

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, JULY 21, 2026
7:15 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - MAY 19, 2026
Motion to approve the minutes from May 19, 2026 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report and 2nd Quarter Goals / M26-064
Motion to recommend to the full board the July Recreation Board Report and 2Q2026 Goals be included in the July Executive Director's Report.
 - B. Facilities Board Report and 2nd Quarter Goals / M26-059
Motion to recommend to the full board the July Facilities Board Report and 2Q2026 Goals be included in the July Executive Director's Report.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.

MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
May 19, 2026

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on May 19, 2026, at 7:25 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Comm Reps Bettencourt and Kulkarni

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

Audience: President Friedman, Commissioners Chhatwani, Evans, Kaplan, and McGinn; Comm Rep Kratochvil, Maggie Dowling, Marla Truitt

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:

Commissioner MacGregor made a motion, seconded by Comm Rep Aguilar, to approve the minutes of the April 21, 2026, meeting as amended, to correct the attendance status from attended to not-attended for Comm Rep Aguilar. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Wolf Pack & Timberwolves Merger / M26-043

Executive Director Talsma said there is no motion for this agenda item, as it is informational only. He highlighted the following:

- Chicago was not chosen as a PWHL expansion site, so that opportunity is off the table as a rental, but we continue to look at other opportunities.
- We are moving ahead with a merger of Wolf Pack and Timberwolves.
- We are still working with the league and some rulings from them.
- This will be a full rebranding to the Ice Hawks, as we separate from the Chicago Wolves. We will use new colors and logos, but playing off community connections (Hoffman HS Hawks, Harper Hawks, and this used to be the Blackhawk Center).

Commissioner Dressler asked if this would include the girls' teams. Executive Director Talsma said yes.

Commissioner McGinn asked if we expect the same number of players. Executive Director Talsma said we hope to grow it. The Timberwolves were at the minimum with three teams. Nick Cinquegrani (General Manager of Ice) is taking a grass roots approach to rebuild the program.

Commissioner Kaplan asked if we are going to try to have parent coaches. Executive Director Talsma said for the in-house program, we will use parent volunteers; for travel teams, we will have paid coaches.

B. Recreation Board Report / M26-041

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

Director Sweeney highlighted the following staffing updates:

- This month's report is focused on summer kick-off. The camp numbers are good. Many children who were in early childhood camps last year have moved up, so that number is lower but the main elementary school age came numbers are up.
- The numbers for 2026-2027 STAR registration are up as well compared to this time last year.

Comm Rep Henderson asked if we are selling pool passes for Seascapes. Director Sweeney said yes, the pre-sales look good. The pool will open May 30, and splash pads will open Memorial Day weekend. The ability to have life guards available dictates when we can open.

The motion carried by voice vote.

C. Facilities Board Report / M26-040

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

Commissioner McGinn said the Bridges numbers look great now. Deputy Director Bechtold said we had seven or eight really good days; looking forward to a good season if the weather cooperates.

Commissioner Kaplan asked if we are doing anything different with the greens this year, as they look really good. Executive Director Talsma said we hired a new Superintendent of Greens, and it is probably showing as a good investment. Director Huguen added that yes, he has been a very good addition to the staff.

The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Aguilar said she read about the website change, and she has seen some very nice facebook postings lately. Executive Director Talsma said shout out to Justin Waters, our new Director of Marketing and Web Management. He is very proactive and adds a fun twist. He also thanked everyone who worked on the website.

Commissioner MacGregor said he enjoyed going to Vogelei. He missed the ceremony but said the park was packed. It looks fantastic. It is good to see accessible equipment, especially after seeing things like that at the national conference.

Commissioner Dressler said the colors at Vogelei are so vibrant. She loved that we had the ribbon cutting on Kids to Parks Day. She didn't make it to Kite Day but heard it was a good turnout.

8. Adjournment:

Comm Rep Henderson made a motion, seconded by Comm Rep Aguilar to adjourn the meeting at 7:39 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M26-064

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Jennifer Sweeney, Director of Recreation
RE: Recreation Board Report
DATE July 21, 2026

Motion:

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

Recreation Division

- Summer Day Camps continue to see increased enrollment, especially in the youth camps for kindergarten-8th graders. Across the 10-week period, there are 5,078 registrations, a notable increase of 1,149 enrollments compared to 3,929 at this time in 2025.
- The collaboration with the Police Department continues through Freezy Fridays at various parks throughout the summer. The M.O.R.E. vehicle is also present at these events to support community engagement.
- The recreation team welcomed a new Recreation Program Manager on July 6. Dulce Estrada served as our summer intern and is a recent graduate of University of Illinois Urbana-Champaign. She will oversee the SD54 STAR program and youth camps.
- The communications and marketing team will welcome Kaitlin Schmidt as the Communications & Marketing Coordinator on July 20. Kaitlin comes from Baird and Warner Real Estate where she spent 5 years implementing social media initiatives to drive online traffic and revenue,

Early Childhood

- Preschool Open Houses were held on Saturday, June 27 at Willow Center (9:30-10:30 am) and Triphahn Center (11:15 am-12:15 pm).
- While enrollment is currently trending lower at WC it is ahead at TC compared to last year at this time. Overall preschool registration is lower by 6 students.
- Staff continue to work with the communications and marketing team to promote the program in various ways, including social media, e-newsletters, billboards, yard signs and at special events.

Preschool Enrollment	25/26 WC	26/27 WC	25/26 TC	26/27 TC
3's & 4's Preschool	36	23	51	58

School-Age STAR

- STAR enrollment continues for the 2026/2027 school year. As of 6/30 there are 479 enrollments. Last year at this time, there were 382 enrolled for the upcoming school year.
- Staff have reassessed the available space at Whitely and hired additional staff, allowing the school to accept more registrations for the 2026/2027 school year.
- District 54 starts school on August 17 and District 15 on August 19.

	Before 3 days	After 3 days	Before 5 days	After 5 days	26/27 Enrollment as of 6/30/2026	25/26 Enrollment as of 6/30/2026
District 54						
Armstrong	5	5	16	24	50	42
Fairview	1	6	12	16	35	31
Lakeview	0	3	4	16	24	24
MacArthur	4	8	42	46	100	88
Muir	1	5	7	14	27	21
Lincoln Prairie	12	23	24	27	86	61
District 15						
Whiteley	11	20	33	38	157	115
Total	35	70	143	231	479	382

Illinois Department of Early Childhood (IDEC) Update

On July 1, 2026, the Illinois Department of Early Childhood (IDEC) officially began operations, completing the state's two-year effort to consolidate early childhood programs previously administered by the Illinois Department of Children and Family Services (DCFS), Illinois Department of Human Services (IDHS), Illinois State Board of Education (ISBE), and the Governor's Office of Early Childhood Development. Shortly before IDEC's launch, the Governor signed House Bill 3595 (Public Act 104-0480), which enacts comprehensive reforms to Illinois' childcare licensing regulations.

The Illinois Association of Park Districts (IAPD) successfully secured language in the legislation that allowed for a "double exemption" for local governments. This exemption allows park districts to continue offering many recreation and enrichment programs without obtaining a childcare license. Without this provision, many existing park district programs would likely have been subject to licensing requirements that could significantly limit or eliminate their ability to be offered or operate.

To qualify for one of the applicable exemptions, the "special activities" exemption, the District must meet seven statutory requirements. One of those requirements is that the program may not participate in the Child Care Assistance Program (CCAP) or receive funding through the Early Childhood Block Grant.

Because the District has participated in CCAP for the STAR Before & After Care Program and Summer Camp, the District will discontinue its participation in CCAP beginning with the 2026–2027 school year to maintain eligibility for the exemption. In recent years, administering CCAP has required significant staff resources, and reimbursement from the State has frequently been delayed or incomplete.

The nine families that were enrolled in STAR who indicated they planned to use CCAP have been notified of this change. There are other CCAP providers in the area and staff is exploring whether financial assistance may be available through the District's scholarship program for eligible families. Staff will continue to monitor IDEC implementation and will keep the Board informed of any additional developments.

Day Camp

School Age (7-13 Years Old) Camp Enrollment

Camps	2025 Total Enrollment	2026 Enrollment as of 6/30/2026
Camp Hoffman 5-day North	305	557
Camp Hoffman 5-day South	257	489
Camp Hoffman 3-day North	149	184
Camp Hoffman 3-Day South	158	254
Teen North	104	216
Teen South	196	248
Sports	318	372
STEAM	321	517
Dance Camp	52	135
Early Arrival North	97	219
Early Arrival South	54	164
Early Arrival South Specialties	205	267
Late Stay North	131	254
Late Stay South	56	155
Late Stay South Specialties	253	250
Camp Close Out	N/A	51
TOTAL	2,738	4,332

- School-age camp registration continues to trend well ahead of last year's pace, when we reported 2,738 registrations during the June 2025 board report. An increase of 1,594 registrations.

- Youth weekly camps will wrap up August 7. A one-week camp, Camp Close Out, is offered the week of August 10-14 to bridge the gap before school starts.

Early Childhood (2-6 Years Old) Camp Enrollment

Camps	2025 Enrollment	2026 Enrollment as of 6/30/2026
Preschool Camp TC	58	41
Preschool Camp WC	61	29
Kinder Camp TC	48	52
Kinder Camp WC	37	53
Busy Bees TC	N/A	52
Busy Bees WC	N/A	32
Ready for Kindergarten Camp	47	N/A
Splash and Explore TC	286	134
Splash and Explore WC	375	191
Splash and Explore Early TC	55	18
Splash and Explore Early WC	47	27
Splash and Explore Late TC	118	46
Splash and Explore Late WC	148	72
CIT	8	N/A
Total	1,288	747

At this time last year, total enrollment for early childhood camps was 1,168. Specifically, the Splash and Explore registrations are behind last year's numbers. 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 moved up to School Age camps for 2026 which is reflected in those enrollment numbers.

Dance/Baton

Dance Activity	Summer 2025	Summer 2026
Ballet	39	48
Stars Dance Company	71	65
Ballet/Tap	28	30
Ballet/Jazz	16	5
Jazz/Hip Hop	31	26
Tap	26	29
Specialty	81	92
Total	292	295

- There were 20 private dance lessons in the month of June.

- Star Dance Company Auditions took place in June and 74 dancers auditioned. A total of 62 dancers accepted spots on the dance company.

Baton Activity	Summer 2025	Summer 2026
Performance baton	17	11
Baton	28	21
Total	45	32

- The baton group traveled to Italy last year to compete in an international competition, which contributed to increased enrollment in the 2025 summer program.

Athletics

Youth Sports Activity	Summer 2025	Summer 2026
Shotokan Karate	131	122
Tae Kwon Do	15	26
VolleyKidz	13	48
Gymnastics	171	270
Flag Football	25	44
Basketball Clinics & Camps	12	34
Track and Field Program	N/A	24
Total	367	568

- The first session of our Summer Youth Sports Activity classes began during the weeks of June 1 and June 8. Summer programming will continue through late August and early September, providing a variety of athletic opportunities for participants throughout the season.
- Gymnastics enrollment continues to experience strong growth. Please note that the program was still held at Vogelei in June of 2025 and there were fewer classes offered than for the summer 2026 session to meet growing demand.
- In May, Tumbling Times approached staff about establishing a Tumbling Team, similar to programs they offer in partnership with other park districts. Tryouts were held in June, and all participants who auditioned were selected. The inaugural team currently consists of 12 members.
- Volleyball, flag football and basketball camp and clinics continue to see increased registration.

Adult Sports Activity	Summer 2025	Summer 2026
Adult Men's Basketball League (Teams)	5	4
Pickleball League (Teams)	22	14

T-Ball & Youth Baseball

The Youth Baseball season came to an end in mid-June with kindergarten tball and 1st/2nd grade teams having their last games on June 13. The 3rd/4th grade team competed in the PCBS playoffs and finished their season on June 18.

Field Rentals

June brought above-average rainfall and frequent storms, creating some challenges for maintaining consistent field rentals. Despite the weather, Cannon Crossing remained active throughout the month, hosting two tournaments with Seminole Sports. Northwest Travelers, Rage Baseball, and Signature Stars Baseball also continued as regular renters during June. As we transition into the fall season, staff look forward to working with both our returning soccer and baseball rental groups. We also continue to receive inquiries from organizations interested in future athletic field rentals.

Aquatics

- Unfortunately, the weather in June was cool and rainy. There were 5 days that Seascape didn't open and 4 additional early close days in the month. That is reflected in the lower numbers of passes sold and visits in June.
- Indoor and outdoor swimming lessons began the week of June 8. Indoor lessons have one session that will end on August 1. Outdoor lessons are offered in two-week sessions and there are 4 sessions this summer. They will end July 30.
- World's largest swimming lesson event was held at Seascape on June 25 with 58 enrolled compared to 50 in 2025.

The Club Swim Lessons	2025	2026
Parent/Tot	16	13
Tots	14	12
Group Classes	84	70
Adult	4	4
Private Lessons	N/A	10
Total	118	109

Seascape Swim Lessons	2025	2026
Parent/Tot	11	3
Tots	5	8
Group Classes	112	102
Total	128	113

Seascape Members as of 6/30	2025	2026
Membership	727	708
Sr Membership (62+)	71	67
Total	798	775

Seascape Visits as of 6/30	2025	2025
Daily Visits (includes member visits)	13,198	8,496

Seascape Tent Rentals (for the season)	2025	2026
Total	45	42

Adults & 50+

Daily and weekly drop-in Programs for 50+

50+ Drop-in Programs	Days	June Total Count
Pickleball	T, TH	178
Volleyball	M, T, F	241
Card and Games	T, TH, F	193
Mahjongg	W	72
Ping Pong	M-F	153
Billiards	M-F	121
Wii Bowling	T, TH	52
Book Club	4 th Monday	23
Stitching Stars	F	26
Crafting Club	1 st /3 rd Mon.	16
Total		1,075

50+ Programs/Events	<u>Date</u>	<u>Enrolled</u>
Seated Yoga	4/30-6/18	9
Movement Expressions	4/30-6/18	5
Tai Chi	5/13-6/17	8
Gentle Yoga	5/27-7/1	5
Pub Trivia	6/10	14
Seniors out Socializing-Lucky Monk	6/12	10
June Birthday Lunch	6/26	19
Summer Bingo	6/16	20

- 50+ Outdoor pickleball is underway on Mondays, Wednesdays, and Fridays at Fabbrini Park. As of June 30, 40 passes had been sold, compared to 82 at the same point in 2025. The decrease is attributed to several factors, including unfavorable weather in June, a county tournament that drew many regular players to Batavia for practice, and the

addition of new pickleball courts and programs throughout the area. Participation has increased in July as weather conditions have improved, and staff expect attendance to continue to strengthen throughout the remainder of the season.

- The Senior Program Manager attended the Commission for Senior Citizens, and the Village of Hoffman Estates's Moretti's Senior Luncheon where we handed out brochures and flyers to promote our adult and 50+ programs.
- The monthly 50+ email newsletter continues to be distributed on the first Wednesday of each month to approximately 13,000 individuals.
- Willow Recreation Center hosted two drop-in Mahjong Days in which 16 people attended each date. Staff are planning on extending this once a week in the fall as well as cards at Willow Center.
- Tai Chi and Senior Gentle Yoga will be offered at the Triphahn Center and Willow Center beginning in August.

Special Events/Outreach

- **Friday Fun Day Concerts** began in June at the Vogelei Pond Shelter. The first 10:00 am concert, Todd Downing, was held on June 5 inside the barn due to rain. Mary Macoroni was June 19 and Ms. Jamie's Farm on June 26, which was in the evening. Attendance ranged from 50-120 depending on the weather.
- **Freezy Fridays** with the Police Department started June 5 and are held from 12:00 to 1:00 pm. This year the Police Department wanted to visit more neighborhoods, so they picked a different park each Friday. In June they were held at South Ridge and Moon Lake Parks. In addition to getting Freezy pops, the MORE van arrives with several yard games for the children to play.
- **Summer Sounds on the Green** began Thursday, June 11 with Arra, but was rescheduled to August 27 due to rain. The Eric Case Band and the Elgin Symphony Quintet performed in June as well. Helping with announcements gives the district a nice opportunity to promote upcoming program offerings.
- **The Fishing Derby**, a Hoffman Chamber of Commerce Event, took place on June 20 at South Ridge from 9:00 am to 1:00 pm. HEParks had the selfie station, promotional materials and a mini Go Fish magnet game at the park district tent. A great group of high school volunteers from Conant assisted with this event.
- The **Northwest Fourth Fest Kids Zone** run by the Park District near NOW Arena was July 3 and 4 from 12:00 to 7:00 pm (including children's entertainers, face painting, balloon artist, and a petting zoo). The weekend was a difficult one with rain delays on and off all weekend. We were happy the rain held off for the 4th of July parade. The MORE van was in the parade with staff and Commissioners alongside handing out candy and park district coupons.
- The Supt of Outreach and Special Events attended the following meeting/outreach opportunities:
 - June 2 - Cultural Awareness Committee
 - June 18 - Arts Commission
 - June 22-25, assisted the police with Teen Junior Police Academy, spoke at a session on Police/ Park District collaboration, helped with an agility obstacle

course and wiffle ball. The teens got a picture by the MORE van. They had 30 in attendance for the week.

Upcoming Outreach/Events

- Friday Fun Day Concerts continue on July 10, 24 and August 7.
- Freezy Fridays will visit Fabbrini on July 10 and Cannon Crossings July 24.
- UnPlug Illinois Day is July 11 from 10 am to 1 pm at South Ridge. This event is a Tropical theme and will have inflatables, crafts, kids' entertainment, and a DJ with beach tunes.

Friends of HEParks Days

- July 11 is the Dolphin Derby at Seascap. The Dolphin drop will take place at 2:00 pm.

Communications & Marketing Report

The focus for June communications centered around informing the public of the Fabbrini Park upgrades that start in July, the Friends of HEParks Swim for All Campaign, the dog park closure, and announcing the re-brand of the hockey program to the Hoffman Ice Hawks. Each of these were promoted via press release and picked up by local news outlets, along with being listed on our website and sent through social media and e-newsletter digital channels. Additionally, staff were busy putting together the Fall Digital Program Guide with minor changes that help users to get the website registration pages faster.

Metrics	
Social Media 2026 (2025)	Views: 213.1K (113.7K) Interactions: 1.7K (683) Engagement (likes/comments/shares): 10,452 (3,452) Clicks: 394 (239) Video Views (reels): 58,781 (1,822) Visits: 5.3K (3.7K) New followers: 137 (59) Total followers: Facebook: 9,593 (8,081) Instagram: 2,224 (1,676)
Website Statistics 2026 (2025)	Pageviews: 83,267 (58,027), Users: 32,633 (20,636)
Email Campaigns	11 newsletters – Avg. Open Rate: 23.2% Avg. Click-to-Open: 2.17%
Pictures/Video Taken	Seascap Open Swim, Track & Field, VolleyKidz, Bear Fundamentals Basketball, Dog Park, Camp, Freezy Friday, Fabbrini Park, Swim Lessons, Dance Recital, Golf at Bridges of Poplar Creek
Targeted Programs	Summer Camp, Karate, Dance, Seascap Tent Rentals, Gymnastics, Preschool, Fall Soccer, and dog park updates/memberships.

**HOFFMAN ESTATES PARK DISTRICT
2026 BUDGET GOALS & OBJECTIVES
RECREATION DIVISION**

Key: C = Complete / O = On Track / D = Deferred / N= Not Complete

DISTRICT CORNERSTONE #1: HEALTHY AND ENJOYABLE EXPERIENCES

Goal	Performance Measures	Status
Host a 3 v 3 Youth Basketball Tournament	Host a new 3 v 3 youth basketball tournament; promote through the HEParks youth basketball program.	C
1Q Comments:	The 3v3 program was offered on March 14, immediately following the conclusion of the youth basketball season, and was promoted to both current participants and the broader community. Unfortunately, the program did not run due to low enrollment. Moving forward, staff will explore alternative program concepts utilizing a similar format, while also evaluating enhanced marketing strategies and potential partnerships with contractual providers to increase participation.	
2Q Comments – Complete	See Q1 comments, staff may look to offer again at a different time frame of the year in 2027.	
Host a Men’s Basketball Tournament	Host a Men’s basketball tournament; promoted through the Men’s League basketball and TC, WRC, and The Club members.	C
1Q Comments:	Staff are planning to offer a men’s 3v3 basketball tournament in June.	
2Q Comments - Complete	The Men's 3v3 Basketball Tournament was scheduled for June 20. Unfortunately, the event was canceled due to low enrollment. Staff will evaluate the program and explore potential adjustments to determine the viability of offering the tournament again in future seasons.	
Provide more in-house activities for Schools Days Out program	Work with vendors, contractors, and entertainers to bring new activities to district facilities and decrease the amount of outside field trips.	O
1Q Comments:	Staff have added in-house field trips for camp and will be doing the same for 2026/2027 school year for School Days Out.	
2Q Comments:	Summer camps have held in-house field trips for all our camps, examples include JG Reptiles, a magician and balloon show.	
Expand swim lesson programs with a specific concentration on restructuring private swim lessons and outdoor group swim lessons	Develop new package options for private swimming lessons. Evaluate and update options for outdoor swimming lessons.	O
1Q Comments:	Staff will be evaluating private swimming lessons and are aiming to develop new package options for the fall. Outdoor swimming lessons have been slightly restricted for this summer by consolidating the number of time slots but will have higher maximums for those time slots to avoid cancellations.	

2Q Comments:	Staff have added private swim lessons at the end of group lessons to increase staff participation as well as having consistent staffing.	
Expand offerings in the new gymnastics' studio at Willow Recreation Center	Offer more gymnastics classes and add drop-in gymnastics and gymnastics birthday party packages to the offerings in the gymnastics studio	O
1Q Comments:	Staff have added a drop-in gymnastics option (a gymnastics open gym) and gymnastics birthday parties in Q1. In Q1, 117 participants attended gymnastics drop-in, and 3 gymnastics birthday parties were held. Staff continue to work with Tumbling Times on evaluating and adding classes where needed.	
2Q Comments:	Due to gymnastics classes and camp, drop-in gymnastics and gymnastics birthday parties were paused for the summer. They will resume in the fall.	
Increase engagement with Triphahn and Willow Recreation Center with a goal of increasing memberships by 5%	Update membership fees with completion of Willow renovation and increase operation hours at Willow. Follow up with new members at both facilities and create offers and rewards for members who refer new members.	O
1Q Comments:	All Willow Center fees have been updated, along with an increase in operating hours. Staff will work with the marketing team to develop promotional offers, including a "refer-a-friend" initiative.	
2Q Comments:	Willow and Triphahn have created and will work with the marketing team on promotional offers and challenges for this upcoming quarter for members. We will also look to introduce a member appreciation, and "refer-a-friend".	
Research and implement new one evening adult and 50+ activities at various facilities.	Offer 2 Night Out events/activities for adults 21+.	O
1Q Comments:	Puzzle Mania was a success in February. Collaborative efforts are under way with the Bridges and Recreation staff for upcoming night out events. Staff are also planning to host a variety of activities at Willow.	
2Q Comments:	During Q2, drop-in Mahjong was held at the Willow Recreation Center. In the fall, programming will expand by adding two fitness classes, offering Mahjong and card games, and hosting monthly events at the Willow Recreation Center and Bridges of Poplar Creek.	
Provide more nature opportunities for preschool	Offer (2) nature programs/events that provide preschoolers and their families with the opportunity to explore nature in our district parks.	O
1Q Comments:	We will have a new nature event coming up in August.	
2Q Comments:	Staff are collaborating with Crabtree Nature Center on offering Nature Events. We will participate in their Arts in Nature Fest	

	events on August 30. Crabtree had a table at UnPlug Day with nature activities. The district is hosting a Flannel Friday Flashlight Hunt on November 13 at Vogelei Park.	
Grow the Youth Track & Field program	Host a free “Track Try-It Day” in the spring to introduce the program to youth 5-17 years old and increase participation in the district Youth Track and Field program.	O
1Q Comments:	The district will continue its partnership with Dash Athletics to offer a youth track and field program. To increase exposure and promote the program to a targeted audience, staff will host a booth at the Eisenhower Junior High track meet on April 21 to connect with parents and share program information.	
2Q Comments:	HEPD staff partnered with Dash Athletics to host a promotional table and tent at the April 21 Eisenhower Track Meet. Staff distributed program information and engaged with families to promote the Youth Track & Field program. The event provided an excellent opportunity to connect with a targeted audience and increase awareness of the program within the community.	
Continue Guest Service training for Willow and Triphahn desk staff.	Formalize and implement new training format for on-boarding new staff and develop a training calendar for all guest service staff to follow throughout the year.	
1Q Comments:	Staff meetings have been established on a quarterly basis, and additional training will be scheduled as updates to policies and procedures are finalized. Currently, new procedures are being developed as responsibilities continue to shift and expand for front desk staff.	O
2Q Comments:	Staff are having continued quarterly meetings, as well as on site training for all the updated responsibilities of the desk. Policies and procedures continue to be updated and finalized.	

DISTRICT CORNERSTONE #2: SOCIAL EQUITY

Goal	Performance Measures	Status
Offer M.O.R.E. opportunities in underserved areas seasonally.	Educate and share recreation pop-ups at off-site locations during the summer season. Use to educate residents on Programs for All and HEParks scholarship opportunities.	O
1Q Comments:	Staff attended the D54 Resource fair April 1 for school social workers and psychologists. Programs for All and HEParks scholarships were promoted. M.O. R.E events are planned for summer and scholarship opportunities will be promoted.	
2Q Comments:	There are Mobile Outreach events scheduled at 4 apartment complexes at the end of July and early August. The library and police outreach team will assist at these events. Marketing is	

	working to promote scholarship opportunities via the website and press release.	
Organize dog park events for members at each dog park (Bo's Run & Freedom Run)	Offer (2) dog events in 2026. Use the events as an opportunity to promote dog parks and their improvements and to receive input for future dog park offerings and events.	O
1Q Comments:	The Doggie Egg Hunt was held on March 29 at Bo's Run, with 22 participants in attendance. Planning is underway for the return of the Howl-o-Ween event this fall.	
2Q Comments:	Fall Howl-O-Ween planning is ongoing. Several 'pup-up' events are being looked at for late summer.	
Increase awareness and participation in "programs for all" and scholarship opportunities	Work with Marketing to promote offerings through social media, community outreach, local partnerships, email campaigns, and printed materials to ensure that residents, especially those in underserved communities, are informed and encouraged to apply.	O
1Q Comments:	With the new website, staff are working to make programs for all and scholarship opportunities more visual and assistance easier to find. Programs for All was promoted at the D54 Resource fair in April.	
2Q Comments:	The website has been updated to highlight the Programs for All initiative and available scholarship opportunities. The Communications & Marketing team also distributed a press release promoting the program, which generated increased interest from the community. In addition, announcements highlighting Programs for All and Swim for All were made during the World's Largest Swim Lesson event to further raise awareness of these opportunities.	
Offer Technology assistance for 50+	Establish a partnership with local libraries and/or colleges to offer workshops and lunch and learns on technology topics.	O
1Q Comments:	The 2026 Senior Lunch & Learn series so far have covered a wide range of technology topics, including fraud prevention, scams, iPhone assistance, and computer safety best practices. Staff are working to collaborate with local libraries and the Village to expand and offer additional ongoing programs.	
2Q Comments:	In Q2, several Lunch & Learn programs were offered which focused on fraud prevention, scam awareness, artificial intelligence, and technology best practices. Partnerships with Bank of America, the Village of Hoffman Estates, Abbott, and Right at Home, focused on helping older adults stay informed and confident with today's technology. Staff are planning to launch free monthly technology classes this fall.	

Offer a 50+ Wellness Fair at the TC Senior Center	Develop and promote a Wellness Fair for 50+ patrons in the spring of 2026 to promote the Senior Center and 50+ programs to increase participation in trips and social and fitness activities offer by HEParks.	C
1Q Comments - Complete	A Senior Wellness Open House was held on April 10, featuring Tai Chi and gentle yoga demonstrations, a therapy dog visit, and a variety of vendors offering memory, glucose, and hearing screenings. Club and Willow Fitness staff were also in attendance. More than 150 participants attended, along with 18 vendors.	
Collaborate with the HE Police Department to offer 3 new events together.	Offer Teen/Youth/ nights once a season at Willow, Vogelei, and the Club with the HE Police Department.	O
1Q Comments:	Staff met with two Police Community Outreach officers in January to discuss opportunities for increased collaboration. A follow-up planning meeting is scheduled for the end of April to develop new initiatives, including a teen-focused event.	
2Q Comments:	The Park District and Police Dept worked together on an updated Teen Junior Police Academy camp the week of June 22. There were 30 participants. Staff is working on coordinating some open gym nights with teens and the Police in the fall.	

DISTRICT CORNERSTONE #3: FINANCIAL & ENVIRONMENTAL STEWARDSHIP

Goal	Performance Measures	Status
Continue to increase field and tournament rentals.	Continue to establish positive relationships with baseball groups and tournament directors to rent fields at Cannon Crossings.	O
1Q Comments:	Spring and summer rental bookings are off to a strong start, despite weather-related challenges. Weekend rentals at Cannon Crossings are being expanded in partnership with Seminole Sports, which organizes youth softball and baseball tournaments. Additionally, Northwest Travelers, a local youth travel baseball organization, has begun renting field space at Fabbri and South Ridge Parks. Staff will continue to actively market and promote outdoor field spaces to attract additional rental opportunities.	
2Q Comments:	HEParks continues to receive a steady volume of inquiries for athletic field rentals, reflecting the strong demand for the district's facilities. Over the coming months, staff will work closely with returning user groups and new organizations to coordinate fall rental schedules while balancing the needs of Park District programming. Staff will continue to maximize field usage and ensure rental opportunities are scheduled efficiently while maintaining high-quality playing conditions throughout the season.	

Evaluate best offerings in the Vogelei Barn after renovation	Evaluate programs, activities, and rentals that are conducive to space and begin offerings in the first quarter of 2026.	O
1Q Comments:	Beginning in January, several classes, including Baton and Hot Shots Sports, are being held at Vogelei. Staff will continue to evaluate additional programs that can utilize the space, while facility staff explore potential rental opportunities.	
2Q Comments:	As fall programing is being finalized; the use of Vogelei Barn is being reviewed for new programs, and possible Hot Shot birthday parties.	

Establish sponsorship/in-kind donation opportunities for pop-up events seasonally.	Reach out to local companies/businesses to provide snacks/giveaways at M.O.R.E pop up events and be listed as an in-kind sponsor.	O
1Q Comments:	Staff are actively working on this as part of planning for summer M.O.R.E. events.	
2Q Comments:	There are Mobile Outreach events scheduled at 4 apartment complexes at the end of July and into August. The library and police outreach team will assist at these events. There will be free giveaways which include lunch boxes, play squirt guns, and an arcade purse, that were donated by the fire department. There is also a Soccer Pop Up Event scheduled for August 3 to promote soccer registration.	

Increase Seascape rentals	Develop a marketing package for birthday parties at Seascape and work with marketing team to advertise and promote.	O
1Q Comments:	Tent rentals became available in January for the summer 2026 season. Emails were sent to current and past pass members, and the rentals have been featured in weekly newsletters. Marketing is continuing to promote tent rentals through additional outreach efforts in April and May.	
2Q Comments:	Tent rentals were promoted via social media and several e-newsletters. There were 3 new park districts book camp group visits to the facility.	

Continue to seek grant opportunities to support the aquatics program	Evaluate previous grants and investigate new grants that can be applied for in 2026 for Seascape.	O
1Q Comments:	Staff continue to monitor grant opportunities related to aquatics and will pursue any that become available for 2026.	
2Q Comments:	Staff continue to monitor grant opportunities related to aquatics and will pursue any that become available for 2026 into 2027.	

Create a fee-based punch card system for 50+ Drop-In Indoor Pickleball	Implement a fee-based, multi-session punch card system for the 50+ Drop-In Indoor Pickleball program to streamline payment, increase regular attendance and generate revenue.	C
1Q Comments - Complete	Staff implemented a Pickleball Pass Program beginning in	

	January to provide flexible and affordable options for participants. Pricing options include: • One-time drop-in: In-District \$5; Out-of-District \$6 • 3-pass package: In-District \$12; Out-of-District \$15 • 10-pass package: In-District \$30; Out-of-District \$40
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DISTRICT CORNERSTONE #4: OPERATIONAL EXCELLENCE

Goal	Performance Measures	Status
Incorporate HE Police Department in training for STAR/Camp staff.	Meet with the police department and coordinate dates to have them attend seasonal staff training and cover the best safety and lockdown practices.	O
1Q Comments:	The Police Department will be invited to participate in Camp training in May and STAR Before & After Care training in August or September.	
2Q Comments:	Staff have reached out to Police Department staff to attend STAR Before & After Care training.	

Develop an online Pickleball court rental system for Triphahn Center	Athletics and TC Facility Manager will work with the Business Departments to complete this project.	O
1Q Comments:	Athletics and facility staff will meet with the Recreation Systems Manager and the Director of Marketing & Web Management to set this up in RecTrac and integrate it into the website. The goal is to have the system up and running by early to mid-fall.	
2Q Comments:	Staff continue to work with the Recreation Systems Manager, Director of Marketing & Web Management and Vermont Systems to create the rental system. The new target is late fall.	

Launch a youth cricket program	Work with a contractor or potentially local adult cricket groups to launch an instructional youth cricket program in the form of clinics.	O
1Q Comments:	The athletics team recently met with a long-standing cricket rental group to explore the development of a youth cricket clinic. A four-week program is being targeted for June to build interest and increase participation.	
2Q Comments:	A 4-week Youth Cricket Clinic was offered beginning in June. Unfortunately, the program was canceled due to low enrollment. Staff will continue to evaluate opportunities to increase community awareness and interest in youth cricket through targeted marketing, community partnerships, and program enhancements, with the goal of successfully launching the program in 2027.	

Restructure Camp 2026 offerings	Restructure and consolidate 2026 camp offerings to enhance overall experience and increase participation.	C
1Q Comments:	Camp offerings were evaluated at the end of 2025, and those findings	

	informed program decisions for 2026. New camps are being offered for younger participants, including the addition of a Theatre Camp. Additionally, the popular 2025 Dance Camp has been restructured for 2026 to align with other day camps and now allows for weekly registration.	
2Q Comments - Complete	The restructuring of the dance camp has been a hit, with increased enrollment this summer. The new Busy Bees Camp for 2s has also successfully run each session. Theatre camp was offered, however was cancelled due to low enrollment.	
Offer a spring break camp for preschool age groups.	Add a mini spring break camp to district offerings for children 3-5 years old in 2026.	C
1Q Comments - Complete	Mini Explorers Spring Camp was offered to preschoolers ages 3–4 from March 23–27, 9:00 a.m. to 12:00 p.m., with a total of 10 participants. Staff hope to see increased enrollment in 2027.	
Rebrand and rename current “Playschool” program	Rebrand the program by renaming it and updating descriptions. Collaborate with the Marketing team to create a marketing plan to roll out the rebrand for the 2026/2027 school year.	O
1Q Comments:	The program name has been changed to Little Learners for the 2026–2027 school year. Registration is now open, and the program is featured on the website and will be included in the summer flipbook. Staff will meet with the marketing team to develop a marketing plan to support the rebrand.	
2Q Comments:	Staff continue to implement new strategies to promote Preschool and Little Learners programs. An open house was held on June 27 to showcase the programs and engage prospective families. In collaboration with the Communications & Marketing team, staff also developed a refreshed brand and marketing materials for the Little Learners and Preschool programs for the 2026–2027 school year. That new brand is being used on billboards, yard signs, social media and e-newsletters.	
Adjust opening of Seascap to Saturday, May 30, 2026	Due to Memorial Day weekend in 2026 falling early (May 23–25), and the 25-year historical May average of 63 °F, as well as conflicts with local high school graduations and final exams hindering staff availability for required lifeguard training and in-service sessions to be completed by May 23.	C
1Q Comments - Complete	All Seascap training dates have been scheduled and communicated to staff. Seascap is scheduled to open on May 30.	
Offer a STAR Movie Night	Provide a family night for all STAR families at the end of the 2025/2026 school year.	O
1Q Comments:	Due to staffing changes and a reexamination of this area, staff have decided to offer a beginning-of-the-year family night for the 2026–	

	2027 school year in the fall. Planning for this event will begin this summer.
2Q Comments:	Planning has begun with new staff and current staff in new roles with STAR. All dates and activities are being coordinated.

Improve entrance and signage at Seascap	Improve the Seascap entrance and add enhanced signage throughout the facility.	C
1Q Comments:	The Recreation and Marketing teams met and completed a walkthrough of the facility to review signage needs. Marketing has developed mock-ups for Recreation to review, and the signage order is scheduled to be placed in April.	
2Q Comments - Complete	Recreation staff worked with the Communications and Marketing team to update at the entrance, in the locker rooms and guard office. The roll gates have a new vinyl wrap, and the turn style has been replaced with an exit door.	

Develop an Athletics Internship	Work with in-state college/university recreation departments to recruit and onboard an Athletics intern who will help support athletic programs.	C
1Q Comments:	Staff have begun conducting interviews for a summer intern who will primarily support the Athletics Department, while also assisting throughout the Recreation Department as needed. The anticipated start date is late May or early June.	
2Q Comments - Complete	The Recreation Department received a strong number of applicants for the summer internship position. After conducting interviews, staff selected Dulce Estrada as the department's Summer Recreation Intern. Throughout the summer, Dulce quickly proved to be a great addition to the team and became a strong candidate for the open Recreation Program Manager position. Following the interview process, Dulce was offered and accepted the full-time position. Dulce started on July 6 and staff are excited to have her join the Hoffman Estates Park District Recreation team.	

Collaborate with local park districts to offer new or the ability to continue offering youth athletic programs	Meet with athletic staff at neighboring districts to discuss collaborating or joining forces to offer athletic programs/leagues that have seen decreases in participation.	O
1Q Comments:	The Athletic staff has met with other districts to continue collaboration on youth spring and fall baseball and house league basketball programs. A new collaboration includes the offering of a Youth Flag Football League this summer in partnership with the South Barrington, River Trails, and Prospect Heights Park Districts, facilitated through Overtime Athletics.	
2Q Comments:	The NFL FLAG Football partnership with the South Barrington, Prospect Heights, and River Trails Park Districts launched in early June. Hoffman Estates had stronger participation numbers with 44 registered participants, while enrollment from the	

	partnering districts was lower than anticipated. As a result, the program was modified to focus on skill development through clinics while still incorporating game play. Staff will continue evaluating the program and exploring additional opportunities for future intergovernmental collaboration.
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Replace all disc golf baskets at Black Bear Park	Secure the purchase of 18 new disc golf baskets and install at Black Bear Park.	C
1Q Comments:	The purchase will take place later in 2026.	
2Q Comments - Complete	The new baskets have been purchased and installed.	

Replace basketball hoops in gym at WRC	All basketball hoops will be replaced in the gym at WRC in 2026.	O
1Q Comments:	The Willow basketball hoops are scheduled to be presented to the Board for approval in April, with installation targeted for August or September.	
2Q Comments:	Currently on track for an August 19-21 install.	

Continue to enhance volunteer coach training and clinics for in house youth athletics	Review and update volunteer coaches' manuals for in-house youth athletics and incorporate a protocol for weather alerts with installation of the Perry Weather Lightning Detection system.	O
1Q Comments:	The Athletics team has updated the Youth Soccer Participant Manual and will review the youth basketball manuals, along with other major park district program materials, to ensure consistency and quality across all manuals. In April the district will introduce Statusfy, a new communication tool designed to provide real-time updates to the public and user groups regarding field conditions and the status of outdoor practices and games and Seascope. In addition, the Parks team is installing and launching the Perry Weather detection system in April, which will replace the Thor Guard lightning detection system.	
2Q Comments:	The implementation of Statusfy and Perry Weather has significantly improved the Park District's ability to communicate field conditions and weather-related closures during inclement weather. These tools have streamlined communication with staff, coaches, participants, and rental groups by providing timely and consistent updates. As we prepare for the fall soccer season, staff will continue expanding communication efforts while incorporating Perry Weather and Statusfy into volunteer coach training to ensure coaches are familiar with weather protocols and field closure procedures.	

Explore potential partnerships with Village and/or Townships to improve senior programming	Meet with senior staff at the Village and local Townships to explore collaboration on senior programs and activities aimed at increasing participation.	O
1Q Comments:	Staff have begun partnering more closely with the Village and the Schaumburg Library in a collaborative effort. The Village shares our	

	information, and staff distribute flyers and brochures at the Moretti's Luncheon hosted by the Village. The Schaumburg Library has also supported similar promotional efforts on our behalf. Through these partnerships, the district has seen an increase in participation.
2Q Comments:	Expanded community outreach and marketing efforts by distributing program flyers via the Village lobby and promoting programs at the Village's monthly senior luncheons. Additional marketing partnerships include the Schaumburg Township District Library, local senior living and memory care communities, and senior resource organizations. Staff also established a collaborative partnership with the Rolling Meadows Park District to coordinate senior programs, special events, and group trips, increasing opportunities and resources for older adults throughout the community.

Evaluate the viability of continuing outdoor swimming lessons for 2027	Complete an evaluation report that includes enrollment trends, cost analysis, and staffing requirements, with a recommendation on whether to continue, modify, or discontinue outdoor swim lessons.	O
1Q Comments:	Staff will evaluate the summer outdoor swim lessons in Q3 for the 2027 budget.	
2Q Comments:	Staff will evaluate the summer outdoor swim lessons at the end of the season in Q3 and during the 2027 budget process in the fall.	

MEMORANDUM NO. M26-059

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Deputy Director
RE: Facilities Board Report
DATE: June 21, 2026

Motion:

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

Bridges General Programs:

- Our next live music will be Lakeside City on Saturday, July 18, 6pm to 9pm.

Golf Rounds

MONTHLY ROUND TOTALS					
2022	2023	2024	2025	2026	5 Year Average
4,588	5,414	5,316	5,341	5,265	5,185
YTD ROUND TOTALS					
2022	2023	2024	2025	2026	5 Year Average
10,211	12,904	14,215	13,041	13,790	12,832

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2022	2023	2024	2025	2026	5 Year Average
2,850	3,910	3,695	3,891	3,223	3,514
YTD RANGE BASKET SALES TOTALS					
2022	2023	2024	2025	2026	5 Year Average
6,776	9,213	10,717	8,940	9,043	8,938

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS					
2022	2023	2024	2025	2026	5 Year Average
291	693	857	858	752	690
YTD TOPTRACER RESERVATION HOUR TOTALS					
2022	2023	2024	2025	2026	5 Year Average
1,465	2,840	3,627	3,437	3,049	2,884

Food & Beverage

Banquet Recap

July

3 breakfast meetings servicing 105 guests
1 shower servicing 48 guests
1 birthday servicing 60 guests
1 Baptism servicing 46 guests
7 outings servicing 800 guests
1 Top Tracer rental, 10 bays, 60 guests
1 Wedding reception servicing 106 guests

June

1 graduation party servicing 29 guests
2 showers servicing 77 guests
6 outings servicing 456 guests (+1 grill station only)
1 breakfast meeting servicing 29 guests
1 dance banquet servicing 143 guests (in house)
2 ceremony and receptions servicing 203 guests
1 memorial servicing 80 guests

Golf Outings

2026 - 36 shot gun outings

2025 - 33 shot gun outings plus 2 grill station only and one no food

2024 – 32 shot gun outings

Weddings

2027

1 ceremony and reception
1 ceremony only

2026

2 ceremony only
2 receptions only
8 ceremony and reception

2025

9 ceremony and receptions. 2 cancelled.

2024

9 ceremony and receptions, 2 receptions only

Marketing

Bridges

In June, Bridges promoted upcoming golf and special events through a variety of marketing campaigns, both in print and online. Promotions were executed for Toptracer Range, Golf Tournaments, Golf Lessons, and updates were made to the marquee and website event pages. Targeted emails throughout the month promoted Yappy Hour, Live Music, Toptracer Range Open, Toptracer Range Couples leagues, Course Open, Golf Outings, Weddings, The Tap Inn specials and more.

Continued work on upgrading the golf course website.

Metric Category	Bridges
Area Summary	Promoted 2026 golf, Toptracer Range, and special events. Highlighted the golf course open, Toptracer events, golf lessons, and golf tournaments on website for registration, etc.
Campaigns	Toptracer Range, 2026 Events, Toptracer Range Couples Leagues, Golf Course Open, Golf Outings, Yappy Hour, and Live Music
Marketing Materials	Website event updates, created and printed 2026 events collateral, and posted to marquee
Social Media Posts	40 total posts across 2 platforms (FB & IG)
Email Campaigns Sent	11 targeted blasts
- Open Rate (%)	45%
- Click Through Rate (%)	3%
C&M Community Events Attended	HE Chamber Board Meeting, HE Chamber Events, and SBA Events

OTHER

In June, 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. continued participating in golf committee meetings for SLSF and the Hoffman Estates Chamber of Commerce.



June 2026

Membership Totals	<u>6/30/2025</u>	<u>01/01/2026</u>	<u>06/30/2026</u>	<u>Var. +/-</u>
Totals	3,279	3,348	3,133	-215

Member Services/Sales & Fitness

- June New Member Enrollments:** The Club finished June new enrollments with 111 new members with a \$29 enrollment fee. Overall, the enrollment numbers continue to be on slower side. We believe this is due to both the uneasy economy as well as local competition just opened or opening (YMCA in Schaumburg and lifting gym in Elgin).
- Referral Program Success:** Member referrals are a key indicator of membership satisfaction. In June, we had 26 new members joining as the result of a referral from an existing member, this is a strong referral rate, encouraging given the lower number of new enrollments and higher cancellations.
- United Healthcare Renew Active Program:** We had 120 Renew Active pass holders visit the Club in June, with 6 new members joining through this program this month.
- Member Engagement and Facility Usage:** We had 2,504 unique visits this month, meaning 79% of active members used the facility at least once in the month of June. This indicates a high participation number in relation to total number of members.
- Community Outreach:** The Club, in partnership with Ascension, offered blood pressure screenings on June 25 at The Club. The Club started their summer outdoor fitness series in June, offering Zumba and Yoga in the Parks, Aqua Classes at Seascapes, and outdoor fitness at The Hideaway Beer Garden.
- Facility Rentals:** Facility rental numbers are steady and requests for space are consistent.
 - 27 volleyball rentals
 - 15 pickleball court rentals
 - 6 basketball court rentals
 - 6 pickleball group classes
 - 1 youth basketball tournament
- Fitness Team/Operations Team Initiatives:** June has been busy with fitness and operations. Annual basketball hoop inspection and repairs were completed, along with re-upholstry of several vinyl pieces throughout the facility. Staff was able to open the outdoor patio at the tail end of the month with the first phase of the roof project completed.

Marketing

The Club

May delivered strong lead generation across SEO, Google Business Profile, Facebook advertising, and organic search. Local visibility remains exceptionally strong, with multiple priority keywords ranking at the top of Google search results across Hoffman Estates, South Barrington, and Elgin. Website traffic, organic search visibility, and lead volume all remained healthy, while Facebook lead generation produced strong results at an efficient cost per lead.

Key Highlights & Wins

- Generated 465 tracked leads from SEO, Google Maps, and Facebook advertising.
- Google Maps produced 363 phone call leads and 1,240 website clicks.
- Achieved #1 organic rankings for numerous high-value fitness, gym, and health club keywords.
- Continued authority building with 12 backlinks and 5 referring domains.
- Organic search generated 2,445 clicks from nearly 100,000 impressions.

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

<u>Metric Category</u>	<u>The Club</u>
Area Summary	Performance Snapshot • Organic leads: 74 (+16%) • Google Map calls: 363 (+11%) • Google Business Profile: 9,526 impressions • Website Views: 10,727 • Organic Search Clicks: 2,445
Campaigns	Member Promotions, Referrals, Pop-Up In The Park, Fitness & Fun at the Hideaway, Pop-Up at Seascapes, Rentals, Massage, and Personal Training Special
Marketing Materials	Website event updates, posters, tabloids, flyers, in-house TVs, and VOHE marquees
Social Media Posts	28 total posts and 1 reel video across 2 platforms (FB & IG)
Website Traffic (Users)	3,315 users / 5,580 sessions
Top Pages / Content	Home page, membership, class schedule, and swimming
Top Google Queries	fitness center Hoffman Estates, fitness club Hoffman Estates, gym Hoffman Estates, health club Hoffman Estates, pickleball Hoffman Estates, fitness classes Hoffman Estates
C&M Community Events Attended	HE Chamber Board Meeting, HE Chamber Events, and SBA Events

TC Ice Operations

Ice Operations

- We have successfully launched the Hoffman Ice Hawks Hockey Club which is the unification of Wolf Pack, Wolverines Girls, and the Timberwolves. We will now have one organization in our building offering all levels of hockey and a structured pathway for players!

- Staff has been working hard on getting our new website Hoffmanicehawkshockey.com up and running with all the new fall information.
- Completed a walk through with Ability Lab to host a Wounded Warriors sled hockey camp in September.
- We are looking at creating a rink partnership with the Chicago Blackhawks, with this partnership it gives us the ability to hold Little Blackhawks Program which offers complete head-to-toe gear for skaters moving into Level 2 hockey classes.

Public Skate

- (3) Public Skates in July totaling 84 patrons
- We are finalizing times for Public Skates in Fall with additional Friday nights and Saturday AM after figure skating classes.

Figure Skating

- Summer camp and summer classes have started. Summer has 84 enrolled over the first 5 weeks compared to 66 last year.
- We had our annual spring show June 6 and 7; we sold over 250 tickets over the two-day event with a lot of excited skaters and parents.
- Brooke Gewalt, team USA member, and 3-time national competitor performed as our guest skater.
- We are working on Fall registration and adding classes on Saturday mornings as an option.
- We are hosting a figure skating workshop on 8/22 featuring two Olympic Gold Medalists from the USA Team, Ellie Cam, and Danny O'Shea. This event is almost sold out!
- Working on a try skating for free event for August; stay tuned for dates and times.

Hockey

- Conducted tryouts for the 14U and 16U/19U Girls (Ice Hawks) teams on June 15, 17, and 20, and finalized team selections. 12U tryouts are scheduled for mid-August.
- Summer Hockey Clinics (Co-Ed and Girls) have 89 participants enrolled for 2026, compared to 65 participants in 2025.
- Summer Hockey Day Camp recorded 109 participants enrolled during Weeks 1–5, compared to 110 participants during the same period last year.
- Hosted free Ice Hawks Drop-In Skates for players ages 8U–18U on June 23 and 25. Additional drop-in skate sessions are planned for July.
- Try Hockey for Free, Try Goalie for Free, and Girls Try Hockey for Free events are scheduled for August 1, 8, and 15.
- Following the rebranding of all hockey teams under the Hoffman Ice Hawks banner, preparations are underway for the 2026–27 fall season, including the launch of player registration.

Summer Hockey Classes	2026	2025
Jr. Wolf Pack (L1)	34	33
Jr. Wolf Pack (L2)	29	42
Jr. Wolf Pack (L3)	14	15
Total	77	90

Triphahn and Willow Centers

- TC/WC had 41 new members in the month of June 2026.
- There was a total of 98 Healthcare members who used TC or WC.
- TC has 48 rentals for the month of June.
- WC has 78 rentals for the month of June.
- TC/WC has sold a total of 14 Summer Student Fitness Memberships.
- Staff is working on an August Fitness membership drive.
- The basketball backboard replacement at Willow is scheduled for Aug. 19-21

	June 30, 2025	January 1, 2026	June 30, 2026	YTD Change
Memberships	768	687	730	43
Racquetball Members	19	20	25	5
Dog Park Members	418	453	406	-47

Racquetball News!

Ten of our Racquetball Now/Rip It Racquetball junior players competed at the USA Racquetball Junior National Championship June 24 to 28 in Des Moines, Iowa. What a fantastic week of racquetball for our players. Big thanks to Mike Russo and Thomas Carter for assisting with the coaching duties. We couldn't be prouder of everyone and their play. Congrats to our players that will represent Team USA at the World Junior Championship in Cochabamba, Bolivia in December. What an honor it is to work with these kids and witness their true passion and love of the game. Thanks for keeping us coaches feeling young!

See the photo and information below for Racquetball Now finishes at the 2026 Junior National Championship June 24-28 held at the Wellmark YMCA Des Moines, Iowa:



2nd Place Boys 12 and Under Blue Division singles - Andres Chavez
 4th Place Boys 12 and Under Gold Division singles - Jamie Gollins
 Q's Boys 12 and Under doubles - Andres Chavez/Jamie Gollins
 Q's 14 and Under Blue Division singles - Victor Lam
 Q's 14 and Under Doubles - Victor Lam/Hugo Salgado
 2nd Place Boys 14 and under Red Division singles - Brayden Ryder
 3rd Place Boys 14 and Under White Division singles - Sebastian Chludzinski
 Q's Boys 14 and Under Doubles - Sebastian Chludzinski / Brayden Ryder
 Q's Boy's 16 and Under White Division singles - Landon Ryder
 Q's Boy's 16 and Under Consolation Doubles - Landon Ryder/ Victor Lam
 Q's Boy's 21 and Under Gold Division singles - JC Herrera
 2nd Place Boy's 21 and Under Doubles - Joseph Marshall / Juan Herrera II
 1st Place Girl's 8 and Under - Sasha Rai
 1st Place Girl's 10 and Under Doubles - Meiqi Lu / Sameera Rai
 3rd Place Girl's 10 and Under Doubles - Sasha Rai / Alyana Machado
 1st Place Girl's 10 and Under Gold Singles - Sameera Rai---TEAM USA QUALIFIER
 2nd Place Girl's 10 and Under Two Bounce Singles - Sasha Rai
 2nd Place Girl's 18 and Under Doubles - Montserrat Torres / Fiona Dye
 2nd Place 18 and Under Gold Singles - Montserrat Torres ---TEAM USA QUALIFIER
 1st Place 10 and Under Mixed Doubles - Damian Gil / Sameera Rai --- TEAM USA QUALIFIER
 1st Place 18 and Under Mixed Doubles - Montserrat Torres / Brandon Reyes --- TEAM USA QUALIFIER
 4th Place 21 and Under Mixed Doubles - Ella Boaz / Juan Herrera II

**HOFFMAN ESTATES PARK DISTRICT
2026 BUDGET GOALS
BRIDGES OF POPLAR CREEK**

Key: C = Complete / O = On Track / D = Deferred / N= Not Complete

DISTRICT CORNERSTONE #1: HEALTHY AND ENJOYABLE EXPERIENCES

Goal	Performance Measures	Status
Meet total budgeted rounds for the 2026 season.	Exceed the 2025 greens fee budget revenue.	O
1Q Comments:	The golf course opened on March 20 for the season.	
2Q Comments:	We have had 13,791 rounds thru 2nd qtr. compared to 13,041 in 2025.	
Pass Membership growth	Offer a variety of discount passes as well as annual passes for both the golf course and driving range.	O
1Q Comments:	Pass sales are off to a good start. Staff will be working hard to increase sales at time of check-in, especially as the weather improves.	
2Q Comments:	We have sold 144 passes thru 2nd qtr in 2026 and have exceeded 2025 total revenue.	
Provide a diverse range of golf lesson programs for all skill levels, from beginners to advanced players, to make golf more accessible and engaging for everyone.	Offer a variety of different class types, times, and levels to continue lesson participation.	O
1Q Comments:	Lesson programs are all up on Rectrac and registration has begun. We have a great variety of offerings this year and looking forward to the beginning of the season.	
2Q Comments:	Lessons are in full swing. We have had great success with the small groups and junior clinics and PGA Jr League. The new park district website has also provided extra exposure to all classes.	
Plan and offer Special Golf Course Events.	Offer 7 special golf course events in 2026 season.	O
1Q Comments:	The event scheduled is planned. We hosted our first March Madness event and had 100 players.	
2Q Comments:	We hosted two Senior events in the 2nd qtr with a total of 244 players.	
Develop Toptracer challenges and events for players to participate in during their practice sessions.	Offer 12 Toptracer Challenge Events in 2026 season	O
1Q Comments:	Toptracer challenges will begin in April.	
2Q Comments:	We have hosted three Challenge Days and will continue in 3rd and 4th qtr.	
Plan and offer Toptracer Tournament Events and Leagues.	Offer 3 Toptracer events and 7 Toptracer leagues in 2026 season	O
1Q Comments:	We had our first Toptracer Event, a 2-Man Scramble with 36 players. The Spring leagues are off to a good start with 2 leagues sold out with 40 players each.	
2Q Comments:	We started our first couples league of the season with 17 teams. We will also have couples leagues in the summer and fall.	

Provide community themed special events for holidays	Offer Breakfast with Easter Bunny and Breakfast with Santa events.	O
1Q Comments:	Breakfast with Bunny was well attended with 90 adults, 34 kids 4 -12, and 22 kids 3 & Under.	
2Q Comments:	Breakfast with Santa will be hosted in 4th qtr.	

Provide special events in the Beer Garden.	Offer special events in the beer garden.	O
1Q Comments:	Events in the Beer Garden will start end of 2 nd qtr.	
2Q Comments:	Beer Garden events have started. We have hosted 3 events thru 2nd qtr.	

Bridges Banquet Chairs	Purchase new banquet chairs for Bridges of Poplar Creek	C
1Q Comments - Complete	Chairs have been purchased.	

DISTRICT CORNERSTONE #2: SOCIAL EQUITY

Goal	Performance Measures	Status
Provide Junior Golf Development times to enhance awareness.	Increase youth player rounds in 2026 (2025 Total: 1,146)	O
1Q Comments:	We had 11 rounds in March.	
2Q Comments:	We have hosted 819 rounds thru 2nd qtr. vs 471 in 2025.	

Toptracer Family Days with Sensory Sensitive times.	Host 2 Toptracer family days in 2026	O
1Q Comments:	We will be hosting our first Family Day in 2 nd qtr.	
2Q Comments:	We hosted our family day in June. Weather was a little challenging but still had a great turnout.	

DISTRICT CORNERSTONE #3: FINANCIAL & ENVIRONMENTAL STEWARDSHIP

Goal	Performance Measures	Status
Increase shotgun golf outing opportunities to capitalize on both golf and food & beverage revenues.	Increase golf outing revenue in 2026.	O
1Q Comments:	Golf outing bookings continue to stay strong. We currently have 33 shotgun events scheduled for the 2026 season.	
2Q Comments:	We currently have 37 shotgun outings booked for 2026.	

Integrate environmental practices	Complete the process in 2026.	O
1Q Comments:	Controlled burns were completed in 1 st qtr.	
2Q Comments:	Ongoing practices are taking place and we plan for more burns in fall/winter.	

Review and Update all Food & Beverage pricing and menus.	Complete review of pricing and menus in 1 st qtr.	C
1Q Comments - Complete	Staff did a complete review of all menus and have adjusted based on current food and beverage costs. Staff will continue to monitor throughout the season and adjust accordingly if vendors have price increases.	

DISTRICT CORNERSTONE #4: OPERATIONAL EXCELLENCE

Goal	Performance Measures	Status
Ensure all staff are highly trained to provide excellent service and handle various tasks efficiently.	Staff training completion rate (target: 100% of employees complete all provided training).	O
1Q Comments:	Staff has begun onboarding for the 2026 season.	
2Q Comments:	Staff has done several training sessions with staff including 2 large group ones with the assistants from the HR team.	
Create a special event calendar for the 2025 season.	Complete the 2025 event calendar and post by end of first quarter	C
1Q Comments - Complete	The complete event schedule has been released and is online. We look forward to a great event season. Additional events may be added based on success of early events.	
Provide fitting day events from multiple vendors.	Provide 6 fitting event days with multiple vendors.	C
1Q Comments:	We have hosted 3 fitting days in 1 st qtr. We have 2 more already scheduled for 2 nd qtr.	
2Q Comments - Complete	We have hosted 6 fitting days thru 2nd qtr. We have one additional fitting set for July.	
Purchase new updated banquet chairs that go with the updated décor in the facility.	Purchase and receive chairs in 2026.	C
1Q Comments:	Chairs have been ordered with an expected delivery date of May.	
2Q Comments - Complete	Chairs have arrived and are receiving great reviews.	
Develop new website to a modern-day site to provide easier navigation for consumers.	Complete and launch in 2026.	O
1Q Comments:	Website planning has begun and early design concepts have begun with Purple Pig. Looking to launch in the fall.	
2Q Comments:	Website is in full development mode. We are looking for a late 3rd qtr launch date.	

**HOFFMAN ESTATES PARK DISTRICT
2026 BUDGET GOALS
THE CLUB AT PRAIRIE STONE**

DISTRICT CORNERSTONE #1: HEALTHY AND ENJOYABLE EXPERIENCES

Goal	Performance Measures	Status
Expand wellness services beyond traditional fitness	Launch new wellness-focused programs or offerings (ex. recovery/stretch, meditation, body composition)	O
1Q Comments:	Added 10 min meditation class onto group fitness schedule after existing yoga class.	
2Q Comments:	Incorporating the outdoor turf space and adding outdoor class offerings with warmer weather, Outdoor HIIT and Sunset Yoga.	
Uphold a supportive and inclusive environment	Host multiple member appreciation events and/or days in 2026	O
1Q Comments:	Offered 3 (monthly) Member Appreciation Days in Q1 .	
2Q Comments:	Offered 3 Member Appreciation Days in Q2, also invited guests in at no charge	
Purchase new equipment to enhance member experience.	Identify and prioritize fitness equipment upgrades for 2026.	O
1Q Comments:	Purchased a Nu-step Machine, and 2 Matrix treadmills in Q1	
2Q Comments:	Purchased a belt squat machine and new group fitness weight systems with storage.	

DISTRICT CORNERSTONE #2: SOCIAL EQUITY

Goal	Performance Measures	Status
Strengthen partnerships with underserved community groups	Offer free community fitness classes and events throughout 2026	O
1Q Comments:	Most community events will take place in Q2-Q4. We did offer an all ages St. Patrick's day Zumba class open to all.	
2Q Comments:	Hosted our annual 5K Walk Run as well as our annual Murph Challenge events.	
Collaboration with Local Health Initiatives	Offer health or wellness related screenings in 2026	O
1Q Comments:	In partnership with Ascension, The Club offered 3 complimentary screenings/assessments in Q1.	
2Q Comments:	In partnership with Ascension, The Club offered 3 complimentary screenings/assessments in Q2, including blood pressure, memory and lung health.	
Community Voice in Programs	Provide small fitness and wellness program offerings throughout 2026 based on member interest.	O
1Q Comments:	The Club has begun to offer private yoga training with a positive response.	

2Q Comments:	In response to member feedback, Club staff have begun to incorporate more strength options within the group fitness schedule.
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DISTRICT CORNERSTONE #3: FINANCIAL & ENVIRONMENTAL STEWARDSHIP

Goal	Performance Measures	Status
Membership Rate Increase	Evaluate all membership types and increase monthly membership dues.	C
1Q Comments - Complete	Member dues were increased in January, \$5-\$10/month based on membership type	
Maintain and grow membership base	Exceed 2025 membership revenue budget.	O
1Q Comments:	Membership revenue is tracking slightly ahead of budget and currently exceeding 2025 revenue.	
2Q Comments:	Membership revenue continues to track ahead of 2025 revenue numbers at the end of Q2.	

DISTRICT CORNERSTONE #4: OPERATIONAL EXCELLENCE

Goal	Performance Measures	Status
Enhance safety and security	Run quarterly emergency response drills	O
1Q Comments:	Reviewed emergency response drills and first aid equipment and locations in Q1 managers meeting.	
2Q Comments:	Currently working on egress maps with the district GIS manager to be complete in Q3. Code drills will be scheduled in cooperation with district Risk Manager in Q3 and Q4.	
Enhance staff development	Develop and implement a standardized onboarding and training process for all part-time staff.	O
1Q Comments:	Working with all HEParks Facility Managers through regular meetings to create a standardized system of information and processes.	
2Q Comments:	Cooperative work continues with all facility managers in developing up to date and standard training, processes and procedures.	
Review subscriptions/platforms	Ensure best price and value for services provided from subscription services.	O
1Q Comments:	Audited all subscription services in Q1. Will review pricing and structure of these services, determine if this is the best value for district.	
2Q Comments:	Currently assessing the group fitness scheduling and booking software to find a more reliable service that provides ease of use and reliability to our members. Will decide on new service in Q3.	
Evaluate Part-time wages to ensure competitive pay and alignment with market trends	Complete wage analysis; Compare with regional industry standards and internal pay structure.	O
1Q Comments:	This project will start after our very busy Q1.	

2Q Comments:	Implemented wage increases for our personal trainers (as well as a price increase for training sessions). This is a necessary move to stay competitive in the industry and attract new staff.	
Repair community locker room floors with new epoxy flooring.	Complete floor enhancement.	O
1Q Comments:	Club staff and Parks have begun to gather quotes for this project.	
2Q Comments:	Club staff found a vendor for this project. Project tentatively scheduled for Q3 when aquatic center is shut down for annual maintenance.	

**HOFFMAN ESTATES PARK DISTRICT
2026 BUDGET GOALS
ICE DEPARTMENT**

Key: C = Complete / O = On Track / D = Deferred / N= Not Complete

DISTRICT CORNERSTONE #1: HEALTHY AND ENJOYABLE EXPERIENCES

Goal	Performance Measures	Status
Expand participation in our Learn to Play Hockey Classes	Exceed enrollment numbers for level 2 program	O
1Q Comments:	Currently for Q1 we are trending lower than 2025, this is due to increase in Level 3 participants who are skilled enough to skip through level 2	
2Q Comments:	We have 7 more skaters enrolled for a total of 40, we also introduced another new hockey class called “Mite Prep” to get kids ready for the transition to team play.	
Offer Public Skates on School days off	Provide school day off public skates in 2026	O
1Q Comments:	In Q1 we held additional skates over the winter break, MLK Day, and Presidents Day.	
2Q Comments:	As Q2 falls during summer vacation, we have been consistently offering weekend Public Skate	
Offer additional Stick & Puck sessions	Exceed budget for daily drop-in hockey for 2026	O
1Q Comments:	Drop-in Hockey has been slower due to increased private rentals	
2Q Comments:	Drop-in hockey for Q2 has picked up, however we will be down to 1 rink in July with limited offering.	

DISTRICT CORNERSTONE #2: SOCIAL EQUITY

Goal	Performance Measures	Status
Offer additional programing during the day	Build a class for learn to skate during the day to expand our introductory programming offers	O
1Q Comments:	Working on implementing for Q3	
2Q Comments:	We have added a class for fall on Saturday which is new to offer more opportunities for families who cannot make weekday offerings.	
Offer 3 new try hockey events	Host 3 try hockey for free events over 2026 to build grassroots programs	C
1Q Comments - Complete	Hosted 3 try hockey free events in Q1; MLK Day, Presidents’ Day and then a national event on 3/7.	
Offer Adult hockey class	Offer 1 adult based hockey program that works within our current schedule	O
1Q Comments:	Looking to build Q2 or Q3	

2Q Comments:	With adding the travel organization, we will look at offering once we get through scheduling in Q3
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DISTRICT CORNERSTONE #3: FINANCIAL & ENVIRONMENTAL STEWARDSHIP

Goal	Performance Measures	Status
Monitor staffing plan and pay rates for all ice staff members	Maintain a competitive pay rate and benefits for all staff based on the current job market. This is an area that is constantly evolving and will need to be monitored throughout the year to maintain our valuable employees.	C
1Q Comments:	Reviews have been completed, hired new staff on both Hockey and figure skating side with more competitive starting rates	
2Q Comments - Complete	Adjustments have been made to most staff and job descriptions updated.	

Evaluate & update ice prices	Make sure we are in line with current trends and pricing for all programs	O
1Q Comments:	Market review of other ice rinks are being compared	
2Q Comments:	Fall 2026-2027 rates have all been adjusted, additional market analysis will continue as we review other facilities for Q3	

DISTRICT CORNERSTONE #4: OPERATIONAL EXCELLENCE

Goal	Performance Measures	Status
Create a Wolf Pack and Wolverines Parent Handbook	Offer a PDF version of a parent handbook on our website with hockey program information, policies, and FAQs to help educate parents	O
1Q Comments:	Parent Handbook has been started and we are currently comparing handbooks from other hockey programs	
2Q Comments:	This is all being updated as we have created a new website, more information coming for Q3.	

Update Freestyle Rules	Publish new/updated rules for freestyle skating to ensure safety	C
1Q Comments - Complete	Freestyle Rules have been updated and posted	

Create plan to sharpen Rental Skates	Document skates in rental room including sharpening skates to create overall satisfied customers who utilize rental skates for classes and public skate	O
1Q Comments:	We have been working on getting all skates sharpened. All hockey rental skates are complete; working on Figure Skates in Q2	
2Q Comments:	Still working on sharpening the figure skates, we are looking at replacing older worn down skates with new updated ones.	

Utilize Wolves Locker Room Space	Find renter or create programming for internal use	O
1Q Comments:	For Q1, we have had two interested user groups in the space. We are also advertising and working on an option for usage for groups that book regularly with us.	
2Q Comments:	For Q2, we utilized the space for our internal teams to get 1 touch during the spring season. Families were excited to see and use the space.	