

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, SEPTEMBER 17, 2024
7:05 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - August 20, 2024
Motion to approve the minutes from August 20, 2024 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M24-076
Motion to recommend the September Recreation Board Report be included in the September Executive Director's Report.
 - B. Facilities and Marketing Board Report / M24-077
Motion to recommend the September Facilities and Marketing Board Report be included in the September Executive Director's Report.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.



MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
August 20, 2024

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on August 20, 2024, at 7:50 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman MacGregor, Commissioner Dressler, Comm Reps Beranek (phone), Bettencourt, Henderson, Kulkarni (phone) and Ostermeyer

Absent:

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

Audience: President Chhatwani, Commissioners McGinn, Friedman, Evans and Kaplan, Comm Reps Dowling, Pilafas, Poeschel, Sernett and Musial

2. Approval of Agenda:

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

3. Approval of the Minutes:

Commissioner Dressler made a motion, seconded by Comm Rep Bettencourt, to approve the minutes of the June 18, 2024, meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. **New Business:**

A. Ascension Sponsorship Agreement / M24-065

Comm Rep Bettencourt made a motion, seconded by Commissioner Dressler to recommend to the full board the approval of the Ascension St. Alexius Sponsorship Agreement for the period of August 1, 2024 through July 31, 2025, in the amount of \$75,000.

Executive Director Talsma stated that this is a renewal of a current agreement; no terms have changed. Ascension's sponsorship amount is \$75,000; they sponsor some events, and the district provides advertising for Ascension and discounts for their full-time staff.

Comm Rep Ostermeyer asked what kind of programming we do at Ascension. Executive Director Talsma said that we do not do any programming there, but sometimes they come to our events, and we have partnered with them on some health and wellness events like the Color Run.

The motion carried by voice vote.

B. Recreation Board Report / M24-068

Comm Rep Bettencourt made a motion, seconded by Comm Rep Ostermeyer to forward the August Recreation Board Report to be included in the August Executive Director's Report.

Director Miletic highlighted the following.

- July has been a busy month. The Volunteer Appreciation event was well attended with many of the additional volunteers we had this year.
- We have a great partnership with the police department and worked several events with them this summer.
- HOTT Theater has been doing well and is gearing up for their fall performances.
- Staff has moved on from summer camp to training for before/after care programs.
- The season is winding down at Seascap.

The motion carried by voice vote.

C. Facilities and Marketing Board Report / M24-069

Comm Rep Bettencourt made a motion, seconded by Comm Rep Ostermeyer, to forward the Facilities & Marketing August Board Report to be included in the August Executive Director's Report.

Deputy Director Bechtold highlighted the following from the report:

- The golf course and facilities have been busy over the summer.
- Hockey season is kicking off.
- Marketing is trying new things and tweaking others.

The motion carried by voice vote.

7. Committee Member Comments:

Commissioner Dressler said she was sorry to miss the Volunteer Appreciation event.

Comm Rep Henderson thanked staff for a lovely Volunteer event. She also asked if we spray the park for bugs. Executive Director Talsma responded that mosquito abatement is a separate taxing agency.

Comm Rep Ostermeyer said he missed the Volunteer Appreciation event and is busy with classes the next eight weeks.

Executive Director Talsma said it was great seeing everyone at the Volunteer Appreciation event.

8. Adjournment:

Comm Rep Ostermeyer made a motion, seconded by Comm Rep Henderson to adjourn the meeting at 7:59 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M24-076

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Karrie Miletic, Director of Recreation
RE: Recreation Board Report
DATE: September 17, 2024

Motion:

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



- Recreation staff helped at National Night Out on August 6 and at Kinderplatz on the Village Green September 7 and 8.
- August is our month of new beginnings with Preschool starting up, Seascape closing down, indoor swim lessons beginning, STAR starting back at the schools and fall baseball and practices starting. This was a unique Before/After care season with D54 and D15 having different start dates. D54 started August 15 and D15 started September 5.
- We are excited to have our first Pop-Up sports event on September 11, to allow residents to meet our programming team and to showcase several of our sports.



Theatre

Oliver and Nutcracker rehearsals are underway. We have 41 performers in Oliver and 21 in Nutcracker. The Oliver performance is September 27 and 28 at Prairie Center for the Arts.

