



AGENDA REPORT

Parks & Recreation Commission Meeting

TODAY'S DATE: January 12, 2026

MEETING DATE: January 14, 2026

TO: Parks & Recreation Commissioners

FROM: Jason Welker, Planning & Community Development Director

SUBJECT: City Beach RV Park Site: Survey Results, Community Workshop Summary, and Commission Recommendation

PURPOSE OF REPORT:

The purpose of this staff report is to summarize the results of the City Beach RV Park Site community survey and the community engagement workshop held on December 13, 2025, and to request that the Parks & Recreation Commission deliberate on the findings and provide a recommendation to City Council regarding how the City should proceed with the future use of the City Beach RV Park site.

BACKGROUND:

The City Beach RV Park occupies a prominent and highly valued waterfront location within City Beach Park and represents one of the most significant publicly owned recreation assets in the City. As the RV Park infrastructure ages and operational challenges increase, City Council directed staff to evaluate alternative long-term uses of the site and to engage the community in a structured discussion about potential future scenarios.

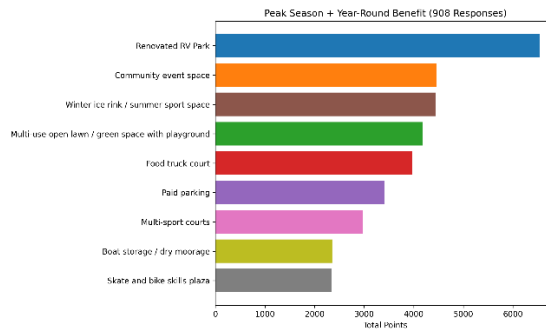
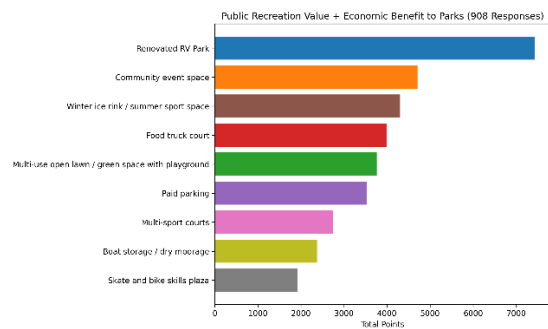
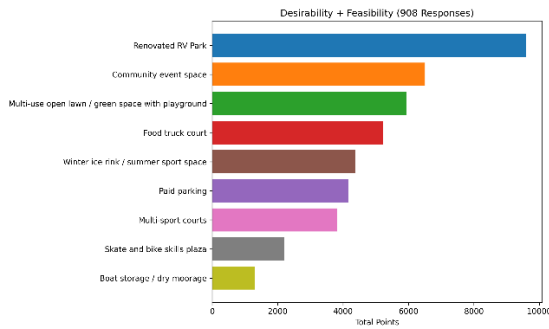
In response, staff conducted a multi-phase public engagement effort consisting of:

- A community-wide survey evaluating a range of alternative uses for the RV Park site using consistent criteria; and
- A facilitated in-person community workshop held on December 13, 2025, focused on discussion, reflection, and qualitative feedback regarding tradeoffs, priorities, and values associated with potential site reuse.

The Parks & Recreation Commission has been closely involved throughout this process and now serves as the advisory body tasked with synthesizing community input and providing a recommendation to City Council.

COMMUNITY SURVEY OVERVIEW AND KEY TAKEAWAYS

The City Beach RV Park Site survey was designed to evaluate a defined set of alternative uses for the site using a consistent set of criteria. A total of 908 responses were received at the time analysis took place. Respondents scored each alternative across multiple factors, including public benefit, alignment with community values, seasonality and year-round use, flexibility, operational considerations, and overall feasibility. Results were then aggregated into overall composite scores for each alternative.



Summary of survey results by evaluation criteria

As part of the survey, respondents evaluated each alternative across three paired sets of criteria. Reviewing the results by criteria pairing provides additional insight into how different uses performed and why certain alternatives ranked higher overall.

