



**Committee of the Whole Meeting of the West Chicago Board of Park Commissioners  
in the Park District ARC Center Meeting Room 105  
201 W National Street, West Chicago, IL 60185.**

**Tuesday, May 7, 2019  
6:00 p.m.**

**Minutes**

**I. Call to Order and Roll Call**

The meeting was called to order at 6:00 p.m. Present were Commissioners Bass, Gunderson (6:05 p.m.), Lenertz, Voelz and Zaputil

**II. Pledge of Allegiance**

**III. Public Comment**

Dan Davies of Earthworks provided an update to the the Board of the current project at Kress Creek Farms. Dan discussed the following with the Board:

- Current status of the project – 90% completion.
- Earthworks awaits final plans form the District as to specific regrading needs, etc.
- Project has taken longer than expected due to Earthworks strict project selections of public works entities. Earthworks has compensated the District with completion of many District projects for their patience with the time line. The generous contributions to many District projects includes but is not limited to:
  - ☐ Paving
  - ☐ Excavation
  - ☐ Materials
- All dirt brought in is from public works projects which have been thoroughly tested – additional permitting is not needed.

President Lenertz thanked Dan for the update of the project and the generous contributions Earthworks has made to the District.

**IV. Approve Meeting Agenda**

Commissioner Voelz motioned to approve the meeting agenda. Commissioner Bass seconded the motion which carried by voice vote.

**V. Recreation Department**

Director Major and several members of the Recreation Team provided the Board with presentations regarding the following (Appendix A):

- Recreation Coordinator, Mary Lester
  - ☐ Active Aging
  - ☐ Dog Parks

- Special Events
- Athletic Manager, Joe Urban
  - Martial Arts
  - Athletics
  - Field Usage
  - ARC Gym Rentals
- Fitness and Facility Manager, Kolbe Kasper
  - Zone250 Report
- Marketing and Communications Manager, Lily Medina
  - Branding Evolution
  - Marketing and Advertising Guidelines
  - Annual Appeal Review

## **VI. Capital Projects**

Director Major feels there will be more of a focus on details and fine tuning as opposed to large Capital Projects this fiscal year. Director Major noted the following:

- The tree project is approximately 2/3 complete but will be placed on hold through the spring/summer months and will resume in the fall/winter.
- The District is filing arboretum status for Reed-Keppler Park.
- The completed Capital Project of the ballfields last fiscal year has yielded great results.
- Earthworks may complete some additional paving projects for the District this fiscal year.
- Board needs to decide if a grant application in spring of 2020 for Kress Creek Farms is to be submitted.

## **VII. Miscellaneous**

- Foundation golf outing donations are due by June 1 and additional golfers are still needed.
- Railroad Days Parade will take place June 8 due to road construction. Commissioners and the theatre will have floats.
- NRPA conference is in Baltimore this year – Commissioners attending need to inform Melissa no later than May 12.
- An application process, advertising, interviews for the open Board seat needs to be established.

## **VIII. Adjourn Open Meeting**

There being no further business to come before the Board, Commissioner Voelz motioned to adjourn the meeting. Commissioner Bass seconded the motion which carried by voice vote.

The meeting adjourned at 8:22 p.m.

Respectfully submitted,



Melissa L. Medeiros, Board Secretary

***Recreation  
Coordinator,  
Athletic Manager &  
Fitness & Facility  
Manager***

# Active Aging

Senior Games Pickleball

SilverSneakers Art Classes

# ***Active Aging***

Is defined by the World Health Organization (WHO) as “the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age.”

Cognition, health and well-being are central to the idea of active aging.

# **Active Aging**

## **Why Are people concerned about it. . .**

We know that exercise is an inexpensive way to improve physical health at any age.

A recent research study by Dr. Aron S. Buchman with Rush University Medical Center in Chicago, now shows that exercise may also have a protective effect on the brain.

The findings revealed that higher levels of daily movement were linked to better thinking and memory skills, even for individuals with at least three signs of Alzheimer's disease.

# Active Aging

## It's trending. . .

3 of the Top 10 Fitness Trends in 2019 focus on older adults:

As published in the January 2019 issue of "Parks & Recreation Magazine"

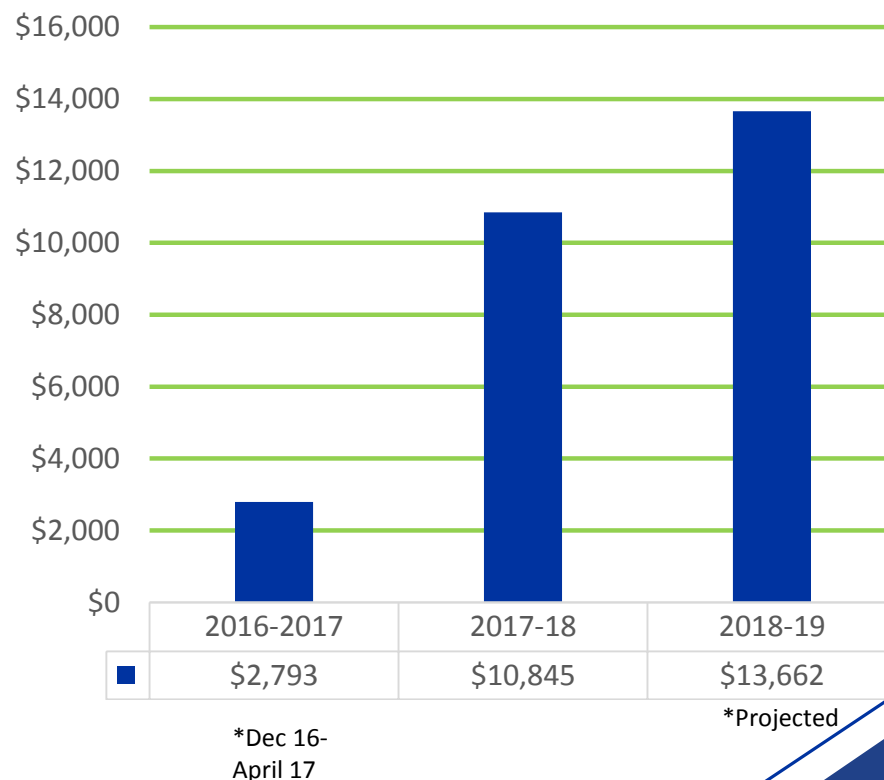
- **#4 Fitness Programs for Older Adults**-Designing and offering fitness programs specifically for older adults who want to maintain a healthy and active lifestyle. In 2018 this trend was #9.
- **#6 Employing Certified Fitness Instructors**-This includes a geriatric certification for instructors that teach classes for older adults.
- **#9 Offering Functional Fitness Training**-A program that employs strength training, and other movement activities with the objective of improving balance, coordination, strength, and endurance.

# "TIVITY HEALTH" SilverSneakers

May 2018-April 2019

## SilverSneakers® Members

- 205 Active Passes
- We get paid \$2.50 per visit up to 8 visits per month
- 98 Participants bring in 100% of the revenue.
  - ✓ 35 participants visit 8 or more times per month \$20.00
  - ✓ 63 participants visit an average of 3 times per month \$7.50
  - ✓ 107 people do not use their passes





# Pickleball

WCPD Pickleball began in May 2015 with 8 players.

Currently 200+ players playing 5 days/week:

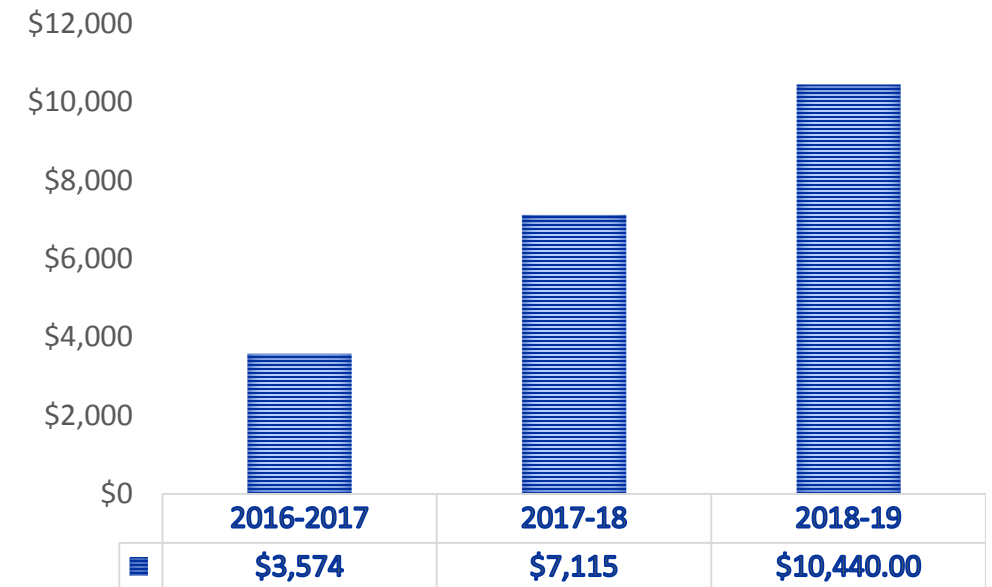
- 18+ years-play 4 days per week
- 50+ years-play 2 days per week



## Drop-In Visits



## Drop-In Revenue



These numbers do not include participants that have purchased membership to play pickleball.

## Senior Games

The Six County Senior Games in Illinois has been holding its event for 37 years and has seen it grow to include more than 500 participants.

