



City of Spokane Park Board Recreation Committee Meeting

5:15 p.m. Wednesday, Jan. 31, 2024

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

Fianna Dickson

Kris Behr

SUMMARY

- The committee passed the following action items which will be presented to the Park Board for consideration and approval:
 - None
- The 2024 Community Center capital grant program was discussed.
- Jennifer Papich presented the 2023 recreation year in review.
- Fianna Dickson presented the 2023 annual marketing report.

The next regularly scheduled Recreation Committee meeting is set for 5:15 p.m. Wed. Mar. 06, 2024.

MINUTES

Due to technical issues, Committee Chair Sally Lodato appointed Jennifer Ogden to chair.

The meeting was called to order at 5:21 p.m. by acting committee chair Jennifer Ogden.

Public Comments: None

Action items: None

Discussion Items:

1. [2024 Community Center capital grant program](#) – Jennifer Papich
 - a. The first year of the capital grant program (2023) was very successful. Four centers were awarded a combined total of \$10,000 to be used for various approved upgrades to ultimately enhance their programs. The Recreation Department would like to offer this program again in 2024 with a few changes to the application criteria, homing in on qualified and non-qualified projects. The proposed 2024 application process will begin Feb. 12, begin much earlier than last year, and closing Apr. 12.
 - b. It was suggested Jennifer include the projects which were awarded in 2023 during her initial meeting with SYSCA to act as an example of what is appropriate. The committee does not think this needs to be an action item, however, Jennifer will confirm before proceeding.

Standing Reports

1. Recreation 2023 Annual Report – Jennifer Papich
 - a. [2023 in review](#) had a 4% increase in programs, 20% increase in athletic teams and an 18% increase in participants. Open swim and athletic complex bookings were down from the previous year, which was expected.
 - b. [Corbin Art Center](#) celebrated its 125th anniversary with great pomp and circumstance garnering \$4,000 in revenue. Continued awareness and class expansion will be beneficial for facility improvements.
 - c. [Athletics](#) continues to grow. Adult volleyball hit an all-time high with 450 teams and 2,649 players as did adult softball and youth NFL flag football. Adult flag football saw a decrease but is starting off strong for 2024. Although cornhole remains popular, there has been a decline since the height of the pandemic.
 - d. [Outdoor Recreation](#) had a tremendous year, serving 1,086 people in various winter and summer activities. Paperless waivers have significantly streamlined the registration process for both participants and staff. In partnership with WA Parks Boating Program, free kayaking and water safety training was provided.
 - e. [Therapeutic Recreation Services](#) provided many new and exciting experiences, such as sailing and a new bi-ski device, serving over 1,700 people. The joint use partnership with Spokane Valley Parks and Rec has had tremendous success.
 - f. [Wellness and Enrichment](#) had 4,152 participants, which included the partnership with SkyHawks and SuperTots. The Enhanced Fitness/Longevity Fit program saw measurable improvements with the senior participants, providing a better quality of life. Over 200 youth enjoyed camps at the state-of-art Podium facility. W&E continues to work with NEWESD 101's Safe Communities Partnership curtailing gang activity.
 - g. [Aquatics](#) employed 184 lifeguards in 2023 who protected 127,907 visitors. With 76 lakes in the region, it was exciting to see 3,649 people take advantage of swim lessons.
 - h. The [SPRD Recreation Team](#), once again, provided area residents an exceptional year of delightful adventures.
2. Annual Marketing Report – Fianna Dickson
 - a. There was a 4% growth in social media followers in 2023. The Inlander is always a good resource as it is often the first-place people look for something fun to do. Direct mail and

distribution gets the word out to 81,000 households, as well as 28 stores, libraries and community centers. There was a tremendous amount of earned media in 2023, including the Manito Holiday Lights and river shuttle services. The Activity Guide landing page on the City of Spokane website continues to be the most visited page, with 18,300 flipbook views. Google search buy has doubled over the last two years which far exceeds the national average.

Adjournment: The meeting was adjourned at 5:59 p.m.

The next regularly scheduled Land Committee meeting is set for 5:15 p.m. Wed. Mar. 06, 2024.

2024 SYSCA CAPITAL GRANT PROGRAM

The 10 Senior and Youth Community Centers in the Spokane Youth and Senior Center Association who receive financial support from the Parks Fund for Recreation programs and related operating expenses are:

Corbin Senior Center	East Central Community Center (MLK Center)
Hillyard Senior Center	Mid City Concerns
Northeast Youth Center	Project Joy
Sinto Senior Center	Southside Senior Center
Southwest Spokane Community Center	West Central Community Center

The first year of this Capital Grant Program four centers were awarded a combine total of \$10,000.

CORBIN SENIOR CENTER

\$3,000 to support the purchase cost of a new computer server system.

NORTHEAST YOUTH CENTER

\$2,500 to support the purchase cost of new classroom furniture for their youth programs.

WEST CENTRAL COMMUNITY CENTER

\$2,500 to support the purchase of new classroom storage cubbies for youth programs.

