

**HOFFMAN ESTATES PARK DISTRICT
2022 BUDGET GOALS & OBJECTIVES
PARKS, PLANNING & MAINTENANCE DIVISION**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

DISTRICT GOAL 1: HEALTHY & ENJOYABLE EXPERIENCES
(Provide beneficial & rewarding experiences)

Objective/Goal	Performance Measures/Action Plan	Status
Use our drone technology to promote our parks and features that are in our parks.	In cooperation with C&M department, post items via social media and website showing amenities in our parks. Keep website up to date.	C
1Q Comments:	Using the drone to track progress at Seascapes and layout for Beacon Pointe for OSLAD Grant	
2Q Comments:	Drone is being used as we start playground renovations.	
3Q Comments:	New staff working on getting drone license.	
4Q Comments - Complete	Drone being used to take footage of park projects.	
Hold three events consisting of bird house building projects, nature walks, school horticulture field trips, etc. with local groups.	Work with local boy scouts/girl scouts/local schools to hold three events per year.	C
1Q Comments:	In the planning stages, groups are set for seed collection.	
2Q Comments:	We held two separate events in June with park cleanup and invasive weed removal at Black Bear and still have seed collection in the fall.	
3Q Comments - Complete	Seed Collection at Charlemagne Park on 10/15/22	
Implement a cross-country skiing course.	Create course at Cottonwood Park	C
1Q Comments:	Design layout was completed, looking to implement in winter of 2022-2023.	
2Q Comments:	Design layout was completed, looking to implement in winter of 2022-2023.	
3Q Comments:	Will be implanting in winter of 2022-2023	
4Q Comments - Complete	Complete at Cottonwood Park	

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Ensure all maintenance forms and procedures are translated to Spanish.	Complete prior to April 30, 2022.	C
1Q Comments:	Forms are being translated and HR department is doing training days at Parks in Spanish.	
2Q Comments - Complete	HR department met with staff and completed trainings in Spanish.	

DISTRICT GOAL 3: FINANCIAL STEWARDSHIP

Objective/Goal	Performance Measures/Action Plan	Status
Develop a financial plan for capital repairs, replacements and development based on GIS information.	Developed plans will allow the district to save funds per year for large-scale projects.	C
1Q Comments:	This will be ongoing through the year as we constantly evaluate assets.	
2Q Comments:	Playgrounds, Paths, Parking Lots, Courts, Indoor Courts have all been completed. Other items are still being worked on.	
3Q Comments:	Task is still being completed.	
4Q Comments - Complete	GIS now reflects the current conditions and plans.	
Increase efficiency for maintenance staff.	Create utility maps for maintenance tracking.	D
1Q Comments:	Working with the village to incorporate everything into the maps.	
2Q Comments:	Working with the village to incorporate everything into the maps.	
3Q Comments:	New GIS position will continue to work with the Village.	
4Q Comments:	Maps are still being created. With turnover of the GIS position we were not able to finish but will continue working on this.	
Develop a new position titled Forestry and Landscape Manager. This position will allow the district maintenance team to keep completing projects in house and allow for more detail work on trees and landscapes at all facilities including landscapes at Bridges.	Hire the individual.	C
1Q Comments:	Bryan Strampel was hired ended up not starting due to personal reason. After more interviews we offered the position to another individual who ended up staying at his current district.	
2Q Comments:	Job has been posted, we have talked to prospective employees but no luck in the hiring process.	
3Q Comments - Complete	Bryan Taylor is being hired for this position, he began with the district in May as a seasonal working towards this position. He will be starting in this role on October 22nd.	
Add a full time grounds crewmember to the Parks and Construction Team. This crewmember would work primarily with the construction team and then assist in winter months with district custodial work and Ice operations. This position would replace two seasonal employees.	Hire the individual.	C
1Q Comments - Complete	Tim May was hired January 1, 2022	
Restructure maintenance staffing at	Maintenance staff to provide pool cleaning, locker room	C

Seascape for cost savings.	cleaning and mechanical checks every morning. Staff will no longer be onsite throughout the day, as facility staff will complete day-to-day operations.	
1Q Comments - Complete	Maintenance Staff is set up to complete these task.	

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
Repair front entrance walls at Willow Recreation Center	Hire contractor for concrete work.	D
1Q Comments:	This will be part of the renovation process for WRC, timing will be determined after planning is completed.	
2Q Comments:	Staff met with WT Group to perform a new cost analysis with rising cost.	
3Q Comments:	Deferred to 2023	
4Q Comments:	Deferred to 2023	
Upgrades to Huntington Park	Design and install new playground equipment at Huntington Park	D
1Q Comments:	Playground design was chosen and install is set for August/September	
2Q Comments:	Playground set to be delivered Oct 28, 2022.	
3Q Comments:	Playground now set to arrive in late November, currently working with install contractor to see if it can be installed this year.	
4Q Comments:	Playground delivery was pushed back to January of 2023 and install will take place in Spring of 2023.	
Upgrades to Hoffman Park	Design and install new playground equipment at Hoffman Park	C
1Q Comments:	Playground design was chosen and install is set for June/July	
2Q Comments:	Playground set to be installed by September 1, 2022.	
3Q Comments - Complete	Playground install completed.	
Replace Dodge 1 Ton Parks Vehicle	Purchase from state contract.	D
1Q Comments:	We cannot place order for vehicles through our municipal contract until late summer and the vehicles are 30-45 weeks out on delivery.	
2Q Comments:	We cannot place order for vehicles through our municipal contract until late summer and the vehicles are 30-45 weeks out on delivery.	
3Q Comments:	Deferred to 2023, cannot place order for vehicles for this year.	
4Q Comments:	Deferred to 2023, cannot place order for vehicles for this year.	
Replace Dodge Ram Parks Building Tech Van	Purchase from state contract.	D
1Q Comments:	We cannot place order for vehicles through our municipal contract until late summer and the vehicles are 30-45 weeks out on delivery.	
2Q Comments:	We cannot place order for vehicles through our municipal contract until late summer and the vehicles are 30-45 weeks out on delivery.	
3Q Comments:	Currently on a wait list for the vehicle.	
4Q Comments:	Deferred to 2023, cannot place order for vehicles for this year.	
Update North Side TC HVAC	New condenser compressor on TC north side HVAC unit installed.	C
1Q Comments:	Units have been ordered and working with contractor on install dates.	
2Q Comments - Complete	Installed	

Update HVAC to upstairs kitchen at BPC	Install new kitchen air handler at BPC	C
1Q Comments:	Bid set to open in May	
2Q Comments:	Working with contractor on dates to complete install.	
3Q Comments - Complete	Unit installed 10/12/ and 10/13	
Provide proper combustion air to boiler room at The Club.	Install new makeup air unit at The Club	C
1Q Comments:	Unit will be installed by in house staff during 3 rd quarter.	
2Q Comments:	On schedule to be installed in third quarter.	
3Q Comments:	Unit is on order and will be installed when it arrives.	
4Q Comments - Complete	Complete	
Provide adequate separation between basketball courts and or activities at The Club.	Install new gym curtain dividers at The Club	C
1Q Comments - Complete	Installed April 5	
Court crack fill and recolor at Cannon, Charlemagne, South Ridge, Armstrong Parks, Victoria and Evergreen.	Complete bids and hire outside contractor to complete work.	C
1Q Comments:	Contractor has been selected and working on dates, need to have day time temps above 60 and lows that do not get below 40.	
2Q Comments:	Work set to be completed in August.	
3Q Comments - Complete	All courts completed.	
Elevator piston sleeve replacement at Bridges on the main elevator.	Complete bids and hire outside contractor to complete work.	D
1Q Comments:	Currently working with our elevator contractor.	
2Q Comments:	Currently working with our elevator contractor, to be bid out for late in the year install.	
3Q Comments:	Advanced Elevator is looking into timing of replacement and lead times.	
4Q Comments:	Elevator contractor recommended deferring the project and more investigating in 2023 exactly what needs to be completed and or elevator replacement.	
Asphalt parking lot and path crack fill at WRC, The Club, Seascape and various paths(based on inspections)	Complete bids and hire outside contractor to complete work.	C
1Q Comments:	Contractor has been selected at looking at June to complete lots. We will try to complete Seascape prior to opening if the weather allows.	
2Q Comments:	Seascape was completed and currently contractor has us scheduled for August.	
3Q Comments - Complete	Completed	
Complete repairs of Seascape pool base.	Sand blast the concrete base of the pool at Seascape Family Aquatic Center and then complete concrete repairs along with a new paint of the concrete.	C
1Q Comments:	Sand blasting and grinding is complete. Concrete repairs are currently ongoing.	
2Q Comments - Complete	Completed	
Develop the old sand volleyball area at Seascape Family Aquatic	Turn the area into open green space with shade structures to allow camps and other groups more grass space with shade.	C

