



**Village of Lincolnwood
Parks and Recreation**

Board Meeting
Tuesday, January 11, 2022
7:00pm

Governor Pritzker and Courtney Lynn Tucker have each made a determination that the Park and Recreation Board's public hearings and meetings should be held virtually due to the COVID-19 pandemic and pursuant to Section 7(e) of the Open Meetings Act. This will be the only notice of the meeting, and where and how the meeting will be conducted. Information regarding the location of the public meeting and instructions for participating in the public hearing will be posted on the Village's website (www.lincolnwoodil.org) and will include updates as needed. Please contact Karen Hawk, Director of Parks and Recreation, at 847.745.4728 for confirmation of meeting location.

Anyone who desires to offer public comment during the meeting about any matter concerning the Village of Lincolnwood may do so by submitting an email to khawk@lwd.org prior to the commencement of the meeting, or by offering live oral comment at the stated time in the meeting agenda. To offer live comment, commenters must email khawk@lwd.org to receive the GoToMeeting credentials for the meeting to participate electronically. All Emails received will be read aloud during the Public Comment portion of the agenda. Emails should be kept to under 200 words to allow time for others to be heard and for the Board to progress through the public meeting agenda. The Park and Recreation Board typically does not immediately respond to public comments or engage in open dialogue, but the Park and Recreation Board is actively listening to all comments.

Agenda

- I. Call to Order
- II. Approval of the Minutes from the December 14, 2021 Park and Recreation Board Meeting
- III. Audience Participation and Letters/Notes/Emails from the Public
- IV. Old Business
 - A. Recommendation Regarding a Potential Long-Term Agreement for the Concessionaire at the Proesel Park Family Aquatic Center

- V. New Business
 - A. Discussion Regarding Nanny Pass Fees, Name and Policies at the Proesel Park Family Aquatic Center
 - B. 2021 Fall Programs and Event Report
- VI. Chairperson's Report
- VII. Commissioners' Reports
- VIII. Director's Report
- IX. Staff Report
 - A. Cook County Department of Public Health Covid-19 Mitigations Update
- X. Adjournment

Posted January 7, 2022



**Village of Lincolnwood
Parks and Recreation**

**Board Meeting
Tuesday, December 14, 2021
7:00pm**

**Council Chambers
Lincolnwood Village Hall – 6900 North Lincoln Avenue**

DRAFT MINUTES

I. CALL TO ORDER

Tucker: The meeting was called to order at 7:01PM.

PRESENT AT THE MEETING

Chair Person: Courtney Tucker

Park Board Commissioners Present: Leah Brennan, Sokol Delisi, Kenneth Malca, Victor Shaw, Laura Tomacic

Park Board Commissioner Absent: Art Lovering

Village Board Liaison: Grace Diaz Herrera

Parks and Recreation Department Staff: Karen Hawk, Anna Koperski-Walsh, Katie Gaughan

II. APPROVAL OF MINUTES OF THE NOVEMBER 9, 2021 BOARD MEETING.

On motion Tucker approves the meeting minutes of the November 9, 2021 Parks and Recreation Board meeting. 6-0, motion passed.

AYES: Tucker, Brennan, Delisi, Malca, Shaw, Tomacic

NAYS: None

III. AUDIENCE PARTICIPATION AND LETTERS/NOTES/EMAILS FROM THE PUBLIC

No audience participation.

IV. OLD BUSINESS

No old business.

V. NEW BUSINESS

A. 2022 Parks and Recreation Board Meeting Dates

Hawk:

- Provides background into when the dates are regularly scheduled, which is the second Tuesday of each month.
- Explains that the second Tuesday of each month in 2022 does not fall on a major holiday, no conflicts with dates.

Board Discussion:

No discussion.

On motion Delisi/Tomacic approve the 2022 Park and Recreation Board Meeting dates. Motion is passed 6-0.

AYES: Tucker, Brennan, Delisi, Malca, Shaw, Tomacic

NAYS: None

B. Discussion Regarding the Sale of Liquor in Proesel Park during Summer Concerts and Other Select Events

Koperski-Walsh: Presents information from memo included in the Board Packet.

