



2018 RECREATION DEPARTMENT ANNUAL REPORT



WHEATON PARK DISTRICT

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create. discover. **play.**

MEET THE RECREATION DEPARTMENT

The Recreation Department provides Wheaton Park District residents and nonresidents a wide variety of programs, events, trips and services throughout the year. Individuals of all ages, abilities and interests are considered when developing programs with the goal of enriching the quality of life for our community.



RECREATION DEPARTMENT STAFF #RECFORLIFE

This dynamic team of eleven full-time staff have over 120 years of combined service at the Wheaton Park District. The staff is always looking for innovative ways to advance the experience participants have when they engage in recreation. We love where we work and want you to love where you live! Join us on our journey as we provide Wheaton access to the three pillars of parks and recreation- conservation, health & wellness and social equality.

Vicki Beyer CPRP, *Director of Recreation* #shoptilyoudrop

Deb Ditchman, *Environmental Education Supervisor* #omgrobots

Cristin Handlon CPRP, *Creative Arts & Varied Interest Supervisor* #galwaygirl

Lyn Havelka, *Evening Community Center Manager* #cubsfan

Terra Johnson, *Lincoln Marsh Program Manager* #naturelover

Mike Kelly, *Challenge Course Supervisor* #adventure

Jamie Martinson CPRP, *Preschool & Camp Manager* #trailrunner

Rick Napier, *Daytime Community Center Manager* #hockeydad

Megann Panek, *Mary Lubko Center Manager* #disneyfanatic

Sue Vasilev, *Registration Manager* #weathergal

Matthew Wrobel, *Adult Education Supervisor* #videogamer

ABOUT THE RECREATION DEPARTMENT

The Wheaton Park District Recreation Department is comprised of nine business units which offer comprehensive year-round programs for all age groups and interests at a number of facilities throughout the Wheaton Park District.

- **Adult Education**
- **Camps**
- **Community Center**
- **Creative and Performing Arts**
- **Lincoln Marsh - Environmental Education**
- **Lincoln Marsh - Challenge Course**
- **Mary Lubko Center**
- **Preschool and Early Childhood**
- **Varied Interest**

34,585

PARTICIPANTS

180+

PART-TIME
AND
SEASONAL STAFF

11 FULL TIME STAFF

MORE THAN
1,200
VOLUNTEERS

RECREATION DEPARTMENT MISSION STATEMENT

To aspire to provide programs, events and services that reach all age groups and interests and align with our vision, values and community feedback.

RECREATION DEPARTMENT VISION STATEMENT

We, the Recreation Department Team, commit to improving our programming reach, balance, and frequency of use in ways that benefit, encourage and promote lifelong leisure.

1,549
UNIQUE
PROGRAMS

410 PARTICIPANTS
BENEFITED FROM WDSRA
INCLUSION SERVICES

BENEFITS

The Wheaton Park District Recreation Department offers a wide variety of programs, events and services that align with the National Recreation & Park Association (NRPA) three pillars:

HEALTH & WELLNESS

- Provide opportunities for group, partner and personal development.
- Positively impact social, environment, intellectual and physical well-being.
- Expand knowledge, explore new interests and develop new hobbies.

CONSERVATION

- Outdoor programs and activities furthers appreciation for natural world.
- Promote the reduce, reuse and recycle initiative.
- Provide valuable community benefits including storm water management, water quality improvement and wildlife habitat.

SOCIAL EQUALITY

- Provide opportunities to interact cooperatively with people from diverse backgrounds and abilities.
- Equal fun for everyone.
- Promote community engagement by building self-esteem and establishing friendships.



ACCOMPLISHMENTS

The Wheaton Park District Recreation Department strives to continuously provide the community with the highest level of quality programs and services. 2018 accomplishment highlights include:

COMMITTEE INVOLVEMENT

- Staff members serve on the Health and Wellness, Green Team, V.A.L.U.E.S, Holiday, Safety, Play for All Foundation, Taste of Wheaton and Fourth of July Committees.
- Ten staff are active members of the 2016-2020 Strategic Plan Charters including Board, Partnership and Community Engagement, Program and Recreation Services, Greening Your Park District and Internal Communications Excellence. Two staff serve on multiple charter teams.



CERTIFICATION & ACCREDITATION

- Six camps were accredited by the American Camp Association.
- Preschool & Camp Manager obtained CPRP (Certified Park & Recreation Professional) certification.
- Creative Arts & Varied Interest Supervisor renewed CPRP certification.
- Recreation Department – PDRMA Loss Control Review final score - **99.06%**



PROFESSIONAL DEVELOPMENT

- Eleven staff completed Leadership Academy- Level 2 through Corporate Learning Institute.
- Three staff members completed Leadership Academy – Level 1.
- Three staff members were selected to be Leadership Academy Level 1 Trainers.
- Three staff members led Fish Philosophy Customer Service Training to seasonal, part-time and full-time staff.
- Preschool & Camp Manager graduated from Year 2 of NRPA Revenue Development and Management School.
- Creative Arts & Varied Interest Supervisor completed Year 1 of NRPA Revenue Development and Management School.
- Conference attendance: Inspiring Nature Play, National Recreation & Park Association, Illinois Park & Recreation Association (IPRA), American Camping Association Mid States, Challenge Course Roundtable, Illinois Department of Natural Resources ENTICE workshops and Dupage County Environmental Summit.
- Additional trainings completed: Annual PDRMA trainings and Cyber Security.

ACCOMPLISHMENTS

WHEATON PARK DISTRICT EVENT INVOLVEMENT

- Staff are involved in the following district-wide community events: Go Fly A Kite, Taste of Wheaton, Outdoor Movie Night at Arrowhead, Music Mondays, Brew Fest, Ice-A Palooza, 4th of July and Party for the Planet.

COMMUNITY INVOLVEMENT

- Staff serve on the Friends of Marian Park Committee.
- Offered two Marian Park summer camp days with 53 youth residents in attendance.
- 50 Marian Park resident families attended Halloween Happening. Free bus transportation was provided.
- 50 participants through Outreach Community Center in the Learn to Earn program volunteered on a service project at Lincoln Marsh in exchange for participation on Challenge Course.
- Donation initiatives benefiting the community.
- Preschool & Camp Manager is a member of the Wheaton Warrenville Early Childhood Collaboration.
- Adult Education & Recreation Supervisor serves as the President of the Kiwanis Club of Wheaton.
- Daytime Community Center Manager serves as Vice President of Kiwanis Club of Wheaton.
- 8 staff volunteer for the Kiwanis Club Peanut Day event.



Kiwanis

OTHER ACHIEVEMENTS

- Mary Lubko Center Manager is the Chair of the IPRA Senior Committee and member of the IPRA Recreation Section.
- Creative Arts & Varied Interest Supervisor is a member of IPRA Cultural Arts and Teen Committees.



