



Town Center GO Bond Public Engagement

July 2, 2024

Pre-Bond Decision Goals

- Re-engage the community in the town center project
- Garner feedback on the proposed concepts
- Educate residents about project financing and funding options
- Communicate City support



Post-Bond Decision Goals

- Demonstrate the purpose and benefits of the town center
- Communicate how GO bond funds will be used, if approved
- Educate on financial impact for City and residents



Nearly two-thirds of Salt Lake City streets are in poor or worse condition - with a large number in such poor condition that they need to be entirely rebuilt.

To address funding for this critical need, City leaders have a two-part plan:

1. **Increase maintenance on the best streets to prevent deterioration:** Funded by part of the recently approved 0.5% sales tax increase.
2. **Begin reconstructing streets in poor or worse condition:** To fund reconstruction, the City is asking voters to consider an \$87 million General Obligation (GO) Bond.

In late July, the City Council will decide whether to put this bond on November's ballot.

Find out more and let City leaders know what you think!
www.FundingOurFutureSLC.com



Residents are encouraged to learn more about the GO bond and the Funding Our Future effort at an upcoming event.

Public Hearing Tuesday, July 10, 7 pm City Council Chambers 451 S State St., 3rd floor	Open House @ Food Truck Thursday Thursday, July 19, 11 am - 2 pm Galivan Center 239 S Main St.
Open House @ Partners in the Park Tuesday, July 17, 5 pm - 8 pm Riverside Park 739 N 1400 W	Open House @ Main Library Thursday, July 19, 5 pm - 8 pm Main Library & Share Space 210 E 400 S
Open House @ Sugar House Farmer's Market Wednesday, July 18, 5 pm - 8 pm Fairmont Park 1040 Sugarman Dr.	Public Hearing Tuesday, July 31, 7 pm City Council Chambers 451 S State St., 3rd floor

For questions and ADA or accessibility accommodations, contact: Moana Uluave-Hafoka, Policy Advisor and Community Outreach for Diversity and Human Rights, 801-535-7697; moana.uh@slcgov.com

Public Engagement Strategies

Pre-Bond Decision (July – Mid-August)

Re-Engage Community

- Update chtowncenter.com
- Refresh look-and-feel for communications effort
- Host open house to share proposed concepts and gather additional feedback
- Small neighborhood meetings with Advisory Committee members
 - Meeting in a box
- Surrounding business communication



Public Engagement Strategies

Post-Bond Decision (Mid-August – November)

Educate about the GO Bond

- Media relations/article(s) in City newsletter
- Post messages/FAQs on City websites/social media
- Traditional, digital, and environmental advertising to drive traffic to website for more information
- Attend local events (Butlerville Days)
- Host pop-up community info sessions



Mandatory Election Compliance

- Public meetings
- Legal noticing
- Voter Information Pamphlet

Why is Midvale City Proposing a Bond?

\$10 million in bond funding could improve Midvale's chances of receiving a new modern recreation center.

Midvale's current recreation center, Copperview Recreation, is one of the county's oldest fitness facilities, and while it has served the City well, it is nearing the end of its life. A new modern recreation center would provide the City with a community pool and enhanced recreational facilities and programming to support residents of all ages and abilities throughout the community.

A new recreation center is estimated to cost about \$45 million to construct. Like many cities of its size, Midvale can't afford to build and operate a new recreation center alone. The City will seek funding for the majority of the cost through a Salt Lake County Zoo, Arts and Parks (ZAP) grant in 2025. Midvale will be competing against several other communities for this once-in-a-decade opportunity. If the bond is approved, the City plans to contribute \$10 million of the funding to the project budget to help improve Midvale's chances of being selected for a recreation center.

\$1.2 million of the bond funding would help Midvale unlock \$4.8 million in federal funding for new dedicated walking and biking paths.



The Bond's Financial Impact

The maximum amount of the proposed Midvale Recreation Bond is \$11.2 million and each issue of bonds would most likely be repaid within 30 years from the date of issuance. The estimated property tax increase is expected to be \$48.80 per year for the average primary residence in Midvale City valued at \$438,000 and \$88.74 for a

Frequently Asked Questions

What happens if Midvale City is not awarded ZAP funding for the recreation center?

