

**AGENDA**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**TUESDAY, JUNE 17, 2025**  
**7:15 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA  
*Motion to approve the agenda as presented.*
3. APPROVAL OF COMMITTEE MINUTES
  - May 20, 2025  
*Motion to approve the minutes from May 20, 2025 as presented.*
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Fitness Equipment & Flooring Purchase for Willow Renovation / M25-059  
*Motion to recommend to the full board the approval of the purchase of fitness equipment for a total of \$75,085 from Direct Fitness Solutions through the Sourcewell Contract #052324PCR, and the purchase of sports flooring and turf for a total of \$10,695.61 from Direct Fitness Solutions through the OMNIA Contract #08-18, for a grand total of \$85,780.61.*
  - B. Recreation Board Report / M25-060  
*Motion to recommend the June Recreation Board Report be included in the June Executive Director's Report.*
  - C. Facilities and Marketing Board Report / M25-061  
*Motion to recommend the June Facilities and Marketing Board Report be included in the June Executive Director's Report.*
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT  
*Motion to adjourn the meeting.*

**\*NOTE\* - The July Rec & Facilities meeting is canceled due to lack of new business.  
The next B&G meeting will be Tuesday, August 19.**

**MINUTES**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**May 20, 2025**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on May 20, 2025, at 7:19 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman MacGregor, Commissioner Dressler, Comm Reps Beranek and Kulkarni

Absent: Comm Reps Bettencourt, Henderson, 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, McGinn, and Friedman

**2. Approval of Agenda:**

Commissioner Dressler made a motion, seconded by Comm Rep Kulkarni, to approve the agenda as presented. The motion carried by voice vote.

**3. Approval of the Minutes:**

Commissioner Dressler made a motion, seconded by Comm Rep Kulkarni, to approve the minutes of the April 15, 2025, meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

A. Longevity Recognition of Community Representatives

Commissioner MacGregor recognized the following Community Representatives for their years of service: Mandar Kulkarni (6 years); Pearl Henderson (10 years); and Chad Bettencourt (10 years).

Executive Director Talsma recognized Commissioner Dressler for her contributions in getting the Chino Gardens years ago. She received the plaque that used to be at the park before the fire station was built there.

B. Willow Gymnastics Tumbl Trak Equipment Purchase / M25-049

Commissioner Dressler made a motion, seconded by Comm Rep Kulkarni to recommend to the full board the approval to purchase gymnastics equipment from Tumbl Trak for a total of \$27,174.33.

Deputy Director Bechtold said this is the equipment needed to outfit the mini gym once renovated at Willow Rec Center in the fall. Some smaller items will be moved over from Vogeley. This purchase will add equipment and a colorful design.

The motion carried by voice vote.

C. Willow Gymnastics Tumbl Trak Flooring Purchase / M25-050

Commissioner Dressler made a motion, seconded by Comm Rep Kulkarni to recommend to the full board the approval to purchase gymnastics flooring and mats from Tumbl Trak for a total of \$29,331.25.

The motion carried by voice vote.

D. Recreation Board Report / M25-055

Commissioner Dressler made a motion, seconded by Comm Rep Kulkarni, to forward the Recreation Board Report to be included in the May Executive Director's Report.

Executive Director Talsma noted that we are monitoring the weather and may postpone the opening of Seascope until late next week due to the low temperatures. Splash pads are already open as an option.

Executive Director Talsma discussed the north side desk and entrance at the Triphahn Center. For safety and efficiency, we are looking at having the doors unlocked from 8:30 a.m. to 5:00 p.m. except during basketball in the winter (5 to 9pm) or if we have a large rental. Otherwise, it is safer to keep those doors locked after 5:00 p.m. When unlocked, we will have the desk staffed.

Additionally, Executive Director Talsma stated that the district will establish service desk hours of 8am to 7pm on weekdays, and 8 to 5 on weekends. Someone will be in the building, but not necessarily be taking registrations or other transactions outside of these hours.

Director Sweeney highlighted the following information from the Rec division:

- Preschool graduation took place last week.
- The dance recital is coming up at the end of May.
- Kids to Parks Day went well despite the windy weather.
- We are monitoring the weather for Seascope.

- Summer staff training has been taking place last week and this week.
- We are still taking camp registration and selling Seascape passes.

President Chhatwani asked about the early and late camp hours and pick-up/drop-off. Executive Director Talsma said we will train parents to pick up and drop off at the main entrance.

Comm Rep Dowling asked when swimming lessons begin. Director Sweeney said they begin the week of June 2.

Executive Director Talsma said that the lap lane reservation system at The Club is being monitored, and there is a system in place for no shows.

The motion carried by voice vote.

E. Facilities and Marketing Board Report / M25-047

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

Deputy Director Bechtold highlighted the following:

- A couple of events have been held in the Beer Garden so far.
- The golf course has been busy when the weather cooperates. We are down from 2024 due to the weather (last year's weather was exceptionally nice early in the year).
- The Club keeps increasing in membership. Word of mouth is the best advertising. We are back up to pre-Covid and pre-renovation numbers.
- Ice hockey numbers were good for spring, with a shift to more skills classes and an increase in the younger ages.
- Marketing has been working hard for the entire district. Their hard work is paying off with good results.

Commissioner Friedman asked about Renew memberships through United Healthcare. Deputy Director Bechtold said we are paid per visit for these members, so we want them to come.

Executive Director Talsma added that the younger ages in hockey are good for growth, and we have many tournaments booked to bring in revenue. We are also booking baseball tournaments.

