



AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, MARCH 21, 2023
7:15 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - February 21, 2023
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M23-025
 - B. Facilities Board Report / M23-026
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
February 21, 2023

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on February 21, 2023 at 7:15 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Comm Reps Beranek, Henderson and McIlrath, Student Liaison Vega, Chairman Dressler

Absent: Commissioner Friedman, Comm Reps Bettencourt, MacGregor

Also Present: Executive Director Talsma, Director of Golf & Facilities Bechtold, Director of Recreation Kapusinski, Director of Administrative Services Cahill, Director of Finance & IT Hopkins, Executive Assistant Flynn, Superintendent of IT John Agudelo, IT Specialist Kevin Hassler

Audience: President Kinnane, Commissioners Evans, Kaplan, McGinn and Chhatwani, Christine Tusa, Brian Wright, Steve Dietz

2. Approval of Agenda:

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

3. Approval of the Minutes:

Comm Rep Beranek made a motion, seconded by Comm Rep McIlrath to approve the minutes of the January 17, 2023 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Fitness Equipment Purchase for Triphahn Center / M23-014:

Comm Rep Beranek made a motion, seconded by Comm Rep McIlrath to recommend to the full Board the approval to purchase fitness equipment by Matrix Fitness through the NCPA for a total of \$60,900.00. In addition, to purchase fitness equipment from Direct Fitness Solutions through NCPA for a total of \$57,952.88.

Director Bechtold presented an overview of the renovation plans for the Triphahn Center Fitness Center, including new flooring, lighting and paint, as well as the replacement of most fitness equipment. The coloring will mirror that of The Club at Prairie Stone. He added that the equipment will be delivered 6-8 weeks after ordering (upon approval), and maintenance staff will complete the renovation. The estimated project timeframe is two weeks, with a re-open date in early May. Director Bechtold also noted that a marketing campaign will begin once dates are solidified.

Commissioner Kaplan asked if current TC Fitness members would be able to use The Club during renovation. Director Bechtold said they would.

Comm Rep Henderson asked if membership fees would change. Director Bechtold said that as of right now, there are no plans to change the fees.

The motion carried by voice vote.

B. AMITA Contract / M23-013

Comm Rep Beranek made a motion, seconded by Comm Rep McIlrath to recommend to the full Board the approval of the St. Alexius Medical Center sponsorship contract for the period August 1, 2022 – July 31, 2023 in the amount of \$70,000.

Executive Director Talsma explained that this is the formal approval of a sponsorship agreement we have had with AMITA for years. They are a major sponsor for the District. The contract is backdated to the start date, and is specifically with the St. Alexius hospital, rather than the AMITA Corporation.

The motion carried by voice vote.

C. Recreation Board Report / M23-015

Comm Rep Henderson made a motion, seconded by Comm Rep McIlrath to forward the Recreation and Communications/Marketing February Board Report to be included in the February Executive Director's Report.

Director Kapusinski presented an overview of the written board report for the Recreation Division. She highlighted a new DEI initiative, providing safe spaces/quiet zones at various

events from families with children on the autism spectrum. It has been very well-received. She also added that the District's social media followers increased by 2,401 in 2022.

Comm Rep Henderson asked how often we offer no music skating? Director Kapusinski said we are trying this once per month, depending on available ice time. Regular public skate is held twice per month, so this extra hour is added to one of them.

Commissioner Evans asked how this is marketed. Director Kapusinski said it is a separate registration code and is marketed within ads.

Commissioner Dressler asked if the numbers for preschool are typical for this date. Director Kapusinski explained that registration had only been open for one week when the report was written.

Commissioner Dressler asked by Streamwood Park District is listed under Seascape. Director Kapusinski explained that Streamwood does not have an outdoor pool, and we allow their residents to come to Seascape at a discounted rate.

The motion carried by voice vote.

D. Facilities Board Report and 4th Quarter Goals / M23-005

Comm Rep Henderson made a motion, seconded by Comm Rep McIlrath to forward the Recreation and Communications/Marketing February Board Report to be included in the February Executive Director's Report.

