

**TOWN OF TIMNATH, COLORADO
RESOLUTION NO. 50, SERIES 2024**

**A RESOLUTION APPROVING THE CONTRACT AMENDMENT WITH
BERRYDUNN FOR A RECREATION CENTER FEASIBILITY STUDY**

WHEREAS, the Town Council of the Town of Timnath (“Town”) pursuant to C.R.S. § 31-15-103, has the power to pass resolutions; and

WHEREAS, the Town entered into an Independent Contractor Agreement for PROST Master Planning Services with Berry, Dunn, McNeil & Paker, LLC dba BerryDunn on March 12, 2024; and

WHEREAS, attached hereto as **Exhibit A** is the Amendment to Agreement for a Recreation Center Feasibility Study by Berry, Dunn, McNeil & Paker, LLC dba BerryDunn; and

WHEREAS the Town has included these expenditures in its 2024 Parks and Recreation CIP Budget; and

WHEREAS, the Town Council is familiar with the need and finds it to be in the best interest of the Town, its residents and the general public.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF TIMNATH, COLORADO AS FOLLOWS:

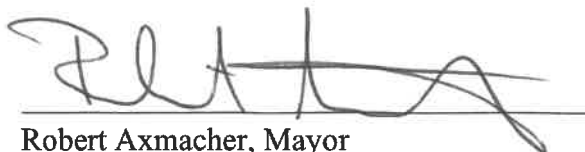
Section 1. Approval

The required purchase proposal and expenditure of funds up to \$63,626 is hereby approved, authorized, and ratified to enter into an amendment to agreement with Berry, Dunn, McNeil & Parker, LLC for a Recreation Center Feasibility Study. The required amendment may be finalized by the Town Manager, in consultation with the Parks & Recreation Director, Legal Counsel, and other applicable staff or consultant. Any actions taken prior to the execution of this Resolution, that are within the authority conferred hereby, are ratified, confirmed, and approved by the Town Council.

INTRODUCED, MOVED, AND ADOPTED BY THE TOWN COUNCIL OF THE TOWN OF TIMNATH, ON JUNE 25, 2024.



TOWN OF TIMNATH, COLORADO


Robert Axmacher, Mayor

ATTEST:

A handwritten signature in blue ink, reading "Milissa Peters-Garcia", written over a horizontal line.

Milissa Peters-Garcia, CMC
Town Clerk

**FIRST AMENDMENT TO
INDEPENDENT CONTRACTOR AGREEMENT BETWEEN
THE TOWN OF TIMNATH, COLORADO
AND
BERRY, DUNN, MCNEIL & PARKER, LLC DBA BERRYDUNN**

THIS AMENDMENT is made and entered into as of this 25th day of June, 2024, by and between the TOWN OF TIMNATH, a home-rule municipal corporation of the State of Colorado (“**Town**”), and BERRY, DUNN, MCNEIL & PARKER, LLC (DBA BERRYDUNN), a Maine Limited Liability Company (the “**Contractor**”). The Town and Contractor are collectively referred to herein as the “**Parties**”.

RECITALS

WHEREAS, the Parties entered into an Independent Contractor Agreement for PROST Master Planning Services on March 12, 2024 (the “**Agreement**”);

WHEREAS, the Parties desire to amend the Agreement with respect to the Scope of Services set forth in **Exhibit A** of the Agreement in order to add a Recreation Center Feasibility Study to the current Services;

NOW, THEREFORE, in consideration of the covenants and mutual agreements herein contained, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto agree as follows:

AGREEMENT

1. Change to Services. The services set forth in **Exhibit A** of the Agreement shall be amended to add the attached Engagement Letter dated June 14, 2024 from Contractor to the Town, in addition to the existing Scope of Work in the Agreement.
2. Prior Provisions Effective. Except as expressly modified by this Amendment, all other provisions of the Agreement shall remain in full force and effect.
3. Effective Date. The Parties agree that this Amendment shall become effective as of June 25, 2024 and shall apply to services provided after June 25, 2024.
4. Counterpart Execution. This Amendment may be executed in several counterparts, each of which may be deemed an original, but all of which together shall constitute one and the same instrument. Executed copies of this Amendment may be delivered by facsimile or email of a PDF document, and, upon receipt, shall be deemed originals and binding upon the signatories to this Amendment.

