

CITY MANAGER WEEKLY UPDATE REPORT ~ KENT MYERS

October 28, 2011

The City initiated a City Parks Sponsorship Program in 2008, which has been a real success. Sponsorships were secured for nine different parks and this has relieved the Parks Division from the responsibility of keeping these parks maintained and mowed. We have a number of other successful sponsorship programs for recreational programs and other facilities such as the 5th Street Community Garden. I requested Richard Bonine to prepare the attached status report on these sponsorships. These sponsorships are a positive reflection on the volunteer spirit that continues throughout the community.

As previously reported to the City Council, this week several City Council and staff members were able to participate in a half-day planning workshop with a consultant for the National Oceanic & Atmospheric (NOAA). The purpose of this workshop was to plan on the future local needs of NOAA and identify possible partnerships for any future expansion project. Other local organizations participated in this workshop including the Port and the Marine Life Center. There appears to be quite a few opportunities ahead for working together on a new facility for NOAA that might incorporate the Feiro Marine Life Center and other local attractions.

Several staff members, along with Councilman Downie, participated in a conference call with a representative of Buxton for an update on the retail sector assessment project. Buxton has recently completed the third step in this project, which includes the matching of retailers with consumer's needs. Buxton is processing consumer data from the Victoria area and preparing marketing packages for us to send to retail prospects. One of the goals for the Buxton project is to provide data for those existing businesses looking for opportunities to expand their businesses or product lines. With this in mind, we have scheduled a presentation by Buxton for local businesses on November 29, 2011, at 5:30 p.m. in City Council Chambers.

This week I also had the opportunity to meet with County Administrator Jim Jones to get a better handle on how the County's budget reductions will impact City services. I will have a report on these impacts for discussion at the Budget Work Session on Thursday.

Have a great weekend.

Kent Myers
City Manager


Recreation Division M E M O

DATE: October 25, 2011

TO: Kent Myers, City Manager

FROM: Richard Bonine, Deputy Director of Recreation

SUBJECT: **PARK SPONSORSHIP PROGRAM STATUS**

Summary: Beginning in 2008, the Parks, Recreation and Beautification Commission worked in conjunction with Richard Bonine, Deputy Director of Recreation, in regards to the establishment of a Parks Sponsorship Policy. On March 3, 2009, City Council entertained a presentation on said subject. Upon Council approval of concept and policy, the City of Port Angeles Park Sponsorship Program was enacted. Below is a summary of 2011 achievements goals regarding the program.

Background/Analysis: In 2008, it was deemed pragmatic in the times of shrinking public dollars to seek outside funding in order to maintain, and add upon, valuable and important programs and facilities associated with the Recreation and Parks Divisions.

Staff, with input from the Parks, Recreation and Beautification Commission, produced a sponsorship program to help raise funds to offset the costs of parks maintenance and recreational programs implementation. Below is an outline of progress achieved in 2011.

PARKS SPONSORSHIPS

At the beginning of the program, eleven neighborhood parks were identified as viable sponsorship property. These parks, for the most part, host passive recreational activities and are frequented by community members within walking distance of the facility (neighborhood parks).

Harbor View Park	Sail and Paddle Park
Georgiana Park	Wolverton Park
James Park	“A” Street Lookout
“C” Street Lookout	Milwaukee Heights Park
Rains Park	Charles Willson Park
Hazel Porter Kiel Park	

Currently, eight of the eleven identified parks have received sponsorships in the form of turf care (mowing and trimming). Originally, five of these eight parks were sponsored by two local real estate firms, unfortunately, both of those firms folded. Sponsorship of four of the five parks was then taken over by a different real estate firm and one park was taken over by a private individual. Thus, there was no loss of sponsorship manpower.

In 2010, the “Welcome to Port Angeles Sign” and accompanying fountain feature, located on Front Street, received sponsorship via the Port Angeles Business Association (PABA). The PABA contracted professional staff and continues to repair and maintain the fountain and accompanying signage.

In addition, in 2011 volunteers wishing no recognition, accepted responsibility for the upkeep of the DNR property under City control at the west end of Railroad Avenue. This piece of property is one of first things that many visitors see as they park their car in long-term parking. The grass has been mowed, scotch broom removed, and trash pick-up is ongoing.

Three, of the eleven parks identified by staff for sponsorship are still without sponsors:

Rains Park: .64 acres, contains children’s play equipment, picnic table and open lawn area.

Charles Willson Park: .80 acres, contains children’s swing, picnic table, basketball court, backstop and open lawn area.

Hazel Porter Kiel Park: .64 acres, contains children’s play equipment, tennis court and open lawn area.

The three parks yet to be sponsored are all over .5 acres in size. This has been the prime reason that interested parties have opted out of the opportunity to become involved in a sponsorship agreement regarding the facilities.