Board Discussion:

- Comment regarding liability, states it gives it a Ravinia feel as long as it's safe
- Question about ballpark estimate on revenue this will bring in
- Question regarding the speed of service and how serving both food and drink/liquor would slow service, recommends perhaps a tent to serve from
- Question about how it would impact Lincolnwood Fest
- Inquired about the location of Freddie's during Lincolnwood Fest
- Concern of space in the concession stand area and ability to support adding more customers
- Inquiry about employment and if there will be a minimum age requirement of 21 years of age to serve
- Mention of how another community has separate food and drink areas to ensure minors where not being served
- Inquiry on the long term goal of alcohol sales and what kind of drinks would be served
- Question regarding the sale of alcohol in the park and if it will prevent people from bringing in their own alcohol into the park
- Inquiry on where alcohol can be consumed and if there is consideration of a roped off area
- Inquiry about a food truck
- Comment on having themed nights and consideration of themes based on the type of band

- Question about the logistics of the area alcohol is being served
- Addresses concern about extra security
- Comment that if a person is legally purchasing alcohol in the concert, person is responsible for the alcohol and a roped off area wouldn't be necessary
- Suggestion about adding signage "Please Keep Drinks in this Area"
- Consideration to add recycle bins and garbage cans
- Inquiry about renewal process or if the Village is locked into the agreement

Koperski-Walsh:

- Explains past finances with Freddie's last summer and the potential of working with them for special events
- Discusses the idea of a tent verses the concession stand as a place to sell the alcohol
- States that Freddie's is working on mitigating the issues of slow service for the upcoming season
- Mentions as it pertains to Lincolnwood Fest, Freddie's would not have exclusive rights and the items served would be mutually agreed upon
- Explains employee of Freddie's would be Bassett trained
- Mentions that there could be two separate area of serving food and liquor
- Explains how people have been asking for alcohol in the park and food trucks
- Mentions that alcohol sales could make the events more appealing
- Explains options of different beers, single served boxed wine, infused Italian ice
- Mentions that Village staff has difficulty at times identifying if patrons are bringing in alcohol
- Explains that outside alcohol will still not be permitted based on current Village code
- Mentions that alcohol would be permitted on the lawn where the concert goers sit
- States that there has been no final determination for food trucks for concerts
- Mentions that additional fencing and monitoring could help keep the area clean
- Mentions that police currently come into the park area monitor the concerts with the Park Patrol
- States that staff will discuss safety concerns with the Police

Hawk:

- Mentions that there is no definitive answer on where Freddie's would be located
- Suggests that Freddie's has their own booth/food truck within the Lincolnwood Fest food and liquor area
- Explains the annual renewal process and that the first summer would be a

pilot program

- Explains how staff will discuss with Freddie's the potential for a long term agreement and obtain more information before moving forward

C. Discussion Regarding a Long-Term Concessionaire at Proesel Park Family Aquatic Center

Koperski-Walsh: Presents information from memo included in the Board Packet.

Board Discussion:

- Question if initial conversations with Freddie's have taken place yet and how many years the agreement would be for.
- Inquiry on if Freddie's would be responsible for maintenance of the equipment
- Comment of how used restaurant equipment is often fairly new and less than a year old
- Comment about potentially only needing to replace parts and not the entire piece of equipment
- Inquiry on who would choose the new equipment
- Inquiry about when was the last time there was a comprehensive outlook of the entire aquatic center facility

Koperski-Walsh:

- Explains the initial conversations was three to five years and then from there, it can be year to year
- Mentions that Freddie's would be expected to maintain the equipment
- Explains that Freddie's would pick out the equipment but the Village would approve of it
- Mentions that Freddie's has indicated that they would rather purchase new due to warranties
- Explains that the Department will look into the last time a comprehensive look at the aquatic center was done
- Mentions that all parks and facilities are under review to ensure that budgeting and planning are properly done
- Explains how staff aren't trained food professionals and how Freddie's is coming in as the trained professionals

Hawk:

- Explains that to the best of our knowledge, the majority of the concession stand equipment was purchased in 2007

Gaughan:

- Explains there has been a lot of maintenance in the concession stand and

the Village is taking a big picture look at all equipment and facilities

VI. CHAIRPERSON'S REPORT

Tucker:

- Wishes everyone a happy holiday season and speaks of the snowflakes she and her family are working on and enjoying

VII. COMMISSIONERS' REPORTS

Delisi:

- Wishing all a happy holidays

Tomacic:

- Thanks the Parks team for a job well done with the 2021 Turkey Trot, states that the weather was nearly perfect

VIII. DIRECTOR'S REPORT

Hawk:

- Brings back the conversation about a long-term concessionaire contract
 - Explains how the staff will have preliminary conversations with Freddie's and then come back in January or February to have the Park and Recreation Board make a recommendation
- Update on Lincolnwood Fest 2022
 - Looking to operate 2022 in a similar fashion, perhaps add an arts and crafts fair area
 - Explains final donation from Friends of Lincolnwood in the amount of \$150,000
 - Provides details that the event is a year-long planning process so having the Parks and Recreation Department take it over doesn't seem possible
 - Explains the many advantages of special management companies
 - Mentions that the Village has reached out to Special Events Management Company (SEM), who used to run the Turkey Trot in the late 90's and has experience working with our community
 - Mentions that SEM has about 30+ festivals in a year and has significant experience
 - States that the Village has spoken with references of SEM and all gave great reviews
 - Provides details about how sponsorships will work
 - Explains financials and comparisons to 2019
- Update on 2022 School District/Village Summer Camp
 - States the Village was able to secure ten rooms at Lincoln Hall for the summer, which will allow for summer camp numbers to get back to pre-pandemic numbers
 - Mentions that the camp will have access to gym and auditorium in

- the afternoon
 - States that the school district is willing to work with the Village on an intergovernmental Agreement
- Family Pool Pass Update
 - States that the Department has been working through policies to make them more customer friendly
 - States that there are many restrictions on how a family is defined
 - Mentions that changes will allow for easier pass selling and will improve the experience for the individuals buying the passes
 - States that the change could save the Village over \$24,000 in software upgrades
 - Mentions that staff will be trained by the software vendor
 - States that the resident sale date will be pushed back to February 7, 2022
 - States that the software used is Vermont Systems, also referred to as RecTrac
- Shares that the Parks and Recreation office relocation will take place on Thursday, December 16, 2021 and that the office will be closed for the move on December 16 and December 17, 2021

IX. STAFF REPORTS

Koperski-Walsh:

- Thanks staff for work with the relocation of Parks and Recreation Department
- States that due to the nice weather, the pool painting project is moving along quickly.
- Mentions that the pool walls have been water blasted and that the contractors don't see any structural concerns
- States that the Turkey Trot sold out well over two weeks before the race and that the weather was near perfect
- Mentions that it was nice to have Melissa back as a volunteer to support the race
- States that the Lincolnwood Lights event had over 50 people along with the library and the Mayor
- Shares that the Gingerbread House Event sold out
- Mentions that staff will consider offering a second Gingerbread House Event in the future if the event sells out early
- Update on moving the Noon Year's Eve Event to Thursday, December 30th
- Mentions VIP Dinner Dance, formally known as Daddy Daughter dance and Buddy Bingo, formally known as Mom/Son Bingo are both returning in 2022
- States that Lincolnwood Limits is open for registration, and begins on January 3, 2022
- Shares that the Winter/Spring 2022 Program Guide is about to be posted online and classes begin in January
- Mentions that Winter/Spring 2022 Program Guide now includes a QR

- code and a few of the summer program offerings
- Share's that Olivia Zdeb's last day was Friday of last week

Gaughan:

- States they are happy to be back
- Mentions that jumped right in and immediately got the summer 2022 aquatic schedule done

X. ADJOURNMENT

Meeting adjourned at 8:20PM

Motion to adjourn: Delisi/Tomacic

AYES: Brennan, Malca, Tucker, Delisi, Shaw, Tomacic

NAYS: None

Park Board Minutes prepared by Julie Glowacki

Park and Recreation Board Chairperson: _____
Signature Date



MEMORANDUM

TO: Park and Recreation Board

FROM: Karen Hawk, Director of Parks and Recreation

DATE: January 11, 2022

SUBJECT: Recommendation Regarding a Potential Long-Term Concessionaire Agreement for the Proesel Park Family Aquatic Center

Background

The Parks and Recreation Department operated the Proesel Park Family Aquatic Center Concession Stand through the 2019 aquatic center season. At the conclusion of the 2019 season, it was determined that the Village should work with an outside vendor to operate the concession stand. The decision to engage an outside vendor was determined after receiving feedback from pool patrons and discussions with the Park and Recreation Board.

