

Summer Free for All brochures
highlighting events in East Portland
printed in 8 languages in partnership
with the East Portland Action Plan and
Multnomah County.

- English
- Burmese (sample attached)
- Chinese
- Napalese
- Russian
- Somali
- Spanish
- Vietnamese



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

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SUMMER FREE FOR ALL

PROGRAM SUMMARY 2012



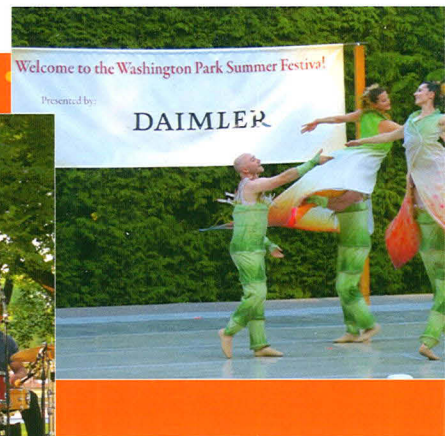
PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland



www.PortlandParks.org

Commissioner Nick Fish



Summer Playgrounds and Lunches

Presented by



Portland Parks & Recreation (PP&R) has provided supervised playground activities during the summer for more than 100 years. Thanks to a generous contribution from **Nike**, 46 playground sites were staffed with trained recreation leaders who supervised children in activities ranging from pick-up soccer games to arts & crafts.

- 46 supervised playground sites
- 100,000 lunches served
- 34,000 rock wall climbs

Thanks to the **Portland Parks Foundation**, PP&R delivered three portable rock climbing walls to each of the playground locations, as well as multiple events across the city, offering children a bird's-eye view of their neighborhood park.

The **Portland Trail Blazers** hosted five free basketball camps in selected city parks for youth of all ages and abilities, providing basketballs, T-shirts, and an expert coaching staff.

One of the most important aspects of the playground program is the free *Summer Lunch Program*. For many children, this may be the only balanced meal they get in a day. PP&R provided nearly 100,000 nutritious lunches to children in need with support from **Safeway, National Recreation & Parks Association, Walmart Foundation, and Partners for a Hunger Free Oregon**.



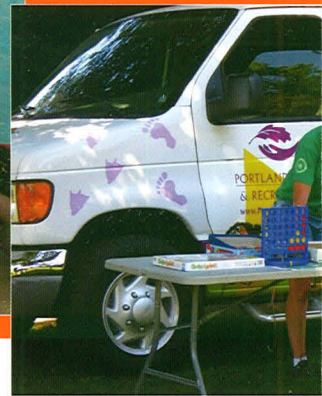
Free Swim

Since the late 1920s, Portland Parks & Recreation's has offered its popular free *Learn to Swim Week* every June – nearly 90 years of teaching kids to swim.

- 3,100 *Learn to Swim Week* lessons
- 148 *Open Play Swim* sessions

This year, 3,100 participants (adults, kids, and parents with toddlers) received free, top-quality instruction from PP&R swim instructors.

PP&R also offered free *Open Play Swim* sessions all summer long at nine pools around Portland – 174 free hours of swimming for all ages and abilities.



Movies in the Park

Presented by **KeyBank** 

Thousands of Portlanders made their local park a community living room this summer, complete with cozy blankets, popcorn, and one giant movie screen.

- 45 movies shown at 37 sites
- 43,400 attendees

Premier sponsor **Key Bank** took *Movies in the Park* to another level in 2012. Thanks to their contribution, 37 parks hosted movies viewed by a total of 43,400 people. All film genres were represented, from animation to comedy to silent films voiced by live actors on stage.

Thanks to a generous donation from **Humana**, movie-goers enjoyed pre-movie entertainment at each site. Radio stations **K103** and **1190 KEX** did an amazing job of advertising each event, increasing awareness in communities throughout the city.



Concerts in the Park

Could there be anything more fun than watching a live concert in the park with your neighbors?

- 51 concerts at 21 locations
- 39,200 attendees

Neighborhood concerts are family-friendly, community-oriented, and feature a wide variety of musical styles and cultures.

