



1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523



The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences for our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

**AGENDA
RECREATION COMMITTEE MEETING
TUESDAY, NOVEMBER 21, 2017
7:30 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - October 17, 2017
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Conference Education Session Summaries / M17-125
 - B. Balanced Scorecard / M17-127
 - C. Recreation, Facilities & Golf Report / M17-126
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

All meetings are held in the boardroom of the Scott R. Triphahn Community Center & Ice Arena at 1685 W. Higgins Road in Hoffman Estates unless otherwise specified. If an accommodation or modification is required to attend these public meetings please contact Jane Kaczmarek at jkaczmarek@heparks.org or (847) 885-8500 with at least 48 hours' notice.



1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523





1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523



**MINUTES
RECREATION COMMITTEE
October 17, 2017**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on October 17, 2017 at 7:40 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Dressler, Henderson, Neel, Snyder, Wittkamp, Chairman Kinnane

Absent: None

Also Present: Executive Director Bostrom, Deputy Director/A&F Director Talsma, Rec/Facilities Director Kies, Golf Director Bechtold

Audience: Commissioner K. Evans, Kilbridge, McGinn, President Kaplan

2. Approval of Agenda:

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

3. Approval of the Minutes:

Comm Rep Snyder made a motion, seconded by Comm Rep Henderson to approve the minutes of the September 12, 2017 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Chino Park Community Gardens/M17-112:

Executive Director Bostrom reviewed the memo noting that Community Garden plots were identified as an unfunded capital within the 2014 CMP; however, they were a huge trend at this time. He explained that the district included \$5,000 in the 2017 budget for this item and had applied for a \$5,000 grant from the Association of National Realtors with the help of Comm Rep Dressler. He also explained that he had conversation with Village Manager Norris regarding extending the district's lease on Chino for an additional 20 years to 2037 if the garden plots were approved.

Executive Director Bostrom reviewed the public input from the Open House noting that 3 residents had shown up and expressed concerns regarding the visual aesthetics. He also explained that the first year would be the trial year and the board would decide following the 2018 season whether to continue or expand. He reviewed the 4 ADA plots (planters) that could be a Boy Scout Eagle project. He also noted that the major expenses would be the pathway and water supply.

Executive Director Bostrom reviewed the map noting that the gardens would be within walking distance from the multi-family housing. Director Kies explained that they would begin registration February 28, would open the plots on April 2 and they would be available from dawn to dusk. He noted that it would be a first come first serve for residents only the first week and that the program would be run consistent with the Village Garden Plot program.

Executive Director Bostrom explained that there would be no power equipment or sprinklers allowed. Commissioner K. Evans asked about the fencing and Executive Director Bostrom noted that staff could determine rules for fencing. Two-foot height was discussed.

Commissioner R. Evans asked when the district would know about the grant and Comm Rep Dressler said it might be within 30 days. Commissioner R. Evans asked about future budgets and Executive Director Bostrom explained that the primary cost would be the initial set up of the walkway and water source; after that it was a matter of preparing the soil. Commissioner R. Evans asked if the district would be addressing the asphalt path if there were no gardens and it was noted that the path was to make the area ADA accessible.

Comm Rep Wittkamp asked if fencing had to be removed each year and it was noted that it would need to come down each fall.

Comm Rep Neel asked about a perimeter fence and Executive Director Bostrom noted that there would not be any perimeter fence and wood chips would provide walking space between ground plots; the asphalt path would be to the ADA planters.

Comm Rep Dressler volunteered her husband's plumbing services for the labor to establish the water supply.

Comm Rep Wittkamp asked if security of the gardens would be a problem and it was noted that it was not anticipated.

Comm Rep Snyder asked if there was a list of items that could be grown and it was noted that there was.

Chairman Kinnane asked about the number of plots per household and it was noted that if there were unused plots, households could request additional plots.

Comm Rep Neel noted that the ADA planters were much smaller in space and asked if there was a different pricing and Executive Director Bostrom noted that staff could look into that. He also explained that staff was working with the Village on the water connection and charge for the water.

President Kaplan noted that a two-foot fence would not keep many animals out. Executive Director Bostrom noted that staff would check with the Village on their policy.

Comm Rep Henderson asked about monitoring individual water usage and Executive Director Bostrom noted that the district would not be doing that; but would watch for cases of over use.

Chairman Kinnane asked about the herbicides and Executive Director Bostrom noted that that was addressed in the rules.

Comm Rep Neel made a motion, seconded by Comm Rep Dressler to recommend the board approve the proposed community gardens as depicted on the conceptual plan as well as the proposed operating guidelines. If the NAR grant is not secured, the committee recommends an additional \$5,000 be included in the 2018 budget to fully fund the overall anticipated expenses for the first phase of the project. The park board approval of the proposed garden plots would be contingent upon the Village's approval of the proposed community garden plots. The committee also recommended that the lease for Chino Park with the Village be extended for an additional 20 years. The motion carried by voice vote.

B. Rec, Fac & Golf Report and 3Q2017 Goals/M17-110:

Director Kies reviewed the report commending Director Buczkowski on the outstanding job he did overseeing the PSSWC Shower project.

He also commended Ice Operations as the U14 Girls Hockey was number one in the country. He also noted that the Doggie Carnival had 120+ dogs and their Snap Chat for the event had 900+ hits.

Commissioner R. Evans asked where Recreation was going with the dog programming and Director Kies explained that they were keeping an eye on Bo's Run to make sure they could accommodate all participants but felt Freedom Run had plenty of room to grow.

Commissioner McGinn asked about the losses for the 50+ Membership and Director Kies reminded everyone of the many changes made to the space, policy and the new 50+ Program Manager. He also noted that the district was beginning to see a return of past participants.

Comm Rep Neel asked about activities for 50+ over the winter and Director Kies said they were bringing enhancements to the program that would include events in the winter months.

Director Bechtold reviewed the Report reminding the committee of the Turkey Shoot on November 4 and the Winter Fest and Breakfast with Santa in December.

He also explained that BPC had partnered with GroupGolf.com and sold 4-somes at \$25 of which BPC received 75%. He explained that they sold 1,486 passes for golf that could only be redeemed this fall and next spring and BPC would see \$27,862. He also explained that BPC had been open over the weekend when Hilldale and Schaumburg had been closed because of the rain.

Commissioner R. Evans asked about the GroupGolf.com and it was noted that they were selling a usable certificate for future dates versus actually booking a tee time at the time of sale.

Comm Rep Neel made a motion, seconded by Comm Rep Wittkamp to send the Rec, Fac., Golf Report M17-110 and the 3Q2017 Goals to the Board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Dressler said she was excited to have her Mother's tree planted next Friday.

Comm Rep Neel said her Cub Scout troop had participated in the wild flower seed collection and they did it annually.

Comm Rep Henderson commended the staff on the work for the Community Gardens.

Commissioner R. Evans congratulated Comm Rep Friedman on the Best of the Best for Volunteers. He reminded everyone of the Turkey Shoot.

Comm Rep Wittkamp said the 50+ side was looking good.

Chairman Kinnane congratulated the U14 Girls Hockey and the Ice Area on the PDRMA review. He also gave a shout out to Mrs. Pollak and the STAR program that his children attend for being such an asset to the program.

8. Adjournment:

Commissioner R. Evans made a motion, seconded by Com Rep Snyder to adjourn the meeting at 8:23 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

MEMORANDUM NO. M17-125

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Mike Kies, Director of Recreation & Facilities
Sandy Manisco, Superintendent of Communications & Marketing
Colleen Palmer, Superintendent of Recreation
SUBJECT: **2017 NRPA Conference Session Summaries**
DATE: November 9, 2017

Background

Below is a summary of a two sessions attended by staff at the 2017 NRPA Congress in New Orleans LA. Both Sandy and Colleen will be present at the Recreation committee meeting to expand and give an overview of both of these sessions.

Innovative Community Gardening - attended by Sandy Manisco, Supt. of C&M

- This session consisted of two case studies regarding community garden programs; the New York Green Thumb program, which started in 1978, and the Seattle Beacon Food Forest.
- These two projects are intended to provide fresh produce in food desserts in these cities.

Ways to apply this to HEPD: The census data shows 5% of the HE population lives in poverty; the average for the country is 12%, even though our residents have a smaller percentage as compared to the national average, it is important that the HEPD continue to educate and provide opportunities for the community to have the opportunity to create this service, i.e. Chino Park Garden Plot program.

Parks and Recreation 2030 and Beyond – attended by Colleen Palmer, Supt. of Recreation

Speaker Tom O'Rourke highlighted 3-4 areas and trends that will shape the face of P & R professionals in the next 10 years.

- Professionals should focus on Philanthropy; tap into the financial opportunities that are out there by telling our story in a creative and attractive way.
- "Senior" Programming; team members are not programming for inactive seniors anymore. It is important that we learn about them and program for the baby boomers who are still very active, as opposed to traditional "senior" programming, which includes more passive recreational opportunities
- Culture; nationally the demographics are becoming more and more diverse. Team members need to learn about other cultures and then program for that need.

Ways to apply this to HEPD: With the tax freeze looming HEPD staff will continue to need to look at various alternative revenue opportunities to help support specifically social equity initiatives. It is also important as the biggest population in the United States is starting to retire, we need to understand their recreational and leisure needs. Staff will be working with various surveys to continue to solicit feedback from our 50+ users, via internal and external questionnaires. As the demographics continue to change in HE, staff will be looking to add focus groups and connect with the various different cultures within the community to determine the different recreational and programmatic needs.

All of the presenters provided personal business contact information and will offer assistance in the future if requested. Each of the sessions listed above are on the HEPD shared drive with additional resource information.

Recommendations

This is for informational purposes only. No recommendation is necessary.

MEMORANDUM NO. M17-127

TO: All Committees
FROM: Dean R. Bostrom, Executive Director
Craig Talsma, Deputy Director/Director A&F
Mike Kies, Director of Recreation
Dustin Hugen, Director Parks & Facilities Services
Gary Buczkowski, Director Planning & Development
Brian Bechtold, Director Golf Operations
RE: Balanced Scorecard
DATE: November 16, 2017

Background

According to the definition from Wikipedia, “*the **Balanced Scorecard (BSC)** is a strategy performance management tool - a semi-standard structured report, supported by design methods and automation tools, that can be used by managers to keep track of the execution of activities by the staff within their control and to monitor the consequences arising from these actions*”

The phrase 'Balanced scorecard' is commonly used in two broad forms:

- 1. As individual scorecards that contain measures to manage performance, those scorecards may be operational or have a more strategic intent; and*
- 2. As a Strategic Management System, as originally defined by Kaplan & Norton.*

Key components in utilizing the Balanced Scorecard methodology

- its focus on the strategic agenda of the organization concerned*
- the selection of a small number of data items to monitor*
- a mix of financial and non-financial data items.”*

Implications

The District continues to refine our Balanced Scorecard and have made certain adjustments to ensure that the measurement values that we utilize are relevant and functional. The goal is to provide a snapshot view of these key components at a specific point in time and to have an annual year to year comparison. This allows us to determine on a very broad spectrum the direction in which the District is moving.

These key components are not being analyzed on a valuation to current budgets or forecasts as much as to the same time period in previous years. Those types of evaluations are provided in the monthly Recreation Committee participation reports and the financial statements in the A&F Committee reports. The Balanced Scorecard comparison gives us a broad overview as to the direction the District is moving with regard to our overall mission, values and goals. The Balanced Scorecard has been updated to report quarterly numbers and compare these numbers to previous quarters. This is then done for the year to date (YTD) totals as well.

Certain numbers that are included may have changed and if significant we have included a small note under the measurement definition.

Recommendation

Staff recommends the Board approve the Balanced Scorecard for the 3rd Quarter 2017.



