

**AGENDA**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**TUESDAY, MARCH 19, 2024**  
**7:20 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA  
*Motion to approve the agenda as presented.*
3. APPROVAL OF COMMITTEE MINUTES
  - February 20, 2024  
*Motion to approve the minutes from February 20, 2024 as presented.*
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Recreation Board Report / M24-026  
*Motion to recommend the March Recreation Board Report be included in the March Executive Director's Report.*
  - B. Facilities and Marketing Board Report / M24-020  
*Motion to recommend the March Facilities and Marketing Board Report be included in the March Executive Director's Report.*
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT  
*Motion to adjourn the meeting.*

**MINUTES**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**February 20, 2024**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on February 20, 2024 at 7:21 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Comm Rep Bettencourt

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

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

**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 Henderson made a motion, seconded by Comm Rep Beranek to approve the minutes of the January 16, 2024 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 / M24-015

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

Director Miletic highlighted the following:

- Seven staff attended the IAPD/IPRA Conference.
- The HOTT Theater's Little Mermaid had their first performance with 50 youth performers.
- The Candyland Family Dance was held in early February
- Basketball is underway
- Preschool staff had an in-service

Executive Director Talsma thanked Commissioner Dressler for introducing us to HOTT Theater. The program had done very well.

Executive Director Talsma noted that there was an issue with a volunteer basketball coach over the weekend. The coach has been removed and suspended from attending remaining games. The coach was upset with the referee and made physical contact with him. We do have some staff and volunteers who will step up to fill in.

The motion carried by voice vote.

B. Facilities and Marketing Board Report / M24-016

Comm Rep Henderson made a motion, seconded by Commissioner Friedman to forward the Facilities & Marketing February Board Report to be included in the February Executive Director's Report.

Director Bechtold highlighted the following from the report:

- The golf course will open on Thursday 2/22. Director Hugen and his crew have been busy getting the course ready. All the new carts have arrived as of 2/19. Staff is putting the GPS systems on them, and they will be ready by Thursday morning.
- Fish Fry is up and running for the season, with 87 served the first week.
- Two kiosks with iPad will be available soon at the front desk at Triphahn Center. The iPad will be locked down so users can only access our website; patrons can peruse our programs and then sign up at the front desk if they choose.
- New video will be added to the television screens in the lobby.
- The Toptracer and driving range have been busy, and the golf course already has over 100 rounds booked for Sunday.

Comm Rep Pilafas asked if this is the earliest the golf course has been open. Director Bechtold said yes, since 2016.

Commissioner Dressler noted that the signs at Vogeley has some colors that are difficult to read. Director Bechtold said that staff is already aware and working on correcting that.

The motion carried by voice vote.

**7. Committee Member Comments:**

Comm Rep Beranek will be going to Breakfast with Bunny.

Comm Rep Pilafas said congratulations on the OSLAD Grant; and congratulations to Craig Talsma for the Honored Professional Award. He is excited about the HOTT production. The organization holds a big place in his heart. He is also excited about the golf course opening early.

Commissioner Friedman thanked Executive Talsma for the information on the basketball situation and noted he is worried about the baseball numbers.

Executive Director Talsma stated that when we switched gears with the facility manager position, we found an individual who specializes in athletics, and is coming from Arlington Heights Park District. He has managed athletics and facilities; he can mentor Will Lieb; he will start March 11.

Commissioner Dressler commended the Recreation department for having seven staff at the conference. She congratulated Executive Director Talsma for the recognition and to the District for having a lot of publicity recently. She attended a marketing session at conference – she would love to sponsor a logo on a hopscotch.

