



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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**AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, AUGUST 16, 2022
7:20 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - July 19, 2022
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. New Website Proposal / M22-066
 - B. Recreation Board Report / M22-074
 - C. Facilities Board Report / M22-073
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 847-885-8500 with at least 48 hours' notice.



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**MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
July 19, 2022**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on July 19, 2022 at 7:17 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Dressler, Commissioner Friedman, Comm Reps Beranek, Bettencourt and MacGregor

Absent: Comm Reps Henderson and McIlrath

Also Present: Executive Director Talsma, Director of Recreation Kapusinski, Director of Golf & Facilities Bechtold, Director of Parks, Planning and Maintenance Hugen, Director of Administrative Services Cahill, Executive Assistant Flynn

Audience: Commissioners Chhatwani, Evans, Kaplan and McGinn

2. Approval of Agenda:

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

3. Approval of the Minutes:

Comm Rep MacGregor made a motion, seconded by Comm Rep Beranek to approve the minutes of the June 21, 2022 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Recreation Board Report and 2Q Goals / M22-064:

Director Kapusinski highlighted the following:

- This month's board report summarizes summer activities. The Recreation Department has been busy with special events and camps.
- The MORE (Mobile Outreach and Education) program visited two sites in June and one in July, with another visit planned for July. The first three were very successful. The timing was 1:00 to 3:00 p.m. Each event drew a good crowd, as these kids are not in camps. We may be able to have an even larger attendance if we change the time to 4:00 to 6:00 p.m., and we have spoken to apartment staff about this.
- Our Dance program is doing well, with 170 enrolled compared to 95 last summer. Jessica is working hard to revamp and rebrand our Dance Company. We had 30 people audition for the dance company, and we may create a pre-company prep program.
- The first Disc Golf tournament had 26 teams. The next one is scheduled for August 17. We have been bringing the baskets out to special events to promote the sport.
- Seniors have been busy with all of their programs.
- Preschool camp numbers are similar to last year. School-aged camps have more than doubled (330/week this year vs 170/week last summer). This requires a lot of movement of children and a lot of coordination, and includes school sites plus Willow Rec Center.
- Summer sports are coming to an end and fall sports will begin soon.
- Moosejaw, our 3v3 hockey league, is up a bit from last year.
- Enrollment in hockey lessons is at 76 this summer compared to 45 last summer. These lessons feed into our league.
- Figure skating is doing very well.
- Outdoor swim lessons have exceeded last year's numbers. Indoor lessons are down.
- The Communications & Marketing department has been quite busy with the 4th of July Parade and events and all of the set up involved. The produced 146 media posts this month, and all but one social media platforms experienced growth.
- More than ½ of the people that open our emails open them on their phone, so the mobile version is important.

Commissioner Evans stated that he attended Gentle Yoga in the Park, and each one had about 12 people at each. He asked if those attending were likely already Club members. Director Bechtold replied that the instructors do have a following, so some may be from there.

Commissioner Evans mentioned that with the Wolves winning the Calder Cup, will they do anything with us in terms of promotions. Director Kapusinski responded that she is working on two Wolves hockey clinics, including one in August when the coaches will be in attendance, and one in September. Last season they were under COVID protocols and could not participate in any events with us.

Commissioner Dressler asked how the ice being down affects the programs. Director Kapusinski said that programs share the ice and we do some creative scheduling/programming.

Comm Rep Bettencourt made a motion, seconded by Comm Rep MacGregor to forward the Recreation and Communications/Marketing July Board Report to be included in the July Executive Director's Report. The motion carried by voice vote.

B. Facilities Board Report and 2Q Goals / M22-067

Director Bechtold noted the following regarding Bridges of Poplar Creek:

- The golf course had a busy month in June, with more rounds than in the last five years, which made up for the bad spring weather.
- The grand opening of the Beer Garden will be this Friday from 3:00 to 11:00 p.m., with the ribbon cutting with the mayor at 5:30 p.m. Raffle prizes and other activities are planned.
- TopTracer had 291 reservation hours for the month of June. We were booked for the entire evening last Friday during the rain, and people did not want to leave!
- We have put together promotions for parties at TopTracer.
- The golf course maintenance staff has been working hard, laying sod and other projects. The shrubs on hole 18 will receive attention, as well as behind the 11th green and the 12th tee.
- The food and beverage staff has been keeping up with running events, golf outings and weddings, and we are starting to look at next year's bookings as well.
- Raul Miranda, our new full-time Building Maintenance Technician, started Monday.

Commissioner McGinn asked if the staffing level is okay. Director Bechtold said that yes we are set right now, but it will be a challenge for the servers when the high school and college students go back to school.

Director Bechtold noted the following regarding The Club:

- The Club had a net +49 memberships in June.
- We continue to sell student membership passes for the summer. We have sold 220 passes compared to 125 last year. This is a good sign when Planet Fitness is offering student summer memberships for free.
- 80% of our members visited The Club at least once per month. The industry standard is around 60-65%.

- The age/demographic range of our members is moving toward the younger age groups.
- The heat map shows where memberships are coming from. We will target the light green areas with marketing.
- The Zumba pop-up had 70 people attend. If the weather is good, these do very well. There was a mixture of current club members and community members.

Comm Rep Bettencourt made a motion, seconded by Comm Rep Beranek to forward the Facilities Board Report to be included in the July Executive Director's Report. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Beranek said that the social media effort is impressive with so many posts. Good job.

Comm Rep Bettencourt said good job to staff.

Comm Rep MacGregor said he follows the Parks department on Facebook, and is impressed with the amount of information. Congratulations to Executive Director Talsma on 25 years (he was absent last week and missed the Mayor's proclamation).

Commissioner Friedman said the 4th of July parade was fun, and the Unplug and Play event at South Ridge was phenomenal. The Disc Golf tournament was big too. He gave a shout out to the Boomers, and mentioned that he and a couple of his 7th and 8th grade players were able to participate in an all-star game at Boomers' Stadium.

Commissioner Dressler had a great time at the 4th of July parade. She enjoyed passing out cards. She treated her husband to TopTracer on the 4th of July, and they had a nice time.

Commissioner Evans said that the Buy One Get One Free cards that were passed out at the parade were very popular!

8. Adjournment:

Comm Rep MacGregor made a motion, seconded by Comm Rep Bettencourt to adjourn the meeting at 7:37 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M22-066

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
Brian Bechtold, Director of Golf & Facilities
Nicole Hopkins, Director of Finance & IT
Katie Burgess, Superintendent of Communications & Marketing
RE: HEParks Website Enhancement and Redesign
DATE: August 16, 2022

Background:

The current HEParks website was developed in 2013 with our current provider Invex. In 2014 we made further modifications to allow for mobile responsiveness as it became required by search engines to continue to display content over a mobile device. Over the past three years, staff has worked hard making several updates which include a new look to the home page, updated search function, interactive map, upgraded navigation and live RecTrac interface for program reservations.

While the current website is functional, the structure and version of our website no longer performs at the level of newer sites with updated platforms. Examples of current challenges include:

- Slow mobile loading times due to outdated mobile support structure
- Cumbersome navigation options
- Non-optimized images and media
- The inability to upload videos directly to the site without going through third parties
- Not being able to pull active social media feeds to our website
- Mobile-friendly: it is not optimized for current mobile device use
- The outdated structure leads to slow loading times, averaging almost six seconds on some pages.
- Cumbersome mobile navigation and hidden content

With almost 70% of customers viewing and registering for programs on their devices, having a site designed with a “Mobile First” approach is essential so the district can continue to deliver information directly to our customers. In addition to these necessary technical upgrades, our website design also needs an overhaul to clean up the layout, menus, page structure and content.

With all these necessary adjustments, staff has budgeted the development of a new website for the capital project amount of \$45,000.

Implications:

Staff prepared a request for proposal (RFP) which was distributed on June 1, for the development and construction of a new HEParks website with a submittal deadline of June 23. Some of the RFP highlights outlined for the new website are as follows:

- User-friendly design for our customers to navigate and quickly search for their specific content
- A design layout that allows for easy use on both a desktop and mobile phone. A mobile layout is a high priority as more than half of our users are accessing the HEParks site from their phones
- Ease of use for staff to make website edits with use of a modern CRM software
- Ability to translate to different languages and meet ADA requirements
- Customizable fillable forms
- Flexibility to change the layout of different pages without using pre-set page templates
- Full integration our RecTrac registration software and the ability to export our program offerings onto our program webpages

We received thirty-one RFPs. A website committee was formed and reviewed all proposals and selected six companies to interview the week of July 11. After the first set of interviews, the committee felt it was important to interview an additional five companies the following week to confirm the best fit for the district.

