

# Roadmap to the Future

City of Spokane  
Parks and Recreation

Annual Report  
2010

*“Urban parks are where vast numbers of persons are brought closely together, poor and rich, young and old...each individual adding by his mere presence to the pleasure of all others.”*

Frederick Law Olmsted, Father of Landscape Architecture, 1870

CITY OF  
SPOKANE  
PARKS  
& RECREATION



# 2007 Parks Improvement Bond Projects

Approved by voters with an overwhelming 68.1228% “yes” vote, the \$42.9 million Parks Improvement Bond has funded the construction and development of a variety of aquatics and youth sports projects throughout the City of Spokane.

## Aquatic Centers

After just one year of snowy construction, the City now has six brand new outdoor aquatic centers. All six, A.M. Cannon, Comstock, Hillyard, Liberty, Shadle and Witter, operated from the day school was out until August 28th (Witter remained open until September 10th). In addition to open swim and regular aquatic programs, these six aquatic centers are available for the public to rent for birthday parties, corporate parties, family reunions and other events. Each facility offers a variety of amenities such as water slides, zero-depth entries, shaded areas, lap pools and more.

## Splash Pads

Additionally, 11 new splash pads have been built in parks throughout the City, many in locations where wading pools were previously closed. Splash Pad locations now include these 17 locations:

- |                     |                      |
|---------------------|----------------------|
| Audubon Park        | Mission Park         |
| Carson Park         | Nevada Park          |
| Chief Garry Park    | Pacific Park         |
| Coeur d'Alene Park  | Thornton Murphy Park |
| Franklin Park       | Underhill Park       |
| Friendship Park     | Grant Park           |
| Glass Park          | Shadle Park          |
| Harmon-Shipley Park | Grandview Park       |
| Manito Park         |                      |



New Witter Pool –1960



New Witter Aquatic Center – 2010



George and Stan Witter, sons of Stanley G. Witter, Sr., Director of Spokane Parks, 1930-1960.



## Dwight Merkel Sports Complex

Named for one of the City's most influential figures in the development of athletic competition for children, the Dwight Merkel Sports Complex was constructed using \$7 million from the 2007 City of Spokane Parks Improvement Bond, along with \$4 million from the sale of park property that was approved by City voters in 1999 and subsequently held in reserve.

The new Dwight Merkel Sports Complex features:

- Six full size natural grass soccer fields
- Two full size synthetic athletic fields with lights
- Five softball diamonds with lights
- One youth baseball field
- Concessions, rest rooms and meeting space
- BMX track with lights & timing equipment
- Skate Park
- A new neighborhood park (Carson Park) with splash pad, basketball court and playground
- A paved perimeter trail, plus an unpaved hiking trail approximately one-mile long that leads down to Riverside State Park's trails and offers outstanding views of the Spokane River



## Youth Baseball

\$3 million of the 2007 Parks Improvement Bond was budgeted to convert nine general use softball/baseball fields for youth baseball. These fields are located throughout the City, allowing easier access for all participants. The fields include two new youth baseball fields at Underhill Park, one at Liberty Park, three at Chief Garry Park, two at B.A. Clark Park, and one at the new Dwight Merkel Sports Complex. The fields are scheduled to open in the summer of 2011.

*I just moved to the area and find the parks absolutely beautiful. Thank you for allowing nature to shine.*

Park Visitor Comment



# 2010 Accomplishments by Division

Spokane Parks and Recreation manages a vast system of parks, trails, street islands and conservation land, with more than 4,100 acres dedicated to open space and recreational opportunities.

## Park Operations

Division Manager, Tony Madunich



### Operations

- Processed, scheduled, and accommodated 363 special events and weddings and 375 picnic shelter reservations
- Replaced the asphalt paving in the east parking lot at Grant Park
- Finished installing metal roofing on all pitched roofs at Park Operations complex
- Negotiated an agreement with Wastewater Management for storm water fee credits for use of Park land for storm water mitigation
- Installed 40 new barbeque pits, 32 new permanent trash receptacles and 10 new permanent picnic tables
- Established a limited color pallet for all painting projects within the parks to save on costs and help deter graffiti

### Manito Park

- Set new records for attendance and donations at Holiday Lights Display in Gaiser Conservatory. Attendance was up from fewer than 500 people when first started in 1997 to over 7,600 people in 2010
- Completed construction of a new greenhouse funded by 1999 Bond Issue
- Engineered and installed sidewalk near Grand Street main entrance, connecting with 18th Avenue crosswalk for safer access
- Relocated Washington's Birthday Memorial Monument with new landscaping in a higher visibility area to prevent vandalism
- Installed new wall in Duncan Gardens to alleviate a difficult-to-maintain slope and improve aesthetics

