



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, MARCH 8, 2016
7:00 p.m.

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - February 9, 2016
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Brochure Print Bids / M16-038
 - B. Hoffman Estates Park District Logo Change / M16-039
 - C. IAPD Conference Education Summary / M16-036
 - D. Recreation, Facilities & Golf Report / M16-037
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE TRIPHAHN CENTER, 1685 W. HIGGINS ROAD IN HOFFMAN ESTATES, UNLESS OTHERWISE SPECIFIED. WE INVITE THOSE WHO MAY NEED AN ACCOMMODATION DUE TO A DISABILITY TO CONTACT US 48 HOURS IN ADVANCE. PLEASE CONTACT JANE KACZMAREK, EXECUTIVE ASSISTANT, AT 847-885-7500.



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**MINUTES
RECREATION COMMITTEE MEETING
February 9, 2016**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on February 9, 2016 at 7:00 pm at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Henderson, Neel (7:02), Wittkamp, Chairman Kinnane

Absent: Comm Rep Dressler, Koltz

Also Present: Executive Director Bostrom, Rec/Facilities Director Kies, Golf Director Bechtold, Superintendent Cotshott

Audience: Commissioner Kilbridge, McGinn, Kaplan, President Bickham, Superintendents Basil and Manisco, Mr. K. Evans, Boy Scouts Brett Bertok and Niko Soriano

2. Approval of Agenda:

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

3. Minutes:

Comm Rep Wittkamp made a motion, seconded by Commissioner R. Evans to approve the minutes of the January 12, 2016 meeting as presented. The motion carried by voice vote.

4. Comments From the Audience:

Brett Bertok and Niko Soriano Eagle Scouts from Troop 297 addressed the committee noting that they were all invited to the next restaurant event, The Beast Feast, offering venison and other wild foods to raise money for the portable archery range for the Hoffman Estates Park District. The

event will be held at Vogelei on February 21st from 5-8:30 and is \$25 to preregister. The Scouts said they would return next week with a flyer for the event.

Comm Rep Neel arrived.

5. Old Business:

None

6. New Business:

A. NWSRA 2015 Yearly Participation Summary/M16-020:

Executive Director Bostrom reviewed the item explaining the different reports and charts.

Commissioner R. Evans asked about the highest levels in the 7-12 year range and it was noted that was the range with the greatest opportunity to participate.

Executive Director Bostrom explained that the NWSRA programming numbers were programs provided by NWSRA while the inclusion reports were information on programs run by the park district mainstreaming participants into our standard programming with the assistance of NWSRA staff.

Commissioner Kinnane asked about the low number for vets and it was noted that NWSRA programs focus on youth and that the vets have their own programs, often times through their association and/or the hospitals.

Commissioner R. Evans made a motion, seconded by Comm Rep Neel to recommend the board approve NWSRA's 2015 Yearly Participation Summary report. The motion carried by voice vote.

B. Marketing Presentation & Business Plan Updates/M16-022:

Executive Director Bostrom noted that in December the Business Plans had been presented but only with numbers through September 30, 2015 and these plans were updated with 4th Quarter numbers.

Commissioner Kaplan arrived at 7:20 pm.

Director Kies distributed a Communications & Marketing Plan for PSSWC and he and Superintendent Manisco reviewed the Marketing Plan for the committee. They reviewed the marketing channels and

types of programs, events and facilities. They discussed the cross marketing examples and discussed the challenges and competitions for PSSWC noting the new clubs and studios within a 10 mile radius of the facility. They discussed target markets and cross promotions as well as additional strategies. They reviewed examples of the marketing packages.

Mr. K. Evans asked about the different sizes in all the marketing packages and Superintendent Manisco noted that each package had many different sizes depending on how they would be displayed.

Director Kies noted that the marketing plans for the Rec and Facilities Departments was done more on an annual basis whereas PSSWC was done monthly or twice a month to respond to the changing factors.

Commissioner R. Evans asked why the response was so high to the emails and Director Kies noted that the PSSWC logo was very recognizable as well as the web address in combination with the email being personalized with a staff member signature.

Comm Rep Neel asked about the camp campaign noting that they had gotten 57 new campers in 2014 and 3 in 2015; but did they retain the 57 from 2014.

Commissioner R. Evans noted that the presentation was well done. Commissioner McGinn noted that he was impressed that the district was ahead of the national average.

Director Kies explained that the value of the PSSWC membership was very high in the area.

President Bickham asked if they could track where participants got their information through the registration. Superintendent Manisco noted that it could be done but was oftentimes cumbersome to do during registration so it was not done at all times.

Director Bechtold reviewed BPC Marketing Plan.

Comm Rep Henderson asked what their competition was based upon and Director Bechtold noted it was on location, pricing and amenities. He went on to explain the new golf passes available for the new season.

Commissioner Kaplan asked about how they thought the public would react to finding out that the round was going to cost them more money the less tee times available. Director Bechtold noted it was much like the airline ticket pricing that goes up as the number of

available sets goes down. He explained that our website tee time would not go above the rack rate and would always be lower than other outside tee time websites. He noted that it was dynamic pricing. He also explained that they had renamed the Bar and Grill to the Tap Inn and revamped the menu to show \$5, \$7 and \$9 pricing grouped in that order.

Mr. K. Evans asked about attendants on the range and it was noted that there were no attendants on the range while the pro shop was open.

Executive Director Bostrom noted that the national average was 30% participation by residents in program and facilities in Illinois and that the Park District participation was 54%.

No formal recommendation was required.

C. Balanced Scorecard/M16-018A:

Executive Director Bostrom reviewed the scorecard noting that they were wrapping up 2015.

Comm Rep Wittkamp made a motion, seconded by Comm Rep Henderson to recommend the Board approve the Balanced Scorecard for 4th quarter 2015. The motion carried by voice vote.

D. Rec, Facilities & Golf Report/M16-019:

Director Kies noted that they had 22 on the waitlist for the Daddy Daughter Dance. He also explained that there were several centers opening up in the area creating more competition. He noted that the 50+ Group was excited about partnering with the Korean Senior Center and that the district was also partnering with Harper College for space for their continuing education programming. Director Kies explained that they were also working with the Salvation Army to offer Brass Band Music and Drama classes.

Director Bechtold noted that Fish Fry would start Friday at 4:30 pm. Mr. K. Evans asked about the number of events and Director Bechtold noted that golf was up and they were working on the number of weddings.

Comm Rep Neel asked about holes 10 and 11 and Director Bechtold explained that they were draining very well.

Comm Rep Henderson asked about the coyotes and Director Bechtold noted that there were 4 and that they would be watching to

see what happened when they opened the course; if they moved off the course that would be good but if they started moving towards the golfer they would have to take action.

Comm Rep Neel made a motion, seconded by Comm Rep Wittkamp to send the Rec, Facilities & Golf Report to the board as presented. The motion carried by voice vote.

7. Committee Members Comments:

Comm Rep Neel said staff had done a great job on the presentation and she enjoyed seeing the Boy Scouts.

Comm Rep Henderson agreed with those statements.

Commissioner R. Evans reminded everyone of the Fish Fry and the GNO.

Chairman Kinnane noted that he and President Bickham had been to the Chamber event where the park district was presented with the Award of Excellence for the Public Sector. He also complimented Zach Marshall on working with him on the nutrition question and answers saying he had done a great job.

8. Adjournment:

Comm Rep Wittkamp made a motion, seconded by Comm Rep Neel to adjourn the meeting at 9:00 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

MEMORANDUM NO. M16-038

TO: Recreation Committee
FROM: Dean Bostrom, Executive Director
Mike Kies, Director of Recreation and Facilities
Sandy Manisco, Communications & Marketing Superintendent
RE: Brochure Print Bids
DATE: February 29, 2016

Background

Staff produces and delivers 28,500 program guides seasonally, four times each year. The number of pages ranges from 52-64, depending on the season, and is printed on recycled paper. Bid notifications were emailed in early January to a list of printers that the Communications & Marketing staff has kept current. Public notice was published in the Daily Herald and on the HEPD website.

