

# Recreation Division

## Memo

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

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## 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.

**Goals: I, II, III**

- Received \$500 donation from Knights of Columbus for Special Olympics.

**Goals: I, II, III**

- **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 20<sup>th</sup>. 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 8<sup>th</sup> 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 25<sup>th</sup> 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**

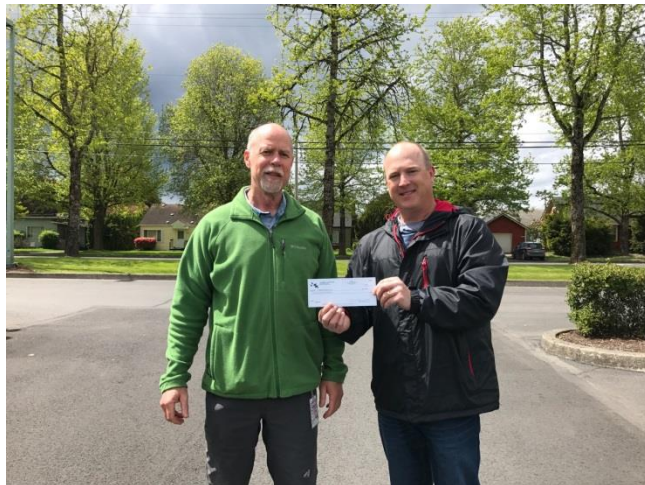
### **Things to Know (Upcoming Events/News)**

- 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](http://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 17<sup>th</sup> at Tam O'Shanter Park in Kelso.

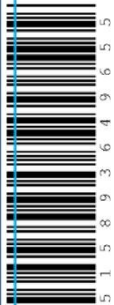




## PRESCRIPTION

Name \_\_\_\_\_

Date \_\_\_\_\_



### Unstructured Play Deficiency Disorder

Recommended **60 min Daily**

#### Rx – All Ages

Take 60 minutes at once or  
throughout the day as  
needed.

Mfd. For: City of Longview, WA Parks & Rec

By: The Awesome Staff and Volunteers

Rx For:

Citizens of Cowlitz Co.

**DOSAGE:** Although 60 minutes daily is recommended, that is considered the minimum- you will not overdose on unstructured play, but the side effects may increase.

**SIDE EFFECTS:** Laughter which can lead to stomach pain, weight loss due to increased activity, accidental bonding with family and friends, over consumption of fresh air and sunlight, increased fun and/or happiness, contagious smiling, inner child revival, freedom from your mobile device, children who sleep well at night, a joyful prosperous community.

**WARNING:**  
As with all other unstructured play,  
if your smile lasts for more than 4  
hours, call your friends to join in and  
play.

**TEMPERATURE:** Play can occur in any  
weather and in any location, no need to  
stop due to outside influences.

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, 1 Movies 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](http://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!

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

2017  
Food for Thought  
Summer Meals Program  
Wish List

**MAJOR SPONSOR**  
\$1500

Includes:  
Prominent Placement on all marketing materials, sponsor spotlight & mention in social media, newspaper, and radio advertisements.

**SUPPORTER**  
\$500 - \$1000

Includes:  
Secondary placement on all marketing materials, sponsor spotlight & additional mention on social media.

**FRIEND**  
\$100 - \$500

Includes:  
Tertiary placement on marketing materials & 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!

## 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

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## 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%                    |
|                  | <b>Total</b>                               | <b>25</b>     | <b>5</b>           | <b>994</b>              | <b>5185</b> | <b>193</b>   | <b>36</b>              | <b>6906</b>                 | <b>24889</b>   | <b>9%</b>             |

*All  
Programs  
Average*

| OUT OF SCHOOL | School Site    | Registered Participants | Daily Average | Attendance | Ratio | Registered Participants YTD | Attendance YTD |
|---------------|----------------|-------------------------|---------------|------------|-------|-----------------------------|----------------|
|               | 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          |
|  | <b>Total</b>          | <b>468</b> | <b>16</b> | <b>2140</b> | <b>1:08</b> | <b>315</b> | <b>12073</b> |

|                   |                  |                             |                      |                                 |                          |
|-------------------|------------------|-----------------------------|----------------------|---------------------------------|--------------------------|
| <b>VOLUNTEERS</b> | <b>Program</b>   | <b>Number of Volunteers</b> | <b>Hours Donated</b> | <b>Number of Volunteers YTD</b> | <b>Hours Donated YTD</b> |
|                   | 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                      |
|                   | <b>Total</b>     | <b>8</b>                    | <b>100</b>           | <b>202</b>                      | <b>2508</b>              |

|                     |                  |                      |                   |                |                                  |                |                            |  |                                      |
|---------------------|------------------|----------------------|-------------------|----------------|----------------------------------|----------------|----------------------------|--|--------------------------------------|
| <b>FACILITY USE</b> | <b>Category</b>  | <b>City Programs</b> | <b>Non-Profit</b> | <b>Private</b> | <b>Number of Ongoing Renters</b> | <b>Schools</b> | <b>Hours Facility Used</b> | <b>Total Hours Facilities Used YTD</b> | <b>Total Times Facility Used YTD</b> |
|                     | 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                                  |
|                     | <b>Total</b>     | <b>124</b>           | <b>127</b>        | <b>15</b>      | <b>19</b>                        | <b>15</b>      | <b>270</b>                 | <b>973</b>                             | <b>1056</b>                          |

| 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           |
|          | <b>Total</b>     | <b>17</b>              | <b>176</b>   |