

**AGENDA**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**TUESDAY, MAY 20, 2025**  
**7:15 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA  
*Motion to approve the agenda as presented.*
3. APPROVAL OF COMMITTEE MINUTES
  - April 15, 2025  
*Motion to approve the minutes from April 15, 2025 as presented.*
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Longevity Recognition of Community Representatives
    - Mandar Kulkarni – 6 years
    - Pearl Henderson – 10 years
    - Chad Bettencourt – 10 years
  - B. Willow Gymnastics Tumbl Trak Equipment Purchase / M25-049  
*Motion to recommend to the full board the approval to purchase gymnastics equipment from Tumbl Trak for a total of \$27,174.33.*
  - C. Willow Gymnastics Tumbl Trak Flooring Purchase / M25-050  
*Motion to recommend to the full board the approval to purchase gymnastics flooring and mats from Tumbl Trak for a total of \$29,331.25.*
  - D. Recreation Board Report / M25-055  
*Motion to recommend the May Recreation Board Report be included in the May Executive Director's Report.*
  - E. Facilities and Marketing Board Report / M25-047  
*Motion to recommend the May Facilities and Marketing Board Report be included in the May Executive Director's Report.*
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT  
*Motion to adjourn the meeting.*

**MINUTES**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**April 15, 2025**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on April 15, 2025, at 7:28 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman MacGregor, Commissioner Dressler, Comm Reps Beranek, Bettencourt, and Henderson

Absent: Comm Reps Kulkarni and Ostermeyer

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

Audience: President Chhatwani, Commissioners Evans, Kaplan (phone), McGinn, and Friedman

**2. Approval of Agenda:**

Comm Rep Bettencourt 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 Bettencourt, to approve the minutes of the March 18, 2025, meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

A. Website Redesign RFP Selection / M25-036

Commissioner Dressler made a motion, seconded by Comm Rep Henderson to recommend to the full board the approval of Prolific Digital to complete our website redesign project for a total of \$105,699, plus a 10% contingency for a total of \$116,629.

Deputy Director Bechtold highlighted the following:

- The search committee was comprised of 8 staff members who reviewed 36 submissions to our RFP.
- Eight companies were selected to give presentations, and these were narrowed down to four, who then gave a more in-depth presentation with requirements.
- The most important requirement was to integrate with Rec Trac.
- One firm, Prolific Digital, was most impressive by far. They proved the ability to integrate and search from multiple sources within our site.
- All references for Prolific Digital were very positive.

Commissioner McGinn said the memo was very well done.

Commissioner MacGregor was glad the focus was on making RecTrac easier to use.

Commissioner Dressler asked what the timeframe is for completion. Deputy Director Bechtold said it would be a minimum of six months, but the goal is by the end of 2025.

Comm Rep Henderson asked if the new site would be mobile friendly. Deputy Director Bechtold said that yes, this was another requirement.

Comm Rep Bettencourt said it is great that it can be integrated with AI.

Commissioner McGinn asked if they have worked with other park districts. Deputy Director Bechtold said that we are the first, but they have worked with universities.

The motion carried by voice vote.

B. Recreation Board Report and 1Q2025 Goals / M25-034

Comm Rep Bettencourt made a motion, seconded by Commissioner Dressler, to forward the Recreation Board Report and 1Q2025 Goals to be included in the April Executive Director's Report.

Executive Director Talsma stated that the Recreation department is transitioning from Karrie Miletic to Jennifer Sweeney as Director. We are excited about having talented key staff here at the district, and for having the new evening facility managers and registrars.

Commissioner Friedman asked about the plans to have someone at the North Side front desk. Executive Director Talsma said that staff have been discussing facility hours and desk coverage needs and will have a plan set soon.

The motion carried by voice vote.

C. Facilities and Marketing Board Report and 1Q2025 Goals / M25-035

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

Deputy Director Bechtold noted that there is one more week for the Fish Fry at Bridges, and that Director Huguenot and his staff have been working hard on the golf course this week.

Executive Director Talsma said that we are potentially looking at hiring a full-time Superintendent of Golf.

The motion carried by voice vote.

**7. Committee Member Comments:**

Comm Rep Henderson asked what happened to Chino Park. Executive Director Talsma said that is where the new fire department was built. This was village property; we are trying to convince them to keep up with community gardens. Director Huguenot added that there will still be green space and a sled hill.

Commissioner McGinn asked if there has been any update at Sycamore. Director Huguenot said they have dug a drainage vault. Most of the dirt will be moved back over the vault when complete. Remaining dirt will be spread around the back edge of the baseball field and into the north end of the football field. The larger baseball field will have a 200' home run fence. It will likely be late June before they turn the project back over to us. The goal is to have everything finished by August 16.

Commissioner Dressler said she is honored to serve another four years. Executive Director Talsma said congratulations to the five elected officials.

Comm Rep Bettencourt said there is a lot of glass to be cleaned up in Olmstead Park.

Commissioner MacGregor said he is happy to be an elected Commissioner, and congratulations to the others. He was in Houston last week and went to a number of parks. The parks in this area are much nicer.

**8. Adjournment:**

Comm Rep Beranek made a motion, seconded by Comm Rep Henderson to adjourn the meeting at 7:50 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Cindy Flynn  
Executive Assistant

## MEMORANDUM M25-049

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Deputy Director  
Jennifer Sweeney, Director of Recreation  
**RE:** Tumble Trak Gymnastics Equipment Purchase  
**DATE:** May 20, 2025

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### **Motion:**

Recommend to the full board the approval to purchase gymnastics equipment from Tumbl Trak for a total of \$27,174.33.

### **Background:**

As part of the overall budget for the renovation of the Willow Rec Center, \$30,000 has been allocated for gymnastics equipment. We are expanding our gymnastics offerings to better serve a broader age range of youth. Currently, our gymnastics programming is primarily focused on tots and early childhood participants. To meet growing interest and demand, we are renovating the existing mini gym into a dedicated gymnastics training area that will accommodate older youth and teens as well.

This expanded focus will allow us to retain participants as they grow, offer more advanced classes, and provide a space equipped for progressive skill development. The renovated area will support increased participation, program diversity, and long-term engagement in physical activity.

### **Rational:**

To properly outfit the new gymnastics space, we are proposing the purchase of durable, high-quality equipment from Tumbl Trak, a leading company in the gymnastics industry known for its innovation, safety, and vibrant, athlete-friendly products. Tumbl Trak specializes in a wide range of equipment including spring floors, balance beams, bar systems, and colorful skill-development mats designed for recreational and competitive use.

This investment will support both beginner and intermediate skill development while offering flexible equipment arrangements for a variety of class structures and training needs.

### **Equipment & Quote**

Attached is a detailed quote from Tumbl Trak outlining all proposed equipment, including:

DESCRIPTION	QTY	PRICE	% SAVINGS	EXTENDED	NET PRICE
BALANCE BEAM – PER SERIES	1	\$4,675.00	0%	\$4,675.00	\$4,675.00
8FT LASER BEAM LITE	1	\$ 329.99	10%	\$ 296.99	\$ 296.99
ADDIE BEAM AND LEG RISERS	1	\$ 379.98	10%	\$ 341.98	\$ 341.98
SPRINGBOARD - ACCEL LITE	1	\$ 650.00	0%	\$ 650.00	\$ 650.00
5' X 10' X 2' FOLDING INCLINE	1	\$1,499.99	14.5%	\$1,282.49	\$1,282.49
5' X 5' X 8" PRACTICE MAT BLUE	1	\$ 479.99	14.5%	\$ 410.39	\$ 410.39
5' X 5' X 8" PRACTICE MAT- BLUE	1	\$ 479.99	14.5%	\$ 410.39	\$ 410.39
4' X 8' X 8" PRACTICE MAT- RED	3	\$ 599.99	10%	\$ 539.99	\$1,619.97

