

Recreation Division

Memo



To: Jennifer Wills
From: Recreation Team
Date: May 15, 2017
Re: April Monthly Report

APRIL DIVISION HIGHLIGHTS

2017 Goals

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

- Recreation staff presented to the Longview Public School Board on Out-of-School Programs and our 24 yearlong partnerships. Without this partnership, Longview Parks & Recreation would not be able to conduct over 250 days of Out of School Programs without the support of the Longview Schools. **Goals: I, II, III**
- Running of the Fools run/walk was held April 1st at Willow Grove Park. There were 40 people who participated in a one-lap race around the Willow Grove Loop (10K). Staging was at the Shelter where participants were treated to snacks and music. Cowlitz Valley Runners co-sponsored the event and provided volunteers out on the course. Runners enjoyed the path, received a lot of gift certificates from local businesses, and everyone finished the race! **Goals: I, II, III**
- 22nd annual Earth Day Celebration occurred on Saturday, April 15 at the Cowlitz County Expo Center. This is a major community-wide event which attracts over 4,000 visitors. It is a collaborative effort from the City of Longview Recycling and Stormwater department, Cowlitz County Public Works, Ecological Land Services, and Parks and Recreation. Over 40 exhibitors were present and the entertainment was funded by Waste Control Recycling, Emerald Kalama Chemical, Steelscape LLC, Ecological Land Services, Inc., Solvay Chemicals, CCS – A Division of PNE, Cowlitz PUD, and PNW Metal Recycling, The Council recognized the event by presenting a

Proclamation at the April Council Meeting. There were 27 highschool volunteers that helped with various aspects at the event. **Goals: I, II**

- The annual Kids Fish-In was a smashing success and was a sold-out event. Volunteer-extraordinaire, Gerry Bosh, was instrumental for helping organize and conduct the event. The Lions Chuckwagon was on hand to serve all the participants and volunteers with free hot dogs, soda and chips. They also sold to the public. We had over 50 volunteers from local clubs and high schools. At least 15 of the large trout (4-8 lbs) were caught which caused a lot of excitement. **Goals: I, II, III**
- We hosted the regional Special Olympics Swim meet at Mark Morris Pool on April 15 & 16. Teams from all over Western Washington competed in the two day event. Around 200 athletes swam and earned medals. Some qualified for the state tournament in June. Many local volunteers helped put the event on. **Goals: I, II, III**
- 109 of 126 Garden spaces have been rented as of the end of April. Although the ground is wet and we are waiting for temperatures to rise for optimal planting, the operations surrounding the gardens are operational – a porta pod was delivered and water has been turned on. **Goals: I, II, III**
- The Spring Garden potluck was held at the Woman's Club on April 27 and had 28 people in attendance. Jon Griffin presented information on fertilizing and other gardening topics. Prizes were given out such as rakes, shovels, tomato starts, seeds, gloves, fertilizer which the garden board helped collect from local businesses. Two gardeners won free plot tilling by Russell's Tractor Service. **Goals: I, II**
- The third date night of our new Date Night Series was a sold-out success! Holo's Yoga Studio & Roland Wines were the hosts of the evening. The purpose of the Date Night Series is to showcase locals businesses and provide couples, friends, and individuals with entertainment and recreational opportunities locally. Next up is Ladies Night on the Range, June, 9th. **Goals: I, II, III**
- Recreation staff conducted their 3rd round of stakeholder meetings. These meetings are designed to bring outside perspectives on recreation services and opportunities to our staff. After completing a stakeholder meeting, our staff shares the thoughts and perspectives of our stakeholders amongst the team. **Goals: I, II, III**
- A big thank you to our Summer Brochure Sponsors: Cowlitz County & Area Agency on Aging & Disabilities of SW Washington. **Goals: I, II, III**
- The Recreation team participated in two community outreach events. The LCC Job Fair & Safe Kids. Between the two events we reached approximately 500 attendees and were able to share information about our programs. **Goals: I, II, III**

Things to Know: (Upcoming Events/News)

- Summer Registration is now open! [PDF](#) / [Online Registration](#)

- New Full-time team member Lya Trammell started her new role with the department on April 17th as our Community Outreach & Foundation Specialist.
- The recreation team will be holding interviews for the new Sports Specialist on May 9th.
- Spring Handcrafted Gifts & Vintage Sale, May 20th 9-4pm, McClelland Center.
- \$5 5K – Tam O’Shanter, June 17th 9am, Tam O’Shanter Park, Kelso.
- Mud Day presented by Mike Wallin RE/MAX, June 24th, 1-4pm, McClelland Center.



APRIL MONTHLY 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	12	5	81	340	39	18	259	1006	32%
	Out of School	7	0	344	2055	27	0	1596	9268	0%
	Adult	17	3	270	477	62	11	895	3156	15%
	Sports & Leagues – Basketball & Volleyball	3	2	375	730	8	2	965	2168	20%
	Family & Events	3	0	461	4361	9	0	1579	5479	0%
	Social Club	5	0	115	113	17	0	471	434	0%
	Special Olympics – Basketball	0	0	0	400	5	0	120	1740	0%
	Total	47	10	1646	8476	167	31	5885	23251	10%

OUT OF SCHOOL	All Programs Average						
	School Site	Registered Participants	Daily Average	Attendance	Ratio	Registered Participants YTD	Attendance YTD
	St Helens	53	30	450	1:10	30	2078
	CVG	39	13	198	1:07	40	1089
	Kessler	48	20	296	1:10	40	1255
	Robert Gray AM	77	25	376	1:13	78	1588
	Robert Gray PM	77	19	290	1:10	78	1463

	Northlake	32	19	281	1:10	38	1333
	Mint Valley	18	11	164	1:06	11	581
	Boulevard Teen Center	173	12	240	1:06	158	717
	Total	464	17	1845	1:08	315	9387

VOLUNTEERS	Program	Number of Volunteers	Hours Donated	Number of Volunteers YTD	Hours Donated YTD
	Youth	4	23	15	102
	After School	3	12	8	42
	Family & Events	80	415	99	1547
	Social Club	13	26	45	96
	Special Olympics	8	75	50	713
	Total	108	551	217	2500

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	91	4	7	22			643	467
	Birthday Rentals			1				0	3
	Day Use Areas	1	4	1		15		60	59
	Sports Fields	12	120					0	227
	Total	104	128	9	22	15	0	703	756

DONATIONS	Program/Event	Monetary OR In-kind	Sponsoring Agency	Amount or item(s)	Cash Donation	In-kind Donation
	YTD Ongoing				\$1,560	\$1,120
	Fools	In Kind	Nipp's	\$20 gift certificate		\$ 20
	Fools	In Kind	New Moon	\$30 gift certificate		\$ 30
	Fools	In Kind	Arby's	\$50 gift certificate		\$ 50
	Fools	In Kind	Shamrock	\$10 gift certificate		\$ 10
	Fish IN	In Kind	various	\$500		\$ 500
	Brochure	Monetary	Cowlitz County	\$ 950.00	\$ 950	
	Brochure	Monetary	Aging & Disability of SW WA	\$ 250.00	\$ 250	
PARTNERS	Total			\$ 1,200	\$ 610	
	Program	Number of Partnerships	Partners YTD			
	Youth	12	20			
	After School	9	30			
	Adult	6	10			
	Family & Events	80	89			
	Social Club	5	16			
	Special Olympics	3	12			
	Facility Use	8	28			
	Sports	0	5			
	Total	123	210			