



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



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

**AGENDA  
RECREATION COMMITTEE MEETING  
TUESDAY, OCTOBER 18, 2016  
6:30 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - September 13, 2016
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Golf Cart and GPS Bids / M16-124
  - B. BPC Fertilizer and Pesticide Bids / M16-125
  - C. Recreation, Facilities & Golf Report and 3Q Goals / M16-122
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

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



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



**MINUTES  
RECREATION COMMITTEE MEETING  
September 13, 2016**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation Committee Meeting was held on September 13, 2016 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Kinnane, Comm Rep Henderson, S. Neel, Chairman R. Evans

Absent: Comm Rep Dressler, Snyder, Wittkamp

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

Audience: Commissioners Kilbridge, Kaplan, McGinn; President Bickham, Facility Manager Albig, Mr. K. Evans, Sandy Gbur of 517 Parkside Dr, Palatine, Jill Piccolino of 1358 W. Steeple Chase, Palatine, Rosemary and Steve Bertok of 1655 Hartford, Cub Scouts Brett Bertok and Niko Soriano

**2. Approval of Agenda:**

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

**3. Minutes:**

Comm Rep S. Neel made a motion, seconded by Commissioner Kinnane to approve the minutes of the August 8, 2016 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

Commissioner Kilbridge reminded everyone of the Uncorked and Untapped Foundation Event for September 23 and encouraged all to attend and purchase a Revers Raffle ticket.

**5. Old Business:**

None

**6. New Business:**

A. Eagle Scout project/M16-107:

Director Kies reviewed the item noting that the archery range would be available for use in the Spring 2017.

Boy Scouts Bertok and Soriano addressed the committee noting that it had been a great experience to work with the district and be able to give back to the community. They presented Executive Director Bostrom a check for the Friends of HE Parks in the amount of \$600.

Comm Rep Henderson asked about the sashes the Scouts were wearing and Niko explained that he was wearing a green sash that held badges that represented different skill sets that he had acquired noting that an Eagle Scout needed to acquire 21 specific badges. Brett explained that the white sash he was wearing represented the National Honor Society of Boy Scouts; Order of the Arrow and that the Order was of the highest orders and denoted service to the community.

Chairman R. Evans asked about the most enjoyable part of the project and Brett explained that the opportunity to build an archery range and the actual construction were the most exciting to him. Niko explained that while seeing the finished product was very exciting, the participation in the fundraising aspect (the Beast Feast) had been very exciting for him.

Commissioner Kaplan asked what had been the most challenging portion and Niko explained that the most difficult part of the construction had been working with the steel roof. Brett explained that the waiting period between getting the project off the ground and the actual construction had been the most challenging for him.

B. Windy City Buss Agreement/M16-016:

Director Kies reviewed the item. Executive Director Bostrom explained that the tickets would be used for additional Volunteer Appreciation opportunities.

Commissioner McGinn asked if PSSWC believed that the Windy City Bulls would increase membership and Director Kies said he hoped that would be true as they seemed to be more popular than anticipated.

Mr. K. Evans asked if there would be special locker rooms provided and it was noted that there would not.

President Bickham asked about the \$50 prime time fee versus the standard \$65 and Executive Director Bostrom explained that there was a discount fee for volume rentals.

Chairman R. Evans asked if PSSWC was the only place for practice and it was noted that they were with the options of using Triphahn Center or Willow Recreation Center if PSSWC was not available. Director Kies explained that practices would begin November 1.

Comm Rep S. Neel made a motion, seconded by Comm Rep Henderson to recommend the board approve the 3-year agreement with the Windy City Bulls as outlined in M16-106. The motion carried by voice vote.

C. Willow Rec Rental/M16-108:

Executive Director Bostrom explained that there was no alcohol allowed on park district property without a permit being issued by the board.

President Bickham asked about other religious groups using the facilities and it was noted that they did not use alcohol in their services.

Commissioner McGinn asked about the size of the congregation and it was noted that services held 30 to 60 people.

Chairman R. Evans asked if they considered using non-alcohol and Ms. Piccolino explained that the option was not recognized in the Catholic Church.

Commissioner Kinnane made a motion, seconded by Comm Rep Neel to recommend the board approve a one year permit with the condition that wine may only be served through the communal cup as part of the religious services and that the park district reserve the right to terminate the special permit which allows the consumption of alcohol if staff determines that the religious group is abusing alcohol as outlined in M16-108. The motion carried by voice vote.

D. Rec, Fac & Golf Report/M16-105:

Director Kies reviewed the report. Comm Rep S. Neel asked why Seascap had closed so early and Director Kies explained that the lifeguard staff was primarily college and high school students that returned to school and/or athletic practices early August. He also explained that the pool could not be sectioned off to close only a portion and that they needed 13-16 guards plus rotation to open the pool. It was noted that they could not bring on "other" guards from other pools if available due to training issues.

Director Bechtold reviewed his report noting that golf was up in the area by 1.4% and at BPC by 3.1%. He also explained that the digital hole would go live this week.

Comm Rep Henderson noted that she had seen an opportunity for golf for \$25 but it was emailed the day before and asked why such short notice. Director Bechtold explained that it was a matter of taking advantage of discounts and openings and that the course did not want to discount golf if they had golfers. The offer was to bring people in at the last minute to fill the course.

Commissioner Kaplan asked about the cart path on 16 and Director Bechtold explained that there was an irrigation leak they were still working on.

President Bickham asked about the goats and Director Bechtold explained they were working on it but they may not come back until next year.

Comm Rep Henderson made a motion, seconded by Commissioner Kinnane to send the Rec, Fac & Golf Report M16-105 to the board. The motion carried by voice vote.

**7. Committee Member Comments:**

Commissioner Kinnane noted that the Boy Scouts had done a great job and were terrific young men.

Comm Rep S. Neel agreed noting that it was great to see the district so available to an organization like the Scouts.

Comm Rep Henderson noted that staff had done a great job at PIP working with the Cultural Committee from the Village. She also said that she was happy to see the increase in the dog park numbers and agreed with the Committee members that the Boy Scouts had done a great job.

Chairman R. Evans agreed that the Scouts were outstanding and reminded everyone of the Uncorked and Untapped Foundation Event September 23.

**8. Adjournment:**

Comm Rep S. Neel made a motion, seconded by Comm Rep Henderson to adjourn the meeting at 8:00 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary

## Memorandum No. M16-124

**TO: Recreation Committee**  
**FROM: Dean Bostrom, Executive Director**  
**Craig Talsma, Deputy Director/Director of Finance and Admin**  
**Brian Bechtold, Director of Golf Operations**  
**RE: Golf Cart and GPS Bids**  
**DATE: October 18, 2016**

---

### **Background:**

The Bridges of Poplar Creek (BPC) golf cart lease will expire at the end of this year. Staff submitted bids for a new lease for carts with an option for GPS. There was also an option to purchase the carts instead of leasing them. Staff also determined during our budget review that the range tractor should have been included as an option to maximize savings on this purchase (but it was not).

Upon further review of all options available to the district, staff now feels that purchasing the golf carts will be a far better value and more cost effective for the district. We believe purchasing a fuel injected gas powered type of cart with GPS including boarder control will be the most cost effective to own and maintain over the longest useful life. This was not entirely clearly defined in the last bid document.

### **Implications:**

Staff did receive three bids from the three major cart companies and they were opened. It was determined that the bids were geared more towards a lease option than a long term purchase option. At this time, staff would like to redo the golf cart bid directing it towards a purchase option with GPS over a fixed useful life. As we do not need the carts until next year, there is ample time to rebid and award the contract for 2017.

### **Recommendation:**

Staff recommends that the Recreation Committee recommend to the Board the rejection of all Bridges of Poplar Creek golf cart bids and to have staff rebid the golf cart purchase with GPS.

**MEMORANDUM NO. M16-125**

**TO: Recreation Committee**  
**FROM: Dean R. Bostrom, Executive Director**  
**Brian Bechtold, Director of Golf Operations**  
**RE: 2017 Fertilizer and Pesticide Bid**  
**DATE: October 14, 2016**

---

**Background:**

Over the past nine years Bridges of Poplar Creek Country Club has been participating in a Fertilizer and Pesticide Early Order Program that allows you to purchase items at special pricing and obtain rebates once certain prices have been obtained. Early Order Programs start in October and run through January with the best discounts and rebates applied when agreed to purchase in October with January delivery and payments. Bridges of Poplar Creek Country Club has been using different combinations of products over these years that have been working to keep the golf course in the best possible playing conditions. We will continue these practices going forward in 2017.

**Implications:**

At the time of bid opening, staff received bids from three vendors all of which meet standards for this bid. The bids received represent prices broken down per case or bag for each product. Staff has determined the following items were the lowest bid from Chicagoland Turf: Briskway, Headway, Banol, Contact Solution Pak, Bayer Utility Pak, Phosphites, Dimension w/Defender, Tenacity, Primo Maxx Link Pak, Captain XTR, Komeen, Meridian 25WG, Precision Vivax, TV 23 with SIN, TV-Siphon, Turfscreen, Anderson 28-0-3 with Acelepryn and Dimension, Anderson 14-7-14 and Plant Food 12 Iron. Along with the following items were the lowest bid from Site One Landscapes Supply: Turf Vigor 9-3-6, AMS 21-0-0, Tebucanazole, Chlorothalonil, Drive and Fusilade

Detail breakdown of the lowest bid amount per item is as follows:

<b>Product</b>	<b>Product Amount Needed</b>	<b>Chicagoland Turf</b>	<b>Site One</b>
Briskway	1/2 case	\$1,300.00	
Headway	1/2 case	\$1,251.00	
Banol	1 1/2 Case	\$2,812.00	
Contact Solution Pak	2 Paks	\$19,300.00	
Bayer Utility Pak	1 pak	\$2,400.00	
Tebuconazole	1 1/4 case		\$307.90
Chlorothalonil	9 cases		\$1,765.80
Phosphites	40 cases	\$4,000.00	
Dimension w/ Defender	2 Paks	\$2,200.00	
Tenacity	1 gallon Jug	\$761.00	



Drive	1 case		\$270.00
Fusilade	4 qts		\$259.28
Primo Max Link Pak	1 Pak	\$2,740.00	
Proxy	6 cases	\$1,200.00	
Captian XTR	2 cases	\$396.00	
Komeen	5 cases	\$990.00	
Meridian 25 WG	2 containers	\$918.00	
Precision Vivax	6 cases	\$2,149.20	
TV-23 with SIN	30 cases	\$2,348.40	
TV-Siphon	23 cases	\$6,080.74	
Turfscreen	7 cases	\$3,360.00	
Anderson 28-0-3 w/ Acc, Dimension	56 bags	\$4,592.00	
Anderson 14-714	45 bags	\$2,263.50	
Turf Vigor 9-3-6	11 cases		\$1,556.50
Plant Food 12 Iron	8 cases	\$828.00	
AMS 21-0-0	16 bags		\$176.00
Total Amount Per Company		\$61,889.84	\$4,335.48
Discounts or Rebates Applied		3%	NA
		-\$1,856.70	
Total Amount Per Company after Rebates & Discounts		<b>\$60,033.14</b>	<b>\$4,335.48</b>

**Recommendation:**

Staff recommends that the Rec Committee recommend the board to award the bid for to Chicagoland Turf for their lowest bid products for the total of \$60,033.14 and Site One Landscapes for their lowest bid products for the total of \$4,355.48.

## MEMORANDUM NO. M16-122

**TO:** Recreation Committee  
**FROM:** Dean R. Bostrom, Executive Director  
Michael R. Kies, Director of Recreation & Facilities  
Brian Bechtold, Director of Golf Operations  
Jeff Doschadis, General Manager of Ice  
Katie Basile, Superintendent of Facilities  
Sandy Manisco, Communications and Marketing Superintendent  
Debbie Albig, Manager of Community Centers  
Cathy Burnham, General Manager of Sales & Operations  
**RE:** Board Report  
**DATE:** October 03, 2016

---

### *Recreation and Facilities Division*



#### **UPCOMING EVENTS**

- 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
- Nov 6 – Turkey Shoot at Bridges of Poplar Creek
- Nov 7 – Nov 10 – Preschool Family Nights (TC/WRC) Vary by class
- Nov 12 – Parents Night Out
- Nov 12 – 50+ Holiday Tea Trip
- Nov 21 – Winter Registration Begins

#### **Snapshot Summary/Highlights:**

- The PSS&WC aquatic center(s) was completed and re-opened on schedule, September 1<sup>st</sup>, within the allotted timeline. The feedback from the members has been very positive with the experience of the pools.
- During the month of September staff was able to secure the contract with the Windy City Bulls making PSS&WC the official “training center of the Developmental Team of the Chicago Bulls.” This is a three year agreement.
- Monday, Sept. 26: Congresswoman Tammy Duckworth posted a picture of her daughter at pre-preschool at Willow Recreation Center and tagged HE Parks. Tammy Duckworth has 27,000 followers on her professional Twitter page alone. The tweet got many 60 likes and 5 retweets on Congresswoman Duckworth's Twitter profile; and more than 1000 likes on her Facebook page. We retweeted and posted on Facebook which also got 13 likes our Twitter too.
- 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. The season finished strong also with the

final pass numbers in 1,459 sold this year as compared to 1,337 sold in 2015, that is over 122 passes better from year to year.

- Maintenance and C&M departments ran a Wildflower Seed Pick at Charlemagne Park on 9/23 with 50 volunteers participating for approximately 100 hours.
- The Park District participated in the Hoffman Estates Chamber of Commerce Legislative Luncheon hosted at the Children's and Women's Hospital in Hoffman Estates. They also participated in the Chamber Golf Outing, which was hosted at the Bridges of Poplar Creek.
- The Director of Recreation & Facilities worked with the Executive Director of the St. Charles Park District to review their newly acquired Sports, Aquatic and Fitness Center the Norris Center. They were looking to receive some feedback as it relates to a facility, operations and member services assessment on this newly acquired facility.

**Volunteers Summary:**

- Human Resources processed 19 new volunteers.
- Administrative staff was contacted by 1 additional individual seeking volunteer opportunities.
- 9 volunteers participated in opportunities with the STAR Program for 58.5 hours total.
- 5 Foundation Trustees met in Committee Meeting for the Uncorked Wine/Beer Event for 2.5 hours and 6 volunteers worked the event for a total of 30 hours.
- The Raptors had 20 volunteers for 150 hours for Raptor maintenance and phone / office activities.



*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 has started and come 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 of 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.

### Gymnastics

- The first session of Fall gymnastics began the week of 9/6. Registration is at 170 students, 2015 -144 registered. Registration is ongoing for the second session starting October 24<sup>th</sup>.



### Early Childhood

	9/2015	9/2016	Var. +/-
Three-school 16-17	12 TC 13 WRC	15 TC 7 WRC	+3 TC -6 WRC
2's Playschool 16-17	30 TC 24 WRC	30 TC 14 WRC	0 TC -10 WRC
Preschool 15-16	128 TC 66 WRC	134 TC 67 WRC	+6 TC +1 WRC
Early Learning Center	33	38	<b>+5*</b>
<b>*Full Day Program</b>			

- **ELC's 4-year-old program is full with 5 children on the waiting list. ELC's 3-year-old program has two full time spots remaining. Wait list participants have been called.**
- September 19-23 the HEPD Preschool program collected clothing, shoes, books, CD's and small household items for the Saver's Donation Drive Fundraiser. The donation drive was a big success with \$401.00 earned. The money will be put towards laptops for the preschool classrooms. Another donation drive will be done in the spring.

	9/2015	9/2016	Var. +/-
District 54	311	347	+36
District 15	44	57	+13
WRC KSTAR	11	18	+7
Half Day Program	72	77	+5
<b>School Age Totals</b>	<b>438</b>	<b>499</b>	<b>+61</b>

- We added a new option for KSTAR for participants to attend only until 2:30pm to meet the high demand from the community. Currently there are 4 children enrolled in this option.
- With the additional participants in the KSTAR program we brought on an additional staff member to work on the higher enrollment days.
- We were able to accommodate additional participants for the half day field trip by shuttling to and from the field trip locations as well as having additional staff work the trip.



## 50+ Club

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

### Classes offered in September

- Basic Exercise, Chair Yoga, Gentle Yoga (2 weeks), 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

- A Day at the Dole, Crystal Lake, Cali Rail (overnight), Light Opera Works, in Evanston, The Field Museum, Chi, Auditorium Thea, Chi, Tea/Holiday Vintage Market, Oswego

### 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)

- **9/9 Taste of Open House – vendors presenting:** divvydose, Liberty Insurance & Premier World Discovery
- **9/16 Catholic Charities** on Medicare Fraud
- **9/23 HearUSA** on ear care and hearing health
- **9/30 Visiting Angels sponsors** a vocal performance

### Other

Free Adult Health Clinic – 8 drop-ins  
 Initiated conversation with HEV Mayor regarding transportation issues for seniors  
 Identified class helpful to 50+ member with dementia

6 members of 50+ participated in the annual Silver Games at Friendship Village  
 Hosted pre-trip meeting for Cali Rail trip  
 Bill/Linda Graba held Pickleball clinic for TC picklers



### *Ice Operations*

#### **I.C.E Academy**

- Skating Manger Jennifer Dooley resigned from her position effective September 27. Melissa Motyka has been appointed the interim manager while staff evaluates the direction of the skating program.
- A United States Figure Skating Section 8 meeting took place on September 13. 27 rinks from the Chicagoland area attended the meeting.

#### **Wolf Pack**

- Wolf Pack (NWHL) teams have been formed for the fall season. 192 hockey players are part of the Wolf Pack for the season (196 -2015). Teams in each division are as follows
  - 2 Mite
  - 3 Squirt
  - 3 Pee Wee
  - 2 Bantam
  - 2 Midget
  - 1 U12 & 1 U14 in the girls division
- Development Classes have a total of 153 participants (182 - 2015) in the lesson program. Lesson program times were all moved earlier this year to make room for hockey rentals. With the times all earlier staff anticipated a decrease in the participation level.
- Coaches and manager meetings all took place in the month of Sept.

#### **Ice Rink Information**

- Chicago Wolves preseason game took place Saturday October 8, 7pm. We sold 334 tickets and that was the same night as the Cubs game.



### *Prairie Stone<sub>tm</sub> Sports & Wellness Center*

#### **September Membership Totals**

**2015**  
3,093

**2016**  
3,003

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

\* PSS&WC had a challenging summer with the closing of the aquatic center for two months, additional competition opening in the area and staff being down to 1/3 third the member services team with a maternity leave and the loss of a permanent part time staff member. National statistics say new club growth by Region "East North Central" (our region) the average for the region is 17% in new club growth; Illinois itself

has a rating of 28% new club growth. The national focus continues to be on price point being the top reason for leaving a health club, with lack of use, inconvenience and feeling out of place rounding out the top four. Opportunities continue to remain focused around loyalty programs, seasonal discounts, and social interactions, not to crowded, technology, equipment and facility upkeep. Staff continue to look at ways to focus on these top areas to create continued success as it has experienced over the years. As with the influx of new competition as before the trend amongst users is to "club hop" but ultimately they will return where they feel most comfortable. The track record at PSS&WC continues to remain strong in its rapport building as they have seen this before.

### **Member Services**

- The enrollment promotion for the month of September included the extension of the option to enroll for \$50 with prorated September dues or \$0 enrollment with no September dues upon purchase of a 3-pack of Personal Training at the time of enrollment. Given the intention of promoting Personal Training, the \$0 enrollment/0 September dues special was advertised via digital media along with the regular special. The Member Services team sold a total of nine 3-packs during the month of September.
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships.
- The PSS&WC enrollment special was also advertised on each of the District's electronic marque 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 marque signs throughout the community.
- The number of credit card denials following September billing was comparable to August 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 September. 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 September, 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 completed 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. Invex will provide training to the General Manager of Sales & Operations as well as to the Member Services Supervisor on generic update processes on the new platform in October.
- The General Manager of Sales & Operations continued 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. Approval of this agreement has been secured.