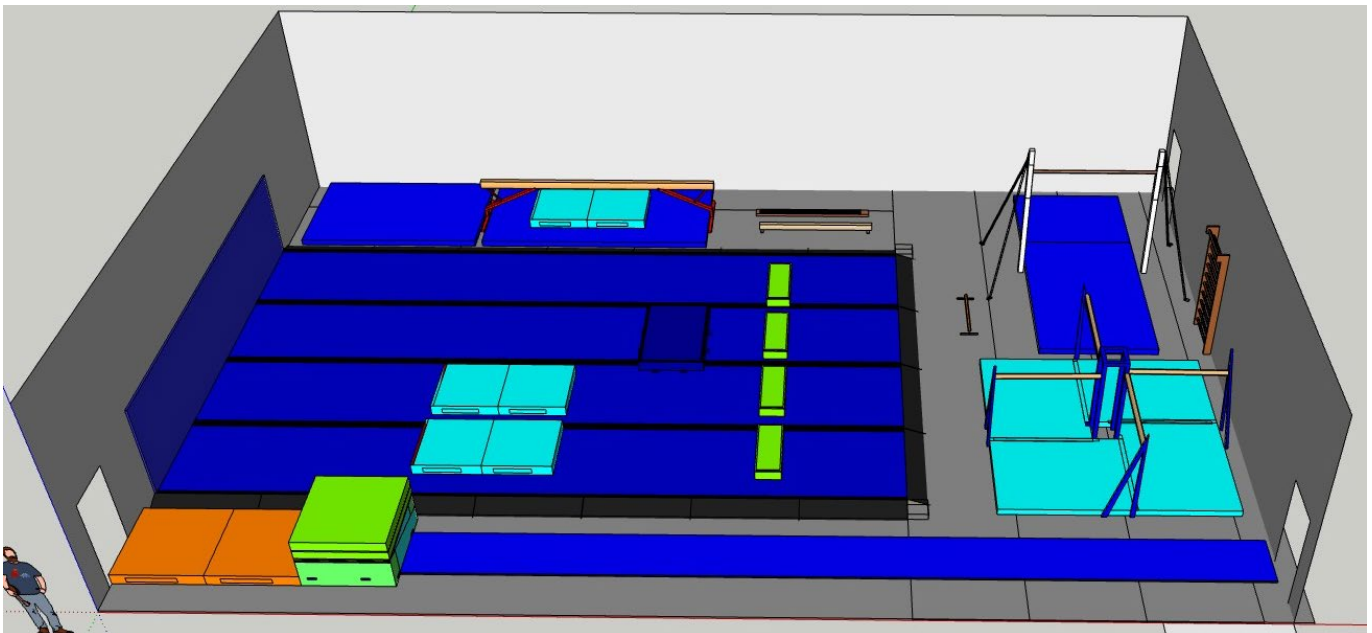
24" X 48" X 14" FOLDING INCLINE	1	\$ 229.99	10%	\$ 206.99	\$ 206.99
30" X 68" X 16" FOLDING INCLINE	1	\$ 399.99	10%	\$ 359.99	\$ 359.99
BOOSTER BLOCKS	1	\$1,079.96	10%	\$ 971.99	\$ 971.99
48" X 72" X 8" PIT PILLOW	2	\$ 499.99	10%	\$ 449.99	\$ 899.98
FUN STICK PACKAGE	1	\$ 199.94	10%	\$ 179.95	\$ 179.95
2 FT HALF ROUND- PRIMARY	2	\$ 79.99	10%	\$ 71.99	\$ 143.98
4 FT HALF ROUND- PRIMARY	2	\$ 119.99	10%	\$ 107.99	\$ 215.98
TUMB-TAPE TUMBL TAPE	1	\$ 69.99	10%	\$ 62.99	\$ 62.99
V-NUMBER 1-10 NUMBERS	1	\$ 42.99	10%	\$ 38.69	\$ 38.69
24" X 24" X 30" OCT TUMBLER	1	\$ 359.99	10%	\$ 323.99	\$ 323.99
30" X 30" X 36" OCT TUMBLER	1	\$ 549.99	10%	\$ 494.99	\$ 494.99
5FT FITNESS WHEEL	1	\$1,499.99	10%	\$1,349.99	\$1,349.99
RECREATION RINGS	1	\$ 99.99	10%	\$ 89.99	\$ 89.99
4FT X 6FT CLIMBING WALL	1	\$ 249.99	10%	\$ 224.99	\$ 224.99
4FT X 6FT- BLUE	1	\$ 999.99	10%	\$ 899.99	\$ 899.99
5FT X 10FT X 8IN RED MAT	2	\$ 949.99	10%	\$ 854.99	\$1,709.98
355-300 SLIDE - JFK SERIES	1	\$ 385.00	0%	\$ 385.00	\$ 385.00
PERFORMANCE STALL BARS	1	\$ 849.99	10%	\$ 764.99	\$ 764.99
V-LETTERS VELCRO LETTERS	1	\$ 99.99	10%	\$ 89.99	\$ 89.99
V-SHAPES VELCRO SHAPES	1	\$ 42.99	10%	\$ 38.69	\$ 38.69
PP GYMNASTICS FLOOR BAR	1	\$ 349.99	10%	\$ 314.99	\$ 314.99
20' POLYPLUS CLIMBING ROPE	1	\$ 169.00	0%	\$ 169.00	\$ 169.00
QUAD/STAR BAR 6 FT RAILS	1	\$7,550.00	0%	\$7,550.00	\$7,550.00

**EQUIPMENT TOTAL:**

**\$27,174.33**

Staff did receive a competitive quote with similar items from DGS Gym Supply and the total was \$30,093.

The rendering below illustrates the planned layout and shows how the equipment will be arranged to create a dynamic, engaging space for participants of all ages.



## MEMORANDUM M25-050

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Deputy Director  
Jennifer Sweeney, Director of Recreation  
**RE:** Mini Gym Conversion to Gymnastics Flooring Purchase  
**DATE:** May 20, 2025

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### **Motion:**

Recommend to the full board the approval to purchase gymnastics flooring and mats from Tumbl Trak for a total of \$29,331.25.

### **Background:**

As part of the overall budget for the renovation of the Willow Rec Center, \$30,000 has been allocated for gymnastics flooring. We are expanding our gymnastics offerings to better serve a broader age range of youth. Currently, our gymnastics programming is primarily focused on tots and early childhood participants. To meet growing interest and demand, we are renovating the existing mini gym into a dedicated gymnastics training area that will accommodate older youth and teens as well.

This expanded focus will allow us to retain participants as they grow, offer more advanced classes, and provide a space equipped for progressive skill development. The renovated area will support increased participation, program diversity, and long-term engagement in physical activity.

The mini gym floor will need to be converted to a floor suited for gymnastics which includes a spring floor, carpet, mats, and foam borders for safety.

### **Rational:**

To properly outfit the new gymnastics space, we are proposing the following flooring and mats for this new area. The flooring will consist of a 24ft x 42ft spring floor, vault runway, standard carpet with bonded foam, sloped foam borders, landing, and gymnastics mats.

### **Flooring and Mats Quote**

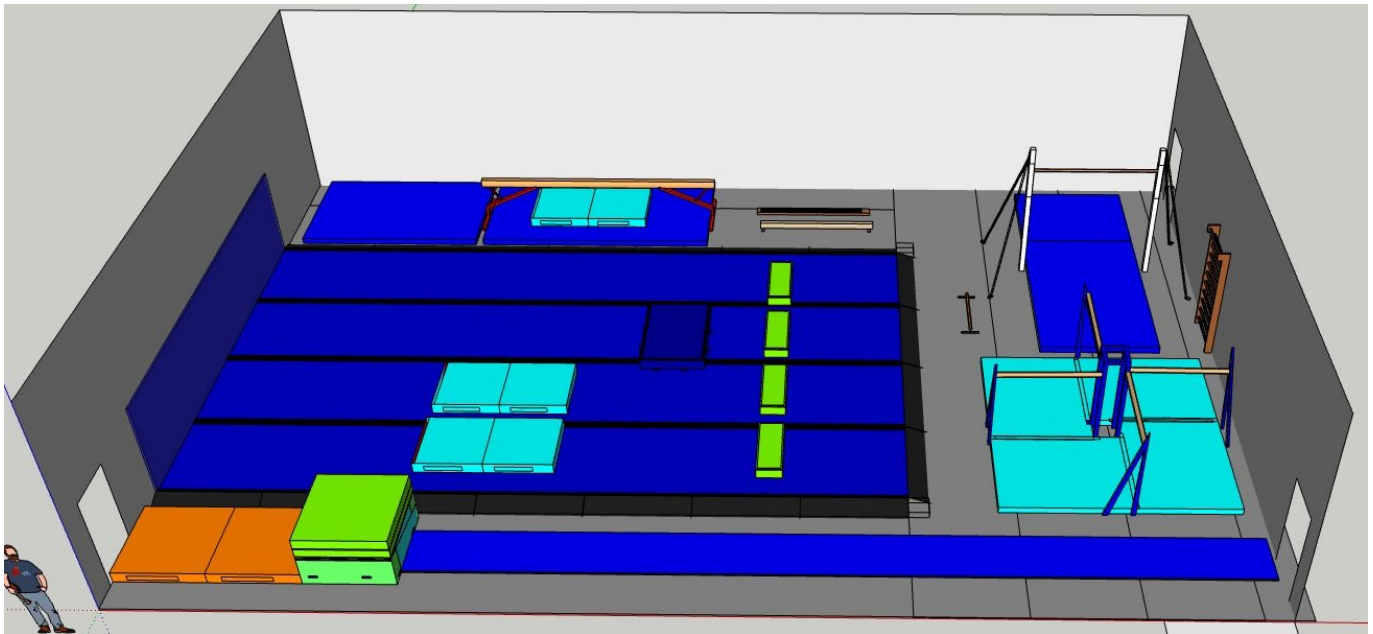
Attached is a detailed quote from Tumbl Trak outlining all proposed flooring, mats, and protective edging.

