



City of Spokane Park Board
Recreation Committee Meeting

5:15 p.m. Dec. 06, 2023

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

Committee members

X Sally Lodato – Chair
X Greta Gilman
X Jennifer Ogden

Parks staff

Jennifer Papich
Ryan Griffith
Josh Morrissey
Kris Behr

SUMMARY

- The committee approved to recommend the Park Board accept the following:
 - 2024 Recreation Centers Contract for the combined amount of \$638,578 (no tax) – consent agenda item
- The research results of the resident/non-resident fee were presented by Jennifer Papich.
- Jennifer Papich and Ryan Griffith presented the monthly recreation reports.
- Josh Morrissey presented the November marketing report.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wed. Jan. 03, 2024.

MINUTES

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

Public Comments: None

Action items:

1. [2024 Recreation Centers Contract for the combined amount of \\$638,578 \(no tax\)](#) – Jennifer Papich

Parks has partnered with and aided in funding 10 local community centers for 35-50 years. In 2023, 151,814 people have participated in recreation center activities and 41,648 volunteer hours were reported (equivalent to \$655,539 min. wage). Each center is unique in their needs and role in the community which is considered when allocating funds. This body of this yearly recurring contract does not change much from year to year. The last time these allocations were evaluated was in 2015, Jennifer Ogden mentioned that an evaluation of these allocations in the future would be recommended, as much has changed since 2015.

Motion #1 – Sally Lodato moved to recommend 2024 Recreation Centers Contract for the combined amount of \$638,578 (no tax) – Jennifer Papich

Jennifer Ogden seconded. The motion passed unanimously (3-0 vote).

The committee agreed to present this recommendation as a consent agenda item on the December 14 Park Board meeting agenda.

Discussion items:

1. [Resident / Non-Resident Research](#) – Sally Lodato & Jennifer Papich
 - a. Between 1982 and 1999, Spokane Parks and Recreation Department (SPRD) had a Non-Resident Fee based on the price of the program. In 1999, it was renamed Fair Share Fee, however, in 2000 and beyond, there is no mention of Fair Share or Non-Resident policy. Jennifer researched old Park Board minutes and found nothing mentioning the elimination of this policy.
 - b. Based on 2023 program registration, approximately 25% were non-resident. By charging an additional \$5 to the 25%, there would be a \$5,970 gross revenue increase. Based on current waitlisted participants, program expansion would have a much greater impact, with a maximum gross revenue of \$145,202 and maximum 2,318 participants. It would be costly and time consuming to program Civic Rec for non-resident and early registration fees, as well as create more confusion for the participants due to software limitations.
 - c. SPRD staff recommends focusing on program expansion, specifically where there is a greater need, increase participation, avoid creating participation barriers and more consistent revenue projections.

Standing reports:

1. Recreation report – Jennifer Papich
 - a. The [winter/spring Activity Guide](#) is now available. The online version contains a new translation feature which will convert the guide into any language. Other new features include the option to set up a payment plan. There is also a donation option with 100% of proceeds going towards a youth scholarship program (with or without a class registration).
 - b. [Podium](#) Update – there will be a Run! Jump! Throw! clinic next week and again in February where kids can try out various track and field events. There will also be a SuperTots/SoccerTots program in January and February. Over the summer, there will be

badminton camps at the Podium as well as the ability to use the facility during high heat and/or smoke days for the Dwight Merkel camps. SPRD is also looking at filling in one-day spots for other program opportunities. Ryan and Adriano Eva spoke with Stephanie Splater from Spokane Public Schools Athletics to partner with an afterschool track and field program, utilizing the school grounds for training with a culmination event at the Podium.

- c. The 125-year anniversary celebrations of the [D.C. Corbin House](#) (Corbin Art Center) are ending soon. The proceeds of the events as well as a percentage of class registrations will go towards further maintenance of the center. Corbin art instructor Megan Perkins will be donating 30% of the sale of prints of her painting "The Corbin Art Center" back to the center. Jennifer Ogden suggested selling cards as well. Additionally, the Washington State Governor's Foundation had artist prints from the late 1800's when the house was built and have donated them to the center for display.
- d. [What else we've been up to](#) – cross-country ski groomer (and rec team) and ready for snow; grass fields at Dwight Merkel are currently closed but turf fields remain open; Carissa Ware and Jennifer Papich presented at the annual Kiwanis year-end event; a private citizen made a sizable contribution to TRS; Finch Leaf Festival was a success with Ryan and Sally leading crafts; Outdoor and TRS participated in the Ski Swap program.

