



2020-2024 Strategic Plan
Annual Report Card
December 2023

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

Acquisition of D128 recreation programs including:

- Exploration of Wines for Holiday Meals
- Intro to Champagne and Sparkling Wine
- Canning Basics
- Be an Herbal Gourmet
- Intro to Sewing
- Glass Blowing classes
- Tai Chi

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

New programs developed in 2023

- Adult Ballet
- Rock N' Kids
- Little Elf Academy
- Fun Fridays
- Bitty Ballet/Tap
- British Swim School
- Ultimate Ninjas Obstacle Course Racing
- Hi-Five Multi-Sport class
- Art Sparks Camp
- Ocean Adventures
- Little Excavators
- Splish Splash
- Sticky Fingers Cooking (after school enrichment)
- Soccer Shots Classes
- Spanish Classes
- Fit For Life
- Lifestyle Wellness Program
- Intro to Chalk Painting

Goal 1.4 Increase Awareness of the District's Scholarship Program

A postcard was created that goes to new residents and that same postcard has been provided to staff at D73 to share with those that use the food pantry.

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

Goal 3.2 Expand Customer Appreciation Efforts

50th Park District Anniversary Appreciation Event held at Lakeview Fitness that included membership promotion, free swim activities and refreshments.

Lakeview Fitness continues to host regular member appreciation days.

In the months leading up to the July VH Days Celebration, candies or small giveaways were offered monthly at our customer service desks with a Thank You note. Park District provided a band from the 1970's era to play at VH Days, free carnival wristbands were given to student volunteers of the Park District, and banners were present at the stage area letting spectators know it was the Park District's 50th Anniversary celebration. Giveaways including drink tumblers and doggie bag dispensers had the 50th logo on them. A large photo backdrop with the 50th logo was brought to many PD events for photo opportunities.

STRATEGIC AREA #4: MARKETING

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

Goal 4.2 Create a Lakeview Fitness Website

Lakeview Fitness Website went live in January 2023.

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

Finance Department communicated fiscal information via the Annual Report including:

- Overview of Park District Property Tax info
- Certificate of Achievement from GFOA
- FY2023 Operating Revenues & Expenditures
- Capital Projects and Bond Proceeds

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

Turtle Creek Waterpark has a web page with the amenities listed for the general pool plus spray ground. Improvements to be made to the former FAC in 2024 include:

1. New TCW Entry sign at the corner of Aspen and PD drive.
2. TCW entry building is being renovated with an awning, re-designed front desk, fresh paint in entry and locker rooms, FAC signage within the building will be replaced with TCW signage and logo.
3. TCW pole banners will replace FAC pole banners including directional pole banners leading people to the spray ground.
4. Bridges will be repainted with new netting
5. Landscaping will be trimmed and improved within the waterpark.
6. Concession area will have a mural with cattails, frogs, turtles. Exterior of the guard building near the front entrance will also have the TCW logo painted on the brick or displayed in a similar way.
7. TCW logo will be added throughout the waterpark such as painted on the concrete, new signage.
8. Footprints or something similar will be on the interior of the waterpark leading to the spray ground. Also, interior signage will lead people back to the spray ground.
4. Spray Ground specific entry improvements include an entry tent during pre and post season, sail flags, and directional signage in the parking lot.

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

District 2024 Winter/Spring program guide featured a photo of Lakeview members on the cover

Invested in a geofencing campaign for September -December 2023

Invested in Google Ads beginning September 2023

Most successful Lakeview promotions/programs of 2023

- Winter Student Break Pass
- LF Anniversary
- Summer Education Pass
- Babysitting Promo
- 50th Anniversary Promo
- Half Marathon Training Program
- Virtual Group Exercise Classes

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

HR assigned Disc Analysis survey to all full time staff, based on department, except for Parks and Maintenance Dept and our Sullivan Customer Service Representatives. The analysis was followed up with a department workshop to explore each other's results and how to best communicate among one another. The Park and Maintenance and Sullivan CSR's each have an open full time position that once filled the process will continue. The Everything Disc portal provides a hub where full time employees can explore their coworkers personality types and pair up to see the best way to communicate, handle conflict and work productively together as a continued tool available to all who participate.

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

- Replaced signage on our single restrooms to make them gender neutral
- Formed a DEI Committee with participants from a variety of departments
- Completed a DEI Staff Survey
- Agency participation in IPRA Safe Zone
- HR Manager completed the NRPA Equity in Practice Certification program-1st cohort
- Formed and implemented a DEI Handbook
- Added a "You are welcome here" sign on our front desk at the entry
- Placed a "You are welcome here" portable banner in the top 10 languages spoken in Vernon Hills that is currently displayed in our lobby but can be moved between events
- Implemented a monthly DEI newsletter highlighting several diverse topics each month
- Each employee that speaks another language is identified and provided with a ribbon to attach to their name tags so that members of the community can identify them if needed. Currently have staff that speak 9 different languages.
- Sent out staff training videos on topics such as "Celebrate Diversity Month", "Diversity, Equity & Inclusion", "Hispanic Heritage Month", "Juneteenth", "What is Pride Month" and "Supporting our LGBTQ Youth"
- Stay Interviews with Full-Time staff provide an opportunity for all voices to be heard, so leadership could consider feedback to apply to achieve any potential needs addressed under this goal.
- PDRMA mental health webinars offered throughout the year
- Wellness Committee offered Therapy Light via PDRMA Wellness Grant.
- Mental Health First Aid Training for Childcare Staff
- Newly hired FT staff in the past year have been matched with existing volunteer Peer Supporters who have had their first meetings with new staff outside of the work environment for coffee or lunch and then continue to check in once/month or as needed for help, guidance, a friendly face, etc.



2018-2023

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