



SUMMER
FREE FOR ALL

2017 STORIES OF SUMMER

SUMMER FREE FOR ALL

Just days after the final school bell of the year, little ones race from one activity to the next in Mt. Scott Park. They try their hand in the driver's seat of Daimler's Transformer truck, learn to swing a golf club, run with a giant beach ball and laugh aloud—all while donning the handcrafted felt ears of their favorite forest animal. Summer Free For All kicks off with the chatter of play in the warm summer light.

And one morning in August, Parkies pass out funny little glasses as giggling children try them on and scribble through their activity books. They had heard stories, and the big day is finally here—a once-in-a-lifetime near-total eclipse. Tree leaves turn into pinhole cameras, flipping the image of a crescent sun onto the grass. Shadows move like rippling water. Oohs and ahhs erupt as the sun is going...going...almost-gone.

Summer is over now, but the stories remain. For the dozens of free concerts, movies, lunches, art and play activities, free swims, and fitness classes, we thank our supporters. To our sponsors—your financial and in-kind support is the bedrock of Summer Free For All. And to our partners—the neighborhood associations, and civic and cultural nonprofit groups who make these events come to life—thank you for investing in our community.

See you next summer!

PORTLAND PARKS & RECREATION
AMANDA FRITZ, COMMISSIONER
MIKE ABBATÉ, DIRECTOR

PORTLAND PARKS FOUNDATION
JULIE VIGELAND, BOARD CHAIR
JEFF ANDERSON, EXECUTIVE DIRECTOR



Summer Free For All empowers Portlanders to create and cultivate community by providing free, accessible, family-friendly summer activities that celebrate our city's growing cultural diversity.



OUR REACH FOR 12 WEEKS

MIA O'CONNOR-SMITH

Attendance **210,114**

Free Lunches Served **101,771**

Web Views **476,674**

Facebook Reach **360,691**

A 66% INCREASE FROM 2016

Radio Commercials **THOUSANDS**

in English and Spanish

THANKS TO iHeartMEDIA AND 93.1 El Rey

Cable Commercials **HUNDREDS**

THANKS TO COMCAST

Print/Digital Media Mentions **56**

in English, Russian, and Spanish

Televised News Stories **14**

in English, Russian, and Spanish

Languages Marketing SFFA **9**

in Arabic, Burmese, Chinese, English, Nepali, Russian, Somali, Spanish, and Vietnamese



Sharing music, culture, and food at the movies in our neighborhood parks is fun. These special community events keep Portlanders in touch and help us continue growing/sharing together. Pacific Power loves helping make this happen.

SHEILA HOLDEN, REGIONAL BUSINESS MANAGER
PACIFIC POWER



Scenes from the 2017 summer season include: The Portland Festival Symphony in Peninsula Park, Mexican folk group Colectivo Son Jarocho de Portland at Warner Pacific College, Nimnuan Thai food cart at movies and concerts, families dancing among the roses at Washington Park, PP&R staff celebrating community support at Unthank Park, taking the wheel of the Transformers Decepticon "Onslaught"—thanks to Daimler Trucks North America—at the Summer Free For All kickoff. Photography by Luceil Rice, Benjamin Brink, and Fred Joe.

STORIES OF SUMMER

1,848

FREE ACTIVITIES
AT 77 SITES

48 

DAYS OF FREE
LUNCHES + PLAY

173 

ENRICHMENT ACTIVITIES
AT LUNCH + PLAY SITES

A SUMMER'S WORTH OF MUSIC

At the start of summer, Bobby Daniels, Jr. and his wife Renee, entered every free concert into their family calendar. From their Brentwood-Darlington home, the entire family headed out to hear a summer's worth of music—always bringing a picnic and blanket and settling in up front, close to the stage. At Willamette Park, the Daniels witnessed Summer Free For All's first performance by a Native American intertribal dance company—Painted Sky Northstar. Dancers in colorful, flowing regalia shared stories with the crowd through traditional dance juxtaposed with contemporary moves. It was another beautiful night in a Portland park as the dancers' joy and pride blended with the crowd's enthusiastic appreciation. **WILLAMETTE PARK**



BENJAMIN BRINK

MOSIMOSI KOULA MEETS MOANA

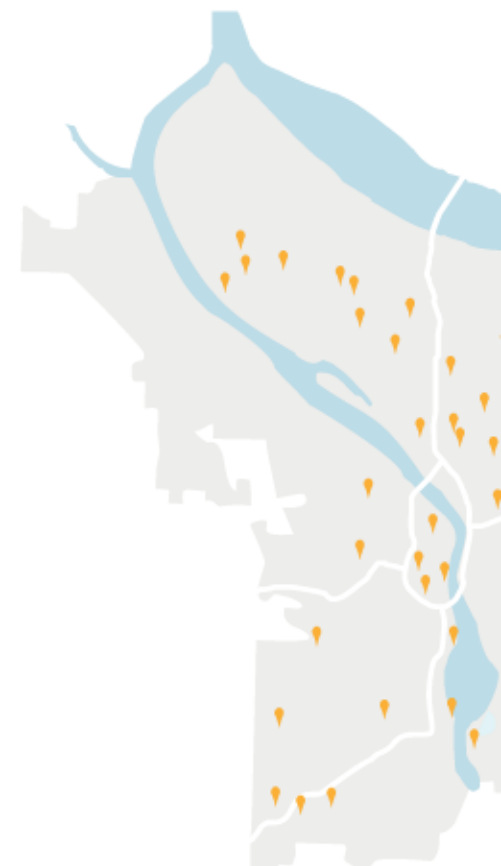
Choosing to forgo the stage, Mosimosi Koula's musicians sat cross-legged on the grass among the crowd. Ukulele, guitar, and the songs of Tonga and the Pacific Islands lifted the crowd off their blankets to hula on the lawn alongside a dancer in traditional dress. She told stories with every movement. With the singers' chants lifting to the treetops, the crowd quieted as the music evoked the essence of the South Pacific, and then settled in for the feature presentation: Disney's *Moana*. **HAMILTON PARK**

