



1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523



The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences for our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

**AGENDA
RECREATION COMMITTEE MEETING
TUESDAY, DECEMBER 13, 2016
7:00 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - October 18, 2016
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. BPC Sand Purchase / M16-140
 - B. Padding and Netting proposal Off-Ice Training area / M16-142
 - C. Balanced Scorecard / M16-138
 - D. Recreation, Facilities & Golf Report / M16-143
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

All meetings are held in the boardroom of the Scott R. Triphahn Community Center & Ice Arena at 1685 W. Higgins Road in Hoffman Estates unless otherwise specified. If an accommodation or modification is required to attend these public meetings please contact Jane Kaczmarek at jkaczmarek@heparks.org or (847) 885-8500 with at least 48 hours' notice.



1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523



**MINUTES
RECREATION COMMITTEE
October 18, 2016**

1. Roll Call:

A regular meeting of the Hoffman Estates Park Recreation Committee was held on October 18, 2016 at 6:30 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Kinnane, Comm Rep Dressler, Comm Rep S. Neel (6:35), Comm Rep Snyder (6:50), Comm Rep Wittkamp, Chairman R. Evans

Absent: Comm Rep Henderson

Also Present: Executive Director Bostrom, Deputy Director/A&F Director Talsma, Rec/Facilities Director Kies, Golf Director Bechtold

Audience: Commissioners McGinn, Kilbridge, Comm Rep Freidman, Winner, Utas, Mr. K. Evans

2. Approval of Agenda:

Comm Rep Dressler made a motion, seconded by Comm Rep Wittkamp to approve the agenda as presented. The motion carried by voice vote.

3. Minutes:

Comm Rep Wittkamp made a motion, seconded by Commissioner Kinnane to approve the minutes of the September 13, 2016 meeting as presented. The motion carried by voice vote.

4. Comments From the Audience:

None

5. Old Business:

None

6. New Business:

A. Golf Cart and GPS Bids/M16-124:

Director Bechtold reviewed the bid noting that the initial intent was for a 4+ year lease but they had asked about the purchase of this equipment. Upon review of the bid information, it was determined that purchase of the equipment would be the best option for the park district so staff's recommendation was to reject all bids and rebid the contract as a purchase item.

Comm Rep Wittkamp asked about the repair of the carts and Director Bechtold explained that they would come with a maintenance agreement and that after that, it was minimal to maintain.

Commissioner Evans asked about the option for the GPS and Director Bechtold explained that most carts had factory installed GPS and that the cart manufacturers had agreements with GPS manufacturers. Commissioner Evans asked if there would be an expense involved in going from electric carts to gas. Director Bechtold explained that they would have a portable gas device and would meet all of PDRMA's requirement.

Comm Rep Wittkamp asked if it was propane gas and it was noted to be unleaded.

Mr. K. Evans asked if staff would have the same control with the GPS system on the new carts and Director Bechtold explained that they all worked about the same for monitoring and control.

Comm Rep Dressler asked if that software would be part of the bid and Director Bechtold noted it would be and for the 10 year span.

Comm Rep Wittkamp asked if the gas carts would be as quiet and Director Bechtold noted that they would and that they were looking to specify a decibel level in the purchase specs.

Commissioner McGinn asked about the estimated savings and Deputy Director Talsma noted that it would be many thousands of dollars.

Mr. K. Evans asked what condition the carts would be in 10 years and Director Bechtold explained that the better designs were expected to last that long. He cited Hilldale's carts at 15 years and other course's carts at 20 years. He also explained that they were looking at an 8 year turnover giving the district a 2 year cushion. He also explained that the first 4 years of maintenance would be covered.

Commissioner McGinn asked about the number of carts and Director Bechtold noted that there were 84 passenger, 3 utility, 2 beverage, 1 range and 2 ranger carts for a total of 92.

Comm Rep Dressler made a motion, seconded by Commissioner Kinnane to recommend the board reject the BPC golf cart bids and have staff rebid the carts and GPS with the purchase option. The motion carried by voice vote.

B. BPC Fertilizer and Pesticide Bids/M16-125:

Director Bechtold reviewed the memo. Comm Rep Dressler asked if Site One had a minimum for purchase and it was noted that they did not.

Commissioner Kinnane asked about the life of the chemicals and if the discount was valid for additional purchase. Director Bechtold noted that they did have a shelf life and each one was different. He also explained that they would not get the discount if they had to re-order additional chemicals.

Chairman R. Evans asked where the numbers were for the third bidder and Director Bechtold explained that they had not qualified for any of the pricing so they had not been added to the chart.

Comm Rep Dressler asked to amend the motion to correct the statement to read "To recommend the board award the bid ~~for~~ to Chicagoland Turf for their lowest bid products for the total of \$60,033.14 and Site One Landscapes for their lowest bid products for the total of \$4,355.48." The motion carried by voice vote.

C. Recreation, Facilities & Golf Report and 3Q Goals/M16-122:

Director Kies reviewed the report noting that the Pumpkin Fest was well attended. He also talked about how staff was cross promoting events with BPC and that the agreement with the Windy City Bulls had been secured giving the district advertising during the games, 10 season tickets, comp tickets for volunteers and the Bull's logo for the HEPD basketball uniforms.

Director Kies noted that the National Conference promoted validating the important of parks and rec in the community through social media and that Superintendent Manisco was working on that. He pointed out the additional reports in the Rec Report verifying that information.

Director Bechtold reviewed his report.

Comm Rep S. Neel made a motion, seconded by Comm Rep Dressler to send the Rec Report and 3Q goals to the board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Commissioner Kinnane said his family had a great time at the Pumpkin Fest and that he wanted to acknowledge the maintenance staff throughout the district for their hard work.

Comm Rep Dressler noted that she was looking to share some information on National Association of Realtors Placemaking Grants in hopes that the district could benefit from that grant.

Comm Rep S. Neel noted that her family also had fun at the Pumpkin Fest.

Chairman R. Evans noted that the Pro Am had a great crowd. He also congratulated the district on their Distinguished Agency review noting that staff had done a great job.

8. Adjournment:

Commissioner Kinnane made a motion, seconded by Com Rep Snyder to adjourn the meeting at 7:00 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

Memorandum No. M16-140

TO: Rec Committee
FROM: Dean Bostrom, Executive Director
Brian Bechtold, Director of Golf
RE: BPC Sand Purchase
DATE: December 5, 2016

Background

The Bridges of Poplar Creek (BPC) is currently renovating the golf course bunkers as part of course improvements. The maintenance crew finished phase one of the bunker renovation on November 11th. All of the sand has been removed from bunkers, drainage has been inspected, cleaned and replaced if needed and drain lines have been backfilled with new pea gravel. The bunkers are now ready for the second phase of the bunker project in the spring which will consist of compacting the soil/clay, adding our new sand and repairing certain bunker edges. This phase will be completed in early spring, weather permitting.

Implications

Staff prepared a bid package and public notice was given for the 2017 Sand Purchase for Bridges of Poplar Creek Country Club's bunker renovation project. The bid included a pre-buy (2016) incentives with 2017 delivery as well as a 2017 purchase and delivery prices for bunker sand.

The Bunker Sand Specifications were outlined as follows: (Criteria was formed based on USGA recommend bunker sand specifications)

- 1,150 Tons of sand
- Penetrometer value kg/cm² - 2.3 to 2.5
- Infiltration rate in/hr - 31 to 35
- Angle of Repose – 29° or below

All bunker sand specifications were required to have a 2016 independent accredited soils laboratory testing that verifies the specifications. Staff also requested that a sample bag of the proposed sand must also be provided with bid submission.

We had two companies submit bids:

Shoreline Sand Solutions, Inc. submitted the follow bid:

\$75 per ton for a total of \$86,250 with a Pre-Purchase offer in 2016 and 2017 delivery.

Waupaca Sand & Solutions submitted the follow bid:

\$32.75 per ton for a total of \$37,662.50 with a Pre-Purchase offer in 2016 and 2017 delivery.

Prepayment prices are based on \$16.23 per ton freight cost. If actual freight cost including fuel surcharge at time of delivery is greater than \$17.85 per ton, that difference will be billed at time of delivery.

\$36.35 per ton for a total of \$41,802.50 with a Purchase & delivery in 2017.

Based on the bid results of the established criteria, Waupaca Sand with a pre-purchase bid and delivery in spring of 2017 for a total cost \$37,362.50 was the lowest bidder.

Staff does not feel the freight charges will increase more than 10% for the additional freight charges. This is an annual program and over the last few years the freight increase has not been greater than 4% which will result in no additional freight charges.

Bridges currently has \$40,000 in the proposed 2017 budget in operation capital for the bunker renovation. With the results of the sand purchase bids, staff feels we will remain in budget for the project.

Recommendations

Staff recommends that the Rec Committee recommend to the full Board approval of purchasing the sand for the bunker renovation from Waupaca Sand with a pre-purchase amount of \$37,662.50 with delivery in the spring of 2017.

MEMORANDUM NO. M16-142

TO: Recreation Committee
FROM: Dean Bostrom, Executive Director
Gary Buczkowski, Director of Planning & Development
RE: Padding and Netting Proposal off ice training area
DATE: December 6, 2016

Background:

In an effort to prevent injury to the participants and those utilizing various areas outside of the off-ice training area, padding and netting will need to be installed. Because of unique configurations, these items will need to be custom designed and field installed. The netting will be designed to contain either the pucks or balls within the practice area and will be of the quality to absorb the impact of these projectiles. The padding will be installed around the perimeter to protect the participants from coming in contact with walls, doors, and structural components of the building.

Implications:

Because of its unique characteristics, the architects and staff believe it would be difficult to develop a complete plan that would represent all the requirements to accomplish the above objectives outlined in the background section of this memorandum. In particular, it is believed that each manufacturer or installer would have a different methodology that may or may not represent the best results. With this in mind, staff turned to Haldeman-Homme Inc. (HH Inc.), a leader in the Midwest in providing athletic padding and netting systems. HH Inc. has completed such projects as the netting at Wrigley Field and numerous other installations. Attached is a quote from HH Inc. to complete the project. The budget amount for this work was \$33,000 which is \$9,195 less than the quote. This difference will need to be absorbed from the contingency which would now be just under \$40,000. It should be noted that the Quote # 51155 is a National Joint Powers Alliance Discount number of which the park district is a member.

Recommendation

Staff recommends that the Rec Committee recommend to the board to award this contract to Haldeman-Homme, Inc. in the amount of \$42,195.00.



HALDEMAN – HOMME, INC.

SERVING EDUCATION, HEALTH CARE, AND INDUSTRY SINCE 1924

SERVICES

- Layout & Design
- Project Management
- Construction
- Consulting / Training

PRODUCTS

- Porter Athletic Equipment
- Action Athletic & Wood Flooring
- Traction Athletic Flooring
- List Lockers
- Irwin Auditorium Seating

OFFICES

Chicago
445 Eisenhower Ln S.
Lombard, IL 60148

Tel: 630-812-0020
Fax: 630-812-0018

Minneapolis
430 Industrial Blvd.
Minneapolis, MN
55413

Tel: 612-331-4880
Fax: 612-378-2236

Quote # 51155 – NJPA #082114-PTA

TO: Hoffman Estates PD
Attn: Gary Buczkowski

Date: 12/5/16
Project: Dryland Ice Workout Room
Location: Hoffman Estates, IL
Architect: Williams Architecture
Addendum:

Bid Date:

We propose to furnish the following as manufactured by Porter Athletics using standard design, materials, construction sizes and colors.

