

MEMORANDUM NO. M23-099

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Facilities & Marketing Report
DATE: November 21, 2023

Motion:

Recommend the November Facilities & Marketing Report to be included in the November Executive Director’s Report for Board approval.

Bridges General Programs:

Fall Event Schedule

- Turkey Shoot – November 4 – This event was sold out with 144 players.
- Toptracer 4 Person Scramble – November 11 – We are looking forward to having another great turnout for this event. Currently we have 20 players registered.
- Breakfast with Santa & Winter Fest – Dec 9 – This breakfast event sold out in 10 days with 366 guests.

Golf Rounds

MONTHLY ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
2,015	2,766	2,741	2,809	2,412	2,549
YTD ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
24,182	24,336	29,355	27,935	29,998	27,161

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
1,035	1,665	1,189	1,204	1,125	1,244
YTD RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
18,755	16,607	19,742	16,890	20,179	18,435

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
316 Hours	484 Hours

YTD TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
3,437	5,418

Food & Beverage

October 2023

- 1 golf outing servicing 130 guests (limited dinner)
- 1 breakfast meeting servicing 24 guests
- 1 luncheon servicing 74 guests
- 2 memorials servicing 141 guests
- 1 ceremony and reception servicing 79 guests
- 2 reception only servicing 303 guests

November 2023

- 3 breakfast meetings servicing 84 guests
- 1 Baptism servicing 22 guests
- 1 memorial servicing 150 guests
- 1 dinner servicing 100
- 2 showers servicing 100 guests

2023 weddings

- 8 ceremony and receptions
- 3 reception only
- 1 ceremony only

2024 weddings

- 6 ceremony and receptions

2025

- 1 ceremony and reception



October 2023

Membership Totals	<u>10/31/2022</u>	<u>1/01/2023</u>	<u>10/31/2023</u>	<u>Var. +/-</u>
Totals	2,282	2,418	2,700	+282

Member Services/Sales

- The Club team enrolled 122 new members in October, kicking off the month with the annual Open House event. The October 7th Open House Event welcomed the community to come in and experience The Club, take complimentary classes, visit with numerous vendors, talk to personal trainers and instructors, and complimentary chair massages and flu shots. The Club offered a \$0 enrollment special this day as well as a free t-shirt to all who enrolled. There were hourly and basket raffle prizes as well. The Club saw about 175 visitors for this event with very positive feedback from those in attendance.

- A special thank you to all our vendors who took part in the Open House event and/or donated to the raffle prizes. Dick Pond Athletics – Hoffman Estates, Small Cakes – Arboretum, Crumble Cookie – Schaumburg, Ascension, Windy City Bulls and a visit from Gus T. Bull mascot, Kriser’s Natural Pet – Arboretum, Pinot’s Palette – Arboretum, Pinstripes – Arboretum, Rookies – Hoffman Estates, Coopers Hawk – Arboretum, Advance Wellness Med Spa – Hoffman Estates, Melaleuca – local rep, Athletico – Hoffman Estates, Spoiled Gemz – local rep, Hoop Science Basketball



- The Club had 1,946 unique visits in October, meaning approximately 70% of members visited/used the facility at least once in October.
- The Club had 83 United Healthcare Renew Active pass holders use the facility in October (visiting at least one time), and three new enrollments under this program in October.
- The Club offered a referral reward of one month of free dues to members who referred a new member in October. We ended the month with seventeen member referrals!

Operations and Fitness Departments:

- The Club rentals stats for October:
 - (45) volleyball rentals (2) Birthday parties (1) Soccer rental
 - (44) basketball rentals (8) Pickleball court rentals (1) full gym rental
- The Club offered and ran the following programming options in October:
 - Youth Climbing classes
 - Pickleball 101 (2 classes)

- Trick-or-Treat Climb Event
- Four youth basketball classes
- We held a couple of fun member retention activities in October to keep members excited about what we have to offer.
 - Fight Cancer Pink Ride, – the fitness department held a “Pink Ride” on October 13, where members were given a sign they were able to fill out that said “I ride for _____” and then attach that sign to front of the bike for the ride. This is always very well received and is a powerful and emotional ride.
 - The Club fitness staff participated in the HEParks Halloween Event at Fabbri Park where The Club Zumba instructors led event participants in a Zombie Zumba dance party.



