



1685 West Higgins Road, Hoffman Estates, Illinois 60169  
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**AGENDA  
RECREATION & FACILITIES COMMITTEE MEETING  
TUESDAY, JULY 20, 2021  
7:20 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - June 15, 2021
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Recreation Board Report and 2Q Goals / M21-066
  - B. Facilities Board Report and 2Q Goals / M21-069
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 this public meeting please call 847-885-7500 with at least 48 hours' notice.



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**MINUTES  
RECREATION & FACILITIES COMMITTEE MEETING  
June 15, 2021**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on June 15, 2021 at 7:28 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Chhatwani, Commissioner Kaplan, Comm Reps Henderson, MacGregor (7:40), President Kinnane

Absent: Comm Reps Beranek, Macdonald

Also Present: Executive Director Talsma, Director of Recreation Kapusinski, Director of Parks, Planning & Maintenance Hugen, Director of Golf & Facilities Bechtold, Director of Finance & Administration Hopkins

Audience: Commissioners Friedman, McGinn, Dressler, K. Evans

**2. Approval of Agenda:**

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

**3. Approval of the Minutes:**

Commissioner Kaplan made a motion, seconded by President Kinnane to approve the minutes of the May 18, 2021 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

**A. SD54 – STAR Second Amendment Agreement / M21-057:**

Director Kapusinski explained that this is a one-year extension to the current STAR agreement that was dated 2014-2020. Through a First Amendment to the agreement the agreement was extended for 2020/2021 school year and this Second Amendment will extend the agreement for the 2021/2022 school year.

Commissioner Kaplan made a motion, seconded by Comm Rep Henderson to recommend to the full Board the approval of the School District 54 second amendment for the 2021-2022 school year. The motion carried by voice vote.

**B. Bridges Driving Range Furniture Purchase / M21-061:**

Director Bechtold explained that the original bid from two bidders was rejected due to costs. After value engineering the project, the furniture was rebid for ten tables, four chairs and three trash receptacles. There was only one bid received. The winning bid was Sister Bay Furniture for the cost of \$43,878.

Based on the total cost of the overall bid, staff will be submitting a change order to add 12 Adirondack chairs for \$5,551.80 to place around the fire pits. Total cost is within the overall project budget at \$49,429.80.

Commissioner Evans asked what the weight limit on the chairs is. Director Bechtold was going to research that answer.

Comm Rep Henderson made a motion, seconded by Commissioner Kaplan to recommend to the Board the approval of the purchase of the driving range furniture from Sister Bay Furniture for a total of \$43,878 and with the change order total of \$5551.80 for a grand total of \$49,429.80. The motion carried by voice vote.

**C. Bridges Driving Range Golf Ball Dispensers Purchase / M21-062:**

Director Bechtold explained that the original bid was rejected due to costs. After value engineering the project, the ball dispenser was rebid. Each station has automatic ball dispenser that houses 1,500 balls and will dispense by motion. The dispenser can be controlled by time as well and links with Top Tracer Technology. One bid was received last time, and there were two bids received this time. The low bid of \$33,000 by Range Automated Systems.

Commissioner Evans asked if the dispenser tees the balls as well. Director Bechtold responded that the system will not automatically tee up the balls.

Commissioner Dressler asked how long does 1,500 balls last. Director Bechtold said it typically lasts one day and added that a sensor will appear for a low warning.

Commissioner Kaplan made a motion, seconded by President Kinnane for the approval of the purchase of the driving range golf ball dispensers from the lowest bidder, Range Automated Systems, at a total of \$33,000. The motion carried by voice vote.

D. Windy City Bulls Expanded Agreement and Club Usage / M21-063:

Executive Director Talsma explained that we have had an agreement with the Windy City Bulls (WCB) since 2016. He noted the WCB want to expand upon the agreement in order to make The Club the official practice facility of the WCB. WCB use The Club's courts to practice; however, the courts are currently lined to High School regulations. Staff met with Brad Seymour, the President of WCB, and he toured the new weight area of The Club and he noted it was of the caliber the team requires.

WCB need a NBA-sized court, preferably overlaying The Club's courts 2 & 3, with two new basketball sanctions along with shot clocks and timing systems. WCB have agreed to reimburse the district for the costs of the court adjustments. An addendum will be added to the agreement to include an hourly flat rate fee for rental use. Details are still being finalized for meet & greets, as well as ticket giveaways. Staff is excited and looking forward to expanding upon this partnership.

Commissioner McGinn asked about the lines on the gym floor. Director Bechtold said that the lines will be repainted during the gym floor re-sanding which is planned to be completed this summer.

Commissioner Friedman mentioned that multi-colored lined courts are difficult to play. Commissioner Friedman is a big fan of this, but it is difficult to play.

Commissioner McGinn asked how long the court difference is between NBA-sized and high school-sized courts. The difference is ~10-12 feet.

Commissioner Evans asked to clarify that the three courts will still remain. This was confirmed by staff.

Commissioner Kaplan asked if they can use our gym for weight training. Director Bechtold confirmed that they can during the practice times and stated that he doesn't think it will be an issue with patrons during the mid-day timeframe that they practice/workout.

President Kinnane asked if players' families are included in this agreement. Director Bechtold said it is only players and coaches. Family members can purchase a pass.

Commissioner Kaplan made a motion, seconded by Comm Rep Henderson for the approval of moving forward with developing a new agreement with the Windy City Bulls. Staff will be presenting more information at the June A&F Committee meeting with final recommendations and project costs. The motion carried by voice vote.

E. Recreation Board Report / M21-059:

Director Kapusinski highlighted the following:

- Spring dance recital was held at the Triphahn Center with eight mini shows.
- Spring special events: Kids to Parks Day and Craft Fair at Seascape
- Hoffman Basketball Academy continues to expand and add more programs.
- Baseball season opening game begin with the Mayor throwing out first pitch.
- Seascape is now open with many days being very busy.
- Swim lessons have resumed with almost all sessions being sold out.

Comm Rep Henderson asked if swim lessons are offered for adults. Director Kapusinski stated that we will look into adding that back in for fall.

President Kinnane asked if swim instructors are also lifeguard. Director Kapusinski confirmed that some instructors are not lifeguards, but many are.

Commissioner Dressler stated that she was excited to see that the Chino Garden Plots were sold out.

Comm Rep MacGregor made a motion, seconded by Commissioner Kaplan to send the Recreation Board Report to the Board as presented. The motion carried by voice vote.

F. Facilities Board Report / M21-060:

Director Bechtold highlighted the following from Bridges:

- Golf course is doing well with the low rain and dry grounds.
- This month there were 7,756 rounds which is the most in the past five years.
- Classes are sold out with 24 students for the second session.
- Every day after 5:30 p.m., the Junior Development time is \$2/child and \$8/adult and it is a great way to promote to the junior golfers.
- Bridges had their first wedding this past weekend.

Commissioner Evans asked how course handled the rain on Saturday. Director Bechtold said it drained well.

Director Bechtold highlighted the following from The Club:

- Staff is seeing members return to The Club since the removal of COVID-19 restrictions. They have already sold 62 memberships for June. Those returning are still amazed by the renovations.
- Director Bechtold stated that 70% of members are using the facility.
- Staff is working on Kids Korner for an opening in August before school starts.
- New outdoor free fitness classes are starting this summer.

Comm Rep MacGregor would like to reserve swim lanes using the app versus over the phone. Director Bechtold took note and added staff plan to keep reservations for lap swim, even though the zero depth pool no longer requires reservations. Comm Rep MacGregor added the locker rooms are fantastic.

President Kinnane asked if there was a timeframe for lap swim. Executive Director noted it is one hour block reservations.

Comm Rep MacGregor made a motion, seconded by Commissioner Kaplan to send the Facilities Board Report to the Board as presented. The motion carried by voice vote.

**7. Committee Member Comments:**

Comm Rep MacGregor stated that it is fantastic to return to The Club. He loves seeing things open up. Great job with the renovations.

Comm Rep Henderson stated that she is so glad to be back in-person. The park district has done wonderful things this past year. She is proud to be part of this park district.

Commissioner Kaplan thanked Chairman Chhatwani for leading the meeting. He also thanked Director Huguenot for weeding Field Park.

President Kinnane stated that summer is great. His children have been at Seascapes almost every day.

