



## **City of Spokane Park Board Recreation Committee Meeting**

5:15 p.m. February 02, 2022  
WebEx teleconference meeting  
Jennifer Papich – Recreation Director

### **Committee members**

X Sally Lodato – Chair  
X Greta Gilman  
X Nick Sumner  
X Bob Anderson

### **Parks staff**

Jennifer Papich  
Ryan Griffith  
Kris Behr

## **SUMMARY**

- The committee approved to recommend the Park Board accept the following:
  - None
- Funding opportunities through the American Rescue Plan were presented.
- The monthly recreation and marketing reports were presented.
- The 2021 year-end report was presented.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wednesday, Mar. 2, 2022, via WebEx.

# MINUTES

The meeting was called to order at 5:19 p.m. by committee chair Sally Lodato.

**Public Comments:** None

## Action item

1. None

## Discussion items

1. A \$10 million [SEEK \(Summer Experiences & Enrichment for Kids\)](#) funding opportunity was made available with American Rescue Plan funds in partnership with Washington Recreational Park Association in collaboration with Association of Washington Cities. The fund is only for the summer of 2022, with the purpose of increasing access to quality outdoor programming for youth and communities historically underserved and most impacted by the COVID-19 pandemic. There will be a strong emphasis on outdoor learning and partnership. The City of Spokane applied for 3 SEEK funding awards; two for recreation and one for Riverfront Park, all of which were awarded.
2. Ryan Griffith's [SCORE \(Spokane's Community Outdoor Recreation Experience\)](#) award of \$37,694 will go to the four community centers. They will each operate three days a week, 6-8 hours per day, providing free, limitless outdoor activities throughout the summer with a goal of providing outdoor experiences coupled with education in order for the participants to take on a leadership role. In addition to staffing costs, the award will provide new equipment as well as a partnership with Lancer Hospitality for lunches each day.
3. The second award of \$68,701 is for [Youth Summer Recreation Access](#) for All, which will provide an expansive scholarship program for all summer recreation activities. The scholarship is designed to assist low income families with multiple children where recreational activities could be cost prohibitive. Also, \$3,300 is earmarked for a certified nursing assistant for the Therapeutic Recreation Program (TRS) Sunshine Day Camp, which may encounter children requiring one-on-one care. Minor equipment will also be purchased with the award. Marketing for the scholarship opportunities will coincide with the Spring Activity Guide release.

## Standing reports

1. Recreation report - Jennifer Papich
  - a. The [Winter Activity Guide](#), which showcases the [TRS](#) skiers, was presented. Despite COVID-19 related staffing challenges, 65 volunteers operating the 3 ski programs, served 50 students. The Blue Waxers will participate in the Langlauf cross country race. Powerlifting has returned to North Central High School after a two-year hiatus.
  - b. [Outdoor recreation](#) has partnered with Friends of Mt. Spokane for educational tours, notably, a 30 person CHAS staff snowshoe tour of Mt. Spokane as well as a snowshoe adventure with the Rockwood Retirement Community.
  - c. Primarily using Spokane Public Middle School gyms, [Athletics](#) has 102 teams for winter volleyball, with 604 participants. Plans to use the Podium for fall, 2022 and winter, 2023 are underway, and will begin offering Spring volleyball in March. In addition, a track and field clinic for at-risk youth will be offered in February, in partnership with Skyhawks and Spokane Gang Intervention Project, with additional activities planned for summer, 2022.
  - d. After being displaced for over five months due to the lengthy sewer line project, [Corbin Art Center](#) maintained quality programs at the Finch Arboretum and Manito meeting room, with increased registrations compared to 2019. Discussions to utilize these two untapped areas

for summer programs are underway; new instructors are being hired; spring and summer offerings are being finalized.

- e. [Wellness & Enrichment](#) is adopting Six Dimensions of Wellness (occupational, physical, social, intellectual, spiritual, and emotional) as guidance for upcoming programs. They are partnering with the library, researching demographics to pique community interest.
- f. Sally Lodato requested a comparison chart for 2019, 2020 and 2021, which Jennifer agreed to provide to the committee, along with expansion areas which were not done prior to the COVID-19 pandemic. Sally also asked if the Podium has begun programming after the pandemic delay, which Jennifer confirmed. Sally inquired about the excess money for community center emergency funding which directly impact recreational programming. Jennifer stated the excess amount will not be available until the 13<sup>th</sup> month, however, Jennifer, Sally, Ryan Griffith and Al Vorderbrueggen have discussed an application and distribution process.

