

MEMORANDUM NO. M22-103

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
 Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: November 15, 2022

Recreation Division



DEI:

Programs for All: This initiative provides free programs to children approved by the school district.

- Ten children were placed in fall programs (mainly swim lessons). Six children were placed in winter basketball league. Since many applications came in once the fall season already began, all the rest of the children will be contacted by end of December for remaining winter programs for placement.



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>10/31/2021</u>	<u>01/01/2022</u>	<u>10/31/2022</u>	<u>2022 YTD Var. +/-</u>
Total	526	523	433	-90

Membership numbers do not include the free health insurance members.

Pass	% Visited in Sept 2022	% Visited in Oct 2022
TCIA Fitness Adult	52%	53%
TCIA Fitness Junior/Student	47%	38%
TCIA Fitness Senior	59%	60%
Average Paid Members	53%	54%
TCIA Gym Pass*	23%	23%
TCIA Renew Active*	26%	26%
TCIA Tivity Prime*	14%	18%
TCIA Silver Sneakers*	30%	27%
Average Insurance Members	23%	24%

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>10/31/2021</u>	<u>01/01/2022</u>	<u>10/31/2022</u>	<u>2022 YTD Var. +/-</u>
Fitness	96	103	110	+7
Racquetball	30	36	36	0
Total	126	139	146	+7

Membership numbers do not include the free health insurance members.

Pass	% visited in September	% visited in October
WRC Fitness Adult	52%	49%
WRC Fitness Junior/Student	36%	64%
WRC Fitness Senior	22%	28%
Average Paid Members	36%	47%
WRC Gym Pass *	-	-
WRC Silver Sneakers *	25%	16%
WRC Tivity Prime *	5%	17%
WRC Renew Active *	10%	20%
Average Insurance Members	13%	18%

Fall Group Fitness enrollment:

Class	Fall 2021	Fall 2022 (to date)
50+ Basic Exercise	40	34
Fitness Boot Camp	57	41
Women of Steel	41	30
Tai Chi	14	23
Feel Better Workshop	n/a	4 (new)
Line Dancing	n/a	17



Dog Off-Leash Areas

<u>Membership</u>	<u>10/31/2021</u>	<u>01/01/2022</u>	<u>10/31/2022</u>	<u>2022 YTD Var. +/-</u>
Total	703	700	609	-91



General Programs

General Programs:

Program	Fall 2021	Fall 2022 (to date)
Baton & Poms	25	42
Singing & Acting (w/ Palatine PD)	12	18
A&A Music (piano & guitar)	6	6
Shotokan Karate	61	133
Tae Kwon Do	31	53
Gymnastics	112	428
Racquetball lessons	6	12
Racquetball leagues	n/a	32
New! Art Painting & Comic Drawing	n/a	14

Dance:

- Fall classes started mid-September. There are 21 classes running with 189 dancers (compared to 20 classes running last fall with 141 dancers.)

Special Events:

- The preschool Halloween Bash was held October 15. All of the preschool teachers work this event and it is a great family event for our younger participants.
- Haunted Hoffman Family Fest was October 22 at Fabbrini Park. The event included a hayride, pumpkin patch, children's entertainment, mini golf course, children's games, inflatable, police & fire, food trucks and costume contests. All activities were free. The Trick or Treat Path was a pre-registered event running at the same time with costumed characters placed along the path. Using over 40 high school volunteers, the event saw over 600 children walk through the path. It was estimated that over 2,500 people attended the event overall.
- Pumpkin Skate was October 30 at Triphahn Center Ice Rink. There were 91 people who paid on site plus 142 pre-registered for a total of 233 skaters.



50+ Club

Senior Center October events:

<u>October 50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Starved Rock Trip	10/4	24
Sr. Living Seminar	10/13	5
Halloween Luncheon	10/19	11

Seniors Out Socializing	10/21	6
Lunch and Learn Breast Health	10/21	33
Seniors Out Socializing (Early Bird)	10/20	5
Birthday Lunch	10/23	12
Pub Trivia	10/27	31



Early Childhood

Little Stars Child Care

There are 38 children enrolled in LSC compared to 37 last year.