Following those discussions, the Department initiated a Request for Proposal (RFP) process to seek submittals for a concession vendor. Fabulous Freddie's Inc. (Freddie's), of Chicago, IL was the only vendor to submit a proposal. Freddie's was awarded the contract for the 2020 aquatic center season, but due to the pandemic related pool closure, the agreement was updated and amended to be in effect for the 2021 season. Via conversations with patrons and staff, Freddie's received positive feedback in regards to the quality offerings they provided.

As a result of the positive experience and feedback, Village Staff requested and the Village Board approved a renewal agreement with Freddie's for the 2022 season at the December 21, 2021, Village Board meeting.

Long-Term Agreement

Parks and Recreation staff have had preliminary conversations with Freddie's regarding a potential long-term agreement. A long-term agreement has benefits for both the Village and Freddie's. As stated at the December 2021 Park and Recreation Board meeting, the concession stand is in need of significant equipment repairs, replacements, and upgrades. Estimated costs received from Freddie's indicate approximately \$26,000 may be spent on new equipment for the concession space. Should the concessionaire replace the equipment, it saves the Village the cost of investing in and replacing the necessary equipment for the space. Additionally, any equipment

purchased by the vendor and placed in the concession area would become the property of the Village. All equipment replacements and potential upgrades to the space would be mutually agreed upon by both the Village and the concessionaire.

Considerations for a Long-Term Agreement

There are several considerations when determining the feasibility of a long-term agreement.

- How long the agreement be in effect
- Options to renew
- Potential for increased revenue to both the vendor and the Village
- Relationship building between the vendor, Village, and community
- Maintaining and improving the quality of products and service
- Reconciling any concerns between the Village and the vendor during the agreement term

Recommended Action

Move to make a recommendation to the Village Board concerning a long term concession agreement with Freddie's.



MEMORANDUM

TO: Parks and Recreation Board

FROM: Anna Koperski-Walsh, Superintendent Parks and Recreation
Katie Gaughan, Recreation Supervisor

DATE: January 11, 2022

SUBJECT: Discussion Regarding Nanny Pass Fees, Name and Policies at the Proesel Park Family Aquatic Center

Background

The Parks and Recreation Department is continually working to evaluate registration practices and all program and pass structures to ensure a positive customer experience. The Department currently offers four Aquatic Center seasonal pass options, individual, family, senior individual and senior couple. In years past, the Department has offered season pool pass holders the option to purchase an individual pass for a nanny or child care provider. The current rules for the nanny pass are as follows:

- The rate is based on the residency of the nanny, regardless of the pass holder's residency
- Nanny passes are billed at the individual pass rate. Residents \$103 Non-Residents \$283
- The pass may only be purchased by a family pass holder
- The pass can be transferred no more than twice per summer if there is a change with the families nanny
- Households can add only one nanny pass to their household each season

Nanny passes have always been sold as an individual pass and were not labeled as a nanny pass, which makes it difficult for the Department to determine the exact number of nanny passes sold each year. Department staff estimates that there are approximately ten passes sold per season. Although ten passes is a small number in comparison to the total number of passes sold per season, the Department has received a significant amount of negative feedback regarding the sale process of the nanny pass. It is the department's goal to address customer service feedback and update our processes when possible. Customer frustrations stem from the cost of the pass, as well as the need for the pass to be associated

with a family pass which in past years has required at least one adult pass to be purchased. This is an excessive cost to families when the parent will not be using the facility, as it is their nanny that would be taking the children to the aquatic center. If a resident family wishes to purchase a nanny pass for their nanny, they would need to pay an additional \$103 or \$283 based on where the nanny lives. Currently, a resident pool pass for a family of two to six costs between \$153 and \$273. As a result, resident families who have non-resident child care providers pay more for their individual nanny pass than their entire family pass.

