



CITY OF  
**PORTLAND, OREGON**

**Amanda Fritz, Commissioner**

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December 1, 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 \$1.88 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 served 105,307 free lunches to Portland's children, many of whom would not have lunch otherwise, during our playgrounds program last summer.

Our program sponsors included 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 delivered 46 movies in the parks and 65 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 the Summer Free for All program in the December 16<sup>th</sup> report to Council. Please see the enclosed Summer Free for All 2015 Final Report.

Sincerely,

Amanda Fritz  
Commissioner, City of Portland





**SUMMER  
FREE FOR ALL**

**2015 FINAL REPORT**



# EVERY SUMMER HAS ITS STORY...

The cadence and rhythm of this summer's eighty-four days and nights were punctuated by a series of moments. Early evenings with families and friends gathering in parks, settling in for amazing music. The echoes of raucous laughter from children scampering up a rock wall, having been energized by a nutritious lunch in a park. The lingering smell of freshly popped kernels handed out by volunteers amidst the eager audience waiting for the sun's final fade. These magical moments defined Summer Free For All (SFFA), Portland Parks & Recreation's premier community outreach effort.

Now the performers have left the stage, the movies screens are dark, friends new and old have said their goodbyes, children have returned to school and we reflect back on all that we have learned.

Every summer has its story; these are the stories of Summer Free For All 2015. To all of our sponsors and supporters – Portland thanks you for another great year.

**PORTLAND PARKS & RECREATION**  
AMANDA FRITZ, COMMISSIONER  
MIKE ABBATE, DIRECTOR

**PORTLAND PARKS FOUNDATION**  
GINA EIBEN, PRESIDENT  
JEFF ANDERSON, EXECUTIVE DIRECTOR



# 320,198 ATTENDEES

## IN 12 WEEKS

555,311 Web Views

113,836 Facebook Reach

105,307 Free Lunches Served

10,650 Facebook Clicks

**THOUSANDS** Radio Commercials  
THANKS TO IHeartMEDIA AND 93.1 El Rey

4,620 Cable Commercials  
AIRED JUNE-AUGUST, THANKS TO COMCAST

200% Twitter Engagement Increase

41 Print Media Mentions

16 Televised News Stories

9% Web View Increase since 2014

8 Languages Marketing SFFA  
THANKS TO EAST PORTLAND ACTION PLAN

## KNOWING YOUR AUDIENCE

48% Families with Children

30% People of Color

29% First-Time Attendees

26 Different Languages Spoken at Home





"Green spaces are essential to our well-being as neighbors. Movies and Playgrounds in the Park are both amazing avenues to help get involvement in our communities."

SCOTT UNDERWOOD OREGON BLUE PRINT





# STORIES OF SUMMER

 **48**  
days of lunches  
served at 26 sites

**+**  **65**  
concerts in the park

**+**  **10**  
movie screenings

## 291 FREE ACTIVITIES

### A LIFESAVER

School's end heralds an enduring tradition—young people frolicking in their community's pools and waterways, and the corresponding need for added vigilance. Seventy-nine years young, the PP&R Free Swim program equips youth with the skills needed to avoid accidental drowning, which remains the fifth leading cause of unintentional injury death in the United States. Each summer, PP&R offers free basic water safety instruction—in English and now in Spanish—to over 2,000 kids. COLUMBIA, CRESTON, GRANT, MONTAVILLA, PENINSULA, PIER, AND SELLWOOD POOLS



### CLASS ACT

In 2015, PP&R bade farewell to Judith Yeckel, our retiring concerts producer. During her twelve-year tenure, Judith unveiled a world of music, frequented by newly-minted artists and widely acclaimed performers. Her legacy will echo from Portland stages in coming summers, her contribution firmly burnished by what she produced: the glowing media reviews and the skilled performers who bowed before cheering crowds.