After completing all eleven interviews, the committee then selected their top five candidates which are listed below with their associated fees.

Company Name	Revamp Cost and Year 1 Fee	Annual Service Fee (year 2+)
Pilot	\$98,000	\$4,700
American Eagle	\$66,428	\$11,748
Planteria Media	\$84,150	\$7,500
Aardonyx, LLC	\$31,982	\$3,829
Revize	\$21,010	\$4,900

*** All prices do not include the monthly website hosting fees, which are minimal monthly costs and similar to our current provider.*

While each finalist could achieve the list of requirements we presented, staff felt the design artistry and technical expertise provided by Aardonyx best fits the district needs in developing a unique website that will stand out from other websites.

Aardonyx is a small software business in North Carolina, which was established in 2016. The owners of the business come from corporate experience in software, website, and graphic design and have worked with both large and small clients developing e-commerce and business sites. Because of their corporate work, they can bring new design ideas and functionality not present in other district sites to HEParks.org. While this is their first time building a parks and recreation site, their experience in both information design and business will lead to the district having a site that focuses on providing the best customer experience and one that will fully support mobile devices. Other sites they have built include www.adxsoftware.com, www.swanbeauty.com, www.childnow.org, and www.yogadetour.com.

The timeline for the project tentatively ranges from 16 to 33 weeks. The wide range of completion time can vary due to current content migration as on our website is outdated, which

would make the transition to the new site longer. Staff has been working hard to make sure that current information is up to date to keep the transition to a minimum. The project design meetings will be scheduled to start upon board approval for the goal of completing the project by the end of the 2022 calendar year.

Staff Recommendation:


Staff recommends that the Recreation & Facilities Committee recommend to the full board hiring Aardonyx, LLC for the new HEParks website revamp project at a cost of \$31,982.



Hoffman Estates Park District

Website Design, Implementation, and Support Hoffman Estates Park District

Ardonyx
276 Cumberland Ave.
Asheville, NC 28801
610.551.8335



Amanda Vacharat, Owner
amanda@adxsoftware.com

Ardonyx, LLC has considered the information provided via RFP and answers to Q&A received on June 17, 2022 and June 22, 2022. Ardonyx understands the scope of work being requested. If selected, Ardonyx commits to performing the services outlined and completing the deliverables as listed.

We have attempted to align our scope of work with the requested deliverables. Should there be changes, however, we will review, discuss, and provide the client with an updated proposal.

It is our objective that the deliverables be completed and delivered by November 30, 2022. Ardonyx is currently available to begin full-time contract work within two weeks of contract award. Any items that are not included in the cost estimate and/or being considered as part of a later phase have been noted.

Ardonyx is a boutique software studio that specializes in medium to large size applications with custom design and/or functionality. We pride ourselves on our attention to detail, adherence to best practices, honesty, and long-term client relationships.

The following Proposal, including the Cost and Scope, remain valid for a period of 90 days from the date of this proposal's submission.

Any questions related to this proposal are welcome and may be directed to Amanda or Zach.

Thank you for your consideration.



Proposal

Prepared for:

HEParks / heparks.org

RE: Website Design, Implementation, and Support

Contents

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- 2.0** Scope of Work & Deliverables
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- 4.0** Project Manager
- 5.0** Management and Staffing Plan
- 6.0** Proposer's Qualifications, Experience, References
- 7.0** Technical Approach & Schedule
- 8.0** Cost
- 9.0** Cost Pt 2: Third Party Services
- 10.0** Maintenance



Description of Services

HEParks desires a modern, styled website design that is easier to edit, performs well on all devices, and allows for more functionality in the future.

Aardonyx understands that one of the primary goals of this redesign is to build a flexible, future-thinking website for the Hoffman Estates Park District's diverse community. While more ideas will be generated during an extensive Discovery Phase, Aardonyx has identified several specific areas of potential improvement:

HEParks would see great improvement from a **redesign of content organization**, and the presentation of that organization in a **new navigation structure**. The current website uses a cumbersome top-level navigation system that is overwhelming to look at and difficult to use, more so on a mobile device. Reorganization may be helpful to streamline these links and to **prioritize what visitors might look for**, such as where the nearest dog park is or how to sign a child up for ballet classes. Limiting the main navigation to fewer main items would make the experience less taxing on visitors. For example, listing "activities" in the main navigation might lead the user to options such as "golf," "ice," or "swim," instead of having each of these listed on the navigation bar. A weather widget is useful, but it is unlikely most users come to the HEParks website solely for the weather forecast. We think the mega menu used by Bolingbrook Park District is an excellent example of more refined content organization—they limit their main navigation to six items which each lead to a cleanly organized list of relevant links. Their "Register" CTA is part of the main nav, but still easy to find, and the search icon is easily visible. The secondary nav is only two items (news, contact) and is clearly set apart in the visual hierarchy, meaning users will not get distracted by it unless they are specifically looking for those items. After reviewing existing analytics, Aardonyx would make particular recommendations for HEParks' content organization informed by what visitors most often look for on the website.

A **more integrated design and placement for the search bar** will allow residents to quickly find what they need—something very important on a website such as HEParks, which contains an array of different types of content. This search feature should be visually obvious, available on every page, and **work on mobile devices**. As already mentioned, Bolingbrook Park successfully includes their search as part of the main nav. Winnetka Park goes one step farther and also employs a large search bar as their main call-to-action on the home page. Both options will be considered as part of the discovery.



Ardonyx acknowledges HEParks diverse population, and the related need for site translation using Google Translate. During discovery, we can also discuss other translation solutions for HEParks' most common languages, if desired, as true localization requires separate verbiage and formatting that adheres to different user's linguistic and cultural norms—something literal machine translations often fail at.

On the home page, Ardonyx would employ a design that provides **an apparent hierarchy of information** to help guide users. Ardonyx envisions **designated spaces for specific types of content**, and a design which makes better use of the screen width. For example, the Central Park Conservancy website makes excellent use of the whole screen. This helps to keep the text at larger sizes, which is more legible and ADA compliant, to display images that quickly capture their brand and personality, and to present information in an order than helps guide the user. The limited number of clickable items above the fold ensures that users can quickly find their direction, or use the search icon. Additionally, for the home page, we suggest removing the carousel on the HEParks website, since these have been shown to be unsuccessful for displaying important information—users have learned to see these as advertisements and scan over them, not waiting to see everything that scrolls through. Instead, a separate section below the main banner that displays most searched for items—Winnetka Park employs this tactic—would be preferable, followed by a tidy summary of upcoming events and recent news, perhaps in a side-by-side layout such as that used by Mundelein Parks.

The whole site will benefit from **more cohesive, consistent branding that better captures what HEParks offers the community**. Ardonyx has looked at the diversity of activities, education, and outdoor space—it's an impressive wealth of offers to cultivate community and enrich residents of all ages and abilities! Enforcing **consistent type and layout choices** will pull the site together in a way that makes reveals the best of HEParks. The current site's design, other than the home page, seems to be composed of only one Page design. The page has a large image at the top, a cumbersome sub nav on the left, and the right page is an unstyled block of copy and images, broken up only by headers. The styling of the page seems to be largely left up to the users who build the page, which has resulted in inconsistencies in branding, such as many colors outside of the Park's colors and no consistent brand feel. Ardonyx tentatively proposes a **“building block,” drag/drop widget-like design**, that allows HEParks to compose unique page layouts in the CMS—while still adhering to design/brand guidelines—using pre-defined, pre-designed blocks that may be reordered and reused. In addition, Ardonyx would like to explore **a more intuitive way to use the sub-navigation** (currently very difficult to do from a mobile device), as well as a place in the page design to highlight other, relevant information, such as current weather or alerts.

During Discovery, **Ardonyx will work with HEParks to determine which aspects of the website they will want ability to change in the CMS**—the specifics of content and design HEParks wants



control over, and which they want fixed to preserve branding and UX. Ardonyx will configure the Content Management System to allow the desired changes within the decided parameters—this will **give HEParks its needed flexibility in design and content, while still restricting changes to ensure brand and stylistic consistency** across the whole site, and protecting the UX by forcing content to follow the established rules.

Ardonyx understands that a second goal in this project is to modernize the CMS so that is easier for HEParks' staff to manage, and that will allow more flexibility with content and functionality.