An update was provided to the Park and Recreation Board during the December 2021 Directors Report stating that the definition of a family as it relates to aquatic center pool pass purchasing will be updated to allow anyone in the household regardless of age to be included in a family pass. This update was made to ensure a positive customer experience and alleviate some of the complicated processing procedures that affected both the customer and the staff. With this change comes the ability for a family pass to be purchased for just children, without the requirement of an adult pass. However, all youth pass holders, ages two to twelve years, must be accompanied by a guest or pass holder age 16 or older. Families can now purchase a pass or passes for their children and add a childcare provider without having to purchase an adult pass as well.

The current aquatic center policy indicates that children under the age of twelve must be accompanied by an individual 16 years of age or older. Families that have childcare providers have three options:

- Purchase a family pass with household adults and an add on a childcare provider pass
- Purchase a youth pass with the option to add on a childcare provider pass
- Purchase a family or youth pass and pay the daily drop-in rate for the child care provider

The youth and childcare provider physical pass will look different than a regular pool pass, making it easier for aquatic center staff to enforce the age and childcare provider policies.

When evaluating the aquatic center pass structure, staff reached out to other facilities and aquatic groups in the area to evaluate the industry standard for family and nanny passes. Through this research the Department has determined the nanny pass as it currently stands should be updated to be more inclusive of different types of caregivers, as well as have its own fee structure outside of the current individual pass. It is anticipated that having a separate fee structure would also boost overall interest and allow for better tracking of the number of nanny passes sold.

Discussion

The Parks and Recreation Department is seeking feedback from the Park and Recreation Board regarding the name, fee structure, and policies for the nanny pass. As mentioned earlier, the current name is not inclusive to different types of caregivers and often times very costly to the customer. The pass would be associated with a person's name and photo, but would continue to be transferable no more than twice per season. It is recommended that all nanny pass holders be required to accompany a member of a season pass holder and could not be used for individual entry. The Department also recommends that nanny passes are to only be sold with the purchase of a season pass.

LINCOLNWOOD PARKS & RECREATION

2021 Fall Programs and Events



UPCOMING EVENTS

Date	Event	Location
January 21	Parents Night Out	Community Center
February 4	VIP Dinner Dance	Double Tree
February 25	Parents Night Out	Community Center
March 25	Parents Night Out	Community Center
March 28 –April 1	Spring Break Camp	Community Center
April 9	Egg Hunt and Bunny Bingo	Proesel Park
April 21	Buddy Bingo	Proesel Park Pavilion
April 29	Parents Night Out	Community Center
May 30	Memorial Day Parade and Ceremony	Community Wide



PROGRAM HIGHLIGHTS

Youth-Tot Programs

Youth-Tot programs continue to grow and are the most popular classes offered. Over the summer, the Department expanded the parent-child and early childhood programs (three to five year old). Due to low enrollment, many of the parent-child and early childhood programs didn't run over the summer. The Department marketed and offered the new three to five year old programs again in the fall and the majority of the programs ran successfully after more exposure. The Village contracted with Athena Coding this fall, adding new non-sport programs. The new programs added were chess, filmmaking, and junior alchemists. Overall, the fall sessions were successful as the participant rate per class continues to grow. The Department is looking at ways to add more programs and be creative with the schedule during the cooler months as indoor space is limited.

Session	Enrollment	Revenue
Fall One Session	109	\$ 14,652.00
Fall Two Session	117	\$ 12,031.00
Total	226	\$ 26,683.00
Total Expenses		\$ 16,872.00
Total Net (37%)		\$ 9,811.00



Adult Fitness Programs

The Parks and Recreation Department continues to offer four adult fitness classes per week. Yoga typically picks up in the fall and winter and Zumba drops off during the cooler months. The second fall session of Yoga was pushed back fifteen minutes due to space limitations in the Community Center. The Forever Fitness classes are steadily attended year round. Based on participant feedback, the Yoga participants prefer an early timeslot. Department staff are working with the instructor and the existing schedule to find an alternate earlier time. The overall net is less than 30% as Forever Fitness is partially subsidized by the overall Department budget when the fee paid by participant does not cover the expense of the instructor.