**West Chicago had 32 participants in 2018**

- **11 Track & Field**

1 day event held at Main East High School outdoor track

- **21 Pickleball**

- 4 day event was held at Hoffman Estates Park District's 6 outdoor pickleball courts at Fabbrini Park



- **Track & Field**



- **Pickleball**

# Art Classes

## Brush with Art Grant

- *Brush with Art classes* are made possible through a generous grant from the JCS Fund of The DuPage Community Foundation to the Community School of the Arts.
  - The grant covers the cost of an instructor and all supplies.
  - Classes offered through the grant:
    - ✓ Watercolor Painting
    - ✓ Scandinavian Wood Ornaments
    - ✓ Mixed Media Decorative Panels
    - ✓ Relief Printing
    - ✓ Acrylic Painting
    - ✓ Colored Pencils
    - ✓ Oil Pastels
    - ✓ Scratch Board
    - ✓ Italic Calligraphy

### Additional art programming we have added:

- 2<sup>nd</sup> Annual 50+ Art Exhibit & Reception
- Watercolor Classes





# Dog Park

## Wiggly Field

### South Paw Park

# Dog Parks

According to an article in the November issue of *Parks & Recreation Magazine*, dog parks are one of the fastest growing types of parks in the country.

Since the Improvements at Wiggly Field & the addition of South Paw for small dogs in 2018, we have continued to see an increase in usage while residents concerns have been minimal.

**South Paw**



**Wiggly Field**



# Special Events

Breakfast with the Bunny

Daddy Daughter Date Night

Mother Son Date Night

80 & Over

Summer at the Shell

Boo Bash

Polar Express

# Why They Are Important. . .

## ► Reach a large audience

- All Ages-Concerts, Hello Summer, Breakfast with the Bunny, Boo Bash, Polar Express
- Family Specific -Daddy Daughter Date Night & Mother Son Date Night
- Age Group Specific-80 & Over, 50+ Art Show & Exhibit

## ► Using district \$\$\$\$ to effectively reach the most number of people.

- Boo Bash 500+
- Hello Summer 400+

# Why They Are Important. . .

## ► Showcases Park District facilities

- ARC Center
- The Shell
- Reed-Keppler Park

## ► Everyone can participate

- No special skill to participate
- Free or low cost

## ► Our community enjoys them

- "Loved that Hello Summer was a family event"!!!



# Planning & Organizing

What does it take to make a special event happen?

## ► Planning

- Ideas
  - Group Brainstorming
  - Formulating a plan
- Itinerary

## ► Marketing

- Sponsorships
- Advertising

## ► Teamwork

- Set-up
- Facilitation
- Clean-up

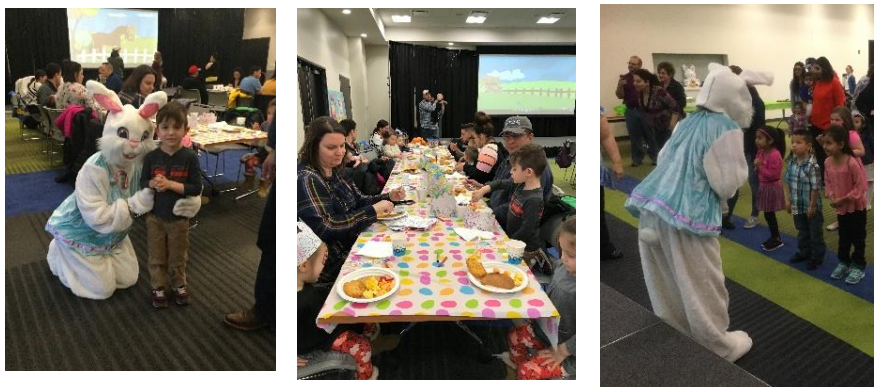


## ► Constantly Changing

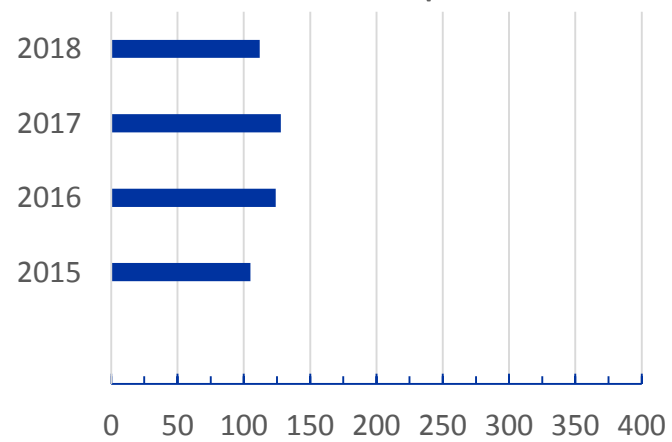
- Games
- Entertainment
- Activities

# Special Events-Winter (January-March)

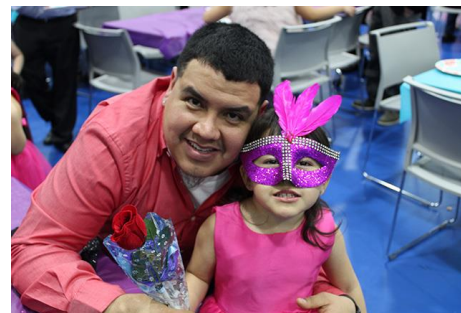
## Breakfast with the Bunny



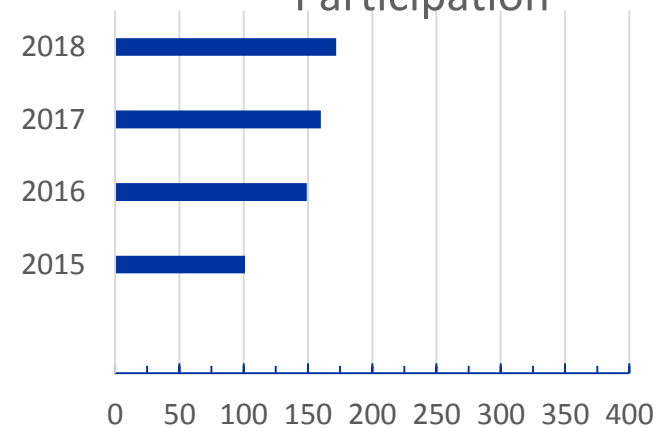
Participation



## Daddy Daughter Date Night



Participation



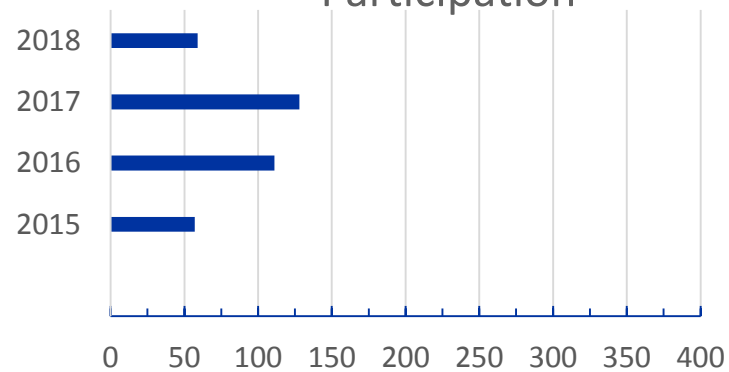
# Special Events-Spring (April-June)

## Mother Son Date Night

80 & Over



Participation





# Special Events-Summer (June-August)

## Summer at The Shell

### Concert Series



### Fun Friday Kids Entertainers



### Movies in the Park



### 2019 Partner Events

- City of West Chicago
- People Made Visible
  - ✓ 2 Art in the Park Events
- West Chicago Library District
  - ✓ 4 StoryWalks
  - ✓ 4 Loteria in the Park
- Healthy West Chicago
  - ✓ Salsa Making Contest
- Friends of the Park District Foundation
  - ✓ Grill Off





# Special Events-Summer (June-August)

## Summer at The Shell Hello Summer

Food



Fun



Fans



Fireworks!