Implications

Staff received four sealed bids which were opened at 10 AM on Monday, February 15 with the following results for 28,000 pieces:

| Printer and location | 56 Page + cover | 4 Page Insert | Approx. Annual Cost |
|---|------------------------|----------------------|----------------------------|
| 1. Paulson Press, Elk Grove Village, IL | \$12,000 | \$1,500 | \$57,000 |
| 2. Haag Press, Elgin, IL | \$12,786 | \$1,468 | \$62,157 |
| 3. Indiana Printing & Publishing, Indiana, PA | \$20,090 | \$1,741 | \$91,491 |
| 4. DreamWorks Graphic Comm, Glenview IL | \$20,990 | \$1,990 | \$93,220 |

The lowest bidder was Paulson Press of Elk Grove Village. Staff has used Paulson Press for Guide Printing in the past and has found the service and quality to be excellent. Paulson Press is conveniently located and works with many other local park districts.

Recommendation

Staff recommends that the Recreation Committee recommend that the full Board award the 2016 bid for the printing of the seasonal Program Guides to Paulson Press at \$57,000, with the option to renew for two additional one-year terms in 2017 and 2018.

MEMORANDUM NO. M16-039

TO: Recreation Committee
FROM: Dean Bostrom, Executive Director
Mike Kies, Director of Recreation & Facilities
Sandy Manisco, Communications & Marketing Superintendent
Lindsay Grace, Graphic Designer
RE: New Logo Considerations
DATE: March 1, 2016

Background

Many years ago the Park District adopted the logo below as its brand identity, with the yellow sun as an icon, the narrow font and “water” element.



Approximately 5-10 years ago, the Park District updated its logo, carrying forward the sun, and adopted a new font that is bolder and translates more easily to a wide variety of mediums. A new shade of green was adopted as well. Variations of color and shape have also been used to accommodate the various media the logo is used on:



The sun has been in use for quite some time, the District has invested in this icon and it can be assumed that residents identify the sun as representing the Hoffman Estates Park District. It has become a well-established brand identity, a valuable asset in the District’s marketing arsenal.

Implications

In 2016, the Communications & Marketing Department was asked to explore new concepts for logos for the district. Staff feels that the existing logo could use a rebranding that will integrate the many elements of our park district: healthy lifestyle, green initiatives, and programs for all. The new logo will also provide more contemporary feel.

Rebranding, however, does have some financial implications to consider.

The current (and former logo) can be found in many places throughout the District. A total rebranding would have financial impact on the District as it is ideal if logos are replaced in a timely manner throughout 2016. The process will take a full year to completely change all the logos.

This year in particular we have two significant opportunities to change the logo that would be difficult if we wait:

- 1) Park rules signs are being manufactured at \$30,000
- 2) Ice surfaces will be repainted this summer, providing an opportunity to change the logo below the ice. The next opportunity would not be for many years.
- 3) At this time of the year our camp shirts, park maintenance and other apparel have yet to be ordered.

New Logo Designs – The new logo carries forward a sun icon with a more contemporary look to maintain some brand consistency and also incorporates water, a leaf, and a path to acknowledge our Green Initiatives.

We have incorporated a version that includes heparks as an abbreviation in an effort to move away from using HEPD which can be mistaken for the acronym for Hoffman Estates Police Department. The heparks abbreviation is also our website address which we are successfully driving more patrons to use.

New Tagline – We recommend “Making life fun.” This statement is short, inspiring, easy to remember and speaks to our mission to “offer healthy and enjoyable experiences to residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.”

Some already in use at other park districts:

Where fun begins. – Fox Valley PD
Take time for fun. – Schaumburg PD
Your fun is our business. – Batavia PD
Engage your senses.- Naperville PD
Experience it! - Glenview PD
Create. Discover. Play. – Wheaton PD
SPD Cares. – Streamwood PD
Your chance to play. – Downers Grove PD
Having Fun. – Elmhurst PD

The District will implement the new rebranded logo and new tagline with the following timeline, implementing the new branding as soon as possible, over the course of the year. C&M staff will prepare branding guidelines document for staff and vendors to follow when using the logos to include an approved color palette that is consistent with the brand. A Hoffman U training session will be held to educate staff on the new branding guidelines.

Items where logo will be replaced as soon as possible in 2016, (already budgeted for or have no cost to replace logo):

- Park Rules signs
- Ice surface
- Summer Guide
- Marketing packages
- Website
- Mobile App graphics
- Email signatures
- Park Board Laptops' wall paper
- T-shirts and New Apparel orders

Items where there will be a budget impact to replace in 2016:

- Park maintenance vehicles
- Buses
- Business cards
- Board room wall art
- Staff ID badges

Items where new logo will be replaced at the time of re-order:

- Brochures (rentals, amenities, etc.)
- Comments cards, agreements, contracts
- Letterhead (at reorder)
- Envelopes (at reorder)
- Membership ID cards

Items that will be budgeted for 2017:

- Registration forms/cards
- Internal signage
- External facility signage
- Marquees

Recommendation:

Staff recommends that the Recreation Committee recommend to the full Board the approval of the new "heparks" logo and "making life fun" tag line.



HOFFMAN ESTATES PARK DISTRICT Mission & Goals

Mission: The facility is dedicated to Scott R. Triphahn, a park board commissioner, founding president of the Friends of HE Parks Foundation, resident and steadfast pillar of the Hoffman Estates community. His dedication to the Hoffman Estates Park District and his regard, and love for parks and recreation have been of the highest caliber and contagious energy have left an indelible impression on all fortunate enough to have been touched by his enthusiastic spirit. His efforts will resonate in the laughter of children and will radiate on the faces of Hoffman Estates residents for generations to come.

Goal: Healthy & Engaged Communities for All Residents

Goal: Financial Soundness

Goal: Operational Excellence & Environmental Sustainability

Goal: Quality Leadership & Service

**SCOTT R. TRIPHAHN
COMMUNITY CENTER & ICE ARENA**

The facility is dedicated to Scott R. Triphahn, a park board commissioner, founding president of the Friends of HE Parks Foundation, resident and steadfast pillar of the Hoffman Estates community. His dedication to the Hoffman Estates Park District and his regard, and love for parks and recreation have been of the highest caliber and contagious energy have left an indelible impression on all fortunate enough to have been touched by his enthusiastic spirit. His efforts will resonate in the laughter of children and will radiate on the faces of Hoffman Estates residents for generations to come.

**HOFFMAN ESTATES PARK DISTRICT
Triphahn Center**

SCOTT R. TRIPHAHN
COMMUNITY CENTER & ICE ARENA



heparks.org

Girls Night Out
Friday, February 11

WINTER NOW OPEN
Hoffman Estates Park District

Me Time Personal Training Special
Only \$7 services. Call & register FREE

Daddy Daughter Dance
Friday, February 11

Parent's Night Out
Friday, February 11

HOFFMAN ESTATES PARK DISTRICT



**WELCOME TO THE
Triphahn**

Dedicated December 11, 2019

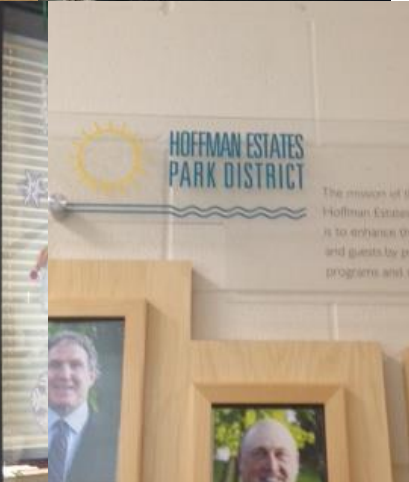
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HOFFMAN ESTATES PARK DISTRICT

HOFFMAN ESTATES PARK DISTRICT

**50+ ACTIVE
ADULT
ACTIVITIES
CENTER**

Monday-Friday
9am-4pm





Research



BUFFALO
GROVE
PARK
DISTRICT





Macomb Park District



ELGIN
PARKS & RECREATION
FOUNDATION



Naperville
Park District™



CRYSTAL LAKE PARK DISTRICT



**Bloomingdale
Park District**



Geneva
PARK DISTRICT

We Make It Happen!



south
BARRINGTON
park district



Park District of Highland Park





Final Logo Recommendation







BUFFALO
GROVE
PARK
DISTRICT



MEMORANDUM NO. M16-036

TO: Rec Committee
FROM: Dean R. Bostrom, Executive Director
Mike Kies, Director of Recreation & Facilities
SUBJECT: 2016 IAPD/IPRA Conference Session Summaries
DATE: March 4, 2016

Background

Below is a summary of a few sessions attended by staff at the 2016 IAPD/IPRA Conference in Chicago.