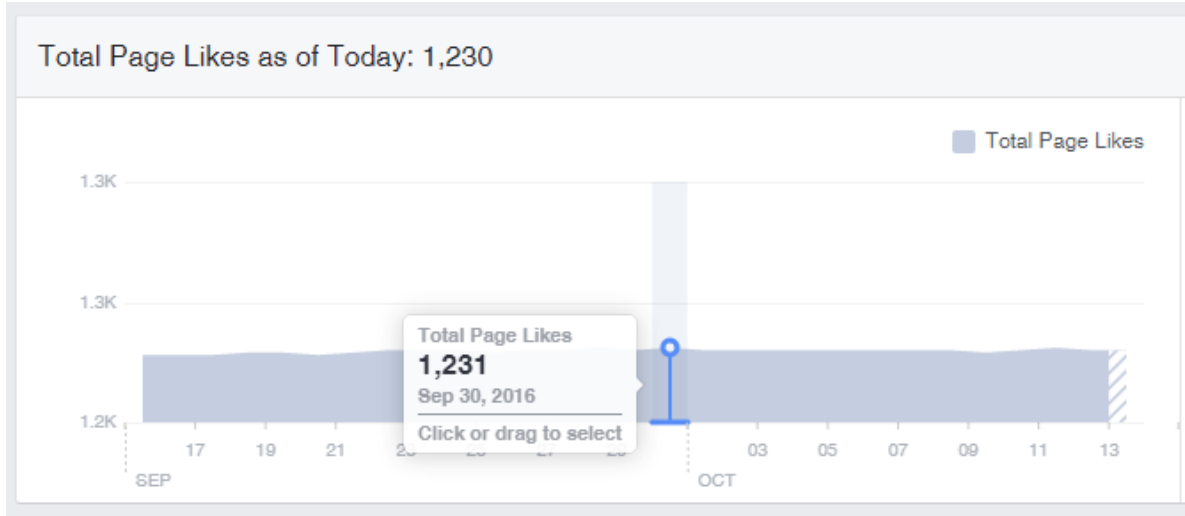
### **Operations and Fitness Departments:**

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of September. 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. Pepsi also delivered a third vending machine in the café area that will dispense a healthy selection of Pepsi beverages (i.e. Propel, Aquafina Splash, Gatorade G2 etc.). Product delivery is still forthcoming for the new machine. The Flores Group has ceased counter operations at the café effective September 1<sup>st</sup> and will continue to provide concessions for preplanned party rentals and large tournament/athletic events. Intentions are to renovate the café area in FY17 to transition it to a more comfortable working lounge space, increasing seating areas for members and guests to relax in following workouts or during special club events in the gymnasium.
- The Superintendent of Facilities received quotes and has selected a vendor for the refinishing of the wooden floors in the group fitness rooms (spin room and large group fitness room). The project will be completed within November, 2016. The gymnasium floor refinishing project will be completed within 2017, as planned with the capital 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, Metabolism Boosting, taught by Zac Marshall on Saturday October 8<sup>th</sup> 10-11am.
- The personal training department had a 3 pack promo for new members in July/August/September. 80-3 packs were sold.
- Within the area of group fitness Class participation has remained steady. Highlighted classes include:  
Dance Party Fusion 40-45 Pump and Abs 35-40 Spinning 20-25
- PSS&WC fitness department planning for a black light spooky spin ride in October.



- Fitness department is holding 3-30 minute mini workshops for step class, Step 101, on the last 2 Saturdays of October and the 1<sup>st</sup> Saturday of November.

### Facebook Likes



**Prairie Stone Sports & Wellness Center**  
@PSSWC

Home  
About  
Photos  
**Reviews**  
Likes  
Notes

4.6 ★ 4.6 of 5 stars  
92 reviews

5 stars 64  
4 stars 20  
3 stars 0  
2 stars 1

**Brockton Pomykala** reviewed Prairie Stone Sports & Wellness Center  
September 23 at 6:22am

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

Seascope Pass Sales	2015	2016	Var. +/-
	1,337	1,459	+ 122

- Seascope is now closed for the season.
- PSS&WC aquatic classes did 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.

- We are down 20 participants from the first session last fall. Our current registration is 280.
- Private lessons are slowly trickling in since we re-opened the pool.

### Climbing Wall

- Youth classes for the climbing wall continue to hold steady with 8 participants in both the 6pm & 7pm classes Wednesday nights. Because of the consistent numbers and the number of returning climbers we are able to split the program into a beginner class and an intermediate climbing class.
- Trick or Treat Climb is scheduled for Sunday October 30<sup>th</sup>. The early session is already filled with 15 participants and the second session currently has 11 enrolled.

### Early Childhood Programming

- Kids First Sports Soccer continues in its popularity. We are averaging between 15-20 participants per class.
- While Soccer flourishes we are struggling to get the non-traditional programs of Dodgeball and Fun and Fitness to take off. We are going to give basketball a shot in place of Dodgeball for the winter session.



## Triphahn Center

### Triphahn Center Fitness and Operations:

<b>Membership</b>	<b><u>9/2015</u></b>	<b><u>9/2016</u></b>	<b><u>Var. +/-</u></b>
Fitness	884	873	(11)

### General Summary:

- The Portable Wall was utilized twice in September. On 9/24 we held a double event. (10am-2pm Wood Dale Park District and, 4-7pm Holy Family Church Palatine.)
- Dance World rental was held on 9/10.



## Willow Recreation Center

<b><u>Membership Fitness/Racquetball Totals</u></b>	<b><u>9/2015</u></b>	<b><u>9/2016</u></b>	<b><u>Var. +/-</u></b>
Fitness & Racquetball	390	342	(48)

\* About 30% of the decrease is racquetball memberships.



## Dog Off-Leash Areas

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

- Breakdown for Bo's Run / Combo passes HE 147, Palatine 49, Barrington 19, Schaumburg 45, Arlington Heights / Mt. Prospect 6, Inverness 30. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 36 guests to Bo's Run in September compared to 19 in September 2015.

### **Freedom Run:**

- Breakdown for Freedom Run/ Combo passes Elgin – 167, HE – 80, Streamwood 68. Schaumburg – 22. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

<b>Dog Park Passes</b>	<b><u>9/2015</u></b>	<b><u>9/2016</u></b>	
Bo's Run	235	293	
Freedom Run	308	298	
Combo	<u>80</u>	<u>73</u>	
Total:	623	664	Var. +41



## 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, Pokémon Go, Wildflower Seed Collecting.

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

### **VIDEO**

This month, we featured the video "Come to Pumpkin Fest" on our website homepage starting August 15; it will run through Oct 15. Previously we featured "Summer Camp Wrap Up".

### **PRESS RELEASES/PUBLIC RELATIONS**

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

- “Wine Event Fundraiser to Benefit Local Kids” (appeared in Daily Herald online, in Out & About section and Fall Festivals list)
- “Elgin’s Marta Krakowski Loves Tennis” (appeared in Elgin Courier-News print edition, 9/14)

The following are press releases that were sent to the newspapers, but not picked up for print:

- “Eagle Scouts Build Archery Range, Donate \$600 to Local Kids”
- “New Digital Hole-In-One Contest Available Daily at Bridges of Poplar Creek”
- “Live Music, Fall Fun for All at Pumpkin Fest”

**ALSO:**

Tammy Duckworth posted a photo of her daughter’s first day of Pre-Preschool at Willow Rec Center. The picture was tweeted on Twitter, and posted on Facebook. (See end of report)

**TESTIMONIALS & SOCIAL MEDIA COMMENTS**

Facebook

Search [Sandy] | Publishing Tools

**Glenn Wellman**  
View Profile

Hate to have to be doing this again, but Evergreen and Sican have not been mowed since the last message (Aug. 24th) they both are 8-12 inches.

Okay, sorry that has happened again Glenn, I will forward to Parks and try to get an answer as to what the schedule is for mowing.  
Sent by Sandy Manisco (?)

SEP 13TH, 11:11AM

Hi Glenn, I'm told that the crew was out to mow at both those parks yesterday, they are going to confirm with me. Each park is mowed weekly. The weather has been cooler and we've had a lot of rain, which makes the grass grow faster than usual for this time of year. I know my own lawn has been unusually long for this time of year too.  
Sent by Sandy Manisco (?)


SEP 13TH, 1:46PM

An update - Parks was out to take a look and they said that it will be mowed tomorrow for sure. Thanks again for letting us know.  
Sent by Sandy Manisco (?)

Search [Sandy] | Publishing Tools

**Trieh DeWitt**  
View Profile

SEP 12TH, 10:20AM



Under the slide at Black Bear Park.


Hi Trieh thanks for sending this, I will notify Parks Dept!  
Sent by Sandy Manisco (?)

Thanks so much!

Search [Sandy] Home | Publishing Tools | Settings | Help

Recent Reviews

**Chuchil Sng Lopez Gonzalez** reviewed Seascope Family Aquatic Center — 5 stars  
September 9 at 7:53pm



SEASCOPE Family Aquatic Center  
665 Likes  
3 talking about this


Like Comment Share

Seascope Family Aquatic Center

Write a comment...

**Christina Carr Van Lyeabettene** reviewed Seascope Family Aquatic Center — 5 stars  
September 4 at 3:55am

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! 🌟🌟🌟🌟🌟



SEASCOPE Family Aquatic Center  
665 Likes  
3 talking about this

Like Comment Share

Seascope Family Aquatic Center

Seascope Family Aquatic Center Thanks for the review Christina!  
Like Reply 1 Commented on by Sandy Manisco (?) September 8 at 8:43am  
Christina Carr Van Lyeabettene My pleasure! Thanks for the great years!  
Like Reply Commented on at 9:16am

Write a reply...

Write a comment...

Search [Sandy] Home | Publishing Tools | Settings | Help

Recent Reviews

**Grecia Judith Tures** reviewed Bridges of Poplar Creek Country Club — 5 stars  
September 21 at 3:08pm

My husband and I got married there on July 9th. The staff was kind and welcoming. Jennifer Fuller was our main point person. She's amazing. She made the process easy and stress-free. Highly recommend this venue. Especially if you are on a budget!



BRIDGES OF POPLAR CREEK COUNTRY CLUB  
690 Likes  
75 talking about this

Like Comment Share

Bridges of Poplar Creek Country Club

Bridges of Poplar Creek Country Club Thank you Grecia for letting us be part of your special day! We appreciate your kind words about Jennifer and the staff.  
Like Reply 1 Commented on by Dianne Karczewski-Echlin (?) September 22 at 9:22am

Write a comment...

Search [Sandy] Home | Publishing Tools | Settings | Help

**Vi Ratsamy** reviewed Bridges of Poplar Creek Country Club — 5 stars  
September 20 at 10:56pm

I played this course once for the first time about 6-7 years ago and it was nothing special. But I guess they did some renovation and flipped the nines around with the old 10th hole now being the 1st hole. I was impressed this time. The course condition was excellent from tee box to fairways. I was most impressed with the greens! Rolled nice and true. Was not expecting that. Staff was very friendly, from the guys checking us in to the beverage cart girl. The only thing I can say they can improve on are the bunkers, they need more sand. It was hard pan dirt under a couple inches of sand...other than that, I would go back and recommend it to golfers of all levels.



BRIDGES OF POPLAR CREEK COUNTRY CLUB  
690 Likes  
75 talking about this

Like Comment Share

Bridges of Poplar Creek Country Club

Bridges of Poplar Creek Country Club Thank you for playing Bridges of Poplar Creek Country Club. We are glad you enjoyed your experience. Through your feedback and other customers, we have identified the bunkers as an area of improvement. We are putting a plan in place this Fall to remove... See More  
Like Reply 1 Commented on by Dianne Karczewski-Echlin (?) September 22 at 9:19am

Write a comment...

★ Review



**Jackie Sheehan Miller** reviewed Bridges of Poplar Creek Country Club — 5★

September 18 at 5:23pm · 🌐

My husband and I attended a wedding ceremony and reception at this lovely venue last evening! It was perfect! The bride and groom made a wise decision when they decided to have their nuptials here !



👍 Like    💬 Comment    ➦ Share

👤 Bridges of Poplar Creek Country Club

**Bridges of Poplar Creek Country Club** Thank you Jackie for the kind words. Glad you enjoyed everything!

Like · Reply · Commented on by Dianne Karczewski-Echlin 1? · September 18 at 6:45pm

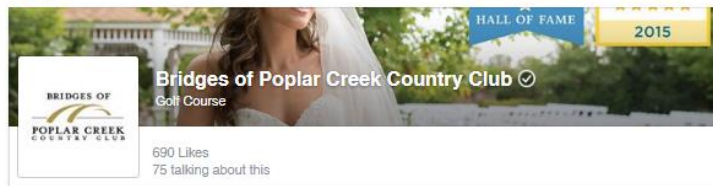
Write a comment...

★ Review



**Michele Tristano Borought** reviewed Bridges of Poplar Creek Country Club — 5★

September 17 at 9:33pm · 🌐



👍 Like    💬 Comment    ➦ Share

Write a comment...

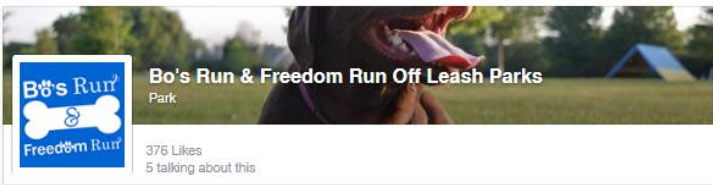
Recent Reviews

★ Review



**Jessika Bajorski** reviewed Bo's Run & Freedom Run Off Leash Parks — 5★

September 18 at 2:39pm · 🌐



👍 Like    💬 Comment    ➦ Share

Write a comment...

## 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.

Dec 2015	Jan 2016	Feb 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016	Sept 2016
1,379	1,398	1,412	1,412	1,421	1,429	1,525	1,560	1,602	1,547



### 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 about equal to desktop. (NOTE: "Prior to" column indicates how users accessed HEparks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.)

Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Sept 1-30, 2015	Sept 1-30, 2016	Change from last year
Google Analytics				
Desktop	63%	49%	52%	+3%
Mobile	27%	41%	42%	+1%
Tablet	10%	9%	5%	-4%

\*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

Sep 1, 2016 - Sep 30, 2016  
Compare to: Sep 1, 2015 - Sep 30, 2015

Email Export Add to Dashboard Shortcut

All Users  
+0.00% Sessions

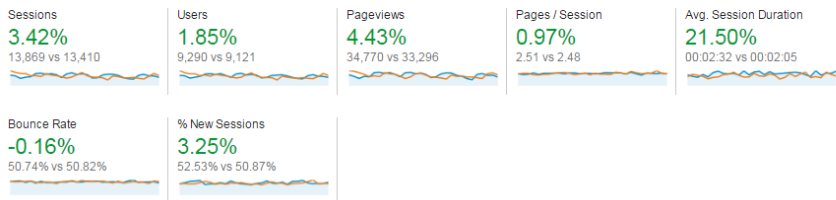
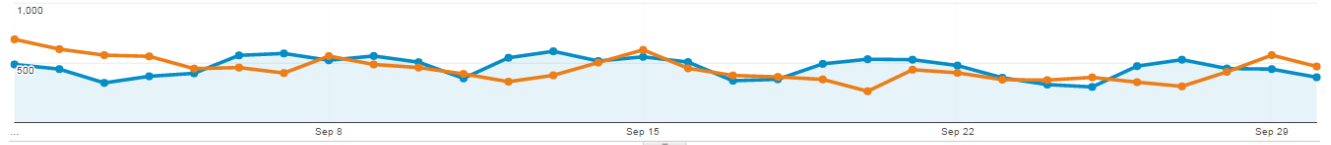
+ Add Segment

### Overview

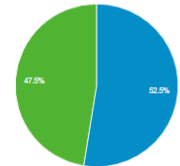
Sessions vs. Select a metric

Hourly Day Week Month

Sep 1, 2016 - Sep 30, 2016: Sessions  
Sep 1, 2015 - Sep 30, 2015: Sessions



New Visitor Returning Visitor  
Sep 1, 2016 - Sep 30, 2016

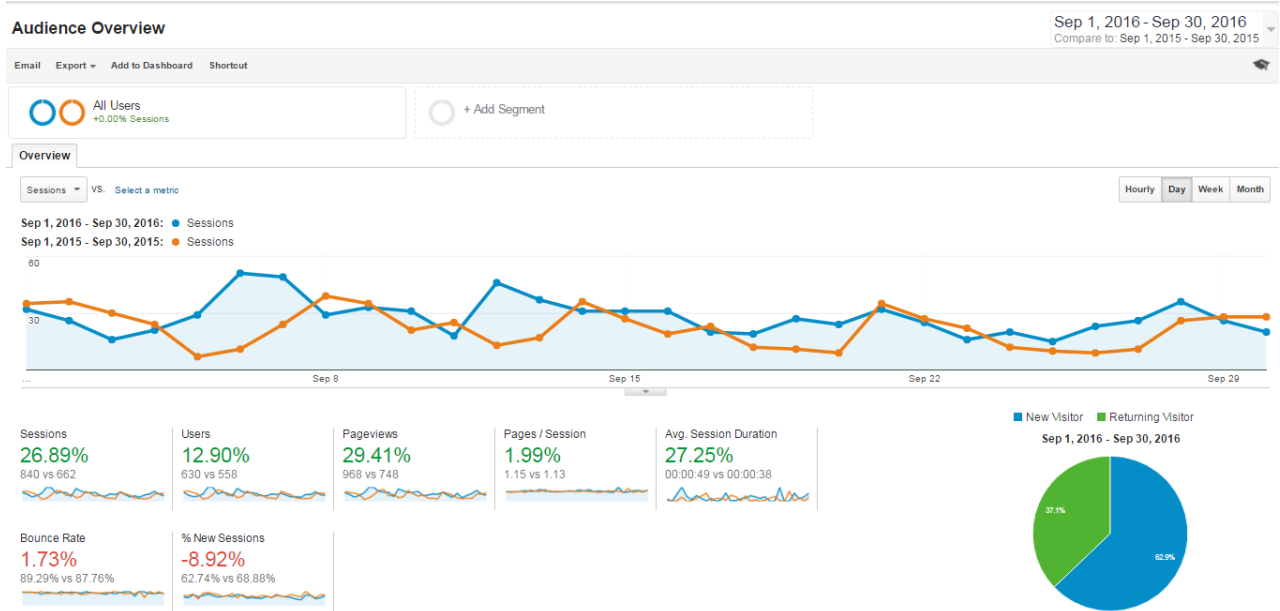






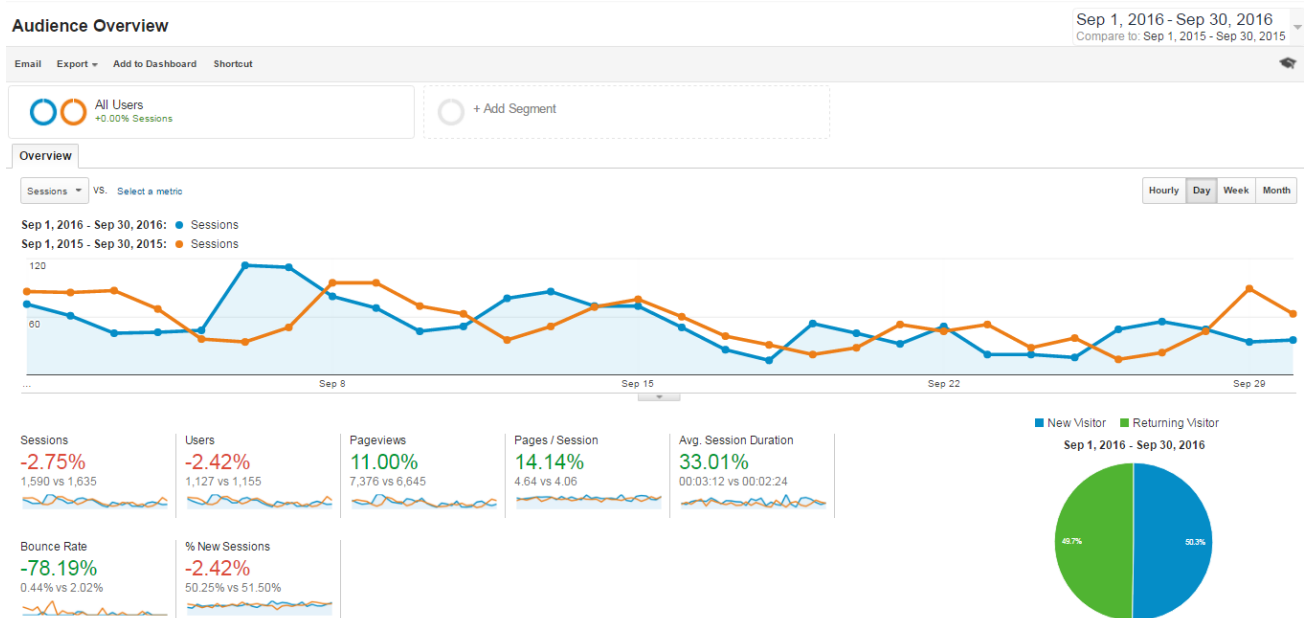
## Program Guide Online – Source: Google Analytics

Hits to the online program guide are way up this month, likely due to Fall Registration; Fall sessions began this month.



