

**To:** Board of Commissioners

**From:** Chris Quinn, Director of Human Resources & Administration

**Date:** September 8, 2025

**Discussion:** Annual Marketing Report

**Agenda Item #: 6B**

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The Marketing Department will present its annual report and highlight the processes used to support the District's programs, facilities, and events. The presentation will provide analytics related to distribution, communication avenues, and effectiveness. It will also provide an overview of day-to-day, seasonal, and annual processes that support our marketing campaigns.

 **CAROL STREAM** Park District

# MARKETING

Board Presentation - September 2025

# Who is marketing?



## **Carolyn Mondlock**

Division Manager

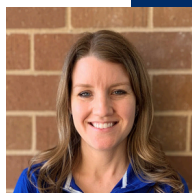
*Written Communication, Public Relations, Distribution (online marketing, e-blasts), Photography Staffing, Advertising & Publicity, Reputation Management, Website, Social Media, Electronic Outdoor Signs, Televisions*



## **Theresa Esposito**

Marketing Manager

*Visual Communication, Campaign Management and new Campaign/Project Design, Activity Guide Management, Branding, Signage, Design & Production, Video Editing, Website, Analytics*



## **Anne Steinman**

Marketing Graphic Design Assistant

*Design & Production, Activity Guide, Campaign Production, Video Editing, Large Format Printing*



## **Emmalena Palermo**

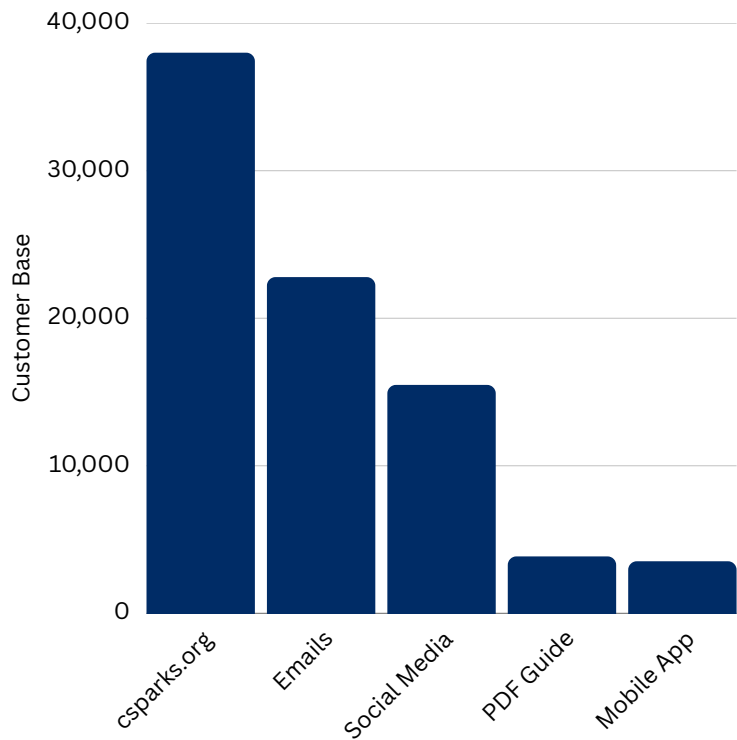
Marketing Assistant

*Distribution, Website, Large Format Printing, Electronic Outdoor Signs, Televisions, Equipment and Supply Storage*



# Digital Customer Base

This order of our primary customer base has not changed since moving to the start of the PDF guide in 2022.



