



1685 West Higgins Road, Hoffman Estates, Illinois 60169
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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, MAY 10, 2016
7:00 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - April 12, 2016
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Billy Casper Contract / M16-065
 - B. PSSWC Aquatic Center Renovation Transition Plan / M16-067
 - C. Balanced Scorecard / M16-059A
 - D. Recreation, Facilities & Golf Report / M16-066
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

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



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MINUTES RECREATION COMMITTEE MEETING April 12, 2016

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on April 12, 2016 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Dressler, Henderson, Neel, Wittkamp, Chairman Kinnane

Absent: Comm Rep Koltz

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

Audience: Commissioners McGovern, McGinn, Kaplan, President Bickham, Mr. K. Evans

2. Approval of Agenda:

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

3. Minutes:

Commissioner R. Evans made a motion, seconded by Comm Rep Wittkamp to approve the minutes of the March 8, 2016 meeting as presented. The motion carried by voice vote.

4. Comments From the Audience:

None

5. Old Business:

None

6. New Business:

A. Rec/Facility & Golf Report and 1Q2016 Goals/M16-052:

Director Kies reviewed the memo noting that Ice was working on securing the 2017 Special Olympics Figure Skating/Speed Skating Championships and that the Krolak Cup Hockey tournament began April 7th.

He also complimented Accounting/Admin and C&M staff on the work on the mobile registration app noting that registration through that app continues to increase.

Comm Rep Henderson asked about the Community Garage Sale and Director Kies explained that it was a garage sale held at Seascapes by where residents could pay for space to display their items for sale.

Comm Rep Dressler asked about vendors such as Tastefully Simple and Director Kies noted that they would be acceptable; much like they do at a flea market.

Chairman Kinnane asked if the district had looked at doing another one in the fall as the spring event was so popular. Director Kies said they would look at that and had also considered making it a community wide garage sale.

Commissioner R. Evans noted that Manager Cuff was working with the Korean Center and asked what the future plans were. Director Kies noted that the group liked the trips and staff would continue to do more with that group.

Mr. K. Evans encouraged staff to look at expanding their trips to include plays in the Chicago area.

Director Bechtold reviewed the Golf portion of the report noting that the good weather had brought rounds to the course; that the fish fry had been well attended.

Commissioner R. Evans asked about the Jr. Golf Pass and Director Bechtold noted that they usually did more promotion closer to the summer.

Chairman Kinnane asked about the ball dispenser and Director Bechtold noted that it should be up and running Wednesday.

Commissioner Bickham asked about the GPS units and Executive Director Buczkowski explained that the district had a contract through this golf season.

Commissioner R. Evans made a motion, seconded by Comm Rep Wittkamp to send the Rec, Facilities & Golf Report and 1Q2016 goals /M16-052 to the board. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Dressler reminded everyone of the April 21st Bon Appetite Evening at Stonegate and encouraged everyone to attend. The event is from 5-7:30 pm with pre-registration at \$25.

Comm Rep Neel congratulated everyone on the quick meeting

Comm Rep Henderson said she liked the new computers.

Commissioner R. Evans said he liked the new logo and that the Easter Brunch had been great and well attended.

Comm Rep Wittkamp also noted that he liked the new computers.

8. Adjournment:

Comm Rep Dressler made a motion, seconded by Comm Rep Neel to adjourn the meeting at 7:25 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

HOFFMAN ESTATES PARK DISTRICT MEMORANDUM # 16-065

To: Rec Committee
From: Dean Bostrom, Executive Director
Craig Talsma, Deputy Director/Director of Admin & Finance
Brian Bechtold, Director of Golf Operations
Date: May 1st, 2016
Re: Billy Casper Maintenance Contract

Background

The park district first entered into a three year golf course maintenance agreement with Billy Casper Golf (BCG) in 2008. The agreement was renewed for an additional three year term in 2011 and again in 2014. The contract provides for the entire maintenance of Bridges of Poplar Creek (BPC). The District approves the annual budget for all costs which is provided to them on a reimbursed monthly basis. In addition, the District pays an annual management fee to BPC for their services. The management fee for 2013 was \$80,224 and in 2016 it was \$71,379.

As part of staff's negotiations for their future services, BCG has agreed to lower their management fee back to the original fee of \$55,000 for 2017 (there would be a 3% increase for 2018 and 2019). They have offered this incentive due to the positive working relationship we have had over the previous years. With the existing agreement expiring at year's end, the District is required to give notice by June 1, 2016 if we wish to not renew the contract for 2016-2019.

All costs incurred by BCG are a direct expense to the District. We reimburse them for any items they purchase directly for our course, including reimbursement for their payroll. However the cost of the expenses is based on what BCG pays, so certain items like our pension costs for the Illinois Municipal Retirement Fund (IMRF) are not required since the employees are BCG employees and not District employees.

Implications

Staff has done a thorough review and analysis of the maintenance contract and operations with BCG. There are always pros and cons whenever utilizing an outside service to provide services for the District. In the past staff has found that very often the utilization of independent contractors allows for a greater savings in the employee cost area especially in regards to costs associated with employment taxes, insurance, IMRF, worker's compensation, and unemployment. Also in the past BCG has secured some savings on large equipment purchases through their national contracted pricing. This has amounted to a few thousand dollars on larger equipment purchases though this is not done every year.

In the case with BCG this is not necessarily as significant as with other contractors in that we do reimburse BCG for the costs associated with their employees; basically the costs are flowed through to the district. However it must be noted that BCG employees do not participate in IMRF when working for BCG. This would only be an expense to the District if the District took the maintenance operations in-house and made the staff District employees. In the estimated plan for 2017 with seasonal employees and the three full-time employees it will cost the District an additional \$16,150 for IMRF. Staff has also carefully restructured how the seasonal staff have operated over the last few years and

now have minimized the number of workers that will exceed 1000 hours per year that will be entitled to IMRF. Additionally our IMRF rate has dropped over 2.5% since the last contract. This reduction in IMRF costs is significant in our comparison.

One other big change from prior years is the reduction in unemployment claims for these workers. In the past the District expended large amounts on the golf course seasonal workers in that the majority of them collected unemployment as soon as the season ended. Since the District is self-funded for unemployment we pay the actual amount an individual receives. Over the last few years the current reports show that the majority of BCG staff does not file for unemployment. The District hopes this trend would continue and we have made our estimate based on that.

The Prevailing Wage Act also comes into the discussion when using an independent contractor for our maintenance of the golf course. Items that would fall under this act are any construction projects in the future we have planned, for example: Bunker renovation, rebuilding and repairing tee boxes and irrigation repairs. All these items along with the golf course mechanic wages would require us to pay prevailing wages for these job duties. This would be a significant increase in our labor wages and not reflected in the chart below.

In the past we have not always required the prevailing wage such as for their mechanic. However current scrutiny of this law and how it impacts municipalities is in the forefront for many union organizations and has become a constant FOIA request to the district. As of yet we have not been requested this in regards to BCG; however we have a requirement to follow the law and recent inquiries to our attorneys have substantiate the requirement to pay any non-maintenance costs that require prevailing wage. In regards to employees of BPC that are all treated as independent contractors an if in a prevailing wage category they would be required to be paid prevailing wage. If projects or services such as a mechanic were a District employee, then we are not required to pay prevailing wage. For comparative purposes the District currently pays our in-house mechanics an average of \$20 per hour. Prevailing wage would be more than twice that amount.

The following chart shows the other major financial differences in operating with BCG or in-house:

Billy Casper Contract VS HEPD Operated

	BCG	HEPD	
Management Fees	\$55,000	\$0.00	
Workers Comp/Unemployment	\$10,500	\$34,000	Estimated Based on Previous Years
Benefits (Insurance)	\$24,000	\$22,500	3 FT Employees
IMRF	\$0.00	\$16,000	8.07% of Staff over 1000 Hours
Payroll Taxes	\$38,500	\$23,500	12.5% for BCG and 7.65% for HEPD
General & Administrative Fees	\$4,000	\$6,000	Inter-fund Charge for HEPD
Insurance P & C	\$1,600	\$0	Included in overall district cost
	\$133,600	\$102,150	
Estimated Total			
Savings in House		\$31,450	

The District has had considerable success in out sourcing our maintenance operations over the last eight plus years; however it should always be remembered that a certain amount of control and direct supervisory interaction is lost when utilizing an independent contractor. We are bound by an agreement and must utilize their channels and methods for the aspects of the operations that we have relinquished to their management. Should we at some time become dissatisfied with their operations it is always more difficult to document and try and get out of an independent contractor agreement if need be.

Though we have control over the actual budget for the maintenance, it is based on BCG operations. There could be potential expense reductions made should we wish to operate at a different level in-house. Also, should the District opt not to renew the BCG contract we would have the ability to offer positions to those currently working for BCG at our location if desired since they do not have a “non-compete” contract.

Staff fully analyzed the potential “risk vs. reward” of switching from BCG to in-house. BCG has provided us great service over the past nine years and helped us make tremendous strides in our course maintenance. It has been successful partnership and beneficial to both parties. The financial savings and ability to have total direct control of the maintenance staff is something that was leading staff in our current recommendation.

The operations are running well and based on the above analysis switching back will save us money and ensure full direct control of the operations. Staff currently does not feel that there is a significant control issue but all aspects should be considered and even the slightest edge to a more direct management leads staff to favor having the operations in-house. The financial savings estimated at approximately \$30,000 is the leading factor.

Recommendation

That the Rec Committee recommend to the full board approving the intent to not renew the Billy Casper Golf maintenance contract for 2017. The District will then take complete control of the maintenance at Bridges of Poplar Creek C.C starting January 1st, 2017.

MEMORANDUM NO. M16-067

TO: Recreation Committee
FROM: Dean Bostrom, Executive Director
Mike Kies, Director of Recreation & Facilities
Katie Basile, Superintendent of Facilities
Cathy Burnham, General Manager of Sales & Operations
RE: PSS&WC Aquatic Center Renovation Transition Plan
DATE: May 3, 2016

Background:

As communicated to the B&G Committee and as an update in the Recreation Report during the month of March, the following is our transition plan for the aquatic closure at PSS&WC. As a reminder, both the lap pool and activity pool at PSS&WC will be closed from July 5th through mid-August. During that time, the following items will be completed.

- Replacement of the high-grade sand filter system in the filtration room (both pools)
- Replacement roof top aquatic dehumidification system
- Resurfacing of both pools (Diamond Bright)
- Painting of both pool ceilings
- Final whirlpool piping repairs beneath the pool decks
- Retiling of certain sections of the pool decks
- Repainting some of the walls within each pool area
- Cleaning and painting of pool gutters and the water feature in the activity pool

These projects are anticipated to utilize the whole timeline stated above. Staff has met to develop a transition plan to help create the least amount of impact on the PSS&WC membership, swim lessons, aquatic fitness classes, rentals, Athletico Physical Therapy sessions, open swim, etc., as it relates to these operations.

