



2020-2024 Strategic Plan
Annual Report Card
December 2022

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

Partnerships with Brookdale and Victory Center are in development.

Acquisition of some of D128 key recreation programs in discussion.

Binny's and Aspen Library are new partnerships.

Expansion of district After School programs into the new kindergarten building.

Food pantry partnership with D73 established.

D128 High School Shared Facility Use Agreement for indoor swimming pool established.

Goal 1.2 Expand Current Program Enrollment

Staff recommend that no early enrollment incentives be pursued. There are currently late fees for certain large-scale programs such as youth basketball leagues, which work in those specific instances.

Staff is collecting data from our registration software to investigate eliminating non-resident fees.

Staff continue to subsidize new programs if it helps them build registration and build a program over time.

Program improvements are made based on the results of the feedback received.

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

In January, meet with D73 communications manager to explain our initiative and potentially piggyback on something they already do in order to reach our target market. Have Parks staff do brief surveys in the parks. Utilize the National night out event to survey residents in a contained setting.

New programs developed in 2022

- Doggie Egg Hunt
- Adult Hip Hop Dance
- Vino & Vinyasa
- Let It Snow!
- The Pizza Factory
- Zumba Kids
- Stories & Stretches
- Platform Tennis
- Homemade Giardiniera
- A Little Sausage and Meatballs
- Photography Classes
- Pickleball Clinics
- Pickleball Match League
- Vernon Hills Sports Club Clinics
- Whimsical Fairies
- Fun with Science
- Acrobatic Dance
- Pre-Hip Hop
- Great Outdoors Camp
- Adventure Day Camp
- Trailblazers Camp
- Scarecrow Fest
- Boo Bash
- Gobble, Gobble
- Reindeer Games
- Grinchmas
- Sticky Fingers Cooking (after school enrichment)
- Soccer Shots Classes
- Spanish Classes

Goal 1.4 Increase Awareness of the District's Scholarship Program

Scholarship program is promoted in program guides and on the website, both under general information and more specifically, on the camp page. We have also added the giving tree promotion to raise funds. This can be done at SCC, LF, and online. It is also an option to donate on the payment page of registration. Scholarship is promoted via Ribfest webpages, district Annual Report and Family Scholarship webpage.

Increasing dollar amount of scholarship is ongoing.

A flyer will be added to share with D73 food pantry recipients.

Goal 1.5 Revisit the District's Tax vs. Fee Pricing Strategy for Residents and Non-Residents

As of Fiscal Year ending May 31, 202, the largest sources of revenue were derived from user and impact fees (51.8%) and property taxes (45.9%)

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

Widening of paths as needed is still being investigated. Larger parks may require public funding efforts. Additional bike lanes will not be pursued. District Story Book project along pathways replaced nature signage this year. Directional and length signage complete in Deerpath Park, Grosse Pointe to follow.

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

Program currently on hold.

Goal 2.3 Investigate a Dog Event for Our Dog-Owninq Constituents

District in preliminary stages of researching Dog Park option. Doggie Easter Egg Hunt took place and dogs were invited to Trucks Trunks and Treats.

STRATEGIC AREA #3: CUSTOMER SERVICE - Continually Improve Our Customers' Experiences with Our District

Goal 3.1 Improve Our Customers' Online and In-Person Service Experience

General admission ticketing is not an option in ActiveNet. Quantity based enrollment is available and allows household to purchase multiple tickets.

Promoting programs on receipts began with Fall Fest and has continued on a regular basis. Receipt promotion rotates approximately one month at a time.

ActiveNet does not have a communication module to upsell/cross promote programs. However, supervisors plan to use more Bring a Friend options. Staff also plans to work with D73 at their community fairs to include some of our vendors when we attend.

All individual park web pages have addresses with google maps link and park specific amenities. Each shelter's title and address links to google maps

Program pages on the website have a link to all of the classes offered within a category. The link leads to ActiveNet with current programs offered.

Family Calendar available and will be highlighted in future communication.

Goal 3.2 Expand Customer Appreciation Efforts

Gold Star year- after 5 registrations, paid or free programs, a raffle card is put in a Gold Star Raffle boxes (at SCC and Lakeview). Winners drawn seasonally for a \$100 VHPD gift card.