Based on HEParks' desire to have flexibility in functionality and to have more advanced web features, Ardonyx strongly suggests the use of a headless Content Management System. A headless CMS allows the front-end of the website to be built using pure HTML, CSS, and JavaScript, meaning we can work extensively with custom scripts, external APIs, and more. There are **no limitations imposed by frameworks or third-party tools**. In addition, **the code will belong to the Hoffman Estates Park District** and be made available in a private cloud repository (GitHub), so HEParks may have Ardonyx, or any other JavaScript programmers, continue work on the site in the future. Because we work directly with the code, HEParks will have maximum flexibility for working with third-party integrations so that future plans involving API usage—allowing tee time reservations directly on the site, for example—are more possible, and the RecTrac API Module will be integrated with the initial build.

Regarding the specific CMS, Ardonyx highly recommends the Craft CMS for HEParks' new website. It allows unlimited users and offers extensive permission controls. In addition, Craft has low ongoing costs and allows for scheduled content. However, additional headless CMS options are available, each with their own features, and the decision will be finalized after Discovery.

Lastly, **a quick scan of the existing website reveals other major issues with best practices:** most concerning being that the website performance for mobile devices fails Google's tests, and showed as taking over 30 seconds to be interactive on mobile, with many issues coming from WordPress or poor practices in code compression, as well as large images. Again, we recommend a headless CMS, in lieu of a traditional CMS like WordPress, to avoid becoming stuck with outdated code from third party plugins.

In addition, Ardonyx recommends using Gatsby as the CMS framework, as it offers numerous added benefits. Gatsby works in conjunction with a headless CMS, and it includes **options for automatically optimizing/resizing images on upload** (meaning you do not have to worry about whether your image files are too large) and loading them in ways that keep your website fast and performant. Gatsby also has tools for monitoring ADA compliance with every change made, ensuring HEParks' website would always be more fun and friendly for its online visitors.



Regarding how the current website will be transitioned: Ardonyx will begin with a complete backup of the existing WordPress database and server state. We will then use a plugin to export all WordPress content to an XML document. We will use a data importer plugin developed by Craft CMS to map fields to our new data models to import most data automatically. In the event some existing WordPress data cannot be automatically transferred in this fashion, due to incompatible data models or unorthodox WP plugins, we will either manually transfer data or write custom import scripts depending on whatever is more cost-effective.

Based on the current information, hosting recommendation is Gatsby Cloud.



Scope of Work & Deliverables

Aardonyx will deliver the following services:

- Discussions & communication with client as needed to better understand challenges, goals, and requirements of the website.
- Review of current third-party tools and software that will be integrated into the website; make recommendations if applicable.
- Create a detailed work plan and timeline with task-assignment.
- Provide bi-weekly updates / change logs.
- Maintain an unstable dev (staging) version of the site where the client may view in-progress development or publish content drafts before sending them to production.
- Video walk-throughs for CMS on-request. Usually during later stages of development or final delivery.
- Recommendations for hosting (a separate cost will be provided).
- Responsive (mobile and desktop friendly) website (see below for specifics).
- Training to key users.
- Testing on modern browsers for responsiveness, browser compatibility, and usability.
- Deployment and support.
- Access to source code upon project completion.
- Bug fixes, as well as maintenance issues (such as critical server updates), for two weeks after initial deployment. More extensive maintenance plans available below.

Client deliverables include:

- Access to existing website.
- Website content if not available on existing site.
- Assistance/Communication regarding outdated content
- Access to analytics account of current site, if available.
- Participation during Discovery Phase including answers to questions, design questionnaire, etc.
- Branding guidelines, if applicable.
- Access to existing domain/hosting management platforms, if applicable.
- Licenses and copyrights, if applicable.
- Timely reviews and revisions of wireframes, designs, and development site.



Key Features of the Project (specifics):

- Redesign the architecture of the current website's content.
- New UI design of website, mobile and desktop, that more closely matches the Hoffman Estates Park District branding and meets the needs of its diverse community.
- Design includes home page, as well as 5 content block designs for copy and images, in addition to blocks with specific functionalities designed elsewhere.
- Selection and implementation of a headless CMS that allows the Hoffman Estates Park District to manage content and select visual elements. This CMS will have at least 3 permission levels and scheduled content publication.
- Development of a website that matches the above designs, using modern tools such as React and Node and that integrate with the chosen CMS platform.
- Above website will integrate with existing applications already integrated, including RecTrac.
- Website will have ability to integrate with other applications in the future (additional development will be required on case-by-case basis). Website will be built with a future-forward approach (can easily integrate with external APIs or JavaScript components), to match HEParks' desire to grow and expand in functionality.
- Import of existing content, curation of existing content, remove unused data.
- Design and development of data schemas and database for CRM functionality.
- Development of APIs for CMS integration.
- A downloadable calendar tool that allows easy viewing of events.
- An interactive map system, such as currently available.
- An event module.
- Ability to edit and show photo & video content.
- Ability to add a pop-up window, when needed.
- Ability to integrate with Instagram, Twitter, Facebook.
- Ability to translate using Google Translation.
- Whole site search using Algolia or similar.
- QA and revisions to code to ensure mobile functionality, browser compatibility for modern browsers, ADA compliance, SEO, and best practices, with scores at least 80%, as scored by Google's third-party service.
- Email collection/integration with Constant Contact.
- Development of API and UI tests to help catch/prevent future breaking changes.
- Focus on best practices and "future-proofing."
- Evaluation of current hosting solution and implementation of new, if beneficial or cost effective.
- SSL certificate from Let's Encrypt, if needed.



Business Description

Ardonyx is a boutique software studio that offers **artistry, technical expertise, and a personable partnership** for your website's evolutionary journey.

We currently employ three full-time, expert developers, as well as a small, carefully selected pool of junior through expert-level subcontractors who work with us in an on-going basis. All our developers work directly with the code—**we are programmers in the true sense of the word.**

We strongly believe that there is no website solution that is one-size-fits-all. Website technology should be built, or selected, to meet the needs of those who will use it and ready to adapt to the changing environment.

While we intend to add 1-2 more full-time employees in the following year, we remain intentionally small—our boutique size and structure allow us to provide **concierge-level service** to a select pool of clients. We facilitate direct communication between our lead developers and our clients through the entire process, so that we gain an intimate understanding of your industry and needs. **We aim to make you feel like you are working with an in-house development team.**

As a women-owned, minority-owned (and run) business—rare in the software world—we further provide unique insight and perspective, and **careful consideration to issues of inclusivity and accessibility.**

Ardonyx was legally formed in Michigan in 2016 and relocated to North Carolina in 2017. Ardonyx is legally authorized to do business in the state of California and can comply with insurance requirements.

You can read more about us—and play a dinosaur game! —[here](https://adxsoftware.com) (https://adxsoftware.com).



Project Manager

Amanda Vacharat/Owner
Project Manager, Developer

Amanda has been the Ardonyx Project Manager since the company's founding. She has an obsession for maximizing efficiency and never forgets what needs to be accomplished, and when.

As part of Ardonyx, she has organized teams of up to 10 people and led projects with timelines as short as 2 months to over 2 years. She has successfully delivered all Ardonyx's projects, many of which Ardonyx continues to manage today.

Amanda's **varied background** gives her a valuable edge in project management, as well as managing people and communications. Her **knowledge and real-world experience as a developer, combined with her MFA in Writing**, allows her to think, plan, and converse about projects in both technological and more general terms.

Her experience working as a developer herself on teams (including high pressure startups) prior to Ardonyx gives her an insider's approach to what communication and organization does and does not work for development teams. She also has hands-on insight on how to interpret a developer's time estimations (hint: they are always too optimistic.)

Prior to working as a JavaScript developer, Amanda built WordPress sites and **worked as a graphic designer**, so she has true understanding of all aspects of the website business. She can give informed, extensive feedback and instruction to the design team, and manage exceptions both for her employees and her clients in real time.

Prior to Ardonyx, she founded and successfully ran multiple businesses, including a subscription-based magazine that required monthly production—quite the Project Management challenge.



Management and Staffing Plan

Amanda Vacharat/Owner
Project Manager, Developer

When Amanda isn't busy managing projects she also works on design and development. Her specialty is sophisticated, fluid layouts and complex state management.

Zachary Rollyson/Owner
Lead Developer

Zach is one of those sought-after, truly expert developers who understands how all the tech fits together. He has been building large-scale web apps from the ground up for over 12 years, and managed teams and all code for high-stakes startups and more. Zach will lend his expertise to selection of the best solutions for HEParks as well as implementing complex functionality with succinct, elegant code. Zach's expertise also impacts the rest of the team, as he provides code reviews for every change deployed.

