

**HOFFMAN ESTATES PARK DISTRICT  
2023 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)**

| <b>Objective/Goal</b>  | <b>Performance Measures/Action Plan</b>  | <b>Status</b> |
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| Hold 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 events.   | <b>C</b>      |
| 1Q Comments:   | In progress  |               |
| 2Q Comments:   | In progress  |               |
| 3Q Comments:   | In Progress  |               |
| <b>4Q Comments – Complete</b>  | <b>Complete as groups participated in seed bombing, seed collection an eagle scout project has begun with bird house install at Vogelei.</b> |               |
| Using seeds collected from our seed collection events, park district staff will plant those seeds on district shorelines.      | Planting will take place in the spring of 2023.  | <b>C</b>      |
| 1Q Comments:   | Seeding is planned for May.  |               |
| 2Q Comments - Complete   | Seed Bombing was completed on May 13, 2023.  |               |

**DISTRICT GOAL 2: SOCIAL EQUITY**

| <b>Objective/Goal</b>   | <b>Performance Measures/Action Plan</b>                           | <b>Status</b> |
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| Ensure all district communication and trainings can be provided in Spanish. | Provide translation when needed.                                  | <b>C</b>      |
| 1Q Comments:  | In progress   |               |
| 2Q Comments - Complete  | All trainings to date have been completed in Spanish and English. |               |

**DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

| <b>Objective/Goal</b>                      | <b>Performance Measures/Action Plan</b>  | <b>Status</b> |
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| Increase efficiency for maintenance staff. | Cross training among departments within the Parks Department and additional administrative assistant position (part time).       | <b>C</b>      |
| 1Q Comments:                               | In progress  |               |
| 2Q Comments - Complete                     | Parks playground, construction, horticulture and grounds teams all have been trained to be able to cross over at any given time. |               |

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| Hire out contractual mowing for our level two and three parks. This will free up staff to more efficiently maintain park land, while saving on fuel and equipment repairs. | Go out to bid for a two year service agreement and execute the contract. | <b>C</b> |
| 1Q Comments:   | Gilio Landscape Contractors started mowing 4/10/2023                     |          |
| 2Q Comments - Complete   | Gilio is currently mowing parks.   |          |

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

| <b>Objective/Goal</b>                          | <b>Performance Measures/Action Plan</b>  | <b>Status</b> |
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| Structural Repairs at Willow Recreation Center | Hire contractor for work to be performed.  | <b>C</b>      |
| 1Q Comments:                                   | In progress  |               |
| 2Q Comments:                                   | FGM Architects have been hired and completed construction drawings. Bids set to open on 7/13/2023.   |               |
| 3Q Comments:                                   | Bids have been accepted and working on contract. Work will most likely be performed in 2024. Concrete work, doors and outside stucco will all be completed this year.  |               |
| <b>4Q Comments:</b>                            | <b>All work that could be performed in 2023 has been completed. Due to budget restraints and product availability the project will be fully completed in 2024. Complete for this year as the contractor was hired and product was ordered.</b> |               |

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| Upgrades to Huntington Park | Install new playground equipment at Huntington Park   | <b>C</b> |
| 1Q Comments:                | Old playground and fall surface removed, new playground installed and waiting on a missing structure. Once playground is installed, path around the playground will be completed. |          |
| 2Q Comments – Complete      | Project Complete, just waiting on new drinking fountain to arrive.  |          |

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| Purchase Ford F150 Vehicle | Purchase from purchasing Coop or through bid process. | <b>C</b> |
| 1Q Comments:               | Vehicle was purchased through a bid process.          |          |
| 2Q Comments - Complete     | Vehicle was purchased through a bid process.          |          |

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| Purchase Dodge Ram Parks Building Tech Van | Purchase from purchasing Coop or through bid process.   | <b>D</b> |
| 1Q Comments:                               | In progress   |          |
| 2Q Comments:                               | Looking into purchasing a E Transit Van as Vans are 1 to 2 years out if you can even place the order. |          |
| 3Q Comments:                               | E Transit van is set to arrive this fall according to Ford.   |          |
| <b>4Q Comments:</b>                        | <b>E Transit is still set to arrive but date has been pushed into 2024. Exact date is unknown.</b>    |          |

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| Crack fill / Seal Tennis Courts – Multiple Sites | Complete bids and hire outside contractor to complete work.   | <b>C</b> |
| 1Q Comments:                                     | Bids were completed and Sport Surface pros is under contract. |          |

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| 2Q Comments - Complete  | Courts have been finished.   |          |
| Basketball Court Repairs – Multiple Sites                           | Complete bids and hire outside contractor to complete work.  | <b>C</b> |
| 1Q Comments:  | Bids were completed and Sport Surface pros is under contract.  |          |
| 2Q Comments:  | Courts will be finished the week of 7/17/2023  |          |
| 3Q Comments - Complete  | All courts completed.  |          |
| Asphalt Maintenance (crack fill & sealcoat) parking lots and paths. | Complete bids and hire outside contractor to complete work.  | <b>C</b> |
| 1Q Comments:  | Bids were completed and Patriot Maintenance is under contract.   |          |
| 2Q Comments:  | In process of scheduling the work.   |          |
| 3Q Comments - Complete  | All parking lots and paths completed.  |          |
| Triphahn Center Playground  | Complete bids and hire outside contractor to complete work.  | <b>C</b> |
| 1Q Comments:  | Ericksson Engineering has been hired and playground design work is being completed.  |          |
| 2Q Comments:  | Playground and installer are under contract with playground to arrive late fall and install immediately after.   |          |
| 3Q Comments:  | Playground has been removed and drainage completed. Currently in the process of completing the install of the playground.  |          |
| <b>4Q Comments - Complete</b>                                       | <b>Playground is complete.</b>   |          |
| Fabbrini Pickle Ball Fence Replacement                              | Complete bids and hire outside contractor to complete work.  | <b>C</b> |
| 1Q Comments:  | Bids were completed and Action Fence is under contract.  |          |
| 2Q Comments – Complete  | Fence has been installed.  |          |
| Elevator piston sleeve replacement at Bridges on the main elevator. | Complete bids and hire outside contractor to complete work.  | <b>C</b> |
| 1Q Comments:  | Working with Advanced Elevator on the repair.  |          |
| 2Q Comments:  | Working with Advanced Elevator on the repair.  |          |
| 3Q Comments - Complete  | Was recommended that the piston sleeve did not need to be replaced at this time.   |          |
| Fabbrini Oakdale Tot Playground                                     | Purchase playground and install using in-house labor.  | <b>C</b> |
| 1Q Comments:  | New Tot playground has been ordered.   |          |
| 2Q Comments:  | When equipment arrives it will be installed.   |          |
| 3Q Comments - Complete  | New playground has been installed.   |          |
| 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.                      | <b>C</b> |
| 1Q Comments:  | The walking path has been bid and Evans and Son Asphalt is under contract to complete the work. Working with WT Engineering on the playground layout and design. |          |
| 2Q Comments:  | Playground and installation are under contract and construction work is being presented to the board at the July board meeting.                                  |          |
| 3Q Comments - Complete  | Playground has been installed and landscape restoration is complete.   |          |

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| Triphahn Center Fitness Renovation | Work with recreation department on new design layout.                | C |
| 1Q Comments:                       | Project is currently being completed with a grand opening of 5/6/23. |   |
| 2Q Comments - Complete             | Project completed.   |   |

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| Pine Park OSLAD        | If OLSAD is received, begin the permitting process and construction bidding process. If no OSLAD is received look at the project for what will be completed.   | C |
| 1Q Comments:           | OSLAD was not received. Project is moving forward with the assistance of School District 15. The project will consist of a new soccer field, five pickle ball courts with lights, revamped sled hill, shelter renovation and new walking path. |   |
| 2Q Comments:           | Soccer field has been rough graded, inline hockey has been removed. We have bids for new fence install and are working with contractors on asphalt and pickleball surface.   |   |
| 3Q Comments:           | Set to be completed by end of October with a winter 2024 open date. All new grass will need time to establish in order to fully open the park.   |   |
| 4Q Comments – Complete | <b>All scheduled work has been completed. Playground install is planned for 2024.</b>  |   |

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| Update elevator at Vogelei Barn | Upgrade Vogelei Barn elevator and ensure that it meets all ADA compliance.  | C |
| 1Q Comments:                    | In progress   |   |
| 2Q Comments:                    | This project is still being investigated as it may require more structural work than was anticipated to complete the elevator upgrades. |   |
| 3Q Comments:                    | Project has been deferred as proper maintenance repairs were completed.   |   |
| 4Q Comments - Complete          | <b>Proper maintenance repairs were completed, and overall update not needed.</b>  |   |

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| Replace RTU #3 | Complete bids and hire outside contractor to complete work.   | D |
| 1Q Comments:   | Bids were completed and Cahill Heating & Air Conditioning are under contract. Lead time on new unit was 35 weeks. Looking at a late fall install. |   |
| 2Q Comments:   | Lead times have not changed and will be completed in late fall.   |   |
| 3Q Comments:   | Scheduled for this fall.  |   |
| 4Q Comments:   | <b>Hired contractor is still waiting on the Roof Top Unit, it will be installed in 2024 when the unit arrives.</b>                                |   |

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| Research park development for new Higgins housing developments. | With the new housing developments this park would allow for the 10-minute walk from new developments. | C |
| 1Q Comments:  | In progress   |   |
| 2Q Comments:  | In progress   |   |

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| 3Q Comments:                  | In progress  |
| <b>4Q Comments – Complete</b> | <b>While trying to keep a new park location within a ½ mile walking of the new development a park at Seascap is the closest land that the district owns.</b> |

**DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

| <b>Objective/Goal</b>                       | <b>Performance Measures/Action Plan</b>  | <b>Status</b> |
|---|--|---------------|
| 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. | <b>C</b>      |
| 1Q Comments:                                | Event planned for April 22, 2023   |               |
| 2Q Comments - Complete                      | Event was held on 4/22/2023 at Vogelei Park  |               |

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| Offer a volunteer invasive plant removal. | Will be scheduled based on the quantity of invasive plants and locations.  | <b>C</b> |
| 1Q Comments:                              | Currently Planning   |          |
| 2Q Comments:                              | Currently Planning   |          |
| 3Q Comments:                              | Currently Planning   |          |
| <b>4Q Comments - Complete</b>             | <b>Invasive plant removal took place on 10/14/2023 at Black Bear Park.</b> |          |

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| 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, and why HE Parks maintains the shorelines with native buffer zones. | <b>C</b> |
| 1Q Comments:  | Currently Planning   |          |
| 2Q Comments:  | Will take place during seed collection   |          |
| 3Q Comments:  | Seed Collection event has been scheduled for Oct. 14.  |          |
| <b>4Q Comments – Complete</b>   | <b>Event was held on October 14, 2023.</b>   |          |

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| Get sites certified as Bird & Butterfly Sanctuaries through Illinois Audubon Society | Complete applications and install signage at select sites.      | <b>C</b> |
| 1Q Comments:   | Sites have been certified and signs will be placed this spring. |          |
| 2Q Comments - Complete   | Signs have been placed at the appropriate sites.                |          |

**DISTRICT GOAL 6: CUSTOMER SERVICE**

| <b>Objective/Goal</b>  | <b>Performance Measures/Action Plan</b>             | <b>Status</b> |
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| Utilize new Park Administrator to create resident response and call log procedure. | Respond to resident inquiries within timely manner. | <b>C</b>      |
| 1Q Comments:   | In progress   |               |
| 2Q Comments:   | In Progress   |               |
| 3Q Comments:   | In Progress   |               |

