

**MEMORANDUM NO. M16-105**

**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:**

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*Recreation and Facilities Division*



**UPCOMING EVENTS**

- Sept 10 – Pokémon Go Gathering 10-11:30AM Black Bear Park
- Sept 13 – Foundation Fundraising Event at McDonald's
- Sept 17 – Parents Night Out at PSSWC
- Sept 23 – Uncorked & Untapped 7-10PM Bridges of Poplar Creek Country Club
- Sept 24 – Wildflower Seed Collecting 9-11 AM at Charlemagne Park
- Oct 5 – Paint the Night Away at Bridges of Poplar Creek Country Club
- Oct 9 – Pro Am Scramble Golf Event at Poplar Creek Country Club
- Oct 15 – Pumpkin Fest Noon to 2 PM at Vogelei Park
- Oct 29 – Halloween Bash 10-11:30 AM at Triphahn Center
- Oct 29 – Pumpkin Swim two sessions at 1PM and 2 PM at PSSWC
- Oct 30 – Trick or Treat Climb two sessions at 1 and 2:15PM at PSSWC

**Snapshot Summary/Highlights:**

- The PSS&WC aquatic center(s) have been completed and re-opened on schedule, September 1<sup>st</sup>, in the allotted timeline as presented to the board, committee, members and community. The feedback from the members has been very positive with the experience of the pools.
- The TC gymnasium was completely sanded, buffed and resurfaced, while at the same time 6 new permanent pickle courts were added to the floor. These lines were painted in so there will be no more taped lines during pickle ball play.
- Wendy and Martha will be offered an additional week of camp during August 15-19 to accommodate families whose children will not have supervised care during this time, over 40 children attended this unplanned session.
- Party in the Park was Saturday, August 6<sup>th</sup>. The day was warm and sunny and an estimated 3,000 people came out to enjoy the festivities. Added to the event this year was the multi-cultural entertainment on both the small and large stage. Staff

received a lot of positive feedback from participants of the event. Thank you to the Village of Hoffman Estates Cultural Awareness Commission and the Police Department. Staff met the week after to talk about changes/additions to the event for 2017.

- The Eagle Project for the portable archery range was completed in the month of August.
- The 50+ Open House took place and was a huge success.
- Despite the wet weather 50 people turned out for the Pokémon Gathering at Black Bear Park.
- Dog Park memberships are up 88 members from this time last year. 2015 614 and in 2016 702.
- ELC's 4-year-old program is full with 5 children on the waiting list. ELC's 3-year-old program has one full time spot remaining.
- STAR program is up 216 participants from this time last year 719 in 2015 and 935 in 216.
- The outreach fitness classes provided by the PSS&WC for District 211 at the Higgins Educational Outreach Center will resume in the fall. The classes have been very well received and well attended in the winter and spring.
- Seascap is now closed for the season; they sold 122 more season passes this year as compared to last year. 2015, 1,337 and in 2016 1,459.
- Seascap passed the third Starguard audit of 2016 on August 13, 2016. They received and Elite rating on Lifeguard Observations, Skills & Scenarios, and Facility Operations giving the total Overall Audit a 5 Star Rating.

**Volunteers Summary:**

- Admin staff was contacted by several high school LCAP students and forwarded their information to Recreation Program Manager Liefeld for placement.

**Dance**

- Fall registration is ongoing. Classes are due to start the 2<sup>nd</sup> week of September.



*Youth Athletics*

**Youth Baseball/Softball**

- Fall Baseball practices are underway. We have 1 more team this season compared to last fall. Joining the HEPD/SAA fall league at the Pony level this year is Palatine Youth Baseball Association (PYBA).

	Mustang	Bronco	Pony	Total
2014	11	12	12	35
2015	13	13	13	39
<b>2016</b>	<b>12</b>	<b>14</b>	<b>22</b>	<b>48</b>

### 4/5 Year old T-ball

- The 4/5 year old season came to an end in the past month. The short 6 game season is a great introduction to team sports for the 4 and 5 year olds of the community. Teams host a total of eight 1 hour practices and participate in six 1 hour time limit games. This season HEPD had 85 players participate. All players entering kindergarten this fall will receive information on our Shetland 6/7 year old leagues in the spring.

### Youth Basketball

- Prep has started for the 2017 season. E-blast has gone out to former players about in-house registration. Referees have been contacted and former coaches about coming back for the upcoming season
- Boys Feeder Basketball- The boy's feeder basketball will be teaming up with the park district this upcoming season. Last year the boy's feeder program had a total of 40 players.

### Youth Outdoor Soccer

- Fall/Spring and Fall only registration has begun (online).