LARGER THAN LIFE

Juan Gabriel, aka "El Divo de Juarez," was larger than life itself. His sheer talent, prolific songwriting, and evocative style broke barriers throughout Latin America. So when PDX Latinx Pride co-hosted a tribute to Gabriel at Summer Free For All's first LGBTQ event, Portland's queer Latinx community and allies showed up in force. From the stage adorned with tissue-paper flowers, fitness instructor Gisella Contreras got everyone on their feet with Latin-dance-inspired Zumba®. Next came Drag Queen Storytime with Chic Ana and a bilingual reading of *The Very Hungry Caterpillar* by Latino Network's Early Childhood Services staff and mothers. Then, as Joaquín Lopez and Diana Ruiz led a musical homage to Gabriel, families and friends sang along—rarely missing a word. As the sun went down, the award-winning animation *El Libro de la Vida* (*The Book of Life*) lit up the screen. **OVERLOOK PARK**



DAVID KRESSLER



35



CONCERTS

39



MOVIES

68

FREE SWIM
SESSIONS

186

FREE FITNESS
CLASSES

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CHARITI MONTEZ

BE GREAT. BE DIFFERENT.

After a free, nutritious lunch and rambunctious play, kids in North Portland's McCoy Park gathered around as Young Gifted Artists (YGA) rolled out the day's art supplies: butcher paper, crayons, markers, paints and stencils. YGA is a collaboration between two collectives—YGBPortland and Deep Under Ground (DUG)—focused on connecting Black and Brown artists with Black and Brown youth. Mia O'Connor-Smith, co-founder of DUG and a community organizer with YGA, grew up in St. Johns, playing at Pier Park and working for Portland Parks & Recreation. Mia believes kids need teachers and mentors who look like them. "YGA was born from love

for our community. The biggest way you can change a life is to inspire someone to be greater or different. We gotta let the youth know they are valued and they deserve to dream." **MCCOY PARK**

POUND

At Cathedral Park, Portlanders wielding lime-green drumsticks squatted, stretched, pounded and kicked in a half-circle on the park lawn. Overlooking the Willamette River and Forest Park's wilderness, they had come to a free, hour-long Pound® class—a cardio workout inspired by drumming. Instructor Ashley Vincent brought the music, moves, and RIPSTIX®. In July and August, in every part of the city, Portlanders strengthened their cores, danced to Zumba®, rebalanced their energy with tai chi, and stretched with yoga—giving everyone a chance to move, dance, sweat a little—AND enjoy our beautiful park landscapes. **CATHEDRAL PARK**



BENJAMIN BRINK

COLLAGE

Collage, a Portland business, brought arts and crafts to concerts again this year. Owner Maria Raleigh grew Collage from one store to three. As business has expanded, so has Collage's commitment to giving back through Summer Free For All. Their free art tent was part of 35 events this summer. "The community building is awesome," says Maria. "You'll see two shy kids come up to the table—and next thing you know the kids have made their craft and they're off dancing and playing together." Projects were synced with performances. For the symphony, kids made a magic wand to wave like a conductor's baton. At other concerts, kids made shakers or tambourines that let them be part of the performance. **CITYWIDE**

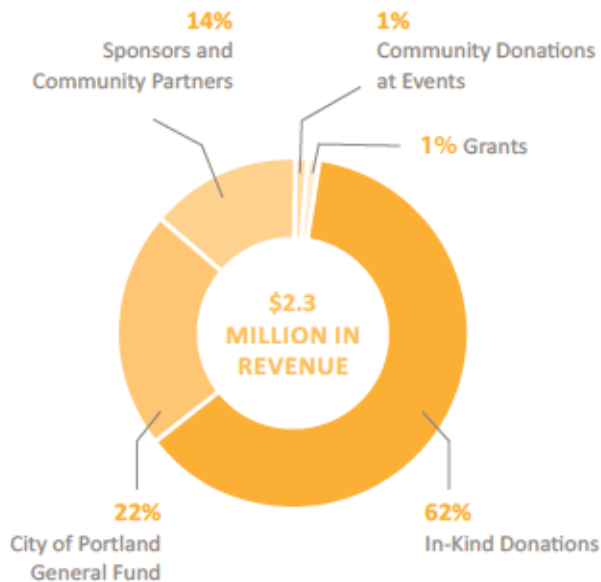
Summer Free For All 2017
service locations throughout Portland



SPONSORS AND SUPPORTERS

SINCERE THANKS TO OUR THOUSANDS OF SUPPORTERS!

Your efforts helped generate over \$2.3 million in revenue. For every City of Portland General Fund dollar spent, we leveraged \$3.62 in donations.



Special thanks to presenting sponsor Comcast—and to NW Natural and Bank of America for their continued community partnership and special support of Summer Free For All's Sponsor Appreciation Night.

Left to right: Rebecca Brown (Comcast), Trang Lam (Portland Parks & Recreation), Darrell Nelson (NW Natural), Monique Barton (Bank of America), Commissioner Amanda Fritz

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NW Natural
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Warner Pacific College
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PDX Latinx Pride
Pearl District Neighborhood Association
Powellhurst Gilbert Neighborhood Association
Richmond Neighborhood Association
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South Waterfront Community Relations
St. Johns Center for Opportunity
Ventura Park Concerts Committee
Vernon Neighborhood Association
Wilkes Community Group
Willamette Riverkeeper
Willamette Park Concerts Committee
Woodlawn Neighborhood Association

AND MANY MORE!