

# Restoring the past. Capturing the future.

## Annual Report 2011



Photo by Northwest Artistic Photography

CITY OF  
SPOKANE  
**PARKS**  
& RECREATION





## Riverfront Park Conservation Futures Restoration

In 2011, the City of Spokane Parks & Recreation Department completed restoration work on the former YMCA site at Riverfront Park in downtown Spokane. Demolition started in late 2010 with site restoration through the spring and summer of 2011. Today, the land has been successfully restored to a natural state and will be enjoyed by the citizens and many visitors of Spokane for years to come.



The City began its pursuit of this project in the late '80s when it successfully acquired a "First Right of Refusal" on the property, then owned by the YMCA of the Inland Northwest. In 2006, the City of Spokane Parks & Recreation Department exercised its "First Right of Refusal" and placed a down-payment on the property. In 2008, the property was approved for funding from the Spokane County Conservation Futures Program to complete the purchase. In addition the Spokane Parks & Recreation Department was awarded a \$1 million grant from the Washington State Aquatic Lands Enhancement Account (ALEA) to assist in property acquisition costs.

For more information on the Spokane County Conservation Futures Program, please visit [www.spokanecounty.org/parks](http://www.spokanecounty.org/parks).



# Letter from the Director



Dear Citizens,

2011 was another great year for your City of Spokane Parks and Recreation Department. I have the privilege to work along side some the best and brightest who take pride in providing parks, recreation and entertainment services to you.

In 2007, you helped to secure funding through a Parks Improvement Bond to construct 6 aquatic centers, 11 splash pads, the beautiful Dwight Merkel Sport Complex and 9 youth baseball fields. Through the tireless efforts of Parks' staff and contractors, all of these projects were completed and are now available to provide safe, accessible and exciting recreation opportunities to our community. I hope you all have had a chance to visit these new facilities and can appreciate the support our community gives to recreation.

Our next big project is an update to the Riverfront Park Master Plan. Implementation of this Master Plan will most likely be the next big capital project for Spokane Parks and Recreation. Our City is very fortunate to have such a beautiful park right in the core of downtown and it is time to improve it's infrastructure, freshen up the place, and determine the types of entertainment and recreational facilities that will best support future activities in the park. I can't say how excited I am to take on this project – honestly, I feel that I am easily the luckiest Park's Director in the Country.

Not only are our citizens supportive of Spokane Parks and Recreation, they also guide the policy and budget through an 11 member Park Board. The 2010-2011 Park Board President, Ross Kelley, has put extensive time and effort forward for Spokane Parks and Recreation and did so as a volunteer. I would like to thank Mr. Kelley for work well done!

Much has been accomplished for Spokane Parks and Recreation in 2011. A couple items that stand out to me are the demolition and restoration of the former YMCA site in Riverfront Park to a beautiful conservation area, completion of the youth baseball fields, construction of the Chief Garry monument by the Spokane Tribe, Edwidge Woldson Park Dedication, Grant Park and Peaceful Valley Community Gardens, increased budget for Urban Forestry, and beginning the process to develop sustainable funding and a structure model for youth and senior recreation center funding.

We couldn't accomplish much of what we do without the continued support from our amazing partners including the Spokane Parks Foundation, Friends of Manito, Friends of the Moore/Turner Heritage Gardens, Finch Arboretum Conservators, SpokAnimal, Friends of the Centennial Trail, Inland Northwest Trails Association, Make a Splash, Project Joy, Sinto Senior Center, Corbin Senior Center, East Central Community Center, West Central Community Center, Hillyard Senior Center, Northeast Youth Center, Mid City Concerns Senior Center, Southside Senior Center, and Peaceful Valley Community Center. I also have to thank Spokane County Parks and Recreation and Spokane School District 81 for being excellent team players over the years.

As I look forward to 2012, I can't help but to think what a great place we live in. I am excited to continue to lead efforts to make our home a place of pride and enjoyment. Thank you citizens of Spokane for supporting Parks and Recreation.

Sincerely,

Leroy Eadie

Spokane Parks and Recreation Director





## Awards & Recognition

### Service Pins

February	Kacey Burke – 10 yrs
April	Judy Babb – 20 yrs
	James Hitchcock – 10 yrs
	Kathy Parsons – 30 yrs
July	Russell Anderson – 20 yrs
September	Dale Larsen – 20 yrs
October	Sam Song – 5 yrs
	Michael Green – 5 yrs
November	Kathleena Keck – 5 yrs
December	Peter Caruso – 10 yrs

### Awards



#### TREE CITY USA AWARD PRESENTATION

*7<sup>th</sup> Consecutive Year Spokane Receives Designation*



#### INLANDER'S

*"Best of the Inland Northwest:"*

- Best Free Festival  
*1<sup>st</sup> place - Pig Out In the Park*
- Best Outdoor Recreation Guide Service  
*2<sup>nd</sup> place - Spokane Parks & Recreation*
- Best Playground  
*1<sup>st</sup> Place - Manito Park*  
*2<sup>nd</sup> Place - Riverfront Park*

## Check Out Our Numbers

- ▶ There are **84** city-owned Parks in Spokane
- ▶ There are **41** city-owned Tennis Courts in Spokane
- ▶ There are **36** city-owned Basketball Courts in Spokane
- ▶ There are **74** Athletic Fields that are operated/owned by the Spokane Parks & Recreation Department.
- ▶ We operate over **28.5** mi of trails.
- ▶ There are **17** city-owned Splash Pads.
- ▶ There are **3** skate parks operated by the Spokane Parks & Recreation Department.
- ▶ **793,627** = Number of visitors that visited attractions at Riverfront Park in downtown Spokane.
- ▶ **151,587** = Rounds of Golf played at the City's four Golf Courses.
- ▶ **14,994** = Number of registrations for recreation programs.
- ▶ **130,001** = Number of visitors to the City's newly renovated Aquatics Centers.