Lakeview Fitness offers the 20 Club – 20 visits in one month rewarded with a small gift.

Lakeview Fitness has a monthly Membership Appreciation Day.

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

SCC: 3 new slat walls, wall poster holders by restrooms and floor poster holders by lobby entry and gym entrance/visible to people going to dance hallway; LF: poster holders in vestibule; Preschool: new slat wall near parent entry

January, 2023 Preschool Open House postcard will be large format. It will include a message to bring the card to the open house. Julie will also ask visitors how they heard about the Open House.

Print ads are mostly used in special publications (community guides, festival sections, fitness sections. Ads for Lakeview Fitness, Little Learners Preschool, Ribfest). Digital ads are usually included with a print ad and can be scheduled individually too. We did this for Ribfest and Craft Beer. We solely use digital ads for the Libertyville Area Moms Network. Post-it notes are costly and are scheduled for higher revenue events.

PA announcements taking place at the FAC.

Exploring USPS Every Door Direct Marketing (EDDM). D73 has provided a map of their boundaries. We can choose specific streets with EDDM.

50th VHPD Anniversary at 2023 Vernon Hills Days.

Use of Electronic monitors has been removed from the Strategic Plan.

Marketing with drone videos has been removed from the Strategic Plan.

Goal 4.2 Create a Lakeview Fitness Website

Lakeview Fitness Website will go live in January 2023.

Goal 4.3 Create a Lakeview Childcare App

Childcare App in use and well received by staff and parents.

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

This campaign appeared in Fall Guide 2022 and will appear again in Winter/Spring 2023.

Annual Report was included in the Winter/Spring 2023 guide and also is posted on the website under District Planning and Finances.

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

A summer activity guide will be produced. A Turtle Creek Waterpark logo was created. The spray ground will be announced in the Summer 2023 program guide with an explanation of the lazy river/slides closing one week early (first week of August) due to construction of the spray ground construction.

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

Best use of facility space is an ongoing effort. We are working with Brookdale to provide space for a community musical performance on a weekday in the winter. A drop-in chess program was developed based on space availability.

New building signage at Sullivan Community Center

Multipurpose rooms to be renamed

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

Fitness Newsletters inform Members of monthly improvements. The Lakeview Fitness renovation web page has regular updates with photos.

Recent promotions include Fun Sized Fitness Membership. Lock in Your Rates. Lacy and Cheryl working on an updated Lakeview Fitness Marketing Plan. Many short-term programs are being offered to non-members to get them in the door. Also, family events are being offered in the pool to create awareness of an indoor swimming facility.

New program, Hula, being offered. Focus group was offered in the summer with members. Suggestion/Comments box at Lakeview Fitness.

General Construction/ Pool mechanical system improvements completed

STRATEGIC AREA #6: TEAM

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

Goal 6.1 Enhance Internal Team Communication

Child care teacher institute days began in 2021 and take place 3 times a year.

Communication improvements include advance notification by staff when plan to be out of office and making sure expectations are clearly expressed. Obstacles are avoided by including all relevant staff on email communications. DiSC Analysis being planned for staff.

Goal 6.2 Invest in Employee Recruitment and Retention

The district continues to explore ways to enhance recruitment by staying competitive with other places of business, using posting resources IPRA, Indeed, LinkedIn and Social Media. Early Childhood instructors pass out fliers about job postings and meetings take place with hiring managers to better understand their needs and different efforts that can be applied based on the position.

Retention strategies include opportunities for telecommuting, reviewing salary ranges and allowing Employees to share input. Stay Interviews are being conducted with staff. DEI provides employees an example of how the district treats people.

Goal 6.3 Understand Individual Staff Member's Contributions to the Park District to Build a Culture of Support and Respect

DEI committee continues to meet monthly. Efforts in place, trainings and acknowledgements occurring monthly. Utilization of resources and building partnerships – Haven. Signage to represent All Are Welcome. Name tags that identify people who can speak different languages and what the languages are. Efforts to consider creating a safe emotional and physical space among our facilities and programs.

No Peer Supporter connected yet, as we have not had a new hire since initiating the program.



2018-2023

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

Park Maintenance
1400 Indianwood Drive, Vernon Hills, IL 60061
Phone (847) 362-0920
Fax (847) 362-3618