Center.		
1Q Comments:	The area has been leveled, material removed, drainage installed and filled with soil from the golf course. When the weather allows it will be sodded and shad structures installed.	
2Q Comments - Complete	This has been completed, but the area is closed as the weather turned very hot quickly after install and staff was losing the turf and needed to close the area to allow the sod to root properly.	
Beacon Pointe Park Development	Secure all permits for the Beacon Pointe OSLAD and go to bid for the construction. After permits and bids complete install of the project.	O
1Q Comments:	IDNR requested photos of the site as they are not completing site visits due to low staffing. In person interviews will be set for the fall of 2022. This project will be a two year project from the time of OSLAD grant acceptance.	
2Q Comments:	We recently received the OSLAD grant and staff will begin the process.	
3Q Comments:	Project was awarded in August, Currently WT Group is completed the land survey and then we will go out to bid for earthwork, concrete and asphalt path. This will be followed by playground install. District has until August of 2024 to complete.	
4Q Comments:	Path system is out to bid and then playground with target completion of late fall of 2023.	
Willow Recreation Center Improvements	Phase 1 will include engineering and architecture conceptual plans for Willow Rec Center to determine overall budget for converting racquetball court to fitness center and an expansion of locker rooms. Additionally, will include indoor turf for auxiliary gym.	D
1Q Comments:	Staff has met with WT Group on conceptual plans and have meetings set up to continue the planning process.	
2Q Comments:	Staff met with WT Group on July 7 to have another cost analysis completed to reflect current prices.	
3Q Comments:	Based on cost analysis staff has developed a new plan to be part of the 2023 budget.	
4Q Comments:	Building needs will be completed in 2023.	
Pine Park OSLAD	Submit application for an OSLAD grant at Pine Park. The conceptual plan would include converting in line skating to five pickle ball courts, new park shelter, updating the 2-5 year old playground, path constructions, new drainage for open space areas and enhancements to the sled hill.	C
1Q Comments:	OLSAD has communicated that it has funds but not planning to award the 2021 OSLAD until late fall, so we are not expecting the next round of OSLAD until 2021 is awarded.	
2Q Comments:	We are expecting to hear soon that application for 2023 are open and when we do we will be applying.	
3Q Comments - Complete	Application sent in on September 29, 2022.	
Update elevator at Vogelei Barn	Upgrade Vogelei Barn elevator and ensure that it meets all ADA compliance.	D
1Q Comments:	Bids are due in May.	
2Q Comments:	Bids were cancelled and will be bid for August approval.	

3Q Comments:	Staff met with engineers as the structure of the elevator has to be changed to accommodate the new elevator. This will now be a 2023 Project.	
4Q Comments:	Project Deferred to 2023.	
Purchase new Integrated Pest Management sprayer for Parks and Golf Course	Go to bid and purchase sprayer.	C
1Q Comments - Complete	Unit was purchased and is being used.	

DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS

Objective/Goal	Performance Measures/Action Plan	Status
Offer a community horticulture event.	Conduct a tree seedling-planting event that will also highlight proper tree maintenance from planting to caring for fully-grown trees.	C
1Q Comments:	On Arbor Day, parks staff will be providing free tree saplings(from MWRD) to residents and partnered with the Village Sustainability Committee to hand out information packets on tree care and planting.	
2Q Comments - Complete	Parks was set up at Birch park and gave away saplings and planted trees with the few volunteers that showed up. Staff also planted an oak nursery with the saplings at Vogelei Park.	
Provide Earth Day events for the community.	Hold a volunteer park clean up in April, where residents have the opportunity to help beautify their neighborhood parks through weed removal, garbage pick-up, edging landscape beds, cleaning park structures and painting.	C
1Q Comments:	We held a park cleanup day on April 9 at Fabbrini Park and had 15-20 participants. On Earth Day, Parks will be holding an event at Vogelei Park from 3 to 7pm.	
2Q Comments - Complete	Earth Day event was cancelled due to weather and Park cleanups were held later at Black Bear Park.	
Offer a volunteer invasive plant removal.	Will be scheduled based on the quantity of invasive plants and locations.	C
1Q Comments:	Locations of these events will be set in May when plant growth takes place.	
2Q Comments – Complete	Completed at Black Bear Park in June.	
Educate the community on our shoreline management while holding community events for seed collection.	Combine our Seed Collection at Charlemagne Park with a Parks Department run educational event of shoreline management, why HE Parks maintains the shorelines with native buffer zones.	C
1Q Comments:	Set for 10/15/2022 at Charlemagne Park	
2Q Comments:	Set for 10/15/2022 at Charlemagne Park	
3Q Comments - Complete	Event held 10/15/22 at Charlemagne Park	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Staff to cooperate with public concerns and questions.	Respond to resident inquiries within timely manner.	C

1Q Comments:	Constantly ongoing.	
2Q Comments:	Constantly ongoing.	
3Q Comments:	Constantly ongoing.	
4Q Comments - Complete	Staff kept up with public concerns and in 2023 will have a dedicated staff member and phone number to aid with this.	
Provide park updates via district webpage.	Post all park projects under park updates.	C
1Q Comments:	As projects start we will use drone footage to provide updates.	
2Q Comments:	As projects start we will use drone footage to provide updates.	
3Q Comments:	Constantly ongoing	
4Q Comments - Complete	Projects updated.	

**HOFFMAN ESTATES PARK DISTRICT
2022 GOALS & OBJECTIVES
RECREATION DIVISION**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

DISTRICT GOAL 1: HEALTHY & ENJOYABLE EXPERIENCES

Objective/Goal	Performance Measures/Action Plan	Status
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Expand Pickleball programming through in-house tournaments and leagues.	C
1Q Comments:	Winter league was offered with two divisions: Advanced & Social/Newer League. A total of 18 teams enrolled. An outdoor spring league is planned as well.	
2Q Comments	Spring league was offered at Fabbrini Park. Three divisions: advanced, social/newer and first-timers. There are 19 teams in advanced & social leagues and 20 individuals in the first-timers.	
3Q Comments - Complete	Our first in-house tournament was held on October 1 with six teams. Fall league begins October 17 with 18 teams – sold out and 18 individuals in beginner league.	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Offer two new figure skating classes.	C
1Q Comments:	Music / Choreography class was added for Winter 2022. More new programs planned for rest of 2022.	
2Q Comments:	One new class planned for Fall.	
3Q Comments - Complete	Axel/Double Jump and Parent-Tot skating offered for Fall.	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Expand advanced level ballet programming.	C
1Q Comments - Complete	“Elite” ballet classes were added to Winter/Summer 2022.	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Create an adult soccer league.	C
1Q Comments - Complete	Offered in Spring 2022.	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Expand hockey development program with tot introductory program.	C
1Q Comments - Complete	Offered with very successful enrollment.	
Develop fitness marketing campaign.	Develop community fitness center campaign and regular member retention programs.	C
1Q Comments:	April fitness challenge: Spring Forward	
2Q Comments:	June & July fitness challenge: FITGO	
3Q Comments - Complete	Healthy Selfie campaign will launch in 4Q.	
Evaluate cricket participation and address field needs.	Expand cricket programming through Hoffman United Soccer Club (HUSC).	C
1Q Comments - Complete	HUSC offering cricket classes and Try Cricket for Free events.	

