

12.0 COMMUNITY QUALITY

12.1 INTRODUCTION

Prescott is a desirable place where people want to live, work and play. Contributing to the quality of the community is an environment with high-quality air and potable water, health care and education systems, as well as unique historic character and diverse cultural amenities. This element addresses the importance of each of these contributing factors in keeping Prescott a place where families and neighborhoods flourish. Also addressed is the quality of local government and its relationship with its citizens.

12.2 THE NATURAL ENVIRONMENT

The natural environment provides the setting for the community. Prescott is located in a high, semi-arid zone where several vegetation types, climatic conditions, and geological formations meet. Granite Dells near the City's northeast boundary, Thumb Butte and Granite Mountain to the west and north, are extraordinary natural landmarks adding to Prescott's landscape as one of volcanic rock, valleys, mountains, chaparral and pines vegetation. As the City grows, it is important to maximize environmental quality and continued economic prosperity, as well as to manage the impacts of increased growth.

Preservation of open space within the City to protect this unique landscape is very important to the community. The proximity of the City to the thousands of acres in the Prescott National Forest creates a wildland/urban interface. The complexity of this environment demands careful planning to avoid serious environmental degradation in the future and to mitigate the potential for wildfire damage to neighborhoods. To this end Prescott adopted a Wildland/Urban Interface Code to better address fire protection standards, and is a partner in supporting a Wildland/Urban Interface Commission. Prescott continues to work in cooperation with Prescott National Forest to reduce the severity of the fire danger within this interface. The Prescott Fire Department continues to promote local neighborhood safety and identify high risk areas of the community, urging those areas to consider achieving the Firewise designation. Additionally, Prescott Fire Department is consistently assessing our strategic goals and objectives to maximize our emergency service delivery to our citizens.

12.3 CULTURAL ASSETS

Indigenous people lived in the area and had their own unique culture for thousands of years. Today, the rich diversity of Prescott's cultural resources continues with the heritage started nearly 150 years ago by the first European settlers and the government officials who brought a printing press and a library to the City. Prescott culturally enriches residents and visitors in the visual arts, performing arts, with musical programs, libraries, museums, and the Heritage Park Zoological Society (animal rescue sanctuary), all in an historic setting unmatched elsewhere in the state. Numerous artists, writers, scholars, historians, musicians and producers reside in Prescott. Excellent arts and humanities opportunities are available to residents of all ages.

There is strong volunteer support for various venues and organizations in our area. Volunteerism in Prescott is an asset of both monetary and qualitative importance. Prescott enjoys an extensive network of service organizations and a large volunteer force of retirees and others who give back to the community. The City would be immeasurably poorer without their contributions. Prospective employers and potential residents should be alerted to the benefit derived from the competence and generosity of these citizens.

Prescott has always been a place for cultural enlightenment and popular entertainment. The first cultural event in the area probably occurred hundreds of years ago, when an American Indian storyteller told winter tales around the village fire circle. Upon the arrival of the earliest white settlers in the 1860s, their pioneer belongings no doubt included books, the most effective

transmitters of culture, as well as fiddles, pianos, and that same predilection for storytelling, the most basic and human of cultural traits. From storytelling to piano tinkling, from petroglyphs to saloon dancers, Prescott's cultural inventory has evolved to include fine art galleries and sculpture gardens, history, anthropology and art museums, a symphony, rousing rock and roll on Whiskey Row, library systems, a nature center and an animal rescue sanctuary.

Prescott's focal point, the Downtown, discussed in the Land Use Element, is not only the historic and economic center but also, the artistic and cultural center of the City. Interest in cultural activities has been expanding in recent years as seen in the increasing numbers of tourists, resident artists, and participants. The Downtown is anchored by three outstanding historic structures: The Elks Opera House, The Sharlot Hall Museum, and The Prescott Center for the Arts.

These significant buildings provide diverse opportunities for many forms of culture and the arts, both visual and performing. This historic significance lends itself to the further development of the traditional arts; those used daily by the early settlers of the area. These include a vast array of traditional arts: blacksmithing, weaving, poetry, fiddling, ceramics, wood working, broom making, and history based theatre. This array of traditional arts can be easily blended with the contemporary arts.