### Adult Softball

- We have set up a game for our fall league to be televised. The game will take place in September and air on village television in November.
- Fall registration is taking place right now and is scheduled to start on August 22<sup>nd</sup>.

### Gymnastics

- The second summer session of gymnastics ended the week of August 15. Final numbers show that there were 148 participants registered, in August 2015 there were 131 registered.



### Early Childhood

	8/2015	8/2016	Var. +/-
Three-school 16-17	10 TC 13 WRC	15 TC 7 WRC	+5 TC -6 WRC
2's Playschool 16-17	29 TC 21 WRC	25 TC 12 WRC	-4 TC -9 WRC
Preschool 15-16	126 TC 68 WRC	132 TC 66 WRC	+6 TC -2 WRC
Early Learning Center	25	34	+9*
<b>Preschool Totals</b>	<b>292</b>	<b>291</b>	<b>-1</b>
*Full Day Program			

- ELC's 4-year-old program is full with 5 children on the waiting list. ELC's 3-year-old program has one full time spot remaining.
- Preschool began on August 22. The 3-year-old half-day programs at TC are full. WRC 3-year-old T & R class has 2 openings. 4-year-old half-day programs at TC have 2 spots open. 4-year-old half-day programs at WRC have 8 afternoon spots available.
- 2's Playschool has been advertised on the Marquee's for the many open spots at Willow. 3's school at Willow is also being advertised, while TC 3's School is full.
- Enrichment classes begin after Labor Day. E-mail blasts have been sent to all current preschool families about the classes.
- September 19-23 the HEPD Preschool program will be collecting clothing, shoes, books, CD's and small household items for the Saver's Donation Drive Fundraiser.

	<b>8/2015 (2 weeks)</b>	<b>8/2016 (3 weeks)</b>	<b>Variance +/-</b>
Bus Service	24	23	-1
Discovery Camp	39	51	-12
Early Arrival	145	203*	+58
Late Stay	160	224*	+64
Splashdown Camp	121	131	+10
All Stars Camp	113	132	+19
Adventure Camp	117	131	+14
Extended Week Camp**		40	+40
<b>Totals</b>	<b>719</b>	<b>935</b>	<b>+216</b>

\*Numbers included for Extended Week Camp

\*\*New camp we ran this year

- Additional training was offered to staff this summer, including NWSRA inclusion training and an IPRA training - Super Skills for Staff.
- We hired 22 new staff members in anticipation of high camp numbers due to the ice rinks being under construction. They have picked up the responsibilities and vision of the summer camp programs. We had aimed to hire specifically trained staff: for example – 2 theater major employees to work Art Camp and staff who have worked in a childcare setting prior to this year.
- We continue to work with Seascape pool to utilize the yellow wristbands for children to participate on the tube slides, but still be restricted from the deep end of the pool. This is allowing more children to enjoy more amenities the pool has to offer.



## 50+ Club

Membership	2015	2016	+/- Var.
Total	608	626	+ 18

### Classes offered in August

- Basic Exercise, Chair Yoga, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Write It Now!, new class, Ageless Grace: Changing the Model of Aging

### Athletic opportunities offered in August

- Balloon Volleyball (Wkly), Billiards, Pickle ball (outdoor & indoor), Ping Pong, Volleyball and Walking Path

### Upcoming trips

- Wandering Tree Estates, N Barrington, Chicago Botanic Garden, Glenview, Midewin National Tallgrass Prairie, Wilmington, and A Day at the Dole, Crystal Lake

### Evening/Special Programs in August

- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – 25 participants - held in 50+ Center

### Friday post lunch programs (August)

- **8/5 Mariano's Pharmacy** talk on Shingles/Pneumonia vaccines/held vaccine clinic
- **8/19 AMITA Health** talk on Bereavement & Support
- **8/26 Culver's** bi-monthly member birthday celebration

### Other

- Open House held on 8/17/16 – approximately 100 participants, free lunch provided by Brookdale Retirement, chocolate cake furnished by Claim Jumper, professional entertainment made possible by Comfort Keepers of Palatine. Several village trustees and park commissioners were present at this event.  
Free Adult Health Clinic – 2 drop-ins  
Met with Windy City Bulls rep on programming for 50+  
Assisted family whose mom, a 50+ member, has progressive dementia  
Provided transportation information to legally blind senior moving into Hoffman Estates from Mass.



## Ice Operations

### I.C.E Academy

- Fall skating classes will resume Monday Sept. 12. In an effort to attain skating instructors all classes at all levels are programmed for Mondays only. Instructors coming from the Chicagoland area will then be able to teach multiple classes all in one day rather than teaching one hour and then being done. From a financial standpoint many instructors had to stop teaching as the expenses for traveling just did not cover their time. Staff understands that this may not be ideal for getting maximum enrollment in classes as people may not be able to attend Monday

class but the ice time that was opened allowed for rental opportunities that were not available in the past.

