

Recreation Division

Memo



To: Jen Wills

From: Lya Trammell

Date: September 15, 2017

Re: August Report

AUGUST DIVISION HIGHLIGHTS

2017 Goals

- I. Connect the Community
- II. Quality Experience
- III. Vision 2020

- **Foundation:**

- Articles of Incorporation approved by City Attorney and submitted and filed with Secretary of State of Washington. Longview Parks and Recreation Foundation is registered as a non-profit organization in the State of Washington and with the IRS, and has been issued UBI and EIN numbers.

Goals: III

- **Interns:**

- Began video training at KLTV with the intent of creating a promotional video highlighting Parks and Recreation programs by the end of their internship.
- Participated in multiple community outreach events and gained skills and knowledge to allow them to work the events on their own, allowing us to participate in a larger number of outreach events.
- Led a social media contest to increase awareness and participation in Family Outdoor Adventure.
- Increased brand visibility, promoted programs and events, and conducted surveys at Concerts at the Lake.

Goals: I, II, III

- **Community Outreach:**

- Participated and had informational booths and activities at multiple outreach and community events including: National Night Out at Archie Anderson on August 1st, Cowlitz Indian Tribe's Back to School Fair August 2nd, Weyerhaeuser Wellness Fair August 14th, Peacehealth Employee Appreciation & Health Fair August 17th, and Youth and Family Link Back to School Fair on August 23rd.

Goals: I, III

- Special Olympic dinner and dance held at the McClelland Center on August 25th. Over 100 in attendance.

Goals: I, II, III

- Community events at our parks included Happy Kids Run, Squirrel Fest, United Way softball tournament, and National Night Out.

Goals: I, II, III

- **Partnership and Sponsorship:**

- Collaborated with Lower Columbia School Gardens and 5 Dons Brewing Company to host a Date Night, **Harvest and Hops**. The event was attended by 14 people and received great feedback and enthusiasm both for the partner organizations and for Parks and Recreation.

Goals: I, III

- In collaboration with Longview School District, and sponsors and volunteers at the Food for Thought program, we served 522 breakfasts, 1432 lunches, and 569 snacks for the month of August through Summer Day Camps, Discovery Camps, Food for Thought, and the Teen Center.

Goals: I, II

- **Sponsor Appreciation Dinner** took place on August 17th during the last summer concert. City council members recognized summer concert sponsors during intermission of the concert.

Goals: I

- **Events:**

- **Family Outdoor Adventure** was held August 12th, with over 180 attending. This event is made possible by over 20 partnering agencies, and 40 volunteers spending 200 volunteer hours to help us provide this event to families.

Goals: I, II, III

- **Movies at the Lake** were held Fridays, Aug 11, 18 and 25. Bicoastal Radio sponsored the pre movie activities with "Kids Day at the Lake". Rock painting, facepainting, bubbles and lawn games were part of the fun.

Goals: I, II, III

- A family karaoke contest was sponsored by Corwin distribution and McDonalds prior to the last movie Sing. 10 families participated and top 3 finishers won Visa gift cards.

Goals: II

- **Rental Revenue:**

- \$5,623 in rental revenue for the McClelland Center, Woman's Club Building, and Park Rentals

Goals: III

- **Fall Softball:**

- 12 Adult Co-ed Softball teams signed up for Fall league beginning in August.

Goals: II

Things to Know: (Upcoming Events/News)

- The Foundation will be applying for 501(c)(3) status in early September.
- Will be applying for a Cowlitz County Tourism Grant in September to increase marketing and enhance Swim Dash Splash Triathlon.
- Interns will be completing their work with us, and will present a video highlighting our programs in early September.
- **Golden Apple Preschool** – begins Sept 6th
- **Moonlight Run/Golf Tournament** – Sept 22nd & 23rd
- **Extreme Machines** – Sept 23rd
- **Pumpkin Pi Run** – October 28th



Karaoke winners mother and son team.



Sponsorship Appreciation award presentation.

HARVEST HOPS &

Friday August 11, 6:00-8:00 PM

Tour & select freshly grown pizza and salad ingredients from the Northlake School Garden.

Head over to Five Dons Brewery for locally crafted beer, tour the brewery, and use those ingredients on your artisan pizza.

\$32 PER PERSON
 \$22 DUE AT REGISTRATION
 \$10 DUE TO 5 DONS AT TIME OF EVENT





CALL 360-442-5400 OR VISIT MYLONGVIEW.COM/RECREATION TO REGISTER! SPACE IS LIMITED!

