

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, FEBRUARY 17, 2026
7:15 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - JANUARY 20, 2026
Motion to approve the minutes from January 20, 2026 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. SD54 IGA Renewal 2026-2031 / M26-014
Motion to recommend to the full board the of the intergovernmental agreement with School District 54 for April 1, 2026 – March 31, 2031 for the STAR program and for the use of athletic facilities during the school year and summer day camp programming.
 - B. Recreation Board Report / M26-015
Motion to recommend to the full board the February Recreation Board Report be included in the February Executive Director's Report
 - C. Facilities Board Report / M26-016
Motion to recommend to the full board the February Facilities and Marketing Board Report be included in the February Executive Director's Report.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.

MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
January 20, 2026

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on January 20, 2026, at 7:26 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Dressler, Commissioner MacGregor, Comm Reps Aguilar, P. Henderson, and Kulkarni

Absent: Comm Rep Bettencourt

Also Present: Executive Director Talsma, Deputy Director Bechtold, Director of Parks, Planning & Maintenance Huguen, Director of Recreation Sweeney, Director of Administrative Services Rivas, Executive Assistant Flynn

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

2. Approval of Agenda:

Commissioner MacGregor made a motion, seconded by Comm Rep Aguilar, 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 Commissioner MacGregor, to approve the minutes of the November 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. Banquet Chair Purchase for Bridges / M26-008

Comm Rep Henderson made a motion, seconded by Commissioner MacGregor to recommend to the full board the approval to purchase banquet chairs from ComforTek Seating for a total of \$47,665.

Deputy Director Bechtold explained that this was a straightforward purchase; we received pricing from a few vendors. The lowest price was from ComforTek Seating, which we saw at an event in Bartlett where the chairs held up well for more than 14 years. We will order the same quantity that we have now, in a neutral fabric that matches the décor.

Executive Director Talsma added that the chairs are made in Virginia but are delivered by a Canadian company. If any pricing changes due to tariffs, staff will inform the board.

The motion carried by voice vote.

B. Recreation Board Report / M26-008

Commissioner MacGregor made a motion, seconded by Comm Rep Henderson, to forward the Recreation Board Report to be included in the January Executive Director's Report.

Director Sweeney noted that basketball is in full swing; most programs had new sessions begin in January so we will report on numbers next month.

Executive Director Talsma added that with Facility Manager Thoma leaving for another district, Christine Tusa will be helping to align all facilities with The Club, including front desk and fitness center operations.

The motion carried by voice vote.

C. Facilities and Marketing Board Report / M26-009

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

Deputy Director Bechtold noted that the fitness centers, ice, and golf all finished the year well. Toptracer has been open on and off so far this winter.

Executive Director Talsma added that monthly membership rates at The Club were increased by \$10. We lost 100 members, but this was offset by the additional revenue from the 3000+ members. Deputy Director Bechtold noted that two new competing facilities are opening soon: one new facility in Barrington and a YMCA at Barrington & Schaumburg roads. Two additional boutique facilities have opened in South Barrington.

Comm Rep Henderson asked how we compare to other park districts' fitness facilities. Deputy Director Bechtold responded that most other districts do not have a facility as large as The Club.

The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Kulkarni said good job on the new chairs and asked what we are doing with the old chairs. Executive Director Talsma said we are looking at some community organizations that may need them as a donation.

Commissioner MacGregor said he is looking forward to warmer weather. He added that on our website, our parks do not show up on the map. Executive Director Talsma said stay tuned, as we are in the midst of a transition to a new website.

Comm Rep Henderson said she hopes everyone had a wonderful holiday and new year. Thank you to all the staff for your hard work; it is nice to be part of our park district.

Comm Rep Aguilar said she is very proud of the district, looking at the accomplishments of last year. It is nice to see what we continue to do for kids and seniors.

Commissioner Dressler said thank you for 2025. We went through a lot of changes and growth. Kudos to Executive Director Talsma and staff for staying relative and keeping the community engaged.