- Currently there are 94 skaters enrolled in the Monday classes.

**Wolf Pack**

- With the construction project staff was able to offer a modified off ice summer camp along with ½ day on ice camp once the rink was open. Both camps were so successful that staff is considering new options for next summer. 227 hockey players participated in these camps.
- Wolf Pack (NWHL) registration has been a great success. The season is a month away from starting and it appears we will have 13-14 teams participating in the league this year. Evaluations will take place Sept 10 -11. After that teams will be set and the final registration number will be available.
- Development Classes will begin Sept 8. There are currently 118 registered for classes.

**Ice Rink Information**

- Chicago Wolves preseason game will take place Saturday October 8, 7pm. Tickets will go on sale at the front desk after Labor Day and will be \$8.00 general admission tickets.
- Ice rental availability for the fall season has been outstanding with ice opening being very limited.



*Prairie Stone<sub>™</sub> Sports & Wellness Center*

**August Membership Totals**

**2015**  
3093

**2016**  
3,003

**Var. +/-**  
(90)

**Member Services**

- The enrollment promotion for the month of August included the extension of the option to enroll for \$50 with prorated August dues OR \$0 enrollment with no August dues upon purchase of a 3-pack of Personal Training at the time of enrollment. Given the intention of promoting Personal Training, only the \$0 enrollment/0 August dues special was advertised via digital media. The Member Services team sold a total of 19 3-packs during the month of August, which equated to approximately 20% of the new members enrolled in the month (similar in percentage to July totals).
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; during the month of August there were 11 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 August billing was comparable to July numbers. Despite the vacancies on the Member Services team, efforts to contact members proactively to obtain updated information for billing continued via mail and email during the month of August. These efforts also included phone calls and person-to-person contact upon check in at the Service Desk. With fewer resources available within the Member Services department during the month of August, attention that would typically be devoted towards collections was reverted to membership maintenance issues, which resulted in a reduced collection effort.
- The General Manager of Sales & Operations is currently working with the Member Services Supervisor to complete the PSS&WC website platform conversion from Joomla to WordPress. The conversion also includes replacement of the current Fitness calendar on the right sidebar margin of the site with a scrolling event calendar as well as other minor enhancements to improve site navigation and responsiveness. The website was transitioned to the new platform in June prior to full edit/completion in order to prevent corruption related to the outdated Joomla plug-ins and platform.
- The General Manager of Sales & Operations continues to work with the Director of Recreation & Facilities and the Superintendent of Facilities on securing the sponsorship agreement with the Windy City Bulls, which will name PSS&WC as the official training center of the Windy City Bulls and provide various marketing incentives for the District and club.

#### **Operations and Fitness Departments:**

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of August including the large 2-day National Summer Classic Girls' Basketball tournament. Although birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.
- PSS&WC Managers have secured a new vending machine vendor for PSS&WC, TC, and WRC. Absolute Vending provides a variety of healthy snack options that are appealing to guests/members of each facility. The General Manager of Sales & Operations met with the District's Pepsi representative to discuss the addition of a third vending machine in the café area that would dispense a healthy selection of Pepsi beverages (i.e. Propel, Aquafina Splash, etc.). Delivery of this new Pepsi machine was completed in late August; however, product delivery is still forthcoming for the new machine.
- The Member Services team fielded several inquiries during the months of July and August from members who were significantly impacted by the indoor aquatic center closure. The team worked diligently to retain the confidence of members and offered creative options to keep their interest and membership that included no charge holds

for the 2 month period. The team also worked with members who had purchased SFAC season passes prior to the project announcement (and subsequent SFAC complimentary usage privileges that were extended to PSS&WC members) to ensure that they received monetary credit within their households to offset the season pass purchase. Annual aquatic pass holders at PSS&WC received a 1 or 2 month extension of their passes in lieu of monetary household credit for the closure period.