Implications

Early Childhood Forum

The Early Childhood Forum was led by Rachel Hubsch (NWSRA), Alisa Kapusinski (Arlington Heights Park District) and Teresa Vaco (Director - Schaumburg Park District). Each presenter touched on a relevant topic in Early Childhood. Rachel spoke about NWSRA's role in assisting children with special needs. She discussed the different training options available to park districts to help work with families and children. Alisa spoke about the Illinois Early Learning and Development Standards (IELDS). The IELDS were revised in 2013 and are aligned with the IL Kindergarten Standards and Common Core Standards for Kindergarten. These standards are a developmentally appropriate set of goals and objectives for young children. A six hour training about IELDS is available. Teresa spoke about Kindergarten readiness and how teachers and directors can ensure that their preschool classrooms are preparing children for Kindergarten. She gave suggestions in how to increase speech and language development, independent self-help skills, and social and emotional development. All of the presenters provided personal contact information and offered assistance if needed in the future.

Brain Science and Digital Marketing – 6 Ways to Connect

Presenter offered 6 suggestions on ways to connect with readers in digital media by capitalizing on the ways that the human brain works, such as:

1. Connect through the use of testimonials. Recommends putting testimonials throughout the web pages.
2. Encourage sign ups on email list with a pop up box that reads "Join your neighbors who know what's happening." They will want to be like their neighbors.
3. Ad media logos to the homepage to create a "halo effect."
4. Put laurel leaves around award logos to add credibility.
5. Show one desired action on each page. The power of suggestion.
6. Scarcity works – say "limited supply", limited seats available. Early Bird Special. Creates a sense of urgency.

Ways to apply this to HEPD: use more testimonials. Collect positive letters and testimonials from participants and share them with Board, staff, volunteers and promote them in our marketing channels.

The Changing Image of Aging:

Rica Cuff, Mary Lester

- Session discussed changing trends as it relates to growing senior demographics.
- How different generations behave and how their values differ.
- Reinforced findings that stand alone senior centers attract a much old senior (75+) and offer more passive type of activities versus senior centers integrated into a larger recreation facility that attracts both older and younger seniors and provides more active type of programming.
- By 2017, 50% of US population will be 50 years or older and control 70% of the disposable income.
- Subsidy model for seniors is not sustainable over time and diminishes the overall ability of organizations to maintain its infrastructure over time.

A Mile Wide and an Inch Deep:

Jamie Sabbach, Jim Rogers

- The traditional model of attempting to provide facilities, programs and services to everyone has proved over time to diminish the quality of facilities, programs and services provided and long term financial sustainability of an organization.
- Without a sustainable strategy regarding development and operation of facilities and cost recovery/subsidy allocation, agencies will be unable to address deferred maintenance of capital assets and maintain long-term financial sustainability.
- Create Comprehensive Asset Management Plan
- Adapt strategies that balance social service interests with enterprise operations through development of a Cost Recovery/Subsidy Allocation Model.

Lending Optimistically

Jeff Pine

Five Case Studies

1. Optimism trumps skill – importance of positive self-talk
2. Great Depression – Attitude – temporary and will overcome (optimistic) vs. That's life – not going to change
3. Once mind is tattooed, negative stays with you
4. Presidential Elections – except during time of war – those viewed more optimistic are elected.
5. Non-verbal Optimism – (how we communicate). Positive – produced 87% higher success rate in executives

Optimism Killers

1. Worry – (only 8% actually is real).
2. Lack of Sleep – 6 hours or less impairs judgment
3. Comparing ourselves to others – do not take into account 90% of iceberg underwater – deflates self-worth

4. Drawing conclusions in midst of a crisis or difficult time – negative thoughts take root.

Recommendations

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

MEMORANDUM NO. M16-037

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Brian Bechtold, Director of Golf Operations
Nicole Chesak, Superintendent of Recreation
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Sandy Manisco, Communications and Marketing Superintendent
Debbie Albig, Manager of Community Centers
Cathy Burnham, General Manager of Sales & Operations
RE: Board Report
DATE: March 2, 2016

Recreation and Facilities Division



UPCOMING EVENTS

- March 4 Fish Fry
- March 4 – 6 Midwest Sled Hockey Championships
- March 11 Preschool Fun Fair – TC Gym
- March 11 Fish Fry
- March 11 – 13 Wirtz Sled Hockey Championships
- March 17 St. Patrick's Day Lunch
- March 19 Doggie Eggstravaganza
- March 18 Fish Fry
- March 19 Parents Night Out
- March 19 March Madness Golf Outing
- March 19 Pot-o-Gold Rock Climb
- March 25 Fish Fry
- March 26 Egg Hunts
- March 26 Aqua Egg Hunt
- March 27 Easter Brunch

Snapshot Summary/Highlights:

- A follow up from, Alexian Brothers Foundation and the Verizon Foundation, "I would request to be put on your agenda (near the beginning, if possible) for your March 22 Board meeting, if that request is acceptable. Your district has been an outstanding community partner in our Fit-Pals project, and we have a Certificate of Appreciation to give the Board to thank you for your support. We have a 2-minute video explaining the program and its results that we would also like to play. Thank you for your consideration. Joane McLeod Business Analyst, LINKS Technology Solutions, Inc."

- Daddy Daughter dance took place at Bridges on February 12th. There were a total of 203 registered for the event. Dinner, dancing and fun was had by all. Changes for this year included cookies instead of cupcakes and no raffle. This year every girl received a goodie bag and a small stuffed animal to take home.
- Mom Son Date night was held at Bridges on February 19th. There was a total of 153 registered for the event. The same dinner and dessert was served as well as dancing and photos. Again, no raffle took place and the boys took home a goodie bag and small stuffed animal.
- Three HEPD full-time team members were certified as Medic Pediatric Plus Instructors at the end of February. With the 3 newly certified instructors, there are 6 HEPD full-time team members who have been certified as Instructors to teach the Medic AED, CPR, and First Aid classes which certify and re-certify HEPD full and part-time staff. The first quarter Medic class took place on February 27th, in which 15 HEPD staff members (16 is the maximum) were certified. This is the first class in which the park district used their new equipment, which included upgraded manikins, providing higher level of feedback and proved to be excellent training tools for participants. Currently all staff that manage a facility in the district are trained as instructors in Medic AED, CPR, First Aid and the emergency response program within Recreation & Facilities Division.
- Cheer, the customer service training program, is being offered and promoted through the Hoffman U program on March 16th. All part and full-time HEPD team members have been invited to attend the staff training.
- Staff conducted "Give Hockey a Try" on Feb. 21 as part of USA Hockey 9th Annual - Hockey Weekend across America. 55 kids attended the event which is the highest attendance ever.
- The Triphahn Center hosted the Blackhawk Cup (girls divisions) Feb. 24 – 28. This is the 6th year in a row that TC has hosted this event.
- A benefit hockey game took place Feb. 29 for Matt Olson. The injured hockey player was from the Cougars Hockey Club. Well over 350 people attended the event and it was covered by numerous media outlets, for example, <http://www.nbcchicago.com/news/local/Chicago-Cougars-Matt-Olson--370593321.html>
- The PSS&WC Member Services team participated in tandem with a Personal Trainer from the Fitness team in the Tate & Lyle Fitness Fair in February at the T&L location in the Prairie Stone business park. The effort resulted in many new membership inquiries and secured one new enrollment on that day. Tate & Lyle currently has a corporate membership agreement with PSS&WC that provides a partial monthly subsidy for T&L employees who are enrolled as members.
- Vogelei hosted the Beast Feast fund raiser for the Eagle Scouts working on the outdoor archery area project at Seascape. The event was attended by approximately 70-80 people and the scouts were able to reach their financial goal to start the project in April of this year.