Chairman Chhatwani said that TC desk staff, Mirza Baig, was very pleasant when he gave her group a tour. She recognized Executive Director Talsma and his team for going above and beyond.

**8. Adjournment:**

Comm Rep Henderson made a motion, seconded by Comm Rep MacGregor to adjourn the meeting at 8:08pm. The motion carried by voice vote.

Respectfully submitted,

Rec Committee  
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Craig Talsma  
Secretary

Alisa Kapusinski  
Director of Recreation

MEMORANDUM NO. M21-066

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
Alisa Kapusinski, Director of Recreation  
**RE:** Recreation & Communications/Marketing Board Report  
**DATE:** July 20, 2021

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*Recreation Division*



*Triphahn Center*



*Willow Recreation Center*

**Triphahn Center Fitness**

<u>Membership</u>	<u>06/30/2020</u>	<u>01/01/2021</u>	<u>06/30/2021</u>	<u>2021 YTD Var. +/-</u>
<b>Total</b>	<b>716</b>	<b>509</b>	<b>529</b>	<b>+20</b>

Pass	% of members who visited in June	Total Members
TCIA Fitness Adult	56%	347
TCIA Fitness Junior/Student	64%	80
TCIA Fitness Senior	58%	104
TCIA Gym Pass	100%	4
TCIA Silver Sneakers	15%	106
TCIA Tivity Prime	7%	73
TCIA Renew Active	11%	45
Total	43%	759

**Willow Rec Center Fitness & Racquetball**

<u>Membership</u>	<u>06/30/2020</u>	<u>01/01/2021</u>	<u>06/30/2021</u>	<u>2021 YTD Var. +/-</u>
Fitness	221	93	86	-7
Racquetball	69	52	30	-22
<b>Total</b>	<b>290</b>	<b>145</b>	<b>116</b>	<b>-29</b>



Pass	% of members who visited in June	Total Members
WRC Fitness Adult	55%	56
WRC Fitness Junior/Student	70%	12
WRC Fitness Senior	32%	23
WRC Gym Pass	0%	0
WRC Silver Sneakers	9%	11
WRC Tivity Prime	0%	16
WRC Renew Active	0%	7
Total	36%	125

### Group Exercise Enrollments

Class	June
50+ Gentle Yoga	2
50+ Forever Strong	25
50+ Basic Exercise	16
Sunrise Yoga	0
Fitness Boot Camp	11
Women of Steel	9



### Dog Off-Leash Areas

Membership	06/30/2020	01/01/2021	06/30/2021	2021 YTD Var. +/-
<b>Total</b>	<b>737</b>	<b>586</b>	<b>705</b>	<b>+119</b>



### General Programs

#### General Programs:

Program	Summer Enrollment 2021
Baton & Poms	31
A&A Music (piano & guitar)	10
Palatine Choir	1
Horsemanship	4
Shotokan Karate	90
Tae Kwon Do	40
Gymnastics	244
Kid/Tot Rock	46
Youth Drawing	21
Dance	102

On Saturday, June 26, we hosted our first Safesitter class at the Triphahn Center. We had six registered for the class and we will add more classes for the fall.



### 50+ Club

- Pub Trivia had 34 participants at the June 24 event.
- Drop-in programs continue to grow with participation. A third TV was added to Wii Bowling due to more players.
- Two additional pickleball times were added to the schedule on Tuesday and Thursday mornings from 9-11am.
- BINGO Night was held on June 15 with 15 participants.
- Upcoming events include: Vegas Dinner Party (7/15), Senior Game Night (7/26), Lunch with the Historian (8/4), & Lunch with the Mayor (8/18).



### Early Childhood

Little Stars Child Care has 27 children enrolled; last June, the facility re-opened with nine children.

Little Stars Grand Opening/Open House is scheduled for July 10 from 10:00am-1:00pm. All teachers will be present. We will be conducting tours, having crafts and games in the gym, and offering small snacks in room 113. This event is being used to showcase the child care rooms, promote enrollment, and spread the word about our program.

Registration for next fall's 2021/22 part-day preschool is currently open. There are 139 children enrolled for school next year, 99 at Triphahn and 40 at Willow. Afternoon classes at TC may be cancelled due to low enrollment; this decision will be made the last week of July. Preschool promotion has been added to the Swim Lesson Report Cards. In addition, signs will be posted and staff will be present at area parks throughout the upcoming months to promote preschool to the park users.

Preschool & Kinder Camps began this month at both Triphahn and Willow.

Camp	TC- PSK 4 day	TC- PSK 2 day	TC- Kindercamp	WRC- PSK	WRC – Kindercamp	WRC- Ready for Kinder
Session 1	16	6	18	14	14	15
Session 2	15	8	16	15	19	17



## School Age - STAR and Day Camps

### **Summer Camp**

From June 7 to July 2, Hoffman Estates Park District Summer Camps ran from 9:00 am to 3:30 pm at four locations; Lincoln Prairie School, Macarthur School, the Triphahn Center and Willow Recreation Center. Early Stay (7:00 am-9:00 am) and Late Stay (3:30 pm-6:00 pm) were offered at Lincoln Prairie School, Macarthur School and Willow Recreation Center. Those in Jr. Explorers at Triphahn Center were offered transportation to and from Early Stay and Late Stay at Macarthur and Lincoln Prairie Schools. Registration is listed in the chart below.

Field trips were kept within our park district facilities bringing in a few outdoor vendors, as well as just using our wonderful resources within the park district. Swimming at Seascape was also brought back this summer; two days per week for each camp.

#### **Lincoln Prairie School**

	<b><u>June 7-11</u></b>	<b><u>June 14-18</u></b>	<b><u>June 21-25</u></b>	<b><u>June 28-July 2</u></b>
Early Stay	12	12	12	11
Explorers Camp	47	49	48	47
Late Stay	18	19	17	15

#### **Macarthur School**

	<b><u>June 7-11</u></b>	<b><u>June 14-18</u></b>	<b><u>June 21-25</u></b>	<b><u>June 28-July 2</u></b>
Early Stay	10	6	5	8
Explorers Camp	49	51	51	51
Late Stay	10	12	12	16

#### **Willow Recreation Center**

	<b><u>June 7-11</u></b>	<b><u>June 14-18</u></b>	<b><u>June 21-25</u></b>	<b><u>June 28-July 2</u></b>
Early Stay	5	7	9	9
Explorers Camp	46	50	50	52
Jr. Exp.	12	12	12	13
Late Stay	8	8	8	9

## Triphahn Center

	<b><u>June 7-11</u></b>	<b><u>June 14-18</u></b>	<b><u>June 21-25</u></b>	<b><u>June 28-July 2</u></b>
Explorers Camp	15	15	15	15

## **STAR**

We are looking forward to our 2021-2022 STAR season, and planning is underway. We currently have 210 registrations for district 54 and 136 registrations for district 15, plus 31 registrations for KinderSTAR. We will push to get more as the parents finalize their work schedules.



*Youth Athletics*

## **Athletics**

### **Hoffman Basketball Academy**

- Exciting highlight in the month of June was our Hoffman Basketball Summer Slam Shootout
  - High school participants:
    - Freshmen level- Palatine, Hoffman Estates, Schaumburg
    - JV- Palatine, Hoffman Estates, Jacobs
  - Teams enjoyed themselves and have all indicated they would like to be back next year.
  - We gained a lot of followers on twitter from this event
- Staff created a twitter account for players to better follow what we're doing
  - Twitter is great in the basketball world for players to follow what you offer, local coaches can see what you are doing, and schools can follow along to see what their players are up to. @Ba\_hoffman is the handle.
- We tested out the waters of the AAU world at the 13U level
  - We had a team compete in two local AAU tournaments. These are players we put together from previous camps, leagues and trainers. We will be putting together another team for the fall season.
- Camps/Clinics
  - We had all three fundamental classes run on Thursdays with 39 kids participating.
- Spring In-house league
  - Our first ever spring in-house league ended on June 13. This league was motivation for us to test out AAU.

### **Baseball / Softball**

- All of our youth baseball in-house leagues ended in June.
  - N60 baseball will continue through July.
- We hosted our all-star event with some new additions this season.
  - We hosted a hitting contest for all players who did not get voted into the all-star game
  - Mixed Hoffman and Rolling Meadows players up to promote league unity

- Offered local vendors a table to reach out to our families
  - Batting Bennys and HEAA football each had a table
- Colt League- For the first time since we began to offer colt baseball in 2018, we will have two teams at this level! Games start on June 21.
- Rentals: We hosted one Seminole sports tournaments in the month of June.

