

EXPLORE WASHINGTON PARK

MARCH 2023

BOARD PACKET

AGENDA

Board Meeting

March 16, 2023 | 8:30-12:30 p.m.

Coffee and Social 8:30-8:45

Ten years of highlights
Share a highlight for your organization for the past 10 years Board 8:45-9:15

Ten years of EWP
Where we were
10 years of accomplishments
Where we are
Service Delivery Plan Report Presentation Board 9:15-10:00
Annual Transportation Report
WPSOP Progress Report
Where we are going
EWP Priorities

Transportation Access Plan - Activity Board 10:00-11:00
Transportation Project Priorities

EWP Board Role and Experience Discussion Board 11:00-11:45

Consent Agenda:
Financials: Sept - Feb Financials Vote Goldrich 11:45-11:50
October Minutes
990 Form

Lunch

ATTACHMENTS

- 1** Service Delivery Report
Executive Summary
[Link](#) to full report

- 2** Annual Transportation Report
Executive Summary
[Link](#) to full report

- 3** Master Plan transportation projects for prioritization exercise

- 4** September - February
Financials

- 5** October
Minutes

- 6** 990 Form - [Link](#)

SERVICE DELIVERY REPORT

Executive Summary

Full report can be found [HERE](#).

2022 REPORT

SERVICE DELIVERY PLAN

Explore 
WASHINGTON PARK



Explore Washington Park (EWP) is dedicated to connecting people with the culture, diversity, and wonder of nature in Washington Park in Portland, Oregon.

Our mission is to provide an accessible, inclusive, and cohesive experience for all who visit Portland's destination park. We are guided by the following principles:

- We are caretakers of the natural world.
- We eliminate barriers that exclude.
- We are stewards of exploration.
- We embody the nature of Portland.
- We are One Park—a community of destinations.

EWP works in coordination with the cultural institutions of Washington Park including the Oregon Zoo, World Forestry Center, Hoyt Arboretum Friends, and the Portland Japanese Garden, as well as Portland Parks & Recreation, TriMet, Travel Portland and our adjacent neighborhood associations to improve park access and the visitor experience.

The organization is guided by the Washington Park Strategic Operations Plan and the Washington Park Transportation and Parking Agreement. These two documents are the foundation of EWP's Service Delivery Plan.

The Service Delivery Plan is meant to serve as a guide. It is approved annually by the EWP Board of Directors. External factors, like COVID-19, road closures, maintenance, and partnership or funding opportunities may have an impact on the services EWP provides.



EXECUTIVE SUMMARY

Explore Washington Park (EWP) provides the EWP Board an annual Service Delivery Plan for approval each spring. The Service Delivery Plan aligns with the project areas identified in the Washington Park Strategic Operations Plan, approved by the Board in 2021, as well as the Washington Park Transportation and Parking Management Agreement of 2020.

This report provides a review of EWP's progress on each of the Service Delivery Plan's tasks. It provides metrics from 2019 to 2022 to illustrate the impact COVID had on the Park compared to pre-pandemic operations.

KEY TAKEAWAYS

Access and Circulation

- In 2022, EWP provided 75,143 rides on the Free Shuttle, and 56,073 rides on the off-site shuttle for a total of 131,216 rides.
- EWP scheduled staff and buses for 115 days off off-site, and utilized off-site shuttles 56 days or 49% of the time.

Visitor Services

- EWP provided 1,570 hours of on-site visitor service, as well as seven day a week phone service.
- Staff had 38,241 visitor service interactions.

Marketing and Communications

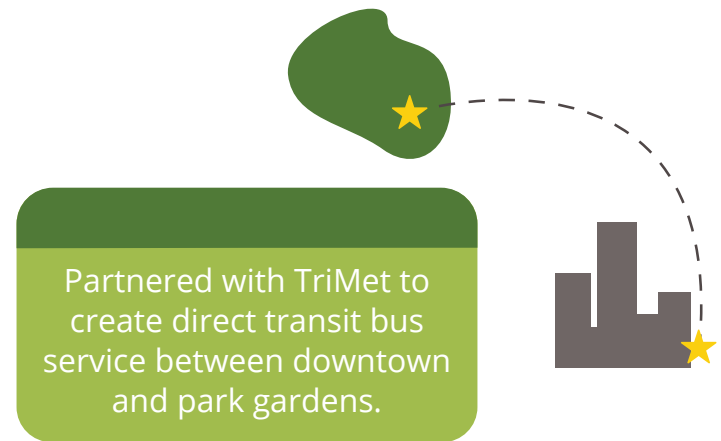
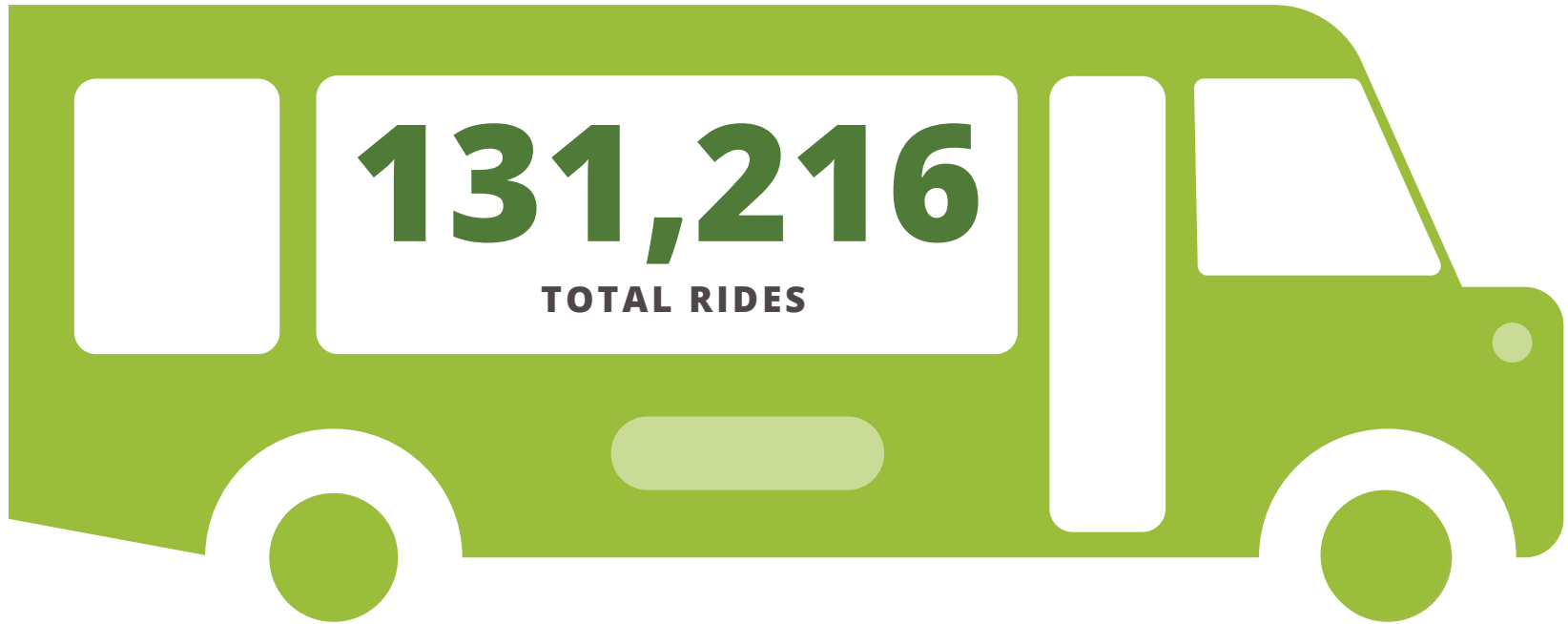
- EWP completed a parwide events calendar, and a transit campaign with Bill Walton promoting the new Line 63 route.

Internal Organization

- EWP completed the Washington Park Brand and Wayfinding Plan.
- EWP surveyed 1,300 people in August for the Annual Transportation Report.

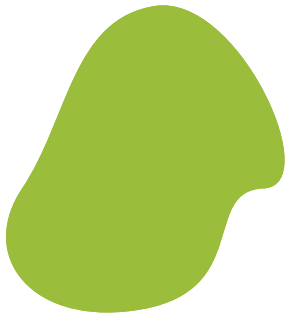
ACCESS AND CIRCULATION

Make it easy to enter and explore the Park.



ACCESS AND CIRCULATION

Make it easy to enter and explore the Park.



EQUITY ACCESS PLAN

Completed focus group with targeted communities developing pilot program



TRANSLATED

park map into Spanish



MANAGED

parkwide equity committee supported by equity consultants

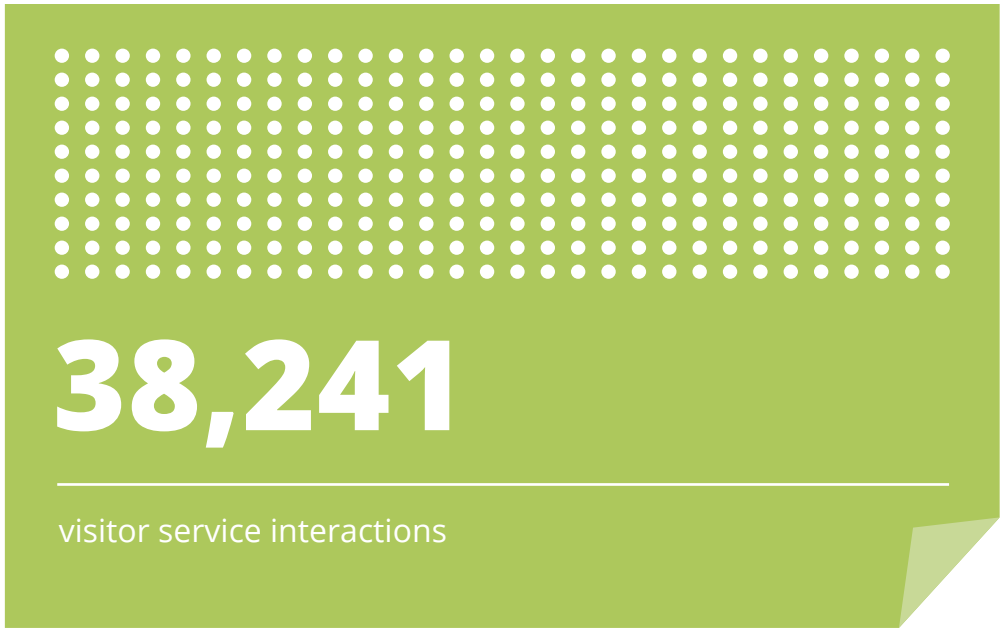


ON-GOING

equity training for all EWP staff

VISITOR SERVICES

Provide tools and services for parkwide visitor experiences.



MARKETING & COMMUNICATION

Increase awareness, visits, and stewardship of One Park.