Commissioner McGinn asked if the Wolves are still leaving at the end of May. Executive Director Talsma said there is a small chance they will return here to practice, but we will still be taking back the administrative space, and we will recapture one billboard sign from our original agreement which will bring in advertising revenue.

Commissioner Evans asked if the billboards were static. Executive Director Talsma said yes, they are not digital, and the skin beneath is advertising The Club or Bridges.

The motion carried by voice vote.

**7. Committee Member Comments:**

Commissioner Dressler thanked Superintendent Flynn for the calendar invites. She saw the new village signs up by Route 59 and is excited to see how we will utilize that. She mentioned that the Schaumburg seniors' group is taking trips. Executive Director Talsma said this is more of a service and is not revenue-generating. We do offer trips closer to home. Finally, she stated that the Foundation is going to receive a \$4,000 donation from the Rotary Club.

Comm Rep Beranek said she attended Kite Day, which was very fun, and she enjoyed the ribbon cutting at Moon Lake.

Comm Rep Kulkarni thanked everyone for having him as a Community Representative for six years.

Commissioner MacGregor enjoyed the new park opening. Staff did a great job putting the event together; it was pure joy watching the kids swarm the playground.

**8. Adjournment:**

Comm Rep Beranek made a motion, seconded by Comm Rep Kulkarni to adjourn the meeting at 7:57 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Cindy Flynn  
Executive Assistant

## MEMORANDUM M25-059

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Deputy Director  
Jennifer Sweeney, Director of Recreation  
**RE:** Fitness Equipment & Flooring Purchase for Willow Renovation  
**DATE:** June 17, 2025

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### **Motion:**

Recommend to the full board the approval of the purchase of fitness equipment for a total of \$75,085 from Direct Fitness Solutions through the Sourcewell Contract #052324PCR, and the purchase of sports flooring and turf for a total of \$10,695.61 from Direct Fitness Solutions through the OMNIA Contract #08-18, for a grand total of \$85,780.61.

### **Background:**

As part of the 2025 capital budget, the board approved \$450,000 for the Willow Renovation project. Of this amount, \$80,000 was allocated for fitness equipment and \$15,000 for fitness flooring.

Expanding the fitness offerings available to our members is an integral part of this renovation. The current fitness center is approximately 900 square feet and includes a variety of both cardio and strength training equipment.

To further enhance the fitness experience at the Willow location and to support membership growth, we will be converting one racquetball court into an additional workout space. This conversion will add an additional 840 square feet to our fitness area, significantly increasing the available space and variety of equipment for all members.

### **Rationale:**

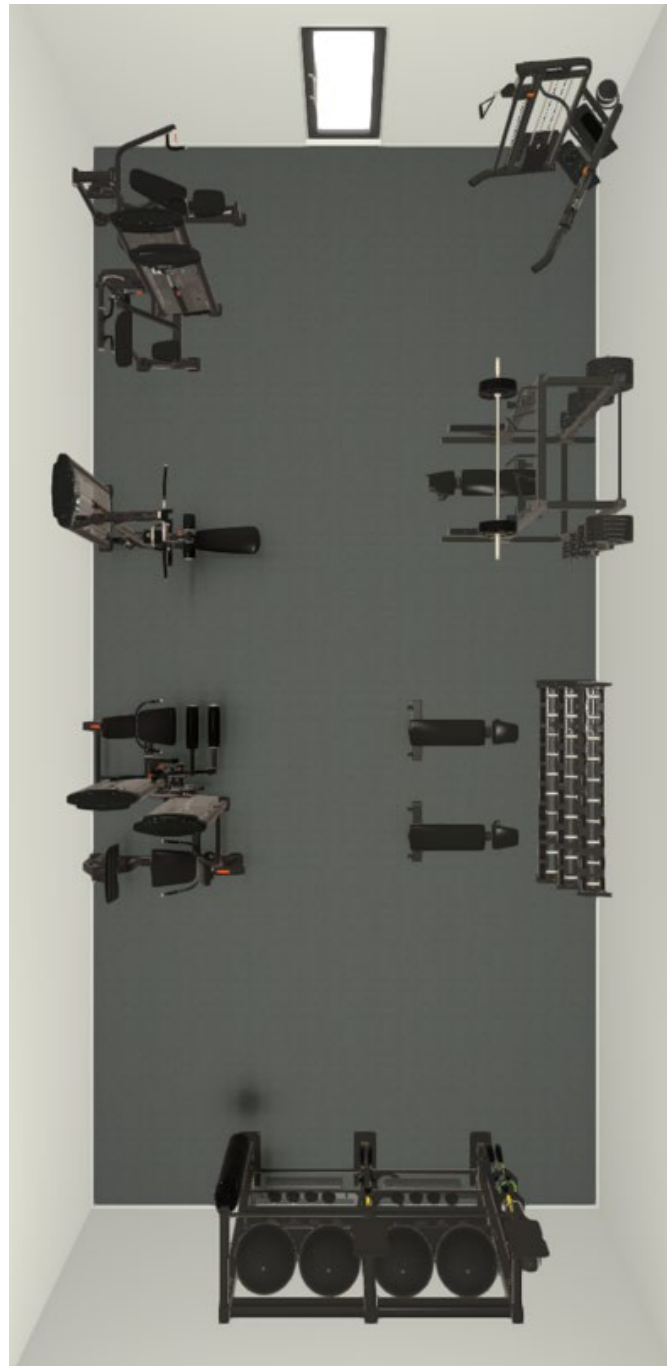
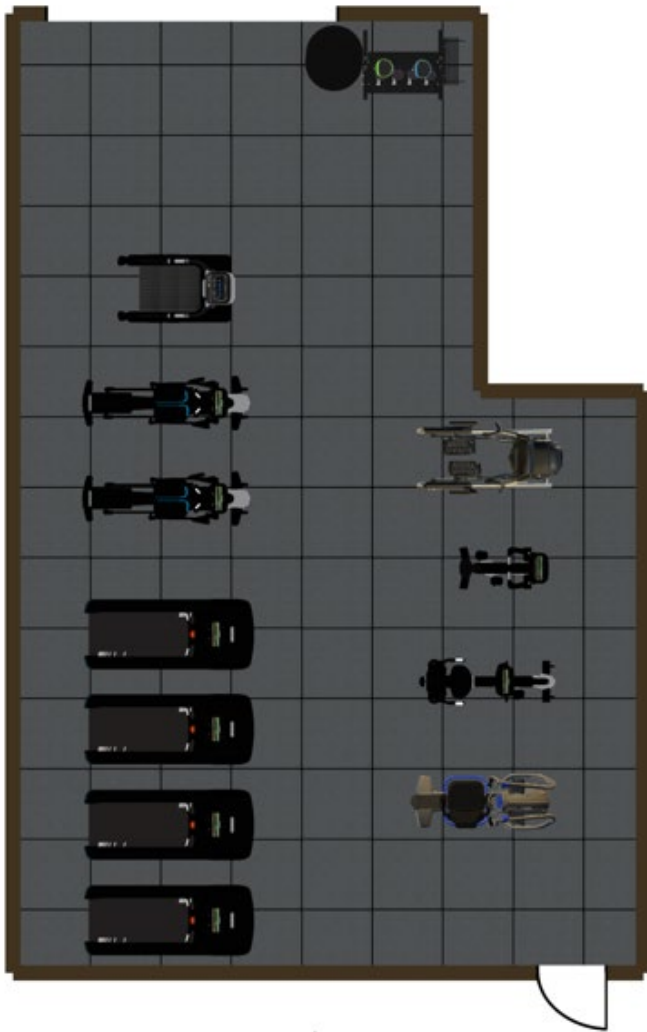
With the availability of additional space, we are excited to expand and reconfigure the fitness area into two distinct workout zones. The existing fitness room will be transformed into a dedicated cardio studio, equipped with a NuStep, StairMaster, four treadmills, two ellipticals, a recumbent bike, and an upright bike. By consolidating all cardio equipment into one focused area, we will create a more efficient and accessible training environment for members.