[Signature Page Follows]

IN WITNESS WHEREOF, the Parties have executed this Amendment as of the date set forth above. By the signature of its representative below each Party affirms that it has taken all necessary action to authorize said representative to execute this Amendment.

TOWN:

TOWN OF TIMNATH, a home rule municipal corporation and political subdivision of the State of Colorado

DocuSigned by:
By: Aaron Adams
A7C88DD439C4A8...
Aaron Adams, Town Manager

ATTEST:

DocuSigned by:
By: Milissa Peters Garcia
07A6AF3B02114D7...
Milissa Peters-Garcia, CMC
Town Clerk

APPROVED AS TO LEGAL FORM:

DocuSigned by:
By: Carolyn Steffl
F44B3963ECD849F...
Carolyn Steffl, Town Attorney

CONTRACTOR:

BERRY, DUNN, MCNEIL & PARKER, LLC
DBA BERRYDUNN, a Maine Limited Liability Company

DocuSigned by:
By: Chad Snow
F5026798C05947D...
Name: Chad Snow
Title: Principal

Recreation Center Feasibility Study 2024 Timmnath, Colorado



Meet today's demands
while planning for
tomorrow's opportunities.



June 14, 2024

Town of Timnath
Attn: Tom Casal, Parks & Recreation Director
4750 Signal Tree Dr
Timnath, CO 80547

Dear Tom:

It has been an honor serving the Town of Timnath (the Town) in its Parks and Recreation Master Planning process. Thank you for connecting with us to discuss the Town's recreation center goals and needs. We are excited about the possibility to support Timnath further and expand our scope to potentially include a feasibility study for a future recreation center. We appreciate the opportunity to provide this overview of our proposed scope of work and qualifications. We believe that this process will be helpful in guiding the Town's future decisions regarding the recreation center.

This project will be led by Jason Genck, the project manager for the Town's Parks and Recreation Master Plan, and is a manager in our Parks, Recreation, Libraries Practice. Jason has more than 30 years of experience leading and consulting parks and recreation agencies throughout the country. We have the expertise, proven approach, and resources to help the Town achieve its objectives. Our team has extensive experience with innovation and industry trends, frequently speaking at conferences and advising clients nationwide on using trend information for future programming and planning opportunities.

BerryDunn team members take pride in our ability to serve as an unbiased third party that will gain no inherent benefit as the result of project recommendations. We will provide an objective review of the Town's parks and recreation needs and compile goals and objectives that reflect the internal and external stakeholder's needs.

We appreciate the opportunity to provide our approach and look forward to working with you on this important initiative.

Sincerely,



Chad Snow | PMP®
Principal and Chief Operating Officer, Consulting
Services Team
207-541-2294 | csnow@berrydunn.com



Parks, Recreation, and Libraries Practice

Our strong history of providing management consulting services to local governments nationwide is driven in part by our specialized team of parks and recreation industry experts.

This practice builds upon our firm's strong foundation and decades of success in the public sector to assist municipal parks, recreation, and library agencies across the country with programming assessment, revenue studies, feasibility studies, master and strategic planning projects, community engagement, operational and organizational assessments, staffing and culture assessments, change management, business planning, financial analysis and cost recovery, and service quality assessments.

All our Parks, Recreation, Libraries consultants are former industry practitioners and seasoned advisors. We offer our clients deep industry expertise built upon decades of experience working in and with agencies like the Town. Our team leverages this experience to help our clients push the limits of what they think is possible and achieve their goals.

We pride ourselves on applying our understanding of the programmatic process to our analyses, beyond what "looks good on paper." Our academic and practical backgrounds in the industry are a cornerstone from which we approach all projects.

Project-Specific Qualifications

BerryDunn offers the following project-specific qualifications to assist the Town, in conducting a recreation center feasibility study, with actionable recommendations rooted in solid data.

- ***We are familiar with the Town of Timnath.*** We have recently begun working with the Town conducting its' Parks, Recreation, Open Space, and Trails Master Plan.
- ***We have extensive experience with feasibility studies.*** We have national experience in conducting feasibility studies. With the BerryDunn-led team, the Town will be served by a firm with experience conducting over 100 feasibility studies, whether as the sole project focus or as part of broader initiatives.

