



City of Spokane Park Board Recreation Committee Meeting

5:15 p.m. Mar. 01, 2023

Hybrid in-person and WebEx teleconference meeting
Jennifer Papich – Recreation Director

Committee members

X Sally Lodato – Chair
X Greta Gilman (arrived 5:18)
X Jennifer Ogden
X Christina VerHeul

Parks staff

Jennifer Papich
Ryan Griffith
Josh Oakes
Kacie Hurtado
Carissa Gregg
Fianna Dickson
Alice Busce
Andy Fuzak
Kris Behr

SUMMARY

- The committee approved to recommend the Park Board accept the following:
 - None
- Jennifer Papich and members of the Recreation Team presented a recap of 2022 and the Quarter 1 recreation reports.
- Fianna Dickson shared the 2022 marketing and communication update.
- Jennifer Papich shared the goals looking forward in 2023.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wed. Apr 05, 2023.

MINUTES

The meeting was called to order at 5:16 p.m. by committee chair Sally Lodato.

Public Comments: None

Action items: None

Standing reports:

1. Recreation report – Jennifer Papich

- a. Podium update – on Jan. 31, Podium staff met with the Sports Commission and members of Spokane Parks and Recreation Division (SPRD), to discuss collaboration, maximized usage and community access. Sally Lodato and Jennifer Ogden were present for the Feb. 16 meeting along with SPRD, Podium staff, Sports Commission, and the Public Facilities District to discuss overall operations, spring/summer programming and beyond. The next meeting will take place April 17 regarding fall/winter programming. Jennifer plans to present along with other stakeholders at the Mar. 16 Park Board retreat.
- b. 2022 at a glance – The highlight of the year was the ability to offer SEEK scholarships, which helped 724 area youth attend free programs.
- c. Wellness and Enrichment – Ryan Griffith said that in 2022, the program saw 4,537 participants with a variety of mental and physical health options. A new youth gang intervention summer project was initiated with tremendous success, serving 30 at-risk youth. The 2023 quarter 1 highlight is a new dementia friendly fitness program with 20 participants, thanks to a grant from the National Recreation and Parks Association.
- d. Therapeutic Recreation Services – Alice Busch reported in 2022, the program saw more than 1,600 participants with the ski and snowboard program being the most popular. They are excited about a new Dynamique, which assists mobility impaired individuals on the slopes, thanks to a grant from Spokane Parks Foundation and the Gonzaga Ski Club. 2023 Quarter 1 highlights include the new Seize the Day program. They are planning on three more in the spring.
- e. Outdoor Recreation – Returning Outdoor Rec Supervisor Andy Fuzak said that in 2022, more than 1,829 people participated in a number of camps and activities. 2023 Quarter 1 highlights include a new Family Friendly/No School Today snowshoe trip on MLK Day with 12 participants. They are enjoying the great amount of snow this year.
- f. Corbin Arts Center – Carissa Gregg reports the Corbin classes remained popular in 2022 with 1,133 participants. The facility rental saw a steady increase over the year with 15 already booked for 2023. The highlight of 2023 Quarter 1 is the Afternoon Art Exploration program, which doubled in size from last year. They are busy planning several activities for the 125th anniversary celebration, including a new Architectural Style of Historic Spokane class.
- g. Athletics and Field Allocations – Kacie Hurtado said that 773 teams with over 6,000 people participated in athletic events in 2022. She also indicated they had 8,794 field rentals. There is a facility improvement fee associated with each rental, which goes towards sports field improvements. In 2023 Quarter, they have already raised \$4,519.98. Additionally, Quarter 1 Winter Volleyball is a huge success. The 2022 season was the largest in history, and there is already a 44% increase in teams over 2022. Flag football is also the largest post-pandemic season, with 14 five-person teams and 16 eight-person teams.
- h. Aquatics – Josh Oakes reports that 2022 saw 144,440 swimmers come to the aquatic centers, 3,301 took lessons and 122 lifeguards were certified. He explained the highest contributor of deaths among children under four is drowning so it's exciting to see so many kids taking lessons. The aquatics employment team is underway with an anticipated staff of 180.

Spring/summer registration opens Monday at 6:00 a.m.

2. [Marketing/Communication Report](#) – Fianna Dickson

The Marketing team has been busy using a variety of different avenues, including print and direct mail, digital marketing, which includes social media and website, television and streaming services, and earned media. They are very excited with the social media growth over the last year and were ranked #6 nationally for engagement. Congratulation, team!

3. [The year ahead](#) – Jennifer Papich

- a. Recreation is trying out a modified printed activity guide schedule. In the past there were four guides annually, two printed, two digital-only. This year they are going to have three printed guides, Spring with Summer camps, coming out in a few weeks, Summer with Fall camps, coming out in June Fall with winter camps.
- b. There will be a Recreation Staff Retreat next week, working on 2023 goals and adoption of consistent cost recovery practices.
- c. Recreation is excitedly preparing for the Corbin Art Center's 125th Anniversary.
- d. Once again, there is a new Youth Program Scholarship Fund in the developing stages.

