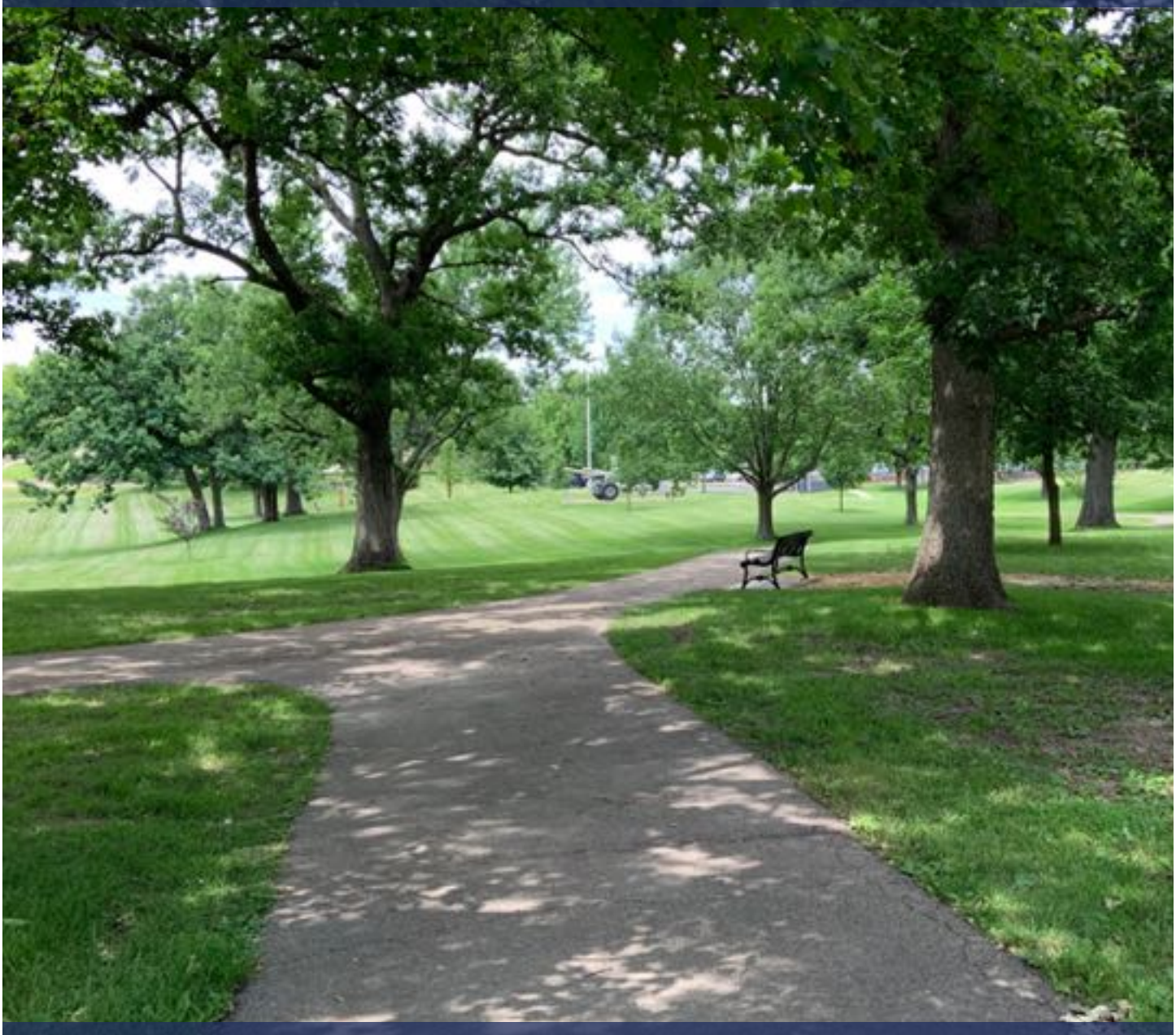
HAMPSHIRE TOWNSHIP PARK DISTRICT
COMPREHENSIVE MASTER PLAN
DATE: 06/22/2020



Wight

HAMPSHIRE Township Park District

ACKNOWLEDGMENTS

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PARK DISTRICT BOARD OF COMMISSIONERS

Nathan Looman	President
Jamie Herrmann	Vice President
Jennifer Reid	Secretary
Joseph Majcher	Treasurer
Meagan Tiffany	Commissioner

PREPARED BY

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BerryDunn

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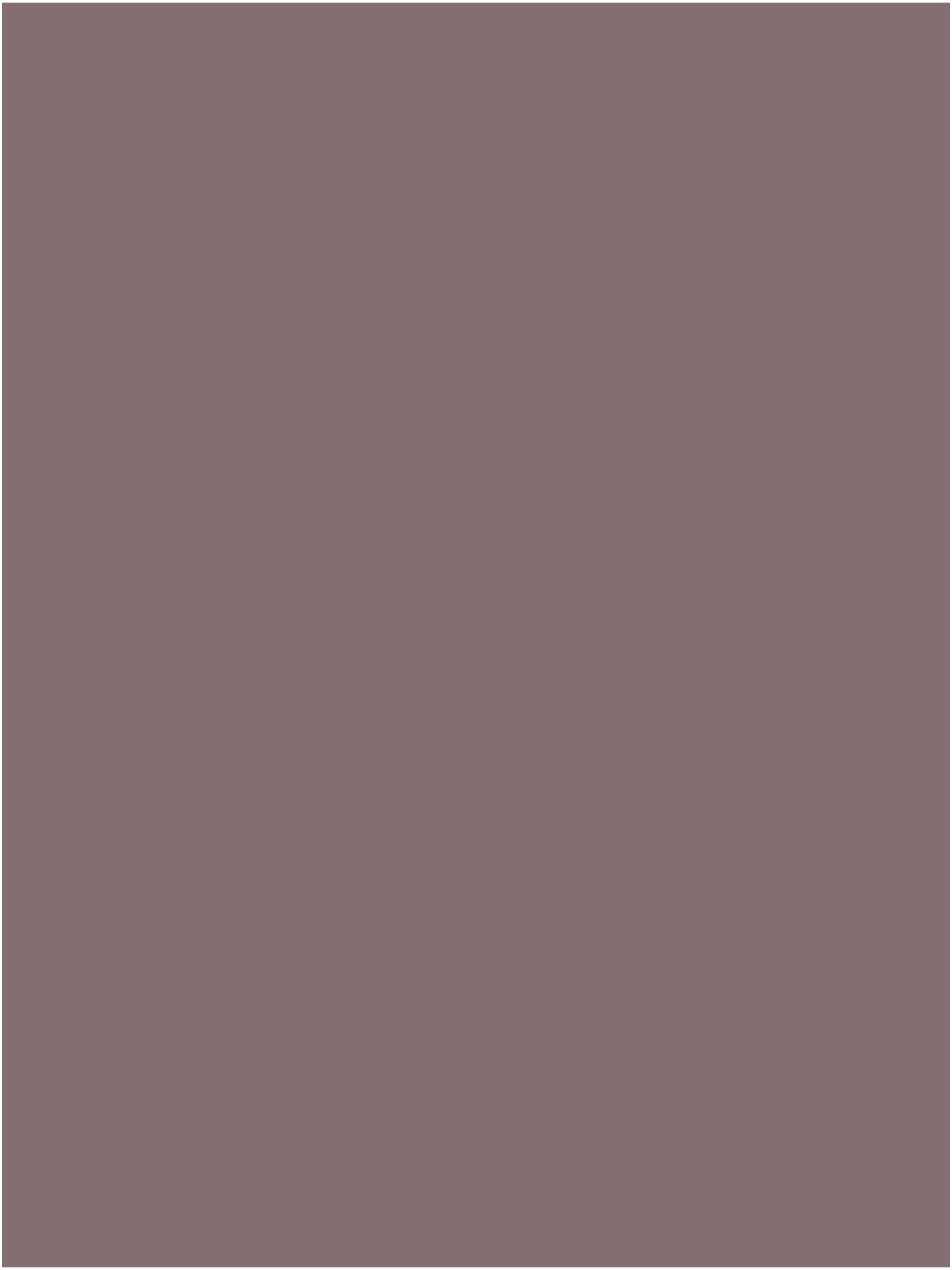
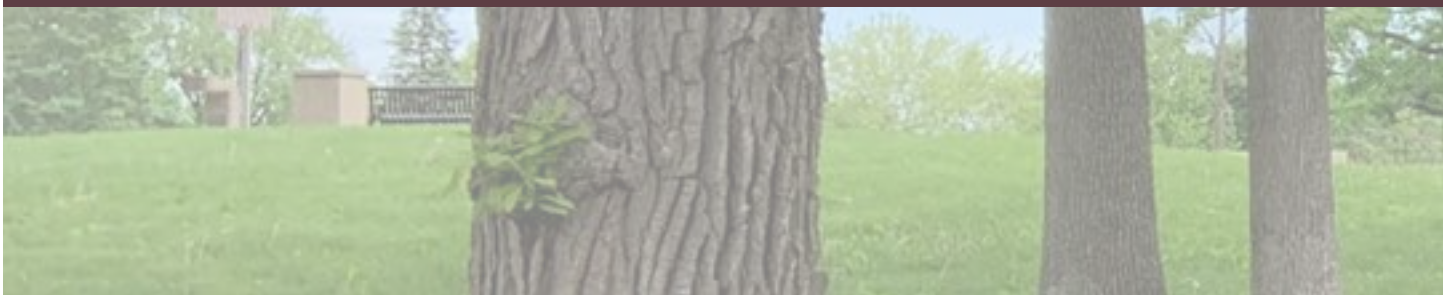


CHAPTER 1: INTRODUCTION

OVERVIEW

CHAPTER 1: INTRODUCTION



Purpose of the Plan

The purpose of this comprehensive master plan is to develop a long-range strategy that will guide the future development of the parks, recreational facilities and programs for the Hampshire Township Park District. The programs and services offered by the Hampshire Township Park District will continue to be influenced by the changing demographics of the community and future recreation needs and trends. This document outlines recommendations for improvements to the overall parks, facilities and programs based on current priorities and projected budget allocation and is intended to be used as a guide to implement capital improvements over the next five to ten years. Staff should utilize the document as a “To-Do” list and plan to update the implementation strategy annually.

Process

The comprehensive master planning process includes four key phases; Inventory and Analysis, Needs Assessment, Recommendations, and Action Plan. Each phase is outlined and documented throughout the corresponding chapters of the plan. The comprehensive planning team began the planning process during the summer of 2019 with an extensive inventory and analysis of the park district’s parks, facilities, and programs. The data was evaluated and the results documented. In order to help determine the overall needs of the community, a statistically valid survey was conducted and in-person input meetings were facilitated with the community, stakeholders, focus groups, the Park District staff and Board of Commissioners. From the data that was collected from the Inventory and Analysis and the extensive input provided during the Needs Assessment, Recommendations were determined and prioritized to formulate the Action Plan.

Goals of the Plan

During the preliminary stages of the comprehensive master plan process, the planning team and staff identified the following goals of the plan:

- Identify, quantify, and analyze the assets of the park district
- Determine the overall community recreational needs
- Develop strategic, measurable, and obtainable recommendations for park district services and facilities
- Develop a ten-year action plan for implementation

Document Framework

Chapter 1: Introduction
The introduction chapter provides the purpose, process and goals of the plan. This chapter includes the district profile, mission statement, geographic profile, general background and history, park history, staff and organizational structure, board of commissioners, district budget, grants and referendums, and related planning documents.

Chapter 2: Inventory and Analysis
Within the Inventory and Analysis chapter there are four sections: demographics, existing conditions, assets, and comparative analysis. Demographics identifies statistical data of the Park District provided by the Environmental Systems Research Institute (ESRI). It provides information on income, race and ethnicity, age distribution and tapestry segmentation. The existing conditions section focuses on land use, schools, forest preserves, and other natural features like wetlands, floodplains, and topography, and includes a map of existing and planned bike trails. The assets section includes an inventory of the existing parks and facilities. Finally, the comparative analysis section identifies the planning areas, evaluates the level of service, and compares the quantity of amenities to the state average, based on population.

Chapter 3: Recreation Assessment
The recreation assessment report, provided by BerryDunn, evaluates the Park District's programs and services. Through a series of interviews with staff, focus groups, the Board of Commissioners, stakeholders, and a community needs survey, insight is provided in to the Park District's recreational programs.

Chapter 4: Needs Assessment
The recreational needs of the community are documented based on the findings from the input meetings with the community, stakeholders, the Board of Commissioners, and park district staff.

Chapter 5: Recommendations
Recommendations for specific improvements are identified for both existing and future parks and facilities.

Chapter 6: Action Plan
Key recommendations are organized and prioritized in chronological fashion and are categorized by task including policy, funding and grant opportunities, planning, design, construction and property acquisition.

Chapter 7: Appendix
Contains related materials, complete documents, the community survey results, and excerpts from related planning documents.

DISTRICT PROFILE

CHAPTER 1: INTRODUCTION

The Hampshire Township Park District is a separate governing agency established for the purpose of providing parks, facilities, and recreational programs for the community. The Park District is responsible for the maintenance, operation, and administration of parks and park facilities under its jurisdiction.

Mission Statement

The Hampshire Park District's mission is to provide recreational, educational and cultural opportunities that improve the quality of life through a responsive, efficient and creative park and recreation system. The District shall balance quality recreational facilities and programs while protecting parks, natural resources and open spaces for the benefit of present and future generations.