FINANCIAL OVERVIEW

Program Net Profits		2016	2017	2018
Adult Education	Revenue	\$79,806	\$79,597	\$82,053
	Expenses	\$48,801	\$47,920	\$50,240
	Net Profit	\$31,005	\$31,677	\$31,813
Camps	Revenue	\$350,415	\$365,562	\$363,521
	Expenses	\$171,338	\$198,849	\$239,367
	Net Profit	\$179,077	\$166,713	\$124,154
Creative & Performing Arts	Revenue	\$149,818	\$140,350	\$131,215
	Expenses	\$90,546	\$81,768	\$78,353
	Net Profit	\$59,272	\$58,581	\$52,862
Environmental Education	Revenue	\$63,121	\$68,611	\$74,434
	Expenses	\$27,929	\$27,277	\$28,785
	Net Profit	\$35,192	\$41,335	\$45,649
Challenge Course	Revenue	\$126,968	\$116,795	\$110,534
	Expenses	\$59,848	\$55,269	\$48,858
	Net Profit	\$67,120	\$61,526	\$61,676
Mary Lubko Center	Revenue	\$204,172	\$280,423	\$239,823
	Expenses	\$204,245	\$265,860	\$233,711
	Net Profit	(\$73)	\$14,563	\$6,112
Preschool & Early Childhood	Revenue	\$258,755	\$283,885	\$313,822
	Expenses	\$146,653	\$159,380	\$194,186
	Net Profit	\$112,102	\$124,505	\$119,636
Varied Interest	Revenue	\$142,398	\$127,200	\$133,425
	Expenses	\$89,988	\$84,582	\$90,950
	Net Profit	\$52,410	\$42,618	\$42,474
Seasonal Programs	Revenue	\$10,913	\$11,342	\$12,024
	Expenses	\$5,951	\$8,489	\$7,705
	Net Profit	\$4,962	\$2,853	\$4,319
Total	Revenue	\$1,386,367	\$1,473,765	\$1,460,850
	Expenses	\$845,301	\$929,395	\$972,155
	Net Profit	\$541,066	\$544,371	\$488,696

Administrative & Facility Net Operating Costs		2016	2017	2018
Community Center	Revenue	\$62,281	\$65,100	\$59,486
	Expenses	\$536,338	\$547,903	\$562,007
	Net Operating Cost	(\$474,057)	(\$482,803)	(\$502,522)
Lincoln Marsh/Warming Shelter	Revenue	\$764	\$208	\$1,460
	Expenses	\$317,523	\$324,632	\$331,397
	Net Operating Cost	(\$316,759)	(\$324,424)	(\$329,937)
Mary Lubko Center	Revenue	\$10,345	\$7,925	\$7,925
	Expenses	\$132,118	\$130,510	\$144,230
	Net Operating Cost	(\$121,773)	(\$122,585)	(\$136,305)
Other Recreation Program Areas*	Revenue	n/a	n/a	n/a
	Expenses	\$167,926	\$178,267	\$184,184
	Net Operating Cost	(\$167,926)	(\$178,267)	(\$184,184)
Total	Revenue	\$73,390	\$73,233	\$68,871
	Expenses	\$1,153,905	\$1,181,312	\$1,221,819
	Net Operating Cost	(\$1,080,515)	(\$1,108,079)	(\$1,152,948)

*Includes administrative expenses for Adult Education, Camps, Creative & Performing Arts, Preschool & Early Childhood, Varied Interest, Seasonal Programs.

