



# Marketing Your Friends Groups for Exposure

Spokane's Backyard...Washington's  
Playground  
Riverside State Park

# Largest State Park in WA



## Annual Users

- Riverside State Park-  
1.5 million
- Centennial Trail-  
2.4 million
- Columbia Plateau Trail-  
300,000
- Steptoe Butte & Battlefield-  
65,000

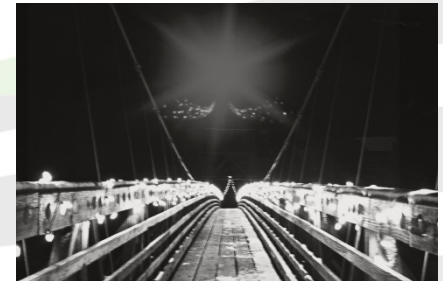
## Areas (5 Counties)

- Riverside
  - Bowl and Pitcher
  - 9 Mile Recreation Area
  - Equestrian Area
  - ORV Park
  - Little Spokane Natural Area
  - Spokane House
  - Fiske Property
  - Clark Barns
  - 3 Boat Launches
  - 4 Campgrounds
    - Vacation Rental House
- Centennial Trail
- Columbia Plateau Trail
- Lake Spokane
- Avista Property
- Steptoe Butte & Battlefield
- Iron Horse/John Wayne Pioneer Trail

# Program Specialist



- Permitting for all Special Activities
- Special Events
- Marketing
- Friends Groups
- Committees
- Community Outreach
- Sponsorships
- Education District
- Rentals
- Legislatures
- Volunteers
- Public Relations



# Park vs. Friend Group



- Million dollar question....
  - Do you market them separately or as one?



“Then join hand in hand, brave Americans all! By uniting we stand, by dividing we fall!” John Dickinson

# Recruiting Strong Board Members



- Board of Directors
- Standing Committees
  - Membership
  - Outreach
  - Activities
  - Revenue
  - Volunteerism
  - Administrative