Prescott's historic character is not just a backdrop for the arts but a vital working, living, playing environment. The Downtown should be recognized as the Culture, Arts, and Entertainment District of this community.

12.3.1 Cultural Assets Goals and Strategies

Goal 1 Support the cultural, historic and natural character which establishes this community as a leading cultural center in the state.

Strategy 1.1 Continue to use the Courthouse Plaza as a community activity focal point.

Strategy 1.2 Promote and advertise Prescott as an ideal community for cultural opportunities for residents of all ages using appropriate marketing strategies.

Strategy 1.3 Identify and inventory community assets to ensure that local facilities are well maintained, protected, preserved or enhanced and that program and facility development keeps pace with demand.

Strategy 1.4 Consider the creation of a Culture, Arts, and Entertainment District which encompasses historic venues in the Downtown. Implementation methods might include signage or pennants that symbolize the arts located along Downtown streets, connecting the art venues.

Strategy 1.5 Encourage the development of a Traditional Arts and Cultural Center. Implementation methods might include the reuse of upper stories of historic Downtown structures.

Goal 2 Support community performance spaces, art galleries, museums and libraries and cultural and arts organizations to enhance the variety of cultural activities for all age groups and interests, for visitors and residents.

- Strategy 2.1** Continue to use Acker Trust assets for their stated cultural purposes to supplement public funding for parks and music for children.
- Strategy 2.2** Continue to support the Prescott Area Arts and Humanities Council to assist in expansion of cultural and arts performances in various venues.

12.4 HISTORIC PRESERVATION

The mantra of the National Trust for Historic Preservation's MAIN STREET program could be "history is on our side". Since the inception of the program in the mid-1980s, Arizona and Prescott have been partners in the program which was originally established in Arizona by the Department of Commerce. Now housed within the Historic Preservation Office of Arizona State Parks, the Main Street program continues to be administered in Prescott by the Prescott Downtown Partnership, a non-profit business association.

The theme of the movement is centered on the commercial district as being essential to the success of a livable, thriving community. Prescott has been a model of this concept since the inception of the program. Maintenance and revitalization of historic properties in both commercial and residential neighborhoods has made Prescott a Main Street program leader, with many awards for both preservation and reconstruction/restoration.

Investment in historic properties listed in both the National Register of Historic Places and in Prescott's historic register by the public sector and from private sources, has resulted in Prescott's standing as an attractive place in which to live and to work, and as a premiere attraction for visitors.

The founding of Prescott in 1864 as the first Territorial capital of Arizona was a significant historic event. The many historic buildings, the layout of the original townsite and the level of preservation of the existing resources are unique in the state. The prehistoric and historic significance of Prescott goes well beyond the municipal boundaries.

A fire destroyed much of downtown Prescott in 1900 and an exhaustive re-building campaign was initiated immediately thereafter. Most of our existing significant historic buildings date from that post-fire construction period.

Interest in Prescott's historic preservation was evidenced by a City Council appointed citizens group in the 1960s which recommended making the entire corporate limits the boundaries of the area to be addressed for protection. The Prescott Centennial in 1964 was preceded by a year of planning by a City Council appointed commission and many citizens groups concerned with the quality of Prescott's past and the needs for public action to ensure the future of the appearance of the town.

Protection of property values, both for the owner (public and private) and for the community's benefit is an important reason for the historic preservation actions by the City. Overlay zoning for historic properties is treated the same as any other zoning, with changes generally requested by property owners and granted or denied through an application process.

The historic preservation movement was formalized by U.S. Congressional action in 1966 with the federal historic preservation act which provided planning assistance and funding throughout the country. The historic preservation movement became an integral part of Prescott's future in 1973 with the adoption by the City Council of an ordinance amending the Zoning Code to add an architectural overlay district provision including historic preservation design review

responsibilities. Yavapai Heritage Foundation was organized in 1975, following the demolition of several important buildings, primarily to conduct a survey and to assist in the acquisition and relocation of the Bashford House from one end of downtown to the other. In collaboration with Sharlot Hall Museum an American Revolutionary Bicentennial grant was obtained, and along with an historic preservation fund grant, the survey was completed. The Bashford House was moved and renovated, and a publication "The Territorial Architecture of Prescott, Arizona Territory" was produced by Yavapai Heritage Foundation. This document was adopted as the City's official historic register and a later ordinance allowed for additions.