- ***We conduct award winning community engagement.*** Our strategy places a high emphasis on community engagement. We believe in creating recreational spaces that truly reflect the needs and preferences of the community. We implement strategies that ensure fair, inclusive, and proactive public participation.
- ***We help ensure that planning is driven by data.*** We use data driven methods to analyze and plan for new and renovated facilities.
- ***We are goal-oriented.*** Our planning process is directed towards achieving clear, tangible goals that align with the Department's vision and values.
- ***We are transparent and hold each other accountable.*** Our firm is committed to maintaining transparency and accountability throughout the planning process. We provide regular progress updates, meet frequently with Town staff, and ensure all our work is reviewed and approved by Department leadership.

Through this, we have refined our approach, engagement strategies, analyses, and recommendations development to help ensure feasibility study processes are participatory and inclusive, innovative and creative, industry-aligned and community-centric, and reflective of the clients we serve. The Town can trust that we will leverage lessons learned and best practices from past engagements and prior public service to customize our approach to the requested work effort to best address the goals and objectives for this project.

Below, we highlight our feasibility study clients from the last several years conducted by the BerryDunn team.

Client and Project

Feasibility Study Projects

City of Albany, NY

Community Center Feasibility and Location Study

City of Bangor, ME

Sawyer Arena Feasibility Study

City of Bangor, ME

Recreation Center Feasibility Study

City of Bismarck, ND

Recreation Facilities Master Plan

City of Georgetown, TX

Recreation Center Feasibility Study

City of Irving, TX

Recreation and Aquatics Future Development Feasibility Study

City of Port St. Lucie, FL

Operations Maintenance and Financial Feasibility Study for Adventure Park Master Plan

City of Saline, MI

Recreation Center Feasibility Study

College Station, TX

Recreation Center Feasibility Study

Grand Forks Park District, ND

Indoor Sports and Aquatic Facility Feasibility Study

Client and Project

Feasibility Study Projects

Maricopa County, AZ

Adobe Dam Recreation Center Feasibility Study

Powhatan County, VA

Comprehensive Community Center Feasibility Study

Town of Brunswick, ME

Community Engagement for an Outdoor Recreation Municipal Complex

Town of Lee, MA

Recreation Center Feasibility Study

Town of Oxford, MA

Community Center Feasibility Study

Town of Scarborough, ME

Sport Facility Feasibility Study

Town of Wilbraham, MA

Memorial School Community Center Feasibility Study and Master Plan

Queen Anne's County, MD

Community Center Feasibility Study

Introducing Our Subcontracting Partner



**BARKER
RINKER
SEAGAT**
ARCHITECTURE

BRS Architecture (BRS) is a collaborative and unique community of thinkers, creators, and communicators.

Designing great places for communities has been the driving passion of BRS since its early beginnings more than four decades ago. With six principals, eight senior associates, a total firm of 30, and offices in Denver and Dallas, BRS' mission and commitment are the same today as they were then. By putting the client's needs first and remaining true to architectural excellence, the firm has been at the forefront of innovative design. BRS has assisted more than 350 organizations across the country in the strategic planning, master planning, programming and design of community facilities.

Municipal projects, recreation centers, parks, etc. are the focus of the BRS practice. The thread that runs through them all is their commitment to an interactive process that includes their clients in the design and development of their project. Decision makers must often navigate through a minefield of stakeholder groups and agency review, trying to balance the needs of all.

BRS helps facilitate "best-value" decisions unique to each organization. How do they do it? The team wears many hats. They're artists and analysts, mapmakers and MacGyvers, sages and band leaders, shepherds, and scouts. They encourage potential clients to contact past and current clients to learn the value of a BRS project. BRS receive their inspiration from the communities and clients with whom they work with.

BRS designs buildings and places that bring people together.





Proposed Scope of Work

Below and on the following pages we present our work plan intended to achieve the Town's goals and objectives for this important initiative. We look forward to discussing our approach with the Town and further customizing our work plan to best accommodate the Town's needs.

Phase 1: Initial Project Planning

1.1 Review Background Data. One of the most important elements of this process will be our team's ability to gain a breadth of knowledge of operations. We will collect information on use patterns, satisfaction, desires, and barriers to inform the development of the needs assessment. To start the process, we will submit an information request to key stakeholders.