Director Bechtold presented an overview of the written board report for Bridges of Poplar Creek, highlighting the following:

- TopTracer has done well over the winter. All bays were booked last Sunday for several hours.
- The Fish Fry starts on February 24, running Fridays through April 7.
- The Club had a fantastic start to the year, with 146 net positive members in January, and 85% using the facility on a daily basis.

Commissioner Dressler asked if there were any beer garden events planned. Director Bechtold stated that a few are scheduled, and more will be added around weddings and other rental events. The plan is for one per month beginning in May.

Commissioner Chhatwani asked if it is possible to expand the parking at The Club, as it gets crowded on weekends. Director Bechtold said it does get challenging when we have weekend events, but staff has a great system to direct traffic, and if we let the neighboring school know ahead of time, we can use their lot as well.

The motion carried by voice vote.

7. Committee Member Comments:

Student Rep Vega said she is glad the Stairmaster is getting removed, as it was rusty.

Comm Rep McIlrath said she is excited about the special needs events which sound very cool.

Comm Rep Beranek said she is looking forward to Girls Night Out.

Comm Rep Henderson thanked the staff for trying to be inclusive and sensitive to all residents.

Commissioner Dressler said congratulations on the Gold Medal finalist plaque. Congratulations to Director Kapusinski for submitting the marketing projects at conference. Congratulations to Katie Burgess for her volunteer of the year nomination. Thank you to the District for being a platinum sponsor of the Chamber's Gala. Girls Night Out is Thursday and there is still room. Save the date for the SRT Golf Outing on June 7. Thank you to Commissioner Chhatwani for volunteering at the Rotary Club event, and thank you to the District for the consideration of donating the equipment. Welcome to Brian Wright.

8. Adjournment:

Comm Rep Henderson made a motion, seconded by Comm Rep McIlrath to adjourn the meeting at 7:52 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM NO. M23-025

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Recreation Board Report
DATE: March 21, 2023

Motion:

Recommend to the full board to include the March Recreation Board Report in the March Executive Director's Report.

Recreation Division



Staff Updates:

- Karrie Miletic was hired as the new Superintendent of Recreation Programs. She began March 13 in her new role. This newly created position will oversee the following managers: Early Childhood, School Age, Seniors & Special Events, Aquatics Manager and Dance Coordinator. Karrie comes to us from Rolling Meadows Park District where she spent almost ten years as the Early Childhood Supervisor. Prior to that she worked at Arlington Heights, Deerfield and Glenview Park Districts.
 - o Steve Dietz, our current Superintendent of Recreation will now be the Superintendent of Recreation Facilities overseeing Triphahn Center, Willow Rec Center, the ice operations and athletic managers.
- Ryan Davalos, our Athletic Manager, who began this past November will be leaving us March 20. He is moving to Washington, DC to work for the MLB Washington Nationals. Staff is currently evaluating this position.
- Katie Burgess was recognized as a finalist for the Chamber of Commerce Volunteer of the Year. Congrats Katie.
- The TC Fitness Center equipment has been purchased. The facility will close on April 12 for renovations, with a Grand Opening planned for May 6. The grand opening will not include a ribbon cutting, but will be named a Community Fitness Day. Postcards will be mailed to households within ½ mile of the facility.

DEI Updates:

- The Village's Cultural Awareness Commission held a new Black History Month Celebration on February 25. Staff was present at this event.
- A new DEI Committee had its first meeting on February 21. The committee is made up of members from each of the district's departments. Current initiatives for the committee include surveying all staff to document which staff speak languages other than English (to use as a

support for program participants and/or other staff), as well as, adding pronouns to email signatures.

- Programs for All scholarship participation:
 - o 18 children received free programs for the winter season, which included basketball league, e-sports events, and swim lessons.
 - o 18 children received free programs for the spring season including soccer and swimming.



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>2/28/2022</u>	<u>01/01/2023</u>	<u>2/28/2023</u>	<u>2023 YTD Var. +/-</u>
Total	477	469	514	+45

Membership numbers do not include the free health insurance members.

