

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, MAY 16, 2023
7:20 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - April 18, 2023
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M23-040
 - B. Facilities Board Report / M23-047
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT



MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
April 18, 2023

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on April 18, 2023 at 7:24 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Friedman, Comm Reps Bettencourt and McIlrath

Also Present: Executive Director Talsma, Director of Golf & Facilities Bechtold, Director of Recreation Kapusinski, Director of Parks, Planning & Maintenance Hugen, Executive Assistant Flynn, Superintendent of IT John Agudelo, IT Specialist Kevin Hassler

Audience: President Kinnane, Commissioners Chhatwani, Evans, Kaplan and McGinn, Comm Rep Macdonald

2. Approval of Agenda:

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

3. Approval of the Minutes:

Comm Rep MacGregor made a motion, seconded by Comm Rep Beranek to approve the minutes of the March 21, 2023 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 1st Quarter 2023 Goals / M23-034

Comm Rep Beranek made a motion, seconded by Comm Rep Henderson to forward the April Recreation Board Report to be included in the April Executive Director's Report.

Director Kapusinski noted the following highlights:

- This month's report summarizes March activities, which wraps up the winter season. Next month's report will highlight enrollment for April and May.
- The TC Fitness Center closed for renovations on April 12 and is planned to reopen on May 6. Current members can go to Willow or The Club during the closure.
- The Bunny Drive-By stopped at 44 homes. We also had three egg hunts, one for each area of the District.
- The new Kite Fly event is scheduled for May 6. Chicago Kite will be in attendance for a demonstration. Crafts and story time will also be included.
- Little Stars enrollment is at its highest since opening in 2009.
- Ice programs, youth and adult basketball, figure skating and swimming are all having very strong enrollments.
- The MORE van is complete and looks great!

Commissioner Dressler asked if we were having any staffing issues. Director Kapusinski said we are in good shape.

Commissioner Evans asked if we reached out to any specific groups who might be interested in kite flying. Director Kapusinski said we have not done that yet, but could do so.

Comm Rep Henderson motioned to include the 1st Quarter Goals in the Board Report that will be included in the Executive Director's report.

The motion carried, as amended, by voice vote.

B. Facilities Board Report and 1st Quarter 2023 Goals / M23-035

Comm Rep Beranek made a motion, seconded by Comm Rep MacGregor to forward the Facilities April Board Report and 1st Quarter 2023 Goals to be included in the April Executive Director's Report.

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

- Poor weather in March left us with only eight playable days. However, we did have over 500 rounds played during Easter weekend.
- The SRT Golf Outing will be Wednesday, June 7.
- The SLSF Foundation outing is Wednesday, May 10.

- Toptracer is going strong, with 584 hours last month.
- The Fish Fry went well, with only one low week due to bad weather. We received several requests to keep it going, and will try to do this in the fall. Look for late summer announcements.
- Breakfast with the Bunny had 290 attendees.
- We have 2 weddings booked for 2024 so far.

Director Bechtold highlighted the following items regarding The Club:

- The Club had a busy month, adding 123 new members.
- Usage is at 79% for this month.
- Rentals have picked up as well (birthday parties and gym rentals).
- The HIIT program is up to 116 members.
- Club Staff have done a good job of running special events for the members to keep them engaged.

The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep MacGregor said he can't wait for great weather to return. Great job on the events. He loves to see the numbers for Toptracer.

Comm Rep Henderson said a friend who lives on the pond at Black Bear Park said the cattails are taking over. Director Huguen said we treat the cattails at that park every spring. We can't remove all of them, because it would take away the oxygen needed by the fish.

Student Rep Vega said she is excited for the kite event, because it reminds her of home. Hopefully the weather will be nice.

8. Adjournment:

Comm Rep Beranek made a motion, seconded by Comm Rep MacGregor to adjourn the meeting at 7:41 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM NO. M23-040

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Recreation Board Report
DATE: May 16, 2023

Motion:

Recommend to the full board to include the Recreation May Board Report in the May Executive Director’s Report.

Recreation Division



The Wellness Committee led an employee walk on World Health Day on April 6. Staff walked a mile together mid-day.

Staff is working to secure dates for the MORE (mobile outreach) program this summer.

Staff worked together for the CAPRA review team this month.



Triphahn Center



Willow Recreation Center

Much of this month was focused on the grand reopening of the Triphahn Center Fitness Center. New marketing initiatives were launched which include giving new members the month of May for free, free trial days for different user groups within the Triphahn Center and giving families a 10% discount if a family member is enrolled in a program at Triphahn Center.

