



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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, MARCH 17, 2020
7:45 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - February 18, 2020
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M20-030
 - B. Bridges of Poplar Creek Board Report / M20-039
 - C. The Club Board Report / M20-040
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 this public meeting please call 847-885-7500 with at least 48 hours' notice.



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**MINUTES
RECREATION COMMITTEE MEETING
February 18, 2020**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on February 18, 2020 at 7:49 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman K. Evans, Commissioner Chhatwani, Comm Rep Henderson, Macdonald

Absent: Comm Reps Dressler and Wittkamp

Also Present: Executive Director Talsma, Director of Finance and Administration Hopkins, Director of Recreation Kapusinski, Director of Parks, Planning and Maintenance Huguen

Audience: President Kaplan, Commissioner Kinnane, McGinn, Kilbridge, Comm Rep Wilson

2. Approval of Agenda:

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to approve the agenda as presented. The motion carried by voice vote.

3. Approval of the Minutes:

Comm Rep Henderson made a motion, seconded by Commissioner Chhatwani to approve the minutes of the January 21, 2020 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. **Old Business:**

None

6. **New Business:**

A. **LiveBarn Agreement/M20-018:**

Director Kapusinski reviewed the item noting that the hockey community was requesting this service. She explained that LiveBarn would film games and make them available on phones for viewing. She noted that the cameras could be turned off (Wolves) or they could use a password to only allow specific participants to view a game. She also noted that the recordings would be available for 30 days.

Commissioner McGinn asked if it would be for both rinks and it was noted that it would. Comm Rep Henderson asked if there was an issue would it be dealt with by LiveBarn and it was noted that it would.

Comm Rep Macdonald asked about the band width used and Executive Director Talsma noted that the requirements had been reviewed by IT Manager Agudelo and there was no concern.

Commissioner K. Evans asked what might happen if the park district inadvertently turned the cameras off during a game and Executive Director Talsma noted that without malicious intent, the consequences would be only to the disappointed public.

Comm Rep Henderson asked if there was a minimum of subscribers needed and it was noted that there was not.

President Kaplan asked about the viewpoint and Director Kapusinski noted that there was a camera for the entire rink and one following the puck. President Kaplan asked about a coach wanting a copy of the game and Executive Director Talsma noted that would be an issue to take up with LiveBarn.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to recommend the board approve the LiveBarn agreement as outlined in M20-018. The motion carried by voice vote.

B. **Rec Board Report/M20-025:**

Director Kapusinski reviewed the report noting that the Silver Sneakers membership was up, that they were partnering with Cook County Forest Preserve for programming, that the ESports Tournament was very well received as was the Ice Show with 250 participants and 30 soloists.

The committee viewed the annual report and it was very well received. Staff was commended on their efforts.

Commissioner McGinn asked about the advertising on the boards at the rink and Executive Director Talsma noted that it was done by the Wolves and that they had paid in full.

Comm Rep Henderson made a motion, seconded by Commissioner Chhatwani to send the Rec Board Report M20-025 to the board as presented. The motion carried by voice vote.

C. BPC Board Report M20-027:

Executive Director Talsma reviewed the report noting that Kurtis Hartwig had been hired as the Golf Operations Manager, that they were up to 15 weddings scheduled for 2020 and working on maintaining the shoreline for 10 and 11.

Chairman K. Evans asked about using a wall and Director Huguen explained that they would lose too much with a wall.

President Kaplan asked about party rental minimums and Executive Director Talsma noted that it would depend on the room and date i.e. they would not necessarily rent out a banquet room on a popular Saturday night to a party of 25.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to send the BPC Board Report M20-027 to the board as presented. The motion carried by voice vote.

D. The Club Board Report/M20-026:

Executive Director Talsma reviewed the report noting that the renovation was going very well and the equipment was expected next week. He noted that in January The Club had 251 new members and over 100 HIIT program members more than making up the tennis member revenue.

Comm Rep Henderson asked if the soft opening was open to the public and it was noted that the Grand Opening was a public event and the soft opening would be for members.

Comm Rep Henderson made a motion, seconded by Commissioner Chhatwani to send The Club Board Report M20-026 to the board as presented. The motion carried by voice vote.