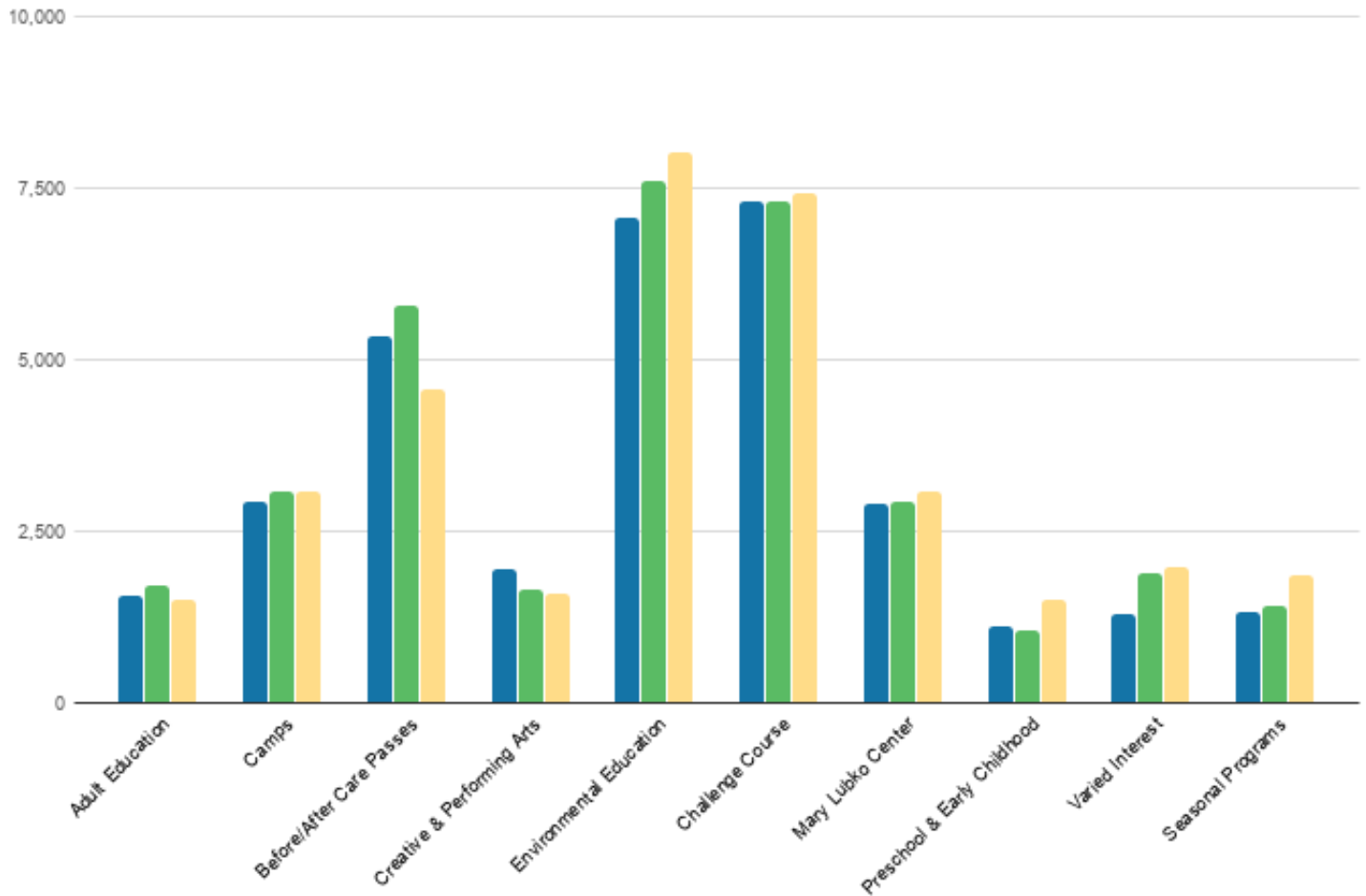
2018 Unaudited Year-End Figures

PARTICIPATION OVERVIEW

TOTAL PARTICIPANTS*	2016	2017	2018
Adult Education	1,558	1,711	1,513
Camps	2,917	3,088	3,068
Before/After Care Passes	5,348	5,768	4,564
Creative & Performing Arts	1,943	1,646	1,577
Environmental Education	7,058	7,583	8,019
Challenge Course	7,299	7,302	7,427
Mary Lubko Center	2,908	2,915	3,074
Preschool & Early Childhood	1,125	1,060	1,505
Varied Interest	1,299	1,890	1,973
Seasonal Programs	1,311	1,404	1,865
TOTAL	32,766	34,367	34,585

TOTAL PARTICIPANTS*

■ 2016 ■ 2017 ■ 2018



*Participation data should not be compared between different business units but only within a specific business unit to see how it has changed from year to year.

MARKETING AND PROMOTIONS

In 2018, the Recreation Department and Marketing Department worked closely together with one unified goal of promoting our programs, offerings, events and continuing to best serve our community. The marketing department helps support the recreation department by providing us a voice to the community and assuring our communication to the public is exceptional.

The Recreation Department's marketing efforts consist of our seasonal program guide, which is delivered to (26,000+) households each season, targeted marketing techniques via direct mail, e-blasts, and social media outreach and print materials.

2018 SPECIALIZED MARKETING

- Re-branding of Zone Birthday Party promotional pieces.
- "Meet the Instructors" specialized marketing pieces in various program specific areas and the Full-Time Recreation Department .
- New Children's Playhouse logo created.
- Creation of Lincoln Marsh Camp Postcard.
- Mary Lubko Center rack cards and quarterly posters.
- Flash sales in various business units resulting in a surge of enrollment and revenue.
- "Open House" formats at various Recreation Department facilities including Wide Horizons Preschool, Lincoln Marsh, Mary Lubko Center and Toohey Park to promote programs and offerings.

SPONSORSHIPS

- \$4,500+ sponsorship dollars secured for recreation programs and events.

SOCIAL MEDIA

- 20+ social media posts.
- Facebook events for Mom/Son Bingo, Preschool Open House, Halloween Happening, Children's Playhouse and MLC concerts.
- Use of Lincoln Marsh Facebook page to promote programs and events, including two boosted Facebook posts which reached over 700 people.
- Utilization of social media platforms to share pictures from our events and programs. This offered a way to share photos to participants who were enrolled and also acted as a way to promote the programs for the future.
- Utilization of Facebook Events to promote district wide events.
- Utilization of "live stories" on Facebook and Instagram to showcase actual live happenings at our events and programs.

PARTNERSHIPS

- Cooperative programming offered with Glen Ellyn, Winfield, Lombard, Bloomingdale and Carol Stream Park District to increase registration and program offerings.
- Partnerships with local government agencies including School District 200, Wheaton Fire Department, Wheaton Police Department and Wheaton Public Library.
- 28th consecutive year partnered with Wheaton Kiwanis Club for Fish-O-Rama.
- Lincoln Marsh partnership with Church of the Resurrection and Corporate Learning Institute.
- Adult education programming created new partnerships with the local businesses downtown Wheaton- The Art of Good Eating and DuPage County Historical Museum and maintained previous partnerships with downtown Wheaton business including Suburban Music, Sipping Muse and Kilwins of Wheaton.
- Lincoln Marsh unique partnership with Kendra Shultz & Caitlyn Spencer of Baird-Warner Real Estate to offer free sensory hikes/pumpkin program for their clients.

MARKETING PIECES

ADULT EDUCATION PROGRAMS

Adult Sculpting
Tuesday, August 28-October 2 | 10-11:30A | Ages 14+
Community Center
Create advanced hand-sculpted pieces through different techniques such as carving, slab, and coil clay projects.

Adult Spanish – Beginner
Thursday, September 13- November 15 | 6-7:30P | Ages 17+
Community Center
This 10-week course introduces the fundamental elements of the Spanish language.

Downdising One Bit at a Time
Tuesday, October 23 | 7-8P | Ages 18+
Community Center
Feeling overwhelmed with downdising? Learn practical ideas on how to get organized.

Cyber Safety in Today's Internet World
Wednesday, November 14 | 7-9P | Ages 21+
Lakes Ellyn Boat House
Learn how to adjust settings, monitor your child's online footprint and how to teach your child the finer points of internet safety.

Wheaton Park District Community Center | 1777 S. Blanchard St. | Wheaton, IL 60189
630.690.4880 | wheatonparkdistrict.com

Lincoln Marsh Natural Area

discover Lincoln Marsh summer camps

Full Day, Half Day, Mini & Weeklong Camps | Ages 18 Months-14 Years

A FACILITY OF THE WHEATON PARK DISTRICT

Disney THE LION KING JR.

Music and Lyrics by Elton John & Tim Rice
Additional Music and Lyrics by Lebo M, Mark Mancina, Jay Rifkin, and Hans Zimmer

Book by Roger Allers & Irene Mecchi
Based on the Broadway production directed by Julie Taymor

Performances March 17, 2018 | 2P & 5P
Location Wheaton Park District Community Center 1777 S. Blanchard Rd. | Wheaton, IL

Tickets \$5 pre-sale | \$7 day of performance
Tickets go on sale March 1, 2018
Purchase at wheatonparkdistrict.com or at the Wheaton Park District Community Center

Music Adapted & Arranged and Additional Music & Lyrics and "Luka Hawaiian Treat" written by Will Van Dyke
"It's a Small World" written by Richard M. Sherman and Robert B. Sherman
Disney's The Lion King Jr. is presented through special arrangement with Music Theatre International (MTI). All authorized performance materials are also supplied by MTI. ©MTI Show.com

Where will your summer take you?

