

**AGENDA**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**TUESDAY, FEBRUARY 20, 2024**  
**7:20 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA  
*Motion to approve the agenda as presented.*
3. APPROVAL OF COMMITTEE MINUTES
  - January 16, 2024  
*Motion to approve the minutes from January 16, 2024 as presented.*
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Recreation Board Report / M24-015  
*Motion to recommend the February Recreation Board Report be included in the February Executive Director's Report.*
  - B. Facilities and Marketing Board Report / M24-016  
*Motion to recommend the February Facilities and Marketing Board Report be included in the February Executive Director's Report.*
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT  
*Motion to adjourn the meeting.*

**MINUTES**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**January 16, 2024**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on January 16, 2024 at 7:36 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Friedman, Comm Reps Beranek, Bettencourt, Henderson and Pilafas, Student Rep Verma, Chairman Dressler

Absent:

Also Present: Executive Director Talsma, Deputy Director Bechtold, Director of Parks, Planning & Maintenance Hugen, Director of Finance & Administration Hopkins, Superintendent of Business Peddinghaus, Executive Assistant Flynn, IT Specialist Hassler

Audience: President Chhatwani, Commissioners Evans, Kaplan, MacGregor, and McGinn

**2. Approval of Agenda:**

Comm Rep Bettencourt 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 Henderson made a motion, seconded by Comm Rep Bettencourt to approve the minutes of the October 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. Recreation Board Report and 4<sup>th</sup> Quarter Goals / M24-001**

Comm Rep Henderson made a motion, seconded by Comm Rep Beranek to forward the January Recreation Board Report and 4<sup>th</sup> Quarter Goals to be included in the January Executive Director's Report.

Executive Director Talsma noted the program numbers are looking good. One of our longtime program managers, Kyle Thomas, is moving on to run his own basketball company and to coach basketball.

Commissioner McGinn asked if we have a replacement for Kyle Thomas. Executive Director Talsma said we will present something in the budget next week as to how to manage the facilities. We are hoping to get the position posted soon.

Commissioner Friedman asked if Will Lieb will be assuming basketball responsibilities. Executive Director Talsma said yes he would.

The motion carried by voice vote.

**B. Facilities and Marketing Board Report and 4<sup>th</sup> Quarter Goals / M24-007**

Commissioner Friedman made a motion, seconded by Comm Rep Bettencourt to forward the Facilities & Marketing January Board Report and 4<sup>th</sup> Quarter Goals to be included in the January Executive Director's Report.

Director Bechtold asked if there were any questions or comments on the reports.

Commissioner Friedman said the Toptracer numbers looked good.

The motion carried by voice vote.

**7. Committee Member Comments:**

Comm Rep Henderson said Happy New Year.

Commissioner Dressler welcomed Nakshatra Verma to the committee, and said it was nice to see Wolf Peddinghaus in the room.

**8. Adjournment:**

Commissioner Friedman made a motion, seconded by Comm Rep Bettencourt to adjourn the meeting at 7:43 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Cindy Flynn  
Executive Assistant

## MEMORANDUM M24-015

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
Karrie Miletic, Director of Recreation  
**RE:** Recreation Board Report  
**DATE:** February 20, 2024

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### Motion:

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

### Recreation Division



- In the Recreation Department 7 staff attended IPRA/IAPD Conference in January.
- Kimberly Barton spoke at 3 conference sessions with topics including e Pact, Summer Camp and SMART training. Natalie spoke with Kimberly on SMART behavioral management as well.
- Kimberly Barton is the new Rec Section Chair for IPRA this year.
- The General Program Manager position, a new position for the Recreation Department is currently being advertised. We look forward to enhancing our team with a new member soon.



