



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

May 31, 2017

Motion 14872

Proposed No. 2017-0196.1

Sponsors Dunn

1 A MOTION accepting a family movie night plan for
2 implementation by the parks and recreation division of the
3 department of natural resources and parks identified in
4 Ordinance 18409, Section 92, Proviso P1.

5 WHEREAS, from Fremont Outdoor Cinema's humble beginnings in the late
6 1980s, outdoor movie nights have become extremely popular summertime activities in
7 our region, occurring in all corners of King County, and

8 WHEREAS, the parks and recreation division of the department of natural
9 resources and parks has hosted a popular weekly summer outdoor cinema series at
10 Marymoor park since 2005, and

11 WHEREAS, Ordinance 18409, Section 92, Proviso P1 states that fifty thousand
12 dollars could not be expended or encumbered until the executive transmits a plan for
13 family movie nights, with guidance that in council districts with unincorporated
14 populations between fifteen thousand and fifty thousand residents, at least one family
15 movie night shall be held in each district each summer and that in council districts with
16 unincorporated populations greater than fifty thousand, at least three family movie nights
17 shall be held in each district each summer, and

18 WHEREAS, the parks and recreation division has created a work plan for
19 implementation of family movie nights, and

20 WHEREAS, by providing small sponsorships, the parks and recreation division
21 will establish partnerships with community-based organizations or other jurisdictions to
22 extend existing outdoor movie nights or provide new movie night opportunities in the
23 summers of 2017 and 2018, and

24 WHEREAS, each free movie night identified in the work plan will be unique
25 depending on the community in which it is located and take place during the summer of
26 each year, shown at dusk;


27 NOW, THEREFORE, BE IT MOVED by the Council of King County:

28 The family movie night plan, submitted as Attachment A to this motion, is hereby
29 accepted.
30

Motion 14872 was introduced on 5/8/2017 and passed by the Metropolitan King
County Council on 5/30/2017, by the following vote:


Yes: 9 - Mr. von Reichbauer, Mr. Gossett, Ms. Lambert, Mr. Dunn,
Mr. McDermott, Mr. Dembowski, Mr. Upthegrove, Ms. Kohl-Welles
and Ms. Balducci
No: 0
Excused: 0

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



J. Joseph McDermott, Chair

ATTEST:



Melani Pedroza, Acting Clerk of the Council

Attachments: A. 2017-18 Family Movie Night Plan

2017-18 FAMILY MOVIE NIGHT PLAN

Prepared in accordance with
Ordinance 18409, Section 92, Proviso P1

May 2017



King County

Department of Natural Resources and Parks
Parks and Recreation Division

2017-18 FAMILY MOVIE NIGHT PLAN

The Parks and Recreation Division (Parks) of the Department of Natural Resources and Park is responding to Section 92, Proviso P1 of Ordinance 18409, which requested the Executive to transmit a plan for family movie nights in Council districts, with the following guidance:

“In council districts with unincorporated populations between 15,000 and 50,000 residents, at least one family movie night shall be held in each district each summer.”

“In council districts with unincorporated populations greater than 50,000, at least three family movie nights shall be held in each district each summer.”

Background and Context: From Fremont Outdoor Cinema’s humble beginnings in the late 1980s, outdoor movie nights have become extremely popular summertime activities in our region, occurring in all corners of King County. Movie nights can range from the professional with a sound system and 40-foot inflatable screen, to the informal with a projector and white sheet on an empty wall.

Parks has hosted a weekly summer outdoor cinema series at Marymoor Park since 2005. During the first few years of the *Movies@Marymoor*, Parks was responsible for all aspects of event production. However, as this event became a cost burden on the agency, Parks identified a corporate partner, Epic Events, in 2010 to produce the outdoor cinema series. This partnership now generates a small amount of annual revenue for the division, and average attendance has more than doubled in the decade since the cinema series’ launch.

While there is no charge to attend a *Movies@Marymoor* family movie night, Epic Events requests a five dollar per person fee for premium seating and pre-movie entertainment. Movie nights are held on Wednesdays during the months of July and August and feature trivia and prizes, pre-movie music or dance performances, and food trucks. One of the movie nights is specifically chosen by King County as “Go Green” night, where various King County agencies are on site before the movie with information booths and educational activities.

Project Summary: Each movie night will be unique depending on the community in which it is located. Movies will be free and family-oriented (rated G or PG) and take place during July, August and September of each year to maximize the likelihood of good weather for outdoor movie watching. The movie night event can include pre-movie entertainment such as trivia, informational/activity booths, performers, and food trucks, along with the movie, which will be shown at dusk.

Staffing: King County Parks staff will support day-of event set-up and take-down, as well as movie night promotion and management.

Partnerships: When possible, Parks will establish partnerships with community-based organizations or other jurisdictions to extend existing outdoor movies or provide new movie night opportunities in summer 2017 and 2018. This will help keep costs low and help build attendance.

Examples of partnership support:

- Annual financial support to partner. An individual movie night costs King County an average of \$14,000 - \$18,000, depending on A/V requirements, on site infrastructure, security, staffing,

and promotional needs (new events will require more extensive advertising to build attendance).

- Co-promotion. Help promote movies through social and traditional media, graphic design, and limited printing.
- “King County Night”. King County agencies host information booths and educational activities as part of the pre-movie entertainment. Based upon the model used for “Go Green” night at the *Movies@Marymoor* and at the *Cine en el Parque* at Steve Cox Memorial Park in White Center.

Schedule: Parks is currently working to schedule each of the movie nights so that they do not compete with local community events or other events in the parks or locations where the movies will be hosted. The schedules for many of these other community events are still being finalized. There are a limited number of companies that do outdoor movie production work and Parks has a positive working relationship with Epic Events for the *Movies@Marymoor* series. As a result, Parks is working with Epic Events on scheduling these new movie nights and paying them directly for services as opposed to having Epic charge for seating. As of April 2017, the movies will be hosted as follows:

Council District	Location	Anticipated Dates*
2	Bank Parking Lot (Skyway)	July – August
3	TBD (Duvall area)	August
3	Si View Park (North Bend)	August
3	TBD (Carnation or Fall City area)	July – August
7	TBD (Auburn Area)	July – August
8	Steve Cox Memorial Park (White Center)	August 5
9	Ravensdale Park (Ravensdale)	July – August
9	Petrovitsky Park (Fairwood)	July – August
9	Maplewood Park (Renton)	July – August

**Dates will be determined based on park, partner, and movie production vendor (Epic Events) availability. The request has been made to Epic Events.*

Work Plan:

Item	Date
Develop partnerships	February – May 2017
Prepare and transmit proviso response	February – May 2017
Confirm locations and schedule	May 2017
Work with partners to implement promotional strategies	May – August 2017
Carry out movie night events	July – September 2017
Wrap up loose ends and debrief	September 2017
Renew partnerships for 2018 movie nights	Q4 2017
Confirm locations and schedule	Q4 2017/Q1 2018
Work with partners to implement promotional strategies	April – August 2018
Carry out movie night events	July – August 2018
Wrap up loose ends and debrief	September 2018

King County Parks may need to request supplemental budget authority to fund additional costs in order to prevent taking away resources from regular park maintenance and operational duties.