

MEMORANDUM FOR

SUBJECT: Reference Memo Dated 3 Nov 2005 Report of Recreation
Modernization Activities Fiscal Year 2005:

1. Attached is Beaver Lake's report of activities accomplished with the Partnership Demonstration funding provided in FY 2005. The report contains attachments which are as follows:

Attachment A-Original Development Plan
Attachment B-Deviations from the Development Plan
Attachment C-Summary of Activities Accomplished during FY05
Attachment D-Amount of Funding Actually Expended in FY05
Attachment E-Public Response to the Activities
Attachment F-After Action Report

2. This program was a tremendous success for the Beaver Lake Project and has launched a growing opportunity for the Beaver Lake Project to partner with others to improve project facilities and operations. Beaver Lake and future generations of the Northwest Arkansas Community will receive positive benefits from this program for decades to come.

3. The staff at Beaver Lake express their gratitude for the assistance and support given by Ms. Debra Stokes and the Partnership Demonstration PDT and Mr. Larry Bogue.

JAMES D. SANDBERG
Operations Manager

Appendix A----Original Development Plan

PARTNERSHIP DEMONSTRATION PROJECT BEAVER LAKE, ARKANSAS FY05

Recreation modernization activities funded by this initiative will focus on Hickory Creek Park and Prairie Creek Park, with the majority of the work occurring at Prairie Creek. A Project Delivery Team (PDT) was assembled that included representatives from the Beaver Project Office, Greers Ferry Project Office, Design Branch, Operations Technical Services Branch, and Project Management Branch in the Little Rock District Office. The PDT met on-site for three days to develop an overall conceptual plan for the park improvements.

The day use area at Hickory Creek Park, which is located approximately 6.5 miles east of Springdale, is heavily used by the rapidly growing Hispanic population of Northwest Arkansas. Our Hispanic visitors typically visit in large groups of multiple families. Hickory Creek's small one-family facilities do not meet their demands. Plans are to construct several multi-family picnic sites throughout the day use area. In addition, a multi-purpose playing field would be constructed in an undeveloped area that is adjacent to the day use area. Existing parking would be enlarged to accommodate the increased usage. A conceptual plan and cost estimates are included as Exhibit A.

Prairie Creek Park is located approximately 5 miles east of Rogers. Due to its close proximity Prairie Creek is also a very popular park, particularly for day use and fishing tournaments. For 60 days during the 2003 recreation season, either one or both of the park pavilions were reserved for special events. The vast majority of those reservations were for fishing tournaments. The largest tournament is the Wal-Mart FLW, held annually in April, with an estimated 850 people. This tournament returns approximately Another tournament in May, sponsored by the Rogers Chamber of Commerce, hosts approximately 600 people and 16 of the tournaments host 300-400 people.

In 2003, the Fayetteville-Springdale-Rogers metropolitan area of northwest Arkansas was ranked by the Milken Institute as the top-performing metropolitan area in the nation, up from 23rd the previous year. With the home offices of Wal-Mart and Tyson Foods, plus dozens of vendor companies providing services to Wal-Mart, we have also experienced a demand for large group facilities for company picnics, etc.

To accommodate these demands, Prairie Creek Park has a multi-lane launching ramp that is severely deteriorated, inadequate parking, a vault toilet, and two picnic shelters that will only accommodate 50-60 persons each. There are no permanent structures designed for fishing tournament use. The larger tournaments must set up temporary tents, stages, etc. In addition, the boating and group picnicking areas are located in the same area, creating tremendous congestion problems and safety concerns. A large marina is, also, adjacent to the day use area.

Plans include providing separate access roads to the marina, camping, and day use areas. Within the day use area, the different types of day-use activities will also be separated by removing the group picnic facilities from the launching area. The launching ramp will be replaced and parking expanded. A fish weigh-in shelter will be constructed. A large picnic shelter that will accommodate approximately 200 people, along with a smaller shelter and multi-family picnic sites, will also be constructed. The vault toilet will be replaced with a restroom/shower facility that is more centrally located. The existing park entrance booth will be relocated to the day use area and a new entrance booth constructed. A conceptual plan and cost estimates are included as Exhibit B.