Wall Padding:

- Qty. (80) Porter Custom 2' x 7' Wall Pads With Nailing Margins
- Includes Padding (3) Single Doors and (1) Set of Double Door
 - Second Floor Installation
 - All Cuts Included
 - Wall With Existing Pads To Remain

Netting:

Crew To Install Custom Netting:

- Ceiling Netting To Prevent Pucks / Balls From Hitting Ceiling / Leaving Area of Play With Ability to Change Light Bulbs If Need Be
- Qty. (1) Vertical Netting Piece Approx. 56' Long (Opening Opposite of Gym) To Prevent Pucks / Balls From Leaving Area of Play. Attached to I Beam Above and CMU Walls On All Four Sides
- Qty. (1) Vertical Netting Piece Enclosing Gym Side Above Existing Mesh Netting To Prevent Pucks / Balls From Leaving Area of Play and Entering Gym.
- Install Netting Tunnels To Form T At (2) Two Locations. Each Side Made Up of Two Nets Each Retractable. – Per Sheet A1.2
- Install (4) Four Netting Simulators Backdrops And End Of Each Shooting Tunnel. These Will help Reduce Wear of Wall pads / Keep Pucks / Balls in Area of Play
- Second Floor Installation

Certified Payroll / Union Installation Included

Material, Freight and Installation.....\$42,195.00

Excludes:

1. State Sales & Use Taxes. Purchaser by acceptance of this quotation agrees to furnish Tax Exemption Certificates when requested on non-taxable materials.
2. Charges for vertical transportation, Mechanical utilities and connections, Electrical utilities and connections, Bonds, Removal of existing equipment, Traps, Ducts, Fume hood fan/blowers, Rubber/vinyl base, Liquidated damages. Note: Clean-up to be limited to removing all debris, dirt and rubbish accumulated as a result of our installation to a dumpster provided by others, leaving the premises broom clean and orderly.
3. 50% Down payment is required for new customers and or private facilities
4. Payments Made by Credit Cards Are Subject To A 3% Processing Fee
5. Purchase Order Number Required





HALDEMAN - HOMME, INC.

SERVING EDUCATION, HEALTH CARE, AND INDUSTRY SINCE 1924

SERVICES

- Layout & Design
- Project Management
- Construction
- Consulting / Training

PRODUCTS

- Porter Athletic Equipment
- Action Athletic & Wood Flooring
- Traction Athletic Flooring
- List Lockers
- Irwin Auditorium Seating

OFFICES

Chicago
445 Eisenhower Ln S.
Lombard, IL 60148

Tel: 630-812-0020
Fax: 630-812-0018

Minneapolis
430 Industrial Blvd.
Minneapolis, MN
55413

Tel: 612-331-4880
Fax: 612-378-2236

SEE & SIGN PAGE 2 for Terms & Conditions

This proposal is based upon usage of the AGC/ASA/ASC "Standard Form Construction Subcontract", 1996 Edition or a subcontract form otherwise acceptable to Haldeman-Homme, Inc.

TERMS: Net 30 Days

ACCEPTED: Company _____

RESPECTFULLY,

Name _____

HALDEMAN-HOMME, INC.

Date _____

By 

PURCHASE ORDER # _____

Gavin Wilk

Note: This quotation is offered for acceptance within 30 days and is subject to revision beyond that time.

TERMS AND CONDITIONS

General

These terms and conditions are a component part of the attached proposal and constitute the entire agreement between Haldeman-Homme, Inc. and any of its subsidiaries. By signing the proposal, Customer acknowledges that they understand and accept the proposal and the following terms and conditions. All work shall be done in accordance with the attached proposal unless otherwise provided for in writing and signed by Haldeman-Homme, Inc. Applicable sales, excise and use taxes are not included unless otherwise stated in the proposal. Tax exempt entities hereby agree to furnish tax exemption certificates when requested on non-taxable materials. Material Only Contracts: Responsibility for the unloading, handling, storage and installation of material transfers to the Customer upon shipment from the factory. Customer is responsible for receiving, unloading and inspecting materials and filing freight claim for any shortage or damage of materials. Delivery and freight charges are not included unless otherwise stated in the proposal.

Site Conditions

A smooth, level and clean sub-floor shall be provided or as required by Haldeman-Homme, Inc. Maintain environment at proper temperature (55-80 degrees F.) and humidity (35-50%) before, during and 30 days following installation. Delays due to circumstances beyond the control of Haldeman-Homme, Inc. shall entitle Haldeman-Homme, Inc. to an equitable adjustment of time and contract price.

Acceptance

This proposal may be accepted within 30 days subject to credit approval. Haldeman-Homme, Inc. reserves the right to revoke this offer prior to acceptance by customer.

Installation

This proposal assumes unloading and elevator use shall be conducted during normal business hours. This proposal is based on completing the work during normal business hours. Overtime, evening and weekend work is available at additional charge. Customer agrees to provide Haldeman-Homme, Inc. with sufficient and timely unloading facilities, dock and elevator access as needed at no additional cost to Haldeman-Homme, Inc. Customer shall provide temporary, secure storage for materials prior to installation. Customer shall provide adequate electrical power, lighting, water and restroom facilities during installation. Customer shall provide area that is free and clear and prepared for installation.

Engineering

All engineering, proposal drawings, specifications shall represent Haldeman-Homme, Inc.'s investment in engineering skill and development and remain the property of Haldeman-Homme, Inc.. Such are submitted with the understanding that the information will not be disclosed or used in any way detrimental to Haldeman-Homme, Inc.'s interests.

Changes

Any requests for changes to the scope of work shall be made in writing with signed acceptance by authorized personnel from Haldeman-Homme, Inc. and Customer.

Liability

Haldeman-Homme, Inc. shall not be liable for damages in any form or any other claim arising out of strikes, floods, fire, accidents, or any other causes beyond our control. Haldeman-Homme, Inc. shall not be liable for liquidated, consequential or any other damages or penalties of any kind for delays in completion of work. Haldeman-Homme, Inc. indemnity obligations to the Customer and owner are limited to the liability created by the gross negligence of Haldeman-Homme, Inc., its employees or subcontractors. In the event the terms of this agreement conflicts with the Customer's proposal or purchase order the parties acknowledge and agree the terms of this agreement shall control.

Payment

Payment in full will be due and payable thirty (30) days from invoice date. Customer agrees to pay progress-billing invoices during the course of the project reflecting partial shipment of material and/or partial completion of labor work performed. Where materials are stored or staged temporarily at the job site or in offsite or bonded warehouse, customer shall pay for materials and reasonable storage charges. The failure of the Customer to make payments within contract terms shall entitle Haldeman-Homme, Inc., in addition to all other rights, to suspend all work and shipments and shall further entitle Haldeman-Homme, Inc. to an extension of time of performance of the work. No payments shall be withheld from or penalties assessed against Haldeman-Homme, Inc. due to causes for which Haldeman-Homme, Inc. is not responsible.

Customer agrees that, if the billed amount is not paid within terms, a service charge will be charged on the overdue balance at a percentage rate of 1.5% (18% ANNUAL PERCENTAGE RATE) for all accounts. If the customer fails to pay the entire unpaid balance on the account when due Haldeman-Homme,





HALDEMAN – HOMME, INC.

SERVING EDUCATION, HEALTH CARE, AND INDUSTRY SINCE 1924

SERVICES

- Layout & Design
- Project Management
- Construction
- Consulting / Training

PRODUCTS

- Porter Athletic Equipment
- Action Athletic & Wood Flooring
- Traction Athletic Flooring
- List Lockers
- Irwin Auditorium Seating

OFFICES

Chicago
445 Eisenhower Ln S.
Lombard, IL 60148

Tel: 630-812-0020
Fax: 630-812-0018

Minneapolis
430 Industrial Blvd.
Minneapolis, MN
55413

Tel: 612-331-4880
Fax: 612-378-2236

Inc. may without further notice or demand, exercise all rights and remedies available by law for the collection of the balance due on the account. Haldeman-Homme, Inc. reserves the option to exercise its lien rights at all times in accordance with applicable law to secure collection of amounts due. Applicant will be liable for all expenses of collection with or without suit, including all court costs and reasonable attorney's fees to the extent under applicable state law. Venue shall be the State District Court of Minnesota.

Disputes

Customer and Haldeman-Homme, Inc. hereby agree that disputes between the parties which cannot be settled amicably, shall be settled through the State District Court of Minnesota.

Cancellation

An officer of Haldeman-Homme, Inc. must approve cancellation requests in writing. In order to compensate Haldeman-Homme, Inc. for its investment in engineering, time, processing and administrative work, approved cancellations shall be subject to cancellation charge of 25% of the contract amount plus the cost of materials produced or in production, labor or other services performed, freight, taxes and any other out of pocket expenses incurred by Haldeman-Homme, Inc.

Warranty

THE MANUFACTURER EXPRESS WARRANTY IS PROVIDED IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED. THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE HEREBY DISCLAIMED BY HH/HAL.

Insurance

Haldeman-Homme, Inc. maintains insurance and will provide certificates of insurance if requested on coverage and limits as provided by its insurance policy. No other insurance coverage is provided including waiver of subrogation or additional named insureds.

Codes

Customer, architect and/or contractor shall be responsible for all local, state and federal agency code compliance, permits, fees, design, engineering and testing. Haldeman-Homme, Inc. does not provide professional liability insurance for any of these services. Costs for any and all such services are not included in this proposal.

Signature _____



MEMORANDUM NO. M16-138

TO: All Committees
FROM: Dean R. Bostrom, Executive Director
Craig Talsma, Deputy Director/Director A&F
Mike Kies, Director of Recreation
John Giacalone, Director Park Services/Dev & Risk Mgmt
Gary Buczkowski, Director Planning & Development
Brian Bechtold, Director Golf Operations
RE: Balanced Scorecard
DATE: December 8, 2016

Background

According to the definition from Wikipedia, “*the **Balanced Scorecard (BSC)** is a strategy performance management tool - a semi-standard structured report, supported by design methods and automation tools, that can be used by managers to keep track of the execution of activities by the staff within their control and to monitor the consequences arising from these actions*”

The phrase 'Balanced scorecard' is commonly used in two broad forms:

- 1. As individual scorecards that contain measures to manage performance, those scorecards may be operational or have a more strategic intent; and*
- 2. As a Strategic Management System, as originally defined by Kaplan & Norton.*

Key components in utilizing the Balanced Scorecard methodology

- its focus on the strategic agenda of the organization concerned*
- the selection of a small number of data items to monitor*
- a mix of financial and non-financial data items.”*

Implications

The District continues to refine our Balanced Scorecard and have made certain adjustments to ensure that the measurement values that we utilize are relevant and functional. The goal is to provide a snapshot view of these key components at a specific point in time and to have an annual year to year comparison. This allows us to determine on a very broad spectrum the direction in which the District is moving.

These key components are not being analyzed on a valuation to current budgets or forecasts as much as to the same time period in previous years. Those types of evaluations are provided in the monthly Recreation Committee participation reports and the financial statements in the A&F Committee reports. The Balanced Scorecard comparison gives us a broad overview as to the direction the District is moving with regard to our overall mission, values and goals. The Balanced Scorecard has been updated to report quarterly numbers and compare these numbers to previous quarters. This is then done for the year to date (YTD) totals as well.

Certain numbers that are included may have changed and if significant we have included a small note under the measurement definition.

Recommendation

Staff recommends that the Rec Committee recommend the Board approve the Balanced Scorecard for the third quarter 2016.