Provide community and family-oriented events.	Offer one new spring special event.	C
1Q Comments - Complete	Expanded, large Kids to Parks Day was May 14.	
Expand hockey program with adult leagues.	Expand adult hockey league.	C
1Q Comments:	Spring league has 8 teams (compared to 6 in Fall 2021).	
2Q Comments:	Spring league offered. Fall will be offered as well.	
3Q Comments - Complete	Fall league offered. Running with six teams. Two leagues offered this year compared to one last year.	
Hold physical challenge event at South Ridge Ninja Course.	Offer program in spring or summer.	C
1Q Comments:	Planning for a summer event.	
2Q Comments:	Ninja course challenge will be added to Unplug Day on July 9.	
3Q Comments - Complete	Ninja challenge was offered at Unplug Day. It was a huge hit!	
Expand birthday party options.	Create additional birthday parties to offer at district facilities.	C
1Q Comments:	New party options include: Glow Party	
2Q Comments - Complete	Parties include: Crafty Crew, Beauty Bash, Fairy Tea Party, and Dance Party.	
Expand Willow Fitness Center amenities and facility space.	Begin discussion with community and contractor on expansion of Willow Fitness Center.	C
1Q Comments:	Staff has met with engineers to generate conceptual ideas.	
2Q Comments:	Initial meeting planned in July.	
3Q Comments	WT Group provided cost analysis to complete the project. This will be part of the 2023 budget.	
4Q Comments - Complete	Due to costs associated with the project, the plan has been refocused to redesign the Triphahn Fitness Center at a lesser cost and streamline the fitness marketing campaigns for all three fitness centers for 2023.	
Evaluate the need for indoor sports programming facility.	Begin discussion with community and contractor on the transition of Mini Gym space to turf flooring.	C
1Q Comments:	Staff has met with engineers to generate conceptual ideas.	
2Q Comments:	Initial meeting planned in July.	
3Q Comments - Complete	After cost analysis was completed, it was determine the mini gym was not an option for turf.	

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Expand district awareness to new residents and new participants.	Increase social media following.	C
1Q Comments:	Q1 focused on growing social media through organic methods combined with paid advertising. The District saw a large amount of growth in Facebook.	
2Q Comments:	Q2 brought continued expansion and reach on social media platforms. Instagram & Facebook followers continued to grow.	

	Expanded targeted marketing for events and programs were implemented on social media.	
3Q Comments:	Q3 social media growth for HEParks Facebook - 6606 followers in June vs 6694 in September. HEParks Instagram growth from 1056 in June vs 1101 in September.	
4Q Comments - Complete	HEParks Facebook started 2022 with 5529 followers and ended with 6849 followers. HEParks Instagram started 2022 with 990 followers and ended with 1133. All other social media sites also had growth.	
Expand district awareness to new residents and new participants.	Develop relationships with schools, social workers and under-served residential areas to educate the community on HEParks offerings.	C
1Q Comments:	New Partnerships were developed with the village and the Elgin and Schaumburg Library Systems to provide support at events and new MORE program.	
2Q Comments:	Programs for All running during school year. MORE program scheduled for summer.	
3Q Comments - Complete	The MORE program was offered at four neighborhoods this summer. Programs for All was launched for 22/23 school year with school social workers.	
Expand district awareness to new residents and new participants.	Offer a minimum of two programs offsite at high-risk/low-income residential areas.	C
1Q Comments:	New MORE program (Mobile Outreach Recreation & Education) program will be offered this summer.	
2Q Comments:	Four mobile recreation visits are scheduled off site for June and July.	
3Q Comments - Complete	MORE program was held at four neighborhoods this summer.	
Increase hockey participation and exposure in the community with regional marketing.	Expand marketing efforts regionally.	C
1Q Comments:	In Q1, Adult Hockey leagues and drop-ins were pushed out regionally to cover surrounding area rink communities. Spring Hockey registration information was targeted to the districts who receive resident discounts.	
2Q Comments:	Social media regional marketing was expanded for hockey.	
3Q Comments - Complete	C&M developed and executed successful regional marketing for spring, summer and fall hockey leagues. Fall hockey advertising included increased girls only regional marketing.	
Increase hockey participation and exposure in the community with regional marketing.	Partner with Chicago Wolves on clinics and player appearances	C
1Q Comments:	Summer clinics will be planned. Player appearances not currently allowed due to COVID protocols.	
2Q Comments:	Summer clinics planned for late July & August.	
3Q Comments - Complete	Summer clinics were held in July & August and held by Wolves staff and coaches.	
Implement community awareness campaign of all programs, services and facilities.	Expand marketing efforts through all marketing channels to educate the community on district offerings.	C

1Q Comments:	Currently using email, social media, paid social, organic searches, Digital Displays, partner districts, newspaper articles, SEO, Google Adwords and display ads. When available, the district uses the I-90 billboards.	
2Q Comments:	Continuing what was done with Q1, Q2 also brought yard signage out to community parks for onsite promotions, Kids to Parks Day promotional table distributed the summer schedule of events. Summer Scavenger Hunt launched in spring to bring families out to 10 parks and facilities.	
3Q Comments:	Preschool was marketed this summer at new Preschool Adventure Days around the neighborhood parks. Yard signs were put up at local parks promoting registration. Regular social media posts highlight all programs and events.	
4Q Comments - Complete	Staff was present at multiple D54 events in Fall, village health fairs and Village special events.	
Develop programs to meet adult population.	Offer one new program / event per brochure.	C
1Q Comments:	Adult Pickleball League was added for late winter/early spring.	
2Q Comments:	Adult Soccer League was offered in spring (but it did not run). Disc Golf Tournament ran in June.	
3Q Comments:	Adult swim lessons were offered at The Club and were sold out.	
4Q Comments - Complete	Puzzle Mania was offered in Q4 as well as a new Kickboxing/Cardio class.	
Expand senior programming.	Offer a minimum of two programs or events per season in the evening.	C
1Q Comments:	Winter: Tai Chi, Pub Trivia, Bingo Night	
2Q Comments:	Spring: Bingo Night, Pub Trivia, Movie Night & Popcorn	
3Q Comments:	Summer: Masterpieces & Mocktails, Fish Boil trip, Pub Trivia, Minute to Win It event	
4Q Comments - Complete	Fall: Holiday Lights Trolley Tour, Zoo Lights, Festival of Arts & Crafts, Pub Trivia, Holiday Dinner Party	
Provide community free opportunities to participate in ice programs.	Offer a minimum of two free figure skating or two free hockey programs this year.	C
1Q Comments:	Try Hockey for Free was March 5. Try Figure Skating for Free was April 2.	
2Q Comments:	Try Speed Skating for Free was held in June.	
3Q Comments - Complete	Try Figure Skating for Free was held in August – sold out with 45 skaters.	
Expand Programs for All & scholarship opportunities.	Create free need-based programs to provide expanded opportunities for Programs for All applicants.	C
1Q Comments:	16 children were provided free programs in winter through Programs for All.	
2Q Comments	12 children were provided free programs in spring through Programs for All.	
3Q Comments - Complete	16 children were provided free programs in Summer.	

