



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



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

**AGENDA  
RECREATION COMMITTEE MEETING  
TUESDAY, JANUARY 16, 2018  
7:20 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - December 12, 2017
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Independent Contractor Agreements / M18-004
    - i. Tumbling Times, Inc.
    - ii. Shotokan Karate, Inc.
    - iii. First Serve Management, Inc.
  - B. Recreation, Facilities & Golf Report and 4Q2017 Goals / M18-002
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](mailto:jkaczmarek@heparks.org) or (847) 885-8500 with at least 48 hours' notice.



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**MINUTES  
RECREATION COMMITTEE  
December 12, 2017**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on December 12, 2017 at 7:35 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Henderson (7:40 p.m.), S. Neel (7:37), Snyder, Wittkamp, Chairman Kinnane

Absent: Comm Rep Dressler

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

Audience: Commissioners Kilbridge, McGinn, K. Evans; Boy Scout Alexander Blackshear and father

**2. Approval of Agenda:**

Comm Rep Wittkamp 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 Snyder made a motion, seconded by Comm Rep Wittkamp to approve the minutes of the November 21, 2017 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

A. Eagle Scout Project: ADA Garden Plots at Chino/M17-137:

Director Kies reviewed the item and introduced Boy Scout Alexander Blackshear from troop 297.

Alexander presented his project to create four ADA accessible garden plots that would be 6-feet x 3 ½-feet and 23-inches tall with an additional 13" of soil. He noted that the total cost of the project would be \$439.79 with \$309.79 for materials.

Comm Rep Snyder asked if donations would be tax exempt and it was noted that it would. Commissioner R. Evans noted that it was a great project.

Commissioner McGinn asked if there was a reason for using the cedar wood and Alex noted that it was weather-proof. Comm Rep Wittkamp asked if the plots would be boxed and raised and it was noted that they would.

Comm Rep S. Neel commended Alex on a great presentation, noting that she was excited to see the project. She asked about a mailing list for fund raising and Director Kies will assist with the contact information. Director Kies explained that Director Hugen would take over the installation of the plots after they were built.

Comm Rep Neel made a motion, seconded by Com Rep Henderson to recommend that the board approve the Eagle Scout Project to create four ADA Garden Plots at Chino Park as outlined in M17-137 and contingent upon Village approval. The project is expected to begin fundraising in January 2018.

B. Flooring at BPC/M17-139

Director Bechtold reviewed the item noting that it would be a glue-down to the concrete floor. He also explained that the budget was for \$40,000 and the cost \$43,000 with a contingency fund that would come from BPC Operating Budget.

Comm Rep Neel asked about the warranty and Director Bechtold noted it was warranted for 10 years but expected to have a life span of 15-20.

Commissioner R. Evans asked if it was the same as the flooring on the north side of TC and Director Bechtold explained it was similar.

Chairman Kinnane asked if they had check references and Director Bechtold noted that they had reviewed the references but that Scharm had done work in the past for the district.

Comm Rep Neel asked if there was a special type of flooring used for dance floors expressing concern about the grooves in the demo piece. Director Bechtold noted that it was a recommended flooring for this type of use and thicker than the flooring on the north side of TC. He explained that other park districts with this flooring were not experiencing any safety issues.

Comm Rep Wittkamp made a motion, seconded by Comm Rep Neel to recommend the board approve awarding a contract to Scharm Floor Covering of Des Plaines for the Removal and Supply of Flooring for BPC in an amount not to exceed \$43,852 and a project contingency of \$1,148. The motion carried by voice vote.

C. Wings and Talons Agreement/M17-136:

Director Kies reviewed the item noting that the original contract was approved by the board back in May. He explained that the organization had some challenges and needed to make some changes to the agreement so it was coming back to Rec and the Board.

Comm Rep Henderson asked if having Wings and Talons in areas of the Barn would prevent the park district from scheduling other rentals or programs. Director Kies explained that the upper level of the barn was used for the gymnastics program and as such, no rentals or other programs and, therefore, no one else to use the kitchen in that area except Wings and Talons. She asked what type of events they would be present at and Director Kies explained that it would include PIP, Winterfest, possibly summer camps, etc.

Commissioner R. Evans asked about using the kitchen if it was being used for birds and Director Kies explained that besides not having any other program or rental in the barn on the second floor, the kitchen was not certified and would not need to be inspected.

Commissioner McGinn asked about field trips and it was noted that Wings and Talons bring the Raptors to other park district, schools and other community events to educate the public. Commissioner R. Evans asked if Wings and Talons would advertise their Vogelei location and connection to the HeParks at these events and staff will check.

Comm Rep Wittkamp asked about the size of the mews and Director Kies explained they were about the size of a shed.

Comm Rep Snyder asked about insurance issues and Director Kies explained that they met all of PDRMA guide lines.

Commissioner R. Evans made a motion, seconded by Comm Rep Henderson to recommend the board approve the agreement between Wings and Talons and the park district as outlined in M17-136 and included in this packet. The motion carried by voice vote.

D. 2018 Business Plans/M17-142:

Director Kies reviewed the item explaining the plans for the Recreation & Facilities, Ice, and Prairie Stone Sports & Wellness Center. He reviewed their Key Performance Indicators and budgets as well as the action plans.

Director Bechtold reviewed the Bridges of Poplar Creek Country Club business plan noting their Key Performance Indicators, budget and action plans.

No vote required as this was informational.

E. Rec, Fac, Golf Report/M17-141:

Director Kies reviewed the report. Chairman Kinnane asked if the district had hard and soft lock downs and address systems for emergencies throughout the district and Director Kies noted that they did. He also explained that PSSWC, WRC and TC had Managers on Duty (MOD) to take charge of a situation and that they had 2-way radios in addition to the address systems.

Director Bechtold reviewed his report explaining that Breakfast with Santa and Winterfest were expanding in popularity.

Comm Rep Neel made a motion, seconded by Comm Rep Wittkamp to send the Rec, Fac, and Golf Report/M17-141 to the Board as presented. The motion carries by voice vote.

**7. Committee Member Comments:**

Commissioner R. Evans noted that the Breakfast with Santa and Winterfest were great successes. He also noted that staff needed to be aware of the cultural change of the community and include that in the event planning.

Comm Rep Henderson and Neel wished everyone a happy holiday. Comm Rep Neel said it was good to see the involvement with the Boy Scouts and the district's connection to the community.

**8. Adjournment:**

Commissioner R. Evans made a motion, seconded by Comm Rep Neel to adjourn the meeting at 8:35 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary

## Memorandum No. M18-004

**To:** Recreation Committee  
**From:** Dean R. Bostrom, Executive Director  
Craig Talsma, Deputy Director/Director of A&F  
Michael R. Kies, Director of Recreation & Facilities  
**RE:** Independent Contractual Agreements  
**Date:** January 11, 2018

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### **Background**

As part of our policy contractual agreements with shared revenue payments that are expected to exceed the spending authority of the Executive Director (\$25,000), require Board approval. Attached are three agreements requiring approval:

1. Tumbling Times, Inc. providing instruction for gymnastics for children
2. Illinois Shotokan Karate, Inc. providing youth and adult karate classes
3. First Serve Management, Inc. providing tennis lessons, leagues, match play, tournaments, classes, camps, cardio tennis\*.

\*In the past, First Serve has also provided pickle ball services at PSSWC. These programs have now matured to a point that staff feels we can operate them on our own, thereby reducing our costs and providing greater savings to patrons and members. Therefore, the First Serve agreement no longer includes pickle ball services and as of March 1, 2018, this program will be run in-house.

All of these groups have worked with the Park District for over 10 years. The park district has been happy with the level of services provided by each group.

### **Implications**

Please see the attached agreements for the specifics as it relates to the terms and conditions for each group. Again it is important to note that each of these agreements is part of a shared revenue program based on the services each specific group provides. All of these agreements meet the requirements as stipulated by PDRMA as it relates to liability and overall insurance. Each of these agreements expires at the end of the year and will be reviewed on an annual basis and adjusted based on the needs of the park district.

### **Recommendation**

Staff recommends that the Recreation Committee recommend to the full Board the approval of the attached annual agreements with Tumbling Times, Inc., Illinois Shotokan Karate, Inc., and First Serve Management, Inc. as presented.

**HOFFMAN ESTATES PARK DISTRICT    INDEPENDENT CONTRACTOR AGREEMENT**

I. Hoffman Estates Park District enters into an Independent Contractor Relationship with Tumbling Times, Inc.

II.

The duration of this independent contractual agreement will be: January 1, 2018-December 31, 2018.

This agreement shall not be construed as creating an employee/employer relationship or joint employment relationship between the parties in any manner whatsoever.

- A. Contractor acknowledges and agrees that he/she is not entitled to any benefits or protections afforded employees of the Park District or bound by any obligations of employees of the Park District. Contractor understands and fully agrees that he/she will not be covered under provisions of the unemployment compensation insurance of the Park District or the workers' compensation insurance of the Park District and that any injury or property damage on the job will be contractor's sole responsibility and not the Park District's. Also, it is understood that Contractor is not protected as an employee or as a person acting as an agent or employee under the provisions of the general liability insurance of the Park District and therefore, Contractor will be solely responsible for his/her own actions. The Park District will in no way defend contractor in matters of liability.
- B. It is the intention of the parties to create a non-exclusive independent contractor relationship. Contractor may engage in other business activities and provide similar services to other entities and business; provided such services do not create a conflict or interest or interfere with the performance of the services contemplated by this agreement.
- C. The contractor agrees not to hold him/herself out as an employee or joint employee of the Park District to members of the public.
- D. The contractor acknowledges and agrees that he/she is solely responsible to pay all applicable federal, state, and local income and withholding tax obligations or contributions imposed by social security, unemployment insurance and worker's compensation insurance on behalf of Contractor and those employees, if any, employed by him/her.
- E. Contractor hereby agrees to comply with all applicable laws, regulations, and rules promulgated by any Federal, State, County, Municipal and or other governmental unit or other governmental unit or regulatory body now in effect during the performance of the work. By way of example, the following are included within the scope of the laws, regulations and rules referred to in this paragraph, but in no way to operate as a limitation on the laws, regulations and rules with which Contractor must comply, are all forms of Workers Compensation Laws, all terms of the Equal Employment Opportunity Clause of the Illinois Fair Employment Practices Commission, the Illinois Preference Act, the Social



## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

Security Act, Americans With Disabilities Act, Statutes relating to contracts by units of government, all applicable Civil Rights and Anti-Discrimination Laws and Regulations, and traffic and public utility regulations.

- II. Contractor shall at all times have sole control over the manner, means and methods of performing the work/services required by the contract according to his/her own independent judgment, and is solely responsible for the direction of his/her employees and agents. Contractor acknowledges and agrees that he/she will devote such times as is necessary to produce the contracted for results. Contractor represents and warrants that Contractor has the skills and knowledge necessary to perform the services in a safe, proper, efficient, thorough and satisfactory manner and understand that the Park District is relying on such representation in contracting with Contractor for the services.
- III. The Park District will report payments to an individual of \$600 or more to the IRS on Form 1099-Misc. Contractor will provide to the Park District a Social Security Number or Federal Employer Identification Number for any individual receiving payment.
- IV. Contractor acknowledges and agrees that he/she is responsible for all expenses, including, the provision of equipment and materials related to provision of the contracted results, unless otherwise agreed to.
- V. The contractor acknowledges and agrees that he/she is solely responsible for his/her employees/agents actions in performing the work service.
- VI. If this contract is for public construction in an amount greater than \$5,000, then the contractor must furnish, supply, and deliver a surety bond for the entire amount of the contract to secure the performance of the contract and the payment of prevailing wage, the payment of all subcontractors and all material suppliers per 30 ILCS 550, et seq. With the approval of the Director of Finance a bank letter of credit may be accepted in lieu of the surety bond if for twice the amount of the contract and it will be held for a minimum of six months after the contract completion.
- VII. To the extent that the Prevailing Wage Act applies, to pay and require every Subcontractor to pay prevailing wages as established by the Illinois Department of Labor for each craft or type of work needed to execute the contract in accordance with 820 ILCS 130/.01 et seq. The Contractor shall prominently post the current schedule of prevailing wages at the Contract site and shall notify immediately in writing all of its Subcontractors, of all changes in the schedule of prevailing wages.

**HOFFMAN ESTATES PARK DISTRICT    INDEPENDENT CONTRACTOR AGREEMENT**

Any increases in costs to the Contractor due to changes in the prevailing rate of wage during the terms of any contract shall be at the expense of the Contractor and not at the expense of the Owner. The change order shall be computed using the prevailing wage rates applicable at the time the change order work is scheduled to be performed. The Contractor shall be solely responsible to maintain accurate records as required by the prevailing wage statute and to obtain and furnish all such certified records to the Park District as required by Statute. In lieu of certified payroll, Contractor shall submit a letter setting forth the basis upon which Contractor has concluded the Act does not apply. The Contractor shall be solely liable for paying the difference between prevailing wages and any wages actually received by laborers, workmen and/or mechanics engaged in the Work and in every way defend and indemnify the Park District against any claims arising under or related to the payment of wages in accordance with the Prevailing Wage Act.

- VIII. The contractor agrees to provide and keep force at all times during this agreement, the following coverage: comprehensive general liability insurance including contractual liability coverage and tenants legal liability coverage (when applicable), with minimum limits of not less than one million dollars (\$1,000,000) per occurrence, and two million dollars (\$2,000,000) annual aggregate; property damage insurance; full Worker's Compensation Insurance equal to the statutory amount required by law, and employers liability insurance with limits of not less than one million dollars (\$1,000,000). All insurance carriers providing the coverage set forth herein shall have a rating of A as assigned by A.M. Best & Co. and satisfactory to the Park District in its sole discretion.

All certificates of insurance in connection herewith shall be furnished to the Park District no later than seven (7) days prior to the commencement date of this agreement.

To have all policies of insurance purchased or maintained in fulfillment hereof name the Park District as an additional insured thereunder and the Contractor shall provide Certificates of Insurance evidencing the coverage and the addition of the Park District as an insured. No such policy of insurance shall have a deductible or self-insurance retention amount in excess of \$5,000.00 per occurrence. All insurance shall be written on "An occurrence@" basis rather than "A claims-made@" basis. Failure of Park District to demand any certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of Park District to identify a deficiency from evidence that is provided shall not be construed as a waiver of Contractors obligation to maintain such insurance.

The Contractor agrees that the obligation to provide the insurance required by these documents is solely its responsibility and that this is a requirement which cannot be waived by any conduct, action, inaction or omission by the Park District. Upon request, the Contractor will provide copies of any or all policies of insurance maintained in fulfillment hereof.

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- IX. All insurance coverage provided by the contractor shall be primary coverage as to the Park District. Any insurance or self-insurance maintained by the Park District shall be excess of the contractor's insurance and shall not contribute with it.
- X. The Park District, its officers, agents and employees are to be covered and named as additional insured (Hoffman Estates park District) under the general liability coverage and shall contain no special limitation on the scope of protection afforded to the additional insured. The policy and/or coverage shall also contain a "contractual liability" clause.
- XI. Said insurance policies shall not be canceled or amended without 30 days prior written notice having been given to the Park District. Such cancellation shall be grounds for the Park District to immediately cancel this Agreement.
- XII. To the extent permitted by law, the contractor shall indemnify, save, defend and hold harmless the Park District, including its officers, officials, agents, volunteers and employees, [collectively "Park District"] from and against any and all liabilities, obligations, claims, damages, penalties, wage and hour claims, cause of actions, costs and expenses (including reasonable attorney and paralegal fees) which the district may become obligated by reason of any accident, bodily injury, or death of persons, civil or constitutional rights violation, or loss or damage to tangible property, or any claim made under the Fair Labor Standards Act or any other federal or state law arising directly or indirectly in connection with, or as a result of this Agreement.
- XIII. Contractor agrees to submit to a criminal background check and that this agreement is contingent upon successfully completing a criminal background check. Contractor shall not assign any employee, subcontractor, or other person to this agreement on behalf of Contractor that has not submitted to and completed a criminal background check that has been cross-referenced with the State of Illinois and federal sexual offender registries. If the contractor would prefer the Park District complete the criminal background checks for any employees, subcontractors, or other persons assigned, the contractor will pay the Park District \$10.00 per background check completed, and the Park District will complete the process.
- XIV. The Park District may terminate this contractual agreement in the event of contract breach or (when applicable) if the program did not meet the minimum number of participants. The contractor shall have financial responsibility to the Park District for reasonable costs incurred by the Park District including the cost of obtaining replacement services.

**HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT**

- XV. Contractor represents and warrants that contractor has the skills and knowledge necessary to perform the services in a safe, proper, efficient, thorough and satisfactory manner and understands that Park District is relying on such representation in contracting with contractor for the services.
  
- XVI. This contract constitutes the entire agreement between the Parties pertaining to the subject matter hereof and supersedes all prior or contemporaneous agreements and understandings either oral or written of the Parties in connection therewith. No modification of this Contract shall be effective unless made in writing, signed by both Parties and dated after the date hereof. This Contract is non-assignable by Contractor.
  
- XVII. Contractor agrees to maintain, without charge to the Owner, all records and documents for projects of the Owner in compliance with the Freedom of Information Act, 5 ILCS 140/1 et seq.

A public record that is not in the possession of a public body but is in the possession of a party with whom the agency has contracted to perform a governmental function on behalf of the public body, and that directly relates to the governmental function and is not otherwise exempt under the Freedom of Information Act, shall be considered a public record of the public body, for the purposes of the Freedom of Information Act.

In addition, Contractor shall produce records which are responsive to a request received by the Owner under the Freedom of Information Act so that the Owner may provide records to those requesting them within the time frames required. If additional time is necessary to compile records in response to a request, than Contractor shall so notify the Owner and if possible the Owner shall request an extension so as to comply with the Act. In the event that the Owner is found to have not complied with the Freedom of Information Act due to Contractor’s failure to produce documents or otherwise appropriately respond to a request under the Act, then Contractor shall indemnify and hold the Owner harmless, and pay all amounts determined to be due including but not limited to fines, costs, attorneys’ fees and penalties.

- A. Services to be performed by Contractor include:  
To provide instructors to teach gymnastics to children.
  
- B. Results to be achieved by Contractor include:
  
- C. Days and hours of work to be performed by Contractor include:  
Mondays – 10:00am-11:30am and 4:15pm – 8:00pm  
Tuesdays – 11:00am – 12:35pm and 4:15pm – 7:45pm  
Wednesdays – 11:00am-12:35pm and 4:15pm – 7:30pm  
Thursdays – 4:15pm – 6:00pm  
Fridays – 11:00am – 12:35pm  
Saturdays – 9:30am – 1:05pm

**HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT**

D. Location(s) of work to be performed by Contractor include(s):  
All classes will be held at Vogelei Barn, 650 W. Higgins Rd.

E. Contractor's other responsibilities include:  
Set up of equipment, communication with parents on assessments.

XVIII. **A. Method of Payment:** a check will be provided after invoice is submitted.  
The following amounts will be paid to the Independent Contractor:

It is the responsibility of the Independent Contractor to prepare and submit an invoice to HEPD prior to any payment being issued.

When discounts are authorized by HEPD, they will also be applied to the payment due to the independent contractor.

**Contract amount:** All gymnastics classes are a 70% Tumbling Times / 30% park district split

\_\_\_\_\_  
**Authorized Signature of Contractor**                      **Date**

\_\_\_\_\_  
**Phone #** \_\_\_\_\_

**Title**

**FEIN #:** \_\_\_\_ - \_\_\_\_\_ **-OR- Social Security #:** \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_

**Print Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

\_\_\_\_\_  
**HEPD Program Manager**

\_\_\_\_\_  
**HEPD Director of Finance**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Date**

**This agreement is NOT effective until signed by the HEPD Director of Finance**

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

I. Hoffman Estates Park District enters into an Independent Contractor Relationship with Illinois Shotokan Karate, Inc.

II.

The duration of this independent contractual agreement will be: January 1, 2018-December 31, 2018.

This agreement shall not be construed as creating an employee/employer relationship or joint employment relationship between the parties in any manner whatsoever.

- A. Contractor acknowledges and agrees that he/she is not entitled to any benefits or protections afforded employees of the Park District or bound by any obligations of employees of the Park District. Contractor understands and fully agrees that he/she will not be covered under provisions of the unemployment compensation insurance of the Park District or the workers' compensation insurance of the Park District and that any injury or property damage on the job will be contractor's sole responsibility and not the Park District's. Also, it is understood that Contractor is not protected as an employee or as a person acting as an agent or employee under the provisions of the general liability insurance of the Park District and therefore, Contractor will be solely responsible for his/her own actions. The Park District will in no way defend contractor in matters of liability.
- B. It is the intention of the parties to create a non-exclusive independent contractor relationship. Contractor may engage in other business activities and provide similar services to other entities and business; provided such services do not create a conflict or interest or interfere with the performance of the services contemplated by this agreement.
- C. The contractor agrees not to hold him/herself out as an employee or joint employee of the Park District to members of the public.
- D. The contractor acknowledges and agrees that he/she is solely responsible to pay all applicable federal, state, and local income and withholding tax obligations or contributions imposed by social security, unemployment insurance and worker's compensation insurance on behalf of Contractor and those employees, if any, employed by him/her.
- E. Contractor hereby agrees to comply with all applicable laws, regulations, and rules promulgated by any Federal, State, County, Municipal and or other governmental unit or other governmental unit or regulatory body now in effect during the performance of the work. By way of example, the following are included within the scope of the laws, regulations and rules referred to in this paragraph, but in no way to operate as a limitation on the laws, regulations and rules with which Contractor must comply, are all forms of Workers Compensation Laws, all terms of the Equal Employment Opportunity Clause of the Illinois Fair Employment Practices Commission, the Illinois Preference Act, the Social

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

Security Act, Americans With Disabilities Act, Statutes relating to contracts by units of government, all applicable Civil Rights and Anti-Discrimination Laws and Regulations, and traffic and public utility regulations.

- II. Contractor shall at all times have sole control over the manner, means and methods of performing the work/services required by the contract according to his/her own independent judgment, and is solely responsible for the direction of his/her employees and agents. Contractor acknowledges and agrees that he/she will devote such times as is necessary to produce the contracted for results. Contractor represents and warrants that Contractor has the skills and knowledge necessary to perform the services in a safe, proper, efficient, thorough and satisfactory manner and understand that the Park District is relying on such representation in contracting with Contractor for the services.
- III. The Park District will report payments to an individual of \$600 or more to the IRS on Form 1099-Misc. Contractor will provide to the Park District a Social Security Number or Federal Employer Identification Number for any individual receiving payment.
- IV. Contractor acknowledges and agrees that he/she is responsible for all expenses, including, the provision of equipment and materials related to provision of the contracted results, unless otherwise agreed to.
- V. The contractor acknowledges and agrees that he/she is solely responsible for his/her employees/agents actions in performing the work service.
- VI. If this contract is for public construction in an amount greater than \$5,000, then the contractor must furnish, supply, and deliver a surety bond for the entire amount of the contract to secure the performance of the contract and the payment of prevailing wage, the payment of all subcontractors and all material suppliers per 30 ILCS 550, et seq. With the approval of the Director of Finance a bank letter of credit may be accepted in lieu of the surety bond if for twice the amount of the contract and it will be held for a minimum of six months after the contract completion.
- VII. To the extent that the Prevailing Wage Act applies, to pay and require every Subcontractor to pay prevailing wages as established by the Illinois Department of Labor for each craft or type of work needed to execute the contract in accordance with 820 ILCS 130/.01 et seq. The Contractor shall prominently post the current schedule of prevailing wages at the Contract site and shall notify immediately in writing all of its Subcontractors, of all changes in the schedule of prevailing wages.

