

## **ENVIRONMENTAL SCAN – COMMUNICATIONS AND MARKETING**

- I. Demographic Environment
  - a. The population of Hoffman Estates is 51,895
  - b. Number of households is 17,850
  - c. Homeownership rate is 77.3%, higher than the overall population of Illinois, which is 68%
  - d. The median annual household income is \$81,105
  
- II. Socio-cultural Environment
  - a. White residents make up 64.1% of the population
  - b. Asian population is growing in the area with 22%
  - c. Hispanic or Latino is the next highest group capturing 14.1%
  - d. Black population represents 4.8%
  
- III. Technological Environment
  - a. Website
    - I. We currently use Excalibur for our website hosting. Invex is working to convert our website to be mobile friendly on a Wordpress CMS.
  - b. Email Blasts
    - I. We currently use Constant Contact for our email blasts. This is a very user-friendly program and allows us to send out email blasts with ease. There are many templates from which to choose to easily create a visually appealing email blast. Constant Contact also provides the option of posting surveys and polls.
  - c. Digital Signage
    - I. Reach Digital provides a high-performance, low-cost digital signage system. We currently have digital signage running at TC (North and South), Willow, Prairie Stone and at St. Alexius Medical Center's outpatient surgery waiting area.
  - d. Mobile App
    - I. We use Reach Digital for our mobile app platform.
  - e. Social Media
    - I. We maintain a presence on Facebook, Twitter, LinkedIn, Pinterest, Foursquare, Google Places, Flickr and YouTube. We also post to community calendars: Daily Herald, Chicago Tribune, Kidwinks, Oaklee's Guide, Chicago Parent, HE Visitor's Bureau and Schaumburg CAN.
  
- IV. Competitive Environment
  - a. Schaumburg Park District
    - I. Schaumburg serves a very similar population base as Hoffman Estates. They have more residents – 74,227 but the makeup of the community is very similar. Median income is \$70,060.
    - II. Their population is comprised of 70% white, 20% Asian, 8.8% Hispanic or Latino and 4/2% Black.
    - III. We offer Schaumburg residents the resident rate on Ice Programs, and they allow us to place a half page ad in their Program Guide each season to promote this.

- b. Streamwood Park District
  - I. Streamwood is smaller than Hoffman Estates serving a population base of 39,858. Median income is \$71,306.
- c. Bartlett Park District
  - I. Bartlett has a total population of 41,226, the median income is \$96,127
  - II. We have a reciprocal marketing agreement with Bartlett. In the Winter Guide we promote Villa Olivia skiing, snowboarding and tubing and they promote our ice programs.
- d. Hanover Park Park District
  - I. Hanover Park has 37,958 total population, the median income is \$70,067.
  - II. We have a reciprocal marketing agreement with Hanover Park. In all guides, they promote our ice programs and we promote their boxing program.