Program	Summer 2023	Summer 2024
Shotokan Karate	131	134
Tae Kwon Do	37	22
Gymnastics	132	123

- Karate begins a new session on 9/6 and currently has 109 registered.
- Tae Kwon Do will begin a new session soon on Tuesdays and Thursdays at Willow Recreation Center.
- Gymnastics began a new session the week of 9/2 and currently has 121 currently enrolled.
- Language in Action is a new contractor that we will soon be offering programming through HEParks. They offer Zoom classes for various ages and skills levels.

Dance:

Things that happened in August:

1. 14 private lessons
2. TC dance room floor was redone –new marley floor being installed in September.
3. Company parent and dancer meetings were on 8/27 & 8/28
4. Teachers went to Revolution costume expo on 8/17
5. Free baton trial class on 8/4 at Willow – 9 attended.

Things that will be happening in September:

1. Fall classes start on September 9.
2. Company Stars Day and pictures first week of September.

No dance classes for August due to floors being redone.

August Baton Numbers:

Style	August 2023 Classes	Enrollment August 2023	August 2024 Classes	Enrollment as of 9/6/2024
Performance baton	2	12	2	13
Baton	7	23	7	22
Total	9	35	9	35

Special Events:

- The Garage Sale held at the Seascapes lot was well attended on September 7 with 41 vendors signed up.
- Haunted Hoffman planning is underway for the October 19 event. Inflatables and entertainers are all booked. We will be adding a couple new stations to the Story Walk this year; Bluey, Inside Out and Minions. We will also be adding in a new entertainer Wheel Of Wisdom, which will run a live trivia game with the participants.



Early Childhood

Preschool:

23-24 WRC		2024-25 WRC		23-24 TC		2024-25 TC	
Threeschool	C	Threeschool	2	Threeschool	11	Threeschool	5
2's Playschool	12	2's Playschool	6	2's Playschool	C	2's Playschool	10
3's & 4's	35	3's & 4's	30	3's & 4's	80	3's & 4's	70
Total	47	Total	38	Total	91	Total	85

Preschool started on August 19. A new 2's playschool teacher has been hired at WRC to add the 4 students into the class off of the waitlist.

LSC:

2023	2024
41(3 rooms)	49 (3 rooms)

5 Days: 43 3 Days: 2 2 Days: 4

Childcare Open House was Saturday, September 7. Looking to hire new teachers as two teachers left in August.

Rock'n'Kids:

No classes in August. New classes start in September.

Enrichment Classes start in September.



50+ Club

<u>August Board Report July 50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Seniors Out Socializing EaBird Texas Roadhouse	8/8	8
Woodstock Name that Tune Party	8/12	Cancelled
Seniors out Socializing- Perry's	8/16	18
Pub Trivia	8/21	32
Birthday Lunch	8/23	31
Movie and Munchies @ Willow	8/26	Cancelled
High Tea at Calla Lily's	8/28	15
September 50+ Events	Date	Enrolled
Seniors out Socializing Early Bird Lucky Monk	9/11	12
Pub Trivia	9/12	13
Seniors out Socializing-Bonefish	9/20	10
Painted Tree Boutique and Anyways Pub	9/24	3
Lunch and Learn Aging in Place	9/25	12
Birthday Lunch	9/27	6
Lunch and Learn Barrington Ortho	9/30	16

Group Exercise Enrollments for 50+ Class	Spring 2023	Summer 2023	Summer 2024 (as of 8/30)
50+ Basic Exercise	52	65	59
Tai Chi (Daytime)	10	10	3
Line Dancing	15	29	29
Gentle Yoga	10	15	15



School Age - STAR and Day Camps

STAR Enrollment 24/25

- To date, 430 enrollments across all STAR Before and After School Locations (enrollment is ongoing)
- D54 began August 15 and D15 began September 5
- New enrollments will begin attending September 11

	3 days before	3 days after	5 days before	5 days after	Total enrolled 24/25	<i>Waitlist</i>	<i>Total enrolled last year 23/24</i>
Armstrong	5	8	14	23	50	0	51
Fairview	3	16	11	21	51	0	52
Lakeview	0	5	10	21	36	0	56
MacArthur	1	11	35	41	88	3	86
Muir	0	3	14	18	35	0	43
Lincoln Prairie	2	10	21	17	50	0	53
Total for D54 24/25	11	53	105	141	310	3	341
Whiteley	6	11	30	73	120	44	71

Schools Day Out

- District 54 has their first half day on September 18. There are currently 25 participants registered.
- District 15 has their first half day on September 26. There are currently 10 participants registered.