**HOFFMAN ESTATES PARK DISTRICT    INDEPENDENT CONTRACTOR AGREEMENT**

Any increases in costs to the Contractor due to changes in the prevailing rate of wage during the terms of any contract shall be at the expense of the Contractor and not at the expense of the Owner. The change order shall be computed using the prevailing wage rates applicable at the time the change order work is scheduled to be performed. The Contractor shall be solely responsible to maintain accurate records as required by the prevailing wage statute and to obtain and furnish all such certified records to the Park District as required by Statute. In lieu of certified payroll, Contractor shall submit a letter setting forth the basis upon which Contractor has concluded the Act does not apply. The Contractor shall be solely liable for paying the difference between prevailing wages and any wages actually received by laborers, workmen and/or mechanics engaged in the Work and in every way defend and indemnify the Park District against any claims arising under or related to the payment of wages in accordance with the Prevailing Wage Act.

- VIII. The contractor agrees to provide and keep force at all times during this agreement, the following coverage: comprehensive general liability insurance including contractual liability coverage and tenants legal liability coverage (when applicable), with minimum limits of not less than one million dollars (\$1,000,000) per occurrence, and two million dollars (\$2,000,000) annual aggregate; property damage insurance; full Worker's Compensation Insurance equal to the statutory amount required by law, and employers liability insurance with limits of not less than one million dollars (\$1,000,000). All insurance carriers providing the coverage set forth herein shall have a rating of A as assigned by A.M. Best & Co. and satisfactory to the Park District in its sole discretion.

All certificates of insurance in connection herewith shall be furnished to the Park District no later than seven (7) days prior to the commencement date of this agreement.

To have all policies of insurance purchased or maintained in fulfillment hereof name the Park District as an additional insured thereunder and the Contractor shall provide Certificates of Insurance evidencing the coverage and the addition of the Park District as an insured. No such policy of insurance shall have a deductible or self-insurance retention amount in excess of \$5,000.00 per occurrence. All insurance shall be written on "An occurrence@" basis rather than "A claims-made@" basis. Failure of Park District to demand any certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of Park District to identify a deficiency from evidence that is provided shall not be construed as a waiver of Contractors obligation to maintain such insurance.

The Contractor agrees that the obligation to provide the insurance required by these documents is solely its responsibility and that this is a requirement which cannot be waived by any conduct, action, inaction or omission by the Park District. Upon request, the Contractor will provide copies of any or all policies of insurance maintained in fulfillment hereof.



## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- IX. All insurance coverage provided by the contractor shall be primary coverage as to the Park District. Any insurance or self-insurance maintained by the Park District shall be excess of the contractor's insurance and shall not contribute with it.
- X. The Park District, its officers, agents and employees are to be covered and named as additional insured (Hoffman Estates park District) under the general liability coverage and shall contain no special limitation on the scope of protection afforded to the additional insured. The policy and/or coverage shall also contain a "contractual liability" clause.
- XI. Said insurance policies shall not be canceled or amended without 30 days prior written notice having been given to the Park District. Such cancellation shall be grounds for the Park District to immediately cancel this Agreement.
- XII. To the extent permitted by law, the contractor shall indemnify, save, defend and hold harmless the Park District, including its officers, officials, agents, volunteers and employees, [collectively "Park District"] from and against any and all liabilities, obligations, claims, damages, penalties, wage and hour claims, cause of actions, costs and expenses (including reasonable attorney and paralegal fees) which the district may become obligated by reason of any accident, bodily injury, or death of persons, civil or constitutional rights violation, or loss or damage to tangible property, or any claim made under the Fair Labor Standards Act or any other federal or state law arising directly or indirectly in connection with, or as a result of this Agreement.
- XIII. Contractor agrees to submit to a criminal background check and that this agreement is contingent upon successfully completing a criminal background check. Contractor shall not assign any employee, subcontractor, or other person to this agreement on behalf of Contractor that has not submitted to and completed a criminal background check that has been cross-referenced with the State of Illinois and federal sexual offender registries. If the contractor would prefer the Park District complete the criminal background checks for any employees, subcontractors, or other persons assigned, the contractor will pay the Park District \$10.00 per background check completed, and the Park District will complete the process.
- XIV. The Park District may terminate this contractual agreement in the event of contract breach or (when applicable) if the program did not meet the minimum number of participants. The contractor shall have financial responsibility to the Park District for reasonable costs incurred by the Park District including the cost of obtaining replacement services.

**HOFFMAN ESTATES PARK DISTRICT    INDEPENDENT CONTRACTOR AGREEMENT**

- XV. Contractor represents and warrants that contractor has the skills and knowledge necessary to perform the services in a safe, proper, efficient, thorough and satisfactory manner and understands that Park District is relying on such representation in contracting with contractor for the services.
  
- XVI. This contract constitutes the entire agreement between the Parties pertaining to the subject matter hereof and supersedes all prior or contemporaneous agreements and understandings either oral or written of the Parties in connection therewith. No modification of this Contract shall be effective unless made in writing, signed by both Parties and dated after the date hereof. This Contract is non-assignable by Contractor.
  
- XVII. Contractor agrees to maintain, without charge to the Owner, all records and documents for projects of the Owner in compliance with the Freedom of Information Act, 5 ILCS 140/1 et seq.

A public record that is not in the possession of a public body but is in the possession of a party with whom the agency has contracted to perform a governmental function on behalf of the public body, and that directly relates to the governmental function and is not otherwise exempt under the Freedom of Information Act, shall be considered a public record of the public body, for the purposes of the Freedom of Information Act.

In addition, Contractor shall produce records which are responsive to a request received by the Owner under the Freedom of Information Act so that the Owner may provide records to those requesting them within the time frames required. If additional time is necessary to compile records in response to a request, than Contractor shall so notify the Owner and if possible the Owner shall request an extension so as to comply with the Act. In the event that the Owner is found to have not complied with the Freedom of Information Act due to Contractor's failure to produce documents or otherwise appropriately respond to a request under the Act, then Contractor shall indemnify and hold the Owner harmless, and pay all amounts determined to be due including but not limited to fines, costs, attorneys' fees and penalties.

A. Services to be performed by Contractor include:

Teach youth and adults Karate Classes

B. Results to be achieved by Contractor include:

C. Days and hours of work to be performed by Contractor include:

Wednesdays 5:00-9:00pm, Fridays 5:00-9:00pm, Saturdays 9:00-3:00pm  
Dates vary depending on season.



## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- I. Hoffman Estates Park District enters into an Independent Contractor Relationship with First Serve Management, Inc. (FSM).

The duration of this independent contractual agreement will be: January 1, 2018 – December 31, 2018.

This agreement shall not be construed as creating an employee/employer relationship or joint employment relationship between the parties in any manner whatsoever.

- A. Contractor acknowledges and agrees that he/she is not entitled to any benefits or protections afforded employees of the Park District or bound by any obligations of employees of the Park District. Contractor understands and fully agrees that he/she will not be covered under provisions of the unemployment compensation insurance of the Park District or the workers' compensation insurance of the Park District and that any injury or property damage on the job will be contractor's sole responsibility and not the Park District's. Also, it is understood that Contractor is not protected as an employee or as a person acting as an agent or employee under the provisions of the general liability insurance of the Park District and therefore, Contractor will be solely responsible for his/her own actions. The Park District will in no way defend contractor in matters of liability.
- B. It is the intention of the parties to create a non-exclusive independent contractor relationship. Contractor may engage in other business activities and provide similar services to other entities and business; provided such services do not create a conflict or interest or interfere with the performance of the services contemplated by this agreement.
- C. The contractor agrees not to hold him/herself out as an employee or joint employee of the Park District to members of the public.
- D. The contractor acknowledges and agrees that he/she is solely responsible to pay all applicable federal, state, and local income and withholding tax obligations or contributions imposed by social security, unemployment insurance and worker's compensation insurance on behalf of Contractor and those employees, if any, employed by him/her.
- E. Contractor hereby agrees to comply with all applicable laws, regulations, and rules promulgated by any Federal, State, County, Municipal and or other governmental unit or other governmental unit or regulatory body now in effect during the performance of the work. By way of example, the following are included within the scope of the laws, regulations and rules referred to in this paragraph, but in no way to operate as a limitation on the laws, regulations and rules with which Contractor must comply, are all forms of Workers Compensation Laws, all terms of the Equal Employment Opportunity Clause of the Illinois Fair Employment Practices Commission, the Illinois Preference Act, the Social

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

Security Act, Americans With Disabilities Act, Statutes relating to contracts by units of government, all applicable Civil Rights and Anti-Discrimination Laws and Regulations, and traffic and public utility regulations.

- II. Contractor shall at all times have sole control over the manner, means and methods of performing the work/services required by the contract according to his/her own independent judgment, and is solely responsible for the direction of his/her employees and agents. Contractor acknowledges and agrees that he/she will devote such times as is necessary to produce the contracted for results. Contractor represents and warrants that Contractor has the skills and knowledge necessary to perform the services in a safe, proper, efficient, thorough and satisfactory manner and understand that the Park District is relying on such representation in contracting with Contractor for the services.
- III. The Park District will report payments to an individual of \$600 or more to the IRS on Form 1099-Misc. Contractor will provide to the Park District a Social Security Number or Federal Employer Identification Number for any individual receiving payment.
- IV. Contractor acknowledges and agrees that he/she is responsible for all expenses, including, the provision of equipment and materials related to provision of the contracted results, unless otherwise agreed to.
- V. The contractor acknowledges and agrees that he/she is solely responsible for his/her employees/agents actions in performing the work service.
- VI. If this contract is for public construction in an amount greater than \$5,000, then the contractor must furnish, supply, and deliver a surety bond for the entire amount of the contract to secure the performance of the contract and the payment of prevailing wage, the payment of all subcontractors and all material suppliers per 30 ILCS 550, et seq. With the approval of the Director of Finance a bank letter of credit may be accepted in lieu of the surety bond if for twice the amount of the contract and it will be held for a minimum of six months after the contract completion.
- VII. To the extent that the Prevailing Wage Act applies, to pay and require every Subcontractor to pay prevailing wages as established by the Illinois Department of Labor for each craft or type of work needed to execute the contract in accordance with 820 ILCS 130/.01 et seq. The Contractor shall prominently post the current schedule of prevailing wages at the Contract site and shall notify immediately in writing all of its Subcontractors, of all changes in the schedule of prevailing wages.

**HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT**

Any increases in costs to the Contractor due to changes in the prevailing rate of wage during the terms of any contract shall be at the expense of the Contractor and not at the expense of the Owner. The change order shall be computed using the prevailing wage rates applicable at the time the change order work is scheduled to be performed. The Contractor shall be solely responsible to maintain accurate records as required by the prevailing wage statute and to obtain and furnish all such certified records to the Park District as required by Statute. In lieu of certified payroll, Contractor shall submit a letter setting forth the basis upon which Contractor has concluded the Act does not apply. The Contractor shall be solely liable for paying the difference between prevailing wages and any wages actually received by laborers, workmen and/or mechanics engaged in the Work and in every way defend and indemnify the Park District against any claims arising under or related to the payment of wages in accordance with the Prevailing Wage Act.

- VIII. The contractor agrees to provide and keep force at all times during this agreement, the following coverage: comprehensive general liability insurance including contractual liability coverage and tenants legal liability coverage (when applicable), with minimum limits of not less than one million dollars (\$1,000,000) per occurrence, and two million dollars (\$2,000,000) annual aggregate; property damage insurance; full Worker's Compensation Insurance equal to the statutory amount required by law, and employers liability insurance with limits of not less than one million dollars (\$1,000,000). All insurance carriers providing the coverage set forth herein shall have a rating of A as assigned by A.M. Best & Co. and satisfactory to the Park District in its sole discretion.

All certificates of insurance in connection herewith shall be furnished to the Park District no later than seven (7) days prior to the commencement date of this agreement.

To have all policies of insurance purchased or maintained in fulfillment hereof name the Park District as an additional insured thereunder and the Contractor shall provide Certificates of Insurance evidencing the coverage and the addition of the Park District as an insured. No such policy of insurance shall have a deductible or self-insurance retention amount in excess of \$5,000.00 per occurrence. All insurance shall be written on "An occurrence@" basis rather than "A claims-made@" basis. Failure of Park District to demand any certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of Park District to identify a deficiency from evidence that is provided shall not be construed as a waiver of Contractors obligation to maintain such insurance.

The Contractor agrees that the obligation to provide the insurance required by these documents is solely its responsibility and that this is a requirement which cannot be waived by any conduct, action, inaction or omission by the Park District. Upon request, the Contractor will provide copies of any or all policies of insurance maintained in fulfillment hereof.

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- IX. All insurance coverage provided by the contractor shall be primary coverage as to the Park District. Any insurance or self-insurance maintained by the Park District shall be excess of the contractor's insurance and shall not contribute with it.
- X. The Park District, its officers, agents and employees are to be covered and named as additional insured (Hoffman Estates park District) under the general liability coverage and shall contain no special limitation on the scope of protection afforded to the additional insured. The policy and/or coverage shall also contain a "contractual liability" clause.
- XI. Said insurance policies shall not be canceled or amended without 30 days prior written notice having been given to the Park District. Such cancellation shall be grounds for the Park District to immediately cancel this Agreement.
- XII. To the extent permitted by law, the contractor shall indemnify, save, defend and hold harmless the Park District, including its officers, officials, agents, volunteers and employees, [collectively "Park District"] from and against any and all liabilities, obligations, claims, damages, penalties, wage and hour claims, cause of actions, costs and expenses (including reasonable attorney and paralegal fees) which the district may become obligated by reason of any accident, bodily injury, or death of persons, civil or constitutional rights violation, or loss or damage to tangible property, or any claim made under the Fair Labor Standards Act or any other federal or state law arising directly or indirectly in connection with, or as a result of this Agreement.
- XIII. Contractor agrees to submit to a criminal background check and that this agreement is contingent upon successfully completing a criminal background check. Contractor shall not assign any employee, subcontractor, or other person to this agreement on behalf of Contractor that has not submitted to and completed a criminal background check that has been cross-referenced with the State of Illinois and federal sexual offender registries. If the contractor would prefer the Park District complete the criminal background checks for any employees, subcontractors, or other persons assigned, the contractor will pay the Park District \$10.00 per background check completed, and the Park District will complete the process.
- XIV. The Park District may terminate this contractual agreement in the event of contract breach or (when applicable) if the program did not meet the minimum number of participants. The contractor shall have financial responsibility to the Park District for reasonable costs incurred by the Park District including the cost of obtaining replacement services.

**HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT**

- XV. Contractor represents and warrants that contractor has the skills and knowledge necessary to perform the services in a safe, proper, efficient, thorough and satisfactory manner and understands that Park District is relying on such representation in contracting with contractor for the services.
  
- XVI. This contract constitutes the entire agreement between the Parties pertaining to the subject matter hereof and supersedes all prior or contemporaneous agreements and understandings either oral or written of the Parties in connection therewith. No modification of this Contract shall be effective unless made in writing, signed by both Parties and dated after the date hereof. This Contract is non-assignable by Contractor.
  
- XVII. Contractor agrees to maintain, without charge to the Owner, all records and documents for projects of the Owner in compliance with the Freedom of Information Act, 5 ILCS 140/1 et seq.

A public record that is not in the possession of a public body but is in the possession of a party with whom the agency has contracted to perform a governmental function on behalf of the public body, and that directly relates to the governmental function and is not otherwise exempt under the Freedom of Information Act, shall be considered a public record of the public body, for the purposes of the Freedom of Information Act.

In addition, Contractor shall produce records which are responsive to a request received by the Owner under the Freedom of Information Act so that the Owner may provide records to those requesting them within the time frames required. If additional time is necessary to compile records in response to a request, than Contractor shall so notify the Owner and if possible the Owner shall request an extension so as to comply with the Act. In the event that the Owner is found to have not complied with the Freedom of Information Act due to Contractor's failure to produce documents or otherwise appropriately respond to a request under the Act, then Contractor shall indemnify and hold the Owner harmless, and pay all amounts determined to be due including but not limited to fines, costs, attorneys' fees and penalties.

- A. Services to be performed by Contractor include:  
Tennis programming lessons, tennis camps, both group and private lessons.
  
- B. Results to be achieved by Contractor include:  
First Serve Management will adhere to common standards of professionalism, appearance standards, and appropriate behavior that would result in a positive representation of Prairie Stone Sports & Wellness Center and the Hoffman Estates Park District. Any variance and/or violation of Hoffman Estates Park District policies and procedures will result in immediate contract termination.



## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- C. Days and hours of work to be performed by Contractor include:  
Days and hours of work for tennis programming and lessons will be mutually determined by Prairie Stone Sports & Wellness Center and First Serve Management taking into account the schedule of classes and camps listed in the Hoffman Estates Park District guide, the Cardio Tennis class schedule, all private and semi- private lessons scheduled through the instructors.
- D. Location(s) of work to be performed by Contractor include(s):  
Tennis programming, camps, and lessons will take place within the area of the three tennis courts at Prairie Stone Sports & Wellness Center (PSS&WC). Outdoor Lessons and camps will be conducted on outside park district tennis courts.
- E. Contractor's other responsibilities include:
- First Serve Management agrees to hire and utilize instructors who are of the at least the minimum age of 18, pursuing their professional certification, or as mutually agreed upon by Hoffman Estates Park District and First Serve Management for special services, i.e. camps, clinics, workshops.
  - Appropriate attire should be worn by First Serve Management staff that meets Prairie Stone Sports & Wellness Center professional appearance standards.
  - Production of the marketing materials for First Serve Management will be provided by both parties. Prior to posting, all materials produced must be approved by the General Manager of Operations. Prairie Stone Sports & Wellness Center and Hoffman Estates Park District Communications & Marketing Department will post all appropriate and approved materials. In regard to the Hoffman Estates Park District guide as well as additional applicable marketing materials, First Serve Management must adhere to the guidelines and timelines established by the Hoffman Estates Park District Communications & Marketing Department. Failure to abide by these guidelines could potentially result in programming omissions from the guidebook.
  - Scheduling of special events related to First Serve Management will be independently arranged with Prairie Stone Sports & Wellness Center as mutually agreed upon by both parties.
  - Any intentional destruction or damage that occurs to Prairie Stone Sports & Wellness Center materials, amenities, tennis area or floor surfaces due to neglect by First Serve Management employees/owner during tennis programming or lessons will be the responsibility of First Serve Management.
  - Court sheets must be updated, reviewed, and initialed, when appropriate, by First Serve Management staff/instructors when teaching a lesson

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- First Serve Management will make a note on the court sheets as to the instructor who will be teaching the class.
- First Serve Management will support the use of the computerized court schedule provided by the Hoffman Estates Park District.
- First Serve Management will only block out court time for lessons and classes. Instructors may play together only if the court is available at desired time.
- First Serve Management will have first right of refusal for tennis programming and lessons offered within the Hoffman Estates Park District. First Serve Management will be given priority for tennis programming and lessons on the indoor and outdoor courts within the Hoffman Estates Park District pending final approval from Hoffman Estates Park District.
- First Serve Management will be charged for court time if the instructor cancels a class, private or semi-private lesson with less than 24 hour notice. The Director of Facilities and Recreation for Hoffman Estates Park District may waive that fee if it is determined to be an emergency situation.
- First Serve Management will provide a comment box for any participant to give their feedback on the tennis classes. Upon receipt of these comments, First Serve Management will follow up with the participant.
- First Serve Management staff will work to create and promote tennis programming and lessons that will mutually benefit both the Hoffman Estates Park District and First Serve Management. First Serve Management and the Hoffman Estates Park District will jointly promote tennis camps and leagues.
- First Serve Management staff will meet with Prairie Stone Sports & Wellness Center tennis staff monthly to review tennis programs, lessons, and amenities.
- First Serve Management will provide standard equipment needed for tennis programming and lessons programs.
- First Serve Management will provide all tennis balls used for tennis programming and ball machine.
- First Serve Management will provide professional and certified instructors.
- An employee from First Serve Management must be present for the entirety of each program at all times.

### F. Additional Considerations

- Prairie Stone Sports & Wellness Center agrees to provide an indoor tennis area, which includes courts, utilities, maintenance of all related areas, and equipment upkeep (i.e. ballasts, light bulbs, etc.).
- Prairie Stone Sports & Wellness Center will supply nets, court dividers and a ball machine along with an office area for administration.
- Prairie Stone Sports & Wellness Center will provide temporary lockers for the instructors in the club locker rooms when tennis programming and lessons are taking place.

**HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT**

- Prairie Stone Sports & Wellness Center will coordinate business operations regarding bi-monthly First Serve Management payments and programming input and maintenance and will provide website marketing, the creation of flyers, and promotion within the Hoffman Estates Park District guide.
- Prairie Stone Sports & Wellness Center will provide assistance with general court management (i.e. court sheets, tennis module bookings)
- Prairie Stone Sports & Wellness Center will provide access to the facility utility entrance for deliveries of tennis equipment.

**XVIII. A. Method of Payment:**

The following amounts will be paid to the Independent Contractor: Payment will be made, via electronic payment (ACH), on a bi-monthly basis, and/or once session programs/services are completed, after all revenues have been realized, net of all refunds. All Prairie Stone Sports & Wellness Center programs are subject to the Hoffman Estates Park District customer satisfaction guarantee policy

FSM invoices are due to PSS&WC by 12:00p on Tuesday. Payment will be made via ACH into FSM bank account on the following Friday.

It is the responsibility of the Independent Contractor to prepare and submit an invoice to HEPD prior to any payment being issued.

When discounts are authorized by HEPD, they will also be applied to the payment due to the independent contractor.

**Percent of Resident rate: 75% (summer and holiday break camps\*, Cardio Tennis)**

**\*\*Camps are defined as a program that meets daily for at least 1 week, and registration is offered only for that week as a whole (no prorations).**

**Percent of Resident rate: 70% (private and group tennis lessons, tennis leagues, match play and tournaments)**

\_\_\_\_\_  
**Authorized Signature of Contractor**

\_\_\_\_\_  
**Date**

**HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT**

\_\_\_\_\_ **Phone #** \_\_\_\_\_  
**Title**

**FEIN #:** \_\_\_\_ - \_\_\_\_\_ **-OR- Social Security #:** \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_

**Print Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

\_\_\_\_\_  
**HEPD Program Manager**

\_\_\_\_\_  
**HEPD Director of Finance**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Date**

**This agreement is NOT effective until signed by the HEPD Director of Finance**

**MEMORANDUM NO. M18-002**

**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:** January 9, 2018

*Recreation and Facilities Division*



**UPCOMING EVENTS AS OF 12/5/2017**

- **Jan 13** – Hoffman Walks on the Triphahn Center Track
- **Jan 20** – Parents Night Out at PSSWC
- **Jan 30, 31** – Preschool Open House at TC & WRC
- **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
- **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** – Spring Registration begins

**Summary & Monthly Highlights**

- At the end of is a report on you will notice the Communication Survey that was conducted in December by the Survey Task Force Committee. The results are as follows: Users are satisfied with the website, program guide and email blast and still use these three methods of communication as their primary means of getting information about the park district.
- The ELC Program (Early Learning Center) name is being rebranded to better communicate exactly what the program offers. The new name will be Early Learning and Care Program, which better communicates the fact that it offers both a preschool curriculum as well as full day care. We are also working with the C & M department on some outreach efforts, cross-marketing, and incentives to continue to promote program.