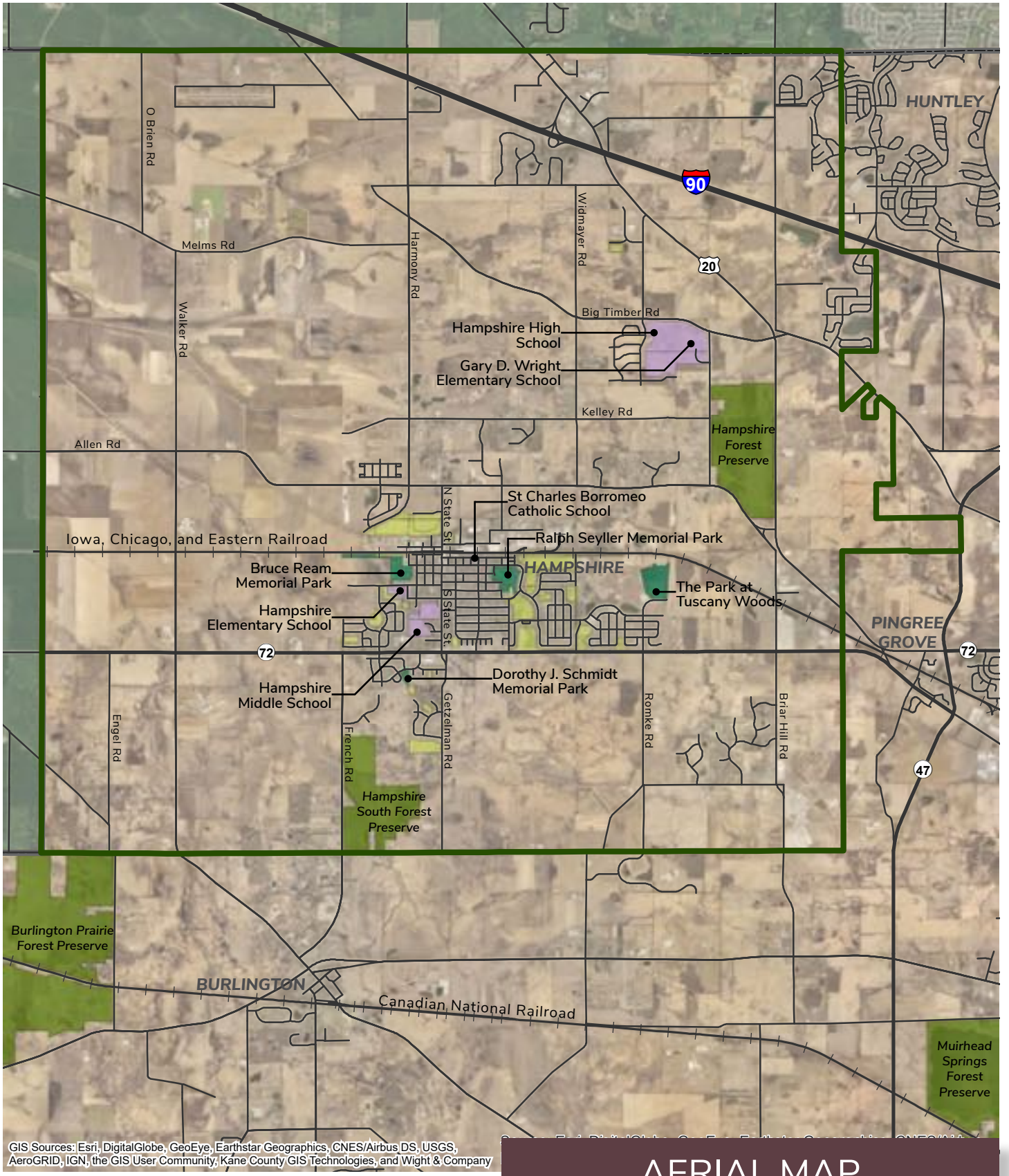
Geographic Profile

The Hampshire Township Park District includes all 36 square miles of Hampshire Township and a small portion of Rutland Township, located within Kane County. The boundaries include all of the Village of Hampshire and a small section of the Village of Huntley and Rutland Township.

The heart of the Village of Hampshire, located North of Route 72 on State Street, consists of a business district that includes small shops, dining, other governmental agencies including the Village of Hampshire Village Hall and the Ella Johnson Memorial Library, all located in historic buildings. The downtown business district is divided by the Canadian Pacific Railroad. The Business Development Commission recently joined the Main Street America program to further enhance the quaint downtown and make it a unique destination for the community and outside visitors.

A number of major roadways serve the community. At the northern boundary of the Park District is the Northwest Tollway (I-90) with interchanges on IL Route 47 and US 20. Expansion of the commercial facilities in this US 20/I-90 corridor has brought significant opportunities to Hampshire. The Tollway is a major transportation route serving northern Illinois and the areas between Chicago and Rockford. Along the eastern boundary of the District is Illinois Route 47 which is a north-south arterial serving the region. US 20 runs diagonally across the northeastern portion of the District, while Illinois Route 72 runs east-west along the southern boundary of the Village of Hampshire.

The major character within the District and surrounding the Village of Hampshire is rural. It has a gently rolling landscape with numerous oak groves and wetlands. Residential development at one time was primarily large lots that included equestrian or farm animal zoning located north of the railroad. Growth has brought more traditional single family planned development. Future development of smaller lots with extensive open space systems are planned for areas surrounding the Village.



AERIAL MAP

Legend

- Park District Boundary
- County Boundary
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

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0 1,300 2,600 5,200 7,800 10,400 Feet

General Background and History

The Village of Hampshire evolved from a settlement that was established in the early 19th century. Small settlements developed throughout the northern region of Illinois. One of these settlements was Henpeck, the first home for those who established Hampshire.

Henpeck was strategically located on the road to Galena along what is now US 20. Henpeck provided an ideal resting place for travelers heading west on US 20. In 1875, Samuel C. Rowell realized that the new Chicago Pacific Railroad would have a significant impact on the area and moved his general store to a site that is now the northeast corner of State Street and Washington Avenue. In 1876, the Village of Hampshire was incorporated.

The Village of Hampshire's population has grown to more than 6,317 (2017) people and its location, with access to major commuter transportation railways to Chicago, I-90 and major highways makes it attractive to developers and families wishing to live on the edge of the Chicago-metropolitan area. There has been steady growth and business expansion over the past decade, and Hampshire has worked to maintain the small-town atmosphere that has attracted many new residents while promoting new growth and development.

In 1948, the Hampshire Township Park District was formed. The District was formed to encompass the Township of Hampshire, covering an area of 36 square miles, including the Village of Hampshire.

Village Park, also known as East Park, was the first park in the Village, and was created in 1892 and owned by the Village of Hampshire. This park was donated to the Hampshire Township Park District by the Village of Hampshire after the district was formed.

In 1981 the Hampshire Township Park District purchased the first parcel for West Park, which is now known as Bruce Ream Park, and began the process of purchasing additional land to expand this park to what it is today. In 2003, with the Hampshire Meadows development south of Route 72 and west of Getzelman Road, Dorothy J. Schmidt Park was acquired and developed. In 2006, through an Intergovernmental Agreement with Community School District #300, the Gary D. Wright Elementary School located in Hampshire Township, included a double gym and separate entrance for Park District programs. In 2007, the Little People Playtime Preschool was built at Seyller Park, and in 2014 the Day Care expansion was opened. In 2017, the Park District was deeded The Park at Tuscany Woods.

After 72 years of existence the Hampshire Township Park District now consists of 4 parks totaling 70.7 acres. These dedicated and designated recreational open spaces are connected by open space of wetlands and trails throughout the community.

Park History

Ralph Seyller Community Park

It took many parcels and purchasing to create Seyller Park, as well as a lot of names! It has at one time been called "Township Park", "Village Park" and "East Park" before being renamed to Seyller Park in 2002.

On September 17, 1892 the Hampshire Improvement Committee sold the original 5.22 acre park to the Village of Hampshire for $750.00. This parcel was originally part of the Channing farm. This is where the baseball field, bathrooms, and pavilion are located. In the late 1800's and early 1900's, the park contained a large spring-fed pond where the ballfield exists today. The pond was large enough for ice skating, boating and fishing. Over the years, many events were held in the park, including a circus, 4th of July parade, plays held in a tent, as well as special events such as the 1936 Centennial Celebration. The park had a woven fence around it with gates at the north and south entrances. There was a pavilion, which stood about where the restrooms are now where band concerts, lectures, etc., were held. The sloping bank (east of the playground) was where people would sit to watch the performances. In 1929 the pond was drained, dirt hauled in, and the ball diamond was built. On April 13, 1948, when the Park District was formed, the Village then donated this park to the newly formed Park District.

In the 1950's, restrooms, a new baseball backstop, and playground equipment were installed at the park. A flagpole was erected as a memorial to all war veterans. The park still had room to grow and on September 4, 1969, the Park District purchased 4.92 acres from the Burnidge family. On October 21, 1970, they purchased 1.44 acres from the Ball family for the Maintenance Building, parking lot, tennis courts, and the eastern section of the Administration Building and parking lot. On February 13, 1971, the Park District then purchased lots #1 and #2 from the Lock Factory Addition from the Penrod family and are the storm water detention area behind the Administration building. On June 29, 1974, the Park District purchased Lots #25 from the Lock Factory Addition from the Maushak family, and the new shelter and the three tennis courts were completed this year. One tennis court has since been turned into a basketball court. On December 13, 1976, lot #26 from the Short family, which is where the parking lot and western edge of the Administration building are located.

The large playground on the south side was installed in 1999 with a $50,000 OSLAD Grant.

On October 4, 2001, the Park District received 7.1 acres land donation from Kennedy Homes. (This is the location of Little People Playtime.)

On July 7, 2002, the Park District recognized Mr. Seyller's contributions as a coach, equipment manager and program director for the Park District and renamed the property Ralph H. Seyller Park. The Community Room at 390 South Ave. is named after his wife, Catherine B. Seyller, which was also dedicated on that day in 2002. The Community Room was the previous maintenance facility, which is now located on top of the hill at 505 Smith Avenue, constructed in 2002.

In 2007, the Little People Playtime Preschool building was constructed on the north side of the park, and an addition was built and opened in 2014.
In 2016, a small fire truck themed playground with an age range of 2-5 was built through fundraising efforts of the Little People Playtime building and the Hampshire Park District Foundation. The Hampshire Fire Protection District was asked if they would like to build a memorial in this area. The dedication ceremony was held n September 17, 2016 on the HFPD's 85th Anniversary Celebration.

In 2019-2020 the Hampshire VFW improved the existing Veteran's Flagpole memorial with engraved bricks and retaining walls, five large granite monuments and flagpoles dedicated to each branch of the military.

The total acreage of Seyller Park is now 19.3 acres.

Bruce Ream Memorial Community Park

The original 4.42 acres for West Park was purchased from the Frisby family in April, 1981. This parcel includes the Terwilliger lot and a few acres north of it. In 1985, the Park District received a Land and Water Conservation Fund Grant of $17,500 to purchase another 4.65 acres, from the Gustafson family. This parcel is where the shelter, playground, soccer fields and north parking lot are located. West Park was renamed to Bruce Ream Park by the Board of Commissioners due to his service to the Park District and community. Bruce was a member of the Hampshire Township Park District from 1973 until his sudden death on January 2, 1981. He served as President of the Park District from 1976 until his death.

In 1991, another 3.35 acres were purchased from the Scropos family and Treadwell Field (the lighted ballfield) was built on this property. Also in 1991 the Park District purchased 6.10 acres from the Chicago Milwaukee Corporate. This parcel runs west along the outfield fence line from center field all the way to French Road and is on the north end of the park. In 1997 another 1.64 acres were purchased from Marilyn Warrington and is used for more soccer fields. In 1998 the Park District entered into an intergovernmental agreement with the Village of Hampshire for a 10' wide strip north of the parking lot for the parking lot expansion. The Treadwell Ballfield was re-lamped in 2012 and again in 2019.
In 2015, the Park District was awarded another OSLAD grant for redevelopment of the park as you see it today. Included is a new playground, bankshot court, splash pad, sitting area, walking trail, fitness stations, parking lot, basketball court, pickleball court, sand volleyball court, and a secondary playground on the west side of the park.

The total acreage of Bruce Ream Park is 20.0 acres.

Dorothy J. Schmidt Memorial Park

The Maulter Dittman family, and later his son Lawrence and his family operated a dairy farm and eventually a beef cattle, corn and soy bean operation on the property from 1937-1993. Lawrence sold the farm in 1993 and on August 19, 1993 this land was annexed to the Village of Hampshire as the Hampshire Meadows Property.

The developer of the Hampshire Meadows subdivision dedicated this 3.2 acre site for a neighborhood park and donated it to the Village of Hampshire. The village of Hampshire deeded the park site to the Hampshire Township Park District and on July 16, 2003, the Park District Board of commissioners officially named the park Dorothy J. Schmidt Park.

Dorothy (Herrmann) Schmidt was a long-time resident of Hampshire. The Herrmann family moved to a farm just west of Hampshire from Burlington in 1945. Dorothy attended Hampshire High School and graduated in 1949. In the 1950's she began working as a secretary at Hampshire High School unit her marriage in 1955 to William Schmidt, a teacher at the school. In 1966 she opened Schmidt's Card and Candle in downtown Hampshire. After her retirement in 1993, she volunteered at the Hampshire Township Park District Preschool. Dorothy Schmidt passed away in July, 2000.

In 2008 an OSLAD grant was received in the amount of $157,400 to assist in the construction of this park. The park has two picnic shelters, ages 2-5 and ages 5-12 playgrounds, basketball court, drinking fountain and walking path with fitness stations. Construction was completed in 2009.

The Park at Tuscany Woods

The Park at Tuscany Woods is 28.2 acres in the Tuscany Woods development on the east side of Hampshire. The developer dedicated 8 acres above the required land/cash ordinance, as well as cash per unit to develop the park. The first two ballfields (east and west sides) were constructed in 2009 by the developer. The park was then deeded to the Village during the economic crash prior to the Phase I development completion so that it did not go into disrepair. In September 2017 the park site was deeded to the Park District. The Park District then developed the park with a third ballfield, and LED lighting of the three fields through a joint-purchasing agreement with the Northwest Little League.

The Park District re-designed the park to meet the needs of the community through public input and an applied for an OSLAD grant that was received in 2019.

The park development includes a restroom/ concession stand, playground, shelter, ice rink, flag football field, dog park, walking path, primitive campsites and nature trail with interpretive signage through the woodlands and prairie.

Staff and Organizational Structure

The Hampshire Township Park District's organizational structure consists of three departments overseen by the Executive Director. These are Finance/Human Resources, Recreation, and Parks. Six full time supervisors/directors report directly to the Executive Director.

The Finance/Human Resources Director duties for Finance include handling all budgeting, accounting, financial transactions, payroll processing, payroll tax reporting and associated duties. For the Human Resources Division, duties include support to the organization for hiring, benefits administration, employee relations and assisting supervisors and managers with handling personnel issues.

The Recreation Department provides a wide variety of programs and services to the residents of the Hampshire Township Park District throughout the year at a variety of facilities including the Administration Building, School District 300 elementary schools, Little People Playtime, district playfields and a variety of community and park facilities. The Recreation Department is comprised of four divisions and staffed by five full time employees for Athletics, Extended Care/Summer Camp, Program/Special Events and Early Childhood and approximately 50 part time employees.

The Athletic Supervisor, Extended Care Supervisor, Program/Office Manager and Little People Playtime Director all report to the Executive Director.

The Athletic Supervisor oversees all sports programs including volunteer coaches, referees, contractual referees and programs offered by the District and oversees 10-15 part time employees. In addition, the Athletics Supervisor has typically been responsible for assisting with athletic field maintenance and gym management for sports programs. The Extended Care Supervisor manages the employees of the before and after school program in the elementary schools and the District's Summer Camp. This division includes a full-time staff member responsible for the Hampshire Elementary school site, as well as all 17-20 part time staff for both Extended Care and Summer Camp. The Program Manager is responsible for creating special events such as 5K runs and holiday events, partnering with outside organizations, overseeing contractual programs such as horseback riding and dance, managing volunteers for events and sponsorships.

