

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

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

**First Quarter Report
January – March 2014**

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

Overall, the Parks and Recreation Division's business revenues for the first quarter of 2014 are down compared to the same period in 2013, which can largely be attributed to the 2013 Cirque du Soleil appearance at Marymoor Park. Cirque du Soleil is a significant event that has been appearing at Marymoor every other year, so it is not unusual that business revenues are lower in an "off" year like 2014 than in 2013.

Notably, there has been a 17 percent increase in ballfield revenue at Marymoor and a 14 percent increase in ballfield revenue for the rest of the system over the same period in 2013. This is likely due to the Division's ongoing efforts to upgrade ballfields to synthetic turf. Unlike dirt or grass fields, these fields serve multiple sports, command higher rental fees, remain open during wet weather, and can be scheduled for year-round use.

The Division continues to grow its volunteer program, reflecting the public's interest and support for the County's park system. In addition, the Division continues to make progress in implementing new community partnerships and outreach activities. In particular, the Division has begun using a new communications tool, GovDelivery, to send electronic newsletters and alerts directly to subscribers. The Division now has approximately 2,600 subscribers to a monthly Parks E-Newsletter, has created several park-specific project listservs, and will continue to promote subscriptions.

II. Summary of Revenues and Expenditures

Parks and Recreation Division Revenues

	Revenues	Expenditures
2014 Adopted	\$37,604,113	\$36,048,864
2014 Revised	\$38,262,021	\$36,048,864
2014 Estimated	\$38,262,01	\$36,048,864
2013 Actual	\$29,064,404	\$30,616,131

Business Revenues¹ and Expenditures through March 2014

	Actual Business Revenues	Actual Total Expenditures
January 1 – March 31, 2014	\$966,002	\$6,653,001
January 1 – March 31, 2013	\$1,705,169	\$6,541,273

Business Revenues

Business revenues are budgeted at \$5.2 million in the 2014 Adopted Budget and comprise about 14 percent of the Division's budgeted revenues.² The Division's year-to-date business revenues through March are about 19 percent of its annual business revenue target. Year-to-date business revenues are down compared to 2013, when Cirque du Soleil last appeared at Marymoor Park. Cirque du Soleil is a significant event that has been appearing at Marymoor every other year, so it is not unusual that business revenues are lower in an "off" year like 2014 than in 2013. Cirque did not appear at Marymoor in 2012, and business revenues received to date in 2014 (\$966,002) are slightly higher than those received the first quarter of 2012 (\$936,862).

Expenditures

In the first quarter, the Division's expenditures were about 18 percent of the 2014 adopted 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, as called for in the 2014-2019 Parks, Trails and Open Space Replacement Levy, while achieving the target year-end fund balance. Appendix A summarizes the financial plan for the Parks operating fund.

¹ 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.

² Additional revenues come from the 2014-2019 Parks, Trails and Open Space Replacement Levy, which accounts for about 80 percent of operating revenues, as well as from intergovernmental transfers, which account for about six percent.

III. Revenues by Key Business Units

Marymoor Park

	2014 thru Q1	2013 thru Q1	Change (\$)	Change (%)
Revenues				
Rev - Facilities	\$19,276	\$23,898	(\$4,622)	-19%
Rev - Ballfields	\$178,523	\$152,704	\$25,819	17%
Rev - Parking	\$154,746	\$133,951	\$20,795	16%
Rev - Concerts	\$0	\$0	\$0	--
Rev - Cirque du Soleil*	\$0	\$755,908	(\$755,908)	--
Rev - Cavalia**	\$165,310	\$0	\$165,310	--
Total Revenues (rounded)	\$518,000	\$1,066,000	(\$549,000)	-52%

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

**Additional event revenue was collected in April, and total event revenue will be reflected in the 2014 Second Quarter report.

Overall revenues for Marymoor Park are down 52 percent compared to the same period in 2013, which can be attributed to Cirque du Soleil's 2013 appearance at Marymoor Park. Cirque du Soleil is a significant event that has been appearing at Marymoor every other year, so it is not unusual that business revenues are lower in an "off" year like 2014 than in 2013.

During the first quarter 2014, Marymoor Park hosted Cavalia, a special event similar to Cirque, but a much smaller production. The run was successful and accounts for the increase in revenue when compared to the same period in 2012, which was also an "off" year for Cirque and an "on" year for Cavalia. Additional Cavalia event revenue was collected in April, and total event revenue will be reflected in the 2014 Second Quarter report.

Other revenues are up compared to the same period in 2013, including a 16 percent increase in daily parking revenue and a 17 percent increase in ballfield revenue, both of which reflect a wet, but milder winter than in 2013. Revenues from facility rentals declined by 19 percent, which is largely due to the Clise Mansion being closed for maintenance and repairs.

Weyerhaeuser King County Aquatic Center (WKCAC)

	2014 thru Q1	2013 thru Q1	Change (\$)	Change (%)
Revenues				
Rev - Facilities	\$152,525	\$277,087	(\$124,562)	-45%
Rev - Courses	\$29,581	\$30,384	(\$803)	-3%
Rev - Drop in	\$9,163	\$8,170	\$993	12%
Rev - Conference center	\$805	\$1,605	(\$800)	-50%
Total Revenues (rounded)	\$192,000	\$317,000	(\$125,000)	-39%

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While the first quarter 2014 business revenues at WKCAC appear significantly lower than the same period in 2013, this comparison may be misleading because WKCAC facility revenue is reported when bookings are finalized (not necessarily when events took place or when revenue was received). The Division expects revenue to be in line with 2013, as WKCAC's first quarter 2014 event schedule was similar to the same period in 2013. The facility once again hosted events such as the PAC-12 Women's Swimming Championships, the PAC-12 Men's and Women's Diving Championships and the Washington Interscholastic Activities Association (WIAA) Boys State High School Swimming and Diving Championships.

