

# 04 Plan

CMP 2016 Update Action Plan Approved September 8, 2016  
2018 Action Plan Update Approved April 12, 2018

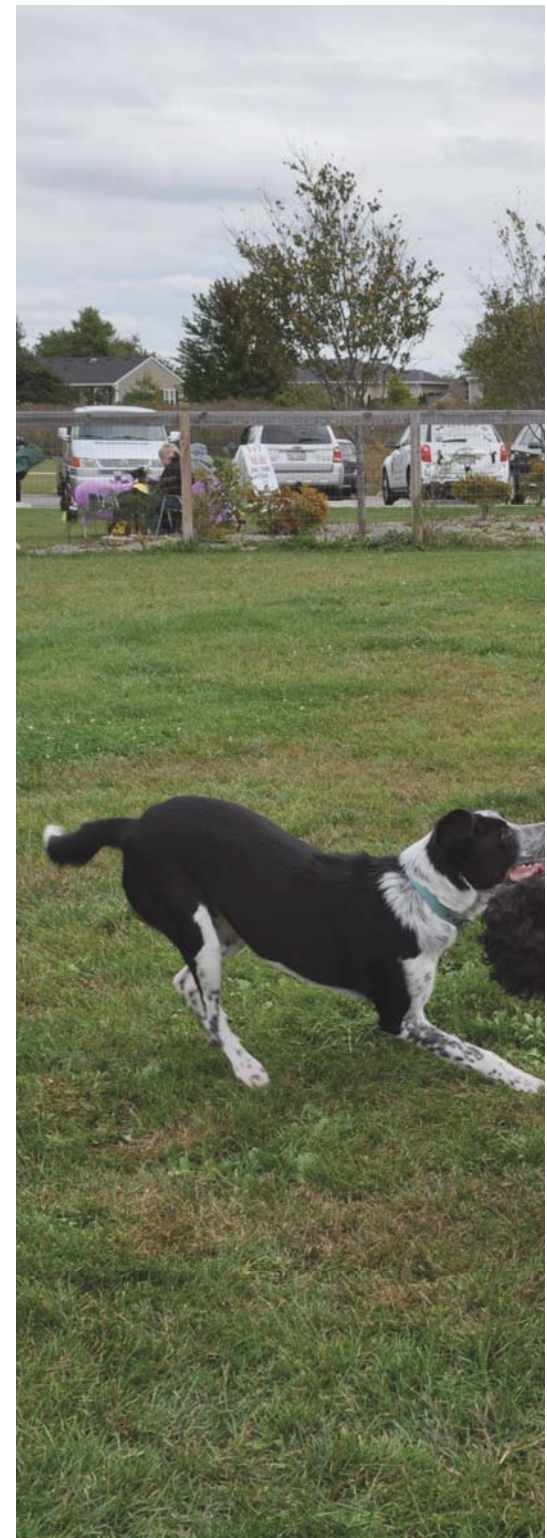
# Overview

The Action Plan Chapter outlines the proposed tasks and projects for Cary Park District over the next five years. For detailed information regarding the sites listed in the action plan, refer to Chapter 3.

## Purpose

This chapter outlines the guide for implementing the strategies in Chapter 3, Envision + Prioritize: Alternative and Preferred Strategies. This guide is organized as follows:

- At-a-Glance Action Plan timeline
- Detailed Implementation Guide, organized chronologically from 2016-2021
- Other Initiatives 2021-2025
- Ongoing Initiatives