Modernization of the remainder of the park would require replacement and/or rehab of existing campsites to meet today's standards with regard to size, electric service and water, removal of vault toilets, and construction of waterborne restrooms. It is not anticipated that adequate funding will be available for those modernization efforts during this "Phase I" unless quite substantial partnership funding can be obtained. If adequate funding is not available, those improvements would have to be undertaken in "Phase II" of the plan and are not addressed at this time.

Attachment B---DEVIATIONS FROM ORIGINAL DEVELOPMENT PLAN

BEAVER LAKE PARTNERSHIP DEMO PROJECT FINAL REPORT

The Beaver Lake Partnership Demonstration Project involved park modernization work in Phase I and Phase II. Due to the lack of funds and completion time, the following modernization activities were reprioritized from Phase I to Phase II. Phase II will be completed as partnerships occur or if additional funding becomes available.

- a. Entrance complex improvements.
- b. Relocate the existing fee booth.
- c. Construct Fish Weigh-in Facility.
- d. Construct a Water-Borne Shower and Restroom Facility.
- e. Relocate and repair park utilities.
- f. Rehab the existing six lane boat ramp.

Due to this being a first time program and effort for the Beaver Lake Project, it was difficult to anticipate the amount of participation by partners and the timing of the partnerships to coincide with the end of FY05. For these reasons, some activities were placed in Priority I initially, which ultimately needed to be in Phase II.

Attachment C---Summary of Activities Accomplished During FY05

BEAVER LAKE PARTNERSHIP DEMO PROJECT FINAL REPORT

The Beaver Lake Project completed the following activities in FY05:

Prairie Creek Park

- a. Purchase and install a small group picnic shelter.
- b. Separate day use and marina concessionaire traffic with a new day use entrance road.
- c. Add additional parking spaces for 300 person shelter.
- d. Purchased and installed three Multi-Family shelters.
- e. Purchased a 300 person shelter with food preparation and restroom facility.
- f. Removed vault toilet. Purchased and installed a flush two compartment uni-sex toilet.
- g. Relocated playground equipment.
- h. Enlarged and resurfaced boat ramp parking lot. Created an additional ninety-five vehicle and trailer parking spaces.
- i. Demolished existing road north of marina to separate day use traffic.
- j. Rehabbed eight campsites to include widening and adding electric and water hookups.
- k. Rehabilitated an existing road curve to allow for larger camping vehicles to enter without dragging.
- l. Purchased picnic tables and grills for shelters.

Hickory Creek Park

- a. Purchased five multi family shelters.
- b. Rehabilitate an old spoil site within the park and install a multi-purpose playing field.
- c. Add twelve additional parking spaces for the day use area.

The following modernization activities have continued into FY06 due to partner's funding for partnerships arriving after FY05.

- a. Installation of the 300 person shelter at Prairie Creek Park.
- b. Rehabilitating the Prairie Creek Boat Ramp.
- c. Installation of the five multi-family picnic shelters at Hickory Creek Park.

Attachment D---Amount of Funding Actually Spent During FY05

**BEAVER LAKE
PARTNERSHIP DEMO PROJECT FINAL REPORT**

Beaver Project was initially funded in the amount of \$750,000. After S&A funds of \$40,000 were taken out, the remaining \$710,000 was expended entirely during FY05.

Attachment E---Additional Relevant Information

BEAVER LAKE PARTNERSHIP DEMO PROJECT FINAL REPORT

Beaver Lake Project successfully partnered with the following:

a. PB2 Architecture and Engineering Firm	\$96,000
b. Rogers Optimist Club	\$5,500
c. Hutchens Construction	\$10,000
d. Cedar Forest Products	\$7,000
e. Carroll Electric Cooperative	\$6,500
TOTAL PARTNERSHIP FUNDS	\$125,000

Volunteer Services: Benton County, Arkansas

The Partnership Demonstration Program at Beaver Lake has been a very successful public relations opportunity. Local and regional Business Leaders, Chambers of Commerce, lake users and customers, the media and Government leaders have all supported the modernization activities and provided favorable positive feedback. The local users have embraced the projects as their own as evidenced by the above partnerships.