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| <b>4Q Comments – Complete</b>              | <b>Call log has been maintained with records of all call backs.</b> |          |
| Provide park updates via district webpage. | Post all park projects under park updates.                          | <b>C</b> |
| 1Q Comments:                               | Projects are posted and updates will occur during the projects.     |          |
| 2Q Comments:                               | Projects are posted and updates will occur during the projects      |          |
| 3Q Comments:                               | Projects are posted and updates will occur during the projects      |          |
| <b>4Q Comments – Complete</b>              | <b>Projects were posted on the website.</b>                         |          |

**HOFFMAN ESTATES PARK DISTRICT  
2023 BUDGET GOALS & OBJECTIVES  
RECREATION DIVISION**

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

**DISTRICT GOAL 1: HEALTHY & ENJOYABLE EXPERIENCES**

| <b>Objective/Goal</b>  | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|--|---|---------------|
| Offer quality recreation programs that are innovative, diverse and meet the needs of the community | Expand Stars Dance Company with the addition of a Junior level  | <b>C</b>      |
| 1Q Comments:   | Auditions for 23/24 Stars Dance Company will take place in July & August and will include a new Junior Level. |               |
| 2Q Comments:   | Auditions for 23/24 Stars Dance Company will take place in July & August and will include a new Junior Level. |               |
| 3Q Comments - Complete   | Stars dance company has 26 including 8 Junior for the 23/24 year.   |               |

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| Offer quality recreation programs that are innovative, diverse and meet the needs of the community | Offer two special events at Seascape   | <b>C</b> |
| 1Q Comments:   | Plans are underway for a Flick & Float and a Halfway to the Holiday Event plus deck art opportunities.   |          |
| 2Q Comments:   | The World's Largest Swim Lesson opportunity was added to Seascape on June 22. Chalk deck contests have been a hit. Flick and Float planned for August. |          |
| 3Q Comments - Complete   | Offered World's Largest Swim Lesson on June 22, Chalk Deck contests and the Seascape Luau on August 11 that raised money for Maui Strong.              |          |

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| Offer quality recreation programs that are innovative, diverse and meet the needs of the community | Expand outdoor recreation specialty programs (i.e., fly fishing lessons)  | <b>C</b> |
| 1Q Comments:   | Looking to add to late summer or fall. Promoting fly fishing lessons in July for fall class to run.                 |          |
| 2Q Comments:   | Explorers camp has been revamped w/ more field trips and offering have been expanded in all neighborhoods.          |          |
| 3Q Comments:   | Fishing classes continue. Planning ice fishing classes for the winter.  |          |
| <b>4Q Comments - Complete</b>  | Our fall fishing classes did not go. Ice fishing classes are coming up in February along with an ice fishing derby. |          |

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| Offer new programs based on trends | Offer a Family Dance program for all children and parents  | <b>C</b> |
| 1Q Comments:                       | Plans underway for an event for Fall.  |          |
| 2Q Comments:                       | A Y2K theme flash mob free family dance opportunity is planned for November to showcase our dance offerings and upcoming spring recital.                             |          |
| 3Q Comments:                       | A Y2K family dance program is planned for November 4 led by the dance staff.   |          |
| <b>4Q Comments - Complete</b>      | <b>The Y2K dance program was a success November 4 with 33 attendees. Fun and smiles were had with dancing, activities &amp; snacks led by our dance instructors.</b> |          |

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| Offer new programs based on trends | Expand Wear your Color Run event in partnership with Ascension  | <b>D</b> |
| 1Q Comments:                       | Event is planned for September 2023.  |          |
| 2Q Comments:                       | Wear your Color Run to promote cancer awareness is scheduled for September 2, kids offerings will be enhanced.  |          |
| 3Q Comments:                       | The Color Run has been pushed back to November 4 and Pink Rink is scheduled for October 8 both in partnership with Ascension.   |          |
| <b>4Q Comments:</b>                | <b>The rescheduled Color Run on November 4 was cancelled after only 2 enrollees. We will work with Ascension next year to plan a different event around cancer awareness. Pink the Rink was well attended on October 8.</b> |          |

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| Offer new programs based on trends | Create “off season” specialty camps trainings for soccer, baseball and basketball  | <b>C</b> |
| 1Q Comments:                       | HUSC fundamentals, indoor trainings for N60 team, and skill clinics for basketball took place in Q1.   |          |
| 2Q Comments:                       | Summer specialty camps/clinics offered for soccer and baseball plus an AAU basketball team summer opportunity.   |          |
| 3Q Comments:                       | Winter baseball clinics are underway in conjunction with Rolling Meadows Park District. Soccer has been enhanced by working with Hoffman Aces. The AAU girls team has been offered in Fall. The AAU team for boys completed its season at the end of summer. Basketball Clinics are being offered at Willow. |          |
| <b>4Q Comments - Complete</b>      | <b>Basketball Clinics continue at Willow. New parent/tot and preschool sports classes were added for January including sports mania, basketball, soccer and t-ball.</b>  |          |

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| Offer new programs based on trends | Expand Pickleball with tournaments                            | <b>C</b> |
| 1Q Comments:                       | One tournament planned for summer and another for early Fall. |          |



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| 2Q Comments:                  | Expanded hosting outside group pickleball rentals this summer at Fabbrini, our newly renovated court. The Senior Pickleball tournaments continue with popularity as well as offerings at the Club.                 |
| 3Q Comments:                  | Fabbrini Pickleball tournament play offered at Fabbrini Mondays summer through fall. Another pickleball offering will be Monday night November through December. Pickleball tournament play continues at the Club. |
| <b>4Q Comments - Complete</b> | <b>Pickelball play continues at the Club. Monday and Friday pickleball tournament play for beginners and beyond are offered at Triphahn during evenings in the winter months.</b>                                  |

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| Offer new programs based on trends | Expand Disc Golf with tournaments  | <b>C</b> |
| 1Q Comments:                       | One event is planned for April 30. More planned for summer.  |          |
| 2Q Comments:                       | Disc golf tournaments were planned for June and July.  |          |
| 3Q Comments:                       | We plan to collaborate on cross-town play for the new year. Numbers for disc golf tournaments have been low. We are working to get more word out to the disc golf community.                                 |          |
| <b>4Q Comments:</b>                | <b>Events were offered in 2024 but did not go. Will focus on collaborating with neighboring communities on disc golf tournaments for the spring. We will also use Chris McGregor as an HEParks resource.</b> |          |

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| Offer new programs based on trends | Expand Willow preschool through afternoon extension program providing a longer day of school | <b>C</b> |
| 1Q Comments:                       | Program will be offered for school year 23/24.   |          |
| 2Q Comments - Complete             | Willow preschool with extension is running this school year with expanded numbers.           |          |

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| Offer new programs based on trends | Increase E-Sports focusing on tournaments and events   | <b>C</b> |
| 1Q Comments:                       | New offerings for tournaments and events every weekend.  |          |
| 2Q Comments:                       | Birthday e-sports rentals are still being offered and are becoming the main source of events at the E-Sports facility.   |          |
| 3Q Comments:                       | Kids Night out, Tournament Play and birthday parties continue to be offered. E-sports participation is lower.            |          |
| <b>4Q Comments - Complete</b>      | <b>E-sports events were offered throughout the year but few took place. This program is being re-evaluated for 2024.</b> |          |

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| Create adult programs | Expand adult tournaments to include wiffle ball tournament and bags tournament. | <b>C</b> |
| 1Q Comments:          | Adult wiffle ball program offered for spring.                                   |          |

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| 2Q Comments:                  | Adding a theatre group opportunity that includes adult offerings and a new adult dance class. New adult sport opportunities continue to be explored.    |  |
| 3Q Comments:                  | Chorus Line and Nutcracker with HOTT Theatre both have 25 participants, many that are adults. Adult Yoga at night at Triphahn is growing in popularity. |  |
| <b>4Q Comments - Complete</b> | <b>The Adult Theatre group will perform “Joey and Maria’s Italian Wedding” this spring. Adult Dance is offered on Mondays.</b>                          |  |

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| Expand birthday party options | Implement sports-themed birthday party   | <b>C</b> |
| 1Q Comments:                  | New sports birthday party offered.   |          |
| 2Q Comments - Complete        | Birthday party options remain popular especially at Seascape in summer and picnic spaces near splash pads. |          |

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| Promote trails and paths      | Create “Tour de Hoffman” – a summer bike and park visit program  | <b>C</b> |
| 1Q Comments:                  | Tour de Hoffman / Family engagement activity will launch for summer.   |          |
| 2Q Comments:                  | This program will be incorporated with the GO Hoffman to promote community trails/paths and environmental awareness in the fall. |          |
| 3Q Comments:                  | This program will be incorporated with the GO Hoffman to promote community trails/paths and environmental awareness in the fall. |          |
| <b>4Q Comments - Complete</b> | <b>The Club and our STAR Program Manager will be working on some new Go Hoffman offerings this Spring.</b>                       |          |

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| Provide community and family-oriented events | Expand Unplug Day’s summer special event  | <b>C</b> |
| 1Q Comments:                                 | New features include children’s concert.  |          |
| 2Q Comments:                                 | Planning continues for July event.  |          |
| 3Q Comments:                                 | UnPlug Day was a successful event held July 15. M.O.R.E. opportunities were expanded; added in Kite Day; enhanced Kids to Park and Fourth Fest offerings and offered an evening Funday concert for working parents. |          |
| <b>4Q Comments - Complete</b>                | <b>Planning is underway for our Summer 2024 UnPlug Events.</b>  |          |

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| Provide community and family-oriented events | Develop all-star games for each athletic league: baseball, basketball and soccer  | <b>C</b> |
| 1Q Comments:                                 | Basketball all-star games were held at NOW Arena. All players also received a free ticket to a Windy City Bulls game.   |          |
| 2Q Comments:                                 | Our always popular All-star baseball games were planned for mid-June. Soccer All-star night is scheduled for July 15 with a food truck and new Hoffman Aces program will be introduced. |          |

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| 3Q Comments - Complete | All star games for baseball, basketball and soccer are complete. There will be a couple more Fall all star games in October. |
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| Expand fitness center amenities | Update/redesign the fitness centers with modern equipment  | C |
| 1Q Comments:                    | TC fitness center will close April 12 for renovation and upgrades.   |   |
| 2Q Comments - Complete          | TC fitness center renovations are complete. Grand re-opening was May 6. "Find Your Fit" promotion continues to build TC fitness center enrollment. |   |

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| Provide high-quality swim instruction | Restructure swim lesson curriculum  | C |
| 1Q Comments:                          | Will launch for summer swim lessons.  |   |
| 2Q Comments:                          | Swim Safety School will launch Fall 2023 with a new level system where participants receive tokens as they pass levels.     |   |
| 3Q Comments:                          | Swim Lesson token system is planned to start second session in Fall. C&M has been helping with details.                     |   |
| 4Q Comments - Complete                | <b>The program has been restructured and has been used for training. The tokens and key chains will roll out in spring.</b> |   |

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| Hold physical challenge event at South Ridge Ninja Warrior course | Complete challenge by end of summer 2023   | C |
| 1Q Comments:  | Event will be planned in July.   |   |
| 2Q Comments:  | Ninja Warrior Course challenge at South Ridge will be included in our UnPlug Day events July 15.                             |   |
| 3Q Comments: Complete   | Ninja course offered at UnPlug Day Event. We also offer a ninja course birthday option through our contractual sports group. |   |