# 2011 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.

## Golf Division

- Sold 128849 rounds of golf as of October 27th, 2011
- 7th Annual City Championship was a big success.
- Advertised in various publications both locally and in our drive-market communities.

### Esmeralda

- Work was completed on a tree pruning and thinning project.

### Creek at Qualchan

- Bank Stabilization Project was completed in July.
- Completed Sand Trap Project

### Indian Canyon

- Hosted the 24th Annual Rosauers Golf Tournament in July.
- The Driving Range drainage project was completed.

### Downriver

- Bathroom repair work was completed.
- Worked with Waste Water Department to successfully complete the reclaimed water pilot program.



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GOLF 





# 2011 Accomplishments by Division

## Parks



## Operations

- Installed irrigation control conduit between islands on Mission Ave for automatic control. This will increase efficiency by eliminating prior time-consuming maintenance plans.
- Completed over 700 repair and service orders for Park and Golf Course equipment.
- Negotiated agreement for compensation for use of Park land for storm water purposes.
- Installed updated signage on more than 40 Park restroom buildings.
- Processed and scheduled over 720 reservations and events in Park areas.
- Constructed terraced rock retaining wall at Liberty Park.
- Addressed high levels of vandalism and graffiti in Park areas.
- Renovated fall surfacing on 12 playgrounds, painted metal swing sets and repaired aging and broken equipment.
- Designed and constructed new dumpster enclosure at Thorton-Murphy Park.
- Painted numerous park buildings and fixtures, including all the buildings at South East Sports Complex and Manito Park.
- Installed new sign for the Therapeutic Recreation on the Mt. Spokane Winter Sports Chalet.
- Repaired rock bridges at Cannon Hill and rock fascia on numerous park buildings.
- Completed temporary safety repairs to stairway access at Cliff Park and new access has been engineered and designed and is now ready to bid.
- Installed new accessible drinking fountain, baseball diamond bleachers and renovated basketball court at Corbin Park.
- Installed automatic irrigation system on remaining portion of Shadle Park.
- Put new roofing on remaining flat section of roof at Park Ops and repaired leaking section.
- Installed new roof on old Witter bathhouse.
- Repaired and restriped parking areas at Operations Complex.
- Removed and replaced asphalt on Franklin Park's west parking lot.
- Expanded fire sprinkler system in equipment repair shop to meet code.





## Horticulture

- Manito Greenhouse staff produced 51,760 annuals for the Duncan Gardens and other park areas.
- New Greenhouse constructed in 2010 was officially opened to public. The new greenhouse, along with the existing, are now being outfitted with more efficient computerized environmental controls.
- Design and engineering work was completed for installation of a salvaged swimming pool boiler to heat the greenhouses and completed Request for Quotes process.
- Re-graded slope and path along Tekoa Street to create more useable connection between upper Manito and lower Manito Park.
- Worked with Friends of Manito to launch a significant fundraising campaign to renovate Mirror Pond.
- A new memorial bench was added to Manito Park overlooking the Lilac Garden.
- Implemented new software application to manage inventory of Manito plants.
- Continued work on removing invasive plant species and establishing native plantings in Manito Park.
- Established new support group for the Arboretum known as the Finch Arboretum Conservators.
- Planted 42 new trees and shrubs at Finch Arboretum with help from an Associated Garden Clubs of Spokane grant.



- Created new planting plan for the recently completed Riverfront Park Conservation Area that is geared toward reducing costs and maintenance issues.
- Obtained Shoreline Substantial Development Permit Exemption for re-establishing native vegetation around Canada and Havermale Islands in Riverfront Park.
- Set new attendance record for Holiday Lights display with over 8,000 visitors.
- Completed design work for phase one irrigation improvements.
- Researched options and cost for Gaiser Conservatory improvements to be funded by the Jewett Foundation.
- Replaced Eleanor Shank Sivyer Garden House on east end of Conservatory through an Eagle Scout project.
- Created new landscape at Riverfront Park's north gate entrance.



