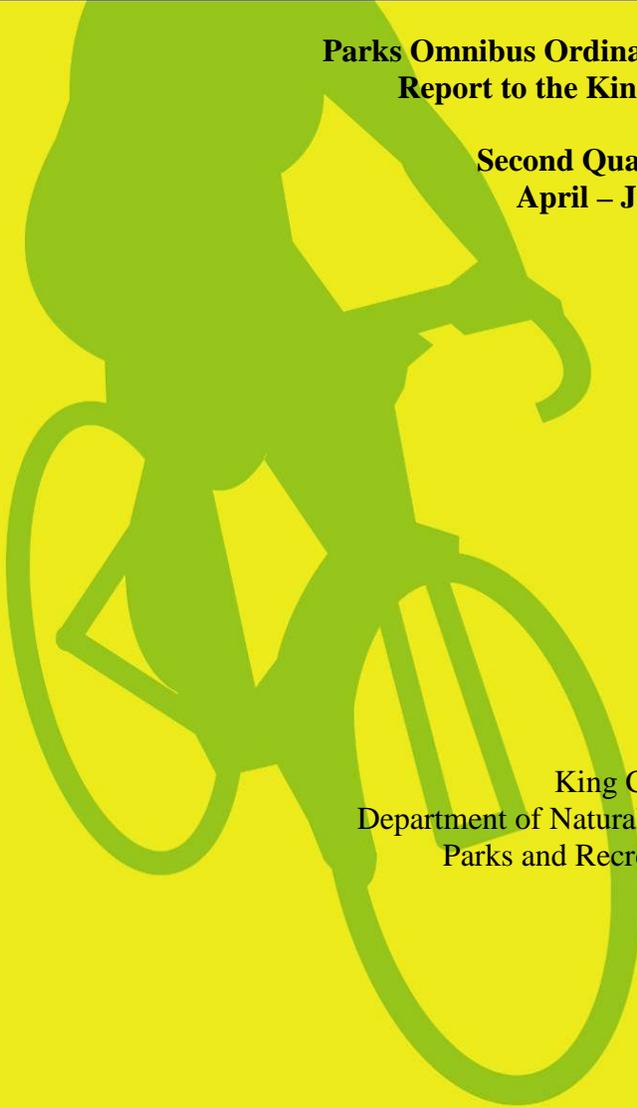


King County Parks **Your**  King County  
**Big Backyard**

Parks Omnibus Ordinance (Ordinance 14509)  
Report to the King County Council

Second Quarter Report  
April – June 2013



King County  
Department of Natural Resources and Parks  
Parks and Recreation Division

WE'RE AT WORK SO YOU CAN PLAY

**Table of Contents**

**I. Executive Summary..... 3**

**II. Summary of Revenues and Expenditures..... 4-5**

**III. Revenues by Key Business Units ..... 6-8**

**IV. Agreements with Other Organizations and Jurisdictions ..... 8**

**V. Community Outreach and Involvement..... 8 - 9**

**Appendix A: 2013 Parks and Recreation Division Financial Plan..... 10**



## I. Executive Summary

Overall, the King County Parks and Recreation Division's (Division) business revenues through the second quarter of 2013 were 21 percent higher than for the same period in 2012. This is due in large part to the revenues generated from the Cirque du Soleil *Amaluna* performances at Marymoor Park held during the first quarter.

The increase in business revenues is also due to an increase in revenues at the Weyerhaeuser King County Aquatic Center (WKCAC) over the same period in 2012. WKCAC revenues have increased by 10 percent or \$55,000 due to a rise in attendance for swimming lessons, drop-in programs and events, including the 2013 International Remote Operated Vehicle Championship hosted in June. A total of 55 teams representing 13 countries attended this event. The WKCAC staff garnered high praise from the national governing body as well as from the participants and was awarded the 2018 Marine Advanced Technology Education Center Championship event.

Ballfield revenues continued to increase as synthetic fields have been fully booked through the first half of the year. Camping revenues at the Tolt MacDonald Park and Campground also continued to go up due to the popularity of yurts and the cargo camping container.

In April, the Division officially launched its 75<sup>th</sup> Anniversary commemoration with the formation of the King County Parks Foundation. The Foundation received an initial gift of \$75,000 from Laird Norton Wealth Management. The Foundation's mission is to cultivate private-sector investments in order to connect communities to regional trails, open space and parks and to support the King County parks system for future generations.