Pass	% Visited in Jan. 2023	% Visited in Feb. 2023
TCIA Fitness Adult	62%	58%
TCIA Fitness Junior/Student	74%	55%
TCIA Fitness Senior	66%	61%
Average Paid Members	64%	58%
TCIA Gym Pass*	32%	30%
TCIA Renew Active*	36%	27%
TCIA Tivity Prime*	25%	11%
TCIA Silver Sneakers*	16%	28%
Average Insurance Members	25%	23%

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>2/28/2022</u>	<u>01/01/2023</u>	<u>2/28/2023</u>	<u>2023 YTD Var. +/-</u>
Fitness	112	127	144	+17
Racquetball	37	39	45	+6
Total	149	166	189	+23

Membership numbers do not include the free health insurance members.

Pass	% Visited in Jan 2023	% Visited in Feb 2023
WRC Fitness Adult	58%	55%
WRC Fitness Junior/Student	70%	55%
WRC Fitness Senior	41%	35%

Average Paid Members	56%	48%
WRC Gym Pass *		
WRC Silver Sneakers *	20%	30%
WRC Tivity Prime *	0%	0%
WRC Renew Active *	22%	30%
Average Insurance Members	14%	20%

Winter Group Fitness

Class	Winter 2022	Winter 2023 To Date
Fitness Boot Camp	40	18
Women of Steel	18	18

Fewer classes are being offered in Winter 2023 due to instructor health.



Dog Off-Leash Areas

<u>Membership</u>	<u>2/28/2022</u>	<u>01/01/2023</u>	<u>2/28/2023</u>	<u>2023 YTD Var. +/-</u>
Total	693	590	600	-10



General Programs

General Programs:

Program	Winter 2022	Winter 2023
Baton & Poms	41	40
Singing & Acting (w/ Palatine PD)	13	7
A&A Music (piano & guitar)	6	4
Shotokan Karate	102	129
Tae Kwon Do	43	50
Gymnastics	398	433
Racquetball lessons	12	29
Racquetball leagues	12	29
Aneta Art	5	15
Safesitter babysitting class	-	5

Dance:

- Competition season is underway. At the last competition, the Stars Dance Company competed in 19 dance events and 13 of them placed in the top 10 in their categories. One dance received 1st Place and three dances were 3rd Place winners!

	Winter/Spring 2022	Winter/Spring 23
Ballet/Tap	65	89
Ballet/Jazz	54	58
Jazz/Hip Hop	22	35
Tap	11	11
Specialty	8	9
Stars Dance Company	16	25
Total	176	227

Special Events:

- The Mother-Son Dance was held February 11 with 181 participants. This was our first time running the parent-child dances at Willow. All participants were surveyed after the event to assess their satisfaction with the new location and food. Staff is reviewing the survey results to decide if the program will stay at Willow or move back to Bridges for next year.
- Plans are in place for the annual Egg Hunts which will be held on April 8. All eggs have been ordered and volunteers have been secured.
- The “pandemic” Easter Bunny Drive By (which continues to remain a popular event) is planned for April 7. There are already 21 houses registered for bunny visits.
- All Children’s Concert Series entertainment has been secured. There are eight concerts planned for Vogelei plus one new concert at South Ridge as part of Unplug Day.

**Senior Center February events:**

February 50+ Events	Date	Attended
Lunch and Learn Joints & Weight	2/1	30
Metropolis Dinner and Theater	2/2	5
Seniors Out Socializing (Early Bird)	2/8	9
Fox Valley Bingo Hall Trip	2/9	Cancelled
Valentine’s Day Dinner and Dance	2/14	Cancelled
Lunch and Learn Tax Exemptions	2/15	19
Seniors out Socializing	2/17	16
Pub Trivia	2/23	30
Birthday Lunch	2/24	19

March 50+ Events	Date	Attended
Seniors Out Socializing (Early Bird)	3/1	6
Healing Dogs Therapy Visit	3/8	4
Seniors out Socializing	3/10	9
Lunch and Learn Spring Real Estate	3/13	20
Bunco and Baked Goods @ WRC	3/14	0
St. Patty's Day Luncheon and Trinity Irish Dancers	3/17	27

Upcoming March events	Date
Pub Trivia	3/23
Birthday Lunch	3/24
Bunco and Baked Goods @ TC	3/28

Senior Fitness Classes

	Winter 2022	Winter 2023 To Date
50+ Basic Exercise	43	49
Tai Chi (Daytime)	5	16
Tai Chi (Evening)	cancelled	cancelled
Feel Better Workshop	Not offered	3
Line Dancing	Not offered	24
Gentle Yoga	0	12
Balance Class	Not offered	18



Early Childhood

Little Stars Childcare – Full Day

There are 46 children enrolled in the LSC program compared to 39 at this time last year. We are back to pre-COVID numbers as we closed in March 2020 with 46 children. The breakdown of current enrollment is:

5 days: 28

4 days: 2

3 days: 13

2 days: 3

The next open houses for LSC are scheduled for April 8 and May 20.