Volunteers Summary:

- Admin staff was contacted by 3 high school volunteers looking for opportunities and were placed with Program Manager Dodson for the Mother Son Event for 5 hours
- Foundation provided 18 volunteers for a total of 54 hours to include the Girls Night Out on 2/18/16.
- 2 Volunteers for 50+ for a total of 5 hours.

Dance

- The winter/spring session of dance classes started the week of 1/11. Registration is now closed and costumes have been ordered for the May recital.

| Winter/Spring Recital Session | 1/2015 | 1/2016 | Var. +/- |
|-------------------------------|------------|------------|-----------|
| Triphahn Center | 177 | 181 | +4 |
| Willow | 71 | 70 | -1 |
| Dance Company | 24 | 22 | -2 |
| Total Dance | 272 | 273 | +1 |

- The Hoffman Stars Dance Company participated in its first competition for the 2016 season. Des Plaines Idol was held on February 4th and 5th. Here are the results for the groups.
 - Company 1 jazz 1st place and 1st place overall in the 6-8 age group.
 - Company 2 jazz 1st place and 2nd overall in the 9-11 age group.
 - Company 2 lyrical 1st place and choreography award.
 - Company 3 jazz 1st place and future idol award.
 - Company 3 lyrical 2nd placeThere were also 4 soloist and 2 duets that competed, but not everyone was placed in a ranking, but all looked amazing.
The next competition will be the Cathy Roe Ultimate Dance Competition in Oswego the weekend of March 4 & 5th.



Youth Athletics

Youth Baseball

- Indoor practice time – has started practice at the indoor sites. Players are not split up into teams yet and the participants are working as a whole group on baseball fundamentals indoors. A big focus right now is the proper foot work and throwing motion.

Travel Baseball

- In 2016 there are two travel baseball teams underneath the HEPD umbrella. One team will be at the u14 level and one at the u12 level. The Hoffman Knights will compete in the MSBL again and participate in several weekend tournaments locally. These teams started to rent indoor space at the beginning of January and will continue to be inside until the first week of April.

Tournament Team Baseball

- New this season the Athletic Department is offering season long tournament teams. In the past tournament teams, which are developed from our in-house all-stars, compete in 1-2 local post season tournaments. This season these teams will be formed before the season starts and compete in 4-5 tournaments and practice on Sundays.

This is great for players who can't commit to the full schedule of travel baseball or can't afford it.

- Registration is on-going throughout the month of March. Currently there are 3 teams based out of the Hoffman Estates area at the 9u, 10u, 12u category that will compete at the travel level but have taken the route as a rental to the Hoffman Estates Park District for all practices and games. This will give HEPD up to 30 rentals on our baseball fields throughout the season.

Youth Indoor Soccer

- This year indoor soccer will be run by DEA Nation. For every participant in grades K-4th, they will have 15 minutes of skills and drills followed by 45 minutes of game play.
- Indoor soccer has changed from a league format, to a skills and strategy program to prepare for the upcoming spring season.

Youth Basketball

- The youth basketball season is coming to an end. On February 28th HEPD will have its first youth basketball all-star game at the Willow Recreation Center for 3/4th, 5/6th and 7/8th grade leagues. 5/6 and 7/8 grade teams will compete in their post season tournament on March 5th and March 12th.

Adult Basketball

- The 2016 winter leagues have started. Teams began play the week of January 18th and will play into April. Three different leagues are running this winter, Monday A/B league, Monday C/D League and Tuesday C league. HEPD has a total of 17 teams this winter.



Early Childhood

| Preschool: | 2/2015 | 2/2016 | Var. +/- |
|-------------------------|------------------|------------------|-----------------|
| Three-school 15-16 | 13 TC 13 WRC | 13 TC 13 WRC | 0 TC 0 WRC |
| 2's Playschool 15-16 | 29 TC 24 WRC | 30 TC 24 WRC | +1 TC 0 WRC |
| Preschool 15-16 | 117 TC 69 WRC | 127 TC 69 WRC | +10 TC 0 WRC |
| Early Learning Center | 24 | 35 | +11 |
| Total Preschool: | 289 | 311 | +22 |

- Preschool Fun fair will be held on March 11 from 5:30 – 8 pm.
- 148 Children registered for 2016-2017 preschool during resident registration.
- Open registration for remaining spots in preschool begins Monday, February 29.
- The Preschool Family Fun Fair is Friday, March 11, 5:30-8:00 p.m. It includes inflatables, games, food, book walk, bake sale, and a magician.

| STAR | | | |
|--------------------|---------------|---------------|-----------------|
| Program | 2/2015 | 2/2016 | Var. +/- |
| TJ: | 16 | 20 | +4 |
| Whiteley: | 23 | 31 | +8 |
| Armstrong: | 40 | 42 | +2 |
| Fairview: | 72 | 79 | +7 |
| Lakeview: | 40 | 34 | -6 |
| MacArthur: | 41 | 79 | +38 |
| Muir: | 29 | 40 | +11 |
| Lincoln Prairie: | 50 | 51 | +1 |
| Total | 311 | 376 | +65 |
| Kinder STAR | | | |
| | 2/2015 | 2/2016 | Var. +/- |
| WRC: | 10 | 12 | +2 |



50+ Club

Volunteerism

Volunteers – 2 volunteers – 5 hours total
(Newsletter/center décor)

Classes offered in February

Basic Exercise, Chair Fitness, Chair Yoga, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Writing, Self-Hypnosis

Athletic opportunities offered in February

Billiards, Pickleball, Ping Pong, Volleyball, Walking

Upcoming trips

Backstage Tour/Lloyd's Chicago, Chicago Flower Show

Evening/Special Programs

Pub Quiz Night (3rd Thursdays/6:00 pm) – 20 participants - held at BPC

Cards/Games Night, 2nd Thursday, monthly

Monthly HEV Free Adult Health Clinic – 9 clients

Friday post lunch programs (February)

2/6 Acrylic Painting class, courtesy of Visiting Angels Elgin (25 participants)

2/13 Mayor McLeod spoke

2/19 Entertainment/Music Therapy, courtesy of AMITA Health

2/26 Intro to IL 8th Congressional District candidates spoke

Organized Activities

2nd Cali Rail trip presentation (PM)

Book Club, courtesy of STDL (15 participants)

Newly-formed Wii Bowling League (meets Tuesday mornings at 10am)

Other

Attended bi-monthly Advisory Board meeting at Alden Poplar Creek

Created Voter Fact Sheet for upcoming primary election

Senior Check with family on 50+ Member with onset of dementia



Ice Operations

I.C.E Academy

- Staff is working on a possible ice show June 3-5. This would be the last evening on the ice before the maintenance project begins.
- A spring break camp will be offered March 21 – 25.

Wolf Pack

- All NWHL and NIHL teams started playoff games the end of Feb.
- Wolf Pack NIHL tryouts for tournament teams will take place March 14 & 15. This is the first year that the NIHL hockey club will be taking over the spring tournament teams and will be renting ice.
- Evaluations for Wolf Pack NWHL spring hockey will begin on March 17. Currently there are 142 players registered for evaluations. These numbers will change as players make travel teams and registration is ongoing.
- Wolverine pre-skates will take place March 16 and 17. Staff is trying to garner increased participation for the spring to secure the fall/ winter program.



Prairie Stone_{tm} Sports & Wellness Center

February Membership Totals

Total

2015

3,483

2016

3,452

+/-

(21)

Member Services

- The member services team had a great month. The net membership sales goal for February was exceeded by 22.
- The enrollment promotion for the month of February extended two enrollment fee promotions advertised via direct mail postcard and via digital media. The direct mail promotion offered a \$29 ENROLLMENT special with the opportunity to receive February dues free upon mention or presentation of the direct mail postcard. The digital ad on the HEPD/PSS&WC websites offered a \$14 ENROLLMENT special with the opportunity to receive February dues free upon mention of the digital ad. The direct mail enrollment promotion was advertised on a "mega" full size direct mail postcard that was targeted for distribution to 15K single family homes within a 7 mile radius of the fitness center in selected postal codes. (The unofficial tally of enrollments during the month of February that resulted from direct mail correspondence currently totals 13 new members whereas there have been 12 new members thus far resulting from digital ad reference.)
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; during the month of January there were 35 new members who have enrolled as a result of the club cash referral promotion.