2. [Marketing update](#) – Josh Morrisey

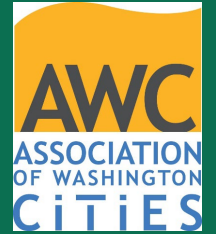
- a. Newly employed promotional opportunities were presented, including a greater presence in print, online, email blasts, and social media. Spokane Parks via Google has been pushed to the top of the list. Jennifer shared some tips learned through a recent “getting to know your customer” training, which are also being employed.

3. [2021 year-in-review recreation report](#) – Jennifer Papich

- a. Four [activity guides](#) were published in 2021, two electronic, two printed/mailed, which will continue in 2022. The guides included 2,615 programs, 210 of which were new; 22,210 participants; 6,440 athletic field bookings; \$61,652 open swim visits.
- b. [Aquatics](#) saw 4,818 reservations with the new lap swim system; 106 lifeguards were certified; 15 EMS calls; 25 lifeguard rescues; zero missed saves.
- c. [Corbin Art Center](#), despite the unexpected closure saw 1,414 participants over 199 programs, 77 of those being new, which were relocated to Finch Arboretum and Manito meeting room for five months.
- d. [Athletics](#) continues to grow along with the popularity of the youth NFL program. There were 575 teams with 6,215 participants despite staffing and umpire challenges.
- e. [Outdoor programming](#) saw 1,843 participants over 258 programs, including 49 new classes. There were 487 Little Spokane River Shuttle Service and Rentals, with 173 kayak rentals combined for a total of \$4,753 net revenue.
- f. Although [Therapeutic Recreational Services](#) was slow to rebound from COVID restrictions, they saw 1,010 participants with 156 programs and 20 new classes.
- g. [Wellness & Enrichment](#) partnered with Skyhawks, Super Tots, and United States Tennis Association, for a total of 3,974 participants over 747 programs, including 64 new classes.
- h. Josh Morrisey summed of the [year-end marketing report](#), with new print and TV ads, boosted social media posts, email blasts to known customers, City utility customers and Spokane School parents, higher visibility Google searches, as well as printed materials at 22 stores and event booths.

**Adjournment:** The meeting was adjourned at 5:58 p.m.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wednesday, Mar. 2, 2022, via WebEx.



**WRPA in collaboration with Association of Washington Cities (AWC) launched a 2022 Summer \$10 million funding program.**

**The purpose of the fund is to increase access to quality, outdoor summer programming for youth and communities who have been historically underserved and who have been most impacted by the COVID-19 pandemic.**

**Prioritize activities or programs that promote social connections amongst peers, encourage physical activity, and support families who are struggling with childcare needs**

**Spokane Parks and Recreation applied for 3 SEEK Funding awards, 2 in Recreation and 1 from Riverfront Park**

# City of Spokane Parks & Recreation Recreation Division is the recipient of 2 SEEK Funding awards!!!

**Spokane's Community Outdoor Recreation Experience (SCORE)    \$37,694.00**

**SCORE** will provide Spokane's four Community Centers:

- Northeast Youth Center,
- West Central Community Center,
- Martin Luther King Center
- Southwest Spokane Community Center

Summer outdoor recreation opportunities for their youth and teen ages 8-18yrs. summer programs.

The goal is to increase the number of at-risk and underserved youth who are active outdoors.

**SCORE** will provide 3 days a week 6-8 hours each day for a community centers to reserve outdoor tours and instruction for up to 10 weeks over summer 2022.

Outdoor recreation programming will consist of kayaking, stand up paddleboarding, hiking and bike tours at no cost to the community center or youth.. The program will provide transportation as needed, lunch, equipment, guides, safety and skill instruction, practice, all equipment and teach Leave No Trace Ethics while on guided educational tours.

# **City of Spokane Parks & Recreation Recreation Division is the recipient of 2 SEEK Funding awards!!!**

## **Youth Summer Recreation Access for All \$68,701**

Youth Summer Recreation Access for All's goal is to remove the cost barrier to participate in our Summer Recreation Programs.

Removing this barrier eliminates the stress of searching for something safe, affordable, and enriching for children do to during the summer months while their care givers need to be at work.

This also unlocks access to a multitude of Summer Youth Recreation opportunities and experiences for the historically underserved.