Isaac Pak/Developer
Secondary Developer

Isaac is a talented mid-level developer capable of handling both front-end and back-end tasks. His past life as a Graphic Designer gives him an additional advantage, as he can make independent, educated decisions about design when required. Isaac

actively participates in Developer Conferences and enjoys learning the most modern web tools.

Dan Nguyen/Designer
UI/UX Designer (Subcontract)

HEParks requires updates and refresh to both their visual aesthetic and user experience. Dan is experienced in specifically web design and delivers detailed, clickable prototypes which allow the user flow to be determined before addressing aesthetics. He has proved invaluable in streamlining even the most convoluted of web processes and providing visual designs which are clean while still standing out.

Memphis LaBella/QA
Quality Assurance Specialist (Subcontract)

While site delivery inevitably involves the discovery of some impossible-to-foresee bugs, Memphis helps us catch all the ones that *are* possible to foresee. Memphis is familiar with testing both our staging and production environments extensively, hunting for the most common, yet unexpected ways a user might run into errors. They are also a skilled communicator, able to work directly with the development team to help reproduce bugs.

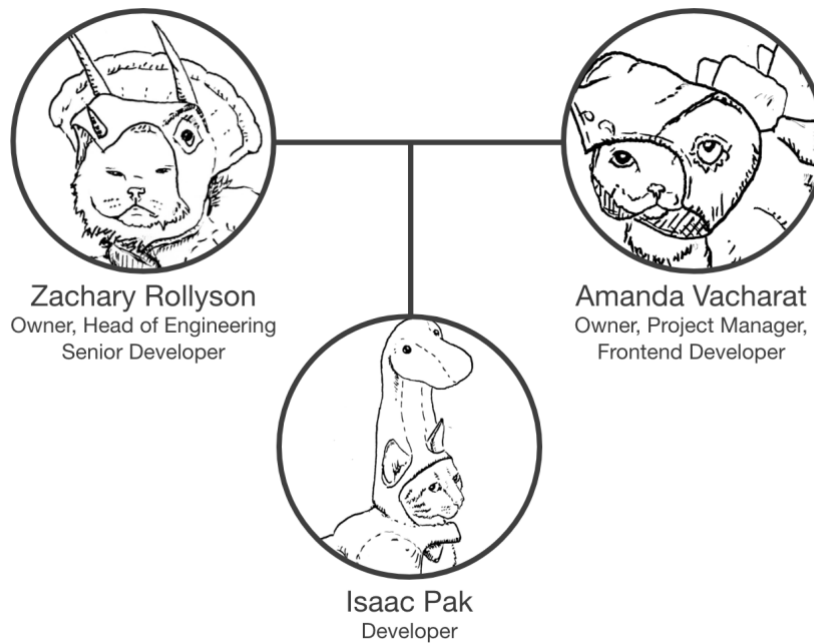


Staffing Note

The complex nature of Aardonyx’s existing projects restricts our personnel to **developers and designers of the highest caliber**—simply put, we cannot hire anyone who does not have a high-level, up-to-date understanding of code and web standards, as they would have nothing to work on. In addition, **our rigorous code review process ensures that the code base remains current with best practices.**

Our Org Chart

Please feel free to reach out with questions about our complex structure.





Proposer's Qualifications, Experience, and References

Swan Beauty Main Site, Employee Site, On-going Dev & Maintenance

Firm Providing Services: Aardonyx

Budget: \$450,000 + Ongoing

Timeline: 2019 - Ongoing

Team: Amanda Vacharat, Zachary Rollyson, Isaac Pak, Dan Nguyen, Memphis LaBella, Trevor Lohrbeer, Bo Davis, Madeleine Herritage + others

Problem

Swan Beauty, wanted to launch with a highly unique e-commerce model and process. In fact, this process was integral to their business model. Unfortunately, third party tools such as Shopify or WooCommerce were not able to handle their requirements. In addition, they intended to grow and add new features, so flexibility was paramount. With the attention of major Beauty influencers, they anticipated needing to handle large user volumes and spikes.

Solution

Aardonyx created a custom e-commerce platform that integrated directly with a robust inventory management system and payment processors to allow Swan to launch with its desired, innovative business model. The website is built with modern webtools

such as React and Node, and as such may infinitely change with Swan's needs. It also allows Swan to manage some of their content through integration with the Contentful CMS. We use static site generation where applicable to serve CMS-backed and information pages quickly. The main website may be viewed: <https://swanbeauty.com>.

Relevance to HEParks:

Large project with ongoing maintenance including customer service • Design that prioritizes mobile users (users are 95% mobile) • Selection of technology specifically for client's needs • As-needed assistance in using software • Handles frequent content changes

Owner References

Leigh Humphrey, President, 859.509.4649



Children Now Updates and On-going Maintenance

Firm Providing Services: Aardonyx

Budget: Ongoing

Timeline: 2020 – Ongoing

Team: Amanda Vacharat, Zachary Rollyson, Trevor Lohrbeer

Problem

Children Now had multiple, extremely outdated sites on an outdated WordPress CMS that were suffering major performance and security issues—the website could not handle even small user spikes without crashing, and CN had repeated issues with malicious intent. Because of the nature of the outdated libraries, the issues seemed unresolvable without creating entirely new sites—a massive undertaking which they could not afford.

Solution

Aardonyx was able to manage the WordPress sites, manipulating the existing third-party plugins and outdated components, to allow the sites to continue to be serviceable. Aardonyx also migrated and consolidated web hosting to cheaper, faster servers. The site is now secure and can handle user spikes reliably and

seamlessly. Aardonyx continues to provide ongoing maintenance and emergency services to keep this large suite of websites running. Their base site is listed below for reference, there are also many others:

<https://www.childrennow.org/>

In addition, Aardonyx built two additional, special projects for Children Now, which are viewable here: <https://csn-search.childrennow.org/>,

<https://scorecard.childrennow.org/>

Relevance to HEParks:

- Ongoing maintenance and support for multiple, multi-page sites
- Time-management & delivery concurrent with firm, pre-publicized launch schedules
- Improvements to site security
- Improvements to site performance

Owner References

Nima Rahni, NRahni@ChildrenNow.org



Examples of Smaller Websites with HEParks Relevance: Yoga Detour, Brianna Fisher

Firm Providing Services: Ardonyx

Budget: \$55,000 & \$10,000 respectively

Timeline: 2020 – Ongoing

Team: Amanda Vacharat, Zachary Rollyson,
Dan Nguyen, Isaac Pak, Memphis LaBella

Problems

1. Yoga Detour was struggling with their websites—they were on their third website in two years, and still their site could not grow or change with the company. The WordPress website was not using best practices, meeting ADA requirements, or able to handle features they wanted to add. In addition, the software they were using to offer courses was not meeting their needs.
2. Brianna Fisher, a photographer, needed a new website that she could manage herself. As an artist, she needed the website to capture her identity and style. Because it was a website for photography, she also needed a website that could handle a lot of media while remaining fast and performant, even on mobile devices.

Solutions

1. Ardonyx conducted calls with third-party software providers to interview them on features Yoga Detour wanted/needed. Ardonyx presented recommendations for a CMS and a Learning Management System that suited Yoga Detour specifically.

Ardonyx designed and developed a new website using Contentful CMS that integrates with the open-source version of Canvas LMS.

2. Development with the CMS (Contentful) allows Brianna control in creating many different layouts. We created a **widget-like building block design, so Brianna can reuse a number of pre-designed blocks in whatever order she chooses**, to display whatever photos and copy she likes. This allows her flexibility to create pages and layouts that meet her needs, but **ensures that she stays within the constraints of the established design and UX rules.**

Relevance to HEParks:

- Choosing of CMS specific to client's needs through understanding of priorities, meetings, testing APIs and extensive documentation exploration •
- **Reorganization of content and navigation •**
- **Extremely future-forward mindset •**
- Implementation of CMS allowing client their chosen level of control (block-based, widget like design) •
- **Custom integrations with CMS**



Technical Approach & Schedule

Phase I / *Discovery & Research* (1-3 weeks)

Aardonyx prefers to begin all projects with a **Discovery Phase, which informs design and development.** Aardonyx strongly believes that no two sites should be the same—every client has their own needs and priorities which require different solutions. Specific process and tools are selected on a project-by-project after analysis of the ever-changing tech landscape combined with the client's needs.

Phase II / *Concept Development* (1-2 weeks)

After the Discovery Phase, the client **receives recommendations for technology, as well as wireframes which indicate proposed site layout and flow (UX).** The client is actively involved in finalizing the technology and site organization.

