

Recreation Division



Memo

To: Jennifer Wills
From: Recreation Division
Date: June 15, 2017
Re: May Report

MAY DIVISION HIGHLIGHTS

2017 Goals

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

- **Foundation:**

- After a conversation with John Keates, Director of Bothell Parks & Recreation, we followed his recommendation and joined National Association of Parks Foundation. NAPF was recently instrumental in aiding Bothell P&R in setting up their Parks Foundation.

Goals: I, III

- **Sponsorships / Donations**

- Received \$1,500 sponsorships from Early Addition Rotary & Millennial for summer lunch and literacy program at Archie Anderson Park.
- Received \$500 donation from Knights of Columbus for Special Olympics.

Goals: I, II, III

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- **Program Highlights**

- **Community Gardens:**

- As of May, 118 of 126 gardens have been rented. The Community Garden Advisory Committee is looking for more members to fulfill roles.

Goals: I, II, III

- **Food for Thought:**

- Created sponsorship "menu" to solicit additional funding for summer lunch and literacy program at Archie Anderson Park.

Goals: I, III

- **Program Highlights – continued:**

- **Lego Building Competition**

- Recreation department partnered with LCCA and hosted the Lego Build Competition at the Home and Garden Show. There were a total of 47 builders in 2 categories, ages 5-8 and 9-14. Each contestant was asked to build a birdhouse. The contest was judged by Newrock Homes Eric Pucci, Bricks and Mini Figs Jerame Moore and Justin Pilger from A-1 Roofing.

Goals: I, II

- **Spring Vintage Sale**

- Recreation department hosted the first spring vintage sale at the McClelland Center on May 20th. The show showcased local vendors in a variety of crafts. It is the goal of the department to expand this event and tap into the new refurbished and repurposed antique craze.

Goals: I, II, II

- **Community Events:**

- Various community sponsored events were hosted at the Lake – Mental Health Walk, Go Girl Go Run, and Police Walk.

Goals: I, II

- **Community Development Block Grant Recipient (CDBG) :**

- Partnered with Youth & Family Link, YMCA to write and submit a grant for CDBG funds through City. Grant would be split 30/30/40 between the three organizations to support free summer childcare and programs to low income residents of the Highlands 2018. (Requested \$36,000, received \$24,655 @ June 8th City Council meeting)

Goals: I, II, III

- **Pathways 2020 - Community Champion Nominee:**

- The Longview Parks & Recreation Department was nominated for the Pathways 2020 Community Champion Award for their work in *Social Cohesion*. The department attended the May 25th reception at the Cowlitz County Convention Center.

Goals: I, II, III

- **Community Outreach:**

- **Family Health Center:**

- Amber Rosewood, Community Relations Liaison, embraced our “Prescription to Play” flyers and will distribute to 12 practices around the county promoting free summer events
 - Discussed the need for promoting trails & walking wellness program in conjunction with trails and park promotion to occur during June/July 2017.

Goals: I, III

- **Kelso Rotary Club:**

- Presented at Kelso Rotary Club on variety of programs offered and sponsorships available for out of school childcare. Received positive

- feedback and questions about opportunity to offer services or scholarships to children living outside of Longview city limits.
- Lisa Straughan, president of Kelso Rotary Club recommended the creation of an “Employer Sponsorship” option for Summer childcare. Lisa is offering to match cost of Summer Kids for her employees as a business owner of Express Employment Professionals; one child was registered under this option and two others are pursuing. Information regarding this opportunity has been shared with Longview Chamber of Commerce and the Cowlitz PUD.
- Lisa Straughan advised that we submit a formal request for funds from Kelso Rotary Club in February 2018 to support a scholarship option for out of city residents for Summer childcare in 2018.