## 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.





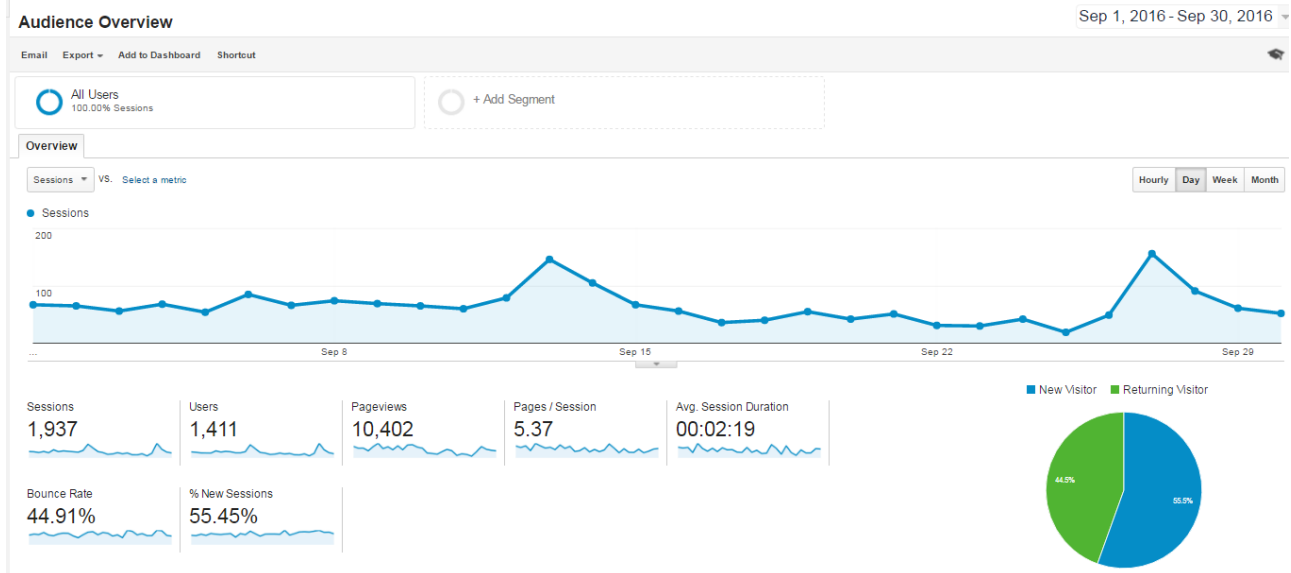
## Mobile Webtrac – Google Analytics

(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. Unfortunately, we have found that the program details are harder to view on the Mobile Webtrac, so programs that we think are important to view the details are directed to another source, such as PDF of the program guide or regular Webtrac.

Post Message	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
#Pokémon Trainers of all ages! Come to our free Pokemon Go Gathering Sat Sept 10 Prizes in each age group! Register at the event. 10-11:30 AM Black Bear Park <a href="http://ow.ly/rx8L303WTbb">http://ow.ly/rx8L303WTbb</a>	Photo	9/6/16 3:55 PM	3765
Decorate a pumpkin at #Pumpkin Fest Sat. Oct 15 #FreeFallFun It's free! Just bring a donation for the local food pantry. <a href="http://ow.ly/dfyn304qG4P">http://ow.ly/dfyn304qG4P</a>	Photo	9/27/16 6 9:45 AM	3599
Now accepting applications for full-time Superintendent of Recreation. See position description and apply here: <a href="http://ow.ly/HfX4304HgXJ">http://ow.ly/HfX4304HgXJ</a>	Photo	9/29/16 6 11:29 AM	3495
Are you attending Platzkonzert this weekend? The Village needs volunteers to help with kids zone, golf cart shuttle drivers, wristbands, and guest assistance. Contact Jennifer:	Photo	9/6/16 1:10 PM	3279

847-781-2610.			
We are hiring Star Counselors (JobID: 117) who love working with children and to participate in before/after school activities. If interested, the full description and link is down below! P.S. this was a very intense game #HEParks #hoffmanstates #STAR https://www.applitrack.com/heparks/onlineapp/default.aspx?all=1	Photo	9/7/16 10:08 AM	2984



### Facebook Reach

Total Likes totaled 2,434 as of 9/30. 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 September 1-30

#### Top 10 Highest Posts since October 2015

Post Message (The highlighted posts are from the current month.)	Type	Posted	Lifetime: The number of impressions . (Total Count)
Qualified Kindergarten Enrichment Teachers and	Photo	8/15/16	6714

Counselors Needed. Please see our careers page for more info: <a href="https://goo.gl/X71UZs">https://goo.gl/X71UZs</a>	o	10:29 AM	
This week through Friday Aug 19 Seascaple has short hours, 4-7:30 PM <a href="http://ow.ly/TY6I3037o3z">http://ow.ly/TY6I3037o3z</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
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





tweets											
--------	--	--	--	--	--	--	--	--	--	--	--


**Sep 2016** - 30 days

**Tweet Highlights**

**Top Tweet** earned 204 impressions  
Are you the next Rodney Mullen? Willow Recreation Center has a slick skate park ready to be shredded right here in Hoffman Estates! #HEParks  
[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** followed by 233 people  
  
**Valli Produce** @valliproduce #localisyou  
Valli Produce is an international marketplace featuring a huge selection of produce, fresh meats, dairy, baked goods and more. Visit one of our five locations.  
[View profile](#) [View followers dashboard](#)


**Top mention** earned 147 engagements  
**Tammy Duckworth** @tammyduckworth  
Aigali's first day of play school (pre-preschool) at @HEParks. Learning how to count \$\$\$ #MoneySmarts pic.twitter.com/TelaTh3HLp  
  
6/2 18/1 10/0  
[View Tweet](#)


**Top media Tweet** earned 190 impressions  
Clean out your closets & support our Early Learning Center preschool! All next week! pic.twitter.com/Wsh0vK4WR  
  
[View Tweet activity](#) [View all Tweet activity](#)


**SEP 2016 SUMMARY**  
Tweets: 20  
Profile visits: 141  
New followers: 7  
Follower impressions: 5,599  
Mentions: 3

**Aug 2016** - 31 days

**Tweet Highlights**

**Top Tweet** earned 252 impressions  
Were you at Seascape Sunday? Tag yourself in our album. Closing Day ow.ly/GrdT303v3nO  
pic.twitter.com/KWmqJ6xbsv  
  
13/1  
[View Tweet activity](#) [View all Tweet activity](#)

**Top mention** earned 15 engagements  
**Windy City Bulls** @windycitybulls #JH23  
Campers from @HEParks had some fun with @bennythebull at our #JR NBA camp today! pic.twitter.com/5e262vzADP  
  
13/1 10/1  
[View Tweet](#)

**Top media Tweet** earned 197 impressions  
#Pokemon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all ow.ly/Cns3037n0o  
pic.twitter.com/V9Lmuq3Z  
  
13/1 10/1  
[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** followed by 2,541 people  
**momsandkeyboard** @momsandkeyboard #localisyou  
Mom reviewing #Chicago suburban adventures focusing on #travel & #smallbusiness Social Media @mrtomassia @garygentrino @guidedpathpsyco bl.ly/29GT0uz  
[View profile](#) [View followers dashboard](#)

**AUG 2016 SUMMARY**  
Tweets: 41  
Profile visits: 190  
New followers: 5  
Tweet impressions: 7,146  
Mentions: 9



## NEW! Instagram Reports

Source: Instagram  
@heparks

	Aug1	Sept1	Oct1	Nov1	Dec1	Jan1	Feb1	Mar1	Apr1	May1	June1
	6	6	6	6	6	6	6	6	6	6	6
Followers	86	91 +5%									
# of posts	10	9									



The screenshot shows the Instagram profile for @heparks. The profile bio states: "HE Parks. The award-winning Hoffman Estates Park District proudly offers first class parks, facilities, programs, and services to over 100,000 diverse residents. www.heparks.org/event/pumpkin-fest-2". The grid of posts includes images of pumpkins, people at a park, a couple, beer, and promotional graphics for "Fall is coming" and "Uncorked Untapped" with a \$2,500 offer.



### 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 9/30, 2016:	36.31%



### Email Blast Results, Constant Contact

	<u>Sent/Open</u>	<u>Mobile</u>	<u>Bounces</u>	<u>Clicks</u>	<u>Unsubscribes</u>
2016 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8.8%	0.22%
Hoffman Happenings 9/13	18.5K/17.0%	64%	1.6%	8.9%	1.6%
50+ Newsletter September	1011/36%	56%	0%	10.1%	.6%

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.



Hoffman Estates Park District HE Parks

Created: Jul 28, 2009 • Videos: 188

CHANNEL

Sep 1, 2016 – Sep 30, 2016

Watch time

Minutes



531 ▼

Average view duration

Minutes



1:05 ▲

Views



487 ▼

Likes

0 ▼

Dislikes

0 ●

Comments

0 ●

Shares

6 ▲

Videos in playlists

0 ▼

Subscribers

0 ●



Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views
<a href="#">Park Info: Playground Workout, Bench Pushup</a>	87 16%	90 18%
<a href="#">What is Pickleball?</a>	84 16%	56 11%
<a href="#">Park Info: Thor Guard</a>	44 8.3%	45 9.2%
<a href="#">Wolf Pack Hockey Hosts Krolak Cup</a>	42 8.0%	15 3.1%
<a href="#">Park Info: What Is Bioswale?</a>	40 7.5%	26 5.3%
<a href="#">Hoffman Estates Park District National Gold ...</a>	35 6.6%	10 2.1%
<a href="#">Come To Pumpkin Fest 2016</a>	35 6.5%	40 8.2%
<a href="#">Aqua Fit Swim Aerobic Class at Prairie Stone ...</a>	21 3.9%	13 2.7%
<a href="#">Me &amp; HEPD: Joe DeMaria and Nico Muira, Se...</a>	14 2.6%	16 3.3%
<a href="#">What is the Friends of HE Parks?</a>	10 2.0%	15 3.1%



**Bridges of Poplar Creek Board Report**  
**General Programs**

- Upcoming Golf Events: Bridges Final Challenge Oct 8<sup>th</sup>, Pro Am Scramble Oct. 9th, and Turkey Shoot, Nov 5<sup>th</sup>. Paint the Night Away October 5<sup>th</sup>

**Golf Rounds**

<b>ROUND TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>4,617</b>	<b>4,021</b>	<b>4,015</b>	<b>3,999</b>
<b>YTD ROUND TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>27,805</b>	<b>26,825</b>	<b>26,442</b>	<b>26,054</b>

**Range Information**

<b>RANGE BASKET SALES TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>2,326</b>	<b>2,718</b>	<b>2,496</b>	<b>2,048</b>
<b>YTD RANGE BASKET SALES TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>16,729</b>	<b>17,418</b>	<b>17,204</b>	<b>17,152</b>

## Pass Sales

Resident Annual	3
Resident Individual	137
Resident Junior	1
Resident Senior	90
Total Resident Passes Sold YTD	231

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 Uncorked Untapped, Customer Appreciation Day Shotguns, Weddings, Banquets, Monday Madness, Terrific Tuesdays, Golf Specials.

## Food & Beverage

For the month of September we had a total of 26 events: (26 Events in 2015)

The breakdown is as follows:

4 breakfast meetings servicing 95 people

2 baby/bridal showers servicing 77 people

1 birthday luncheon servicing 60 people

8 golf outings with lunch or dinner buffets servicing 919 people

4 ceremony and reception servicing 555 people

1 reception only servicing 161 people

1 ceremony/reception cancelled for September 10<sup>th</sup> estimated revenue \$11,000

2 continental breakfast meetings servicing 77 people

2 all day meetings servicing 128 people

1 Foundation wine event

We currently have 18 events booked for October (20 Events in 2015)

4 Breakfast meetings servicing 100 people

1 continental breakfast meetings servicing 50 people

2 ceremony and reception servicing 197 people

2 reception only servicing 220 people

1 wedding reception cancelled for October 8th, \$15,000 estimated revenue

2 Golf outings with lunch or dinner buffets servicing 220 people

1 birthday dinner servicing 100 people

1 memorial luncheon servicing 75 people

3 luncheons servicing 165 people

1 dinner servicing 80 people

Wedding Count Update:

2017=2 ceremony and reception, 1 reception only, 3ceremony 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**

*September usually brings a breath of fresh air, but this month it brought heat and humidity. With all the humidity this year the greens on the golf course have built up a thick layer of thatch. The maintenance department made the decision to complete an aggressive verticut on the greens prior to a solid tine aerification. This process worked really well at removing thatch and standing turf up for the aerification. Four days prior to our set date an application of granular fertilizer was applied to greens to get them growing a little*

*more than normal. Following the aerification and topdressing the sand was drug into the holes and then rolled three to four times to provide smooth playing surfaces. The next day a liquid fertilizer application was made to speed up recovery and close the holes on the greens. The entire process went smooth except for the weather. It rained on our first day of aerification causing lots of delays in the process and only allowing the maintenance team to complete nine holes. The following week the other nine holes on the course were completed.*

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

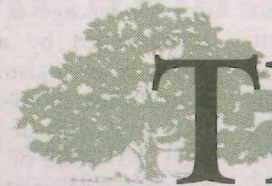
- Regular mowing of all surfaces
- Sod repair to select fairway spots
- Selected area to build a turf nursery and begun construction
- Seeding of a new green, tee and fairway nursery
- Bank mowing and edging of bunkers
- Mowing of all tallgrass and low maintenance areas
- String trimming entire property
- Irrigation repairs
- Trimming irrigation heads and yardage plates
- Weeding landscape beds
- Integrated pest management applications
- Filling divots on tee boxes and select fairways
- Equipment repairs and daily checks

**FIGURING OUT THE FESTIVAL**  
Homer Community Fest to arrive next weekend  
with variety of attractions, Page 4



**PICKING A NAME** Village Board settles  
on what to call park property outside future  
Village Hall, Page 5

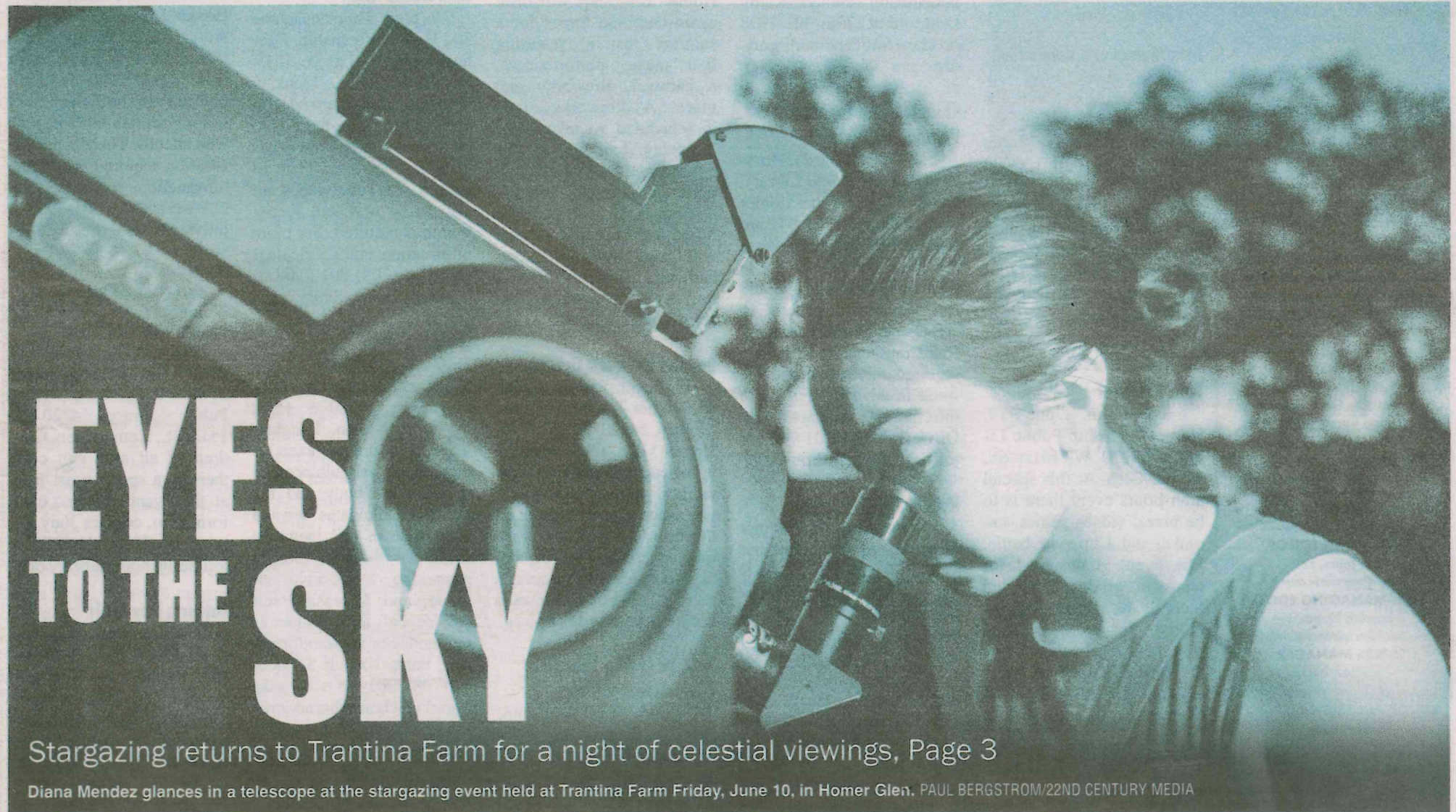
**GONE FISHIN'** Youngsters catch  
fish at derby that has become church  
tradition, Page 14



# The Homer Horizon™

HOMER GLEN'S AWARD-WINNING HOMETOWN NEWSPAPER [homerhorizon.com](http://homerhorizon.com) • June 16, 2016 • Vol. 11 No. 20 • \$1

A **22<sup>ND</sup> CENTURY** PUBLICATION  
**MEDIA**



## EYES TO THE SKY

Stargazing returns to Trantina Farm for a night of celestial viewings, Page 3

Diana Mendez glances in a telescope at the stargazing event held at Trantina Farm Friday, June 10, in Homer Glen. PAUL BERGSTROM/22ND CENTURY MEDIA



**Mamma Onesta's**  
ITALIAN RESTAURANT  
815-588-0900  
[www.mammaonesta.com](http://www.mammaonesta.com)

**Reserve your Private Shower or Grad Party**  
Call today for information.

**LUNCH SPECIAL**  
Monday - Friday  
\$5 off any bill of \$30 or more  
before tax  
Expires July 30, 2016



**DINE-IN AND CARRY OUT CATERING AVAILABLE!**  
Hours: Mon-Thur 11am-9pm  
Fri 11am-10pm •  
Sat 3pm-10pm  
Sun 3pm-8pm

**MAMMA ONESTA'S ITALIAN RESTAURANT**  
LOCATED IN HISTORIC DOWNTOWN LOCKPORT 1100 SOUTH STATE ST., LOCKPORT, IL

News COVER STORY

# Astronomers, stargazers scan the heavens at Trantina Farm

Stargazing event continues to be an educational draw

TIM HADAC, Freelance Reporter

Astronomer Jim Hopkins looked skyward at 9 p.m. and made a few predictions about the Friday, June 10 stargazing to a group of senior citizens who had come all the way from Hoffman Estates to historic Trantina Farm on 151st Street.

"I'm a bit concerned about that one cloud there," he said as he scanned the nighttime sky. "But if it drifts away, and the weather cooperates — and that's a big 'if' — we'll get a good view of three planets tonight: Jupiter, Mars and Saturn.

"No, wait, make that four. Anyone know the fourth planet we'll see tonight?" he asked, as his audience shrugged their shoulders. "Look down between your toes. It's Earth."

The seniors smiled and chuckled at the old astronomy joke. In total, several hundred men, women and children came to witness celestial bodies at the two-hour event.