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| Implement new figure skating show | Create and present figure skating talent show   | C |
| 1Q Comments:                      | Ice Show planned for May 13.  |   |
| 2Q Comments - Complete            | "Lights, Camera, Skate" our first ice show post-covid was May 13 showcasing just over 100 skaters with 300 attendees to watch throughout the day. |   |

## **DISTRICT GOAL 2: SOCIAL EQUITY**

| <b>Objective/Goal</b>   | <b>Performance Measures/Action Plan</b>  | <b>Status</b> |
|---|--|---------------|
| Work closely with Friends of HEParks to maximize scholarships | Revamp scholarship application and approval process                                | C             |
| 1Q Comments:  | Draft of scholarship application and process in progress.                          |               |
| 2Q Comments – Complete  | Scholarship application process and application has been revamped and implemented. |               |

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| Create free usage access program to reach underserved demographics | Expand Programs for All by reaching more schools   | C |
| 1Q Comments:   | Plans for 23/24 school in progress.  |   |
| 2Q Comments:   | Staff will begin reaching out to counselors as school returns to session.  |   |
| 3Q Comments:   | Social workers at 10 schools have been contacted. 19 students from 7 different schools are currently enrolled in a fall session, with two additional students requesting later fall or are waiting for winter classes. |   |
| <b>4Q Comments - Complete</b>                                      | <b>21 students from 8 different schools are currently enrolled in Winter programs through Programs for All.</b>  |   |

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| Implement community awareness campaign | Create a summer challenge to visit events, parks and attend programs   | C |
| 1Q Comments:                           | New “Pack the Park” events planned for summer to expand community awareness.   |   |
| 2Q Comments:                           | Marketing is promoting parks and offerings for National Park and Recreation month this July with their “Where Community Grows slogan.” |   |
| 3Q Comments - Complete                 | Pack the Park will be expanded for Summer 2024, July social media marketing plan to promote our parks was a success.                   |   |

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| Launch website that is accessible | Ensure ADA compliance for website  | C |
| 1Q Comments:                      | Website project in progress.   |   |
| 2Q Comments:                      | Website is now being updated internally by staff to make registration process clean and simple. We have designed a new page template for all programs and sports to ensure consistency throughout the site. The new Superintendent of Recreation C&M will do a complete audit of the site as one of their first projects and continue to make enhancements which include ADA compliance. |   |
| 3Q Comments:                      | Website is currently in the process of an enhancement along with many other page updates to ensure ADA compliance.   |   |
| <b>4Q Comments - Complete</b>     | <b>Website updates have been made and will be continually reviewed for compliance.</b>   |   |

|   |  |   |
|---|--|---|
| Evaluate translation feature on website | Launch translation option for website  | C |
| 1Q Comments:                            | Website project in progress.   |   |
| 2Q Comments:                            | The new Superintendent of Recreation C&M will do a complete audit of the site as one of their first projects and continue to |   |

|                               |  |
|-------------------------------|--|
|                               | make enhancements which include translation options for the site.                          |
| 3Q Comments:                  | This feature will fully be evaluated after phase 1 of the enhancement is completed.        |
| <b>4Q Comments - Complete</b> | <b>Staff continues to work with Imavex on website enhancement for 2024 implementation.</b> |

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|---|--|----------|
| Support Diversity, Equity and Inclusion initiatives | Create DEI committee   | <b>C</b> |
| 1Q Comments:  | DEI Committee has met twice in Q1.   |          |
| 2Q Comments - Complete                              | Kimberly Barton attended a Diversity conference with IPRA in May. Email signatures with he/she terms added for spring. |          |

|  |   |          |
|--|---|----------|
| Expand free programming within community | Add at least one more neighborhood to the MORE program  | <b>C</b> |
| 1Q Comments:                             | Staff is securing MORE site visits this spring.   |          |
| 2Q Comments - Complete                   | MORE schedule increased for Summer 2023. We have also paired with the Popsicle with Police event at Poplar Park and the Library attends our MORE events as well. The new MORE van is an added new visual feature. |          |

|                                   |   |          |
|-----------------------------------|---|----------|
| Expand senior programs and events | Offer at least one program per season at Willow                                       | <b>C</b> |
| 1Q Comments:                      | Bunco and Bake Goods was offered in Winter and Name that Tune will be offered in May. |          |
| 2Q Comments:                      | Family Bingo Night was planned at Willow for June 8 and Book Club continues there.    |          |
| 3Q Comments:                      | Staff continues to offer programs at Willow, including Book Club and Tai Chi.         |          |
| <b>4Q Comments - Complete</b>     | <b>Staff continues to offer programs at Willow. Book Club is our most popular.</b>    |          |

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|-----------------------------------|--|----------|
| Expand senior programs and events | Provide at least three new senior trip locations and one overnight trip  | <b>C</b> |
| 1Q Comments:                      | The overnight will be April 22-23 to Lake Geneva. A variety of new trips offered including Mars Cheese Castle, Movie Night at Star Cinema, Kane County Cougars and Untouchable Mobster Tour. |          |
| 2Q Comments:                      | New offering planned for Fall. Fish Boil trip was one of our most popular trips this summer. Canada trip has had some interest.  |          |
| 3Q Comments:                      | Apple picking, Scrooge Musical and Morton Arboretum Tree Lights trips are planned for Fall and Winter.   |          |
| <b>4Q Comments - Complete</b>     | <b>Completed with the variety of trips offered each season.</b>  |          |

|                                |   |          |
|--------------------------------|---|----------|
| Promote free health & wellness | Offer four Community Fitness Days at the TC & WRC fitness centers   | <b>C</b> |
| 1Q Comments:                   | Community Fitness Day was held January 7. Next one will be May 6.   |          |
| 2Q Comments:                   | Free fitness workout weekend at our fitness centers were offered on May 6th.                                |          |
| 3Q Comments:                   | Free fitness workout weekend at our fitness centers were offered on July 8 and 9                            |          |
| <b>4Q Comments - Complete</b>  | <b>We will be working on a heart awareness month in February. This goal will continue for the new year.</b> |          |

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|--------------------------------|--|----------|
| Promote free health & wellness | Offer at least four free community fitness events throughout the summer                    | <b>C</b> |
| 1Q Comments:                   | Pop-up Fitness events scheduled for summer.  |          |
| 2Q Comments - Complete         | Outside Pop-up Fitness events offered almost weekly by the Club including yoga, Zumba etc. |          |

### **DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

| <b>Objective/Goal</b>               | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|-------------------------------------|---|---------------|
| Increase facility and field rentals | Increase facility and field tournaments   | <b>C</b>      |
| 1Q Comments:                        | Cricket field rented for all weekends through fall. Promotion continues for other field and facility rentals.   |               |
| 2Q Comments:                        | Pickleball rentals are increasing. Cricket field rentals continue.  |               |
| 3Q Comments:                        | Created an organized system in Rec Trac for tracking and payments at the end of summer.                         |               |
| <b>4Q Comments - Complete</b>       | <b>Updates continued in Rec Trac and more easily accessed information will be available online late winter.</b> |               |

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|------------------------------------|--|----------|
| Create a referral discount program | Provide a referral discount programs for E-Sports birthday parties | <b>C</b> |
| 1Q Comments:                       | Referral program draft in process.                                 |          |
| 2Q Comments:                       | E-sports promotion opportunities underway.                         |          |
| 3Q Comments:                       | Referral cards have been made and are handed out at each event.    |          |
| <b>4Q Comments - Complete</b>      | <b>We are re-evaluating e-sports and the need at this time.</b>    |          |

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|---|---|----------|
| Evaluate usage of paid coaches for hockey program | Determine if paid coaches result in increased enrollment in the Wolfpack program  | <b>C</b> |
| 1Q Comments:                                      | Spring league includes one paid coach and one volunteer coach for each team.  |          |
| 2Q Comments:                                      | Staff has received great feedback on the coaches and numbers will continue to grow with additional marketing promoting the trained coaches for the teams. |          |

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| 3Q Comments:                  | The season has begun and all teams have 1 paid coach assigned to them.   |
| <b>4Q Comments - Complete</b> | <b>Staff will continue to evaluate hockey coaches and will adjust accordingly in Spring when the season is complete.</b> |

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|---|--|----------|
| Explore potential for an additional hockey tournament | Add one additional large format hockey tournament  | <b>C</b> |
| 1Q Comments:  | Staff is looking to secure more tournaments.   |          |
| 2Q Comments:  | Ice rentals and tournament rentals are getting an extensive evaluation of contracts, fees and schedules. Staff is creating a standardized contract and fee structure to help promote future rentals and tournaments. They have just begun creating a database of past rentals to offer promotions and open ice times to increase overall rentals in down ice time. |          |
| 3Q Comments:  | We currently have 4 large hockey tournaments and 1 speed skating tournament scheduled for the remainder of the 2023 season.  |          |
| <b>4Q Comments - Complete</b>                         | <b>Tournament rentals increased in 2023 and will continue to explore new events in 2024.</b>   |          |

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

| <b>Objective/Goal</b>                                | <b>Performance Measures/Action Plan</b>                            | <b>Status</b> |
|--|--|---------------|
| Partner with local organizations to provide programs | Create a Book Club with the Palatine Library                       | <b>C</b>      |
| 1Q Comments:   | Offered in Winter and another will be offered in April with lunch. |               |
| 2Q Comments - Complete                               | Summer book club opportunities continue.                           |               |

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|-------------------------------------|--|----------|
| Streamline NWSRA inclusion requests | Assign one NWSRA representative to work with NWSRA for inclusion requests and staffing needs | <b>C</b> |
| 1Q Comments:                        | Kimberly Barton is the HEParks staff liaison for all inclusion requests.                     |          |
| 2Q Comments – Complete              | Summer requests are highest and there is continued success with our staff liaison.           |          |

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|---|---|----------|
| Expand relationships with Village commissions | Staff involvement in Senior, Youth, Cultural Arts and Art Commissions | <b>C</b> |
| 1Q Comments:                                  | Staff are assigned to each village commission.                        |          |
| 2Q Comments - Complete                        | Our Seniors and Special Events Program Manager attends many of these. |          |

|                                     |  |   |
|-------------------------------------|--|---|
| Promote park amenities and programs | Social media posts at least twice per week and two emails per week   | C |
| 1Q Comments:                        | The Biweekly emails continue to be a success. Tuesday emails focus on park district programs, upcoming events and special happenings, job openings and general information. The Thursday emails focus on a specific topic or theme and have included the Triphahn Center Renovation project, family programs, Community Egg Hunt Guide, Amenities at the Golf Course, family programs and adult programs. Social media posts vary per week from 2-6 posts. The posts are a mix of general information and sales. |   |
| 2Q Comments - Complete              | Spring/ summer social media posts have had continued success. Program Managers have opportunity to “post day in the life” posts on site. For July we are showcasing community togetherness as our parks for National Park and Recreation month.  |   |

|                                   |  |   |
|-----------------------------------|--|---|
| Create user-friendly online forms | Develop web-based forms for Refund Request, Preschool Inquiry and Room Rentals.                                  | C |
| 1Q Comments:                      | Online submittable forms are in draft process.   |   |
| 2Q Comments:                      | Submittable forms are being implemented throughout the website for convenience of the customer.                  |   |
| 3Q Comments:                      | As part of the website enhancement gravity forms will be installed to create custom online forms to our website. |   |
| 4Q Comments - Complete            | <b>Web-based forms are operational for preschool inquiry, park shelter rentals, and refund requests.</b>         |   |

|  |  |   |
|--|--|---|
| Improve recruitment for seasonal positions | Offer hiring incentive for summer and child care staff   | C |
| 1Q Comments:                               | Job has been posted.   |   |
| 2Q Comments - Complete                     | We were on target for hiring with camps, pools etc. Hiring events with HR in May were a success. More staff appreciation events are planned regularly to increase staff retention. |   |