Balanced Scorecard 2017

District Goals	District Objectives	Measures	YTD thru September 30, 2016	YTD thru September 30, 2017
Provide healthy and enjoyable experiences for all people	Offer healthy and enjoyable experiences that promote equal access	Number of programs/sessions/ participants	2,086 sessions offered 1,428 sessions ran 15,353 participants (annual program #'s will be reported Q4)	2,080 sessions offered 1,412 sessions ran 15,763 participants (annual program #'s will be reported Q4)
		Number of facility members/visits	7,583 memberships 265,736 visits	BPC 711 members DOG 754 members PSSWC 3,021 members SEA 1,437 members TC 829 members WRC 337 members 50+ 239 members Total 7,328 members 262,435 YTD visits
		Daily paid facility useage	\$219,520	\$194,933
		Number rounds (inc BPC events) / baskets	26,068 rounds 17,289 baskets	28,600 rounds 18,215 baskets
	Achieve customer satisfaction and loyalty	Community and participation survey data related to overall satisfaction and retention by percentage	92.7% overall satisfaction	92.7% overall satisfaction
	Connect and engage our community	Number of free events/programs	31	36
		Number of Partnerships/ Coop agreements	36	21 - Partnerships/Use Agmts 11 - Intergovernmental 15 - Marquee 36 - Event Sponsors 34 - InKind
		Increase in Digital Marketing/Social Media Engagement	Mobile App Users 1,608 Heparks.org Hits 160,823 Online Brochure Hits 8,788 WebTrac Hits 20,932 Social Media/FB Likes 2,433	Mobile App Users 236 Heparks.org Hits 161,638 Online Brochure Hits 9,911 WebTrac Hits 19,245 Mobile WebTrac Hits 22,916 Social Media/FB Likes 7,256
		Number of Foundation events/participants	3 events/341 participants 4 board mtgs 1 retreat	3 events/334 participants 3 board mtgs
Deliver Financial Stewardship	Achieve annual and long range financial plans	Percental of operational revenues to expenses (excludes D/S and Capital)	112.44%	100.92%
	Generate alternative revenue	Total revenue: Grants	\$3,220	\$24,800
		Total revenue: Sponsorships	\$161,469	\$128,963
		Total revenue: Rentals	\$898,173	\$911,716
		Total revenue: Misc.	\$50,240	\$54,372
	Utilize our resources effectively and efficiently	Percentage of assets to liabilities	2015 - 103.00%	2016 - 116.83%

District Goals	District Objectives	Measures	YTD thru September 30, 2016	YTD thru September 30, 2017
<i>Achieve Operational Excellence and Environmental Awareness</i>	Create and sustain quality parks, facilities, programs and services	Community survey data related to overall condition of parks and overall quality of programs and services	Next survey 2019	Next survey 2019
	Utilize best practices	Accreditation score: CAPRA	144 of 144 - 2014 Next review 2018	144 of 144 - 2014 Next review 2018
		Accreditation score: Illinois Distinguished Agency	98.2% 2011 Next Review 2016	99.6% 2016 Next Review 2022
		GFOA-Certificate of Achievement for Excellence in Financial Reporting	Applied for FYE 2015	Applied for FYE 2016
		PDRMA score	98.75% 2013 Next Review 2017	98.75% 2013 2017 Currently Under Review
		ExceleRate	Accredited 2013 Next Review 2018	Accredited 2013 Next Review 2018
		Transparency score	93.4% 2013 Unchanged	93.4% 2013 Unchanged
	Advance environmental and safety awareness	No. of accident reports	226 reports filled out 3 generating insurance claims	127 reports filled out 3 generating insurance claims
		Environmental Scorecard	97% 2015 Next Review 2017	97% 2015 Next Review 2017
		Natural Area/ Wetland Parks Burned	(24) In House (4) Contracted	(25) In House (1) Contracted
<i>Promote Quality Leadership and Services</i>	Develop leadership that ensures workforce readiness	Number of internal training sessions	(3) FT Staff Mtg (3) AED Medic Course (19) Hoffman U (76) Parks	(4) FT Staff Mtg (7) AED Medic Course (9) Hoffman U (27) Parks
	Promote continuous learning and encourage innovative thinking	External conferences, sessions, workshops and seminars	IAPD, PGA, PDRMA, IPRA, Chamber, Schaumburg Bus. Association, District 211 Focus Grp, NWSRA, Mayor's Update, Hoffman HS Advisory, ProConnect, MIPE, Mayor Recept., Village Bon Appetite, NIJ	IAPD, PGA, PDRMA, IPRA, Chamber, Schaumburg Bus. Association, District 211, NWSRA, Mayor's Update, MIPE, GoAEYC, Creative Curriculum, Joint Conference, Exhibit Committee, ProRagis, Multi-Chamber Gov Rauner, Village Bon Appetite, Ancel Glink Exec Dir, Village Joint Review, NRPA, HELP 1, NJCAA, Food Handler Certification

MEMORANDUM NO. M17-126

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Brian Bechtold, Director of Golf Operations
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Colleen Palmer, Superintendent of Recreation
Sandy Manisco, Communications and Marketing Superintendent
Debbie Albig, Manager of Community Centers
Cathy Burnham, General Manager of Sales & Operations
RE: Board Report
DATE: November 14, 2017

Recreation and Facilities Division



UPCOMING EVENTS AS OF 11/9/2017

- **Nov 4-** Hoffman Walks
- **Nov 4** – Turkey Shoot
- **Nov 15** – Winter Registration begins
- **Nov 18** – Parents Night Out
- **Dec 2** – Hoffman Walks
- **Dec 9** – Parents Night Out
- **Dec 9** – Winter Fest
- **Dec 9** – Breakfast with Santa
- **Dec 16** – Try Hockey for Free
- **Dec 16** – Skate with Santa

Summary & Monthly Highlights

- On Thursday, October 5th, HEPD participated with 10-12 community organizations in the first Muir Resource Fair. Many parents showed interest in fall and winter programs, and inquired about scholarships. Approximately 15-20 families came through the fair; Muir staff is hoping to expand the event and participation next year.
- The iCompete program kicked off its 4th year with a Meet 'n' Greet event at PSSWC on Monday, October 23rd. There are 25 Muir students in the programs matched with 20 Hoffman Estates High School mentors. The Friends of HE Parks Foundation has once again agreed to sponsor the program costs.
- The HEPD participated in the Higgins Education Center's annual Trunk or Treat on Tuesday, October 24th. Over 20 organizations participated with approximately 165 attendees.
- Introducing the new 50+ Winter Walking Wonders Club/Group to begin on 11/14. This will allow our current 50+ members the opportunity to walk and socialize while utilizing one of

their membership benefits, the track! Incentives will be put in place to help them keep moving weekly.

- Priority registration for our 50+ members begins on 11/8. We are offering 11 total trips between the months of January-March. This number is double what we've offered at this time last year for our 50+ group.
- Communicator's Meeting – School District 54's communications department hosted a new resource sharing/networking group for local communicators, and C&M Supt. Manisco participated. Included in the group are School District 211, Schaumburg Village, Village of Hoffman Estates, Schaumburg Township, Schaumburg Public Library and Schaumburg Park District.
- PSS&WC hosted a new successful 'Open House' event on 12/28. There were a total of 11 new members who enrolled on that day, also during the month of October the new audio application was implemented to coincide with the new exercise equipment the TVs and music.
- Early Childhood Program Manager, Wendy Stoner, attended a District 54 Early Childhood Advisory Committee meeting on Wednesday, November 1st. Social workers, preschool directors, state representatives, and parents were in attendance to discuss District 54's Prevention Initiative and Preschool for All. A presentation of the District's resources was communicated and community resources and concerns were discussed. Wendy will be able to utilize this added knowledge on resources and programs for our Preschool and ELC participants.
- As part of the monthly IPRA Leadership Academy, Superintendent of Recreation and Academy Regent, Colleen Palmer, helped lead a very successful teambuilding activity for attendees in which they built 13 bikes. The bikes were then donated to the non-profit organization, *360 Youth Services*, where they will be used to help transport young adult participants to work.
- The 50+ Active Adults Club is experiencing an increasing number of activities and clubs offered to them. The Pinterest Crafting Club was recently formed and met twice in October. An active group of 12-15 met on 10/13 and 10/23. They made a Halloween Craft and a Fall Centerpiece. This group plans to meet bi-weekly. Also new to our 50+ Group is the Lunch Bunch Social Group. This group has lunch together once a month offsite at a Hoffman Estates restaurant. We had 20 attend our last one at Moretti's.
- The new tenant the Glen Ellyn Speed Skating Club had their 100th Annual Silver Skate Event on Sunday October, 29 (for the first time at TC). Over 130 skaters competed in the day long event. The event had a great turnout from a spectator point of view. Staff received a lot of positive feedback from the club as well as people attending.
- New this season, our Youth Basketball program will offer 4 Girls Feeder Basketball teams. Also new this year we will be offering an in-house Pre-Season game on December 23rd, and a new 3rd/4th grade basketball competitive tournament team.
- New free basketball clinics continued through the month of October with an average of 80 participants each week. The free clinics wrapped up on October 25th at the Sears Centre with 48 in attendance.
- Fall Baseball- ended for all of our leagues on October 28th. Our Mustang team took home the Palatine fall baseball league championship! Fall was overall a great success with record numbers in 2016 we had 3 teams and 2017 we had 7 teams.

Volunteers Summary

- Human Resources processed 9 new volunteers.

- Foundation held a Girl's Night Out Committee meeting with 5 volunteers for a total of 7.5 hours and the Uncorked and Untapped Wine/Beer Event with 5 volunteers for the evening and another 15 hours.
- PSSWC has a volunteer to take care of their plants who spent 6.25 hours donating her time.
- Boy Scout, Xavier Vasquez, has logged in 20 hours on the Butterfly Garden at WRC.



Youth Athletics

Youth Baseball/Softball

- Fall Baseball- ended for all of our leagues on October 28th. Our Mustang team took home the Palatine fall baseball league championship! Fall was overall a great success with record numbers in 2016 we had 3 teams and 2017 we had 7 teams. Teams have been notified that there will be free winter clinics over holiday break players can participate in to keep their skills fresh.

Youth Winter Basketball League

- Registration was ongoing through the month of October. Below are numbers on October 31st, 2017 compared to October 31st, 2016. Overall we're up 71 participants compared to last season
- New this season, our Youth Basketball program will offer a Girls Feeder Basketball teams. Also new this year we will be offering an in-house Pre-Season game on December 23rd, and a new 3rd/4th grade basketball competitive tournament team.

Years	1/2 Coed	3/4 Boys	5/6 Boys	7/8 Boys	3/4 Girls	5/6 Girls	7/8 Girls	Boys feeder	Girls feeder	3/4 tournament	Total
2016	59	58	40	53	21	21	4	32	0	0	288
2017	49	80	52	58	19	22	10	34	24	10	359
											+ 71

Free Basketball Clinics

- New free Clinics continued through the month of October with an average of 80 participants each week. The free clinics wrapped up on October 25th at the Sears Centre with 48 in attendance.

Adult Sports

- Fall softball finished on October 30th with a post season tournament. There were 8 total teams this season, last year there were 8 teams as well, this is the maximum we can take due to number of lit fields. In summer we can do up to 13 teams because of the sun going down later in the evening during this time.
- Fall Football Leagues The season continued throughout October and is scheduled to end on November 26th. There were 6 total teams this season as compared to 5 teams this time last year.

Youth Fall Soccer

- The fall soccer season was completed on Sunday, October 29th and was a great success from a logistical and organizational standpoint. Over 225 kids participated

which is down from 296 from last year but with the new structure, staff received many positive comments about the enhancements as compared to last fall. Staff is anticipating that this number will grow next fall as we look forward to capitalizing on this positive momentum. On the final week of the season players were given information on our new 3v3 indoor soccer league and received their participation patch. This is the first time our athletic department did not do trophies and went to patches. Patches represent the fact that the player participated in the league, highlighting the positive aspects of playing a sport, without the stigma of trophies that are “not earned.”