Phase III / *Design* (2-8 weeks)

During the Design Phase, Aardonyx analyzes the client's design needs and preferences through branding guides, questionnaires, and communication. **Sample page designs are created for feedback & revision, after which a design for the whole site is presented** for client feedback and approval.

Phase IV / *Development* (10-15 weeks)

Development Phase begins as soon as significant portions of the Design have been

approved, though some Design revisions may continue concurrently. **Project Management is done in Asana,** using 1-week sprints combined with Agile methodology. Asana Project boards are made available to the client for viewing upon request. **Aardonyx's standard technology is HTML, CSS, and JavaScript.** We use modern tools such as Node.js, React, PostgreSQL, MongoDB, Next.js, Gatsby, SASS, as well as carefully selected dependences from NPM. This base of technology allows near-infinite flexibility for working with external tools and integrations with APIs and more. **The code repository is managed in GitHub** which offers extensive version control and records. It also allows team members to review each other's code. Other tools such as GitHub Actions, Cypress & Jest run **automated tests to check for best practices** and major errors that restrict code from being used.

The use of this set of tools, generally accepted as standard, modern web programming tools, **ensures that the client has flexibility into the future,** should they require changes, additions, or even other teams to work on the site.

During the Development Phase, after the project setup is complete, Aardonyx maintains a Staging Site which attempts to



mimic the production environment so that **the client may, at any time, view and test recent developments**. Later, after launch, the Staging Site is used for QA during new development so that major issues may be found/fixed before moving them to the live site. During the Development Phase, Aardonyx provides bi-weekly updates to the client. If the client is on a scope-controlled budget, the scope may be adjusted based on current progress.

Phase V / QA & Testing (1-3 weeks)

After the Development Phase, the Testing Phase begins. **The client is asked to be involved in this process, if possible, as no one knows better how they/their users will use the site.** Aardonyx tests the site

extensively on the Staging platform, attempting to imagine common edge cases, and fixes found issues. Aardonyx uses objective, third party tools such as **Lighthouse and axe DevTools to check that they are receiving scores between 95-100 for Best Practices, SEO, and ADA compliance** for both mobile and desktop versions and makes relevant edits.

Phase VI / Launch (1-2 weeks)

During Site Launch, **Aardonyx remains immediately available to the client for 1-4 weeks** (depending on project size) for urgent changes and fixes, as there are sometimes issues that could not be foreseen throughout testing given that users can use websites in unexpected ways.



Costs

Ardonyx has estimated costs based on desired deliverables. The following items do not include domain fees, server/hosting fees, applicable taxes, software licenses, outside vendor fees, shipping, printing costs, or travel expenses unless otherwise noted.

Ardonyx recommends scope-based budgeting: The budget is determined, and then client is billed hourly with regular check-ins to alter scope as needed to stay within budget. However, Ardonyx understands that organizations may have different requirements and is open to Project Budgets or Hourly budgets as preferred by HEParks. Our hourly rates are as follows: Senior-Level Developer \$150, Mid-Level Developer \$120, Designer \$72, QA \$45.

Initial Review/Discovery \$2,550

- Communication with existing staff and users, either directly or via survey, to gain a fuller understanding of current website, as well as improvements and changes desired, integrations required/desired, functionalities required by users who will edit the site.
- Assessment of security and tech requirements, inc. user counts, data, etc.; analysis of existing website statistics and analytics.
- Review of Brand/Identity guidelines and review of current content.

Content Wireframes (UX Design) \$2,304

- Deliverable: Documented proposal for site hierarchy and content organization.
- Deliverable: Clickable Wireframes that display proposed flow and general layout of site for evaluating UX.
- Revisions to the above.

Research and Recommendations \$1,800

- Based on results of initial review, research into needed technologies and meetings with third-party software providers as needed.
- Exploratory development with APIs as needed; parsing of third-party documentation.
- Deliverable: presentation of pros/cons of researched providers, as well as recommendations based on client's needs for review.
- Final deliverables: documented presentation of functional requirements, architectural recommendations, technology to be used.

UI Design \$4,608

- Mobile and Desktop designs of all screens; design of reusable brand components such as buttons, form fields, loaders; revisions.
- Deliverable: Clickable Prototype for client preview
- Revisions

Implementation of CMS (Backend) \$6,150

- Creation of database structure and Models within the CMS; set up of staging and production environments.
- CMS may have additional costs, though matching the client's budgetary needs will be a priority in selecting the appropriate CMS.



Interface Development (Frontend)

\$11,570

- Will match designs for mobile and desktop.
- Coded by hand with a modern framework such as React.js or similar.
- Development of reusable components such as buttons, form fields, etc.
- Integration with the CMS using GraphQL & REST APIs or similar to display client's content.
- Entry of client's initial content.
- Installation of Google Analytics.
- Hosting recommendations and establishment of hosting solution.
- All pages will be responsive/mobile friendly, all pages will be meet ADA standards.
- Adjustments to ensure that website receives a score of above 95/100, barring external factors, on all of Lighthouse's (3rd party website analysis) grading metrics for website performance; website's report card will be shared with client if client desires.
- Maintaining staging site for client monitoring and testing.
- Deliverable: Modern, JAMstack website that reaches requirements listed above.

Project Management & Communication, Staff Training

\$3,000

- Client meetings & communication.
- Asana task creation, organization, management & timeline projections.
- Staff training and/or instructional videos documenting usage of the application.
- Reviews.

Total

\$31,982



Costs Pt 2: Third Party Services

Third-party fees are billed transparently on invoices with a 5% service fee for management. HEParks may also choose to manage their third-party accounts on their own, if preferable. Costs below are estimated on third-party costs are time of writing and HEParks' estimated preferences and usage amounts.

Headless CMS See below

- Craft - \$299 (one-time fee) plus \$59/year
- Other options may be discussed during Discovery, if desired

Algolia – Smart Whole Site Search API Free to ~\$5/month

- Up to 10,000 records / search requests per month: Free
- Additional requests per month: \$1.50 per 1,000 searches.

Postmark – Automated Transactional Email API Free - \$5/month

- Up to 10,000 emails per month: Free
- Additional emails per month: \$1.25 per 1,000 emails

Estimated Hosting, Preferred Option (Digital Ocean + Gatsby Cloud) \$65/month

- This is assuming we use Craft CMS, which will entail a small server (only admins/editors access this, so resource requirements are low) for the CMS and a build server + CDN for the site itself.

Estimated Hosting, Alternate One (Digital Ocean + Vercel) \$65/month

- Vercel is a cloud-based build server, function server & CDN, much like Gatsby Cloud but less well suited to Gatsby.

Estimated Hosting, Alternate Two (Digital Ocean + Netlify) \$55+/month

- Netlify is again a cloud-based build/function server & CDN. We have a lot of options for hosting with different strengths and pricing models. We would work with you during discovery to determine your best options. Digital Ocean isn't a requirement, just convenient.

Optional: Sentry \$26/month

- Sends Ardonyx error reports when users encounter website errors. When paired with ongoing support, it helps us catch major bugs without relying on users to report them.

Optional: Log Rocket \$0 – 99/month

- Log Rocket is free for up to 1,000 user sessions per month, the next tier will record 10,000 sessions per month for \$99/mo.
- Video records of every user's session on the website. Allows Ardonyx (and Clackamas County) to watch user participation on the website, including mouse movements. Very useful for tracking down user errors, and for informing future changes to UX design.



Maintenance

Aardonyx may be contacted at any time with small questions. Aardonyx is quite responsive; we do our best to have answers for our clients within 24 hours. HEParks will have access to us via phone call, text, and email after project completion.

Aardonyx's time may be reserved at a discounted retainer rate of \$120/hour. For a website of HEParks' size, minimum of 2 hours per month for basic maintenance is suggested, but we recommend 4 hours per month for keeping the website and code updated for best practices, as the browser and web ecosystem evolves. Additional hours may be reserved for new design and functional changes, additions, enhancements, working with other consultants, and more.

If all retainer time is not used on maintenance tasks, it may be applied to features, updates or changes. Paying retainer time on an annual schedule allows for better use of unused time, as it may be bundled into one project at the end of the year, versus in pieces on a month-by-month basis.

When paired with a third-party service such as Sentry, Aardonyx's maintenance includes investigation of all reported errors, up to the reserved time amount.

Emergency projects without a maintenance plan that require Aardonyx to work outside of regular hours are billed at \$180/hour. New features or changes can be billed hourly at our regular rates, or at a project budget.