Part-Day Preschool 22/23

	21/22 WRC	22/23 WRC	21/22 TC	22/23 TC
Threeschool	5	C	13	10
2's Playschool	11	C	23	20
3 & 4 yr old Preschool	32	42	77	91
TOTAL	48	42	113	121

Registration for the 23/24 preschool program opened January 30 for all current families. Registration opened on February 6 for the community. To date, here is enrollment for next year:

	22/23 WRC	23/24 WRC to date	22/23 TC	23/24 TC to date
Threeschool	C	0	10	4
2's Playschool	C	5	20	0
3 & 4 yr old Preschool + new PM extended school	42	34 +9	91	56
TOTAL	42	39	121	60

Enrichment Classes:

There are 78 children enrolled in early childhood enrichment classes for Winter 2023 compared to 80 last year. There are 29 children in Kid & Tot Rock music class compared to 12 last year.



School Age - STAR and Day Camps

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	7	16	19	23	65	47
Fairview	3	13	11	24	51	58
Lakeview	2	9	12	30	53	55
MacArthur	1	14	28	34	77	58
Muir	3	5	16	21	45	41
Lincoln Prairie	6	10	18	15	49	43
Total for D54	22	67	104	147	340	302

Whiteley	2	10	28	31	71	85
Thomas Jefferson	2	12	16	40	70	54
Total for D15	4	22	44	71	141	139

Kinder STAR 22/23 Enrollment:

K-star currently has 26 enrolled.

	AM	PM
Whiteley	4	8
Thomas Jefferson	7	7
TOTAL	11	15

School Days Off

	TC	WRC
2/17 Half Day	25	
2/21 Lazer X	23	
2/20 Lazer X		9
2/21 Chuck E Cheese		25

23/24 School Year

Registration opened March 1 for currently enrolled STAR families for the 23/24 school year. Registration will open to new families on March 16.

Camp 2023

- Camp registration will open March 15.
- Field trips have all been secured along with the bus rental reservations.
- Interviews took place this month for camp site coordinators.



Youth Athletics

Youth Basketball

In-House League - Games were played each weekend in February. The final weekend of February, grades 5-8 will be starting their end of season tournaments.

	1/2 nd co-ed	3/4 th Boys	5/6 Boys	7/8 Boys	3/4 Girls	5/6 Girls	7/8 Girls	Total
2021-22	86	70	60	38	20	14	0	286
2022-23	121	60	64	38	20	11	0	314 (+28)

All-Star Games - On February 26, we hosted our all-star games at NOW Arena.

Little Hoopers - (PreK-K) plays on Fridays. In February, teams introduced 3 on 3 half court games with the goal to introduce the players to 5 on 5 by the end of February.

Youth Baseball

Spring League- Registration opened on January 15. Coaches meetings are being set up for March 11-12. Teams will begin outdoor practice the week of March 27 (weather pending). Pony and Bronco teams will begin their seasons on April 22. Shetland, Pinto and Mustang will begin on May 4.

	Shetland	Pinto	Mustang	Bronco	Pony	Total
2022	60	38	22	13	11	144
2023	83	60	21	18	13	195

N60 baseball- n60 is back at HEParks with our U12 team. These players have been with us since Shetland (kindergarten) and Coach Donohue has been coaching with this group of boys since 2016! They have begun indoor practice on Sundays in February, and will continue 1-2 days a week on the Performance shelf.

New High School Whiffle Ball Leagues - New this year we will be offering a high school whiffle ball league in June-July. Whiffle ball is a fun, quicker paced, more action packed option for players vs Colt baseball. Players can sign up as a team or as a free agent. You only need 4 players to create a team! Whiffle ball is starting to trend up and we want to be on the forefront of this new trend!