In June, the Division celebrated the Community Partnerships and Grants (CPG) Program's tenth anniversary with a dinner where 22 project partners groups were recognized. Projects developed through the CPG program represent a public investment of more than \$14 million, which has been matched by over \$40 million in community support through in-kind goods and services, volunteer time, grants, and private donations.

## II. Summary of Revenues and Expenditures

	Revenues	Expenditures
2013 Adopted	\$28,964,611	\$32,554,680
2013 Revised	\$29,369,992	\$32,554,680
2013 Estimated	\$29,369,992	\$32,554,680
2012 Actual	\$27,207,230	\$29,212,306

### Business Revenues<sup>1</sup> and Expenditures for the First Half of 2013

	Actual Revenues	Actual Expenditures
January 1 – June 30, 2013	\$2,675,966	\$14,595,331
January 1 – June 30, 2012	\$2,212,056	\$12,663,244

#### Business Revenues

Business revenues comprise 17 percent of the Division’s total budgeted revenues, and are budgeted at \$4,801,501 in the 2013 Adopted Budget. Through June 2013, the Division has achieved 53 percent of its business revenue target for 2013; a total of approximately \$2.7 million as shown in the table above.

The Division’s overall business revenues through June were up 21 percent from the same period last year. This increase is largely due to the highly successful eight-week run of Cirque du Soleil’s *Amaluna* performances at Marymoor Park, as well as revenue generated by additional facility bookings and events hosted at the WKCAC.

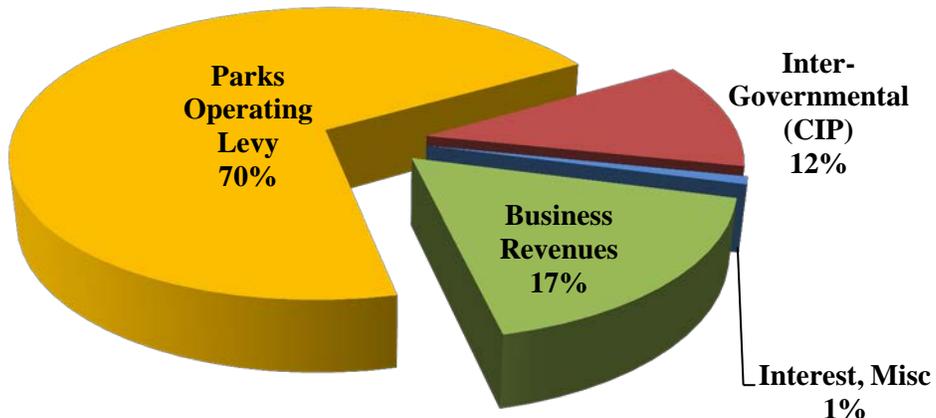
#### Expenditures

In the first half of 2013, the Division’s expenditures equaled about 45 percent of the annual budget. This is in line with historic spending patterns.

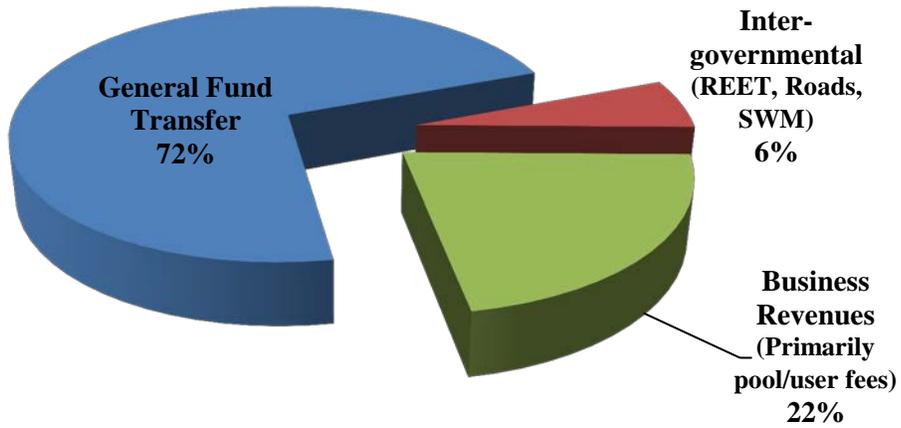
The Division intends to spend the maximum amount of its expenditure authority on maintaining parks, open space, and trails while achieving the target year-end balance.

<sup>1</sup> Business revenues include user fees as well as enterprise and entrepreneurial revenues. Levy funds, interest earnings, interfund transfers and similar revenues that are not within the control of the Division are excluded from this total.