Implications:

The following is a detailed outline as to how staff is seeking to have the least amount of impact during this shut down period.

PSS&WC Member Services:

1. Staff will inform front line team members prior to June 1, 2016 of the detailed closing schedule so that these associates can communicate this to all members and guests.
2. Staff will officially announce the closures to all members and guests through website, internal posters and notices as of June 1, 2016.
3. Staff has prepared Frequently Asked Questions to make sure that all Team Members from all facilities are prepared to discuss and communicate how the closure will be addressed.

4. As of July 5, 2016 PSS&WC Members will be allowed at no charge to use Seascope Family Aquatic Center (SFAC) during all open swim hours. Additionally, lap swimming will be made available Monday through Friday from 9 am to 11 am until project completion.
5. The Member Services Team will offer options to the PSS&WC Members to temporarily use Triphahn Center or SFAC for their aquatic needs, i.e., whirlpool and/or general swimming.
6. The PSS&WC Aquatic Exercise Classes will be moved to SFAC and continue to take place at the same time and day with the exception of the 6:30 a.m. Tabata classes which will not run during the project time.
7. Staff has made corrections to the PSS&WC Swim Lesson Program within the schedule and those will be printed and available at all park district service desks noting the necessary changes and cancellations during the project time.
8. Staff will encourage patrons to sign up for SFAC swim lessons that will be taking place as usual during the summer season. The PSS&WC Saturday swim classes will take place at SFAC.
9. Staff has made arrangements to provide private and semi-private swim lessons that would usually take place at PSS&WC at SFAC.
10. During the shut-down, rentals, birthday parties and/or any other requests for aquatic use will be steered towards SFAC.
11. Team Members have already informed Athletico Physical Therapy of the pool closures and will allow them to utilize SFAC if they feel it is conducive to their needs.

Staff is attempting to lessen the impact that the pool closures will have on the PSS&WC Membership and guests by proactively addressing the potential issues as outlined above.

Recommendation:

The PSSWC aquatic center program transition plan noted under Implications is being presented to the Recreation Committee for discussion purposes only. No formal action is required on this memorandum.

MEMORANDUM NO. M16-059A

TO: Rec Committee
FROM: Dean R. Bostrom, Executive Director
Craig Talsma, Deputy Director/Director A&F
Mike Kies, Director of Recreation
John Giacalone, Director Park Services/Dev & Risk Mgmt
Gary Buczkowski, Director Planning & Development
Brian Bechtold, Director Golf Operations
RE: Balanced Scorecard
DATE: April 29, 2016

Background

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

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

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

Key components in utilizing the Balanced Scorecard methodology

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

Implications

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

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

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

Recommendation

Staff recommends the Board approve the Balanced Scorecard for the first quarter 2016.

BALANCED SCORECARD 2016

District Goals	District Objectives	Measures	Quarter 1 2015	Quarter 1 2016	YTD 2015	YTD 2016
Provide healthy and enjoyable experiences for all people	Offer healthy and enjoyable experiences that promote equal access	Number of programs/sessions/ participants	734 sessions offered 464 sessions ran 3,878 participants (annual program #s will be reported in Q4)	662 sessions offered 482 session ran 3,476 participants (annual program #'s will be reported Q4)	734 sessions offered 464 sessions ran 3,878 participants (annual program #s will be reported in Q4)	662 sessions offered 482 session ran 3,476 participants (annual program #'s will be reported Q4)
		Number of facility memberships/visits 2016 includes new BPC passes	6,464 memberships 83,352 visits	6,592 memberships 87,800 visits	6,464 memberships 83,352 visits	6,592 memberships 87,800 visits
		Daily paid facility useage	\$42,187	\$38,451	\$42,187	\$38,451
		Number rounds (inc BPC events) / baskets	593 rounds 419 baskets	1,871 rounds 946 baskets	593 rounds 419 baskets	1,871 rounds 946 baskets
	Achieve customer satisfaction and loyalty	Community and participation survey data related to overall satisfaction and retention by percentage	92.7% overall satisfaction	92.7% overall satisfaction	92.7% overall satisfaction	92.7% overall satisfaction
	Connect and engage our community	Number of special events (not inc free) & participation	2 events 349 participants	9 events 1,022 participants	2 events 349 participants	9 events 1,022 participants
		Number of free events	1	4	1	4
		Number of Partnerships/ Coop agreements	36	36	36	36
		Increase in Digital Marketing/Social Media Engagement	Mobile App Users 1,395 Heparks.org Hits 50,910 Online Brochure Hits 2,752 WebTrac Hits 6,424 Social Media/FB Likes 1,774	Mobile App Users 1,421 Heparks.org Hits 50,495 Online Brochure Hits 2,779 WebTrac Hits 7,034 Social Media/FB Likes 2,161	Mobile App Users 1,395 Heparks.org Hits 50,910 Online Brochure Hits 2,752 WebTrac Hits 6,424 Social Media/FB Likes 1,774	Mobile App Users 1,421 Heparks.org Hits 50,495 Online Brochure Hits 2,779 WebTrac Hits 7,034 Social Media/FB Likes 2,161
		Number of Foundation events/participants	1 event/76 participants 1 board mtg	1 event/71 participants 1 board mtg	1 event/76 participants 1 board mtg	1 event/71 participants 1 board mtg

<u>District Goals</u>	<u>District Objectives</u>	<u>Measures</u>	<u>Quarter 1 2015</u>	<u>Quarter 1 2016</u>	<u>YTD 2015</u>	<u>YTD 2016</u>
<i>Deliver Financial Stewardship</i>	Achieve annual and long range financial plans	Percental of operational revenues to expenses (excludes D/S and Capital)	131.13%	131.26%	131.13%	131.26%
	Generate alternative revenue	Total revenue: Grants	\$5,620	\$0	\$5,620	\$0
		Total revenue: Sponsorships	\$12,450	\$32,349	\$12,450	\$32,349
		Total revenue: Rentals	\$327,901	\$358,209	\$327,901	\$358,209
		Total revenue: Misc.	\$20,894	\$22,560	\$20,894	\$22,560
	Utilize our resources effectively and efficiently	Percentage of assets to liabilities	2014 - 115.00%	Reported 2nd qtr post audit	2014 - 115.00%	Reported 2nd qtr post audit
<i>Achieve Operational Excellence and Environmental Awareness</i>	Create and sustain quality parks, facilities, programs and services	Community survey data related to overall condition of parks and overall quality of programs and services	93.7% overall satisfaction Survey Year 2013	Next survey 2019	93.7% overall satisfaction Survey Year 2013	Next survey 2019
	Utilize best practices	Accreditation score: CAPRA	100% Review Year 2013	Next review 2018	100% Review Year 2013	Next review 2018
		Accreditation score: Illinois Distinguished	97% Review Year 2010	Being reviewed 2016	97% Review Year 2010	Being reviewed 2016
		GFOA-Certificate of Achievement for Excellence in Financial Reporting	Accredited FYE 2014		Accredited FYE 2014	
		PDRMA score	98.75% Review Year 2013	Next review 2017	98.75% Review Year 2013	Next review 2017
		NAEYC	Accredited Formal Review Year 2013	Next review 2018	Accredited Formal Review Year 2013	Next review 2018
		Transparency score	93.4% Review Year 2013	Unchanged	93.4% Review Year 2013	Unchanged

<u>District Goals</u>	<u>District Objectives</u>	<u>Measures</u>	<u>Quarter 1 2015</u>	<u>Quarter 1 2016</u>	<u>YTD 2015</u>	<u>YTD 2016</u>
	Advance environmental and safety awareness	PDRMA score	98.75% Review Year 2013	Next review 2017	98.75% Review Year 2013	Next review 2017
		No. of accident reports	21 reports filled out 0 generating insurance claims	48 reports filled out 0 generating insurance claims	21 reports filled out 0 generating insurance claims	48 reports filled out 0 generating insurance claims
		Environmental Scorecard (Dec)	97% Review Year 2015		97% Review Year 2015	
		Natural Area/ Wetland Parks Burned	(24) In House (4) Contracted	(17) In House (4) Contracted	(24) In House (4) Contracted	(17) In House (4) Contracted
Promote Quality Leadership and Services	Develop leadership that ensures workforce readiness	Number of internal training sessions	(1) FT Staff mtg (2) AED Medic courses (2) Hoffman U	(1) FT Staff Mtg (1) AED Medic Course (7) Hoffman U (27) Parks	(1) FT Staff mtg (2) AED Medic courses (2) Hoffman U	(1) FT Staff Mtg (1) AED Medic Course (7) Hoffman U (27) Parks
	Build organization culture based on I-2 Care Values	Team building events / Discussions With Dean	(3) Discussions w/Dean (1) Team Builder	(3) Discussions w/Dean (2) Team Builder	(3) Discussions w/Dean (1) Team Builder	(3) Discussions w/Dean (2) Team Builder
	Promote continuous learning and encourage innovative thinking	External conferences, sessions, workshops and seminars	IAPD, PGA, PDRMA, IPRA, PGA, AMA	IAPD, PGA, PDRMA, IPRA, Chamber, Schaumburg Bus. Association, District 211 Focus Grp, NWSRA, Mayor's Update, Hoffman HS Advisory, ProConnect, MIPE	IAPD, PGA, PDRMA, IPRA, PGA, AMA	IAPD, PGA, PDRMA, IPRA, Chamber, Schaumburg Bus. Association, District 211 Focus Grp, NWSRA, Mayor's Update, Hoffman HS Advisory, ProConnect, MIPE

MEMORANDUM NO. M16-066

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Brian Bechtold, Director of Golf Operations
Nicole Chesak, Superintendent of Recreation
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Sandy Manisco, Communications and Marketing Superintendent
Debbie Albig, Manager of Community Centers
Cathy Burnham, General Manager of Sales & Operations
RE: Board Report
DATE: April 6, 2016

Recreation and Facilities Division



UPCOMING EVENTS

- May 7 – ELC Open House at Triphahn Center
- May 5 – Cinco De Mayo lunch at the Tap Inn at BPC
- May 14 – Parents Night Out at PSSWC and TC Dance Recital
- May 15 – 9 & Stein Golf Outing at BPC and WRC Dance Recital
- May 21 – Community Garage Sale at Seascape parking lot
- May 28 – Seascape Opening Day
- June 4 – HE Chamber of Commerce & Industry Fishing Derby at South Ridge Lake, 9am – 1pm.
- June 6 – Summer Camps start
- June 10 – Movie Night at Seascape
- June 10 – Friday Fun in the Park at Vogelei
- June 11 – Park Cleanup 9-11am at Essex Park
- June 15 – SRT Celebri-Tee Golf Outing
- June 16 – Summer Sounds Concert at the Village Green
- June 18 – Parents Night Out
- June 19 – Father's Day Pool Party at Seascape
- June 23 – Summer Sounds Concert at the Village Green
- June 24 – Friday Fun in the Park at Vogelei
- June 30 – North West Fourth Fest begins

Snapshot Summary/Highlights:

- Illinois Action for Children awarded the Preschool Department \$620.00 for the annual NAEYC reaccreditation fee for TCIA preschool program.
- Director of Recreation & Facilities Kies was invited along with 30 other professionals from around the nation to the Agents of Change Symposium in Austin Texas. This

event took place March 31 & April 1. The objective was to look at adaptive leadership styles, strategic thinking and effective advocacy while using the City of Austin, TX as a case study. The results from the feedback in the discussions regarding the case study will be used as an enhancement to the Austin Park & Recreation's 2012 Comprehensive Plan. The final wrap up session was how you can carry these action items back to your agencies and networks.