- The Member Services team was reduced to 1/3 capacity during the months of July and August due to the extended leave taken by the Member Services Supervisor and the resignation of the PT1 Member Services Associate. Interviews were completed with several PT1 Member Services Associate candidates with a final offer being extended during the final week of August. Support from a few PT PSS&WC associates was provided during this lean 2-month period to help with tours and general membership inquiries.
- The PSS&WC team prepared and provided informational FAQ sheet and the flyer/poster for the announcement of the PSS&WC aquatic facility closure from July 5-August 31. All details have been provided for the staff and for the patrons. The aquatic center re-opened as planned on September 1<sup>st</sup>. During the closure, several projects were completed, including the aquatic filter tank and HVAC system replacement, painting of the aquatic ceilings, resurfacing of the pool bases, as well as a number of additional projects to enhance the aquatic centers. During the time of closure, PSS&WC adult members were provided with complimentary access to Seascape and Hoffman Estates High School. Fees apply for children and additional guests and family members. The Member Services team worked diligently to field questions, complaints, and credit/refund requests from members resulting from the extensive aquatic project and promoted the alternative options as noted above.
- The Superintendent of Facilities is in process of receiving quotes for the refinishing of the wooden floors in either the gymnasium or the group fitness rooms (spin room and large group fitness room). Dependent upon cost as well as timeline, either project will be completed within 2016, with the other flooring region to be completed within 2017, as planned with the operating capital project fund.
- The outreach fitness classes provided by the park district for District 211 at the Higgins Educational Outreach Center will resume in the fall. The classes have been very well received and well attended. We look forward to providing the classes in the fall.
- PSS&WC has an upcoming Nutrition Workshop, Eat to Compete, taught by *Zac Marshall* on Saturday September 10<sup>th</sup> 9-10am.
- The personal training department has a Free Personal Training Session event on September 8<sup>th</sup>
- Within the area of group fitness Class participation has remained steady. Highlighted classes include:  
Zumba 40-45 Gentle Yoga 35-40 Multi Step 30-35
- PSS&WC fitness department hosted a summer dance week! From August 9<sup>th</sup> through August 14<sup>th</sup> all of the dance instructors featured a different dance style with their own special themes and music.
- PSS&WC fitness department had a group fitness membership incentive commemorating the summer Olympics, Olympic Ring Challenge, August 5<sup>th</sup> through



August 21<sup>st</sup>. Three winners will be receiving Team USA apparel from the team USA store that supports Olympic athletes.

**Seascope, Programs and PSS&WC Swim Lessons**

<b>Seascope Pass Sales</b>	<u><b>2015</b></u> 1,337	<u><b>2016</b></u> 1,459	<u><b>Var. +/-</b></u> + 122
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- Seascope is now closed for the season.
- Seascope passed the third Starguard audit of 2016 on August 13, 2016. They received and Elite rating on Lifeguard Observations, Skills & Scenarios, and Facility Operations giving the total Overall Audit a 5 Star Rating.
- PSS&WC aquatic classes will resume for the fall session, beginning the week of September 6<sup>th</sup>. In addition, given the completion of the aquatic project, private lessons will resume being offered and will be provided for the remainder of the year.



*Triphahn Center*

**Triphahn Center Fitness and Operations:**

<u><b>Membership</b></u>	<u><b>8/2015</b></u>	<u><b>8/2016</b></u>	<u><b>Var. +/-</b></u>
Fitness	906	891	(15)

**General Summary:**

- The Portable Wall was utilized twice in August. 8/6 for Party in the Park and 8/12 for the Bloomingdale Park District.
- Dance World was held on 8/13
- The gym and dance floor was refinished the week of 8/22-8/29. Pickle ball lines have been painted onto the gym floor, as part of the refinishing project.
- The Pepsi machine on the main level has been replaced with a newer model and will feature "healthier" drink options.
- CPR/AED class was held on Saturday 8/20 by Debbie Albig and Gary Fong.



*Willow Recreation Center*

<u><b>Membership Fitness/Racquetball Totals</b></u>	<u><b>8/2015</b></u>	<u><b>8/2016</b></u>	<u><b>Var. +/-</b></u>
	393	346	(47)*

\* About 30% of the decrease is racquetball memberships. Staff feels that as more companies make fitness centers available in house people don't want to pay for an additional workout facility.



## Dog Off-Leash Areas

### **Bo's Run:**

- Breakdown for Bo's Run / Combo passes HE 155, Palatine 52, Barrington 19, Schaumburg 47, Arlington Heights / Mt. Prospect 4, Inverness 30. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 27 guests to Bo's Run in August compared to 25 in August 2015.

### **Freedom Run:**

- Breakdown for Freedom Run/ Combo passes Elgin – 184, HE – 89, Streamwood 77. Schaumburg – 27. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

<b>Dog Park Passes</b>	<b><u>8/2015</u></b>	<b><u>8/2016</u></b>	
Bo's Run	240	292	
Freedom Run	300	332	
Combo	<u>74</u>	<u>78</u>	
Total:	614	702	Var. +88



## Communications and Marketing

### **PROGRAM PROMOTIONS**

Staff worked with program managers to promote Fall Guide and Registration, STAR registration, youth sports programs, 50+ events, 50+ Open House, trips and programs; Parents' Night Out, Pumpkin Swim, Trick or Treat Climb, Halloween Bash, Uncorked & Untapped, Giving Tree, Mobile App.

