knowing where you are at any one point in time and how, how to engage with the different venues. Yeah. Are ready to turn this over to somebody else. New structures and approaches can help the neighborhood and the park. Thrive and that really is a key term. How do we make sure that this park is a real asset that is a value add to the community and because of that the park is thriving as well as the neighborhood. So that's certainly an objective that we focused on as we started to talk about some of our recommendations. We have some guiding and grounding principles that we'd like to talk about quickly. 1st at the commute we center with the community. The community is valued as a partner. It's engaged included and there's equitable engagement. So it really has a voice in the future of the park and how the park can serve the many communities that surrounded again over 70,000 folks. But keep those two up there. I'm not gonna push my luck. Embrace the place, understand the people history, culture and nature are important elements of the place, and they need to be elevated and evident.
Intentionally, community, communicate, collaborate and coordinate.

Again, intentionally do this not as an afterthought, but as a proactive part of the process and engaging the community and improving the park and fully using it.

Build trust with incremental successes 22 plans over 22 years.

Many people felt like not much got accomplished.

So how do you plan and then make things happen as opposed to plan and nothing happens for that? At least that's kind of the the perception.

Focus on the process and outcomes the process. Is lacking at this point under how people understanding what the process is for input and making decisions and making things happen, that process needs to be clear and finally.

That just go to move on that when we improve the park that it's a win win with the existing residents and we're not displacing because the park is better. Other people can move in and the current residents are the losers in that process needs to be a win win between the existing residents and the neighborhoods and the park advancing and fully reaching its potential as a as an asset.

So what's Fairmount park? Is the focus 1400 acres. We must look in the context of the communities East Park and the region. So it's not just that 1400 acres. It's the context that surrounds it. Starting with the communities.

We must have a unifying vision if we don't know where we're going.

We have no idea where we're going to end up, so there are critical critical elements of the unified vision. Understand that the park is an asset that has a unique history, a unique people in place are involved with it. It's a priority opportunity for the communities directly around it. As we've talked about, amplify the history, unbelievable history associated with this part amplified. It's not clear when you travel through it, what that history is. It needs to
be more evident. Prioritize. The active spaces is the green space safety. And sustain sustainability of those improvements when they occur. They need to be maintained and taken care of in a quality fashion which is a challenge currently and it really highlight that it's for everybody. It's inclusive, it's equitable. It serves the entire community and prove the key connections and really talk about quality space as a as a guiding principle.

Real quickly on this. 1400 acres it feels like one big landmass the there's an opportunity to break it down into zones really highlight the Centennial zone and its history, the entertainment zone, and its ability to pull people in and engage them. The plateau and the active zone with the vistas of downtown and the ballparks, shemini with its open space and its multi-purpose opportunity. And then the waterfront which is a hidden asset currently. So starting to think of specific.

Places that we can highlight and that start to guide people through the park and that experience we feel is certainly something that is an easy kind of low low piece of hanging fruit. If we if we work on it.

If we focus on. So key recommendations?

Renewed attention to the historic significance of the park creating that unifying theme critical expand the number of invested stewards, those people that wake up every day saying I want to do something positive with this park. I want to make a difference in the park. Getting people committed to that to that effort and then establish.

A dedicated permanent fund, both for maintenance and operations, as well as capital improvements that is lacking right now. So finding those revenues and those resources to get that done and then know that you have the ability and the capacity to do to follow through with those incremental successes.
that were mentioned earlier.

There are four additional highlighted recommendations and first and foremost

get the Community Center established and make sure it's not just a great recreational facility.

Excuse me

that is my alarm telling me I'm going over.

But it's an it's a hub of opportunity, so it has services and engages youth in some positive ways. Possibly

introduce technology to the community and youth so they can advance their their opportunities for careers and meaningful economic opportunity.

But the center is really an important asset and it should not be. It should not be a missed opportunity.

It should be many things to many people. So look at that established a new organizational partner that really does work.

Maintenance and operations, as well as capital investment. Assigned park programming to the Fairmount Park Conservancy. Have a closer to home and have somebody accountable so when something doesn't go wrong you know who to go to and when everything's right you know who to praise, but right now that accountability is not in place and then again work on communication. Engage the neighborhood associations. The community members frequently and often.

And consistently consistent.

I'm going to stop at this point and turn it over normally in these advisory service.

Panels we focus on a plan and look at the green space. We think that's very important and we are going to talk about that, but we think first and foremost how you organize around this challenge and creating an organization. Then get the job done is number one priority.

So way is going to lead that discussion way. The challenge is going to this paper.

Hope you do better than I did.

OK.
Yeah, Mike has already walked us through a lot of the things that we see, we we, we saw, we heard we heard in the during the past week. So a lot of we had to recognize a lot of efforts has been done in this park around the city. The Conservancy, the community and our institutional partners from investments like communication channels. That's why we are here today, right?

It's a lot of those efforts has been done. A lot of plans. And the opportunity zones being set up for to attract private investment the we still see a lot of incremental St and St improvements are underway. It's mainly along the Parkside Ave and from the documents we read there are trails in the park that's constructed. And Ohio the recent Ohio house. It's a perfect example of the reuse of a lot of the historical assets we had in the park.

However, Mike also did talked about the challenges and obstacles that we we saw during our visit. This this week.

So yeah, Mike already talked about a lot of the plans that's not being executed, and the responsibilities between the city agencies and the Conservancy and a lot of the other alliances are not clear. Our communication, the coordination I know a lot of the Community members believe that you know there it is a lack of communication between the city agencies and also the community around here. But I can tell you what we heard during this week. It's not only that it's not only between the city and the communities, it's also the government agencies with the Conservancy or even between the departments themselves, so that clearly tell us there.

Is something a structure system somewhere missing here? So with all these we oh, we heard about identity identity identity again. Again, my thought about that too. I don't want to repeat all these, learn the into the last of trust. So before we talk about what.
To do.

How to rebuild the park? Let’s talk about how to rebuild a system.

So here’s the organization chart. The panel would like to recommend.

The fair amount. The Fairmount Park Conservancy can serve as a convener to bring the parties together to form a West Fairmount Park funding district board members and the board member will be formed by the community stakeholders including a lot of the great immediate communities around us. The institutional stakeholders that's currently in the park as well as the city leaders from the city.

The two District Council members, as well as the park and Rec departments so this board member will play a decision making role.

With assist with admin support from the Conservancy. So the this this board.

Make decisions on governance and communications, programming, fundraising, potentially public private partnership and set up this identity.

With a lot of the day-to-day admin support that can come from the Conservancy which they're already doing. A lot of those they're good at what they do with the planning and design, capital improvements, finance and accounting. We would like to suggest that probably the Conservancy can even take over the permitting and certain maintenance and security issues that that's in the park. We also would like to invite the neighborhood groups and.

Potentially extended to the local schools and even other city departments and other alliances like the. The nonprofits in the community, from the art and other, like sports alliances, to be on a separate advisory community to bring their input here, too. So the city leaders here on the board will provide their political will support and also improve the communications between this board and the
park with other city departments.

With this structure we believe that it can set up at least a table to bring all the parties sit down on the same page table and have an equal say in the votes to make decisions. And it helps to unify the vision. Mike talked about the unified vision. This is a table for us to unify the visions to find the identity they're going to be a solution to find a win win win for all those three big stakeholders.

On this table, all the decisions need to be win, win, win.

Also it.

Make sure that all the resources that from the park generate the revenues and fundings can be appropriately used back to the park and the surrounding neighborhoods. It's a transparent trust process. How we raise funding and how we use the funding.

Lastly, it clarifies and defines the responsibilities of all the parties, so keep them accountable for what they do in this new structure.

Oops.

Here's a summarized responsibility table that we suggested between the Philadelphia Park and Rec department, the Conservancy, and the New West Fairmont Park funding district. As you can see, it's similar to the charge that I introduced earlier. The new funding district will be mainly focused on decision making, role, and the Conservancy will take on the execution role on a lot of those from the from the marketing and.

Branding to the day-to-day operations and the park Rec will be still responsible on the public funding side and also Co responsible for the security and maintenance and a lot of times they will be on a supporting role for the other parts of those operations. And now I will attend it to Dion to have an even deeper discussion about the rules for everyone in this structure.

Thank you way.

I hope that I can. The clicker works while it's
Our big idea you've begun to hear a little bit about it. The West Fairmont Park funding district and so to create an effective Development Fund, one we feel that this this fund needs to develop a memorandum of understanding.

To develop an effective board of Directors, higher program staff and finally fun ways dollars to support this fund.