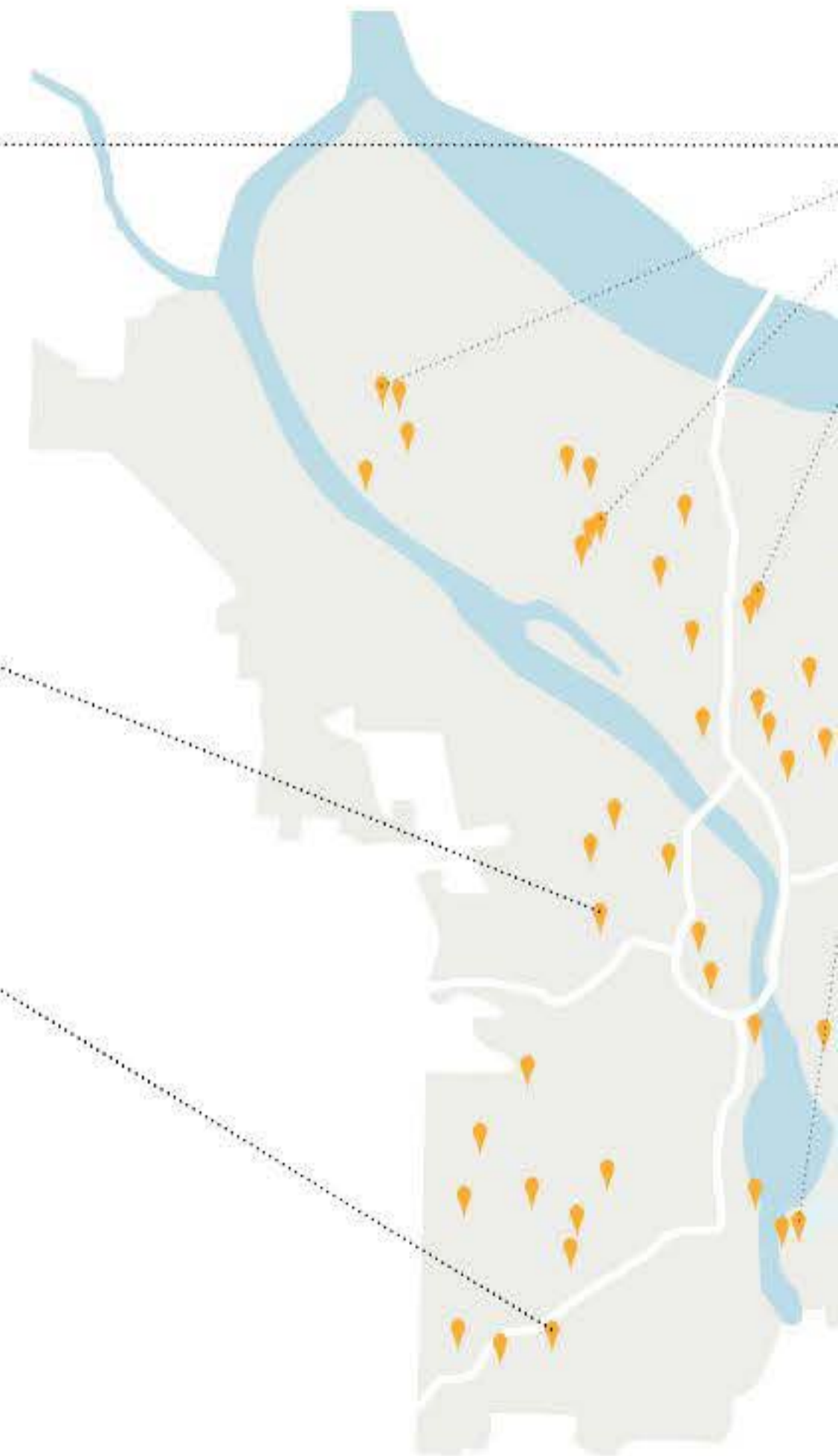
WASHINGTON PARK

### COMMUNITY BUILDING FOR THE LONG TERM

Donna Herron, the Markham Neighborhood Association President, made sure that everyone had a voice in planning for the neighborhoods' first Movie in the Park screening. Marketing was translated into several languages and the meeting bylaws were changed to allow virtual participation. The results show: more than 1,000 people attended this first-time event, more money was raised than spent and turnout at meetings has quintupled! JACKSON MIDDLE SCHOOL

### A SMART USE

Imagining a less-packed parking lot or even less traffic on local streets is easy when Spinlister is in town. The peer-to-peer bike sharing company, a recent arrival in Portland, invested with both cash support as well as bike valets at SFFA events. Their work encouraged attendees to forgo cars in favor of over 1,100 bike rides to the parks.