- Member Spotlights – meet Teresa and Omar, The Club’s Member Spotlight members for the quarter!

Teresa H.

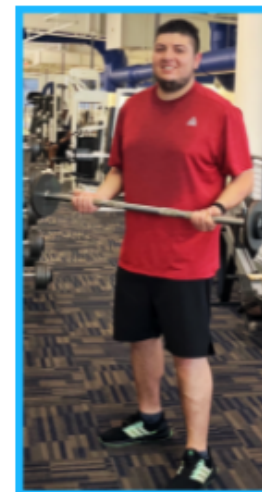
After joining The Club at the end of March 2022, I made the decision to work with a personal trainer because other methods of working out and getting in shape both in mind and body, were not working for me. Before that I went to a different gym for a while and ended up having to leave for medical reasons. Going back and starting over proved to be difficult (mentally) for me.



Omar N.

I joined The Club in January of 2022, but I started to come regularly in February of 2022.

What intrigued me the most about The Club was the HIIT Club and all the group fitness classes that are offered. I regularly attend Boxing, Zumba and HIIT classes.



CLICK HERE TO READ MORE <https://www.theclubps.com/member-spotlight>



Triphahn Center



Willow Recreation Center

eSports

- We had one birthday party in October.

Triphahn Center Fitness

Membership	<u>10/31/2022</u>	<u>01/01/2023</u>	<u>10/31/2023</u>	<u>2023 YTD Var. +/-</u>
Total	442	469	499	+30

Pass	% Visited in September 2023	% Visited in October 2023
TCIA Fitness Adult	30%	33%
TCIA Fitness Junior/Student	29%	45%
TCIA Fitness Senior	38%	42%
Average Paid Members	32%	40%
TCIA Silver Sneakers *	15%	14%
TCIA Tivity Prime *	8%	9%
TCIA Renew Active *	5%	9%
Average Insurance Members	9%	11%

TC Rental Information

- We had 51 paid rentals at TC in the month of October.

Willow Rec Center Fitness & Racquetball

Membership	<u>10/31/2022</u>	<u>01/01/2023</u>	<u>10/31/2023</u>	<u>2023 YTD Var. +/-</u>
Fitness	110	127	128	+1
Racquetball	36	39	32	-7
Total	146	166	164	-2

Membership numbers do not include the free health insurance members.

Pass	% Visited in September 2023	% Visited in October 2023
WRC Fitness Adult	33%	32%
WRC Fitness Junior/Student	50%	61%
WRC Fitness Senior	15%	20%

Average Paid Members	33%	38%
WRC Silver Sneakers *	50%	24%
WRC Tivity Prime *	4%	5%
WRC Renew Active *	0%	13%
Average Insurance Members	18%	14%

WRC Rental Information

- We had 28 paid rentals at WRC in the month of October.

General Programs:

Program	Fall 2022	Fall 2023 *to date
Baton & Poms	40	52
A&A Music (piano & guitar)	6	6
Shotokan Karate	135	134
Tae Kwon Do	45	43
Gymnastics	380	365
Racquetball lessons	6	22
Racquetball leagues	38	23
Aneta Art	10	6
Palatine Choir/Theater		8



Dog Off-Leash Areas

<u>Membership</u>	<u>10/31/2022</u>	<u>01/01/2023</u>	<u>10/31/2023</u>	<u>2023 YTD Var. +/-</u>
Total	609	586	560	-26

Marketing

C&M behind the Scenes Summary:

Created a foundation for C&M staff to follow a social daily content calendar, campaign execution, and implement a NEW C&M marketing intake process for staff which integrates specific project requests into C&M workflow so everyone can keep tabs on deadlines and progress.