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

### **RE-BRANDING UPDATE**

In April, C&M rolled out a new logo and tagline for the park district. Throughout June, July and August internal signage at Willow was changed, as well as additional business cards and staff badges. District Parks' vehicles are complete. C&M replaced the banners in the TC lobby staircase. School bus graphics are in progress. Parks Department is working to change the logos on the marquee signs, at a significantly lower cost than if we had hired a vendor to replace. Outdoor park and parking lot signage will be a budget item for 2017.

## **VIDEO**

This month, we featured the video "Come to Pumpkin Fest" starting August 15. Previously we featured "Party in the Park".

## **PRESS RELEASES/PUBLIC RELATIONS**

Any earned press will be shown as attachments at end of the Board Report. Press releases that were sent this month to the Daily Herald, Chicago Tribune:

Wolf Pack Anticipates Successful Season with Rink Enhancements (appeared on Chicago Tribune & Daily Herald websites)

Tumbling Twisters at New Barrington Square McDonalds (appeared on Daily Herald website)

## **TESTIMONIALS & SOCIAL MEDIA COMMENTS**

Sept 3: "I just wanted to say that the cleanup work done at Princeton Park really looks nice! Thank you!" - Stephanie Piorunski

Seascape review on Facebook: *5 star*

Sept 4: "Best water park in the Chicagoland area-hands down! As my kids were growing up, we made many happy memories here. The zero depth, slides, so incredibly fun. They even give the adults a set time to swim each hour. Clean, beautiful, with a nice food vendor.... LOVE IT. Just revisited it this summer with my husband; still great quality, great staff!" -Christina Carr Van Lysebettens

Freedom Run review on Google Places:

Aug 10: "Amazing park! Very large, well maintained, grass is mowed often, dog owners we have interacted with have been great (good manners, attentive to the actions of their dog, etc.). We never got around to getting a pass to the park last fall but we are so glad we got a pass for this summer!" -Ben Browning

Prairie Stone Sports & Wellness Center on Facebook:

Aug 6: Amazing personal training and classes all day Zumba TRX Spinning Yoga individual personal training special training in groups and areas of machine and many variety of workout training and relaxing areas. – Albert Sietman

Hoffman Estates Park District on Facebook:

Our family had a great time at Party in the park today!!! *5 star* – Laura Bilbrey Kinnane

## **MARKETING DASHBOARD**



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

The app has been available since April 25, 2014. C&M continues to promote various features of the app to increase usage. Below is a chart showing progress over the previous 10 months.

Nov 2015	Dec 2015	Jan 2016	Feb 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016
1,356	1,379	1,398	1,412	1,412	1,421	1,429	1,525	1,560	1,602



**Mobile Access – Source: Google Analytics**

For the first time since we've been tracking this data, the Desktop numbers have leveled off instead of declined. This may indicate that we've hit at saturation point – there will always be a certain number of visitors that will visit via desktop. Mobile visits are still the highest type of access. 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:	Aug 1-31, 2015	Aug 1-31, 2016	Change from last year
Google Analytics	Feb 2013-Feb 2014			
Desktop	63%	43%	44%	+1
Mobile	27%	47%	48%	+1
Tablet	10%	9%	7%	-2%

\*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 are still very high but have leveled off. We believe activity has moved to the Program Guide page and mobile WebTrac.

## Audience Overview

Aug 1, 2016 - Aug 31, 2016  
Compare to: Aug 1, 2015 - Aug 31, 2015

Email Export Add to Dashboard Shortcut

All Users  
+0.00% Sessions

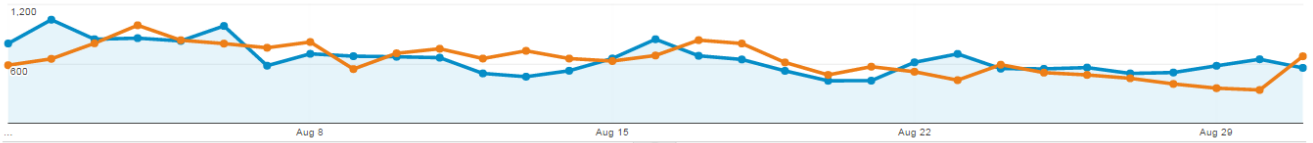
+ Add Segment

### Overview

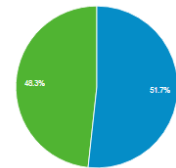
Sessions VS. Select a metric

Hourly Day Week Month

Aug 1, 2016 - Aug 31, 2016: Sessions  
Aug 1, 2015 - Aug 31, 2015: Sessions



New Visitor Returning Visitor  
Aug 1, 2016 - Aug 31, 2016



## Program Guide Online – Source: Google Analytics

Hits to the online program guide are way up this month, likely due to the Fall Program Guide released and Fall Registration is in progress.