Goals: I, II, III

- **Community Fairs/Events:**

- LCC Summer Resources Fair – approx. 200 people attended, peak interest in free events, summer preschool options, summer softball and runs
- Youth & Family Link Summer Resources Carnival – 600 people attended peak interest in Food for Thought program and scholarships for summer care, Mud Day and Free Events at the Lake.
- Screenagers – approx. 100 attended, peak interest in teen program, free summer events

Goals: I, III

Things to Know (Upcoming Events/News)

- Welcome **new staff members**: Cody O’Connor, Sports Specialist, and Alissa Manno, Front Office/Customer Service Representative.
- A new **Swim, Dash, Splash website** has been launched to promote the Triathlon event, with links to Parks & Rec website, Facebook, and physical phone and address. We are hoping this will create a memorable brand to encourage registrants from outside of Longview/Cowlitz County. The website is www.swimdashsplash.com.
- The department has launched a **Facebook fitness group “Fit Together.”** It will offer links to some general fitness tips and encourage people to support each other to get fit over the summer. We will post fitness tips on “Fitness Fridays” and information about trails at various parks around the city on “Trail Tuesdays”. This will also be a venue for promoting the runs scheduled this summer and Swim Dash Splash.
- **Trail and park information** will be updated on the City website and Facebook to ensure it represents each park/trail in its best light. Trail information will be shared on “Fit Together” Facebook group, and I will seek out wellness programs and clinics in addition to Family Health Center to promote the information.

Things to Know (Upcoming Events/News) – *continued*:

- **Men's & Coed Softball** starts in June.
- **Specialist Olympic Softball** starts in June.
- **McClelland Art Center** will be getting some facility improvements – painting of interior walls and new audio/visual equipment.
- **Elks Memorial Building** will be getting some facility improvements – replacement of desktop computers with a mobile lab unit.
- **\$5 5K Series** next event will be June 17th at Tam O'Shanter Park in Kelso.





PREScription

Name _____

Date _____



Physician Signature

REFILL 0 1 2 3 4 

Prescription may be filled at the following doctor approved locations:

All For Free! Earth Day

Saturday, April 15th, 10:00 AM - 3:30 PM
Cowlitz County Expo Center

Mud Day

Saturday, June 24th, 1:00 PM - 4:00 PM
Roy Morse Park

Concerts at the Lake

Thursdays, July 13th - August 17th, 6:00 PM - 8:00 PM
Cowlitz County Expo Center

Movies at the Lake

Fridays, August 11th - 25th, 1Movies start at Dusk
Martin's Dock, Lake Sacajawea Park

Extreme Machine

Saturday, September 23rd, 10:00 AM - 2:00 PM
Cowlitz County Expo Center



442-5400

www.mylongview.com/recreation

2920 Douglas Street

 **Food for Thought Summer Meals Program**



Archie Anderson Park "Food for Thought" Summer Meals Program

Sponsorship Opportunities

For the last three years, Longview Parks and Rec received an NRPA Healthy Out of School Time grant to fund a Summer Meals Program at Archie Anderson Park in the Highlands neighborhood. This program served over 2,400 healthy lunches and snacks to Longview youth last summer, while providing kids with daily fun, healthy, educational activities. This year, we are partnering with Longview Public Library and WSU County 4H extension to include literacy and nutrition education in our program. We are working hard to expand our services to meet the needs in the Highlands. But we need your help!

2017 Food for Thought Summer Meals Program Wish List

WHY FEED AND READ?

- Over 90% of students in the Highlands depend on free or reduced lunches during the school year
- Students without access to stimulating summer activities lose over 2 months of learned reading skills
- Longview Parks & Rec has 23 years' experience providing high-quality After School and Summer Programs and Activities

MAJOR SPONSOR \$1500
Includes:
Prominent Placement on all marketing materials, sponsor 'spotlight' & mention in social media, newspaper, and radio advertisements.

FRIEND \$100 - \$500
Includes:
Tertiary placement on marketing materials & mention on social media

SUPPORTER \$500 - \$1000
Includes:
Secondary placement on all marketing materials, sponsor spotlight & additional mention on social media.

