

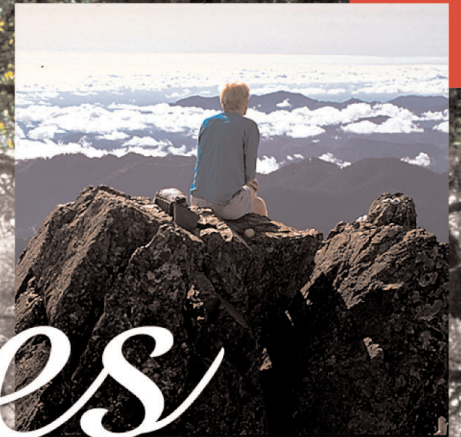


King County

Partnership for Parks

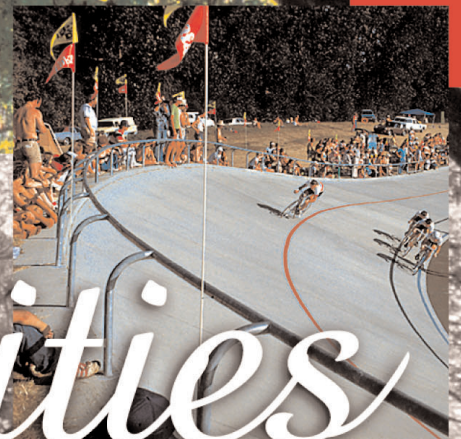
new

challenges



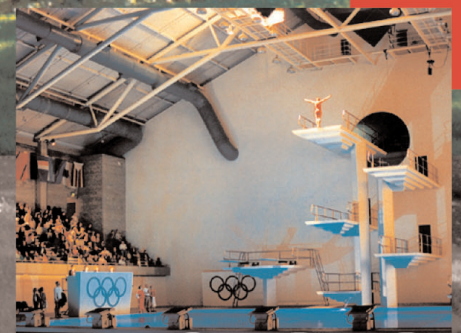
new

opportunities



new way of doing

business



King County Parks

Our mission is to serve communities and enhance quality of life through partnerships, entrepreneurial initiative, and environmentally sound stewardship of regional and rural parks, trails, natural lands and recreational facilities.



Park Assets

- 180 parks
- 100+ miles of trails
- World-class Weyerhaeuser King County Aquatic Center
- Marymoor Park (concert venue, velodrome, off-leash dog area, outdoor climbing facility, radio control flying field, rowing facility, cricket field, rugby field)
- 3,000-acre Cougar Mountain Regional Wildland Park
- King County Fairgrounds in Enumclaw
- 62 baseball fields
- 58 soccer fields
- 6 pools
- 67 picnic area
- 7 boat launch sites
- 34 playgrounds
- 23 tennis courts
- 5 fishing piers
- 2 community gardens

Our Assets

King County boasts one of the largest and most diverse park systems in the nation with more than 25,000 acres of parks, pools, open space, trails and natural lands.

We are the northwest's #1 regional parks provider with more than 5,000,000 visitors annually.

and Recreation

Partner Assets

Friends of Marymoor Park • Sammamish Rowing Association • Marymoor RC Club • Armtag • Citizens for Marymoor Rock • Eastside Rugby Club • **Marymoor Velodrome Association** • SKIFORALL Foundation • Marymoor Cricket Alliance • **Serve Our Dog Areas (SODA)** • Marymoor Community Garden • City of Redmond Trails Commission • **East Lake Washington Audubon Society** • City of Redmond • City of Bellevue • Key Bank • City of Federal Way • City of Auburn • **Cascade Land Conservancy** • City of Enumclaw • **Washington Trail Association** • Enumclaw Downtown Partnership • Enumclaw Area Chamber of Commerce • **Lake Washington Youth Soccer Association** • City of Seattle • City of Issaquah • Starbucks Federal Way Chamber of Commerce • **Seattle Convention and Visitors Bureau** • Seattle Scottish Highland Games • Steel Lake Little League • **Washington State Special Olympics** • Washington Diving Alliance • **Native Plant Society** • Federal Way Track Club • Kent Youth Soccer Association • Puget Sound Energy • **Auburn/Maple Valley Boy's and Girl's Club** • Washington Water Polo • Aquatic Summit • Fall City Little League • **Northshore Youth Soccer Association** • Renton Fish and Game Club • Maple Valley Rotary • **YMCA of Greater Seattle** • Back Country Bicycle Club • Campfire Girls • Issaquah Historical Society • **Kirkland National Little League** • Western Washington Walking Horse Association • North Issaquah Little League • **Wilderness Volunteer Corps**

We are innovative, creative, and embrace collaboration as we partner with more than 200 associations, community groups, governmental entities, business, and non-profit organizations.



We are an integral component to the livability, economic vitality, and environmental health of our region.