		Q1			Q2		
		MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
2016-2017	Programs & Operations	Community Parks			Partnerships/Awareness - Explore & Increase		
	Finance	Neighborhood Parks			Community Engagement - Conduct for Specific Program Areas		
	Facilities	Trails and Open Space			Athletic Field Assessment - Conduct Market Analysis		
					Disc Golf Course - Design		
					Cary Veterans Park Tennis Courts - Obtain Permits		
				Cary-Grove Park - Update Master Plan			
	Jamesway Park Playground Replacement - Bid			Jamesway Park Playground Replacement - Construct			
2017-2018	Additional Recreational Program Offerings - Implement			Additional Recreational Program Offerings - Implement			
	Funding Source for Kaper and Lions Park Improvements - Identify & Implement			Funding Source for Kaper and Lions Park Improvements - Identify & Implement			
	Kaper Park (Timbertown) & Lions Park - Master/Improvements Plan			Kaper Park (Timbertown) & Lions Park - Master/Improvements Plan & Design/Engineer			
	Disc Golf Course - Construct			Disc Golf Course - Construct			
				Multi-use Trail Plan/Grant Cycle - Update & Apply			
				Sands Main Street Prairie - Identify Enhancement/Strategic Plan			
2018-2019	Special Event New Offerings - Implement			Special Event New Offerings - Implements			
	Indoor Recreation Center and Aquatic Facility - Feasibility Study			Indoor Recreation Center and Aquatic Facility - Feasibility Study & Develop Funding Strategy			
	Kaper Park (Timbertown) & Lions Park Improvement Projects - Construct			Kaper Park (Timbertown) & Lions Park Improvement Projects - Construct			
	Disc Golf Course - Complete Construction						
	Hampton Park Playground Replacement - Bid			Hampton Park Playground Replacement - Construct			
	Multi-use Trail Plan/Grant Cycle - Update & Apply			Knotty Pines Park Playground - Evaluate			
	Sands Main Street Prairie Strategic Plan - Implement			Sands Main Street Prairie Strategic Plan - Implement			
2019-2020	50th Anniversary Celebration - Plan			50th Anniversary Celebration - Plan			
	Indoor Recreation Center or Aquatic Facility - Design and Engineer			Indoor Recreation Center or Aquatic Facility - Design and Engineer			
	Cary-Grove Park - Annex			Cary-Grove Park - Annex			
				Brittany Park Playground Replacement - Design & Engineer			
				Multi-Use Trail Plan/Grant Cycle - Updates & Apply			
2020-2021	50th Anniversary Celebration - Implement			50th Anniversary Celebration - Implement			
	Indoor Recreation Center or Aquatic Facility - Construct			Indoor Recreation Center or Aquatic Facility - Construct			
				Cary Veterans Park Improvements - Master Plan			
	Fox Trails Playground Replacement - Bid			Fox Trails Playground Replacement - Construct			
	Brittany Park Playground Replacement - Bid			Brittany Park Playground Replacement - Construct			
	Multi-Use Trail Plan/Grant Cycle - Updates & Apply						

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Q3

Q4

	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
2016-2017	<b>Partnerships/Awareness</b> - Explore & Increase			<b>Partnerships/Awareness</b> - Explore & Increase		
	<b>Community Engagement</b> - Conduct for Specific Program Areas			<b>Community Engagement</b> - Conduct for Specific Program Areas		
	Disc Golf Course - Design & Bid			Capital Replacement / Improvement Plan - Update		
	Cary Veterans Park Tennis Courts - Demo/Removal			Disc Golf Course - Bid & Construct		
	Cary-Grove Park - Update Master Plan			Lions Park - Master/Improvements Plan		
				Cary-Grove Park - Update Master Plan		
2017-2018	<b>Special Event Offerings</b> - Evaluate Expanding			<b>Special Event Offerings</b> - Evaluate Expanding		
	Kaper Park (Timbertown) & Lions Park - Design/Engineer & Bid			Kaper Park (Timbertown) & Lions Park - Bid & Construct		
	Disc Golf Course - Construct			Disc Golf Course - Construct		
	Hampton Park Playground Replacement - Design & Engineer			Multi-use Trail Plan/Grant Cycle - Update & Apply		
	Multi-use Trail Plan/Grant Cycle - Update & Apply			Sands Main Street Prairie - Complete Enhancement/Strategic Plan		
	Sands Main Street Prairie - Identify Enhancement/Strategic Plan					
2018-2019	Indoor Recreation Center and Aquatic Facility - Develop Funding Strategy			Indoor Recreation Center or Aquatic Facility - Design and Engineer		
	Kaper Park (Timbertown) & Lions Park Improvement Projects - Complete Construction					
	Hampton Park Playground Replacement - Complete Construction					
	Knotty Pines Park Playground - Evaluate					
	Sands Main Street Prairie Strategic Plan - Implement			Sands Main Street Prairie Strategic Plan - Implement		
2019-2020	50th Anniversary Celebration - Plan			50th Anniversary Celebration - Plan		
	Indoor Recreation Center or Aquatic Facility - Bid & Construct			Indoor Recreation Center or Aquatic Facility - Construct		
	Cary-Grove Park - Annex			Cary-Grove Park - Annex		
	Fox Trails Playground Replacement - Design & Engineer			Hoffman Park - Re-evaluate Market for Route 31 frontage		
	Multi-Use Trail Plan/Grant Cycle - Updates & Apply			Multi-Use Trail Plan/Grant Cycle - Updates & Apply		
2020-2021	50th Anniversary Celebration - Implement			50th Anniversary Celebration - Implement		
	Indoor Recreation Center or Aquatic Facility - Construct			Indoor Recreation Center or Aquatic Facility - Complete Construction		
	Cary Veterans Park Improvements - Master Plan			Cary Veterans Park Improvements - Master Plan		
	Fox Trails Playground Replacement - Complete Construction			Hoffman Park - Re-evaluate Market for Route 31 frontage		
	Brittany Park Playground Replacement - Complete Construction					

