

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, MARCH 18, 2025
7:20 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - February 18, 2025
Motion to approve the minutes from February 18, 2025 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M25-023
Motion to recommend the March Recreation Board Report be included in the March Executive Director's Report.
 - B. Facilities and Marketing Board Report / M25-029
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 18, 2025

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on February 18, 2025, at 7:21 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman MacGregor (phone), Commissioner Dressler, Comm Reps Beranek, Bettencourt, Henderson, and Kulkarni

Absent: Comm Rep Ostermeyer

Also Present: Executive Director Talsma, Deputy Director Bechtold, Director of Parks, Planning & Maintenance Hugen, Director of Administrative Services Rivas, Executive Assistant Flynn, Superintendent of IT Agudelo

Audience: President Chhatwani, Commissioners Evans, McGinn, and Friedman, Comm Rep Dowling

2. Approval of Agenda:

Comm Rep Beranek 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 Bettencourt made a motion, seconded by Comm Rep Beranek, to approve the minutes of the January 21, 2025, meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

Executive Director Talsma introduced Amy Rivas, our new Director of Administrative Services, who started her position on Monday, February 17.

5. Old Business:

None

6. **New Business:**

A. Bridges Patio Furniture / M25-015

Comm Rep Beranek made a motion, seconded by Comm Rep Bettencourt to recommend to the full board the approval to purchase patio furniture from The Prestwick Group DBA Sister Bay Furniture for a total of \$57,726.20.

Deputy Director Bechtold noted that the District had patio furniture on the back patio at Bridges of Poplar Creek that has reached the end of its useful life. Staff wanted to match the furniture at Toptracer to keep the continuity. The low bidder was Prestwicke Group. This is a 1:1 item replacement for the current furniture.

Commissioner McGinn asked how we will dispose of the old furniture. Deputy Director Bechtold said we would move some to the beer garden, and some will be sent to a recycler.

The motion carried by voice vote.

B. Recreation Board Report / M25-013

Comm Rep Bettencourt 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.

Executive Director Talsma highlighted the following:

- Our early bird camp enrollment began on January 15, and we are already over 600 camp registrants.
- We are introducing some new programs, including fencing, which is taking place at Willow Rec Center now, but we are hoping to move to Triphahn Center.
- We are co-hosting a pickleball tournament with the Windy City Bulls on Sunday afternoon at the NOW Arena. This is the semi-finals and championship rounds of a tournament that started with 102 teams and took place last weekend at The Club at Prairie Stone.

Commissioner Dressler asked about the Senior/Community Outreach Program Manager position. Executive Director Talsma said that staff has narrowed down the search to two finalists.

Commissioner Friedman asked if we have any girls flag football programs. Executive Director Talsma said we are hoping to get this going this year and will likely be more of a coop with Palatine and/or Schaumburg. It would include ages six to sixteen.'

The motion carried by voice vote.

C. Facilities and Marketing Board Report and 4Q2024 Goals / M25-005

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

Deputy Director Bechtold highlighted the following:

- The Bridges of Poplar Creek event schedule is out, and registration has opened for several events.
- The Food/Beverage event schedule will be published soon (events in beer garden included).
- The Club membership is up to 3,107 members and continues to climb. The average age is 44, which is down from 48 during pre-renovation years.
- Brian Wright won a marketing award at the IAPD/IPRA Conference for a short video and placed 4th for the website update at The Club.

Comm Rep Dowling asked what the Preferred Tee Time contract is. Deputy Director Bechtold explained that this is for people who play every Saturday and/or Sunday. They pay ahead for the license to reserve that time but still pay regular fees.

Everyone present watched the award-winning video created by Brian Wright.

The motion carried by voice vote.

7. **Committee Member Comments:**

Commissioner Dressler thanked Craig and staff for working on the Foundation Days, where selected days as different facilities will admission fees go toward the Friends of HEParks Foundation, in support of the scholarship fund.

8. **Adjournment:**

Comm Rep Beranek made a motion, seconded by Comm Rep Bettencourt to adjourn the meeting at 7:40 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

The following questions were asked and answered via email prior to the meeting:

1. The minutes refer to the younger characteristics of the Club membership. Can the demographics of the membership be captured through Club membership applications for a more precise understanding of the user profile?

Yes we are able to pull our age demographics from our software.

2. The minutes also refer to Life Fitness bike as the “winner.” What other options were provided, and to whom?

We explored many options for the Spin Bikes. The Life Fitness unit was selected by our management team. Based on product reviews, member input, and even discussions with service providers who repair this type of equipment. The demo unit was in the facility for almost three months.

3. Why was the timer at the Club’s steam room replaced?

The timer was broken.

- 3a. Will the Club be sponsoring another 5K in May with Anderson Humane and Duck Pond?

We are exploring another 5K this season (Dick Pond was the main sponsor last year). We will highlight details in our monthly report when finalized.

4. Just a suggestion. Thursday evening around 6 pm, there were five cars waiting to get into the Club parking lot. The main drive in is not really a two-car lane with cars getting ever larger. Perhaps making one way in to the left and out the other. And similarly in the back lot.

The parking lot, though busy at times, meets all village code and directional patterns that they established.

5. What is the status of the flag at Bo park? Any delivery date yet?

The flagpole is still broken. We will update when this is repaired..

6. To better understand the purchase process, I have the following inquiries. Am I correct in my understanding that Sourcewell is a self-sustaining government agency, paid by vendors? And that the coop feature is derived from different agencies agreeing to use the procurement services of the organization based in Minnesota. And that Board in Minnesota needs to approve a procurement request for solicitation?

Cooperative purchasing is “Procurement conducted by, or on behalf of, one or more Public Procurement Units” as defined by the American Bar Association Model Procurement Code for State and Local Governments.

Sourcewell is not a government agency, but a coop where analysts streamline the procurement process by developing RFPs and IFBs for national, competitive solicitations that meet or exceed local requirements. Their rigorous process is continually refined to best meet

the needs of participating agencies and allows us to offer exceptional products from nationally acclaimed suppliers.

7. I noticed Sourcewell was not used for the patio furniture \$57,000. Are there criteria when Sourcewell is or is not used? I did notice the furniture purchased matches what is currently at the Golf club.

In order to match the furniture, we utilized the same company for our previous furniture purchase for Toptracer. This specific furniture was not available on Sourcewell, so therefore we went to bid. As mentioned previously, purchases from Sourcewell are bid-exempt.

8. I did not see Direct Fitness Solution on the Sourcewell MN vendor list. Does each state have a separate vendors list? Is one objective of the coop to give priority to local/community suppliers?

Direct Fitness Solution is a sales company that sells products on the Sourcewell contract. As noted in the memo the Sourcewell Contract #052324PC. Neither Sourcewell nor the Park District give priority to local suppliers as we must purchase based on cost.

