



IMPLEMENTATION 05



This chapter is structured to translate the goals and strategies outlined in each previous chapter of the Parks and Recreation Master Plan into clear, actionable steps. While vision and planning set the foundation, successful implementation of this plan requires prioritization, accountability, and adaptability over time.

GRANTS

TPWD LOCAL PARKS GRANT

The Texas Parks and Wildlife's Local Parks Grant Program provides matching funds for the acquisition and development of local parks across Texas. Since the 1960's, this program has funded nearly 3,000 projects across the State.

The Program provides 50% matching grants on a reimbursement basis for eligible applicants. All grant assisted sites must be dedicated as parkland in perpetuity, properly maintained and open to the public.

The Local Park Grant Program assists local units of government with the acquisition and/or development of public recreation areas and facilities throughout the State of Texas. Entities with populations 20,000 or under may apply to either the Small Community or Non-Urban Programs. The amount of grant funds requested determines the program.

- » Small Community Outdoor (20,000 or less): \$150,000 Grant Ceiling
- » Non-Urban Outdoor (500,000 or less): \$750,000 Grant Ceiling
- » Non-Urban Indoor (500,000 or less): \$1,500,000 Grant Ceiling

Applications to the Local Park Grant program require significant time and planning on behalf of applicants. Successful applications include realistic and detailed budgets, excellent site plans, and evidence of long-term planning. Applications are typically due mid-Q3.

TPWD Boating Access Grant Program

Provides 75% matching fund grant assistance to plan and construct new, or renovate existing, public boat ramps that provide public access to public waters for recreational boating.

TPWD Community Outdoor Outreach Program (CO-OP)

Provides funding to tax-exempt organizations for programming that engages underserved populations in TPWD mission-oriented outdoor recreation, conservation and environmental education activities.

TPWD National Recreational Trails Fund

Provides grants up to 80% of project cost with a maximum of \$300,000 for non-motorized trail grants.



Grant Name	Organization	Topic	Funding Amount	Application Window
Texas Preservation Trust Fund	Texas Historical Commission	Historic Preservation	\$50,000	Closed (but will return)
Community Challenge Grant	AARP	Placemaking	Varies	2-Mar-26
Community Placemaking Grants	Project for Public Spaces	Placemaking	Varies	Closed (but will return)
Community Forestry Grants	Texas A&M Forest Service	Environmental	Varies	1-Mar-26
RESTORE Act Direct Component Funding	U.S. Department of the Treasury	Environmental	Varies	31-Oct-26
Global Signature Program	ConocoPhillips	Environmental	Varies	April 1 - July 31, 2026
Local Grants	Union Pacific	Recreation, Environmental	\$30,000	April 1-30, 2026
Our Texas, Our Future Grant	Keep Texas Beautiful & HEB	Beautification	\$5,000	Closed (but will return)
Tree Grant Program	Apache Corporation	Environmental	Varies	Closed (but will return)
Caring for Our Coast Gulf Region Grant	Citgo & Restore America's Estuaries	Environmental	\$44,000	Closed (but will return)
Governor's Community Achievement Awards	Keep Texas Beautiful & TxDOT	Beautification	\$2,000,000	Feb. 2 - Mar. 12, 2026
Skate park Grants	The Skate park Project	Sports	\$25,000	January - March
Trails Grants	Polaris	Trail Management	\$10,000	March 1, September 1
Safe Places to Play Grant	US Soccer Foundation	Sports	Varies	Rolling
Various Grant Opportunities	United Way of Calhoun County	Varies	Varies	Rolling

Grant Name	Organization	Topic	Funding Amount	Application Window
Trees for Texans	Texan by Nature & HEB	Environmental	\$5,000	Rolling
Micro & Open Grants	Entergy	Community Health	\$1,000+	Rolling
National Fitness Campaign	Blue Cross BlueShield of Texas	Community Health	Varies	Rolling
Community Facilities Direct Loan & Grant Program	USDA Rural Development	Recreation	Varies	Rolling
Energize the Environment Grant Program	Quadrattec	Environmental	\$3,500	Spring, Fall
North American Wetlands Conservation Small Grants	US Fish & Wildlife Service	Environmental	\$250,000	26-Feb-26
Texas Coastal Management Program Grant	Texas General Land Office	Environmental	Varies	Spring
Spark Good Local Grants	Walmart	Environmental, Community Health	\$5,000	Rolling
Community Grant	Foundation for Rural Service	Community Health	\$5,000	Spring
Grants	Meadows Foundation	Environmental, Community Health	Varies	Rolling
2026 Community Grants	Keep America Beautiful	Beautification	\$5,000	23-Feb-26
Trail Grants	Rails to Trails Conservancy	Trail Management	Varies	Spring 2026
Tread Lightly!	BFGoodrich Tires	Trail Management	Varies	Rolling