Part-Day Preschool 22/23

21-22 TC		22-23 TC		21-22 WRC		22-23 WRC	
Threeschool	12	Threeschool	11	Threeschool	4	Threeschool	c
2's Playschool	24	2's Playschool	18	2's Playschool	10	2's Playschool	c
3's & 4's	85	3's & 4's	87	3's & 4's	25	3's & 4's	38
Total	121	Total	116	Total	40	Total	38

Enrichment Classes:

Program	Fall 2021	Fall 2022
Mini Chefs	7	8
Little Scientist	10	18
Sticky Fingers	6	10
Lunch Bunch	6	12
Books Come Alive	5	16
Tot Rock & Kid Rock	12	14



School Age - STAR and Day Camps

STAR Enrollment 22/23

	3 days before	3 days after	5 days before	5 days after	Total enrolled 22/23	<i>Total enrolled last year 21/22</i>
Armstrong	7	12	21	28	66	47
Fairview	3	8	13	28	52	58

Lakeview	1	6	13	29	49	55
MacArthur	0	13	30	35	78	58
Muir	3	5	14	19	41	41
Lincoln Prairie	5	10	23	16	54	43
Total for D54	19	54	114	155	340	302
Whiteley	3	12	29	36	80	85
Thomas Jefferson	4	11	16	44	75	54
Total for D15	7	23	45	80	155	139

Kinder STAR 22/23 enrollment:

K-star currently has 29 children enrolled compared to 34 last year.

	AM	PM
Whiteley	4	9
Thomas Jefferson	9	7



**Hoffman Basketball Academy
Winter League:**

Registration began on September 16 for our in-house winter basketball league. New this season is our pod system for 1st/2nd graders. Currently 118 total players registered for the 1st/2nd level with the new system (compared to 86 last year).

Below are the October registration numbers for 2022 and 2023.

	1/2 nd co-ed	3/4 th Boys	5/6 Boys	7/8 Boys	3/4 Girls	5/6 Girls	7/8 Girls	Total
2021-22	86	70	37	33	20	12	2	260
2022-23	118	58	58	27	16	8	4	286

Fall Baseball

Practices and games ended the end of October.

	Pinto	Mustang	Bronco	Pony	Colt	Total
2021	26	32	13	11	12	94
2022	37	22	21	11	11	102

Youth Baseball

Our youth baseball program will be bringing back n60 baseball in the spring of 2023. Tryouts were held this October 16 for a U12 team, coached by longtime volunteer Mike Donohue. Ten kids were selected with an additional tryout in hopes to add two more players. Players will not begin practice until March 2023.

Adult Softball

The league finished on October 24 with a double elimination tournament and a Home Run Derby which were both successful.

Soccer Lessons

Soccer Fundamentals classes run by HUSC for fall has 131 children enrolled to date, compared to 109 last year.

Fall Soccer league:

- There are 247 enrolled in in-house league compared to 113 last year and 68 enrolled in the inter-village league compared to 102 last year. A total of 315 soccer players compared to 215 last year.
- Season finalized on 10/30 with the final make-up game.
- Hosted a “End of Season” event at Cannon on Friday 10/28:
 - Food truck was on site
 - HUSC ran challenge stations for teams
 - Coaches handed out trophies

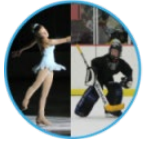
Adult Pickleball League

Fall Pickleball league started October 17 and ends early December.

- Current Numbers:
 - First Timer League: 17 players
 - Social League: 18 teams
 - Level 3.5+: 6 teams

E-Sports

- Kid's Night out was held on October 15 with 14 participants.
- A Fortnite Tournament was held on October 7 with 11 participants.
- We had one birthday party at the eSports Zone.



Ice Operations

Hockey:

Fall League: There are currently 201 players enrolled in the league compared to 185 last year.

	Fall 2021	Fall 2022
Mites	36	43
Squirts	48	51
Pee Wees	23	28
Bantams	32	31
Midgets	30	31
Wolverines U14	16	17
TOTAL	185	201

An adult hockey league has six teams compared to five last fall.

Hockey lessons

	Fall 2021	Fall 2022
Tot Hockey	51	56
Level 1	58	61
Level 2	62	51
Total	171	168

Figure Skating:

- Fall figure skating classes has with 351 participants (compared to 269 last year).
 - New for fall were 3 classes! Axel/double jump class, Music/Choreography class and Parent-Tot skating.
- There are 16 skaters enrolled in the monthly freestyle ice membership

Public Skate for October

- October 9: 22 pre-registered and 43 walk-ins
- Columbus Day October 10: 28 pre-registered and 20 walk-ins
- Pumpkin Skate October 30: 142 pre-registered and 90 walk-ins



Aquatics

Indoor Swim Lessons: Fall has two sessions:

	Sept 2021: Session 1	Sept 2022: Session 1	October 2021: Session 2	October 2022: Session 2
Group	73	140	70	145
Parent / Tot	17	20	10	13
Tot	9	12	6	9
Private	20	n/a	20	n/a
Adult	n/a	11	n/a	10
Total	119	183	106	177



Communications and Marketing

October was a very busy month for the C&M department. Not only is every weekend full of special events, but it is also the winter guide-building month and the transition month for fitness membership sales. The team attended events each weekend throughout the month, visiting firehouses, the Schaumburg Township, Bridges and Club activities, as well as Haunted Hoffman Family Fest. Progress on the new website looks excellent as the home page, interactive map, facility landing pages, navigation and basic page design is complete.

