Letters of Support

Letters of support for the Strategic Plan were provided by several organizations that were involved in the Strategic Master Plan process and are included in this section. The organizations include:

- City of Fairfax Planning Commission
- City of Fairfax Community Appearance Committee
- City of Fairfax School Board
- Fairfax Little League
- City of Fairfax Senior Center Council
- Spotlight on the Arts
- Fairfax Police Youth Club
- Independence Day Celebration Committee
- Northern Virginia Regional Park Authority
- George Mason University
- Commission on the Arts

Emails

City of Fairfax Planning Commission

From: Paul Cunningham
Sent: Tuesday, June 10, 2014 3:40 PM
To: McCarty, Michael
Subject: Re: Strategic Plan

Mike,

Most of my support of the Parks master planning process has been verbal in Planning Commission meetings over the years supporting the CIP, with Council members and board and commission members, with PRAB representatives, and with city residents who I ended up in conversation with. I have also attended outreach meetings in the master planning outreach process as well as your public presentations. I have been impressed with the conduct of the Parks master planning process throughout the endeavor.

My last public outreach activity: As you know, the Planning Commission and Board of Architectural Review met with the new City Council in an offsite work session this past Saturday. (Right after PRAB met with them.) My first remarks after the introduction of both groups members were to commend the Parks and Recreation staff, PRAB and the contractor for the conduct of a superior process that has produced an excellent result. I made these remarks in admiration for the work you all have done. I also made them to use your example as a model I would hope the City, Zoning Ordinance rewrite task force, and Comprehensive Plan review groups will use, especially the public outreach process. I think the dividends your master plan is producing are exceptionally valuable to the City of Fairfax and all of its residents. I whole heartedly support the adoption of the Parks Master Plan by the City Council.

Thank you for a job well done.
Paul Cunningham, Chair
Planning Commission and Board of Architectural Review.
Community Appearance Committee

From: Kirk Holley
Sent: Tuesday, June 03, 2014 7:19 PM
To: Mayor & Council
Cc: McCarty, Michael; Knapp, Brian; Sanders, Stacy
Subject: Park and Recreation Strategic Master Plan

Mr. Mayor and Council Members,

The Community Appearance Committee has carefully reviewed and considered the work and recommended strategies in the draft of the Park and Recreation Strategic Master Plan. We find the document thoughtful and an excellent first effort for the long term strategic planning by the staff and for the Park and Recreation Advisory Board. In particular we applaud the outreach process. Your support of this project is to be commended. This type of planning provides a foundation for the efficient use of resources and while it is often difficult to politically support the financing of planning it is truly money well spent. We hope this plan and process is a model for other future planning work throughout the city. Thanks and congratulations go to you, the staff, the consultants and the engaged citizenry.

The Community Appearance Committee fully endorses the Park and Recreation Strategic Master Plan.

Kirk Holley, Chairman
City of Fairfax School Board

From: Janice Miller  
Sent: Tuesday, June 03, 2014 4:58 PM  
To: Stombres, Steven; Meyer, David; Loftus, Nancy; Miller, Janice; Drummond, Daniel; Greenfield, Jeff; DeMarco, Michael; Schmidt, Eleanor; Silverthorne, Scott  
Cc: Noonan, Peter; Brian Knapp; McCarty, Michael  
Subject: Parks and Recreation Strategic Master Plan  
Importance: High

Mayor and City Council:

The City of Fairfax School Board has reviewed the items in the Parks and Recreation Strategic Master Plan relating to schools. We are pleased to be included as sharing responsibility for any future plans that might impact our schools, and we understand the priorities that the Plan has identified.

Preparation of the Strategic Master Plan has been a huge undertaking on the part of the Parks and Recreation Department, the Parks and Recreation Advisory Board, the consultants, and our entire community. We commend their work and look forward to the implementation of the Plan as a guidepost for maintaining and improving our wonderful parks, facilities, and programs.

We are looking forward to working with all city officials on the next step of the strategic plan.

Sincerely,

Janice Miller, Chairman  
City of Fairfax School Board

Fairfax Little League

On Jun 3, 2014, at 4:14 PM, "Lisa Alecxih" wrote:

Mayor Silverthorne and City Council Members,

Fairfax Little League endorses the City's Strategic Plan and the process and direction it lays out. We look forward to continuing to partner with the City to make improvements to the baseball fields at Thaiss, Providence, and Rodio. We appreciate all the City has done to support the facilities we rely upon to provide a quality program for the youth of this area.