MEMORANDUM M25-023

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Karrie Miletic, Director of Recreation
RE: Recreation Board Report
DATE: March 18, 2025

Motion:

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

Recreation Division

New staff news:

- We are happy to have Connor Schwarz join the HEParks team as the new Senior/Adult Program Manager. He has over ten years of experience in planning and organizing engaging recreation programs, particularly for adults and seniors. He will be joining us on March 17.
- In the month of February, we conducted interviews for the positions of evening facility managers for TC and Willow. We are pleased to announce the hiring of William Anderson for Willow and Anna Thoma for TC. William brings an extensive background in facilities management within the parks and recreation field, while Anna has a management background with particular expertise in the fitness industry. Both will begin their respective roles on March 10.
- Karrie Miletic is excited to transition to a new role as Superintendent of Community Outreach and Seniors. The Director of Recreation position will be filled over the next couple of months.

General Programs

Theatre

- Youth HOTT, Frozen Junior performance occurred on February 28 at Prairie Center for the Arts. For 2025 they will be doing Shrek Junior and Jersey Boys in the spring and registration for both are underway.
- Staff has been working closely with HOTT Theatre to confirm facility usage throughout 2025.



Martial Arts and Gymnastics

Program	Winter 2024	Winter 2025
Shotokan Karate	124	138
Tae Kwon Do	35	22
Gymnastics	154	120

- **Karate** begins a new session on April 4
 - Another “Try Karate For Free” class is scheduled for Monday, March 10. A second was scheduled due to the success of the first
 - We finished the Winter ’25 session with 138 enrolled across youth and adult levels.
- **TKD** began a new session on January 7 at Willow Recreation Center.
 - We have 22 enrolled in the current session
 - The next session will begin on April 1
- **Gymnastics** began a new session on February 17 and the next session begins on April 7.
 - We have met with Jody, owner of Tumbling Times, to further discuss the move to Willow Recreation Center in 2025 and will keep that communication strong throughout the project.
 - The current session of gymnastics will end on March 29 and we had a total of 120 enrolled across 13 classes

Additional Contractual – General Programs

- We have reached out to new contractual vendors to expand our offerings:
 - **Skyward Fencing**, currently offering classes at Harper College, began offering classes at Willow Recreation Center in January 2025. Currently, there are 6 enrolled in Fencing They are also looking to copy the Karate model by offering a “Try Fencing for Free” class to help boost awareness and enrollment
 - **Language in Action** is a new contractor we are using to offer language classes via Zoom for various ages and skills levels.
 - **Chess-Ed** will be another new contractor that we plan to bring in to bolster our non-athletic youth offerings.
 - Staff is also in communication with several other contractual companies and hope to have additional new programming in place for the Summer 2025 season.

Winter Baton Numbers: (classes started January 3)

Style	Winter 2024 Classes Running	Winter 2025 Classes Running	Winter 2024 Number Enrolled	Number enrolled as of 3/7/2025
Performance baton	2	2	18	19
Baton	8	7	29	29
Total	10	9	47	48

Dance

Things that happened in February:

1. 25 Private Lessons
2. Stars Day January 10 for company dancers
3. Dance Idol Competition – February 1
4. Dance Idol Convention – February 2
5. Kar Dance Competition - February 21-22, won Primary Studio Excellence Award for our Dance Company

Things that will be happening in March:

1. Applause Dance Competition - March 14-16
2. Recital t-shirts for sale
3. Spring Break no classes – March 24-28

Awards at KAR Competition in February:



Winter Spring Dance Numbers: (Classes started January 4)

Style	Recital 2024 Classes Offered	Recital 2025 Classes Offered	2024 Recital Enrollment	2025 Recital Enrolled as of 3/7/25
Junior Company	1	1	5	7
Performance Company	0	1	0	9
Stars Dance Company	1 (4 levels)	1 (4 levels)	26	28
Ballet/Tap	8	8	72	65
Ballet/Jazz	5	4	43	50
Jazz/Hip Hop	4	5	51	53
Tap	2	3	9	18
Specialty	2	4	11	26
Adult Ballroom	1	1	0	2
Total	23	30	217	258

Early Childhood Programs

Preschool:

23-24 WRC		24-25 WRC		23-24 TC		24-25 TC	
Threeschool	C	Threeschool	C	Threeschool	7	Threeschool	6
2's Playschool	11	2's Playschool	9	2's Playschool	C	2's Playschool	12
3's & 4's	32	3's & 4's	32	3's & 4's	79	3's & 4's	63
Total	43	Total	41	Total	86	Total	81

Teacher Institute Day occurred on February 17. Teachers participated in new training on classroom lesson planning and center design.

DCFS conducted their annual visit at the Triphahn Center on February 27. We passed all the standards and policies.

Open enrollment for 2025-2026 started on February 3. Registrations to date are shown below:

25-26 WRC		25-26 TC	
Threeschool	C	Threeschool	5
2's Playschool	C	2's Playschool	3
3's & 4's	30	3's & 4's	41
Total	30	Total	49

LSC:

2024	2025
52(3 rooms)	42 (3 rooms)

5 Days: 33

3 Days: 5

2 Days: 4

Early Childhood Enrichment Classes

Rock'n'Kids : Baby Rock (NEW): C Tot Rock: C Kid Rock: 7

Name	TC	WRC
Lunchbox Adventure	5	5
Little Innovators	4	7
Preschool Book Club	C	6
Four Seasons	7	N/A
Culinary Kids	N/A	4
Playdough Power	10	N/A

Summer Camp – Ages 3-6

Camp	Session 1	Session 2	Session 3	Session 4
Pre-Camp 3-day TC (ages 3-4)	0	0	0	0
Pre-Camp 2-day TC (ages 3-4)	0	0	0	0
Pre-Camp 2-day WRC (ages 3-4)	3	4	4	4
KinderCamp TC (ages 5-6)	1	2	3	4
KinderCamp WRC (ages 5-6)	2	7	7	8
Ready For Kinder (ages 5-6)	3	6	6	6

Camp/ Sessions	1	2	3	4	5	6	7	8	9	10
CIT	1	2	2	2	0	0	0	0	0	0
Splash WRC	11	13	19	19	16	17	17	15	19	27
Splash TC	9	8	9	10	9	9	8	10	10	N/A
Splash Before WRC	0	0	3	3	2	3	2	3	3	5
Splash After WRC	3	3	7	8	6	7	7	7	6	12
Splash Before TC	2	2	3	3	3	3	2	4	4	N/A
Splash After TC	6	6	7	7	7	6	5	7	7	N/A

Splash Camps are new this year, offered primarily for those students who were enrolled in the full-day childcare program, as a full-day transition through the summer.