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

Once again, SPRD has an ad in the Inlander Holiday Guide as well as ads throughout the Winter/Spring Activity Guide. Nearly 100,000 households are reached each week with the City e-newsletter.

Adjournment: The meeting was adjourned at 6:32 p.m.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wed. Jan. 03, 2024.

Spokane Park Board

Briefing Paper

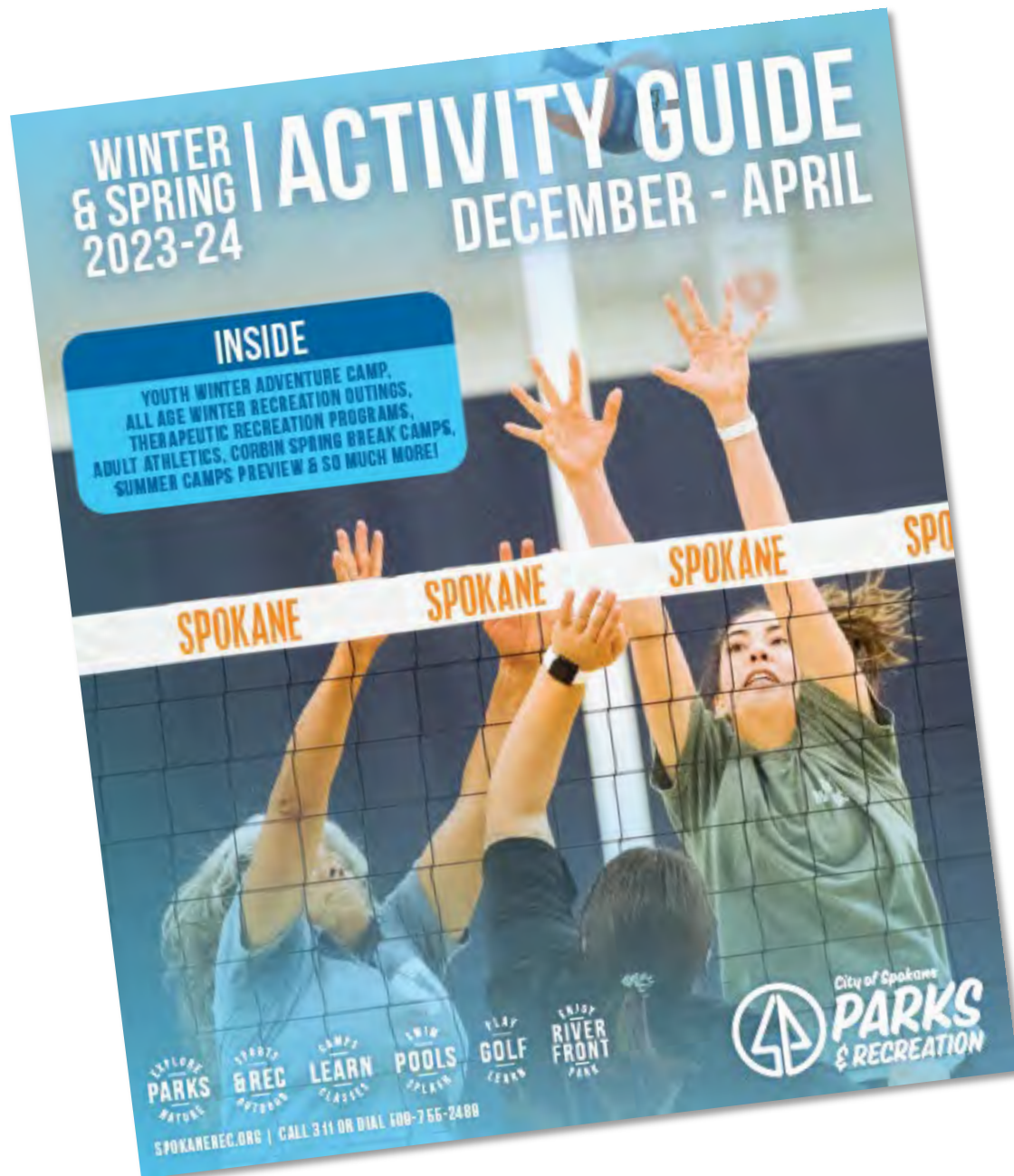


Committee	Recreation Committee meeting date: 12/6/23												
Requester	Jennifer Papich Phone number: 363-5420												
Type of agenda item	<input type="radio"/> Consent <input type="radio"/> Discussion <input type="radio"/> Information <input checked="" type="radio"/> Action												
Type of contract/agreement	<input checked="" type="radio"/> New <input type="radio"/> Renewal/ext. <input type="radio"/> Lease <input type="radio"/> Amendment/change order <input type="radio"/> Other												
City Clerks file (OPR or policy #)													
Master Plan Goal, Objective, Strategy (Click HERE for link to the adopted plan)	Goal G Objective 2	Master Plan Priority Tier: First (pg. 171-175)											
Item title: (Use exact language noted on the agenda)	2024 Recreation Centers contract for the combined amount of \$638,578 (no tax)												
Begin/end dates	Begins: 01/01/2024	Ends: 12/31/2024	<input type="checkbox"/> 06/01/2525										
Background/history: Corbin Senior Center, MLK Jr. Center at ECCC, West Central CC, Project Joy, MidCity Concerns, Southside CC, Southwest Spokane CC, Northeast Youth Center, Sinto Senior Center and the Hillyard Senior Center provide recreational services and opportunities to the community in partnership with SPRD. Parks provides partial funding to these Centers to help pay for their recreational programming costs. The combined amount of \$638,578 is accounted for in the approved 2024 Recreation Budget. There has been no change to this amount from 2023. Centers are required to provide monthly recreation program reports and monthly related operational expenses when submitting their invoices. The Spokane Youth and Senior Center Association also presents a report quarterly to Park Board.													
<table border="0"> <tr> <td>\$31,350.....Corbin Senior Center.....601-138-602...exp 10/31/24</td> <td>\$30,970.....Project Joy.....601-594-598...exp 11/30/24</td> </tr> <tr> <td>\$80,000.....Hillyard Senior Center.....600-170-203...exp 2/29/24</td> <td>\$77,210.....Sinto Senior Center.....600-261-820...exp 6/30/24</td> </tr> <tr> <td>\$18,525.....Mid-City Concerns.....601-141-611...exp 11/30/24</td> <td>\$106,563.....Southside Community Center.....601-298-234...exp 8/31/24</td> </tr> <tr> <td>\$41,800.....MLK Center.....601-237-277...exp 3/31/24</td> <td>\$39,947.....Southwest Community Center.....601-948-085...exp 