So I'm going to go into a little bit of detail about each piece and what. And what we're proposing here, so the piano really feels that the creation of a funding district should be administered by the Conservancy, and through this fund and the anchor institutions, as well as the surrounding community based organizations located in and around West Fairmont Park, would work together in partnership with the city to equitably create value for the park and the surrounding neighborhoods while producing a high quality visitor experience.

So to make this fun successful for all, I gave you four of those components on the last slide and turn into a formal agreement with the city, develop a strong and effective board of directors, hire program staff, and I'm going to pause there for a moment, because I think that program staff needs to be reflective of the surrounding communities and understand the nuances that come that come with working with several different community partners that isn't. That is the most, I think, important.
to clearly articulate the expectations of each partner. That should be underscored and underlined. Enter into a formal agreement with the city. Now the agreement that you see here and it's in draft form and then and the agreement itself will be provided as a part of the appendix of our report is an agreement between the City of Portland, ME and the Portland Parks. Conservancy, the reason that I pulled out this agreement is that it really begins to highlight some of the components that you've heard. What are the guiding principles? What are the expectations? Who's responsible for what? Who's responsible for fundraising? So I, this is really great. I think example to start from. Of course, nothing should be like completely replicated. It needs to be adapted to fit the unique needs of this part, but it's a good starting place. When crafting the MOU, be sure to consider who the stakeholders are and how much say they will have in planning and implementing the agreement. As both Mike and way have let us know, there are over 2,000,000 visitors that are coming to the park but 70,000 residents that are surrounding the park. There are various different groups we need to ensure that they are at the table and that their voices feel heard. Which partner will handle bidding and management and manage the construction of capital projects? How maintenance will be divided between the partners? How to protect private dollars from being misspent? And finally, how will those donors be recognized? So I'm gonna go into a little bit of some of the proposed roles that we have begun to identify for each of the partners from our perspective. So we see the Conservancy as the convener. They've been able to get so many of you in the room today. We've we've entered. We've interviewed with many of you based on this role of them being a trusted convener in
a community where the fund administrator provides administration and oversight of large capital improvement projects.

And a grant manager to really support community programming in the park.

We see their role as organizing and coordinating community volunteers and maintain a database of the park assets.

The community stakeholders. They engage and inform the community. Again, they're the trusted partners who best to trust than other than your neighbor to understand what's happening.

They advocate for new and or improved park programming that reflects the community and they participate. In park programming, cleanups and beautification, because this is their part and we want them participating.

The institutional partners are attracting people to the neighborhood. We've heard that countless times.

They're serving the surrounding communities. They generate funds for park operations and maintenance, and they sponsor community events and programming.

The elected officials.

Represent the constituents interests.

They're often meeting with each of the constituents due to block, club captains, etcetera, so we know that they will represent those interests.

They lead community LED visioning sessions and they also are able to identify government cross sector funding opportunities. So sometimes we're not aware of.

And the city of Philadelphia Department of Parks and Recreation.

This is our accountability partner. They will enforce park access, maintenance, and security. They're also a funder.

You're in the landowner and leaser of land for park development and operations agreement.

So how will this be funded? I'm going to pass
it over to Rachel to the walk us through it.

Thanks Dan. So we heard from Mike about the panel's vision for the future of this park and the fact that it's severely under resourced. We heard from Deon and weigh about a structure a new proposed structure, the West Fairmont Park funding district to organize decision making and to raise funds, and you'll hear from. Taylor and Sonia about programming priorities and investment priorities for the park. But none of this will be possible without additional funding and resources.

So we asked a lot of questions to the interviewees and we looked at documentation. And as you've heard, we think that the park is an incredible place, an incredible asset for the community. But there's really just not enough money that's going in to investing in the park. Most of the maintenance and capital spending from the park is currently drawn from the Cities Park and recreation budget or the streets budget, depending on the use and these city resources are really very severely. Constrained, we also know that there are important institutions in the park like the man Center, the zoo, the Please Touch Museum that are regularly generating millions of dollars of revenues. Those revenues are used to benefit the city, but there's not a direct allocation that comes from those uses and is reinvested in the park.

We know that without dedicated, predictable and sustainable revenues, it will be impossible to make any of the investments that I think all of us recognize are needed in the park and and that goes into the parks physical facility and to its operations and its programming. So when we look at how much money might be necessary to maintain the park and to invest in it, it can be helpful to look at national benchmarks. The trust for Public Land collects some numbers and aggregates them. The good news is that Philadelphia and as we know this, this area is really park rich. So 95% of Philadelphians live within a 10 minute walk to a park.
But investment and you know, spending on parks is quite low. So Philadelphia spends about $78 per capita on parks compared to a national average of about $98.00. That's about 25% below the national average. So the good news is Philadelphia has a lot of parks, and people can get to them, but they're under resourced. This just looks at these numbers from a different perspective. So Park score ranks cities on a against benchmarks of the 100 most populated cities in the country. Philadelphia ranks 30 second out of 100. It's access numbers. Is it 93? It's it's towards the top, but it's investment numbers is it's ranked at 31, so it's sort of towards the bottom of that overall ranking so that you know reinforces what we know. About what's happening in Philadelphia parks and in West Fairmount Park in particular. So you can look at maybe what what could be spent in the park or what should be spent in the park and match it with what is being spent in the park now. So one way to benchmark operating cost per acre or once? One way to benchmark budgets is to look at cost per acre at 1400 acres. The benchmark is about 4000 to $10,000 per acre. So that would mean that the budget for the park should be anywhere from 3.6 million to $9 million. It's quite a lot of money if you're looking at it on a per population basis. It could be 2.8 million to 6 million, and it's hard to know exactly how much is getting spent on the park currently, but we know that the numbers are a magnitude lower than that, so the park may. The city may invest about $1,000,000 a year. The Fairmount Park Conservancy about $100,000. Clearly there's a huge spending gap between what is needed and what is being spent now. So what should be done about that? We think that charitable donations should be augmented with a diverse set of
revenue streams that capture revenue from Park users for reinvestment in the park. Those revenue sources can be built upon and grow over time, and they can be used to enhance services, programming infrastructure and generate further revenue for investment in operations and maintenance and programming and in capital.

And here I just want to underscore something that Mark Mike talked about at the beginning when we are talking about this funding base, we are thinking about West Fairmont Park as a whole. One of our key questions was, do we think about Centennial District as its own place? You know, do we carve it up or, you know, have a specific treatment for that place? And as we talked about, we believe that it's important to think about zones and different identities for different places in the park but.

It's important to manage the park as a whole because when people come and visit the park, they experience the park as a whole. So we believe that there should be investments across all of West Fairmont Park.

In terms of suggested revenue sources, we think that it's important for the Department of Parks and Recreation to continue to invest in the park with public allocation of Parks and Recreation dollars. We recommend a surcharge on ticket sales or total revenues from Park uses, including the Mann Center, the zoo, the Please Touch Museum, and the Chofu Japanese House. A 1 to 3% surcharge could generate $250,000 annually, we also think that revenue could be built from leases, concessions and major event permits within the park with leases and event fees from historic buildings and surrounding lands. Small scale and mobile concessions permitting fees from large scale and multi-day events with a regular cadence of programming that includes local and signature events that engage visitors and generate revenues from ticket sales, vending and other uses.
And we really know that this programming is an opportunity to reinforce the local neighborhoods and surrounding community with community serving events, local vendors and the like. Other revenue sources include regularized and monetized parking, solar powered electric vehicle charging stations, ongoing stormwater funding, transportation via the City Streets Department, PennDOT and TIFIA, which is a federal long term low interest loan program that state Keystone Opportunity Zone program and the Federal Opportunity Zone programs which which concentrate or incentivize. Investment in certain neighborhoods. In terms of the budget, that might be needed. We took a look at a couple of different scenarios. We looked at benchmarking from the national Recreation and Parks Association, which informed our budget ranges and our key assumptions were that the park operations and maintenance budget are substantially under resourced. Additional revenue sources are required and our target budget range is from 3 to $5 million operation. Annually for operations, maintenance and general programming. So I know these numbers are a little hard to read, but we took a look at. Park budgets that would range anywhere from $3.6 million to $9 million, so those revenues would come in, or the investments would come in for O&M from Parks and REC to the tune of 2.5 million to 6.9 million. And from this West Fairmont Park, a funding district of about 9,000,000 to 2,000,000 so we do believe that the parks and Rec department still needs to continue to invest in the. In the park. And here this is a new model. It's a bit of a middle of the road budget of about $5 million a year, split between the parks and Rec department and the West Fairmont Park funding district, and that ends.
up with about $5000 per acre spread across the park as a whole.

So.

