

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 2nd 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-4th 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 2nd 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 14th.
- [Seahawk Poker Walk/Run](#) September 9th
- [Moonlight Run & Golf](#) – September 29 & 30th
- Two staff members will be attending “Guide to Grants” Seminar at Washington State University on August 16th.
- 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.





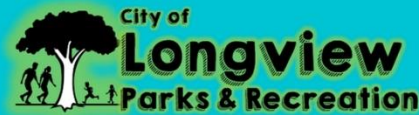
Creating Community through
People • Parks • Programs

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
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
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%
	Total	61	8	8678	17979	311	47	17384	48147	7%

***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
	Total	409	35	4060	1:08	724	20266

VOLUNTEERS	Program	Number of Volunteers	Hours Donated	Number of Volunteers YTD	Hours Donated YTD
	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
	Total	67	1761	297	4589

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
	Total	124	126	21	15	0	383	1731	1490

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
	Total				\$ 26,000	\$ 11,428

PARTNERS	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
	Total	68	285