Soccer

Soccer Lessons

Winter classes began mid-January. To date there are 135 children enrolled compared to 86 last year.

Indoor Soccer League

To date, there are 99 children enrolled compared to 71 last year. The league began mid-January. Games are played on Sundays at Triphahn Center.

Outdoor Soccer League

To date there are 342 children enrolled compared to 313 last year. The inter-village league starts the end of March and the in-house league starts mid-May.

Ice Fishing

Ice fishing classes were cancelled this month due to the warmer temperatures.

Adult Pickleball League

Winter league began mid-January and ended early March. The program is sold out with 24 first-timers, 18 social teams and six advanced teams. The first league started last January 2022 with 18 teams.

A new spring session will start at the end of March and run through April. Spring outdoor league begins in early May.

E-Sports

- We held two Fortnite Tournaments in February with a total of 20 participants.
- We had three birthday parties at the eSports Zone.



Ice Operations

Hockey:

Spring League: Registration for spring league opened the end of February. The season will begin in April. There are already 113 players enrolled.

NEW! Pure Development Hockey. This new training program includes two days of ice practice and one off ice strength training. Coached by Brent Sopel (ex-Blackhawks player) and Vas Kosili, registration is almost full for this new program. Training begins mid-March. There are 42 players enrolled so far.

Fall/Winter League: There are currently 202 players enrolled in the league compared to 185 last year. This league runs through March.

	Fall 2021	Fall 2022
Mites	36	44
Squirts	48	51
Pee Wees	23	28
Bantams	32	31
Midgets	30	31
Wolverines U14	16	17
TOTAL	185	202

Wolf Pack Prime started the first week of November. This is for players who want “more” – they receive extra practice and two tournaments.

	2021	2022
Squirts	18	16
Pee Wees	17	14
Bantams	15	15
Total	50	45

Hockey lessons: Winter lessons began early January.

	Winter 2022	Winter 2023
Tot Hockey	43	52
Level 1	34	39
Level 2	44	31
Total	121	122

Figure Skating:

The winter session of Figure Skating started mid-January.

There are 461 skaters enrolled in winter compared to 365 last year.

There are 20 skaters enrolled in the monthly freestyle ice membership. There also is an average 28 skaters that pay drop-in for freestyle ice instead of the unlimited ice use membership.

Public Skate for February:

- February 5: 157 pre-registered plus 119 walk-ins
- February 19: 134 pre-registered plus 127 walk-ins
- February 20: (Modified Skate : **NEW!**) 4 pre-registered
- February 20: 145 pre-registered plus 88 walk-ins



Aquatics

Indoor Swim Lessons: Winter session one ended the last week of February. Session two began the first week of March. Enrollment for both sessions is listed below.

	Winter 2022:	Winter 2023
Group	106	260
Parent / Tot	25	24
Tot	6	20
Adult	n/a	14
Total	137	318

Seascape Pass sales went on sale January 3. Last year we launched sales on Black Friday weekend in November. To date we have sold 40 passes compared to 126 sold last year at this time.



Communications and Marketing

Major focuses this month:

- Launch of spring programs
- Spring hockey league registration
- Preschool 23/24 registration
- Little Stars Childcare
- Girls Night Out
- Fish Fry at Bridges
- Website homepage and internal site page designs

Website Page Visits:

Top 5 visited sites for February 2023: Home, Program Guide, Soccer, Basketball, and Hockey

(Compared to top 5 for February 2022: Home, Program Guide, Public Skate, Now Hiring, and Figure Skating)

The placement of recreation programs within the top 20 pages of HEParks.org during February 2023.

Page rank	Page Name	Page views
3	Soccer	1,266
4	Basketball	997
5	Hockey	935
8	Camp	871
9	Youth Sports	781
11	Figure Skating	706
13	Swimming	599
14	Preschool Part Day	598
15	Senior Programs	579
16	Youth Programs	559
17	Baseball	532
19	Pickleball	486

Email campaigns:

Twelve e-blasts were sent out this month.

