

MEMORANDUM NO. M19-030

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Division Board Report
DATE: March 15, 2019

Recreation Division



Upcoming Events

- March 16 – Early Learning Center Open House
- March 22 – Family Bingo Night
- April 13 – Doggie Eggstravaganza
- April 13 – Trivia Night – TV theme
- April 14 – Egg Slide
- April 20 – Egg Hunts



Administration

Two grants were submitted this month. Kraft is sponsoring a \$150,000 rink upgrade grant called, Hockeyville. 20% of the score was based on community likes/shares so promotion with the hockey community was pushed this month. The second grant submitted was IAPD’s Power Play grant for \$1000 towards afterschool programming. This year’s grant was focused on adding a “Wednesday Wellness” and “Fitness Friday” component into the STAR curriculum. If the Power Play grant is not awarded, staff will still work with the budget’s means to add new fitness features into the curriculum.

Staff has updated all rental forms to remove the 16-digit credit card number on the forms. Updated rental forms were also redesigned to all present a consistent branded looked. New forms were created for: Facility Rentals, Park Rentals, Field Rentals and Seascape.

Staff finished the SWOT analysis for the CMP and began working on the department initiatives. Staff has also reviewed the open-ended answers of the Needs Assessment Survey to develop a plan for adding new programs based off the suggestions provided. Many new programs have also been added into the summer brochure. A highlight of some of the new programs are listed in the sections below.

2019 apparel quotes were completed for all screen-printing apparel orders for the district. This includes camper shirts, camp staff shirts, STAR staff shirts, seascape staff shirts and facility staff shirts. Purchasing all products with a consistent vendor helps keep costs down for the district.

Lisa Swan presented a Hoffman U on Communication & Appreciation on February 6 highlighting ways to appreciate each other and communicate/understand each other better. A staff outing on March 1 to Feed My Starving Children after work followed this event.

Community Involvement

Recreation staff participated in a Parent Information Night held at Eisenhower School on Thursday, February 14. Staff spoke with parents during conferences promoting all of our programs and events.

Martha Houston and Lisa Swan participated in a teen job fair at Schaumburg Library on Saturday, February 16 and spoke with 25 job seekers.



Triphahn Center



Willow Recreation Center

CPR/AED class was offered on February 16 with 12 staff attending. Lisa Swan recently became a CPR/AED instructor.

Desk staff quarterly meetings were held on February 18 and 20. These quarterly meetings are now scheduled around the distribution of each seasonal brochure. Program Managers attend the meetings to discuss program highlights and any new registration procedures related to their programs.

TC & WRC Fitness Center Open Houses were held on February 17. Attendance was low due to a morning snowstorm. Personal trainers were available to answer any questions and review equipment. Class demos also took place. AMITA was present to give a health lecture.

The “Fitness Land” new year fitness challenge wrapped up on Thursday, February 28. 184 members participated, and 30 completed the entire game board, winning a t-shirt at the end of the challenge.

Triphahn Center Fitness and Operations:

<u>Membership</u>	<u>2/28/18</u>	<u>1/1/19</u>	<u>02/28/19</u>	<u>YTD Var. +/-</u>
Total	906	809	848	+39

This past month, Parks and Recreation staff worked together to update the look of the fitness center by rearranging some equipment, installing black fitness flooring underneath the entire free weight area, painting the back wall from a dark green to a lighter beige, and improving the overall aesthetics of the center. A few more additions are planned for the upcoming months. Staff and members are excited about these new changes!

There are 107 participants in winter fitness programs at Triphahn Center. These programs include both adult and 50+ classes.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>2/28/18</u>	<u>1/1/19</u>	<u>02/28/19</u>	<u>YTD Var. +/-</u>
Total	347	329	310	-19

Winter session of fitness classes at Willow have 39 participants in 7 classes (compared to 38 last year).

Racquetball participation has decreased with 11 people enrolled in winter lessons compared to 24 last year. There are also 23 players in the league compared to 37 last year.

New for summer: An outdoor fitness workout class will be offered that will combine cardio and strength training, and to build off the popular functional fitness trend, more small-group training classes will be offered.



Dog Off-Leash Areas

<u>Dog Park Passes</u>	<u>2/28/18</u>	<u>1/1/19</u>	<u>02/28/19</u>	<u>YTD Var. +/-</u>
Total	706	682	671	-11



General Programs

Special Events:

The annual Parent Child events were held in February at Bridges. On Friday, February 8, Mother Son Date Night had 145 moms and sons in attendance. This was the highest attendance for this event. Daddy Daughter Dance took place at Bridges on Friday, February 15. This event maxed out at 230 dads and daughters. Both events ran smoothly and everyone had a magical time. Jewelry & Coin Mart donated a silver necklace and gift card for the guessing game winner for the mothers to win and candy heart bracelets for all the daughters in their goodie boxes. Dinner, dancing and professional pictures were offered at both events.