Developed a transit awareness campaign to promote TriMet's new direct transit bus service between the Park and downtown



316,200 views of EWP posts on Google Maps
6.9M direct searches for Washington Park on Google maps



138,000 visitors to EWP website



Coordinated parkwide Marketing Committee



Managed social media accounts



Developed promotional videos in partnership with local non-profit to culturally diversify participation in the outdoors



Developed a draft "One Park" marketing plan



Distributed monthly e-newsletters

INTERNAL ORGANIZATION

Adapt internal systems to serve future growth and funding.

MANAGED THE DEVELOPMENT OF THE
WASHINGTON PARK **BRAND TOOLKIT**
& WAYFINDING PLAN

2022 REPORT

SERVICE DELIVERY PLAN



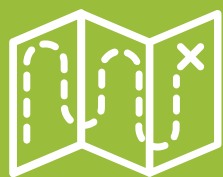
ANNUAL TRANSPORTATION REPORT

Executive Summary

Full report can be found [HERE](#).

Annual Transportation Report

WASHINGTON PARK 2022



ACKNOWLEDGMENTS

Explore Washington Park (EWP) would like to acknowledge the EWP Board of Directors for their work in supporting our vision and goals:

Anna Goldrich – *Chair, Hoyt Arboretum Friends*

Cynthia Haruyama – *Vice Chair, Portland Japanese Garden*

Dave Malcolm – *Secretary, Sylvan Highlands Neighborhood Association*

Steve Cole – *Treasurer, at-large member*

Joe Furia – *World Forestry Center*

Kathy Goeddel – *Arlington Heights Neighborhood Association*

Adena Long – *Portland Parks & Recreation*

Billie Moser – *Travel Portland*

JC Vannatta – *TriMet*

EXPLORE WASHINGTON PARK STAFF

Keith Baich – *Deputy Director*

Erin Bird – *Program Coordinator*

E (Elisa) Holloway – *Visitor Services Specialist*

Heather McCarey – *Executive Director*

Hallie Wilkerson – *Office Manager*



Explore Washington Park is a 501(c)3 non-profit dedicated to connecting people with the culture, diversity, and wonder of nature in Washington Park in Portland, Oregon.

Our mission is to provide an accessible, inclusive, and cohesive experience for all who visit Portland's destination park. We are guided by the following principles:

- We are caretakers of the natural world.
- We eliminate barriers that exclude.
- We are stewards of exploration.
- We embody the nature of Portland.
- We are One Park—a community of destinations.

The organization was established in 2014 and is primarily funded through Washington Park's parking meter revenue in partnership with Portland Parks & Recreation. 100% of parking proceeds stay in the Park and make this report possible.

2022 marks the 9th year of the annual intercept survey. EWP has conducted it each year since developing the survey in conjunction with Portland State University in 2014. To facilitate data-comparison opportunities year-over-year, the bulk of the survey questions have remained unchanged since the first season. The survey is carried out throughout the month of August. Its questions focus on revealing the transportation-related decisions, behaviors, and attitudes of visitors, and on collecting demographic information.

This year, EWP staff collected 1,305 visitor surveys in the Park on Fridays and Saturdays between 10 a.m. to 3 p.m. Surveys were collected at high-traffic points at the following four locations:

- Hoyt Arboretum
- Portland Japanese Garden
- International Rose Test Garden
- Oregon Zoo
- World Forestry Center

The methodology included the opportunity for participants to scan a QR code and participate on their own device, instead of on the hand-held device—or paper copy—provided by EWP staff.

Margin of error: A confidence interval calculated for surveying instruments equaled +/- 2%. An interval of +/- 1.5% was calculated for the two estimates found in the results (Hoyt Arboretum and International Rose Test Garden peak season attendance) by conducting modeling that cross-referenced three distinct data sets.

EXECUTIVE SUMMARY

Explore Washington Park's annual survey, completed since 2014, provides the Park with a wealth of information, revealing the transportation-related decisions, behaviors, and attitudes of Washington Park visitors during peak season (June-August).

This year's survey illuminates a second full year of "recovery" from the COVID-19 pandemic. In the data we see modest increases in usage, length of stay, and cross-venue visitation for park visitors. But numbers are adjusting only incrementally in the direction of pre-pandemic levels.

One of the strengths of this survey and report has been the strong consistency of questions for the better part of a decade. This year, we worked with our RTO grant Diversity, Equity, and Inclusion Consultant (Four Forces) to add three additional questions which will help us understand the experience of underserved audiences in the park as well as further insight into the impression all audiences have of park culture.

KEY TAKEAWAYS

Demographics:

Demographics were extremely similar to those collected in 2021, with the exception of an increase of 50% of international tourists over 2021 numbers.

Attendance:

The survey revealed 873,000 visitors in 2022's peak season, a 5% (+40,000) increase in parkwide attendance over 2021 numbers. This is 67% of pre-pandemic peak season visitor numbers (1.3M).

Travel to and around the Park:

At 8%, the public transit usage portion of the mode split is the lowest since surveying started in 2014, which saw a split of 13%. This constitutes a loss of 3 percentage points from our previous year's survey. Rideshare and private automobile usage increased in correlated percentages.

With attendance increasing, but transit use decreasing, pressure on parking continues to grow. While attendance between 2019 and 2022 saw a 31% decrease, the number of people using overflow increased by 25% in this same time period.

Visitor Experience:

In 2022, Net Promoter Scores (NPS) fell in the upper portion of the "great" range (30 to 70) for both the park and the shuttle experiences. NPS for "How likely are you to recommend Washington Park to a friend," was 65, a 4% drop from 2021. (NPS is calculated using a 200 point scale, ranging from -100 to 100.)

New Questions:

This year we added questions to benchmark EWP's equity efforts. This showed that 96% of people agreed or strongly agreed that they felt welcomed in Washington Park, with only .4% disagreeing and none strongly disagreeing.

Annual Transportation Report

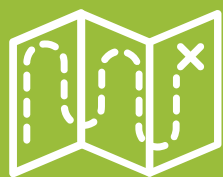
WASHINGTON PARK 2022

ExploreWashingtonPark.org

 [@explorewashingtonpark](https://www.instagram.com/explorewashingtonpark)

 [@explorewapark](https://twitter.com/explorewapark)

 [@explorewashingtonpark](https://www.facebook.com/explorewashingtonpark)



TRANSPORTATION PROJECTS

Washington Park Master Plan

Prioritization Exercise

A **Transportation Access Plan** is listed as a priority in the WPSOP.

According to the WPSOP, the plan will:

- *Study parking options and viability to inform Park projections on (1) parking and (2) mode split and (3) attendance.*
- *Establish parking projections for the next 5-10 years including mode-split and attendance goals.*
- *Prioritize Master Plan phasing strategy project list (transportation projects with asterisks on pages 75 and 77 of Master Plan)*

We will ask the board to provide an initial prioritization of the projects from the Master Plan. No decisions are being made at this meeting; we are seeking initial input. We will bring a final draft of the plan to the board at a later date.

Master Plan Projects (Identified for the Transportation Access Plan)

PHASE 1: 1 to 5 years

Pedestrian safety improvements to SW Fairview Blvd

Improvements: Provide new park gateway markers, shoulder parking, drainage, sidewalks

SW Fischer Lane roadway improvements and W Burnside St. Gateway

Improve degraded portions of the road, and provide parking for access to trails and the proposed footbridge over W Burnside Street

Lot B parking adjustments and Zoo entry court

Adjust access points, layout, and circulation to improve flow and efficiency

Regional Trail between J Gate and Train Station*

Regional trail for pedestrians and bicycles: Add a modified path to the train corridor or replace the

train tracks with a full 12 foot paved path and improve drainage

** Train Station Improvements: Improve station to include a seasonal Depot Cafe, and restore view point*

W Burnside gateway, bicycle trail, stair and pedestrian connection improvements at W Burnside St

Create new primary entry gateway and garden for pedestrians and bicyclists, and possibly a people-mover stop to bring visitors up from the city

Wayfinding Implementation*

Improved wayfinding guides visitors through the park and encourages exploration. Implement the recently developed wayfinding plan.

**This project is in the Master Plan but not identified as one to be prioritized through the Transportation Access Plan. Given the recent investment and completion of the Wayfinding Plan, we are including it in a list to be prioritized.*

PHASE 2: 5 to 15 years

Shift shuttle route within park; new turnaround at Stevens Pavilion parking area

Drop off zone and new parking lot layout for Lot C

New drop-off at Lot C to improve access and allow for the South Entry Garden Plaza. The bus and shuttle drop-off locations to be evaluated.

Relocate Tennis (remove existing*)

Develop four new courts and adjacent group picnic area with shelter and restroom

*New Gardens: Replace parking and tennis courts with new horticultural gardens, a water garden and pedestrian paths linking the Portland Japanese Garden and the International Rose Test Garden

*Indoor Garden: Expand park offerings by creating an indoor garden with an event space, café, and visitor center. This becomes the permanent Hub location

Gardens Lower Parking Lot and Upper SW Sherwood Dr. accessibility improvements

170 spaces as the primary parking for Gardens, link with shuttle and trail. This is an ideal location for the people mover to travel between the parking lot and the Gardens area.

Lower SW Sherwood Dr. two-way and roundabout

The road will be two-way from the new traffic circle to new lower parking lot

SW Kingston Ave. one-way conversion, new accessible and short-term parking, and entry improvements

Pull-outs: Close inadequate parking areas/develop best parking and view points

Repair/repave roadbed and improve drainage to maintain use for shuttles, buses, automobiles, and bikes

SW Kingston Ave. Gateway: establish an entry which clearly identifies the park. Remove on-street parking within the park.

Provide ride share, private vehicle drop-off loop, and accessible short-term parking.

Provide bus drop-off on west side of SW Kingston Ave

Rose Garden Plaza

Remove all parking to create a continuous garden space. Allow shuttles, maintenance vehicles, and pedestrians. Create seasonal food cart plaza. Bicycles will not be allowed.

PHASE 3: 15 years+

New parking and nature play on repurposed Portland Children's Museum Site

PCM Outdoor Adventure will be maintained as a public nature play area; remove PCM's structure and expand parking Lot A

South Entry Garden Plaza

Create linear garden plaza linking transit, Oregon Zoo entry, visitor center, and WFC

NOTE FROM THE TREASURER

This board packet includes financials from September - January for the Board's approval.

During the months since the last board meeting, I have met with EWP staff, including Heather, to review the financial reports and to ensure they are in good order. I also have direct access to the financial reports from EWP's bookkeeping service, Susan Matlock Jones. The financial reports are sound and there are no red flags or anomalies to report.

In addition to the financial reports, I have reviewed the 990 form and recommend it for approval.