The stargazing celebration was hosted by the Village of Homer Glen and Homer Township. It was coordinated by the Homer Glen Environment Committee, with assistance from the Homer Glen Emergency Management Agency and Will County School District 92. Since 2008, the twice-a-year events have attracted more than 2,500 visits.

At the center of the event were about a dozen astronomers from three groups: the Kankakee Area Stargazers, the Naperville Astronomical Association and the South

West Astronomy Observers Group. They brought telescopes of various sizes and abilities, and people stood in line to get a glimpse of the heavens through their viewfinders.

"This is fun, but it's also educational, especially for kids who read about the stars and planets in school but usually don't get to actually see the planets," said Lockport resident Jim Gandurski, there with his wife, Trecia, and children, Jaysic, 11, and Kalina, 8, all looking at the moon through a viewfinder. "In a way, you could say it's an outdoor classroom."

Some of the youngest children seemed convinced they could see the sights without telescopes.

"Mommy, is that Mars?" asked Homer Township resident Chase Hansen, 6, as he pointed west. "It's red, and it's bright."

His mom, Tracy, broke it to him gently.

"No, honey, that's not

Mars," she said with a smile as she looked at the red light flashing high atop a Lockport water tower a mile or so away.

Tracy also said she felt a certain wonderment when using the telescopes.

"What I find interesting about this event is how it's like a time machine," she said. "You look through a telescope and see a galaxy that's several million light years away. Then you realize you're looking at a galaxy as it existed when dinosaurs roamed the Earth. That's amazing when you ponder it."

The astronomers in attendance appeared to enjoy the event as much as anyone else.

"Astronomy is something you love to do and something you love to share with others," said Chris Trzeciak, an information technology disaster recovery specialist who grew up in Evergreen

Park and recently moved to Homer Glen. "There's a lot of 'wow,' a lot of, 'Hey, come here, you've got to see this.'"

One reason he said he moved to Homer Glen is darkness, which is something treasured by the community. The Village has taken actions to minimize light pollution and is the first community east of the Mississippi River to earn a "Dark Sky Community" designation from the International Dark Sky Association.

Its 2007 outdoor lighting ordinance has served as a model for other communities.

"That's a real feather in Homer Glen's cap," added Hopkins, a retired teacher from Plainfield. "If you want a view of the skies as clear as you'll get here, you'd have to drive about 75 miles away, down I-55. For a community so close to Chicago to achieve that designation is



Mike Giannoni looks through a telescope during the stargazing event hosted at Trantina Farm on Friday, June 10, in Homer Glen. PAUL BERGSTROM/22ND CENTURY MEDIA

impressive."

But the feather is not something Homer Glen takes for granted, added Joe Turrise and Gary White, both members of the Village's Environment Committee.

"This is an issue we address almost continuously, in one way or another," Turrise said. "We're going back and forth with the State right

now over how much lighting will be needed at intersections after 159th Street is widened. We're also concerned about the light coming from the new warehouses in Lockport, right over there on Gougar Road. In Homer Glen, we don't want and won't accept the kind of light pollution you see in Chicago and some of these other towns."

## Students Deserve A Better Bank!



- No ATM Fees
- No Ongoing Minimum Balance
- Free Email or Text Alerts
- Free Mobile Banking, Mobile Deposit & Person-to-Person Pay
- Help When You Need It

Get ready for school (and beyond) with FREE Checking from First Community. Talk to a Banker today.

13901 S. Bell Road • Homer Glen, IL • 708/301-5900






\* A minimum initial deposit of \$100 is required to open a free student checking account. The account is non-interest bearing and students under 18 must have a parent as joint owner. The Bank will pay transaction fees for all foreign (non-First Community, Allpoint or Star) ATM transactions in the U.S. each month. Fees for international card use may apply. \$50 gift card, given at time of account opening, is taxable and subject to IRS 1099 reporting. If account is closed prior to one year of opening, early closing fee of \$50 will be deducted from the account at closing. Paper statements \$3.00 additional per month. Offer may be withdrawn at any time.



### FIRST COMMUNITY

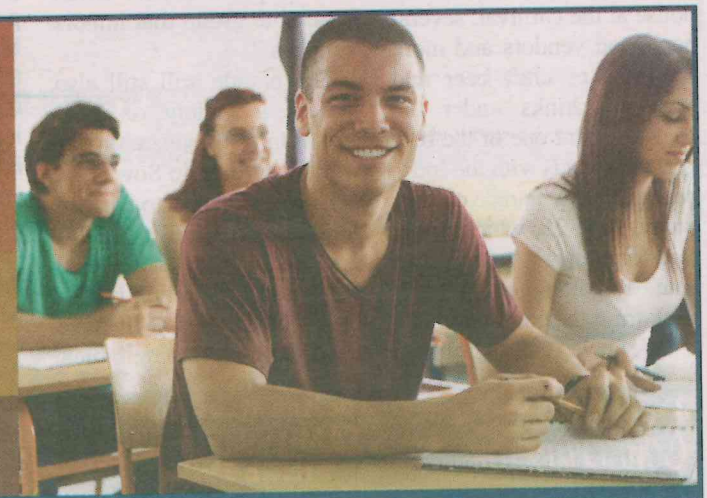
FINANCIAL BANK

The Community Bank Where People Come First<sup>®</sup>



www.fcbankgroup.com





Monday, Sept. 26: Congresswoman Tammy Duckworth posted a picture of her daughter at pre-preschool at Willow Recreation Center and tagged HE Parks.

## Facebook

The screenshot shows a Facebook post from Tammy Duckworth (@TammyForIllinois) dated September 20 at 4:55pm. The post features a photo of her daughter, Abigail, sitting on a carpeted floor in a classroom, playing with a red toy cash register. The caption reads: "Abigail's first day of play school (pre-pre-school) at Hoffman Estates Park District." The post has 3 shares and several comments. The left sidebar shows the user's profile and navigation options. The right sidebar includes a "Sign Up" button, a grid of photos, a video player, and a list of pages liked by the user, such as VoteVets.org, Progress Illinois, and United Food and Co...

## Twitter

The screenshot shows a Twitter post from Tammy Duckworth (@TammyforIL) dated Sep 26. The tweet includes a photo of her daughter, Abigail, playing with a red toy cash register. The text of the tweet is: "Abigail's first day of play school (pre-pre-school) at @HEParks. Learning how to count \$\$\$ #MoneySmarts". The tweet shows 5 retweets and 60 likes. The interface includes a "You Retweeted" notification at the top and navigation icons at the bottom.

You Retweeted



**tammyduckworth** @tammyduckworth · Sep 26

Abigail's first day of play school (pre-preschool) at HoffmanEstatesPark District. Learning how to count \$\$\$  
#MoneySmarts @HEParks



← 1 ❤️ 9 ⋮



# Elgin's Marta Krakowski learns to love tennis from dad, a Polish immigrant



Marta Krakowski returns a serve as a freshman last season for Elgin. Krakowski, who took a 24-0 record to the state meet last year, has taken over at No. 1 singles for the Maroons. (Andy Krakowski)

By **Joshua Welge**  
Elgin Courier-News

SEPTEMBER 12, 2016, 1:32 PM

**M**arta Krakowski has two worlds, and the connection is tennis.

The only child of Polish immigrants, the Elgin sophomore speaks her parents' native language at home. On Fridays, after tennis practice, she goes to a Polish school for three hours of language practice.

Both generations, though, are fluent in tennis.

Krakowski's dad, Andy, took up the sport when he came to the U.S. in his 20s. He passed on his love of tennis to Marta, starting her at age 7.

"He's my coach," Krakowski said. "He's always watching and correcting."

Job well done, dad.

Coming off a sensational freshman year that saw Krakowski go 24-0 before state, she's a clear-cut No. 1 for Elgin with the graduation of four-time state qualifier Dahlia Keonavongsa.

"The biggest thing is not everybody is going to be up at her level — she has to challenge herself," Elgin coach Phet Rattana said. "She is so much above most everybody else. Not only on my team, but the area."

Krakowski is, indeed, now on an island for Elgin.

Keonavongsa was her mentor, and she was also her practice partner. Now it's up to Rattana to hit balls with his No. 1. Krakowski has to follow her own lead and push herself.

On top of that is the challenge of playing at No. 1 singles. Krakowski was kept at No. 2 all last year.

Krakowski dropped her first match this season to Jacobs' Haley Steinkamp, but hasn't lost since.

"It's definitely a little more pressure," Krakowski said. "I have to be awake and more consistent and hit the ball harder to keep points shorter."

Krakowski received a bit of a rude welcome to playing against the elite at state last year.

Unbeaten coming in, she fell ill that week. Struggling with sickness, she dropped her first match at state. Krakowski doesn't make excuses.

"It was an experience to see how they play," Krakowski said. "I just wasn't playing my best tennis. Losses are good for you. I wasn't expecting to go undefeated."

Krakowski's bread and butter are her ground strokes, with impeccable footwork that puts her in proper position.

It's her serve that she's worked to improve. She had more double faults as a freshman than her coach would have preferred, and she needed to tweak her second serve.

"My serve was inconsistent," Krakowski said. "I'm trying to work on placing the ball. I need to end points as quickly as I can."

Krakowski, who started to play USTA at age 9, works with her dad at Prairie Stone Sports and Wellness Center in Hoffman Estates.

The two keep at it daily, and even did so during a trip overseas this summer.

Visiting Poland with her parents, Krakowski practiced with her dad on clay courts close to her grandparents' home.

"The ball goes a little slower on the clay courts, so I have more time to react," Krakowski said. "I try to be more consistent, do what I do over here. We put more time on my forehand, changing things up a little bit."

*Joshua Welge is a freelance writer for The Courier-News.*

Copyright © 2016, Elgin Courier-News

**This article is related to:** [Elgin](#)

Entertainment | posted: 9/21/2016 6:00 AM

# Fairs & fests: Pumpkinfest, Apple Fest, Ale Fest, Barkapalooza and more



Kids can run through the corn maze during Pumpkinfest at Didier Farms in Lincolnshire.

*Daily Herald file photo by Gilbert R. Boucher II | Staff Photographer*

## This weekend

**Long Grove Apple Fest:** 11 a.m. to 11 p.m. Friday, Sept. 23; 10 a.m. to 11 p.m. Saturday, Sept. 24; and 10 a.m. to 6 p.m. Sunday, Sept. 25, at Old McHenry and Robert Parker Coffin roads, Long Grove. Live music on the main stage, including Sixteen Candles at 9 p.m. Friday, ARRA at 7 p.m. and 7th Heaven at 9 p.m. Saturday, Bella Cain at 4 p.m. Sunday. Apple-based fare, family activities and more. \$5; free for kids 12 and younger. Free for all ages from 11 a.m. to 2 p.m. Friday. [longgrove.org/festivals/apple-fest](http://longgrove.org/festivals/apple-fest) (<http://longgrove.org/festivals/apple-fest>).

**Furlong Fest:** 1 to 11 p.m. Friday, Sept. 23; noon to 11 p.m. Saturday, Sept. 24; and noon to 8 p.m. Sunday, Sept. 25, at Arlington International Racecourse, 2200 W. Euclid Ave., Arlington Heights. Horse racing, food, live music and more. "American Idol" winner and Mount Prospect native Lee DeWyze performs at 8:30 p.m. Saturday. Admission: \$5; free for kids 12 and younger. VIP tickets to meet DeWyze cost \$40. [furlongfest.com](http://furlongfest.com) (<http://furlongfest.com>).

**Harvest & Harmony Fest:** 4 to 9 p.m. Friday, Sept. 23, and 11 a.m. to 9 p.m. Saturday, Sept. 24, along Dean Avenue, between St. Johns and Roger Williams avenues, and in Jens Jensen Park, Highland Park. Outdoor music fest features performances by Sam Llanas, formerly of the BoDeans, and Chicago native Michael McDermott. Free. [facebook.com/raviniadistrict.highlandpark](http://facebook.com/raviniadistrict.highlandpark) (<http://facebook.com/raviniadistrict.highlandpark>).

**Glendale Heights Oktoberfest:** 5 p.m. to midnight Friday, Sept. 23; noon to midnight Saturday, Sept. 24; and noon to 10 p.m. Sunday, Sept. 25, at Camera Park, 101 E. Fullerton Ave., Glendale Heights. German food and beer, live entertainment, a pumpkin patch and vendors selling German products. \$5 for adults after 4 p.m.; free for kids 16 and younger. [glendaleheightsoktoberfest.com](http://glendaleheightsoktoberfest.com) (<http://glendaleheightsoktoberfest.com>).

**Huntley Fall Fest:** 5 to 11 p.m. Friday, Sept. 23; 10 a.m. to 11 p.m. Saturday, Sept. 24; and 11 a.m. to 7 p.m. Sunday, Sept. 25, at Deicke Park, 12015 Mill St., Huntley. Carnival, concerts, car show, model train display, pancake breakfast, food vendors, beer garden, kids' area, scarecrow building, tractor show, petting zoo, pony rides and more. Fireworks at 8:45 p.m. Saturday. Free. [huntleyfallfest.com](http://huntleyfallfest.com) (<http://huntleyfallfest.com>).

**Downtown Elgin Pub Crawl:** 6 to 10 p.m. Friday, Sept. 23, at bars, restaurants and cafes in Elgin. For \$15, those 21 and older receive an official Pub Crawl Report Card Passport and T-shirt, drink specials, cartoon costume contests, kid-themed activities for adults, passport raffle prizes and a night of playtime. [downtownelgin.com](http://downtownelgin.com) (<http://downtownelgin.com>).

**Uncorked and Untapped Fundraiser:** 7 to 10 p.m. Friday, Sept. 23, at the Bridges of Poplar Creek Country Club, 1400 Poplar Creek Drive, Hoffman Estates. Fundraiser for Friends of Hoffman Estates Park District. Wine and beer paired with food, live entertainment and Reverse Raffle. \$25-\$30. [heparks.org](http://heparks.org) (<http://heparks.org>).

**Woodstock International Film Festival:** Friday through Sunday, Sept. 23-25, at the Woodstock Theatre, 209 Main St., Woodstock. 14th annual film fest features five art and foreign films. \$6 matinees/seniors, \$8 evening. [classiccineamas.com](http://classiccineamas.com) (<http://classiccineamas.com>).

**Deerfield Harvest Festival:** 8 a.m. to noon and 5:30 to 9 p.m. Saturday, Sept. 24, at Park Avenue and Deerfield Road, Deerfield. Kids' activities at the farmers market include Touch-a-Truck, apple bobbing, balloon creations, face painting and more. Evening events begin at 5:30 p.m. and include a bags tournament, live music, food, beer and wine (for ages 21 and older) and more. Free. (847) 945-5000 or [deerfield.il.us](http://deerfield.il.us) (<http://deerfield.il.us>).

**Didier Farms Pumpkinfest:** 9 a.m. to 6 p.m. daily from Saturday, Sept. 24, through Monday, Oct. 31, at Didier Farms, 16678 Aptakisic Road, Lincolnshire. Hayrides, camel rides, Animal Land Zoo, parakeet exhibit, Pumpkin Playland, pig races and more. Free, but activities require tickets. [didierfarms.com/pumpkinfest](http://didierfarms.com/pumpkinfest) (<http://didierfarms.com/pumpkinfest>).

**24th Annual Farm Heritage Festival:** 9 a.m. to 4 p.m. Saturday and Sunday, Sept. 24-25, at the Lakewood Forest Preserve, on Route 176 west of Fairfield Road, just east of Wauconda. See antique tractors, cars, steam engines and other farm machinery. Daily tractor parade at 1:30 p.m. Petting zoo open from 11 a.m. to 4 p.m. Also, sheep herding and threshing demonstrations, live music, wagon and barrel train rides, crafts and more. \$10 adults; \$5 seniors (ages 55 and older) and kids 4-17. Two-day weekend pass costs \$15 for adults, \$7 for kids and seniors. Free for kids 3 and younger. Save \$1 on admission by purchasing an advance ticket online or by downloading coupon. (847) 968-3400 or [lcfpd.org](http://lcfpd.org) (<http://lcfpd.org>).

**Randall Oaks Fall Festival:** 9 a.m. to 4 p.m. daily from Saturday, Sept. 24, through Sunday, Oct. 30, at Randall Oaks Zoo, 1180 N. Randall Road, West Dundee. Hay maze, corn bin play area, fall treats for purchase and face painting from 9 a.m. to 5 p.m. for \$3-\$5 and pumpkins for a charge. On weekends, bonfire from noon to 5 p.m. and hayride for \$2. With some exceptions, activities included with zoo admission, which is \$3.25 for residents; \$4 for nonresidents. Free for kids younger than age 2. (847) 428-7131 or [dtpd.org](http://dtpd.org) (<http://dtpd.org>).

**Art in the Barn:** 10 a.m. to 5 p.m. Saturday and Sunday, Sept. 24-25, on the grounds of Advocate Good Shepherd Hospital, 450 Route 22, Barrington. 42nd annual juried art festival with more than 175 artists, entertainment, food,

Northwest Suburbs  
**Daily Herald**

Movie guide 2  
Comics 4  
Classifieds 5,6

**dh** dailyherald.com

# Neighbor & Classifieds

NC4

## Oakton offers business class taught in Spanish

*Submitted by Oakton Community College*

Oakton Community College has announced its first business class taught entirely in Spanish, a language spoken by more than 410 million people as their native tongue.

Introduction to Business (BUS 101-050) covers topics related to business and economics in the United States and globally. It demonstrates the key

components of a business plan, as well as the ethical, legal and social responsibilities of commerce.

The 12-week course meets from 4:30 to 6:30 p.m. Wednesdays starting Sept. 28 at Oakton's Des Plaines campus, 1600 E. Golf Road.

Dean of Social Sciences and Business Brad Wooten said this is the first time the college is offering a credit course in

a career program in Spanish, the second most spoken language in the world and the United States.

"We recognize the demographic of Oakton's district and are meeting the needs of our community's high percentage of native Spanish speakers," he said. "Students must be fluent in Spanish to enroll."

Wooten added the new offering is in

the hands of Associate Professor of Business Lisa Cherivtch, who spent the past semester teaching abroad in Seville, Spain. "Lisa is an outstanding and dynamic instructor," said Wooten. "She brings real world experience to Oakton, and students will benefit from her knowledge."

For details, call (847) 376-7123 or email lcherivt@oakton.edu.



## Out & about

### An Evening with Mr. and Mrs. Lincoln

• 2 p.m. Friday, Indian Trails Public Library, 70 W. Dundee Road, Buffalo Grove. The Lincolns, played by Max and Donna Daniels, will share stories from courtship, to the presidency, to the struggle to hold a nation together during the Civil War. Registration required at [www.itpld.org](http://www.itpld.org). Free.

### Uncorked & Untapped

• 7 p.m. Friday, Bridges of Poplar Creek Country Club, 1400 Poplar Creek Drive, Hoffman Estates. Drinks paired with food at a fundraising event for Friends of HE Parks. Live entertainment, reverse raffle. \$25 in advance, \$30 at the door. For details, visit [www.heparks.org](http://www.heparks.org).

### Author, Pianist William Tuttle

• 7 p.m. Friday, Countryside Church Unitarian Universalist, 1025 N. Smith Road, Palatine. The writer, educator, pianist, composer and inspirational speaker will play piano and speak about his best-seller, "The World Peace Diet." Information about Tuttle is at [www.willtuttle.com](http://www.willtuttle.com). Suggested donation of \$5-\$10.

Submitted posted: 10/4/2016 8:50 AM

# Pumpkin Fest features fall family fun



Families will enjoy pumpkin decorating and more at the Pumpkin Fest Saturday, Oct. 15, at Vogelei Park. The Hoffman Estates Park District is collecting nonperishable food items in lieu of a fee to decorate a pumpkin.

Courtesy of Hoffman Estates Park District

## Submitted by Hoffman Estates Park District

The Hoffman Estates Park District presents its annual Pumpkin Fest from noon to 2 p.m. Saturday, Oct. 15, at Vogelei Park in Hoffman Estates. The event is free and features live music by the country band Wild Daisy.

Families will enjoy pumpkin decorating, which is also free. The park district is collecting nonperishable food items in lieu of a fee to decorate a pumpkin.

In addition, kids will enjoy inflatables, face painting, balloon artist, crafts and more.

For details visit [heparks.org](http://heparks.org) (<http://heparks.org>) or call (847) 885-7500.

• Submit 'Your News' at [www.dailyherald.com/share](http://www.dailyherald.com/share).