7. **Committee Member Comments:**

The Comm Reps acknowledged the great job staff was doing.

Chairman K. Evans reminded all of the Mayors Breakfast Thursday and the Legislative Breakfast Saturday.

8. **Adjournment:**

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to adjourn the meeting at 8:25 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Peg Kusmierski
Recording Secretary

MEMORANDUM NO. M20-030

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: March 17, 2020

Recreation Division



Upcoming Events

3/14 – Pot of Gold Climb at The Club
3/20 – Family Bingo at Willow
4/4 – Craft Fair at Willow
4/4 – Doggie Egg Hunt at both dog parks
4/5 – Egg Slide with Bunny at TC
4/5 – Egg Hunt at Canterbury Fields Park
4/11 – Aqua Egg Hunt at The Club
4/17 – eSports Tournament at NIU

Administration

The Recreation Department supported the Friends of HE Parks Foundation during their Girls Night Out event. The event had 107 attendees and raised approximately \$4400 net for the Foundation.

Craig Talsma, Alisa Kapusinski & Pat Bodame attended a meeting with the district leaders of School District 15. A discussion took place regarding the operation of the before & after school program held at Whiteley & Thomas Jefferson Schools; the program is currently run by Palatine Park District. A revised IGA will be written to transfer the operation of this program to HE Parks for the 2021/22 school year.

Alisa Kapusinski met with Village Director of Outreach to discuss continued partnership at community-wide special events. In addition, Alisa attended the Village's Census Committee to develop upcoming events to support Census awareness.

Dru Steinhoff attended the Schaumburg Library's Teen Job Fair on February 15. Alisa Kapusinski attended D211's Career Fair on February 27 at Fremd High School.

Craig Talsma, Alisa Kapusinski, Dustin Hugen & Brian Bechtold attended the annual Mayor's Breakfast on February 27.



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>2/28/2019</u>	<u>1/1/20</u>	<u>2/29/2020</u>	<u>YTD Var. +/-</u>
Total	848	781	818	+37

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>2/28/2019</u>	<u>1/1/20</u>	<u>2/29/2020</u>	<u>YTD Var. +/-</u>
Total	310	304	339	+35

Membership numbers (above) do not include the free health insurance fitness memberships: Total members = 186 (up 14 from last month)

- Total members for each category for this month include:
 - o Renew Active = 32 at TC (up 6) & 6 at WRC (no change)
 - o Silver Sneakers = 71 at TC (up 5) & 8 at WRC (down 1)
 - o Prime = 56 at TC (up 12) & 13 at WRC (up 2)

Winter Group Fitness: There are 17 participants in TC group fitness classes compared to 15 last year. There are 35 participants in WRC group fitness compared to 39 last year.

There are 15 participants in racquetball lessons compared to 11 last year. There are 26 players in racquetball leagues compared to 23 last year.

February Facility Rental Summary

	Triphahn	Willow
# of full gym rentals	1	10
# of half gym or Mini gym rentals	16	10
# of room rentals	29	12
# of court rentals		144
# of birthday parties		6



Dog Off-Leash Areas

<u>Dog Park Passes</u>	<u>2/28/2019</u>	<u>1/1/20</u>	<u>2/29/2020</u>	<u>YTD Var. +/-</u>
Total	671	683	689	+6



General Programs

Special Events:

Daddy Daughter Dance was held on February 7, a week earlier than last year’s event date, to account for Valentine’s Day. There were 208 participants this year compared to 230 participants last year. Mother Son Date Night was held on February 21. There were 139 participants compared to 145 participants last year.

Fortnite eSports Tournament was held on February 14 at NIU Hoffman campus. The event was full with 24 players. Future events have been scheduled due to the increasing popularity of the sport.

Lunch with Elsa & Anna, a new event, was held on February 15 at Triphahn Center. This event for children and parents included lunch and entertainment by Elsa & Anna. There were 63 participants.

Cabin Fever Fest was held on February 29 at The Club. This was a new event to promote family-fun in the middle of winter. Participants were able to enjoy gym activities, the climbing wall and the indoor pool. An estimated 250-300 people attended, of which 100 were children.