1.2 Attend Kickoff Meeting. We will attend a project kickoff meeting with the Town project team that will serve as an opportunity to introduce our project team members, discuss goals, present our project approach and methodology, review the final schedule of key project dates, and answer questions.

1.3 Develop a Project Work Plan and Schedule. We will develop the Project Work Plan and Schedule, which will outline our communication, scope; and timeline. submission/acceptance management.

▲ *Deliverable 1: Project Work Plan and Schedule*

Phase 2: Needs Assessment

2.1 Indoor Recreation Market Assessment. To help better understand the existing opportunities for indoor recreation in the Timnath region, we will assess service providers within a 20-minute drive of Timnath. We will further enhance this research through the use of mobile data to understand the users, demographics, traffic patterns (e.g., Timnath residents attending other recreation facilities), and more.

▲ *Deliverable 2: Indoor Recreation Market Assessment*

2.2 Engagement Strategy. To determine potential needs and gaps in potential recreation center future services and help the Town determine potential building and programming opportunities, we will engage residents and other key stakeholders in the Feasibility Study process. We will build from the existing engagement strategy from the master plan and maximize value amongst efforts. We will enhance engagement efforts, such as the statistically valid survey, discovery sessions, and pop-up activities to focus on a potential future recreation center.

Berry Dunn staff members are experienced and skilled facilitators, and we draw from a variety of methodologies that are designed to encourage and structure feedback for clearly identified and measurable outcomes. Based on the scope requested, the following engagement strategy approach is designed to gain the information necessary to inform the facility type, preferred amenities, number of amenities, and facility size recommended for this project:

- **Local Engagement:** We will build upon, integrate, and update the existing comprehensive engagement strategy and plan that is underway for the Town's PROST Master Plan. We will be purposeful to ensure that specific input is needed regarding a potential future recreation center, in addition to general input about interests in the future of parks and recreation in Timnath.
- **Statistically Valid Survey:** We will grow and enhance the draft statistically valid survey for the master plan for specific needs and outcomes of the new feasibility plan.
- **Local Providers:** We will host a virtual Think Tank with other local recreation center providers (reviewed by the Town) to further understand the needs, gaps, and trends in the region.
- **Online Engagement Portal:** We will continue to partner with Slate Communications and grow specific information on potential future recreation center needs in Timnath.

▲ *Deliverable 3: Engagement Strategy*

2.3 Prepare an Engagement Feedback Summary. Our team will provide a summary of insights gleaned through the engagement process. Key staff engagement, and community engagement activities will be assessed in relationship to each other. We will identify the common themes woven throughout the meetings and electronic engagement tools, potential service gaps, as well as any pertinent observations garnered through the feedback.

▲ *Deliverable 4: Engagement Summary*

Phase 3: Recreation Center Site Assessment

3.1 Evaluate the Potential Site. Led by our partner and subcontractor BRS, we will review potential sites that have been identified to determine if a new recreation center is viable for the location based upon input from the project team. We will utilize our site evaluation index to score the various sites and determine which should be preferred based upon physical characteristics, utilities, community connectivity, development costs and planning considerations. The outcome from this task will be to identify a preferred location for use in developing a conceptual model for a future recreation center.

▲ *Deliverable 5: Site Analysis and Recommendation*

Phase 4: Findings and Visioning Workshop

4.1 Present Findings and Conduct a Visioning Workshop. We will compile findings from the previous tasks and will prepare a summary of findings for staff and decision-makers to validate their accuracy. During this stage, we will confirm that all information identified and collected thus far is correct and ask the Town to share any additional issues or opportunities for consideration as we prepare to move forward into analysis and recommendations.

We will facilitate a visioning workshop that will analyze all findings, including site issues, political or historical constraints, and any other potential challenges. We will also identify opportunities for implementation steps, work plans, and funding implications.

This workshop will help provide an articulated guiding vision for the facility.

▲ *Deliverable 6: Findings and Visioning Workshop Summary*

4.2 Provide Conceptualization. Led by our partner and subcontractor BRS, with the findings of the Visioning Workshop, we will develop up to three preliminary models at a high level with 2D graphics that can illustrate what is feasible on the preferred site with the program identified for the center. We anticipate that there will be three rounds of refinement for the concept layout that will result in a preferred concept that will be taken into 3D to illustrate the potential recreation center.