In 1980 the City adopted an historic building code, the first in the state, and in successive acts in following years took action to permit and describe local historic preservation districts, to integrate the historic building code into the City building regulations, and to establish the City Council as the appeal authority for the historic preservation commission. The City Council also revised the subdivision regulations to include the requirement that plat submission include any site with the possibility of significant cultural/archeological/historical presence to be addressed in conjunction with the proposed development.

The City developed and adopted the Historic Preservation Master Plan in 1998. This award winning plan is a guide and outline for the identification, protection and management of historic resources. The plan is a proactive means of planning for the protection of Prescott's character and historic resources to enhance the quality of life and economic well-being of current and future generations.

The plan also provides a descriptive overview of preservation in general and the resources of Prescott. It also outlines the goals and recommendations for preservation to give property owners, builders, designers, the City Council and City staff a clear understanding of preservation issues affecting preservation, restoration, maintenance, repairs, remodeling and additions to historically significant buildings, objects, streetscapes and neighborhoods. It also provides recommendations for future documentation of historic resources and for creation of additional overlay zoning districts.

Historic and prehistoric preservation is an organizing force in Prescott's land use principles and is a catalyst which drives the community's economic engine. The historic town square and the surrounding historic neighborhoods, as well as prehistoric sites prepared and/or interpreted for public education, are a focus of the region's tourist economy, which is the highest source of income for all of Northern Arizona.

Preservation also plays an important role in putting housing within the reach of residents. By rehabilitating and renovating existing structures on smaller lots, the older, designated parts of town return to the more pedestrian friendly system of the past, making use of existing infrastructure and landscaping.

12.4.1 Historic Preservation Goals and Strategies

Goal 1 Reaffirm long standing relationship with The National Trust for Historic Preservation through and with The City of Prescott Historic Preservation Office.

Strategy 1.1 Apply for membership in the National Trust MAIN STREET PROGRAM

Strategy 1.2 Work closely with The Prescott Downtown Partnership in carrying out Main Street principles for residential and commercial opportunities with the private sector.

Goal 2 Continue the survey, documentation and listing in city, state and national registers of eligible properties.

Strategy 2.1 Produce updated information for property owners citing protection and tax benefits of listing their homes and businesses as historic properties.

Strategy 2.2 Cooperate with the state historic preservation office and associations and individuals to carry out continuing public awareness activities.

Goal 3 Confirm and update city ordinances dealing with historic and prehistoric resources.

Strategy 3.1 Review the applicable codes to ensure that irreplaceable prehistoric resources receive appropriate survey and mitigation procedures.

Strategy 3.2 Review the applicable codes to ensure that the historic preservation ordinances remain in compliance with the federal Certified Local Government program of the U.S. Historic Preservation Act of 1966, as amended.

Goal 4 Periodically review and update the Historic Preservation Master Plan.

Strategy 4.1 Encourage private property owners and require city departments to maintain sites and structures which serve as visible reminders of Prescott's past as well as the city's role in state and national history.

Strategy 4.2 Assist neighborhoods through area plans and register listing in preserving the character and livability of older parts of the city.

12.5 THE PRESCOTT POLICE DEPARTMENT

The Police Department strives to serve the citizens of Prescott with respect, fairness, and sensitivity. The Department provides quality police service in partnership with other members of the community through innovative police practices and pro-active problem solving techniques. The Police Department is committed to the prevention of crime; preservation of peace, order & safety; enforcement of laws & ordinances; safeguarding constitutional rights and strives to attain the highest degree of ethical behavior and professional conduct at all times.

Police Officers are committed to an aggressive response to criminal activity throughout the City in a manner consistent with safeguarding the rights of all citizens. In order to provide an effective visible presence; criminal identification, apprehension & prosecution; and the effective movement of vehicular and pedestrian traffic within the department's jurisdiction, the Prescott Police Department embraces Directed Patrol Activities, Problem Solving Policing Strategies and Community Policing Concepts.