The grand reopening was held on Saturday, May 6. Twenty-five memberships were sold on the grand reopening day. As of May 10, another 14 memberships were processed. To date, there are a total of 511 members and another 256 insurance (free) members.

Staff are working on plans to follow up with everyone who toured the facility.

Triphahn Center Fitness

<u>Membership</u>	<u>04/30/2022</u>	<u>01/01/2023</u>	<u>04/30/2023</u>	<u>2023 YTD Var. +/-</u>
Total	470	469	493	+24

Membership numbers do not include the free health insurance members.

Pass	% Visited in March 2023	% Visited in April 2023
TCIA Fitness Adult	57%	53%
TCIA Fitness Junior/Student	6%	53%
TCIA Fitness Senior	66%	57%
Average Paid Members	38%	38%
TCIA Gym Pass*	12%	12%
TCIA Renew Active*	34%	34%
TCIA Tivity Prime*	19%	19%
TCIA Silver Sneakers*	28%	28%
Average Insurance Members	23%	23%

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>04/30/2022</u>	<u>01/01/2023</u>	<u>04/30/2023</u>	<u>2023 YTD Var. +/-</u>
Fitness	124	127	146	+19
Racquetball	36	39	48	+9
Total	160	166	194	+28

Membership numbers do not include the free health insurance members.

Pass	% Visited in March 2023	% Visited in April 2023
WRC Fitness Adult	53%	51%
WRC Fitness Junior/Student	71%	50%
WRC Fitness Senior	48%	41%
Average Paid Members	57%	47%
WRC Gym Pass *		
WRC Silver Sneakers *	32%	33%
WRC Tivity Prime *	0%	5%
WRC Renew Active *	33%	22%
Average Insurance Members	22%	20%

Spring Group Fitness

Class	Spring 2022	Spring 2023
Fitness Boot Camp	23	24
Women of Steel	22	13

**Fitness Boot camp/ Women of Steel instructor only doing one day of classes due to medical reasons.*



Dog Off-Leash Areas

Membership	<u>4/30/2022</u>	<u>01/01/2023</u>	<u>4/30/2023</u>	<u>2023 YTD Var. +/-</u>
Total	631	586	584	-2

The Doggie Egg Hunt was held on April 15. Thirty-eight dogs went hunting for eggs at the event!



General Programs

General Programs:

Program	Spring 2022	Spring 2023
Baton & Poms	27	41
Choir/Theatre (w/ Palatine PD)	n/a	2
A&A Music (piano & guitar)	6	2
Shotokan Karate	75	128
Tae Kwon Do	24	48
Gymnastics	167	319
Racquetball lessons	4	10
Racquetball leagues	9	20
Aneta Art	n/a	5

Dance:

	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

Star Dance Company competed at the Rainbow Dance Competition in Milwaukee, April 21-23. We had several dances that placed.

Special Events:

- Community Garage Sale – held May 6 with 34 vendors.
- Kite Fly Day – held May 7 with 100+ families flying kites and hundreds of attendees
- Kids to Park Day is May 20 at Fabbri Park.
- The Summer Children’s Concert Series are booked. The dates of the concerts are: June 9, June 14, June 23, July 7, July 15, July 21, and August 4.



<u>April 50+ Events</u>	<u>Date</u>	<u>Attended:</u>
Lunch and Learn Scammers	4/12	17
Seniors Out Socializing (Early Bird)	4/12	16
Lunch and Learn Ascension	4/14	30
Name that Tune	4/20	7
Seniors out Socializing	4/21	8
Lake Geneva Overnight	4/22-4/23	11
San Fillipo Tour and Lunch	4/25	9
Lunch and Learn Steps to Move	4/26	11
Pub Trivia	4/26	38
Birthday Lunch	4/28	10

Senior Fitness Classes

	Spring 2022	Spring 2023
50+ Basic Exercise	44	30
Tai Chi (Daytime)	5	9
Line Dancing	Not offered	22

Gentle Yoga	Not offered	6
Balance Class	Not offered	15



Early Childhood

Little Stars Childcare – Full Day

There are 51 children enrolled in the LSC program compared to 41 at this time last year. The breakdown of enrollment is:

5 days: 35

3 days: 12

2 days: 4

An Open House for LSC was held April 8 with another one coming up on May 20. Many families are showing interest in starting this summer while others are inquiring about starting in fall at the “start” of school year.

