



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, FEBRUARY 20, 2018
7:30 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - January 16, 2018
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. NWSRA 2017 Overview / M18-016
 - B. Willow Rec and Voogelei Flooring / M18-013
 - C. Balanced Scorecard / M18-019
 - D. Recreation, Facilities & Golf Report / M18-017
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
January 16, 2018**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on January 16, 2018 at 7:25 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Comm Rep Dressler, Snyder

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

Audience: President Kaplan, Commissioners K. Evans, Bickham, Kilbridge, McGinn, Comm Rep Sernett

2. Approval of Agenda:

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

3. Approval of the Minutes:

Comm Rep Wittkamp made a motion, seconded by Comm Rep Henderson to approve the minutes of the December 12, 2017 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Independent Contractor Agreements/M18-004:

Director Kies reviewed the item noting that the only change from past agreements was that the district felt they could run the Pickle Ball in-house rather than having First Serve run it.

President Kaplan asked about the percentage difference on the Karate and Director Kies noted that it was because it was run at their facility and not ours.

Commissioner K. Evans noted that there were typos to be addressed; the Tumbling Times & Shotokan text contract has 2 extraneous "@" 3rd paragraph and the word "sole" is repeated in the 1st paragraph of VIII.

Commissioner Bickham questioned if there were only 3 contracts and Deputy Director Talsma noted that staff believed there were only 3 that would require coming before the board.

Comm Rep Henderson questioned why they were seeing them for the first time and Deputy Director Talsma explained that in the past because no single payment had been beyond the Executive Director's authority, none of the outside contracts had come before the board. Now since the change to policy and it is the cost of the entire contract, there were 3 that were beyond the Executive Director's authority and so have been brought to committee and then to the board for approval.

Commissioner R. Evans made a motion, seconded by Comm Rep Neel to recommend the board approve the annual agreements with Tumbling Times, Inc., Illinois Shotokan Karate, Inc. and First Serve Management, Inc. as corrected. The motion carried by voice vote.

B. Rec, Fac & Golf Report and 4Q2017 Goals/M18-002:

Director Kies reviewed the report thanking BPC and staff for the terrific job on the Winter Festival noting that it had the most attendance yet.

Comm Rep Henderson asked about the fish fry and Director Bechtold explained that it was cod and would have a feature fish each week.

Director Bechtold reviewed the golf portion of the report noting that there had been golf in December. He also explained that BPC Chef Cesar Betancourt was taking a new position effective January 26 and the district

would be advertising. He noted that they still had their Sous Chef on staff and that it was a quiet time of the season.

He explained that the pipes would be repaired in time for the February 3 event and that they had not had to cancel any events due to the water damage.

Comm Rep Wittkamp made a motion, seconded by Comm Rep Neel to send the Board Report and 4Q2017 Goals/ M18-002 to the board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Neel commended everyone on a job well done.

Comm Rep Henderson agreed.

Commissioner R. Evans noted that the recent ad from PSSWC he had receiving looked very classy.

Chairman Kinnane wanted to acknowledge Chuck from the STAR Program for helping his son during an incident/accident in class.

8. Adjournment:

Comm Rep Wittkamp made a motion, seconded by Comm Rep Neel to adjourn the meeting at 8:40 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

MEMORANDUM NO. M18-016

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Date: February 6, 2018
RE: NWSRA 2017 Overview

Background

Below is a link to the Northwest Special Recreation Association (NWSRA) 2017 Year in Review Power Point presentation which outlines major initiatives accomplished by NWSRA in 2017. In addition, below is a link to the 2017 4th Quarter Program Statistics for HE Parks.

Implications/Recommendation

Tracey Crawford, Executive Director of NWSRA, will be present at the meeting to provide an overview of both NWSRA and more specifically, 2017 program statistics and participation of HE Parks' residents. As this is for informational purposes only, there is no recommendation required by the Recreation Committee.

YEAR IN REVIEW

4Q2017 PROGRAM STATISTICS

MEMORANDUM NO. M18-013

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Mike Kies, Director of Facilities and Recreation
Dustin Hugen, Director of Parks and Maintenance
Debbie Albig, Manager of Community Centers
Date: February 6, 2018
RE: Willow Recreation Center & Vogelei Barn Flooring Bid, Supply and Delivery

Background:

Through the Comprehensive Master Plan/Capital Improvement process, it was decided to replace a percentage of current facility carpet and tile within the Willow Recreation Center (WRC). It was also determined during this same process that all of the tile flooring at Vogelei Barn needs replacement at this time. The location of carpet replacement at WRC includes rooms 2, the meeting room and parts of preschool rooms 3 & 4. The tile replacement at WRC includes parts of preschool rooms 3, 4 and the preschool hallway, washrooms plus the preschool kitchen.

The tile replacement at Vogelei Barn includes all of the lower level; teen center, hallway, vestibule, bathrooms and 2 staircase landings. The upper level includes the storage room, kitchen and office area.

Implications:

Staff went out to bid and notifications of the bid packet availability was announced through the Daily Herald, promoted on the Bid Tools website, and e-mailed to several vendors.

A total of 2 bids were opened and publicly read. The results for the supply and delivery for flooring for WRC and Vogelei Barn were opened on January 23, 2018 at 10:00 am. Attached is a copy of the bid results.

The low bidder was Scharm Flooring Inc. of Des Plaines IL. Scharm Flooring Inc. has performed work for the park district in the past including work at WRC, TC and PSS&WC. The performance of Scharm Flooring Inc. has met all of staff's expectations in past with our previous projects. The materials provided during those projects were of good quality.

The total bid provided by Scharm Flooring Inc. for the carpet and tile along with adhesive is \$27,323.00; which is within the total budget allotted for these projects (\$28,000.00).

It is important to note as specified in the bid packet that the HEPD Park Maintenance staff will be installing the carpet.

Recommendations:

Staff recommends that the Recreation Committee recommend to the full board that the bid project be awarded to Scharm Flooring Inc. for the total amount of \$27,323.00.

WRC & Vogelei Flooring.Tile/Carp et 1/23/18	F. Scharm Inc. 1843 E. Oakton St, Des Plaines, IL 60018 847-298- 8233 Fred Scharm	Tiles in Style, LLC 1212 S. Napr Blvd Ste 119- 109 Naperville, IL 60540 630-219-1978 timz@tilesinstyle.com			
WILLOW REC CENTER					
Carpet Tile 234.66 sq yd	\$5,735.00	\$6,906.04			
Carpet Tile Solid Color 37.33 sq yd	\$935.00	\$1,098.62			
Adhesive for Carpet Tile	\$276.00	\$256.44			
Vinyl Tile 1105 sq ft	\$3,692.00	\$3,978.00			
Vinyl Base Johnsonite 4" Cove 568 Ln ft	\$710.00	\$539.00			
		\$135.00			
Snap-In Vinyl Transition 60 Ln ft	\$144.00	\$305.72			
VOGELEI CENTER					

Triphahn Center Flooring
 March 21, 2014

Vinyl Tile 3522 sq ft	\$11,896.00	\$12,784.86			
Vinyl Base Johnsonite 4" Cove 220 Ln ft	\$275.00	\$209.00			
Johnsonite Radial Stari Treds 63 In ft	\$1,197.00	\$1,016.19			
Johnsonite Stair Risers 63 In ft.	\$252.00	\$239.40			
Johnsonite 24x24 Radial Design Rubber Tiles 64 sq ft	\$512.00	\$521.60			
Adhesive for Vinyl Tile	\$119.00	\$764.30			
Additional Costs:					
Freight	\$1,550.00	\$500.00			
Misc.		\$100.00			
TOTAL PRICE DELIVERED	\$27,323.00	\$29,354.17			

MEMORANDUM NO. M18-019

TO: All Committees
FROM: Dean R. Bostrom, Executive Director
Craig Talsma, Deputy Director/Director A&F
Mike Kies, Director of Recreation
Dustin Hugen, Director Parks & Facilities Services
Gary Buczkowski, Director Planning & Development
Brian Bechtold, Director Golf Operations
RE: Balanced Scorecard
DATE: February 16, 2018

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 4th Quarter 2017.