- On December 8<sup>th</sup> Director Kies participated in the Illinois Park & Recreation Foundation meeting as an active board member. On December 12<sup>th</sup> Director Kies spoke at the IPRA Leadership Academy in collaboration with the University of Illinois on leadership, coaching, mentoring and on-boarding your team. On December 19<sup>th</sup> Director Kies attended the HE Chamber Holiday Luncheon and HE Chamber December board of directors meeting.
- In December, the Superintendent of Facilities coordinated a district winter coat drive for the organization, WINGS. This is a charitable organization providing support to adults and children escaping from domestic violence and abuse. The coat drive took place at TC, WRC, and PSS&WC. It was extremely successful, with over 200 coats donated by the HE Park District community!
- NEW this winter HEPD will offer a 3 v 3 indoor soccer league. As of the end of December, there were 24 players registered for the new league that is set to start on Sunday, January 21<sup>st</sup>.
- NEW Festive Family Photo Contest - do you have a holiday photo tradition, ugly sweaters, matching pajamas, and zip-up onesies? Send in a picture of you and your family in your holiday threads for a chance to win some awesome prizes, your "four legged furry" family members are encouraged to be in the picture too. Photos will be entered via [socialmedia@heparks.org](mailto:socialmedia@heparks.org) through Wednesday January 3<sup>rd</sup>. Voting will take place on the District's Facebook site! Winners will be named January 10, 2018!
- The NEW 50+ Art Class Workshop took place on 12/4 sponsored by Visiting Angels.
- The Superintendent of Facilities, Katie Basile, serving as a Regent on the IPRA ProConnect Board helped to organize a team building event in December for the IPRA mentoring program at which time the volunteers worked together to fill food bags at the Feed My Starving Children organization.
- All Aboard Story Time Train ride went off without a hitch on Sunday, 12/3 to start our holiday season. There were 2 trains with a total of 122 on the first train and 120 on the second.
- Winterfest was the largest yet, with an estimated 700 attending the event. New at this year's event was a giant snow globe and if the wind had cooperated families would have been able to go inside and take pictures, but unfortunately it was just too windy. Staff had a wrap up meeting and talked about new additions and changes to next year's event.
- The Winter Dance Recital took place at Bridges on Saturday, 12/16. A stage was brought in and the classes were split into 4 different shows. The event ran very smoothly; thank you to the BPC team.
- The Recreation and Facilities Division is hosting a first time NEW job fair for seasonal and part time employees on Saturday, March 3<sup>rd</sup> from 9:30-11:30 at the Triphahn Center. All park district departments that employ part time staff will be participating in order to get a jump start on hiring for the spring and summer seasons.
- The 50+ Club held their annual Holiday Dinner Party on Thursday, December 7<sup>th</sup> at the Bridges of Poplar Creek Country Club with 72 guests in attendance. Everyone enjoyed the festive event with food, drinks, dancing, and raffles.
- The Hoffman Estates Youth Basketball night was hosted at the Windy City Bulls game on Saturday, December 16<sup>th</sup>. All of our in-house, feeder, and tournament teams were invited.
- A NEW week long "open house" the week of January 22--26 to welcome and invite potential new members to use our center for a week. They can participate in any of the

drop-in programs, clubs and athletic based activities that will take place during the identified week. This will exclude all fee based classes. Also during that week, we'll do a membership appreciation morning to recognize and thank our current members with coffee, pastries and perhaps other give a ways.

- NEW this December, efforts were taken during the month to align with a neighboring community organization, the Salvation Army, to host an 'Angel Tree' Upwards of 75 members participated in the 'Angel Tree' program.
- 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.

### Volunteers Summary

- Human Resources processed 3 new volunteers.
- Foundation held a Joint Meeting. Six trustees attended for an hour each.
- PSSWC has a volunteer to take care of their plants who spent 3.25 hours donating her time.



### Youth Athletics

#### Youth Winter Basketball League

- December was a busy month for our youth basketball league. Teams started practice at local District 54 and 15 schools the week of December 4<sup>th</sup>.
- Our new 3/4<sup>th</sup> grade tournament team competed in their first tournament on Saturday, December 30<sup>th</sup> in Barrington. The team was excited to get their first tournament under their belts.
- Girls Feeder basketball competed in a tournament on Saturday, December 30<sup>th</sup> as well. Girls Feeder basketball is back up and running after 6 seasons.
- Picture day took place on Saturday, December 16<sup>th</sup> for all teams; this went extremely smoothly as a result of moving it to a non-game day.
- Games will begin on Saturday, January 6<sup>th</sup> for our in-house program and Boys feeder will also start on January 6<sup>th</sup> with the Prospect Shootout.

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
										<b>Total</b>	<b>+ 71</b>

#### Indoor 3 v 3 soccer

- Registration took place in December for our Indoor Soccer 3v3 program. We had a total of 30 players register as of January 8<sup>th</sup>, 2018. Games and practices will start on Sunday, January 14<sup>th</sup>.



## Early Childhood

### Preschool:

Three-school 17-18	14 TC	14 TC	0
	9 WRC	12 WRC	+3
2's Playschool 17-18	26 TC	30 TC	+4
	15 WRC	23 WRC	+8
Preschool 17-18	134 TC	128 TC	-6
	67 WRC	71 WRC	+4
Early Learning Center	39	30	-9
Preschool Totals	304	308	+4
District 54	359	360	+1
District 15	62	61	-1
WRC KSTAR	18	15	-3
District 54 Full Day	68 (3)	93 (3)	+25
District 15 Full Day	40 (3)	31 (3)	-30
<b>Totals</b>	<b>547</b>	<b>560</b>	<b>+13</b>



## 50+ Club

Year to Date Membership	12/2016	12/2017	+/- Var.
Total Members	673**	335***	(338)*
Month to Month Comparison	10/2017	11/2017	12/2017
	272	303	335

*\*While membership numbers are down in comparison to this time last year. We continue to have renewals and brand new members. We are up 32 members from November (last month) and 96 members since September (since September that equates to a 29% increase in sales YTD). 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+

- 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 introduce myself and share what our center has to offer to their community.



- In conjunction with this marketing piece, we plan to offer a new week long “open house” the week of January 22--26 to welcome and invite potential new members to use our center for a week. They can participate in any of the drop-in programs, clubs and athletic based activities that will take place during the identified week. This will exclude all fee based classes. Also during that week, we'll do a membership appreciation morning to recognize and thank our current members with coffee, pastries and perhaps other give a ways.

### **Classes offered in December**

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

### **Athletic opportunities offered in November**

- Balloon Volleyball (Weekly), Billiards (Daily), Pickle ball, Ping Pong (more time slots requested and we've had up to 12 people waiting to play at a time), Volleyball and Walking Path/Track

### **Drop In Activities in December**

- Wii Bowling, Mah Johng, Cards, Games, Puzzles, Meet and Mingle, Yahtzee, Bunco and Mexican Train.

### **Trips in December**

- A trip to the Lincoln Park Zoo Lights was held on Monday, December 18<sup>th</sup> with 23 attendees.

### **50+ Clubs which met in December**

- Pinterest Crafting Club met in December to create the Holiday Dinner centerpieces, which turned out very nicely. This social and talented group is continuing to grow. They plan to meet moving forward every 1<sup>st</sup> and 3<sup>rd</sup> Monday of the month. We currently have 7-10 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 December**

- The 50+ Club held their annual Holiday Dinner Party on Thursday, December 7<sup>th</sup> at the Bridges of Poplar Creek Country Club with 72 guests in attendance. Everyone enjoyed the festive event with food, drinks, dancing, and raffles.
- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – approximately 30 participants (held at TC). Prizes were sponsored by First Light Home Care and questions courtesy of Dr. Tom Hoover.
- Bingo at Culver's Hoffman Estates- held on Friday, December 29<sup>th</sup> with about 30 people in attendance.

### **Friday lunch programs in November**

- 50+ Monthly Movie took place on 12/15, featuring *A Miracle on 24<sup>th</sup> Street*. We had 12 in attendance.

### 50+ Lunch Bunch in November

- 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 December the group dined at Garibaldi's. Everyone had a nice time.

### New Opportunities/Highlights for December

- Bunco (which has been offered the last few months and never gone) actively met in December. 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**

- Staff attended a US Figure Skating meeting with regard to the Winter Olympics in Feb 2018. Meeting discussed possible ideas for promoting skating in the Chicago land area where enrollment is down in the entire region.
- Basic Skills meeting will be held on Jan. 9 at TC Ice Arena
- Classes for the winter session will begin on Jan. 5

#### **Wolf Pack**

- U6/U8 Mite currently has 15 players enrolled for the 2 month season which begins in Jan.
- Staff met with members of the NIHL Wolfpack program regarding the spring 2018 season as well as plans for the 2018 fall season. Possibility of the NIHL club overseeing the entire Wolfpack hockey organization is being evaluated.
- Development classes will begin on Jan. 5

#### **Ice Rink Information**

- Skate with Santa was held Sat. Dec. 16<sup>th</sup> from 1:30 – 3:00pm. Over 500 people were in attendance for the event. Give Hockey a Try was also held prior to and it had over 50 participants
- Staff have secured an April 22- 24 hockey tournament.



### *Prairie Stone<sub>TM</sub> Sports & Wellness Center*

**December Membership Totals**  
Totals

**2017**  
2940

**2018**  
3,000

**Var. +/-**  
+ 60

## SOCIAL MEDIA PROMOTIONS/POSTS

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

The screenshot shows the Constant Contact reporting interface for an email campaign titled "Student Winter Pass". The status is "SENT". The "Email Stats" section displays the following data:

Category	Value	Percentage
Opened	24	42.1%
Sent	69	
Clicks	2	8.3%
Forwards	0	
Bounces	12	
Spam Reports	0	
Unsubscribes	0	
Did Not Open	33	

The "Email Settings" section shows the following details:

- Subject: Student Winter Pass on SALE NOW!
- Preheader Text:
- From Name: Prairie Stone Sports and Wellness Center
- From Email Address: cburnham@heparks.org
- Reply-to Email Address: cburnham@heparks.org
- Send To Lists: Student Winter Pass 2017, PSS&WC team

A thumbnail of the email content is visible on the left, featuring the text "Student Winter Pass" and "Available for purchase in the Student Center starting 12/15/17".

Example: Retention Management Eblast sent to previous student summer pass holders to promote the special student winter pass promotion (42.1% open rate).

Example: Retention Management Eblast sent to new members in December who enrolled in October and November and who had received the special \$25 club cash incentive at the time of enrollment (54.5% open rate).

Constant Contact : Emails : Details - Google Chrome

Secure | https://ui.constantcontact.com/rnavmap/emcf/email/view?flow=view&camefrom=view&campaign=188a7e47-5c9b-48d7-99bb-1cf99ff06373

Campaigns Contacts Reporting Sign-up Forms Library Integrations

My Campaigns > \$25 CLUB CASH ... [Copy](#) [Edit](#) More Actions [Resend Options](#)

STATUS **SENT**

**Email Stats** [Printable Report](#)

<p><b>36</b> Opened (54.5%)</p> <p>64% 36%</p>	<p><b>70</b> Sent</p>	<p><b>0</b> Clicks</p>	<p>0 Forwards</p> <p>4 Bounces</p> <p>0 Spam Reports</p> <p>0 Unsubscribes</p> <p>30 Did Not Open</p>
--	---------------------------	----------------------------	---

**Email Settings**

Subject: Reminder! Use your CLUB CASH INCENTIVE!

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: [\\$25 CLUB CASH INCENTIVE 2017](#) [PSS&WC team](#)


SOCIAL SHARING

Share this campaign on social media

Example: Facebook post promoting 'Hoffman Happenings' and specific events at PSS&WC:

Shared Video Details

Video Post See metrics for all videos



**Prairie Stone Sports & Wellness Center**  
3:55 · Shared on 12/19/2017 · View Permalink

**Performance for Your Post** BETA

Video Views	221
People Reached	573
Unique Viewers	216
Post Engagement	5
Top Audience	Women, 35-44
Top Location	Illinois

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.


**Boost Post**

Facebook post highlighting the upcoming 'Tuesday Tip from a Trainer' video series to be launched in January 2018:

Post Details

**Prairie Stone Sports & Wellness Center**  
Published by Haley O'Brien [?] · December 29, 2017 at 12:21pm

Be sure to check out our new video series coming soon: Tuesday Tip From a Trainer! <http://bit.ly/2DvVt0j>



**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**656 people** reached **Boost Post**

Sharon Evans Hornig 1 Share

Like Comment Share

**Performance for Your Post**

**656** People Reached

**2** Likes, Comments & Shares

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

**12** Post Clicks

0 Photo Views	10 Link Clicks	2 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 December:  
<https://www.facebook.com/PSSWC/videos/10155743069709003/>  
 (Video promotion of a special 'Mini Fitness Assessment' demonstration held in December.)

### **Member Services**

- The Member Services team worked to continue with new membership promotional and recruitment efforts in December. The Member Services team finished the month successfully leading to a very strong year-end net of 60 members (exceeding the year end goal of 23 by 37 members!
- Student winter pass sales began in mid-December with a total of 52 passes sold.
- The PSS&WC enrollment special was advertised on each of the following:
  - 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)
- The Member Services team coordinated a month full of special events in December for members to inspire continued usage interest (see December 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 continued to promote the series of online motivational quotes that are posted each Monday on social media to help motivate members to pursue fitness goals. These 'motivational Monday' quotes are also printed and placed strategically throughout the club for members to discover during their 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 FQ1 FY18 sometime following the start of the New Year.

December 2017 wellness calendar:

**PRAIRIE STONE SPORTS & WELLNESS CENTER**

# WELLNESS CALENDAR DECEMBER 2017

sunday	monday	tuesday	wednesday	thursday	friday	saturday
<b>STUDENT WINTER FITNESS PASS</b> Available for purchase in the Member Services office beginning 12/11/17.		<b>Calling All Angels</b> Help brighten a child's holiday this season! Take a Salvation Army Angel Tree gift tag and return to PSS&WC by Dec 12.		<b>BRAND BOOTCAMP</b> NEW 4-wk session! *pre-registration required		<b>Hoffman Walks 9AM</b> PSS&WC (5050 Sedge Blvd) Come out and walk through the nature trail next to PSS&WC. If weather doesn't permit an outdoor walk, we'll walk inside on the track. Wear comfortable shoes & bring water to drink.
<b>Get social with us! Motivation Monday</b> Follow along on our Facebook and/or Instagram for your weekly dose of motivation!	<b>create healthy habits</b> not restrictions #procrastinating	<b>NUTRITION WORKSHOP</b> HOW TO BOOST YOUR METABOLISM 7:00-8:00PM w/ZAC *pre-registration required	<b>Festive in Flannel</b> WEAR YOUR BEST WARM WINTER FLANNEL OR SWEATER			<b>Parent's Night Out</b> 4:30-8:30pm *pre-registration required
<b>SWEATY</b> 6 PACK OF PSS&WC GUEST PASSES		<b>HE PARKS FAMILY FUN GUEST PASS PACK</b> (Climbing Wall, Seascope Family Aquatic Center and Ice Rink)	<b>WINDY CITY BULLS TICKETS</b> (4 pack for a game on 12/23 or 4 pack for a game on 1/6)	<b>1 MONTH PSS&amp;WC MEMBERSHIP PASS</b>	<b>ugly sweaters day</b> Bring a guest dressed in a festive outfit to workout for free!	<b>Open Climb</b> Every Saturday 10am-12pm
<b>STOCKING STUFFERS WEEK 4 DAYS 4 FESTIVE RAFFLES</b> Fill out a new entry form daily at the Service Desk for your chance to win!						
<b>Coats DRIVE</b> HELP HE PARKS SHARE THE WARMTH! November 28 <sup>th</sup> through December 22 <sup>nd</sup> Seeking "fuzzy ones!" as well as new coats. All sizes of coats are needed, with particular need for women's coats sizes 1X - 4X and coats for teenage boys. Donations will be provided to clients in need around at the WINGS stores.		<b>FREE MINI FITNESS ASSESSMENT</b> 6-7pm w/ Sharon	<b>Jolly the Elf</b> A little birdie told us he has an entire month of fun planned!		<b>MEMBER APPRECIATION DAY!</b>	<b>Need a last minute gift idea? CONSIDER AN HE PARKS GIFT CARD</b> Use it toward programs, massage, membership, 30 personal training and more!
<b>CHRISTMAS EVE, CHRISTMAS &amp; NEW YEARS EVE HOLIDAY HOURS</b> 7am-1pm Kids Korner 8:30am-12pm			<b>GIVE 25 GET 25</b> GIVE THE GIFT OF HEALTH Refer a new member through the end of December and you'll both receive \$25 club cash! See Member Services to pick-up a referral card!			

**Operations and Fitness Departments:**

- PSS&WC has an upcoming Nutrition Workshop, Belly Busters, on 2/6, taught by Zac Marshall. The seminar has been added to the monthly wellness calendar and marketed through the guide and the AppAudio App.
- Group fitness class numbers have been strong early in the first quarter.

**Aquatics and Programming Departments:**

- Swim Lessons Winter Session 1 begins January 9. The first session of winter is typically the lowest session we run we currently are 5 participants above our last winter total with 142 currently enrolled.
- Kids First Soccer and Basketball along with climbing classes begin the week of January 8. Registration is still ongoing.
- New this winter: we are 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.
- Also new in 2018: Every 3 Monday of the month PS will be holding belay certification clinics that will allow individuals to become belay certified. Certified members will have access to climb the wall on their own when the wall is available

for a year from the date of their certification. Fees for certification are \$35 for members/residents and \$45 for non-residents.



### Triphahn Center

#### Triphahn Center Fitness and Operations:

Membership Total	12/2016	12/2017	Var. +/-
	863	854	(9)*

- \*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) and now in December a (9). 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.



### Willow Recreation Center

Membership Fitness Totals Fitness/Racquetball Total	12/2016	12/2017	Var. +/-
	349	335	(14)



### Dog Off-Leash Areas

Dog Park Passes	12/2016	12/2017	+/- Var.
Bo's Run	297	318	+ 21
Freedom Run	321	321	+ 0
Combo	76	85	+ 9
<b>Total</b>	<b>694</b>	<b>724</b>	<b>+ 30</b>





### **PROGRAM PROMOTIONS**

Staff worked with program managers to promote Winter Guide and Registration, youth sports programs, 50+ events, trips and programs; Holiday events, Hoffman Walks, ELC, BPC events, Parent's Night Out, Amazon Smile, Giving Tree, Hockey and Figure Skating, BPC weddings, golf, foundation events and programs.

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

### **COMMUNICATION SURVEY**

At the end is a report on a Communication Survey that was conducted in December. The results as compared to the last survey done in 2013, are primarily unchanged. Users are still satisfied with the website, program guide and email blast and still use these three methods of communication as their primary means of getting information about the park district.

### **CHAMBER EBLAST**

Breakfast with Santa  
Winter Fest  
Skate with Santa  
Hoffman Walks

### **RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS**

Skate with Santa  
Winter Fest  
New Fitness Class, Pound  
New Audio App  
Group Fitness  
Racquetball/Wally ball

### **OTHER**

**Hoffman Walks** -We had 8 people at our Hoffman Walks at Prairie Stone Sports & Wellness Center on Sat. Dec 2, where the weather allowed a walk on the nature trail adjacent to PSSWC.

### **VIDEO**

- This month, we featured the video "December Hoffman Happenings" on [heparks.org](http://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):

- Walking through Winter
- 50+ Classes Offered
- Glen Ellyn Speedskating Club

## MARKETING DASHBOARD



### Mobile Access – Source: Google Analytics

NOTE: "Prior to" column indicates how users accessed HEparks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.

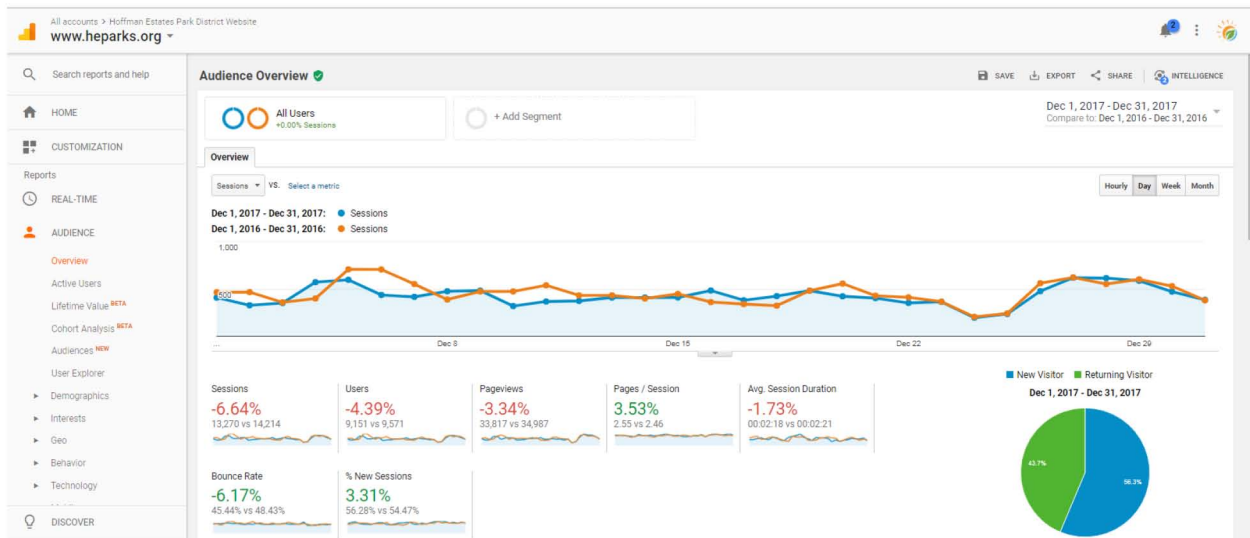
Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Dec 1-31, 2016	Dec 1-31, 2017
Desktop	63%	72%	64%
Mobile	27%	22%	30%
Tablet	10%	5%	5%

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



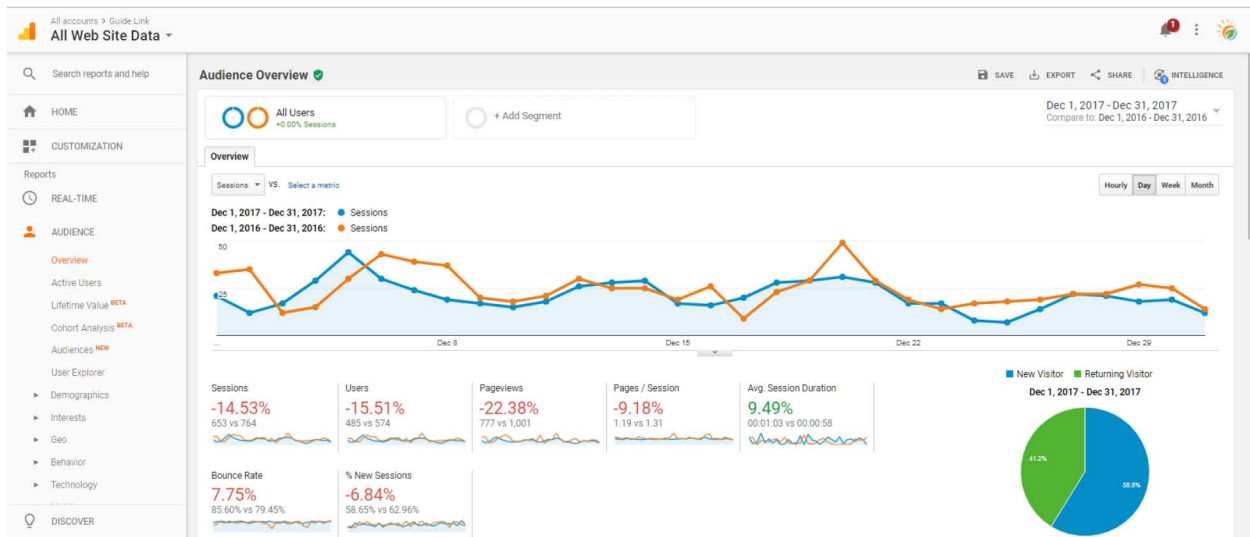
## Website HEParks.org – Source: Google Analytics

Hits to the website home page are slightly down.