Session	Enrollment	Revenue
Fall One Session	28	\$ 1,502.00
Fall Two Session	30	\$ 2,097.00
Total	58	\$ 3,599.00
Total Expenses		\$ 3,413.00
Total Net (5%)		\$ 186.00

TURKEY TROT

45rd Annual Turkey Trot

After a year off, the Turkey Trot race was back in person for the 45th year of the race. The race sold out in record time year on November 11. Over 2100 runners and walkers registered for this year's event, which featured a 5K race, 10K race, 5K fitness walk, and a 50-100 yard drumstick dash. The Turkey Trot is a community effort, which is made possible through the efforts and cooperation of over 120 volunteers, all of the Village's Departments, generous in-kind and monetary sponsors and the many community members along the race course. The Parks and Recreation Department is grateful to everyone who supported the race, both on race day and behind the scenes in the time leading up to the event. Planning for the 46th Annual Turkey Trot has already begun - mark your calendars for the November 20, 2022 event!

2021 Turkey Trot Sponsorship Summary

Total Monetary Sponsorships: \$13,300
 In-Kind Donations Estimated Value: \$2,600

Monetary Sponsors:

Republic Bank	2,000.00
Lincolnwood Fire Department	2,000.00
Elrod Friedman, LLP	1,000.00
Liberty Bank	1,000.00
Tenneco	1,000.00
NorthShore University HealthSystem	1,000.00
Groot	600.00
Voss Belting & Specialty Co.	600.00
Christopher B. Burke Engineering, Ltd.	500.00
Advanced Plastics Corp.	400.00
Pet Supplies Plus	400.00
Athletico	400.00
CCDC	400.00
Hallogen	400.00
Obaisi Orthodontics	400.00
TrueREST Float Spa	400.00
@Properties	400.00
Complete Chiropractic & Rehabilitation	400.00

In-Kind Donations:

Lou Malnati's: Soup
 Lifeway Foods: Kefir Drinks
 Starbucks: Coffee
 Walmart Pickup Point: Water



Overall Turkey Trot Registration

Race	Registered	Estimated Attendance
5k Run	1137	1079
10K Run	506	484
5K Fitness Walk	361	354
Drumstick Dash	117	107
Total	2121	2024

Overall Turkey Trot Budget

Account	Budget	Actual	Variance
Sponsorship	\$ 13,500.00	\$ 13,300.00	\$ (200.00)
Registration Fees	\$ 67,500.00	\$ 69,941.00	\$ 2,441.00
Miscellaneous Sales	\$ -	\$ 260.00	\$ 260.00
Total Revenue	\$ 81,000.00	\$ 83,501.00	\$ 2,501.00
Account	Budget	Actual	Variance
Contractual Fees	\$ 9,100.00	\$ 8,481.25	\$ 618.75
Marketing	\$ 1,000.00	\$ 136.00	\$ 864.00
Equipment Rental	\$ 7,500.00	\$ 7,688.65	\$ (188.65)
Printing and Coping	\$ 1,600.00	\$ 1,633.43	\$ (33.43)
Awards	\$ 5,250.00	\$ 5,349.00	\$ (99.00)
Concessions and Food	\$ 1,730.00	\$ 1,410.00	\$ 320.00
Postage	\$ 1,100.00	\$ 447.72	\$ 652.28
Program Supplies	\$ 21,950.00	\$ 21,563.00	\$ 387.00
Total Expenses	\$ 49,230.00	\$ 46,709.05	\$ 2,520.95
Total Revenue	\$ 81,000.00	\$ 83,501.00	\$ 2,501.00
Total Net	\$ 31,770.00	\$ 36,791.95	\$ 5,021.95

EVENT HIGHLIGHTS

Touch-A-Truck

Similar to other events, the Touch-A-Truck event was back in person this year. The event was held on September 12 at the Village Hall and Police/Fire parking lots. The event day was sunny and warm and brought in over 250 families. There were 17 vehicles in attendance including a U.S. Coast Guard boat, fire trucks, a school bus, and a street sweeper. Overall, the event was very successful and brought in a similar number of participants as it has in the past.