### **Adult Softball**

- Adult Softball league is running with eight teams. The league will end July 12.

### **Soccer**

- HUSC is running youth sports classes this summer. There are 150 participants for this summer.

**Contractual Youth Sports:** 25 participants in Jr. Sports classes this summer.

**Fishing:** 70 participants in Learn to Fish and 38 in the free Fishing Clinic this month. The new summer Bass League has 15 members.

### **E-Sports**

- There are 17 members of E-sports Zone.
- We launched our first summer camp with Code Ninjas in our newly renovated space.
- We conducted our open house on Wednesday, June 16, and had 14 people stop to check it out.
- Feedback has been great and all of our members have loved the facility since we opened.
- We are looking to add some Parent Night Out events.
- Our grand opening event will take place on August 28.

### **Pickleball**

- On Saturday, June 19, we hosted the Deaf Midwest Pickleball Tournament. We partnered with NWSRA on the event and had an amazing turnout. The tournament was held at Fabbrini and ran most of the day. The tournament ran so well that they are considering us for hosting the national tournament next year.
- We are also excited because recently we had all of our Senior Center Pickleball players register with us for the Monday, Wednesday, Friday timeslot. We had 118 people register who play actively on those days each week. This shows what a great contingent of players we have who are committed to playing with us each week during the warmer months.
- Zane Navratil, who is the #2 pickleball player in the world will be conducting lessons at Fabbrini on Thursday, July 22. We are very excited to have him and the lessons are all almost already filled up.



## Ice Operations

### Hockey:

- Summer hockey clinics have 48 participants.
- Hockey development lessons have 45 participants.
- MooseJaw 3v3 league began this month. There are 29 teams and 64 players enrolled as individuals that joined teams.
- Summer Camps are offered full day 9am-3pm or half day 9am-noon.
  - o Week 1: 11 full day & 6 half day
  - o Week 2: 10 full day & 7 half day
  - o Week 3: 17 full day & 4 half day
  - o Week 4: 5 full day & 14 half day

### Figure Skating:

- Summer session of figure skating lessons began in June. There are 175 skaters enrolled this session. We had to expand lessons onto the second rink due to the large enrollment in one timeslot!
- There were 88 skaters enrolled in June freestyle.
- 252 private lessons were taught in June.
- Summer Camp enrollment:
  - o Week 1: 20
  - o Week 2: 8
  - o Week 3: 15
  - o Week 4: 16

### Public Skate:

- Public Skate was offered on June 13. There were 57 pre-registered and 20 walk-ins. Public skate on June 27 had 53 pre-registered and 22 walk-ins.



## Aquatics

There were 1,507 pool passes sold by the end of June 2021 compared to 1,291 in 2019. Many factors caused this high increase: 1) We had a very hot start of the summer. 2) Some area park districts did not sell pool passes while we were still in Phase 4 Bridge, therefore non-residents were coming to Seascape to swim this summer.

### **Seascape Admission & Membership**

<b>Membership Type</b>	<b>June</b>	<b>May</b>
Seascape Memberships	1,447	470
Seascape Memberships-Senior	52	28

<b>Membership Daily Scans</b>	<b>June</b>	<b>May</b>
Seascape Memberships	3,823	52

<b>Daily Admission</b>	<b>June</b>	<b>May</b>
Daily 2-61	6686	96
Senior 62 +	114	3

### **Seascape Swimming Lessons:**

<b>Swim Lessons Enrollment</b>	<b>June</b>
Group/Tot/Parent Tot	103
Private Lessons	24

Small group and private swim lessons began at Seascape on June 7. Lessons are held Monday/Wednesday/Friday for two weeks at a time.

### **The Club Swimming Lessons:**

<b>Swim Lessons</b>	<b>June YTD</b>
Group/Tot/Parent Tot	104
Private Lessons	17

Small group swimming lessons began at The Club on June 8. Lessons are held on Tues/Thurs evenings for two weeks at a time and Saturday mornings for five weeks at a time.

Please see below for an email from a patron thanking our Aquatics Manager, Liz Blake, for a great experience.



Lisa Lewis <lisalisa.lewis@gmail.com>

Liz Blake

Mon 1

Re: Party Tent

Hey Liz-

Your team was phenomenal! They were very attentive and hospitable. They communicated appreciation for having the party and never seemed to feel like we were a burden. They kept tabs too on the weather and were proactive to call me to confirm and make us aware of the concerns and we both affirmed at 5 it's seemed like we're would be out of the woods. And then the weather truly worked out perfect. Please pass on our appreciation to the stellar team! My daughter said it was the best day of her life.

Thanks again!!

Lisa Lewis



## Communications and Marketing

### **Special Projects:**

- Fall brochure conversion to a web-based digital guide.
- E-sports door signage
- Phase 5 signage
- Chamber Fishing Derby event presence
- Preparation for July “Did you Know” campaign

### **Design Work:**

- E-sports door and floor steps signage
- Hoffman Basketball Academy wall decal
- Summer Slam Tournament logo
- Seascape rules signage
- Wedding Ad for Daily Herald
- Park Rental Form and Digital Reservation Form online
- Top Tracer artwork



### **Promotions:**

- Senior Vegas Dinner Party
- Pop Up Fitness events
- Storytime in Park
- Unplug & Play event
- Park Safari Hunt
- SRT Golf Outing
- Preschool Open House
- Fall Hockey registration (regional promo)

**Email campaigns:** Three e-blasts highlighting: Upcoming events, Seascape, E-Sports Zone, Open Skate. Two group specific emails went out: Senior June newsletters and Dog Park member rules & reminders.

### **Social Media:**

- 101 posts in June
- Top interactive posts:
  - 1) Now Hiring Lifeguards



- 2) Splash Pads are open
- 3) IL Deaf Pickleball tournament
- 4) Seascape open
- 5) Unplug & Play event

#### # of Followers:

Follower Count of HEParks Managed Social Media Accounts by Month									
		Monthly Follower Count							
Account	Social Media Platform	June 2021	May 2021	April 2021	March 2021	February 2021	January 2021	December 2020	November 2020
Bridges of Poplar Creek	Facebook	1,091	1083	1081	1062	1046	1046	1034	1029
	Instagram	129	129	128	124	123	121	122	118
	Twitter	161	161	163	164	164	164	165	166
The Club	Facebook	1647	1642	1644	1642	1640	1643	1636	1622
	Instagram	346	344	333	325	320	311	299	289
	Twitter	40	39	39	39	39	39	37	39
HEParks	Facebook	5,369	5293	5213	5180	5115	5062	5034	5013
	Instagram	912	888	866	855	839	808	776	729
	Twitter	1,073	1073	1072	1,071	1067	1070	1088	1092
Ice Academy	Facebook	100	100	98	97	96	92	90	88
Wolf Pack	Facebook	358	356	349	340	334	329	315	314
	Instagram	366	362	354	336	329	329	329	309
Senior Center	Facebook	122	121	120	118	116	116	115	114

#### Website:

Website traffic was high at the beginning of the month as patrons enrolled in summer camp, purchased seascape passes and enrolled in programs. Traffic decreased as the month progressed until the final week of the month when we experienced high temperatures leading to a traffic spike focused on Seascape and the Splash pads.

Traffic to HEParks website in June: 61,026 unique page views.

