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## **2017 Strategic Report Card** **December 2017**

➤ **Theme 1 - Innovative Management Practices**

○ **NRPA Gold Medal Award Application**

- Cheryl Buhmann, Marketing & Communication Manager will lead this initiative for 2018.

○ **Develop Job Sharing/Cross Training Opportunities**

- This process continues.

○ **Accountability**

- Instructor evaluation forms have been created to provide documented feedback to Supervisors on programs.

○ **Study Need for Park Staff 2<sup>nd</sup> Shift Opportunities**

- Staff has been hired to work a Tuesday to Saturday shift (facility) and a Sunday to Thursday shift (parks) so that we have 7 days a week coverage with a full time employee. In addition, two facility staff members work nights at Sullivan Center and Lakeview Center.

○ **Re-apply for Illinois Distinguished Agency Accreditation (2017)**

- This process was completed with the Agency being awarded Accreditation thru 2023.

➤ **Theme 2 - Responsible Facilities Management**

○ **Continued Implementation of Park Amenities**

- Tree inventory completed: Arboretum Status achieved in Century Park.

○ **Implement Energy Efficient Action Plan at all Facilities/Parks**

- The use of LED lighting is being implemented throughout the District in parking lots and facility interior and exteriors.

➤ **Theme 3 – Continued Fiscal Responsibility**

○ **Increase Overall Agency Corporate/Business Funding from 2015-2019 by 20%**

- Funding is expected to be on track for 2017/2018.

○ **After School Program**

- In 2017, proceeds from the Hawthorn Afterschool program supported the development of the new Hawthorn Club Playground.



**Sullivan Community Center** 635 N. Aspen Drive • Vernon Hills, IL 60061 • Phone 847-996-6800 • Fax 847-996-6801

**Lakeview Fitness** 700 Lakeview Parkway. • Vernon Hills, IL 60061 • Phone 847-996-6330 • Fax 847-367-5855

**Maintenance Facility** 1400 Indianwood Drive • Vernon Hills, IL 60061 • Phone 847-362-0920 • Fax 847-362-3618

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- **Increase Reserve Fund Balance**

- The District's policy is to have a reserve fund balance equal to two months operating costs and a strategic goal of 25% of operating costs. Both the corporate fund and the recreation fund have more than two months of operating costs and the both are nearing the 25% goal.

- Theme 3 - Diverse Programs and Services

- **Identify programming Opportunities by evaluating Current Trends in Recreation**

- New programs in 2017 include:
  - Kids Cook Naturally
  - Family Trivia Night
  - Pee Wee/Youth Lacrosse Class
  - Pee Wee/Youth Track & Field Class
  - Showbiz Kids – intro to musical theater
  - Reading Rookies
  - Fairy Tale Movement – dance class
  - Robothink – coding/robotics
  - Gymnastics Camp
  - Tumbling with parent
  - Dodge Ball
  - Fencing
  - Earth Day event
  - Floor Hockey League

- Theme 4 - Optimized Communication and Marketing

- **Agency Wide Branding, Communication and Marketing Plan**

- A soft brand was created for Lakeview Fitness (facility).