DISTRICT GOAL 3: FINANCIAL STEWARDSHIP

Objective/Goal	Performance Measures/Action Plan	Status
Increase facility and field rentals.	Market to new tournament/sports groups to promote field availability.	C
1Q Comments:	Rage Baseball will be renting fields this summer. Two Pickleball organizations have secured rental to Fabbrini Courts for tournaments.	
2Q Comments:	World Pickleball Tour rented Fabbrini in May. Another Pickleball tournament is renting the courts in July.	
3Q Comments - Complete	Two Pickleball court rentals (for entire Fabbrini complex) were secured in 3Q.	
Investigate the redesign and operation of concession stand at Triphahn Center.	Apply for liquor license for concession stand. Purchase additional tables and/or assess the layout of concession stand seating area.	D
1Q Comments:	Deferred pending further conversation with vendor and plan for adult league program growth.	
2Q Comments:	Deferred pending further conversation with vendor and plan for adult league program growth.	
3Q Comments:	Deferred pending further conversation with vendor and plan for adult league program growth.	
4Q Comments:	Deferred pending further conversation with vendor and plan for adult league program growth.	

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
Update forms and ease of registration/membership.	Create new forms for memberships and rentals. Develop submittable digital forms for easier online rental requests.	C
1Q Comments:	Forms are being drafted.	
2Q Comments:	Fitness Membership & Dog Park Membership forms were completed. STAR registration forms were revised as well.	
3Q Comments - Complete	Birthday party rental forms were updated. Pandadoc utilized to produce e-signable forms for renters. Seascape Party Tent rentals were all completed online via rectrac.	
Increase Little Stars Childcare (LSC) enrollment through room expansion.	Open the third LSC classroom by hiring three full-time teachers for each room.	C
1Q Comments - Complete	Three full-time teachers have been hired.	
Increase Seascape rental opportunities.	Provide additional party tent space and group use space at Seascape.	C
1Q Comments:	With support from parks department, a second party tent will be added this summer in addition to new grass space in the old volleyball court.	
2Q Comments:	A new 20x20 tent was installed at Seascape. Party tent rentals are now offered in the 20x40 and the 20x20.	
3Q Comments - Complete	Seascape party rentals brought in \$25,900 revenue this year compared to \$20,940 budgeted.	

Create branded communication materials for programs.	Design and launch branded communication materials for preschool, Little Stars, STAR and camp parent communication.	C
1Q Comments:	Branded communication was created for Little Stars and Camp. STAR and PRESCHOOL templated calendars in progress.	
2Q Comments:	Branded camp materials were created for summer 2022.	
3Q Comments - Complete	C&M created branded templates for calendars and communication.	

DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS

Objective/Goal	Performance Measures/Action Plan	Status
Integrate environmental practices into programming.	Partner with Parks Department to offer a variety of nature programs: Earth Day, Parks Clean-up, and Seed Collection.	C
1Q Comments:	Spring programs have been planned.	
2Q Comments - Complete	Spring clean-up & Earth Day events ran in Spring.	
Integrate environmental practices into programming.	Continue partnership with Cook County Forest Preserve with program offerings.	C
1Q Comments:	Snow shoe hike, Is it Spring yet hike. Winter programs offered and ran.	
2Q Comments:	Spring programs: Wilderness Survival, Creek Hike	
3Q Comments - Complete	Two programs offered in spring and one will be offered in fall. Nothing offered in 3Q.	
Develop programs at South Ridge.	Implement new programs on site.	C
1Q Comments:	Planning for summer.	
2Q Comments	Pop Up Fitness in Park offered at South Ridge and Ninja Course Challenge offered at South Ridge for summer.	
3Q Comments - Complete	Ninja Course Challenge was offered in conjunction with Unplug Day.	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Revamp HEParks website.	Launch upgraded website.	C
1Q Comments:	Initial plans in place to redesign website.	
2Q Comments:	RFP for website distributed to vendors in June.	
3Q Comments:	Board approved Aardonyx vendor in 3Q to redesign HEParks website.	
4Q Comments - Complete	Website was redesigned in 4Q. Staff is tweaking pages and making edits before official launch.	
Ensure website is current & relevant at all times.	Create website sub-committee responsible for weekly checks on each page.	C
1Q Comments:	Website Subcommittee has been created.	
2Q Comments - Complete	Weekly checks on the main pages of the websites are completed.	

Redesign and establish new plan for eblasts.	Create weekly schedule which includes programs, events and facilities to highlight.	C
1Q Comments:	Emails go out every Thursday at 10:00a	
2Q Comments - Complete	Weekly emails have been expanded to go out every Tuesday and Thursday.	
Evaluate creation of internship program.	Hire Recreation Department intern.	C
1Q Comments - Complete	Recreation intern from SIU was hired to work from February – May 2022.	

**HOFFMAN ESTATES PARK DISTRICT
GOALS & OBJECTIVES
GOLF**

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DISTRICT GOAL 1: HEALTHY AND ENJOYABLE EXPERIENCES

Objective/Goal	Performance Measures/Action Plan	Status
Offer a variety of different tee times and fees to meet total green fee revenue for the 2022 season.	Continue to monitor daily play and provide weekly marketing email blasts based on weather and bookings. Create an early booking discount rate for prepaid times.	C
1Q Comments:	We have provided 751 rounds in the 1 st qtr.	
2Q Comments:	We hosted 9,460 round in 2 nd Qtr for a total of 10,211 Rounds in 2022.	
3Q Comments:	We hosted 14,915 rounds in 3 rd Qtr for a total of 25,126 rounds in 2022.	
4Q Comments - Complete	We hosted 14,656 rounds in 4th Qtr for a total of 29,571 rounds in 2022.	
Provide 24 Preferred Tee Times Groups (25 Groups in 2021).	Secure 2021 Groups with an early rewards renewal plan. Market to new groups about securing a weekly prime time and capitalize on the difficulty of getting early weekend tee times during this popular time.	C
1Q Comments:	We have a total of 23 Preferred Tee Times as of 1 st qtr.	
2Q Comments:	We still are retaining 23 preferred tee times in 2 nd qtr.	
3Q Comments - Complete	We still are retaining 23 preferred tee times in 3rd qtr.	
Offer four Special Golf Course Events.	Promote March Madness, Par 3 Challenge, Pro Am Scramble, and Turkey Shoot via email blast, social media and also signage in golf shop. Each event will be key POS add-on two weeks prior to event.	C
1Q Comments:	We have offered 2 events in the 1 st qtr. March Madness had 136 players, and Par 3 Challenge had 33 players.	
2Q Comments:	We planned a new event for our Senior demographic and hosted our first Annual Senior Spring Scramble and had 112 players.	
3Q Comments:	We didn't host any in-house events in the 3 rd qtr. We have 3 events planned for 4 th qtr.	
4Q Comments - Complete	We hosted 3 events in the 4th Qtr: Pro Am Scramble – 80 players, Turkey Shoot – 144 players, and Fall Senior Scramble 144 players	
Offer two Special TopTracer Tournament Events.	Promote events via email blast, social media and also signage in golf shop. Each event will be key POS add-on two weeks prior to event.	C
1Q Comments:	We held our first TopTracer Two Person Best Ball Event and had 26 players.	
2Q Comments:	We had no TopTracer events in 2 nd qtr. Staff has created a Fall league as well as a fall event that will be hosted starting 4 th qtr.	
3Q Comments:	Marketing for our fall events is in full swing. We sold out two TopTracer Leagues of 16 teams and have added a third league to begin end of October. We also have one fall special event planned for November and looking to add a Jr Event in December.	

