



To: Park Board Commissioners

From: Executive Director Reuter and Senior Leadership Team

Date: November 6, 2020

Re: WEEKLY MEMO

**Dates to Remember:**

<b>Date</b>	<b>Event</b>	<b>Time</b>
November 9	Personal Training / Member Appreciation Night, FVRC	5-7pm
November 10	Forever Young Adult Bingo, FVRC	10-11am
November 16	Online Membership registration opens, FVRC	5am-10pm
November 18 -19	Preschool Indoor Field Days, SRC	9am-12pm
November 20	Forever Young Adult Thanksgiving, FVRC	11:30am-2pm
November 21	Youth Teenie Weenie Thanksgiving, FVRC	10am-12:00 pm
November 24	Youth Middle School Mingle, FVRC	7am-9pm
December 4	Smash Brothers E-Sports Tournament, FVRC	6-8:30pm
December 12	Youth Basketball Skills Competition, FVRC	11am-3pm
December 19	Youth P.I.G. Basketball Competition, FVRC	9am-1:30pm

**Strategic Goal and Initiative #1**

Take Care of What We Have

- FVRC
  - Locker rooms opened to members on Monday, November 2. Disinfecting stations were added, new LED lights were installed.
  - Accessible pool chair was mounted to the pool deck.
  - New fire rated cabinet delivered and installed.
- SRC
  - New fire rated cabinet delivered and installed
  - Reset timer for parking lot lights.
- PARKS
  - Cambridge Park - replaced 3 sets of stairs on the playground equipment. All parts were covered under warranty from the manufacturer.
  - All water throughout the park district was turned off and winterized for the season.
  - Replaced a vandalized dedication tree at Armstrong Park.
  - Continued the process of selling/trading in vehicles and obtaining backup paperwork to present to the Executive Director in the near future.
  - Hampe Park – secured roofer to replace the roof on the shelter. Work will be completed the week of November 2.
  - Controlled burn was accomplished at Slepicka Park. Also roto-tilled the garden plots.

## Strategic Goal and Initiative #2

### Improve Financial Position

	2020 - YTD	2019 - YTD
Swim Team Conditioning	\$7,148	N/A

- Hosted a pitching camp at McCaslin where college coaches came to evaluate pitchers and catchers. Will be adding 2 pitching camps for 2021.
- Gym Rental revenue for October is \$2,931.
- All field rentals completed this past weekend; field rental revenue YTD is \$91,890.
- The Preschool program had a table at the Trick or Treat Trail and handed candy and flyers out to participants in order to promote enrollment.
- Joe Cotton Ford sponsored \$150 for the Trick or Treat Trail and Smile Doctors Braces by David J. Allen sponsored \$150.
- Staff has completed the final draft of the proposed 2021 Budget. Subsequently the Tax Levy worksheets have also been completed and will be presented to the Board at their next regularly scheduled meeting. We staff will now prepare the formal budget presentation and supporting documentation.
- The District will receive a \$2,061.88 payment as the result of the recent bond refinancing, due to higher than expected interest earnings. The dollars will be deposited into the Bond and Interest Fund.
- The District has replaced its media licensing agreement for display of promotional information on the TV monitors throughout FVRC, and replaced it with a simple PC on a Stick technology. This method is currently used at SRC, and replacing the technology at FVRC results in an annual savings of \$1400.



## Strategic Goal and Initiative #3

### Operate Parks and Facilities Efficiently

- Remote Learning After-Care pick-up will now take place in the building. This process change allowed us to reduce staff by not having to manage outdoor pick-ups.
- Home Plate concessions is now closed for the season. Food supplies and beverages were removed from the stand and equipment was cleaned. Dry goods were reorganized. Pepsi came to winterize the fountain machine. The floor was waxed on October 30, 2020.
- Coyote Crossing Mini Golf is also closed for the season and the facility is being cleaned and prepared for winter.
- Three party rentals had to be cancelled due to the new COVID restrictions which do not allow for more than 25 people to gather.

## Strategic Goal and Initiative #4

### Meet Needs of Changing Community Demographics

- Marketing Team continues to monitor the changing interests, communication, marketing and registration preferences of the District's patrons:
  - Adjusting to the rise of mobile devices; 47.4% of users are viewing our site on a mobile device. Percentage decreased 7% from the last report (October 19).