Youth Volleyball Leagues

- Youth Volleyball teams began practice in mid-October. We're up two total teams from the 2016 season, there are 6 this year and there were 4 last year. Games are set to begin on November 11th and go until December 16th.

Dance

- Fall dance classes are running smoothly. We are preparing for the Winter Dance Showcase, but are still waiting for a confirmed date and school from District 211.

Gymnastics

- The 2nd session of fall gymnastics classes started the week of 10/23, with 146 for the session as compared to 194 in 2016.



Early Childhood

Preschool:

Three-school 17-18	15 TC 8 WRC	15 TC 12 WRC	0 - Full +4 - Full
2's Playschool 17-18	27 TC 15 WRC	30 TC 24 WRC	+3 - Full +9 - Full
Preschool 17-18	134 TC 67 WRC	130 TC 73 WRC	-4 +6
Early Learning Center	39	29	-10
Preschool Totals	305	313	+8
District 54	351	359	+8
District 15	63	59	-4
WRC KSTAR	19	14	-5
District 54 Half Day	70 (1)	84 (1)	+14
District 54 Full Day	121 (2)	133 (2)	+12
District 15 Full Day	7 (1)	43 (2)	+36
Totals	631	692	+61

- We were able to accommodate additional participants for the District 54 half day and full days off due to having close field trips to shuttle the children, as well as having additional staff work for the trips.



Year to Date Membership	10/2016	10/2017	+/- Var.
Total Members	605**	272***	(333)*
Month to Month Comparison	08/2017	09/2017	10/2017
	216	239	272

**While membership numbers are down in comparison to this time last year it reflects our new membership. We continue to have renewals and brand new members. We are up 33 members from September (last month) and 56 members since August. Staff is currently seeing more active members which was the goal as compared to just having members who were paying the fee and not participating or only using it for trip pre-registration.*

Classes offered in October

- (3)Basic Exercise, Chair Fitness, (3)Gentle Yoga, Line Dance, Tai Chi

Athletic opportunities offered in October

- Balloon Volleyball (Weekly), Billiards (Daily), Pickle ball, Ping Pong (more time slots requested and we've had up to 12 people waiting to play at a time), Volleyball and Walking Path/Track

Drop In Activities in October

- Wii Bowling, Mah Johng, Cards, Games, Puzzles, Meet and Mingle, Yahtzee, Bunco and Mexican Train.

Trips in October

- Million Dollar Quartet/Paramount- 10/11 - was a great success! We had 20+1 in attendance. Patrons are still talking about how great the show was and looking forward to other Broadway productions there in 2017/2018.

Evening/Special Programs in October

- Pub Quiz Night (3rd Thursdays/5:30 pm) – 40 participants (50+ Center) which was up 10 from September, dinner was sponsored by L&M Insurance & prizes sponsored by Lake Barrington Woods; questions courtesy of Family Dentistry, HE.
- Bingo at Culver's Schaumburg- 4th Tuesday in October.
- Book Club met on 10/30. 18 were in attendance. This was consistent with September however we had 3 new members. We have doubled our numbers in book club since our May, 2017 book club when our doors re-opened.

Friday lunch programs in October

- 50+ Monthly Movie took place on 10/20. We had 12 in attendance. A good time was had by all who attended.

50+ Health Services in September

- Health Screenings/Blood pressure and Flu Vaccinations were held on 10/17.

New Opportunities/Highlights for November

- Introducing a 50+ Winter Walking Wonders Club/Group to begin on 11/14. This will allow our current 50+ members the opportunity to walk and socialize while utilizing one of their membership benefits, the track! Incentives will be put in place to help them keep moving weekly.
- Priority registration for our members begins on 11/8. We are offering 11 total trips between the months of January-March. This number is double what we've offered at this time last year for our 50+ group.
- Offering a new 50+ Fall Prevention Lunch & Learn discussion on 11/10. This will be sponsored by Amita Health.
- Offering a Facebook Workshop for our 50+ Group. This will be led by our very own C&M department.
- Also new to our upcoming offerings is an Art Class Workshop sponsored by Visiting Angels.



Ice Operations

I.C.E Academy

- A Basic Skills section 8 meeting was held on October, 31. 27 skating directors attended the meeting.
- A number of skaters and staff attended the Midwest Regional competition in Madison, WI Oct 18-22.

Wolf Pack

- NWHL tiering rounds were completed the end of October and league play began the first week in Nov.
- A number of teams will be attending tournaments in Nov. with results being added to the Nov. board report.

Ice Rink Information

- The Pumpkin Skate took place Sunday October, 29 with about 300 people attending.
- Glen Ellyn Speed Skating Club had their 100th Annual Silver Skate Event on Sunday October, 29. Over 130 skaters competed in the day long event. This event was very unique as the people attending stayed throughout the entire day unlike hockey where they come and go all the time. The event had a great turnout from a spectator point of view. Staff received a lot of positive feedback from the club as well as people attending.
- The World Invite Hockey tournament was Nov. 3-5. No issues occurred during the tournament.



Prairie Stone_{tm} Sports & Wellness Center

October Membership Totals
Totals

2017
2,916

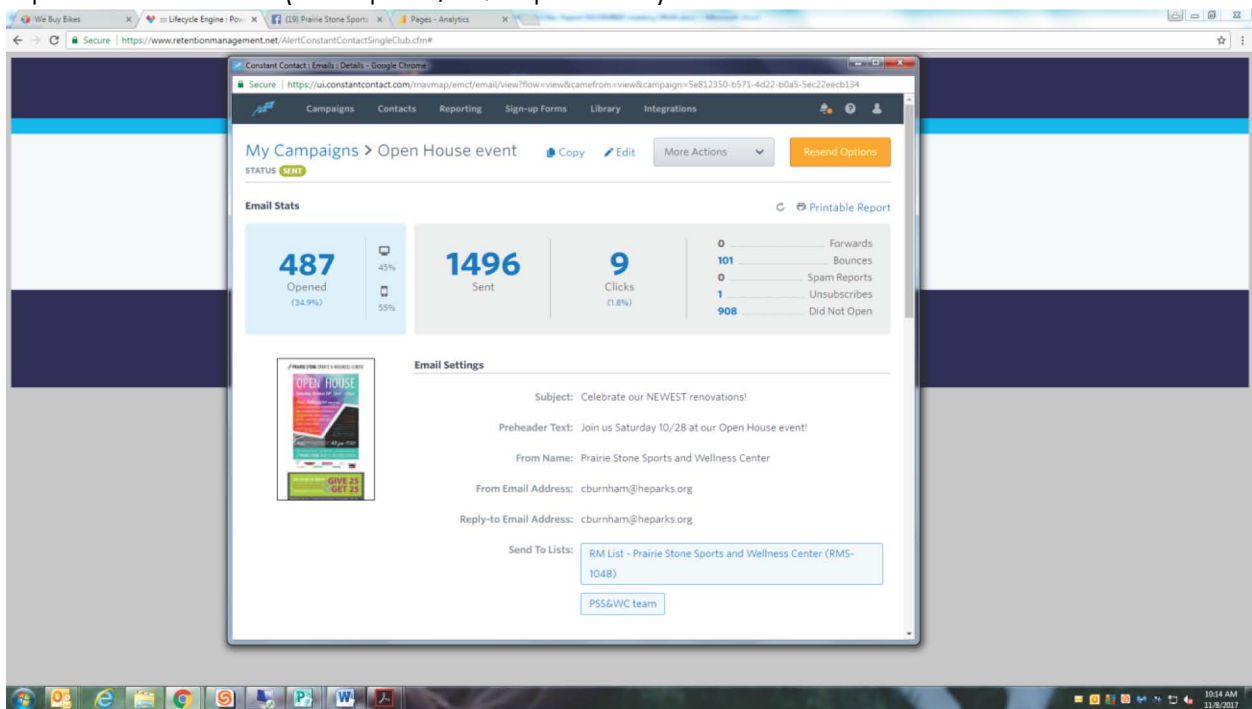
2018
2983

Var. +/-
+67

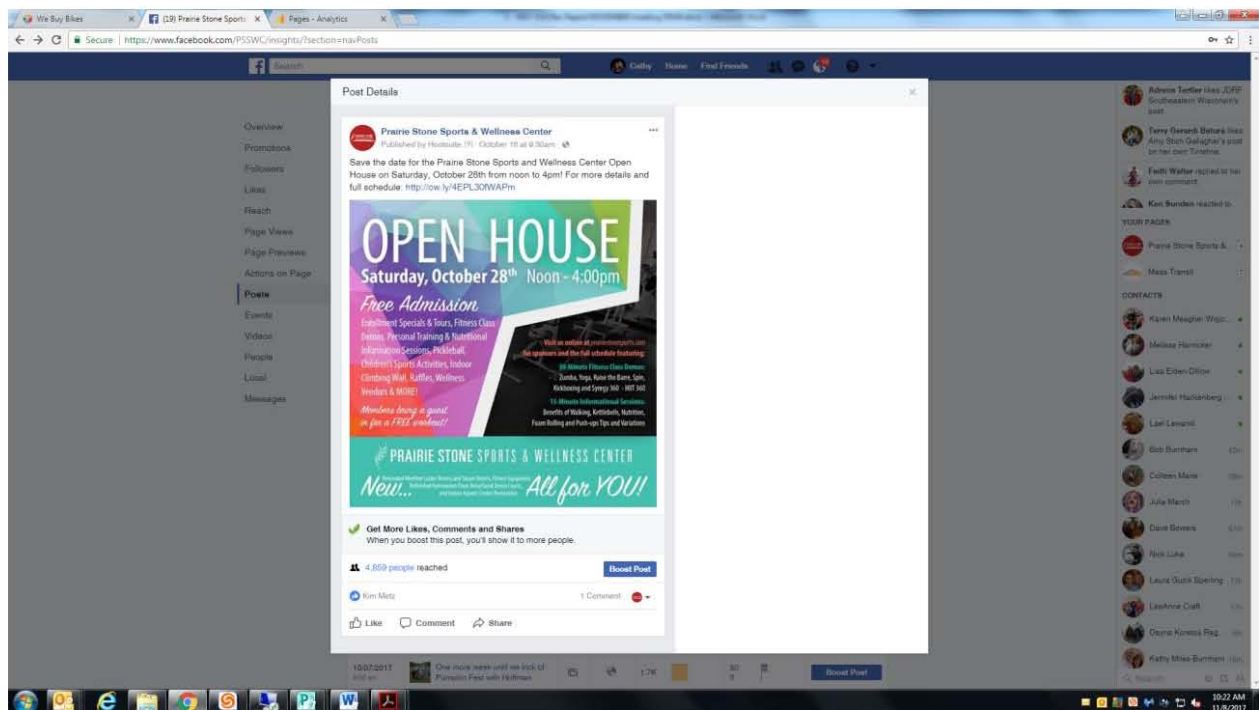
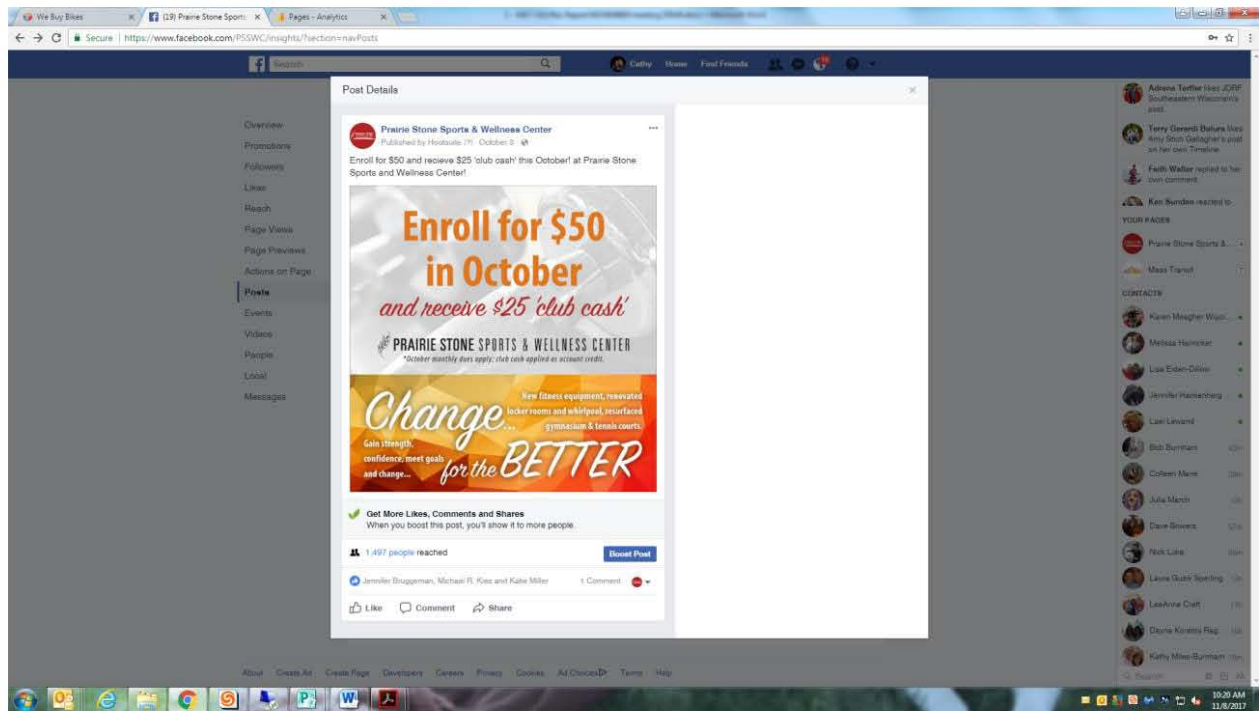
SOCIAL MEDIA PROMOTIONS/POSTS