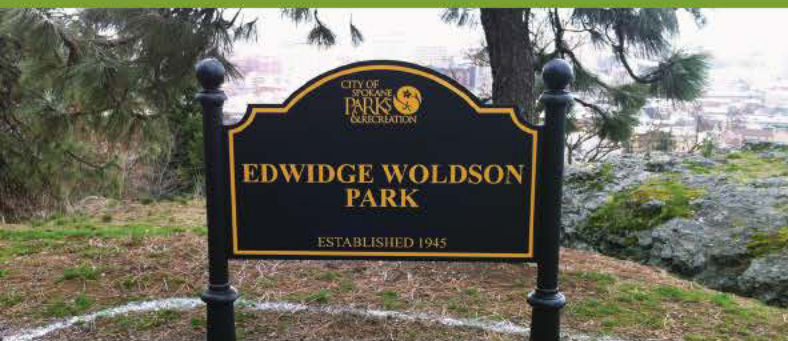


# 2011 Accomplishments by Division



## Park Planning

- Designed and installed new decorative lighting fixtures at Corbin Park.
- Designed and installed the Polly Judd Park “pancake” neighborhood shelter.
- Worked with community groups in administering the design and installation of “The Gathering Place” Chief Garry Monument at Chief Garry Park.
- Worked with SpokAnimal in the planning and design process for the newly opened dog park at High Bridge Park.
- Worked with community leaders and the public in planning and administering two community gardens on Park land at Grant Park and Peaceful Valley River Walk.
- Managed the design and construction of the Hillyard neighborhood’s electrical project at Harmon Park.
- Provided project management and support for all the new youth baseball fields and the Dwight Merkel Sport Complex.
- Designed and planted native pine trees at the Peaceful Valley River Walk through funding from a DNR grant.
- Planned and fabricated all Aquatic Center informational signs.
- Designed and administered installation of the Edwidge Woldson Park signs.
- Completed the design phase for improvements at Stone Street Park, Chief Garry Park, Mission Park, A.M. Cannon Park, Dutch Jakes Park, High Bridge Park and Wentel Grant Park.
- Completed the site layout and construction for a new basketball court at Mission Park.
- Partnered with the Friends of Manito to design the Mirror Pond recognition monument at Manito Park.
- Converted an existing volleyball court at Chief Garry Park into a short basketball court with full size standards.
- Participated in the development of a Habitat Management Plan and the design phase of the Centennial Trail east of Monroe Street adjacent to the Kendall Yards Development.
- Developed plans for Pedestrian Guard Rails on the Blue Bridge in Riverfront Park.
- Administered the design phase for the Cliff Park Staircase addition and renovation project.
- Worked with Park Operations Staff in developing an irrigation design for Shadle Park.





## Urban Forestry

Sustainable Growth and Stewardship through Collaboration and Cooperation  
Outreach and Education

### New Programs and Partnerships

- The Lands Council and Urban Branches Spokane (MOU)
- Geiger Corrections Nursery (Inter-local Agreement)
- NeighborWoods (9 active citizen stewardship groups and growing)

### Sustained and Strengthened Existing Partnerships

- Washington Department of Natural Resources
- Spokane County Conservation District
- Community Canopy
- The Susie Forest
- Avista

### Grant-funded Projects

- Logan Neighborhood Pilot Project – An Urban Forest Resource Inventory
- AmeriCorps Education and Outreach intern
- Public Education Campaign

### Trees Planted (year-to-date)

- 91 by Urban Forestry Staff
- 438 by Street Tree Permit
- 763 through partnership
- 10,000 on Reforest Spokane Day

### Trees Pruned (year-to-date)

- 467 by Urban Forestry Staff
- 1145 by Street Tree Permit

### Trees Removed (year-to-date)

- 278 by Urban Forestry Staff
- 235 by Street Tree Permit
- 25 Acres of forest ecology/fuels reduction



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URBAN FORESTRY





# 2011 Accomplishments by Division

## Riverfront Park

- Riverfront Park continues to host outstanding local and regional events, favorite entertainment options, popular park facilities and outdoor experiences for both residents and visitors alike even in a challenging economy offering affordable, accessible options. Strong management, staff dedication, a very hardworking seasonal staff and favorable weather June through December offered the opportunity for Riverfront Park to end 2011 with an exceptionally strong 99.8% of revenue and 96% of expenses.
- Concessions, Carrousel and Parking all had record breaking revenue years.
- Food services increased Manito Park Bench sales by 12%, Carrousel Café by 45%, hosted its largest catering event with over 2700 guests while successfully opening and Dwight Merkel Sports Complex concessions.
- Successfully coordinated with contractors on several major construction projects including the Riverfront Park Conservation Area (formerly the old YMCA site), Havermale Island/Amphitheatre enhancement and Avista riverbed restoration.
- Hosted a variety of major public events including First Night, St. Patrick's Day Parade, Armed Forces Torchlight Parade, Junior Lilac Parade, Bloomsday, HoopFest, Royal Fireworks Concert, Kids' Day, Unity in the Community, Pig Out in the Park, SpokeFest, Octkober Fest, and more.



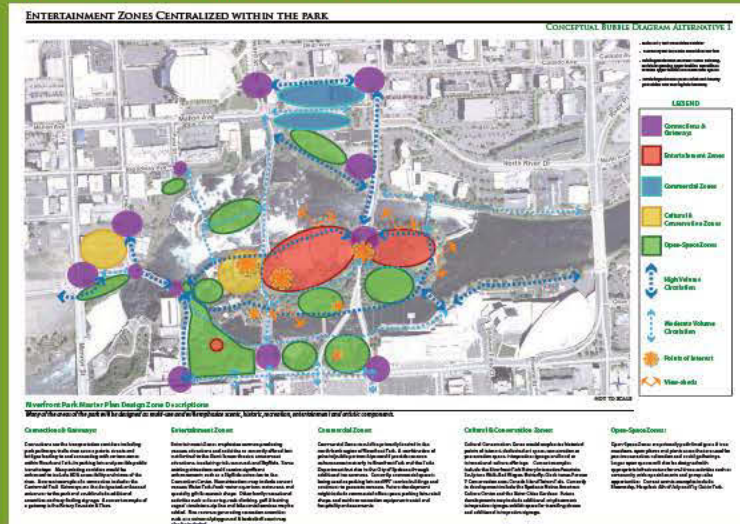
- The Fourth of July Festival at Riverfront Park hosted an estimated 40,000 spectators passing through the park during the day enjoying live music, children's activities, international food offerings, Riverfront Park rides and attractions and roving performers. New this year was: the addition of a community parade with the Spokane Thunder – a local drum and bugle corps, the nationally acclaimed Blue Knights – a 150 member drum and bugle corps from Denver Colorado and an adult beverage garden sponsored by Spokane's own Northern Lights Brewery. The evening was once again capped off by a performance from the Spokane Jazz Orchestra and a rousing round of applause at the culmination of the Fireworks display.
- Recycled over \$70,000 of useable items from the former YMCA building.
- Implemented online sales for season and day passes, with over 33% of transactions now processed online.
- Streamlined cash room procedures and able to do so with purchasing less than \$500 of equipment for bill and coin counters.
- Park Security responding to 2,237 calls for service between May 1st and Aug 31st, up from 1,196 in 2010.
- Park Security issued 161 Civil Infractions compiling over \$54,479 in fines.
- Over 800 highly qualified applicants applied for positions at the annual Job Fair in February.