Steve Cole
EWP Treasurer

EWP FINANCIAL REPORT

September 2022

Explore Washington Park September 2022 Financial Report
Statement of Financial Position
9/30/2022

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	9/30/2022	6/30/2022	Change
Assets:			
Bank of the Cascades Checking	214,458	223,306	(8,848)
Bank of the Cascades Savings	-	-	-
Repo Account	316,488	535,288	(218,800)
Accounts & Grants Receivable	366,721	373,505	(6,784)
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	153,544	153,544	-
Accumulated Depreciation	(66,293)	(64,117)	(2,176)
Total Assets	988,153	1,224,761	(236,609)
Liabilities:			
Accounts Payable	81,468	131,672	(50,205)
Accrued Payroll	21,021	32,195	(11,174)
Deferred Revenue	-	-	-
Total Liabilities	102,489	163,867	(61,378)
Net Assets:			
Without Donor Restrictions	885,664	1,060,894	(175,230)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	885,664	1,060,894	(175,230)
Total Liabilities and Net Assets	988,153	1,224,761	(236,609)

Explore Washington Park
Actual Compared to Budget
03 Months Ending September 30, 2022

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 25%)	Notes
Revenue:						
1 Parking Permits	4,250	13,125	50,000	36,875	26%	
2 Grants	-	-	180,000	180,000	0%	Grant extended to 2023
3 Meter Revenue	186,750	186,750	747,000	560,250	25%	
4 Shuttle Reimbursement	145,721	145,721	620,000	474,279	24%	
5 Other Reimbursements	30,000	30,000	120,000	90,000	25%	
6 Interest Income	68	228	-	(228)		
Total Revenue	366,790	375,824	1,717,000	1,341,176	22%	
Expenses:						
Personnel						
7 Salaries and Wages	35,205	130,262	535,927	405,665	24%	
8 Payroll Taxes	4,131	15,316	58,953	43,637	26%	
9 Employee Benefits	4,602	13,666	50,579	36,913	27%	
10 Workers' Comp Insurance	-	-	2,832	2,832	0%	Credit on account
Total Personnel	43,938	159,244	648,291	489,047	25%	
Contract Services						
11 Misc. Contract Services	608	54,193	270,000	215,807	20%	Metro / WPSOP
12 Contract ED Support	9,085	28,323	45,000	16,678	63%	Interim ED Intercept
13 Temporary Staff	-	6,392	12,000	5,608	53%	Survey
14 Contract IT Support	-	135	1,500	1,365	9%	
15 Payroll Services	(646)	913	3,000	2,087	30%	
16 Accounting Fees	-	-	3,500	3,500	0%	
17 Bookkeeping	1,780	2,676	13,000	10,324	21%	
18 Contract Marketing Support	110	7,372	75,000	67,629	10%	
19 Contract Services Ad Buys	6,360	23,528	65,000	41,472	36%	
20 Radios	147	294	1,500	1,206	20%	
Shuttle						
21 Traffic Management Intrapark Shuttle	48,039	190,974	500,000	309,026	38%	
22 Traffic Management Off Site Shuttle	27,850	43,217	140,000	96,783	31%	
Subtotal Shuttle	75,889	234,191	640,000	405,809	37%	
Total Contract Services	93,332	358,015	1,129,500	771,485	32%	
Occupancy						
23 Occupancy Rent	1,800	5,400	21,600	16,200	25%	
24 Occupancy Other	58	173	600	427	29%	
Total Occupancy	1,858	5,573	22,200	16,627	25%	
Materials and Supplies						
25 Telecommunications Internet	132	396	2,000	1,604	20%	
26 Telecommunications Phone	378	1,310	5,000	3,690	26%	
27 Copier Lease	185	503	1,200	697	42%	Coding error
28 Printing & Copying	-	10,133	26,000	15,867	39%	

Explore Washington Park
Actual Compared to Budget
03 Months Ending September 30, 2022

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

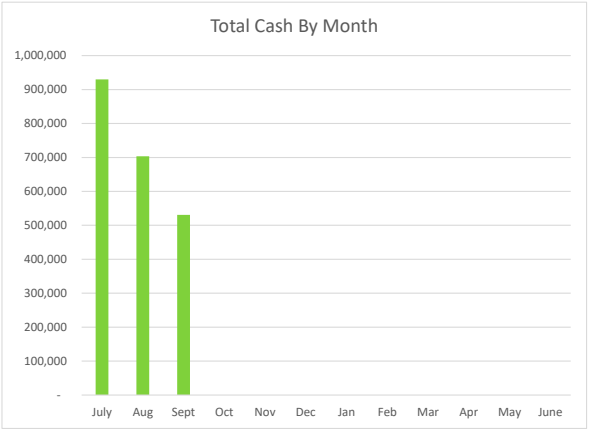
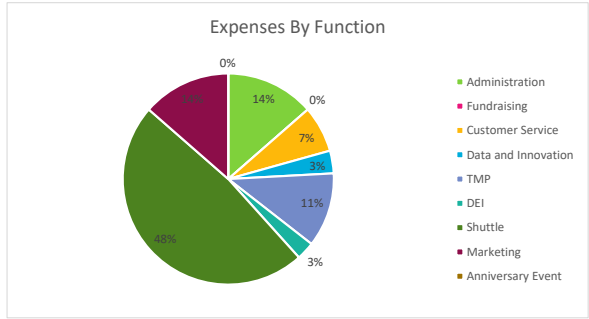
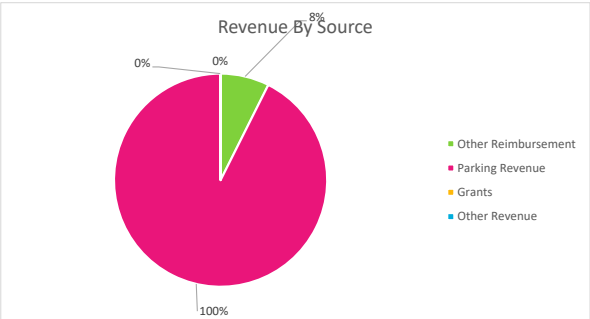
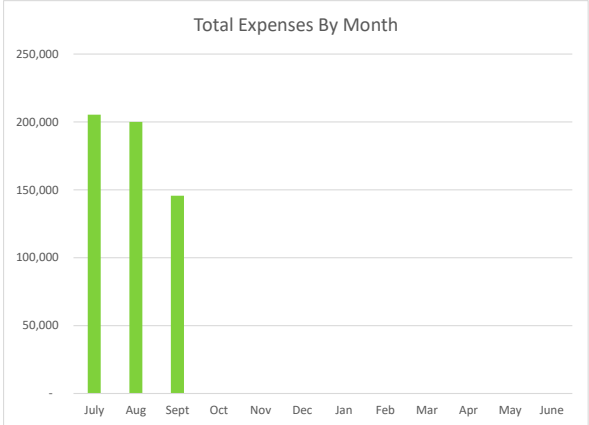
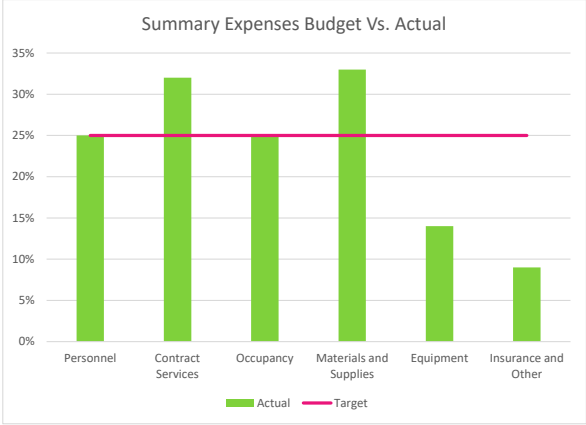
	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 25%)	Notes
29 Office Supplies	92	502	3,000	2,498	17%	
30 Misc. Materials & Supplies	203	367	7,000	6,633	5%	
31 Postage	13	56	1,000	944	6%	
32 Software	598	4,278	6,500	2,222	66%	Intercept Survey Software
33 Uniforms	-	-	1,200	1,200	0%	
Total Materials and Supplies	1,601	17,545	52,900	35,355	33%	
Equipment						
34 Computer System	-	-	1,500	1,500	0%	
35 Furniture	-	-	500	500	0%	
36 Traffic Management & Supplies	1,696	3,199	21,500	18,301	15%	
37 Capitalized Office Computer	0	0	-	(0)		
Total Equipment	1,696	3,199	23,500	20,301	14%	
Insurance and Other						
38 Insurance	388	1,831	5,500	3,669	33%	Auto Insurance
39 Bank Fees	48	183	500	317	37%	
40 Staff Development	230	230	20,000	19,770	1%	
41 Board Development	919	1,759	17,000	15,241	10%	
42 Travel	567	567	5,000	4,433	11%	
43 Lease Transit Vehicle	-	-	15,000	15,000	0%	Vehicle Purchased
44 Vehicle Fuel & Maintenance	132	287	1,000	713	29%	
45 Public Notice	-	-	700	700	0%	
46 Other Professional Fees & Licenses	-	-	2,000	2,000	0%	
47 Miscellaneous Expenses	202	445	3,000	2,555	15%	
Total Insurance and Other	2,486	5,302	69,700	64,398	8%	
48 Depreciation Expense	725	2,176	10,000	7,824	22%	
Total Expenses	145,637	551,055	1,956,091	1,405,036	28%	
Change in Budgeted Accounts	221,153	(175,230)	(239,091)	(63,861)		
Remove Capitalized Assets	(0)	(0)				
Change in Net Assets per GAAP	221,153	(175,230)	(239,091)	(63,861)		

Explore Washington Park
Actual Compared to Budget - Summary
03 Months Ending September 30, 2022

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 25%)
Revenue:					
Parking Permits	4,250	13,125	50,000	36,875	26%
Metro RTO	-	-	180,000	180,000	0%
Meter Revenue	186,750	186,750	747,000	560,250	25%
Shuttle Reimbursement	145,721	145,721	620,000	474,279	24%
Other Revenue	68	228	-	(228)	
Total Revenue	366,790	375,824	1,717,000	1,341,176	22%
Expenses:					
Personnel	43,938	159,244	648,291	489,047	25%
Contract Services	93,332	358,015	1,129,500	771,485	32%
Occupancy	1,858	5,573	22,200	16,627	25%
Materials & Supplies	1,601	17,545	52,900	35,355	33%
Equipment	1,696	3,199	23,500	20,301	14%
Insurance and Other	3,212	7,478	79,700	72,222	9%
Total Expenses	145,637	551,055	1,956,091	1,405,036	28%
Change in Net Assets	221,153	(175,230)	(239,091)	(63,861)	

Explore Washington Park
03 Months Ended 9/30/2022



EWP FINANCIAL REPORT

October 2022

Explore Washington Park October 2022 Financial Report
Statement of Financial Position
10/31/2022

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	10/31/2022	6/30/2022	Change
Assets:			
Bank of the Cascades Checking	153,546	223,306	(69,760)
Bank of the Cascades Savings	-	-	-
Repo Account	227,532	535,288	(307,756)
Accounts & Grants Receivable	362,471	373,505	(11,034)
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	153,544	153,544	-
Accumulated Depreciation	(67,019)	(64,117)	(2,901)
Total Assets	833,310	1,224,761	(391,451)
Liabilities:			
Accounts Payable	31,637	131,672	(100,035)
Accrued Payroll	21,028	32,195	(11,167)
Deferred Revenue	-	-	-
Total Liabilities	52,665	163,867	(111,203)
Net Assets:			
Without Donor Restrictions	780,645	1,060,894	(280,249)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	780,645	1,060,894	(280,249)
Total Liabilities and Net Assets	833,310	1,224,761	(391,451)