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

23/24 School Year –Registration to Date

	22/23 WRC	23/24 WRC to date	22/23 TC	23/24 TC to date
Threeschool	C	1	10	8
2's Playschool	C	7	20	1
3 & 4 yr old Preschool + new PM extended school	42	38 +9	91	76
TOTAL	42	53	121	85

Enrichment Classes:

There are 79 children enrolled in early childhood enrichment classes for Spring 2023 compared to 102 last year. There are 15 children in Kid & Tot Rock music class compared to 12 last year.

Summer Camp:

Registration for summer camp opened mid-March. Preschool Camp and Kinder Camp will be offered as part-day camps for summer 2023. To date, there are 219 children enrolled in all the sessions of camp.



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	6	15	19	23	63	47
Fairview	3	13	12	22	50	47
Lakeview	2	11	13	34	60	55
MacArthur	3	14	26	34	77	58
Muir	3	5	16	21	41	43
Lincoln Prairie	7	13	17	14	51	44
Total for D54	24	71	103	148	342	294
Whiteley	2	11	28	30	71	85
Thomas Jefferson	2	12	16	38	68	54
Total for D15	4	22	44	69	139	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
4/4 – TC to Safari Land	28
4/7 – TC Mario Movie	27

23/24 School Year

Registration opened March 1 for currently enrolled STAR families for the 23/24 school year. Registration opened to new families on March 16. To date, K-Star has 45 enrolled (up from 26 this year). There are 271 enrolled in D54 and 117 in D15 to date for next year.

Summer Camp 2023

- Camp registration opened March 15. To date, there are already 1,878 camper registrations throughout the nine weeks of summer. Another camp site was added within SD54 school location to accommodate those on the waitlists.
- Staff trainings begin May 17 and will continue for two weeks.



Youth Athletics

Basketball

- **AAU** - Our AAU 14U basketball team competed in two tournaments during the month of April. They had a combined record of 5-1 and won the Spring Run N Gun on April 15/16. They will continue to practice two days a week in May and compete in three more tournaments.
- **HBA Camps** - Running classes on Tuesday, Wednesday and Thursday at the Triphahn Center. Offering an extra K-2nd grade session on Wednesday nights due to increased volume.
- **1 on 1 Trainings** - 1 on 1 trainings started again in April after not offering them in 2022.
- **Open Gym Training 'NEW'** - New on Sundays is a drop in open gym with structure. Players can participate in shooting drills, ball handling drills or 5 on 5 games.

Fundamental camps:

	1 on 1 training	Dribbling clinic	Shooting clinic	K-2 nd fundamentals	3 rd -5 th fundamentals	6 th -8 th fundamentals
2022	Not offered	Not offered	Not offered	15	15	15
2023	15	15	15	22	15	15

Baseball

- **N60** - Our U12 N60 finally started practice in April. They have played two games (and two rainouts) in April. They will kick things into high gear in May where they will be playing every Sunday.
- **Spring League** - Shetland, Pinto and Mustang began practice outdoors twice a week starting the week of April 10. These teams will have their opening day on May 6 at Cannon Crossing Park. Uniform pick up, equipment pick up and evaluations took place the week of April 3. Our Bronco and Pony teams (5th-8th) began outdoor practice/evaluations the week of April 3 and had their first games on April 22. Our Bronco and Pony teams compete in the local inter-village baseball league that is hosted by PCBS.

	Shetland	Pinto	Mustang	Bronco	Pony	Total
2022	72	60	42	24	13	211
2023	95	74	26	24	13	232

Soccer

Spring Soccer League

Soccer started last week of March for the inter-village participants. House league will began practice the last week of April. Games started the first weekend of May.

	Spring 2022	Spring 2023
Spring Soccer	313	416

Adult Pickleball League

Spring League was offered for Level 3.5+ and Social League from March 20 to April 24 as a bridge to the May spring session. The program was full with 12 social teams and 6 advanced teams.

The May session began May 8 and moves outdoors to Fabbrini. There are 10 teams enrolled in Advanced Level, 24 teams in social level and 24 players enrolled in beginner level.

E-Sports

- Two tournaments held in April did not run due to low enrollment.
- There was one birthday party.



Hockey:

Spring League: The season began in April.