4/30/24</td> </tr> <tr> <td>\$139,538.....Northeast Youth Center.....602-205-146...exp 5/31/24</td> <td>\$72,675.....West Central Community Center.....600-409-809...exp 12/31/24</td> </tr> </table>				\$31,350.....Corbin Senior Center.....601-138-602...exp 10/31/24	\$30,970.....Project Joy.....601-594-598...exp 11/30/24	\$80,000.....Hillyard Senior Center.....600-170-203...exp 2/29/24	\$77,210.....Sinto Senior Center.....600-261-820...exp 6/30/24	\$18,525.....Mid-City Concerns.....601-141-611...exp 11/30/24	\$106,563.....Southside Community Center.....601-298-234...exp 8/31/24	\$41,800.....MLK Center.....601-237-277...exp 3/31/24	\$39,947.....Southwest Community Center.....601-948-085...exp 4/30/24	\$139,538.....Northeast Youth Center.....602-205-146...exp 5/31/24	\$72,675.....West Central Community Center.....600-409-809...exp 12/31/24
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Motion wording: Approve the 2024 Recreation Centers contract for the combined amount of \$638,578.													
Approvals/signatures outside Parks: <input checked="" type="radio"/> Yes <input type="radio"/> No If so, who/what department, agency or company: Signatures from each Center Executive Director Name: _____ Email address: _____ Phone: _____													
Distribution: Parks – Accounting Parks – Sarah Deatrich Requester: Jennifer Papich Grant Management Department/Name: _____													
Fiscal impact: <input checked="" type="radio"/> Expenditure <input type="radio"/> Revenue Amount: \$638,785 Budget code: 1400-54180-76902-54201													
Vendor: <input checked="" type="radio"/> Existing vendor <input type="radio"/> New vendor Supporting documents: <table border="0"> <tr> <td><input type="checkbox"/> Quotes/solicitation (RFP, RFQ, RFB)</td> <td><input type="checkbox"/> W-9 (for new contractors/consultants/vendors)</td> </tr> <tr> <td><input type="checkbox"/> Contractor is on the City's A&E Roster - City of Spokane</td> <td><input type="checkbox"/> ACH Forms (for new contractors/consultants/vendors)</td> </tr> <tr> <td><input checked="" type="checkbox"/> UBI: see above Business license expiration date: _____</td> <td><input checked="" type="checkbox"/> Insurance Certificate (min. \$1 million in General Liability)</td> </tr> </table>				<input type="checkbox"/> Quotes/solicitation (RFP, RFQ, RFB)	<input type="checkbox"/> W-9 (for new contractors/consultants/vendors)	<input type="checkbox"/> Contractor is on the City's A&E Roster - City of Spokane	<input type="checkbox"/> ACH Forms (for new contractors/consultants/vendors)	<input checked="" type="checkbox"/> UBI: see above Business license expiration date: _____	<input checked="" type="checkbox"/> Insurance Certificate (min. \$1 million in General Liability)				
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SYSCA History