Desirability and Feasibility

Across the combined criteria of desirability and feasibility, the Renovated RV Park clearly ranked highest, reflecting strong confidence in its practicality, familiarity, and ease of implementation. Community Event Space and Multi-use Open Lawn / Green Space with Playground followed, indicating that respondents view these alternatives as both attractive and reasonably achievable. Food Truck Court and Winter Ice Rink / Summer Sport Space also scored competitively, though with somewhat lower feasibility perceptions. More specialized or capital-intensive options, such as skate and bike skills plaza or boat storage, ranked lower under this pairing.

Public Recreation Value and Economic Benefit to Parks

When evaluated for public recreation value combined with economic benefit to the Parks system, the Renovated RV Park again ranked highest, reflecting both its revenue-generating capacity and its role within the existing park system. Community Event Space performed strongly, followed by Winter Ice Rink / Summer Sport Space and Food Truck Court, suggesting respondents see these uses as offering meaningful recreation value with some potential for economic contribution. Multi-use Open Lawn / Green Space also scored well for recreation value but more modestly on perceived economic benefit, which affected its relative ranking within this criteria pair.

Peak Season and Year-Round Benefit

Under the combined criteria of peak season and year-round benefit, the Renovated RV Park remained the top-scoring alternative, driven by its established seasonal demand and extended operating period. Community Event Space, Winter Ice Rink / Summer Sport Space, and Multi-use Open Lawn / Green Space followed closely, reflecting strong interest in alternatives that activate the site across multiple seasons or adapt to different seasonal uses. Options with narrower or more specialized seasonal appeal scored lower under this pairing.

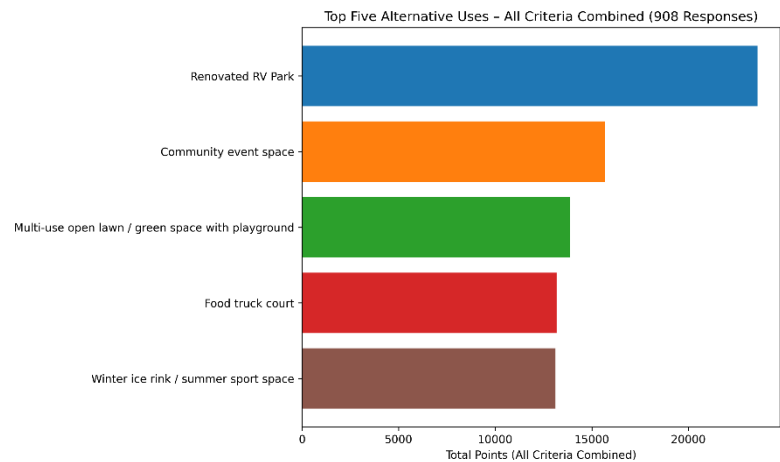
Overall Observation

Taken together, these results show that the Renovated RV Park consistently performed well across all three criteria pairings, while several non-lodging alternatives also scored strongly but with differing strengths depending on the evaluation lens. This reinforces that the survey results reflect tradeoffs between feasibility, revenue, flexibility, and public use, rather than a single dominant preference across all dimensions.

Overall Composite Results

When all criteria were combined, the five highest-scoring alternatives were:

1. Renovated RV Park
2. Community Event Space
3. Multi-use Open Lawn / Green Space with Playground
4. Food Truck Court
5. Winter Ice Rink / Summer Sport Space



The Renovated RV Park alternative received the highest overall composite score by a notable margin. The remaining four top-ranked alternatives are all non-lodging, community-oriented uses, with composite scores that cluster more closely together.

