



**Spokane Park Board
Development and Volunteer Committee
3:00 p.m. Wednesday, December 21, 2022**

In-person and WebEx virtual meeting
Fianna Dickson – Marketing & Communications

Committee members

- X Bob Anderson – Committee chair/Park Board
- X Jennifer Ogden – Park Board
- X Gerry Sperling – Park Board
- X Christina VerHeul – Park Board
- X Kelly Brown – Development & Volunteer Citizen Advisory Committee representative
- X Julie Biggerstaff – Community Assembly representative
- X Rick Romero – Member-at-large

Guests

None

Staff members

Garrett Jones
Fianna Dickson
Sarah Deatrich

Summary

- Garrett Jones and Rick Romero presented an EXPO+50 progress update.
- Kelly Brown presented a DVCAC update.

The next regularly scheduled meeting is 3:00 p.m. January 18, 2023, in-person in the Lilac Conference Room, City Hall 1st floor lobby, 808 W. Spokane Falls Blvd., or virtually via WebEx.

Minutes

1. **Call to order** – The meeting was called to order at 2:59 p.m. by committee chair Bob Anderson. See list above for attendance.
2. **Public comment** – Bob Anderson
 - A. None
3. **Action items**
 - A. None
4. **Discussion items**
 - A. Fianna Dickson gave an update on the status of the draft policy & procedure for Adopt a Park and Park Friends. She informed the committee that we are working with our legal department to finalize the policy, aiming to present it to the committee at the January 18 DVC meeting.
5. **Standing reports:**
 - A. **EXPO+50 update** – Garrett Jones/Rick Romero
 1. Garrett reminded the committee of the five pillars of the EXPO+50 planning.
 - a. Infrastructure and amenities
 - i. Garrett and Public Works Director, Marlene Feist, are working to develop a plan for moving forward with three projects which are especially crucial to the connectivity, mobility, and walkability piece of the activation plan. These projects are: Completing the South Suspension Bridge, completing the upper parking lot (currently used as a staging area for the Post Street Bridge construction), and completing the design for trail connection under Monroe Street Bridge. Garrett and Marlene are meeting this week to package the projects together as all three are key to developing a pedestrian interconnectivity trail system and will work with City Council in the first quarter of 2023 to explore funding options. We aim to put the projects to bid in January.
 - b. Funding and governance structure
 - c. Events and special activities
 - d. Marketing and support
 - i. Visit Spokane was successful in receiving \$500,000 in ARPA funds of which we are eligible to utilize a portion for personnel, specifically the EXPO+50 Program Manager. Visit Spokane will do a Personal Service Contract, which is a contract with a person or consultant or company, rather than them being employed by the City of Spokane or Visit Spokane. The person will work together with the City of Spokane, Visit Spokane, and our community partners.
 - ii. Rick clarified there is a match obligation for the \$500,000 ARPA funds. We proposed to match a portion with the \$10,000 per year for two years from each of our partners. One of the roles of the Program Manager will be fundraising for the difference, which will equate to approximately \$300,000.
 - e. Connectivity, mobility, and walkability
 2. Garrett gave an EXPO+50 framework presentation which is included in this packet. The presentation addressed the following:
 - a. Goals
 - i. Develop a guide for the new Program Manager
 - ii. Collecting community input for developing content
 - iii. Making the biggest impact over shortest period to ensure EXPO+50 is a meaningful and memorable experience
 - iv. Create events framework supportive of obtaining sponsorship and marketing