DESCRIPTION	QTY	PRICE	% SAVINGS	EXTENDED	NET PRICE
24FT X 42FT SPRING FLOOR	1	\$8,299.99	10%	\$7,469.99	\$7,469.99
3/8 VAULT RUNWAY	1	\$ 909.00	5%	\$ 863.55	\$ 863.55
6' X 42' X 1-3/8" STAN CARPET					
BONDED FOAM ROLL	11	\$ 909.00	5%	\$ 863.55	\$9,499.05
4" X 42" VELCRO STRIP	11	\$ 39.95	100%	\$ 0.00	\$ 0.00
SLOPED FOAM BORDER	18	\$ 148.00	0%	\$ 148.00	\$2,664.00
SLOPED FOAM CORNER	2	\$ 95.00	0%	\$ 95.00	\$ 190.00
424V4S LANDING MAT					
7.5'X15.5'X12CM - VELCRO	1	\$2,025.00	0%	\$2,025.00	\$2,025.00

LANDING MAT - VINYL –					
7.5'X12'X12CM -	2	\$1,500.00	0%	\$1,500.00	\$3,000.00
LANDING MAT 6X7.5X12CM	1	\$ 800.00	0%	\$ 800.00	\$ 800.00
4IN X 42FT VELCRO STRIP	6	\$ 39.95	0%	\$ 39.95	\$ 239.70
4FT X 8FT X 1-3/8IN TUMB MAT	4	\$ 299.99	10%	\$ 269.99	\$1,079.96
SHIPPING	1				\$1,500.00
<b>EQUIPMENT TOTAL:</b>					<b>\$29,331.25</b>

The rendering below illustrates the planned layout and shows how the flooring and coloring will be designed to create a dynamic, engaging space for participants of all ages.

Staff received a competitive quote with similar items from DGS Gym Supply and the total was \$31,156.29.





## MEMORANDUM M25-055

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
Jennifer Sweeney, Director of Recreation  
**RE:** Recreation Board Report  
**DATE** May 20, 2025

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### **Motion:**

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

## Recreation Division

- The Senior/Adult Program Manager attended the Senior Resource Fair at the Village Hall on April 24.
- The Hoffman Estates Chamber of Commerce Bon Appetit Food & Drink Festival was attended by a few of the administrative team members and commissioners on April 24.
- HEParks sent a 4-person rec team to IPRA's Park Pursuit in Highland Park on May 1. It is run similar to the Amazing Race. Staff were involved with the planning committee, as well as day-of volunteers.
- The Superintendent of Community Outreach and Events has become a member of the Village of Hoffman Arts Commission, Fourth Fest, and Cultural Awareness Commission.
- The Senior/Adult Program Manager is a member of the village's Senior Commission.
- The Park District is collaborating on the Chamber of Commerce's Annual Fishing Derby.
- The Twister Twirlers Baton group will be featured on WGN morning new Around Town on May 27 at Willow Recreation Center.
- Summer hours at the Triphahn Center will be in effect from June 1-August 31. Those hours will be as follows:
  - Monday-Friday: 6:00 am-9:00 pm
  - Saturday: 6:00 am-5:00 pm
  - Sunday: 7:00 am-5:00 pm
- Effective June 1, the Triphahn Center North Entrance will be open during the following hours:
  - Monday-Friday: 8:30 am-5:00 pm
  - Sunday: 9:30 am-1:00 pm (church rental)

These hours will be adjusted during the youth basketball league season and for any specific north side rental. The north side desk/entrance will be staffed during these times.

The north side doors will be locked for entering the facility at all other times but will remain an available exit. This change is being made to better operate the Triphahn Center facility in a safe and effective manner following the relation of the Recreation staff from the north side to the former Wolves administrative area.

## General Programs

### Theatre

- HOTT Theatre has moved all production practices to Vogeley utilizing the space previously housing eSports.
- Shrek Jr.=48 enrolled
- Jersey Boys=23 enrolled
- The group will perform with their travel troupe throughout the summer at various special events, camps, and pop-up parks.

### General Programs

Program	Spring Session 2024	Spring Session 2025
Shotokan Karate	136	143
Tae Kwon Do	35	17
Gymnastics	132	112

### Contractual:

- **Karate** next session starts June 13
  - Wednesday, May 21, “Try Karate For Free” class
    - The first of these that was held resulted in registration for Karate classes
- **Tae Kwon Do** next session starts on June 24.
- **The new gymnastics** session starts on May 19. Staff has met with Tumbling Times to discuss the move to Willow Recreation Center in late 2025.
  - Gymnastics programming will be housed at Vogeley until September 20, reducing the time without gymnastics programming.
  - Staff is working on plans for class schedules and offerings for Willow Recreation Center Gymnastics once renovation is complete.
- Staff have been meeting with some new contractual vendors; below is information on some of those vendors:
  - **Skyward Fencing** currently offers classes at Willow Rec Center, and there are 5 enrolled in classes running from April-June. They will offer classes at Triphahn Center beginning in January 2026.
    - Plans are in place for a tournament and Open House on June 1 in the Triphahn Center gym, where potential students will include an opportunity to try out equipment, meet the owner of Skyward Fencing and interact with other fencing participants.
  - **Language in Action** is offering language classes via Zoom for various ages and skills levels. The first registration came this spring, and staff are excited to try to grow this program.

- **Chess-Ed** will begin offering chess classes in June.
- **Play-Well TEKnologies** will lead Lego classes starting in July.
- Staff have reached out to several other contractual companies and hope to have additional programming in place for the summer/fall season. For example, we are finalizing a Magic contractor to run classes.

### **Dance**

- 28 Private Lessons
- Hall of Fame Dance Competition: April 4-6
- Rainbow Dance Competition: April 25-27
- Recital Picture days: April 29, 30 and May 1
- Dance Recital: May 30 and June 1. This year's theme is GEMS and will be held at Hoffman Estates High School.

### **Winter/Spring Dance (Classes started January 4)**

Style	Recital 2024 Classes offered	Recital 2025 Classes offered	Spring 2024 Enrollment	Spring 2025 Enrollment
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	52
Tap	2	3	9	8
Specialty	2	4	11	26
Adult Ballroom	1	1	0	4
<b>Total</b>	<b>23</b>	<b>30</b>	<b>217</b>	<b>249</b>

### **Spring Baton (class dates: March 30-May 3)**

Style	Spring 2024 Classes offered	Spring 2025 Classes offered	Spring 2024 Enrollment	Enrollment as of 5/12/2025
Performance baton	2	2	20	14
Baton	10	7	30	30
<b>Total</b>	<b>12</b>	<b>9</b>	<b>50</b>	<b>44</b>

\*Next session of baton starts June 1-June 7

The Twirling Twisters Baton group will perform at Kids to Park Day on May 17 and they also will be featured on WGN morning new Around Town on May 27 at Willow Recreation Center.

## Special Events/Outreach

The third annual Kite Day was held on Saturday, May 3, and was a huge success. The event took place at Fabbrini Park and activities included a Kite Flying demo by Chicago Kite, music by Back to Rock Music School, and community booths provided crafts and lawn activities. There were over 250 in attendance, and with the great weather for kite flying, the crowd was steady all day.

The Community Garage Sale was held on Saturday, May 10 in the Seascape parking lot. There were 48 vendors and approximately 300 people attended.

