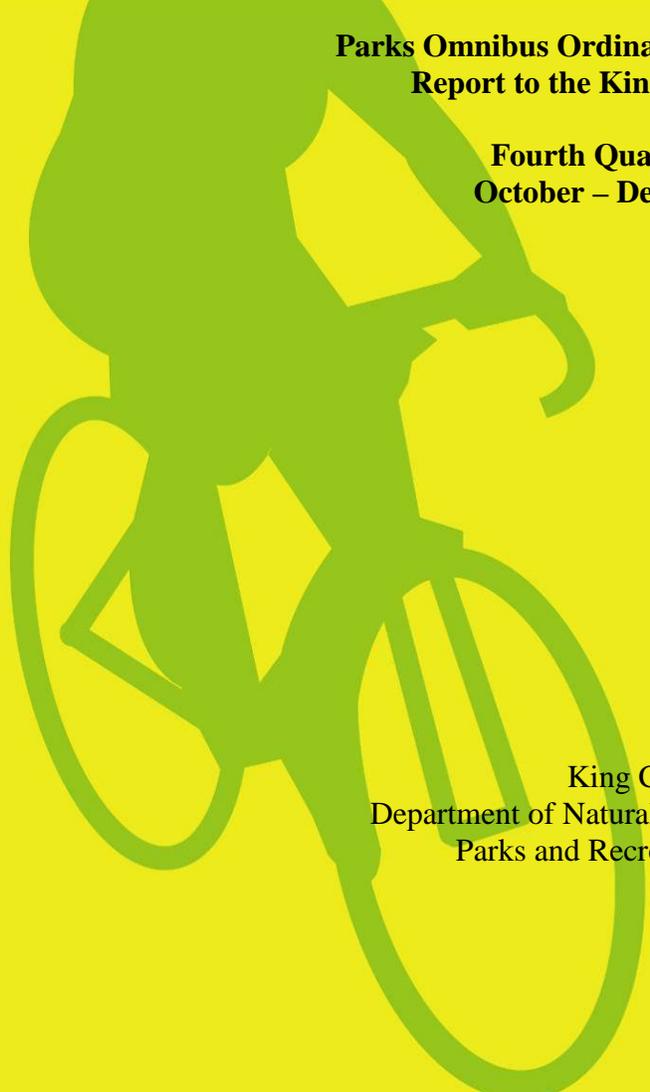


King County Parks **Your**  King County
Big Backyard

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

**Fourth Quarter Report
October – December 2013**



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

we're at work so you can play

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I. Executive Summary

Based on preliminary year-end data through January 17, 2014, the Parks and Recreation Division's 2013 business revenues are up 19 percent over 2012. This increase is largely due to strong facility bookings throughout the system, facility rentals and events throughout the year at the Weyerhaeuser King County Aquatic Center, and several successful events at Marymoor Park.

In addition, the Division has exceeded its five percent annual growth target for business revenue for 2013. Business revenues are budgeted at \$5.04 million in the 2013 Adopted Budget, and preliminary actuals indicate the Division has brought in \$5.41 million in 2013.

Overall, revenues for Marymoor Park are up 23 percent from 2012. This is largely due to special events at the park, including Cirque du Soleil and the Marymoor Park Concerts.

Revenues at the Weyerhaeuser King County Aquatic Center were up slightly in 2013. The facility hosted a record number of international, national, and regional events and competitions, including the International Gay and Lesbian Aquatics Championship (a masters-level sports festival of swimming, diving, water polo and synchronized swimming), the North America Swimming Cup (USA vs Mexico dual meet), and the 2013 International Remote Operated Vehicles (ROV) Championship.

Revenues from ballfields and other facilities throughout the system experienced a 19 percent increase in 2013 as a result of strong ballfield rentals, the growing popularity of trail run events, and camping, picnic and wedding rentals.