Balanced Scorecard 2016

District Goals	District Objectives	Measures	Quarter 3 2015	Quarter 3 2016	YTD thru September 30, 2015	YTD thru September 30, 2016
Provide healthy and enjoyable experiences for all people	Offer healthy and enjoyable experiences that promote equal access	Number of programs/sessions/ participants	1,089 sessions offered 773 sessions ran 9,094 participants	943 sessions offered 630 sessions ran 8,970 participants (annual program #'s will be reported Q4)	2,375 sessions offered 1,601 sessions ran 16,019 participants	2,086 sessions offered 1,428 sessions ran 15,353 participants (annual program #'s will be reported Q4)
		Number of facility memberships/visits 2016 includes new BPC passes	7,360 memberships 232,005 visits	7,583 memberships 84,547 visits	7,360 memberships 232,005 visits	7,583 memberships 265,736 visits
		Daily paid facility useage	\$120,435	\$94,636	\$216,493	\$219,520
		Number rounds (inc BPC events) / baskets	15,073 rounds 9,473 baskets	13,651 rounds 8,133 baskets	26,389 rounds 17,204 baskets	26,068 rounds 17,289 baskets
	Achieve customer satisfaction and loyalty	Community and participation survey data related to overall satisfaction and retention by percentage	92.7% overall satisfaction	92.7% overall satisfaction	92.7% overall satisfaction	92.7% overall satisfaction
	Connect and engage our community	Number of special events (not inc free) & participation	4 events 96 Participants	2 events 169 Participants	14 events 900 Participants	11 events 1,191 Participants
		Number of free events	15	16	24	31
		Number of Partnerships/ Coop agreements	36	36	36	36
		Increase in Digital Marketing/Social Media Engagement	Mobile App Users (135) Heparks.org Hits 57,150 Online Brochure Hits 3,718 WebTrac Hits 6,079 Social Media/FB Likes 97	Mobile App Users 83 Heparks.org Hits 54,854 Online Brochure Hits 3,011 WebTrac Hits 6,188 Social Media/FB Likes 139	Mobile App Users 1,354 Heparks.org Hits 163,072 Online Brochure Hits 9,875 WebTrac Hits 19,553 Social Media/FB Likes 1,975	Mobile App Users 1,608 Heparks.org Hits 160,823 Online Brochure Hits 8,788 WebTrac Hits 20,932 Social Media/FB Likes 2,433
		Number of Foundation events/participants	1 event/64 participants 1 board mtgs	1 event/130 participants 1 board mtg	3 events/316 participants 4 board mtgs	3 events/341 participants 4 board mtgs 1 retreat

District Goals	District Objectives	Measures	Quarter 3 2015	Quarter 3 2016	YTD thru September 30, 2015	YTD thru September 30, 2016
<i>Deliver Financial Stewardship</i>	Achieve annual and long range financial plans	Percental of operational revenues to expenses (excludes D/S and Capital)	109.98%	131.17%	109.98%	112.44%
	Generate alternative revenue	Total revenue: Grants	\$16,760	\$2,600	\$31,620	\$3,220
		Total revenue: Sponsorships	\$28,473	\$71,086	\$69,355	\$161,469
		Total revenue: Rentals	\$288,699	\$262,914	\$846,839	\$898,173
		Total revenue: Misc.	\$8,701	\$18,945	\$52,457	\$50,240
	Utilize our resources effectively and efficiently	Percentage of assets to liabilities	2014 - 103.00%	2015 - 103.00%	2014 - 103.00%	2015 - 103.00%
<i>Achieve Operational Excellence and Environmental Awareness</i>	Create and sustain quality parks, facilities, programs and services	Community survey data related to overall condition of parks and overall quality of programs and services	Next survey 2019	Next survey 2019	Next survey 2019	Next survey 2019
	Utilize best practices	Accreditation score: CAPRA	Next review 2018	Next review 2018	Next review 2018	Next review 2018
		Accreditation score: Illinois Distinguished	Next review 2016	Next Review Q4 2016	Next review 2016	Next Review Q4 2016
		GFOA-Certificate of Achievement for Excellence in Financial Reporting	Applied for FYE 2014	Applied for FYE 2015	Applied for FYE 2014	Applied for FYE 2015
		PDRMA score	Next review 2017	Next review 2017	Next review 2017	Next review 2017
		NAEYC	Next review 2018	Next review 2018	Next review 2018	Next review 2018
		Transparency score	Unchanged	Unchanged	Unchanged	Unchanged

District Goals	District Objectives	Measures	Quarter 3 2015	Quarter 3 2016	YTD thru September 30, 2015	YTD thru September 30, 2016
	Advance environmental and safety awareness	PDRMA score	Next review 2017	Next review 2017	Next review 2017	Next review 2017
		No. of accident reports	34 reports filled out 0 generating insurance claims	56 reports filled out 0 generating insurance claims	156 reports filled out 3 generating insurance claims	226 reports filled out 3 generating insurance claims
		Environmental Scorecard	97% Review Year 2015	97% Review Year 2015	97% Review Year 2015	97% Review Year 2015
		Natural Area/ Wetland Parks Burned	(0) In House (0) Contracted	(0) In House (0) Contracted	(24) In House (4) Contracted	(24) In House (4) Contracted
Promote Quality Leadership and Services	Develop leadership that ensures workforce readiness	Number of internal training sessions	(1) FT Staff mtg (1) AED Medic courses (3) Hoffman U (0) Parks	(1) FT Staff Mtg (1) AED Medic Course (5) Hoffman U (36) Parks	(3) FT Staff mtg (4) AED Medic courses (12) Hoffman U (40) Parks	(3) FT Staff Mtg (3) AED Medic Course (19) Hoffman U (76) Parks
	Build organization culture based on 1-2 Care Values	Team building events / Discussions With Dean	(3) Discussions w/Dean (1) Team Builder	(1) Discussions w/Dean (1) Team Builder	(10) Discussions w/Dean (2) Team Builder	(6) Discussions w/Dean (5) Team Builder
	Promote continuous learning and encourage innovative thinking	External conferences, sessions, workshops and seminars	IAPD, PGA, PDRMA, IPRA, PGA, AMA, Steven Covey, Ken Blanchard, Schaumburg Business Assoc., MIPE, NRPA	NWSRA, Chamber, HUSC (Hoffman United Soccer Club) Board Meeting, Schaumburg Business Assoc., IAPD	IAPD, PGA, PDRMA, IPRA, PGA, AMA, Steven Covey, Ken Blanchard, Schaumburg Business Assoc., MIPE, NRPA	IAPD, PGA, PDRMA, IPRA, Chamber, Schaumburg Bus. Association, District 211 Focus Grp, NWSRA, Mayor's Update, Hoffman HS Advisory, ProConnect, MIPE, Mayor Recept., Village Bon Appetite, NIU, Legal Symposium

MEMORANDUM NO. M16-143

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Brian Bechtold, Director of Golf Operations
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Sandy Manisco, Communications and Marketing Superintendent
Debbie Albig, Manager of Community Centers
Cathy Burnham, General Manager of Sales & Operations
RE: Board Report
DATE: December 05, 2016

Recreation and Facilities Division



UPCOMING EVENTS

- Dec 8 – 50+ Holiday Dinner Party
- Dec 10 – Breakfast with Santa
- Dec 10 – Winter Fest
- Dec 11 – All Aboard Storytime Train
- Dec 17 – Parent's Night Out
- Dec 18 – Dance Recital
- Dec 18 – Lincoln Park Zoo Lights trip
- Dec 23 – Jan 8 Preschool Winter Break

Snapshot Summary/Highlights:

- We have established an agreement with Harper College where they are offering 6 programs (8 classes) at our facilities. These new programs that we are offering do not conflict with our current classes. Programs offered this past season included:

Intro to Banjo	3	Tai Chi	24
Chair Yoga	21	Fencing	30
Yoga, Next challenge	6	Total participation =	84

Staff was trying to offer programs that are currently not being offered at the park district or the focus was to add additional times for like type services.
- Youth basketball registration went very well this season; they are currently up 12.8% from this time last year (46 participants). NEW this year, Hoffman Estates Youth Basketball night is on December 9th at the Windy City Bulls game. Each player gets 1 free 100 level ticket. Each additional ticket bought by family for the game, \$10 of that ticket will go back to the Friends of HE Parks.
- During the month of November Mike Kies the Director of Recreation & Facilities taught a class at the IPRA Professional Development School in Galena IL. The topic was on leadership styles and organizational behavior.

- Currently the STAR program is going strong with over 213 participants ahead of this time last year. This equates to a 33.3% increase in participation from this time last year.
- The PSS&WC management team successfully completed the project to refinish the wooden floors in the group fitness rooms (spin room and large group fitness room). During the project, the majority of the group fitness classes were temporarily moved to the PSS&WC gymnasium, with select classes being moved and offered at the Triphahn Center. The PSS&WC team worked with the C&M department to develop “break out” schedules for the 2 weeks of the group fitness classes, specifying location and any additional changes, to the PSS&WC patrons. The modified “break out” schedules will be available via the PSS&WC website and posted throughout the facility. While the floors look exceptional, the odor from the polyurethane coating is still lingering within the large group fitness room. Additional efforts continue to be made to increase ventilation of the region.
- As part of the Hoffman U program, the Medic AED, CPR, and First Aid class was offered to all HEPD team members on November 12th. Enrollment reached the maximum participation level of 24. The 2017 schedule is currently being confirmed.
- The renovation of the north side has started and will continue through June. Staff is looking forward to the new space.

Volunteers Summary:

- Human Resources processed 5 new volunteers.
- Administrative staff was contacted by 1 additional individual seeking volunteer opportunities.
- The 50+ group had 10 volunteers for a total of 4 hours.
- Youth sports had 6 volunteers for volleyball, soccer had 48 volunteers and basketball had 66 volunteers for a total of 558 volunteer hours in the youth sports area. The Raptors had 15 volunteers for 100 hours for Raptor maintenance and phone / office activities.



Youth Athletics

Youth Baseball/Softball

- NEW this year to close out a successful baseball season on November 10th we had an “open baseball/softball” day. Set up like an open gym players were encouraged to come out with their friends/family to Cannon Crossing and get one more day of baseball in. HEPD got the fields looking great and turned the lights on for the players. We had about 30 players show up and take advantage of the nice weather, one more night of baseball and some Chicago Cubs barraging.

Baseball Field Rentals

- Baseball field rentals for Cannon Crossing are booked every weekend from April 15th 2017 to July 8th 2017. It will be a busy spring/summer season at Cannon next year!

Youth Basketball

- Teams began practice the week of November 28th. 3/4 boys and 7/8 boy's leagues have already filled up! It will be Hoffman Estates Youth Basketball night on December 9th at the Windy City Bulls game. Each player gets 1 free 100 level ticket. Every additional ticket bought by Mom and Dad for the game, \$10 of that ticket will go back to the Friends of HE Parks.

	1/2 coed	3/4 boys	5/6 boys	7/8 boys	3/4 girls	5/6 girls	total
2015	79	76	73	42	29	13	312
2016	79	80	59	80	32	28	358 +46

- Boys Feeder Basketball- Boys feeder basketball will bring in an additional 39 players. Teams began practice the first week of November and will start playing in tournaments towards the end of December. They have been a great addition to our program. This allows players in our league with talent to move up to a more competitive league once they reach 6th grade and still stay with the park district.

Youth Outdoor Soccer

- Fall soccer has ended. Indoor sessions will begin in Mid-January.

Adult Softball/Football/Basketball.

- Adult Softball and Football finished their season the week of November 14th. Adult basketball will begin it
- s post season tournament on December 20th.

Gymnastics/Dance

- The second session of fall gymnastics began the week of 10/24. Registration is at 194 students, 2015 -185 registered.
- Tickets have gone on sale to participants for the Winter Dance Showcase event. This year's event will be at Schaumburg High School on Sunday, 12/18. There will be a 10:00 and 12:15 show.



