

MEMORANDUM NO. M21-110

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
 Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: December 10, 2021

Recreation Division



The first HEParks Podcast will kick off in mid/late December with Pat and Katie as the hosts of the show. The show will be once every 2 weeks to start. The show will not only focus around upcoming things at the district, but also to inform the public even more on what we do here.



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

| | | | | |
|-------------------|-------------------|-------------------|-------------------|--------------------------|
| <u>Membership</u> | <u>11/30/2020</u> | <u>01/01/2021</u> | <u>11/30/2021</u> | <u>2021 YTD Var. +/-</u> |
| Total | 547 | 509 | 517 | +8 |

| Pass | % Visited in October | % Visited in November |
|----------------------------------|----------------------|-----------------------|
| TC Fitness Adult | 51% | 55% |
| TC Fitness Junior/Student | 54% | 52% |
| TC Fitness Senior | 58% | 57% |
| Average Paid Members | 54% | 55% |
| TC Gym Pass * | 40% | 0% |
| TC Silver Sneakers * | 19% | 16% |
| TC Tivity Prime * | 7% | 9% |
| TC Renew Active * | 18% | 20% |
| Average Insurance Members | 21% | 15% |

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

| | | | | |
|-------------------|-------------------|-------------------|-------------------|--------------------------|
| <u>Membership</u> | <u>11/30/2020</u> | <u>01/01/2021</u> | <u>11/30/2021</u> | <u>2021 YTD Var. +/-</u> |
| Fitness | 94 | 93 | 100 | +7 |
| Racquetball | 55 | 52 | 34 | -18 |
| Total | 149 | 145 | 134 | -11 |

| Pass | % Visited in October | % Visited in November |
|----------------------------------|----------------------|-----------------------|
| WRC Fitness Adult | 41% | 47% |
| WRC Fitness Junior/Student | 50% | 55% |
| WRC Fitness Senior | 50% | 50% |
| Average Paid Members | 47% | 51% |
| WRC Gym Pass * | 0 | 0 |
| WRC Silver Sneakers * | 25% | 17% |
| WRC Tivity Prime * | 6% | 0% |
| WRC Renew Active * | 25% | 50% |
| Average Insurance Members | 19% | 14% |

Fall Group Fitness enrollment:

| Class | Fall 2020 | Fall 2021 |
|--------------------|-----------|-----------|
| 50+ Forever Strong | 37 | 38 |
| 50+ Basic Exercise | 22 | 40 |
| Fitness Boot Camp | 38 | 52 |
| Women of Steel | 38 | 41 |
| Senior Tai Chi | 2 | 14 |



Dog Off-Leash Areas

| | | | | |
|-------------------|-------------------|-------------------|-------------------|--------------------------|
| <u>Membership</u> | <u>11/30/2020</u> | <u>01/01/2021</u> | <u>11/30/2021</u> | <u>2021 YTD Var. +/-</u> |
| Total | 600 | 586 | 704 | +118 |



General Programs

General Programs:

| Program | Fall 2020 | Fall 2021 |
|----------------------------|-----------|-----------|
| Baton & Poms | 27 | 73 |
| A&A Music (piano & guitar) | 6 | 6 |
| Choir & Theater programs | 10 | 10 |
| Horsemanship | n/a | 2 |
| Shotokan Karate | 61 | 98 |
| Tae Kwon Do | 31 | 45 |
| Gymnastics | 99 | 342 |
| Racquetball lessons | 6 | 12 |
| Racquetball leagues | n/a | 26 |

Dance:

- There are 154 dancers enrolled in 22 classes this fall. This is compared to 83 dancers in 15 classes last fall.
- Stars Dance Company hosted a Friendsgiving on November 23 and invited Level 3 & 4 Ballet/Jazz dancers to try a company class and see competition dances.
- Teacher in-service was held on Friday, November 12th.
- Stars Dance Company will be performing at Winter Wonderland Fest.

