

# Recreation Division

## Memo

**To:** Jen Wills

**From:** Justin Brown

**Date:** Mar 14, 2018

**Re:** February Report



## FEBRUARY DIVISION HIGHLIGHTS

### 2018 Goals

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

- **Foundation:**

- First Board meeting scheduled for March 1<sup>st</sup>.
- Received confirmed interest in participation at Board officer level from 5 contacted, and one at Board member level.

**Goals: I, II, III**

- **Community Outreach:**

- Participated in interview with local events program Feet on the Street, discussed upcoming events, programming, sponsorship opportunities.
- Participated in Chamber of Commerce radio show highlighting adult sports and Father Daughter Ball, upcoming events.

**Goals: I, III**

- **Grants/Fundraising:**

- Attended webinar and researched funding through Washington State Recreation and Conservation Office. City of Longview/Cowlitz County projects qualify for reduced match funding requirements for grant project proposals.
- Developed Partner Guide for Swim Dash Splash to recruit corporate funding.

**Goals: I, II, III**

- **Marketing:**

- Developed trifold brochure design for Swim Dash Splash to be distributed to regional hotels, businesses, fitness groups. Design can be used for multiple years.
- Created Save the Dates for Extreme Machine marketing/sponsorship recruitment.

**Goals: I, II, III**

• **Recreation**

- The annual Heart & Sole run/walk had 150 participants this year. The weather was great and the event went very well. Held at the lake with the Teen Center being the start/finish area.
- Special Olympics basketball teams attended the regional tournament in Olympia on February 3<sup>rd</sup>.
- Boots & Bling our Father Daughter event was another sell out with over 1,000 in attendance. Special Guests included Professional Roper Mike Gunnels and his horse Colonel and Rodeo Queens from Clark County, Vancouver and Miss Mountain Rodeo with their fathers.
- Family Nights were held at 4 of our after school programs. Staff were responsible for planning an activity and invited their parents and siblings to watch or participate. The activities varied from a talent show, interactive games, crafts and bingo. We provided pizza. It was a great way for families to interact and meet all the other children in our program. This was a 2018 goal for our out of school programs accomplished successfully with 35 parents attending.
- Golden Apple Preschool continues to go strong and we have now reached our maximum number of students with 12. Our Americorps leader Erica has been implementing what we call “Play dates” with the residents. This involves taking one or two of our students and meeting their special resident grandparent for an activity and some one on one time.

**Goals: I, II, III**

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

March 1<sup>st</sup> – New class sessions begin

March 2<sup>nd</sup> – Application for Kelso Lodging Tax Funding for Swim Dash Splash.

March 7<sup>th</sup> – Participation in Kelso Longview Chamber of Commerce Building Bridges Regional Business Showcase

March 13<sup>th</sup> – Meet with YMCA and Youth & Family Link to start planning for CDBG funding of Summer Youth Programs.

March 16<sup>th</sup> – Electrifying Shamrock Run

April 7<sup>th</sup> – Mudbowl Men’s Softball Tournament







Partner with Longview Parks and Recreation to sponsor this competitive fitness event in the heart of Longview. Help create Quality of Place in our community.

**2018 COMMUNITY PARTNERS**

**PARTICIPANT DEMOGRAPHICS**

Category	Percentage
Age 18-24	27%
Age 25-34	22%
Age 35-44	22%
Age 45-54	18%
Age 55-64	10%
Age 65+	1%

**PARTNER GUIDE**

www.swimdashsplash.com

**TRI WHAT?**  
Southwest Washington's only triathlon of its kind.

**Swim Dash Splash**  
brings participants from all over the region and of all fitness levels to compete in recreational and competitive divisions in a 500 yard indoor swim, a 5K run, and a 2 mile kayak course around beautiful Lake Sacajawea in the heart of Longview.