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# 2016 - 2017

## Programs & Operations

### Action

- Further explore New **Partnerships & Increased Awareness** marketing campaign for programs and facilities
  - Include digital marketing with photographic images and descriptions of facilities and programs
  - Cross market low participation programs with other Districts
  - Explore further development of partnerships with MCCD, Library District, and Crystal Lake Park District to develop additional teen-focused amenities
  - Explore partnership with McHenry County College for shared marketing for active and aging adult programming
  - Partner with MCCD, School Districts, Village, and Neighboring Districts to develop amenities for new and / or trending recreational opportunities and explore recreational river access
  - Explore partnerships with private partners and vendors
- Conduct **Community Engagement** for Seniors, Active Adult, Teens, and Adult Health and Wellness Programs
  - Conduct Community Engagement to evaluate and establish needs:
    - Further define community interest by conducting community outreach efforts (i.e. advisory group, task force, focus group, other) to seniors and active adults that can serve as a connection to the adult community to identify how to best serve these age groups
    - Partner with school districts and/or other partners to engage teen and young adult populations in programming (before school, after school, sports leagues)
    - Conduct community outreach (i.e. advisory group, task force, focus group, other) to teen / young adults to develop future program, facility, and park amenity offerings
    - Conduct community outreach (i.e. advisory group, task force, focus group, other) to those interested in community fitness and wellness areas to provide input into program offerings
  - Complete evaluation of other successful offerings
    - Contact other agencies to understand top successful offerings and consider adding trending active adult / senior programming
  - Incorporate programs into parks and open spaces by hosting programs in parks
  - Explore opportunities to provide on-site corporate wellness programming with local business

## Finance

### Action

- Update the **Capital Replacement / Improvement Plan** to be more inclusive including
  - Address replacement of aging amenities including pavement and infrastructure
  - Partner with Village and/or others for pavement replacement program.
  - Revisit indoor fitness equipment replacement strategy
  - Revisit Foxford Hills Golf Club maintenance equipment replacement strategy
  - Minor enhancements at secondary facilities (i.e. flooring and lighting) to expand programming (i.e. Jaycee shelter, Lions band shell, Hoffman shelter)

## Community Parks

### Action

- Conduct detailed **Athletic Field Assessment & Market Analysis** for youth / adult sports programs to understand future needs of the community
  - Evaluate field allocations and consider reallocating existing field space
    - Consider repurposing existing field space and replace with another field type, based on field assessment and projection
    - Conduct community outreach to determine preferences for new field support amenities and their locations
  - Define current and projected needs with potential loss of Maplewood School fields
    - Evaluate additional field development or existing field enhancements such as lighting and synthetic turf at Community Parks as options to accommodate Field Assessment and Analysis needs
    - Explore partnerships with others (School District, adjacent park districts) to provide additional fields and/or increased access to fields as needed
  - Improve / enforce use policies and procedures for fields
  - Improve existing Community Park athletic fields including:
    - Focus on fields that are multi-purpose rather than single use and fields/open space that is under-utilized
    - Determine if new fields are higher priority before re-doing existing fields with major upgrades such as synthetic turf
    - Include synthetic turf fields in field development planning
    - Improvements needed to increase adult athletic program offerings
    - Evaluate developing Cary-Grove, Lions, and/or Kaper Parks each with a specific sports focus
  - Expand existing partnerships with School District or adjacent park districts for additional athletic field use
- Design, Bid, & Construct **Disc Golf Course**

