

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, MAY 19, 2026
7:15 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - APRIL 21, 2026
Motion to approve the minutes from April 21, 2026 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Wolf Pack & Timberwolves Merger / M26-043
No Motion
 - B. Recreation Board Report / M26-041
Motion to recommend to the full board the May Recreation Board Report be included in the May Executive Director's Report.
 - C. Facilities Board Report / M26-040
Motion to recommend to the full board the May Facilities 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 21, 2026

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on April 21, 2026, at 7:41 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Dressler, Commissioner MacGregor, Comm Reps Aguilar, and Kulkarni, President Friedman

Absent: Comm Reps Bettencourt, and P. Henderson

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

Audience: Commissioners Evans and Kaplan

2. Approval of Agenda:

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

3. Approval of the Minutes:

Commissioner MacGregor made a motion, seconded by Comm Rep Kulkarni, to approve the minutes of the February 17, 2026, meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. WRC Basketball Hoop Replacements / M26-026

Comm Rep Kulkarni made a motion, seconded by Commissioner MacGregor to recommend to the full board the approval to purchase replacement basketball hoops for Willow Rec Center from H21 Group for a purchase total of \$62,946.

Executive Director Talsma said the basketball hoops were up for replacement and were not raising and lowering property. The purchase is through a state coop and is a contracted price.

President Friedman asked how many will be replaced. Deputy Director Bechtold said all six will be replaced and will be able to be activated at the same time.

The motion carried by voice vote.

B. Toptracer Lease Agreement / M26-027

President Friedman made a motion, seconded by Commissioner MacGregor to recommend to the full board the approval of the Toptracer interactive driving range lease for an annual total of \$23,046 with a 3% increase applied on each anniversary, and a lease agreement term of five years.

Executive Director Talsma said this is the renewal of our Toptracer lease, which will provide the same service with a new five-year lease.

Resident Maggie Dowling asked if this is a monthly price. Deputy Director Bechtold said the annual lease is \$23,046 paid over 12 months.

President Friedman asked if there is any chance we could get our own course on the system. Deputy Director Bechtold said it has been requested but it can be expensive for them to map each individual course.

Commissioner Kaplan asked if there is data tracking available. Deputy Director Bechtold said we have more of the entertainment version with some tracking capabilities. It is strictly a golf game simulator.

The motion carried by voice vote.

C. Recreation Board Report and 1Q2026 Goals / M26-035

Commissioner MacGregor made a motion, seconded by President Friedman, to forward the Recreation Board Report and 1st Quarter 2026 Goals to be included in the April Executive Director's Report.

Director Sweeney highlighted the following staffing updates:

- Mark Bavaro has been hired as the new Aquatics Manager. He was previously a lifeguard and part-time manager at Seascapes.
- Jessica Karbowski, our Dance Coordinator, has been promoted to full time, adding in the role of Early Childhood Program Manager.
- We are finishing up interviews for the last Recreation program manager position and hope to be finished this week.

President Friedman asked how we are doing with lifeguards. Director Sweeney said we are in a good place. We are interviewing and testing. If they don't pass the test, we can make them cashiers and keep hiring for lifeguards.

Commissioner McGinn said the Willow Rec Center gymnastics studio has worked out well, as gymnastics numbers are up.

The motion carried by voice vote.

D. Facilities Board Report and 1Q2026 Goals / M26-030

President Friedman made a motion, seconded by Commissioner MacGregor, to forward the Facilities & Marketing April Board Report and 1st Quarter 2026 Goals to be included in the April Executive Director's Report.

Deputy Director Bechtold noted that we are currently looking into taking the Timberwolves travel program back in-house. They are down to only three teams, and this is the minimum you can have to be in the league. We are looking at ways to build it back up.

The motion carried by voice vote.

7. **Committee Member Comments:**

Comm Rep Kulkarni said great work – this will be his last meeting as a Rep. He is taking some accounting courses and would like to come back again in about two years. He just started a masters program last semester. Thank you for the opportunity.

Commissioner MacGregor is looking forward to going to Vogelei on May 16, and he is happy the weather is getting consistently nice.

President Friedman said great job to Director Hugen for the concept at Cannon Crossings. He can provide support as a coach and a commissioner.

Executive Director Talsma said he received a compliment from Steve at Garibaldi's, who said we have done a great job bringing in tournaments. Kudos to Nick Wirth and Jennifer Sweeney. Nick also has regular rentals at Fabbrini and Huntington Parks.

Commissioner Dressler said good punting having the indoor Easter Egg Hunt. Director Sweeney said we decided on Friday due to the weather and split up the middle time slot into two timeframes by last name. Karrie Miletic and Connor Schwarz did a good job organizing that. Commissioner Dressler is looking forward to Kite Day and the Vogelei opening.

8. **Adjournment:**

President Friedman made a motion, seconded by Commissioner MacGregor to adjourn the meeting at 7:56 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M26-043

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Deputy Director
Nick Cinguegrani, General Manager of TC & Ice Operations
RE: Wolf Pack & Timberwolves Merger
DATE: May 19, 2026

Motion:

No action is required at this time. This memorandum is being presented for informational purposes only regarding the announced merger of the Wolf Pack and Timberwolves hockey programs.

Background:

Over the past several years, the Wolf Pack Hockey Program house league organization has been operated internally by the Hoffman Estates Park District staff, while the Timberwolves Hockey Club has served as the Tier II travel hockey organization operating out of the same facility under the direction of the Timberwolves Board. For many years, both organizations have provided valuable opportunities for players at varying levels of development and have contributed positively to youth hockey within the community.

Over the past several seasons, however, it has become increasingly challenging for the Timberwolves program to grow and maintain consistent participation numbers. The organization is currently operating with three teams, which is the minimum number of teams required under Amateur Hockey Association Illinois (AHAII) guidelines. Park District staff has been monitoring participation levels and rental ice usage and initiated discussions regarding a potential merger to maintain and strengthen travel hockey participation within the facility.

At the same time, operating two separate hockey organizations within the same facility has presented ongoing structural and developmental challenges. While sharing the common goal of growing youth hockey, they have often found themselves competing for the same player base within the building.

It has become increasingly important in the youth sports landscape to evaluate each player individually, and provide the appropriate development pathway, in terms of skills, confidence, age and size. Rather than advance a player too soon to the travel level simply to fill a team, players should be advised of the appropriate placement based on skill level and readiness.

Rationale:

A primary rationale for merging the Wolf Pack Hockey Program and Timberwolves Hockey Club into a single unified organization under the new name Hoffman Ice Hawks is to create a stronger, more sustainable, and development-focused hockey program for the community.

By operating as one organization rather than two separate entities competing within the same facility, the Hoffman Ice Hawks structure would establish a clear player development pathway from introductory and house league hockey through competitive travel hockey. This alignment would allow players and families to better understand the progression opportunities available to them while ensuring that athlete

advancement decisions are based on long-term development and readiness rather than organizational competition or enrollment pressures.

The merger would also create the opportunity to significantly expand and strengthen programming across all levels of hockey. As one organization, resources, ice time, coaching development, marketing efforts, and operational planning can all be coordinated collectively rather than divided between two separate groups. This collaboration would position the program to offer enhanced skill development initiatives, beginner and learn-to-play programs, goalie development, off-ice training, clinics, camps, and additional hockey experiences that may not be as achievable under two independently operating organizations.

In addition, the District plans to transition the current Wolverines Girls Hockey Program under the same unified branding as the Hoffman Ice Hawks. This would create a consistent identity across all hockey programming within the facility while strengthening development opportunities and organizational alignment for both boys' and girls' hockey programs.

A consolidated structure would also help improve overall player retention and participation growth by creating consistency in philosophy, communication, and expectations throughout all levels of the program. Families would benefit from a more streamlined experience with clearer leadership, centralized operations, and a stronger sense of organizational identity and community.

Under the proposed structure, the Hoffman Estates Park District would maintain full operational and financial control of the organization. This approach ensures centralized oversight, accountability, and long-term stability for the program while allowing hockey advisory groups and volunteers to continue providing valuable input and support. Maintaining operational control within the District will allow for consistent decision-making, proper fiscal oversight, staffing accountability, risk management, and alignment with the broader goals and responsibilities of the Park District.

From a financial standpoint, the proposed merger into the Hoffman Ice Hawks is expected to positively impact hockey operations. Based on projected travel team participation, the unified organization is estimated to generate approximately \$115,000 in additional youth hockey revenue annually, with conservative estimated additional operating expenses of approximately \$66,000 in 2026. With this merger we will also see a slight decline in rental ice as the Timberwolves program was a rental.

The increase in revenue would primarily come from expanded travel hockey participation and related programming opportunities, while expenses would support coaching, league fees, tournaments, uniforms, and operational needs associated with the travel program.

Overall, the merger is expected to strengthen long-term sustainability, improve player retention and development opportunities, and create greater operational efficiency under one unified organization with full District oversight and control.

MEMORANDUM M26-041

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Jennifer Sweeney, Director of Recreation
RE: Recreation Board Report
DATE: May 19, 2026

Motion:

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

Recreation Division

- Summer registration started on April 16, and most classes will be starting the first or second week of June.
- Kimberly Barton completed her Aquatic Facility Operator certificate on April 23.
- Aquatic Orientation and Lifeguard and Cashier Trainings will take place in the month of May. Seascape will open on Saturday, May 30.
- Camp Staff Trainings will be held the weeks of May 18 and May 25.
- Camp starts on June 1, with staggered enrollment due to differing school district end dates: District 54’s last day is Tuesday, May 26, and District 15’s last day is Wednesday, June 3.

Early Childhood

- Preschool Graduations will take place on May 14 and 15 at Bridges.

Preschool Enrollment	24/25 WC	25/26 WC	24/25 TC	25/26 TC
3’s & 4’s Preschool	33	33	60	55
Preschool Registration	25/26 WC	26/27 WC	25/26 TC	26/27 TC
3’s & 4’s Preschool	27	21	31	46

School-Age STAR

- There are 454 STAR enrollments for the 2025/2026 school year, which includes 18 children covered by CCAP (Child Care Assistance Program – IL).
- The District 54 program had 344 children enrolled, an increase from 317 during the 2024/2025 school year.
- The District 15 program had 110 students enrolled, similar to last year, but with a larger waitlist. Staff is working with the school district to acquire additional space for the STAR program to accommodate more students. Staff will be meeting with District 15 staff on May 28 at Whiteley School to discuss potential options.
- Enrollment for 2026/2027 is underway, and there are currently 439 participants registered. Staffing for the 2026/2027 school year is also underway.

	Before 3 days	After 3 days	Before 5 days	After 5 days	25/26 Enrollment	24/25 Enrollment
District 54						
Armstrong	5	8	21	23	57	57
Fairview	5	9	13	21	48	42
Lakeview	0	3	7	24	34	37
MacArthur	9	17	34	44	104	92
Muir	3	4	14	22	43	47
Lincoln Prairie	7	15	19	17	58	44
District 15						
Whiteley	11	16	32	51	110	109
Total	40	72	140	202	454	428

School Days Out/Break Camps

- There were 16 participants who attended the School Day Out on April 3 at Triphahn Center.
- There is a Half Day School off on May 20 for District 54 and May 21 for District 15.
- The last School Day Out will be held on May 22.

Day Camp

Early Childhood (2-6 Years Old) Camp Enrollment

Camps	2025 Enrollment	2026 Enrollment as of 4/30/2026
Preschool Camp TC	58	30
Preschool Camp WC	61	23
Kinder Camp TC	48	33
Kinder Camp WC	37	45
Busy Bees TC	N/A	43
Busy Bees WC	N/A	30
Ready for Kindergarten Camp	47	N/A
Splash and Explore TC	316	83
Splash and Explore WC	326	207
Splash and Explore Early TC	50	11
Splash and Explore Early WC	34	22
Splash and Explore Late TC	83	57
Splash and Explore Late WC	100	71
CIT	8	N/A
Total	1,168	655

At this time last year, total enrollment for early childhood camps was at 893. Specifically, the Splash and Explore registrations are slightly behind last year's numbers, and staff will

continue to monitor this trend. As noted in previous board reports, we have confirmed with area school districts that student populations at these ages are lower than previous years and many of the campers in Splash and Explore in 2025 have moved up to School Age camps for 2026.

School Age (7-13 Years Old) Camp Enrollment

Camps	2025 Total Enrollment	2026 Enrollment as of 4/30/2026
Camp Hoffman 5-day North	305	485
Camp Hoffman 5-day South	257	361
Camp Hoffman 3-day North	149	166
Camp Hoffman 3-Day South	158	117
Teen North	104	130
Teen South	196	133
Sports	318	226
STEAM	321	397
Theater Camp	N/A	6
Dance Camp	52	79
Early Arrival North	97	172
Early Arrival South	54	118
Early Arrival South Specialties	205	170
Late Stay North	131	240
Late Stay South	56	129
Late Stay South Specialties	253	138
Camp Close Out	N/A	39
TOTAL	2,738	3,106

School-age camp registration continues to trend well ahead of last year’s pace, when we reported 2,158 registrations during the May 2025 board report.

Dance/Baton

Dance Activity	Winter/Spring 2025	Winter/Spring 2026
Junior Company	7	7
Performance Company	9	9
Star Dance Company	28	35
Company Tap	10	21
Creative Movement	0	4

Ballet/Tap	50	70
Ballet/Jazz	40	47
Jazz/Hip Hop	47	55
Tap	4	11
Specialty	27	37
Total	222	296

- There were 6 private lessons in the month of April
- The STAR Dance Company participated in their third competition of the season, the Luxxe Dance Competition in Northlake, IL.

Athletics

Youth Sports Activity	Spring 2025	Spring 2026
Shotokan Karate	134	124
Tae Kwon Do	22	18
Hot Shots Sports	N/A	38
VolleyKidz	21	34
Gymnastics	233	388
Flag Football Clinic	N/A	13
Basketball Clinics & Camps	63	74
Total	409	878

- The first session of spring Youth Sports Activity classes started the weeks of March 30 and April 6 and wrapped up at the end of April and beginning of May. The second sessions will begin the first and second weeks of May.
- Staff are pleased to see enrollment numbers for general youth athletics classes continue to grow with increased participation in volleyball, basketball clinics, and gymnastics.

Spring Youth Soccer

The Youth House League Soccer Program has been off to a little rainy, but great start this spring. Games began on April 12, and the season will continue throughout May, culminating with the Spring Fling Fun Day on Sunday, May 31.

Level	Spring 2025	Spring 2026
Pre K	35	23
Kind	50	31
1 st /2 nd Boys	58	56
1 st /2 nd Girls	23	25
3 rd /4 th Boys	36	43
3 rd /5 th Girls	15	19
5 th /6 th Boys	40	44
Total	257	241

Youth Baseball

Youth baseball games are underway at the Shetland, Pinto, and Mustang levels. Shetland is being played in-house with four teams, while the two Pinto teams are partnering with Rolling Meadows, and the Mustang team is competing in the PCBS league. There were not enough participants to field teams at the Bronco, Pony, or Colt levels; however, enrolled players were referred to register through PCBS for placement on a team.

Field Rentals

Staff continue to secure rental agreements for the 2026 season. These rental groups include Seminole Sports, Gametime Events, Northwest Travelers, Signature Stars, Rage Baseball, HUSC Soccer, and Grand Sports Soccer. Although the month of April was a very wet month, we were able to get through all weekend tournament dates for Seminole Sports at Cannon Crossings for the month of April. Shout out to our park maintenance staff for all their hard work. Everyone is looking forward to a dryer month in May.

Pickleball League

The Adult Pickleball League at Triphahn began on March 30 and will wrap up on May 18 with 14 total teams. The league will move to Fabbrini pickleball courts in the summer.

Aquatics

- Seascope passes went on sale on February 4 with a 20% discount promotion through March 31. As of April 30, 367 passes have been sold for the 2026 season compared to 260 through the same date in 2025.
- Spring swim lessons started the week of March 30 and will conclude on May 2. There will be a break until the week of June 8 for swim lessons due to summer staff training.

Type of Lesson	Spring 2025	Spring 2026
Parent/Tot	15	5
Tots	12	11
Group Classes	85	79
Adult	8	8
Scholarships	2	0
Private Lessons	0	4
Total	122	107

Adults & 50+

50+ Programs/Events	<u>Date</u>	<u>Enrolled</u>
Tai Chi	4/1-5/6	8
Seniors out Socializing-I Smell Bacon	4/8	9
Yoga for Arthritis	4/15-5/20	4
Pub Trivia	4/15	22
Seniors out Socializing-Bar Louie	4/17	7
April Birthday Lunch	4/24	6
Chicago Botanic Gardens Trip	4/29	10
Seated Yoga	4/30-6/18	8
Movement Expressions	4/30-6/18	4

Daily and weekly drop-in Programs for 50+

50+ Drop-in Programs	<u>Days</u>	<u>April Total Count</u>
Pickleball	T, TH	193
Volleyball	M, T, F	232
Card and Games	T, TH, F	187
Mahjongg	W	47
Ping Pong	M-F	182
Billiards	M-F	130
Wii Bowling	T, TH	49
Book Club	4 th Monday	21
Stitching Stars	F	32
Walking Club- (Began March 11)		3
Crafting Club	1 st & 3 rd Monday	18
Total		1,094

- A Senior Open House and Wellness Fair was held on Friday, April 10 at the Triphahn Center, featuring 19 vendors and approximately 150 attendees. The event included Tai Chi and Gentle Yoga demonstrations, as well as free glucose, memory, and hearing screenings provided by vendors.
- The monthly senior email newsletter continues to be distributed on the first Wednesday of each month to approximately 13,000 individuals.
- Indoor Pickleball will conclude May 26. Outdoor Pickleball passes at Fabbrini have begun being sold.

- The Senior Program Manager attended the IPRA Senior Committee Meeting, the Senior Services Networking Group, the Village of Hoffman Estates's Moretti's Senior Luncheon, and the Dementia Friendly Committee in April.

Special Events/Outreach

- On April 22, we celebrated our Administrative Professionals by delivering flowers to all the centers. We are so thankful for all our hard-working staff.
- April 25, Earth Day Spring Clean Up was at Vogeley Park, from 8:00 am to 10:00 am. The Parks Department led this event where trees were planted, garbage was collected and seeds were distributed. There were 15 volunteers in attendance.
- May 2 was the perfect weather for Family Kite Day at South Ridge Park (the event was switched from Fabbrini Park due to wet areas) from 11:00 am to 2:00 pm. This free event included Kite Demos by Chicago Kite, yard games, kite craft, and Kona Ice. There were approximately 150 in attendance.
- On May 9, the Seed Bombing Event took place at Fabbrini Park from 8:00 am to 10:00 am led by the Parks Department and there were 12 volunteers in attendance. The Community Garage Sale was also held on May 9 at Seascape Parking Lot from 9:00 am – 2:00 pm with 45 vendors registered.
- The Supt of Outreach and Special Events attended the following meeting/outreach opportunities:
 - April 7 & May 5 - Cultural Awareness Committee
 - April 10 - Star Dance Competition in Northlake
 - April 30 - NWSRA Leadership meeting

Upcoming Outreach/Events

- May 16, Ribbon Cutting at Vogeley and Kids to Parks Day, 10:00 am to 1:00 pm. The children's entertainment includes the Bubble Guy and Andy Head, the Juggler plus two inflatables. Food trucks scheduled to attend: Kona Ice, Nothing Bundt Cakes, and a Fernando Kitchen truck. The parking lot will be closed to the public. The lot will house vendors, food trucks and the HE fire truck. There will be a shuttle bus provided from Churchill School and the AT&T lot. HE Police traffic officers will be assisting at this event.
- May 30, Unity Day at the Village from 12:00 to 3:30 pm. Food, craft, and entertainers are included in the day.
- Friday Fun Day Concerts begin in June at the Vogeley Pond Shelter. A great list of children's entertainers has been booked.

Friends of HEParks Days

- The Toptracer event was held on April 25 from 1:00 to 4:00 pm with 50% of rental fees going to the Friends of HEParks Foundation. There were 29 in attendance.
- The next event is June 1, a golf day at Bridges.

Communications & Marketing Report

April 2026 website data show a 50.3% year-over-year increase in total website views, reaching nearly 67,000 visits. More importantly, our active user base expanded by 33.6%, proving that the new platform is attracting and retaining a larger portion of our community. Top pages viewed this month were “Programs & Activities,” “Day Camp,” “Kids to Parks” Event, and “Job Opportunities.”

Our social media platforms acted as the primary engine for this growth, shattering all previous engagement records. Total social media views surged to over 567,000, an 823% increase compared to April 2025. This growth was driven by a strategic shift toward high-reach video content, most notably the Vogelei Park & Barn promotional reel. This single video, posted on April 10, achieved a historic 136,000+ views, outperforming our previous record of 13,000 views by more than tenfold. This "viral" success allowed us to reach a massive new audience, with 85.5% of our total views coming from non-followers, effectively introducing the district's amenities to thousands of potential new patrons.

The most important metric was that between that reel, and a picture of the playground we added 412 new followers to our Facebook page alone.

Campaigns were created to promote NFL Flag Football League, Try Racquetball for Free Day, the Summer Program Guide Release, Youth Track & Field, Community Garage Sale, Kite Day, Senior Open House, and the Earth Day Spring Clean-Up Day.

MEMORANDUM NO. M26-040

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Deputy Director
RE: Facilities Board Report
DATE: May 19, 2026
 Facilities Report

Motion:

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

Bridges General Programs:

- Our 2nd Senior Scramble is set for May 13. We currently have 30 teams entered.
- First Music Night is Friday, May 22 with the StingRays!

Golf Rounds

MONTHLY ROUND TOTALS					
2022	2023	2024	2025	2026	5 Year Average
1,296	2,638	2,403	2,180	2,733	2,250
YTD ROUND TOTALS					
2022	2023	2024	2025	2026	5 Year Average
2,047	2,886	4,140	3,094	3,694	3,172

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2022	2023	2024	2025	2026	5 Year Average
1,195	1,889	1,759	1,422	1,918	1,637
YTD RANGE BASKET SALES TOTALS					
2022	2023	2024	2025	2026	5 Year Average
1,843	2,442	3,498	2,179	2,962	2,585

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS					
2022	2023	2024	2025	2026	5 Year Average
369	585	619	620	657	570
YTD TOPTRACER RESERVATION HOUR TOTALS					
2022	2023	2024	2025	2026	5 Year Average
778	1,550	2,031	1,837	1,906	1,620

Food & Beverage

April

2 memorials servicing 125 guests
 2 breakfast meetings servicing 78 guests
 1 awards banquet servicing 49 guests
 1 PDRMA meeting servicing 24 guests
 1 Christening servicing 78 guests

May

2 memorials servicing 160 guests
 1 dinner servicing 60 guests
 2 full day meetings servicing 180 guests
 1 golf outing, golf only servicing 144 guests
 1 breakfast meeting servicing 25 guests
 1 ceremony and reception servicing 160 guests

Shotgun Golf Outings

2026

As of today 35, shotgun start golf outings possibly 36, waiting on contract information.

2025

33 plus 2 grill station only and one no food

2024

32 Total Shotgun Events

Weddings

2027

1 ceremony and reception

2026

2 ceremony only
 2 receptions only
 8 ceremony and reception

2025

9 ceremony and receptions.

Marketing

Bridges

In April, Bridges promoted upcoming golf and special events for 2026 through a variety of marketing campaigns, both in print and online. Promotions were executed for Toptracer Range, last Fish Fry of the season, Golf Course Open, Golf Tournaments and updates were made to the marquee and website event pages. Targeted emails throughout the month promoted Friends of HEParks Days, Toptracer Range open (weather permitting), Toptracer Range leagues, Course Open, Callaway Club Fitting, Toptracer Range Family Day, Golf Outings, and more.

Metric Category	Bridges
Area Summary	Promoted 2026 golf, Toptracer Range, and special events. Highlighted last Fish Fry of the season, golf course open for play, tournaments, and events on websites for registration, etc.
Campaigns	Toptracer Range, 2026 Events, Fish Fry, Toptracer Range Leagues, Friends of HEParks Days, Golf Course Open, Golf Outings, Callaway Club Fitting
Marketing Materials	Website event updates, created and printed 2026 events collateral, and marquee
Social Media Posts	36 total posts across 2 platforms (FB & IG)
Email Campaigns Sent	14 targeted blasts
- Open Rate (%)	46%
- Click Through Rate (%)	4%
C&M Community Events Attended	HE Chamber Board Meeting, HE Chamber Events, SBA Events, and Bon Appetit

OTHER

In April, staff continued to promote park district programs and events throughout the community. Brian W. attended the monthly HE Chamber Board of Directors meeting along with HE Chamber and SBA events which provided an opportunity to further promote park district initiatives and strengthen community relationships.

Brian W. attended the Bon Appetit to represent Bridges, and contributed to a couple of golf committee meetings where their outings will be at Bridges.



April 2026

Membership Totals	<u>4/30/2025</u>	<u>01/01/2026</u>	<u>04/30/2026</u>	<u>Var. +/-</u>
Totals	3,215	3,348	3,231	-121

Member Services/Sales & Fitness

- **April New Member Enrollments:** The Club finished April new enrollments with 138 new members with an enticing \$25 enrollment fee PLUS September dues free. Overall, the enrollment numbers continue to be on slower side.
- **Referral Program Success:** Member referrals are a key indicator of membership satisfaction. In April, we had 34 new members joining as the result of a referral from an existing member, this is almost 25% of new members this month being referred to us from existing members, an excellent referral rate, and great for member retention.
- **United Healthcare Renew Active Program:** We had 119 Renew Active pass holders visit the Club in April, with 7 new members joining through the program this month.
- **Member Engagement and Facility Usage:** We had 2,557 unique visits this month, meaning 79% of active members used the facility at least once in the month of April. This indicates a high participation number in relation to total number of members.
- **Community Outreach:** The Club, in partnership with Ascension, offered free blood pressure screenings on April 23 at The Club.
- **Facility Rentals:** Facility rental numbers are steady and requests for space are consistent with the prior year.
 - 48 volleyball rentals
 - 21 pickleball court rentals
 - 5 pickleball group classes
 - 1 youth basketball tournament
 - 3 birthday parties
 - 8 basketball court rentals
- **Fitness Team/Operations Team Initiatives:**
 - The Club staff offered several fun pop-up fitness classes in April including a very popular Sunset Yoga, a Spin class for beginners, and an Earth Day outdoor strength class on the outdoor turf.
 - The Club team has hired a special staff member who is part of the Little City Program. Lexie will be working with us twice a week to help keep the facility clean.

- The roof project is underway and members have been very understanding with the various minor adjustments we have made in areas of the facility to keep them safe and out of the way of the work.
- The Club fitness team hosted a nationwide Barre Instructor Training at The Club. With this agreement, we were able to get one instructor certified at no charge and a discount on two other instructors to become certified.

Marketing

The Club

April continued to deliver strong overall lead volume, driven primarily by SEO and Google Maps. While some traffic metrics fluctuated slightly, overall visibility and local engagement remain very strong, supporting consistent inbound interest.

Key Highlights & Wins

- Google Maps continues to be a major driver, generating 326 calls and strong local engagement
- SEO performance is extremely strong, with dominant #1 rankings across key fitness-related keywords in Hoffman Estates and surrounding areas
- Organic visibility remains high with over 96K impressions and consistent click volume
- Google Business Profile activity remains strong, with over 8,000 impressions and high interaction volume
- Website engagement quality is improving, with average engagement time up 10%

Marketing collateral and digital TV slideshows were created to promote monthly member specials, Moving in May Pop-Up classes, rentals, massages, and referrals.

<u>Metric Category</u>	<u>The Club</u>
Area Summary	Performance Snapshot <ul style="list-style-type: none"> • Organic leads: 64 (steady) • Google Map calls: 326 (↑ 0.31%) • Google Business Profile: 8000+ impressions • Website engagement time (↑ 10%) • Google search: 11 first place rankings
Campaigns	Member Promotions, Referrals, Moving in May Pop-Up Classes, Rentals, Massage, and Personal Trainers
Marketing Materials	Website event updates, posters, tabloids, flyers, in-house TVs, and VOHE marquees
Social Media Posts	46 total posts across 2 platforms (FB & IG)
Website Traffic (Users)	3,156 users / 5,509 sessions
Top Pages / Content	Home page, membership, swimming, class schedule, aquatics, and contact
Top Google Queries	Club Prairie Stone, fitness center Hoffman Estates, fitness club Hoffman Estates, gym Hoffman Estates, health club Hoffman Estates, fitness classes Hoffman Estates
C&M Community Events Attended	HE Chamber Board Meeting, HE Chamber Events, SBA Events

TC Ice Operations

Ice Operations

- Working with Shirley Ablilitylab Sled hockey on hosting a September event
- 8 private rentals & party rentals for April
- Hosted 9 Adult Hockey games, Summer session will be starting in May
- Hosting NWHL league playoffs 5/15-5/17
- Myhockey Tournament scheduled for 4/25-4/27 cancelled at our rink due to low enrollment and long-standing contracts with other rinks.
- Working on finalizing ice slots for Starlights and GESS for fall ice contracts

Public Skate

- Working on Fall/Winter specialty skates
- (3) Public Skates in April totaling 110 patrons

Figure Skating

- Hosting a figure skating workshop on 8/22 with Danny O'Shea and Ellie Kim who won Olympic Gold Medals for Team USA in 2026.
- Ice Show practices have started; students are working hard to learn the new routines.
- Tickets are now on sale for the ice show; admission is \$10.
- Testing for spring classes will finish up end of May with the new Summer sessions starting the week of 6/8.
- HSA skated at the All-State arena on 4/19 during the Chicago Wolves game; we received a lot of positive feedback from being able to offer something unique like this to our skaters

Hockey

- Wolf Pack regular season games are complete.
- 1st place undefeated finish for Bantam 1 Wolf Pack.
- 1st place undefeated finish for Bantam 2 Wolf Pack.
- 1st place undefeated finish for Mite Wolf Pack.
- 2nd place finish for peewee Wolf Pack.
- NWHL Playoffs will take place May 14-17. Championship games for teams that advance will be played the weekend of May 29-31.
- The new Jr. Wolf Pack "Mite Prep" class has been a success. Great feedback from parents so far.

Spring Hockey Classes	2026	2025
Jr. Wolf Pack (Level 1)	34	57
Jr. Wolf Pack (Level 2)	40	31
Jr. Wolf Pack (Level 3)	25	31
Jr. Wolf Pack (Mite Prep)	9	New for 2026
Total	108	119

Spring WP Hockey League Team Counts	2026	2025
8U	1	1
10U	1	1
12U	1	3
14U	2	2
18U	1	1
Total	6	8

Girls Spring Skills Clinic	2026	2025
8U/10U/12U Girls	17	18
14U 16U 19U Girls	41	27
Total	58	45
Wolverines Tournament Teams	2026	2025
10U/12U	1	1
14U	1	1
16/19U	1	1
Total	3	3

Triphahn and Willow Centers

- TC/WC had 33 new members in the month of April 2026.
- There was a total of 111 Healthcare members who used TC or WC.
- TC has 80 rentals for the month of April.
- WC has 130 rentals for the month of April.
- Staff is preparing Student Summer Fitness passes to go on sale in May.

	April 30, 2025	January 1, 2026	April 30, 2026	Change
Memberships	804	687	707	20
Racquetball Members	20	20	22	2
Dog Park Members	417	453	420	-33