



VETERANS MEMORIAL PROJECT

Mallway Park

Current Mallway – Veterans Memorial



History of Current Veterans Memorial

- **1946:** War Memorial Gateway constructed to honor those serving in the armed services. Comprised of pillars with World War II honor roll
- **1968:** Camp Willis historical marker dedicated as part of City's 50th anniversary
- **1969:** Flame of Freedom installed atop the pillars as a gift from the American Legion, in celebration of its 50th anniversary
- **1970s:** Flame extinguished during national gas crisis
- **1990 Veterans Day:** Plaques were added for the Korean War and Vietnam War
- **1990:** Unsuccessful fundraising effort to re-establish the Flame of Freedom
- **2002:** "Impressions" art project installed as part of park improvements
- **2017 Blue Star Memorial:** UA Serendipity Garden Club Rock installed

Veterans Centennial Committee (June 2016 – December 2017)

- Initially formed as part of the Centennial Task Force efforts for 2018
- Committee members are a mix of veterans and non-veterans from the community
- Monthly meetings have been held by the committee
- Committee examined several possible locations and agreed the Mallway was the best location
- Committee discussed several components and concepts before reaching out to the City
- Working with the City and a consultant, the Committee developed the current proposed concept
- Consultant revised concept and provided cost estimates
- Mallway businesses have been provided high-level information about the project
- Area veterans groups have been engaged

Plan Review Process

Public Engagement Process:

- *Cultural Arts Commission: November 1, 2017*
- *Exhibit at State of the City Address: January 22, 2018*
- *Mallway Businesses Meeting: February 2*
- *Community Meeting: February 6*
- *Online survey open to community: Through March 16*

City Review Process:

- *Parks & Recreation Advisory Board: February 14*
- *City Council: April 2 & 9*

Finalize Fundraising Plan

Modify/Finalize Plan Design

Community Engagement Feedback

Key Themes from Engagement Opportunities

- Appreciate interest in enhancing recognition for veterans
- Supportive of updating park
- Provides educational opportunities for all schools
- Attraction to generate more business traffic in the area
- Name is somber, may not fit intent of project, park space
- Like focus on service
- Open park areas near Jones M.S., room for other uses
- Retain benches/tables
- Create more access points into the park
- Construction coordination with businesses, school, pool
- Deter vandalism, skateboard grinding on walls/benches

Online Survey is Active through Friday, March 16







Fundraising Plan

- State Capital Budget: \$150,000 - \$375,000
- Community Organizations: \$75,000 - \$100,000
- Veteran Organizations: \$25,000 - \$75,000
- Veteran Businesses: \$25,000 - \$75,000
- Community Fundraising: \$50,000 - \$300,000
- City Support: TBD

- Total: \$325,000 - \$750,000



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QUESTIONS?