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- ❑ Demolish/Remove **Cary Veterans Park Tennis Courts** and maintain park as is until funding is available for further park improvements
- ❑ Develop **Master Plan for Lions Park Improvements**
  - Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development
  - Develop Updated Master Plan for park improvements and replacements considering
    - Field improvements including synthetic turf and lighting based on Athletic Field Assessment and Market Analysis findings
    - Aging amenities needing replacement
    - Accessibility improvements in accordance with accessibility audit
    - Maintenance facility improvements and/or expansion
    - Pre-school space re-purposing
  - Consider addition of amenities to address key deficiencies as listed under the Inventory & Analysis Chapter and new trends including:
    - Disc Golf
    - Spray Ground
    - Additional Trails and connectivity to The Hollows
  - Include detailed Assessment of the Lions Park Support Building (Concessions, Restroom, Storage) to evaluate options and costs for renovations or replacement
  - Explore partnership opportunities for implementing re-development of the park

- ❑ Update Master Plan for **Cary-Grove Park**
  - Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development
  - Develop Updated Master Plan for further park development, considering
    - Field improvements including synthetic turf and lighting based on Athletic Field Assessment and Market Analysis findings
    - Aging amenities needing replacement
    - Accessibility improvements in accordance with accessibility audit
    - Removing, updating, or re-purposing under-utilized space and amenities
    - Outdoor aquatic facility
    - Recreation center
    - First Street extension per Village of Cary Comprehensive Plan
    - Village annexation planning
  - Consider addition of amenities to address key deficiencies as listed under the Inventory & Analysis Chapter and new trends including:
    - Sport Court(s)
    - Picnic Amenities (horseshoes, baggo, bocce, etc.)
    - Disc Golf
    - Pickle-ball
    - Spray Ground
    - Additional Trails
  - Explore partnership opportunities for implementing further development of the park

## Neighborhood Parks

### Action

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- ❑ Bid & Construct **Jamesway Park Playground Replacement**

# 2017 - 2018

## Programs & Operations

### Action

- Implement **Additional Recreational Program Offerings** based on 2016 Community Engagement task results including
  - Increase active and aging adult programming at all District facilities during periods of underutilization or down time
  - Rebrand active and aging adult offerings and develop smaller “one-day” events that can be planned/facilitated by multiple staff
  - Explore partnership with local healthcare facilities to utilize space for health and wellness programs
  - Consider adding more 1 day or short term programs with smaller schedule commitments
  - Consider alternative sports leagues, such as disc golf league, dodgeball, bowling, sand volleyball, baggo, flag football, kickball, or bubble soccer.
  - Consider implementation of adventure course amenities to attract teens / young adults. Consider bike park amenities, inline skating rink, adventure course, zip line, high ropes course, agility course, NFL-style combine / challenge course, etc.
  - Consider how current technology can be incorporated into teen programs (i.e. geo-caching using phones)
- Evaluate expansion of **Special Event Offerings** including:
  - Define community interest and need. Determine what type of specific events the public is most interested in
  - Identify top health and wellness types of events to offer
  - Identify staffing requirements for additional events to determine feasibility of adding new events
  - Determine possible corporate sponsors for new events
  - Expand multi-generational events to include more teen activities (i.e. music and talent performances/competitions)
  - Combine events with use of the downtown in coordination with the Village, Chamber of Commerce, and others (i.e. art fair)
  - Quantify all indirect and direct costs, including staffing, for all departments associated with each special event and evaluate costs per existing agency revenue policy