- Preschool Email to Preschool Age Families 2/2 – 40% open, 109 Clicks
- Senior Center – Free Try Class 2/6 – 52% open, 64 clicks
- All District Email 2/7, 39% Open, 162 Clicks
- All About Fitness 2/10, 39% open, 257 Clicks
- All District 2/14, 38% Open, 213 Clicks
- All District (Activities this weekend) 2/16, 38% Opens, 91 Clicks
- Senior Center (Blood Pressure Check) 2/16 42% opens, 6 Clicks
- All District Email. 2/21, 38% Open, 231 Clicks
- All District GNO, 2/21, 43% Open, 13 Clicks
- Dog Email – 2/22, 41% opens, 1 Click
- All District – Guide Sneak Peek – 38% Open, 467 Clicks
- Senior Newsletter – 45% opens, 126 Clicks

of Followers:

Account	Social Media Platform	December 2022	January 2023	February 2023
Bridges of Poplar Creek	Facebook	1250	1252	1254
	Instagram	168	167	170
	Twitter	160	160	160
The Club	Facebook	1806	1808	1774
	Instagram	446	452	453
	Twitter	46	46	46
HEParks	Facebook	6849	6874	6954
	Instagram	1133	1148	1158
	Twitter	1116	1118	1121
Ice Academy	Facebook	121	121	121

Wolf Pack	Facebook	506	520	537
Senior Center	Instagram	497	534	553
	Facebook	142	144	146

Social Media:

HEParks Social Media Highest Posts

- The most popular post during February was an informational post about the free indoor walking track. This post reached 12,851 accounts organically.
- Mommy & Son Dance Post reached 2,587 accounts
- Fish Fry reached 2,270
- Youth Hockey League Registration Posts reached 16,994 accounts.
- Girls Hockey Registration – using targeted audience demographics, reached 9,402 area families interested in hockey with daughters. This ad led to 269 clicks going to HEParks.org

74 Social Media posts made to HEParks Facebook and Instagram Accounts

Press Releases:

- Distinguished agency
- Modified Skate
- Modified Mother & Son Dance

MEMORANDUM NO. M23-026

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: Facilities Board Report
DATE: March 21, 2023
Bridges of Poplar Creek & The Club Board Report

Motion:

Recommend the March Facilities Report to be included in the March Executive Director's Report for Board approval.

Bridges General Programs:

- TopTracer has continued to do well during the month of February with daily rentals. We are also off to a great start with a complete sell out of our opening TopTracer two-person event on March 11 with 20 teams. The spring leagues have been announced and are completely sold out for Mondays & Thursdays and only four spots remain on the Wednesday night four-person team league.
- Staff has created our Event Schedule for 2023. Bridges has the following events planned:
 - Friday Night Fish Fry: 2/24 – 4/7 (every Friday, total attendance first three weeks: 295)
 - TopTracer two-person Best Ball: March 11 (sold out)
 - March Madness Golf Event: March 18 (postponed to 3/25 - weather)
 - Breakfast with the Bunny April 1 (11 a.m. sold out; five tables left for 8:30 a.m.)
 - Par 3 Challenge: April 5 (12 spots left)
 - Spring Senior Scramble #1: April 26 (12 spots left)
 - Spring Senior Scramble #2: May 17
 - SRT Foundation Golf Outing: June 7
 - Fall Senior Scramble: October 4
 - Pro-Am Scramble: October 8
 - Turkey Shoot: November 4
 - TopTracer Four-Person Scramble: November 18
 - Breakfast with Santa & Winter Fest: December 9
 - Additional Live Music Nights in the Beer Garden, monthly from May to October to be announced soon!

Bridges Marketing

- Gained access to digital platforms (website, email and social media); getting familiar with different platforms
- Created a detailed annual campaign calendar to schedule and track marketing initiatives
- Created/scheduled email blasts for Fish Fry Fridays / Breakfast with Bunny
- Fish Fry Fridays
- Breakfast with Bunny

- Scheduled email blasts for golf outings/leagues
- Designed new marketing collateral for The Tap Inn (tabletops, table numbers) to give a fresh look with the remodel
- Designed new marketing collateral for Halfway House
- Updated wedding menus
- Updated website (streamline information/navigation; added upcoming events)
- Attended PGA Superstore Demo Day; promoted TopTracer Range (Sponsored Putting Challenge); signed up attendees for raffle
- Started organizing digital files to optimize navigation
- Created SOPs for marketing tasks

Golf Rounds

MONTHLY ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
0	0	0	0	0	0
YTD ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
0	0	0	0	0	0

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
0	0	0	25	118	29
YTD RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
15	0	0	25	202	48

TopTracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
0	255
YTD TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
0	381

Food & Beverage

- We had a successful first three weeks of Fish Fry.
 - Week 1 – 101 Guests
 - Week 2 – 123 Guests
 - Week 3 – 71 Guests
- Staff is currently preparing for St. Patrick's Day specials and Fish Fry for March 17, as well as the next music night at Fish Fry on March 24. Check out the Bridges website for more information and our menu!