	Spring 2022	Spring 2023
Mites	30	28
Squirts	41	40
Pee Wees	28	23
Bantams	29	25
Midgets	14	29
Wolverines	13	34
TOTAL	145	179

Hockey lessons:

	Spring 2022	Spring 2023
Tot Hockey	42	40
Level 1	30	40
Level 2	31	32
Total	103	112

NEW Programming: Pure Development with Brent Sopel

	Spring 2023
Squirts	10
Pee Wees	14
Bantams/Midgets	14
Total	38

NEW Programming:

	Spring 2023
Keagan’s Power Skating	22
Hockey Mom’s Hockey	20
Never Too Late Hockey	6

Figure Skating:

The winter session of Figure Skating started mid-January. There are 400 skaters enrolled in Spring Session (compared to 336 last year).

There are 28 skaters enrolled in the monthly freestyle ice membership.

Public Skate for April:

- April 1: Skate with the Bunny 120 pre-registered plus 49 walk-ins
- April 1: Modified Skate with the Bunny 2 participants
- April 16: 73 pre-registered plus 37 walk-ins
- April 30: 45 pre-registered plus 26 walk-ins



Indoor Swim Lessons:

	Winter & Spring 2022	Winter & Spring 2023
Group	182	279
Parent / Tot	44	24
Tot	17	20
Privates	14	n/a
Adult	n/a	16
Total	257	339

Seascape Pass Sales: A 10% discount campaign was offered this month which expired May 6. 333 passes were sold using the coupon code.

April 2023 Passes Sold: 341*

April 2022 Passes Sold: 513

Last year, we launched sales over Black Friday/Thanksgiving weekend. This year, we launched sales in January.

Total passes sold to date* (5/10 at time of report submission) = 549



Communications and Marketing



Projects this month:

- June, July, and August Program Guide created.
- Crosstown Showdown Closing Weeks
- Camp Promotion
- TC Grand Reopening – Marketing packages including mailers, digital ads and email support. Facility signage and all facility forms updated to new pricing structure.
 - Multi image posts were used on social media using hidden images were used on social media to increase interest in the grand opening event.
- Seascape post card to all non-renewal pass holders created and mailed
- Community Egg Hunt Day
- LSC Open House
- Doggie Egg Hunt marketing, including date change due to weather
- Earth Day Event promotional pieces
- Community Garage Sale Marketing Package – Special attention was paid to diversifying the locations promoting the event because of comments received following the event last year. Outside of the normal channels, the event was also shared into local garage sale groups.
- Q2 ongoing Advertising began for LSC, Preschool, ESports Birthday Parties, HEParks.org and HEParks Social Media.
- Smaller event support for Disc Golf Tournament, Bon Appetit, Fish Fry and Esports Tournaments created.

- Began Card-o-Palooza process – the creation of all of the promotional handout pieces used at different facilities during the summer months.
- Club social media and support materials created within the department.
- Redesign of HEParks.org program listing landing page to integrate months
- TC/WRC Student Fitness Campaigns
- Updates to Seascape Signage within HEParks and Streamwood Park District Facilities.

Website Page Visits:

Top five visited sites for April 2023: Home, Program Guide, Camp, Egg Hunts, and Events

(Compared to top 5 for April 2022: Home, Program Guide, Camp, Egg Hunts, Now Hiring)

April traffic followed very closely to the last year’s frequently visited pages. Because of exceptional hiring prior in the year, the district did not need to do a significant push for summer employment, pushing the Now Hiring page out of the top five visited pages.

Email campaigns:

Thirteen e-blasts were sent out this month.

- All District Email 4/4 – 41% Opens
- Egg Hunt 4/6 – 43% Opens
- Dog Email 4/11 – 39% Opens
- Senior Center Ascension Lunch and Learn – 45% Open
- All District 4/11 (SEA10 Deal Unveil) – 38% Opens
- Seascape Previous Pass Holder (Non-Renewals) 4/14 – 37% Open
- All District Email 4/17 – 38% Opens
- All District 4/25 (Sneak Peek) - 42% Open
- Ages 0-5 (Registration) 4/27 – 59% Open
- Ages 18+ (Registration) 4/27 45% Open
- Ages 6-18 (Registration) 4/27 49% Open
- May, June, July, August, Events at Glance – 42% Open
- All District (TC Fitness Focus) 4/28 – 42% Open

of Followers:

Account	Social Media Platform	December 2022	January 2023	February 2023	March 2023	April 2023
HEParks	Facebook	6849	6874	6954	7118	7219
	Instagram	1133	1148	1158	1173	1194
	Twitter	1116	1118	1121	1120	1122
Ice Academy	Facebook	121	121	121	121	121
Wolf Pack	Facebook	506	520	537	555	558
Senior Center	Instagram	497	534	553	574	592
	Facebook	142	144	146	147	149