Overall, our recommendations are to utilize diverse dedicated revenue streams to incrementally improve and invest in West Fairmont Park as a whole key. Operational funding sources for the park include city allocation, a surcharge on institutional revenues, leases, concessions and events.

Capital improvement dollars can be drawn from philanthropic private, city, state and federal sources. And all of these activities are opportunities to reinforce economic development and opportunity in the park via in the opportunity in the communities adjacent to the park via these programs. And now I'm going to turn it to Taylor to talk about our programming priorities. Thank you so.

Like Rachel said, we're going to get into the programmatic elements or the fun part. So this begins by developing a cohesive identity for both West Fairmount Park and the New West Fairmount Park funding district. By starting with working with the community, all Community members and the institutional stakeholders to develop a vision and a mission that's cohesive. Establishing and validating this with a brand by developing coherent signage, branding, marketing, communications that elevates the unique. History elements and features that make this park such a special place. Investing in initiatives that enhance the overall park experience that also enhance the connectivity both physically and visually throughout the park and making improvements that support a sense of pride and ownership. By nearby. For the nearby community. Developing an annual programming calendar and cadence. Like Rachel mentioned that is predictable that meets both regional and local needs.
all right, we also need to be proactive in preparing an anti displacement strategy. The best opportunity to prevent displacement with a large investment coming to this park is to be proactive and work on this as soon as possible.

Conducting an extensive public engagement at regular intervals including door to door mailers and large public calls so that you're able to meet everyone regardless of the barriers that may be in their way. Collecting and monitoring. Data on rent, property taxes and resident turnover within the community. Stakeholder areas will help you have the data necessary to come to your local elected officials when it's time to integrate requirements into local policy laws and funding requirements as much as possible following best practices that are learned in other cities. Collaborating with housing and park focused organizations and encouraging community developers to pursue affordable housing projects and funding round out the rest of our recommendations.

As far as anti displacement.

Oh, we have two case studies that we'll share with the group and again include as appendices. The first is the 11th St Bridge Park project that's currently under construction in Washington DC. This project they began what made it so successful is that they began with community engagement years before significant construction began, so they were extremely proactive in talking to the community again, gathering that data so that they were able to track the changes.

And then working with the community to collect create groups that were able to navigate the legal system and protect those homeowners. And this will be part of the appendices. The second is a national study conducted by the UCLA Institute of Environment and Sustainability that looked at preventing displacement. How different areas organized and conducted community engagement, created and preserved affordable housing in a variety of cities across the
country. Again learning from best practices in different areas. Just leave OK. So as far in regards to programming, we've developed 4 pillars for programmatic success in West Fairmount Park along with another of a list of recommendations. But these pillars should be returned to when there are new proposed programming efforts to guide. You know that choice of yes or no whether or not to include those programs within the park. The first part of the process should be improving communication both within the park and between visitors and relevant stakeholders. Allowing history to guide the park narrative. Creating transitional areas for engagement between the public spaces and those restricted institutional park spaces and prioritizing special events that serve the community. The park brand identity and the historic narrative. So that first programming pillar improving communication that begins with fostering a cohesive identity for West Fairmount Park. Using signage, branding and communications. This should include information about public restrooms, water fountains, concessions, picnic areas, etcetera. Developing an annual programming calendar and then sharing those events and General Park information through a publicly available website that has a public forum to share other events that may not that other communities. Members may be organizing so that those become more available and as an opportunity to Crowdsource maintenance, repairs, and complaints, so that if you know you're on your walk, you see a tree down. You're able to report that, then maintenance can hopefully get that fixed sooner. The second is allowing history to guide the narrative, uplifting signage and exhibits. There's a lot of great history here, and we need to uplift those stories utilizing historic buildings on
those are those conserve multiple functions and potentially generate revenues

to cover the cost of maintenance of those structures, reflecting

the local history from the lens of residents using those park assets again, and prioritizing hiring of community members for all sorts of seasonal.

Jobs additionally establishing community based safety programs such as the developer, the Ranger, or Park Police program.

All right, connecting those public and restricted institutional park spaces spaces through transitional areas by allowing institutions to activate the public space with interactive installations just outside of those structures.

I encouraging fence removal whenever possible. Those fences, they're all over this park and they create not only a physical barrier but also an emotional barrier between park users and those who spaces you have to pay to get into activating the park with community service.

Events and programs such as even running a branded internal shuttle on the weekends to increase connectivity and opening some institutions. Restrooms to the public during business hours or the Conservancy should also consider owning and operating a fleet of portable bathroom trailers if possible. Outdoor programming and activation at Welsh Fountain. That's the space in front of the police touch museum as a space for reprieve and water play and community gathering, and then also offering a sliding scale.

Pricing for programming at the Mann Center.

Lastly, when considering new proposed programming, you should prioritize special events that serve the Community. The park brand identity, and the historic narrative. Strategically converting streets to pedestrian only uses on the weekends or a few times a month. Not
all streets, but you know, occasionally, just prioritizing the pedestrian experience over that of cars, potential events, and temporary uses such as community Days, Parkside Days, baseball tournament. Honoring the historic Negro League that took place here. Food truck festival. The list goes on and on. You can additionally offering daycare after school and morning care programs through the community spaces and again as new programming is proposed. Prioritizing events that meet community needs and lift up local businesses. All right, there's a number of historic buildings that exist on this park, some of which are in use, such as the one we're in today, but others are not currently the. The Conservancy should begin with a conditions assessment to assess each of these buildings. Figure out what renovations are needed, what the maintenance costs would be for that building going forward, and then develop a redevelopment schedule for those future uses pending. If it makes financial sense to renovate and restore those structures uses for each of these buildings will be more detailed in our final report, but can include things such as an area welcome center. A meeting space for the board that we've proposed, and the administrative staff. Conservancy Community outreach team offices, office spaces that are available for community meetings to take place, Museum Space Park security or Ranger housing so that there's more security on the premises and easily accessible should the community like a. Approve. Of. That a plant nursery or a community gardening program that could take place here in the horticulture center that also serves as workforce training and skill building. Special event space
and

or a bunkhouse.
Were used by educational and youth overnight programs. Could be
really great in this space. You could also use structures to fill missing health services such as you know, offering a office space for a dentist, Women’s Health, etcetera.
And I will turn.
The mic over.
OK, so hopefully all this information I can try to wrap up with the physical responses to hold all of this excitement and a number of the ideas you’re hear.
Hear me repeat, but specifically about how we react physically to do those things we would like to start the conversation with the review of what the Urban Land Institute has put forward as characteristics of a high quality park, so a high quality park needs to be an excellent condition, needs to be accessible to all.
Users needs to provide positive experiences for those users. People need to want to be here. Heard a gentleman say as a kid. They stay here all day. Those are the types of experience that we really want to support not only for the neighbors, but people coming in to visit and hopefully spend money in the park and in the area. They need to be relevant to the community that they serve. Hopefully you've heard us clearly say as a panel, this park needs the center. The people who are here and the people who have been here. Can tell their story as a unique hook that makes this a different place than anywhere else in Philadelphia or anywhere else in the world, and it also needs to be flexible and adaptable to changing circumstances. Be it budget, climate change, or just needs. People want to play differently sometimes I don’t know if you guys have heard about pickleball, but it's changing our system. OK, so our big first move for physical investments. We think needs to be a focus on the public realm. I've been talking about this all week, but I said I probably need to break this down so a focus on the public room really is your house and
your yard. That's your private space. The public room kind of starts from the sidewalk, sometimes in Akron. We called it the devil strip. That piece of grass right out in front. You take care of it, but it's really the city, the curb, the street and all that hidden stuff up under it. In a well designed.

