

# Kelly Oaks Park Construction Campaign

A link to essential community activity



# Kelly Oak's Park

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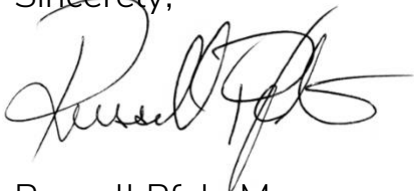
## A MESSAGE FROM THE MAYOR

On behalf of the Peosta Keep Iowa Beautiful (KIB) and Hometown Pride (HTP) Committee, it is my pleasure to offer this letter of support for the development of Kelly Oaks Park.

Based upon community feedback provided to Peosta's City officials, the KIB/HTP Committee recognizes the need for improved and equitable access to safe outdoor recreational activities. Redeveloping Kelly Oaks Park is a significant growth opportunity, offering an accessible park, playground, disc golf, open green space, pavilion, and multi-use trail. By completing this project, we take another step in the direction of providing environments to continue promoting both physical and social well-being.

For these reasons, on behalf of the City of Peosta, I strongly support the Kelly Oaks Project and look forward to working with you to make it reality.

Sincerely,

A handwritten signature in black ink, appearing to read "Russell Pfab". The signature is fluid and cursive, with a large initial "R" and "P".

Russell Pfab, Mayor

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## Mission

The mission of the Peosta Community Centre and the City of Peosta is to improve the quality of physical as well as social wellbeing of the surrounding community through numerous fitness and recreational opportunities.

## Community Park Vision

The Kelly Oaks Park is a community project that is a venue to bring residents together as a community. The goals of the projects are to build a structure that creates a community identity, is a centerpiece for the city, is a visible presence in the community main stream, is sustainable, improves space needs issues and adds cultural opportunities to our park system.

## The City of Peosta Values

The City of Peosta believes in fostering a high-quality community where people live, learn, grow, work and play - the kind of place that people want to call "home".

Peosta values nature and open space, cultural and recreational opportunities, along with safe community living. We pride ourselves in the development of parks and trails and most recently the development of a public library.

As the community of Peosta grows, so too must the parks.

## Goals Fulfilled by This Project

- The City of Peosta leaders conducted a community visioning session in 2018. Their goal was to determine ways to provide a safe and productive environment for all residents, driving growth and providing superior municipal services and quality of life amenities to promote the health, wellness, livelihood, and resiliency of Peosta and its residence. The Kelly Oaks Park shared Multi-Use Path is a result of this public engagement. In a community with essentially just one sidewalk, 87% of the respondents said that "more complete sidewalks and trails" would improve or greatly improve the quality of life in Peosta. Closely following this priority was "a new central park". Residents want their city to provide and promote a safe and equitable access to parks and recreational amenities, as a focus on safe environments so everyone has the opportunity to get outdoors and be physically active. Community members were especially excited about the following types of services and amenities.
- Greenways with trails
- Passive natural areas
- Pavilions and gathering areas
- Natural playscape
- Playgrounds

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## Goals Fulfilled by This Project – cont'd

- In response to the community feedback during the visioning session, a local resident donated property to the City of Peosta to create a new central park Now known as Kelly Oaks Park. The Keep Iowa Beautiful (KIB), Hometown Pride (HTP) Committee partnered with the City of Peosta to create a plan of the park, working with MSA Engineering to begin developing the park in stages. A disc golf course has already been completed as phase one amongst the trees in the center of Kelly Oaks Park. The second phase and next priority is to create the multi-use trail look around the park, which will be the catalyst for future development of an all-encompassing city-wide trail and side-walk system. Future phases to complete the centralization Kelly Oaks Park, and improve quality of life for the residents and visitors alike, will be a playground, pavilion, and larger paved parking lot.

## Benefits of Park Location

- City parks and open spaces improve our physical and psychological health, strengthen our communities and make our city and neighborhoods more attractive places to live and work.
- Numerous studies have shown social, environmental, and health benefits parks bring to a city and its people. The Kelly Oaks Park will serve as the community hub for trail heads, disk golf, and recreational activities.