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|--|---|---|
| Improve health and wellness with employees | Create a Wellness Committee that promotes PATH challenges and creates in-district PATH challenges to encourage at least 60% participation | C |
| 1Q Comments:                               | Wellness Committee has been created and has activities planned for staff.   |   |
| 2Q Comments:                               | Fitness opportunities will be incorporated into our Summer Quarterly FT Staff meeting (disc golf, baggo, basketball skill games)          |   |
| 3Q Comments:                               | Through the PDRMA App Virgin Pulse mini fitness groups have begun for the district.   |   |
| 4Q Comments - Complete                     | <b>Staff continues to create in-district challenges within the PATH program.</b>  |   |



|                                 |  |   |
|---------------------------------|--|---|
| Promote all district facilities | Cross-promote Club and Bridges social media into park district channels  | C |
| 1Q Comments:                    | The Club and Bridges are included in every Tuesday's all district email, the digital sign board, signage within TC an WRC, social media content is also shared from their feeds to the district's main page. Events are shared throughout the different profile pages. |   |
| 2Q Comments:                    | C&M Staff has been working together in cross-promotion throughout all district channels.   |   |
| 3Q Comments:                    | Cross Promotions continue at all facilities.   |   |
| <b>4Q Comments - Complete</b>   | <b>Entire C&amp;M team is working together and cross marketing on all platforms.</b>   |   |

|                               |  |   |
|-------------------------------|--|---|
| Ensure positive feedback      | Review and update all google and yelp profile pages  | C |
| 1Q Comments:                  | The google and yelp profile pages are updated for Q1 but will change as building hours shift with the seasons. |   |
| 2Q Comments:                  | Staff continues to monitor and update as we progress through seasonal changes.                                 |   |
| 3Q Comments:                  | Staff continues to monitor and update social media platforms and reviews.                                      |   |
| <b>4Q Comments - Complete</b> | <b>Staff continues to monitor and update social media platforms and reviews as needed.</b>                     |   |

|                                     |   |   |
|-------------------------------------|---|---|
| Purchase lounge chairs for Seascape | Purchase lounge chairs for delivery prior to Seascape opening | C |
| 1Q Comments:                        | Chairs have been purchased.                                   |   |
| 2Q Comments - Complete              | Lounge chairs were delivered in early June.                   |   |

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|----------------------------|--|---|
| Promote family connections | Create family nights within Little Stars Child Care  |   |
| 1Q Comments:               | One event took place in January. Another will take place in summer.  | C |
| 2Q Comments:               | New graduation format for early childhood programs was well received. Fun in the Sun is planned for July 22. |   |
| 3Q Comments - Complete     | Little Stars had a Seascape night for families in August.  |   |

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|---|---------------------|---|
| Develop a new position titled Superintendent of Facilities to streamline supervisory responsibilities within the Recreation Division. | Hire the individual | C |
|---|---------------------|---|

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|------------------------|--|
| 1Q Comments:           | Karrie Miletic was hired in March as the Supt of Recreation Programs. Steve Dietz took the Supt of Recreation Facilities position. |
| 2Q Comments - Complete | Kimberly Barton is the new Supt. of Recreation and Karrie Miletic is the new Director of Recreation.                               |

|                                     |  |   |
|-------------------------------------|--|---|
| Increase adult hockey participation | Add one additional team to adult hockey league   | C |
| 1Q Comments:                        | Adult hockey is now a rental program.  |   |
| 2Q Comments: - Complete             | Adult hockey leagues are being run by a 3 <sup>rd</sup> party to provide consistency in offerings along with providing scorekeepers and game officials. This has also provided us with steady rental income. |   |

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|---|--|---|
| Implement measurable program evaluations for all major program areas. | Conduct online surveys with measurable questions   | C |
| 1Q Comments:  | Surveys are completed after all major programs end.  |   |
| 2Q Comments:  | Survey occurred for Preschool and Soccer in Spring. Baseball survey is underway.   |   |
| 3Q Comments:  | Surveys will occur through Constant Contact for Fall programs at the end of October. Marketing is working on using another website tool in the future for surveys and input. |   |
| 4Q Comments - Complete  | <b>Surveys continue in Constant Contact. For fall our larger surveys were to fall baseball and soccer.</b>   |   |

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|--|--|---|
| Email marketing campaign between program seasons/sessions for all major program types based on previous enrollment | As developmental program sessions end, send emails to participants encouraging registration for next session (i.e. Swim Level 1 to Swim Level 2) | C |
| 1Q Comments:   | Emails are sent out to past participants to promote next session's enrollment.   |   |
| 2Q Comments:   | This occurs with each program manager, it helped build camp enrollments and summer sport clinics.  |   |
| 3Q Comments:   | Direct Marketing campaigns to past participants are in full swing to help increase enrollment in programs.                                       |   |
| 4Q Comments - Complete   | <b>Program Managers and Marketing continue to help maintain these goals seasonally. We use this a lot for athletics.</b>                         |   |

**DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

| <b>Objective/Goal</b>               | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|-------------------------------------|---|---------------|
| Expand GO Hoffman movement campaign | Promote community trails/paths and environmental awareness through GO Hoffman movement.   | <b>C</b>      |
| 1Q Comments:                        | During the cold of Q1, the free indoor track at TC was promoted as part of the GO Hoffman movement. Outdoor events will be planned for spring and summer. |               |
| 2Q Comments:                        | GO Hoffman campaign will restart this fall with new ideas to help promote our trails and paths.   |               |
| 3Q Comments:                        | Go Hoffman- count your steps program was initiated at the Club. We will explore more offerings in the future. Paige Calvey will move forward with this.   |               |
| <b>4Q Comments - Complete</b>       | <b>We will continue to offer Go Hoffman as the warm weather comes again in spring.</b>  |               |

**DISTRICT GOAL 6: CUSTOMER SERVICE**

| <b>Objective/Goal</b>                | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|--------------------------------------|---|---------------|
| Enhance behavior management training | Create a behavior management training for STAR, preschool and camp staff.   | <b>C</b>      |
| 1Q Comments:                         | On May 31 we collaborated with Ascension Hospital to offer a panel discussion on behavior management for Camp staff. The hospital will also assist with a training for Fall for an early childhood in-service day plus a parent workshop. |               |
| 2Q Comments:                         | Early childhood programs incorporated a school buck program this summer to promote good behavior. Children can buy items at a mini school store. Camp “get ducked” program still continues to promote good behavior.                      |               |
| 3Q Comments - Complete               | Staff created calming corners in each classroom this fall. We continue to add in new techniques.  |               |

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|--------------------------------|---|----------|
| Enhance special needs training | Expand training on working with the children with special needs for STAR, preschool and camp staff.   | <b>C</b> |
| 1Q Comments:                   | We have incorporated CHAMPS, a teaching tool that promotes positive behavior support.   |          |
| 2Q Comments:                   | CHAMPS continues with success.  |          |
| 3Q Comments:                   | We plan to do a training with NWSRA for STAR staff in late fall.  |          |
| <b>4Q Comments - Complete</b>  | <b>Our Program managers continually work with their staff on these areas during in-service. Two of our full-time supervisors attended a half day in-service with NWSRA in November.</b> |          |

|                               |   |          |
|-------------------------------|---|----------|
| Enhance safety training       | Create emergency preparedness training for STAR, preschool and camp staff.  | <b>C</b> |
| 1Q Comments:                  | Project has started.  |          |
| 2Q Comments:                  | Emergency preparedness was increased in summer pre-season training.   |          |
| 3Q Comments:                  | Camp staff reviewed safety drills with their children at the site. We will be working on expanding emergency preparedness as a District. Armed Intruder training will be included in our 3 <sup>rd</sup> Quarter full-time training |          |
| <b>4Q Comments - Complete</b> | <b>Our Program managers continually work with their staff on these areas during in-service. Our HR/ Safety supervisor will work more closely in these areas this winter.</b>  |          |

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|---|---|-----------|
| Promote CPRP certification                  | Two managers achieve CPRP certification   | <b>SC</b> |
| 1Q Comments:                                | Kimberly Barton achieved her CPRP in Q1.  |           |
| 2Q Comments:                                | Karrie Miletic and Scott Meyer are working towards getting their CPRP.  |           |
| 3Q Comments:                                | Kimberly Engler is working on CPRP training as well.  |           |
| <b>4Q Comments – Substantially Complete</b> | <b>Kimberly Barton achieved in Q1. Karrie Miletic and Kimberly Engler should receive these credentials in 2024.</b> |           |

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|---|---|----------|
| Expand volunteer onboarding and trainings | Create volunteer training program for volunteer coaches         | <b>C</b> |
| 1Q Comments:                              | Online training was developed for all volunteer coaches.        |          |
| 2Q Comments - Complete                    | Volunteer Appreciation night is planned for August at Seascape. |          |

|                                 |   |          |
|---------------------------------|---|----------|
| Expand aquatic customer service | Revamp the party host position for party tent rentals at Seascape   | <b>C</b> |
| 1Q Comments:                    | We have promoted a head cashier to coordinate and make calls prior for rentals. She will have party hosts present on rental days. |          |
| 2Q Comments - Complete          | Position is now our party coordinator and head cashiers.  |          |

|                           |   |          |
|---------------------------|---|----------|
| Expand front desk service | Provide rental coordinator  | <b>C</b> |
| 1Q Comments:              | We have promoted a head cashier to coordinate and make calls prior for rentals. |          |
| 2Q Comments - Complete    | Party coordinator and head cashier assists in these areas as well.              |          |

**HOFFMAN ESTATES PARK DISTRICT  
2023 BUDGET GOALS & OBJECTIVES  
GOLF**

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   |
|---|--|----------|
| Offer a variety of different tee times and fees to meet total green fee budget revenue for the 2023 season. | Continue to monitor daily play and provide marketing email blasts based on weather and bookings. Monitor and adjust daily down times in tee sheet to offer online specials to increase overall number of rounds. | <b>C</b> |
| 1Q Comments:  | Golf Course opened last weekend in March with Spring Specials.   |          |
| 2Q Comments:  | We have 12,904 rounds thru 2 <sup>nd</sup> qtr with the 5-year average thru 2 <sup>nd</sup> qtr is 10,061.   |          |
| 3Q Comments:  | We have 27,586 rounds thru 3 <sup>rd</sup> qtr with the 5-year average thru 3 <sup>rd</sup> qtr at 24,613.   |          |
| <b>4Q Comments - Complete</b>   | <b>We hosted a total of 31,669 rounds in 2023.</b>   |          |

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|---|--|----------|
| Expand TopTracer total usage hours for 2023. Total 2022 usage hours thru October 3,437. | Increase strategic marketing email blasts with special promos and combo offerings to include F&B. Include 50% discount pass to all Preferred Tee Time Players. Offer a Senior & Junior days throughout the season. | <b>C</b> |
| 1Q Comments:  | Toptracer is off to a great start in 2023 with being open most of Jan and Feb. We currently have 965 hours rented thru 1 <sup>st</sup> qtr. 2023   |          |
| 2Q Comments:  | Toptracer continues to stay busy and have 2,840 hrs rented which is 1,375 more than last season.   |          |
| 3Q Comments:  | 3 <sup>rd</sup> Qtr was busy with 2,094 Toptracer hours, bringing our 2023 total to 4,934 hours.   |          |
| <b>4Q Comments - Complete</b>   | <b>We hosted 6,378 Toptracer hours.</b>  |          |

