



*a business oriented approach to sustainable parks*

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

## From Budget Crisis to Business Plan

- ✓ Four-year **voter approved levy** complimented by business minded approach to **efficiencies & generating revenue**
- ✓ Entrepreneurial, performance-driven organization that **embraces non-traditional** ways of doing business
- ✓ **Transfer in-city** facilities
- ✓ Solidify **public trust** that King County has a Parks system worth supporting



### Partnership for Parks Goals

1. Increased **recreational opportunities** without incurring ongoing costs
2. Build support by keeping Parks personal – **“sweat equity”**
3. **Cash** for O&M



## Corporate Partnerships

- ✓ **Private sector validation** of business plan & Parks mission
- ✓ Create strong O&M **revenue pipeline** that keep facilities open to the public
- ✓ Opportunity for **visibility & development of new parks audiences**
- ✓ Consistent with Department master plan and **community/user group vision**
- ✓ **Market-rate** – ensure public benefit

Concessions

Naming Rights

Event Sponsorships

Gifts/Grants

Marketing/Advertising

Natural Resources, Utilities & Short Term Lease Agreements

Public/Private Real Estate Development, Long Term Lease Agreements

## Community Partnerships

- ✓ **Network of supporters** vested in Parks success
- ✓ **New recreation opportunities**, without new ongoing costs.
- ✓ Heavily **leveraged capital improvements**
- ✓ Create joint **revenue opportunities**
- ✓ Embrace community desire to **directly invest** in park system via sweat equity, in-kind services & cash.

Volunteer Programs

Grant Programs

Special Use Agreements with Non-Profits

Land Conservation Partnerships



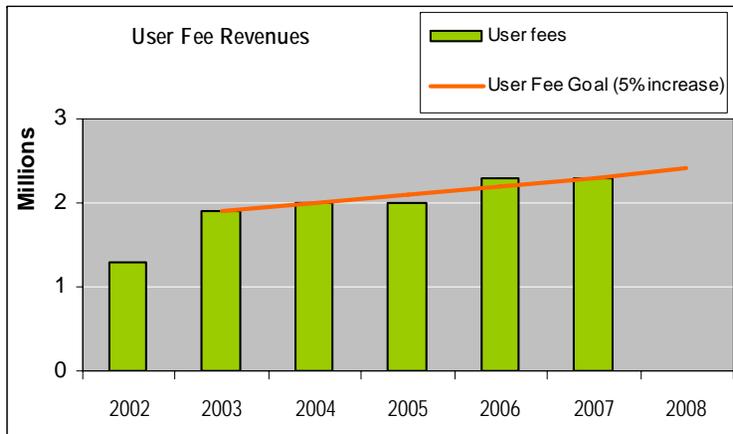
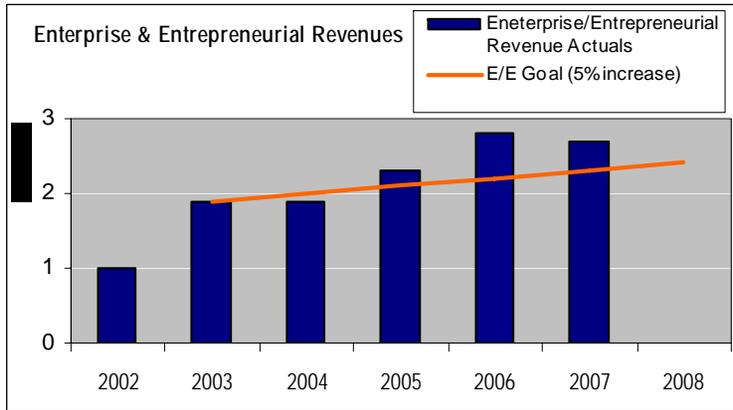
## Community Partnership and Grant (CPG) Program

- **Identify and support** community-based partner organizations
- Empower community-based **partners to plan, develop, and invest** in new recreation facilities on public land
- Make **strategic capital grant** awards to community partners to **leverage resources**
- Recognize intangible **value of community goodwill**

### CPG Metrics:

- **\$9M** in grants translated into **\$50+M** worth of **new public recreation** facilities
- **Over 80,000** constituents **directly served** from 30+ community-based organizations
- **Launched with \$600,000** in grants in 2003





## King County Parks Business Development Revenue

**Enterprise revenues** - non-traditional activities including: corporate sponsorships, parking, facility rentals. Generated by aggressive, deliberate strategy & asset mix. Enterprise successes build public trust & taxpayer value.