## Highest visited pages

- Highest visited pages in June 2021: Seascape, Program Guide, Splash Pads, Camp

## Press Releases:

- Summer events submitted to Daily Herald schedule of events
- Hoffman Stars Shine Bright at Regional Competition
- Fishing Supplies donation by Cabela's

**HOFFMAN ESTATES PARK DISTRICT  
2021 GOALS & OBJECTIVES  
RECREATION DIVISION**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

**DISTRICT GOAL 1: HEALTHY & ENJOYABLE EXPERIENCES**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new athletic event / program each seasonal brochure.	O
1Q Comment:	New programs for Winter included: Ice Fishing free clinics, Coach Kyle's clinics, private basketball lessons and Weigle's Warriors (sports/fitness class), offered and ran the first ever Spring Break Basketball Camp at the Triphahn Center.	
2Q Comment:	<b>New programs for Spring included: Bass Fishing League, Hoffman Basketball Academy clinics and camps and spring league for basketball. Hoffman Basketball Academy hosted the Summer Slam High School Girls Basketball Tournament in June. We added combined events for all players who did not make the all-star night for both soccer and baseball.</b>	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new ice event / program each seasonal brochure.	O
1Q Comment:	New programs for winter included: Intro to Speed Skating and Learn to Skate (for homeschool children).	
2Q Comment:	<b>Skate with Skates (Chicago Wolves mascot) was offered in spring for Public Skate.</b>	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new special event / general program each seasonal brochure.	O
1Q Comment:	New programs for winter included: Donut Day, Bunny Basket Drive-Thru, Adult Tap Dance ran for the first time and we were excited to get an adult dance program off the ground.	
2Q Comment:	<b>New programs for spring included: Park Quest Scavenger Hunt, Code Ninjas Coding Classes, E-Sports tournaments</b>	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new senior & adult event / program each seasonal brochure.	O
1Q Comment:	New programs for winter included: Snowshoe Hike, Spanish for Adults, Combo Dance class	
2Q Comment:	<b>Spring new programs: Puzzle Mania, Sunrise Yoga at TC</b>	

Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new early childhood event / program each seasonal brochure.	O
1Q Comment:	New program for winter included: Spanish	
2Q Comment:	<b>Held our first ever outdoor graduation ceremonies, as well as new open house events during the month of June which used to be offered in the winter.</b>	
Develop fitness marketing campaign.	Revamp the TC and WRC marketing initiatives to drive enrollment.	O
1Q Comment:	TC and WRC fitness center marketing increased to include consistent social media promotion, expanded internal programming, and updated branding to include photos, videos and new language.	
2Q Comment:		
Develop visual arts and expanded performing arts campaign.	Offer youth and adult visual arts classes. Expand performing arts classes for youth.	O
1Q Comment:	Staff is looking to add visual and performing arts for fall of 2021.	
2Q Comment:	<b>Unable to secure a performing arts instructor. Facebook post had more shares than any other job posting, but no applicants.</b>	
Evaluate cricket participation and address field needs	Promote cricket by reaching the community users who are interested in cricket.	O
1Q Comment:	Cricket will be offered in summer. Marketing efforts will be expanded to the market that has interest in cricket.	
2Q Comment:	<b>Cricket was offered for summer, but no registration occurred. We are researching a new vender (HUSC) to run cricket moving forward.</b>	
Promote trails and paths	Update website with interactive trail and path feature. Research promotion of trails and paths on external websites.	O
1Q Comment:	The template and draft of the interactive park website page has been designed and it being built.	
2Q Comment:	<b>The interactive park map on website launched in spring.</b>	
Provide community and family-oriented events	Create a minimum of two new special events.	C
1Q Comment:	Donut Day, Bunny Basket, Spring Craft Fair	
2Q Comment:	<b>Park Quest Scavenger Hunt, Outdoor Summer Kick Off Craft Fair at Seascape, Puzzle Mania, Summer Slam Basketball Tournament</b>	
Expand hockey program with adult leagues	Establish an adult hockey league.	O
1Q Comment:	Adult drop-in hockey offered in Q1. League will be determined once mask guidelines are updated.	
2Q Comment:	<b>Adult drop-in hockey continues. Looking to start league in fall.</b>	
Develop e-sports center	Purchase computers, consoles, TVs and provide all necessary wiring to launch e-sports center for gaming and tournaments at Vogeley Barn Teen Center.	C
1Q Comment:	All items for E-Sports Zone were purchased. E-Sports Zone opened April 1.	
2Q Comment:	<b>E-Sports Zone is open and running. We have been doing promotions and small tournaments to start out the year.</b>	

## **DISTRICT GOAL 2: SOCIAL EQUITY**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Increase hockey participation and exposure in the community with regional marketing	Utilize partnership with Chicago Wolves to increase exposure with hockey program.	O
1Q Comment:	Created and placed Wolf Pack Hockey Dasherboard art within the televised rink. Additional cooperative programming planned for Spring & Summer 2021.	
<b>2Q Comment:</b>	<b>Skate with Skates public skate offered in April. Lil Wolves Hockey clinics planned for summer.</b>	
Expand promotional efforts and giveaways for all the community to enjoy	Purchase HEParks giveaways to distribute at all community events.	C
1Q Comment:	Limited amount of giveaways have been purchased.	
<b>2Q Comment:</b>		
Implement community awareness campaign of all programs, services and facilities	Participate in community-wide fairs, expos and events to promote HEParks.	O
1Q Comment:	Community-wide fair planning is underway. Staff is currently involved in planning 4 <sup>th</sup> Fest and the Village Summer Concert Series (though the pandemic may cancel the events). The Mayor will be participating in baseball opening day.	
<b>2Q Comment:</b>	<b>Staff continued to be involved with 4<sup>th</sup> Fest, but unfortunately the festival was cancelled for 2021 due to the pandemic. The staff is in the early stages of assisting with the planning for the Platzkonzert this fall.</b>	
Implement community awareness campaign of all programs, services and facilities	Create a “did you know” document/promo to educate the community on programs, services & facilities.	O
1Q Comment:	This document is in initial design production.	
<b>2Q Comment:</b>		
Create “no additional cost” free usage access for programs to underserved demographics	Develop “Programs for All” program with cooperation from school district(s).	C
1Q Comment:	Meetings are scheduled with School District 15 & 54 to brainstorm on the partnership to offer to families in need within each school district.	
<b>2Q Comment:</b>	<b>Application and FAQ document finalized and board approved.</b>	
Develop programs to meet adult population	Offer one new program / event per brochure.	O
1Q Comment:	Adult Tap Dance class was offered and ran for the first time in the Winter brochure. Additional fitness classes will be provided in Summer.	

<b>2Q Comment:</b>	<b>Summer Kick Off Craft Fair, 50+ Pickleball at Fabbrini, Gentle Yoga, Sunrise Yoga</b>	
Expand use of technology and social media to engage younger more technology savvy consumer	Increase social media followers. Expand social media promotions to expand the reach of 18-35 year olds.	O
1Q Comment:	The District gained over 400 new social media followers during Q1. The 18-35 age group make up 17% of HEParks' Facebook followers and 30.3% on Instagram. Fitness-based promotions see the highest interaction by the 18-35 year old age group.	
<b>2Q Comment:</b>		
Expand senior programming	Offer a minimum of two programs or events per season in the evening.	O
1Q Comment:	Pub Trivia and Tai Chi was offered in winter brochure.	
<b>2Q Comment:</b>	<b>Pub Trivia, Tai Chi, Spanish and drop-in pickleball offered in evenings in spring, 50+ Pickleball offered at Fabbrini.</b>	
Reformat senior center membership	Eliminate the senior center membership fee structure to provide free drop-in events, small fee drop-in activities and fee-based programs.	C
1Q Comment:	The goal is to re-open the Senior Center to full operation by summer 2021. New programs have been brought back such as Wii Bowling, a second day of volleyball and a new lunch group that meets once a week.	
<b>2Q Comment:</b>	<b>Walking track is open and free, crafting club has been added, along with more AM Pickleball times, third day of volleyball, 2<sup>nd</sup> day of Wii Bowling.</b>	
Provide community free opportunities to participate in ice programs.	Offer a minimum of two free figure skating or two free hockey programs this year.	O
1Q Comment:	Plans in place to offer free trial programs in May.	
<b>2Q Comment:</b>	<b>Learn to Skate for Free was offered in spring and sold out with 50 participants.</b>	
Offer e-sports opportunities to all in community	Provide free usage afternoons (twice per month) for residents only	O
1Q Comment:	The goal is to begin to offer free usage afternoons by June 2021. Free usage will take place on Thursdays from 4:00-6:00 p.m. and will be open to all residents.	
<b>2Q Comment:</b>	<b>We have offered free open house events, but are still going to launch the free afternoons starting with the new school this fall.</b>	
Increase female participation in youth athletics	Promote programs and support co-ed/female play.	O
1Q Comment:	The Hoffman Basketball Academy has opened a door and increased female participation through its private and group trainings. Female teams from the area have trained with the academy during the first quarter.	
<b>2Q Comment:</b>	<b>On Wednesday nights, the Hoffman Girls Basketball Feeder Program runs the girls only open gym. Fishing classes have now become over 50% in female participation. We got the 1<sup>st</sup>/2<sup>nd</sup> grade girls only soccer league to run in April.</b>	

