



# PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland



## Summer Free for All 2015 FINAL REPORT

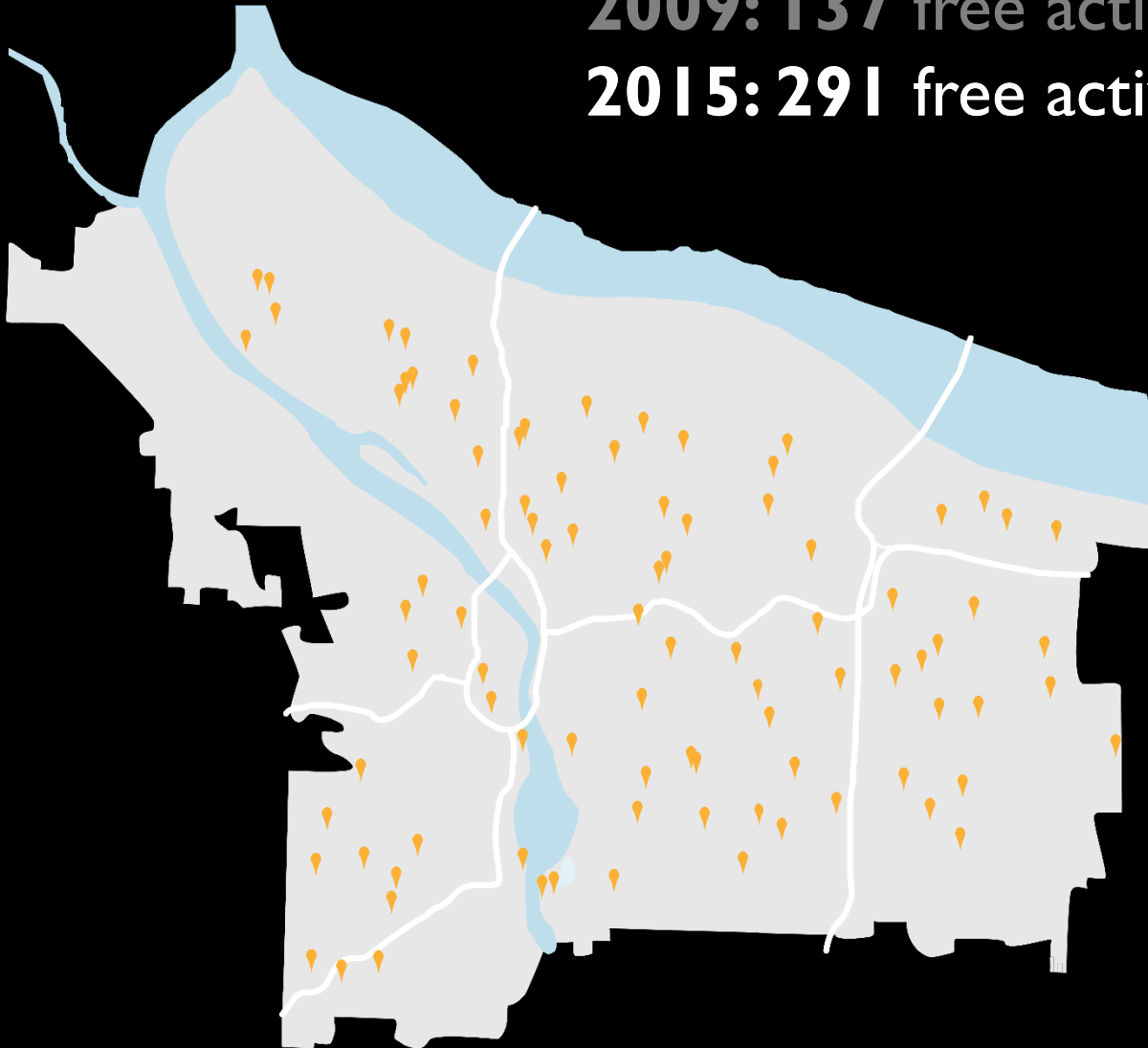
December 16, 2015

**Mike Abbaté**, Director | **Jeff Milkes**, Zone/Program Manager | **Shelly Hunter**, Development Manager  
Invited Testimony: **Jeff Anderson**, Executive Director, Portland Parks Foundation