Hoffman Stars competed in two competitions in February and did very well! Our dancers received five Silver awards, 4 Bronze awards and two specialty awards in the first competition, and seven Elite Gold awards, 3 Platinum awards, and three specialty judges' awards in the second competition. All of our dancers are very excited about the success they have been having at these competitions and are looking forward to the final two in March and April of this season.

Upcoming Special Event planning includes the new Family Bingo Night on March 22 at Triphahn Center. The next Trivia Night will be April 13 at Bar Down Sports Bar with a TV Theme. In addition, Family Fit Day is scheduled on April 27 at Pine Park. This new event will focus on family, fitness and being outdoors. Families will participate in a rotation of skills/activities around the park.

A district department will lead each station: early childhood, ice, fitness centers, Seascape, The Club, etc. Easter event planning is also coming up: Egg Hunts, Doggie Egg Hunt, and Egg Slide.

Programs:

Winter dance programs began this month with 196 dancers (compared to 201 last year).

Youth art and general programming for winter has 76 participants compared to 32 last year. Largest increase comes from additional enrollment in youth magic and poms classes.

Winter gymnastics has 222 participants compared to 284 last year.

Martial arts has 276 participants for winter compared to 269 last year.

New for summer!

Many new programs are being added for summer, including: STEM Camps, science programs, teen life skills class, teen field trip to an esports café, swing dance & Latin dance and a kids cooking class.



50+ Club

<u>50+ Membership</u>	<u>2/28/18</u>	<u>1/1/19</u>	<u>02/28/19</u>	<u>YTD Var. +/-</u>
Total Members	382	397	390	-7

Five **fitness classes** were offered in winter 2019 with 84 participants.

Athletic opportunities continue with high participation in programs such as billiards, pickle ball, ping-pong, volleyball, baggo and chair volleyball. Pickleball has the highest participation with 216 players this month with 120 billiards players and 84 volleyball players this month. Staff is working with two of our Billiards players (50+ members) who would like to get a Fundamentals of Billiards 101 presentation together for our members. This will take place in mid- March.

Nine different **drop-in activities** are offered each month ranging from Wii Bowling to Bunco to the new Canasta and Mini Disc Golf. Highest participation continues to be in Wii Bowling with 70 players this month and card games with 32 players this month. It is exciting to see our drop-in numbers exceed last year’s numbers during the month of February. This is typically a very slow time for senior centers. Many snowbirds are gone and those who stay in town do not leave their house often in winter. Our numbers for Mahjong went from one table last February to 3-4 tables this February. Mexican Train went from one table of six, to three tables! In our active activities such as Volleyball, we have to have a rotation whereas last February that group was seeking enough players to play. Pickleball was only held 3 days a week, now we have a fourth day. We use to have Ping Pong a few mornings a week. Now we offer it 5 days a week throughout the day and we have players who utilize this.

Three **clubs** met this month: Crafting Club, Walking Wonders Club and Book Club. A new Chess Club also began this month. There is interest to begin a Garden Club so staff will begin planning for that next.

Special Events:

Pub Quiz Night had 41 participants (an increase of 11 from last month). Prizes were sponsored by Lake Barrington Woods and questions courtesy of Dr. Tom Hoover.

SOS (Seniors Out Socializing) met at Olive Garden on February 26 with 15 participants.

Lunch Bunch met at CiCi's Pizza on February 15 with 10 participants. Birthday Celebration lunch met at Culvers on February 22 with 29 in attendance.

Lunch & Learn was held on February 8. The topic was Healthy Aging and Management of Memory. Discussion and lunch was sponsored by AMITA Health with 32 in attendance. Our presenter was a doctor from AMITA.

Staff is working together to offer two intergenerational programs - one with the preschool program and one special event during Grandparents Day.

Trips:

One trip to Tiki Terrace was offered this month with 15 participants.

Member Priority Registration for our 50+ members began on February 20. They were able to register for spring trips. We had many members participate in this. Our three most popular trips this spring seem to be the trips that offer motor coach transportation.

Staff is planning an extended tour trip in October of this year to Boston for the fall colors. Promotion for this tour will be out next month.

New for summer: A Sock Hop Dinner Dance will be offered this summer and an adult painting workshop.



Early Childhood

The HiMama app for the ELC was launched. This is a tool that allows teachers improved communication with parents about their child's day- among many features; it can be used to send photos and report on meals, activities, and behavior. Feedback from the parents has been very positive!

The ELC February Open House brought in nine families; three children from that open house have already registered and started.