### Upcoming Events:

- May 17: Moon Lake Park Ribbon Cutting Ceremony, 10:00 am at Moon Lake Park (located next to Seascape Aquatic Center)
- May 17: Kids to Park, 10:00 am-1:00 pm at Fabbrini Park
- June 6: Fun Day at the Park Children's Entertainment Series-Barefoot Hawaiian, 5:30-6:30 pm at Seascape
- June 6: Freezy Friday (Pops with the Cops), 12:00-1:00 pm at South Ridge Park
- June 6: Fun Day at the Park Children's Entertainment Series-Carole Stephens, 10:00-10:45 am at Fabbrini Park
- June 20: Freezy Friday, 12:00-1:00 pm at Seascape

### Friends of HEParks Days

The Friends of HEParks' Toptracer event was held April 26. Unfortunately, due to the weather, the turnout was lower than anticipated. With 50% of bay rental fees, we raised \$281 for the Foundation, but added \$675 through a silent auction of various golf foursomes throughout the area. Additionally, Wintrust/Hoffman Estates Community Bank supported the event with a \$500 sponsorship.

### Upcoming Events:

- June 2: Golf Day at Bridges of Popular Creek
- June 21: Duck Derby at Seascape

## Early Childhood Programs and Summer Camps

### 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	10
3's & 4's	32	3's & 4's	33	3's & 4's	79	3's & 4's	62
<b>Total</b>	<b>43</b>	<b>Total</b>	<b>42</b>	<b>Total</b>	<b>86</b>	<b>Total</b>	<b>78</b>

Preschool Field Days (traditional end-of-year outdoor activity days) were held April 28 and 29. The preschoolers participated in jungle themed activities through seven different rotations. Parents were welcome to stay and help with their child's classroom.

#### **Little Stars Childcare (closing May 31)**

<b>2024</b>	<b>2025</b>	5 Days: 32    3 Days: 5    2 Days: 4
53(3 rooms)	41 (3 rooms)	

#### **Rock'n'Kids**

Tot Rock: 4

#### **Enrichment Classes**

<b>Name</b>	<b>TC</b>	<b>WRC</b>
Lunchbox Adventure	5	7
Little Innovators	5	7
Preschool Book Club	3	8
Four Seasons	9	N/A
Culinary Kids	N/A	4
Playdough Power	10	N/A

## **School-Age STAR**

#### **STAR**

- During the 2024-2025 school year, there were 109 students enrolled in the STAR before/after school care program on an average weekly basis. This is compared to 2023-2024 school year when the average weekly enrollment was 71. Looking into next year, we have already accepted an average weekly enrollment of 115 students.
- We held a STAR staff appreciation event at Toptracer on May 13.

#### **Schools Day Out**

- A combined School Day Out was held at the Triphahn Center on April 18. There were 19 enrollments and participants went to Adventure Island indoor pool.

## School-Age Summer Camp

### Summer Camp 2025

- Camp starts on June 2 and runs through August 8.
- Over the 10 weeks of camp there are 2,158 registrations for school-aged camps, and an additional 714 registered for the new Splash & Explore camp for 4- to 7-year-olds, for a total of 2,862 registrations to date.
- Our preschool half-day camp will run four sessions of two-weeks each. To date, 179 children are registered.
- Two new camps are offered for school-aged campers: Arts in the Parks and Adventure Camp
- District 15 is starting their summer vacation two weeks later this year due to construction last fall that pushed the start of the school year out two weeks, which could lead to slightly lower enrollment in the first two weeks of summer camp.

## Seniors/Adults

<u>April/May 50+ Events</u>	<u>Date</u>	<u>Enrolled</u>
Lunch and Learn-Woodlands	4/9	12
Seniors Out Socializing-Maxfields Restaurant	4/18	20
Senior Out Socializing- Longhorn Steakhouse	4/2	21
Birthday Lunch	4/25	21
Pub Trivia	4/30	29

### Group Exercise 50+ Enrollments

<u>Class</u>	<u>Spring 2025</u>
50+ Basic Exercise	22
Tai Chi (Daytime) as of 5/12	3
Gentle Yoga as of 5/12	6

Our new Senior/Adult Program Manager is located at the Northside Guest Services desk, where the seniors have especially appreciated his presence. He assists with senior registrations, outdoor pickleball passes, and has supported pool pass sales in May. His friendly and helpful demeanor has noticeably enhanced customer service.

Beginning in 2025, the Summer 50+ Pickleball Program at Fabbrini will include a seasonal participation fee. The cost will be \$20 for residents and \$40 for non-residents, covering the season from May-October. Participants will receive a 2025 pickleball sticker to be placed on their passes as proof of purchase. As of May 13, there have been 57 passes sold.

## Athletics

### Adult Sports/Youth Sports

- Indoor spring pickleball started March 31. There are 15 teams in the 3.5 division and 8 teams in the beginner division. The season will conclude May 19.
- The next pickleball tournament will be outdoors at Fabbri Park. The date is TBA but will likely be held in September.
- Basketball classes are being run by Bear Basketball Fundamentals. There are 57 participants registered in various age groups.
- The Adult Basketball League started on April 9. Currently there are 4 teams total (38 players participating). This is the first Men's basketball league that has run since 2019. The season is set to end June 4 with playoffs.
- The HEParks/Aces House League Spring youth soccer program kicked off practices on April 7. Teams have one practice per week and games on the weekends at Cannon Park. Games started Sunday, April 13. The season is off to a great start.
- The spring baseball season began April 9 and runs through June 28. Registration numbers are lower this year due to decreasing interest in recreation baseball.

Baseball Registration		
	Spring 2024	Spring 2025
Shetland/ T-ball	74	55
Pinto	46	39
Mustang	22	19
Bronco	14	Merged w/ PCBS
Pony	6	Merged with PCBS
Colt	22	11
<b>Total</b>	<b>184</b>	<b>124</b>

### Field Rentals

- Canterbury Park is booked every weekend from the first week of May until mid-September, with Century Cricket using the field on Sundays, and a church group using the field on Saturdays.
- Canterbury is booked every weekday in May for cricket league games and practices.
- Grand Sports are in the process of reserving several fields for their soccer programs.
- A large-scale cricket tournament is booked Memorial Day weekend at Canterbury Park.
- Seminole Sports are renting Cannon Crossings for three weekend tournaments (April 25-27; May 2-4; May 31-June 1).
- Game Time has rented Cannon Crossing for three weekend tournaments (May 9-11, May 16-18, and June 20-22).

## **Youth Contractual Sports**

- Sports Kids, Inc. continues to offer youth athletics programming:
  - Volleyball has been a popular class and Family Archery is seeing interest. There are currently 20 students enrolled in volleyball classes on Monday nights (27 were enrolled in the previous session). There are a total of 72 participants enrolled across all Sports Kids classes for this session. They are bolstering camp programming by offering fun summer options.
  - The next session of Sports Kids, Inc. will begin on June 9.
- VolleyKidz spring program offerings started on Sunday, May 5. The May classes have a total of 21 participants enrolled.
- HEParks is partnering with Overtime Athletics to launch the inaugural NFL Flag Football league this summer. With the growing interest in the sport and it now being an IHSA sanctioned sport offered by area high schools, we want to offer opportunities for youth in the community to learn the game and participate in a league setting. The league will start in July.

## **Aquatics**

### **Swim Lessons:**

Spring lessons concluded on Saturday, April 23. Summer outdoor swimming lessons begin on June 9, and indoor lessons on June 10. Below are the total participants enrolled from January through April.

<b>Swim Level</b>	<b>2024</b>	<b>2025</b>
Parent/Tot	28	45
Tots	16	33
Group Classes	185	238
Adult	16	15
Swim Lessons for All	0	6
<b>Total</b>	<b>245</b>	<b>337</b>

### **Seascape**

Seascape membership passes went on sale January 1 and offered a promotion of two FREE guest passes with a purchase of a membership through April 30. Seascape passes will remain on sale throughout the season. The number below reflects the year-over-year comparison in registrations as of April 30.

<b>Type of Membership</b>	<b>2024</b>	<b>2025</b>
Seascape Membership	257	223



Senior Seascape Membership	30	37
<b>Total</b>	<b>287</b>	<b>260</b>

Tent rentals are available for the summer and have been open to the public since February.

<b>Seascape Tent Rentals</b>	<b>2024</b>	<b>2025</b>
<b>Total</b>	5	11

## Recreation Facilities

### **Triphahn Center Fitness**

<u>Membership</u>	<u>04/30/2024</u>	<u>01/01/2025</u>	<u>04/30/2025</u>	<u>2025 YTD</u>
<b>Total</b>	<b>622</b>	<b>710</b>	<b>747</b>	<b>+37</b>
Billed Members	535	623	666	+ 43
Healthcare Numbers	87	87	81	-8

**TC Rental Information: 60 rentals in the month of April**

TC had 36 new members join in the month of April. Membership continues to be promoted, and staff are trying various approaches to retain fitness members for the upcoming summer months.

