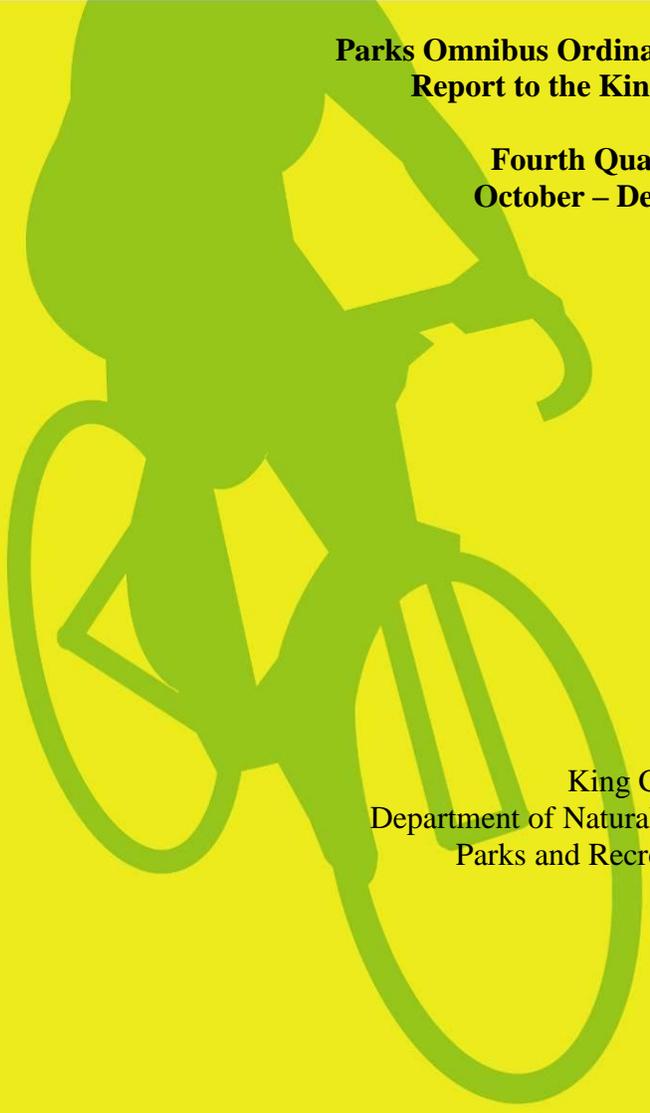


King County Parks **Your**  King County
Big Backyard

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

**Fourth Quarter Report
October – December 2014**



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

III. Revenues by Key Business Units 5

IV. Agreements with Other Organizations and Jurisdictions 8

V. Community Outreach and Involvement 8

Appendix A: 2014 Parks and Recreation Division Financial Plan.....10



I. Executive Summary

Based on preliminary year-end data through February 2, 2015, the Parks and Recreation Division generated a total of \$4.9 million in business revenue in 2014, slightly missing its annual business revenue target of \$5.2 million. This decrease is largely due to 2014 being an “off” year when Cirque du Soleil did not appear at Marymoor Park and the Weyerhaeuser King County Aquatic Center (WKCAC) was closed August through October for major energy efficiency upgrades and other improvements. Several capital improvements were undertaken in 2014, including improving air quality in the WKCAC natatorium and installing additional lighting and power supply in the concert venue at Marymoor Park, which will allow the Division to continue to attract park users to its facilities as well as high-profile events.

Marymoor Park revenue is down 10 percent compared to 2013. The reduction in revenue is partially offset by successful seasons with the Marymoor Park Concert Series and ballfield rentals. Due to a near doubling of the number of concerts in 2014 compared to the number offered in 2013 (23 in 2014 compared to 13 in 2013), as well as strong attendance numbers, the concert series generated 54 percent more revenue in 2014 than in 2013. Revenues from ballfield rentals continue a steady recovery after several years of decline, reflected in a four percent overall increase compared to 2013.

Revenues from other ballfields and facilities elsewhere in the county continue to increase, largely due to the popularity of the newly converted synthetic athletic fields. The opening of the renovated Jackson Roos Memorial Field at Redmond Ridge Park in spring 2014 contributed to the overall increase to ballfield revenues compared to 2013.

Highlights of other corporate partnerships and events in 2014 include:

- The Division secured Swedish Redmond as the presenting sponsor of the Marymoor Park Concert Series (\$125,000) and as sponsor of the Sammamish River Trail (\$30,000), resulting in \$155,000 of business revenue for the Division. This partnership will continue into the 2015-2016 biennium with a new, two-year agreement.
- Phase 2 of renovations at Ravensdale Park is nearing completion.