SINTO SENIOR CENTER

\$2,000 to support the cost of their facility roof repair project.

SYSCA Capital Project Grant Application Criteria

Capital improvements refer to investments made by an organization in physical assets or infrastructure to enhance their quality and increase overall value. These projects typically involve construction, renovation, technology upgrades, transportation upgrades, essential equipment upgrades/replacement etc.

Priority will be given to applications for capital projects that:

- Increase park and recreation services to underserved areas or populations.
- Promote and provide inclusivity and accessibility for all individuals.
- Offer long-term significant benefits to the community and the center.
- Demonstrate collaboration with other community funding.

Non-Qualifying Projects:

- Routine maintenance - painting – interior or exterior, carpet cleaning or replacement etc.
- Administration, salaries, and operations
- Debt retirement
- Lobbying activities
- Conferences, workshops, symposia
- Endowments
- Individuals/staff
- Programs with religious content
- Replacement of lost/expired government funding

2024 Proposed SYSCA Grant Timeline



RECREATION 2023 YEAR IN REVIEW



Winter 2023



Spring/Summer 2023



Summer/Fall 2023



Fall 2023/Winter 2024

Programs Offered:

2,172

4% increase

Athletic Teams:

870

20% increase

Program Participants:

23,749

18% increase

Open Swim Participants:

127,907

11% decrease

Athletic Complex Bookings:

4,464

7% decrease



CORBIN ART CENTER:

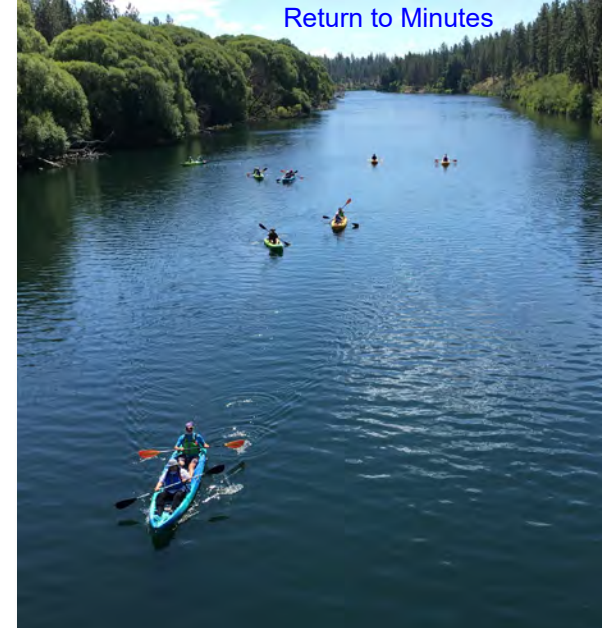
- The center welcomed 2,000 program participants across 336 classes over the year.
- Corbin Art Center turned 125 in 2023 and to celebrate this Anniversary Center staff created new and exciting events that brought fresh awareness to the wonderful historic facility, over \$4,000 in revenue was generated from these events going directly to the preservation and maintenance of the facility.
- Learning about the centers 125th Anniversary - The Governor's Mansion Foundation Donated two wonderful etchings of George Washington to the Spokane Parks Foundation to be displayed at the Corbin Art Center.
- 2024 continue to draw awareness to the facility adding new classes and continuing with facility improvements.



ATHLETICS:

- Adult Volleyball program continues to hit record breaking numbers with 450 teams and 2,649 players this year!
- Adult Softball also continues to increase in capacity with 313 teams and 4,200 participants in 2023!
- Adult Flag Football had 50 teams in 2023 and a total of 662 players.
- Cornhole League saw 49 teams with 116 players.
- The Youth NFL Flag Football program had 278 participants that made up 26 teams in 2023.





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OUTDOOR RECREATION

- Served 1,086 people through activities including; kayaking ~ paddleboarding ~ whitewater rafting ~ snowshoeing ~ nordic skiing hiking ~ archery ~ and various youth camps.
- Went paperless for program waivers, which streamlined the process and was more convenient for participants and friendlier to the environment.
- In partnership with Washington State Parks Boating Program, Outdoor Recreation served youth in Northeast Spokane by providing free kayaking & water safety education and provided a free type III life jacket to take home after the program!



Looking forward to more adventures, new programs and enjoying the outdoors!