- The 10 Community Centers that receive funding from the Parks fund have received these funds for 35-50 years.
- Each Center came onboard as partnering agencies at different times throughout that time frame and were established individually based upon need and neighborhood location.
- Each Center serves a unique area of Spokane, a unique population and provides unique services. Collectively they support all Spokane citizens as affiliate organizations of Spokane Parks and Recreation and the City.
- Although the centers have similar makeups, they also have different needs and have different expense challenges and revenue opportunities:
 - Some centers own their facilities outright, while others pay rent and have lease expenses.
 - Some Centers are able to generate revenue by *facility rentals ~ thrift shops ~ fundraising events ~ or travel and tourism businesses.*
Others do not have that revenue option as part of their programs.
 - *Some centers at one point had Parks Staff as Executive Directors – other centers never chose that level of support from Spokane Parks and Recreation and the City of Spokane.*
 - *When the City removed City staff from the Centers for financial reasons, this was also factored into allocations – providing salary funds for the centers to hire their own director*

All of these are important factors that were taken into consideration when allocating funding to support each center.



SYSCA



Spokane Youth and Senior Center Association

Spokane Parks and Recreation affiliates itself with ten (10) non-profit community organizations benefitting older adults and young children. We greatly appreciate our relationship with these centers and their individual recreation programs.

The centers are non-profit organizations officially represented by the Spokane Youth and Senior Center Association (SYSCA).

SYSCA was formed in 2012 and its main focus is to work collectively to represent the thousands of citizens who partake in the programs and services SYSCA organizations provide.

CORBIN SENIOR ACTIVITY CENTER

827 W Cleveland Ave.
www.corbinseniorcenter.org
509-327-1584

PROJECT JOY

3151 E 27th Ave
www.projectjoy.org
509-535-0584

HILLYARD SENIOR CENTER

4001 N Cook St.
www.hillyardseniorcenter.org
509-482-0803

SINTO SENIOR CENTER

1124 W Sinto Ave.
www.sintocenter.org
509-327-2861

MARTIN LUTHER KING JR. CENTER

500 S Stone Street
www.mlkspokane.org
509-868-0856

SOUTHSIDE COMMUNITY & SENIOR CENTER

3151 E 27th Ave.
www.spokanesouthside.org
509-535-0803

MID-CITY CONCERNS SENIOR CENTER

1222 W 2nd Ave.
www.mowspokane.org/senior-center
509-862-6356

SOUTHWEST SPOKANE COMMUNITY CENTER

310 S Spruce
509-624-8634

NORTHEAST YOUTH CENTER

3004 E Queen Ave
www.spokaneneyc.com
509-482-0708

WEST CENTRAL COMMUNITY CENTER

1603 N Belt
www.westcentralcc.org
509-326-9540



Recreation Center	Yearly Contributions
Corbin Sr. Center	\$31,350
Hillyard Sr. Center	\$80,000
Mid-City Concerns	\$18,525
Martin Luther King Center	\$41,800
Northeast Youth Center	\$139,538
Project Joy	\$30,970
Sinto Sr. Center	\$77,210
Southside Community Center	\$106,563
Southwest Community Center	\$39,947
West Central Community Center	\$72,675
TOTAL	\$638,578

The Centers provide meaningful and essential recreational services and opportunities to our community

~

SPRD is grateful for these partnerships and is fortunate to have the capacity to allocate funding to support their efforts.

