



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, JANUARY 13, 2015
7:00 p.m.

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - November 10, 2014
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation, Facilities & Golf Report and 4Q2014 Goals / M15-001
 - B. Renaming of Highpoint Park / M14-145/137
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE TRIPHAHN CENTER, 1685 W. HIGGINS ROAD IN HOFFMAN ESTATES, UNLESS OTHERWISE SPECIFIED.

WE INVITE THOSE WHO MAY NEED AN ACCOMMODATION DUE TO A DISABILITY TO CONTACT US 48 HOURS IN ADVANCE. PLEASE CONTACT JANE KACZMAREK, EXECUTIVE ASSISTANT, AT 847-885-7500.



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**MINUTES
RECREATION COMMITTEE MEETING
November 11, 2014**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on November 11, 2014 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Dressler, Kaplan (7:10), Neel, Chairman McGinn

Absent: Comm Rep Koltz, Wittkamp

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

Audience: GM Golf Bechtold, IT Manager Agudelo, Commissioners Greenberg, K. Evans, Kilbridge, Mohan, President Bickham, Comm Reps Kinnane, Katis, Musial, Winner

2. Agenda:

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

3. Minutes:

Commissioner R. Evans made a motion, seconded by Comm Rep Dressler to approve the minutes of the October 7, 2014 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. **Old Business:**

None

6. **New Business:**

A. Recreation, Facilities & Golf Report/M14-129:

Commissioner R. Evans noted that the dates listed in the Rec Report were incorrect and should be **Saturday**, November 15th for the Make A Wish and Nutrition Workshop presently listed as Monday, November 15th. Chairman McGinn also noted that the facility numbers on page 9 and 13 had already been corrected.

Comm Rep Dressler made a motion, seconded by Commissioner R. Evans to send the report M14-129 to the board with the corrected dates. The motion carried by voice vote.

B. 2015 Budget /M14-120:

- Fund 02 (Rec & Facilities)
- Fund 11 (PSSWC)
- Fund 14 (BPC)

Deputy Director Talsma reviewed the items noting that the objectives were out of the ordinary items to be addressed and the budget was the funding to address those objectives.

He reviewed the \$1,000,000 in the Rec reserve fund explaining that they would be moving it to the Capital Fund because they will be releasing the bond. He also reviewed the 2% salary pool for increases along with the 2 full-time positions at PSSWC that were now being held as part-time positions and the full-time custodian to be hired for BPC. He noted that the tax levy remained constant and that PSSWC and BPC did not receive tax monies. He explained they were looking to increase TC and WRC memberships fees along with the 50+ group going from \$10 to \$15 annually.

He explained that PSSWC has refunded a bond earlier that had reduced their annual payments and that they were looking to contribute \$600,000 this year and \$550,000 in future years. He explained that BPC was funding \$100,000 of the debt and they would be replacing their full-time F&B Manager with two full-time people.

Comm Rep Neel asked about the utilities and Deputy Director Talsma explained that they had locked in at an incredibly low rate last time and while they were still at a very low rate this time around, however, it was 30% higher than the locked in rate from 3 years ago.

Commissioner R. Evans asked if an additional \$5 on the 50+ would be sufficient and Deputy Director Talsma noted that he believed it would be helpful enough.

Chairman McGinn asked about the indoor soccer program and Director Kies explained it was coming back from Grand Sports Arena as the district felt they could do a better job for the public. He noted it was a beginning program and would be held in the TC gym.

President Bickham asked about the membership increase notification and Director Kies explained that letters were sent approximately six weeks in advance of the increase.

Comm Rep Katis asked about the number of seniors and it was noted that while they had 1100 on the list, approximately 600 were active. Comm Rep Katis also asked about the bonds and Deputy Director Talsma noted that they got \$3,000,000 back through the debt service and that they would complete the release next week. It was noted that the interest was approximately 4.75% versus the 5.5 or 6% from previous years.

Comm Rep Utas asked if the district thought of Sears for the indoor soccer and Director Kies explained they were working now on programming for hockey and staff could check on indoor space for soccer also. He asked about the custodian at BPC and GM Golf Bechtold explained that a more qualified full-time person would be able to better deal with building issues that they had. It was noted that they would still use part-time staff for cleaning.

Objectives:

President Bickham asked about the WiFi at SFAC and Deputy Director Talsma explained that they were looking to set up WiFi through BPC, although Comcast was a second option. He explained that through Comcast, they would have to pay for 12 month service though where the point to point to BPC would be installation only and no charge for actual use. In any event, both options should be able to be completed by the opening of SFAC.

Comm Rep Neel asked about the Farmer's Market and Director Kies explained it was an objective for 2015, however they were not sure the farmer from 2014 would be able to participate.

Commissioner Greenberg asked about drop in league programs impacting the membership and Director Kies said he did not believe it would. Comm Rep Kaplan asked if the members did not pay for drop in and it was noted that they did not.

Commissioner Greenberg asked about refurbishing the activity pool ceiling for 2015 noting that it was just completed. Director Kies noted that the correct budget year would be 2016. It was also noted that the 30,750 rounds for BPC would be obtained in **2015** Season and that page 3 of the Golf Division Goals & Objectives (Goal 3/Initiative 1/Items 3 and 4) should read **Mower** not Mover and **Wall** not all.

Comm Rep Neel asked about the Gambling Machines and GM Golf Bechtold explained that they were beginning to pick up.

Comm Rep Dressler asked if there was somewhere that explained how the goals were achieved and Deputy Director Talsma noted that each division had a Working Plan to address the objectives.

Budget:

Deputy Director Talsma noted that next year the Baseball/Softball would be a part of the Rec Services section of the budget.

Commissioner Greenberg asked about the larger deficit for the SFAC with the high utility cost of water (leak) and Director Talsma explained that the district had already received a \$17,000 credit but it had posted in October missing this report's cut off.

Comm Rep Utas asked why the retaining wall was not listed on BPC Capitals and Deputy Director Talsma explained that it was under Fund 12 (Capitals) instead.

Comm Rep Dressler made a motion, seconded by Commissioner R. Evans to recommend the board approve the Goals and Objectives for Rec & Facilities, PSSWC and BPC and the 2015 Budget for Fund 02, 11, 14 with the corrections noted above. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Neel said the budget looked great.

Commissioner R. Evans agreed and noted that the pickle ball he saw at PSSWC had over 100 people in attendance.

Comm Rep Kaplan said it was a good budget.

Comm Rep Dressler said the budget was great and very easy to read. She also thanked BPC for participating in the Food Festival 11/20/14 and asked for volunteers and attendees. She also thanked Exec Asst

Kaczmarek on sending out the ribbon cutting film noting that the signs were beautiful.

Chairman McGinn said he viewed the hockey this past weekend and it was great. He commended the staff on the budget.

8. Adjournment:

Comm Rep Dressler made a motion, seconded by Commissioner R. Evans to adjourn the meeting at 8:00 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peggy Kusmierski
Recording Secretary

Memorandum M15-001

To: Recreation Committee
From: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Nicole Chesak, Superintendent of Recreation
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Cathy Burnham, General Manager of PSS&WC Sales & Operations
Sandy Manisco, Communications and Marketing Superintendent
Brian Bechtold, Director of Golf Operations
Date: 01/08/2015
Re: December Board Report

Facilities and Recreation Department

Upcoming Events:

- 1/10 – Night to Remember Ice Skating Exhibition – 11 AM and 6:30 PM – A night of figure skating, live classical music. \$8 per ticket, available at the front desk.
- 2/3 & 2/4 - Preschool Open House - Parents interested in registering their child for the 2015-2016 Hoffman Estates Park District Preschool – Half Day Program, are invited to attend.

Snapshot Summary/Highlights:

- Hoffman Estates Park District has earned the IPRA “Exceptional Workplace” award for 2014. (see attached)
- The Governor’s Office of Early Childhood Development in partnership with DCFS, DHS & the IL State Board of Education has developed a new quality rating and improvement system called ExceleRate Illinois. This program unifies all our state’s early learning programs under a common set of standards and publicly recognizes the achievement in a Circle of Quality. All licensed programs are entered into this program and given the level of “Licensed Circle of Quality”. Beyond this minimum level is a Bronze, Silver & Gold Circle of Quality. Since the HEPD preschool program is already nationally accredited, our program is eligible to skip immediately to the Gold Circle of Quality level. Staff submitted the application for the Gold level this month. If approved, HEPD would be the only park district with this distinction.
- Hoffman Stars Dance Company performed their holiday dances at the St. Alexis Children’s Hospital on December 7th. They collected and donated over 1,000 books to the children’s floor.
- The Winter Dance Showcase was on Saturday, December 20th. There was a 10:00, 12:00 and 2:00 show. Over 200 dancers were there to show off their winter themed dances. The show was held at Conant High School and went off without any problems.
- 50+ Active Adult Program Manager Rica Cuff was recognized at the December meeting of the Village of Hoffman Estates Board of Trustees. Rica was named “Great Citizen” for her efforts in volunteerism with the Village as well as her hard work and dedication to HEPD’s 50+Active Adults program.

- The Director of Recreation & Facilities Mike Kies was named incoming vice chairman for the Hoffman Estates Chamber of Commerce Board of Directors in 2015. He was also appointed to the IPRA Foundation Board for 2015.
- 50+ members read to ELC classes as part of 50+/ELC partnership. Polar Express ran on Saturday, December 6th. There were 2 groups that rode the train to Elgin with a total of 227 people enrolled.
- Zoo lights trip ran on Sunday, December 7th. It was a cold night but no snow or ice to make things slippery. There were around 20 no shows at the start of the trip and unfortunately no time to take the waitlist.
- The winter holiday skating exhibition will take place on Saturday January, 10. 65 skaters are registered to skate in the event. 58 took part in 2013.
- The Skate with Santa event took place at on Sunday, Dec. 14. Approximately 400 people attended.
- The year-end participation for all of the ICE Academy classes was outstanding. After completion of the winter camps the total participation for 2014 was an outstanding 1464 skaters. In 2013 the total participation 1054. As a program we increased by 410 participants.
- The year-end participation for all of the hockey/development classes was outstanding. After completion of the winter camp the total participation for 2014 was an outstanding 1471 hockey players. In 2013 the total participation 1246. As a program we increased by 225 players.
- The Parks team completed the remodeling and carpeting efforts within the Kids Korner. Included in the remodeling effort was a relocation and rebuild of the reception desk, which will allow for a larger and more comfortable reception/check in area for members. The project has been well received by members and employees and has greatly enhanced the appeal of the Kids Korner to prospective clients who tour the club with an interest in membership.
- Indoor private swim lessons ended the year very strong with 708 private lessons sold in 2014 compared to 538 lessons sold in 2013. Participants seem to enjoy the one-on-one instruction and flexibility of the private sessions.
- The Seascape winter sale was a success in 2014 and moving into 2015. The sale of 20% off the season pass and free HEPD coupon book valued at over \$60 ends 1/5. Currently 257 Seascape passes have been sold compared to 155 passes at this time in 2014. Beginning 1/6 Seascape will be promoting the "early bird discount" of 15% through the end of April.
- PSSWC personal training department, revenue was up 13% from 2013 to 2014.

New Programs & Services

- Winterfest was held on December 13th and was a very successful event. We are estimating approximately 900-1000 people were in attendance based on the amount of s'mores and crafts the district gave out. Thank you to all the staff, volunteers, board representatives and commissioners for your help and support.
- Staff is currently working with the NFL on a youth flag football league. Details will be in the spring guide.
- Staff is currently looking for space to offer badminton leagues and pickle ball classes.
- Gardening will be offered in the Spring Guide (the classes hosted by the Hoffman Estates Garden Club).