Winter program enrollment summary:

Dance		Gymnastics – Session 2		Karate	
2019	2020	2019	2020	2019	2020
196	213	107	100	274	254



50+ Club

<u>50+ Membership</u>	<u>2/28/2019</u>	<u>1/1/20</u>	<u>2/29/2020</u>	<u>YTD Var. +/-</u>
Total Members	390	369	377	+8

A new membership plan and campaign will be launched at the end of February. Membership rates have been lowered to \$20 for 2020 for an annual membership. Members will have three months to join at a discounted rate of \$15 for the year. \$15 was the original membership rate for the 50+ Club prior to the facility renovation. Membership prior to renovation was close to 600 members. We hope to reach previous and new members with the lower annual rate for 2020. To date, we have 184 members enrolled in the new membership program, of which 57 are new members.

50+ Fitness: There are 110 participants in Winter 2020 session two 50+ group fitness classes compared to 77 last winter. A new Line Dancing class has 11 participants in it.

February Drop-In Activity Attendance

February Drop-In Activity Attendance

Athletic Activities	January 2020	February 2020	+/-
Volleyball (M,W,F)	224	206	+18
Pickleball (M,T,W,F)	154	222	+68
Ping Pong (M-F)	70	75	+5
Billiards (M-F)	128	132	+4
Wii Bowling (T, Th)	64	64	-
Chair Volleyball	25	16	-9
Drop-In	January 2020	February 2020	
Mah Johng	49	39	-10
Chess	22	22	-
Puzzles	15	15	-
Pinochle	23	21	-2
Games (Rumekub)	23	35	+12
Euchre-NEW!	41 (new)	24	-17
Mexican Train	33	53	+20
Bunco	10	16	+6
Social Opportunities	January 2020	February 2020	
Lunch Bunch	7	7	-
SOS Dinner Group	16	9	-7
Pub Quiz	24	20	-4
Culvers Lunch		11	NEW
Valentine's Day Bingo		40	NEW
Club Opportunities	January 2020	February 2020	
Crafting	15	8	
Book Club	15	19	+4
Knitting/Crochet	4	2	-2
Educational	January 2020	February 2020	
Lunch & Learn	Not offered	7	

Valentine's Day Bingo & Luncheon was held on February 14. There were 40 in attendance.

Pub Quiz Night was held on February 20. There were 20 in attendance.

A new "open piano play" has now been scheduled from 9am-1pm and 3pm-close within the 50+ Center. A few members have enjoyed coming in to play for the group.



Early Childhood

Preschool & ELC enrollment:

Preschool/ELC:	2/2019	2/2020	Var. +/-
3's Playschool 19-20	14 TC 9 WRC	14 TC 5 WRC	-4
2's Playschool 19-20	30 TC 24 WRC	30 TC 23 WRC	-1
Preschool 19-20	123 TC 60 WRC	119 TC 57 WRC	-7
Early Learning Center	25 – 5 days 5 – 4 days 7 – 3 days 3 – 2 days 40 TOTAL	24 – 5 days 6 – 4 days 10 – 3 days 5 – 2 days 45 TOTAL	+5

Registration for 2020/2021 opened in February. A free “Taste of Preschool” was held on February 17 for parents & children to “try” out the preschool program. There were 12 families that attended.

Enrollment will stay open through the summer. Current enrollment for 2020/21 school year is:

Preschool:	
3's Playschool	6 TC 2 WRC
2's Playschool	7 TC 3 WRC
Preschool	101 TC 36 WRC

Winter 2020 early childhood enrichment classes has 181 participants compared 198 participants in Winter 2019.



School Age - STAR and Day Camps

STAR	2/2019	2/2020	Var +/-
B/A school (SD54 & D15)	373 – D54 65 – D15	390 – D54 64 – D15	+16
KSTAR District 15	20	21	+1
TOTAL	458	475	+17

There were three No School Field Trips offered in February 2020 with 135 participants compared to 194 last year.

A mid-year STAR parent survey was distributed this month. 37 surveys were returned. There is a 94% overall satisfaction with the STAR program. The most important aspect of the STAR program is the group games & active time for the children.

Registration for Summer Camp 2020 is open. This year, registration opened earlier to promote encourage early registration.