### General Programs

#### General Programs:

Programs- Willow/ Vogelei	Fall/Winter 2023	Winter 2024 *to date
Shotokan Karate	135	165
Tae Kwon Do	45	35
Racquetball lessons	6	25
Racquetball leagues	38	22
Gymnastics	109	115

#### Dance:

##### Things that happened in January:

1. Classes started

2. Costume sizing was completed
3. Family Dance – Candyland – 87 enrolled.

Things that are happening in February:

1. Dance Idol 2/2-2/4
2. Recital costumes will be ordered

Winter/Spring Dance Numbers:

Style	W/S 2023 Classes offered	W/S 2023 numbers	W/S 2024 Classes running	Number enrolled as of 2/9/2024
Junior Company	0	0	1	5
Stars Dance Company	1 (4 levels)	25	1 (4 Levels)	26
Ballet/Tap	9	89	8	72
Ballet/Jazz	6	58	5	43
Jazz/Hip Hop	3	35	4	51
Tap	2	11	2	9
Specialty	2	9	2	11
<b>Total</b>	<b>24</b>	<b>227</b>	<b>23</b>	<b>217</b>

Winter Baton Numbers:

Style	Winter 2023 Classes Running	Winter 2023 Numbers	Winter 2024 Classes Offered	Number Enrolled as of 2/9/2024
Performance baton	2	16	2	16
Baton	8	29	9	29
<b>Total</b>	<b>10</b>	<b>45</b>	<b>10</b>	<b>45</b>

**Theatre:**

-HOTT Theatre's Youth Program "Little Mermaid Jr" had their performance on February 8. The program had 50 performers ranging in age from 4 to 18 years old.

-We are looking forward to the new year with new productions including "Willy Wonka Jr.," "Joey and Maria's Comedy Italian Wedding" and "Jazz Hott." All classes begin at the end of February or early March.

**Special Events:**

Candyland Family dance ran at Bridges on January 27. We had 87 enrolled. Advertising is under way for our Spring events, the Egg Hunts, and Drive by Bunny.



## Early Childhood

### Preschool:

#### Last Year

2022-23 WRC		2022-23 TC	
Threschool	Cancelled	Threeschool	12
2's playschool	Cancelled	2's playschool	20
3's & 4's	37	3's & 4's	89
<b>Total</b>	<b>37</b>	<b>Total</b>	<b>121</b>

#### Current Year

2023-24 WRC		2023-24 TC	
Threschool	Cancelled	Threeschool	7
2's playschool	11	2's playschool	Cancelled
3's & 4's	33	3's & 4's	82
<b>Total</b>	<b>44</b>	<b>Total</b>	<b>89</b>

#### Late Stay WRC

5 days: 10

3 days: 4

- Preschool started back up on January 8 after winter break. Parent/Teacher conferences were at the end of this month.
- Preschool open houses for the 24/25 school year were on February 23 at TC and February 24 at WRC. Around 15 families came to TC and 8 families came to WRC.
- Priority registration for current families opens February 5.
- Open enrollment for all families starts February 12.
- Attended both the preschool open houses and the Palatine Library and Schaumburg Library.

### LSC:

2022	2023
39 (3 rooms)	48 (3 rooms)

5 Days: 39  
 3 Days: 6  
 2 Days: 3

- Winter concert for families occurred on Thursday, January 18. Around 120 people were in attendance. Dinner was provided.
- Next open house on February 17.

#### Enrichments:

Programs	Total Enrolled
Lunch Bunch	3
Sticky Fingers	8
Little Scientist	18
Books Come Alive	2

#### Rock'n'Kids – Session 1

Kid Rock: 9  
 Tot Rock: 7



#### Senior Fitness Classes

<u>January 50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Seniors out Socializing Early Bird	1/3	7
Lunch and Learn Soul Tab	1/10	Rescheduled to 3/7
Elvis Lunch w/impersonator	1/15	Cancelled due to low enroll
Seniors Out Socializing	1/19	Cancelled due to low enroll
Pub Trivia	1/25	22
Birthday Lunch	1/26	7
Lunch and Learn Decluttering	1/31	36



<b><u>February 50+ Events</u></b>	<b><u>Date</u></b>	<b><u>Enrolled</u></b>
Seniors out Socializing	2/7	7
Lunch @ The Dining Room (Harper)	2/13	4
Valentine's Day Lunch	2/15	4
Seniors out Socializing	2/16	5
Pub Trivia	2/22	14
Birthday Lunch	2/23	3
Book Club- South	2/26	Reg through Library
Lunch and Learn Better Place Forests	2/28	7
Raue Center for the Arts & Lunch	2/29	3

## Senior Fitness Classes

### Group Exercise Enrollments for 50+

<b>Class</b>	<b>Fall 2023 (as of 12/31)</b>	<b>Winter 2023</b>	<b>Winter 2024 (as of 2/2)</b>
50+ Basic Exercise	69	47	38
Tai Chi (Daytime)	12	16	10
Line Dancing	27	25	25
Gentle Yoga	30	12	18