On Facebook, Yelp, Google, Retention Management/Constant Contact, etc.

Example: Retention Management Eblast sent to active members to promote the October Open House event (487 opens/34% open rate).



Example: Facebook post promoting our special October digital membership enrollment special (1,497 people reached).

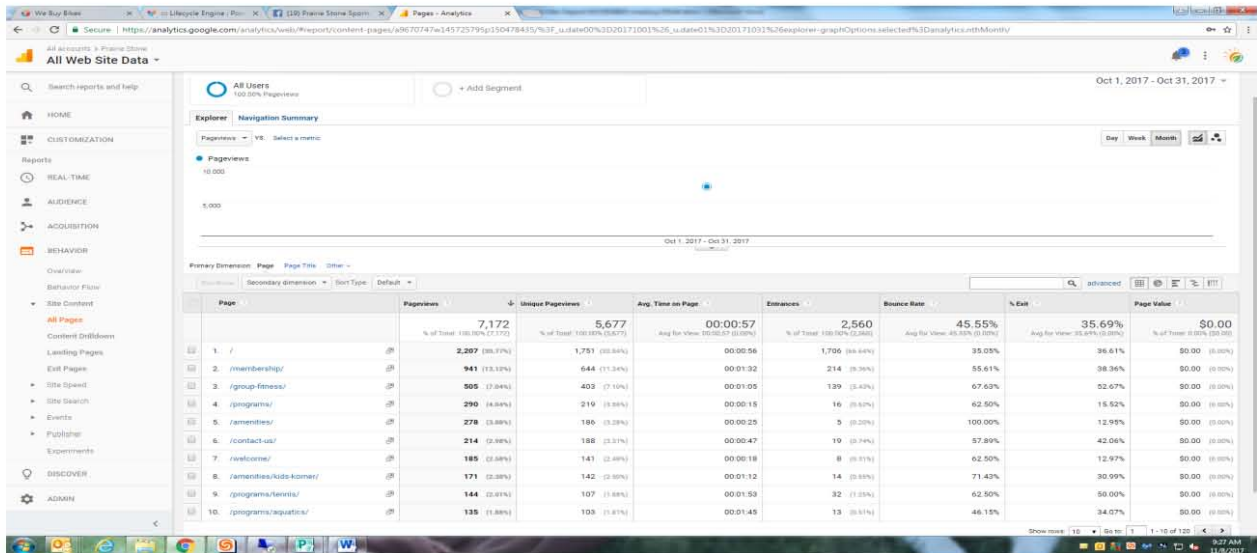


Example: Facebook post promoting our special October Open House event (4,859 people reached).

- Click on the links below to see the social media video engagements during the month of October:
<https://www.facebook.com/PSSWC/videos/10155627599514003/>
 (Video promotion of completed locker room renovation project – 3145 people reached!)

<https://www.facebook.com/PSSWC/videos/10155651310209003/>

(Video promotion recorded during October Open House event – 1503 people reached!)



Google analytics (7,172 page views in October, average of 0:57 minutes per page view.)

Member Services

- The Member Services team worked to continue with new membership promotional and recruitment efforts while simultaneously managing and answering questions from existing members about the extension of the ongoing locker room renovation project through the mid-month of October. The new member enrollments were steady and surged at the end of the month following the successful 'Open House' event hosted by the PSS&WC team on 12/28. There were a total of 11 new members who enrolled on the date of the event, which featured a special \$0 enrollment opportunity. Of the 102 total number of new members enrolled in the month, 26 new members were the result of member or friend/family referrals. Despite falling short of the net monthly goal in October given higher than budgeted cancellations, the Member Services team is maintaining a YTD positive net 20 through October.
- The PSS&WC enrollment special was advertised on each of the following:
 - District's electronic marquee signs throughout the community
 - VHE electronic marquee signs located at the corner of Shoe Factory Road and Beverly
 - The ENROLLMENT FEE banner on the north side building exterior
 - Select Facebook posts throughout the month
 - Guest and tour follow up targeted email via Retention Management
 - Both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the community. The HEPD bi-monthly Eblast included the enrollment promotion details, and targeted emails through Retention Management continued to be sent throughout the month to promote the club cash incentive for member referrals.
 - HEPD and PSS&WC websites (scrolling banner updates)
- The Member Services team coordinated a month full of special events in October for members to inspire continued usage interest (see October wellness calendar image

below). Events included the promotion of special fitness activities along with recognition of special member 'fun' days that promote retention. The Member Services team also continued to promote the series of online motivational quotes that are posted each Monday on social media to help motivate members to pursue fitness goals. These 'motivational Monday' quotes are also printed and placed strategically throughout the club for members to discover during their workouts.

- During the first week of October, promotional efforts were initiated by the Member Services team to inform and educate members about the new audio app that was introduced as a wireless alternative to the Cardio Theatre audio system. The team has begun to incorporate a brief orientation of the app to all new members during the enrollment process following a week-long effort to promote usage by existing members via the October wellness calendar. This 'App Audio Challenge' incentivized members to visit the 'offers' tab on the app when connecting to a channel to obtain a special daily code that would qualify them for a raffle prize drawing at the end of the week.
- Research efforts are continuing with regard to a new club app designed by NetPulse that would increase the digital reach of the facility and strengthen the marketing and retention strategies by the Member Services team. The new club app would provide a user friendly platform of club related options that include fitness challenges, guest recruitment, push notifications, club check in capabilities, and a member news feed. The app would also have an integrated link to the App Audio app that is currently on order, which will provide audio links to the facility TV's. The development of the club app will take place during Q4 with a formal launch to members beginning in FY18 at the start of the new year.
- Efforts took place during the month of October recruit interest in a new FT Member Services Associate position following the resignation of the Member Services Supervisor in the month of August. Interviews were conducted during the month and an offer was made to (and accepted by) an internal qualified candidate who had previously served as the PT1 Member Services Associate for the last few months. The new Associate will provide support to the existing Associate to ensure that sales, administrative, and retention efforts remain strong. Pursuit of a new PT1 Member Services Associate will begin in the month of November to fill that vacancy.
- Contact has been made with two regional corporations in October in the ongoing effort to inspire corporate membership enrollment from among their respective employees. Sensient and the Illinois Department of Transportation have each expressed a renewed interest in promoting membership to employees as part of their respective employee health programs. Contact was also made with DMG-MORI, a large corporation of 200+ employees based in Hoffman Estates in response to their interest in hosting the PSS&WC Member Services team during an upcoming employee wellness fair. The Member Services team will be working through the month of November and into the final month of December to grow membership from these corporations.
- The General Manager of Sales & Operations along with support from the entire FT team at PSS&WC coordinated and hosted the successful 'Open House' event at PSS&WC on Saturday, October 28th from 12p-4p. Thanks to the incredible efforts of the Fitness and Personal Training teams, the Group Fitness Instructors, Kids Korner and Service Desk teams, and Special Programs teams, the event attracted participation and visits by existing members as well as prospective clients, who were seeking

additional information regarding membership options. The event was heavily marketed and promoted on our website and digital/social media channels as well as internally in the club in the weeks leading up to the event. The C&M team was present to photograph various activities during the event while also providing live 'feeds' on Facebook. Several regional vendors and businesses were present as well to showcase their services and relationship with PSS&WC and HE Parks. The Member Services team enrolled a total of 11 new members during the event, and participation in our various special class demonstrations, fitness offerings, and programs was strong.

October 2017 wellness calendar.



Operations and Fitness Departments:

- PSS&WC resumed gymnasium rentals during the month of October following completion of the gymnasium floor resurfacing project.
- The PSS&WC members and guests are pleased with the results of the member club locker room renovation project. There are minor aspects that continue to be completed, yet the main aspects of the project have been successfully achieved.
- The benches within the men's and women's club locker rooms were re-upholstery and installed on October 20th, in advance of the scheduled installation date.
- On October 25th, the Superintendent of Facilities organized the Hoffman U educational session on the emergency code review and procedure for the Armed Intruder. Lt. Mike Barber of the Hoffman Estates Police Department provided the presentation. On-going training and education will be coordinated with the HE Police Department.
- PSS&WC has an upcoming Nutrition Workshop, How to Boost Your Metabolism, on 12/5, taught by Zac Marshall. The seminar has been added to the monthly wellness calendar and marketed through the guide and the AppAudio App.
- Throughout December the personal training department will promote a 3 pack special through membership for new members. The fitness department will also be

running promotions to promote personal training services. Free fitness assessments, educational workshops and small group class have been added to the monthly wellness calendar.

- Group fitness class numbers are trending up as expected for the end of the fourth quarter.
- Second Session of fall swim lessons started on November 2. We have 191 participants. Last fall session 2 had 208 participants. We are down 17 this session.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership	10/2016	10/2017	Var. +/-
Total	882	821	(61)

General Summary:

- Dance world was held on October 14th
- Rentals continue to improve month to month at TC. The newly renovated Northside has proven its value. IN addition, Room 114, which used to be the Pro Shop, has begun to see an increase in private rentals as well.
- A new Volleyball group has begun playing full court in the TC gym.



Willow Recreation Center

Membership Fitness Totals	10/2016	10/2017	Var. +/-
Fitness/Racquetball	280/58	279/65	(1) / +7
Total	338	344	+6



Dog Off-Leash Areas

The Doggie On-Line Costume was held on Facebook during the month of October. There were 17 pictures submitted of dogs in their costumes. Prizes were given for the most likes and the most creative.

Bo's run:

Breakdown: Combo passes HE 163, Palatine 48, Barrington 20, Schaumburg 28, Arlington Heights, Mt. Prospect 14 and Inverness 41.

Additional towns with a smaller percentage of membership are Rolling Meadows, Elk grove, Hanover Park & Streamwood.

