



# CITY MANAGER'S OFFICE

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## MEMORANDUM

**DATE:** January 25, 2023  
**TO:** Mayor and City Council  
**THROUGH:** Doug Thornley, City Manager Approved Electronically  
**FROM:** Norma Santoyo, Acting Parks & Recreation Director  
Eric Edelstein, Assistant City Manager  
**SUBJECT:** **Teglia's Paradise Park Information**

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Teglia's Paradise Park (Paradise Park) is located at 2745 Elementary Drive, Reno 89512. There are various amenities, including a shelter available for rent, and an activity center. More information is available at:

<https://www.reno.gov/Home/Components/FacilityDirectory/FacilityDirectory/117/2864?page=4>.

The Paradise Park Activity Center (Activity Center) is used for classes Monday, Wednesday, Thursday, and Friday from 9:00 am - 3:00 pm and on Tuesday from 9:00 am - 5:00 pm. The Activity Center is closed on Saturday and Sunday. The class schedule is available at: <https://www.reno.gov/home/showpublisheddocument/89513/638089465910970000>. When a class is not in session, the Activity Center is available for socializing and playing games. |

Paradise Park is open 5:00 am - 10:00 pm April 1 - September 30 and 6:00 am - 7:00 pm from October 1 through March 31. There are no scheduled activities in Paradise Park unless the shelter is rented for a private event.

The annual revenue for the Activity Center for the past four years was:

- FY 18/19 - \$19,593.20
- FY 19/20 - \$9,495.07
- FY 20/21 - \$1,195.60
- FY 21/22 - \$6,087.50

The annual cost to operate the Activity Center for the past four years was:

- FY 18/19 - \$96,946
- FY 19/20 - \$96,111
- FY 20/21 - \$85,504 (Covid)
- FY 21/22 - \$86,199

The annual revenue for the Park for the past four years was:

- FY 18/19 - \$675
- FY 19/20 - \$485
- FY 20/21 - \$0 (Covid)

- FY 21/22 - \$1,147

The annual cost to operate the Park for the past four years was:

- FY 18/19 - \$87,738
- FY 19/20 - \$99,567
- FY 20/21 - \$107,034
- FY 21/22 - \$65,735

The primary costs to operate the Park and Activity Center is for employees. Currently there is one 30 hour employee who is assigned to Paradise Park Activity Center (\$44,869.97) and a current total of six support staff for programming and front desk duties making roughly \$13 per hour for a yearly estimate of approximately \$50,000.

There is currently one Park Maintenance Worker II assigned to Paradise Park who also works at six other park sites. Below is a list of hours worked at Paradise Park for the last five fiscal years. The primary reason the maintenance hours decreased in FY 21/22 is because the Clean and Safe team was implemented, which reduced the time park staff addressed service requests related to the unsheltered population and dumping issues. The costs listed above include labor, equipment, materials, and mowing. They also include annual estimated costs for irrigation water charges and supplies of approximately \$14,500 each year.

- FY 18/19 - 2,180 hrs
- FY 19/20 - 2,128 hrs
- FY 20/21 - 2,131 hrs
- FY 21/22 - 1,559 hrs

Attendance for all programs at Paradise Park Activity Center:

- FY 18/19 - 9,799
- FY 19/20 - 6,170
- FY 20/21 - 952 (Covid)
- FY 21/22 - 7,103

Attendance at the Activity Center has been tracked since 2017. The attendance and classes offered since 2017 is available here:

<https://docs.google.com/spreadsheets/d/1RA85KOpkXyWqmTzK6mTNmhuIzKojGwFpKbwv6-nYN4/edit?usp=sharing>

On an annual basis, the Parks & Recreation Department releases a [Citizen Request Form](#) at all recreation facilities, including the pools. This form was released on September 30, 2022. These forms are available year-round online and paper copies are available at all Parks and Recreation facilities and pools.

### **Activity Center Lease Interest Overview**

A group of stakeholders who work primarily with the Latino community made their first contact with Councilmember Delgado in December 2021 to discuss a potential partnership for the use of ARPA funds. Through various meetings and discussions, the group agreed there was a need in the community for a centralized hub where nonprofit organizations can

serve the public. Tu Casa Latina, a nonprofit organization that works with individuals who are experiencing domestic violence would have been the leading organization of this project. The original proposal is attached to this memo.