Early Childhood

	11/2015	11/2016	Var. +/-
Three-school 16-17	13 TC 13 WRC	14 TC 9 WRC	+1 TC -4 WRC
2's Playschool 16-17	29 TC 24 WRC	26 TC 15 WRC	-3 TC -9 WRC
Preschool 15-16	125 TC 66 WRC	134 TC 67 WRC	+ 9 + 1
Early Learning Center*	35	39	+4
Total Preschool	305	304	-1
*Full Day Program			

STAR

	11/2015	11/2016	Var. +/-
District 54	272	357	+85
District 15	37	61	+24
WRC KSTAR	10	18	+8
District 54 Days Off	40 (1)	101 (2)	+61
District 15 Days Off	57 (3)	92 (4)	+35
School Age Totals	416	629	+213

- We added a new option for KSTAR for participants to attend only until 2:30pm to meet the high demand from the community. Currently there are 4 children enrolled in this option.
- With the additional participants in the KSTAR program we brought on an additional staff member to work on the higher enrollment days.
- There was an additional day off for Election Day this year.
- Preschool donated car loads of food to the Schaumburg Food Pantry and Palatine Food Pantry from our food drive before Thanksgiving.



50+ Club

Membership	1/1-11/15	1/1-11/16	+/- Var.
Total	557	597	+40

Classes offered in November

- Basic Exercise, Gentle Yoga (resumed with 3 new instructors), Line Dance, Spanish, Tai Chi, Write It Now!

Athletic opportunities offered in November

- Balloon Volleyball (Wkly), Billiards, Pickle ball (indoor), Ping Pong, Volleyball and Walking Path

Upcoming trips

- Trips complete for 2016/Begin 2017 1/12, Holocaust Museum, 1/25, Windy City Bulls which includes 50+ Center fundraiser

Evening/Special Programs in November

- Pub Quiz Night (3rd Thursdays/5:30 pm) – 26 participants - held at BPC

Friday post lunch programs (November)

- 11/4 Music & the Brain/Journey Care
- 11/11 Walk PSSWC Trail

Other

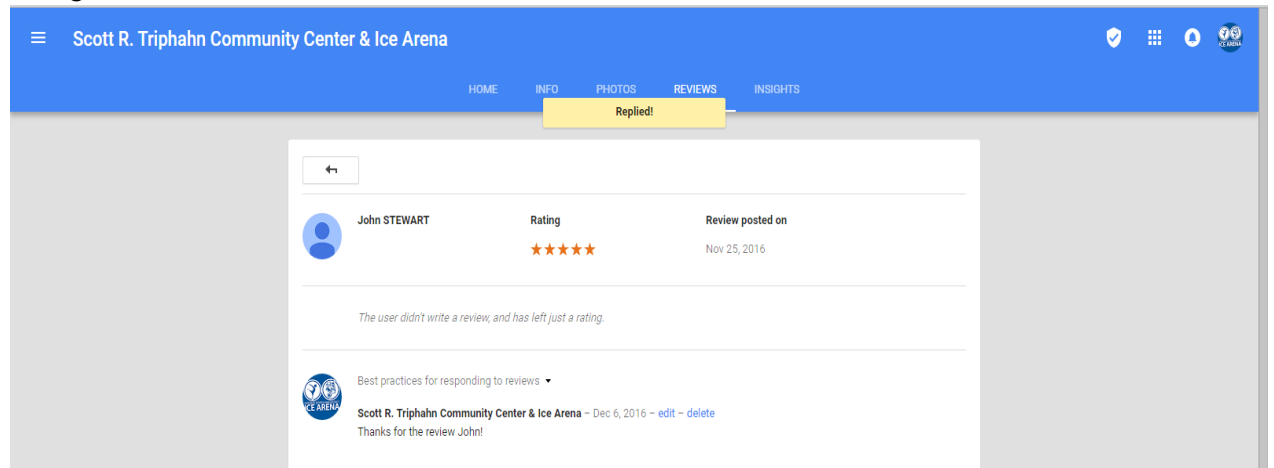
Free Adult Health Clinic – combined with/Flu Clinic for Public & Staff - 15 drop-ins
 2016 Sponsorships/Donations/Commissions / Grand Total: \$10,205
 Volunteers – 10 persons, 4 days, 5 hours (including packing 50+ Center and décor)
 Posted for Writing instructor and 50+ Assistant



TESTIMONIALS & SOCIAL MEDIA COMMENTS

On Facebook, Google Plus, Yelp, Twitter, etc.:

Google:



I.C.E Academy

- An Ice Exhibition will take place at 2pm on Saturday Jan. 7th. This will include solo skaters and pairs.
- A new freestyle skate procedure was implemented to encourage parents and skaters from not stopping at the front service when participating in freestyle skate times.
- An ICE Academy staff meeting took place on Nov. 22.
- Staff is conducting session evaluations for skaters starting on Dec. 5. The evaluations will allow skaters to see where they are exceeding or the areas to focus on to move up to the next level. This tool also will allow parents to know where to register for the winter session.

Wolf Pack

- Development of a 6 and 8 year old mite program is underway. Registration may start in January if the number of skaters can support this program.
- Staff is working on the Off Ice program development for the spring season.

Ice Rink Information

- Staff secured an April tournament similar to that of the Bauer Invite held in Nov.
- Staff will be doing maintenance work in the skate rental room in Dec.



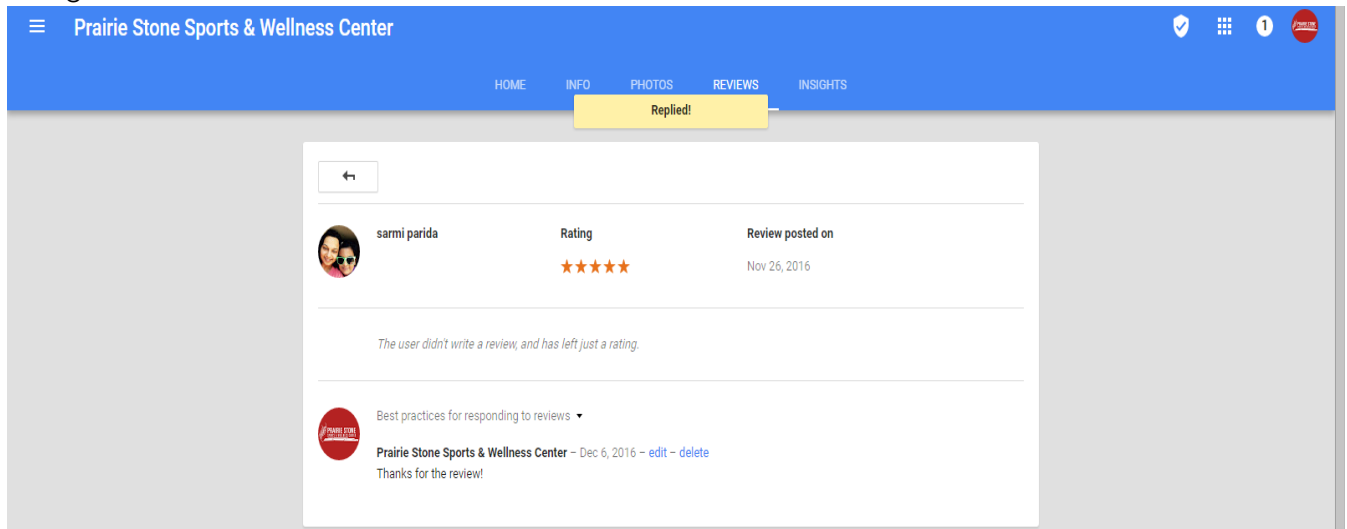
Prairie Stone_™ Sports & Wellness Center

November Membership Totals	<u>2015</u>	<u>2016</u>	<u>Var. +/-</u>
	3067	2942	- 125

TESTIMONIALS & SOCIAL MEDIA COMMENTS

On Facebook, Google Plus, Yelp, Twitter, etc.:

Google:



Member Services

- During the month of November Member Services team exceeded their net membership goal by 21 memberships, (the goal was 5 and they achieved 26).
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships in November with 6 referrals completed.
- The PSS&WC enrollment special was also advertised on each of the following:
 - District's electronic marquee signs throughout the community
 - VHE electronic marquis located at the corner of Shoe Factory Road and Beverly
 - Full page direct mail postcard (15K).
 - The ENROLLMENT FEE banner on the north side building exterior
 - Both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the community. The HEPD bi-monthly Eblast included the enrollment promotion details, and targeted emails through Retention Management continued to be sent throughout the month to promote the club cash incentive for member referrals.
 - Facebook and the HEPD and PSS&WC websites (scrolling banner updates); the Black Friday special was 'boosted' on Facebook throughout the weekend.
- The number of credit card denials following November billing continued at a consistent pace in comparison to the previous recent months. The Member Services

team resumed efforts to contact members proactively to obtain updated information for billing continued via mail and email during the month of November. These efforts also included phone calls and person-to-person contact upon check in at the Service Desk. While the Member Services team successfully managed the 90-day collection effort, significant collections were also achieved at the 60-day and current month levels, which translate to fewer potential 90-day cancellations after the New Year.

- Windy City Bulls players have begun to utilize the club for individual workouts while the team has also begun to practice in the gymnasiums during the month of November. Digital ads have been created for placement on the PSS&WC and WCB websites, which highlight the newly established relationship.

Operations and Fitness Departments:

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of November. Although birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.
- PSS&WC Managers have secured a new vending machine vendor for PSS&WC, TC, and WRC. Absolute Vending provides a variety of healthy snack options that are appealing to guests/members of each facility. Pepsi also delivered a third vending machine in the café area that dispenses a healthy selection of Pepsi beverages (i.e. Propel, Aquafina Splash, Gatorade G2 etc.). The General Manager of Sales & Operations and the Operations Manager met with a representative from Absolute Vending regarding the interest in adding an additional vending machine for a wider assortment of healthy beverages and potentially gourmet coffee selections. Intentions are to renovate the café area in FY17 to transition it to a more comfortable working lounge space, increasing seating areas for members and guests to relax in following workouts or during special club events in the gymnasium. A demo for the new coffee dispensing/vending option will be set up in the café area during the month of December for members to use after which an assessment of viability for future use will be determined.
- A lighting project was completed within the month of November, converting the west gymnasium to LED lighting, improving efficiency as well as illumination within the space. The middle and east gym will be completed within 2017.
- PSS&WC has an upcoming Nutrition Workshop, Holiday Eating, taught by *Kathy Brown* on Monday December 5th 6:30-7:30pm.
- The personal training department has two new staff members who we are hoping to bring on as Personal Trainers once they become certified, *Toma Kpandeyenge* and *Anthony Perry*.
- Within the area of group fitness class participation has remained steady. Highlighted classes include:
Dance Party Fusion 30-40 Pump and Abs 25-30 Gentle Yoga 20-25
- Fitness department is holding "Restorative Yoga Week" the entire week after Christmas.

PSS&WC Swim Lessons

- Second session of fall swim lessons has started. We are currently 13 participants ahead of last year's 203 enrollment with 216 enrolled for the second session.
- Private lessons are slowly trickling in since we re-opened the pool.

Climbing Wall

- Youth classes for the climbing wall continue to hold steady with 8 participants in both the 6pm & 7pm classes Wednesday nights. Because of the consistent numbers and the number of returning climbers we are able to split the program into a beginner class and an intermediate climbing class.
- To attract more attention to the Climbing Wall we are offering a Members Challenge the month of December. King/Queen of the mountain is broken into 4 categories, male and female, under 40, 41+. The goal is to be the fastest up the wall in your category to win prizes. We received gift certificates from Nike, LL Bean, and Cabela's for the winners in each category.