Freedom Run:

- Breakdown: Combo passes Elgin 168, HE 102, Streamwood 86, and Schaumburg 17. Additional towns with a smaller percentage of membership include Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	10/2016	10/2017	+/- Var.
Bo's Run	291	319	+ 28
Freedom Run	304	331	+ 27
Combo	79	85	+ 6
Total	674	735	+61



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Fall Guide and Registration, youth sports programs, 50+ events, trips and programs; Halloween events, Hoffman Walks, ELC, BPC events, Parent's Night Out, Giving Tree, Hockey and Figure Skating, BPC weddings, golf, Foundation events and programs.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates Chamber. This month we are adding Barrington Patch and North Cook News to our distribution list.

CHAMBER EBLAST

- Halloween Bash
- Pumpkin Skate
- Hoffman Walks

RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS

- New Fitness Class, Pound
- New Audio App
- Locker Rental
- Health Coaching
- Pumpkin Fest
- Group Fitness
- Racquetball/Wallyball
- Member Appreciation Week

COMMUNITY OUTREACH

Hoffman Walks -We had 11 people at our Hoffman Walks at Prairie Stone Sports & Wellness Center on Sat. Oct. 7.

Communicator's Meeting – School District 54's communications department hosted a new resource sharing/networking group for local communicators, and C&M Supt. Manisco participated. Included in the group are School District 211, Schaumburg Village, Village of Hoffman Estates, Schaumburg Township, Schaumburg Public Library and Schaumburg Park District.

HEC Trunk or Treat – Supt Manisco and Supt Palmer attended the Trunk or Treat Halloween event at the Higgins Education Center on Tuesday, Nov. 24.

– Staff from Recreation attended the fair at the Amita Women & Children's Hospital on Oct. 14.

VIDEO

- This month, we featured the video "October Hoffman Happenings" on heparks.org.
- C&M uses "boomerang" graphics to promote events. (A Boomerang is a short 1-2 second video that runs forward and reverse continuously.)
- A video was created to promote the before and after pictures of the renovations at PSSWC, it ranks in the top 10 videos for October.

PRESS RELEASES/PUBLIC RELATIONS

Articles that were printed or appeared online on the newspaper websites will be attachments at end of the Board Report.


Articles and photos submitted and (then ones that were published this month are at end of Board Report):

- Wolverines U14 Girls Hockey Team Ranks #1
- Marc Friedman Wins Statewide Sportsmanship Award
- Wolf Pack Hockey Plans Pink at the Rink Fundraising Event
- Triphahn Ice Arena Welcomes Glen Ellyn Skating Club

REVIEWS & SOCIAL MEDIA COMMENTS

Google Plus Reviews

Note: The number of reviews on Google has increased exponentially in the past few months. We will report only the reviews that leave a comment of significance, not if they give a rating score only.



Prairie Stone Sports & Wellness Center ★
 4.5 ★★★★★ 67 Google reviews
 Health club in Hoffman Estates, Illinois

Address: 5050 Sedge Blvd, Hoffman Estates, IL 60192
Hours: Open today · 5AM–11PM ▾
Phone: (847) 285-5400

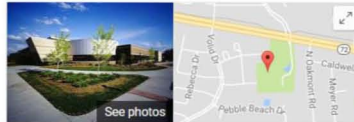
Suggest an edit

Know this place? Answer quick questions

Questions & answers
 Be the first to ask a question [Ask a question](#)

Reviews from the web
 4.5/5 Facebook · 108 votes

Popular times 🕒 [Thursdays](#) ▾
 LIVE Busier than usual · Correct? peak



Scott R. Triphahn Community Center & Ice Arena ★
 Community center in Hoffman Estates, Illinois


Contemporary venue with 2 ice arenas & a fitness center with an indoor track, plus various classes.
Address: 1685 W Higgins Rd, Hoffman Estates, IL 60169
Hours: Open today · 5AM–10:30PM ▾
Phone: (847) 885-7500

Suggest an edit

Know this place? Answer quick questions

Reviews from the web
 7.3/10 Foursquare · 37 votes

Popular times 🕒 [Thursdays](#) ▾
 LIVE Not too busy · Correct? peak



Bridges of Poplar Creek Country Club ★
 4.3 ★★★★★ 54 Google reviews
 Golf course in Hoffman Estates, Illinois

Address: 1400 Poplar Creek Dr, Hoffman Estates, IL 60169
Hours: Open today · 6AM–10PM ▾
Phone: (847) 884-0219

Suggest an edit


Know this place? Answer quick questions

Questions & answers
 Be the first to ask a question [Ask a question](#)

Reviews from the web

Golf Advisor 3.9/5 204 reviews	The Knot 5/5 82 reviews	Facebook 4.3/5 129 votes
--------------------------------------	-------------------------------	--------------------------------

Popular times 🕒 [Thursdays](#) ▾
 LIVE Not too busy · Correct? peak



Seascape Family Aquatic Center ★
 4.1 ★★★★★ 44 Google reviews
 Water park in Hoffman Estates, Illinois


11+ acres of watery fun with pools, slides & more plus volleyball, sand play areas & concessions.
Address: 1300 Moon Lake Blvd, Hoffman Estates, IL 60169
Hours: Open today · 11:45AM–7:30PM ▾
Phone: (847) 310-3626

Suggest an edit

Know this place? Answer quick questions

Questions & answers
 Be the first to ask a question [Ask a question](#)

Reviews from the web



Willow Recreation Center ★
 Community center in Hoffman Estates, Illinois

Address: 3600 Lexington Dr, Hoffman Estates, IL 60192
Hours: Open today · 6AM–10PM ▾
Phone: (847) 885-7500


Suggest an edit

Know this place? Answer quick questions

Reviews from the web

Facebook 4/5 4 votes	Foursquare 6.2/10 13 votes
----------------------------	----------------------------------

Popular times 🕒 [Thursdays](#) ▾
 Now: Usually not busy peak



Vogelei Park & Barn ★
 4.4 ★★★★★ 29 Google reviews
 Park in Hoffman Estates, Illinois

Address: 650 W Higgins Rd, Hoffman Estates, IL 60169
Hours: Open today · 12AM–12PM ▾

Suggest an edit


Add missing information
 Add phone number

Know this place? Answer quick questions

Questions & answers
 Be the first to ask a question [Ask a question](#)

Reviews from the web

Facebook 4.4/5 7 votes	TripHobo 4.4/5 5 reviews
------------------------------	--------------------------------



Bo's Run Dog Park ★
 5.0 ★★★★★ 5 Google reviews
 Dog park in Hoffman Estates, Illinois

Address: 3600 Lexington Dr, Hoffman Estates, IL 60192
Hours: Open today · 6AM–10PM ▾
Phone: (847) 285-5440

Suggest an edit

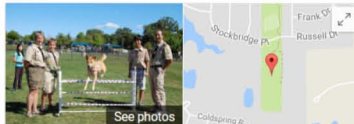
Know this place? Answer quick questions

Questions & answers
 Be the first to ask a question [Ask a question](#)

Reviews from the web

Facebook 4.3/5 35 votes	Bring Fido 4/5 1 vote
-------------------------------	-----------------------------

Plan your visit
 People typically spend up to 25 min here



Freedom Run Dog Park ★
 4.2 ★★★★★ 18 Google reviews
 Dog park in Elgin, Illinois


Address: 6150 Russell Dr, Hoffman Estates, IL 60192
Hours: Open today · 6AM–7PM ▾
Phone: (847) 285-5440

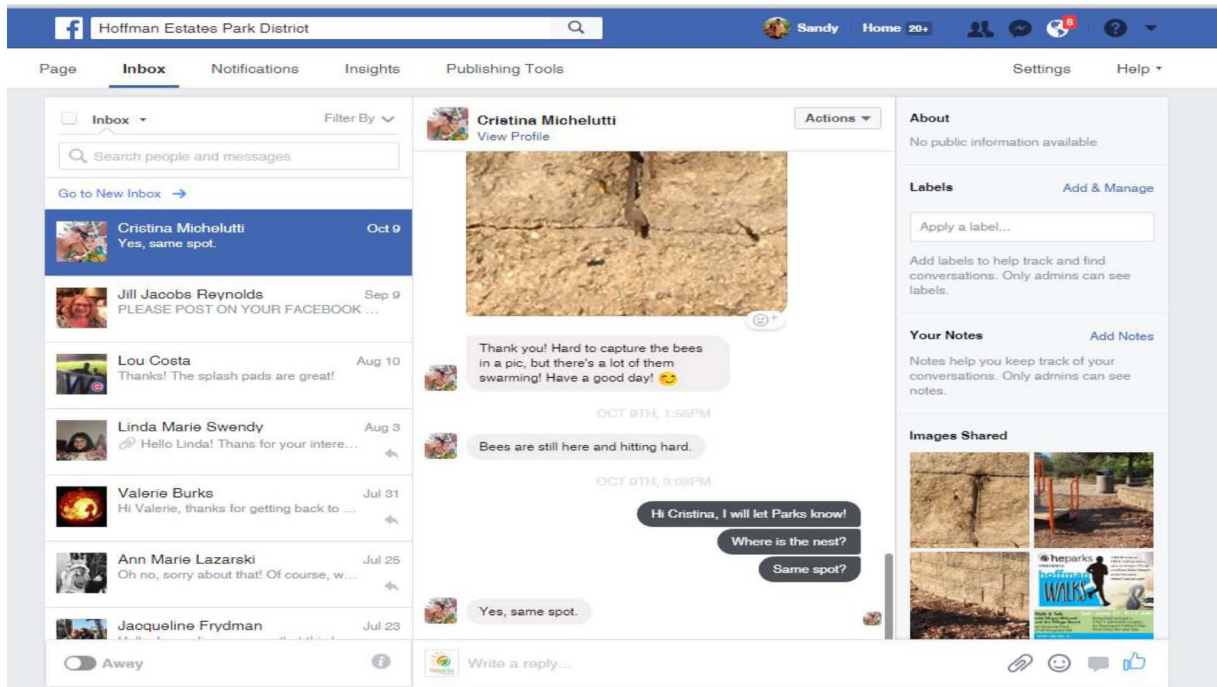
Suggest an edit

Know this place? Answer quick questions

Questions & answers
 Be the first to ask a question [Ask a question](#)

Popular times 🕒 [Thursdays](#) ▾
 Now: Usually not too busy peak





MARKETING DASHBOARD



Mobile App Active Users – Source: Apple iTunes & Google Play reports

NEW DATA! C&M is evaluating whether the mobile app is a useful tool for our residents or as a marketing channel. Meanwhile, Apple has changed its analytics. We now can only get information on the number of active users per month for those Apple users who have opted-in to allow their info to be tracked. Only 25% of our users have opted-in, so we are estimating a number 4 times this number to arrive at as accurate a number as possible. The numbers below are a total of Apple and Google Android users.

July 2017	August 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	March 2018	April 2018	May 2018	June 2018	July 2018
262	250	250	240									



Mobile Access – Source: Google Analytics

NOTE: “Prior to” column indicates how users accessed HeParks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.