**38,000** **CSPARKS.ORG**  
Avg Quarterly Users

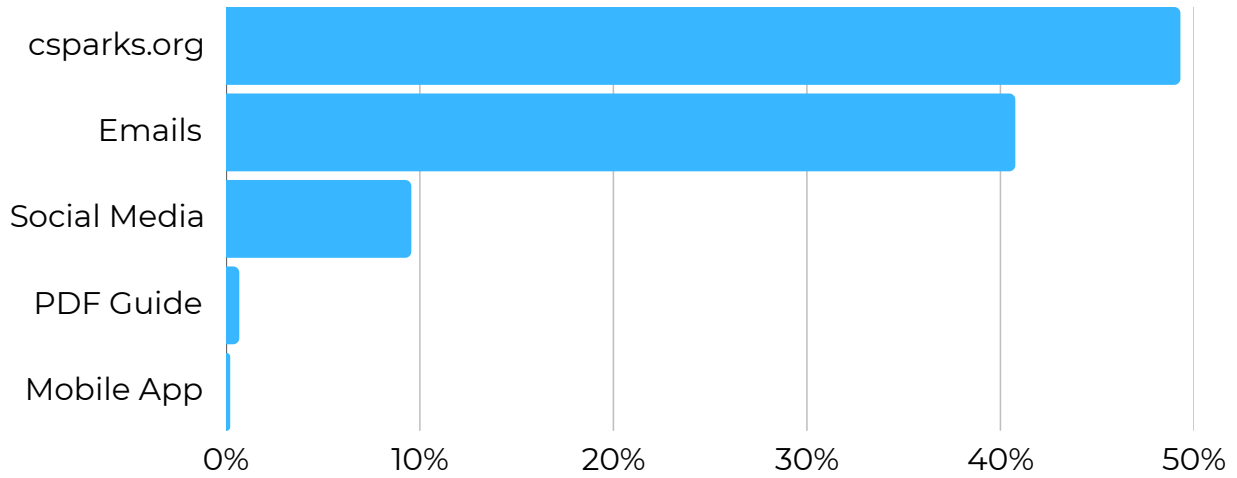
**22,789** **EMAILS**  
Contacts In Constant Contact

**15,481** **SOCIAL MEDIA**  
Followers

**3,856** **PDF GUIDE**  
Open Rate First Page

**3,527** **MOBILE APP**  
Subscribers

# Top Digital Channels Converting to Registration Page (Active Net)



	Conversion to Registration
<b>csparks.org</b>	49%
<b>Emails</b>	40.77%
<b>Social Media</b>	9.56%
<b>PDF Guide</b>	0.67%
<b>Mobile App</b>	0.20%

*From Google Analytics*





# Branding

Following the branded house model, aligning all logos to have attributes to the agency logo. This ongoing objective started in 2017 with the Strategic Plan and is still ongoing. We approach brand alignment in a budget-conscious, organic way, adapting as changes present themselves.

We often hear praise about our brands.

## Branding Tier 3 Teams & Programs Branding Tier 4 Events, Fundraisers & Promotions

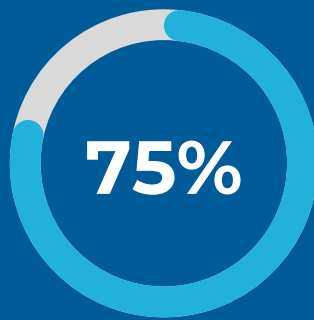
### Branding Tier 1 Agency

#### Progress Ongoing

Marquee and facility entrance signs replaced as budget and maintenance allows.

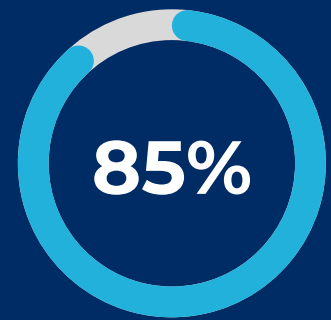
Beyond that all agency branding is complete.

### Branding Tier 2 Facilities & Parks



#### Progress 75% Complete

Majority of facilities have been aligned. Parks (entrances) and McCaslin Park replaced as budget and maintenance allows.



#### Progress 87% Complete

New logos come up often with new programs and events. We are consciously designing within our branding tiers as they come our way.



As online tools increasingly incorporate branding kits into their platforms, we are striving to equip our staff with accessible branding resources. This provides a consistent brand experience for staff and the community.



# Branding

This campaign features the aligned Community Park logo.

## CAROL STREAM Park District Community Park

Games, Bingo, Music

Free Hotdogs while supplies last

Touch-A-Truck Futsal & Sports Demos

Community Partner Provided Activities

**FREE EVENT!**

CAROL STREAM Park District  
**Community Park**

**KICK OFF TO SUMMER**

Thursday, May 8  
5:30-7:30pm  
725 Thornhill Drive,  
Carol Stream

### Branding Tier 2 Facilities & Parks

Requiring attribution to the park district.

Includes ALL:

- agency logo
- agency typography
- agency color palette



# Responsibilities

## Seasonal



### Guide

Kicks off seasonal opening of registration. Production, review, publishing, distributing.