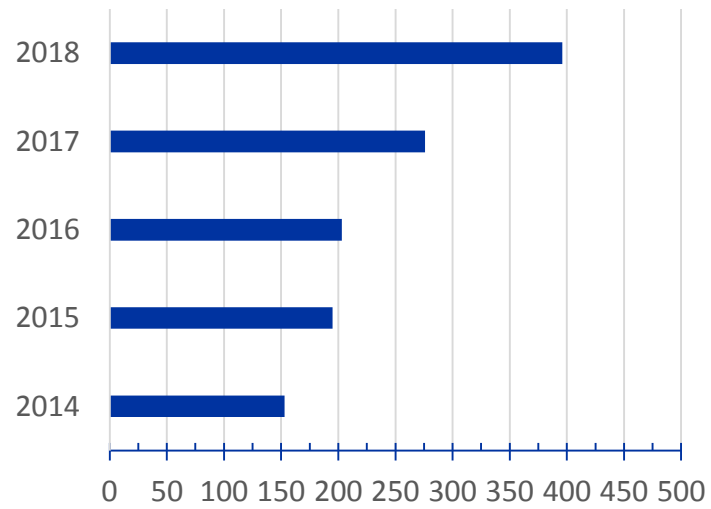


# Special Events-Fall (September-December)

## Boo Bash



Participation





# Special Events-Fall (September-December)

## Polar Express

In 2018 we ran 3 Trains - 313 total participants



Martial Arts

Rec Athletics

Co-Op Contractual

In-House Field Usage

ARC Gym Rentals



# Martial Arts

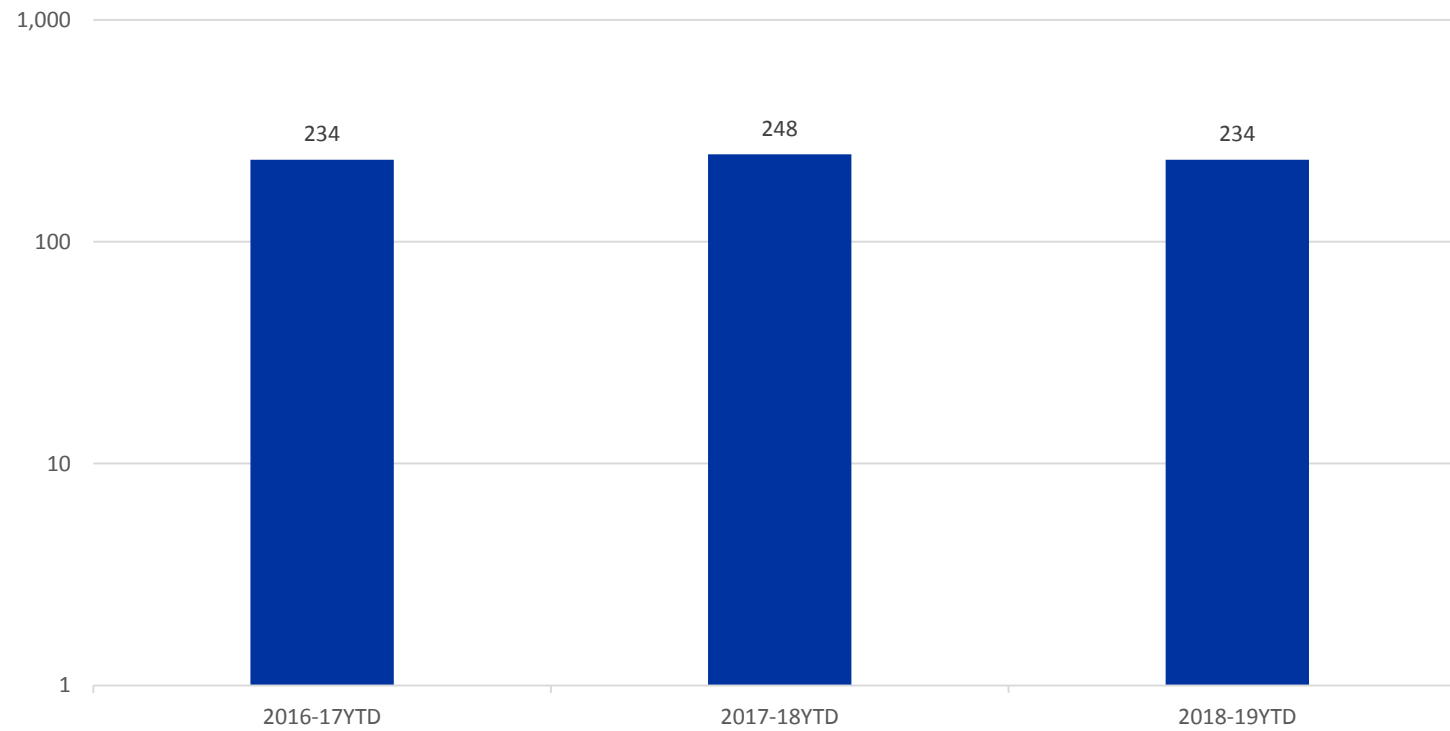
## Classes

- Dragon Tots 3-6 years
- Judo (Sport): Simple and Basic 5years+
- Karate 6-60 years
  - Beginner
  - Intermediate
  - Advanced
- Tai-Chi 16 years+
  - A parents may participate with their child for \$15 for 1 day per week or \$30 for 2 days per week. Gill always says “We are fostering families”.
- Women’s Self-Defense



# ***Martial Arts***

## ***Participation***



# Athletics

## Recreational Co-Op

- In 2016-17, Rec sports in West Chicago began trending toward travel teams and this trend has continued through the 2018-19 fiscal year.
- In 2017-18, In-House recreation program teams were asking for additional indoor practice space due to the unpredictable weather in April.
- In 2018-19, new to our In-House program...each team will practice indoors on a Saturday or Sunday at Zone 250 or ARC/MAC Gym depending on level of play.

• Rec Co-op \$150 VS Travel \$1,000+

# Athletics Recreational Co-Op

## Spring/Summer

Baseball-4 Teams

14 games

- Winfield
- St Charles
- Geneva
- Batavia
- North Aurora
- Kaneland

Softball-1 Team

- 14 Games
  - Bartlett
  - Geneva
  - Batavia

T-Ball-5 Teams

- 14 Games

## Fall

Baseball-2 Teams

- 10 games
  - St Charles
  - Geneva

Softball-2 Teams

- 10 Games
  - St. Charles
  - Geneva

Hot Shots Girls Basketball-2 Teams

10 Games

- Geneva
- Sugar Grove
- Kaneland
- Big Rock



# Field Usage

During 2018-19, staff will continue to strengthen current relationships, build new relationships all while meeting the needs of each group utilizing our parks & fields.

## Softball/Baseball

- ▶ Seminole Sports
- ▶ Tim James-Official Finders

## Rec Soccer

- ▶ WC United
- ▶ Monarcas
- ▶ Kopian
- ▶ Axel
- ▶ Community Outreach Soccer (COS)
- ▶ GGT Wrestling Tournaments and Camps

Brought groups together to create great working relationships and an understanding of the needs of each organization involved.

- ▶ Offering 2 fields per age group.
- ▶ Having fields ready earlier in the season to accommodate their start date.

## Cross Country

Wheaton Academy  
West Chicago High School  
Conference  
Regionals

Relationship built with District 94 and Wheaton Academy to be the host site for Conference and Regionals.

WCPD Cross Country Course is the #2 course in the State.

# Gym Rentals

Have worked to have a balance between gym rentals and member time in the gym while meeting our fiscal goals.

## ARC Gym Renters:

- ▶ Truth
- ▶ Ice Volley Basketball
- ▶ St. Francis Feeder Bball
- ▶ BAPS Temple Volleyball
- ▶ Ramon Men's Basketball
- ▶ Wheaton Academy Warriors
- ▶ Rey Gregorio
- ▶ Mercury Elite Basketball
- ▶ Hoops for Help Men's Adult Basketball
- ▶ Sims Recycling Company
  - Ladies VB 40 weeks/year-



## ▶ D94 Summer Basketball & Volleyball Camps

## ▶ Soccer

- ▶ Monarcas
- ▶ WC United Academy
- ▶ Community Outreach Soccer (COS)
- ▶ Kopian



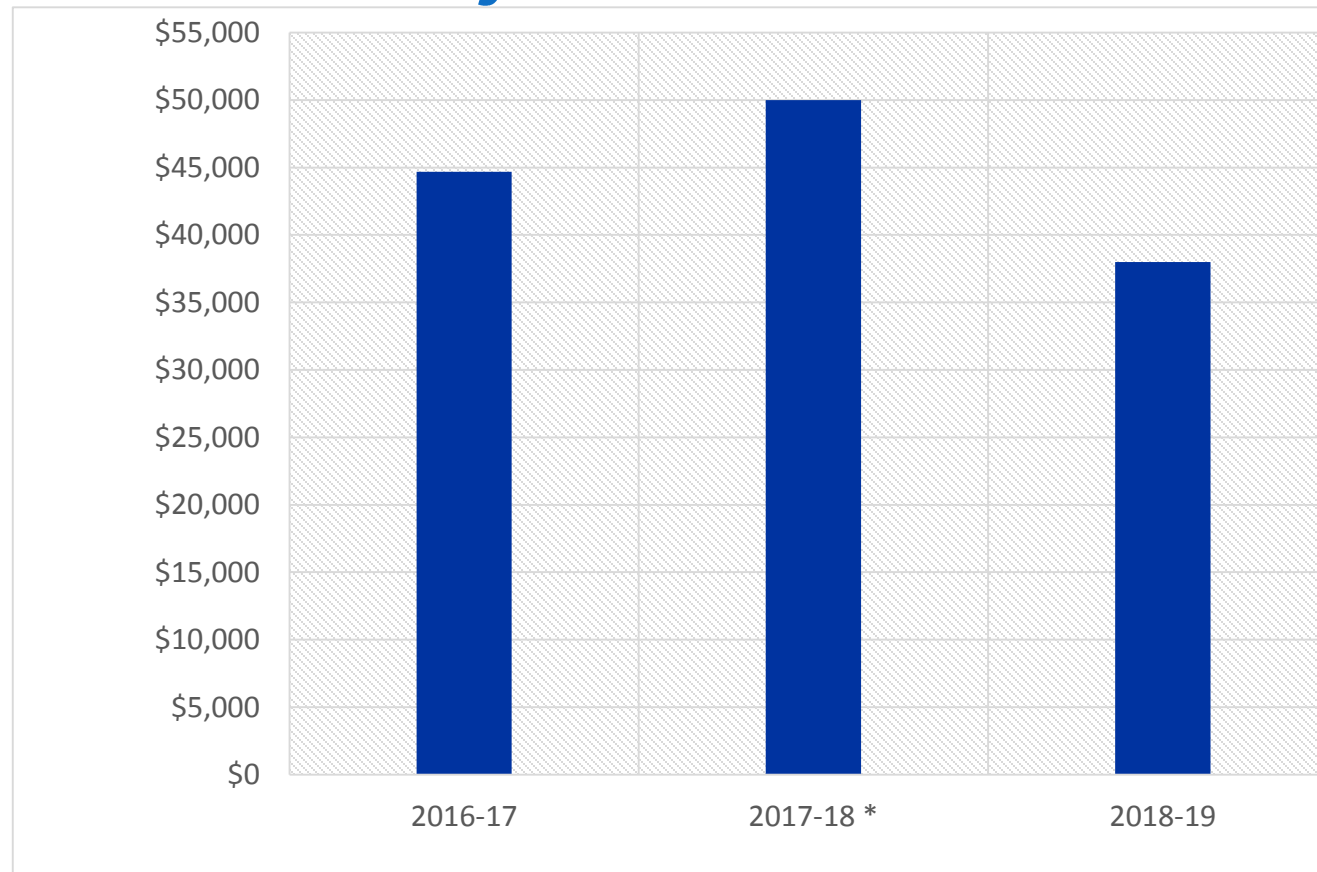
## NEW 2018-19 ARC Gym Rentals:

- D94 Summer Basketball & Volleyball Camps
- Hoops for Help Men's Adult Basketball
- Mercury Elite Basketball

# Gym Rentals

Have worked to have a balance between gym rentals and member time in the gym while meeting our fiscal goals.