A New Way of D

The *Partnership for Parks* program offers corporate partners unprecedented access to the King County Parks System. By sharing human and financial resources we increase the economic vitality, preserve natural spaces and enhance the quality of life for the individuals, families and communities in our region.

New challenges have presented us with new opportunities. In 2003, the King County Parks Division committed to generate \$1.2 million in new revenues. In addition to the *Partnership for Parks* initiative, we now generate more than \$800,000 annually from new lines of business, including:

- Concerts at Marymoor and other high profile events
- Facility parking fees
- Concession/vendor agreements
- Advertising/sponsorships

Market research has convinced King County that long-term, mutually beneficial relationships that blend corporate and parks cultures are imperative to economic vitality, environmental stewardship, recreational opportunities and quality of life in the region. The *Partnership for Parks* program is relationship based, represents a strong rate of return on investment, provides positive media and market relations opportunities and reflects our commitment to a "new way of doing business."



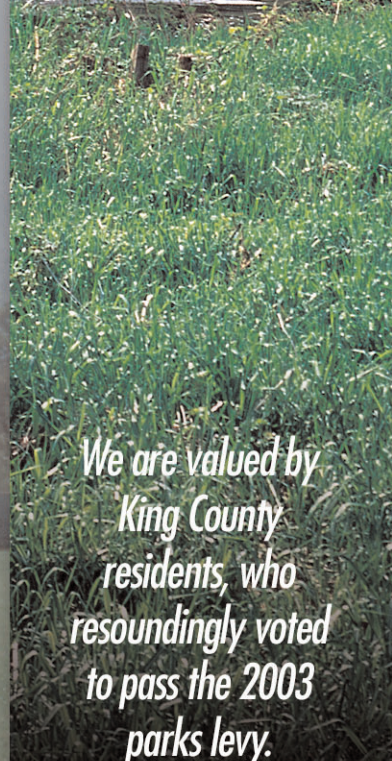
We attract more than 5 million visitors each year.



Doing Business...

Parks' Corporate Partners create a customized advertising, promotional, sponsor and donor package that supports their strategic goals. Menu options include:

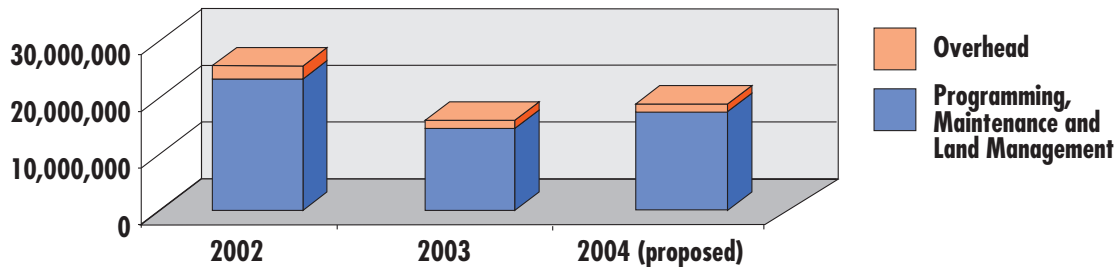
- **Title sponsorship** for large regional events.
- **Specialty advertising**, scoreboard signage, concession area signage, ball field advertising, starting blocks, reader-board, lobby and poolside signs, and the pool liner at the world class Weyerhaeuser King County Aquatic Center.
- **Signage, television** and radio advertising, banners, website promotion and banner ads, logo and name on various print media, relating to regional special events, ongoing programs, tournaments, competitions, festivals and fairs.
- **Naming rights** for the new and incredibly successful concert venue in Marymoor Park.
- **Quarterly television** and print media pieces highlighting corporate volunteerism, event sponsorships, and ongoing public benefit provided by *Partnership for Parks*.
- **Private facility** usage at Weyerhaeuser King County Aquatic Center, King County Fairgrounds, one of our historic lodges, a community pool or one of our beautiful regional parks for a private corporate/employee/family special event.
- **Utilize a park** or facility for corporate promotions, commercials, photo opportunities.
- **Consult with** our Enterprise Relationship Manager and media relations team to develop a personalized program.



We are valued by King County residents, who resoundingly voted to pass the 2003 parks levy.