LET ODYSSEY SHOW YOU CHICAGO
Be one of the first to experience the brand new Odysseus Chicago River, a European-inspired ship fully gally-enclosed and ready to show you the city from a whole new perspective. The single-level, glass-enclosed boat will ply the waters of the Chicago River, offering stunning 360-degree views of the surrounding architecture at back and side on Chicago's famous skyline city pool your view. A delicious three-course plated lunch will be served. Make your dining selections on board. (M-F)

Age	Days	Time	R/NL Fee	Class #
18 & over	Mo-Fr	10:30A-12P	\$219/\$269	4319/401

Location: Community Center, Lakes 45

VISIONARY GARDENS with City Ventures
Be among the first to witness Aquaponic Farming at The Plant in Chicago. During your tour, you'll see Plant Farm raising fish and growing plants in water and outdoor growing spaces. The Plant is a \$4,500 sq ft former post-demospace plant that now houses 23 food businesses, all focused on reusing their waste materials and is owned and operated by Bobby Dynamics. You will see the design and development of a multi-disciplinary creative hub for artists, designers and professional working spaces. The Plant is the Chicago Botanic Garden's "Center for Art, Life, and Science" and will enjoy an exclusive Chinese Luncheon at Phoenix Restaurant, served family style. (M-F)

Age	Days	Time	R/NL Fee	Class #
18 & over	Mo-Fr	10:30A-12P	\$46/\$69	4317/101

Location: Community Center, Lakes 10

POTTERY PARTIES

Lead by professional artist, Peter Kwiatkowski, Wheaton Park District is proud to offer a unique option for your party! Bring your guests to our studio where they'll get to make their very own, one-of-a-kind, hand-built creation. This is a great option for birthdays, school groups or even a group of friends who'd like to get together for a fun project. Ages four through adults can set their creativity free in our pottery studio party!

Packages include choice of project and all materials. *Store-bought food, cake, beverages, party favors, supplied by parents, and presents are welcome to be enjoyed after the project is complete.

- Parties for 10 persons start at \$165 and up for residents; \$195 and up for non-residents
- \$13 for each additional person; 24 people maximum

We ask that parties be scheduled a minimum of two weeks in advance to allow for confirmation and preparation.

Please contact Crislin Handon at 630.510.5132 or chandon@wheatonparks.org for more information or to schedule your party.

*Clay must be left to dry and be fired. Finished projects may be picked up two weeks later.

wheatonparkdistrict.com

TOOHEY PARK EARLY CHILDHOOD CLASSES

About Us
Toohey Park hosts a variety of early childhood classes for ages 1-6. The classes are offered session-based in the winter, spring, and fall. Our staff is committed and dedicated to providing your little one with the best "first school" experience possible. Our programs focus on "learning through play" and works to build socialization skills, cooperative play skills, fine and gross motor skills, sensory development, and more! On a daily basis, classes include story time, arts and crafts, free play time, imaginative play, songs, and special games.

Winter: January-March | Spring: April-May | Fall: September-December

Class Options

Teens Go to School: Games, crafts, and socialization in this highly structured "school" style program.
Monday & Wednesday | 10-11:30A | Age: 2-3
Thursday | 12:30P | Age: 3-6

Simply 3's: Games, crafts, and stories designed especially for 3 year olds. Join the fun!
Tuesday | 9:30-10A | Age: 3

Friends & Fun at Toohey: Enjoy games, crafts, stories, and playtime in this fun class!
Thursday | 9:30-10:30A | Age: 3-6

Tiny Tots 1: Read and child class. Enjoy songs, stories, toys, and simple crafts with your child!
Friday | 9:30-10:30A | Age: 1

Tiny Tots 2: A continuation of Tiny Tots 1! Stories, toys, and simple crafts for toddlers and their special adult.
Friday | 10:30-11:30A | Age: 2

Totus Tots: Designed for the independent 2-year old, we will enjoy crafts, games, and stories!
Friday | 9:30-10A | Age: 2

Afternoon Adventures: This class offers three hours of fun with crafts, games, and free play!
Tuesday | 12:30P | Age: 3-6
Thursday | 12:30P | Age: 3-6

Explore More Mondays: Explore a wild, wacky and fun theme each week. Crafts, creative play, cooking recycled art, and outdoor fun!
Monday | 12:30P | Age: 3-6

Outdoor Wednesdays: Have fun in the outdoors, including playground time, bicycle riding at Softery City, sensory art projects at the garden, and more! This program runs fall and spring. The winter session is called Winter Escape and offers fun indoor activities!
Wednesday | 12:30-2:30P | Age: 3-6

create. discover. play.
1900 ORCHARD ROAD | 630.871.2835 | WHEATONPARKDISTRICT.COM

1777 S. Blanchard St. | Wheaton, IL 60189 | wheatonparkdistrict.com

Lincoln Marsh Natural Area discover Fall Programs

Friends of the Lincoln Marsh Open House
Thursday, September 6 | 1791 Lincoln Marsh Natural Area
Main entrance at Hanson & Plover
Join staff from all three phases of the Lincoln Marsh, Environmental Education, Challenge Course and Conservation, to learn about our 150-acre natural area jewel right in the heart of Wheaton. Free activities, refreshments and Lincoln Marsh "swag bag" for the first 100 guests.

Vertical Challenge
Saturday, September 8 | 4-7P
Challenge yourself while traversing balance logs, cargo nets, burlap bridges and multi-vines all 28 feet off the ground.

Youth Rock Climbing Class
Sunday, September 9-30 | 8:15-6:45P
Have fun learning some different climbing techniques, knots and how to use various climbing equipment such as gri-gri and etc.

Harvest Moon Hike
Saturday, September 22 | 6:30-8P
Take a walk on the wild side! Discover the mysteries of nocturnal nature and the Harvest Moon. Program concludes with a campfire and marshmallow toast. Recommended for ages 4 and up. Children must be accompanied by a registered adult.

Let's Play Clue!
Saturday, November 10 | 3-4P
It's not the board game! A crime has taken place and it's up to you to discover the who, what, and how. Maps will be read, clues will be found, and new skills will be taught in this family fun adventure game. Children must be accompanied by a nonpaying adult.

Register at lincolnmarsh.org

SUMMER CAMP

Registration now open!

SPECIAL EVENTS

Each year the Wheaton Park District Recreation Department hosts several events. Below are some highlights from 2018:



WEEK OF THE YOUNG CHILD | APRIL 14-20

A nationally recognized week celebrating the young children in our lives! Engages children in free classes, special events and more!

Throughout Wheaton Park District facilities | Target age: Children 8 & under

450+
ATTENDEES



PIZZA WITH SANTA | DECEMBER 14

Meet Santa while enjoying pizza, crafts and story time!

Community Center | Target age: All ages

100
ATTENDEES



MOTHER/SON BINGO | NOVEMBER 2

Play bingo, enjoy pizza, treats and have a chance to win prizes!

Community Center | Target age: 4-11 with mom

80
ATTENDEES



DADDY/DAUGHTER PRINCESS BALL FEBRUARY 23

Special memories are made while enjoying great music, dancing, sundae bar and a surprise guest visit!

Community Center | Target age: 4-10 with dad

200
ATTENDEES



HALLOWEEN HAPPENING | OCTOBER 19

Carnival games, airbrush tattoo artist, costume parade, "Trunk-or-Treat", "It's Bat-tastic" provided by Lincoln Marsh, Kidz Kingdom craft, "Trick-or-Treat Trail", concessions and strolling magic!