## School Age - STAR and Day Camps

### STAR Enrollment 23/24

	<b>3 days before</b>	<b>3 days after</b>	<b>5 days before</b>	<b>5 days after</b>	<b>Total enrolled 23/24</b>	<b><i>Waitlist</i></b>	<b><i>Total enrolled last year 22/23</i></b>
Armstrong	7	9	18	20	<b>54</b>	<b>0</b>	<b>63</b>
Fairview	3	13	8	22	<b>46</b>	<b>0</b>	<b>50</b>
Lakeview	0	6	16	34	<b>56</b>	<b>5</b>	<b>60</b>
MacArthur	1	11	32	44	<b>88</b>	<b>0</b>	<b>77</b>
Muir	4	3	15	19	<b>40</b>	<b>2</b>	<b>41</b>
Lincoln Prairie	5	8	26	16	<b>55</b>	<b>2</b>	<b>51</b>
<b>Total for D54 23/24</b>	<b>20</b>	<b>50</b>	<b>115</b>	<b>155</b>	<b>339</b>	<b>9</b>	<b>342</b>

Whiteley	5	5	21	35	<b>66</b>	<b>2</b>	<b>71</b>
Thomas Jefferson	2	6	18	48	<b>74</b>	<b>11</b>	<b>54</b>
<b>Total for D15</b>	<b>7</b>	<b>11</b>	<b>39</b>	<b>83</b>	<b>140</b>	<b>13</b>	<b>139</b>

**Kinder STAR 23/24 enrollment:**

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

<b>School</b>	<b>AM</b>	<b>PM</b>	<b>PM till 6:05</b>
Whiteley 3 day	0	4	1
Whiteley 5 day	0	4	7
Thomas Jefferson 3 day	1	4	1
Thomas Jefferson 5 day	14	2	3
Totals	15	14	12
<b>Total sum</b>	<b>41</b>		

February School's Day Out programs are filling up. We have a half day program for District 54 students on February 16 and we are almost full with 24 participants enrolled. We have School Day Out field trips running on February 19 at both locations and February 20 at Willow Recreation Center. Participants will go to Ultimate Ninja and the Shedd Aquarium.

We will begin taking registration for Spring Break Camp on February 15. Summer camp registration is set to open March 6 with families able to view our offerings on the website beginning March 1.



### *Youth Athletics*

- Programs running include Youth Volleyball, Track and Field, Multi-Sport Mania, Parent and Me Fun with Football and Mini-Soccer. Classes are currently taking place in the Willow Rec Center Mini-Gym.

## **Adult Sports**

- Pickleball Leagues continue to roll on.
  - We have three levels of competition, expanding from the two previously offered.
    - Social League, 3.5 and 4.0+
    - Social has 6 teams, 3.5 has 5 teams and 4.0+ has 4 teams

## **Youth Sports**

- Soccer and baseball registration are both underway and we continue to monitor numbers.
- Contractual classes are picking up.
  - Sports Kids, Inc. class registration has grown from the first to second sessions of programming they are running.
  - Hoffman United Soccer Fundamentals classes began running once again with two classes running on Wednesday evenings.
- Basketball leagues continue to roll through the season.
  - All-Star Experience is February 24 at Now Arena.
    - We hope to have over 100 youth participating in this through the various age levels from 12 to 4 pm on that day.
    - All league participants and coaches have been sent a ticket code to redeem a free ticket for entry into the Windy City Bulls game that night as well.
  - Staff has been able to meet/speak to the basketball staff that work on Saturdays and we are working to improve processes and efficiencies.

## **Field Rentals**

- Cricket Rentals are fully booked and paid for all weekends from mid-April through October.
- Baseball, softball, and soccer rental requests are coming through steadily and staff is working to accommodate these within our internal programming needs.

## **Hoffman Basketball Academy**

	<b>Wed K-2<sup>nd</sup></b>	<b>Wed 3-5<sup>th</sup></b>	<b>Thu K-2<sup>nd</sup></b>	<b>Thu 3<sup>rd</sup>-5<sup>th</sup></b>	<b>Thu 6-8<sup>th</sup></b>	<b>Totals</b>
<b>2022</b>	Did not offer	Did not offer	Did not offer	Did not offer	Did not offer	
<b>2023</b>	10	9	20	11	0	50

- April Camps- Camps will start up again in April. In 2023, April was one of the more popular months. We will be offering camps on Tuesday/Thursday and begin 1 on 1 training again.