First Year Maintenance at 2 hours/mo. \$2,880

- Maintaining Hosting, Databases, Domain, SSL
- Maintaining Updates (CMS, third-party tools, etc.)
- Management & Consolidation of billing for these services, as applicable
- Priority investigation of any emergency problems, such as website or pages of the website not loading, evidence of malware or malicious interference, and/or sudden and significant decrease in performance.
- Customer Support

First Year Maintenance at 4 hours/mo. \$5,760

- Includes all items listed in the above plan.
- Additional time goes to maintaining code compliance with updates to SEO, ADA, Best Practices, Performance as graded by Google's Lighthouse service or similar.

MEMORANDUM NO. M22-074

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
 Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: August 16, 2022

Recreation Division



DEI updates:

- Staff visited two communities (The Reserve and Steeple Hill) for the MORE program in July. MORE stands for Mobile Outreach Recreation & Education. At each site the following were offered: obstacle course, tie dye shirts, jewelry making, wind chime craft, nature scavenger hunt, bird guide and bubbles!



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>7/31/2021</u>	<u>01/01/2022</u>	<u>7/31/2022</u>	<u>2022 YTD Var. +/-</u>
Total	528	523	435	-88

Membership numbers do not include the free health insurance members.

Pass	% Visited in June 2022	% Visited in July 2022
TCIA Fitness Adult	52%	53%
TCIA Fitness Junior/Student	41%	54%
TCIA Fitness Senior	57%	60%
Average Paid Members	50%	56%
TCIA Gym Pass*	17%	23%
TCIA Renew Active*	22%	24%
TCIA Tivity Prime*	19%	18%
TCIA Silver Sneakers*	30%	24%
Average Insurance Members	19%	20%

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>7/31/2021</u>	<u>01/01/2022</u>	<u>7/31/2022</u>	<u>2022 YTD Var. +/-</u>
Fitness	92	103	118	+15
Racquetball	29	36	35	-1
Total	121	139	153	+14

Membership numbers do not include the free health insurance members.

Pass	# of Memberships	% visited in June	% visited in July
WRC Fitness Adult	75	33%	53%
WRC Fitness Junior/Student	12	21%	14%
WRC Fitness Senior	25	21%	35%
Average Paid Members		52%	34%
WRC Gym Pass *	-	-	-
WRC Silver Sneakers *	11	0%	18%
WRC Tivity Prime *	17	0%	0%
WRC Renew Active *	11	8%	18%
Average Insurance Members		3%	12%

Summer Group Fitness enrollment:

Class	Summer 2021	Summer 2022 as of 7/31
50+ Basic Exercise	42	24
Fitness Boot Camp	44	39
Women of Steel	25	25



Dog Off-Leash Areas

<u>Membership</u>	<u>7/31/2021</u>	<u>01/01/2022</u>	<u>7/31/2022</u>	<u>2022 YTD Var. +/-</u>
Total	704	700	647	-57



General Programs

General Programs:

Program	Summer 2021	Summer 2022 *to date
Baton & Poms	31	60
Singing & Acting (w/ Palatine PD)	5	5
A&A Music (piano & guitar)	10	5
Shotokan Karate	93	129
Tae Kwon Do	29	32
Gymnastics	278	288
Racquetball lessons	5	5
Racquetball leagues	9	17
New! Art Painting & Comic Drawing	n/a	5
New! Skateboard Lessons	n/a	3

Dance:

- Stars Dance Company Auditions took place on June 25. We had 30 dancers audition, compared to 16 dancers in the 2021-2022 season.
 - 26 dancers have been invited to join Company
 - All are expected to register (17 currently enrolled.)
- Summer classes started. There are 170 registered in summer dance compared to 95 last summer.
- Summer private lessons started with a total of 18 lessons in the month of July.

Outdoor Recreation:

- Summer Archery: 11 enrolled in July session
- Cook County Forest Preserve Creek Hike: 5 enrolled

Fishing:

- There are 30 people enrolled in summer fishing classes compared to 70 last year. Try Fishing for Free was held on July 9 with 60 participants, compared to 38 last summer.

Special Events:

- Northwest Fourth Fest was held July 2-3. Staff led the park district parade and then worked the children's zone at the Fourth Fest providing crafts, entertainment and inflatables.
- Unplug & Play Day was held on July 9 at South Ridge Park. The event included a new Ninja Warrior course competition, a scavenger hunt that took families around the entire park area, chalk art, craft, disc golf games, and Pickleball lessons. Crank Bike Shop also was doing free bike tune-ups at the event for those who attended on bike.

- Children’s concerts were held at Vogelei Park on July 8 and 22. Staff were also present at the Concerts at Village Green on Thursday nights which is led by the Village’s Art Commission and HEParks.



50+ Club

Senior Center July and early August events:

	Date	Attended
Lunch and Learn-Oakstreet Health	7/6	24
Lunch and Learn-Edward Jones	7/8	16
Fitzgerald’s Fish Boil	7/13	19
Seniors Out Socializing	7/15	10
Seniors Out Socializing-Early Bird	7/20	16
Birthday Lunch	7/22	12
Pub Trivia	7/28	28
Minute to Win It	8/2	1
St. Charles Paddle Wheel Boat/Lunch	8/11	26
Four Winds Casino	8/17	5



Early Childhood

Little Stars Child Care

Little Stars Child Care has 43 children enrolled; last July there were 29 children.

Part-Day Preschool 22/23

The school year starts at the end of August. Four part-time teachers did not return for the 22/23 school year so staff has been busy filling the new classroom teachers.

2022-23 WRC		2022-23 TC	
Threeschool	Canc	Threeschool	9
2’s playschool	Canc	2’s playschool	10
3’s & 4’s	33	3’s & 4’s	76
Total	33	Total	95

Summer Early Childhood programs:

- Social Butterflies – 6 enrolled
- Messy Monkeys – 2 enrolled
- Kid Rock – 15
- Tot Rock – 13

Preschool Camps:

Camp	TC – PS 4 day	TC – PS 2 day	WRC – PS 2 day	TC – Kinder	WRC - Kinder	WRC – Ready for Kgn	Jr. Leader
Session 1	17	8	15	10	8	9	2
Session 2	17	9	18	9	11	10	4
Session 3	18	9	18	10	7	12	2
Session 4	18	9	18	9	7	12	4
Total 2022	70	35	69	38	33	43	12
Total 2021	54	32	50	65	57	63	n/a

July 12: Birch – approx. 18 kids in attendance
 July 19: Vogelei – approx. 23 kids in attendance
 July 26: South Ridge – approx. 30 kids in attendance



School Age - STAR and Day Camps

Enrollment for the 22/23 school year is now open for both School Districts 54 and 15.

STAR Enrollment 22/23

	3 days before	3 days after	5 days before	5 days after	Total enrolled 22/23	<i>Total enrolled last year 21/22</i>
Armstrong	3	3	19	19	44	<i>47</i>
Fairview	2	10	14	28	54	<i>58</i>
Lakeview	0	3	9	17	29	<i>55</i>
Lincoln Prairie	4	7	28	15	54	<i>43</i>
MacArthur	1	9	22	28	60	<i>58</i>
Muir	4	4	11	16	35	<i>41</i>
Total for D54	14	36	103	103	276	302

Whiteley	2	10	24	33	69	85
Thomas Jefferson	1	5	13	28	47	54
Total for D15	3	15	37	61	116	139

Kinder STAR 22/23 enrollment:

K-star currently has 25 Enrolled- 4 participants are still waiting on placements.