Monthly, Centers provide a detailed recreation program & volunteer report and quarterly the Spokane Youth & Senior Center Association (S.Y.S.C.A) provides a complete report to Park Board.

2023 through October

- *151,814 people have participated in Recreation Center Activities.*
- *A total of 41,648 volunteer hours have been reported; equivalent to \$655,539 based on min. wage.*

RESIDENT VS. NON-RESIDENT RESEARCH

- History of Recreation Department previously having Non-Resident Fees.
- Revenue Impact of adding a \$5 Non-Resident Fee.
- Revenue Impact of program expansion based on extensive wait lists.
- Staff recommendations
- Discussion – Nex Steps



**SPOKANE PARKS
& RECREATION**

1982 FALL WINTER SCHEDULE



Life. Be in it

HISTORY:

1982 – 1999 SPRD HAD A NON-RESIDENT FEE

Fall & Winter Registration Forms

FALL REGISTRATION PROCEDURE: (Pre-registration required for all classes/workshops/special events.) Fall Quarter 1982 classes will begin the week of October 4, 1982 and run for 8 weeks unless otherwise noted. Class size is strictly limited and registration is accepted on a first come, first served basis. **CLASSES ARE SUBJECT TO CANCELLATION IF MINIMUM ENROLLMENT IS NOT MET BY CLOSE OF REGISTRATION PERIOD.** Classes may require students to purchase supplies and tools.

WINTER REGISTRATION PROCEDURE: Registrations for Winter Quarter will be accepted beginning December 1, 1982. (Pre-registration required for all classes/workshops/special events.) Winter Quarter 1983 classes will begin the week of January 10, 1983 and run for 8 weeks unless otherwise noted.

Registrations or reservations by phone will not be accepted. Mail registrations to "Spokane City Parks & Recreation Department, Class Registration, 4th Floor, City Hall, Spokane, WA 99201-3317. Make checks payable to "City of Spokane;" or bring registrations and fees to the 4th Floor, City Hall, W. 808 Spokane Falls Blvd. Have check, credit card, or **correct change** when registering in person as we cannot make change. Include a self-addressed stamped envelope with mailing registrations for confirmation. **NO CONFIRMATION WILL BE MAILED UNLESS YOU SEND A STAMPED ENVELOPE.**

NON-RESIDENT FEE (Additional Fee Charged per Class/Workshop/Special Event for all persons living outside Spokane City Limits):

Program Fee \$10 & up ADD \$5.00 TO FEE
Program Fee Under \$10 ADD \$2.00 TO FEE

—CLASS TIMES SUBJECT TO CHANGE
—MONEY WILL NOT BE ACCEPTED AT CLASS
—INDEMNITY AGREEMENT MUST BE SIGNED BEFORE REGISTRATION WILL BE ACCEPTED.

WINTER QUARTER SPECIAL INTEREST, CORBIN HOUSE, AND DISABLED RECREATION PROGRAMS BEGIN THE WEEK OF JANUARY 10, 1983. NOTE DATES AND TIMES OF WORKSHOPS AND SPECIAL EVENTS.

(Please use a separate form or piece of paper for each person and/or class registered)

REFUND POLICY

1. If class is cancelled, full refund will be made. If class is postponed or rescheduled, full refund will be made if participant is unable to attend. Transfers to another class will be permitted.
2. If refund is requested due to illness or moving from Spokane, a \$5.00 Service Fee will be deducted and refund pro-rated for any sessions held. If program fee is less than \$10, 1/2 of fee will be refunded.
3. No refunds given after 1/2 of program is over. Refunds will be mailed within 30 days.