*Spring in Duncan Gardens, summer baseball at Franklin, fall leaves in Manito, winter at the parks sledding...I am thankful that visionary men left a beautiful legacy for us.*

Parks Visitor Comment





- Installed rustic fence to keep people away from dangerous slope while new plant material establishes
- Completed foundation for new terraced xeriscape rock garden to minimize the need for water use
- Completed Mirror Pond Master Plan for aesthetic and water quality improvements. \$50,000 for overall project comes from the Friends of Manito
- Completed Japanese Garden rock work. Stepping stones were removed from the creek bed due to potential liability and boulders were rearranged for aesthetic improvements
- Actively engaged with Spokane's Neighborhood Councils
- Joined Community Canopy, participating in educational workshops for the public and industry
- Strengthened partnerships with The Lands Council, Spokane County Conservation District, Avista, Downtown Spokane Partnership, Spokane Community College, Spokane Preservation Advocates, WSU Extension and more
- Improved public engagement through our website, Facebook and Twitter accounts
- Continued refinement of policies, procedures and interactions with other City departments
- Finalized and published Guidelines for Infilling Street Trees in Spokane's Residential Areas
- Prepared Inventory and Management Plans for City-owned properties
- Agreed on Traffic Signal and Critical Sign Clearance work with the Streets Department
- Selected On-Call Arborist with Engineering Services

## Urban Forestry

Urban Forester, Angel Spell



- Hired full-time Urban Forester
- Awarded \$10,000 grant for Public Education Project
- Launched Utility Billing Donation Program
- Awarded an AmeriCorps service position for 2011
- Planted 112th Spokane Susie Forest tree
- Increased partnerships, education and outreach
- Joined Alliance for Community Trees' NeighborWoods program



## 2010 Accomplishments by Division - continued

### Golf Program

Division Manager, Pamela McKinzie



In addition to the following accomplishments, Downriver, Esmeralda and Qualchan hosted the 4th Annual City Championship

#### Downriver

- Removed a tremendous amount of wind damaged trees and debris
- Worked with Gieger Correctional to split, haul and store wood to be donated to SNAP when needed
- Staff did a tremendous job re-sodding two greens due to bad winter weather in 2009/2010. It was challenging to get the greens back in a playable condition in 2010

#### Esmeralda

- Remodeled clubhouse entrance to golf course
- Renovated the stairs at the 12th tee to include a safety handrail
- Renovated the flower beds on the entire course

#### Indian Canyon

- Hosted 23rd Annual Rosauers Open to benefit Vanessa Behan Crisis Nursery. Raised \$130,000 in 2010 and approximately \$2.5 million since tournament inception
- Head Professional Gary Lindeblad qualified and played in the Senior U.S. Open
- Implemented a consistent spray program that helped the overall health of the entire playing surface
- Experimented with a new product to help improve turf conditions in the fairways, which proved beneficial and will be used on a regular basis in 2011

#### Creek at Qualchan

- Completed reconstruction of bridge (#17) and Phase 1-3 of Bank Stabilization Project
- Installed 1,050 linear feet of safety curbing
- Completed a phase of a tree removal project to improve sunlight and air flow to greens
- Started aerifying program on the fairways and roughs to improve turf conditions
- Head Professional Mark Gardner qualified and played in the National Senior PGA Championship





## Planning & Project Management

Division Manager, Taylor Bressler

- Partnered with the Cement Masons JATC and Central Pre-Mix to replace sidewalks at Liberty Park with pervious concrete, a new and effective method of addressing environmental issues and supporting sustainable and green development
- Partnered with the Spokane Regional Health District, the Rotaract Club of Spokane and the Logan Neighborhood to complete the Universal Playground at Mission Park
- Installed shelter, constructed a basketball court and renovated the pool at A.M. Cannon Park
- Replaced asphalt with concrete and installed a game table and toss-up toy for neighborhood school children at Logan Peace Park
- Established sidewalks and viewpoints and renovated irrigation system, plantings and trail system at Overlook Park
- Worked with Inland Empire Beekeepers Association to save and relocate a large honey bee colony from Overlook Park
- Partnered with the Logan Neighborhood to add an ADA picnic table with a connecting sidewalk, a bench, a trash receptacle holder and a Doggy Mitt dispensing unit to Fairview Park

- Established a formal trailhead and created better trail access at both ends of Liberty Park's Ben Burr Trail, including an informational kiosk, power and irrigation controls, a bike rack, a trash receptacle, an ADA ramp and new sidewalks
- Restored vegetation and created more recreational opportunities at Peaceful Valley's River Walk