This position also is responsible for all communications and marketing including the District's Facebook Page, Program Catalog, and Constant Contact e-mail blasts and is the acting Office Manager. Preschool, Day Care and summer camps are held at the Little People Playtime building. This Department focuses on programming for children ages 6 weeks to 5 years. The Little People Playtime Director oversees the function of the Little People Playtime Building, the Day Care Director, Office Manager and part-time seasonal preschool staff. The Day Care Director manages 7 full time staff and 8 part-time staff.

The Parks Department provides a wide variety of services, including tree care, trash collection and removal, turf care, athletic field manicure and maintenance, snow removal, landscaping, facilities maintenance and repair, playground maintenance, custodial services and other related services. The Parks Supervisor oversees all parks and the Administration facility maintenance, and manages three part time staff as well as summer seasonal staff working in the Parks Department.

The Executive Director is responsible for managing all departments and divisions of the Hampshire Township Park District. They are also responsible for risk management and compliance and outside consulting services such as IT, engineering and landscape architecture. This position also obtains and manages grants received. The current Executive Director is a licensed Landscape Architect in the State of Illinois and creates plans and specifications for bidding for park construction, and oversees the park construction.

As a member of the Northern Illinois Special Recreation Association, the Executive Director is designated as a Board Member for this agency. The position also reports to the Hampshire Park District Foundation Board.

Board of Commissioners

The Hampshire Township Park District is governed by a five-member Board of Commissioners. Each commissioner is elected at-large by the Park District residents and serve a six-year term without compensation. The Board of Commissioners is responsible for setting the policies and procedures of the Park District including adopting the annual budget, levying property taxes, and hiring and evaluating the Executive Director. The Board of Commissioners elects a president and vice president and appoints a secretary, treasurer, and attorney. Acting as the legislative and policy-making body of the Park District, the Board directs the operation, control, improvement and planning of District parks, programs, facilities, personnel and finances.

The Park Board of Commissioners meets twice a month, once for a working meeting, and once for a regular meeting. Residents are encouraged to attend and offer their ideas and/or suggestions for improvement. Published meeting dates, agendas and minutes from those meetings can be found on the Park District's website.

District Budget

The Hampshire Township Park District operates primarily on the revenue from program fees to sustain operations and costs associated with running programs and to pay facility construction debt. The current Equalized Assessed Value (EAV) is $2,400,000. The fiscal year begins May 1st and ends April 30th.

According to the 2019 Financial Audit, the District received $2,014,339 in overall revenues - only 25% from property tax levies - with total expenditures equaling $1,788,672. The other revenue, totaling 73.4% of the overall budget, came from program registration revenues. Bond proceeds, interest income and others made up the balance.

Of the total expenditures for the year ending April 30, 2018, 57% was dedicated toward recreation, 6.3% to special recreation, and 9.6% dedicated to capital improvements (this budget is funded by Impact Fees and Grant Awards) and 2.7% dedicated to liability, which includes liability insurance.

Corporate expenditures total 16% of total expenditures and cover the cost of park maintenance and administrative staff. Debt service payments made up of the balance of the expenditures.

The District has made significant park improvements in the last decade through Impact Fees collected from new development and grant funding. The cost to maintain these facilities is allocated in the Corporate Levy. The District's non-referendum bonding authority is approximately $33,000/annually.

The primary operating funds of the Hampshire Township Park District are the Corporate Fund, the Recreation Fund, the Capital Projects Fund, the Liability Fund and the Bond Fund. The Corporate Fund accounts for the administrative and park maintenance operations of the District. The Recreation Fund is used to account for the proceeds of specific revenue sources that are legally restricted to expenditures for specified recreation purposes. The Capital Projects Fund is used for acquisition and construction of major capital facilities, and is funded through Impact Fees and grant funding. The Liability Fund is for liability insurance for the Park District. The Bond Fund is for the accumulation of funds for and the payment of general long term debt. The District's outstanding debt includes the contribution to a double gym at Gary D. Wright Elementary and the Little People Playtime Preschool & Day Care.

Grants and Referendums

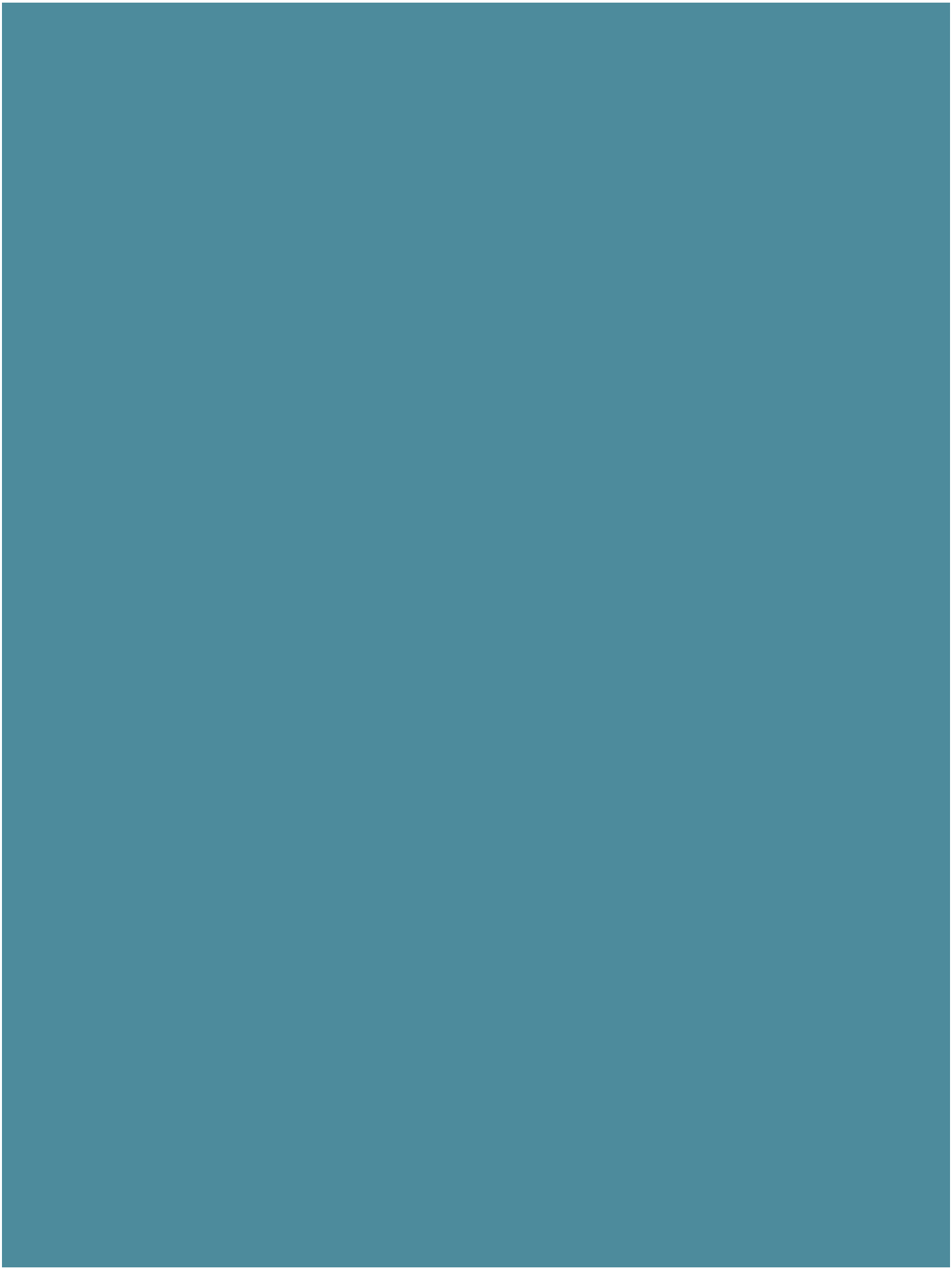
The Hampshire Township Park District relies heavily on grant projects to fund park development. Referendum attempts in the past have not passed, resulting in a low tax rate and limited options for growth and maintenance.

1985 - Land and Water Conservation Fund(LWCF) ($17,500) Ream Park - Acquisition
1990 - Open Space Lands Acquisition and Development(OSLAD) Grant ($75,000) Ream Park - Treadwell Field
1999 - OSLAD ($50,000) Seyller Park - Playground
2008 - OSLAD ($157,400) Schmidt Park
2011 - Illinois Youth Recreation Corps Grant ($12,000)
2013 - Illinois Youth Recreation Corps Grant ($4,860)
2014 - OSLAD ($375,400) Ream Park
2014 - Kane County Grand Victoria Riverboat Fund ($10,000) Ream Park - Playground
2016 - Kane County Grand Victoria Riverboat Fund ($9,909) Ream/Seyller/Tuscany Parks - Tree Planting
2016 - GameTime Playground Grant, Ream Park - Playground
2018 - OSLAD ($400,000) Tuscany Park
2018 - Illinois Park and Recreation Association/PlayCore Grant, Tuscany Park - Playground
2019 - TC Energy Foundation Community Investment Fund ($10,000) Tuscany Park - Natural Area
2020 - Illinois Clean Energy Community Foundation Grant ($20,000) Tuscany Park
2020 - ComEd Green Region Program - Openlands Grant ($10,000) Tuscany Park

Related Planning Documents

Related documents referenced during the comprehensive planning process include:

- Hampshire Township Park District Comprehensive Master Plan (2005)
- Pingree Grove Comprehensive Plan (2015)
- Village of Hampshire Planning Priorities Report (2017)
- Kane County 2040 Plan (2017)



CHAPTER 2: INVENTORY AND ANALYSIS

OVERVIEW

CHAPTER 2: INVENTORY AND ANALYSIS

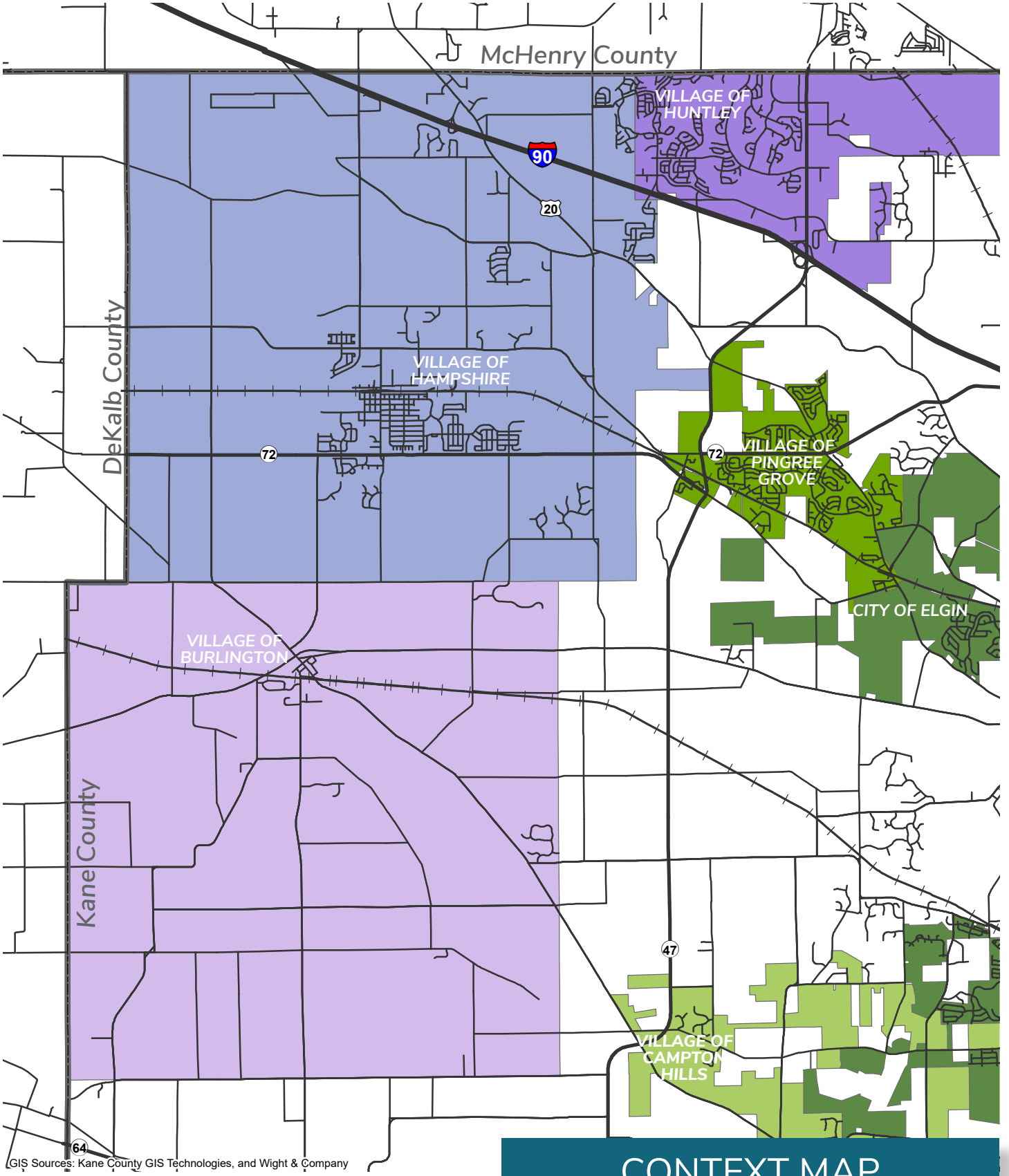
Intent

This chapter provides a detailed look at the Park District's demographics and existing conditions assets, including detailed maps and inventories of all parks and facilities. A comparative analysis was completed in order to benchmark the Park District's level of service, service areas and amenity comparison to state standards.

Context

Hampshire Township Park District is located in northern Kane County approximately 50 miles northwest of downtown Chicago. The Park District is 36.68 square miles and encompasses Hampshire Township. Major roads through the Park District include Interstate 90 Jane Addams Memorial Tollway, US Highway 20, and Illinois Route 72. Located to the east and south are two forest preserves: Hampshire Forest Preserve and Hampshire South Forest Preserve, totaling 467 acres. The Park District owns and manages land that totals over 70 acres.

Hampshire Township Park District is adjacent to Huntley Park District, City of Elgin Parks and Recreation Department, Village of Campton Hills, and Burlington Park District. The Village of Pingree Grove is immediately adjacent to Hampshire Township Park District and has a Park Advisory Committee.



