



CITY OF
PORTLAND, OREGON

Amanda Fritz, Commissioner
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(503) 823-3008
amanda@portlandoregon.gov

June 18, 2015

Mayor and Commissioners,

It's that time of year again--Summer Free for All—our movies, concerts and playgrounds in the parks.

This program totals more than \$1.7 Million but its value is priceless when it comes to the community building and livability it brings to our city—activating our parks and playgrounds in a productive, positive way, all summer long.

Thanks to generous corporate sponsorships, City of Portland, Partners for Hunger Free Oregon, Bank of America, New Seasons Market, Chevron, as well as support from the National Recreation and Park Association (NRPA), we will serve 111,000 free lunches to Portland's children, many of whom would not have lunch otherwise, during our playgrounds program.

Our program sponsors include more than two-dozen long-time and new corporate leaders as well as community-based organizations who fund in-kind and cash sponsorships. Also, thanks to businesses large and small, as well as neighbors who gave donations and in-kind gifts, we will deliver 49 movies in the parks and 58 concerts, including an 8-day festival at Washington Park.

Summer Free for All is supported by dozens of grassroots committees across this city—consisting of volunteers who advertise and organize the events as well as create sponsorships with neighborhood business partners.

We look forward to telling you more about Summer Free for All 2015 in this week's report to Council. Please see the enclosed promotional materials for 2015 and last year's Program Summary.

Sincerely,

Amanda Fritz
Commissioner, City of Portland



PORTLAND PARKS & RECREATION
Healthy Parks, Healthy Portland



Portland Parks Foundation
Keeping Portland a City of Parks



**SUMMER FREE
FOR ALL 2014**
FINAL REPORT

EVERY SUMMER HAS ITS STORY

Summer in Portland begins and ends in its parks with the Summer Free For All program. Longer days and warm summer nights make Portland's parks the perfect gathering places, where old friends renew their acquaintance and families create moments that bind. Summer Free For All is synonymous with the play, the laughter, and the joy that define the season.

It's about parents sharing their love of a movie classic for the first time with their children. It's about the volunteers who work arm in arm for months to create a community gathering full of memories. It's about the new Portlander, an immigrant or a refugee, whose first job is working for Portland Parks & Recreation – teaching neighborhood children traditional crafts and sports. And, it's about the child who simply would not eat lunch all summer long without us – without you.

And, it all adds up to 339,084 attendees during this year alone.

Every summer has its story; these are the stories of Summer Free For All 2014. To all of our sponsors and supporters – **Portland thanks you.**



PortlandParks.org | Portland Parks & Recreation | COMMISSIONER AMANDA FRITZ | DIRECTOR MIKE ABBATÉ
Parklandia.org | Portland Parks Foundation | NICK HARDIGG, EXECUTIVE DIRECTOR



339,084 ATTENDEES

IN 12 WEEKS...

- 504,596** Web Views
- 111,000** Free Lunches Served
- 73,618** Facebook Reach
- 10,736** Facebook Clicks
- 4,766** Radio Commercials AIRED JULY-SEPTEMBER
THANKS TO iHeartMEDIA!
- 752** Cable Commercials AIRED IN JULY
THANKS TO COMCAST!
- 76%** Increase in Twitter Followers
- 53** Print Media Mentions
- 15%** Increase in Web Views Since 2013
- 14** TV News Stories
- 8** Languages Marketing SFFA





THE STORIES OF 2014



28

lunch sites



76

concerts in the park

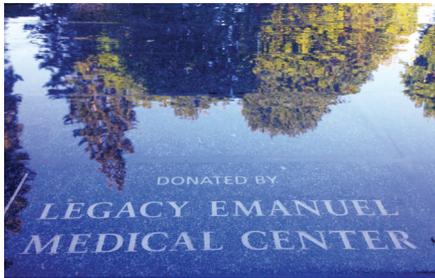


5

movies in

My First Job

"Working at the SFFA lunch program is my first job! The funny thing is that when I was a kid, my family brought me every day, summer after summer, to Peninsula to eat lunch. I'm just so glad I can work with youth who, like me, need a little extra help." —Lunch Program Employee



Dawson Park interactive fountain – also shown on front cover

A Renewed Space

On a sunny July day, more than a thousand Portlanders moved about the newly restored Dawson Park, surveying the renovations wrought through investment from Portland Development Commission, Legacy Emanuel Medical Center, and Portland Parks Foundation. The park includes updates honoring its history, including a water feature that enfold the written reflections of past and current neighborhood residents.

