

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

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - July 18, 2023
Motion to approve the minutes from July 18, 2023 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M23-078
Motion to recommend the August Recreation Board Report be included in the August Executive Director's Report.
 - B. Facilities and Marketing Board Report / M23-077
Motion to recommend the August Facilities and Marketing Board Report be included in the August Executive Director's Report.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.



MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
July 18, 2023

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on July 18, 2023 at 7:54 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Chairman Dressler

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

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

2. Approval of Agenda:

Comm Rep MacGregor made a motion, seconded by Comm Rep Bettencourt 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 Bettencourt to approve the minutes of the May 16, 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 MacGregor made a motion, seconded by Comm Rep Bettencourt to forward the July Recreation Board Report and 2nd Quarter 2023 Goals to be included in the July Executive Director's Report.

Executive Director Talsma introduced Karrie Miletic as the Director of Recreation and staff liaison for this committee.

Director Miletic noted the following highlights:

- The Unplug event was well attended and well run. The Bubble Guy was very popular. We collaborated with the police department and the library.
- This coming Saturday, the indoor Fun in the Sun event is taking place at Triphahn Center to kick off and promote the childcare program.
- We have a few more Friday concerts in the park.
- Haunted Hoffman meetings are starting, with the event scheduled for October 21.
- Summer camps have run smoothly.
- Seascape has been very busy.

Comm Rep Bettencourt asked how many days were missed at Seascape with the poor air quality. Director Miletic said that the facility was closed for 2 ½ days, similar to other districts.

Executive Director Talsma added that Kimberly Barton has taken over as Superintendent of Recreation; Kyle Thomas has moved to Willow Rec Center and still oversees the basketball programs. Scott Meyer is our Facilities Manager, overseeing Triphahn Center and Willow Rec Center. Director Bechtold is overseeing the Facilities section (Willow, TC and hockey).

The motion carried by voice vote.

B. Facilities Board Report and 2nd Quarter 2023 Goals / M23-061

Comm Rep Bettencourt made a motion, seconded by Comm Rep MacGregor to forward the Facilities July Board Report and 2nd Quarter 2023 Goals to be included in the July Executive Director's Report.

Director Bechtold presented an overview of the written board report, highlighting the following:

- With very little rain in June, the golf course has been very busy; higher rounds than usual.
- Toptracer had 402 hours more than last year this month.
- Staff is doing a great job serving all of the guests.

- The Club is up almost 400 members on the year, and 75% of those members are using the facility on a regular basis. A few new pieces of equipment are coming in soon.
- Sarah is keeping members busy with HIIT and outdoor fitness in the park events.
- The Triphahn Center Fitness Center is showing improvement, up 72 members for the year. The marketing push will continue into the fall.
- We have hired Marisa Anstey as the Superintendent of Communications & Marketing for Recreation. She comes from IKEA and other private organizations. She has a unique skill set and will fit in well. Meanwhile, Brian Wright, Alexis Kolberg and Judy Kudron have been holding down the fort.
- We discovered some aspects of our website that we are able to update that we previously thought were outdated, and are working with the vendor on this.

Commissioner Evans asked how the bookings have been at Toptracer. Director Bechtold said the late evenings are not as busy, but from 5:00 to 8:00 p.m. they are busy. He added that staff is looking into offering half off on Friday and Saturday evenings. During the day, we have all ten bays going with people ordering food and drinks.

The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Beranek said she attended the World's Largest Swimming Lesson, which was well run.

Comm Rep Pilafas said he is happy to be on the committee, serving the community. It has been cool to see what goes on behind the scenes. He has two older brothers with disabilities so to see the plans for Vogelei is great. Executive Director Talsma noted that Community Rep Pilafas did his homework to be on this committee; he was very prepared for his orientation.

Comm Rep MacGregor took his grandkids to Unplug & Play, and they had a fantastic time. The Ninja course was fun, and the bubble show was fantastic. They will go back to the park next week for the splash pad. He added that they went to Huntington Park, and is very impressed with the playground equipment. His grandson can't wait to use the skateboard swing.

Commissioner Friedman said while he was at Fabbrini, there was a gentleman looking for pickleball players. The man was on a road trip and was looking for a pickup pickleball game. Commissioner Friedman told him to stop on his way back, since the courts were under renovation but would be done soon. The baseball field crew did a great job getting the field ready after some rain. He asked if there would be a water fountain at Huntington. Director Hugen said it is on the way. He also thank Director Miletic for participating in the parade. He asked if we could put Commissioners' names on the van or float.