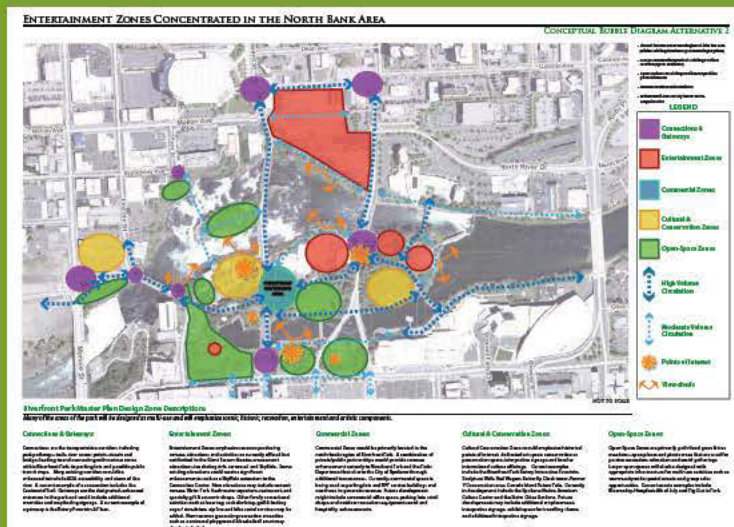


- The IMAX Theatre is now offering full-length feature films such as *Harry Potter*, *Real Steel*, *Roar*, *Arabia*, *Happy Feet Two* and the *Polar Express*. These films complimented the free KSPS documentary series shown throughout the summer.
- Focused marketing efforts through traditional media, website, newsletter, Facebook, Groupon, and online sales. The combined efforts proved to be key components of a successful year.
- The RFP Master Plan committee made progress with the development of a new RFP Master Plan. Conceptual alternatives were introduced to stakeholders resulting from responses gathered through a public and stakeholder survey.
- Received a ¾ ton pickup and sander and 2 utility club cars from FEMA money
- Coordinated Riverfront Park transition for both a new bank and new payroll system.
- The 2nd Annual Friday Night Manito Music Series, sponsored by the Spokane Parks Foundation, averaged 180 guests, generating an additional 10% revenue compared to 2010.

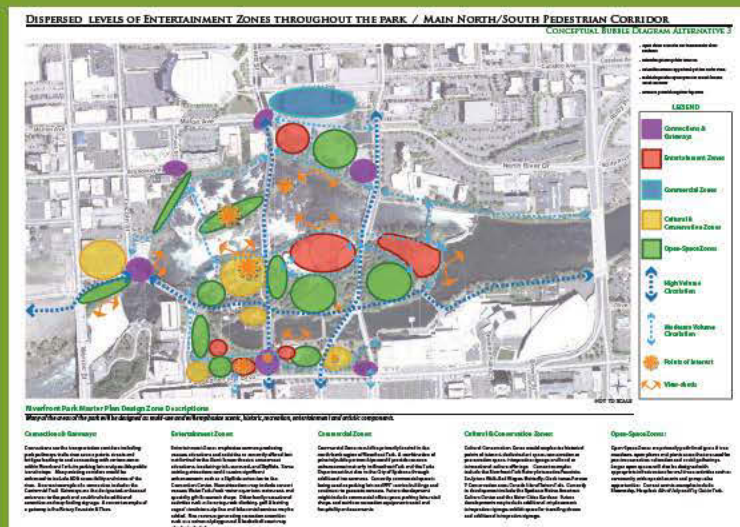
## RFP Master Plan – Alternative 1



## RFP Master Plan – Alternative 2



## RFP Master Plan – Alternative 3





# 2011 Accomplishments by Division

## Recreation Division

### Personal Interest

- The Personal Interest Fitness and Wellness Program offered a variety of fitness activities with an attendance of over 1,517 participants.
- Partnerships and contracted programs were explored with Inland Imaging and ESD 101 (Educational Support District). The Worksite Wellness Program was developed with the two organizations. Spokane Parks & Recreation provided fitness classes to their employees throughout the year. We plan to contract out with more businesses in 2012.
- The Fitness Punch Card was implemented offering a wide range of fitness classes to fit peoples individual schedules.

### Outdoor

- Operated 71 private group outdoor activities with a total revenue of \$17,839. Revenue is up 14% for group programs over last year.
- Working with the Wounded Warrior Project to provide winter activities for our wounded vets.
- Continued a great partnership with the Spokane River Forum by operating eight guided kayak day trips and one overnight trip on the Spokane River. The guided trips were accompanied by eco tour, river education, local officials and wonderful scenery.

### Therapeutic Recreation

- TRS received three grants for adaptive ski equipment to enhance the lessons we provide to children and adults with disabilities. \$3,400 was received from Rotary 21, \$4,500 from the Spokane Parks Foundation and \$2,500 from an anonymous donor to be used specifically for Nordic equipment.
- Adapted Snow Sports Chalet at Mt. Spokane received a new sign with the current Parks & Recreation official logo.
- Attended Arc of Spokane Awards Banquet where TRS-nominated Mt. Spokane Ski & Snowboard Resort was awarded the "Organization of the Year" Award for their ongoing support of people with developmental disabilities.