NEW in 2018 – Memorial Room Family Fun Center with Preschool crafts/sensory tables, pumpkin bounce house, Slime Lab, and "Make Your Own Spooky Mix" station.

Community Center | Target age: All ages

1,000+
ATTENDEES

90
WRISTBANDS
SOLD

SPECIAL EVENTS



FISH-O-RAMA | JUNE 16

Lincoln Marsh hosts an annual fishing contest partnered with the Kiwanis Club of Wheaton at Northside Park. Prizes awarded for 1st, 2nd and 3rd place for most and largest fish.

Northside Park | Target age: 15 & under with families

390
ATTENDEES



SILVERTONE CHORUS SPRING CONCERT, WE'RE PLAYING THE PALACE

50 passionate and dedicated singers over the age of 55 perform two large concerts and a dozen outreach shows every year.

Spring Concert: May 19 | Holiday Concert: December 1

Mary Lubko Center | Target age: All ages

405
ATTENDEES



BEYOND GLEE PERFORMS BEYOND CHRISTMAS

An adult chorus where 30 talented singers perform two large community concerts and four outreach shows a year.

Spring Concert: April 20 | Holiday Concert: December 8

Mary Lubko Center | Target age: All ages

385
ATTENDEES



Kiwanis Club Pancake Breakfast | May 5

The club offers a fun-filled and delicious morning to help raise money to fund charities in Wheaton as well as other clubs like Key Club and Action Club.

Gary Methodist Church | Target age: All ages

200
ATTENDEES

ADULT EDUCATION

Adult Education was created in April 2000 and replaced the adult education formerly offered by School District 200 (CUSD 200). Starting in 2007, it was decided that a narrower offering of programs lessen cancellation rates.

TRENDS

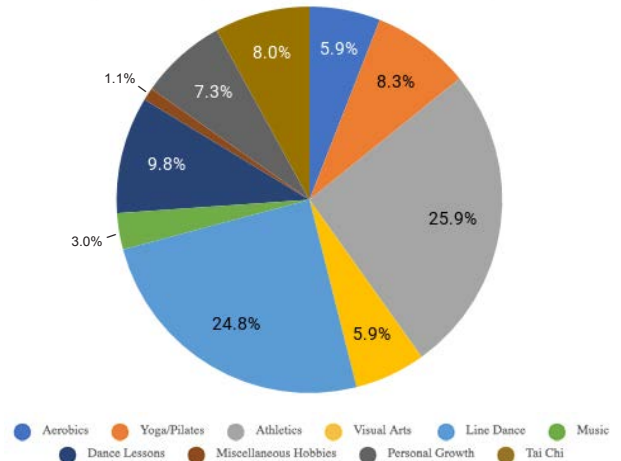
- Popularity of private music lessons.
- Expansion of yoga programs.
- Interest in hobby classes that require no prerequisite skill.

CHALLENGES

- Finding/retaining qualified instructors.
- Developing programs that are trending.
- Competition with other active adult education programs in the surrounding area.

PROGRAM ATTENDANCE

Total Participants: 1,513



MOVING FORWARD

- Continue to offer quality programming.
- Introduction of day trips
 - Sport events (Chicago cubs and white sox games)
 - Brewery & winery tours
- Work with competition in surrounding area to offer cooperative programming
- Life Sports
 - Sporting programs and clubs that individuals can participate well into their later years.

CAMPS

The Wheaton Park District summer camp programs thrive in the Wheaton community. We offer a variety of camps including six that are American Camp Association accredited camps. Camp locations and timeframes vary offering full-day and part-day camps at the Community Center, Toohey Park, Rathje Park, Northside Park and Central Athletic Complex. We strive to assure our camp programs are fun, safe, affordable and flexible.

TRENDS

- Wide variety of program offerings that make the Wheaton Park District an ideal option for campers who want new activities!
- Flexible registration options.

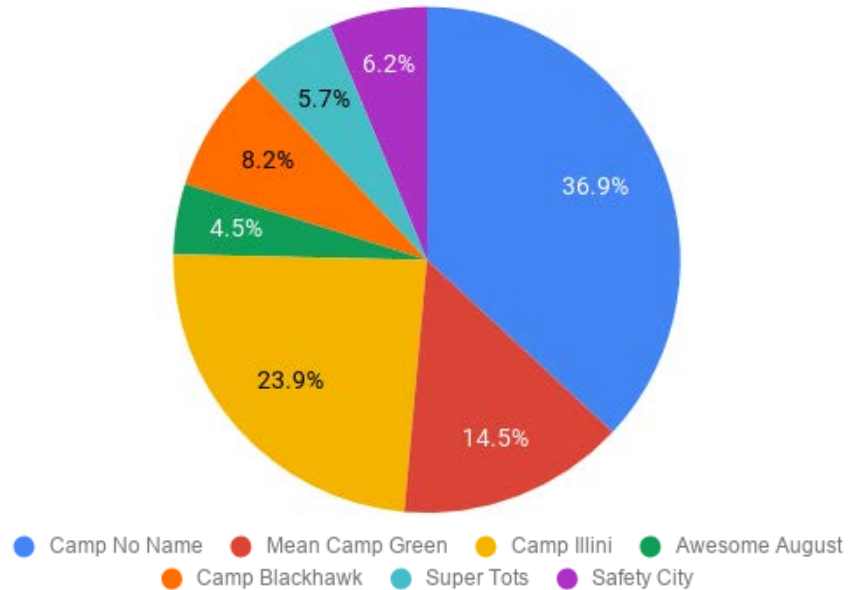


CHALLENGES

- Outside competition of surrounding districts. We must remain competitive in our pricing and flexible offerings to assure we retain our customers.
- Hiring quality seasonal staff is also a challenge that is experienced by all departments of the district during summer months.
- Parents requesting half-day camps, when typically our camps target the full-day camp needs.

PROGRAM ATTENDANCE

Total Participants: 3,068



MOVING FORWARD

- Continue to offer the best quality summer camp options for the residents of Wheaton.
- Stay creative with our field trips, programs, contractual offerings, etc. to assure we are providing new and fun experiences for our campers.
- Offer Camp Blackhawk with half day options to accommodate requests for half day camps.
- Host a job fair in the spring of 2019 to try to secure quality staff members to run our programs.
- Streamline payment plan options for families to make registering for camp more affordable in 2019.

COMMUNITY CENTER

The Wheaton Park District Community Center is a 122,000 square foot recreation center located at 1777 S. Blanchard St. in Wheaton, IL. The Community Center houses Parks Plus Fitness Center, a 7,500 square foot fitness center, Kidz Kingdom Child Care, several meeting/specialty rooms and an indoor track. Community Center frontline personnel happily assist patrons with activity registrations, purchasing passes and memberships, processing photo ID's and more.