- Little Dribbler is a new contractual program set up for youth ages 4-6. This will be a great program to feed into the youth basketball leagues that start at 7 years old. This program has 7 players registered already for the first session that starts Jan 10th.
- Hoffman Estates high school varsity coach Todd Meador is offering a winter break camp fundamentals camp for the youth baseball players in Hoffman Estates. The camp will take place on Jan 2nd indoors at HEHS.
- Alden Poplar Creek is now volunteering to stuff our 50+ monthly newsletters sent to members without email addresses
- ICE Academy winter camp days were offered this season. These were daily registration rather than the typical camp week offering. 153 skaters took part in these one day's offerings over 6 days. That is an average of 25 skater's day for this camp.
- Wolf Pack Hockey camps were offered over the Holidays. The 2 camps were based on divisions with Mites/Squirts being the first week with 39 players taking part. Staff knew week 2 would be more difficult as a number of teams were in tournaments. So with enrollment being low it was decided to not offer camp after the New Year.
- There is a Boy Scout climbing wall merit badge class set to run on February 22nd from 8:30a-1:30pm. This program is for Boy Scouts who are looking to complete the requirements for the BSA climbing merit badge.
- The new TRX Circuit Classes have had 50, 5 packs sold to date.
- TC Facility Manager is working with Rainbow Vending to renew the vending contract with them. The goal is to increase healthy options to 75% of selections in vending machine.

Dance Programs Summary:

- Fall dance classes started the week of September 9th. More classes have been offered in the senior center to help with over booking the dance room.

<u>Program</u>	<u>2013</u>	<u>2014</u>	<u>Var. +/-</u>
Dance at TC	155	155	0
Dance at WRC	65	74	+ 9
HE Stars Company	25	24	- 1
Total			+ 8

- They also performed their dances at the Winter Fest on Saturday, December 13th at Bridges.

Hoffman United Travel Soccer Summary:

- Working on summer camp details.
- Practices are being scheduled at various facilities and schools.
- Season is ongoing.
- Indoor soccer is still taking registration and is set to start the season January 18th.

Youth Volleyball

YOUTH VOLLEYBALL DIVISIONS	2013	2014
5th Grade Girls	18	20
6th Grade Girls	20	17
7th Grade Girls	29	34
8th Grade Girls	31	37
5th Grade Boys	0	0
6th Grade Boys	1	1
7th Grade Boys	2	2
8th Grade Boys	1	5
TOTAL # OF Volleyball Players	102	116

- The HEPD received \$1,000 sponsorship for the youth volleyball league from Mathnasium in South Barrington.

Youth Basketball Season

- Practices have started on December 1st
- The goal is for each team to have at least 4 practices under their belt before their first game on January 10th.
- Over winter break 31 of the teams took advantage of practice time at the Triphahn Center and also at Willow Rec.
- Picture day is scheduled for January 3rd. This is the first year we will do pictures before the season starts. We hope this limits chaos on game days when pictures usually are and it allows us to get the pictures back in the parent's hands quicker.
- All staff and referee trainings took place in December. Each referee for grades 5-8th is required to be IHSA certified and turn in a copy of their certification

YEAR	1/2	3/4	5/6	7/8	3/4 girls	5/6 girls	7/8 girls	Girls Feeder	TOTALS
2013	80	100	95	84	20	10	20	0	409
2014	80	86	97	67	20	16	9	8	383

Adult Athletics Summary:

Program/Month/Year/Variance +/-	1/2014	1/2015	Var. +/-
Men's Basketball Teams	20	24	+4

Preschool / Early Childhood Summary

<u>Program</u>	<u>12/2013</u>	<u>12/2014</u>	<u>Var. +/-</u>
Threeschool 14-15	15 TC, 10 WRC	15 TC, 12 WRC	+2
2's Playschool 14-15	30 TC, 23 WRC	30 TC, 25 WRC	+2
Preschool 14-15	117 TC, 52 WRC	115 TC, 69 WRC	+15
Early Learning Center	27	28	+1
TOTAL Preschool	274	294	+20

STAR Before and After School Program Summary

Program/Month/Year/Variance +/-	12/2013	12/2014	Var. +/-
MacArthur:	45	41	-4
Lakeview:	43	38	-5
Fairview:	68	73	+5
Armstrong:	40	39	-1
TJ:	12	16	+4
Whiteley:	20	22	+2
Muir:	26	31	+5
Lincoln Prairie:	42	48	+6
Total	296	308	+12

- December's monthly theme was Winter Celebration and Family.
- Children participated various crafts and games surrounding winter and families, and decorated bulletin boards, as seen below:



50+ Club Summary

- Membership/Volunteerism
 - New - 32
 - Renewed - 16
 - Volunteers – 9 volunteer, 11 hours total
- Classes
 - Basic Exercise, M/W 17/16
 - Gentle Yoga, M/W (evening)/Sat 14/15/15
 - Line Dancing (AM only) 11
 - Self-Hypnosis 8
- Trips
 - Tea/Drake Hotel, Chi 24
 - Diamond Tour NYC trip Sold out (50 w/waitlist)
 - Eataly Chicago 25
 - Museum Tour 11
 - Fashion Outlets of Chicago 15
 - Art Institute of Chicago 19
- Evening/Special Programs
 - Holiday Dinner Party/BPC Sold Out 77
 - Pub Quiz Night (3rd Thursdays/6:00 pm) - 25 participants/BPC (prize donated by First Light Home Care)
 - Presentation by Fancy-Free Holidays on Door County tour set for fall '15 (afternoon and evening meetings held)

Ice Operations

Figure Skating

- Winter class sessions will begin on Monday, Jan. 12.

Hockey

- Development classes will start on Monday, Jan. 12.

Ice Rink Information

<u>Program</u>	<u>12/2013</u>	<u>12/2014</u>	<u>Var. +/-</u>
• Public Skate	1123	1090	-33
• Freestyle	219	151	-68
• Drop In/Homeschool	216	425	+209

December Parties/Outings and Information:

- There were 7 public skate parties held in December.

PSS&WC Member Services & Operations

	<u>01/2013</u>	<u>01/2014</u>	<u>Var. +/-</u>
Membership Total	3489	3389	(100)

- New members who enrolled in December received December dues free upon mention of the direct mail postcard or the HEPD and/or PSS&WC website ads. The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; the club cash incentive corresponding with this referral program rewards current members with a \$25.00 club cash reward for referrals who

enrolled as members. These promotions have proven to be popular and effective among prospective clients and among the most productive of marketing efforts.

- A 30,000 piece postcard mailing was initiated during the month of December to promote the discounted enrollment fee along with “coupons” for a complimentary guest pass and a free month of dues to those who presented the postcard at the time of enrollment. Targeted demographics included ages 35-65 single family homes with household income of \$75,000 or higher within a 5-7 mile radius of the club.
- The ENROLLMENT FEE banner on the north side exterior remained mounted on the building along with the new east side banner that was ordered and hung during the month of July. This second banner provides visibility/identity of the building for westbound traffic on Route 72 and compliments the new signage panels installed in the spring.
- 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 with additional incentives promoted on Facebook and the HEPD and PSS&WC websites.
- The number of credit card denials following December billing was fewer than those logged in the month of November. Efforts that were implemented within the Member Services and Billing offices to contact members proactively to obtain updated information for billing continued aggressively during the month of December. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk. This issue is expected to continue for the foreseeable future as banks are forced once again to take proactive measures to cancel and reissue cards to their clients as a result of increasing cyber hacking trends.
- Efforts are currently being taken to review and revise as needed all current promotional trifold for the club in advance of the New Year. An order will be placed after the New Year for the purchase of new promotional tri-folds to ensure inventory levels of each are sufficient.

Fitness Department

- Within the area of group fitness, 2 new group fitness instructors have been hired. The new instructors teach a variety of class formats including Raise the Barre Spin, Piloxing and Strength Training.
- Group Fitness class schedule changes are being developed for roll out within January. Piloxing and Aquatic Tabata class will be added amongst other schedule adjustments.
- PSSWC has three upcoming Nutrition Workshops in early 2015 including: Weight Loss Boot Camp, Low-Carb or Low-Fat, and Carb Control.

Triphahn Center Fitness and Operations

TC Memberships	<u>01/2013</u>	<u>01/2014</u>	<u>Var. +/-</u>
	924	917	(7)

General Summary:

- TC Facility Manager obtained quotes and proofs for new signage on the north side. The signs will better direct patrons and guests through the facility.
- Dance world was held on December 13, 2014.

- There were (29) open gym participants compared to (47) for December 2013.
- There were (37) guest fees collected compared to (35) for December 2013.

WRC & Vogelei Operations and Fitness

Vogelei Programming

- The STAR program held the holiday days off from school at the barn.

WRC Memberships	<u>01/2013</u>	<u>01/2014</u>	<u>Var. +/-</u>
	378	371	(7)

Bo's Run Off Leash Area:

- There are currently 409 (329 memberships and 80 combo members). There were 454 members to Bo's Run at this time in 2013 (371 memberships and 83 combo members).
- Breakdown for Bo's Run / Combo passes HE 171, Palatine 40, Barrington 27, Schaumburg 59, and Arlington Heights 12. Inverness 23. Additional towns are Rolling Meadows, Elk Grove, Hanover Park.

Freedom Run off Leash Area:

- There are currently 431 members to Freedom Run (351 Freedom Run memberships 80 combo members) There were 421 Freedom Run (338 memberships and 83 combo members) in 2013
- Breakdown for Freedom Run/ Combo passes Elgin – 151 HE – 85, Streamwood – 56. Additional towns are Schaumburg - 34, Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.
- Total for 2014 is 760 as compared to 792 in 2013; staff believes the slight drop off is due to the two new parks opening in the area including Schaumburg and Arlington Heights.

Communication & Marketing

PROGRAM PROMOTIONS

Worked with program managers to promote: Mobile app, Holiday Events, Prairie Stone memberships.

COMMUNITY EDUCATION

HEALTHY Kids eBlast & Blog –The articles are individually promoted through social media and eventually an RSS feed on our website.

PUBLIC RELATIONS & ADVERTISING

Community Calendar Submissions to: Winter events submitted to Daily Herald, Trib Local, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

PSSWC Digital Campaign with PSSWC – The 60 day campaign has completed as of 12/31, but results are not yet complete. The campaign was run on the Daily Herald website where a 15 second commercial played as "pre-roll" before videos on dailyherald.com and other affiliate websites through a digital network. This form of web marketing, called "re-targeting" allows our ad to follow a prospective member across websites, allowing our commercial to appear on other sites.

MARKETING DASHBOARD

Mobile App Downloads



The app has been available since April 25, 2014; as of Jan. 5, 2015 we have had 1,137 apps downloaded – we saw a big increase of nearly 300 downloads in December. It's not clear what caused the big increase; the only difference has been the digital marquees.

We've been promoting the specific benefits to each group, i.e. Preschool, STAR. The mobile app is being marketed to the community via web, eBlast, posters, social media and with mobile app promotional cards distributed to program participants.

Mobile Access

Results to date are positive, showing more users accessing heparks.org on mobile devices or tablets. We are looking for a greater percentage of page views by mobile and tablet. New responsive/mobile-friendly website launched Oct 28, 2014:

	Benchmark: Feb 2013-Feb 2014	Dec 4, 2013 - Jan 5, 2014	Dec 4, 2014 -Jan 5, 2015	Change from last year
Desktop	63%	51%	44%	-7
Mobile	27%	35%	44%	+9
Tablet	10%	13%	11%	-2



WEBSITE Heparks.org Google Analytics

Results for the period of Dec 4, 2014-Jan 5, 2015

Audience Overview

Dec 5, 2014 - Jan 4, 2015
Compare to: Dec 5, 2013 - Jan 4, 2014

Email Export Add to Dashboard Shortcut

All Sessions
+0.00%

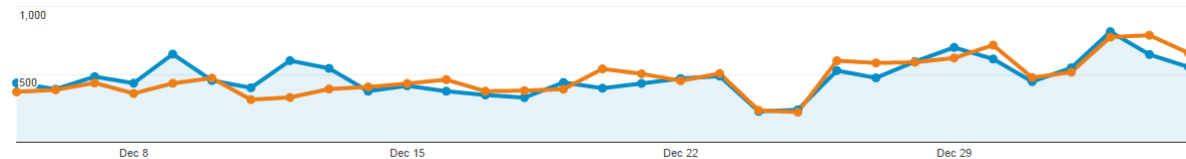
+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month

Dec 5, 2014 - Jan 4, 2015: Sessions
Dec 5, 2013 - Jan 4, 2014: Sessions



	2014	2015	+/- Variance
Sessions	14,721	14,848	+0.86%
Users	10,207	10,518	+3.05%



Program Guide online

Indicates how many times people are viewing the electronic version of our program brochure on our website.