Lisa Alecxih

President, Fairfax Little League Board  
703-362-7073, president@fairfaxll.org  
visit us at www.fairfaxll.com
Fairfax Senior Center Council

From: Gail Wade
Sent: Monday, June 02, 2014 2:03 PM
To: Mayor & Council; Miller, Janice
Cc: McCarty, Michael; Brian Knapp
Subject: Endorsement

Dear Mayor Silverthorne and City Council Members:

On behalf of the City of Fairfax Senior Center Council (CFSCC), the purpose of this letter is to endorse those elements of the Strategic Master Plan for City Parks, Recreation, Trails, Open Space, Events and Cultural Activities relevant to the considerations that affect our older residents.

The proposed master plan has been needed for a long time. We appreciate the dedicated effort led by Michael McCarty, Director of Parks and Recreation, and the Parks and Recreation Advisory Board (PRAB). The plan is comprehensive, inclusive and strategic.

From the perspective of meeting the needs of the older resident population, a multi-faceted perspective, CFSCC is especially pleased to note:

- The recognition of the Senior Center (CFSC) and Green Acres as big and important issues. We agree. The City has begun to develop a reputation for planning for our seniors—the time is now to further develop that commitment.
- Recommendations for planning for the near-term for senior programming and place as well as longer term planning for eventual needs.

*Various groups in the City have developed very successful partnerships with neighbors and corporate entities: these can be templates for furthering the partnership opportunities with the CFSC.

* We applaud the work to rebrand the City Department of Parks and Recreation to include cultural activities including the arts, learning about history, developing talents, etc., and to ensure an eye to all ages.

*Hopefully, if there is a need for additional staffing, you will hold all accountable to expanded and improved outcomes so that it is clear that the ROI warrants expansions.

We see this draft strategic plan and the work that will ensure as active steps toward ensuring that we are and will be into the future the best little City in which to raise a family and to grow older.

Yours sincerely,    Gail Wade, Chairman
Spotlight on the Arts

June 8, 2014

The Honorable R. Scott Silverthorne and City Council
10455 Armstrong Street
Fairfax, Virginia 22030

Dear Mayor Silverthorne and City Council Members:

On behalf of the Board of Directors of Fairfax Spotlight on the Arts, Inc., the purpose of this letter is to endorse those elements of the Strategic Master Plan for City Parks, Recreation, Trails, Open Space, Events and Cultural Activities relevant to the cultural considerations.

The proposed master plan has been needed for a long time. We appreciate the dedicated effort led by Michael McCarty, Director of Parks and Recreation, and the Parks and Recreation Advisory Board (PRAB) led by Brian Knapp. The plan is comprehensive, inclusive and strategic.

From a cultural perspective, Spotlight on the Arts is especially pleased to note:

- Listing of “Cultural Arts” as a Big Issue. We agree. The City has increasingly become known as a supporter of the arts, with robust programming. It’s time to take the next steps.
- Recommendations for the City’s cultural arts program as noted on the chart “Cultural Arts.”
  - The relationship between the Commission on the Arts and Spotlight on the Arts provides opportunities for synergy.
  - Our Spotlight on the Arts program is already a very successful partnership with George Mason University, both from perspective of producing our annual spring festival as well as a vibrant scholarship program. It can serve as a model for additional partnership efforts.
  - It’s definitely time to rebrand the Parks and Recreation Department with the addition of “Cultural Arts” or some similar name. It performs that function now, let’s acknowledge it. There should be no need to wait 3 – 5 years for a name change. Do it now!
  - Hopefully, the phrasing “Determine appropriate staff time allocated all Cultural Arts Programs” is not intended to be negative, but rather the appropriate staffing needed for programming.

5 The initial hire of current staff member that supports Spotlight on the Arts was predicated on concept that position was part-time and of that the estimated support to Spotlight was 25% of the part-time spread over the year (recognizing that it would peak in preparation for, and execution of, annual spring festival. Certainly a very modest commitment!