The idea developed to use the Paradise Park Activity Center for this purpose at an estimated revenue to the Parks & Recreation Department of \$12,000 per year for two years. The amount would have been paid from Councilmember Delgado's discretionary funds. That idea was subsequently dismissed. At this time, Tu Casa Latina is still looking for a permanent space of approximately 1800 sq feet with a bathroom and kitchen. They must vacate the current location by the end of June 2023.

# Fiscal Relief Fund Proposal Application Questions

## 1. Explain the proposal and your idea for utilizing fiscal relief funds.

Despite making up more than a quarter of our community, the Latino/Hispanic population has fallen behind regarding both health outcomes during the COVID pandemic and economic prosperity in general. One of the reasons for this disparity is that services generally available to the Reno community often are not accessible to the Latino/Hispanic community because of language barriers, culture differences, or immigration status. It is well past time that these services be provided in an accessible way to all our community members. The purpose of this proposal is to provide resources to the Latino/Hispanic population in Reno (and surrounding areas) in a culturally specific way at a permanent location near a center of the Latino/Hispanic population.

Our proposal is to develop “Tu Casa Latina<sup>1</sup>,” a center for the Latino/Hispanic population organized and run by the Latino/Hispanic community. In this way we will build a center where multiple organizations can work together to assist in cultivating a resilient immigrant community that contributes to the well-being of Northern Nevada. We have begun to work with agencies in the Reno area to develop a list of services that would benefit the Latino/Hispanic community. Further details about the services to be provided by these agencies can be found in Appendix A – Current Stakeholders.

- Immigrant Support will come from our partners Tu Casa Latina (existing), the Northern Nevada Immigration Center, and the UNR Social Services Coordinator.
- Our partner Latino Arte and Culture will hold arts and cultural events, workshops, and classes.
- Support for existing and new Latino/Hispanic businesses will be provided by the Nevada Small Business Development.
- Support for Latino/Hispanic UNR students and their families will be provided by the UNR Social Services Coordinator.

These are just a start of the list of agencies that may provide services at the facility. We are actively working with other agencies and will assess over the life of the project what additional services would be beneficial to the Latino/Hispanic community. It is important to note that we work in partnership and are not attempting to duplicate services already provided by other agencies in the surrounding area such as the Community Health Alliance and the Boys and Girls Club of Truckee Meadows.

The funds requested for this proposal will be used for start-up and ongoing costs of the facility (not yet chosen) that will house these service organizations. These costs might include tenant improvements as well as initial rental assistance for our partner agencies.

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<sup>1</sup> Please note that there is an existing agency known as “Tu Casa Latina.” Throughout this proposal, the existing agency will be referred to as “Tu Casa Latina (existing)” or “TCL.”

The size of the facility as well as the scope of tenant improvements and rental assistance will be driven by the funds made available.

**2. How does this proposal meet the Treasury guidance?**

This proposal will aid local non-profits working with the Latino/Hispanic community to address systemic inequities and more recent inequities resulting from the COVID pandemic, as well as historic marginalization of the Latino/Hispanic community.

**3. How does your proposal benefit historically underserved or hardest hit communities?**

There are two key statistics that best represent the current impact of the COVID pandemic and systemic marginalization of the Latino/Hispanic community.

- From the Nevada Health Response web site ([link](#)) we note that while the Latino/Hispanic community makes up 31% of the statewide population, they
  - Represent 34% of all COVID cases
  - Represent only 20% of tests taken and 27% of vaccinations
- From the Nevada Tomorrow web site ([link](#)) we note that the Latino/Hispanic community has the third-lowest median household income amongst the 10 races and ethnicities listed.

Our proposal is to provide culturally specific access to services that will address these and other disparities that impact the Latino/Hispanic community.

**4. If funded, how will you measure the success of the program?**

As noted in Appendix A, each of our partner organizations will be tracking their own outcomes based on their individual missions and services provided. In addition to those outcome measures, which will be aggregated for the project, we will also be closely monitoring the number of individuals served at the location, as well as response rates for our assessments that will determine the efficacy and sufficiency of the services being provided at Tu Casa Latina.