## Gym Rental Revenue



\*2017-18 does include a two-day gymnastics meet rental of \$15,000 that we did not have in 2018-19.



# Zone250

Zone250 is an over 16,000 sqft. Pay-for- Play Sports Performance Training Facility

## Amenities

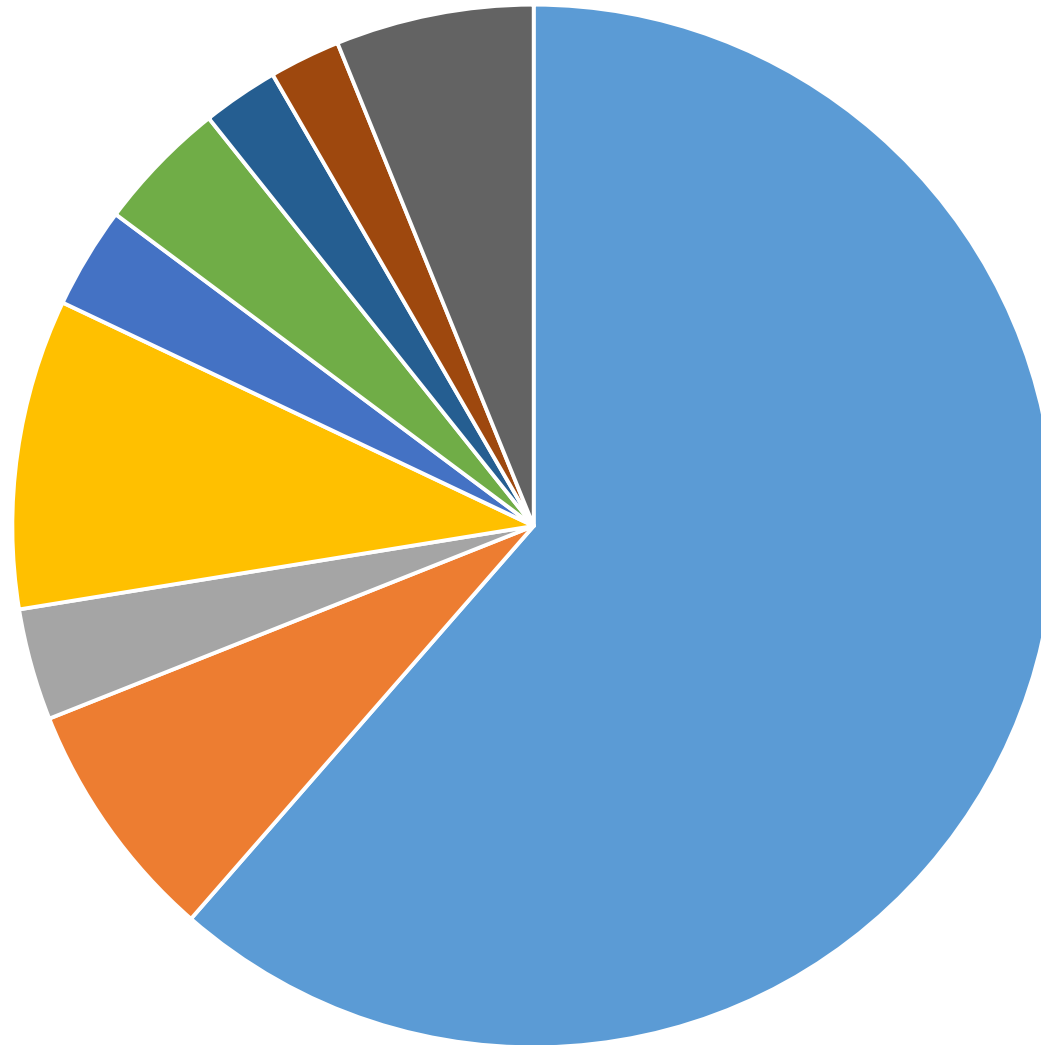
- 2 Basketball Courts
- 3 Volleyball Courts
- Batting Cage
- Meeting Room





# Zone250

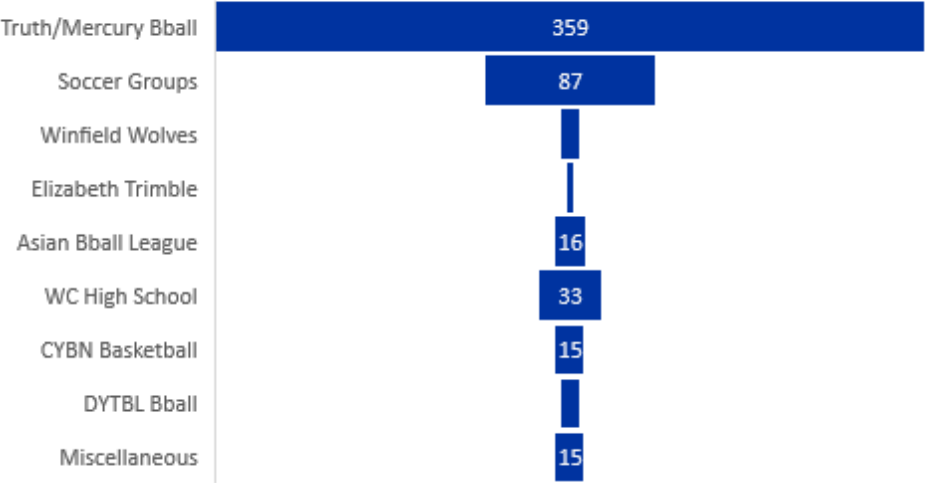
## Renters



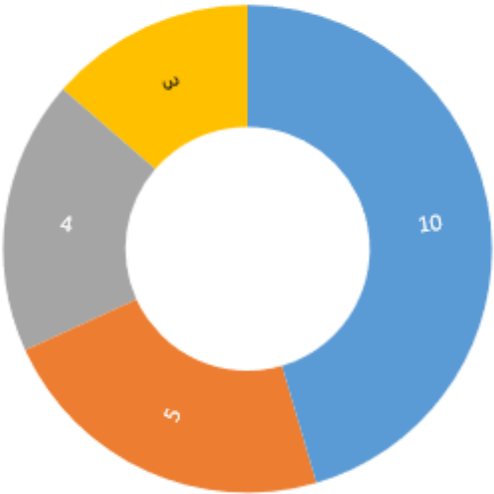
■ Truth/Mercury Bball ■ Schools ■ Winfield Wolves ■ Imperio Monarcas ■ Asian Bball League ■ Kopian Soccer ■ CYBN Basketball ■ DYTBL Bball ■ Miscellaneous

# Zone250 Court Breakdown

Basketball Courts

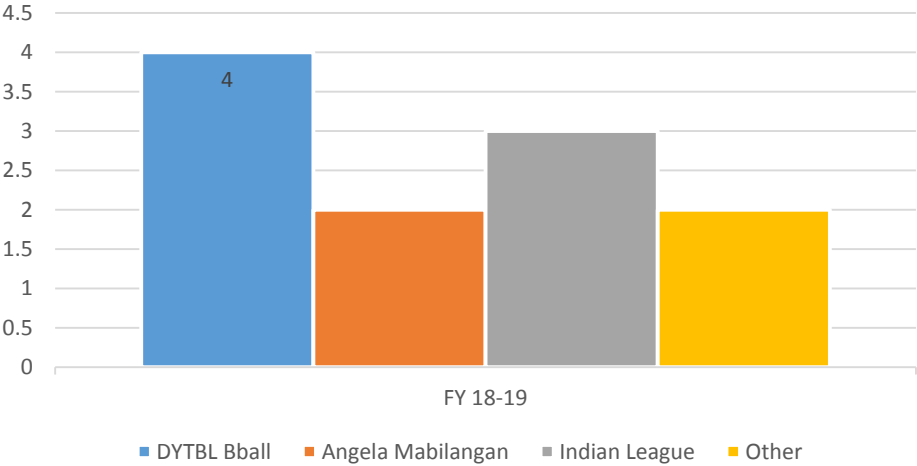


Volleyball Courts

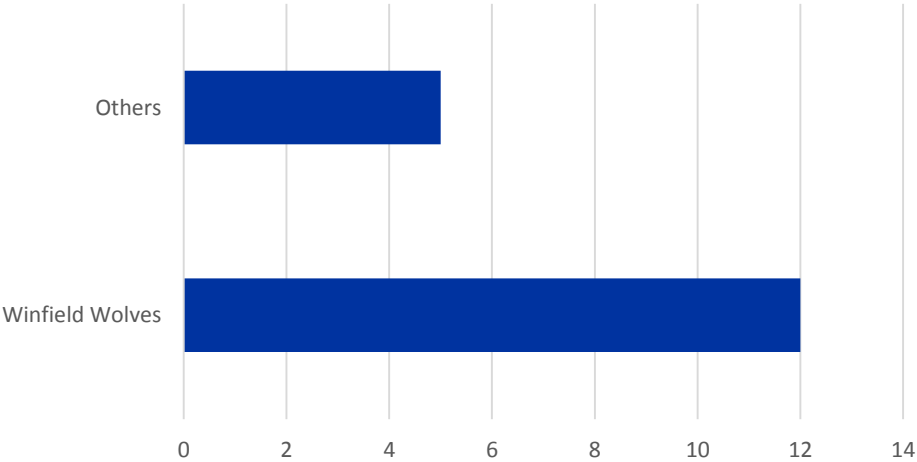


Volleyball Courts	FY 18-19
WC High School	10
Indian League	5
Asian Bball League	4
Other	3
Total	22