### Winter Basketball League (Numbers as of 12/5)

	1/2 <sup>nd</sup>	3/4 <sup>th</sup> boys	5/6 <sup>th</sup> boys	7/8 boys	3/4 <sup>th</sup> girls	5/6 girls	Total
<b>2022</b>	107	60	60	34	21	10	305
<b>2023</b>	97	60	50	40	29	10	286

### AAU SPRING

- This spring we will be hosting 4 AAU Girls Teams (10u,12u,14u,16u). Very excited to see our girls program growing. We will have on staff the girls' varsity coaches from Hoffman and Elk Grove.

### eSports

- We had two birthday parties in January and the enrollment is picking up for eSport offerings in February,



### *Aquatics*

These are the numbers for January as of 2/8/2024

	<u>January 2023</u>	<u>January 2024</u>
Group	108	70
Parent/Tot	11	7
Tot	5	4
Adult	8	6
<b>Total:</b>	<b>132</b>	<b>87</b>

We have 54 registrations for the sessions in March so far.

We have over 34 lifeguards confirmed coming back this summer and have trained 12 already over break at the Club.

## *Recreation Facilities*

-A Happy American Heart Month marketing campaign started at TC and Willow Fitness Centers for the month of February.

### **Willow Rec Center Fitness & Racquetball**

<u>Membership</u>	<u>01/31/2023</u>	<u>01/01/2024</u>	<u>01/31/2024</u>	<u>YTD Var. +/-</u>
Fitness		<b>154</b>	<b>152</b>	<b>-2</b>
Billed Members	127	145	144	-1
Healthcare Members		9	8	-1
Racquetball	39	37	31	-6
<b>Total</b>	<b>166</b>	<b>191</b>	<b>183</b>	<b>-8</b>

*\*Starting with 1/1/2024, membership numbers are split out to include healthcare members.*

WRC Rental Information: 12 rentals

### **Dog Off-Leash Areas**

<u>Membership</u>	<u>01/31/2023</u>	<u>01/01/2024</u>	<u>01/31/2024</u>	<u>YTD Var +/-</u>
<b>Total</b>	<b>586</b>	<b>548</b>	<b>551</b>	<b>+3</b>

### **Triphahn Center Fitness**

<u>Membership</u>	<u>01/31/2023</u>	<u>01/01/2024</u>	<u>01/31/2024</u>	<u>YTD Var +/-</u>
<b>Total</b>	<b>518</b>	<b>569</b>	<b>563</b>	<b>-6</b>
Billed Members		505	487	-18
Healthcare Members		64	76	+12

TC Rental Information: 25 rentals

## MEMORANDUM NO. M24-016

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Director of Golf & Facilities  
**RE:** Bridges of Poplar Creek, The Club, and Marketing Board Report  
**DATE:** February 20, 2024

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### **Motion:**

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

### **Bridges General Programs:**

- Preferred Tee Time contracts have once again been sent out using our electronic form software PandaDoc. The deadline for the renewal is February 9 for early bird discount. Currently we have 17 contracts that have been renewed for this season.
- League Contracts are being drafted and will be going out mid-February. We been in communication with all leagues, and we believe all leagues will be returning for the 2024 season.
- Staff has created our Event Schedule for 2024. Bridges has the following events planned:
  - Friday Night Fish Fry: 2/16 – 3/29 (every Friday)
  - Toptracer 2 Person Best Ball: March 9
  - March Madness Golf Event: March 23
  - Spring Toptracer Leagues (Mon, Wed, Thurs March – April)
  - Breakfast with the Bunny March 16
  - Par 3 Challenge: April 10
  - Toptracer Masters 4 Person Scramble: April 12
  - Spring Senior Scramble #1: April 24
  - Yappy Hour at Bridges Beer Garden: May 4
  - Spring Senior Scramble #2: May 15
  - Live Music at Bridges Beer Garden: May 31
  - SRT Foundation Golf Outing: June 5
  - Yappy Hour at Bridges Beer Garden: June 8
  - Live Music at Bridges Beer Garden: June 21
  - Live Music at Bridges Beer Garden: July 20
  - Yappy Hour at Bridges Beer Garden: August 3
  - Oktoberfest at Bridges Beer Garden: September 20
  - Fall Senior Scramble: October 2
  - Fall Toptracer Leagues (Mon, Weds, Thurs October - November)
  - ProAm Scramble: October 8
  - Fall Senior Scramble: October 30
  - Turkey Shoot: November 2
  - Toptracer 4 Person Scramble: November 16
  - Breakfast with Santa & Winter Fest: December 7
  - Toptracer Range Family Day: December 8

