

Recreation Division

Memo

To: Jen Wills
From: Justin Brown
Date: Feb 16, 2018
Re: January Report



JANUARY DIVISION HIGHLIGHTS

2018 Goals

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

- **Foundation:**

- Current balance is \$315.85 savings, \$40.13 checking.
- Sent out Board Member recruitment information.
- First meeting scheduled for March 1st.

Goals: I

- **Community Outreach:**

- Hosted a booth in the Kid's Cave of sQuatch Fest on January 27th, offering a fishing themed children's activity and distributing information about upcoming family and youth events.
- Launched #MondayLive, a weekly Facebook live video introducing staff and detailing upcoming events, special guests, class information, etc.

Goals: I, III

- **Grants/Fundraising:**

- Submitted grant application to Washington State Recreation and Conservation Office No Child Left Inside grant program requesting \$27,288 to improve nutrition and environmental education components of Summer Kids day camps and Archie Anderson Food for Thought programs. Funding would also allow each participant to attend three full day field trips to regional state and national parks.

- o Submitted grant application to the Healthcare Foundation grant program on behalf of the Parks and Recreation Foundation requesting \$6041.25 to purchase a Big Blue Blocks set from Imagination Playground. The innovative play set allows for a portable “playground” level of engagement and activity that would be ideal for increasing opportunities for indoor and outdoor fitness and beneficial free play. The set would also be a unique and exciting feature to offer at numerous events hosted by Longview Parks & Recreation and by other community organizations.

Goals: I, II, III

- **Sponsorships:**

- o Title, Major and Support Sponsorships came through for Summer Concerts at the Lake (\$28,500) and Movies at the Lake funding (\$7,500). There is potential for adding one more of each. Planning for the artists and schedule of movies is wrapping up.

Goals: I, II, III

- **Marketing:**

- o Purchased Adobe Creative Suite, including InDesign and Illustrator, to allow for in house production of upcoming brochure design. Training and beginning layout set up for Summer Brochure.
- o Meeting regularly with Swim Dash Splash committee to plan for this year’s event and increase reach of marketing campaign.
- o Launched a social media marketing plan to coordinate and maximize effectiveness of marketing efforts on Facebook.

Goals: I, II, III

- **Rentals:**

- o Added a Sunday renter to the Womans Club. Local Church group which will bring in additional revenue
- o The floors at the McClelland and Womans Club were buffed and waxed. Womans Club wood table re-sealed
- o Had 6 private and 10 non-profit and 12 ongoing church rentals at Womans Club & McClelland
- o Hosted the annual Connect Homeless event on January 25 at the McClelland. Health Dept. conducted event. 400 attended throughout the day.

Goals: I, II

Things to Know: (Upcoming Events/News)

March 1st – New class sessions begin

March 16th – Electrifying Shamrock Run/Walk

April 7th – Mudbowl Men’s Softball Tournament



We transform children's lives through play!