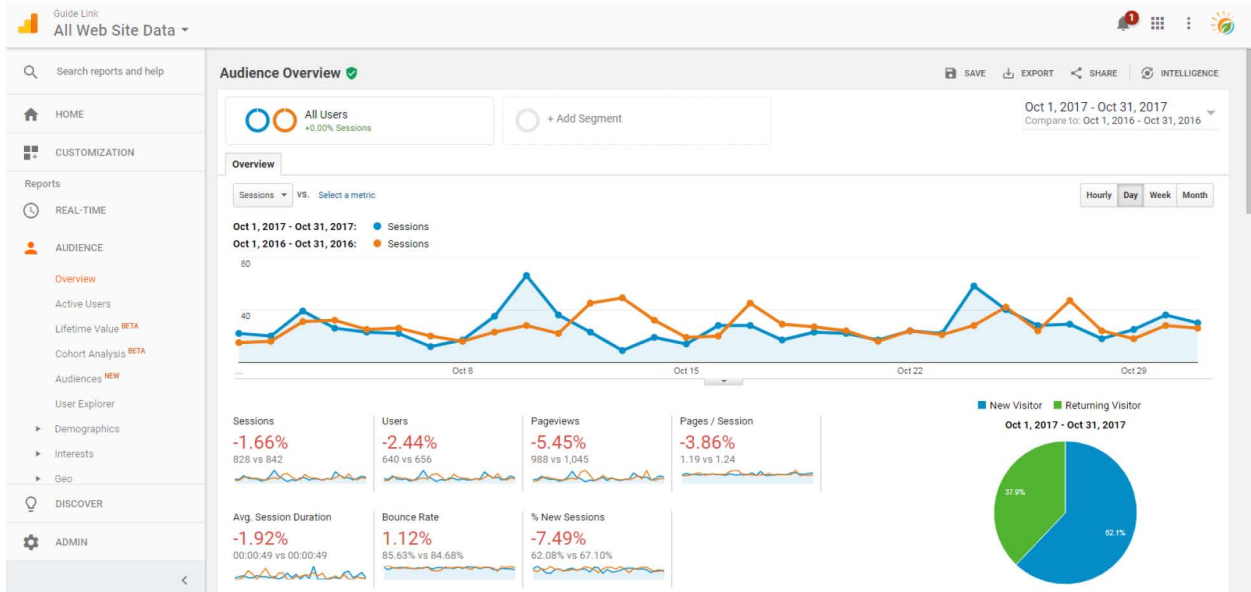
Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Oct 1-31, 2016	Oct1-31, 2017	Change from last year
Desktop	63%	13%	10%	-3%
Mobile	27%	72%	80%	+8%
Tablet	10%	13%	8%	-5%

*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach. (<http://time.com/3532882/people-arent-buying-tablets/>)



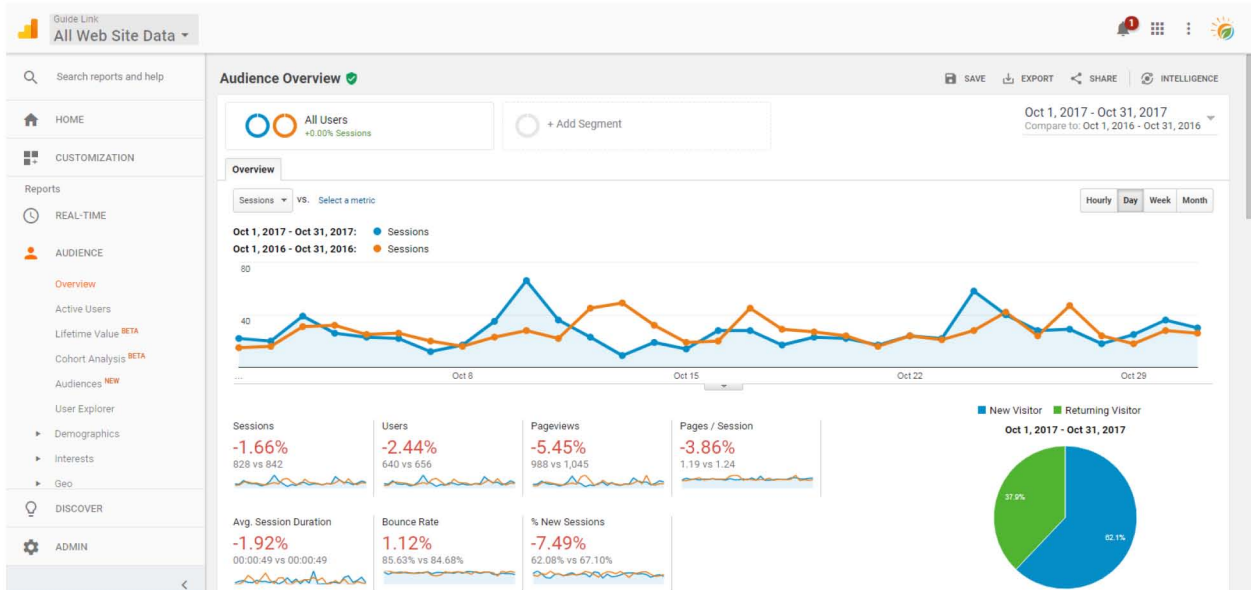
Website HEParks.org – Source: Google Analytics

Hits to the website home page are slightly down.



Program Guide Online – Source: Google Analytics

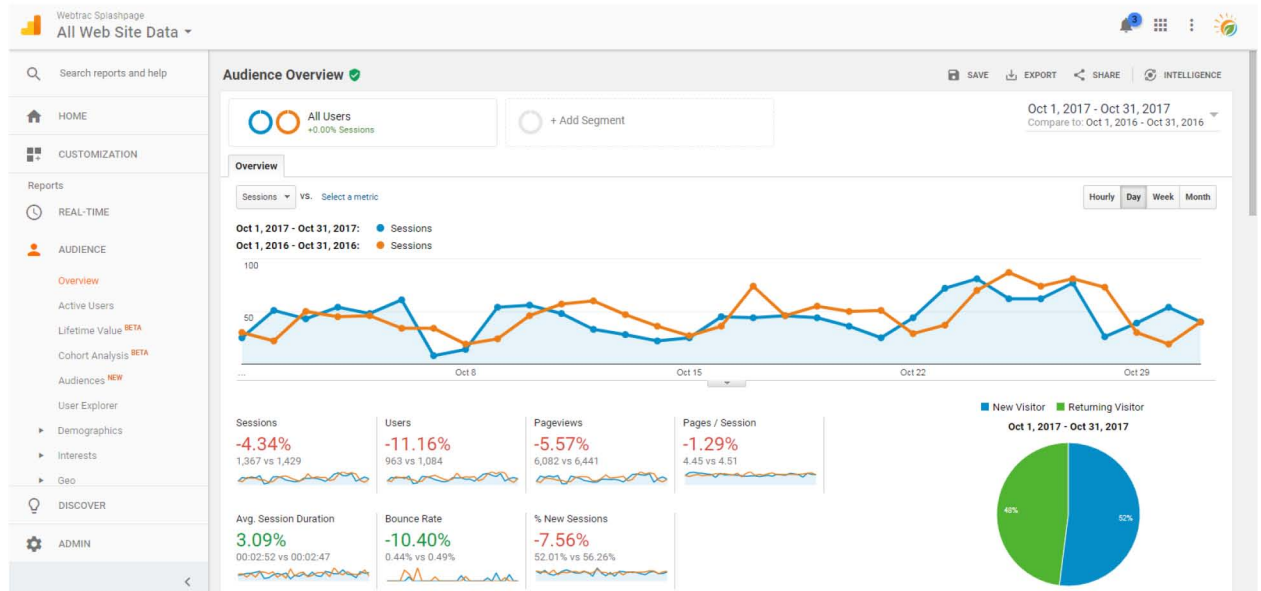
Hits to the program guide were down slightly.





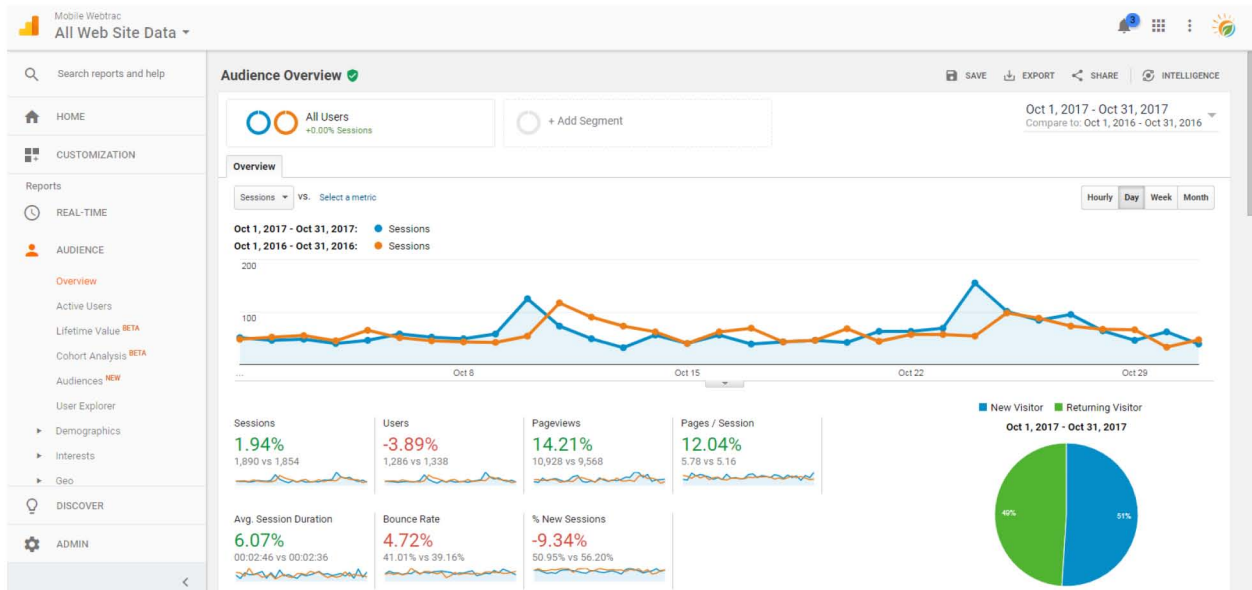
WebTrac/Online Registration Page Hits – Source: Google Analytics

Webtrac hits are down as visitors are migrating to the mobile webtrac, which is up.



Mobile Webtrac – Google Analytics

The number of people accessing Mobile Webtrac from their mobile devices is down as compared to last year, and about the same as those browsing Webtrac with a PC. We changed some of the direct links to program search results to go directly to Webtrac, not mobile Webtrac because the mobile version doesn't display the search results, it directs to the main page, which is hard to search on.

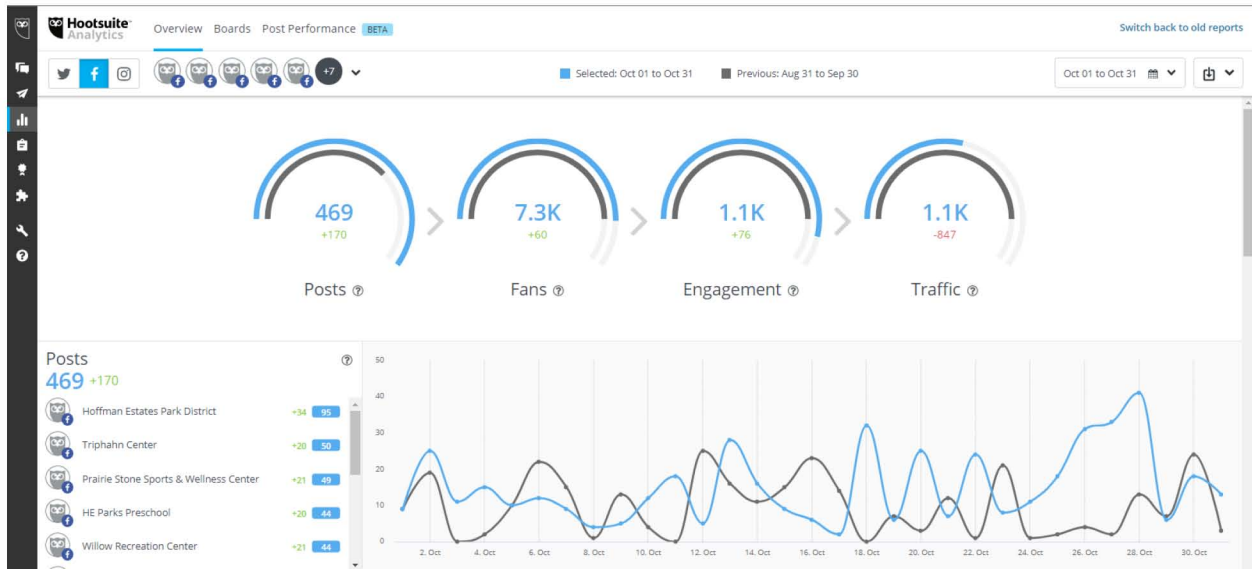




Facebook Reach

Source: Hootsuite

The chart below shows aggregates result of all HE Parks' Facebook pages, including Prairie Stone and Bridges of Poplar Creek. Total likes on all pages: 7,316 (last month 7,256)