- Please notice the highlighted attachments from the Hoffman Estates Chamber of Commerce and Industry Community guide, the park district was well publicized in this brochure.
- In April, C&M rolled out a new logo and tagline for the park district. On April 15, the logo was officially introduced on all electronic media (web, Eblast, mobile app, digital TV signs), and 400 t-shirts were distributed to fitness members at PSSWC, TC and WRC. The staff wore shirts that day as well, and posters were displayed in the 3 locations to explain the new branding concepts. On April 20, C&M presented a Hoffman U session on Branding and were given a Branding Guidelines document (see attached).
- A Medic AED/CPR class was offered on April 30th to all HEPD staff, with emphasis upon enrolling the Bridges of Poplar Creek team members, given the upcoming peak season. Two of the HEPD new instructor, Christine Tusa and Gary Fong, taught the class with the senior instructors, Debbie Albright and Katie Basile, facilitating the class. The class went very well, certifying 18 team members.
- Staff is working with an outside contractor on the enhancement of the upselling and cross selling of district services. 3 meetings took place in April, as this initiative moves forward more information will become available and communicated to the committee/board.
- The dance company had a very successful April please review the narrative in the dance report for more information, but great job!
- Youth baseball participation is up from this time last year; outstanding considering the currently national trend is down 14.4%. Youth soccer is also up from this time last year whereas the national trend has soccer participation down by 10.7%. (Reference - Aspen Institute, which is an educational and policy studies organization based in Washington DC, which provides nonpartisan opportunities for dealing with critical issues).
- The Early Learning Program is up 8 participants from this time last year and all morning preschool classes are full now along with the Early Learning Program. Staff continues to look at ways to reduce the waitlists and is working hard to address this exciting issue.
- SFAC season passes are selling well; currently we are 83 more passes sold ahead of last year.
- The dog park memberships have made an outstanding increase from this time last month; currently they are only tracking 45 behind 2015 at this time last year.
- You will notice some of the fitness membership numbers are lower, a lot of this can be attributed to the influx of new centers/clubs in the area. Staff has seen this transition before and though it is a minor difference in the numbers from last year. Staff continues to work hard to increase new members and work on retention. Value added services are critical at this point and establishing amenities that separate us from the other centers to create that competitive advantage.

- STAR continues to produce good participation numbers with over 64 more participants from this time last year.
- Ice operations is also showing good growth, please refer below.

Volunteers Summary:

- Admin staff was contacted by 2 high school volunteers looking for opportunities and were forwarded to Skating Manager Dooley to see if she could use them at Skate Rental.
- 4 Volunteers for 50+ for a total of 5 hours.
- 1 Volunteer for the Doggie Egg Hunt for 3 hours
- 6 Volunteers for the Easter Egg Hunts for 19 ½ hours

Dance

- Dance pictures for Willow will take place on Monday, May 2nd and for TC on Wednesday, May 11th. Tickets are on sale at the front desks for the recitals. Recital will take place the weekend of May 13-15 at the Hoffman Estates High School.

Winter/Spring Recital Session	4/2015	4/2016	Var. +/-
Triphahn Center	177	181	+4
Willow	71	70	-1
Dance Company	24	22	-2
Total Dance	272	273	+1

- The Hoffman Stars Dance Company participated in 3rd competition, Hall of Fame Dance Challenge was held on April 15-17th in Schaumburg. This was the first year participating in this competition and the teams did an outstanding job as you can see from the results below (soloists and groups).

Soloist – 13-15 age –Intermediate– High Gold - showmanship award

Soloist – 10-12 age – Intermediate – High Gold

Soloist – 10-12 age – Intermediate – High Gold

Soloist – 10-12 age – Intermediate – Platinum – Showmanship award

Duo – 10-12 age – Intermediate–High Gold

Duo – 10-12 age – Intermediate – 1st place Platinum – 3rd overall highest score – Sassy award

Company 1 jazz – High Gold – Showmanship Award

Company 1 lyrical – High Gold – 8th place overall highest score – 8-9 age.

Company 2 jazz – Platinum – 6th Place overall – Showmanship award - 10-12 age.

Company 2 lyrical – Platinum – 9th place overall highest score 10-12 age.

Company 3 jazz – Platinum – 5th place overall highest score 10-12 age.

Company 3 lyrical – High Gold – 10-12 age

The last competition will be Rainbow National Dance Competition at the Genesee Theatre in Waukegan the weekend of May 6-7.



Youth Athletics

Youth Baseball/Softball

- The season is underway! Opening day for Bronco and Pony level teams was April 23rd and for Shetland, Pinto and Mustang level teams it was April 30th. Picture day has been set for May 21st. Tournament team tryouts will be held on Sunday May 1st. All-star game has been set for June 18th under the lights at Cannon and prep for our fall baseball leagues has already begun. Below are our numbers from this current season compared to last year's numbers. Numbers are based on rosters as of April 28th.

Year	Shetland	Pinto	Mustang	Bronco	Pony	Palomino	Total
2015	50	61	30	26	28	0	195
2016	47	57	34	13	34	12	197
							Var. +/- +2

Travel Baseball

- Travel baseball teams had open day on April 9th. Our 12u and 14u teams are competing in the MSBL this season. Both teams are off to a great start at 3-0 each! They will be competing in tournament the weekend of May 7th/8th.

Tournament Team Baseball

- Teams will host tryouts on Sunday May 1st.
- Teams will par take in tournaments on June 4/5th and on July 16/17th.

Youth Basketball

- This summer! Hoffman Estates Park District will organize a youth summer basketball league! Teams will participate in a 6 game season. Each team will practice for 1 hour during the week and play one game on the weekend. This will help players work on their skills during the summer and help boost our basketball program numbers.

Youth Outdoor Soccer

Year

Participation	468	472	+4
---------------	-----	-----	----

- Season began on 4/17.
- Added two teams in the ¾ Grade Boys and ½ Grade Boys.
- A great big thank you to all our volunteer coaches!

Adult Basketball

- The 2016 winter leagues are coming to a close. The regular season will ended March 28th and 29th while the post season tournament took place on April 11th and 12th. Registration for our summer league has begun. Summer session starts on May 23rd.

Adult Softball

- Softball is set to start on May 2nd. 12 teams will compete on Monday night at cannon crossing. This is the same number of teams as last spring.

Gymnastics

- The spring session started the week of 4/11. Total registration for the session of classes was 204 students, compared to the same session in 2015 – 196 students. The spring session of gymnastics ends the week of May 23rd.



Early Childhood

Preschool:

	15 TC	13 TC	-2 TC
Three-school 15-16	10 WRC	13 WRC	+3 WRC
	27 TC	30 TC	+3 TC
2's Playschool 15-16	24 WRC	24 WRC	0 WRC
	115 TC	125 TC	+10 TC
Preschool 15-16	64 WRC	68 WRC	+4 WRC
Early Learning Center	31	39	+8
EC Enrichment	127	103	-24
Parent Tot	49	50	+1
Preschool Totals	462	465	+3

- Summer Camp registration is currently open.
- Preschool registration for 2016-2017 remains open. All a.m. preschool classes are full with waitlists. There are 10 afternoon - 3 year old preschool and 36 afternoon - 4 year old preschool spots remaining.
- Illinois Action for Children awarded the Preschool Department \$620.00 of the \$775.00 annual NAEYC reaccreditation fee for TC preschool program.

STAR

Program	4/2015	4/2016	Var. +/-
TJ:	15	20	+5
Whiteley:	24	27	+3
Armstrong:	42	46	+3
Fairview:	70	78	+8
Lakeview:	42	32	-10
MacArthur:	43	82	+39
Muir:	29	38	+9
Lincoln Prairie:	49	53	+4
Total	314	376	+62

Kinder STAR	3/2015	3/2016	Var. +/-
WRC:	10	12	+2

- Staff has finalized summer camp field trips. They're available for the public to view on the summer camp website.
- STAR registration for 2016/2017 school year is open to current STAR participants. Registration will open to the public on Monday, May 2nd.
- Summer Camp registration is currently open and ongoing.



50+ Club

Volunteerism

Volunteers – 1 volunteer – 2 hours total
(Member mailings)

Classes offered in April

Basic Exercise, Chair Fitness, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Write It Now!

Athletic opportunities offered in April

Billiards, Pickle ball, Ping Pong, Volleyball, Walking, Balloon Volleyball

Upcoming trips

Driehaus Mus (Chi), Cubs vs Pirates (Wrigley), 7-day trip to Mt Rushmore (SD)

Evening/Special Programs in April

Pub Quiz Night (3rd Thursdays/6:00 pm) – 20 participants - held in 50+ Center

Friday post lunch programs (April)

4/1 ComED on New Smart Meters

4/8 Membership meeting

4/15 Free Lunch & Learn (Comfort Keepers, Brookdale Retirement, Journey Care, Elder Law, NShore)

Organized Activities

Book Club, courtesy of STDL (18 participants), Korean Center for Seniors came to 50+ to learn/play Wii Bowling, 50+ went to Korean Center for Seniors (Schaumburg) to learn/play Balloon Volleyball

Took 50+ members to Eastgate Manor (Algonquin) for Free lunch/Chair Tai Chi demonstration/Tour, Birthday Club met at Culver's (Schaumburg)

Other

Met with Monica Saavedra, new HEV HHS director re: program partnerships

Prep work, including meeting with trip participants, for Mt Rushmore trip in May

Met with Comfort Keepers, Carina Massini regarding August 2016 Open House

Attended Networking Breakfast Club Group involving area senior communities

Toured Belmont Village Retirement facility (Buffalo Grove), planning site visit with 50+ and Free lunch

Toured Autumn Leaves Memory Care facility (So Barrington), planned events.



Ice Operations

I.C.E Academy

- The spring skating lesson program started on April 4. 244 skaters are enrolled for the spring session. In 2015 there were 236 skaters.
- United States Figure Skating has set new program parameters for facilitating their program in ice rinks that go into effect in June. Staff is working to change program guidelines for the fall to meet these new requirements and maintain status as a USFS program.