Midvale has been evaluating ways to build a new recreation center for several years. Salt Lake County Zoo, Arts and Parks is the most likely funding source for this project. If the City is not awarded the ZAP grant, Midvale will look into alternative funding sources and explore other ways to increase recreation opportunities in the city.

If the bond is approved, is Midvale guaranteed to get a new recreation center and new dedicated walking/biking paths?

The path projects that are included in this bond proposal already have matching federal funds. If the bond is approved, the City can move forward with these projects. Approving the bond does not guarantee that the City will receive a new recreation center, but it will get us one step closer by helping to strengthen our application for Salt Lake County Zoo, Arts and Parks or other matching funds.

When will we know if Midvale will get a new recreation center?

Reaching our goal of a new recreation center is a multi-step process. If residents approve the recreation bond and Salt Lake County selects Midvale for a new recreation center, Salt Lake County Zoo, Arts and Parks will award the remaining funding needed to construct the center in 2025 and design and construction could begin shortly after.

Argument FOR Midvale City Recreation Bond

The Midvale City Council and I want to convey the importance of an \$11.2 million recreation bond set for election on November 21, 2023. This is more than just a financial measure – it's about investing in a better future for our community. This bond holds the key to constructing a modern recreation center and additional amenities like walking and biking paths, shaping the future of recreation, athletics, and wellness for Midvale. When you vote "yes" for the recreation bond, you're making a statement that you're committed to safe, accessible, and convenient recreational facilities for our young families and aging neighbors. But it's not just about local investment; your "yes" vote opens up access to millions of federal dollars, as well as other potential funding sources. This election is rooted in the voices of Midvale residents, who have consistently expressed their need for better recreational opportunities. Through surveys, public meetings, and conversations, a clear desire for a community pool has emerged. Many of us travel to neighboring cities for desired programs, incurring extra costs and sacrificing valuable time, something not all our residents have the ability to do. It's time we bridge the gap, and that's what the recreation bond will help achieve. The Copperview Recreation Center (Copperview) has served our community for decades. However, the passage of time has taken its toll on the facility, and a plan needs to be in place for its replacement. Moreover, Copperview falls short in meeting the diverse needs of our community. Imagine a new recreation center, equipped with a community pool, expanded sports programs, and versatile spaces – a place where everyone, regardless of age or ability, can thrive. The estimated cost for a new recreation center is \$45 million, a burden our residents cannot shoulder alone. By partnering with both public and private entities, we can access financial assistance that aligns with our community's needs. For example, grant programs like the Salt Lake County Zoo, Arts, and Parks Program have recently funded similar projects. The competition for grant funding is fierce, but our chances will be bolstered by a successful bond election, which can pave the way for compelling grant proposals. Earlier this year, we secured a U.S. Department of Transportation RACE grant for dedicated biking and walking paths. By directing \$1.2 million from the bond towards this initiative, we unlock an impressive \$4.8 million in federal grants. These paths aren't just about convenience; they'll connect our community. The recreation bond's approval won't guarantee Midvale will receive all of the matching funds we may need, but its failure will undoubtedly delay our progress towards meeting our community's recreation needs. Your "yes" vote signifies your commitment to providing our community with the recreational resources it deserves. We urge you to invest in our shared future. Let's support the well-being of our families, friends, and neighbors by voting "yes" for the Midvale Recreation Bond. It's a decision that will have a lasting legacy, shaping the Midvale we know and love.

Midvale City Council & Mayor Marcus Stevenson

Midvale City did not receive any submissions for arguments AGAINST the Recreation Bond.



Let's Play, Midvale!

Recreation Bond

Category	Amount
Case	\$191.28
Family Residence/	\$121.53
Business	\$141.79

For low-income households can be

Voter Information Pamphlet

PROPOSITION
MIDVALE CITY RECREATION BOND

Vote by Mail Postmarked by November 20, 2023
Polls Open 7 a.m. to 8 p.m. (see back for details)
Election Day is November 21, 2023

Questions?