Mad Science

The Mad Science event was brought back for a second year. The one day science experiment class sold out quickly and a second session was added. Both events were sold out, with 25 participants in each class. Each event had a different theme, science experiments and robot making, but brought in different clientele each time. Due to the repeated success of the event, a new Junior Alchemist weekly program has been added to our program offerings.

Pumpkin Picasso

Similar to Mad Science, the Pumpkin Picasso event was brought back for a second year. There were two offerings for families to attend with a total of 73 artists. The day of the event started out damp and cool, but warmed up and turned out to be a beautiful day for an outdoor event at the Proesel Park Pavilion.

Trunk-or-Treat

Trunk-or-Treat was held on Halloween Day, October 31st in the aquatic center parking lot. The weather was a little bit windy, but overall was a warm day and brought in over 1,000 trunk-or-treaters. The event had 18 vehicles and spooky scenes for families to walk through and enjoy. Even though the line extended down the block to the playground throughout most of the event, everyone was able to go through the event.

Lincolnwood Lights

The 9th annual Lincolnwood Lights celebration took place on Tuesday, November 30. Community members gathered in the Village Campus Promenade and enjoyed music by Ellie Evens, hot cocoa, a holiday story read by a Lincolnwood Librarian, and the ceremonial lighting of the holiday lights in the trees throughout the Village Campus Promenade. The event ended with an appearance by Santa Claus, who arrived on a Fire Truck to visit with all the children. There were approximately 50 people in attendance during the event held under clear skies.

Gingerbread House Decorating Event

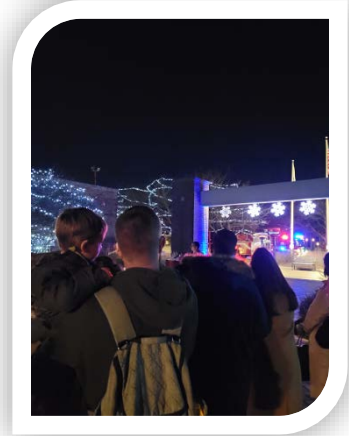
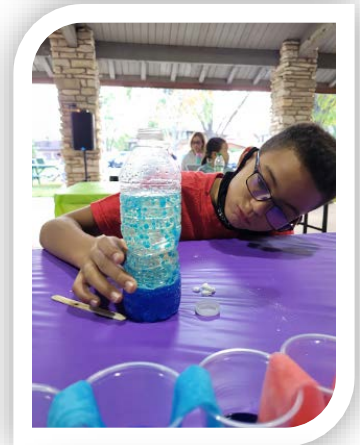
The fifth annual Gingerbread House Decorating event for families was held on Friday, December 10th from 5:30-6:30pm at the Community Center. The event was very successful and sold out in record time with 35 houses decorated. This is an increase from the last in-person event which had 23 participants. The Department will consider offering more than one Gingerbread House Decorating event in the future if the event sells out in advance.

Breakfast with Santa

Breakfast with Santa was held on Saturday, December 18th at the Community Center. The delicious breakfast was catered by Lee n' Eddies and was served to the sold out crowd of 90 participants. Each family went home with magic reindeer food, a coloring book from Santa, a tree craft, and a winter plate. Families also had the opportunity to take photos with Santa and his helper and the magical morning ended with a story read by Santa's helper! Breakfast with Santa is a popular event each year and the Department is considering adding in a second event, such as Pizza with Santa, to accommodate more families.

Noon Year's Eve

The Noon Year's Eve event was cancelled this year due to rise in COVID-19 cases and concern for the overall safety of the participants. Last year, the event was cancelled in advance and to-go kits were made available. Due to the last minute decision to cancel the event this year, to-go kits were not available. The Department hopes to bring the event back in 2022.