HISTORY:

1999, the Non-Resident Fee was called The “Fair Share Policy”

“FAIR SHARE” POLICY

Spokane City Residents live within the City limits and directly contribute to the operations of the Spokane Parks & Recreation Department's programs and services through property taxes.

The Fair Share Policy (non-resident fee) allocates an additional fee to non-resident users so they may contribute on an equitable basis to the overall financing of the department's operations. Therefore, non-residents are assessed an additional fee each time they register for one or more programs. Boundaries used by the U.S. Post Office and those that determine Incorporated City Limits are not the same, so even though you may have a Spokane mailing address, you may not live within Spokane City Limits. If you question whether you are a resident, please call our customer service staff at 625-6200.

Registrations from outside the Spokane City Limits are only accepted with the addition of the proper “Fair Share” Fee.

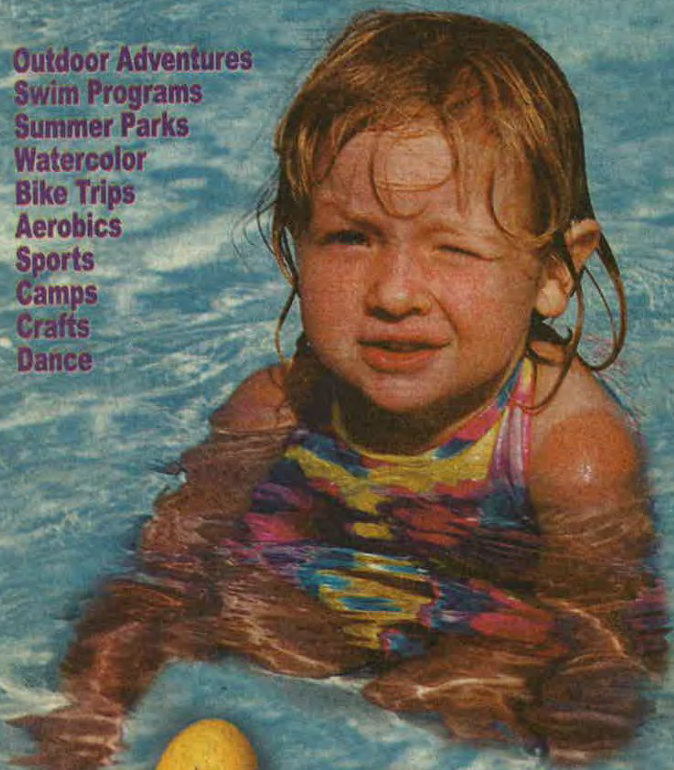
Total Fees more than \$20: Add \$5 to your total payment

Total Fees \$20 or less: Add \$2 to your total payment

This fee is payable each time you register, regardless of the number of classes for which you register.

SPRING AND SUMMER 2000 CLASS AND ACTIVITY GUIDE

Outdoor Adventures
Swim Programs
Summer Parks
Watercolor
Bike Trips
Aerobics
Sports
Camps
Crafts
Dance



Find 3 Fictitious Classes and Enter
The Drawing for \$100 Worth of
FREE CLASSES. 625-6200
www.spokanecity.org/parks



MAIL IN:

Send form and payment to:
Spokane Parks & Recreation Dept.
Class Registration
7th Floor City Hall
608 W. Spokane Falls Blvd.
Spokane, WA 99201-3317
Checks to "City of Spokane"
Allow 3 days for mail delivery.



PHONE IN:

(509) 625-6200
Use your VISA/MC/Discover
to register by phone.
Have charge card and
Guide handy. Fill out form
below before you call.



WALK IN:

Park Department Office
7th Floor City Hall
(corner of Post and
Spokane Falls Blvd.)
Mon.-Fri. - 8 AM-5PM



FAX IT:

Fill out form below. Include
Visa/MasterCard number and
expiration date. FAX it - 24 hours a
day. FAX Number is (509) 625-6205.
Newsprint does not transmit well
by FAX. Please make a clean copy
on white paper & FAX the copy.

Please notify the Park Department if you need special accommodations to participate in our programs.

SATISFACTION GUARANTEED

You are important to us! The City of Spokane Parks and Recreation Department is committed to excellence by providing high-quality programs and services for you. If you or a family member are not satisfied with a class, program, or activity offered by the City, let us know your concerns in writing. We will arrange for one of the following. You may:

- Repeat the program at no additional charge
- Receive a credit that may be applied to another activity
- Receive a refund (allow 4 weeks to process). A partial refund may be given to programs with supply, lab or reservation fees.