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|---|--|----------|
| Offer seven Special Golf Course Events. | Promote March Madness, Par 3 Challenge, Pro Am Scramble, (3) Senior 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. | <b>C</b> |
| 1Q Comments:                            | March Madness was sold out but cancelled due to inclement weather two different times. Next event this Spring is Par 3 challenge that is sold out with 36 participants.  |          |
| 2Q Comments:                            | We hosted the Par 3 Challenge (36 Guests) and 2 Senior Scrambles Event 1 (120 Guests), Event 2 (100 Guests)  |          |
| 3Q Comments:                            | We had no events in the 3 <sup>rd</sup> qtr. We have 2 remaining with the Fall Senior Scramble and ProAm Scramble in 4 <sup>th</sup> qtr.  |          |
| <b>4Q Comments - Complete</b>           | <b>We hosted 2 final events in the 4<sup>th</sup> qtr.: Senior Scramble had 144 players and the ProAm had 84 participants.</b>   |          |

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|--|--|---|
| Offer two Special TopTracer Tournament Events. | Promote one spring and one fall event 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:                                   | Our Spring Toptracer Event was sold out with 20 teams. Staff is looking to create additional evening events with the popularity of these events.               |   |
| 2Q Comments:                                   | Fall Event Schedule is set. We look forward to selling out again with 40 players.  |   |
| 3Q Comments:                                   | The last event takes place in 4 <sup>th</sup> qtr.   |   |
| <b>4Q Comments - Complete</b>                  | <b>The Fall Toptracer event had 28 participants.</b>   |   |

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|--|---|---|
| Increase total participation from 2022 for Spring and Fall TopTracer Leagues. 96 participants in 2022. | Promote Spring and Fall leagues for Monday's, Weds, and Thursday evenings. Increase total participation from 2022.  | C |
| 1Q Comments:   | We had 108 participants in our spring leagues. Staff is working on a 9-hole night league for the summer months in addition to the fall leagues.                       |   |
| 2Q Comments:   | We had 108 participants in our spring leagues. Staff is working on a 9-hole night league for the summer months in addition to the fall leagues.                       |   |
| 3Q Comments:   | Fall leagues will start in 4 <sup>th</sup> qtr. We currently have 92 players registered two weeks prior to week 1. We anticipate being over 100 players for the fall. |   |
| <b>4Q Comments - Complete</b>  | <b>Fall leagues hosted a total of 98 players.</b>   |   |

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|--|---|---|
| Offer two community events with Breakfast with Bunny & Breakfast with Santa. | Staff will create email & social media campaigns, marquee signs and facility signage minimum one month prior to events. | C |
| 1Q Comments:   | Breakfast with Bunny was sold out with 290 guests.  |   |
| 2Q Comments:   | Breakfast with Santa marketing will begin in the fall.  |   |
| 3Q Comments:   | Breakfast with Santa marketing is out and registration will begin Nov 1 for this 4 <sup>th</sup> qtr event.             |   |
| <b>4Q Comments - Complete</b>  | <b>Breakfast with Santa had 350 guests.</b>   |   |

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|--|--|---|
| Offer four community special events in Beer Garden | Create and promote monthly events in Beer Garden from May to September.  | C |
| 1Q Comments:                                       | The Beer Garden event schedule is being finalized. Our first event will be May 19.   |   |
| 2Q Comments:                                       | We have hosted 2 events with great turnout. Our next event is on July 21 <sup>st</sup> .                                     |   |
| 3Q Comments: Complete                              | Beer Garden event schedule finished with multiple dog paws days as well as an Oktoberfest which were all very well attended. |   |

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|--|--|---|
| Offer seven Friday Night Fish Fry's during lent in the Tap Inn Bar & Grill | Market to local community and email database and host 7 Friday Night Fish Fry's. | C |
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|                        |   |
|------------------------|---|
| 1Q Comments:           | Fish Fry is in full swing. We have serviced 573 guests in 6 weeks.  |
| 2Q Comments - Complete | Fish Fry ended in April   |
| 3Q Comments - Complete | Although this goal is completed staff has expanded the fish fry schedule and added a fall Friday Night Fish Fry starting October 20 thru November 17! |

### **DISTRICT GOAL 2: SOCIAL EQUITY**

| <b>Objective/Goal</b>                                   | <b>Performance Measures/Action Plan</b>                                  | <b>Status</b> |
|---|--|---------------|
| Provide golf activities to the special needs community. | Partner with NWSRA or a similar organization to provide golf activities. | <b>C</b>      |
| 1Q Comments:  | We will be hosting the SLSF Golf Outing in May.                          |               |
| 2Q Comments - Complete                                  | SLSF golf outing hosted in May   |               |

### **DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

| <b>Objective/Goal</b>   | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|---|---|---------------|
| Review and Update all Food & Beverage menus with a cost analysis. | Create updating COG for all menu items in current market and adjust pricing as needed. Add new menus to create additional variety across all menus.   | <b>C</b>      |
| 1Q Comments:  | All menus have been updated with new pricing based on current market. Staff will continue to monitor and adjust as needed throughout the year.  |               |
| 2Q Comments:  | Pricing continues to be monitored and adjusted. Staff continues to search multiple vendors for best possible pricing.   |               |
| 3Q Comments:  | This is always an ongoing process in today's market. Staff has adjusted some pricing based on rising costs and delivery charges. Menus have been modified and an increase in fees has been implemented. |               |
| <b>4Q Comments - Complete</b>                                     | <b>Staff continued to monitor and adjust pricing as needed.</b>   |               |

|   |   |          |
|---|---|----------|
| 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. This is an area that is constantly evolving and will need to be monitored throughout the year to maintain our valuable employees. | <b>C</b> |
| 1Q Comments:  | Staffing levels are improving in 2023. Pay rates will continue to be adjusted as needed to secure staff.  |          |
| 2Q Comments:  | Staffing levels have been great all summer. We are evaluating staffing plans for the fall as students head back to school.  |          |
| 3Q Comments:  | Staffing levels have continued to be at a good level as we head into the 4 <sup>th</sup> qtr.   |          |
| <b>4Q Comments - Complete</b>   | <b>Staffing levels were adjusted in the fall based on weather days and facility usage.</b>  |          |

|  |  |          |
|--|--|----------|
| Enhance overall facility marketing plan. | Staff will work with the new FT Marketing Manager to update and refresh all marketing materials and develop and marketing matrix for Bridges to increase overall revenue for the facility. | <b>C</b> |
| 1Q Comments:                             | Marketing matrix is in place for the golf course. Staff will continue to work with new FT Marketing Manager and adjust as needed.  |          |

|                               |  |
|-------------------------------|--|
| 2Q Comments:                  | Staff created a summer Toptracer league which ran for 6 weeks for a total of 18 players. Fall leagues are now open for registration. |
| 3Q Comments:                  | Marketing efforts have been in place and continue to show ROI as events are selling out and are well attended.                       |
| <b>4Q Comments - Complete</b> | <b>Marketing efforts continue to improve and make an impact, resulting in a great 2023 season.</b>                                   |

#### **DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

| <b>Objective/Goal</b>   | <b>Performance Measures/Action Plan</b>  | <b>Status</b> |
|---|--|---------------|
| Create and update all food and beverage event contracts to eSign documents. | Take all current food & beverage event contracts and transfer and update them into the PandaDoc eSign documents in 2023. | <b>C</b>      |
| 1Q Comments:  | Contracts have begun transferring over to Panda Doc. This will continue to make us more efficient and user friendly.     |               |
| 2Q Comments:  | New contracts are being developed and sent out in Pandadoc.  |               |
| 3Q Comments:  | E - Contracts are being finalized and used for all contracts.  |               |
| <b>4Q Comments - Complete</b>   | <b>All contracts have been converted.</b>  |               |

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|--|--|----------|
| Hire a Full Time Marketing Manager for Bridges and Club. | Promote and hire a Full Time Marketing Manager for Bridges and Club. | <b>C</b> |
| 1Q Comments - Complete                                   | We have hired Brian Wright as our FT Marketing Manager.              |          |

|   |   |          |
|---|---|----------|
| Have key staff attend HEParks AED & CPR training. | Have staff attend district certification classes during the course of the year. | <b>C</b> |
| 1Q Comments:                                      | All FT staff will be certified by end of 2 <sup>nd</sup> qtr.                   |          |
| 2Q Comments - Complete                            | All FT staff have been certified.   |          |

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|--|---|----------|
| Develop a full chemical program for the golf course to ensure high quality playing conditions all season long. | Develop an application schedule on all products for the entire season and keep accurate logs on applications to ensure plan is fully executed in 2023 season. | <b>C</b> |
| 1Q Comments:   | Application schedule has been completed and already in motion. Staff will continue to monitor conditions and adjust accordingly.                              |          |
| 2Q Comments:   | Chemical application plan is in place and being executed as planned.  |          |
| 3Q Comments:   | Chemical program has yielded great results all season long and have had great course conditions as a result.  |          |
| <b>4Q Comments - Complete</b>  | <b>All chemical plans were completed and we had a successful season with course conditions.</b>   |          |

|   |  |          |
|---|--|----------|
| Implement measurable program evaluations for all major program areas. | Conduct online surveys with measurable questions                             | <b>C</b> |
| 1Q Comments:  | We will be conducting surveys on Spring programs in the 2 <sup>nd</sup> qtr. |          |



|                               |  |
|-------------------------------|--|
| 2Q Comments:                  | Toptracer League Surveys have been submitted and results have been very promising.             |
| 3Q Comments:                  | Surveys will be sent out after fall Toptracer leagues and Turkey Shoot in 4 <sup>th</sup> qtr. |
| <b>4Q Comments - Complete</b> | <b>Surveys were completed and very complimentary.</b>  |

|   |  |          |
|---|--|----------|
| Email marketing campaign between program seasons/sessions | As developmental program sessions end, send emails to participants encouraging registration for next session (i.e. Golf Learning Sessions – leveling up) | <b>C</b> |
| 1Q Comments:  | Junior golf classes begin in the 2 <sup>nd</sup> qtr.  |          |
| 2Q Comments:  | JR Golf Classes are in full swing. We currently have 27 students in Golden Bears and 12 students in Tigers.  |          |
| 3Q Comments - Complete                                    | Fall Jr Classes have ended and we had 20 students.   |          |

### **DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

| <b>Objective/Goal</b>             | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|-----------------------------------|---|---------------|
| Integrate environmental practices | Complete burns, mowing, and alternate chemical applications on native areas.                                  | <b>C</b>      |
| 1Q Comments:                      | The Parks Department has completed Spring burns and applications. Staff will do additional burns in the fall. |               |
| 2Q Comments:                      | Staff will create a fall schedule in 3 <sup>rd</sup> qtr.   |               |
| 3Q Comments:                      | Fall burns are planned for small areas weather permitting in 4 <sup>th</sup> qtr.                             |               |
| <b>4Q Comments - Complete</b>     | <b>Fall burns were completed in December</b>  |               |