**8. Adjournment:**

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

Respectfully submitted,

Craig Talsma  
Secretary

Cindy Flynn  
Executive Assistant

## MEMORANDUM M24-026

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
Karrie Miletic, Director of Recreation  
**RE:** Recreation Board Report  
**DATE:** March 19, 2024

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### Motion:

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

### Recreation Division



- Nick Wirth started on Monday, March 11 as our new Superintendent of Recreation Facilities and Athletics.
- Summer prep is underway by all the Recreation staff.
- Five of our Rec programmers attended the IPRA Rec Section meeting at Palatine Park District on March 7. Kimberly Barton is the Chair of the Rec Section and is great at encouraging rec staff to attend.
- Natalie attended two early childhood conferences this month in January and February.
- We are currently interviewing for a General Programming position. This person will support the recreation programmers.



### General Programs

#### General Programs:

Programs- Willow/ Vogeiei	Fall/Winter 2023	Winter 2024 *to date
Shotokan Karate	135	165
Tae Kwon Do	45	35
Racquetball lessons	6	36
Racquetball leagues	38	22
Gymnastics	109	123

## **Dance:**

### Things that happened in February:

1. 8 private lessons
2. Company competed at Dance Idol 2/2-2/4
3. Company had a Stars Day master class 2/9
4. Costumes all ordered for recital

### Things that will be happening in March:

1. Company competition at Legacy 3/8-3/10
2. Recital T-shirts will go on sale
3. Costumes being passed out in dance classes.

### Winter/Spring Dance Numbers:

<b>Style</b>	<b>W/S 2023 Classes offered</b>	<b>W/S 2023 numbers</b>	<b>W/S 2024 Classes running</b>	<b>Number enrolled as of 3/7/2024</b>
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:

<b>Style</b>	<b>Winter 2023 Classes running</b>	<b>Winter 2023 Numbers</b>	<b>Winter 2024 classes being offered</b>	<b>Number enrolled as of 3/7/2024</b>
Performance baton	2	16	2	18
Baton	8	29	9	29
<b>Total</b>	<b>10</b>	<b>45</b>	<b>10</b>	<b>47</b>

## **Theatre:**

- Our theatre program continues to grow. HOTT Theatre's Youth Program Willy Wonka has 42 children enrolled. Joey and Maria's Comedy Italian Wedding has 28 and HOTT Jazz performance has 13.

### Special Events:

- Planning is underway for Summer kids concerts and Fourth fest.

Drive By Bunny: Registration as of 3/5. This event is 3/29.

Activity Code	Section	Short Description	Enrolled
225910	A	Bunny Drive By - North Side	6
225910	B	Bunny Drive By - South Side	13
225910	C	Bunny Drive By - West Side	3



### *Early Childhood*

#### Last Year

2022-23 WRC		2022-23 TC	
Threschool	Cancelled	Threeschool	10
2's playschool	Cancelled	2's playschool	20
3's & 4's	42	3's & 4's	91
<b>Total</b>	<b>42</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	32	3's & 4's	79
<b>Total</b>	<b>43</b>	<b>Total</b>	<b>86</b>

#### Late Stay WRC

5 days: 10

3 days: 4

Next School Year (Enrollment to Date)

2024-25 WRC		2024-25 TC	
Threeschool	3	Threeschool	4
2's Playschool	4	2's Playschool	2
3's \$ 4's	25	3's \$ 4's	49
<b>Total</b>	32	<b>Total</b>	55

- WRC is in the process of becoming license exempt.
- Preschool Registration for current families opened on February 5. Registration for new families opened on February 12.

LSC:

2023	2024
46 (3 rooms)	52 (3 rooms)

5 Days: 41

3 Days: 6

2 Days: 5

- Priority registration for current families opens February 5.
- Open enrollment for all families starts February 12
- Open house on February 17: Two families in attendance.
- Next open house scheduled for April 13.
- DCFS annual visit occurred on February 15. We passed all standards and processes.