Revenue from lessons and public attendance in drop-in programs remains steady and the conference center hosted one less event in the first quarter of 2014 than in 2013, accounting for the decrease in revenue in that category.

Fields and Facilities Business Unit

	2014 thru Q1	2013 thru Q1	Change (\$)	Change (%)
Revenues:				
Rev - Ballfields	\$103,604	\$90,916	\$12,688	14%
Rev - Facilities	\$31,100	\$42,089	(\$10,989)	-26%
Rev - Camping	\$3,716	\$3,479	\$237	7%
Total Revenues (rounded)	\$138,000	\$136,000	\$2,000	1%

First quarter 2014 business revenue is steady when compared with the same period in 2013, thanks to a continued upward trend in revenue from ballfield rentals. Despite the wet weather experienced so far in 2014, the synthetic turf athletic fields have remained open and see more year-round use than sand or grass fields.

There was a slight decrease in revenue from facility rentals, which is likely due to the wet weather conditions during the quarter, which affected use of facilities such as picnic shelters. However, first quarter revenue from camping at Tolt-MacDonald Park was higher than the same period in 2013. Unlike in past years, Tolt-MacDonald Park was only affected by winter flooding for a week during the first quarter of 2014.

Revenue – Other Sources

The Division secured a new partnership with Swedish Medical Center Redmond that is expected to bring in approximately \$60,000 in business revenue for the Division. Swedish Medical Center Redmond will sponsor the 2014 Marymoor Park Concert Series and have informational signage in trail kiosks and along the Sammamish River Trail. Consistent with past reporting, this revenue will be reflected in the fourth quarter.



IV. Agreements with Other Organizations and Jurisdictions

Community Partnerships and Grants (CPG) Program

In partnership with the Redmond North Little League, the Division completed the multi-sport synthetic turf ballfields at Redmond Ridge Park and is finalizing Americans with Disabilities Act (ADA) improvements. The new fields will allow year-round scheduling regardless of weather. Seasonal scheduling requests have already increased by more than 300 percent over past years.

The Ravensdale Park improvement project is moving into Phase Two, with permits finalized for the six-million-dollar project. The Division is partnering on this project with the Ravensdale Park Foundation, the City of Maple Valley, and community sports leagues, and Phase Two includes two new synthetic turf multi-sport ballfields, field lighting, a building with restrooms and concession space, a maintenance building, a community meadow, a new parking lot, and new stormwater infrastructure and utilities. Construction is anticipated to be completed later this summer.

The Division has received permits for a new picnic shelter at Maury Island Marine Park, which is being constructed as part of a partnership with the Friends of Maury Island Marine Park.

Transferring Division Assets

No properties were transferred within the Urban Growth Area during the first quarter of 2014.

V. Community Outreach and Involvement

Volunteer Program

In addition to individual service hours, some 2,100 volunteers participated in 101 scheduled events and gave about 15,260 hours of service during the first quarter of 2014. This continues an upward trend in both number of volunteers and hours of service when compared with the same period over the past several years.

One high-profile volunteer event during the first quarter was the Black Forest project, a collaboration with 4Culture at Cougar Mountain Regional Wildland Park. Through this “land art installation,” volunteers helped local artist Hans Baumann reimagine the park as a site for carbon sequestration by covering the forest floor with approximately 50,000 pounds of bio char, a natural material that resembles the coal removed from the mountain for more than a century. The bio char will be left in place to biodegrade and return nutrients to the soil and presents an interesting and ever-changing “artwork” for park visitors.

In the first quarter of 2014, the Division once again worked with a group of AmeriCorps National Civilian Conservation Corps volunteers, who planted more than 10,000 trees and

shrubs, removed invasive plants from three acres of parkland, and helped at fifteen volunteer events during their ten-week period of service.

Community Outreach

The Division participated in three career fairs during the first quarter of 2014 to promote job opportunities with the Division, including several that were geared toward non-traditional audiences, such as low-income youth and minority college students, which is part of the Division's on-going commitment to King County's equity and social justice goals.

In March, the Division and King County Metro co-hosted a booth at the annual Seattle Bike Expo, a bicycle-focused trade show that attracted approximately 10,000 people. At the event, Division staff interacted with more than 1,000 people and launched the Regional Trails System map cover photo contest, which goes through July 2014 and is an effort to promote social media interaction and encourage people to enjoy the 175-mile Regional Trails System.

In addition to its robust social media presence, the Division began using a new communications tool, GovDelivery, to send electronic newsletters and alerts directly to subscribers. The Division now has approximately 2,600 subscribers to a monthly Parks E-Newsletter, has created several park-specific project listservs, and will continue to promote subscriptions. GovDelivery makes it easy for individuals to control their subscriptions, and at the same time, provides reporting functions so that the Division can understand subscribers' preferences for information and adapt its newsletters to better meet the public's needs and interests.