## Budget & Finance

Division Manager, Rebecca Madany

- Upgraded the Registration System and the Golf and Aquatic Point of Sale systems to the latest versions and worked with staff to implement new functions
- Filled nine permanent positions and hired 550 temporary/seasonal employees
- Issued 2,609 checks, including 139 for the 2007 Park Bond projects
- Developed Aquatics cash receipting manual and training materials for Aquatics cashiers
- Initiated budget savings plan and garnered over \$200,000 in savings beyond budget, resulting in an \$800,000 increase to fund balance during a recession-driven downturn in park revenue. Over \$500,000 of these savings resulted from a capital projects freeze
- Prepared a six-year capital project plan
- Prepared new monthly financial reports for two Park Board committees



## 2010 Accomplishments by Division - continued

### Budget & Finance

- Issued and accounted for over 21,277 aquatics youth vouchers, enabling low-income youth to attend City Aquatic Centers
- Welcomed Cheryl Miller, a new Clerk III to the Division and re-organized job tasks for staff to better accommodate skill sets

### Recreation & Entertainment Services

Division Manager, Craig Butz



#### Riverfront Park

- The Ice Palace experienced a record breaking 2010 holiday season, generating over \$67,000 from December 17 to January 2, even though the last 5 days experienced fairly cold temperatures. Other areas including the restaurant, parking, mini-golf and IMAX also benefitted from this success
- The Loeff Carrousel had 26 rentals in the month of December and 80 rentals (\$27,000) in the full year

- Experimented with a discount summer or winter daypass offer with Groupon and an overwhelming 1,350 sales were made, generating over \$14,000
- Sold 5,040 Summer Season Passes (\$183,700) and 14,439 Summer Day Passes (\$207,600)
- Hosted 226,799 Carrousel riders
- Hosted 82,209 guests on the SkyRide and 49,968 IMAX viewers
- Welcomed back approximately 80% of returning team members, decreasing training costs and increasing positive guest service interactions
- Hosted over 100 birthday parties, hundreds of group bookings for attractions, shelters, weddings, movie filming, fun runs, catered events, etc., including Wine, Dine & Ride and Bridge Walk in association with the Department's Recreation staff
- Started capital project to install new energy efficient lights for the Ice Palace, saving approximately 61% in energy costs along with a \$14,600 rebate from Avista
- Purchased and installed new restrooms for Riverfront Rotary Fountain and new Rockin' Tug amusement ride
- Hosted major annual events including the First Night Celebration, Clear Channel Easter Egg Hunt, Bloomsday, Armed Forces Torchlight Parade, Hoopfest, Northwest Indian Encampment & Powwow, Pig Out in the Park and Ignite Theater's Haunted House





- Organized, produced and hosted the Community's 4th of July Celebration, utilizing \$17,000 in cash sponsorships and more than \$21,000 in in-kind sponsorships
- Saved over \$4,000 in copying costs by "going green" and having applications available on-line and team member manuals on CDs
- Increased scheduling efficiency by implementing the web-based scheduling program, When2Work, resulting in fewer staffing issues and less confusion for team members
- Welcomed back 75% of returning staff who led another terrific team throughout the summer season. Returning staff led by example, coached and worked with new staff with passion and, above all, provided great guest service and achieved good financial results



### Parks Food & Beverage Service

- Catered 1,900 sandwich meals for the National Rural Letter Carriers Convention and set up a lunch tent across from the Convention Center to cater to the NRLC Convention from August 16th to 19th. The gross revenue for related activities during this convention was \$20,000
- Manito Park Bench Café Friday Night Free Music series drew hundreds of guests in the summer, along with July's weekly Wednesday Quartet performance at lunch time. On August 6th, a successful "Guest Appreciation Night" was hosted at the Café with free music, snacks and beverages and a beer and wine garden

### Athletics

- Opened the Dwight Merkel Sports Complex with all-day activities for the community during the Grand Opening Celebration on August 7th, 2010
- Hosted first annual county-wide adult dodgeball tournament

### Outdoor Program

- Worked the Spokane River Forum to operate fifteen river trips for 241 people. Some participants even completed the entire 111-mile Spokane River Series
- Hosted over 78 private group contracts, up 35% over last year, with over 936 participants and over \$15,600 in revenue
- Outdoor Program and Personal Interest teamed up to bring a series of outdoor related youth camps to Spokane with a total attendance of 108 campers and total revenue of over \$16,000

*I'm from Hawaii and my experience here has been fabulous. Riverfront Park is just so peaceful. There is nothing like this at home. Thank you for sharing the beauty of Spokane!*

Park Visitor Comment





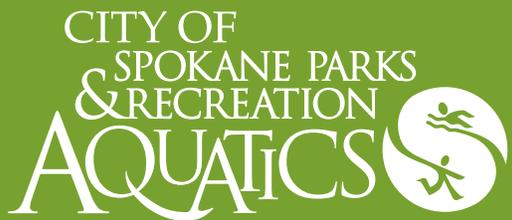
## 2010 Accomplishments by Division - continued