Explore Washington Park
Actual Compared to Budget
04 Months Ending October 31, 2022

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 33%)	Notes
Revenue:						
1 Parking Permits	3,595	16,720	50,000	33,280	33%	
2 Grants	-	-	180,000	180,000	0%	Grants extended to 2023
3 Meter Revenue	-	186,750	747,000	560,250	25%	
4 Shuttle Reimbursement	-	145,721	620,000	474,279	24%	
5 Other Reimbursements	-	30,000	120,000	90,000	25%	
6 Interest Income	46	274	-	(274)		
Total Revenue	3,641	379,465	1,717,000	1,337,535	22%	
Expenses:						
Personnel						
7 Salaries and Wages	27,517	157,779	535,927	378,148	29%	
8 Payroll Taxes	3,537	18,853	58,953	40,100	32%	
9 Employee Benefits	3,808	17,474	50,579	33,105	35%	
10 Workers' Comp Insurance	-	-	2,832	2,832	0%	Credit on account
Total Personnel	34,862	194,106	648,291	454,185	30%	
Contract Services						
11 Misc. Contract Services	24,800	78,993	270,000	191,007	29%	Metro / WPSOP
12 Contract ED Support	10,350	38,673	45,000	6,328	86%	Interim ED Intercept
13 Temporary Staff	-	6,392	12,000	5,608	53%	Survey
14 Contract IT Support	-	135	1,500	1,365	9%	
15 Payroll Services	196	1,109	3,000	1,891	37%	
16 Accounting Fees	-	-	3,500	3,500	0%	
17 Bookkeeping	888	3,564	13,000	9,436	27%	
18 Contract Marketing Support	210	7,582	75,000	67,419	10%	
19 Contract Services Ad Buys	-	23,528	65,000	41,472	36%	
20 Radios	74	368	1,500	1,133	25%	
Shuttle						
21 Traffic Management Intrapark Shuttle	29,195	220,170	500,000	279,830	44%	
22 Traffic Management Off Site Shuttle	-	43,217	140,000	96,783	31%	
Subtotal Shuttle	29,195	263,387	640,000	376,613	41%	
Total Contract Services	65,713	423,728	1,129,500	705,772	38%	
Occupancy						
23 Occupancy Rent	1,800	7,200	21,600	14,400	33%	
24 Occupancy Other	58	231	600	369	39%	
Total Occupancy	1,858	7,431	22,200	14,769	33%	
Materials and Supplies						
25 Telecommunications Internet	132	528	2,000	1,472	26%	
26 Telecommunications Phone	378	1,688	5,000	3,312	34%	
27 Copier Lease	106	610	1,200	590	51%	
28 Printing & Copying	-	10,133	26,000	15,867	39%	
29 Office Supplies	70	572	3,000	2,428	19%	

Explore Washington Park
Actual Compared to Budget
04 Months Ending October 31, 2022

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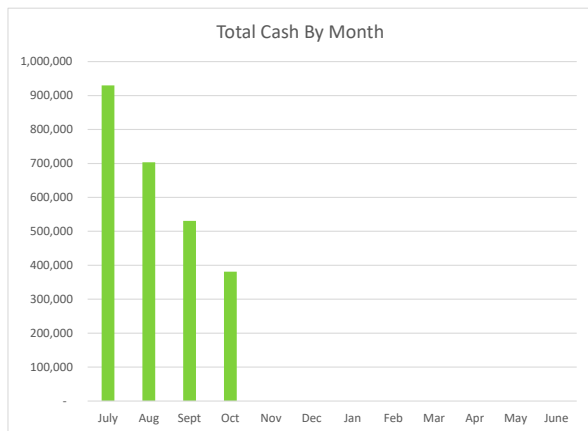
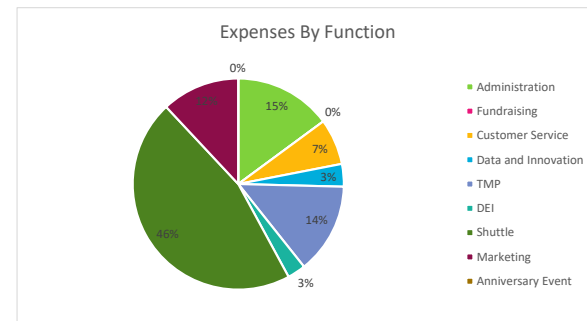
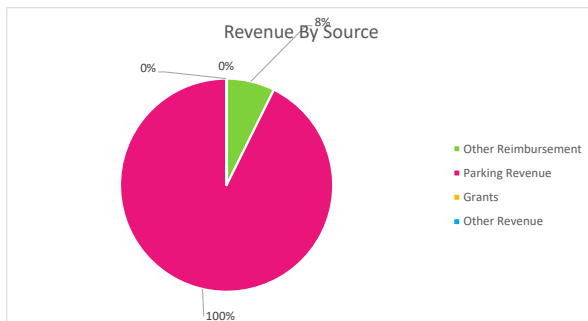
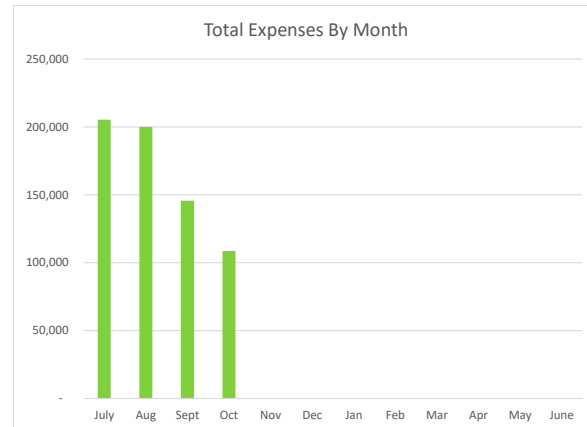
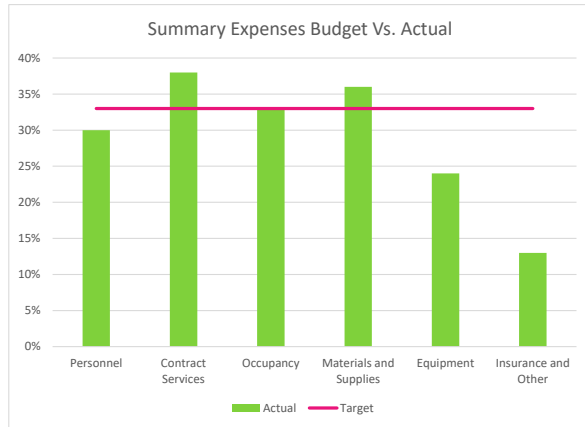
	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 33%)	Notes
30 Misc. Materials & Supplies	78	444	7,000	6,556	6%	
31 Postage	91	147	1,000	853	15%	
						Intercept Survey
32 Software	302	4,581	6,500	1,919	70%	Software
33 Uniforms	152	152	1,200	1,048	13%	
Total Materials and Supplies	1,310	18,855	52,900	34,045	36%	
Equipment						
34 Computer System	-	-	1,500	1,500	0%	
35 Furniture	-	-	500	500	0%	
36 Traffic Management & Supplies	2,325	5,524	21,500	15,976	26%	
37 Capitalized Office Computer	0	0	-	(0)		
Total Equipment	2,325	5,524	23,500	17,976	24%	
Insurance and Other						
						Auto
38 Insurance	781	2,612	5,500	2,888	47%	Insurance
39 Bank Fees	49	232	500	268	46%	
40 Staff Development	836	1,066	20,000	18,934	5%	
41 Board Development	-	1,759	17,000	15,241	10%	
42 Travel	-	567	5,000	4,433	11%	
						Vehicle
43 Lease Transit Vehicle	-	-	15,000	15,000	0%	purchased
44 Vehicle Fuel & Maintenance	172	459	1,000	541	46%	
45 Public Notice	9	9	700	691	1%	
46 Other Professional Fees & Licenses	-	-	2,000	2,000	0%	
47 Miscellaneous Expenses	20	465	3,000	2,535	15%	
Total Insurance and Other	1,867	7,169	69,700	62,531	10%	
48 Depreciation Expense	725	2,901	10,000	7,099	29%	
Total Expenses	108,659	659,714	1,956,091	1,296,377	34%	
Change in Budgeted Accounts	(105,018)	(280,249)	(239,091)	41,158		
Remove Capitalized Assets	(0)	(0)				
Change in Net Assets per GAAP	(105,018)	(280,249)	(239,091)	41,158		

Explore Washington Park
Actual Compared to Budget - Summary
04 Months Ending October 31, 2022

Prepared by Susan Matlack Jones & Associates
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Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 33%)
Revenue:					
Parking Permits	3,595	16,720	50,000	33,280	33%
Metro RTO	-	-	180,000	180,000	0%
Meter Revenue	-	186,750	747,000	560,250	25%
Shuttle Reimbursement	-	145,721	620,000	474,279	24%
Other Revenue	46	274	-	(274)	
Total Revenue	3,641	379,465	1,717,000	1,337,535	22%
Expenses:					
Personnel	34,862	194,106	648,291	454,185	30%
Contract Services	65,713	423,728	1,129,500	705,772	38%
Occupancy	1,858	7,431	22,200	14,769	33%
Materials & Supplies	1,310	18,855	52,900	34,045	36%
Equipment	2,325	5,524	23,500	17,976	24%
Insurance and Other	2,592	10,070	79,700	69,630	13%
Total Expenses	108,659	659,714	1,956,091	1,296,377	34%
Change in Net Assets	(105,018)	(280,249)	(239,091)	41,158	

Explore Washington Park
04 Months Ended 10/31/2022



EWP FINANCIAL REPORT

November 2022

Explore Washington Park November 2022 Financial Report

Statement of Financial Position

11/30/2022

Prepared by Susan Matlack Jones & Associates

From EWP Records / For EWP Use Only

Unaudited

	11/30/2022	6/30/2022	Change
Assets:			
Bank of the Cascades Checking	214,486	223,306	(8,821)
Bank of the Cascades Savings	-	-	-
Repo Account	435,663	535,288	(99,626)
Accounts & Grants Receivable	8,572	373,505	(364,933)
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	153,544	153,544	-
Accumulated Depreciation	(67,744)	(64,117)	(3,627)
Total Assets	747,755	1,224,761	(477,007)
Liabilities:			
Accounts Payable	23,769	131,672	(107,903)
Accrued Payroll	20,456	32,195	(11,739)
Deferred Revenue	-	-	-
Total Liabilities	44,225	163,867	(119,642)
Net Assets:			
Without Donor Restrictions	703,529	1,060,894	(357,364)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	703,529	1,060,894	(357,364)
Total Liabilities and Net Assets	747,755	1,224,761	(477,007)

