

Statement of Legislative Intent: SMALL CRAFT PROGRAMS



Recommended Option

- Retain the current funding model
- Minimal General Fund subsidy with 90% self generating
- Leverages outside funding

Keeping
People in
Motion



Green Lake Small Craft Center



Canoe and Kayak



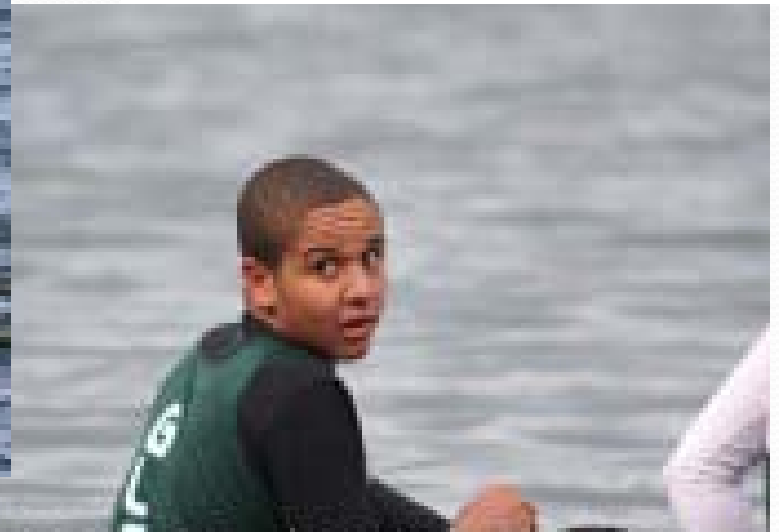
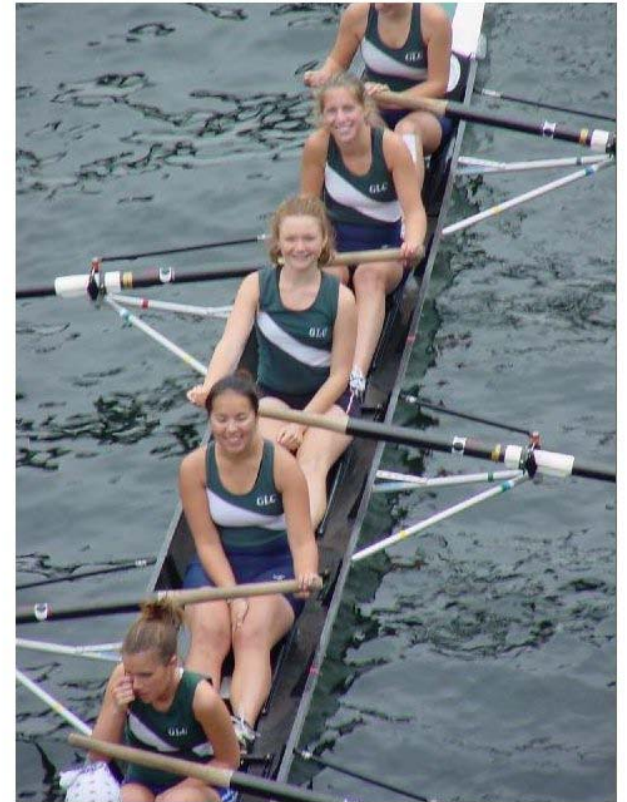
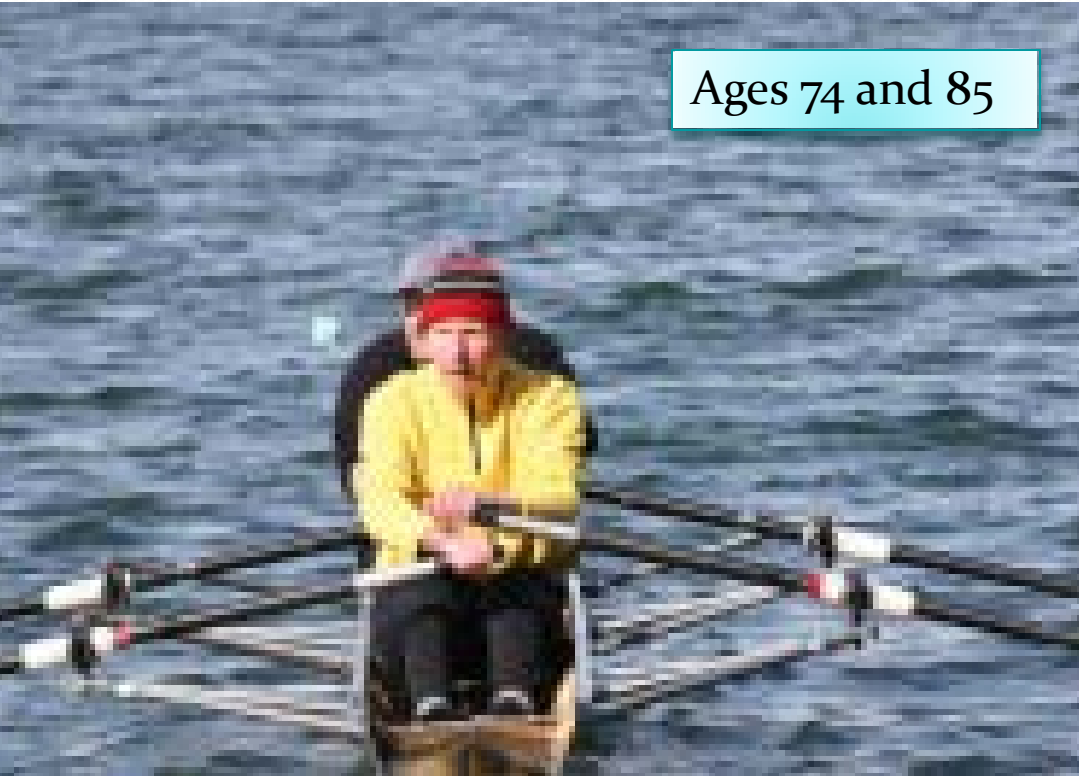
Sailing