This shift allows us to convert the former racquetball court into a strength training room. This new space will feature six Precor Selectorized strength units, each designed to target specific muscle groups. These machines include instructional placards, adjustable settings for a custom fit, and durable construction to support high-volume use.

The strength room will also be equipped with a TAG Free-Standing Double Fitness Bay—a space-saving, multi-user training station ideal for functional fitness. It supports a wide range of exercises such as pull-ups, resistance work, and suspension training, and its modular design allows for various attachments and add-ons.

To complete the space, we will be adding a new set of dumbbells, fitness accessories, along with our existing functional trainer, multiple adjustable benches, and the TAG platform weight bench. Together, these upgrades will provide a well-rounded, modern fitness experience tailored to a variety of workout styles and fitness levels.

Below you will find a concept drawing of both areas:



Staff has worked with Direct Fitness Solutions to secure Sourcewell State Contract pricing, ensuring we maximize our overall budget. A summary of the purchase is listed below and complete purchase description has been attached.

**Strength Pieces & Accessories**

	Qty	Price	Total
TRX Suspension Trainer	2	\$185.00	\$370.00
Power Systems Bands & Loops Assorted		\$255.60	\$255.60
Tag Fitness Mats	10	\$35.00	\$350.00
Tag Fitness Plyo Box Set	2	\$305.00	\$610.00
Power Systems Jump Ropes Assorted		\$84.00	\$84.00
Tag Fitness Battle Rope	1	\$175.00	\$175.00
BOSU Balance Trainer	2	\$155.00	\$310.00
Tag Fitness Xertone Band Sets	3	\$77.70	\$155.40
Precore Vitality Pulldown/Row	1	\$2,875.00	\$2,875.00
Precore Vitality Leg Extension/Curl	1	\$2,955.00	\$2,955.00
Precore Vitality Leg Press/Calf Extension	1	\$3,190.00	\$3,190.00
Precore Vitality Multi Press	1	\$2,995.00	\$2,955.00
Precore Vitality Bicep/Tricep	1	\$2,875.00	\$2,875.00
Precore Vitality Abdominal/Back Extension	1	\$2,995.00	\$2,995.00
Tag Fitness Dumbbell Rack	1	\$845.00	\$845.00
Tag Fee Standing Fitness Bay	1	\$4,750.00	\$4,750.00
Tag Dumbbell Sets 15 Pairs	1	\$2,145.00	\$2,145.00
Tag Dumbbell Set 8 Pairs	1	\$335.00	\$335.00
Tag Multi Angle Bench	3	\$455.00	\$1,365.00
Tag Wall Ball Storage Bay	1	\$205.00	\$205.00
Tag Heavy Bag	1	\$125.00	\$125.00
Tag Wall Ball Set	1	\$855.00	\$855.00
Kettle Ball Set	1	\$840.00	\$840.00
Mirrors	5	\$750.00	\$3,750.00