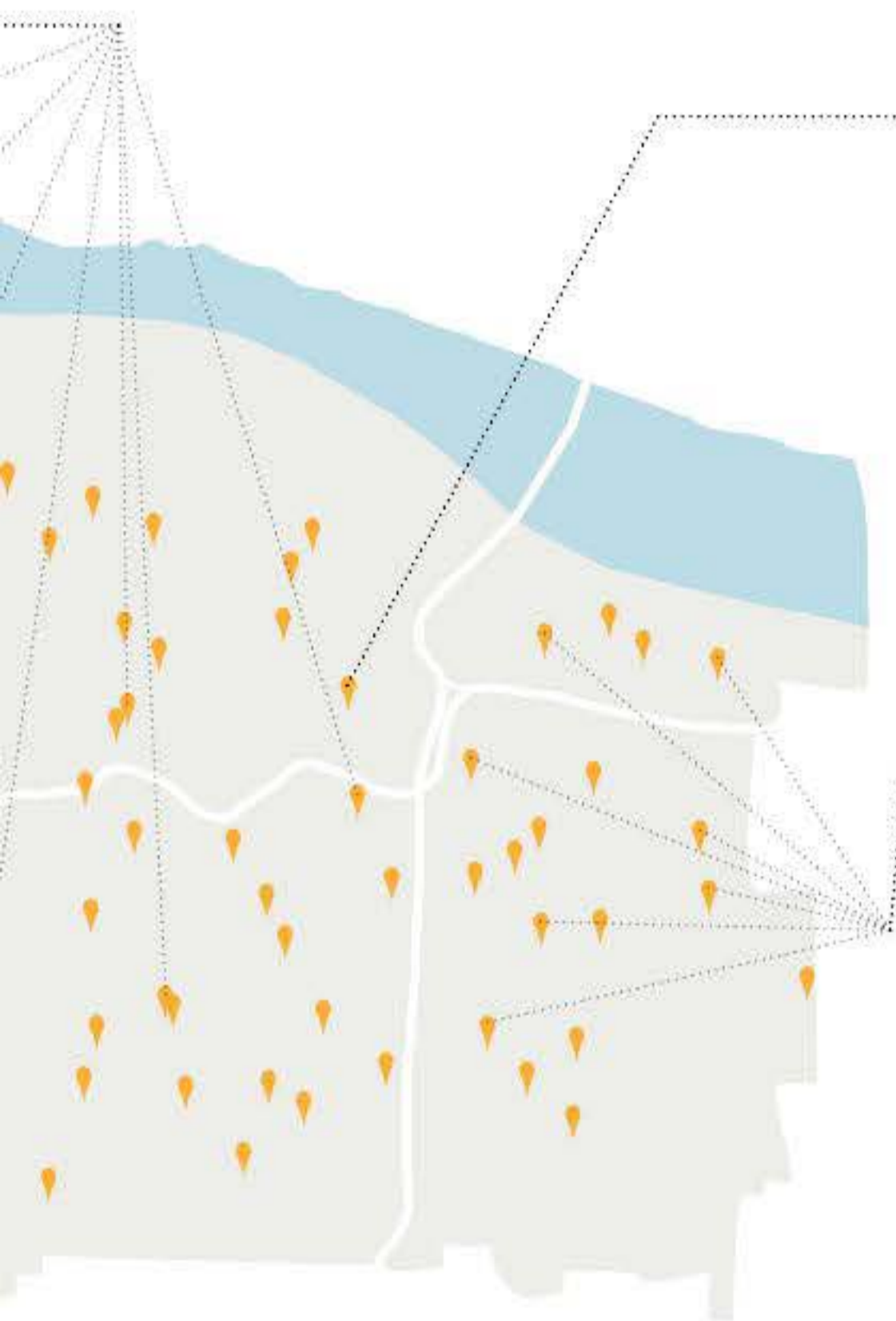





**46** + 
 
**56** + 
 
**76** =

days in the park + days of playgrounds at 44 sites + swim sessions

## ACTIVITIES AT 90 SITES



### YOU SCREAM, I SCREAM, WE ALL SCREAM

Little did we know that a press release detailing the impact of the Summer Lunch program would become a call to action. Salt & Straw, a local startup, responded passionately by donating 15% of proceeds from their June food cart ice cream flavors toward the program. This year, with their help, and that of our sponsors – Bank of America, Partners for A Hunger-Free Oregon, Portland Parks Foundation, and public school districts – we were able to serve 105,307 free nutritious meals to children across the city.