4Q Comments - Complete	We hosted 4 Person TopTracer Scramble of 36 players in 4th qtr.	
Offer Jr. Program classes in Spring, Summer and Fall.	Expand participation on Junior Programs by increasing class size by advertising on social media and outside classes, as well as securing more instructors.	C
1Q Comments:	Jr Program Classes have been set with increased class size.	
2Q Comments:	Jr Program has begun. Our first session of Golden Bears, Tigers and Sharks in 2 nd qtr. We hosted 62 students.	
3Q Comments - Complete	We hosted 51 students in Jr Golf in the 3rd qtr. for a total of 113 students.	
Host multiple wedding functions.	Host ceremonies and receptions by offering special promotions and flexible cancellation policies.	C
1Q Comments:	We have 11 ceremony and reception events and 1 reception only event planned for 2022	
2Q Comments:	We have hosted 6 ceremony and reception out of our 11 events booked for the 2022 season.	
3Q Comments:	We have hosted 8 ceremony and reception out of our 11 events booked for the 2022 season.	
4Q Comments - Complete	We hosted 11 wedding events in 2022.	
Offer Breakfast with Santa & Breakfast with Easter Bunny.	Staff will contact all past participants one month out reminding them of special events. Start email campaign minimum one month prior to events.	C
1Q Comments:	Breakfast with the Easter Bunny was a huge success with 227 guests.	
2Q Comments:	Next event is in 4 th qtr.	
3Q Comments:	Next event is in 4 th qtr.	
4Q Comments - Complete	Breakfast with Santa serviced 342 guests.	

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Provide golf activities to the special needs community.	Partner with Freedom Golf Association (FGA), NWSRA or a similar organization to provide golf activities.	C
1Q Comments:	We have partnered with NWSRA to provide a special event on May 11.	
2Q Comments - Complete	We hosted the NWSRA outing in 2nd qtr. with 60 players.	

DISTRICT GOAL 3: FINANCIAL STEWARDSHIP

Objective/Goal	Performance Measures/Action Plan	Status
Hire a Full Time Building Maintenance Associate.	Promote and hire a FT Building Maintenance Associate who will split time with Bridges & The Club in each of the facilities respective peak seasons.	C
1Q Comments - Complete	FT Building Maintenance Associate has been hired.	
Hire a Full Time Bar & Grill Service Manager.	Promote and hire a FT Bar & Grill Service Manager.	C

1Q Comments - Complete	FT Bar & Grill Service Manager has been hired.	
Constantly monitor staffing plan and pay rates for all staff members.	Maintain a competitive pay rate and benefits for all staff based on the current job market place. This is an area that is constantly evolving and will need to be monitored throughout the year to maintain our valuable employees.	C
1Q Comments:	Wages are constantly being evaluated and adjusted based on the current market. Employee incentives have been increased which has provided us a competitive edge in securing PT Staff.	
2Q Comments:	Currently all wages are competitive and staffing is at a decent level.	
3Q Comments:	Currently all wages are competitive and staffing is at a decent level.	
4Q Comments - Complete	Wages have been monitored all season and have settled in as of late. We were able to secure enough staff for the season and have a great core returning for 2023.	
Provide Discount & Annual Golf Passes program to help increase rounds and loyal customers.	Direct email blast to current pass holders offering them early bird sign-up in January. Along with poster size sign in pro shop. Will be feature add-on item in March and April for all golfers when they check in for their rounds.	C
1Q Comments:	Pass sales have begun and we have sold a total of 38 passes in 1 st qtr.	
2Q Comments:	We have sold 132 passes thru 2 nd qtr.	
3Q Comments:	We have sold 132 passes thru 3 rd qtr.	
4Q Comments - Complete	We finished with 132 passes sold in 2022.	
Review and adjust rate structure for Green Fees to maintain or increase \$ per round revenue.	Evaluate and adjust rate structure based on daily usage and prime times for both weekday and weekend rounds.	C
1Q Comments:	Entire rate structure has been adjusted in most areas with a slight increase of \$1-\$4 across the board for the 2022 season. Staff will continue to monitor play and weather and adjust accordingly.	
2Q Comments:	Rates have been constantly monitored and adjusted on a daily basis. Currently we have increased our overall average green fee to \$45.61 from \$40.96 in 2021.	
3Q Comments:	Rates continue to be monitored and adjusted based on weather forecast and slower times. We will continue to pay close attention to this heading into the fall season. We currently are at \$44.84 per round.	
4Q Comments - Complete	Rates were monitored all season long. We finished the season at \$43.64 per round.	
Work with Parks Department to get preferred pricing on joint maintenance purchases for the facility.	Collaborate with Parks Department on purchasing chemical program items to get bulk discounts district wide.	C
1Q Comments - Complete	Overall Park District bid was completed and all chemical programs are being implemented.	

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
Have key staff attend HEParks AED & CPR training.	Have staff attend district certification classes during the course of the year.	C
1Q Comments:	We have our first training class for the golf course staff scheduled in May.	
2Q Comments:	FT Staff is all scheduled in trainings provided by the HEParks AED & CPR Training team in the 3 rd and 4 th qtr.	
3Q Comments:	4 FT Staff members have completed HEParks AED & CPR training.	
4Q Comments - Complete	All key staff are certified in AED & CPR training.	
Implement new POS software for both F&B and Golf Departments	Upgrade our POS system to accommodate all the new technologies available with POS software. Which includes F&B orders from your phone, tablet, and google and apple pay. Golf POS to fully integrate with tee sheet and website.	C
1Q Comments:	The POS software has been implemented in the new TopTracer facility.	
2Q Comments - Complete	POS System in the TopTracer facility has been fully implemented and working as designed.	

DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS

Objective/Goal	Performance Measures/Action Plan	Status
Integrate environmental practices	Complete burns, mowing, and alternate chemical applications on native areas.	C
1Q Comments:	First round of applications and burns are scheduled for late April and Early May.	
2Q Comments:	Next round of maintenance will be scheduled in 4 th qtr.	
3Q Comments:	Staff has started to mow down native areas for the winter. The next round of burns and chemical applications will be scheduled in 4 th qtr.	
4Q Comments - Complete	Native burns were performed in 4th qtr.	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Receive 10 Five Star Reviews on the Knot and Wedding Wire for Weddings. Goal is 10 Reviews receiving five stars.	Provide detailed training to staff and hold weekly event meetings to ensure all details are outlined to event staff. Follow up Bride & Grooms after the wedding with Thank You and promotion to complete reviews.	C
1Q Comments:	New staff have begun training for our upcoming wedding season.	
2Q Comments:	Staff has continued with training and all new staff are up to date with our service methods.	
3Q Comments:	Staff has continued with training and all new staff are up to date with our service methods.	
4Q Comments – Completed	Staff continued all training process into the 4th qtr. and staff has begun updated training documents for 2023.	

Enhance communication to community about golf rates, events, and programs.	Send monthly email blasts throughout the 2021 season to encourage patronage.	C
1Q Comments:	Monthly email blasts have begun, promoting special events, fitting days and pass sales.	
2Q Comments:	Email blasts have continued on a monthly basis.	
3Q Comments:	Email marketing system has been updated to allow for a more robust email campaigns. It has shown great affect with TopTracer Leagues and Special Events.	
4Q Comments - Complete	Monthly emails continued all season long with advertising focused on special events and TopTracer in the 4th qtr.	
Enhance communication to community through social media.	Increase social media posts about special events and develop campaign outline in Q1. Implement campaign in March. Post at least once daily on social media platforms throughout year. Increase followers throughout calendar year. Develop Golf & Wedding Paid Social Campaigns	C
1Q Comments:	Social Media presence has increased with TopTracer ads and Fish Fry ads in the 1 st qtr.	
2Q Comments:	Social media has continued and will be increasing with the full opening of the beer garden and the fall use of TopTracer.	
3Q Comments:	Staff has continued to increase social media usage and posts promoting live music and special events in TopTracer and Beer Garden.	
4Q Comments - Complete	Staff continued social media adds with a focus on special events and TopTracer in the 4th qtr.	