- The PSS&WC enrollment special was also advertised on each of the District's electronic marquis signs throughout the community. The PSS&WC enrollment special was also advertised on the VHE electronic marquis located at the corner of Shoe Factory Road and Beverly on the southwestern edge of Hoffman Estates. The ENROLLMENT FEE banner on the north side exterior remained mounted on the building along with the east side banner, both of which continue to attract many prospective clients. This second banner provides visibility/identity of the building for westbound traffic on Route 72 and compliments the signage panels installed in the spring of 2014. Likewise, 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 with additional incentives promoted on Facebook and the HEPD and PSS&WC websites. The PSS&WC enrollment special was also advertised on each of the District's electronic marquis signs throughout the community.
- The number of credit card denials following February billing surged slightly in comparison to recent months. Efforts that were implemented within the Member Services and Billing offices to continue to contact members proactively to obtain updated information for billing continued aggressively during the month of February despite the loss of administrative support from the recently vacated PT1 associate position with the Member Services office. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk. With such efforts being taken consistently from month to month, the number of 90-day cancellations continues to decline as the team is becoming increasingly successful at connecting with members in the first 30 to 60 days following billing to reconcile account balances.
- With the recent resignation/departure of the PT1 Member Services Associate in early February, efforts were taken to post the position on District websites as well as on the IPRA job site. An internal candidate from the Fitness team was among the dozen or so applicants who applied. From that group, two interviews were conducted with qualified candidates, one of those being the current Fitness team member who has since been offered the position based on a variety of relevant experience including extensive sales, customer service, and networking experience. He will officially begin his new role in the first week of March, with training set to continue through the early part of the month.
- The Member Services team has established a solid contact with Plote Construction, Inc., which has expressed interest in a potential corporate membership agreement/relationship. Plote is headquartered in Hoffman Estates and currently employees over 700 team members in various administrative and labor positions. Efforts will continue during the month of March to further promote membership opportunities.

Operations and Fitness Departments:

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of February. Pickleball activities are in full swing during the indoor season, which spans through April and the first part of May.

- Overnight projects have been completed by the HEPD parks and maintenance team at PSSWC. Projects started in January and included tasks such as painting various areas of the facility (such as men's and ladies club locker room walls, door frames, beams, spot painting high walls), high dusting of vents and duct work, as well as additional projects. Overnight work will also be performed at TC and WRC.
- The Superintendent of Facilities is providing support to facilitate partnership opportunities by organizing fitness classes with District 211 at the Higgins Educational Outreach Center. Zumba/dance fusion classes will be offered week nights starting in mid-March. Additional outreach opportunities being facilitated include the Alexian Brothers Center Community partnership, Fit Pals. A hip-hop/dance fusion class is being offered mid-March at Prairie Stone Sports and Wellness Center in relation to the Fit Pals outreach program.
- The remodel of the back fitness area for the new fitness equipment will be completed the first week of March. The New Fitness equipment is scheduled for delivery and installed the first week of March. The Personal training team will be performing demos and free small group classes on the new equipment throughout the month of March.
- PSSWC has an upcoming Nutrition Workshop, Your Nutrition Questions Answered, taught by Kathy Brown, RD on March 12th.
- The PT department continues to promote new clients by offering free educational workshops, small group classes, and fitness tests. Promoted through the wellness calendar as well as additional methods of marketing.
- Within the area of group fitness Class participation has remained steady. Highlighted classes include: Zumba 35-40 Pilates 25-30 Gentle Yoga 30

Seascape, Programs and PSS&WC Swim Lessons

- Meetings have been held with Seascape Pool Managers and a schedule of lifeguard interviews & trainings has been developed.
- Staff has secured the Elgin Centre for the new lifeguard trainings along with re-certifications in March & May.
- First session of group swim lessons is ongoing. Our registration is 157 participants. In 2015 Session 1 had 167 participants. Evaluations were sent to participants through e-mail via constant contact. Positive feedback was received regarding the quality of the PSSWC group lessons.
- Session 1 for climbing wall was filled with 16 participants. The second session began February 17 with one section filled with 8. The climbing wall Merit Badge Day was successfully run and offered in February.
- The 2016 climbing wall inspection is in process has been scheduled for the beginning of April. The PSS&WC, along with the portable climbing wall, have been scheduled on the same date for the annual inspection.
- Aquatics managers continue to host monthly in-service lifeguard trainings so the aquatics staff can hone and practice their life saving techniques.
- The summer brochure is in process of production, with the initial RecTrac information being entered into the proof. Special events upcoming include:
 - Pot-o-Gold Rock Climb:** Saturday, March 19, 1pm-3pm
 - Aqua Egg Hunt:** Saturday, March 26, 2-2:30pm
 - Community Garage Sale:** Saturday, May 21, 8am-1:00pm



Triphahn Center

Triphahn Center Fitness and Operations:

| | | | |
|-------------------|----------------------|----------------------|------------------------|
| Membership | <u>2/2015</u> | <u>2/2016</u> | <u>Var. +/-</u> |
| | 949 | 973 | + 23 |

General Summary:

- Dance World was held successfully on Saturday February 13th.
- Room rentals still continue to maintain with both church groups as well as both Volleyball groups.



Willow Recreation Center

| | | | |
|-------------------|----------------------|----------------------|-----------------------|
| Membership | <u>2/2015</u> | <u>2/2016</u> | <u>Var.+/-</u> |
| | 350 | 329 | (21) |



Dog Off-Leash Areas

Upcoming Doggie Eggstravaganza March 19th – 9:30am Bo's Run, 11:00am Freedom Run.

Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 132, Palatine 35, Barrington 15 Schaumburg 39, Arlington Heights / Mt. Prospect 6, Inverness 20. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 19 guests to Bo's Run in February compared to 2 in February 2015.

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 115, HE – 74, Streamwood 56. Schaumburg – 21. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

| | | |
|------------------------|----------------------|----------------------|
| Dog Park Passes | <u>2/2015</u> | <u>2/2016</u> |
| Bo's Run | 329 | Bo's Run 262 |
| Freedom Run | 360 | Freedom 285 |
| Combo | <u>85</u> | Combo <u>71</u> |
| Total: | 774 | 618 |



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Spring Guide and Summer Camp Registration, Parents' Night Out, Daddy Daughter Dance, Mother-Son Date Night, Kickin' It At the Creek, Giving Tree, Girls' Night Out, Try Hockey for Free, Fish Fry.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

Park Champion Initiative – On Friday, Feb. 26, the three 8th District Democratic Congressional candidates came to speak at our 50+ Club. The candidates are running for the Democratic nomination to the House of Rep. seat that is currently held by Tammy Duckworth, who is running for Senate.

COMMUNITY EDUCATION

Dreaming of Summer – A video created to promote Seascape passes.

2015 Annual Report – Will be inserted in the centerfold of the Summer Guide, which comes out between April 20-22.

PRESS RELEASES/PUBLIC RELATIONS

Sent to Daily Herald, Chicago Tribune:

Girls Night Out
Summer Camp Registration
Try Hockey for Free
Matt Olson Fundraising Games
Hoffman Estates Park District Wins Public Sector Partner of the Year
Burger Bucks Program Benefits Kids

Earned Press (articles that ran in the newspaper):

Girls Night Out
Summer Camp Registration
Try Hockey for Free
Fundraising Event for Injured Chicago Cougars Player

MARKETING DASHBOARD



Mobile App Downloads – Source: Apple iTunes & Google Play reports

The app has been available since April 25, 2014; as of February 29, 2016 we have had 1,412 apps downloaded.