<b><u>February 50+ Events:</u></b>	<b><u>Date:</u></b>	<b><u>Attended:</u></b>
Seniors out Socializing Early Bird	2/7	9
Lunch @ The Dining Room (Harper)	2/13	Cancelled
Valentine's Day Lunch	2/15	Cancelled
Seniors out Socializing	2/16	16
Pub Trivia	2/22	25
Birthday Lunch	2/23	22

Book Club- South	2/26	16
Lunch and Learn Better Place Forests	2/28	15
Raue Center for the Arts & Lunch	2/29	9
<b><u>March 50+ Events</u></b>	<b><u>Date</u></b>	<b><u>Enrolled</u></b>
Craft Club	3/4	7
Spotlight on London info mtg.	3/5	6
Seniors out Socializing Early Bird	3/6	5
St. Paddy's Luncheon	3/15	16
Lunch and Learn Baird & Warner	3/20	11
Pub Trivia	3/21	18
Cirque de Soleil- Crystal on Ice	3/24	14
Book Club- South	3/25	Reg through Library
Antique Mall/Port Edwards dinner	3/27	7
Birthday Lunch	3/29	8

### **Group Exercise Enrollments for 50+**

<b>Class</b>	<b>Winter 2023</b>	<b>Winter 2024 (as of 2/2)</b>
50+ Basic Exercise	47	77
Tai Chi (Daytime)	16	14
Line Dancing	25	35
Gentle Yoga	12	26



### *School Age - STAR and Day Camps*

### **STAR Enrollment 23/24**

	3 days before	3 days after	5 days before	5 days after	<b>Total enrolled 23/24</b>	<b><i>Waitlist</i></b>	<b><i>Total enrolled last year 22/23</i></b>
Armstrong	6	8	16	20	<b>50</b>	<b>0</b>	<b>63</b>
Fairview	3	14	10	22	<b>49</b>	<b>0</b>	<b>50</b>
Lakeview	0	6	16	35	<b>57</b>	<b>5</b>	<b>60</b>
MacArthur	2	12	31	45	<b>90</b>	<b>0</b>	<b>77</b>
Muir	4	3	16	19	<b>42</b>	<b>2</b>	<b>41</b>
Lincoln Prairie	5	8	26	15	<b>54</b>	<b>2</b>	<b>51</b>

<b>Total for D54 23/24</b>	<b>20</b>	<b>51</b>	<b>115</b>	<b>156</b>	<b>342</b>	<b>9</b>	<b>342</b>
Whiteley	5	5	21	35	66	2	71
Thomas Jefferson	2	6	18	48	74	11	54
<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:**

	AM/PM Waiting on Placements		22/23 Enrollment	
Whiteley	1			
Thomas Jefferson	0			
Total	0		27	
School	AM	PM	PM till 6:05	
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	
Total sum	41			

Spring Break School's Day Off Registration is open and have been consistently getting new enrollments. Participants will take field trips including WaterWorks, Parkour, Enchanted Castle and more.

Summer Camp registration opened March 6 and was a successful opening day! Camp offerings this year include Explorers, STEAM, Sports, Teen, Early Arrival, and Late Stay. We are also offering an additional two weeks of School's Day Out Programs at the end of August to help support our District 15 families who return to school later than usual this summer.

STAR registration for the 2024-2025 school year opens March 13 to our currently enrolled families in STAR, KSTAR, Little Stars, and Preschool. It then opens to the public March 18. We are losing one of our schools in District 15, Thomas Jefferson, as they are converting into a middle school. We expect enrollment in the one remaining school in District 15 to increase due to the increase of school aged students.



### **Adult Sports**

- Pickleball Leagues have concluded another great indoor session
  - 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
- The next indoor league will begin on March 25
  - 13 teams are already enrolled

### **Youth Sports**

- Soccer and younger baseball levels (4<sup>th</sup> grade and below) 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.
    - March session numbers are much higher than the first session showing interest and support of the programs
- Basketball leagues continue to roll through the season.
  - Basketball seasons are coming to a close for many age groups.
    - 7<sup>th</sup>/8<sup>th</sup> grade tournament is on 3/9
    - 5<sup>th</sup>/6<sup>th</sup> grade tournament is on 3/9 and 3/16
    - 3<sup>rd</sup>/4<sup>th</sup> grade will finish games on 3/16
    - 1<sup>st</sup>/2<sup>nd</sup> grade teams are finishing on 3/9
    - Little Hoopers league finished their Friday night league on 3/1
  - Staff has been able to meet/speak to the basketball staff that work on Saturdays and we are working to improve processes and efficiencies.
  - I have been able to meet/speak to the basketball staff that work on Saturdays and we are working to improve processes and efficiencies.