## Golf Rounds

MONTHLY ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	0	0	0	0	0
YTD ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	0	0	0	0	0

## Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
15	0	0	84	12	22
YTD RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
15	0	0	84	12	22

## Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
0	126	106	77
YTD TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
0	126	106	77

## Food & Beverage

- Staff is currently preparing for Fish Fry which begins February 16.

### January

1 meeting servicing 11 guests  
1 anniversary party servicing 77 guests  
1 breakfast meeting servicing 25 guests  
1 in-house event Family Night Dance servicing 87 guests

### February

1 breakfast meeting servicing 30 guests  
1 birthday party servicing 77 guests  
1 memorial servicing 90 guests  
1 shower servicing 40 guests

### March

2 breakfasts servicing 55 guests  
Breakfast with Bunny currently over 250 guests registered  
1 shower servicing 50 guests

2024: 3 new shotgun golf outings booked (2 in May)

2024 weddings

6 ceremony and receptions (1 moved to 2025)

2 reception only

2025

4 ceremony and receptions



**January 2024**

<b>Membership Totals</b>	<b><u>1/31/2023</u></b>	<b><u>1/01/2024</u></b>	<b><u>1/31/2024</u></b>	<b><u>Var. +/-</u></b>
Totals	2,564	2,769	2,792	+23

**Member Services/Sales**

- The Club team enrolled 154 new members in January, offering an enrollment fee of \$24. This is a decent number for January but does indicate a slight slowdown from the past couple of years when we were still recovering from post-pandemic numbers and bringing in big new enrollment numbers throughout the year. We also had some rough weather in January (cold PLUS snow) that affected general foot traffic in the facility for several days in January.
- We did have a record number of referrals in January with 20% of the new enrollments being a result of a current member referring them. (30 referred members). Members who are referred typically have a longer retention rate compared to other members.
- The Club sent out important communication to the members in January regarding a dues rate increase effective as of February 2024. This was emailed to each member as well as posted in several places within the facility. Adult membership dues were increased by \$5.00/mo. and students and senior memberships by \$3.00/mo. Staff received very little feedback or response to these notices.
- The Club had 2,151 unique visits in December, meaning approximately 77% of members visited/used the facility at least once in January.
- The Club had 100 United Healthcare Renew Active pass holders use the facility in January (visiting at least one time).
- The final count on the student winter passes sold in Nov/Dec of 2023 was 115, a slight increase from the 2022 number of 105.



### **Operations and Fitness Departments:**

- The Club rentals stats for January:
  - (43) volleyball rentals (1) Birthday party (6) Soccer rentals (4) Windy City Bulls
  - (16) basketball rentals (26) Pickleball court rentals (1) basketball camp
  - (2) Overnight lock-in
- The Club offered and ran the following programming options in January.
  - Pickleball 101/102 (5 classes)
- Club staff has assisted in reviewing the initial portions of the new website that have been created by our contractual website developer. This creating and reviewing process will continue until the new website is ready to launch in March (projected).
- The Club GM attended the state conference at the end of January with the rest of the HE Parks team.

### **TC Ice Operations**

#### Ice:

- We are hosting Northwest Hockey League (NWHL) Playoffs on three separate weekends: February 24 & 25, March 2 & 3 and then championship games on March 9.
- We won a bid to host Cirque du Soleil for 3 days (March 19-21) as the practice ice facility while they perform shows at the NOW Arena.
- Hosting a Hoffman Estates High School senior skate leading into the weekend for the Winter Formal.

#### Figure Skating:

- Hosting a figure skating mini camp over spring break
- Increased freestyle hours on certain days while our hockey season comes to an end
- Figure Skating classes currently have 406 registered compared to 428 last year.
- Restructuring some of our classes and introducing some new classes: Power classes for both hockey and figure skating, Off-Ice class, Hoffman Skating Academy class
- Working to create a “Hoffman Skating Academy” for the skaters who want to compete in competitions.

