

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, MAY 21, 2024
7:10 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - April 16, 2024
Motion to approve the minutes from April 16, 2024 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Seascape Aquatic Feature / M24-041
Recommend to the full board to restore a 2- to 5-year-old water feature at Seascape for a cost not to exceed \$15,000, rather than replacing the unit as originally planned.
 - B. Recreation Board Report / M24-039
Motion to recommend the May Recreation Board Report be included in the May Executive Director's Report.
 - C. Facilities and Marketing Board Report / M24-042
Motion to recommend the May Facilities and Marketing Board Report be included in the May Executive Director's Report.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.

MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
April 16, 2024

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on April 16, 2024, at 7:23 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Dressler, Comm Reps Beranek, Bettencourt and Henderson

Absent: Commissioner Friedman, Comm Rep Pilafas, Student Rep Verma

Also Present: Executive Director Talsma, Deputy Director Bechtold, Director of Parks, Planning & Maintenance Hugen, Director of Recreation Miletic, Executive Assistant Flynn, IT Specialist Hassler

Audience: Commissioners Evans, Kaplan, and MacGregor, Comm Reps Poeschel and Sernett, Rich Dahome

2. Approval of Agenda:

Comm Rep Beranek made a motion, seconded by Comm Rep Bettencourt, to approve the agenda as presented. The motion carried by voice vote.

3. Approval of the Minutes:

Comm Rep Bettencourt made a motion, seconded by Comm Rep Henderson, to approve the minutes of the March 19, 2024, meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

Director Miletic introduced Rich Dahome, the district's new Athletic Manager.

5. Old Business:

None

6. **New Business:**

A. Recreation Board Report and 1st Quarter Goals / M24-034

Comm Rep Henderson made a motion, seconded by Comm Rep Bettencourt to forward the April Recreation Board Report and 1st Quarter Goals to be included in the April Executive Director's Report.

Director Miletic highlighted the following:

- Shelby Mephram will start next Monday as the new Aquatics Manager.
- We have over 2,035 campers registered so far. Will be a busy summer!
- The dance recital is coming up on April 18.
- HOTT productions just wrapped up their performances. Most shows were sold out.

The motion carried by voice vote.

B. Facilities and Marketing Board Report and 1st Quarter Goals / M24-033

Comm Rep Henderson made a motion, seconded by Comm Rep Bettencourt, to forward the Facilities & Marketing April Board Report and 1st Quarter Goals to be included in the April Executive Director's Report.

Deputy Director Bechtold highlighted the following from the report:

- We have a new staff member, Amber Taitel, our Hockey and Ice Manager. Amber has been with the district part-time since 2019 and is well-respected by the parents.

Comm Rep Beranek was happy to see her family in a photo in the board report.

Commissioner MacGregor said in the marketing report, the time on the webpage increased considerably between March and April. He asked if we have screens up for an extended time. Executive Director Talsma said yes, we have screens set up in the lobby of TC now.

The motion carried by voice vote.

7. **Committee Member Comments:**

Comm Rep Henderson asked about Breakfast with Bunny. Deputy Director said this was held at Bridges of Poplar Creek and we had 347 guests between the two seatings.

Commissioner Dressler thanked Commissioner Friedman for covering the March 19 meeting. She is happy to see Kite Day happening on May 4. Joey and Maria's wedding was fun. Also, the SRT Golf Outing is coming up on June 5 – please consider signing up to play!

8. Adjournment:

Comm Rep Beranek made a motion, seconded by Comm Rep Bettencourt to adjourn the meeting at 7:31 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM NO. M24-041

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Karrie Miletic, Director of Recreation
Dustin Hugen, Director of Parks, Planning & Maintenance
RE: Seascape Aquatic Feature
DATE: May 21, 2024

Motion:

Recommend to the full board to restore a 2- to 5-year-old water feature at Seascape for cost not to exceed \$15,000, rather than replacing the unit as originally planned.