- objectives, which will be a major task of the Program Manager
- v. Making the events and activities financially low barrier
- b. Considerations
 - i. Activity level which justifies travel to Spokane and/or provides a motive for extending the tourism window for existing city events, as well as bringing Spokane citizens to Riverfront Park
 - ii. Covering multiple themes over one main theme per day/week, aiming to provide something of interest for all
 - iii. Being inclusive of those who wish to reminisce about Expo '74, as well as those who could benefit from the history and learn what is ahead.
- c. Events structure
 - i. May 4, 2024 (the Saturday preceding Bloomsday) through July 7, 2024 (the Sunday following Independence Day)
 - ii. Activities concentrated Friday through Monday to encourage an extra night stay
 - iii. 153 events/activities within the nine-week event
 - iv. One anchor event each week which may be an existing event such as Bloomsday or an event that we develop and organize
 - v. Two to four themed engagements per day, at least two of which will be recurring/self-navigating over the nine-week period, with approximately 14 events per theme throughout the nine weeks
 - vi. Events each week should touch each theme once
- d. Themes
 - i. Arts & Culture
 - ii. Environmental Stewardship
 - iii. Recreation & Sports
 - iv. Tribal Culture
 - v. Expo Legacy
- e. Calendar of potential anchor events
 - i. Prospective anchor events include Bloomsday, Skyfest, Lilac Parade, Art Fest, Pride Festival, Hoopfest, a proposed Riverfront Park Independence Day carnival
 - 1) Taking advantage of College and High School graduations held at the Pavilion and Podium during this period
- f. Milestones/tasks moving forward
 - i. Community and volunteer survey – The Program Manager will be tasked with engaging our community and stakeholders with a survey to compile information regarding interests and ideas for EXPO+50 and address volunteer opportunities.
 - ii. Hire the Program Manager
 - iii. Finalize the activation plan
 - iv. Devise a targeted outreach plan to groups able to activate themed categories
 - v. Sponsorship outreach
 - vi. Event planning and facilitation
- g. Questions/concerns
 - i. Availability of hotel occupancy – are we overlapping too many events
 - ii. Uncertainty of target audience – concentrating not only on tourism, but also on our own local community
 - iii. Audiences with competing objectives – how do we incorporate and prioritize the thoughts and ideas of the community to keep everyone feeling involved and excited about the event
- h. Scope for the +50 Program Manager
 - i. Coordinate and activate events
 - ii. Sponsorships and/or in-kind services
 - iii. Coordinate volunteer program

- iv. Point of contact for stakeholders and committees
- v. Sponsorship activation, planning, and facilitation
- vi. Branded merchandise
- vii. Budgeting

Jennifer Ogden suggested we disperse or facilitate some themed activities in our outer parks to reach the largest number of citizens. She also suggested we work with Friends groups to disperse information to neighborhoods and solicit suggestions for themed activities to coordinate with downtown activities. Garrett mentioned he had a similar conversation with the Chair of the Peaceful Valley Neighborhood, addressing the river experience through several neighborhoods. He added that we have partnered with the Gonzaga business class to work on initiatives. The class wrote a research paper and a presentation focusing on a water taxi which may be activated during EXPO+50. Garrett will supply the paper and presentation to the committee members for review.

Bob Anderson expressed support for the water taxi idea, citing that it promotes increased activity on the river, which is one of our goals.

Bob questioned Garrett regarding the potential timeline for committees and groups to get involved. Garrett noted that things will begin moving much more quickly when the Program Manager is on board. The Program Manager will set up tasks and timelines and determine how to disperse information to the community. Garrett feels the community survey will play a major role in determining the direction of committees and groups moving forward.

Christina VerHeul questioned whether revenue targets have been discussed and whether we know anything about the convention business and if there will be any large conventions in Spokane that we should be aware of. Rick Romero stated while there is no major target, we must cover our costs. Through sponsorships, fundraising, and other in-kind services, the aim is to host successful events and allow people access to those events without charging fees. In answer to Christina's question regarding conventions, Rick replied he and Garrett are waiting the hire of a new CEO at Visit Spokane, at which time they will meet to discuss those opportunities. Garrett added that the Sports Commission is considering Spokane to host some large sporting events at the Podium and downtown Spokane among other venues. Rick mentioned the NCAA will be in Spokane during that period as well, and both men's and women's professional soccer will be held in the new stadium in downtown Spokane in the spring of 2024.

B. DVCAC monthly update – Kelly Brown

1. Fianna Dickson presented the draft policy and procedure for Adopt a Park and Park Friends groups.
2. Two members' memberships expire in February. They have been contacted to inquire whether they plan to continue, and we are awaiting response.
3. A couple of the group members are planning to make presentations in the first part of the year.