### Outdoor Program

- Ten new Outdoor programs were added with a combined attendance of 126 participants and over \$6,000 in revenue

### Therapeutic Recreation Services

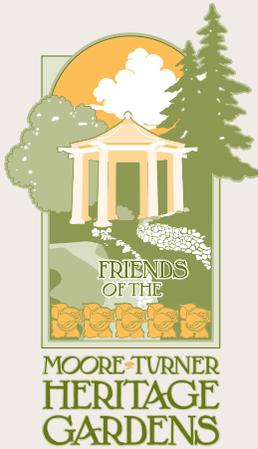
- Formally dedicated the Adaptive Snow Sports Chalet at Mt. Spokane. This Chalet has served as the center for the Adaptive Ski and Snowboard Program for physically challenged and developmentally disabled participants for the past eleven years
- Powerlifter Mike VanZee was chosen to attend the World Special Olympics in Greece June 24-July 4, 2011
- Following years of fundraising, the downhill ski program received new green jackets



### Aquatics

- Opened and operated all six new aquatic centers: A.M. Cannon, Comstock, Hillyard, Liberty, Shadle and Witter
- Opened all 17 splash pads City-wide





## Corbin Art Center & Moore-Turner Heritage Gardens

- The Corbin Art Center and the Recreation and Entertainment Division sponsored “Make It Art” for children at the Northwest Museum of Arts and Culture’s Artfest
- Corbin Art Center and the Outdoor Program developed a joint quarterly class schedule, increasing marketing share and decreasing publishing and postage costs
- Crafts Camp Program for children ages 3 to 11 experienced a 28% increase in revenue
- The Friends of the Moore-Turner Heritage Gardens 2010 Sumner Avenue Historic Home and Garden Tour was held on September 18th. Funds are used to support capital maintenance issues in the Gardens
- The Spokane Preservation Advocates donated \$900 to Reforest Spokane to replace three heritage trees in Edwidge Woldson Park in honor of Marilyn Grossman
- Monty Dreher, great nephew of Bertha Dreher Turner, donated a collection of historic photographs and documents of the Turners, the grounds and the former house



*Thanks for making our holiday trip even better!  
We are from Cornwall in England*

Park Visitor Comment





## Centers & Services

Spokane Parks and Recreation affiliates itself with a number of community and senior programs benefiting young children and older adults.

### Corbin Senior Activity Center

- Admission-free Movin' & Groovin' Fair attracted over 60 vendors. 350+ visitors received information on topics such as hypnotherapy, Medicare plans and senior living
- 28 people went to New York for six days and saw Ellis Island and Manhattan, among other things. 48 others went to Mount Rushmore for seven days, visiting the Black Hills and Crazy Horse Monument
- Received a new HVAC for part of the Center which is 92% efficient and will reduce energy costs considerably

### Hillyard Senior Center

- Collaborated with 5 other senior centers and Park Place Retirement Community to offer a combined all-city fundraiser at the Civic Theatre. The Presentation "Annie get Your Gun" raised approximately \$7,000 combined for the local area senior programs
- Successfully operated 12th year of annual Senior Summer Croquet League. This year the league reached its highest participation with 12 teams involved in the 10 week summer league
- Took people on 80 day trips and seven overnight extended tours, all at near full capacity

### East Central Community Center

- Expanded existing intergenerational programming by bringing area college students, high-schoolers, school-age children and very young children to the Center
- Provided 19 special events (ranging from "Dancing Dogs" to a Chinese New Year festival) and 16 educational speakers on topics such as medication management, Adult Protective Services, elder law and the Attorney General's office on fraud
- Continued to receive recognition for the Senior Exercise Program, and the Adult Day Program still has a waiting list to enroll

### Mid-City Concerns Senior Center

- Members planted tomatoes and peppers in the spring, many of which were later sold to raise funds for the center. After the success of our first gardening project, the Center received a grant from Lowe's to build two indoor greenhouses to continue the garden program
- Funds raised from this program were used to purchase a Wii for more diversified exercise programs—golf, tennis, bowling, etc.



ECCC Staff member Melinda More received the Employee of the Month award in August





## Northeast Youth Center

- Moved into newly renovated location at 3004 E. Queen, allowing NEYC to offer expanded programs

## Peaceful Valley Community Center

- Partnered with Jackson Sports Academy to offer weekly sports skill development, along with weekly swimming at public pools, skateboarding, BMX biking, horseback riding, canoeing and baseball
- Peaceful Valley Wilderness School came and taught nature appreciation and observation skills through activities, games and stories.

