

Recreation Division

Memo

To: Justin Brown

From: Lya Trammell

Date: January 18, 2018

Re: December Report



DECEMBER DIVISION HIGHLIGHTS

2017 Goals

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

- **Foundation:**

- Current balance is \$315.82.
- Finalizing potential candidates for Board positions, preparing to send out requests and applications in January.

Goals: III

- **Community Outreach:**

- Summer Goodwill Intern Caitlin Erdmann was filmed for a commercial highlighting her experience with the Goodwill Intern program during her time with Longview Parks and Recreation. The commercial will be broadcast nationally through Goodwill's website.

Goals: I, III

- **Partnership and Sponsorship:**

- We had 45 teens attend the Teen Center Christmas Party. Harlie's Angel donated \$1500 worth of gifts and food. Each teen received a gift valued at \$20.00.

Goals: I, II

- **Grants/Fundraising:**

- Met with Ian Thompson, Danelle Trimble, and Lauren Henricksen from LCSG to discuss partnership with the School Gardens for Summer Day camp programs through funding from NCLI grant.
- Preparing grant application for No Child Left Inside grant to be submitted by January 17th. Requesting approximately \$32,000 to update environmental and nutrition education, outdoor recreation, and include field trips in Summer Kids day camp and Archie Anderson Food for Thought.
- Began preparation of 2018 Healthcare Foundation Grant, due at the end of January.
- Received notification of award of \$500 from Cowlitz County Tourism for Swim, Dash, Splash marketing.

Goals: I, II, III

- **Marketing:**

- Finalized Winter/Spring Brochure design. Printed Dec 5th and mailed December 13th. After action review discussion led to decision to produce the next brochure completely in house. This should decrease cost and workload, and increase quality of end product.

Goals: I, II, III

- **Classes & Programs:**

- Our First Lego League (FLL) team the Thunder Bots placed third in the Robot Performance portion of the Hydro Dynamics Competition at Skyridge Middle School in Camas, WA. The team competed with 22 other FLL teams from around S.W. Washington. FLL teaches basic engineering and programming skills to kids 9 to 14 years old, and challenges kids to think like scientists and engineers while working with a team to solve a real-world problem using LEGO MINDSTORMS programmable technology.

Goals: I, II

- **Facilities:**

- There were twelve private rentals at the McClelland & Woman's Club total for December.
- Projected on-going renter revenue for 2018 at McClelland Arts Center and the Woman's Club Building will be \$17,488.00.

Goals: II

- **Events:**

- Breakfast with Santa was held at the McClelland Arts Center. This sold out event was sponsored by Comcast and Interfor Lumber Co. Delaware Plaza donated and prepared the food this year and we had 2 activities at the Plaza for the families to participate in – Cookie decorating and a Candy Cane Scavenger Hunt. This allowed us to showcase our partnership with the Plaza as well as promote the Golden Apple Preschool Program. We had all positive reviews about this year's event. We had 27 volunteers including Girl Scout Troops, Community House and friends of Parks & Rec volunteers.

- Handcrafted Holiday Bazaar was once again sold out (54 tables) and had very good public attendance. We had local students play piano and bells during the event.

Goals: I, II

Things to Know: (Upcoming Events/News)

Jan 17, 2018: NCLI grant application deadline.

Jan 31, 2018: Healthcare Foundation Grant application deadline.

Feb 10, 2018: Heart & Sole 5k Fun Run, Lake Sacajawea.

Feb 23-25: Father Daughter Ball, McClelland Arts Center.



FLL Team the ThunderBots:

Front row L R: Trey Varney,
Ben Bilger, Caleb Kizer
Back row: Sam Buck, Drew
Cockrill, Metthais White,
Micah Minor, Maisy Hornbeck,
Bentley Jacobs,
Natalie Gaston



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	3	4	38	122	139	46	1104	6939	25%
	Out of School	7	0	553	1694	96	0	4863	27141	0%
	Adult	7	0	124	392	130	18	1762	6903	12%
	Sports & Leagues – Basketball & Volleyball	1	0	0	48	39	3	3345	12110	7%
	Family & Events	3	0	354	800	32	0	12925	19931	0%
	Social Club	3	0	126	74	42	0	1475	1045	0%
	Special Olympics – Basketball	1	0	85	170	22	0	710	4780	0%
	Total	25	4	1280	3300	500	67	26184	78849	6%

OUT OF SCHOOL	School Site	Registered Participants	Daily Average	Attendance	Ratio	Registered Participants YTD	Attendance YTD
	St Helens	30	26	260	1:13	30	4900
	CVG	29	12	169	1:06	40	2467
	Kessler	20	14	199	1:06	40	2919
	Robert Gray AM	67	18	249	1:09	78	3869
	Robert Gray PM	62	12	170	1:07	78	3055
	Northlake	31	13	181	1:07	38	2804
	Mint Valley	14	8	106	1:04	11	1931
	Boulevard Teen Center	250	17	360	1:08	235	3758
	Kessler Summer Kids					77	2100
	Northlake Summer Kids					67	1900
	Archie Anderson					48	1164
	Total	473	13	1434	1:08	742	30867

VOLUNTEERS	Program	Number of Volunteers	Hours Donated	Number of Volunteers YTD	Hours Donated YTD
	Youth	7	23	80	808
	After School	2	6	61	1586
	Family & Events	27	155	255	2357
	Social Club	14	28	150	391
	Special Olympics	8	32	100	1190
	Total	58	244	646	6332

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	51	3	10	17		226	2825	1347
	Birthday Rentals			3				0	17
	Day Use Areas							236	165
	Sports Fields							3071	562
	Total	51	3	13	17	0	226	6132	2091

DONATIONS	Program/Event	Monetary OR In-kind	Sponsoring Agency	Amount or item(s)	Cash Donation	In-kind Donation
	YTD Ongoing				\$74,110	\$31,703
	Bfast santa	cash	Comcast	1,000	\$ 1,000	
	Bfast santa	cash	Interfor	\$1,000	\$ 1,000	
	Bfast santa	inkind	Delaware	food		\$ 550
	Bfast santa	inkind	Grocery Outlet	fruit		\$ 50
	Teens	inkind	Harlie's Angels	1,200		\$ 1,200
	Total				\$ 2,000	\$ 1,800

PARTNERS	Program	Number of Partnerships	Partners YTD
	Youth	3	84
	Out of School	7	93
	Adult	2	32
	Family & Events	10	196
	Social Club	4	44
	Special Olympics	3	44
	Facility Use	7	84
	Sports	0	34
	Total	36	611