Adult Sports

- The second session of outdoor pickleball leagues began at Fabbrini on August 5. The league is set to conclude September 30. Pickleball registration increased by 20% and will continue to grow when indoor season begins. Indoor season is scheduled to start October 7 and will be held at Triphahn Center. A pickleball tournament is planned for Fabbrini Park this fall.
 - We have three levels of competition.
 - Social League, 3.5 and 4.0+
- Fall adult softball season started August 26. Games are played on Monday nights at Cannon Crossing.
 - 3 teams are currently participating in the summer league.
 - We also have a free agent list going.
- Adult Basketball league unfortunately did not hit our minimum registration number. However, we pivoted and will host a structured open gym Tuesday evenings from 6pm-7:30pm on Tuesdays. The goal is to build a community of players to help get a league started next spring.

Youth Sports

- Contractual classes
 - Hoffman United Soccer Club had a bit of a drop in enrollment numbers this fall. This is normal as kids transition back to school.
 - We have HUSC fundamentals classes running all three days offered. We are really focused on quality experience for participants.
- Baseball leagues resumed in early September for 8th grade and below levels. Practices started the week of August 12.
 - We have two teams in the Pinto division and will partner with Rolling Meadows Park District.
 - Mustang will have one team competing in PCBS league this fall.
 - Colt baseball will field one team in PCBS this fall.
- Along with other departments, a free pop-up sports day will be hosted after school on September 11. The event will focus on spreading awareness of all our athletic programs.

Contractual Sports

- Sports Kids, Inc. continues to offer great youth athletics programming
 - Volleyball has been their most popular class offering but we are beginning to gain traction with Family Archery.
- Currently reaching out to new contractual vendors to expand our offerings
 - Staff has a made a connection with a fencing contractor and are working to finalize details to bring them onboard.
- Sports Birthday Parties through Hot Shot Sports continue to come in and that relationship remains strong
- Plans continue for the Tri-Town Showdown disc golf tournament that will take place September 28-29 in Rolling Meadows, Palatine and Black Bear Disc Golf Course in Hoffman Estates. Registration for this event is underway and marketing efforts continue.

Contractual Athletic League

- Youth soccer league games are underway on 9/8, and we have 192 enrolled over age groups spanning PreK through 6th grade.
 - Staff has been in regular communication with Dwayne Cruz, the Director of Aces Soccer, to strengthen ties and continue to build a quality program.

Field Rentals

- Cricket Rentals are fully booked and paid all weekends from mid-April through 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. We should see a big increase in our rentals this summer and fall.



Aquatics

Seascape New Back to school hours began August 12. Closed Weekdays. Open Weekends and Labor Day 12-16 pm, Passholder Hours were 11:30-6pm. We tapered back to less weekday hours as our guards headed back to college and high school.

We were proud of our lifeguards to get a 5-Star Rating from Starguard for our last audit of the season.

Swim Lessons are set to start back up Saturday, September 7. There are currently 111 participants enrolled for the session, including two participants in our Swim for All initiative. Last year we had 130 participants in the fall session.

The summer swim season was a smooth one, we were very happy with our managerial staff and our new Aquatic Program Manager.

There were 966 Seascape Passes sold in 2024, compared to 809 in 2023.

Recreation Facilities

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>8/31/2023</u>	<u>01/01/2024</u>	<u>8/31/2024</u>	<u>2024 YTD</u>
Fitness	134	127	133	+6
Racquetball	42	39	26	-13
Total	176	166	159	-7

WRC Healthcare 7 Members

WRC Rental Information: We had a total of 10 rentals for the month of August.