ORGANIZATION

Implementation of the Parks and Recreation Master Plan is structured around four key components that guide Port Lavaca's path from vision to action:

1. GOALS

These are the broad, long-term priorities that reflect what Port Lavaca seeks to achieve in each focus area. Rooted in the community's vision and guiding principles, goals serve as aspirational targets that inform policy decisions, capital investments, and program development.

2. STRATEGIES

Strategies outline the general approaches for achieving each goal. They provide a framework for action, ensuring that efforts are purposeful, efficient, and aligned with best practices. Strategies connect the community's vision to practical implementation.

3. ACTIONS

Actions are the specific, measurable steps required to carry out each strategy. These may include policy revisions, infrastructure upgrades, funding initiatives, partnerships, regulatory updates, and public engagement efforts. Each action is accompanied by a recommended timeline, estimated cost range, and potential funding sources to support realistic and effective execution.

4. PRIORITIZATION FRAMEWORK

This framework helps determine when and how each action should be implemented. Actions are evaluated based on:

- **Timeframe:** Short-Term (1–3 years), Mid-Term (4–7 years), Long-Term (8+ years)
- **Conceptual Cost:** Ranging from low-cost administrative tasks (\$) to major capital projects (\$\$\$\$)
- **Readiness Factors:** Including dependencies on policy changes, funding availability, and coordination with external entities



Paddle boarding with man's best friend

This structured approach ensures that implementation remains transparent, adaptable, and responsive to evolving community needs. The City of Port Lavaca will regularly review and update priorities based on progress, funding opportunities, and external influences such as regional growth, economic shifts, and infrastructure demands. By aligning actions with available resources and strategic partnerships, the Plan provides a clear and achievable roadmap for delivering the parks system envisioned by Port Lavaca residents.



Indoor Basketball Adobe Stock Image

PRIORITIZATION FRAMEWORK

Not all actions can or should be implemented simultaneously. Prioritization helps ensure that limited resources are directed toward initiatives with the greatest impact and feasibility.

TIMEFRAME

- » **Short-Term (1–3 Years):** Low-cost, high-impact actions that require minimal policy changes.
- » **Mid-Term (4–7 Years):** Projects needing moderate investment, regulatory updates, or additional planning.
- » **Long-Term (8+ Years):** Major infrastructure efforts, high-cost initiatives, and actions requiring significant funding, partnerships, or phased implementation.

CONCEPTUAL COST

- » **\$ (Low Cost):** Planning studies, minor beautification, and administrative policy updates.
- » **\$\$ (Moderate Cost):** Targeted incentives, small-scale infrastructure improvements, and support programs.
- » **\$\$\$ (High Cost):** Roadway upgrades, utility improvements, and economic development projects.
- » **\$\$\$\$ (Major Cost):** Large-scale infrastructure, multimodal transportation systems, and capital-intensive investments.

IMPLEMENTATION READINESS FACTORS

Each action is assessed for its readiness based on:

- » **Funding Availability:** Can grants, city funds, or private investment support the initiative?
- » **Policy Requirements:** Are code updates or new regulations needed?
- » **Partnerships:** Does the action require collaboration with entities like TxDOT, TPWD, CCISD, GCRPC
- » **Community & Political Support:** Is there alignment with public priorities and leadership direction?

This framework ensures that implementation is strategic, adaptable, and responsive to both current conditions and future opportunities.

PARKS DEDICATION ORDINANCE

To support the expansion of Port Lavaca’s park system and ensure that new development contributes to recreational infrastructure, the City should adopt a Park, Trail, and Improvements Dedication Ordinance. This ordinance would require developers to dedicate a proportional amount of parkland and associated improvements—such as playgrounds, benches, lighting, or parking—based on the size and type of development. Developers would also be responsible for constructing any planned trail segments that fall within their property boundaries, as identified in the City’s Master Plan.

