

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, SEPTEMBER 19, 2023
7:20 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - August 15, 2023
Motion to approve the minutes from August 15, 2023 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M23-087
Motion to recommend the September Recreation Board Report be included in the September Executive Director's Report.
 - B. Facilities and Marketing Board Report / M23-083
Motion to recommend the September Facilities and Marketing Board Report be included in the September Executive Director's Report.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.



MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
August 15, 2023

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on August 15, 2023 at 7:42 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Comm Reps Bettencourt and MacGregor

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

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

2. Approval of Agenda:

Commissioner Friedman 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 Henderson to approve the minutes of the July 18, 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 / M23-078

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

Director Miletic introduced Kimberly Barton as the new Superintendent of Recreation. She added that Kimberly is expecting a baby any day, but she has accomplished a lot of work in her first few weeks in the role.

Director Miletic noted two other new hires: Paige Calvey, who comes to us from Wheeling Park District, is our new General Program Manager. Paige will rotate between departments, helping in busy times for each area. Will Lieb was hired as our Athletic Program Manager; and we have also hired Andrew Puccetti, the new Early Childhood Coordinator

Director Miletic added that there will be an end of year bash at Seascape this coming Friday. The event will have a luau theme and proceeds will be donated to those affected by the Maui fires.

The motion carried by voice vote.

B. Facilities Board Report and / M23-077

Comm Rep Beranek made a motion, seconded by Comm Rep Pilafas to forward the Facilities August Board Report to be included in the August Executive Director's Report.

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

- Staff at Bridges have been creating a lot of new events. Fur Days has been a huge success. Some animal rescue groups were brought in.
- The golf course has been very busy, with over 18,500 rounds for the year so far. The golf market has been good in this area, and we are seeing a younger demographic (high school and college players). Toptracer hours were up to 754 in July. We are offering ½ off Friday and Saturdays in August. The kitchen has been busy with traffic at Toptracer.
- The Club is up 407 new members for the year. While we are moving into the slowest month of the year (September), we hope to keep the momentum going.
- The Club had 2,213 unique visits in July, meaning 75% of members used the facility at least once.
- Triphahn Center Fitness Center is up 68 new members since the renovation. New marketing efforts are planned for a fall push and into winter.
- Willow Rec Center Fitness is up by about ten members for the year.
- Overall, we have been busy with rentals.
- The marketing staff are working hard, looking at google analytics and putting guidelines in order. A few press releases have been submitted.
- There was a new commercial for Bridges that aired on Comcast SportsNet.

Commissioner Evans asked if there are any promos out for Toptracer. Director Bechtold said that staff runs a promo for the Beer Garden and hands out Buy One-Get One passes for

Toptracer during the Beer Garden events. He added that these are all advertised on our website and email blasts from Bridges and HEParks.

Commissioner Evans asked how many people at once can be in the Willow Rec Fitness Center for comfort. Director Bechtold said the room is comfortable with about 10 to 12 people. This is a smaller neighborhood facility.

President Chhatwani asked if we could advertise on the screen in the Triphahn Center lobby for programs that are not filled. Executive Director Talsma said we will have the marketing staff look at some ideas for the television screen.

The motion carried by voice vote.

7. **Committee Member Comments:**

Comm Rep Beranek said she was excited to see the drawings of the splash pad at Vogelei. Everyone loves the one at South Ridge.

Comm Rep Pilafas said that all of the improvements look exciting. Huntington Park is close to home. He was able to visit the pickleball courts at Fabbrini on Friday and said those are very nice.

Comm Rep Henderson said it is exciting to see all of the improvements and the maintaining of the parks. Excellent work.

Commissioner Friedman thanked Director Miletic for mentioning the Colt championship in her board report.

Commissioner Dressler thanked Director Miletic and Executive Director Talsma for partnering with Platzkonzert. She thanked Director Bechtold and Jenny Jones for having the Rotary Club at an event at Toptracer. It is good to bring anyone there so more people learn about it. The Rotary Club would like to do an event at the dog park.