Wolf Pack

- Wolf Pack Development started in April 4. Below are the participation numbers
 - Jr. Wolf Pack – 70
 - 2 day – 83
 - 3 x 3 – 24

Total of 177 skaters are enrolled for the spring. In 2015 there were 161 participants.

- Spring Wolf Pack enrollments for each division.
 - 37 Mites
 - 37 Squirts
 - 44 Pee Wee
 - 33 Bantam
 - 13 Midgets

This is the first season where the park district is not overseeing the travel tournament teams. They are being handled by the Wolf Pack, NFP. Participation numbers are no longer comparable to the past.

Ice Rink Information

- Due to an ice maintenance project at Rolling Meadows Park District. The TC Ice Arena for the months of Mar – May has booked 174 men's league games.
- The TC Ice Arena secured some late notice spring hockey tournament games on April 22-24. Staff reworked a number of things to secure this rental in hopes of possibly securing an entire tournament next spring season.
- TC Ice Arena maintenance project is set to begin June 5. Notices and information has been going out to skating and hockey members and general info is being supplied to the general public.



Prairie Stone_{tm} Sports & Wellness Center

April Membership Totals

2015
3,245

2016
3,206

Var.+/-
- 39

Member Services

- The enrollment promotion for the month of April extended a discounted enrollment fee of \$30.00 with free April dues advertised via digital media.
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; during the month of April there were 12 new members who have enrolled as a result of the club cash referral promotion.
- The PSS&WC enrollment special was also advertised on each of the District's electronic marquis signs throughout the community. The PSS&WC enrollment special was also advertised on the VHE electronic marquis located at the corner of Shoe Factory Road and Beverly on the southwestern edge of Hoffman Estates. The ENROLLMENT FEE banner on the north side exterior remained mounted on the building along with the east side banner, both of which continue to attract many prospective clients. This second banner provides visibility/identity of the building for westbound traffic on Route 72 and compliments the signage panels installed in the spring of 2014. Likewise, both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the community. The HEPD bi-monthly Eblast included the enrollment promotion details, and targeted emails through Retention Management continued to be sent throughout the month to promote the club cash incentive for member referrals with additional incentives promoted on Facebook and the HEPD and PSS&WC websites. The PSS&WC enrollment special was also advertised on each of the District's electronic marquis signs throughout the community.
- The number of credit card denials following April billing was slightly lower in comparison to recent months. Efforts that were implemented within the Member Services and Billing offices to continue to contact members proactively to obtain updated information for billing continued aggressively during the month of April. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk. With such efforts being taken consistently from month to month, the number of 90-day cancellations continues to decline as the team is becoming increasingly successful at connecting with members in the first 30 to 60 days following billing to reconcile account balances.
- The Member Services team attended a corporate health and wellness fair at Omron Management Center of America in the Prairie Stone business park in April. A member of the Personal Training team also accompanied the Member Services team on this visit to help promote membership opportunities as well as to conduct mini fitness demos.
- The Member Services team is currently working with the IDOT office in Schaumburg on a potential 'lunch and learn' opportunity that would include a visit to the location by the Member Services team and a Fitness team member for educational and promotional purposes.
- The General Manager of Sales & Operations is currently working with the Member Services team on a transition strategy for employees of Wells Fargo who were currently included in the fully subsidized GECC corporate membership agreement. The current agreement expires June 30th, so efforts are being taken to facilitate a seamless transfer for those employees who intend to continue with monthly membership at PSS&WC. Two onsite visits by the Member Services team at Wells Fargo have been secured in May and June preceding the expiration of the current

agreement. Likewise, efforts will be taken in May to contact employees via email and in person to provide information about the special discounted corporate rate for Wells Fargo employees.

- The General Manager of Sales & Operations is currently working with the Member Services Supervisor on the PSS&WC website platform conversion from Joomla to WordPress. The conversion also includes replacement of the current Fitness calendar on the right sidebar margin of the site with a scrolling event calendar as well as other minor enhancements to improve site navigation and responsiveness.

Operations and Fitness Departments:

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of April. Pickleball activities are in full swing during the indoor season, which spans through April and the first part of May. Although birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.
- The Operations and Maintenance teams are currently working through a locker audit in both member locker rooms to identify hardware/repair issues and erroneous permanent locker assignments; efforts have been made in April to repair a number of full length lockers to restore them to daily use in the men's club locker room. An audit of locker reporting data was conducted in April by the General Manager of Sales & Operations and the Business Supervisor to ensure that records between front line rental spreadsheet and RecTrac are accurate. New locker mechanisms were purchased to use as replacements for any broken or malfunctioning lockers.
- PSS&WC Managers are currently working with WRC and TC to secure a new vending machine vendor for all 3 facilities. This vendor will provide a variety of healthy snack options that are appealing to guests/members of each facility. The General Manager of Sales & Operations met with the District's Pepsi representative to discuss the addition of a third vending machine in the café area that would dispense a healthy selection of Pepsi beverages (i.e. Propel, Aquafina Splash, etc.).
- The Superintendent of Facilities facilitated the bid packet for the PSS&WC lap and activity pool ceiling painting. The lowest bidder was selected and qualified. The 3 references called were favorable and a memorandum is being presented to the B & G committee Meeting in May, to be approved by the full board at the end of May. This project will be coordinated with all scheduled projects for the aquatic center, planned within mid-July, 2016.
- The Superintendent of Facilities is providing support to facilitate partnership opportunities by organizing fitness classes with District 211 at the Higgins Educational Outreach Center. Zumba/dance fusion classes continued to be offered through April on week Thursday nights. 15 participants consistently attend and enjoy the weekly class. Classes will potentially be placed on hold over the summer months (given that the facility closes throughout the summer), with classes to resume in the fall.
- The New Fitness equipment is OPEN FOR USE! The Personal training team performed demos and free small group classes for over 100 members throughout April.
- PSSWC has an upcoming Nutrition Workshop, Spring Cleaning, taught by Kathy Brown, RD on May 12th.
- The PSS&WC PT department continues to promote new clients by offering free educational workshops, small group classes, and fitness tests. Promoted thru wellness

calendar. Some of the topic for may include, importance of hydration, powering through plateaus, and best ab exercises "do's" and "do not's"

- A Personal Training team education meeting was held on April 28. One of our trainers, Ross Middlekauff, presented on a weight loss program called "Results Fitness". We had six trainers attend the meeting.
- Within the area of group fitness Class participation has remained steady. Highlighted classes include:
Raise the Barre 20-25 Power Hour 30-35 Pump and Abs 35-40
- Two Group Fitness classes have been highlighted on the wellness calendar in May, Miami Beach Party spin on the patio may 21, 8-10a and Flower Power Piloga May 22, 10-11am.
- The Group Fitness Coordinator April's fit talk with our members was based on fat burning myths and discovering your workout target zones.

Seascope, Programs and PSS&WC Swim Lessons

Seascope Pass Sales	2015	2016	Var. +/-
Sold as of 04/04/16	656	739	+ 83

- The Starguard training for new guards is scheduled for May 15-May 22.
- Lifeguard orientation is scheduled for Wednesday, May 25, 6pm-8pm at Bridges of Poplar Creek.
- Spring session II for the climbing wall begins Wednesday, May 5. Current enrollment is 8 participants. We are up 6 from last year.
- The 2016 climbing wall inspection is in process was completed for April 14.
- Aquatics managers continue to host monthly in-service lifeguard trainings on Sundays monthly so the aquatics staff can hone and practice their life saving techniques.
- Kid's First Sports Soccer ran with 14 for the April Session and now has 17 scheduled for session II that starts in May. This is the first time that we were able to get the Kid's First Basketball program to run; we have with 11 participants for the younger division and 16 for the older class.
- Special events:
Community Garage Sale: Saturday, May 21, 8am-1:00pm.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership	4/2015	4/2016	Var. +/-
Fitness	955	950	- 5

General Summary:

- Dance World was held successfully on Saturday 9th-This was the largest attendance they have had in over 6 months.

- Facility rentals continue to do well attracting a variety of different groups including church and various athletic groups. We have secured a new dance group rental that could be a nice new revenue opportunity consistently through each month.
- Woman of Steel and Fitness Bootcamp classes have both began and for the first time, Fitness Boot camp has a waiting list, staff is working to reduce this list.



Willow Recreation Center

Membership Fitness/Racquetball Totals	4/2015	4/2016	Var. +/-
	344	317	- 27



Dog Off-Leash Areas

Dog Obedience Classes

Staff has contracted out an agreement with 7 PAWS A WEEK to offer dog obedience classes. They are located on Glen Lake Rd. where the classes will be held.

Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 161, Palatine 48, Barrington 21 Schaumburg 52, Arlington Heights / Mt. Prospect 4, Inverness 31. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 23 guests to Bo's Run in April compared to 7 in April 2015.

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 156, HE – 91, Streamwood 80. Schaumburg – 27. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	4/2015	4/2016
Bo's Run	308	Bo's Run 294
Freedom Run	351	Freedom 310
Combo	73	Combo 83
Total:	732	687
		(651 at end of March 2016)



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Summer Guide and Summer Camp Registration, STAR registration, Cinco De Mayo, Mother's Day Skate, 9 & Stein, Parents' Night Out, SRT Celebri-Tee Golf Outing, Burger Bucks, Giving Tree, Mobile App.

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

RE-BRANDING

In April, C&M rolled out a new logo and tagline for the park district. On April 15, the logo was officially introduced on all electronic media (web, Eblast, mobile app, digital TV signs), and 400 t-shirts were distributed to fitness members at PSSWC, TC and WRC. The staff wore shirts that day as well, and posters were displayed in the 3 locations to explain the new branding concepts. On April 20, C&M presented a Hoffman U session on Branding and were given a Branding Guidelines document (see attached).

Internal signage that staff could print and change is 99% complete. Some signage requires to be created by a sign company. Quotes are being obtained for the remainder of the internal signage, to determine what items can be changed in 2016, and what will need to be budgeted for 2017.

Forms are in the process of being changed; any printed forms with the old logo will be replaced at the time that we reprint.

Logo replacement in internal software (RecTrac and WebTrac) is complete.

TC Board room logo is in progress by Parks.

COMMUNITY EDUCATION

2015 Annual Report – Published in the Summer Guide. Retractable banner displays statistics at Triphahn Center, will be rotated to other facilities throughout 2016.

VIDEO

This month, we featured the video "Spring Registration Now Open" through April 20.

PRESS RELEASES/PUBLIC RELATIONS

Sent to Daily Herald, Chicago Tribune:

Community Garage Sale Planned for Hoffman Estates
Full Day Preschool Open House Scheduled
Park District Rolls Out new Tagline and Logo

50+ Club Plans Play Dates with Schaumburg Korean Seniors
Summer Program Registration Begins April 27

MARKETING DASHBOARD



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

The app has been available since April 25, 2014; as of April 30, 2016 we have had 1429 apps downloaded.