## Finances

### Action

- Identify & implement funding source for **Kaper and Lions Park Improvements**

## Community Parks

### Action

- Annex **Cary-Grove Park** (moved to 2019-2020)
- Master plan, design & engineer, bid, and construct **Kaper Park (Timbertown) Improvements** in accordance with results of district wide Athletic Field Assessment and Timbertown Playground Evaluation tasks
  - Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development
  - Develop Master Plan, considering
    - Aging amenities needing replacement
    - Accessibility improvements in accordance with accessibility audit
    - Removing, updating, or re-purposing under-utilized space and amenities
    - Restroom and shelter
  - Consider addition of amenities to address key deficiencies as listed under the Inventory & Analysis Chapter and new trends including
    - Sport court(s)
    - Picnic amenities (horseshoes, baggo, bocce, etc.)
    - Splash pad
- Master plan, design & engineer, bid, and construct **Lions Park Improvements**
  - Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development
  - Develop Updated Master Plan for park improvements and replacements considering
    - Field improvements including synthetic turf and lighting based on Athletic Field Assessment and Market Analysis findings
    - Aging amenities needing replacement
    - Accessibility improvements in accordance with accessibility audit
    - Maintenance facility improvements and/or expansion
    - Pre-school space re-purposing
  - Consider addition of amenities to address key deficiencies as listed under the Inventory & Analysis Chapter and new trends including:
    - Disc Golf
    - Spray Ground
    - Additional Trails and connectivity to The Hollows
  - Include detailed Assessment of the Lions Park Support Building (Concessions, Restroom, Storage) to evaluate options and costs for renovations or replacement
  - Explore partnership opportunities for implementing re-development of the park
- Construct **Disc Golf Course**

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## Neighborhood Parks

### Action

- Design & engineer **Hampton Park Playground Replacement**

## Trails & Open Space

### Action

- Update & Apply **Multi-use Trail Plan/Grant Cycle**
  - Extension along Cary-Algonquin Road
  - Hoffman Park, Meyer Property, and Route 31 connectivity
  - Connectivity to Prairie Trail in Crystal Lake
  - Coordinate with MCCD to develop trail connections between Lions Park and the Hollows, and Foxford Golf Course and Fel-Pro
  - Continue developing internal trail / pathway networks within Neighborhood and Community Parks
  - Develop marketing campaign for trail awareness and events on trails
- Evaluate opportunities for minor Enhancements at **Sands Main Street Prairie** including:
  - Educational and wayfinding signage
  - Seating
  - Hiking trail expansion
  - Look for grant opportunities

# 2018 - 2019

## Programs and Operations

### Action

- Implement **Special Event New Offerings** in accordance with the results of the Special Event Expansion Evaluation task

## Facilities

### Action

- Develop feasibility study, funding strategy, schematic design, and design & engineer **Indoor Recreation Center** and/or **Aquatic Facility**.
  - Feasibility study will include:
    - Develop preliminary programs for the indoor recreation center and aquatic facility to guide the design study
    - Conduct a market analysis to understand the potential need and/or growth potential for key program elements (i.e. pre-school, seniors)
    - Develop schematic designs to define the potential size, layout, and components included for both facilities
    - Prepare capital cost estimates for both facilities and consider potential phased approaches for either facility
    - Develop projected operational costs for both facilities
  - Indoor Recreation Center** - Consider including courts, indoor turf, walking/jogging track, preschool, senior programming, and fitness space.
    - Holistically assess new Indoor Recreation Center program and space to evaluate potential modifications to existing community center and administration space utilization.
    - Explore separate option to provide new preschool space as part of future combined Senior Center/Preschool at Lions Park or other location.
    - Develop community engagement strategy around development of new facility
    - Consider Cary-Grove for location in accordance with Park Master Plan
    - Explore partnership opportunity with Crystal Lake Park District to develop a facility for residents of both districts
    - Incorporate rental/event spaces into new multi-purpose/recreation center facility
    - As funds become available for a new multi-purpose/recreation center, include additional indoor fitness space
  - Outdoor Aquatic Facility**
    - Explore options to renovate the existing pool vs development of a new outdoor aquatic facility at Cary-Grove Park
    - Develop program of priority aquatic amenities, potential secondary amenities, and phasing
    - Determine development and operational cost differences between renovation and developing a new facility

## Community Parks

### Action

- Construct **Kaper Park (Timbertown) Improvement Project**
- Construct **Lions Park Improvement Project**
- Complete **Disc Golf Course** construction

## Neighborhood Parks

### Action

- Bid and construct **Hampton Park Playground Replacement**
- Evaluate need to replace or remove **Knotty Pines Park Playground**

## Trails and Open Space

### Action

- Update and apply **Multi-use Trail Plan/Grant Cycle**
- Implement **Sands Main Street Prairie Strategic Plan**

# 2019 - 2020

## Programs and Operations

### Action

- Plan for Park District **50th Anniversary celebration** in 2021

## Facilities

### Action

- Design and Engineer & Bid and construct **Indoor Recreation Center or Aquatic Facility**

## Community Parks

### Action

- Annex **Cary-Grove Park**
- Hoffman Park**
  - Re-evaluate market for potential sale of the frontage along Route 31 or partnership for development to assist with funding for capital projects
    - Maintain opportunities for trail connectivity to Route 31 corridor and Meyer property

## Neighborhood Parks

### Action

- Design & engineer **Brittany Park Playground Replacement**
- Design and engineer **Fox Trails Playground Replacement** without the plus 10 playground

## Trails and Open Space

### Action

- Update and Apply **Multi-use Trail Plan/Grant Cycle**

# 2020 - 2021

## Programs and Operations

### Action

- Implement **50th Anniversary celebration** plans.