**2013 Adopted Revenues - \$29M**



**2002 Adopted Revenues - \$26M**



### III. Revenues by Key Business Units

#### Marymoor Park

	2013 thru Q2	2012 thru Q2	Change (\$)	Change (%)
<b>Revenues:</b>				
Facilities	\$105,275	\$115,398	(\$10,123)	(9%)
Ballfields	\$379,773	\$403,602	(\$23,829)	(6%)
Parking	\$336,186	\$330,681	\$5,505	2%
Concerts	\$0	\$18,418	(\$18,418)	(100%)
Cirque du Soleil	\$756,373	\$0	\$756,373	
Cavalia	\$0	\$371,708	(\$371,708)	
<b>Total Revenues (rounded)</b>	<b>\$1,578,000</b>	<b>\$1,240,000</b>	<b>\$388,000</b>	<b>27%</b>
<b>Total Expenditures (rounded)</b>	<b>\$1,710,000</b>	<b>\$1,466,000</b>	<b>\$244,000</b>	<b>17%</b>

Facility rental revenues at Marymoor Park reflect a decline of nine percent from the same period in 2012. The Clise Mansion was closed for much of the second quarter for maintenance and repairs, contributing to the reduction in revenues collected. Athletic field use at Marymoor Park is down six percent compared to the same period in 2012 because many sports leagues are cutting back on their evening use and adult leagues are losing teams. Division staff has been researching emerging sports and connecting with new partners to change the pattern. As a result, the Division has picked up two new user groups to fill some of the space: an adult cricket team plays a modified version of the game using one of the synthetic turf soccer fields; and a new adult softball league plays regularly at Marymoor Park.

The Washington Brewers Festival held during Father's Day weekend at Marymoor Park attracted the largest crowds in the festival's history. More than 20,000 people attended the event, a 26 percent increase over attendance for the festival in 2012. The higher attendance translated to a 28 percent increase in revenue to Marymoor Park for the three-day festival.

The first concert of the 2013 season was held on June 19 by the new concert vendor, AEG Live. Concert revenues will be recorded in July and will be reflected in the third quarter report.

## Weyerhaeuser King County Aquatic Center (WKCAC)

	2013 thru Q2	2012 thru Q2	Change (\$)	Change (%)
<b>Revenues:</b>				
Facilities	\$479,980	\$449,814	\$30,166	7%
Courses	\$75,933	\$56,092	\$19,841	35%
Drop in	\$18,630	\$15,116	\$3,514	23%
Conference center	\$8,971	\$7,188	\$1,783	25%
<b>Total Revenues (rounded)</b>	<b>\$584,000</b>	<b>\$528,000</b>	<b>\$55,000</b>	<b>10%</b>
<b>Total Expenditures (rounded)</b>	<b>\$1,239,000</b>	<b>\$1,296,000</b>	<b>(\$57,000)</b>	<b>(4%)</b>

The 2013 International Remote Operated Vehicle (ROV) Championship was held at the WKCAC in June. This event was the result of a three-year collaborative effort with the University of Washington's Oceanography Department. A total of 55 teams representing 13 countries attended, including delegations from Egypt, Saudi Arabia, Russia, and China. The Marine Advanced Technology Education's ROV program challenges high school to college-level students to learn and apply science, technology, engineering and math skills by developing ROV's to complete missions that simulate real-world problems from the ocean workplace. ROV's are tethered underwater robots used in scientific and environmental research, ocean exploration, homeland security, the offshore oil and gas industry and other sectors of the ocean economy. This year's participating teams performed a variety of underwater missions, piloting their ROV to install a simulated power and communication hub and scientific instruments in order to complete a seafloor ocean observatory. They also collected simulated marine life and performed maintenance on moorings. Division staff received numerous compliments from the participants and the national governing body. Soon after the championship, representatives of the Marine Advanced Technology Education Center chose the WKCAC to host the 2018 Championship event.



Overall attendance for swimming lessons and drop-in public swim programs increased during the first half of 2013 compared to the same period in 2012, resulting in an increase in revenues.

### Fields and Facilities Business Unit

	2013 thru Q2	2012 thru Q2	Change (\$)	Change (%)
<b>Revenues:</b>				
Ballfields	\$248,979	\$226,882	\$22,097	10%
Facilities	\$135,516	\$125,603	\$9,913	8%
Camping	\$33,006	\$23,167	\$9,839	42%
<b>Total Revenues (rounded)</b>	<b>\$418,000</b>	<b>\$376,000</b>	<b>\$42,000</b>	<b>11%</b>

Ballfield revenues continue to increase as synthetic fields have been fully booked the first half of the year. Facility revenue continues to show an increase due to the popularity of the Preston Community Center for weddings and the continued increase in trail events throughout the County.

