

# Recreation Division

## Memo

**To:** Jen Wills

**From:** Justin Brown

**Date:** March 9th, 2018

**Re:** April Report



## APRIL DIVISION HIGHLIGHTS

### 2018 Goals

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

- **Foundation:**

- Second Board meeting held on April 11<sup>th</sup>, 2018. Elected Board Chair Tim Temples, Vice-Chair Megan Shea-Bates, Secretary Lindsey Cope, and Valerie Gray as Treasurer.
- Next meeting scheduled for May 17<sup>th</sup>, at 5:00PM.
- Received \$251.00 donation through Truist.
- Received check from Puget Sound Energy in the amount of \$5000 to support summer youth activities, including \$1500 to Family Outdoor Adventure, \$2000 to support scholarships for low-income participants, and \$1500 for Teen Day Trips to regional natural and wilderness areas.

**Goals: I, II, III**

- **Community Outreach:**

- Participated in LCC Career and Networking Fair on April 19<sup>th</sup>.

**Goals: I**

- **Grants/Fundraising:**

- Applied for \$6,430 in funding through the Northface Explore Fund for Boulevard Backpackers, a teen backpacking trip program that will build on funding received from Puget Sound Energy to take teen groups on multiple field trips to regional natural areas. If received, funding from the Northface Explore Fund will allow teens to go on three three-day, two-

night camping trips where they will learn outdoor survival skills, self-reliance, orientation, explore wilderness areas, and interact with wildlife professionals.

- Received funding for Longview Go Green! Summer Kids from the Washington State Recreation and Conservation Office through their No Child Left Inside grant program in the amount of \$27,288. This will allow for the development of environmental education curriculum for students K-5, additional emphasis on outdoor recreation and nature play, and allow all participants in our Summer Kids day camp program and Archie Anderson summer program to attend multiple field trips to nearby wildlife areas and state parks.

**Goals: I, II, III**

- **Marketing:**

- Planning & coordinating production of a commercial to advertise Swim Dash Splash to encourage participation by individuals from outside of Longview.
- First in house brochure published and delivered to households.
- Attended Digital Marketing Summit training April 17<sup>th</sup>-18<sup>th</sup> in Seattle.

**Goals: I, II, III**

- **Sports:**

- Mud Bowl Mens softball tournament was held on April 7 at Roy Morse Park. 10 teams (5 local, 5 out of town).
- The annual Kids Fish in was held at Lake Sacajawea Park on April 28. 423 kids attended at caught a lot of fish. 2,500 trout were in a netted area. Over 40 volunteers helped throughout the day.
- Special Olympics Swim, track and soccer teams attended regional tournaments

**Goals: I, II, III**

- **Community:**

- Accurate Asphalt Solutions & Russell's Tractor Service donated rock to fill in low spots at the Community Gardens.
- Earth Day Grocery Bag Art Project was coordinated with all Elementary Schools in Longview and Kelso. 6,000 paper grocery bags were donated from Fred Meyer and disseminated to all elementary schools in both districts. Children in each classroom that chose to decorated their bag with an environmental message and artwork. Each classroom chose a winner which advances for a chance to be chosen as all-around grand champion winner. One grand champion in each school district is chosen and wins a \$250 Visa gift card courtesy of Earth Day sponsors used for science supplies for that classroom. All non-winning grocery bags go back to Fred Meyer and are packed with customers groceries.

**Goals: I, II, III**

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

May 12<sup>th</sup>: Tam O'Shanter \$5/5K; Youth & Family Link Summer Resource Carnival, Safe Kids Event with Longview Fire Dept

May 19<sup>th</sup>: Vintage Spring Bazaar; Longview Police Open House Event, Volcano Blast Adult Men's Softball Tournament

May 22<sup>nd</sup>: LCC Community Resource Fair

June 2<sup>nd</sup>: Sun of a Pitch Adult Coed Softball Tournament

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	12	3	81	340	46	6	327	1463	12%
	Out of School	7	0	344	2055	28	0	1979	9738	0%
	Adult	19	3	254	803	66	12	820	3506	15%
	Sports & Leagues – Basketball & Volleybal	3	0	250	330	9	0	808	1416	0%
	Family & Events	3	0	508	601	10	0	1801	1894	0%
	Social Club	4	0	115	120	17	0	528	480	0%
	Special Olympics – Basketball	3	0	75	425	8	0	235	1670	0%
	<b>Total</b>	<b>51</b>	<b>6</b>	<b>1627</b>	<b>4674</b>	<b>184</b>	<b>18</b>	<b>6498</b>	<b>20167</b>	<b>4%</b>

OUT OF SCHOOL	School Site	Registered Participants	Daily Average	Attendance	Ratio	Registered Participants YTD	Attendance YTD
	St Helens	53	30	450	1:10	115	2075
	CVG	39	13	198	1:07	53	984
	Kessler	48	20	296	1:10	62	1142
	Robert Gray AM	77	25	376	1:13	79	1288
	Robert Gray PM	77	19	290	1:10	50	1055
	Northlake	32	19	281	1:10	66	1066
	Mint Valley	18	11	164	1:06	35	608
	Boulevard Teen Center	173	12	264	1:06	87	1790
	Kessler Summer Kids					#DIV/0!	0
	Northlake Summer Kids					0	0
	Archie Anderson					#VALUE!	0
	<b>Total</b>	<b>464</b>	<b>17</b>	<b>1869</b>	<b>1:08</b>	<b>#DIV/0!</b>	<b>10008</b>

VOLUNTEERS	Program	Number of Volunteers	Hours Donated	Number of Volunteers YTD	Hours Donated YTD
	Youth	4	37	18	93
	After School	3	20	18	66
	Family & Events	58	308	76	463
	Social Club	14	29	52	110
	Special Olympics	10	85	51	600
	<b>Total</b>	<b>89</b>	<b>479</b>	<b>215</b>	<b>1332</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	103	7	5	17	0	360	1310	497
	Birthday Rentals	0	0	0	0	0	0	0	1
	Day Use Areas	1	2	2	0	15	0	60	23
	Sports Fields	4	120	0	0	0	0	1310	219
	<b>Total</b>	<b>108</b>	<b>129</b>	<b>7</b>	<b>17</b>	<b>15</b>	<b>360</b>	<b>2680</b>	<b>740</b>

DONATIONS	Program/Event	Monetary OR In-kind	Sponsoring Agency	Amount or item(s)	Cash Donation	In-kind Donation
	YTD Ongoing				\$30,750	\$13,988
	Kids Fish In	Monetary	Rotary	\$1,500		\$ 1,500
	Fish IN	In Kind	various	\$500		\$ 500
	Fools	In kind	Guses	50		\$ 50
	Fish In	Monetary	various	\$350		\$ 350
	<b>Total</b>				\$ -	\$ 2,400

PARTNERS	Program	Number of Partnerships	Partners YTD
	Youth	11	26
	Out of School	9	50
	Adult	6	10
	Family & Events	34	49
	Social Club	5	19
	Special Olympics	4	15
	Facility Use	7	30
	Sports	2	8
	<b>Total</b>	<b>78</b>	<b>207</b>



