

MEMO

Date: 05/13/13

To: Metropolitan Park District Commissioners

CC: Malcolm Nealy, Tukwila Pool, Amy Kindell, Tukwila Pool, Rick Still, Director, City of Tukwila Parks & Recreation, David Cline, Administrator, City of Tukwila

From: Sustain Tukwila Pool (STP)

WALK THE PLANK EVENT**BACKGROUND:**

Sustain Tukwila Pool was formed in May of 2011 by a group of citizens dedicated to keeping a pool as a community resource available in Tukwila. During the planning of the Tukwila Pool Grand Re-Opening, it was requested that STP organize a fund raising event. STP members were excited to have an opportunity to raise funds at the April 20 event and decided that proceeds would be donated to the newly formed Tukwila Pool Metropolitan Park District's Scholarship Fund. A fund for which they strongly advocated.

SUMMARY OF WALK THE PLANK EVENT:

Organization

In early March, committee members quickly began preliminary research and planning into a dunk tank idea, where the Commissioners and other prominent community leaders would volunteer to be dunked. Although there was much excitement surrounding this idea, the committee decided to change direction in late March for a couple of reasons. First, STP members discovered, by chance, that there was a major regional event being held at Foster High School the same day and estimated foot traffic needed to generate the amount of revenue to support a dunk tank would be inadequate. Second, the third party operator of the pool had some logistical issues with the dunk tank.

By early April, STP members had completed planning of a Walk the Plank Event and secured 6 of the MPD Commissioners and the City of Tukwila Mayor to participate. It was decided tickets would be sold for \$1 per vote and tickets would be placed in the corresponding Commissioner's/Mayor's jar. At 12:00pm the participant with the largest number of tickets/votes in their jar would Walk the Plank (diving board). A twist was added whereby a participant could be "saved" by having the total amount of dollars in their jar matched. The third party operator was more comfortable with this event and STP member Jeri Frangello Anderson kept them updated throughout the organization and worked through logistics and details as issues arose.

STP members used various outlets for marketing, including the Tukwila Reporter, City of Tukwila Council meetings, Metropolitan Park District meetings, Council Chat, local businesses, online community pages, and word of mouth. Posters were produced and placed at the pool and local businesses prior to the event to encourage presales. Two additional pirates were secured for the day of the event to solicit and increase donations. A goal of \$500 was set.

Event

Members manned a table on the pool deck prior to the official proceedings commencing and witnessed a frenzy of activity and generous community members wishing to donate and cast their vote. After the pool demonstrations concluded, Pirate Wench Jacque started encouraging the crowd with a last call for donations before the final results were revealed. Commissioner Ekberg was the participant with the most votes and had to walk the plank. In wonderful spirit he cannonballed into the pool and, as an added bonus to attendees, the rest of the Commissioners joined him. The STP committee members quickly ushered everyone out of the building as the third party operator had requested the building be cleared by 12:15 to set up for April Pool's Day events.

CONCLUSION:

Sustain Tukwila Pool Committee raised \$1,042 for the Tukwila Pool Metropolitan Park District's Scholarship Fund. Members were delighted they far exceeded their goal and grateful for the outstanding response from the community for such an important cause. The Sustain Tukwila Pool Group remains committed to preserving a pool in Tukwila as a community resource for generations to come. Further information can be obtained by contacting **Jacque Carroll**, Communications Officer for STP russellbradley@comcast.net.



(Photos from Grand Re-Opening, April 20)



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