	<b>Hoffman Basketball Academy hosted the Summer Slam High School Girls Basketball Tournament in June.</b>	
Expand facility space usage	Research opportunities to expand NWSRA program space at Vogeley House	C
1Q Comment:	HEParks Board approved lease contract for construction to begin on the Vogeley House this spring.	
2Q Comment:		

### **DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Evaluate existing contractual agreements	Create a tracking tool to organize all contracts.	C
1Q Comment:	A excel document is managed by the Rec Dept to track all contracts and expirations and contracted amounts.	
2Q Comment:		
Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	O
1Q Comment:		
2Q Comment:		
Evaluate financial performance of all programs.	Maintain break-even operations of recreation programs.	O
1Q Comment:	Pat has budget meetings planned with his team for late April to discuss the first quarter and work on adjusting projections for the upcoming year.	
2Q Comment:	<b>Pat has been meeting with his team to monitor the projections for 2021.</b>	
Secure external management operations of Seascope.	Obtain and secure annual contract for Jeff Ellis Management (JEM) to operate lifeguard operations at Seascope.	NC
1Q Comment:	Operation of Seascope will be managed internally instead of contracting with JEM.	
2Q Comment:		

### **DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Develop Senior Volunteer program	Recruit senior volunteers to work on site to enhance the senior programs and community-feel.	O
1Q Comment:	During quarter 1, staff met with some of the vested Senior Members to begin talking about a plan to re-open and gain volunteers to help run the programs in the future.	
2Q Comment:	<b>Recruitment efforts have begun to secure volunteers, but there is limited interest to date.</b>	
Rebrand Senior Center and programs	Create new logo and brand for the revamped senior center. Promote free and paid drop-in activities.	C/O
1Q Comment:	The new Senior Center Logo has been created and used in senior program promotion. The free and paid drop-in activities are promoted on social media, and in district-wide publications due to limited program capacity. Currently, C&M is developing a village-wide mailer for senior programs to highlight the programs.	

<b>2Q Comment:</b>	<b>Monthly newsletters are distributed via email to a larger database that includes all park district participants who are over 50 years old.</b>	
Seek Excelerate Accreditation within preschool program	Finalize TC and begin WRC	O
1Q Comment:	In-person assessment visits have been delayed until at least June. Application for TC was submitted in 1/2020. WRC will begin once TC is completed.	
<b>2Q Comment:</b>	<b>In-person assessments are still delayed at this point in time and hope to resume in fall of 2021.</b>	
Expand dance instructor training	Implement in-service instructor training workshop	O
1Q Comment:	Jessica is on track to begin offering dance workshops starting in fall of 2021.	
<b>2Q Comment:</b>		
Rebrand Early Learning & Care	Create new marketing efforts to increase enrollment.	C
1Q Comment:	Early Learning & Care (ELC) has been renamed Little Stars Child Care. New marketing efforts are being completed.	
<b>2Q Comment:</b>	<b>New tour packets were designed and new signage outside the facility.</b>	
Upgrade check-in/out procedures with STAR	Using epact's new features, provide parents an easier method for check-in/out.	C
1Q Comment:	We are looking to test during summer and implement by fall of 2021.	
<b>2Q Comment:</b>	<b>Check-in/out feature set-up to use for summer camps.</b>	

#### **DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Integrate environmental practices into programming	Offer environmental education in programs such as GO Hoffman and Kids to Parks Day	O
1Q Comment:	Kids to Parks Day is scheduled for May 15. GO Hoffman walking campaigns will be offered throughout summer. This will all take place along with a free fishing clinic.	
<b>2Q Comment:</b>	<b>Earth Day and spring park clean-up events were held in April with record enrollment participation. Pond Dipping was offered by Cook County Forest Preserve.</b>	
Develop programs at South Ridge	Implement new programs on site.	O
1Q Comment:	We offered our first ever Ice Fishing Derby at South Ridge Park in early February and had a great turnout.	
<b>2Q Comment:</b>	<b>Park Quest Scavenger Hunt ended at South Ridge in spring. Unplug Illinois Day is scheduled for Saturday, July 10, at South Ridge.</b>	
Expand partnership with Cook County Forest Preserve	Continue to provide cooperative programming	O
1Q Comment:	A winter snowshoe hike and spring hike were offered between February and March with Cook County Forest Preserve. A partnership was created with Code	



	Ninjas to help offer coding classes to complement E-Sports and will run summer camps for us this year.
<b>2Q Comment:</b>	<b>Code Ninjas offered coding camps at the E-Sports Zone for Summer 2021. Hike with your cat was offered by Cook County Forest Preserve. Pond Dipping with the Forest Preserve also was offered and ran by Cook County.</b>

### **DISTRICT GOAL 6: CUSTOMER SERVICE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Enhance communication to community	Expand means of communication – digital and print.	O
1Q Comment:	Currently, C&M is creating mailers targeted to specific population age groups – seniors, seascape pass holders, new residents and preschool families. These mailers' goal is to reach new families and those who are not social media followers or on the email list. With the program guide being digital, C&M expanded use of the digital signs, continued communication with email communication, increased use of stories and memories on social media and through the use of paid digital advertising.	
<b>2Q Comment:</b>		
Enhance communication to community	Staff presence at village-wide events.	O
1Q Comment:	Pat remains on the 4 <sup>th</sup> Fest Committee and the status of the event is still up in the air for 2021.	
<b>2Q Comment:</b>	<b>Fourth Fest was cancelled for 2021. HEParks will be present at Platzkonzert German Fest and National Night Out in Fall.</b>	
Enhance communication to community	Create a district podcast.	O
1Q Comment:	Podcast will launch in Summer of 2021.	
<b>2Q Comment:</b>	<b>Project delayed. Concept has been created, but implementation has not been completed yet.</b>	
Enhance communication to community	Explore translation service options for website, registration software (WebTrac) and program forms.	O
1Q Comment:	Research is complete for website and WebTrac translation services. The plan is to implement the service following the upgrades to the park's website pages in Q2.	
<b>2Q Comment:</b>	<b>In progress and discussed with developers.</b>	
Revamp HE Parks website	Develop a new website to include cleaner pages, translation function, ADA accessibility, park map function, and calendar.	D/O
1Q Comment:	The development of the new website was deferred during 2021. C&M however has increased ADA accessibility across the current website, researched translation services, and a new sharable calendar function. The interactive park map project is in the final stages of development.	
<b>2Q Comment:</b>		
Create district-wide Code of Conduct	Develop a Code of Conduct to be implemented for participants, parents and visitors.	O
1Q Comment:	Initial draft of Code of Conduct has been created.	
<b>2Q Comment:</b>		
Expand Seascape party rentals	Provide party host for each rental to enhance the customer service experience.	C

1Q Comment:	Party Host will be provided with each Party Tent rental at Seascap for summer 2021.	
<b>2Q Comment:</b>		
Expand volunteer appreciation efforts	Develop coach appreciation for each season. Create district-wide thank you recognition.	O
1Q Comment:	Staff is giving Seascap passes to all of his coaches for the winter session as a thank you for their participation during the last season. In addition, upgraded clothing options for coaches in the winter session were provided which was very well received by staff and volunteers.	
<b>2Q Comment:</b>	<b>All spring sports participants and coaches were invited to come out for a free E-sports night if they wear their jersey from June 24-26.</b>	
Provide virtual resource library	Increase videos and social outreach via website/social media.	O
1Q Comment:	The District continues to build a virtual resource library on social media, YouTube and at HEParks.org	
<b>2Q Comment:</b>	<b>More videos are being taken at events/programs for social media promotion.</b>	

**MEMORANDUM NO. M21-069**

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Director of Golf & Facilities  
**RE:** Golf & Facilities Report  
**DATE:** July 20, 2021  
Bridges of Poplar Creek & The Club Board Report

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**Bridges General Programs**

- Jr Golf classes are in full swing! Our second class in our Jr series is our Sharks program offering both range and on-course classes. It was sold out with 24 students.