### Campaigns

Advertising involves a range of media, such as website, emails, digital/social media, marquees, facility TVs, in-person posters/flyers.  
**262 Campaigns in 2025**



### Forms

Kicks off seasonal opening of registration. Production, review, distribute to front desk and staff.

**56 Registration Forms in 2025**

## Annual



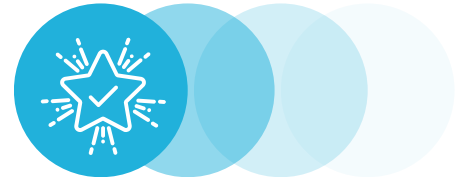
### Year in Review

Information gathering begins in November, with publishing targeted for February.



### Budget

Marketing budget includes digital advertising (Facebook boosts), direct mail with postage (seasonal postcard), minor equipment (A-frames, snapframes), photography, signage (facilities, parks), supplies (banners, coupons, scorecards, yard signs), website domains.



### Special Projects

- 2025 - Website
- 2025 - Simkus Inspiration Wall
- 2024 - Fountain View Gym Wall Logos
- 2024 - Gymnastics Window Coverings
- 2024 - Installation of new Simkus Electronic Sign
- 2023, 24, 25, ongoing - Communication Boards near playgrounds

# Distribution (external customers)

## 13 Newsletters

- ActivKids (monthly)
- Adult Trips (monthly)
- Camp - Awesome (weekly)
- Camp - Epic (weekly)
- Dance, Gymnastics, Theatre (quarterly)
- Dolphins (monthly)
- Early Childhood & Educational (monthly)
- E-News (monthly)
- Fitness (monthly)
- Preschool (monthly)
- Sports (monthly)
- Sports - Contractual (monthly)
- Springers (monthly)

65.24% Average Open Rate

## 16 Social Media Accounts

Facebook

- **Carol Stream Park District**
- **Fountain View Fitness**
- Adventure Camp
- Bark Park
- Carol Stream Parks Foundation
- Coral Cove Water Park
- Coyote Crossing Mini Golf
- Dolphins Swim Team
- Sports - Adult
- Sports - Youth

Facebook Groups

- Forte Dance
- Springers Gymnastics

Instagram

- csparkdistrict
- cspark\_678
- fountainviewfit

Linked In

- Carol Stream Park District



## EMAILS

Targeted, current and past customers



## NEWSLETTERS

Email - high open rates, current participants, cross market



## SOCIAL MEDIA

Targeted



## MOBILE APP

Customers Opt In, direct targeted marketing



## PDF GUIDE

Targeted



## WEBSITE

Customers opt in, direct targeted marketing



## DIRECT PRINT

Mailed postcard



## MARQUEES

County Farm & Lies Rds, Gary Ave



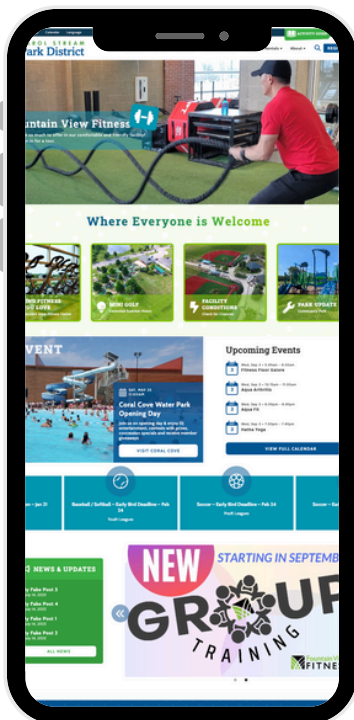
## IN FACILITIES

Posters/tvs/banners

# Projects

## Communications Boards

The Carol Stream Park District is committed to enhancing accessibility through our ADA transition plan. As part of this effort, we've begun installing communication boards at our playgrounds to ensure all visitors, regardless of their abilities or age, can connect and communicate. This initiative sets a standard for inclusivity, and we request funding for six (6) additional boards, each year, to continue expanding this important project across our park playgrounds.



## Website

Our current website is very large, and some pages scroll endlessly because they contain rules, forms, alternative sections, and links out to third-party information like weather updates, ThorGuard, or Quickscores. The new website will streamline all of this, be much more mobile-friendly (as 70% or more visitors use their phones), and most importantly, the site will integrate ActiveNet registration directly into our pages. Over time, this will make the website the main destination for registration, since our analytics already show that most registrations are coming through cspark.org.