**HOFFMAN ESTATES PARK DISTRICT
GOALS & OBJECTIVES
The Club at Prairie Stone**

Key: C = Complete / O = On Track / D = Deferred / N= Not Complete

DISTRICT GOAL 1: HEALTHY AND ENJOYABLE EXPERIENCES

Objective/Goal	Performance Measures/Action Plan	Status
Enroll 1,200 new members in 2022.	With the assistance of the C&M Team create print marketing, social media & email marketing, and community outreach for each month of the year. Highlight the cleanliness, spaciousness, and renovated spaces.	C
1Q Comments:	We enrolled 316 new members in the 1 st quarter.	
2Q Comments:	We enrolled 299 members in the 2 nd quarter.	
3Q Comments:	We enrolled 324 members in the 3 rd quarter.	
4Q Comments - Complete	We enrolled 497 members in the 4th quarter (total of 1,436 new members enrolled in 2022)	
To enroll 10% of new members into HIIT Club.	Offer HIIT members more exclusive content and/or discounts such as access to password protected webpage with short training videos and nutrition information, as well as exclusive mini clinics, and corrective exercise fitness assessments.	C
1Q Comments:	We enrolled 21 members into HIIT in the 1 st quarter.	
2Q Comments:	We enrolled 21 members into HIIT in the 2 nd quarter.	
3Q Comments:	We enrolled 11 members into HIIT in the 3 rd quarter.	
4Q Comments - Complete	We enrolled 17 members in HIIT in the 4th quarter.	
Offer specialty fitness programming	Promote and create a variety of small groups or single athletes in training specific to their sport or goals.	C
1Q Comments:	Staff created a running program called Couch to 5k.	
2Q Comments:	Small groups of members from HIIT and BRAVO participated in shorter, charitable runs as a group, representing The Club at these various races.	
3Q Comments:	Currently, private Pickleball training is offered weekly. Club staff is exploring offering a youth Pickleball league or programs.	
4Q Comments - Complete	Staff hired a certified trainer specializing in running and youth training. Staff is developing youth running and training programs to offer in Q1 of 2023.	
Highlight the health and wellness achievements of The Club members and participants with the community.	Individual stories and achievements will be highlighted through the monthly member newsletter, social media and bulletin board in the facility. Two members will be highlighted each quarter.	C
1Q Comments:	This program has brought attention to members of all ages and fitness levels highlighting their achievements and how the Club has helped them along the way. Members are enjoying this and look forward to seeing our next highlighted members each quarter.	
2Q Comments:	We highlighted an additional two members in 2Q and added these and past members and their stories to our Club Connections page on The Club	

	website.	
3Q Comments:	We highlighted an additional two members in 3Q, added these members and their stories to our Club Connections page on The Club website and posted the stories in the facility.	
4Q Comments - Complete	We highlighted an additional two members in 4Q, added these members and their stories to our Club Connections page on The Club website and posted the stories in the facility.	
Add new formats of group fitness classes that are innovative and fit with industry trends	Add new group fitness classes on to the schedule that we have never offered before. Specifically in the genre of yoga, barre, and boxing.	C
1Q Comments:	We have expanded our group fitness classes from 36 classes to 38 in 1 st quarter.	
2Q Comments:	We have launched a “Summer Sampler” program; sampling a variety of class types for possible additions to the group schedule in the fall, dependent on feedback from members.	
3Q Comments:	We added an evening yoga class to the schedule due to the positive response from the class as part of the Summer Sampler series.	
4Q Comments - Complete	Club staff is auditioning power yoga instructors and will add a power yoga class to the evening schedule.	
Develop a weightlifting educational programs for youth and adults	Offer personal trainer led programs to teach members of all ages how to use the new weight training equipment, particularly of lifting cages and plate loaded pieces.	C
1Q Comments:	This program will begin 2 nd quarter.	
2Q Comments:	Staff hired a trainer at the end of Q2 who will be taking the lead on this program	
3Q Comments:	The Club hired 2 new personal trainers who have been working some floor hours specifically dedicated to the area of the weight room for the purpose of assisting members unfamiliar with weight pieces.	
4Q Comments - Complete	Club staff is developing youth running and weight training programs that will be offered in Q1 of 2023.	
Add outdoor workout area	Make necessary modifications and additions to existing areas outside surrounding the facility so we can offer an outdoor workout space and hold outdoor classes.	D
1Q Comments:	These modifications will be taking place as weather improves, in 2 nd quarter.	
2Q Comments:	Project put on temporary hold due to other projects in district taking priority/Parks department availability.	
3Q Comments:	Club staff has decided to move this project to 2023 due to cost and product availability.	
4Q Comments:	Club staff has decided to move this project to 2023 due to cost and product availability.	
Offer Kids Club programing.	With the transition of not offering daily child care at the facility, staff will create specialty kids programing in this area to provide members specialty programs and classes for their children scheduled around our group fitness classes.	C
1Q Comments:	Staff has created multiple program options in 1 st quarter, including Parents Night Out, Kids Day Off, and Baby Yoga.	
2Q Comments:	Staff has added additional programs in Q2 including Little Artists and a	

	fee based, drop in, Saturday child care for members.
3Q Comments:	Staff continues to offer a variety of classes for young children, however, needs to find staff in order to add additional programming.
4Q Comments - Complete	Staff added multiple types of climbing classes to class offerings as well as advanced youth basketball training.

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Provide introductory sport specific athletic trainings for our community.	Offer complimentary sport or athletic youth classes or trainings per quarter for underprivileged youth in Hoffman Estates community.	C
1Q Comments:	With our partnerships we offered 2 complimentary basketball clinics open to all.	
2Q Comments:	The Club offered 3 community fitness days inviting the community to come and take advantage of the facility and some amenities at no charge throughout Q2.	
3Q Comments:	The Club offered an Open House inviting the community in for a complimentary day of facility use, youth basketball clinic, giveaways and vaccine clinic.	
4Q Comments - Complete	The Club participated in a couple of the district wide Community Fitness Days inviting the community in for complimentary use of the facility.	

DISTRICT GOAL 3: FINANCIAL STEWARDSHIP

Objective/Goal	Performance Measures/Action Plan	Status
Facilitate a membership increase to offset increasing expenses of operations.	Work with the Business department to deploy an increase on membership passes effective for January billing. As well as work with the C&M department on updating the membership about the fee increase.	C
1Q Comments - Complete	This process has been complete and all fees have been updated.	
Hire a Full Time Building Maintenance Associate.	Promote and hire a FT Building Maintenance Associate who will split time with Bridges & The Club in each of the facilities respective peak seasons.	C
1Q Comments - Complete	The FT Building Maintenance has been hired.	
Purchase curtain divider for gym.	Purchase and install new curtain divider to replace broken and torn curtain in-between middle and east gym.	C
1Q Comments – Complete	New curtain has been installed and is operational.	

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
Evaluate underused space at The Club. Explore options to create new or modified programs that will draw in new members, rentals and programs.	Concentrate on the areas at The Club that are not being used regularly such as The Kids Club space, old outdoor playground, and old spin studio. Collaborate with Recreation Department for possible expansion of programming in these areas.	C
1Q Comments:	Staff has worked hard with recreation department to expand and improve our indoor swim lesson program. We will continue to discuss and explore further program options here at The Club.	
2Q Comments:	News of Athletico's eventual exit will open up more options for reorganization of facility space. Staff have begun to brainstorm ideas for all underused and upcoming space and will have a plan for different options by the end of Q3.	
3Q Comments:	Club staff has created a multi-use space from the previous spin studio by setting it up for private Pilates training, additional stretching space, and an additional space for private training.	
4Q Comments - Complete	Parks staff assisted in building additional storage space for custodial products and fitness items in the administrative space.	
Provide regular safety trainings for staff.	Provide Medic AED, CPR, First Aid Course educational training opportunities to all HEParks staff. Ensure all staff attend training within first 90 days of employment.	C
1Q Comments:	Staff have created an annual CPR/AED training schedule for the district.	
2Q Comments:	Staff continue to offer monthly CPR/AED trainings for staff. The District has added one additional instructor to the team.	
3Q Comments:	Staff continue to offer monthly CPR/AED trainings for staff. And have a set schedule of training through the end of year.	
4Q Comments - Complete	Staff continue to offer monthly CPR/AED trainings for staff. And have a set schedule of training through the end of year.	
Increase participation in membership and facility use at The Club from area corporations.	Member Services team will foster local corporate relationships by scheduling on or off site visits to area corporations.	C
1Q Comments:	Staff will begin to solicit visits to area corporations in later 2 nd quarter and 3 rd quarter.	
2Q Comments:	Staff worked on updating corporate flyer and corporate participation numbers in Q2.	
3Q Comments:	Though the pop-up fitness in parks and the relationship with The Hideaway Brew Garden Club, staff has done outreach throughout 3Q as well as offered lots of free fitness opportunities.	
4Q Comments - Complete	Club Fitness Manager visited several area corporations (Target, Crumbl Cookies, Coopers Hawk, Dick Pond) offering complimentary visits to employees.	
Highlight online membership sales on Club Website.	Simplify the membership sales process and highlight online memberships on The Club website as well as create an internal process for those who purchase membership online.	C