**Cardio Equipment**

	Qty	Price	Total
NUStep Cross Trainer	1	\$4,295.00	\$4,295.00
StairMaster Stepmill	1	\$4,395.00	\$4,395.00
Precor Treadmill	4	\$3,500.00	\$14,000.00
Precor Elliptical	2	\$3,500.00	\$7,000.00
Precor Recumbent Bike	1	\$1,400.00	\$1,400.00
Precor Upright Bike	1	\$1,400.00	\$1,400.00

Total Equipment Contracted Sales Price:	\$67,860.00
Product Installation:	\$4,000.00
Freight	\$3,225.00
Total Price:	<b>\$75,085.00</b>

**Flooring**

	Qty	Price	Total
8mm Ecore Flooring	1,048SF	\$3.15	\$2,986.80
Ecore 4 Gallon Glue	4	\$271.46	\$1,020.00
Performance Rally Tile	840SF	\$5.78	\$4,855.20

Total Flooring Contracted Sales Price: \$ 8,862.00

Freight: \$ 1,833.61

Product Install: Installed by Parks Department

Total Price: **\$10,695.61**

**Direct Fitness Solutions Total Equipment and Flooring Purchase Amount \$85,780.61.**

## MEMORANDUM M25-060

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
Jennifer Sweeney, Director of Recreation  
**RE:** Recreation Board Report  
**DATE:** June 17, 2025

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### **Motion:**

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

### **Recreation Division.**

- The Twirling Twisters Baton group were featured on the WGN morning news "Around Town" segment on May 27, filmed at Willow Recreation Center.
- Seascape opened for the season on Thursday May 29.
- Camp starts on June 2 and runs through August 8 and across all 10 weeks there are 3476 registrations for weekly days camps for children 4-14 years old.
- The Spring Dance recital, "GEMS," was held May 30 to June 1 at Hoffman Estates High School. Four shows were offered with a full audience.

### **Early Childhood**

- Threeschool and 2's Playschool at WRC is not offered for the fall due to the construction that will be taking place in the building. Staff plans to begin advertising in the fall for a January start for these two programs.

25-26 WRC Preschool		25-26 TC Preschool	
Threeschool	NA	Threeschool	6
2's Playschool	NA	2's Playschool	4
3's & 4's	36	3's & 4's	51
<b>Total</b>	<b>36</b>	<b>Total</b>	<b>61</b>

### **School-Age STAR/Summer Camp**

#### **STAR**

- The 2024/2025 STAR program for District 54 students ended on May 29, and District 15 will end June 12.
- STAR Enrollment has begun for the 2025-2026 school year and through 5/31 there are 382 enrollments. Last year at this time, we had 292 enrolled for the upcoming school year.

<b>District 54</b>	Before 3 days	After3 days	Before5 days	After5 days	<b>24/25 Enrollment (entire year)</b>	<b>25/26 Enrollment (thru 5/31)</b>
Armstrong	6	9	17	25	<b>57</b>	<b>42</b>
Fairview	2	17	8	15	<b>42</b>	<b>33</b>
Lakeview	3	7	8	19	<b>37</b>	<b>20</b>
MacArthur	1	11	34	46	<b>92</b>	<b>92</b>
Muir	1	8	16	22	<b>47</b>	<b>21</b>
Lincoln Prairie	4	9	18	13	<b>44</b>	<b>59</b>
<b>District 15</b>						
Whiteley	7	14	25	63	<b>109</b>	<b>115</b>
<b>Total</b>	<b>24</b>	<b>75</b>	<b>126</b>	<b>203</b>	<b>428</b>	<b>382</b>

### **Summer Camp 2025**

- To date, summer camp enrollment is at 3,468 across all 10 weeks, compared to 3,139 at this time last year. We expect nominal additional registrations over the course of the summer.
- Splash & Explore Camps are new this year, offered to younger children as an option to the ELC program closing.

<b>Weekly Summer Camp</b>	<b>Enrollment across 10 weeks</b>
Splash & Explore-WRC	339
Splash & Explore-TC	256
Splash & Explore Early Arrival (WRC & TC)	88
Splash & Explore Late Stay (WRC & TC)	240
Camp Hoffman 5-day South	181
Camp Hoffman 3 day	255
Camp Hoffman 5-day North	294
Teen	202
Sports	275
STEAM	306
Arts in the Parks	117
Adventure	102
Early Arrival	381
Late Stay	432
<b>Total</b>	<b>3,468</b>

- Preschool/Kinder Camps are offered in four two-week sessions. Through 5/31, we have 224 enrollments, compared to 192 for these same programs last year at this time.

<b>Preschool/Kinder Camps</b>	<b>Session 1</b>	<b>Session 2</b>	<b>Session 3</b>	<b>Session 4</b>
Pre Camp 3-day TC	11	11	8	6
Pre Camp 2-day TC	6	9	3	2
Pre Camp 2-day WRC	14	15	10	9
KinderCamp TC	11	14	6	9
KinderCamp WRC	-	10	14	10
Ready For Kindergarten	9	14	14	9
<b>Total</b>	<b>51</b>	<b>73</b>	<b>55</b>	<b>45</b>

## Dance/Baton

- 23 Private Lessons took place in May.
- Summer classes start the week of June 9 and Star Dance Company Auditions take place mid-June.
- The spring dance recital, “GEMS”, took place May 31-June 1, where 28 classes performed 71 dance numbers. A total of 1,240 tickets were sold across the two-day event (four shows).

<b>Dance Activity</b>	<b>Recital 2024 (Classes offered)</b>	<b>Recital 2025 (Classes offered)</b>	<b>Spring 2024</b>	<b>Spring 2025</b>
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
<b>Total</b>	<b>24</b>	<b>28</b>	<b>217</b>	<b>258</b>

\*(Session runs January-May)

## Athletics

- While participant interests are changing and new programs are being offered, youth athletic programs are performing at a similar level to last year.