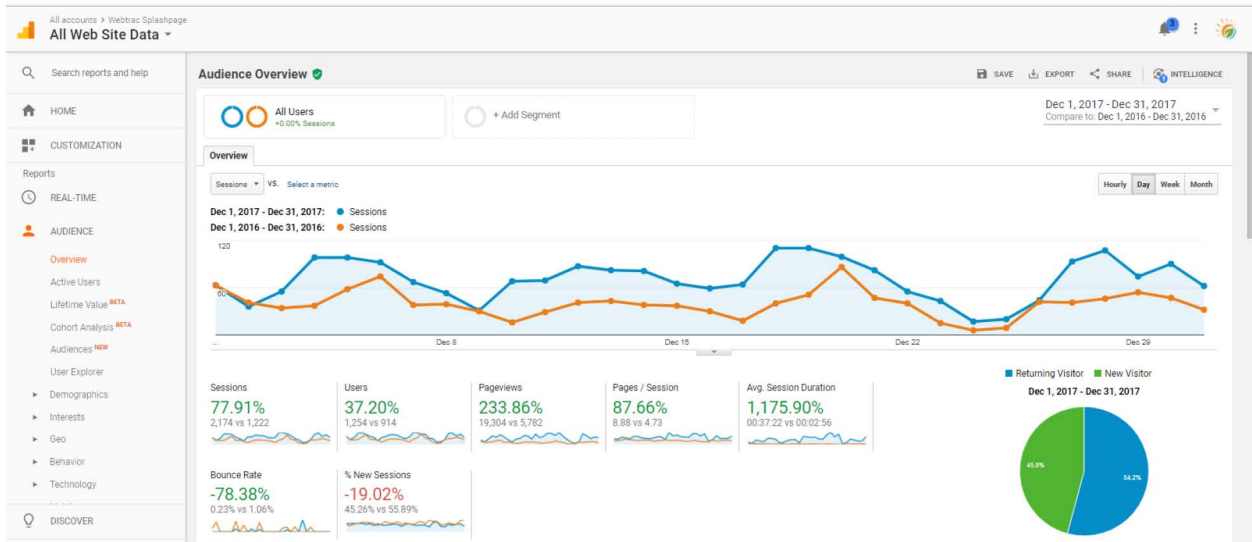
## Program Guide Online – Source: Google Analytics

Hits to the program guide were down.



## WebTrac/Online Registration Page Hits – Source: Google Analytics

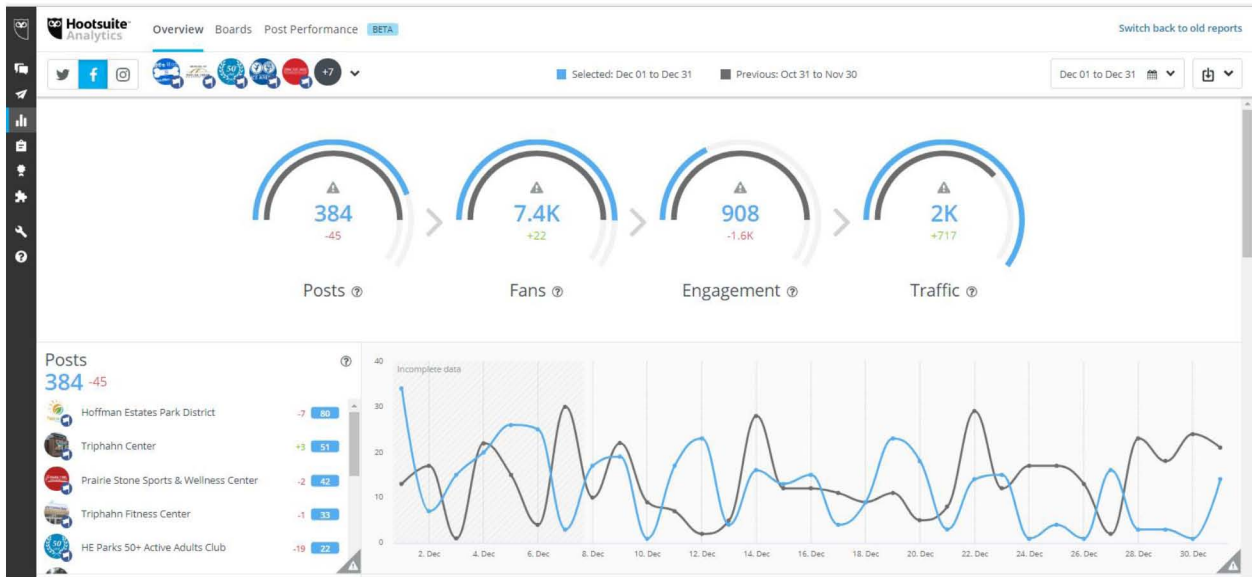
Webtrac hits are down as visitors are migrating to webtrac, which is up. In December 2017, with the Rectrac upgrade, Webtrac became "responsive", eliminating the need for mobile webtrac. The significant increases below are attributed to the combination of mobile webtrac and the main webtrac page, which is now responsive.



### 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: 7,362 (last month 7,246)



### 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)
Thank you to all who was able to join us for Skate with	Photo	12/18/1	3761

Santa! Thank you to Seasons 52 for the treats!		7 10:08 AM	
Hoffman Happenings January 2018	Video	12/19/17 9:58 AM	2935
Reminder; tomorrow is a day of ice! Join us here at the HE Parks Ice Arena for the Try Hockey for Free event running from 12-1 PM, then for the Skate with Santa from 1:30-3 PM! Both events are free: <a href="http://ow.ly/2ccO30gSvLf">http://ow.ly/2ccO30gSvLf</a>	Photo	12/15/17 6:30 AM	2363
Bundle up and come out for some winter fun at Winter Fest! Snow or no snow, join us for crafts, s'mores, snow painting, ice sculptures, sleigh rides and more. This event is free! <a href="http://ow.ly/iWyr30gJv9I">http://ow.ly/iWyr30gJv9I</a>	Photo	12/4/17 7:00 AM	2177
Thank you to everyone who came out to eat and visit with Santa himself! A good time was had by all!	Photo	12/11/17 9:26 AM	2093

#### 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 emojis 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: <a href="http://ow.ly/8rF630eV0ju">http://ow.ly/8rF630eV0ju</a>	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! <a href="http://ow.ly/ZfJV30e3907">http://ow.ly/ZfJV30e3907</a>	Photo	7/31/17 11:05 AM	6791
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: <a href="https://goo.gl/X71UZs">https://goo.gl/X71UZs</a>	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.	Photo	6/20/17 3:33 PM	6581

Tune in for the July episode which will be featuring the Hoffman Estates Park District!

This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM

<http://ow.ly/TY6I3037o3z>

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!

#Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30

catch 'em all! <http://ow.ly/cCns3037nfO>

Photo	8/15/16 7:55 AM	6710
Photo	6/20/17 3:33 PM	6602
Photo	8/13/16 12:55 PM	6168



## HE Parks' Twitter account

Source: Twitter – heparks only

	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17	Oct17	Nov17	Dec17
Followers	730	741	751	761	763	769	770	787	805	813	820	821	831
Impressions	3,870	4,882	4,740	4,260	3,965	3,496	3,713	1,736	2,947	4,745	6,705	5,607	6,334
# of tweets	15	31	26	27	21	4	11	1	14	16	34	46	49

The screenshot shows the Twitter Analytics interface for HE Parks. It features a navigation bar with 'Analytics', 'Home', 'Tweets', 'Audiences', 'Events', and 'More'. The main content area is divided into several sections:

- Tweet Highlights:**
  - Top Tweet:** Earned 230 impressions. Text: "Help us share the warmth! From November 28-December 22, HE Parks is teaming up with WINGS to collect your gently used or new coats! Drop off is at Prairie Stone Sports and Wellness Center, Willow Recreation Center, and the Triphahn Center." Includes a graphic for "Coats Drive" from Nov 28 to Dec 22.
  - Top mention:** Earned 30 engagements. From @tragal17: "Believe...that free fun still exists, and that no one will get hurt! Thank you @heparks and @Seasons52 for this amazing, unforgettable and magical afternoon!" Includes photos of people at an event.
  - Top media Tweet:** Earned 171 impressions. Text: "Send in a picture of you and your family in your holiday threads for a chance to win some awesome prizes! See the image for details on how to vote and even better, win! Of course, your 'furry' family members may be included." Includes a promotional graphic for a contest.
- Top Follower:** Followed by 773 people. Profile of Chef Ronak (@ChefRonak).
- DEC 2017 SUMMARY:**
  - Tweets: 49
  - Tweet Impressions: 6,334
  - Profile visits: 134
  - Mentions: 6
  - New followers: 6



## Instagram Reports

Source: Instagram

@heparks & @prairiestonesports

	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17	Oct17	Nov17	Dec17
Followers	109	109	111	112	110	109	110	112	115	118	117	121	159
# of posts	6	6	0	0	2	3	3	3	5	9	23	15	8



# Snapchat Geofilters

On-Demand Geofilters Log In

My Geofilters > Winter Fest Create Geofilter

METRICS			
Swipes	Uses	Views	Usage
20	4	921	20%

**Winter Fest**

**Details**

○ Your Geofilter has completed its run.

**Start Time**  
December 9, 2017 10:00 AM CST

**Date Ending**  
December 9, 2017 2:00 PM CST

**Cost**  
\$5.49 USD

**Area Covered**  
121,727 Sq Ft

**Date Submitted**  
December 8, 2017 10:36 AM CST

**Order ID**  
26119e47-d331-4ad8-b066-cbbbab506175

Invoice

On-Demand Geofilters Log In

My Geofilters > Breakfast With Santa Create Geofilter

METRICS			
Swipes	Uses	Views	Usage
25	5	48	20%

**Breakfast With Santa**

**Details**

○ Your Geofilter has completed its run.

**Start Time**  
December 9, 2017 9:00 AM CST

**Date Ending**  
December 9, 2017 1:00 PM CST

**Cost**  
\$5.49 USD

**Area Covered**  
27,672 Sq Ft

**Date Submitted**  
December 8, 2017 10:33 AM CST

**Order ID**  
3b8136df-c8e3-4947-935f-39ba45705cb3

Invoice



## 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%
<b>2017 as of 12/31</b>	<b>38%</b>

**Note: November data is temporarily unavailable due to Rectrac upgrade.**



### Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Unsubscribes
2017 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8%	0.22%
Hoffman Happenings	20K/17%	63%	1.6%	8%	0.2%
50+ Newsletter December	971/31%	56%	.7%	6.3%	0%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

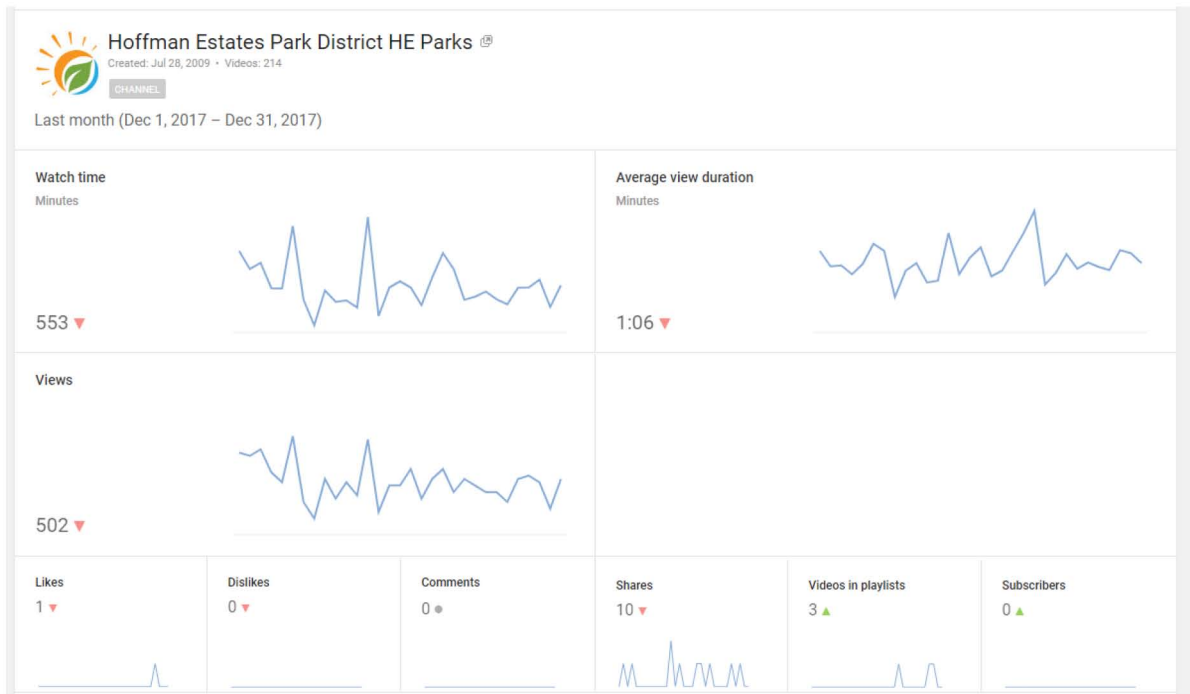
Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

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
What is Pickleball?	200 36%	154 31%	1	0
Park Info: Playground Workout, Bench Pushup	75 13%	108 22%	0	0
Wolf Pack Hockey Hosts Krolak Cup	54 9.7%	15 3.0%	0	0
Park Info: Thor Guard	39 7.1%	43 8.6%	0	0
Hoffman Happenings January 2018	37 6.7%	24 4.8%	0	0
Park Info: What is Bioswale?	25 4.6%	15 3.0%	0	0
All For You Renovation 2017: Before and Afte...	21 3.9%	13 2.6%	0	0
Hoffman Happenings: November and Decem...	18 3.3%	15 3.0%	0	0
Me & HEPD: Joe DeMaria and Nico Muira, Se...	11 2.0%	12 2.4%	0	0
Aqua Fit Swim Aerobic Class at Prairie Stone ...	11 1.9%	12 2.4%	0	0

# Triphahn Center welcomes Glen Ellyn Speedskating Club

Submitted by Hoffman Estates Park District

The Hoffman Estates Park District announced that the Glen Ellyn Speed Skating Club will now be operating at the Triphahn Center Ice Arena, 1685 W. Higgins Road, in Hoffman Estates. Founded in 1938, it is one of the oldest speedskating clubs in America.

The club offers a three-week introductory program to speed skating and continued sessions called "learn to speed skate," where participants can expand and develop skills. The club is open to advanced skaters, as well as those who would like learn a new skill, stay in shape and even compete at the highest levels.

The club will hold its team practices and speed skating lessons at the Triphahn Center on Sundays. The public is welcome to watch.

"We are really excited about this new partnership with HE Parks," said Head Coach Melissa Koenig, who is also a national competitor in the Masters division.

"The Triphahn facilities, both on and off ice, will allow us the opportunity to expand the program and provide our athletes with the ability to train at a high level close to home.

"We are always working to recruit new members into our clubs. We know it is a great, low-impact exercise and a great cross training sport for athletes like cyclists and tri-athletes, and we hope that this move will introduce this



COURTESY OF HOFFMAN ESTATES PARK DISTRICT

The Hoffman Estates Park District announced that the Glen Ellyn Speed Skating Club will now be operating at the Triphahn Center Ice Arena in Hoffman Estates.

wonderful sport to a whole new group of families and athletes who may have never seen it except during the Olympics. We hope this exposure will encourage more people to get out and try speedskating."

Glen Ellyn Speed Skating Club has a long history of producing athletes that have gone

to national, international and Olympic success. Currently, club membership includes Junior World Team and university team members, numerous national age group champions (junior ages through masters), and a number of national age group record holders.

The club has been two-time

National Long Track Club Champion and one-time National Short Track Club Champion. For information about the Triphahn Center Ice Arena, visit [heparks.org](http://heparks.org) or call (847) 885-7500.

For information about the Glen Ellyn Speed Skating Club, visit [glenelynspeedskating.org](http://glenelynspeedskating.org) or call (630) 403-8310.

HE Parks operates two community centers, twin ice arenas, an 18-hole golf course, state-of-the-art fitness center, family aquatic center and more than 70 parks.

Facilities include Triphahn Community Center & Ice Arena, Willow Recreation Center, Bridges of Poplar Creek Country Club, Prairie

Stone™ Sports & Wellness Center, Seascape Family Aquatic Center and Vogelé Park & Barn.

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

Glen Ellyn Speed Skating Club includes skaters of all ages, abilities, and interest levels: From recreational skaters who enjoy the cardio workout and club environment to skaters who have Olympic and World Team aspirations.

This past year, the members of the club included four Junior World Team members, numerous National Champions (in all age groups), and skaters who are ranked in the top 10 in the country for their age groups.

Glen Ellyn Speedskating Club is a member of the Amateur Skating Association of Illinois and U.S. Speedskating.

Visit [www.glenelynspeedskating.org](http://www.glenelynspeedskating.org) or stop by the Triphahn Center for more information.

• Submit Your News at [www.dailyherald.com/share](http://www.dailyherald.com/share).

## Health and fitness

*Events that focus on physical and mental health, well-being and fitness, including runs, exercise events, screenings and support groups. Deadline is two weeks before event date.*

**Holiday Dessert Class:** 6:30 p.m. Thursday, Dec. 7, Purple Sprout Cafe, 341 E. Dundee Road, Wheeling. Join us for this special holiday dessert class where you will learn how to make healthy, gluten-free, vegan desserts. Instructors will walk you through a hands-on workshop where you will learn how to make vanilla cheesecake, chocolates, and cupcakes. \$30. To register, visit [www.eventbrite.com/e/purple-sprout-cafe-holiday-dessert-class-tickets-40086614142](http://www.eventbrite.com/e/purple-sprout-cafe-holiday-dessert-class-tickets-40086614142).

**HealthyHome 2017:** Thursday, Dec. 7, to Saturday, Dec. 9, 1055 Glencrest Drive, Inverness. Dior Builders partners with the American Lung Association for Healthy Home 2017. Join healthy home initiative showcase and home tour 2017 to understand how to create healthy environments, from foundation to food. Setting a new precedent for green and healthful living, Healthy Home 2017 will be the very first home in the nation built under the newly revised American Lung Association Health House guide-

lines. \$20 for the tour benefits the American Lung Association. For information, visit [www.healthyhome2017.com](http://www.healthyhome2017.com).

**GriefShare:** 10 a.m.-noon Saturday, Dec. 9, Prince of Peace Lutheran Church, 1190 N. Hicks Road, Palatine. GriefShare is a weekly support group for people grieving the death of someone close. \$15 total for the 13 weeks of sessions. For information, visit [www.poppalatine.org/grief-share](http://www.poppalatine.org/grief-share).

**Parents Night Out:** 4:30-8:30 p.m. Saturday Dec. 9, Prairie Stone Sports & Wellness Center, 5050 N. Sedge Blvd., Hoffman Estates. Parents, take the night off and have some time to yourselves while the kids have a blast at Prairie Stone Sports & Wellness Center. Kids will participate in age-appropriate activities including games, crafts, active gym games, climbing wall (4+) and enjoy a pizza dinner and a movie. For kids ages 3-12. Cost is \$29-\$34. For information, visit [www.heparks.org](http://www.heparks.org).

**Low Back Pain & Sciatica — How to Heal Naturally:** 11:15 a.m. Monday Dec. 11, North Suburban YMCA, 2705 Techny Road, Northbrook. Denise Schwartz, a licensed physical therapist who specializes in treating low back

pain and sciatica, will address the leading causes of low back pain, the No. 1 mistake sufferers make, and strategies for natural healing. Free. For information, visit [nismca.org](http://nismca.org).

**Baby and Me with Advocate Lutheran General Hospital:** 9:30 a.m. Monday, Dec. 11, Kohl Children's Museum, 2100 Patriot Blvd., Glenview. Baby & Me is a networking group for parents and their children up to 12 months to come and meet others in the same position — not just first time parents, but all those living with and caring for newborns, including grandparents and caregivers. A nurse representative from Advocate Lutheran General Hospital will be on hand to answer questions and facilitate discussions on early childhood development and parenting topics. For information, visit [www.facebook.com/events/125272104859361](http://www.facebook.com/events/125272104859361).

**Chair Yoga:** Noon-1 p.m. Wednesday, Dec. 13, Palatine Public Library, 700 N. North Court, Palatine. Explore gentle postures, breath work, meditation, and deep relaxation with Karen Fotopoulos, registered yoga teacher from Discover Yoga with Karen. Valid district cardholders only. To sign up, call (847) 358-5881, ext. 167, or visit [www.palatinelibrary.org](http://www.palatinelibrary.org).

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**BARRINGTON COURIER-REVIEW**



Suburbs / Barrington Courier-Review / Barrington Community

# From the community: Hoffman Estates Park District Encourages Walking Through Winter



The benefits of walking are numerous and the Hoffman Estates Park District (HE Parks) is encouraging everyone to keep walking throughout the winter with monthly walking events and a new walking pass available for its indoor track. (Posted by Hoffman Estates Park District, Community Contributor)

By **Community Contributor Hoffman Estates Park District**

DECEMBER 12, 2017, 5:45 AM

**T**he benefits of walking are numerous and the Hoffman Estates Park District (HE Parks) is encouraging everyone to keep walking throughout the winter with monthly walking events and a new walking pass available for its indoor track.

For just \$1 per visit, residents and non-residents can use the indoor track at the Triphahn Center at 1685 W. Higgins Rd. in Hoffman Estates. Walkers should stop at the service desk when they arrive to gain access to the track. Walkers should stay on the inside lanes, leaving the outer lanes for runners. Although strollers are not allowed on the track, children are welcomed to accompany parents for a walk on the track.

On one Saturday morning each month, HE Parks walkers can meet at a different park or facility for a community walk at events called Hoffman Walks. The events are planned through April, but more dates will be announced:

Jan. 13, 9-10:30 AM - Make Your Dreams Come True Day at Triphahn Center (1685 W. Higgins) - start the year right and set some goals before we walk.

Feb. 10, 9-10:30 AM - Healthy Heart Walk at Prairie Stone Sports & Wellness Center (5050 Sedge Blvd). Wear read. Personal Trainer Zac Marshall will present "The Dangers of Sitting" before the walk.

March 17, 9-10:30 AM - Book Walk at Triphahn Center - The Palatine Public Library will read a story and we'll walk around the indoor track. Bring the kids!

April 21, 9-10:30 AM - Earth Day Walk at Tall Oaks Park (5670 Angouleme Ln) - HE Parks' Turf and Horticulture Lead Steve Bessette will discuss how coyotes and humans can co-exist.