Mobile Access – Source: Google Analytics

Mobile Access continues to increase. More users are accessing heparks.org on mobile devices than on PCs. Benchmark column indicates how users accessed HEParks prior to the app and mobile-friendly website. (Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.)

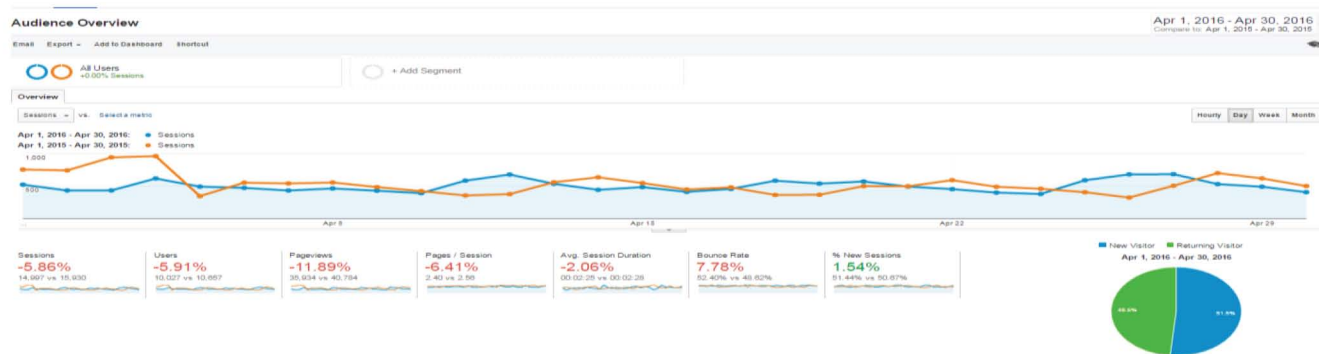
Source:	Benchmark:	April 1-30, 2015	April 1-30, 2016	Change from last year
Google Analytics	Feb 2013-Feb 2014			
Desktop	63%	52%	52%	0
Mobile	27%	38%	40%	+2
Tablet	10%	9%	7%	-2

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

We are seeing greater numbers of people reading our weekly email on their mobile phones. See additional reporting below in Email.

Website HEParks.org – Source: Google Analytics

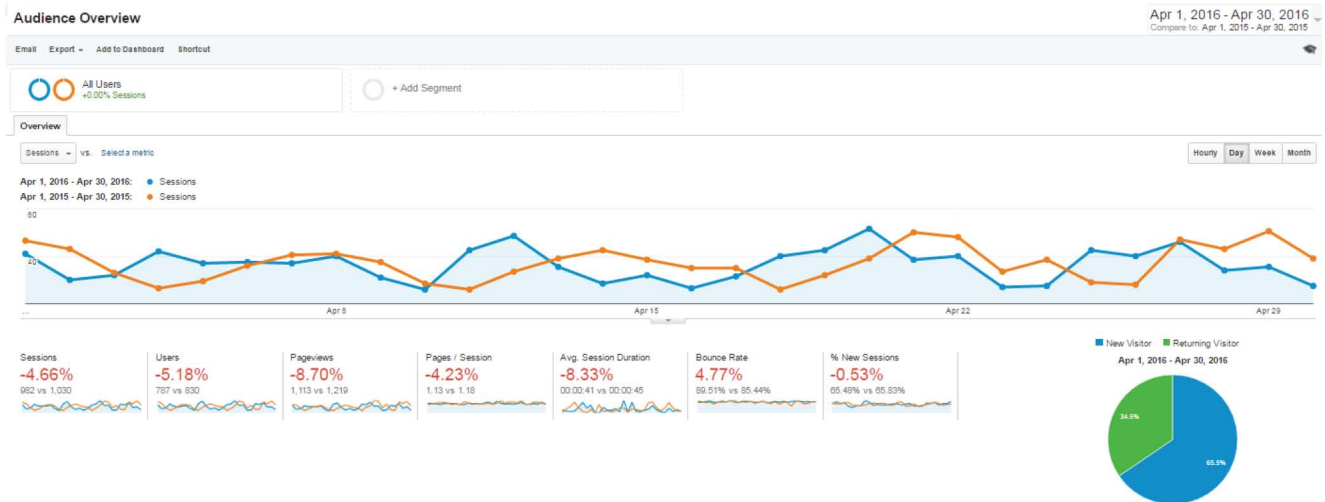
This month hits to the (full site) home page are down slightly from last year.





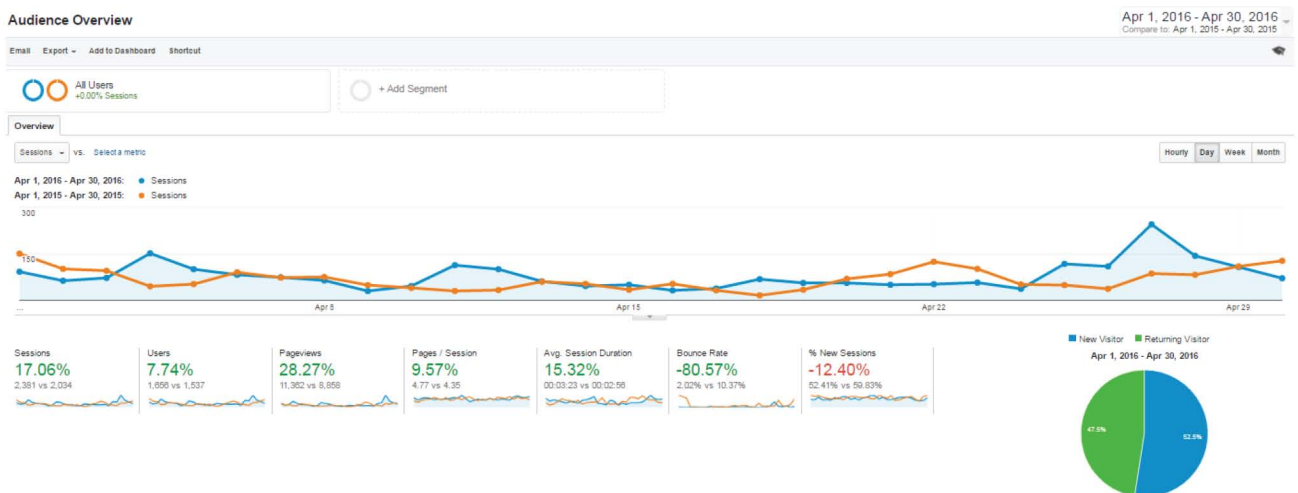
Program Guide Online – Source: Google Analytics

Hits are down from last year, likely due to more people using mobile WebTrac, when using a mobile device, it's easier to browse on the mobile WebTrac site than the Program Guide.



WebTrac/Online Registration Page Hits – Source: Google Analytics

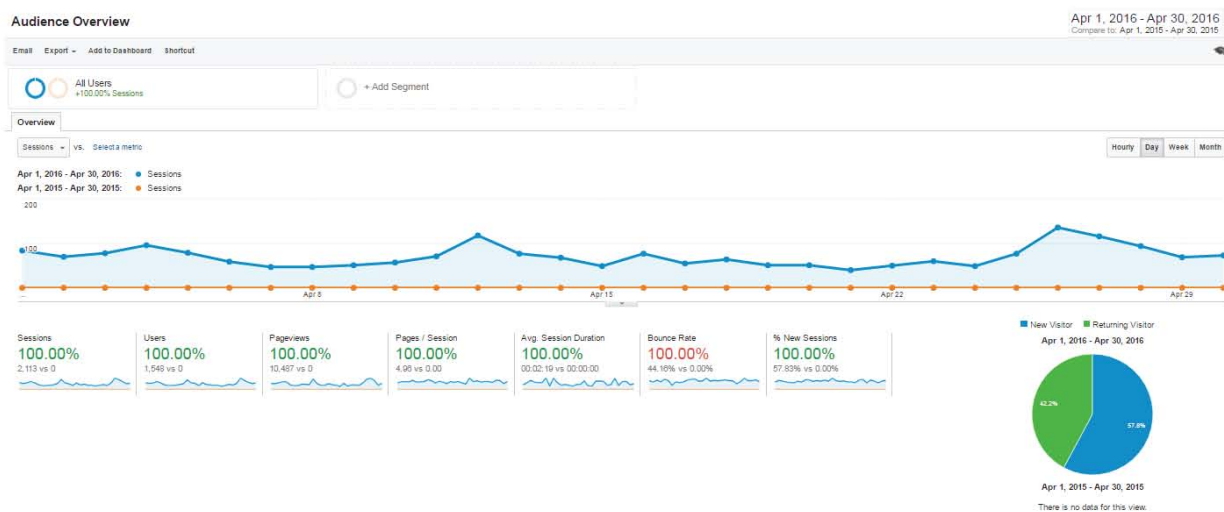
More people are accessing Online Registration. Hits are up significantly on WebTrac/Online Registration, likely due to the mobile friendly version of the website and online registration. Users are likely bookmarking our Online Registration page, bypassing the homepage of the website entirely.





Mobile WebTrac – Google Analytics

Mobile WebTrac is getting nearly as many hits as the full, desktop version of WebTrac. (Tracking began December 1, 2015.) More people are accessing the site from their mobile devices.



Facebook Reach

Total Likes totaled 2,195 this as of 4/30. 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 March = 22,526. See the chart below for a list of our most successful posts this month, which explains the "peaks".