***DOG OFF-LEASH AREAS**

<u>Membership</u>	<u>8/31/2023</u>	<u>01/01/2024</u>	<u>8/31/2024</u>	<u>2024 TTD</u>
Total	596	519	478	-41

Triphahn Center Fitness

<u>Membership</u>	<u>8/31/2023</u>	<u>01/01/2024</u>	<u>8/31/2024</u>	<u>2024 YTD</u>
Total	583	569	611	+42
Billed Members	534	505	542	+ 37
Healthcare Numbers	52	64	69	+5

TC Rental Information: We had a total of 33 rentals for the month of August.

E-Sports

- We had three birthday parties in August. (August 11, 17, 25)
- We had one Parents Night out in August that ran. (August 24th)
- We had one Parent Night Out and two Fortnite Tournaments that were cancelled due to low enrollment

MEMORANDUM NO. M24-077

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Deputy Director
RE: Facilities & Marketing Board Report
DATE: September 17, 2024

Motion:

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



Bridges General Programs:

- Fall Toptracer Leagues have started taking registration and early numbers are showing another great fall season in Toptracer.

Golf Rounds

MONTHLY ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
5,938	4,877	5,219	5,362	5,499	5,379
YTD ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
16,740	22,178	20,908	23,905	25,096	21,765

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
4,574	3,243	3,133	3,772	3,233	3,591
YTD RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
11,596	15,868	12,860	16,447	17,669	14,888

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
619	700	661	660
YTD TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
2,682	4,294	5,064	4,013

Food & Beverage

July 2024

- 4 golf outings servicing 568 guests
- 4 breakfast meetings servicing 141 guests
- 1 graduation party servicing 77 guests
- 1 ceremony and reception servicing 110 guests
- 1 birthday party servicing 42 guests
- 1 Toptracer party with 2 bays, 2 adult party packages

August 2024

- 1 breakfast meetings servicing 25 guests
- 9 golf outings servicing 1100 guests
- 1 ceremony/reception servicing 112 guests
- 1 birthday party servicing 30 guests
- 1 family reunion servicing 50 guests
- 1 graduation party servicing 80 guests

2024 Golf Outings

- 5 new golf outings booked (2 in May)
- Total 2024 Shotgun Events: 36

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

- 6 ceremony and receptions



August 2024

Membership Totals	<u>8/31/2023</u>	<u>01/01/2024</u>	<u>8/31/2024</u>	<u>Var. +/-</u>
Totals	2,837	2,769	2,798	+29

Member Services/Sales & Fitness

- August New Member Enrollments:** The Club team enrolled 125 new members in August, the final month with the summer offer of a \$10 enrollment fee. We continued the trend of having a net positive enrollment number for the month, and a net positive enrollment number for the year, setting us up well for what will likely be a little loss in September, our slowest month for enrollment before we begin to gain again in the final months of the year.
- Referral Program Success:** To reward loyal members, we continued our exciting offer of a complimentary month of membership for those who referred new members in August. This initiative proved to be a valuable tool for engaging our current members while also welcoming fresh faces into the Club. We saw 11 successful member referrals, each of which demonstrates the power of word-of-mouth and the trust our members place in The Club. We are confident that this initiative will continue to grow as more members experience the benefits of sharing our amazing facility with others!
- United Healthcare Renew Active Program:** We had 99 Renew Active pass holders visit the Club in August, with 7 new members joining through this program this month.
- Member Engagement and Facility Usage:** August saw 1,967 unique member visits, meaning approximately 70% of our total members actively used the facility during the month. This is not only above industry averages but also a testament to our member engagement efforts. While it is on the lower end of our internal benchmarks, this trend typically follows seasonal patterns, and we anticipate a resurgence in member activity as the weather cools and our fall programming ramps up toward the end of September and into October.
- Community Outreach:** Club staff offered some outdoor Pop-Up Fitness events for the community in August:
 - August 2 – Yoga at Hideaway (20 in attendance)
 - August 14 – Yoga in the Park at Fabbrini (6 in attendance)
 - August 7 – Family Zumba at Southridge (55 in attendance)
- Facility Rentals:** Rental activity was much slower this August due to the floor refinishing project that started on August 12. However, we still hosted:
 - 16 volleyball rentals
 - 2 camps
 - 5 pickleball classes
 - 2 pickleball court rentals

