**Fairwood Fiftieth Anniversary Community Celebration Plan - #Fairwood50**

The Parks and Recreation Division (Parks) of the Department of Natural Resources and Parks is responding to the request in 2015/2016 Biennial Budget Ordinance, Ordinance 17941, Section 89, Proviso P1 to coordinate the creation of a community celebration event marking the 50th anniversary of the Fairwood community in the late summer of 2016.

**When:** Saturday, September 10, 2016, 10 am – 10 pm

**Where:** Petrovitsky Park

**What**: King County will host a community event celebrating the 50 anniversary of the Fairwood community. The event will be an all day, family-friendly event that engages local businesses, governments and organizations to come out and celebrate.

**List of Activities:**

|  |  |  |
| --- | --- | --- |
| 9:00 am | Fairwood 5K | Start/Finish at Petrovitsky Park. Course winds through McGarvey Park. |
| 10:00 am | Fairwood on the Move | Morning exercise class - FREE (Provided by LA Fitness) |
| 11:00 am – 2:00 pm | Community picnic  Welcome  Local concert (or DJ)  First Responders (located at Ridgewood Elementary)  Farmers Market  History of Fairwood | Everyone bring a lunch and join the fun and free music. Food trucks on site (Taco Time, others).  Welcome by Councilmember Reagan Dunn, Parks and Recreation Director Kevin Brown, and possibly Executive Dow Constantine  Fire District will bring Truck, Sheriff will bring vehicles, helicopter  Farmers Market throughout the day (Parks will coordinate with the Farm/Ag program with the Water and Land Resources Division to identify interested farmers)  Display of history of Fairwood (located at Library and then at the park on the day of the event)  Fairwood Public Library mobile vehicle |
| 2:00 – 7:00 pm | Field games and fun | White Center Teen Program manages field games for the kids |
| 8:00 pm  (sunset 7:30) | Movie at the Park | King County Parks and Recreation Division will coordinate with Epic Events for outdoor movie |

**Planning Group:**

*King County Parks and Councilmember Dunn’s office are actively recruiting the planning group, with a goal to have a complete group by fall of 2015. To date, the existing members have put together the list of activities, resources, identified potential sponsors and vendors and recruited other planning group members.*

|  |  |
| --- | --- |
| Councilmember Dunn’s Office (CMD) | Tom Goff/Lisa LaBrache |
| King County Parks and Recreation Division (KCP) | Sujata Goel |
| Fairwood Public Library (KCLS) | Frederick Gurney |
| Kent School District | TBD |
| Fairwood Golf and Country Club | TBD |
| Fairwood Shopping Center | TBD |
| King County Sheriff’s Office | Chris Beringer |
| Fire District | TBD |
| Water Districts | TBD |
| Fairwood Homeowners Association | Erin Abaddera |
| Fairwood Community Members | Marcia Holland |

**Resources: (7/15 estimates only)**

*Detailed below are the estimated expenses for the event. The planning group will work to secure sponsorships and in kind donations to secure resources. Parks will use $5,000 in operating funds to support the event and work to secure sponsorships and other contributions to subsidize other expenses.*

|  |  |
| --- | --- |
| Graphics – event brand, flyers, posters | $500 |
| Parks Staff (set up, clean up, crowd control etc.) | $2,000 |
| Printing flyers, posters | $500 |
| Movie | $1,500 |
| Sound Equipment/Stage | $1,000 |
| Permit | $675 |
| Teen Program Costs & equipment rental | $500 |
| 5K Fun Run | $8,000 |
| Estimated Total | $14,675 |

**Marketing:**

*Below is an initial list developed to promote the event and encourage local participation:*

|  |  |
| --- | --- |
| **Print Visibility** | **Distribution** |
| Fairwood Public Library (KCLS) | Flyers & Posters |
| Fairwood Shopping Center in stores | Flyers & Posters & Scavenger Hunt |
| Water District | Mailing to all customers |
| Councilmember Dunn’s Mailing | Mailing to all constituents |
| Print in local papers | Maple Valley, Renton, Kentridge HS |
| Street Banners |  |
| **Twitter Scavenger Hunt #Fairwood50** |  |
| Tweet your favorite things/memories about Fairwood (redeem prizes at local stores) | Display feed at 50th anniversary party. |
| Facebook | Kentridge HS, Fairwood, Fairwood Public Library, King County Parks, King County Council, Fairwood Country Club and other local businesses or organizations. |
| **Electronic Media Partners (FB, Twitter, E-newsletters)** |  |
| King County |  |
| King County Parks |  |
| Councilmember Dunn’s Office |  |
| Fairwood Community posts |  |
| Unincorporated Area Councils Newsletter |  |
| King County Library System |  |
| Fairwood Elementary |  |

**Fundraising:**

*Fundraising for the event will be based on tiered sponsorships. Available sponsorships include: Presenting sponsor for Fairwood 50, Movie sponsorship, Fairwood 5K Movie sponsorship, booth/vendor sponsors. Fundraising goal is $35,000 including 5K sponsorship. Below is the prospect list:*

Prospects List  
Banks (Bank of America, US Bank, Chase Bank) Safeway  
Fairwood Golf & Country Club Taco Time

Fairwood Shopping Center Businesses UW Medicine

Haggens Washington Beef Commission

LA Fitness

**Work Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Task** | **Staff** | **Due Date** | **Comments** |
| Develop Brand | KCP | Samples by 8/15 |  |
| Finalize Marketing Numbers | KCP/CMD | 8/15 |  |
| Finalize Sponsorship levels and Proposal | KCP | 8/15 |  |
| Solicit Sponsorships | KCP/CMD | 8/15-5/16 |  |
| Begin Social Media Teasers | KCP/CMD | 9/15 | KCP will set up & monitor Twitter feed   * Save the Date * Ask for Volunteers? * Tweet Feedback on Movie * Solicit Bands |
| **Confirm Programming**   * Site Plan * Sheriff/Fire Vehicles/helicopter/dogs * Reserve Stage * Reserve Movie Vendor * Morning exercise class (LA Fitness) * Farmer’s Market * 5K | KCP  CMD  KCP  KCP  CMD  CMD  KCP/CMD | 3/16 | Hire a vendor |
| Solicit and Secure Volunteers | KCP/CMD | Ongoing |  |
| Finalize Site Plan/Submit Permit | KCP | 7/16 |  |
| Tracking Fundraising | KCP | Ongoing |  |