



Braemar Arena and Park +
Fred Richards Projects

A New Way to Play in Edina

In Edina, our residents embrace the chance to get outdoors, exercise, connect with friends and compete. Now, residents have an opportunity to invest in the way they play for generations to come.

City leaders have put forward a \$64.6 million investment plan to complete the conversion of the shuttered Fred Richards Golf Course into a multi-faceted city park and to reinvest in Braemar Park and Arena with a wide range of amenities and improvements. To finance this investment, the City will ask Edina voters to consider a local half-percent sales tax option as part of the general election Nov. 8, 2022.



Needs and priorities

Edina's vibrant quality of life continues to make it a destination to live, work and play, as the city's population has increased 13 percent over the past decade. Investing in Edina's parks and recreation will allow the City to continue serving its growing population, attract new residents, draw visitors to local businesses and support the local economy.

The planning process

Through meetings and online surveys, Edina residents highlighted important needs, including more sports and recreation programming for adults and seniors, more playground areas, more shade and picnic shelters, new lighting, more ice time and natural restoration. Using this feedback, City leaders developed an investment plan to address these needs and prepare for the future.

What the plan will do

\$17.7 million to repurpose Fred Richards Park:

- New trails and pickleball courts.
- Natural restoration, inclusive playgrounds, a pavilion and a great lawn area.
- New lighting, seating, signs, infrastructure and parking.

\$8.1 million to invest in Braemar Park:

- New trail system for walking, biking and cross-country skiing.
- New playground, pickleball and tennis courts, and upgrades to baseball complex.
- Restored natural resources and improved parking.

\$13.5 million to update Braemar Arena:

- New HVAC system, updated roof and improved energy efficiency.
- Upgraded restrooms, locker rooms, rink surfaces and rink-cooling system.

\$25.3 million to expand Braemar Arena*

- A fourth sheet of ice, a safe drop-off and pick-up area, a larger lobby and more parking.

**Still requires approval by the Legislature before it can be put on the November ballot.*

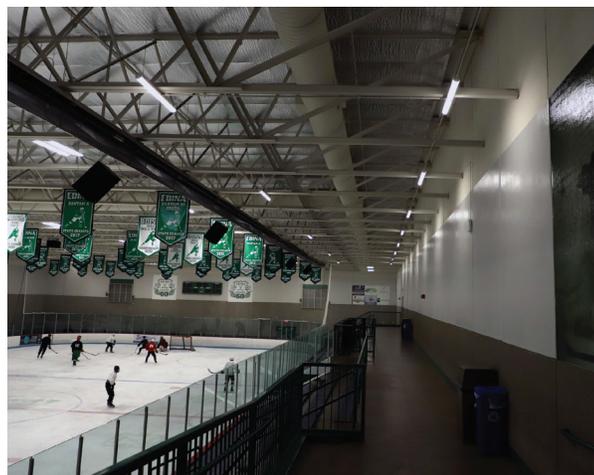
The cost and tax impact

If voters approve at least one ballot question, collections from the half-percent sales tax would be used to finance the cost of the projects. The tax will expire in 17 years.

According to research by the
University of Minnesota,

60%

of the half-percent sales tax
increase would be paid by
nonresidents.



Why use a local option sales tax?

A sales tax would spread the cost of improvement projects among both residents and nonresidents.

The sales tax would cost Edina residents an average of about \$2.62 per month per resident. In contrast, a property tax increase would apply solely to those who own or rent property in Edina. Such an increase would cost the owner of a median value home of \$571,800 an additional \$190.37 per year.

What if the referendum does not pass?

If voters do not approve the sales tax referendum, the City will reengage residents about how to move forward with investments in both parks and explore different funding options.

Your vote matters!

- Vote on or before Nov. 8, 2022
- Early voting begins Sept. 23, 2022

Visit the project website
EdinaAtPlay.org
to learn more!