Audience Overview

Dec 5, 2014 - Jan 4, 2015
Compare to: Dec 5, 2013 - Jan 4, 2014

Email Export Add to Dashboard Shortcut

All Sessions
+0.00%

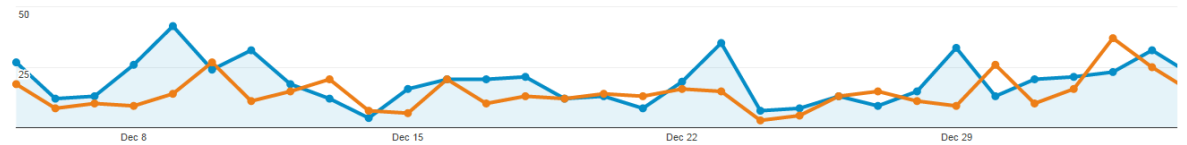
+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month

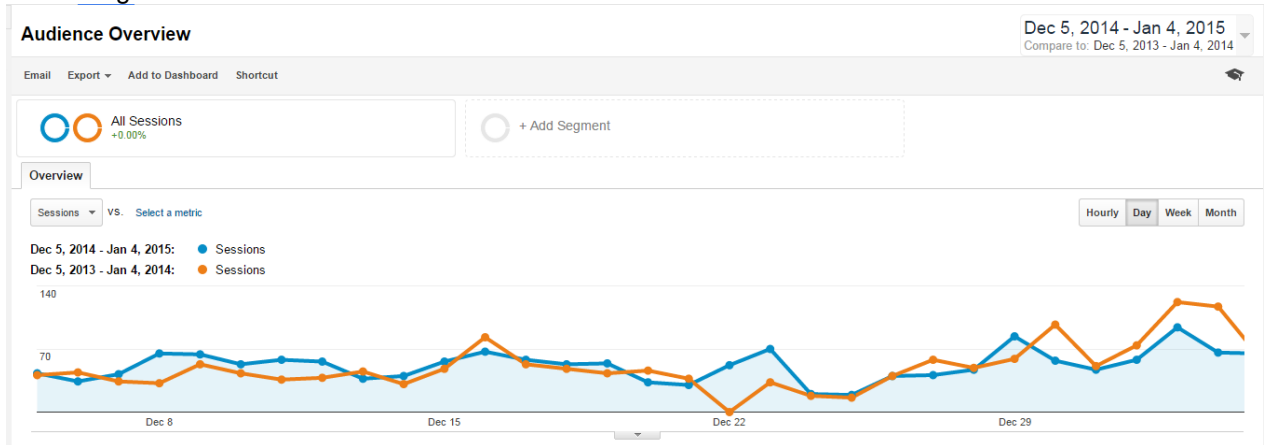
Dec 5, 2014 - Jan 4, 2015: Sessions
Dec 5, 2013 - Jan 4, 2014: Sessions





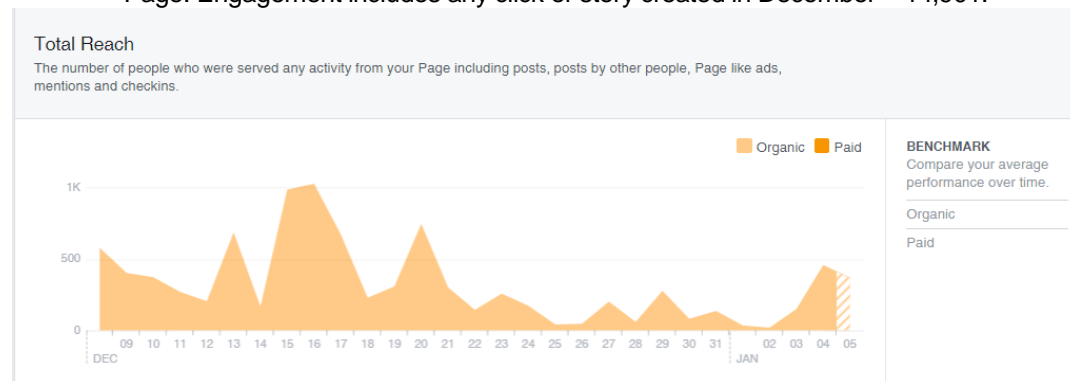
WebTrac/Online Registration Page Hits

Google Analytics – Hits are higher on Mondays; a historical trend, with the most hits on the week right before sessions begin. Overall compared to last year we are seeing much more hits to our online registration. It should increase again after mobile WebTrac rolls out within the coming months.



Facebook Reach

Our goal is engagement: The more people tag, share and comment on posts the greater the reach. 28 Days Page Engaged Users (Col G): The number of people who engaged with our Page. Engagement includes any click or story created in December = 14,901.



Conversion Rate – What percentage are registering online?

Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. New responsive/mobile-friendly website launched Oct 28, 2014. Mobile WebTrac was launched in late November. Progress is being made each year in online registrations.

Preliminary results are suggesting 2015 will be a big growth in online registrations. We are already seeing indications that the mobile app, responsive website design and mobile Webtrac are working. Prior to Oct 28 when our new website launched, we were at 33%. In the period from Oct 29-Dec 31, 2014, we had 38% of registrations occur online. That is 5% higher than our rate of online registrations during the same period last year (Oct 29-Dec 31, 2013 was 33%).

2011:	21%
2012:	26.3%
2013:	30.69%
2014:	33.54%



Email Blast Results, Constant Contact

	Open Rate	Bounce Rate	Click-thru rate
2014 Sports and Recreation industry	20.20%	8.82%	7.49%
Last 3 months, all HEPD emails	18.9%	1.9%	9.1%
HEPD General EBlast, Dec. 23	16.2%	1.2%	8%
Healthy Kids eNewsletter, December	20.8%	0.5%	7.10%
50+ Club December	37.6%	1.4%	4.50%

Bounces = Emails sent, but not received by our contacts.

Opens = Emails our contacts received and viewed.

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

Bridges of Poplar Creek Board Report

General Programs

- 9th Annual Make A Holiday Wish Come True was a success once again. We raised just over \$1,891 to purchase gifts for 5 local needy families. All gifts were delivered before the holiday and they were graciously received. Thanks for all those who helped with this great event.
- League Contracts are being prepared and will be sent out in early January. We have contacted all groups and we are expecting all leagues to return.
- Preferred Tee Time Contracts will be mailed out in January along with a year-end survey. We will be offering an early incentive program for those groups that renew by mid Feb.
- Breakfast with Santa was a huge hit. We had 241 adults and 147 children attend the event. We received a lot of great comments. And a special thanks to Santa for being a great hit with all the children. This event was combined with our first inaugural Winter Fest event. The event featured ice sculpting, snowball throwing contest, s'more station, arts and crafts, carriage rides, snow wall painting, bake sale and dance club performance. It was a huge success and had over 500 participants attend.

Golf Rounds

ROUND TOTALS		
2012	2013	2014
540	0	0
YTD ROUND TOTALS		
2012	2013	2014
34,627	31,028	29,122

Range Information

RANGE BASKET SALES TOTALS		
2012	2013	2014
140	0	0
YTD RANGE BASKET SALES TOTALS		
2012	2013	2014
20,086	17,925	18,436

Communications & Marketing

Marketing/Advertising

- We did 4 email blasts for the month advertising, Make A Wish, Breakfast with Santa, Winter Fest, ProShop Sales, Holiday Parties, and Weddings & Banquet Specials.

Food & Beverage

For the month of December we had a total of 22 events (16 events in 2013)

The breakdown is as follows:

6 breakfast meetings servicing 102 people
3 Rotary luncheons servicing 123 people
1 memorial servicing 24 people
1 all day IPRA meeting servicing 93 people
1 holiday lunch servicing 33 people
1 all-day meeting with lunch and hors d oeuvre reception following servicing 65 people
1 birthday party servicing 190 people
1 baby shower servicing 48 people
1 dinner (not holiday) servicing 40 people
4 holiday parties servicing 121 people
1 50+ Club dinner servicing 80 people
Breakfast with Santa servicing 388 people

We currently have 15 events booked for the month of January (18 events in 2014)

8 breakfast meetings servicing 163 people
4 Rotary luncheons servicing 160 people
1 all-day meeting with lunch servicing 132 people
1 birthday party servicing 75 people
1 ABBHH meeting with a continental breakfast servicing 100 people

2016=1 ceremony and reception

2015=18 receptions, 12 of which are hosting their ceremonies here plus 2 ceremony only

2014= 29 wedding receptions plus 7 ceremony only booked, Of the 29 receptions; 23 did their ceremony and receptions here.

Golf Maintenance

With the weather pattern that started in November this year we had anticipated a rough winter to come. The weather actually improved a little during the month of December. This turned out to be a great blessing as we were able to get started on the pond wall renovations on holes 10 and 11 while the golf course was closed. The golf course maintenance department kept four seasonal employees on to help get the project started and Wadsworth Golf Construction brought their crew in for the month as well. Before Wadsworth began removal of the old wall, we removed 600 feet of cart path, removed irrigation and drainage lines and had Park District staff rototill the construction area along with tree stump removal. Wadsworth began removing the old sheet metal wall with great success. Once the wall was removed they were able to start shaping what will be the new pond edge. All of the soil from the removal was left on site to build berms between holes 11 & 12 as well as build our new tee boxes on hole #11. The golf course maintenance team began cutting out the new cart path that will travel through the fairway and down the south side of the hole and around the east side of the new tee boxes on hole 11. We also were able to prep three of the four new tee boxes for sod so that when the course opens in the spring the golf course will not need to close either 10 or 11 to play. Wadsworth was able to complete all of their responsibilities with only needing to come back in the spring and complete a final grade to the shoreline so that it will be ready for seed and sod. The following items still need to be completed this winter into spring, weather permitting:

- Cart path construction
- Shoreline grassing
- New fairway grassing
- Tee box shaping and grassing
- Rough grassing on #10 and #11

While all the work was being completed outside on the pond wall renovation, we were also busy building all the props for Winter Fest. Staff had decided that we wanted the outdoor event area to look like the North Pole. North Pole signs were created using PVC to look like candy canes, directional cutouts and event signs were then attached to the candy canes. To go along with the theme, three snowmen and a Santa Claus were created out of plywood. The final touches and lots of detail painting were applied to everything just in time for Winter Fest.



January 5, 2015

Dear Sandy,

On behalf of the IPRA Health and Wellness Committee, it is my privilege to inform you that the Hoffman Estates Park District has earned the "Exceptional Workplace" award for 2014.

The Hoffman Estates Park District earned 44 points out of a possible 48 points.

The Hoffman Estates Park District board and staff are to be congratulated on this achievement. Your answers to the survey show that your agency has much to offer its employees. The committee would like to have a copy of your wellness policy and the wellness survey that you use so that we can have that become part of the toolkit that is available to all agencies. Please email this information to Heather Weishaar at heather@ilipra.org.

Please let anyone from your agency know that they can pick up a special ribbon to attach onto their name tag when they register. The award itself will be presented at the IPRA Annual Business meeting on Friday January 23, 2015 at 5pm. I look forward to seeing you at the meeting and presenting the award to you and your agency.

Sincerely,

Lori Neubauer
Health and Wellness Chair

Hoffman Estates Park District – 2014 Goals
Facilities, Rec, Ice, C&M Division

Report Date: January 2015

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(FAC) Coinciding with the district anti-obesity initiative, host a Kids Triathlon event at Seascope for potential implementation 2014.	Offer 1 special event by end of Q3.	C	Staff has decided to use 2014 as a research year for the Kids Triathlon. Program & Aquatic Supervisor will attend and evaluate events at surrounding park districts and gain information on implementation to run a Kids Triathlon at HEPD in 2015. Instead in 2014, Seascope will be offering an Adventure Day sponsored by the Hoffman Estates Cabelas. Adventure Day ran on July 11th and was a success. The event included kayaking, tents & camping gear, snorkel demos and rock climbing. Feedback from participants was very positive. Research has begun for a potential kid's triathlon for 2015.
2	(FAC) Implement 1 youth fitness classes for home school kids at TC or WRC.	Run 1 class at TC or WRC by Q4.	C	TC and WRC Facility Managers currently exploring class options, room availability and working to hire an instructor. TC manager has been in contact with a member of the home school community. Staff is exploring the option of offering open gym at both TC and WRC and open walleyball at WRC. The home school group was not interested in this time at fitness options at either facility. TC and WRC manager will continue to explore the home school avenue, as well as other youth fitness programing.