## Sinto Senior Activity Center

- CHOICE Program (Developmentally Disabled senior adult program) increased its clientele by 20%. The program offers recreation opportunities for senior-aged special needs clients who have been institutionalized the majority of their lives
- Wii Tournament Team traveled to several locations around the state and in Spokane to compete in tournaments. The team went 3-2 against teams from out of town
- Competed in PED's Walking Challenge, (Prevention, and Education & Development). 52 registered walkers won for most miles walked at 7,321



## Southside Senior Activity & Community Center

- Over 16,000 hours donated by committed volunteers
- Served over 7,000 lunches and dinners
- Hosted 8 community service projects

## West Central Community Center

- Offered a free summer youth outreach program for 48 days in A.M. Cannon Park. The program included activities, breakfast and lunch and served 35 kids a day for a total of 1,680 kids
- Offered a baseball skill development program during the winter and the kids that participated had a very successful undefeated summer season
- Offered a new summer reading program twice a week that served 40 kids a day

*My boys spent a full morning building a sailboat, before launching it at Cannon Hill Park, only to have it tip over and sink. But they spent the rest of the afternoon happily trying to fix the problem!*

Park Visitor Comment



# Department Goals for 2011

## 1. Finance and Budget

- a. Start 2012 budget preparation in February and include budget training
- b. Integrate the Roadmap to the Future Process into the 2012 Budget
- c. Identify at least five revenue strategies with the Park Board Revenue Committee that maximize return of existing services and facilities

## 2. Riverfront Park

- a. Begin Riverfront Park Master Plan Process
- b. Work with Spokane Tribe on Cultural Center for the Bosch Property
- c. Complete demolition and restoration of the YMCA Property

## 3. Dwight Merkel, Southeast and Franklin Park Sports Complexes

- a. Explore additional maintenance support for recreational facilities
- b. Provide excellent management, maintenance and scheduling of the complexes
- c. Open all nine Youth Baseball Fields in summer of 2011

## 4. Recreation Programs

- a. Grow social marketing campaigns to increase revenue using Facebook, Twitter, electronic newsletters, email blasts and interactive brochures

- b. Develop the Recreation Activity Guide to match the program areas identified in the Roadmap to the Future Master Plan

## 5. Complete "Roadmap to the Future" Master Planning Process

- a. Adopt the Roadmap to the Future Master Plan that includes actions to address growing deferred maintenance
- b. Begin implementation of the Roadmap to the Future Master Plan

## 6. Staff Development & Internal Communication

- a. Send out weekly Staff Update newsletter and monthly JOB News
- b. Conduct budget, presentation, leadership, and supervision training
- c. Hold a spring staff appreciation luncheon and a fall staff appreciation breakfast

## 7. Outreach & Education Opportunities

- a. Continue monthly production of Channel 5 "Walk in the Park" program
- b. Use news releases, web sites, email, Facebook, Twitter and other social media, along with traditional advertising (on-site signage, print ads, radio, TV, outdoor, transit, on-line banner ads) to reach citizens and grow revenue





## 8. Urban Forestry

- a. Pursue additional funding to sustain and grow the Urban Forestry Budget

## 9. Golf Program

- a. Develop financial policy and funding to address deferred maintenance at courses
- b. Develop and fund strategic marketing plan to promote golf

## 10. Park Operations

- a. Launch fundraising campaign with The Friends of Manito for Mirror Pond Improvements
- b. Review, identify, and update deferred maintenance and capital improvement needs in parks
- c. Continue improving irrigation systems and making other water conservation improvements

## 11. Planning & Project Management

- a. Plan, design, and administer special community projects within the parks
- b. Review, update, and approve the aquatics master plan
- c. Develop a procedure for implementing Community Development Neighborhood funded projects

# Awards & Recognition

Spokane Coeur d'Alene Living magazine awarded the following:

- Best Place for Family Fun: 2<sup>nd</sup> place Riverfront Park
- Best Golf Course: 3<sup>rd</sup> place Indian Canyon Golf Course
- Best Place for a First Date: 1<sup>st</sup> place Riverfront Park, 3<sup>rd</sup> place Manito Park

KREM-TV's Annual Z-Best of Spokane recognized The Creek at Qualchan as the Best Golf Course for 2010.

The national Arbor Day Foundation recognized Spokane as a Tree City USA for the 7<sup>th</sup> consecutive year.

Gary Lindeblad, Head Professional at Indian Canyon Golf Course, qualified to compete in the U.S. Senior Open.



Gary Lindeblad

Qualchan Head Professional Mark Gardner qualified and played in the National Senior PGA Championship



Mark Gardner

Riverfront Park was a finalist for the Spokane Regional Convention and Visitors Bureau Attraction of the Year Award, and Don Largent for "Heart of the House" Award. The Carrousel was recognized as a semi-finalist.