Background:

The board approved a budget of \$80,000 in 2024 to replace the 2 to 5-year-old aquatic feature at Seascape. The work was planned to take place once the pool closed for the year. However, while researching design options, it was discovered that we could have the existing structure refurbished for a cost of \$15,000, while extending the useful life by three to five years.

Prior to looking into the refurbishing option, we worked with multiple vendors on the design for the replacement while avoiding having to install new pipes to the feature. The following list outlines the options that would be able to use the existing pipes:

Water Play Option #1	\$70,000
Water Play Option #2	\$167,000
Vortex Option #1	\$69,345
Vortex Option #2	\$76,580
Rain Drop	\$122,670

These costs do not include installation, which could range from \$10,000 to \$25,000. The \$80,000 budget for this project was intended to include the aquatic feature and installation.

Rationale:

We reached out to the contractor that restored all of our waterslides at Seascape to look into restoring the structure that we have. The panels on the structures can be replaced as well as the stairs and railings. The slide can be refurbished just like our other slides and then the entire feature painted to the colors of our liking.

This can all be accomplished for a cost not to exceed \$15,000. Staff feels that by completing this refurbishment, the feature would not need to be replaced for another three to five years.

MEMORANDUM- M24-039

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Karrie Miletic, Director of Recreation
RE: Recreation Board Report
DATE: May 21, 2024

Motion:

Recommend to the full board to include the Recreation Board Report in the Executive Director's Report.

Recreation Division



- We welcomed Shelby Mephram to our Recreation team on April 20 as the new Aquatic Manager. She jumped right in and is making great strides.
- HEParks sent a rec team to IPRA's Park Pursuit in Downers Grove on May 5. This is a similar event to Amazing Race. We also had staff members on the planning committee and volunteering at a station.
- Staff attended the D211 Job Fair for High School seniors on May 2.
- We sent two staff members from the Club to the Wellness Fair at HEHS on April 30 and May 1.
- Two staff members worked the HEParks table at the Parks Day at the Capital in Springfield on May 7. It was a nice opportunity to meet students and legislators.



General Programs

General Programs:

Program	Spring 2023	Spring 2024 as of 5/6
Shotokan Karate	124	115
Tae Kwon Do	24	36
Gymnastics	260	235
Racquetball lessons	11	27
Racquetball leagues	4	4
Aneta Art	5	1
A and A Music	0	3

Spring Baton Numbers:

Style	Spring 2023 Classes running	Spring 2023 Numbers	Spring 2024 classes being offered	Spring enrolled as of 5/11/2024
Performance baton	2	14	2	20
Baton	8	27	10	30
Total	10	41	11	50

Dance:

Things that happened in April:

1. Private lessons
2. Dance competition at Imagine 4/5-4/7
3. Pictures days
4. Tickets on sale

Things that will be happening in May:

1. Rainbow competition 5/2-5/5
2. Dance recital 5/18 at Hoffman Estates High School, with three shows throughout the day. The theme is Y2K.

Winter/Spring Dance Numbers:

Style	W/S 2023 Classes offered	W/S 2023 numbers	W/S 2024 Classes running	Number enrolled as of 5/11/2024
Junior Company	0	0	1	5
Stars Dance Company	1 (4 levels)	25	1 (4 Levels)	26
Ballet/Tap	9	89	8	72
Ballet/Jazz	6	58	5	43
Jazz/Hip Hop	3	35	4	51
Tap	2	11	2	9
Specialty	2	9	2	11
Total	24	227	23	217

Theatre:

Willy Wonka Jr. continues to practice on Saturdays with 43 cast members. Their show will be June 25 at Prairie Center for the Arts.

Special Events:

Kite Day was a huge success on May 4 at Fabbrini Park. This is our second year running this event. We had a Kite Flying demo, community booths with crafts, music by Back to Rock Music School, and lawn activities.

Community Garage Sale: 45 vendors will be selling at the Garage Sale in the Seascape parking lot. The event will be held 9 am to 2 pm on Saturday, May 18. We are hoping for many bargain hunters to attend.