3	(FAC) Increase total district wide fitness membership.	Increase number of district memberships by 1% from 2013 actual.	NA	TC Facility Manager worked with C&M to create a constant contact marketing tool to send out to all guest pass visitors (that leave their email address) with information on how to join the fitness center. Currently the district is tracking below the 1% increase from 2013. The impact of the extreme weather in the first quarter reduced the number of opportunities for new members.
4	(ICE) Develop 1 On-Ice fitness class for off peak hours	Complete class development by 4Q and conduct class.	C	A Fall Class for preschool parents is being considered. BOOT CAMP on ICE! Staff is currently trying to obtain an instructor for this class. Unfortunately the enrollment for this class was too low to operate. Staff will continue to look at on ice fitness options that the public may find interest in.
5	(ICE) Develop a 50+ club ice program outside of skating(Eisstock) that can be played on off peak day time hours.	Obtain enough participation to offer 1 class in 2014, complete by Q4.	C	Purchasing of Eisstocks is proving to be a challenge as well as possible storage. Other options may be considered. Eisstock seems like the game to offer on the ice. Staff is working to obtain these items however production all seems to take place in Europe. A number of avenues are being explored to be able to offer this program. There is a heavy start up cost for this program. It will be carried into the 2015 budget and goals if feasible.

District Initiative 2: Achieve customer satisfaction and loyalty

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(FAC) Create and offer a SFAC pass holder express check-in program to allow season pass holders the opportunity to enter the outdoor aquatic facility prior to general daily fee users.	Complete prior to end of Q2.	C	Seascape staff is developing a system to make sure that SFAC pass holders are admitted into the facility prior to the general public. A system is in place and is currently being utilized for season pass holders.
2	(FAC) Offer SFAC pass holder discount program on pool rentals, birthday parties and cabana rentals.	Complete prior to end of Q2.	NB	Staff is evaluating what discount would be appropriate to offer to SFAC pass holders. A discount was not offered during the Q2, staff will assess a discount for implementation in 2015.

3	(REC) Increase participation by offering additional programs.	Increase number of program participation by 2% from 2013, complete by Q4.	C	Offering more sport classes for 3-9 year olds. RecTrac Trend Analysis Report has participation in 2013 at 7902 and currently in Q1 and Q2 we are reporting 7952. Percentage is increasing (currently at .06%). Q3- Adding speed training courses for youth. Adding gardening club programs through the HE Garden Club.
4	(REC) Implement an expanded parent orientation / communication to all programs leading into preschool (2's playschool and Threeschool).	Develop a Pre Preschool parent handbook and orientation process by Q3.	C	Pre Preschool parent orientation & parent handbook will be developed for the start of the school year in August 2014. A parent orientation and a parent handbook were developed before the start of the school year.
5	(ICE) Offer a summer public skating membership pass	Achieve a 50 membership sale, achieve by end of Q3.	C	Using it in conjunction with camp and freestyle skaters. Staff ended up not using a membership drive but a freestyle/public skate pass for the summer if you enrolled in skate or hockey camp.
6	(FAC) Enhance fitness membership customer satisfaction at WRC and TC.	Q1 and Q3 develop and administer membership survey. Q2 & Q4 will review and implement changes.	C	Survey under development will be administered in Q3. Survey continues to be modified and administered in Q4.
7	(REC) Conduct participation group feedback sessions to assess customer satisfaction with youth sports program(s).	Conduct 2 meetings with participation groups to receive feedback on youth baseball and soccer, complete by Q4.	C	March 2014, met with Fall Outdoor coaches to discuss spring outdoor soccer league. Met with youth basketball coaches in Q2. Met with baseball, softball and t-ball at the completion of the season.
8	(REC) Develop a Climbing Wall Customer Loyalty Program.	Launch Q2.	C	Retaining previous rental information and will send out our brochure and a loyalty discount for returned rental groups. Letters to previous renters were sent with a \$25 discount coupon.

9	(C&M) Enhance user online experience with the District. Improve user friendliness of WebTrac and website and increase functionality with improved mobile access.	Baseline 30%/ Increase percentage of online registrations by 5% by year end 2014. Add a district mobile app in 2014.	C	Mobile app, responsive website design and mobile Webtrac were implemented in late October. At that time, we were at 33%. In the period Nov-Dec period we had 38% of all registrations occur online. That is 5% higher than our rate of online registrations during the same period last year (Nov-Dec 2013 was 33%).
10	(C&M) Provide support to promote and grow participation in the HE Parks Foundation.	Baseline: 393 Goal: Increase by 10% by year end 2014 to 432	C	Working with Foundation Manager to develop marketing collateral and promote events. Staff saw an increase in participation at the Golf Outing and Wine Event; currently staff is finalizing the totals from this event. The Golf Outing also added a new Silver Friend this year.
11	(REC) Expand Dance Programs at the Triphahn Center to accommodate waitlist.	Offer new classes to reduce waitlist by 10%. Complete by Q3.	C	Winter/Spring brochure offered 4 additional classes in the senior center. Mirrors were purchased to accommodate the additional classes. All new classes are running. The new added classes have reduced the waitlist; staff was able to accommodate all participants expect one child who enrolled in the next class in Q2.
12	(ICE) Evaluate current Wolf Pack hockey website and its user friendliness and its capabilities.	Utilize a Survey of current customers to gain feedback on the site along with staff's observations of the program. Increase customer satisfaction of Wolf Pack website rating by 5% complete by Q4.	C	Having a consistent Web master for the site that represents the 501(c) 3 board is proving challenging. Discussion seems to favor going in a different direction but it is a challenge with a number of different members. The Wolf Pack Board is currently exploring other web site options. The Wolf Pack has started a new marketing web site along with the current club site. This is all to promote the entire Wolf Pack hockey club as a whole.

District Initiative 3: Connect and engage our community

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(FAC) Create 2 new special value added events for SFAC pass holders.	Complete prior to end of Q3.	C	Seascape hosted an Adventure Day sponsored by Cabelas on July 11 th and Pass Holder Appreciation Day on July 25 th .

				In addition, SFAC pass holders were able to attend both movie nights at no additional charge. In 2014, Seascapes showed Despicable Me 2 and The Lego Movie.
2	(REC) Partner with an event to support our HEALTH initiative (Helping Everyone Achieve a Lifestyle that is Healthy).	Launch by Q3.	C	HEALTH had a table at PIP to get the word out. Fliers and decals were available at the community tent at PIP. Will also be the theme of our HEALTHeKids Fair in February.
3	(REC) Expand on Special Events to accommodate the growing number of participants.	Add 2 vendors and entertainment to each event.	C	PIP will have a band instead of ending in a movie night; HEALTH will have a booth along with Mathnasium of Barrington. Rec staff successfully completed a new special event with Bridges to offer an expansion to the Breakfast with Santa by adding Winter Fest with outside activities including craft, snow activities, etc. Amenities added to Party in the Park to attract more participants (band, trackless train, Pickleball tournament, car show and speed training station). HEPD became partners for the Northwest Fourth Fest (second year).
4	(REC) Conduct planning group with two different ethnic based groups in the community to develop one new program and/or special event.	Offer 1 new program or event by Q4.	C	50+ planning committee has been developed; in the fall staff will be meeting with two of the rental groups that currently utilize our facilities for ethnic based events. Staff is also working with Community Resource Center on integrating their soccer program into our in-house league. 50+ surveys have been completed; in review stage. Added new overnight travel opportunity with new vendor; Intermediate Spanish Class added to schedule for completed Level 1 & Level 2 Spanish class registrants.
5	(REC) Develop an ELC orientation – pre-enrollment tool to better inform parents of the program.	Implement new format by Q3.	C	A parent checklist / orientation tool has been developed. Program Manager meets with all new parents to review the ELC program before their child begins. All parents attend an orientation with program manager before starting

				preschool.
6	(FAC) Continue to support district volunteer program, with enhancing opportunity for university internship programs within district.	Add 1 volunteer program opportunity and 1 internship program complete by end of Q3.	C	The internship procedure and manual have been revised, with the new program being marketed and promoted through the IPRA, as well as additional resources. Interns have been secured for Q1 and Q2.
7	(REC) Offer volunteer web page to maximize the exposure of HEPD opportunities throughout the year.	Launch in Q2.	C	Collecting all special events and activities that will require volunteers for interested parties to access and sign up for specific jobs. http://www.heparks.org/general-info/volunteering
8	(REC) Host mandatory parent, coach and staff trainings on youth concussions, anti-bully policy and sideline etiquette.	Offer 1 training in each area listed, complete by Q3.	C	Athletic Code of Conduct is being created and implemented during training in the Fall of 2014.
9	(C&M) Educate the community on special initiatives (Green, HEALTH, and Social Equity). Develop at least one article per quarter on each topic to broadcast on our communication channels: Play Portal, iPlay Hoffman, Guide, website, Park Perspectives and HEALTHeKids news.	Baseline is 12 articles annually. Goal is 20 total articles.	C	At year end: 25 HEALTH articles 11 Green articles 10 Social Equity articles
10	(C&M) Create a Feedback Dashboard on the HEPD website to report to consumers on the level of satisfaction via survey results.	New initiative. Goal is to establish 6 Feedback Dashboard postings by end of Q4.	SC	Survey began at end of Q2; survey results were insufficient at end of Q4. A scaled down results chart is in development.
11	(C&M) Expand Social Media engagement efforts to support data gathered from CMP that indicated a need to expand community education and reach through social media outlets.	Baseline: 1378 Facebook Fans Oct 31, 2013 (20% increase in 2013). Weekly Facebook Reach 241 - GOAL: Increase Facebook Fans by 20% by end of Q4 to 1653 Fans. Maintain Weekly Facebook Post Reach above 250 by end of Q4. Add Social Media channels as needed based on CMP Attitude & Interest Survey results.	C	As of 12/31, Average Weekly Reach - 2336. 1,728 page likes or "fans". Added Instagram. Held Social Media photo contest, staff "Day in the Life" campaign, event photos before during and after events. Me & HEPD videos.