The Division celebrated its 75th anniversary in 2013 by launching the King County Parks Foundation with a \$75,000 founding gift from Laird Norton Wealth Management and organizing several special events throughout the system.

Highlights of other corporate partnership events in 2013 include:

- Movies@Marymoor, produced by Epic Events, experienced its most successful year ever, resulting in a 19 percent increase in revenue to the Division in 2013.
- The revenues associated with the 11th Annual Cougar Mountain Trail Run Series, produced by Seattle Running Club, grew 20 percent in 2013.
- The inaugural Timber! Outdoor Music Festival, produced by Artist Home Presents, sold out at Tolt-MacDonald Park and generated more than \$15,000 in new revenue for the Division.
- The fourth annual Big Backyard 5K Fun Run/Walk, presented by Group Health, involved nearly 1,000 people and raised approximately \$40,000 for the Division.

Other highlights include the participation of 8,300 volunteers, who provided more than 59,000 hours of service at an estimated value of \$885,000 through back-county trail restoration and noxious weed removal, and park maintenance and improvement projects.

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II. Summary of Revenues and Expenditures

	Revenues	Expenditures
2013 Adopted	\$28,964,611	\$32,554,680
2013 Revised	\$29,288,189	\$32,554,680
2013 Actual (preliminary) ¹	\$29,088,450	\$30,567,002
2012 Actual ²	\$27,207,229	\$29,189,474

Business Revenues³ and Total Expenditures through December 2013¹

	Actual Business Revenues	Actual Total Expenditures
January 1 – December 31, 2013	\$5,405,169	\$30,667,160
January 1 – December 31, 2012 ²	\$4,550,736	\$29,189,474

Business Revenues

The Division's preliminary 2013 total business revenues are up 19 percent from 2012. This increase is largely due to facility rentals and events throughout the year at the Weyerhaeuser King County Aquatic Center facility bookings throughout the system, and several successful events at Marymoor Park including Cirque du Soleil's *Amaluna*, Movies@Marymoor, and the Marymoor Park Concerts series.

Based on preliminary year-end totals, the Division exceeded its five percent annual growth target for business revenue for 2013. Business revenues are budgeted at \$5.04 million in the 2013 Adopted Budget, and preliminary actuals indicate the Division brought in \$5.41 million in 2013.

Expenditures

Based on preliminary year-end data, total 2013 expenditures equaled about 94 percent of the Division's annual expenditure budget which is in line with the trend in recent years.

The Division intends to spend the maximum amount of its expenditure authority on maintaining parks, open space, and trails as directed by the 2008-2013 levy, while achieving the target year-end fund balance.

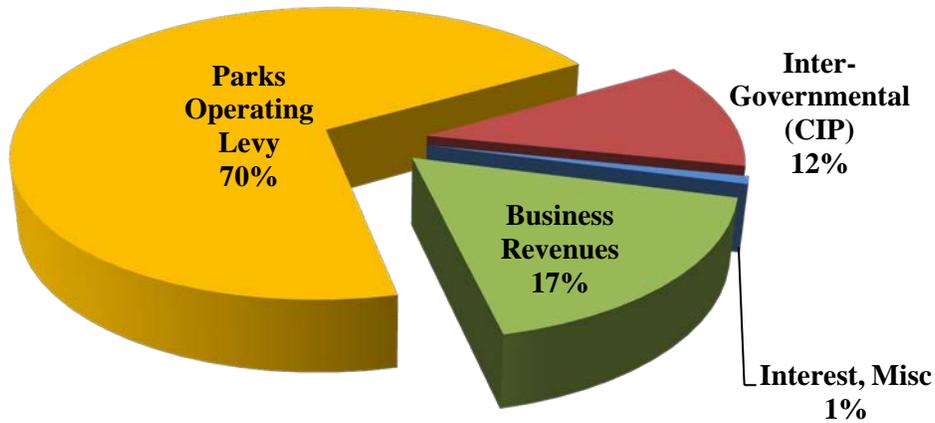
¹ Actual revenues and expenditures are preliminary, per financial reports as of January 17, 2014. Final year-end figures are anticipated to be available in February 2014.