▲ *Deliverable 7: 2D and 3D Building and Site Plan Diagrams*

▲ *Deliverable 8: 3D Conceptual Imagery (Presenting the Potential of the Recreation Center)*

Phase 5: Operations Assessment and Cost Analysis

5.1 Prepare an Operations Assessment. Based on the preferred recreation center model and with desired services, we will assess the general organizational performance to look for potential efficiencies in operations, maintenance, and programming. The assessment will include an analysis of current policies, procedures, processes, and business planning efforts already conducted by the Town. We will also analyze available previous planning efforts, historical perspective in the community.

5.2 Develop a Financial Model. We will develop a detailed financial model of the capital costs (e.g., options for funding for construction such as issuing debt and payments), potential operating revenues, and expenses of the facility and programming associated with the recreation center based on the findings in the previous tasks.

Once the recommendations for future usage are determined, we will conduct an analysis of existing and potential funding options, financial resources, cost recovery, pricing methodology, and user fees for any recommended services and facilities.

We may suggest a focus on potential additional revenue generation to help cover operational and maintenance costs. We have effective methods for working with project representatives to determine which types of revenue generation will be most appropriate for operations of each option.

From this information, we will create a conceptual operating and maintenance budget and a financial pro-forma for the proposed facility to detail the projected expenses, revenues, and cost recovery each year for ten years following implementation.

5.3 Prepare Annual Operational Budget Projections. Based on all of the information gathered and provided, we will develop annual operational and maintenance budget projections for the proposed facility to include all expenses and revenues associated with the facility. The projected operational and maintenance budgets will include (but will not be limited to) debt payments, staffing levels, benefits, commodities, contractual services, and utilities, taking into account hours of operation and other key operating assumptions.

Revenue opportunities may include pricing strategies, rentals, concessions, team registration fees, program fees, merchandising, events, partnerships, sponsorships, cost recovery, and desired subsidy levels. We will identify potential alternative funding sources including grants, foundations, gifts, sponsorships, public/private sponsorships, fees, etc.

Fee structures will be based on the identified fees from daily use, rentals, passes, and other factors determined during the comparative analysis. Revenue is estimated taking recommended fee schedules into account.

5.4 Create a Projected Pro-Forma. Our team will create a five-year pro-forma projecting the expenses, revenues, and cost recovery anticipated for the proposed recreation center. The pro-forma will be based on the operational budget projections as well as all the information provided by the Town. These figures will project increases in participation as well as estimated inflationary costs and/or price changes.

5.5 Develop Recommendations and Implementation Strategies and Final Report. Our final report will assist in making short-term, mid-term, and long-term management decisions. The report will include recommendations, along with an Action and Implementation Plan.

- ▲ *Deliverable 9: Financial Report: Operations and Maintenance Budget, Five-Year Pro-Forma and Implementation Strategies*

Fee Proposal

BerryDunn’s fixed fee for this project is **\$63,626**. Table 1 presents a breakdown of our proposed base fees by project phase. Our proposed fee reflects the level of effort we believe is required to complete the requested scope. Other factors that contributed to this fee include:

- ▲ Our staffing plan and resource allocation, which provides the Town with the appropriate number of resources and level of expertise to complete the tasks defined in the scope of work
- ▲ Our experience conducting projects of similar scope and size
- ▲ Our proposed team’s experience working together on similar projects

Table 1: BerryDunn’s Proposed Base Fees

Phase		Cost
1	Initial Project Planning	\$ 5,324
2	Needs Assessment	\$ 9,251
3	Recreation Center Site Assessment	\$ 6,840
4	Findings and Visioning Workshop	\$ 13,211
5	Operations Assessment and Cost Analysis	\$ 29,000
Total Base Fee		\$ 63,626

Team Member Resumes

Jason Genck, MPA

PRACTICE LEAD / MANAGER / PROJECT MANAGER



EDUCATION AND CERTIFICATIONS

MPA, Arizona State University

BA, University of St. Francis

Certified Park and Recreation Professional (CPRP), National Recreation and Park Association (NRPA)