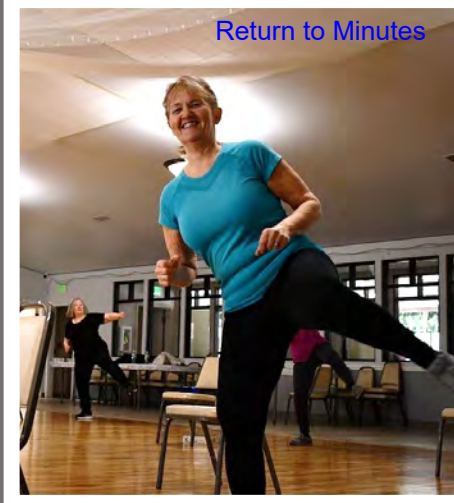


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THERAPEUTIC RECREATION SERVICES

- TRS provided quality recreation experiences to over 1,700 people.
- A new partnership with Spokane Valley has been wonderful for new programming opportunities like an expanded bicycling program and Paint and Taste classes.
- With the addition of a new *biski Dynamique* more successful ski lessons were provided to those individuals with physical hurdles that previously prevented them from enjoying this winter sport.
- TRS held their first ever week of Teen Funshine Camp and it was a huge success.
- Sailing on Lake Pend Oreille was an incredible first also, one that will be repeated in 2024.





WELLNESS AND ENRICHMENT:

- In 2023 a total of 4,152 youth and adults enrolled in Wellness and Enrichment programs.
- The Enhanced Fitness/Longevity Fit program senior participants are seeing measurable improvements to their mobility and quality of life.
- Over Spokane 200 youth were able to enjoy the premier, state of the art indoor sports facility, The Podium, for Badminton Camps, Summer Day Camps, and Run, Jump, Throw Events.
- W&E also continues to partner with NEWESD 101's Safe Communities Partnership in various gang prevention efforts.

AQUATICS

- With 76 lakes within an hour drive of Spokane, not including the Spokane River, water safety is a huge priority for SPRD.
- 3,649 people took swimming lessons at a City of Spokane Aquatics Facility this summer!
- The pools also enjoyed having 127,907 aquatic visitors for free open swim across the 6 Aquatic Centers.
- During the 2023 summer between AM Cannon, Comstock, Hillyard, Liberty, Shadle and Witter- we employed 184 seasonal employees including 52 new lifeguards this year!



THANK YOU, RECREATION TEAM, FOR AN OUTSTANDING 2023!

- **Alice Busch** – *Therapeutic Recreation Services Supervisor*
 - **Adriano Eva** – *Wellness & Enrichment Supervisor*
- **Andy Fuzak** – *Outdoor Recreation Supervisor*
 - **Carissa Gregg** – *Corbin Art Center Program Coordinator*
- **Ryan Griffith** – *Assistant Recreation Director*
 - **Kacie Hurtado** – *Outdoor & Athletic Recreation Aide*
- **Josh Oakes** – *Aquatics & Adult Volleyball Supervisor*
 - **Carissa Ware** – *Adult Athletics & Field Allocation Supervisor*

MARKETING

SOCIAL MEDIA: Combination paid/organic posts to ~120,000 followers across platforms (~4% growth on Facebook and X, ~12% Instagram)

PRINT/DIGITAL ADS: The Inlander, Activity Guide ads

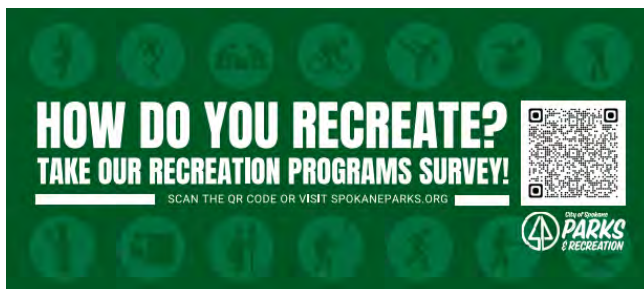
DIRECT MAIL & DISTRIBUTIONS:

- Utility Bill inserts in April and July (mail and digital) to 81,000 households
- Guides via direct mail
- Guides distributed through 28 grocery and convenience stores, plus libraries and community centers
- “How do you Recreate?” banners across parks

EARNED MEDIA: Aquatics, splash pads, staff profile (Josh), Enhance fitness, activity guide releases, summer camp guides, heat impacts, kayak rentals, river shuttle service, outdoor paddle, lawn bowling, Corbin’s 125th anniversary activities, Manito lights



NEWS
Spokane Parks and Rec offering fitness program for Health Awareness Month
Updated Oct 3, 2023
SPOKANE, Wash. — Spokane Parks and Recreation created a 16-week exercise program to promote health awareness for the community as October is ...



2023 RECREATION MARKETING REPORT

WEBSITE:

- Activity guide landing page most visited, except during aquatics season
- 18,300 activity guide flipbook views, average read time of 6 minutes

DIGITAL MARKETING:

- Google search buy with targeted key words, 123,000 impressions and click-thru rate of 29.4% (>doubled past 2 years, and far above national average of <2%)
- 33,000 subscriber emails for Recreation, 35% average open rate (NA 21%) and 3.25% CTR (NA 2.6%)
- 90,000 emails for City e-newsletter, 36% AOR, 2% CTR
- 30,000 emails for Spokane Public Schools families, 51% AOR, 0.65% CTR

TV & STREAMING:

- Weekly ads on KHQ featuring Recreation activities/classes/camps received 1.4M impressions (about 35,000 people per week) and reached 50% of the 18+ demographic with 40 spots