Neighborhood committees raise support from local businesses, individuals, community groups, and neighborhood associations. In addition to donations from more than 100 local businesses, **Schnitzer Steel** and contributions from the **Kristin Knapp Fund** made the 2012 *Concerts in the Park* possible. Radio and print promotions from **Alpha Radio** encouraged people to show up in record numbers.

443,000 Participants Served!



Washington Park Summer Festival

Presented by **DAIMLER**

The *Washington Park Summer Festival* – it's what happens when you combine the stunning beauty of the Washington Park Rose Garden, a breathtaking view of Mt. Hood, and the talent of more than 250 musicians, dancers, actors, and vocalists.

- 11 consecutive evening concerts
- 24,000 attendees

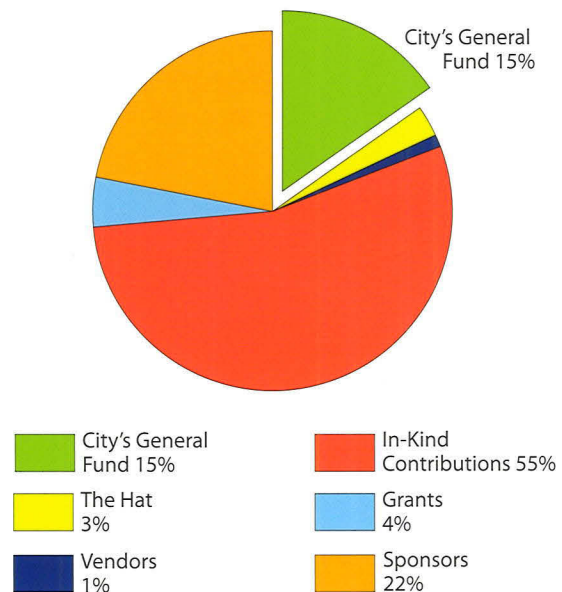
Thanks, once again, to **Daimler Trucks North America**, our premier sponsor of this Portland tradition! In 2012, over 24,000 people enjoyed eleven nights of entertainment.

The *Washington Park Summer Festival* is a wonderful example of public-private partnerships. Special thanks to **Pacific Power**, **NW Natural**, **Wells Fargo**, and **The Mark Spencer Hotel** for contributing generously to this year's festival.

Revenue Report

Source	2012	2011	2010
Sponsors	\$313,640	\$287,384	\$241,700
Grants	\$63,503	\$50,000	\$50,000
In-Kind Contribution	\$790,000	\$519,000	\$490,000
Vendors	\$15,800	\$1,750	\$2,100
The Hat	\$38,908	\$17,150	\$14,649
City's General Fund	\$222,102	\$203,000	\$175,000
TOTAL	\$1,443,953	\$1,078,284	\$973,449

Leveraging Resources





“We are a Gold Medal park and recreation system because of strong public-private partnerships. Thanks to our many community partners and public-spirited businesses for supporting *Summer Free for All*.”

– *Nick Fish, Parks Commissioner*

Summer in Portland is a special time of the year, in large part due to *Summer Free for All*. Thanks to the support of our sponsors, our days and evenings were filled with great free events and activities in neighborhood parks across the city!