The ordinance also should provide a fee-in-lieu option, allowing the City to accept a monetary contribution in place of land when appropriate. This option offers flexibility in situations where:

- » The proposed land is not suitable for park use
- » The location does not align with community access priorities
- » The City wishes to avoid the long-term maintenance burden of a small or disconnected park

Fees collected through this mechanism can be pooled and used to enhance parks or trail facilities in areas with greater need or impact potential. The City Council should retain the authority to determine whether land dedication or fee-in-lieu is in the best interest of the community on a case-by-case basis. These regulations may be adopted as a standalone ordinance or integrated into the existing Subdivision Ordinance to streamline development review and enforcement.

CAPITAL IMPROVEMENT PLAN

In the 2025-26 fiscal year, the City set aside over \$1.1 million to support parks and recreation. To ensure completion of all current and future park enhancement projects, the City should continue to set aside funds in the annual budget or capital improvement plan. To efficiently administer the funds, plans should detail when each park will receive improvements based on a schedule.

In addition to City funds, park dedication and improvement fees from developers can assist in funding improvements or providing additional parks.

The existing parks system and recreational assets could be better communicated to residents through increased visibility and marketing efforts. Residents who are knowledgeable about the parks system are more likely to enjoy the resources available to them. Whether led by the City or in partnership with local entities, such as the Chamber of Commerce, marketing efforts should encourage recreational activities and promote organized events held within City parks.

The City’s website should be updated regularly with information about where parks and trails are located, what amenities are available in each park, and a schedule of upcoming and ongoing events. Additionally, each park should have informational signage that increases knowledge of available amenities, and navigational signage that helps park goers orient themselves.

When possible, passive educational installation such as historical markers, nature facts, and interactive activities should be available to engage park visitors. Programming at each park should engage the whole community with specific offerings for children, teens, and older adults.

Organized events, such as holiday festivities or special competitions, utilize park facilities and engage the community. Event organizers should consider providing additional amenities, including food trucks or market

REVENUE & FUNDING MECHANISMS

Parks frequently offer amenities like community centers, sports fields, picnic areas, and pavilions that can be rented for various occasions, including events, parties, weddings, sports tournaments, and other gatherings.

To begin, consider renting the following:

- » **Renting Facilities:** Renting buildings, rooms, sports fields, and picnic areas can raise capital.
- » **Renting Parking Lots and Streets:** Many events need space like parking lots, such as churches, schools, and non-profits looking for outdoor gathering space.
- » **Equipment Rentals:** Rent out tennis rackets, basketballs, pickleball paddles, and more!
- » Program Fees Revenue

Parks and recreation departments can generate extra income through recreation programs and classes. Parks departments often already offer programs and activities, including sports leagues, fitness classes, art workshops, and summer camps. By implementing registration or participation fees for these programs, parks and recreation departments can contribute to their revenue generation efforts.

- » Special Events Revenue

Hosting special events such as concerts, festivals, farmers' markets, or holiday celebrations within park areas can draw in visitors and generate income through various means, including ticket sales, fees, sponsorships, and concession stands.

- » Concession and Vending Revenue

Concessions, leasing, and other partnerships are other ways to generate revenue for parks and recreation departments. Parks can lease out spaces to vendors offering food and beverage services, equipment rentals, or other recreational services. Collecting a percentage of their sales or charging rent for the use of park facilities can provide a steady stream of revenue.

- » Sponsorships and Advertising Revenue

Parks and recreation departments can generate revenue by leveraging advertising and sponsorship agreements. Partnering with local businesses, corporations, or nonprofit organizations to sponsor park initiatives, events, or facilities can generate additional revenue. In exchange, sponsors may receive acknowledgment and branding opportunities.

Additionally, selling advertising space or showcasing sponsored signage within parks is another way to generate income. Departments can display advertisements in parks, sports fields, department websites, digital screens within facilities, catalogs, brochures, newsletters, and program registration software.

- » Tax-Related Revenue

Parks and recreation departments can generate revenue through taxes because the public is generally more inclined to vote in favor of such initiatives.

Here are some methods that parks and recreation departments employ to increase their revenue through taxes:

- » **Property Tax Revenue:** By collaborating with local officials and raising awareness among the public about the value of parks and recreational opportunities, departments can gain public support for property taxes.
- » **Park Impact Fees:** Developers get charged park impact fees to offset the costs of new parks and recreational facilities in newly developed areas. As new residents move into these areas, maintenance expenses of parks will increase. Departments can establish specific fees to address these expenses.
- » **Landscape Lighting District:** By establishing a landscape lighting district, parks and recreation departments can generate revenue specifically dedicated to covering the costs of installing and maintaining lighting in parks and other public spaces.
- » **Community Facility District:** Parks and recreation departments can impose fees to help finance any construction, operation, and maintenance.

