



To: Park Board Commissioners
 From: Executive Director Rini and the Senior Leadership Team
 Date: August 19, 2024
 Re: WEEKLY MEMO

Dates To Remember:

Date	Event	Time
August 18	Adult Trip, Galena	8am-7:15pm
August 19-25	Fitness Free Week	All Day
August 20	Last Day of Awesome Adventure Camp, SRC	9am-4pm
August 21	First Day of Actikids Before & After School Care, D93 Schools	6:45am-6:30pm
August 21	Adult Trip, Four Winds Casino	8:15am-6:30pm
August 21	Mommy & Me Stroller Fitness Pop up class	9:30am
August 22	Preschool Meet the Teacher, SRC	4-6pm
August 24	Fitness Fun Class: August Summer Send Off Celebration	9:30-10:30am
August 26-31	Simkus Center Shut Down for Annual Cleaning	
August 26	Community Park Grand Reopening	6:00pm
August 28	Into the Woods Theatre Auditions, FVRC	4:30-7:30pm
August 31-Sept 2	Putt Putt Palooza, CCMG	All Day
August 31	Pup & Putt, CCMG	All Day
September 1	Margarita Ville, CCMG	All Day
September 2	FREE Snow Cones, CCMG	All Day
September 3 - 4	First Day of Preschool	9am-2:45pm
October 26	Trick-or-Treat Trail, Red Hawk Park	12-2pm

Strategic Goal and Initiative #1

Take Care of What We Have

- Web Blogs / Press Releases with shares to social media
 - Pleasant Hill Park Community Input Meeting
 - Join the Park Board
 - Community Park Grand Re-opening
 - Recognizing 55th Anniversary of Apollo Moon Landing
- Press Releases
 - Seeking Commissioners
- FVRC Annual Cleaning took place last week. Indoor Pool was replastered; lower locker room floors were replaced; entire building received a thorough cleaning. We kept the locker rooms closed for an additional week to follow manufacturer’s warranty requirements.
- SRC Annual Cleaning begins next Monday.

Strategic Goal and Initiative #2

Improve Financial Position

	2024 - YTD	2023 – YTD
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Adult Trips	\$36,492	\$18,947
Awesome Adventure Camp	\$290,765	\$259,858
CCMG Concessions	\$4,267	\$3,817
CCMG Daily Admissions	\$55,864	\$52,322
CCMG Group Outing	\$6,295	\$2,938
CCMG Rental	\$1,970	\$1,825
Concessions	\$355,406	\$305,591
Corporate Memberships	\$71,933	\$75,540
Dance	\$79,628	\$73,036
Early Childhood Programs	\$18,263	\$6,023
Family Special Events	\$22,825	\$19,830
Fitness Daily Admissions	\$14,580	\$15,987
Fitness Memberships	\$438,233	\$441,919
Fitness Programs	\$6,188	\$3,517
FVRC Rental	\$81,130	\$74,456
Indoor Pool FVRC Rental	\$2,080	\$925
Outdoor Adventure Camp	\$119,911	\$85,647
Park Shelter Rentals	\$12,015	\$11,278
Personal Training	\$13,702	\$21,887
Springers Gymnastics Team	\$54,582	\$51,457
Theatre	\$76,895	\$76,293

- 2024 Property Taxes:
 - Current Year Allocations: YTD \$5,911,829.57, representing 53.6% of budget.
- 2024 Personal Property Replacement Taxes:
 - 2024 YTD \$113,450.20, representing 64.8% of budget/.
- Sixteen New members have taken advantage of the \$0 Fitness Enrollment that began on July 24. The special runs through Sept 2.
- Four clients have taken advantage of the Personal Training Special that ran July 24 – Aug 9.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- The Registration Manager helped the Recreation Supervisor create a multi-person discount for programs that want to offer discounts for siblings. The instructions have been sent to the Recreation Superintendent for future use.
- Active Net did last minute maintenance to fix issues from the Microsoft outage on July 22 from 8pm – 7am. This affected access to Active Net on the staff and customer side. No registrations were processed during this timeframe.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- On August 4, the Carol Stream Park District participated in the Charity Dog Event with a promotional table to promote Bark Park memberships and Dog Training Lessons. Signage advertising Park District programs and facilities was onsite. Dog print tattoo station was set up for children to participate in.
- There are four Garba rentals booked at Fountain View during September and October; anticipated revenue is \$12,500.

Strategic Goal and Initiative #5

Develop Parks and Facilities

- Staff is working with a company call KUVRR to explore the option of converting the doors at Simkus Recreation Center to a keyless swipe card entry. A proposal will be reviewed by the Senior Leadership Team.