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

<u>Membership</u>	<u>4/30/2024</u>	<u>01/01/2025</u>	<u>04/30/2025</u>	<u>2025 YTD</u>
Fitness	143	135	138	+3
Racquetball	29	20	20	Even
<b>Total</b>	<b>172</b>	<b>155</b>	<b>158</b>	<b>+3</b>

WRC Billed Healthcare Members 8

**WRC Rental Information: 39 rentals in the month of April**

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

<u>Membership</u>	<u>04/30/2024</u>	<u>01/01/2025</u>	<u>04/30/2025</u>	<u>2025 YTD</u>
<b>Total</b>	<b>557</b>	<b>453</b>	<b>417</b>	<b>-36</b>

**MEMORANDUM NO. M25-047**

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Director of Golf & Facilities  
**RE:** Facilities & Marketing Board Report  
**DATE:** May 20, 2025

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**Motion:**

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

**Bridges General Programs:**

- Our 2<sup>nd</sup> Senior Scramble took place on May 14. We had 16 teams participate.
- Staff created another Toptracer Spring League for Monday nights with eight teams registered.
- A new Major Series Toptracer event has been added for the Friday of the PGA Championship. This 4-person Toptracer event took place on Friday, May 16.
- The first Music Night was Friday, May 9 with the Dynamix!

**Golf Rounds**

MONTHLY ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
2,842	1,296	2,638	2,403	2,180	2,272
YTD ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
3,802	2,047	2,886	4,140	3,094	3,194

**Range Information**

MONTHLY RANGE BASKET SALES TOTALS					
2021	2022	2023	2024	2025	5 Year Average
2,295	1,195	1,889	1,759	1,422	1,712
YTD RANGE BASKET SALES TOTALS					
2021	2022	2023	2024	2025	5 Year Average
3,619	1,843	2,442	3,498	2,179	2,716

## Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	4 Year Average
409	585	619	620	558
YTD TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	4 Year Average
409	1,550	2,031	1,837	1,457

## Food & Beverage

### April

1 breakfast servicing 64 guests  
3 showers servicing 101 guests  
2 lunch meetings servicing 70 guests  
1 ceremony only servicing 32 guests  
1 Baptism servicing 86 guests

### May

1 dinner servicing 55 guests  
2 golf outings servicing 250 guests  
3 all day meetings servicing 250 guests  
2 breakfast meetings servicing 75 guests  
1 shower servicing 26 guests  
1 Baptism servicing 50 guests  
2 ceremonies and receptions servicing 250 guests  
1 birthday servicing 50 guests

## Golf Outings

### 2025

31 Shotgun Golf Outings Contracts Signed

### 2024

36 Total Shotgun Events

## Weddings

### 2026

1 reception only

### 2025

9 ceremony and receptions.

### 2024

9 ceremony and receptions  
2 reception only



## April 2025

Membership Totals	<u>04/30/2024</u>	<u>01/01/2025</u>	<u>04/30/2025</u>	<u>Var. +/-</u>
Totals	2,811	3,020	3,215	<b>+195</b>

## Member Services/Sales & Fitness

- April New Member Enrollments:** The Club experienced very strong numbers in April enrolling 145 new members this month. This is another record month, where we have brought in more members in April 2025 than the previous ten Aprils. We offered a very enticing enrollment offer of \$25 and September dues free to encourage new members to stay beyond the summer months.
- Referral Program Success:** We had another huge month of member referrals, a key indicator of membership satisfaction. In April, we had 47 new members join as the result of a referral from an existing member. Existing members received a \$25 household credit for each new member they referred. This is 32% of the new enrollments, a very encouraging number for us, as current satisfied members are one of the best organic marketing tools we could have!
- United Healthcare Renew Active Program:** We had 124 Renew Active pass holders visit the Club in April, with one new member joining through this program in April.
- Member Engagement and Facility Usage:** April saw 2,598 unique member visits, meaning approximately 80% of our total members actively used the facility during the month.
- Community Outreach:** The Club, in partnership with Ascension, offered a free BMI/Blood Pressure Screening Health Table at The Club on April 24. In addition, the Club team took part in Hoffman Estates High School's Annual Wellness Fair on April 25. (photos below) The Club team brought some giveaways and played an interactive "Spin the Wheel" game with the kids encouraging them to do some simple physical activities to win one of the giveaway prizes. In addition, we offered a raffle for the chance to win a student summer pass to The Club.
- Facility Rentals:** Facility rentals are slowing down slightly with the warmer weather.
 

54 volleyball rentals	3 birthday parties
25 pickleball court rentals	9 basketball court rentals
5 pickleball group classes	
Single day pickleball clinic that filled to capacity	
- Fitness Team/Operations Team Initiatives:** The Club team started April out with a Member Appreciation Week April 7 – April 13. This events of this week were a thank you to members for being so patient and cooperative while we were busy making improvements and renovating spaces.

- During the Member Appreciation Week, we offered free HIIT classes to all to give everyone an opportunity to try out the new space for these classes and encourage enrollment into The HIIT Club. We gained 10 HIIT members in the month of April!
- The Club team also offered some fun pop-up classes during this week, a free Gait Analysis in partnership with Dick Pond Athletics of Hoffman Estates, and a visit from Pure Green Juice (located in Arboretum) with samples and giveaways.
- The Club team added another Aqua Fit class onto the schedule on Monday mornings. Members have been asking for an additional aqua class for quite some time, and it is our most popular class on the schedule. We finally found the right instructor and were able to accomplish this.
- Official training and certification were offered to staff as part of our indoor bike purchase from Life Fitness. We were able to schedule this training in April for all of our cycle instructors and managers. They are now all certified in the ICG Coach by Color format. We have begun to implement this coaching style into the classes, and it has been really well received by members!



## **TC Ice Operations**

### **General**

- The MyHockey Tournament (4/25-4/27) went well; we hosted 8U teams totaling 51 games over the weekend.
- We will be hosting another MyHockey Tournament (5/16-5/18)
- An Ability Lab Sled Hockey tournament was held 4/11-4/13 featuring 6 teams totaling 12 games with teams from Pittsburgh and Minnesota
- We will host TCS Tournament overflow games 5/30-6/1
- We will host NWHL Playoff games 5/31, 6/1 and 6/8
- We hosted 8 parties including: 2 church groups and 1 home school group
- Renting ice to Chicago Crush and Cougars for prospect skates in April and May
- Working on Fall contracts and have had meetings with a few potential new user groups
- New Benches for the ice arena lobby (TC downstairs) were ordered and have been delivered

### **Figure Skating**

- We ordered ice show costumes for the Spring show and will have 12 group numbers this year: Currently 120 enrolled.
- Tickets are now on sale for the two shows.
- Staff has been working hard on choreographing Ice Show numbers and practices have been going well.
- We have ice show pictures scheduled for the weekend of 5/17.
- Our competition skaters competed this weekend in Crystal Lake and last weekend in Bloomington, IL. We currently have 13 skaters and counting who have qualified for Nationals in Colorado Springs, CO this July.
- We had a directors committee meeting on 4/22 and are planning for the 2026 season already which includes hosting the championship at Triphahn Center in March of next year.