Top 5 Most Successful Posts last month for the main Hoffman Estates Park District page:

Source: Facebook Insights

Post Message	Type	Posted	Lifetime: Post total reach (Total Count)
We're bursting with pride over Coach Marc Friedman who won the statewide Good Sportsmanship Award from the Ill. Association of Park Districts! Way to go, coach! http://ow.ly/Y6MP30fYuto	Photo	10/18/17 4:05 PM	2096
It's voting time! Thank you to all who submitted a picture of your furry friend in their Halloween Costume! Here is how you vote: Vote for your favorite photo with a "thumbs up" emoji and vote for the most creative costume with a "wow face" emoji on the individual photo of your choice in this Facebook album from Wednesday, November 1-Tuesday, November 7. Your pooch could either win Overall Best "Liked" or Most Creative Costume! Winners will be announced via Facebook on November 8, 2017. Good luck!	Photo	11/1/17 10:02 AM	1083
Our youth basketball players had a great time last time for their final HE Parks Free Clinic at the Sears Center. Thanks for the court Windy City Bulls! #WindyCityBulls	Photo	10/26/17 8:31 AM	1317
Did you know, our Tour Edge and TaylorMade custom fitting center will help fit you with a new set of clubs or check your existing equipment for lie angle, loft angle, shaft flex, grip size and length? Visit the Pro Shop for more details:	Photo	10/22/17 12:00 PM	1469

Last call to register for the Halloween Bash tomorrow! Join us at the Triphahn Center for, crafts, snacks, pumpkin painting, and more!
 Register online by 10 PM tonight! <http://ow.ly/QQxt30g9E1t>

Photo 10/27/17 5:00 PM 1261

Top 10 Highest Posts Since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
Help wanted! STAR Before & After School counselors are needed. \$9.25/hr Mon-Fri on school days. Read more: http://ow.ly/8rF630eV0ju	Photo	9/5/17 5:05 AM	10,648
These are from the dancers at Willow from the Dance Recital!	Photo	5/14/17 10:00 AM	9149
Tomorrow, dine with us at Portillo's! From 5-8 PM, bring the family to Portillo's and 20% of the proceeds will benefit HE Parks Preschool!	Photo	9/4/17 1:01 PM	6877
Congratulations to Coach of the Month Marc Friedman! Over the past 29 years, he has coached boys' & men's baseball and more. Thanks Coach! http://ow.ly/ZfJV30e3907	Photo	7/31/17 11:05 AM	6791
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: https://goo.gl/X71UZs	Photo	8/15/16 10:29 AM	6715
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!	Photo	6/20/17 3:33 PM	6581
This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM http://ow.ly/TY6I3037o3z	Photo	8/15/16 7:55 AM	6710
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!	Photo	6/20/17 3:33 PM	6602
#Pokémon Trainers comes to Black Bear Park for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/13/16 12:55 PM	6168
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! http://ow.ly/Xyalq Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119



HE Parks' Twitter account

Source: Hootsuite – HeParks only

	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17	Oct 17
Followers	718	726	730	741	751	761	763	769	770	787 +2%	805	813+9%	820
Impressions	5,973	3,964	3,870	4,882	4,740	4,260	3,965	3,496	3,713	1,736	2,947	4,745	6,705
# of tweets	32	22	15	31	26	27	21	4	11	1	14	16	34

Oct 2017 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 337 impressions
 Celebrate Pink at the Rink Weekend Benefit with us at the Triphahn Center Ice Arena! pic.twitter.com/d4NGX4D9GY



[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 283K people



Ari
 @arjstymr FOLLOW YOU
 Optimist Author: Kidney Donor's Journey, Blogger @Huffpost, VIP Therapist, Social Worker, Rabbi, Speaker, @60Minutes @FOX @CBS, Professor, Strategist, PhD Cand
[View profile](#) [View followers dashboard](#)

Top mention earned 123 engagements

Colleen Heffernan
 @JohnMuirSW Oct 23
 Amazing first night of @HEHSICompete! A big thank you from @WeAreMuir54 to @HEParks and @HoffmanHS! #wearemuir #weare54 pic.twitter.com/K00d2rCf9c



[View Tweet](#)

Top media Tweet earned 300 impressions

Have you had a chance to check out the newly remodeled parks? Victoria Park looks vibrant and beautiful! pic.twitter.com/K32i3jg4Ry



[View Tweet activity](#) [View all Tweet activity](#)

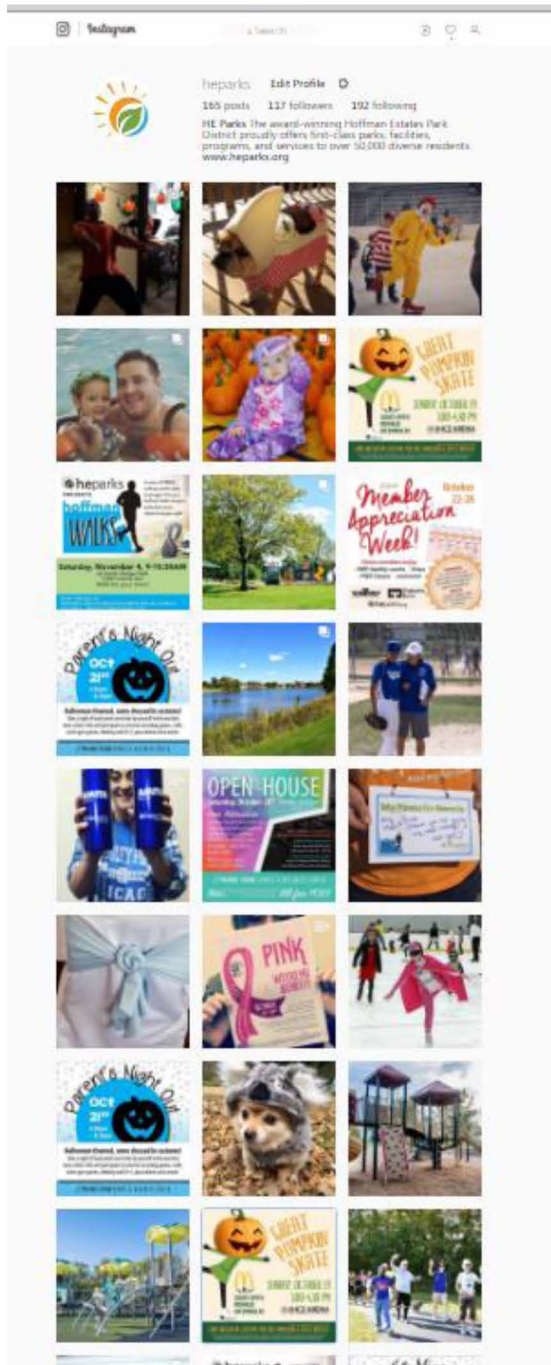
OCT 2017 SUMMARY

Tweets	34	Tweet impressions	6,705
Profile visits	149	Mentions	4
New followers	8		



Instagram Reports
 Source: Instagram
 @HeParks

	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sep17	Oct17
Followers	109	107	109	109	111	112	110	109	110	112	115	118	117
# of posts	23	8	6	6	0	0	2	3	3	3	5	9	23



Snapchat Geofilter – A geofilter is a picture “frame” a snapchat user adds to a photo or video that identifies the place or event they are attending. As one of the fastest growing social networks, with over 100 million daily active users, Snapchat is great for engaging younger audiences. We used geofilters for the Halloween events this month. Staff is finding that Snapchat is primarily used by grade school and tween aged kids at our events; with the biggest use at events that draw larger numbers and do not involve activities. For example, looking at the reports below, the Halloween Bash did better than more active events like Trick or Treat Climb and Pumpkin Skate.

On-Demand Geofilters Log In

My Geofilters > Halloween Bash Create

METRICS All Time ▼ ⬇️

Swipes ⓘ	Uses ⓘ	Views ⓘ	Usage ⓘ
8	5	139	62.5%

Halloween Bash

Halloween Bash

Details

○ Your Geofilter has completed its run.

Start Time
October 28, 2017 10:00 AM CDT

Date Ending
October 28, 2017 12:00 PM CDT

Cost
\$5.00 USD

Area Covered
157,783 Sq Ft

Date Submitted
October 27, 2017 12:37 PM CDT

Order ID
8e6b53c2-aa32-441d-af22-ce41b0c7e426

Invoice

On-Demand Geofilters Log In

Oops! Your Geofilter didn't get used enough for us to calculate your metrics. Metrics are updated every day at 12PM PT. Please contact us if you have any questions.

Pumpkin Swim

Pumpkin Swim

Details

○ Your Geofilter has completed its run.

Start Time
October 28, 2017 1:00 PM CDT

Date Ending
October 28, 2017 3:00 PM CDT

Cost
\$5.00 USD

Area Covered
103,289 Sq Ft

Date Submitted
October 27, 2017 12:41 PM CDT

Order ID
1e6f34e7-a0a6-435e-9545-d76146bea46

Invoice



My Geofilters > Great Pumpkin Skate

Create

METRICS			
Swipes ⁱ	Uses ⁱ	Views ⁱ	Usage ⁱ
10	1	30	10%

All Time ▼ 📄

Great Pumpkin Skate

Details

○ Your Geofilter has completed its run.

Start Time
October 29, 2017 3:00 PM CDT

Date Ending
October 29, 2017 5:00 PM CDT

Cost
\$8.96 USD

Area Covered
144,794 Sq Ft

Date Submitted
October 27, 2017 12:44 PM CDT

Order ID
3d1bd706-90e1-4c6e-84bc-c938bbf08c0f

Invoice



My Geofilters > Climbing Wall Trick or Treat

Create

METRICS			
Swipes ⁱ	Uses ⁱ	Views ⁱ	Usage ⁱ
4	2	46	50%

All Time ▼ 📄

Climbing Wall Trick or Treat

Details

○ Your Geofilter has completed its run.

Start Time
October 30, 2017 6:00 PM CDT

Date Ending
October 30, 2017 8:00 PM CDT

Cost
\$6.53 USD

Area Covered
65,397 Sq Ft

Date Submitted
October 27, 2017 12:48 PM CDT

Order ID
8cd3d34a-6727-402f-94cd-5999ce8b0839

Invoice



Conversion Rate – What percentage registered online?

More and more people are registering online. Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. Mobile-friendly email template began Nov 2015. Progress is being made each year in online registrations:

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
2016:	37%
2017 as of 10/31	38%



Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Unsubscribes
2016 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8%	0.22%
Hoffman Happenings	20K/18%	63%	1.4%	9.3%	0.2%
50+ Newsletter October	961/36%	58%	.5%	7%	0.2%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

Clicks = Contacts who clicked on a link within our email.



YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days.



Top 10 Videos		Browse all content			
Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments	
What is Pickleball?	1,352 70%	1,057 63%	0	0	
Park Info: Playground Workout, Bench Pushup	108 5.6%	173 10%	0	0	
Hoffman Happenings Oct 2017	59 3.0%	32 1.9%	0	0	
Park Info: What is Bioswale?	41 2.1%	28 1.7%	0	0	
"Where the Sidewalk Begins", Part 2	38 1.9%	3 0.2%	0	0	
Overspeed Stickhandle waiting in line	34 1.8%	35 2.1%	1	0	
Park Info: Thor Guard	31 1.6%	30 1.8%	0	0	
Hoffman Estates Park District National Gold ...	22 1.1%	4 0.2%	0	0	
All For You Renovation 2017: Before and Afte...	20 1.0%	16 0.9%	1	0	
Overspeed Training	19 1.0%	33 2.0%	0	0	

Earned Press:

Health and fitness calendar

Continued from Page 5

Zumbathon: 12:15-2:15 p.m., Saturday Oct. 14, Glen Ellyn. Workout and help support the Susan G. Komen for the Cure in the fight to end breast cancer. The Zumbathon is free but a \$10 minimum donation is suggested. business.glenellynchamber.com/events/details/zumbathon-8286.

