

# Recreation Division

## Memo

**To:** Jennifer Wills

**From:** Recreation Team

**Date:** August 15, 2017

**Re:** July Report



## JULY DIVISION HIGHLIGHTS

### 2017 Goals

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

- **Foundation:**

- Completed Articles of Incorporation, which are currently with City Attorney for approval. Once approved they will be ready for submittal to Washington Secretary of State to gain non-profit status in Washington by mid-September.

**Goals: III**

- **Fundraising:**

- Created a marketing plan & materials to sell ad space in the upcoming brochure to recoup some of the cost of production. We targeted select businesses and organizations with a product or mission that aligns with that of Longview Parks & Recreation that would be useful or of particular interest to our customers. We secured four customers, with two purchases for full year ad space. Total revenue: \$3625.

**Goals: I, II, III**

- **Marketing and Brand Visibility:**

- Participated, & sank, in the Cardboard Regatta July 2<sup>nd</sup> to publicize our brand.

**Goals: I, III**

- **Interns:**

- Hired two interns through a Goodwill grant program to work on social media marketing, community outreach, and job skills.
- Interns have helped update pictures and information on trails and parks, captured pictures and video at Summer concerts and events, and have worked at several community outreach events, building brand recognition and relations with other organizations.

**Goals: I, III**

- **Community Outreach:**

- Participated in National Night Out at Archie Anderson Park.

**Goals: I, II, III**

- **Partnership and Sponsorship:**

- Met with United Way Director, Brooke Fischer, and shared who we are and what we do. Reviewed upcoming events and possible collaborations. Discussed developing a teen program next summer which allows teens to give back to their community through service and charity projects while learning about different organizations in town.

**Goals: I, II**

- **July Summer Highlights:**

- Summer Kids Daycamps were full to capacity every week with waiting lists.
- Discovery Camps operated at a 95% success rate - with 37 of 39 Discovery Camps held.
- Rental revenue reached \$4,557 for the McClelland & Woman's Club & Park Rentals.
- Firecracker Fun Run/Walk had 126 participants; this was 23 more than last year.
- Community sponsored events at the lake included the Mini Hydro boat races and the Go-4<sup>th</sup> Celebration.
- The department had the largest turnout for adult softball in over 5 years with 48 registered teams for summer league - games started in June.
- The 2<sup>nd</sup> Annual Swim Dash Splash Triathlon event had 50 participants and was a success with the help from our amazing partners – YMCA & Peace Health.
- Two volunteers had a total of 160 hours of volunteering for the 4 week Discovery Camp.
- Over 980 lunches were served at Archie Anderson Food For Thought Summer Meal program. This program also had 30 volunteers actively participating in the program. An average of 38 children stayed and participated in the program every day.
- The department had record breaking attendance at the first summer concert at the lake with approximately 3500 for Johnny Limbo and the Lugnuts.
- \$1500 worth of supplies was donated to the teen center, mostly by Harlie's Angels. Included in the donations were bike parts, karaoke machine, school supplies, clothes and hygiene products.

**Goals: I, II**



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

- Fall Softball starts August 14<sup>th</sup>.
- [Seahawk Poker Walk/Run](#) September 9<sup>th</sup>
- [Moonlight Run & Golf](#) – September 29 & 30<sup>th</sup>
- Two staff members will be attending “Guide to Grants” Seminar at Washington State University on August 16<sup>th</sup>.
- The department will be participating in multiple community outreach and Corporate wellness fairs during the month of August to promote end of summer and fall programming.







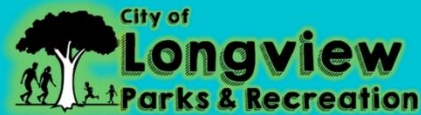
Creating Community through  
People • Parks • Programs

## SPONSORSHIP OPPORTUNITIES

### BROCHURE

Community Events  
Youth Classes & Programs  
Boulevard Teen Center  
Summer Daycamps  
Before/After School Program  
Specialized Recreation  
Adult Sports & Leagues  
Adult Classes & Programs

360-442-5406  
[mylongview.com/recreation](http://mylongview.com/recreation)  
2920 Douglas Street  
Longview, WA



### Vision:

Creating Community through  
People • Parks • Programs

### Mission:

To build a healthy  
community by providing  
high quality recreation  
and park services for  
everyone.

### Goals:

CONNECT THE COMMUNITY  
QUALITY EXPERIENCES  
VISION 2020

Longview Parks & Recreation  
360-442-5400  
[mylongview.com/recreation](http://mylongview.com/recreation)  
2920 Douglas Street  
Longview, WA

Brochure space is a great way  
to promote your organization  
or business while supporting  
the many events and  
programs Longview Parks &  
Recreation provide to improve  
the quality of life in  
Longview.

Ad space is very limited,  
however. Contact us today for  
more information or to  
reserve your space!