Strategic Goal and Initiative #6

Foster a Safe and Welcoming Environment

- The Marketing Team produced a public service video reminding parents to make sure their children lock their bikes when parking them at Coral Cove. The video can be seen at: <https://www.facebook.com/reel/971443224730730>
- On August 6, the Carol Stream Park District participated in National Night Out. The promotion table highlighted upcoming events, programs, sports teams and leagues, fitness promotions and our facilities. We also provided Gaga Ball and a bubble station to all attendees. It's estimated that hundreds of patrons stopped by our tent.



Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2024 - YTD	2023 - YTD
Adult Trips	810	479
Awesome Adventure Camp	2,840	2,658
Before & After School Care 2024-2025	599	732
CCMG Daily Admissions	10,589	10,175
Corporate Memberships	361	402
Fitness Registration-Based Classes	63	82
Group Fitness Classes	18,060	13,188
Outdoor Adventure Camp	1,092	566
Preschool	133	127
Total Fitness Memberships	1,593	1,373
Walking Track Memberships	251	229

- Participation numbers in popular group fitness classes continues to average over 9 participants per class. July Fitness Fun Class “Flamenco Fusion” was a success, bringing in 20 participants.
- The 500 Mile Challenge began on January 1 and has 137 members participating. 6 members have completed 500 miles.
- The July member challenge asks members to complete 50 miles in 30 days during the month of June. We had 61 members participating. The winner received a \$50 Target gift card.

- A diverse selection of registration based classes continue to be of interest with 63 participants in Better Balance and Fall Prevention, Martial Arts Conditioning, Relax and Roll, Speed & Agility Training, and three Train for 5K! classes. This is an increase from only 38 class participants in classes offered in 2023. The 44 additional participants in 2023 were registered for the Zumba Party Charity Event which did not take place in 2024.
- Adult Mini Golf League:



- Summer Theme Nights at Coyote Crossing Mini Golf



- Shrek Jr performed four shows between the two casts on stage at GBN. 1,240 tickets were sold, generating \$13,543 in revenue. The shows also brought in a \$1,643 in fundraising from concessions and merchandise.



- Poms Camp hosted a mini performance at the end of their week.



- Two Beat the Heat Camps were held, one with 29 registrants and one with 19. Participants practiced dance and gymnastics and swam at CCWP.
- The gymnastics program received an equipment donation – a new AirTrack, an inflatable track to boost tumbling skills. This item will benefit team, adult classes, and more advanced classes. It differs from tumble Trak as it is less bouncy, shorter length, and portable - to be used in various locations in the gym.



- Before & After Care currently has 599 registrations compared to 732 this time last year.
- Park Play at Wellington Place had a total of 227 participants with an average of 14 per day. The Community Park location had limited participation, with a total of 31 participants over the summer.



- Summer Preschool ran 9 out of 10 weeks and had a total of 88 participants (an average of 10 per week).



- Kiddie Camp ran 9 out of 10 weeks and had a total of 51 participants (an average of six per week).



- The new Munch & Learn program ran for two weeks and had a total of 10 participants (an average of five per week).



- Little Explorers Adventure Camp ran two weeks and had a total of 16 participants (an average of eight per week). This new camp was held at McCaslin Park.



- Teenie Weenie Carnival took place on July 13 at Simkus Recreation Center. There were 92 registered children with a total of 194 attendees. Activities included a petting zoo, bounce house, obstacle course, balloon artist, face painting, games, and crafts. Popcorn and cotton candy were served.



- Awesome Adventure Camp highlights included inflatable bounce house, theatre workshop, Wheel of Wisdom, Taylor Swift Karaoke Party, and Kona Ice treats. Field trips included Kane County Cougars, Sky Zone, Morton Arboretum, Pelican Harbor Water Park, and Rainbow Falls Water Park. The last day of camp is August 20.



- Outdoor Adventure Camp served 192 individual participants this summer, with an average of 73 per day. Highlights from the previous weeks included Olympic week, theme days, and field trips to The Zone, Turtle Splash Water Park, Funway, and Cypress Cove Water Park.



- Fall Registration Now Open
 - PDF GUIDE published July 24
 - Fall postcard delivered to residents and nonresidents the week of July 24
- Eblasts from Constant Contact with social media shares - **43** have been sent since the last bi-monthly report to cover summer and early fall programs, district news, promotions. Last report listed 28. Increase due to new fall season.

- Marketing staff updated Parks Kiosks for the season, along with the display case at Evergreen Elementary School.
- Both marquees have been updated with graphic ads for the fall season. More updates will be made as we create new ads for programs.
- Marketing Manager worked briefly with a realtor who wanted to know about Bierman Park and Heritage Lake; sent him a link to our photo album of the Father’s Day Fishing Derby to showcase the park and lake.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- The Fun Squad organized several staff activities during the week of August 5-9 for “Staff Appreciation Week.” The Annual Mini Golf Outing is still planned for September.