Basketball

	2018	2019	2020	Var +/-
In-house	286	279	309	+30
Boys feeder b-ball	35	41	45	+4

- Youth Basketball All-Star game event took place on February 16 at Willow Recreation Center
- Youth Basketball in-house tournaments for 5th-8th grade boys took place on February 22 and 29 at Willow Recreation Center
- Feeder basketball banquet took place on February 25 at HEHS.

Baseball

- Pony Baseball indoor clinics on Fridays at Grand Sports Arena started on February 23.
- Coaches meetings will be held the week of March 9.
- Outdoor practices begin the week of March 30.

Indoor Soccer

	Kinder	1 st /2 nd Boys and Girls	3 rd /4 th Boys and Girls	5 th /6 th Boys and Girls	7 th /8 th Boys and Girls	Total
Winter 2018	10	16	8	0	0	34
Winter 2019	18	27	12	7	9	73
Winter 2020	0	35	28	24	10	97

Outdoor Soccer

- The Soccer registration deadline was March 1. Teams, practice schedules, and game schedules have been created.
- Coaches' meeting/Clinic is set for March 20. Parent meeting is set for March 29.

- Soccer numbers are down from the previous spring. Registration will remain open until all spots are filled.

	Kinder	1 st /2 nd		3 rd /4 th		5 th /6 th		7 th /8 th		Total
		Girls	Boys	Girls	Boys	Girls	Boys	Girls	Boys	
Spring 2019	50	76		11	46	24	34	17		258
Spring 2020	32	11	40	10	28	9	22	7	19	178

Contractual Youth Sports lessons

	Parent/Tot Super Sports	All Sports	Jr. Seasonal Sports	Total
Winter 2019	24	46	25	95
Winter 2020	19	44	24	87



Ice Operations

Winter Session	2019	2020	+/-
Figure Skating Lessons	289	303	+14
February Freestyle Passes	27	26	-1
Hockey Lessons	136	182	+46

Fall season of NWHL hockey playoffs took place in February.

Spring NWHL registration opened February 7. Registration will resume through the middle of March.

	2019	2020	
Mites	38	21	-17
Squirts	16	25	+9
Pee Wee	22	17	-5
Bantam	31	24	-7
Midgets	20	19	-1
Wolverines (girls)	32	19	-13
TOTAL	159	125	-34



Aquatics

There are 353 pass holders as of February 29, 2020 compared to 358 this time last year. 195 passes were sold the month of February. A 10% coupon was offered from February 17-29; 158 passes were sold with the coupon code applied.

Winter indoor swim lessons session two at The Club have 190 participants compared to 133 last year.

Dru Steinhoff & Alisa Kapusinski attended PDRMA's Risk Management Day on February 19. Training was held on preventing sexual misconduct in our facilities, in addition to training from our lifeguard certification company, StarGuard.



Communications and Marketing

Design Work:

- TC & WRC Fitness center postcard
- TC & WRC Fitness challenge
- GNO event & raffle signage
- BPC opening season materials
- Rink renovation

Marketing Campaigns / Promo:

- Summer Camp
- Esports
- Hockey: girls overspeed clinic, spring break clinic, Moosejaw, hockey leagues
- Special events: Pot of Gold Climb, Family Bingo, Golf Outing, Easter events
- The Club: February promotion

Social Media:

- 50 posts in February
- Top interactive posts:
 - 1) Club February promo (boosted ad) – 3,406 reached
 - 2) Ice Fishing – 3,131 reached
 - 3) Spring Baseball Registration – 1,562 reached
- Top Facebook Events:

- 1) Lunch with Elsa & Anna – 3,800 reached
- 2) Girls Night Out – 2,600 reached
- 3) Try Hockey for Free – 1,600 reached
- 4) Ice Skating Exhibition – 1,400 reached

of Followers:

HE Parks Facebook: 4495 (+21 from last month)
 HE Parks Twitter – 1027 (+5 from last month)
 HE Parks Instagram – 444 (+18 from last month)
 50+ Facebook- 104 (+3 from last month)
 Wolfpack Facebook- 265 (+26 from last month)
 Wolfpack Instagram – 267 (+15 from last month)
 Figure Skating Facebook – 74 (+6 from last month)
 Bridges Facebook – 993 (+1 from last month)
 Bridges Instagram – 110 (-1 from last month)
 Bridges Twitter – 161 (no change from last month)
 The Club Facebook – 1533 (+20 from last month)
 The Club Instagram – 178 (+14 from last month)
 The Club Twitter – 29 (+1 from last month)

