



# FRIONA COMMUNITY CENTER AND RECREATIONAL VEHICLE PARK

*strategic plan 2019-2024*



# FRIONA COMMUNITY CENTER AND RECREATIONAL VEHICLE PARK GUIDING PRINCIPLES

## VISION

The Friona Community Center enriches lives and builds community for all of Friona.

## MISSION

To create positive leisure, cultural and educational experiences which enhance the quality of life for all those living, working, and visiting Friona by:

- Providing a broad range of programs in arts, agriculture, recreation, enrichment and life-long learning;
- Creating and sustaining community traditions through special events, outreach activities and facility rentals; and
- Building community through collaboration and celebration.

## VALUES

In accomplishing our Vision, the Friona Community Center will be:

- A resource that supports and nurtures its constituents, patrons, volunteers, board and staff;
- A welcoming community resource committed to improving citizens' quality of life in Friona;
- A builder of Reston's sense of place and community traditions;
- Celebratory of people's traditions and cultural and recreational aspirations;
- An active partner with other organizations;
- An accepting and open resource; and
- A responsible and accountable steward of community resources

# STATEMENT OF GENERAL PURPOSE

The goal of this strategic plan is to analyze existing infrastructure improvements to the Friona Community Center and RV Park with guidance in furthering the improvements for the next five (5) years. This plan is designed to provide guidance and structure to the City in maintaining and pursuing its goals and objectives for fiscal planning and future uses.

This plan will serve as a roadmap to the Friona City Council on prioritizing needs of the community center based on recommendations of the Visitor Impact Commission; a community member-based board whose purpose is to oversee and make recommendations on the Friona Community Center expansion, including possible design options and potential funding mechanisms. Through this planning process, it is the hopes of the City of Friona to enrich the lives of its residents and build a sense of community for all of Friona.

## INTRODUCTION



*December 9, 1973: Delton Lewellen, left, and Carrol Gatlin watch as the steel and siding begins to go up on Friona's Community Center Center-Showbarn. Photo courtesy of Friona Star*

The City of Friona has long used the Friona Community Center as a gathering place for public, private and social gatherings for local, regional and interstate persons since its groundbreaking in 1973. Originally created as a stock show barn, its use has now expanded to include weddings, conventions, and most recently, the City's annual Cheeseburger Festival. Additionally,

the Friona Community and surrounding park areas serve as a location to host educational programs, community activities, recreational events, and regional conventions that attract residents and visitors alike.

In the late part of 2005, discussions began about a recreational vehicle (RV) park at Reeve Lake. The Friona Economic Development Corporation (FEDC) paid for water, sewer, and electricity for 10 RV spots. City employees installed the water and sewer lines and started cleaning around the Reeve Lake area. In January 2006, the FEDC purchased the lots on the east side of the lake area to make more room for additional venues in the park area.



January 20, 1974: A photo of the foyer which is being added to the new Community Center-Showbarn. Photo courtesy of Friona Star

In June 2007, the Amarillo Area Foundation visited Panhandle communities to establish designated funds to benefit the needs of the community. The foundation voted to match each fund \$50,000 to start the program. In September 2007, the Amarillo Area Foundation voted to again match an additional \$50,000 to the communities that raised \$100,000 by December 31, 2007. Luckily, with the help of FEDC and local area businesses, Friona was able to exceed the \$100,000 match. Donors included:

- |                          |                            |                         |
|--------------------------|----------------------------|-------------------------|
| A-1 Service Center       | Friona Rural Health Clinic | Palla, Inc              |
| Amarillo Area Foundation | Friona State Bank          | Parmer County Implement |
| Bi Wize Health Mart      | Great Plains Ag Credit     | Parmer County Pump      |
| Cargill Meat Solutions   | Hi-Pro                     | SD Farms                |
| City of Friona           | High Plains Dairy          | Tex-Zona Feeders        |
| Del Rio Dairy            | JD Heiskell Co.            | Underwood Law Firm      |
| First National Bank      | Kendrick Oil               | Veterinary Industries   |
| Friona EDC               | Oller Engineering          | Wilbur-Ellis            |
| Friona Industries        | Paco Feed Yard             | WT Services             |
|                          |                            | Xcel Energy             |

In August 2011, 15 Texas Tech landscape architecture students took on a class project to assess the community center and Reeve Lake and construct proposals for development. Bits and pieces were taken from several designs to come up with the finished project design. Today the Community Center is not only a home to stock shows, but a venue for weddings, celebrations, county-wide events community gatherings such as the annual Cheeseburger Festival in July.