**User Fee revenues** - traditional activities: pool fees, field rentals, recreational programs. Individual fees are market-driven and are expected to plateau. Additional capital investment could elevate revenue plateau.  
i.e. **\$4.5M CIP for synthetic turf fields at Marymoor increased annual revenue from \$150k to \$500k+**

\*Data adjusted for transferred facilities

## Marymoor Park | Partnerships Case Study

### Corporate Partnerships

5 year support for **Group Health Velodrome and MVA** | \$610,000

1 year naming right for **MSN Wi-Fi Hotspots** | \$100,000

3 year title sponsorship of **US Bank Concerts at Marymoor** | \$300,000

Concerts at Marymoor **ticket revenue** | avg. \$70,000 annual

Bi-annual lease agreement with **Cirque de Soleil** & related parking revenue | \$550,000

**Subway** restaurants (Marymoor | Aquatic Center) | avg. \$35,000 annual

**Parking** at Marymoor | \$400,000 annually

**First Tech event naming rights** for outdoor movie series | \$10,000

**AegisLiving** support Reflexology Walking Paths | \$10,000

Capital investment **Dasani Blue Bikes** (bike share program) | \$50,000

### Community Partnerships

**New Velodrome Building at Marymoor Park** | Marymoor Velodrome Association (MVA)

**Marymoor Dog Park Improvements - Serve Our Dog Area SODA** | Maintain and operate 42 acre off leash dog park | 700,000 day visits annually | contributes \$60,000 annually in revenue to Parks

**New Boathouse at Marymoor Park** | Sammamish Rowing Association – \$150,000 in Community Partnership Grants leveraged through public/private investment to develop \$3M rowing facility

**Audubon Bird Loop Trail System** | East Lake Washington Audubon Society (ELWAS)



50¢ King, Pierce, Snohomish, Island, Kitsap and Thurston counties | WA Metro Area | seattletimes.com

## Corporate partners bring funds and critics Parks seek sponsors, but walk fine line



STEVE RINGMAN / THE SEATTLE TIMES  
Group Health signed a three-year contract at \$120,000 per year to have its name on the Velodrome at Marymoor Park in Redmond.

**BY LISA CHIU**  
Seattle Times Eastside Bureau

Visitors to King County's Marymoor Park in Redmond can walk past the Group Health Velodrome, order food at the Subway sandwich shop, and online in Microsoft-sponsored Wi-Fi areas and read a trail map bearing the Starbucks mermaid logo.

For the past two weeks, they also could hunt for 20 two-foot, fish-covered fake burrito lids in the park as part of a dual promotion for Chipotle Mexican Grill and the county's redesigned parks Wi-Fi site.

The burrito promotion and other corporate partnerships are the brainchild of King County Parks' three-member Strategic Partnership and Enterprise Initiatives team. Its job: Come up with ideas to make money and increase the viability of county parks.

That often means teaming with a company for sponsorship — everything from big tent performances by Cirque du Soleil to selling naming rights for park facilities.

But in the push for revenue bringing the private sector too close to an area that traditionally has been commercial-free — the local park?

"My feeling is that this is not appropriate stuff for parks," said Michael Hobbs, a board member of the nonprofit Friends of Marymoor Park. "The park should be a place to get away from commercialism and not be an extension of the mall."

Please see » PARKS, A22

HIDDEN BURRITOS, Wi-Fi access used to increase revenue, visibility » A22

Saturday, August 19, 2006 - 12:00 AM

## How King County Parks Department is increasing its revenue and visibility



STEVE RINGMAN / THE SEATTLE TIMES

**Naming rights**

Group Health signed a three-year contract at \$120,000 per year to have its name on the Velodrome at Marymoor Park. Microsoft signed a one-year, \$100,000 contract to provide Wi-Fi access at

Bart Nordetom, left, and Patrick Pepineau were among the winners in a recent burrito promotion by King County Parks.

## Wi-Fi hot spot at Marymoor wins applause

**By Rachel Tuinstra**  
Seattle Times Eastside bureau

When Harley Sheffield heard King County was setting up a free wireless Internet service at Marymoor Park, he toted his laptop to the park's velodrome to see if he could log on.



Sheffield reports that the service, called Wi-Fi, works great, and he expects to use it often as part of his job as executive director for the Marymoor Velodrome Association.

"We're trying to figure out how ... we can have live feeds from races and weather updates," Sheffield said. "If we're able to

Wednesday, June 14, 2006, 12:00 AM

## Redmond, county reap benefits from Cirque du Soleil

**By Lisa Chiu**  
Seattle Times Eastside Bureau

While there has been plenty of praise for Cirque du Soleil, local establishments are also applauding the economic boost it has brought to the area.

Just days after "Varekai" — Cirque's latest world circus set up its tent at the King County park in early Ma

## Course at Cottage Lake Park to teach leadership, teamwork

**By Peyton Whitley**  
Seattle Times Eastside bureau



Alpine Towers International workers and the finishing touches on six towers at Cottage Lake Park east of Woodinville. The concept is modeled after training courses used by Outward Bound, a New York-based educational organization that

Some tall, tall towers installed at Cottage Lake Park east of Woodinville are going to provide a new kind of adventure in the area.

The six towers, reaching 42 feet at their tallest, are for what's called a ropes course.