## Life-Long Activity

- The parks' purpose is for physical activity, for family and communities to come together, or just simply to take a break from daily stressors.

## Populations Served

- Incorporated in 1933, the population of the City of Peosta in 1,908 as of the 202 Census. Peosta grew from only 128 people as recently as 1990 to almost 2,000 today. This 1000% growth in 20 years is a result of Peosta's extensive experience managing grant, successfully undertaking fundraising campaigns, and implementing construction projects including two elementary schools, a hotel, church, industrial park, community center, and expanding neighborhoods. Growth projections show that Peosta's population will more than double to approximately 5,000 people in the next 25 years, requiring the City to offer a range of new amenities to residents to maintain its appeal, especially trails and parks accessible by all.

## Sustainability

- Kelly Oaks Park is supported by the City of Peosta. The Commitment has been made by the city to continue to support this park now, and into the future.

Cost Projection	
Proposed Cost	
<b>Total Estimated Project Costs</b>	<b>\$1,159,200</b>

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SUMMARY OF NEEDS FOR ENTIRE PROJECT		
<b>Project Estimated Costs</b>		
Trails		\$363,700
Pavilion		\$336,000
Playground		\$200,000
Parking Lot		\$175,000
Stabilization/Tree Removal		\$84,500
<b>Total Estimated Project Costs</b>		<b>\$1,159,200</b>
SUMMARY OF NEEDS FOR PROJECT		
<b>Estimated Funding Sources</b>		
City of Peosta GO Contributions		\$200,000
Private Contributions		\$
Grant Contributions		\$100,000
ARPA Funds		\$475,000
Grants & Proposals Made - Not Yet Committed		\$384,200
Public Phase		\$
<b>Total Estimated Costs</b>		<b>\$1,159,200</b>

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Proposed Gift Range Chart for a \$1,200,000 Capital Campaign				
No. of Gifts Needed	Range of Gifts	Prospects Needed	Est. Amt. Raised	Running Total
2	\$100,000 - \$199,999	1-5	\$200,000	\$775,000
3	\$50,000 - \$99,999	1-5	\$100,000	\$875,000
4	\$25,000 - \$49,999	1-5	\$100,000	\$950,000
5	\$10,000 - \$24,999	6-10	\$75,000	\$1,025,000
10	\$5,000 - \$9,999	25-30	\$50,000	\$1,075,000
15	\$1,000 - \$4,999	30-40	\$50,000	\$1,125,000
35	<\$1,000	500	\$34,200	\$1,159,200

NAMING OPPORTUNITIES	
Pavilion	\$175,000
Trails	\$175,000
Playground	\$100,000
Disc Golf Hole	\$2,000

## Timeline

### Kelly Oaks Park

Start Week **Mar 1, 2023**

Year	23	23	23	23	23	23	23	23	23	23	24	24	24	24	24	24	24	24	24	
Starting	Mar	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.
Fundraising Event																				
Parking Lot																				
Tree Removal																				
Playground																				
Walking Path																				
Sign																				
Pave Lot																				
Fundraising																				

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For the Peosta Kelly Oakes Construction Campaign, I/we pledge \$\_\_\_\_\_.

A total of \$\_\_\_\_\_ is enclosed.

\_\_\_\_\_ The gift is in memory of \_\_\_\_\_.

\_\_\_\_\_ The gift is in honor of \_\_\_\_\_.

The balance will be paid over \_\_\_\_\_ years as follows:

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

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

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

Other:\_\_\_\_\_

Please send pledge reminders: \_\_\_\_\_

Name as gift is to be recognized:\_\_\_\_\_

Address:\_\_\_\_\_

City/State/Zip:\_\_\_\_\_

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

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

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

**Checks should be made payable to: City of Peosta Park Fund – Memo Line: Park Fund**

**Checks can be dropped off at Fidelity Bank or Peosta City Hall.**