Kids to Parks Day is Saturday, May 18 from 10am to 1:15 pm at Fabbrini Park. The event includes inflatables, yard games, face painting, a Bubble show, food trucks, and live music from Ben and the Tatar Tots.

Friday Funday Concerts will kick off on June 7 at 10 am at Vogelei Park. We will also hold one evening concert at Seascape on Monday, June 10 at 6:00 pm.



Early Childhood

Preschool:

Last Year

2022-23 WRC		2022-23 TC	
Threeschool	Cancelled	Threeschool	10
2's playschool	Cancelled	2's playschool	20
3's & 4's	42	3's & 4's	91
Total	42	Total	121

Current Year

2023-24 WRC		2023-24 TC	
Threeschool	Cancelled	Threeschool	7
2's playschool	11	2's playschool	Cancelled
3's & 4's	32	3's & 4's	77
Total	43	Total	84

Late Stay WRC

5 days: 10

3 days: 4

Next School Year

2024-25 WRC		2024-25 TC	
Threeschool	3	Threeschool	5
2's Playschool	4	2's Playschool	4
3's & 4's	25	3's & 4's	64
Total	32	Total	73

- Preschool Field Day was held on April 30 and May 1. The theme was pirates and the children participated in activities including mermaid lagoon, shark cove, action island, bubble bay, buried treasure hunt, snack and song ship, and pirate playground.

LSC:

2023	2024
51 (3 rooms)	53 (3 rooms)

5 Days: 42

3 Days: 5

2 Days: 4

- Spring family night was successful. The students enjoyed the presentation from Mad Science and they were able to do three other activities: dinosaur excavations, lemon watercolor painting, and making DIY bouncy balls. Around 25 families were in attendance.
- Preschool and Childcare graduations are scheduled for May 16, 17 and 21.

Enrichments:

Programs	Enrolled
Lunch Bunch	3
Sticky Fingers	8
Little Scientist	18
Books Come Alive	2

Rock n' Kids

Kid Rock: 12

Tot Rock: 10

Summer Camp

Camp	Session 1	Session 2	Session 3	Session 4	Session 5
Pre Camp 5 day TC	6	4	3	3	4
Pre Camp 2 day TC	4	5	4	4	NA
Pre Camp 2 day WRC	7	9	6	9	NA
KinderCamp TC	7	9	6	9	7
KinderCamp WRC	5	6	4	5	4
Ready For Kinder	4	4	3	5	3
Jr Leaders	1	3	4	2	NA



<u>April 50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Seniors out Socializing Early Bird- Red Robin	4/3	6
Seniors Out Socializing-Pilot Pete's (AB)	4/5	17
Acrylic Paint Class	4/9	5
Lunch and Learn Music Therapy	4/10	12
Collette Greece Island Hopper	4/13-4/21	3
Seniors Out Socializing- Wildfire	4/19	13
Pub Trivia	4/24	31
Birthday Lunch	4/26	29
Live Healthy Latin Dance Collaboration with Village of HE Nursing Dept.	4/30	26
Architectural Boat Tour/Lunch	4/30	24

<u>May 50+ Events</u>	<u>Date</u>	<u>Enrolled</u>
Seniors out Socializing Early Bird- Longhorn Steakhouse	5/8	14
Lake Geneva Boat tour/Pier 290 lunch	5/9	20
Lunch and Learn	5/14	
Pub Trivia	5/15	20
Metropolis 9 to 5 and Salsa 17 Lunch	5/16	11
Seniors out Socializing-Richard Walkers	5/17	5
Acrylic Paint Pouring- WRC	5/21	3
Birthday Lunch	5/24	6
Baseball and Brews Milwaukee Overnight (Cubs/Brewers Game)	5/29-5/30	5