NEED MORE INFORMATION? CALL 625-6200
(ALL CLASSES) OR 625-6677 (ART CLASSES)
TTY Machine (for use with
Telephone Typewriter Only): 625-6679

CANCELLATION / REFUND POLICY

- (1) If a class or program is canceled due to lack of enrollment, you will be notified and offered an alternative choice, if one is available. If no alternative is available, a full refund or credit (your choice) will be issued within 30 days of the end of the scheduled class session. Credits may be used for future enrollment in Park Department classes or programs. Classes may be canceled due to low enrollment, loss of use of the facility, or instructor availability. **The Park Department reserves the right to cancel, postpone, or combine classes, or change instructors as needed.**
- (2) TO CANCEL enrollment in a Special Interest or Corbin Art Center workshop, class or program, you must notify the Parks Department at least 48 hours prior to the starting date and follow that verbal request with a written request. Less than 48 hour notice may result in no refund or a partial refund based on the number of students enrolled and any supply costs incurred on the participant's behalf.
- (3) TO CANCEL A TEEN OR OUTDOOR PROGRAM, please note Registration Deadlines. Cancellations after that deadline may result in no refund or a partial refund, based on the number of participants enrolled and any costs incurred on the participant's behalf. Requests for refunds must be made in writing and approved by the class supervisor.

Classes held in School District #81 facilities do not meet on dates school is not in session (holidays, vacation periods, curriculum days). Class sessions scheduled for those dates will be made up at the end of the regular schedule.

ARE YOU COVERED?

The Spokane City Parks & Recreation Department does not carry accident insurance for program participants. — the costs would make program fees prohibitive. Please review your own personal health insurance plan to be certain that you and your family have the proper coverage.

GIVE US A CALL.....

We are looking for talented, enthusiastic and qualified instructors to teach pre-school, adult and youth classes. Ideas or suggestions for classes are also encouraged. Call 625-6200 for an application.

HISTORY:
SPRING/SUMMER 2000
NON-RESIDENT OR "FAIR
SHARE" FEES WERE REMOVED



Revenue Impact of Non-Resident Fees

NON-RESIDENT REVENUE IMPACT

Program/Wait List	Residents (R)	Non-Residents (NR)	% NR
Corbin Summer Camp Rosters	473	183	39%
Corbin Summer Camp Wait Lists	469	168	36%
Swim Lesson Rosters	546	136	25%
Swim Lesson Wait Lists	2,615	631	24%
<u>ALL 2023 PROGRAMS TO DATE</u> 4,740 residents (75%) 1,194 non-residents (25%)	Charging a \$5 non-resident fee	<u>+\$5,970</u> IF we retain the same amount of Non-Residents	

The background features decorative curved lines in shades of green and blue, positioned in the top-left and bottom-right corners.

Program Expansion Revenue Impact

PROGRAM EXPANSION REVENUE IMPACT

Programs	Additional Programs	Additional Participants	Min. Gross Revenue	Max. Gross Revenue	Expenses	Net Revenue Potential
Corbin Camp Expansion	3	48	+\$6,444	+\$8,592	\$4,700	+\$1,744 - \$3,892
Swim Lesson Pre-Season Witter	150 classes	450 - 900	+\$26,000	+\$43,500	\$23,000	+\$3,000 – \$20,500
Swim Lesson Regular Season Witter	200 classes	600 - 1,000	+\$34,800	+\$58,000	\$33,000	+\$1,800 - \$25,000
Swim Lesson Expansion Post-Season Witter	50 classes	150 - 250	+\$8,700	+\$14,500	\$7,500	+\$1,200 – \$7,000
Merkel Camp Expansion	4	120	+\$18,320	\$20,610	\$13,730	+\$4,590 - \$6,880
TOTALS	411	1,368 – 2,318	\$94,264	\$145,202	\$81,930	\$12,334 - \$63,272
Non-Resident Fee TOTALS	0	0	\$5,970	\$5,970	0	\$5,970

STAFF RECOMMENDATIONS

- Focus on Program Expansion
- Expand where there is need
- Increase participation
- Avoid creating participation barriers
- More consistent revenue projections

DISCUSSION

RECREATION REPORT



New Translation Feature Available at SpokaneRec.org



We now have a Google Translate icon on our online program registration catalogue, SpokaneRec.org, to assist our non-English speaking community better navigate our Recreational class offerings. You can find this feature on the bottom right side of your screen. To access this feature from your mobile device - select Desktop Version from the drop-down menu in the upper right corner.