FAIRFAX SPOTLIGHT ON THE ARTS, INC.
Sponsored by the City of Fairfax in cooperation with George Mason University and Northern Virginia Community College
10455 Armstrong Street • Suite 123 • Fairfax, VA 22030 • 703/352-ARTS • Fax: 703/246-6321
E-mail: spotlight@fairfaxva.gov • Website: www.fairfaxspotlight.org
The recommendation of a community theater requires considerable thought. When the auditorium for Lanier Middle School was approved by a prior council, it was with the explicit understanding that it was for community use as well. In realistic terms, that has happened. Perhaps this should be explored as the short term step to address theater need.

Yours sincerely,

[Signature]
Johnny Mason
President

Cc: Brian Knapp, Chairman, Parks and Recreation Advisory Board
Geoffrey K. Seffens, Chairman, Commission on the Arts
Robert Sisson, City Manager
Michael McCarty, Director, Department of Parks and Recreation
Board of Directors, Fairfax Spotlight on the Arts
Appendix G – Letters of Support

Fairfax Police Youth Club

Mayor Silverthorne
City Council Members

Re: Parks and Recreation Strategic Master Plan

Dear Mayor and City Council Members:

I wanted to provide you with FPYC’s support of the City of Fairfax Parks and Recreation Department’s Strategic Master Plan. The Strategic Plan is a great step forward by the City to enhance, expand and maintain the field and gym space utilized by FPYC, and it also has a forward view in being able to meet additional needs that FPYC has for softball fields, rectangle fields, gyms and a track. We are eager to work with the City as a partner over the course of this Strategic Plan.

The Strategic Plan is a full service plan for the community and FPYC will only benefit from the approval and implementation of a plan that will be able to deliver facilities, programs and services to our community.

Thank you again for your consideration and approval of the Strategic Plan.

Mark R. Machen
President

Fairfax Police Youth Club (FPYC) is a non-profit organization dedicated to the advancement of leadership, sportsmanship and physical fitness, while encouraging and providing opportunities for youth to participate in a variety of sports.

Fairfax Police Youth Club  P.O. Box 537  Fairfax, VA 22038
Appendix G – Letters of Support

Independence Day Celebration Committee

June 3, 2014

Dear Mayor Silverthorne and City Council Members:

On behalf of the Independence Day Celebration Committee (IDCC), I would like to support the goals, objectives and strategies of the Strategic Master Plan for City Parks, Recreation, Trails, Open Space, Events and Cultural Activities specifically related to special events.

- The IDCC supports the City’s efforts to provide a balance of events to meet the ever changing needs of the City of Fairfax.
- The IDCC recognizes the City’s special events bring people into the City and identifies the City as a unique sense of place. We support evaluating the current special events to modify or add events to increase economic impact, tourism and community unity.
- The IDCC supports embracing the diverse population and cultures in the region in events and program offerings.
- The IDCC fully supports development of an event web/smart phone application to enhance participants' experiences at major events.
- The IDCC is supportive of the City conducting an economic impact study of the major special events to ensure the Department captures the true financial benefit of major events and tourism.
- The IDCC supports implementing a more accurate accounting system of revenue and expenses for the Parks and Recreation Department to better identify the true cost/benefit of each event, activity or program.
- The IDCC supports exploring sponsor relationships and applying them to events.

We feel the draft strategic plan will serve as a guide for the Department of Parks and Recreation to address the issues that were identified in the planning process and continue to make the City of Fairfax a wonderful place to live, work and visit.

Sincerely,

Beverly Myers, Chairman - IDCC
June 3, 2014

Mayor Scott Silverthorne and City Council members
City Hall
10455 Armstrong Street
Fairfax, VA 22030

RE: Our Park, Our Future Strategic Plan

Mayor Silverthorne and City Council members,

On behalf of NOVA Parks (Northern Virginia Regional Park Authority), I would like to commend the City for developing a great strategic plan for your parks and recreation. No document is more important to growth and development of an agency than a thoughtfully constructed strategic plan like this.

We work closely with your Department of Parks and Recreation on a wide range of issues, and we look forward to continuing and building on this collaboration. The focus on regional partnership in the strategic plan is particularly strong. In the Northern Virginia region, where jurisdictions, organizations and facilities are all in close proximity to each other, regionalism is the key to success. For 55 years, we have been operating under the principle that we can serve the public better if we approach the challenge from a cooperative and regional perspective.