## 5. **What evidence supports the proposed outcomes of the program?**

Each of the types of services included to date in this project have been studied for their effectiveness. And while links to studies are provided in Appendix B of this document, the following is a summary of the types of impacts we can expect to see as these services are made more accessible to the Latino/Hispanic community:

- Arts and culture can
  - Assist in making immigrants feel a part of their new community
  - Address trauma and specific community mental health concerns, and nurture cultural identity and social connections
  - Assist with cross-cultural community building
  - Contribute to the sustained advancement of human dignity
- Every dollar invested in Nevada Small Business Development Centers generates an additional \$2.72 in local, federal, and program income funds, leading to \$27.16 in additional state revenue from the jobs and capital the centers help small businesses create
- Higher levels of education are associated with a lower unemployment rate and higher income levels
- Immigrants contribute greatly to the US economy by working at higher rates, supporting key industries as well as providing a mobile and younger workforce

A key part of our vision for this project is to provide services needed by the Latino/Hispanic community. We will be continually assessing the sufficiency of the services provided in the community and using the results of those assessments to adjust the services at Tu Casa Latina and potentially at partner sites.

## 6. **What is the cost?**

Our high-level estimate for this project is \$500,000 based on the following high-level estimates. More detailed cost estimates can be provided as needed as we confirm our list of partners, space needed, and specific location.

- We estimate that we initially will have 10 partners, each needing an average of 1000 square feet or 10,000 square feet in total.
- Based on recent market data, we estimate that tenant improvements could cost up to \$35/square foot, or \$350,000.
- We plan to provide initial rental assistance to each of our partner agencies, some of whom will be opening additional space for this project and may need initial assistance with the costs for that space. Assuming a \$24/square foot/year lease rate and 10% assistance, we would need \$72,000 over the first three years of the project.
- A \$78,000 (approximately 20%) project contingency given the very early stages of the project planning.

As noted in our summary above, the amount of space, tenant improvement, and rental assistance will be adjusted based on funding provided, actual needs of partner agencies, and actual location.

**7. Enter the estimated date when you would start spending the funding.**

We will continue to engage with partner agencies, plan for space needs, and choose a potential site in the first quarter of 2022. We would start spending on tenant improvements in April 2022.

**APPENDIX A – CURRENT STAKEHOLDERS**

The following agencies, non-profits, and organizations have committed to joining Tu Casa Latina. In addition to these stakeholders, the staff of Tu Casa Latina will engage and collaborate with other community organizations and agencies to expand services and resources.

**TU CASA LATINA (EXISTING)**

**Explanation of organization:**

- Our primary population consists of underserved, generally Latino/Hispanic immigrants of the Northern Nevada area. Most are victims of a crime, domestic violence, or human trafficking. TCL's goal is to provide effective case management and help undocumented immigrant survivors obtain specialized victim visas (U-Visa, T-Visa, and VAWA visas). Additionally, for each visa client we serve, we also serve about four undocumented immigrants who do not qualify for special visas, but still are victims of domestic violence, workplace abuse, or other crimes. With all of our clients we perform a holistic intake assessment to determine all their needs, including physical and emotional health, housing, safety, employment, financial, educational, and spiritual. We then help them find the resources and services needed to lead fulfilled and productive lives. We also offer both in person and online outreach programs, often in partnership with other local agencies, to help educate this underserved population regarding their rights and how to access needed services. In this way we hope to build a resilient immigrant community that contributes to the well-being of Northern Nevada.