Early Childhood Programming

- Kids First Sports Soccer continues in its popularity. We are averaging between 15-20 participants per class.



Triphahn Center

Triphahn Center Fitness and Operations:

<u>Membership</u>	<u>11/2015</u>	<u>11/2016</u>	<u>Var. +/-</u>
Fitness	898	857	(41)

General Summary:

- Dance World was held on 11/12.
- Church Groups as well as Volleyball rentals have all secured rentals for 2017. One church group has already paid off 2017 in full!
- Facility Manager and program managers have been preparing for the north side renovation project, to begin on 12/7.



Willow Recreation Center

<u>Membership Fitness/Racquetball Totals</u>	<u>11/2015</u>	<u>11/2016</u>	<u>Var. +/-</u>
Fitness & Racquetball	368	330	(38)

General Summary:

- We have entered into an agreement with Harper College where they are offering some classes at our facilities. The agreement is based on a 70/30 split (HEParks is receiving the 30%). The 30% revenue generated from these classes for the session is \$3,096.



Dog Off-Leash Areas

Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 148, Palatine 46, Barrington 22, Schaumburg 45, Arlington Heights / Mt. Prospect 6, Inverness 34. Additional towns are Rolling Meadows, Elk grove, Hanover Park & Streamwood.
- There were 37 guests to Bo's Run in October compared to 16 in November 2015.

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 176, HE – 83, Streamwood 70. Schaumburg – 22. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

<u>Dog Park Passes</u>	<u>11/2015</u>	<u>11/2016</u>	
Bo's Run	253	295	
Freedom Run	294	312	
Combo	<u>77</u>	<u>76</u>	
Total:	624	683	Var. +59



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Winter Guide and Registration, youth sports programs, 50+ events, trips and programs; Winter Fest, Breakfast with Santa, Holiday Break

Field Trips, 50+ Holiday Dinner Party, Parent's Night Out, Giving Tree, Seascape Pass Winter Sale, Hockey and Figure Skating, BPC Holiday Parties.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

VIDEO

This month, we featured the video "Wolf Pack Squirts" on our website homepage. Starting Dec. 1 we began featuring the "I Love HE Parks Photo Contest".

PRESS RELEASES/PUBLIC RELATIONS

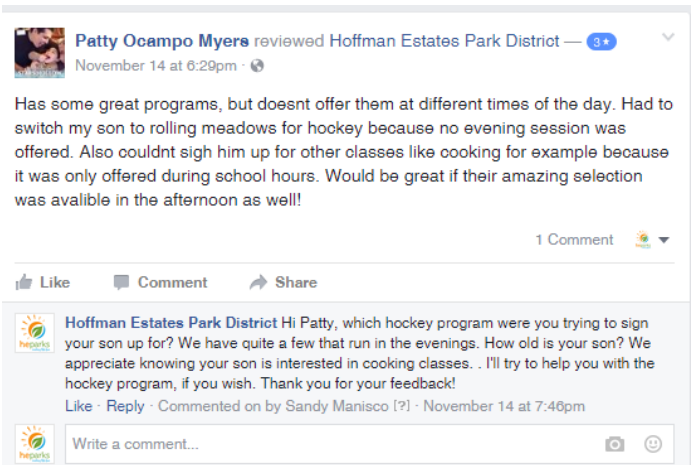
Articles that were printed or appeared online on the newspaper websites will be attachments at end of the Board Report:

- Winter Registration Begins Mon. Nov. 21 at Hoffman Estates Park District
- New Smoking Ban Ushers In A Healthier New Year
- Breakfast With Santa & Winter Fest listings in Daily Herald Community Calendar

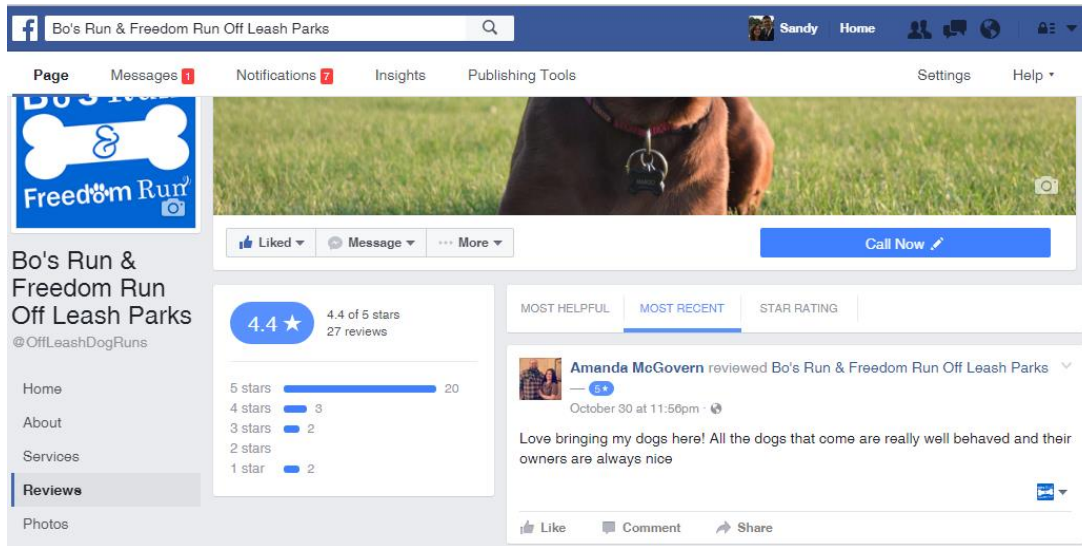
The following are press releases that were sent to the newspapers, but not picked up for print:

- Hoffman Estates Park District Receives Illinois Distinguished Accredited Agency Award
- Sleigh Rides, Games, Ice Sculptures and S'mores at Hoffman Estates' Winter Fest
- Hoffman Estates Park District Wins Grant and Two Prestigious Awards at Illinois Association of Park Districts

Facebook Reviews:



The screenshot shows a Facebook review from Patty Ocampo Myers, dated November 14 at 6:29pm. The review text reads: "Has some great programs, but doesnt offer them at different times of the day. Had to switch my son to rolling meadows for hockey because no evening session was offered. Also couldnt sign him up for other classes like cooking for example because it was only offered during school hours. Would be great if their amazing selection was available in the afternoon as well!". Below the review, there is one comment from Hoffman Estates Park District, dated November 14 at 7:46pm, which responds: "Hi Patty, which hockey program were you trying to sign your son up for? We have quite a few that run in the evenings. How old is your son? We appreciate knowing your son is interested in cooking classes. . I'll try to help you with the hockey program, if you wish. Thank you for your feedback!". The interface includes "Like", "Comment", and "Share" buttons, and a comment input field at the bottom.



MARKETING DASHBOARD



Mobile App Downloads – Source: Apple iTunes & Google Play reports

The app has been available since April 25, 2014. C&M continues to promote various features of the app to increase usage. Below is a chart showing progress over the previous 10 months. In October, 667 mobile app users had Push Notifications turned on.

Feb 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016	Sept 2016	Oct 2016	Nov 2016
1,412	1,412	1,421	1,429	1,525	1,560	1,602	1,547	1,530	1,461



Mobile Access – Source: Google Analytics

Desktop numbers have leveled off instead of declined. This may indicate that we've hit at saturation point – there will always be a certain number of visitors that will visit via desktop. Mobile visits are about equal to desktop. (NOTE: “Prior to” column indicates how users accessed HEparks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.)

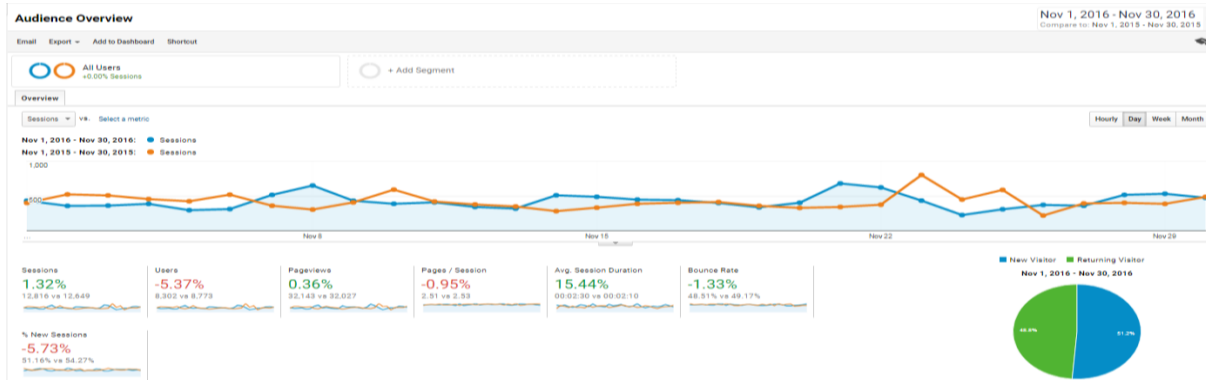
Source:	Prior to App & responsive web:	Nov 1-30, 2015	Nov 1-30, 2016	Change from last year
Google Analytics	Feb 2013-Feb 2014			
Desktop	63%	49%	52%	+3%
Mobile	27%	41%	42%	+1%
Tablet	10%	9%	5%	-4%

*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach. (<http://time.com/3532882/people-arent-buying-tablets/>)



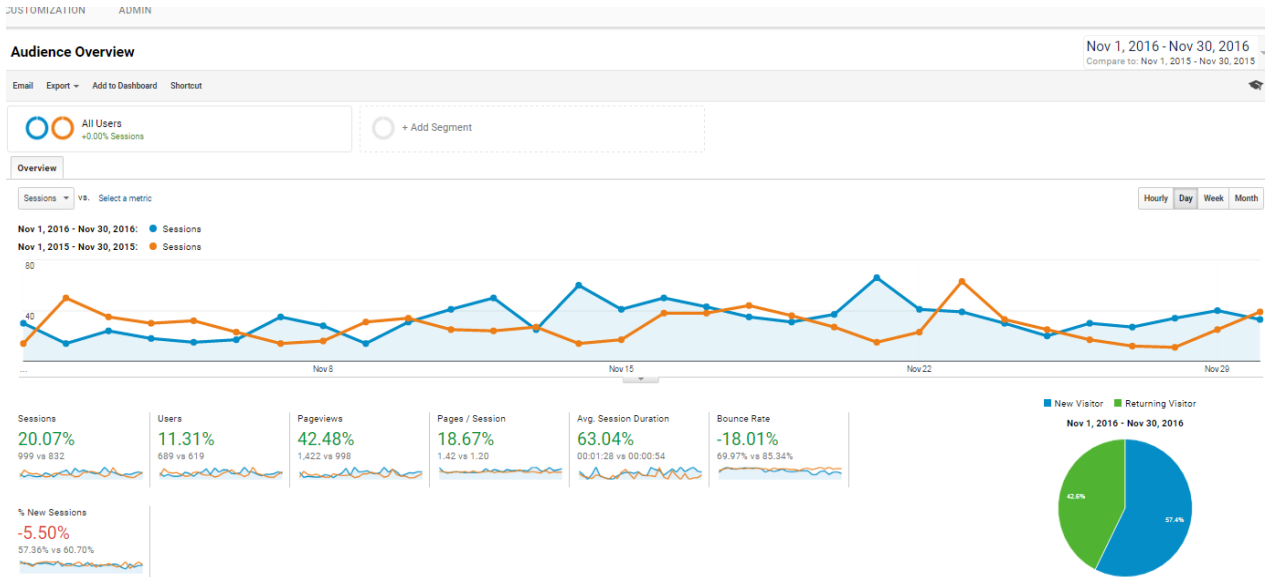
Website HEParks.org – Source: Google Analytics

Hits to the website are level.