Website:

*Disclaimer – *Google Analytics went down following the website hack. There is no website data for the first 24 days in February.*

Total page views: 22,192 unique page visits

Highest visit day: 4,591 on February 26 (first day of registration)

Newly Acquired Advertising and Sponsorships

- Andigo Credit Union – Party in Park sponsorship and program ad
- Sprint - marquee
- Raising Cane's - marquee
- Code Ninjas – esports sponsor & eblast
- Leyden Family Service - marquee
- New York Life – vendor events

Community outreach event presence:

- HE chamber-networking events -4
- SBA-networking events -2

MEMORANDUM NO. M20-039

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: Bridges of Poplar Creek Board Report
DATE: March 17, 2020

**Bridges of Poplar Creek Board Report
February 2020**

General Programs

- Fish Fry started February 28. We had 96 guests enjoy our first Fish Fry of the year. The event featured fried or baked cod along with a feature fish of the day. Week two of Fish Fry, we served 92 guests.
- Easter Brunch reservations are now available for April 12; currently, we have 60 guests registered.
- Breakfast with Easter Bunny currently has 139 guests signed up for the event on March 28.
- Kurtis Hartwig and Brian Bechtold are scheduled to go to a World Golf Handicap Seminar mid-March 2020. This is the new standardize handicap system for all golfers to compete at an even playing level.

Golf Rounds

ROUND TOTALS				
2016	2017	2018	2019	2020
300	880	278	0	0
YTD ROUND TOTALS				
2016	2017	2018	2019	2020
300	880	278	0	0

Range Information

RANGE BASKET SALES TOTALS				
2016	2017	2018	2019	2020
124	564	104	0	0
YTD RANGE BASKET SALES TOTALS				
2016	2017	2018	2019	2020
124	566	104	15	0

Food & Beverage

For the month of February, we had nine events (10 events in 2019)

Three breakfast meetings servicing 75 guests

One shower servicing 65 guests

One memorial servicing 50 guests

One birthday party servicing 70 guests

One room rental servicing 240 guests

One Daddy Daughter Dance servicing 215 guests

One Mother Son Dance servicing 141 guests

For the month of March, we have 10 events (12 events in 2019)

Four breakfast meetings servicing 100 guests

One continental breakfast meeting servicing 150 guests

Two bridal showers servicing 100 guests

One all-day meeting with boxed lunches servicing 40 guests

One March Madness 72 guests

One Breakfast with the Bunny

Wedding Count Update:

2021: One ceremony and reception

2020: 10 ceremony and reception, four reception only

2019: 16 ceremony and reception, three reception only, one ceremony only

2018: 16 ceremony and reception and three reception only, two ceremony only

2017: 14 ceremony and reception, five reception only, five ceremony only

2016: 21 ceremony and reception, four reception only, one ceremony only.

Golf Maintenance Summary

In February, our high averaged 34° (1° below average) and low averaged 20° (about average). In February, we received about .5” of rain (1.79” average) and about 4” of snow (our average is 9.1”). This winter’s total snowfall amounts to 18.3” (29.5” average).

In the beginning of the month, we continued working on the bank stabilization project on #11. After a few cold nights, when the ground was nice and firm, we were able to push the many tons of rock into the pond with little to no damage to the bank. With the help of Parks Maintenance, and their backhoe, this was a very quick and easy task.

Towards the end of the month, the maintenance team had the opportunity to be one of the stops on the Chicagoland Association of Golf Course Superintendents annual shop tour. This is a great event during which two to three golf courses open their shops for association members to see how they operate and to share ideas. This year, Bridges of Poplar Creek and Medinah Country Club were the participating courses. This was one of the biggest in recent years with over 130 Superintendents, Assistants, Equipment Managers, and maintenance staff members in attendance.

Here is a small list of some of the other tasks the maintenance team has been working on in February:

- Ground stumps from tree removals
- Deep cleaned the whole shop in preparation for Shop Tour and beginning of season.
- Finished preventative maintenance on rotary mowers.
- Continued preventative maintenance on maintenance cart fleet.
- Took delivery of chemical and course accessories orders.