Social Media:

- The most popular post for the month of April was for Summer Camps. This single post had an organic reach of 15,328 with 1,873 clicking on the post. The initial announcement for Kite Flying Day had a reach of 11,981. These two posts did so well that the next highest posts - The Community Garage Sale with a post reach of 2,414 and 79 engagements and the Gold Medal Finalist had views and interactions with reaching 2,360 accounts and 187 engagements were significantly smaller.
- 8 Social Media Events
- All social media events for May, June, July and August were added to Social Media.

80+ social media posts were made to HEParks Facebook and Instagram accounts

Press Releases:

- All summer events were added to Daily Herald calendar
- Gold Medal Finalist

Onsite Outreach Events:

- Hoffman Estates High School
- Whitely School
- Thomas Jefferson School
- Job Fair in Hanover Park
- Schaumburg Employment Fair

MEMORANDUM NO. M23-047

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Bridges of Poplar Creek & The Club Board Report
DATE: May 16, 2023

Motion:

Recommend the May Facilities Report to be included in the May Executive Director’s Report for Board approval.

Bridges General Programs:

- SRT Golf Outing – June 7! Sign up now!
- Staff introduced two new Toptracer leagues for the summer. Monday nights will be a 2-person team format and Wednesday nights will be a 2-person 9-hole league for all players to enjoy.
- Jr Golf classes have begun. Our first session is our Golden Bears class. We had seven students in this first class. This is an introductory class that will go over all the basics of the game.
- Our second Senior Scramble event is set for May 17. This event has 25 teams entered.

Golf Rounds

MONTHLY ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
1,509	0	2,842	1,296	2,638	1,657
YTD ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
1,990	313	3,802	2,047	2,886	2,207

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
1,664	0	2,295	1,195	1,889	1,409
YTD RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
2,021	215	3,619	1,843	2,442	2,028

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
409	585
YTD TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
409	1,550

Food & Beverage

April

Breakfast with the Bunny - 290 guests
1 baby shower servicing 27 guests
1 all-day meeting servicing 38 guests
1 First Communion luncheon servicing 36 guests
1 ceremony and reception servicing 76 guests

May

2 showers servicing 60 guests
2 breakfast meetings servicing 45 guests
1 dinner meeting servicing 50 guests
2 lunch meetings servicing 50 guests
1 graduation party servicing 60 guests
2 ceremony and receptions servicing 225 guests
2 golf outings servicing 200 guests

2023 weddings

8 ceremony and receptions
2 reception only
1 ceremony only

2024 weddings

2 ceremony and receptions

Marketing - Bridges of Poplar Creek

- Created brand new slides for lobby TV promoting course open, menu, upcoming events, weddings, etc.
- Attended “Bon Appetit” Chamber event; engaged with audience to promote Toptracer Range and outings (over 500 attendees, including vendors)
- Created new posters and table tents for Toptracer Range birthdays for kids
- Designed marquee for Now Hiring – Line Cooks
- Created/scheduled email blasts for upcoming events, golf outings and leagues
- Designed and placed signage for course washrooms
- Designed an ad to promote weddings which ran in the Daily Herald “Wedding Guide” section
- Established new vendor relationship with Zola to promote weddings on their platform
- Updated campaign calendar and added metrics to track marketing initiatives
- Created graphic design templates and organized files in folders for easier reference and operational efficiency



Bon Appetit Chamber event



Membership Totals	4/30/2022	1/01/2023	4/30/2023	Var. +/-
Totals	2,176	2,418	2,740	+322

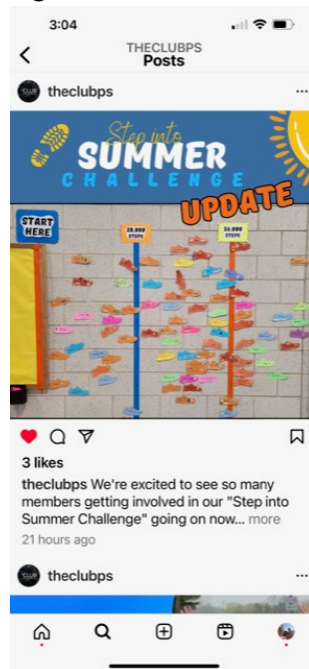
Member Services/Sales

- The Club team enrolled 117 new members in April, offering a \$29 enrollment fee and six complimentary HIIT classes with enrollment. This puts us in a great place going into the slower summer months with a net gain of 322 members a third of the way through the year.
- We had 2,167 unique visits in April, meaning approximately 79 percent of members visited/using the facility at least once in April.
- The Club had 93 United Healthcare Renew Active pass holders use the facility in April (at least one time)