March

1 breakfast meeting servicing 17 guests
2 baby showers servicing 50 guests
1 ceremony only servicing 100 guests
1 engagement party servicing 50 guests

April

Breakfast with the Bunny
1 Shower servicing 40 guests
1 all-day meeting servicing 30 guests
1 First Communion luncheon servicing 40 guests
1 ceremony and reception servicing 100 guests

2023 weddings

8 ceremony and receptions
1 on tentative hold as of 3/12
1 reception only
1 ceremony only

2024 weddings

1 ceremony and reception



February 2023

Membership Totals	<u>2/28/2022</u>	<u>2/28/2023</u>	<u>1/01/2023</u>	<u>Var. +/-</u>
Totals	2,104	2,649	2,418	+231

Member Services/Sales

- The Club team enrolled 156 new members in February! The Club has been extremely busy with day-to-day use from members. Staff has done an excellent job keeping the facility clean and members happy in this busiest of times.
- We offered a reduced enrollment fee of \$19.00 in February and highlighted our referral reward of \$25 Club Cash for each referral. We had 15 member referrals in February.
- We were curious to compare some membership age demographics of pre and post renovation as we are seeing many younger people joining as members. Here is a comparison of these age demographic numbers.

Age Range	Pre	Post
0-9	.07	0.14
10-19	6.41	10.35
20-29	11.11	19.11
30-39	11.11	12.77
40-49	15.51	16.41
50-59	19.25	19.11

60-69	21.21	14.69
70-79	14.59	6.39
80-89	.74	1.03

- We had 2,187 unique visits in February, meaning approximately 82 percent of members visited/used the facility at least once a month.
- The Club had 95 United Healthcare Renew Active pass holders use the facility in February (at least one time).

Club Marketing

- Gained access to digital platforms (website, email and social media); getting familiar with different platforms
- Coordinated with District C&M to understand current process (design/marketing initiatives) and plan for transition
- Planning marketing strategy (email, print and digital) plan to optimize execution and operational efficiency
- Walked through facility to inventory signage; took down old signage (Phase-4 Covid protocols, etc.)
- Designed A2Zoe Spring Basketball Camp promotion; developed plan to highlight A2Zoe more at The Club
- Started organizing digital files to optimize navigation

Operations and Fitness Departments:

- The Club rentals were extremely active in January.
 - 3 Overnight lock-ins
 - 4 Birthday parties
 - 7 Windy City Bulls practices
 - 44 volleyball rentals
 - 13 basketball rentals
 - 11 soccer rentals
 - 23 pickleball court rentals
- Group Fitness classes are going strong and the Fitness Manager is working diligently to keep up with the latest trends in group. Here are some Group Fitness Program Highlights:
 - 105 HIIT Members
 - Early morning Boot Camp numbers are drawing in 22-25 members each class (MWF 5:30a)
 - Early morning HIIT class is drawing 12-18 members each class (TU/TH 5:30a)
 - Some of the most well-attended classes are Power Sculpt at 20-30 members/class, Aqua Blast (TU/TH) 33-35 members/class, Barre 15-19 members/class, and Boxing Circuit 20-28 members/class
 - Club staff offered a couple of special events in February
 - Dick Pond, Hoffman Estates visited The Club on February 3 where they offered complimentary Gait Analysis to our members
 - BMI Testing offered by Ascension on Feb 21 where we had approximately 30 people take advantage of the testing.

- Complimentary blood pressure checks and “ask the trainer” table on Feb 11
- Foam Rolling – tips and tricks Feb 21
- Boxing – tips and tricks Feb 18
- Specialty class – Nidra Yoga Feb 17
- Social Media - We Love Our Members Wednesday