**SUMMER CAMP
PAYMENT PLANS!**

**2024 Summer Camp Registration
opens March 20 at 8:00am**

Option #1:

Pay in full at the time of registration

- As in years past, you can register for camps online, in person or over the phone, if space is available, and pay 100% of the registration fee at the time of registration.

Option #2:

PAYMENT PLAN

- A percentage of the camp cost will be charged to you at the time of registration and the remaining camp balance will be divided into equal payments.
- The remaining payments will be automatically withdrawn from a credit/debit card and will occur the 1st of every month.
- For more information visit SpokaneParks.org/PaymentPlans

SpokaneParks.org/PaymentPlans

City of Spokane
**PARKS
& RECREATION**

RECREATION REPORT

In efforts to continue to break down financial barriers for program participation Recreation has launched a Summer Camp Payment Plan.

To encourage those who are able to give the gift of Recreation to others - Recreation has activated a module in CivicRec for people to donate at check out.

Give the gift of Recreation!

Our Youth Program Scholarships help underserved young people experience the joys of summer camps, swim lessons, sports, or art programs. If you're interested in contributing, visit SpokaneRec.org under the Youth Programs Scholarship tab, or at checkout when registering for classes.



RECREATION REPORT

PODIUM WINTER PROGRAMING UPDATE

RUN! JUMP! THROW!

Presented By:



A full-day community event encompassing a Youth Run, Jump, Throw Clinic, Middle School & High School Throwing Clinic, and an evening of running events for middle school through masters participants competing in everything from the 60-meter dash to the 3,000-meter run.

\$20



Search our website at
www.register.skyhawks.com for
all programs!

QUESTIONS? CALL
1-800-804-3509

December 16,
2023
9:00am-
11:00am
The Podium
(511 W Dean Ave,
Spokane, WA 99201)



SCAN FOR DECEMBER 16, 2023



SCAN FOR FEBRUARY 28, 2024

February 28,
2024
4:45pm-
6:15pm
The Podium
(511 W Dean Ave,
Spokane, WA 99201)





CELEBRATING 125 YEARS OF THE CORBIN ART CENTER



RECREATION REPORT – WHAT ELSE WE’VE BEEN UP TO

[Return to Minutes](#)



The xc ski groomer is ready to go when the snow flies. We will start grooming once we have 4-6 inches of snow and the temperatures remain cold.



Grass Athletics Fields are closed for the Winter Season. The turf fields at Dwight Merkel will continue to be reserved throughout the winter.



Staff were the guest presenters at the annual Kiwanis year end event and fundraiser speaking on the benefits of youth camps and youth recreation. Kiwanis raises funds to help support children in our community to experience summer camp.



Private citizen, Doug Burke, made a generous \$500 donation to TRS for the purchase of a fridge in the Mt Spokane Yurt.



Corbin Art Center staff lead the crafts area at the Finch Arboretum Fall Leaf Festival.



Outdoor & TRS staff had a booth at the Ski Swap promoting Winter Programs.

MARKETING

- **Social media:** Combination paid/organic posts to large follower base
- **Print/digital ads:** Inlander Holiday Guide, Activity Guide ads
- **Direct mail & distributions:**
 - Guides to ~9,000 households
 - Guides distributed through 28 grocery and convenience stores, plus libraries and community centers
- **Earned media:** Enhance fitness, activity guide release
- **Website:**
 - Most visited Recreation page was Activity Guide landing page
 - 6,650 summer/fall guide e-reads
- **Digital marketing:**
 - Google search buy with targeted key words
 - 60,000 emails for Recreation
 - 90,000 emails for City e-newsletter
 - 30,000 emails for Spokane Public Schools families
- **TV & Streaming:** Weekly ad campaigns on KHQ featuring Recreation activities/classes/camps