Specifically, we are partnering with the City on providing aquatic facilities, in cross promoting facilities and programs, at special events and on regional trail issues. We look forward to expanding our partnership in these areas and to developing new partnerships in other areas. The trail connection under Pickett Road is one example of where a focus on regional partnership can bear great benefits for the City. NOVA Parks has acquired grants and funding for this project and is leading the effort to engineer, permit and build this needed connection.

In the coming years, as this forward-looking plan is implemented, we hope to partner

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<th>City of Alexandria</th>
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<th>Loudoun County</th>
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<tr>
<td>David M. Pricker</td>
<td>Paul Fegron</td>
<td>Stella Kosh</td>
<td>Brian D. Repp</td>
<td>Barry D. Boucher</td>
<td>John G. Roros</td>
</tr>
</tbody>
</table>
with the City in exciting new ways and helping to deliver to the citizens of the City of Fairfax access to parks, open space and great programs.

Best wishes,

[Signature]

Paul Gilbert
Executive Director

c: Art Little, NOVA Parks Board Member
   Brian Knapp, NOVA Parks Board Member
   Michael McCarty, City of Fairfax Director of Parks & Recreation
Appendix G – Letters of Support

Commission on the Arts

To: Mayor Scott Silverthorne and City Council Members
From: Randolph H. Lytton, Vice-chair of the City of Fairfax Commission on the Arts
Subject: Support of the Parks and Recreation Strategic Master Plan
Date: June 3, 2014

The Commission on the Arts (COA) offers its strong endorsement of the Strategic Master Plan for City Parks, Recreation, Trails, Open Spaces, Events and Cultural Arts proposed by the Department of Parks and Recreation and its Parks and Recreation Advisory Board. It is a very thoughtful and comprehensive approach to strengthening the already outstanding parks and recreation in the City of Fairfax.

The Commission on the Arts is especially pleased to support the Department of Parks and Recreation’s emphasis on the Cultural Arts.

- We look forward to coordinating the COA Strategic Plan with the Department of Parks and Recreation.
- We think that the Art in the Parks Program is a fine public art initiative for serving the City of Fairfax community and its visitors.
- Partnering with George Mason University to promote the cultural arts will only strengthen our shared commitment to offering artistic opportunities for all to enjoy.
- The rebranding of the Department to include “Cultural Arts” in the name will enhance the status of the cultural arts within the City of Fairfax. In time we look forward to the creation of a Department of Cultural Arts within the City.
- The COA recognizes the need for adequate budget funding and staff time support for effective cultural arts programs.
- A community theater will significantly increase the City’s cultural offerings and the pride that we all have in our shared vision for the cultural arts.

Sincerely

Dr. Randolph H. Lytton
Vice-chair of the City of Fairfax Commission on the Arts
Appendix G – Letters of Support

George Mason University

Facilities and University Life
4400 University Drive, MS 2C1
Fairfax, VA 22030

2 June 2014

To: Michael McCarthy
   Director of Parks and Recreation
   City of Fairfax
   10455 Armstrong Street
   Fairfax, VA 22030

RE: Partnership Opportunities and Recommendations related to the City of Fairfax Parks and Recreation Draft Strategic Master Plan

Dear Mr. McCarthy:

George Mason University has been glad to partake in the ongoing effort of the City of Fairfax and its development of a Strategic Master Plan for Parks and Recreation. We believe this plan is actionable and recommend that the City Council approve it to go forward.

The attached white paper outlines our detailed comments and recommendations, especially as they relate to the Fairfax Campus of George Mason.

Should you have any questions, do not hesitate to call the Engineering Planner, Mr. Erik Backus, at 703-993-4869 or the Executive Director of Recreation, Mr. Willie Ehling, at 703-993-4217.

Sincerely,

Thomas G. Calhoun, P.E.
Vice President, Facilities

Rose B. Pascarell
Vice President, University Life

Cc: Scott Silverthorne, Mayor, City of Fairfax
   Bob Sisson, City Manager, City of Fairfax

Attachments:

1. White Paper: Partnership Opportunities and Recommendations related to the City of Fairfax Parks and Recreation Draft Strategic Master Plan (presented publically on 14 May 2014)
Appendix G – Letters of Support

George Mason University White Paper

Date: 2 June 2014

Re: White Paper: Partnership Opportunities and Recommendations related to the City of Fairfax Parks and Recreation Draft Strategic Master Plan (presented publically on 14 May 2014)

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Executive Summary

First and foremost, Mason Recreation and Campus Planning, Mason Facilities wish to thank the Department of Parks and Recreation of the City of Fairfax for the opportunity to participate as an integral partner in the development of the City’s Parks and Recreation Strategic Master Plan (Strat Plan). We are proud of the ability to partner with the City on many fronts, but this effort has been especially meaningful.