Explore Washington Park
Actual Compared to Budget
05 Months Ending November 30, 2022

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 42%)	Notes
Revenue:						
1 Parking Permits	2,992	19,712	50,000	30,288	39%	
2 Grants	8,572	8,572	180,000	171,428	5%	Grants extended to 2023
3 Meter Revenue	-	186,750	747,000	560,250	25%	
4 Shuttle Reimbursement	-	145,721	620,000	474,279	24%	
5 Other Reimbursements	-	30,000	120,000	90,000	25%	
6 Interest Income	51	325	-	(325)		
7 Other Revenue	156	156	-	(156)		
Total Revenue	11,770	391,236	1,717,000	1,325,764	23%	
Expenses:						
Personnel						
8 Salaries and Wages	37,143	194,922	535,927	341,005	36%	
9 Payroll Taxes	3,608	22,460	58,953	36,493	38%	
10 Employee Benefits	2,928	20,402	50,579	30,177	40%	
11 Workers' Comp Insurance	-	-	2,832	2,832	0%	Credit on account
Total Personnel	43,679	237,784	648,291	410,507	37%	
Contract Services						
12 Misc. Contract Services	6,700	85,693	270,000	184,307	32%	Metro / WPSOP Interim
13 Contract ED Support	1,783	40,455	45,000	4,545	90%	ED Intercept
14 Temporary Staff	-	6,392	12,000	5,608	53%	Survey
15 Contract IT Support	-	135	1,500	1,365	9%	
16 Payroll Services	187	1,296	3,000	1,704	43%	
17 Accounting Fees	-	-	3,500	3,500	0%	
18 Bookkeeping	885	4,448	13,000	8,552	34%	
19 Contract Marketing Support	2,770	10,352	75,000	64,649	14%	
20 Contract Services Ad Buys	1,332	24,860	65,000	40,140	38%	
21 Radios	74	441	1,500	1,059	29%	
Shuttle						
22 Traffic Management Intrapark Shuttle	17,708	237,878	500,000	262,122	48%	
23 Traffic Management Off Site Shuttle	3,590	46,806	140,000	93,194	33%	
Subtotal Shuttle	21,297	284,684	640,000	355,316	44%	
Total Contract Services	35,026	458,755	1,129,500	670,745	41%	
Occupancy						
24 Occupancy Rent	1,800	9,000	21,600	12,600	42%	
25 Occupancy Other	58	289	600	311	48%	
Total Occupancy	1,858	9,289	22,200	12,911	42%	
Materials and Supplies						
26 Telecommunications Internet	132	660	2,000	1,341	33%	
27 Telecommunications Phone	377	2,065	5,000	2,935	41%	
28 Copier Lease	100	710	1,200	490	59%	

Explore Washington Park
Actual Compared to Budget
05 Months Ending November 30, 2022

Prepared by Susan Matlack Jones & Associates
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Unaudited

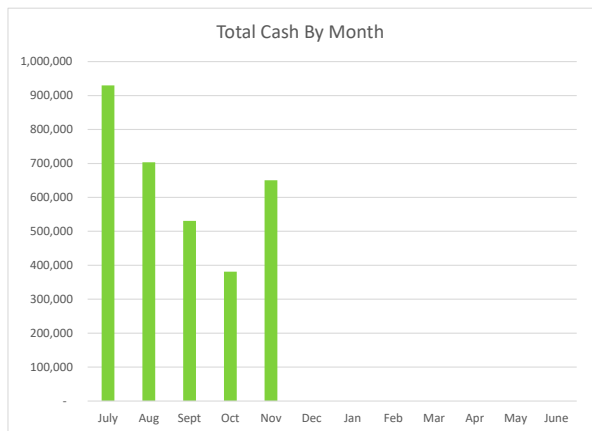
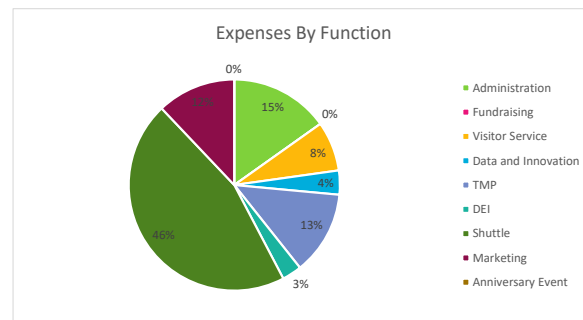
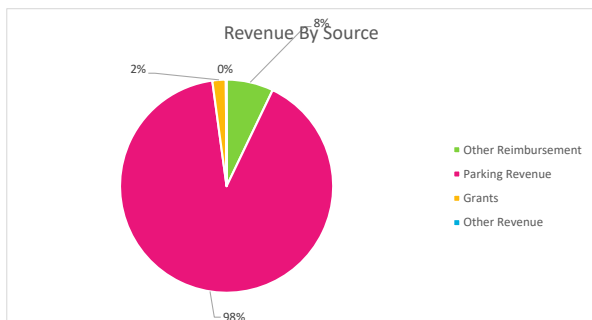
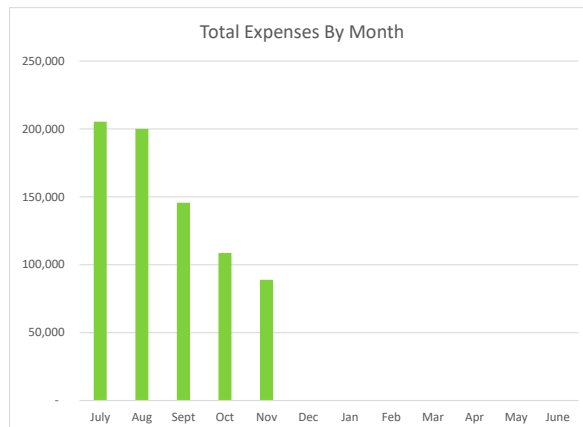
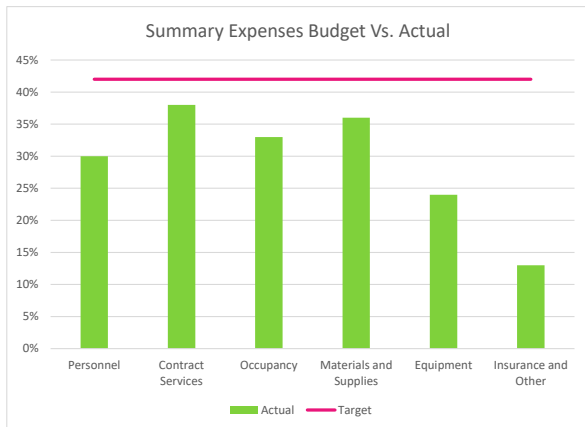
	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 42%)	Notes
29 Printing & Copying	3,339	13,472	26,000	12,528	52%	
30 Office Supplies	304	876	3,000	2,124	29%	
31 Misc. Materials & Supplies	58	502	7,000	6,498	7%	
32 Postage	44	191	1,000	809	19%	
						Intercept Survey
33 Software	725	5,305	6,500	1,195	82%	Software
34 Uniforms	296	448	1,200	752	37%	
Total Materials and Supplies	5,376	24,230	52,900	28,670	46%	
Equipment						
35 Computer System	-	-	1,500	1,500	0%	
36 Furniture	-	-	500	500	0%	
37 Traffic Management & Supplies	606	6,129	21,500	15,371	29%	
38 Capitalized Office Computer	0	0	-	(0)		
Total Equipment	606	6,129	23,500	17,371	26%	
Insurance and Other						
						Auto
39 Insurance	781	3,392	5,500	2,108	62%	Insurance
40 Bank Fees	-	232	500	268	46%	
41 Staff Development	125	1,191	20,000	18,809	6%	
42 Board Development	-	1,759	17,000	15,241	10%	
43 Travel	-	567	5,000	4,433	11%	
						Vehicle
44 Lease Transit Vehicle	-	-	15,000	15,000	0%	purchased
45 Vehicle Fuel & Maintenance	96	555	1,000	445	55%	
46 Public Notice	305	315	700	385	45%	
47 Other Professional Fees & Licenses	250	250	2,000	1,750	13%	
48 Miscellaneous Expenses	60	524	3,000	2,476	17%	
Total Insurance and Other	1,617	8,786	69,700	60,914	13%	
49 Depreciation Expense	725	3,627	10,000	6,373	36%	
Total Expenses	88,886	748,600	1,956,091	1,207,491	38%	
Change in Budgeted Accounts	(77,116)	(357,364)	(239,091)	118,273		
Remove Capitalized Assets	(0)	(0)				
Change in Net Assets per GAAP	(77,116)	(357,364)	(239,091)	118,273		

Explore Washington Park
Actual Compared to Budget - Summary
05 Months Ending November 30, 2022

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 42%)
Revenue:					
Parking Permits	2,992	19,712	50,000	30,288	39%
Metro RTO	8,572	8,572	180,000	171,428	5%
Meter Revenue	-	186,750	747,000	560,250	25%
Shuttle Reimbursement	-	145,721	620,000	474,279	24%
Other Revenue	207	481	-	(481)	
Total Revenue	11,770	391,236	1,717,000	1,325,764	23%
Expenses:					
Personnel	43,679	237,784	648,291	410,507	37%
Contract Services	35,026	458,755	1,129,500	670,745	41%
Occupancy	1,858	9,289	22,200	12,911	42%
Materials & Supplies	5,376	24,230	52,900	28,670	46%
Equipment	606	6,129	23,500	17,371	26%
Insurance and Other	2,342	12,413	79,700	67,287	16%
Total Expenses	88,886	748,600	1,956,091	1,207,491	38%
Change in Net Assets	(77,116)	(357,364)	(239,091)	118,273	

Explore Washington Park
05 Months Ended 11/30/2022



EWP FINANCIAL REPORT

December 2022

Explore Washington Park December 2022 Financial Report

Statement of Financial Position

12/31/2022

Prepared by Susan Matlack Jones & Associates

From EWP Records / For EWP Use Only

Unaudited

	12/31/2022	6/30/2022	Change
Assets:			
Bank of the Cascades Checking	228,245	223,306	4,939
Bank of the Cascades Savings	-	-	-
Repo Account	354,047	535,288	(181,241)
Accounts & Grants Receivable	395,828	373,505	22,323
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	153,544	153,544	-
Accumulated Depreciation	(68,469)	(64,117)	(4,352)
Total Assets	1,066,431	1,224,761	(158,331)
Liabilities:			
Accounts Payable	15,590	131,672	(116,082)
Accrued Payroll	23,028	32,195	(9,167)
Deferred Revenue	-	-	-
Total Liabilities	38,619	163,867	(125,249)
Net Assets:			
Without Donor Restrictions	1,027,812	1,060,894	(33,082)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	1,027,812	1,060,894	(33,082)
Total Liabilities and Net Assets	1,066,431	1,224,761	(158,331)