Place their signage and other things, maybe finches on the edges that really are public spaces, public realm. You might be responsible for taking care of them, but they really are our shared space. We want to focus there first in this park for investment and we and we think that we can tie it up in a series of buckets that we identified as access and connectivity, user experience infrastructure and stormwater management. And then we feel like there's a second phase of investment. That are those recreational amenities, and then that conservation, natural and cultural resources. Those things are really sometimes like the visible big ticket items and will require a lot more consensus. Building these are capital improvements, right? They're not your day-to-day maintenance. You might handle some deferred things. You might handle those pipes under the ground and other systems, but it really is your huge investments in the part. I'm going forwards and backwards and backwards and forwards all right, so access and connectivity. I'm sorry. Focus on the public realm. The criteria for project selection for this first group of items. The public realm. We think they should be identity building so that signage system we talked about who and where is Westmount Park. What's the Centennial District and needs to be a cohesive thing? And you represent that physically? Through signage and other iconography, it needs to be human scale, so we're not talking about that gigantic monument we want to. We're talking about the things that are close to you on that street, close to you on the edges that people experience first. We want it to be
highly visible. That's one of the reasons that that human
scale stuff has a lot of impact on people. It's
smaller, it's cheaper, a lot of times than those huge,
monumental things. High impact bang for your buck and then
near term funding opportunities so.
How you can use that money that's available to help
you see that change?
So first grouping access and connectivity. There's a lot of
work that's being done on this already. We want to
make it walkable, safe, comfortable, right? So you heard that
Philadelphia has a lot of parks. How do you get
there? Can you get from a neighborhood company once to
there? Do you feel safe walking around while you're there?
Can you ride your bike? Do you feel comfortable enough
to bring your kid on a bike that's a big
deal? If you can get this part to where you
feel comfortable for my 10 year old or your 10
year old to ride in it, somebody who's.
Disable all different access and the ability to feel comfortable
being on the edges. That's a huge deal, and then
you want to have moments to help people Orient themselves.
Once you've been to the plateau, you know the plateau.
How do you get back? Is there anything that gives
you a cue that, like, oh, I'm supposed to turn
here? You need more than just signage to help you
do that. You need these memorable moments, and then we
want you to think about connections to the river. We
know that's tough, but it's such a huge asset.
We'll consider it along the way. We've identified a series
of.
Projects, let's see.
Some of them that have been existing in existing plans,
but we want to package them as a first move.
So the cities Philadelphia 2035 plan identify intersections that
need
to be highlighted. There's also Rd improvements striping things happening
under the ground, new sidewalks and trails, right? I know
in my jurisdiction the number one amenity people are asking
for is trails, especially in the pandemic. People want to
get out of the house. They want to stroll.
Our seniors, they want to walk in loops. They want
to see the beginning and see the end just to know that if I park my car over here, I don't, you know, if I don't go too far, I can make it back to my car. So we need to think about those kind of experience that that support users.

And then next we'll talk about. If we. Can click, we'll talk about improving user experience, so the goal is just really. Once you get here, you want to stay and you feel comfortable. While you're here, there are a set of things that help you do that now. We've heard that this is a picnic culture. What are the things that make your picnic comfortable now? If you go from a two person picnic to now, it's a 150 person picnic. Now you need to think about where people don't wash their hands where people going to use the bathroom. What, how many? How going to see all these people? Where am I? Whether I set up my food, what happens when the bees come all those different things? So you want to think about what are the supporting physical amenities. To do that we need, we want you to prioritize. That culture I know in neighborhoods, especially when you know you don't always want all these people in your house.

Our public amenities really are important for us to be able to have that community continue. Family, have conversation. So that's pavilions bathrooms. Bathrooms don't have to be like actually dug in the brown, but they can be better than Porta Potties. And so in programming we talked about sets of bathroom trailers, right? Making those easily available rentable?

Thinking about where they grow, go pads for them and how the spaces work. Work with one another. How do 22150 people gather? How do 20 people gather? What are the appropriate spaces for them? Where do they park to think about that from the very beginning and then implementing a public art strategy? It's important all these spaces, people's spaces for people to play games, take a bus, gather big and small. We
Next, infrastructure and stormwater. Again, these are the things that are hiding under the ground, but they're also secret kind of money attractors. Right now. The infrastructure bill passed. There are a number of things we've learned that the way that we've been handling stormwater for generations isn't going to continue to work, so municipalities are doing separate systems, you know, get the sewer water and the rainwater. There are a lot of funding out there. We have outdated systems in this park. No doubt, as we do throughout the country, how can we use that to help push forward those public realm improvements? So when you dig out and replace a pipe or add some system, how does it help to create safe edges, beautify the park and define spaces for people to gather? We layer these things together. So we want we think that the Conservancy can take a lead role in this and helping to think about that public realm and then one key project area is to think about parking right? We don't want parking to be such a negative impact on the park. I'll let you know this when you drive your car over the trail, you're lessening the life of the trail, right? And so we want to push people into the areas that we want by clearly defining edges. And we can define edges with things like. Trail swells that help collect the water and move the water where we want, and then they also can be beautiful. You've seen them in cities now a lot of times they're concrete and in boxes and you feel like you might fall off the edge into it in a park. It doesn't have to be as intrusive, but it's a nice way to help you define what people crossing to the green space and create create areas for gathering identity and comfort. So in our recommendation, we really want to define those key roles. Roads I and identify those areas or gathering or activities around and think about the edges as areas for improvement in the public room, and then the next
layer is really this.

This is the sexy stuff, right? This is where the fundraisers come in. People want to put their names on something it's identifying these recreational amenities, but we think this is a also a second phase activity because it requires a lot of consensus building and long range planning. The recreational amenities really need to be strengthened here, including the fields, the courts, and the playgrounds. You need more of them, and one of the reasons you need more of them is if you look at the planning. Documents are probably like living your neighborhoods.

Know that the parks you like. Philadelphia has a lot of park space. Our neighborhood doesn't have as much right and then the stuff that you have is older and a lot of cases in worse shape, right? And so this park has an opportunity because of its national and regional draw to bring in monies that can build new playgrounds, build new courts, improve fields that service this neighborhood.

But you have to be very strategic about where you place. Those funds and because of the deficits, we think you should place them at places that prioritize the existing Community and the existing kids, right? So if you're if you're building a playground, how can it be located? You know, maybe near the Kelly pool. People using the police touch would also use that, but it's a great opportunity for neighborhood kids. So think about how you locate those and do multiple playgrounds, multiple play areas that improve the community.

We think the great work that the Conservancy is doing or has planned for around the Welsh fountain needs to be encouraged, elevated and funded. We think that's a great place to continue development and we think there's an opportunity also for water play there that should be explored. That will be awesome for the residents and for visitors. And then we also feel it's important to partner with the city to make sure that the fields are upgraded to a level that they're ready for game play, right?
We don't need people traveling everywhere when you have field resources here, they just need to be at a level that people can stay longer and have high quality and be ready for level opportunities.

And then lastly,
Conservation natural and cultural resource management. Is an important component because it supports the overall ecosystem,

They're rare and endangered species. There's protection of our waterways that are extremely critical, and then it also their cultural elements that we want to protect, like the historic buildings in our view, shed to the from the Beaumont Plateau in the Mann Center. We want to help curate these historic resources. As tailor mentioned, making sure that they reflect the lens of the user. I've heard a couple of times this week a great statement that brown loved leather. Furniture is not a vogue right now, but I also heard about the rich music history here. How can the buildings be for more than just weddings, right? Weddings are good revenue, but we need that other layer where we're thinking about not just the some of the staunchly things that may have happened inside, but how we can tell the story and use them to connect to the people here and bring some excitement to visitors and then just to just a second that overall assessment. You have to know what you have your inventory of, both recreational resources and historic resources will provide that foundation.

I think that along with an overall assessment of your previous planning efforts will help elevate a series of really well thought about investments in your resources. I'm going to pass this all the way down the line to Mike and let him fight.

She did away. From me, she'll keep it.

So you can hold it Taylor for me, I'm not, I'm not doing it again. Quick question. I'm going to
be quick because we're I we want to leave plenty
of time for comments and Q&A. But you look at
this panel doesn't look like a friendly, agreeable panel to
you. Just nod your head. OK, it's not. You know
this slide deck. These recommendations were extremely
difficult to come
to agreement on. We spit. We spat.
We fought.
But we had a process and we knew what our
mission was. We knew what our finish line was and
we worked together to come to a consensus on what
we would recommend. It's exactly what the community has to
do.
It's not always pretty.
But you have to be in the room and you
have to know what you're trying to accomplish, and then
you roll up the sleeves and you get busy.
So process is everything. The other piece of emphasis that
I don't want to, or emphasis we have that you
know, we could have started with fancy plans.
You have 22 plans or more that have affected this
park, but if you don't have the organization and the
funds to do anything.
Doesn't matter.
So we started with organization.
Organized get the funding may happen incrementally, but
make progress.
And then you can take really good plans and some
really good recommendations. Make sure that the community
supports it.
And get to work.
So you're setting the table.
To actually make concrete things happen, so if you don't
mind advancing the slide.
Excellent, really good job. So we have left and we're
not going to go through a great deal of detail
on this timetable, but we have. We've kind of identified
an initial, and I emphasize initial work program. What do
you do over the next 90 days? The next 18
months? The next two years as you get ready for
2026, the 250 year celebration?
Of this country in this park.
And we think you start with parks and Rec and
the Fairmount Park Conservancy district getting together and saying can we live with these recommendations? Do we think we can act on them and then can we engage the Community to make sure that they buy into these? And we think that ought to happen maybe right after the meeting we could convene the meeting, get to work right away, but make sure that these recommendations make sense to you. And if you have to modify some places, do it. Then if you like the idea of this new organization, the West Fairmont Park funding district. That is going to be responsible for making sure you have the funds to maintain and operate the park at a higher level. And that you can find the capital resources to make the improvements not overnight, but. Start to make that progress if you like that idea, let's get that organization set up and really start to work on that over the next 90 days. Make sure the community understands it, supports it, and is a partner with it. They're included in that process. They're a partner and they're the new institution on the site. That center is kind of their home. It's the new institution on par. With the touch museum. The Mann Center and all the other the zoo. All the other institutions that have a voice. The community now has an institutional voice with this part. Get the organization set up. Identify the capital improvement priorities that you would like to get accomplished between now and 2026, and then after that beyond put together a 2023 operations and maintenance budget. That starts to stretch towards those financial resources that Rachel mentioned somewhere in that 2 1/2 to $5 million range, which would be two to three to four times more than is being spent right now on maintenance and operations. So get that in place and that those know those where those dollars are, and they're dedicated to this
park.