The primary purpose of this white paper is to provide feedback, recommendations, and endorsements of the various elements of the Strat Plan as they relate to the University. To that end we reviewed the following documents:

- The presentation slides from the 14 May 2014 Public Workshop at the Stacy C. Sherwood Community Center, entitled “Strategic Master Plan for City Parks, Recreation, Trails, Open Space, Events and Cultural Activities”
- The draft action plan, updated on 11 May 2014 and shown (in part) at the 14 May 2014 Public Workshop.

In reviewing these documents, the University has direct interest and values further discussion about the following action plan items: 1.1.2, 1.1.1, 1.2.1, 1.4.5, 1.5.2, 1.5.3, 1.5.5, 1.6.4, 2.3.1, 3.3.1, 3.4.1, 4.1.2, 4.2.1, 4.2.2, 4.2.9, 4.3.1 and 4.7.1. This paper will not comment directly on each of these action items, but instead will address them topically through the various connecting themes several of these items center on.

1 A marked up version of the action plan with highlights is included as an appendix

1 of 4
As a summary, we feel there are many areas that the University and the City must partner on for this plan to be successful. Mason believes that this plan is actionable, and we look forward to determining the means, methods, and executable items that we can join with the City on in order to meet our mutual goals.

Planning, Utilization and MOU

Several items in the action plan are predicated upon the development of joint efforts in terms of planning both in operational/programming aspects and facilities. Presently, Mason has recently completed its Strategic Plan and is in the midst of its own Facilities Master Plan for all of its campuses. University Life at Mason is just now completing its unit level strategic planning and we look forward to sharing this with our partners, especially the City of Fairfax.

It is our belief that in addition to the specific action items detailed in the Strat Plan (e.g. hiring a joint trails program manager/planner, etc.), we intentionally establish formal and informal relationships in planning and programming process between our two entities. Such items as scheduling of events, requires lead time to enable both sides to maximize facility utilization and enable more robust program offerings for both entities. Likewise, there are clear times where communication can yield solutions to space problems either one of our entities may have in scheduling large events by enabling overflow or bulk use during known low utilization periods. As an example, Mason recognizes an opportunity where we could partner to be able to the same space all day where from 6am to 8am senior members of the community could engage in use of some of our indoor rec facilities, youth could help us better utilize the same facilities in the after school period, and still avoid our peak use periods in the evening/late evening when students need to have more robust capabilities.

Critically, we fully concur with the need, as articulated in Strategy 4.3.1 to “[e]stablish formal partnership initiatives with GMU. Possibilities include arts programming, arts venues, facility space, outdoor athletic field use, volunteers, use of the GMU RAC Fitness and Gymnasium Center, Aquatic Center, nature education programs, senior programs and services, and more.” Our belief that we need to construct a Memorandum of Understanding (MOU) will enable us to ease the collaboration that is required and establish the bridging mechanisms to enable joint planning and facility use. Such a MOU will need to address areas such as risk management, insurance, legal issues, fee allocation, as well as areas like formal and informal communication protocols and establishment of procedures that enable a robust partnership to be realized.

Indoor Recreation and Aquatics

The Strat Plan as developed does a good job in articulating the challenges the City has in terms of indoor recreation facilities and aquatics. We concur that we see that a dialogue between our entities could enable the City to tap into resources we have in a way that is beyond where we are today. It is noted, however, that the University’s Strategic Plan is looking to grow in the next 10 years such that in that decade we will have attained the confluence of at least 100,000 degrees through curriculum delivered across all its campuses and online outlets. Thus there will also be needs for indoor recreation space and aquatic facilities generated by a portion of that growth on the Fairfax Campus.

We believe that a core part of this discussion needs to be around the Green Acres site and the future of that facility. We are eager to be part of the proposed evaluation and process to partner on this facility to better meet the needs of both the City and the University.