PRIORITIZATION MATRIX

OVERVIEW

The Prioritization Matrix serves as a practical roadmap for translating the vision, goals, and strategies of this plan into measurable, actionable steps. It bridges high-level policy with on-the-ground implementation, guiding decision-making, investment planning, and community enhancements over time.

Each action within the matrix is clearly defined to outline:

- » **What** needs to be done
- » **Who** is responsible
- » **How** it will be funded
- » **When** it should occur

By building on the prioritization framework, the matrix ensures that actions are phased strategically, financially viable, and responsive to Port Lavaca's evolving needs.

STRUCTURE

Each action includes the following components:

- » **Action:** A specific initiative or project to be implemented.
- » **Chapter:** The section of the plan the action originates from (e.g., Parks & Recreation Master Plan, Economic & Fiscal Vitality).
- » **Timeframe:** Categorized as Short-Term (1–3 years), Mid-Term (4–7 years), or Long-Term (8+ years), based on urgency and feasibility.
- » **Conceptual Cost:** A general cost estimate (\$ to \$\$\$\$) to support budgeting and funding decisions.

USING THE MATRIX

The Prioritization Matrix is a dynamic tool designed to support decision-making and guide implementation. City staff, elected officials, developers, and community partners can use it to:

- » Inform annual budgeting and Capital Improvement Plans (CIP)
- » Monitor progress on key initiatives and track performance metrics
- » Align development proposals with City goals and infrastructure priorities
- » Identify and pursue funding opportunities and public-private partnerships
- » Adapt strategies in response to emerging needs and changing conditions

As Port Lavaca implements this Plan, the matrix will remain a flexible and responsive implementation tool. It should be reviewed regularly and updated through a monitoring & evaluation process to reflect completed actions, evolving priorities, and new opportunities. This ensures the City stays focused on long-term sustainability while remaining agile in the face of change.



Port Lavaca Boardwalk

RECOMMENDATION MATRIX

- » FINAL VERSION WILL ALIGN TO GUIDING PRINCIPLES
- » RESPONSIBLE PARTY, TIMELINE, AND FUNDING SOURCES TO BE UPDATED

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
PARKS					
Typology & Amenities					
Issue an open call to churches and other houses of worship in North Port Lavaca that have active recreation facilities on their grounds; establish partnerships to spread awareness of the facilities and provide access for residents of recreationally underserved neighborhoods.	City	Comprehensive Plan, Parks Master Plan	★★★★	\$	CIP
In recreationally underserved areas, prioritize active recreation amenities in any new parks over five acres constructed north of SH 35; at that time, allow for public input to guide which amenities are introduced.	Civil Engineer, Landscape Architect, City	Comprehensive Plan, Parks Master Plan	★★	\$	CIP, Public/Private, TPWD Grant
Functional Classification					
Establish a City policy of developing pocket parks sparingly, such as for Downtown plazas	City	Comprehensive Plan, Parks Master Plan	★★★	\$	CIP
Identify floodplains, wetlands, easements, and distressed properties adjacent to existing pocket parks that could be used to expand park footprints	Civil Engineer, Environmental Engineer, Landscape Architect, Planner, City	Environmental Reports, Comprehensive Plan, Parks Master Plan	★★	\$	CIP
Level of Service					
Prioritize development of a neighborhood park or larger, ideally a community park, north of SH 35 in the vicinity of Lynn Bayou	Landscape Architect, Planner, City	Comprehensive Plan, Parks Master Plan	★	\$	CIP, Public/Private, TPWD Grant
Prioritize development of a neighborhood park or larger along the southeast waterfront	Landscape Architect, Planner, City	Comprehensive Plan, Parks Master Plan	★	\$	CIP, Public/Private, TPWD Grant
Prioritize development of a neighborhood park or larger Between US 87 and W Austin	Landscape Architect, Planner, City	Comprehensive Plan, Parks Master Plan	★	\$	CIP, Public/Private, TPWD Grant