Don Largent

The Inlander's Best of 2010 honored the following:

- Best Golf Course: 1<sup>st</sup> place Downriver, 2<sup>nd</sup> place Indian Canyon
- Best Place to Go on a First Date: 1<sup>st</sup> place Riverfront Park, 2<sup>nd</sup> place Manito Park
- Best Place to Pop the Question: 1<sup>st</sup> place Riverfront Park, 2<sup>nd</sup> place Manito Park



# 2010 was an excellent year for trail development in the City of Spokane

Some of the projects include:

## Dwight Merkel Sports Complex Trails

Volunteers from the Northwest Neighborhood worked to complete a one-mile unpaved trail from the Dwight Merkel Sports Complex to Riverside State Park's trail system and the Spokane River.

Geiger Work Release and other volunteers constructed a 2.5-mile perimeter trail around the Joe Albi Stadium and the Dwight Merkel Sports Complex.

## Camp Sekani Connector Trail

75 college freshmen from Gonzaga University completed, in one day, a connector trail from Camp Sekani's parking lot to the Bike Park.

## Ben Burr Trail

A formal trailhead and better trail access points were established at both ends of Liberty Park's Ben Burr Trail. The Trail now includes an informational kiosk, power and irrigation controls, a bike rack, a trash receptacle, an ADA ramp and new sidewalks. The trail has been re-graded and surfaced for better access to Liberty Park and the neighborhood above Underhill Park.

## Fish Lake Trail

2010 marked the completion of almost 80 percent of this scenic 10.2-mile trail from the City of Spokane to Cheney.

After twenty years of planning, deal-making, advocacy and plain good luck, the ribbon-cutting ceremony and tour of the first two legs of the Fish Lake Trail were held on May 14, 2010.

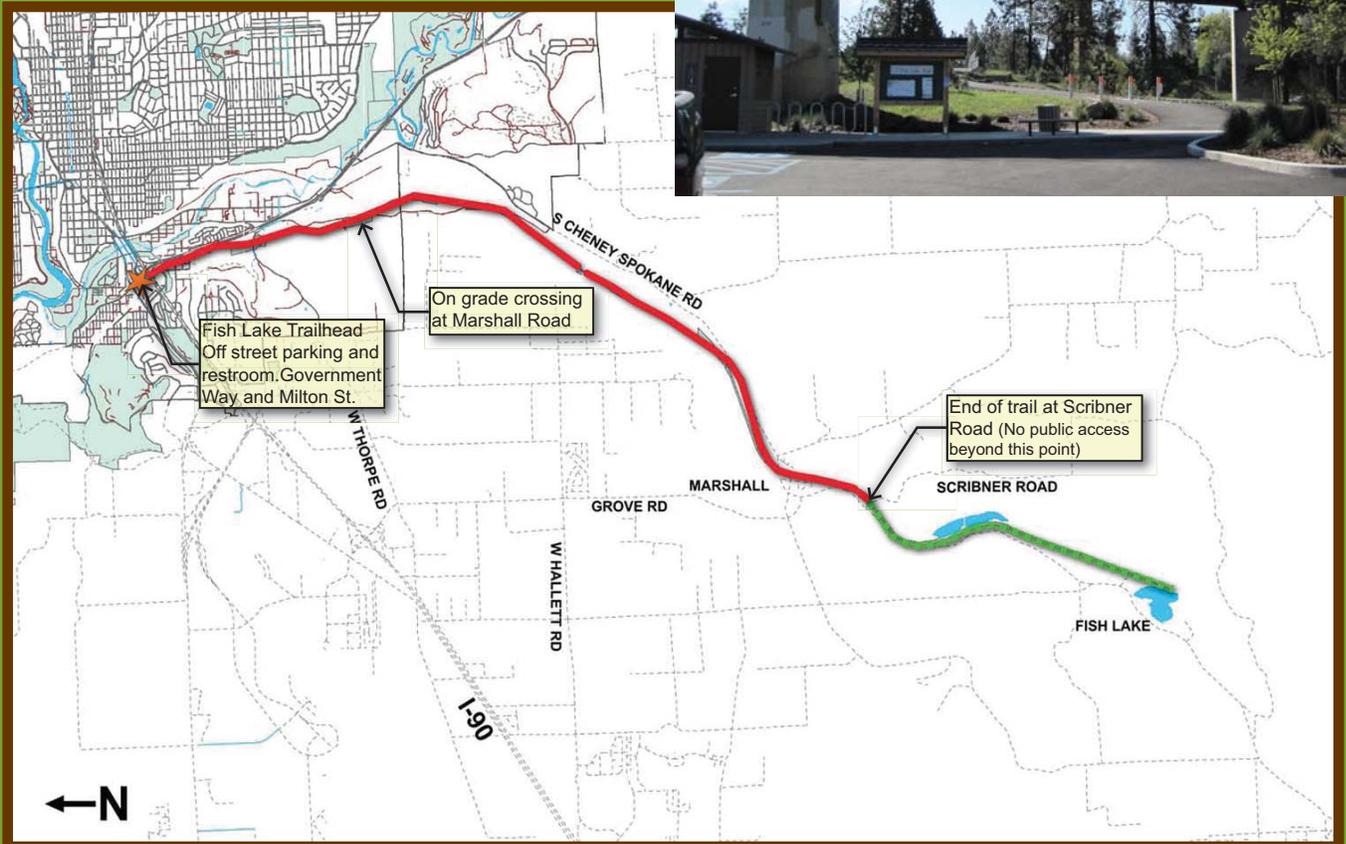
Today this heavily-used trail starts at Government Way near I-90 and ends at Scribner Road. It provides beautiful scenery with an essence of history and is sure to be a community treasure for years to come.