Seniors/Adults

<u>February/ March 50+ Events</u>	<u>Date</u>	<u>Enrolled</u>
Valentines' day luncheon	2/14	16
Seniors out Socializing Early Bird-Checkers	2/21	20
Lunch Birthday- February	2/28	18
Pub Trivia	2/20	30
Seniors out Socializing-Later - Wildfire	2/5	10
Lunch and Learn- Arthritis	2/26	11
Lunch and Learn Trip to Encore Village as of 2/28	3/12	9
St. Paddy's Luncheon	3/14	11
Beautiful Musical as of 2/28	3/19	11

Group Exercise Enrollments for 50+

Class	Winter 2024	Winter 2025
50+ Basic Exercise as of 2/28	27	57
Tai Chi (Daytime) as of 2/28	4	6
Line Dancing as of 2/28	12	29
Gentle Yoga as of 2/28	11	21

With the new Adult & Seniors Program Manager starting Monday, March 17, we will have a dedicated staff member to focus on senior programming.

Lunch & Learn:



School-Age STAR and Day Camps

STAR 24/25

- To date, 433 enrollments across all STAR Before and After School Locations (enrollment is ongoing)
- Priority registration for the 2025-2026 School Year began March 12. Open enrollment begins March 17. We are currently at 207 after the first day of enrollment.

	3 days before	3 days after	5 days before	5 days after	Total enrolled 24/25	<i>Waitlist</i>	<i>Total enrolled last year 23/24</i>
Armstrong	6	9	17	25	57	1	51
Fairview	3	15	7	14	39	0	52
Lakeview	2	7	8	19	36	0	56
MacArthur	1	11	34	47	93	1	86
Muir	4	9	15	22	50	0	43
Lincoln Prairie	4	10	20	13	47	0	53
Total for D54 24/25	19	62	104	143	322	2	341
Whiteley	7	13	26	65	111	12	71

Schools Day Out

- District 54 had a half day on February 14. 17 participants were enrolled in the program.
- Districts 54 and 15 had a School Day Off on February 17. We had 20 participants enrolled and they went to Slick City, a new field trip location.

Summer Camp 2025 – Ages 7-13

- Summer Camp Registration began earlier this year, on January 15. In 2024, we opened camp registration on March 6.
- To date, across all 10 weeks we have 1,046 registrations for our school-aged camps. In 2023 and 2024, we had approximately 3,160 registrations by mid-summer.
- We are offering two new camps for school-aged campers, Arts in the Parks and Adventure Camp.

Camp	Current enrollment across 10 weeks
Camp Hoffman 5-day South	73
Camp Hoffman 3 day	138
Camp Hoffman 5-day North	181

Teen	73
Sports	53
STEAM	101
Arts in the Parks	37
Adventure	9
Early Arrival	174
Late Stay	207
	1,046 Total Enrollments
<i>*Camp registration opened in January, which is earlier than in previous years.</i>	

Athletics

Adult Sports/Youth Sports

- Staff will be meeting with Overtime Athletics regarding the possibility of creating a flag football program for our district. Overtime is a nationwide organization that is operating within a handful of Chicago-area communities this spring.
- The indoor pickleball league is going well with 22 teams. With all the new players this season, competition has been strong and welcomed. The season will end in March.
- We hosted our first annual indoor pickleball tournament in partnership with the Windy City Bulls on February 16 and 23. The tournament had 104 teams register, taking two weekends to complete the tournament. The winners of the tournament received prizes including trophies, Chicago Bulls game tickets, Bridges golf pass etc. The Final for the tournament play was held on the Windy City Bulls Court after their game at the NOW Arena.
- VolleyKids at Willow Rec Center has been a successful a new youth sports addition which began in February.

VolleyKidz Program	February	March
Jr. VolleyKids USA	10	13
Spiking and Serving	7	10
VolleyKids USA Match Play (Feb-Mar one class)	13	
Total	53	

- The youth basketball league is winding down. We had 271 players this winter, compared to 286 in 2024. Games have been played between several park districts across the northwest suburbs. Home games are played between Triphahn Center and Willow Rec Center. Playoffs for 5th - 8th grades will be played March 8.
- Little Hoopers basketball had a successful season. Improvements among the 70 athletes are very noticeable compared to the first day of practice. The last games will be played on March 7. Athletes will receive trophies, and an MVP award will be given out.

Last winter, the Little Hoopers program had 20 participants. Staff started marketing early this year and spread information about the league through word-of-mouth. The focus changed this year from a pod system to more fundamentals, including game play solely to learn to apply the fundamentals. This should enhance the quality of play for the 1st-8th grade leagues as the Little Hoopers players get older.

- Soccer, baseball, and t-ball registration are underway for the spring session. These programs begin in early April. Baseball will have the Bronco, Pony, and Colt divisions participate in PCBS League.

<u>Soccer Registration Comparison</u>		
	<u>Spring 2024</u>	<u>Spring 2025</u> (As of 3.12.2025)
Pre-K	25	30
Kinder	63	45
1/2 Boys	43	53
1/2 Girls	25	19
3/4 Boys	66	35
3/4 Girls	13	14
5/6 Boys	22	32
5/6 Girls	9	4
7/8 Boys	0	Not Offered in 2025
7/8 Girls	0	Not Offered in 2025
7/8 Coed Intervillage	18	Not Offered in 2025
3/4 Girls Intervillage	14	Not Offered in 2025
<u>Total</u>	<u>298</u>	<u>232</u>

- The Hoffman Aces director did not want to offer leagues for the 7th/8th grades due to dwindling numbers. Last year we did offer intervillage registration. The Aces soccer registration deadline has been extended to March 21. We have been working closely with Marketing to heavily promote this program as well as some referral discounts that are being offered.

Baseball Registration Comparison			
	Spring 2024	Fall 2024	Spring 2025 (As of 3.14.2025)
Shetland/ T-ball	74	No T-ball	47
Pinto	46	18	34
Mustang	22	9	11
Bronco	14	No team	Merged w/ PCBS
Pony	6	No team	Merged w/ PCBS
Colt	22	13	4
Total	184	40	96

With the Bronco and Pony levels part of the PCBS league, they have earlier registration deadlines which makes it difficult to fill a team. Those who did sign up were able to register directly with the league so they do have an opportunity to play. The younger levels still have until March 21 to register with the District, and Colt baseball registration is open until April 28.



Field Rentals

- Canterbury Park is booked each weekend from the first week of May until mid-September, with Century Cricket using the field on Sundays, and Smaj Yesu (a church group) using the field on Saturdays.
- Grand Sports are in the process of reserving several fields for their soccer programs.
- A large cricket tournament organized by the Shah Group is scheduled for Memorial Day weekend at Canterbury Park.
- Seminole Sports will be renting Cannon Crossings for three weekend tournaments (April 25-27; May 2-4; May 31-June 1).

E-Sports

We hosted the final E-Sports event on Friday, March 7 with a Fortnite Tournament with 12 registered. The e- sport facility will close on March 10 and we will redesign the space for more multi-use purposes.

Hot Shot Sports Birthday Parties

- We currently have 5 scheduled Hot Shot Sports birthday parties scheduled for March. This continues to strengthen, and we already have 8 parties completed/scheduled for this year with more requests continuing to come in.