DISTRICT GOAL 2

Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(FAC) Develop budgetary revenues/expenses and ensure that the annual budget is either meeting or exceeding budgetary aims.	Complete by Q4.	C	Ongoing
2	(REC) Achieve budgetary aims that meet or exceed the financial objectives in 2014.	Complete by Q4.	C	Ongoing evaluation and monitoring.
3	(ICE) Meet and exceed annual budget projections during the 2014 season.	Complete by Q4.	C	Ongoing evaluation and monitoring.
4	(C&M) Ensure that the budget revenue and expenses are being met and/or exceeded in accordance to goals and objectives.	Conduct quarterly analysis to maintain within 5% of budget projections.	C	Tracking weekly, bi-monthly and quarterly. Stayed under budget by more than 5%.
5	(FAC) Increase the group reservations and rentals at Seascapes through targeted marketing directed at other park districts and local childcare centers.	Increase group reservations at Seascapes by 3% within 2014.	C	Program & Aquatic Supervisor is planning on putting an advertisement in the SPRA (Suburban Park & Recreation Association) newsletter to increase group visits to Seascapes to surrounding park districts. A mailing list is also being created to local childcare centers surrounding Hoffman Estates. Despite the colder weather and pool closures, Seascapes' group reservations and rentals remained strong in 2014. An advertisement was included in the spring SPRA (Suburban Park & Recreation Association) newsletter that reaches hundreds of parks and recreation professionals.
6	(C&M) Maintain HEPD sponsorship commitments and seek out new opportunities.	Baseline: 9 sponsors/partners. Obtain 5 new sponsorship relationships by end of Q4.	IP	Meet monthly with Alexian Brothers. Working with Dick's Sporting Goods. New sponsors in 2014: Robert Driver, Realtor. (We did not hire a Corporate Relations Specialist, as originally planned.)
7	(C&M) Evaluate and monitor ROI on marketing expenditures.	Baseline: Email Open Rate/Click Thru Rate: 21.9%/10.8% - GOAL 22%/12% Facebook Fans: 1,363 GOAL:	C	ROI tracking in place for Summer Camp ad in DH runs 3/16-end of June final results 57 new campers. Email open Rate 21.7%/10.8%. Facebook fans=1,728. Ave

		1500. Website Ave Hits per month 2013 16,110 GOAL: 17,721		web sessions per month: 17,000
8	(REC) Implement a new budget worksheet that will allow all actual revenues and expenses to be entered to assure the departments ROI is consistent with district policy.	Launch in Q4; ensure 100% off all programs are meeting the district standards.	C	Staff is working with the business department to make sure programs are meeting the district standards to assure department ROI is consistent with the district policy. New program budget sheet has been created to include IMRF and FICA payments made on program wages. These are currently being used to create the 2015 budget.
9	(FAC, REC & ICE) Develop and implement business plans to provide clear direction, supporting overall district goals.	Create annual business plans by Q1, implement plans within Q1 and utilize throughout Q1-4.	C	A new format was developed in Q1 for 2014 and the business plans was implemented in Q2. Completed in Q2.
10	(ICE) Evaluate an Independent Contractor facilitating Public Skate.	Complete 1 st quarter – implement in Q4.	C	Discussions with other rinks in IL and around the country have yielded not much in the way of info. Staff is continuing to research this concept into the 2 nd Q. Around the country it is very rare for an outside company to operate public skate. The few places that do have such an agreement have it with entertainment companies. Staff contacted a few companies in the area that they have worked with in the past but there was no interest in discussing this business proposition.

District Initiative 2: Generate alternative revenue

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(C&M) Develop and implement a process for facilitating cross-marketing among programs.	New initiative. Work with program managers to implement one cross-marketing strategy per program by end of Q4: Rec, Ice, Facilities, and BPC.	C	Staff continues to cross market various programs, special events and promotions. Cross-marketing PSSWC & BPC, HEALTH & STAR/Camp; special events are promoted in camp and at Seascape. C&M Staff onsite at PSSWC.

DISTRICT GOAL 3
Achieve Operational Excellence and Environmental Awareness

District Initiative 1: Create and sustain quality parks, facilities, programs and services

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(FAC) Resurface hardwood floors at Vogelei.	Project to be completed Q3.	C	Staff is in the process of obtaining quotes. The floor is scheduled to be resurfaced on Sept. 25th.
2	(FAC) Paint TC Fitness Center Ceiling	Complete by end of Q3.	NA	Project did not go forward ceiling painting will be evaluated at a later date.
3	(FAC) Replace TC main entrance grating	Complete by end of Q2.	C	Within Q1, quotes have been received and vendor has been selected. Once final approval has been received via PO, staff will proceed with project. Main grating has been installed. Holding off on the north entrance grating due to flooding in vestibule when it rains. Working with parks maintenance
4	(FAC) Replace WRC one man lift	Complete by end of Q2.	C	Staff is in the process of obtaining quotes. Quotes have been received and PO will be requested by end of June. Lift was purchased and delivered in August.
5	(FAC) Refinish TC Gym Floor	Complete by end of Q3.	C	Gym refinish is scheduled for the week of May12th and the Dance Studio will be refinished the week of May 19. Project completed in May 2014
6	(FAC) Purchase and install new fitness equipment for TC and WRC Fitness Centers.	Purchase by Q3.	SC	Equipment to be purchased will be assessed within Q2/3. Quotes are being obtained for a treadmill and ab/adductor for WRC and Step mill and elliptical for TC. To be purchased in Q4. An elliptical was purchased and delivered in Q4 at TC. A LifeFitness treadmill and ab/adductor was ordered Q4, delivery expected Q1
7	(ICE) Purchase new skate sharpener	Purchase by end of Q2.	C	Staff and Jerry's pro shop were able to reach an agreement on a per pair fee that staff feels is a better option for sharpening rental skates than implementing HEPD staff. Pricing was added into the pro shop

				rental agreement that is being presented at the April board mtg. Board accepted proposal and skates have all been sharpened.
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District Initiative 2: Utilize best practices

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(REC) Research Kindergarten Common Core Standards to compare Kindergarten curriculum goals to HEPD preschool goals.	Administer changes to curriculum for Fall 2014 based on research results by Q4.	C	Program Manager is enrolled in an online training on Common Core. Course was completed in Q2 and the information learned will be implemented into staff trainings each fall (prior to school starting).
2	(FAC) Update and streamline the Seascope and PSS&WC swim lesson participant report cards to reflect current skills and requirements for each swim level.	Evaluate all current swim level content in Q1. Provide new materials within Q3 and Q4.	C	Program & Aquatic Supervisor is currently evaluating swim lesson participant report cards. A new report card template has been created by Graphic Designer. Program & Aquatic Supervisor is currently proofing the new design and layout. The report cards have been completed and are in use.
3	(FAC) Develop internal secret shopper program for WRC and TC	Complete format by Q2, increase satisfaction rating by 1% of established baseline by Q4.	IP	Staff is currently in the process of developing a new secret shopper checklist to track the satisfaction rating and establish a baseline for customer service/experiences at WRC & TC. Committee is being formed, meetings and procedure to be developed Q1 2015.
4	(REC) Research various websites to offer a stronger streamline for program evaluations. Real time feedback and easier access for all parents, participants, referees, coaches and volunteers.	Launch by Q3.	C	Mobile App will allow us to provide real time feedback and access to our participants and staff.
5	(ICE) Complete a program fee cost analysis across the Chicago land area the is figure skating specific	Be in-line with cost, time of day, and instructor fees from determined baseline, complete by Q4.	C	Ice Costs for 2013 -2014 is almost complete for area rinks. Program costs for the fall will be surveyed starting in May. Ice, Hockey and Skating analysis has all been completed.
6	(C&M) Measure the public's satisfaction with the district. Using the CMP Needs Assessment survey as a baseline, develop a follow up annual survey with similar questions to gauge progress and initiate feedback on district-wide initiatives.	Develop survey and introduce first one by end of Q1. Measure and track satisfaction and provide a report at the end of each quarter.	C	Survey incorporated into the mobile app, new responsive website and eBlast. Begin reporting end of Q4. Updating in-facility paper surveys.

7	(ICE) Develop an effective overnight cleaning program at TC.	Implement by Q2.	C	A Full time overnight staff member was hired in February; position is being monitored.
8	Research, develop and recommend Facilities & Recreation section of the 2014 CMP including recommended CIRP projects, goals and objectives.	By May 2014	C	Completed during the CMP.
9	(REC) Research In-House program vs. Travel Programs within youth athletics using the SWOT analysis and conduct 1 focus group meeting.	Completed by Q4.	C	Currently working on a program matrix and evaluation process to monitor the life cycle of programs offered. In evaluating the advantages of offering in house leagues vs contractual, HEPD has determined it is more controlled and profitable to remain in-house. HEPD staff will work to offer more contractual programs for skills, camps and trainings to provide a variety of options for our participants.

District Initiative 3: Advance environmental and safety awareness

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(ALL) Maintain IPRA's Environmental Report Card	By end of 4 th quarter	SC	Staff continues to review and evaluate this objective. Currently reviewing HVAC and recycling services for the facilities.
2	(FAC) Purchase energy efficient fitness equipment for facilities.	Purchase within Q3.	C	Equipment to be purchased will be assessed within Q2/3. Energy efficient equipment has been purchased within 2014.
3	(FAC) Strengthen emergency response training within the district facilities by implementing drill trainings to ensure team readiness.	Implement quarterly drill trainings, 1 per quarter, Q1-4.	C	Quarterly drills are being run.
4	(FAC) Offer Medic AED/CPR training for district team members to ensure team is CPR/AED certified.	Offer quarterly trainings, Q1-Q4.	C	Q1 Medic training was held on Feb. 8, 2014. Next class will be held May 3 rd . Schedule for remaining year TBD. Additional classes have been offered within Q2. The remaining 2014 class dates have been announced, and classes will continue to take place within Q3/4. Q2 training was held on June 5 th , Q3 was held on Aug. 9 and Q4 is scheduled to be held on Nov. 8 th . Q4 training was successfully administered; 2015 plan for Medic training is in place and has been

				announced.
5	(REC) Obtain one instructor certified staff member in Medic AED/CPR training.	Complete by Q3.	C	Two full-time team members have been certified as Medic AED/CPR instructors. Q2-Q4 training schedule will include new instructor participation. New instructors have been incorporated into the Q3/4 schedules as well as 2015 course schedule.

DISTRICT GOAL 4

Promote Quality Leadership and Service

District Initiative 1: Develop leadership that ensures work force readiness

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(FAC) Implement the district CHEER customer service training program for district team members.	Plan and implement a baseline of 4 trainings within 2014, with 1 training per quarter, Q1-Q4.	C	The initial training for the CHEER customer service program was held on Feb. 19 2014. There are 3 additional dates organized for Q2. Additional trainings will be developed and promoted for Q3-4. To date, a total of 100 HEPD team members have participated within the CHEER training. Trainings have been scheduled, announced and will be offered within Q3/4. A total of 7 training dates have been planned and will be completed within 2014. The 2014 CHEER training plan has been successfully completed and the 2015 training plan is in place.
2	(FAC) Facilitate lifeguard recertification, new lifeguard training, and in-services to ensure all aquatic team members meet or exceed program requirements.	Plan team training schedule within Q1 and administer training within Q2-3. Obtain at least a 90% audit rating completed in Q4.	C	All of the lifeguard instructors have been certified through the new Starguard program. The first recertification is scheduled March 22-March 23 rd for returning Seascape lifeguards. There is a new guard class scheduled in May. The final recertification for returning guards is schedule for May 17-18. All required Starguard trainings and certifications have been completed for 2014. Aquatic centers exceeded expectations at SFAC & PSS&C on all

				aquatic operational reviews over the summer. A fall review at PSS&WC is expected still in 2014. The final fall review for PSSWC was successfully completed in Q4.
3	(FAC) Encourage district involvement and participation within the IPRA, NRPA, PDRMA, and additional educational conferences and workshops to contribute to district operations.	Increase participation by 3% in external conferences, workshops, and educational session.	C	Attend IPRA monthly meetings. TC Facility Manager, Superintendent of Facilities and the Senior Program Manager have completed level 2 of the IPRA Leadership Academy. IPRA and PDRMA involvement continued throughout Q2. Additional workshops and participation will be continued throughout Q3/4.
4	(FAC) Consistent service desk team meetings will be conducted at TC and WRC for training and education purposes.	Baseline is conducting 1 staff meeting per quarter.	C	Meeting to be held in April 2014 Meeting held April 23 rd TC & WRC. Meeting to be held in Oct. for WRC & TC desk staff. TC and WRC meeting was held in November for Q4.
5	(REC) Incorporate a yearly training schedule for all full time staff to include, but not limited to, job specific trainings, certifications, educational opportunities and risk management requirements. (Hoffman Estates University Program)	Launch by Q4. Increase participation in training by 3%.	C	CHEER program launched with mandatory attendance in a yearly training. Summer orientation being worked on for June 2014. Hoffman U has held 5 successful trainings in 2014.
6	(C&M) Provide training and support to C&M staff.	Baseline: 5 educational opportunities Goal: 5 educational opportunities	C	Completed IPRA Convention (2), Brand Smart Chicago AMA Conference (1); NRPA Congress (1); IPRA ProConnect (1)

District Initiative 2: Build organization culture based on I-2 Care Values

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(C&M) Research and develop an internal communication channel that will be effective in improving communication within departments.	Complete research with Employee Survey to establish baseline for employee satisfaction with internal communications by end of Q1. Roll out 1 new channel by end of Q2 and measure with follow up Employee Survey at end of Q4. Goal is to achieve a 2% increase in overall employee satisfaction with internal communications.	NB	To begin Q3 to research an effective communication method for staff, implement channel in Q4. Will review in 2015.
2	(FAC) Work with current partners to provide	Provide 1 quarterly community	C	An educational workshop was organized

	community educational lectures and experiential workshops pertaining to health, fitness, and recreation.	educational opportunity per quarter completed by Q4.		and promoted within Q1. Additional topics will be addressed and workshops will be marketed for Q2. Workshops were provided by AthletiCo within Q2 and will be continued throughout Q3/4.
3	(FAC) Enhance department staff training opportunities by incorporating the CHEER customer service training philosophy into team meetings.	Conduct 1 meeting per quarter, completed by Q4.	C	The CHEER customer service training has been presented and offered for all district team members within Q1. On-going effort will be made to enhance recognition of the CHEER customer service training philosophy and continue to offer on-going training opportunities.