## Aquatics

- In three years improved the cost recovery of Aquatics from 18% up to the 40% range.
- Hosted over 120,000 visitors to the six new Aquatic Centers.
- Taught 1,200 participants in more than 314 swim lesson courses.
- Received a total of \$6,000 in scholarship funds from the Spokane Park Foundation that lead to 125 kids able to take swim lessons this past summer. Of these, 78 kids, accompanied by their parents, were from the West Central neighborhood and participated through the Promise Neighborhood grant. These families received lessons, education materials, and an end-of-lesson party. These efforts will lead to more kids and families being aquatic ready, safe, and swimming in the future.
- Worked with the Spokane Fire Department in the purchase and application of nine Automated External Defibrillators (AEDs).
- Worked with the Spokane Fire Department to streamline emergency response to incidents through "live" drills and pre-season training.
- Initiated partnership with USA Swimming 'Make A Splash' foundation in order to participate in 2012 swimming lesson scholarship program. Thus far we have received 27 free swim suits for our local children. We hope to receive between \$4,000 to \$6,000 in scholarship funds from the USA Swimming MAS foundation for the 2012 season.



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AQUATICS 







## Recreation Division

### Facilities

- Kicked off new recreation maintenance department that successfully took control of Dwight Merkel, Southeast, and Franklin Sports complexes, in addition to A.M. Cannon and Hillyard ball diamonds.
- Rehired field allocation position in April in response to growing need of our local user groups and created the Field Allocation Advisory Committee to address the process of allocating and using of the area fields.
- Initiated over-seeding program at Dwight Merkel Sports Complex, Southeast Sports Complex and Franklin Park Sports Complex.
- Improved infrastructure of Southeast Sports Complex including playability, aesthetics and irrigation control.
- Improved aesthetics and safety of Franklin Park softball complex through the efforts of the Operations division painting crew that painted the buildings and the recreation maintenance crew that put countless hours into improving the quality of the fields.
- Successfully grew Dwight Merkel youth baseball field.
- Successful re-sod of B.A. Clark Park.
- Hosted first-ever outdoor Arena Football League Game at Joe Albi Stadium, which drew over 16,200 fans. This was the largest crowd ever to attend a Shock Football game.
- Several facility improvements were made at Joe Albi including the installation of a new Digital Sound Processor, wireless microphone system, and wireless signal transmitter for future wireless internet capabilities. In addition, all bleachers and buildings were power-washed and cleaned. Surrounding turf was weeded, fertilized, and herbicide sprayed throughout. Beautification of the pavilion and south end zone hill. Strategic removal of shrubbery and branches was completed to enhance viewing from all angles of the stadium.
- Served more than 35 separate user groups at approximately 50 different locations.
- Recorded 21,000 hours of field use by various groups at area parks.
- At Dwight Merkel Sports Complex and Albi Stadium we hosted 50,036 sports participants and 94,875 spectators between August and Mid December. The total of 144,911 guest were just people at the complex for scheduled activities and does not include the amount of people using the BMX, Skate park, walking trails, splash pad or community park.



*I am resident of Brownes Addition and I am not really reporting a problem as much as I am reporting a solution. Her name is Denise. She is the groundskeeper for Cda park and I never seen a cleaner place. I've been in BA for about a year and a half and I go to the park regularly with my dog and it is ALWAYS looking great. I'm from the east coast so maybe we keep messier parks or something; but I met Denise the other day to thank her and she was also very sweet to talk to. Oftentimes we take a moment to complain about a problem but forget to say nice things about nice people who do good work. I just wanted to take a second to say that I appreciate the way the park looks. Keep up the good work SP&R.*

Deacon Cross





## Corbin Art Center & Moore-Turner Heritage Gardens

- The Corbin Kids 2011 Spring Break Camp Program for children ages 6 – 11 experienced a 15% increase in revenue.
- Corbin Art Center partnered with Eastern Washington University during the 13th Annual Get Lit! Festival. There were 120 registrations for the programs on Saturday, April 16, 2011 with a 50% increase in revenue this year.
- The Corbin Art Center and the Recreation and Entertainment Division sponsored “Make It Art” for Children at the Northwest Museum of Arts and Cultures’ 2011 ArtFest, June 3, 4 & 5, 2011.
- Capital projects were completed at the Corbin Art Center including repainting the building interior, installing new linoleum, carpet, and rain gutter, and preserving the historic basalt retaining wall.
- The Spokane Landmarks Commission awarded a Certificate of Appropriateness for the Moore-Turner Heritage Gardens 2007-2011 As-Built Planting Plan and Plant Lists.
- A ponderosa pine, hemlock, and fir were planted in Edwidge Woldson Park with funding from the Spokane Preservation Advocates’ Marilyn Grossman Fund.
- The Edwidge Woldson Park Dedication was held on Friday, May 13, 2011 sponsored by the Friends of the Moore-Turner Heritage Gardens.





# Centers & Services

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

## East Central Senior Center

- East Central Senior Center generated 8,644 volunteer hours, to supplement our existing staff help our classes and programs run smoothly.
- One of East Central's Senior volunteers, who serves as Mrs. Claus at our annual youth Christmas event, was featured in the Spokesman Review.
- Our lunch program attendance increased by 42%. (In 2010, we served 8,604 meals. From January to November, we have already served 12,178 meals.)