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Park Development Long-Range Targets					
Bring Faye Bauer Sterling Park into Phase 2	Civil Engineer, Landscape Architect, City	Comprehensive Plan, Parks Master Plan	★★	\$\$	CIP, Public/Private, TPWD Grant
Begin phased rehabilitation of George Adams Park, with the goal of reaching Phase 2 by 2035	Landscape Architect, Planner, City	Comprehensive Plan, Parks Master Plan	★★	\$	CIP, Public/Private, TPWD Grant
Initiate Phase 1 improvements for undeveloped park sites, especially Substation Site A and the Kitchen tract	Civil Engineer, Environmental Engineer, Landscape Architect, City	Comprehensive Plan, Parks Master Plan	★★★	\$\$	CIP, Public/Private, TPWD Grant
Park Maintenance Long-Range Targets					
Maintain Level 3 maintainance minimum for all parks/areas with recreational amenities, including playgrounds	City	Comprehensive Plan, Parks Master Plan	★★★	\$\$\$	CIP, Public/Private, TPWD Grant, Donations, Other Grants
Maintain Level 2 mainainance for high-traffic parks at the community park level or higher, including any park hosting league play	City	Comprehensive Plan, Parks Master Plan	★★★	\$\$\$	CIP, Public/Private, TPWD Grant, Donations
Maintain Level 1 maintainance for Downtown and regional parks	City	Comprehensive Plan, Parks Master Plan	★★	\$\$	CIP, Public/Private
Maintain Level 3 maintainance minimum for trailheads - see trails chapter	City	Comprehensive Plan, Parks Master Plan	★★	\$\$	CIP, Public/Private
Reduce costs by using native, drought-tolerant landscapes	City, Landscape Architect	Parks Master Plan	★★	\$	CIP, Public/Private, TPWD Grant
Conduct a feasibility and staffing study to determinbe the resources needed to bring four existing parks into Level 2 by 2035	City	Comprehensive Plan, Parks Master Plan	★★	\$	CIP, Public/Private, TPWD Grant
Codify minimum standards for new parks, including private parks within future masterplanned communities	City, Landscape Architect, Planner	Comprehensive Plan, Parks Master Plan	★★★	\$	CIP, Public/Private, TPWD Grant

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
TRAILS					
Paddle Trails					
Formally express interest in the Texas Paddling Trails program via Texas Parks and Wildlife's Nature Tourism Program	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP
Apply for the Texas Paddling Trails Program Community Application for Assistance	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP
Upon completion of the breakwater project, commission a Water Trail Assessment to determine the experience level for a shoreline paddle trail along previously identified alignments	City, Landscape Architect, Environmental Engineer	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP, Public/Private, TPWD Grant
Identify City- and partner-owned waterfront sites that could host paddle-focused amenities	City, Landscape Architect, Environmental Engineer	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP, Public/Private, TPWD Grant
Budget for the purchase, instalation, and maintainage of one kayak launch annually, beginning with existing public boat ramps and shoreline access sites	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP
Regional & Heritage Trails					
Establish a working group through the local Council of Governments or form a standalone group to explore the feasibility of a regional trail system from Victoria to Port Lavaca to Powderhorn State Park and Port O'Connor	City, Landscape Architect, Planner	Comprehensive Plan, Parks Master Plan	★ ★ ★ ★	\$	CIP, Public/Private, TPWD Grant, Other Grants
In addition to partner communities, coordinate with TXDOT, Union Pacific, and utility providers to study easement opportunities for off-street trails	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP
Submit historic sites and community events to Texas Time Travel, part of the Texas Historical Commission, to be featured online and on the organization's trip planning app	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP, Public/Private, TPWD Grant, Other Grants
Coordinate with Calhoun County and TXDOT's Support Services Division to install signage along key roadways leading to Port Lavaca	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP, Public/Private, TPWD Grant, Other Grants

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Coordinate with the City of Port O'Connor and Texas Parks and Wildlife to bring the City and Powderhorn State Park into the existing trail network	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP, Public/Private, TPWD Grant, Other Grants
Neighborhood Trails & Linkages					
Consult with Union Pacific about constructing pedestrian bridges over their active tracks at key locations	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP, Public/Private, TPWD Grant, Other Grants
Continue to coordinate with Union Pacific about acquiring the unused portion of tracks leading into Downtown and express interest in acquiring the southern spur should the opportunity arise	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP, Public/Private, TPWD Grant, Other Grants
Consult with TXDOT about constructing pedestrian bridges over SH 35 at key locations	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP, Public/Private, TPWD Grant, Other Grants
Consult with TXDOT about developing off-street trails within the ROW of SH 35	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP, Public/Private, TPWD Grant, Other Grants
Identify and map the locations of all undeveloped City-owned properties, floodplains, and utility easements - relative to parks, schools, and neighborhoods - to determine possible additional trail linkages	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP
Budget for ±3.6 miles of local linkages annually	City	Parks Master Plan	★ ★ ★	\$	CIP