GIS Sources: Kane County GIS Technologies, and Wight & Company

CONTEXT MAP

Legend

- County Boundary
- Burlington Park District
- Hampshire Township Park District
- Huntley Park District
- Village of Campton Hills Parks & Recreation
- City of Elgin Parks & Recreation
- Village of Pingree Grove

1 inch = 8,250 feet

0 2,050 4,100 8,200 12,300 16,400 Feet

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DEMOGRAPHICS

CHAPTER 2: INVENTORY AND ANALYSIS

The demographics were compiled from the Environmental Systems Research Institute (ESRI) Business Analyst Online (BAO) software to have a current and clear understanding of the District.

Summary

Hampshire Township Park District has a population estimate of 9,918 for 2019. This is a 20.8% increase since 2010 (8,213). The population is expected to continue to increase at an annual rate of 1.2% into 2024, which is higher than the expected annual rate for the State of Illinois (-0.03%), and for the United States (0.77%). Out of the 3,640 households in the District, 2,627 (72.2%) of the households are families. The average household size has increased 2.07% from 2010 to 2019 at 2.72 people per household. The average household size is expected to increase at an annual growth rate of 1.13% and families are expected to increase by an annual rate of 0.99% through 2024. These rates are greater than the Illinois annual growth rate (-0.01% for households, -0.12% for families), and greater than the national growth rates (0.75% for households, 0.68% for families).

4,271
2000 Total Population
(U.S. Census)

8,213
2010 Total Population
(U.S. Census)

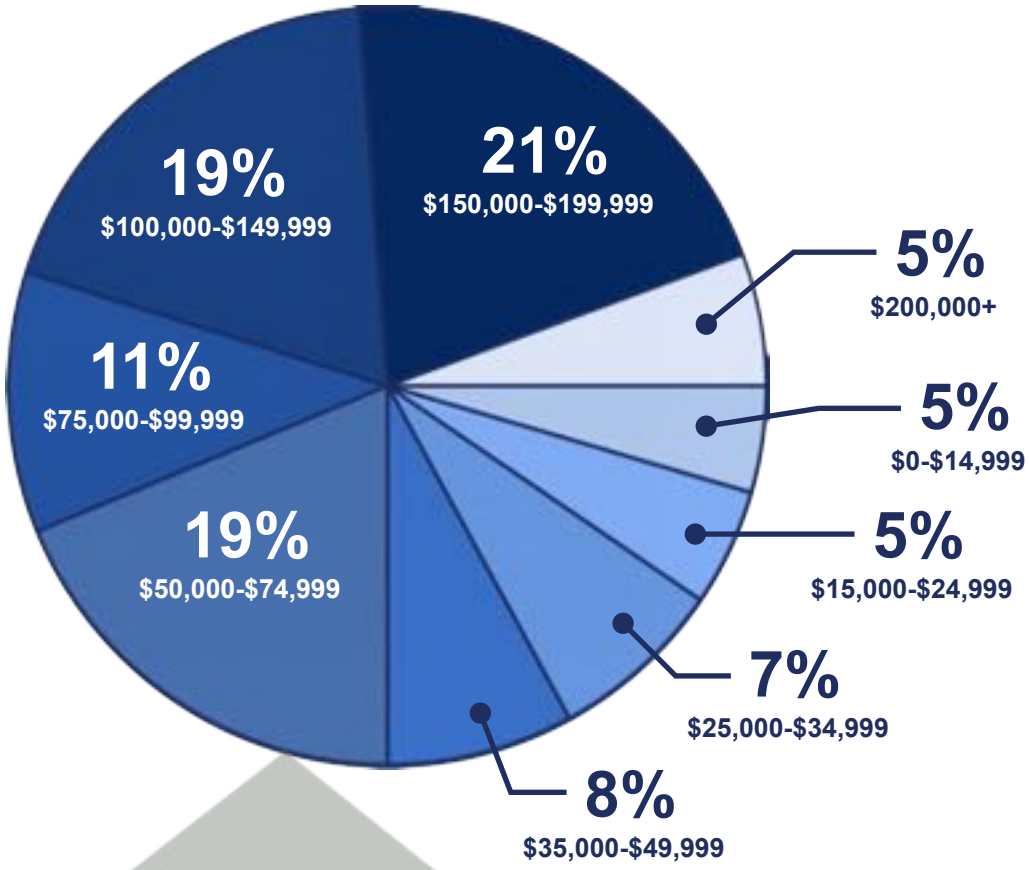
9,918
2019 Total Population
(ESRI)

10,513
2024 Total Population
(ESRI)

2.72
2019 Average Household
Size (ESRI)

Income

According to 2019 estimates, the Hampshire Township Park District has a median household income of $87,832. This is substantially greater than state ($63,871) and national ($60,548) median incomes. Most households (70%) earn between $50,000 and $199,999 each year. The median household income is expected to increase by an annual rate of 4.43%. This is higher than both the state (2.65%) and national (2.85%) annual growth rates. The community will become increasingly affluent with 54% of the total households expected to earn over $100,000 per year by 2024.



Median Household Income (ESRI)

2019	2024
$87,832	**$107,298**
Hampshire Township Park District	Hampshire Township Park District
$60,548	**$87,398**
United States	United States

Race & Ethnicity

92% of the population according to 2019 estimates indicate White as their race for Hampshire Township Park District. The largest minority being Other Race alone at 3% followed by Asian at 2% and two or more races at 2% of the population. The smallest documented race population being Black at 1%. Regardless of race, 12% of Hampshire Township Park District residents are of Hispanic origin. Per the Census website, Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or person's parents or ancestors before arriving in the United States. People who identify as Hispanic, Latino, or Spanish may be of any race.

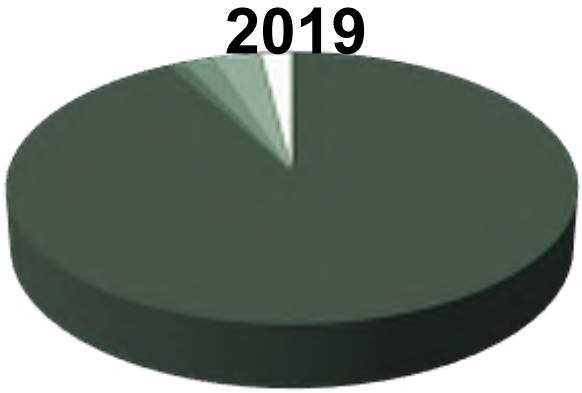
The District's diversity is expected to increase slightly into 2024. The Hispanic origin population has increased from 2010 (9%) to 2019 (12%) and is expected to increase into 2024 (13%).

2010

- White (94%)
- Black (1%)
- Asian (2%)
- Other Race (2%)
- Two or More (1%)

9% Hispanic Origin

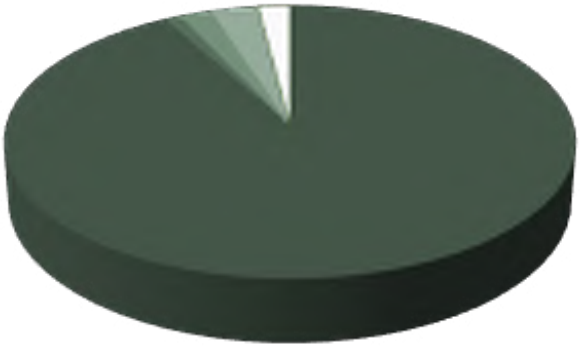
2019



- White (92%)
- Black (1%)
- Asian (2%)
- Other Race (3%)
- Two or More (2%)

12% Hispanic Origin

2024



- White (91%)
- Black (1%)
- Asian (2%)
- Other Race (3%)
- Two or More (2%)

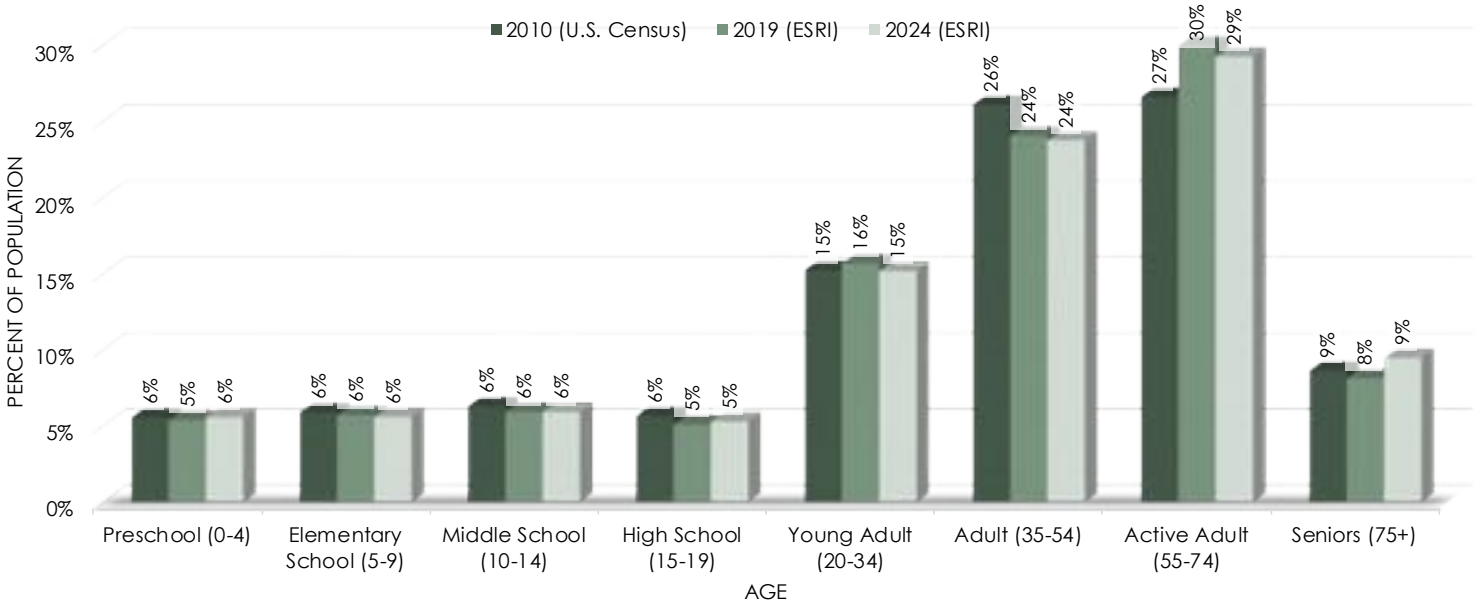
13% Hispanic Origin

Age Distribution

Hampshire Township Park District has a median age of 45 in 2019. 20% of the population is younger than 19 years old and this is expected to remain consistent into 2024. With 20% of the population under 19 and a median household size of 2.72, we can deduce that approximately half of the households in the Park District consist of families with younger children.

At 30% of the population, the active adult (55-74) age segment makes up a significant amount of the Hampshire Township Park District's total population and is expected to remain the highest percentage age group into 2024 but drop 1% overall. This was an increase of 3% of the total population from 2010.

The adult age (35-54) group currently makes up 24% of the total population and has decreased 2% from 2010. The adult age group is expected to remain at 24% of the total population in 2024.This trend mirrors trends for the adult and active adults nationwide.

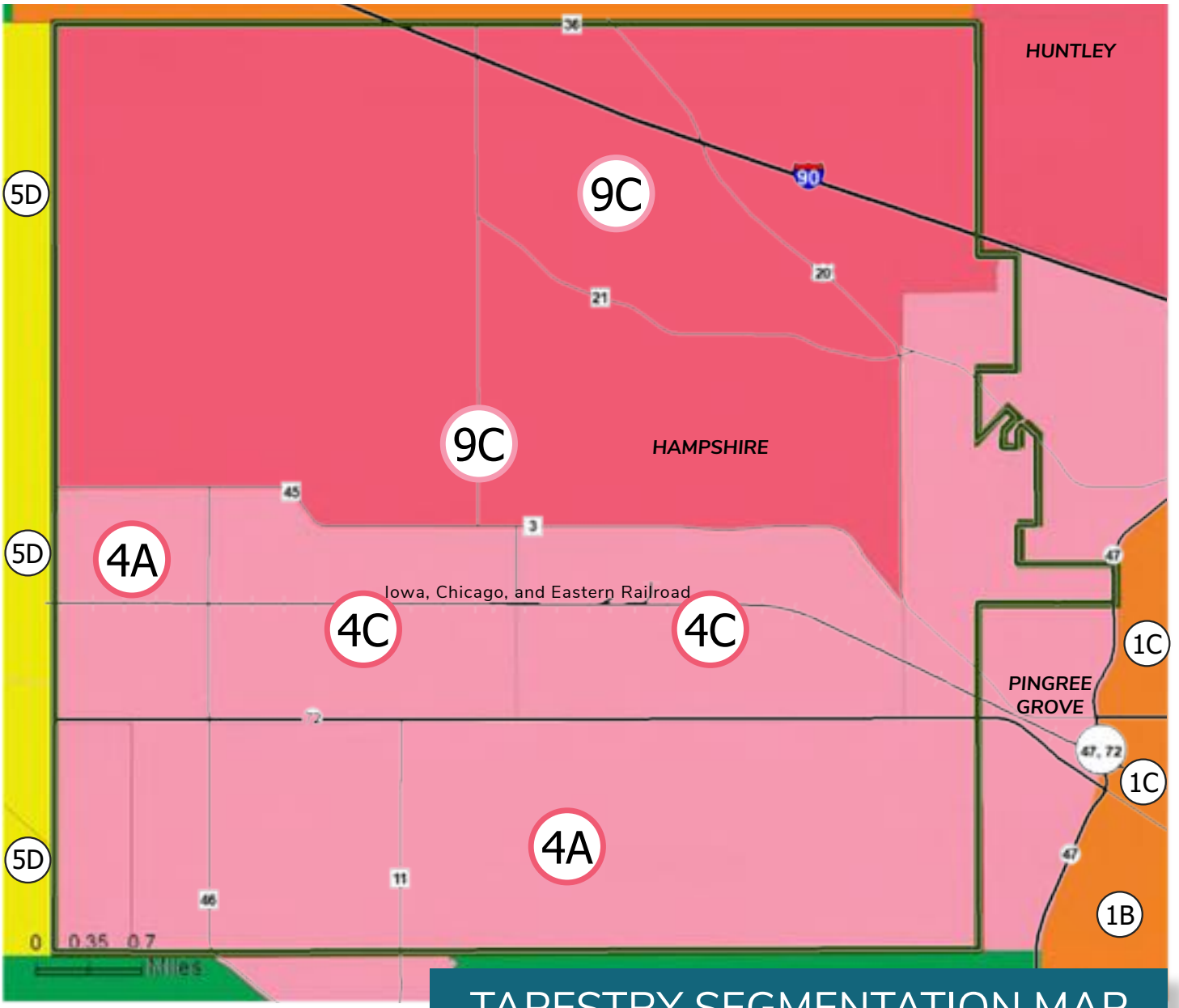


Tapestry Segmentation

Tapestry Segmentation is the latest market segmentation that began over 30 years ago and is compiled of 67-segments, classifying U.S. neighborhoods based on their socioeconomic and demographic composition. Segments integrate consumer traits with residential characteristics. The segments are placed into LifeMode and Urbanization Groups depending on their similar characteristics. There are 14 LifeMode Groups and 6 Urbanization Groups. Each segment has a two-digit Segment Code.