- **Fitness Team Initiatives:** August was a critical month for our fitness team as they reviewed and refined the group fitness schedule for the remainder of the year. In preparation for the fall and winter seasons, we conducted instructor auditions for potential new classes, ensuring we remain responsive to member feedback and demand. The team's proactive approach positions us well for a successful rollout of fresh, engaging offerings later this year.
- **Equipment Upgrade:** We are excited to announce that The Club received the first shipment of our equipment order in August. A new Smith machine, Peloton rower, Peloton Bike, two incline trainers (treadmills w/steep incline), Stairmaster step mill, and several storage units. We will be placing a final equipment order next month that will include an additional selectorized pectoral fly machine, and some much-needed aqua class accessories.

Ice Department

Ice

- We hosted the Super Series Ice Breaker Tournament 9/6-9/8 which brought in high level teams from across the country totaling over 50+ hours, they were very pleased and would like us to host the tournament again next year.
- Rink 1 was installed and is back up and running for fall season.
- Hosting a Back to Hockey event in our back parking lot for the Timberwolves hockey club on 9/14.
- Starlights hosted their skating camp with us in late August totaling 16+ hours.

Public Skate

- Pink the Rink sponsored by Ascension is set for 10/6. This will be a breast cancer awareness themed public skate with a portion of proceeds going to charity.
- Public Skate sessions for fall will be consistent on Sundays moving forward to help grow our programming.
- (3) Public Skate sessions for August totaling 178 patrons

Figure Skating

- We are hosting the Illinois Grand Prix award ceremony October 5th with the top skaters in the state attending.
- Putting on a Pink the Rink Exhibition, which will feature performances from our competitive skaters and our Hoffman Skating Academy teams.
- The Fall 2024 session currently has 243 skaters (classes start week of 9/9) compared to 294 from 2023
- We had a successful Try Figure Skating For Free event on 8/24 with 60+ kids.

Hockey

- Wolf Pack Evaluations were completed in early September and teams have been finalized (7 Wolfpack teams + 2 Wolverines teams)
- Held a Try Hockey For Free event in August with 75 participants

- New hockey class added, cross ice games & skills, to help transition kids from development to our team programs

Hockey Classes	2024	2023
Jr Wolf Pack (Level 1)	40	19
Jr Wolf Pack (Level 2)	25	46
Jr Wolf Pack (Level 3)	13	New Class for 2024

Hockey League	2024	2023
Mites	17	32
Squirts	17	29
Peewee	36	26
Bantam	13	15
Midget	17	20
U12 Wolverines	16	15
U16 Wolverines	17	16

C&M DEPARTMENT:

August C&M Production Metrics

- 9 Integrated Campaigns: Find Your Fun Fall Programs & Events, HOTT Theater (Oliver & Nutcracker), Little Stars Registration & Open House, Swimming Lessons, Gems Dance Recital, Pink the Rink, Platzkonzert, Public Skate, and Pumpkin Splash.
- C&M also continued executing existing marketing campaign tasks for men's Baseball, Basketball, and Pickleball, and the Summer Find Your Fun Events in addition to facility signage project needs.
- 74 C&M production tasks; 68 production sub-tasks

August Email Performance Metrics

Email Campaign Name	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
TH_All Things Fun! 8/29/24	44.02%	1.15%	0.34%	0.11%
TU What's Happening_8/27/24	35.87%	0.97%	0.30%	0.10%
TH_All Things Fun! 8/22/24	36.24%	1.75%	0.20%	0.06%
TU What's Happening_8/20/24	42.75%	1.07%	0.09%	0.07%
TH_All Things Fun! 8/15/24	34.66%	0.92%	0.04%	0.07%
TU What's Happening_8/13/24	38.39%	1.53%	0.02%	0.09%
TH_All Things Fun! 8/8/24	34.73%	2.04%	0.05%	0.08%
August 50+ Newsletter	65.61%	1.16%	0.00%	0.09%
TU What's Happening_8/6/24	41.85%	1.88%	0.02%	0.13%
9 email Campaigns Sent in Aug	41.57%	0.12%	0.12%	0.09%

August Social Media Performance Metrics:

Total social media activity across Facebook, Instagram, LinkedIn, & Twitter = 190 posts, reels, and stories (up 1%)

- **Facebook:** Reach 42.1k (up 25.8%), interactions 495 (down 46.8%), 456 link clicks (up 46.2%)
- **Instagram:** Reach: 3.3k (up 32%), interactions 189 (down 51.2%), 44 link clicks (up 1.4k%)

Highest Organic Engagement/Interactions (The most popular posts)

A Facebook post sharing a photo of the M.O.R.E van and Scooby at the Community Car Show put on by the Hoffman Estates Chamber of Commerce was popular. The post organically reached 2,332 people and had 2,369 impressions, and 15 interactions (link clicks n/a).