Balanced Scorecard 2017

District Goals			Balanced Scorecard 2017	
District Objectives	Measures	YTD thru December 31, 2016	YTD thru December 31, 2017	
Provide healthy and enjoyable experiences for all people	Offer healthy and enjoyable experiences that promote equal access	Number of programs/sessions/participants	3,010 sessions offered 2,024 sessions ran 22,970 participants	2,994 sessions offered 2,026 sessions ran 22,575 participants
		Number of facility members/visits	BPC 415 members DOG 694 members PSSWC 2,940 members GE 0 members SEA 1,459 members TC 863 members WRC 349 members 50+ 673 members 338,766 annual visits	BPC 715 members DOG 724 members PSSWC 3,000 members SEA 1,437 members TC 854 members WRC 335 members 50+ 310 members Total 7,375 members 334,592 YTD visits
		Daily paid facility useage	\$248,271	\$222,746
		Number rounds (inc BPC events) / baskets	31,262 rounds 19,050 baskets	31,323 rounds 19,540 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
	Connect and engage our community	Number of free events/programs	39 events 2 programs	41
		Number of Partnerships/ Coop agreements	36	21 - Partnerships/Use Agmts 11 - Intergovernmental 19 - Marquee 46 - Event Sponsors 42 - InKind
		Increase in Digital Marketing/Social Media Engagement	Mobile App Users 1,467 Heparks.org Hits 202,535 Online Brochure Hits 11,393 WebTrac Hits 25,056 Social Media/FB Likes 2,496	Mobile App Users 250 Heparks.org Hits 201,560 Online Brochure Hits 12,515 WebTrac Hits 24,598 Mobile WebTrac Hits 26,200 Social Media/FB Likes 7,391
		Number of Foundation events/participants	3 events/341 participants 5 board mtgs 1 retreat	3 events/334 participants 4 board mtgs 1 retreat
Deliver Financial Stewardship	Achieve annual and long range financial plans	Percentage of operational revenues to expenses (excludes D/S and Capital)	107.03%	94.90%
	Generate alternative revenue	Total revenue: Grants	\$7,388	\$24,800
		Total revenue: Sponsorships	\$218,864	\$174,628
		Total revenue: Rentals	\$1,287,783	\$1,285,210
		Total revenue: Misc.	\$64,046	\$68,901
	Utilize our resources effectively and efficiently	Percentage of assets to liabilities	2015 - 103.00%	2016 - 116.83%

District Goals	District Objectives	Measures	YTD thru December 31, 2016	YTD thru December 31, 2017
<i>Achieve Operational Excellence and Environmental Awareness</i>	Create and sustain quality parks, facilities, programs and services	Community survey data related to overall condition of parks and overall quality of programs and services	Next survey 2019	Next survey 2019
	Utilize best practices	Accreditation score: CAPRA	144 of 144 - 2014 Next review 2018	144 of 144 - 2014 Next review 2018
		Accreditation score: Illinois Distinguished Agency	99.6% 2016 Next Review 2022	99.6% 2016 Next Review 2022
		GFOA-Certificate of Achievement for Excellence in Financial Reporting	Accredited for FYE 2015	Accredited for FYE 2016
		PDRMA score	Next review 2017	98.75% 2013 99.05% 2017 Next review 2021
		ExceleRate	Accredited 2013 Next Review 2018	Accredited 2013 Next Review 2018
		Transparency score	93.4% 2013 Unchanged	93.4% 2013 Unchanged
	Advance environmental and safety awareness	No. of accident reports	262 reports filled out 3 generating insurance claims	164 reports filled out 3 generating insurance claims
		Environmental Scorecard	97% 2015 Next Review 2017	97% 2015 97% 2017
		Natural Area/ Wetland Parks Burned	(24) In House (4) Contracted	(37) In House (1) Contracted
<i>Promote Quality Leadership and Services</i>	Develop leadership that ensures workforce readiness	Number of internal training sessions	(4) FT Staff Mtg (4) AED Medic Course (20) Hoffman U (76) Parks	(5) FT Staff Mtg (8) AED Medic Course (13) Hoffman U (31) Parks
	Promote continuous learning and encourage innovative thinking	External conferences, sessions, workshops and seminars	IAPD, PGA, PDRMA, IPRA, Chamber, Schaumburg Bus. Association, District 211 Focus Grp, NWSRA, Mayor's Update, Hoffman HS Advisory, ProConnect, MIPE, Mayor Recept., Village Bon Appetite, NIU, Legal Symposium, NRPA, Legal Symposium, D54 Partnership, Club Industry, Joint Conference, Exhibit Committee	IAPD, PGA, PDRMA, IPRA, Chamber, Schaumburg Bus. Association, District 211, NWSRA, Mayor's Update, MIPE, GoAEYC, Creative Curriculum, Joint Conference, Exhibit Committee, ProRagis, Multi-Chamber Gov Rauner, Village Bon Appetite, Ancel Glink Exec Dir, Village Joint Review, NRPA, HELP 1, NJCAA, Food Handler Certification, District54

MEMORANDUM NO. M18-017

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Brian Bechtold, Director of Golf Operations
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Colleen Palmer, Superintendent of Recreation
Sandy Manisco, Communications and Marketing Superintendent
Debbie Albig, Manager of Community Centers
Cathy Burnham, General Manager of Sales & Operations
RE: Board Report
DATE: February 12, 2018

Recreation and Facilities Division



UPCOMING EVENTS

- **Feb 6** – Nutrition workshop at PSSWC
- **Feb 8** – Girls Night Out at First Place Sports Bar & Grill
- **Feb 9** – Mother Son Date Night at BPC – rescheduled to 3/10
- **Feb 10** – Daddy Daughter Dance at BPC
- **Feb 10** – Hoffman Walks at PSSWC
- **Feb 16** – Friday Fish Fry starts at BPC
- **Feb 23** – Friday Fish Fry at BPC
- **Feb 28** – Registration begins for Spring classes and Summer Camp
- **March 2-** Friday Fish Fry at BPC
- **March 9** - Friday Fish Fry at BPC
- **March 10-** Parents Night Out at PSSWC
- **March 10-** Mother Son Date Night at BPC
- **March 16-** St. Patrick's Day Lunch at BPC
- **March 16** - Friday Fish Fry at BPC
- **March 17-** Hoffman Walks at TC
- **March 17-** ELC Open House at TC
- **March 17** - Pot of Gold Climb at PSSWC
- **March 23-** Friday Fish Fry at BPC
- **March 24** - Doggie Eggstravaganza – both dog parks
- **March 24** - March Madness golf outing at BPC
- **March 25** - Egg Slide at TC
- **March 30-** Friday Fish Fry at BPC
- **March 31** - Egg Hunts at 3 parks
- **March 31** - Aqua Egg Hunt at PSSWC\

Summary & Monthly Highlights

- Heparks Kiosk – For the past several years we have had a kiosk in the lobby at the Alexian Brothers Women and Children's Hospital. It is in a low traffic area, and the C&M team felt it needed more exposure and a better ROI; so the kiosk will soon be moved to the Village lobby. The sign will be redesigned to include the Village's logo. The Kiosk has a TV screen that displays ads promoting our events and programs, the same as what is displayed in our lobby. Going forward, once it's moved to the Village it will also contain ads for Village events. In addition, it has holders for Heparks fliers/Guides.
- The Recreation and Facilities Division is hosting a first time NEW job fair for seasonal and part time employees on Saturday, March 3rd from 9:30-11:30 at the Triphahn Center. All park district departments that employ part time/seasonal staff will be participating in order to get a jump start on hiring for the spring and summer seasons.
- The first ever 50+ Center Open House and Member Appreciation Week was held the week of January 22nd-26th. Current and potential members were invited to participate in any of the drop-in programs, clubs, and athletic based activities free of charge that week. The event was well received with approximately 12 new members joining.
- Youth athletic leagues are underway and are showing signs of success right off the bat! Participation numbers are up by 7; our 7th grade boys feeder team already brought home one championship; Girls Feeder Basketball is back and have already competed in over 12 games during January; and our first 3rd/4th grade tournament team (Jr. Hawks) competed in two AAU tournaments in January, and is receiving a lot of positive feedback!
- The Early Learning and Care Center (ELC) is growing by leaps and bounds! Seven new children have started since November, with a number of additional inquiries, and the new room that was opened in September is almost maxed out.
- NEW, PSS&WC assumed full coordination of indoor Pickleball during the month of January, which was previously coordinated by the district's contractual tennis provider. Efforts were taken to ensure a smooth and seamless transition for participants.
- NEW this winter: PSSWC is offering a Parent/child climbing class. Both parent and child will learn to climb, but parents will also be taught to belay and by the end of the class will be certified at Prairie Stone to belay for a year from the date of completion.
- HEParks has a signed agreement with A Closer Bond and will begin offering NEW basic obedience classes along with a class on Dog Park Etiquette and a class for children called "Can I pet that Dog?" in the spring session.
- The Recreation and Facilities department attended the IAPD/IPRA state conference in Chicago during the month of January. Based on the summaries and feedback they gained a lot of experience, education and training on various trending and updates within the industry locally, state wide and nationally. Director Kies was the Chair of the conference from the professional side and Tom Barz (from Frankfort Park District and Chairman of the IAPD) was the Chair of the conference from elected official standpoint. Overall the state conference was well received by all attendees, as communicated during the conference wrap up meeting. Staff look forward to implementing some these new initiatives.

Volunteers Summary

- Human Resources processed 9 new volunteers.
- Foundation had a GNO Committee meeting w/5 volunteers, an Executive Committee meeting with 3 volunteers and a Quarterly Meeting with 15 volunteers for a total of 36 hours.
- PSSWC has a volunteer to take care of their plants who spent 3.25 hours donating her time.
- The district was contacted by Vistex, Sears, Beth Tikvah Congregation and the High School for volunteer and LCAP hours. LCAPs are being assigned as they come in and the other corporation groups are being assigned opportunities coming in April.



Youth Athletics

Youth Winter Basketball League, Feeder Basketball and Tournament Teams

- January was the start to a new season. On Saturday, January 6th, we had our opening day for our in-house teams. This was week 1 of a 10-week season for our in-house teams.
- Heading into February, our in house teams will be voting for their representatives for All-Star weekend on February 17th. Each team grades 3rd-8th vote three players into the all-star game.
- Boys Feeder basketball competed in the Prospect High School Shootout and both the A and B Palatine High School shootouts in January. The 7th grade team brought home the championship at the Palatine A tournament.
- Girls Feeder Basketball competed in over 12 games during January, hosting games at the Triphahn Center and traveling to other high schools like Norte Dame, St. Viator, Carey Grove and Main South.
- 3rd/4th Grade Tournament Team (Jr. Hawks) competed in two more AAU tournaments in January. This is the first season we have offered a "tournament team" at this level. We have received a lot of positive feedback with this group and hope it is a great lead in to our feeder programs.