Doubling up on Community Support

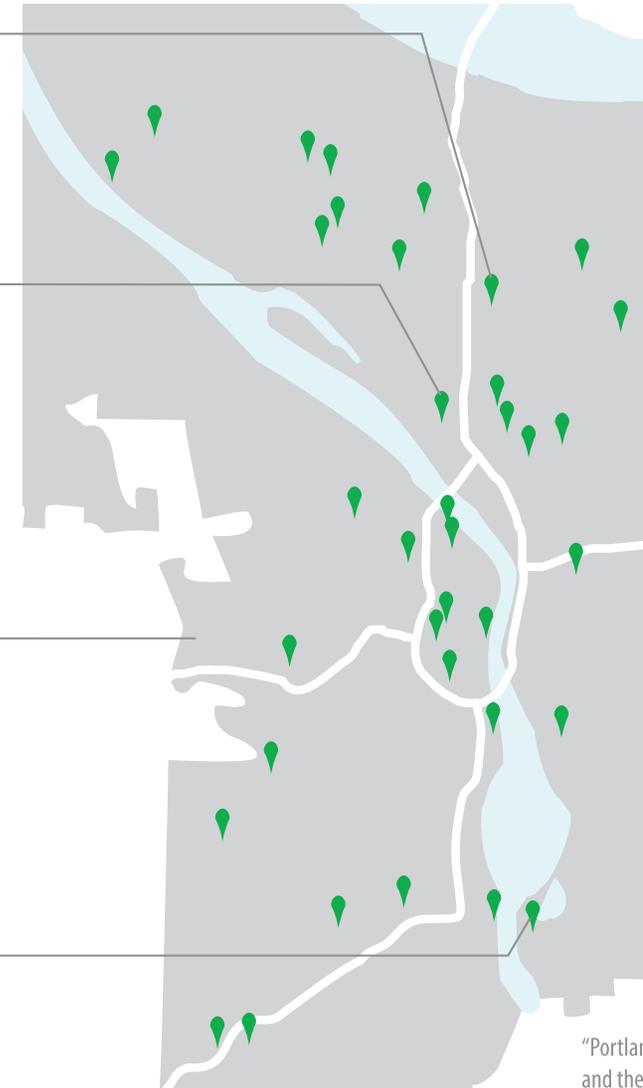
"My husband and I support park concerts because they impact our community—bringing live music to folks from all walks of life. We made a matching gift to the Portland Parks Foundation because we wanted concert-goers to know how important their 'Pass The Hat' donations are." —Karen Spencer, matching funds donor at Concerts in the Park. Her challenge gift inspired more than \$11,000 in matched donations to 'The Hat.'



Partners for Change

"Bank of America is proud to partner with Portland Parks on the Summer Lunches program, which provides nearly 111,000 meals to youth across our community and ensures that the 57% of children who qualify for free or reduced-price lunch have access to nutritious food during the summer months. Together, we're addressing a critical need and making a real difference for children and families in the Portland area." —Roger Hinshaw, Bank of America President for Oregon and SW Washington