8. **Adjournment:**

Comm Rep Henderson made a motion, seconded by Comm Rep Beranek to adjourn the meeting at 8:00 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M23-087

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Karrie Miletic, Director of Recreation
RE: Recreation Board Report
DATE: September 19, 2023

Motion:

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

Recreation Division



Summer camp ended August 4, followed quickly by STAR care starting at the schools. Preschool began the week of the 21st, and fall athletics began in early August, Our new Rec team members, Paige Calvey and Will Lieb are adjusting well after their first month here. Kimberly Barton started her maternity leave on August 21.

Seascape stayed consistently busy during its weekend only hours in August through Labor Day, due to the heat wave.

We continue to support the Village of Hoffman Estates events with a presence at their Thursday summer concert series at the Village Green, and provided kids activities at the PlatzKonzert on Sept. 9 and 10.



General Programs

General Programs:

Program	Summer 2021/22	Summer 2022/23 *to date
Baton & Poms	31	62 (32 for Sess. 1 Fall)
A&A Music (piano & guitar)	10	2
Shotokan Karate	93	124
Tae Kwon Do	29	30
Gymnastics	278	234
Racquetball lessons	5	25
Racquetball leagues	9	12

Aneta Art	NA	3
Palatine Choir/Theater	NA	2

Dance Happenings in August/September:

- The teachers attended the Revolution Expo on August 19 to see the new costumes for the season.
- The parent meeting/potluck for company families was on August 23.
- The first Stars Day for company was on August 30.
- We hired a new teacher (Victoria) who will be teaching 3 classes for this session.
- Classes for dance and baton are starting up the week of September 10. Enrollment will stay open for a few weeks at a prorated rate if missing the first few classes.
- Company pictures are on September 8.

Fall Dance Numbers:

Style	Fall 2022 Classes offered	Fall 2022 numbers	Fall 2023 Classes running	Number enrolled as of 9/7/23
Junior Company	0	0	1	5
Stars Dance Company	1 (4 levels)	25	1 (4 Levels)	26
Ballet/Tap	7	68	7	61
Ballet/Jazz	6	47	4	26
Jazz/Hip Hop	3	26	4	37
Tap	2	10	2	11
Specialty	2	11	2	9
Total	21	187	21	175

Special Events:

- The Garage Sale held at the Seascapes lot was well attended on September 9 with 31 booths signed up.
- Planning for Haunted Hoffman (October 21) is underway.
- Color Walk/Run for Cancer with Ascension on 9/23 was postponed due to low enrollment.



50+ Club

<u>August 50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Pinstripes Lunch and Bowl/Bocce	8/14	Cancelled
Summer Concert at Hideaway	8/17	18
Seniors Out Socializing	8/18	13
Pub Trivia	8/23	31
Birthday Lunch	8/25	26

<u>September 50+ Events</u>	<u>Date</u>	<u>Enrolled</u>
Seniors Out Socializing (Early Bird)	9/6	11
Chandler's Welcome to Fall lunch	9/10	20
Starved Rock lunch/trolley/boat	9/13	17
Learn about Greece Colette Vacation	9/14	8
Seniors Out Socializing	9/15	4
Birthday Lunch	9/22	11
Pub Trivia	9/28	17
The Addams Family Matinee/lunch	9/28	10

Senior Fitness Classes

Group Exercise Enrollments for 50+

Class	Fall 2022	Summer 2023	Fall 2023 (as of 8/28)
50+ Basic Exercise	42	34	27
Tai Chi (Daytime)	13	9	6
Tai Chi (Evening)	13	Cancelled	1 st session cancelled
Feel Better Workshop	3	Cancelled	Cancelled
Line Dancing	18	29	9
Gentle Yoga	Cancelled	Cancelled	16
Balance Class	5	Not offered - instructor issue	8



Early Childhood

Little Stars Childcare – Full Day

2022	2023
39 (3 rooms)	41 (3 rooms)

5 Days: 29, 3 Days: 9, 2 Days: 3

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	16	11
2's Playschool	C	12	12	C
3's & 4's Preschool	34	35	83	80
TOTAL	34	47	111	91

- The Open House on August 12 brought in 1 registration.
- The end of summer pool party on August 10 had 100 people in attendance (including teachers).
- Preschool began the week of August 21.
- The Family Preschool Picnic at South Ridge was a fun kick-off for all on September 9.



School Age - STAR and Day Camps

STAR started for District 15 on Thursday, August 17 and for District 54 on Monday, August 21.