SPECIALTY PROGRAM HIGHLIGHTS

Winter Break Camp

Winter break camp was offered for children ages kindergarten through 5th grade for the fourth year. The program was offered the week of December 20th and December 27th, but due to low enrollment the program ran only during the week of December 20th. The camp was held at the Community Center and the children were kept busy playing games, going to the park and playground, making gingerbread houses, crafts, enjoying a sundae bar, and doing wintery science experiments with the Junior Alchemists class.

Lincolnwood Social Club (Ages 55+)

The Lincolnwood Social Club took a hiatus for over a year due to the pandemic. The club met for the first time in 2021, with a small group of participants who enjoyed Kinky Boots. There are plans to bring the lunch bunch back in 2022, a social luncheon organized by the Parks and Recreation Department for community members where they can gather and chat over a meal.

Make-A-Flake

Back by popular demand was the Make-A-Flake program. Community members could purchase an unfinished, 4' x4', wood snowflake to decorate and display in their yard. The snowflake design was new this year and complimented the 2020 design. Overall, the event sold eleven flakes, only four flakes less than 2020.

FACILITIES

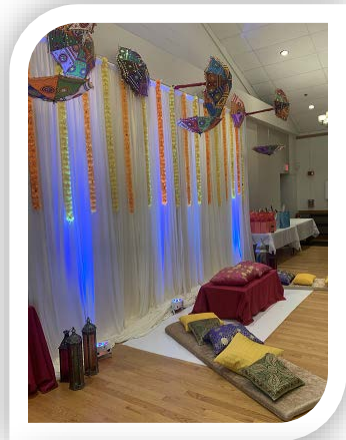
Community Center

Community Center rentals have seen a lot of ebbs and flows over the past year. From March of 2020 through April of 2021, rentals were canceled. Once the rentals resumed, there was a lot of interest in the late summer and fall. In August, the mask mandate was put back in place and a handful of renters that were booked for the fall canceled. However, after a few weeks of the mask mandate interest in fall rentals picked back up and there were a total of 17 rentals from September through December generating \$11,536 in revenue.

Since the beginning of November, only the large room at the Community Center is available for rentals as the small was converted to the Parks and Recreation Offices. There were two rentals that were booked in the small room prior to this move, but they were able to be accommodated in the large room. The Department is continuously working to find a balance between rental and program space in the large room, while developing new and exciting programs and events.

Field Rentals

The majority of field rentals take place during the summer, but some carry into the fall. Overall there were eight soccer field rentals (\$360) and eleven baseball field rentals (\$1602). In addition to the community field rentals, Lincolnwood Baseball Association, also booked approximately 384 hours from September through October.



COMMUNICATIONS & MARKETING

Marketing Highlights

The Parks and Recreation Department utilizes social media and email marketing for programs and events. The chart below provides a summary of social media and email marketing usage from September through December. In addition to social media and email, the Department also heavily utilizes the Village website for marketing. The website was updated mid-November and is now more user friendly. The updated website has made the recreation website more accessible through the Village website. The Department still prints seasonal brochures and mails them, but relies more heavily on digital marketing.

	September	October	November	December
FACEBOOK				
Posts	8	5	22	6
New Followers	13	20	29	5
Page Visits	219	286	536	185
Top Post/Reach	"Be in the Driver's Seat" 869 Reaches (Touch-A-Truck)	"Meet the Artists" 479 Reaches (Pumpkin Picasso)	"The Runners – 2021 Turkey Trot" 1300 Reaches (Turkey Trot)	"Under the Sea" 488 Reaches (VIP Dance)
INSTAGRAM				
Posts	9	2	11	6
Likes	92	165	101	15
New Followers	13	23	25	15
Page Visits	113	109	277	94
Top Post/Reach	"Thanks for the Memories" 233 Reaches (Fall program promotion)	"See you Sunday" 268 Reaches (Trunk-or-Treat)	"Those Little Dashers" 473 Reaches (Drumstick Dash)	"December 30 - Noon Years Cancelled" 262 Reaches (Noon Years)
CONSTANT CONTACT				
Emails Sent	9	11	5	6
Avg. Open Rate	34%	33%	39%	44%