

Recreation Division

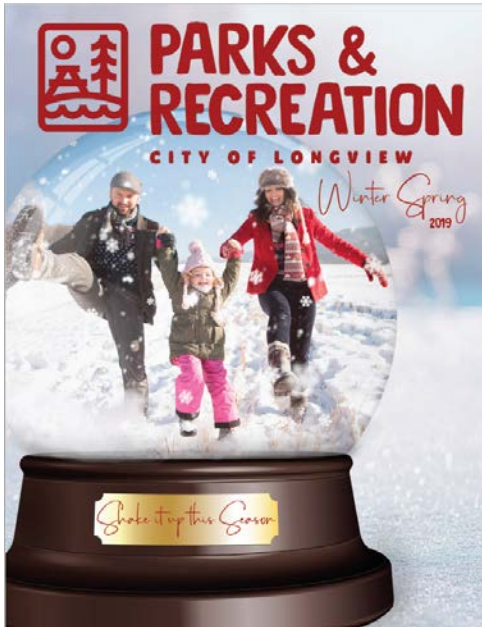
Memo

To: Jen Wills

From: Rec Staff

Date: January 3rd, 2019

DECEMBER DIVISION HIGHLIGHTS



2018 Goals

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

- **Foundation:**

- The Foundation met on Dec. 19th with all but one member in attendance. They ordered business cards which were presented and distributed at the meeting.
- Members are still investigating planning a fundraiser in collaboration with the After Party at Shamrock Tavern for the Electrifying Shamrock Run in March.
- After gathering information regarding permitting and supplies costs, members determined that collaboration with The Big Day Wedding and Event Expo in March to run a beer & wine tasting tent would not be a profitable avenue for fundraising, and will not pursue this at this time.
- Members will be hosting a booth at Squatchfest to generate awareness of the Foundation and promote upcoming events such as the Kids Fish In.
- Grants progress:
 - The SeedMoney match grant and fundraiser to upgrade the Teen Center garden closed on Dec 15th, with the foundation meeting its goal of raising \$1200.00 in crowdsourced funds. They were among the first to meet the \$600.00 goal to qualify for an additional \$400.00 award from SeedMoney, so the Teen Center will receive a total of \$1600.00 to upgrade their garden space.

- The foundation is collaborating with Parks and Recreation staff to pursue a grant through ALEA for funding to support the Kids Fish In.
- The foundation will apply for a grant from Weyerhaeuser Giving Fund to fund a renovated kitchen/multi-use space at The Boulevard Teen Center. They have been encouraged to apply in the Spring when the fund is available for 2019, and will continue to pursue additional avenues for funding for this program.

Goals: I, II, III

• **Grants/Fundraising:**

- The final billing of \$5,778.10 was submitted and reimbursed and the final report for the NCLI Longview Go Green! project was accepted by RCO. The program received a total grant award of \$27,288.00 towards enhancement of Longview Parks and Recreation's Summer Kids day camp programs, including Archie Anderson half day camp, and full summer, full day camps at Northlake and Kessler Elementary schools. The program served a total of 175 children, 64 of whom participated at reduced or no cost based on low income qualification, and provided 564 hours of education and activities over the course of the summer. We were able to purchase archery sets and gps units which will be utilized for future camps and activities. We were also able to provide participants with field trips to three regional state parks and natural areas for nature and environmental educational activities.
- Pursuing grants listed above in collaboration with the Foundation.
- Seeking other grant and funding opportunities for Summer programs and enhanced Boulevard Teen classes, activities, and field trips.

Goals: II, III

• **Marketing:**

- Developed a video header for the Facebook event promoting Big Day Wedding and Event Expo. Use of video headers and ads increases the likelihood of success in marketing campaigns in social media. We will be tracking engagement metrics to see what methods are more and less successful.
- Developed marketing materials for the Big Day Wedding & Event Expo, including multiple event headers and flyers, and a trifold for potential vendors.
- Developing a marketing plan and schedule outlining goals, timing, and budget for events for the coming year.
- Developed flyers and t-shirt designs for upcoming Heart & Sole and Electrifying Shamrock Runs.