**WHAT WILL TRI DO FOR YOU?**  
Sponsoring the Swim Dash Splash Triathlon gets your company's name and logo to thousands of local and regional community members as well as athletes and fitness enthusiasts from across the tri-state area. Your business will be featured as a supporter of the mission of Longview Parks and Recreation to enhance quality of life in the Longview area through outstanding fitness opportunities.

**WHY SHOULD YOU TRIP?**  
Looking to align yourself or your organization with a community leader in the campaign to promote health, wellness, and quality of Place in Longview? Besides being an integral part of an event that gets people active, outdoors, and creating fun life-long memories, sponsors receive year round exposure and event promotional opportunities in the Pacific Northwest, a market notorious for its destination fitness event enthusiasts.

**PARTNER GUIDE**

**SPONSORSHIP PACKAGES**

	TITLE SPONSOR	SOS SPONSOR	Swim Sponsor	Dash Sponsor	Splash Sponsor
TITLE SPONSOR	\$1,500				
SOS SPONSOR	\$1,000				
Swim Sponsor	\$500				
Dash Sponsor	\$250				
Splash Sponsor	\$100				

**SPONSORSHIP BENEFITS**

	TITLE	SOS	SWIM	DASH	SPLASH
EXCLUSIVE TITLE	X				
NAME ON SWIM	X				
NAME ON DASH	X				
WEBSITE LOGO LINK	X	X	X	X	X
P.R. BROCHURE LOGO	X	X	X	X	X
RACE PACKET PHOTO	X	X	X	X	X
PURCHASED MEDIA	X	X	X	X	X
TEAM REGISTRATION	2	1			
START/FINISH BANNERS	X	X	X	X	X
START/FINISH BOOTH	X	X	X	X	X
PROUD SPONSOR	X				

www.swimdashsplash.com | f/longviewrecreation | Third Saturday in July

for more information visit [www.swimdashsplash.com](http://www.swimdashsplash.com)

**SWIM**  
10 laps in a heated indoor pool for a total of 500 yards

**DASH**  
5K run at beautiful, historic Lake Sacajawea Park

**SPLASH**  
2 mile paddle in Lake Sacajawea with a short run to the finish line

**Swim Dash Splash Triathlon Registration**  
Visit [www.swimdashsplash.com](http://www.swimdashsplash.com) for Registration Deadlines  
\*Sign up for earlybird registration and save!

Individual or Team Captain Name \_\_\_\_\_  
Phone # \_\_\_\_\_ All Phone # \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Individual**  
\$50/person  
\*\$45/person Earlybird  
Team of 2 or 3  
\$110/team  
\*\$80/team Earlybird

**Team Division:**  
☐ Recreational  
☐ Competitive

Swim Name \_\_\_\_\_  
Email \_\_\_\_\_  
Event: ☐ Adult (over 18) ☐ Youth (18 and under)  
Swim Heat (Indicates): 500 Yard Swim Time  
Under 10 min ☐ 10-15 min ☐ 15-20 min

Swim Number and Gender (if known): ☐ Male ☐ Female  
Adult Tee: ☐ M ☐ L ☐ XL ☐ XXL ☐ Youth Tee: ☐ M ☐ L  
Team Shirt: ☐ M ☐ L ☐ XL ☐ XXL

Complete and Mail with Payment to:  
Longview Parks and Recreation  
2922 Longview Street  
Longview, WA 98632

**FR FIVE RIVERS CONSTRUCTION INC.**

**SAVE THE DATE**

**EXTREME MACHINES**

SAT, SEPT 22, 2018 - 10AM-2PM  
COWLITZ COUNTY EXPO CENTER

Longview Parks & Recreation

FOR MORE INFO CALL 360-442-5400 OR VISIT [WWW.MYLONGVIEW.COM/RECREATION](http://WWW.MYLONGVIEW.COM/RECREATION)

**United SITE SERVICES** **LONGVIEW CONTRACTORS ASSOCIATION** **LOWER COLUMBIA CONTRACTORS ASSOCIATION** **811**