Meeting Room

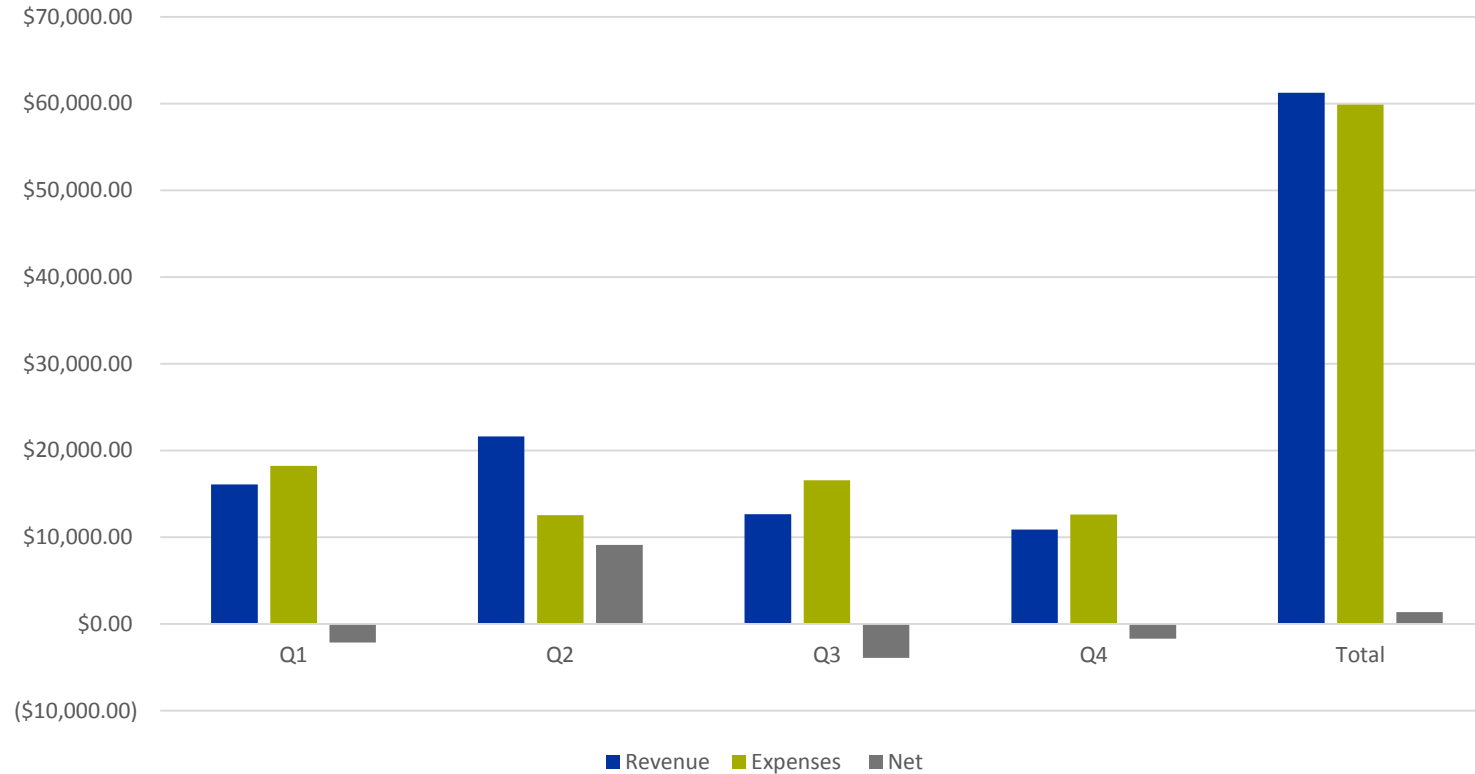


Baseball Cages



# Zone250

## Quarterly Report 2018-2019



Quarterly Total Report	Q1	Q2	Q3	Q4	Total
Revenue	\$16,077.63	\$21,611.92	\$12,661.02	\$10,884.40	\$61,234.97
Expenses	\$18,210.29	\$12,520.84	\$16,569.98	\$12,594.13	\$59,895.24
Net	(\$2,132.66)	\$9,091.08	(\$3,908.96)	(\$1,709.73)	\$1,339.73

# ***What are we working on....***

## ***Joe***

- ▶ Scheduling ARC Gym between memberships, programs and rentals.
- ▶ Reaching out within the community to develop partnerships that can lead to revenue generated programs: i.e. Jel-Sert Weekly Basketball.
- ▶ Grow In-House Basketball, Baseball & Softball at each level.
- ▶ Increase tournament offerings at Zone250.
- ▶ Find consistent renter for Friday nights.

## ***Mary***

- ▶ Added Party in the Park to the Park District line-up this summer. This event will close out Summer at the Shell 2019.
- ▶ As IPRA Co-Chair for the Senior Committee Mary will be more involved with the overall running of the Senior Games this year.
- ▶ Continue to influence new fitness, wellness and social programs for older adults in West Chicago.

## ***Kolbe***

- ▶ Research divider for lobby protection.
- ▶ Increase PM Plans.

# ***Marketing Overview***

***COTW Meeting***

**AWARENESS**

**BRANDING**  
**ANALYTICS**

**ADVERTISING**  
**SPONSORSHIPS**

**MARKETING**  
**DEMOGRAPHICS**  
**DESIGN**  
**PR**  
**OUTREACH**

**GUIDELINES**

**PARTNERSHIPS**  
**SOCIALMEDIA**

# ***Branding Evolution***

Website, program guides, brand consistency and presence

# Website

New Design



Mobile Friendly



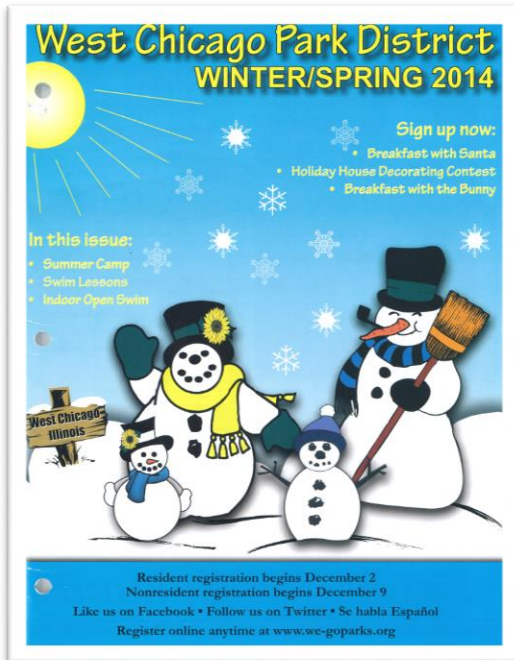
Reactive





# Program Guides

Before



- No logo on cover
- Order of Information
- 2 color

Now



- Virtual views and analytics (Issuu)

- Series design
- Feature community photos
- All age representation
- Full color
- Color coded categories
- Ordered by age and chronological order

# Brand Consistency

Apparel



Merchandise



Signage



Facilities



Unified Brand Throughout All Areas



# ***Marketing & Advertising Guidelines***

Methods, outlets, demographics, target audiences, metrics and samples

# Standard Marketing Guidelines



# *Advertising Channels*

## Park District General

- ▶ Constant Contact
- ▶ Website
- ▶ Facebook
- ▶ Monitors
- ▶ Banners/Posters/Flyers
- ▶ Peachjar
- ▶ Community Calendars
- ▶ Press Releases

## Turtle Splash, Fitness & Treehouse

- ▶ Save On
- ▶ Welcome Wagon
- ▶ Radio Advertising
- ▶ Drive-In Commercial
- ▶ Groupon

## Others

- ▶ Living Social
- ▶ Chicago Parent
- ▶ Chicago Fun
  - ▶ Pros & Cons



# Advertising Program Samples

Save On Campaign



## SPRING INTO YOUR SUMMER BODY

**ZERO DOWN • NO ENROLLMENT FEES**

Memberships  
as low as  
**\$20**  
per month

**MEMBERSHIP BENEFITS:**

- No Enrollment Fees
- Convenient Payment Plans
- Available Child Care Option

**MEMBERSHIP INCLUDES:**

- 8,000 Square Feet of Fitness
- Track Usage
- Open Gym
- Discounted Rates on Select Programs
- Locker Room
- Showers
- Towel Service





**ARC CENTER**  
WEST CHICAGO PARK DISTRICT

WEST CHICAGO • 201 W. National Street  
**630.231.9474**  
[we-goparks.org/arc-fitness](http://we-goparks.org/arc-fitness)

**\$25 OFF NEW MEMBERSHIP**  
COUPON CODE SOFC  
Discount applies to new annual or monthly EFT membership.  
Offer valid until 5/31/19. Some restrictions apply.  
**& FREE FITNESS ORIENTATION**

## Details

*Treehouse & Fitness*

## Area Distribution

- WEST CHICAGO (60185A/B)
- WINFIELD (60190B)
- BATAVIA (60510A)
- WARRENVILLE (60555B)
- WEST CHICAGO (60185A/B)
- WINFIELD (60190B)
- BATAVIA (60510A)
- WARRENVILLE (60555B)