Directed Patrol Activities is a police management strategy designed to increase the productivity of patrol officers through the analysis and evaluation of patrol techniques. Officers are directed to patrol targeted areas and focus on specific activities. Problem Solving Policing Strategies combine multiple strategies for a comprehensive community policing approach. Community Policing consists of two core components, community partnership and problem solving. The Prescott Police Department is committed to providing the best service in the region.

Education opportunities for the community and the fostering of informational exchange are performed through programs such as Business and Block Watch, Security Surveys, Shop with a Cop, The Role Model Scholarship (Prescott High School) and Crime Prevention through Environmental Design. These programs lead to partnerships which result in a team approach to the problems that adversely affect our community.

The Community Services Section of the Police Department is a work group dedicated to community policing and actively works with community members to solve issues and problems in our city. Through the efforts from both community members and officers, a team approach is taken to form ideas resulting in a process where both officers and community members take ownership of the problem. The Prescott Police Department will continue to build relationships and partner with its community members in order to fulfill its mission to protect life, property and the rights of those in our City.

12.5.1 Prescott Police Department Goals and Strategies

Goal 1 Continue on going partnerships with various community stakeholders to maintain the application of community policing principles.

Strategy 1.1 Keep open communication going with various community groups by attending and participating in meetings and events that are not organized by the police department.

Strategy 1.2 Maintain and support the community services unit function at the police department as the dedicated unit to carrying out the crime prevention awareness to the community efforts, establishment of specific community partnerships such as neighborhood watch groups, and assist in problem solving activities from all stakeholders.

Strategy 1.3 Assist in creating greater awareness that crime and disorder are a community responsibility and everyone has a part to play in preventing both.

Goal 2 Create an environment in the community of safety and security, where citizens and visitors alike can feel comfortable going about their desired activities.

Strategy 2.1 Use various patrol techniques, walking patrol, bicycle patrol, and marked police vehicles, to create a visible presence in the City of Prescott, especially in the those areas of highest people concentration.

Strategy 2.2 Assign police resources so as to provide the quickest possible professional response to a call for service in the community.

12.6 THE PRESCOTT FIRE DEPARTMENT

The Prescott Fire Department is the oldest fire department in the State of Arizona. It was established in 1885 and is today a modern and highly professional career fire department. The Fire Department has a wonderful history of fire fighting traditions and values a creative and proactive work place. It is involved in numerous joint partnerships to include automatic aid with the Central Yavapai Fire District, United States Forest Service, and Yavapai-Prescott Indian Tribe.

The Prescott Fire Department provides all risk services to our community. Fire personnel are the first responders to deal with epidemic disease, bio-terrorism, hazardous materials and other threats to safety. They are trained in emergency medical response, structural and wildland fire fighting tactics, confined space and high angle rescue, hazardous material mitigation, fire prevention techniques, and involved in large scale incident management at the Local, County, and State level.

The City of Prescott was the first community in the State of Arizona to adopt the Wildland Urban Interface Code with local amendments. Prescott Fire Department leadership is committed to aggressively addressing the threat of wildfire to our community and promotes firewise community strategies. This proactive approach to fuel mitigation and education of our citizens regarding wildfires has placed the City of Prescott in a leadership role locally and nationally.

12.6.1 Fire Department Goals and Strategies

Goal 1 Facilitate and promote the Prescott Fire Department as a vital component of Emergency Services.

Strategy 1.1 Continue to promote local neighborhoods and identified high risk areas of the community to consider achieving the Firewise designation.

Strategy 1.2 Consistently assess Prescott Fire Department strategic goals and objectives to maximize emergency service delivery to citizens.

Strategy 1.3 Continue dialog and partnerships with the Yavapai County Health Department, Police Department and other agencies to ensure 1st responder readiness to deal with impacts from epidemics or bio-terrorism.

Goal 2 Facilitate and promote sustainable communities and walkable street design.

Strategy 2.1 Explore the use of smaller fire apparatus to allow for narrower street widths which promote pedestrian friendly street design such as tree lined boulevards.

12.7 EDUCATIONAL ASSETS

The City of Prescott is fortunate to have a wide array of educational institutions which make significant social and economic contributions to the community. The Prescott Unified School District, charter and private schools, as well as extensive home-schooling serve the primary and secondary needs of the community.