Top 5 Most Successful Posts April 1-30

Post Message	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
What's on your bucket list this summer? http://ow.ly/4n3Use Summer Registration starts on Wednesday at 8 AM.	Photo	4/25/16 6:26 AM	2225
The 50+ Active Adults Club of the Hoffman Estates Park District (HEPD) is planning two "play dates" with the Korean Center for Seniors in Schaumburg. On Tuesday, April 19 at 10 a.m. the two groups played Wii Bowling at the Triphahn 50+ Center. A second event, a Balloon Volleyball game, is scheduled for Wednesday, April 27 at 10 a.m., at the Korean Center for Seniors at 611 Remington Rd. in Schaumburg. Anyone interested in participating is encouraged to contact Rica Cuff at 847-885-7500 ext. 626 or rcuff@heparks.org .	Photo	4/19/16 9:39 AM	2167
Last chance to save 15% on your Seascape Season Pass...ends 4/30! http://ow.ly/ZP2xp	Photo	4/4/16 7:55 AM	1890
Got stuff? Sell it at the Community Garage Sale! Reserve your space--> http://ow.ly/ZP0sq	Photo	4/5/16 7:45 AM	1829
Our Bitty Ballers learning the basics of dribbling, passing, shooting and defense! Saturdays at 9:15 AM thru May 14 at Willow.	Photo	4/23/16 10:00 AM	1817

Top 10 Highest Posts since October 2015

Post Message

Lifetime: The number of impressions of your Page post. (Total Count)

	Type	Posted	
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6110
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals!	Link	1/26/16 8:00 AM	6080
http://ow.ly/Xyalq Tomoki trains @ Triphahn Ice Arena!	Photo	2/12/16 10:00 AM	4615
Dads and their little girls having a night to remember! Moms, don't miss Mother Son Date Night on Feb. 19!	Photo	1/27/16 7:42 AM	3881
Congrats Volunteer of the Year Coach Bill Buesing! And Jan. Best of Hoffman Sylvia Henfling. Thx to all our volunteers! http://ow.ly/XAV4N	Photo	3/26/16 10:00 AM	3825
The Easter Bunny hopped on by this weekend for our Aqua Egg Hunt!	Photo	1/30/16 11:09 AM	3696
#Didyouknow that Pickle ball is over 50 years old!? Our very own Rica Cuff is presenting today at the IAPD conference! To find out more about Pickle ball click here---> http://ow.ly/3yXN7y	Link	3/2/16 5:51 AM	3112
Hoffman Estates Park District is hiring Part Time Workers in all areas: banquet, lifeguards, camps, front desk and even a Part-Time Digital Media Associate -- apply here!	Photo	2/19/16 6:21 PM	2900
http://www.applitrack.com/heparks/onlineapp/default.aspx?all=1	Photo	3/26/16 10:00 AM	2845
Moms and their little guys had a blast at Mother Son Date Night. Check out those little ties, suit coats, vests.....so cute!	Video	2/10/16 11:16 AM	2670
Egg Hunt 2016	Photo	4/19/16 9:39 AM	2167
Summer can't come fast enough. We can't wait for Seascapes Family Aquatic Center to open so we went by today to soak up some rays...HA! Get your summer pass now and save 15% with promo code SEA15 now through 4/30/16.			
The 50+ Active Adults Club of the Hoffman Estates Park District (HEPD) is planning two "play dates" with the Korean Center for Seniors in Schaumburg. On Tuesday, April 19 at 10 a.m. the two groups played Wii Bowling at the Triphahn 50+ Center. A second event, a Balloon Volleyball game, is scheduled for Wednesday, April 27 at 10 a.m., at the Korean Center for Seniors at 611 Remington Rd. in Schaumburg. Anyone interested in participating is encouraged to contact Rica Cuff at 847-885-7500 ext. 626 or rcuff@heparks.org .			



Conversion Rate – What percentage registered online?

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

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
Thru 4/30, 2016:	35.19%



Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Opt-Out
2015 Fitness, Sports & Rec	---/19%	50+%	9%	7%	.22%
Hoffman Happenings 4/12	19.3K/18.8%	64%	1.0%	10.5%	.7%
50+ Newsletter April	939/37%	53%	1.3%	7.2%	0%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

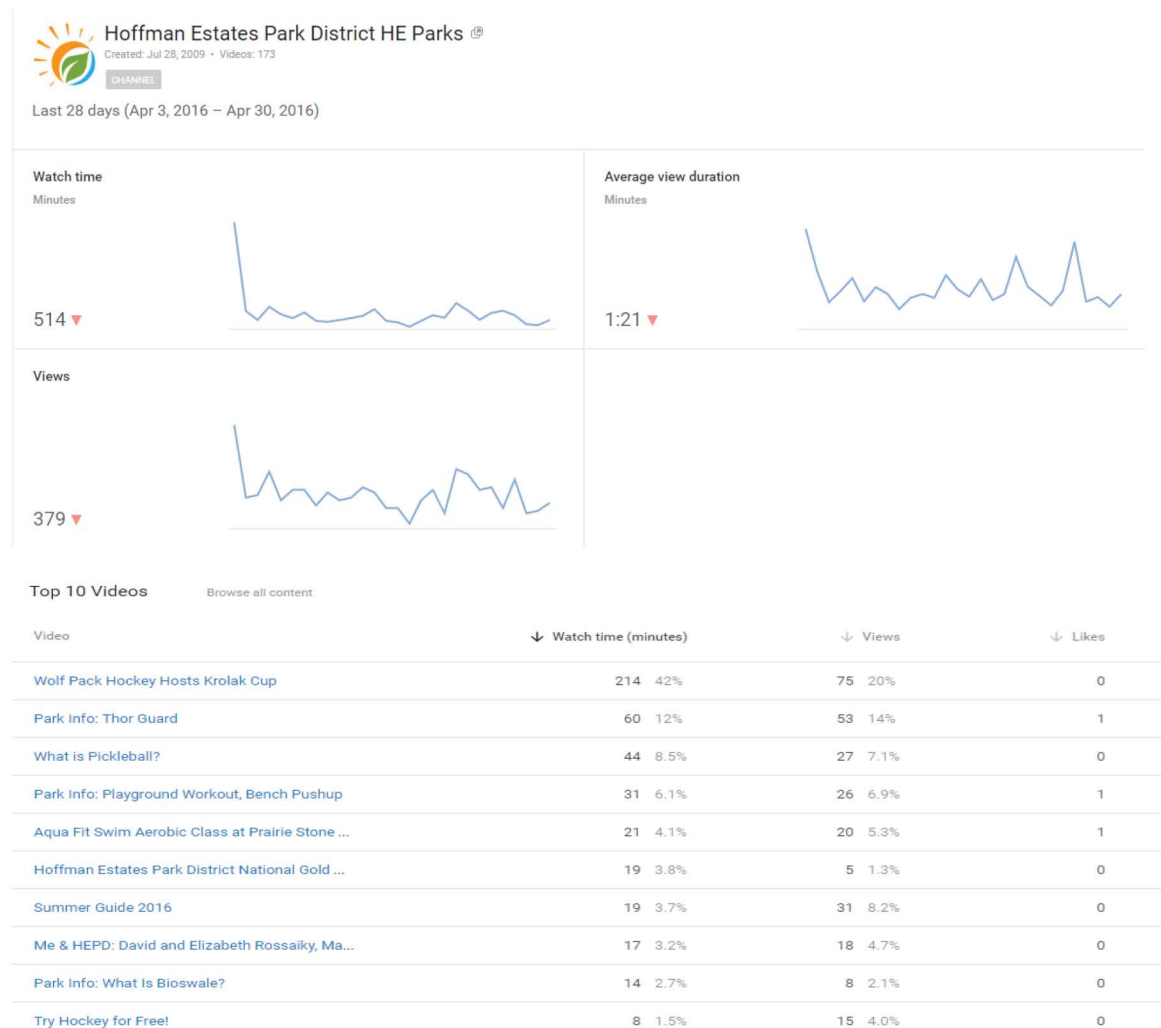
Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

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



YouTube Metrics

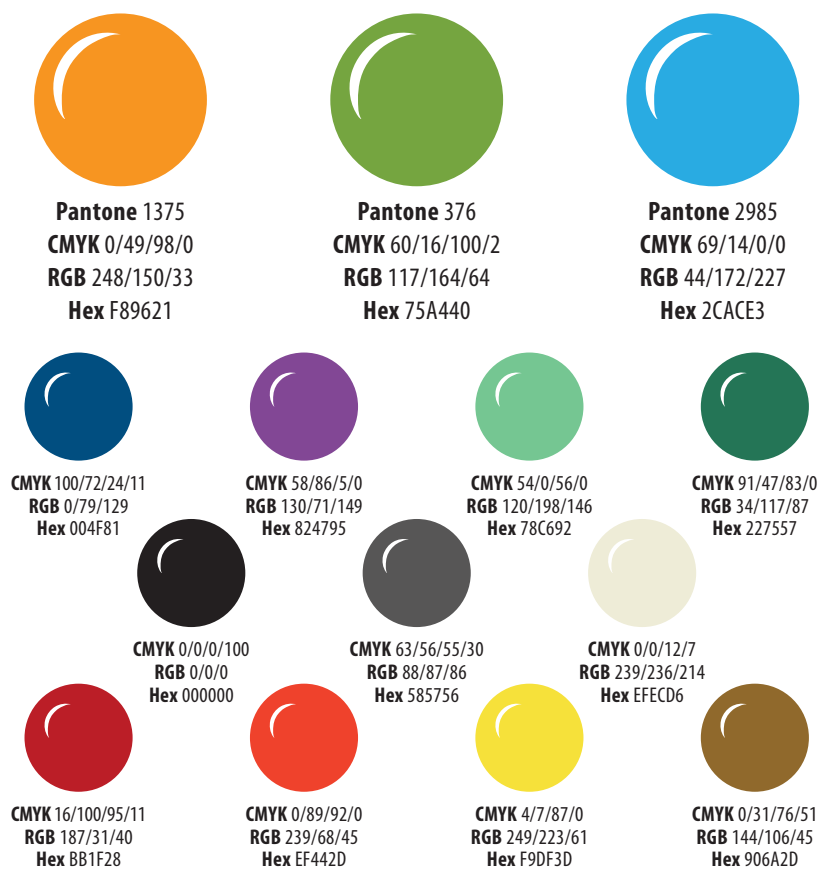
Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days.



Logo Suite



Color Breakdowns



APPROVED COLOR/LOGO COMBINATIONS



Logo Use & Misuse

The logo should never be stretched or squished to fit a space. In order to ensure this doesn't happen, be sure that in whatever program you're using either the image proportions are "linked" or simply use the corner "handle" or arrow when adjusting the size (you may need to hold down control as well). Do not alter colors either in full or in part. Also, the text from the old logo should never be used with the new sun icon. Above you will find approved color combinations of the logo in full color, white and black used with secondary colors from the brand.



LOGOS AND OTHER BRANDING MATERIAL CAN BE FOUND ON THE SHARED DRIVE IN THE "_HE PARKS BRAND" FOLDER

Our Mission

The Hoffman Estates Park District strives to "offer healthy and enjoyable experiences to residents and guests." This mission is the promise we make to our residents – it is what they can expect from us. Our most recent *Attitude and Interest Survey* revealed a 92% satisfaction rating by residents for our park district. Resident participation level is over 50% - well above the national average proving that we are fulfilling that promise.

BRAND PERSONALITY

If the Hoffman Estates Park District was a person, they would be...



BRAND PROMISE

Our brand promise is communicated in many ways including:

1. The way we interact with residents, guests, customers – the Cheer Philosophy is consistent with our mission and branding:
 - C – Choose your attitude
 - H – Here and Now
 - E – Exceed Expectations
 - E – Excite & Energize
 - R – Relationships
2. How we answer the phone, including our voicemail greeting and message.
3. How we manage our resources – Green initiatives.
4. How we interact with each other.
5. It's communicated in the cleanliness of our parks and facilities.
6. It's communicated in the look and feel and comfort of our parks and facilities.
7. It's in the look and feel of our website, mobile app and printed materials.