Explore Washington Park
Actual Compared to Budget
06 Months Ending December 31, 2023

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 50%)	Notes
Revenue:						
1 Parking Permits	-	19,712	50,000	30,288	39%	Program ended
2 Grants	-	8,572	180,000	171,428	5%	Grants extended to 2023
3 Meter Revenue	186,750	373,500	747,000	373,500	50%	
4 Shuttle Reimbursement	179,078	324,800	620,000	295,200	52%	
5 Other Reimbursements	30,000	60,000	120,000	60,000	50%	
6 Interest Income	62	386	-	(386)		
7 Other Revenue	-	156	-	(156)		
Total Revenue	395,890	787,125	1,717,000	929,875	46%	
Expenses:						
Personnel						
8 Salaries and Wages	39,424	234,346	535,927	301,581	44%	
9 Payroll Taxes	4,205	26,666	58,953	32,287	45%	
10 Employee Benefits	3,479	23,881	50,579	26,698	47%	
11 Workers' Comp Insurance	-	-	2,832	2,832	0%	Credit on account
Total Personnel	47,108	284,892	648,291	363,399	44%	
Contract Services						
12 Misc. Contract Services	-	85,693	270,000	184,307	32%	Metro / WPSOP Interim
13 Contract ED Support	500	40,955	45,000	4,045	91%	ED Intercept survey
14 Temporary Staff	-	6,392	12,000	5,608	53%	
15 Contract IT Support	-	135	1,500	1,365	9%	
16 Payroll Services	255	1,551	3,000	1,449	52%	
17 Accounting Fees	-	-	3,500	3,500	0%	
18 Bookkeeping	885	5,333	13,000	7,667	41%	
19 Contract Marketing Support	1,605	11,957	75,000	63,044	16%	
20 Contract Services Ad Buys	1,305	26,165	65,000	38,835	40%	
21 Radios	-	441	1,500	1,059	29%	
Shuttle						
22 Traffic Management Intrapark Shuttle	-	237,878	500,000	262,122	48%	
23 Traffic Management Off Site Shuttle	3,634	50,440	140,000	89,560	36%	
Subtotal Shuttle	3,634	288,318	640,000	351,682	45%	
Total Contract Services	8,185	466,939	1,129,500	662,561	41%	
Occupancy						
24 Occupancy Rent	1,800	10,800	21,600	10,800	50%	
25 Occupancy Other	58	347	600	254	58%	
Total Occupancy	1,858	11,147	22,200	11,054	50%	
Materials and Supplies						
26 Telecommunications Internet	132	791	2,000	1,209	40%	
27 Telecommunications Phone	827	2,893	5,000	2,107	58%	
28 Copier Lease	127	838	1,200	363	70%	
29 Printing & Copying	1,725	15,197	26,000	10,803	58%	

Explore Washington Park
Actual Compared to Budget
06 Months Ending December 31, 2023

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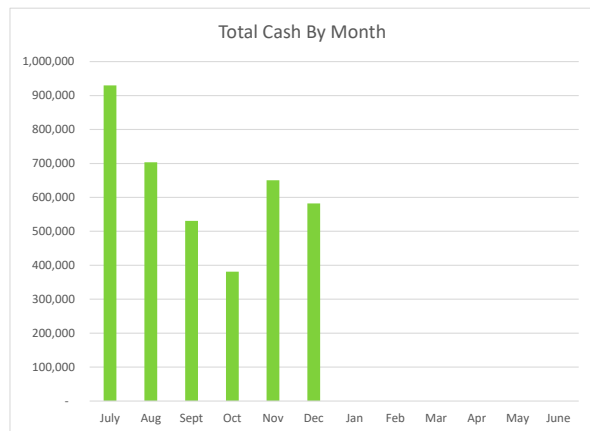
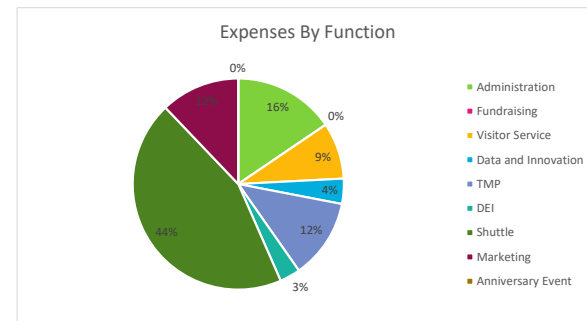
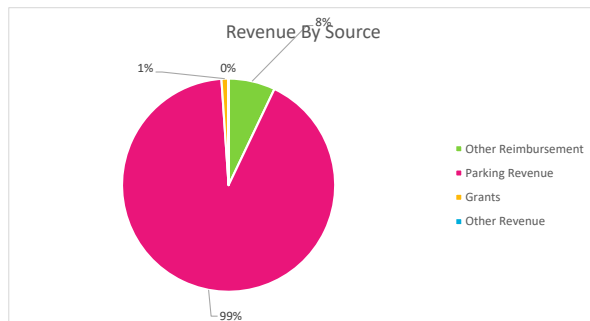
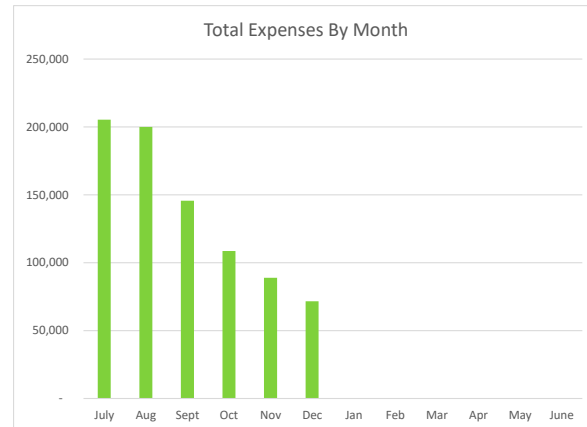
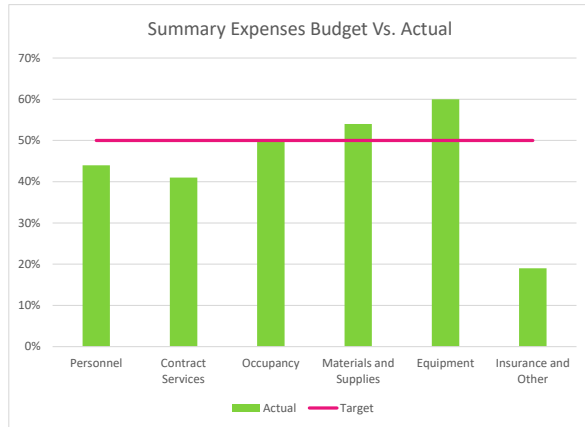
	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 50%)	Notes
30 Office Supplies	282	1,158	3,000	1,842	39%	
31 Misc. Materials & Supplies	296	799	7,000	6,201	11%	
32 Postage	104	294	1,000	706	29%	
						Intercept Survey
33 Software	457	5,763	6,500	737	89%	Software
34 Uniforms	150	598	1,200	602	50%	
Total Materials and Supplies	4,101	28,331	52,900	24,569	54%	
Equipment						
35 Computer System	-	-	1,500	1,500	0%	
36 Furniture	-	-	500	500	0%	
37 Traffic Management & Supplies	7,887	14,017	21,500	7,483	65%	ZooLights
38 Capitalized Office Computer	0	0	-	(0)		
Total Equipment	7,887	14,017	23,500	9,483	60%	
Insurance and Other						
39 Insurance	781	4,173	5,500	1,327	76%	Auto insurance
40 Bank Fees	-	232	500	268	46%	
41 Staff Development	208	1,400	20,000	18,600	7%	
42 Board Development	104	1,863	17,000	15,137	11%	
43 Travel	9	576	5,000	4,424	12%	
						Vehicle purchase
44 Lease Transit Vehicle	-	-	15,000	15,000	0%	d
45 Vehicle Fuel & Maintenance	314	869	1,000	131	87%	
46 Public Notice	328	643	700	57	92%	
47 Other Professional Fees & Licenses	-	250	2,000	1,750	13%	
48 Miscellaneous Expenses	-	524	3,000	2,476	17%	
Total Insurance and Other	1,743	10,529	69,700	59,171	15%	
49 Depreciation Expense	725	4,352	10,000	5,648	44%	
Total Expenses	71,607	820,207	1,956,091	1,135,884	42%	
Change in Budgeted Accounts	324,283	(33,082)	(239,091)	(206,009)		
Remove Capitalized Assets	(0)	(0)				
Change in Net Assets per GAAP	324,283	(33,082)	(239,091)	(206,009)		

Explore Washington Park
Actual Compared to Budget - Summary
06 Months Ending December 31, 2023

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 50%)
Revenue:					
Parking Permits	-	19,712	50,000	30,288	39%
Metro RTO	-	8,572	180,000	171,428	5%
Meter Revenue	186,750	373,500	747,000	373,500	50%
Shuttle Reimbursement	179,078	324,800	620,000	295,200	52%
Other Revenue	62	542	-	(542)	
Total Revenue	395,890	787,125	1,717,000	929,875	46%
Expenses:					
Personnel	47,108	284,892	648,291	363,399	44%
Contract Services	8,185	466,939	1,129,500	662,561	41%
Occupancy	1,858	11,147	22,200	11,054	50%
Materials & Supplies	4,101	28,331	52,900	24,569	54%
Equipment	7,887	14,017	23,500	9,483	60%
Insurance and Other	2,469	14,881	79,700	64,819	19%
Total Expenses	71,607	820,207	1,956,091	1,135,884	42%
Change in Net Assets	324,283	(33,082)	(239,091)	(206,009)	

Explore Washington Park
06 Months Ended 12/31/2022



EWP FINANCIAL REPORT

January 2023

Explore Washington Park January 2023 Financial Report

Statement of Financial Position

1/31/2023

Prepared by Susan Matlack Jones & Associates

From EWP Records / For EWP Use Only

Unaudited

	1/31/2023	6/30/2022	Change
Assets:			
Bank of the Cascades Checking	184,427	223,306	(38,879)
Bank of the Cascades Savings	-	-	-
Repo Account	280,877	535,288	(254,411)
Accounts & Grants Receivable	395,828	373,505	22,323
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	153,544	153,544	-
Accumulated Depreciation	(69,195)	(64,117)	(5,078)
Total Assets	948,717	1,224,761	(276,045)
Liabilities:			
Accounts Payable	3,750	131,672	(127,922)
Accrued Payroll	17,700	32,195	(14,495)
Deferred Revenue	-	-	-
Total Liabilities	21,451	163,867	(142,417)
Net Assets:			
Without Donor Restrictions	927,266	1,060,894	(133,628)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	927,266	1,060,894	(133,628)
Total Liabilities and Net Assets	948,717	1,224,761	(276,045)

Explore Washington Park
Actual Compared to Budget
07 Months Ending January 31, 2023