- Supporting rise of online registration - 60.33% of customers registered online for Fall Registration. Percentage decreased 9% from the last report (October 19).
- Viewer Demographics Interests (October 19 - November 2) - interests based on top pages visited on the digital guide and csparks.org are Fitness and Sports. Since the last report, Trick or Treat Trail, Special Events, Tween moved into the top 10.

Front Desk vs. Online Enrollments		
Season	Front Desk Enrolled	Online Enrolled
Winter 2021	1	5
Fall 2020	1,012	1,539
Spring 2020	55	105
Summer 2020	230	1,438
Winter 2020	2,066	2,098

Page Title	Pageviews	% Pageviews
1. Online Services	7,159	36.85%
2. CSPARKS.org   Carol Stream Park District	2,543	13.09%
3. Fitness Center   Carol Stream Park District	814	4.19%
4. Group Fitness   Carol Stream Park District	635	3.27%
5. Checkout	494	2.54%
6. Trick or Treat Trail   Carol Stream Park District	488	2.51%
7. Youth Sports   Carol Stream Park District	375	1.93%
8. Tell me more about Fountain View Fitness   Carol Stream Park District	319	1.64%
9. Confirmation	304	1.56%
10. Page not found   Carol Stream Park District	265	1.36%

Page Title	Pageviews	% Pageviews
1. Digital Guide - Digital Guide	641	47.62%
2. Elementary - Digital Guide	102	7.58%
3. Sports - Digital Guide	66	4.90%
4. Toddler - Digital Guide	59	4.38%
5. Gymnastics - Digital Guide	54	4.01%
6. Special Events - Digital Guide	51	3.79%
7. Fitness - Digital Guide	43	3.19%
8. PreK - Digital Guide	34	2.53%
9. Tween - Digital Guide	31	2.30%
10. Adult - Digital Guide	29	2.15%

## Strategic Goal and Initiative #5

### Develop Parks and Facilities

- Veterans Memorial Plaza – Marketing wrote press release acknowledging anonymous donor of bench and trees. Shared with Daily Herald's local happenings. Shared to Veterans Memorial Plaza Facebook page with post shares scheduled to our other Facebook pages the evening of Tuesday, November 10, in remembrance of Veterans Day.
- Parks and Facilities Director Hamilton has been working with Wight & Company on a comprehensive Parks Analysis. Staff has a scheduled meeting with Wight & Company on November 4. The project will be completed and presented to the Board of Commissioners in December.

## Strategic Goal and Initiative #6

### Foster a safe and welcoming environment

- Due to Illinois' increasing COVID numbers, we are continuing revise program procedures in all program areas of operations and continued monitoring and redirecting of close contact between participants in particular.
- Locker rooms are now open at Fountain View Recreation Center. Saunas remain closed as per the Phase 4 DCEO Guidelines.
- Signage was created to help welcome fitness members back to the Fitness Locker Rooms! Tent cards were placed in each available locker.



- New A-Frame signage depicting the ‘proper way to wear a face covering has been created and will be installed at SRC and FVRC. Included in the signage is a statement that ‘non-compliance will result in the visitor being required to leave the facility.

## Strategic Goal and Initiative #7

### Highest Quality Recreation Programs & Services

	2020 - YTD	2019 - YTD
Remote/Hybrid Learning Program	22	0
Swim Team Conditioning	89	N/A
November Fitness Member Challenge	27	

- The option to purchase a Fountain View Fitness Membership on line is scheduled to go live on November 15. Registration and Recreation staff have worked together to set up the memberships online. They include: Fitness Individual Monthly and Annual, Fitness Family Additional Monthly and Annual, Fitness Youth Monthly and Annual, Fitness Active Adult (62+) Monthly and Annual, Lap Swim Individual, Lap Swim Family Additional, Lap Swim Glendale Heights Individual, Lap Swim Glendale Heights Family Additional, Lap Swim Winfield Individual, Lap Swim Winfield Family Additional, and Fitness Walking Track.
- Contacts Growth

Email Lists that customers subscribe to	Contacts to Date	Notes
Digital Guide  (October 19 to November 2) <i>Unique Visitors 487</i> <i>Total Visits 547</i> <i>Total Page Views 1,481</i>	1,685 ↑12 since last weekly report	<i>Guide updated for additional October programs and November/December programs. Eblast sent October 5. At the time there were 1460 subscribers.</i>
Park District News	4,735 ↑31	Enews signup promoted in Enews to attract social media readers.

