

To: Park Board Commissioners

From: Executive Director Reuter and Senior Leadership Team

Date: October 23, 2020

Re: WEEKLY MEMO

Dates to Remember:

Date	Event	Time
October 9	CAPRA Kickoff Meeting	10am
October 15	Diversity Lunch and Learn	12pm
October 21	PDRMA Health Webinar – Open Enrollment	10am
October 22	Fun Squad Meeting	11am
October 23	Days Off Club, SRC	6:30am-6:30pm
October 28	Forever Young Halloween Luncheon, FVRC	12pm-2pm
October 31	Youth Trick or Treat Trail, Red Hawk Park	12pm-4pm
November 2	Locker rooms to reopen, FVRC	All day
November 2	Fountain View to remain open all day, FVRC	All day
November 6	Super Smash Brothers Tournament, FVRC	6-8:30pm
November 6	Youth Dodgeball League, SRC	6pm-9pm
November 7	Indoor Youth Soccer League, SRC	9am-5pm
November 8	Youth Basketball League, SRC	9am-5pm
November 10	Forever Young Bingo, FVRC	10am-11am
November 18-19	Preschool Indoor Field Days, SRC	9am-12pm
November 20	Forever Young Thanksgiving, FVRC	11:30am-2pm
November 21	Teenie Weenie Thanksgiving, FVRC	10am-12 pm
November 24	Middle School Mingle, FVRC	7pm-9pm

Strategic Goal and Initiative #1

Take Care of What We Have

- Facilities Manager compiled a detailed master list of all fire extinguishers in all buildings, with corresponding numbers on a map to assist in annual fire extinguisher checks.
- Entered into Preventative Maintenance Agreements for all overhead doors in the District’s parks and facilities. This is a cost savings measure saving approximately \$700 annually.
- Staff is working on pricing the vehicles identified for replacement and/or trade in. Staff is using Sourcewell and a local vendor for pricing.
- Parks
 - Staff installed a bench at Veterans Memorial Plaza.
 - Local permits were obtained and staff is preparing to complete controlled burns at Jan Smith Park, Slepicka Park and 280 Kuhn for the fall season.
 - Replaced cracked steps at Jirsa playground.

- Community Park shelter and washroom roofs have been completed. Complete tear off, some sheeting replaced and new asphalt shingles installed.
- Red Hawk Park soccer fields rolled, air-vated, slit seeded; top soil and over-seeded bare spots.
- McCaslin outfields have been devastated by chinch bugs. Staff will rent a de-thatcher to clear out the dead grass, top soil will be added and everything over seeded. Additionally, all outfields have been rolled, air-vated, and slit seeded.

Strategic Goal and Initiative #2

Improve Financial Position

- Improve fund balances to reach targeted levels
 - 2020 Property Taxes distribution of \$122,955.25 received on October 8. To date we have received 98.6% of budgeted taxes (\$9,167,679.08). Last year at this time we had received 99.6% of budgeted revenue (\$8,999,216.36).
 - 2020 Personal Property Replacement Taxes distribution of \$11,875.19 received for August and September. To date, we have received 105% of budget (\$81,870.08). Last year at this time we had received 126.7% of budget (\$91,240.37).
- 2021 second budget draft has been submitted with a 'balanced' plan for the coming year. Directors are now reviewing the proposed budget.
- Family Special Events – Egg-tober secured \$250 sponsorship from Joe Cotton Ford, \$150 sponsorship from Superstar Karate and Jerry Evan School of Music.
- Family Special Events – Haunted Adult Only Golf - Secured \$300 sponsorship from Village Tavern (this was redirected from previous Bunnies and Brews adult event) and secured \$250 sponsorship from Smile Doctors Braces by David J. Allen and \$250 sponsorship from Joe Cotton Ford.
- A wedding reception was held on October 10 at Fountain View. Church rentals continue to go smoothly at both facilities and phone inquiries for future rentals are starting to increase. Total rental revenue for this reporting period is \$2,209.
- Home Plate concessions continues to be open for inter-league games. There was \$4,560 in revenue from October 5 - 18, 2020.
- Coyote Crossing Mini Golf revenue for October 5 - 17, 2020, was \$4,592.50. This includes the Adult only Haunted Golf event revenue which was \$619.25 which includes both admissions and concessions. There were 78 golfers. The course was decorated and lighted to provide a spooky experience for the golfers. Park district employee volunteered, and some of their families, roamed the course and provided a "haunted" experience. Concessions and alcohol, was available for purchase.



Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- A new touchscreen monitor was installed at the front desk at Simkus on October 9 so patrons can access the Digital Guide.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- Students at CCSD93 and District 25 continue to return to in-person learning, grade by grade. The ActivKids program is adapting to the changing schedules of our participants by providing childcare for kids on their fully remote days and partial in-school days.
- Supporting Rise of Online Registration - 69.97% of customers registered online for Fall Registration. Percentage increase 4% from the last report (October 4).