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 58%)	Notes
Revenue:						
1 Parking Permits	-	19,712	50,000	30,288	39%	Program ended
2 Grants	-	8,572	180,000	171,428	5%	Grants extended to 2023
3 Meter Revenue	-	373,500	747,000	373,500	50%	
4 Shuttle Reimbursement	-	324,800	620,000	295,200	52%	
5 Other Reimbursements	-	60,000	120,000	60,000	50%	
6 Interest Income	53	440	-	(440)		
7 Other Revenue	-	156	-	(156)		
Total Revenue	53	787,179	1,717,000	929,821	46%	
Expenses:						
Personnel						
8 Salaries and Wages	32,577	266,923	535,927	269,004	50%	
9 Payroll Taxes	3,661	30,327	58,953	28,626	51%	
10 Employee Benefits	5,076	28,957	50,579	21,622	57%	
11 Workers' Comp Insurance	-	-	2,832	2,832	0%	Credit on account
Total Personnel	41,315	326,207	648,291	322,084	50%	
Contract Services						
12 Misc. Contract Services	1,050	86,743	270,000	183,257	32%	Metro / WPSOP
13 Contract ED Support	175	41,130	45,000	3,870	91%	Interim ED survey
14 Temporary Staff	-	6,392	12,000	5,608	53%	
15 Contract IT Support	-	135	1,500	1,365	9%	
16 Payroll Services	583	2,134	3,000	866	71%	1099's
17 Accounting Fees	-	-	3,500	3,500	0%	
18 Bookkeeping	1,397	6,730	13,000	6,270	52%	
19 Contract Marketing Support	810	12,767	75,000	62,234	17%	
20 Contract Services Ad Buys	1,305	27,470	65,000	37,530	42%	
21 Radios	-	441	1,500	1,059	29%	
Shuttle						
22 Traffic Management Intrapark Shuttle	14,757	252,634	500,000	247,366	51%	
23 Traffic Management Off Site Shuttle	22,598	73,039	140,000	66,961	52%	
Subtotal Shuttle	37,355	325,673	640,000	314,327	51%	
Total Contract Services	42,674	509,613	1,129,500	619,887	45%	
Occupancy						
24 Occupancy Rent	1,800	12,600	21,600	9,000	58%	
25 Occupancy Other	62	409	600	191	68%	
Total Occupancy	1,862	13,009	22,200	9,191	59%	
Materials and Supplies						
26 Telecommunications Internet	132	923	2,000	1,077	46%	
27 Telecommunications Phone	416	3,308	5,000	1,692	66%	
28 Copier Lease	106	943	1,200	257	79%	
29 Printing & Copying	-	15,197	26,000	10,803	58%	

Explore Washington Park
Actual Compared to Budget
07 Months Ending January 31, 2023

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

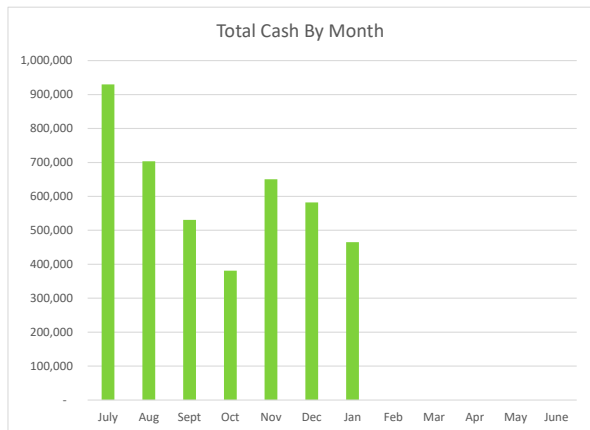
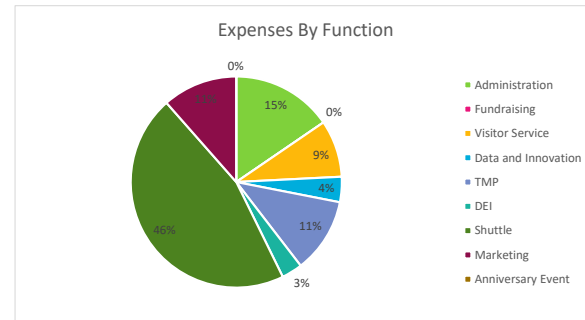
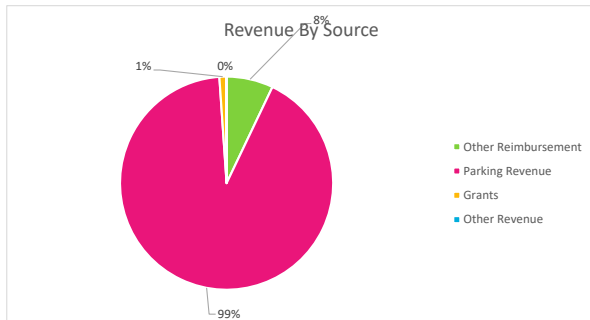
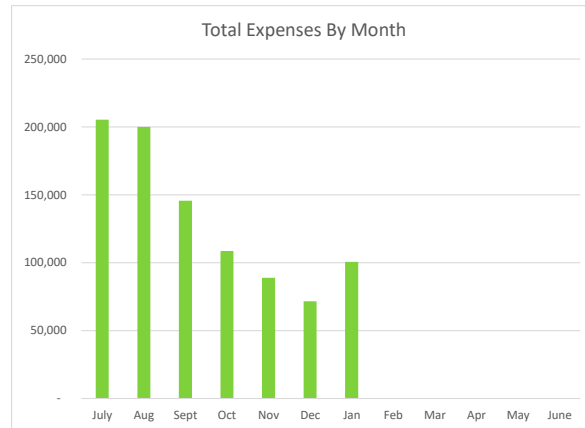
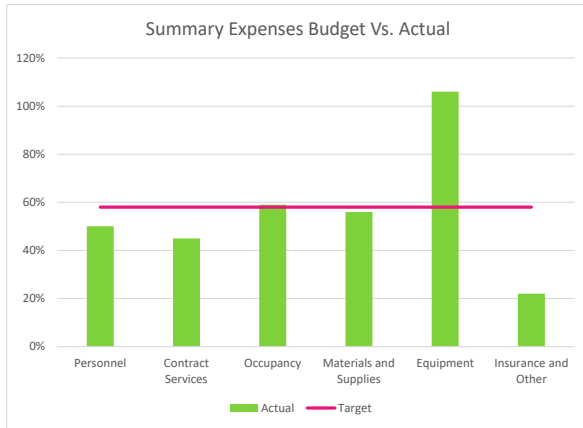
	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 58%)	Notes
30 Office Supplies	254	1,413	3,000	1,587	47%	
31 Misc. Materials & Supplies	415	1,213	7,000	5,787	17%	
32 Postage	-	294	1,000	706	29%	
33 Software	140	5,902	6,500	598	91%	Intercept Survey Software
34 Uniforms	-	598	1,200	602	50%	
Total Materials and Supplies	1,462	29,793	52,900	23,107	56%	
Equipment						
35 Computer System	-	-	1,500	1,500	0%	
36 Furniture	-	-	500	500	0%	
37 Traffic Management & Supplies	10,936	24,953	21,500	(3,453)	116%	ZooLights
38 Capitalized Office Computer	0	0	-	(0)		
Total Equipment	10,936	24,953	23,500	(1,453)	106%	
Insurance and Other						
39 Insurance	781	4,954	5,500	546	90%	Auto Insurance
40 Bank Fees	-	232	500	268	46%	
41 Staff Development	435	1,834	20,000	18,166	9%	
42 Board Development	-	1,863	17,000	15,137	11%	
43 Travel	-	576	5,000	4,424	12%	
44 Lease Transit Vehicle	-	-	15,000	15,000	0%	Vehicle purchased
45 Vehicle Fuel & Maintenance	109	978	1,000	22	98%	
46 Public Notice	-	643	700	57	92%	
47 Other Professional Fees & Licenses	300	550	2,000	1,450	28%	
48 Miscellaneous Expenses	-	524	3,000	2,476	17%	
Total Insurance and Other	1,624	12,153	69,700	57,547	17%	
49 Depreciation Expense	725	5,078	10,000	4,922	51%	
Total Expenses	100,599	920,807	1,956,091	1,035,284	47%	
Change in Budgeted Accounts	(100,546)	(133,628)	(239,091)	(105,463)		
Remove Capitalized Assets	(0)	(0)				
Change in Net Assets per GAAP	(100,546)	(133,628)	(239,091)	(105,463)		

Explore Washington Park
Actual Compared to Budget - Summary
07 Months Ending January 31, 2023

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 58%)
Revenue:					
Parking Permits	-	19,712	50,000	30,288	39%
Metro RTO	-	8,572	180,000	171,428	5%
Meter Revenue	-	373,500	747,000	373,500	50%
Shuttle Reimbursement	-	324,800	620,000	295,200	52%
Other Revenue	53	596	-	(596)	
Total Revenue	53	787,179	1,717,000	929,821	46%
Expenses:					
Personnel	41,315	326,207	648,291	322,084	50%
Contract Services	42,674	509,613	1,129,500	619,887	45%
Occupancy	1,862	13,009	22,200	9,191	59%
Materials & Supplies	1,462	29,793	52,900	23,107	56%
Equipment	10,936	24,953	23,500	(1,453)	106%
Insurance and Other	2,350	17,231	79,700	62,469	22%
Total Expenses	100,599	920,807	1,956,091	1,035,284	47%
Change in Net Assets	(100,546)	(133,628)	(239,091)	(105,463)	

Explore Washington Park
07 Months Ended 07/31/2023



MINUTES

October 2022



Board Meeting
October 13, 2022, 2:00 – 4:00 p.m.