Youth Sports Activity	Spring 2024	Spring 2025
Shotokan Karate	136	143
Tae Kwon Do	35	17
Gymnastics	132	112
Bear Fundamentals Basketball Clinics	79	45
Sports Kids Classes	49	72
VolleyKidz	N/A	23
Overtime Athletics Flag Football Clinic	N/A	16
<b>Total</b>	<b>431</b>	<b>428</b>

- Baseball numbers are lower, as interest in the sport at the recreation level are decreasing both regionally and nationally. However, our field rentals are benefitting from this shift.

Baseball Activity	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>

- Staff has been working hard at organizing and advertising an adult men's basketball league to bring this program back. The spring league has four teams registered.

Adult Sports Activity	Spring 2024	Spring 2025
Adult Men's Basketball League (Teams)	N/A	4
Pickleball League (Teams)	18	23

## 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 was booked every weekday in May for cricket league games and practices.
- A large-scale cricket tournament was held on Memorial Day weekend at Canterbury Park.

- Seminole Sports rented Cannon Crossings for weekend tournaments (May 2-4; May 31-June 1) for an approximate revenue of \$7,000 in the month of May.
- Game Time rented Cannon Crossing for three weekend tournaments (May 9-11, May 16-18, and June 20-22). The two tournaments held in May brought in approximately \$9,500 in revenue, (the numbers for the Game Time tournament in June are TBD).
- The increase in tournament revenue at Cannon Crossing was a priority this year to help offset the decrease in revenue from the baseball program.

## Aquatics

### Swim Lessons:

Summer outdoor swimming lessons begin on June 9, and indoor lessons on June 10.

### Seascope

The numbers below reflect the year-over-year comparison in pass sales and tent rentals through May.

<b>Seascope Memberships</b>	<b>2024</b>	<b>2025</b>
Membership	423	422
Sr Membership (62+)	25	54
<b>Total</b>	<b>448</b>	<b>476</b>

<b>Seascope Tent Rentals</b>	<b>2024</b>	<b>2025</b>
<b>Total</b>	<b>13</b>	<b>22</b>

## Adults & 50+

<b>50+ Events</b>	<b><u>Date</u></b>	<b><u>Enrolled</u></b>
Seniors out Socializing Early Bird- Sweet Basil Cafe	5/7	17
Sanfilippo Estate Tour & Lunch @ Pinstripes	5/9	9
Pub Trivia	5/21	22
Seniors out Socializing- Lunch Yu's Mandarin	5/23	11
Birthday Lunch	5/30	12

<b>50+ Group Exercise</b>	<b>2024</b>	<b>2025</b>
Tai Chi (Daytime)	8	4
Basic Exercise	32	29

A total of 68 Summer 50+ Pickleball Program passes have been sold.

## Special Events/Outreach

The Moon Lake Park Ribbon Cutting was a success on May 17. It was an enjoyable day with hundreds attending, including Representative Fred Crespo, Mayor McLeod and Village Trustees.

Kids to Park Day had over 500 attendees throughout the day on May 17 at Fabbri Park. An inflatable obstacle course and a ladybug bouncy house were provided. Entertainers were Head Spin Guy and our very own Twirling Twisters Baton group, plus sponsor tables, yard games, selfie station and crafts. Staff were excited to have many volunteers from a local church, and the park district was proud to receive a Kids to Parks Day Proclamation from Mayor McLeod.

Summer Sounds on the Green began Thursday, June 5 and will continue every Thursday through August 14. Freezy Fridays with the Police Department and Fun Day in the Park Concerts begin June 6.

### Upcoming Events:

- June 14: Fishing Derby with the Hoffman Estates Chamber of Commerce is at South Ridge Park, 9:00 am – 1:00 pm
- June 13: Fun Day at the Park Children's Entertainment Series-Carole Stephens, 10:00-10:45 am at Fabbri Park
- July 4-5: Fourth Fest, the District will run the Kids Zone from 12:00-7:00 pm outside at the NOW Arena.
- July 12: Unplug Day from 10:00 am-1:00 pm at South Ridge Park

### Friends of HEParks Days

- June 2: Golf Day at Bridges of Poplar Creek – this event raised a total of \$5,260, with \$3,740 from greens fees and \$1,520 from a silent auction of golf opportunities at other area park district courses.
- The next Friends of HEParks Day will be June 21: Duck Derby at Seascape.

## Recreation Facilities Memberships/Room Rentals

### Triphahn Center Fitness

	<u>05/31/2024</u>	<u>01/01/2025</u>	<u>05/31/2025</u>	<u>Var. +/-</u>
Billed Members	542	623	683	+60
Healthcare Members	72	87	<b>66</b>	-21
<b>Total</b>	<b>614</b>	<b>710</b>	<b>749</b>	<b>+39</b>

- TC had 52 new members join in the month of May.
- TC Rental Total: 94 room rentals in the month of May

**Willow Rec Center Fitness & Racquetball**

	<u>05/31/2024</u>	<u>01/01/2025</u>	<u>05/31/2025</u>	<u>Var. */-</u>
Billed Members	138	135	131	-4
Health Care Members	2	6	7	+1
Racquetball	27	20	19	-1
<b>Total</b>	<b>167</b>	<b>161</b>	<b>157</b>	<b>-4</b>