Spokane Parks and Recreation Summer Programs are offered June 6 - August 26, 2022.

- provide ample scholarship opportunities for all summer programs,
- pay for a certified medical employee to expand summer services to those with disabilities
- and allow for the purchasing of minor but needed equipment to increase safety and overall camp experience without impacting camp registration fees



# Recreation Report



# Therapeutic Recreation

- TRS has 65 volunteers in the 3 Ski programs. We are serving 50 students.
- Blue Waxers will participate in the community Nordic race Langlauf.
- Powerlifting is back after nearly 2 years. We are grateful for the use of the weight room at North Central High School.
- First several weeks of January challenging with staffing levels due to covid.
- Majority of classes are full.





# Outdoor Recreation

- Outdoor Recreation teams up with Friends of Mt. Spokane on an educational tours of Mt Spokane - \$10/person goes to the friend's group to help maintain the park and complete projects.
- Outdoor Recreation hosted 30 CHAS staff on a snowshoe tour at Mount Spokane, with the hopes of the staff getting comfortable to take clients to the mountain for outdoor recreation therapy.
- Outdoor Recreation took the Rockwood Retirement Community Snowshoeing at Mt. Spokane.



# Athletics

- Winter Volleyball is underway with 102 teams and 604 participants this quarter.

Athletics

## Podium!

Spring Volleyball @ the Podium – Registration Open NOW  
6-10pm Mon., Tues. & Wed. ~ End of March – Early June



### Track & Field Clinics for at Risk Youth

On Feb. 9<sup>th</sup> & Feb. 16<sup>th</sup>

Recreation's Health and Wellness Supervisor in partnership with Skyhawks and the Spokane Gang Intervention Project will be offering Track and Field clinics from 4-6pm for at risk youth. This is the same partnership that will be running summer programs at neighborhood parks.

Conversations are already happening for Fall 2022 and Winter 2023 programming for Cornhole and Youth Track and Field Programs.

# Corbin Art Center

- Sewer Line Completed – Mid December (Took 5 Months).
- Winter No-School Camps, (MLK & President's Day) over 30 registered
- Winter Class registrations – Up substantially over 2021 classes.
- Hired 4 new Art Instructors to teach a variety of new Art Classes
- Finalizing Spring Program offerings, and Summer Art Camps for 2022.



## Wellness & Enrichment

- Wellness & Enrichment is adopting the “Six Dimensions of Wellness” (occupational, physical, social, intellectual, spiritual, emotional) as guidance for programming to promote overall community health and wellness.
- Wellness & Enrichment is partnering with the library to research demographics to more efficiently program to our communities' interests.



# Recreation Report: Comms

## Promotions:

- Inlander distribution
- School District #81 email blast
- City of Spokane email blast
- CivicRec customer email blast
- KHQ paid airtime
- Social media paid buys
- Riverfront Winter Market, tradeshow (bridal, outdoor, golf), Libraries, Community Centers, Riverfront, City Hall



**Spokane Parks and Recreation**  
Published by Josh At Parks · December 16, 2021 ·

Hey Spokane! There are tons of opportunities for all ages and abilities to get active this winter. Get outdoors with a guided snowshoe or cross country ski trip, explore your creative side at the historic Corbin Art Center, de-stress from the holidays with virtual yoga, or join in an adaptive activity just for those with disabilities. Explore our online Winter Activity Guide today!

**THE WINTER ACTIVITY GUIDE IS HERE!**

MY.SPOKANE.CITY.ORG  
Winter Activity Guide

[Learn more](#)

**Spokane Parks and Recreation**  
December 29, 2021 ·

Our Adaptive Ski & Snowboard program helps people of all abilities experience the thrill of gliding down the mountain. [Learn more!](#)

**ADAPTIVE SKI & SNOWBOARDING**

[Learn more](#)

**Spokane Parks and Recreation**  
January 13 at 2:52 PM ·

Qigong is a form of gentle exercise and method of self-care used in traditional Chinese medicine for thousands of years. The physical movements are easy to do and can be done daily to promote self-healing. Sign up for Qigong classes specially designed to for good health or immune support. This is a flex-schedule program held at Finch Arboretum. Start your 6-week class when it works for you!

**Qigong for Wellness**  
Spokane Parks & Recreation uses your Facebook or Google ...

[Learn more](#)

**Spokane Parks and Recreation**  
January 12 at 4:53 PM ·

Whether you've never gone snowshoeing or cross-country skiing in your life or you're avid at one or both, we have some fantastic tours for you this winter with expert guides and breathtaking views. We've got the gear, the guides, and we'll even give you a lift!

