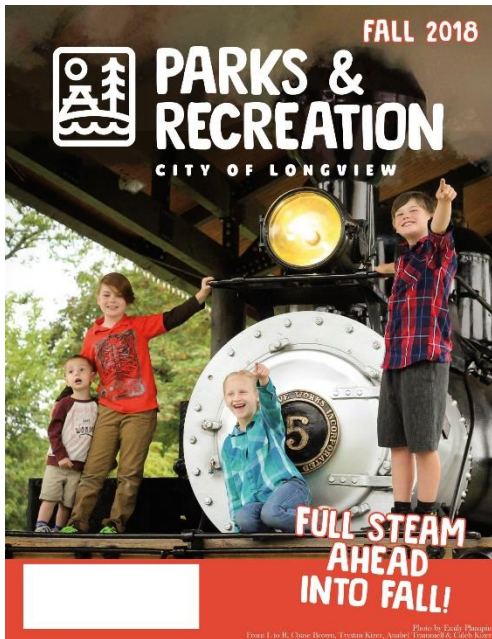


# Recreation Division



## Memo

**To:** Jen Wills

**From:** Rec Staff

**Date:** Sept 6, 2018

**Re:** August Report

## AUGUST DIVISION HIGHLIGHTS

### 2018 Goals

- I. Connect the Community
- II. Quality Experience
- III. Vision 2025

- **Foundation:**

- Treasurer filed first Annual Report to Secretary of State of Washington. Foundation ownership has officially transferred to the Board officers. The Foundation has received approximately \$6,600 in donations so far, and is finalizing marketing material development to increase awareness of the foundation.

**Goals: I, II, III**

- **Grants/Fundraising:**

- Submitted a proposal for grant funding to increase the number of First Lego League Junior teams operating under Parks and Recreation by 6 teams to the Weyerhaeuser Giving Fund in the amount of \$5000.
- Discussing further collaboration with Puget Sound Energy in support of the Teen Center; meeting with staff to update and expand our Teen Center sponsorship information packet and discuss goals for funding expansion of current programs.
- Submitted our final billing to CDBG for our Archie Anderson program, and should receive reimbursement in the amount of \$8,945 within 30 days.
- Beginning the invoice process for NCLI funding support our Summer Kids Go Green program. All summer camp and Archie Anderson participants

were able to go on three field trips to nearby state parks and nature areas. They participated in outdoor recreation at least 3 hours each day, and experienced kayaking, fishing, archery, compass/map, GPS orientation, environmental education and garden and nutrition education through grant funding.

**Goals: I, II, III**

- **Internship:**

- Goodwill Intern Chloe Reinecker focused on getting high quality photos of Concerts at the Lake, Summer Kids Go Green and Archie Anderson activities and has created flyers to market Movies at the Lake activities. She created a display of summer youth activities which was exhibited at Family Outdoor Adventure. She has developed the flyer and marketing materials for Extreme Machines, and is working on the Fall school flyer as her final project of her internship, which ends September 7<sup>th</sup>.

- **Marketing:**

- Utilized Peachjar to market Movies at the Lake through their free community event special.
- Fall Brochure design was completed completely in house. Staff noticed a significant reduction in time required to produce this brochure vs. that for Summer 2018, our first in house design, or for issues prior to that which utilized outside designers. We featured local children and the Shay Locomotive on our front cover, and more class/activity pictures of our own participants inside the issue. We also introduced instructor bios in this issue, which was a suggestion we received from our LERN brochure design review. Ad sponsorship totaled \$1575, plus \$935 in trade for Parks and Recreation ad placement in the Chamber of Commerce annual brochure.

**Goals: I, II, III**

- **Community Outreach:**

- Participated in National Night Out in cooperation with the Highlands Neighborhood Association and the Longview Police Department.
- Participated in Youth and Family Link's Back to School Fair on August 23<sup>rd</sup>.