8. Adjournment:

Comm Rep Henderson made a motion, seconded by Commissioner MacGregor to adjourn the meeting at 7:47 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M26-014

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Jennifer Sweeney, Director of Recreation
RE: School District 54 – Renewal Agreement 2026-2031
DATE: February 17, 2026

Motion

Recommend to the full board the approval of the attached intergovernmental agreement with School District 54 for April 1, 2026 - March 31, 2031 for the STAR Program and for the use of athletic facilities during the school year and summer day camp programming.

Background

HEParks and School District 54 (SD54) are renewing the current intergovernmental agreement that has been in effect since March 18, 2021. This IGA outlines shared improvement costs for adjoining School/Park sites and the use of District 54 facilities by the Park District.

The STAR Before & After school program is offered at the following District 54 sites: Armstrong, Fairview, Lakeview, Lincoln Prairie, MacArthur and Muir Schools. Athletic programs, primarily basketball, also utilize available school facilities. During the summer, day camps use facilities assigned by SD54 based on construction schedules and summer school usage.

Rationale

This agreement represents a five-year renewal and contains no substantive changes from the previous agreement.

SD54 charges HEParks its standard annual, Board-approved before- and after-school facility fees. The current STAR program fee is \$0.55/Day/Student for AM Care and \$.65/Day/Student for PM Care, which reflects a discounted rate from SD54's published facility usage fees.

Both SD54 and HEParks recognize the shared responsibility of providing convenient, affordable childcare services for working families within the Hoffman Estates community.

SD54 will charge HEParks the following fees for the next five years for the use of Athletic Facilities during the school year, which is discounted from their published facility usage fees:

- 04/01/2026 to 03/31/2027 \$78.00 per site per month
- 04/01/2027 to 03/31/2028 \$80.00 per site per month
- 04/01/2028 to 03/31/2029 \$82.00 per site per month
- 04/01/2029 to 03/31/2030 \$84.00 per site per month

- 04/01/2030 to 03/31/2031 \$86.00 per site per month

SD54 will charge HEParks the following fees for the next five years for the use of Athletic Facilities, during the summer, which is discounted from their published facility usage fees:

- 04/01/2026 to 03/31/2027 \$150.00 per site per week
- 04/01/2027 to 03/31/2028 \$153.00 per site per week
- 04/01/2028 to 03/31/2029 \$156.00 per site per week
- 04/01/2029 to 03/31/2030 \$159.00 per site per week
- 04/01/2030 to 03/31/2031 \$162.00 per site per week

SD54 will reimburse the Park District 20% of the equipment, material, improvement, and installation costs associated with construction or renovation projects at any shared School/Park site (“School/Park Improvement Costs”) upon completion of the work.

Below is the proposed renovation schedule for shared School/Park sites:

<u>School / Park Name</u>	<u>Year Proposed to Renovate</u>
Fairview Elementary School / Fairview Park	2031
Lakeview Elementary School / Evergreen Park	2031
Eisenhower Jr. High / Swing Set	2034
Armstrong Elementary School / Armstrong Park	2038
MacArthur International Spanish Academy / MacArthur Park	2038
Muir Literacy Academy / Poplar Park	2040
Lincoln Prairie School / Sycamore Park	2041

**FIRST RENEWAL TO INTERGOVERNMENTAL COOPERATION AGREEMENT REGARDING SHARED
IMPROVEMENT COSTS FOR ADJOINING PROPERTIES AND USE OF FACILITIES BETWEEN THE
BOARD OF EDUCATION OF COMMUNITY CONSOLIDATED SCHOOL DISTRICT 54 AND THE
HOFFMAN ESTATES PARK DISTRICT**

This First Renewal ("Renewal") is made and entered into this 19th day of February, 2026, by and between Hoffman Estates Park District, an Illinois park district and unit of local government ("Park District"), and Board of Education of Community Consolidated School District 54, an Illinois school district ("School District"), and renews and, in certain respects amends, that certain agreement entitled "Intergovernmental Cooperation Agreement Regarding Shared Improvement Costs for Adjoining Properties and Use of Facilities Between the Board of Education of Community Consolidated School District 54 and the Hoffman Estates Park District" between the Park District and School District dated March 18, 2021 ("Agreement"). Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to them in the Agreement. Park District and School District are hereinafter sometimes referred to individually as a "Party," and collectively as the "Parties."

RECITALS

WHEREAS, the Parties previously entered into an Agreement that governs, among other things, their shared use, maintenance, and improvements of certain parks and facilities specifically identified in the Agreement; and

WHEREAS, the Agreement had an initial term of five (5) years, commencing on April 1, 2021 and expiring on March 31, 2026, with the option to extend the Agreement by mutual written agreement of the Parties for up to three (3) additional five (5) year terms; and

WHEREAS, the Agreement expires by its terms on March 31, 2026, and, notwithstanding that fact, the Parties wish to exercise the first of the three potential renewal terms and renew the Agreement, with an effective date beginning April 1, 2026 and expiring March 31, 2031, together with certain other amendments to the Agreement as set forth in more detail below.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, the Parties agree to the following:

1. Incorporation of Recitals. The foregoing recitals are incorporated herein by reference as though fully set forth in this Section 1.

2. Term. Pursuant to this Renewal, this Renewal Term shall commence April 1, 2026 and shall expire on March 31, 2031. Pursuant to the Agreement, the Parties may renew this Agreement by mutual written agreement for up to two (2) additional five (5) year renewal terms.

3. School/Park Sites. The List of School/Park Sites and related improvement information attached to the original Agreement as Exhibit B is stricken and is replaced with the new List of School/Park Sites attached hereto and labelled "Exhibit B".

4. Cost Sharing. The School District will reimburse the Park District for 20% of the equipment, material, improvement and installation costs of any construction or renovation project on any School/Park Site ("School/Park Improvement Costs") upon completion of such construction or renovation work.

5. Fee Structure. The fee schedule attached to the original Agreement as Exhibit C is stricken and is replaced with the new fee structure attached hereto and labelled "Exhibit C".

6. Counterparts. This Renewal may be executed in counterparts, each of which shall be an original but all of which taken together shall constitute but one and the same instrument. In the event any signature is delivered by facsimile or by e-mail delivery of a scanned .pdf file, such signature shall create a valid and binding obligation of the party with the same force and effect as if the facsimile or scanned .pdf signature page were an original thereof.

7. Entire Agreement; Modification. All other terms and conditions contained in the Agreement remain unchanged, with the exception of Exhibits A, B and C attached. The Agreement and this Renewal contain all of the terms and conditions agreed upon by the Parties with respect to the subject matter hereof, and no other alleged communications or agreements between the Parties, written or otherwise, shall vary the terms hereof. Any modification of the Agreement or this Renewal must be in writing and signed by all Parties.

IN WITNESS WHEREOF, the Parties have executed this Amendment as of the date last set forth below.

HOFFMAN ESTATES PARK DISTRICT

BOARD OF EDUCATION, COMMUNITY
CONSOLIDATED SCHOOL DISTRICT 54

President

President

ATTEST:

ATTEST:

Secretary

Secretary

Date

Date

EXHIBIT A

SCHOOL PARK SITES

<u>SCHOOL</u>	<u>PROP. INDEX #</u>	<u>PLAT BOOK PAGE NO.</u>	<u>DESCRIPTION</u>
Eisenhower Jr. High School 800 W. Hassell Road Hoffman Estates, IL 60195 Eisenhower Park	07-04-107-015-0000	4F	Total Site – 14.4 acres #54 owns 6 acres Hoffman Estates Park District – 8.4 acres
Fairview Elementary School 375 Arizona Blvd. Hoffman Estates, IL 60194 Fairview Park	07-15-417-022-0000	15H	Total Site – 7 acres #54 owns 4.75 acres Hoffman Estates Park District – 2.25 acres
Lincoln Prairie School 500 Hillcrest Blvd. Hoffman Estates, IL 60195 Sycamore Park	07-09-215-015-0000	9B or C	Total Site – 12 acres #54 owns 5.9 acres Hoffman Estates Park District – 6.1 acres
Muir Literacy Academy 1973 N. Kensington Hoffman Estates, IL 60195 Poplar Park	07-08-100-15-0000	8C	Total Site – 8 acres #54 owns 4 acres Hoffman Estates Park District – 4 acres
Lakeview Elementary School 615 Lakeview Lane Hoffman Estates, IL 60194 Evergreen Park	07-16-411-023-0000		Total Site – 16.5 acres #54 owns 3.5 acres Hoffman Estates Park District – 13 acres
Armstrong Elementary School 1320 Kingsdale Road Hoffman Estates, IL 60194 Armstrong Park	07-08-400-045-0000		Total Site – 7 acres #54 owns 3.5 acres Hoffman Estates Park District – 3.5 acres
MacArthur International Spanish Academy 1800 Chippendale Road Hoffman Estates, IL 60195 Highpoint Park	07-09-104-016-0000 07-09-104-017-0000		Total Site – 49 acres #54 owns 6 acres Hoffman Estates Park District – 43 acres

EXHIBIT B

<u>School / Park Name</u>	<u>Year Proposed to Renovate</u>
Armstrong Elementary School / Armstrong Park	2038
Fairview Elementary School / Fairview Park	2031
Eisenhower Jr. High / Swing Set	2034
Lakeview Elementary School / Evergreen Park	2031
Lincoln Prairie School / Sycamore Park	2041
MacArthur International Spanish Academy / MacArthur Park	2038
Muir Literacy Academy / Poplar Park	2040

EXHIBIT C

04/01/2026 to 03/31/2031 Memorandum of Understanding between School District 54 and Hoffman Estates Park District

District 54 and Hoffman Estates Park District mutually agree to the following fee structure:

- School Year STAR Program – normal annual board-approved before- and afterschool fees for all Kasper programs.
- Hoffman Estates Park District School Year Use of District 54 Athletic Facilities – Modified for arrangement.

04/01/2026 to 03/31/2027	\$78.00 per site per month
04/01/2027 to 03/31/2028	\$80.00 per site per month
04/01/2028 to 03/31/2029	\$82.00 per site per month
04/01/2029 to 03/31/2030	\$84.00 per site per month
04/01/2030 to 03/31/2031	\$86.00 per site per month

- Hoffman Estates Park District Summer Use of District 54 Athletic Facilities – Modified for arrangement:

04/01/2026 to 03/31/2027	\$150.00 per site per week
04/01/2027 to 03/31/2028	\$153.00 per site per week
04/01/2028 to 03/31/2029	\$156.00 per site per week
04/01/2029 to 03/31/2030	\$159.00 per site per week
04/01/2030 to 03/31/2031	\$162.00 per site per week

Signed by HEPD:_____ Signed by SD54:_____

Date:_____ Date:_____

MEMORANDUM M26-015

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Jennifer Sweeney, Director of Recreation
RE: Recreation Board Report
DATE: February 17, 2026

Motion:

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

Recreation Division

- The spring flipbook went live on Thursday, January 22 and all programs are open for registration.
- 2026/2027 Preschool Priority registration began on February 2 for current preschool families and will open to the public on March 2.
- Seascape passes went on sale on February 4 for the 2026 season.
- Summer Camp registration will go live on February 10.

Early Childhood

- Preschool resumed on January 5.
- Parent/Teacher conferences occurred January 29-30.
- Preschool open houses are scheduled for March 3 at TC and March 4 at WRC.
- Mini Movers began at WRC on Tuesday mornings from 9:30 to 10:30am. Mini Movers at TC consistently has a couple of families in attendance each week.
- The time for Adventure Academy classes was moved from 4:30 to 5:30pm to try to accommodate more families' schedules.

Preschool	24/25 WRC	25/26 WRC	24/25 TC	25/26 TC
2's Playschool	6	N/A	10	10
3's Playschool	N/A	N/A	6	9
3's & 4's Preschool	34	33	60	55
Total	40	33	76	74

Enrichment Classes – Winter Session

Name	TC	WRC
Lunchbox Adventures	7	8
Little Innovators Academy	6	9
Preschool Book Club	Cancelled	7
Playdough Power	N/A	12
Four Seasons Explorers	8	N/A

School-Age STAR

- There are 451 STAR Enrollments for the 2025/2026 school year, which includes 17 children covered by CCAP (Child Care Assistance Program – IL).
- As of January 30, there are 81 children on the waitlist, the majority of which are at Whiteley (50). The staff has moved over 90 students off the waitlist and are actively working on hiring additional STAR counselors.

District 54	Before 3 days	After 3 days	Before 5 days	After 5 days	24/25 Enrollment (for the year)	25/26 Enrollment (as of 1/30)
Armstrong	4	7	19	19	57	53
Fairview	5	9	11	16	42	47
Lakeview	1	5	7	24	37	37
MacArthur	8	17	37	43	92	106
Muir	3	6	12	20	47	40
Lincoln Prairie	6	14	18	16	44	58
District 15						
Whiteley	6	11	30	55	109	110
Total	29	72	148	208	428	451

School Days Off/Break Camps

- 61 participants attended the January 19 and 20 School Days Off program.
- There are currently 63 participants registered for the February 13, 16 and 17 Days Off School program.

Dance/Baton

Dance Activity	Winter 2025 (Classes offered)	Winter 2026 (Classes offered)	Winter 2025	Winter 2026
Junior Company	1	1	7	7
Performance Company	1	1	9	9
Star Dance Company	1 (4 levels)	1 (5 levels)	28	35
Company Tap	2	3	10	21
Creative Movement	0	1	0	4
Ballet/Tap	7	7	50	70
Ballet/Jazz	5	6	40	47
Jazz/Hip Hop	5	5	47	55
Tap	1	2	4	11
Specialty	2	5	27	37
Total	25	32	229	296

- There were 15 private lessons in January.

Athletics

- Drop-in gymnastics at the Willow Center Gymnastics Studio on Fridays continues to be popular.
- Our new gymnastics studio is bringing in solid numbers, and the offering of indoor soccer options has been popular as well.

Youth Sports Activity	Winter 2025	Winter 2026
Shotokan Karate	134	123
Tae Kwon Do	20	15
Hot Shots Sports	42	45
VolleyKidz	N/A	39
Gymnastics	115	196
Indoor Futsal	N/A	29
HUSC Indoor Soccer Fundamentals/TOCA	N/A	30
Total	311	477

Youth Basketball

Youth Basketball games began the weekend of January 10. Registration numbers are provided below. The 1st/2nd grade programs compete in-house, while teams in grades 3rd–8th participate in the Palatine League alongside other surrounding communities.

The season is off to a strong start and progressing well across all levels. Boys’ and girls’ teams in grades 5th–8th will also take part in an end-of-season tournament on Saturday, March 7. Staff is looking forward to a strong push through February as all teams work to finish the season on a high note.

Grade/Program	2024/2025	2025/2026	+ or -
Little Hoopers	71	84	+13
1 st /2 nd Grade	82	85	+3
3 rd /4 th Boys	63	54	-9
3 rd /4 th Girls	22	7	-15
5 th /6 th Boys	38	38	0
5 th /6 th Girls	21	10	-11
7 th /8 th Boys	38	37	-1
7 th /8 th Girls	7	11	+4
Total	342	326	-16

Adult Basketball

Men's Adult Basketball began playing games on January 21. Due to limited gym space, we have been utilizing the Timber Trails gym. A total of seven teams are participating. We continue to see growth in our men's league program and look forward to expanding the program.

Field Rentals

Staff continue working on securing rental agreements for the 2026 season.

Pickle Ball League

The Adult Pickleball League began on January 5 with 12 total teams participating.

Aquatics

- Winter Session 1 began on January 6 and will conclude on Feb 14.
- To increase private swim private lessons, staff has offered 3 additional timeslots Tuesday and Thursday evenings from 7:00 pm – 7:30 pm.

Type of Lesson	Winter 2025 Sessions 1	Winter 2026 Sessions 1
Parent/Tot	14	10
Tots	8	10
Group Classes	76	56
Adult	4	0
Scholarships	2	5
Private Swim Lessons	0	6
Total	104	87

Adults & 50+

- The Senior Programs Manager attended the Commission for Senior Citizens meeting at the Village on January 13 as well as the Moretti's Senior Luncheon on January 21, and distributed flyers and brochures.

50+ Programs/Events	<u>Date</u>	<u>Enrolled</u>
Tai Chi	1/7-2/11	8
Yoga for Arthritis	1/7 – 2/25	4
Movement Expressions	1/8-2/26	6
Seated Yoga	1/8-1/29	4
Seniors out Socializing- The Saddle Room	1/14	10
January Birthday Lunch	1/23	Cancelled Due to Weather
Seniors out Socializing- Bella Napoli	1/30	11

50+ Drop-In Programs-January	<u>Days Offered</u>	<u>January Total Visits</u>
Pickleball	T, TH	175
Volleyball	M, T, F	239
Card and Games	T, TH, F	167
Mahjongg	W	71
Ping Pong	M-F	110
Billiards	M-F	11
Wii Bowling	T, TH	43
Book Club	4 th Monday	20
Stitching Stars	F	12
Crafting Club	1 st & 3 rd Monday	7
January Total		843

- Six 10-Pack Pickleball passes were sold in January. To date, 39 passes have been sold.

Special Events/Outreach

- The Supt. Of Outreach assisted with the MLK breakfast on January 19 at Village Hall. Tony Bradburn spoke, and the Holy Hark Angels Choir from a local church sang as well. The event was very well attended with 210 attendees.
- Village planning meetings attended this month:
 - January 6-Cultural Awareness Commission
 - January 8-Fourth Fest
 - January 19-Arts Commission
 - January 21-Village Senior luncheon at Moretti's
- A senior program collaboration meeting was held on January 19 with the Superintendent of Community Outreach, the Program Manager of Seniors, and Monica Saavedra, Director of Human & Health Services for the Village. Moving forward, increased cross-marketing efforts will be implemented between the Village's senior programs and HEParks' 50+ programming. In addition, the Triphahn Center will serve as a host site for select smaller Village senior events.
- The Chamber of Commerce Gala was attended by Deputy Director Bechtold, Supt. Miletic and Marketing Manager, Brian Wright, on January 22.
- In February, the HE Police Community Outreach officers will be meeting with the Supt. of Community Outreach on more partnerships with Mobile Outreach and teens for the summer.

Upcoming Outreach/Events

- The Daddy/Daughter Moonlight Stroll will be held Friday, February 6 at Bridges. There are 140 dads & daughters enrolled for this memorable evening.
- Mom/Son Country Western night will be March 7 at Triphahn.

- Puzzlemania, an Adult/Family event, is February 20 at Triphahn.
- The Supt. Of Outreach is assisting at the Black History Month celebration at Village Hall on February 21 from 2:00 to 4:00 pm.

Friends of HEParks Days

The 2026 Friend of HEParks dates have been finalized. The first event of the year will be a St. Patrick's Skate at Triphahn on March 15 from 11:30 am to 1:00 pm.

Marketing Report

District C&M Production Metrics

In January, the Communications & Marketing team finalized and launched the Spring Program Guide and Interactive Flipbook, which went live on January 22, along with a coordinated public marketing campaign. The team also developed a new design and layout for the Summer Camp Program Guide and Interactive Flipbook, scheduled to launch on February 10. In addition, staff continued reviewing and updating content for the new website.

Marketing supported four integrated campaigns across digital, print, email, and community channels. Deliverables included email campaigns, social media content, posters, event pages, signage, and onsite event support.

The team developed and distributed eight HEParks email campaigns over the month, expanding outreach and audience engagement across key initiatives.

January email performance declined slightly compared to the prior month, with an average open rate of 25.21% versus 29.46% in December.

Website reach increased modestly in January, with 28,850 users compared to 27,000 in December, a 6.9% month-over-month increase continuing an overall upward growth trend.