And then start to look at parking management, stormwater improvements.

A number of items that we have listed up here.

So there is a little bit of a work program for you to look at, modify and then to act upon.

Next slide, I think we've covered most of this, but you know, incredible asset. Great potential it is all about kind of coming together, forming the partnerships and raising the funds and getting after it.

Remember the guiding principles, which I believe is our next slide slide. These guiding principles just click right through them on Taylor.

They need to guide everything you do.

When you take an action, pull these up and say. Is this action consistent with these principles?

Really easy to call up and look at every time you take a major action and make sure that you're consistent with those. I want to tell you it's been a privilege to be on this panel with the great members that are on it. And really I think we all have enjoyed rolling up the sleeves with you getting to work on this this week and actually before and hopefully these recommendations are something that you can work with and act upon. Thank you very much.

So, Barb, I think it's time for questions and answers and comments and Barbara's good to go around. If you could speak into the microphone, this is being recorded and we're hoping those that could not have done today will be able to pull this up so far.

First comment or question.

Great.

I don't wanna take up a lot of time. My name is Joe Manco. I was born in Logan which is in North Philadelphia and the Oasis for me as a child was being able to come here. I think it's spring water to go to Woodside Park to go to Crystal pool and things of that nature. It's area
history is very interesting. I'm sure one of the things you've read is Jews in Fairmount Park. I worked on that as a member of the Board of Fairmount Park. It's trying to see where the children, grandchildren and great grandchildren of the people who were in Parkside who were in Strawberry mansion to go the other side. Where are they now and how can I get their interest back together? I also looked at Black Jewish dialogue as one of the reasons to be able to do that. Very, very little interest. I mean it's like well, that was for my grandfather. I mean I don't live there. I live in Lower Merion. I live in Cheltenham. Etcetera. So the history is an interesting history. It's one of of changing compositions. Next thing is and I don't wanna put Kathy on the spot because she's here for the man, but they have their own fundraising needs. To be able to organize people who are raising money to be able to keep their institution going to look at the broader and they do, they do inform us about what's going on and whether or not they could put it get the city to allow them put a tax on their tickets. Etcetera, that's going to eat into their marketing. Etcetera etcetera so. These are things that need in the real world to be to be looked at. We have a wonderful mural arts program in this city with Jane Golden. They're anxious to get anywhere they can, and I I know there are programs that we've done from the Fairmount Park Conservancy with the mural arts people and putting things together in the in the parks. I'm almost finished. Memorandum of understanding. When I first got on the board, I said what's our deal with the city? And the answer is, well, we don't really have to
deal with the city. Sometimes we, we bankroll for them.

We do what we bankroll for them because we get paid after we spend the money, we have to go get the money and borrow it etcetera etcetera.

And you therefore have a change in the culture of the leadership. When you change mayors, the last mayor grew up in Parkside.

I was a big fan of his and I worked to raise a lot of money to get him elected, but I don't know that that was a big help and now we have a mayor from South Philadelphia who's looking mostly at FDR Park, and I know that he's now gotten some contribution for West Fairmount Park because my first thing was what about West Fairmount Park? Why are we going down in South Philadelphia? We've got neighbors here who need all these things, so we have to deal with the leadership as it changes and it changes.

People are now saying, well, who's going to be the next mayor?

And we're sort of stuck with it. We thought we had it solved when Catherine, our executive director, got hired by the mayor to be ahead of Parks and Rec.

That was great, except you just showed what the budget is. You're getting killed on their budget, so it's a question of raising the money and working with the city.

Working with the access, making people feel safe and crossing the street and coming here. There's a lot of work to do and you identify the pockets that need to be addressed.

And and I, as a member of the Board of the Fairmount Park Conservancy, welcome the challenge, we are the ideal convener. By the same token, we also have other projects and we have to raise money just to pay everybody, etcetera etcetera. So I don't know how these other cities have handled that. I know that it. It's our challenge and I also happen to be the chairman of
the Development Committee for.

Thank you Joe and just real quickly. You know, hopefully
this package.

Allows the community to start to control its destiny a
little more than it does now. With the park and
the what is needed by the park. And so it
the capital the city will never have enough resources so
there has to be kind of a sea change in
order for you to really have the resources necessary to
do what you'd like to do and have the city
as a really meaningful partner. They do a lot, but
they can't do it all. So if we, if we
really create some mechanisms that allow you to control your
destiny, that will make a big difference.

Somebody.

I would like to jump in on the MU and
and I believe the MU if if it is really
clearly articulated and laid out, it will live beyond
administrations,
right? So this becomes something that's institutionalized
within parks and
REC regardless of who's in charge. But this is the
memorandum of understanding of how you will act as
partners
moving forward. I think it's vitally important to not connect
d to who's in power?

Love that that's right, that's.

Right?

That's right, and you know what Dion said is absolutely
correct and also why we have designated the timeline and
action steps towards the end of the presentation. Because, you
know, take this momentum that we've created here today. Make
meaningful action in the next 90 days, but then also
that 18 months lines up roughly when your political leaders
may be changing in this city. So we all know
that when that happens there's an adjustment.
It's harder to get things done. Take advantage of the
time before that set up this district. Make those changes.

Maybe sign that MU and then move forward with
the later processes. That may involve you know getting to
know this new administration and working out those kinks
may take a little bit longer to get things through the process. Barbara looks like we have another. Catherine, I'm the Parks and Rec commissioner. Hi everybody, I want to start by saying that I worship at the Church of Joe Manco and I would literally follow him into the gates of hell. Close, close, you you you're. You've talked to the Catholic Church lately. Anyway, I digress. That said, two points of clarification in no way shape or form does the Fairmount Park Conservancy bankroll the Department of Parks and Recreation. So point of clarification. We fund the Fairmount Park Conservancy to be clear. We fund them through contracts to support the work they do in historic preservation. We fund them through concessions revenue which supports their general operating funding. I know this because I ran the family parking services. For six years and now I run the Department of Recreation and every grant that goes to the Fairmount Park Conservancy that supports our work. Because that is, I think what Joe means by bankrolling. We use them as a fiscal sponsor from any work we do. They take an administrative cut, sometimes 10 times, sometimes 12, sometimes 15%. I don't know what that number is of all the administrative cuts that they take off of operating and capital dollars, but I think it's probably pretty significant. So to be clear, the city very much supports the Fairmount Park Conservancy does the Fairmont. Our Conservancy support. The Department of Parks and Recreation, absolutely, but I would never ever want anyone out there to think that that they bankroll us. That's just not. It's not true. On a second point. You know, I think. I struggle with the MCU concept right. As someone who has been on both sides right and MU is great in a lot of ways because it does, it would
transition. It would codify a relationship. It would transition administrations.

But an MOU am I am and everyone who's worked with me knows this. I'm not a process driven person right? I surround myself with people who are process driven, but I'm more emotionally driven. I'm more of an entrepreneur, right? And an MOU locks you in too right? And it to me it prevents some nimbleness, right that I don't know if nimbleness is a word but nimble ability. I have no idea where, but it it it you know to me it's it's. It's just has to be very carefully constructed.

I have been I'm on the City side now and I will tell you that you know MO MO's. Also don't you know they don't. They're not a silver bullet that solves everything you know to me the most important thing is that relationship and making sure that that relationship is solid and collaborative and mutually respectful. And I think we certainly have that with the Fairmount Park Conservancy and certainly it's extraordinary board members like Joe Manco. So you know, those are sort of two points of clarification that I want to make.