The City of Spokane hopes to connect the Fish Lake Trail to Riverfront Park and the Centennial Trail within the next ten years, if not sooner. Additionally, the City is looking at ways to connect the trail to High Bridge Park.





# Fish Lake Trail



**Fish Lake Trailhead**  
Off street parking and restroom  
Government Way and Milton Street

7.6 miles of paved trail  
to Scribner Road  
10.8 miles to Fish Lake

- PAVED TRAIL
- FUTURE TRAIL  
Currently Closed to Public





## Universal Playground

On May 25, 2010 the first Children's Universal Playground in Spokane was dedicated with a ribbon-cutting ceremony in Mission Park. The new playground provides opportunities for children of all abilities to play with their peers and siblings in the same setting.

The Universal Playground is part of ongoing work by the Spokane Regional Health District to develop a healthy lifestyle for children with lifelong disabilities who are at high risk for developing secondary conditions such as heart disease and diabetes. The Health District and Rotaract were primary supporters of the project.

The new playground is located adjacent to the existing play structure in Mission Park and will be maintained by the City of Spokane Parks and Recreation Department.

## Dog Park

SpokAnimal's Dog Park at High Bridge became a reality on December 27, 2010 when a three year contract between SpokAnimal and the City of Spokane Parks and Recreation Department was approved by the Park Board.

SpokAnimal provided \$40,000 to fence the site and to designate both large and small dog areas. The fencing took just three weeks to complete and already this off-leash dog park is being used by a variety of dogs and their human companions.

## We're being followed...

### Social Media

- Consolidated promotions for Twitter, Facebook, e-mail newsletters and web site to increase on-line sign ups from 35% in 2009 to 37% in 2010 and registrations from 14,032 in 2009 to 15,020 in 2010
- Almost 1,350 new people enlisted for our e-Newsletter lists, 3 new lists were started and 150 targeted e-Newsletters were sent out
- Received up to 1,100 Facebook page views per week and currently have 877 fans

### Web Site

Since April 1, 2010 the Parks & Recreation web site has seen the following:

- 154,566 visits; 104,631 unique visits
- The average number of daily visits is 562
- The highest traffic counts have been on July 1 and July 2 with an average of 3,299 visits
- The average visitor spends 2:33 minutes on the site and looks at 4.42 pages/visit

Site traffic comes from the following sources:

- 63.21% Search Engines (Google, Yahoo, Bing, etc.)
- 23.67% Referring Sites (spokaneriverfrontpark.com, spokanegolf.org, spokanecity.org, etc)
- 13.12% Direct Traffic (www.spokaneparks.org)

Some of the most popular pages:

- Aquatics
- Jobs
- Aquatics Facilities, Sports





## Donors

# THANK YOU

We couldn't do it without help from our partners:

### Fitness Fanatics

- Maintenance fees associated with using our snowmobile to groom local Nordic Ski trails

### The Friends of Manito

- Contributed over \$525,000 to Manito Park since their inception
- Mirror Pond project
- Sound system for Gaiser Conservatory

### REI

- Youth cross country skiing equipment

### Downtown Spokane Partnership

- Replaced all of the lights and cords on Riverfront Park's traditional Holiday Tree

### Corbin Art Center & Moore-Turner Heritage Gardens

- Friends of the Moore-Turner Heritage Gardens – underwriting the D.C. Corbin House Roof Replacement
- Spokane Preservation Advocates – grant for the D.C. Corbin House Roof Replacement
- Spokane Preservation Advocates – in honor of Marilyn Grossman, (3) tree replacements in Edwidge Woldson Park
- Spokane Watercolor Society – Corbin Art Center programs
- Washington Trust Bank –printing the Corbin Kids Summer Camp School Guide for Corbin Art Center