Youth Contractual Sports

- Sports Kids, Inc. continues to offer great youth athletics programming:
 - Volleyball has been their most popular class, but we are beginning to gain traction with Family Archery. There are currently 27 students enrolled in volleyball classes on Monday nights (22 were enrolled in the previous session). There are a total of 56 participants enrolled across all Sports Kids classes for this session. They are bolstering our camp programming by offering camp options during Spring Break as well as offering various fun Summer options.
 - Brazilian United Corporation will be offering a week-long soccer summer camp. They will offer a full-day option, half-day, and an afternoon-only class for the pre-K age group.

Aquatics

The Club Swim Lessons:

Winter Session 2 swimming lessons started on February 22. From January through April of 2024, swim lesson numbers stood at a total of 245 enrollments. For January through April of 2025 staff is anticipating a total enrollment of closer to 300. 2025 classes started in January and will go through the month of April with a week break in March for spring break.

Type of Lesson	2024	2025 to date
Parent/Tot	28	32
Tots	16	21
Group Classes	185	158
Adult	16	7
Swim Lessons for All	0	4
TOTALS	245	222

Glow Pool Party: (NEW)

The aquatics team hosted its very first Glow Pool Party event at The Club on Friday February 28. The event sold out with 55 total participants. Families enjoyed a night filled with music, photo opportunities, and a pool glowing with glowsticks and beach balls. This event provided a unique experience, being one of the first glow events an aquatics team has hosted in our area for parks and recreation.



Recreation Facilities

Triphahn Center Fitness

<u>Membership</u>	<u>02/29/2024</u>	<u>01/01/2025</u>	<u>02/28/2025</u>	<u>2025 YTD</u>
Total	600	710	719	+9
Billed Members	519	623	638	+15
Healthcare Numbers	81	87	81	-6

TC Rental Information: We had a total of 87 rentals in the month of February.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>2/29/2024</u>	<u>01/01/2025</u>	<u>02/28/2025</u>	<u>2025 YTD</u>
Fitness	150	135	137	+2
Racquetball	40	20	20	even
Total	190	155	157	+2

WRC Billed Healthcare Members 9

WRC Rental Information: We had a total of 16 rentals in the month of February.

***Dog Off-Leash Areas**

<u>Membership</u>	<u>02/29/2024</u>	<u>01/01/2025</u>	<u>02/28/2025</u>	<u>2025 TTD</u>
Total	555	453	440	-13

MEMORANDUM NO. M25-029

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Facilities Board Report
DATE: March 18, 2025
 Bridges of Poplar Creek, The Club, and Marketing Board Report

Motion:

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

Bridges General Programs:

- The golf course will open for the season on Thursday, March 13.
- Toptracer had a great opening event, a Two-Man Best Ball event on 3/8 with 36 players. The Spring League Season will start the week of 3/10 with a total of 38 teams registered.
- The tournament sign up for March Madness is going well with 16 teams for the event on 3/22/25. We typically see a surge of registrations as the weather report gets closer.
- The Master’s Toptracer event is also almost full with seven teams. We have three open spots left for this Master’s themed event on 3/11.
- The Par 3 Challenge is also almost full with 36 players leaving four open spots for this event on 3/9.
- Breakfast with the Bunny is scheduled for April 5. We have 184 registered guests.
- The Fish Fry is back every Friday, March 7 through April 18!

Golf Rounds

MONTHLY ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
0	0	0	337	0	68
YTD ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
0	0	0	337	0	68

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2021	2022	2023	2024	2025	5 Year Average
0	25	118	523	61	145
YTD RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	25	202	725	76	206

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	4 Year Average
0	126	610	273	252
YTD TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	4 Year Average
0	126	716	436	320

Food & Beverage

February

- 1 breakfast meeting servicing 25 guests
- 2 showers servicing 45 guests
- 1 ceremony and reception servicing 68 guests

March

- 1 lunch meeting servicing 30 guests
- 1 shower servicing 41 guests
- 1 birthday servicing 85 guests
- 1 meeting with appetizers and bar servicing 25 guests

Breakfast With Bunny

- 8:30am 35 adults, 17 kids, 6 free
- 11:00am 78 adults, 29 kids, 19 free

Top Tracer Parties

- 3/15 Kids party for 6 kids

Golf Outings

- 2025 - 29 Shotgun Golf Outing Contracts sent out

2024 - Total Shotgun Events: 36

Weddings

2025

- 11 ceremony and receptions

2024

- 9 ceremony and receptions, 2 reception only



February 2025

Membership Totals	<u>02/28/2024</u>	<u>01/01/2025</u>	<u>02/28/2025</u>	<u>Var. +/-</u>
Totals	2,822	3,020	3,172	+152

Member Services/Sales & Fitness

- February New Member Enrollments:** We have had a very impressive start to the year as far as new member enrollment. We finished with the highest number of new enrollments for February that we have had in at least ten years! We enrolled 175 new members in February with an enrollment fee offer of \$14 per person.
- Referral Program Success:** A more exciting number is the number of new member referrals we had in February where existing members referred new member enrollments. 41 new members joined in February as a result of being referred by a current member. That is over 20% of the new members being referred! Each of these members who referred somebody received a \$25 membership dues credit on their account.
- United Healthcare Renew Active Program:** We had 115 Renew Active pass holders visit the Club in February, with six new members joining through this program during the month.
- Member Engagement and Facility Usage:** February saw 2,479 unique member visits, meaning approximately 78% of our total members actively used the facility during the month. A breakdown of The Club membership age demographic is shown below:

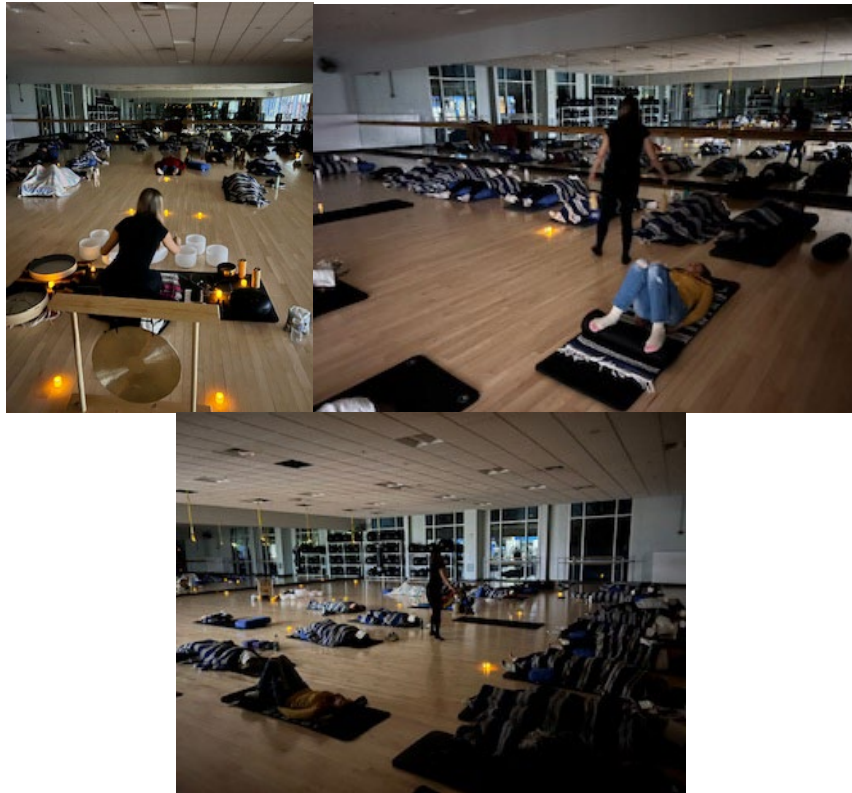
The Club Age Groups Summary

- **0-17:** 134 members (4.19%)
 - **18-29:** 805 members (25.16%)
 - **30-39:** 496 members (15.50%)
 - **40-49:** 461 members (14.41%)
 - **50-59:** 514 members (16.06%)
 - **60-69:** 461 members (14.41%)
 - **70+:** 329 members (10.28%)
- Community Outreach:** The Club, in partnership with Ascension, offered a free Heart Health Screening and Awareness table on February 27 at The Club.
- Facility Rentals:** Facility rentals continue to be very busy. Open Pickleball Night (Tuesdays) is VERY popular. It is full every session and uses six courts. We will consider a second night next season.

- 37 volleyball rentals
 - 4 birthday parties
 - 19 pickleball court rentals
 - 3 basketball court rentals
 - 3 soccer rentals
 - 8 pickleball group classes were held in February along with a single day pickleball clinic that filled to capacity a week prior to the event.
 - Windy City Bulls were here practicing 8 days in February
 - 2 overnight lock-ins
 - 2 all court weekend basketball tournaments
- **Fitness Team/Operations Team Initiatives:** The Club team had a fun February promoting National Heart Month with a couple of events, as well as “We Love Our Members” month.
 - On February 7, The Club hosted a Paint Party, inviting Pinot’s Palette in to run a painting event. Club members received a \$10.00 off coupon.



- Also on February 7, we promoted “wear red day” where those who wore red were entered into a raffle to win some Club swag.
- On Feb 21 we hosted a Singing Bowls Meditation for our members, inviting a contractor to lead this relaxing and rewarding meditation.



TC Ice Operations

Ice Operations

- Hosted Northwest Hockey League playoffs which spanned over three weeks totaling 17 games
- Hosted 18U NIHL tournament totaling 6 games
- Hosted 8U CUHL playoffs totaling 7 games
- Hosted 13 skating events/parties including PTA skate for Jane Adams, 2 Church groups, Schaumburg House, and HEHS Senior Skate
- Big changes are coming for all of Illinois Youth Hockey this fall with the potential of leagues combining and additional rule adjustments. Staff will continue to monitor and ensure we are in line with all changes and updates.

Public Skate

- 2/16 Valentines Day Public Skate had 170 patrons
- 2/17 President’s day Public Skate had 128 patrons
- St. Patrick Day themed Public Skate on 3/16; proceeds for this event will go to the Friends of HEParks Foundation
- Skate with the Bunny upcoming on 4/6; two time slots available
- (5) Public Skates in February totaling 797 patrons

Figure Skating

- The March 16 Championship competition in Evanston got cancelled so we are putting together an in-house exhibition that will feature our competition skaters as well as our three HSA competition teams.
- Ice show registration opened 3/11. We will have 13 group numbers this year as well as two shows, costumes, and a photographer.
- HSA- Performance team performed on 3/8 at the Wolves game. We had 26 skaters ranging from 5 to 16 years old.
- Our high school competition teams competed on 3/9 in Crystal Lake. Our Intermediate team finished 1st, Low team 2nd and we had 3 skaters compete in individual events where they finished 1st and 2nd in the Excel Novice division and 1st in the Excel Intermediate division.
- Jacquelyn attended a figure skating benefit event on 3/8 in Wilmette where 100% of the proceeds went to the families affected by flight #5342. Our skating community lost 28 athletes, coaches, and parents.

Hockey

- Fall 2024-2025 Hockey leagues officially ended on 3/9, and we are full speed ahead into Spring Hockey league season., which will start 3/17 and run through 6/9.
- Fall post-season highlights: Pee wee 1, Pee wee 2 and Midget took 2nd place in NWHL playoff tournament; Pee wee 1 finished in first place in regular season.
- Our Wolf Pack coach of the year for the 2024-25 fall hockey season is Dave Goldwater.
- Wolf Pack evaluations are set for the week of 3/17; currently 99 enrolled.
- Wolverines girls are having spring skills and scrimmages clinics 3/10-5/21; currently 45 enrolled.
- Wolverines Tournament Teams will be at the 12U, 14U & 16U age levels.
- The National “Try Hockey Free” event sponsored by USA Hockey was 2/22, we had 30 skaters.
- Wolfpack Prime will be an option for Spring with levels that field more than 2 teams.
- Winter Hockey class session will end 3/22 and spring session will start 4/8.

Winter Hockey Classes	2024	2023
Jr Wolf Pack (Level 1)	72	33
Jr Wolf Pack (Level 2)	48	24
Jr Wolf Pack (Level 3)	26	New Class for 2024

*Spring Hockey Classes	2025	2024
Jr Wolf Pack (Level 1)	17	40
Jr Wolf Pack (Level 2)	9	32
Jr Wolf Pack (Level 3)	9	N/A

*new classes start 4/8

Spring WP Hockey League Team Counts	2025	2024
8U	1	2
10U	1	1
12U	3	2
14U	2	1
18U	1	1

*Spring Wolf Pack Prime teams will be selected at later date

Girls Spring Skills Clinic	2025	2024
10U/12U Girls	18	N/A
14U/16U Girls	27	N/A
Wolverines Tournament Teams	2025	2024
12U Girls	1	1
14U Girls	1	N/A
16U Girls	1	1



MARKETING

BRIDGES OF POPLAR CREEK

- Created marketing collateral for upcoming golf outings, Toptracer Range, and events



- Designed and uploaded new events to Bridges website
- Promoted Spring Toptracer Range leagues

Email Blasts

2-11-25	TP5 and TP5x golf balls from TaylorMade
2-12-25	TaylorMade Fitting Experience 3-4-25 and 3-5-25
2-14-25	Toptracer Range Spring Leagues
2-15-25	TP5 and TP5x golf balls from TaylorMade
2-16-25	TaylorMade Fitting Experience 3-4-25 and 3-5-25
2-19-25	TTR Spring Leagues, Bfast Bunny, Fish Fry, Golf Events
2-20-25	Toptracer Range Reopens Saturday 2-22-25
2-21-25	TaylorMade Fitting Experience 3-4-25 and 3-5-25
2-22-25	TP5 and TP5x golf balls from TaylorMade
2-24-25	TTR Spring Leagues, Bfast Bunny, Fish Fry, Golf Events
2-25-25	TP5 and TP5x golf balls from TaylorMade (Last chance)
2-26-25	TaylorMade Fitting Experience 3-4-25 and 3-5-25
2-27-25	TTR Spring Leagues, Bfast Bunny, Fish Fry, Golf Events
2-28-25	TTR Spring Leagues, Bfast Bunny, Fish Fry, Best Ball, March Madness, Golf Events

THE CLUB

- Created marketing collateral for promotions, pop-up classes, etc.