## Facilities

### Action

- Construct **Indoor Recreation Center or Aquatic Facility**

## Community Parks

- Master Plan **Cary Veterans Park Improvements** when funding becomes available, develop master plan in coordination with Village TIF district opportunities for park improvements and replacements including:
  - Implement a community engagement process to define community needs / preferences
  - Added amenities to address key deficiencies and community preferences, consider
    - Shelter
    - Picnic amenities
    - Playground
    - Fitness equipment
    - Trails
  - Improved connections to downtown and within the park
  - Explore partnerships for implementation
- Hoffman Park**
  - Re-evaluate market for potential sale of the frontage along Route 31 or partnership for development to assist with funding for capital projects
    - Maintain opportunities for trail connectivity to Route 31 corridor and Meyer property

## Neighborhood Parks

### Action

- Bid and construct **Fox Trails Playground Replacement**
- Bid and construct **Brittany Park Playground Replacement**

## Trails and Open Space

### Action

- Update and Apply **Multi-use Trail Plan/Grant Cycle**

## Neighborhood Parks

### Action

- Design & Engineer Bristol Park Playground Replacement

## Trails & Open Space

### Action

- Master Plan Sands Main Street Prairie site and facilities for improvements. Consider:
  - Indoor and outdoor educational / history programs
  - Amenities and improvements on the five acres available outside of the nature preserve limits to increase utilization, recreation, and event opportunities such as:
    - Picnic shelter(s) and amenities, trails and seating areas.

## Programs and Operations

### Action

- Update 5 year Action Plan for the next 5 years

## Facilities

### Action

- Implement Aquatic Facility (new) &/or Community Pool Renovation or Indoor Recreation Center Strategy
- Evaluate Expansion of Foxford Hills Golf Club to accommodate larger rental or outing groups and increase revenue opportunities
- Include fitness space as part of exploring opportunities to purchase/lease available school, commercial, or industrial space for providing more recreation space as an option to constructing new multi-purpose/recreation center

## Community Parks

### Action

- Master Plan Hoffman Park
  - When funding becomes available, develop master plan to determine appropriate recreation amenities as previously considered in the land-use planning
    - Community engagement process to define community needs / preferences
    - Trail development and connectivity to Route 31 corridor and Meyer property
    - Consider additional athletic fields
    - Consider for indoor recreation center location
    - Consider for aquatic facility location
- Conduct and implement detailed Athletic Field Assessment to evaluate utilization, capacity, and predicted needs
  - Evaluate existing field utilization and capacity assessment
  - Evaluate projected field capacity needs with the anticipated closing of the Maplewood School Fields
  - If additional field needs are projected, evaluate potential field development cost for added fields and/or converting existing grass fields to synthetic turf with potential addition of lighted fields at Lions and/or Cary-Grove Parks.