Mobile Access – Source: Google Analytics

Mobile Access continues to increase. More users are accessing heparks.org on mobile devices than on PCs. Benchmark 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: | Benchmark: | Feb 1-28, 2015 | Feb 1-28 2016 | Change from last year |
|------------------|-------------------|----------------|---------------|-----------------------|
| Google Analytics | Feb 2013-Feb 2014 | | | |
| Desktop | 63% | 49% | 46% | -3 |
| Mobile | 27% | 39% | 45% | +6 |
| Tablet | 10% | 10% | 7% | -3* |

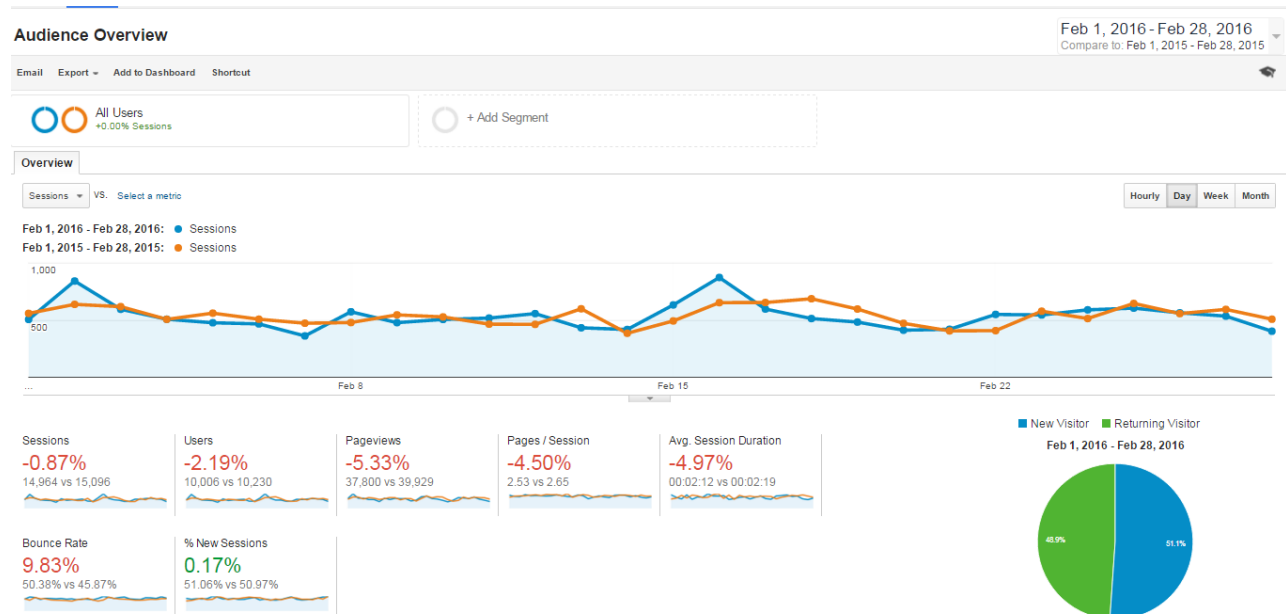
*A decrease in tablet and desktop views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach.

<http://time.com/3532882/people-arent-buying-tablets/>.



Website HEparks.org – Source: Google Analytics

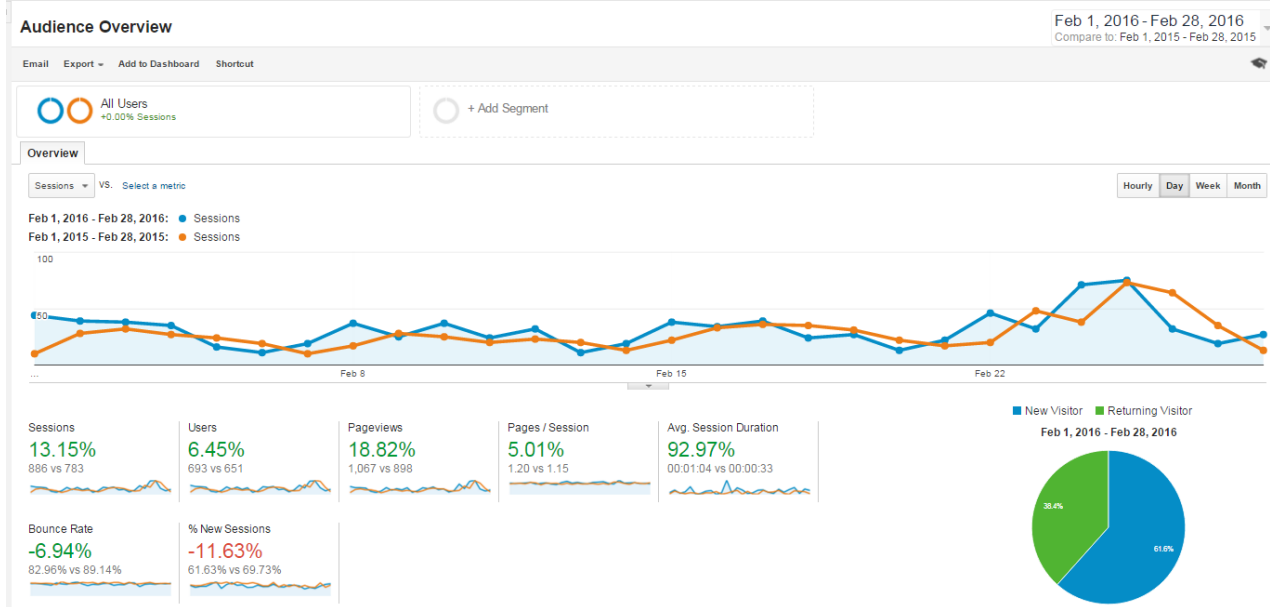
This month hits to the (full site) home page are down slightly from last year. (Note, PC and mobile hits are combined here; See Mobile Access chart above.)





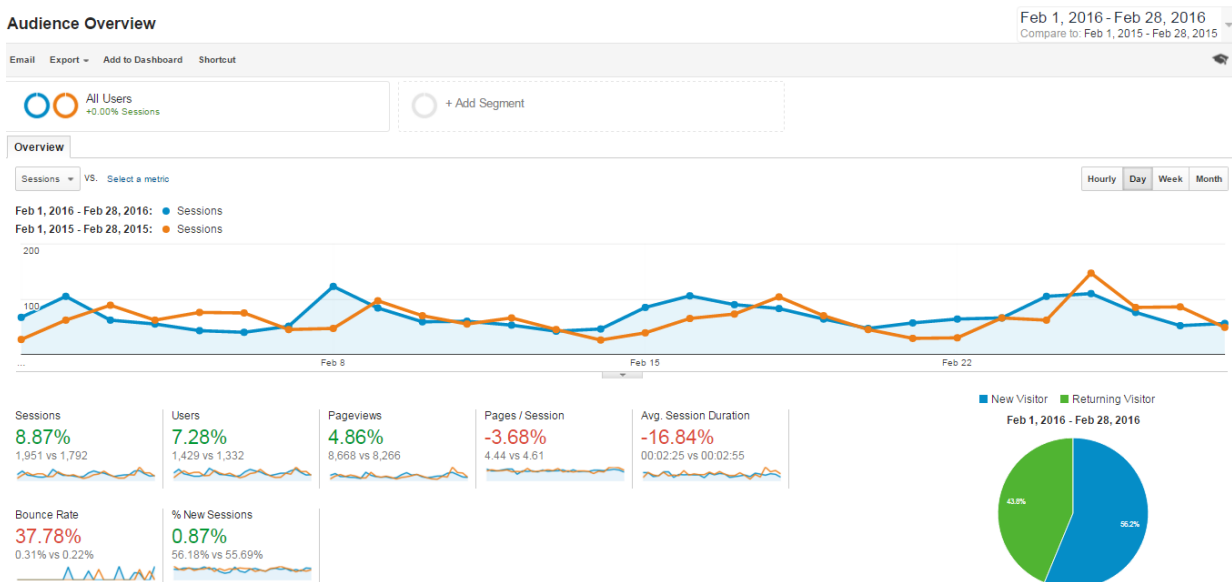
Program Guide Online – Source: Google Analytics

More people are accessing our electronic version of the Program Guide online.