### SOME LATIN FLAIR

By forging new relationships with 93.1 El Rey, a Spanish language broadcast radio sponsor, and Latino Network, a community-based organization focused on families, PP&R attracted more than 1,000 people, a third of whom were first-time attendees, to a Movie in the Park at Glenhaven Park. Music from Conjunto Alegre gave the crowd vibrant rhythms for dancing, and with the addition of wonderful food, piñatas and fun, our first Festival Latino was a huge hit! GLENHAVEN PARK



### THE ROVERS

Long on need and short on volunteers, the presidents, friends and families of East Portland neighborhood associations, band together each summer to create the Rovers. The crew of twenty not only raised money for, but also promoted, the movie screenings in their eight neighborhood parks. This summer alone, the Rovers raised \$6,000 and contributed more than 1,900 volunteer hours. EARL BOYLES PARK, GATEWAY PARK AND PLAZA, GLENFAIR PARK, MILL PARK, PARKLANE PARK, PARKROSE HIGH SCHOOL, WILKES PARK



### HIRING OUR BEST PEOPLE

Through work sessions with community advocates, PP&R improved its hiring process for the Playgrounds Program to include informational sessions, interviews placed throughout the city, and experience-based interview questions. Now, the Playgrounds Program staff is more reflective of Portland's growing diversity, employing 48% people of color and 43% speaking another language in addition to English.