# ONGOING (CURRENT AND CONTINUING TASKS)

- Partner with Schools and/or other park districts to provide additional access to indoor recreation needs
- Evaluate opportunities to purchase and/or lease space to provide additional access to and/or space for indoor recreational needs
- Offer health and wellness programs at parks
- Implement outdoor fitness equipment within park spaces in accordance with resident interests and explore opportunities to host fitness programming in parks
- Evaluate options for developing a spray pad and coordinate with community park planning initiatives (completed)
- Evaluate options for developing additional trails and partnering with others for trail development in accordance with Trail Gap Analysis findings.
  - Develop additional multi-use trails within Community Parks and for community connectivity
  - Develop additional hiking trails within Sands Main Street Prairie and connectivity to MCCD trails
  - Provide trail support amenities throughout the existing trail system including seating, shade, signage and trail markers, bike stations and racks, fitness stations, and drinking fountains with dog bowl where appropriate
- Provide inclusive park amenities
  - Consider replacing a Community Park playground with universally designed playground equipment. Prioritize which playground to replace based on age, condition, and site users / programs (completed)
  - Increase outdoor recreation activities and amenities that appeal to active and aging adults. Consider fitness stations, shelters and picnic amenities, pickle ball, fishing stations, nature overlooks, low-impact ropes and obstacle courses, community gardens, trails, trail support amenities, and platform tennis
- Continue current planning and replacement practices
- Continue implementation of Sands Main Street Prairie Strategic Plan
- As parks are developed or upgraded, consider expanding outdoor recreation activities and amenities that appeal to multiple age groups include active and aging adults. Consider fitness stations, shelters, picnic amenities, pickle ball, fishing stations, nature overlooks, low-impact ropes and obstacle courses, community gardens, trails, trail support amenities, and platform tennis where appropriate
- Consider removing and not replacing playgrounds that are beyond their useful at locations of low utilization or value due to change in demographics and community build out including:
  - Fox Trails Plus Ten Playground
- Establish formal measurement of satisfaction and review annually
  - Develop best practice approaches to the recreation program process, including additional use of standards, identification of customer requirements, performance measures, and cost recovery calculations by core program area
  - The age segment analysis showed that 57% of programs are offered for youth 12 and under and 43% for all other age groups. As the community ages, this percentage ratio should be tracked on an annual basis to ensure there are a sufficient number of programs offered for adults, active adults, and seniors
  - Continue monitoring the lifecycle of programs. The current distribution is 38% introductory and growth in programs and 62% mature and decline. Benchmark percentage is 45% Introductory and growth and 55% mature and decline stages. This can be done on an annual basis
  - Continuously track program cancellation rates to achieve best practice performance rate of 20% or less
- Align program offerings with the top eight core programs (adult fitness and wellness, special events, water fitness / adult sports, youth sports, golf programs, age-specific special events, youth learn-to-swim)
- Align program offerings with unmet community needs. Develop a process to strengthen recreation program delivery as a follow up to the Community Survey results. Program priorities include the following programs:
  - Adult fitness and wellness, special events, water fitness, adult and youth sports, golf programs, age and age specific special events

# ONGOING (CURRENT AND CONTINUING TASKS)

- Consider rebranding and repositioning programs as needed
- Pursue meeting benchmark standards for programs in the lifecycle stages. Review and consider repositioning or retrenchment of program in the decline phase. Thirty-two percent of programs are in the decline phase
- Track customer retention and try to build customer loyalty through a formalized customer loyalty program
- Develop a trends process for the recreation and facilities staff to identify upcoming trends and positioning future programs. This can include a similar provider review that consists of doing a comparison with other providers in the marketplace, such as preschool programs. The review can include an assessment of pricing, program quality, teacher certification requirements, etc. and a comparison with Cary Park District programs
- Evaluate contracted programs to determine how to improve marketing, participation, and tracking performance.
- Improve alignment of cancellation periods with registration periods
- Continue Best Practices for Social Media Improvements:
  - Use consistent visual identity across social media sites
  - Explore protocol and options to increase engagement in social media such as posting questions that generate meaningful discussion or solicit valuable input on Park District topics
  - Expand on current practice of creating and posting short YouTube videos and embedding them in the website, Facebook, and Twitter posts
  - Monitor activity and manage the District's presence on review sites such as Google+ and Yelp
- Continue Best Practices for Website Improvements:
  - Work to improve search rankings
  - Communicate a brand identity consistently across all communications
  - Review the entire site at least quarterly to ensure content is up to date
  - Add a news section to serve as an archive for past posts and communications
  - Make registering as easy and seamless as possible
  - Track and analyze user behavior at least quarterly and adjust site accordingly
- Continue Best Practices for Program Guide Improvements
  - Develop a brand identity
  - Develop a new design theme for communications
  - Be consistent in design identity for sub-branded facilities/programs
  - Add selling power with testimonials and calls to action
  - Be strategic in deciding on what content to include in the print catalog
- Continue to utilize Foxford Hills Golf Club for off-season programming and explore options to utilize golf course site for other off-season programming
- Evaluate opportunities to purchase or trade land with School, Village or MCCD for a Neighborhood Park in Planning Area G or H