Special Events:

The Holiday Craft Fair was held on November 20 at Triphahn Center. Fifty vendors participated with over 500 attendees! Another event will be planned for spring.

Upcoming Special Events:

- Winter Wonderland at Bridges on December 11
- Letters to Santa
- Holiday Lights Contest
- Santa Drive By on December 23



50+ Club

- White Elephant Holiday BINGO Luncheon on November 17 – 18 participants
- Pub Trivia on November 18 – 39 participants
- Holiday Dinner Party on December 2 at Bridges – 62 participants
- Holiday Lights Trolley Tour – 21 participants
- Lunch & Learn Brain Health seminar on December 8 – 32 participants

Additional indoor Pickleball times were added to the calendar this month on Tuesday and Thursday mornings at 7am. Now Tuesday & Thursday is available from 7am-11am.

- Upcoming senior events
 - Holiday BINGO luncheon – December 15
 - Cinderella Play at Paramount – January 5
 - Lunch & Learn Social Security – January 12
 - Minute to Win It – January 19
 - Pub Trivia – January 27



Early Childhood

Little Stars Child Care has 37 children enrolled; last November there were 18 children.

The third LSC classroom will open on January 10. Interviews are being conducted for the three new full-time teachers.

The application for the Childcare Workforce Grant has been completed for both Willow and TC. Willow has been approved for a check for \$3,960. TC is still waiting to hear if they have been approved. All of the money will be given out as bonuses to all preschool and childcare teachers. This grant money is only allowed to be given in that capacity.

Part-Day Preschool 21/22

| 20-21 TC | | 21-22 TC | | +/- | 20-21 WRC | | 21-22 WRC | | +/- |
|----------------|-----------|----------------|------------|------------|----------------|-----------|----------------|-----------|------------|
| Threeschool | 0 | Threeschool | 13 | +13 | Threeschool | 0 | Threeschool | 5 | +5 |
| 2's Playschool | 6 | 2's Playschool | 23 | +17 | 2's Playschool | 0 | 2's Playschool | 11 | +11 |
| 3's & 4's | 47 | 3's & 4's | 84 | +37 | 3's & 4's | 29 | 3's & 4's | 32 | +3 |
| Total | 53 | Total | 120 | +67 | Total | 29 | Total | 48 | +19 |

Early Childhood enrichment for fall: There are 137 participants compared to only 2 children in one music class last year. Many enrichment classes were not offered last year as we did not want the preschool children mixing classrooms.



School Age - STAR and Day Camps

STAR Enrollment

| | 3 days before | 3 days after | 5 days before | 5 days after | Total enrolled |
|------------------|---------------|--------------|---------------|--------------|----------------|
| Armstrong | 3 | 12 | 15 | 17 | 47 |
| Fairview | 1 | 14 | 17 | 34 | 66 |
| Lakeview | 2 | 1 | 14 | 36 | 53 |
| Lincoln Prairie | 3 | 5 | 18 | 15 | 41 |
| MacArthur | 0 | 10 | 22 | 24 | 56 |
| Muir | 3 | 5 | 11 | 25 | 44 |
| Total for D54 | 12 | 47 | 97 | 151 | 307 |
| | | | | | |
| Whiteley | 4 | 15 | 31 | 42 | 92 |
| Thomas Jefferson | 1 | 13 | 4 | 36 | 54 |
| Total for D15 | 5 | 28 | 35 | 78 | 246 |

Kinder STAR enrollment:

NEW! Morning Kinder STAR (in afternoon Kindergarten at school):

| | 3 days | 5 days |
|------------------|--------|--------|
| Whiteley | 1 | 2 |
| Thomas Jefferson | 3 | 4 |

Afternoon Kinder STAR (in morning Kindergarten at school):

| | 3 days | 5 days |
|------------------|--------|--------|
| Whiteley | 6 | 8 |
| Thomas Jefferson | 3 | 7 |

No School Days

On Nov. 22 we had 10 enrolled and went Bowling at Elk Grove Bowl.