## Corbin Senior Center

- The admission free Movin' & Groovin' Fair offered valuable information provided by over 60 vendors. It also provided free screenings for glucose and cholesterol. The fair attracted around 400 visitors.
- Corbin's annual Munch & Mingle Auction raised funds for a new stage lighting system and made an upgrade to the existing sound system financially possible.
- Over 1,200 people went on Corbin's 108 day tours. Corbin's biggest Extended Tour was the Boeing & Clipper with 27 participants which toured the massive Boeing facility at Everett and the new aerospace museum and also included a whale watching cruise through the San Juan Islands.

## Hillyard Senior Center

- Hosted Annual Dinner Auction Fundraiser which yielded over \$22,000 for annual operational budget of the center. Included over 250 attendees with special guest George Maupin of KHQ-6 TV as well as Local recording artist Adriano Ferraro as the evening entertainment.

- Collaborated with 4 other senior centers and Park Place Retirement Community to offer a combined all city fundraiser at the Civic Theatre. The Presentation "Thoroughly Modern Millie" raised nearly \$10,000 combined for area the local area senior programs.
- Offered over 80 day trips, 6 overnight tours, 10 Special Events, 2 bowling leagues, Summer Croquet League, over 100,000 participation hours, and over 10,000 hours of community volunteerism through the Retired Senior Volunteer program.

## Mid-City Concerns

- Traveled to Bear Lake for our annual summer fishing trip. Spent an entire day fishing, relaxing, and socializing, while we caught a variety of fish. We enjoyed a delicious lunch by the lake and basked in the beautiful weather.
- Traveled to Coeur d'Alene park for a day of barbequing and playing a variety of games. The weather was beautiful and our seniors loved playing croquet, Bingo, and Frisbee.
- Hosted our annual Christmas Party at our senior center. We invited the Christian Youth Theatre Carolers to perform a variety of Christmas songs. The center was filled with holiday cheer!

## Northeast Youth Center

- The Northeast Youth Center has celebrated 40 years of service to the community this past year!
- We have served more than 500 participants in our school year and summer programs. We have offered more than 30 different programs and the biggest camps offered are still the Barbie Party, Harry Potter and Camo Camp.





- We recently added a recreation room in the facility so the kids can come and play pool, foosball, ping pong, Wii and many other recreational activities to keep the kids active and out of trouble. We also have opened our center on Saturdays so the kids can come to us for games and fun.
- Leadership Spokane and Itron has helped to donate a library to us! We now have an area for kids to come and spend some time reading their favorite books. The library has over 1,000 books, 6 laptops and plenty of new tables and chairs so kids from all over the neighborhood can come and enjoy some quite time.

### Project Joy Senior Entertainers

- Auditioned and accepted seven new entertaining units: Acoustic Image Trio, Storyteller, New Criterion Banjo Orchestra, Timeless Trio Sing-along, Country Western Singing Duo, and two soloists – piano and male singer.
- Project Joy's STRING'S PLUS quintet provided weekly background music during July and part of August at the Café at Manito Park.
- Annual Meeting/Awards Banquet featured intergenerational entertainment with the 55 member Project Joy Orchestra directed by Dr. Kevin Hekmatpanah and aspiring opera singer, North Central High School senior, Anthony McCain. The Merian Herzer Award, given annually to member(s) for outstanding contributions to Project Joy and the Spokane community, was awarded to Ray Krebs and Les Nygren.
- Project Joy provided entertainment to an audience count of approximately 18,000 during 2011.



### Southside Senior Center

- Increased exercise class offerings and participation by 17%.
- Hosted Health and Wellness Fair in the summer and Travel Fair in late winter, attracting almost 300 people to both.
- Enhanced our operations and ability to provide expanded services with the help of dedicated volunteers who logged over 10,000 hours during the year.
- Took some 1,250 travelers on 95 day trips, and seven overnight-extended stay trips – to Greece, Italy, New York and other exotic locales.

### West Central Community Center

- Created new collaborative partnership with local church to offer bi-monthly family fun activity nights.
- Offered Sports skills development program once a week during off season for hockey and baseball.
- Secured equipment grant funding from Rotary and Welty foundation to purchase indoor batting cage, new TV/CD player and a Karaoke system.





# Marketing & Communications

- Issued 147 News Releases and provided media management for various projects and issues department wide. News releases and media advisories are distributed to over 350 key representatives including City Staff, Media, Park Board and the general public.
- Worked with advertising agency Magner Sanborn to develop strategies and promotions for various department programs and services with a goal of cross-promoting all divisions to enhance revenue.
- Purchased STA Bus Wrap featuring our department's "Get Out" campaign creative, which is still out and about on Spokane streets.
- Increased efforts to promote Aquatics' programs and rental opportunities. This included purchase of unique "tear-drop" banners for utilization at local Aquatic Centers.
- Worked with advertising agency Magner Sanborn on Win Big! Campaign focused on revenue enhancement through increasing online interaction on the department's Facebook Page. The department's Facebook Page now has over 3400 "likes," which is above industry average.
- Worked to increase following on the department's Twitter page, which is just under 1,000 followers.
- Distributed 12 issues of JOB News listing available positions and introducing new permanent staff. JOB News is a digital publication that is distributed internally to all staff and posted in all divisions on a monthly basis
- Distributed 50 issues of Staff Update. Staff Update is a digital publication that is distributed weekly to all staff and Park Board members. It

also serves as a department update for key City personnel including the Mayor, City Manager, Council President & Council members.