STAR Enrollment 23/24

	3 days before	3 days after	5 days before	5 days after	Total enrolled 23/24	<i>Total enrolled last year 22/23</i>
Armstrong	7	10	19	19	55	63
Fairview	3	13	12	27	55	50
Lakeview	0	7	17	30	54	60
MacArthur	3	11	31	45	90	77
Muir	4	3	14	19	40	41
Lincoln Prairie	6	8	26	16	56	51
Total for D54 23/24	23	52	119	156	350	342
Whiteley	5	9	22	37	73	71
Thomas Jefferson	2	8	18	49	77	54
Total for D15	7	17	40	86	150	139

Kinder STAR 23/24 enrollment:

School	AM/PM Waiting on Placements	22/23 Enrollment
Whiteley	1	
Thomas Jefferson	0	
Total	1	27

School	AM	PM	PM till 6:05
Whiteley 3 day	0	4	1
Whiteley 5 day	0	4	6
Thomas Jefferson 3 day	1	4	1
Thomas Jefferson 5 day	14	3	3
Totals	15	19	11
Total all locations:	45		



Hoffman Basketball Academy

- **Camps-** We will begin camps again in September on Thursdays. We will be back to offering camps at all levels (k-8th grade). The theme is to get players ready for their upcoming tryouts and winter seasons.

	K-2nd	3rd-5th	6th-8th
2022	20	11	4
2023	21	12	8

- **Summer league** league wrapped up in August. Our registration this year has almost doubled last year. Extra gym space has allowed us to open up a higher maximum number of players. We also had a high number of campers this spring who we could promote our league to. Summer league ended with games on August 19/.
 - All Summer league players have received information on the upcoming winter league and fundamental camps.

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

- **AAU Girls Team-** This September we will have our first ever AAU girls’ team through the Hoffman Basketball Academy! We will have a team of 10 players who will compete in two tournaments this fall. Practice will begin on September 6, and they will compete in their first tournament at the end of September.

Youth Baseball

- Fall seasons have begun for Bronco, Pony and Colt baseball divisions.
- Pinto season will begin on Saturday, September 9.
 - We will once again be teaming up with Rolling Meadows Park District for Pinto.

	<u>Pinto</u>	<u>Bronco</u>	<u>Pony</u>	<u>Colt</u>
2022	32	21	12	12
2023	34	22	12	13

Adult Sports

- Fall softball season is underway, with 5 teams participating.

Field Rentals

- Rage baseball rental group is renting sparingly to finish out their year at Cannon.
- HEAA Redhawks Football continues use of Sycamore for games and practices Tuesdays and Thursdays with several games coming up on Saturdays. They will move to Cannon the week of September 11 for use of lit practice fields.

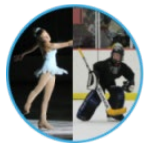
Pickleball League Enrollment Numbers 23/24

Fabbrini Outdoor Courts 8/14/2023-9/18/2023

Enrolled: First Timers: 9 Social: 17

eSports

- We had one birthday party in August.



Ice Operations

August Figure Skating numbers:

August 2022:

-Summer Session Figure Skating classes: 206

August 2023:

-Summer Session Figure Skating classes: 220

The upcoming Fall 2023 Session numbers are starting out great at 294; the session begins in September.

2022 August Freestyle Ice contract skaters: 18

2023 August Freestyle Ice contract skaters: 30

Drop in/Walk on skaters: Total=99

- *8/28-8/31 = 15
- *8/21-8/27 = 20
- *8/14-8/20 = 16
- *8/7-8/13 = 25
- *8/1-8/6 = 23

Public skate and modified public skate:

	<u>*Pre-registered</u>	<u>*Walk on & skate rental</u>
8/6	61	55
8/6 modified	0	0
8/20	37	30
8/20 modified	0	0
Total	98	85

8/5 Try Figure Skating for Free: 50 skaters pre-registered. This was max allowed.