Camping revenues also grew due to the popularity of the Tolt MacDonald Park and Campground. The yurts at the campground are fully booked on weekends from June through the end of September and are often booked on weekdays. The camping container installed in the fall of 2012 has been a popular addition to the campground and is also booked on weekends through the end of September.

#### **Revenue – Other Sources**

During the first half of 2013, a donor provided a \$5,000 gift for a bench which was installed by the Division at Cougar Mountain Regional Wildland Park, Red Town Trailhead Meadow to honor Elaine Bishop.

### **IV. Agreements with Other Organizations and Jurisdictions**

#### **Community Partnerships and Grants (CPG) Program**

CPG partners worked with their state representatives to request nearly \$2.1 million in state funds to support CPG projects and leverage the Division's CPG investments. Their requests for state funding are currently under consideration.

#### **Transferring Division Assets**

There were no parks transferred within the Urban Growth Area (UGA) in the second quarter.

### **V. Community Outreach and Involvement**

#### **Volunteer Program**

During the second quarter, 1,655 volunteers donated 11,500 hours of volunteer service at 84 scheduled events. These consisted of 48 trail work events, 24 restoration and noxious weed removal events, four greenhouse and nursery projects, and eight maintenance and improvement projects. Groups new to volunteer service for the Division included Clarisonic, Youngs Market, Symetra, Kirkland International School, and United Natural Foods, Inc. Key highlights for the second quarter included the week-long Earth Day celebration which involved 485 volunteers giving 1,960 hours of service and the June 1 National Trails Day celebration which was held in conjunction with King County Parks' 75<sup>th</sup> Anniversary celebration.

## Community Outreach

In April, the Division officially launched its 75<sup>th</sup> Anniversary commemoration with the formation of the King County Parks Foundation, established with a special gift of \$75,000 from Laird Norton Wealth Management. The Foundation's mission is to cultivate private-sector investments to connect communities to regional trails, open space and parks and to support King County's parks and trails for future generations. The Seattle Foundation manages the fund. By the end of June, a total of \$82,000 had been donated to the foundation.

The Division's ongoing public outreach during the second quarter of 2013 included outreach at the GoGreen Conference, Women in Trades Fair, and the Duthie Hill Mountain Bike Festival. Division staff also set up outreach booths along the Burke-Gilman and Cedar River Trails as part of Bike to Work Day.

June 2 marked the fourth Big Backyard 5K Fun Run/Walk presented by Group Health at Marymoor Park. Almost 1,000 people participated in this annual event, helping to raise nearly \$40,000. Burt the Salmon was on hand to entertain the children attending the event.

Established in 2003, the Community Partnerships and Grants (CPG) Program celebrated its tenth anniversary with a commemorative event in June honoring the contributions of CPG partners in creating or enhancing public recreation opportunities in King County. Some 22 partner groups which have carried out projects from building a community technology center to converting dirt athletic fields to synthetic turf, were represented. King County Councilmembers Larry Phillips and Joe McDermott recognized the program's accomplishments and each group was presented with a commemorative plaque created by Division staff and milled from salvaged wood found in the Division's parks. During its first ten years, more than 50 projects have been completed through the CPG Program with a public investment of over \$14 million, which was matched by more than \$40 million in community contributions through in-kind goods and services, volunteer time, grants, and private donations.

The Division marked an important milestone in June with the grand opening of the 2.2-mile-long Issaquah segment of the East Lake Sammamish Trail. The second section of the trail to be developed, the Issaquah segment had been closed for a year while under construction. The new trail improves safety and expands accessibility to trail users of all ages and abilities.

The Division continues to use social media for outreach and feedback, has recently launched on Pinterest and Twitter (@IheartKCParks), and has received more than 2,200 "likes" on Facebook. These channels offer invaluable opportunities for providing information on facilities and programs and for receiving feedback from King County residents. The Division also used its social media presence to extend its reach in traditional, earned media, publishing some 20 press releases and garnering regular earned media in local and regional outlets.