The Preschool Open Houses took place on Tuesday, February 5 and Wednesday, February 6. Staff was present to answer any questions and registration was available.

Preschool registration began on February 4 and the lottery took place on February 20. Current enrollment from this lottery for 19/20 school year is as follows:

- TC Preschool (3s and 4s): 89
- TC 3's Playschool: 10
- WRC Preschool (3s and 4s): 47
- WRC 3's Playschool: 4

Preschool/ELC:	2/2018	2/2019	Var. +/-
Three-school 18-19	14 TC 12 WRC	15 TC 8 WRC	-3
2's Playschool 18-19	30 TC 23 WRC	30 TC 24 WRC	+1
Preschool 18-19	128 TC 67 WRC	124 TC 60 WRC	-11
Early Learning Center	30 - TOTAL	27 – 5 days 5 – 4 days 8 – 3 days 3 – 2 days 43 TOTAL	+13

Winter early childhood enrichment classes have 185 participants compared to 204 last winter.



School Age - STAR and Day Camps

STAR:

Recreation staff attended District 54's annual Safe Schools meeting on Wednesday, February 13, and discussed ways that STAR and camp staff can be more proactive in safety training and awareness in the schools. We will be working together on future trainings with staff from the district and our STAR staff.

STAR online registration and priority registration began February 4 for District 15. Priority registration for District 54 begins March 4.

Staff is working on implementing the ePACT system, to be rolled out in the 2019-2020 STAR school year. This system will allow parents to complete all emergency forms and information for their child(ren) in a secure online portal. This information will then be accessible to Site Coordinators and

Program Managers through a secure app for easy, fast and safe access to children’s emergency information. Staff attended a training that prepared them for implementing this system in the upcoming year.

STAR Enrollment

STAR	2/2018	2/2019	Var. +/-
District 54	358	373	+15
District 15	56	65	+9
KSTAR District 15	14	20	+6
Totals	428	458	+30

No School Days:

There were 4 Days Off trips in February:

- February 14 (D54 ½ day) JumpZone: 71 participants
- February 15 (D54) Bartlett Nature Center: 52 participants
- February 18 (D54 & D15) Classic Cinemas: 54 participants
- February 19 (D15) Pump it Up: 22 participants

Summer Camps:

Lisa Swan attended a voluntary 8-hour training on Mental Health First Aid for Youth on Saturday, February 9. This is something that will help her in her duties overseeing camp and working with the early childhood participants.

Camp registration is now open. Parents can view all the camp programs and schedules online or printout a summary grid that highlights the entire summer schedule. It is important to note that week 1 of camp (June 3-7) will not be offered this summer due to school being extended into that week due to all the snow/cold days. Camp will begin on June 10 this summer.

Camp counselor interviews are scheduled for mid-March when many applicants are home for spring break.



Youth Athletics

- Indoor Soccer:
 - A great season is winding down; we are proud to boast that our numbers doubled from last season with 67 players this year compared to 29 last year.
- Outdoor Soccer:
 - Spring outdoor registration is wrapping up. Prepared for coaches clinics and practice plans
 - Working on creating a high school girls fall inter-village team

- Working on creating All Star inter-village team for fall outdoor soccer
- Cricket:
 - A new summer youth fundamentals cricket program is scheduled for summer.
- Outdoor Adventure:
 - Registration for our new LL Bean outdoor adventure classes is going well – there are already 4 enrolled in Intro to Kayaking!
- Basketball:
 - All-Star Weekend took place the weekend of February 9
 - Tournament schedules have been created for March Madness
 - Feeder basketball season ended on February 24 with Hersey Tournament (8th grade team took 2nd in conference)
 - March Madness In-house basketball tournament starts on March 9
- Baseball/Softball:
 - N 60 baseball team began indoor practice on February 17
 - HE Parks Adult Fall Softball league games broadcasted on local cable channel 113 on Saturday nights from 8 to 9pm
 - Worked with Carina to distribute information about our new corporate softball league to local businesses
 - Baseball registration ends March 5
 - Indoor baseball sessions begin on March 10
 - Coaches clinic with HEHS will take place on March 26
 - New adult softball tournaments are being scheduled for spring & summer

Other Athletic updates:

We have updated our soccer logo to incorporate the HeParks Logo. This logo will be updated for all athletic team jerseys.

Staff met with Palatine to discuss possibility of 2020 Spring Lacrosse inter-village leagues.

Staff is working with the C & M Department about a new layout for athletic website.

Kyle Goddard attended a PDRMA Workshop entitled “A Supervisor’s Role in Managing Risk” on Thursday, February 28. This is another training that will help staff with their daily program management duties.

New for summer: The brochure will highlight a co-ed corporate softball league, an introduction to cricket program, and a basketball skills training. In addition, a new “Try Sports for Free” skills and drills competition event will be offered.