#### Public Skate:

- Hosted additional public skates over winter break.
- Public Skate patrons for January: 1,213 skaters

#### Hockey:

- We selected Saul Kasiulionis as our NWHL Coach of the Year. Saul has been with us for the last 8 years coaching various teams for the Wolfpack.
- HEParks Spring Hockey programming is out with League play for our Wolfpack and Wolverines teams; Wolverines will field 2 tournament specific teams.
- Hockey classes are coming to an end and will start right back up in the first week of March.
- Hockey Moms and Hockey Dads class is going well; we have combined the group together to make it an “Adult Hockey Class.”

- The National “Try Hockey Free” event sponsored by USA Hockey is 2/24 from 12:10-1:10p. We will have volunteers from our hockey clubs helping.
- Stick & Puck sessions have been well attended. We will look to keep times consistent to draw more people.

Development Classes		WINTER 2023	WINTER 2024
242460-A	Intro to hockey - L1	34	76
242469-A	Hockey Development-L2	44	N/A
242459-A	Tot Hockey	52	36
232463-D1	Hockey Moms/ Dads	N/A	17



## Marketing

- **January behind the scenes in C&M department:**
  - Onboarding and marketing departing training: (Watchfire; Email Platform; Social management; Review and setup graphic tools- Canva, ChatGPT, Illustrator and InDesign; setup & training on C&M office equipment; Physical workspace setup; Website management- pages/callouts/ banners/link updates. NEW website overhaul plan for 2024, intro to dept. feedback loop with Teams & continuing weekly dept meetings with Brian Wright.)
  - Established a NEW more efficient working framework for C&M department: (Created Project Management workflows and automations for team and viewers in Monday.com platform. Created new Rec staff intake process and new intake form in Monday.com platform. Created Email templates for campaigns going forward. Created staff poster templates for quick posters. Created Social Media Plan. Created new process for social media/events posting calendar schedule. Restructured internal graphics data filing system.)
  - Marisa attended IAPD/IPRA Soaring to New Heights Conference
- **C&M production**
  - FMO Dance: Sports Spectacular - posters, web feature, events
  - FMO Dance: Candyland - posters, web feature, events
  - Weather alert - billboard, web banner, 2 emails, social post
  - Swim Lessons Campaign - email, updated photo, web feature, web banner, social posts, redid graphics
  - Cold Day alert - social, web banner, billboard








- Fitness campaign - graphics, TC banner, web updates, Daily Herald ¼ page Ad Promotion, email, social post
- Baseball Campaign- standalone email, social post, posters, web banner, billboard, paid social boost
- Windy City Dynasty web banner
- HOTT Theater Lil Mermaid art - social, print
- Business Card updates - Brian, Tina, and Felicia Minuteman Press
- Ongoing website page updates and Event Post Creation
- New website meetings with Web Developer

• **Email Campaigns:**



<b>Date &amp; Time Sent</b>	<b>Campaign Name</b>	<b>Sends</b>	<b>Opens</b>	<b>Open Rate</b>	<b>Click Rate</b>	<b>Bounce Rate</b>	<b>Unsubscribe Rate</b>
2024/01/30 6:03 PM	What's Happening 1_30_24	28922	12024	41.90%	1.20%	0.90%	0.10%
2024/01/29 4:50 PM	Stand Alone Baseball and T-ball	16583	6517	39.30%	1.37%	0.20%	0.10%
2024/01/25 6:03 PM	Audiences_TH_0 1_25_24	28996	11866	41.30%	1.70%	0.90%	0.10%
2024/01/23 7:43 PM	Stand-Alone Dance Targeted	192	123	64.40%	5.20%	0.50%	0.50%
2024/01/23 5:15 PM	What's Happening 1/23/24	29084	14146	49.00%	2.60%	0.80%	0.10%
2024/01/19 9:20 PM	Thurs What's Happening sent Fri night	27348	12457	45.70%	1.40%	0.40%	0.20%
2024/01/15 2:27 PM	50+ North Side Book Club	15820	7750	49.10%	0.30%	0.20%	0.10%
2024/01/12 8:36 AM	Closed Today 11_12	27405	13478	49.40%	0.30%	0.40%	0.10%
2024/01/11 7:22 PM	Special Weather Alert Created	27437	14385	52.60%	0.40%	0.40%	0.10%
2024/01/05 9:29 PM	New Year 2nd newsletter	26320	12434	47.30%	0.90%	0.20%	0.10%
2024/01/03 2:16 PM	50+ Jan 2024 Newsletter	16009	7387	46.20%	0.40%	0.20%	0.10%