Group Exercise Enrollments for 50+

Class	Winter 2024	Spring 2023	Spring 2024 (as of 5/7)
50+ Basic Exercise	77	52	41
Tai Chi (Daytime)	14	10	10
Line Dancing	36	15	20
Gentle Yoga	26	10	16



School Age - STAR and Day Camps

STAR Enrollment 23/24

	3 days before	3 days after	5 days before	5 days after	Total enrolled 23/24	Waitlist	<i>Total enrolled last year 22/23</i>
Armstrong	6	9	16	20	51	0	63
Fairview	3	14	10	25	52	0	50
Lakeview	0	6	16	34	56	5	60
MacArthur	2	8	31	45	86	0	77
Muir	4	3	16	20	43	2	41
Lincoln Prairie	5	10	24	14	53	2	51
Total for D54 23/24	20	50	113	158	341	9	342

Whiteley	5	6	21	32	64	2	71
Thomas Jefferson	2	6	18	47	73	11	54
Total for D15	7	12	39	79	137	13	139

Kinder STAR 23/24 enrollment:

	AM/PM Waiting on Placements	22/23 Enrollment
Whiteley	1	
Thomas Jefferson	0	
Total	0	27

School	AM	PM	PM till 6:05
Whiteley 3 day	0	4	1
Whiteley 5 day	0	4	7
Thomas Jefferson 3 day	1	4	1
Thomas Jefferson 5 day	14	2	3
Totals	15	14	12
Total sum	41		

STAR 2024-2025 School Year

- Currently 79 families are enrolled at D15 Whiteley
- Currently 183 families are enrolled at D54 schools.

Summer Camp

- Camp registration is open and taking enrollments.
- To date, 2959 enrollments across all camps

Camp	Current enrollment across 10 weeks
Explorers 5 day South	597
Explorers 3 day	397
Explorers 5 day North	650
Teen	149
Sports (9 weeks)	469
STEAM (9 weeks)	423
Extended Camp (8/12-8/23)	274
	2,959 Total Enrollments



Adult Sports

- Indoor Pickleball Leagues have come to a close with the last week indoors being played on 5/13.
 - We have three levels of competition.
 - Social League, 3.5 and 4.0+
 - Social has 10 teams, 3.5 has 6 teams and 4.0+ has 2 teams
 - Outdoor leagues will begin running on Monday nights at Fabbrini on June 3.
 - Registration is still ongoing for this
- Adult Softball was scheduled to begin league play on Monday, May 13, but it was rained out.
 - 5 teams will participate.
 - We also have a free agent list going currently with 6 interested players

Youth Sports

- Soccer leagues are underway with games taking place at Cannon Crossing on Saturdays and Sundays
 - We will field two intervillage teams (7/8 Coed and 3/4 Girls)
 - A total of 305 participants enrolled throughout all age levels
- Contractual classes are picking up
 - Sports Kids, Inc. are running outdoor classes now and they are offering some creative summer programming opportunities.
 - Hoffman United Soccer Club has increased programming opportunities for the Summer months (classes on Monday, Wednesday and Friday at a different park each day)
 - Marketing will be pushed to increase enrollment for June classes
- Lacrosse has begun running skills classes on Saturday mornings at Canterbury Fields
 - Currently 6 boys and 6 girls enrolled in the program run by Second City Lacrosse.
 - This program will end on Saturday, May 11
 - We will be working with the contractor to come up with a plan of action for the remainder of the year to best market and increase participation in lacrosse programming.
- Baseball leagues are underway with practice having begun for all age groups
 - Bronco and Pony will begin games on Saturday, April 13 and all other age levels will begin games on Saturday, May 4
 - We have 165 enrolled across all age groups
 - Colt baseball will field two teams and will begin games in early June

- Girls Flag Football
 - A free clinic will be held at Fabbrini Park from 5:30-7:30 pm on June 26
 - We have invited girls from Palatine, Arlington Heights, Rolling Meadows and Hoffman Estates.
 - Meeting with surrounding community Athletics Managers on May 13 to finalize plans for Fall '24 Girls Flag Football League.