Hoffman Estates Park District
Published by [Brian Wright](#)
August 17 at 4:56 PM · 🌐

Excited to be at the Community Car Show at the Barrington Square Mall parking lot. Close to 100 unique vehicles and classic cars. We're here until 8pm. Come check out the M.O.R.E. van.

See insights and ads [Boost](#)

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Highest Paid Reach

A Facebook post on the last day to register for Men's Softball was boosted for one day. The post reached 13,431 people in total (12,838 thru the paid boost) and had 17,901 impressions, and 33 interactions (160 link clicks)



The image shows a Facebook post from Hoffman Estates Park District, published by Felicia Kranz on August 12. The post is a promotional announcement for the Adult Men's Softball League. The text of the post reads: "HURRY! TODAY IS THE LAST DAY TO REGISTER for our Adult Men's Softball League!" followed by details: "When: Monday evenings", "Where: Cannon Crossings", "Cost: \$775 per team (due by August 19th)", and "Season: August 26th - October 14th". It also includes a call to action: "Top 2 teams get a sweet payout! 🍷 Don't miss out—gather your buddies and sign up now at this shortened link: <https://t.ly/JCp5r1>". Below the text is a photograph of a player in a light blue jersey with the number 36, wearing a white cap and holding a softball. The bottom of the post features the "heparks.org" logo and the text "Ages 18+ ADULT MEN'S SOFTBALL LEAGUE". At the very bottom, there is a "WebTrac Activity Search" widget with a "Sign up" button and a small information icon.

August Outreach

We brought the M.O.R.E. (Mobile Outreach Recreation & Education) Van to Enclave Apartments and Barrington Lakes neighborhoods . Rec Staff engaged with the community on Jan 6 for National Night Out



Scooby at HEParks @HEParks_Scooby · Aug 21

...

★ Enclave Apartments, we brought the park district to you! We enjoyed a day of crafts, bubbles, food, and endless fun with HEParks. Thanks for being part of the excitement! 📷 #HEParks #CommunityOutreach #FunForAll



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🔄 Scooby at HEParks reposted



HEParks @HEParks · Aug 1

...

We're happy to share how the HEParks M.O.R.E program brought joy to the Barrington Lakes neighborhood yesterday! ✨ Our day was filled with chalk, crafts, and more, offering families the chance to enjoy activities and spend time together. A heartfelt thank you to everyone!

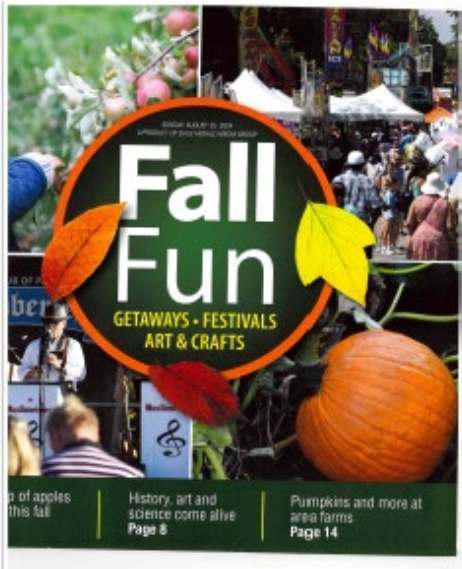


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August News

Fall Fun Daily Herald Insert August 25, 2024

As part of our Integrated campaign for Fall Fun Programs and Activities, we placed a full-page Ad and Advertorial in Daily Herald's Fall Fun brochure distributed the last weekend in August:



FIND YOUR FUN | FOR MORE INFORMATION, VISIT US: heparks.org
 AT HOFFMAN ESTATES PARK DISTRICT

ALL EVENTS AT HEPARKS

Community Garage Sale
 Sunday, September 7 | 9a-3p | Seascope
 The perfect time to declutter, swap and connect with neighbors.