COMMUNITY CENTER VISION STATEMENT

The Community Center is committed to meeting or exceeding facility expectations by providing fast, friendly and helpful service. We exist to promote a strong sense of community by ensuring the Community Center is available to be used by individuals, groups and organizations.

COMMUNITY CENTER MISSION STATEMENT

To provide a safe, inviting and well-maintained facility that meets the recreational, educational and social needs of the residents and user groups.

FACILITY INFORMATION AND TRENDS

- 64.11% of online activity registration.
- 1,450 program sessions offered.
- \$1,027,418.27 Community Center program revenue.
- 3,007 pool passes sold at service desk.
- 8,658 activity registrations processed at service desk.

LEISURESHIP PROGRAM

The Wheaton Park District Leisureship Program was established and structured to help provide recreational programs and facilities to all Wheaton Park District residents, regardless of economic situation. The Wheaton Park District provides free or reduced program/facility fees for qualified residents.

Families served- 84
Fee assistance provided- \$23,975.56
Fundraising efforts- \$1,165.02

MOVING FORWARD

- Investigate interior improvement opportunities.
- Replace indoor track surface.
- Develop protocol and timeline for securing space for program managers.

CREATIVE AND PERFORMING ARTS

The Wheaton Park District creative & performing arts programs have goals to provide high-quality classes in a non-competitive environment. Participants are encouraged to become technically proficient in their craft and at the same time build self-esteem, cooperation, leadership skills and have fun! We offer unique opportunities, such as Pottery, that are not offered in the surrounding areas due to lack of supplies and equipment. These programs provide the participants with mental, physical and even emotional benefits.

TRENDS

- 85 Pottery programs offered. Hosted 12 Pottery Parties.
- Purchase of 2 new pottery wheels to increase participation maximums to accommodate more students; to be implemented Spring 2019
- 100 total cast members between three full-scale theatre productions.
- 133 dancers participated in the 2018 Spring Dance Recital.
- Children's Playhouse continues to utilize more modern and recognizable scripts that draws in the participants and audience members. 2018 titles were: Disney's Lion King Jr. and Shrek Jr.

CHALLENGES

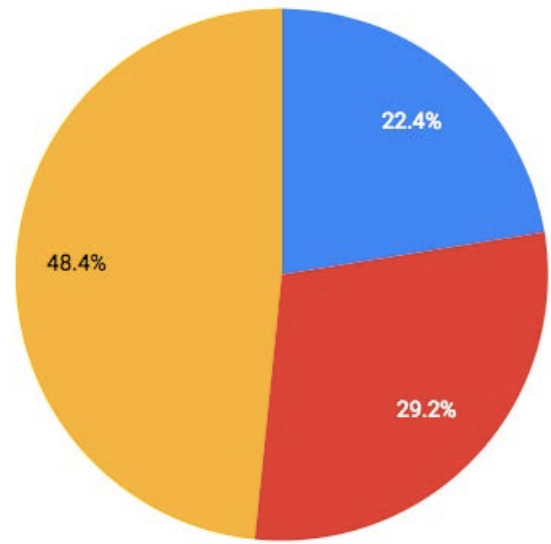
- Targeting the older age group for dance lessons. Often, they start with us at an early age, such as 2 years old or part of a Parent/Tot class, and stay until they age 5 or 6 eventually moving on to a private dance studio.
- With some staff turnover in the Dance Department, classes have been limited. New instructors were hired halfway through the year to finish out 2018 and implement classes for the 2019 Spring Recital season.
- The cost of Missoula Children's Theatre continues to rise resulting in a threat to the program.

MOVING FORWARD

- The dance program will continue with some changes which provides us the opportunity to restructure the classes and bring in additional instructor.
- Children's Playhouse fundraising to assist in building a library of costumes and set pieces to enhance our productions and offset the cost of the play rights.
- New Theatre programs are being developed to implement in Summer 2019 in co-op with our Children's Playhouse program.
- Pottery Wheel class maximums will be increased from 4 to 6 with the addition of our 2 new pottery wheels.

PROGRAM ATTENDANCE

Total Participants: 1,577



- Theatre (Playhouse, Missoula, S. Star)
- Dance (+ Irish Dance)
- Creative Arts (Arts, Pottery, Music, etc)



LINCOLN MARSH

Lincoln Marsh Natural Area is 151 acres comprised of woodlands, marshes and prairies which are highly valued for recreation, education and environmental reasons. There are two business units serving patrons at the Lincoln Marsh: Environmental Education and Challenge Course.

MISSION

To increase awareness and appreciation for our connections to the earth and to each other through educational and social experiences in a healthy ecosystem.

Environmental Education

Hands-on activities promote interaction with and appreciation of the natural world through discovery and exploration.

TRENDS

- Overall participation in programs was up 6% from the previous year, with the largest increases in Nature Camps and Outreach programs.
- Other internal Wheaton Park District programs including Wide Horizons preschool, summer camps and No Schoolapalooza utilized Field Trip and Outreach programs.
- CCSD89 continues to utilize Lincoln Marsh for its 5th grade fall outdoor education and in 2018 expanded to include spring programs as well.
- Outreach programs continue to be presented each fall at all CCSD93 elementary school afterschool programs and in 2018 new programs were added in the spring.
- Participation in Nature-Telling, a nature themed story program, increased and included programs held at Wheaton, Warrenville and Glen Ellyn Public libraries.

CHALLENGES

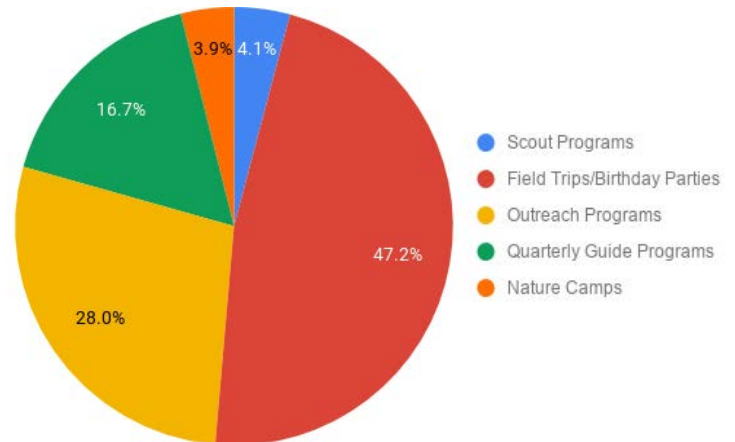
- Despite varied marketing efforts, participation in scout programs continues to decline.

MOVING FORWARD

- Meet with other local members of the Environmental Education Association of Illinois to discuss scout programming trends and marketing.
- Coordinate a district-wide scout program marketing effort for all areas that offer scout programs.
- Survey CUSD200 teachers to determine their programming needs.