### **DISTRICT GOAL 6: CUSTOMER SERVICE**

| <b>Objective/Goal</b>   | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|---|---|---------------|
| Receive 8 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. | <b>C</b>      |
| 1Q Comments:  | Event meetings have started. New function sheets have been created to assist with Toptracer parties and events.   |               |
| 2Q Comments:  | Event meetings with Captains and key members continue to ensure staff is prepared for all special events.   |               |
| 3Q Comments:  | Function sheets are reviewed with staff for each event and key items are highlighted to ensure all details are set for each event.  |               |
| <b>4Q Comments - Complete</b>   | <b>We received all 5-star ratings for all events.</b>   |               |

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|---|--|----------|
| Create special event calendar for the 2023 season and market. | Finalize special event dates and calendar and post by end of 1 <sup>st</sup> qtr. Once finalized work with new Marketing Manager to promote via all platforms. | <b>C</b> |
|---|--|----------|

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|------------------------|--|
| 1Q Comments - Complete | Special event calendar has been completed and all events are currently being marketed on website. A schedule for social media platforms is in place. |
|------------------------|--|

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|---|--|----------|
| Install new bar countertop and foot rail to bar in Tap Inn. | Work with Parks Department to replace and build bar top and foot rail in Tap Inn prior to end of February. | <b>C</b> |
| 1Q Comments - Complete                                      | Bar & Grill remodel has been completed. It has received great reviews.                                     |          |

**HOFFMAN ESTATES PARK DISTRICT  
2023 BUDGET 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 1275 new members in 2023 | With the addition of a new marketing position, create a diverse a robust marketing plan for The Club that will maximize the marketing budget dollars with a focus of driving new members into the facility. | <b>C</b> |
| 1Q Comments:                    | Enrolled 508 new members in Q1 2023   |          |
| 2Q Comments:                    | Enrolled 363 new members in Q2 2023   |          |
| 3Q Comments:                    | Enrolled 311 new members in Q3 2023   |          |
| <b>4Q Comments - Complete</b>   | <b>Enrolled 368 new members in Q4 2023</b>  |          |

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|---|--|----------|
| Highlight the health and wellness achievements of The Club members. | Individual stories and achievements will be highlighted through the monthly member newsletter, social media and bulletin board in the facility. Eight members will be highlighted throughout the year. | <b>C</b> |
| 1Q Comments:  | Club staff highlighted 2 member stories in Q1, as part of the “Member Spotlight” series.   |          |
| 2Q Comments:  | Club staff highlighted 2 student member stories in Q2 as part the “Member Spotlight” series  |          |
| 3Q Comments:  | Club staff highlighted 2 member stories in Q3 as part the “Member Spotlight” series  |          |
| <b>4Q Comments - Complete</b>                                       | <b>Club staff highlighted 2 member stories in Q4 as part the “Member Spotlight” series</b>   |          |

|                               |   |          |
|-------------------------------|---|----------|
| Additional Youth Programming  | Add 4 new classes/sports of youth programming.  | <b>C</b> |
| 1Q Comments:                  | Programs are in the process of being created for the summer months.                                 |          |
| 2Q Comments:                  | Club staff introduced youth pickleball classes in Q2.   |          |
| 3Q Comments:                  | Club staff began to offer focused youth basketball training classes through a contractual provider. |          |
| <b>4Q Comments - Complete</b> | <b>Club staff offered baby and toddler yoga as well as youth art classes in Q4.</b>                 |          |

|  |   |          |
|--|---|----------|
| Introduce new formats of group fitness classes that are in line with industry trends and member requests | Monitor class participation on a monthly basis and add /change format to the group fitness to the schedule and offer 4 specialty classes to the group fitness schedule in 2023. | <b>C</b> |
| 1Q Comments:   | Added 2 specialty classes onto the group fitness schedule that were offered   |          |

|                               |  |
|-------------------------------|--|
|                               | for a limited time in Q1. Foam Rolling w/ Abs, and Qigong/Tai Chi.                               |
| 2Q Comments:                  | Club staff used Q2 to audition instructors for new specialty classes to be offered in Q3.        |
| 3Q Comments:                  | Club staff developed and will add a small group “how to strength train” class onto the schedule. |
| <b>4Q Comments - Complete</b> | <b>The Club began limited series classes in Q4, Foam Rolling and Warm Vinyasa Flow Yoga</b>      |

|                               |  |          |
|-------------------------------|--|----------|
| Additional Special Events     | Add 2 new special events at The Club in 2023. (i.e. movie night, indoor camping)     | <b>C</b> |
| 1Q Comments:                  | Staff has begun planning for a fun 5K run/walk that will take place in Q2.           |          |
| 2Q Comments:                  | Club staff ran a very successful 5K run/walk event in Q2                             |          |
| 3Q Comments:                  | Club staff spent Q3 planning our large Open House event we will run next quarter     |          |
| <b>4Q Comments - Complete</b> | <b>Club staff ran a very successful Open House and membership drive event in Q4.</b> |          |

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|---|---|----------|
| Offer specialty fitness programs and specialty training | Develop and implement specialty fitness training/programs like running training and sport/athlete specific training. Develop 2 new programs in 2023.  | <b>C</b> |
| 1Q Comments:  | Staff have brainstormed some ideas in Q1 and will decide on program type and date details in Q2.  |          |
| 2Q Comments:  | Club staff have developed ideas for specialty training and are now looking for specialty staff to lead these programs.  |          |
| 3Q Comments:  | Club staff have planned in Q3 and will offer strength training-based classes next quarter.  |          |
| <b>4Q Comments - Complete</b>                           | <b>Staff was experiencing limited instructor availability for specialty training classes, so staff shifted to add additional strength training classes to the group fitness schedule in Q4.</b> |          |

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**DISTRICT GOAL 2: SOCIAL EQUITY**

| <b>Objective/Goal</b>   | <b>Performance Measures/Action Plan</b>  | <b>Status</b> |
|---|--|---------------|
| Provide complimentary use of the facility to the community throughout the year. | Offer community fitness days throughout the year where the community can come to use the fitness center complimentary. Offer a minimum of 1 free day, per quarter. | <b>C</b>      |
| 1Q Comments:  | The Club offered a Community Fitness Day in January, and offered a special bonus with enrollment this day (Adidas Backpack)  |               |
| 2Q Comments:  | The Club offered a Community Fitness Day in May of Q2  |               |
| 3Q Comments:  | The Club offered a Community Fitness Day in July of Q3   |               |
| <b>4Q Comments - Complete</b>   | <b>The Club offered a Community Fitness Day in October of Q4</b>   |               |

|  |  |          |
|--|--|----------|
| Provide introductory fitness and wellness trainings and clinics and opportunities for the community. | Offer complimentary sport or athletic youth classes or trainings per quarter for underprivileged youth in Hoffman Estates community. | <b>C</b> |
| 1Q Comments:   | The Club offered a boxing clinic and a foam rolling clinic in Q1.  |          |
| 2Q Comments:   | The Club invited Ascension Health to come in and offer target heart rate metrics and blood pressure screenings in May of Q2.         |          |
| 3Q Comments:   | The Club offered several free fitness classes in the park as well as at Village Hideaway Events.                                     |          |
| <b>4Q Comments - Complete</b>  | <b>The Club offered several free events, admission and classes to the community as part of the Open House Event held in October.</b> |          |

### **DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

| <b>Objective/Goal</b>                                    | <b>Performance Measures/Action Plan</b>                              | <b>Status</b> |
|--|--|---------------|
| Hire a Full Time Marketing Manager for Bridges and Club. | Promote and hire a Full Time Marketing Manager for Bridges and Club. | <b>C</b>      |
| 1Q Comments - Complete                                   | Hired Brian Wright, Communications and Marketing Manager.            |               |

|                                     |   |          |
|-------------------------------------|---|----------|
| Enhance Personal Training Marketing | Use internal (visual) marketing, social media and website to create layers and repetition in marketing the personal training programs and trainers      | <b>C</b> |
| 1Q Comments:                        | Working closely with new C&M Manager to create a marketing strategy around the PT program.  |          |
| 2Q Comments:                        | Marketing strategy in development.  |          |
| 3Q Comments:                        | Club staff, with C&M manager proposed plan to enhance website and hire videographers to film highlight reels to be used across all marketing platforms. |          |
| <b>4Q Comments - Complete</b>       | <b>Captured professional video footage of trainers and instructors in Q4 that will be used in future personal training marketing efforts.</b>           |          |

|                                 |   |          |
|---------------------------------|---|----------|
| Enhance Member Referral Program | Create an annual member referral program for the year, use satisfied members as a marketing tool.   | <b>C</b> |
| 1Q Comments:                    | Creating a strategic monthly referral bonus for members and advertising this promotion both internally as well as email blasts.                                       |          |
| 2Q Comments:                    | Club staff began to offer and market enhanced referral bonuses in Q2. This has increased the amount of monthly referrals by approx. 1/3                               |          |
| 3Q Comments:                    | Club staff enhanced the awareness of the referral program with the assistance of C&M Manager and more than doubled the number of referrals in Q3 compared to Q3 2022. |          |
| <b>4Q Comments - Complete</b>   | <b>Club marketing continues to consistently market the referral program resulting in over 50 member referrals in Q4.</b>  |          |

|   |  |          |
|---|--|----------|
| 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 marketplace. This is an area that is constantly evolving and will need to be monitored throughout the year to maintain our valuable employees. | <b>C</b> |
| 1Q Comments:  | The current job market has settled a little bit. We have started to receive applicants for most positions. Our benefit offering has been a huge help to pull in quality candidates.  |          |
| 2Q Comments:  | District restructuring allowed for mid-year wage increases for the FT team.  |          |
| 3Q Comments:  | Club staff has been monitoring the budget to ensure we are staying within budgeted numbers for wages facility-wide even with increased revenue.  |          |
| <b>4Q Comments - Complete</b>   | <b>Club staff ended the year successfully within budget for our wage related line items.</b>   |          |

|  |   |          |
|--|---|----------|
| Enhance overall facility marketing plan. | Staff will work with the new FT Marketing Manager to update and refresh all marketing materials and develop and marketing matrix for Bridges to increase overall revenue for the facility.                            | <b>C</b> |
| 1Q Comments:                             | C& M Manager has begun to create an overall marketing strategy for the facility beginning with the creation of a master monthly calendar as well as the purchase of a new platform to create the marketing materials. |          |
| 2Q Comments:                             | Club staff meet regularly with C&M Manager to execute and modify the marketing plan as needed. C&M Manager purchased the Canva software for creative content creation.  |          |
| 3Q Comments:                             | Club staff and C&M Manager have created a regular system for monthly marketing as well as a plan for the remainder of 2023.   |          |
| <b>4Q Comments - Complete</b>            | <b>Club staff and C&amp;M Manager planned and executed the initial portion of a plan to rebuild the website and enhance future online marketing.</b>  |          |

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

| <b>Objective/Goal</b>            | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|----------------------------------|---|---------------|
| Evaluate space usage at The Club | Create a plan for the auxiliary fitness area and Athletico space (after exit). Decide on a new permanent home for the spin bikes/spin classes.  | <b>C</b>      |
| 1Q Comments:                     | Will begin this process in Q2   |               |
| 2Q Comments:                     | Club staff have begun to explore options for relocation of bikes. Most options will require planning for cost in future budgets.  |               |
| 3Q Comments:                     | Club staff have done a bit of equipment movement to make room for hanging punching bags and speed bag requested by members. We continue to monitor and adjust spaces and equipment as needed. |               |
| <b>4Q Comments - Complete</b>    | <b>Club staff spent much of Q4 clearing out spaces to purge unused or unneeded items, storing what was necessary, and donating and disposing of the rest.</b>                                 |               |