Field Rentals

- Cricket Rentals are fully booked and paid all weekends from mid-April to October
 - Weekday rentals are filtering in, as well
- Baseball, softball and soccer rental requests are coming through steadily and we continue working to accommodate these within our internal programming needs

E-Sports

- We had two birthday parties in April.
- Fortnite Tournaments and Parents Night Out program will resume for our summer programming in June. We will report on June numbers in the July report.



Aquatics

2024 Summer Classes at the Club and Seascape

	The Club	Seascape
Group	28	40
Parent/Tot	15	3
Tot	8	1
Adult	3	NA
Total:	54	44

We have sold 325 passes for summer so far (compared to 341 through April in 2023), sales continue to come in. In April we offered a \$10 discount to buy swim passes. Marketing continues to push the swim pass campaign of skipping the lines and buying before the May 25 opening day. We are also promoting Seascape party rentals.

The pool at the Club at Prairie Stone will be closed the week of June 10 for maintenance.

Seascope staff training is underway; meetings began the week of May 13. The Hoffman Estates Police Department collaborated with us this year on training, teaching techniques on how to de-escalate angry patrons. We are ready for Seascope to open on Memorial Day weekend.

Recreation Facilities

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>4/30/2023</u>	<u>01/01/2024</u>	<u>4/30/2024</u>	<u>2024 YTD</u>
Fitness	146 *	127	143	+16
Racquetball	34*	39	29	-10
Total	180*	166	172	

WRC Healthcare 6 Members

WRC Rental Information: we had 7 rentals in April.

***DOG OFF-LEASH AREAS**

<u>Membership</u>	<u>4/30/2023</u>	<u>01/01/2024</u>	<u>4/30/2024</u>	<u>2024 TTD</u>
Total	584*	519*	582	+63

Triphahn Center Fitness

<u>Membership</u>	<u>4/30/2023</u>	<u>01/01/2024</u>	<u>4/30/2024</u>	<u>2024 YTD</u>
Total	554	569	622	+53
Billed Members	493	505	535	+ 30
Healthcare Numbers	61	64	87	+ 23

TC Rental Information: we had 28 rentals in April.

MEMORANDUM NO. M24-042

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Deputy Director
RE: Facilities & Marketing Board Report
DATE: May 21, 2024

Motion:

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



Bridges General Programs:

- SRT Golf Outing – June 5! Sign up now!
- Jr Golf classes have begun. Our first session was our Golden Bears class. We had 29 students in this first class. This is an introductory class that will go over all the basics of the game.
- Our 2nd Senior Scramble is set for May 15. This event has 29 teams entered.

Golf Rounds

MONTHLY ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	2,842	1,296	2,638	2,403	1,836
YTD ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
313	3,802	2,047	2,886	4,140	2,639

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	2,295	1,195	1,889	1,759	1,428
YTD RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
215	3,619	1,843	2,442	3,498	2,323

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
409	585	619	538
YTD TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
409	1,550	2,031	1,330

Food & Beverage

April

- 1 breakfast meeting servicing 33 guests
- 1 birthday party servicing 64 guests
- 1 shower servicing 48 guests
- 1 all-day meeting servicing 133 guests
- 2 memorial luncheons servicing 132 guests
- 1 room rental servicing 250 guests

May

- 3 golf outings servicing 338 guests (2 new)
- 2 dinners servicing 206 guests
- 1 breakfast servicing 20 guests
- 1 all-day meeting but two sessions, lunch 32 and dinner 85
- 2 showers servicing 72 guests
- 1 reception only servicing 110 guests

2024 Golf Outings

- 5 new golf outings booked (2 in May)
- Total 2024 Shotgun Events: 34

2023 weddings

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

2024 weddings

- 8 ceremony and receptions (1 moved to 2025)
- 2 reception only

2025

- 5 ceremony and receptions



April 2024

Membership Totals	<u>4/30/2023</u>	<u>1/01/2024</u>	<u>4/30/2024</u>	<u>Var. +/-</u>
Totals	2,740	2,769	2,811	+42

