

MEMORANDUM NO. M22-112

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
 Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: December 20, 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>11/30/2021</u>	<u>01/01/2022</u>	<u>11/30/2022</u>	<u>2022 YTD Var. +/-</u>
Total	517	523	464	-59

Membership numbers do not include the free health insurance members.

Pass	% Visited in Oct 2022	% Visited in Nov 2022
TCIA Fitness Adult	55%	55%
TCIA Fitness Junior/Student	45%	45%
TCIA Fitness Senior	63%	63%
Average Paid Members	56%	56%
TCIA Gym Pass*	21%	29%
TCIA Renew Active*	26%	31%
TCIA Tivity Prime*	17%	23%
TCIA Silver Sneakers*	26%	27%
Average Insurance Members	24%	27%

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>11/31/2021</u>	<u>01/01/2022</u>	<u>11/31/2022</u>	<u>2022 YTD Var. +/-</u>
Fitness	100	103	120	+17
Racquetball	34	36	40	+4
Total	126	139	160	+21

Membership numbers do not include the free health insurance members.

Pass	% visited in October	% visited in November
WRC Fitness Adult	49%	45%
WRC Fitness Junior/Student	64%	55%
WRC Fitness Senior	28%	30%
Average Paid Members	47%	43%
WRC Gym Pass *	-	
WRC Silver Sneakers *	16%	15%
WRC Tivity Prime *	17%	5%
WRC Renew Active *	20%	20%
Average Insurance Members	18%	13%

Fall Group Fitness enrollment:

Class	Fall 2021	Fall 2022 (to date)
50+ Basic Exercise	40	42
Fitness Boot Camp	57	48
Women of Steel	41	38
Tai Chi	14	27
Feel Better Workshop	n/a	3 (new)
Line Dancing	n/a	18



Dog Off-Leash Areas

<u>Membership</u>	<u>11/01/2021</u>	<u>01/01/2022</u>	<u>11/01/2022</u>	<u>2022 YTD Var. +/-</u>
Total	704	700	601	-99



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	132
Tae Kwon Do	31	60
Gymnastics	112	442
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 187 dancers (compared to 20 classes running last fall with 141 dancers.)

Special Events:

- Letters to Santa already has 177 submissions. Santa will be very busy writing each child back!



50+ Club

Senior Center November events:

<u>50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Bunco and Baked Goods	11/3	cancelled
Drury Lane Elf Theater Trip	11/9	cancelled
Seniors Out Socializing	11/11	5
Seniors Out Socializing (Early Bird)	11/16	cancelled
Pub Trivia	11/17	30
Birthday Lunch	11/18	12
Marriot Lincolnshire Lunch and Show	11/30	17

Upcoming December events:

Holiday Dinner Party	12/1	43
Lincoln Park Zoo Lights Trip	12/7	27

Seniors Out Socializing	12/9	8
Naperville Trolley & Aurelio's Trip	12/14	10
Pub Trivia	12/15	24
Birthday Lunch	12/16	11
Seniors Out Socializing (Early Bird)	12/21	4



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	17	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	37
Total	121	Total	115	Total	40	Total	37

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
Nature through the Seasons	3	4



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	24	64	47
Fairview	3	8	13	28	52	58
Lakeview	1	6	13	29	49	55
MacArthur	0	12	29	34	75	58
Muir	3	5	14	19	41	41
Lincoln Prairie	7	11	23	16	55	43
Total for D54	19	54	114	153	336	302
Whiteley	2	11	28	35	76	85
Thomas Jefferson	3	12	16	43	74	54
Total for D15	5	23	44	78	150	139

Kinder STAR 22/23 enrollment:

K-star currently has 31 children enrolled compared to 34 last year.

	AM	PM
Whiteley	6	8
Thomas Jefferson	10	7

School Days off Enrollment

Date	TC	WRC
11/21- Lincoln park Zoo	26	19
11/22- Parkour	26	22
11/23- Bowlero	17	7



Hoffman Basketball Academy

Evaluations and Coaches meetings- November was utilized for player evaluations for our 5th-8th grade teams. Coaches meeting were held, and a virtual training for concussions was passed on to our volunteer coaches.

Winter League Registration- Registration began on September 16 and continued throughout the month of October. The registration deadline for our in-house winter basketball league was October 24. We will continue to take registration after the 24th until open sections fill.

	1/2 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	60	38	20	14	0	286
2022-23	122	60	58	30	17	11	0	298

Little Hoopers (NEW)

This upcoming January we will be expanding our basketball programming by offering a PreK-Kindergarten basketball league. Players will participate on Friday night with a 30 minute practice and then a 30 minute scrimmage. Currently we have 30 players registered.