AFFILIATIONS AND MEMBERSHIPS

- National Recreation and Park Association (NRPA)
- American Park and Recreation Society
- Arizona Park and Recreation Society
- Colorado Park and Recreation Association
- Illinois Park and Recreation Association
- American Academy for Park and Recreation Administration Extern Program

SELECT CLIENTS

City of Pflugerville, TX

Hyland Hills Park District, CO

Town of Gilbert, AZ

Town of Erie, CO

City of Aurora, CO

Jason Genck is a manager in and leader of our Parks, Recreation, Libraries Practice. He has nearly 30 years of experience in the parks and recreation industry and is a sought-after thought leader in this space. He has led large, municipal parks and recreation departments and special districts.

Prior to joining BerryDunn, Jason served as executive director of the City of Westminster, Colorado's Parks, Recreation, and Libraries Department—a three-time recipient of NRPA's Gold Medal Award.

RELEVANT EXPERIENCE

Parks and Recreation Leadership: As executive director of the City of Westminster's Parks, Recreation, and Libraries Department, Jason oversaw a staff of over 1,000 and served a community of approximately 115,000 residents. In this role, he helped guide the development of Westminster's billion-dollar downtown development plan, transit-oriented development plan, citywide COVID-19 social recovery efforts, a first-ever Inclusivity Board, and focus-area specific plans in marketing and outreach, libraries, open space, and cultural arts.

Strategic Planning: Jason has overseen the development of numerous strategic plans, ranging from citywide strategic plans to park and library strategic plans, arts and culture master plans, and more. He approaches each project with enthusiasm and optimism and is a sought-after innovation leader. His work is defined by his ability to help clients build upon what makes them unique and to engage stakeholders in creative, meaningful ways so that plans are developed with a broad base of support and truly reflect the needs of those impacted.

Organization Development: Jason has led multiple organization development and change management efforts as an executive director and as a consultant. He thoughtfully engages a broad array of stakeholders and emphasizes the importance of holistic wellbeing. His passion for organizational development extends into the leadership and mentorship he provides through speaking and teaching engagements.

Facility Development and Planning: Jason has helped lead the development of new recreation facilities and investments. He understands that projects of this nature require strong coalitions, often encompassing city leadership, school districts, utility providers, special districts, community members, community groups, and more. He has firsthand experience developing facility plans; determining necessary tax rates, boundaries, and impacts; and crafting ballot measure language.

Tom Diehl, MS, CPRP

MANAGER / SUBJECT MATTER EXPERT



EDUCATION AND CERTIFICATIONS

Master of Science, Health and Physical Education, Syracuse University

Bachelor of Science, Syracuse University

Certified Parks and Recreation Professional (CPRP), National Recreation and Park Association (NRPA)

Leadership Development Training, VCU, Grace E. Harris Leadership Institute

Certified Pool Operator

Certified Emergency Shelter Operator

Active Shooter Training

AFFILIATIONS AND MEMBERSHIPS

- NRPA, Member
- National Intramural and Recreation Sports Association (NIRSA), Member
- Colorado Parks and Recreation Association

SELECT CLIENTS

Redmond Recreation and Parks District, OR

City of Grover Beach, CA

Pleasant Valley Recreation and Parks District, CA

Tom Diehl is a manager in our Parks, Recreation, Libraries Practice. He is a recreation and athletics management professional with 38 years of experience serving both public and private institutions. He has concentrated on program and facility enhancement, and his expertise includes strategic and master planning, feasibility studies, capital and operational planning, budgeting, resource management, procurement/contract administration, equipment specifications, construction management and historical renovations. He has extensive experience with recreation and athletics programming, community relations, and special events management. He has successfully overseen capital projects valued up to \$60 million.

RELEVANT EXPERIENCE

Parks and Recreation Consulting: Tom has extensive parks and recreation consulting experience, completing more than 90 projects across 21 states. This includes more than 25 recreation and open space strategic and master plans, more than 20 feasibility studies, and more than nine conceptual park master plans, along with several needs assessments, operation and maintenance cost analyses, sports tourism economic impact studies, land preservation plans, athletic field studies, and ADA transition plans. He has seen it all and leverages this perspective while still bringing innovative, forward-thinking ideas to the table.