12.7.1 PRESCOTT UNIFIED SCHOOL DISTRICT

The Prescott Unified School District (PUSD) is more than a century old and was the first school district in the state. PUSD a learning community built on a foundation of excellence. During 2013, 4,958 students are engaged in a wide range of programs spanning preschool, elementary school, middle school, alternative school and high school.

The District is distinguished for many qualities including test scores exceeding state and national averages, certified teachers who have received state and national awards, and the unique ability to provide services and programs to meet every child's needs. Whether a family is looking for traditional or alternative, college preparatory or vocational, gifted or special education, they will find it all in the PUSD's award-winning schools.

Students in the PUSD gain the basic tools needed to become strong citizens, valued employees, entrepreneurs and leaders of tomorrow. Most graduates go on to higher education with 42% attending 2-year colleges and 37% attending 4-year colleges. In 2012, students pursuing higher education received \$57 million in athletic, special achievement and academic scholarships.

Over the years, the District has built strong bridges throughout the community, employing some 600 faculty and service staff making the PUSD one of the area's major employers. The District has an annual budget of over \$34 million and an annual local payroll of \$25 million. It strives to support Prescott businesses by purchasing from local vendors whenever possible.

12.7.2 YAVAPAI COLLEGE

The mission of Yavapai College is to provide high-quality, convenient and cost-effective learning opportunities for the diverse populations of Yavapai County. The Prescott Campus, which serves nearly half of the approximately 15,000 students who enroll each year, also includes residence halls for some 370 students. Participants in various conferences take advantage of the availability of on-campus housing during the summer months.

Students may select from 91 programs of study or enroll in individual classes for career development or personal enrichment. They can earn an associate of arts or associate of science degree, a certificate, or transfer credits to a four-year college or university. During the 2011-12 academic year, 2,619 courses were offered throughout the county with 1,539 taught on the Prescott Campus. The college prides itself in a small average class size of 18 students. Residents of all ages enroll each year with 55 percent under 30 years of age, 33 percent between the ages of 30 and 59, and 12 percent 60 years of age and older. Students who enroll at Yavapai College are 86 percent Yavapai County residents.

Residents enjoy the many cultural benefits provided through the Prescott Campus Performing Arts Center, which was constructed in 1990 and renovated in 2011. Approximately 41,080 people attended shows and other events, such as community forums, during the 2011-12 fiscal year. An art gallery, open to the public and showcasing the work of area artisans and students, is also housed within the building.

The Yavapai County economy annually receives roughly \$28 million in net added income due to Yavapai College operations. This is a conservative figure adjusted to account for monies which leave the economy or are withdrawn from the economy in support of the college.

A recent study of economic impact revealed that Yavapai College provides a benefit/cost ratio of 10.5, meaning that every dollar of state and local tax money invested in the college today yields a cumulative of \$10.50 in benefits which accrue to all Arizona residents, in terms of added taxable income and avoided social costs. Yavapai College students expand the state's economic base through their higher incomes, while the businesses which employ them also become more productive through the students' added skills. For every dollar students invest in Yavapai College, they receive a cumulative \$4.80 in higher future income (discounted) over the course of their working careers. Arizona benefits from improved health and reduced welfare, unemployment, and crime, saving the public some \$1.1 million per year. These benefits, together with the associated ripple effects, contribute an estimated \$20.3 million in taxable income to the Arizona economy each year.

Some 540 businesses are assisted each year through the college's Small Business Development Center, and the college is one of the largest employers in Yavapai County with more than 1,500 people working in full-time, part-time and work-study positions.

12.7.3 EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

Embry-Riddle Aeronautical University, the world's largest, fully accredited university specializing in aviation, engineering and aerospace, is a not-for-profit, independent institution offering more than 40 baccalaureate, master's and Ph.D. degree programs in its colleges of Arts and Sciences, Aviation, Business and Engineering. Embry-Riddle educates students at residential campuses in Daytona Beach, Fla., and Prescott, Ariz., and through the Worldwide Campus with more than 150 locations in the United States, Europe, Asia and the Middle East. The university

is a major research center, seeking solutions to real-world problems in partnership with the aerospace industry, other universities and government agencies.