Two “unplanned” projects arose in October which were handled directly by C&M and the Director of Recreation. The district cooperated with Ascension St. Alexis to create a Breast Cancer Lunch and Learn on October 21 and developed the "Wear your Color" Run/Walk event held on November 5.

Website Launch

- Home Page Design
- Mobile Design
- Map Project Design

- Facility Page Design
- Block Design
- Navigation Design

Community Involvement:

- Arts Commission – Village Commission Meeting
- Hoffman Estates Chamber of Commerce Board Meeting
- Haunted Hoffman Family Fest
- Poplar Park Ribbon Cutting
- NOW Arena Signage Meeting
- Village of Hoffman Estates Fire Department Open Houses (3 in October)

Events Promotions:

- Community Fitness Day
- Pickleball Tournament
- Disc Golf Tournament
- Community Garage Sale
- Firehouse Open Houses
- Trick or Treat Climb
- Parent's Night out
- Sports Evenings (Kid's Night Out)
- Pro-Am Scramble
- Beer Garden Live Music
- Senior Scramble
- Club Open House
- Public Skates
- Kids Night Out – Esports
- Fall Storytimes in the Park
- Fishing Derby
- Haunted Hoffman Family Fest

Club

- October Promotion
- Basketball Programs
- Group Exercise Changes
- Abtastic Challenge
- Football Squares
- Referral Program
- Open House Promotion
- Open House Digital Display Ads
- Develop new Club Instagram feed appearance
- Develop Club versions of HEParks programs for consistency within the feed

- Eraser Guessing Raffle
- Pumpkin Climb
- Open House Email
- Member of the Quarter
- November Promotion
- Namaste November

Bridges

- Beer Garden – signage and social
- TopTracer Leagues Wednesday
- Oktoberfest
- Live Music Night
- Digital and Google ads for Weddings, TopTracer, Beer Garden and Golf Course
- Early Fall Marketing Photos

Human Resources

- Business cards for new staff

Email campaigns:

8 e-blasts were sent out this month.

- Activities in October (10/04)
- Classes/Programs beginning In October (10/05)
- All District (10/12)
- Fall leaves (arboretum and parks) (10/12)
- Breast Health Event (10/17)
- All District (10/18)
- All District Haunted Hoffman and other Events (10/20)
- All District (10/25)

of Followers:

Account	Social Media Platform	Oct 2022	Sept 2022	August 2022	July 2022	June 2022	May 2022	APRIL 2022	March 2022	February 2022
Bridges of Poplar Creek	Facebook	1222	1221	1233	1201	1170	1,160	1149	1142	1131
	Instagram	166	165	159	155	154	151	150	148	145
	Twitter	161	162	161	161		160	159	158	159
The Club	Facebook	1714	1712	1725	1707	1697	1,698	1627	1688	1683

	Instagram	438	434	438	425	419	418	407	381	365
	Twitter	46	46	46	46	46	46	46	46	46
HEParks	Facebook	6,732	6694	6526	6190	6066	6,007	5883	5817	5425
	Instagram	1113	1101	1092	1072	1056	1041	1041	1020	1011
	Twitter	1120	1128	1121	1114	1110	1,107	1103	1097	1091
Ice Academy	Facebook	117	117	116	115	115	115	113	113	113
Wolf Pack	Facebook	492	487	473	467	460	449	437	432	427
	Instagram	468	445	432	424	418	416	414	412	402
Senior Center	Facebook	138	138	137	137	138	138	137	133	134

- The HEParks Social Media audience is mainly female with the largest audience in the 35-44 age group (the ones with school-aged children).

Most popular posts:

- There were 104 social media posts made to the main HEParks Facebook (54) and Instagram (50) accounts.
- The most popular posts were the Breakfast with Santa, November 1 registration posts, Esports Birthday Parties and day of Haunted Hoffman Posts and the STAR posts.
- October was a low ad spend month. The paid advertisement included Basketball Leagues, Texas Hold 'Em, and the Community Garage Sale. Ad reach was 133.3k with 8,409 engagements and 3,222 link clicks.

Website:

- October's most visited pages aligns with historical traffic. Haunted Hoffman Family Fest replaced the Drive Boo and Trunk or Treat/Pumpkin Fest Event.
- Community Special Events are major traffic drivers to HEParks.org. Recognizing this pattern, C&M pushes community events out via social boosts expecting new visitors to the site will explore the other great programs at HEParks. Between October 21 and October 22, 76% of the website were new users to the site. The site averages around 700 visitors a day.
- Top Five Visited webpages: Home, Program Guide, Haunted Hoffman, Basketball, Special Events (last year was: Home, Program Guide, Haunted Hoffman, Trick or Treat Path, Basketball)

Press Releases

- Wear your Color Run
- Poplar Park
- Haunted Hoffman