



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

September 15, 2015

Motion 14426

Proposed No. 2015-0325.1

Sponsors Dunn

1 A MOTION approving a report on the Fairwood fiftieth
2 anniversary community celebration plan in accordance with
3 the 2015/2016 Biennial Budget Ordinance, Ordinance
4 17941, Section 89, Proviso P1, and authorizing the release
5 of \$25,000.

6 WHEREAS, Ordinance 17941, Section 89, contains a proviso stating that twenty-
7 five thousand dollars could not be expended or encumbered until the executive transmits
8 a report on plans for the Fairwood community fiftieth anniversary celebration during the
9 summer of 2016 and a motion that approves the report and the motion is passed by the
10 council; and

11 WHEREAS, Fairwood is an unincorporated community in King County and 2016
12 marks the fiftieth year of its development; and

13 WHEREAS, the Fairwood area forms a plateau, which extends from the bluffs of
14 the Cedar river valley on the north and east down to State Route 167 and the Kent valley
15 on the west, surrounds the city of Seattle watershed of Lake Youngs on the south and
16 borders Renton to the east and Maple Valley to the southeast; and

17 WHEREAS, Fairwood is made up of single family and multifamily homes
18 interspersed with rural and undeveloped areas and contains two distinct business areas
19 serving the residents; and

20 WHEREAS, Fairwood has a diverse history dating back to a settlement in the late
21 1880's when coal was discovered by Martin Cavanaugh; and

22 WHEREAS, farming and ranching were the major activities along with many lake
23 resorts where city of Seattle residents would come for recreation; and

24 WHEREAS, one of the first known buildings in the Fairwood area is the Elliot
25 Dairy Farm that operated from 1906 to 1968 and is now designated as an historic
26 landmark; and

27 WHEREAS, the Fairwood area had many coal mines including the Lake Youngs
28 coal mine where Petrovisky park is located and Firewood Mine where Fairwood Greens,
29 Fairwood West and Fairwood Crest were developed beginning in 1968; and

30 WHEREAS, the area as it is recognized today was developed in the 1950's and
31 1960's with the building of the Cascade Shopping Center and Fairwood Greens Golf
32 Course and commercial development around 140th Avenue SE and Petrovisky Road; and

33 WHEREAS, the Fairwood Library was opened in 1964 in the Cascade-Spring
34 Glen Country Club, with a new library opened in 1986 on 140th Avenue SE and
35 reopened in December 2015 after a renovation and expansion; and

36 WHEREAS, Fairwood is served by the school districts of Renton, Kent and
37 Tahoma; and

38 WHEREAS, Fairwood receives fire protection and emergency medical services
39 from fire districts 40 and 37 policing services from the King County sheriff's office
40 through a sheriff substation located in the Fairwood Center, and family medical services
41 from Valley Medical Center; and

42 WHEREAS, there are many large lakes and community parks in the Fairwood
43 area, including Fairwood Golf and Country Club, Spring Lake and Lake Desire park,
44 Soos creek trail and park, McGarvey park, Petrovitsky park and the Cedar river trail; and

45 WHEREAS the population of Fairwood is expected to grow to over 28,000
46 residents this year;

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

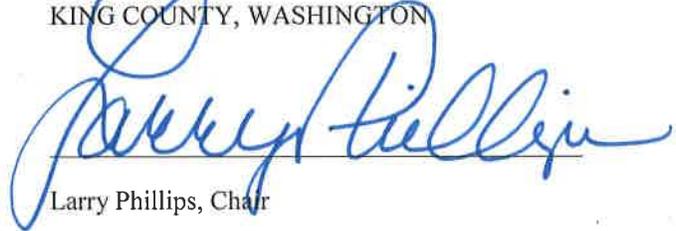
48 The report related to the Fairwood Fiftieth Anniversary Community Celebration
49 Plan, submitted as Attachment A to this motion in accordance with Ordinance 17941,
50 Section 89, Proviso P1, is hereby approved and the appropriation is released.

51

Motion 14426 was introduced on 8/17/2015 and passed by the Metropolitan King
County Council on 9/14/2015, by the following vote:

Yes: 8 - Mr. Phillips, Mr. von Reichbauer, Mr. Gossett, Ms. Lambert,
Mr. Dunn, Mr. McDermott, Mr. Dembowski and Mr. Upthegrove
No: 0
Excused: 1 - Ms. Hague

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



Larry Phillips, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments: A. Fairwood Fiftieth Anniversary Community Celebration Plan - #Fairwood50

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	Everyone bring a lunch and join the fun and free music. Food trucks on site (Taco Time, others).
	Welcome	Welcome by Councilmember Reagan Dunn, Parks and Recreation Director Kevin Brown, and possibly Executive Dow Constantine
	Local concert (or DJ)	
	First Responders (located at Ridgewood Elementary)	Fire District will bring Truck, Sheriff will bring vehicles, helicopter
	Farmers Market	Farmers Market throughout the day (Parks will coordinate with the Farm/Ag program with the Water and Land Resources Division to identify interested farmers)
	History of Fairwood	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 50 th 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)
 Fairwood Golf & Country Club
 Fairwood Shopping Center Businesses
 Haggens
 LA Fitness

Safeway
 Taco Time
 UW Medicine
 Washington Beef Commission

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 <ul style="list-style-type: none"> - Save the Date - Ask for Volunteers? - Tweet - Feedback on Movie - Solicit Bands
Confirm Programming <ul style="list-style-type: none"> - 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	