**Golf Rounds**

MONTHLY ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
4,546	4,350	4,223	4,397	4,230	4,349
YTD ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
12,111	11,068	9,682	5,520	11,986	10,073

**Range Information**

MONTHLY RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
3,610	2,797	3,577	2,949	2,697	3,126
YTD RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
8,858	7,339	8,210	3,187	9,218	7,362

**Food & Beverage**

- Staff continues to face challenges with F&B items. Every week there seems to be new items that are unavailable. Meat prices are on the rise, plastic cups and bottles are the newest challenge, and we continue to have some challenges with bottle beer and some can beer.
- Despite the challenges, staff is being creative with menus and securing items for all menus. Staff is working with clients to ensure menus are submitted at least 14 days prior to an event, so we can work with vendors to receive all products in a timely manner.

## **Event Totals:**

### **June Events**

2 weddings servicing 183  
4 golf outings with dinner servicing 349 guests  
3 outings with grill station only servicing 335 guest  
1 memorial servicing 75 guests  
1 Bat mitzvah servicing 41 guests  
1 graduation party servicing 88 guests

### **July Events**

2 ceremony and receptions servicing 200 guests  
4 golf outings with dinner servicing 435 guests  
1 breakfast meeting servicing 20 guests  
1 bridal shower servicing 30 guests

### **Weddings Remaining in 2021**

2 reception only  
9 ceremony/receptions

### **2022**

1 reception only  
6 ceremony/reception (1 carried over from 2020)

### **Golf Maintenance Summary**

In June, our high averaged 81.5° (1.8° above average) and low averaged 64.7° (6.5° above average). We received about 7.05" of rain (3.45" average), which comes to 204% of our normal totals. Here are a few stats about rainfall so far this year:

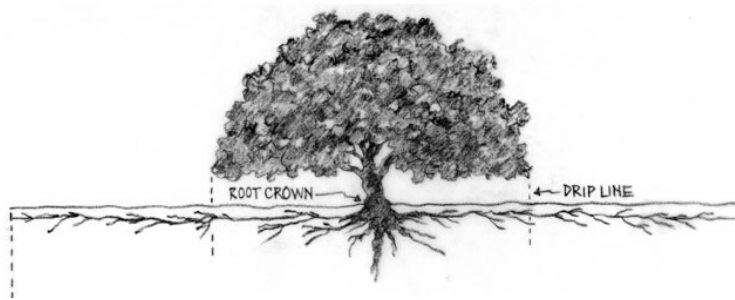
- June's rain came over 10 days, nine of which occurred in the last 13 days of the month.
- End of May and into the beginning of June, we went 14 days with no precipitation.
- March 1 to June 17 (109 days), we received 4.12" of rain, June 18 to June 30 (15 days) we received 6.09" of rain.
- We are still behind by about 6" of our average rainfall for this time of the year.

For the month, we saw 16 total playable\* days and weekends in June, we had 5 playable\* days.

\*Playable is being defined as highs between 55-90° and less than .05" rain.

Trees are a major part of every golf course and require regular maintenance. If the trees are not maintained, it can negatively impact many playing surfaces. When discussing trees and their impact on playing surfaces, people usually think of above ground disturbances such as debris/leaves on playing surfaces or heavily shaded areas that are always thin. However, below ground disturbances are just as common and greatly impact turf.

Trees are able to produce large roots, often 6-12" thick, that stretch far, about twice the size of its drip line, to gather water and nutrients (see photo on next page). In a lot of cases, turfgrass, especially when cut to low golf heights, cannot effectively compete with the tree roots and we see decline in the health of the grass.



To combat this, a cultural practice called root pruning is used. Root pruning cuts roots along playing surfaces to keep tree roots from taking water and nutrients away from the turfgrass. This process impacts on average less than 20% of a tree's root system and does not hurt the overall health of the tree.

In the past, root pruning was done with a trencher similar to the equipment used when installing drainage. This is a very slow and labor intensive process because the material is removed with the trencher and then needs to be replaced and packed by hand. In the past few years, new equipment has come out that has greatly improved this process. Now, we are able to use a large 10" blade to slice and cut roots leaving minimal surface disruption. During the middle of the month, we were able to rent and run one of these new units for a day and take care of all areas that had tree root encroachment. We will look to repeat this practice every two years.



*Close up of the 10" long slicing blades.*



*After running the root pruner the only evidence is two faint lines.*



*On the left of this picture was root pruned last year, you can see even color and dew. The right side, where no root pruning was done, we have localized dry spots and uneven color.*



Late in June, after we received a little bit of moisture, we started to see a lot of the pollinator areas start to bloom. It is very interesting to see how these areas change and develop from year-to-year. The areas are great for many of the pollinators that frequent the course like honey bees, butterflies and moths (we see a lot of Monarch's), beetles, flies, and birds. We have a very wide variety of pollinator plants across the property including:

- Milkweed
- Coneflower
- Black-eye Susan
- Prairie Coneflowers
- Butterfly weed
- Queen Anne's Lace
- Goldenrod
- Yarrow
- Lavender
- Phlox
- Aster
- Thistle



Here is a list of a few other things that we did this month:

- Regularly mowed or rolled all playing surfaces.
- Set-up course for daily play.
- Hand watered surfaces regularly to make up for inadequate irrigation coverage.
- Edged and fly mowed bunker faces.
- Fixed bunkers after storms washed sand out.
- Applied preventative chemical applications on playing surfaces.
- Applied granular fertilizer applications to multiple playing surfaces.
- Spot sprayed around course for weeds.
- Vented and topdressed greens.
- Repaired irrigation system failures to pipes, heads, and control systems.
- Worked on detail items like string trimming, edging sprinklers, cleaning up sticks, trimming yardage plates, and checking ornamental beds for weeds.
- Filled divots on tees and fairways regularly.
- Worked to edge all mulch beds and rock beds on course.
- Pruned trees and removed suckers on trees.

Please do not apply bug spray or spray sunscreen while on turf. It will stunt the turf and potentially kill it. Towards the end of the month, someone applied protection in the middle of the putting green and you can identify it from the perfect foot prints in the middle (see photo below).





## June 2021

<b>Membership Totals</b>	<b><u>06/30/2020</u></b>	<b><u>01/01/2021</u></b>	<b><u>06/30/2021</u></b>	<b><u>Var. +/-</u></b>
Totals	2631	1992	2041	<b>+49</b>

## Member Services/Sales

- We enrolled 124 new members in June continuing the positive trend in membership numbers. The new members have been a mix of previous members returning after having cancelled due to pandemic and we are also seeing a trend of young people coming from other facilities. We are pleased that this has exceeded our June 2019 new member number of 117 when we were offering a \$5.00 enrollment.
- We have sold over 100 student summer passes to-date to students here temporarily. These passes will allow facility use through mid-August.
- We had 1480 unique visits in June. That is 72% of our members with active passes who used the facility in June. This is an increase and is noticeable with the “business” that we are experiencing in the facility.
- We have sent out an email (end of June, early July) to previous members with an offer of \$0 enrollment to incentivize those who may be waiting until fall to return to come back now. This has driven a lot of previous members back into the facility in the first few days after it was sent and we are continuing to get a return on this promotion. This promotion will expire at the end of July.
- We will continue to use targeted email communications, member referral incentives and social media marketing to target new member enrollments.

## Operations and Fitness Departments:

- We have completed enough training for climbing wall staff to begin to offer an open climb on Saturday mornings again. We will begin to offer open climb on Saturdays from 10a-12p starting on July 10.
- We have set a date for Kids Club to reopen: August 16. We will begin with being open mornings until 12p and then again in the evening on weekdays, and 8a-1p on weekends. We expect we will draw in some previous members who have been awaiting this reopening, as well as attract new members who will need this service in the fall when their older kids return to school.
- The Club outdoor classes at The Village’s Hideaway Brew Garden began in June. We offered a Zumba on June 4<sup>th</sup> (approx. 24 in attendance) and Gentle Yoga on June 23 (approx. 25 in attendance). This is being promoted on social media and internally at The Club.
- The Club instructors have also been running the Pop-Up Fitness in the Parks with a great response, so far. On Saturday, June 19, we offered a Bootcamp at 7:00 a.m. at Vogelei (11 participants) and on June 23<sup>rd</sup> we offered Zumba at South Ridge Park on Wednesday, June 23 (over 35 participants!). We have received very positive feedback from the participants about these outdoor classes.