For more information about these and other opportunities to stay fit over the winter, visit [heparks.org](http://heparks.org) or call 847-885-7500.

*This item was posted by a community contributor. To read more about community contributors, click here.*

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Bulletin Board

## Hoffman Estates Park District Encourages Walking Through Winter

The benefits of walking are many and the Hoffman Estates Park District is encouraging everyone to keep walking throughout the winter.

By Sandy Marlowe, Patch Poster | Dec 11, 2017 | 10:44 am ET



The benefits of walking are numerous and the Hoffman Estates Park District (HE Park) is encouraging everyone to keep walking throughout the winter with monthly walking events and a new walking pass available for its indoor track.

For just \$4 per visit, residents and non-residents can use the indoor track at the Trighahn Center at 1885 W. Higgins Rd. in Hoffman Estates. Walkers should stop at the service desk when they arrive to gain access to the track. Walkers should stay on the inside lanes, leaving the outer lanes for runners. Although strollers are not allowed on the track, children are welcomed to accompany parents for a walk on the track.

On one Saturday morning each month, HE Park walkers can meet at a different park or facility for a community walk at events called Hoffman Walks. The events are planned through April, but more dates will be announced:

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#### Featured Events

+ Add your event on Patch



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March 27, 9-10:30 AM - Book Walk at Triphahn Center - The Palatka Public Library will read a story and we'll walk around the indoor track. Bring the kids!

April 22, 9-10:30 AM - Earth Day Walk at Tall Oaks Park (6000 Angeleno Ln) - NE Parks Turf and Horticulture Lead Steve Bowers will discuss how coyotes and humans can co-exist.

For more information about these and other opportunities to stay fit over the winter, visit [hopenia.org](http://hopenia.org) or call 847-582-1200.

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Featured Announcements  

[+ Add your announcement on Patch](#)

# Communication Survey



## Constant Contact Survey Results

**Survey Name:** Communications Survey 2017

**Response Status:** Partial & Completed

**Filter:** None

1/3/2018 1:40 PM CST



How well do you agree with the following statements?


1 = I agree completely, 2 = I somewhat agree, but it could be better., 3 = I do not agree., 4 = No opinion.

Answer	1	2	3	4	Number of Response(s)	Rating Score*
The Park District keeps me well informed about upcoming park maintenance and improvements (such as playground upgrades).					224	1.7
The Park District keeps me well informed about upcoming community events.					224	1.3
The Park District keeps me informed about program offerings.					224	1.3

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

In regards to our quarterly Program Guide that is mailed to Hoffman Estates residents, how easy is it to find the information you're looking for?



Answer	0%	100%	Number of Response(s)	Response Ratio
It's very useful and easy to read, I always find what I'm looking for.			138	60.5 %
Sometimes it takes me a while to find what I'm looking for, but I usually find it.			61	26.7 %
The guide is confusing and difficult to use, I have a hard time finding the information I'm looking for.			5	2.1 %
No opinion			22	9.6 %
No Response(s)			2	<1 %
<b>Totals</b>			<b>228</b>	<b>100%</b>





How useful is the quarterly Guide in informing you about upcoming programs and events?

1 = Always useful, 2 = Usually useful, 3 = No opinion, 4 = Rarely useful, 5 = Never useful

	1	2	3	4	5	Number of Response(s)	Rating Score*
						187	1.6

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Please rank each of the following items in terms of their value within the quarterly Program Guide, from Highest Value to Least Value.

1 = Highest Value, 2 = Good Value, 3 = Neutral, 4 = Little Value, 5 = Least Value

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Program and class information						185	1.4
Event details and information						185	1.5
President's Letter						185	2.7
Facilities information - hours, phone, addresses						185	1.7
Park map						185	1.9
Party and rental information						185	2.4
Park Perspectives, newsletter stapled in the center						185	2.4

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

\*The Program Guide is also available online. Instead of mailing a booklet to you, would you prefer to receive an email or postcard informing you that the Guide is ready to view, with a link to the online Guide?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I prefer to browse and register completely online, I don't use the printed Guide.			25	10.9 %
No, I like to browse the printed Guide that I receive in the mail and register in person at a facility.			57	25.0 %
No, I like BOTH - to receive the printed Guide in the mail AND to browse and register online.			105	46.0 %
No Response(s)			41	17.9 %
<b>Totals</b>			<b>228</b>	<b>100%</b>

\*Do you use our website, heparks.org?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			150	65.7 %
No			57	25.0 %
No Response(s)			21	9.2 %
<b>Totals</b>			<b>228</b>	<b>100%</b>

\*How satisfied are you with our website, heparks.org?  
?

1 = Very Satisfied, 2 = Mostly Satisfied, 3 = Neutral, 4 = Somewhat Dissatisfied, 5 = Very Dissatisfied

	1	2	3	4	5	Number of Response(s)	Rating Score*
						150	2.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



When you visit our website heparks.org, what is usually your typical reason for visiting?

Answer	0%	100%	Number of Response(s)	Response Ratio
Seeking program/class information.			54	23.6 %
To register for a program or class.			51	22.3 %
Seeking contact information for staff.			3	1.3 %
To find calendar/schedule for a program.			13	5.7 %
Seeking event information.			19	8.3 %
I don't use the website.			6	2.6 %
Other			6	2.6 %
No Response(s)			76	33.3 %
<b>Totals</b>			<b>228</b>	<b>100%</b>



How often do you visit our website heparks.org?

Answer	0%	100%	Number of Response(s)	Response Ratio
Daily			4	1.7 %
Weekly			22	9.6 %
Monthly			53	23.2 %
Quarterly			58	25.4 %
Annually			5	2.1 %
Rarely or never			10	4.3 %
No Response(s)			76	33.3 %
<b>Totals</b>			<b>228</b>	<b>100%</b>

\* In general, when you visit our website how easy is it to find what you're looking for? Please choose the statement that best fits.

Answer	0%	100%	Number of Response(s)	Response Ratio
I am able to find exactly what I am looking for.			81	35.5 %
I am able to find a part of what I'm looking for.			40	17.5 %
I am usually able to find something better than what I'm looking for.			10	4.3 %
I'm not able to find what I'm were looking for.			5	2.1 %
I usually have no specific agenda in mind when I visit.			2	<1 %
Other			3	1.3 %
No Response(s)			87	38.1 %
<b>Totals</b>			<b>228</b>	<b>100%</b>

\* Please rate the following attributes of our website.

1 = Well Above Average, 2 = Above Average, 3 = Below Average, 4 = Well Below Average, 5 = No opinion

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Ease of navigation						139	2.1
Freshness of content						139	2.0
Accuracy of information						139	1.9
Quality of content						139	1.9
Quantity of content						139	1.9
Layout/design						139	2.0
Customer support						139	2.4
Meeting your needs						139	2.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

\* How likely are you to recommend our website to a friend or colleague in the future?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very likely			77	33.7 %
Somewhat likely			54	23.6 %
Somewhat unlikely			7	3.0 %
Very unlikely			3	1.3 %
No Response(s)			87	38.1 %
<b>Totals</b>			<b>228</b>	<b>100%</b>



Do you have any suggestions for improving our website?

133 Response(s)



Do you receive our bi-weekly email blast, Hoffman Happenings?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			158	69.2 %
No			43	18.8 %
No Response(s)			27	11.8 %
<b>Totals</b>			<b>228</b>	<b>100%</b>



Regarding our bi-monthly email newsletter, which statement below is most true for you?

Answer	0%	100%	Number of Response(s)	Response Ratio
I have received this email and I read it.			130	57.0 %
I'm on the email list, but don't recall getting the email.			12	5.2 %
I'm not on the email list.			6	2.6 %
I don't recall seeing it and I don't know if I'm on the mailing list.			7	3.0 %
I know I receive the email but I do not read it.			10	4.3 %
No Response(s)			63	27.6 %
<b>Totals</b>			<b>228</b>	<b>100%</b>



What suggestions do you have to improve our bi-monthly email newsletter?

---

161 Response(s)

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If you do not currently receive our bi-monthly newsletter but would like to, please provide your information below. (We will not share your information with anyone. Read our Privacy Policy.)

<b>Answers</b>	<b>Number of Response(s)</b>
First Name	43
Last Name	43
Email Address	43
City	43
State/Province (US/Canada)	43

**\*Over the past 12 months, what have been the primary ways you have learned about Hoffman Estates Park District Programs and Activities? (select 3)**

Answer	0%	100%	Number of Response(s)	Response Ratio
Quarterly Program Guide			132	73.7 %
Park District Website, heparks.org			86	48.0 %
From Friends and Neighbors			29	16.2 %
Newspaper articles			11	6.1 %
Direct Mail			12	6.7 %
Digital Billboard outside an HE Parks facility			29	16.2 %
Fliers at Park District facilities			26	14.5 %
School fliers/virtual backpack			4	2.2 %
Park District email newsletter			71	39.6 %
Newspaper advertisements/Daily Herald			5	2.7 %
Conversations with Park District Staff			26	14.5 %
Cable Access Television			1	<1 %
Other			15	8.3 %
<b>Totals</b>			<b>179</b>	<b>100%</b>

**\*How important is it that you are made aware of the following?**

1 = Extremely important, 2 = Somewhat important, it's nice to know., 3 = Not very important

Answer	1	2	3	Number of Response(s)	Rating Score*
Park Improvements, such as playground upgrades.				178	1.9
Community events like Party in the Park or Pumpkin Fest				178	1.6
Park maintenance projects and construction, such as controlled ecological burns.				178	1.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.





\* If you use social media sites, please indicate which ones you use on a regular basis, either for viewing and/or posting:

Answer	0%	100%	Number of Response(s)	Response Ratio
Facebook			115	64.6 %
Twitter			19	10.6 %
Pinterest			34	19.1 %
YouTube			40	22.4 %
Instagram			28	15.7 %
LinkedIn			16	8.9 %
Snapchat			12	6.7 %
I do not use social media.			48	26.9 %
Other			1	<1 %
<b>Totals</b>			<b>178</b>	<b>100%</b>

\* If you are familiar with any of the Facebook pages of the Park District, please rank the type of posts that you like to receive from us.




1 = Very interested, 2 = Somewhat interested, 3 = Neutral - it's okay, 4 = Not really interested, 5 = Not at all interested/Don't use social media

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Event reminders						178	3.0
Article links on information related to health, wellness, fitness etc						178	3.4
News at the Park District						178	3.1
Photos of programs, facilities, parks						178	3.3
Videos						178	3.6
Environmental and conservation efforts at the Park District						178	3.4

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

## Bridges of Poplar Creek Board Report December 2017

### General Programs

-  2018 League Contracts are being prepared and will be sent out mid-January. We have contacted all groups and we are expecting all leagues to return.
-  Preferred Tee Time Contracts were sent out mid-December. This year each preferred member will receive a Preferred Discount Pass with their Tee Time License along with a Special Gift for their support. We will be offering an early incentive program for those groups that renew their license by January 19th.
-  Breakfast with Santa had record numbers. We had 274 adults and 200 children attend the event. This event was once again combined with Winter Fest. The Winter Fest featured ice sculpting, snowball throwing contest, s'more station, arts and crafts, carriage rides, snow wall painting, and dance club performance. It was a huge success and had over 750 participants attend.

### Golf Rounds

#### ROUND TOTALS

2013	2014	2015	2016	2017	5 Year Average
119	0	507	0	302	186

#### YTD ROUND TOTALS

2013	2014	2015	2016	2017	5 Year Average
31,729	29,818	30,815	31,308	31,323	30,999

### Range Information

#### RANGE BASKET SALES TOTALS

2013	2014	2015	2016	2017	5 Year Average
11	0	63	2	102	36

#### YTD RANGE BASKET SALES TOTALS

2013	2014	2015	2016	2017	5 Year Average
18,228	18,446	18,546	18,823	19,540	18,717

**Pass Sales**

<b><i>Resident Passes For 2017</i></b>	<b>2016</b>	<b>2017</b>
Resident Annual	3	4
Resident Individual	138	155
Resident Junior	1	2
Resident Senior	91	80
Total Resident Passes Sold YTD	233	241

<b><i>Non Resident Passes Thru Sept</i></b>	<b>2016</b>	<b>2017</b>
Non-Resident Annual	0	1
Preferred TT Pass	104	116
Non-Res Individual	20	12
Non-Res Junior	0	0
Non-Res Senior	58	53
Total Resident Passes Sold YTD	182	182

**Hole In One Contest Update**

<b>HOLE IN ONE MONTHLY SALES TOTALS</b>	
<b>2016</b>	<b>2017</b>
<b>0</b>	<b>0</b>
<b>YTD HOLE IN ONE SALES TOTALS</b>	
<b>2016</b>	<b>2017</b>
<b>483</b>	<b>2,414</b>

## **Communications & Marketing**

### *Marketing/Advertising*



5 Email blasts went out promoting, Breakfast with Santa, Winter Fest, Holiday parties and more.



Social Media post included: 22 Facebook posts, 12 Instagram posts and 16 Twitter posts marketing all aspects of the facility and highlighting special events as they happened.

## **Food & Beverage**

For the month of December we had a total of 8 events

The breakdown is as follows:

3 breakfast meetings servicing 75 guests

3 holiday parties servicing 224 guests

1 all-day meeting with lunch and hors d'oeuvres servicing 45 guests

Breakfast with Santa 474 Guests

We currently have 9 events booked for January

4 breakfast meetings servicing 100 guests

3 birthday parties servicing 150 guests

1 all-day meeting servicing 110 guests

1 hors d'oeuvre reception servicing 35 guests

Wedding Count Update:

2018= 8 ceremony and reception and 2 reception only

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

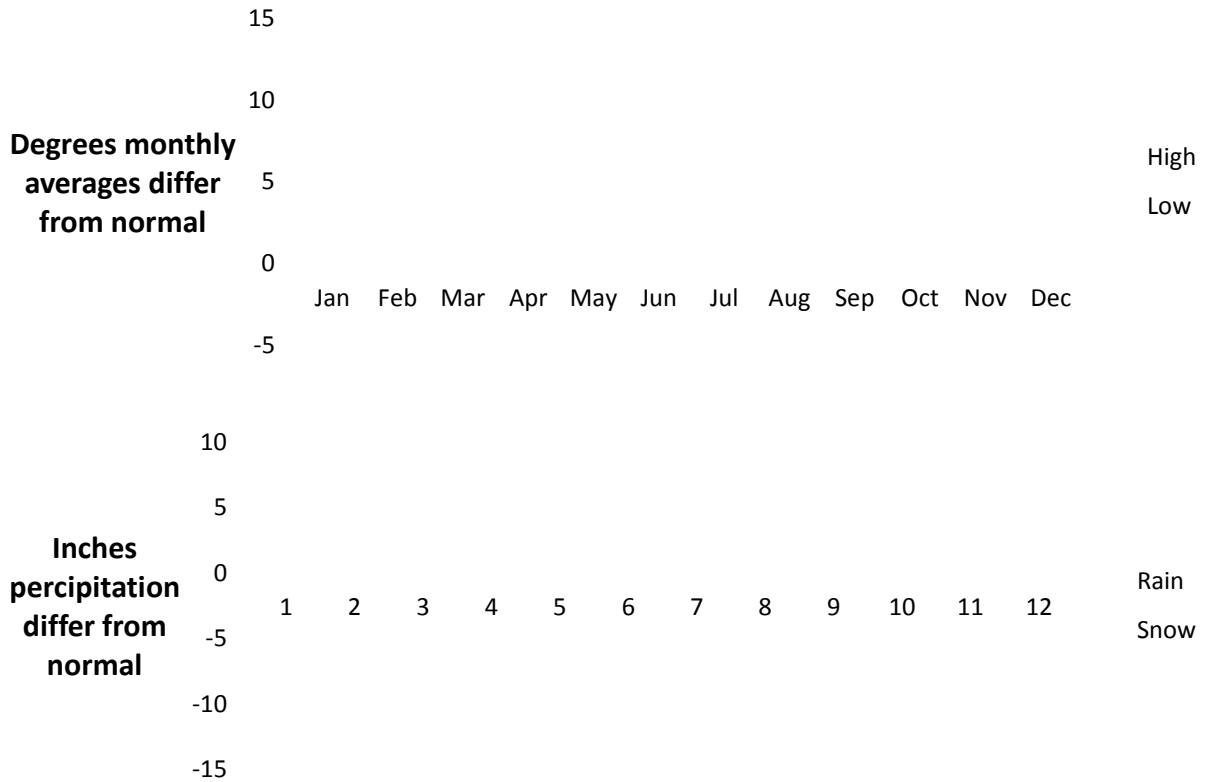
2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

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

## Golf Maintenance Summary

Bridges of Poplar Creek Country Club

In December, we saw daily highs and lows averaging 34 and 20 degrees, this is in line with averages. We only saw .6" of precipitation which was about a quarter of what we average in December. We also saw about 5" total of snow over the month; this is down 3" from average. Overall temperature wise 2017 was a few degrees above normal, however when you look at each individual month you will see some higher values. We ended the year ahead when it comes to rain. That being said we still had quite a few times that we were very dry in 2017; it was a feast or famine situation when it came to rain. Below are charts showing how each month of 2017 differed from averages in temperature and precipitation.



The full-time staff was busy finishing preparations for winter in the beginning of the month. We had perfect conditions in the middle and later part of the month to take care of winter's tree work. With the help of the Parks Maintenance department we were able to remove all 33 trees on our list for winter removal.

Other tasks completed in December:



- Finished topdressing all greens
- Snow mold applications were completed on fairways
- Removal of all course supplies



Painting on course accessories for next year

Worked on organizing and optimizing shop

Took inventory of supplies to help with purchasing in the new year

Start on machinery preventative maintenance with on hand parts

Superintendent and Assistant attended local continuing education

Native areas were burned with the help of Parks Maintenance Dept.

**HOFFMAN ESTATES PARK DISTRICT  
2017 GOALS & OBJECTIVES  
REC, FACILITIES, ICE, C&M DIVISION**

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

**DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop performance measurement system to evaluate value in programming structure	(ICE) Offer ice time for figure skating and hockey lesson programming based on the current participation needs. Provide additional open skate times in the schedule as space allows. Complete by end of Q2.	C	Skating classes are being offered 4 days a week with public skate being offered on Saturday and Sunday for the spring.
	(SEA) Evaluate rentals/parties to enhance the experience at Seascape Party Rentals. Present recommendations to the Director of Recreation and Facilities, complete by end of Q3.	C	Seascape evaluation for parties and rentals will be occurring during season, which will begin within Q2. The evaluation form was created in July. Results will be assessed and modifications will be made, if feasible. <b>Given the development of the updated district template for surveys, we will continue to enhance the current evaluation/survey form within 2018.</b>
Expand Marketing communications with the use of social media and mobile applications.	(C&M/FAC) Utilize social media to promote monthly events and contests at TC/WRC. Develop monthly contests and begin offering in Q3 & Q4 to promote facilities. Hire a full time Social Media employee.	C	<b>I Luv HE Parks contest ran Q1 &amp; Q2. Doggie Costume Contest in Q3 and Family Festive Photo contest ran in Q4. Digital Media Associate started 6/12.</b>
Develop plans to renovate Chino Park to meet community needs	(REC) Research adding Community Garden Plots to Chino Park. Research the ability of working with the village on this as a joint program. Determine a number of plots if the ROI suggests that it is a feasible project by Q1. Make recommendation in Q2.	C	Staff has discussed some preliminary ideas and concepts for the site, additional ideas will be brought to the table in Q2. Staff has prepared a plan for plot sites and is currently in the process of benchmarking other districts for implementation in spring of 2018. Staff has come up with guidelines and a programming

			plan for plots to open in April of 2018. <b>Chino Park Garden Plots are being advertised in the Spring Guide and registration will begin February 28<sup>th</sup>.</b>
Improve the overall health outcomes of programs offered	(DIVISION) Research, improve and expand on recreation, service and programming opportunities. Benchmark other organizations that are providing programs and services that are on the uptrend in specific areas. Each department should benchmark 2 new programs/services. Offer 4 new programs by end of Q2 and have 2 of these programs to run.	C	Staff was able awarded the IAPD Power Play grant, with this program new health initiatives will be added to the afterschool STAR program in collaboration with the PSS&WC team to offer nutritional and healthy habit talks in 2018. <b>The 50+ renovation was completed staff benchmarked and evaluated over 10+ park district and non-park district operations as part of this process. New programs including additional trips, clubs and programs have been added for 2018.</b>
	(REC) Develop new adult athletic leagues at Cannon Crossing Park. Offer two new adult athletic leagues by end of Q3.	C	Staff has developed a new adult Wiffleball league. Staff is also working with an outside contractor to develop and implement a new flag football league for adults which take place by end of Q3. A contractual flag football league was run in early fall with 4 teams.
	(REC) Hold at least 1 disc golf tournament at Black Bear Park.	C	On Sunday, February 12 <sup>th</sup> , a disc golf tournament was held at Black Bear Park by a local organization called Bird Brain Disc Golf (a Professional Disc Golf Association sanctioned organization). Over 40 golfers participated. They are interested in doing another tournament again this year.
	(FAC) Increase the number of health & wellness programs to the community. Develop 5 new programs and have 2 new successful programs running by Q4. Use Social Media to promote new programs via contests, video, and other content with one per quarter for a total of 4 by the end of Q4.	C	Hoffman Walks will take place one Saturday each month. HE Parks will host a 2-hour walk at a park or facilities open to all ages and abilities. <b>Currently 10 walks have taken place with strong participation numbers of 15-35 walkers. Pound, a new contractual fitness class was offered and is running with 5 registered participants and drop in participants each week.</b>



	(FAC) – Increase the number of portable climbing wall rentals by 4 events from 2016. The portable climbing wall had 11 rentals in addition to 2 in house events in 2016.	NA	We have begun taking reservations for the 2017 season. Staff is also working potentially with an outside vendor to rent the wall for additional opportunities. <b>The portable climbing wall had 6 outside rentals in addition to 3 Village events and 2 in house events.</b>
Expand facility based special events that promote greater facility usage	(REC) Offer 3 new events/activities that run with at least the minimum number of participants by the end of Q4. Staff will utilize Social Media to promote these new events via contests, video, and other content, one per quarter by Q4.	C	Staff has developed and started to offer a successful Hoffman Walks program which takes place monthly. Staff was awarded the IAPD Power Play grant and is currently in the process of developing the educational sessions for our after school program in health, wellness and nutrition. Staff worked with the HEHS to offer a new summer ICompete Camp. <b>Athletics offered a free basketball clinic in the fall to encourage the retention of skills and preparation for the upcoming in house season. Staff is also offering new early childhood sports classes during the week at TC and on Saturdays at WRC, which have been very well attended.</b>
	(REC) Offer greater opportunity for 50+ members to join the fitness center through multi-tier 50+ membership and perks. Q3	C	Staff has developed a new 50+ membership program and met twice with the 50+ ambassadors group to define and refine the options. Staff is also looking at adding additional fitness opportunities once the Northside renovation is complete. A fitness add-on option to the 50+ membership at a reduced cost has been discussed; implementation is pending. Staff has implemented a “Super Senior Fitness Membership” where participants 62 and over will automatically get a 50+ membership with their fitness membership.
	(REC) Offer a 3 on 3 outdoor basketball tournaments by the end of Q3.	C	3 on 3 basketball tournament will be offered at PIP in August, if successful staff will be looking to expand on this opportunity. 3 on 3 basketballs was a hit at PIP with 16

			teams. Event will be offered again next year.
	(REC) Expand on and add new additions to current special events to draw more people to events. Add 2 new aspects to each event.	C	Hoffman Walks was combined with a healthy workshop on the benefits of walking. Next walk is April 8th. Reconfigured the set up and structure of Daddy Daughter and Mother Son event space to accommodate additional participation, over 10% in Daddy Daughter and 20% increase in Mother Son. Offered additional entertainment to the family fun night “Jim Gill” for ELC and PS families. 3 on 3 basketball and Bingo will be added to PIP in August. <b>Added new activities to Winter Fest, including the giant snow globe, additional crafts, and expanded hours (one hour longer).</b>
Create recreational programs and opportunities to target underserved “demographic populations”	(REC) Increase the number of underserved targeted programs. Offer 2 new programs by end of Q4.	C	Staff worked with Harper College to offer additional programming that HEPD is not currently providing, i.e. Fencing, additional gentle yoga. Staff is also working on offering additional teen programming opportunities at TC, i.e. Friday Live, Dodgeball, etc. Staff working with Elgin Community College to offer additional programming, similar to the partnership with Harper. Staff offered an ICompete Summer Camp in partnership with HEHS. Staff is working with new instructors to offer Chess and other new programs to underserved populations in the Winter of 2018.
	(FAC/C&M/REC) Develop a community walking program for park district. Implement in Q2.	C	Hoffman Walks attendance: 3/11 - 30 participants 4/8 – 30 participants 5/6 – 15 participants 6/17 – 35 participants 7/8 – 24 participants