**Services the organization will be offering in this facility:**

- Tu Casa Latina (existing) is a nonprofit USCIS, DOJ Accredited organization geared toward helping all immigrant victims of violent crime in northern Nevada. Below are just some of the services that TCL provides:

- U Visa application (for undocumented victims of crime)
- VAWA application (for abused undocumented women married to an American Citizen or Permanent Resident)
- T Visa application (for victims of human trafficking for sexual exploitation or labor)
- Translation of documents
- A thorough, holistic, culturally sensitive intake assessment of needs for all clients, whether or not they qualify for special visas
- Referrals to other local agencies

**How success will be measured:**

- Our services are evaluated through surveys and case assessments. Assessment through surveys will evaluate gaps in services and clients’ needs being met through case management. Success of outreach and education activities and agency cross training activities will be measured through increased numbers of attendance compared to previous numbers for similar outreach activities. For in person events, information gathered will identify who is attending and what outreach efforts need to be increased in order to reach all survivors. Online events allow attendees to not be identified, so we can only keep track of numbers and cannot do surveys. For each activity, we will set goals for the number of participants to be reached, and we will work towards accessing media and network contacts to ensure information is being disseminated to reach those who are living in the margins and who have little access to mainstream resources.

**Desired space needed:**

- 1000 sq ft. (Min)
- 4 offices
- 1 multi-purpose room (Storage and Machinery)
- Access to common spaces (meeting rooms, break rooms)

**LATINO ARTE AND CULTURE**

**Explanation of organization:**

- Latino Arte and Culture, is a nonprofit 501(C)(3) organization whose mission is to create, produce and present the Latino-Hispanic diverse arts and culture to a wider community; we want to educate and advance the artistic qualities of our local community creators, we want them to have access to education and resources; we look to promote our diversity, to be included and also be inclusive; we advocate for equity for all, foster an elevated sense of awareness of who we are, and promote well-being and mental health with our programs. We offer children, youth and adult courses, workshops and other learning opportunities in the arts and culture.



### **Services the organization will be offering in this facility:**

- Latino Arte and Culture offers Workshops and Courses:
  - DANCING
    - Folkloric Ballet from Mexico, Children
    - Folkloric Ballet from Mexico, Adults
    - Folkloric Ballet from South America
    - Folkloric Ballet for 65+
    - Hip Hop for Children
    - Aztec Dancing for Adults
    - Zumba
    - Salsa and Cumbia for Adults
  - THEATER
    - Children's Theater Workshops
    - Adult's Theater Workshops
    - Puppet creation and performing Workshops for adults
  - LITERATURE
    - Latin American Literature in Spanish
    - Poetry and Creative Writing in Spanish.
    - English and Spanish Poetry, Encounters with Scholars, Readings, and Publishing
    - Written Translation
  - CULTURE
    - History of Latinos in the USA in Spanish
    - Latino Civic Engagement in Spanish
    - Social Media for Adults in Spanish
    - LGBTQ+ Support Group in Spanish
    - Latin-American Philosophy Courses in Spanish
  - MUSIC
    - Guitar Classes for Children
    - Singing Chorus for Children and Adults
  - HANDICRAFT
    - Day of the Dead Craft Workshops
    - Custom Making Workshops
    - Puppets Making Workshops
    - Pointillism Painting
    - Pinata Making Workshops
  - COMMUNITY GROUPS
    - Emerging artistic groups and individuals will have access to our premises to rehearsal, practice and perform their arts without a fee

### **How success will be measured:**

- Complete the number of scheduled courses and workshops during the year
- Complete a minimum of students subscribed to our courses and workshops during the year

- Complete a minimum number of students graduating from courses and workshops during the year
- Complete a minimum number of artistic and cultural outcomes, reports, presentations, performers from students and classes during the year
- Survey students, students' parents, and the public
- Comparing how our program is doing against best practice.
- Individual learning. Assessment of Learning serves a summative function by measuring and reporting on student achievement at the end of a learning period. Here we measure technique learning, such as use of a pottery wheel, sculpting tool, breath and support in singing, tableau, and levels in drama.
- Assessment for Learning (AFL) measures the outputs that occur between summative tasks. AFL measures students' ability to self-reflect, critique, evaluate, understand learning and development processes, and listen and learn from others.
- Measurable outcomes in the areas of Dancing, Music and Theater, students will finish their course doing a performance in front of live audiences, as a group or individually. In Literature or Writing, students will create, read their work to other students, and finish the course publishing selected works. In Handicraft, students will finish their course presenting, advertising online and selling their creations in our festivals and store. For the Culture courses, students will finish the course writing a Letter to the Editor; completing volunteer's hours for a nonprofit, increasing civic engagement and voter registration; work in an issue/initiative and present before a government entity; publish in Social Media, increase support group's participation, and others.