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
EVENTS, PROGRAMS, & PLACEMAKING					
Leveraging Assets					
Issue an open call to local landowners to explore interest in establishing a private paintball, airsoft, or dirtbike park.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
In coordination with the Parks Board, TIRZ Board and/or Port Lavaca Economic Development Corporation, establish a small business grant and support program that could: - Partially fund site assessments or designs for prospective sites - Contribute to basic renovations or site improvements - Provide advertising and promotion - Negotiate for voluntary public park areas, trail easements, or coastline dedication	City	Comprehensive Plan, Parks Master Plan	★ ★ ★ ★	\$\$	CIP, Public/Private, Other Grants
Recreational Programming					
Budget for a director level hire. Work with City Council to initiate the process of establishing a Parks and Recreation Department	City, Planner	Comprehensive Plan, Parks Master Plan	★ ★ ★ ★	\$\$\$	CIP, Public/Private, TPWD Grant, Other Grants
Work with City Council to initiate the process of establishing a Parks and Recreation Department	City, Planner	Comprehensive Plan, Parks Master Plan	★ ★ ★ ★	\$\$\$	CIP, Public/Private, TPWD Grant, Other Grants
Identify expanded partnership opportunities with the YMCA, such as swim lessons and aquatic safety	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP, Public/Private
Explore partnership opportunities to use vacant public property for semi-permanent uses like bouldering/climbing, paintball, or airsoft.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP, Public/Private
Coordinate with Calhoun County ISD and Calhoun County Library to explore esports	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP, Public/Private

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Update the City website to better showcase the City's parks including new photography, consistent naming and addressing, "sort by features" functionality, and all reservation/cost information and links	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Update the City website better to connect users to County- and TPW-managed facilities	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Issue an open call to churches, private rec centers, and other entities that have indoor recreation facilities, youth sports, afterschool/daycare, and seniors events on their grounds	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Establish partnerships via 380 agreement to spread awareness of the facilities and provide access for residents at a fraction of the cost of a flagship recreation center	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP
Commission a Community Center Master Plan that provides an initial feasibility study and design program	City, Planner, Landscape Architect	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$\$	CIP
Incorporate features that can allow this facility to act as an emergency shelter during severe weather events.	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$\$	CIP
Include commercial kitchen equipment in recreational centers; this opens potential to utilize space as a resilience hub during disaster events or to earn revenue by renting out space for events.	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$\$	CIP
Co-locate indoor recreation space with libraries, public health clinics, or parks/trail networks to increase benefits.	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	CIP
In coordination with the EDC and ISD, conduct a STEM feasibility study focused on Esports and Makerspaces.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Special Events					
Enhance/evaluate the rotating seasonal event schedule, ensuring at least one major community event per quarter, such as a winter holiday market, spring art fair, summer concert series, and fall harvest festival.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$\$	Operating Budget
Develop partnerships with local schools and organizations to host a youth-focused gathering or event.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Develop partnerships with local organizations to host a senior-focused gathering or event.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Provide affordable vendor spaces at community events, allowing local entrepreneurs to showcase their products and services to a wider audience.	City	Comprehensive Plan, Parks Master Plan	★	\$	Operating Budget
Poll community interest in a seasonal, monthly farmer's market. If interest is strong, identify a location with sufficient infrastructure that is appealing to residents and visitors alike.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Increase marketing and promotion of programs and special events	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Create and launch a Block Party Trailer that can be rented for neighborhood events. The Trailer can be delivered upon request and will include movable seating, tables, yard games, and other useful celebration materials for neighborhood (not private) events.	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Launch a collaboration with the School District to create a Community Event Committee to link student volunteers, who need community volunteer hours, with the City's events team to provide outreach assistance, setup, cleanup, and event staffing.	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	Operating Budget