- **Hoffman Basketball Academy**

	Wed K-2 <sup>nd</sup>	Wed 3-5 <sup>th</sup>	Thu K-2 <sup>nd</sup>	Thu 3 <sup>rd</sup> -5 <sup>th</sup>	Thu 6-8 <sup>th</sup>	Totals
<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
<b>2024</b>			18	15	16	49

- **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
<b>2024</b>	96	58	49	38	29	10	280

There are also 35 enrolled in Basketball Shooting and Dribbling Clinics beginning in April and May

### **Field Rentals**

- Cricket Rentals are fully booked and paid 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.
- I have been working with Brian Bechtold to schedule a large adult softball tournament in late June to be hosted at Cannon

### **eSports**

- We had three birthday parties in February. We had a Kids Night Out at 12 and Fortnite tournament of 15.
- We are teaming up with Club Ninja Co. to run summer camps our eSport location this summer.



These are the numbers for March as of 3/8/2024

	<u>February 2023</u>	<u>February 2024</u>
Group	107	111
Parent/Tot	10	24
Tot	5	11
Adult	6	8
<b>Total:</b>	<b>128</b>	<b>154</b>

We will have a lifeguard training scheduled during spring break.

## *Recreation Facilities*

### Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>2/28/2023</u>	<u>01/01/2024</u>	<u>2/29/2024</u>	<u>YTD Var. +/-</u>
Fitness	152	154	150	-4
Billed Members	144	145	142	-3
Healthcare Members		9	8	-1
Racquetball	45	37	40	+3
<b>Total</b>	<b>197</b>	<b>191</b>	<b>190</b>	<b>-1</b>

*\*2023 numbers do not include free fitness memberships*

**WRC Rental Information: 14 rentals**

### DOG OFF-LEASH AREAS

<u>Membership</u>	<u>2/28/2023</u>	<u>01/01/2024</u>	<u>2/29/2024</u>	<u>YTD Var. +/-</u>
<b>Total</b>	<b>600</b>	<b>548</b>	<b>555</b>	<b>+7</b>

### Triphahn Center Fitness

<u>Membership</u>	<u>2/28/2023</u>	<u>01/01/2024</u>	<u>2/29/2024</u>	<u>YTD Var. +/-</u>
<b>Total</b>	<b>514</b>	<b>569</b>	<b>600</b>	<b>+31</b>
Billed Members	514	505	519	+14
Healthcare Members		64	81	+17

*\*2023 numbers do not include free fitness memberships*

**TC Rental Information: 28 rentals**

## MEMORANDUM NO. M24-020

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Deputy Director  
**RE:** Facilities & Marketing Board Report  
**DATE:** March 19, 2024

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### Motion:

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



### Bridges General Programs:

- Toptracer had a great opening 2 Man Best Ball Event on 3/9 with complete sell out of 20 teams. Spring League Season will start the week of 3/11 with a total of 38 teams registered.
- Breakfast with the Bunny will be March 16 - (289 registered guests)

### Golf Rounds

MONTHLY ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	0	0	0	337	68
YTD ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	0	0	0	337	68

### Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	0	25	118	523	133
YTD RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2024	5 Year Average
15	0	25	202	725	193

## Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
0	126	610	245
YTD TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
0	126	716	281

## Food & Beverage

- We had a successful first four weeks of Fish Fry.
  - Week 1 – 88 Guests
  - Week 2 – 126 Guests
  - Week 3 – 89 Guests
  - Week 4 – 89 Guests

### February

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

### March

2 breakfasts servicing 55 guests  
Breakfast w Bunny – 289 guests  
1 shower servicing 50 guests  
2 Top Tracer Kids parties servicing 22 guests