- WRC Rental Total: 25 room rentals in the month of May

**Dog Park Memberships**

	<u>05/31/2024</u>	<u>01/01/2025</u>	<u>05/31/2025</u>	<u>Var. */-</u>
<b>Total</b>	<b>540</b>	<b>453</b>	<b>418</b>	<b>-35</b>

## MEMORANDUM NO. M25-061

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Deputy Director  
**RE:** Facilities & Marketing Board Report  
**DATE:** June 17, 2025  
Bridges of Poplar Creek & The Club Board Report & Marketing

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### Motion:

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

### Bridges General Programs:

- Our 2<sup>nd</sup> Senior Scramble was on May 14 with 30 teams participating. Congratulations to the winning team of Jim Karras, Roger Bechtold, John Newcomb, and John O'Brien with the score of -17.
- The first summer Toptracer Couples league begins June 18. The league is sold out with 20 teams.
- Our next Music Night is Saturday, June 14 at 5pm. The StingRays will get the crowd dancing and singing to songs from Rockabilly – tons of sixties – to the 70's.
- Yappy Hour is back by popular demand on Saturday, June 28 from 1pm to 4pm in the Beer Garden. Come bring your special pet and enjoy the fun.

### Golf Rounds

MONTHLY ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
3,954	3,576	4,604	4,759	4,606	4,300
YTD ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
7,756	5,623	7,490	8,899	7,700	7,494

### Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2021	2022	2023	2024	2025	5 Year Average
2,902	2,083	2,861	3,524	2,870	2,848
YTD RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
6,521	3,926	5,303	7,022	5,049	5,564

## Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	4 Year Average
418	597	739	742	624
YTD TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	4 Year Average
1,174	2,147	2,770	2,579	2,168

## Food & Beverage

### May

1 dinner servicing 62 guests  
 2 golf outings servicing 290 guests  
 3 all-day meetings servicing 242 guests  
 2 breakfast meetings servicing 75 guests  
 1 shower servicing 26 guests  
 1 baptism servicing 40 guests  
 2 ceremonies and receptions servicing 218 guests  
 1 birthday servicing 60 guests

### June

1 park district dance banquet servicing 105 guests  
 8 golf outings servicing 750 guests (1 grill station only)  
 1 breakfast meeting servicing 35 guests  
 1 dinner servicing 140 guests  
 1 birthday servicing 50 guests  
 3 showers servicing 140 guests  
 1 ceremony and reception servicing 100 guests  
 1 Top Tracer party servicing 30 guests

### Golf Outings

2025: 31 Shotgun Golf Outings Contracts

2024: 36 Total Shotgun Events

### Weddings

2026

1 reception only

2025

9 ceremony and receptions. 2 cancelled.