### MAKE A SPLASH

#### High Dive Donors:

- Auto Row
- Avista Foundation
- Northwest Orthopedic Specialists PS
- Emmanuel Presbyterian Church
- Spokane City Firefighters Union Local 29
- Greenstone Homes
- Pierce Trust Fund
- Sterling Bank
- Nelson, Roy & Leona Foundation
- Cameron Reilly, LLC
- Numerica Credit Union

### MAKE A SPLASH

#### Springboard Donors:

- South Hill Kiwanis
  - Spokane Suburban North Lions Club
  - Elaine Wood
  - Mission Community Presbyterian Church
  - West Spokane Kiwanis Club
  - Sam Endress
  - Downtown Rotary 21 Club
  - William & Cynthia Corrick
  - Dishman Dodge Chrysler
  - Daniel Fratini
  - Betsy Jewett
  - Spokane Police Guild
  - Spokane Shadle Lions Club
  - Lawrence & Mary Wright
  - Rotary Community Services
- Sponsor of Free Swim Days and Youth Passes
- Lions Club
  - Local 29
  - U-District Foundation

### SPOKANE PARKS FOUNDATION

- Scholarships for IMAX school groups and swim lessons
- Scholarships for Therapeutic Recreation and Northeast Youth Center programs
- Ski Chalet remodel
- Carrousel pole fabrication
- Audubon signs
- Whittier Park picnic tables
- Swim vouchers



### RIVERFRONT PARK'S 4<sup>TH</sup> OF JULY CELEBRATION

- Larry H. Miller Automotive
- KXLY Broadcast Group
- The INLANDER
- North by Northwest
- Cassel Promotions
- The City of Spokane
- Numerica Credit Union
- The Tea Party of Spokane
- The Guitar Center
- Silhouette Lights and Staging
- REIT Productions
- Lawton Printing

### THERAPEUTIC RECREATION DONATIONS

- Alex Atchen
- Kevin Vandeventer
- Stacie Bering
- Sarah Fullen
- Lewis Tyler
- Chance Parrish

### PERSONAL INTEREST DONATIONS

- Marlene Maurer

### BENCH SLATS ON HIGH DRIVE

- Sue Grainger
- Barbara Chisholm
- Margaret Bruya
- Chris Jeff Stevens



Leroy Eadie  
Director

### Park Board members in 2010:

Ross Kelley, President  
Randy Cameron  
Gary Lawton  
Kimberly Morse  
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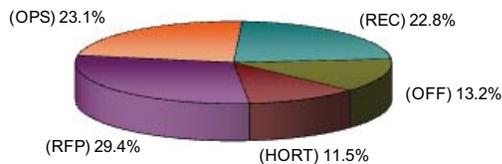
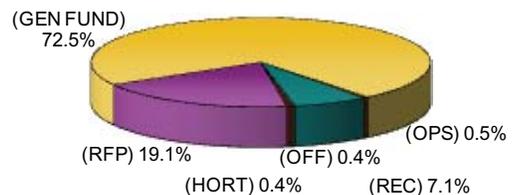
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# 2010 Financial Report

## 2010 REVENUE

GENERAL FUND	(GEN FUND)	72.5%	\$12,198,800
PARK OPERATIONS	(OPS)	0.5%	92,100
RECREATION SERVICES	(REC)	7.1%	1,194,700
ADMINISTRATIVE	(OFF)	0.4%	70,900
HORTICULTURAL	(HORT)	0.4%	65,100
RIVERFRONT	(RFP)	19.1%	3,208,000
REVENUE TOTAL		100.0%	\$16,829,600



## 2010 EXPENDITURES

PARK OPERATIONS	(OPS)	23.1%	\$3,703,400
RECREATION SERVICES	(REC)	22.8%	3,649,800
ADMINISTRATIVE	(OFF)	13.2%	2,104,700
HORTICULTURAL	(HORT)	11.5%	1,835,800
RIVERFRONT	(RFP)	29.4%	4,703,900
EXPENDITURE TOTAL		100.0%	\$15,997,600

## 2010 NET EXPENDITURES LESS REVENUE

PARK OPERATIONS	(OPS)	31.7%	3,611,300
RECREATION SERVICES	(REC)	21.6%	2,455,100
ADMINISTRATIVE	(OFF)	17.9%	2,033,800
HORTICULTURE	(HORT)	15.6%	1,770,700
RIVERFRONT	(RFP)	13.2%	\$1,495,900
NET TOTAL		100.0%	\$11,366,800
(Excluding General Fund)			

