



Partnership for Parks

Partnership for Parks encompasses King County Parks' efforts to establish public-private partnerships that contribute to sustaining and enhancing King County's 26,000-acre system of parks, trails, and natural areas. King County Parks accomplishes this by cultivating partnerships that:

- Generate direct revenue for maintenance and operations
- Create new or enhanced amenities without increasing the need for taxpayer subsidy
- Enhance exposure and foster goodwill among the general public

In 2012, King County Parks has the financial goal of raising \$4.8 million in total business revenues. The *Partnerships for Parks* program seeks to generate \$1.1 million in direct revenues, in addition to securing other types of support.

Consistent with the vision of the *2002 Parks Business Plan*, King County Parks has taken steps to maximize business revenues and continues to explore other actions that reduce the tax subsidy needed for the operations and maintenance of Parks' facilities.

Attached are case studies that highlight several partnerships from the past several years that King County Parks cultivated and implemented successfully.

CHIPOTLE

Case Study

Chipotle

Bring this giant stuffed burrito.

the new Chipotle at Redmond, Washington St.

or shortly after.

2000

you'll get a YEAR'S worth very real, fresh.

GOURMET BURRITOS.

through 2004, or don't burrito.)

Chipotle

innovative, in-kind partnership, user generated content, support volunteers, buzz worthy

BACKGROUND: Chipotle was opening a new restaurant in Redmond, Washington and wanted to be noticed.

CAMPAIGN: King County Parks worked with Chipotle, a national chain of burrito restaurants, to launch the "Where's Chip?" campaign by hiding 25 giant styrofoam burritos throughout our parks and trails. Those who found "Chip" and returned him to the Redmond location won a year's worth of free burritos. Until the restaurant opened, people were asked to email King County Parks about their favorite park or trail and send in photos of beloved Chip.

PARTNERSHIP: Chipotle donated 10,000 free burrito cards to distribute to King County Parks' volunteers and supporters. Nearly 9,000 volunteers participate annually.

RESULTS:

- The second highest grossing restaurant opening in the history of the company.
- Front page, above the fold stories appeared in the Seattle Times and the King County Journal.
- Innovative use of user-generated content pre-Twitter/Facebook, including third party endorsements.
- Nearly 1,000 (887) visitors to the "Where's Chip?" website.
- Distributed 10,000 free burrito cards to King County volunteers and non-profit partners.

"Thanks for the exciting new adventure I had today finding Chip. What a fun new way to get people out to enjoy the beauty of the area."

– Diane J



GROUP HEALTH

Case Study

Group Health Cooperative

naming rights, making our partners your partners

BACKGROUND: Group Health Cooperative is a large non-profit health care system based in Seattle, Washington. Group Health was interested in creating the impression of a healthy and dynamic organization. Looking for an innovative marketing opportunity, Group Health signed on for a multi-year naming rights agreement of the only velodrome in Washington State, located in King County's Marymoor Park.

CAMPAIGN: Naming rights of the velodrome were only part of the equation. King County created and distributed 115,000 *Group Health Bicycling Guide* maps along with displaying branded windscreens along SR-520, near Marymoor Park. Additionally, Group Health established an integrated partnership with the non-profit Marymoor Velodrome Association (MVA), the non-profit that programs the velodrome.

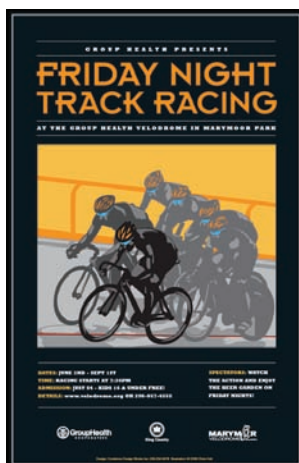
PARTNERSHIP: Group Health invested \$445,000 for four years of naming rights.

RESULTS:

- 115,000 bike maps distributed.
- Earned media (Seattle Times front page, KOMO Weekend Wednesday, Evening Magazine and KCTV features).
- Over 11 million impressions from the SR-520 branded wind screen per year.
- 3 million impressions of in-park signage per year.
- 6,000 visitors to Group Health Velodrome events per year.