1Q Comments:	Online memberships are being offered and processed.	
2Q Comments:	Staff has worked on training the desk staff how to process both student passes and basic memberships to assist sales team when necessary.	
3Q Comments - Complete	Online memberships are being offered and processed.	
Develop an equipment upgrade plan.	Work with vendors and staff to develop an equipment upgrade plan to ensure the facility is offering the most innovating fitness equipment to our membership.	C
1Q Comments:	We have begun conversations with equipment companies at IPRA State conference. We will continue to work with them to create an overall plan.	
2Q Comments:	Staff has invited a couple of vendors into the facility to explore future equipment options and space usage ideas for the facility.	
3Q Comments:	Staff has received several quotes on needed/wanted equipment and will consider this information for future budget creation. Staff will be also doing a member survey for additional input.	
4Q Comments - Complete	Member survey was completed and provided good feedback on equipment needs and wants. This information will be used for equipment purchase in 2023.	

DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS

Objective/Goal	Performance Measures/Action Plan	Status
Minimize paper files – continue migrating to electronic storage and fully utilize all software.	Give directive to staff to organize files electronically by using scanning system and file organization methods. Reduce facility paper use by 10%.	C
1Q Comments:	Staff have been doing a good job organizing their files electronically. Staff has also been completing new hire paperwork electronically on PandaDoc.	
2Q Comments:	Staff continues to look for ways to reduce paper use. Staff has incorporated the use of QR codes on flyers and schedules to reduce the number of copies that need to be made for distribution.	
3Q Comments:	Staff created a multi flyer display option in the facility to be able to display and interchange smaller flyers with QR codes for people to scan.	
4Q Comments - Complete	Club has removed one of the small copiers from the facility and will be moving to just one copier, eliminating the need for additional paper and toner.	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Ensure website is current and relevant at all times.	Use the marketing plan and regular meetings with C&M to update the website every month to reflect most current information, monthly promos and facility announcements.	C
1Q Comments:	Staff has been using the C&M work order system to request what is needed, with due dates as well as holding in-person meetings when needed.	
2Q Comments:	With C&M staffing change, Club staff has been assisting with updates on the website in Q2.	

3Q Comments:	Club staff is meeting regularly with C&M department and reviewing website content bi-weekly to ensure it is up to date.	
4Q Comments - Complete	Club staff is working together with C&M to ensure website stays current and relevant.	
Improve technology in all program areas.	Budget for additional MyZone support training to expand our programming options with what MyZone offers.	C
1Q Comments:	Staff have added an additional MyZone display into the spin bike area of the facility.	
2Q Comments:	Staff have participated in some online tutorials for the MyZone system to better understand the scope of its function. Staff has also contacted other facility managers who have the MyZone system for support and ideas exchange.	
3Q Comments - Complete	Fitness manager has visited some area facilities who use MyZone and received training on some of the advanced functions of this system.	
Purchase InBody Body Composition Analyzer.	Purchase InBody Body Composition Analyzer that will become an excellent tool of measurement for our trainers and HIIT coaches as well as an excellent member retention tool.	C
1Q Comments:	Staff is monitoring the pricing of this piece as cost has risen dramatically. We will continue to monitor over the next few months to determine if a purchase is still a valuable ROI.	
2Q Comments:	Due to cost, staff determined the purchase of this piece will need to be pushed into next year.	
3Q Comments - Complete	Technology is constantly changing and staff will continue to monitor this piece or similar items as part of the 2023 equipment purchase plan.	

**HOFFMAN ESTATES PARK DISTRICT
2022 BUDGET GOALS & OBJECTIVES
FINANCE and IT DIVISION**

Key: C = Complete / O = On Track / D = Deferred / N= Not Complete

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Determine underserved areas.	Prepare analysis of preschool participants using geographical data to determine underserved areas of the community.	C
1Q Comments:	Data has been compiled on geography, working to tie this into financial and demographic information as well.	
2Q Comments - Complete	The census bureau has released demographic information, although they will not be providing the information at the granular level released in the past. This information has been matched to registrations.	

DISTRICT GOAL 3: FINANCIAL STEWARDSHIP

Objective/Goal	Performance Measures/Action Plan	Status
Achieve annual budget to maintain fund balance reserves.	<ul style="list-style-type: none"> • Prepare an analysis of direct costs for services. Provide recommendations for fee increases to cover direct and indirect costs. • Develop a policy for District user fees 	C
1Q Comments:	Planned for later in 2022.	
2Q Comments:	Planned for later in 2022.	
3Q Comments:	Will be completed in final quarter.	
4Q Comments - Complete	Analysis of fee increases to cover inflation of direct and indirect costs was completed as part of the budget process.	
Determine better tracking mechanisms to provide data for decision-making.	<ul style="list-style-type: none"> • Utilize user fields in District applications to enable customized reporting. • Provide analysis using census data on household income and demographics of participants 	C
1Q Comments:	Final block data is not available currently but the links between household data and the 2010 census has been completed. Once the 2020 information is available, the links will be updated to point to the new source.	
2Q Comments - Complete	The census bureau has released demographic information, although they will not be providing the information at the granular level released in the past. This information has been matched to registrations	
Work with the credit card company to maximize acceptance and cashback potential.	Review invoices and websites of vendors currently receiving paper checks or EFT. Transition where possible to credit card payments.	C
1Q Comments:	Planned for later in 2022.	
2Q Comments:	Review payment options with new vendors as they are established as well as taking opportunity to communicate with current vendors when account situations are discussed.	

3Q Comments - Complete	When communication sent to vendors regarding State of Illinois business ownership demographics, information regarding receiving immediate payment via credit card was included.	
Utilize our resources effectively and efficiently.	Monitor natural gas pricing to determine when or if it is advantageous to enter a longer-term contract.	C
1Q Comments:	Met with the energy consultant to discuss opportunities. The ongoing issues with the global natural gas supply has been impacting pricing.	
2Q Comments:	Recommendation will be provided at the July Finance Committee Meeting.	
3Q Comments:	Gas prices have gone from a high of \$9.81 per million BTU to a current low of just under \$6.5. The energy consultant has been in contact with us daily regarding outlooks for the best time to lock in.	
4Q Comments - Complete	Entered an 18 month Natural Gas contract in October for \$6.58 per dekatherm with option to extend at negotiated new rate for the term.	
Perform internal control audits.	Review freestyle ice programs to assess and enhance controls where needed.	C
1Q Comments:	Planned for later in 2022.	
2Q Comments:	Planned for later in 2022.	
3Q Comments - Complete	Contract approved in October.	
Update Fund Balance Reserve Policy.	Review and update current Fund Balance Reserve Policy based on GFOA recommendations. Bring updated Fund Balance Reserve Policy to the board.	C
1Q Comments:	Planned for later in 2022.	
2Q Comments:	Draft policy is completed and will be internally reviewed for presentation to the board.	
3Q Comments:	Minor changes to comply with terminology and best practices were completed and approved as part of the August 2022 revisions	
4Q Comments - Complete		