## Audience Overview

Aug 1, 2016 - Aug 31, 2016  
Compare to: Aug 1, 2015 - Aug 31, 2015

Email Export Add to Dashboard Shortcut

All Users  
+0.00% Sessions

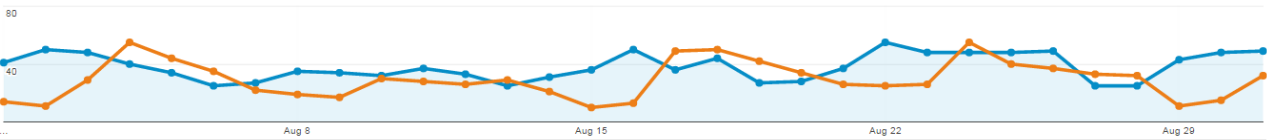
+ Add Segment

### Overview

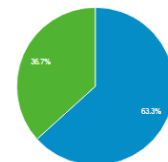
Sessions VS. Select a metric

Hourly Day Week Month

Aug 1, 2016 - Aug 31, 2016: Sessions  
Aug 1, 2015 - Aug 31, 2015: Sessions



New Visitor Returning Visitor  
Aug 1, 2016 - Aug 31, 2016



## WebTrac/Online Registration Page Hits – Source: Google Analytics

Hits to online registration have leveled off as we have been driving more users to the mobile WebTrac page, with the increased use of mobile devices for web browsing. In electronic marketing, links go directly to Mobile WebTrac pages.

**Audience Overview**

Aug 1, 2016 - Aug 31, 2016  
Compare to: Aug 1, 2015 - Aug 31, 2015

Email Export Add to Dashboard Shortcut

All Users  
+0.00% Sessions

+ Add Segment

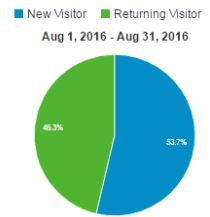
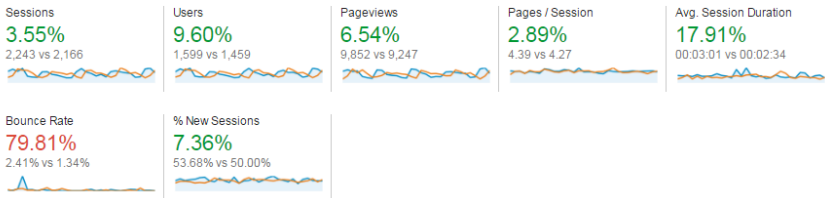
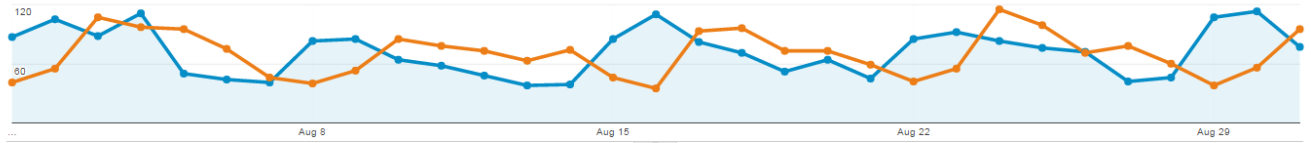
**Overview**

Sessions VS. Select a metric

Hourly Day Week Month

Aug 1, 2016 - Aug 31, 2016: Sessions

Aug 1, 2015 - Aug 31, 2015: Sessions



**Mobile WebTrac – Google Analytics**

(Tracking began December 1, 2015; comparative data will be available Dec 2016.)

The number of people accessing Mobile WebTrac from their mobile devices is often about the same as the number browsing WebTrac from a PC. A strategy we use that is having a great impact is that when we post links on web, email and social media we always links directly to mobile online registration pages.

**Audience Overview**

Aug 1, 2016 - Aug 31, 2016

Email Export Add to Dashboard Shortcut

All Users  
100.00% Sessions

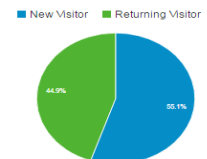
+ Add Segment

**Overview**

Sessions VS. Select a metric

Hourly Day Week Month

Sessions





## Facebook Reach

Total Likes totaled 2,400 as of 8/31. Our goal is engagement. See the chart below for a list of our most successful posts this month, which explains the “peaks”.