Ice Operations

Special Events:

Try Hockey For Free was held on February 23 in conjunction with USA Hockey. 96 children participated in this very successful event. Every participant received a certificate from USA Hockey, a free jersey and public skate passes. Follow-up emails were sent to participants, as well, to promote spring session of hockey lessons.

Try Figure Lessons for Free was held on March 2. The event was originally maxed at 60 skaters, but due to the demand, the program had 80 skaters. Children were grouped in small groups and participated in a free skating lesson.

A free Floorball clinic was held on March 2. 52 children participated in this event.

Enrollment:

Spring registration for figure skating & hockey lessons and spring hockey leagues is now open. Programs begin in mid-March. Fall season ends mid-March.

Congrats!

- Squirt green finished in 2nd place in the NWHL
- Squirt Orange finished in 1st place in the NWHL
- Pee Wee Purple finished in 1st place in the NWHL
- Bantam Green finished in 2nd place in the NWHL
- AHAI girls tournament took place March 1,2,3 at Triphahn Center

Stan & Randy attended a full-day Floorball training on develop the skills and teaching tips to enhance the sport for HE Parks.



Aquatics

In November & December, a 20% pool pass renewal campaign was offered through the fall brochure. In January, the 20% campaign was extended to 2018 passholders only. This is the first time that a campaign was directed to a specific user group (previous passholders). After reviewing the coupon usage, 40 families (or 131 specific passholders) took advantage of the January renewal campaign.

In the spring brochure, 10% discount is offered for pool pass sales. C&M department is working on additional campaigns to promote pass sales.

There are 358 Seascape passholders to date for 2019 compared to 159 at this time last year for the 2018 season.

New for summer: A Jr. Lifeguard training program will be offered.



Communications and Marketing

Design Work:

- Digital Summer Camp planner – planning grid & webpage updates
- Camp Digital Ad for Daily Herald
- Ice Digital Ad for Daily Herald
- Fittest Loser Print & Digital Ad for Daily Herald
- The Club's April promotion
- Seascape 10% off promotion
- Fish Fry promotion & digital ad for Daily Herald
- Girls Night Out

Marketing Campaigns:

- Floorball
- Hockeyville Grant
- Try Hockey for Free
- Try Figure Skating for Free
- TC & WRC Fitness Open House
- Wildflower seed collecting

Press Releases:

- Fitness Center Open House
- Try Hockey for Free
- Job Fair Winter 2019
- OSLAD Grant
- Hoffman Stars Dance Company
- Mentioned in NWSRA Article as the practice site for athletes.

Special events - Promotion:

- Mother Son Dance
- Pot of Gold Climb Art
- Job Fair

- Family Bingo
- Days off School

Social Media Campaigns:

- Summer Camp
- Baseball registration
- Preschool registration
- Hockey

February Social Media Posts:

Facebook: 32 posts. Highest interaction posts were:

- OSLAD Post 2/7:
 - 3,515 views , 1,100 interactions – Led to highest traffic on website
- Daddy Daughter Dance 2/18:
 - 2,500 views, 957 interactions
- Spring Hockey Leagues registration:
 - 1,200 views
- Camp Enrollment 2/27:
 - 1,100 views – led to second highest website page view

6 events offered with a reach of 14,025 customers.

Eblasts:

- February 50+ Newsletter
- Dog Member newsletter
- General Program Eblasts: 2/5, 2/12, 2/22
- Spring Hockey registration – Highest open rate 72%
- Free Skin Cancer Screening & Fitness Open House
- Try Ice – focused only on ice events & programs
- Try Hockey for Free – follow-up Thank You email
- 50+ Trip Priority Registration
- Spring Registration is Open

Social media followers

HEParks Facebook: 3370

HEParks Twitter - 920

HEParks Instagram – 178

Bridges Facebook – 820

The Club Facebook – 1365

50+ Facebook- 82

Wolfpack Facebook- 80

Website:

Highest visit days:

1. 810 on February 7 – OSLAD Grant Announcement and redirection from Facebook.
2. 636, February 27 – First day of Spring Registration redirect from Facebook.
3. 546 February 22 – Response to Register now for Camp email

Highest visited pages: Homepage, Camp, Program Guide

Newly Acquired Advertising and Sponsorships

Renewal by Andersen	2019 Event sponsor
Jewelry & Coin	Prize and bracelet donations for Mother/Son & Daddy/Daughter
Garibaldi's	Zamboni sponsor
North Hoffman Vet	Event Sponsor
A Closer Bond	Event Sponsor
Chiro One	Fitness Open House Sponsor
Intuitive Healing	Marquee
Comfort Keepers	50+ Event Sponsor