There are three prominent Segment Codes within Hampshire Township Park District which include; Segment 4A (Soccer Moms), Segment 4C (Middleburg), and Segment 9C (The Elders).

Segment 4C (Middleburg) is centrally located within the District and totals 50.6% of the population. Segment 4A (Soccer Moms) is in the western, southern and eastern portion of the District and totals 25.5% of the population. Segment 9C (The Elders) is in the northern area and totals 23.9% of the population. See map below for reference of segment locations within the District. Full Tapestry Segmentation and demographics from ESRI can be located in Chapter: 7 Appendix.



TAPESTRY SEGMENTATION MAP

Legend

4A Tapestry Segment

Park District Boundary

Sources: Esri and Wight & Company

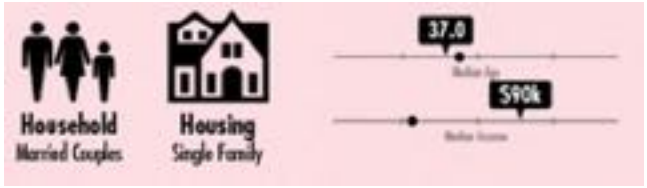
LifeMode Group:
Family Landscapes

Middleburg

2019 Hampshire PD Households:
50.6%

Prof/Svcs
College Degree
White

- Buy children's toys, clothes
- Carry some debt; invest for future
- Go hunting, bowling, fishing, play baseball
- Watch country, Christian TV Channels
- Own Trucks, SUVs



LifeMode Group:
Family Landscapes

Soccer Moms

2019 Hampshire PD Households:
25.5%

Prof/Mgmt
College Degree
White

- Go jogging, biking, golfing, boating
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)

LifeMode Group:
Senior Styles

The Elders

2019 Hampshire PD Households:
23.9%

Retired/Svcs/Prof/Admin
College Degree
White

- Buy clothing, exercise equipment
- Bank in person
- Shop by phone or in person
- Watch news, movies, golf, travel, history on TV
- Drive luxury sedans aged 5+ years

Land Use

The Hampshire Township Park District consists primarily of farming and residential land uses. Much of the area outside of the Village is farm lands and some planned developments. On the north central portion surrounding Interstate 90 are industrial and highway commercial districts. Commercial / Business areas are located along Illinois Route 72 and State Street and along State Street near the Iowa, Chicago, Eastern Railroad.

Downtown Hampshire is primarily zoned B-1 and B-2 with residential and industrial land uses surrounding it. An industrial district is located west and north east of downtown.

School Districts

Within the Hampshire Township Park District boundary are three (3) school districts; District 300, Huntley 158, and Central 301. District 300 encompasses most of the Park District and carries over to Rutland and Dundee Townships. While Huntley 158 only overlaps at Lakewood Crossing on the east and Central 301 incorporates Shirewood Farm Road on the south side.

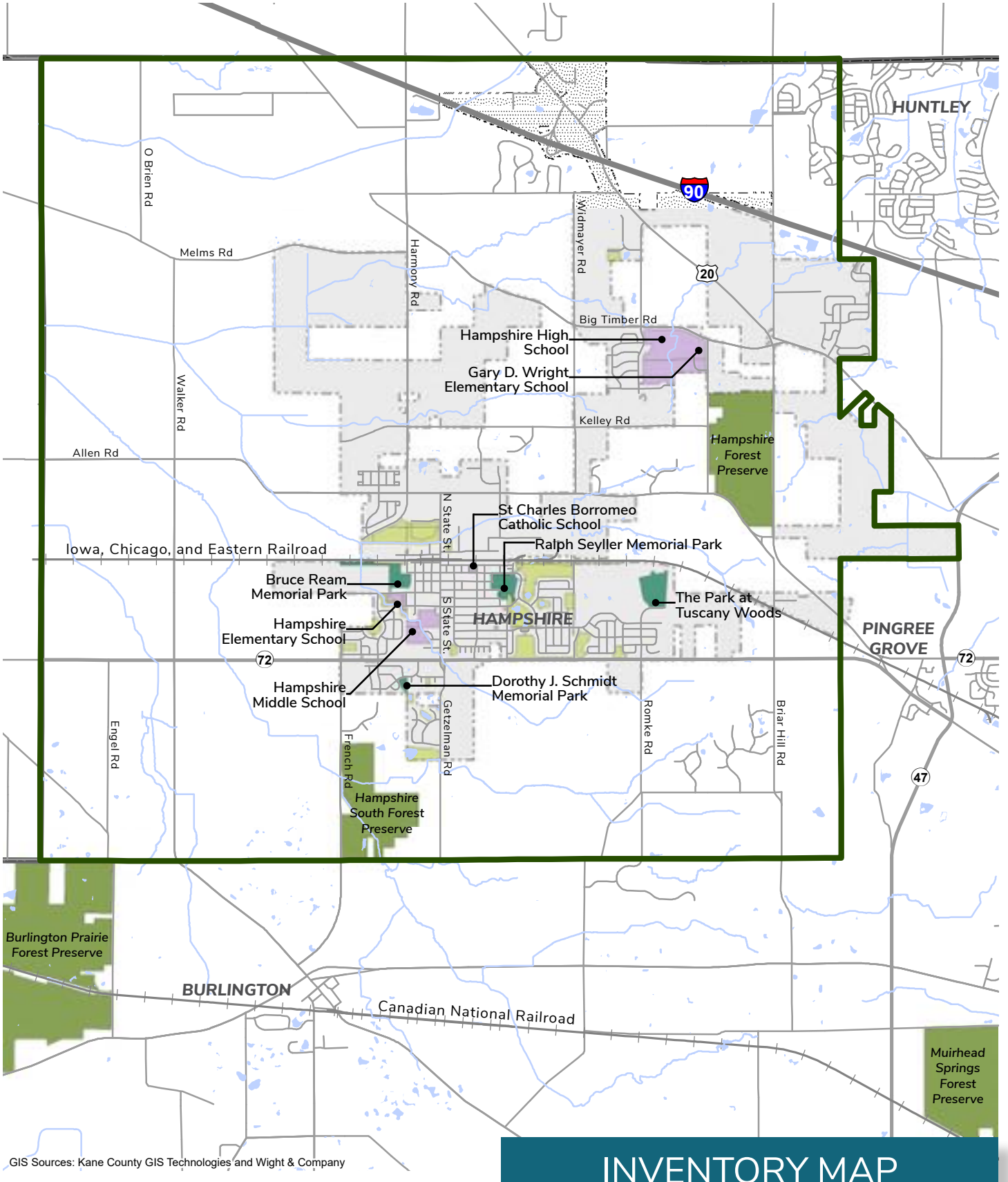
Forest Preserves

There are two (2) forest preserves within the Park District; Hampshire Forest Preserve and Hampshire South Forest Preserve. Hampshire Forest Preserve provides shelters, snowmobiling, horseback riding, hiking, and picnic areas. The preserve is a large woodland with twelve (12) miles of trails.

Hampshire South Forest Preserve contains a confluence of Burlington Creek and one of its tributaries. Kane County Forest Preserve District has land management plans that include prairie restoration, interpretive trails, parking, a shelter, restroom, a bridge and a wetland observation area.

Public Open Space

Hampshire Township Park District manages over 70 acres of open space and includes four (4) parks; Bruce Ream Memorial Park, Dorothy J. Schmidt Memorial Park, Ralph Seyller Memorial Park and The Park at Tuscany Woods. The Village of Hampshire manages over 195 acres of green space, consisting of stormwater management areas and wetlands, which is not suitable for recreational activities.



INVENTORY MAP

Legend

- Park District Boundary
- County Boundary
- Village Boundary
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

N

0 1,300 2,600 5,200 7,800 10,400 Feet

NATURAL FEATURES

CHAPTER 2: INVENTORY AND ANALYSIS

Watersheds and Riparian Corridors

The District has two major watersheds, the Kishwaukee Watershed and the Fox Watershed. The Kishwaukee Watershed is in southern Wisconsin and Northern Illinois and is part of the Rock River Basin. The Illinois portion totals approximately 1,220 square miles and encompasses seven Illinois counties. Most of Hampshire Township is within the Kishwaukee Watershed. The Fox Watershed passes over the south east corner of the Park District, and extends into southeastern Wisconsin and northeastern Illinois and is part of the Illinois River Basin. It has drainage from 11 Illinois counties and the Illinois portion totals approximately 1,720 square miles.

There are three (3) subwatersheds within the Park District boundary. The Tyler Creek Watershed is within the Fox Watershed and is located in the south east portion of the Park District. Eakin and Coon Watersheds are within the Kishwaukee Watershed.

Floodplain

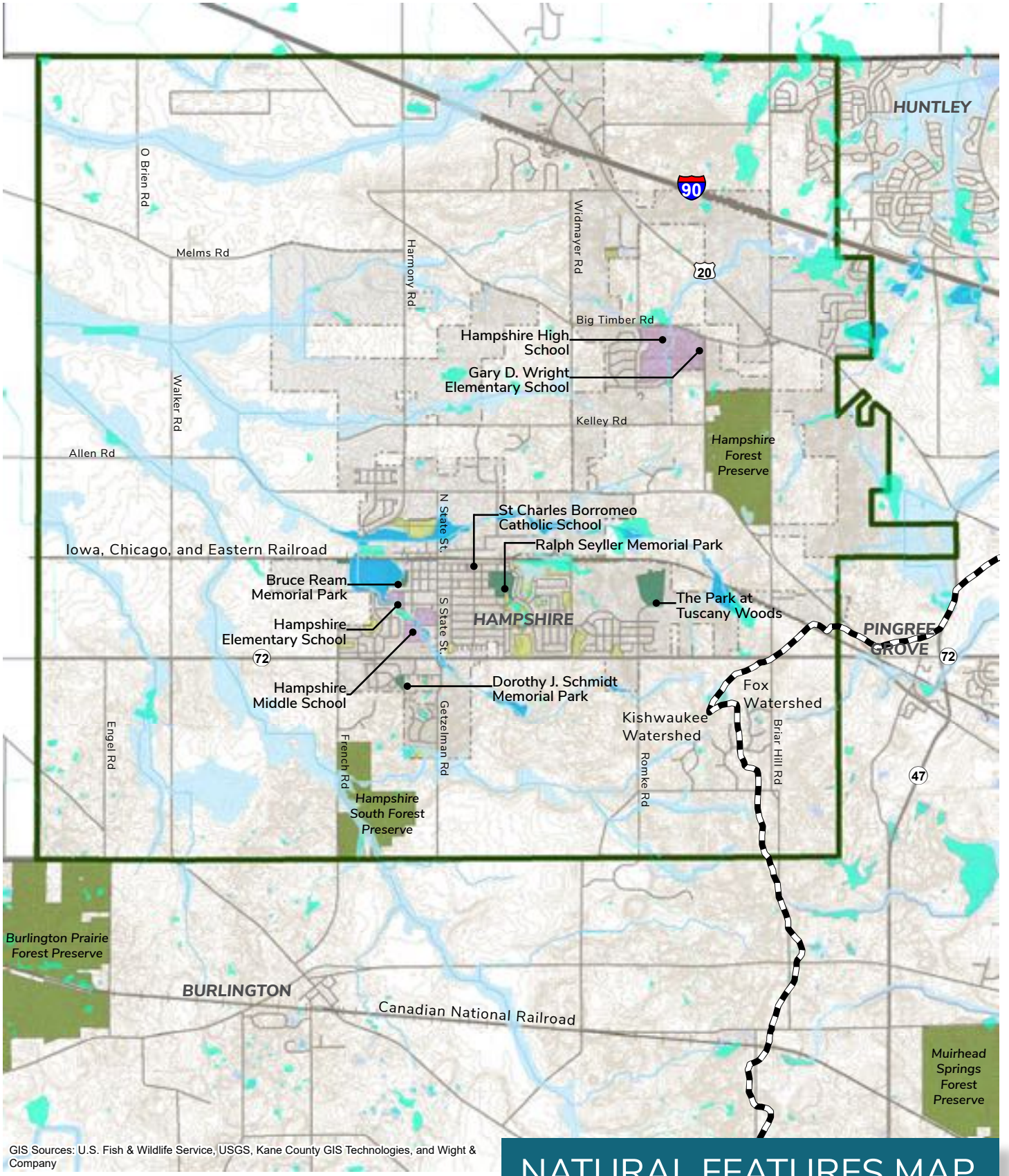
The Federal Emergency Management Agency (FEMA) through the National Flood Insurance Program produces Flood Hazard Boundary maps for areas prone to flood hazards. The 100-year flood plain associated with each of the creeks is shown in blue on the Natural Features Map. The 100-year flood plain denotes the area potentially impacted by the level of flood water having a 1% chance of being equaled or exceeded in any single year. The Flood Insurance Rate Map (FIRM) maps are included in the appendix.

Wetlands

The Environmental Protection Agency (EPA) states that wetlands are areas where water covers the soil, or is present either at or near the surface of the soil all year or for varying periods of time during the year, including during the growing season. Wetland data conducted by the U.S. Fish and Wildlife Service from the National Wetlands Inventory is depicted as the jade color on the Natural Features Map. Within the Park District boundaries there are 402 acres of Freshwater Emergent Wetlands and there are 34 acres of Freshwater Forested / Shrub Wetlands.

Topography

United States Geological Survey (USGS) topographic data is also shown on the Natural Features Map. Much of the topography is dictated by the hydrologic systems within the Park District on the west side and gradually slopes southeast. The east side of the Park District is characterized by gently rolling hills.