## Redemption

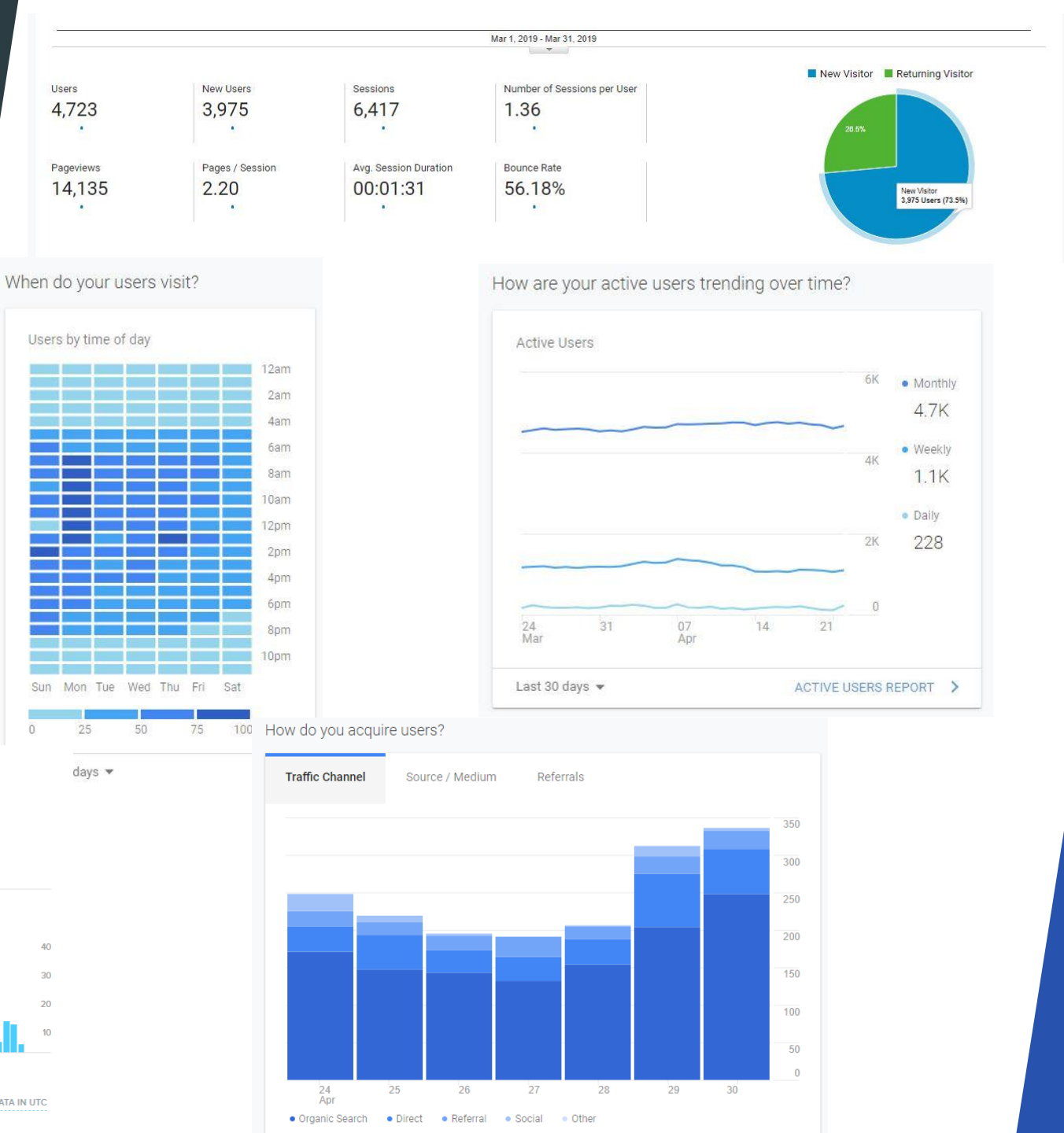
SaveOn Ad			
	Jan-Feb	Apr-May	Nov-Feb
Treehouse	29		
Membership	17	10	23
Addtl Purch	13		
Splash		7	

Addtl. Welcome Wagon Campaign

# Marketing Channels

## Demographics & Metrics

- Website
- Google Analytics
- Bitly



# Marketing Channels Demographics & Metrics

► Website / Google Analytics

► Constant Contact

Over 9 Thousand E-mails


Easy Read

Mobile Friendly

Interactive


Additional relatable resources

Promotional Value



**ARC CENTER**  
WEST CHICAGO PARK DISTRICT

*FITNESS YOUR WAY!*



**New Activities Are In Full Bloom**  
SENT on Wed, Apr 3, 2019 at 4:00 pm CDT

Lists MAIN LIST

From Name West Chicago Park District

From Address info@we-goparks.org

Reply-to Address info@we-goparks.org

Email Link <https://conta.cc/2K2HEyx>

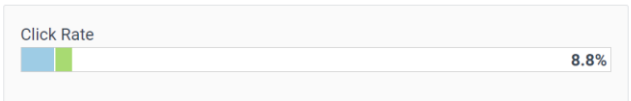
Resend to Non-Openers

[Preview](#) | [Print](#)

## EMAIL STATS



Activity	Original	Resend	Total
Opens	1594	620	2177
Sent	9134	7361	9134
Bounces	224	6	230
Successful Deliveries	8910	7355	8910



Activity	Original	Resend	Total
Clicks	126	68	192
Did Not Open	7316	6735	6727
Unsubscribed	20	17	38
Spam Reports	0	0	0

minority. That's because increasingly, people are tossing and turning, waking up repeatedly, going to bed late and waking up early, or just plain waking up.

minority may never be achieved. That's because increasingly, people are tossing and turning, waking up repeatedly, going to bed late and waking up early, or just plain waking up.

## EMAIL SEND INFORMATION



[Preview](#) | [Print](#)

### Howdy Partner

SENT on Mon, Apr 8, 2019 at 10:36 am CDT

Lists Mom and Son 2019

From Name West Chicago Park District

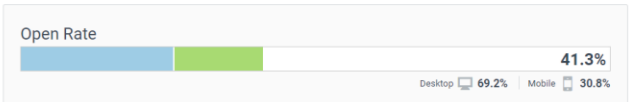
From Address info@we-goparks.org

Reply-to Address info@we-goparks.org

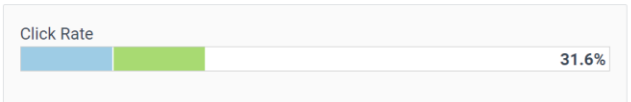
Email Link <https://conta.cc/2Kib3Fd>

Resend to Non-Openers

## EMAIL STATS





Activity	Original	Resend	Total
Opens	12	7	19
Sent	46	34	46
Bounces	0	0	0
Successful Deliveries	46	34	46



Activity	Original	Resend	Total
Clicks	3	3	6
Did Not Open	34	27	27
Unsubscribed	0	0	0
Spam Reports	0	0	0

ARC Center Fitness | 312.331.9476 | [info@we-goparks.org](mailto:info@we-goparks.org)

Connect with us



Early Summer Savings Ending Soon!

## Important Statistics

Opening, Bounce and Unsubscribed rates

## Response Rate to Target Audience

Previous program enrollment

West Chicago Park District | 1201 W. Roosevelt Street, West Chicago, IL 60185-1077

Connect with us







# #BOOBASH

 WestChicagoParks

 @WCParkDist

 Check out the new Boo Bash GeoFilter!



West Chicago Park Dist  
9 subscribers

HOME VIDEOS PLAYLISTS

## Take Time for Fun!

Schaumburg Park District

Swipes 68

Uses 45

schaumburgparkdistrict • Follow

schaumburgparkdistrict Take time for fun this winter at the Schaumburg Park District! Resident registration begins Nov. 3. #taketimeforfun #SPD

235w

3 likes

OCTOBER 30, 2014

Add a comment...

Post

schaumburgparkdistrict • Follow

schaumburgparkdistrict "If we had no winter, the spring would not be so pleasant." - Anne Bradstreet #springisontheway

8w

legion0fboom Can't wait for spring to show up 🙌


8w Reply

23 likes

MARCH 4

Add a comment...

Post



# Channel Demographics & Metrics

- Website / Google Analytics
- Constant Contact
- Social Media

Audiences			<a href="#">+ Create Audience</a>
Demographics You've Defined			
<b>Baseball Audience</b> 180,000 Potential Reach: Created on Feb 13, 2019 <a href="#">Edit Audience</a>	<b>Boo Bash</b> 3,900 Potential Reach: Created on Oct 16, 2018 <a href="#">Edit Audience</a>	<b>ASC Job</b> 130,000 Potential Reach: Created on Aug 27, 2018 <a href="#">Edit Audience</a>	
<b>High Schoolers</b> 5,200 Potential Reach: Created on Apr 30, 2018 <a href="#">Edit Audience</a>	<b>After care</b> 1,100,000 Potential Reach: Created on Oct 26, 2017 <a href="#">Edit Audience</a>	<b>Keppler Academy</b> Fewer than 1,000 Potential Reach: Created on Aug 3, 2017 <a href="#">Edit Audience</a>	
<b>Prospect employees</b> 220,000 Potential Reach: Created Date Not Available <a href="#">Edit Audience</a>	<b>Theatre</b> 1,600,000 Potential Reach: Created on Jul 1, 2015 <a href="#">Edit Audience</a>	<b>CAMP MOMS</b> 120,000 Potential Reach: Created on Jun 1, 2015 <a href="#">Edit Audience</a>	
<b>Teen Staff</b> 15,000 Potential Reach: Created Date Not Available <a href="#">Edit Audience</a>	<b>Baseball</b> 88,000 Potential Reach: Created Date Not Available <a href="#">Edit Audience</a>		

## Targeted Audiences & Post Summary

View Results

OVERVIEW

EDIT AD

Are you satisfied with this ad?