### Get articles sent to your inbox.



Click here to sign up for the Schaumburg Newsletter

Submitted updated: 9/8/2016 7:32 AM

# Wine Event Fundraiser to Benefit Local Kids



Mayor McLeod and attendees at the 2015 Uncorked & Untapped event. The 2016 event will take place on Sept. 23.Hoffman Estates Park District

## Hoffman Estates Park District

The Friends of HE Parks foundation will hold its annual Uncorked & Untapped wine and beer event on Friday, Sept. 23 from 7 to 10 p.m. in Hoffman Estates. Attendees will enjoy a selection of wine and beer paired with delicious dishes at the event that takes place at the beautiful outdoor gazebo venue at Bridges of Poplar Creek Country Club. Live entertainment will be featured along with the popular and unique Reverse Raffle. All money raised supports the foundation's Scholarship Fund to help local kids attend camp, take swimming lessons, participate in youth sports and much more.

Here's how the Reverse Raffle works: The Grand Prize is \$2500. Ticket holders have a 1 in 300 chance to win with only 300 tickets being sold at \$20 each. Tickets will be randomly drawn until only 5 tickets remain. At that time, those ticket holders will be asked to come to the board where they will be asked if they want to "Split the Pot" or continue to draw tickets. If they do split the pot, then the raffle is over and the \$2,500 is divided between 5 winners. If they decide to continue to draw, the remaining 4 participants will be asked if they want to "Split the Pot" or continue to draw tickets. The process will be repeated until there is a vote to Split the Pot which will end the raffle drawings or a final winner emerges. There must be a majority vote to Split the Pot -- a tie vote will be an automatic draw. Additional raffle prizes will be drawn from the "losing" tickets.

For more information and for tickets visit [heparks.org](http://heparks.org)

(<http://heparks.org>) or call 847-885-7500.



# Wine event fundraiser benefits local children

Submitted by Hoffman Estates Park District

The Friends of HE Parks foundation will hold its annual Uncorked & Untapped wine and beer event from 7 to 10 p.m. Friday, Sept. 23, in Hoffman Estates.

Attendees will enjoy a selection of wine and beer paired with dishes at the event that takes place at the outdoor gazebo venue at Bridges of Poplar Creek Country Club.

Live entertainment will be featured along with the Reverse Raffle. All money raised supports the foundation's Scholarship Fund to help local kids attend camp, take swimming lessons, participate in youth sports and more.

Here's how the Reverse Raffle works: The Grand Prize is \$2,500. Ticket holders have a one in 300 chance to win, with only 300 tickets being sold at \$20 each. Tickets will be randomly drawn until only five

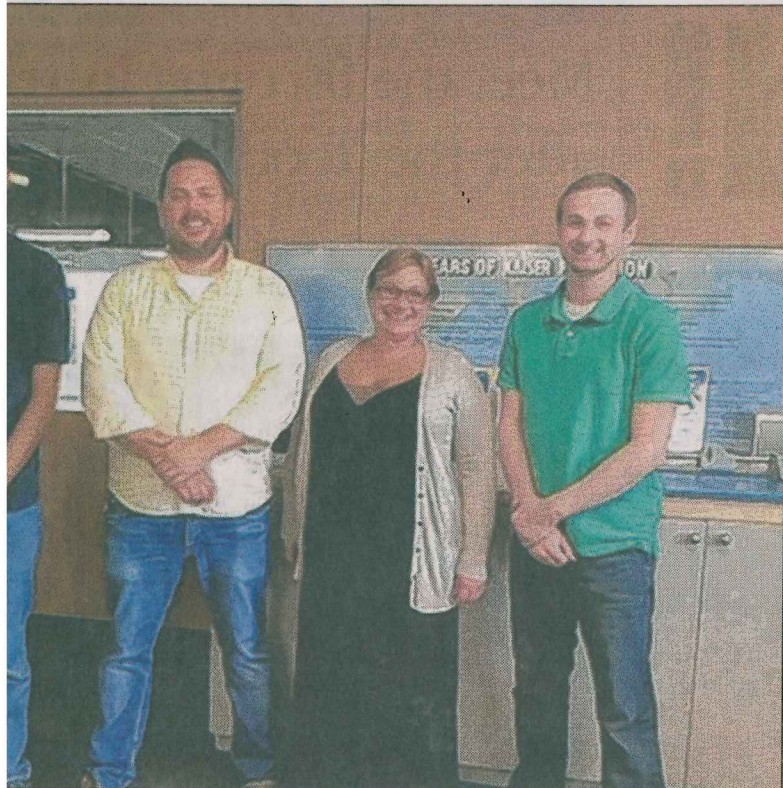
tickets remain. At that time, those ticket holders will be asked to come to the board where they will be asked if they want to "Split the Pot" or continue to draw tickets.

If they do split the pot, then the raffle is over and the \$2,500 is divided between five winners. If they decide to continue to draw, the remaining four participants will be asked if they want to "Split the Pot" or continue to draw tickets.

The process will be repeated until there is a vote to Split the Pot, which will end the raffle drawings or a final winner emerges. There must be a majority vote to Split the Pot — a tie vote will be an automatic draw. Additional raffle prizes will be drawn from the "losing" tickets.

For information and for tickets, visit [heparks.org](http://heparks.org) or call (847) 885-7500.

• Submit 'Your News' at [www.dailyherald.com/share](http://www.dailyherald.com/share).

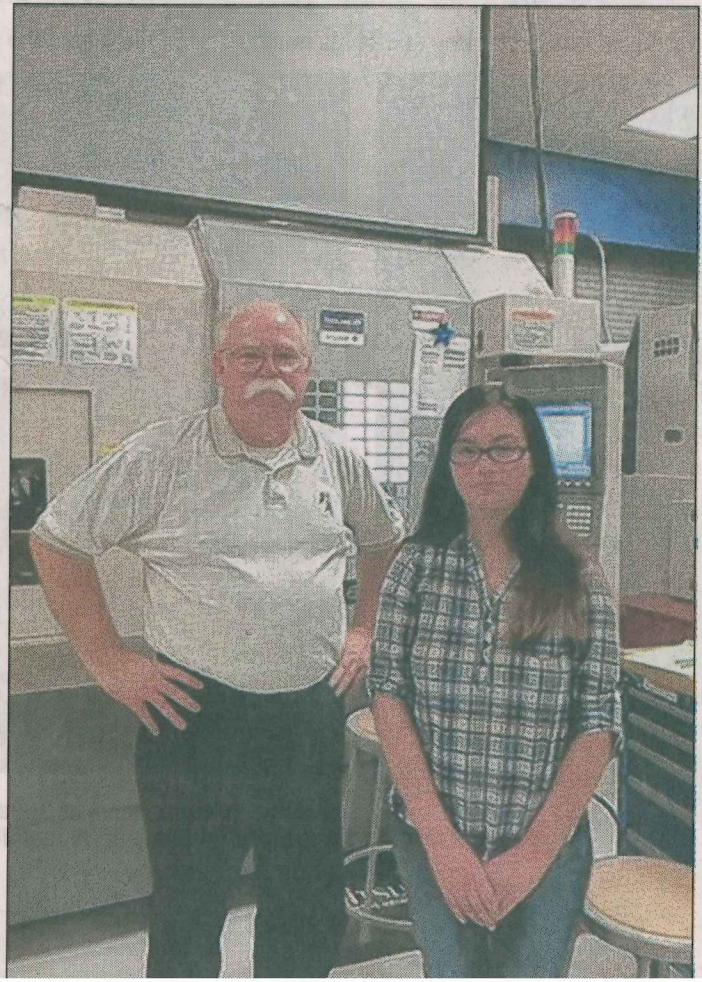


COURTESY OF DISTRICT #11

from Conant High School at Big Kaiser.

## 211 summer internships students and community

stu- had ollab- esses . The direct d the help ty by eance tran- The bility spe- quired xpe- stu- find- stab- orks, and xpe- firm open areer value s for well. fresh table t.ef.



SUBMITTED BY HOFFMAN ESTATES PARK DISTRICT Mayor McLeod and attendees at the 2015 Uncorked & Untapped event. The 2016 event will take place Sept. 23.

**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
REC, FACILITIES, ICE, C&M DIVISION**

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

**DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE**

**District Objective 1: Offer healthy and enjoyable experiences that promote equal access**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop performance measurement system to evaluate value in programming structure <i>(short term)</i>	(ICE) Evaluate DROP IN ice time programs – freestyle, private hockey, public skate, and drop in hockey time. Time adjustments for alternate programming options will be considered. Complete by the end of Q2.	C	Public skate – when weekend times were offered attendance has greatly reduced. All other DROP IN programs are very healthy. Staff will continue to evaluate this on a quarterly basis balancing ice program demands and the ability for drop in ice times. <b>Minor adjustments will take place in the Fall. Schedule appeared to operate efficiently with regard to ice availability and time allowed during the previous quarters.</b>
Expand Marketing communications with the use of social media and mobile applications. <i>(short term)</i>	(FAC) Develop interactive contests to enhance member retention. Utilize social media to promote monthly events and contests. TC/WRC. Develop contests and begin offering in Q1, Q2, Q3 & Q4. Offer 4 contests by the end of Q4.	C	Staff conducted a member appreciation week during the first quarter which was well received from participants. Staff will be working with C&M in Q2 to utilize social media more to promote these initiatives/ opportunities and <b>50+ has a new dedicated Facebook page.</b>
Develop plans to renovate Chino Park to meet community needs <i>(short/mid-term)</i>	(REC) Research the possibility of adding Community Garden Plots to Chino Park. Research the possibility of working with the village on this as a joint program. Determine a number of plots if the ROI suggests that it is a feasible project by Q2. Make recommendation in Q3.	NB	
Improve the overall health outcomes of programs offered <i>(annually)</i>	(DIVISION) Research, improve and expand on recreation, service and programming opportunities. Benchmark other organizations that are providing programs and services that are on the uptrend in specific areas. Each department should	C	Staff has been working with outside providers i.e. Harper College, Kids First, Higgins Outreach Center and is currently in the process of researching other trending opportunities to enhance the programming opportunities. Staff has worked extensively to benchmark and best

	benchmark 2 new programs/services by Q3.		<p>practice opportunities as it relates to the potential north side renovation, programming, rentals, ELC expansion, etc. and off-ice training in Q1. Part of this process is looking at maximizing space utilization and prioritization. Staff is currently working with Harper College to solidify a final agreement to provide a location for the college to provide off site continuing education and recreational programs for the both their participants, our residents and guests.</p> <p><b>Harper College began offering Yoga, Tai Chi &amp; Fencing classes at WRC. Intro to Banjo is being held at TC. Pickleball continues to see new park district interest. The latest is Elmhurst. HEPD 50+ has added a designated beginners' session on Mon, Wed &amp; Fri to help bolster its program.</b></p>
	(FAC) Increase the number of health & wellness programs to the community. Develop 5 new programs and have 2 new successful programs running by Q4. Create new programs to replace phased out fitness programs by Q4.	C	<p>Staff is researching new fitness trends, while at the same time offering services as outreach to the Higgins Educational Center. Staff is working with Harper College to provide the district as an off-site programming location with various health and wellness programs included in the inventory of those proposals.</p> <p><b>Please refer to the goal above for additional programming opportunities established with Harper College.</b></p>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	(REC) Offer additional quality special events/activities with local partners and/or new partners. Offer 3 new partnered events/activities that run with at least the minimum number of participants.	C	<p>Currently the 50+ opens their space for specialty groups on Sundays on a bi-monthly basis. Staff is working to provide additional programming through a new partnership with Harper College. Staff is also meeting with the village to discuss a joint special event and programming based on the current demand, while pooling resources. Staff has been working with the Diversity Committee in partnering with Party in the Park, they will be helping to add additional entertainment and</p>

			new ethic food vendors, currently the working relationship has been very positive and staff is thinking these new added additions along with the partnership will provide even more value to an already successful event. The goal is to attract even more participation. <b>50+ continues to partner with local business and organizations to sponsor and present varied programming during their brown bag lunches. This is another example of a partnered service.</b>
	(REC) Research & develop one new special event to incorporate into 2017 budget. Recommend new special event to incorporate into 2017 budget by Q2.	IP	<b>Staff is currently working on this opportunity to determine when and what event would fit well into the current schedule. Adding the Unity Day component into the Park and the Park schedule has been a successful new venture.</b>
Create recreational programs and opportunities to target underserved “demographic populations” ( <i>annually</i> )	(REC) Increase the number of demographically targeted programs. Offer 2 new programs by Q4.	C	50+ added 2 chair-based exercise programs for less physically abled. Staff is also working with outside contractors to offer targeted programs that are not currently listed in our program inventory list, i.e. ultimate Frisbee, dodgeball and kickball. <b>50+ has also added a third chair-based exercise class, Ageless Grace, and a chair balloon volleyball exercise program.</b>
	(REC/C&M) Partner with Hoffman Estates Police Department for National Night Out. Create a large community outreach program at 1 HEPD location. Hold event in Q3.	C	Staff will be partnering with the HE Police Department again this year. The intention will be to host the event again at SFAC. The village and park district were very happy with the attendance and the ability to share this message through this venue. <b>Staff worked with HEPD to promote National Night Out, which was held at a Park this year.</b>
Evaluate facility space utilization to accommodate growing programming needs. ( <i>mid-term</i> )	(DIVISION) Evaluate and work with Williams Architects to create a study to determine the direction with the north side of the Triphahn Center and Off Ice Training program. Complete direction by Q4.	C	Staff has been meeting with Williams Architects on numerous occasions. A presentation was made to the committee as a whole that was well received in March. Staff will continue to work with them and look at the transition plan/schedule. <b>Staff developed the</b>

			<b>final transition plan for both the off-ice training and north side renovation schedule with Williams and Associates which will start in November.</b>
Develop program life cycle model for all programs to assess meeting community needs and desires ( <i>short/mid-term</i> )	(DIVISION) Develop a systematic approach to identifying trends in the different industries as it relates to customer preferences. Benchmark 3 state and national recreation agencies. Obtain at least 2 models to compare by Q2. Develop recommendations by 3Q on programs to phase out in 2016/17.	NB	
Expand specialized programming opportunities that utilize partnerships and contractual agreements ( <i>mid-term</i> )	(DIVISION) Contact local colleges to establish partnerships for additional programming, i.e. Harper College, Judson University, Roosevelt, etc. Contact colleges by Q1; develop 1 new partnership with a local college and/or university.	C	Communications have continued with Harper College. They are excited about the space our facilities have to offer for various non-accredited classes. Staff is currently working to develop a contractual agreement and start scheduling space, based on supply and demand. Communications continue with all of these colleges/universities. Currently the team is finalizing an agreement with Harper College for off-site programming at HEPD facilities. <b>The agreement with Harper College has been finalized &amp; classes have begun. They are running Yoga, Tai Chi &amp; Fencing classes at WRC &amp; Intro to Banjo at TC.</b>
	(REC) Increase the number of programs offered to the community. Develop 5 new programs and have 2 new successful programs running by Q4. Create new programs to replace all phased out programs by Q4.	IP	Staff is reviewing current programs and enrollment numbers. <b>Adding two new camps to bridge the gap between camp and the start of school. Wiffle Ball- For the Spring of 2017 HEPD with offer a Wiffle Ball league that will be contracted out to WAKA. Q4</b>
	(REC) Research opportunities to offer a Fall Boy Scouts Skills Challenge Course at Fabrini Park. Complete by end of Q3, if applicable institute at end of 2016.	IP	Staff is currently working with two boy scouts on their eagle scout project(s). Staff has also developed a climbing program at PSS&WC specifically for scouts as a challenge for their ability to obtain certain scout badges.

**District Objective 2: Achieve customer satisfaction and loyalty**

Division Objectives	Measures/Action	Status	Achievement Level/Comments
Expand Marketing communications with the use of social media and mobile applications ( <i>short term</i> )	(FAC) Work with C&M to develop and integrate a fitness member survey, to assess member's needs for TC and WRC Fitness Centers. Q1-Develop survey Q2&Q4 - Administer survey	IP	<b>C&amp;M has developed the survey. It will be distributed in Q4.</b>
Develop brand identification and tagline to increase community awareness of District parks, programs, facilities and services ( <i>mid-term</i> )	(C&M) Develop an easy, quick, but quality online survey to measure customer satisfaction for special events and programming.	C	The new tagline and updated brand identity is complete. <b>Staff will be implementing in Q4 a social media contest to promote the brand, which will run through Fall 2017. Online survey for Party in the Park is completed.</b>
Develop plans to meet increased program needs of 50+ population.	(C&M) Measure satisfaction with the overall quality and user-friendliness of the website particularly as it relates to registration and a means for communication. Create an ongoing online short survey by Q3, no more than 12 questions, implement in Q4.	C	One successful example of this user-friendliness is the 50+ newsletter which averages a 40% open rate. HEPD Online survey is in place. <b>Survey results regarding online registration is that it is difficult – Ease of Registration scored 1.7 out of 4. We are limited by Rectrac's online registration; it is not flexible to changes.</b>
Expand Pickle ball opportunities and evaluate need for additional courts.	(REC) Partner with the Village of Hoffman estates and the Hoffman Estates Chamber of Commerce to start our "Providing a community for lifelong living" initiative. HEPD- recreation and activity, VOHE – health screening and services; HECC – resources for 50+ needs. Complete by Q4.	SC	<b>Pickle ball courts will be painted during the refinishing of TC's gymnasium. We will work to provide more structured play and possibly a league. The 50+ programming continues to provide additional programming in various areas including partnerships with the VOHE and the HECC.</b>
Educate parents regarding the child development benefits in our programs and services.	(REC) Evaluate the expansion of Pickle Ball courts to Victoria Park during 2016 resurfacing project. Complete by Q3 if applicable.	C	Planning and Development Director Buczkowski will be adding pickle ball court striping to the tennis court resurfacing project at Victoria Park in 2016. This will offer additional opportunities to play pickle ball while at the same time not affect the tennis court users. <b>This was completed on June 20<sup>th</sup></b>
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	(REC) Provide training for preschool aged children on our new Handwriting Without Tears learning curriculum and DHS update trainings for State families. Complete by Q3 – Handwriting with Tears Orientation Complete by Q2 and Q3 – DHS Orientation	C	Staff attended Handwriting Without Tears Training in February.