**Appendix A**  
**2013 Parks and Recreation Division Financial Plan (Parks Levy Subfund 1451)**

	2012 Actual <sup>1</sup>	2013 Adopted	2013 Revised <sup>2</sup>	2013 Estimated <sup>2</sup>
<b>Beginning Fund Balance</b>	<b>\$ 8,620,908</b>	<b>5,682,181</b>	<b>6,615,832</b>	<b>6,615,832</b>
<b>Revenues</b>				
* Levy Proceeds/Delinquent Levy Collections <sup>3</sup>	20,053,637	20,329,560	20,641,962	20,641,962
* Interest <sup>4</sup>	42,183	10,656	21,832	21,832
* All Business Revenues <sup>5</sup>	155,994	5,041,587	5,041,587	5,041,587
* Expansion Levy Administration Fee <sup>6</sup>	4,712,150	167,213	167,213	167,213
* Capital Improvement program (CIP) <sup>7</sup>	2,243,266	3,355,595	3,355,595	3,355,595
* SW 98th St. Corridor Maintenance <sup>9</sup>	-	60,000	60,000	60,000
<b>Total Revenues</b>	<b>27,207,230</b>	<b>28,964,611</b>	<b>29,288,189</b>	<b>29,288,189</b>
<b>Expenditures</b>				
* Regional/Rural Expenditures	(26,071,523)	(27,987,367)	(27,987,367)	(27,987,367)
* Urban Growth Area (UGA) Expenditures	(715,922)	(751,718)	(751,718)	(751,718)
* CIP/Land Management Expenditures <sup>7</sup>	(2,243,266)	(3,355,595)	(3,355,595)	(3,355,595)
* Community Partnerships and Grants Program (CPG) <sup>8</sup>	(181,595)	(300,000)	(300,000)	(300,000)
* SW 98th St. Corridor Maintenance <sup>9</sup>	-	(60,000)	(60,000)	(60,000)
* Washington State University Cooperative Extension <sup>10</sup>	-	(100,000)	(100,000)	(100,000)
<b>Total Expenditures</b>	<b>(29,212,306)</b>	<b>(32,554,680)</b>	<b>(32,554,680)</b>	<b>(32,554,680)</b>
<b>Estimated Underexpenditures <sup>11</sup></b>	<b>-</b>	<b>651,094</b>	<b>651,094</b>	<b>651,094</b>
<b>Other Fund Transactions</b>				
<b>Total Other Fund Transactions</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Ending Fund Balance</b>	<b>6,615,832</b>	<b>2,743,206</b>	<b>4,000,435</b>	<b>4,000,435</b>
<b>Reserves</b>				
* Levy Stabilization Reserve <sup>12</sup>	(4,181,473)	(30,316)	(1,287,545)	(1,287,545)
* Rainy Day Reserve	(2,434,359)	(2,712,890)	(2,712,890)	(2,712,890)
<b>Total Designations and Reserves</b>	<b>(6,615,832)</b>	<b>(2,743,206)</b>	<b>(4,000,435)</b>	<b>(4,000,435)</b>
<b>Ending Undesignated Fund Balance</b>	<b>-</b>	<b>0</b>	<b>-</b>	<b>-</b>
<b>Financial Plan Notes:</b>				
<sup>1</sup> 2012 Actuals are based on the Enterprise Business System General Ledger.				
<sup>2</sup> 2013 Revised and Estimated are based on updated revenue data as of the July 2013 Office of Economic and Financial Analysis (OEFA) forecast.				
<sup>3</sup> Levy Proceeds and Delinquent Levy Collections forecast by OEFA through 2013.				
<sup>4</sup> Net Investment Income is calculated at 0.35% in 2013 Adopted and 0.45% in 2013 Estimated, per OEFA projections, with a 12-basis point investment service fee deducted.				
<sup>5</sup> Business Revenues assume 5% annual growth as recommended by the Parks Futures Task Force. These categories are tracked by the Division.				
<sup>6</sup> Open Space, Trails and Zoo Levy Administrative Fee receipts are aligned with OEFA revenue projections in the Open Space Trails and Zoo Levy Fund.				
<sup>7</sup> CIP Revenues include transfers from Parks CIP Funds 3160, 3490 and 3581 to support Capital and Land Management/Business Planning. Note: a portion of CIP/Land Management/Business Planning Expenditures is associated with the UGA.				
<sup>8</sup> Partial funding of CPG program. Additional funds are in Parks CIP.				
<sup>9</sup> Partial funding from Road Services Division, of the Department of Transportation, for maintenance of the SW 98th Street corridor.				
<sup>10</sup> This adjustment reflects support by King County to the Washington State University Cooperative Extension, to support the 4-H program.				
<sup>11</sup> Estimated underexpenditures equal 2% of total expenditures.				
<sup>12</sup> A typical levy fund builds fund balance in the first half of the levy, allowing the fund to draw down reserves in the second half.				