Other highlights include the participation of over 8,300 volunteers who donated over 57,000 hours, through invasive weed removal, back-country trail restoration, and other park maintenance and improvement projects. Volunteers provide critical support for park operations through their donations of time which frees staff to do more complex tasks, such as ensuring non-critical invasive weeds are also addressed and providing a greater level of stewardship in parks and natural lands.

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 Actual (preliminary) ²	\$38,262,021	\$32,288,403
2013 Actual	\$29,064,404	\$30,616,131

Business Revenues¹ and Expenditures through December 2014

	Actual Business Revenues	Actual Total Expenditures
January 1 – December 31, 2014 ²	\$4,889,895	\$32,288,403
January 1 – December 31, 2013 ³	\$5,442,616	\$30,616,131

Business Revenues

Annual business revenues are targeted at \$5.2 million in the 2014 Adopted Budget and comprise about 14 percent of the Division's budgeted revenues.⁴ Preliminary 2014 financial actuals indicate the Division brought in \$4.9 million of total business revenue, slightly missing its annual business revenue target for 2014 of \$5.2 million. However, for comparison, business revenues in 2014 are higher than those received in 2012 (\$4.6 million), a similarly "off" year when Cirque du Soleil did not appear at Marymoor Park.

Despite not hosting Cirque du Soleil in 2014, the Division developed several new events in 2014 and created new partnerships that were sources of new business revenue for the Division including several running events and continued partnering with groups to convert ballfields to multi-sport synthetic fields.

Expenditures

Based on preliminary year-end data, total 2014 expenditures equaled about 90 percent of the Division's annual expenditure budget, which is lower than historical spending patterns. This is mainly due to staff vacancies early in 2014 due to retirements and new positions added to implement the new Parks, Open Space, and Trails Replacement Levy. As of December 2014, the Division is almost fully staffed and has very few vacancies remaining. 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, inter-fund transfers, and similar revenues that are not within the control of the Division are excluded from this total.

² Actual revenues and expenditures are preliminary, per financial reports as of February 2, 2015. Final year-end figures are anticipated to be available in late February 2015.

³ 2013 Actuals are taken from the Parks Levy Citizen Oversight Board (COB) report.

⁴ 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 inter-fund transfers, which account for about six percent.

III. Revenues by Key Business Units

Marymoor Park

	2014 thru Q4	2013 thru Q4	Change (\$)	Change (%)
Revenues:				
Facilities	\$242,890	\$257,073	(\$14,183)	(6%)
Ballfields	\$880,062	\$844,231	\$35,831	4%
Parking	\$645,189	\$640,067	\$20,036	1%
Concerts	\$598,264	\$388,873	\$209,391	54%
Cirque du Soleil*	\$0	\$773,385	(\$773,385)	--
Cavalia	\$237,711	\$0	\$237,711	--
Total Revenues (rounded)	\$2,616,000	\$2,904,000	(\$288,000)	(10%)
Total Expenditures (rounded)	\$4,643,000	\$4,925,000	(\$282,000)	(6%)

*For the past several years, Cirque du Soleil has appeared at Marymoor Park every two years. The production returns to Marymoor Park in 2015.

Based on preliminary year-end totals, overall revenues for Marymoor Park are down 10 percent over 2013. This is largely due to the intermittent nature of special events, such as Cirque du Soleil, which last appeared in 2013. Although Marymoor hosted Cavalia's *Odysseo*, during the first quarter of 2014, it is a much smaller production than Cirque du Soleil and does not generate the same level of revenue for the Division. Expenditures are also down compared to 2013, largely due to a staff vacancy in 2014 and higher than typical expenditures occurring in 2013.

The Marymoor Park Concert Series had another extremely successful year in 2014, offering 23 concerts throughout the summer. The increase in revenue over 2013 is due to a near doubling of the number of shows in 2014 compared to the number of shows offered in 2013 (23 concerts in 2014 compared to 13 concerts in 2013), as well as strong attendance numbers.

Facility rental revenue declined 6 percent over 2013. Several factors contributed to this decline, including the continued closure of Clise Mansion for repairs and the impact of an expanded concert schedule on nearby concessions (which are not open during concerts) and picnic facility availability (which is limited for certain shelters during concerts). However, the decline in revenue in this category is more than made up for by the increase in revenue from the expanded concert series.

Ballfield rentals continue to be a significant source of revenue for Marymoor Park, comprising over one-third of the park's total business revenues. Revenues from ballfield rentals continue a steady recovery after several years of decline, reflected in a four percent overall increase compared to 2013. Daily parking fee collections remain somewhat flat, but are up one percent over 2013.

In conjunction with hosting a full schedule of events in 2014, the Division completed several major maintenance and facility improvements at Marymoor Park, focusing on preservation of infrastructure, safety and ADA upgrades. Projects included installation of a new sewer system pump, drainage and flood control improvements, installation of additional lighting and power supply in the concert venue, and new ADA access improvements to facilities such as MacNair Activity Field, home to the Movies@Marymoor events. Throughout 2014, Marymoor employees put a new emphasis on



efficiency by learning new skills and sharing their knowledge between coworkers. These improvements will allow the Division to continue to attract park users to its facilities as well as high-profile events.