*July 20, 2019: Miss Friona Victoria Williams presents the 1<sup>st</sup> Place trophy to the Cheeseburger Festival Winners, the Friona High School Coach's Team.*



The Friona Community Center underwent extensive discussion and community engagement to craft this Five-Year Strategic Plan. Every August, board and staff gather for a Strategic Planning event to examine how we are performing and look ahead to coming challenges and opportunities.

## GOALS AND OBJECTIVES

At the March 11, 2019, the Friona City Council heard a presentation from City Manager Lee Davila regarding Hotel Occupancy Taxes (HOT) and how this revenue could be used to make improvements to the Friona Community Center which serves as a local hub for tourism, stock shows, weddings, and special events like the Cheeseburger Festival.

The following month, the Friona City Council created the Visitor Impact Commission to promote tourism, oversee the renovations to the community center and prioritize the improvements based on need. All members of the commission are directly appointed by the Mayor and City Council and include: Stormi Choate (chair), Chris Alexander (vice-chair), Larry Rector, Sergio Mendez,

and Tracy Bunker. The Visitor Impact Commission had their first meeting on Monday, October 21<sup>st</sup> and has since had several meetings to discuss the list of items needing to be addressed at the Community Center and RV Park. The list of prioritized items includes:

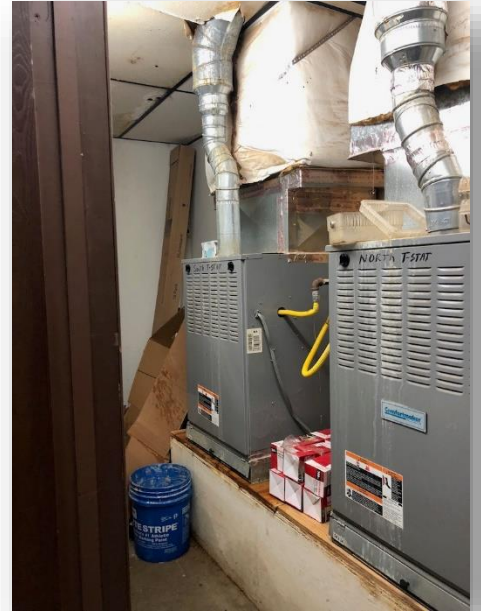
Renovation Need or Action	Votes	Priority	Estimate
Roof (COMPLETED MAY 2020)	6	Priority 1	\$100,000
HVAC (COMPLETED MARCH 2020)	6	Priority 2	\$50,000
Seal Floor or new floor	5	Priority 3	\$13,000
Appliances in the Kitchen	5	Priority 4	\$60,000
Improve the outside of the building, remove graffiti	5	Priority 5	\$3,000
Renovate Restrooms	4	Priority 6	\$80,000
Pave the parking lot, mark the spaces	4	Priority 7	\$50,000
Replace garage door in back	4	Priority 8	\$13,000
Tables and Chairs (CHAIRS BOUGHT JAN 2020)	3	Priority 9	\$3,000
Kitchen remodel	3	Priority 10	\$78,000
Lighting around the building	3	Priority 11	\$10,000
Tin on walls or paint walls, improve the interior	3	Priority 12	\$8,000
Redo inside roof	2	Priority 13	\$5,000
Security cameras inside and outside	2	Priority 14	\$8,000
Water lines in the stock show area	2	Priority 15	\$10,000
New kitchen door and front doors	2	Priority 16	\$2,000
Increase fees for the community center rental	1	Priority 17	No cost
Electrical work, add more outlets and higher voltage	1	Priority 18	\$20,000
Dividers for the community center	1	Priority 19	Unknown
Redo front porch	1	Priority 20	Unknown
Review drainage around building to reeve lake	1	Priority 21	\$15,000
Replace white fence in front	1	Priority 22	\$7,000
Sliding barn door to separate kitchen and main area	1	Priority 23	\$5,000
Dirt work in the back	1	Priority 24	No cost
Replace east walk in door	1	Priority 25	\$1,000
Move clutter from outside of building (i.e. bleachers)	1	Priority 26	No cost
Internal speaker or sound system added	1	Priority 27	\$3,000
Stage (new)	1	Priority 28	\$7,500
Build a monument sign at the entrance	0	Priority 29	\$12,000
<b>ESTIMATED COST OF REMAINING PRIORITIES</b>			<b>\$413,500</b>

In January 2020, the City of Friona purchased 452 white resins chairs which closed out party of Priority 9. The chairs were purchased to replace metal chairs that were currently being used in the Friona Community Center and have since exceeded their life cycle. Subsequently, the City closed out Priorities 1 and 2.