Years	1/2 Coed	3/4 Boys	5/6 Boys	7/8 Boys	3/4 Girls	5/6 Girls	7/8 Girls	Boys Feeder	Girls Feeder	3/4 Tournament	Total
2016	59	58	40	53	21	21	4	32	0	0	288
2017	49	80	52	58	19	22	10	34	24	10	359
										Total	+ 71

Indoor 3 v 3 soccer

- On Sunday, January 7th, HEPD hosted an "open gym" to encourage players to register for our 3v3 indoor league that started on January 14th. 3 players registered after the open gym for the NEW league, which increase the total number of registrants to 37.
- January 14th was opening day for the 3 v 3 indoor soccer leagues. A total of 37 players are currently enrolled.

Spring Soccer Leagues

- Registration opened up for spring players on January 28th. Practice begins the first week in April and games will start the weekend of April 21st and 22nd.

In-house Youth Baseball and Softball

- Baseball/Softball registration is underway. An early bird discount was offered up until January 31st. Players who registered early received \$20 off the regular price and got to participate in our off-season program held on the new athletic performance area.
- On January 21st we hosted our first ever clinic at the athletic performance area at T.C. Players worked on their stance by hitting off the tee, worked on ground balls, practiced hand-eye coordination with soft toss, and were introduced to pitching off a mound at the younger levels. This is a great addition to our program and helps up keep pace with other towns that have big indoor facilities to use like Schaumburg, Palatine and Barrington.

Adult Basketball

- HEPD Winter League basketball tipped off at Willow Recreation Center on January 29th. Our Men's C League filled up with 9 total teams.



Early Childhood

Preschool:

Three-school 17-18	14 TC	15 TC (full)	+1
	10 WRC	12 WRC (full)	+2
2's Playschool 17-18	26 TC	30 TC (full)	+4
	15 WRC	23 WRC	+8
Preschool 17-18	132 TC	128 TC	-4
	69 WRC	73 WRC	+4
Early Learning Center	39	34	-5
Preschool Totals	308	315	+7

District 54	359	358	-1
District 15	62	56	-6
WRC KSTAR	18	14	-4
District 54 Full Day	346 (7)*	204 (4)*	-142*
District 15 Full Day	118 (6)*	113 (5)*	-5*
Totals	903	745	-158*

*There were more institute dates in January 2017 for District 54 that they moved to February for the 2017-2018 school year (13 total in January 2017 as compared to 9 in January 2018).

- ELC has gained 7 children since November 2017.
- Preschool Open Houses were January 30 & 31 with about 75 families touring our Willow and Triphahn preschool classrooms.

- The ELC had a family winter show on Friday, January 26. We had over 100 attendees.



50+ Club

Year to Date Membership	1/2017	1/2018	+/- Var.
Total Members	626	363	(263)*
Month to Month Comparison	11/2017	12/2017	1/2018
	303	335	363*

**While membership numbers are down in comparison to this time last year, we continue to have renewals and brand new members. We are up 28 members from December (last month). Currently we are up 16.5% from November of 2017, we also expect once the "snow birds" return as the weather gets better we will see even more of an increase. Staff is currently seeing more active members which is the goal, as compared to just having members who were paying the fee and not participating or only using it for trip pre-registration.*

Marketing Plan- 50+

- The first ever Open House and Member Appreciation week was held the week of January 22nd-26th. Current and potential members were invited to participate in any of the drop-in programs, clubs, and athletic based activities free of charge that week. The event was well received with approximately 12 new members joining.
- Additional events offered the week of this open house included: Lunch & Learn (20 attended), Coffee Talk, Ask a Pharmacist (7 attended), Health Screenings (3 attended), Pub Quiz (33 attended), Lunch & Learn/How to Facebook (44 attended).
- We identified a 50+ community in west Hoffman Estates called Haverford Place. There are about 500 households in that community with people age 55-85. A few of those community members are members of our 50+ Center but others from that development only use PSSWC. C&M has sent a marketing piece to those homes in hopes of boosting additional membership from this community in 2018. Staff will also be meeting with their Board of Directors sometime in early 2018 during one of their board meetings to share what our center has to offer to their community.

Classes offered in January

- (3)Basic Exercise, (1) Chair Fitness, (1) Chair Yoga (3)Gentle Yoga, Tai Chi

Athletic opportunities offered in January

- Balloon Volleyball (Weekly), Billiards (Daily), Pickleball, Ping Pong (now offered daily), Volleyball and Walking Path/Track. We are looking into offering a fourth day of Pickle ball in the month ahead.

Drop In Activities in January

- Wii Bowling, Mah Jongh, Cards, Games, Puzzles, Meet and Mingle, Yahtzee, Bunco and Mexican Train. All -drop in activities (except for Wii) have been growing in numbers weekly.

Trips in January

- A trip to Steamboat BBQ, a new Dining around Trip, was taken on 1/10. 14 were in attendance.

50+ Clubs which met in January

- Pinterest Crafting Club met in January to create various centerpieces, which turned out very nicely. This social and talented group is continuing to grow. They obtained 5 new members in the month of January. They continue to meet every 1st and 3rd Monday of the month. We currently have 7-12 active members in this group.
- Walking Wonders Club- This group meets every Tuesday morning from 10-11am where they walk the indoor track and socialize. We've continued to see the same returning 10 plus a few new faces each week. Many of these walkers are new to walking but they enjoy the socialization and exercise.

Evening/Special Programs in January

- Pub Quiz Night (3rd Thursdays/5:30 pm) – approximately 33 participants (held at Bridges of Poplar Creek). Prizes were sponsored by Lake Barrington Woods and questions courtesy of Dr. Tom Hoover.
- Lunch & Learn/How to Facebook- Took place on Friday, January 26th. We had 44 in attendance and lunch was sponsored by Firehouse Subs.
- Lunch & Learn- 1/22. We had a speaker discuss home health care and lunch was sponsored. 20 participants were in attendance.
- Coffee Talk- Ask the Pharmacist- took place on 1/24. A small group attended, however it was very informative and the group took away a great deal of information.

50+ Lunch Bunch in January

- This newly created social group meets once a month and they dine at a local restaurant in Hoffman Estates or Schaumburg. This gives members an opportunity to get out of the 50+ Center and their homes to dine with others. In January the group dined at Garibaldi's, everyone had a nice time.

New Opportunities/Highlights for January

- Bunco/Mexican Train (which has been offered the last few months and never gone) actively met in December and now again in January. Those who have been getting more involved in the 50+ Center - who play Mexican Train, attend Walking Club, Crafting Club and a few other things – have shown interest in Bunco. This group is meeting Wednesday afternoons.



Ice Operations

I.C.E Academy

- Basic skill classes for the winter session will began on Jan. 5. Currently there are 234 skaters taking part in the lesson program.
- Staff is working on a spring show to take place in June.
- Basic Skills meeting took place the TC on Jan. 30

Wolf Pack

- Development classes will began on Jan. 5. 113 hockey players are taking part.
- NWHL league play will wrap up the end of Feb. with all teams participating.
- Staff will open up spring hockey registration the week of Feb. 12
- The Little Hawk program has 50 pre-registered mites in the program that will begin in March. Staff will be getting all of the equipment the end of Feb. at which time it will be distributed to the participants.

Ice Rink Information

- Upcoming Events
 - NWHL tournament weekend Feb. 24-25
 - Girls State Tournament March 1-4
 - Wertz Cup March 9-11
 - Sweden Friendship Cup April 8 – 16
 - Disabled Festival April 12 - (TBD) New Event
 - Chi Town Schuffle April 20-22
 - Girls Iron Hockey Invite May 19-20



Prairie Stone_™ Sports & Wellness Center

January Membership Totals	2017	2018	Var. +/-
Totals	3041	3,086	+ 45

SOCIAL MEDIA PROMOTIONS/POSTS

On Facebook, Yelp, Google, Retention Management/Constant Contact, etc.



Google reviews:



Prairie Stone Sports & Wellness Center



5050 Sedge Blvd, Hoffman Estates, IL


[Write a review](#)

4.5 ★★★★★ 85 reviews Sort by: Most helpful ▾

 **Craig Woods**
7 reviews
★★★★★ 2 weeks ago
Employees are friendly and customer-oriented. Physical fitness is #1 for customers. Individual workouts can be scheduled with a trainer. There is a large number of workout equipment to meet the goals and needs of anyone.
 Helpful?

 **Rob Krakow**
Local Guide · 40 reviews · 63 photos
★★★★★ 2 weeks ago
If you're tired of fighting the crowds at Life Time fitness then get a membership at Praire Stone Sports complex! 5 star amenities, clean and not crowded!
 Helpful?

 **Rutul Patel**
8 reviews
★★★★★ a month ago
They have many amenities and all the equipments are in good condition. They have been keeping the premise neat and clean.
 Helpful?

 **Chris Jankowski**
Local Guide · 12 reviews · 281 photos
★★★★★ 2 months ago
Only really been there for overnights with the Scouts, but it is a really great facility, clean and well maintained, and staff is helpful and cheerful.