### **Public Skate**

- Held Skate with the Bunny on 4/6 totaling 142 patrons
- (3) Public skates in April totaling 187 patrons
- Working on finalizing public skate specialty events for Fall/Winter

### **Hockey**

- 14U Bantam Prime team placed second in the Chicago Deep Dish Cup
- 12U Peewee Prime team has been selected and will compete in the Windy City Spring Classic Tournament May 16-18
- 12U Wolverines placed second in the Chicago Deep Dish Cup May 2-4
- 14U and 16U Wolverines competed in the Windy City Rumble Tournament May 9-11
- Finalizing Tryout dates for the Wolverines Girl teams for Fall

<b>Jr. Wolf Pack</b>	<b>Class</b>	<b>Spring 2025</b>	<b>Spring 2024</b>
242459	Learn to Skate (L1)	57	30
242460	Learn to Play (L2)	31	48
242469	Skills & Game (L3)	31	N/A
	<b>Totals</b>	<b>119</b>	<b>78</b>

<b>Leagues &amp; Program</b>	<b>2025 Spring</b>	<b>Spring 2024</b>
8U Wolf Pack	13	23
10U Wolf Pack	17	16
12U Wolf Pack	36	32
14U Wolf Pack	23	15
18U Wolf Pack	20	20
Wolverines 12U-16U	49	33
Practice Only	4	4
<b>Totals</b>	<b>162</b>	<b>143</b>



## Marketing Report – April 2025

### BRIDGES

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



- Designed door/window graphics for Toptracer; Beer Garden/Course signage
- Ordered corn hole games to brand and put out during Beer Garden events
- Designed and picked up new bag tags
- Created and updated additional events on Events page
- Attended Bon Appetit (4-24) to promote Bridges weddings, outings, Toptracer, and HEParks Friends Days

### Email Blasts

- 4-4-25 TaylorMade Fitting Experience (4-21-25)
- 4-6-25 Bfast with Bunny, Fish Fry, TTR Masters Event, Senior Scramble, HEParks TTR Day, etc.
- 4-7-25 TaylorMade Fitting Experience (4-21-25) 2nd
- 4-8-25 Bfast with Bunny, Fish Fry, TTR Masters Event, Senior Scramble, HEParks TTR Day, etc.
- 4-9-25 TaylorMade Fitting Experience (4-21-25) 3rd
- 4-10-25 Bfast with Bunny, Fish Fry, TTR Masters Event, Senior Scramble, HEParks TTR Day, etc.
- 4-11-25 TaylorMade Fitting Experience (4-21-25) 4th
- 4-12-25 Jr. Golf Academy, Fish Fry, HEParks Day, Senior Scramble, Toptracer Range
- 4-13-25 TaylorMade Fitting Experience (4-21-25) 5th
- 4-15-25 Jr. Golf Academy, Fish Fry, HEParks Day, Senior Scramble, Toptracer Range
- 4-15-25 TaylorMade Fitting Experience (4-21-25) 6th

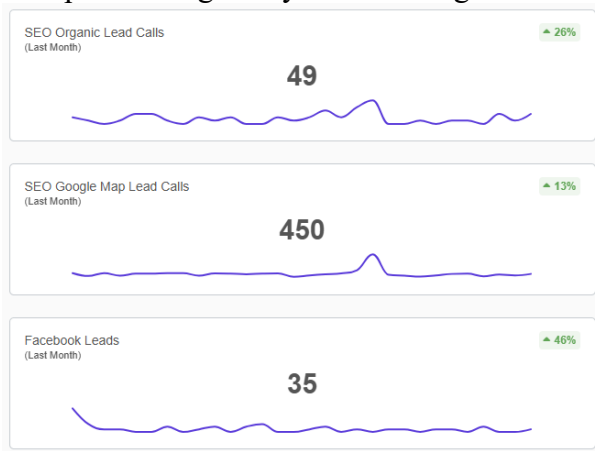
- 4-19-25 Jr. Golf Academy, Fish Fry, HEParks Day, Senior Scramble, TTR, Dumler Lessons
- 4-21-25 HEParks Day
- 4-23-25 Jr. Golf Academy, Fish Fry, HEParks Day, Senior Scramble, TTR, Dumler Lessons
- 4-24-25 TTR Range Monday League #2
- 4-26-25 HEParks Day & TTR Range Monday League #2

## THE CLUB

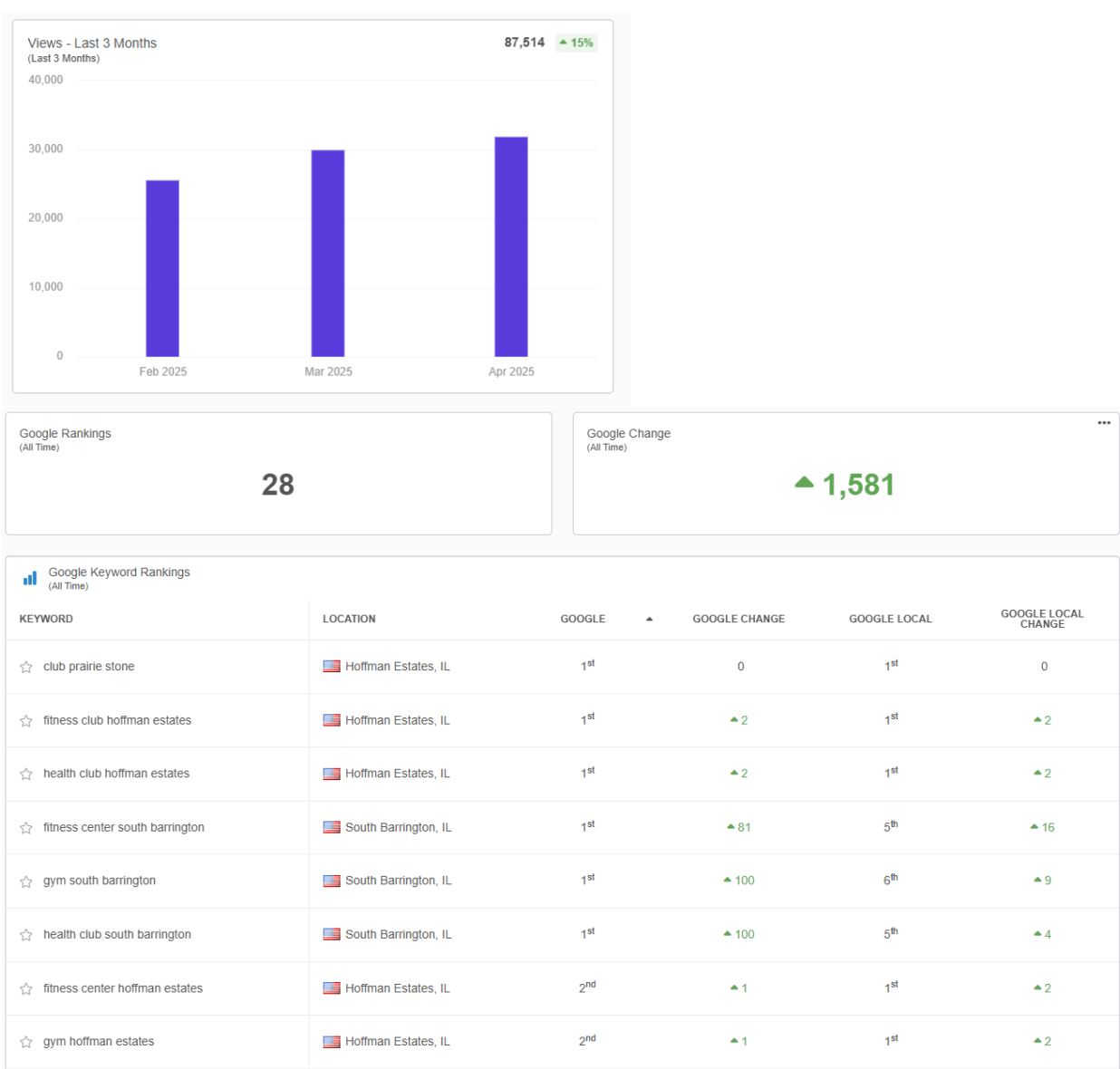
- Created marketing collateral for promotions, pop-up classes, etc.



- Created new business cards for general Club Rentals
- Designed and updated event pages for summer Fitness & Fun at the Hideaway and Pop Up Fitness in the Park dates
- Digital Marketing Analytics: SEO, Google Map and FB lead calls are up; overall website views are up and Google Keyword ranking made a huge jump (ranking 1<sup>st</sup>/2<sup>nd</sup> in a variety of keywords)