PROGRAM ATTENDANCE

Total Participants: 8,019



LINCOLN MARSH

Challenge Course

Experience the dynamics of teamwork, problem solving, leadership, trust, and support through a series of experiential activities. The Northside Park Warming Shelter also falls under this business unit.

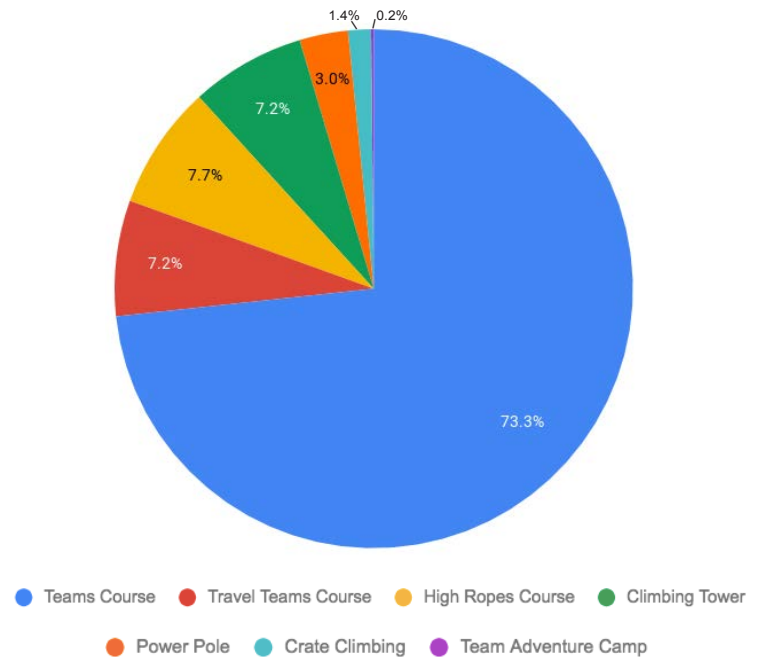
TRENDS

- The vast majority of Challenge Course programs are those requested by outside groups. In 2018, 39% of clients were new customers with the majority of them being referred through word of mouth.
- Exceeded the budgeted net revenue for the eighth year in a row.
- The overall level of satisfaction with all programs was extremely positive with an average rating of 4.8 out of 5.
- Three types of Challenge Course programs are offered in the Wheaton Park District quarterly program guide and 2018 saw a 150% increase in participation in the Open Climb program.



PROGRAM ATTENDANCE

Total Participants: 7,427



CHALLENGES

- There was a significant decrease in Team Adventure Camp participation with only one out of four camp offerings running.

MOVING FORWARD

- Implement the second year in a three-year Challenge Course improvement plan.
- Develop and implement team development training for staff.
- Coordinate a tour of the Challenge Course with emergency medical service personnel to ensure our procedures for emergencies are most effective.
- Offer Team Adventure Camps at different times of the day than in the past and schedule camps and summer programs in a way to increase cross-marketing opportunities.

MARY LUBKO CENTER

For almost 50 years, the Mary Lubko Center (MLC) has been providing programming and services to area seniors who are “loving life in the second half.” The historic coach house received a fresh coat of paint and new accessories this year to give it a modern and welcoming feel.

We are trying to meet the desires and needs of the GI Generation, Silent Generation and Baby Boomers. The wide range of ages means we have to offer diverse programming, ranging from special events, day trips, community service lectures, extended travel (including overseas), sport leagues, drop-in games, two choirs, a dance troop and a variety of all-level fitness classes. People choose to come for activities at the MLC to try new things, get involved in their community, stay active in sports and exercise, laugh more and make friends for life.

We had approximately 3,000 members in 2018 as the senior citizen population is growing and our programs are in demand.

TRENDS

- Day Trips – Participants love the ease and adventure of the day trip program. Theatre and cultural exploration are popular among patrons. There were 37 trips offered in 2018, attendance averaged 43 patrons on each trip.
- Extended Travel – The extended travel program is booming with sales exceeding \$142,000 in 2018 resulting in a commission of \$12,142
- Fitness classes continue to reach a wide audience with a variety of options for all levels of activity including Sit and Be Fit class and Active Adult Yoga.

CHALLENGES

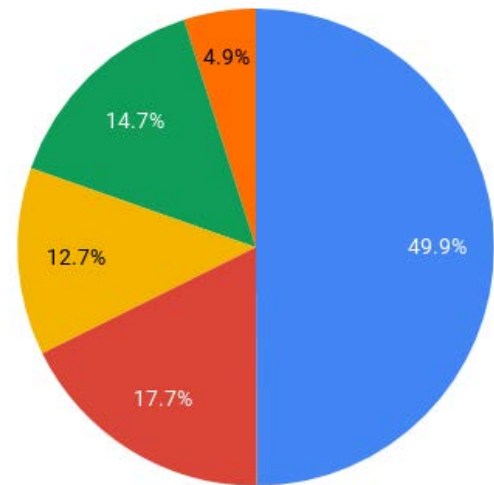
- Many people are unaware of what the Mary Lubko Center has to offer as they don't associate it with Senior Programming. Towards the end of 2018, Marketing began to work with staff to re-brand the center as the MLC. We are working to raise awareness of our facility and all we have to offer the community.

MOVING FORWARD

- We will continue to expand the Extended Travel program with the possibility of adding another tour company into our offerings. The MLC is also working on expanding fitness programs by adding classes like Matter of Balance in 2019.

PROGRAM ATTENDANCE

Total Participants: 3,074



● Day Trips ● Special Events ● Education/Seminars
● Fitness/Dance ● Music



PRESCHOOL AND EARLY CHILDHOOD

Wide Horizons Preschool is a play-based preschool program which has been a staple in our community since the 1970's. The preschool program provides our youngest residents a safe and welcoming learning environment, focused on building confidence, kindergarten readiness and social and emotional development. Toohey Park hosts a variety of early childhood classes for ages 1-6. These classes focus on "learning through play" and works to build socialization skills, cooperative play skills and fine and gross motor development. Safety City, a miniature downtown Wheaton complete with buildings, sidewalks and traffic signals that provide children a unique opportunity to learn all things safety! Our early childhood special interest programs allow participants the opportunity to experience music classes, cooking programs, early childhood athletics, birthday parties, special events, arts & crafts and more!

TRENDS

- Families are always looking for additional activities to supplement their child's week.
- We are assuring our classes are offered at the most appropriate time and price to make it easier on the families to sign up for multiple programs.
- We understand that parents like to build their child's week based on their own special interests and schedule.

