



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

2:15 p.m. Wednesday, Feb. 05, 2025
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 Oakes
Alice Busch
Andy Fuzak
Kacie Hurtado
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 Recreation 2024 Year End Report was shared by Jennifer Papich and Fianna Dickson
- Recreation Winter 2025 Report and future updates were presented by Jennifer Papich & members of the Recreation Staff

The next regularly scheduled Recreation Committee meeting is set for 2:15 p.m. Wed. Mar. 05, 2025.

MINUTES

The meeting was called to order at 2:17 p.m. by committee chair Sally Lodato.

Public Comments: None

Standing Reports:

1. [Recreation 2024 Year End Report](#) – Jennifer Papich & Recreation & Marketing Staff
 - a. Over the past year, coverage has been tremendous with nearly 100,000 printed guides, half of which were mailed to homes. 18,439 people participated in recreation events. Open swim served 136,696 people.
 - b. Recreation programming could not exist without temp seasonal and volunteer staffing. TRS and Aquatics has been bringing back many returning staff and volunteers. TRS has had many of the same volunteers for over 25 years. Corbin utilized interns from the WEX program through Career Path Services. This is a long-standing arrangement which trains youth who are at risk of not completing high school to be career-ready as an adult.
 - c. There were many stand-out accomplishments in Recreation last year, including a cooperative kayaking effort between Outdoor Rec and TRS for a thrilling Funshine Day Camp.
 - d. Last year brought about some very innovative recreation events, including the sensory sensitivity swim, designed for people with sensory sensitivities such as whistle blowing and large crowds. It was very informative to the staff, lifeguards, and volunteers as well as satisfying to the participants. The amount of people on the spectrum who drown is astronomical, which can alone justify its continuation. Whitworth Aquatic Center has indicated they would like to partner with this program in the future, which would allow for a longer swim season.
 - e. [Marketing and Communications](#) was very busy in 2024. Social media reached over 1 million, direct mail inserts sent to 85,000 households via utility bills; the recreation section of the website drew over 25,000 visitors; the Google search buy registered far more than the national average clicks; earned media exploded this year with so many exciting opportunities to report on.
2. Recreation Winter 2025 Report and future updates - Jennifer Papich & Recreation Staff
 - a. [Therapeutic Recreation](#) is continuing to increase in popularity. This year the cooking/baking classes have been increased to allow for more participation. They were full within the first 1.5 hours.
 - b. [Outdoor Recreation](#) has identified an overlooked population and has partnered with the Asians for Collective Liberation in Spokane and WA State Parks. They were able to start breaking down barriers by taking 24 participants and staff snowshoeing at Mt. Spokane.
 - c. [Corbin Arts Center](#) is really taking advantage of the no-school days. Their no-school camps have been full. This past season they collected over \$36,000 in revenue.
 - d. [Looking ahead](#), highlights include the Dwight Merkel concessions area, and AED devices for aquatics.

Adjournment: The meeting was adjourned at 3:18 p.m.

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98,725
Activity Guides
Printed

53,092
GUIDES MAILED



23,500
ONLINE GUIDE
READS

3,475
PROGRAM
OFFERINGS
162 - NEW

18,439
PARTICIPANTS

879
TEAMS

570
Little Spokane
River Shuttles

136,696
OPEN SWIM
PARTICIPANTS



4,131
Athletic
Complex Rentals

=13,726
Hours

2024

Seasonal Staffing & Volunteers

Seasonal staff are the backbone of our recreation programs. Allowing us to deliver high quality programs and services to our citizens. These young individuals gain valuable job experience and cultivate essential leadership skills that will guide them throughout their lives turning them into valuable contributing members of our community.



2024 Recreation Stand Out Accomplishments



Fall Volleyball League was the largest ever with 186 total teams!



Outdoor successfully piloted generationally diverse trips for families with participants ages 8yrs. & up.



TRS merged Cognitive Developmental and Physical Disability Ski programs into one inclusive Powderhounds program. Although the change was challenging, it proved rewarding and highly successful for families, staff, and volunteers.



Outdoor Kayaking w/ TRS – took a group of TRS participants, staff, and helpers from Funshine Day Camp on a guided Kayaking tour.



Corbin Art Center brought Art to Hutton, Jefferson, Mead CoOp and St. Charles students through contracted afterschool programs.



Youth NFL Flag Football received a donation of 420 pairs of shorts and a pop-up tent flag from Findley Toyota



2024

INNOVATIVE RECREATION HIGHLIGHTS

ARTSCI CAMP

- 142 Youth
- Partnering Agencies:
 - Urban Forestry
 - Fish and Wildlife
 - Spokane Water Resource
 - Heartworks
 - Spokane Solid Waste
 - Eastern Washington University

PICKLEFEST

- During Expo
- Partnership w/ Spokane Pickleball

SENSORY SENSITIVITY SWIM

- 12 participants (30-35 total attendees including participants caregivers and family members)
- Aquatics and TRS Partner Program
- Amazing experience for participants, amazing learning opportunity for aquatics Staff

AQUATICS

- Continuing to work with the visually impaired, deaf/hard of hearing and neurodivergent communities to bring swimming to all.