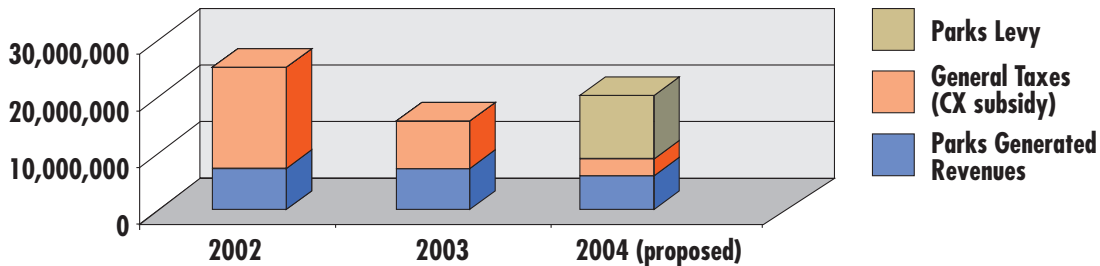
Parks and Recreation Division Transition Plan

Parks & Recreation Budget



The Parks and Recreation Division commits more than 90% of its annual budget directly to programming, maintaining and operating our parks, pools, trails, and natural lands.

Parks & Recreation Operating Revenue



The diversification of our funding base is an integral component of the Parks and Recreation Division's "new way of doing business." We are decreasing our dependence on the County General Fund and continuing to develop Enterprise Funds.

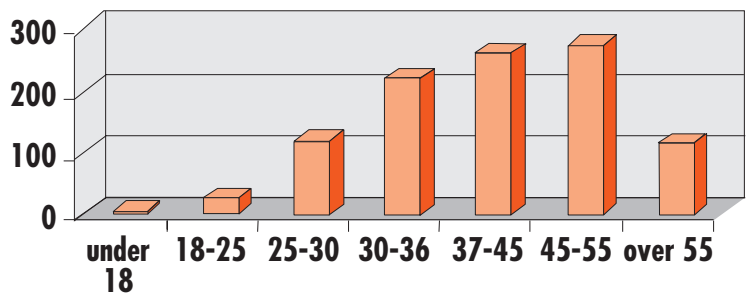
The King County Partnership for Parks program facilitates the investment of corporate monies into mutually beneficial advertising, promotional, sponsorship and marketing campaigns with significant return on investment.



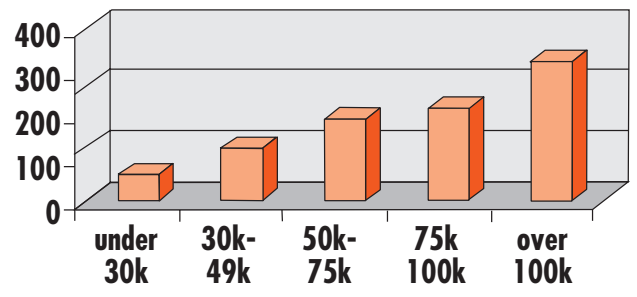
Corporate partners wishing to provide foundational support or donations to the King County Park System can do so through our 501 (c) 3 not-for-profit partner, the Northwest Parks Foundation.

* 2002-2003 figures taken from the 2002 Conceptual Transition of the King County Parks System; Report of the Metropolitan Parks Task Force

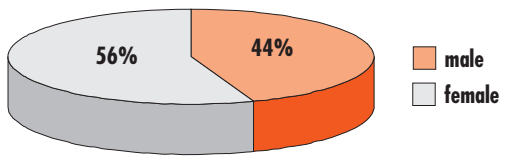
Age of Parks Users (head of household)



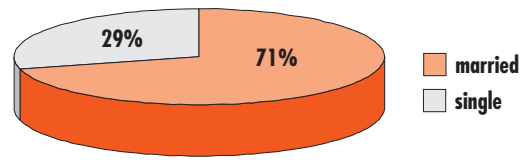
Household Income of Parks User



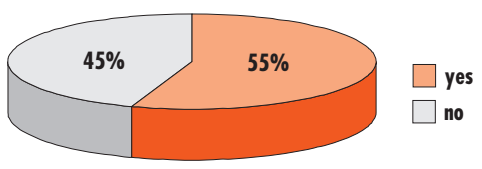
Gender of Parks Users



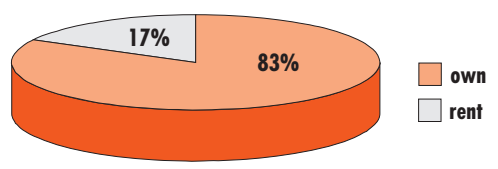
Marital Status of Parks Users



Parks Users With Children



Home Ownership of Parks Users



Statistics based on a 2003 online survey completed by more than 1,000 King County Parks users.

King County
boasts more than
25,000 acres
of parks, pools,
open space, trails,
and natural lands.
Here are a few
of our assets:



*Marymoor Park,
The Concerts
at Marymoor*



*Tolt MacDonald Park
and Campground*



*Cougar Mountain
Regional Wildland Park*



*Dockton Park
and Marina,
Vashon Island*



*100+ miles of walking, jogging,
cycling, and equestrian trails*



*Thousands of acres of
scenic natural lands*



*Weyerhaeuser
King County
Aquatic Center,
Federal Way*



*King County Fairgrounds,
Enumclaw*

Partnership for Parks



King County

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