			8/5 – 26 participants 9/16 – 24 participants 10/14 – 12 participants 11/4 – 9 participants 12/2 – 10 participants
Evaluate facility space utilization to accommodate growing programming needs.	(REC) Open additional DCFS licensed ELC 4 year old classroom at TC with 10 children by end of Q4.	C	Staff is working on furnishing and promoting the new classroom; also working with DCFS to schedule licensing once classroom is complete. Classroom has been fully furnished; staff is currently promoting this classroom & meeting with interested families. DCFS will be out in August to license the classroom, prior to operation at the end of August. Staff is currently taking registration. <b>Classroom was officially licensed in August and opened in Sept. Currently there are 12 children enrolled.</b>
	(FAC) Offer a welcome back promotion for rentals in Q3 at TC once the new space is completed. Work with C&M in Q1 & 2 on the marketing plan.	C	Staff is working with the C&M department to offer promotional opportunities to previous clients and potential new customers too. <b>A 10% discount was offered to anyone booking a new reservation for the renovated north side during the reopening.</b>
	(REC) Offer at least 2 nights of classes on the north side (10 classes in all).	SC	Staff is currently working with the schedule to move classes back and also offer new classes through Harper and our own in-house opportunities. Currently there are 2 dance classes in-house, and 1 rental dance program, 2 yoga classes and monthly reoccurring 50+ activities. Staff has also scheduled numerous day time, weekend and morning activities within the 50+ area. Finally staff has seen an increase in space usage for rentals. Going forward additional classes are planned for this space including Harper College joint programming along with in-house.
Develop program life cycle model for all programs to assess meeting community needs	(DIVISION) Develop a systematic approach to identifying trends in the different industries as it relates to customer	C	Staff monitors and established those directions through benchmarking as part business planning process.

	preferences. Benchmark 3 state and national recreation agencies. Obtain at least 2 models to compare by Q2. Develop recommendations by 3Q on programs to phase out in 2016/17.		
Expand specialized programming opportunities that utilize partnerships and contractual agreements	(FAC) Continue to expand programming opportunities with Harper College. Offer 2 additional programs by end of Q2.	C	Staff has worked with Harper to add a gentle yoga class starting in 2017. Staff will continue to expand on the current list of 9 joint classes offered between Harper College and HEPD. During the first session there were over 80 total participants would were active in this partnership programming opportunity. <b>Staff is meeting with Elgin Community College to offer the same partnership. Fac &amp; Rec staff is working with Harper College to begin offering additional adult classes to include Drawing, Painting, Pottery, Genealogy and Jewelry Making beginning in 2018.</b>
	(REC) Create 2 new youth sports leagues using a contractual company by end of Q2.	C	Staff at PSS&WC has partnered with Kids First to offer additional programming opportunities at this site. Staff is also working with a contractual flag football program and the Ice Operations area is developing sports specific training for off-ice with the fitness department at PSS&WC. A 3 on 3 indoor soccer league is being offered this Fall/Winter and will begin in January 2018. <b>A summer basketball league was offered for the first time in 2017 and was very successful with 75 players. Staff has also begun to offer early childhood sports classes during the week at TC and on Saturdays at WRC, which have been really well attended.</b>
	(REC) Develop and expand the relationship with the Windy City Bulls to integrate their organization into the HEPD youth basketball program. Offer 1 new program with the Windy City Bulls by end of Q3.	C	Staff offered a night out for tickets for the basketball teams, thus Windy City Bulls promoting that night as HEPD youth basketball appreciation night. Staff also worked with the Windy City Bulls to have the mascot and a representative on site at TC during the mid-

			basketball season. <b>The Hoffman Estates Youth Basketball night was hosted at the Windy City Bulls game on Saturday, December 16<sup>th</sup>. All of our in-house, feeder, and tournament teams were invited.</b>
	(REC) Increase the number of programs offered to the community. Develop 5 new programs and have 2 new successful programs running by Q4. Create new programs to replace all phased out programs by Q4.	C	Staff has developed the new Hoffman Walks program, which provided 30 participants the opportunity to come out and learn about the benefits of walking. A gentle yoga class was added in collaboration with Harper College. Staff has developed and is currently offering new 50+ trips. ELC and PS is now offering one hour session on Fridays introducing various sports to the young participants. A Youth Summer Basketball program is currently being implemented. Recreation staff will be starting regular brainstorm meetings to prepare for upcoming program guides in an effort to create new programs and phase out the old ones. A 3 on 3 indoor soccer league is being offered this Fall/Winter and will begin in January 2018. <b>Some of the new programs this year also include Harper adult art programs, a fall basketball clinic, and increased contractual sports classes.</b>
	(REC) HEPD will offer a Whiffle Ball league that will be contracted out to WAKA, complete by Q2.	NB	HEPD is currently taking registration for this league and looking forward to expanding on the opportunities with WAKA. The program was offered in Q2 and there was not enough registration to run the program at the time. The Athletic department will offer the program again in Q2 of 2018.

**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand Marketing communications with the use of social media and mobile applications	(DIVISION) Work with the other areas of the park district to utilize social media to cross sell and upsell various services throughout the park district. Increase fan	C	Staff has been working with C&M department to expand on the fitness membership marketing opportunities to the general public. Jan 1, 2017: 6,472

	base by 10% on FB. Complete additional training with outside consultant with 4 additional site visits by Q3. Increase team member performance in upselling and cross selling from Q1 to Q4, based on consultant's reports.		<b>Dec 31, 2017: 7,362 13% increase</b>
Promote brand identification and tagline to increase community awareness of District parks, programs, facilities and services	(C&M) Develop an easy, quick, but quality online survey to measure customer satisfaction for special events and programming. Complete by Q1.	C	Staff worked with an outside contractor Ron Vine & Associates to identify and streamline the district wide survey process to help create balanced consistent measurable values across the board. <b>Ron Vine presented findings to staff on 6/30. Survey Committee created a 2018 calendar and surveys from a survey template. Surveys started Dec 2017.</b>
	(C&M) Promote brand identification and tagline using marketing channels and social media engagement, complete one campaign per quarter. Complete by Q4	C	<b>I Luv HE parks contest ran Q1 &amp; Q2. Doggie Costume Contest in Q3 and Family Festive Photo Contest in Q4. Digital Media Associate started 6/12.</b>
Develop plans to meet increased program needs of 50+ population.	(C&M) Measure satisfaction with the overall quality and user-friendliness of the website particularly as it relates to registration and a means for communication. Create an ongoing online short survey by Q3, no more than 5 questions, implement in Q4.	C	Communication Survey was conducted in Dec 2017 and results communicated in January 2018 board packet.
Expand Pickle ball opportunities and evaluate need for additional courts.	(REC/FAC) Expand the opportunity for additional painted lines at the PSS&WC facility to enhance the quality of play. Complete by the end of Q4. Evaluate the current inventory of courts within the community and determine if it is possible to offer additional surfaces for this program, by Q2.	C	Staff was able to obtain a grant from the United States Tennis Association to enhance the quality of play and create a more conducive environment to develop tennis players at a younger and older age from a beginner's perspective. This grant will allow blended lines to be included in the PSS&WC tennis court resurfacing program, thus creating smaller courts and more volley time. <b>The courts will be completed within mid-August. The PSS&amp;WC courts were completed within Q3.</b>
Educate parents regarding the child development benefits in our programs and services.	(REC) Offer two open house type special events that promote the program and also the benefits of those services. Complete by Q4.	C	ELC Open House was held on Saturday, March 4 <sup>th</sup> at TC and WRC – 4 new families were in attendance. Staff is currently planning the

			<p>additional open house for the summer promoting the new classroom space. The North Side Renovation Grand Re-Opening event served as an open house for all programs at the district, including athletics, ELC and Preschool, hockey and the Off-Ice Training Area, 50+ activities, fitness and general recreation. Another ELC Open House is scheduled for August 5<sup>th</sup>. The 50+ Program Manager is also currently planning the annual 50+ Open House to be held on August 30<sup>th</sup>. The 50+ Open House was held on August 30<sup>th</sup> with 200 participants in attendance. <b>A Preschool first day orientation was held in September for each of the classrooms, as well as Parent/Family Nights during the week of November 5<sup>th</sup>.</b></p>
Utilize best practices to maximize operational efficiencies as a District	(REC) Triphahn Center PS and ELC will complete all paperwork needed for renewal of 5 year NAEYC accreditation. Obtain accreditation complete and received by Q4.	NB	Preschool and ELC have decided to go in a different direction in terms of accreditation. Will now be focusing on the ExceleRate Illinois Accreditation Program.
	(REC)- Create a baseball coaching training program. Use our travel program coaches who are ILB certified and help implement into our in-house leagues. Complete by Q3	C	A basketball coaching training was created and implemented for the summer basketball league.
	(ICE) Support growth of local amateur hockey clubs (PREP, Lake Zurich, BG/P/RM,) to go over needs and expectations on both sides. Promote new off-ice training area. Obtain 2 new groups by the end of Q3.	C	Staff is currently utilizing the space for in house programs and has worked out an opportunity for the travel league to utilize this space as well. <b>Secured 2 high schools for fall of 2017 with possibly 2 more coming on board as well in 2018.</b>

	(FAC) Purchase Fitness Equipment and/or move fitness equipment from PSS&WC. Complete by Q4.	NA	With the addition of new equipment at PSS&WC staff is evaluating what pieces can and will be relocated within the current inventory at TC and WRC. With the purchase of the fitness equipment for PSS&WC, the oldest equipment was selected to be traded in – most of the equipment was the original equipment which would not have been suitable to place at other district fitness facility locations. Therefore, these pieces were traded in with the purchase of the new equipment. Staff will be working in Q3 to purchase new budgeted fitness equipment for TC and WRC. <b>Staff is looking at the possibility of adding additional equipment in 2018.</b>
	(REC) Research to recommend to the Foundation the opportunity to purchase vans and/or a bus in 2018. Complete by Q3	IP	Staff is researching an efficient and effective plan for another vehicle, and the costs associated with each.
	(REC) Renovate the upstairs of Vogelei barn for permanent gymnastics space, move all equipment and build seating/viewing area for family members. Complete by Q1.	C	All equipment has been moved to Vogelei and classes ran with strong numbers for Q1. Updates will be made as needed to the space to meet the needs of the growing program.
	(FAC) Resurface main gym floor, dance studio and 3 racquetball court floors. Staff will obtain quotes in Q1 & 2. Project will be complete in Q3.	C	Staff has begun obtaining quotes for the floor refinishing. This project should be completed prior to the end of Q3. This project is scheduled to be done the week of Nov. 20 <sup>th</sup> . <b>The floors at WRC were resurfaced on Nov. 20<sup>th</sup>.</b>
	(FAC) Research and develop a new canine event in Q1 & Q2. Implement new special event by Q4.	C	Staff is researching and preparing to hold a canine carnival in Q3. Currently staff is looking to host this canine carnival in the Fall. <b>The Doggie Carnival was held on Sept. 16<sup>th</sup>. It was attended by over 120 dogs. There were 12 vendors for guests to visit and games for dogs to “play” to win prizes. Everyone that came received a raffle ticket to be eligible to win one of many donated basket prizes.</b>
Continue to develop and increase the number	(FAC) Offer 2 new special events by Q3.	C	Staff is researching and preparing a canine



of special events at the dog parks.		carnival in Q3. <b>The Doggie Carnival was held on Sept. 16<sup>th</sup>. It was attended by over 120 dogs. There were 12 vendors for guests to visit and games for dogs to “play” to win prizes. Everyone that came received a raffle ticket to be eligible to win one of many donated basket prizes. The cutest costume contest was also added for the dog park members.</b>
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**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand specialized programming opportunities that utilize partnerships and contractual agreements	(REC) Implement a grass roots program back into the preschool program at TC. On site lessons for a nominal fee to capture younger skaters back into the figure skating program. Complete by the end of Q1.	NB	<b>Because of limited ice time and providing additional hours for rental grounds staff was unable to develop this program. If ice time opens and allows for this opportunity staff will look to provide this service.</b>
	(REC) Partner with the Village of Hoffman Estates block party coordinator to add a recreational component in their block party scheduling. (Ex. various contests, sound system with dance along options). Q1 – Schedule a meeting with VOHE coordinator. Participate in 50% of the block parties with this new recreational component by Q3.	NB	Staff reviewed this opportunity in house and based on the structure and makeup of the block party events the ability to integrate our services into those schedules were limited.
	(REC) With continued partnership with Village, expand on the Vogelei Teen Center and its offerings: offer monthly trips, dodgeball games at TC. Update current location at Vogelei with new furniture and updated equipment. Complete by Q2.	SC	Working with Teen Center staff to offer programming at TC, ID cards for attendees; purchased a new TV stand for Center. Staff is also working to expand programming opportunities to include dodgeball at TC and potentially other additional programs. Staff is setting up a meeting with the Village to discuss additional programming opportunities at the Teen Center. <b>Staff met with the Village representative and Teen Center staff to discuss improvements, new programs and trips, resources, and future planning for the Teen Center.</b>
	(REC) Program outdoor sport adventure	NB	<b>The district currently has archery programs</b>

	program at various parks. Add 2 additional archery programs. Complete by end of Q2		<b>taking place but based on the demand for more classes this was not needed.</b>
Expand facility based special events that promote greater facility usage.	(FAC) Continue to work with C&M to promote social media by offering daily, weekly and monthly promotions through Face Book, Twitter & Instagram. Complete one each month (12 total) by Q4.	C	Staff is currently in the process of interviewing the Digital Media Associate, which we are hoping will come on staff in early June. Staff is also working with C&M to offer various promotions via social media. Staff is also working with Retention Management sending out bi-weekly healthy tips and encouragement for fitness membership participation. <b>New Digital Media Associate started on 6/12.</b>
Expand Marketing communications with the use of social media and mobile applications.	(C&M) Utilize video on web and social media to engage and educate the community on green, social equity and health and wellness. Develop at least one new video each month; create 12 total by end of Q4.	C	Using existing videos until Digital Media specialist is hired, potentially by June 1 <sup>st</sup> , interview process in progress. <b>Digital Media Associate started 6/12. New videos have been created for PSSWC, BPC and 50+.</b>
	(C&M) Determine the direction of mobile access, and the feasibility of eliminating the mobile app in favor of the responsive website. Create a report and recommendation by end of Q2	C	<b>Delivered report to Division Director in Q3; mobile app will be discontinued in January 2018.</b>
	(C&M) Obtain Interstate Highway brown facility directional signs.	NB	<b>Staff did not solicit this opportunity this year as the numbered visits for each facility were not calculating correctly in 2018 new door counters will be order and in place for more concrete numbers.</b>
	(REC) Increase the use of the mobile app in STAR, PS, ELC and camp by 15%. Complete by Q2	C	Staff is evaluating the use of the mobile application now that the website is mobile friendly. Staff will be evaluating this amenity as the new digital media associate comes on board. <b>Delivered report to Division Director in Q3; mobile app will be discontinued in January 2018.</b>
	(REC) Gain greater visibility for the new 50+ Active Adults Center by identifying, and advertising on, both senior social media outlets and radio and television programs targeting seniors.	C	Staff has been promoting the new center through various channels, i.e. website (construction updates), Facebook, Eblasts, 50+ web page and a video was posted to include a tour of the current renovation during Q1. Staff has also promoted the center via the HE

			Chamber and staff has been meeting with the 50+ ambassadors to promote the center and discuss the fee/benefits structure. Continuous efforts to advertise the new 50+ Center and membership are ongoing, including marquee ads, social media, and face to face interaction with the new 50+ Program Manager during trips and programs.
	(DIVISION) Benchmark other volunteer program to determine appropriate measures as it relates to levels of volunteer engagement. Determine a number of hours per year as a baseline by Q4. Increase volunteer participation as a district in hours by 2% from 2016.	SC	Volunteer numbers did increase this year by over 2%.
Increase volunteer involvement in District operations	(REC) Develop a formal special event total attendance template that can also track demographic information that may be important for targeted markets and/or event ideas/decisions. Develop by end of Q2.	IP	<b>Discussions are being held on how we can achieve this goal at future events where registration is not required.</b>
Develop program life cycle model for all programs to assess meeting community needs and desires	(C&M) Actively account for social media subscribers and increase engagement by 10%, by Q4. Baseline will be established at to the end of 2016. Baseline in Followers: Facebook (all pages)-6614 Twitter @heparks-730 Instagram @heparks- 109	C	Staff is currently working towards these goals. <b>As of 12/31:</b> <b>Facebook (all pages) – 7362 (+11.3%)</b> <b>Twitter @heparks-836 (+14.5%)</b> <b>Instagram @heparks– 122 (+12%)</b>
Create recreational programs and opportunities to target underserved demographic populations	(FAC) Install Entertainment App Audio in TC & WRC to enhance our fitness member’s entertainment experience while visiting our facilities. We will have the opportunity to promote our fitness programs, special events and other information to our customers. This will be a free download for our patrons. Install in Q1	C	TC will be testing a new wireless entertainment app to possibly install at TC &WRC. The demo test went well at TC on April 3; staff is currently working to test the unit at WRC during the same week. Installation planned for the week of July 10 <sup>th</sup> at TC. <b>The entertainment app was installed at TC &amp; WRC in July and was received very well by members.</b>

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves	(DIVISION) Obtain 02 financial goals. Complete by Q4.	SC	<b>Waiting on final numbers, as those will be reported in the A&amp;F section.</b>
Secure additional alternative sources of revenue to support financial goals	(REC) Reach out to special interest groups to provide contractual services to reduce costs while providing new programming and service opportunities for residents and guests. Partner with 2 new special interest groups to provide 2 new contractual services for programming opportunities. Complete by Q4.	C	Staff has enhanced the current partnership with Harper College to offer additional services that HEPD is not currently offering. Staff is working with Kids First in the ELC, PS and youth athletic programs. Staff has also developed a partnership with WAKA (wiffleball), Bird Brain Disc Golf Club, and a flag football organization. The 50+ group has also partnered with a senior resource center (Comfort Keepers), offering Friday brown bag workshops on hospice care, senior care, etc. An agreement with All Star Sports was implemented this fall, offering 4 different sports classes to our preschool students and other kids ages 2-6 at TC and WRC. <b>Staff continue to partner with Harper to offer increased classes, such as adult art and other special interest classes starting in Winter 2018.</b>
	(REC) Provide membership incentives for early acquiring membership in the new 50+ Club. Q2	C	With the new membership fee structure, an Early Bird Registration special is being offered for members joining between May 15-July 31. Staff met with the 50+ ambassadors to help rollout the new membership. Other incentives include priority trip registration (beginning with fall trips), new programs, and exclusive use of the 50+ Game Room.

