



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

5:15 p.m. November 02, 2022  
Hybrid in-person and WebEx virtual meeting  
Jennifer Papich – Recreation Director

### **Committee members**

X Sally Lodato – Chair  
X Greta Gilman  
X Bob Anderson

### **Parks staff**

Jennifer Papich  
Kris Behr

## **SUMMARY**

- The committee approved to recommend the Park Board accept the following:
  - None
- Jennifer Papich presented the monthly recreation and marketing reports.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wed., Nov. 30, 2022.

# MINUTES

The meeting was called to order at 5:15 p.m. by committee chair Sally Lodato.

**Public Comments:** None

**Action item -** None

## Standing reports

### 1. [Recreation report](#) – Jennifer Papich

- a. Although [quarter 3](#) only saw a .5% increase in programs over 2022, there was a remarkable 109% increase in participants. The partnership with Evergreen East Mountain Bike Alliance and Disc Golf Uprising at Camp Sekani is helping to bring in thousands of visitors to the park.
- b. [Spring 2022 volleyball](#) 63% increase over 2021 using both The Podium and the middle school gymnasium.
- c. Parks and Recreation will be promoting winter activities at The Podium during the [Spokane Speed Games](#) on Dec. 7.
- d. Summer Experiences & Enrichment for Kids ([SEEK](#)) provided \$101,502 in funds allowing 724 area youth to experience programs they may not have been able to afford. The [Youth Summer Recreation Access for All](#) program provided full scholarships for 129 students and paid for a certified nursing assistant for the Therapeutic Recreation Service (TRS) program as well as two staff members for the Youth Gang Intervention Summer Project. The Spokane Community Outdoor Recreation Experience ([SCORE](#)) program served 260 low income students. It was such a success, Recreation is looking at ways to include this program in 2023 for a nominal fee. The [Riverfront Outdoor Education & Recreation Field Trip](#) program served 335 youth and allowed Riverfront Park (RFP) to develop lessons in science, history, language and culture. RFP would like to continue this program in 2023 and beyond. Moving forward, Recreation will be researching more scholarship opportunities, including through the Spokane Parks Foundation.
- e. A new [18-hole disc golf course](#) should be completed by spring of 2023 at Liberty Park.
- f. [Corbin Arts Center](#) has been having Halloween fun this fall. Both parking lots were sealed and re-stripped in time for five building rentals, with hopes of more to follow.
- g. [Wellness & Enrichment](#) continues to bring awareness to the community of the benefits of recreation and are looking forward to exciting winter offerings.
- h. [Athletics](#) had a 47% uptick in volleyball team registrations since fall of 2021.
- i. [TRS](#) has overflowing classes and wait lists.
- j. [Outdoor](#) is gearing up for the return of moonlight and dinner tours at Mt. Spokane.
- k. [Dwight Merkel's](#) new synthetic turf field, lined for football, soccer and lacrosse, was used for the first time by the EWU Soccer Club on Nov. 1.

### 2. [Marketing update](#) – Jennifer Papich

Kudos to the Parks Marketing team. They do a great job of advertising classes on the verge of cancellation, due to low enrollment. Post cards and print ads were produced for the Fall Activity Guide. KHQ commercials have been highlighting 2-3 recreation programs each week, along with paid social media ads. The Little Spokane River Shuttle Service, Pickleball, Outdoor Recreation leadership, Aquatics and the Fall Activity Guide have all received earned media this quarter.

3. Discussion:

- a. Bob Anderson asked if there would be any sports fields Parks would benefit from after the demolition of Joe Albee Stadium. Jennifer responded that it won't be immediate, but Spokane Schools has included plans in the design for additional fields to be constructed. He also asked if there is an upsurge with lacrosse in the area. Jennifer added that in the past, there was so much interest in lacrosse, Parks was spending quite a bit of money striping the fields, so by adding lacrosse lines at Dwight Merkel was a cost-saving feature.
- b. The printed Winter Activity Guide should be available December 1. Jennifer said that she would like to go back to pre-pandemic printed guides rather than interchanging with electronic. However, rather than one per quarter, adjusting dates in order to print three times per year. She said that registrations appear to go up when there are printed catalogs. She also mentioned combining the various newsletters into one Recreation newsletter, which would target past participants and subscribers. She is working with Marketing to discover new means of tracking where the higher numbers of participants are located, and which areas are being underserved.