	(ICE) Complete ice compressor rebuild.	C	Will be completed within the planned capital replacement schedule. <b>Due to the planned shut down in 2016 this project was moved up and completed in December of 2015 and will be completed again in 2017. This is an annual program so the shutdown meant there was no need to complete the project in 2016.</b>
	(FAC) Purchase Fitness Equipment and/or move fitness equipment from PSS&WC. Complete by Q4.	SC	The Life Fitness synergy fitness equipment has been received at PSS&WC within Q1. Additional fitness equipment will be assessed moved and/or purchased for all facilities by Q4. <b>PSS&amp;WC has purchased new spin bike monitors which provide feedback regarding speed, cadence, and distance. Additional equipment for PSS&amp;WC will not be purchased within 2016 and will be assessed for the 2017 fiscal year. WRC &amp; TC are in the process of receiving quotes to purchase a Treadmill for TC and a recumbent &amp; upright bikes for WRC.</b>
	(FAC) Replace interior carpet and tile in rooms 2, 3, 4 and the general conference room at WRC. Complete by Q4.	IP	Quotes have been obtained for rooms 3, 4 & the meeting room. Parks Dept. will be installing carpet and tiles in room 1 & 2 when time allows, prior to Q4.
	(ICE) Replace and rebuild cooling tower and tube condenser. Complete by Q3.	C	The start date is set for a June 4 shutdown; during that time these items will be replaced and rebuilt. Programming, ice and building schedules are reflective of this timeline and change. The project started in June and continues to take place into Q3; currently the project is going well and remains on schedule. During this time staff is also painting, repairing flooring and enhancing the whole lower level so when the ice is rebuilt and back in place the center overall will have a fresh new look. <b>Completed in July</b>
	(FAC) Replace vinyl tile in the Vogelei Barn. Complete by Q4.	IP	<b>Staff is obtaining quotes to purchase the tile for Vogelei Barn lower level, washrooms &amp; office space on the upper level.</b>

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand specialized programming opportunities that utilize partnerships and contractual agreements ( <i>mid-term</i> )	(ICE) Institute new USFS High School skating program. Staff will be meeting with area high schools with regard to the program and how to become involved. Complete meeting by Q1; if feasible implement by Q3.	C	USFS is changing their lesson format to include high schools. Staff will address with schools once the information is released in April and institute in the Fall Q4. Staff met with members of USFS. There has been a complete program change on a National Level. These changes start at beginning level and the high school program appears to not be a USFS program. Staff will continue to monitor the program changes.
	(REC) Partner with the Village of Hoffman Estates block party coordinator to add a recreational component in their block party scheduling. (Ex. various contests, sound system with dance along options). Q1 – Schedule a meeting with VOHE coordinator. Participate in 50% of the block parties with this new recreational component by Q3.	NB	Changing of staffing for both VOHE and HEPD has not permitted for this partnership to begin.
	(REC) Work collaboratively with other groups within our community to offer value added services. Offer one and/or add on to one special event by Q4 that incorporates the Village <b>and Chamber</b> .	SC	New partnership with Village on Harvest Luncheon serving 50+ population. Other opportunities are also still being evaluated. Partnered with D15 for field trip transportation. <b>50+ has begun discussions with NWSRA re: reserving a couple of exercise class slots for its clients.</b>
	(REC) Program outdoor sport adventure programs at various parks. Expand LL Bean partnership with Paddleboard to include kayaking and canoe training. Add additional archery programs and research cycling programs. Complete by end of Q2	C	Currently offering Outdoor Adventure program with DEA in the summer brochure. <b>Staff has expanded and developed a very successful indoor archery program and will have a temporary programming site outside for 2017, which is part of the Eagle Scout project for 2016.</b>
Expand facility based special events that promote greater facility usage. ( <i>annually</i> )	(FAC) Work with C&M to develop ways to utilize social media to promote community centers, (membership, rentals and personal training). Work with C&M in Q1, create measures in Q2 and determine if results were	IP	Currently the C&M Supt. is working with the various departments to promote and engage participation in these areas. <del>As</del> <b>The</b> new social media associate position is filled again this will enhance and be even more prevalent in all



	successful in Q4.		facets of the district operations.
Expand Marketing communications with the use of social media and mobile applications. <i>(short term)</i>	(C&M) Utilize video on web and social media to engage and educate the community on green, social equity and health and wellness. Develop at least one new video each month, create 12 total by end of Q4.	IP	Pickle Ball – Jan 4 –Feb 1 Dreaming of Summer – Feb 1-Feb 23 Pot of Gold Climb – Feb 23- March 18 Spring Registration – March 18-Apr26 Summer Registration – April 20-May 24 Sum Sum Summertime – May 24-June 9 <b>Party in the Park - July 18-Aug 6</b> <b>Summer Campers Wrap Up 2016 – Aug 7-15</b> <b>Come to Pumpkin Fest – Aug 15-Oct 17</b>
	(C&M) Measure the attrition rate of mobile application users. Determine a baseline by end of Q2; decide if this application is of value at that time.	IP	Currently the department measures the use of the mobile application. By the end of Q4 the department will decide if that is a quantifiable and useful measure for growth. <b>Use has been growing all year, but in August we saw a decline in users for the first time.</b>
Increase volunteer involvement in District operations <i>(annually)</i>	(DIVISION) Benchmark other volunteer program to determine appropriate measures as it relates to levels of volunteer engagement. Determine a number of hours per year as a baseline by Q4. Increase volunteer participation as a district in hours by 2% from 2015.	SC	Staff is currently working on ways to increase the amount of volunteer opportunities, while at the same time researching new ways to engage more participation. <b>C&amp;M: Volunteer opportunities are listed on website. Benefits of volunteering are promoted in Park Perspectives, web articles, final numbers will be reported in Q4.</b>
Develop program life cycle model for all programs to assess meeting community needs and desires <i>(short/mid-term)</i>	(REC) Develop a formal special event total attendance template that can also track demographic information that may be important for targeted markets and/or event ideas/decisions. Develop by end of Q2.	NB	
Develop brand identification and tagline to increase community awareness of District parks, programs, facilities and services <i>(mid-term)</i>	(C&M) Actively account for social media subscribers and increase engagement. Increase engagement by 3%, by Q4.	SC	(Baseline/Jan) Followers: <b>Facebook-(2,069) Aug 2,429 +17%</b> <b>Twitter-(630) Aug 713 +13%</b> <b>Google Plus –(11) Aug 19 +4%</b> <b>Instagram – (58) Aug 90 +55%</b>
Create recreational programs and opportunities to target underserved demographic populations <i>(annually)</i> .	(REC) Expand iCompete into an Elementary School in D15 and potentially another D54 school. Q2 – propose to school districts Q3 – Run program throughout school year	IP	Met with the Principal of Hoffman Estates High School to also look to expand the program to other areas over the summer in order to run the program year round. D15 was not available to meet to discuss this program. Will attempt to reconnect in August before

			school begins.
	(ICE) Research and Develop a Hockey Mentorship program to families of Hoffman Estates. Q1 – Develop program parameters Q3- Recruitment Q4 – Kickoff	C	Staff is currently in the process of developing this template. Due to the ice rink shutdown staff is moving the timelines to coincide with the re-opening of this area. <b>3 Mentors are in place for the Fall/Winter season.</b>

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves ( <i>annually</i> )	(DIVISION) Maintain minimum operating standards for all program areas. Complete by Q4.	SC	Staff is using budget activity analysis worksheets to make sure that each program and/or service offered maintains the appropriate ratios for the minimum operating standards.
Secure additional alternative sources of revenue to support financial goals ( <i>annually</i> )	(REC) Reach out to special interest groups to provide contractual services to reduce costs while providing new programming and service opportunities for residents and guests. Partner with 2 new special interest groups to provide 2 new contractual services for programming opportunities. Complete by Q4.	C	Significant sponsorship opportunities are being researched for 50+, along with more conventional 50+ program fee structures, e.g., punch card system, while at the same time making sure costs are covered including direct and indirect expenses. <b>Charging vendors for tables at annual Open House in August. \$1000 in revenue resulted. Partnering with Harper College to offer continuing education courses at HE Parks facilities. Harper will also advertise approved programs in their guides. The agreement with Harper College has been finalized &amp; classes have begun. They are running Yoga, Tai Chi &amp; Fencing classes at WRC &amp; Intro to Banjo at TC.</b>

**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals ( <i>annually</i> )	(ICE) Evaluate offering a house league hockey program at Pine Park. Complete by end of Q1.	C	It was determined that in house will have to take place at TC. The influx of weather made it unpredictable with regard to ice. Staff was able to use Sunday time to implement a new

			House League Program.
	(DIVISION) Measure the total net surplus in the 02 from 2015 to 2016. Complete by Q4.	IP	This is process that is monitored on an on-going basis. Staff continues to monitor this net surplus goal.
	(FAC) Increase facility rental revenue by across the district by a minimum of 3%, from 2015 to 2016. Complete by Q4.	IP	The Q1 <b>and Q2</b> saw a 3% increase between TC, WRC & Vogelei facility rentals as compared from 2015 to 2016. <b>Q3 continued to see over a 3% increase in facility rentals between TC, Vogelei &amp; WRC.</b>
Support Friends of HE Parks to expand level of financial support provided to District and our residents for scholarships and special projects <i>(annually)</i>	(C&M) Promote the Giving Tree and other Friends of HE Parks events, programs and services to the community. Utilize all marketing and communication channels, increase overall exposure by 3% from 2015.	IP	Giving tree in all marketing channels since January. This initiative has been included in the marketing matrix which includes all channels as stated above. Giving tree and all Foundation events are promoted in the entire District's marketing channels. <b>Uncorked &amp; Untapped event had record attendance and Reverse Raffle sales.</b>
Achieve District annual budget to maintain fund balance reserves <i>(annually)</i>	(DIVISION) Increase the revenue ratios and reduce the expense ratios from 2015 to 2016. Complete for 100% of all major program areas by Q4.	IP	Staff continues to monitor all major program areas. Each department head is using our budgetary cost analysis sheets that include direct and indirect costs to meet expense ratios.
Continue to evaluate and apply for grant revenues to support District's operations and capital projects <i>(annually)</i>	(C&M/REC) Increase the number of grant seeking opportunities. Apply for 2 more grants in 2016 than in 2015, complete by Q4.	C	The IAPD Power Play grant was submitted in February. Applied for Bark in the Park grant in June. <b>Won Art in the Park grant \$2,500 and Best Green Practices from IAPD in September.</b>

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Perform a capacity usage analysis of facilities <i>(annually)</i>	(ICE) Continue to work with the SEARS CENTRE regarding open ice options. Connect quarterly meetings to determine availability. Complete by Q4.	C	Staff worked with Sears in the winter months with regard to ice time because of the limitations of guaranteed time and the new developmental basketball team moving in. Staff believes ice time will become limited based on the facilities schedule as a whole. <b>The Sears Center is no longer renting ice to organizations as they are now contracting</b>

			<b>with the Chicago Bulls for basketball.</b>
	(ICE) Conduct a space analysis of the ice arena area – skate rental / party room/ Coaches area/ 3 office spaces. Ensure that space is being utilized to the optimum potential. Complete in Q1.	C	Storage options as well as spacing within the old Hockey Manager office are being utilized as additional locker room space for girls and boys teams and for coach’s equipment to free up the coaches locker room. <b>Areas in the back of the rinks will be utilized in the fall for additional shooting areas.</b>
Secure additional alternative sources of revenue to support financial goals ( <i>annually</i> )	(ICE) Evaluate the possibility of moving the Pine park ice rink to TC to add additional sheet of ice in the fall/winter. Complete by end of Q2, make recommendation in Q3.	C	The Off-Ice Training area has been the focus of staff time. Adding a rink to the TC lot creates a parking issue and seems to not be an option, after conducting the analysis with Williams.
	(REC) Increase program participation by 1% overall from 2015 to 2016. Complete by Q4.	SC	Staff is working to increase participation in all program areas; part of this initiative is to also add additional programs including ethnic based services that were identified in the CMP process. <b>50+ Tai Chi and Write It Now classes have experienced a greater than 1% increase in registration.</b> <b>As of September 1<sup>st</sup>, ELC had 38 participants up from 34 participants last year.</b>
	(FAC) Increase total membership sales at TC & WRC by 1% from 2015 to 2016. Complete by Q4.	IP	<b>Currently TC and WRC are slightly behind by last year’s net numbers but staff believes the dip can be attributed to the two new centers that have opened up in the region, i.e. Any Time Fitness at Barrington and Golf and Orange Theory Fitness at the corner of Golf and Roselle Rd. Staff will continue to monitor and be proactive with recruitment and retention. Going forward marketing efforts has been completed to enhance the membership at these two sites along with promoting the all district membership through PSS&amp;WC. As with past new centers in the area we will usually see a dip but then rebound well once those facilities are established. That has been the direction and conclusions from previous centers opening in the area.</b>

Reduce utility expenses in parks and facilities by converting to alternative energy sources ( <i>annually</i> )	(FAC) Research cost-cutting, sustainable initiatives within the facilities that create energy efficient upgrades. Complete by Q4, implement 1 new initiative during 2016.	IP	As part of the bi-weekly <del>monthly</del> walk-throughs with the Director of Recreation & Facilities the facility managers and the director will be looking for various opportunities as those weekly walk through's take place.
---	---	----	--

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

**District Objective 1: Create and sustain quality parks, facilities, programs and services**

Division Objectives	Measures/Action	Status	Achievement Level/Comments
Enhance District signage to inform and educate guests. ( <i>short/mid-term</i> )	(C&M) Update district educational signage. Add to, revise and reprint (where necessary) educational signs. Complete by Q4.	IP	Updating all signage with new info and new logos. <b>Working with Parks to compete marquee logos. Busses remain, may be a 2017 budget item.</b>

**District Initiative 2: Utilize best practices**

Division Objectives	Measures/Action	Status	Achievement Level/Comments
Continue to promote operation safety excellence utilizing procedures and best practices to maintain PDRMA accreditation. ( <i>annually</i> )	(SFAC) Facilitate Starguard lifeguard recertification, new lifeguard training, and in-services to ensure all aquatic team members meet or exceed program requirements. Complete Starguard operational reviews of PSSWC and SFAC. Plan aquatic trainings within Q1 and complete 4 outside audits by Starguard by Q4. Pass 90% of all audits conducted by Starguard.	C	Managers have recertified 25 returning lifeguards and will be hosting a new guard class in May. We are all registered with Starguard and will be ready for audits as they occur. In June the managers held a new guard class that included 10 new lifeguards. Our first review with Starguard ended in an elite status. <b>Our final audit of the season was held on August 13 and we received and Elite Status on the overall audit.</b>
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	(FAC) Review the changing demands of the facilities as the demographics and community continues to change. Review schedules in Q1 & Q2 make any recommended changes in Q3, based on participation numbers and demand.	IP	Staff continues to monitor space demands and usage. As space opens up based on program participation and or participation numbers, classes are relocated based on size and space demands. Facility managers are also renting space that has gone un-programmed and/or under-utilized.
	(FAC) Work with local vendors to obtain the best pricing for our custodial supplies. Try to	IP	Staff is currently working to set up meetings with all departments to utilize joint purchasing

	utilize mass purchasing amongst all facilities. TC&WRC. Q1- Set up facility supervisor and head custodial Mtg. to identify supplies needed and potential vendors. Q1 & Q2- Obtain quotes from identified vendors. Implement changes in Q3 if able and the program is cost effective.		and mass delivery options as well.
--	--	--	------------------------------------

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operation safety excellence utilizing procedures and best practices to maintain PDRMA accreditation. <i>(annually)</i>	(FAC) Provide Medic AED, CPR, First Aid Course educational training opportunities to all HEPD team. Establish HEPD as an independent training center, beginning in 2016. Confirm the establishment of HEPD as an independent training center within Q1. Offer quarterly trainings for all HEPD team members, 1/quarter. Educate 50% of all new hires.	SC	HEPD has been established as an independent training center. Three additional full time staff has been certified to be instructors to teach Medic classes for the district. The annual Medic staff training plan has been developed and promoted to staff. One Medic class has been offered in Q1, with 2 planned to be completed within Q3. Three classes have been offered within the first 2 quarters. A refresher class was also offered through Hoffman U. Additional classes have been planned for the remainder of the year. <b>Medic classes continue to be offered throughout each quarter, with one being offered per quarter throughout 2016.</b>
	(FAC) Achieve PDRMA accreditation process, achieving scores which meet or exceeds expectations. Complete PDRMA review within scheduled time frame for 2016.	C	PDRMA review has been scheduled at Seascope within the month of June. Preparation for the accreditation process has begun and will continue up to the point of the review. The PDRMA review will take place within Q3 and is planned for July. <b>The PDRMA site visit was successfully completed within Q3.</b>
Develop additional programs and processes to support conservation, green initiatives <i>(annually)</i>	(ICE) Continue to look for ways to improve energy efficiency measures in the ice arena area. Complete 4 reviews by Q4.	SC	<b>With the addition of new equipment to the ice refrigeration system. Staff is optimistic energy cost to TC should see a savings. An update will be in Q4. During the conversations as it relates to the</b>

			<b>enhancement this was a major goal/initiative for the idea of moving forward on the project. Staff was very focused on making this the primary objective outside of the general operating measures.</b>
Provide educational programs and opportunities on environmental best practices ( <i>annually</i> )	(C&M) Educate residents through the Park Perspective on renewable resources, environmental stewardship and sustainability practices within our community. Complete by Q4.	C	The 2015 Annual Report was published in the Summer brochure. This information gives residents a snapshot of various renewable resources, sustainability practices and stewardship programs the district completed over the past year. Fall Park Perspective includes articles on Playground Renovations, Benefits of Parks, Benefits of Walking, Zumba at HEC, GIS system and Unplug Illinois. <b>Winter issue includes articles on new ice rink energy efficiencies; sponsorships, 2017 playground renovations, Foundation scholarship fund, Unplug Illinois, PSSWC's SYNRGY360 and importance of volunteers.</b>

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue emphasis on cross-training and ensure workforce readiness.	(FAC) Provide ongoing training to service desk team members. Continue cross training new staff between TC & WRC. Combined Quarterly staff meetings and conduct 4 total by end of Q4.	SC	The first meeting was held on 2/11/16, these will be quarterly and 4 will be completed by the end of Q4. This continues to be an on-going initiative and these two facilities meet together at their quarterly meetings to insure on-going successful cross training, which has worked out well. <b>A combined meeting with TC &amp; WRC service desk staff was held on August. 31.</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities ( <i>annually</i> )	(REC) Create a HE-Skills program for high school volunteers and employees providing them specific training in workforce readiness. A bi-monthly training will be conducted as a part of this program. Q1 – research topics/operations. Q2 – create	IP	Handbook currently being created. Staff attended a training April 20-21 <sup>st</sup> <b>and will continue this process during the Q3.</b>

	training calendar. Q3 – implement program (DIVISION) Train front line service desk associates in upselling and cross selling for all district programs and services. Complete in by end of Q1.	SC	A company has been contacted and a proposal is being reviewed to conduct this training to the district. <b>Staff has done a great job meeting and exceeding this expectation, currently 90% of the management team in the Facilities and Recreation department have completed the first phase/training with our outside contractor. Staff identified key PT1 and PT2 team members at each touch point to champion these initiatives and help develop the program as well. This is the second phase of this program.</b>
Continue to foster openness in communication District-wide ( <i>annually</i> )	(ICE) Institute a 360 Assessment Program for hockey and ice skating staff. To be used for Quarterly staff assessments with compilation of information to be used at yearly reviews. Have in place by Q3.	C	The implementation of the Staffing Pattern through FinTrac will be utilized in this process which will get underway in April/May. With the business dept. implementing new operation processes this is moved to the fall. <b>Staff schedules will be implemented into the Finn Trac system for tracking of hours in all areas of ice.</b>

**District Objective 2: Build organization culture based on I-2 CARE Values**

Division Objectives	Measures/Action	Status	Achievement Level/Comments
Continually expand and update Hoffman University training curriculum to enhance workforce knowledge and readiness. ( <i>annually</i> )	(FAC) Provide CHEER customer service training and promote attendance of all new HEPD team members within first 3 months of employment. Provide 4 CHEER training opportunities by end of Q4.	SC	The annual calendar for the CHEER customer service training has been developed and promoted among staff. Two trainings have been scheduled for Q2. These training have been added to the Hoffman U schedule. <b>The CHEER customer service training was offered in Q2, with 80 staff members in attendance. Additional CHEER training sessions are planned for Q3/4. A CHEER customer service training will be offered to all team members within Q4.</b>
Promote healthy lifestyles through work environment best practices ( <i>annually</i> )	(DIVISION) Continue to strive to enhance the internal work culture that remains honest and ethical with principles that foster strong integrity and trust. Complete by Q4.	IP	The division as a whole meets monthly to promote open communications between departments, during which time participants are reporting attendance numbers and also discussing upcoming events/activities. Those



			all-division meetings also include district updates and at least one team building activity or presentation. All direct reports to the Director of Recreation & Facilities meet on a bi-monthly basis to discuss any current issues and or updates to projects, action items, etc.
--	--	--	--

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities. <i>(annually)</i>	(FAC) TC facility supervisor and Community Center Manager, to attend and become more involved in IPRA Facility Management Sections. Complete in Q1 and Q4.	C	Staff continues to attend job specific training. The Facility team attended the IPRA Facility Management Section meeting on 04/06/16. <b>TC &amp; WRC Managers will be attending IPRA facility section meeting on 10/14.</b>
Continue to foster openness in communications District-wide. <i>(annually)</i>	(C&M) Identify one new channel for district-wide internal communications. Complete by Q2.	SC	<b>The C&amp;M department has identified one new channel for district-wide communications, Intranet; they will be reviewing this opportunity with the IT department.</b>
Create and maintain succession plan to prepare employees for advancement and prepare organization for personnel changes <i>(annually)</i>	(Division) Provide responsible leadership opportunities to engage team members who are looking to advance their professional careers within the organization. Complete Monthly.	C	During the annual review process within the Recreation and Facilities department, team members engaged in professional advancement discussions; <b>this continues to take place</b> on a monthly basis.