Weyerhaeuser King County Aquatic Center (WKCAC)

	2014 thru Q4	2013 thru Q4	Change (\$)	Change (%)
Revenues:				
Facilities	\$664,949	\$766,193	(\$101,244)	(13%)
Courses	\$85,387	\$133,607	(\$48,220)	(36%)
Drop-in	\$25,748	\$37,173	(\$11,425)	(31%)
Conference center	\$21,538	\$19,886	\$1,652	8%
Total Revenues (rounded)	\$798,000	\$957,000	(\$159,000)	(17%)
Total Expenditures (rounded)	\$3,046,000	\$3,081,000	(\$35,000)	(1%)

Based on preliminary year-end totals, revenue at the WKCAC is down 17 percent over 2013. This is largely due to the facility being closed August through October for major energy efficiency upgrades and other improvements, resulting in a decline in revenue from facility bookings, swimming lessons, and drop-ins. The Conference Center remained available for events and private parties during this time period, which is reflected in the 8 percent increase in revenue over 2013. Once the WKCAC re-opened early November, the facility resumed hosting several large events including the 2014 Speedo Winter Jr. National Championships in December.

The renovations and investments improved air quality in the natatorium – a growing national health concern for competitive swimmers – and added energy efficiency upgrades to the HVAC, boiler, and lighting systems including the installation of a 104kW solar photovoltaic system. Collectively, the energy projects will reduce greenhouse gas emissions by over 500 metric tons demonstrating King County’s commitment to reduce the carbon footprint of government operations and are the types of projects outlined in the K4C’s Joint County-City Climate Commitments. Project funding partially came from two state Department of Commerce energy efficiency grants and a grant from Puget Sound Energy.

Fields and Facilities Business Unit

	2014 thru Q4	2013 thru Q4	Change (\$)	Change (%)
Revenues:				
Ballfields	\$538,105	\$435,370	\$102,735	24%
Facilities	\$396,012	\$348,756	\$47,256	14%
Camping	\$107,587	\$95,603	\$11,984	13%
Total Revenues (rounded)	\$1,042,000	\$880,000	\$162,000	18%

Since business revenue from the Fields and Facilities Business Unit come from a mix of parks system-wide which may change year to year, total expenditures are not shown for Fields and Facilities Business Unit.

Overall, revenue from fields and facilities continues to grow, showing an 18 percent increase in 2014 over 2013.



Ballfield revenue continues to increase significantly, largely due to the popularity of newly-converted synthetic athletic fields. By converting grass and sand ballfields into multi-sport synthetic turf fields, the fields can accommodate more sports, and games can be played year-round with fewer rainouts. The opening of the renovated Jackson Roos Memorial Field at Redmond Ridge Park in spring 2014 contributed to the overall increase to ballfield revenues over 2013.

Revenue from the rental of other facilities in the Division's system continues to trend upward. This is due in part to the popularity of Preston Community Center and Tolt-MacDonald Park and Campground as wedding venues. An increase in trail events on both regional and back country trails this year, for example the SCOTT Cougar Mountain Trail Run Series described below, helped to boost facility revenue as well.

Camping revenue increased significantly due to a few large special events hosted at Tolt-MacDonald Park and Campground, such as the Timber! Outdoor Music Festival, which fully booked the entire campground for the duration of the events. Weekends throughout the summer continued to be fully booked in advance in 2014, while the yurts and camping container were also heavily booked during weekdays.

Revenue – Other Sources

The remaining portion of the \$4.9 million total business revenue comes from a variety of sources including corporate sponsorships and utility easements. By developing and strengthening corporate partnerships throughout the year, the Division anticipates a continued growth of business revenues in 2015.

In 2014, the Division received revenue due to cell tower sites at Cougar Mountain and Soos Creek Park, as well as from fiber optic cable in the Burke-Gilman Trail right-of-way.

The SCOTT Cougar Mountain Trail Run Series finished its twelfth season strongly with its final event in October with 30.1 mile, 20 mile, and 8 mile races. The 2014 series, co-produced by Northwest Trail Runs and the Seattle Running Club, continues to experience an increase in the number of participants, resulting in close to an eight percent increase in revenue. Over the past twelve years, the series has generated \$140,000 for Parks.