### Top 5 Most Successful Posts August 1-31

Post Message	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: <a href="https://goo.gl/X71UZs">https://goo.gl/X71UZs</a>	Photo	8/15/16 10:29 AM	6714
This week through Friday Aug 19 Seascapes has short hours, 4-7:30 PM <a href="http://ow.ly/TY6l3037o3z">http://ow.ly/TY6l3037o3z</a>	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cCns3037nfO">http://ow.ly/cCns3037nfO</a>	Photo	8/13/16 12:55 PM	6167
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cCns3037nfO">http://ow.ly/cCns3037nfO</a>	Photo	8/10/16 12:56 PM	5506
Due to weather conditions, we will be postponing our Pokemon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!	Photo	8/27/16 7:30 AM	5279

### Top 10 Highest Posts Since October 2015

Post Message (The highlighted posts are from the current month.)	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: <a href="https://goo.gl/X71UZs">https://goo.gl/X71UZs</a>	Photo	8/15/16 10:29 AM	6714
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#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cCns3037nfO">http://ow.ly/cCns3037nfO</a>	Photo	8/13/16 12:55 PM	6167
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! <a href="http://ow.ly/Xyalq">http://ow.ly/Xyalq</a> Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cCns3037nfO">http://ow.ly/cCns3037nfO</a>	Photo	8/10/16 12:56 PM	5506

Due to weather conditions, we will be postponing our Pokemon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!	Photo	8/27/16 7:30 AM	5279
Tomorrow! Come to the Open House for 50+ Active Adults! 9-11 AM Wed 8/17 at Triphahn Center <a href="http://ow.ly/soW53036YZb">http://ow.ly/soW53036YZb</a>	Photo	8/16/16 9:45 AM	5220
Wine lovers get your tickets for Uncorked & Untapped event at Bridges of Poplar Creek 9/23. <a href="http://ow.ly/Hj2x303tEtf">http://ow.ly/Hj2x303tEtf</a>	Photo	8/22/16 12:55 PM	5164
Congrats to August Best of Hoffman Chip Mahr who helped create a Monarch habitat in Hoffman. <a href="http://ow.ly/AS69303xt8r">http://ow.ly/AS69303xt8r</a>	Photo	8/24/16 7:00 AM	5129



### 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%
Thru 8/31, 2016:	36.58%



### Email Blast Results, Constant Contact

	<u>Sent/Open</u>	<u>Mobile</u>	<u>Bounces</u>	<u>Clicks</u>	<u>Opt-Out</u>
2016 Fitness, Sports & Rec	---/17.7%	50+%	8.8%	8.8%	0.22%
Hoffman Happenings 8/2	19.3K/17.0%	64%	1.9%	11.4%	1.7%
50+ Newsletter August	986/35%	56%	0%	7.1%	.3%

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. The numbers are down because we have been posting videos directly on the website and on Facebook, instead of linking to YouTube.





Last month (Aug 1, 2016 – Aug 31, 2016)

Watch time

Minutes

569 ▲



Average view duration

Minutes

1:01 ▲



Views

554 ▲



Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes
<a href="#">Don't Miss Party in the Park!</a>	155 27%	144 26%	1
<a href="#">Park Info: Thor Guard</a>	66 12%	66 12%	0
<a href="#">What is Pickleball?</a>	63 11%	47 8.5%	0
<a href="#">Park Info: Playground Workout, Bench Pushup</a>	48 8.5%	49 8.8%	0
<a href="#">Park Info: What Is Bioswale?</a>	35 6.2%	16 2.9%	0
<a href="#">Me &amp; HEPD: Joe DeMaria and Nico Muira, Se...</a>	35 6.1%	26 4.7%	0
<a href="#">Wolf Pack Hockey Hosts Krolak Cup</a>	19 3.3%	10 1.8%	0
<a href="#">Summer Campers 2016</a>	18 3.1%	20 3.6%	0
<a href="#">Come To Pumpkin Fest 2016</a>	16 2.9%	18 3.2%	0
<a href="#">Aqua Fit Swim Aerobic Class at Prairie Stone ...</a>	12 2.1%	13 2.3%	0

## Bridges of Poplar Creek

### General Programs

- The fall session Jr Golf program is completed. We had 29 students in the two classes. In this session juniors learned the game with use of motor skills, range practice and on course play.
- We hosted our final Live Music Night in the event area. The band Voyage produced another crowd of over 100 guests. The Tap Inn provided food & drink specials for all that attended. Looking forward to our planning next seasons series.