Fall Hockey Numbers

		2023	2022	
Developmental Hockey				
242460-A	Intro to hockey - level 1	24	30	
242469-A	Wolf Pack Development - level 2	22	27	
242459-A	Tot Hockey	19	42	
242457-A	Beginner Development	14	new class from Spring	
Hockey League				
242505-A	NWHL Mites	32	30	
242505-B	Squirts	29	37	
242505-C	Peewee	26	27	
242505-D	Bantam	15	31	
242505-E	Midget	20	29	
242505-W	U10 Wolverines	15	14	
242505-W2	U14 Wolverines	16	17	



Aquatics

Pass sales as of September 1, 2023:

2023 1,349

2022 1,641

Seascape Recap	<u>2022</u>	<u>2023</u>
Total visits:	33,864	36,418
Total Days closed (did not open):	5	11.5

- We had 182 people for the Seascape Luau on August 18 and were able to donate \$1,200 to Maui Strong.
- Seascape staff had three unannounced audits from Starguard and received two 4-star and one 5-star audit for the season.

Club Swim Lessons

Club lessons will start September 12. Registration keeps coming in every day. There are different lessons on Tuesdays, Thursdays and Saturdays. These classes run until the end of October. Enrollment to date is presented below:

Swim Lessons:	Parent/Tot	Tots	Group Classes	Adult
2022	20	12	137	11
2023	9	1	115	6

MEMORANDUM NO. M23-083

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Facilities & Marketing Report
DATE: September 19, 2023

Motion:

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

Bridges General Programs:

- Bridges Beer Garden hosted 3 Fursday events with roughly 155 attendees, and 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
4,277	5,938	4,877	5,219	5,362	5,135
YTD ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
18,551	16,740	22,178	20,908	23,905	20,456

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
4,130	4,574	3,243	3,133	3,772	3,770
YTD RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
16,102	11,596	15,868	12,860	16,447	14,575

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
619 Hours	700 Hours
YTD TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
2,682	4,294

Food & Beverage

August

1 all-day meeting servicing 20 guests
1 breakfast meeting servicing 40 guests
6 golf outings servicing 722 guests
2 showers servicing 79 guests
1 Christening servicing 41 guests
3 memorials servicing 226 guests, 2 were open houses with hors d'oeuvres only

September

1 breakfast meeting servicing 25 guests
9 golf outings servicing 850 guests, 1 outing grill station only
3 showers servicing 95 guests
1 anniversary dinner servicing 60 guests
1 family reunion servicing 35 guests
1 ceremony/reception servicing 150 guests
2 end of season league dinners servicing 50 guests

2023 weddings

8 ceremony and receptions
2 reception only
1 ceremony only

2024 weddings

5 ceremony and receptions

2025

1 ceremony and reception



August 2023

Membership Totals	<u>8/31/2022</u>	<u>1/01/2023</u>	<u>8/31/2023</u>	<u>Var. +/-</u>
Totals	2,272	2,418	2,837	+419

Member Services/Sales

- The Club team enrolled 117 new members in August, the final month with the summer offer of a \$19 enrollment fee. We continued the trend of having a net positive enrollment number for the month, and a great net positive enrollment number for the year, setting us up well for what will likely be a little loss in September, our slowest month for enrollment before we begin to gain again in the final months of the year.
- The Club had 2,048 unique visits in August, meaning approximately 72% of members visited/used the facility at least once in August. Again, this number is above average for the

industry, but low end of our average. We should see an increase in usage start toward the end of September/beginning of October.

- The Club had 89 United Health care Renew Active pass holders use the facility in August (visiting at least one time), and 5 new enrollments under this program.
- The Club offered \$25 referral club cash to members who referred a new member in August which is our ongoing referral promotion. With the assistance of the C&M Manager, we were very strategic on the placement of our referral promotions, and it seems to have worked well in August with 25 member referrals; a little over 20% of our new members in August were referred from existing members!
- The Club student summer pass sales capped out at 234 total memberships, one less than 2022. However, because of a price increase and some other factors detailed in the C&M Manager report, we brought in almost \$7,000 more in revenue this year on these passes. We have gathered some helpful detailed data on these passes that will help us with marketing and sales going forward.

Operations and Fitness Departments:

- The Club rentals continue to be slow given the time of year:
 - (31) volleyball rentals (2) Birthday parties (1) Lock-in, overnight
 - (29) basketball rentals (3) Pickleball court rentals (1) general gym rental
- The Club offered and ran the following programming options in August:
 - Little Artists
 - Youth Climbing
 - Pickleball 101 (4 classes) and Pickleball 102 (2 classes)
- The Club’s fitness team used August to review the classes and plan retention events for the remainder of the year, evaluating the class schedule for needs and edits, as well as holding instructor auditions for classes we may want to add to the group fitness schedule in the fall and winter
- The Club received the first part of its large equipment order in August, that is, 3 upright bikes from vendor Life Fitness, replacing 3 upright bikes that were 10 years old.