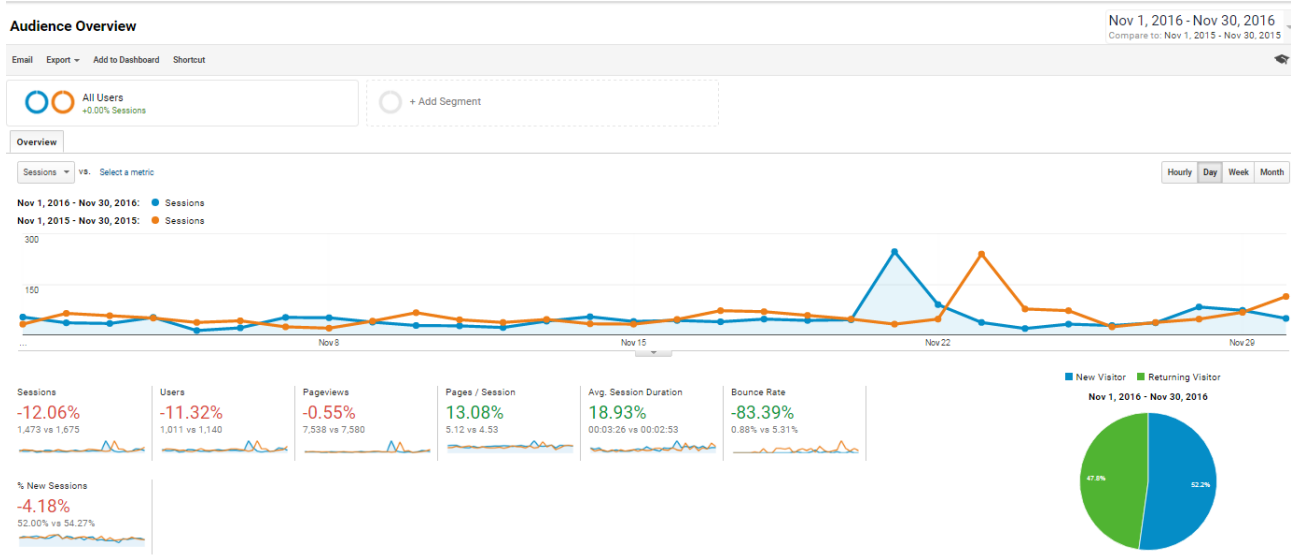
Program Guide Online – Source: Google Analytics

Hits to the online program guide are way up this month, likely due to Fall Registration; fall sessions began this month.



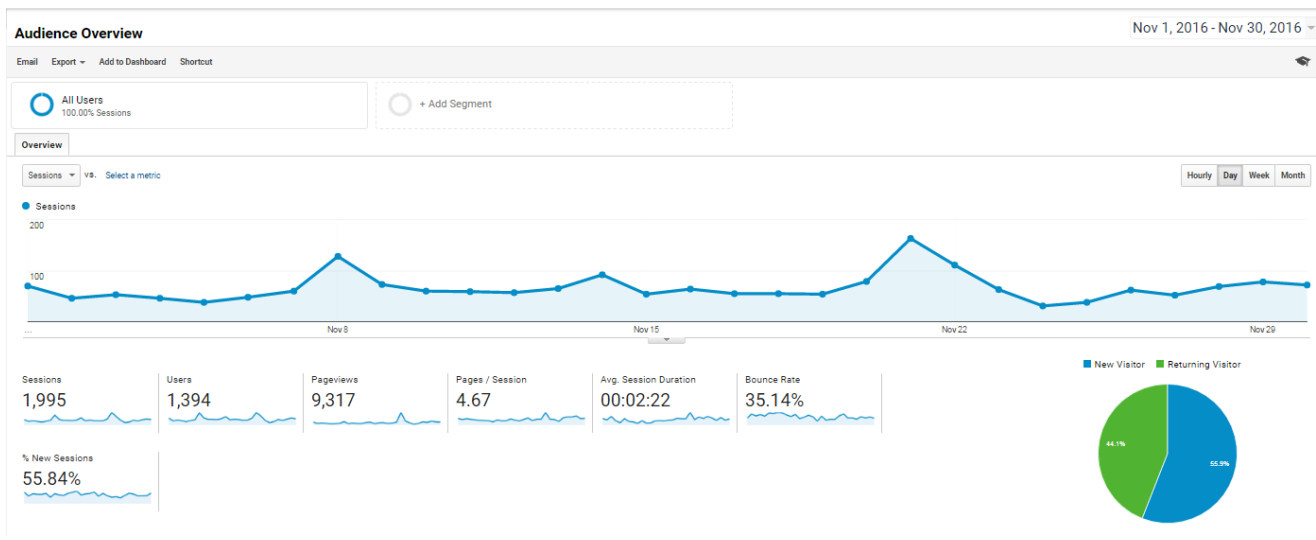
WebTrac/Online Registration Page Hits – Source: Google Analytics

Hits to online registration have dropped this month as we have been driving more users to the mobile WebTrac page, with the increased use of mobile devices for web browsing. In electronic marketing, links go primarily directly to Mobile WebTrac pages.



Mobile WebTrac – Google Analytics

(Tracking began December 1, 2015; comparative data will be available Dec 2016.) The number of people accessing Mobile WebTrac from their mobile devices is slightly higher this month than those browsing WebTrac with a PC. A strategy we use that is having a great impact is that when we post links on web, email and social media we typically link directly to mobile online registration pages. Unfortunately, we have found that the program details are harder to view on the Mobile WebTrac, so programs that we think are important to view the details are directed to another source, such as PDF of the program guide or regular WebTrac.



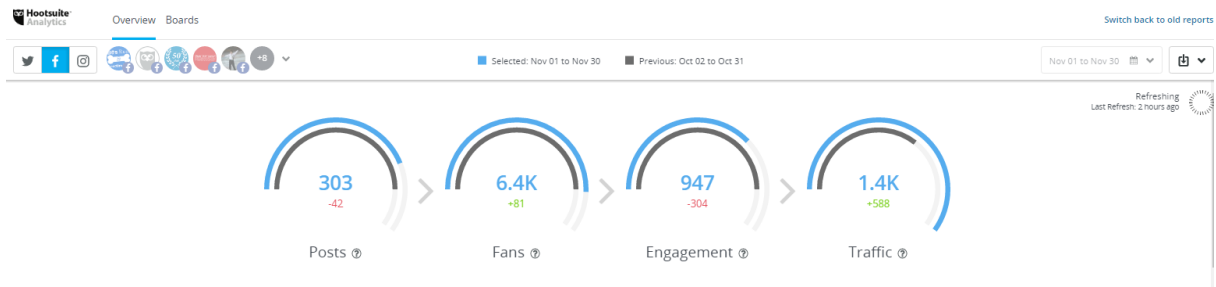
Facebook Reach

Facebook fans will now be reported as a total of all Facebook pages throughout the district, including:

- Select all Clear all
- Bo's Run & Freedom Run Off L...
- Bridges of Poplar Creek Count...
- HE Parks 50+ Active Adults Club
- HE Parks Preschool
- HEPD Ice Arena
- HEPD Youth Theater
- Hoffman Estates Park District
- Prairie Stone Sports & Wellnes...
- Seascap Family Aquatic Center
- Triphahn Center
- Triphahn Fitness Center
- Vogelei Park
- Willow Recreation Center

Total fans for all pages as of Nov 30, 2016: 6,429

Our goal is engagement. See the chart below for a list of our most successful posts this month.



Top Post this Month: Achieved a total of 3,201 impressions



Top 5 Most Successful Posts November 1-30, 2016

Post Message	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
Good morning Hoffman Estates ☀️🍁 With autumn in full bloom, what is your favorite memory from this colorful season? Share a photo and a small caption for a chance to be reposted! Don't forget to tag us @HEParks 🍁🍁	Photo	11/8/16 8:12 AM	3201
Whoo hoo! HE Parks brought home 2 prestigious awards last month: Art In the Park and Best Green Practices. http://ow.ly/CiuP3063GQC	Photo	11/14/16 6:35 AM	2892
Kids got a chance to try out this fun sport. Were you here? Feel free to tag yourself, if you wish!	Photo	11/12/16 10:00 AM	2845
Open Pop Up #Baseball Games #tonight only. Lights will be on 5-9PM for one last night of baseball The weather is beautiful and this event is free! Wear your favorite #ChicagoCubs gear. Early Bird rate for Spring Baseball starts 11/21 - Save \$20. http://ow.ly/DZuO30632VA	Photo	11/10/16 8:32 AM	2710
This just in! Windy City Bulls chose Prairie Stone Sports & Wellness Center as Official Practice Center http://ow.ly/QNmK305yPcn	Photo	11/1/16 7:03 AM	2666

Top 10 Highest Posts since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: https://goo.gl/X71UZs	Photo	8/15/16 10:29 AM	6714
This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM http://ow.ly/TY6l3037o3z	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers comes to Black Bear Park for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/13/16 12:55 PM	6167
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! http://ow.ly/XyalQ Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119
#Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/10/16 12:56 PM	5506
Due to weather conditions, we will be postponing our Pokémon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!	Photo	8/27/16 7:30 AM	5285

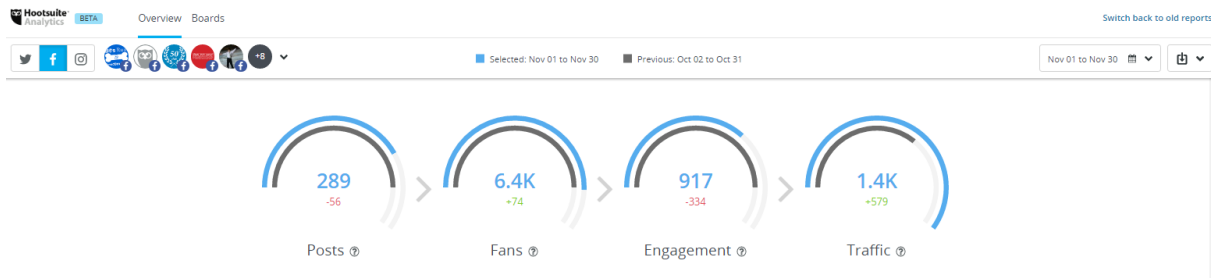
Tomorrow! Come to the Open House for 50+ Active Adults! 9-11 AM Wed 8/17 at Triphahn Center http://ow.ly/soW53036YZb	Photo	8/16/16 9:45 AM	5220
Wine lovers get your tickets for Uncorked & Untapped event at Bridges of Poplar Creek 9/23. http://ow.ly/Hj2x303tEf	Photo	8/22/16 12:55 PM	5164
Congrats to August Best of Hoffman Chip Mahr who helped create a Monarch habitat in Hoffman. http://ow.ly/AS69303xt8r	Photo	8/24/16 7:00 AM	5130



NEW! Engagement Report for All HE Parks' Facebook Pages

Source: Hootsuite

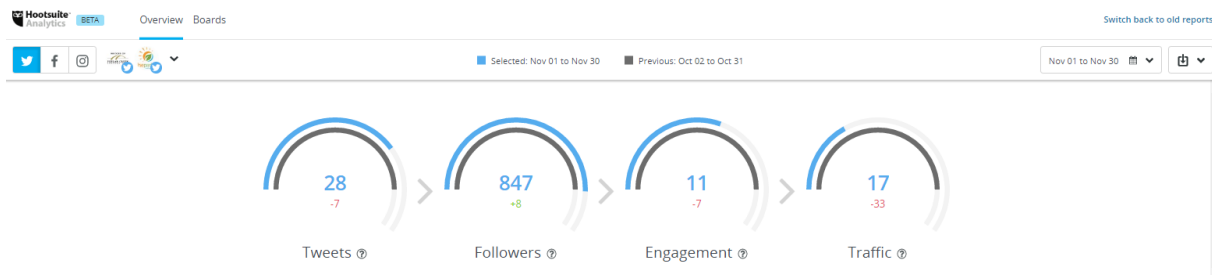
All Facebook pages:



NEW! Twitter Analytics

Source: Hootsuite

@HEParks & @BridgesofPCGolf Twitter



HE Parks' Twitter account

Source: Twitter

@HEParks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan16	Feb16	Mar16	Apr16	May16	June16
Followers	707	713	718	726 +1%							
Impressions	7,146	5,599	5,973	3,964							
# of tweets	41	20	32	22							

Account home
HEParks entertainment Page updated daily


28 day summary with change over previous period

Tweets 22 \downarrow 33.3%	Tweet impressions 3,964 \downarrow 33.3%	Profile visits 59 \downarrow 13.2%	Mentions 1 \downarrow 50.0%	Followers 726 \uparrow 7
---------------------------------	---	---	----------------------------------	-------------------------------

Nov 2016 • 29 days so far...