**Adjournment:** The meeting was adjourned at 5:41 p.m.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wed., Nov. 30, 2022.

# RECREATION REPORT

## REC. COMMITTEE MEETING

### NOVEMBER 2, 2022



# RECREATION QUARTER 3 SUMMARY (JULY – SEPTEMBER)

- 1,637 programs were offered in Q3 2022 - *.5% increase from 2021*
- 159,893 participants in our programs and open swims – *109% increase from 2021*
- Camp Sekani had 37 event rentals this year and thousands of visitors. Evergreen East Mountain Bike Alliance and Disc Golf Uprising are key partners in the upkeep and fun activities that people enjoy daily.
- There were 1,608 field allocation bookings for a total of 4,718 hours of recreational sports complex usage.
  - 2021 Q3 had 1,637 field allocation bookings for a total of 4,507 hours of usage
    - *2% decrease in bookings, yet a 5% increase in total hours of usage*

The Recreation Team continues to do extraordinary work of offering our community quality programs, evaluating what works and what doesn't - and doing what works exceptionally well.

# At -A-Glance

# THE PODIUM

THE FIRST PLACE FOR SPORTS.™



## SPRING 2022 PARKS & RECREATION VOLLEYBALL RECAP



- Spring 2022 had 100 total volleyball teams.
  - Compared to 61 total teams in 2021.
- 65 teams participated in league play in the Podium (Mon., Tues., Wed. evenings).
  - 35 teams participated in middle school gymnasiums on Thurs. & Fri.

## WINTER 2023 PARKS & RECREATION TRACK – LOOKING AHEAD



### ***Spokane Speed Games - Saturday 12/7, 8am -6pm, Admission is FREE***

A full day community event encompassing a Youth Run, Jump, Throw clinic, and Middle School & High School throwing clinic. Participants will compete in everything from the 60-meter dash to the 3,000-meter run. ***Ages 10 to High School (Open/ masters).***

***SPRD Wellness & Life Enrichment is using this event to promote Winter Programming at the Podium. Skyhawks will volunteer staff time to this event, assisting with whatever is needed.***

# SUMMER EXPERIENCES & ENRICHMENT FOR KIDS - FINAL REPORT

- **724** Spokane area youth directly benefitted from the 3 SEEK programs ran through SPRD this past summer.
- **\$101,502** will be reimbursed to SPRD through the SEEK fund



# SEEK FINAL REPORT

## YOUTH SUMMER RECREATION ACCESS FOR ALL

- 129 Children ages 5-16yrs. and their families were able to experience full 5 day/week summer camps that they would have not been able to previously due to financial barriers. Offering full scholarships for multiple weeks of camp throughout the summer was life changing for many Spokane County families. Youth had the opportunity to experience:

Kayaking ~ rafting ~ stand up paddle boarding ~ hiking ~ biking ~ climbing ~ outdoor sports ~ horseback riding ~ disc golf ~ wilderness survival ~ arts and crafts ~ science experiments ~ nature education/appreciation ~ and so much more.

- Youth Summer Recreation Access for All also paid for a CNA staff for our Therapeutic Recreation Camp to expand services for those with disabilities and allowed for the purchasing of minor equipment needed to increase program safety and overall camp experience without increasing the program costs.
- Additionally, Access for All funded 2 staff for a FREE multi-sport summer day camp, as part of the Youth Gang Intervention Summer Project for at risk youth 6 – 12yrs. in the Shadle neighborhood.