2024

9 ceremony and receptions, 2 reception only

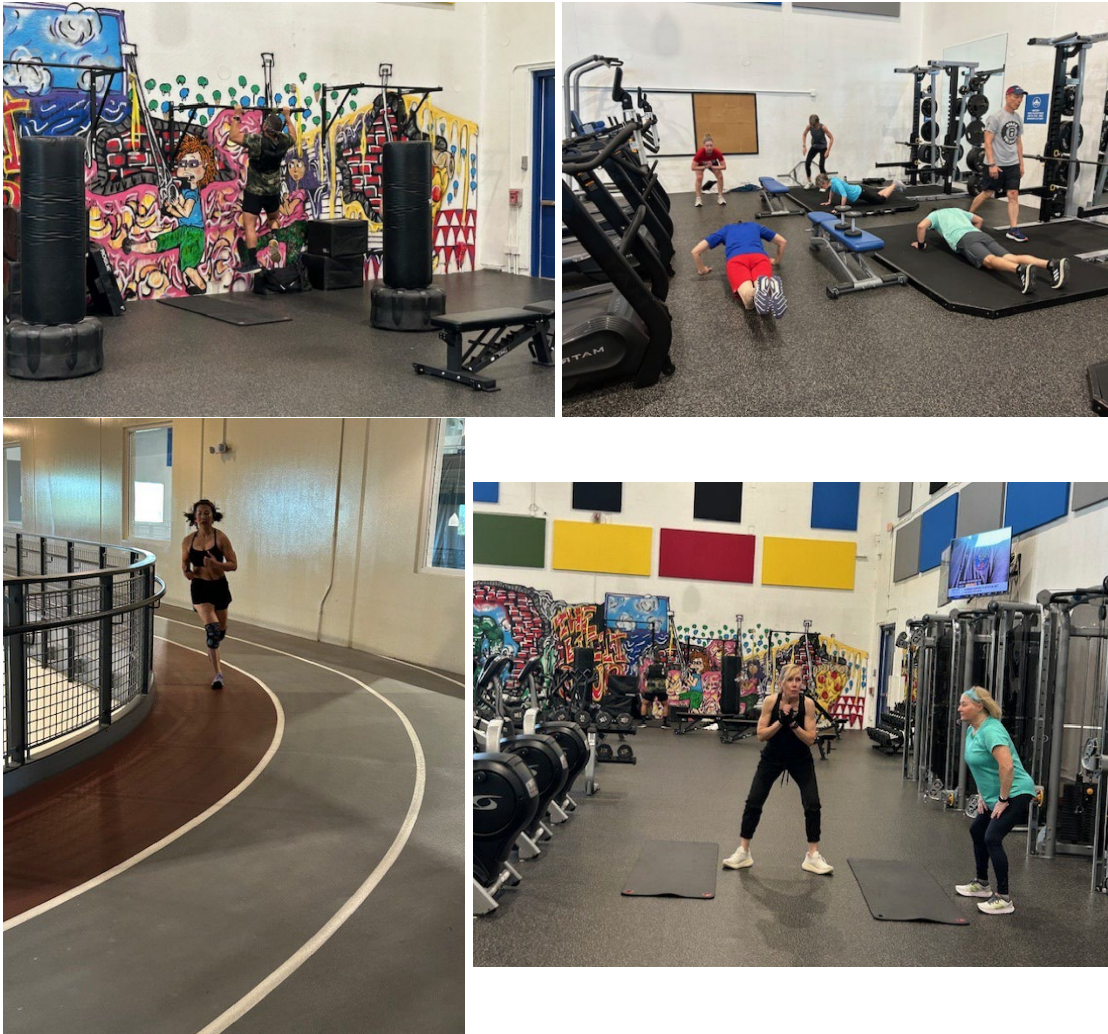


## May 2025

Membership Totals	<u>05/31/2024</u>	<u>01/01/2025</u>	<u>05/31/2025</u>	<u>Var. +/-</u>
Totals	2,815	3,020	3,262	+242

## Member Services/Sales & Fitness

- May New Member Enrollments:** The Club had another very strong enrollment month in May, enrolling 153 new members. This is yet another record-breaking month, where we have brought in more members in May 2025 than any other May in the past 15 years. We offered an enrollment offer of \$29, reduced from the published rate of \$99. We have sold 163 student summer passes so far for the season.
- Referral Program Success:** We had another successful month of member referrals, a key indicator of membership satisfaction. In May, we had 34 new members joining as the result of a referral from an existing member. Each member referring received \$25 household credit.
- United Healthcare Renew Active Program:** We had 110 Renew Active pass holders visit the Club in May, with 5 new members joining through this program in May.
- Member Engagement and Facility Usage:** April saw 2,494 unique member visits, meaning approximately 76% of our total members actively used the facility during the month. This number does not include our student summer passes, who visit frequently. So, although visits have declined slightly with our month-to-month memberships (as to be expected as the weather gets warmer) the facility has stayed very active with the students back.
- Community Outreach:** For the third year, The Club was an official host site of the Nationwide Memorial Day Weekend Murph Challenge where members and guests were invited in to participate in an organized and programmed fitness challenge honoring members of the Military. Members and guests had a great time participating together on Memorial Day at The Club.



- **Facility Rentals:** Facility rental numbers slower but steady.
  - 48 volleyball rentals
  - 16 pickleball court rentals
  - 6 pickleball group classes
  - 2 birthday parties
  - 1 basketball court rental
- **Fitness Team/Operations Team Initiatives:** May was a transition/planning month for The Club team, where we traditionally see lower usage due to our members' schedules changing due to school, summer, etc.
  - We offered several pop-up classes throughout the month of May including yoga for stress/anxiety, chair yoga, step, and weights
  - As part of our introduction to our new Bollywood! class we added to the group schedule, we offered a combination Bollywood/Zumba! Cinco de Mayo Party for our members in May.
  - Much of May was spent finalizing the plan for a busy summer of outdoor fitness events, and upcoming 5K walk/runs. Updates to these exciting events will be provided in future reports!
  - Pickleball at The Club is going strong. We will be trying some different offerings going forward, including in a women's league, a youth "mini" camp, and adding a

second night of all-level open play to our already successful open play evening, adult indoor league, group classes, and clinics.

- We received the last pieces of our large equipment order this month; two plate loaded pieces our members have been asking us to get for a while:
  - Uni-Lateral Flat Chest Press
  - Incline Lever Row Machine.

## **TC Ice Operations**

### **General**

- Hosted the MYhockey tournament 5/16-5/18 totaling 51 games; most teams came from the Midwest.
- Hosted overflow games for the TCS hockey tournament 5/31-6/1 totaling 36 games.
- Hosted 6 parties including large event for St. Thomas school totaling over 100+ kids.
- Hosting NWHL Playoffs over the span of two weekends.
- Glen Ellyn Speed Skating has started their summer practices.
- Spring programming has ended, and hockey will conclude 6/8 after playoffs are complete.

### **Figure Skating**

- Our summer session will begin the week of 6/9, and we currently have 92 skaters and counting.
- Figure skating summer camp will start the week of 6/2.
- We are preparing for the ice show week (6/7 & 6/8)
  - We have 12 group numbers being featured in the show featuring our skate schools' kids, adult skaters, and competitive kids.
  - Ordered ice show T-shirts.
- Our competitive skaters are also preparing for Excel Nationals in Colorado in July.

### **Public Skate**

- Hosted (3) Public Skate sessions totaling 126 patrons in May.
- Fall Public Skate dates are finalized, still waiting to lock in times based on other fall contractual programming.

### **Hockey**

- 12U Pee wee Prime team competed in the Windy City Spring Classic Tournament May 16-18.
- 12U, 14U and 16U/19U Wolverines teams competed in the Battle on the Border tournament in Pleasant Prairie WI. 14U and 16U/19U teams won 1<sup>st</sup> place in their divisions.
- NWHL Playoffs began 5/30 for our co-ed Wolf Pack teams.
- Summer hockey camp will start the week of 6/2

<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)	33	48
242469	Skills & Game (L3)	31	N/A
	<b>Totals</b>	<b>121</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	52	33
Practice Only	4	4
<b>Totals</b>	<b>165</b>	<b>143</b>



## **Marketing Report – May 2025**

### **BRIDGES**

In May, Bridges focused on promoting its golf-related offerings and seasonal events through a variety of marketing initiatives. Marketing collateral was created for golf outings, Toptracer Range activities, and various events, with updates made to the Events page. Promotions were developed for Cinco de Mayo, Mother’s Day, and Memorial Day. Wedding marketing continued via Facebook ads and the EverBridal platform, while the Beer Garden menu signage was refreshed to support live music promotions. A series of targeted email blasts throughout the month highlighted key programs like the Jr. Golf Academy, Senior Scramble, golf lessons, and special events including Ladies League nights and Toptracer Range competitions.