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>08/31/2022</u>	<u>01/01/2023</u>	<u>08/31/2023</u>	<u>2023 YTD Var. +/-</u>
Total	442	469	534	+65

Pass	% Visited in July 2023	% Visited in August 2023
TCIA Fitness Adult	28%	29%
TCIA Fitness Junior/Student	38%	32%
TCIA Fitness Senior	44%	40%
Average Paid Members	37%	34%
TCIA Silver Sneakers *	16%	16%
TCIA Tivity Prime *	7%	6%
TCIA Renew Active *	7%	7%
Average Insurance Members	7.5%	10%

TC Rental Information

- We had 28 paid rentals at TC in the month of August

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>08/31/2022</u>	<u>01/01/2023</u>	<u>08/31/2023</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 July 2023	% Visited in August 2023
WRC Fitness Adult	26%	33%
WRC Fitness Junior/Student	41%	31%
WRC Fitness Senior	16%	14%
Average Paid Members	28%	26%
WRC Silver Sneakers *	17%	21%
WRC Tivity Prime *	0%	4%
WRC Renew Active *	11%	0
Average Insurance Members	9%	8%

WRC Rental Information

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

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	124
Tae Kwon Do	29	30
Gymnastics	278	234
Racquetball lessons	5	25
Racquetball leagues	9	12
Aneta Art		3
Palatine Choir/Theater		2



Dog Off-Leash Areas

<u>Membership</u>	<u>08/31/2022</u>	<u>01/01/2023</u>	<u>08/31/2023</u>	<u>2023 YTD Var. +/-</u>
Total	629	586	596	+10



Marketing

- Staff completed the comparison of testing marketing project management programs to find a complete solution for organizing staff tasks to better plan and execute integrated marketing campaigns.
- Staff developed a sign tracker to inventory and schedule when posters need to be replaced at the various facilities.
- Updated September and October events and posters on what’s happening boards and marquees.
- Created marketing packets for:
 - Seniors’ activities and events
 - Color Run
 - Haunted Hoffman
 - Halloween Bash
 - Guide
 - Soccer
 - Hockey
 - Little Stars, Preschool, Before and After School Programs
 - KNO at E-Sports Zone
 - Seascape Luau – See picture below!



Website:

- Staff continued Google Analytics 4.0 migration project which includes optimizing website visitation and conversion tracking.
- Staff updated the website images and pages completing a spreadsheet of tasks itemized and catalogued. We will continue to implement more changes to the website in the coming months with help from our current website developer. Invox will establish an identical website on another server for the purposes of testing and removing plugins without interfering with our live website.
- 93,178 page views Aug 1- Aug 31, 2023. This is a 61.66% increase from July, indicating more exploration of our web pages.
- 17,904 unique visitors (users) Aug 1- Aug 31, 2023. This is a 4.25% decrease from July, but with more engagement, a 57.94% engagement rate (% of engaged sessions), which is an increase from the prior month.
- Current website visitors by device; 66.6% mobile, 32.4% desktop, and 1% on a tablet

Social-

Brand Health <small>Channels overview for the past 30 days</small>						
CHANNELS	TOTAL FOLLOWERS [?]	NEW FOLLOWERS [?]	NO. OF POSTS [?]	REACH [?]	ENGAGEMENTS [?]	
Hoffman Estates Park District	6,728 ↑ 0.1%	9 ↓ 30.8%	22 ↑ 10.0%	30,845 ↓ 9.6%	143 ↓ 38.4%	
Hoffman Estates Park District	804 ↑ 2.8%	28 ↑ 154.5%	5 ↑ 66.7%	841 ↑ 162.8%	54 ↑ 63.6%	
heparks	1,295 ↑ 100.0%	14 ↓ 12.5%	20 ↑ 17.6%	2,835 ↑ 82.9%	50 ↓ 39.0%	

- The District’s social media channels reach on Facebook, Instagram, and Twitter channels have not kept up with competitors’ growth. Twitter as a platform has seen a mass exodus since it changed its brand to “X”. We replaced our former Twitter account (which had not been nurtured since April) with Hoffman Estates Park District’s newest social media channel- LinkedIn. The Park District’s brand will be systematically brought into the C&M departments monitoring and nurturing. For example, our many Google sites for our parks and facilities-along with user generated content sites like Yelp, Four Square, etc. will become part of our marketing mix and marketing responsibility. Staff has begun the creation of a social media calendar for the rest of the year and into 2024.