**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
PSS&WC**

**DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE**

**District Objective 1: Offer healthy and enjoyable experiences that promote equal access**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	Develop wellness and fitness opportunities, services to engage customers and build rapport. Develop 1 new retention program in Q1.	SC	Wellness opportunities have been offered through the fitness department and promoted through the monthly wellness calendar. The new retention program will be offered within Q2. Wellness opportunities continue to be offered through the fitness department within Q2, which are being promoted through the wellness calendar. Retention programs are offered through the group fitness area in Q2, which continue as part of the monthly retention initiative which is part of the monthly wellness calendar. <b>Wellness opportunities continue to be offered through the fitness department and group fitness department within Q3, which are being promoted through the wellness calendar.</b>
Increase cooperative efforts with neighborhoods and community associations on health related issues ( <i>annually</i> )	Strengthen partnership opportunities with organizations, such as Alexian Brothers, AthletiCo and the Chamber to provide community based fitness programs and services. Provide 2 fitness opportunities in the community in collaboration with community partnerships by Q3.	SC	The partnership for fitness opportunities continued throughout Q1 with the Alexian Fit Pals program. 2 classes have been offered, 1 youth/family fitness class, featuring interval training, was offered in Q1. The class was very well received. In addition, a partnership with District 211 has begun, providing Zumba classes for the community at the Higgins Educational Outreach Center. The Zumba class for the Higgins Educational Center (HEC) continued throughout Q2, with over 15 patrons attending classes on average weekly. The HEC team asked to have the session off for the summer season with plans to resume in

			the fall. <b>Classes are being provided again for the fall season for the outreach program for the HEC. Dance fusion classes will begin within the month of October and continue throughout Q4.</b>
--	--	--	---

**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	Provide innovative group fitness classes and special events.	C	The fitness department has planned and implemented a new group fitness class: TRX Circuit started 3/1/16. The fitness department has planned and implemented a new group fitness class: Fusion Yoga started 5/5/2016. <b>The fitness department has introduced a new class format: Cross Train Challenge started 9/1/2016.</b>
	Add 1 new class format and implement 2 retention events. Complete by Q4.	C	1 of 2 group fitness retention events has been implemented: March Madness Bracket Challenge running 3/16/16-4/1/16. 2 of 2 group fitness retention events have been implemented: Golden Ticket running 6/1/16-6/30/16. <b>Group fitness retention events have been implemented: Olympic Ring Challenge running 8/5/16-8/21/16.</b>
	Develop member retention programs that build customer retention. Develop 2 programs by Q4. Achieve a customer attrition rating by Q4 of 0.45%. Baseline 2016 budget 0.468%	IP	The member loyalty program continues to be enhanced within the personal training program, strengthening member retention and providing incentive for personal training services. 20 PT clients have earned free 1hr sessions 1/1/16-6/30/16. This is an on-going process throughout the year and the final number will be communicated then. Currently the PSS&WC team is ahead of the

			budget net total YTD. <b>The personal training department continues to promote the loyalty program in Q3. 27 PT clients have earned free 1hr sessions 1/1/16-9/30/16.</b>
	Enhance current Member Rewards/Referral system with addition of a Charter Member Rewards program (for members with 5+ years of consistent active membership status). Research and plan in Q1 and Q2; implement enhancement by Q3.	SC	Currently researching programs that will begin working with Advertising & Sponsorship Manager in Q2 on securing potential sponsors for various components of an enhanced member rewards program. Research ongoing in Q2 with interest in potential automated/digital rewards through Belly program. Demo for program scheduled in Q3. <b>Currently working with Advertising &amp; Marketing Sponsorship Manager on securing KIND bars sponsorship for special events in facility; demo for Belly program postponed until Q4 pending return of Member Services Supervisor from leave.</b>
	Sell 1,575 memberships during 2016, achieve membership cancellations of 1,575. Net membership effect 0 complete by Q4.	IP	Currently the net membership is exceeding the projection by 2 members at the completion of Q1. YTD net membership is currently 9 members over YTD net goal at close of Q2. <b>YTD net membership is currently -37 under YTD net goal (resulting from fewer new enrollments and increased cancellations related to 2-month indoor aquatic center closure).</b>
Develop performance measurement system to evaluate value in programming structure ( <i>short term</i> )	Create evaluation system for the group swim lesson program to assess customer satisfaction. Modify swim lessons according to feedback and needs expressed through customer satisfaction survey. Develop a 10 to 12 quick question satisfaction survey with the C&M department for the swim lesson program within Q2 to implement within Q3. Utilize an online data gathering system that creates	SC	Developed and completed evaluation for first quarter with a 22% return rate. It was sent through Constant Contact and the results have been used to enhance the program. <b>In response to the survey, slight changes have been made, improving customer contact. This includes a more proactive approach by the managers by addressing parents before the start of each session to introduce themselves and answer any</b>

	a measured baseline. Conduct 1 onsite automated survey questionnaire visit in Q3 & Q4.		<b>questions. In addition, the managers have been more active and circulating on the pool deck during lessons, talking to parents and receiving feedback regarding the lessons during the classes.</b>
	(PSS&WC) Develop and incorporate new online member survey to assess member needs and initiate targeted responsiveness. Initiate 1 survey in early Q2 and 1 survey in Q4.	NB	Research options in Q2 through Constant Contact and Retention Management.
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	Purchase and install service desk carpet. Complete by Q4.	IP	<b>The vendors are in process of being contacted for quotes and the project is anticipated to be completed within Q4.</b>
	Resurface gymnasium floor. Complete by Q4.	IP	<b>Given the timing of the project, the resurfacing of the group fitness floors (large group fitness and spin studio) will be completed within Q4, instead of the gymnasium floor. The gymnasium floor resurfacing will be completed within 2017.</b>
	Contract with outside provider to obtain design plans for member locker room renovations. Complete by Q4.	SC	Plans for the renovation of the locker rooms are in progress. <b>The timeline for the locker room renovation was modified to take place within 2018.</b>
	Purchase Fitness Equipment. Complete by Q4.	C	The fitness team has purchased and installed new fitness equipment in Q1: Life Fitness Synergy 360. More equipment to be purchased by end of Q3. <b>The fitness team has completed fitness equipment purchases for the year.</b>
	Repaint activity pool surface and touch up activity pool ceiling. Complete by end of Q3	C	The bid packets and announcements for the painting of the ceiling for the lap and activity pool have been developed, proposing the project completion prior to the end of Q3. A vendor has been selected for the lap and activity pool ceiling painting project. Within Q2, preparation has taken place to administer multiple projects planned to be for the aquatic center to take place within Q3. Due to the timeline of the projects, the PSS&WC

			<p>aquatic center will be closing 07/05/16-August. PSS&amp;WC members can utilize Seascope during the time period of the closure. In addition, Hoffman Estates High School has been secured for the early morning hours for lap lane swimming. The PSS&amp;WC aquatic center will be expected to re-open by the end of August. <b>The aquatic projects were successfully completed, with the aquatic center re-opening on September 1<sup>st</sup>. The activity and lap pool ceiling, as well as numerous additional projects, were completed in a timely manner.</b></p>
--	--	--	--

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Increase volunteer involvement in District operations ( <i>annually</i> )	Develop 1 new high school volunteer program. Plan and develop in Q1 & Q2. Implement program in Q3. Engage 5 high school volunteers in the new program by Q4.	IP	Fitness Supervisor has begun researching similar programs within HEPD and at other park districts. Currently on target, researching in Q1 & Q2 to potentially implement in Q3. <b>The timeline for new high school volunteer program was modified to take place within 2017.</b>
Improve overall health outcomes of programs offered ( <i>annually</i> )	Develop and implement a 12 month wellness calendar based on monthly activities and events within the club and in Kids Korner to engage, educate, and enlighten members. Plan quarterly 2 initiatives with input from front line team members beginning in Q1. Complete 8 initiatives by Q4.	IP	The fitness team has planned and implemented 20 monthly events on the wellness calendar in Q1. Personal trainers are performing free education workshops, health screenings, and small group classes. The program will be ongoing through Q4.
Expand marketing communications with the use of social media and mobile applications ( <i>short term</i> )	Establish a social media campaign program to connect with prospective and current members to enhance communication and increase “touch points” with engaging, fun, and informative initiatives. Launch in Q1 with continued emphasis throughout Q2, Q3 & Q4. Produce and communicate at least 1	SC	Weekly interactive messages/posts made on Facebook to promote wellness calendar events, special group fitness classes/ programs, and member challenges. Continuing with efforts to expand social media/digital reach with creative Eblast’s through Retention Management and posts on

	message via social media each week. Measure results monthly through Google Analytics, complete by Q4.		Facebook. “Like” and “Click” rates on the rise for both. <b>Q3 social media initiatives included various raffles on Facebook along with the launch of E-Bingo to increase digital touchpoints for members and prospective clients (total of 52 E-Bingo participants).</b>
--	---	--	---

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves ( <i>annually</i> )	Achieve FY16 net membership goal. Achieve net member total of 0 by end of Q4.	IP	Q1 net member exceeded YTD projections by 2 members. Q2 net members exceeded YTD projections by 9 members. <b>Q3 net members fell below YTD projections by - 37 members.</b>
	Monitor budget to ensure practices continue to support the achievement of budgetary revenue and expense goals and aims. Meet and/or exceed departmental budgeted bottom line for fund 11.	IP	Budget is being monitored to ensure that costs are contained and that revenue projections are reached. <b>The budget is being monitored to strive to achieve revenue goals. Expenses are also being monitored and achieved in numerous line items. The maintenance line item has exceeded budgetary aims, due to unanticipated facility maintenance and repair expenses.</b>
	Monitor PSS&WC operational budgets both from revenue and expense standpoint to ensure that projections are meeting and/or exceeding the budgetary aims of the district. Meet bi-monthly throughout the year, with the GM, Supt. of Facilities and Director of Rec/Fac. to ensure that the annual budget is meeting expectations. Complete 18 meetings prior to the end of Q4.	IP	Budget is being monitored to ensure that costs are contained and that revenue projections are reached. Staff meets on weekly, bi-monthly and monthly basis.

Develop new business plan structure, including cost recover goals, program trends, markets served, and competition (annually)	Enhance current corporate membership program while increasing corporate membership base. Grow the membership base by 3% in 4 existing corporate accounts beginning in Q1; sign up 1 new company by the end of Q1.	SC	Onsite corporate visits completed at 2 existing accounts in Q1; planning underway for launch of targeted corporate program beginning in Q2. Multiple corporate visits conducted at business and retail stores in area in Q2; corporate business card raffle done during Q2; 2 onsite visits at Wells Fargo to facilitate enrollments for previous GECC members (30 converted members YTD since transition). <b>YTD GECC to Wells Fargo conversions total 37 at end of Q3; onsite visits planned at new retail/entertainment locations in PS Business Park in Q3 (Main Event, Duluth Trading).</b>
---	---	----	---

**District Objective 2: Generate alternative revenue**

Division Objectives	Measures/Action	Status	Achievement Level/Comments
Secure additional alternative sources of revenue to support financial goals (annually)	Enhance Personal Training revenue generating opportunities. Increase PT revenues by 3.19% by Q4 from actual 2015.	IP	Personal training services are being promoted and revenue is being generated for personal training, health coaching, and nutritional services. <b>The PT department has 3 sales events planned for July, August, and September with both new client and current client specials. This is an on-going initiative that will be completed with a final number in December.</b> <b>Personal Training revenues are projected to at 4.4% higher than 2015 actual.</b>
	Increase annual aquatic pass fees by 5%. Implement in Q4.	NB	The plan is to increase this rate in Q4 and/or the end of Q3. <b>Rate increase for annual aquatic pass fees delayed until FY17 to coincide with membership rate increase.</b>
	Increase tennis private and semi-private lesson fees. Complete by the end of Q3. Increase gross revenue by 4.8% from actual 2015.	IP	<b>Tennis private and semi-private lesson fees will be increased within Q4.</b>
	Research the option of adding an additional charge i.e. membership fee for Kids Korner for those members who utilize the service.	NB	Recent changes in hours of operation in FY16 have negated anticipated need for introduction of fee structure in Kids Korner.



	Complete research by end of Q2 with a recommendation by end of Q3.		
	Research the ability to drop the tennis membership and go to a court time only charge program. Complete research by end of Q3 and recommend a direction by start of Q4.	NB	
Develop new business plan structure, including cost recover goals, program trends, markets served, and competition ( <i>annually</i> )	Research capabilities of RecTrac to accommodate a “house charge” payment for members. If feasible implement in Q3, for services such as PT, massage, guest passes, etc.	IP	Recommendation made in Q2 as one of several electronic/digital enhancements suggested during the request for enhancements (as per requested). <b>Launch of new purchase order/budget program (BSA) has taken priority in Q3 thereby delaying further research of ‘house charge’ capability until FY17.</b>
Develop strategies to attract additional sponsors and new partnerships. ( <i>short-term</i> )	Establish a contractual service for early childhood sports programs that include non-traditional active programming, i.e. fencing, etc. Secure 1 outside contractor to provide programs and/or services within Q1 that will offer sports specific classes and non-traditional sports.	C	Kids First has been contracted to provide after school fitness programs (fun and fitness), dodge ball, soccer classes, and basketball classes. As interest and participation grows, additional classes will be offered. <b>Revenues have exceeded expectations for this area, with increased classes being offered throughout the final quarters.</b>

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop new business plan structure, including cost recover goals, program trends, markets served, and competition ( <i>annually</i> )	Initiate website conversion to WordPress platform to allow for enhanced responsiveness, blog pieces, and improved design/layout. Complete by end of Q2. Produce 1 blog piece per quarter in Q3 & Q4. Post a total of 2 blogs by Q4.	C	Research through current District vendor (Invex) to begin in Q2. Conversion completed and launched at end of Q2; final edits and enhancements to be completed in Q3. <b>Platform conversion and additional functional edits completed in Q3; training for general updates/edits to be provided by Invex in Q4.</b>
Perform internal control audits ( <i>annually</i> )	Manage payroll to meet personnel budget to ensure maximum operational efficiency. Meet or exceed payroll budget by end of Q4. Monitor IMRF, ACA and PT1 team member hours per (26) payroll to maintain budgeted	SC	Payroll is being monitored to meet the personnel budget.

	levels and aims.		
Develop strategies to attract additional sponsors and new partnerships ( <i>short term</i> )	Work collaboratively with the district Communication and Marketing department to effectively promote and market facility and services for additional sponsor-ship and partnership opportunities. Obtain 2 new sponsors for the facility that support an event, amenity and/or program by Q4.	C	Meeting with new Advertising & Sponsorship Manager in Q2. <b>Working with Advertising &amp; Sponsorship Manager to secure trade/sponsorship agreement with Windy City Bulls.</b>

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

**District Objective 1: Create and sustain quality parks, facilities, programs and services**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	Replace carpet within the service desk, adjacent office spaces and member services area. Purchase carpet, as planned within the operating capital funds, within Q2 and replace within Q3	IP	<b>The vendors are in process of being contacted for quotes and the project is anticipated to be completed within Q4.</b>
	Complete tennis court enhancement within 2016. Complete project by Q3	NB	<b>This has been rescheduled for 2017.</b>
	Complete the repainting of the ceiling and resurfacing of the activity pool floor. Complete project, as planned within the district capital budget, by Q4	C	The bid packets and announcements for the painting of the ceiling for the lap and activity pool have been developed and placed on the website, proposing the project completion by the end of Q3. The painting of the ceiling and pool surfaces will be completed within the aquatics project being administered within Q3. <b>The repainting of the ceilings and the resurfacing of the bases within activity and lap pools has been completed.</b>
	Complete the steam room repairs, as planned within the district capital funds. Complete men's and women's club locker room steam room repairs by Q4.	C	Staff is currently working with an outside vendor to enhance those areas prior to the renovation. <b>This project was completed.</b>
	Meet and exceed the member and customer expectations as it relates to facility cleanliness. Conduct daily opening and closing MOD walk through checklists,	IP	Daily checks are being performed by the opening and closing MOD team and cleaning checklists are being completed by the maintenance team. Weekly walk-throughs

	weekly manager walk through and bi-monthly walk through with contractual cleaning service. Complete by Q4.		will start in Q2 with the Director of Recreation and Facilities.
	Log and follow up on 90% of all member comment cards as it relates to a facility concerns. Complete by Q4.	IP	Weekly follow up and tally of comment cards ongoing. Follow up is being completed on all comment cards that provide contact information.
Implement best practices to maintain a minimum score of 95% in the District-wide IPRA environmental report card ( <i>annually</i> )	Evaluate fitness equipment needs, selecting and purchasing energy efficient equipment (when applicable), and purchasing new equipment to continue to upgrade aging equipment and stay current on industry trends. Planned within capital budget, 2016. Complete by end of Q3.	SC	Beginning to assess purchase of new fitness equipment as planned within 11 fund for 2016. Will evaluate current equipment. Will meet with vendors and explore equipment options and provide quote for potential plan for improvement within Q2. <b>Spin bike monitoring units (monitor cadence, speed, and distance) have been purchased to enhance the group fitness spin bikes. Considering budgetary limitations, the fitness department will not be purchasing additional fitness equipment in 2016.</b>
	Achieve all needed facility requirements to achieve a minimum score of 95% on the District-wide environmental report card. Complete by Q4.	IP	Staff is currently working with the Parks Maintenance team to make sure the best practices are being maintained and achieved.

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operational safety excellence utilizing procedures and best practices to maintain PDRMA accreditation ( <i>annually</i> )	Schedule and complete the annual climbing wall inspection by Experiential Climbing Systems or other PDRMA recommended climbing wall organization. Schedule within Q2, complete inspection by Q3.	C	Annual climbing wall inspection has been scheduled for the portable and the PSSWC climbing wall, to be completed within Q2. Climbing wall inspection was successfully administered within Q2 for both the PSS&WC and portable climbing walls.
	Facilitate Starguard lifeguard recertification, new lifeguard training, and in-services to ensure all aquatic team members meet or exceed program requirements. Complete Starguard operational reviews of PSSWC and SFAC. Successfully complete operational reviews throughout each quarter, complete program by Q4. Pass and/or exceed 90% of all Starguard audits by Q4.	C	Managers have recertified 25 returning lifeguards and will be hosting a new guard class in May. We are registered with Starguard and will be ready for audits as they occur. In June the managers held a new guard class that included 10 new lifeguards. Our first review with Starguard ended in an elite status. <b>All Starguard reviews have been successfully performed for 2016.</b>

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operational safety excellence utilizing procedures and best practices to maintain PDRMA accreditation ( <i>annually</i> )	Provide Medic AED, CPR, First Aid Course educational training opportunities to all HEPD team. Establish HEPD as an independent training center beginning in 2016. Establish HEPD as an independent training center within Q1. Offer a total of 4 trainings by end of Q4.	SC	HEPD has been established as an independent training center. Three additional full time staff has been certified to be instructors to teach Medic classes for the district. The annual Medic staff training plan has been developed and promoted to staff. One Medic class has been offered in Q1, with 2 planned to be completed within Q3. Three classes have been offered within the first 2 quarters. A refresher class was also offered through Hoffman U. Additional classes have been planned for the remainder of the year. <b>Medic classes continue to be offered throughout each quarter, with one being offered per quarter throughout 2016.</b>
	Achieve PDRMA accreditation process, achieving scores which meet or exceeds expectations. Complete PDRMA review	SC	Visit from PDRMA has not taken place yet. Staff is currently working Jane to make sure all items are up to date and current with the

	within scheduled time frame for 2016. Achieve a score that exceeds PDRMA's minimum standards.		accreditation standards. PDRMA site visit established for Q3, within the month of July. <b>PDRMA site visit was successfully completed within Q3.</b>
--	---	--	---

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities for staff by encouraging participation in workshops, conferences, and other educational opportunities. <i>(annually)</i>	Develop engaging educational opportunities for team development to enhance knowledge of the fitness industry and facility services to better serve members. Conduct 4 internal PSSWC trainings quarterly, complete by Q4.	SC	Personal Training Coordinator will hold Q1 educational training "Results Fitness by Alyn and Rachel Cosgrove" on 4/28/16. Additional trainings will be provided throughout the quarters. <b>Additional trainings have been offered in Q2 through the personal training department.</b>
	Promote staff educational development and professional development among team by attendance of industry recognized conferences and seminars, including the IPRA, PDRMA, Club Industry and NRPA. Create an annual plan prior to the end of Q1 that includes all FT team members and what external educational opportunities they will be attending that fits within the financials means of the budget.	SC	Several FT staff attended the annual IPRA conference in January. The Aquatics and Program Manager has become CPO certified within Q1. Additional trainings are being attended in Q2 to include the PDRMA human resources curriculum workshop and PDRMA Aquatics Risk Management Day. Additional conference and seminar attendance has been planned throughout the year. The PDRMA Human Resources Workshop was attended by 2 FT PSS&WC team members and the Aquatics Risk Management Day was also attended by 2 FT management team members. Ft team members attended an in-service training, provided by industry consultant, Scott Chovanic, on upselling/cross selling, which will be attended by multiple front line part-time team members within Q3. Club Industry and the NRPA conference will be attended within Q3/4. <b>Plans have been confirmed for the attendance of the NRPA conference as well as Club Industry within</b>