On Nov. 23 we had 11 enrolled and stayed on site and did Thanksgiving scavenger hunts.

On Nov. 24 we had 25 enrolled and saw Encanto at Elk Grove Theater.



Athletics

Hoffman Basketball Academy

- 3v3 Fall League concluded on November 23. This was our first full season of this league.
- Fundamental camps ran with 24 players.
- Private trainings this month had 42 participants.
- Coaches meetings & evaluations took place this month in preparation for the start of winter basketball season.
- Winter In-House Season: We have 295 players enrolled. More teams were added to clear waitlists. Last year there was no league due to the COVID guidelines, and there were 283 players in 2019/20 season.

Baseball

- An indoor fundamentals class will be held during winter break at Rage Baseball location in Hoffman Estates.
- Staff is in the planning process of redesigning the baseball/t-ball program for the younger players for the spring season.

Adult Sports

- An adult basketball league will begin in January.

Soccer

- Soccer fall season concluded with 215 players. This is compared to 114 in 2020 and 219 in 2019.
- Indoor soccer registration has 59 players compared to 47 last year.
- HUSC Soccer essentials classes have 109 participants in fall, compared to zero last year as this is a new program!
- HUSC also ran 16 sessions of private soccer lessons.

E-Sports

- Staff is working on new promotions to get more attendance. Birthday parties continue to be popular.
- Black Friday was open for \$5 “Play all Day” so parents could shop and drop off their children.
- One tournament and one Kids Night Out is scheduled for each month.
- Beginning Sunday, December 5, the E-Sports Zone is now open from 11am-3pm and closed on Thursdays due to less attendance on Thursday nights.



Ice Operations

Hockey:

- Session 1 hockey lessons ended in October. Session 2 began the first week of November.

| | 2021 | 2020 |
|----------------------------------|-------------|-------------|
| Tot Level | 51 | n/a |
| Hockey Level 1 | 58 | 37 |
| Hockey Level 2 | 62 | 52 |
| TOTAL – session 1 & 2 | 171 | 89 |

- A Holiday Clinic will be offered over Winter Break. To date, there are 8 players enrolled.

| Level | Enrollment |
|-------------------|-------------------|
| New! NWHL Mites | 19 |
| CUHL Travel Mites | 16 |
| NWHL Squirts | 35 |
| NWHL PeeWees | 23 |
| NWHL Bantams | 31 |
| NWHL Midgets | 30 |
| NWHL Girls U10 | 13 |
| NIHL Girls U14 | 16 |
| TOTAL | 183 |

There are no comparisons from last fall as COVID restricted league play last fall.

- Wolf Pack Prime (an extra team for specific levels) was created for players to add more playing time to their season. There are 18 enrolled for Squirts, 19 for PeeWees and 13 for Bantam for a total of 50 players playing on an additional team.
- Adult Hockey League has five teams. The teams play on Tuesday and Wednesday nights. Adult drop-in hockey is offered on Sunday and Thursday nights.

Figure Skating:

- Fall figure skating lessons began last month. There are 335 skaters enrolled in lessons compared to 207 last fall.
- There are 28 skaters with an unlimited Freestyle pass for this month.

Public Skate:

- Public Skate was offered on November 21. There were 59 pre-registered and 101 walk-ins for a total of 160 skaters.

Events:

- Try Hockey for Free was held on December 2 with 51 new players! This event was paired with a Toys for Tots donation event with Santa, the Marines and the Chicago Wolves’ Skates mascot in attendance.

Upcoming Events:

- Try Skating for Free – December 12
- Skate with Santa – December 19



Aquatics

The Club Swimming Lessons:

| Swim Lessons | Session 1 | Session 2 |
|----------------------|------------------|------------------|
| Group/Tot/Parent Tot | 101 | 86 |
| Private Lessons | 20 | 22 |

Seascape 2022 passes went on sale over Thanksgiving weekend as part of our Black Friday sales. Thirty-nine passes have been sold to date.