No

Yes

You targeted people who like your Page and their friends, ages 18 - 65+ who live in 5 locations.

Show full summary

This ad ran for 6 days.

Your total budget for this ad was \$30.00 USD

2,722

112

\$30.00

People Reached (?)

Link Clicks

Amount Spent (?)

Actions

People

Placements

Locations

Engagement on Facebook

Link Clicks

112

Comments

3

Shares

5

DESKTOP NEWS FEED

MOBILE NEWS FEED

MOBILE MARKETPLACE

West Chicago Park District

Sponsored ·

Hop on over to the ARC Center for Breakfast With The Bunny

Breakfast With The Bunny

Saturday, April 20

8:00-9:30am

5 - 12 yrs \$7.50

13+ yrs \$10.00

American Legion's Annual Easter Egg Hunt 10:00am - 12:00pm

WEBTRAC.WE-GOPARKS.ORG

Breakfast With The Bunny

Apr 20 8 AM · West Chicago Par...

GET TICKETS

Like

Comment

Share

West Chicago Park District

Last 365 Days

18

Events

+6 last 90 days

43.3K

People Reached

+10.4K last 90 days

1.5K

Event Responses

+363 last 90 days

441

Ticket Clicks

+32 last 90 days

# Channel Demographics & Metrics

- Website / Google Analytics
- Constant Contact
- Social Media/
- Event/Post Summary
- Peachjar




## School District 33- Virtual Flyer Delivery System


- Paid/Direct Delivery
- Statistics
- Limited

## District 303 – Free online posting

- No direct delivery

12>



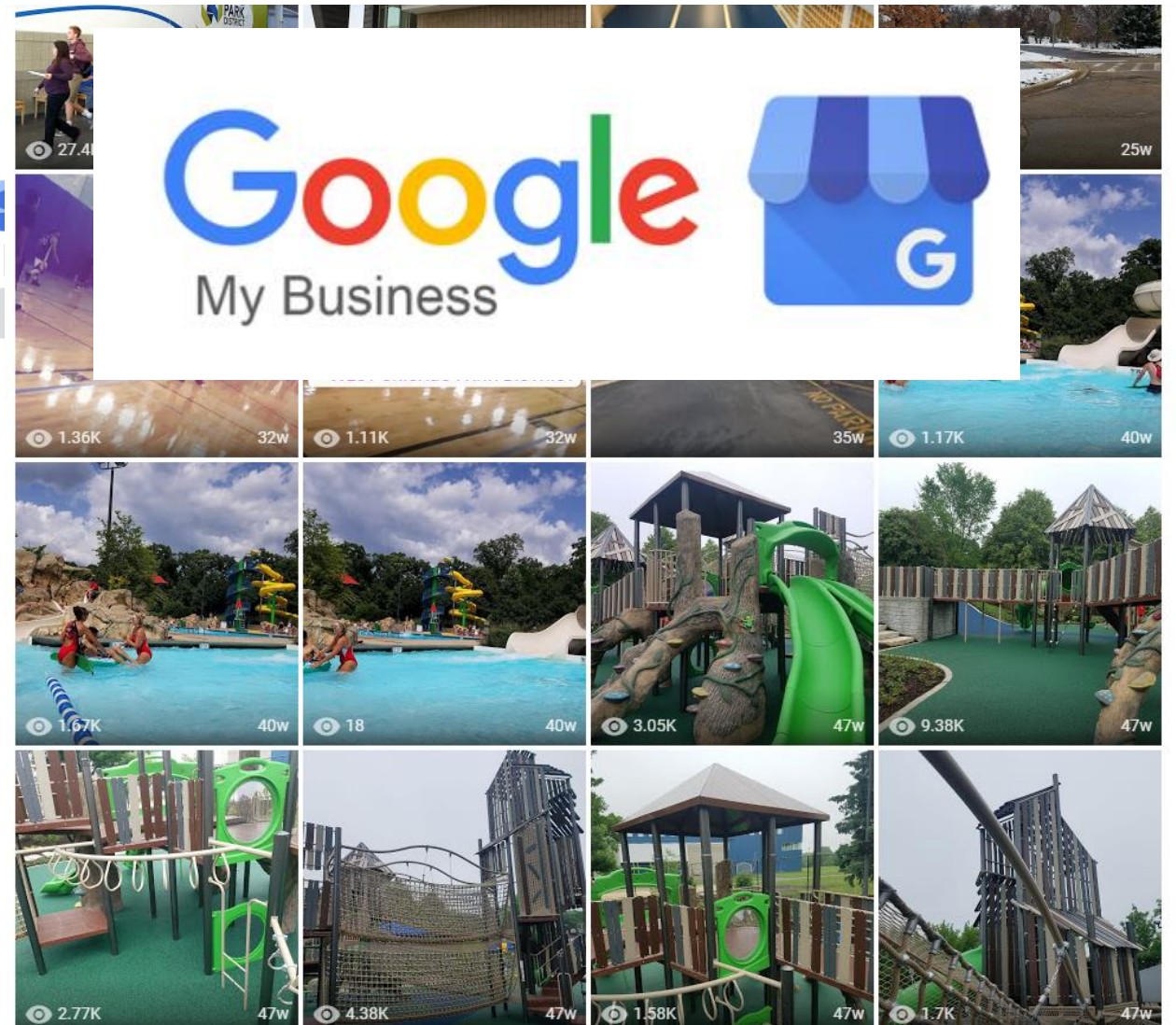
Title				
(Updated) You + Your Child = Awesome Date Night (693392)			Metrics	
Submitted: Mar 6-18:15				
Total Emails Sent	Total Emails Opened	Total Clicks		
1,814	619 (34.1%)	69 		
School View		Flyer Metrics		
Schools	District Approval	Current Status	Post Date	Duration
District 33*				
<a href="#">Currier Elementary School</a>	Approved	Expired	Mar. 6, 2019	1 month
<a href="#">Early Learning Center/Trinity</a>	Approved	Expired	Mar. 6, 2019	1 month
<a href="#">Gary Elementary School</a>	Approved	Expired	Mar. 6, 2019	1 month
<a href="#">Indian Knoll Elem School</a>	Approved	Expired	Mar. 6, 2019	1 month
<a href="#">Pioneer Elem School</a>	Approved	Expired	Mar. 6, 2019	1 month
<a href="#">Turner Elem School</a>	Approved	Expired	Mar. 6, 2019	1 month
<a href="#">Wegner Elementary School</a>	Approved	Expired	Mar. 6, 2019	1 month



# Channel Demographics & Metrics

- ▶ Website / Google Analytics/Bitly
- ▶ Constant Contact
- ▶ Social Media
- ▶ Event/Post Summary
- ▶ Peachjar
- ▶ Google My Bussiness
  - ▶ My Business Report
  - ▶ Search, Directions
  - ▶ Reviews
  - ▶ Photos

## Directions, Reviews and Photos



# Channel Demographics & Metrics

- ▶ Website / Google Analytics/Bitly
- ▶ Constant Contact
- ▶ Social Media
- ▶ Event/Post Summary
- ▶ Peachjar
- ▶ My Business Report
- ▶ Groupon

## Feedback, Demographics & More

Feedback



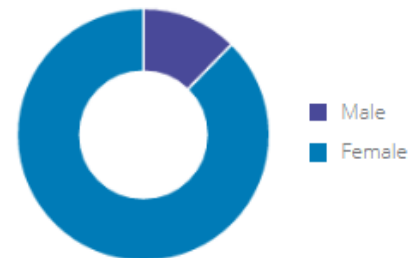
187  
ative Ratings  
ars and below)



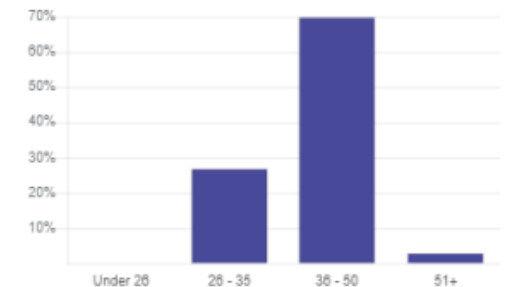
customers who have  
visited your business  
within the last 6 months

Based on 2555 survey responses

Gender Breakdown



Customer Age



# ***Customer Feedback***

## **Free, time consuming to manage**

- Messenger
- Direct links on website
- Program Surveys
- Google Reviews
- Groupon Reviews
- Front Desk
- Social Media