The idea behind the course is to promote leadership and teamwork skills, said Alan

## A Park For All People

**Valerie Easton**

It took the largest single gift ever received by King County Parks, multiple neighborhood meetings and the talents of an eager group of landscape-architecture students to renovate White Center Heights Park. Starbucks gave \$550,000, plus employee time and muscle for an "Ultimate Park Makeover" that transformed an overgrown, dangerous space into an inviting community park, complete with a cistern and pig-roasting pit.

All this was not accomplished without a little drama along the way. The new park was designed by 14 students in associate professor Daniel Winterbottom's design/build seminar at the University of Washington. It was their last quarter in the UW landscape architecture program. The idea is to dose students with real-world experience before



COURTESY OF DANIEL WINTERBOTTOM

The White Center community came out in droves last June for the dedication of the new community park, designed and built by University of Washington students.

## Preston's vision of community park comes alive



PHOTO COURTESY OF KING COUNTY PARKS

## The Woodinville Weekly The Northlake News & The Valley View

## Marymoor Park Trail to become a premiere birding hotspot



Birding is the fastest growing outdoor activity in the country. According to the annual survey by the U.S. Fish and Wildlife Service, 21.3 million Americans report that their favorite hobby is birding. The number keeps rising, as more people discover the joys of birding.

They are attracted to the beauty of the birds and because their activity is a low-impact, non-motorized activity that can be enjoyed by people of all ages and abilities. Birding is a great way to get outdoors and enjoy nature.

With such a great way to get outdoors, it's no surprise that the Birding & Nature Society of King County (BNSKC) is working to make Marymoor Park a premier birding hotspot.

BNSKC has been involved with the park since it was first established. The society has been instrumental in the park's development and has been instrumental in the park's development.

In 2006, BNSKC was awarded a grant from the county to develop a trail system at Marymoor Park. The trail system will be completed in 2008.

Each year Partnership for Parks initiatives generate hundreds of positive local and national stories.

## Questions to consider

- What are you required to work with or change?** legislation, risk management, permitting, procurement, organizational culture, legal department, local code, State code, skill sets
- What can be your battle cry?** Refine a global vision. Tap in to something that resonates with the public
- What is off the table?** Where do you draw the line? Listen to your stakeholders - what is their vision for the park?



**New Boathouse at Marymoor Park** – Sammamish Rowing Association

**New Community Center for 21st Century Skills at Lakewood Park** – Technology Access Foundation

**New Synthetic Fields & Community Park in Preston** – Eastside F.C., Issaquah Little League, and Preston Community Club

**New Community Park at White Center Heights** – White Center Community Development Association, Starbucks Coffee Company

**Restored Baseball Stadium at Steve Cox Memorial Park** – White Center Community Development Association, Seattle Prep Athletics, Puget Sound Senior Baseball

**New 100 Acre Backcountry Mountainbike Facility** - Backcountry Bicycle Trails Club (BBTC)

**New Sportsfield Complex outside Auburn** - NW Parks Foundation

**New Whitewater Access on Middle Fork** - American Whitewater, KC Roads

**Sportsfield Improvements at Ravensdale** - Ravensdale Park Fund, LLC, Washington Hispanic Chamber of Commerce, Liga Hispana, Maple Valley Soccer, Little League, sports groups, businesses, Maple Valley, Black Diamond, Friends of Rock Creek, etc.

**40 Acre RC Plane Facility at Closed Hobart Landfill** - Lake Sawyer Hawks (LSH) Flying Club

**Astronomy Site at Closed Hobart Landfill** - Maple Valley Astronomy Society (MVAS)

**New Baseball Fields at Closed Houghton Landfill** - Kirkland American Little League (KALL)

**Audubon Interpretive Center at Seward Park** - Washington Audubon

**Audubon Birdloop Trail System** - East Lake Washington Audubon Society (ELWAS)

**New Velodrome Building at Marymoor Park** - Marymoor Velodrome Association (MVA)

**Youth Equestrian Facility** - Hollywood Hills Saddle Club

**Underwater Dive Park at Maury Island** - Washington Scuba Alliance (WSSA)

**New Challenge Course at Cottage Lake Park** - YMCA of Greater Seattle

**Communities building \$50M worth of new parks facilities**





*“King County's 25,000-acre park system is one of the largest in the country. Injecting a measure of efficiency and self-reliance into the system was no small challenge. But it is happening. The value of this kind of creativity cannot be overstated. Parks are not a mandated county service, yet no community would be complete without one. King County's meaningful development of its parks sustains funding and keeps them a treasured public amenity.”*

Seattle Times editorial page, June 16, 2006

Cheryl Scott, President & CEO, Group Health

*"Group Health is proud to partner with King County Parks in this innovative and concrete way, enhancing the lifestyles of residents of King County."*

Harley Sheffield, Marymoor Velodrome Association

*"King County's commitment to their community partners has made a huge impact on our relationship and our organization. The success we have had in improving our programs and events over the past three years is due in no small part to the support we've received from Parks."*





## ***Business Development & Partnerships***

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