**Desired space needed:**

- 3 Office Spaces -750 SF
- Shared Meeting Room -300 SF
- Shared Kitchen Room -200 SF
- Dancing and Theater Rehearsal Room -500 SF
- Music Room/ Painting and Handicrafts Room -300 SF
- 2 Classrooms -400 SF
- Storage Room -300 SF
- 120-Seat Auditorium with Stage -1000 SF
- Art/Craft Store and Cafe Room -450 SF

University of Nevada, Reno - Social Services Coordinator

**Explanation of organization**

- The University of Nevada, Reno Social Services Coordinator provides academic and community resources to all students, additionally providing support to students who are undocumented, with DACA, and students in mixed-status families. Services provided include basic needs assistance, financial aid and scholarship assistance, case management services, mental health and well-being, workshops, and programming.

**Services the organization will be offering in this facility:**

- Tu Casa Latina will be an accessible location to meet with current UNR students, prospective students, transfer students and their families to provide educational and community resources if they do not reside near the university's campus. This will on a case by case basis meaning that the space would be unitized when requested by the student or family.
- Informative and educational workshops for students and families in the community to inform them about the opportunities available in higher education for undocumented, DACA students, and students in mixed status families. In addition, partnering with other community partners to bring workshops related to resources such as DACA renewal assistance, immigration policy updates, along with food insecurity, and temporary housing resources.

**How success will be measured:**

- Increase in clients being served within the facility (cannot provide any data related to the number of students served based on their immigration status.)
- Increase in community partner engagement within the facility

**Desired space needed:**

- 1 Intake office (approx. 250 square feet) - confidential space to meet with clients on a case by case basis
- Meeting room (500- 750 square feet) workshops for students and families

**UNR NORTHERN NEVADA INTERNATIONAL CENTER (NNIC)****Explanation of organization:**

- NNIC serves as the refugee resettlement agency in Northern Nevada, serving refugees, asylum seekers, Cuban/Haitian migrants, international victims of trafficking as well as Central American minors. NNIC is Nevada's sole provider of social services for victims of trafficking through the Trafficking of Victims Program (TVAP), a majority of whom hail from Central America and many are young adults. NNIC partners with community agencies in health, employment, housing, education, ESL and other wrap-around services to ease the transition of newly arrived immigrants to our region.

NNIC has served as a resettlement agency only for the past five years, and has expanded its scope significantly during this time

NNIC also manages a language bank, which offers interpretation and translation services in 200 languages in person, over the phone and via video conferencing. The language bank could serve as another key vehicle for the success of this project.

**What services will the organization be offering in this facility:**

- NNIC currently has space at 855 West Seventh Street, but a joint space especially for the TVAP program and the Central American minors program, where services can be offered seamlessly and jointly with other agencies would be ideal. NNIC is expanding its services very rapidly, and is seeking additional office space. NNIC is also looking to offer ESL services for its clients and in a joint space such as the one proposed could partner with the other partners in this proposal to offer services for a broader audience.

**How success will be measured:**

Success will be measured and monitored as follows:

- 1) increase in the number of clients served at the facility
- 2) increase in the number of partnerships forged as a result of the facility
- 3) increase in the number clients being referred to other programs in the facility

**Desired space needed:**

- 2 offices for NNIC TVAP staff members (500 square feet)
- 1 intake office for 4-5 individuals for privacy (250 square feet)
- 1 joint classroom for ESL classes (500 square feet)

NEVADA SMALL BUSINESS DEVELOPMENT

**What services will the organization be offering in this facility:**

- Free and confidential business counseling, free workshops and low-cost training for entrepreneurs. This will include starting, growing and developing a business.
- We provide services in English, Spanish, Japanese and other languages if requested.
- Link of the specific services: <https://nevadasbdc.org/how-we-can-help/>

**How success will be measured:**

- We currently have a Customer Relationship Management (CRM) system that track the following milestones:
  - Startups
  - Jobs Creation
  - Capital Formation
  - Hours spend on clients that are specify by in person meetings at the main office or client preferred location, e-mail, phone, video conference and trainings attended.