District Initiative 3: Promote continuous learning and encourage innovative thinking

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	(ICE) Develop an All Ice Division meeting program. To include Hockey, Skating, Maintenance and Custodial Staff.	Twice a Year by Q2 and the second by Q4.	C	First meeting to take place Mid May. Hockey completed a meeting 6/7 and Skating 5/31. Due to camps and lessons starting the following week, the meetings were held separate. 2 nd division meeting is slated for the beginning of Nov.
2	(REC) Streamline and revamp the HEPD Intern program to be used within all divisions.	Develop relationships with state universities with recreation degree programs. - Revamp HEPD Intern manual. - Develop standardized intern timeline/calendar. - Establish intern "home base" and supervisor. Launch by Q3.	C	State universities have been contacted. HEPD internship is being advertised at all universities offering a recreation degree program. Intern Manual has been revised and approved. Student intern for summer 2014 has been selected.
3	(REC) Develop at Counselor-in-Training (CIT) program for tweens (12-15 year olds). The CIT program will be a combination of a life skills, leadership, and junior counselor program.	Offer one training by end of Q3; obtain 5 participants in the program.	C	CIT program will be offered in Summer 2014. Registration is open. Completed in summer. The children worked as Jr. Counselors in the classroom & had instructor classroom time on work/life skills. We will continue to promote this program for future growth.

Hoffman Estates Park District – 2014 Goals PSS&WC

Report Date: January 2015

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1 Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Develop drop-in or league programs (i.e. basketball, volleyball, badminton) in the gymnasium space, particularly during the weekday evenings.	Add day and time slots for services within Q1. Purchase any equipment needed and implement by end of Q2.	SC	Staff has added additional time slots for open play. This objective will continue to be assessed within Q2 to be implemented within Q3/4. Staff is continuing to evaluate resources to implement this objective within Q3/4. Resources were assessed and this objective will be accomplished in 2015.
2	Implement youth programming to coincide with adult classes/programs to support the districts anti-obesity initiative.	Work with the Fitness team to develop 2 fee based programs targeting youth 7-13. Run 1 program in Q1 and one within Q3.	C	FIT U has been developed, promoted, and is successfully running for the Q1 family/youth fitness program. Program attendance will be monitored and participants evaluated to assess level of interest to continue to offer throughout the year. Additional programs will be developed and offered throughout Q2-4. On-going programming opportunities, including FIT Together, youth and adult running programs have been offered in Q2 as well as Q3 and Q4.

District Initiative 2: Achieve customer satisfaction and loyalty

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Enhance Elements Spa services at PSSWC by adding additional options to the massage services menu; add 1 additional contractual esthetician to provide increased service choices and appointment availability.	Complete by end of Q2.	C	Efforts being taken to introduce specialty massage options for seasonal promotion; contact made with local massage school for the recruitment of additional therapists and estheticians. Efforts to continue in Q3. Efforts continue to secure 2 new massage therapists in Q4. Two new massage therapists hired in Q4 for daytime hours.

2	Increase PSSWC member retention through development of system and programs that increase opportunities for new member contact.	Develop new program in Q1 and launch of pilot program in Q2 and full program by Q3.	C	Within the Q1, the Wellness Program/Calendar has been launched and is currently being offered as a retention tool for members. Complimentary nutrition, fitness, and general wellness programs and services are being offered. The program has been received positive feedback from customers and programs have been well attended. Additional retention opportunities will continue through year. The Wellness calendar continues to be offered throughout Q2 as well as Q3/Q4.
3	Expand fitness and wellness programming to provide greater variety and meet the needs of our customers.	Increase overall participation in program by 3%. Complete by Q4.	C	The Wellness Calendar features a variety of fitness and wellness programs and events to encourage participation of clientele with diverse interests. The wellness programming, which was developed, featured, and promoted within Q1, will continue throughout Q2-Q4. Efforts to enhance participation and marketing of the wellness calendar events continued throughout 2 as well as Q3 and Q4.
4	Develop strategy for enhanced member appreciation events throughout the calendar year focusing on nurturing a social component for retention purposes.	Offer 1 event in Q2, Q3, and Q4.	C	The Wellness Calendar features programs and services which promote a social and community component. This has been successfully launched within Q1 and will continue throughout the year.
5	Develop new rewards program to recognize/reward charter members (10+ years).	Research in Q1 and Q2 with launch in Q3.	SC	Efforts will begin in Q2 to introduce a complimentary program for our current Member Rewards referral program that will provide special incentives to charter members. Initial meeting held with Member Services and Fitness teams to discuss basic parameters of a charter program to recognize long-standing members as well as a frequent buyer rewards program for Personal Training clients. Discussions continued in Q4. Discussions for potential launch of charter rewards program in FY15 continue in Q4; new FT Fitness Program Supervisor will integrate efforts with Member Services team on development of program.

6	Enhance PSSWC member retention by launching a new 60-90 day program that increases member touch points by the fitness department. Work closely with the member services team to encourage enrollment of new members into the program.	Increase participation by 5% over the 2013 FORCE member retention program participation numbers.	C	The Wellness Calendar was developed in replacement of the FORCE program. Additional structured retention programming opportunities will be explored within Q2, to be potentially implemented within Q3/4. The Wellness Calendar continues to be an important member retention tool. Programs continue to be offered throughout Q3, and Q4, to serve customers and enhance retention.
7	Provide innovative group fitness classes and retention programs.	Add 1 new class formats and implement 2-3 retention programs. Complete by Q4.	C	New innovative group fitness classes have been incorporated into the group fitness class schedule within Q2. Additional classes will be explored and implemented within Q2-4. The group fitness special event, Zumba Party, was offered and successfully received by members and non-members in Q3. Additional classes, such as Raise the Barre and Tai Chi, continue to be added to the group fitness class schedule.
8	Increase the reach of the PSS&WC social media and website users through engaging content that coincides with the overall PSS&WC marketing plan.	Increase Facebook "Likes" by 3% within 2014, complete by Q4.	C	Instructional tutorial completed in Q1 for the Retention Management system, which will result in more electronic/digital "touch point" with members for promotional and retention purposes. Efforts ongoing to promote PSS&WC on Facebook through the use of short vignettes and photos taken at the club. Further efforts to integrate social media marketing channels for PSS&WC membership recruitment and retention will continue throughout FY15.

District Initiative 3: Connect and engage our community

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Continue the relationship with Edmond's Acres Farm to continue to offer the Farm Market at PSSWC and explore additional mutually beneficial educational opportunities for the district as a whole.	Meet with Edmond's Acres within Q1 to develop an agreement and plan for the market and additional district opportunities for FY14. Offer 1 additional service site for educational opportunities, complete by Q4.	NA	Received confirmation from Troy Edmonds of his need to redirect energies to other personal matters; the farm market will not be running in 2014. Consideration and interest is evident for a possible return of the farm market in 2015.

2	Work with the district volunteer program to establish one new volunteer opportunities at PSS&WC.	Complete by Q2.	C	The internship procedure and manual have been revised and promoted through the IPRA, as well as additional resources. This will expand volunteer opportunities at PSSWC and throughout the district. PSSWC has secured 2 internships within Q1, which will extend through Q2. On-going volunteer opportunities were offered and Hoffman Estates High School students continued to volunteer at PSSWC throughout Q3 and Q4.
3	Work with AthletiCo Physical Therapy to offer community outreach educational workshops.	Offer 1 workshop per quarter, completed by Q4.	C	One workshop has been offered within Q1. On-going workshops will be offered within Q2. Workshops have been offered within Q2 and will continue within Q3/4.

DISTRICT GOAL 2

Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Meet and/or exceed revenue and expense expectations for 2014.	Complete by Q4.	NA	Q1 membership totals are pending; increased efforts currently being taken to reduce the inflated number of monthly credit card denials (due to the retail credit card scandal that impacted Target and other retail shoppers in late 2013). Monthly new membership totals have rebounded in Q3 and are anticipated to meet monthly goals in Q4; net total membership expected to fall below expectations for FY14 due to slow Q1 start and influx of credit card suspensions/denials. Q4 membership totals expected to exceed net goal for the quarter, helping to minimize deficit left after slow Q1.
2	Enhance revenue generating opportunities for the climbing wall by increasing the participation levels of open climb at PSS&WC and by exploring	Increase participation of PSS&WC open climb by 3% over 2013 participation levels, complete by	C	Climbing wall classes are currently tracking about the same in participation from last year. Staff will continue to promote these

	sponsorship opportunities for the climbing wall.	Q4		classes. Climbing wall sponsorship opportunities will be explored within Q2/3. A new Climbing Wall Trick-or-Treat special event was added to help engage climbing among the community through a fun event. Additional climbing wall programs, events, and classes have been offered throughout Q3/4. Two of the new opportunities include a boy scout climbing merit badge class and a winter wonderland special event to continue to attract additional participants to the climbing wall.
3	Complete analysis of guest services areas, i.e. massage therapy and personal training to make sure a baseline of 30% profit is generated above expenses.	Complete by Q4.	C	Departments continue to monitor progress to ensure the 30% baseline profit margin is maintained.

District Initiative 2: Generate alternative revenue

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Research and introduce house charge capabilities within RecTrac system to enhance and facilitate spending capabilities of members.	Research with in Q1 and Q2 with launch in Q3.	NB	Efforts to work with the Business office and IT team to implement this system will be launched in Q2. Preliminary meetings between the Business office and the Member Services team to take place in Q3 in an effort to streamline efficiencies for membership maintenance (i.e. reduce use of paper in favor of electronic means); discussions regarding house charging capabilities for specific services will be discussed. Objective will be moved to FY15 for research and potential completion.
2	Increase fee for annual aquatic pass	Complete by Q1.	C	10% increase on all annual aquatic fees implemented in Q1.
3	Increase guest fee for daily visit	Complete by Q1.	C	Daily guest fee rate increase to \$15.00/visit implemented in Q1.
4	Increase Personal Training Fees	Complete by Q3.	C	Fitness management team members have begun to assess the potential of increasing the personal training fees. On-going evaluation processes will continue through Q2. Evaluation continued throughout Q2 and

				potential increase to occur within Q3/4. Due to market value, personal training fees remained the same within 2014. Evaluation of potential fee increase will continue within 2015.
5	Increase fees for PSS&WC LTS swim lesson program	Complete by Q3.	C	Swim lesson fees have been increased within Q1.

District Initiative 3: Effective and efficient use of our resources

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Enhance the Wi-Fi services in the PSSWC facility, creating additional "hot spots" to broaden the coverage area for members and guests.	Complete by end of Q1. Provide 60% Wi-Fi coverage in facility.	C	Reviewed current limitations of the Wi-Fi services at PSS&WC with IT team; consideration being given to replacement of T1 line to improve service. IT Manager working with Business office to obtain pricing for options to enhance Wi-Fi district wide. IT Manager is working to secure new District agreement with Comcast for business class internet/Wi-Fi capabilities; expected completion date of deployment/activation is in Q4. Comcast completed installation of cable wiring in Q4; IT manager has advised that enhanced service will not be done until late Q1 or early Q2 in FY15.