I think some of the ideas coming it out out of this are really wonderful. I think the idea of a funding district is important. I think we need a funding district for the whole park system, right? I think you know it's long overdue to think about what Seattle has done and to to think about a model based on what Seattle has done, which is to has created a park district which is a funding district right for Seattle, which is based on a levy and you know.

But starting so because I. I agree with Joe too in that. You know? Well, I desperately desperately want a dedicated funding stream for Parks and Recreation. I bristle at the idea of that coming from the institutions that are working. So in this district that are working so hard to raise their own nannies, right? Do I think that Kath and Vic and
and Trish would give the skin off their butt their backs to help this? Yes they do and I think they would, but I don't I just I think we have to explore that a little bit more because you know we don't want to put a burden on.

Nonprofits right who were already doing so much to lift up the space. One more point of clarification which is. The numbers aren't good, right? In terms of the city support for parks and Rec. They're even worse if you look at the trust for public lands. Latest park score, which came out this week, which shows that we dropped to 32nd in terms of city spending on parks in the country right now, that's really due to an accounting issue that I don't agree with and counting volunteer hours, which I also don't agree with. I'm not going to get into the weeds of that. As someone who's been on both sides, absolutely our city and region needs to support our parks and public space better. And if we haven't. Made the case for that over the last two years of a global pandemic. I'm not sure we ever will but but to say that the city hasn't done enough out here in West Park, I don't think it's fair either. The city is investing 22 million American dollars in Carousel House and that is because of Mayor Kenny's rebuild initiatives, which is the largest investment in civic infrastructure in the history of our city? And that's going directly to Parks and Recreation and to some of the most underserved communities in our city, right? So that that $20 million investment in Carousel House is unprecedented. We haven't seen that you know in West Park in ages, so the the city also supports the man supports the police touch and supports the zoo with capital allocations as well. So I don't. I don't. While I of course want more, I will always want more. I don't want it to be said that the city has done nothing for West Park, it just you know we are. We are a the poorest big city in the city of Philadelphia. And now that I've been on both sides,
I can tell you that the decisions that this administration has to make about where those very limited tax dollars go is horrible, right? And, you know, we just have to consider that we need new revenue. Kathy, I'm going to turn it over to Sonia, but real quickly. City is doing a lot. It's great partner, but he can't do it all and so I think that's the purpose of kind of the some of the recommendations we need more stewards and more people vested in that park. If it's going to get to the level that we would like it to sign in. Do you want to make A and then as we go around? I'd like to make sure everybody gets a chance, so let's let's try to make short comments and a lot of questions and dialogue. Thank you, Sanya.

Sure, just to underscore a couple of things. I think it is really important to acknowledge the work of this administration and the efforts that are being made and the work of the Conservancy, especially recently. And then my team handles these MSU's in our department and I'm going to do this brag thing. Six time gold medal winner, one of the few agencies in the country that has that designation and the thing about these MU's, they are extremely tough, right? And I think our big lessons learn is clearly defining. Partnerships and clearly defining wins now for the man for please touch the zoo to come to the table with funds they have to have wins, right? They have to come in and see that there's a competitive advantage for them as institutions to coming to the table with resources and that they're going to get return on that investment. That predictability, reliability and accountability are the things that we heard most are needed, and we.
We know this is tough. Frameworks are really good to help hold things along administrations, but yes, you do need to have that flexibility because we want flexibility and adaptability to change. Again to be that high quality park. So it's a both end thing and we know it's tough. But as a panel we really want to leave you with that idea because this is the work that needs to be done for people to know who's at the table with what and what their expectations are. And that seems to be a big place.

Have need for West Vermont part.

You want to get some more comments or questions.

We also want to make sure that we're getting questions from zoom. If there are any.

Hello, my name is Catherine Valverde. I'm a student at the University of Philadelphia, PA, Wow and associate of ULI Philadelphia and my question is is in the 22 proposals that have been made in the past for the Fairmount Park Conservancy. Did you see that they made proposals for like a funding structure similar to Seattle and with that?

My question is, is like. If they did, what do you think is was the largest prevention into being able to get fundraising for the park separate from the city in the past? And what are the biggest things that we could do to attract larger funders? A diverse set of funders to being able to do the the proposals that are being suggested?

We'll take a first shot and then briefly, if anybody else has some other comments we we don't think that the fundraising and the organizational piece were highlighted and many of the plants, not that they weren't addressed or mentioned, but they certainly weren't kind of prioritized in the plan. It was more physical planning and and ways to improve the park. We think that he put two things that will drive fundraising. We believe a clear vision, a unified vision with a where are you headed and?

Can you get there and then having a board with the West Fairmont Park funding district that is respected and credible and that can do that? Do that. Ask in
a way that the fund funder sees that if I
invest here, I'm going to get a good return. Being
on capital or be it on enhanced maintenance and operations
or programs. So we think those are two critical pieces
that are not fully in place right now. There's a
lot to start with, but those are not. Those elements
are not in place right now. Anybody else?
OK.
Please state your name and affiliation.
Hi good morning D Dukes. I'm the President of the
Winfield Community Neighborhood Association. I'm a
grassroots organization, nonprofit 501C3
so thank you for convening all of this is very
calling for everything that we've heard I grew up in
Winfield, and I felt as being interviewed that our community
just haven't been connected. We haven't been outreach to
you.
Guys know the whole story. I'm so I'm encouraged by
what I'm hearing.
But as a grassroots organization, what can we do? How
can we connect to the funding source that's being created
now so that we are able to outreach our community
right now does not even have a rec center? We
don't have a place for our for our children to
go, so how can we be involved in that process
and get the funding that we need to be able
to do those things for our Community? Thank you.
So Miss Dukes, I really feel that there should be
a seat at the board for the neighborhood associations that
are surrounding the community to be able to express those
concerns about not being at the table about not hearing
your voices about not having a Recreation Center. If we
are proposing this funding structure, you need to vote on
it and vote and approve on the projects and the
priority projects that are coming out of this funding structure.
That is what we're proposing here.
You're welcome.
Hello everyone, my name is Jihad Ali and I'm a
citizen and I'm a resident of East Parkside and Mike.
I wanted to thank.
You for accurately.
Giving our feedback to you to your committee, and I
want to thank this committee. I mean you all travel some great distances California and Chicago and Maryland. I

I wanted to say I think the big thing that I'm that offends me is the name. I don't think you should name this West Park because you know you have to remember.

This presentation didn't even cover the Strawberry Mansion party at the park, right? And I can tell you they're advocates over there just like I am, and they're more fierce advocates, and that would just let them feel left out.

I don't, I think for 100 years it's been Fairmount Park. I think the districts are a good idea. I think you can clearly keep the name Fairmount Parks and clearly have the districts and include Strawberry Mansion district include the Art Museum district and that was left out. That's one of the most important parts around here.

Is the art. The entranceway behind the Art Museum and all that park over there. So I thought those were the big things, and I also think that if you you left out both boathouse row, that's a tremendous opportunity to work with all the universities. I thought Miss Taylor's point about the Health Center, that's outstanding. We have at Health Center with the University of Penn. They're at the first African Methodist Church right on Gerard Ave. They can't even be there now because the church is being renovated. The Fairmont. Our conservative could have stepped in them and asked them to come out into the park because that's an excellent opportunity and I'm disappointed in the Fairmont Parking service. You know, I think that you know, as the other speaker just represent it, they just overlooked some things. They just took some things for granted and there's no way on God's earth that I would agree to letting them be the central part of this plan that you're putting.

I think our city leaders have throughout history City Council.
Has LED this part and been in position of authority.

We have all the monuments here. We have the Water Works that were dedicated by City Council. We have the the, the the the what's the center with the woman on top Memorial Hall, right? That's one of the most significant parts and the thing about Memorial Hall is the most significant is the statue on top. It's a symbol of liberty. It's a symbol of America and that statue should be lit all the time because of freedom is for everybody all these parts, but I think you guys did a great job.

I think this is a great draft. I think we can build on it, but this just needs some improvement, and Fairmount Park Conservancy no disrespect and you just need to get it together because right now there's no way we're gonna vote for that.

To your point, you know this is the beginning and it it should be modified by the community and by those stakeholders that are involved. We had quite an argument about whether we were too ambitious with looking at West Fairmont Park with its forty 1400 acres. You have to begin someplace. Maybe you do decide to include East Park as well.

That's a discussion that you all need to have. Hopefully we've created a framework for that discussion with some ideas.

One thing we're clear on and and Sonia mentioned that is, there has to be a different framework than what you have right now. It's it's not a bad framework, it's just not good enough and so you have to make some changes. Yes.

Hi everybody, I'm Chris sparr. I'm the executive director of the Centennial Parkside, CDC, right here in East Parkside. I want to second with Jihad said and thanking you for the great work that you did and for really centering the community and the Community concerns and your presentation. I think you from the my participation. A lot of what was spoken about from the community. You really did a great job of reflecting on that.