PICKLEBALL CLINIC

In our DRILL programming, you'll have the opportunity to develop intermediate skills and fundamentals of pickleball in a small group setting. Our instructors will run through ways to improve your skills and technique to take your game to the next level. This 90-minute session will be split between skill development, practice, and match play with leveled players.

Prerequisite to join this DRILL session is the completion of a 102 class or 3.0 equivalent experience in gameplay. (This is not for beginners).

PROGRAM# 210458-A SUNDAY 2-9-25
1:00pm - 2:30pm | 18 - 99 yo | \$30 / \$30

REGISTER TODAY!

MEMBER APPRECIATION EVENT
FRIDAY, 2-7-25 6:00 - 8:00 PM

FUN, INSTRUCTOR-LED PAINT PARTY!
5 PM: DOORS OPEN - 6 PM: PAINTING BEGINS
COFFEE, COCOA, AND LITE BITES INCLUDED.

SCAN TO REGISTER

GET \$10 OFF! USE CODE: HEP27

FIT FOR FEB **POP-UP CLASSES**

SATURDAY, FEBRUARY 1ST - 11:00 AM - 12:00 PM
CORRECTIVE EXERCISE MOBILITY with James
 Experience foam rolling, targeted activation, and dynamic mobility drills to release tight muscles, strengthen underactive ones, and improve alignment. This class will leave you feeling looser, cooler, and ready to move pain-free. The perfect blend of corrective exercise and hands-on movement to hit "reset" on your body!

MONDAY, FEBRUARY 3RD - 9:30 - 10:20 AM
AQUA BLAST with Bridgett
 Get stronger and easier with little impact on your joints using water resistance, aquatic dumbbells, noodles, steps and more. Come jump, kick and splash your way through this energizing class. Set to music and all fitness levels welcome.

THURSDAY, FEBRUARY 6TH - 10:00 - 11:15 AM
SLOW FLOW RESTORE with Maria
 This class will be a slow-paced yoga practice that will gently release tension and stress. We will start off nice and slow, add some strengthening, standing poses and close with a nice restorative practice. All levels are welcome.

THURSDAY, FEBRUARY 13TH - 10:00 - 11:15 AM
SLOW FLOW RESTORE with Maria
 This class will be a slow-paced yoga practice that will gently release tension and stress. We will start off nice and slow, add some strengthening, standing poses and close with a nice restorative practice. All levels are welcome.

FRIDAY, FEBRUARY 21ST - 9:30 - 10:20 AM
AQUA BLAST with Mary
 Get stronger and easier with little impact on your joints using water resistance, aquatic dumbbells, noodles, steps and more. Come jump, kick and splash your way through this energizing class. Set to music and all fitness levels welcome.

FRIDAY, FEBRUARY 21ST - 6:00 - 7:15 PM
SOUND BATH with Trinity Bednarz Middleton
 Gentle and soothing full body yoga, finding proper alignment for crystal bowl sound meditation. Align your chakras with the cosmic drone. Props and eye mask encouraged for support and comfort.

SATURDAY, FEBRUARY 22ND - 11:00 AM - 12:00 PM
CORRECTIVE EXERCISE MOBILITY with James
 Experience foam rolling, targeted activation, and dynamic mobility drills to release tight muscles, strengthen underactive ones, and improve alignment. This class will leave you feeling looser, cooler, and ready to move pain-free. The perfect blend of corrective exercise and hands-on movement to hit "reset" on your body!

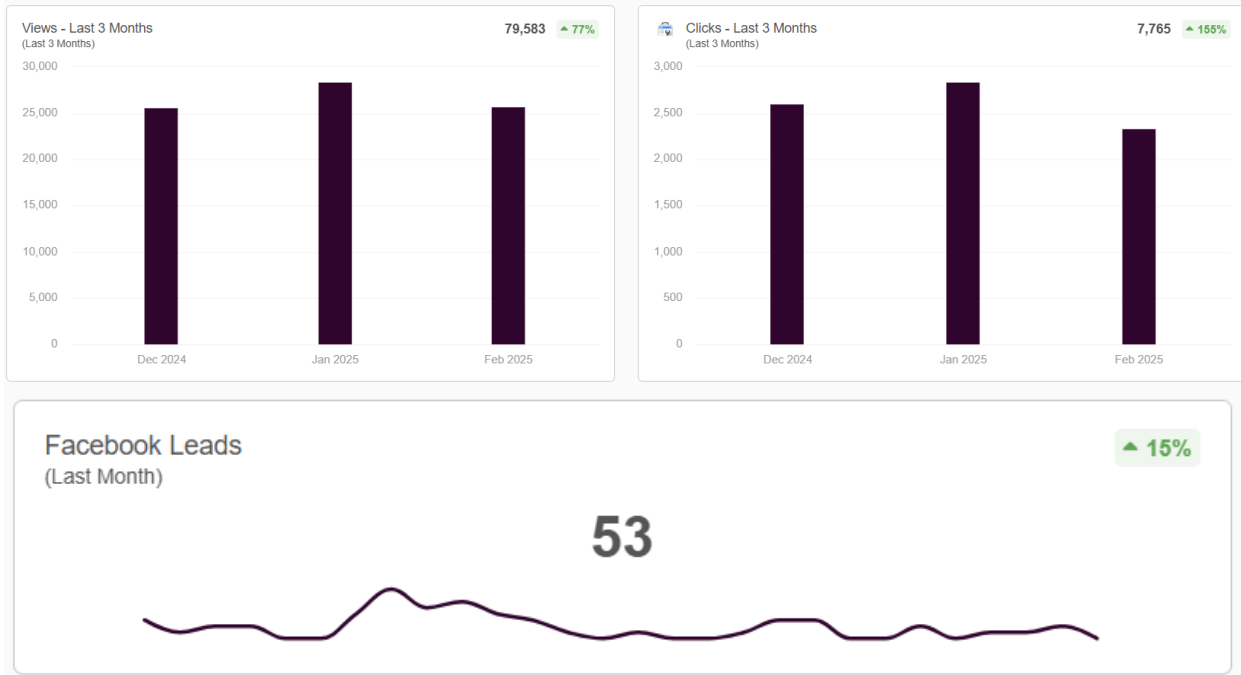
MONDAY, FEBRUARY 24TH - 9:30 - 10:20 AM
AQUA BLAST with Bridgett
 Get stronger and easier with little impact on your joints using water resistance, aquatic dumbbells, noodles, steps and more. Come jump, kick and splash your way through this energizing class. Set to music and all fitness levels welcome.