**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals	(ICE) Develop Off-Ice facility programming to maximize revenue potential. Market the area to outside organizations for a diversified	C	A trainer is helping consult with coaching staff on the best way to train youth. Equipment will all be in place by the end of May. Schedules

	user group. Complete by end of Q3.		have been developed and tested. Lining up rental groups to use the space starting in September, currently in-house and camps are using the space. <b>Travel hockey rented space this summer and is set for the fall. All in – house teams are using the area and all high schools in the area have information on the facility.</b>
	(DIVISION) Measure the total net surplus in the 02 from 2015 to 2016. Complete by Q3.	SC	Staff is waiting on the final numbers for the year end to determine if this goal was met.
	(FAC) Increase facility rental revenue by across the district by a minimum of 3%, from 2016 to 2017. Complete by Q4.	SC	Staff is working with C&M to promote the various rental opportunities, currently WRC is meeting expectations compared to 2016. <b>C&amp;M has developed marketing materials for the new renovated spaces at TC. Final numbers will be reported in the A&amp;F section.</b>
Support Friends of HE Parks to expand level of financial support provided to District and our residents for scholarships and special projects	(C&M) Work with Business and Foundation to promote the purpose of Friends of HE Parks to increase event participation and donations to the Foundation. Increase exposure by 3% from 2016. Complete by Q4.	C	<b>Promoted GNO in Jan/Feb; SRT Golf Outing in May/June; Wine event in Aug/Sept; currently promoting Giving Tree.</b>
	(DIVISION) Increase the revenue ratios and reduce the expense ratios from 2016 to 2017. Review by end of Q1 and implement any changes by Q2.	C	Staff is currently working on this, fees have been adjusted for field rentals, 50+ memberships and other opportunities are being explored. <b>Staff has increased the fees in the new spaces within the north side space at TC and the previous Jerry’s Pro Shop area and preschool program fees. Staff has also adjusted the organizational chart at PSS&amp;WC to reduce FTE overhead costs.</b>
Continue to evaluate and apply for grant revenues to support District’s operations and capital projects	(C&M/REC&FAC) Increase the number of grant opportunities. Apply for 2 more in 2017 than in 2016; total of 6 or more by Q4.	C	Applied and won Power Play Grant \$1,000. Entered Amish Country Gazebo video contest in May. June \$20K Grant from Jewel/Osco for Wolf Pack. Q3 Community Garden grant application sent. Q4 America Walks grant application sent.
	(REC) Work with Advertising & Sponsorships to identify corporate sponsors	C	Working with Advertising and Sponsorship Manager to bring in new sponsors for Grand

	for the 50+ Center. Q3		Re-Opening event and 50+ Open House. Also with Party in the Park and working to bring in sponsors for the bi-monthly brown bag lunch and other new programs. <b>With the addition of new 50+ activities, such as Lunch ‘n’ Learn, new sponsorships have been generated. Other programs that have received sponsorships include Pub Quiz nights, 50+ Open House, and the Holiday Dinner Party.</b>
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**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals	(REC) Increase program participation by 1% overall from 2016 to 2017. Complete by Q4	SC	Staff is currently monitoring participation, it should be noted that with HUSC moving to a rental program though the financial gain is enhanced the general participation in youth programming will decrease due to the fact that this is no longer an in-house program. New athletic programs, a higher rate of early soccer registration, an additional ELC classroom, and new general programs (i.e., improv classes, theater); will support an increase in program participation numbers. <b>Final numbers will be reported as part of the year-end balance score card data in February.</b>
	(FAC) Maintain total membership sales at TC & WRC from 2016 to 2017. Complete by Q4.	NA	Staff is currently working towards this goal. Monthly promotions to increase membership. Summer memberships. Membership promotions continue to be developed and implemented in Q4.
	(FAC) Work with the Parks Maintenance department to convert additional parking lot and gym lights to more energy efficient systems by Q3.	C	Parks maintenance has completed the conversation at TC
Reduce utility expenses in parks and facilities by converting to alternative energy sources	(FAC) Research the opportunity to add wind power at Vogelei or alternative energy sources by end of Q3.	NB	<b>Staff reviewed this opportunity but based on the limited number of programs at Vogelei with the transfer of gymnastics it was</b>

			determined that the ROI was too low. Staff will look to offer this service potentially in 2018 or beyond as that site program inventory grows.
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**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Enhance District signage to inform and educate guests.	(C&M) Complete update of signage with new logos at parks, busses and marquees by year end 2017.	C	Working on bus signage, completed internal signage. <b>Bus signage completed in Q4.</b>

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operation safety excellence utilizing procedures and best practices to maintain PDRMA accreditation.	(SFAC) Facilitate Starguard lifeguard recertification, new lifeguard training, and in-services to ensure all aquatic team members meet or exceed program requirements. Complete Starguard operational reviews of PSSWC and SFAC. Plan aquatic trainings within Q1 and complete 4 outside audits by Starguard by Q4. Pass 90% of all audits conducted by Starguard.	C	Staff held 2 recertification classes with 27 staff members passing the course. The new guard class is scheduled for the first week in May. <b>Seascape Staff have already completed two successful Starguard audits receiving a 4 Star ranking on both, which equates to higher than 90% on each audit. Seascape rated a 98.65% on the PDRMA accreditation that was held on Friday, June 23.</b>
Utilize best practices to maximize operational efficiencies as a District	(FAC) Increase custodial & program set up staff at TC, within budget, to enhance the cleanliness of the facility & increase staff availability for the expected increase in rentals and programs with the renovation. Enhance checklists & develop schedule in Q1 & Q2. Implement in Q3.	C	Staff is working on updating cleaning checklists as the new renovation area comes on line. Staff is also looking at the schedule of cleaning to create the most effective and efficient plan to support the cleaning expectations at TC. Checklists have been developed. Staff scheduling has been modified and 1 additional custodial staff will be brought on.
	(REC) Hire a permanent part time athletic coordinator to enhance the organizational structure with this department. Complete by Q1.	C	Kyle Goddard has been hired as the permanent part time Athletic Coordinator, effective February 2017. Kyle was working in the athletic department as a PT2 employee. This

			change has added additional structure and support to our athletic programming.
	(C&M) Hire a full-time Social Media Associate to provide enhanced digital marketing opportunities for the Park District. Complete by Q1.	C	Complete, new staff started on June 12, 2017.
	(REC) Add a full-time Child Care Coordinator to provide consistent, year round assistance to the Preschool, ELC, Star, and Camp programs, children, and families. Complete in Q1.	C	Lisa Swan the new Child Care Coordinator moved from a PT1 status to a full time employee in January 2017. Currently staff is very happy with this new organizational change.
	(FAC) Work with local vendors to obtain the best pricing for our custodial supplies. Try to utilize mass purchasing amongst all facilities. TC&WRC. Q1- Set up facility supervisor and head custodial Mtg. to identify supplies needed and potential vendors. Q1 & Q2- Obtain quotes from identified vendors. Implement changes in Q3 if able and the program is cost effective.	C	Staff is working on researching this opportunity, staff did try to utilize a different provider but the level of product and service did not service. Staff currently has two quotes that are being evaluated to determine if the quality and financial goals would be met.

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operation safety excellence utilizing procedures and best practices to maintain PDRMA accreditation.	(FAC) Continue offering quarterly trainings for all district team members to become Medic AED/CPR certified. Schedule will be developed in Q1 and courses will be held in each quarter. Complete 4 classes by the end of Q4.	C	The Medic AED/CPR class dates have been established for 2017 and have been distributed to team members. Staff has purchased student guides in Spanish and will be holding a class in Spanish for Spanish speaking team members. The first class of 2017 was held on Feb. 25 <sup>th</sup> . Classes have been implemented for Q2 and will continue throughout Q3. Medic classes were held on March 18 <sup>th</sup> , April 25 <sup>th</sup> & 26 <sup>th</sup> , June 3 <sup>rd</sup> & Sept. 9 <sup>th</sup> . <b>The 5<sup>th</sup> &amp; final class for 2017 was held on Nov. 3<sup>rd</sup>. Seven classes were offered and 5 completed in 2017.</b>
Strengthen emergency response training by implementing drill trainings.	(FAC) Conduct quarterly emergency response training drills at each facility. Schedules to be developed and implemented	C	Plan has begun and drills will begin in Q2. Medical attentions that have occurred within the facilities have gone very well, according to



	in Q1.		appropriate process. <b>A drill for the Armed Intruder is currently being planned in coordination with the Hoffman Estates Police. The drill will be implemented within Q3. Given feedback and work with HE Police Dept, additional modifications will take place to the HEPD Armed Intruder code in 2018 and training will take place in FY18.</b>
Develop additional programs and processes to support conservation, green initiatives	(ICE) Continue to look for ways to improve energy efficiency measures in the ice arena area. Complete 4 reviews by Q4; see utility cost savings by Q3.	C	Staff raised the floor temp by 2 degrees in January- March to take pressure off the compressors. Currently this has been successful. Summer usage on the system as it is operational for this summer will be a good comparison to 2015. The Hot weather in Aug/Sept seemed to be a good test for the new system and at this time operationally it is running very efficiently.
Provide educational programs and opportunities on environmental best practices	(C&M) Create media (to include Park Perspectives, Video and/or photos on social media and web) that educates the community about the park district's environmental, social equity and green practices. One per quarter.	C	<b>Q1 &amp; Q2: Among the videos with top views in YouTube are Park Info: What is Bioswale and Park Info: The role of fire. Annual Report: Enviro facts about trees included; plus HE Parks green efforts. Social Eq: NWSRA marketing on Facebook, website in Q1 &amp; Q2. Q 3 &amp; Q4 Conservation: Monarch Butterfly; Community Garden Plots, Controlled burns.</b>

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue emphasis on cross-training and ensure workforce readiness.	(DIVISION) Work with outside contractor to enhance the 2016 program by Q2.	C	Staff has worked on this at the service desk staff meetings and continues to train on these initiatives. <b>Staff worked with Ron Vine an outside contractor to start to develop additional surveys not only for customer</b>

			<b>feedback but also the interaction with the guests.</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities	(FAC) Continue to train and enhance the service desks knowledge in upselling and cross selling for all district programs and services. WRC & TC will conduct quarterly staff meetings where each new quarter will discuss what is being offered in addition to any other updates and trainings.	C	Staff meetings will be offered on 2 different evenings in an attempt to have more team members able to attend. The first meeting of 2017 was held on Feb. 15 <sup>th</sup> & 16 <sup>th</sup> . Staff also went over the whole list of safety training during these meetings. TC & WRC held staff meetings on May 22 & 24 & Sept 12 & 14 to update all service desk staff on any changes and the upcoming reopening of the north side at TC. <b>The 4<sup>th</sup> quarter staff meetings were held on Nov. 16<sup>th</sup> &amp; 20<sup>th</sup> for TC &amp; WRC service desk staff.</b>
Continue to foster openness in communication District-wide	(DIVISION) Invite the Business and Parks divisions to the monthly all division team meeting; have them attend 4 by the end of Q4.	SC	<b>Staff had the business department attend 1 meeting this year, but in 2018 the aim will be to reach a quarterly attendance number.</b>

**District Objective 2: Build organization culture based on I-2 CARE Values**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continually expand and update Hoffman University training curriculum to enhance workforce knowledge and readiness.	(FAC) Provide CHEER customer service training and require attendance of all new HEPD team members. Provide 2 CHEER training opportunities by end of Q4. In addition, modify CHEER presentation to be able to be viewed by all newly hired team members within initial orientation time frame.	C	The CHEER presentation is in process of being modified to allow all staff to be able to view the presentation upon initial orientation. The process will be complete within Q2. <b>The modification of the CHEER presentation will take place within Q3. Given priorities and project timelines, the Cheer presentation will be modified in Q4. This initiative will be completed within FY18.</b>
Promote healthy lifestyles through work environment best practices	(DIVISION) Continue to strive to enhance the internal work culture that remains honest and ethical with principles that foster strong integrity and trust around the I2CARE values. Conduct 4 internal customer service based trainings in monthly FTE meetings. Complete by Q4.	C	<b>Staff continues to implement team building exercises at the FTE monthly division meetings. Staff is also working with the other departments to create enhanced internal customer service by meeting directly with those parties involved in various projects.</b>

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities.	(ICE) Send staff to training seminars – STAR, IMEO, USFS, USA Hockey. Complete by end of Q3.	C	STAR training on refrigeration. Completed June.
Create and maintain succession plan to prepare employees for advancement and prepare organization for personnel changes	(DIVISION) Work with the current team and as opportunities present themselves to provide internal advancement when applicable. Work with team members to prepare for these changes by Q4.	SC	Staff will work with the current established plan and does discuss these opportunities to grow as professionals and reach their own career objectives. <b>Succession plans have been reviewed and this process continues to be reviewed as part of the CAPRA process.</b>

**HOFFMAN ESTATES PARK DISTRICT  
2017 GOALS & OBJECTIVES  
PSS&WC**

**DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage	Develop wellness and fitness opportunities, services to engage customers and build rapport. Develop 1 new retention program in Q1.	C	The Personal Training Coordinator has offered wellness opportunities promoted through the monthly wellness calendar. The member loyalty program continues to be enhanced within the personal training program. The Personal training Coordinator has collaborated with membership and incorporated a book club onto the wellness calendar started 6/17. The Personal Training Coordinator continues to offer wellness opportunities promoted through the monthly wellness calendar. Monthly meet the Health Coach workshops started 10/10. <b>Complimentary nutrition, fitness, and general wellness programs and services are being offered. The programs have been well attended and have received positive feedback from customers.</b>
Increase cooperative efforts with neighborhoods and community associations on health related issues	Strengthen partnership opportunities with organizations, such as AMITA Health, AthletiCo, The Windy City Bulls and the HE Chamber to provide community based fitness programs and services. Schedule 2 integrated educational/awareness activities (i.e. heart health, breast care, back/injury prevention) in Q2 and Q4 for a total of 4 for the year.	C	The partnership continues with the Higgins Educational Center to provide outreach group fitness classes on a weekly basis, beginning within Q2. <b>Classes were successfully running throughout Q2, with a planned break until the fall season. The Windy City Bulls completed their inaugural season – the PSS&amp;WC website continues to highlight the relationship. The AthletiCo contract was renewed. Within Q3, AthletiCo will provide a back injury prevention seminar. In addition, in Q2, the PSS&amp;WC Personal Training Coordinator provided a complimentary educational</b>

			<b>seminar for the HE Village employees for the fitness challenge on the Wonders of Walking.</b>
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**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage	Add 1 new class format and implement 4 retention events. Complete by Q4.	C	The fitness department has planned and implemented a new group fitness class: HIIT 360 on the Synergy equipment piece started 2/1/17. The fitness department held a “March Madness” retention event within the group fitness classes 3/16/17-4/3/17. The fitness department will offer free group fitness classes and workshops during the open house on 10/28. <b>The personal training department has offered free small group classes, workshops throughout Q4.</b>
	Develop a Charter Member Rewards program (for members with 5+ years of consistent active membership status). Research and plan in Q1 and Q2; implement enhancement by Q3.	NB	<b>Objective will be included in FY18 divisional goals.</b>
	Enhance current Member Rewards program securing a minimum of 15 referrals per month in FY17.	C	The Member Services team introduced a new ‘Give 25/Get 25’ referral promotion in Q1, which contributed to a total of 54 member referrals (18/month). Q2 member referral totals averaged 11 referrals per month. Q3 member referral and friends/family referral totals averaged 35 referrals per month. <b>Q4 member referral and friends/family referrals averaged 36 per month.</b>
	Host 1 health and wellness fair in Q4 to expand community and corporate outreach.	C	Date established for Q4 Open House to highlight all areas of club in addition to renovation project completion (Oct 28). <b>Successful Open House generated 11 new memberships and interest in several club programs and services.</b>
Develop performance measurement system to evaluate value in programming structure	Utilize current system for membership (Constant Contact) to complete evaluations for the group swim lesson program to	C	Survey will be implemented in Q2. <b>The survey was on hold until the HEPD survey committee created a consistent template</b>

	assess customer satisfaction. Complete in Q2 and Q4 for a total of 2 surveys.		<b>for district-wide use. The swim lesson survey will be completed in Q4, and will continue into 2018.</b>
	Develop and incorporate new online member survey to assess member needs and initiate targeted responsiveness. Initiate 1 survey in early Q2.	C	Survey to be delayed until completion of capital renovation projects in FY17; select FT staff attended survey workshop in Q2, which will result in the creation of a District survey committee designed to create parity and synergy with all survey formats including those used at PSS&WC. Final drafts of facility surveys are currently under review by the survey team with a schedule of intended distribution dates to be released in Q4. <b>PSS&amp;WC member survey completed and scheduled for distribution to members in FY18 Q2.</b>
	Create an evaluation form for the climbing wall class to find ways to enhance the current program. Complete by end of Q2	C	An evaluation form has been created and used on classes last day. <b>Results indicated that parents are very satisfied with instructors and quality of class, yet parents want lower maximum enrollment so their children have more time on the wall. Staff have accommodated by providing 2 class times, splitting age groups so that more time can be spent for participant climbing.</b>
	Create a class evaluation form for Kids First Sports to find additional needs of our patrons. Complete by the end of Q2	C	Will begin within Q2. <b>FT staff attended survey workshop in Q2, which will result in the creation of a District survey committee designed to create parity and synergy with all survey formats including those used at PSS&amp;WC. The format for the survey will be ready in Q4.</b>
Utilize best practices to maximize operational efficiencies as a District	Research and introduce a migration to a digital dues collection process via secure website portal/link. Complete by Q3.	IP	Pending launch of RecTrac/VSI upgrade to determine if feasible. Launch of Rectrac/VSI upgrade scheduled for Q4 (will consider viability of digital dues collection following launch). <b>Online dues payments available for district clients; promotion of this payment option for PSS&amp;WC members to take place in early FY18 as part of 3.1</b>

			<b>features.</b>
	Resurface gymnasium floor. Complete by Q4.	C	Project is planned to take place within Q4. Quotes will be received within Q2. The PSS&WC gymnasium project has been scheduled for mid-September. The lowest qualified vendor was selected for the project. <b>Project completed in Q3.</b>
	Install additional filtered water bottle filler station in Kids Korner hallway. Complete by Q4.	NB	<b>Placed into the 2018 budget (within the green committee).</b>
	Purchase Fitness Equipment. Complete by Q4.	C	Equipment bid packet has been completed and opened to the public in March. All budgeted Fitness Equipment has been purchased and will all be delivered and installed before 7/31/17. <b>All budgeted Fitness Equipment has been installed in Q3.</b>
	Complete tennis court painting enhancement within 2017. Complete project by end of Q3.	C	Project for the tennis court has been planned for August 2017. <b>Project completed in Q3.</b>
	Replace hand dryers in community locker rooms with energy efficient/effective models. Complete by Q3 from Green Budget.	NB	Project will be assessed and completed as part of the 2018 budget.

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Increase volunteer involvement in District operations	Develop 1 new high school volunteer program. Plan and develop in Q1 & Q2. Implement program in Q3. Engage 5 high school volunteers in the new program by Q4.	C	Fitness Supervisor will be researching similar programs within HEPD and at other park districts in Q2 to potentially implement in Q3 or Q4. <b>The timeline for new high school volunteer program was modified to take place within 2018.</b>
Improve overall health outcomes of programs offered	Continue with further enhancement of 12 month wellness calendar based on monthly activities and events within the club and in Kids Korner to engage, educate, and enlighten members. Plan quarterly 2 initiatives with input from front line team members beginning in Q1. Complete 8	C	Enhancements to monthly wellness calendar in Q1 have included expansion of social media promotional initiatives, member challenges, and group fitness class spotlights; expansion of wellness calendar in Q1 continued thru Q2 and Q3 with the introduction of new member book club and

	initiatives by end of Q4.		other interactive initiatives and events. <b>Monthly wellness calendar will continue in FY18 to offer varieties of promotional initiatives designed to inspire participation and retention.</b>
	Research and implement an educational based gardening program within Kids Korner that will include container gardens within outdoor activity area. Implementation by end of Q2.	C	In process of purchasing plants for the educational purposes for the Kids Korner. To be implemented within the beginning portion of Q3. <b>Purchased and planted plants with assistance from the Kids Korner; children continue to water and care for plants through Q3.</b>
Expand marketing communications with the use of social media and mobile applications	Establish a social media campaign program to connect with prospective and current members to enhance communication and increase “touch points” with engaging, fun, and informative initiatives. Launch in Q1 with continued emphasis throughout Q2, Q3 & Q4. Produce and communicate at least 1 message via social media each week. Measure results monthly through Google Analytics, complete by Q4.	C	Introduced Facebook ‘live’ videos in Q1 that included a facility tour, Cardio Tennis tutorial, and member challenges; working with C&M team on weekly posts to promote facility and district initiatives to members; working with FT Digital Media Associate on various video recorded streams to showcase use of new fitness equipment and updating current photo portfolio to capture ‘before and after’ images throughout the renovation projects; established new Google analytics account in Q2 for PSS&WC following website platform conversion. Interactive digital media posts and video streams continue to increase reach among social media platforms; Q4 digital enrollment promotions <b>included</b> emphasis on photos and video streams of newly renovated areas.
	Introduce new blog component on website for educational, retention, and recruitment purposes. Implement in Q2, engagement success rate %.	SC	Currently researching new club app option thru NetPulse for potential launch in Q4 following renovation project (will take the place of a blog). <b>Development of club app will take place in Q4 with launch of monthly app service available for members in Q1 of FY18.</b>



**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves	Achieve FY17 net membership goal total by end of Q4.	C	Staff is currently working to achieve this goal. Net actual is currently tracking ahead of net goal at conclusion of Q2 and Q3. <b>Staff achieved annual net membership goal exceeding the budgeted net goal by 37 members. (Final net member total = 60). (Final membership revenue totals pending.)</b>
	Initiate member rate increase (\$2/member) in February of 2017.	NB	<b>Rate increase/change evaluated during the budget process and the decision was made not to move forward in 2017. Staff will continue to assess in 2018.</b>
	Monitor budget to ensure practices continue to support the achievement of budgetary revenue and expense goals and aims. Meet and/or exceed departmental budgeted bottom line for fund 11.	C	Monitored budget throughout Q1 and Q2. <b>Budget continues to be monitored throughout Q3, with efforts to reduce expenses and enhance revenues in appropriate accounts. Continued to monitor budget in Q4.</b>
	Monitor PSS&WC operational budgets both from revenue and expense standpoint to ensure that projections are meeting and/or exceeding the budgetary aims of the district. Meet bi-monthly throughout the year, with the GM, Supt. of Facilities and Director of Rec/Fac. to ensure that the annual budget is meeting expectations. Complete 18 meetings prior to the end of Q4.	C	Budget is in process of being monitored and meetings have taken place within Q1. <b>The process has been on-going into Q2 as well as Q3.Meetings continued and budget monitored through Q4.</b>
Develop new business plan structure, including cost recover goals, program trends, markets served, and competition	Enhance current corporate membership program while increasing corporate membership base. Host 4 recruitment events for existing corporates to generate growth. Grow the membership base by 1% in 4 existing corporate accounts beginning in Q1; secure 2 new companies by end of Q4.	C	Targeted email and enrollment campaign to local school districts (U46, 211, 54, 220, 300) launched in Q1 with discounted 1-week pass option and discounted enrollment fee. Recruited and secured new corporate membership relationship with Sunburst Digital resulting in 19 new members in Q2. Q3 corporate recruitment efforts included targeted promotional strategies at companies

			within the Prairie Stone business park and local school districts. Secured new corporate relationship with Vistex, located in Hoffman Estates (180 employees). (Final corporate membership revenue totals pending.)
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**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
	Increase annual aquatic pass fees by 5%. Implement in Q4.	NB	Increase planned in Q2 or Q3. <b>Transferred to FY18 goals and objectives.</b>
	Research the option of adding a fee-based ancillary children’s program during weekday afternoon closure in Kids Korner. Complete research by end of Q2 with a recommendation by end of Q3.	NB	<b>This will be pursued in FY18.</b>
	Research the ability to discontinue the tennis membership in favor of a fee-based general usage option for all members. Complete research by end of Q2 and recommend a direction by start of budget process 2018.	NB	Anticipation of hourly court fee increase and potential monthly rate changes following tennis court capital renovation project in Q3. <b>Consideration of fee increase transferred to FY18.</b>
	Research capabilities of RecTrac to accommodate a “house charge” payment for members. If feasible implement in Q3, for services such as PT, massage, guest passes, etc.	NB	Pending launch of RecTrac/VSI upgrade to determine if feasible. <b>Transferred to FY18 for consideration with upgrade now in progress.</b>
Develop strategies to attract additional sponsors and new partnerships.	Work with Sponsorship Coordinator to try to secure a sponsor for the Climbing Wall. Anticipate securing a sponsor by Q4.	<b>C</b>	<b>Unable to secure a sponsor for the wall in 2017, but will continue to reach out to local businesses to help subsidize to make wall more cost effective. Efforts will continue in Q4.</b>
	Work with Sponsorship Coordinator to secure a potential sponsor for the indoor tennis court area. Anticipate securing a sponsor by Q4.	<b>SC</b>	Currently working with USTA to secure grant for blended lines application that will be done during capital court renovation project in Q3. USTA grant secured by Operations Manager to cover the cost of the addition of blended lines during renovation in Q3. <b>Efforts to resume in FY18 to secure potential corporate court sponsor.</b>

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop new business plan structure, including cost recover goals, program trends, markets served, and competition ( <i>annually</i> )	Maintain efforts to continually monitor industry growth and change among regional and industry leading competitors (i.e. like-type facility visits 1 per quarter).	C	Research done online and by phone in Q1 and Q2 and Q3 <b>and Q4</b> to obtain membership information and details at 4 regional facilities.
Perform internal control audits	Manage payroll to meet personnel budget to ensure maximum operational efficiency. Meet payroll budget by end of Q4. Monitor IMRF, ACA and PT1 team member hours per (26) payroll to maintain budgeted levels and aims.	C	Monitoring budget on a consistent basis throughout Q1 and striving to reach financial goals and ensure operational efficiencies. <b>Efforts to monitor and manage personnel budget were on-going into Q2 and continued into Q4.</b>

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District	Complete the PSS&WC café area refurbishing to enhance customer experience and utilization of facility space	C	Meetings have taken place and initial designs have been developed for the café area. Progress will continue to be made throughout Q2. <b>Café renovation project delayed until FY18.</b>
	Meet and exceed the member and customer expectations as it relates to facility cleanliness. Conduct daily opening and closing MOD walk through checklists, weekly manager walk through and bi-monthly walk through with contractual cleaning service. Complete by Q3.	C	Manager on Duty daily opening and closing check-lists and follow through on items has been implemented within Q1 <b>and Q2</b> . Facility walk-throughs have taken place on a consistent basis. The work order system has also been used to support facility maintenance and repair within Q1 <b>and Q2</b> . <b>Efforts will continue within Q3 and was continued in Q4.</b>
	Log and follow up on 100% of all member comment cards (if requested) as it relates to a facility concerns. Complete by Q4.	C	Comment cards reviewed and responded to weekly beginning in Q1 and Q2, as well as Q3 <b>and Q4.</b>

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop operational processes required to maintain accreditation status for CAPRA.	Schedule and complete the annual climbing wall inspection by Experiential Climbing Systems or other PDRMA recommended	C	Inspection has been completed and new auto belay has been installed.

	climbing wall organization. Schedule within Q2, complete inspection by Q3.		
	Facilitate Starguard lifeguard recertification, new lifeguard training, and in-services to ensure all aquatic team members meet or exceed program requirements. Complete Starguard operational reviews of PSSWC and SFAC. Successfully complete operational reviews throughout each quarter, complete program by Q4. Pass and/or exceed 90% of all Starguard audits by Q4.	C	Staff held 2 recertification classes with 27 returning staff members passing the course. Two new guard classes were held training 47 new lifeguards this summer. HEPD staffed a total of 74 StarGuard trained lifeguards. The relatively young staff exceeded 4 out of 5 audits and passed the 5 <sup>th</sup> audit.