Adjournment: The meeting was adjourned at 6:03 p.m.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wed. Apr. 05, 2023.

Recreation Report Recreation Committee March 1, 2023



Podium Update

[Return to Minutes](#)

- **January 31** – Sports Commission, Parks and Recreation Meeting – on how to work together to maximize podium usage and community access.
- **February 16** – Podium, PFD, Sports Commission, Park Board and SPRD Meeting – on overall Podium operations, Spring/Summer programming opportunities and beyond.
- **Next meeting April 17** – Meeting on Fall / Winter programing opportunities.

Upcoming Parks and Recreation Podium Programs

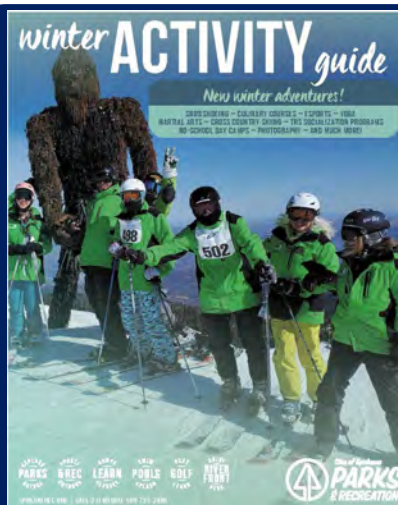
- **March** – 4 days of volleyball access to close out Winter League Play and provide some open gym play
- **April** – Spring volleyball will start early with access to Podium and finish the season utilizing middle schools
- **Summer** – 3 weeks of Youth Badminton Camp confirmed (end of July – early August)
actively working on some other summer possibilities

Recreation presentation with Sports Commission and Podium staff during the March 16th Park Board Retreat



2022 YEAR AT A GLANCE

2,865	Recreation programs offered
88	New Programs
144,440	Free open swim participants
724	Area youth who benefited from free SEEK programs and scholarships
22,246	Recreation program participants
8,794	Sports Facility Rentals



- **Wellness and Enrichment 2022 Summary:** Nearly **4,537** people participated in wellness activities like Yoga, Pilates, Qi Gong, Martial Arts, Pickleball, Badminton, Lawn Bowling, Historical Tours, Legal Will Preparation classes, other partner programs and more!



Summer 2022 Wellness & Enrichment launched a Youth Gang Intervention Summer Project in partnership with NEWESD 101's Safe Communities Partnership and Skyhawks RISE. Program served around **30** youth in its inaugural season.

W & E 2023 Quarter 1 Highlight

Thanks to a grant from the National Recreation and Parks Association. A new Dementia Friendly program, Enhance Fitness for Healthy Aging, running since 1/16 is designed to help people suffering from Alzheimer's and dementia, and their care providers. Class is at max of **20** participants.

The class has been One participant has reported that due to balance and strength gains, she has regained some independence and is now able to dress without assistance!



WELLNESS & ENRICHMENT

- **Therapeutic Recreation Services 2022:** More than **1,600** TRS participants enjoyed a variety of programs like line dancing, pickleball, ice skating, cornhole, and one of the most popular activities – the ski & snowboard program at Mt. Spokane. Funshine Day Camp was also another big success with nearly all sessions at full capacity. Using Shadle Library was a huge improvement for FunShine camp.



New Dynamique arrived and has been used weekly since. We love the custom green as it really stands out on the hill.
Thanks to
Spokane Parks Foundation and
Gonzaga Ski Club



TRS 2023 Q1 Highlights

- Will Participate in Ski Fest- Mt. Spokane Nordic area March 4 with an estimated 15 skiers.
- **TRS Powderhound's Cup at Mt. Spokane- March 11 with an estimated 100 participants.**
- 25 TRS Ice Skaters will take part in the TRS Speed Skate Spectacular- March 18 at Eagles Ice Arena.
- **2 skiers from Blue Waxers placed & won prizes at Langlauf Nordic Race.**
- Great Outing to the EWU Men's BB game, the 16 TRS attendees, witnessed the Eagles 17th win in a row.
- **NEW** program **Seize the Day** – is off to a good start. Planning 3 more for the spring.

THERAPEUTIC RECREATION SERVICES

- **Outdoor Recreation 2022 Summary:** More than **1,829** people participated in programs like hiking, XC skiing, rafting, kayaking, snow showing, and Outdoor Adventure Camps. Nearly **650** Little Spokane River Shuttle participants enjoyed floating the river this summer, and almost **120** people rented kayaks from us! Outdoor was able to run Winter Youth Adventure Camp despite bitter cold temps. Thanks Finch Arboretum Woodland Center!