In 2014, the Division secured Swedish Redmond as the presenting sponsor of the Marymoor Park Concert Series (\$125,000) and as sponsor of the Sammamish River Trail (\$30,000), resulting in \$155,000 of business revenue. As a result of this successful partnership, Swedish Redmond agreed to renew its sponsorship of the Marymoor Park Concert Series for a two-year term in the upcoming 2015-2016 biennium, at an increased amount each year. Since the Division secured the sponsorship, its sponsorship fee splitting agreement with AEG Live and SES provides the Division with a 20 percent finder's fee, plus a portion of the net sponsorship revenue after activation costs in 2015 and 2016. Lastly, Swedish Redmond agreed to renew its \$30,000 commitment for a Parks sponsorship in 2015.

IV. Agreements with Other Organizations and Jurisdictions

Community Partnerships and Grants (CPG) Program

The CPG program is evaluating a proposal by Parkour Visions, a local non-profit organization dedicated to teaching parkour and movement play for all ages, to build an outdoor parkour recreational amenity in a King County Park. This public amenity would be the second of its kind in the nation and an exciting opportunity to meet the growing interest in the European-inspired sport. The outdoor installation design focuses on creating maximum parkour movement potential in a compressed footprint using curved and angled concrete walls combined with a carefully integrated bar set-up.

CPG highlights from 2014 include:

- Phase 2 of renovations at Ravensdale Park is nearing completion. New synthetic fields are completed and major infrastructure is complete. The facility is expected to open in early 2015.
- In partnership with the Friends of Maury Island Marine Park, a new beach picnic shelter at Maury Island Marine Park has been completed. The community partner will develop a landscaping plan to improve the areas adjacent to the new picnic shelter.
- Design development has begun for the Northshore Athletic Fields redevelopment project in Woodinville. The project team plans to submit for permits in spring 2015.
- The Sammamish Rowing Association has begun work on the 2nd floor of its new boathouse which will include the exercise facilities, locker rooms, and offices. The boathouse bays have been in operation since September 2014.

Transferring Division Assets

No transfers took place during the fourth quarter of 2014.

V. Community Outreach and Involvement

Volunteer Program

In 2014, over 8,300 volunteers donated over 57,000 hours and participated in more than 340 scheduled events. This continues a robust show of support for parks, trails, and natural areas. In the fourth quarter alone, 2,285 volunteers provided 11,274 hours of service and participated in 81 scheduled events.

In terms of habitat restoration and trail work, volunteers planted 12,400 native trees and shrubs and removed over 90 cubic yards of invasive plants. Volunteers also decommissioned over 50 unauthorized camp sites, mulched over 1,000 native plants, and worked on one mile of back country trails.

Volunteer program highlights include:

- Three teams from the AmeriCorps National Civilian Community Corps (NCCC) came to help in parks over 22 weeks, which is a record amount.
- In partnership with 4Culture, King County's cultural services agency, an artist was commissioned to create a public art project in the Wayne Tunnel on the Burke Gilman Trail near Kenmore. Working along with the artist, 66 volunteers contributed almost 300 hours

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

painting this vibrant artwork as part of the Regional Trail System's master plan to integrate public art and design to trails.

- One hundred recycling/composting volunteers provided 1,084 hours of service to help educate concert-goers about reducing waste and diverting compost and recyclables from going to the landfill at the Marymoor Park Concert Series.
- Earth Week, the National Day of Service, and the United Way's annual Day of Caring were three high-profile, special volunteer periods in 2014. The Division received almost 4,000 hours of service from over 1,200 volunteers at 17 sites including parks, backcountry trails, and natural areas.

Community Outreach

The Division hosted outreach tables at four events in the fourth quarter and approximately 45 events in 2014. The Division participated in several career fairs to promote job opportunities with the Division, including outreach to 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 Initiative goals. Other events included 23 concerts at Marymoor Park, the annual Seattle Bike Expo, Bike-to-Work Day, workplace health and wellness fairs at area companies and organizations, community festivals in east and south King County, and King County Parks sponsored events.

As part of the King County Parks' on-going partnership with Laird Norton Wealth Management, the Division partnered with a number of organizations to launch "Pianos in the Parks", a fun summer project that placed fully functioning pianos, which were beautifully transformed into works of art by students at the Gage Academy of Art, in iconic parks and trails in Seattle and King County. This social media-based contest and collaboration was well received by the media and the public and brought positive attention to the Division.

The Division continued to use social media for outreach and feedback, with profiles on major web and social media channels such Facebook, Twitter, Instagram, Flickr, and Wordpress. These channels continue to see an increase in viewership and participation each year, and offer invaluable opportunities for providing information on projects and facilities, and for receiving feedback from King County residents.

Finally, in addition to its robust social media presence and as another tool to connect with the public, the Division continued to use GovDelivery to send electronic newsletters, alerts, and site-specific project announcements directly to its subscribers. Since starting GovDelivery in late 2013, the Division has grown its monthly Parks E-Newsletter to nearly 4,145 subscribers and to 4,160 subscribers for its seasonal Volunteer E-Newsletter.