### April

1 breakfast meeting servicing 30 guests  
1 birthday party servicing 60 guests  
1 shower servicing 50 guests  
1 all day meeting servicing 100 guests  
1 memorial luncheon servicing 35 guests

### 2024 golf outings

4 new shotgun golf outings booked (2 in May)  
Total 2024 Shotgun Events: 30

### 2024 weddings

7 ceremony and receptions (1 moved to 2025)  
2 reception only

### 2025

4 ceremony and receptions



## February 2024

<b>Membership Totals</b>	<b><u>2/28/2023</u></b>	<b><u>1/01/2024</u></b>	<b><u>2/29/2024</u></b>	<b><u>Var. +/-</u></b>
Totals	2,649	2,769	2,822	+53

### Member Services/Sales

- The Club team enrolled 112 new members in February, offering an enrollment fee of \$14. This is a decent number and keeps us net positive in early 2024.
- We offered a free month to existing members who referred new members and received 18 referrals from existing members.
- The Club had 2,254 unique visits in February, meaning approximately 80% of members visited/used the facility at least once in February.
- The Club had 96 United Healthcare Renew Active pass holders use the facility in February (visiting at least one time).

### Operations and Fitness Departments:

- The Club rentals stats for February:
  - (56) volleyball rentals (3) Birthday parties (8) Soccer rental (7) Windy City Bulls
  - (20) basketball rentals (30) Pickleball court rentals (1) Overnight lock-in
- The Club offered and ran the following programming and specials in February.
  - Pickleball 101/102 (4 classes)
  - \$40 off package of 5 personal training sessions
  - \$25 off package of 5 semi-private personal training sessions (per person)
- Club staff offered several fun and informative member retention events in February:
  - Guess # of candy hearts jar
  - Feb 2 – National wear red day with raffle entry to those who participated
  - Feb 9 – Pinot's Palette Event at The Club (\$10 registration discount to members)
  - Feb 17 – Dick Pond Gait Analysis
  - Feb 19 – Ascension Dietitian Table
  - Feb 29 – Ascension nurse table – blood pressure readings/stroke assessment
- The following “pop-up classes” were offered in February:
  - Yoga with weights February 2<sup>nd</sup>
  - Aqua Blast February 16<sup>th</sup>
  - Warm yoga stretching with meditation February 23

## Ice Department

- We hosted Northwest Hockey League (NWHL) Playoffs over the last three weekends totaling over 45 hours
- Working on Fall contracts with Timberwolves, Starlights and Glen Ellen Speed skating club
- We are hosting two tournaments in April: 4/19-4/21 (CCM) and 4/26-4/28 (MyHockey)

### Figure Skating:

- Ice show is set for May 11 with the Theme “Beach Party”
- Figure Skating Summer camp will have full day and new half day options
- Hosting a figure mini-camp over spring break
- Continuing to increase freestyle ice over until March until hockey starts back up
- Figure Skating classes currently has 406 registered compared to 428 last year
- Created our Hoffman Skating Academy and have offered apparel jackets for the skaters to wear to competitions.

### Public Skate:

- Skate with the Easter Bunny is set for 3/24
- We ordered and received over 50 pairs of new rental skates
- (3) Public Skate sessions totaling 618 patrons for February

### Hockey:

- Fall Hockey league season is now over and full speed ahead into Spring Hockey league season.
- Fall post-season highlights: Bantam 1 won league championship; Mite 1 finished in first place in regular season; Squirt 2 finished in second place for regular season.
- Wolverines Tournament teams hosted tryouts 3/11 & 3/12; we will field 12U and 16U Wolverines Spring tournament teams.
- Wolfpack Evaluations are set for 3/18 & 3/19; currently 102 enrolled
- Spring Development classes will be split into two shorter sessions Spring 1 and Spring 2
- The National “Try Hockey Free” event sponsored by USA Hockey was 2/24 we had 30 skaters.
- Adding more Stick & Puck sessions to fill ice over between fall/spring sessions
- Hockey Summer Camp will be similar to years past with full day and half day options
- Wolfpack Prime will be an option for Spring with levels that field more than 2 teams.