8. **Adjournment:**

Comm Rep MacGregor made a motion, seconded by Comm Rep Bettencourt to adjourn the meeting at 8:12 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M23-078

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
 Karrie Miletic, Director of Recreation
RE: Recreation Board Report
DATE: August 15, 2023

Motion:

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

Recreation Division



- Our Annual Volunteer Appreciation Party was held at Seascapes on the evening of August 1. We had about 70 in attendance. They enjoyed a dinner and free swim.
- We are excited to be welcoming new members to our Recreation Team. **Paige Calvey**, who has worked part-time at Wheeling Park District, is starting a newly added position General Program Manager. This position will assist all the Recreation Program areas during their busier times. **Will Lieb** from Rolling Meadows Park District will be starting as the Athletics Program Manager on August 21.
- Our M.O.R.E. programs will conclude on August 23 for the summer. The M.O.R.E. van continues to pop up at events including National Night Out and a Recent Car Show by Garibaldi’s.



General Programs

General Programs:

Program	Summer 2021/22	Summer 2022/23 *to date
Baton & Poms	31	62
A&A Music (piano & guitar)	10	2
Shotokan Karate	93	131
Tae Kwon Do	29	29
Gymnastics	278	233
Racquetball lessons	5	25
Racquetball leagues	9	11
Aneta Art		3
Palatine Choir/Theater		5

Summer Dance Numbers:

Style	Summer 2022 Classes Offered	Summer 2022 Numbers	Summer 2023 Classes Running	Number Enrolled as of 9/3/23
Ballet	4	37	3	42
Ballet/Tap	5	39	4	34
Ballet/Jazz	5	33	2	10
Jazz/Hip Hop	3	18	2	15
Tap	2	10	2	14
Specialty	4	32	7	88
Total	23	169	20	203

Dance happenings in July/August

- 19 Private lessons
- 10 dancers danced in the 4th of July parade
- Company auditions took place on July 7; 27 dancers will be part of the 2023-2024 season
- Elite tap auditions were on July 7; 6 dancers will be part of that competition dance and class
- Dance camps ran the last two weeks of July
- Junior company auditions took place August 4. Seven dancers made Juniors.

Special Events:

Funday morning concerts were a success, held from June 9 to August 4. The last two concerts were Nanny Nikki on July 21 and Wendy and DB on August 4 at Vogelei Park.

The Haunted Hoffman Halloween Fest is scheduled for October 21, with planning well underway. Jodi Shultz held the first team planning meeting on August 2. We are researching roving entertainment. The haunted house and pumpkin inflatables have been reserved. We will be adding in three new scenes and enhancing our costume supplies for the Trick or Treat path.



50+ Club

<u>July 50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Seniors Out Socializing (Early Bird)	7/5	13
Top Tracer Lunch/Golf/Chat	7/7	CANCELED
Lunch and Learn Lutheran Home	7/12	16

Fitzgerald's Fish Boil	7/13	28
Pub Trivia	7/19	41
Seniors out Socializing	7/21	17
Fame Hemmen's/Danny's Pizza	7/23	21
Family Bingo Night WRC	7/25	CANCELED
Birthday Lunch	7/28	17

August 50+ Events	Date	Enrolled
Lunch and Learn Avondale Estates	8/2	17
Seniors Out Socializing (Early Bird)	8/2	13
Buddy Holly Marriott Theater/Lunch	8/10	18 (plus 5 from SB)
Pinstripes Lunch and Bowl/Bocce	8/14	0
Summer Concert at Hideaway	8/17	15
Seniors Out Socializing	8/18	10
Pub Trivia	8/23	26
Birthday Lunch	8/25	16

Senior Fitness Classes

Group Exercise Enrollments for 50+

Class	Spring 2023	Summer 2022	Summer 2023 (as of 7/28)
50+ Basic Exercise	52	48	33
Tai Chi (Daytime)	10	7	9
Tai Chi (Evening)	CANCELED	5	CANCELED
Feel Better Workshop	CANCELED	CANCELED	CANCELED
Line Dancing	32	CANCELED	28
Gentle Yoga	10	CANCELED	6
Balance Class	19	Not offered	2 (starts in Aug)



Early Childhood

Little Stars Childcare – Full Day

2022	2023
43 (3 rooms)	52 (3 rooms)

5 Days: 28, 3 Days: 9, 2 Days: 5

The next Open House will take place on August 12. Four families took a tour at the Fun in the Sun event. New Childcare Coordinator – Andrew Puccetti. Kasia Wozniak is our new Full-time childcare teacher.