Webtrac/Online Registration Page Hits – Source: Google Analytics

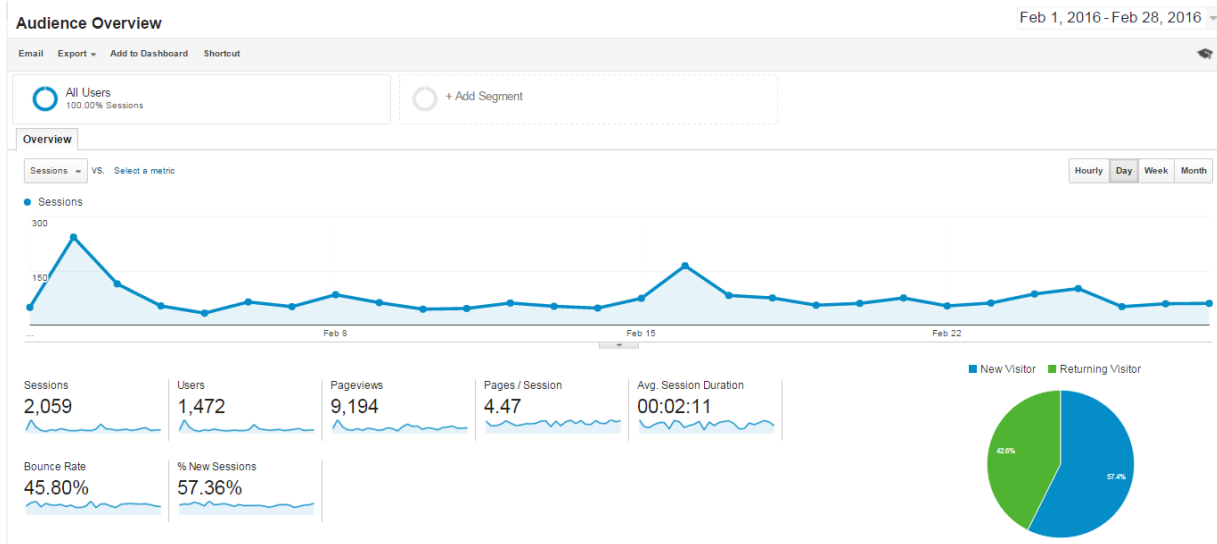
More people are accessing Online Registration. Hits are up on Webtrac/Online Registration, likely due to the mobile friendly version of the website and online registration. Users may be bookmarking our Online Registration page, bypassing the homepage of the website entirely.





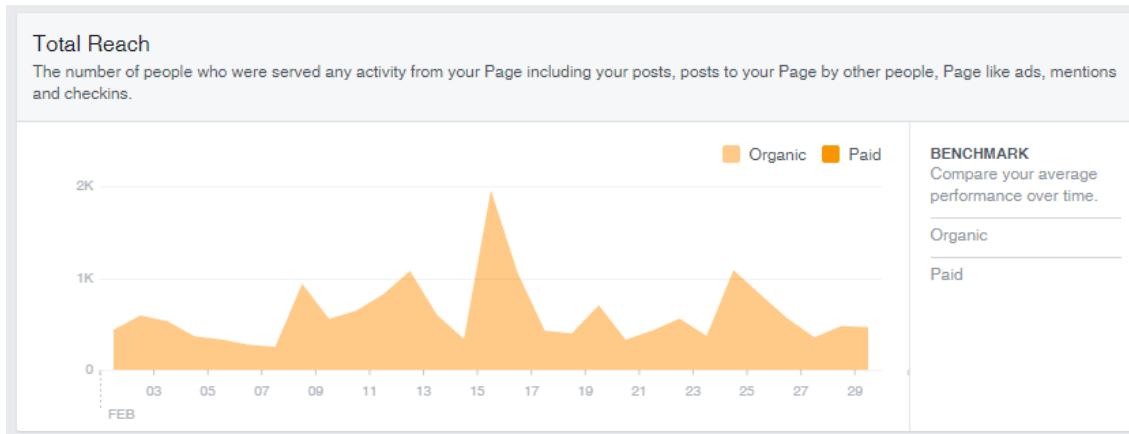
Mobile Webtrac – Google Analytics

It appears more people are using Mobile Webtrac than the full Webtrac site. (Tracking began December 1, 2015.) More people are accessing Online Reg from their mobile devices.

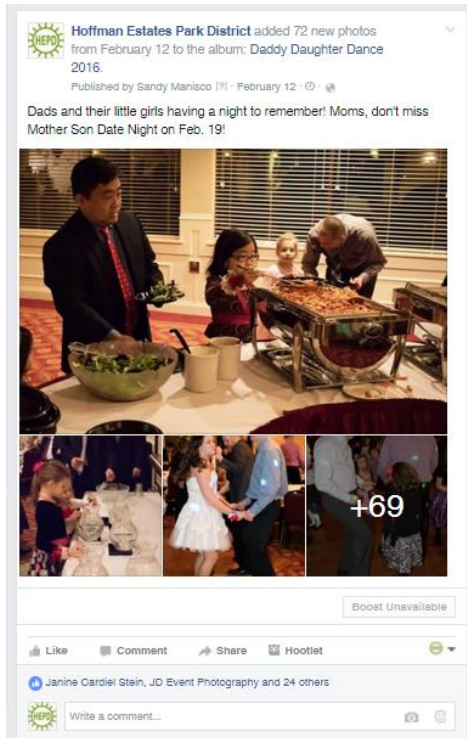


Facebook Reach

Total Likes totaled 2,118 this as of 2/29. Our goal is engagement: The more people tag, share and comment on posts the greater the reach. 28 Days Page Engaged Users (Col G): The number of people who engaged with our Page. Engagement includes any click or story created in February = 23,999. See the chart below for a list of our most successful posts this month, which explains the “peaks”.



Top Post February 16



Top 5 Most Successful Posts Feb 1-28 (Posts that reached more than 200 people)

| Post Message | Type | Posted | Lifetime Post Total Impressions |
|---|-------|---------------------|--|
| | | | Lifetime: The number of impressions of your Page post. (Total Count) |
| Dads and their little girls having a night to remember! Moms, don't miss Mother Son Date Night on Feb. 19! | Photo | 2/16/16 10:00 AM | 4609 |
| Moms and their little guys had a blast at Mother Son Date Night. Check out those little ties, suit coats, vests.....so cute! | Photo | 2/19/16 4:58 PM | 2728 |
| Archery | Photo | 2/4/16 3:37 PM | 2702 |
| What is Pickle ball? Glad you asked. Find out here! | Video | 2/2/16 8:04 AM | 2236 |
| Summer can't come fast enough. We can't wait for Seascapes Family Aquatic Center to open so we went by today to soak up some rays...HA! Get your summer pass now and save 15% with promo code | Video | 2/10/16 11:16 AM | 2022 |

| | | | |
|----------------------------|--|--|--|
| SEA15 now through 4/30/16. | | | |
| | | | |

Top 20 Highest Posts Since October 2015

| Post Message | Type | Posted | Lifetime Post Total Impressions |
|---|-------|------------------------|--|
| | | | Lifetime: The number of impressions of your Page post. (Total Count) |
| 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 | 6080 |
| Dads and their little girls having a night to remember! Moms, don't miss Mother Son Date Night on Feb. 19! | Photo | 2/12/16 10:00 AM | 4609 |
| Congrats Volunteer of the Year Coach Bill Buesing! And Jan. Best of Hoffman Sylvia Henfling. Thx to all our volunteers! http://ow.ly/XAV4N | Photo | 1/27/16 7:42 AM | 3881 |
| #Didyouknow that Pickleball is over 50 years old!? Our very own Rica Cuff is presenting today at the IAPD conference! To find out more about Pickleball click here--> http://ow.ly/3yXN7y | Photo | 1/30/16 11:09 AM | 3696 |
| Here's a peek inside our Recreation and Facilities Division Team Meeting where we were honing our networking skills today, and having a little fun, too. | Video | 1/19/16 2:45 PM | 3450 |
| Congrats Volunteer of the Year Coach Bill Buesing! And Jan. Best of Hoffman Sylvia Henfling. Thx to all our volunteers! http://ow.ly/XAV4N | Photo | 1/27/16 7:42 AM | 3230 |
| Girls Night Out Feb 18 - Have fun for a great cause! Tix --> http://ow.ly/XBi4e | Photo | 1/30/16 9:45 AM | 3002 |
| Moms and their little guys had a blast at Mother Son Date Night. Check out those little ties, suit coats, vests.....so cute! | Photo | 2/19/16 6:21 PM | 2728 |
| 2016 Awards Breakfast for HEPD Employees | Photo | 1/21/16 8:32 AM | 2707 |
| Archery | Photo | 2/4/16 3:37 | 2702 |