The mile-high Prescott campus has an enrollment of about 1700 students offering 14 bachelor degrees and one master degree on a 539 acre campus featuring 83 buildings. New construction includes the Academic Complex, Visitors Center, Haas Chapel, Hazy Library, Dining Hall, Student Union, Robertson Safety Science building, Engineering Laboratory and athletic facilities. Future growth plans project a student enrollment of more than 2200 students by 2017.

Flight Training in both fixed wing and helicopter aircraft takes place at the Prescott Regional Airport. Helicopter training is sub-contracted to Universal Helicopter using Robinson R22 and R44 helicopters. Embry-Riddle's fixed wing training program features the latest in technology, including a fleet of 17 Cessna aircraft, one Decathlon, Frasca flight simulation and new Diamond DA42 twin engine aircraft. Embry-Riddle maintains and services their aircraft and purchases fuel and parts locally. Fuel for the flight operation in 2012 totaled \$1.3 million.

Embry-Riddle's Prescott campus operates on a budget of \$58.6 million for the 2012-2013 fiscal year. With 350 employees, including all faculty and staff, payroll totaled \$22.1 million. A rather conservative estimate of Embry-Riddle's local impact on Prescott economy would be approximately \$100 million per year.

12.7.4 PRESCOTT COLLEGE

Prescott College is one of the best and most recognized liberal arts colleges in the nation and western region. As a private, non-profit college, it serves students and the community without direct funding from federal, state, or local government, relying upon student tuition, other operating income, and charitable contributions to meet its mission. Through economic position and various academic and non-academic programs, Prescott College provides numerous social and economic benefits to the local community.

According to the Office of the Executive Vice President, current enrollment exceeds 1100 students between the College's Baccalaureate, Masters, and Doctoral programs. The College funded an annual budget of over \$22.15 million in fiscal year 2009-10. This includes over \$3 million in scholarships to students, a \$9.8 million payroll for over 200 faculty and staff employees, and represents \$9.3 million in local payroll. It is estimated that \$4.5 million is spent locally by the College for basic goods and services, with the balance being spent statewide, nationally and internationally. Over 509 undergraduate students live within the Prescott community and contribute to the area economy over \$4.8 million each year in basic living expenditures. The graduate and adult degree programs bring students to Prescott multiple times a year, where they stay in hotels, eat at restaurants, and shop, spending over \$1.16 million locally each year. In total, the annual impact of Prescott College on the local economy is estimated at over \$26,362,000 in direct economic contribution. This represents an indirect local economic impact of \$79.1 million with 768 local jobs directly and indirectly attributable to the economic contributions of Prescott College.

Beyond economics and jobs, Prescott College is recognized as a national leader and innovator in liberal arts education, experiential education, and environmental education. Through this expertise and other activities, the College benefits Prescott and the local community through education, research, and collaboration. The College also adds value and provides benefits to the community through the arts, speaker programs, involvement in civic organizations, and through the many service projects undertaken by the College, its staff and students.

12.7.5 Educational Assets Goals and Strategies

Goal 1 Facilitate and promote the education industry as a vital component of economic development.

Strategy 1.1 Initiate a joint marketing plan with the educational institutions to prepare public relations information for distribution by various organizations such as the chamber of commerce, economic development and tourism.

Strategy 1.2 Work with the leaders of the educational institutions to create joint liaisons/committees which identify and facilitate areas of cooperation and collaboration.

Strategy 1.3 Facilitate discussions with the area's higher educational institutions to identify and pursue high wage industry/economic development opportunities.

Strategy 1.4 Recognizing that education is a critical factor in attracting and retaining quality jobs, the City will advocate on their behalf with respect to infrastructure, resources and community support.

Goal 2 Actively engage as a viable partner with the educational institution to improve the quality of life.

Strategy 2.1 The City and educational institutions will closely coordinate their planning efforts to provide additional opportunities for degree programs beyond a 2 year degree.

Strategy 2.2 The higher education institutions will provide and the City will recognize applied research and data provided in formulating policy related to education, the economy and quality of life factors such as air, water, transportation, growth, housing and the environment.