# 2015 Program Highlights

2009: 137 free activities at 52 sites

2015: 291 free activities at 90 sites



## 2015

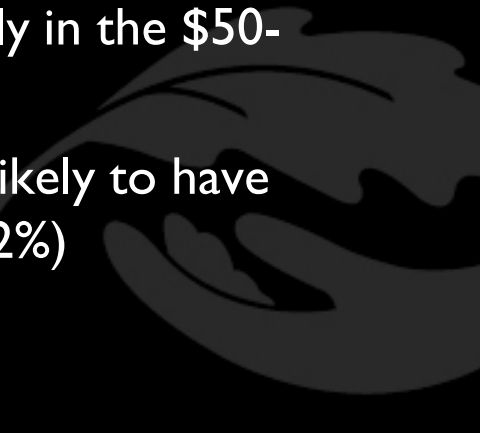
- 320,198 attendees
  - 105,307 lunches served
  - 65 concerts
  - 46 movies
  - 56 playground sites
  - 76 swim sessions
- The Stories of Summer

# Understanding Our Audience:

## Marketing & Outreach | Programming | Surveys

**A total of 14 events at 10 parks  
were surveyed resulting in  
1,240 survey respondents  
(sampling error of  $\pm 2.77\%$ )**

**Compared to the  
overall Portland  
population, SFFA  
participants:**

- Were much more likely to have children in their households
  - Have slightly higher household incomes (particularly in the \$50-\$99k range)
  - Were much more likely to have a college degree (72%)
- 

# Festival Latino 2015



**FESTIVAL LATINO**

« 12 de Julio 2015 »  
July 12, 2015

Parque de Glenhaven | Glenhaven Park  
NE 82nd y Siskiyou

6pm - Juegos y Comida  
(games & food)

6:30pm - Música  
(music)

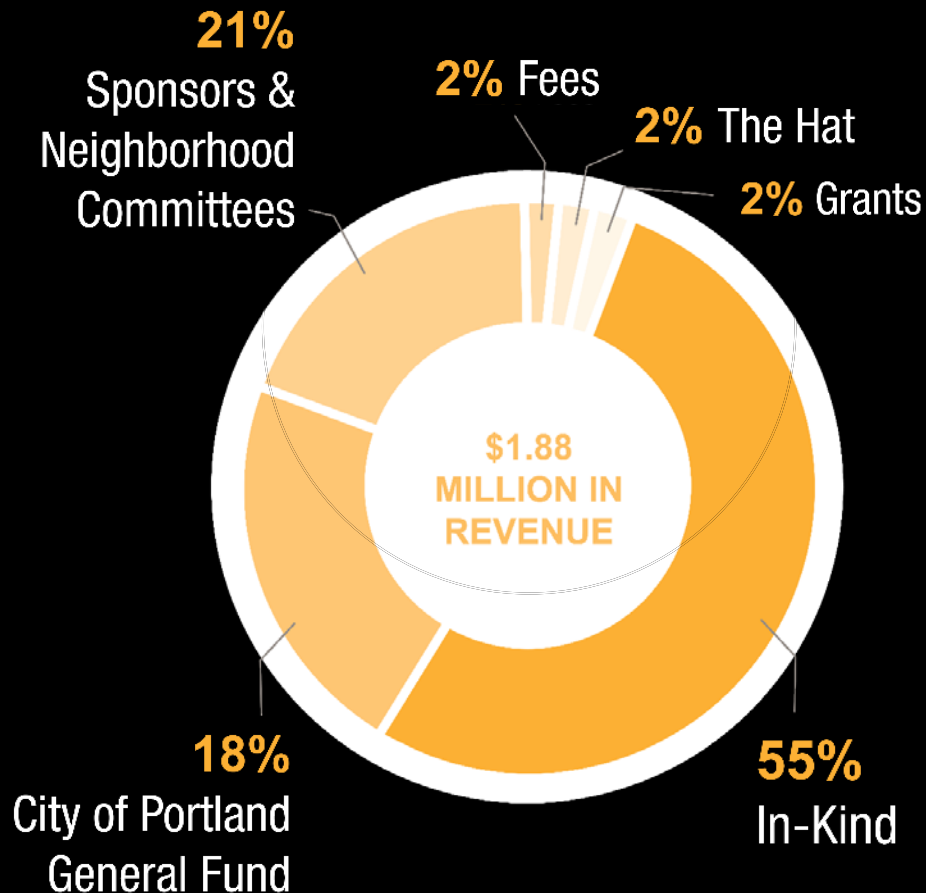
8:45pm - La película  
(movie at dusk)

¡GRATIS! FREE



# 2015 Summer Free For All Actuals

2015: 291 free activities at 90 sites





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**Thank you for another great year!**