### **THE CLUB**

In May, The Club focused on enhancing its marketing presence and digital performance. Marketing collateral was developed to promote ongoing specials and pop-up fitness classes, with corresponding event pages created and regularly updated. Digital marketing efforts showed positive results, with increased SEO performance and a rise in lead calls through Google Maps. Website analytics also reflected growth, with improvements in user sessions, total users, and overall engagement time. Additionally, the Google Map Business Profile continued to show steady gains in search visibility, call volume, and click-through rates, indicating strong local SEO traction.

### **OTHER**

In May, staff actively engaged with the community to promote park district programs and events. Team members attended local community events and participated in the SLSF golf committee to support their outing at Bridges. Additionally, attendance at a chamber board meeting provided an opportunity to further promote park district initiatives and strengthen community partnerships.

## All District May C&M Production Metrics

In May, the Communications & Marketing (C&M) team led a highly active and multifaceted outreach effort, launching 8 integrated campaigns and 12 minor campaigns to promote a wide array of programs and events. Major focuses included the third phase of the Seascape Opening and Memberships campaign, Outdoor Swim Lessons, the Dolphin Derby, and ongoing promotion of Flag Football. Minor campaigns supported seasonal and league-based programs such as Adult and Youth Sports Leagues, Dance, Figure Skating, and various summer community events like Storytimes in the Park and Freezy Fridays. Two media releases were distributed to the *Daily Herald* for Kids to Parks and the Moon Lake Park Ribbon Cutting; although these weren't picked up by the press, the Twirling Twisters Baton Corps received high-profile TV coverage via WGN's *Around Town*, thanks to a parent connection, providing excellent regional exposure.

The team completed 90 production tasks with 118 sub-tasks, ranging from internal signage to digital and print wall guide maintenance. A major focus was also placed on backend infrastructure, including the migration to a new web host and collaborative work on a website redesign with Prolific Digital. Additionally, production began on the Fall Flipbook Program Guide, introducing enhanced design elements to improve the user experience for residents seeking programs and events.

Email marketing included 12 blasts, but results dipped slightly compared to April. The strategic pivot to "open bait" subject lines and greater focus on paid programs over free events resulted in open and engagement rates falling slightly below established benchmarks (Open Rate: 37.35%, Click Rate: 0.71%). These early trends are being monitored to determine the long-term effectiveness of the new content strategy.

Social media efforts saw a significant ramp-up, with a 35% increase in overall content posted across Facebook, Instagram, LinkedIn, and Twitter. Facebook, in particular, saw remarkable growth—reach rose by over 260%, content interactions by 202%, and link clicks by over 220%. Instagram also experienced steady gains in engagement and follower growth. Paid posts for Men's Softball and Co-Rec Softball drove the highest reach, while the top-performing organic post was the Moon Lake Park Ribbon Cutting photo album.

Website performance was strong in May, with 20,000 active users and 17,000 new users. The average engagement time stood at 2 minutes and 32 seconds. Traffic was heavily driven by program registration pages, particularly WebTrac search and splash pages. SEO remained effective, with top search queries including "Hoffman Estates Park District," "Seascape," and "summer camp" indicating strong brand visibility and seasonal program interest. Overall, the C&M team's efforts in May positioned the district for a successful summer season while continuing to build momentum across digital, print, and community engagement channels.

<b>Metric Category</b>	<b>C&amp;M - District</b>	<b>Bridges</b>	<b>The Club</b>
<b>Area Summary</b>	Multiple campaigns and community events supported; strong social media growth; ongoing website upgrades; email engagement slightly down but being optimized.	Golf outings and seasonal promotions drove steady engagement; weddings marketing continued growth; strong event participation supported by updated collateral and signage.	Increased digital presence with SEO and Google Maps leads up; website engagement rising; pop-up classes gaining momentum.
<b>Campaigns</b>	8 (Seascape, Camps, Dolphin Derby, Flag Football, etc.) 12 (Leagues, Dance, Summer Events, etc.)	Golf outings, Toptracer, holidays, weddings	Pop-up classes, program promotions
<b>Marketing Materials</b>	Posters, flyers, Flipbook production, signage updates, marquee.	Event updates, Beer Garden signage	Collateral, Event Page Updates
<b>Social Media Posts</b>	181 total posts across 4 platforms	52 total post across 2 platforms	66 total post across 2 platforms
<b>Email Campaigns Sent</b>	12 Email blasts	11 Email blasts	1 email sent
<b>- Open Rate (%)</b>	37.35%	49%	73%
<b>- Click Rate (%)</b>	0.71%	3%	3%
<b>Website Traffic (Users)</b>	20K Active Users	N/A	3,898 Active Users
<b>Top Pages / Content</b>	WebTrac, Splash, Camp, Add to Cart pages	N/A	Home, Membership, Class Schedule, Swimming
<b>Top Google Queries</b>	“Hoffman Estates Park District,” “Seascape”	N/A	fitness club hoffman estates gym hoffman estates fitness center south barrington
<b>Community Events Attended</b>	WGN filming, Ribbon Cutting, 2 media releases	SLSF Golf Committee, Chamber Mtg	N/A