Operations and Fitness Departments:

- The Club rentals continue to be extremely active April.
 - (1) Overnight lock-in (10) Birthday parties (58) volleyball rentals
 - (60) basketball rentals (1) soccer rentals (15) Pickleball court rentals
- Pickleball classes are going extremely well. We have ten Pickleball 101 and 102 classes (so far) running in April and May. We have also secured an instructor who will begin to teach some pickleball youth classes beginning in June. With the growing popularity of these classes, we are still looking for an additional adult instructor to fit the demand for beginner classes and private lessons.
- Stepping Into Summer Challenge
 - The Fitness Manager and C&M Manager collaborated on a fun interactive member retention program. The Stepping into Summer program challenges members to achieve an average of 7,000 steps/day. As a mark of their completed steps they can move their

own paper “sneaker” down the hallway toward “summer”. Members are having a great time with this fun challenge!



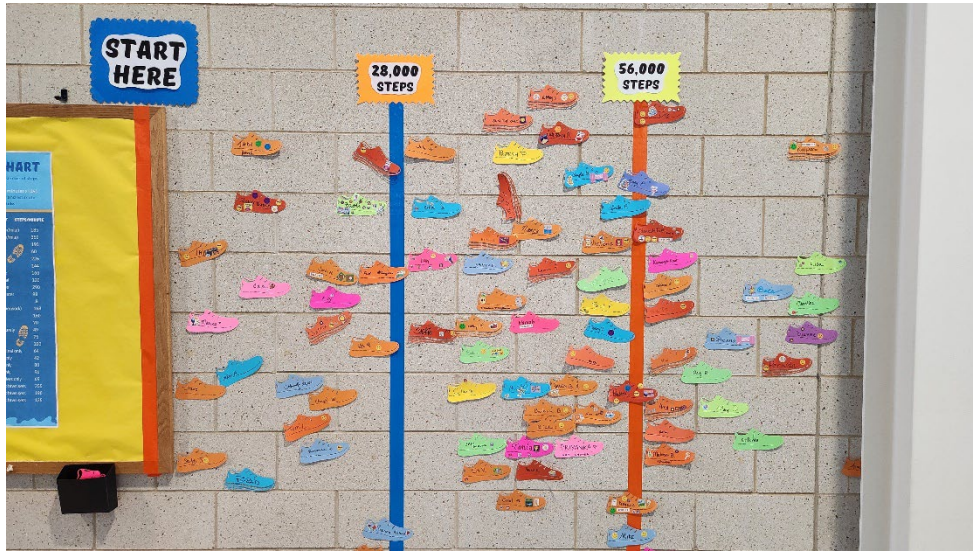
- Training Special – The Club offered a special pricing discount on the package of five one-hour, personal training packages. We sold approximately 47 packages at \$260.00 each, a \$30 discount off the regular price. These are great sales number for the month of April!
- Ascension visited The Club on April 20 and offered complimentary BMI testing to members.
- Member spotlight
 - Member’s Jeff B and Samantha S are the latest featured members for our quarterly member spotlight. Please check out their inspiring fitness journey here: <https://www.theclubps.com/member-spotlight>



- Student Summer Passes
 - Club staff is preparing to welcome students back from their break. This year we are offering a pass that runs from May 8 to Sept 3. Full price, the pass will be \$175 (student rate) or \$155 (junior rate – if parent is a member). This pass will be pro-rated according to the date of purchase.

Marketing: The Club

- Designed May promo concept and marketing collateral
- Created and started the “Step into Summer” Challenge (136 members engaged thus far)
- Created and launched a brand new “What’s Happening” active member email blast (2,664 sent; 66.3 percent open rate which is more than 26 percent above the industry average)
- Designed marketing materials and started promoting “Zumba Party”, “5K Community Run/Walk” and “Student Summer Pass”
- Attended Hoffman Estates Chamber Board meeting via Zoom; promoted upcoming events
- Created graphic design templates and organized files in folders for easier reference and operational efficiency
- Updated website with new promotions



“Step into Summer” Challenge