GIS Sources: U.S. Fish & Wildlife Service, USGS, Kane County GIS Technologies, and Wight & Company

NATURAL FEATURES MAP

Legend

- Park District Boundary
- County Boundary
- Village Boundary
- Contours
- Major Watershed Boundary
- Wetlands
- Floodway
- 100 Year Flood
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

0 1,300 2,600 5,200 7,800 10,400 Feet

N

TRAILS

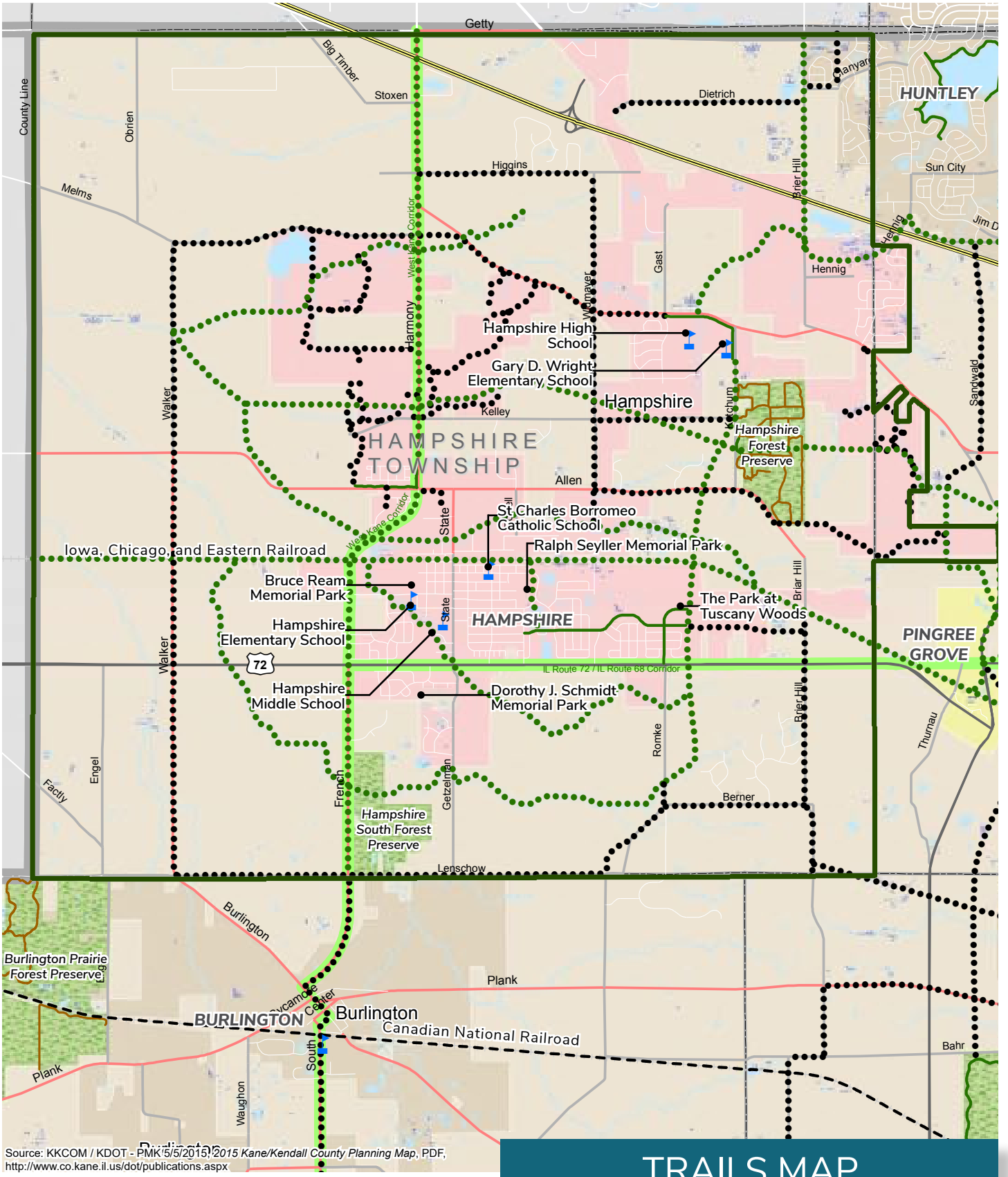
CHAPTER 2: INVENTORY AND ANALYSIS

The Trails Map illustrates the 2015 Kane/Kendall County Planning Map showing the bike facilities and roads. Existing regional bike paths can be observed in dark green in a few areas within the District. On Harmony Road there is a paved path 0.18 miles in length. Existing local bike paths total 3 miles and are located on Allen Road, Jake Lane, Romke Road, Ketchum Road, Big Timber Road and Hickory Hollow Loop Trail. Bike paths and trails provide regional connectivity, reduces vehicular traffic, and provide opportunities for exercise and recreation. Existing trails and bike paths are historically owned and maintained by the Village.

Kane County Bike and Pedestrian Plan prepared in April of 2012 outlines multiple proposed and existing regional and local corridor connections within the District. The proposed regional corridors are highlighted in lime green on the Trails Map.

Illinois Route 72 Corridor is a proposed regional trail that would span 18.63 miles from the east to west and would be a multi-use or Bicycle Level of Service (BLOS) grade of “C” path along Cook County, IL Route 72 (Higgins Road). A separated multi-use path is most appropriate to the east of Interstate 90. The corridor west of Interstate 90 and through to Hampshire is recommended to be improved to a BLOS grade of “C” to ensure bicycle compatible conditions for more experienced cyclists.

Another proposed major corridor is the West Kane Corridor that would run from the north border to the south border in west Kane County traveling along Harmony Road to French Road within Hampshire and through to Prairie Parkway in south Kane County. The 2015 Kane/Kendall County Planning Map is located in the appendix. Currently, the connection within Hampshire is not complete between Harmony Road and French Road, even though the Kane Map demonstrates the connection. The long-term goal of this corridor is to be a separate regional trail.



Source: KKCOM / KDOT - PMK 5/5/2015! *2015 Kane/Kendall County Planning Map*, PDF, http://www.co.kane.il.us/dot/publications.aspx

TRAILS MAP

Legend

Park District Boundary

Bike Facilities

- Existing Bike Route
- Existing Bike Lane
- Existing Path
- Planned Unknown
- Planned Bike Route
- Planned Bike Lane
- Forest Preserve Path
- Programmed Bike Route
- Programmed Bike Lane
- Programmed Path
- Planned Path
- Future
- Regional Trail

1 inch = 5,000 feet

0 1,250 2,500 5,000 7,500 10,000 Feet

N

Park Classification

As a guide for organizing an agency's parks, National Recreation and Parks Association (NRPA) recommends creating a park classification system. In Park, Recreation, Open Space and Greenway Guidelines, it is stated that expressions of the amount of land a community determines should constitute the minimum acreage and development criteria for different classifications or types of parks, open space, and greenways.

The Guidelines has 10 classifications for parks and open space that are recognized by the NRPA. Mini Park, Neighborhood Park, School-Park, Community Park, Large Urban Park, and Sports Complex are the most commonly used. School-Parks are often included into the Neighborhood Park Category and Large Urban Parks and Sports Complexes are included in the Community Park category.

The classifications are based on function, use, and size. The most limited function, use, and smallest size is the Mini Parks while the Community Parks uses serve a variety of functions for the community and are typically the largest. Other classifications recognized by the NRPA are Natural Resource Areas, Greenways, Special Use, and Private Park/Recreation Facility.

For the purposes of this comprehensive master plan the District chose to highlight the classifications that are currently in use by the District. Those classifications are Neighborhood Park and Community Park. Full descriptions of the classifications can be found in Chapter 7: Appendix.

Park Classification

CLASSIFICATION	GENERAL DESCRIPTION	LOCATION CRITERIA	SIZE CRITERIA
Neighborhood Park	Neighborhood park remains the basic unit of the park system and serves as the recreational and social focus of the neighborhood. Focus is on informal active and passive recreation.	0.25 to 0.5 mile distance and uninterruped by non-residential roads and other physical barriers.	5 acres is considered minimum size. 5 to 10 acres is optimal.
Community Park	Serves broader purpose than neighborhood park. Focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces.	Determined by the quality and suitability of the site. Usually serves two or more neighborhoods and 0.5 to 3 mile distance.	As needed to accommodate desired uses. Usually between 30 and 50 acres.

*Based on Parks, Open Space, and Pathways Classifications Table from NRPA's Park, Recreation, Open Sapce and Greenway Guidelines.

74
247
1
HHS
2

PARK INVENTORY MATRIX

CHAPTER 2: INVENTORY AND ANALYSIS

As part of the Inventory and Analysis, the following tables were completed for Hampshire Township Park District's existing parks. The District's park acreage, uses and amenities are reflected in the current inventory.

The Parks Inventory Matrix was completed for the Hampshire Township Park District's existing parks as a part of the Inventory and Analysis phase. It reflects the current inventory of the Park District's park acreage, use and amenities. Each park was classified and grouped based on the NRPA park classification standards. The park amenities were tabulated in order to understand the department's total recreational offerings.

Parks within the District were grouped and classified based on NRPA park classification standards as Neighborhood Park or Community Park. Acreage information was obtained through the Kane County GIS.

In all, Hampshire Township Park District owns a total of 70.7 acres. The Illinois Department of Natural Resources (IDNR) has a standard useful life for each recreational amenity. Depending on the amenity, the useful life criteria ranges from 8 years to 25 years. The highlighted numbers below indicate that one or more parks has amenities quantified that are beyond their useful life according to the IDNR standards. See Chapter 7: Appendix for the Useful Life Criteria references.

Total acreage for parkland donations and future park acquisitions are addressed in Chapter 5: Recommendations.

Park Inventory Matrix	Acres	Bike Path (miles)	Trails (miles)	Concessions	Recreation Building	Restrooms	Shelter/Pavilion	Baseball Fields	Basketball	Disc Golf	Exercise Circuit	Football Fields	Horseshoe	Lacrosse	Pickleball Court	Playground	Shuffleboard Court	Skate Park	Sledding Hill	Soccer Fields	Softball Fields	Splash Pad	Tennis	Volleyball	Creek/River Access	Deck/Pier	Drinking Fountains	Fishing	Flag Poles	Grills	Interpretive Signs	Nature Preserve	Open Space	Open Water Access	Parking Lot	Picnic Tables
Neighborhood Parks																																				
Dorothy J. Schmidt Memorial Park	3.2	0	0.2	0	0	0	2	0	1	1	4	0	0	0	0	2	3	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	7
Total Acreage	**3.2**																																			
Community Parks																																				
Bruce Ream Memorial Park	20.0	0	0.5	0	0	1	1	1	1	0	1	0	2	0	1	2	1	0	1	5	0	1	0	1	0	0	1	0	1	0	1	0	1	0	2	19
Ralph Seyller Memorial Park	19.3	0	0.5	0	2	1	1	1	1	0	0	0	2	0	0	2*	0	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	1	0	2	28
Tuscany Woods Park	28.2	0.5	0.5	1	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	4	1	0	0	1	12
Total Acreage	**67.5**																																			
Total Amenities & Land Managed	**70.7**	0.5	1.7	1	2	2	5	3	3	1	5	1	4	0	1	7	4	0	1	5	2	1	2	1	0	0	2	0	2	0	6	1	3	0	5	66
	Acres	Bike Path (miles)	Trails (miles)	Concessions	Recreation Building	Restrooms	Shelter/Pavilion	Baseball Fields	Basketball	Disc Golf	Exercise Circuit	Football Fields	Horseshoe	Lacrosse	Pickleball Court	Playground	Shuffleboard Court	Skate Park	Sledding Hill	Soccer Fields	Softball Fields	Splash Pad	Tennis	Volleyball	Creek/River Access	Deck/Pier	Drinking Fountains	Fishing	Flag Poles	Grills	Interpretive Signs	Nature Preserve	Open Space	Open Water Access	Parking Lot	Picnic Tables
AMENITIES BEYOND IDNR USEFUL LIFE				0	0	0	0	2	1	0	0	0	0	0	0	3	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
AMENITIES WITHIN IDNR USEFUL LIFE				1	2	2	5	1	2	1	5	1	4	0	1	4	4	0	1	0	2	1	2	1	0	0	2	0	2	0	6	1	3	0	4	66

AMENITIES USEFUL LIFE CALUCLATED FOR 2019

*RALPH SEYLLER MEMORIAL PARK HAS TWO PLAYGROUNDS. ONE PLAYGROUND IS WITHIN IDNR USEFUL LIFE AND ONE PLAYGROUND IS BEYOND IDNR USEFUL LIFE.

INDOOR FACILITY MATRIX

The categorized indoor square footage for each of the District's buildings are outlined in the following table. The District's indoor space square footage, uses and amenities are reflected in the current inventory.

Hampshire Township Park District has limited indoor recreational opportunities. The Park District has two dedicated recreation programming facilities. The Administration Building is the main indoor recreation center and includes the administrative offices, a meeting room and Catherine B. Seyller Recreation Room. Within the total square footage of 4,800 it is estimated that 2,200 is programmable for recreation use. The Gary D. Wright Elementary School Gym is owned by the School District and through Intergovernmental Agreement (IGA) the Park District has exclusive use of the gym on the weekdays beginning at 3:00 PM and all day on the weekends when the school is not utilizing the facility. Within the total square footage of 8,500 it is estimated that 2,125 (25%) is programmable due to the limited availability.

In addition to recreational space, meeting rooms, and administrative offices, the District owns and operates a DCFS licensed daycare facility, Little People Playtime. The 8,000 square foot facility has no programmable space. The facility is primarily classrooms, a multi-purpose room, a kitchen, and offices.

Overall, the Hampshire Township Park District owns and manages 21,300 square feet of indoor space. This includes indoor recreation facilities, administrative offices, meeting rooms, and daycare. Total programmable space is quantified at 4,325 square feet of indoor space due to the monitored use of time within the facilities.

			DAY USE FACILITIES								ACTIVITY FACILITIES						SPORTS FACILITIES						
Indoor Facility Matrix	Total Square Footage	Total Programmable Space	General	Kitchen / Concessions	Locker Rooms	Maintenance	Offices	Receptionist	Restrooms	Storage	Art Room	Auditorium	Banquet / Community	Classroom	Dance Room	Teen Room	Aquatics	Fitness / Weight Room	Gymnasium	Indoor Activity Courts	Indoor Track	Indoor Turf Field	Multi-Purpose Rooms
Facilities																							
Gary D. Wright Elementary School Gym	8,500	2,125	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
Administration Building	4,800	2,200	1	1	0	1	4	1	1	3	0	0	2	0	0	0	0	0	0	0	0	0	0
Little People Playtime	8,000	0	0	1	0	2	2	1	7	8	0	0	0	7	0	0	0	0	0	0	0	0	1
Facilities Total Square Footage	**21,300**	**4,325**																					
Totals	**21,300**	**4,325**	1	2	0	4	7	2	8	12	0	0	2	7	0	0	0	0	1	0	0	0	1
	Total Square Footage	Total Programmable Space	General	Kitchen / Concessions	Locker Rooms	Maintenance	Offices	Receptionist	Restrooms	Storage	Art Room	Auditorium	Banquet / Community	Classroom	Dance Room	Teen Room	Aquatics	Fitness / Weight Room	Gymnasium	Indoor Activity Courts	Indoor Track	Indoor Turf Field	Multi-Purpose Rooms

PARK AND FACILITY INVENTORY

CHAPTER 2: INVENTORY AND ANALYSIS

This inventory offers a quick glimpse into the existing conditions for all parks and facilities during the time of this comprehensive master plan. Inventory data, analysis summaries, park scores, aerials, and character images are documented in the following pages.