Part-Day Preschool

23/24 School Year- registration to date C=Cancelled

	22/23 WRC	23/24 WRC	22/23 TC	23/24
Threeschool	C	C	10	12
2's Playschool	C	12	20	C
3's & 4's Preschool	42	37	91	81
TOTAL	42	49	121	93

Preschool Summer Offerings and Camp: Session 3 and 4, July sessions

Preschool 5 day	2023 TC
Session 3	6
Session 4	1

Preschool 2 day	2022 TC	2023 TC	2022 WRC	2023 WRC
Session 3	9	10	18	16
Session 4	9	9	18	10

Kindercamp	2022 TC	2023 TC	2022 WRC	2023 WRC
Session 3	10	13	7	11
Session 4	9	13	7	12

Ready for Kindergarten	2022 WRC	2023 WRC
Session 3	12	20
Session 4	12	20

Junior Leaders	2022	2023
Session 3	2	3/4
Session 4	4	3/3 Full



School Age - STAR and Day Camps

STAR Enrollment 23/24

	3 days before	3 days after	5 days before	5 days after	Total enrolled 23/24	<i>Waitlist</i>	<i>Total enrolled last year 22/23</i>
Armstrong	2	5	18	19	44	8	63
Fairview	3	8	13	30	54	1	50
Lakeview	1	11	14	27	53	1	60
MacArthur	2	9	35	42	88	4	77
Muir	3	3	10	18	34	3	41
Lincoln Prairie	6	10	25	16	57	0	51
Total for D54	17	46	115	152	330	17	342
Whiteley	5	9	23	35	72	7	71
Thom. Jefferson	1	8	11	48	68	28	54
Total for D15	6	17	34	83	140	36	139

Kinder STAR 23/24 enrollment:

	AM/PM Waiting on Placements	22/23 Enrollment
Whiteley		
Whiteley	3	
Thomas Jefferson	0	
Total	3	27

School	AM	PM	PM till 6:05
Whiteley 3 day	0	4	1
Whiteley 5 day	0	5	2
Thomas Jefferson 3 day	1	4	0
Thomas Jefferson 5 day	15	3	3
Totals	17	18	6
Total sum	42		

Camp	2022	2023
South Explorers Weeks 1-9	1178	1001
North Explorers Week 1-9	712	847
Teen Camp WRC Week 1-9	89	96
Teen Camp CH Week 1-8	88	144
All Camps AM Week 1-9	486	311
All Camps PM Week 1-9	517	344

STEAM Camp Week 1-8	233	226
Sports Camp Week 1-8	354	353
Creative Arts	Not Offered	25
Total	3657	3347

Note: 2023 camps have two options with 7a-6pm built in so AM and PM numbers will be down. Which brings down our total Number. In 7-6 Camps we have a total of 165 South Side campers and 233 North Side Campers. Last year if they were enrolled in AM/PM and camp they would account for three individual spots out of the total enrolled number.



Youth Athletics

Hoffman Basketball Academy

- **Camps:** In the month of July we ran a camp for K-2nd only. This is because 2nd-8th graders have a summer league they can sign up for. Camps will resume for all levels in September.

	K-2nd
2022	20
2023	17

- **Summer league:** Our summer league began in July. Our registration this year has almost doubled since last year. Extra gym space has allowed us to open up a higher maximum of players. We also have had a high number of campers this spring that we could promote our league too. Summer league practices start the week of July 10th and games start on the 22nd/29th.

	3/4th	5/6th	7/8th	Totals
2022	20	36	18	74
2023	40	40	40	120

Youth Baseball

- **Colt Baseball:** Congrats to Bob Pearson and his Colt team as they won the colt summer league regular season with a 14-1 record!
- **Fall Baseball-** We're having a great turnout for our fall season. Bronco and Pony teams will start practice the week of August 7 and our Pinto and Mustang guys will begin the week of August 21.

	Pinto (registration still open)	Mustang (registration still open)	Bronco	Pony
2022	32	16	21	12
2023	34	19	20	12

Adult Sports

- Softball registration is open right now for Fall 2023. We had six teams in 2022. We anticipate five for Fall 2023.
- Pickleball registration is open right now for Fall 2023; we currently have 38 teams signed up. This session was not offered in 2022.