Key Takeaways from the Survey

Several important themes emerge from these results:

- **Strong performance of the existing use when evaluated across all criteria.** The Renovated RV Park scored highest overall, reflecting strong respondent ratings related to familiarity, perceived economic contribution, and feasibility.
- **Significant interest in alternative, non-lodging uses of the site.** Four of the five highest-scoring alternatives involve public gathering, recreation, or programming rather than overnight accommodation. This indicates broad community openness to reimagining the site beyond its current function.
- **Value placed on flexibility and multi-season use.** Alternatives that allow for adaptable programming, seasonal variation, and broad public access—such as community event space, open lawn, food truck court, and seasonal sport uses—consistently scored well.
- **No single alternative dominates community preference.** While one option ranked highest overall, the survey results reflect tradeoffs rather than consensus. Multiple alternatives scored competitively, suggesting that the community recognizes the complexity of the decision and is weighing a range of values rather than expressing a singular directive.

Implications for Decision-Making

The survey results provide a quantitative foundation for evaluating next steps but do not, on their own, prescribe a single outcome. Instead, they highlight a short list of viable, community-supported directions and reinforce the importance of considering how different alternatives align with long-term goals for City Beach Park, public access, and community benefit.

DECEMBER 13, 2025 COMMUNITY WORKSHOP SUMMARY

The December 13th community workshop was structured to move beyond simple preference polling and instead focus on dialogue, reflection, and qualitative insight. Parks & Recreation Commissioners

served as table facilitators, guiding small-group discussions and capturing themes, concerns, and ideas raised by participants.

Key workshop takeaways include:

- **Emphasis on City Beach as a shared civic space.** Participants repeatedly framed the RV Park site as part of a larger, iconic public waterfront and expressed a desire for uses that feel open, welcoming, and clearly “for the community.”
- **Support for flexible, multi-use concepts.** Many participants favored ideas that allow for a mix of activities, seasonal adaptability, and evolving programming rather than a single, highly programmed use.
- **Concerns about exclusivity and privatization.** There was notable skepticism toward options perceived as limiting access or privileging a narrow user group, even if those options offered potential revenue benefits.
- **Appreciation for the deliberative process.** Participants expressed gratitude for the City’s transparent approach and for the opportunity to discuss tradeoffs rather than being presented with a predetermined outcome.

Importantly, the workshop did not produce a single consensus solution. Instead, it provided depth, context, and nuance that help explain *why* certain alternatives resonate more strongly than others and clarified the community values that should guide future decision-making.

SYNTHESIS OF ENGAGEMENT RESULTS:

Taken together, the community survey results and the December 13, 2025 community workshop provide a coherent and complementary picture of public values and priorities related to the future of the City Beach RV Park site.

The community survey offers a quantitative comparison of defined alternatives. When all evaluation criteria were combined, the Renovated RV Park alternative received the highest overall composite score. At the same time, four of the five highest-scoring alternatives (Community Event Space, Multi-use Open Lawn / Green Space with Playground, Food Truck Court, and Winter Ice Rink / Summer Sport Space) represent non-lodging, publicly accessible uses, with relatively close composite scores. This pattern indicates that while the existing use performs well when evaluated across feasibility and familiarity-based criteria, there is also substantial community interest in reimagining the site to support broader public gathering, recreation, and programming.

The community workshop reinforced and added nuance to these findings. Participants consistently framed the RV Park site as part of a larger, iconic public waterfront and emphasized the importance of uses that feel open, flexible, and clearly oriented toward community benefit. Workshop discussions revealed an understanding of tradeoffs among revenue generation, access, operational complexity, and seasonality, and demonstrated that many participants are less focused on selecting a single predefined option than on articulating the values that should guide future decisions.

When viewed together, the engagement results suggest several clear conclusions:

1. **The community recognizes the value of the existing RV Park but is open to change.** The high ranking of a renovated RV park reflects appreciation for its current function, while the strong performance of alternative uses indicates openness to exploring different models.
2. **There is strong support for uses that emphasize public access and shared civic space.** Non-lodging alternatives that support gatherings, recreation, and flexible programming consistently resonated across both the survey and the workshop.
3. **Flexibility and multi-season activation are key priorities.** Alternatives that can adapt over time or provide benefits across multiple seasons performed well in both quantitative scoring and qualitative discussion.