Smaller parks can be maintained by a single push mower and a trimmer. However, larger parks, such as the above mentioned, need additional equipment in the form of a riding mower, or increased manpower to operate more than one push mower. Individuals and businesses who were contacted, or contacted the Recreation Division, regarding the three unsponsored parks did not feel they possessed the proper equipment and/or manpower needed to adequately maintain the facility.

The Recreation Division is still attempting to find sponsors for the each of the three parks listed above. A full-page advertisement, recognizing the current parks sponsors, and recruiting new sponsors, will be placed in the 2012 Parks and Recreation Program Guide. A total of 4000 of these program guides will be published and distributed to citizens of Port Angeles. This advertisement effort is aimed at creating goodwill to those organizations that have already sponsored a park, and to encourage those organizations that may be interested in park sponsorship to commit to action.

In addition to the upcoming brochure page, the Recreation Division has developed a one-page information sheet for public dispersal to increase awareness of this program. These information sheets are distributed to citizens via facility site displays and various City sponsored information booths during special events such as the County Fair.

Plans are currently underway to organize a “sponsorship recognition event”. At this time photographs will be taken, recognition letters will be distributed, and lunch will be served.

RECREATION PROGRAM SPONSORSHIPS

The Recreation Division has also actively pursued sponsors for tournaments and special events. In 2011, we have secured sponsors for the following programs:

<i>Event</i>	<i>Sponsor</i>	<i>Sponsorship Amount</i>
M.L.K. Basketball Tournament	Captain T's	\$300
President's Day Basketball Tournament	Red Lion	\$300
Raindeer Fun Run	Various	\$600
Spring Hoop-fest Basketball Tournament	Olympic Lodge	\$300
Talking Rain Adult Tournament	Talking Rain	\$200

Due to staff efforts, program sponsorship revenue has increased from \$700 in 2010, to \$1,700 this year.

As a part of all future event organization, Recreation Staff continue to contact local businesses in order to solicit sponsorship monies. Contact is made on an individual basis via one-on-one conversations.

PUBLICATION SPONSORSHIPS

The Recreation Division produces one major publication per year, *The Parks and Recreation Program Guide*. In 2011, sponsorship dollars were accepted in exchange for advertising space. A total of 4000 copies of this 30-page brochure were published at a cost of \$4,283, with \$970 of that expense being recouped through sponsorship dollars. Recreation staff increased advertising revenues by 13.4% from 2010 to 2011.

FACILITY SPONSORSHIPS

The local Disc Golf Association continues to sponsor the Lincoln Park Disc Golf Course. This eleven-hole course is still in the expansion phase, with the ultimate goal of a permanent, eighteen-hole course being developed, and is currently available for public use.

This amenity to Lincoln Park has been made available to all Port Angeles Citizen's via the effort of a group of individuals who volunteered their time and efforts to solicit sponsorship dollars, undertake construction efforts and provide professional mapping services, all at no charge to the City of Port Angeles.

The Lincoln Park Disc Golf Course would have cost the City an estimated \$20,000 if the City had undertaken the project without the assistance of sponsors and volunteers. The Disc Golf Association continues to host monthly "trash tournaments" where players clean the entire park while participating in the event.

In addition, the local Dog Park Citizen Committee has invested many hours of time and effort to raise funds for the construction of an off-leash dog park in Port Angeles. Upon construction completion, this group has already committed to sponsor the maintenance of the facility on an ongoing basis.

Another facility that became a reality in 2011 is the 5th Street Community Garden. This garden is maintained by volunteers. Not only is the site now an attractive attribute to the neighborhood, it takes the place of a vacant lot that previously maintained by Parks personnel. By utilizing this property for a community garden, the City not only improved the aesthetic appeal of the area, but also is saving maintenance costs previously associated with upkeep of the lot.

Both the proposed dog park and the community garden will be yet other facilities available to all of the City's citizens and visitors maintained by a sponsoring organization.

PROGRAM STATUS

The sponsorship of the parks continues to be the most time consuming aspect of this program. The people undertaking the maintenance of parks facilities are basically citizen volunteers, most with little professional grounds-keeping experience. However, a majority of the volunteers now have several seasons of experience working in the program, thus the quality of care has improved across the board.

All new park sponsors received an on-location training session to ensure compliance with City safety requirements. Without the manpower to supervise each work party, it is a concern that proper safety precautions may not being followed by sponsors. However, there have been no reports of injury or property damage since the program's inception. Continued educational programs must be scheduled to emphasize the fact that "safety comes first" in all aspects of work done on City property.

Recreation program sponsorship, publication sponsorship, and facility sponsorship have fewer problematic issues. These programs are more defined as to expectations; when a sponsor is purchasing naming rights to an event, buying advertisement space, or becoming involved in the construction and maintenance of their own project, fewer issues arise.

Overall, the Sponsorship Program has been successful to this point. It will be imperative for Recreation Staff to continue to search for new sponsors, so that the proverbial "well" does not go dry. At the same time, Staff must continue to cultivate relationships currently in place between the Parks and Recreation Divisions and the community at large.