Pumpkin Splash
 Friday, October 6 | 1p-3p | The Club
 Get in on our pumpkin patch to test samples of your own.

Straween Beach
 Friday, October 12 | 10a-11:30a | Triphike Center
 Enjoy 1-2-Come dressed in your costume and enjoy pumpkin decorating, games, crafts, snacks, and more!

Sk the Skins
 Friday, October 6 | 11:30a-1p | FC Ice Arena
 An exciting event to support Breast Cancer Awareness.

Haunted Hoffman
 Saturday, October 19 | 6a-2p | Feltshire Park
 Come dressed in your costume. Don't miss the Trick or Treat Path with all of your favorite characters!

Pumpkin Climb
 Saturday, October 26 | 1p-3p | The Club
 Collect treats and prizes as you ascend up the wall!

Sprooky Skats
 Saturday, October 27 | 11:30a-1p | FC Ice Arena
 Watch your Halloween costumes on the ice and glide into a fun Skat at Hoffman with Skates and Skates!

Holiday Craft Fair
 Saturday, November 16 | 10a-3p | Triphike Center
 Start your holiday shopping with local crafts here at Hoffman! Admission is FREE for all shoppers.

Hoffman Estates Park District offers top-tier fun, venues

... (text continues) ...

IRONWOOD

... (text continues) ...

Online Daily Herald August 23, 2024

<https://www.dailyherald.com/20240823/submitted-content/the-hoffman-estates-park-district-heparks-will-host-an-open-house-for-its-little-stars-child-care/>

Open House at HEParks' Little Stars Child Care Program-

Posted August 23, 2024, 12:50 pm

Submitted by Hoffman Estates Park District



Hoffman Estates Park District's Little Stars Child Care Program at Triphahn Center, will host an open house from 9-10 a.m. on Sept. 7. *Courtesy of Hoffman Estates Park District*

The Hoffman Estates Park District (HEParks) will host an Open House for its Little Stars Child Care Program from 9 to 10 a.m. on Saturday, Sept. 7, at the Triphahn Center, 1685 W. Higgins Road, in Hoffman Estates.

Parents of children ages 3-5 can explore the program and discover how Little Stars prepares children for success in kindergarten.

HEParks' Little Stars program offers a full-day preschool experience designed to support the social, emotional, cognitive, and physical development of young children. The curriculum is rooted in play-based learning, encouraging problem-solving, creativity, and social skills through a variety of daily activities, including art, music, math, science, and group discussions.

"Our Little Stars program is crafted to ignite a passion for learning in every child," said Natalie Wood, Early Childhood Program Manager at HEParks. "We focus on each child's individual growth, ensuring they are ready to shine in kindergarten and beyond. The Open House is a chance for families to see how we nurture and guide young learners."

August Website Performance Metrics:

Website Snapshot: 19k users visited the website in August with (64.8% on mobile, 34.2% on desktop, 1% on a tablet). The majority 18K were NEW visitors with 50K sessions.

Top 10 Visited Pages:

Pages and screens: Page title and screen class		Custom		Aug 1 - Aug 31, 2024		1-10 of 3679	
Plot rows	Search...	Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events
		↓				All events	All events
<input type="checkbox"/>	Total	129,757 100% of total	19,460 100% of total	6.67 Avg 0%	2m 21s Avg 0%	362,901 100% of total	1,789.00 100% of total
<input type="checkbox"/>	1 Hoffman Estates WebTrac - Splash	31,365	3,251	9.65	27s	63,872	0.00
<input type="checkbox"/>	2 Hoffman Estates WebTrac - WebTrac Activity Search	28,886	6,473	4.46	2m 31s	86,156	0.00
<input type="checkbox"/>	3 Hoffman Estates Park District - Gold medal awarded parks, programs, and facilities	9,761	5,398	1.81	32s	31,865	1.00
<input type="checkbox"/>	4 Seascope Family Aquatic Center - Hoffman Estates Park District	4,025	2,629	1.53	49s	15,902	0.00
<input type="checkbox"/>	5 Hoffman Estates WebTrac - Login	3,963	1,710	2.32	27s	11,031	0.00
<input type="checkbox"/>	6 Hoffman Estates WebTrac	3,321	1,286	2.58	25s	8,905	104.00
<input type="checkbox"/>	7 Hoffman Estates WebTrac - Shopping Cart	2,723	1,201	2.27	38s	7,081	0.00
<input type="checkbox"/>	8 Explore Programs - Hoffman Estates Park District	2,437	1,460	1.67	27s	5,990	0.00
<input type="checkbox"/>	9 Hoffman Estates WebTrac - Checkout	1,684	1,030	1.63	1m 26s	6,180	1,684.00
<input type="checkbox"/>	10 Hoffman Estates WebTrac - Checkout Confirmation	1,457	961	1.52	35s	3,206	0.00