Top Tweet earned 271 impressions

#Teen Center is the place to chill! #Free! Pool, ping pong, video games. Tues & Fri 6:30-8:30pm @HoffmanTweets
ow.ly/Kb2Z305kNCx
pic.twitter.com/2Wlji2mrl




View Tweet activity

Top mention earned 191 engagements

Windy City Bulls
@windycitybulls · Nov 15

Throwing it back to our @JRNBA clinic with the @HEParks. Teamwork makes the dream work. #TeamworkTuesday
pic.twitter.com/UmBy18rnel



View Tweet

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

NOV 2016 SUMMARY

Tweets	24	Tweet impressions	4,246
Profile visits	59	Mentions	1
New followers	8		


Top Follower followed by 452 people

Channahon Park Dist
@ChannahonPark · FOLLOWERS YOU

View profile

Top media Tweet earned 200 impressions

This just in! Windy City Bulls Choose Prairie Stone Sports & Wellness Center as Official Practice Center
ow.ly/QNmk305yPcn
pic.twitter.com/Hxi902pb3




View Tweet activity


Enrich your Tweets with Twitter Cards

Using Twitter Cards gives you greater insight into your URL clicks, app installs, and Retweets.

[Learn more about using Cards on Twitter](#)

 **NEW! Instagram Reports**
Source: Instagram
@HEParks





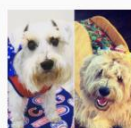
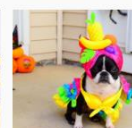


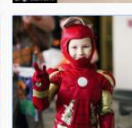
	Aug16	Sept16	Oct16	Nov16	Dec16	Jan16	Feb16	Mar16	Apr16	May16	June16
Followers	86	91 +5%	109 +19%	107 -1%							
# of posts	10	9	23	8							



heparks Edit Profile ...

114 posts 107 followers 185 following

HE Parks The award-winning Hoffman Estates Park District proudly offers first-class parks, facilities, programs, and services to over 50,000 diverse residents.
www.heparks.org



Conversion Rate – What percentage registered online?

More and more people are registering online. Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. Mobile-friendly email template began Nov 2015. Progress is being made each year in online registrations:

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
thru 11/30, 2016:	36.51%



Email Blast Results, Constant Contact

	<u>Sent/Open</u>	<u>Mobile</u>	<u>Bounces</u>	<u>Clicks</u>	<u>Unsubscribes</u>
2016 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8%	0.22%
Hoffman Happenings 11/8	19.5K/17.7%	63%	1.6%	9.4%	.2%
50+ Newsletter November	988/37%	58%	1.5%	14.6%	.1%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

Clicks = Contacts who clicked on a link within our email.



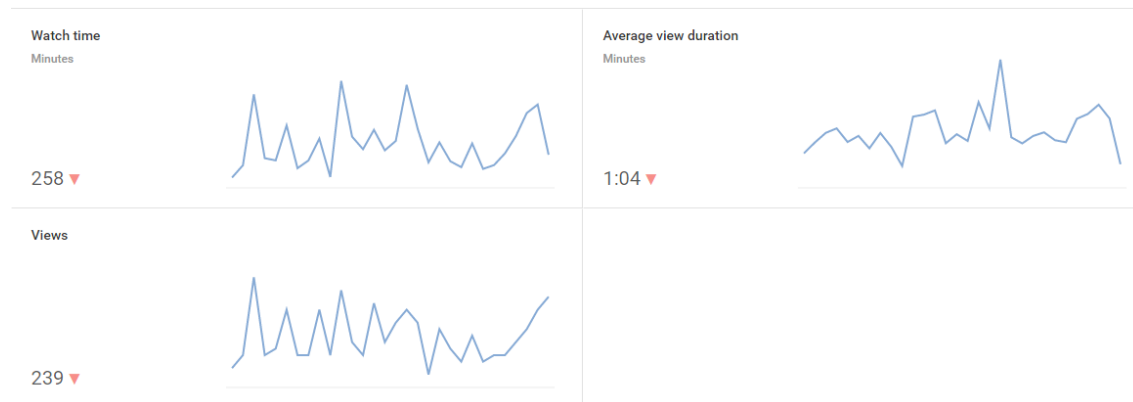
YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days.



Hoffman Estates Park District HE Parks ©
Created: Jul 28, 2009 • Videos: 190

Last month (Nov 1, 2016 – Nov 30, 2016)



Top 10 Videos		Browse all content	
Video	↓ Watch time (minutes)	↓ Views	
What is Pickleball?	69 27%	48 20%	
Park Info: Playground Workout, Bench Pushup	57 22%	63 26%	
Wolf Pack Hockey Hosts Krolak Cup	32 12%	14 5.9%	
Park Info: Thor Guard	22 8.5%	15 6.3%	
Aqua Fit Swim Aerobic Class at Prairie Stone ...	15 5.7%	12 5.0%	
Park Info: What Is Bioswale?	13 4.9%	9 3.8%	
Hoffman Estates Park District National Gold ...	6 2.3%	3 1.3%	
Figure Skater Mary Ellen Gabler presented by ...	6 2.2%	6 2.5%	
Me & HEPD: Joe DeMaria and Nico Muira, Se...	6 2.2%	8 3.3%	
Swing Set Dedication Sept 17 2014	6 2.2%	2 0.8%	

Bridges of Poplar Creek Board Report

General Programs

- The weather was great and Turkey Shoot had a full field on November 5th with 106 participants. This 2 person event featuring 3 different formats. 6 Holes Scramble, 6 Holes Alternate Shot, and 6 Holes Best Ball. After the round they enjoyed a fantastic buffet put on by our staff. Each participant also received a 10 to 14lb turkey which was always big hit. Congratulations to this year's champions: 20LB Division = Danny Kwilas & Casey Gugh (69), 15LB Division = Jeff Sydanmaa & Courtney Driscoll (73), 10LB Division = George Burgett & Paul Duski (77).

Golf Rounds

ROUND TOTALS			
2013	2014	2015	2016
878	452	1,198	2,118
YTD ROUND TOTALS			
2013	2014	2015	2016
31,463	29,776	30,199	31,248

Range Information

RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
176	94	332	582
YTD RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
17,917	18,444	18,480	18,802

Pass Sales

Resident Annual	3
Resident Individual	138
Resident Junior	1
Resident Senior	91
Total Resident Passes Sold YTD	233

Preferred TT Pass	104
Non-Res Individual	20
Non-Res Junior	0
Non-Res Senior	58
Total Non - Resident Passes Sold YTD	182

Communications & Marketing

Marketing/Advertising

- We did 4 Email Blasts advertising Turkey Shoot, Winter Fest along with Breakfast with Santa, Cubs \$20.16 Special, and other seasonal specials and events.

Food & Beverage

For the month of November we had a total of 15 events: (16 Events in 2015)

The breakdown is as follows:

5 breakfast meetings servicing 128 people
1 Turkey Shoot
1 birthday luncheon servicing 40 people
1 ceremony and reception servicing 167 people
1 reception only servicing 117 people
1 church dinner servicing 245 guests
3 showers servicing 146 guests
1 anniversary dinner servicing 37 guests
1 DEA Nation Dinner servicing 120 guests

We currently have 14 events booked for December (15 Events in 2015)

5 Breakfast meetings servicing 115 people
1 wedding reception servicing 250 people
1 holiday luncheon servicing 40 guests
1 50+ holiday dinner servicing 100 people
1 continental breakfast servicing 80 guests
1 all-day meeting and hors d oeuvre reception servicing 50 guests
1 breakfast with Santa servicing 475 guests
3 room rental only church group 160 guests

Wedding Count Update:

2017 = 8 ceremony and reception, 3 reception only, 2 ceremony only

We are currently offering variety of promotions based on time of season and date.

2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only

Golf Maintenance Summary

Bridges of Poplar Creek Country Club

The maintenance crew finished phase one of the bunker renovation on November 11th. All of the sand has been removed from bunkers, drainage has been inspected, cleaned and replaced if needed and drain lines have been backfilled with new pea gravel. The bunkers are now ready for the second phase of the bunker project in the spring which will consist of compacting the soil/clay, adding our new sand and repairing certain bunker edges. This phase will be completed in early spring weather permitting. In preparation for winter we performed a needle tine aerification to six of our greens that have struggled in the past with winter damage. The needle tine process puts a very small hole in the surface of the green to a depth of six inches and allows a channel for water/snow to travel through frozen ground and not remain on the crown of the plant. Following the needle tine process we applied two separate application of snow mold protection to the greens. This year we used some different products with a heavy green dye to coat the turf and allow it to absorb more heat when the sun is out come early spring. The final process is to bury the greens in sand to protect the plant from possible ice damage, this is always a waiting game and watching what Mother Nature has in store for us. We chose to bury the greens on December 1st with the forecast of snow in the future. While working on the bunkers and getting ready for winter the maintenance team has been able to keep up with regular setup of the golf course and the following task:

- Final mowing of all surfaces
- Blowing and mulching leaves
- Herbicide applications to all tallgrass and low maintenance areas
- Removal of course accessories
- Storing majority of driving range accessories
- Filling divots on tee boxes and select fairways
- Equipment repairs and daily checks

Sign up for winter programs at Hoffman Estates Park District

Submitted by Hoffman Estates Park District

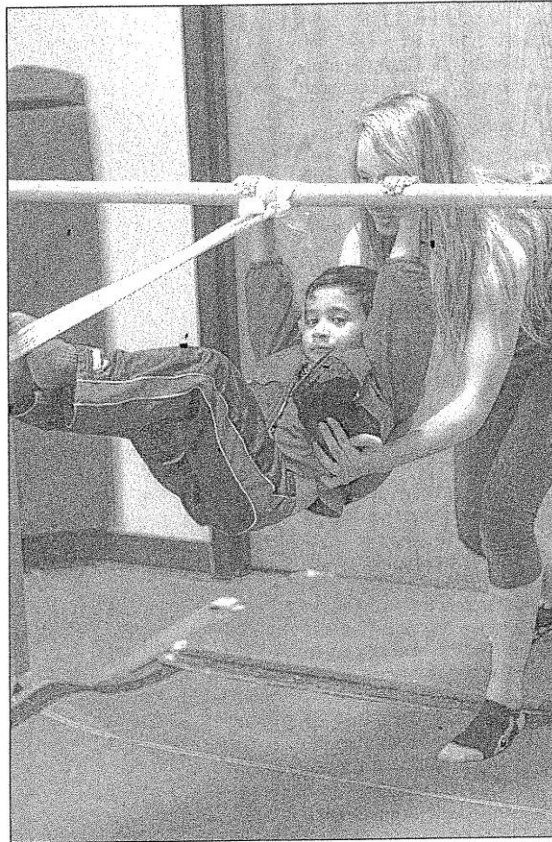
The Hoffman Estates Park District announces that registration for winter programs opens at 8 a.m. Monday, Nov. 21, online at heparks.org and at all HE Parks facilities. Winter Guides were mailed to every household in Hoffman Estates and is also available online at heparks.org.