Minutes

Attending

- Lisa Christy – Portland Japanese Garden (“PJG”)
- Steve Cole – at large
- Kathy Goeddel – Arlington Heights Neighborhood Association (“AHNA”)
- Anna Goldrich – Hoyt Arboretum Friends (“HAF”)
- Sarah Horton – World Forestry Center (“WFC”)
- Jani Iverson – Explore Washington Park (“EWP”)
- Adena Long – Portland Parks & Recreation (“PPR”)
- Dave Malcolm – Sylvan Highlands Neighborhood Association (“SHNA”)
- Billie Moser – Travel Portland (“TP”)
- Heidi Rahn – Oregon Zoo (“OZ”)
- JC Vannatta – TriMet (“TM”)

Guests

- Keith Baich – EWP
- Danny Dunn – PPR
- Deputy Passi – OZ
- Ivan Ratcliff – OZ
- Victor Sanders – PPR
- Gwen Sullivan – Sparks + Sullivan (“SS”)
- Ryan Sullivan – (“SS”)
- Krista Swan – OZ
- Hallie Wilkerson – EWP

Updates

- Kathy Goeddel (AHNA): Gave a big thank you to PPR for repairing the Chiming Fountain; it is working and glorious. The neighborhood is enjoying the fall weather.
- Heidi Rahn (OZ): There was a successful Squishing of the Squash event this morning, which is a tradition that has not taken place since 2019. It is where the elephants get 600-pound pumpkins to squash and play with. The Zoo has many events coming up for Halloween, especially for kids and families. Tickets are on sale for ZooLights, and the drive-through model will continue this year. Revenue is not as high on these drive through ZooLights days, but it is very popular for individuals with mobility issues and little kids.
- JC Vannatta (TM): President Biden is in town tomorrow, causing TriMet service and traffic in general to be chaotic. TriMet is still hiring for roughly 400 positions for both operators and professional positions. We have officially launched the public engagement program “Forward Together”. It is a comprehensive service analysis and concept that allows for more equitable service. It has meant changes in some bus routes, such as elimination and rerouting. It will take about two years to fully implement as hiring may take longer than desired.
- Adena Long (PPR): PPR received City Council approval to request bids for the South Entry Project. Construction is expected to begin mid-January and is anticipated to go through Spring of 2024. Once the contract is signed with the lowest responsible bidder, there will be a better sense of traffic impacts. Danny will make sure to follow-up when there is a clear timeline. Many thanks to the partners for their assistance in getting information out to guests on the Pay-by-Plate transition, which was finalized last month.
- Sarah Horton (WFC): The WFC recently wrapped up the first in-person Timberland Investment Conference since the pandemic. It was well attended and received, as the venue reached capacity. Visitors throughout the museum have been consistent throughout the summer into the fall and have reached anticipated

numbers. Virtual programs are in the works for issues of wildfires with public health, and mass timber with affordable housing. These will be launched later this fall.

- Lisa Christy (PJG): The summer months of July and August were slower than expected in terms of attendance. However, the nice weather has brought higher than usual attendance for September and October. A new art exhibition is on display in the Garden with statues placed throughout the venue. If you drive by on Kingston Avenue, you will see a giant statue near the cascading fountains which is one of many. Looking ahead, next year is the 60th anniversary of the garden so 2023 will be a big year to celebrate. The 60th birthday is the most significant birthday in Japanese culture and is seen as a second childhood or a time of rebirth.
- Billie Moser (TP): A partner survey was sent out in the spring of 2022 and inquired about opportunities of education and networking. In response, a Travel Portland Partner Summit will be held October 26 with two main topics – business development and EDI (equity, diversity, inclusion). There is still time to register. Another community engagement objective is to reopen the visitor center that closed March 2020. It is being looked at again with hopes to open a space in May 2023.
- Dave Malcolm (SHNA): Sylvan Highlands held their elections recently. All is good in the neighborhood.
- Steve Cole (at-large): Things are good. There are no Park related updates.
- Jani Iverson (EWP): The team is gearing up for transportation planning and hiring of staff in preparation for ZooLights. Heather will be returning to EWP on November 1st and there are plans to support her reentry. This includes discussion about staffing after the departure of the communication staff members. It has been a delight to work with this team and within the Park.
- Anna (HAF): Fall is feeling busier than summer and Hoyt is bustling with lots of programs and visitors. The peak leaf color is about a week away, so it is a great time to take a walk. A milestone was hit earlier this week to update the education program – field trips were delivered to a Spanish immersion school and were spoken all in Spanish for the first time.

Agenda, Minutes, and Financial Reports

Steve acknowledged there was an error in the financials regarding the recording of parking permit income for July and August. It was applied to June 2022 income and listed in the previous fiscal year, putting the revenue off by \$9,200. It has since been corrected in the financials of both fiscal years.

Dave submitted updates to the minutes after they were circulated to the board. It was agreed that the edits were not substantial enough to resend out. The distributed minutes will be voted on.

Motion: Steve moved to approve the consent agenda, including the August 2022 Board minutes, and the June and July 2022 financial reports, Heidi seconded, and the motion passed unanimously.

Brand and Wayfinding Plan Final Presentation

Gwen Sullivan begins the presentation with the acknowledgement of the project timeline. The first meeting with the Board occurred in April and the work progressed, meeting each deadline and staying on budget. A big thank you to the project contacts Heather and Jani, as well as everyone who helped lead the design as a human-centered design process. The Advisory Committee's feedback and involvement was greatly appreciated throughout the project. Thank you to the EWP Board for their trust and support which helped build consensus throughout the process.

The Brand Identity is communicated through the Brand Toolkit document which consists of background information, details such as logos, color specifications, pictograms, etc., and how the brand identity can be applied.

This document will likely be used by EWP, PP&R, and/or individual contractors who are part of implementing this work.

The Wayfinding Toolkit consists of the sign family and has extensive details regarding materials, specifications, locations, and how these designs can be adjusted when relevant. Entry markers include gateway signs and the Park icon which will be used at the main entry points of the Park. There is a suite of directional signs for vehicular guests and banners to assist with placemaking and identifying zones within the Park.

The orientation stations are a critical part of the wayfinding system to help visitors find their way throughout the Park while emphasizing there are multiple destinations to visit. These will be located at each primary destination in the Park and a few other locations suggested by the Advisory Committee.

Parking signs would replace what is seen in the Park today. Some have provisions for a digital component to alert visitors when parking lots are full, specifically in the south end of the Park. There is a rotating sign option that will help manage overflow parking which is programmable and can be used to direct people to a different lot.

The cost estimate for the project is \$2.1 million. This covers sign fabrication, engineering stamps, trade permits, installation, site survey, and samples to show materials and craft. It does not include concrete footers where they are necessary, demolition of existing signs, and running electricity to digital signs.

It is recommended that next steps include moving forward with the permitting process. A project manager from EWP and/or PPR could support moving this process forward, as many of the signs will require land use adjustments. It is anticipated the permitting process can take about nine months. The project would then likely go out to bid again, which could impact the cost and amount of signs within the project. It is unlikely all signs will be installed at once due to budget and logistical reasons, so a phased implementation is anticipated.

Dave asked if parts of the presentation are available to share with the neighborhood. Adena has concerns around sharing conceptual, unfunded plans and timelines in a public manner. It was agreed that it is too early to share out in order to manage expectations.

Motion: Kathy moved to approve the logo designs and sign family hierarchy as presented by S&S, Billie seconded and the motion passed unanimously.

Peak Season Highlights:

Peak season for the Park is from Memorial Day through Labor Day. Keith Baich shares that EWP staffs two main visitor service booths located at TriMet plaza and the Rose Garden. The number of days these were staffed was 5% less than last year due to wet weather in June. Visitor interactions remained stable even with the decline in days staffed. English and Spanish maps distributed to venues, partners, shuttles, and hotels was higher than usual. Top visitor inquiries include gardens/amphitheater, free shuttle, Japanese Garden, restrooms, and Hoyt Trails.

Bus usage for off-site parking is still below pre-pandemic levels. However, numbers are up +50% from the previous year due to the return of many events and the reopening of the WFC Discovery Museum. The timed ticketing system offered by the venues has helped manage the need for off-site activation. The free shuttle numbers remain down 47% from 2019, but up 6% from 2021.

A few marketing points to note include TriMet Bus/Max Wraps, "Let's Get Out There" Bill Walton campaign focusing on public transit, Parkwide event calendar, social media, and giveaways. JC Vannatta suggested the exploration of seeking sponsorships of the Park map to help pay for or defer the printing costs. He offers his help and connections if this is something EWP wants to pursue.

Seasonal Parking Fee

Danny Dunn presents parking fee updates that will occur during ZooLights, which take place November 18 – January 7. Goals for the event rate parking are to encourage transit use, increase use of Parking Kitty, and reduce

demand on meters. The rates will remain the same from last year which will be \$3.60 per hour with a \$10.80 maximum at meters, and \$3.20 per hour with a \$9.60 maximum when paying with Parking Kitty.

Concerns were expressed regarding individuals who do not use Parking Kitty having to pay more and how this could cause equity issues. Danny will take this into consideration moving forward and will work with EWP to help highlight and communicate the most economical way to get to the Park.

ZooLights Transportation Plan

Keith shared an update on the transportation plan for ZooLights, including EWP's plan for support, traffic management, and off-site service. The goals are to maintain a safe environment, have a positive visitor experience, and continue open communication with partners about impacts at the Park. Keith and Erin Bird are in the midst of the hiring process for temporary staff and are updating the staff trainings for onboarding.

Anna gave one last thank you to Jani for her time with EWP. The meeting adjourned at 3:35 pm.

990 - LINK to DRAFT 990

EXECUTIVE DIRECTOR AND PROGRAM AREA REPORT

November - February

EXECUTIVE DIRECTOR REPORT

NOVEMBER 2022 - FEBRUARY 2023

UPDATE FROM HEATHER MCCAREY

This report is the first one since my return from maternity leave. I've enjoyed getting program updates from the staff and hearing of their successes during my absence. I appreciate the time to be off with our newest Explorer and am happy to be back in the Park.

Heather

INTERNAL ORGANIZATION

Staff

Deputy Director

Keith Baich, who was serving as EWP's Senior Operations Manager, was promoted into the role of Deputy Director.

Visitor Service Specialist

Elisa Holloway, who started with EWP as a Seasonal Visitor Service staff and then became our weekend supervisor, is now working four days a week helping to manage overflow and visitor services.

Marketing and Communications Team

Both of EWP's Marketing and Communications staff left during my parental leave. EWP posted for a Senior Marketing and Communications position but we're having a hard time filling this role. We will continue to edit the job description and explore support from consultants.

Equity Training

EWP staff completed an 8 session equity training with EDI Mindfulness Consultants. This training was also offered to any Washington Park staff.

Off-peak Surveying

EWP staff scheduled off-peak intercept surveys for the month of February however these efforts were cancelled due to the snow storm.

EXECUTIVE DIRECTOR REPORT

NOVEMBER 2022 - FEBRUARY 2023

ACCESS AND CIRCULATION

ZooLights

EWP staff provided traffic management and overflow shuttle services from X nights of ZooLights. We provided X rides on the overflow shuttle on the Zoo's walk through nights and traffic management support for X days of drive-thru.

In addition to traffic management support, EWP provides pre-trip information on our website.

Overflow

EWP staffed and provided overflow shuttle service for both President's Day and Martin Luther King Jr Day weekends.

We provided 122 rides over the MLK Day weekend and 844 over the President's Day weekend.

Spring Break

Staff are preparing overflow for spring break including scheduling buses, staff and coordinating with both the business and temple lots.

MARKETING & COMMUNICATIONS

Staff continue to provide:

- Park road and venue closure info on social and website
- Internal monthly newsletter
- Parkwide events calendar

VISITOR SERVICES

On-demand Services

Staff provide 7 day/week on-demand visitor information services via our info phone line and info email address.

Peak Season

Staff are preparing for the peak season visitor service program, including preparation for hiring, scheduling, training, and equipment.

One Park Event

Staff planned our off-peak One Park Event at the World Forestry Center and had over 65 RSVPs.⁶³ While we had to cancel due to snow, we have rescheduled for March 22.

EXECUTIVE DIRECTOR REPORT

NOVEMBER 2022 - FEBRUARY 2023



Mar 22

One Park - Happy Hour

[RSVP HERE](#)