			<b>Q4.</b>
	FT team members participate in Hoffman U sessions and also conduct Hoffman U sessions. FT team members as a facility attend 10 Hoffman U sessions and conduct and/or assist in at least 2 sessions as a facility.	SC	FT team members have attended several Hoffman U sessions in Q1. Trainings have included the Mandated Reporter, Dangers of Sitting, Comprehensive Asset Management Plan, NWSRA presentation, and the quarterly HEPD FT staff meeting. PSSWC and facility staff members have conducted Hoffman U sessions including the Dangers of Sitting and the Medic Course provided within Q1. The Medic Refresher course and standard Medic certification courses were provided by PSS&WC and FT staff as a Hoffman U, along with the CHEER customer service training. Within Q2, staff has continued to attend multiple Hoffman U trainings, including educational sessions regarding independent contractors, rec trac training, staff scheduling and the EAP conflict resolution seminar. <b>Staff continued to attend trainings offered through Hoffman U as well as conduct Medic AED, CPR, and First Aid class, offered through Hoffman U.</b>
Incorporate incentive programs for healthy habits for employees ( <i>short/mid-term</i> )	Enhance the staff through the development of an incentive program and participation within fitness services. Implement in Q1; obtain 25% of all FT team members participating in the incentive program by the end of Q4.	NB	
Continue emphasis on cross-training and ensure workforce readiness. ( <i>annually</i> )	Utilize Member Services Team to assist in training the Facility Team Members at other district sites on sales. Assist outside consultant in upselling and cross selling training by end of Q2.	SC	An outside provider has been selected; staff is currently working to develop the program to meet the district's goals and objectives. Staff is currently in the process of meeting with the outside provider and has completed about 50% of this initiative and will be ready to start to roll out the new program in the fall of 2016. <b>Roll out of new program launched in Q3 with program/facility highlight reference sheet at main</b>

			<b>workstations; training of front line associates is ongoing to proactively seek out cross promotional opportunities during point of sale interactions.</b>
--	--	--	--

**District Objective 2: Build organization culture based on I-2 CARE Values**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote healthy lifestyles through work environment best practices ( <i>annually</i> )	Engage team members at PSS&WC using the CHEER customer service initiative. Forming “teams” of PT team members to carry out the CHEER culture, rewarding those that do. Implement by Q2.	IP	Staff has been acknowledged for demonstrating the CHEER philosophy which has been recognized within the center. CHEER teams have yet to be established, which will take place within Q3. <b>The CHEER philosophy continues to be promoted and demonstrated by all part-time and full-time team members. The rewards system is on-going for those who exemplify the CHEER philosophy.</b>
Continually expand and update Hoffman U training curriculum to enhance workforce knowledge and readiness ( <i>annually</i> )	Set expectation for all PSSWC new team members to complete CHEER training within 2016. Have 75% of all new hires trained in the CHEER program prior to the first 3 months of employment.	SC	The annual CHEER training sessions have been planned and will be offered in Q2 and Q4. Staff will be encouraged to attend the training to reach intended measure. The CHEER customer service training was offered in Q2, with 80 staff members in attendance. Additional CHEER training sessions are planned for Q3/4. <b>A CHEER customer service training will be offered to all team members within Q4.</b>
Continue to foster openness in communication District-wide ( <i>annually</i> )	FT team members attend monthly Recreation & Facility Division all team mtgs. Complete by Q4.	SC	Monthly meetings have been attended by FT team members. <b>Monthly meetings continue to be attended by FT team members.</b>

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to evaluate and create procedures and training to promote a high level of internal customer service ( <i>annually</i> )	Plan offsite gathering of PSSWC Leadership Team to assess performance of previous quarter and share ideas for upcoming quarters. Start by Q2; complete at least 2 meetings by Q4.	IP	To be started within Q3. <b>Meetings have taken place within facility. Off-site meeting will be scheduled for Q4.</b>
Continue emphasis on cross-training and	Hold quarterly departmental meetings to	IP	Quarterly meeting was held to include FT

ensure workforce readiness ( <i>annually</i> )	connect and share updates and information with team members. Conduct 4 meetings by Q4, with 90% attendance at each meeting, per department.		and PT1 team. Due to budgetary limitations, further meetings were not conducted. The budget will be evaluated throughout each quarter to assess financial feasibility to conduct meetings. <b>In an effort to contain costs, meetings were not held within Q3. Further assessment will be done to evaluate the feasibility of conducting meetings within Q4.</b>
Continually expand and update Hoffman University training curriculum to enhance workforce knowledge and readiness ( <i>annually</i> )	Encourage PSSWC team members to attend Hoffman U training. Have all FT team members attend at least 3 non mandatory Hoffman U trainings and have at least 2 FT PSS&WC team host 1 Hoffman U.	IP	Hoffman U meetings have been attended and actions and measures have been achieved for Q1. On-going efforts have continued within Q2 with the attendance of the Hoffman U sessions. <b>Consistent attendance of the Hoffman U continued throughout Q3.</b>



**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
GOLF**

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

**DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE**

**District Objective 1: Offer healthy and enjoyable experiences that promote equal access**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	Increase Outing Rounds by 30%. 4,149 Outing Rounds (2,879 Outing rounds in 2015).	SC	Golf outings will begin in late April. We have had 1,139 thru 2 qtrs. <b>We have had 3,149 thru 3 qtrs.</b>
	Provide 32 Preferred Tee Times. 32 Preferred Tee Time Groups (30 Groups in 2015).	NA	We currently have 29 groups signed up for the 2016 Season. The season officially starts first weekend in April. We are anticipating 1 to 2 more groups will sign up before the season begins. <b>We have a total of 29 groups for 2016 Season</b>
	Provide 3,400 League. Goal is 3,400 League Rounds (2,989 rounds in 2015).	SC	Golf leagues will begin in late April We have had 1,577 league rounds thru 2 qtrs <b>We have had 2,852 rounds thru 3<sup>rd</sup> Qtr</b>
	Host 8 outside wedding ceremony only events. Goal is 8 ceremony only events. (4 in 2015).	NA	We have 1 ceremony only booked thru 1 <sup>st</sup> qtr. We have 1 ceremony only booked thru 2 <sup>nd</sup> qtr <b>We have 1 ceremony only booked thru 3<sup>rd</sup> qtr</b>
	Introduce an Annual Golf Pass & Discount Pass to increase golf rounds. Goal is to sell 100 passes.	SC	We are off to a great start. We have sold 39 Discounted Passes, 18 Sr. Discounted Passes and 1 Resident Annual Pass for a total of 58 passes thru 1 <sup>st</sup> qtr. We have sold 182 passes thru 2 <sup>nd</sup> qtr. <b>We sold 408 passes thru 3<sup>rd</sup> qtr.</b>
	Host 5 Wedding Receptions. Goal is 5 Wedding Receptions (5 in 2015).	SC	We have 4 receptions booked thru 1 <sup>st</sup> qtr. We have 4 receptions booked thru 2 <sup>nd</sup> qtr. <b>We have 4 receptions booked thru 3<sup>rd</sup> qtr.</b>
	Host 20 Ceremony & Reception Weddings. Goal is 20 Ceremony & Reception Weddings	IP	We have 22 ceremony & receptions booked thru 1 <sup>st</sup> qtr.

	(18 in 2015).		We have 21 ceremony & receptions booked thru 2nd qtr <b>We have 21 ceremony &amp; receptions booked thru 3<sup>rd</sup> qtr</b>
	Expand & Provide Jr. Program Classes in Spring, Summer & Fall to 150 participants. Goal is 150 participants. (88 participants in 2015).	C	Jr. golf classes begin in May. We have had 2 classes with 49 participants thru 2 <sup>nd</sup> qtr. We have 4 classes remaining. <b>We had 141 participants this season in Jr Golf.</b>
	Expand & Provide Group Lessons to include 50 students for all ages in Spring, Summer & Fall. Goal is 50 students. (74 Students in 2015).	C	Group lessons begin in May. We have had 21 students thru 2 <sup>nd</sup> qtr. <b>We had 35 Students this season in Group Lessons.</b>

**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand marketing communications with the use of social media and mobile applications ( <i>short term</i> )	Receive 10 Five Star Reviews on the Knott for Weddings. Goal is 10 Reviews receiving 5 Stars (8 in 2015).	IP	Weddings will begin in Spring. Weddings are in progress and will have reviews shortly. <b>We have (4) 10 star reviews on the Knot thru 3 qtrs.</b>

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	Provide 6 Special Golf Events with 360 participants. Goal is 6 Events with 360 participants. (5 events with 348 participants with 1 remaining event 2015.)	SC	We had our first event of the year in March Madness and had 58 players. We have had 2 events thru 2 <sup>nd</sup> qtr and 94 participants. <b>No events in the 3<sup>rd</sup> Qtr.</b>
	Provide 2 Holiday Event Brunches with 675 guests. Goal is 2 Events with 675 Guests. (261Easter Brunch & 439 Breakfast with Santa).	IP	Easter Brunch had 371 guests this year. <b>Next event will be in 4<sup>th</sup> qtr.</b>
	Host 8 Special Event Nights. Goal is 8 Events (6 events in 2015).	SC	We have run 3 special events in the first quarter. Paint the Night Event (44 Guests) & 2 Events of Kickin It @ Creek. (121 Guests)

			We ran our 1 <sup>st</sup> Music night and had over 100 guests in 2 <sup>nd</sup> qtr. <b>We had 3 Music nights in the 3<sup>rd</sup> qtr all over a 100 guests</b>
Increase volunteer involvement in district operations ( <i>annually</i> )	Expand volunteers to help maintain event area and golf course. Secure a minimum of 80 hours of volunteer work to help garden the event area and maintain the golf course.	SC	Will begin in April. <b>Garden club has met 2 times in the event area. We have approximately 12 participants in the group.</b>

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves ( <i>annually</i> )	Monitor Golf budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives. Meet or exceed Golf Department Budget bottom line.	IP	Budget is monitored monthly. With the weather cooperating early this spring we are off to a good start in 1 <sup>st</sup> qtr with rounds and range sales. Rounds are up 1,073 vs 2015 and Range sales are up 1,307 vs 2015 thru 2 <sup>nd</sup> qtr. <b>We have 26,085 rounds thru 3<sup>rd</sup> qtr compared to 26,625 rounds in 2015. Range sales are 17,270 thru 3<sup>rd</sup> qtr compared to 17,207 in 2015.</b>
	Monitor F&B budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives. Meet or exceed F&B Department Budget bottom line.	IP	Budget is monitored monthly. With the weather cooperating early this spring we are off to a good start in 1 <sup>st</sup> qtr with the Tap Inn. Event bookings are trending up from 2015 as well. The Tap Inn is slightly ahead of budget thru 2 <sup>nd</sup> qtr. <b>The Tap Inn is currently 8% behind budget thru 3<sup>rd</sup> qtr.</b>
	Reduce Golf Maintenance expense and monitor to ensure expenses do not exceed budget and are in line with revenue projections. Meet or exceed Golf	IP	Budget is monitored monthly. With the weather cooperating early this spring and the golf course opening, the Maintenance crew has still been operating with an off season crew

Maintenance Department Budget bottom line.		with minimum expenses in 1 <sup>st</sup> qtr. Maintenance budget is being monitored closely and is on plan. <b>Maintenance budget is on plan to be under budget in 2016.</b>
Provide 32,656 Rounds. 32,656 rounds in the 2016 Season (26,354 thru 10/1 in 2015).	SC	We have 1,869 thru 1 <sup>st</sup> qtr. We have 12,400 rounds thru 2 <sup>nd</sup> qtr. <b>We have 26,083 rounds thru 3<sup>rd</sup> qtr.</b>
Rebrand the Bar & Grill giving it a unique name along with creating a more price conscious menu to create greater volume with lower cost point. Have new menu in place with a unique bar & grill name by end of 1 <sup>st</sup> qtr.	C	The bar & grill has been renamed “The Tap Inn”. A new menu of \$5, \$7, & \$9 concept has been rolled out along with the Tap Inn Big Cup weekend Specials for Draft Beer. <b>The rebranding is complete and are looking to expand with some additional signage behind the bar and outside on the patio to direct traffic into the Tap Inn.</b>
Monitor Cook County 3% Amusement Tax. Implement tax increase pending Cook County legislation approval.	IP	No change has been made. We will continue to monitor. <b>No further discussions have been made on adding an amusement tax for Cook County.</b>
Research and Analyze Golf Cart Lease for 2017 season. Complete bid process by end of 3 <sup>rd</sup> Qtr.	IP	We have reached out to vendors and were able to demo carts at the PGA convention. EZGO, Yamaha & Club Car will all have demos brought out to the course early this summer for further testing. Bids will be completed in the Fall. Staff will begin looking at Demo carts and prepare the bid for the fall. <b>Bid documents went out on cart fleet for 2017. Bid results will be in 4<sup>th</sup> qtr.</b>
Research and Analyze ROI for Lease on GPS units for 2017 season. Monitor for 2017 budget process.	IP	All major cart providers now have a preferred GPS vendor. This will provide us very competitive pricing. Bids will be completed in the Fall. <b>Will be included in the bid for 4<sup>th</sup> qtr.</b>
Research and Analyze ROI for Billy Casper Golf Course Maintenance Contract for 2017 season. Develop recommendation by end of	C	Have met with Billy Casper representatives a few times early this year. We will have full evaluation and staff recommendation ready for

	2nd Qtr.		the May Rec and Board meetings. <b>Board has approved not to renew contract and all maintenance will be handled by HEPD in 2017.</b>
--	----------	--	---

**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals ( <i>annually</i> )	Increase the marketing and updating golfnow.com to increase golf now rounds to produce additional revenue during slow periods. Increase golfnow.com rounds by 3%. (4,549 Rounds in 2015).	IP	We had 376 Golf Now rounds in the 1 <sup>st</sup> qtr. We have had 1,753 rounds thru 2 <sup>nd</sup> qtr. <b>We have 3,642 golf now rounds thru 3<sup>rd</sup> qtr.</b>
	Increase F&B business in bar & grill by 3% over prior year by capturing golfer's on site with daily specials, promotions and Special Events. Increase bar and grill sales by 3%. (\$144,127 in 2015).	IP	We had \$14,608 in sales in the Tap Inn for the 1 <sup>st</sup> qtr. We had \$69,536 in sales vs \$68,650 budgeted thru 2 <sup>nd</sup> Qtr. <b>We had \$127,623 in sales vs \$136,350 budgeted thru 3<sup>rd</sup> qtr.</b>

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	Work with Parks Department for annual burns, tree stump removal, and other maintenance projects to save from additional expenses from renting equipment. Use parks department machines 5 different times for the season to minimize renting equipment.	IP	Tree stumps were removed this summer. Control burns will take place in early April. Control burns took place and were completed in 2 <sup>nd</sup> qtr. <b>Tree stumps are planning to be removed in 4<sup>th</sup> qtr.</b>
	Purchase a heavy duty utility cart for golf maintenance. Purchase 1 <sup>st</sup> Qtr.	C	<b>Unit has been purchased.</b>
	Purchase a Stove Top Oven for the main kitchen line. Purchase 1 <sup>st</sup> Qtr.	C	<b>Unit has been purchased.</b>
	Purchase a Range Ball Dispenser with a credit card processor. The machine will reduce payroll by \$15,373. Purchase 1 <sup>st</sup> Qtr.	C	Unit has been purchased. Final set up will be completed in early April. <b>Unit has been purchased. All systems are working properly. We currently are developing a plan for employee passes along with our 15 and 30 bucket passes.</b>
Achieve District annual budget to maintain	Manage payroll to meet or exceed personnel	IP	Payroll is closely monitored on a daily basis

fund balance reserves ( <i>annually</i> )	budget to ensure maximize operational efficiency. Meet or exceed Payroll Budget.		and adjusted daily based on weather and functions. Payroll is currently in line with budget. <b>Payroll is currently below budget thru 3 qtrs.</b>
	Monthly budget monitoring to maintain at or below projected budget expenses. Not to exceed budget expenses.	IP	Expenses are being monitored closely and are on plan thru 1 <sup>st</sup> qtr. Expenses are currently in line with budget. <b>Expense are currently below budget thru 3<sup>rd</sup> qtr.</b>
Perform internal control audits ( <i>annually</i> )	Monthly budget monitoring and proper costing out on menus to maintain a 32% food cost and 26% beverage cost. 32% food cost and 26% beverage cost.	IP	Food & Beverage costs are being monitored based on events. Will continue to monitor on a daily basis. Food cost is slightly high this season with the aggressive pricing strategy for the Tap Inn. With the goal of doing more volume. This seems to be working in the bottom line numbers to date. Beverage cost are on plan. <b>Food Cost is at 33% thru 3 qtrs and Beverage Cost is on plan at 26% thru 3 qtrs.</b>

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

**District Objective 1: Create and sustain quality parks, facilities, programs and services**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	Provide a clean and well maintained clubhouse facility and equipment consistent with district standards. Complete daily checklist and rectify and identify deficiencies and remedy as necessary. 90% Completion Rate.	IP	The facility is following the daily checklists we have in place and is completing these lists 100% of the time in the first quarter. <b>Daily checklists are being completed and additional items added as needed.</b>
	Provide a well-manicured golf course consistent with adopted 2015 maintenance goals. Weekly inspection with golf course superintendent, identify deficiencies and remedy as necessary. 90% Completion Rate.	IP	Maintenance has started spring clean-up on the course along with all the general practices on a daily basis. Golf Course is in excellent shape to date. The greens have received many great reviews with new cultural practices being added. Irrigation

			system has been working nonstop with the heat and lack of rain. <b>Fall Maintenance practices are in full swing. Greens, FW's and tees have been deep tyned.</b>
--	--	--	---

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Enhance overall quality of natural areas <i>(annually)</i>	Maintain a portion of the natural areas by the use of the goats. Complete by 3 <sup>rd</sup> Qtr.	NA	Goats are scheduled in the fall. <b>Goats have been put on hold for the 2016 season. Will look at bring back in 2017.</b>

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Implement best practices to maintain a minimum score of 95% in the District-wide IPRA environmental report card <i>(annually)</i>	Maintain IPRA's Environmental Report Card. By end of 4 <sup>th</sup> quarter.	NB	Will be completed in 4 <sup>th</sup> qtr.

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop a new hire training program that addresses District policies and procedures <i>(short-term)</i>	Train all Part Time employees in all departments on service plan. Train 100% PT Employees in all departments by March. Train all new hires after March within 15 days of hire.	SC	All new hires are being trained on procedures and service plans. <b>All new hires have been trained and will continue to train as needed.</b>
Utilize best practices to maximize operational efficiencies as a District <i>(annually)</i>	Train staff in selling/upselling opportunities and services available at BPC. Train key staff by end of 2 <sup>nd</sup> Qtr.	SC	Special training will be provided in the 2 <sup>nd</sup> qtr along with the Rec Department. Staff has begun training and will continue in 3 <sup>rd</sup> qtr. <b>Staff will have 4<sup>th</sup> qtr training and begin creating plans for 2017.</b>
Incorporate incentive programs for healthy habits for employees <i>(short/mid-term)</i>	Have key staff attend HEPD AED & CPR training. Have at least 24 key staff members maintain certification by end of 2 <sup>nd</sup> Qtr.	C	Staff is in the process of setting up a date for Bridges Staff to ensure all key staff certifications are up to date. <b>Key staff has attended and are certified.</b>

**District Objective 2: Build organization culture based on I-2 CARE Values**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to foster openness in communication District-wide ( <i>annually</i> )	Conduct weekly staff meetings during prime season with key personal to discuss operations, golf events and special events. 40 weekly meetings.	SC	Staff is meeting on a weekly basis to discuss upcoming events and event coordination. <b>Staff continues to meet on a weekly basis about events and key items.</b>

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities ( <i>annually</i> )	All F&B Employees become BASSET Certified & Food Serve Safe. 100% of all F&B Employees.	SC	All new F&B staff are required to receive certification within first 15 days of employment. <b>All current staff is up to date with BASSET certification.</b>