² 2012 Actuals are taken from the Parks Levy Citizen Oversight Board (COB) report.

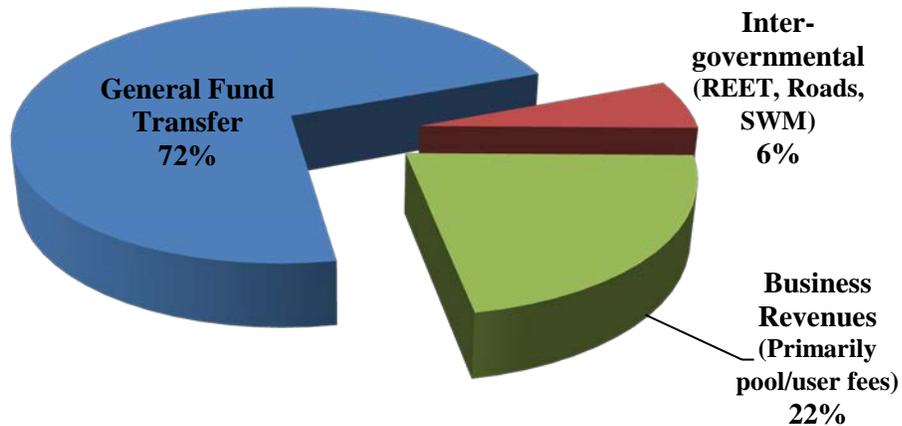
³ Business revenues include user fees as well as enterprise and entrepreneurial revenues. Levy funds, interest earnings, inter-fund transfers and similar revenues that are not within the control of the Division are excluded from this total.



2013 Adopted Revenues - \$29M



2002 Adopted Revenues - \$26M



Although total business revenues are similar between 2002 and 2013, the nature of the revenues has changed. In 2002, business revenues were generated primarily from expensive-to-operate pools, only offsetting a small portion of the cost of operating the pools. In 2013, business revenues are generated from a wide range of parks facilities and activities, in many cases offsetting much of the cost of operating the hosting facility, controlling the level of taxpayer support.

III. Revenues by Key Business Units

Marymoor Park

	2013 thru Q4	2012 thru Q4	Change (\$)	Change (%)
Revenues:				
Facilities	\$257,073	\$275,432	(\$18,359)	(7%)
Ballfields	\$844,231	\$856,976	(\$12,745)	(1%)
Parking	\$640,067	\$601,620	\$38,447	6%
Concerts	\$388,873	\$202,113	\$186,760	92%
Cirque du Soleil*	\$773,385	\$0	\$773,385	100%
Cavalía**	\$0	\$420,432	(\$420,432)	(100%)
Total Revenues (rounded)	\$2,904,000	\$2,357,000	\$547,000	23%
Total Expenditures (rounded)	\$4,925,000	\$4,155,000	\$770,000	19%

*For several years, Cirque du Soleil has performed at Marymoor Park every two years and is currently in negotiation to return in 2015.

**Based upon a successful first visit in 2012, Cavalía is scheduled to return to Marymoor Park in February 2014.

Based on preliminary year-end totals, overall revenues for Marymoor Park are up 23 percent over 2012. This increase is primarily due to large special events at the park, including Cirque du Soleil, the Marymoor Park Concerts series, and newer events such as the Washington Brewers Festival.

Facility rental revenues reflect a decline of 7 percent over 2012, despite the most successful year to date for the Movies@Marymoor outdoor cinema series. The Clise Mansion was closed for maintenance and repairs during 2013, which contributed to this decline.