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
Utilize analytics to study trends in membership over the past few years to determine areas of low memberships.	<ul style="list-style-type: none"> Utilize analytics to study trends in membership over the past few years to determine areas of low memberships. Provide analysis using census data on household income and demographics of members as well as underserved areas. 	C
1Q Comments:	Final block data is not available currently but the links between household data and the 2010 census has been completed. Once the 2020 information is available, the links will be updated to point to the new source.	
2Q Comments - Complete	The census bureau has released demographic information, although they will not be providing the information at the granular level released in the past. This information has been matched to memberships.	
Review RecTrac features to ensure optimal usage.	<ul style="list-style-type: none"> Track progress of updates to online acceptance signatures. Implement when fully developed. 	C

	<ul style="list-style-type: none"> Review and implement enhancements that improve user or customer experience. 	
1Q Comments:	A sample Topaz device has been received and tested. RecTrac has been configured to use the device. Next step is to test at the TC desk to work out any issues before rolling out district wide.	
2Q Comments:	Testing at WRC location during Q3 to avoid service disruption during beginning of summer programming. Working with C&M to develop a visual waiver for registrants to view prior to signing Topaz signature device.	
3Q Comments:	An issue developed during the testing of the device, which has been resolved. The device is deployed with a visual waiver at TC Front Desk. Additional devices will be ordered by the end of October if no additional issues arise.	
4Q Comments - Complete	Topaz device at TC has been working well once a few additional setting changes were made. Devices were purchased for all stations that require handwritten signatures. The devices will be deployed and staff trained in phases throughout the District.	
Expand virtual server environment to reduce energy consumption.	Purchase and deploy two Virtual Server Hosts	D
1Q Comments:	Planned for later in 2022.	
2Q Comments:	Planned for later in 2022.	
3Q Comments:	Working with our preferred vendor to obtain quotes and get on their installation schedule.	
4Q Comments	Hardware has been received. Contractor is in the process of configuring and deployment.	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Improve technology in all program areas.	<ul style="list-style-type: none"> Maximize features of BS&A to streamline processes, reduce manual paperwork and increase access to materials. Develop web-based forms, contracts, and applications utilizing applications chosen by District. 	C
1Q Comments:	More user fields have been set up to better identify employee characteristics such as whether an employee works four days per week, five days per week, whether they are receiving comp time or pay for overtime, and matching positions to bureau of labor statistics jobs for easier analysis.	
2Q Comments:	Additional fields created to streamline new hire setup, as well as payroll upload from Nova to BSA.	
3Q Comments:	Worked with BS&A to add field options for tracking vendor equal opportunity information to comply with new state requirements. Additional fields are in progress.	
4Q Comments - Complete	Added an additional field to BS&A Payroll/HR to help track administrative staff separately.	

Compare the District's processes with available technology to enhance customer experience and streamline workflow.	Implement digital signatures for in-person contracts, waivers, and agreements.	C
1Q Comments:	A sample Topaz device has been received. After implementation in RecTrac, focus will shift to other applications throughout the District.	
2Q Comments:	Testing at WRC location during Q3 to avoid service disruption during beginning of summer programming. Working with C&M to develop a visual waiver for registrants to view prior to signing Topaz signature device.	
3Q Comments:	An issue developed during the testing of the device, which has been resolved. The device is deployed with a visual waiver at TC Front Desk. Additional devices will be ordered by the end of October if no additional issues arise.	
4Q Comments - Complete	Topaz device at TC has been working well once a few additional setting changes were made. Devices were purchased for all stations that require handwritten signatures. The devices will be deployed and staff trained in phases throughout the District.	

**HOFFMAN ESTATES PARK DISTRICT
2022 BUDGET GOALS & OBJECTIVES
ADMINISTRATIVE SERVICES**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Utilize bilingual staff for Human Resources	Conduct open enrollment meetings in both English and Spanish. Provide Spanish language translation when needed.	C
1Q Comments:	Translated the Personnel Policy Manual Changes and other HR documents as needed.	
2Q Comments:	Translating new employee onboarding documents and trainings.	
3Q Comments:	Translated Personnel Policy Manual update letter into Spanish. We also translated our Policy, Procedures and Safety Training to Spanish.	
4Q Comments - Complete	Conducted open enrollment meetings in English and Spanish. Also, held help hours for Spanish speaking staff.	

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
New evaluation process and schedule.	Finalize updated form and cover page. Implement for mid-year evaluations.	C
1Q Comments:	Form and Cover page has been updated. Evaluations on schedule for Mid-year. July-August targeted.	
2Q Comments:	Reevaluating need for mid-year evaluations. Review in process.	
3Q Comments - Complete	Updated evaluation policy as part of personnel manual review. Moved to year-end evaluations in December.	
Revamp the quarterly safety training process to make it more meaningful and useful.	Use PDRMA reaccreditation process and data to assign relevant training.	C
1Q Comments:	Developed potential topics including required trainings such as Harassment and Mandated Reporter, as well as optional trainings. Topics were reviewed by PDRMA and Admin team.	
2Q Comments:	Mandated Reporter training, Lifting training and De-Escalation training were implemented based on needs of organization. Researching other topics including Armed Intruder.	
3Q Comments:	Assisted the Director of Parks and PDRMA staff in an Injury Prevention Walkthrough as part of the PDRMA reaccreditation process. Met with Safety Committee to implement District-wide safety drills.	
4Q Comments - Complete	Completed PDRMA Risk Management Review forms for 2022.	
Streamline the new hire process for applicants and HR staff.	Move new hire packets to PandaDoc. Complete new onboarding presentation.	C
1Q Comments:	New hire packets have been all moved to PandaDoc. Updated onboarding presentation and process are in progress.	

2Q Comments - Complete	New FT onboarding and training completed. Updating and refining during implementation. Will be working on PT next.	
Find new recruitment software to meet modern applicant needs.	Research and select vendor for new recruitment software. Budget for a 2023 implementation.	C
1Q Comments:	Researched new options for recruitment software services, including attending demos for potential new recruitment software including JazzHR, BreezyHR, and Recruitee.	
2Q Comments - Complete	Selected BreezyHr. Will include in 2023 budget.	
3Q Comments-Complete/Update	Officially notified AppliTrack and BreezyHR of our intentions to transition to BreezyHR.	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Improve technology in Human Resources areas.	Maximize features of BS&A HR features to streamline processes, reduce manual paperwork and increase access to materials. Develop web-based forms, contracts, and applications utilizing applications using PandaDoc	C
1Q Comments:	Used PandaDoc and BS&A for multiple purposes including the Personnel Manual updates, status forms, new hire paperwork and contracts. Utilized BS&A for tracking of vaccine cards and Personnel Manual acknowledgements.	
2Q Comments:	Continuing to utilize technology. Added Mandated Reporter training certificates to BS&A modules.	
3Q Comments:	Continuing to add to our BS&A modules. Added all employee certifications. Renewed with PandaDoc digital document system to increase our capabilities and right-size our number of licenses.	
4Q Comments - Complete	Utilized PandaDoc to create Volunteer onboarding, background checks and concussion training.	
Increase high-quality job applicants through a community outreach strategy.	HR will attend major district events, develop creative ideas for outreach and events and provide job information.	C
1Q Comments:	Reached out to High Schools and Community Colleges. Attended School District job fairs and community events. Held a Job Fair in January. Held a hiring event with open interviews for an entire week in March. Updated the “Now Hiring” page and application process to be more responsive to applicants.	
2Q Comments:	Using our outreach strategies, we were able to hire enough people to fully staff for the summer. The “Now Hiring” page was a big success.	
3Q Comments:	Attended a District 15 job fair in search of STAR staff. Updated our “Now Hiring” page to include spotlighted positions of need. Met with the new web design team, Aardonyx, to discuss our needs for a hiring page.	
4Q Comments - Complete	Attended Winter Wonderland event with “Now Hiring” table. Held Job Fair in December.	