Soccer Lessons

Soccer Fundamentals classes run by HUSC for fall has 201 children enrolled to date, compared to 109 last year.

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 November 12 with 16 participants.
- A Fortnite Tournament was held on November 11 with 12 participants.
- We had two birthday parties at the eSports Zone in November.



Ice Operations

Hockey:

Fall League: There are currently 202 players enrolled in the league compared to 185 last year.

	Fall 2021	Fall 2022
Mites	36	44
Squirts	48	51
Pee Wees	23	28
Bantams	32	31
Midgets	30	31
Wolverines U14	16	17
TOTAL	185	202

Wolf Pack Prime started the first week of November. This is for players who want “more” – they receive extra practice and two tournaments.

	2021	2022
Squirts	18	14
Pee Wees	17	12
Bantams	15	14
Total	50	40

Hockey lessons

	Fall 2021	Fall 2022
Tot Hockey	51	61
Level 1	58	56
Level 2	62	53
Total	171	170

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

Figure Skating:

- Fall figure skating classes has with 377 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 17 skaters enrolled in the monthly freestyle ice membership. There also is an average of 20 skaters that pay drop-in for freestyle ice instead of the unlimited ice use membership.

Public Skate for November

- November 20: 52 pre-registered and 114 walk-ins
- Staff is gearing up for winter break public skates as this is a very busy time for the rink.



Aquatics

Indoor Swim Lessons: Fall has two sessions:

	2021: Session 1	2022: Session 1	2021: Session 2	2022: Session 2
Group	73	140	70	156
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	187

There are also 24 children enrolled in Custom Elite Private Lessons.



Communications and Marketing

In addition to actively marketing programs, staff spent the month preparing the winter guide, winter fitness sales and, this year, the launch of the new website.

Special Projects

- Breast Cancer Luncheon with Ascension (AMITA)
- Preschool Art Exhibit at Village Hall

Website Launch

- Home Page Design
- Mobile Design
- Map Project Design
- Facility Page Design
- Block Design
- Navigation Design
- Content Migration
- Parks page

Community Involvement:

- Arts Commission – Village Commission Meeting
- Hoffman Estates Chamber of Commerce Board Meeting
- D54 Partnership Breakfast

Events Promotions:

- Turkey Shoot
- Hockey Tournament
- E-sports Tournament
- Holiday Craft Fair
- Parents Night Out
- Public Skate
- Letters to Santa

Club

- November Promotion
- Basketball Programs
- Group Exercise Changes
- Football Squares
- Referral Program
- Namaste November
- Black Friday Special
- Black Friday Group Exercise
- Student Winter Pass

Bridges

- Black Friday Golf Pricing
- 2023 Season

Recreation Program Promotions

- Session 2 of swim lessons
- Senior programs

- Parent Tot Soccer
- Hockey lessons

Email campaigns:

9 e-blasts were sent out this month.

- All District (11/1)
- All District (Focused) (11/4)
- All District (11/8)
- All District – upcoming activities (11/10)
- Santa is Coming – Letters to Santa
- Sneak Peek Programs (11/17)
- All District (11/22)
- Happy Thanksgiving (11/24)
- Registration for winter programs (11/29)

of Followers:

Account	Social Media Platform	Nov 2022	Oct 2022	Sept 2022	August 2022	July 2022	June 2022	May 2022	April 2022	March 2022
Bridges of Poplar Creek	Facebook	1240	1222	1221	1233	1201	1170	1,160	1149	1142
	Instagram	165	166	165	159	155	154	151	150	148
	Twitter	161	161	162	161	161		160	159	158
The Club	Facebook	1719	1714	1712	1725	1707	1697	1,698	1627	1688
	Instagram	442	438	434	438	425	419	418	407	381
	Twitter	46	46	46	46	46	46	46	46	46
HEParks	Facebook	6748	6,732	6694	6526	6190	6066	6,007	5883	5817
	Instagram	1120	1113	1101	1092	1072	1056	1041	1041	1020
	Twitter	1120	1120	1128	1121	1114	1110	1,107	1103	1097
Ice Academy	Facebook		117	117	116	115	115	115	113	113
Wolf Pack	Facebook	501	492	487	473	467	460	449	437	432
	Instagram	483	468	445	432	424	418	416	414	412
Senior Center	Facebook	140	138	138	137	137	138	138	137	133

Most popular posts:

- There were 86 social media posts made to the main HEParks Facebook and Instagram accounts.
- The most popular posts were the breakfast with Santa November 1 registration, E-sports Birthday Parties, day-of Haunted Hoffman Posts and the STAR posts.

Website:

- Top Five Visited webpages: Home, Program Guide, Craft Fair, Winter Wonderland, Figure Skating (last year was: Home, Program Guide, Craft Fair, Breakfast with Santa, Public Skate)