One question I do have is and and this may
be for a lack of me being fully engaged and understanding how this is working, but the 250th anniversary is coming up and from my understanding there's a lot of. Talk of resources coming to this area in support of that and. You know your timeline talks about kind of being ripped. From what I understood being ready for 2026 in terms of like starting to make real meaningful investments. But from what I'm hearing, there's going to be a lot of other resources coming in, like rushing to get it out before 2026 for the 250th anniversary, so maybe someone else in this room can answer this better than I can, because I haven't again fully engaged myself to fully understand how that those resources are working. But how do those all figure into this? Because I think they could, in a way, sort of derail. A long term plan, if they're not sort of integrated into this as it is, and so that's that's really where my question comes from. Really good question. I have to first say that you all look a lot different in person than you do on zoom. Yes, it's good to see you all in person. Rachel, do you want to jump in on that?

I so we we dug into the 2050 plans. It sounds like they're still coming together a little bit. I mean, I think that the broad frameworks that we're suggesting in terms of the intentionality and the goals should be applied. And you know, of course, subject to revision by the community. And you know, reflection. But you know the the kinds of investments that Sonia talked about in terms of crossing and bioswales and all of that. I mean, those could be done incrementally over time, and they could also be done. With an infusion of resources from, you know various sources, including you know mayoral allocations or or other things. I mean, I think one of the things that we wanted to stress was that.
Incremental investment makes a lot of sense for this area in a lot of ways. It can happen gradually. It can be responsive to Community priorities and it can gradually improve the conditions that we saw here, so I don't know if Sonia wants to weigh in, but a lot of the stuff that we recommend you know could happen quickly or they could happen more gradually.

As because she really wanted to emphasize Centennial of the Centennial District and and that is consistent. Some of the 2026 objectives. Actually, yeah it was just going to say when we put the last chart together we have a debate among the among the panels here. So what are the priorities? If it's just it's Mike mentioned earlier, just the West Park itself. It's already four 1400 acres and how? How is possible if we want to do everything like everyone have a different need, but that's why we put this table up as the the new district. Bring all the parties.

On the table and we all discussed together, we need to have priorities the same thing for the action plan. While we only kept it to 2026 because we we are, we all discussed whether we should add another column called beyond 2026 and then we found out that our list will go beyond this page and for probably another week here to discuss the futures. Yeah, so we as yeah as Rachel just mentioned incremental. That's exactly what we see. It's just should happen here. It also build up trust, bringing back the trust when people see things happening, even small changes, it brings up a trust. It can make things happen much easier for the bigger steps next. And also that's part of the development of the different zones that we outlined in one of the graphics. So if you know that you have funding opportunities because of the 250th anniversary, you know and that date is coming up sooner. You know construction projects. Big time, maybe you focus that funding on the Centennial zone and the entertainment zone, which includes a lot of the picnicking area. In addition to the man you have,
those more formal spaces with the you know the entry columns like the Please Touch Museum, the Welsh Fountain. Those are high profile areas that will likely be used during this 250th anniversary. Bring in visitors and use that momentum to then continue with other phases. Moving into the park incrementally but focusing. On certain like smaller zones, building trust of the community and then developing, you know deciding what sports field do you want and programming that takes a lot of community engagement. That's not something that we can decide for you after a week, but we can look at some of those areas you know, listen to the feedback, and we know that there are projects that you can move forward with today that everyone would agree on. I'm just going to say. Identity building, human scale, highly visible, high impact near term funding opportunities so we know if 250 year anniversary meets those criteria right funding identity opportunity I mean funding near term. Opportunity to build identity in the park. The impact will be big on the park. That's something you should prioritize now, so we didn't kind of try to go into the details, but try to provide frameworks for you to decision make. Looks like we have another comment or question. My name is Lucinda Hudson. I'm the President of the Parkside Association of West Philadelphia of Philadelphia we've been in. Organized since 1977. Our organization started from a dispute in the park. We don't have to go into details. No disrespect to my partners now, which is all the entities that you just named in Fairmount Park. But they work here. They don't live here. I have been in this community since 1973. How this panel? Did not know that and did not interview myself. Who have been responsible for millions of dollars worth of development across from Fairmount Park in the West
I do not have faith in this organization.
I do not have faith in Fairmount Park Conservancy because anytime you can overlook.
Someone who have dedicated their life all volunteer.
Doing all these things that have helped.
Fairmount Park and across the street from Fairmount Park.
Is beyond me. I sit on the man board.
I sit on the Please touch museum coalition. I was instrumental in helping the school of the Future.
I testify publicly.
Work with City Council for so many entities in this community that I have a real problem.
With all of this happening and I was not intervened.
Thank you.
Like do you mind? I just want to say.
This is evidence, I think, of what we heard that we wanted to reflect by saying center the community. I think everybody here would immediately say thank you. We acknowledge that, and we think that that's like the important underscoring that when you set a table.
I you have to first of all be make sure you were invited. This is people's neighborhood. Like she said, she's lived here. She's not going somewhere else. This is her neighborhood. So you, you're invited as a first step, right? And when you and when you're given the responsibility of convening, we are clearly saying that it is of the ultimate importance that you do everything you can to make sure that the voices that are most important are heard.
And center and prioritize. And it's tough. And so please do not take anything that we have put forward as like contrary to the work that you've done. I mean, we've heard so many results of that work, and we know that just just like the Commissioner said, the city is trying. People are working hard and we really hope that what we are leaving is a framework for a shifting of discussion, a shifting of paradigm, and.
You know, I thank you for bringing that forward to us and and would love to continue to talk to
you more. And if there's more that you need us
to do as panelists like that's one of the things
when we drop in somebody's neighborhood, we do not know
everybody, right? And that is a huge oversight, but we
do hope that the content and the intent.
Is clearly communicated in that we are we represented. You
know that sentiment well.
And I might add you expressed this to me before
the meeting started and and you were on the list,
so that's the good news. The bad news is we
didn't connect for some reason, so we need to figure
out where, where, what happened and get that corrected
because
that should not have happened. And we apologize for that.
We have a question in the back.
Hi I'm my name is Jim Burnett. I'm have a
couple of rolls here so I'm I'm the chair of
the Philadelphia Parks Alliance and I'm also executive
director for
vested in, which is a community development financial
institution. And
then with my partner from Goldenberg, we own the shopping
center that happens to be located here.
And I just love this community. It's just been amazing.
I spent 20 years of my life working here. I
think one of the challenges and I'm kind of turned
off. While your statement of you inviting.
Us
it's actually the other way we're inviting you.
That's it, I'm sorry, right? That misstated that cause that
is exactly saying we're.
Saying
in order for the conversation to be started, the community
has to invite the conversation to.
Home.
And I just want to make sure that that's clear
for most folks in this room who come into communities
and assume that they understand without being invited. And
then
in a lot of cases feel like that is their
role.
To define who the party should be.
It's not.
The conservancies role to define who the party should be. It's this communities role to define who this party should be, and if you want to be help in terms of facilitation of what the communities expectation should be, that's where we should move the direction but not the other way. And so regardless of whether that's UL, because I'm also an advisor to UL, I. We have to really make sure that we are not putting someone like Lucinda in a position where she can come to a meeting like this and this honestly, you make me feel worse that she was on the list and you didn't connect with her. So I just want to make sure that we really as folks as the developer. And and folks that are really trying to engage with community that we. Start. Not from the opposite direction. And that we really focus on community and it's engagement to put on, you know, to kind of really help each other because we all got goals and stuff that we want to try to acquire and and the other component is as a member of the Parks Alliance. I don't know whether Alex was connected with this or part of the conversation, so we just want to make sure that we are kind of shifting that around. Well, I would like to respond to that and I completely agree that this needs to be led by the Community we're proposing. Who? The roles are who the partners are, but everyone should be at the table and again, I'm from Chicago. She's from DC, California, Ashford. We're not 100% sure about who are all of the stakeholders, but if you ask me about what's happening in Chicago, I never go into a community assuming I know. Although I am born and raised from Chicago, I have to start with the individuals on
the ground.

It's a grassroots approach to engagement and that is how you build trust. I completely agree with that and wholeheartedly agree with that and I'm very disheartened that we were unable to connect with Miss Lucinda. When I heard that we didn't connect with her today, I was like Oh my God.

What misstep that we take as the outsiders coming in? So again, we know we're outsiders, but we're trying. And to Sonia's point, we're trying to put together a framework, and our intent is to change what has continued to go on and leave the community members out of the conversation. That is our intent here and to really give you a framework if we offended you with the naming of the fund, we are sorry.