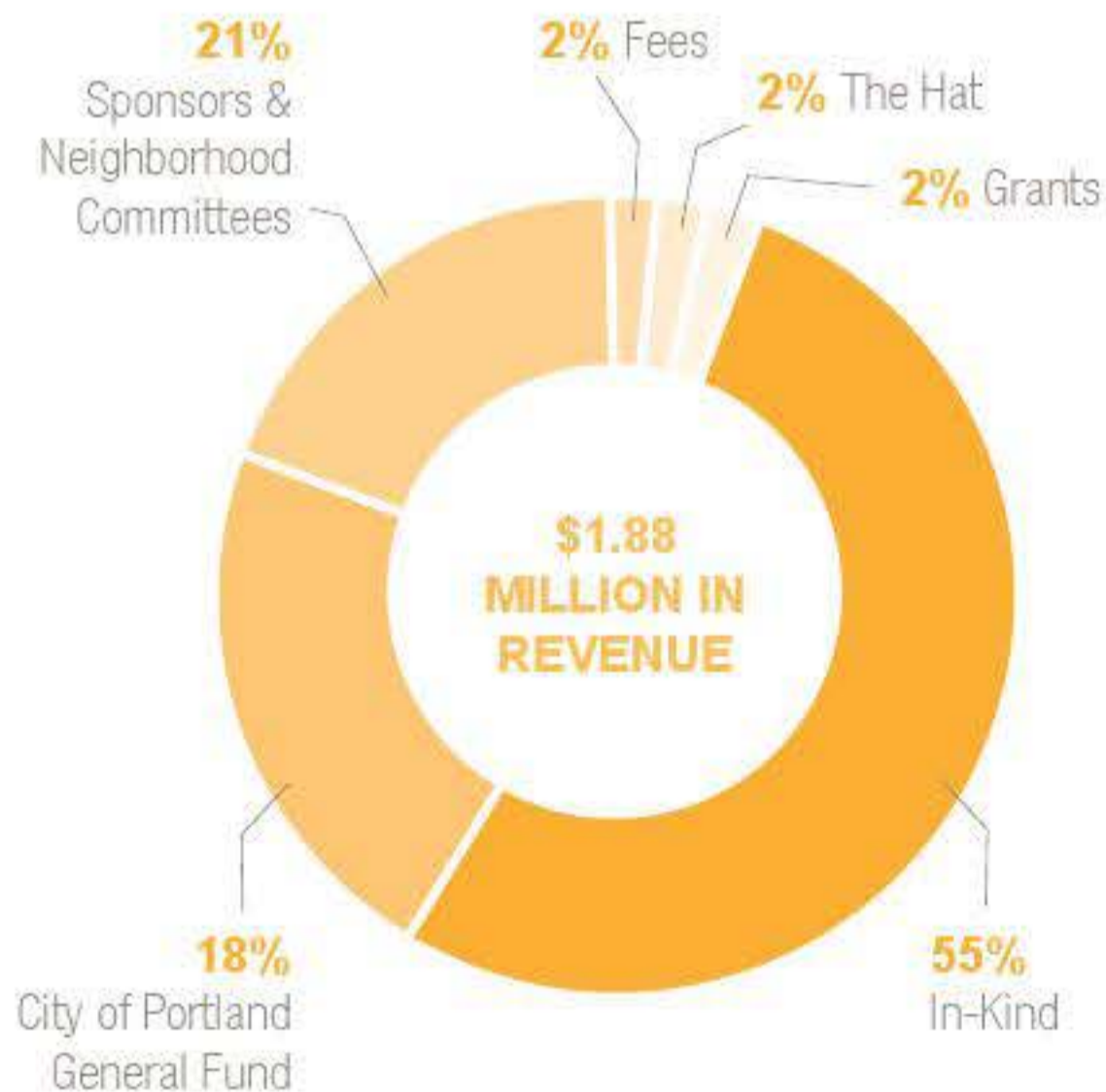


# SPONSORS & SUPPORTERS

## \$ TOTAL SUPPORT

Thousands joined our mission to fundraise for concerts, movies and playgrounds in the park.

Your efforts helped generate over \$1.88 million in revenue. For every City of Portland General Fund dollar spent, we leveraged \$4.67 in community donations and support.



Special thanks to NW Natural for their community partnership and continued support of the SFFA Washington Park Sponsor Night.

### PREMIER \$25,000+



### LEAD \$10,000+

- Centennial School District
- Chevron
- David Douglas School District
- National Recreation and Park Association
- NW Natural
- Oregon Blue Print
- Pacific Power
- Port of Portland
- Portland Parks Foundation
- Portland Public Schools
- TriMet
- Zipcar

### SUPPORTING \$5,000+

- Clean Energy Works
- Columbia Sportswear
- East Portland Action Plan
- East Portland ROVERS
- Kind Snacks
- Latino Network
- New Seasons Market
- OnPoint Community Credit Union
- Schnitzer Steel
- Trader Joe's

### CHAMPION \$3,000+

- Aronora
- Collage
- Concordia Neighborhood Association
- Downtown Neighborhood Association
- Kristan Knapp Fund
- Legacy Health
- Multnomah University
- National College of Natural Medicine
- New Columbia Campus Partners
- Oregon Health & Science University
- Portland Water Bureau
- SELCO Community Credit Union
- Sellwood Westmoreland Business Alliance
- The Oregonian
- University of Western States
- Warner Pacific College
- Windermere Stellar

### MAJOR \$1,250+

- Anonymous Music Lovers
- Atlas Motors
- Brooks Staffing
- Chill N Fill
- Concordia University
- Courtyard at Mt. Tabor
- Dutch Bros. Coffee
- Eliot Neighborhood Association
- Everett Custom Homes
- Hawthorne Auto Clinic, Inc.
- Hawthorne Vision Center

- Hazelwood Neighborhood Association
- Home Forward
- Home Street Bank
- Humana
- Inventif Solutions
- Kanary Tek
- Kenton Neighborhood Association
- Laurelwood SE Public House
- Maid Brigade of Portland
- McMenamins Rams Head
- McMenamins Tavern and Pool
- Multnomah County Cultural Coalition
- NW Examiner
- Oregonians Credit Union
- Organics To You
- Partners for a Hunger-Free Oregon
- Portland Art Museum
- Portland International Raceway
- Portsmouth Neighborhood Association
- Providence Health & Services
- Regional Arts & Culture Council (RACC)
- Representative Alissa Keny-Guyer
- Roseway Neighborhood Association
- Sapphire at Gateway
- Sellwood Moreland Improvement League (SMILE)
- Sock Dreams
- Sunstone Montessori School
- Tatiana Xenelis Mendoza Stepping Stone Realty Group at Oregon First
- The Bee
- The Dragonfly Coffee House
- The eBike Store
- The Skanner Foundation
- The Zidell Companies
- Tom & Nancy Brown
- Tutor Doctor
- US Bank, Legacy Emanuel Branch
- Washman
- Widmer Brothers Brewing
- Zeitgeist Northwest