Season	Front Desk Enrolled	Online Enrolled
Winter 2021	1	2
Fall 2020	646	1,505
Spring 2020	55	105
Summer 2020	230	1,438
Winter 2020	2,066	2,098

- Viewer Demographics
 - Interests (October 4 to October 19) - interests based on top pages visited on the digital guide and cspark.org are: Fitness, Sports, Mini Golf, and Swimming. Since the last report Tell Me More About Fountain View Fitness and Swimming moved into the top 10 (note both pages were linked with home page buttons and banners).

Page Title	Pageviews	% Pageviews
1. Online Services	8,011	33.43%
2. CSPARKS.org Carol Stream Park District	2,916	12.17%
3. Fitness Center Carol Stream Park District	900	3.76%
4. Youth Sports Carol Stream Park District	722	3.01%
5. Group Fitness Carol Stream Park District	675	2.82%
6. Checkout	664	2.77%
7. Coyote Crossing Mini Golf Carol Stream Park District	659	2.75%
8. Adult Softball Leagues Carol Stream Park District	503	2.10%
9. Tell me more about Fountain View Fitness Carol Stream Park District	473	1.97%
10. Confirmation	412	1.72%

Page Title	Pageviews	% Pageviews
1. Digital Guide - Digital Guide	1,534	47.14%
2. Elementary - Digital Guide	293	9.00%
3. Sports - Digital Guide	154	4.73%
4. Adult - Digital Guide	150	4.61%
5. Senior - Digital Guide	129	3.96%
6. Toddler - Digital Guide	110	3.38%
7. Fitness - Digital Guide	105	3.23%
8. PreK - Digital Guide	77	2.37%
9. Gymnastics - Digital Guide	76	2.34%
10. Swimming - Digital Guide	74	2.27%

Strategic Goal and Initiative #5

Develop Parks and Facilities

- In coordination with the Board of Commissions Parks Committee, staff will begin securing RFP's or RFQ's to hire a consultant for the master plan of Community Park.
- Two proposals have been secured for Coral Cove Water Park's thorough assessment. Once the third proposal has been obtained the Director of Parks & Facilities will present the information to the Executive Director.

Strategic Goal and Initiative #6

Foster a safe and welcoming environment

- On November 2 the locker rooms upstairs and downstairs at Fountain View will be re-opened. Safety procedures including cleaning and sanitizing are being detailed now to keep all patrons safe.
- Signage is being installed at FVRC and SRC which illustrates the proper, and improper way to wear a face covering (IDPH illustrations were used). Signs include language that non-compliance will result in guests being asked to leave the facility.
- Superintendent of Recreation created a survey on senior programs and services in order to analyze what other agencies are currently offering for their communities; 25 responses were received. We are in line with other agencies on the following: 80% of districts are not currently offering day trips, 56% are running special events/luncheons, 48% are offering virtual programs, and 28% have an activity box available for registration. Classes specifically for seniors are offered at 67% of districts, which is something we will consider for the future.

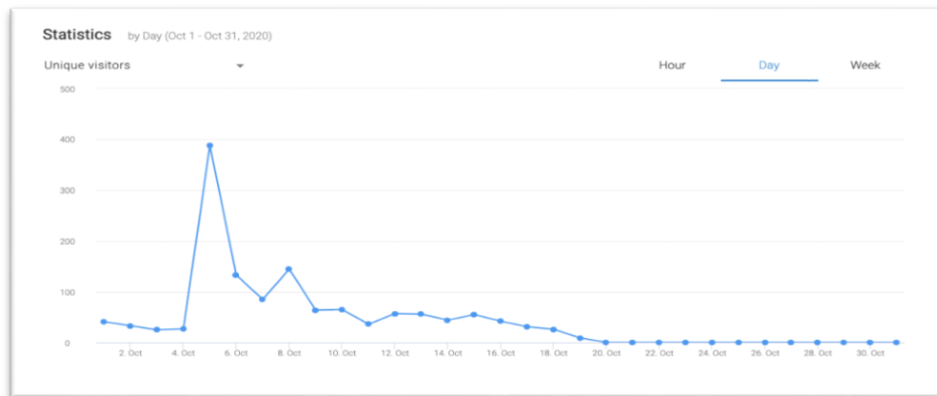
Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2020 - YTD	2019 - YTD
Group Fitness Member Challenge	78	n/a
Remote Learning Program	22	n/a

- Registration, Fitness, and Recreation staff have been working together to begin on-line fitness membership sales. We believe this will capture the market for spontaneous sales, as well as attract customers who don't want an in-person registration experience. We plan to go live with fitness memberships by November 15.
- Registration and Marketing staff continues to explore Text Messaging features available with the Active Net Registration System, and best uses for the 'text only' feature.
- Marketing staff has drafted a "Digital Marketing Plan" for senior staff review.