# Community Awareness

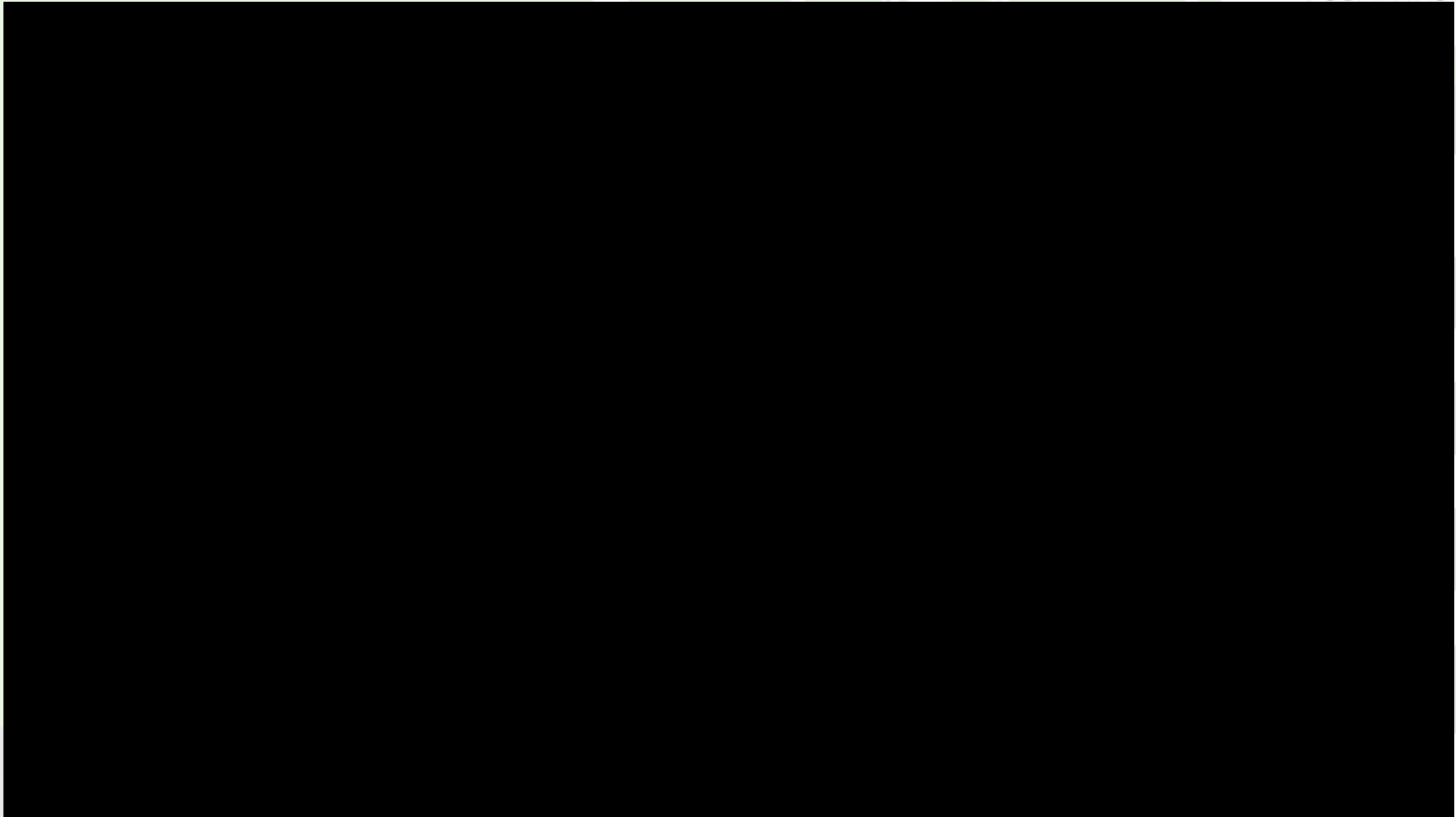


- Trade Shows/Events
  - Vendor booth
- Partnerships

– REI



# Special Events



# Social Media



- Facebook
- Twitter
- Instagram
- YouTube
- Flickr
- Website
- Newsletter
- Blog
- Projects
- Press releases
- Volunteers



# WANTED: Park users who can “busta move” to Pharrell’s hit song, HAPPY!

During the month of May,  
we will have a video crew in certain areas of the Park  
shooting footage of individuals and groups who are SO enthusiastic  
about Spokane’s “backyard” that they can’t help but dance!

- Hike • Bike • Ride • Horseback • Climb • Float •
- Camp • Run • Off-Road • Sightsee •
- Picnic • Discover! •

Please LIKE our page, tell us what areas of the park you enjoy,  
and if you would like to be contacted about participating.

Honorary “Ranger” Pharrell



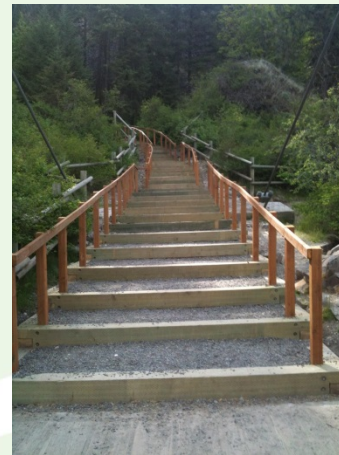
# The Future of RSPF



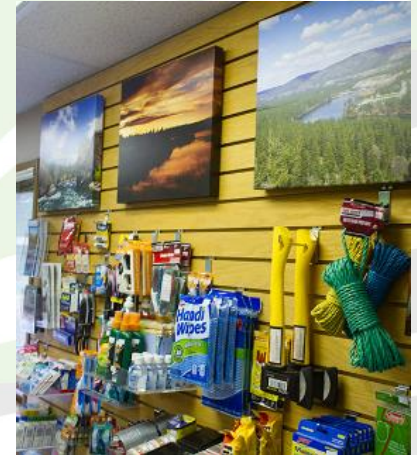
- \$126,483 since 2002

- Fundraising
- Donations
- Special Events
- Emergency Tactical Hemorrhagic kits
- Completed Projects

Swinging Bridge Platform steps



Swinging Bridge General Store



Volunteer Coordinator  
-Over 500 volunteers



Educational kiosk at  
Bowl and Pitcher



Equestrian Campground



Riding Arena  
-Phase 1 & 2