Development Classes		SPRING 2023	SPRING 2024
242460-A	Intro to hockey - L1	40	53
242469-A	Hockey Development- L2	32	N/A
242459-A	Tot Hockey	40	30
232463-D1	Hockey Moms/ Dads	N/A	17

## Marketing

### 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 Spring Leagues and upcoming 2024 events
- Designed and scheduled marquee images for golf outings, showers, and events
- Redesigned "Buffet" menus
- Created partnership with Seasons at Hoffman Estates to promote our services with new resident welcome baskets



- Attended a wedding expo to promote wedding packages, bridal showers, and bachelor & bachelorette events



- Created/scheduled limited email blasts:

DATE	EMAIL MAIN SUBJECT(S)
2-2-24	2024 Events, Toptracer, Fish Fry, Breakfast with Bunny
2-14-24	Fish Fry, TT Leagues, TT Masters Event, Breakfast with Bunny
2-16-24	TaylorMade Fitting Event
2-19-24	Course open 2-22-24, Fish Fry, TT Leagues, Breakfast with Bunny, TT Masters

2-22-24 TT Best Ball, TT Leagues, March Madness  
 2-23-24 TaylorMade Fitting Event  
 2-27-24 TaylorMade 2024 TP5 & TP5x Golf Ball Promotion  
 2-28-24 TT Best Ball, TT Leagues, March Madness, Fish Fry

## THE CLUB

- Designed March 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
- Started working on internal page layout of updated web design
- Highlighted members on social media throughout the month
- Promoted various Member Incentive events (Pop Up Fitness, Wear Red Day, Painting Party, etc.)



- Member Appreciation Event on 2-9-24 was a great success



## OTHER

- Attend weekly C&M meetings with Rec marketing
- Attended Mayor’s Community Update Breakfast
- Presented HEParks updates at Chamber Board of Directors meeting

## **February behind the scenes in C&M department:**

Continued with new staff marketing department training:

(More training on CMS (web maintenance), Constant Contact Metrics, Marketing Campaign Best Practices like how to write a creative brief, setting up accounts on community calendars, and posting strategies.

Refined and built out automation commands in project management program (Monday.com)

Continued working with Invex on tasks needed for the redevelopment our website in 2024

## **2. Press**

Wrote and submitted 3 press releases: “Hoffman Estates Park District Secures \$600,000 OSLAD Grant for Vogeli Park Renovation Project,” “Hoffman Estates Park District Commissioners Honored as Master Board Members,” “Hoffman Estates Park District's Craig Talsma Honored with Prestigious Award”.

## **3. C&M production**

- Preschool Campaign with stand alone email, a paid FB campaign, organic social posts, signs, billboard, web banner, and fliers
- Soccer Campaign- created stand-alone email (sent 3/1), a paid FB campaign, organic social posts, signs, billboard, web banner
- Spring Registration Campaign- art collateral for posters, inclusion in eblasts, a new consolidated graphic for sign boards, printed unofficial staff guides, billboard, web banner, reconfigured and rewrote the programs web landing page
- Little Stars Open House Campaign- inclusion in weekly eblasts, social posts, fliers, signs, web banner, billboard, and web callouts.
- Public Skate Campaign- inclusion in weekly eblasts, web banner, posters, web call outs, signs, and social posts
- 50+ Active Adults Campaign- Created artwork for Events on HEParks Web Events page, taking over email blasts for 50+ printed newsletter and template for staff to edit, and 50+posters, and social posts
- Partnered with Bridges for door-to-door neighborhood canvassing campaign + Seasons New Development- Designed small flier for promotion to raise awareness of HEParks and had rack cards printed, provided sunglasses, pens, and magnet clips to giveaways
- Love your Pet Day social media campaign on Facebook and Instagram to drive engagement on those platforms
- Created collateral and fliers for SRT Golf Outing
- Created signs for construction, fitness center, hour changes, basketball rules
- Created ballot box for preschool teachers
- Created a new registration welcome wall with design forward, eye-catching grass, new tablets, new strategy of posters combined with PowerPoint show on the tv to drive engagement in our programs and activities.
- Updated webpages fixing broken registration links, started sign assessments for Seascape and logo replacements at TC and Willow.