Strategy 2.3 Work cooperatively with Yavapai College, the Prescott Unified School District and other educational institutions who have intergovernmental agreements related to infrastructure and shared recreational facilities.

Strategy 2.4 Continue as a viable partner in working with the education institutions and other organizations in providing a rich cultural environment.

NOTE: The role of education in workforce development is included in the Economic Development Element.

12.8 LIBRARY

The Library serves as a cultural, informational, educational and recreational center for the city and surrounding areas. The library was one of the founding members of the Yavapai Library Network serving 42 public, school, academic and museum libraries through technological connections.

The library provides free access to print and electronic library resources, programming for citizens of all ages, regional information, significant business related resources and special services to the handicapped population.

Although the book and traditional library functions remain the core of library services in Prescott, offsite access is provided to patrons and visitors through a combination of electronic resources, wireless connectivity, public access kiosks, downloadable audio and e-books and dispersed book drops.

The 2006 expansion and renovation of the downtown location has augmented the services and spaces to meet the public's need for books and periodicals, quiet reading areas, Internet access and public meeting spaces, as well as expanded cultural opportunities. The downtown building serves as an anchor for downtown Prescott, daily bringing well over a thousand people to the center of Prescott.

In 2013 a newly formulated library advisory board will begin to make recommendations to the City Council and City Manager on all matters pertaining to the library service needs of the citizens of Prescott. The library advisory board will also review and support appropriate library services and activities for the general public.

12.8.1 Library Goals and Strategies

Goal 1 Continue to develop alternative methods for the delivery of information and services to the citizens of Prescott.

Strategy 1.1 Continue to expand the availability of electronic items.

Strategy 1.2 Develop additional physical facilities for the delivery of information such as book lockers and branch libraries.

Strategy 1.3 Develop applications and interfaces compatible with devices patrons use most often (mobile apps, etc.)

Strategy 1.4 Reconfigure library space, technology and programs to meet new needs of Prescott citizens.

Goal 2 Strengthen the relationship with the Yavapai Free Library District

Strategy 2.1 Work with the Yavapai Free Library District to increase support of all Yavapai County Public Libraries.

Strategy 2.2 Work with Yavapai Free Library District technical services to develop an online public catalog to meet patron needs.

Goal 3 Regularly gather input from public about library services.

Strategy 3.1 Develop method of regularly gathering input from City of Prescott citizens about library services using such methods as focus groups, surveys and comment forms.

Strategy 3.2 Work with Library Advisory Board to determine the service level the citizens of Prescott desire.

12.9 COMMUNITY CENTER

The Rowle P. Simmons Community Center, 1280 E. Rosser Street, is owned by the City of Prescott, and is home to two non-profit organizations; Adult Center of Prescott, Inc., and Prescott Meals-on-Wheels, Golden Age Nutrition.

It is the mission of the Adult Center of Prescott, Inc. to provide opportunities and facilities for social interaction, recreation, education, information and entertainment to the adult population of the greater Prescott area. Services are delivered by staff and volunteers under the direction of an executive director.

The programs offered are varied and change from time to time. Activities and classes include bingo, card games, dance, exercise, billiards and fitness rooms, arts and crafts, computers, cooking, free concerts and seminars, as well as a Thrift Store. The Adult Center also offers rental spaces which include a ballroom and meeting rooms for weddings, receptions, celebrations, parties, conferences, workshops and vendor expositions.

12.10 HEALTHCARE ASSETS

Community Health Center of Yavapai (CHCY) is a Federally Qualified Health Center with locations in Prescott, Prescott Valley and Cottonwood. With over 11,000 patients, the CHCY provides primary medical care, gynecology/prenatal, dental services and limited mental health services. CHCY accepts patients with private insurance, Medicare, AHCCCS and no insurance. Patients who are uninsured and low-income pay for services on a sliding fee scale based on their income. CHCY is a partnership of the Prescott Free Clinic, Inc. and Yavapai County Government.