CHALLENGES

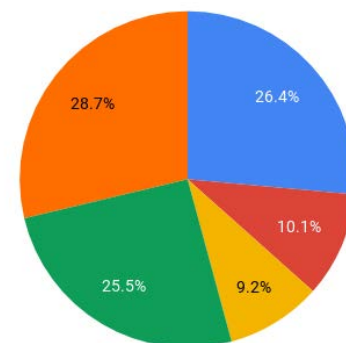
- Wheaton boasts many opportunities for preschools and early childhood programming and it is our goal to stay competitive and current with trends in regards to all classes that we offer for this age group.

MOVING FORWARD

- Continue to add value to the current classes through special events, special visitors, field trips, etc.
- Strive to continuously offer the popular, as well as new, early childhood programming to stay current with trends in the market.
- Implementation of new marketing techniques with the marketing department such as promotional pieces as well as heavy cross-marketing amongst the early childhood programs.
- Ongoing continuing education opportunities to our staff to empower them to be the best teachers they can possibly be.
- Allow our currently enrolled non-resident families the opportunity to register with residents.
- Continue to offer affordable registration options for Wide Horizons Preschool, with only a \$50 enrollment fee to hold your space and monthly payment options.

PROGRAM ATTENDANCE

Total Participants: 1,505



● Toohey Park ● Safety City Birthday Parties ● Wide Horizons Preschool
● Early Childhood Athletics ● Early Childhood Music



VARIED INTEREST

Varied Interest programs include day, evening, weekend, camp, individual, parent-child, family, special events, parties and workshop opportunities, computer classes, horsemanship, volunteerism, babysitting, magic, technology, science, trips, teens, foreign language, fencing, and more. Classes are held at the Community Center, Central Athletic Complex and cooperative park district partnership facilities.

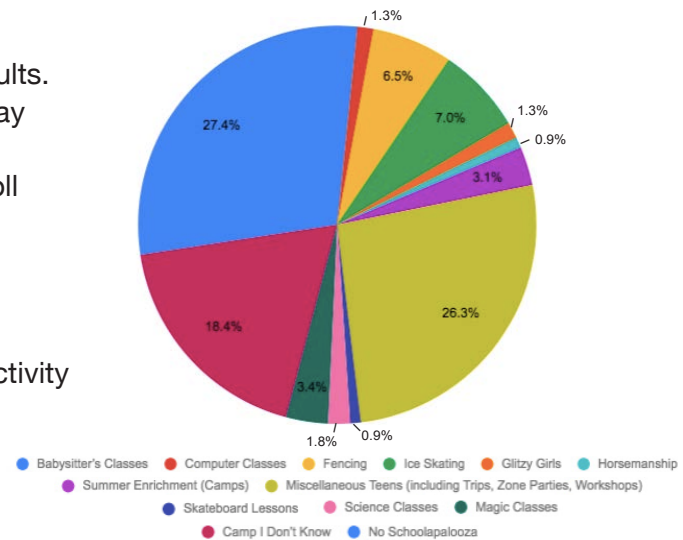
Many households consider Varied Interest programs as additional expenses. In difficult economic times, fewer families have money set aside for discretionary purchases. It is our goal to continue to provide fun and educational programs at an affordable price.

TRENDS

- St. Francis High School returned to the Community Center for their Safe Celebration event, serving over 150 students and 100+ parent volunteers.
- Camp I Don't Know enrollment was up 9.3%.
- Private music lessons are becoming more popular among adults.
- There was a net revenue increase in No Schoolapalooza/Holiday Care of 62.42%.
- New Varied Interest contractual programming with Sweet P. Doll Studios, Let's Play, and Imagine Me Paint Parties.
- First two successful seasons of Skateboarding Lessons in cooperation with Glen Ellyn Park District.
- Eighth successful Summer Babysitter's Showcase which incorporates safe practices, CPR and First Aide training and activity planning for teens.

PROGRAM ATTENDANCE

Total Participants: 1,973



CHALLENGES

- Targeting the interests of ages 11-14 is difficult as more teens are becoming "latchkey kids" and choosing to stay home instead of attend program and day camps.
- Trying new programming is often risky, however, we continue to reach out to specialists and experts in the community to offer a wide range of varied interest programs.
- Cool Science programs declined after some health issues with the instructor resulting in 2.5 full seasons of classes being cancelled.



MOVING FORWARD

- Re-structured the Zone Birthday Party packages to provide more options and clear communication.
- Increase cooperative opportunities for Varied Interest and Teen programming with additional surrounding park districts
- Introduced Counselor in Training program as a new camp option in 2019.
- With the assistance of the Program and Recreation Services Charter, research underutilized spaces to try to increase programming options for teens and tweens. Research done for additional music lessons to offer, resulting in the hire of a Voice Instructor, to begin Private Voice Lessons in Spring 2019.
- New partnership with Kids Science Labs in Fall 2019.

TESTIMONIALS

“The Defensive Driving instructor was knowledgeable and informative, yet warm and approachable. His subtle sense of humor actually made an 8 hour course pass quite quickly. Thanks so much for all you do to help keep “us seniors” informed.”
– AARP Defensive Driving course participant

“The skill and ability of facilitators to challenge the students thought processes and approaches, as well as get them to interact. **This is always done in a fun and engaging way for the students.**”
– Challenge Course Participant

“Fun and age appropriate for a serious issue facing kids. – Parent of a ‘Brain Freeze a Bully’
Varied Interest Workshop

“Thank you so much for working with our group. **We call ourselves “The Posse”.** We truly appreciate all you have done for us to get a taste of a fun sport!”
– Pickleball participant”

“Take the bus and leave the driving and parking to the Wheaton Park District. It has been a great pleasure to enjoy the diverse types of entertainment offered from the W.P.D. from stage musicals to one day trips of sightseeing and don’t forget the great restaurants that are included. My husband and I love your extended trips. It has been a great experience!”
– MLC Extended Travel participant

“I thought the students greatly benefited from the opportunity and are looking forward to returning next year. Thanks for making the event so worthwhile.”
– Wredling Middle School Challenge Course Participants

“The enthusiasm of the staff, and how fun they made it for the kids.”
– Mom/Son Bingo participant

“My boys and I **absolutely loved** this program. Miss Maureen was always so prepared, so enthusiastic, so knowledgeable, and truly fantastic at interacting with the children and providing education in such a manner that they were able to understand and retain it. We look forward to enrolling in the next session!” – Nature Tots parent of participant

“It was a wonderful event, filled with multiple activities for all ages. We loved the festive decorations. The space, placement of activities and friendliness of staff. The Community Center is perfect for this event. The price was right and all areas of things to do for the kids were so well supervised and staffed”.
– Halloween Happening family

“Great summer camp! My son came back tired, full of fun stories, and ready to go back the next day!”
– Camp No Name parent

“My daughter thoroughly enjoys this class and so looks forward to coming. She has asked to sign up for the next session! She is currently in her 2nd session. Wonderful teacher! So positive and great with the kids.”
– Youth Pottery Wheel parent

“Amazing program and instructors! My kids and I LOVE Toohey programs!”
– Toohey Park parent