#### 4. Email Campaigns:

Date & Time Sent	Campaign Name	Sends	Opens	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
2/29/2024 18:02	Audiences	28535	11493	41.80%	1.50%	3.70%	0.10%
2/27/2024 18:02	All_District_	28562	12095	42.90%	1.60%	1.30%	0.10%
2/23/2024 15:45	March 2024 50+ Newsletter	15601	7720	49.70%	0.70%	0.30%	0.10%
2/22/2024 18:03	Audiences	28620	12095	42.70%	1.20%	0.90%	0.10%
2/20/2024 18:03	_All_District_Email	28656	11879	41.90%	1.30%	0.90%	0.10%
2/15/2024 18:03	Audiences	28697	12076	42.50%	1.20%	1.00%	0.10%
2/13/2024 18:03	All_District_Email	28732	11755	41.30%	1.60%	1.00%	0.10%
2/8/2024 18:02	Audiences	28764	11861	41.60%	0.70%	0.90%	0.10%
2/6/2024 18:03	_All_District_Email	28799	11955	41.90%	1.30%	0.90%	0.10%
2/6/2024 13:46	Stand Alone Preschool Registration	965	602	62.60%	3.60%	0.40%	0.10%
2/1/2024 18:03	Audiences	28862	11891	41.60%	0.80%	0.90%	0.10%
2/1/2024 17:20	February 2024 50+ Newsletter	15719	7830	49.90%	0.70%	0.30%	0.10%
<b>FEB 2024 AVERAGES</b>	<b>11 C&amp;M emails</b>	<b>274,793 emails sent</b>	<b>115,422 opens</b>	<b>44.59%</b>	<b>1.41%</b>	<b>1.19%</b>	<b>0.09%</b>

#### 5. HEParks' social posts, reels, carousels, and video stories in addition to 19 user-generated social content for Love Your Pet Social Campaign

For the month of February- our estimated audience size on FB 49k-57k.

**Our most popular social post was on FB- Feb 8 on the OSLAD Grant news with an engagement score of 24 reaching over 6k impressions.**



### Social Media Post Impressions per day- platform

2/1	FB	825	2/12	IG	88	2/18	FB	878	2/20	IG	108	2/24	IG	146
2/1	FB	725	2/14	FB	481	2/19	IG	141	2/20	IG	121	2/24	FB	2100
2/2	FB	749	2/14	FB	796	2/19	FB	589	2/20	IG	67	2/24	FB	4500
2/2	FB	1900	2/14	IG	472	2/19	FB	710	2/20	FB	673	2/25	IG	196
2/5	FB	2200	2/14	IG	95	2/19	IG	119	2/20	FB	728	2/25	FB	1900
2/7	IG	147	2/14	IG	113	2/19	FB	467	2/21	IG	105	2/26	IG	254
2/7	IG	116	2/14	IG	100	2/20	IG	123	2/21	FB	940	2/26	FB	2500
2/7	IG	124	2/14	FB	1600	2/20	FB	534	2/21	IG	115	2/26	FB	818
2/7	FB	1400	2/14	FB	469	2/20	IG	65	2/21	FB	439	2/27	IG	103
2/8	FB	360	2/14	IG	164	2/20	IG	65	2/21	IG	298	2/27	FB	353
2/8	FB	6200	2/15	IG	118	2/20	IG	64	2/21	FB	1500	2/27	IG	102
2/8	FB	542	2/15	FB	1100	2/20	IG	66	2/21	IG	112	2/27	FB	613
2/9	FB	478	2/15	FB	542	2/20	IG	72	2/21	FB	402	2/28	IG	104
2/9	IG	129	2/16	IG	126	2/20	IG	77	2/22	IG	152	2/28	FB	511
2/9	FB	1700	2/16	FB	427	2/20	IG	98	2/22	FB	703	2/28	FB	695
2/10	FB	504	2/16	IG	222	2/20	IG	62	2/22	IG	115	2/28	IG	160
2/10	FB	1900	2/16	FB	2400	2/20	IG	53	2/22	FB	523	2/28	FB	1200
2/10	FB	844	2/17	IG	157	2/20	IG	52	2/22	FB	298	2/29	IG	144
2/11	FB	661	2/17	FB	1800	2/20	IG	54	2/23	IG	97	2/29	FB	465
2/12	IG	130	2/17	IG	207	2/20	IG	55	2/23	FB	419	2/29	IG	213
2/12	FB	932	2/17	FB	725	2/20	IG	58	2/23	IG	123	2/29	FB	1800
2/12	IG	77	2/18	IG	127	2/20	IG	55	2/23	FB	377			