4. **The engagement does not point to a single mandated outcome.** Instead, it provides a short list of viable, community-supported directions and a set of guiding principles that can inform policy, design, and investment decisions.

These findings suggest that the Commission's role is not to select a "winning" option based solely on survey rankings, but rather to interpret the engagement results holistically and recommend a path forward that aligns community values, long-term park planning objectives, and the City's stewardship responsibilities for City Beach Park.

FINANCIAL CONSIDERATIONS AND IMPLEMENTATION REALITIES

In formulating a recommendation to City Council, the Parks & Recreation Commission should also consider the financial and implementation realities associated with potential changes to the City Beach RV Park site. While the survey and community workshop provide valuable insight into public preferences and values, the feasibility of any alternative is closely tied to available funding, ongoing revenue, and timing certainty.

Existing Funding Commitments

The City currently has a \$950,000 grant awarded specifically for renovation of the existing RV Park, along with \$50,000 in Parks Capital Improvement funds allocated to that project. These funds are tied to the continuation of the RV Park use and are not available for alternative site uses. If the City elects to pursue a non-RV use, this funding would no longer be applicable, and replacement funding sources have not yet been identified.

Ongoing Revenue from the RV Park

The existing City Beach RV Park generates approximately \$80,000 per year in net revenue, which is deposited into the Parks Capital Improvement Fund and supports reinvestment across the park system. Most alternative uses identified in the survey, such as community event space, open lawn, or seasonal recreation, are not guaranteed to generate revenue, and in some cases could introduce additional operational or maintenance costs.

Absent new revenue mechanisms (e.g., user fees, concessions, lease arrangements, or partnerships), transitioning away from the RV Park would reduce a reliable funding source currently supporting Parks capital improvements.

Uncertainty Around Alternative Funding Sources

While some survey respondents and workshop participants suggested that alternative uses could be supported through partnerships or contributions associated with the adjacent hotel project, no formal commitment or funding proposal has been made to date.

Although the property owners have submitted a building permit application for the hotel, application fees totaling approximately \$210,000 have not yet been paid. Under City code, the applicant has 180 days from submittal to pay these fees. Until payment is made, there is no guarantee that the project will move forward or that construction will commence.

As of the date of this report:

- No formal offer has been made to fund alternative uses of the RV Park site;
- It is unclear whether private funding would be available, or in what amount; and
- The City does not have an identified funding strategy to replace the RV Park renovation grant or the annual net operating revenue if the RV Park is removed.

Implications for the Commission's Recommendation

These financial realities do not preclude consideration of alternative uses, but they do affect timing, risk, and implementation strategy. Any recommendation to City Council should clearly acknowledge:

- The tradeoff between pursuing community-desired alternatives and retaining existing funding and revenue streams;
- The uncertainty of relying on future or speculative funding sources; and
- The potential need for a phased, conditional, or hybrid approach that preserves financial flexibility while allowing continued exploration of alternatives.

Recognizing these constraints will help ensure that the Commission's recommendation is both responsive to community input and grounded in fiscal responsibility, and will provide City Council with a clear understanding of the financial implications associated with each potential path forward.

COMMISSION RECOMMENDATION – FRAMING OPTIONS FOR CONSIDERATION:

The Parks & Recreation Commission is asked to consider the community engagement results, survey outcomes, and financial and implementation realities summarized in this report and to forward a recommendation to City Council regarding how the City should proceed with the City Beach RV Park site.

Staff does not recommend a specific use for the site. Instead, staff offers the following approaches for framing a recommendation, recognizing that the Commission's role is to interpret community input in light of fiscal responsibility, implementation feasibility, and long-term stewardship of City Beach Park.

Option A: Recommend Proceeding with RV Park Renovation While Continuing Long-Term Planning

Under this approach, the Commission could recommend that City Council proceed with renovation of the existing RV Park, recognizing that it ranked highest overall in the survey and that dedicated grant funding and ongoing net revenue are currently tied to this use.