Introduction

This section provides a detailed inventory and analysis for each park and facility within the Park District. Information provided includes the address, acquisition date and grant history. The inventory data includes the quantity, year built and rating of each amenity provided. Existing utilities are identified and a concise analysis of the park is included. The park score sheet provides additional ratings on visibility and access, amenities and overall appearance and use. An aerial shows the property boundary, P.I.N.s, and natural features such as wetlands and floodplains. Finally, existing conditions are documented with a few character photos.

Reference Guide

The park spreads should be used as a reference guide to assist in the development of the improvement plan for each park. As the Park District completes projects and improvements, the spreads should be updated annually.

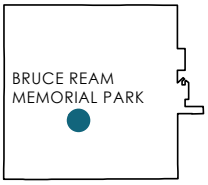
JDk

BRUCE REAM MEMORIAL PARK

COMMUNITY PARK

LOCATION: 333 E. JEFFERSON AVENUE, HAMPSHIRE, IL 60140
ACRES: 20.0
ACQUISITION DATE: APRIL 7, 1981
GRANT HISTORY: 1985 LWCF $17,500 Acquisition, 1990 OSLAD $75,000 Treadwell Field, 2014 OSLAD $375,400, 2014 Kane County Grand Victoria Riverboat Fund $10,000, 2016 Kane County Grand Victoria Riverboat Fund $3,303 Tree Planting, 2016 GameTime Playground Grant

PARKS KEY MAP



INVENTORY DATA

Quantity	Year Built	Rating	
			Bike Path (miles)
0.5		3	Trails (miles)
			Concessions
			Recreation Building
1	1991	2.5	Restrooms
1	1999	3	Shelter/Pavilion
1	1991	2	Baseball Fields
1	2017	3	Basketball
			Disc Golf
1	2017	3	Exercise Circuit
			Football Fields
2	2017	3	Horseshoe
			Lacrosse
1	2017	3	Pickleball Court
2	2017	3	Playground
1	2017	1	Shuffleboard Court
			Skate Park
1	2017	3	Sledding Hill
5	1985	3	Soccer Fields
			Softball Fields
1	2017	3	Splash Pad
			Tennis
1	2017	3	Volleyball
			Creek/River Access
			Deck/Pier
1	2017	3	Drinking Fountains
			Fishing
1	1991	2	Flag Poles
			Grills
1	2017	3	Interpretive Signs
			Nature Preserve
1		3	Open Space
			Open Water Access
2	1981/2017	2	Parking Lot
19		2.5	Picnic Tables
		2.70	Average Rating

SITE UTILITIES

WATER *GAS* *ELECTRIC* *STORM* *SANITARY*

ANALYSIS

Bruce Ream Memorial Park is a relatively flat parcel which makes it very conducive to sports field. It consists mainly of open grass fields, baseball, pickleball, basketball and volleyball.

The picnic shelter, playground and splash pad are heavily used by the community.

The parking lot on the west side is gravel and could be improved and enlarged in the future if additional parking is desired.

The park is well maintained and has good pedestrian connections to the surrounding neighborhood.

The park has a substantial area in the floodway and 100 year floodplain. The baseball field, basketball court, pickleball court, parking lot and playground on the west side of the park are all within the floodway.

PARK SCORE SHEET

[3 - Exceeds Expectations] [2- Meets Expectations] [1- Below Expectations]

VISIBILITY / ACCESS / LINKAGES

Visibility	2
Pedestrian Connectivity	2
Vehicular Access	2
ADA	2
Average	2.00

AMENITIES

Internal Circulation	3
Comfort	2
Program Opportunities	2
Green Practices	3
Average	2.50

APPEARANCE + USE

Character / Impression	2
Utilization	3
Maintenance	3
Appropriate Use	3
Average	2.75

OVERALL RATING

Visibility / Access / Linkages	2.00
Amenities	2.50
Appearance + Use	2.75
Inventory Data Rating	2.70
Final Average	**2.49**
Total Score (x/39)	32

P.I.N. #: 0121300006, 0121451011, 0121451015, 0121451019, 0121451021, 0121451025

1 inch = 400 feet

0 200 400 800 1,200 1,600 Feet

N

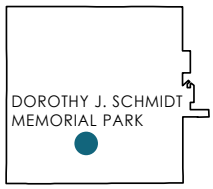
Wetlands 100 Year Flood Floodway

DOROTHY J. SCHMIDT MEMORIAL PARK

NEIGHBORHOOD PARK

LOCATION: 181 SCHMIDT DRIVE, HAMPSHIRE, IL 60140
ACRES: 3.2
ACQUISITION DATE: JULY 16, 2003
GRANT HISTORY: 2008 OSLAD $157,400

PARKS KEY MAP



INVENTORY DATA

Quantity	Year Built	Rating	
			Bike Path (miles)
0.2	2009	1	Trails (miles)
			Concessions
			Recreation Building
			Restrooms
2	2009	2.5	Shelter/Pavilion
			Baseball Fields
1	2009	2	Basketball
1	2009	1.5	Disc Golf
4	2009	2	Exercise Circuit
			Football Fields
			Horseshoe
			Lacrosse
			Pickleball Court
2	2009	2	Playground
3	2009	1.5	Shuffleboard Court
			Skate Park
			Sledding Hill
			Soccer Fields
			Softball Fields
			Splash Pad
			Tennis
			Volleyball
			Creek/River Access
			Deck/Pier
1	2009	3	Drinking Fountains
			Fishing
			Flag Poles
			Grills
1	2009	3	Interpretive Signs
			Nature Preserve
1	2009	3	Open Space
			Open Water Access
			Parking Lot
7	2009	2	Picnic Tables
		2.14	Average Rating

SITE UTILITIES

WATER *GAS* *ELECTRIC* *STORM* *SANITARY*

ANALYSIS

Dorothy J. Schmidt Memorial Park is a recent addition to the Hampshire Township Park District and is the only neighborhood park in the District. The rolling topography is scenic but does present accessibility issues for the trail system. Additionally, the trail surface is limestone screenings which washes down the slope causing long term maintenance issues.

There are a few dead shade trees that should be removed and the safety surfacing requires regular maintenance. The basketball and shuffleboard courts are in need of restriping, but are in good condition otherwise. Though the fitness equipment is still functional, there have been advancements in the quality and functionality of this type of equipment in the 10 years since the park was constructed. Replacement should be considered.

The park has no wetlands, floodways or floodplains.

PARK SCORE SHEET

[3 - Exceeds Expectations] [2- Meets Expectations] [1- Below Expectations]

VISIBILITY / ACCESS / LINKAGES

Visibility	3
Pedestrian Connectivity	2.5
Vehicular Access	1
ADA	1
Average	1.88

AMENITIES

Internal Circulation	1.5
Comfort	2
Program Opportunities	1.5
Green Practices	2
Average	1.75

APPEARANCE + USE

Character / Impression	2
Utilization	1.5
Maintenance	1.5
Appropriate Use	2
Average	1.75

OVERALL RATING

Visibility / Access / Linkages	1.88
Amenities	1.75
Appearance + Use	1.75
Inventory Data Rating	2.14
Final Average	**1.88**
Total Score (x/39)	24

P.I.N. #: 0128407006

1 inch = 150 feet

0 75 150 300 450 600 Feet

N

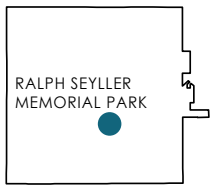
Wetlands 100 Year Flood Floodway

RALPH SEYLLER MEMORIAL PARK

COMMUNITY PARK

LOCATION: 299 W. JEFFERSON AVENUE, HAMPSHIRE, IL 60140
ACRES: 19.3
ACQUISITION DATE: SEPTEMBER 17, 1892
GRANT HISTORY: 1999 OSLAD $50,000 Playground, 2016 Kane County Grand Victoria Riverboat Fund $3,303 Tree Planting

PARKS KEY MAP



INVENTORY DATA

Quantity	Year Built	Rating	
			Bike Path (miles)
0.5		2	Trails (miles)
			Concessions
2	1984, 2002, 2007, 2013	2.5	Recreation Building
1	1950	2.5	Restrooms
1	1999	3	Shelter/Pavilion
1	1950	2	Baseball Fields
1	1999	1.5	Basketball
			Disc Golf
			Exercise Circuit
			Football Fields
2	1999	2.5	Horseshoe
			Lacrosse
			Pickleball Court
2	1999, 2016	0.5	Playground
			Shuffleboard Court
			Skate Park
			Sledding Hill
			Soccer Fields
			Softball Fields
			Splash Pad
2	1999	1.5	Tennis
			Volleyball
			Creek/River Access
			Deck/Pier
			Drinking Fountains
			Fishing
1	1950	2	Flag Poles
			Grills
			Interpretive Signs
			Nature Preserve
1		3	Open Space
			Open Water Access
2		2	Parking Lot
28	1999	2.5	Picnic Tables
		2.12	Average Rating

SITE UTILITIES

WATER *GAS* *ELECTRIC* *STORM* *SANITARY*

ANALYSIS

Ralph Seyller Memorial Park has significant topography, a beautiful stand of mature shade trees including Oaks, Hickory and Maple. There are both active and passive recreational opportunities within the park as well as picnic shelters and some parking.

There is no accessible route to the main picnic shelter, and the trails often exceed 5% slope, recommended by ADA Guidelines.

The HTPD Administration Building is also located here.

The park has wetlands on the south portion near Panama Avenue which borders the southern part of the park.

PARK SCORE SHEET

[3 - Exceeds Expectations] [2- Meets Expectations] [1- Below Expectations]

VISIBILITY / ACCESS / LINKAGES

Visibility	3
Pedestrian Connectivity	2
Vehicular Access	2
ADA	1.5
Average	2.13

AMENITIES

Internal Circulation	1.5
Comfort	2
Program Opportunities	2
Green Practices	2
Average	1.88

APPEARANCE + USE

Character / Impression	2
Utilization	2.5
Maintenance	2.5
Appropriate Use	3
Average	2.50

OVERALL RATING

Visibility / Access / Linkages	2.13
Amenities	1.88
Appearance + Use	2.50
Inventory Data Rating	2.12
Final Average	**2.15**
Total Score (x/39)	28

P.I.N. #: 0122380008, 0122380009, 0122384019, 0122451001, 0127127014, 0127127017, 0127202004

1 inch = 300 feet

0 150 300 600 900 1,200 Feet

N

Wetlands 100 Year Flood Floodway

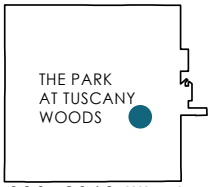
THE PARK AT TUSCANY WOODS

COMMUNITY PARK

LOCATION: 1363 ROMKE RD, HAMPSHIRE, IL 60140
ACRES: 28.2
ACQUISITION DATE: SEPTEMBER, 2017

GRANT HISTORY: 2016 Kane County Grand Victoria Riverboat Fund $3,303 Tree Planting, 2018 OSLAD $400,000, 2018 Illinois Park and Recreation Association/PlayCore Grant, 2019 TC Energy Foundation Community Investment Fund $10,000 Natural Area, 2020 Illinois Clean Energy Community Foundation Grant $20,000, 2020 ComEd Green Region Program - Openlands Grant $10,000

PARKS KEY MAP



INVENTORY DATA

Quantity	Year Built	Rating	
0.5	2020	3	Bike Path (miles)
0.5	2020	3	Trails (miles)
1	2020	3	Concessions
			Recreation Building
			Restrooms
1	2020	3	Shelter/Pavilion
1	2017	3	Baseball Fields
			Basketball
			Disc Golf
			Exercise Circuit
1	2019	3	Football Fields
			Horseshoe
			Lacrosse
			Pickleball Court
1	2019	3	Playground
			Shuffleboard Court
			Skate Park
			Sledding Hill
			Soccer Fields
2	2009	3	Softball Fields
			Splash Pad
			Tennis
			Volleyball
			Creek/River Access
			Deck/Pier
			Drinking Fountains
			Fishing
			Flag Poles
			Grills
4	2020	3	Interpretive Signs
1	2020	3	Nature Preserve
			Open Space
			Open Water Access
1	2009, 2020	3	Parking Lot
12	2020	3	Picnic Tables
		3.00	Average Rating

SITE UTILITIES

WATER *GAS* *ELECTRIC* *STORM* *SANITARY*

ANALYSIS

The Park at Tuscany Woods is the newest addition to the Park District and features the community's baseball and softball complex. This park is currently surrounded by natural open space and agricultural fields but will eventually be surrounded by single family homes. Infrastructure is installed and connections to nearby neighborhoods are in place.

This park is under development and will include additional trails, concessions, a group picnic shelter, interpretive signage, parking lot expansion, dog park, nature preserve with camping opportunities, flag football, and an ice skating rink with warming shelter.

There are no wetlands, floodways or floodplains within the park.

PARK SCORE SHEET

[3 - Exceeds Expectations] [2- Meets Expectations] [1- Below Expectations]

VISIBILITY / ACCESS / LINKAGES

Visibility	3
Pedestrian Connectivity	3
Vehicular Access	3
ADA	3
Average	3.00

AMENITIES

Internal Circulation	3
Comfort	2
Program Opportunities	2
Green Practices	2
Average	2.25

APPEARANCE + USE

Character / Impression	3
Utilization	3
Maintenance	3
Appropriate Use	3
Average	3.00

OVERALL RATING

Visibility / Access / Linkages	3.00
Amenities	2.25
Appearance + Use	3.00
Inventory Data Rating	3.00
Final Average	**2.81**
Total Score (x/39)	36

P.I.N. #: 0123400008

1 inch = 400 feet

N

0 200 400 800 1,200 1,600 Feet

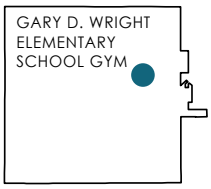
Wetlands 100 Year Flood Floodway

GARY D. WRIGHT ELEMENTARY SCHOOL GYM

GYMNASIUM

LOCATION: 1500 KETCHUM RD, HAMPSHIRE, IL 60140
SQUARE FOOTAGE: 8,500
ACQUISITION DATE: 2006
GRANT HISTORY: None

FACILITY KEY MAP



INVENTORY DATA

Quantity	Year Built	Rating	
			General
			Kitchen/Concessions
			Locker Rooms
1	2006	3	Maintenance
1	2006	3	Offices
			Receptionist
			Restrooms
1	2006	3	Storage
			Art Room
			Auditorium
			Banquet/Community
			Classroom
			Dance Room
			Teen Room
			Aquatics
			Fitness/Weight Room
1	2006	3	Gymnasium
			Indoor Activity Courts
			Indoor Track
			Indoor Turf Field
			Multi-Purpose Rooms
		3.00	Average Rating

ANALYSIS

The Gary D. Wright Elementary School gymnasium was a jointly funded project between the Park District and School District 300. The school was designed to provide a separate entrance for the Park District and the ability to secure the rest of the building for after hours programming. Based on the growing participation of the basketball and volleyball programs, the Park District has out grown the space and is in need of additional gymnasium space to support these popular programs.
The before and after school programs are very well attended and will remain at this facility.