New this season is a class for kids ages 4-11 called Ninja Warrior. In this class, kids will gain endurance and strength with climbing, crawling, jumping, flipping, hanging and swinging. The class is similar to the popular television show with the same name.

The class is offered Wednesdays at Vogelei Barn from 10-10:45 a.m. for kids ages 4-6 and 6:45-7:30 p.m. for kids ages 6-11. For information, contact Program Manager Jody Dodson at jdodson@heparks.org or (847) 285-5432.

For adults, HE Parks added a Wiffle Ball League. Teams are being recruited now for a competitive and a noncompetitive league. The games will be played at Cannon Crossings Park starting in April. For information, contact Athletic Manager Kyle Thomas at kthomas@heparks.org or (847) 285-5429.

The 50+ Club is planning a group trip to Niagara Falls in April, 2017. The popular trips sell out quickly, as they are affordably priced and provide a stress-free travel experience for adults ages 50 and older. For information, contact 50+ Coordinator Rica Cuff at rcuff@heparks.org or (847) 885-7500, ext.



COURTESY OF HOFFMAN ESTATES PARK DISTRICT

New this season at the Hoffman Estates Park District is a class for kids ages 4-11 called Ninja Warrior. Registration for this class and all winter programs opens 8 a.m. Monday, Nov. 21, online at heparks.org and at all HE Parks facilities.

626.

In addition to programs, the Winter Guide also includes park and facility information and a list of all winter events, including Winter Fest, Breakfast

with Santa, the Daddy-Daughter Dance, Mother-Son Date Night and more.

Visit heparks.org to browse all the park district has to offer in 2017.



COURTESY OF SMANISCO@HEPARKS.ORG

Beginning Jan. 1, smoking will be prohibited at all Hoffman Estates Park District properties, except for Bridges of Poplar Creek Country Club.

Smoking will be banned at Hoffman parks in 2017

Submitted by Hoffman Estates Park District

There is no better time than the present to stop smoking. That's because beginning Jan. 1, smoking will be prohibited at all Hoffman Estates Park District properties, except for Bridges of Poplar Creek Country Club.

All facilities and parks will be smoke free, including electric cigarettes. This ban was put in place because establishing a smoke-free park system directly supports its mission "to provide healthy and enjoyable activities" in its facilities and parks.

H.E. Parks made the decision because the effects of smoking and secondhand smoke are the cause of many diseases and health conditions leading to hundreds of thousands of deaths annually.

"The park board of commissioners felt that this step was necessary to fully encourage a healthy lifestyle for all our residents," said park board President Mike Bickham.

"People come to our parks and facilities to take part in healthy activities. We don't think they should be exposed to secondhand smoke in the process."

The Grim Statistics

The health effects of smoking and secondhand smoke exposure are numerous. Here

are some facts, according to the American Lung Association and the Centers for Disease Control. (sources: Lung.org and CDC.gov)

- Smoking causes death. More than 438,000 Americans die every year from smoking. Yet, these deaths can be avoided. Death by smoking is the leading cause of preventable death by such diseases as cardiovascular disease and lung cancer.

- Secondhand smoke causes death. More than 41,000 people die from exposure to secondhand smoke each year. These deaths also can be prevented.

- Smoke increases illnesses in children. Kids exposed to secondhand smoke suffer more illnesses during their childhood, including asthma and ear infections.

- Smoking increases SIDS in infants. Exposure to secondhand smoke increases healthy infants' risk of Sudden Infant Death Syndrome.

- Smoking generates pollution. Millions of cigarette butts are littered each year across the country.

"Hundreds of children visit our facilities and parks each day," said Executive Director Dean Bostrom. "Seeing adults smoking outside our facilities and in our parks sets a poor example for our impressionable young people.

Encouraging a healthy lifestyle for everyone is our main goal."

About H.E. Parks

Providing first-class parks, facilities, programs and services for a dynamic community of more than 50,000 in the Northwest suburbs of Chicago, H.E. Parks operates two community centers, twin ice arenas, a premier 18-hole golf course, state-of-the-art fitness center, family aquatic center and more than 70 parks.

Facilities include Triphahn Community Center & Ice Arena, Willow Recreation Center, Bridges of Poplar Creek Country Club, Prairie Stone™ Sports & Wellness Center, Seascape Family Aquatic Center and Voegel Park & Barn.

In 2013, H.E. Parks was accredited by the Commission for Accreditation of Park and Recreation Agencies. It has been recognized as an Illinois Distinguished Park and Recreation Agency by the Illinois Park and Recreation Association and is the recipient of the National Gold Medal Award for Excellence in Parks & Recreation Management by the National Recreation & Parks Association; the highest national honor in the public recreation category.

For information, visit heparks.org or call (847) 885-7500.

HOLIDAY FESTIVALS & EVENTS

Lake. Northwest Indiana Symphony Orchestra returns for annual holiday concert with festive combinations of contemporary and classic hits. Tickets start at \$52. (815) 356-9212 or www.rauecenter.org.

Breakfast with Santa: 9 a.m. Saturday, Dec. 10, Twin Lakes Recreation Area, 1200 E. Twin Lakes Ave. Palatine. Food, games, crafts, entertainment and Santa Claus. \$5-\$14, must register in advance. Sign up at Rose Park, 530 S. Williams Ave. Palatine.

Breakfast with Santa: 9 a.m.-noon, Saturday, Dec. 10, Bridges of Poplar Creek Country Club, 1400 Poplar Creek Drive, Hoffman Estates. \$10.95-\$19.95; 4 and under free. bridgesofpoplarcreek.com or (847) 781-3658. Stay for Winter Fest, a free event running concurrently at Bridges with sleigh rides, games and crafts.

Lambs Farm Breakfast with Santa: 9, 10:30 a.m. and noon, Saturday and Sunday, Dec. 10 and 11 and 17 and 18, Magnolia Cafe & Bakery, 14245 W. Rockland Road, Libertyville. \$7.95-\$16.95. Reservations: (847) 362-5050. www.lambsfarm.org.

Doll Tea with Fancy Nancy: 10:30 a.m. and 2 p.m. Saturday, Dec. 10, Arlington Heights Historical Museum, 110 W. Fremont St., Arlington Heights. Tea served in the 100-year-old N.M. Banta house, displays of our historic Martha Mills doll collection, the Lorraine Korenthal dollhouses. Sandwiches, homemade sweets, steaming pots of tea and a festive punch. For 5 and older. \$25, register at <https://apm.activecommunities.com/ahpd/> or call (847) 255-1225.

Palatine Children's Chorus Holiday Performances: 1 p.m. and 3 p.m. Saturday, Dec. 10, 2016, Cutting Hall, 150 E. Wood St., Palatine. Music of the holidays in these annual performances. \$10. www.cuttinghall.org.

Vernon Hills Chamber Choir: 1:30 p.m. Saturday, Dec. 10, Cuneo Mansion & Gardens, 1350 N.

Milwaukee Avenue, Vernon Hills. Choirmaster Jeremy Little and the Vernon Hills High School Chamber Choir offer a seasonal performance. Free.

"Magical Holiday Concert": 2:30 and 7:30 p.m. Saturday, Dec. 10, and 2:30 p.m. Sunday, Dec. 11, Hemmens Cultural Center, 45 Symphony Way, Elgin. Elgin Symphony Orchestra with the Elgin Master Chorale, Anima-Glen Ellyn Children's Chorus, Midwest Dance Collective and soprano Marisa Bucheit, as well as special visitor from North Pole. Tickets \$30-\$50. (847) 888-4000 or elginsymphony.org.

Sing-Along Messiah: 4 p.m. Sunday, Dec. 11, Raue Center for the Arts, 26 N. Williams St., Crystal Lake. Voices in Harmony with 25-piece orchestra, McHenry County Chorus, soloists, and projections of calligraphy by Timothy Botts. Tickets start at \$15. (815) 356-9212 or www.rauecenter.org.

Elgin Krampusnacht Krawl: 4-10 p.m. Saturday, Dec. 10, Side Street Studio Arts, 15 Ziegler Court, Elgin. To celebrate the alternative holiday season and help get ready for the Elgin Krampus Krawl, they will walk from the lights on the Riverside Drive, up Chicago Street to the studio for a reception featuring performances, costumes and libations. www.facebook.com/KrampuslaufElginIL.

B96 Jingle Bash: 6:30 p.m. Saturday, Dec. 10, Allstate Arena, Rosemont. Performances by Britney Spears, Shawn Mendes, Fifth Harmony, The Chainsmokers, G-Eazy, OneRepublic, Dnce, Alessia Cara. \$35-\$175, plus \$15-\$20 parking. <http://www.rosemont.com>.

"The 12 Dames of Christmas": 7 p.m. Saturday, Dec. 10, Elgin Community College Blizzard Theatre, 1700 Spartan Drive. Angela Ingersoll captures the iconic voices of the holiday season, like Brenda Lee, Judy Garland, Eartha Kitt, Julie Andrews, and Marilyn Monroe, in this merry musical romp. \$30. tickets.elgin.edu. Preshow



Second City will present "Holidazed" at the Metropolis Performances in Arlington Heights Dec. 28-31.

HOLIDAY HAPPENINGS

FRIDAY, NOVEMBER 11, 2016

Bring in this ad and get \$5 OFF
Exp. 12/31/16



DORFLER'S MEAT MARKET

Order Your Fresh Thanksgiving Day Turkey Now!



Harrison Poultry
100% Natural

Orders placed by 11/19 are guaranteed. *Orders 11/19-11/23 are stock

Serving the Community Since 1978 with Quality Meats.

1182 McHenry Road, Buffalo Grove, IL 847-459-3060
www.dorflersmeats.com Mon-Fri: 9am-6pm, Sat: 9am-5pm

Ask about our Thanksgiving Dinner Catering Menu
Ask about our Customer Loyalty Program and start saving!

UPS We Ship Across the U.S. Regular Orders. Gift Orders.

Follow Us on Facebook  Accept All Major Credit Cards     

Snow Much Fun!

BARRINGTON

2016 Holiday Events

MERCHANT WINE WALK

November 19, 2016 Hours: 2:00 -
Begin the holiday season in Barrington with a shopping and sipping, at participating shops

SANTA COMES TO BARRINGTON

December 3, 2016 Hours: 9:00 a.m. -
A free Holiday Trolley will transport shoppers to the various shops

Candy Cane Festival

Foundry Shopping Center

10:00 am - 2:00 pm
Petting zoo
Reindeer antlers at Calico Corners
Model trains at Epicure Bistro
Barrington fire truck

Magical Return

The Shops on

11:00 am -
Cider and cookies at
1:30 pm - 3:30 pm
at Norton

Winter Wonderland

Ice House Mall

10:00 am - 3:00 pm
Mrs. Claus
Reading of The Nutcracker
Danceworks brings *The Nutcracker* to life
Milk and cookies at Chessie's
Holiday parade of characters

Annual Tree

Village Center

9:00 a.m. -
Visit with Santa at
1:00 pm - 4:00 pm
Carriage rides 1:00 pm - 4:00 pm
Holiday concert 5:00 pm
Lighting of the tree 5:15 pm - 6:30 pm

Visit EnjoyBarrington.com for additional details