IN-KIND DONATIONS, SUPPLIES, VOLUNTEERS

Your support will allow us to:
Serve free healthy lunches and snacks to Highlands youth ages 18 and under for 6-8 weeks.
Provide supervised, educational activities focused on literacy, nutrition, and physical fitness for 3 hours/5 days a week/6-8 wks.
Provide books for program participants to take home!



Creating Community through
People • Parks • Programs
360-442-5400 | 2920 Douglas St
www.mylongview.com/recreation

EMPLOYER SPONSORED SUMMER DAY CAMP

DID YOU KNOW...

- 40% of employees with children miss work because of childcare issues?
- A recent study found that 1 in 6 parents had to quit their job due to childcare issues?
- Average childcare costs for Before and After School care ALONE are over \$500/month/child in Cowlitz County?
- Imagine what happens to that cost when kids are out for the summer?

WHAT ARE YOUR EMPLOYEES WITH CHILDREN DOING THIS SUMMER?



Longview Parks and Recreation
providing quality youth activities for over 20 years!

SUMMER KIDS

Full Summer Day Camp
June 26-August 18
7:30 AM - 5:30 PM
M-F
Grades K-5
\$75/week, \$500 full summer



NOW OFFERING AN EMPLOYER MATCH PROGRAM!

Join local business leaders in adding childcare support to your benefits package

SUPPORT

You pay: \$15/week
\$100/summer
They pay: \$60/week
\$400/summer
They save: over \$600/summer!*

MATCH

You pay: \$37.50/week
\$250/summer
They pay: \$37.50/week
\$250/summer
They save: over \$750/summer!*

SPONSOR

You pay: \$75/week
\$500/summer
They pay: Nothing!
They save: over \$1000/summer!*

*versus average monthly childcare costs for one child in Cowlitz County

CONTACT Lya Trammell, 360-442-5406, lya.trammell@mylongview.com for more information

May by the Numbers

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	9	5	48	200	48	23	307	1206	32%
	Out of School	7	0	344	2140	34	0	1940	11408	0%
	Adult	1	0	7	35	65	11	882	3497	14%
	Sports & Leagues – Basketball & Volleyball	4	0	580	2400	12	2	1545	4568	14%
	Family & Events	1	0	15	0	10	0	1641	1619	0%
	Social Club	0	0	0	0	16	0	471	441	0%
	Special Olympics – Basketball	3	0	0	410	8	0	120	2150	0%
	Total	25	5	994	5185	193	36	6906	24889	9%

OUT OF SCHOOL	School Site	Registered Participants	Daily Average	Attendance	Ratio	Registered Participants YTD	Attendance YTD	All Programs Average
	St Helens	53	26	546	1:09	30	2624	
	CVG	39	12	270	1:06	40	1359	
	Kessler	47	18	394	1:09	40	1649	
	Robert Gray AM	77	22	533	1:11	78	2121	
	Robert Gray PM	77	22	400	1:11	78	1863	

	Northlake	32	18	401	1:09	38	1734
	Mint Valley	18	7	142	1:04	11	723
	Boulevard Teen Center	178	12	264	1:6	158	741
	Total	468	16	2140	1:08	315	12073

VOLUNTEERS	Program	Number of Volunteers	Hours Donated	Number of Volunteers YTD	Hours Donated YTD
	Youth	0	0	15	116
	After School	0	0	8	50
	Family & Events	0	0	75	1430
	Social Club	0	0	46	99
	Special Olympics	8	100	58	813
	Total	8	100	202	2508

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	104	4	11	19		270	913	605
	Birthday Rentals			3				0	6
	Day Use Areas		3	1		15		60	78
	Sports Fields	20	120					0	367
	Total	124	127	15	19	15	270	973	1056

PARTNERS	Program	Number of Partnerships	Partners YTD
	Youth	0	20
	After School	0	30
	Adult	0	10
	Family & Events	0	38
	Social Club	0	16
	Special Olympics	4	16
	Facility Use	8	36
	Sports	5	10
	Total	17	176