BRAND ELEMENTS

The logo has a contemporary version of the familiar sun, which has become synonymous with HE Parks. In the center of the sun is a leaf to acknowledge our Green initiatives and the blue "swish" represents the 25 bodies of water in our 70+ parks. The stem of the leaf reveals a path leading into the horizon; signifying an active lifestyle, and forward thinking, too. The lower case "serif" font is casual, friendly and suggests recreation and fun.

The logo is not just the sun icon. It is the font we use for the name of our district, the colors we use, the photos we choose, and it is so much more. These elements speak to our mission – conveying our promise to provide healthy and enjoyable experiences.



TAGLINE

Our tagline is "making life fun." This speaks to our mission! By offering healthy and enjoyable experiences, we are helping our residents and guests to make life fun. It's a collaboration and action as to what we can do for them.

ABBREVIATION

As we move away from using "HEPD" as an abbreviation, which is also the acronym for Hoffman Estates Police Department, you'll see that we now abbreviate Hoffman Estates Park District as "HE Parks." The shorter "heparks" version of the logo is the main logo we choose to use as it is forward-thinking, short, fun and doubles as our website address too.

Bridges of Poplar Creek Board Report

General Programs

- April was a very challenging month with the weather. We had 9 days where the course was closed due to snow or rain, with an additional 5 days when the temperatures were under 50 degrees. This directly affected rounds played this month.
- We have introduced a new Junior program this season with the PGA Junior Golf League. PGA Junior League Golf is a fun, social and inclusive opportunity for boys and girls, ages 13 and under, to learn and enjoy the game of golf from our Golf Professionals here at the Bridges of Poplar Creek Country Club. Our mission is to provide a fun, engaging atmosphere for our Junior League Golfers via a team format. Our athletes will work directly with our Professionals to refine their golf skills while enjoying time with their peers. Like many other recreational youth sports, participants wear numbered jerseys and play on teams with friends. This program will be headed up by our new Assistant Golf Professional Rob Michalak.

Golf Rounds

ROUND TOTALS			
2013	2014	2015	2016
2,018	2,120	2,364	1,940
YTD ROUND TOTALS			
2013	2014	2015	2016
2,360	2,120	2,957	3,809

Range Information

RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
1,651	1,419	1,733	1,476
YTD RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
1,939	1,529	2,152	2,427

Pass Sales

Resident Annual	3
Resident Individual	65
Resident Junior	1
Resident Senior	48
Total Resident Passes Sold YTD	117

Preferred TT Pass	103
Non-Res Individual	12
Non-Res Junior	0
Non-Res Senior	44
Total Non - Resident Passes Sold YTD	159

Communications & Marketing

Marketing/Advertising

- Bridges staff finalized ads with Chicago Style Wedding Magazine. We will receive two email blasts through them, with the first blast in early May with promotion for 2016 weddings. The second will go out in December promoting 2017 weddings.
- We did 4 Email Blasts advertising Weddings, Banquets, Season Passes, Golf Instruction, Junior Golf, Monday Madness and Terrific Tuesdays.
- Bridges staff has posted 12 posts to the BPC Facebook page, between on 3/8/16 and 4/16/16. As of 4/30/16 the page has 660 likes. The page increased its likes by 27 in a month. Out of the 12 posts, we boosted 2 of them. We spent a total of \$26.
- The 2 best performing "boosted" posts reach a combined total of 9,000 people, of which we engaged 6,000 through people clicking on the posts/clicking through the posts (photos or following links) and 100 interacted with us via liking the post, pictures or commenting. Our boosted posts average 55 likes on it. Prior to "boosting" posts, a typical post would reach around 200/300 people, have between 10/20 engagement and about 5 people interacting.

Food & Beverage

For the month of April we had a total of 23 events: (26 Events in 2015)

The breakdown is as follows:

8 breakfast meetings servicing 162 people

6 baby/bridal showers servicing 226 people

2 luncheons servicing 84 people

1 1st Communion servicing 33 people

2 Sister Cities events during the day a speaking event servicing 200 people with a dinner servicing 51 people

3 PDRMA meetings day one and two were all day with a continental lunch, day three was half day with a continental breakfast only

1 ceremony and reception servicing 155 people (due to rain had to refund ceremony fee)

We currently have 22 events booked for May (31 Events in 2015)

10 Breakfast meetings servicing 266 people

1 dinner servicing 50 people

3 baby/bridal showers servicing 175 people

1 1st Communion servicing 75 people

1 Baptism servicing 100 people

1 hors d oeuvres reception servicing up to 100 people

1 ABBHH lunch servicing 65 people

1 ABBHH continental breakfast servicing 75 people

2 ceremony and reception servicing 225 people

1 HEPD dance awards servicing 65 people

Wedding Count Update:

2017=1 ceremony and reception, 1 ceremony only

2016 = 25 ceremony and reception, 3 reception only, 1 ceremony only.

2 weddings cancelled for 2016. August for 200 guests estimated revenue \$19,000 and September for 120 guests estimated revenue \$11,000. Both dates probably will not be re-booked. Offering 15% off those dates and waiving ceremony fee. Deposits were kept of \$2k each.

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

2014= 23 ceremony and reception, 6 reception only, 7 ceremony only

Golf Maintenance Summary

April was not exactly a nice month this year when it comes to the weather. Cold and wet is not great golfing weather, but it did allow the maintenance department to accomplish many tasks this month. The most

important task that was completed was the spring aerification. The greens, approaches and tee boxes were all aerified the week of April 18th. The greens had a deep verticut completed to remove as much thatch from the greens as possible; this was followed up by topdressing the green with a fine free sand to fill in the holes that were then created by our deep tine aerifier. The maintenance team was able to aerify using a ¼ inch tine that went to a depth of 10 inches, this allows for the roots to have a channel to move through the soil and become as deep as possible. Following the deep tine aerification process, the greens were then drugged to move sand into the holes, rolled numerous times to smooth out the surface and then fertilized to speed up recovery of the greens. While this process was taking place the maintenance team was also aerifying the tee boxes followed by hand topdressing were needed with a root zone sand mixed with creeping bent-grass. Once the tees were finished we moved onto aerifying the approaches to mainly remove compaction and support root growth.

The remainder of the month was spent on the following items:

- Integrated Pest Management programs have begun on all playing surfaces
- Salt damage along sidewalks and parking lot was removed with new sod planted
- Bunker work on #4 and #10 that involved fixing existing drainage, removing old sand and installing new sand was completed.
- Routine maintenance of mowing all playing surfaces was put into full swing
- Event area prep for the upcoming Wedding and Event schedules

2016 HOFFMAN ESTATES CHAMBER OF COMMERCE & INDUSTRY



Community Guide & Business Directory



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Your Custom Publishing Partner
A Daily Herald Media Group Company

This is a Town Square Publication
created and produced for the
Hoffman Estates Chamber of Commerce & Industry
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Hoffman Estates, IL 60195
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155 E. Algonquin Rd., Arlington Heights, IL 60005
www.townsquarepublications.com

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Acquisition Manager Barbara Jakomin
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MEMBERSHIP BENEFITS

The Hoffman Estates Chamber of Commerce & Industry is a membership organization that helps its members grow their businesses, their business knowledge and business connections. Founded in 1990, the Chamber represents the largest business organization in Hoffman Estates.

We encourage you to support our members and remember to shop Hoffman Estates. We welcome businesses and private citizens into our association, and applaud those members who are long-term supporters. We are proud to be of service to our community.

MEMBERSHIP BENEFITS

- Increase your exposure in the Hoffman Estates community
- Make valuable contacts to build your business
- Business listing on our website with a direct link to your website
- Monthly business networking programs and events
- Referral of your company in response to any requests for your business

CONTACT THE HOFFMAN ESTATES CHAMBER OF COMMERCE & INDUSTRY

2200 W. Higgins Rd., Ste. # 201

Hoffman Estates, IL 60169

(847) 781-9100 Phone

(847) 781-9172 Fax

www.hechamber.com

- Classified and alphabetical listing in the annual Hoffman Estates Community Business Resource Directory
- Member-to-member discount programs and services
- Invitations to major events attended by business, community and governmental leaders
- Electronic advertising and promotional opportunities throughout the year
- Sponsorship opportunities that position your business as a community leader
- Committee involvement to meet other business owners and market your business

• Multi-Chamber events throughout the year to network with surrounding business communities

• Strengthen your credibility and show your support of Hoffman Estates to your colleagues, family, friends and neighbors.



PARKS & RECREATION

HOFFMAN ESTATES PARKS

Armstrong Park
1320 Kingsdale

Beacon Point Park
Corner of Essex Drive & Beacon Point

Beacon Point Wetlands Park
Chatham Drive

Birch Park
1500 Essex Dr.

Black Bear Park
1784 Essex

Bode-Salem Playground
Corner of Bode and Salem Roads

Brittany Park
1245 W. New Britton Dr.

Cannon Crossings
1675 Nicholson Dr.

Canterbury Fields Park North
1950 Maureen Dr.

Canterbury Park Place South
6150 Russell Dr.

Freedom Run Dog Park
6150 Russell Dr.

Charlemagne Park
3799 Bordeaux

Chestnut Park
935 N. Dovington Dr.

Chino Park
630 Illinois Blvd.

Cipri Park
Harbor Circle

Colony Nature Area
5097 Chambers

Colony Park
5097 Kingston Dr.

Community Park
925 Grand Canyon Pkwy.

Cottonwood Park
2029 E. Parkview Circle

Douglas Park
3694 Whispering Trail Dr.

Eisenhower Park
864 Rosedale Rd.

Essex Park
Essex Drive

Evergreen Park
600 Washington Blvd.

Fabbrini Park
1704 Glenlake Rd.

Fairview Park
341 Arizona Blvd.

Field Park
410 Durham Ln.

Highland Park
1755 Highland Blvd.

Hoffman Park
290 Glendale Ln.

Hunters Ridge Basin
5694 Red Oak Dr.

Hunter's Ridge Wetlands
Corner of Hunters Ridge Drive & Foxpath Lane

Hunters Ridge Park
1305 E. Hunters Ridge

Huntington Park
4009 Huntington Blvd.

Kingston Park
5094 Kingston Dr.

Lincoln Park
1993 Dogwood Dr.

Locust Park
345 Frederick Ln.

Lombardy Park
1535 Westbury Dr.

Maple Park
105 Illinois Blvd.

Meadow Park
3830 Whispering Trail Dr.

North Greenway Park
1075 Westbury Dr.

North Ridge Park
1370 Sturbridge Dr.

North Twin Park
950 Hassel Rd.

Oak Park
1700 Abbeywood Ln.