"Bicycling is a natural extension of Group Health's long-standing commitment to improving the health of our patients. The health benefits of bicycling are clear, so our investment in support of cycling is logical -- it pays dividends in reduced health care costs for our patients, our staff, and the communities we serve. Group Health is pleased to support and collaborate with King County to promote healthy lifestyles and biking."

- Scott Armstrong, President and CEO, Group Health



REDMOND TOWN CENTER

Case Study



Redmond Town Center

multi-year, drive customers to your store,
event opportunities, cross promotional opportunities with our partners

BACKGROUND: Redmond Town Center is a mixed-use shopping mall with more than 110 retail shops located approximately one mile outside of Marymoor Park. When Cirque du Soleil committed to a multi-year partnership with King County Parks to perform at Marymoor, Redmond Town Center worked with Parks to offer dining and shopping incentives to the 30,000 visitors expected to attend the world famous Cirque performances.

CAMPAIGN: Instead of handing show-goers a plain parking ticket, King County Parks worked with Redmond Town Center to develop an 'Event Pass' that provided information about Redmond Town Center. This was very helpful for visitors from outside of the Redmond Area and re-introduced the shopping center to local residents.

For weekend shows, Redmond Town Center set up a concierge tent outside of Cirque's big top tent to help show-goers make reservations for post-show dinner.

PARTNERSHIP: King County Parks facilitated the creation of an on-going cross-promotional opportunity between a local business and an internationally recognized company that benefited all three partners.

RESULTS:

30,000 Event Passes distributed to a state-wide audience.
25,000 Event Passes distributed at Concerts at Marymoor.

"While there has been plenty of praise for Cirque du Soleil's show in Marymoor Park over the past five weeks, local establishments are also applauding the economic impact the show has had on Redmond and the county. Just days after "Varekai" – Cirque's latest world of magical forests, volcanoes and fantastical creatures – was spirited away, restaurants and stores said the circus crowd brought in a significant amount of business since it set up its tent at the King County park in early May."

– Lisa Chiu, Seattle Times Eastside Bureau



STARBUCKS

Case Study

White Center Heights - “Starbucks Park”

corporate social responsibility, foundation funding, team-building, community building

BACKGROUND: Starbucks Coffee Company wanted a corporate team building event that also emphasized their core mission, “like coffee shops, parks can become great community gathering places.” Hundreds of Starbucks and community volunteers wielded shovels, rolls of sod and a can-do attitude to help kick-off the seven-day transformation of White Center Heights Park. The Starbucks Ultimate Park makeover was an ‘extreme corporate volunteer event’ leaving behind a gem of a park in our most diverse urban community.

CAMPAIGN: King County Parks leveraged additional partners including the University of Washington, White Center Community Development Association, Boys and Girls Club, Highline School District and local businesses to ignite excitement throughout the community and build the park in seven days.

PARTNERSHIP: Starbucks Coffee Company donated \$500,000 and engaged more than 400 employees to build White Center Heights Park.

RESULTS:

- Leaving a Legacy – White Center Heights Park is lovingly referred to as ‘Starbucks Park’ by the community.
- As part of its award-winning series, “Iconoclasts”, The Sundance Channel filmed an interview with Starbucks Chairman Howard Schultz, which included a tour of the park and Schultz talking about the importance of engaging the community and building places where families and friends can be together.
- Generated \$98,000 in earned media coverage resulting in over 30 million impressions. Media sources included KOMO TV, KING 5, KCPQ 13, Seattle Times, Seattle Post-Intelligencer, West Seattle Herald, Daily Journal of Commerce, KPLU, and KOMO AM 1000.

“Like coffee shops, parks can become great community gathering places. We’re committed to community at Starbucks and this project gives us a fantastic opportunity to build community in one of the most diverse neighborhoods in the county.”

- Heywood McGuffee, Regional Marketing Manager, Starbucks