Recreation and Facility Leadership: Tom's background includes serving as director and assistant director of recreational sports at Virginia Commonwealth University (VCU); assistant athletic director for facilities at Marist College; and intramural director and facility director at Le Moyne College. He served as a principal with GreenPlay, LLC for seven years before the company merged with BerryDunn. Tom is a longtime member of both NRPA and NIRSA, actively participates in conferences and events, and is committed to industry excellence.

Project Management: Tom frequently serves in project management roles for the full spectrum of parks and recreation projects. He excels at maintaining clear, open lines of communication between clients and BerryDunn, keeping projects on track and on budget, and developing collaborative relationships with communities. Tom is also a graduate of the VCU Grace E. Harris Leadership Institute's Leadership Development Training.

Coaching: Tom played Division I lacrosse for Syracuse University and has 13 years of experience coaching at the university- and high school-level. His coaching experience spans almost all sports at various youth levels.

J.R. Clanton, MPA, MLS

SENIOR CONSULTANT / SUBJECT MATTER EXPERT



EDUCATION AND CERTIFICATIONS

MLS, Emporia State University
MPA, North Carolina State University
BA, Public Policy Studies, Duke University

AFFILIATIONS AND MEMBERSHIPS

- American Library Association
- Colorado Association of Libraries
- International City/County Management Association
- Colorado City and County Management Association
- National Recreation and Park Association (NRPA)

SELECT CLIENTS

City of Monterey Park, CA
City of Richland, WA
City of South Pasadena, CA
City of Lexington, KY
City of Pflugerville, TX
Lincoln County, OR

J.R. Clanton is a senior consultant in BerryDunn's Parks, Recreation, Libraries practice. He leads our financial and strategic planning initiatives, leveraging his firsthand industry experience and his knowledge of current and emerging industry trends and best practices. He is able to balance the daily realities and responsibilities clients face with forward-thinking approaches to partnerships, social service alignment, technology advancements, and more. As a former public-sector budget analyst, he is committed to supporting clients as they pursue strategic goals while also responsibly managing public funding.

RELEVANT EXPERIENCE

Public Sector Management: Prior to joining BerryDunn, J.R. served as library services manager for the City of Westminster, Colorado. While leading this municipal library system, he oversaw 54 employees, two branches, three satellite operations, and an online library. He led the development of the Westminster Library Master Plan, helped create new funding sources and partnerships, and contributed to citywide and regional efforts to address food insecurity, homelessness, crime reduction, employment, mobility, and more.

Parks and Recreation Management: J.R.'s public-sector experience also includes serving as a senior management analyst for the City of Westminster's parks, recreation, and libraries functions. In this role, he was responsible for a staff of over 1,000 and an annual budget of \$24 million. He developed expertise in strategic management, creative funding strategies, and social services alignment, including diversity, equity, and inclusion efforts.

Financial Management: J.R. is adept at leading large budget initiatives and undertakings and at finding creative ways to achieve funding goals. His past accomplishments include coordinating the development of a \$200 million capital improvement program for the City of Boulder, Colorado. He is known to champion new technology and improved business processes, identify strategic partnerships, and create cost recovery models in order to responsibly manage public-sector finances.

Ryan Hegreness, MS, CPRE

SENIOR CONSULTANT / SUBJECT MATTER EXPERT



EDUCATION AND CERTIFICATIONS

MS, Parks, Recreation, and Tourism Management, Clemson University

BS, Health, Fitness, and Recreation, Bob Jones University

Certified Park and Recreation Executive (CPRE)

Strategic Artificial Intelligence Certification, Colorado State University—Colorado Springs

Project Management Foundations, Project Management Institute® (PMI®)

Leading for Organizational Impact, Center for Creative Leadership

Certified Park & Recreation Professional (CPRP) 2007-2017

Directors School Graduate, National Recreation & Park Association (NRPA)

AFFILIATIONS AND MEMBERSHIPS

- NRPA Revenue Development & Management School Board of Regents
- Strategic Artificial Intelligence Advisory Board | Colorado State University—Colorado Springs
- NRPA Fellowship Mentor

Ryan Hegreness is a senior consultant in our Local Government Practice Group. Ryan brings over 15 years of experience in parks and recreation leadership roles, with expertise garnered across multiple states and diverse communities. He has honed skills in strategic planning, community-wide communication, and business practice improvement at award-winning departments in Colorado, Texas, and Vermont. Known for his progressive approaches to community engagement, marketing, and event management, Ryan is a sought-after speaker and consultant. He frequently shares insights on marketing, branding, leadership, and innovation through keynote addresses and workshops across North America.