| | | | |
|---|-------|------------------------|------|
| | | PM | |
| What is Pickleball? Glad you asked. Find out here! | Video | 2/2/16 8:04 AM | 2236 |
| Summer can't come fast enough. We can't wait for Seascape Family Aquatic Center to open so we went by today to soak up some rays...HA! Get your summer pass now and save 15% with promo code SEA15 now through 4/30/16. | Video | 2/10/16 11:16 AM | 2022 |
| Make some memories with your kids this Feb at Daddy-Daughter Dance or Mother-Son Date Night! http://ow.ly/VZJmw | Photo | 1/22/16 11:21 AM | 1917 |
| Congrats to Redhawks Pee Wee Football champs! February Best of Hoffman. Read more --> http://ow.ly/YHqn0 | Photo | 2/24/16 6:55 AM | 1833 |
| Register before Early Bird Deadline 2/20 for Yth Baseball http://ow.ly/Y5Ucl and Yth Softball http://ow.ly/Y5UIS | Photo | 2/15/16 1:35 PM | 1786 |
| Spring Guide is here, Hoffman! Watch for yours in the mail. Includes Summer Camp Planner - reg. starts 3/2. http://ow.ly/XWOdv | Photo | 2/24/16 7:46 AM | 1763 |
| HEPD Morning Stretch | Photo | 2/10/16 7:23 AM | 1751 |
| Preschool Open House! Tues. Feb. 2 at Willow 7-8PM & Wed. Feb. 3 at Triphahn Center 7-8PM http://ow.ly/VZMHK | Photo | 1/19/16 1:31 PM | 1746 |
| Girls Night Out Feb 18 - Have fun for a great cause! Tix --> http://ow.ly/XBi4e | Photo | 2/2/16 9:55 AM | 1667 |
| Support HEPD Preschool! Eat at Buona TODAY. A portion of profits will be donated! | Photo | 1/20/16 7:32 AM | 1660 |



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% |
| Feb 1-28, 2016: | 35.6% |



Email Blast Results, Constant Contact

| | <u>Sent/Open</u> | <u>Mobile</u> | <u>Bounces</u> | <u>Clicks</u> | <u>Opt-Out</u> |
|---------------------------------------|------------------|---------------|----------------|---------------|----------------|
| 2015 Fitness, Sports & Rec | ---/19% | 50+% | 9% | 7% | .22% |
| Hoffman Happenings 2/2 | 19.6K/19% | 64% | 1.3% | 16% | .8% |
| 50+ Newsletter February | 942/35% | 55% | .6% | 2.7% | 0% |

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.

| Video | Watch time (minutes) @ ↓ | Views @ |
|---|--------------------------|-----------|
| Park Info: Thor Guard | 40 (13%) | 40 (14%) |
| Dreaming of Summer! | 36 (12%) | 28 (9.7%) |
| What is Pickleball? | 27 (8.8%) | 18 (6.2%) |
| Me & HEPD: David and Elizabeth Rossaiky, Ma... | 27 (8.8%) | 15 (5.2%) |
| Wolf Pack Hockey Hosts Krolak Cup | 19 (6.3%) | 12 (4.1%) |
| Try Hockey for Free! | 17 (5.6%) | 18 (6.2%) |
| Aqua Fit Swim Aerobic Class at Prairie Stone S... | 17 (5.5%) | 22 (7.6%) |
| Hoffman Estates Park District National Gold M... | 17 (5.4%) | 4 (1.4%) |
| Park Info: Playground Workout, Bench Pushup | 16 (5.1%) | 17 (5.9%) |
| Park Info: What Is Bioswale? | 15 (4.8%) | 7 (2.4%) |



Hoffman Estates Park District HEPD ®

Created: Jul 28, 2009 · Videos: 169

CHANNEL

Feb 1, 2016 – Feb 28, 2016

Watch time
Minutes



308 ▲

Average view duration
Minutes



1:03 ▼

Views



290 ▲

Bridges of Poplar Creek Board Report **February 2016**

General Programs

- GOLF COURSE WAS OPEN IN THE MONTH OF FEBRUARY!!
- Preferred Tee Time contracts have almost been all received. We currently have 25 groups. We do expect 2 to 4 more additional groups for the season. We had a total of 25 groups this time last season. We had a total of 30 groups in 2015.
- Fish Fry is in full swing. We had three weeks in the month of February servicing 315 guests compared to 217 guests for the first three weeks in 2015.

Golf Rounds

| ROUND TOTALS | | | |
|-------------------------|-------------|-------------|-------------|
| 2013 | 2014 | 2015 | 2016 |
| 0 | 0 | 0 | 300 |
| YTD ROUND TOTALS | | | |
| 2013 | 2014 | 2015 | 2016 |
| 0 | 0 | 0 | 300 |

Range Information

| RANGE BASKET SALES TOTALS | | | |
|-------------------------------|------|------|------|
| 2013 | 2014 | 2015 | 2016 |
| 0 | 0 | 5 | 124 |
| YTD RANGE BASKET SALES TOTALS | | | |
| 2013 | 2014 | 2015 | 2016 |
| 0 | 0 | 5 | 129 |

Communications & Marketing

Marketing/Advertising

- Bridges staff has posted 6 posts to the BPC Facebook page, between on 2/3/16 and 3/2/16. As of 3/2/16 the page has 633 likes. The page increased its likes by 7 in a month. Out of the 6 posts, we boosted 2 of them. We spent a total of \$26.
- The 2 best performing "boosted" posts reach a combined total of 6,000 thousand people. Of which we engaged 4,000 through people clicking on the posts/clicking through the posts (photos or following links) and 121 interacted with us via liking the post, pictures or commenting. Our boosted posts average 22 likes on it. Prior to "boosting" posts, a typical post would reach around 200/300 people, have between 10/20 engagement and about 5 people interacting.
- We did 4 Email Blasts advertising Fish Fry, Banquets, Season Passes and yes Golf Course Open.

Food & Beverage

For the month of February we had a total of 13 events: (16 Events in 2015)
The breakdown is as follows:

7 breakfast meetings servicing 142 people
1 memorial servicing 62 people
1 shower servicing 21 people
1 dinner servicing 93 people
1 Daddy Daughter Dance servicing 205 people
1 Mother Son Dance servicing 157 people
1 room rental with a cash bar

We currently have 20 events booked for March: (20 Events in 2015)
11 Breakfast meetings servicing 220 people
1 ABBHH meeting servicing 160 people
2 baby showers servicing 88 people

2 bridal showers servicing 75 people

2 dinners servicing 125 people
1 Kickin It
1 Easter Brunch

Wedding Count Update:

2017=1 ceremony and reception, 1 ceremony only
2016 = 20 ceremony and reception, 2 reception only, 1 ceremony only
2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only
2014= 23 ceremony and reception, 6 reception only, 7 ceremony only

Golf Maintenance Summary

This February has been a mix of spring and winter in one month. We have seen snow flying with freezing temperatures and we have seen sunny days with highs in the 50's. The maintenance department has spent the past month working both inside and outside. Inside we have implemented some ideas from the shop tour last month to improve our shop setup and increase productivity during the season. Both restrooms at the maintenance facility have been remolded and updated. New tee markers for the 2016 season have been constructed and two sets have been placed on the course already. Instead of purchasing new flagsticks this winter the maintenance department purchased a vinyl sleeves that are melted to your old flagsticks to restore them to new quality. Once the flagstick were finished being restored they are being housed in a new flagstick stand built by our assistant superintendent. With the nice weather the maintenance team was able to get on the course and start our spring/winter cleanup of the course. Four days were spent just picking up debris, tree limbs, raking up small branches and blowing goose droppings from greens, tees and fairways. In order to get the golf course open and somewhat playable for guest in February, new cups were cut into the greens, flags placed, two sets of tee markers on the course and garbage cans on every hole. This week of prep work allowed our guest to enjoy the golf course for a nice weekend of golf at the end of February.