In March 2020, work began on the HVAC Repair/Replacement Project. Having used swamped coolers and an outdated heater for the last 40+ years, the building was in long need of central heat and air conditioning. The existing system was unable to meet the needs of the building capacity.

Bob's Heating and Air Conditioning was awarded the contract for this project and worked hard to assure that the units installed at the community center could handle the current and future capacity.

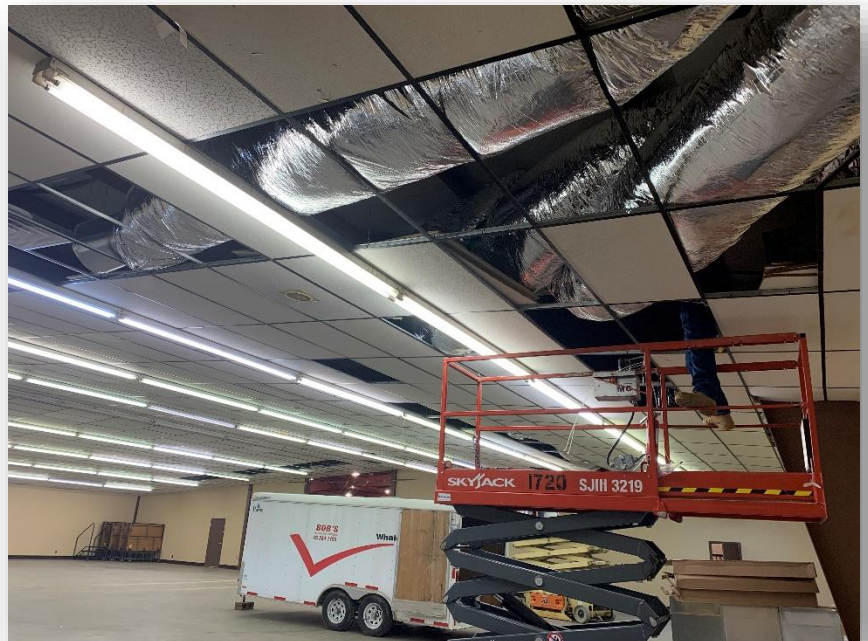
The work was completed on March 23, 2020.



*The existing heating unit was long outdated and damaged by water due to a leaking roof.*



*Five air conditioning units were installed to help properly cool the Friona Community Center.*



*The picture above shows the work of Bob's Heating and Air Conditioning as new duct work was being installed in the ceiling of the Friona Community Center's ballroom area.*

In April 2020, work began on the Roof Repair/Replacement Project. The roof, much like the heating and cooling system, had not been given the attention it needed for a long time. The roof had developed leaks which damaged the heating units as well as the ceiling tiles in the ballroom area of the Friona Community Center. The maintenance costs only proved to be more costly as time went on.

Hamilton Steel & Concrete, LLC was awarded the contract for this project and Davy and Jeff Hamilton oversaw the work. The crew worked diligently to assure the project was completed without any problems. The work was completed on May 8, 2020.



*The picture above shows the crew from Hamilton Steel & Concrete working hard on the new roof of the Friona Community Center. You can see the difference between the new and old roof.*

## FUNDING FOR FUTURE PRIORITIES

Estimated costs for future projects was gathered to allow the City and Visitor Impact Commission the opportunity to prioritize future projects. There are two (2) possible methods for funding these projects.



**Method 1 - Public and Private Funds (*including City funds, grants, and donations*)**

The City of Friona will be working with the Panhandle Regional Planning Commission (PRPC) on the submission of a Small Communities Program Grant from the Texas Parks and Wildlife Department. The Texas Parks and Wildlife Department provides funding assistance for recreation facilities through the Texas Recreation and Parks Account Grant Program.