297 FREE ACTIVITIES

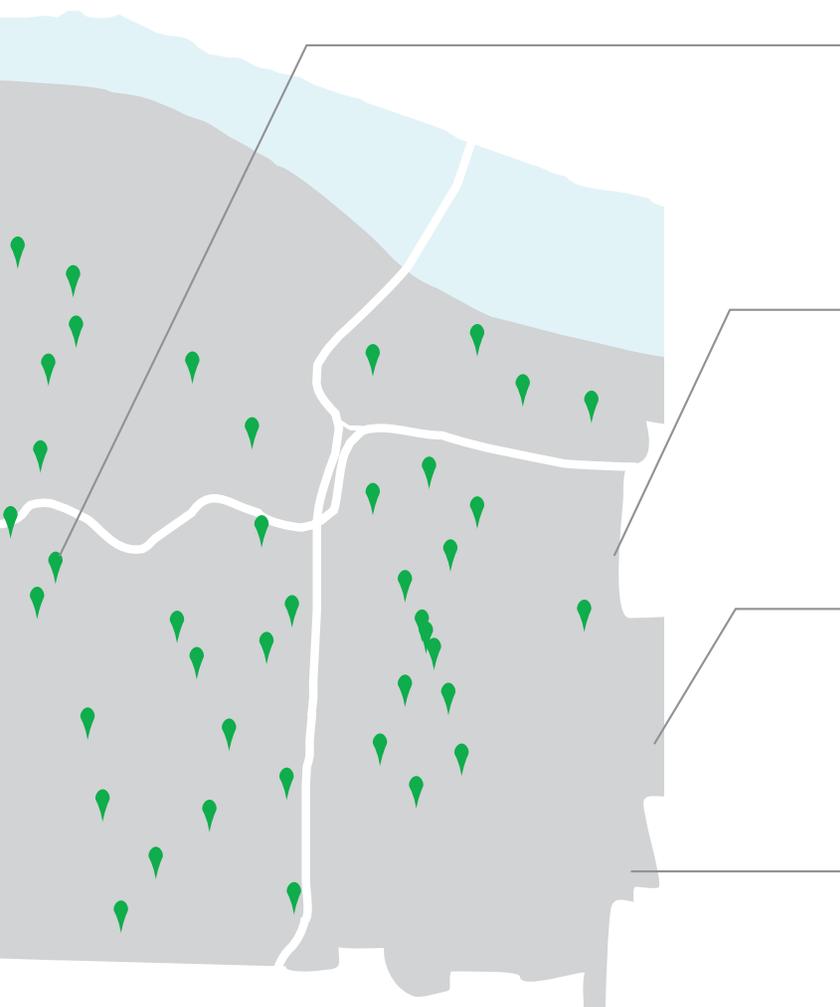


"Portland and the

55 +  50 +  88 =

the park playground sites swim sessions

TIES AT 77 SITES



A Mile in His Shoes

The screening of *Frozen*, at Laurelhurst Park, was drawing to a close. Frank, a Portland Parks & Recreation employee, stood face-to-face with a worried mother, whose child had managed to lose “his only school shoes.” Frank, after a series of calls to community contacts, would present the mother with some shoes, as he had promised. Only the shoes that Frank returned were not the tattered, well-worn ones that he found at the park. To the surprise of mother and son, they were presented with a new pair of Air Jordans, which the child would not remove for days.



Summer in Every Language

Summer Free For All guides were distributed in Portland’s top 8 languages—creating access for new communities and opening new markets for our sponsors. You might have seen Maria Fernanda and Arturo, PP&R Latino Outreach Interns, visiting one of the many community organizations in Portland that serve Spanish speakers. In partnering with *El Hispanic News*, they distributed SFFA flyers, met with the press to spread the word, and talked to families about our free summer activities. ¡Gracias Maria Fernanda & Arturo!

“Good music and movies in wonderful parks...

This is what summertime in Portland is all about! It’s also a reminder of the important role parks play in bringing our communities together. For 155 years, NW Natural has been working to making the Northwest a better place to live, work, and play. We are proud to sponsor Summer Free For All.” –Von Summers, Community Affairs Manager, NW Natural

Number One Fan

If you saw Rob at a movie or concert this summer, you may not have known you encountered SFFA’s #1 fan. In 2014, he attended more than 60 of our SFFA events – and he rode TriMet to every single one. Exemplifying that in Portland, if you’re determined, your summer story can be filled with movies, music, and food every single weekend!