[n photos and videos](#)

Direct mail postcard (full size, mailed to 30K in surrounding community):

Front:

**SET YOUR GOALS IN MOTION
IN JANUARY! ENROLL WITH A**

**KICKSTART
PACKAGE**

\$0 Enrollment Fee PLUS

Personal Training Consultation
5 – 1 hour Private Personal Training Sessions
Equipment Orientation
Comprehensive Fitness Assessment
3 – Complimentary Guest Passes
\$25 Club Cash

FOR JUST \$249!
SAVINGS OF OVER \$100!

*Prorated monthly dues and certain restrictions apply.

Back:

EVERYTHING is possible in 2018!
Join in January for just \$49!*

*discount applies to enrollment fee only; prorated monthly dues apply; offer expires 1/31/18.

**PRAIRIE STONE
SPORTS & WELLNESS CENTER**
5050 Sedge Blvd. • Hoffman Estates
847-285-5403
www.prairiestonesports.com

- Cardiovascular & Strength Equipment (over 40 new cardio pieces added!)
- Gymnasiums (newly resurfaced with Pickleball lines!)
- Indoor Tennis Courts (newly resurfaced with official USTA colors!)
- Member Locker Rooms & Steam Rooms (Completely Remodeled)
- Indoor Aquatics Area
- Personal Training
- Nutrition Programs
- Indoor Track & Climbing Wall
- FREE Childcare
- Physical Therapy by Athletic

Indoor Track
1/9 of a Mile

Cardio Corridor

Group Exercise Studio

Lap Pool

ALL ACCESS PASS
Prairie Stone... Sports & Wellness Center members enjoy access to Willow Recreation Center & Triphahn Center!

JOIN IN JANUARY FOR \$49
PRAIRIE STONE
SPORTS & WELLNESS CENTER
847-285-5403
www.prairiestonesports.com
Redeem by 1/31/18. Certain restrictions apply.

©2018 198375-55052

Example (below): Retention Management Eblast sent to previous members with cancellation dates dating back to June 2017 to promote a special \$0 enrollment opportunity.

My Campaigns > Jan 2018 - cancelled members \$0


STATUS **SENT**

Copy Edit More Actions Resend Options

Printable Report

Email Stats

<p>111 Opened (28.3%)</p> <p>45% 55%</p>	<p>466 Sent</p>	<p>1 Clicks (0.9%)</p>	<p>0 Forwards</p> <p>74 Bounces</p> <p>0 Spam Reports</p> <p>6 Unsubscribes</p> <p>281 Did Not Open</p>
---	----------------------------	---------------------------------------	---



Email Settings

Subject: Join for \$0 in January!

Preheader Text: PSS&WC wants YOU back as a member!

From Name: Prairie Stone Sports and Wellness Center

From Email Address: cburnham@heparks.org

Reply-to Email Address: cburnham@heparks.org

Send To Lists: Expired members (June 2017 thru Nov 2017) PSS&WC team

Example (below): Retention Management Eblast sent to prospective leads/clients that have toured or inquired since November 2017.

My Campaigns > January 2018 lead list


STATUS **SENT**

Copy Edit More Actions Resend Options

Printable Report

Email Stats

<p>81 Opened (37.5%)</p> <p>49% 51%</p>	<p>273 Sent</p>	<p>0 Clicks</p>	<p>0 Forwards</p> <p>57 Bounces</p> <p>1 Spam Reports</p> <p>6 Unsubscribes</p> <p>135 Did Not Open</p>
--	----------------------------	----------------------------	---



Email Settings

Subject: Enroll as a member TODAY!

Preheader Text:

From Name: Prairie Stone Sports and Wellness Center

From Email Address: skordich@heparks.org

Reply-to Email Address: skordich@heparks.org

Send To Lists: January 2018 lead list PSS&WC team


Example: Facebook post promoting indoor climbing opportunities at PSS&WC:

Post Details
✕

Prairie Stone Sports & Wellness Center

Published by Hootsuite [?] · January 10 · 🌐

Have you ever wanted to scale the climbing wall by yourself or want to belay your friends while they climb? Come on Monday, January 15th to get your certification at Prairie Stone Sports and Wellness Center! Pre-registration is required by Sunday, January 14th. This certification is only valid for one year at Prairie Stone Sports and Wellness Center and it allows you to use the climbing wall whenever it's free, even belay a friend. Guests who are not Prairie Stone Sports and Wellness Center members are subject to a fee.



Performance for Your Post

223 People Reached

1 Likes, Comments & Shares 🔍

1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

5 Post Clicks:

2 Photo Views	0 Link Clicks	3 Other Clicks 🔍
---------------	---------------	-------------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

- Click on the links below to see the social media video engagements during the month of January:
 - <https://www.facebook.com/PSSWC/posts/10155889105709003>
(Video promotion of 'Hoffman Happenings' filmed at PSS&WC and featuring membership options.)
 - <https://www.facebook.com/PSSWC/videos/10155904289374003/>
(Video launch of 'Tuesday Tips from a Trainer' series featuring Zac Marshall, Personal Training Coordinator.)

Member Services

- The Member Services team began the New Year with strong momentum resulting from the formidable performance to close out FY17 a robust 37 members ahead of the annual net goal. The team worked to continue with new membership promotional and recruitment efforts in January that included a \$49 enrollment fee or an option to purchase a 'Kickstart' Fitness Package. This specially designed enrollment package priced at \$249 was launched as an option for those clients seeking a more comprehensive fitness experience as it included 5 personal training sessions, a 3-pack of guest passes, and a \$0 enrollment special enrollment incentive. The package proved to be popular as a total of 9 new members purchased it in January.
- The PSS&WC enrollment special was advertised comprehensively through each of the following means throughout the month of January:
 - 30K full page 2-sided direct mail postcard (targeted mailing in first week of Jan)
 - District's electronic marquee signs throughout the community
 - VHE electronic marquee signs located at the corner of Shoe Factory Road and Beverly
 - The ENROLLMENT FEE banner on the north side building exterior
 - Select Facebook posts throughout the month
 - Guest and tour follow up targeted email via Retention Management
 - 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.
 - HEPD and PSS&WC websites (scrolling banner updates)
 - Chamber of Commerce monthly newsletter
 - App audio banner (digital audio app for members – via the in-house fitness equipment audio system).
 - Targeted email via Retention Management to all cancelled members dating back to June 2017
- The Member Services team initiated a targeted corporate enrollment campaign that included visits to 13 of the existing established corporate accounts to promote a limited time enrollment special offer to each. Follow up visits and contact will be made throughout Q1 with these select corporations in an effort to inspire additional enrollment interest among employees.
- With competition within the area continuing to increase (most recently with the addition of an Orangetheory Fitness location opening in Hoffman Estates in early FY18) as well as with surging interest in personal fitness options offered via digital means (i.e. apps, wearable technology, on-demand streaming options), efforts to recruit new members will be complimented with efforts to retain current members. These efforts include additional attention to creating multiple 'touch points' with new members during their first 30 -45 days of membership, particularly through the sale of personal training packages at the time of enrollment and through the promotion of equipment orientations and fitness assessments.
- The Member Services team continued to effectively manage the suspension list (30, 60, 90 day 'kick outs') throughout the month of January, resulting in just 7 90-day

cancellations for the month (matching the record low from Jan 2017). Cancellations numbered just 81 members, which was 11 fewer than those lost in Jan 2017.

- The Member Services team coordinated a month full of special events in January for members to inspire continued usage interest (see January wellness calendar image below). Events included the promotion of special fitness activities along with recognition of special member 'fun' days that promote retention. The Member Services team also launched a new annual series of online motivational videos that are loaded weekly on Tuesdays on social media (Facebook and Instagram) to help motivate members to pursue fitness goals. Entitled 'Tuesday Tips with Trainers', these inspiring and educational videos are designed to motivate members to try new workout options within the facility during workouts.
- Efforts are continuing for the set up and design of the new club app designed by NetPulse that would increase the digital reach of the facility and strengthen the marketing and retention strategies by the Member Services team. The new club app would provide a user friendly platform of club related options that include fitness challenges, guest recruitment, push notifications, club check in capabilities, and a member news feed. The app would also have an integrated link to the App Audio app that is currently on order, which will provide audio links to the facility TV's. The development of the club app will take place during Q4 with a formal launch to members in Q1 FY18.

Daily Herald January ad:

The advertisement is a page from the Daily Herald, dated Friday, January 10, 2018. It features a 'Neighbor & Classifieds' section. The main headline is 'Up for debate' with a sub-headline 'Should District 59 trustees video record board meetings?'. There are several smaller articles and photos, including one about 'Mount Prospect to honor residents at gala' and another about 'Mount Prospect's 2016 Skiing Stars'. At the bottom, there is a large promotional banner for Prairie Stone Golf & Country Club with the text 'SET YOUR GOALS IN MOTION IN JANUARY! ENROLL FOR ONLY \$49'. The banner also includes the club's name, phone number (847-285-5463), website (prairiestonegolf.com), and address (5850 Sedge Blvd, Hoffman Estates).