2 Mason Strategic Plan 2014-2024, Goal 4, available at strategicplan.gmu.edu
Appendix G – Letters of Support

As we look forward, we recognize that both the City and the University will have needs in these areas. We should engage in the development of these facilities jointly, in such a way as to build them less “on our own” and more to enable capacities that meet mutual needs. To this point, we need to better understand what the Strat Plan is calling for in terms of “Aquatic Facilities”. Are these splashdown facilities, additional indoor pools, outdoor pools, water parks or other type facilities? It is our belief that we need to consider the development of such aquatic facilities as indoor-outdoor venues that can serve meaningfully throughout the year.

Senior Center, Osher Lifelong Learning Institute (OLLI), Academics, and Special Needs

As indicated above, a central part of the Strat Plan is the effort to relook and rethink the Green Acres Senior Center and address the needs of Seniors in the community. We are enthused by the opportunity to rethink this facility and have an opportunity to “dream together” as to provide a way to meet mutual needs for seniors (and others), on this site and/or elsewhere in the City/University.

Recently the University pursued a Gates Foundation grant for the purpose of growing our adult degree seekers effort. In making the proposal, it was clear that we were understating the possibilities and believe that we ought to look at what other possibilities exist to grow this area of our institution. It is our thought that we ought to draw together/have a dialogue about the evaluation of what your senior center needs are with our efforts in this area.

Similarly, the several academic elements of the University (College of Health and Human Services, Department of Recreation, Health and Tourism, etc.) have requirements for service learning, practicums and internships. Additionally, University Life has and is developing a co-curricular pathway for students, especially in areas regarding well-being, global competencies, and other areas. With further discussions, there is an opportunity to bring to bear the resources of our Office of Student Involvement to programs and needs that relate to ongoing learning, development of community wellbeing, and addressing other needs through the use of student volunteers and learners in a cross generational/cultural/capabilities way that is purposeful for both parties. A key part of this is the involvement of our Osher Lifelong Learning Institute, which continues to see growth and continues to find commonalities in clientele with those using the Green Acres center.

Finally, Mason has a desire to be a well-being centered institution. Mason is trying to join the growing number of communities where they rank success and happiness in new ways; not simply measured on affluence or worth. Part of this is being an accessible community to all its members. So your call to address special needs in the Strat Plan is particularly meaningful. Mason has interest in being accessible and recognizes this especially in veteran communities around us. We would certainly like to be a part of discussions you have to serve these communities and create more open doors for them on a regular basis in our mutual recreation environments.

Outdoor Recreation and Trails

Several of the Strat Plan objectives outlined efforts that relate to the outdoors, trails and nature. These are areas in particular that we too would like to enhance at Mason. We fully endorse the concept that the trails networks developed must enable interconnectivity between the City and ourselves, as well as other neighboring communities. The Mason to Metro effort is a great example of a partnership that has born real results in this area. We are eager to launch similar efforts elsewhere with the City as a partner.

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3 Master Strategic Plan 2014-2024, Goal 3, available at strategicplan.gmu.edu
4 This relates to Mason Strategic Plan 2014-2024, Goal 6, available at strategicplan.gmu.edu
5 Mason Strategic Plan 2014-2024, Goal 7, available at strategicplan.gmu.edu
Appendix G – Letters of Support

It is our belief that efforts should be made to see where we can leverage academic groups (e.g. Environmental Science and Policy), with program elements at Mason (e.g. Outdoor Adventure/The EDGE) and City needs. Likewise, it would be worthwhile to see how we can use undeveloped portions of Mason’s campus as places to engage in nature walks, nature experiences, and environmental programs. One of our real needs is for a challenge course/outdoor team building site; a joint development of such a facility would be advantageous. One way we envision the future in this area would be a joint management concept between ourselves that provides programs, facilities and resources for both sides.

Closing Remarks

In conclusion, we feel there are many areas that the University and the City must partner on for this plan to be successful. Mason believes that this plan is actionable, and we look forward to determining the means, methods, and executable items that we can join with the City on in order to meet our mutual goals.

We again thank the Department of Parks and Recreation of the City of Fairfax for the opportunity to participate as an integral partner in the development of the City’s Parks and Recreation Strategic Master Plan. It is our hope that the City of Fairfax Council accepts this plan and we look forward to the joint implementation of those parts that we see common purpose in.