	AM	PM
Whiteley	3	9
Thomas Jefferson	7	5

Summer Camp 2022

	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	Total
Explorers South - LP	51	50	50	46	47	48	49	50		391
Jr Explorers MAC	16	16	15	16	13	13	14	14		117
Explorers MAC	50	50	49	49	46	49	49	48		345
Explorers LP 3 day	30	30	30	29	29	29	30	27		234
Explorers TJ 3 day	22	31	30	20	21	20	22	15		181
Explorers TJ	45	44	48	49	48	50	47	44		375
Jr Explorers TJ	14	15	15	14	13	15	15	15		116
TC/WRC (Explorers)									111	111
	228	236	237	223	217	224	226	213	111	1,560
Teen Camp CH	14	17	8	9	9	13	6	7		83
Teen Camp WRC	25	14	10	5	6	6	10	9		85
WRC (Combined Teen Camp)									16	16
	39	31	18	14	15	19	16	16	16	184
STEAM Camp	29	29	27	30	30	29	28	29		231
Jr Sports	21	22	23	23	24	25	23	19		180
Sports Camp	24	19	24	19	19	24	24	17		170
	74	70	74	72	73	78	75	65		581
TOTAL FULL DAY 2022	341	337	329	309	307	313	317	300	127	2,680
<i>Compared to 2021</i>	169	177	176	178	169	177	176	178	<i>n/a</i>	1,400

	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	Total
Early LP	12	12	10	10	8	8	9	9		78
Early TJ	13	12	11	10	9	7	11	11		84
Early CH	18	19	16	15	14	20	16	22		140
Early MAC	14	14	14	14	13	13	19	16		117
Early 3 day LP	2	3	1	2	4	3	3	2		20
Early 3 day TJ	5	5	4	4	2	3	3	1		27
Early TC									10	10
Total Early Arrival 2022	64	65	56	55	50	54	61	61	10	476
<i>Compared to 2021</i>	<i>27</i>	<i>25</i>	<i>26</i>	<i>28</i>	<i>27</i>	<i>25</i>	<i>26</i>	<i>28</i>		212
Late LP	15	12	10	8	8	10	11	13		87
Late WRC	13	12	15	10	8	10	12	14		94
Late CH	22	22	16	20	16	22	15	16		149
Late MAC	17	14	14	13	12	13	20	18		121
Late 3 day LP	1	3	2	2	3	3	1	1		16
Late 3 day WRC	4	5	3	4	3	3	2	2		26
Late TC									13	13
Late WRC									13	13
Total Late Stay 2022	72	68	60	57	50	61	61	64	26	519
<i>Compared to 2021</i>	<i>36</i>	<i>39</i>	<i>37</i>	<i>40</i>	<i>36</i>	<i>39</i>	<i>37</i>	<i>40</i>		304



Youth Athletics

Hoffman Basketball Academy

Summer League:

	1 st /2 nd	3-5 th girls	3-4 th Boys	6-8 th girls	5-6 th Boys	7-8 th Boys	Total
2021	16	12	19	12	18	16	93
2022	0	0	30	0	30	29	89

Summer Camp

Created for those registered in the cancelled summer league.

Summer Camp	K-2 nd Coed	3 rd - 8 th Girls
Enrolled	20	11

Summer league numbers have grown in our boys, but are down a bit for girls. These numbers are lower due to the popularity of the girl's feeder basketball program at HEHS. These girls now have a program at a higher level of hoops once they reach 5th grade which is a great thing! The girls that did sign up for our summer league were offered a spot in our Girls Only camps to keep them playing and improving.

Baseball

Colt Baseball: Our Colt baseball teams began their season in mid-June. Colt baseball is high school level. We have two teams competing this season (compared to two last summer.)

Fall League:

	Pinto	Mustang	Bronco	Pony	Colt	Total
2021	26	32	13	11	12	94
2022 (As of 7/31)	37	21	21	11	2	95

Rage Travel Baseball hosted their tryouts at Cannon Crossing the week of July 18 and had a record number of players try out. The RAGE relationship has continued to benefit HEParks with a consistent partner for rental revenue and an option to keep Hoffman Estates travel baseball players in town.

Adult Softball

Fall Adult softball league opened August 1.

- New additions to the fall league
 - **Homerun Derby**- Hopefully this will grow interest to our league. The home run derby is scheduled for September 19.
 - **Double elimination tournament** – instead of a post season tournament for top teams only we have opened it up to all teams by creating a double elimination tournament.

Soccer

Soccer Fundamentals classes for summer had 221 children enrolled to date compared to 150 last year.

Soccer Camp is offered this summer:

	AM Camp	PM Camp	Full Day Camp
Week 1	2	2	3
Week 2	1	5	3
Week 3	2	4	4
Week 4	1	4	3
Week 5	5	2	4
Week 6	3	2	3
Week 7	5	6	3
Week 8	3	3	4
Totals	22	28	27

Fall Soccer league:

	2022 to date	2021
Coed: PreK	54	14
Coed: Kinder	37	23
1st/2nd Grade Boys	42	47
1st/2nd Grade Girls	43	29
3rd/4th Grade Boys	36	37
5th/6th Grade Boys	13	20
7th/8th Grade Boys	19	13
3rd/4th Grade Girls	16	19
5th/6th Grade Girls	0	5
7th/8th Grade Girls	11	8
Totals	271	215

Cricket

Fundamentals class: 17 enrolled. This is a new program this summer.

E-Sports

- ESZ hosted one Fortnite tournament on July 8 with a total of 6 participants.
- Code Ninjas had two camps run at our ESZ:
 - Modding with Minecraft with 5 enrolled
 - Become a YouTuber with 4 enrolled

Membership	May 2022	June 2022	July 2022
Total	12	10	4
Pass Visits	0	1	0
# of Members visited	0	1	7

Adult Pickleball League

- Late summer Pickleball league started August 1.
 - o Beginners League: 24 players (up from 20 in spring)
 - o Social League: 18 teams (up from 12 in spring)
 - o Advanced league: 8 teams (up from 6 in spring)



Ice Operations

Hockey:

	Summer 2021	Summer 2022
Tot Level	n/a	27
Hockey Level 1	11	27
Hockey Level 2	34	24
TOTAL	45	78

MooseJaw 3v3 League concluded the first week of August. There are 33 teams and 21 Mites who registered as individuals. This compares to 29 teams and 64 individuals last year.

Summer camps:

	Summer 2021 Full Day	Summer 2022 Full Day	Summer 2021 Half Day	Summer 2022 Half Day
Week 1	11	16	6	8
Week 2	10	14	7	9
Week 3	17	16	4	5
Week 4	4	14	14	3
Week 5	13	14	4	1
Week 6	15	14	3	1
Week 7	10	27	7	3
TOTAL	80	115	45	30

Figure Skating:

- Summer figure skating classes has with 211 participants (compared to 177 last year).

Figure Skating Camps

	Summer 2021	Summer 2022
Week 1	20	29
Week 2	8	25
Week 3	15	18
Week 4	16	15
Week 5	--	--
Week 6	22	10
Week 7	21	19
Week 8	18	23
Total	120	139

Public Skate for July

- July 10: 21 pre-registered and 38 walk-ins
- July 31: 35 pre-registered and 62 walk-ins

*Aquatics***Indoor Swim Lessons**

Swim Lessons	Summer 2021	Summer 2022
Parent Tot	38	21
Tot Swim	37	9
Group Lessons	163	247
Private Lessons	48	n/a
TOTAL	286	277

Seascape Swim Lessons

Swim Lessons	Summer 2021	Summer 2022
Parent Tot	22	25
Tot Swim	23	24
Group Lessons	175	335
Private Lessons	41	n/a
TOTAL	261	387

Seascape

<u>Membership</u>	<u>6/30/2021</u>	<u>6/30/2022</u>	<u>Var. +/-</u>
Total	1,647	1,644	-3

Seascape was audited on July 21 by StarGuard and received a 4 star score on the Operations Audit Report.



Communications and Marketing

Community Involvement:

- Arts Commission
- Hoffman Estates Chamber of Commerce Board Meeting
- Hoffman Estates Chamber of Commerce Golf Committee
- Table event – Village of Hoffman Estates Women’s Health & Wellness Day
- 4th Fest
- Corporate Volunteer Meeting
- Juneteenth Recap meeting

Special Projects:

- Website interviews for candidates in the website revamp project
- Launch of Fall Program registration and online guide
- NRPA Park & Recreation Month supporting each pillar



District Wide

- Now Hiring campaigns
- Supported 25 special events with staffing, signage and promotion

Recreation

- Baseball
- Soccer
- Pickleball
- Fall Hockey League
- Preschool 22/23

Club

- July promotion
- Personal trainer bios
- Program posters
- Fitness at Hideaway

Bridges

- Beer Garden grand opening
- TopTracer corporate outings
- TopTracer birthday parties
- Menu updates

Parks

- Court resurfacing signs

Email campaigns: 8 e-blasts were sent out this month.