**Desired space needed:**

- We are currently located at the College of Business since we employ students. Nevada SBDC can use a satellite office to offer the business services to the Latino and other underserved population.

**APPENDIX B - EVIDENCE OF PROPOSED OUTCOMES: COMMUNITY, ARTS, AND CULTURE**

- **Bridging Divides, Creating Community, Arts, Culture and Immigration**

[\(PDF\) Bridging Divides, Creating Community: Arts, Culture, and Immigration | Jamie Hand - Academia.edu](#)

**Abstract:** ARTPLACE AMERICA is a ten -year collaboration of foundations, federal agencies, and banks that is working to position arts and culture as a core sector of community planning and development in order to help strengthen the social, physical, and economic fabric of communities.

ArtPlace focuses its work on “creative placemaking,” which describes projects in which art plays an intentional and integrated role in place-based community planning and development. The “creative” simply invites artists and arts organizations to join their neighbors as collaborators into the suite of placemaking strategies pioneered by Jane Jacobs and her colleagues, who believed that community development must be locally informed, human centered, and holistic.

- **Arts, Culture and Community Mental Health**, by Jamie Hand, and Tasha Golden, ArtPlace America and University of Louisville School of Public Health. [\(PDF\) Arts, Culture, and Community Mental Health | Tasha Golden, PhD - Academia.edu](#)

**Abstract:**

- a) Arts and Culture Can Reduce Stigma: One of the Fundamental Barriers to Mental Health
  - b) Arts and Culture Can Help Address Trauma
  - c) Arts and Culture Can Help Address Specific Community Mental Health Concerns
  - d) Arts and Culture Can Nurture Cultural Identity and Social Connection
- **Using Arts and Culture for Community Development in the USA**, by Shane Brady [\(DOC\) Using Arts and Culture for Community Development in the USA | Shane Brady - Academia.edu](#)

**Abstract:** The ABCD approach is particularly appropriate for use within and between different cultural and racial groups since arts and cultural resources (e.g. libraries, museums, theaters, and cultural centers) can provide spaces for engaging and enriching diverse communities. Arts and culture have great significance for many different racial and ethnic groups and can provide excellent starting points for cross-cultural community building (Krajewski-Jaime et al. 2010; Minkler and Wallerstein, 2011). The arts are a vital yet often overlooked asset in community development within diverse cultural communities. Through realizing and appreciating the cultural and arts- based assets of a community, the cases represented below were able to bring together communities and bridge differences.

- **Community Arts Center Handbook**

[\(PDF\) Community Arts Center Handbook | Henry Sanoff - Academia.edu](#)

**Abstract:** Arts-centered activities contribute to the sustained advancement of human dignity, health and/or productivity within a community. These include activities that educate and inform us about the world and us and build and improve community capacity. Community art spaces are also credited with generating economic revitalization through the adaptation of older, vacant buildings and by attracting visitors who in turn support local businesses and other cultural enterprises. This eBook then, is about the planning and design process for creating a community arts center.

- Below is the 2020 Annual Report which includes the economic impact that the services contributed to the state of Nevada.
  - <https://nevadasbdc.org/wp-content/uploads/2021/06/2020-NSBDC-Annual-report-WEB.pdf>
- Below is a report that shows that especially in the COVID pandemic, educational level is correlated with higher levels of income.
  - <https://www.bls.gov/careeroutlook/2021/data-on-display/education-pays.htm>
- Below is a report showing that immigrants contribute greatly to the US economy. They work at high rates and make up more than a third of the workforce in some industries. Their geographic mobility helps local economies respond to worker shortages, smoothing out bumps that could otherwise weaken the economy. Immigrant workers help support the aging native-born population, increasing the number of workers as compared to retirees and bolstering the Social Security and Medicare trust funds. And children born to immigrant families are upwardly mobile, promising future benefits not only to their families, but to the U.S. economy overall.
  - <https://www.cbpp.org/research/poverty-and-inequality/immigrants-contribute-greatly-to-us-economy-despite-administrations>