Such a recommendation could also include direction to:

- Incorporate design or operational improvements that enhance public access, aesthetics, or integration with the broader City Beach Park; and
- Commit to continued long-term planning or reevaluation of the site as funding opportunities, partnerships, or community priorities evolve.

This approach emphasizes near-term financial certainty while preserving future flexibility.

Option B: Recommend Continued Evaluation of High-Scoring Alternative Uses Prior to Committing Capital Funds

Under this approach, the Commission could recommend that City Council defer major investment decisions and direct staff to further evaluate one or more of the highest-scoring alternatives identified in the survey.

This could include:

- Concept-level design and cost analysis for select alternatives;
- Identification of potential revenue mechanisms, partnerships, or phased implementation strategies; and
- Clarification of funding options to replace or supplement existing RV Park grant funding.

As an example, staff obtained a preliminary, budgetary estimate for a seasonal outdoor ice rink with summer sport or event use, which indicates that capital costs for alternative uses may be significant and would require funding strategies that are not currently identified. This information is provided to illustrate the scale and complexity of some alternatives rather than to advocate for a specific outcome.

Option C: Recommend a Phased or Hybrid Strategy Focused on Flexibility and Risk Management

Under a phased or hybrid approach, the Commission could recommend that City Council pursue interim or partial actions that:

- Maintain the City's ability to continue RV operations and associated revenue in the near term; while
- Allow further exploration of alternative or complementary uses, such as seasonal recreation or event programming, if and when funding becomes available.

This approach recognizes both the community's interest in broader public uses and the current uncertainty surrounding alternative funding sources.

Staff Request

Staff requests that the Parks & Recreation Commission deliberate on these approaches (or others it deems appropriate) and forward a clear recommendation to City Council that reflects community input, acknowledges financial realities, and provides direction on how the City should balance near-term investment decisions with long-term planning for the City Beach RV Park site.

ACTION:

The Parks & Recreation Commission is asked to review the information presented in this report and take action by forwarding a recommendation to City Council regarding how the City should proceed with the City Beach RV Park site.

To assist the Commission, the following **sample motions** are provided for consideration. These motions are examples only and may be amended or combined at the Commission's discretion.

Sample Motion A – Proceed with RV Park Renovation and Future Reevaluation

Motion: I move that the Parks & Recreation Commission recommend to City Council that the City proceed with renovation of the City Beach RV Park utilizing currently secured funding, while directing staff to incorporate design or operational improvements that enhance public access and community benefit and to periodically reevaluate the site's long-term use as funding opportunities and community priorities evolve.

Sample Motion B – Recommend a Specific Alternative Use for the Site

Motion: I move that the Parks & Recreation Commission recommend to City Council that the City pursue **[insert specific alternative use]** for the City Beach RV Park site, based on the results of the community survey and workshop, and direct staff to begin concept-level design, cost analysis, and identification of potential funding and partnership strategies necessary to implement that alternative.

Examples of specific alternatives may include, but are not limited to: community event space; multi-use open lawn and green space; food truck court; seasonal ice rink with summer sport or event use; or a combination of these uses.

Sample Motion C – Defer Major Investment and Further Evaluate Alternatives

Motion: I move that the Parks & Recreation Commission recommend to City Council that the City defer major capital investment in the City Beach RV Park site and direct staff to further evaluate one or more of the highest-scoring alternative uses identified through community engagement, including concept-level design, cost estimates, and potential funding or partnership strategies, prior to making a final decision.

Sample Motion D – Pursue a Phased or Hybrid Strategy

Motion: I move that the Parks & Recreation Commission recommend to City Council that the City pursue a phased or hybrid approach for the City Beach RV Park site that maintains RV operations and associated revenue in the near term while continuing to explore and plan for complementary or alternative uses as funding becomes available.

ATTACHMENTS: