

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

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - JULY 21, 2026
Motion to approve the minutes from July 21, 2026 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M26-075
Motion to recommend to the full board the September Recreation Board Report be included in the September Executive Director's Report.
 - B. Facilities Board Report / M26-073
Motion to recommend to the full board the September Facilities Board Report be included in the September Executive Director's Report.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.

MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
July 21, 2026

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on July 21, 2026, at 7:46 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner MacGregor, Comm Reps Henderson, Truitt, and Winner

Absent: Chairman Dressler, Comm Rep Aguilar

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

Audience: President Friedman, Commissioners Chhatwani, Evans, Kaplan, and McGinn

2. Approval of Agenda:

Comm Rep Winner made a motion, seconded by Comm Rep Henderson, to approve the agenda as presented. The motion carried by voice vote.

3. Approval of the Minutes:

Comm Rep Henderson made a motion, seconded by Comm Rep Truitt, to approve the minutes of the May 19, 2026, meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Recreation Board Report and 2Q2026 Goals / M26-064

Comm Rep Henderson made a motion, seconded by Comm Rep Truitt, to forward the Recreation Board Report and 2nd Quarter 2026 Goals to be included in the July Executive Director's Report.

Executive Director Talsma introduced Marla Truitt as the newest Community Representative for the Recreation & Facilities Committee.

Director Sweeney highlighted the following staffing updates:

- We have two new full-time staff: Dulce Estrada was our summer intern. She recently graduated from the University of Illinois and was our summer intern. We hired her full-time to oversee Summer Camps and the STAR program at the District 54 schools. Dulce started on July 6.
- Kaitlin Schmidt is the new C&M Coordinator. She comes to us from the real estate industry, and her first day was July 13.

Executive Director Talsma explained the new Illinois Department of Early Childhood (IDEC), the group that now oversees childcare instead of DCFS. We ended our full-day childcare program two years ago. The new legislation has a carve-out for park districts so that camps and programs do not need to be covered by DCFS. However, to keep accepting CCAP (Illinois Childcare Assistance), we would need to be governed by IDEC and would need licensed teachers, be subject to inspections, etc. We did this for our full-day childcare program, but it would be nearly impossible to do for our camps and before/after school care.

Commissioner Kaplan emphasized that IAPD worked very hard to get all the park districts supported in this legislation.

Director Sweeney explained that DCFS still exists but will work on cases of children in crises; IDEC will cover the childcare side of things.

The motion carried by voice vote.

B. Facilities Board Report and 2Q2026 Goals / M26-059

Comm Rep Henderson made a motion, seconded by Commissioner Winner, to forward the Facilities & Marketing July Board Report and 2nd Quarter 2026 Goals to be included in the July Executive Director's Report.

Commissioner MacGregor asked about The Club memberships being down. Deputy Director Bechtold explained that this is seasonal and the economy also plays a part. He added that we had a rate increase, so although memberships are down, revenue is up. The new YMCA is competitively priced as well.

The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Winner said he is happy to be on this committee.

Commissioner MacGregor said he took the grandkids to Seascap on Sunday, and had a fantastic time. He also played the new baskets at Black Bear; they look and operate well.

8. Adjournment:

Comm Rep Henderson made a motion, seconded by Comm Rep Truitt to adjourn the meeting at 8:05 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M26-075

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Jennifer Sweeney, Director of Recreation
RE: Recreation Board Report
DATE: September 15, 2026

Motion:

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

Recreation Division

- Seascape was open on weekends from August 15 to September 6, and the last day of the season was Labor Day, September 7.
- The STAR Before & After School Program started on August 17 for District 54 students and August 19 for District 15 students for the 2026/2027 school year.
- Youth House League Soccer begins August 31 for practices and games begin on September 13. Soccer registration for fall of 2026 is up over fall of 2025 by approximately 55-60 players. There are still some registrations coming in, staff will include exact numbers in the October report.
- Preschool and Playschool continue to enroll students, and the program will continue to be promoted with the goal of exceeding last school year's enrollment total.
- HEParks was named a winner of two IAPD Best of the Best Awards:
 - Outstanding Citizen Volunteer Award: Oluremi Odediran, a two-time Best of Hoffman recipient, for her extensive volunteer work with our Recreation and Marketing Departments, as well as Special Events.
 - Partnership Award: Ascension St. Alexius, for their longstanding sponsorship of the Park District, sponsoring various special events and hosting wellness-related events throughout the year.

Early Childhood

- Preschool started on August 17; registration will continue to be accepted for preschool.
- While enrollment is currently trending lower at WC it is ahead at TC compared to last year at this time. Overall preschool registration is slightly higher by 2 students.
- A new Extended Afternoon for preschool students was offered for the 2026/2027 school year; there are at total of 20 students currently enrolled.
- Staff continue to work with the communications and marketing team to promote the program in various ways, including social media, e-newsletters, billboards, and at special events.

Preschool Enrollment	25/26 WC	26/27 WC	25/26 TC	26/27 TC
3's & 4's Preschool	35	28	56	65

School-Age STAR

- STAR staff training was held August 10-12, and a STAR Open House was held on August 12; approximately 100 parents and children attended.
- District 54 started school on August 17 and District 15 on August 19.
- The Star Registration pause has been lifted, which was earlier than last school per an agreement with District 15 and 54. Staff began reaching out to families who were on hold during the week of August 17 to get them enrolled.
- STAR registration is strong for the 2026/2027 school year. As of August 31, there are 492 enrollments. On the same date in 2025, there were 440 enrolled.
- Once the program starts if a family wants to register for STAR they much go on the waitlist so staff can make sure they have all their required paperwork, and their school can be notified. There are a few children currently on the waitlist, but staff are working to get them into the program starting the week of September 8.
- As was mentioned in the August report, we were able to provide funding to participants who used CCAP funding last school year as that has been discontinued. The current update is that 15 students of eligible families have received funding in the amount of \$33,700.

	Before 3 days	After 3 days	Before 5 days	After 5 days	26/27 Enrollment as of 8/31/2026	25/26 Enrollment end of school year
District 54						
Armstrong	6	8	18	26	58	57
Fairview	1	7	12	19	39	46
Lakeview	0	4	7	20	31	33
MacArthur	4	9	43	46	102	101
Muir	2	9	8	18	37	43
Lincoln Prairie	11	19	25	24	79	55
District 15						
Whiteley	9	23	39	75	146	110
Total	33	79	152	228	492	445

Dance

- There were 21 private dance lessons in the month of August.
- The Dance Company pool party was on August 2 and Company Parent Meeting, on August 19.
- The first fall session dance classes started the week of August 31. An update on registration will be given in the October report.

Athletics

Youth Sports Activity	Summer 2025 June-August	Summer 2026 June-August
Shotokan Karate	143	125
Tae Kwon Do	20	19
VolleyKidz	44	116
Gymnastics	175	279
Flag Football (started in July 2025)	25	44
Basketball Clinics & Camps	119	95
Track and Field Program	44	59
HUSC Soccer Fundamentals	111	119
Total	681	850

- Summer sessions continued through late August.
- Strong Gymnastics enrollment continued through the summer. Please note that the program was still held at Vogelei through August 2025 and there were fewer classes offered in the summer of 2025 compared to 2026 to meet growing demand.
- VolleyKidz continues to be a popular program, more sessions were offered in the summer of 2026 compared to 2025 to meet the demand.
- Flag Football enrollment was higher in the summer of 2026 as it was offered as a league compared to a clinic in 2025.
- Fall sessions of most athletic classes started the weeks of August 31 and September 7.

Adult Sports Activity	Summer/Fall 2025	Summer/Fall 2026
Pickleball League (Teams)	N/A	14

- There is one more session of outdoor Adult Pickleball League at Fabbrini which will run 8/10-9/28. In 2025 there was only one session of the outdoor league, from June to July.

Youth House League Soccer Program

Registration closed for the House League Soccer program on August 23. Staff have been working with the Aces staff to form teams, along with finalizing practice and game schedules. The season begins August 31 with practices for two weeks. Games will start on September 13. Staff will provide final registration numbers by grade in the October report as some registration is still coming in. As of August 31, there are 279 enrolled, an increase of 70 participants compared to last year on the same date.

Field Rentals

Outdoor rental activity increased slightly in August as local organizations began preparing their fall schedules. Fall rental groups include; Grand Sports Soccer, PSG Girls Soccer, Northwest Travelers Baseball, Mid-Suburban Baseball League, Sluggers National Softball,

and Redhawks Football. Staff continue to work with returning and new organizations to accommodate fall field rental needs and are actively accepting additional rental requests throughout the fall season.

Aquatics

- The summer had inconsistent temperatures, above-normal rainfall, numerous thunderstorms and air pollution action days. June was cooler and considerably wetter than normal. There was 7.3 inches of recorded rain, compared to 4.6 inches which is the norm. July and August experienced repeated periods of heavy rain and storms, additionally with air pollution action days in mid-July. All of this negatively affected overall attendance.
- Below are the final numbers for the year for Seascope. Based on the weather impacts cited above, attendance was down in 2026 compared to 2025 primarily due to the weather. Seascope was closed for 10 days (2 for air quality issues) and closed early on 5 days due to weather compared to 6 closed days in 2025.
- The fall session of indoor swim lessons will begin the week of 8/31.

Seascope Members as of 8/31	2025	2026
Membership	740	752
Sr Membership (62+)	71	72
Total	811	824

Seascope Visits as of 9/7	2025	2026
Pass Member Visits	6,916	5,778
Daily Admission Visits	20,221	16,658
Total Visits	27,137	22,736

Seascope Tent Rentals-Season Total	2025	2026
Total	56	56

Adults & 50+

Daily and weekly drop-in Programs for 50+

50+ Drop-in Programs	Days	August Total Count
Volleyball	M, T, F	246
Card and Games	T, TH, F	252
Mahjongg-WC	Tu	9
Mahjongg-TC	Wed	71
Ping Pong	M-F	209
Billiards	M-F	145
Wii Bowling	T, TH	18

Book Club	4 th Monday	Took August Off
Stitching Stars	F	32
Crafting Club	1 st /3 rd Monday	17
Total		999

- Drop-In Pickleball resumed indoors on Tuesday, August 25, and meets on Tuesdays and Thursdays from 8:30 a.m. to 12:00 p.m. Participants may purchase a one-time drop-in pass, 3-pass package, or 10-pass package.

50+ Programs/Events	<u>Date</u>	<u>Enrolled</u>
Seated Yoga	8/4-8/27	5
Movement Expressions	8/4-8/27	4
Tai Chi	8/5-9/9	5
Gentle Yoga	8/19-9/23	4
Seniors out Socializing-Wildfire	8/5	10
Pub Trivia	8/12	13
Seniors out Socializing-Perry's	8/14	9
August Bingo	8/20	19
August Birthday Lunch	8/28	21

- 50+ Outdoor pickleball continues to meet on Mondays, Wednesdays, and Fridays at Fabbri Park. As of August 31, 41 passes had been sold. The program will continue through October 30.
- The monthly 50+ email newsletter continues to be distributed on the first Wednesday of each month to approximately 13,000 individuals.
- National Senior Citizens Day was August 21 and celebrated with decorations and a snack in the senior center.
- On August 25 we began offering Mahjong at Willow Center on Tuesdays from 10:00 a.m. to 1:00 p.m.
- The Senior Program Manager attended the Commission for Senior Citizens in mid-August at the Village of Hoffman Estates' Moretti's Senior Luncheon where we handed out brochures and flyers to promote our adult and 50+ programs.

Special Events/Outreach

- In August there are three Mobile Outreach Events at the following; EnClave Apartments, Renew Apartments and Barrington Lakes. The MORE Van and staff provide games, crafts, and snacks from community donations. Our activities had a tropical theme this year. Staff also promoted fall programming and the financial assistance program. Each event had approximately 20 to 40 families. The Schaumburg Library and Police outreach teams also attended these mobile outreach events.

- On August 11 the Volunteer Appreciation Event was held at Bridges with 35 attendees. This was the first year it was held Bridges with a BBQ, Toptracer, and yard games.
- Summer Sounds on the Green continued with two make-up concerts. AARA played on August 27, and Burning Red is scheduled for September 17.
- Haunted Hoffman planning is underway. New additions/adjustments for 2026 are the addition of a balloon artist, moving the DJ to the Kid's Zone, and creating more continuity with the hayride, pumpkin patch and crafts in our Free Family Area.
- The Supt of Outreach and Special Events attended the following meeting/outreach opportunities:
 - August 4 - National Night Out
 - August 6 – Assisted with Kindness Rock activity for Preschool training
 - August 24 – Timber Trails School Back to School Bash
 - August 30-Art in Nature at the Crab Tree Nature Center with from 11:00 am – 3:00 pm

Upcoming Outreach/Events

- September 12 and 13 - KinderPlatz at Village Green
- September 19 - Community Garage Sale at Seascapes Parking Lot
- September 26 - Adult Bags Tournament at Bridges, a new event
- October 3 and October 10 – Firehouse Stations Open Houses
- October 4 – Pink the Rink with Ascension
- October 10 - Hispanic Heritage Fest, providing a craft
- October 17 - Haunted Hoffman and Trick or Treat Path, Fabbri Park, 10:00 am - 2 pm

Friends of HEParks Days

- Upcoming events: September 4 Golf the Green & October 3, Toptracer Range

Communications & Marketing Report

August was busy rolling out a multi-channel campaign to drive enrollment for Youth House League Soccer. Digital outreach was anchored by two targeted social media ad campaigns that generated 87,561 impressions, complemented by a targeted e-newsletter to active household lists. Yard signs placed at major park sites, recorded 139 direct QR code scans. These efforts, along with our digital billboards, in-facility signage, and staff communication, helped to improve registration numbers from last year.

Each park has a dedicated page on the website that feeds our interactive maps feature, but many current listings needed updated imagery. Over the last few weeks, the C&M team have been visiting parks and capturing new pictures to give patrons an accurate, inviting preview of what to look forward to when planning a visit, significantly elevating the overall quality and presentation of our web presence.

Additionally, staff officially launched a new, dedicated Birthday Parties webpage, backed by a promotional campaign using facility signage, e-newsletter, social media, and billboard

marketing. Moving forward, the team will closely track lead metrics, form submissions, and site traffic to evaluate how these marketing touchpoints directly correlate with overall party sales.

Metrics	Details / 2026 (2025)
Social Media 2026 (2025)	Views: 162.8K (141.6K) Engagement: 4.6K (4K) Clicks: 562 (1.1K) Video Views: 87,612 (7,643) Visits: 6.9K (3.7K) New followers: 161(66) Total followers: Facebook: 9,671 (8,439) Instagram: 2,331(1,672)
Website Statistics 2026 (2025)	Pageviews: 71,258 (40,904), Users: 26,864 (14,884)
Email Campaigns	10 newsletters – Avg. Open Rate: 22.27% Avg. Click-to-Open: 2.19%
Pictures/Video Taken	South Ridge Park, Decorate the Deck, Day Camp, Freezy Friday, Volunteer Appreciation Party, Black Bear Park, Level I Gymnastics, Senior Ice Cream Social/Bingo, Fabbrini Park flowers, Bo's Run Dog Park, Freedom Run Dog Park, Tropicana Park
Targeted Programs	Fall House League Soccer, Track & Field, Preschool, Bear Basketball, Dance, Gymnastics, Flag Football, Fencing, HOTT Theatre, Lacrosse, Adventure Academy, Ice Hawks Hockey, Indoor Swim Lessons, Language/Music, Birthday Parties, Lake Geneva Trip, Hot Shots Sports, Karate

MEMORANDUM NO. M26-073

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Deputy Director
RE: Facilities Board Report
DATE: September 15, 2026
Facilities Report

Motion:

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

Bridges General Programs:

- Fall Toptracer Leagues are open for registration. We will have a Wednesday 4-person league and a Thursday 2-person team league. They start in early October.
- Our next Foundation Day will be Friday, September 4. Where 100% of Green Fees goes towards the foundation.

Golf Rounds

MONTHLY ROUND TOTALS					
2022	2023	2024	2025	2026	5 Year Average
5,219	5,362	5,499	5,539	5,354	5,395
YTD ROUND TOTALS					
2022	2023	2024	2025	2026	5 Year Average
20,908	23,905	25,096	23,764	24,775	23,690

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2022	2023	2024	2025	2026	5 Year Average
3,133	3,772	3,233	4,191	3,829	3,632
YTD RANGE BASKET SALES TOTALS					
2022	2023	2024	2025	2026	5 Year Average
12,860	16,447	17,669	16,577	16,262	15,963

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS					
2022	2023	2024	2025	2026	5 Year Average
619	700	661	835	620	687
YTD TOPTRACER RESERVATION HOUR TOTALS					
2022	2023	2024	2025	2026	5 Year Average
2,682	4,294	5,064	5,076	4,341	4,291

- Toptracer rental hours have been down recently due to challenging weather conditions, including evening rain and daytime heat. Staff evaluated opportunities to increase usage this fall and developed several new promotions to help with drive rentals, including a Senior Special, Saturday Family Day, and an NFL Football Promotion. Fall leagues are also being offered, with early registration indicating that the Wednesday and Thursday leagues are expected to reach capacity.



Food & Beverage

August

1 shower servicing 51 guests
 10 outings servicing 1,124 guests
 2 ceremony only events servicing 100 guests
 1 ceremony and reception servicing 82 guests
 1 reception only servicing 126 guests

September

4 breakfasts servicing 100 guests
 1 shower servicing 40 guests
 2 ceremony and receptions servicing 175 guests
 11 outings servicing 1,050 guests
 1 Toptracer outing servicing 60 guests

Total Shotgun Outings

2026: 36

2025: 33

2024: 32

Weddings

2027

2 ceremony and reception

1 ceremony only

2026

2 ceremony only

2 receptions only

8 ceremony and reception

2025

9 ceremony and receptions.

2024

9 ceremony and receptions, 2 receptions only

Marketing

Bridges

In August, 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 live music, Toptracer range open, course open, golf outings, weddings, The Tap Inn specials, Golf The Green, and more.

Continued enhancing the new golf course website with additional upgrades.

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, Golf Course Open, Golf Outings, Live Music, and Golf The Green
Marketing Materials	Website event updates, created and printed 2026 events collateral, and posted to marquee
Social Media Posts	48 total posts across 2 platforms (FB & IG)
Email Campaigns Sent	14 targeted blasts
- Open Rate (%)	45%
- Click Through Rate (%)	2%
C&M Community Events Attended	HE Chamber Events, and SBA Events

OTHER

In August, staff continued to promote park district programs and events throughout the community. Brian W. attended 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 the Hoffman Estates Chamber of Commerce.



August 2026

Membership Totals	<u>8/31/2025</u>	<u>01/01/2026</u>	<u>07/31/2026</u>	<u>08/31/2026</u>	<u>YTDVar. +/-</u>
Totals	3,305	3,348	3,104	3,028	-320

Member Services/Sales & Fitness

- **August New Member Enrollments:** The Club finished August new enrollments with 106 new members with a \$19 enrollment fee. The enrollment numbers continue to be on slower side in comparison to last year, but still within expectations for a summer month.
- **Referral Program Success:** Member referrals are a key indicator of membership satisfaction. In August, we had 19 new members joining as the result of a referral from an existing member, though still lower than usual, this is a strong referral rate in relation to the number of new members for the month, and a bright spot in a lower enrollment month.
- **United Healthcare Renew Active Program:** We had 113 Renew Active pass holders visit the Club in August, with 3 new members joining this program, this month.
- **Member Engagement and Facility Usage:** We had 2,580 unique visits this month, meaning 79% of active members used the facility at least once in the month of August. A continuation of a high participation/facility use rate for our members.
- **Community Outreach:** The Club, in partnership with Ascension, offered blood pressure, and memory screenings on August 27 at The Club. The Club continued their summer outdoor fitness series in August.
The fitness team tried something new this summer, holding a “Barre and Brews” event at Bridges (postponed from earlier date due to weather). We invited a couple of vendors, Dick Pond of Hoffman Estates, and Fabletics of Woodfield Mall, and held a Barre class and then invited participants to stay for music, raffle prizes, and giveaways. This was a great “first run” of this event and we hope to schedule more next season!



- **Facility Rentals:** Facility rental numbers ramping up and requests are plentiful heading into fall.
 - 42 volleyball rentals
 - 22 pickleball court rentals
 - 14 basketball court rentals
 - 6 pickleball group classes
 - 2 birthday parties

- **Fitness Team/Operations Team Initiatives:**
 - Aquatic Center Annual Maintenance has been completed
 - Community Locker Room Floor project completed
 - Phase 1 of roof project complete, awaiting start of solar project
 - 2 iPads (with Smartwaiver loaded) have been mounted at the front desk to provide guests an alternate option to just scanning a QR code to complete a membership visit waiver
 - Fitness and Marketing team had been diligently working to get our **branded Club app** loaded up with all the necessary information and the team trained to be ready to launch. We have tentatively scheduled a launch date of Oct 1.
 - Fitness and marketing teams also working on the plans for the Club's annual Open House, scheduled for Oct 17.

Marketing

The Club

In August, the focus was on performance refinement and improvements in local visibility. We reviewed ranking and traffic trends, strengthened high-opportunity pages, and optimized local signals to improve consistency and competitive positioning in search results.

Organic search generated 55 lead calls this month, while our Google Business Profile produced 295 more. Website total users reached 3,810 (+17%) and Google Search delivered 2,115 organic clicks from 61,381 impressions. Underlying visibility held up, 43 new backlinks were added, and we will continue this into next month.

Key Highlights & Wins

- Google Map Business Profile impressions were steady at 9,268 with the vast majority viewed from mobile.
- Maintained ten #1 and nine #2 organic rankings for numerous high-value fitness, gym, and health club keywords.
- Increased website authority building with 43 backlinks, 43 new links, and 18 referring domains.

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

Continued working with FitDegree to build a custom app to provide better member experiences.

<u>Metric Category</u>	<u>The Club</u>
Area Summary	Performance Snapshot • SEO & Organic Traffic: Click Thru Rate (+15%) • Google Business Profile: 3 new 5-star reviews • Website Views: 11,347 (+8.31%) • Facebook Leads: 30 (+150%) • New Backlinks: 43 (+231%)
Campaigns	Member Promotions, Referrals, Pop-Up in the Park, Fitness & Fun at the Hideaway, Pop-Up at Seascapes, Rentals, Massage, and Annual Pool Maintenance
Marketing Materials	Website event updates, posters, tabloids, flyers, in-house TVs, and VOHE marquees
Social Media Posts	38 total posts across 2 platforms (FB & IG)
Website Traffic (Users)	3,810 users / 5,766 sessions
Top Pages / Content	Home page, membership, class schedule, and swimming
Top Google Queries	club prairie stone, fitness center Hoffman Estates, fitness club Hoffman Estates, gym Hoffman Estates, health club Hoffman Estates, pickleball Hoffman Estates, fitness classes Hoffman Estates, fitness center South Barrington
C&M Community Events Attended	HE Chamber Events, and SBA Events

TC Ice Operations

General

- August was a busy month across all areas of Ice Operations, highlighted by Fitness Center Member Appreciation events, the official launch of the Hoffman Ice Hawks Hockey Club, and a special workshop featuring Olympic Team Event Gold Medalists Danny O'Shea and Ellie Kam.
- Hosted the Shirley Ryan AbilityLab Sled Hockey Wounded Warriors Camp, providing adaptive hockey opportunities for participating athletes and veterans.

- Hosted a commercial production utilizing the former Wolves locker room facility.
- Fall contracted ice programs have resumed, including Starlights Synchronized Skating, Glen Ellyn Speed Skating, and the Barrington Fillies.
- Rink 1 has been reinstalled and features the new Ice Hawks logo at center ice as preparations continue for the inaugural seasons.
- Hosted 7 Parties/Private Rentals in August.
- Will host our first tournament of the Fall season on September 18-20, The Ice Breaker tournament hosted by Super Series AAA.

Figure Skating

- Hosted a special seminar featuring 2026 Olympic Team Event Champions Danny O'Shea and Ellie Kam, providing skaters with the opportunity to learn from elite-level athletes: there were 48 skater participants
- Fall skating classes have resumed, with strong participation across all program levels.
- Planning is underway for our annual Pink the Rink event, scheduled for October 4.
- Six Hoffman Estates skaters finished in the Top 3 of their respective divisions in the Illinois Compete USA Series. The awards ceremony will be held on September 10.

Hockey

- Hosted a Player Development Clinic (August 3-6) for Ice Hawks players aged 8U-19U, including both co-ed and girls' programs, featuring on-ice and off-ice training sessions 109 total enrolled.
- Conducted preseason skates (August 10-13) for all Ice Hawks co-ed travel and house teams, ages 8U-18U.
- Held Travel, Girls, and 8U Ice Hawks tryouts (August 17-23) for teams ranging from 8U-14U.
- Conducted House Ice Hawks evaluations (August 25-28) for 10U-18U teams.
- Hosted Try Hockey for Free events for co-ed players, girls, and goalies on August 1, 8, and 15, attracting more than 90 participants.
- Completed team selections and drafts for all Travel, House, and Girls Ice Hawks teams, totaling 15 teams for the 2026-27 season.
- Jr. Ice Hawks Learn to Skate and Learn to Play classes began on August 25.
- Launched the Little Blackhawks program on August 29.
- Set-up 2 new spirit wear stores for Ice Hawks apparel

Fall 1 Hockey Classes	2026	2025
Jr. Ice Hawks (L1)	43	35
Jr. Ice Hawks (L2)	25	29
Jr. Ice Hawks (L3)	21	21
Total	89	85

	2026	2025
Level	(Players) Teams	
8U CUHL	(30) 2	(13) 1
10U NWHL	(14) 1	(15) 1

10U Travel	(11) 1	N/A
12U NWHL	(28) 2	(26) 2
12U Travel	(17) 1	N/A
14U NWHL	(27) 2	(24) 2
14U Travel	(32) 2	N/A
18U NWHL	(19) 1	N/A
10/12U Girls	(12) 1	(12) 1
14U Girls	(18) 1	(12) 1
16/19U Girls	(15) 1	(16) 1
Total	(223) 15	(118) 9

Triphahn and Willow Centers

- TC/WC fitness centers had 67 new members in the month of August 2026.
- There was a total of 102 Healthcare members who used TC or WC.
- TC had 60 rentals for the month of August.
- WC had 68 rentals for the month of August.
- TC/WC sold a total of 20 Summer Student Fitness Memberships.
- Member appreciation week was Aug. 23-29.
 - Fitness Members were provided with snacks and bottled water when they visited Triphahn or Willow Centers.
 - Dog Park Members were invited to a Pup-Up event at Bo's Run and Freedom Run. Treats were available to dogs and give-a-ways were provided to members. Members appreciated the ability to connect with staff and offered suggestions and ideas for the parks, as well as having questions answered. More Pup-Up events will be offered in the future.
 - Racquetball Members and league players were invited to the first annual Racquetball appreciation night where there were snacks and prizes. The primary focus was to kick off the fall leagues, register players for the fall programs, and receive feedback and suggestions from them.
- At the Willow Center, installation for the new basketball backboards and mechanical has begun and we are currently working with the company regarding how high the nets rise so they don't interfere with volleyball and badminton.

	August 31, 2025	January 1, 2026	August 31, 2026	YTD Change
Memberships	803	687	815	128
Racquetball Members	19	20	23	3
Dog Park Members	401	453	373	-80