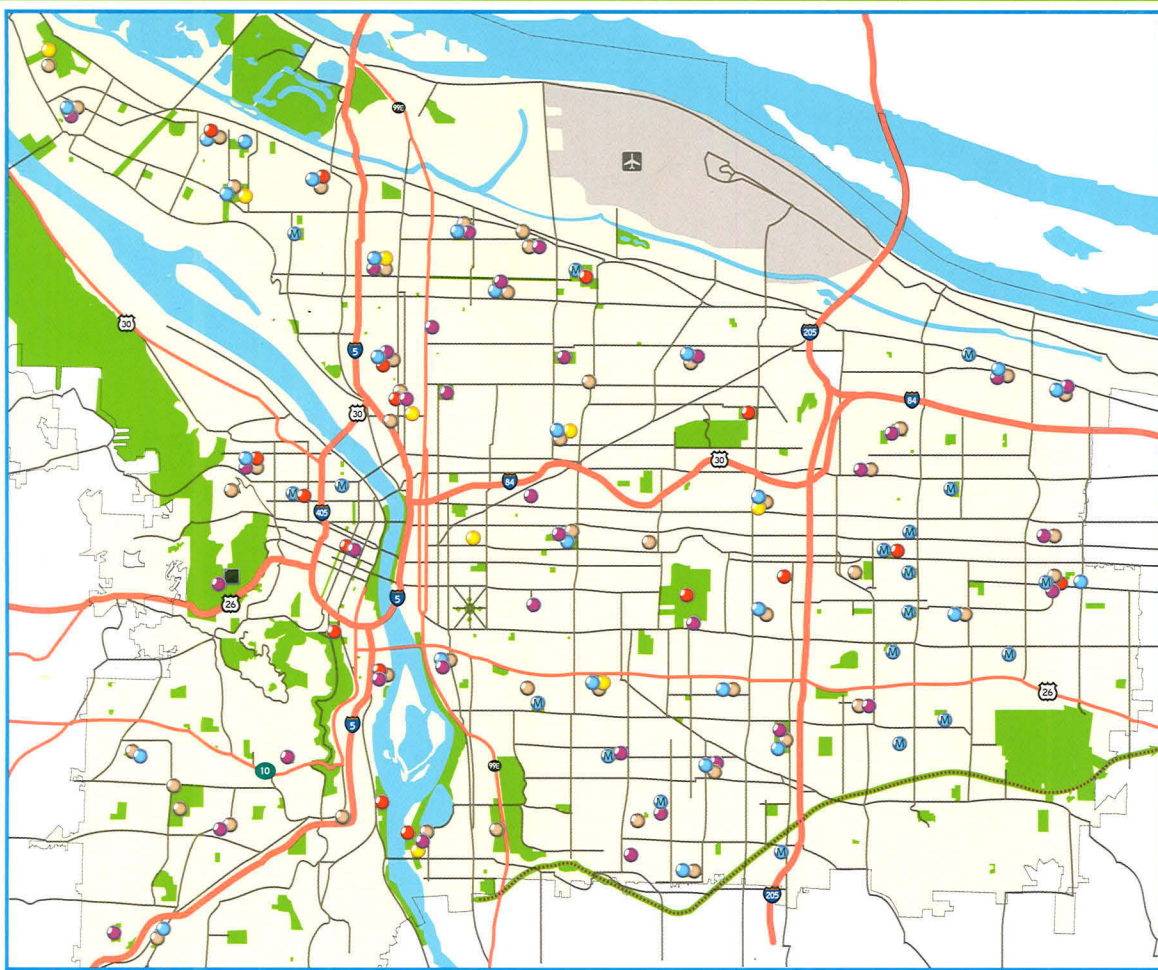
Additionally, Portland Parks & Recreation was able to host a record number of free events, thanks to our generous sponsors and contributors like you. For every dollar the City’s general fund contributed to the program, we leveraged \$5.50 in cash and in-kind sponsorships. It’s support like this that makes our system a Gold Medal winner!

On behalf of Portland Parks & Recreation, I want to extend my sincere thanks to all of the sponsors and community partners who make *Summer Free for All* a reality. Your commitment is helping to build a Portland tradition and to provide recreation opportunities for our entire community.

– *Mike Abbaté, Director of Portland Parks & Recreation*



2012 Locations



-  Playgrounds and Federal Lunches
-  Mobile Playgrounds
-  Movies in the Park
-  Concerts in the Park
-  Rock Climbing Wall
-  Free Open Play Swim
-  Washington Park Summer Festival
-  Parks, Gardens, and Natural Areas

SPECIAL THANKS TO OUR SPONSORS!

PREMIER

DAIMLER

K103 fm



KeyBank

make it better
PORTLAND TRAIL BLAZERS

LIVE 95.5
TODAY'S MODERN MIX

Walmart
fighting hunger together

National Recreation and Park Association

Mobile Marketing

1190 KEX
News Radio

LEAD

TRI MET

Partners for a Hunger-Free Oregon
Ending hunger before it begins.

SAFEWAY

Portland Parks Foundation

SUPPORTING

PACIFIC POWER
Let's turn the answers on.

Humana

The Mark Spencer Hotel

The Oregonian

cricket

The Kristan Knapp Fund

OBP
SIGNS & GRAPHICS

WELLS FARGO

NW Natural
We grew up here.

PORTLAND PARKS & RECREATION
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