The fun name the board members has to all be developed by you. We leave we go home and I'll do the work that I'm doing locally or across the nation. But at the end of the day, this is your part and your community, and that's the sentiment that we want to leave today before we leave and go back to our respective places. This is your home and place and we want to respect that.

I want to emphasize we have about another 10 minutes. I'd like to make sure we get through a number of questions, but we're some of us are going to be able to stay afterwards to talk Allison.

First of all, just want to share with this group with D with. Jihad with miss.

Lucinda Jim with you that the list of members and partners and folks to interview was the first step of the Conservancy to a much, much longer conversation that we look forward to having with you all.

And I know that we are working together in partnership on some projects over at Parkside Evans over at the some. The other rec centers in East Parkside and we look forward to continue to doing that work together. So this.

I want to make sure that everyone understands today as a first step, it's the beginning of something that we
hope goes for much longer and much more in depth

and shared conversation. And I also want to recognize that
the folks in front of you are volunteers who really
generously came in and talked to the folks that we
said, hey, these are the people. These are the connections.
These are the relationships. So I'm asking everybody here today
to once again give the Conservancy another chance. And let's
continue this.

We have a question here.

Good morning and thank you. Thank you very much for
coming. I'm Derek Howie. I'm the vice president of the
Winfield Community Neighborhood Association and bear with me so much
information has gone through my head since I first put
up my hand on Joe. Thank you. I want to
stay connected. Joe mentioned the history of West Park at
the other event and the excitement. The impact that that
gave me was just it was it was. It was
really big.

And I know most of my community. My friend Tasha
knew nothing about West Park and and in the history
of it. So there is great impact in that. I
can't thank you guys enough for getting all of us
in the same room finally.

This is what's important. Whatever was missed or whatever the
sendeth I take responsibility as I always do for for
being short, I've reached out to Dennis. I've reached out
to Greg, I knew you were on the list, but
I still should have reached out to you. But my
point is, it's community, we're community. We're all
community stakeholders.

My interests and coming to the event Monday was to
see who you guys were that were coming into my
community. But I had to step out.

And come and see who you guys were cause as
far as I was concerned you were just investors trying
to take more from our community. I'm still not convinced,
but you're helping us anyway. You got us into this
room and that's important. So my my point.
Is it does?

Start here, you know, and you're correct. About Strawberry mansion

and all that it's.

All.

The park it's all the park on each side of

the bridges and we have wonderful civic associations that are

here.

That are here that are here and we have never

ever ever been in the same room until today, and

it has to continue. It has to continue.

Thank.

You

if I if I may respond to that first, thank

you. But also you know we talked to as many

community members as we could in our short time here,

and one of the things that really stuck out to

me was a woman who said if you don't have

a seat at the table, it's because you're on the

menu. If you want to be mad at anybody for

you know the details in here that you don't agree

with. Be mad at us or be mad at me

because I get to go home. Don't be mad at

each other. Continue to communicate. You know there's so

many

people here.

They feel like they haven't been heard from. There's also

a lot of people who feel like they've done their

best with community engagement. That may not necessarily

be the

case, so you know.

Thank you to all of you who have been patient

enough to continue to speak out over and over, even

when you feel like it's fallen on deaf ears and

I just would like to encourage you all to continue

the conversation because it's so important and it's also the

only way that you guys are going to be able

to uplift West Fairmount Park in the near right communities.

Any other?

So.

So thank you sorry so I have been in the

parks world for a little over 10 years, maybe almost

15 years and.
What this?
Is and I'm not just saying this.
Because you all right, this is literally my my favorite community and I and I tell you guys that I have this great gift now of being able to work all over the city. And it's tremendous, it's like a blessing for me. But this is by far my favorite place and and. And the reason is, is because the park is beautiful, but it's. But it's the people, right?
And.
I feel it's very special connection since the very first day I sat with Miller, Marjorie and they asked me to join this board. The Business Association of West Parkside.
I don't know what it was but they were like across the street from the park. You know, we deal with a lot of people and you should come to me. It became my my single favorite board meeting that I attended because of these people and there's the show parks and rec right and there's this woman on that TV show named Leslie Knope, and in this one scene.
But I think everyone's just caring loudly and and that is exactly how I feel about about East and West Parkside is that I will take people.
Upset over people not upset any day of the week. 365 a year, right? Because if you're upset you care and if you're not upset you don't care. And what we have in this community is people who care. We also have a nonprofit organization that cares the Fairmount Park Conservancy can work anywhere. They're the Fairmount Park Conservancy. There's 10,000 acres, Parkland and quite frankly I need them to work in a lot of places, but they have, like me, a very special Affinity for this place and for this side of the park, right, and other sites that are doing a great job at FDR. Thank you for that. But you know, we have to. I appreciate what Taylor said. I really hate what Eric said. We have to get past this right. We have to get past this and I know
we will because I've been I've been down this.

Road with you folks.

For a long time, because we we there, this is

a means to an end right? And the end is

a park system that doesn't help us, but helps the

generations beyond us.

Right and lifts up our city and lifts up this

section of the city and really creates that legacy. So

so the Conservancy. When I was there, we made mistakes.

Every day I make mistakes every single day. In this

role every single day I I wake up at at

every day and put my head on the pillow and

say, you know.

I get paid a lot of money in this

role right to to have hard conversations and make hard

decisions. That's that's really what this role is distilled into.

But I have to recommit myself to this work every

single day you got to wake up and recommit, and

every single one of you you do not need to

be here today, but you woke up today and you

recommitted yourself to this work, and the Conservancy does

the

same thing. I think the Conservancy play an incredible role.

I think they have played an incredible role. I think

eyes they need to continue to play an incredible role, and

I think you all in this room need to help

d them.

To do that, we don't want them to go away,

because if they go away, you all have 97 other

million things that you need to worry about on a

day to day basis, and the park is not going

to be your number one concern because it can't be.

You all have other missions. This is their mission, so

we need to leverage them and that mission to move

this work forward.

But with you all at the table, right? So I

and I also want to say thank you to each

and everyone of you. This is not easy work. You

don't need to be here. It has been a gift

to us to have you here. And you know, I

just appreciate it. I appreciate it from the bottom of

my heart and I thank you all.
Thank you, Kelly.

We take two more very brief questions or comments. Anybody else that did not get a chance to speak anybody on zoom?

The one question on Zoom, I think is largely been covered, but it was just going back to that question of the park being the tension potentially or opportunity of the park being both a regional and local asset and how you're defining the panel considers what is the community and the neighborhoods that are impacted by the proposals that were made well again, has been pointedly the point has been made and it's a good point, and that's going to be up to the Community to decide.

Yeah, I know as we looked at it, if a neighborhood abuts the park you think we think you start there and there are a number of neighborhoods that do, but it certainly has impact on some other neighborhoods that might not be adjacent to the park. So again, we think you think that through and determine what that impact area looks like and who should be included, whether you include East Park or not and the neighborhoods around that. So that's a discussion going forward. You certainly want to make sure that whatever you do, it's manageable and that you can get something done.

Because it the organization has to be effective, it it is not a platform for coming together and airing all the laundry in the world out there about what's not working and what is working. It's got to have that unified vision and it's got to be organized so we can get something done. But it's got to be inclusive and it's got to be equitable. You have 6,000,000 / 6 million.

Population within the region. And this park is able to accommodate. Activities that support that region, so it needs to be both first and foremost, a Community asset. Secondly, a regional asset, so we're hoping that as this the Fairmount Park Conservancy, the Parks and Rec organization and this new organization.

If if you should establish it, it will be focused
on those markets that those that that size market creates.
Real opportunity for assets in this community. So you want
to, you want to leverage those as much as possible.
So once the report is fully written and produced about
two to three months from now.
Sounded about right. Matt, two to three months.
We'll be sharing that report with everyone. Ohh the PowerPoint.
Yeah I think so yeah. So as we close this
out, I know some of our panelists have to run
to flights. Everyone's coming from somewhere else and
everyone's got a busy week and weekend ahead of them.
I think the most important thing I want to do
is to thank you all for showing up for volunteering
and for caring about public space in a place that
isn't even your city. So thank you very much.
And your efforts and your volunteering today has done a
really important thing, and it's brought us all together in
the same room to restart a conversation that we hope
can bring together both stronger neighborhoods and stronger
Philadelphians. So
thank you all for caring. I know this isn't anyone's
first job. It's not the first thing anyone has to
do when they get up in the morning, but at
the Fairmount Park Conservancy.
We're incredibly grateful that you do it, so thank you
again. We look forward to the conversation.