January 2018 wellness calendar:

PRAIRIE STONE SPORTS & WELLNESS CENTER

WELLNESS CALENDAR JANUARY 2018

sunday	monday	tuesday	wednesday	thursday	friday	saturday
REGISTER EARLY FOR: KIDS PUROST BASKETBALL Begins: Tuesday, Jan 9th 4:15pm (4-5 yrs) 5:15pm (6-11 yrs) Contact Drew Steinbock for more details.	NEW YEARS DAY HOLIDAY HOURS 7am-1pm Kids Korner 8:30am-12pm	Personal Trainer Awareness Day January is often one of the busiest periods for personal trainers (PT). Working with a PT is a great way to help ensure you stick to your exercise and weight loss goals!		Trivia Stop by the Service Desk and correctly answer 5 trivia questions about Health & Fitness to be entered to win a prize!		Open Climb Every Saturday 10am-12pm
REGISTER EARLY FOR: YOUTH CLIMBING Begins: Mon, Jan 8th/Wed, Jan 10th PARENT/CHILD CLIMBING Begins: Tues, January 9th Contact Drew Steinbock for more details.	SPIN WITH ANGLE MONDAYS at 6PM		SWIM LESSONS BEGIN THIS WEEK Tues / Thurs / Sat ALSO AVAILABLE YEAR ROUND Private Lessons Contact Drew Steinbock for more details.	REGISTER EARLY FOR: KIDS PUROST SOCCER Begins Thursday, Jan 11th 4:15pm (4-5 yrs) 5:15pm (6-11 yrs) Contact Drew Steinbock for more details.		Hoffman Walks 9-10 AM Triphahn Center (1685 W Higgins Rd) Start the year right and set some goals! Wear comfortable shoes & bring water to drink.
Belay Certification – Monday the 15th at 8-10pm PRE-REGISTRATION REQUIRED BY SUNDAY THE 14TH Certification lasts for one year at PSS&WC only, allows for free use of wall during off hours if member (guests will come for a nominal fee) \$35 member/resident \$45 non-members		Stop in 11am-Noon for a Health Check! Blood pressure and pulse checks, as well as hemoglobin and glucose testing. Thanks to the Village of Hoffman Estates.		Popcorn Raffle Stop by the Service Desk and correctly guess how many pieces of popcorn for your chance to win club cash! January 15th-19th.		Parent's Night Out 4:30-8:30pm *pre-registration required
			Belly Laugh Day 		MEMBER APPRECIATION DAY!	FOOTBALL SQUARES TACKLE YOUR WORKOUT Team 1 Team 2
		tips from a trainer	Get social with us! Tips from a Trainer Follow along on our Facebook and/or Instagram for your weekly tip or trick!	SUPER BOWL 2018 FOOTBALL SQUARES EARN A PRIZE FOR WORKING OUT Super Bowl Sunday 2018 is February 4th. Workout this last week of January through February 2nd to enter. For more details see the Member Services window!		

For more information: See Member Services!

Operations and Fitness Departments:

- PSS&WC held a Nutrition Workshop, Belly Busters, on 2/6, taught by Zac Marshall. The seminar had 10 participants.
- Group fitness class numbers continue to increase early in the first quarter.
- The Personal Training department increased retention efforts with 9 trainer led workshops during the month of January. These workshops will be continued every other month for all of 2018.
- PSS&WC assumed full coordination of indoor Pickleball during the month of January, which was previously coordinated by the district's contractual tennis provider. Efforts were taken to ensure a smooth and seamless transition for participants.
- Gymnasium rentals were plentiful during the month of January taking care through careful and strategic scheduling to ensure that member usage privileges were not impeded.

Aquatics and Programming Departments:

- Swim lessons winter session 2 begins February 20. The first session of winter which is typically the lowest session of the season ended with 172 participants. This is 35 participants above 2017's total of 132. We are currently taking registration for winter session 2.

- 4 members participated in our belay certification class that was held on Monday January 22. The belay certification is held the third Monday of every month from 8pm-10pm. Our hopes are to attract more adults to the climbing wall.
- Climbing Wall Safety Inspection is scheduled for February 15.
- Kids First Sports programs are going strong. Both basketball and soccer are running this first session with 22 participants.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership	01/2017	01/2018	Var. +/-
Total	893	889	(4)*

- *The fitness center saw another nice reduction in the negative variance from a month to month standpoint, in October the TC fitness center was at a (44), in November a (28), December (9) and now in January (4). As expected the reduction continues to decrease as members who initially left to try other new clubs are now returning as they see value in the membership at TC. The aim is to continue to reduce that reduction in the negative variance.



Dog Off-Leash Areas

HEParks has a signed agreement with A Closer Bond and will begin offering NEW basic obedience classes along with a class on Dog Park Etiquette and a class for children called "Can I pet that Dog?" in the spring session.

Dog Park Passes	1/2017	1/2018	Var. +/-
Bo's Run	297	313	+ 16
Freedom Run	321	323	+ 2
Combo	79	89	+ 10
Total	697	725	+ 28

The following email was received from a current member of Freedom Run:

Hi Gabriela, This is a

12/28/2017

Hess..

12/

ilto...

12/

ilto...

11/

Alb...

Gabriela Velez <gabyv@...> Mark as unread
Wed 1/31/2018 11:07 PM

To: Diane Gerke;
1 attachment

My Pets - B-.pdf
Download all

Hello Diane!

This is Gabriela, Hamilton's owner here to thank you for bringing it to our attention that Hamilton had not had his Lepto Vaccine! You were even more prompt than the Vet themselves! attached is his most recent copy of vaccine records!

We Absolutely LOVE the Freedom Run dog park! It has been such a blessing for us and our pup! Thanks to the H.E. Parks for providing such an amazing space for our furry friends to enjoy and play off leash! Thank you for keeping it clean and well kept!

Thanks again!

Gabriela, Carlos and Hamilton 🐾🐾🐾

Diane Gerke
Tue 1/23/2018 8:26 AM
Hi Gabriela, This is a reminder that Hamilton's Lept...



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Spring Guide and Registration, youth sports programs, 50+ events, trips and programs; Daddy Daughter and Mother Son events, Hoffman Walks, ELC, BPC events, Parent's Night Out, Amazon Smile, Giving Tree, Hockey and Figure Skating, golf, Girls Night Out and programs.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates Chamber, Barrington Patch and North Cook News.

CHAMBER EBLAST

Spring Registration
Friday Fish Fry

RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS

Personal Training
Fitness Class, Pound
Group Fitness
Racquetball/Wally ball

OTHER

Hoffman Walks -We had 14 people at our Hoffman Walks at Triphahn Center in January, where we held a short discussion about goal setting, distributed Goal Setting Worksheets.

Meetup.com – C&M staff created a meetup.com group for Hoffman Walks to promote the walking event series. To date, there are 37 members in our area who have expressed an interest in walking groups. The Hoffman Walks events will be posted in the meetup group and the members will be notified each time an event is coming up, and when new events are posted. We hope this will bring a wider audience to the program.

Try the 50+ Center for Free – 500 postcards were sent to a community in west Hoffman that is 55+ to promote a free trial week of the 50+ Activity Center. The promotion brought in 15 new potential members; 6 signed up during the week.



Kiosk – For the past several years we have had a kiosk in the lobby at the Alexian Brothers Women and Children's Hospital. It is in a low traffic area, and so after getting approval from the Village, the kiosk will soon be moved to the Village lobby. The sign will be redesigned to include the Village's logo. The Kiosk has a TV screen that displays ads promoting our events and programs, the same as what is displayed in our lobby. Going forward, once it's moved to the Village it will also contain ads for Village events. In addition, it has holders for fliers or Guides.

VIDEO

This month, we featured the video "January and February Hoffman Happenings" on heparks.org.

PRESS RELEASES/PUBLIC RELATIONS

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

Articles and photos submitted and (then ones that were published this month are at end of Board Report):

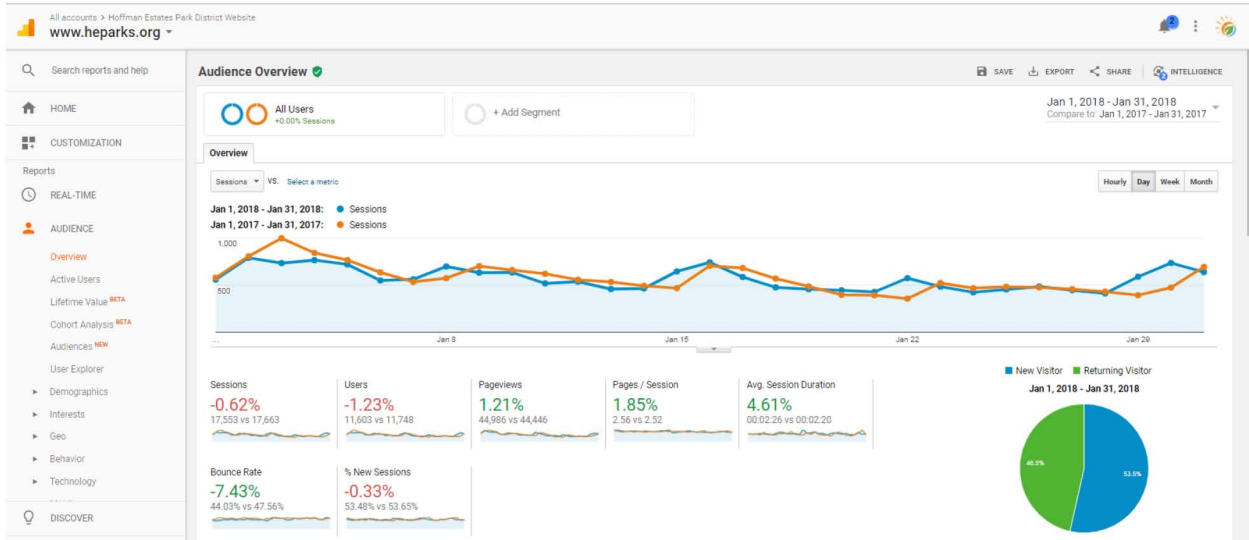
- Try the 50+ Center for Free
- Wolf Pack and Wolverine Hockey Teams Volunteer
- Executive Director Receives Lifetime Achievement Award
- Girls Night Out Raises Funds for At-Risk Families