August Email Campaigns with Constant Contact

- C&M staff have begun laying out their new marketing plan which includes executing an email blast at the end of the month highlighting all programs and events followed by targeted email campaigns for each week during the rest of the month per topic/program with campaign goals.
- Staff has started optimizing our email database by removing email duplicates, removing chronic email bounces, and scheduling conversations with constant contact to improve the opt-in process for people who have unsubscribed, but sign up for new Park District programs.

- This month staff sent 12 email campaigns to our email list with the following metrics:
 1. All District Email Sent Aug 29, 2023
(39%) opens (1%) clicks (9%) bounces (1%) unsubscribes
 2. September 2023 50+ Newsletter Sent Aug 24, 2023
(46%) opens (1%) clicks (9%) bounces (1%) unsubscribes
 3. All District Email Sent Aug 22, 2023
(39%) opens (1%) clicks (9%) bounces (1%) unsubscribes
 4. Hockey Participant Letter Sent Aug 21, 2023
(71%) opens (0%) clicks (1%) bounces (0%) unsubscribes
 5. Aloha Action Luau at Seascapes Sent Aug 16, 2023
(48%) opens (1%) clicks (10%) bounces (1%) unsubscribes
 6. All District Email 8/15/23 Sent Aug 15, 2023
(38%) opens (1%) clicks (10%) bounces (1%) unsubscribes
 7. Soccer Email Sent Aug 14, 2023
(48%) opens (1%) clicks (10%) bounces (1%) unsubscribes
 8. Aces Soccer Email #4 Sent Aug 12, 2023
(74%) opens (8%) clicks (3%) bounces (0%) unsubscribes
 9. All District Email Sent Aug 8, 2023
(41%) opens (1%) clicks (10%) bounces (1%) unsubscribes
 10. Fall Soccer League Sent Aug 8, 2023
(91%) opens (60%) clicks (2%) bounces (0%) unsubscribes
 11. Soccer Registration Email Sent Aug 4, 2023
(46%) opens (1%) clicks (10%) bounces (1%) unsubscribes
 12. All District Email Sent Aug 1, 2023
(41%) opens (1%) clicks (10%) bounces (1%) unsubscribes

August Press Releases:

1. Seascapes’s planned Luau Party on 8/19/23 became a means to contribute to the Maui Strong Fund for the Hawai’i Community Foundation, to aid those affected by the wildfires in Maui. We donated \$1,200 with 100% of the registration proceeds.
2. Brent Sopel Head of Ice Operations and Development
3. Park District Board Commissioner Chris MacGregor welcomed.

The image contains two screenshots from the Daily Herald website. The left screenshot shows a news article titled "Park district appointment ends leadership shuffle in Hoffman Estates" featuring a portrait of Chris MacGregor. The right screenshot shows an article titled "Clock's Ticking: Limited Time to Enroll in Premier Hockey Program with NHL Champion Brent Sopel leading Ice Operations and Development for the Hoffman Estates Park District" featuring a photo of people on an ice rink.

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 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
- Renewed contract with The Knot to advertise weddings on their two online platforms
- Redesigned “Breakfast with Santa” materials (digital and print)
- Coordinated additional “air times” on NBC Sports Chicago for our segment on The Golf Scene during the Labor Day weekend: Link to TV segment: <https://vimeo.com/849607861>

The Club

- Designed September promo and referral marketing collateral (digital and print)
- Promoted final “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
- Planned and began creating marketing assets for the Fall Open House; digital marketing launch on 9-1-23

Other

- Attended/participated and represented Park District at the Hoffman Estates Chamber Board of Directors meeting
- Represented the park district during a special tour of the Great Lakes Naval Station, hosted by the ESGR (Employer Support of the Guard and Reserve) and coordinated by the Illinois Chamber of Commerce.