ARGH! Are you ready for an adventure?

We are hiding our treasures in our favorite places! Check out our Facebook page for clues, get searching, and maybe you will be the lucky sailor who finds the winning rocks good for 2 free tickets to Family Outdoor Adventure!

Win two free tickets!


Find us on Facebook
 #longviewparksandrec
 Clues given at any time. Make sure to Like/Follow us!


FAMILY OUTDOOR ADVENTURE!
 MARTIN'S DOCK
 LAKE SACAJAWEA


SATURDAY
August 12, 2017
11 AM - 2:30 PM

360-442-5400 2920 Douglas St www.mylongview.com/recreation



MONTHLY PROGRAMS	Program Area	Programs Held	Cancelled Programs	Registered Participants	Attendance	Programs YTD	Cancelled Programs YTD	Registered Participants YTD	Attendance YTD	Cancellation Rate YTD
	Youth	19	1	192	968	117	33	903	6028	22%
	Out of School	13	0	474	1559	67	0	2950	18585	0%
	Adult	4	0	55	449	81	12	1099	4800	13%
	Sports & Leagues – Basketball & Volleyball	4	0	12	1556	33	3	3083	10786	8%
	Family & Events	7	0	0	6582	23	0	8861	15421	0%
	Social Club	4	0	132	90	27	0	983	626	0%
	Special Olympics – Basketball	1	0	60	275	15	0	430	3380	0%
	Total	52	1	925	11479	363	48	18309	59626	6%

OUT OF SCHOOL	School Site	Registered Participants	Daily Average	Attendance	Ratio	Registered Participants YTD	Attendance YTD
	St Helens					30	3100
	CVG	18	7	15	1:04	40	1576
	Kessler	14	6	12	1:03	40	1941
	Robert Gray AM	51	14	28	1:07	78	2522
	Robert Gray PM	44	6	13	1:03	78	2123
	Northlake	21	5	11	1:03	38	2023
	Mint Valley	5	3	6	1:02	11	1627
	Boulevard Teen Center	231	19	437	1:10	217	2196
	Kessler Summer Kids	46	40	560	1:13	77	2100
	Northlake Summer Kids	46	40	560	1:13	67	1900
	Archie Anderson	45	26	364	1:06	48	1164
	Total	521	17	2006	1:08	724	22272

VOLUNTEERS	Program	Number of Volunteers	Hours Donated	Number of Volunteers YTD	Hours Donated YTD
	Youth	16	48	46	620
	Out of School	0	0	52	1513
	Family & Events	41	209	123	1671
	Social Club	19	38	83	173
	Special Olympics	6	75	76	988
	Total	82	370	380	4965

FACILITY USE	Category	City Programs	Non-Profit	Private	Number of Ongoing Renters	Schools	Hours Facility Used	Total Hours Facilities Used YTD	Total Times Facility Used YTD
	Buildings	88	4	7	23		500	1788	950
	Birthday Rentals			0				0	12
	Day Use Areas	6	5	14			106	166	128
	Sports Fields							0	547
	Total	94	9	21	23	0	606	1954	1637

DONATIONS	Program/Event	Monetary OR In-kind	Sponsoring Agency	Amount or item(s)	Cash Donation	In-kind Donation
	YTD Ongoing				\$67,410	\$28,431
	Family Adventure	inkind	foster farms	250		\$ 250
	Family Adventure	inkind	Fibre Federal	\$150		\$ 150
	Family Adventure	inkind	bobs	25		\$ 25
	Family Adventure	monetary	Interfor	1000	\$ 1,000	
	Family Adventure	monetary	Les Schwab	300	\$ 300	
	Movies	monetary	Comcast	3,000	\$ 3,000	
	Movies	inkind	Bicoastal	1500	\$ 1,500	
	Movies	monetary	Corwin	500	\$ 500	
	Movies at Lake	monetary	Fibre Federal	4,500	\$ 4,500	
	Total				\$ 10,800	\$ 425

PARTNERS	Program	Number of Partnerships	Partners YTD
	Youth	20	54
	Out of School	13	67
	Adult	4	20
	Family & Events	32	93
	Social Club	4	28
	Special Olympics	4	28
	Facility Use	5	57
	Sports	4	24
	Total	86	371