



**PORTLAND PARKS & RECREATION**

Healthy Parks, Healthy Portland



## **Summer Free for All: A Portland Tradition**

June 19, 2013

**Mike Abbaté**, Director

### OPTIONS FOR COMMISSIONER FRITZ REMARKS:

- OVERVIEW, THANK YOU TO SPONSORS, PERSONAL ANECDOTE, LUNCHES FUNDING, THANKS COMM. FISH

### OPTION FOR MIKE:

Thank you Commissioners, Mayor. This morning I will tell you a little bit about:

- the goals and programming of Summer Free for All,
- the equity and access work we are keeping front and center with this program,
- and we want to thank our sponsors and volunteers.

You will hear from a few of these partners after the report.

## Equity • Access • Community Building & Entertainment



- **Summer Playgrounds:**  
107<sup>th</sup> year, 47 sites
- **Summer Concerts:**  
106<sup>th</sup> year, 56 concerts
- **Movies in the Parks:**  
7<sup>th</sup> year, 51 events
- **Climbing Wall:**  
7<sup>th</sup> year, 106 sites
- **100,000** free USDA lunches
- **443,000** total visits expected

•The goals of the Summer Free for All program include: Equity, Access, Community Building, and of course, Entertainment. When the economic crises hit a few years ago, Portland Parks & Recreation, with the help of our partners, raised funds and expanded summer programs to provide positive family entertainment. Together with Council's assistance, Summer Free for All has been there when families needed it most!

•It's the residents of Portland who really curate and plan these events with us. The public involvement process has resulted in 47 organizing committees that raise hundreds of thousands of dollars per year, they help choose which bands and movies we show, and more. At Summer Free for All, you'll find movies for the whole family and a wide array of music--Blues, swing, Afrobeat, Zydeco, HipHop, operas and symphonies.

•Hundreds of volunteer community members work tirelessly as partners. David Douglas, Centennial and Portland Public Schools are active partners in Free for All as well. And as the Commissioner mentioned, thank you to this Council for making the funding for our playground lunches ongoing.

•As you can see from this slide and the marketing materials we provided in your Council packets, we have events across the City and lots of them, we expect more than 443,000 total visits at these events!

## Summer Playgrounds: A Focus on Equity



- **Program locations:**

Expanded in East Portland

- **Hiring Practices:**

Challenged Assumptions

- **Participation:**

Removed Barriers

• Summer Free for All's focus on equity has challenged many assumptions. We're using what we learn here to adapt our organization to a changing Portland. Some highlights:

- We started with the idea that we can do our programs at parks across the city and call that equitable – but it wouldn't be. Because, as you know, one out of five families in Portland doesn't have ready access to a park – so we realized we needed to bring the park to them. Hence, the expansion of our mobile playground program. Our staff work with property owners to arrive on site at housing complexes with games, lunches, arts, crafts, fitness activities, sometimes even our climbing wall. It's the same staff at the same sites for 2 days/week for 8 weeks and it's a sort of mini-summer camp that comes to you.

- Summer Free for All is a city-wide celebration. And in our city, there are many languages spoken other than English. That's why you'll find movies that include Spanish and Russian languages and you'll find us promoting our events in several languages. Thanks to a partnership with the East Portland Action Plan and Multnomah County, not only we were able to expand our programming in East Portland but we also have promotion materials and person-to-person outreach for East Portland events in 7 languages (*FYI ONLY: Burmese, Chinese, Nepalese, Russian, Somali, Spanish, Vietnamese*).

- Importantly, equity and access also means improving hiring practices so that Parks staff reflects all of Portland:

- We've removed barriers of communication, adapted application processes and done our outreach in partnership with culturally-specific organizations.

- This work has resulted in hiring people who know the neighborhoods we are serving best and they themselves are from the many cultural communities we are serving including newcomers to Portland and the United States.

Our equity and access work is still progressing and improving. We'll review the results of this program and work to adapt lessons learned into other programming across the bureau as part of Park's long-term strategic plan.

## Every \$1 of City Funds Leverages More Than \$5

DAIMLER



K103<sub>fm</sub>



We grow up here.

Comcast



TRIUMET



Portland Parks  
Foundation



Let's turn the answers on.



COMMUNITY CREDIT UNION

Real. Smart. Value.



MULTNOMAH  
COUNTY



The Mark Spencer Hotel



And many more...

Out of a \$1,400,000 budget:

- 60% in-kind donations
- 24% cash from sponsors/donors
- 16% from City general funds

Thank you to our sponsors  
and our neighborhood  
heroes!

All of our playgrounds, movies and concerts are free for the public but they do cost money to make happen:

• Summer Free for All is only possible because of generous contributions from our sponsors and volunteers. For every dollar of the City's general fund spent on this program, Portland Parks & Recreation, leverages more than \$5 in cash and in-kind sponsorships. Our 47 grassroots committees raise the majority of dollars necessary for this program. Our corporate partners in Summer Free for All supply everything from cash to on-air and print media promotion.

• Hundreds of dedicated volunteers poured their time and energy into creating these very special events and their work is priceless. You will hear from some of them in a moment but I'd like to take this opportunity to say on behalf of a grateful bureau – **thank you.** (to audience)



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Thank you to the folks who run this program: Our leaders in the field - Jeff Milkes, Judith Yeckel, Parks staff - David Chen, Erin Byerly, Barrett Anderson, Joan Hallquist, Alicia Hammock, Mark Ross, Jennifer Yocom, Phil Lewis and Sue Glenn for the Centennial Celebration, Nick Hardigg and Jessie Bond from the Portland Parks Foundation and many more.

Generation after generation, Portlanders have continued this summer tradition and our work is a long-term investment.

Summer Free for All begins on June 27 at Peninsula Park – kicking off with our Centennial Celebration of Peninsula Park (11 a.m. to 11 p.m.).

We hope you will get outdoors with your family and friends and make memories with us this summer.

- Now I'll turn it back to Commissioner Fritz to introduce our invited sponsors, partners and volunteers.

- Thank you.