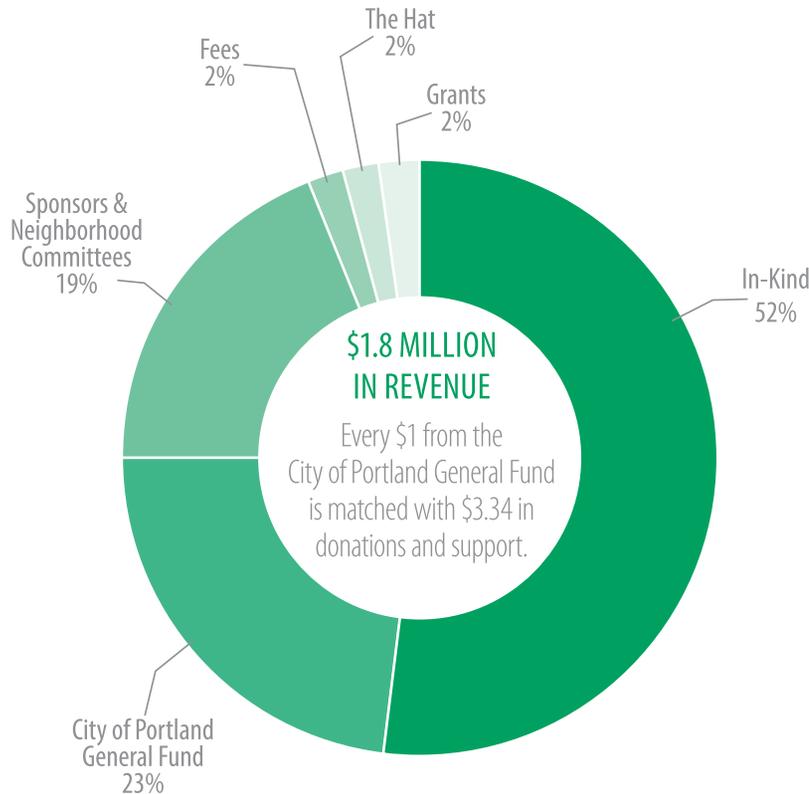


Portland Parks & Rec goes all out to bring our neighborhoods together...
 ...really do it right.” –Stephanie Stricklen, KGW anchor, July 8, 2014



TOTAL SUPPORT

Hundreds joined our mission to fundraise. Here's the breakdown of where our total direct program support came from in 2014:



Cover photo: Stefanus Gunwan, Portland Parks & Recreation

LEAD \$10,000+

Multnomah County
NW Natural
Oregon Blue Print
The Oregonian
Portland Parks Foundation
smart center of Portland
TriMet

SUPPORTING \$5,000+

East Portland Action Plan
El Hispanic News
Humana
Mark Spencer Hotel
New Seasons Market
OnPoint Community Credit Union
Partners for Hunger Free Oregon
Portland Development Commission
PQ Monthly
Rovers
SELCO Community Credit Union
Umpqua Bank

CHAMPION \$2,500+

Aronora
Collage
Concordia Neighborhood Assoc.
Concordia University
Green Hammer
Legacy Emanuel Medical Center
Maid Brigade
Multnomah University
National College of Natural Medicine
New Columbia Community Campus Partners
Oregon Health & Science University
Port of Portland
The Kristan Knapp Fund
US Bank
Warner Pacific College
Windermere Stellar, Moreland, & Northwest Offices

MAJOR \$1,000+

Adidas
Advantis Credit Union
Atlas Motors Auto World
Andeo International Home Stays
Base Camp Brewing Company
Brooks Staffing
Brown Properties
Cathedral Park Jazz Festival
Centennial Community Assoc.
Courtyard at Mt.Tabor
Dance With Joy Studios
Eliot Neighborhood Assoc.
Everett Custom Homes
Hawthorne Auto Clinic Inc.

Hawthorne Vision Center
Hazelwood Neighborhood Assoc.
Home Forward
HomeStreet Bank
Legacy Good Samaritan Medical Center
More Ink
N/NE Business Assoc.
Papa Hadyn
Papa Murphy's
Pemco Insurance
Portland Downtown Neighborhood Assoc.
Portland International Raceway
Portland Nursery
Providence Health Systems
Roseway Neighborhood Assoc.
S&H Landscape Supplies and Recycling
Sellwood Moreland Improvement League
Sellwood Riverfront Concerts
Sellwood Westmoreland Business Alliance
St. John's Tire Factory
The Missing Link
The Scanner
Tom Brown
Turner Construction Company
Tutor Doctor
Washman Car Washes
Widmer Brothers Brewing
The Zidell Companies