Projects:

- Haunted Hoffman Halloween marketing package
- Millenium Dance marketing package
- Gymnastics marketing package
- Winter Basketball marketing package
- Public Skate marketing package
- Pink the Rink marketing pkg
- TC Icebox menu boards, signs, and social promos
- Additional promos for social/signs/marquees/TVs
- Color Run promos then Cancellation
- Little Stars Open House & Preschool promos
- HOTT Theater Production promos
- Wolves game promos
- Misc. Sign creation requests



Alexis & Scott at Dist. 54 Health Fair

Community Involvement:

- Coats for Kids Collection
- Toys for Tots Collection
- Village of Hoffman Estates Wellness Fair 10/12
- District 54 Health Fair 10/10

Press Releases:

- Press Release for National Gold Medal and Other Awards 10.18 2023

Website:

Worked with Invox, our current management company, setting up a sandbox to test and correct our website functionality like plugins, adding forms without endangering a live website crash. We added DNS (Cloudflare) to speed up all webpage loading speeds and began mapping out a 3-month working plan detailing the changes that are needed to the current website.

Our work continued updating website pages including:

- new FOIA page
- headshots for About Staff page,
- simplified parks pages,
- created working forms
- finished Craig's page corrections requests spreadsheet

↓ Sessions Users New users Average engagement time per session

WEBSITE METRICS 10/1-10/31:

Top Visited webpages:

1. Homepage
2. Post-registration splash page
3. Webtrac search page
4. Haunted Hoffman

Sessions	Users	New users	Average engagement time per session
26,988 100% of total	15,689 100% of total	13,960 100% of total	1m 22s Avg 0%
6,755	4,733	3,863	2m 28s
4,179	1,448	201	30s
4,032	3,098	2,420	1m 07s
2,176	1,586	1,401	43s

SOCIAL MEDIA METRICS 10/1-10/31:

□ 65 Social Posts to HEParks 28 Facebook and 37 Instagram.

EMAIL CAMPAIGN METRICS 10/1-10/31:

Frequency-2 emails a week in Oct
50+ Newsletter 10/3 –

- 47% Opens
- 1% click thru rate

Volunteer Opportunities Email 10/6–

- 39% Opens
- 1% click thru rate

Winter Basketball Email 10/12 –

- 41% Opens
- 1% click thru rate

Gold Medal Announcement Email 10/12 –

- 42% Opens
- 1% click thru rate

All District Email 10/17 –

- 39% Opens
- 1% click thru rate

Haunted Hoffman Email 10/19 –

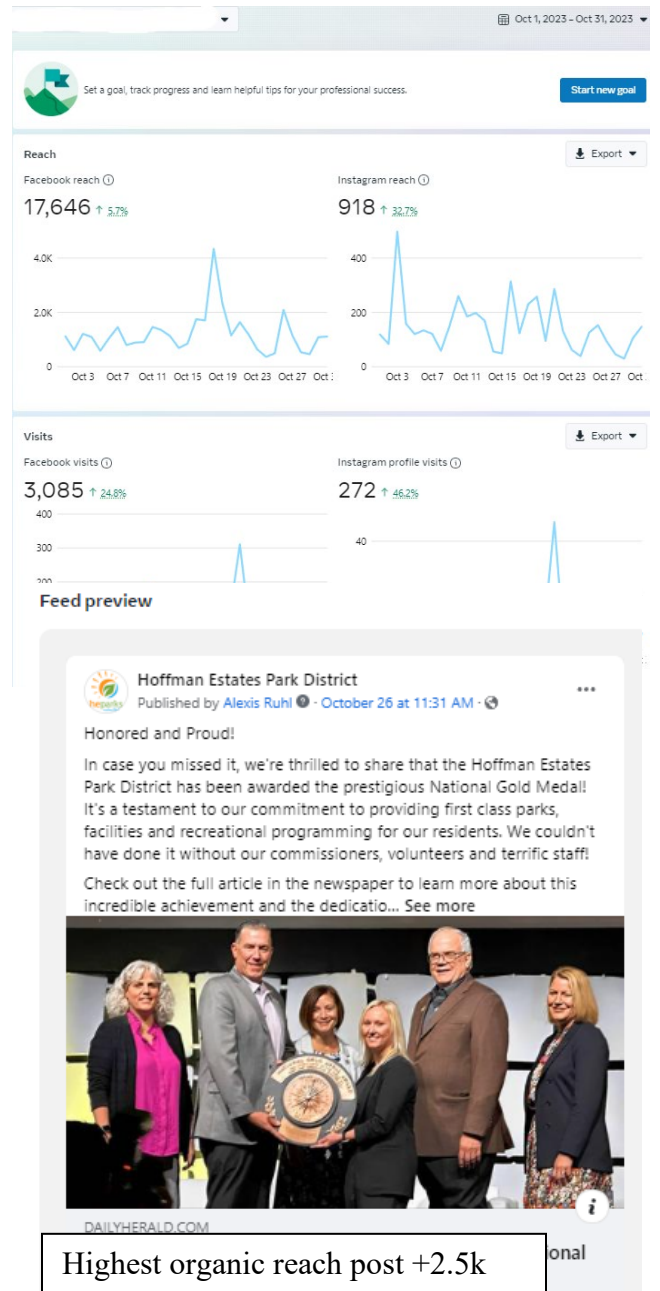
- 44% Opens
- 1% click thru rate

HOCKEY Email 10/25 –

- 44.1% Opens
- 0.5% click thru rate

All District Email 10/27 –

- 44.5% Opens
- 1.4% click thru rate



Bridges of Poplar Creek

- Created new slides for lobby TV promoting upcoming events, weddings, The Club monthly promo, etc.
- Attended Chamber events to promote the golf course, Toptracer Range, golf outings and events
- Created new posters and table tents for Toptracer Range, and The Tap Inn to promote events
- Designed and scheduled marquee images for Fall Fish Fry, golf outings and events
- Created/scheduled email blasts and social media posts for upcoming events, golf outings, etc.

<u>DATE</u>	<u>EMAIL MAIN SUBJECT(S)</u>
10-2-23	Fall Toptracer Leagues – Limited Spots
10-3-23	TaylorMade Custom Fitting Experience on 10-6-23
10-4-23	ProAm – Fall Toptracer Leagues – Fall Fish Fry
10-5-23	TaylorMade Custom Fitting Experience on 10-6-23
10-6-23	NFL Sunday Ticket – Fall Senior – ProAm – Fall Toptracer Leagues
10-10-23	Wed. TT League – Fall Fish Fry – NFL Sunday Ticket – Turkey Shoot
10-12-23	Hoffman Estates Park District – Gold Medal Winner
10-13-23	Fall Fish Fry – NFL Sunday Ticket – Turkey Shoot – TT 4-Person Scramble
10-14-23	Round Rained Out – Try Toptracer Range
10-17-23	Fall Fish Fry – TT Family Day – Breakfast with Santa
10-19-23	Fall Fish Fry – NFL Sunday Ticket – Turkey Shoot – TT 4-Person Scramble
10-24-23	Fall Fish Fry – Fall Senior Special – NFL Sunday Ticket – Turkey Shoot – TT 4-Person Scramble
10-26-23	Fall Fish Fry – TT Family Day – Breakfast with Santa
	- Took various photos to build “asset library” for future digital and print promotions
	- Turkey Shoot = SOLD OUT; Thursday, Toptracer League = SOLD OUT
	- Created new designs for Breakfast with Santa, Fish Fry and Turkey Shoot marketing collateral



The Club

- Designed November promo, referral, and Namaste November marketing collateral (digital and print)
- Attended Chamber events to promote Club promotions and events
- Created/scheduled social media posts for upcoming programs, promotions, and events
- Took various photos to build “asset library” for future digital and print promotions
- Utilized small “A” frames to promote monthly referrals and events
- Fall Step Challenge finished with over 100 participants



- Continued promoting Football Squares for member retention/engagement
- Promoted Members of the Quarter online and in the facility