MEMORANDUM NO. M20-040

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: The Club at Prairie Stone Board Report
DATE: March 17, 2020



February Membership Totals	<u>2/28/2019</u>	<u>02/29/2020</u>	<u>1/01/2020</u>	<u>Var. +/-</u>
Totals	2945	2998	2977	21

Member Services/Sales

- The sales team was able to secure 105 new members in February. We had a strong January along with a low number of cancellations, so even though 105 is less than the desired amount of 135 new memberships, we are still at a net 21 for the year.
- In February, we offered a reduced enrollment fee of \$14 to start the month followed by a flash sale mid-month offering \$2 enrollment for three days. This strategy brought in 19 new members.
- The sales team has been meeting regularly for training sessions with our consultant Mark Davis. The objective of these regular training sessions is to improve and organize our sales process for consistency and success.
- Member Retention Efforts: We are researching a nutrition program that we may be able to offer to members as part of a test market. We are working on learning and implementing two new programs, MyZone and MINDBODY, which will provide a retention tool through phone apps to our members.

Operations and Fitness Departments:

- February has been extremely busy with the renovation project (see the project updates list below).
- The HIIT coordinator has continued with an agenda of creating programs, and learning the MYZone heart rate system to prepare for the launch of the new HIIT Club program.
- MYZone heart rate bands have been distributed to all HIIT instructors, so they can learn how the system works from the user interface.
- The Operations Department has been focusing on filling the two currently vacant overnight FT positions in the custodial department.

Renovation & Project Updates:

- All equipment has been delivered and set up in the new area.
- Mural has been completed and we are still receiving lots of great comments on how unique it is.

- Sound panels have been installed.
- Carpet bid has been completed and installation is scheduled for the week of March 16th.
- New studio floor has been selected and the vendor plans to begin installation the week of March 16th.
- New lighting and speakers have been installed in the new space
- New WiFi, cameras, and TVs have been installed in the new space
- Marketing efforts have geared up to transition to “now open” on Saturday, March 14.

Aquatics: Lesson Participant Numbers at The Club 2019 vs. Previous Years

	Winter I	Winter II	Spring I	Summer I	Summer II	Fall I	Fall II/ Fall III	Total Indoor Swim	Summer Seascape
2014	193	236	304	284	320	287	228	1852	597
2015	167	209	325	299	575	300	203	2078	457
2016	150	168	298	292	0	280	208	1396	542
2017	137	206	274	264	240	259	195	1575	352
2018	172	143	251	239	192	202	165	1364	285
2019	137	133	208	190	208	236	138	1250	276
2020	190	203							

***CLOSED Lap Pool First week of lessons**

Club Marketing for February

Digital Advertising for February

SEM and Display Ads

- 178,720 impressions – 526 clicks to website
- Google Ads – 25,140 impressions – 430 clicks on google ads for facility, 26 visits after ad click

The Club Website

- Highest visit day was Sunday, February 16 – 1229. The end of the February Splash sale.
- 12K page views.
- 4,794 unique visitors to website

The Club Facebook

- 1,533 followers in February and 1,513 followers in January
- Business Local Reach Ads – 39,888 people reached with business advertisement
- February Promotion Paid Ads - 5,414 reach with 610 post engagements
- February Promotion Paid Ads on (HEParks FB/Insta) - 1,419 reach with 149 post engagements

The Club Instagram

- 178 followers in February
- 164 followers in January
- 157 followers in December

The Club Twitter

- 29 followers in February
- 28 followers in January
- 27 followers in December

Key Search Results:

Keyword	Impressions	Clicks
+indoor +pool	371	29
+gym +near +me	357	23
+fitness +near +me	284	14
+aquatic +center	186	21
+fitness +club	140	12
+indoor +pools +near +me	58	6
+indoor +tennis	39	3
+fitness +Hoffman +estates	24	2
+personal +trainer +near +me	21	0
+gym +Hoffman +estates	20	1
+group +fitness +classes	17	1
+club +at +prairie +stone	16	6
+the +club +at +prairie +stone	11	1
+fitness +classes +near +me	10	0