Soccer

Fall Soccer League

	Fall 2022	Fall 2023*To Date
Fall Soccer	310	206



Ice Operations

Figure Skating

July 2022

-Summer Session Figure Skating classes: 206

-Summer camp 2022

*wk 5--15

*wk 6--18

*wk 7--22

July 2023

-Summer Session Figure Skating classes: 225

-Summer camp 2023

*wk 5--16 + 1 trial

*wk 6--19 + 1 trial

*wk 7--18 + 1 trial

(trial is only offered on the first day of the week)

2022 July Freestyle ICE contract skaters: 18

2023 July Freestyle ICE contract skaters: 28

Drop in/Walk on skaters in July

Public skate and modified public skate:

7/9: 30 pre-registered / 17 walk-on

7/23: 32 pre-registered / 27 walk-on

Hockey

Registration has only been open for a few weeks for our fall hockey programs. These are the numbers as of now which is very early.

Development numbers are at 34 and Fall Hockey for the league is at 87.

Our Ice is under our routine shut down and maintenance period from the end of July through August.



Our Lifeguards scored a 5 STAR Audit from STAR GUARD Elite at the end of July. We are so proud of our staff that work hard to keep our pool safe.

Pass sales as of August 1, 2023: 1,349 (2022 sales were 1,644)

Club Swim Lessons

Club lessons started June 6. There are different lessons on Tuesdays, Thursdays and Saturdays. These classes ran until the end of July.

<u>Type of Lesson</u>	<u>2022</u>	<u>2023</u>
Parent/Tot	21	33
Tots	9	16
Group Classes	169	143
Adult	n/a	7

Seascape Swim Lessons

Seascape swim lessons ran from June 5 to August 4. Classes are two weeks long. July sessions are outlined below:

<u>Type of lesson</u>	<u>July 2022</u>	<u>July 2023</u>
Parent/Tot	5	4 Session 3
Tots	6	6
<u>Group classes</u>	<u>78</u>	<u>56</u>
Parent/Tot	4	3 Session 4
Tots	5	6
Group classes	96	66

MEMORANDUM NO. M23-077

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Facilities & Marketing Report
DATE: August 15, 2023

Motion:

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

Bridges General Programs:

- Bridges Beer Garden hosted 3 “Furday” events with roughly 155 attendees, as well as one live music event with approximately 60 guests. The area is gaining popularity and general use numbers are increasing.

Golf Rounds

MONTHLY ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
4,592	5,282	5,315	5,478	5,639	5,261
YTD ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
14,274	10,802	17,301	15,689	18,543	15,322

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
3,762	3,835	3,407	2,951	3,462	3,483
YTD RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
11,972	7,022	12,625	9,727	12,675	10,804

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
598 Hours	754
YTD TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
2,063	3,594

Food & Beverage

July

- 1 dinner servicing 65 guests
- 2 breakfast meetings servicing 65 guests
- 3 golf outings servicing 345 guests
- 1 shower servicing 60 guests
- 1 kids Toptracer party and 2 party packages servicing 24 guests
- 2 ceremony and receptions servicing 268 guests

August

- 1 all-day meeting servicing 20 guests
- 1 breakfast meeting servicing 30 guests
- 4 golf outings servicing 600 guests
- 2 showers servicing 100 guests
- 2 memorials servicing 125 guests
- 1 TT party with 4 party packages servicing 24 guests

2023 weddings

- 8 ceremony and receptions
- 2 reception only
- 1 ceremony only

2024 weddings

- 4 ceremony and receptions

2025

- 1 ceremony and reception



July 2023

Membership Totals	<u>7/31/2022</u>	<u>1/01/2023</u>	<u>7/31/2023</u>	<u>Var. +/-</u>
Totals	2,225	2,418	2,825	+407

Member Services/Sales

- The Club team enrolled 115 new members in July continuing with the summer offer of a \$19 enrollment fee. We have officially broken the net positive 400 member threshold for the year! We expect this number to fluctuate over the next couple of months as we will typically see an increase in cancellations in August and September, but this puts us in a great position going into the busy fall months! We also enrolled another 20 student members in July after a very strong June with student enrollments.

- The Club had 2,213 unique visits in July, meaning approximately 75% of members visited/used the facility at least once in July. This number continues to be above average for the industry, but fairly low for our average. We should see an increase in usage toward the end of September.
- The Club had 89 United Health care Renew Active pass holders use the facility in July (at least one time), and three new enrollments under this program.
- The Club offered double referral club cash to members who referred a new member again in July, because it went so well in June. Repeating this promotion brought in another 15 membership referrals for new members. We are coordinating with C&M on referral promotions to be sure we promote this offer in specific and high traffic areas throughout the Club.