Ballfield rentals continue to be a significant source of revenue for Marymoor Park, comprising nearly 30 percent of the park's overall revenues. Revenues generated from the use of the ballfields are slowly stabilizing after two years in decline and were down one percent in 2013 compared to 2012. Two adult leagues disbanded in 2013, but new leagues, including a new adult soccer group and a lacrosse league, emerged to fill those time spots.

The Marymoor Park Concerts series was very successful in 2013, resulting in a near doubling of revenue in 2013 compared to 2012. The new concert producer, AEG Live, offered thirteen concerts, including Willie Nelson, Steely Dan, and The Lumineers, which played two sold-out shows.

Daily parking fee revenues showed a six percent increase for the year, thanks in part to relatively dry weather in the fourth quarter that attracted more people to the park during a traditionally slower time of year. As reported in the 2013 Third Quarter Report, due to an error resulting from transitioning to a new credit card processing company, parking revenue showed a decrease in the third quarter. It has since been corrected, which also accounts for the increase in the fourth quarter.



Weyerhaeuser King County Aquatic Center

	2013 thru Q4	2012 thru Q4	Change (\$)	Change (%)
Revenues:				
Facilities	\$766,193	\$743,961	\$22,232	3%
Courses	\$133,607	\$141,034	(\$7,427)	(5%)
Drop in	\$37,173	\$36,405	\$768	2%
Conference center	\$19,886	\$18,287	\$1,599	9%
Total Revenues (rounded)	\$957,000	\$940,000	\$17,000	2%
Total Expenditures (rounded)	\$3,081,000	\$3,111,000	(\$30,000)	(-1%)

Based on preliminary year-end totals, revenue at the Weyerhaeuser King County Aquatic Center was up two percent in 2013, continuing a three-year upward trend. This is largely due to an increase in the number of events held, totaling 41 in 2013, which topped the previous year's record number of 39 events. Expenditures decreased for the second year in a row as well.

The Weyerhaeuser King County Aquatic Center hosted three international events in 2013: the International Gay and Lesbian Aquatics Championship (a masters-level sports festival of swimming, diving, water polo and synchronized swimming), the North America Swimming Cup (USA vs Mexico dual meet), and the 2013 International Remote Operated Vehicles (ROV) Championship. The ROV competition drew science teams from Egypt, Saudi Arabia, Russia, China and nine other countries. The Division also accommodated a last minute request to host the PAC-12 Men's Swimming Championships in February, in addition to the already-scheduled Women's PAC-12 Swimming and Diving Championships.

During the fourth quarter, a three-day "Quarter Century of Quilting" expo was held in the Weyerhaeuser King County Aquatic Center conference center, featuring more than 300 pieces of work. This event was one of the many events that contributed to 2013's nine percent revenue increase for the conference center over 2012.

Fields and Facilities Business Unit

	2013 thru Q4	2012 thru Q4	Change (\$)	Change (%)
Revenues:				
Ballfields	\$435,370	\$386,985	\$82,366	13%
Facilities	\$348,756	\$277,273	\$122,847	26%
Camping	\$95,603	\$77,101	\$24,147	24%
Total Revenues (rounded)	\$880,000	\$741,000	\$229,000	19%

Overall, revenue from fields and facilities continues to grow, showing a 19 percent increase in 2013 over 2012.



Ballfield rentals continue to show strong revenue numbers, largely due to the Division's ongoing efforts to improve its ballfields. By converting grass ballfields into multi-sport synthetic turf fields, the fields can accommodate more sports, and games can be played year-round with fewer rainouts. Revenues associated with ballfield rentals grew 13 percent over 2012.

Revenue from the rental of other facilities in the Division's system continues to trend upward. The Division has seen an increase in the number of trail-related events on regional as well as backcountry trails. This is due in part to the growing popularity of the sport of trail running, as well as the Division's efforts to promote and schedule trail events. The number of picnics, weddings and other events at rentable facilities remains strong.