- November Enews and FVF Fit Thoughts newsletters went out week of October 26. November Enews 24% Open Rate. FVF Fit Thoughts 31% Open Rate.
- Leed Growth

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!	45 ↑7 since last month ↑16 since Oct 2019	<i>Form linked with website banner, homepage button, call to action button on fitness pages, email 45 people filled out and 11 became members (24.44% conversion rate)</i>

- The Marketing Department uses a variety of marketing channels to distribute campaigns. Those channels include email, Facebook, Twitter, Digital Guide, Marquee, Web - Banner, Button, Blog, Posting, and Flyers in Virtual Backpacks. Emails sent through Constant Contact are set up to share to various Facebook pages and Twitter feed. We also ask our customers if they have heard about us by word of mouth or referral. Here are the analytical results of our latest campaigns and which tool was most popular with our customers (*email, social media, signage, etc.*).
  - October Fitness Member Challenge - 31.51% saw our ads - word of mouth

- Trick or Treat Trail, Red Hawk Park - 56.52% saw our ads - Website, Online.
  - Forever Young Halloween Luncheon, FVRC - 61.11% saw our ads - Website, Online.
  - ActivKids Days Off Club October 23 - 62.5% saw our ads – Email.
  - Fitness - New Member Promo October - 31.51% saw our ads - Word of Mouth - Interest Form 45 people filled out and 11 became members (24.44% conversion rate).
- The Forever Young Halloween Luncheon was held on October 28 from 12-1:30pm at Fountain View Recreation Center. The event was attended by 18 participants who dined on Rocco Vino's pasta, participated in Halloween trivia and painted pumpkins.
  - Trick-or-Treat Trail was held on October 31 from 12-4:00pm at Red Hawk Park. There were 402 registered participants who trick-or-treated through a social distanced trail. Sponsors and Carol Stream Park District programs hosted 25 treat tables throughout the park.
  - Dance participants celebrated Halloween by having costume week.
  - Remote/Hybrid Learning participants dressed up in costumes and received treat bags on October 30.



- Preschool classes celebrated Halloween on October 29 and October 30. In-person preschoolers wore their costumes to school, watched a Halloween movie, and went on a scavenger hunt. Virtual preschoolers wore their costumes to class.



- Nine local businesses or organizations (Carol Stream Library, Carol Stream Police Department, Carol Stream Parks Foundation, VFW Post 10396 of Carol Stream, Home Depot, Superstar Karate, Jerry Evans School of Music, Dick Pond Athletics, and Andigo Consumers Credit Union) participated in Trick or Treat Trail by having a sponsor table providing candy and/or give-a-ways to the participants. October Member Challenge which took place from October 1-30; there were a total of 78 registrants upon completion.
- Fitness began a new November Member Challenge, Burn the Turkey. Members are challenged to burn 3,000 calories by Thanksgiving for their chance to win a Jewel gift card. A fitness center group goal of burning 200,000 calories is an added segment of this challenge.
- New Lacrosse classes starting in November at Fountain View. A sneak peek free trial day was held on Sunday, October 25 at Hampe Park; 42 participants came out to try the class.
- The Athletic Supervisor met with Winfield and Warrenville Park Districts to discuss the Winter Basketball Season. This meeting was to discuss possible playing options and ways to keep the kids involved during the season under the Winter All Sports Policy.

### Strategic Goal and Initiative #8

#### Highest Quality Staff & Team

- Athletic Division Manager attended a webinar on Certificates of Insurance. Information on how to read COI's and parts to inspect closely were presented.
- Superintendent of Recreation attended the Active Adult Network meeting. Discussion was focused on current programs and service offerings for seniors.
- Recreation staff attended the PDRMA Risk Management Institute virtual training on Using Visual Literacy in Safety as Part of the COVID-19 World.
- The entire part-time Registration Services Staff has been notified that they are not being recalled to work until further notice. The combination of the FVRC Main Service Desk and the Fitness Service Desk has eliminated the need to return additional staff to work.

#### Miscellaneous News You Can Use...

- Competitive basketball suspended due to updated guidelines from IDPH and the Winter All Sports Policy. Competitive Dance, Cheer and Gymnastics were moved to the Lower Risk category.
- IT removed unused workstations at Simkus and FVRC; these stations will be placed into inventory and can be used to replace workstations that fail, or in lieu of pre-emptive scheduled replacements which cost an average of \$7,500.