MARKETING DASHBOARD



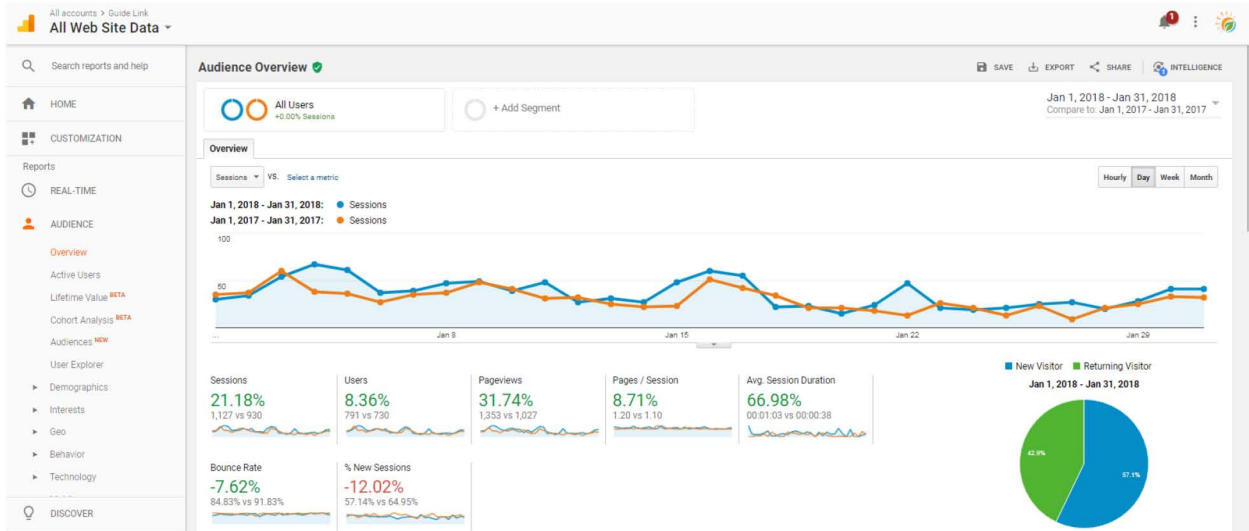
Website HEParks.org – Source: Google Analytics

Hits to the website home page are stable, but people are spending more time on the site, browsing more pages.



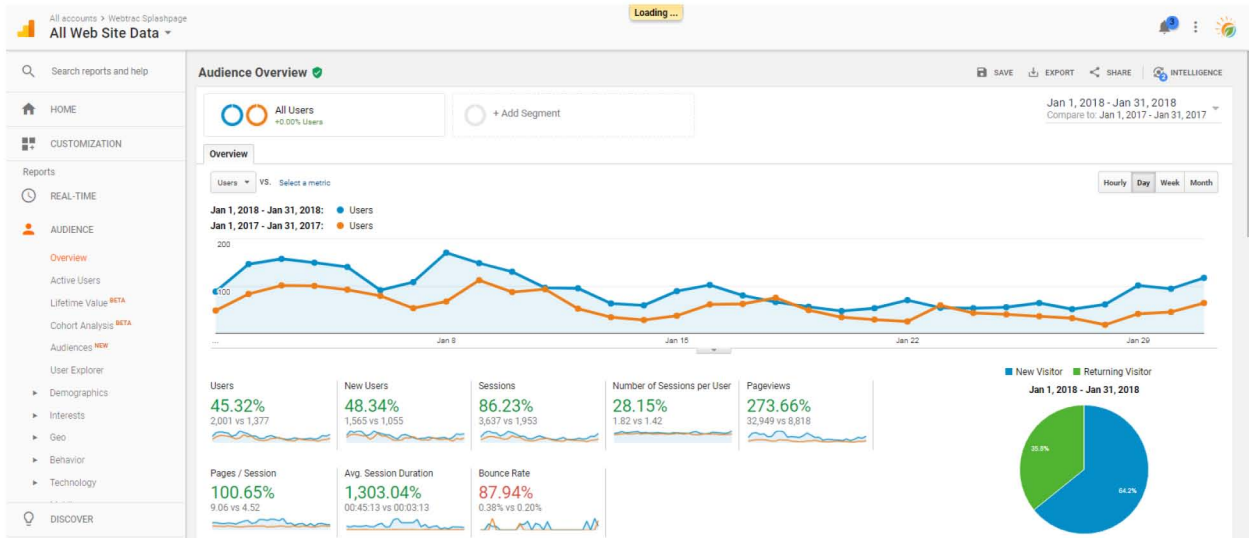
Program Guide Online – Source: Google Analytics

Hits to the program guide were up in January; winter sessions started in January.



WebTrac/Online Registration Page Hits – Source: Google Analytics

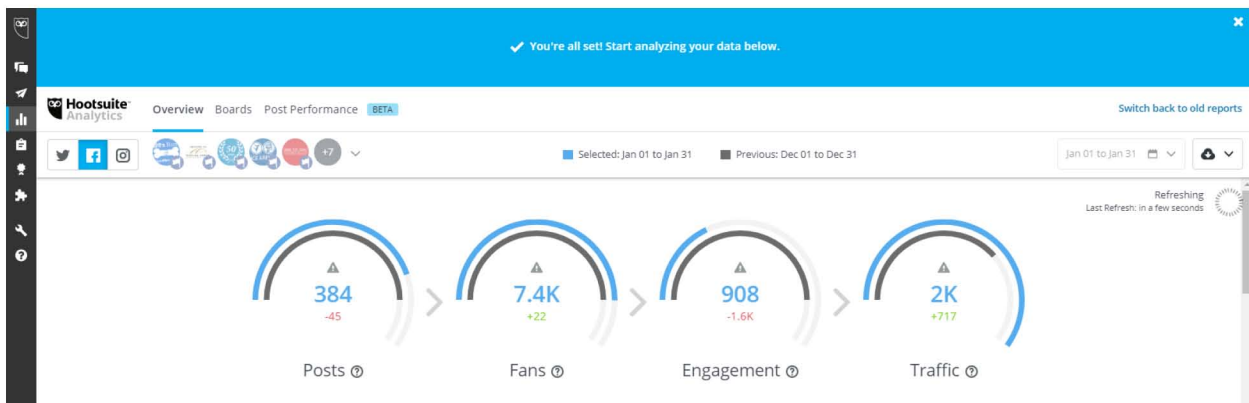
In November 2017, with the RecTrac upgrade, WebTrac became “responsive”, eliminating the need for mobile WebTrac. The significant increases below are attributed to the combination of mobile WebTrac and the main WebTrac page.



Facebook Reach

Source: Hootsuite

The chart below shows aggregates result of all HE Parks' Facebook pages, including Prairie Stone and Bridges of Poplar Creek. Total likes on all pages: 7,391 (last month 7,262)



Top 5 Most Successful Posts last month for the main Hoffman Estates Park District page:

Source: Facebook Insights

Post Message	Type	Posted	Lifetime: Post total reach (Total Count)
Congratulations to our very own HE Parks Executive Director Dean Bostrom, who received the Robert Artz Lifetime Achievement Awards at the 2018 IAPD/IPRA Soaring to New Heights Convention! Illinois Park and Recreation Association #ilparksconf	Photo	1/20/18 10:52 AM	2525

Holiday Dance Showcase	Photo	1/3/18 12:18 PM	2050
Check out what's happening in Hoffman this February!	Video	1/25/18 8:04 AM	2042
Reminder-the driving range is open this winter season! Hours: Dawn - Dusk \$5 - Small Bucket (36 Balls) \$8 - Large Bucket (72 Balls) \$11 - Jumbo Bucket (108 Balls) Ball Machine accepts EXACT Cash only & Credit Cards! http://ow.ly/3oMt30h5jQk	Photo	1/14/18 7:00 AM	1811
Are you ready for summer yet? http://bit.ly/2B3WhrH	Video	1/15/18 9:29 AM	1695

Top 10 Highest Posts since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
* UPDATE: Winners will be announced tomorrow afternoon, 11/08. *PLEASE READ* We ask that people vote for their favorite photo by using the "thumbs up" emoji and vote for the most creative costume using the "wow face" emoji. We are making this announcement on the post so that people can change their vote if they accidentally used the "heart" or "love" emoji instead of the "thumbs up" or "wow face" emoji. Votes that use emoji's other than "thumbs up" or "wow face" will not be counted towards the total. Thank you! It's voting time! Thank you to all who submitted a picture of your furry friend in their Halloween Costume! Here is how you vote: Vote for your favorite photo with a "thumbs up" emoji and vote for the most creative costume with a "wow face" emoji on the individual photo of your choice in this Facebook album from Wednesday, November 1-Tuesday, November 7. Your pooch could either win Overall Best "Liked" or Most Creative Costume! Winners will be announced via Facebook on November 8, 2017. Good luck! Be sure to check out the Bo's Run & Freedom Run Off Leash Parks page to hear more about our dog parks!	Photo	11/1/17 10:02 AM	18,608
Help wanted! STAR Before & After School counselors are needed. \$9.25/hr Mon-Fri on school days. Read more: http://ow.ly/8rF630eV0ju	Photo	9/5/17 5:05 AM	10,648
These are from the dancers at Willow from the Dance Recital!	Photo	5/14/17 10:00 AM	9149
Tomorrow, dine with us at Portillo's! From 5-8 PM, bring the family to Portillo's and 20% of the proceeds will benefit HE Parks Preschool!	Photo	9/4/17 1:01 PM	6877
Congratulations to Coach of the Month Marc Friedman! Over the past 29 years, he has coached boys' & men's baseball and more. Thanks Coach! http://ow.ly/ZfJV30e3907	Photo	7/31/17 11:05 AM	6791
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: https://goo.gl/X71UZs	Photo	8/15/16 10:29 AM	6715
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!	Photo	6/20/17 3:33 PM	6581
This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM http://ow.ly/TY6I3037o3z	Photo	8/15/16 7:55 AM	6710
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!	Photo	6/20/17 3:33 PM	6602

#Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30
catch 'em all! http://ow.ly/cCns3037nfO

8/13/16 12:55
Photo PM 6168



HE Parks' Twitter account

Source: Twitter – heparks only

	Jan1	Feb1	Mar	Apr1	May1	June	July	Aug	Sept	Oct	Nov	Dec	Jan1
Followers	741	751	761	763	769	770	787	805	813	820	821	831	855
Impressions	4,88	4,74	4,26	3,96	3,496	3,71	1,73	2,94	4,74	6,70	5,60	6,33	4,96
# of tweets	2	0	0	5	3	6	7	5	5	7	4	7	7
	31	26	27	21	4	11	1	14	16	34	46	49	22

Account home
HEParks @HEParks

28 day summary with change over previous period

- Tweets: 22 ↓45.0%
- Tweet impressions: 4,967 ↓8.4%
- Profile visits: 194 ↑42.0%
- Mentions: 5
- Followers: 855 ↑24

Tweet Highlights

- Top Tweet** earned 452 impressions
Hoffman Happenings February 2018: youtu.be/TEN9F47ZZ_8?ia via @YouTube
- Top mention** earned 40 engagements
HEParksAthletics @HEParksAthletic - Jan 6
It's opening day for @HEParks youth basketball! Good luck to all the teams today. We got things started at Willow Rec Center this morning with the Bulls vs the Hawks. #hepdathletics #hepbbasketball pic.twitter.com/MQfc8dM6Z4
- Top media Tweet** earned 227 impressions
Tonight, Cub Scout pack 297, Bear Den 8, built wood duck houses to be distributed throughout HE Parks Pondsl Way to go boys! pic.twitter.com/ILdsOKpGIX

Top Follower followed by 951 people
Visiting Angels @VisAngel_SEIgn - FOLLOWS YOU
Visiting Angels of South Egin, IL is part of the nation's leading, nationally respected network of non-medical, private duty home care agencies.

JAN 2018 SUMMARY

- Tweets: 23
- Tweet impressions: 5,335
- Profile visits: 209
- Mentions: 5
- New followers: 26

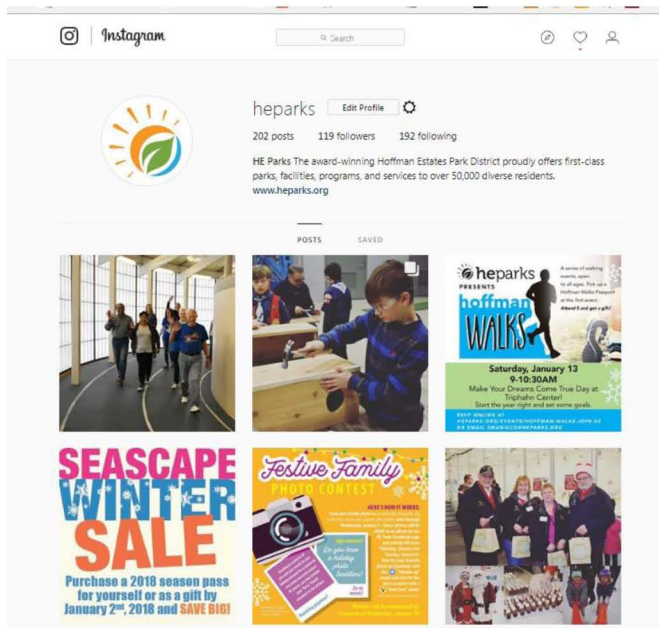


Instagram Reports

Source: Instagram

@heparks & @prairiestonesports

	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17	Oct17	Nov 17	Dec17	Jan18
Followers	109	111	112	110	109	110	112	115	118	117	121	159	191
# of posts	6	0	0	2	3	3	3	5	9	23	15	8	3



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%
2016:	37%
2017	38%



Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Unsubscribes
2017 Fitness, Sports & Rec Benchmark	---/15.72%	67+%	10%	5.6%	.01%
Hoffman Happenings	20K/18%	63%	1.4%	9%	0.2%
50+ Newsletter January	971/32%	56%	.5%	5.3%	0%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

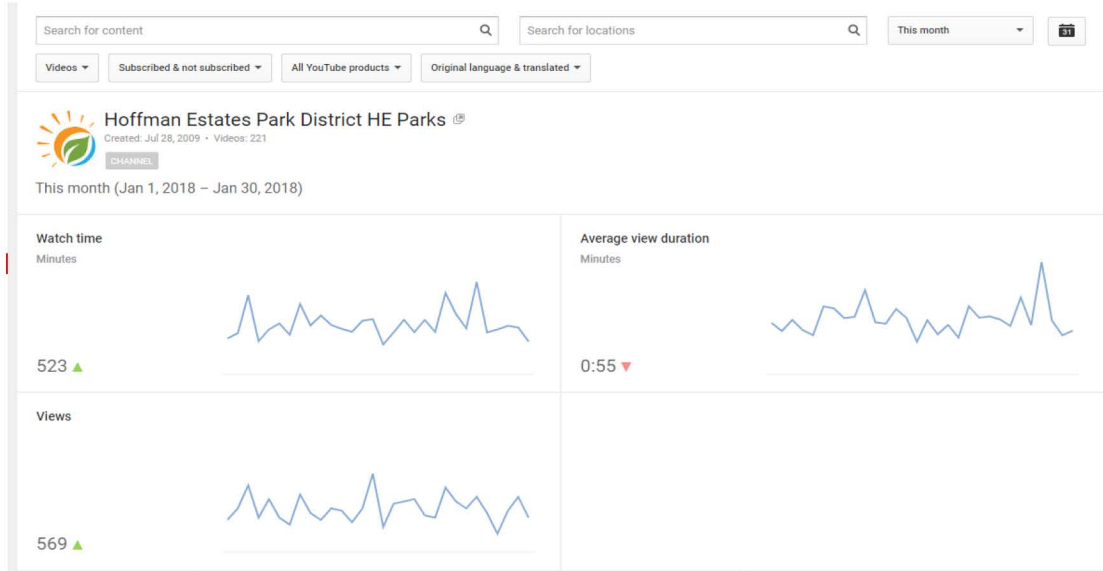
Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

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.



Top 10 Videos [Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Park Info: Playground Workout, Bench Pushup	130 25%	203 36%	0	0
What is Pickleball?	97 19%	76 13%	0	0
Park Info: Thor Guard	52 9.9%	55 9.7%	0	0
Hoffman Happenings January 2018	50 9.6%	39 6.9%	0	0
Wolf Pack Hockey Hosts Krolak Cup	31 6.0%	11 1.9%	0	0
Park Info: What is Bioswale?	26 5.0%	9 1.6%	0	0
All For You Renovation 2017: Before and Afte...	23 4.4%	17 3.0%	0	0
Head to Toe Benefits of Walking with Zac Ma...	15 3.0%	11 1.9%	0	0
Me & HEPD: Joe DeMaria and Nico Muira, Se...	11 2.2%	12 2.1%	0	0
Aqua Fit Swim Aerobic Class at Prairie Stone ...	10 1.8%	14 2.5%	0	0

Earned Press:

Try the 50+ Club activities for free

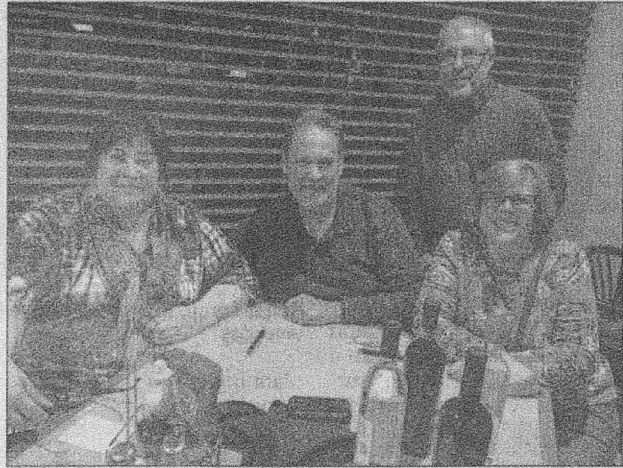
Submitted by Hoffman Estates Park District

From Monday, Jan. 22, to Friday, Jan. 26, if you're ages 50 or older, you're invited to try out the 50+ Club for free at the Triphahn Center, 1685 W. Higgins Road, in Hoffman Estates.