2024/01/02 7:41 PM	2024 Fitness Email Created	26577	12546	47.30%	1.30%	0.20%	0.10%
<b>JAN 2024 AVERAGE</b>	<b>10 C&amp;M emails- 2 were Special Weather</b>	<b>238864</b>	<b>109976</b>	<b>47.82%</b>	<b>1.64%</b>	<b>0.49%</b>	<b>0.15%</b>

- HEParks' social posts, reels, stories in addition to 46 user-generated social content for Snowman Contest
  - Facebook Posts = 26 Posts with 28,494 impressions
  - Instagram Posts = 19 Posts with 3,565 impressions
  - LinkedIn Post = 1 with 953 impressions
- Website Traffic:
  - Jan 2024 Page Traffic

Pages and screens: Page title and screen class  							Custom Jan 1 - Jan 31, 2024   
Page title and screen class  	Views	Users	Views per user	Average engagement time	Event count		
	110,808 100% of total	18,158 100% of total	6.10 Avg 0%	2m 33s Avg 0%	298,574 100% of total		
1 Hoffman Estates WebTrac - WebTrac Activity Search	26,547	7,529	3.53	1m 51s	74,287		
2 Hoffman Estates WebTrac - Splash	21,708	3,284	6.61	1m 48s	35,942		
3 Welcome - Hoffman Estates Park District	12,863	7,486	1.72	33s	44,355		
4 Hoffman Estates WebTrac - Login	4,482	1,741	2.57	35s	12,287		
5 Hoffman Estates WebTrac	2,603	1,135	2.29	24s	6,918		
6 Explore Programs - Hoffman Estates Park District	2,515	1,563	1.61	36s	5,946		
7 Hoffman Estates WebTrac - Shopping Cart	2,478	1,074	2.31	39s	6,502		
8 Public Skate - Hoffman Estates Park District	1,739	1,263	1.38	19s	5,566		
9 Hoffman Estates WebTrac - Household Information	1,688	550	3.07	3m 41s	4,601		
10 Figure Skating - Hoffman Estates	1,687	1,004	1.68	55s	5,010		

Session default channel group  	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user		
	18,939 100% of total	32,071 100% of total	19,146 100% of total	1m 33s Avg 0%	1.01 Avg 0%		
1 Organic Search	10,198	18,964	12,995	1m 55s	1.27		
2 Direct	8,074	12,065	5,320	56s	0.66		
3 Referral	485	904	626	1m 31s	1.29		
4 Organic Social	442	552	227	29s	0.51		
5 Unassigned	272	294	0	1m 21s	0.00		

## 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, golf outings and events
- Created new posters and table tents for Toptracer Range, and The Tap Inn for 2024 events
- Designed and scheduled marquee images for golf outings, weddings and events
- Updated the “Upcoming Events” website page to highlight leagues, tournaments, and events in 2024
- Redesigned and promoted Friday Fish Fry menu
- Redesigned and promoted Breakfast with Bunny



- Started conversation with Seasons at Hoffman Estates (new apartments by Bridges) to promote our services
- Continued running a Wedding ad campaign on Facebook to drive more awareness for Weddings
- Created/scheduled limited email blasts:

DATE	EMAIL MAIN SUBJECT(S)
1-19-24	Friday Fish Fry, Breakfast with Bunny
1-26-24	Friday Fish Fry, Breakfast with Bunny
1-29-24	Toptracer Range reopens 1-31-24

## The Club

- Designed February promo, and referral marketing collateral (digital and print)
- 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

- Highlighted rate increase during the month for member awareness
- Finalized web version of video to implement into updated web design
- Worked on home page layout of updated web design

**Other**

- Attended IPRA/IAPD conference (took notes; great takeaways to implement in marketing strategies)
- Assisted with onboarding new marketing hires
- Started weekly C&M meetings with Rec marketing and new hires