Acquisition of (unique) visitors by channel:

The majority of website visitors reach us through a web search like Google or they type in our website directly or click on a link in an email campaign.

Session primary...Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	
	↓					
<input type="checkbox"/>	Total	49,649 100% of total	22,142 100% of total	44.6% Avg 0%	55s Avg 0%	7.31 Avg 0%
<input type="checkbox"/>	1 Organic Search	28,718	13,289	46.27%	1m 03s	7.62
<input type="checkbox"/>	2 Direct	12,582	5,548	44.09%	39s	6.43
<input type="checkbox"/>	3 Email	5,409	1,978	36.57%	37s	6.00
<input type="checkbox"/>	4 Referral	3,996	1,149	28.75%	44s	6.05
<input checked="" type="checkbox"/>	5 Organic Social	509	281	55.21%	36s	7.10
<input type="checkbox"/>	6 Paid Social	249	44	17.67%	10s	5.22
<input type="checkbox"/>	7 Unassigned	184	0	0%	1m 29s	7.79
<input type="checkbox"/>	8 Paid Other	84	23	27.38%	6s	4.43

BRIDGES OF POPLAR CREEK

- Created new slides for lobby TV promoting upcoming events, weddings, The Club monthly promo, etc.
- Attended Chamber/SBA events to promote the golf course, Toptracer Range, golf outings and events
- Created new posters, tabloids, and flyers to promote golf lessons, Toptracer Range, and other 2024 events
- Designed and scheduled marquee images for golf outings, and events
- Took various photos to build “asset library” for future digital and print promotions
- Negotiated a better contract with The Knot to promote wedding receptions
- Created marketing materials/promoted Yappy Hour and Oktoberfest



Created/scheduled email blasts:

DATE	EMAIL MAIN SUBJECT(S)
8-2-24	Shotgun Start 8-5-24
8-5-24	Yappy Hour 8-10-24; TTR Fall Couples League; Live Music; Golf Lessons; Jr. & Family Golf
8-6-24	TaylorMade Fitting Experience 8-20-24
8-9-24	TaylorMade Fitting Experience 8-20-24 (2nd Notice)
8-10-24 14-24	Yappy Hour; TTR Fall Couples League; Live Music; Shotgun Start 8-
8-13-24	TaylorMade Fitting Experience 8-20-24 (3rd Notice)
8-13-24	Yappy Hour; TTR Fall Couples League; Live Music; Fall PGA Jr. League
8-17-24	TaylorMade Fitting Experience 8-20-24 (Last Chance)

8-21-24	Shotgun Start 8-23-24
8-25-24	Shotgun Start 8-28-24
8-29-24	Yappy Hour 9-14-24; Fall PGA Jr. League; Oktoberfest

THE CLUB

- Designed September promo, and referral marketing collateral (digital and print)
- Attended Chamber/SBA 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
- Promoted Teen Pickleball and Rock Climbing classes
- Started the process of redesigning pool signage to better match our brand



OTHER

- Setup booth and represented the HEParks at the H.E. Chamber’s Community Car Show
- Coordinated with the VOHE on their upcoming Restaurant/Fun Activities Guide
- Represented HEParks and provided event/program details at H.E. Chamber Board meeting
- Contributed ideas/insights as a member of the H.E. Chamber Golf Outing committee
- Attended weekly C&M meetings with Rec marketing