Julie Biggerstaff asked Garrett for an update on the Parks Volunteer / Grants & Inclusion Specialist position. Garrett informed us that he has submitted a request for a short-term project position to go to the Civil Service Commission in January. A project position gives flexibility with determining the responsibilities of the position and will help determine our direction as we move toward a full-time employee.

6. Adjournment – The meeting was adjourned at 3:34 p.m.

The next regular scheduled meeting is 3:00 p.m. Wednesday, January 18, 2023, in-person in the Lilac Conference Room, City Hall 1st floor lobby, 808 W. Spokane Falls Blvd., and virtually via WebEx.



+50

Events Planning

Goals

- Develop to guide future EXPO+50 Program Manager
- Focus committee and community's attention for collecting and developing content
- Make the biggest impact over shortest period of time. Experience should not feel empty.
- Create events framework supportive of obtaining sponsorship and marketing objectives



Considerations

- Activity level must justify travel to regional interest groups or provide a reason to extend tourism window for existing city events.
- FMO among groups lends towards covering multiple themes over one overarching theme per day/week.
- Local audience may include those nostalgic about Expo 74 and those who could benefit from understanding the history.
- The audience who might travel to reminisce about Expo 74 are more of a niche audience (Age 50+, regional?).



Sky Ride – U.S. Pavilion

expo'74  World's Fair Sp





Events structure

- May 4, 2024 through July 7, 2024 – 7/4 is on a Thursday
- Concentrate activity Friday through Monday to encourage an extra night stay
- Stretch Goal for 9-weeks = 153 events/activities
- 1 anchor event each week
 - Bloomsday – Approx May 5, 2024
 - May 11 - ???
 - Lilac Parade – Approx May 25, 2024
- 2-4 Themed engagements per day
 - At least 2 should be recurring/self navigating over 9-week period
 - Approx 14 events per theme over 9-week period
- Events each week should touch each theme once

Themed Engagements & Definitions

Arts & Culture – Celebration through food, dance, music and expression.

Environmental Stewardship- All things mother earth

Recreation & Sports – Healthy living through local athletics and recreational activities

Tribal Cultural – History and living culture of native tribal cultures

Expo Legacy – Nostalgic reflection and forward looking impacts of Expo'74



Calendar of Potential Anchor Events

- May 4/5 = Bloomsday (TBD- May 5, 2024)
- May 11/12
- May 18/19 = Skyfest (TBD)
- May 25/24 = Lilac Parade (TBD -May 25, 2024)
- June 1/2 = Art Fest (TBD)
- June 8/9 = Pride Festival (TBD)
- June 15/16
- June 22/23
- June 29/30 = Hoopfest
- July 6/7 = Proposed Riverfront Park 4th of July Carnival
 - 4th of July is on a Thursday

Graduations (TBD): WSU – May 4, EWU – May 3 & Jun 15, GU- May11, SPS-June 8/9





Milestones/Tasks

- Community and volunteer Survey
- Hire Expo+50 Program Manager
- Finalize activation plan
- Devise targeted outreach plan to groups able to activate themed categories
- Sponsorship outreach
- Event planning and facilitation





Concerns / Questions

- Availability of hotel occupancy – is there space?
- Uncertainty of target audience
- Different audiences with competing objectives.
- Several big and non-related already attractions scheduled to take place
 - Does this change our marketing strategy?
 - Concentrate on local immersive experience?
 - Do we concentrate EXPO+50 events less active weekends when competing for audiences?

Scope for ⁺50 Program Manager

- Coordinates and activates events to fill in calendar
- Sponsorship Sales and/or in-kind services or venues
- Coordinate volunteer / docent program
- Act as the main point of contact for stakeholder groups and committees
- Coordinate group planning efforts and schedule group meetings
- Sponsorship Activation Planning & Facilitation
- Coordinate branded merchandise
- Event Budgeting

- Desired Qualifications:
 - Experience in Fundraising and Event Planning
 - Connected with Downtown specifically Hotel & Motel Association