Operations and Fitness Departments:

- The Club rentals continue to slow down, typical for these summer months, but still had a handful including a three-day 3-court basketball tournament at the end of the month:
 - (32) volleyball rentals
 - (29) basketball rentals
 - (6) Pickleball court rentals
- The Club hosted 2 basketball camps in July, one at the beginning of the month run by Hoop Science Academy, and the other run by the Chicago Bulls, that brought in over 200 kids over a one week period!
- The Club was a rain back-up location of the senior summer games – Pickleball event. The games did end up using the space due to weather threats. All went smoothly.
- The Club’s fitness team continued the Pop-Up Fitness in the Parks as well as the partnership with The Hideaway and holding a few outdoor classes there for the community. We have continued to draw community members to these events and have received great feedback from all attending!
- We closed the entire Aquatic Center at The Club at the end of July for the annual maintenance on the center. During this closure we offered our members to visit Seascape Aquatic Center as an alternative.



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>07/31/2022</u>	<u>01/01/2023</u>	<u>07/31/2023</u>	<u>2023 YTD Var. +/-</u>
Total	435	469	537	+68

Pass	% Visited in June 2023	% Visited in July 2023
TCIA Fitness Adult	32%	28%
TCIA Fitness Junior/Student	46%	38%
TCIA Fitness Senior	45%	44%

Average Paid Members	41%	37%
TCIA Silver Sneakers *	15%	16%
TCIA Tivity Prime *	7%	7%
TCIA Renew Active *	10%	7%
TCIA Gym Pass*	0%	0%
Average Insurance Members	8%	7.5%

TC Rental Information

We had 33 paid rentals at TC in the month of July.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>07/31/2022</u>	<u>01/01/2023</u>	<u>07/31/2023</u>	<u>2023 YTD Var. +/-</u>
Fitness	118	127	134	+7
Racquetball	35	39	42	+3
Total	153	166	176	+10

Membership numbers do not include the free health insurance members.

Pass	% Visited in June 2023	% Visited in July 2023
WRC Fitness Adult	30%	26%
WRC Fitness Junior/Student	47%	41%
WRC Fitness Senior	19%	16%
Average Paid Members	32%	28%
WRC Silver Sneakers *	17%	17%
WRC Tivity Prime *	0%	0%
WRC Renew Active *	22%	11%
Average Insurance Members	13%	9%

WRC Rental Information

- We had 5 paid rentals at WRC in the month of July.

General Programs:

Program	Summer 2021/22	Summer 2022/23 *to date
Baton & Poms	31	62
A&A Music (piano & guitar)	10	2
Shotokan Karate	93	131

Tae Kwon Do	29	29
Gymnastics	278	233
Racquetball lessons	5	25
Racquetball leagues	9	11
Aneta Art		3
Palatine Choir/Theater		5



Dog Off-Leash Areas

<u>Membership</u>	<u>07/31/2022</u>	<u>01/01/2023</u>	<u>07/31/2023</u>	<u>2023 YTD Var. +/-</u>
Total	647	586	594	+8



Marketing

- Guide launch on July 5 – Promo, tracking registration numbers, emails and socials.
- Created four Tuesday email newsletters to send to our subscribers including designing graphics, linking to landing pages, and coordinating with programs that have low enrollment to help drive registration enrollment.
- Created four Thursday Weekend Highlight emails to brief our subscribers about events happening over the upcoming weekend, also including designing graphics and linking landing pages.
- Created general disc golf marketing package.
- Created TC Fitness marketing package including posters, email graphics, web banners, and social media support.
- Added December special events to the website, Daily Herald, and special event calendar.
- Created special events marketing packages:



- Unplug & Play Day
- Funday Concerts
- Fun in the Sun

- Storytime in the Park
- Public Skate
- Continued creating Marketing packages for fall program
- Implemented below minimum class marketing push.
- Created graphics for swim lesson recognition tokens.
- Continued working on the website project- continued to reorganize and rewrite pages to improve website user experiences with a cleaner look and clearer registration call to action.
- STAR calendars.
- Staff worked with new employee Marisa to help welcome and acclimate.