Camping revenue increased by nearly 25 percent at Tolt-MacDonald Park and Campground, which was largely due to the Timber! Outdoor Music Festival that booked the entire park over two days. Yurts and the camping container experienced higher usage throughout the year, and Tolt-MacDonald Park continues to be a very popular camping destination and wedding location.

Revenue – Other Sources

The Division had a successful year of partnerships and entrepreneurial activities, which contributed to its exceeding the goal in 2013 of growing business revenue by five percent.

In 2013, the Division commemorated its 75th anniversary with the launch of the King County Parks Foundation which received a founding gift of \$75,000 from Laird Norton Wealth Management. The funds will be managed by the Seattle Parks Foundation. The Foundation will support the Division's efforts to develop and connect green space and trails networks, expand recreational opportunities across the County's parks and trails, and invest in the Division's long-term legacy, which includes the Eastside Rail Corridor and the Maury Island open space site. The Foundation is guided by an advisory board that consists of King County Executive Dow Constantine; Frank Greer, partner, GMMB; Terry Lavender, community leader; Louise Miller, former King County Councilmember; Bob Moser, CEO, Laird Norton Wealth Management; Bob Ratliffe, Managing Director, Silver Creek Capital; Maryanne Tagney, community leader; and Maggie Walker, community leader.

The Division continued to generate revenue by developing and strengthening corporate partnerships. Some highlights include:

- Movies@Marymoor, produced by Epic Events, experienced its most successful year ever, resulting in a 19 percent increase in revenue to the Division in 2013.
- The 11th Annual Cougar Mountain Trail Run Series, produced by Seattle Running Club, experienced an increase in the number of participants, resulting in a 20 percent increase in revenue in 2013.
- The inaugural Timber! Outdoor Music Festival, produced by Artist Home Presents, sold out at Tolt-MacDonald Park and generated more than \$15,000 in new revenue for the Division.

- The fourth annual Big Backyard 5K Fun Run/Walk, presented by Group Health, involved nearly 1,000 people and raised approximately \$40,000 for the Division.

The Washington State Recreation and Conservation Office (RCO) awarded the Division several grants in 2013, which will be matched with the Division’s capital funds and other grants.

Projects funded by RCO grants that got underway in 2013 include:

- | | |
|---|-----------|
| • East Lake Sammamish Trail – North Sammamish Segment | \$500,000 |
| • Pinnacle Peak Trailhead Development | \$141,000 |
| • Taylor Mountain Trailhead Development | \$100,000 |
| • Dockton Park Dock and Moorage Renovation | \$373,000 |

IV. Agreements with Other Organizations and Jurisdictions

Community Partnerships and Grants (CPG) Program

In 2013, the CPG Program celebrated a decade of success, with more than 50 community-based projects completed, leveraging a public investment of more than \$15 million with more than \$50 million in private matching support. The Division hosted a special dinner event in June to honor partners’ successes and contributions, which was held at the Technology Access Foundation’s Bethaday Community Learning Space, a completed CPG project in Lakewood Park. Twenty-two partner groups were represented and were presented with commemorative plaques made by Division staff and milled from salvaged wood found in parks throughout the Division’s system.

CPG highlights from 2013 include:

- Completing a multi-sport synthetic turf athletic field at Big Finn Hill (Kirkland Lacrosse);
- Completing a picnic shelter at Island Center Forest (Friends of Island Center Forest);
- Opening the boathouse at Marymoor Park (Sammamish Rowing Association); and
- Breaking ground on synthetic field improvements at Redmond Ridge Park (Redmond North Little League).

Transferring Division Assets

No properties were transferred within the Urban Growth Area in 2013.

V. Community Outreach and Involvement

Volunteer Program

In 2013, 8,300 volunteers provided more than 59,000 hours of service during 330 scheduled events, totaling an estimated value of \$885,000. This is slightly higher than in past years, which can be attributed to good weather, as well as more outreach, recruitment, and internal capacity to manage events.