THURSDAY, FEBRUARY 27TH - 10:00 - 10:50 AM
YIN YOGA with Mary
 Yin yoga sequence is a series of passive poses that are held at a minimum of 3 to 5 minutes. They are designed to reduce stress and anxiety, improve flexibility, sleep, mental focus and balance.

WE ♥ OUR MEMBERS!

- Designed signage and coordinated projects for interior design elements for renovations
- Created business cards for Massage Therapists

- Website & FB statistics:



Other

- Reported Park District updates at Hoffman Estates Chamber of Commerce board meeting
- Attended community events to promote park district programs and events

MARKETING - HEPARKS RECREATION, TC & WRC FITNESS

District February C&M Production Metrics

- 14 Integrated Campaigns: Part 2 TC Fitness Campaign, General Youth Sports Campaign, Youth Soccer Campaign, Refer a Friend Campaign, Youth Basketball Campaign, Adult Basketball League Campaign, Youth Baseball Campaign, VolleyKids Campaign Continued, Summer Hiring Campaign, Fencing Campaign, Pickleball League Campaign, Pickleball Windy City Bulls Campaign Continued, Archery Campaign, and Theater Campaign.
- The C&M department continued developing an annual campaign plan, dedicated time away from production to capture photos at a few programs for our photo library, allotted time as always for social listening, completed internal one-off requests like internal sign request, website edits, foreign language translation and redesign of hiring materials, quarterly employee awards, preparing materials for Kindergarten Carnival, and completing various design tasks for branded items like rec department t-shirts and HEParks promotional item branding.
- Website Redesign Project demanded a large time commitment and included both internal and external communication efforts organizing and evaluating 35 RFPs, in addition to making the selection process more robust by developing questions and receiving detailed written responses from eight agencies selected for proposal presentations.
- 68 C&M production tasks with 76 production sub-tasks

February Email Performance Metrics

Email Campaign Name	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
2-28-25 Targeted Soccer	42.469	0.601	1.43	0.394
TH_Newsletter 2/27/25	31.262	0.736	0.02	0.097
Golf Rose Animal Hospital _2/28/25	38.661	0.609	0	0.609
2/25/25_TU Newsletter	38.414	0.922	0.039	0.074
TH_Newsletter 2/20/25	36.697	1.458	0.047	0.039
2/18/25_TU Newsletter	33.541	0.96	0.074	0.016
TH_Newsletter 2/13/25	36.474	0.598	0.058	0.074
2/11/25_TU Newsletter	38.021	0.943	0.078	0.054
TH_Newsletter 2/6/25	36	0.632	0.05	0.089
2/4/25_TU Newsletter	39.16	1.174	0.058	0.07
10 Email Blasts	36.35	0.92	0.084	0.073







February Social Media Performance Metrics:

Total social media activity across Facebook, Instagram, LinkedIn, & Twitter = 108 posts, reels, & stories (content volume up by 11.34% from January)

Facebook: Reach 24.1k (down 3.6% from January), content interactions 241 (down 17.5%), new followers 30 (down 21.1%), 84.5k Views down a tad from last month -66% from organic (up 20%) + 34% from ads (down 24%)

Instagram: Reach: 4.7k (up 293.2% from January), content interactions 136 (up 18.3%), new followers 29 (down 6.5%), 17.4k Views (up 49.9% from January).

Top posts in February

Title	Type	Reach
 Post: "🏆 Swing into Fun with HEParks! 🏆" Ad · 📄	Ad	15.1K
 🏆 Swing into Fun with HEParks! 🏆 Batter up! 🌟 ... Hoffman Estates Park District	Post	10.1K
 Post: "⚽ Kick off the fun with Hoffman Estates Yo... Ad · 📄	Ad	7.8K
 ❄️ Ready for an adventure that will thaw even the c... Photo · Hoffman Estates Park District	Post	7.1K
 ⚽ Kick off the fun with Hoffman Estates Youth So... Hoffman Estates Park District	Post	7K
 Post: "⚽ Kick off the fun with Hoffman Estates Yo... Ad · 📄	Ad	2.7K

The most popular paid posts in February

Overview

Views	Reach	Interactions	Link clicks
33,880	6,973	13	75

Views: 33,880

From followers: 44%

From non-followers: 56%

From ads: 97%

From organic: 3%



Feed preview

Hoffman Estates Park District
 Published by Felicia Kranz
 February 21 at 10:00 AM

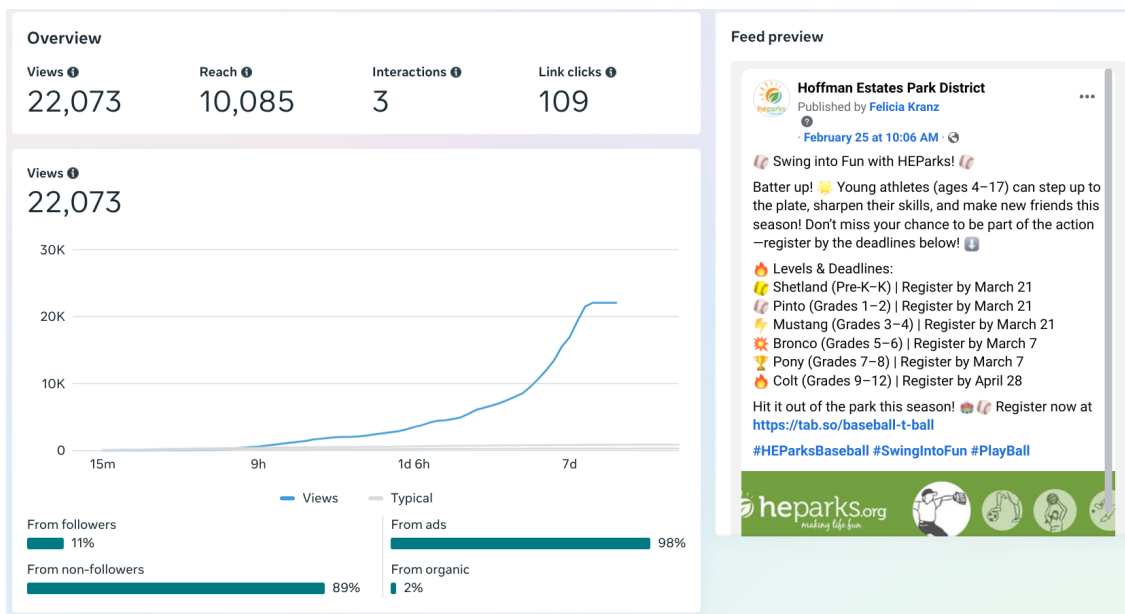
⚽ Kick off the fun with Hoffman Estates Youth Soccer League & Aces Soccer! 🏆