Recruitment for the summer 2022 season has begun.



Communications and Marketing

Special Projects:

- Winter Program Registration – signage, promo and mini brochure
 - Additional “hot buttons” created for WebTrac
- Commissioner Spotlight & Happy Holidays promotions
- Black Friday promotions
 - Golf season passes, indoor pool passes, Seascape 2022, Student Fitness pass
- Winter Wonderland – design, draw, and painting of display boards and games

Community Involvement:

- Distribution of E-Sports and Public Skate passes to SD54
- Filmed Hoffman Highlights at Vogelei for Village

Design Work:

- Willow entrance wall art
- TopTracer: signage, menu

Promotions:

- Black Friday
- Now Hiring
- Room Rentals
- E-Sports
- Ice: Try Hockey and Try Figure Skating for Free
- Club indoor pool and Seascape pass sales
- Senior Trips
- Club: Namaste November
- Special Events: Craft Fair, E-Sports events, Days Off, Seniors, Turkey Shoot, Holiday events

Email campaigns: 12 e-blasts were sent out this month.

- 3 general newsletters
- 1 black Friday sale
- 1 Thanksgiving
- 1 Giving Tuesday
- 1 Registration Sneak Peek
- 1 E-sports Email – new hours, free days
- 1 Senior Thanksgiving email (Middle of month)
- 1 Senior Newsletter (beginning of the month)
- 1 Dog Park Member email.

Social Media:

- 54 posts in November
- Top interactive posts:
 - Breakfast with Santa
 - Santa Drive By
 - Get to Know your Commissioner – Dressler
 - Get to Know your Commissioner - Friedman
- In November, 77% of all traffic to HEParks' Facebook page were women.
- Men in the 45-54 year old age group make up the 4th largest age group on Social Media (after women 35-44, 45-54 & 25-34).

of Followers:

| | | Follower Count of HEParks Managed Social Media Accounts by Month | | | | |
|--------------------------------|------------------------------|---|---------------------|-----------------------|--------------------|------------------|
| | | Monthly Follower Count | | | | |
| Account | Social Media Platform | November 2021 | October 2021 | September 2021 | August 2021 | July 2021 |
| Bridges of Poplar Creek | Facebook | 1,104 | 1,102 | 1,098 | 1,094 | 1,096 |
| | Instagram | 142 | 142 | 139 | 132 | 130 |
| | Twitter | 160 | 160 | 161 | 161 | 160 |
| The Club | Facebook | 1,670 | 1,668 | 1,656 | 1,650 | 1,646 |
| | Instagram | 357 | 357 | 352 | 349 | 350 |
| | Twitter | 40 | 40 | 40 | 40 | 40 |
| HEParks | Facebook | 5,670 | 5,638 | 5,590 | 5,533 | 5,489 |
| | Instagram | 986 | 990 | 973 | 966 | 954 |
| | Twitter | 1,091 | 1,088 | 1,081 | 1,081 | 1,076 |
| Ice Academy | Facebook | 108 | 108 | 108 | 108 | 101 |
| Wolf Pack | Facebook | 399 | 393 | 381 | 370 | 366 |
| | Instagram | 373 | 376 | 373 | 375 | 369 |
| Senior Center | Facebook | 126 | 123 | 123 | 123 | 123 |

Website:

- The highest traffic day for HEParks.org was November 29 – this was the day the sneak peek for the online program guide went live. This was promoted via email, social media and digital signs.
- The most frequent starting pages (landing pages) for HEParks.org during November was Home, Program Guide, Craft Fair Event page (Redirect from paid Social Ads), Breakfast with Santa (Social Event), Dog Parks and General Bid information. All traffic to pages other than home was driven through direct links either in emails, social media or documents.
- The indoor activity pool at The Club at Prairie Stone was added to the menu system as a HEParks facility.

Press Releases:

Submitted small written articles about events leading to an increase in small community printed blurbs. These smaller informal articles are being printed more often than larger formal articles.