## **Paid – Time Consuming Sometimes Unreliable Reviews**

- Yelp
- Living Social
- Bing

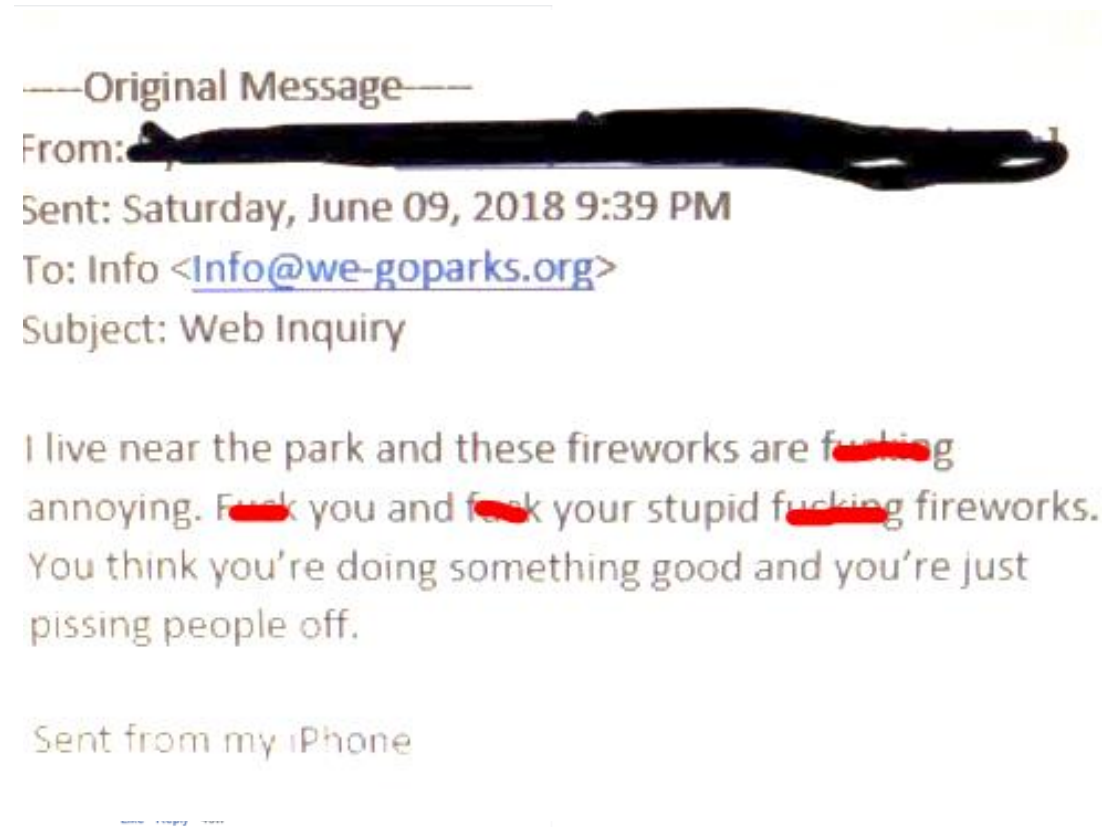
# Customer Feedback Same Event - Different Views

## The Best

## The Good

## The Bad

## & The Ugly





# ***Outreach***

## Special Events

- ▶ Park District Events
- ▶ School District Events
- ▶ Job fairs
- ▶ City Events
  - ▶ Touch A Truck
  - ▶ National Night Out
  - ▶ Blooming Fest

## Press & Exposure

- ▶ Magazine Articles
- ▶ Newspaper Coverage
- ▶ Kids List Awards
- ▶ Contest (IPRA & Others)

# ***Cross Marketing***

## Agencies

- ▶ City of West Chicago
- ▶ Chamber of Commerce
- ▶ Healthy West Chicago
- ▶ West Chicago Public Library
- ▶ Garden Club



# ***Problems We Face***

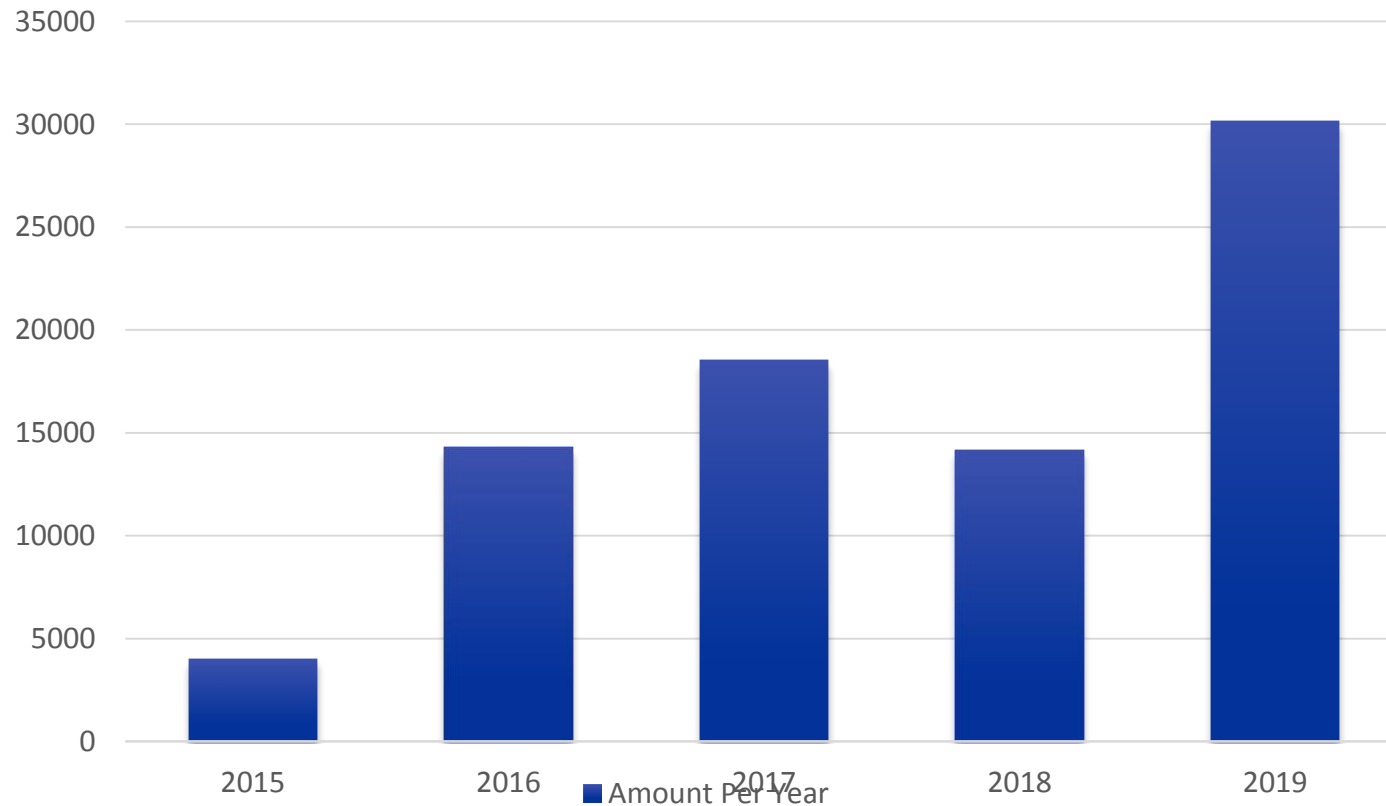
- ▶ **Multiple Platform Changes (time)**
  - ▶ Original Design
  - ▶ Brochure
  - ▶ Website
  - ▶ Social Media
  - ▶ Event Listings
  - ▶ Printed Materials
- ▶ **Program Guide Delivery**
  - ▶ Mailing Routes City vs. Park border territory (expense & perception)
- ▶ **1 & 1/3 Team**
  - ▶ Peoples need for faster responses
  - ▶ Photo Coverage
- ▶ **Bilingual Need (Spanish/English)**
  - ▶ Needs to go beyond customer service
  - ▶ Only One Bilingual Full Timer

# ***Possible Solutions***

- ▶ **Multiple Platform Changes (time)**
  - ▶ Working with staff to ensure accuracy
  - ▶ Educate partners on timelines
- ▶ **Program Guide Delivery**
  - ▶ Mail a postcard (available at ARC & Online)
  - ▶ Research separate door to door service
- ▶ **1 & 1/3 Team**
  - ▶ Volunteers in target areas (photography)
  - ▶ Social Media Ambassadors (Influencers)
  - ▶ More Hours
- ▶ **Bilingual Need (Spanish/English)**
  - ▶ Hiring, Training, Education
  - ▶ Partnering with others

# Annual Appeal Review

Sponsorship Procurement Per Year



- ▶ **Only sponsorship procurement for the year providing funds for:**
  - ▶ Sports, Boo Bash, Community Theatre, The Shell, Senior Socials & Foundation



**DIVING AREA RULES**

1. NO USE OF DIVING BOARD AREA & LIFEGUARD
2. NO DIVERGING OR SWIMMING IN DIVER AREA
3. NO USE OF ANY OF THE DIVER AREA
4. NO USE OF ANY OF THE DIVER AREA
5. NO USE OF ANY OF THE DIVER AREA
6. NO USE OF ANY OF THE DIVER AREA
7. NO USE OF ANY OF THE DIVER AREA
8. NO USE OF ANY OF THE DIVER AREA
9. NO USE OF ANY OF THE DIVER AREA
10. NO USE OF ANY OF THE DIVER AREA

**SWIMMING AREA RULES**

1. ALL SWIMMERS MUST SWIM IN THE PROPER SWIMMING AREA.
2. ALL SWIMMERS MUST WEAR A PROPER SWIMMING GEAR.
3. NO RUNNING ON THE POOL DECK.
4. NO SWIMMING ON THE POOL DECK.
5. NO SWIMMING ON THE POOL DECK.
6. NO SWIMMING ON THE POOL DECK.
7. NO SWIMMING ON THE POOL DECK.
8. NO SWIMMING ON THE POOL DECK.
9. NO SWIMMING ON THE POOL DECK.
10. NO SWIMMING ON THE POOL DECK.

ERIN MYERS  
BECKY MANNING  
CORRIS GILGALLON  
KATE RYAN  
1991  
200 Yards Relay  
STATE CHAMPION

BECKY MANNING  
ERIN MYERS  
CORRIS GILGALLON  
KATE RYAN  
1991  
200 Yards Relay  
STATE CHAMPION

3.5  
FEET



# ***THANK YOU***

*Time For Questions, Answers & Suggestions*