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Implement a “Patio Night Series” featuring live music, art walks, and open-air dining experiences at least once per month. Restaurants or establishments without outdoor dining facilities would be invited to activate a few parking spaces outside their area, or other nearby spot, in a City-approved configuration.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Develop a promotional campaign with digital marketing, social media highlights, and printed event guides to increase event awareness and attendance.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Offer vendor and sponsorship incentives for local businesses to participate in festivals, ensuring at least 10 new sponsor or vendor participants in City-hosted events per year.	City	Comprehensive Plan, Parks Master Plan	★ ★	\$	Operating Budget
Commission a Tourism Strategic Plan	City Planner	Comprehensive Plan, Parks Master Plan	★ ★ ★ ★	\$\$	CIP, Public/Private, TPWD Grants
Comfort & Image					
Define clear, formal entry points and boundaries with signage, gateway elements, pavement changes, or landscape features.	City, Landscape Architect	Parks Master Plan	★ ★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Consolidate informal trails by converting the feasible and most-used into formal paths and decommissioning the rest with vegetation or barriers.	City, Landscape Architect	Parks Master Plan	★ ★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Install low-cost guidance elements (bollards, fencing, landscaping) to direct visitors toward desired areas and limit access to sensitive zones	City, Landscape Architect	Parks Master Plan	★ ★	\$	CIP, Public/Private, TPWD Grants, Other Grants
Continue to utilize controlled vehicle access protocols, such as lockable gates or collapsible bollards for after-hours security and event management.	City, Landscape Architect	Parks Master Plan	★ ★	\$	CIP, Public/Private, TPWD Grants, Other Grants

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Place benches, bridges, and gathering areas so they are visible from main circulation routes	City, Landscape Architect	Parks Master Plan	★ ★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Install dark sky-friendly lighting along high-use corridors, including parking lots, pavilions, and park entries; consider solar-powered or motion-activated fixtures in naturalized areas to reduce operational costs.	City, Landscape Architect	Parks Master Plan	★ ★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Establish park identity with consistent branding and wayfinding, starting with the parks and drinking themes identified in the Waterfront Master Plan.	City, Landscape Architect	Parks Master Plan	★ ★ ★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Program parks intentionally with recurring events to reinforce legitimate occupancy and passive surveillance.	City	Parks Master Plan	★ ★ ★	\$	CIP, Public/Private, Other Grants
Review the systemwide maintenance standard specifying routine cycles for mowing, litter removal, restroom cleaning, graffiti abatement, and vegetation trimming.	City	Parks Master Plan	★ ★ ★	\$	CIP, Public/Private, TPWD Grants, Other Grants
Identify high incident location and create a rapid-response protocol (24–72 hours) for graffiti, vandalism, and damaged infrastructure.	City	Parks Master Plan	★ ★	\$\$	Operating Budget, CIP, Other Grants
Implement asset management software to track condition, repairs, and lifecycle replacement schedules.	City	Parks Master Plan	★ ★ ★	\$\$	Operating Budget, CIP, Other Grants
Where vandalism is recurring, replace vulnerable materials with high-durability options (steel, anti-graffiti coatings, tamper-resistant hardware).	City	Parks Master Plan	★ ★	\$\$	Operating Budget, CIP, Other Grants
Deploy cameras only in high-traffic or high-incident areas, ensuring signage indicates monitored spaces.	City	Parks Master Plan	★ ★	\$\$	Operating Budget, CIP, Other Grants
Evaluate public Wi-Fi hotspots in major destinations to support real-time communication.	City	Parks Master Plan	★ ★	\$\$	Operating Budget, CIP, Other Grants
Incorporate QR codes for reporting issues, providing maps, and sharing safety tips.	City	Parks Master Plan	★	\$	Operating Budget, CIP, Other Grants