The Small Communities Grant will assist with the future community center renovations which will include bathroom redesigns, a kitchen renovation and possible indoor/outdoor renovations. This program provides 50% matching fund reimbursement grants to cities of a population of 20,000 or less. The maximum amount that may be applied for this grant is \$150,000. With a matching amount of \$150,000, this would give the City of Friona \$300,000 to complete the majority of the priorities identified by the Visitor Impact Commission. This would leave a remaining amount of \$113,500 that could be solicited from major employers in the area that might include Cargill, Hi-Pro, and Caviness.

City Matching Funds:	\$150,000
Small Communities Grant:	\$150,000
Private Donations:	<u>\$113,500</u>
<b>TOTAL</b>	<b>\$413,500</b>

The benefit to this method is that the renovations could happen within a quicker time frame. However, the funding is dependent on the fact that it is contingent on being awarded the Small Communities Grant.

**Method 2 - Public Funds (*including City funds and possible donations*)**

If the City of Friona is unsuccessful in being awarded a grant, they City can budget up to \$103,375 over the next four (4) years to fund renovations for the Friona Community Center. Renovations would have to be prioritized based on need and affordability. Renovations will still include bathroom redesigns, a kitchen renovation and possible indoor/outdoor renovations. Donations could still be solicited from major employers in the area to help move the project along or help with inflation of costs over the years.

Fiscal Year 2020-2021 Funding:	\$103,375
Fiscal Year 2021-2022 Funding:	\$103,375
Fiscal Year 2022-2023 Funding:	\$103,375
Fiscal Year 2023-2024 Funding:	<u>\$103,375</u>
<b>TOTAL</b>	<b>\$413,500</b>

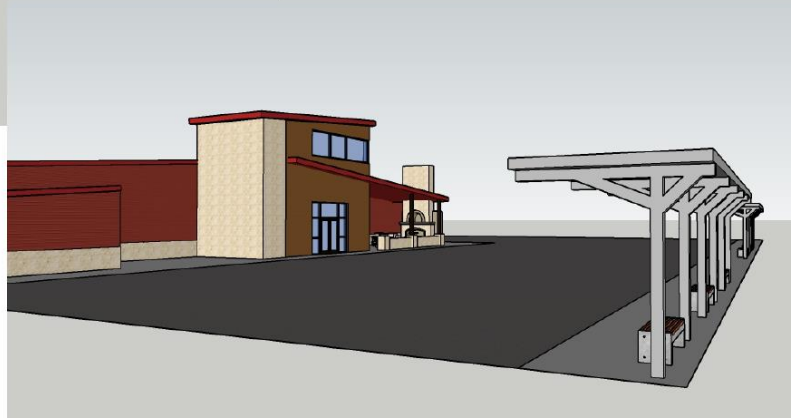
The benefit to this method is that it doesn't rely on grant funding which can never be guaranteed. Private funding could be solicited to offset and close out projects ahead of schedule. Unlike Method 1, renovations would not happen as quickly.