“Longview Recreation  
programs are top notch. The  
return on our investment has  
been two fold. Not only has  
our referral rate increased,  
we realize what a  
tremendous positive impact  
we have made in our  
community by choosing to  
sponsor this program.”  
Parks and Recreation  
Sponsor



### Fall

Size	Non-Profit	Business
1/8 Page	\$225	\$300
1/4 Page	\$400	\$500
1/2 Page	\$700	\$850
Full Page	\$1000	\$1250

### Winter/Spring

Size	Non-Profit	Business
1/8 Page	\$125	\$200
1/4 Page	\$250	\$400
1/2 Page	\$500	\$600
Full Page	\$750	\$900

### Summer

Size	Non-Profit	Business
1/8 Page	\$225	\$300
1/4 Page	\$400	\$500
1/2 Page	\$700	\$850
Full Page	\$1000	\$1250

### Full Year/3 Seasons

Size	Non-Profit	Business
1/8 Page	\$525	\$750
1/4 Page	\$950	\$1300
1/2 Page	\$1750	\$2150
Full Page	\$2500	\$3000

Longview Parks & Recreation's Seasonal Brochure release has become an anticipated local event unto itself!

8500 brochures mailed directly to target market 3 times each year 2500 additional brochures distributed to local businesses, partners, and events

Brochure featured prominently on City of Longview website and on social media with 3400 followers

Brochure ad space can provide brand exposure to over 15,000 local and regional community members!

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	43	6	373	3736	98	32	711	5060	25%
	Out of School	3	0	192	3680	54	0	2476	17026	0%
	Adult	2	1	70	394	77	12	1044	4351	13%
	Sports & Leagues – Basketball & Volleyball	2	1	678	2424	29	3	3071	9230	9%
	Family & Events	5	0	7175	7175	16	0	8861	8839	0%
	Social Club	5	0	130	95	23	0	851	536	0%
	Special Olympics – Basketball	1	0	60	475	14	0	370	3105	0%
	<b>Total</b>	<b>61</b>	<b>8</b>	<b>8678</b>	<b>17979</b>	<b>311</b>	<b>47</b>	<b>17384</b>	<b>48147</b>	<b>7%</b>

***All  
Programs  
Average***

OUT OF SCHOOL	School Site	Registered Participants	Daily Average	Attendance	Ratio	Registered Participants YTD	Attendance YTD
	St Helens					30	3100
	CVG					40	1561
	Kessler					40	1929
	Robert Gray AM					78	2494
	Robert Gray PM					78	2110
	Northlake					38	2012
	Mint Valley					11	1621

	Boulevard Teen Center	217	19	380	1:10	217	1759
	Kessler Summer Kids	77	40	1540	1:10	77	1540
	Northlake Summer Kids	67	40	1340	1:10	67	1340
	Archie Anderson	48	40	800	1:15	48	800
	<b>Total</b>	<b>409</b>	<b>35</b>	<b>4060</b>	<b>1:08</b>	<b>724</b>	<b>20266</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	8	325	29	566
	Out of School	32	1330	52	1513
	Family & Events	3	20	82	1462
	Social Club	18	36	64	135
	Special Olympics	6	50	70	913
	<b>Total</b>	<b>67</b>	<b>1761</b>	<b>297</b>	<b>4589</b>

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	6	9	15		383	1671	828
	Birthday Rentals			2				0	12
	Day Use Areas	6		10				60	103
	Sports Fields	30	120					0	547
	<b>Total</b>	<b>124</b>	<b>126</b>	<b>21</b>	<b>15</b>	<b>0</b>	<b>383</b>	<b>1731</b>	<b>1490</b>

DONATIONS	Program/Event	Monetary OR In-kind	Sponsoring Agency	Amount or item(s)	Cash Donation	In-kind Donation
	YTD Ongoing				\$58,110	\$26,506
	SDS	In Kind	Red Canoe	Bags		\$ 350
	SDS	In Kind	Corwin	H2O & Gatorade		\$ 100
	Teens	In Kind	Harlie's Angels	Misc.		\$ 1,058
	Teens	In Kind	Wendi Bryant	Misc.		
	Teens	In Kind	Jay Gwartney	Xbox games		\$ 110
	Teens	In Kind	Cathleen	Misc.		\$ 310
	Summer Concerts	Monetary	Kirkpatrick	9000	\$ 9,000	
			Red Canoe	7500	\$ 7,500	



			Cascade Networks by WAVE	6000	\$ 6,000	
			Longview Orthopedic Associates	2000	\$ 2,000	
			Elfin Services	1500	\$ 1,500	
		In Kind	KLOG	ads		\$ 9,500
	<b>Total</b>				\$ 26,000	\$ 11,428

<b>PARTNERS</b>	Program	Number of Partnerships	Partners YTD
	Youth	10	34
	Out of School	18	54
	Adult	4	16
	Family & Events	15	61
	Social Club	4	24
	Special Olympics	4	24
	Facility Use	8	52
	Sports	5	20
	<b>Total</b>	<b>68</b>	<b>285</b>