Rowing for Youth through Senior Adults

Ages 74 and 85



Indoor
training
under the
old Aqua
Theater



Mount Baker Rowing and Sailing Center



Sailing



Rowing —All ages; beginning through Competitive



Rainier Valley Rowing

Transportation
Swimming lessons
Tutoring
Mentorship
Rowing Instruction
Regional competition



Sailboarding



Canoe and Kayak



“Summer Boating” for community based day camps



Land based fitness, conditioning and yoga



Competition

Northwest Regional
Championships



National Youth Championships



Healthy
lifestyles
through
recreation and
competition

Operational Goal

Programmatic

1



Operational Goal

Programmatic

1

Healthy
lifestyles
through
recreation and
competition



73,000 attendance in 2011

Operational Goal: Youth

Physical and
Emotional
Development



2



Operational Goal: Youth

Physical and
Emotional
Development



2

76%
Youth





Operational Goals Community

Open
Affordable
Inclusive

3





Operational Goals Community

Open
Affordable
Inclusive

3



\$35,000
awarded in financial aid in 2011

Operational Goals

Safety

Set the
highest
standard

4



Operational Goals

Safety

Set the
highest
standard

4

Outstanding
safety record !





Operational Goals

Fiscal

Reduce
reliance on
General
Fund

5





Operational Goals

Fiscal

Reduce
reliance on
General
Fund

5



10% General
Fund support

Operational Goals

Physical Plant

Redevelopment
of Green Lake
Small Craft
Center



6



6

Upgrade indoor
training area



Provide adequate
changing, storage and
locker room spaces



Revenue Source Comparison

PRIMARY REVENUE

Seattle Parks and Recreation

- Recreation Fees – 68%
- Fund Raising/Special Events – 29%
- Other – 3%

Fund raising is required to replace boating equipment and provide scholarships



Revenue Source Comparison

PRIMARY REVENUE

Other Local Boating Providers

- Membership Fee – 34⁰%
- Room Rentals – 23⁰%
- Program registration – 17⁰%
- Private Boat Storage - 13⁰%
- Other 13⁰%

Fee increase or shift to membership operation is not recommended for Seattle Parks and Recreation facilities



NEW Meeting Room at Mount Baker Rowing and Sailing Center



Volunteers

Advisory support.
Fund raising.
Special Events.
... such as community
shore line cleanup



Conclusions

- Strong partnerships leverage dollars
- Quality program at a good price.

Keeping
People in
Motion

