

Park Board January 13, 2011



These are the President's Highlights for January 2011.

PARKS AND RECREATION - 2011



Charlotte is dressed and ready to go to the dog park!

MAJOR ANNOUNCEMENT TODAY Dog Park at High Bridge Gardens

Thursday, January 13, 2011, 3:30 p.m.



Penny is all ears for this announcement!

There's a very important event taking place today at 3:30 pm.

The first-ever official Dog Park in Spokane will be dedicated and tours conducted today on the new site which is part of High Bridge Park.

Join Mayor Mary Verner and SpokAnimal Executive Director Gail Mackie for the ceremony. And, you're encouraged to bring your dog with you for this event.

That's today at 3:30 pm at the Dog Park site in High Bridge Park.

PARKS AND RECREATION - 2011



HOLIDAY LIGHTS

<u>Year</u>	<u>Attendance</u>	<u>Donations</u>
1997 (1st year)	450-500	\$ 306
2009	5,916	\$2,273
2010	7,616	\$2,785

The friends of Manito have extended a thank you to the hundreds of people who came to see the annual Holiday Lights show held in the Conservatory in Manito Park.

The first Holiday Lights show was held in 1997 with an estimated 500 attendees.

2010 was a record-breaking year for both attendance and fundraising, with 7,616 people viewing the show and donations of nearly \$2,700.

The Holiday Lights show is just one way The Friends of Manito volunteers work to provide funds for improvements and the general enhancement of Manito Park.

To date they have raised more than half-a-million dollars to support activities in Manito Park.

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Riverfront Park 2010:

Summer Season Passes 5,040 (\$183.7k)

* Source-Year End Summary Report from RFP Database

Summer Day Passes 14,439 (\$207.6k)

* Source-Year End Summary Report from RFP Database

Gondola Ridership (82,209)

* Source – SkyRide Attendance Forms

Carrousel Ridership (226,799)

* Source - Quantix Group Summary Report

IMAX Viewers (49,968)

* Source – IMAX attendance forms and Group ticket sales from Year End Summary Report RFP Database



At the end of the year staff looks at the usage of various attractions and programs as marketing strategy is developed.

2010 was a good year for Riverfront Park with the following preliminary sales figures:

- More than 5,000 Summer Season Passes and more than 14,000 Summer Day Passes were sold
- More than 82,000 people rode the SkyRide
- More than 226,000 rode the Carrousel
- And nearly 50,000 people saw an IMAX movie

PARKS AND RECREATION - 2011

The Holiday Season was very strong for Riverfront as well

* The Ice Palace experienced a record breaking 2010 holiday season generating over \$67,000+ between December 17 and January 2.

* The Carrousel had 26 rentals in the month of December and 80 rentals during the year, bringing in \$27,000 in revenue.



The 2010 Holiday Season was very strong for Riverfront as well.

* The Ice Palace experienced a record breaking 2010 holiday season generating over \$67,000+ between December 17 and January 2.

That was despite fairly cold weather the last 5 days.

* The Carrousel had 26 rentals in the month of December alone, with 80 rentals in the year, bringing in more than \$27,000 in revenue.

PARKS AND RECREATION - 2011



The poster features a pair of white ice skates with blue laces and a denim skirt, set against a light blue background. Below the image, the text reads "ICE PALACE winter fun for everyone" and "OPEN THROUGH FEBRUARY 27". The poster lists various programs and their costs:

Program	Cost
LESSONS FOR ALL (FOR ALL AGES AND ABILITIES)	\$59 ⁰⁰
PARENTS & TOTS	\$39 ⁰⁰
TWO-DOLLAR TUESDAY	\$2 ⁰⁰
WEDNESDAY NIGHT	\$1 ⁰⁰
THURSDAY NIGHT	FREE
ADMISSION PRICES	
Adults (12 & over)	\$4 ⁰⁰
Youth (7-12)	\$3 ⁰⁰
Senior (12 & over)	\$3 ⁰⁰
Military W/ID	\$3 ⁰⁰
Skate Rental	\$3 ⁰⁰

At the bottom, logos for Spokane Falls Skyride and Riverfront Park are visible, along with contact information for the City of Spokane Parks & Recreation.

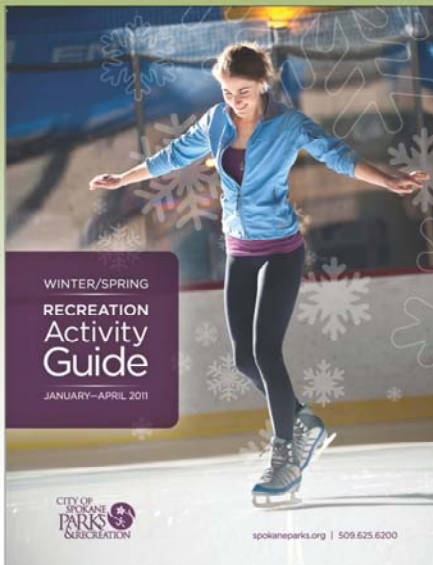
And just a reminder:

The Ice Palace in Riverfront Park offers great winter fun and exercise for everyone.

There are lessons for all ages and abilities, including Parents & Tots “learn to skate” packages.

The Ice Palace is open through February 27 so there’s lots of time to get out there and do some skating.

PARKS AND RECREATION - 2011



Check out the new
interactive program guide
on our web site:

www.spokaneparks.org

The new Winter-Spring Program Guide listing all of the department's programs, classes and activities is now available.

As an added feature we've made the Guide interactive so you can click on a specific activity and immediately be taken to the registration page to sign up for that activity on-line.

Just go to our web site, www.spokaneparks.org

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This concludes the President's Highlights for January 2011.