- Digital Guide: Marketing staff populated with November and December programs. New Campaign (Digital Guide Update November and December Sports, Event, Programs added). Eblast announcement sent October 5, and within one hour we received 76 new subscribers! Spikes in visitors to the digital guide correlated with an email, web banner, button and blog on cspark.org home page (388 visitors). Another spike when email was resent, October 8 (145 visitors).



- Digital Guide survey sent to recreation and registration team staff to solicit feedback on the internal process of collecting data for guide production. Results will help improve the process.
- Campaigns
 - Here are the analytical results of our latest campaigns and which tool was most popular with our customers (*email, social media, signage, etc.*)
 - CCMG Spooky Golf - the weekend of October 10-11 had terrific weather and the facility brought in \$2,178. The week of October 12-16 brought in \$545 due to weather. Supervisors report that visitors learned of Spooky Golf via Facebook and word of mouth.
 - Vandalism
 - ActivKids Days Off Club October 12 - 100% saw our ads – email.
 - Adult Only Haunted Golf - Facebook live video the evening of the event reached 3,145 viewers.
 - Egg-tober, Coyote Crossing Mini Golf - 55.37% saw our Facebook ads.
 - October Fitness Member Challenge - 42.31%% saw our ads - word of mouth interest from 28 people.
- Email/Newsletters
 - Forever Young email newsletter has been ‘refreshed’ with a new design. Ads and buttons link directly to registration, and link segmentation was incorporated.
 - Executive Director ‘starred’ in the CSPD “We are Open” video to help our residents and customers understand we are open for business! Multiple posts were scheduled for District’s Facebook, three on Fountain View Fitness, all nine on park district main page.

- **Contacts Growth**

Email Lists that customers subscribe to	Contacts to Date	Notes
Digital Guide <i>Email: 23% opened, 13% clicked</i> (October 4 to October 19) <i>Unique Visitors 1,202</i> <i>Total Visits 1,335</i> <i>Total Page Views 3,382</i>	1,673 ↑213	Guide updated for additional October programs and November/December programs. Eblast sent October 5. At the time there were 1460 subscribers.
Park District News	4,704 ↑11	Sign-up Form added to csparks.org main navigation.

- **Lead Growth for Fountain View Fitness**

Form filled out by customers for more information	Contacts Since Start of Promo	Notes
Fitness - New Member Interest Form - Tell me more about Fountain View Fitness!	28 ↓10 since last month ↓1 since Oct 2019	<i>Form linked with website banner, homepage button, call to action button on fitness pages, email</i>

- The ActivKids Remote/Hybrid Learning program continues to grow with 22 individual children attending various days throughout the week.
- We are hosting new Lacrosse classes starting in November at Fountain View. Sneak peek opportunity we are hosting a free trial day Sunday, October 25 at Hampe Park.
- The Athletic Supervisor and Division Manager attended an IPRA Athletics meeting to discuss basketball and other indoor programming to see what other districts are planning for programming.
- Travel Basketball is hosting a basketball camp at Fountain on Saturdays through December, and currently there are approximately 120 participants. DCEO All Sports Policy is being followed.
- Preschool classes went on a field trip to Hampe Park. Participants explored nature and played outside.



- The new special event Egg-Tober was held at Coyote Crossing Mini Golf on October 17 from 10am-12:30pm, with 125 children participating. Groups of 25 children hunted for candy eggs throughout the decorated course.

- The last Parking Lot Bingo of the season was held for Forever Young at Armstrong Park on Tuesday, October 13. There were 7 participants in attendance.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Marketing staff provided training for the Gymnastics Coordinator on how to use Constant Contact template for Springers Gymnastics Team newsletter. Besides giving it a professional appearance, we can now incorporate the District's brand to the communication piece.
- Registration Manager provided training for the Community Relations Supervisor on using the Active Net Registration System to enter and monitor Fitness Center Corporate Memberships.
- The Diversity Lunch and Learn was attended by 16 employees on October 15. Good conversations were had and Senior Leadership will use this information to determine our next steps with additional Diversity Training.
- Administration and Recreation staff worked together to create Emergency Cards for each of the program rooms and gyms at SRC and FVRC so part time staff and Independent Contractors know who to contact and what to do in the event of an emergency.
- Superintendent of Human Resources completed the compensation information for the 2021 Parks and Recreation Compensation Survey. The study is conducted in cooperation with IPRA, and as a participant, the District will receive the results at no cost.
- Recreation Supervisor held a monthly training with fitness desk and floor staff on Sunday, October 18.
- Recreation Supervisor hosted virtual aquatic roundtable on Thursday, October 22 with other aquatic professionals.