2023 Q1 Highlights

- Outdoor participated in the 49 Degrees North Wintersportsfest and the Ferry County Rail Trail Ski Day.
- We piloted a Family Friendly/No School Today snowshoe trip with 12 happy participants on MLK Day.
- Trip participants love our guides for providing personalized guided experiences in a group environment.
- Snowshoe/Ski and dinner programs have been doing well – our last one is full!
- Great snow year – one month left of enjoying it with our programs
- Outdoor will end the season with over **225** in-house program participants and over **115** participants in contracted programs.



OUTDOOR RECREATION

- **2022 Corbin Art Center Summary:** Corbin classes remain popular, especially the preschool and youth art camps. We welcomed **1,133** participants across **205** classes. Facility rentals at Corbin saw a steady increase, with **7** rentals for weddings, meetings, birthday parties, and other special celebrations!



2023 Quarter One Highlights To-Date

- **15** birthday parties, **455** registrations and **\$26,141** in revenue so far in Q1
2022 total Q1 numbers: 11 birthday parties, 329 registrations and \$20,472 in revenue.
- Planning for 125th Anniversary Celebration Programs and Events
- Afternoon Art Exploration program has doubled from last year with **22** children
 - Wednesday Drawing Basics for youth has **17** children participating
- ***Architectural Style of Historic Spokane*** is a new popular program taught by Cindy Blue-Blanton. Cindy helped restore the Corbin Art Center to what it is today.



CORBIN ART CENTER

Athletics 2022 Summary:

Athletics saw **773** teams and over **6,000** participants! Programs for adults include softball, flag football, volleyball and cornhole.

Athletic Field Allocations 2022 Summary:

There were **8,794** field rentals. New synthetic turf was placed at Merkle after the existing turf reached its end of life; this was a major investment in part through a facility improvement fee added into field rentals.

Athletics Q1 Highlight – Winter Volleyball is a huge success with 142 teams and 840 participants.

Allocations Q1 Highlight – To date in 2023 we have brought in \$4,519.98 towards the Sports Field Improvement Fee to go towards paying for the new synthetic turf.

Athletics Looking Ahead:

- Spring Adult Flag Football is going to have the biggest season since the pandemic with **14** (5-person) teams & **16** (8-person) teams.
- Spring Softball is almost completely full, with only 5 spots remaining.
- Spring Volleyball registration is also underway league is 44% full, with 4 weeks left of registration.



**ATHLETICS &
ALLOCATIONS**

- **Aquatics 2022 Summary:** We welcomed more than **144,440** swimmers with free open swim. In addition, there were **3,301** people that took swimming lessons, and we certified **122** lifeguards.

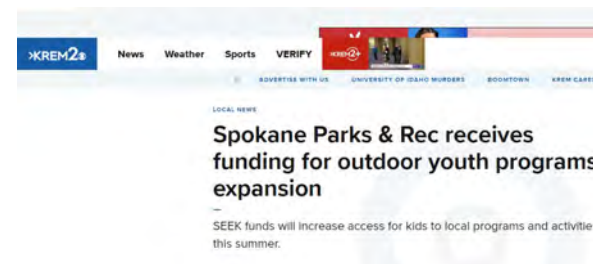
Aquatics Looking Ahead:

- Facility Head Manager, Assistant Manager & Head Lifeguard interviews have been taking place.
- Formal offers of employment will be sent out in the coming days.
- Witter Preseason operations will begin in 10 weeks.
- Full Aquatics Schedule will be in the upcoming Spring Activity Guide.
- Aquatics program registration opens Monday, March 6 @ 6am.
- This year Aquatics Facility Rental reservations will be available online.



AQUATICS

- Print/digital ads: The Inlander, Activity Guide
- Direct mail & distributions:
 - Utility Bill inserts in April and July to 81,000 households
 - Guides and postcards to 9,000 households
 - Guides distributed through 22 grocery and convenience stores, plus libraries and community centers
- Earned media: activity guide releases, aquatics, e-sports, golf, kayak rentals and river shuttle service, cornhole and pickleball leagues, sports field improvements, SEEK scholarships
- Social media: 20% follower growth, with 50% growth in engagement. Ranked #6 nationally for engagement!
- Website: 40,000 activity guide flipbook views (up 8%), average read time 5.5 minutes. 75,000 aquatics views
- Digital marketing:
 - 60,000 emails with 34% average open rate (national average 21%) and 5.5% click-thru rate (national average 2.6%)
 - 30,000 Spokane Public Schools family emails, with average open rate of 7% and click-thru 0.5%
 - Google search buy with nearly 130,000 impressions and click-thru rate of 26% (double the rate of 2021, and far above the national average <2%)
- TV & Streaming: Broadcast TV weekly ad campaigns received nearly 1.5M impressions and reached 47% of 18+ demographic with almost 40 spots



MARKETING

- **MODIFIED ACTIVITY GUIDE SCHEDULE**
- **RECREATION STAFF RETREAT**
- **ADOPTING CONSISTENT COST RECOVERY PRACTICES**
- **CORBIN ART CENTER 125 ANNIVERSARY**
- **DEVELOPING A YOUTH PROGRAM SCHOLARSHIP FUND**