The initial \$710,000 partnership funding was received in late spring which caused work to be in progress during the recreation season. This caused a delay which resulted in the work not being completed prior to the main recreation season.

The Beaver Lake Project has received partnership inquiries and been in contact with Tyson Foods, Tune Concrete, Wal Mart Corp., FLW, and Miracle Playground Equipment for partnership opportunities in 2006.

The Rogers Optimists Club has pledged to partner in the amount of \$5,500 in 2006 towards this same project.

The Beaver Lake Project Staff met with two separate Chamber of Commerce groups, congressional aides, sixteen corporate heads or representatives, over one hundred face to face meetings, mailed one hundred and thirty three informational packets and made numerous press releases and contacts.

Attachment F---AFTER ACTION REPORT

BEAVER LAKE PARTNERSHIP DEMO PROJECT FINAL REPORT

a. What went well:

The Partnership Demonstration Program resulted in several benefits for Beaver Lake, its visitors, and the Northwest Arkansas Community.

The program garnered a huge amount of media attention, (print, radio and television) which resulted in positive publicity for the project and the Corps of Engineers. During the initial stage and news release pertaining to the partnership demonstration program over fifteen media inquiries were fielded by the Beaver Project. The prospect of improved modern facilities sparked a tremendous amount of enthusiasm and support from lake users and the community as a whole. The program provided the necessary funding to complete the first major improvements to the Beaver Lake recreation areas in over fifteen years. The public had been demanding improvements to the aging facilities for a decade. With the initial funding of \$750,000 provided by the program the public began to see the Corps of Engineers was taking action to replace thirty year plus facilities. The ongoing publicity has been incredible and the resulting publicity after the project is complete will be another beneficial success to the Beaver Lake Project and the Corps of Engineers.

The improvements to the facilities have resulted in increased visitation to the boat ramp at Prairie Creek, however, the subsequent years of 2006 and 2007 will show an increase in visitation and fees for the parks where improvements were made.

One of the benefits that were not recognized in the beginning of the program is the new relationships that have been developed between the Beaver Lake Project staff and the local corporate business persons. These relationships and the success of acquiring three partnerships totaling over \$100,000 has inspired the Beaver Lake Project to continually seek partners for new projects and normal maintenance type activities.

The support from the Partnership Project Delivery Team was excellent.

b. What did not go well:

The initial guidance received pertaining to the Partnership Demonstration Program was that no partnerships under this program could be pursued until the funding was approved. This was a costly mistake in that it limited the time frame that potential partners were contacted and the program was executed. The Beaver Lake Project did not receive the initial \$750,000 until May. Not receiving the funds until May almost reversed the positive community support initially received for the program. Beaver Operation Project funds were committed to launch the program in a timely fashion to maintain public support and garner the “buy-in” of potential partners. The Beaver Project learned that successfully partnering is through relationships developed over a period of time. That as an agency, we should be seeking out these relationships and subsequent partners continually rather than over a short period of time.

As noted above, Beaver Project did not receive the initial funding until late May of 2005. This was in part due to some of the Corps of Engineers resource management team not knowing there was a specific amount of money for a demonstration program for Beaver Lake. The funding was lost for a period of time and required a substantial amount of effort to locate and placed back on track. The process of headquarters providing funding for a specific program for a specific project should be reviewed and a method is established to communicate to all parties responsible for routing the funding to the appropriate project.

The Corps of Engineers fiscal year and appropriation of funds do not coincide well with private partner’s year end and budget development. The private corporations develop their budgets on a calendar year beginning and ending. This is a process that will not change but should be taken into consideration.