**Goals: I, II, III**

- **Community**

- 25 park rentals in August. Includes community events, private and non profit rentals
- 116 of 126 Community Gardens are rented (92.5%)
- First ever beer garden was allowed at Roy Morse Park for the United Way Softball Tournament held on August 4

- **Goals: I, II, III**

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

September 8: Seahawks \$5/5K

September 15: Cowlitz Tribal Health Walk (hosting a booth)

September 18: Wauna Wellness Fair (hosting a booth)

September 21: Moonlight Run 5K

September 22: Extreme Machines

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	38	4	366	1770	103	16	836	3942	13%
	Out of School	3	0	217	1792	40	0	2827	15537	0%
	Adult	3	0	37	148	91	18	1033	4544	17%
	Sports & Leagues – Basketball & Volleyball	4 (2 mens, coed and Sunday coed)		620	2,400	#VALUE!	0	#VALUE!	#VALUE!	#VALUE!
	Family & Events	3		7000	7000	#VALUE!	0	17998	18091	#VALUE!
	Social Club	4		150	79	29	0	978	797	0%
	Special Olympics – Softball & Golf	2		57	375	15	0	474	3137	0%
	Total	53	4	8447	13564	#VALUE!	34	#VALUE!	#VALUE!	#VALUE!
OUT OF SCHOOL	School Site	Registered Participants	Daily Average	Attendance	Ratio	Registered Participants YTD	Attendance YTD			All Programs Average
	St Helens					139	2579			
	CVG					73	1396			
	Kessler					79	1480			
	Robert Gray AM					102	1772			
	Robert Gray PM					63	1336			
	Northlake					82	1339			
	Mint Valley					46	1174			
	Boulevard Teen Center					123	2248			
	Kessler Summer Kids	50	42	714		#DIV/0!	1208			
	Northlake Summer Kids	50	40	680		82	1226			
	Archie Anderson	47	25	398	1:12	#VALUE!	723			
	Total	147	36	1792	1:08	#DIV/0!	16481			

VOLUNTEERS	Program	Number of Volunteers	Hours Donated	Number of Volunteers YTD	Hours Donated YTD				
	Youth	6	14	32	123				
	After School	14	71	51	181				
	Family & Events	1	12	141	932				
	Social Club	18	45	102	219				
	Special Olympics			#VALUE!	980				
	Total	39	142	#VALUE!	2435				
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	36	3	4	17		182	2246	836
	Birthday Rentals							0	4
	Day Use Areas	5	6	5			93	338	88
	Sports Fields	20					160	2406	658
	Total	61	9	9	17	0	435	4990	1586

	Program/Event	Monetary OR In-kind	Sponsoring Agency	Amount or item(s)	Cash Donation	In-kind Donation
	YTD Ongoing				\$36,220	\$16,203
<b>DONATIONS</b>	discovery camp	inkind	lowes	300		
	concerts	cash	kirkpatrick	\$9,000		
	concerts	cash	red canoe	7500		
	concerts	cash	cascade	6500		
	concerts	cash	PUD	2000		
	concerts	cash	LV recycling	2000		
	concerts	cash	elfin services	2000		
	concerts	cash	Longview Ortho	2000		
	SDS	Inkind	Groc Out	Bars		\$ 85
	SDS	Inkind	Corwin	Gatorade		\$ 200
	SDS	inkind	Family Chiro	Massages		\$ 100
	SDS	Monetary	Lv. Oral surgery	Cash	\$ 250	
	SDS	Monetary	Lv/Kelso.c on	Cash	\$ 2,000	
	SDS	Monetary	Puzzle quest	games	\$ 20	
	SDS	in	Port of Lv	bags		\$ 500
	concerts	in kind	KLOG KUKN	8500		
	Total				\$ 2,270	\$ 885
<b>PARTNERS</b>	Program	Number of Partnerships	Partners YTD			
	Youth	8	43			
	Out of School	13	90			
	Adult		17			
	Family & Events	9	107			
	Social Club	5	28			
	Special Olympics Facility		35			
	Sports		60			
	Sports		30			
	Total	35	410			