Member Services/Sales

- The Club team enrolled 102 new members in April, offering an enrollment fee of \$29 PLUS the month of September free. We started the month off fairly slow again but finished strong enrolling 22 new members on the last day of the month! We are very pleased to see that this aggressive enrollment offer resulted in a decent overall number for the month.
- In April, we continued the offer of a free month to existing members who referred new members. We pushed the promotion a little more, including it on an all-member email that went out mid-month and received 15 referrals from existing members referring new members. This is a decent number, with almost 15% of the April new members being from a referral.
- The Club had 2,172 unique visits in April, meaning approximately 77% of members visited/used the facility at least once in April. We are beginning to see a drop in this number, which is normal, indicating better weather and less inside workouts.
- The Club had 103 United Healthcare Renew Active pass holders use the facility in April (visiting at least one time).
- Club staff completed an outreach event at Hoffman Estates High School on April 30 and May 1, participating as a vendor at the Annual Wellness Fair. We promoted our student summer pass as well as our special corporate rates for the staff of the school district. Staff enjoyed engaging the kids through activities and challenges while giving away some prizes throughout the two-day event.



Operations and Fitness Departments:

- The Club rentals stats for March:
 - (35) volleyball rentals; (2) Birthday parties; (1) Soccer rental
 - (42) basketball rentals; (14) Pickleball court rentals

- The Club offered and ran the following programming and specials in April
 - Personal Training – special price on pkg of 10 sessions (special price \$495) – sold 25 packages of 10 sessions, 2 packages of 3 sessions, and 1 package of 5 sessions.
 - Pickleball 101/102 (5 classes)

- Club staff introduced a couple of retention events in April
 - “Guess the Golf Tees”
 - members took their best guess at the number of golf tees in a container at the desk. Winners received Top Tracer passes as well as a Club Cooler with some Club swag
 - Ascension
 - Nutrition Table with Registered Dietician April 25th
 - Step into Summer Walking Challenge
 - A program that encourages members to be aware of the number of steps they take each day and record them by placing and moving their personal butterfly cut out along the wall of the main hallway.

Ice Department

Ice:

- The two tournaments in April went well. We hosted teams from all over the country including California, Canada, Florida, and New York.
- The CCM Shuffle Tournament (4/19-4/22) utilized 47 game slots; MYHockey Tournament (4/26-4/28) utilized 54 games slots.
- We hosted overflow games for a (UHT) Ultimate Hockey Tournament totaling 20 game slots May 3-May 5.
- We are hosting tournaments May 17-19 (MYHockey), May 31-June 2 (TCS) and end of the season playoffs for NWHL June 7-9.
- We are working through fall and spring 2025 to get additional tournaments set up including hosting a TCS tournament over MLK weekend.
- The annual ice melt will take place on Rink 1 starting July 26 and hopefully be ready after Labor Day.
- Finalizing all Timberwolves, Starlights, Glen Ellen Speed Skating ice for Fall. Including a possibility of bringing in one or two more renters if ice is available.

Figure Skating:

- We hired Jacquelyn Johnson (Scott) as our new figure skating manager. She has been with us since 2018 working figure skating classes, special events, and numerous ice shows we’ve held.
- Hosting a USF on-ice/off-ice seminar on both rinks featuring several professional figure skaters on July 20.
- Our ice show “Beach Party” was held on May 11 at 3pm. The event went great and sold 297 tickets.

- The ice show had 50 acts including solos, duets, trios, and group numbers, with the show lasting just under 2.5 hours.
- Figure Skating classes for spring are coming to an end; currently have 348 registered.