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|---|--|----------|
| Have staff attend HEParks AED & CPR, Code Drills and Safety training. | Have staff attend district certification classes during the course of the year and perform 4 code drills in 2023.          | <b>C</b> |
| 1Q Comments:  | The Club Operations manager will survey Club staff to determine those who need to be certified or re-certified in Q2.      |          |
| 2Q Comments:  | The Club staff hosted an AED/CPR training for Club staff and district staff in May of Q2.                                  |          |
| 3Q Comments:  | The Club staff hosted an AED/CPR training class in September of Q3.  |          |
| <b>4Q Comments - Complete</b>   | <b>The Club management continue to ensure all PT staff get CPR/AED certified within their first 60 days of employment.</b> |          |

|   |  |          |
|---|--|----------|
| Implement measurable program evaluations for all major program areas. | Conduct online surveys with measurable questions   | <b>C</b> |
| 1Q Comments:  | Club staff will send out member survey in Q2 and Q4  |          |
| 2Q Comments:  | Club staff will send out 2 surveys by the end of year.   |          |
| 3Q Comments:  | Club staff have surveys to be distributed next quarter to capture feedback in our busiest times.   |          |
| <b>4Q Comments - Complete</b>   | <b>Club staff and C &amp; M Manager sent out an all member survey in Q4. Club staff will consider the results of this survey for operations going forward into 2024.</b> |          |

### **DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

| <b>Objective/Goal</b>                   | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|---|---|---------------|
| Reduce paper use and demand in facility | Transfer documents and contracts onto Panda Doc, utilize QR codes on flyers, promotions and instructions  | <b>C</b>      |
| 1Q Comments:                            | Contracts are currently being converted to Panda Doc. QR codes have already been implemented on all flyers and posted driving guests to our website and to help promote specials. |               |
| 2Q Comments:                            | Club staff is continuing to edit and digitize frequently used documents.  |               |
| 3Q Comments:                            | Club staff sorted through the admin office spaces in Q3 and purged and recycled everything that could be including electronics and batteries.                                     |               |
| <b>4Q Comments - Complete</b>           | <b>Club staff have continued to clean and sort all facility spaces and donate and recycle as much as possible to cut down on waste.</b>   |               |

### **DISTRICT GOAL 6: CUSTOMER SERVICE**

| <b>Objective/Goal</b>          | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|--------------------------------|---|---------------|
| Purchase new fitness equipment | Purchase 7-10 new cardio pieces for facility, as final budget amount allows.  | <b>C</b>      |
| 1Q Comments:                   | Club staff has obtained quotes for the new pieces needed/wanted.  |               |
| 2Q Comments:                   | Club staff has placed an order for 3 new upright bikes from Life Fitness.   |               |
| <b>3Q Comments - Complete</b>  | <b>Club staff placed an order for 4 treadmills and 2 recumbent bikes in Q3. All new large equipment has been delivered.</b> |               |

|   |  |   |
|---|--|---|
| Create formal on-boarding training process for all PT staff at The Club | Incorporate all HR, business department and facility specific training into one uniform training for all PT staff onboarding at The Club.          | C |
| 1Q Comments:  | District HR department implemented Breezy HR service to assist with streamlining the applying/hiring/onboarding process.                           |   |
| 2Q Comments:  | Club staff continue to use the Breezy HR service for recruiting and new hire documents.  |   |
| 3Q Comments:  | Club staff continue to use the Breezy HR service for recruiting and new hire documents.  |   |
| <b>4Q Comments - Complete</b>   | <b>Club staff have provided input to the district's HR Manager and Directors with ideas on how to streamline the process when hiring PT staff.</b> |   |

|   |   |   |
|---|---|---|
| Update informational takeaways and new member packets | Work with Marketing Manager to create professional promotional cards for ancillary services and new member takeaway packets on brand with The Club's marketing plan.  | C |
| 1Q Comments:  | Club staff will explore options for takeaway materials with the C&M Manager in Q2.  |   |
| 2Q Comments:  | Club staff needed to push this project to Q3.   |   |
| 3Q Comments:  | Club staff along with C&M Manager are evaluating the need for printable materials given the trend to digitize everything. We will continue to monitor the need and decide if this is needed and worth the cost. |   |
| <b>4Q Comments - Complete</b>                         | <b>Club staff and C &amp; M Manager shifted to spend more of the allotted budget on digital marketing efforts in rebuilding the website and keeping printable material creation in-house.</b>                   |   |

|  |   |   |
|--|---|---|
| Provide consistent communication to members with upcoming and important information pertaining to The Club | Work with the Marketing Manager to create and send member email communication that includes any important or timely updates about The Club.   | C |
| 1Q Comments:   | Plan was created (in conjunction with C&M Manager) with a strategy to ensure members are receiving important information both shortly after they enroll as members, as well as throughout their membership, month to month. |   |
| 2Q Comments:   | All member email was sent in Q2 with the goal of sending out all member emails at least every other month, and ultimately monthly.  |   |
| 3Q Comments:   | All member email was sent in September of Q3 highlighting the upcoming Open House event.  |   |
| <b>4Q Comments - Complete</b>  | <b>Two all-member emails sent in Q4. One with survey link and one with important updates including the rate increase beginning Feb 2024.</b>  |   |



**HOFFMAN ESTATES PARK DISTRICT  
2023 BUDGET GOALS & OBJECTIVES  
FINANCE and IT DIVISION**

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

**DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

| Objective/Goal   | Performance Measures/Action Plan   | Status   |
|--|--|----------|
| Determine how to better align GIS capabilities to link to financial software | Work with new GIS Administrator to align assets in GIS with assets recorded in the financial software.                           | <b>C</b> |
| 1Q Comments - Complete   | Worked with GIS Administrator to develop activity monitoring reports to make sure assets are being captured in the GIS software. |          |

|   |   |          |
|---|---|----------|
| Utilize our resources effectively and efficiently | Develop tutorials and training documents on District applications. Determine and, where practical, develop automation tools to eliminate duplicate data entry.  | <b>C</b> |
| 1Q Comments:                                      | In progress   |          |
| 2Q Comments:                                      | Developed a service desk training guide and utilized document to train Seascope cashiers.<br>Developed a training guide for both registration transfers and waitlist processing and trained program managers and service desk managers. |          |
| 3Q Comments:                                      | In progress – developing training materials for Microsoft 365 programs that have not been used previously by staff.   |          |
| <b>4Q Comments - Complete</b>                     | <b>A training manual for Microsoft Teams is nearly complete. A separate manual for non-supervisory staff is being completed. With the delay in roll-out and staffing changes, this project will be completed in 2024.</b>               |          |

|                                 |  |          |
|---------------------------------|--|----------|
| Perform internal control audits | Cash Program   | <b>C</b> |
| 1Q Comments:                    | In progress  |          |
| 2Q Comments:                    | In progress  |          |
| 3Q Comments:                    | In progress  |          |
| <b>4Q Comments - Complete</b>   | <b>Internal control audits are an on-going operational function and are completed each year.</b> |          |

|  |   |          |
|--|---|----------|
| Determine better tracking mechanisms to provide data for decision making | Continue to work with Communications & Marketing to identify target areas of underserved populations.       | <b>C</b> |
| 1Q Comments:   | Reports from prior year are still being utilized. Expansion of available data will occur later in the year. |          |
| 2Q Comments:   | In progress   |          |
| 3Q Comments - Complete   | Provided maps and tools to the Superintendent of Recreation Communication & Marketing.                      |          |

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

| <b>Objective/Goal</b>              | <b>Performance Measures/Action Plan</b>                                      | <b>Status</b> |
|------------------------------------|--|---------------|
| Enhance communication to community | Prepare a popular annual financial report and submit to GFOA for evaluation. | <b>C</b>      |
| 1Q Comments:                       | This will be completed in conjunction with the final audit in May.           |               |
| 2Q Comments:                       | Draft completed. Review and edits  |               |
| 3Q Comments - Complete             | Finalized report submitted to GFOA.  |               |

|   |   |          |
|---|---|----------|
| Review RecTrac features to ensure optimal usage | <ul style="list-style-type: none"> <li>Convert all food &amp; beverage items at Bridges of Poplar Creek to location-based revenue allocation to simplify the setup process and have a single facility inventory.</li> <li>Transition RecTrac GL codes from the original codes limited to six digits to ten-digit codes to provide a better correlation between RecTrac and BS&amp;A.</li> <li>Restructure activity program coding to allow automation and bulk updates for more frequent program releases.</li> <li>Restructure Supergrid for ease of functionality.</li> </ul> | <b>C</b> |
| 1Q Comments:                                    | Shared inventories were converted prior to the golf course opening. Renumbering plan has been established that meets the perpetual offering goal as well as maintains the ability to make bulk system changes in RecTrac.   |          |
| 2Q Comments:                                    | RecTrac GL codes have been transitioned to the ten-digit code.  |          |
| 3Q Comments:                                    | In Progress   |          |
| 4Q Comments - Complete                          | <p><b>Supergrid restructuring has been completed. Due to staffing changes, adjustments are ongoing to ensure the correct grids are assigned to staff.</b></p> <p><b>Staff contact information within RecTrac was converted from assigned individually by program to a staff group. This will allow for any contact information to be changed in one location instead of individually on the thousands of individual programs and sections.</b></p>  |          |

**DISTRICT GOAL 6: CUSTOMER SERVICE**

| <b>Objective/Goal</b>                      | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|--|---|---------------|
| Build organization based on I-2CARE Values | Utilize information portals in Microsoft 365 to reinforce and keep District values forefront for employees. | <b>D</b>      |
| 1Q Comments:                               | Values have been added to the employee sharepoint sites.  |               |
| 2Q Comments:                               | In progress   |               |
| 3Q Comments:                               | In progress – dependent on full implementation of Microsoft 365   |               |

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| <b>4Q Comments:</b> | <b>The employee sites have been created and designed, the finalization of the implementation of Microsoft 365 will ensure visibility to staff in their information portal.</b> |
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| Improve technology in all program areas | <ul style="list-style-type: none"> <li>Utilize Microsoft Automate routine functions in the District</li> <li>Use tools in Microsoft 365 to develop a comprehensive, tailored District work request system.</li> <li>Use tools in Microsoft 365 to develop internal and external forms for feedback.</li> </ul>   | <b>D</b> |
| 1Q Comments:                            | Prototype work request formats are developed for IT and Business. Integration with GIS asset listing is in progress for Park Services requests. Base marketing has been set up and will be soliciting feedback after completion of Park Services portion.  |          |
| 2Q Comments:                            | In progress  |          |
| 3Q Comments:                            | In progress – dependent on full implementation of Microsoft 365  |          |
| <b>4Q Comments:</b>                     | <p><b>The work request forms and underlying data have been created and linked to Sharepoint help site, the finalization of the implementation of Microsoft 365 is needed for all appropriate staff to have access to the help system.</b></p> <p><b>A Microsoft Team was created that auto-populates from the Refund and Transfer request form on the website to ensure that customer requests are timely addressed by appropriate staff. The system also provides information so that should a customer call to request status of their request, individuals receiving the call will have the information readily available to address the customer concerns.</b></p> |          |

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|---|--|-----------|
| Maintain operating systems & software incorporating the latest versions | <ul style="list-style-type: none"> <li>Implement Microsoft 365 District-wide.</li> </ul> | <b>SC</b> |
| 1Q Comments:  | In progress  |           |
| 2Q Comments:  | In progress  |           |
| 3Q Comments:  | In progress  |           |
| <b>4Q Comments:</b>   | <b>60 of the 70 computers for the District have Microsoft 365 installed.</b>             |           |