- Website:
57,637 Page Views July 1-31 2023,
18,699 unique visitors (users) July 1-31 2023,
1min 12 sec average engagement time

- Performed a website SEO audit to outline a plan for improving our findability on search engines.
- Began Google Analytics 4.0 migration project which will include optimizing website visitation and conversion tracking for conversion.
- Gained control of HEParks LinkedIn account 8/1 sharing admin access with staff stakeholders allowing the park district to highlight our stories on another social media platform to increase community engagement, retain and attract top talent, and reinforce that HEParks is both a community asset and a great place to work.



Content engagement ⓘ Time range: Jul 25, 2023 - Aug 8, 2023 Show: 10 ▾

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions
We received a 5 STAR audit from STAR GUARD ELITE! We could not be more proud... Posted by Alexis Kolberg 8/4/2023 Boost	Image	All followers	195	-	51	26.15%	8
Tuesday night was a heartwarming celebration of kindness, dedication, and... Posted by Alexis Kolberg 8/3/2023 Boost	Image	All followers	18	-	1	5.56%	6
We had a fantastic evening last night connecting with neighbors at the National... Posted by Marisa Anstey 8/2/2023 Boost	Image	All followers	133	-	4	3.01%	10

- Achieved a 9.48% organic engagement rate in the 1st week (LinkedIn average engagement rate for profiles under 5k followers is .05% according to Socialinsider)
We posted 3x week 1.
- AMITA signs on hold - waiting to see contract for what needs replacing.
- Developed a detailed plan to update website images.

- Represented Hoffman Estates Park District at National Night Out.

○



Bridges of Poplar Creek

- Created new slides for lobby TV promoting upcoming events, weddings, The Club monthly promo, etc.
- Attended Chamber events to promote the golf course, Toptracer Range, and outings and events
- Created new posters and table tents for Toptracer Range, Beer Garden, and The Tap Inn to promote events
- Designed and scheduled marquee images for Beer Garden, live music and “Fur Day” events
- Created/scheduled email blasts and social media posts for upcoming events, golf outings, etc.
- Took various photos to build “asset library” for future digital and print promotions
- Scheduled additional TV shoots for The Golf Scene on NBC/Comcast Sports Chicago to air late July/August

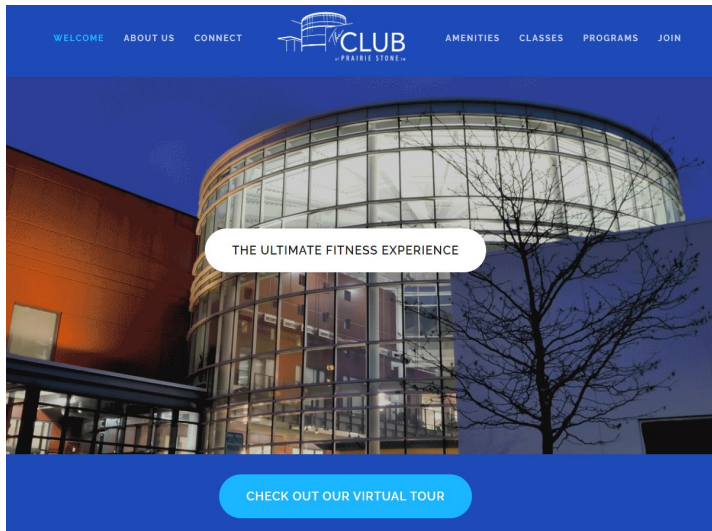


- Researched/compared best platforms to promote weddings for upcoming year
- Updated website (photos, new event listings, etc.) and optimized for better viewing on mobile devices
- Secured business listing for Apple Maps and updated Google My Business listing for better online visibility
- Created and sent out a Toptracer Range survey to league participants
- Created and installed new signage for range house to promote Toptracer Range, etc.



The Club

- Designed August promo and referral marketing collateral (digital and print)
- Promoted “Pop Up Fitness in the Park” and “Fitness & Fun at the Hideaway” events
- Attended Chamber events to promote Club promotions and events
- Created/scheduled social media posts for upcoming programs, promotions, and events
- Took various photos to build “asset library” for future digital and print promotions
- Utilized small “A” frames to promote monthly referrals and events
- Updated website with branded colors and started optimizing pages for better navigation



- Implemented virtual tour into the website footer to best present the facility:
<https://tourmkr.com/F1J1Ma0ypO/35953366p&93.94h&90.3t>

Other

- Represented the park district in the 4th of July parade



- Assisted Recreation C&M with projects (NRPA Where Community Grows campaign, website updates, etc.)
- Represented the park district at the Concert in the Park on 7-13-23



- Participating as a member of the HE Chamber Golf Committee (event at Bridges on 9-21-23)