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operational safety excellence utilizing procedures and best practices to maintain PDRMA accreditation	Provide Medic AED, CPR, First Aid Course educational training opportunities to all HEPD team. Offer a total of 4-5 trainings by end of Q4.	C	The Medic AED, CPR, and First Aid courses have been planned for the year. One has been completed within Q1 and 3 classes have been planned for Q2, including a Spanish speaking version of the class. <b>Classes have been implemented for Q2 and will continue throughout Q3. Classes continued to be offered throughout Q3 and will continue into Q4. A total of 6 trainings were offered in 2017.</b>
	Achieve PDRMA accreditation process, achieving scores which meet or exceeds expectations. Complete PDRMA review within scheduled time frame for 2017. Achieve a minimum score of 95% on the accreditation evaluation.	C	Staff is in progress of preparing for the PDRMA accreditation process. Meetings have taken place and a plan is in action for preparation for site visits taking place within Q2/3. The Aquatics review was completed on June 23. Staff successfully prepared to achieve an exceptional score of 98.65%. Ongoing efforts continue to prepare for the Recreation and Facilities review, planned for July 13. <b>The recreation and facility review was completed and received an exceptional score of 99%</b>
Implement best practices to maintain a minimum score of 95% in the District-wide IPRA environmental report card	Achieve all needed facility requirements to achieve a minimum score of 95% on the District-wide environmental report card. Complete by Q4.	C	Staff is currently working on this alongside the PDRMA accreditation review.

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities for staff by encouraging participation in workshops, conferences, and other educational opportunities.	Develop engaging educational opportunities for team development to enhance knowledge of the fitness industry and facility services to better serve members. Conduct 4 internal PSSWC trainings quarterly, complete by Q4.	C	Internal trainings will be offered within Q2. <b>Trainings were provided to increase staff and member knowledge pertaining to the new cardiovascular training fitness equipment.</b>
	Promote staff educational development and professional development among team by attendance of industry recognized conferences and seminars, including the IPRA, PDRMA, Club Industry and NRPA. Create an annual plan prior to the end of Q1 that includes all FT team members and what external educational opportunities they will be attending that fits within the financials means of the budget.	C	Several staff have attended the IPRA conference and participated within the PDRMA educational programs within Q1. Participation within training opportunities will continue in Q2. The Aquatics and Program Manager attended the PDRMA Aquatics Risk Management training within Q2. Plans continue to attend upcoming seminars and educational programs offered within Q3. <b>Club Industry was attended by 2 FTE team members within Q3. FTE team members have registered for Q4 educational sessions, including the PDRMA Risk Management seminar and a PDRMA Building Intruder Educational Session.</b>
Incorporate incentive programs for healthy habits for employees	Obtain 25% of all FT team members participating in the PDRMA Path Program incentive by the end of Q4.	C	FT team members have begun the progress of participation and registration for the PDRMA PATH program. Screenings are scheduled for Q2. <b>Path Program was achieved by FTE within Q4.</b>
Continue emphasis on cross-training and ensure workforce readiness.	Measure secret shopping program and show improvement from outside consultants evaluations in 2016 (upselling and cross selling training) by end of Q2.	SC	<b>By working with Ron Vine and associates the district has established a survey task force to help with setting up measures to determine improvement.</b>

**District Objective 2: Build organization culture based on I-2 CARE Values**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote healthy lifestyles through work environment best practices	Engage team members at PSS&WC using the CHEER customer service initiative. Forming	C	The process will begin within Q2. <b>The process has been delayed and will begin</b>

	“teams” of PT team members to carry out the CHEER culture, rewarding those that do. Implement by Q2.		<b>within Q3. This initiative will be a focal point in FY18</b>
Continually expand and update Hoffman U training curriculum to enhance workforce knowledge and readiness	Set expectation for all PSSWC new team members to complete CHEER training within 2017. Have 100% of all new hires trained in the CHEER program prior to the first 3 months of employment.	SC	The CHEER presentation is in process of being modified to allow all staff to be able to view the presentation upon initial orientation. The process will be complete within Q2. <b>Given significant capital project planning and PDRMA preparation priorities, the modification of the presentation format will be initiated within Q4. This initiative will be completed within 2018.</b>
Continue to foster openness in communication District-wide	FT team members attend monthly Recreation & Facility Division all team mtgs. Hold a minimum of 8 meetings prior to the end of Q4.	C	FT team members have attended monthly recreation and facility division meetings within Q1. <b>Consistent attendance of meetings continued throughout Q2 &amp;3, as well as Q4.</b>

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to evaluate and create procedures and training to promote a high level of internal customer service	Plan offsite gathering of PSSWC Leadership Team to assess performance of previous quarter and share ideas for upcoming quarters. Start by Q2; complete at least 2 meetings by Q4.	C	Will begin within Q2. <b>Meetings took place on-site to discuss and coordinate efforts for the direction and discuss performance of quarter. Meetings continued within Q3 as well as Q4.</b>
Continue emphasis on cross-training and ensure workforce readiness	Hold quarterly departmental meetings to connect and share updates and information with team members. Conduct 4 meetings by Q4, with 90% attendance at each meeting, per department.	C	<b>Meetings have been conducted on an “as needed” basis throughout Q2. Meetings continued throughout Q3 and continued throughout Q4.</b>
Continually expand and update Hoffman University training curriculum to enhance workforce knowledge and readiness	Encourage PSSWC team members to attend Hoffman U training. Have all FT team members attend at least 3 non mandatory Hoffman U trainings and have at least 2 FT PSS&WC team host 1 Hoffman U.	C	Hoffman U educational sessions have been attended by FT team members within Q1. <b>PSS&amp;WC Registered Dietician as well as Personal Training Coordinator provided 2 lectures for the Hoffman U program within Q2. Both lectures were well attended by HEPD team members. Attendance for Hoffman U continued throughout Q3. A Hoffman U is being organized for an educational session</b>

			<p><b>provided by the Hoffman Estates Police Department for the Armed Intruder emergency code and action plan review within Q4. The HE Police Department provided a Hoffman U on the Armed Intruder code and the HE Village with the HE Police Department provided a presentation on “Handling Challenging Customer Situations”. FTE and PT team members attended Hoffman U training sessions.</b></p>
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**HOFFMAN ESTATES PARK DISTRICT  
2017 GOALS & OBJECTIVES  
GOLF**

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

**DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE**

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

Division Objectives	Measures/Action	Status	Achievement Level/Comments
Expand facility based special events that promote greater facility usage	Host 4,100 Outing Rounds (3,419 Outing rounds in 2016).	C	Outing rounds will begin in 2 <sup>nd</sup> qtr. We have hosted 1,050 outing rounds thru 2 <sup>nd</sup> Qtr. We have hosted 3,815 outing rounds thru 3 <sup>rd</sup> Qtr <b><i>We have hosted 3,922 outing rounds thru 4<sup>th</sup> Qtr</i></b>
	Provide 27 Preferred Tee Times Groups (28 Groups in 2016).	C	We currently have 30 groups for the 2017 season. <b><i>We have 30 Preferred Tee Time Groups for 2017.</i></b>
	Provide 3,326 League Rounds. (2,870 rounds in 2016).	SC	League rounds will begin in 2 <sup>nd</sup> qtr We hosted 1,461 league rounds thru 2 <sup>nd</sup> Qtr. We hosted 2,411 league rounds thru 3 <sup>rd</sup> Qtr. <b><i>We hosted 2,411 league rounds thru 4<sup>th</sup> Qtr.</i></b>
	Discount & Annual Golf Pass Sales: Resident 251 Passes; Non Resident 186 Passes (Resident 233 Passes; Non Resident 182 Passes in 2016)	SC	1 <sup>st</sup> Qtr Pass Sales = Resident 65 Passes; Non Resident 133 Passes Thru 2 <sup>nd</sup> Qtr our Pass Sales are = Resident 128 Passes; Non Resident 182 Passes Thru 3 <sup>rd</sup> Qtr our Pass Sales are = Resident 236 Passes; Non Resident 182 Passes <b><i>Thru 4<sup>th</sup> Qtr our Pass Sales are = Resident 241 Passes; Non Resident 182 Passes</i></b>
	Provide Jr. Program Classes in Spring, Summer & Fall to 143 participants. (141 participants in 2016).	SC	Jr Program classes will begin in 2 <sup>nd</sup> Qtr We have had 48 Jr Program participants with 4 classes remaining in 2017. <b><i>We have had 118 Jr Program participants in 2017.</i></b>
	Provide Group Lessons to include 50 students for all ages in Spring, Summer & Fall. (35 Students in 2016).	SC	Group lessons will begin in 2 <sup>nd</sup> Qtr We have had 15 participants thru 2 <sup>nd</sup> Qtr. We have had 22 participants thru 3 <sup>rd</sup> Qtr



			<i>We have had 22 participants in 2017</i>
	Host 4 outside wedding ceremony only events. (1 in 2016).	SC	Wedding season begins in 2 <sup>nd</sup> Qtr We have 5 ceremony only events in 2017 <i>We have 5 ceremony only events in 2017</i>
	Host 5 Wedding Receptions. (4 in 2016).	SC	Wedding season begins in 2 <sup>nd</sup> Qtr We have 5 reception only events in 2017 <i>We have 5 reception only events in 2017</i>
	Host 20 Ceremony & Reception Weddings (21 in 2016).	SC	Wedding season begins in 2 <sup>nd</sup> Qtr We have 14 ceremony & reception events in 2017 <i>We have 14 ceremony &amp; reception events in 2017</i>

**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand marketing communications with the use of social media and mobile applications	Receive 10 Five Star Reviews on the Knott for Weddings. Goal is 10 Reviews receiving 5 Stars (13 in 2016).	C	Wedding season begins in 2 <sup>nd</sup> Qtr We have had 1 review thru 2 <sup>nd</sup> Qtr placed which was a 5 star review. Most review will be submitted in 3 <sup>rd</sup> & 4 <sup>th</sup> qtrs. We have had 8 reviews thru 3 <sup>rd</sup> Qtr that received a 5 star review. <i>We have had 11 reviews thru 4<sup>th</sup> Qtr that received a 5 star review.</i>

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>		
Expand facility based special events that promote greater facility usage	Provide 6 Special Golf Events with 360 participants. (4 events with 244 participants with 1 remaining event 2016.)	C	Our first event was cancelled due to inclement weather. Remaining 5 events will be in 3 <sup>rd</sup> and 4 <sup>th</sup> Qtr. We have had 1 event in the 3 <sup>rd</sup> qtr with 40 players with 3 events remaining in the 4 <sup>th</sup> qtr. <i>We have had 4 event in thru 4th qtr with 246 players with 2 events cancelled due to inclement weather.</i>
	Provide 2 Holiday Event Brunches with 675 guests (371 Guests for Easter Brunch & Breakfast with Santa is in December).	C	Events are in 2 <sup>nd</sup> and 4 <sup>th</sup> qtr. We hosted 346 guests for Easter Brunch. Breakfast with Santa will be held in 4 <sup>th</sup> Qtr. <i>Breakfast with Santa hosted 474 guests for a total of 820 Guests in 2017</i>
	Host 6 Special Event Nights. (5 events in 2016).	C	Events start in 2 <sup>nd</sup> qtr. We hosted 1 event in 2 <sup>nd</sup> qtr with record attendance of over 160 guests.

			<p>We had 3 live music events cancelled due to inclement weather in the 3<sup>rd</sup> qtr.</p> <p><b><i>We hosted 1 event in 2017 with 3 cancelations due to inclement weather.</i></b></p>
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**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves	Monitor Golf budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives. Meet or exceed Golf Department Budget bottom line.	C	<p>Budget is monitored monthly. With the weather cooperating early this spring we are off to a good start in 1<sup>st</sup> qtr with rounds and range sales.</p> <p>The budget is being monitored very closely. With the up and down weather patterns we are working hard at managing the tee sheet along with expenses for all areas. As we approach the fall season staffing levels are being adjusted accordingly. We currently on pace to be on budget with expenses and projected revenue is on track to be ahead of budget.</p> <p><b><i>The golf budget exceeded revenue by \$41k with expenses being slightly over budget by \$18k.</i></b></p>
	Monitor F&B budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives. Meet or exceed F&B Department Budget bottom line.	C	<p>Budget is monitored monthly. With the weather cooperating early this spring we are off to a good start in 1<sup>st</sup> qtr with the Tap Inn.</p> <p>The budget is being monitored very closely. With the up and down weather patterns we are working hard at creating specials and marketing to our golfers thru social media and GPS ads.</p> <p>Revenues are slightly down per budget but expenses have been monitored accordingly and are also down thru 3<sup>rd</sup> qtr.</p> <p><b><i>F&amp;B revenue just fell short of budget by \$16k but the expenses were under budget by \$47K</i></b></p>
	Monitor Golf Maintenance expense and monitor to ensure expenses do not exceed budget and are in line with revenue projections. Meet or exceed Golf Maintenance Department Budget bottom line.	C	<p>Budget is monitored monthly. With the weather cooperating early this spring and the golf course opening, the Maintenance crew has still been operating with an off season crew with minimum expenses in 1<sup>st</sup> qtr.</p> <p>Golf Course maintenance budget is on plan thru 2<sup>nd</sup> qtr.</p>

			<p>We look to monitor closely come late 3<sup>rd</sup> qtr and adjust based on weather and Golf revenue.</p> <p>Golf Course maintenance remains on plan thru 3<sup>rd</sup> qtr.</p> <p>We should see some additional savings as the year comes to a close.</p> <p><b><i>Golf Course maintenance operated below plan with a savings of approximately \$55k in 2017.</i></b></p>
	Provide 30,352 Rounds. (29,130 thru 10/31 in 2016).	C	<p>We had 1,293 rounds in 1<sup>st</sup> qtr.</p> <p>We have provided 12,111 rounds thru 2<sup>nd</sup> qtr which is above the 5 year average of rounds thru 2<sup>nd</sup> qtr of 11,728</p> <p>We have provided 18,057 rounds thru 3<sup>rd</sup> qtr which is above the 5 year average of rounds thru 3<sup>rd</sup> qtr of 17,377.</p> <p><b><i>We have provided 30,323 rounds in 2017 which is above the 5 year average of rounds of 30,099.</i></b></p>

**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals	Provide 2,400 Hole In One Challenge Participants (New for 2017)	C	<p>We had 92 participants in 1<sup>st</sup> qtr.</p> <p>We have had 942 participants thru 2<sup>nd</sup> qtr.</p> <p>We have had 2,086 participants thru 3<sup>rd</sup> qtr.</p> <p><b><i>We have had 2,414 participants in 2017.</i></b></p>
	Increase the marketing and updating golfnow.com to increase golf now rounds to produce additional revenue during slow periods. Increase golfnow.com rounds by 3%. Approximately 5k rounds (4,003 Rounds Thru Oct 31st).	C	<p>We had 268 Golf Now rounds booked in 1<sup>st</sup> qtr.</p> <p>We have had 2072 Golf Now rounds booked thru 2<sup>nd</sup> qtr.</p> <p>We have had 4,141 Golf Now rounds booked thru 3<sup>rd</sup> qtr</p> <p><b><i>We have had 5,128 Golf Now rounds booked in 2017</i></b></p>

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District	Complete bunker renovation project by May 2017 with the assistance of the Parks Department.	C	<p>Bunker project is advancing nicely. We are on schedule to be completed by the end of April.</p> <p><b><i>The bunker project is completed and we have received many great comments on the finished project.</i></b></p>

	Work with Parks Department for annual burns, tree stump removal, and other maintenance projects to save from additional expenses from renting equipment. Use parks department machines 5 different times for the season to minimize renting equipment.	C	Annual burns were completed in 1 <sup>st</sup> qtr by the parks department. Will complete additional burns and stump grinding in 3 <sup>rd</sup> and 4 <sup>th</sup> qtr. Burns are scheduled for 4 <sup>th</sup> qtr. <b><i>Golf Maintenance and Parks Department completed burns in native areas along with removing 33 trees and stumps in 4<sup>th</sup> qtr.</i></b>
	Purchase 2 New Greens King Greens mowers. Purchase 1 <sup>st</sup> Qtr.	C	Mowers have been purchased and are due to arrive in April. <b><i>Mowers have arrived and are in service.</i></b>
Achieve District annual budget to maintain fund balance reserves	Manage payroll to meet or exceed personnel budget to ensure maximize operational efficiency. Meet or exceed Payroll Budget.	C	Payroll is closely monitored on a daily basis and adjusted daily based on weather and functions. Payroll is constantly monitored with weather and amount of play and adjusted accordingly. We will continue to monitor very closely as we trend towards the end of the season. <b><i>Payroll was below budget in 2017.</i></b>
	Monthly budget monitoring to maintain at or below projected budget expenses. Not to exceed budget expenses.	C	Expenses are being monitored closely and are on plan thru 1 <sup>st</sup> qtr. Expenses are being monitored closely and are on plan thru 2 <sup>nd</sup> qtr. Expenses are being monitored closely and are below plan thru 3 <sup>rd</sup> qtr. <b><i>Expenses were monitored all season. We finished below budget for the 2017 season.</i></b>
Perform internal control audits	Monthly budget monitoring and proper costing out on menus to maintain a 33% food cost and 26% beverage cost.	C	Both food cost and beverage costs are in line with budget after 1 <sup>st</sup> qtr. <i>Expenses are being monitored closely and are on plan thru 2<sup>nd</sup> qtr.</i> <i>Expenses are being monitored closely and are on ahead of plan thru 3<sup>rd</sup> qtr. (31% food cost and 25% beverage cost.)</i> <b>Monitoring Food Cost and Beverage cost for 2017 was a high priority. The 2017 totals were 31% food cost and 25% beverage cost which were below the budgeted amount.</b>
Connect & Engage Our Community	Increase volunteer participation in the Event Area Garden Club meetings. (2	NA	Meetings will begin in 2 <sup>nd</sup> qtr. No meetings have been held to date. Will be evaluating

	Meetings in 2016)		this program in future months. <i>This program was a challenging one to complete as most of our areas require specialized planting.</i>
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**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

Division Objectives	Measures/Action	Status	Achievement Level/Comments
Utilize best practices to maximize operational efficiencies as a District	Provide a clean and well maintained clubhouse facility and equipment consistent with district standards. Complete daily checklist and rectify and identify deficiencies and remedy as necessary. 90% Completion Rate.	C	The facility is following the daily checklists we have in place and is completing these lists 100% of the time in the first quarter. The facility is following the daily checklists we have in place and is completing these lists 100% of the time in the second quarter. The facility is following the daily checklists we have in place and is completing these lists 100% of the time in the 3rd quarter. <b>The facility completed the daily checklists we have in place and completed these lists 100% of the time in 2017.</b>
	Provide a well-manicured golf course consistent with adopted 2016 maintenance goals. Weekly inspection with golf course superintendent, identify deficiencies and remedy as necessary. 90% Completion Rate.	C	Maintenance has started spring clean-up on the course along with all the general practices on a daily basis; along with the major bunker project Maintenance has done an exception job with golf course maintenance especially with the roller coaster weather patterns. Currently they are completing the renovation of the 17 <sup>th</sup> tee box set to open end of July. Maintenance has done a great job maintaining the golf course and has completed all fall aerification. The course has been receiving great reviews thru 3 <sup>rd</sup> qtr. <b>The golf course was maintained all season long in a high level. Fall projects have been completed and winter applications have been applied.</b>

**District Initiative 2: Utilize best practices**

Division Objectives	Measures/Action	Status	Achievement Level/Comments
Enhance overall quality of natural areas	Maintain a portion of the natural areas by the use of the burns and alternate methods. Complete by 3 <sup>rd</sup> Qtr.	C	Majority of the natural areas were burned in 1 <sup>st</sup> qtr by the parks department. Additional burns will be held in the fall. Some areas have been mowed down and we have

			additional areas that will be burned in 4 <sup>th</sup> qtr. <i>All natural areas have been mowed down or burned heading into winter.</i>
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**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Implement best practices to maintain a minimum score of 95% in the District-wide IPRA environmental report card	Maintain IPRA's Environmental Report Card. By end of 4 <sup>th</sup> quarter.	C	Will be completed in 4 <sup>th</sup> qtr. <b>We received a 97% on Environmental Report Card. GRAND TOTAL POINT REVIEW 90% - 100% Your agency is an environmental leader in the field and has reason to be proud.</b>
PDRMA Accreditation	PDRMA Accreditation – Receive a 95% Grade	C	Review will be in 3 <sup>rd</sup> qtr. <i>Golf received a 98% on the review.</i>

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop a new hire training program that addresses District policies and procedures	Train all Part Time employees in all departments on service plan. Train 100% PT Employees in all departments by March. Train all new hires after March within 15 days of hire.	C	All new hires are being trained on procedures and service plans. We have added a significant amount of new staff in 2 <sup>nd</sup> qtr to prepare for our season. Staff has continue to train all staff in will continue to provide additional on the job training during the summer months. All staff has been trained and completed new hire orientation thru 3 <sup>rd</sup> qtr. <b><i>All staff was trained and orientations were completed in 2017</i></b>
Incorporate incentive programs for healthy habits for employees	Have key staff attend HEPD AED & CPR training. Have at least 24 key staff members maintain certification by end of 2 <sup>nd</sup> Qtr.	C	Staff is in the process of signing up for the Hoffman U classes to ensure all key staff certifications are up to date. <b><i>Key staff members have attended AED &amp; CPR training. For both the clubhouse staff and along with the golf course maintenance staff.</i></b>

**District Objective 2: Build organization culture based on I-2 CARE Values**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
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Continue to foster openness in communication District-wide	Conduct weekly staff meetings during prime season with key personal to discuss operations, golf events and special events. 40 weekly meetings.	C	Staff is meeting on a weekly basis to discuss upcoming events and event coordination. <i>Staff meetings and constant communication with staff is taking place to ensure all events are discussed and planned accordingly to our customers' requests.</i>
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**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities.	All F&B Employees become BASSET Certified & Food Serve Safe. 100% of all F&B Employees.	C	All new F&B staff are required to receive certification within first 15 days of employment. <i>Currently all staff are certified with Basset training.</i>