## PROOFS OF WORK/TENTATIVE DESIGNS

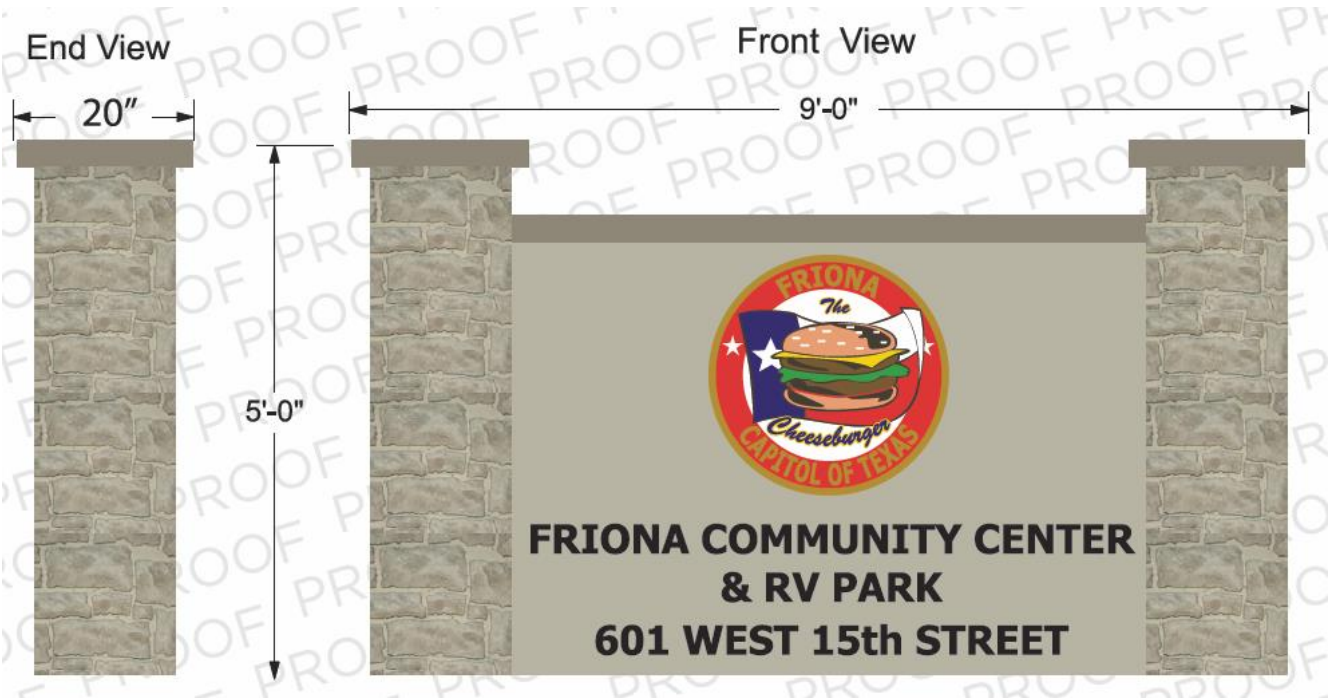
The following illustrations provide insight into the tentative designs of the Friona Community Center.



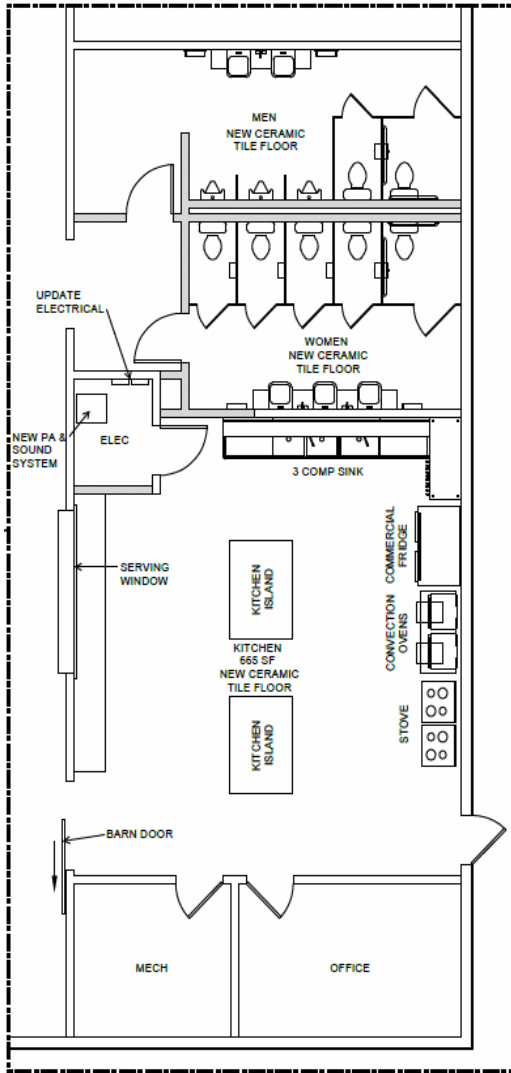
*Pictured above are the tentative exterior redesigns of the Friona Community Center which include a raised foyer entrance, outside sitting area, covered porch and fire pit.*



*Pictured above are the tentative exterior redesigns of the Friona Community Center which include a new seated, covered sitting area to allow visitors an area to sit and observe Reeve Lake.*



*Pictured above is the tentative welcome monument sign that will welcome visitors to the Friona Community Center & RV Park.*



*Pictured above are the tentative interior redesigns of the Friona Community Center bathroom and kitchen area which will include ADA accessibility restrooms, serving window, and commercial grade appliances.*