DISTRICT GOAL 3
Achieve Operational Excellence and Environmental Awareness

District Initiative 1: Create and sustain quality parks, facilities, programs and services

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Resurface member locker room floor tile.	Completed by the end of Q3.	NB	Project will be evaluated and potentially implemented within Q4. Objective will be moved to FY15 for research and potential completion.
2	Re-carpet front rehabilitation hallway, Kids Korner, Member Services offices and service desk area.	Completed by the end of Q2.	C	Project will be assessed and evaluated within Q2. Project completion planned for Q3/4. Kids Korner remodeling project that includes reception desk rebuild/ relocation and carpeting has been discussed with the Parks team they will be completing this project in Q4. Kids Korner remodeling and re-carpet project completed in Q4; carpeting replacement for other areas of the facility will be considered in FY15.
3	Enhance the space at PSSWC by introducing additional comfortable seating options and a mounted television.	Complete by Q2.	NB	Staff has researched different options, i.e. Installation of TV will take place in Q3 ; additional seating options pending possible reconfiguration of café (i.e. removal of central furniture piece; reconstruction of counter). Installation of TV will take place in Q4. TV installation and remodeling objective will be moved to FY15 for research and potential completion.
4	Install exterior lighting for north side wall of building.	Complete by Q3.	C	Currently awaiting final production and installation of the signage panels. Northside signage panels produced and installed on north side wall in Q2; lighting options to be installed in Q3/4. Lighting options were not installed due to seasonal weather change; targeted for completion sometime in FY15. Lighting equipment was purchased in 2014.

District Initiative 2: Utilize best practices

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Explore options to relocate check-in desk area within the Kids Korner space with the purpose of creating a larger space for parents/children to prepare for entrance and exit into the play area.	Develop plan within Q1, complete by end of Q2.	C	Confirmed intentions and design of desired check in area reconfiguration; work order to be entered in Q3. Kids Korner remodeling project that includes reception desk rebuild/ relocation and carpeting has been discussed with the Parks team; start date for project is TBD but expected in Q4. Project completed in Q4.
2	Enhance the Kids Korner space at PSSWC by repainting and re-carpeting the area.	Complete by end of Q2.	C	Consideration of projects in Q3. Project completed in Q4.
3	Purchase Fitness Equipment	Complete by end of Q3.	C	Assessment of the fitness equipment to be purchased will begin within Q2. Equipment to be purchased within Q3/4. Within Q1, a Pro 2 (ADA accessible upper and lower ergometer/bike) was purchased as a replacement piece. Due to budgetary limitations, no additional fitness equipment was purchased for PSSWC within Q3/4. Fitness equipment was purchased for fitness facilities at TC and WRC in Q4. Additional fitness equipment for PSSWC will be purchased or leased within 2015.
4	Create a comprehensive marketing plan to support the promotion of new membership recruitment and more enhanced member retention efforts.	Develop and complete by end of Q1.	C	Currently working with Member Services team to evaluate Q1 and Q2 progress and formulate strategies for remainder of year focusing on collaborating with Fitness team to drive stronger retention efforts. Working with C&M team on video initiative to increase social media and visual presence on internet in Q4. Ideas currently being discussed/considered for FY15.

DISTRICT GOAL 4

Promote Quality Leadership and Service

District Initiative 1: Develop leadership that ensures work force readiness

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Develop quarterly MOD meeting calendar for all PT/FT participants.	Schedule meetings for Q1, Q2, Q3, and Q4.	C	Efforts to be taken in Q2 to schedule first of 2 potential MOD team meetings. MOD information to be shared at upcoming Service Desk team meeting in Q3; MOD daily update memos composed and published nightly for reference by the MOD team.

District Initiative 2: Build organization culture based on I-2 Care Values

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Hire and train PT Group Exercise Coordinator to provide support to the 30-60 & 90 day member retention program.	Hire by end of Q1.	C	The PT group fitness coordinator has been selected and will begin work within Q2. Group Exercise Coordinator has been successfully hired and has been contributing to the member retention efforts.

District Initiative 3: Promote continuous learning and encourage innovative thinking

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Ensure consistency within the Manager on Duty program by clearly communicating expectations upon training and re-training MOD team members.	Train all new MOD's from the updated checklist and expectations laid out in the Manager on Duty binder. (ongoing) Re-train/review updated MOD expectations with current MOD's within Q1.	C	New MOD training checklist and training binder successfully utilized for 2 new MOD participants; introduced daily MOD UPDATE email to all team participants in Q1 to improve communication. Ongoing training continues for club-specific processes among MOD participants.
2	Implement quarterly CHEER training to all PT staff.	Offer 1 per quarter and complete by Q4.	C	The CHEER customer service training has been successfully launched within Q1 and several training opportunities have been offered to staff within Q2. Within 2014, a total of 100 HEPD team members have participated within the trainings offered within Q1/2. Additional trainings have been offered and are planned for Q3/4. Additional trainings have been completed within Q4 and will be continued within 2015.

Hoffman Estates Park District – 2014 Goals Golf Division

Report Date: January 2015

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DISTRICT GOAL 1

Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Provide 35k rounds in the 2014 Season	35k rounds in the 2014 Season (30,179 thru 10/29 in 2013)	C	Course opening in April. 10,024 Rounds Thru June 26,348 Rounds Thru Sept 29,101 Rounds in 2014
2	Provide 3,750 Outing rounds in the 2014 Season	3,750 Outing Rounds (3,541 Outing rounds in 2013)	C	Course opening in April 1,049 Rounds Thru June 3,636 Rounds Thru Sept 3,661 Rounds in 2014
3	Provide 35 Preferred Tee Times for the 2014 Season.	35 Preferred Tee Time Groups (33 Groups in 2013)	C	Course opening in April 39 Groups in 2014
4	Provide 3,400 League rounds in the 2014 Season.	Goal is 3,400 League Rounds for the 2014 Season. (3,471 rounds in 2013)	C	Course opening in April 1,620 Rounds Thru June 3,361 Rounds Thru Sept 3,361 Rounds in 2014
5	Expand & Provide Jr. Program Classes in Spring, Summer & Fall to 175 participants.	Goal is 175 participants. (88 participants in 2013)	C	Course opening in April 2 Sessions Completed 84 Students. 4 Sessions remaining. 6 Sessions Completed 176 Students
6	Expand & Provide Group Lessons to include 28 students for all ages in Spring, Summer & Fall.	Goal is 28 students. (21 Students in 2013)	C	Course opening in April 3 Sessions completed 23 Students, 5 Sessions remaining 7 Sessions Completed 34 Students
7	Host 5 outside wedding ceremony only events.	Goal is 5 ceremony only events. (5 events in 2013)	C	7 Booked 8 Booked
8	Host 35 Full Wedding Packages.	Goal is 35 Full Wedding Packages	C	27 Booked 29 Booked 30 Booked 29 Booked (Had 2 cancellations)

District Initiative 2: Achieve customer satisfaction and loyalty

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Receive 25% of comment cards of the 35k golfers and evaluate responses and maintain an 85% satisfactory score on 95% of the completed comment cards. (Pace of Play, Course Conditions, Customer Service, Amenities, etc.)	Receive 25% of the 35k cards back and maintain 85% satisfactory score on 95% of the comment cards.	C	Bar & Grill, Course opening in April Comments are being received and evaluated on a weekly basis. <i>Comments have been received all year.</i> We continue to see comments on Pace of Play as well as lack of specials in the bar in grill. This will be a major point of emphasis in 2015. We have received approximately 2,500 cards thru September We received approximately 3,000 cards. With a 88% satisfactory score. We will be looking at new ways to receive more cards in 2015 as our goal was 8,750 cards returned.
2	Book 5 additional events by follow up calls and email guest from events and gather feedback. Offer 10% Discount on future event to promote repeat business.	Book 5 additional events from repeat clients.	C	Currently 1 booked by referral Currently booked 4 by referral Currently booked 6 by referral

District Initiative 3: Connect and engage our community

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Provide 6 Special Golf Events with 360 participants	Goal is 6 Events with 360 participants. (316 in 2013)	C	All events planned. Cancelled March Madness due to weather. Held 1 event for 35 participants. 4 Events remaining in Oct & Nov 5 Events Held in 2014 with 278 guests. March Madness was cancelled due to weather.
2	Provide 2 Holiday Event Brunches with 675 guests	Goal is 2 Events with 675 Guests. (672 in 2013)	C	First Event is in April. 261 Guests for Easter Breakfast with Santa Dec 13 th Breakfast with Santa had 388 guests. The 2 events serviced 649 Guests.
3	Involve volunteers in course maintenance initiatives.	Schedule 4 ball mark repair days for volunteers to fix ball marks by Q3. After special outing days to ensure course conditions stay at a high level.	C	Course opening in April Will begin in 3 rd QTR Had 2 repair days scheduled with High School Teams.
4	Expand volunteers in facility events by securing scores for the Pro Am Scramble.	Secure a minimum of 25 volunteers to help score Pro Am	C	Course opening in April Event is in Oct.

		scramble.		We had 30 volunteers for this event.
5	Involve volunteers in Jr. Golf Program.	Recruit and train 2 to 3 High School golfers to help instruct Jr. golf program classes.	C	Course opening in April Added 4 HS Golfers to JR Program staff.

DISTRICT GOAL 2

Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Manage and operate the golf department to meet budget expectations.	Meet or exceed Golf Department Budget	C	Expenses and payroll were monitored very closely during our winter months. Payroll expenses are down \$15,657 to budget due to weather and lack of rounds. <i>Payroll & Expenses have been monitored all season. Also expanded social media marketing to increase rounds</i>
2	Manage and operate the F&B department to meet budget expectations.	Meet or exceed F&B Department Budget	C	Expenses and payroll were monitored very closely during our winter months. Payroll expenses are down \$18,270 to budget due to weather and lack of rounds. <i>Payroll & Expenses have been monitored all season. Also expanded social media marketing to increase traffic in bar and grill.</i>

District Initiative 2: Generate alternative revenue

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Expand use of golfnow.com to increase golf now rounds by 5% to produce additional revenue during slow periods.	Increase golfnow.com rounds by 5%. (4,485 Rounds in 2013)	C	Course opening in April 1,657 Rounds Thru June. 4,261 Rounds Thru Sept <i>4,892 Golf Now Rounds book in 2014</i>
2	Increase rounds attributed to internet marketing by 5% (Facebook, Twitter, Email blasts).	Increase overall rounds by 5%.	C	Course opening in April 10,024 Rounds Thru June. 26,348 Rounds Thru Sept <i>29,101 Rounds for 2014 vs</i>
3	Increase lunch business in bar & grill by 3% over prior year by capturing golfer's on site with daily specials and promotions.	Increase bar and grill sales by 3%.	C	St. Patrick's Day Lunch was our first promotion which produced over 100 orders. Sales are down 18% thru May due to

				<p>weather and low round totals. Bar & Grill sales have been challenging all season. We will be addressing menu specials and promotions in 2015. The Grill Sales are down 17% to budget thru September.</p> <p>Grill sales ended up down 15% of budget but they were up 2% from 2013.</p>
4	Increase corporate meetings and golf outing food & beverage functions by 3 events.	Increase corporate group meetings by 3 events for a total of 242 events in 2014. (239 events in 2013).	C	<p>We have 233 events book for 2014.</p> <p>We currently have 266 events book for 2014.</p>

District Initiative 3: Utilize our resources effectively & efficiently

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Manage payroll to meet or exceed personnel budget to ensure maximize operational efficiency.	Meet or exceed Payroll Budget	C	<p>Payroll was monitored very closely during our winter months.</p> <p>Payroll expenses are down \$15,657 in golf and down \$18,270 for F&B</p> <p>Payroll expenses are down \$28,600 in golf and down \$50,006 for F&B</p> <p>Payroll expenses were monitored for both departments all season long. Golf saw a savings of \$31,205 from budget and F&B saw a savings of \$63,040.</p>
2	Monthly budget monitoring to maintain at or below projected budget expenses.	Not to exceed budget expenses.	C	<p>Expenses were monitored very closely during our winter months.</p> <p>Expenses are being closely and have been adjusted to necessary items only.</p> <p>Expenses have been monitored and have not exceeded budgeted amounts.</p>
3	Monthly budget monitoring and proper costing out on menus to maintain a 32% food cost and 28% beverage cost.	32% food cost and 28% beverage cost.	C	<p>Food Cost for Jan = 35.82%; Feb = 16.76% Bev. Cost for Jan = 44.86%; Feb = 7.48%</p> <p>Food Cost Thru May = 32.5% Bev. Cost Thru May = 34.4%</p> <p>Food Cost Thru Sept = 27.6% Bev. Cost Thru Sept = 24.4%</p> <p>Food Cost Year End = 29.36% Bev. Cost Year End = 25.47%</p>
4	Quarterly spot checks on a minimum 4 key items	100% of spot checks completed.	C	Key item price checks were completed in

	on insure competitive pricing.		<p>first quarter. Key item price checks were completed in second quarter.</p> <p>Key item price checks continued. We are received special rebates now from Sysco due to the quantity we purchase from them.</p>
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DISTRICT GOAL 3