Every day during the free week, visitors can enjoy the Game Room, walk on the indoor track, try pickleball, play volleyball, relax by the fire with a snack and a cup of complimentary coffee. There will be daily prize drawings, free classes, board and card games, lectures, giveaways and more.

The 50+ Club's active adult center was renovated and expanded in 2017. For about \$5 per month, per person for residents, members get:

- Coffee, tea, snacks
- Expanded hours — available anytime the Triphahn Center is open, nights and weekends
- Free drop-in activities,



COURTESY OF HOFFMAN ESTATES PARK DISTRICT

From Jan. 22-26, if you're ages 50 or older, you're invited to try out the 50+ Club for free at the Triphahn Center, 1685 W. Higgins Road, in Hoffman Estates.

including pickleball, basketball and more

- Free services and seminars
- Discounted rates on trips and priority registration for all active members
- New Game Room with all new equipment: billiard

tables, gaming tables, pub tables, computer, artboard

- Cable TV and internet
- See the full schedule at heparks.org/50+club or call (847) 885-7500.

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



COURTESY OF TONY LAFRENERE

The Wolf Pack boys and Wolverine girls hockey teams of Hoffman Estates spent the afternoon Thursday, Jan. 4, packing meals for Feed My Starving Children in Schaumburg. The teams held a friendly, competitive "pack off" to see which team could pack more in 90 minutes. Together, the teams packed 167 boxes, enough food to feed 98 kids for an entire year. The Wolf Pack and Wolverines are travel teams in the Northern Illinois Hockey League.

Park director, Marriott, police honored by Hoffman chamber

BY ERIC PETERSON
epeterson@dailyherald.com

Retiring Hoffman Estates Park District Executive Director Dean Bostrom received a special recognition at the Hoffman Estates Chamber of Commerce & Industry's seventh annual Celebration of Excellence Dinner Thursday, an unscheduled award in addition to the event's five others.

This extra honor was made only six days after Bostrom was surprised with the Robert Artz Lifetime Achievement Award at the Illinois Park and Recreation's annual conference in Chicago.

"You have dramatically left this community way better than you found it," said Hoffman Estates Village Manager Jim Norris, serving as master of ceremonies for the chamber's dinner.

Bostrom has led the Hoffman Estates Park District since 1997 and co-founded the Friends of HE Parks Foundation in 1999. He'll retire in April.

Norris praised Bostrom's running of a park district that works in such harmony with the village that some don't recognize the two are separate governments.

Among the other honorees Thursday, it was the evening's

host — the Chicago Marriott Northwest — that claimed the big award of Business of the Year.

In similar fashion, it was Martha Keyes, who'd been assisting in handing out the awards to others, who won Volunteer of the Year herself. She has been conference services manager at the Northern Illinois University Conference Center in Hoffman Estates for the past 17 years.

Police Chief Ted Bos accepted the Public Sector Partner of the Year Award on behalf of the Hoffman Estates Police Department he leads.

Allen Gabe of Allen Gabe Law, who also serves as the chamber's attorney, was recognized as Small Business of the Year.

Brookdale Hoffman Estates, an independent-living and assisted-living community for seniors, was honored with the Chairman's Award.

Incoming Chairwoman Jennifer Walker of Tate & Lyle Americas praised the leadership of chamber Executive Director Tricia O'Brien, who last year brought the organization up to 335 members, started its taking a stand on issues affecting businesses, and personally earned an accreditation held by only 35 chamber leaders in Illinois.



ERIC PETERSON/epeterson@dailyherald.com

Retiring Hoffman Estates Park District Executive Director Dean Bostrom, right, accepts the Hoffman Estates Chamber of Commerce & Industry's Special Recognition Award Thursday from the chamber's past chairman and park district director of recreation and facilities, Mike Kies, left, as master of ceremonies and Hoffman Estates Village Manager Jim Norris watches.

CONGRATS DEAN!!!

Hoffman Estates parks director receives Lifetime Achievement Award

Submitted by Hoffman Estates Park District

The Illinois Park and Recreation Association awarded the Hoffman Estates Park District's Executive Director Dean Bostrom the Robert Artz Lifetime Achievement Award at the 2018 Soaring to New Heights state conference Jan. 19, in Chicago.

The event was hosted by the Illinois Park and Recreation Association and the Illinois Association of Park Districts.

The award is presented each year to a parks and recreation professional who has had a lasting impact and has created awareness of the importance of parks and recreation among his/her peers and in the communities they serve.

Bostrom, who has been the executive director of HE Parks since 1997, is planning to retire in April 2018. He has served the park and recreation industry for more than 35 years and has been involved in national, state, and local associations.

"I'm so honored to accept this award," said Bostrom. "I'm fortunate to have had



COURTESY OF HOFFMAN ESTATES PARK DISTRICT
The Illinois Park and Recreation Association awarded the Hoffman Estates Park District's Executive Director Dean Bostrom, center, the Robert Artz Lifetime Achievement Award at the 2018 Soaring to New Heights state conference in Chicago. He is pictured here with the HE Parks park board, left, Pat Kinnane, Ron Evans, Lili Kilbridge, Keith Evans, Dean Bostrom, Patrick McGinn, Robert Kaplan, Mike Bickham.

great staff, great people to work with. The board of commissioners at Hoffman has

been totally supportive. I can't say enough about my board." This was not Bostrom's first

prestigious award. In 2008, Bostrom won the The Illinois Park and Recreation

Association's Chairman's Citation and, in 2009, he was named the Illinois Association of Park Districts Honored Professional of the Year.

Bostrom's accomplishments at HE Parks include having been awarded more than \$4 million in grants; park acreage grew 30 percent to 925 acres; received \$3.1 million, 12-plus acre land donation from Sears to build a 100,000-square-foot, state-of-the-art fitness/recreation center.

He helped change state legislation to allow for a highway billboard to secure a partnership with the Chicago Wolves. The partnership secured funding for construction of a new ice facility. He partnered with many other local municipalities as well to provide services to the community, and formed private partnerships raising more than \$500,000 in sponsorships.

Bostrom also co-founded the Friends of HE Parks Foundation in 1999.

Under his tenure, the park district won many prestigious awards, including

National Gold Medal from the National Recreation and Parks Association in 2009. Accreditation by the Commission for Accreditation for Parks and Recreation in 2014 and 2018, and also accredited by the IAPD/IPRA annually since 1999 and the Park District Risk Management Association from 2010 to the present.

The Illinois Policy Institute awarded the park district its Sunshine Award for government transparency in 2013. The Hoffman Estates Chamber of Commerce awarded the park district its Public Sector of the Year award in 2013 and 2015.

"I want to thank all the colleagues I've worked with over the years," added Bostrom. "I've had some great mentors throughout my career, starting straight out of grad school. These people have had such a tremendous influence on my life and my career at Hoffman. I just want to thank everybody. It's been a great ride."

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

Bridges of Poplar Creek Board Report January 2018

General Programs

- Preferred Tee Time contracts are being received. The deadline for the renewal is February 5th with an early \$60 off promotion if received by January 19th. Our goal this year is to have 30 total preferred groups. Currently we have 21 contracts received for this season.
- League Contracts are being drafted and will be going out first week of February. Preliminary all leagues will be returning.
- Fish Fry starts Feb 16th – Come join us for all you can eat Fish at the Tap Inn!

Golf Rounds

ROUND TOTALS.

2014	2015	2016	2017	2018
0	0	0	0	0

YTD ROUND TOTALS

2014	2015	2016	2017	2018
0	0	0	0	0

Range Information

RANGE BASKET SALES TOTALS				
2014	2015	2016	2017	2018
0	5	124	2	0
YTD RANGE BASKET SALES TOTALS				
2014	2015	2016	2017	2018
0	5	124	2	0

Communications & Marketing

Marketing/Advertising

- All marketing materials have been finalized for 2018. Outing Brochure, Golf Instruction, and Scorecards will have the same branding as previous years.
- Staff with the help of the Marketing Department is currently working new menus for the Tap Inn. This menu will be adjusted with the New Executive Chef in Early March.
- 4 Email blasts went out promoting Annual Pass Sales, Jr Golf League, Fish Fry and banquets.

Food & Beverage

For the month of January we had a total of 9 events (14 Events in 2017)

The breakdown is as follows:

- 4 breakfast meetings servicing 100 guests
- 3 birthday parties servicing 242 guests
- 1 all-day meeting servicing 153 guests
- 1 meeting with hors d oeuvres servicing 50 guests

We currently have 11 events booked for February (15 Events in 2017)

- 4 Breakfast meetings servicing 100 guests
- 1 birthday party servicing 50 guests
- 1 fundraiser, room rental and open bar

3 showers servicing 125 guests

2 Dances-Mother Son and Daddy Daughter servicing 350 guests

Wedding Count Update:

**2018= 10 ceremony and reception and 2 reception only (Unfortunately one wedding in May had to cancel)
Estimated loss of revenue \$15,000**

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

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

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

Golf Maintenance Summary

The golf course Maintenance team tackled a few indoor projects this past month. January has been spent in the shop working on equipment maintenance, refurbishing and building course accessories, and organizing for next season. In mid-January Bill Meyer (Golf Course Superintendent) and PJ Bugay (Assistant Golf Course Superintendent) were able to attend the Illinois Turfgrass Foundations annual conference to learn about new research and technologies.

Major equipment maintenance has also taken place on mowers and cart maintenance with rebuilds of our tee and approach mowers, complete service and reel setup of the fairway mowers.