Due to current regulations and policies, the Corps of Engineers is not really positioned to do true partnerships in the same manner as the National Park Service and other Federal agencies. These constraints make it difficult for the Corps of Engineers staff to develop partnerships. The positive feeling that potential partners gain for doing something good is quickly evaporated when the Corps of Engineers stumbles through regulations trying to make the partnership work. One example is trying to procure materials or products for a partnership project. If a partner wants to provide less than one hundred percent of the cost of a product such as a playground or bathroom, the Corps of Engineers is required to purchase through normal purchasing channels requiring competitive bids on e-buy or other purchasing method. By the time a contract purchase is made and another wait time for a contract to construct the item purchased, the partners enthusiasm wanes. This makes it difficult when discussing important aspects of a partnership with a potential partner since the time needed to complete the project and the cost of the facility is variable. A manufacturer of picnic shelters expressed an interest in becoming a partner. This

partnership evaporated due to contracting restrictions requiring competitive bidding. The building was competitively bid and the original company received the award at a higher price than if they could have partnered with the Beaver Project.

Key players within the Corps of Engineers were not knowledgeable of the Demonstration Partnership Program and have little of no knowledge of the Challenge Partnership program or the Contributions program. This resulted in several internal hurdles to overcome. The Partnership PDT and Mr. Larry Bogue were always very helpful to educate these key players pertaining to the program when they were asked. Without their support, it would have been extremely difficult for the Beaver Project to overcome some of the barriers which arose. These key players were Office of Counsel, Contracting, and Project Management. One of these key elements in Contracting asked, "Why would anyone want to give us money?"

We once again faced the obstacle of our internal elements not being aware of how the Challenge Partnership program works when the Partnership monies were deposited into the system. The RMO team was unfamiliar with what needed to be done with the funds to complete the process. Due to their team work attitude and desire to assist, they completed the task.

When the Beaver Project began working on this partnership program, we felt that we needed to educate our potential partners to the program and ultimately gain buy-in. We found that at times we as an agency was our own biggest barrier in making the program work. We recommend that any future program that is launched or if this program is continued, the internal mechanisms should be reviewed and the internal key players identified. Once identified, these key people will be educated as to the goals of the project, and the partnership program and regulations. To make it a more efficient program, a face to face meeting would be the best avenue for this education task.

Partnership Demo Project

***Hickory Creek Park
Beaver Lake, Arkansas***

<u>Item</u>	<u>Projected Cost</u>
Construct multi-family day use picnic sites	\$32,000
Construct multi-purpose playing field	21,000
Construct additional parking adjacent to playing field	<u>10,000</u>
	\$63,000

Partnership Demo Project
Prairie Creek Park, Phase I
Beaver Lake, Arkansas

<u>Item</u>	<u>Projected Cost</u>
Entrance complex improvements: (1) new, larger fee booth (2) extend day use entrance road (3) add parking for walk-ups (W of fee booth)	\$ 35,000
Relocate existing entrance booth to day use	8,500
Add signage at main entrance and day use road	3,000
Demolish/saw cut roads between sites 49 & 47 and N of site 56	14,000
Convert site 48 to day use attendant pad	12,000
Add road W of upper parking lot ; Widen day-use "peel-off" road (min 22'), widen intersection and extend culvert ; Split exit at day-use booth to include one exit lane and create turn-around	95,000
Add small group shelter (use existing pull-in parking)	51,000
Add covered, multi-family picnic sites E side of swim beach road (use existing pull-in parking)	63,000
Add 200-man group shelter above swim beach and extend left lane of one-way road N to create pull-in parking spaces	124,000
Boating area: (1) demolish vault toilet (2) remove playground (3) enlarge boat parking lot and re-stripe (4) rehab or rebuild existing 5-lane boat ramp (5) construct fish weigh-in shelter	276,000
Construct waterborne restroom/showers	127,000
Demolish existing road N of marina "peel-off"	2,000
Relocate and repair existing utilities	<u>100,000</u>
	\$910,500