KING COUNTY PARKS 2012

REGIONAL SCHEDULING

Camping	Trail Events	Weddings	Yurts
$46,768	$60,832	$35,8250	$9,875
$52,989	$74,683	$61,325	$19,222

SOCCER FIELDS

2011 $173,900
2012 $226,258

BASEBALL FIELDS

2011 $169,197
2012 $155,758

KINGCOUNTY.GOV/PARKS

847,087 (2012)
752,824 (2011)
VIEWS

- 62% Search Engines
- 23% Direct Traffic
- 15% Referring Sites

TOP SEARCH TERMS

1. marymoor park
2. king county parks
3. king county aquatic center
4. cougar mountain

SOCIAL MEDIA
All time

1,917 Like us

60,218 views of the blog

218,312 views of our pics

* Most popular photo:View from Cougar Mountain

WKCAC: ATTENDANCE

133,955

HOSTED:
1 U.S.A. DIVE TRIAL,
1 W.C.A.A.

88,009 (2011) — (2012)

2011 Revenue 2012
$890,763 $905,004

PARTNERSHIPS/OUTREACH

$530,075
Awarded in youth, sport, facility grants

VOLUNTEER HOURS

2011	2012
58,340	53,000
$875,100	$742,000
Estimated value	Estimated value

OUTREACH EVENT VISITORS

2011 3,800
2012 4,830

EARNED MEDIA
(Local news coverage)

Audience
1,555,810

Value
$251,040

47%
Corporate partners retained
* Group Health, REI, etc.

CAPITAL PROJECTS

- 1 BRIDGE
- 1 TENNIS COURT
- 1 PLAY AREA
- 2 SOCCER FIELDS
- 1 BASEBALL FIELD
- 1 LACROSSE FIELD
- 4 MILES OF TRAIL
- BLUE TREES
- 2 SHELTERS
- 6 DUGOUT COVERS
- 1 CONTAINER
- 1 PLAY AREA
  1 SPORT COURT
  FOR MAPLEVALLEY HEIGHTS

ACQUISITIONS

424 acres

5 MEMORIAL BENCHES

MARYMOOR

CONCERT REVENUE

	2011	2012
Parking	$13,773	$27,320
In-house ticket sales	$25,848	$32,563

	2011	2012
PARKING	$532,577	$524,088
FIELD RENTALS	$873,667	$816,528

Total Revenue
2011 $3,400,696 2012 $4,004,349

MAINTENANCE: HOURS

	2011	2012
INVASIVE PLANT CONTROL	1,491	1,549
RESTROOMS/SHOWERS	5,924	5,994
LITTER/GARBAGE	19,565	20,541

TOTAL ANNUAL *

2011 41,316
2012 40,400

* Total includes it's not shown here

WHITE CENTER TEEN PROGRAM

#1 ACTIVITY: BASKETBALL | 600+ TEENS | 750 HOURS | 5,500 GAMES | 66,000 EXPERIENCES

"BURNT TOAST"
Weekly cooking & baking classes

100+ TEENS learned at least one recipe

FAVORITE RECIPES:
CITRUS CHICKEN | PIZZA

FIELD TRIPS
100 TEENS | 40+ TRIPS

200 FREE LUNCHES
VIA SUMMER SACK LUNCH PROGRAM

200+ FAMILIES
40 TEEN VOLUNTEERS
HALLOWEEN CARNIVAL

15 STAFF
1,500 HOURS of recreation opportunities

50+ TEENS | 4 SEASONS | 200 PRACTICES | 48 GAMES | 300 Post game ice creams