- On Monday, June 21 we helped celebrate International Yoga Day at The Club with specialty yoga class offerings. We began the day with a Sunrise Yoga, offered a special midday Vinyasa Yoga, and ended the day with a Sunset Yoga which offered chamomile tea and essential oils. Those who participated in the IYD classes were entered to win an aromatherapy diffuser.



**HOFFMAN ESTATES PARK DISTRICT  
GOALS & OBJECTIVES  
GOLF**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

**DISTRICT GOAL 1: HEALTHY AND ENJOYABLE EXPERIENCES**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Simplify the green fee revenue budget GLs to provide a true green fee revenue class level amount.	Combine Resident, Non-Resident, and Pass Holder green fee GLs to one GL class level. Resident and Pass Holder rounds will still be recorded through RecTrac.	C
1Q Comments:	All GL's have been combined to one GL for green fees.	
<b>2Q Comments:</b>	<b>All GL's have been combined to one GL for green fees.</b>	
Offer a variety of different tee times and fees to meet total green fee revenue for the 2021 season.	Continue to monitor daily play and provide weekly marking email blasts based on weather and bookings. Create an early booking discount rate for prepaid times.	O
1Q Comments:	The golf season has gotten off to a quick start in 2021. Weekly email blasts have been going out. Prepaid times are receiving a slight discount in fees during non-prime times.	
<b>2Q Comments:</b>	<b>The season round totals are still promising as they are the highest total within the last four seasons despite multiple rain events to round out the month of June. Multiple email blasts will continue to go out for open play shotguns.</b>	
Provide 22 Preferred Tee Times Groups (23 Groups in 2020).	Secure 2020 Groups with an early rewards renewal plan. Market to new groups about securing a weekly prime time and capitalize on the difficulty of getting early weekend tee times during this popular time.	C
1Q Comments:	We have secured 25 groups for the 2021 Season.	
<b>2Q Comments:</b>	<b>We have secured 25 groups for the 2021 Season.</b>	
Offer four Special Golf Course Events.	Adjust all events to follow COVID-19 guidelines and promote golf events via email blast, social media and also signage in golf shop. Each event will be key POS add on two weeks prior to event.	O
1Q Comments:	We have hosted our first event March Madness and sold out with 144 players.	
<b>2Q Comments:</b>	<b>We hosted our second in-house event in the 2<sup>nd</sup> qtr with the Par 3 Challenge and were sold out with 36 players.</b>	
Offer Jr. Program classes in Spring, Summer and Fall.	Develop new Jr Program structure that follow COVID-19 guidelines. Focus advertising on social distance and outside classes. Limit group sizes to emphasis social distancing.	O
1Q Comments:	Jr Program classes will begin in 2 <sup>nd</sup> qtr.	
<b>2Q Comments:</b>	<b>We offered two classes in 2<sup>nd</sup> qtr with both classes sold out with 24 players. We will continue to offer three more in the 3<sup>rd</sup> qtr.</b>	

Host multiple wedding functions	Host events following current COVID-19 guidelines and regulations.	O
1Q Comments:	Our first wedding is scheduled in 2 <sup>nd</sup> qtr. We are still monitoring COVID-19 guidelines and hoping we reach the Bridge phase prior to our first event.	
2Q Comments:	<b>We have hosted multiple events in the 2<sup>nd</sup> qtr with all events returning to normal operations. Guests have been very excited to get back to normal activities.</b>	
Offer Winter Fest and Breakfast with Santa	Staff will contact all past participants one month out reminding them of special event. Start email campaign minimum one month prior to events.	O
1Q Comments:	This is a 4 <sup>th</sup> qtr event and will be offered based on COVID-19 restrictions.	
2Q Comments:	<b>Marketing will begin in 3<sup>rd</sup> qtr for this event on December 11.</b>	

### **DISTRICT GOAL 2: SOCIAL EQUITY**

Objective/Goal	Performance Measures/Action Plan	Status
Provide golf activities to the special needs community	Partner with Freedom Golf Association (FGA), NWSRA or a similar organization to provide golf activities.	O
1Q Comments:	These activities are currently being developed and to be planned for late 2 <sup>nd</sup> qtr or early 3 <sup>rd</sup> qtr.	
2Q Comments:	<b>Staff has reached out to Freedom Golf Association and working on planning a special event for the 3<sup>rd</sup> qtr.</b>	

### **DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

Objective/Goal	Performance Measures/Action Plan	Status
Provide Discount & Annual Golf Passes program to help increase rounds and loyal customers.	Direct email blast to current pass holders offering them early bird sign-up in January. Along with poster size sign in Proshop. Will be feature add on item in March and April for all golfers when they check in for their rounds.	O
1Q Comments:	Staff has been working hard on adding pass sales to each customer that checks in. Signs are posted in the golf shop as well advertising these great savings opportunities.	
2Q Comments:	<b>We have a total of 224 passes sold in 2021.</b>	
Review and adjust rate structure for Green Fees to maintain or increase \$ per round revenue.	Evaluate and adjust rate structure based on daily usage and prime times for both weekday and weekend rounds.	O
1Q Comments:	Rate structure is monitored on a daily basis. We are off to a great start with limited discounted rounds.	

<b>2Q Comments:</b>	<b>We hosted 11,986 rounds through 2<sup>nd</sup> qtr. With the average fee of \$41.46 per round.</b> <b>2020 Average Fee = \$41.95</b> <b>2019 Average Fee = \$37.066</b>	
Work with Parks Department to get preferred pricing on joint maintenance purchases for the facility.	Collaborate with Parks Department on purchasing chemical program items to get bulk discounts district wide.	C
1Q Comments:	A bulk purchase was completed in 1 <sup>st</sup> qtr.	
<b>2Q Comments:</b>	<b>A bulk purchase was completed in 1<sup>st</sup> qtr.</b>	
Renovate the Learning Center to offer 10 stations of covered stalls and top tracer technology. Along with providing an outside sitting area to promote a fun and innovating atmosphere at the range.	Complete by end of Q2.	O
1Q Comments:	Concept plans are completed and bid documents will be released in early 2 <sup>nd</sup> qtr.	
<b>2Q Comments:</b>	<b>All bids have been approved and construction is set to start 3<sup>rd</sup> qtr.</b>	
Finalize lease agreements for Top Tracer and Lighted Target Greens for the Learning Center.	Complete by end of Q2.	O
1Q Comments:	Lease agreement has been finalized with Toptracer. Lighted target greens will be finalized in 2 <sup>nd</sup> qtr.	
<b>2Q Comments:</b>	<b>Toptracer lease is in place and the lighted target greens lease is still being negotiated based on confirmation of project timelines.</b>	
Purchase range ball dispenser, ball washer equipment and enhance the range building.	Work with Parks Department in updating building and installing new equipment by end of Q2.	O
1Q Comments:	Parks department is finishing final touches on the range building. The equipment has been ordered and due to arrive early 2 <sup>nd</sup> qtr.	
<b>2Q Comments:</b>	<b>Parks department has completed the final renovation of the range building. Ball Dispenser and ball washer is installed and operational. Holding bin and auto filler to be installed in 3<sup>rd</sup> qtr.</b>	
Purchase new batteries for golf cart fleet.	Complete by Q1.	C
1Q Comments:	All batteries have been purchased and installed with a joint effort of the Parks Team and Golf Course Maintenance Team.	
<b>2Q Comments:</b>	<b>All batteries have been purchased and installed with a joint effort of the Parks Team and Golf Course Maintenance Team.</b>	

Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	O
1Q Comments:	The complete score will be calculated in the 4 <sup>th</sup> qtr.	
2Q Comments:	<b>The complete score will be calculated in the 4<sup>th</sup> qtr.</b>	

#### **DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

Objective/Goal	Performance Measures/Action Plan	Status
Have key staff attend HEParks AED & CPR training.	Have staff attend district certification classes during the course of the year.	O
1Q Comments:	Staff is researching class options that are COVID-19 compliant.	
2Q Comments:	<b>The Club staff and Rec staff have started training staff with a new hybrid class option. Staff is working with fitness center and Rec staff first and then golf staff will follow at open dates in the fall.</b>	