- All District 7/5 - Focus Unplug and Play Day – Start of Hockey Registration
- All District – 7/6 Focus Park and Rec Month and what to do in July, Baseball Registration
- All District 7/12 Activities this Weekend – Fun in the Sun Event and Week Special for TopTracer – Soccer Registration
- All District 7/14 – Family Programs
- All District Beer Garden Grand Opening
- All District 7/26 Special events and program registration – Baseball registration about to end
- All District 7/27 – Fall Guide Sneak Peek
- August Senior Newsletter – Jul 29

of Followers:

Account	Social Media Platform	July 2022	June 2022	May 2022	April 2022	March 2022	February 2022	January 2022
Bridges of Poplar Creek	Facebook	1,201	1,170	1,160	1,149	1142	1,131	1,118
	Instagram	155	154	151	150	148	145	142
	Twitter	161		160	159	158	159	160
The Club	Facebook	1,707	1,697	1,698	1,627	1,688	1,683	1,687
	Instagram	425	419	418	407	381	365	361
	Twitter	46	46	46	46	46	46	40
HEParks	Facebook	6,190	6,066	6,007	5,883	5,817	5,425	5,300
	Instagram	1,072	1,056	1,041	1,041	1,020	1,011	1,002
	Twitter	1,114	1,110	1,107	1,103	1,097	1,091	1,092
Ice Academy	Facebook	115	115	115	113	113	113	111
Wolf Pack	Facebook	467	460	449	437	432	427	408
	Instagram	424	418	416	414	412	402	388
Senior Center	Facebook	137	138	138	137	133	134	134

189 Social Posts to HEParks Facebook and Instagram

HEParks social media is predominately viewed by customers in Hoffman Estates (28.6%), followed by Schaumburg (12.9%), Chicago (4%), Elgin, (3.5%), Streamwood (2.9%), Palatine (2.5%), Hanover Park (1.8%), Bartlett (1.6%), Carpentersville (1.2%) and Elk Grove Village (1.2%)

Most popular posts:

- The boosted Girls Hockey Post has been the most popular social media post ever boosted by the district. It has had 890 reactions. The majority of the social media comments were very positive. This ads target included, active mothers with daughters, fathers who like Hockey, families with daughters, plus distance and age. The strategy with the women was to let them know that Hockey is an option for their daughters.
- The Seascape Summer Day Pass social media post that ran throughout July had 42 shares and 2,300 clicks. This post was later boosted into the surrounding collar districts for the families to who want to visit different aquatic facilities each week.



Website:

- The launch date of the Program Guide saw a quarterly high with 3,756 page views. The Program Guide was the number one visited page followed by Home, Now Hiring, Youth Programs and Seascape.
- This is the first month in the past four years of tracking that the soccer page broke into the top five pages. Soccer registration launched at the beginning of July and was able to stand out since it was off the traditional guide launch timeline. Fewer programs begin in July so it took center stage.
- Three major programs launched in July – Fall Soccer, Fall Hockey and Fall Baseball.
- Top Five Visited webpages: Home, Seascape, Program Guide, Camp & Soccer (compared to last year: Home, Seascape, Program Guide, Splash Pads and Dog Parks).

RECOMMENDATION

Staff recommends that the Recreation and Facilities Committee forward the Recreation August Board Report to be included in the August Executive Director’s Report for Board approval.

MEMORANDUM NO. M22-073

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Golf & Facilities Report
DATE: August 16, 2022
 Bridges of Poplar Creek & The Club Board Report

Bridges General Programs

- Bridges Beer Garden had its Grand Opening on Friday, July 22nd. We had a great event with over 200 guests. Staff organized live music, raffles and game play demos at TopTracer.
- Staff is finalizing the Fall TopTracer event schedule which will include a Monday Night 2 Person League starting the first week of October and a special 18-hole 4-person scramble event in November.
- E-Z-Go was on site and installed all new GPS units on the carts. The user should see only a slight change to the units. Units arrived just in time as old units were going down at a fast pace. All new units are working properly and on the 5G service. Staff is seeing a slightly quicker response time on monitoring software as units are updating at a faster pace

Golf Rounds

MONTHLY ROUND TOTALS					
2018	2019	2020	2021	2022	5 Year Average
5,062	4,592	5,282	5,315	5,478	5,146
YTD ROUND TOTALS					
2018	2019	2020	2021	2022	5 Year Average
16,130	14,274	10,802	17,301	15,689	14,839

Range Basket Sale Totals

MONTHLY RANGE BASKET SALES TOTALS					
2018	2019	2020	2021	2022	5 Year Average
2,967	3,762	3,835	3,407	2,951	3,384
YTD RANGE BASKET SALES TOTALS					
2018	2019	2020	2021	2022	5 Year Average
10,306	11,972	7,022	12,625	9,727	10,330

TopTracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS	
	2022
	598 Hours
YTD TOPTRACER RESERVATION HOUR TOTALS	
	2022
	2,063

Food & Beverage

July Events

Meetings servicing 56 guests
Birthday lunch servicing 27 guests
Showers servicing 79 guests
Outings servicing 469 guests
Wedding servicing 100 guests

August Events

Birthday servicing 30 guests
Weddings servicing 200 guests
Outings servicing 658 guests
Trivia Night servicing 30 guests
Meeting servicing 30 guests

Wedding Counts

2022

13 ceremony/receptions (4 cancelled in January to move to different county) 1 reception only

2023

1 ceremony only
4 ceremony/reception

2021

13 ceremony and reception, 3 reception (We did have one reception cancel in June as they moved to a facility that was not enforcing any Covid-19 guidelines).

2020 All weddings have been cancelled or rescheduled to 2021.

We had 10 ceremony and reception, 4 reception only booked for 2020.

2019 = 16 ceremony and reception, 3 reception only, 1 ceremony only

2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only (2 weddings cancelled in 2018)

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

Golf Maintenance Summary

Well July was a fun one for weather changes: hot, rainy, muggy, dry, hot, rainy, dry, and more dry weather. Our spray and fertilizer program got us through another fabulous summer month. In between running our irrigation, we have been hand watering any dry spots that have been popping up, keeping disease pressure down, and keeping our playing surfaces healthy. Even though we have been watering a bit less we still have kept on our maintenance mowing schedule to keep surfaces in tip top shape. We have done an irrigation audit of greens, tees, fairways, perimeter and rough heads to make sure we are getting proper coverage heading into the last weeks of summer. Andy and PJ have started training an additional team member on fixing irrigation pipe breaks and malfunctioning irrigation heads in hopes to help lighten the irrigation repair work load. In late July we had a Nematode issue on small sections of four greens, in which we sprayed the proper chemical to combat the issue with another spray scheduled for August 19. And last but not least, with the help of Dustin Hugen we were able to lay 20,000 sq. ft. of sod on the new range tee and adjacent areas, which put the final touches on the TopTracer facility project. With a proper watering schedule of early morning, midafternoon and evenings for two weeks, the sod has taken nicely and we will start mowing it soon to start getting it ready for next year's opening. With the range project closer to finishing and less outings this coming month we can get back to details, details, details: specific tasks, i.e. fly mowing and trimming bunker banks, trimming around tree bases, curbs and walls and back filling and seeding low areas on the property. If you have not been out yet this year please come out and see what great shape the course is in or stop by the TopTracer building for some fun.



July 2022

Membership Totals	<u>7/31/2021</u>	<u>1/1/2022</u>	<u>7/31/2022</u>	<u>Var. +/-Totals</u>
	2,089	2,160	2,225	+65

Member Services/Sales

- The Club enrolled an additional 110 members in July, a better than average number for a summer month. Because we are keeping cancellations low, this keeps us in the positive overall for the year.
- We ended the summer selling 234 student passes this season, which is 108 MORE passes than we sold last summer. Definitely an indication of the renovated space drawing in the younger crowd.
- Visit numbers dropped a little in July (compared to June) which is expected in the summer months, but is still an increase from 2021. In July 2021 we had a total of 11,716 check-ins; in July 2022 we had a total of 13,277 check-ins.
- We had 1,948 unique visits in July, including the student passes, meaning approximately 80% of members and student pass members are visiting/using the facility at least once a month.

Operations and Fitness Departments:

- The Club instructors continued to host outdoor pop-up fitness events as well as specialty classes in July. On July 15 (Barre) and July 22 (Zumba), classes were at The Hideaway, and July 10 and 17 (Gentle Yoga) at Fabbrini. In addition, Zumba was held at South Ridge on July 13 and 20. The Club instructors have been giving out one-day passes to come and visit The Club at the events.



- With the previous elite basketball training provider at The Club moving out of state, staff has secured another established program, A2Zoe Basketball, to provide higher level basketball training. We look forward to working with this new provider.
- Club staff is busy with budget preparation and preparing for a busy fall. Staff are looking forward to an October 1st Open House event and preparing for that as well as some upcoming interactive member incentive activities kicking off in September.
- Activity at the facility will slow down significantly in August (this happens every year) and we will use this down time to prepare for our busy season!

RECOMMENDATION

Staff recommends that the Recreation and Facilities Committee forward the Golf and Facilities August Board Report to be included in the August Executive Director's Report for Board approval.