- Posted 12 issues of the Director's Report to the website. The Director's Report is issued monthly for staff, the public and Park Board.
- Designed, edited and published the department's 2011 Annual Report which will be released publicly at the Park Board's February 9 meeting.
- Worked with City Cable Channel 5 to film "Walk in the Park," the department's bi-monthly television broadcast. In addition, City Cable Channel 5 filmed and published all monthly Park Board meetings for 2011. All are available on-demand on the Channel 5 website.
- Worked with staff to post minutes from all Park Board meetings, special meetings and Committee meetings, which are now available on our website.
- The Internal Communications Committee meets monthly to provide oversight of the department's communications efforts works to improve communications in the workplace and helps coordinate staff appreciation activities.
- Currently we are working with a Marketing Intern to develop and publish a department-wide Staff Handbook.



*I moved to Spokane last summer and have been continuously impressed by the level of attention your organization brings to Spokane's parks and green spaces. Every time I run through Riverfront Park, walk through Manito, or bike to the Arboretum, I feel grateful to be a part of a community so committed to preserving these important areas—from the river that cuts through the heart of the city, to the bike paths and running trails that allow us to escape it so easily.*

Anna Vodicka





# Out & About with Staff

The Spokane Parks & Recreation Department consists of 89 full-time employees and over 600 temp/seasonal staff.





# Budget & Finance

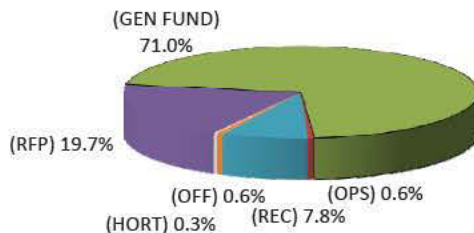
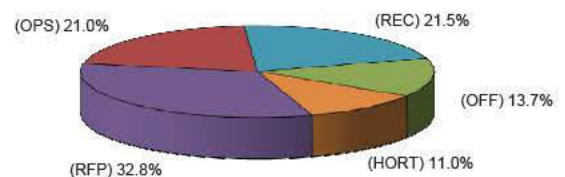
- For January through Oct 2011 paid 2722 invoices
  - Hired five new permanent employees
  - Totaled and tracked 17 on-the-job injuries
- Transitioned to new banking services provider to reduce costs.
- Completed 2010 year-end financial information by required deadlines.
- Currently working with HR to train on new

HRMS system for 2013 scheduled deployment.

- Worked with the City's Purchasing department to utilize bid process for several items throughout the department.
- Worked with various Park Board committees and staff to identify budget shortfalls for 2012 and adjust as needed to balance 2012 budget.
- Riverfront Park is on track to meeting cost recovery expectations for 2011 budget.

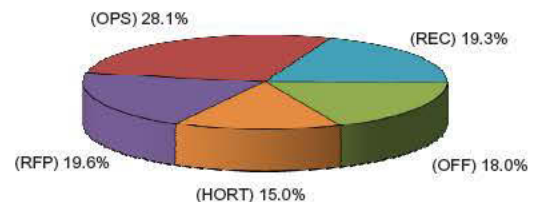
## 2011 REVENUE

GENERAL FUND	(GEN FUND)	71.0%	\$12,260,100
PARK OPERATIONS	(OPS)	0.6%	97,700
RECREATION SERVICES	(REC)	7.8%	1,350,400
ADMINISTRATIVE	(OFF)	0.6%	104,500
HORTICULTURAL	(HORT)	0.3%	44,100
RIVERFRONT	(RFP)	19.7%	3,398,700
REVENUE TOTAL		100.0%	\$17,255,500



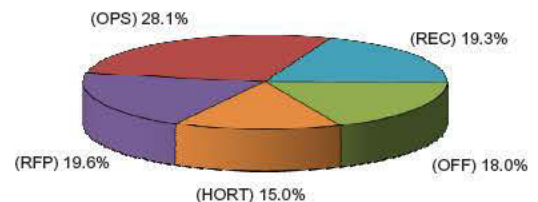
## 2011 EXPENDITURES

PARK OPERATIONS	(OPS)	21.0%	\$3,852,500
RECREATION SERVICES	(REC)	21.5%	3,932,800
ADMINISTRATIVE	(OFF)	13.7%	2,510,400
HORTICULTURAL	(HORT)	11.0%	2,026,200
RIVERFRONT	(RFP)	32.8%	6,020,800
EXPENDITURE TOTAL		100.0%	\$18,342,700



## 2011 NET EXPENDITURES LESS REVENUE

PARK OPERATIONS	(OPS)	28.1%	3,754,800
RECREATION SERVICES	(REC)	19.3%	2,582,400
ADMINISTRATIVE	(OFF)	18.0%	2,405,900
HORTICULTURE	(HORT)	15.0%	1,982,100
RIVERFRONT	(RFP)	19.6%	\$2,622,100
NET TOTAL		100.0%	\$13,347,300
(Excluding General Fund)			





# Department Goals for 2012

## Budget & Finance

- ▶ Avoid using Capital Funds to cover 2012 Budget Shortfalls
- ▶ Develop 6-year Capital Improvement Program
- ▶ Incorporate deferred maintenance into the 2013 Budget
- ▶ Create 2013 Parks and Recreation Fee Schedule to be adopted by Park Board
- ▶ Implement strategies to decrease interfund charges from the General Fund to the Parks Fund

## Riverfront Park

- ▶ Adoption of updated Riverfront Park Master Plan by Park Board
- ▶ Develop financing and business plans to implement the Riverfront Park Master Plan
- ▶ Build necessary facilities needed to support the Rotary Fountain

