

Recreation Division

Memo

To: Jen Wills

From: Rec Staff

Date: December 11th, 2018

NOVEMBER DIVISION HIGHLIGHTS



2018 Goals

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

- **Foundation:**

- The Foundation met on Nov. 29th with all but one member in attendance. They are finalizing business card design and will be placing an order in December.
- Members voted to pursue involvement with the planning of a fundraiser in collaboration with the After Party at Shamrock Tavern for the Electrifying Shamrock Run in March.
- Members voted to collaborate with The Big Day Wedding and Event Expo in March to run a beer & wine tasting tent as a fundraiser for the Foundation.
- Grants progress:
 - The foundation did not receive the grant from Weyerhaeuser Giving Fund in the amount of \$29,000 they applied for to fund a renovated kitchen/multi-use space at The Boulevard Teen Center. They have been encouraged to apply again in the Spring when the fund is available for 2019, and will continue to pursue additional avenues for funding for this program.
 - The foundation launched a match grant on Nov. 15th to upgrade the Teen Center garden. The foundation participated in a crowd-

funding grant through SeedMoney (<https://donate.seedmoney.org/2423/the-boulevard-teen-center-life-skills-garden>) with a goal of raising \$1600.00 total (\$1200.00 in donations and \$400 in SeedMoney matching grant) for relocation and expansion of the garden to support the Life Skills cooking classes. They met the funding requirement of being among the first organizations to raise \$600 in donations to qualify for \$400 in matching funds from SeedMoney. They have raised a total of \$1,110.00 of their \$1200.00 goal for donations, and the fundraiser closes on Dec 15th.

- The foundation voted to pursue a grant through ALEA for funding to support the Kids Fish In.

Goals: I, II, III

- **Grants/Fundraising:**

- A billing in the amount of \$1,934.00 for September expenses for the Go Green! Summer programs was submitted to the NCLI grant and is pending approval. There is \$5,778.10 remaining in the grant fund, which should be reimbursed upon final billing, which is in progress and will be submitted upon approval of the current billing.
- Met with foundation board member to submit eligibility paperwork and discuss writing a grant for the Kids Fish In through the Aquatic Lands Enhancement Account (ALEA) Volunteer Cooperative Grant Program. Will be completing grant and submitting in December.

Goals: II, III

- **Marketing:**

- The Winter/Spring guide was printed and arrived during the last week of November and registration opened on November 30th.
- Participated in meeting with Specialty Rents & Events regarding creating a new event, The Big Day Wedding and Event Expo. We received very positive feedback, and others have expressed a lot of excitement in the industry and community. Marketing materials will be developed in December to start promoting the event as soon as possible, and will be a coordinated design campaign that will include full size posters, flyers, and trifold. New marketing materials will be developed highlighting rentable City facilities and park areas.

Goals: I, II, III

- **Community Outreach:**

- The Flip The Switch hunt was successful once again. The mother and son who found the bulb had a great time Dec. 1st flipping the switch and turning the lights on.

Goals: I

- **Community**

- There were 28 rentals at the McClelland and Woman's Club in October. This includes private, not profit and ongoing (church)
- The McClelland had new lighting installed, new paint, doors and woodwork

- Thanksgiving Dinner at Social Club. Volunteers and our Special Olympic Leadership team served 75 thanksgiving dinners to our friends.
- The Grove church put on a Thanksgiving dinner for the Blvd Teen Center. This was hosted at their facility across the street and 40 teenagers and some family members participated.

• **Goals: I, II, III**

• **Sports**

- Annual Turkey Trot Run/Walk had 485 participants. Comcast was again the title sponsor. Grocery Outlet was a large sponsor this year, giving away many raffle prizes and providing after race snacks.

• **Goals: I, II**







The Boulevard Teen Center Life Skills Garden

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The Boulevard Teen Center, a Longview Parks & Recreation program, has been serving youth ages 12-18 for over 20 years, providing a safe, supervised, and FREE drop-in program to Middle and High School teens in Longview, WA. Teens enjoy free time playing pool, climbing the rock wall, using the computer lab, playing games, getting help with their homework, and are provided a healthy snack! The Boulevard is open weekday afternoons and gives the teens a place to benefit from the guidance and mentorship of adults and a healthy environment that provides them the opportunity to learn important life skills and a safe space to be themselves.

13*Donors***\$1,015.00***Raised in 2 weeks***85%***Funded of \$1,200.00 Goal***9 days to go**

This Campaign started on Nov 15 2018 at 12:00 PM EST and will end on Dec 15 2018 at 12:00 PM EST

DONATE

Please donate today to help this project win a \$400 SeedMoney grant. All donations are tax-deductible and go to the project even if the goal is not reached.

Project Info**Beneficiary Organization**

Longview Parks & Recreation Foundation

A festive poster for the 'Holiday Flip the Switch Contest!'. The background is green with a string of colorful Christmas lights at the top. The text 'Holiday' is in a white script font, followed by 'FLIP THE SWITCH CONTEST!' in large, bold, red and white block letters. To the right is a 3D illustration of a red light switch plate with a white switch lever pointing up towards the 'ON' position. Below the main text, it says 'NOVEMBER 12 - 28, 2018'. In the bottom left corner is the 'PARKS & RECREATION CITY OF LONGVIEW' logo, which includes a stylized tree and sun icon.