**Plus four Paid Facebook Ads for Preschool, Baseball, and Soccer- 95,330 impressions**

## 6. Website Traffic: FEB 2024 Page Traffic

Pages and screens: Page title and screen class <span>✓</span> <span>+</span>						
Custom Feb 1 - Feb 29, 2024						
<div> <div>04 Feb</div> <div>11</div> <div>18</div> <div>25</div> <div>0</div> <div>10K</div> </div> <div> <span>● Hoffman Estates WebTrac - WebTrac Activity Search</span> <span>● Hoffman Estates WebTrac - Splash</span> <span>● Welcome - Hoffman Estates Park District</span> <span>● Hoffman Estates WebTrac - Login</span> <span>● Hoffman Estates WebTrac - Shopping Cart</span> <span>● Hoffman Estates WebTrac - Checkout</span> <span>● Events Archive - Hoffman Estates Park District</span> <span>● Hoffman Estates WebTrac - Household Information</span> </div>						
<div> <div>Q Search...</div> <div>Rows per page: 10</div> <div>Go to: 1</div> </div>						
Page title and screen class <span>+</span>	↓ Views 113,506 100% of total	Users 17,813 100% of total	Views per user 6.37 Avg 0%	Average engagement time 2m 50s Avg 0%	Event count All events 317,906 100% of total	Conversion All events
1 Hoffman Estates WebTrac - WebTrac Activity Search	26,078	6,441	4.05	2m 18s	76,549	
2 Hoffman Estates WebTrac - Splash	18,145	3,314	5.48	1m 53s	32,658	
3 Welcome - Hoffman Estates Park District	10,629	5,962	1.78	31s	35,669	
4 Hoffman Estates WebTrac - Login	4,533	1,774	2.56	33s	12,466	
5 Explore Programs - Hoffman Estates Park District	3,843	2,270	1.69	33s	10,638	
6 Hoffman Estates WebTrac	2,937	1,186	2.48	20s	7,742	
7 Hoffman Estates WebTrac - Shopping Cart	2,403	1,115	2.16	37s	6,158	
8 Hoffman Estates WebTrac - Checkout	1,504	954	1.58	1m 32s	4,034	
9 Events Archive - Hoffman Estates Park District	1,459	960	1.52	56s	3,530	
10 Hoffman Estates WebTrac - Household Information	1,435	488	2.94	3m 55s	3,826	

  

Session primary...Channel Group) <span>+</span>	Users 17,813 100% of total	↓ Sessions 30,330 100% of total	Engaged sessions 18,056 100% of total	Average engagement time per session 1m 40s Avg 0%	Engaged sessions per user 1.01 Avg 0%
1 Organic Search	9,075	16,669	11,371	2m 04s	1.25
2 Direct	7,491	11,013	5,149	1m 04s	0.69
3 Referral	757	1,627	1,074	1m 49s	1.42
4 Organic Social	815	983	471	41s	0.58
5 Unassigned	223	237	0	2m 35s	0.00
6 Organic Video	1	1	1	4m 23s	1.00