CONTRIBUTING \$500+

Alameda Neighborhood Assoc.
Aquariva
Arbor Lodge Neighborhood Assoc.
Argay Neighborhood Association
Beaumont-Wilshire Neighborhood Assoc.
Belmont Dairy
Boise Neighborhood Assoc.
Bridlemile Neighborhood Assoc.
Brilliant Smile Dental
Brooklyn Action Corps
Buds Expert Tree Care
Cascade Festival of African Films
Cha Cha Cha
Community of Adsideo / The Living Room
Creston-Kenilworth Neighborhood Assoc.
Crestwood Neighborhood Assoc.
Czech School of Portland
Dennison Capen Group
Flying Pie Pizzeria
Foster-Powell Neighborhood Assoc.
Friends of P.I.R.
Gino's Restaurant
Glenfair Neighborhood Assoc.
Guardian Management, LLC
Hong Phat Food Center

Horse Brass Pub
Inventif Solutions
Irvington Community Assoc.
J.E. Dunn Construction
John Ross Condominiums
Kenton Neighborhood Assoc.
Kerns Neighborhood Assoc.
Las Primas Kitchen
Laurelwood Public House & Brewery
Laurelwood SE Public House
Lents Neighborhood Assoc.
Mandala Yoga
McMenamins Kennedy School
Mill Park Neighborhood Assoc.
Montavilla Neighborhood Assoc.
Mt. Tabor Neighborhood Assoc.
Mt. Tabor Veterinary Care
Multifamily Property Management
Oaks Amusement Park
Old Geezers & Hippy Mamas
Overlook Neighborhood Assoc.
Pacific Power
Parkside Clinic Chiropractic and Massage
Pearl District Neighborhood Assoc.
Portland Community College, Cascade Campus
Portland Community College, SE Center
Portland Rent All
Portland Trail Blazers
Portsmouth Neighborhood Assoc.
Powellhurst-Gilbert Neighborhood Assoc.
Randall Children's Hospital at Legacy Emanuel
Representative Alissa Keny-Guyer
Reverend's BBQ
Richmond Neighborhood Assoc.
Riverstone Residential Group
Sean Z. Becker Real Estate
Sock Dreams
South Portland Business Assoc.
South Portland Neighborhood Assoc.
South Waterfront Farmers Market
The Caplener Group at Realty Trust
The Dennison Capen Group
The Lumberyard Bike Park
The Matisse
The Observatory / Over & Out
Twilight Room Bar & Grill
United Advantage NW Federal Credit Union
Uptown EyeCare & Optical, P.C.
Vernon Neighborhood Assoc.
Warner Pacific College
Westmoreland True Value
Wilkes Community Group
Wonder Ballroom
Woodlawn Neighborhood Assoc.
Woodstock Neighborhood Assoc.
Zeitgeist Northwest

AND MANY MORE...

Agenda No.
REPORT
Title

Accept report on 2015 Summer Free For All program (Report).

<p>INTRODUCED BY Commissioner/Auditor: Fritz</p>	<p>CLERK USE: DATE FILED <u>JUN 26 2015</u></p>
<p>COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - Hales</p> <p>Position 1/Utilities - Fritz <i>Amund Fritz</i></p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Novick</p>	<p>Mary Hull Caballero Auditor of the City of Portland</p> <p>By: <u><i>Mary Hull</i></u> Deputy</p>
<p>BUREAU APPROVAL</p> <p>Bureau: Portland Parks & Recreation Bureau Head: Mike Abbate <i>Mike Abbate</i></p> <p>Prepared by: Jennifer Yocom Date Prepared: 6/18/15</p> <p>Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p> <p>City Auditor Office Approval: required for Code Ordinances</p> <p>City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan</p> <p>Council Meeting Date 7/1/15</p>	<p>ACTION TAKEN: JUL 01 2015 ACCEPTED</p>

AGENDA
<p>TIME CERTAIN <input checked="" type="checkbox"/></p> <p>Start time: 9:30</p> <p>Total amount of time needed: 25 (for presentation, testimony and discussion)</p>
<p>CONSENT <input type="checkbox"/></p>
<p>REGULAR <input type="checkbox"/></p> <p>Total amount of time needed: _____ (for presentation, testimony and discussion)</p>

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:	
	YEAS	NAYS
1. Fritz	✓	
2. Fish	✓	
3. Saltzman	✓	
4. Novick	✓	
Hales	✓	