Goals: I, II, III

• **Community**

- The annual Holiday Bazaar at the McClelland was again sold out with 53 tables this year and was attended well by the public. Students from Karla Dudley piano studio played live piano music for everyone for two hours.
- There were 35 rentals at the McClelland and Woman's Club in December. This includes private, not profit and ongoing (church)
- Teen Christmas Party. Generous donations were given for this special event by Harlie's Angels, including a new bike and Dutch Bros gift cards. Food was donated and prepared by the Grove church across the street, namely Mike Gilman, who has been coming in once a month on Tuesdays and makes a home cooked meal for the teens. We will continue the teen late nights once a month supported by Puget Sound Energy.
- Breakfast with Santa was held at the McClelland Center. We sold out the event with 352 participants attending. We partnered with the Delaware Plaza. Their

kitchen staff made the food for us and our volunteers shuttled it across the street. After each session families were welcomed to go over to the Delaware for a scavenger hunt and cookie decorating.

- After School programs held successful Family Nights. Mint Valley, Robert Gray, Kessler and CVG each had a good turn out of families attending and special holiday snacks and games were played with the parents. Kessler put on a talent show for their families.
- Recognized Bob Koenig at Advisory Board Meeting. FLL Lego Teams went to competition on Dec 8th in Lacey. The Thunderbots received a trophy for the best robot / programming at the competition. TDN printed a nice story with a picture of the team in the Dec 29th issue. The JRFL teams will begin gearing up for their Expo in April.

Goals: I, II, III

- **Sports**

- Adult basketball League and Open Gym Volleyball concluded the fall/winter sessions and will be starting back up in January.

Goals: I, II

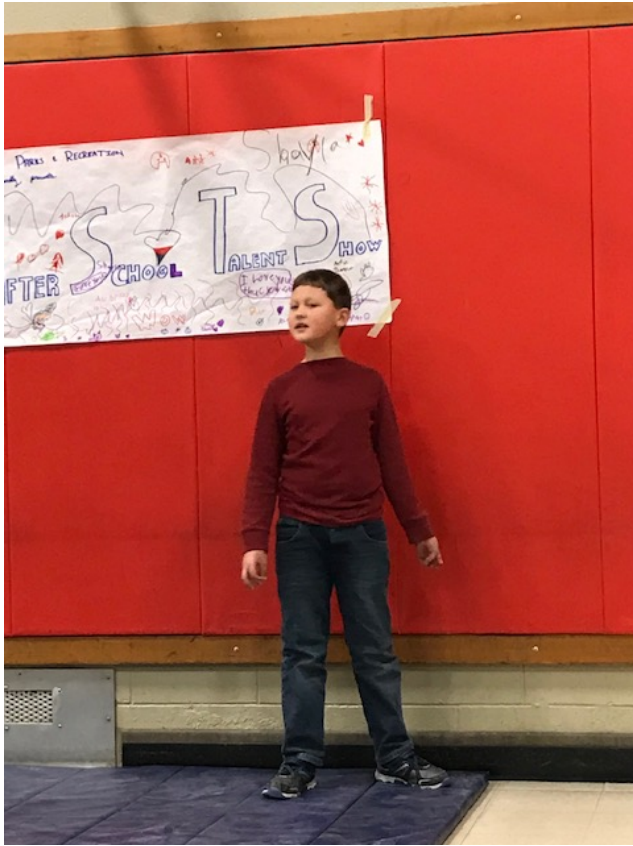
- **Facility**

- The painting project at the McClelland Arts Center is still ongoing. We have now started to repaint the Recreation Office so that it is more attractive to customers.

Goals: I, II, III

Things to Know: (Upcoming Events/News)

- 2/9 – Heart & Sole Run
- 2/22 – 2/24 Father Daughter Dance Glimmer & Glow







Exhibitor Spaces Available

10' X 10' BOOTH = \$60

8' X 5' SPACE = \$45

6' X 5' SPACE = \$40

4' X 4' COCKTAIL TABLE = \$25



the

The Big Day

WEDDING & EVENT EXPO

360-442-5400
2920 DOUGLAS STREET
LONGVIEW, WA 98632
WWW.MYLONGVIEW.COM/RECREATION

 /LONGVIEWRECREATION

PARKS & RECREATION
CITY OF LONGVIEW

Seeking Vendors

MARCH 2ND, 2019
10AM - 3PM
MCCELLELAND CENTER
951 DELAWARE STREET
LONGVIEW, WA