Public Skate:

- Due to tournaments, we had limited public skate sessions this month.
- Two (2) Public Skate sessions totaling 133 patrons for April

Hockey:

- Working on finalizing summer programming times including a new clinic called “Hoffman Summer Hockey Clinics” for Wolfpack and Wolverine girls players.
- We currently have ten total teams enrolled for spring including two tournament teams.
- No Prime teams for Spring this season as many teams overlap with league play and possible tournaments; we did give the option for teams to book a tournament instead.
- Our U16 and U12 Wolverines girls’ teams traveled to Michigan to play in the Hockey Fights Cancer tournament; the U12’s finished second place!

Development Classes		SPRING 2023	SPRING 2024
242460-A	Intro to hockey	40	50
242459-A	Tot Hockey	40	39

Age	2023 Spring	Spring 2024
8U	28	23
10U + Wolverines NWHL	40	39
12U	23	32
14U	25	15
18U	29	20
Wolverines Tournament	34	33
Practice Only	N/A	4*

Marketing

Bridges

- Created new slides for lobby TV promoting upcoming events, weddings, The Club monthly promo, etc.
- Attended Chamber events to promote the golf course, Toptracer Range, golf outings and events
- Created new posters and table tents for SRT Golf Outing, Toptracer Range, and other 2024 events
- Designed and scheduled marquee images for golf outings and events
- The Toptracer Range Sensory Event and Family Day on April 6 was a success with a number of families attending

- Promoted the golf course, weddings, events, Toptracer Range and The Club at the Bon Appetit event on April 18; had 42 entries into our raffle; several people became more familiar with our venue and offerings
- Created/scheduled limited email blasts:

DATE	EMAIL MAIN SUBJECT(S)
4-2-24	Toptracer Range Masters Event, Toptracer Range Family Day/Sensory Event, Senior Scramble
4-4-24	Senior Scramble
4-6-24	TaylorMade Fitting Experience on 4-24-24
4-8-24	Toptracer Range Masters Event, Senior Scramble
4-12-24	Senior Scramble, Yappy Hour, SRT Golf Outing
4-13-24	TaylorMade Fitting Experience on 4-24-24 Reminder
4-20-24	Senior Scramble, Yappy Hour, SRT Golf Outing Reminder
4-21-24	TaylorMade Fitting Experience on 4-24-24 Reminder #2
4-22-24	TaylorMade Fitting Experience on 4-24-24 Reminder Last Chance

THE CLUB

- Designed May promo, and referral marketing collateral (digital and print)
- Attended Chamber events to promote Club promotions and events
- Created/scheduled social media posts for upcoming programs, promotions, and events
- Took various photos to build “asset library” for future digital and print promotions
- Utilized small “A” frames to promote monthly referrals and events
- Continued working on internal page layout and content of updated web design
- Designed and ordered signage for showers
- Created and sent out an email blast highlighting: April Referral, Pop-Up Fitness Classes, Walk Challenge,
- Run/Walk in May, Ascension Table on 4-5-24
- Created and promoted Masters Guess the # of Tees Challenge (member retention)
- Continued planning process for annual Open House (Date: Saturday, October 5, 9 am to 12 pm)
- Started planning for summer events (Hideaway and Pop-Up Fitness in the Park, etc.)
- Promoted various Member Incentive events (5K, Pop-Up Fitness, etc.)
- Started promoting Student Summer Pass

OTHER

- Attended weekly C&M meetings with Recreation marketing
- Attended Hoffman Estates Chamber of Commerce Board of Directors meeting 4-22-24

C&M DEPARTMENT:

April C&M Production Metrics

- 10 Integrated Campaigns: SRT Golf Outing, Camp, Earth Day, Seascape, Summer Registration: Find Your Fun, Dance Y2K, Ice Show Beach Party, Softball, Seed Bombing, Kite Day, Kids to Parks
- 77 C&M production tasks (plus 95 sub tasks)

April Email Performance Metrics:

Email Campaign Name	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
<i>Seascape Opening Day Stand Alone</i>	43.60%	0.90%	0.40%	0.10%
See What's New at HEParks this Week!	82.69%	2.56%	0.09%	0.13%
HEParks All Things Fun	81.30%	1.64%	0.13%	0.11%
See What's New at HEParks this Week!	80.93%	2.37%	0.15%	0.11%
Camp_stand alone_4/18/24	47.30%	1.20%	0.30%	0.10%
Audiences_TH_04_18_24	37.40%	1.00%	0.30%	0.10%
🕒 See What's New at HEParks this Week!	79.22%	2.66%	0.15%	0.20%
<i>Pool Pass 2024 Stand Alone</i>	40.70%	1.10%	0.40%	0.10%
Audiences_TH 04/11/24	39.80%	1.20%	0.30%	0.10%
All_District_Email_TU_4_9_24	43.00%	0.90%	0.30%	0.10%
Audiences_TH_04_04_24	46.00%	1.40%	0.40%	0.10%
All_District_Email_TU_4_2_24	40.20%	1.10%	0.40%	0.10%
11 Emails sent in April- Averages->	55.18%	1.50%	0.28%	0.11%

April Social Media Performance Metrics:

- Total social posts across Facebook, Instagram, LinkedIn, and now Twitter again= 118 post, reels, and stories
- 21.4K Organic Facebook reach and 13.6K Organic Instagram Reach
- 29.9K Organic Facebook Impressions and 576 Organic Facebook content interactions
695 Organic Instagram content interactions
- The Highest Organic Content Reach in April was a Facebook Post on the Solar Eclipse. The post organically reached 786 people.
- The most popular social media content pieces were two Facebook Posts that organically reached 2,033 people; with 2,182 impressions, 17 interactions; .83% engagement rate the second most popular was also on Facebook. That post organically reached 1,462 people with 1,550 impressions; 25 engagements; 1.7% engagement rate.

April Website Performance Metrics:

- Traffic spiked at the beginning and end of the month almost equally
- Top 10 pages (below)

Search...						Rows 1
Page title and screen class	+	↓ Views	Users	Views per user	Average engagement time	
		133,949	17,197	7.79	5m 18s	
		100% of total	100% of total	Avg 0%	Avg 0%	
1 Hoffman Estates WebTrac		31,646	3,654	8.66	3m 28s	
2 Hoffman Estates WebTrac - WebTrac Activity Search		31,080	6,467	4.81	3m 05s	
3 Welcome - Hoffman Estates Park District		9,437	5,095	1.85	34s	
4 Explore Programs - Hoffman Estates Park District		4,151	2,538	1.64	34s	
5 Hoffman Estates WebTrac - Login		4,129	1,671	2.47	34s	
6 Hoffman Estates WebTrac - Shopping Cart		2,952	1,235	2.39	50s	
7 Summer Camp - Hoffman Estates Park District		2,371	1,340	1.77	1m 15s	
8 Hoffman Estates WebTrac - WebTrac Membership Search		2,286	1,106	2.07	1m 09s	
9 Hoffman Estates WebTrac - Checkout		1,622	995	1.63	1m 26s	
10 Hoffman Estates WebTrac - Checkout Confirmation		1,377	918	1.50	22 38s	

- Acquisition of (unique) visitors by channel:

Session primary...Channel Group		Users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
		17,197 100% of total	30,844 100% of total	18,940 100% of total	2m 57s Avg 0%	1.10 Avg 0%	11.83 Avg 0%	61.41% Avg 0%
1	Organic Search	9,487	17,357	11,871	2m 11s	1.25	13.38	68.39%
2	Direct	6,736	10,683	5,499	3m 34s	0.82	9.36	51.47%
3	Referral	480	1,242	775	9m 55s	1.61	13.43	62.4%
4	Email	597	1,028	518	1m 07s	0.87	7.79	50.39%
5	Organic Social	341	425	232	46s	0.68	8.57	54.59%
6	Unassigned	273	287	0	3m 51s	0.00	14.60	0%
7	Organic Video	1	1	0	0s	0.00	3.00	0%