Free Community Clinic: 9 a.m. to 3 p.m., Saturday Oct. 14, Immanuel Lutheran Church, 300 S. Pathway Court, Crystal Lake. Free. <http://immanuelcl.org/missions/the-clinic/>.

Hoffman Walks: 10 a.m. to noon, Saturday Oct. 14, Vogel Park, 650 W. Higgins Road, Hoffman Estates. Join us once a month as we gather together to walk, the location and theme will vary each month. Each event is scheduled for one and a half hours. Free. www.heparks.org.

ner (<https://Patch.Com/Illinois/Barrington-Il/Around-Town>)

McDonald Ice Skates at the Hoffman Estates Park District

ay, October 29th The Hoffman Estates Park District Held a Great Pumpkin Skate
rs (Patch Contributor) (<https://patch.com/users/julie-travers>) - Updated Nov 1, 2017 12:31 pm ET

316



Ronald McDonald Ice Skates at the Hoffman Estates Park D

'w
%
J-
ild

n-

'tw
na
J-
ild

n-

'pl

s%3A//patch.com/illinois/barrington-

J-
ild

n-

On Sunday, October 29th The Hoffman Estates Park District Held a Great Pumpkin Skate at the Triphahn Center & Ice Arena. All who came dressed in a Halloween Costume received free admission and skate rental.

Ronald McDonald traded in his Big Red Shoes for a pair of Big Red Ice Skates and joined many families that came out to enjoy this fun and exciting event.

Ronald McDonald made many new friends and took many pictures during this event, among them were Ice Skating Instructor Shanah Ruehmann, who helped keep everyone safe on the ice and Courtney Dahlberg along with her children Rylan and Teagan Brines were so happy to meet Ronald McDonald and have a chance to ice skate with him.

<https://patch.com/illinois/barrington-il/ronald-mcdonald-ice-skates-hoffman-estates-park-district>

1/5

Daily Herald

dh dailyherald.com

How to join the conversation:

Facebook: www.facebook.com/DailyHeraldFans

Twitter: @dailyherald

Pinterest: pinterest.com/thedailyherald/

Snapchat: thedailyherald

Instagram: thedailyherald

YouTube: DailyHeraldClips

Sign up for our newsletters: dailyherald.com/newsletters

Contact us

Mail: P.O. Box 280, Arlington Heights, IL 60006 (all numbers are 847)

Main switchboard: 427-4300

Customer service

427-4333 Before noon to speak to a rep

24/7 Automated system available

Back issues:

www.dailyherald.com/info/

Classified: 427-4444; class@dailyherald.com

Any form of Classified Advertising can be submitted in person, or online at dailyherald.com in our classified section.

Display ads: 427-4624; sales@dailyherald.com

Obituaries: 427-4776; obits@dailyherald.com

News tips

Newsroom

(8:30 a.m.-5 p.m.): 427-4300; news@dailyherald.com

News tip hotline

(5 p.m.-8:30 a.m. and weekends): 427-4440; news@dailyherald.com

All treats and no tricks during Halloween events at HE Parks

Submitted by Hoffman Estates Park District

Kids of all ages can enjoy the fun of Halloween without being frightened at the many events held by the Hoffman Estates Park District this fall.

"We want everyone to have fun and enjoy the events and not be scared," said Mike Kies, director of recreation and facilities for HE Parks. "There are so many scary aspects that can be really frightening for kids, so we wanted to avoid all that and just provide as many fun, safe activities as we can this season."

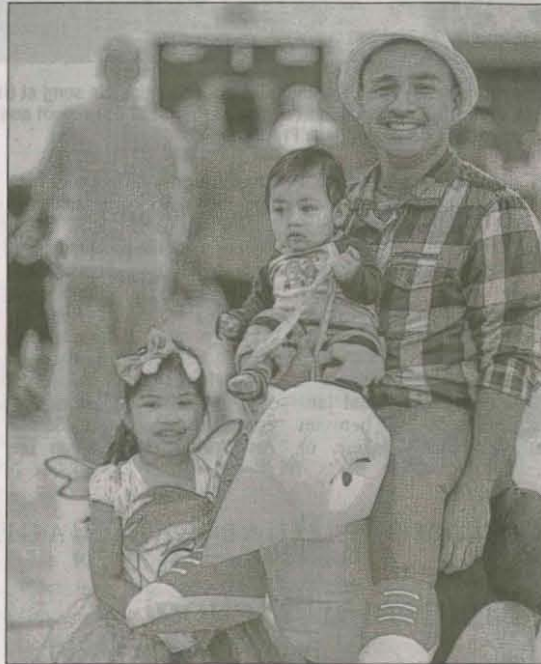
On Saturday, Oct. 14, Pumpkin Fest will be from noon to 2 p.m. at Vogelei Park. Enjoy live music, crafts, climbing wall, games and free pumpkin decorating. Admission is free.

On Saturday, Oct. 28, come to Halloween Bash from 10 to 11:30 a.m. at Triphahn Center. Registration in advance is required and a minimal \$5 or \$6 fee applies for this event, where kids come dressed in their costumes for games, crafts, snacks and pumpkin decorating.

Even four-legged friends can get in on the fun in the Doggie Costume Contest. Dog owners can send photos of their dogs in their costumes for a chance to win a free dog park membership. Runs throughout October; details are available at heparks.org.

In fact, some of the events focus on physical activity and less on the treats as a way for kids to get some exercise but also take part in Halloween fun. These events include:

- Hoffman Walks for



COURTESY OF HOFFMAN ESTATES PARK DISTRICT
Kids can enjoy Halloween in a safe, not scary environment at the Hoffman Estates Park District's many events.

Halloween at Vogelei Park from 10 a.m. to noon Saturday, Oct. 14. Come early before Pumpkin Fest and walk around the park in your costume. Attend five walking events and get a prize. This event is free and there is no registration.

• Pumpkin Swim at Prairie Stone Sports & Wellness Center will be Saturday, Oct. 28. Sessions are available at 1 and 2 p.m. Registration is required and \$15 or \$20 fee applies. Kids will enjoy a half-hour swim in the indoor pool to pick a pumpkin from the pool, then get a chance to decorate it later. See details at heparks.org.

• Monday, Oct. 30, come to Trick or Treat Climb at Prairie Stone Sports & Wellness Center. Sessions available at 6 and 7 p.m. Registration is required and a \$12 or \$15 fee applies. Kids will climb the climbing wall. As they get higher, the treats get bigger and better.

• Saturday, Oct. 29, is the Great Pumpkin Skate at Triphahn Ice Arena from 3-4:30 p.m. Wear your costume to get in for free and get free skate rental. There is no registration.

For more information about these events, visit heparks.org or call (847) 885-7500.

Bridges of Poplar Creek Board Report

General Programs



The last Golf Event for the season is Saturday, November 4th. The Turkey shoot has a field of 40 teams already. Each participant will receive a 10 to 12lb Turkey in this festive event.



Bridges Final Challenge was on October 7th. We had 28 players compete in this 18 hole stroke play event. This year's winner was Jon Hasman with the score of 78.



Pro Am Scramble was on Oct. 8th. We had 26 Teams participate in this highly competitive 4 player scramble. This season's the winning team shot 16 Under. Congratulations to the wining team of Dustin Schwab, Brad Slocum, Nick Nelson, & Ryan Peavey



Upcoming F&B Events
Winter Fest & Breakfast with Santa 12/9

Golf Rounds

ROUND TOTALS.

2013	2014	2015	2016	2017	5 Year Average
2,780	2,499	2,559	3,076	2,810	2,745

YTD ROUND TOTALS

2013	2014	2015	2016	2017	5 Year Average
30,732	29,366	29,110	29,190	30,297	29,739

Range Information

RANGE BASKET SALES TOTALS

2013	2014	2015	2016	2017	5 Year Average
1,012	932	944	1,068	1,051	1,001

YTD RANGE BASKET SALES TOTALS					
2013	2014	2015	2016	2017	5 Year Average
18,041	18,352	18,151	18,239	19,108	18,378

Pass Sales

<i>Resident Passes Thru Sept</i>	2016	2017
Resident Annual	3	4
Resident Individual	138	155
Resident Junior	1	2
Resident Senior	91	80
Total Resident Passes Sold YTD	233	241

<i>Non Resident Passes Thru Sept</i>	2016	2017
Non-Resident Annual	0	1
Preferred TT Pass	104	116
Non-Res Individual	20	12
Non-Res Junior	0	0
Non-Res Senior	58	53
Total Resident Passes Sold YTD	182	182

Hole In One Contestant Update

HOLE IN ONE MONTHLY SALES TOTALS	
2016	2017
363	270
YTD HOLE IN ONE SALES TOTALS	

2016

2017

483

2,356

Communications & Marketing

Marketing/Advertising



6 Email blasts went out promoting, Final Challenge, Pro Am Scramble, Golf Specials and Promotions, and Banquets.



Social Media post included: 28 Facebook Posts, 13 Instagram Posts and 7 Twitter posts marketing all aspects of the facility and highlighting special events as they happened.

Food & Beverage

For the month of October we had a total of 20 events (16 Events in 2016)

The breakdown is as follows:

4 breakfast meetings servicing 100 guests

4 showers servicing 156 guests

3 ceremony and receptions servicing 394 guests

2 reception only servicing 322 guests

1 ceremony only servicing 150 guests

1 birthday party servicing 71 guests

1 golf outing servicing 27 guests

3 luncheons servicing 263 guests

1 memorial servicing 50 guests

We currently have 11 events booked for November (15 Events in 2016)

5 Breakfast meetings servicing 120 guests

1 birthday party servicing 40 guests

1 Foundation Dinner Servicing 20 guests

1 lunch servicing 60 guests

1 dinner servicing 200 guests

1 continental breakfast servicing 60 guests

1 Turkey Shoot servicing 72 guests

We are currently looking at our wedding menus and packages. We will be updating with new menu ideas and promotions to unveil with the new remodel floor. The fresh look will add to the marketing efforts of the renovation of both the room and the menus. These items will both be pushed out in December upon board approval of floor renovation.

Wedding Count Update:

2018= 5 ceremony and reception and 2 reception only

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only

Golf Maintenance Summary









In October we saw daily highs and lows averaging 66 and 50 degrees, this is about five degrees above normal. We also saw our first frost of the year on the 26th. Precipitation rates in October took a dramatic change from the last few months; just over 7 inches of rain fell in October. That is a little over twice the normal monthly precipitation and we saw 3 more inches of rain in October than we saw in August and September combined.

The lack of rain in August and September resulted in our irrigation system being used quite frequently. Once again this has resulted in many leaks and heads malfunctioning. Countless man hours have been spent during October to make repairs before we winterize the system.

Early October was spent detailing the course once last time as weather was still very nice and the course was busy. As the weather, temperatures, and growth rate of the turf have started to shift we have started to shift our focus to preparations for next year. We have cut down all fescue and tall grass areas in preparation for weed treatments in early November. The crew has also been systematically making their way

through the course leveling around drains that have settled. Lastly we were able to give the rough a little attention. First we seeded a new variety of Turf Type Tall Fescue into many of the wear areas, this new variety take traffic extremely well and is very drought tolerant. In addition we were able to fertilize banks and a large amount of rough; this should also help to push turf density next year.

The maintenance staff also worked on some of the following tasks:

-  Hand watering playing surfaces
-  Removed volunteer trees from native areas
-  Installed plants at the Clubhouse
-  Weeded beds
-  Trimmed back plants that have gone dormant
-  Filled divots
-  Prepared for the native burning
-  Chemical applications