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Work with neighborhood associations to conduct periodic “walk audits” identifying visibility and safety issues.	City	Parks Master Plan	★	\$	Operating Budget
Establish seasonal cooling centers in high-traffic and low-shade parks	City, Landscape Architect	Parks Master Plan	★★★	\$\$\$	CIP, Other Grants
Plant fast-growing native, drought-tolerant shade trees around seating areas, playgrounds, and along trails	City, Landscape Architect	Parks Master Plan	★★★	\$	CIP, Public/Private, TPWD Grants, Other Grants
Install trellises or pergolas and cover them with climbing vines to create natural shade curtains	City, Landscape Architect	Parks Master Plan	★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Replace concrete or asphalt with turf, native grasses, or groundcover to reduce surface temperatures and heat radiation.	City, Landscape Architect	Comprehensive Plan, Parks Master Plan	★★★	\$	CIP, Public/Private, TPWD Grants, Other Grants
Implement stormwater management practices that double as cooling, such as installing shade trees in bioswales or around roadside planters	City, Landscape Architect, Environmental Engineer	Comprehensive Plan, Parks Master Plan	★★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Use high-density polyethylene (HDPE) shade sails over playgrounds, picnic areas, and along trails. These are cheaper, versatile alternatives to solid structures that block up to 98% of UV rays.	City, Landscape Architect	Comprehensive Plan, Parks Master Plan	★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Integrated Playground Shade: When replacing play equipment, prioritize structures with pre-installed shades, which are often more affordable than retrofitting separate structures.	City, Landscape Architect	Comprehensive Plan, Parks Master Plan	★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Replace asphalt with lighter-colored concrete or permeable paving materials to reflect solar energy rather than absorb it.	City, Landscape Architect	Comprehensive Plan, Parks Master Plan	★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Sociability, Uses, & Activities					
Integrate universal design standards into all park infrastructure, including piers, boat launches, and playgrounds. At minimum, ensure ADA compliance is met with all current and future park projects.	City	Comprehensive Plan, Parks Master Plan	★★★★	\$\$\$	CIP, Public/Private, TPWD Grants, Other Grants

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Develop multi-sport athletic complexes that accommodate youth and adult leagues and informal play.	City	Comprehensive Plan, Parks Master Plan	★★★★	\$\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Create flexible indoor and outdoor recreation areas for fitness, wellness, and community programs.	City	Comprehensive Plan, Parks Master Plan	★★★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Design multi-generational recreation areas, including: Youth (playgrounds, splash pads, and skate plazas/features); Adults (fitness stations, jogging trails, and sports courts); Seniors (shaded seating, accessible pathways, and low-impact exercise zones)	City, Landscape Architect	Comprehensive Plan, Parks Master Plan	★★★★	\$\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Conduct an ADA assessment on specified parks to determine what types of retrofits can improve ADA accessibility.	City	Comprehensive Plan, Parks Master Plan	★★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Encourage community participation by involving local organizations, schools, and businesses in event planning and sponsorships.	City	Comprehensive Plan, Parks Master Plan	★★	\$	Operating Budget
Support local businesses through vendor opportunities, pop-up markets, and collaborations with restaurants, breweries, and artisans.	City	Comprehensive Plan, Parks Master Plan	★★	\$\$	Operating Budget
Foster public-private partnerships to expand event funding, sponsorships, and programming.	City	Comprehensive Plan, Parks Master Plan	★★	\$	Operating Budget
Activate underutilized spaces with creative placemaking initiatives, such as food truck courts, live performance spaces, and seasonal/temporary pop-ups/installations.	City	Comprehensive Plan, Parks Master Plan	★★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Install multiuse features (e.g., lawn areas with power stanchions, flexible shade shelters, portable seating) to support varied community events.	City, Landscape Architect	Comprehensive Plan, Parks Master Plan	★★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants
Create small activity nodes every ½–1 mile along long trails (water fountains, fitness stations, picnic pads) to encourage continuous circulation.	City, Landscape Architect	Comprehensive Plan, Parks Master Plan	★★	\$\$	CIP, Public/Private, TPWD Grants, Other Grants

STRATEGY	RESPONSIBLE PARTY	ALIGNING DOCUMENT	IMPACT	COST	FUNDING SOURCE
Develop pop-up activation zones for temporary art, vendor kiosks, or mobile recreation units.	City, Planner	Comprehensive Plan, Parks Master Plan	★ ★	\$	CIP, Public/Private, TPWD Grants, Other Grants
Encourage third-party partners (youth groups, nonprofits, businesses) to host activities through simplified permitting and low-cost use agreements.	City	Comprehensive Plan, Parks Master Plan	★	\$	Operating Budget, Public/Private, Other Grants
Coordinate with schools and youth organizations to host stewardship days and environmental learning programs.	City	Comprehensive Plan, Parks Master Plan	★	\$	Operating Budget, Public/Private, Other Grants
Develop an “Adopt-a-Park” program inviting neighborhoods, businesses, and volunteers to provide support and monitoring.	City	Comprehensive Plan, Parks Master Plan	★ ★ ★	\$	Operating Budget, Public/Private, Other Grants