# SEEK FINAL REPORT

## SPOKANE COMMUNITY OUTDOOR RECREATION EXPERIENCE (SCORE)

- The SCORE program served **260 youth ages 8-18yrs**. All the youth were from low-income households; and identified as “youth at risk” and all 260 participants qualify for free or reduced lunch programs.
- For 3 days a week 6-8 hours each day community centers could reserve outdoor tours and instruction in kayaking, stand up paddle boarding and hiking for 10 weeks over the summer for **FREE**. Transportation and lunch were also provided at no cost.
- Through the program participants learned outdoor skills like **kayaking** and **paddleboarding**, but also soft skills including **helping others, conflict resolution, critical thinking, outdoor leave no trace ethics and leadership**.
- This program exposed most of the youth who participated to an entire new outdoor recreation world, hopefully giving them a love and appreciation for nature, a sense of confidence for learning new skills.

# SEEK FINAL REPORT

## RIVERFRONT OUTDOOR EDUCATION & RECREATION FIELD TRIP PROGRAM

- This program served **335 youth ranging in age from 6-13yrs.** 80% of which receive free/reduced meals.
- SEEK funds allowed Riverfront Park to develop lessons in **science, history, language,** and **culture** that did not previously exist.
- This program was offered **FREE** to these high populations of economically disadvantaged youth in July and August of 2022.
- Moving forward Riverfront intends to provide these educational tools and activities to public schools at no cost; resulting in future fieldtrips to Riverfront Park and potentially reaching many more kids in the years to come.

# FALL 2022 RECREATION HIGHLIGHTS

- The **NEW** 18-hole disc golf course installed at Liberty Park; 18 baskets were installed. Full course completion with t-pad scheduled to finished up in Spring of 2023.
- Camp Sekani has been incredibly busy with biking, hiking and disc golf.

## Corbin Art Center

- The Halloween Fun workshop was well attended & there are good registration numbers for the upcoming Disguise a Turkey workshop on November 19<sup>th</sup>.
- Planning and researching programs, events & history for the 125<sup>th</sup> birthday of the Corbin Art Center in 2023.
- 5 rentals of the building between early September to mid-October. Hopefully more to come.
- The sealing and striping of the parking lots both by the center and the MTH Gardens.

## Wellness & Enrichment

- Lead by Wellness and Enrichment, as a department we continue to bring awareness to the health benefits of recreation. The Winter Activity Guide will showcase the dimensions of wellness and how our recreation offerings fit into those dimensions.

# FALL 2022 RECREATION HIGHLIGHTS

## Athletics

- 129 volleyball teams have registered for the Fall season. Fall 2021 had a total of 88 teams. That's an increase of 47% from last Fall to this Fall.

## Therapeutic Recreation Services

- Quite a few Fall TRS classes are overflowing and have wait lists - November cornhole will have 25!
- Ski Swap was well attended, TRS and Outdoor Programs were represented, and TRS received the most signups for volunteers and students in many years! Estimated attendance was 4,000.

## Outdoor

- Excited for a return of moonlight and dinner tours at Mt. Spokane after having refrained from those during COVID.

TRS PRE-SEASON  
WALKING CLASS



# DWIGHT MERKEL SYNTHETIC TURF READY FOR PLAY!

Project has been substantially completed & lined for Football, Soccer & Lacrosse

**TUESDAY, NOV. 1, 2022 - EASTERN WASHINGTON SURF SOCCER CLUB WAS THE FIRST GROUP RESERVATION TO ENJOY THE NEW FIELDS!**



# Q3 REC. MARKETING/COMMUNICATION REPORT

- **Printed guides** at grocery stores, libraries, community centers
- **Direct mail** postcard for Fall Activity Guide to 7,000+ customers
- **Print ad** in Inlander for Fall Activity Guide
- **KHQ TV commercials** with rotating weekly content, highlighting 2-3 recreation programs each week
- **Earned media** highlighting the Little Spokane River Shuttle Service, Pickleball, Outdoor Recreation leadership, pool season ending, and the release of the Fall Activity Guide
- **Emails** to our database of 30,000+ and Spokane Public Schools parents, plus the City's newsletter of 90,000+
- **Electronic guide** saw 4,500 e-reads for summer
- **Social media** promotions, paid targeted ads and organic posts, with 3% growth in Q3
- **Google** key word search buys