### CONTRIBUTING \$600+

- Alameda Neighborhood Association
- Arbor Lodge Neighborhood Association
- Arnold Creek Neighborhood Association
- Beaumont-Wilshire Neighborhood Association
- Belmont Dairy LLC
- Bridlemile Neighborhood Association
- Brooklyn Action Corps
- Buds Expert Tree Care
- Centennial Community Association
- Classique Floors
- Colwood Golf Course
- Creston-Kenilworth Neighborhood Association
- Crestwood Neighborhood Association
- Czech School of Portland

- Dance with Joy Studios
  - Dennison-Capen Group
  - East Portland Neighborhood Office (EPNO)
  - Flying Pie Pizzeria
  - Friends of Spring Garden Park
  - Glenfair Neighborhood Association
  - Healthy Smiles Dental Group
  - Holladay Park Partnership
  - Hong Phat Food Center
  - Horse Brass Pub
  - Irvington Neighborhood Association
  - Kerns Neighborhood Association
  - King Neighborhood Association
  - Lents Neighborhood Association
  - Madison South Neighborhood Association
  - Maplewood Neighborhood Association
  - Markham Neighborhood Association
  - McMenamins Kennedy School
  - Mike & Emily Watson
  - Mill Park Neighborhood Association
  - Montavilla Neighborhood Association
  - Monti's Cafe
  - Moreland Veterinary Hospital
  - Mt. Tabor Neighborhood Association
  - Mt. Tabor Veterinary Care
  - Old Geezers and Hippie Mamas
  - Overlook Neighborhood Association
  - Parkrose Neighborhood Association
  - Parkside Clinic Chiropractic & Massage
  - Portland Community College Cascade Campus
  - Portland Community College Southeast Campus
  - Portland Homestead Supply Company
  - Portland Wellness Professionals
  - Powellhurst-Gilbert Neighborhood Association
  - Reed College
  - Reed Neighborhood Association
  - Richmond Neighborhood Association
  - Russellville Park
  - Sabin Neighborhood Association
  - Salt & Straw
  - South Waterfront Community Relations
  - Southeast Uplift Neighborhood Program (SEUL)
  - Southwest Neighborhoods Inc (SWNI)
  - Swift and Union
  - The Missing Link
  - The Party Place at Portland Rent All
  - Twilight Room Bar and Grill
  - Umpqua Bank
  - Vernon Neighborhood Association
  - West Portland Park Neighborhood Association
  - Whole Foods Market Fremont
  - Wilkes Community Group
  - Wonder Ballroom
  - Woodlawn Neighborhood Association
  - Woodstock Neighborhood Association
- AND MANY MORE!**



Agenda No.  
**REPORT**  
Title

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

<p style="text-align: center;"><b>INTRODUCED BY</b> Commissioner/Auditor: <b>Fritz</b></p>	<p>CLERK USE: DATE FILED <u>DEC 08 2015</u></p>
<p style="text-align: center;"><b>COMMISSIONER APPROVAL</b></p> <p>Mayor—Finance and Administration - Hales</p> <p>Position 1/Utilities - Fritz <i>Fritz</i></p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Novick</p>	<p style="text-align: center;">Mary Hull Caballero Auditor of the City of Portland</p> <p>By: <u><i>Mary Hull Caballero</i></u> Deputy</p>
<p style="text-align: center;"><b>BUREAU APPROVAL</b></p> <p>Bureau: Portland Parks &amp; Recreation Bureau Head: Mike Abbate <i>Mike Abbate</i></p> <p>Prepared by: Ellen Sweeney Date Prepared: 12/1/15</p>	<p><b>ACTION TAKEN:</b></p> <p>DEC 16 2015 <b>ACCEPTED</b></p>
<p>Impact Statement</p> <p>Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p>	
<p><b>City Auditor Office Approval:</b> required for Code Ordinances</p>	
<p><b>City Attorney Approval:</b> required for contract, code, easement, franchise, charter, Comp Plan</p>	
<p>Council Meeting Date <b>12/16/15</b></p>	

<b>AGENDA</b>
<p><b>TIME CERTAIN</b> <input checked="" type="checkbox"/></p> <p><b>Start time: 2:45</b></p> <p><b>Total amount of time needed: 30</b> (for presentation, testimony and discussion)</p>
<p><b>CONSENT</b> <input type="checkbox"/></p>
<p><b>REGULAR</b> <input type="checkbox"/></p> <p><b>Total amount of time needed:</b> (for presentation, testimony and discussion)</p>

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