## Golf Rounds

ROUND TOTALS			
2013	2014	2015	2016
6,052	5,909	5,519	4,609
YTD ROUND TOTALS			
2013	2014	2015	2016
23,188	22,804	22,427	22,055

## Range Information

RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
3,359	3,731	3,795	3,020
YTD RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
14,403	14,700	14,708	15,104

## Pass Sales

Resident Annual	3
Resident Individual	133
Resident Junior	1
Resident Senior	89
Total Resident Passes Sold YTD	226

Preferred TT Pass	104
Non-Res Individual	20
Non-Res Junior	0
Non-Res Senior	58
Total Non - Resident Passes Sold YTD	182

## **Communications & Marketing**

### ***Marketing/Advertising***

- We did 5 Email Blasts advertising Music Night, Customer Appreciation Day, Weddings, Banquets, Golf Instruction, Jr Golf, Monday Madness, Terrific Tuesdays, Wedge Clinics and Golf Specials.

## **Food & Beverage**

For the month of August we had a total of 23 events: (34 Events in 2015)

The breakdown is as follows:

7 breakfast meetings servicing 165 people

2 baby/bridal showers servicing 133 people

1 family reunion dinner servicing 89 people

7 golf outings with lunch or dinner buffets servicing 741 people

3 ceremony and reception servicing 436 people (2 Saturday's Poplar Room taken for golf outings)

1 memorial luncheon servicing 46 people

1 birthday dinner servicing 37 people

1 room rental only, no food

We currently have 25 events booked for September (26 Events in 2015)

4 Breakfast meetings servicing 95 people

2 baby/bridal showers servicing 50 people

2 continental breakfast meetings servicing 110 people

4 ceremony and reception servicing 500 people

1 reception only servicing 160 people

1 wedding reception cancelled for September 10th, \$11,000 estimated revenue

8 Golf outings with lunch or dinner buffets servicing 730 people

1 birthday dinner servicing 25 people

2 all day meetings servicing 50 people

1 Foundation wine event

Wedding Count Update:

2017=1 ceremony and reception, 1 ceremony only

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

4 weddings cancelled for 2016. August for 200 guests estimated revenue \$19,000 and September for 120 guests estimated revenue \$11,000. June 11th evening wedding cancelled for 200 guests estimated revenue \$15,000 and November 5th for 150 estimated revenue \$16,000. Contracts and deposit payment schedules are currently being evaluated to adjust for future years. This is not a normal pattern as we had only 2 cancelations in the past 3 years.

Offering 15% off those dates and any dates still open and waiving ceremony fee. Deposits were kept of \$2k each.

### **Golf Maintenance Summary**

Well that high heat and humidity that started in July continued its course into August. The second week of August we had a couple of days where the temperature was only going to be a high in the upper 70's/ low 80's so we took advantage of the break and were able to accomplish two vertical mowings followed by sand topdressing, dragging sand into turf canopy, rolling greens and watering. This process helps with many issues that have been created by the high humidity levels this summer, it removes thatch buildup in the canopy which allows the turf to breathe and not feel suffocated, helps with getting water to the roots instead of being tied up in the thatch layer, the sand provides a layer of material that allows water to flow through and firms up the putting surface. The second vertical mowing that was accomplished the maintenance department also dimple seeded 007 bentgrass (new variety) into some struggling poa annua on greens 12, 14, 17, 1, 2, 4 and 8. This year's two and three week stretches of drought followed by heavy rains has not allowed poa annua to develop quality roots, since bentgrass is more adapted to our climate the goal is to get bentgrass in these areas to outcompete the poa annua. If we are able to get 15% of the

007 bentgrass to germinate and survive it would be a success as this is a very difficult task with golfers using the greens but any percent of bentgrass is better than poa annua.

In order to save cost on purchasing sod, the maintenance department has decided to designate an area by our maintenance shop to a turf nursery. The nursery is going to be seeded with 007 Bentgrass for greens, PennEagle Bentgrass for tee's and fairways, and Rhizomatous Tall Fescue for roughs. The RTF for roughs is the newest variety of turf being used on golf course rough due to its ability to repair on its own. Rhizome grows roots horizontally and produces more shoots allowing this fescue to fill in divots through natural processes. The area for the nursery has already been tilled and had trenches dug for irrigation. The first full week of September should see irrigation installation, seed prep by adding sand to the soil mix followed by seeding of all three varieties.

*The maintenance crew was also busy with the following task:*

- Regular mowing, bunker raking and daily course setup
- Clearing underbrush on #9
- Mulching around all evergreen trees on property to cut down on trimming time and help the trees to not have to compete with grass for water
- Bunker repair following the storms
- Bank mowing and edging of bunkers
- Fertilizer applications to tees and approaches
- String trimming entire property
- Irrigation repairs
- Trimming irrigation heads and yardage plates
- Weeding landscape beds
- Integrated pest management applications
- Filling divots on tee boxes and select fairways
- Locating power and trenching wires for new Hole in one competition
- Equipment repairs and daily checks