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|---------------------------------|---|----------|
| Increase internal communication | <ul style="list-style-type: none"> <li>Change communication with Desk Staff to a Sharepoint portal.</li> <li>Use Sharepoint portals to communicate news, links to training, and commonly used/referenced District files.</li> </ul> | <b>D</b> |
| 1Q Comments:                    | Desk Staff portal has been created.   |          |

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|                     | As questions arise, training materials are being generated to develop a comprehensive portal.  |
| 2Q Comments:        | In progress  |
| 3Q Comments:        | In progress – dependent on full implementation of Microsoft 365  |
| <b>4Q Comments:</b> | <b>The Desk Staff Portal has been created and designed, the finalization of the implementation of Microsoft 365 will ensure visibility to staff in their information portal.</b> |

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| Explore all mobile technology options to utilize current District software | <ul style="list-style-type: none"> <li>In areas of technology improvements, implement mobile accessibility where possible.</li> </ul> | <b>C</b> |
| 1Q Comments:   | In progress   |          |
| 2Q Comments:   | In progress   |          |
| 3Q Comments - Complete   | BS&A portal was implemented for all employees.  |          |

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|---|--|----------|
| Explore features of registration software to meet the expectations of specialized areas of the District | <ul style="list-style-type: none"> <li>Keep up to date on all new feature additions and determine where this might be able to simplify or enhance system usage.</li> </ul> | <b>C</b> |
| 1Q Comments:  | In progress.   |          |
| 2Q Comments:  | In progress  |          |
| 3Q Comments - Complete  | In progress – Updated features were incorporated into goals for 2024   |          |

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|---|---|----------|
| Compare the District’s processes with available technology to enhance customer experience and streamline workflow | Redesign WebTrac interface to match new website.  | <b>C</b> |
| 1Q Comments:  | This project will be started when new design for website is finalized.                  |          |
| 2Q Comments:  | This project will be started when new design for website is finalized.                  |          |
| 3Q Comments - Complete  | The underlying style of the website will not be changing so this is no longer required. |          |

**HOFFMAN ESTATES PARK DISTRICT  
2023 BUDGET GOALS & OBJECTIVES  
ADMINISTRATIVE SERVICES FINANCE DIVISION**

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   |
|--|---|----------|
| Update Armed Intruder Procedures and Mitigations | <ul style="list-style-type: none"> <li>• Conduct Police walkthroughs.</li> <li>• Attend training/research best practices.</li> <li>• Rewrite our procedures with up-to-date strategies.</li> <li>• Conduct drills.</li> <li>• Implement cost-effective mitigations such as window covers, door numbers, and door jams.</li> </ul> | <b>D</b> |
| 1Q Comments:                                     | Held a tabletop exercise with the Safety Committee which helped the Committee begin to update armed intruder procedures and consider steps and strategies we may not have previously considered.  |          |
| 2Q Comments:                                     | New Risk Manager will continue with progress on procedures and mitigations.   |          |
| 3Q Comments:                                     | In progress   |          |
| <b>4Q Comments:</b>                              | <b>Procedures have been reviewed and will be modified with the Risk Manager and new facility manager in 2024.</b>   |          |

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| Collaborate with PDRMA on their Risk Management Review Process | <ul style="list-style-type: none"> <li>• Identify needs during the annual kickoff process.</li> <li>• Conduct PDRMA onsite visits, training, and review</li> <li>• Complete member self-directed follow-up review of the 2020 Slip, Trip and Fall Form.</li> <li>• Create SMART goals based on areas of improvement.</li> </ul> | <b>C</b> |
| 1Q Comments:   | Attended PDRMA Safety Coordinator group meeting regarding Winter Safety; took part in PDRMA Risk Mgmt training at Streamwood PD about armed intruders.  |          |
| 2Q Comments:   | New Risk Manager will continue with progress on Risk Management Review  |          |
| 3Q Comments:   | Continued meetings with contact at PDRMA to complete SMART goals by November  |          |
| <b>4Q Comments - Complete</b>                                  | <b>Smart goals were completed.</b>  |          |

**DISTRICT GOAL 2: SOCIAL EQUITY**

| Objective/Goal                              | Performance Measures/Action Plan  | Status   |
|---|---|----------|
| Improve Employee Communication and Outreach | <ul style="list-style-type: none"> <li>• Create an employee web portal to better communicate with employees without emails.</li> <li>• Web portal will be a repository for updated employee news, information, and documents such as the personnel policy manual.</li> <li>• Include items in Spanish and English</li> <li>• Increase department visibility by continuing with office hours and site visits.</li> </ul> | <b>C</b> |

|                               |   |
|-------------------------------|---|
| 1Q Comments:                  | Employee web portal will be developed through SharePoint when that is fully deployed throughout the District;                                       |
| 2Q Comments:                  | Microsoft 365 roll-out will include SharePoint. Progress will continue as all FT employees have access.   |
| 3Q Comments:                  | Diversity, Equity, Inclusion & Belonging training was conducted in both English and Spanish   |
| <b>4Q Comments - Complete</b> | <b>The district has implemented Microsoft Teams which can be used for projects and interpersonal communication and status updates for FT staff.</b> |

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| Increase Spanish Communications | <ul style="list-style-type: none"> <li>• Develop Spanish language onboarding materials including training and presentations.</li> <li>• Include Spanish materials on employee web portal.</li> <li>• Request improved Spanish materials from PDMRA.</li> <li>• Continue to conduct open enrollment meetings in both English and Spanish.</li> </ul> | <b>C</b> |
| 1Q Comments:                    | Spanish translation of summer onboarding presentation is in process.  |          |
| 2Q Comments:                    | Due to staff turnover, alternative methods of translating materials will be investigated.   |          |
| 3Q Comments:                    | In progress   |          |
| <b>4Q Comments - Complete</b>   | <b>Training emails sent in 4<sup>th</sup> qtr included a Spanish translation.</b>   |          |

#### **DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

| <b>Objective/Goal</b>                   | <b>Performance Measures/Action Plan</b>  | <b>Status</b> |
|---|--|---------------|
| Develop an Employee Recognition Program | <ul style="list-style-type: none"> <li>• Create a longevity recognition program for PT employees.</li> <li>• Assist in the implementation of programs.</li> <li>• Collect and analyze employee input on potential recognition programs.</li> <li>• Set-up up programs with each department based on their employees' input.</li> </ul> | <b>D</b>      |
| 1Q Comments:                            | A program was proposed to Admin Staff for part-time longevity, including continuous years of service for PT1 and PT2.  |               |
| 2Q Comments:                            | In progress. Researching cost-effective ways to recognize PT staff.  |               |
| 3Q Comments:                            | In progress  |               |
| <b>4Q Comments:</b>                     | <b>Will reconsider this program in 2024, however certain departments have implemented recognition programs within their own departments.</b>   |               |

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|---|---|----------|
| Refocusing our Employee Wellness Program utilizing the PATH program | <ul style="list-style-type: none"> <li>• Maximize use of existing PATH Program.</li> <li>• Create a wellness committee that creates challenges, and events and champions the PATH program within their department.</li> <li>• The Committee can also develop teambuilding wellness activities such as a walking club, Top Tracer league team, or morning basketball.</li> </ul> | <b>C</b> |
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| 1Q Comments:           | Wellness Committee members have created multiple one-day and multi-day challenges within the PATH program. Staff participated in World Health Day walk together at TC. |
| 2Q Comments:           | Continued encouragement to participate in PATH program. New challenges created by staff.   |
| 3Q Comments:           | In progress  |
| 4Q Comments - Complete | <b>PATH emails were sent to all staff members through PDRMA to increase participation as the year came to conclusion.</b>  |

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| Update Summer New Hire Paperwork process | <ul style="list-style-type: none"> <li>• Use PandaDoc, Breezy, or other software to capture preliminary I9 information to begin the process earlier.</li> <li>• Create a procedure to review I9 document hard copies on the employee's first day.</li> <li>• Review all I9 Documents on Training Day for Lifeguards and Camp.</li> <li>• Continue to monitor DHS regulations for allowing full remote review of I9 Documents.</li> </ul> | C |
| 1Q Comments:                             | In progress.   |   |
| 2Q Comments:                             | I9 Documents were all reviewed prior to first day. Researching possible ways to submit and review these electronically.  |   |
| 3Q Comments:                             | DHS released their requirements for remote review of documents for I-9 forms. The change will currently not be any more efficient than an in-person review of documents.   |   |
| 4Q Comments - Complete                   | <b>Paperwork has been updated and will continue to be updated as we find additional ways to be more efficient for both hiring managers and new employees.</b>  |   |

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|------------------------------------|--|---|
| Standardize PT Employee Onboarding | <ul style="list-style-type: none"> <li>• Create an interactive checklist for onboarding PT employees using PandaDoc.</li> <li>• Include all necessary information, Presentations, and required trainings.</li> <li>• Include required sign-offs or certificates.</li> <li>• Host group trainings for summer/seasonal hires.</li> </ul> | C |
| 1Q Comments:                       | Part-time onboarding checklist has been created. First summer onboarding and training group sessions have taken place.   |   |
| 2Q Comments - Complete             | Group trainings were held for summer staff, including Behavior Management class taught by Ascension staff.   |   |

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|----------------------------------|--|---|
| Standardize Volunteer Onboarding | <ul style="list-style-type: none"> <li>• Create an interactive checklist for Volunteer onboarding</li> <li>• Include all necessary information, Presentations, and required training such as concussion training and safety training.</li> <li>• Include sign-offs for volunteer and volunteer supervisors.</li> </ul> | C |
| 1Q Comments - Complete           | Volunteer onboarding checklist has been created. Sign-offs for background  |   |

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|  | checks and training are complete. |
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**DISTRICT GOAL 6: CUSTOMER SERVICE**

| <b>Objective/Goal</b>                                     | <b>Performance Measures/Action Plan</b>   | <b>Status</b> |
|---|---|---------------|
| Streamline and Modernize the Employee Application Process | <ul style="list-style-type: none"> <li>• Integrate BreezyHR into our New website.</li> <li>• Create a shorter, quicker application process using BreezyHR.</li> <li>• Applications that can be completed on mobile or desktop.</li> <li>• Connect to PandaDoc for onboarding and paperwork Using Zapier.</li> </ul> | <b>C</b>      |
| 1Q Comments:  | Breezy HR is being used with current website. Application process is concise and able to be completed on mobile or desktop.   |               |
| 2Q Comments - Complete                                    | Most onboarding can be completed via PandaDoc.  |               |

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| Maintain high-quality job applicants through an outreach strategy. | <ul style="list-style-type: none"> <li>• Provide multiple job fairs and opportunities to solicit applicants.</li> <li>• Continue to work with the school district, the Village, or other community groups to reach out to potential applicants.</li> <li>• Attend or provide job information to all major district events.</li> <li>• Simplify the application process to encourage more applicants.</li> </ul> | <b>C</b> |
| 1Q Comments:   | Staff attended job fairs at local high schools and government organizations; held open interview days for Aquatics and Camps, Bridges and The Club  |          |
| 2Q Comments:   | Used IPRA in addition to Indeed to recruit recent full-time hires with good selection of candidates and quality hires.  |          |
| 3Q Comments:   | In Progress   |          |
| <b>4Q Comments - Complete</b>                                      | <b>Staff has updated job posting format to outline the Districts history and districts benefits for FT postings. These new postings have provided us more qualified candidates in the past to FT hires</b>  |          |