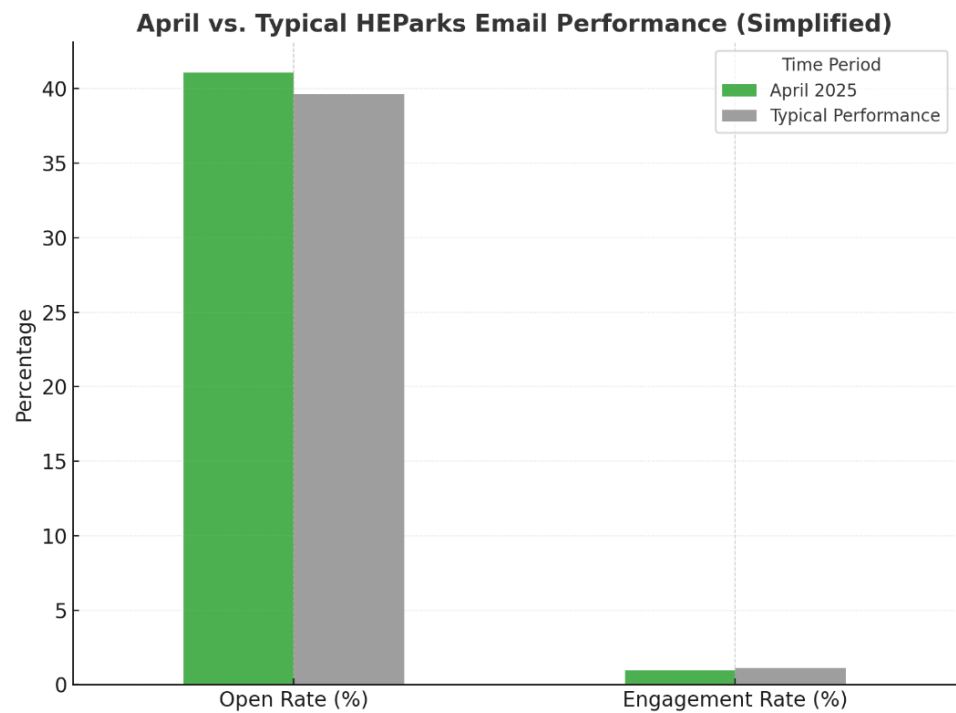
## OTHER

- Attended community events to promote park district programs and events

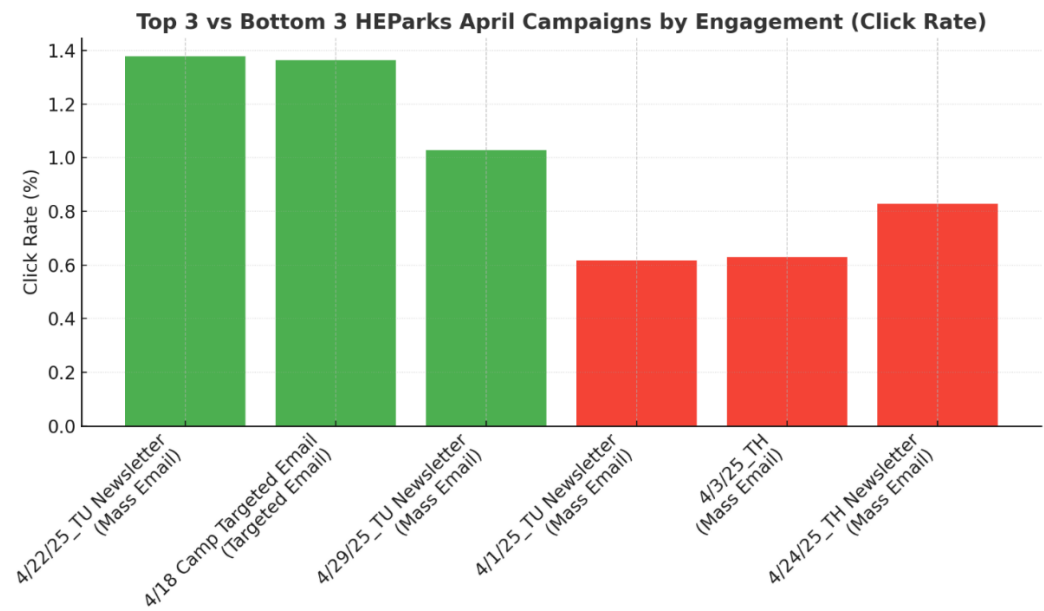
### April C&M Production Metrics

- 10 Integrated Campaigns: Flag Football, Softball League, Kids to Parks Day, Continued VolleyKidz, Bingo Activation for May, Continued Foundation Days, Seascape Membership (phase 2), Fun Days in Park Events, Continued Egg Hunt and Kite Day Campaigns
- 107 C&M production tasks with 138 production sub-tasks (a substantial increase in production from March because of an abundance of non-campaign marketing requests like facility signage, senior programming collateral, and community outreach fairs that required language translated collateral.)

April Email Performance Metrics:



11 email blasts	April 2025	(For Comparison) A Typical Email Performance
Open Rate	41.10%	39.64%
Engagement Rate (Click Rate)	0.96%	1.12%



## April Social Media Performance Metrics:

Total social media activity across Facebook, Instagram, LinkedIn, & Twitter = 134 posts, reels, and stories (content down by 13% from March)

Metric	Facebook	Instagram
Reach	10.3k ↓76.1%	1.7k ↓48.2%
Views	61.5k ↓52.9%	17.2k ↓8.6%
Content Interactions	255 ↓78.2%	219 ↓62.4%
Link Clicks	234 ↓48.9%	0 ↓100%
Profile/Page Visits	2.3k ↑10.4%	406 ↑73.5%
New Followers	31 ↓8.8%	43 ↑19.4%

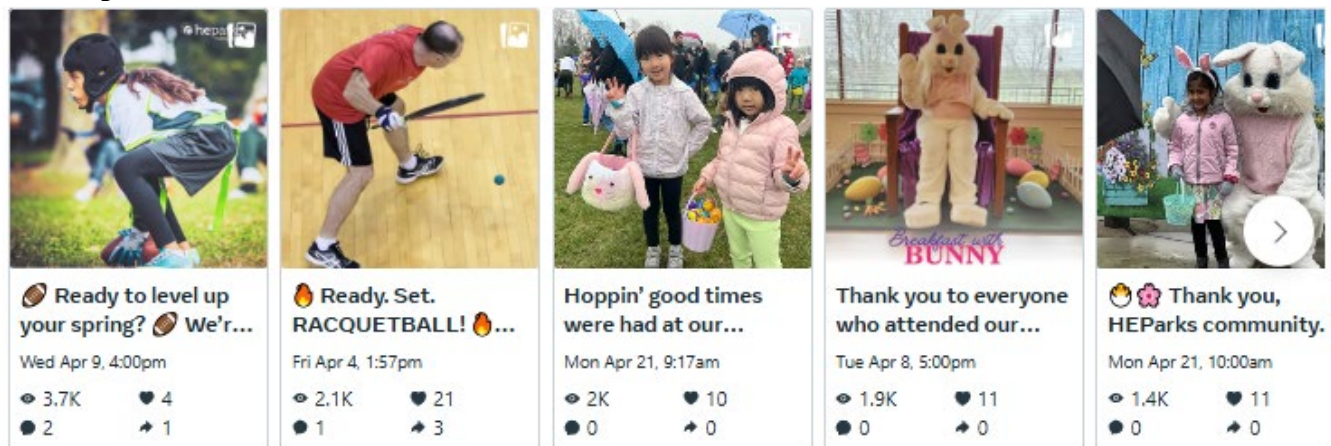
### Facebook April Insight:

In April, we tested a more intentional approach to content, reducing post frequency and refocusing on message clarity and relevance. While total views and reach declined compared to March's high-volume output, page visits increased 10.4%, and link clicks remained solid at 234. This suggests that users are more meaningfully engaging with content when it's more thoughtfully curated, not simply more frequent.

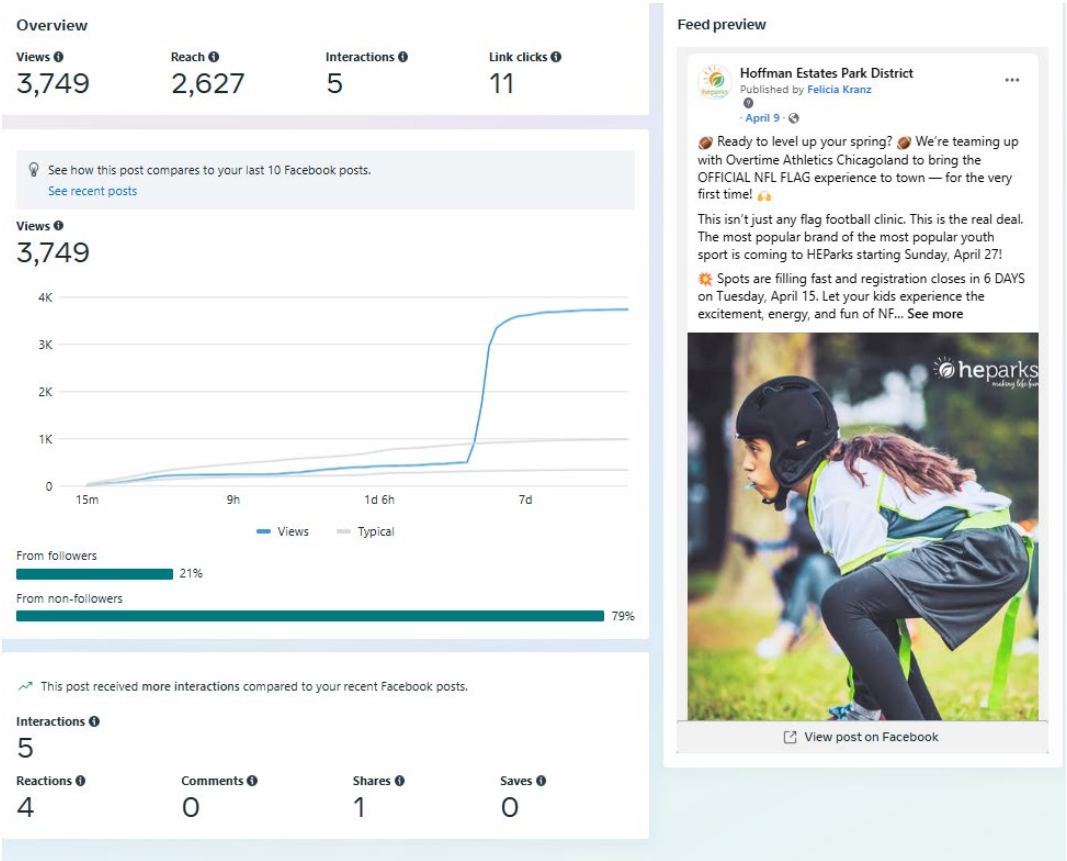
### Instagram April Insight:

Following a strategic shift toward quality-over-quantity, we reduced daily posting and re-aligned our brand voice to better reflect our audience's values. As a result, follower growth rose 19.4%, and profile visits surged 73.5%. The data suggests clear signs that content is connecting. While total interactions dipped from March's volume-heavy approach, the return to organic follower and interest growth reinforces that content quality and tone now matter more than post count.

## The Top Posts



The Top Organic Post in April



Feed preview

Hoffman Estates Park District

Published by Felicia Kranz

April 9

Ready to level up your spring? We're teaming up with Overtime Athletics Chicagoland to bring the OFFICIAL NFL FLAG experience to town — for the very first time! This isn't just any flag football clinic. This is the real deal. The most popular brand of the most popular youth sport is coming to HEParks starting Sunday, April 27! Spots are filling fast and registration closes in 6 DAYS on Tuesday, April 15. Let your kids experience the excitement, energy, and fun of NF... See more

A photograph of a young child wearing a black helmet and a white jersey with green accents, crouching in a ready position on a grassy field. The 'heparks' logo is visible in the top right corner of the image.

View post on Facebook

April Website Performance Metrics:  
Snapshot

Active users	New users	Average Engagement Time
19K	17K	2m 42s

Where do ALL users Come From?



Sessions by  
Session primary ch...  
SESSION PRIMARY ...  
SESSIONS

Organic Search	32K
Direct	13K
Referral	5.3K
Email	3.9K
Organic Social	583
Unassigned	218
Organic Shopping	2

## Where do Active users Come From?

Last Page Before Website	Active Users (% of total for April)	Engagement Rate
google	10,307 (53.44%)	45.28%
(not set- we don't know)	6,049 (31.36%)	38.08%
Newsletter	1,578 (8.18%)	40.74%
player.flipsnack.com	90 (0.47%)	24.01%
heparkswolfpack.org	68 (0.35%)	11.99%
theclubps.com	248 (1.29%)	37.77%
bing	435 (2.26%)	59.17%
golfgenius.com	99 (0.51%)	24.90%
yahoo	154 (0.8%)	64.21%
m.facebook.com		51.26%

## Top Search Words that Brought them to the Website:

Organic Google Search c... ▼  

by Organic Google Sea...

ORGANIC GOOGLE ...	ORGANIC GOO...
hoffman estates par...	2.5K
easter egg hunt near ...	464
egg hunt near me	436
heparks	293
hoffman estates eas...	115
seascape	115
hoffman estates egg...	109

## Top Website Pages Visited:

/event/easter-egg-hunt/	62K
heparks.org/	32K

## Pages and screens: Page title and screen class



Custo

it rows

Search...

Rows per page









Page title and screen class +		↓ Views	Active users	Views per active user	Average engagement time per active user
Total		158,797 100% of total	19,959 100% of total	7.96 Avg 0%	3m 18s Avg 0%
1	Hoffman Estates WebTrac - Splash	36,749 (23.14%)	3,961 (19.85%)	9.28	27s
2	Hoffman Estates WebTrac - WebTrac Activity Search	36,417 (22.93%)	7,395 (37.05%)	4.92	2m 51s
3	Hoffman Estates Park District - Gold medal awarded parks, programs, and facilities	11,388 (7.17%)	5,860 (29.36%)	1.94	29s
4	Hoffman Estates WebTrac - Login	7,113 (4.48%)	2,549 (12.77%)	2.79	5m 07s
5	Hoffman Estates WebTrac	5,514 (3.47%)	1,968 (9.86%)	2.80	26s
6	Hoffman Estates WebTrac - Shopping Cart	4,259 (2.68%)	1,818 (9.11%)	2.34	39s
7	Hoffman Estates WebTrac - Checkout	2,694 (1.7%)	1,511 (7.57%)	1.78	1m 35s
8	Explore Programs - Hoffman Estates Park District	2,106 (1.33%)	1,370 (6.86%)	1.54	27s
9	Hoffman Estates WebTrac - Checkout Confirmation	2,067 (1.3%)	1,407 (7.05%)	1.47	32s
10	Hoffman Estates WebTrac - WebTrac Membership Search	1,826 (1.15%)	947 (4.74%)	1.93	47s

## Terms how we are found on Google Search in April

### Top search queries for your site

	Clicks	Impressions
1. <a href="#">hoffman estates park district</a>	2,773	3,695
2. <a href="#">heparks</a>	363	457
3. <a href="#">he parks</a>	97	117
4. <a href="#">hoffman park district</a>	97	156
5. <a href="#">hoffman estates park district jobs</a>	88	155
6. <a href="#">triphahn center</a>	86	739
7. <a href="#">hepd</a>	66	1,063
8. <a href="#">hoffman estates summer camp</a>	66	83
9. <a href="#">hepark</a>	64	100
10. <a href="#">hoffman estates park district summer camp</a>	59	76

## Landing Pages from Google Search in April

Google organic search traffic: Landing page + query string   									
Custom Mar 1 - Mar 31, 2025     									
Landing page + query string	↓	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Active users	Engaged sessions	Engagement rate	Average engagement time per active user
Total		13,549 100% of total	458,639 100% of total	2.95% Avg 0%	19.73 100% of total	8,756 100% of total	12,707 100% of total	44.13% Avg 0%	3m 42s Avg 0%
/		3,984 (29.4%)	34,769 (7.58%)	11.46%	9.83 (49.84%)	3,534 (40.36%)	4,597 (36.18%)	90.21%	4m 33s
/camp/		432 (3.19%)	4,012 (0.87%)	10.77%	24.24 (122.84%)	318 (3.63%)	363 (2.86%)	80.31%	4m 46s
/parks-facilities/triphahn-center/		335 (2.47%)	6,333 (1.38%)	5.29%	10.10 (51.18%)	236 (2.7%)	230 (1.81%)	77.18%	2m 26s
/wp-content/uploads/2019/08/i-SWOT-Analysis.pdf		307 (2.27%)	16,824 (3.67%)	1.82%	22.64 (114.73%)	0 (0%)	0 (0%)	0%	0s
/general-information/jobs-2/		292 (2.16%)	3,051 (0.67%)	9.57%	9.13 (46.29%)	216 (2.47%)	111 (0.87%)	41.42%	20s
/ice-arena/public-skate/		287 (2.12%)	4,989 (1.09%)	5.75%	23.42 (118.72%)	198 (2.26%)	217 (1.71%)	87.85%	1m 42s
/event/easter-egg-hunt/		265 (1.96%)	3,813 (0.83%)	6.95%	13.79 (69.91%)	226 (2.58%)	189 (1.49%)	63%	1m 45s
/general-information/program_guide/		261 (1.93%)	10,653 (2.32%)	2.45%	5.24 (26.53%)	210 (2.4%)	204 (1.61%)	82.59%	3m 27s
/ice-arena/		254 (1.87%)	8,616 (1.88%)	2.95%	14.13 (71.63%)	157 (1.79%)	166 (1.31%)	89.73%	1m 56s
/parks-facilities/seascape/		241 (1.78%)	6,114 (1.33%)	3.94%	22.83 (115.71%)	174 (1.99%)	153 (1.2%)	64.02%	1m 30s