SKATEBOARDING LESSONS

- 30 participants ages 5-12 years.
- Kick off during Expo

PICKLEBALL LEAGUE

- 140 adult participants

WATER DISC GOLF

- Course renaming and redesign



MarCom Highlights



Social media

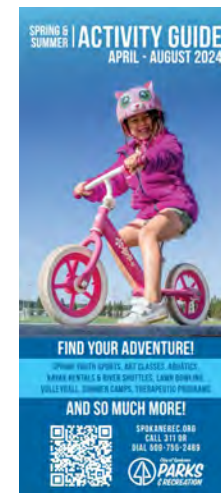
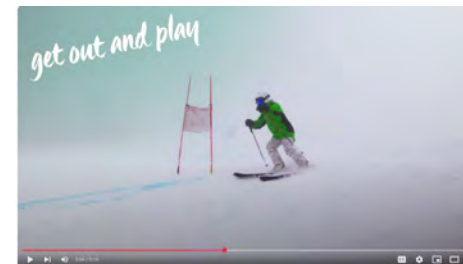
- Combination paid/organic posts to ~62,000 followers across platforms
- Content viewed 1.9M times with a total reach of 1M

Direct mail & distributions

- Utility Bill inserts in April and July (mail and digital) to 85,000 households
- Guides via direct mail (~53,000)
- Guides distributed through 28 grocery and convenience stores, plus libraries and community centers

Earned media

Groomed trails, Outdoor trips, skateboard lessons, Summer Adventure Camp, aquatics season, additional free swims, TRS Sensory Sensitivity Swim, summer jobs, summer camps & scholarships, Picklefest, dog dips, activity guide releases



Print/Digital

- Video ad buys (social/YouTube):
 - Summer ~474,000 impressions, ~1,000 clicks to learn more/register
 - Winter ~662,000 impressions, ~950 clicks to learn more/register
- Google search buy with targeted key words, 51,570 impressions and click-thru rate of 21% (national average 6.4%)
- 30,000 subscriber emails for Recreation, 35.7% average open rate (NA 21%) and 3.2% CTR (NA 2.6%)
- 90,000 emails for City e-newsletter
- 30,000 households through Spokane Public Schools

The Inlander holiday guide ad
Activity Guide ads

Website

- 25,430 unique visitors to Activity Guide landing page
- 23,500 activity guide flipbook views, average read time of 6 minutes

Winter 2025 Recreation Highlights

TRS

- Powderhounds program is serving more students than last season with growing waitlists.
- Doubling TRS cooking classes started last fall and they continue to fill up.
- Crafts and Cookie Bake classes are also overflowing with eager participants.



OUTDOOR

- Private snowshoe tour in partnership with Asians for Collective Liberation in Spokane and WA State Parks. Taking 24 participants and staff snowshoeing at Mount Spokane. Breaking down barriers and prioritizing Asian/Asian American community members.
- All snowshoe tours seeing nearly full enrollment with waiting lists!
- Cross Country Ski Lessons very popular at Mount Spokane and 49 Degrees North Nordic Center.
- Snowshoe or Cross-Country Ski and Dinner tours at Mount Spokane very popular this year.
- Had a booth at 49 Degrees North Wintersportsfest letting people try snowshoes and cross-country skis.

ACL **City of Spokane PARKS & RECREATION** **WASHINGTON STATE PARKS**

SNOWSHOE AND SEE

EXPLORING MT. SPOKANE TOGETHER

BREAKING DOWN BARRIERS TO OUTDOOR ACCESS AND BRIDGING THE NATURE GAP

Saturday, Feb 22

9am - 2pm

Mt. Spokane

FREE! Includes gear rental + transpo

- ✓ Beginner-friendly + open to all
- ✓ Prioritizing Asian/Asian American communities
- ✓ For ages 8 and up

VIRTUAL INFO SESSION
2/11/25 @ 12:30-1pm
bit.ly/snowshoe-info

RSVP REQUIRED
bit.ly/mtspokane-snowshoe

Need a translator? Email us at lmolina@aclspokane.org by 2/14/25

Corbin Art Center

So Far:

- 463 Winter Program Registrations
- 82 programs offered
- \$36,379 in revenue
- 13 Art Parties Booked
- Hutton and Jefferson Elementary After School Art programs scheduled
- **New** French Foundations class full
- **New** Teen Comic Creators class doing well
- No School Day Camp have been full!

Looking Ahead

- **Aquatics Chemical Value Blanket**
- **Aquatics AED Purchases**
- **Working on Spring Summer Activity Guide**
 - **Increased Programming at Witter Aquatic Center**
 - **Outdoor Camp Rebranding**
- **Outdoor NCLI Grant Application**
- **Dwight Merkel Concessions IRFP**