In the fourth quarter alone, 2,268 volunteers gave 18,723 hours of service during 74 scheduled events and through numerous individual service hours. The projects consisted of trail work (48 events); restoration and noxious weed removal projects (17 events); and park maintenance and improvement projects (9 events).

In terms of habitat restoration and trail work in 2013, volunteers planted 22,202 native trees and shrubs and removed some 575 cubic yards of invasive weeds. Volunteers also built 14,100 feet of new trail and completed 21,213 feet of trail maintenance, working along some 6.7 miles of backcountry trails.

Volunteer program highlights include:

- Fifty Park and Trail Ambassadors providing 4,100 hours of service.
- Evergreen Mountain Bike Alliance organizing 40 projects involving 560 volunteers and more than 3,100 volunteer hours to care for trails at three popular mountain biking sites.
- Eastside Audubon Society maintaining the BirdLoop Trail at Marymoor Park, hosting monthly work parties and engaging more than 200 volunteers who generated 870 hours of service.
- One hundred Marymoor concert recycling/composting volunteers, providing 760 hours of service to help reduce the landfill waste generated by large events at Marymoor Park, such as the concert series.
- Partnering with SeattleWorks, which helped lead a corporate volunteer event at Big Finn Hill Park with 200 employees from Starwood Hotels and Resort. The company also donated 288 pairs of gloves and thirty pairs of hand clippers, an estimated value of \$1,000.
- Through Washington State's Puget Sound Corps program, the Division worked with the Washington Department of Natural Resources and the Washington Conservation Corps to carry out a major habitat restoration project at Maury Island Marine Park to remove invasive weeds. The Washington Conservation Corps crews spent more than 12,000 hours clearing invasive blackberry and Scot's Broom from 37 acres of the park and planted more than 60,000 native trees and shrubs. These habitat improvements will help improve and reclaim the old mining site and enhance the natural environment of more than a mile of undeveloped Puget Sound shoreline.

Community Outreach

As previously described, the Division celebrated its 75th anniversary in 2013 and organized several special events to commemorate the year. Highlights include:

- Launching a new partnership with Laird Norton Wealth Management (LNWM). LNWM gave a founding gift of \$75,000 to establish the King County Parks Foundation. In addition, LNWM sponsored a volunteer day of service for its employees at Three Forks Natural Area and dedicated its annual "Thought Forum" to the Foundation, with best-selling author Douglas Brinkley speaking about the past, present and future of the American conservation movement.

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- Celebrating 75 years of the White Center Fieldhouse, a Works Progress Administration-era landmark, with a community gathering featuring games, activities, performances, memories, and a special anniversary cake.

In addition to the CPG-related celebrations listed above, the Division celebrated progress on several other capital projects. Some highlights include:

- Regional celebration commemorating King County's acquisition of the Eastside Rail Corridor in March;
- Grand opening of the 2.2-mile-long Issaquah segment of the East Lake Sammamish Trail, the second section to be developed;
- Grand reopening of the newly renovated play structure at North Shorewood Park in White Center.

The Division hosted outreach tables at 50 events in 2013 which is up from 33 events in 2012. Events included thirteen concerts at Marymoor Park, which directly engaged more than 8,100 people, the annual Seattle Bike Expo, Bike-to-Work Day, workplace health and wellness fairs at PACCAR and Boeing, and community festivals in south King County. Through a special partnership with REI, the Division was featured in a display about King County Parks in the entryway of the Seattle flagship store for the entire month of September. The Division hosted outreach tables at the store and worked with REI to jointly promote the Division's events, activities, and recreation opportunities.

The Division continued to use social media for outreach and feedback, with profiles on all the major social media channels such as Facebook, Twitter, and Google+. These channels offer invaluable opportunities for providing information on facilities and programs and for receiving feedback from King County residents.

In 2013, the Division published 57 press releases and had an earned media impact which reached an audience of 1.5 million people. In addition to raising awareness about parks and recreational opportunities, this type of coverage is key to attracting corporate partners.