Olmstead Park
4500 Olmstead Dr.

Pebble Park
1855 Westbury Dr.

Pine Park
750 Charleston

Poplar Park
1901 Hassell Rd.

Princeton Park
5400 McDonough Rd.

Princeton Pond
Ivy Ridge Dr.

Rohrssen Park
Rohrssen Road between McDonough Road & Fox Path Lane

Seminole Park
3914 Whispering Trail

Sheffield Park
1000 Walnut

Shoe Factory Basin
Corner of Shoe Factory Road & Ivy Ridge Drive

Sloan Park
760 Western St.

South Ridge Park
1450 Freeman Rd.

South Twin Park
985 Hassell Rd.

Sundance Park
4485 Sundance Circle

Sycamore Park
450 Hillcrest Blvd.

Tall Oaks Park
5670 Angouleme Ln.

Thornbark Park
4475 Thornbark Dr.

Tropicana Park
680 Audubon Dr.

Triangle Park
Between Shoe Factory and Essex

Valley Park
850 Park Ln.

Victoria Park
Playground, 1100 Kingsdale; Ball fields, Crowfoot Circle North

Vogelei Park
650 W. Higgins Rd.

Walnut Pond
23 Airdrie Ct.

Westbury Park
1075 Westbury Dr.

Whispering Lake
3957 Whispering Trail

Willow Park
905 Norman Dr.

Wilmington Park
1072 Wilmington Ln.

Winding Trails Basin
11193 Mallard Ln.



HOFFMAN ESTATES PARK DISTRICT
heparks.org

Corporate Fitness Memberships

Consider the benefits of health and wellness through a Corporate Fitness Membership at one of our fitness centers. Discounted rates apply to qualifying businesses.

For more information, contact:

Prairie Stone[™] Sports & Wellness Center
State of the art, full service facility at 5050 Sedge Blvd.
Cathy Burnham, General Manager 847-285-5400

Triphahn Fitness Center
Conveniently located in the center of town at 1685 W. Higgins Road.
Gary Fong, Fitness Center Manager, 847-885-7500

Willow Recreation Center
On the north side of town, off of Algonquin Road at 3600 Lexington Drive.
Debbie Albig, Fitness Center Manager 847-285-5440.



The Hoffman Estates Park District offers first-class parks, facilities, programs and services to meet the needs of a diverse and dynamic population. The award-winning district serves a community of over 50,000 with two community centers, an 18-hole golf course, state-of-the-art fitness center, twin ice arena, family aquatic center and 72 parks.

FACILITIES

Prairie Stone Sports & Wellness Center
5050 Sedge Blvd. • (847) 285-5400
www.prairiestonesports.com

Members find more than just a place to exercise here. Prairie Stone boasts state-of-the-art fitness equipment, innovative group exercise classes and continuous new and exciting ways to improve health. Plus, members have access to a team of dedicated staff committed to helping them achieve their wellness goals.

Hours: 5 a.m. to midnight, Monday through Thursday; 5 a.m. to 11 p.m., Friday; 6 a.m. to 10 p.m., Saturday and Sunday; 7 a.m. to 1 p.m. on holidays. Kids

Korner: 8 a.m. to 8 p.m., Monday through Friday; 8 a.m. to 3 p.m., Saturday and Sunday; 8 a.m. to noon on holidays.

Triphahn Fitness Center
1685 W. Higgins Rd. • (847) 885-7500
www.heparks.org/parks-facilities/triphahn-center/fitness

The Triphahn Community Center & Ice Arena is open daily and home to the park district's administrative offices, two NHL size ice surfaces, the Chicago Wolves hockey team, a fitness center and indoor track, specialty fitness classes, dance studio, NAEYC-accredited preschool, a 50+ Active Adults Center, gymnasium, gymnastics shelf and party/meeting rooms for rent. There's always something going on at the Triphahn Center; programs and special events cater to all ages and ability levels in figure skating and ice hockey, as well as numerous athletic and recreational programs.

Hours: 5:15 a.m. to 10:30 p.m., Monday through Saturday; 6 a.m. to 10:30 p.m., Sunday. Special holiday hours: Closed

Nov. 27; 7 a.m. to 1 p.m., Dec. 24; closed, Dec. 25; 7 a.m. to 1 p.m., Dec. 31; closed Jan. 1.

Willow Recreation Center
3600 Lexington Dr. • (847) 285-5440
www.heparks.org/parks-facilities/willow-recreation-center

Willow Recreation Center is open daily and features three regulation size racquetball courts, volleyball, wallyball, open basketball, a fitness center, specialty group fitness classes, gymnasium, NAEYC-accredited preschool, and STAR before and after school care program.

Or rent one of the party rooms for your next gathering. Organized birthday parties are also available for children age 4 and older. Willow Recreation Center is home to Bo's Run Dog Park and Willow Skate Park.

Hours: 6 a.m. to 10 p.m., Monday through Friday; 6 a.m. to 7 p.m., Saturday; 7 a.m. to 5 p.m., Sunday. Special holiday hours: 7 a.m. to 1 p.m., Dec. 24; closed, Dec. 25; 7 a.m. to 1 p.m., Dec. 31; closed Jan. 1.



MARCH 24 2016



COURTESY OF HOFFMAN ESTATES PARK DISTRICT

The Hoffman Estates Park District's Redhawks PeeWee Football Team was named February's Best of Hoffman.

Park district names Redhawks Pee Wee team Best of Hoffman

Submitted by Hoffman Estates Park District

The Park Board of Commissioners for the Hoffman Estates Park District named the Hoffman Estates Redhawks PeeWee Football Team February Best of Hoffman at the February 23, board meeting at the Triphahn Community Center in Hoffman Estates.

The team was undefeated in their regular season; they won the 2015 Conference Championship, in Michigan City, Indiana; they were the 2015

Mid-America Regional Champions and they played in the Nationals at the ESPN Sports Complex in Orlando, Florida. In addition, the Redhawks PeeWee team won the 2015 Pop Warner National Champions and received the 2015 Brax-Pop Warner Sportsmanship Award.

"We are all very proud of the accomplishments of this team, their families and their coaches," said HEPD board Chairman Mike Bickham. "We're not only proud of their athleticism, but also because

they won the Sportsmanship Award and that just proves what a fine group of young men they all are."

The Best of Hoffman is awarded to individuals and groups who best exemplify the values and mission of the Hoffman Estates Park District.

For information about Redhawks Football and the Hoffman Estates Park District, visit heparks.org or call (847) 885-7500.

• Submit 'Your News' at www.dailyherald.com/share.

April 13, 2016

Paralyzed hockey player returns to Minnesota

BY CHARLES KEESHAN

ckeeshan@dailyherald.com

A junior league hockey player paralyzed after suffering a devastating on-ice injury at Hoffman Estates' Sears Centre Arena is back home in Minnesota continuing his recovery, according to a statement from his parents Tuesday.

Matt Olson, a 20-year-old defenseman for the Chicago Cougars hockey team, sustained a severe spinal cord injury when he crashed into the boards during a Feb. 21 game.

Before returning closer to his home in Isanti, Minnesota, on Friday, he'd been undergoing treatment at Advocate Lutheran General Hospital in Park Ridge.

Part of his care at Lutheran General included a rare adult stem-cell treatment, doctors said.

Olson will continue his rehabilitation at the Mayo Clinic in Rochester, Minnesota, his family said.

"We would like to thank everyone, near and far, for your support these last few months," Matt's parents, Sue

and Doug Olson, said in a statement released Tuesday by Lutheran General. "Your good wishes, kind thoughts and financial support have been such a comfort.

"Matt's schedule will be very full as he settles into his new routine of intensive rehabilitation," the statement reads. "This past weekend, he saw some of the equipment he'll be using during therapy. He said it was both overwhelming and exciting, and he knows it will take hard work, mental toughness and patience."

In the wake of his injury, hockey communities both in the Chicago area and the Twin Cities rallied around Olson through fundraisers and other efforts to lift his spirits and help his recovery. More than \$182,000 has been raised for him online through a GoFundMe account.

The Chicago Blackhawks and Minnesota Wild teamed to offer one-of-a-kind experiences through an auction to benefit Olson, and the two teams wore decals on their helmets honoring him when they played in Minnesota last month.



COURTESY OF ADVOCATE
LUTHERAN GENERAL HOSPITAL

Matt Olson with his parents, Sue and Doug Olson, at his hospital bedside in Park Ridge.

APRIL 18TH 2016

Hoffman Estates Park District rolls out new logo

Submitted by Hoffman Estates Park District

The Hoffman Estates Park District Park Board of Commissioners approved a new logo and tagline at its March 22 meeting.

The new logo has a contemporary version of the familiar sun, which the park district has used for more than 10 years. In the center of the new sun is a leaf to acknowledge the park district's green initiatives and a blue "swish" was

added that represents the 25 bodies of water in the district's 72 parks.

The stem of the leaf reveals a path leading into the horizon, signifying an active lifestyle and forward thinking. The lowercase sans serif font is casual, friendly and suggests recreation and fun.

The new tagline, "making life fun," is a short, inspiring message that speaks to the park district's mission to "offer healthy and enjoyable

experiences to residents and guests."

The park district also introduced an abbreviated version of the logo. The park district's name will be shortened to "heparks" and will avoid using "HEPD" as an abbreviation, which is also the acronym for the Hoffman Estates Police Department. Heparks also represents the district's website address, heparks.org.

Logos will be replaced



throughout the district over the next 12-18 months.

Feedback from the community is welcomed. Comments can be directed to Communications and Marketing

Superintendent Sandy Manisco at smanisco@heparks.org or (847) 781-3672.

• Submit Your News! at www.dailyherald.com/share.

Staying active

Hoffman, Korean seniors meet for 'play dates'

Submitted by Hoffman Estates Park District

The 50+ Active Adults Club of the Hoffman Estates Park District is planning a second "play date" with the Korean Center for Seniors in Schaumburg.

On Tuesday, April 19, at 10 a.m., the two groups played Wii Bowling at the Triphahn 50+ Center, 1685 W. Higgins Road, in Hoffman Estates. A second event, a Balloon Volleyball game, is scheduled for Wednesday, April 27, at 10 a.m. at the Korean Center for Seniors, 611 Remington Road, in Schaumburg.

"We like to plan events with other groups as a way to meet new people and expose our members to new activities," said Rica Cuff,



COURTESY OF HOFFMAN ESTATES PARK DISTRICT

Member of the 50+ Active Adults Club of the Hoffman Estates Park District and the Korean Center for Seniors in Schaumburg at their Wii Bowling "play date."

50+ program coordinator for the Hoffman Estates Park District.

The Hoffman Estates Park District 50+ Active Adults Club has more than 650

members.

Anyone interested in participating is encouraged to contact Rica Cuff at (847) 885-7500, ext. 626, or rcuff@heparks.org.