#### **DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

Objective/Goal	Performance Measures/Action Plan	Status
Integrate environmental practices	Complete burns, mowing, and alternate chemical applications on native areas.	O
1Q Comments:	Burns and mowing have been completed. Two chemical applications are planned for 2 <sup>nd</sup> qtr and late 3 <sup>rd</sup> to early 4 <sup>th</sup> qtr.	
2Q Comments:	<b>The first chemical application was applied in the 2<sup>nd</sup> qtr.</b>	

#### **DISTRICT GOAL 6: CUSTOMER SERVICE**

Objective/Goal	Performance Measures/Action Plan	Status
Receive 10 Five Star Reviews on the Knot and Wedding Wire for Weddings. Goal is 10 Reviews receiving five Stars	Provide detailed training to staff and hold weekly event meetings to ensure all details are outlined to event staff. Follow up Bride & Grooms after the wedding with Thank You and promotion to complete reviews.	O
1Q Comments:	Events will begin in 2 <sup>nd</sup> qtr.	
2Q Comments:	<b>Weekly staff meetings are being held regarding events. We had our first two weddings in the 2<sup>nd</sup> qtr and both received rave reviews from the guests and Bride &amp; Groom.</b>	
Enhance communication to community about golf rates, events, and programs.	Send monthly email blasts throughout the 2021 season to encourage patronage	O

1Q Comments:	Email blast schedule has been created and we continue to execute our plan on a variety of topics.	
2Q Comments:	<b>Email blasts are being sent with highlights of events, golf specials and more. We will start a significant push for the Toptracer facility in 3<sup>rd</sup> qtr.</b>	
Enhance communication to community through social media.	Increase social media posts about special events and develop campaign outline in Q1. Implement campaign in March. Post at least once daily on social media platforms throughout year. Increase followers throughout calendar year. Develop Golf & Wedding Paid Social Campaigns	O
1Q Comments:	Email blast schedule and social media schedule plans have been created. Working with C&M on special posts to increase our followers.	
2Q Comments:	<b>Continued working with C&amp;M on social media posts during the 2<sup>nd</sup> qtr.</b>	

**HOFFMAN ESTATES PARK DISTRICT**  
**GOALS & OBJECTIVES**  
**The Club at Prairie Stone**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

**DISTRICT GOAL 1: HEALTHY AND ENJOYABLE EXPERIENCES**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Enroll 1,000 new members in 2021.	With the implementation of a marketing plan, we will reach out to potential new members with the emphasis on enhanced fitness space and programs.	O
1Q Comments:	We enrolled 355 new members in the first quarter.	
<b>2Q Comments:</b>	<b>We enrolled 337 new members in the second quarter, for a YTD total of 692 new members.</b>	
Offer group fitness schedules for complimentary classes and HIIT classes based on usage and COVID-19 guidelines.	Offer a variety of daily complimentary classes to members in both studios, gymnasium and HIIT Studio with a focus on holding the majority of classes in prime time hours. Adjust classes based on attendance on a weekly basis.	O
1Q Comments:	We are currently offering 31 classes per week. Attendance is being monitored accordingly.	
<b>2Q Comments:</b>	<b>We are currently offering 33 classes per week. We plan to add additional classes in the fall.</b>	
Develop specialty / small group sport specific training classes in new functional fitness zone.	Offer different small group training format with focus on classes in sports specific or targeted training.	O
1Q Comments:	These classes are going to be offered in the Summer months for youth market.	
<b>2Q Comments:</b>	<b>Options Basketball provided sports specific training camps in Q2.</b>	
Highlight the health and wellness achievements of The Club members and participants with the community.	Individual stories and achievements will be highlighted through the monthly member newsletter, social media and bulletin board in the facility.	O
1Q Comments:	Quarterly Member spotlights are being posted in the facility along with social media/website.	
<b>2Q Comments:</b>	<b>Members of the Quarter were selected for both Q1 and Q2 (2 each quarter). Please check The Club website and social media platforms for their success stories.</b>	
Offer new educational programs based on trends in health and wellness	Develop and offer at least four new educational programs with a focus on health and wellness (i.e. nutrition, fitness myths, etc.) at The Club that are innovative and fit with industry trends.	O
1Q Comments:	The first quarter program consisted of Meet and Great with our Registered Dietitian Shannon Stevens and Dick Pond offered complimentary gait analysis.	
<b>2Q Comments:</b>	<b>The Club partnered with Athletico to provide a “Spine Health” talk to our members given by a doctor from AMITA. We have also partnered with Dick Pond again in Q2 to offer a “Walk to Run” program.</b>	

## **DISTRICT GOAL 2: SOCIAL EQUITY**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Provide introductory sport specific athletic trainings for our community.	Offer a complimentary sport or athletic youth classes per quarter for underprivileged youth in Hoffman Estates community	O
1Q Comments:	Options Basketball offered complimentary skills training classes in February.	
2Q Comments:	<b>The Club fitness instructors have led several free, all ages, outdoor fitness classes throughout our parks and in partnership with The Hideaway here in the corporate park.</b>	

## **DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	O
1Q Comments:	The complete score will be calculated in the 4 <sup>th</sup> qtr.	
2Q Comments:	<b>The complete score will be calculated in the 4<sup>th</sup> qtr.</b>	

## **DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Finalize contract with Ellis Management company to plan, coordinate and instruct our indoor swim lesson programs.	Partner with Ellis to create a new lesson program to offer to our community. Ellis will be providing all instruction and life guards for these classes. Introduce new program by Q1.	D
1Q Comments:	The district has moved to hiring a FT Aquatics supervisor that will be enhancing our swim lesson program district wide.	
2Q Comments:	<b>The swim lesson program is in full swing at The Club and Seascape.</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 HEParks staff. Ensure all staff attend training within first 90 days of employment.	O
1Q Comments:	Staff is researching class options that are Covid compliant.	
2Q Comments:	<b>Staff started holding AED/CPR certification classes again using a new hybrid format, where students take the majority of the class online and then have only 90 minutes of in-person instruction.</b>	

Evaluate how space is utilized at The Club and explore options to create new or modified programs that will draw in new members, rentals and programs.	Create programming or usage plan for all areas for COVID-19 guidelines and social distancing.	O
1Q Comments:	The Club continues to monitor guidelines. The tennis court is still in high use for those members looking for further spacing.	
2Q Comments:	<b>The Club will continue with its current layout through the remainder of 2021. The tennis court will be painted to create a more permanent feel with plans to evaluate the space in 2022.</b>	
Increase participation in membership and facility use at The Club from area corporations.	Member Services team will foster local corporate relationships by scheduling on or off site visits to area corporations. Complete by Q4	O
1Q Comments:	We are establishing local connections with companies such as Dick Pond, GNC, and Hideaway. We will continue to add more in future months.	
2Q Comments:	<b>We continue to make connections with local businesses. We would like to especially thank Coopers Hawk, Dick Pond, GNC, Tony's, Old Navy, Rookies for their donations.</b>	
Offer online membership sales on Club Website	Simplify the membership sales process and highlight online memberships on The Club website.	O
1Q Comments:	Online memberships are available on our heparks.org website.	
2Q Comments:	<b>Online memberships are available on our heparks.org website.</b>	

#### **DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

Objective/Goal	Performance Measures/Action Plan	Status
Minimize paper files – continue migrating to electronic storage and fully utilize all software.	Give directive to staff to organize files electronically by using scanning system and file organization methods. Reduce facility paper use by 10%.	O
1Q Comments:	Staff has progressed to scanning all membership files for electronic record.	
2Q Comments:	<b>Staff continues to follow processes to record all data and files electronically.</b>	

#### **DISTRICT GOAL 6: CUSTOMER SERVICE**

Objective/Goal	Performance Measures/Action Plan	Status
Ensure website is current and relevant at all times	Use the marketing plan and regular meetings with C&M to update the website every month to reflect most current information, monthly promos and facility announcements.	O



1Q Comments:	Monthly meetings are taking place. C&M is working on a major fall campaign to increase membership.	
2Q Comments:	<b>Staff meets weekly with C&amp;M staff to review and update all online content.</b>	
Improve technology in all program areas	Expand usage on MyZone system with the opening of the functional training area.	O
1Q Comments:	We currently 37 members using the My Zone Belts, but have transition to all class signups are completed through the My Zone software.	
2Q Comments:	<b>We currently have 57 members using the MyZone belts and will continue to offer incentives to grow the program.</b>	