No tryouts—just skill-building, teamwork, and tons of fun! Open to Pre-K - Grade 6, our league helps players grow their game with support from parent volunteers and pro coaches. Kids will develop ball skills, decision-making, and creativity—all while having a blast! 🌟

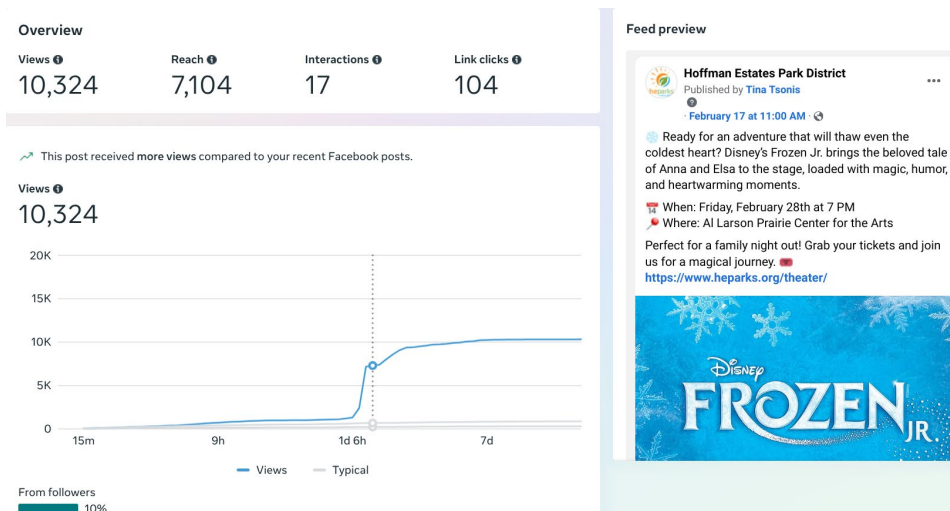
📅 Registration closes: March 10
 ... See more

HOFFMAN ESTATES YOUTH SOCCER LEAGUE



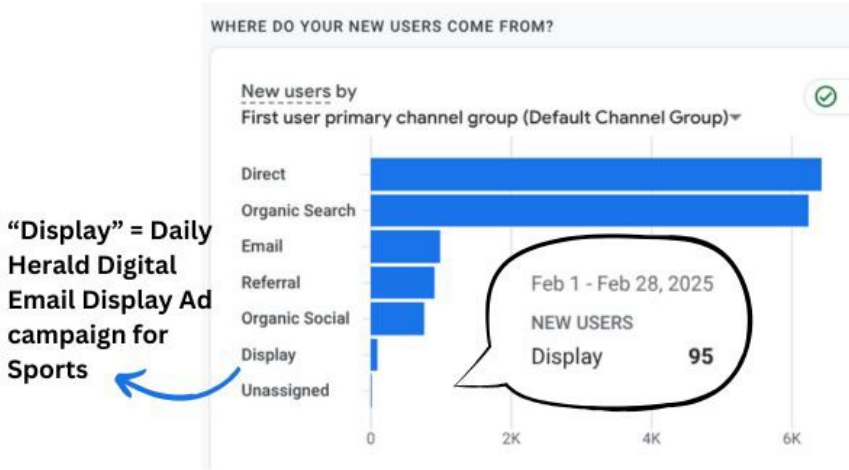
The most popular organic post in February



February Website Performance Metrics:

Website Snapshot: 18k users visited the website in the month of February (1k less than last month). 15k were NEW website visitors with an average engagement time of 2 minutes 16 seconds and 51,099 sessions.

Where do NEW Users Come From?



Where do ALL users Come From?

<input type="checkbox"/>	Session primary...Channel Group) +	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session
<input checked="" type="checkbox"/>	Total	45,506 100% of total	17,861 100% of total	39.25% Avg 0%	52s Avg 0%
<input checked="" type="checkbox"/>	1 Organic Search	21,491	10,398	48.38%	1m 10s
<input checked="" type="checkbox"/>	2 Direct	13,654	3,598	26.35%	33s
<input checked="" type="checkbox"/>	3 Referral	4,879	1,864	38.2%	46s
<input checked="" type="checkbox"/>	4 Email	3,706	1,249	33.7%	39s
<input checked="" type="checkbox"/>	5 Organic Social	1,127	467	41.44%	21s
<input type="checkbox"/>	6 Unassigned	154	5	3.25%	2m 01s
<input type="checkbox"/>	7 Display	95	1	1.05%	0s
<input type="checkbox"/>	8 Paid Social	1	0	0%	0s



Top Pages:

Page path and screen class	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events
Total	117,325 100% of total	17,530 100% of total	6.69 Avg 0%	2m 16s Avg 0%	328,473 100% of total
1 /wbwsc/webtrac.wsc/search.html	30,235	8,217	3.68	1m 56s	89,936
2 /wbwsc/webtrac.wsc/splash.html	22,645	2,649	8.55	22s	46,770
3 / (this is homepage)	9,818	5,119	1.92	31s	32,804
4 /wbwsc/webtrac.wsc/login.html	4,804	1,819	2.64	31s	12,988
5 /wbwsc/webtrac.wsc/iteminfo.html	3,668	2,084	1.76	36s	10,587
6 /wbwsc/webtrac.wsc/addtocart.html	3,367	1,238	2.72	38s	8,965
7 /wbwsc/webtrac.wsc/cart.html	2,786	1,226	2.27	39s	7,305
8 /wbwsc/webtrac.wsc/AddToCart.html	2,471	903	2.74	1m 36s	6,983
9 /wbwsc/webtrac.wsc/SPLASH.html	2,222	1,315	1.69	16s	6,999
10 /general-information/program_guide/	1,696	1,099	1.54	29s	4,381



Other notable page visits this month

Summer Camp - Hoffman Estates Park District	1,398	883	1.58	17s
/camp	703	522	346	2m 00s
/parks-facilities/triphahn-center	466	379	300	1m 28s
/youth-sports	412	378	334	52s
/ice-arena/public-skate	389	299	197	1m 07s
/wbwsc/webtrac.wsc/subscribe.html	369	330	226	23s

Terms how we are found on Google Search in February

Organic Google Search i... ▼  
 by Landing page + qu... ▼

LANDING PAGE + Q...	ORGANIC GOO...
/	29K
/event/daddy-daught...	19K
/wp-content/uploads...	13K
/ice-arena/	10K
/general-information...	9.5K
/general-information...	8.9K
/events/	7.5K
-	-

Organic Google Search cl... ▼  
 by Organic Google Sea...

ORGANIC GOOGLE ...	ORGANIC GOO...
hoffman estates par...	2.2K
heparks	322
hoffman park district	97
triphahn center	80
hoffman estates par...	75
he parks	72
willow recreation cen...	67
-	-