Achieve Operational Excellence and Environmental Awareness

District Initiative 1: Create and sustain quality parks, facilities, programs and services

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Provide a clean and well maintained clubhouse facility and equipment consistent with district standards.	Complete daily checklist and rectify and identify deficiencies and remedy as necessary. 90% Completion Rate.	C	Checklists are being completed and are at 100% completion rate during the winter months. Checklists are being completed and are at 100% completion rate during the second quarter. Checklists continued being completed and are at 100% completion rate during the third quarter. <i>Checklists were completed all season long. With the addition of a FT Maintenance position we will look to improve in all areas in 2015.</i>
2	Provide a well-manicured golf course consistent with adopted 2014 maintenance goals.	Weekly inspection with golf course superintendent, identify deficiencies and remedy as necessary. 90% Completion Rate.	C	Winter cleanup has begun. Maintenance team is in full swing. They have battled a tough winter and are working on areas that have been identified. Maintenance team has worked hard all season in this challenging year. The golf course is back to normal and has recovered from the harsh winter. <i>Weekly inspections were completed all season long. A winter list has been made to prioritize projects for the spring.</i>
3	Purchase Green Roller to improve quality of greens	Complete by end of 1st Qtr.	C	Will be purchased in April. Pushed back due to weather. <i>Green roller has been purchased and staff has notice a difference in the greens.</i>
4	Rebuild Landscape wall on #14 Tee box that has deteriorated.	Complete by 2nd Qtr.	C	Project start date of April. Project is 95% complete. Minor restoration work will be completed in fall. <i>Project is complete and receiving great reviews.</i>
5	Enhance, implement and evaluate marketing plans to promote F&B functions. Especially	Implement by 1 st quarter.	C	2014 Marketing plan is in place. Will continue to evaluate and adapt as needed.

	corporate and group outings.			All marketing areas are continued to be documented and we are adjusting based on results. <i>Marketing materials are constantly being looked at and updated as the season goes long to ensure a fresh look and new promotions.</i>
6	Update informational brochures to market special events and golf outings.	Update brochures by end of 1 st quarter.	C	Brochures are sent to printing. All brochures have been updated and printed. New items may arise as the year progresses.
7	Document all marketing efforts.	Evaluate based on ROI	C	All marketing efforts are being documented in the 2014 Marketing Plan. All marketing areas are continued to be documented and we are adjusting based on results. <i>All marketing items will be evaluated for next year. We had some great success with some and others have struggled.</i>

District Initiative 2: Utilize best practices

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Research, develop and recommend Golf section of the 2014 CMP including recommended CIRP projects, goals and objectives.	By May 2014	C	Have developed preliminary recommendations for CIRP. <i>Staff continues to develop and work on the CIRP.</i> <i>CIRP was completed.</i>

District Initiative 3: Advance environmental and safety awareness

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Maintain IPRA's Environmental Report Card	By end of 4 th quarter	C	97% Rating

DISTRICT GOAL 4

Promote Quality Leadership and Service

District Initiative 1: Develop leadership that ensures work force readiness

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Train and document 100% of all staff on job	Train 100% F&B Employees by	C	Training has begun. Has been delayed due

	specific and mandatory training.	March Train 100% Golf Employees by May Train All new employees with 15 days of hire.		to late start in the course opening with the weather. All job specific training has been complete. We will continue with review sessions in key areas as the year progresses. All current staff has been trained.
2	Have key staff attend HEPD AED & CPR training.	Have at least 24 key staff members maintain certification by end of 2 nd Qtr.	C	We currently have 16 key members certified. We currently have 25 members certified. All key staff has been trained and a schedule is being created for their renewal dates.
3	Train all F&B employees on service plan	Train 100% F&B Employees by March Train All new employees with 15 days of hire.	C	Opening training meeting was held. Additional training sessions will begin when the bar & grill opens. All new hires are continued to go thru training. We have also added a few full staff training in customer service for all staff. Staff has received minor training in all areas. Will be developing a new service plan for 2015.
4	Train all Starters and Rangers on proper methods to communicate with golfers using training manuals.	Train 100% Golf Employees by May Train All new employees with 15 days of hire.	C	Opening training meeting was held. Additional training sessions will begin when the course opens. All new hires are continued to go thru training. We have also added a few full staff training in customer service for all staff. Staff has received minor training in all areas. Will be developing a new service plan for 2015.
5	Successfully provide 5 classes to help promote the game of golf and create future golfers at BPC for 25 participants.	25 participants	C	Course opening in April 3 Classes have been provided to 23 participants. 4 Classes have been provided to 28 participants.
6	Provide monthly training days in concentrated areas. Follow training sessions with manager ride along to ensure training practices were successful.	12 training days.	C	We have had 3 training dates in the first quarter. We have had 5 detailed training dates this quarter. We have had 2 detailed training dates this quarter. We had 2 detailed training dates in the

				4th quarter for a total of 12 for the season.
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District Initiative 2: Build organization culture based on I-2 Care Values

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	Conduct weekly F&B meetings to discuss operations and special events	40 weekly meetings on F&B operations.	C	We are conducting weekly meetings. Weekly meetings are being held to discuss events. Weekly meetings continued being held to go over details of all events and that staff is on the same page. Weekly meetings were conducted all year long.

District Initiative 3: Promote continuous learning and encourage innovative thinking

No.	Division Objective	Measures	Status	Achievement Level / Comments
1	All F&B Employees become BASSET Certified	100% of all F&B Employees.	C	All current employees are BASSET Certified. New Employees starting in Spring will be certified within 10 days of start date. All new employees are being trained within 10 days of start date. All current employees have completed the course. All current F&B employees are BASSET CERTIFIED

MEMORANDUM NO. M14-145A

TO: All Board Committees
FROM: Dean R. Bostrom, Executive Director
RE: Renaming of High Point Park
DATE: January 9, 2015

Background:

At the November 25, 2014 Park Board meeting, the board per the attached Memorandum M14-137 preliminarily approved the changing of the name of High Point Park to the Joseph L. Fabbri Park. Per park board policy 5.01 Naming and Renaming of Park Sites, a change in a park site name can only be made official after a waiting period of at least 60 days prior to the confirmation vote. Additionally, a 5/7 vote by the board is required to change the name of a park.

Implications:

The park district sent notification to all residents who reside within 600 feet of the High Point Park boundaries to solicit feedback regarding the proposed name change. Additional information regarding the proposed name change and who Joseph L. Fabbri was and his importance to the park district is posted on the Hoffman Estates Park District website and other forms of social media in addition to a press release in the community newspaper.

The park district is interested in receiving feedback regarding the proposed name change from all board committee members and the community prior to the final scheduled vote by the board on January 27, 2015 to accept the name change of High Point Park to the Joseph L. Fabbri Park.

Memorandum No. M14-137

To: Board of Commissioners
From: Dean R. Bostrom, Executive Director
Date: November 21, 2014
RE: Renaming of Highpoint Park

Background

Board policy 5.01, Naming and Renaming of Park Sites, outlines the guidelines and process involved when a “park” is either named or renamed. Subsection C of Policy 5.01 below states that:

- C. Parks may be named for individuals or groups that have made exceptional contributions to the community. Names of individuals, including, but not limited to, District Commissioners or other public officials, may not be given to a park, building, facility or athletic field unless the individual is deceased.*

The district currently has one such park named after a deceased individual who made exceptional contributions to the community. In 1999 Kelly Park was renamed Cannon Crossing Park in recognition of Bill Cannon. Bill was a very active volunteer in the Hoffman Estates community and longtime park district volunteer for various youth athletic programs.

Below is Policy 5.01, Name and Renaming of Park Sites:

Board Policy 5.01, Naming and Renaming of Park Sites

The Board shall select names for new parks, buildings, facilities, athletic fields, or, when appropriate, to change the name(s) of existing parks, buildings, facilities, or athletic fields of the district that have not been dedicated. The Board may consider the following elements in determining the naming or renaming of parks, buildings, etc. (for purposes of this section only, "parks" shall means parks, buildings, facilities, athletic fields, or other "namable" property of the District):

- A. Parks may be named after streets, geographical locations, historical figures, events, concepts or as otherwise determined by the Board.*
- B. Parks may be named for individuals or groups that have donated land or facilities to the District or made a significant financial contribution toward the development of parks.*
- C. Parks may be named for individuals or groups that have made exceptional contributions to the community. Names of individuals, including, but not limited to, District Commissioners or other public officials, may not be given to a park, building, facility or athletic field unless the individual is deceased.*
 - 1) The Board at public meeting should first announce the proposed name of the park, building, facility or athletic fields (requires a 5/7 vote).*
 - 2) A park site should only be confirmed and the name made official after a waiting period of at least sixty (60) days before the confirmation vote.*
 - 3) A 5/7 vote by the Board is required to name a park, building, facility, or athletic field or to change the name of an undedicated park, building, facility or athletic field of the District.*

Implications

Joseph L. Fabbrini is an individual who made exceptional contributions to the community and was one of several early community leaders who had a vision of creating a park district for Hoffman Estates.

Joseph Fabbrini was initially appointed to the Village Park Board which created a Park District Steering Committee charged with the mission of researching and evaluating the implementation and feasibility of creating a park district for Hoffman Estates. A public referendum as required by state statutes was ultimately placed on the May 2, 1964 election ballot asking residents to approve the creation of a park district. By an overwhelming 4 to 1 margin, the referendum passed and on May 22, 1964, the Hoffman Estates Park District was officially created. Five commissioners were sworn in with lengths of terms decided by drawing numbers out of a hat. Joe Fabbrini drew a 4 year term.

In addition to serving as a Park District Commissioner, Joe served as the newly formed park district's first Director through 1967. During that time, he established the Summer Playground program called "Tot Lot". His vision was to make this program accessible to children in all areas of the community, and so conducted the program at six local school playgrounds. The Tot Lot program later evolved into the park district's Summer Camp program.

Joe worked with School District 54 to establish the cooperative agreement we have today. The first program provided physical education programs on Saturdays at the schools. The program also provided summer programs for children ages 7-13 for six weeks of supervised activities that ranged from golf to tennis to arts and crafts at Hillside, Hoffman and Fairview Schools.

For adults, he developed a popular Thursday evening bridge program at Robert Frost Jr. High School, which resulted in a charter from the American Contract Bridge League, enabling participants to play for master points.

Teenagers enjoyed the first volleyball program under Fabbrini, and outdoor ice skating rinks were established in the winter of 1965. In 1966, the district added after school sports programs for boys. Adults were treated to gourmet cooking classes and a series of concerts in the park. The Guild Players Theater Troupe offered workshops and performances.

Fabbrini also advocated for lighted parks so that residents could experience as much recreation as possible at the parks. He believes, as we do today, that it was the obligation of the park district to reach all residents and encourage programming for adults, children and for the whole family.

As a founding father and prominent leader of the HEPD in its infancy Joseph L. Fabbrini is deserving of being recognized in perpetuity with the name of one of the premier community parks that was acquired during his tenure on the park board.

High Point Park was the fourth park acquired by the district and at the time was the largest park. High Point was initially acquired for the sum of \$10 (developer donation) from the Hoffman Rosner Corporation. There are no deed restrictions on the park property.

Recommendation

To further celebrate our rich heritage in this community and in honor of our 50th anniversary of the Park District, staff recommends that the Board preliminarily approve the changing of the name of High Point Park to Joseph L. Fabbrini Park. If the Board adopts the name with the required 5 out of 7 votes, the name will be officially confirmed by the Board 60 days after, or on January 24, 2015.