The Yavapai Regional Medical Center Prescott campus, known as YRMC West, is a 127-bed facility which is the cornerstone of the hospital's growing healthcare presence in western Yavapai County. YRMC West provides state-of-the-art technology and offers area residents the skills of more than 265 physicians, whose practices cover multiple specialties to benefit people of all ages. Hundreds of professional nurses, therapists, technicians, support personnel and volunteers play an equally important role in the hospital's Mission to provide comprehensive, high-quality healthcare consistent with the needs of surrounding communities.

YRMC is home to a full selection of cutting-edge services, including The James Family Heart Center and the very latest imaging technology. These services complement a full spectrum of healthcare programs ranging from preventive medicine and advanced wound care, to cardiac rehabilitation, to infusion therapy and advanced respiratory care. A 24-hour Emergency Department, inpatient and outpatient surgical services and our highly respected Pendleton Centers all contribute to YRMC's growing reputation for excellence in healthcare.

At the forefront of every YRMC activity is an ongoing commitment to a Total Healing Environment ... "an environment in which the people of YRMC work with patients and their families to provide peace of mind and peace of heart, as well as physical cure or comfort, because we understand the indivisible relationship that exists between body, mind and the human spirit." This commitment has repeatedly earned national recognition for Yavapai Regional Medical Center.

Yavapai Regional Medical Center's East campus in Prescott Valley was ranked second for "patient satisfaction" among 70 Arizona hospitals in a recent survey conducted as part of the federal Hospital Consumer Assessment of Healthcare Providers and Systems. Overall, the survey looked at patient satisfaction and how well doctors and nurses treated patients receiving care for heart attacks, heart failure and pneumonia, plus how effectively they prevented infections related to surgery. More than 2,500 hospitals nationwide were tracked for this survey.

In Arizona, only the Mayo Clinic Hospital in Phoenix was ranked higher than YRMC East in the patient satisfaction category.

YRMC East is a 50-bed, state-of-the-art hospital offering healing services, including:

- 24-hour emergency care and emergency physician coverage
- The Family Birthing Center
- The Breast Care Center
- Inpatient and outpatient surgical services
- An intensive care unit (ICU)
- A full selection of advanced imaging services
- 24-hour laboratory service

12.10.1 Healthcare Existing Conditions

An important aspect of the quality of life in any community is related to the quality and the availability of healthcare services, as well as the opportunity to maintain good health. In the Prescott area, healthcare encompasses a wide range of services and options, beginning with acute-care hospital services and experienced and capable physicians. Health care services also encompass “Rehab” and “Recovery” services. They are a part of the overall healthcare system, just as nursing homes & assisted living facilities are.

The many healthcare services and options offered through YRMC and the members of its Medical Staff are complemented by the programs and services offered by the Northern Arizona VA Health Care System, which is headquartered in Prescott. The VA provides a continuum of primary and secondary level medical, rehabilitative and long-term care to veterans residing throughout northern Arizona.

Healthcare in the Prescott area also encompasses a wide range of other specialists and services, including optometrists, dentists, natural medicine practitioners, and outpatient testing and treatment at every level of need. There is a strong selection of mental health services - both private and government-funded - along with programs and services to benefit developmentally disabled and physically challenged citizens of every age group and ability.

The City of Prescott is home to a growing number of retirees and senior citizens, and it supports this segment of the population with a comprehensive selection of services specifically tailored to senior needs. Exercise and wellness programs keep the elder population mentally and physically fit. A variety of assisted living facilities offer housing and lifestyle choices to meet a wide range of financial and personal preferences. Nursing home care is readily available to seniors who require specialized and/or around-the-clock medical attention.

For the younger and middle-aged generations, the Prescott healthcare community provides outreach services and programs which focus on everything from parenting skills and osteoporosis prevention, to anger management and diabetes care and prevention. Prevention, in fact, is taking on new meaning here and elsewhere as healthcare costs continue to rise across the board. Prescott is a leader in the prevention arena by virtue of offering the comprehensive options allowing individuals to play a key role in managing their own health and that of their families.

Prescott’s healthcare providers provide an extremely strong foundation for Prescott’s economy. Given the overall aging of America, healthcare dollars continue to play an important role in the local economy for years to come, just as Prescott’s high-quality healthcare providers and the high level of healthcare services will play an important and crucial role in the community’s continued prosperity and well being.