**Guided Winter Tours** [Book now](#)

**Guided Winter Tours** [Book now](#)

**Spokane Parks and Recreation**  
17h ·

Coming up Monday for ages 6-11! Explore the vast world of mixed media using a diverse array of art materials and techniques. Work with clay, paint, glue and found objects. Sign your kiddo up today!

**MIXED MEDIA ART ATTACK!**

**\*AT CORBIN ART CENTER\***

[Sign up](#)





## Recreation 2021 Year in Review

- 2,615 Programs – 210 NEW
- 22,210 Participants
- 6,440 Athletic Field Bookings
- 61,652 Open Swim Visits







# Aquatics

- 4,818 participated in new Lap Swim Reservations
- Certified 106 Lifeguards
- Navigate challenging staffing and chemical shortages successfully
- Emergency Medical Services calls = 15
- Lifeguard to patron rescues = 25
- Zero missed saves!





# Corbin Art Center

- 199 programs offered
- 1,414 Participants
- 77 new classes
- Unexpected sewer line replacement relocated programs to Finch Arboretum and Manito Meeting room for 5 months.







# Athletics

- 575 Teams
- 6,215 participants
- Youth NFL program continues to grow in popularity.
- Met staffing and umpire challenges head on and were able to offer quality athletic programs.





# Outdoor

- 258 Programs
- 1,843 participants
- 49 new classes
- 487 Little Spokane River Shuttle Service and Rentals
  - 173 kayak rentals combined totaling \$4,753 net revenue
- Outdoor is most proud of its wonderful guides who have worked hard to keep our programs operating in a fun, safe and adventurous atmosphere!







## Therapeutic Recreation Services

- 156 programs
- 1,010 participants
- 20 new classes
- Successful Funshine Day Camp despite covid, smoke & heat
- Establishing Line dancing, cornhole and pickleball at The Playground facility.







# Wellness & Enrichment

- 747 programs offered
- 3,974 participants
- 64 new classes





# Marketing

- Print & TV ads, including the Inlander & KHQ
- Social media organic, boosted, and ad posts
- Earned media
- Email blasts, including known customers, City utility customers, & SD#81 parents
- Google search ads
- Paid guide distribution at 22 grocery/convenience stores & numerous event booths

## Spokane Parks & Recreation | Youth camps, adult classes | Sign up now

Enjoy outdoor family activities. Explore parks & trails. Sign up for Riverfront events, golf tee times & Free Swim at aquatic centers.

### Riverfront Park

Numerica Skate Ribbon & SkyRide

Pavilion concerts

Golf

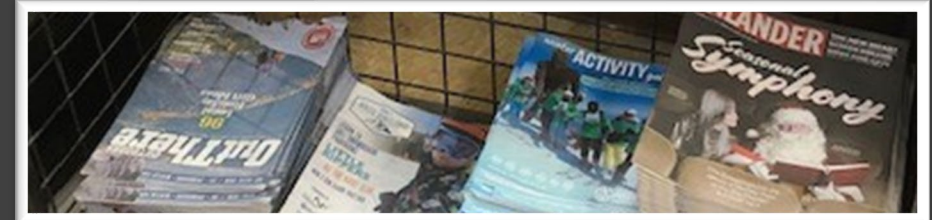
4 courses, starting at \$43/round

Book tee time online

### Recreation

Youth & outdoor camps

Adult classes, sports leagues



## SUMMER CAMPS

For Every Interest and Every Ability

Find your fun at [SpokaneRec.org](http://SpokaneRec.org)

**City of Spokane PARKS & RECREATION**

Call 311 or (509) 755-2489

## expand your horizons

**WITH SPOKANE PARKS AND RECREATION!**

We offer hundreds of classes and outdoor programs for year-round fun. Discover your competitive side. Find yourself in nature and explore Spokane's wonders. Pick up a new hobby. We make it easy to try new experiences.

**City of Spokane PARKS & RECREATION**

[SpokaneRec.org](http://SpokaneRec.org) | Call 311 or 509.755.2489

## Funshine Day Camp

Location: Varies  
Dates: June 28 – July 30

## Outdoor Adventure Camps

Location: varies  
Dates: June 23 – August 20

0:30 / 1:00

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