



2020-2024 Strategic Plan  
Annual Report Card  
December 2021

**STRATEGIC AREA #1: PROGRAMS**

**Expand Programs and Services to Better Serve Interests**

Goal 1.1 Establish Partnerships to Deliver More Programs to New & Existing Customers

**2021 Update:** Staff have held meetings with Community Senior Center activity and program directors as well as D128 Education Director. Staff are working with the Village on cooperative opportunities for senior programs. Continued meetings are planned for early 2022.

Goal 1.2 Expand Current Program Enrollment

**2021 Update:** Recreation staff are meeting to discuss methods to increase early program enrollment. A review of past resident/non-resident enrollment data will be utilized to consider eliminating non-resident fees for district programs. Routine meetings with Marketing Department regarding production of program guide have resumed. Independent meetings with program supervisors have been incorporated into the production schedule. Select programs may be strategically subsidized to operate with lower than minimum requirements or at a minimal financial loss to promote growth. Paid Facebook ads and expanded use of Social Media are being used to target market district programs.

Goal 1.3 Increase Community-Requested Programs including Active Adults, Teens, and Evening/Weekend Programs

**2021 Update:** The following new programs were offered in 2021.

Game On! Sports 4 Girls	Amusement Park Tycoon (RoboThink)
Skateboard Lessons/Camp – Asylum	Engineer Self Driving Cars (RoboThink)
Cardio Tennis	Hot Shots Nerf Elite Battle
Monster Preschool	Hot Shots Mini Ninja Warrior
Holiday Cookie Workshop	Hot Shots Ultimate Outdoor Games
Cake Decorating	Online Taste Buds Kitchen classes
Magical Unicorn Soiree	Superhero Academy
Robot School (3-5 yrs)	Enchanted Princess Party
Preschool in a Box	Robots in Space



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**2021 Update cont'd,** The following new programs were offered in 2021.

Backyard Day Camp	Princess Camp	Superhero Camp
Under the Sea	Pirate Adventures	Expedition Mars Camp (Robothink)
Ultimate Frisbee Camp	White Deer Run Golf Clinic	

## **STRATEGIC AREA #2: PARKS**

### **Retain Our Community Jewel – the Vernon Hills Parks**

#### **Goal 2.1 Create a Long-Term Plan for an Internal and External Trail System**

**2021 Update:** Park Art bike racks are being completed and may be installed before the end of 2021 depending on weather. New maps for Deerpath Park have been completed and are displayed in in new park kiosks.

#### **Goal 2.2 Develop a Replacement Plan for Gazebos and Shelters Utilizing the Memorial Program, Donations, and Sponsors**

**2021 Update:** Initial cost analysis to replace the gazebo across from Rustoleum property complete. Further investigation for location and schematic design of new gazebos and shelters will continue. Memorial and donation programs being developed.

#### **Goal 2.3 Investigate a Dog Event for our Dog-owning Constituents**

**2021 Update:** A dog event is planned for spring 2022 at Deerpath Park. Locations of community dog parks are now available to patrons on the district website.

## **STRATEGIC AREA #3: CUSTOMER SERVICE**

### **Continually Improve Our Customers' Experiences with Our District**

#### **Goal 3.2 Expand Customer Appreciation Efforts**

**2021 Update:** Staff implemented the Gold Star Year appreciation program on December 1, 2021.



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## **STRATEGIC AREA #4: MARKETING**

### **Expand District's Marketing to Continually Find New Ways to Communicate Offerings to Help Residents Make Informed Selections**

#### Goal 4.1 Expand Communication Methods to Increase Awareness of Offerings

**2021 Update:** Staff is investigating software that will enable current program offerings and upcoming events to display on our current lobby monitors. Staff will meet with Hawthorn School for Young Learners to discuss shared space options that will permit the district to program additional space.

#### Goal 4.2 Create a Lakeview Fitness Website

**2021 Update:** Staff are developing content for this website.

#### Goal 4.3 Create a Lakeview Childcare App

**2021 Update:** Childcare app expected to be implemented prior to June 2022.

#### Goal 4.4 Communicate Park District's Fiscal Responsibility and Value to Community

**2021 Update:** Staff will develop a "Did You Know" campaign to communicate various facts about the park district.

## **STRATEGIC AREA #5: FACILITIES**

### **Strengthen Our Key Facilities' Ability to Meet Community Needs and Identify Niche Markets, Branding and Marketing**

#### Goal 5.1 Create Renewed Excitement for the Family Aquatic Center

**2021 Update:** Staff will develop an activity guide for the 2022 FAC Season. An operating cost analysis will be conducted in advance of the 2022 season. Minor front desk improvements are being discussed.

#### Goal 5.2 Clarify Sullivan Center's Purpose and Offerings and Increase Marketing of Center

**2021 Update:** The 'Administration Office' signage was removed from the Aspen Drive entrance. New Sullivan Community Center signage has been added to building exterior building to distinguish from Hawthorn School for Young Learners. Staff are researching options for programming during non-peak hours.



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**Goal 5.3 Market, Promote and Continue to Invest in Lakeview Fitness in Order to Capture a Larger Piece of Community's Fitness Market**

**2021 Update:** Staff continue to work with marketing to develop strategies to retain and reward members. An engagement app is in place to cross promote events. Updates to equipment and monthly improvements that members can see have been paused as facility renovations begin. A weekly newsletter and new Instagram account provide up to date content to members. A Member of the Month campaign provides a format to explore the diversity of membership.

**STRATEGIC AREA #6: TEAM**

**Continue to Invest in our Team So They Enjoy Their Role and It Breeds More Team Cohesiveness and Enthusiasm**

**Goal 6.2 Invest in Employee Recruitment and Retention**

**2021 Update:** Recruitment and retention strategies for full and part time staff are ongoing.

A Diversity, Equity and Inclusion Statement was developed for the Agency.



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