## 2007 Bond Projects

- ▶ Open Youth Baseball Fields for league use
- ▶ Make improvements to UTF Skate Park

## Recreation

- ▶ Participate in Mayor-initiated process to identify sustainable funding and organizational structure for all community, senior and youth centers

- ▶ Reorganize Recreation/Entertainment Services Division to efficiently manage recreation programs and services under direction and creation of a new Recreation Division Manager

## Park Projects

- ▶ Design solution for Cannon Hill Pond water loss
- ▶ Assist in construction of Centennial Trail through Kendall Yards Development
- ▶ Complete all Community Development Block Grant funded park projects
- ▶ Install new picnic shelter at Manito Park, 25th Avenue and Tekoa Street

## Golf

- ▶ Manage revised 2012 Budget with less overhead costs and increased revenue
- ▶ Create sustainable 2013 Golf Budget that replenishes the depleted reserves
- ▶ Develop a Golf Master Plan that explores new funding and organization structures

## Urban Forestry

- ▶ Complete Citywide Tree Inventory



Libby 1933



## Camp Sekani

The 238-acre Camp Sekani is part of the “Upriver Park” recommendation proposed by the Olmstead Brothers in their 1908 “Systems of Parks and Parkways” plan. Prior to the 1970’s, the area was used as a Boy Scout Camp before hosting the Spokane Parks & Recreation Department’s “Red Baron Hideout” youth day camp, which ran until 1980. The property remained vacant until 1993, when funds were raised to place a ropes course on the property. The ropes course operated until 2000, when the area was converted for various recreational use. Today, the property is enjoyed by many and includes areas for Mt Biking, hiking, disc golf and day camps. With the additions of the surrounding property, the area now includes 970 acres of wooded hillside and trails. It has become known simply as Beacon and includes Camp Sekani, Shield’s Park, and Minnehaha Park.

### Sekani/Beacon Accomplishments

- Removed the four building in the camp including the main lodge which had fallen into disrepair and were a safety hazard.
- Had a work day on September 24 with over 200 volunteers from the LDS church at Camp Sekani who help decommission unsustainable trails, picked up garbage, line trails with rocks to prevent erosion, and built new trails.
- Had over 200 runners at the Sekani Trail run October 15.





## Donors

# THANK YOU

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

### Spokane Parks Foundation

- Scholarships for IMAX school groups, swim lessons and Northeast Youth Center programs
- Youth Snowshoe
- Sponsored Swim Passes
- Doggy Bag Dispensers
- Polly Judd Picnic Shelter
- Manito Concert Series support
- Fourth of July Clocktower Stage sponsor
- Adaptive Ski Equipment for TRS

### The Friends of Manito

- Blinds for Manito Meeting Room
- Garden Entrances
- Japanese Garden
- Mirror Pond Renovation

### Riverfront Park's Fourth of July Celebration

- Larry H. Miller Dealerships - Major Sponsor - Fireworks
- Numerica Credit Union - Children's Area Sponsor
- KXLY - Electronic Media Sponsor
- The Inlander - Print Media Sponsor
- Guitar Center - Back Line Equipment
- REIT Productions - Audio system donation
- Silhouette Lights and Staging - Staging Discount
- Northern Lights Brewery - Adult Beverage Garden Sponsor
- Message of Life Ministries - Associate Sponsor

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

- Friends of the Moore-Turner Heritage Gardens - Timber structure re-staining project.
- Friends of the Moore-Turner Heritage Gardens - Edwidge Woldson Park Dedication sponsor
- Washington Trust Bank - Camp Guide Printing
- Spokane Preservation Advocates - Spokane Public Bathhouse Underwriting
- Northwest Museum of Arts & Culture - Art Donation

### Manito Park

- Spokane Hosta Society - Grant for Sign & Hostas
- Various Donors - Mirror Pond Renovation

### Recreation

- Mountain Gear - Outdoor Program
- Joy Stocking - Class Donation
- Karen Armor - Class Donation
- U-District Physical Therapy - Sponsored Swim Day

### Therapeutic Recreation Donations

- Rotary Club of Spokane #21 - Adaptive ski equipment
- Anonymous - Adaptive Nordic Equipment
- Shari Kain
- Beth Moore
- Dana McBride
- Tori Cadwallader
- Christopher Budau-Dean
- Lee Dominey
- Shirine Rizzuto
- Jylene & David Wright
- Alan & Bethalene Finestead
- Shirley Foen
- Karol Banks
- John & Marjorie Matkovich
- Jim Nabor, Inc
- Tim Kennedy
- Richard Steenhoven



Photo by Jon Canfield

### Spokane Parks and Recreation

affiliates itself with a number of community and senior centers to deliver a variety of programs benefiting young children and older adults. We greatly appreciate our relationship with these centers:

- Corbin Senior Activity Center
- East Central Community Center
- Hillyard Senior Center
- Mid-City Concerns Senior Center
- Northeast Youth Center
- Peaceful Valley Community Center
- Sinto Senior Activity Center
- Southside Senior Activity & Community Center
- West Central Community Center

**Special Thanks** to John D. Moore, Jon Canfield and Northwest Artistic Photography for use of their beautiful photos.



Leroy Eadie  
Director

### 2011 Park Board Members

Ross Kelley, President  
Martha Lou Wheatley-Billeter, Vice President  
Randy Cameron  
Andy Dunau  
Gary Lawton  
Kimberly Morse  
Jim Quigley  
James Santorsola  
Dr. Samuel Selinger  
Susan Traver  
Ken Van Voorhis  
Chris Wright  
Bob Apple, City Council Liason

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Find us on:



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