RELEVANT EXPERIENCE

Park and Recreation Leadership: Ryan is adept at overseeing a wide range of operational aspects and spearheading improvement efforts. Serving as the parks, recreation, libraries, and open space operations manager for Westminster, Colorado, he managed multimillion-dollar budgets and supervised the planning and design of urban parks and open spaces. Ryan's leadership resulted in a three-time Gold Medal Award-winning park system and an increase in event attendance, including the introduction of new cultural festivals. Additionally, Ryan has a strong focus on fostering leadership skills and building high-performing teams within municipal and park district settings. He has demonstrated a commitment to building trust, empowering staff, and encouraging innovation, with a leadership style that emphasizes collaboration.

Strategic Planning: Ryan excels in strategic planning and fostering organizational innovation, demonstrated through his tenure as deputy executive director of business services for the South Suburban Park and Recreation District—the largest parks and recreation district in Colorado. He is experienced in leading strategic planning sessions, advising on master plans, conducting needs assessments, and guiding transformation. Moreover, his commitment to excellence is underscored by his involvement overseeing Commission for Accreditation of Parks and Recreation Agencies (CAPRA) accreditation efforts at multiple departments and a NRPA Gold Medal submission for the City of Arlington, Texas, Parks and Recreation Department.

Community Engagement and Marketing Strategy: Ryan has a track record of developing innovative marketing strategies and fostering community engagement with parks and recreation departments across the country. As marketing and enterprise development manager for Arlington, Texas's Parks and Recreation Department, he reshaped services based on neighborhood demographics and led the creation of an industry-leading park and recreation marketing plan. He significantly increased departmental engagement and exceeded revenue goals while growing engagement. Ryan's approach centers digital initiatives and partnership building to enhance brand awareness and revenue generation.

Oliver Amaya, CPRP, PMP®

CONSULTANT / SUPPORTING CONSULTANT



EDUCATION AND CERTIFICATIONS

BS, Liberal Arts, Excelsior College
Associate of Applied Science,
Information Resources
Management, Cochise College
Associate of Science, Language,
Excelsior College
Certified Project Management
Professional® (PMP®)
Customer Recovery Certification
Business Administration and
Leadership Certification

SELECT CLIENTS

Ada County, ID
City of Novato, CA
Jurupa Area Recreation and
Parks District, CA
Town of Gilbert, AZ
Hyland Hills Parks and
Recreation, CO
Adam's County, CO
City of Bangor, ME
City of Irving, TX

Oliver Amaya is a consultant in our Parks, Recreation, and Libraries Practice. Before joining our team, he worked with the City of Corpus Christi, Texas Parks and Recreation Department as a special projects manager, where he helped the department execute initiatives based in community development, operational improvement, and increased connectivity.

Oliver's experience serving in the U.S. Army also honed his ability to balance complex projects, work in complex environments, solve difficult challenges, and make effective decisions. His fluency in Spanish and Portuguese, in addition to English, enables him to reach diverse groups and listen to their input.

RELEVANT EXPERIENCE

Project Management: Oliver brings six years of experience directing new projects, managing various contracts, instituting cost and schedule controls, and establishing best practices. He is effective in leading and directing various projects from inception to completion. He has 12 years of progressive management experience and repeated success in developing project initiatives, directing project plans, achieving performance targets, managing budgets, and monitoring project costs.

Cost Recovery: While serving as special projects manager for the City of Corpus Christi, Texas Parks and Recreation Department, Oliver participated in a parks and recreation fee study revision related to residential development as well as a fee study for the City's tennis center. Oliver participated in research and peer benchmarking for both fee studies.

Project Coordination: Oliver has performed administrative duties for projects while working closely with project management, subcontractors, and clients. His experience includes organizing subcontractors while staying within budget limitations, preparing work orders and expense reports, translating Spanish and Portuguese documents and conversations into English, optimizing revenue by developing cost-reduction activities via efficient supplier development and resourcing, and collaborating with other administrative staff on projects and initiatives.



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