SITE UTILITIES

WATER *GAS* *ELECTRIC* *STORM* *SANITARY*

P.I.N. #: 0114201002, 0114251025

1 inch = 150 feet

0 75 150 300 450 600 Feet

N

ADMINISTRATION BUILDING

OFFICES AND MULTIPURPOSE ROOMS

LOCATION: 390 SOUTH AVENUE, HAMPSHIRE, IL 60140
SQUARE FOOTAGE: 4,800
ACQUISITION DATE: OCTOBER 21, 1970
GRANT HISTORY: None

FACILITY KEY MAP

INVENTORY DATA

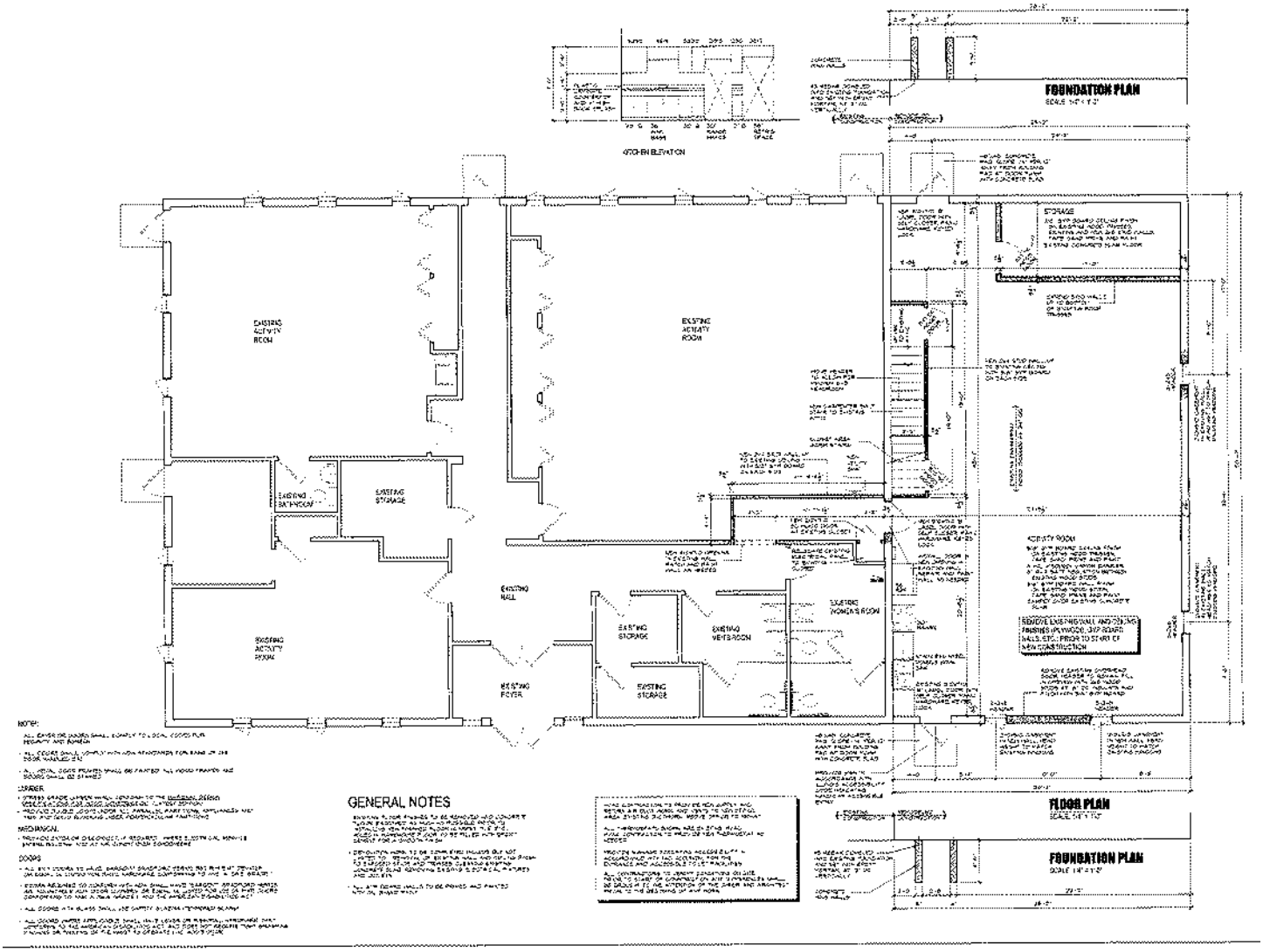
Quantity	Year Built	Rating	
1	2002	2	General
1	2002	2	Kitchen/Concessions
			Locker Rooms
1	2002	2	Maintenance
4	2002	2	Offices
1	2002	2	Receptionist
1	2002	2	Restrooms
3	2002	2	Storage
			Art Room
			Auditorium
2	2001	2	Banquet/Community
			Classroom
			Dance Room
			Teen Room
			Aquatics
			Fitness/Weight Room
			Gymnasium
			Indoor Activity Courts
			Indoor Track
			Indoor Turf Field
			Multi-Purpose Rooms
		2.00	Average Rating

ANALYSIS

The Administration Building was originally constructed as the maintenance facility for the Park District. When the new maintenance facility was constructed in 2002, the building was renovated into offices, banquet room with kitchen, a multipurpose room, restrooms and storage. The building is fully accessible but the storage space is not adequate for the Park District's current needs.

SITE UTILITIES

WATER *GAS* *ELECTRIC* *STORM* *SANITARY*

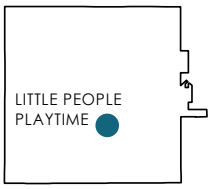

FOUNDATION PLAN
KITCHEN ELEVATION
EXISTING ACTIVITY ROOM
EXISTING STORAGE
EXISTING BATHROOM
EXISTING HALL
EXISTING FOYER
EXISTING WOMEN'S ROOM
EXISTING MEN'S ROOM
ACTIVITY ROOM
FLOOR PLAN
FOUNDATION PLAN
GENERAL NOTES

LITTLE PEOPLE PLAYTIME

DAYCARE

LOCATION: 441 E. JEFFERSON STREET, HAMPSHIRE, IL 60140
SQUARE FOOTAGE: 8,000
ACQUISITION DATE: 2007
GRANT HISTORY: None

FACILITY KEY MAP



INVENTORY DATA

Quantity	Year Built	Rating	
			General
1	2013	3	Kitchen/Concessions
			Locker Rooms
2	2007	3	Maintenance
2	2007	3	Offices
1	2007	3	Receptionist
7	2007,2013	3	Restrooms
8	2007	3	Storage
			Art Room
			Auditorium
			Banquet/Community
7	2007,2013	3	Classroom
			Dance Room
			Teen Room
			Aquatics
			Fitness/Weight Room
			Gymnasium
			Indoor Activity Courts
			Indoor Track
			Indoor Turf Field
1	2013	3	Multi-Purpose Rooms
		3.00	Average Rating

ANALYSIS

Located in the northeast corner of Ralph Seyller Memorial Park, Little People Playtime opened their doors to preschool in 2007 and quickly realized additional space was needed. An addition for daycare and a full commercial kitchen was completed in 2013.

The building is located on the north side of Ralph Seyller Memorial Park, which allows the teachers the opportunity to take advantage of the park's amenities and open space.

This facility is licensed by DCFS and is the only available daycare facility within the Park District's boundary.

The student enrollment is at capacity and a waitlist is currently being managed.

The Park District is in need of additional classroom space to support this important community resource.

SITE UTILITIES

WATER *GAS* *ELECTRIC* *STORM* *SANITARY*

P.I.N. #: 0122380009, 0122451001

1 inch = 60 feet

0 30 60 120 180 240 Feet

N

PARK SCORING SYSTEM

CHAPTER 2: INVENTORY AND ANALYSIS

Included in the inventory and analysis phase, the planning team visited each park and evaluated the existing facilities and their condition. A "Park Scoring System" was developed for the evaluation and is based on the following criteria: Visibility/Access/Linkages, Amenities, Appearance + Use and an Overall Inventory Data Rating. The table below summarizes the results. Individual park score results are also provided within each individual park spread.

	Bruce Ream Memorial Park	Dorothy J. Schmidt Memorial	Ralph Seyller Memorial Park	Tuscany Woods Park	Average
VISIBILITY / ACCESS / LINKAGES					
Visibility	2	3	3	3	**2.75**
Pedestrian Connectivity	2	2.5	2	3	**2.38**
Vehicular Access	2	1	2	3	**2.00**
ADA	2	1	1.5	3	**1.88**
AMENITIES					
Internal Circulation	3	1.5	1.5	3	**2.25**
Comfort	2	2	2	2	**2.00**
Program Opportunities	2	1.5	2	2	**1.88**
Green Practices	3	2	2	2	**2.25**
APPEARANCE + USE					
Character / Impression	2	2	2	3	**2.25**
Utilization	3	1.5	2.5	3	**2.50**
Maintenance	3	1.5	2.5	3	**2.50**
Appropriate Use	3	2	3	3	**2.75**
Inventory Data Rating	2.7	2.1	2.1	3.0	**2.49**
TOTAL	31.70	23.64	28.12	36.00	29.86

Bruce Ream Memorial Park
Dorothy J. Schmidt Memorial Park
Ralph Seyller Memorial Park
Tuscany Woods Park
Average

Key

Rating System	*Total Score*
3 - Exceeds Expectations	39 - 28 = Exceeds Expectations
2 - Meets Expectations	27 - 17 = Meets Expectations
1 - Below Expectations	16 - 13 = Below Expectations

COMPARATIVE ANALYSIS

CHAPTER 2: INVENTORY AND ANALYSIS

The Comparative Analysis evaluates how well the District's parks, facilities, and amenities are serving the real demand of the community through four different benchmarking measurements: Level of Service-Parks, Level of Service-Facilities, Services Area and Amenity Comparison. These benchmarks serve as a gauge for agencies to use when determining future needs and services. According to Parks, Recreation, Open Space and Greenway Guidelines, these benchmarks are an expression of the essential ingredients needed to provide the level of park and recreation services desired by the customers in a community and should:

1. Be practical and achievable. Aspirational targets must always be tempered with a dose of reality.
2. Provide for equitable allocation of park and recreation resources throughout a community. There must be equal opportunity access for all citizens.
3. Reflect the real time demand of the citizens for park and recreation opportunities.

In order to help a community understand how equitable and comprehensive their current offerings are, there are four different benchmark measurements. These are:

1. Level of Service: Parks
    i. The minimum acreage of land required to provide all of the recreation activities and facilities needed to support such activities.
2. Level of Service: Facilities
    i. The minimum indoor square footage required to provide all of the recreation programs and services.
3. Service Area
    i. Accessibility of existing sites to residents as well as an evaluation of how equitable park and open space sites are distributed throughout the community.
4. Amenities Comparison
    i. The minimum number of amenities and facilities required to meet state and / or national averages.

LEVEL OF SERVICE: PARKS

Benchmarks minimum number of land required calculations to provide all of the recreation activities, and facilities required to support such activities.

The guidelines for the Level of Service are developed by state and national agencies such as the National Recreation and Parks Association (NRPA). The NRPA population ratio method (acres / 1,000 population) accentuates the direct relationship between recreation spaces and people. It is the most common method of estimating and agency's Level of Service for parkland and open space.

10 acres / 1,000 population is the baseline standard according to this method. The following tables calculate the existing Level of Service for Hampshire Township Park District using this ratio.

Hampshire Township Park District anticipates to have the HTPD Targeted Level of Service (acres / 1,000 population) be increased to 11.50.

Existing for 2019

The Hampshire Township Park District currently has 3.17 acres of Neighborhood Park land, and 67.50 acres of Community Park land. This equals a total of 70.67 acres of active destination, open space that include amenities such as sports field, playgrounds, and shelters. HTPD targeted acreage total is 99.18 of Neighborhood Park and Community Park open space to achieve the 10 acres per 1,000 population. Recommended acreage is based off of the existing population of 9,918 for 2019.

Based upon the current 70.67 acres the HTPD has 7.13 acres per 1,000 population. The District is currently deficient by 28.51 acres in active open space according to HTPD Level of Service standards. Individually, Neighborhood Park is 26.58 acres deficient and Community Park is 1.93 acres deficient.

Projected for 2024

At a projected population of 10,513 for 2024, the total Level of Service for Neighborhood and Community Parks will be 6.72 acres per 1,000 population. The District will be deficient in active recreation open space by 50.23. Individually, Neighborhood Parks is 28.37 acres deficient and Community Parks is 21.86 acres deficient. This is with the anticipated new targeted Level of Service at 11.50 acres / 1,000 population for HTPD.

LEVEL OF SERVICE : TOTAL PARK ACREAGE - EXISTING FOR 2019

Classification	HTPD Acreage (Total)	HTPD Existing Level of Service (Acres / 1000 Population)	HTPD Targeted Acreage	HTPD Targeted Level of Service (Acres / 1000 Population)	Acreage Deficiency / Surplus (Acres)
Neighborhood Park	3.17	0.32	29.75	3.00	-26.58
Community Park	67.50	6.81	69.43	7.00	-1.93
Total Parks	**70.67**	**7.13**	**99.18**	**10.00**	**-28.51**

Recommended acreage is based off the existing population of 9,918 for 2019

LEVEL OF SERVICE : TOTAL PARK ACREAGE - PROJECTED FOR 2024

Classification	HTPD Acreage (Total)	HTPD Existing Level of Service (Acres / 1000 Population)	HTPD Targeted Acreage	HTPD Targeted Level of Service (Acres / 1000 Population)	Acreage Deficiency / Surplus (Acres)
Neighborhood Park	3.17	0.30	31.54	3.00	-28.37
Community Park	67.50	6.42	89.36	8.50	-21.86
Total Parks	**70.67**	**6.72**	**120.90**	**11.50**	**-50.23**

Recommended acreage is based off the projected population of 10,513 for 2024

*Hampshire Township Park District anticipates to have the HTPD Targeted Level of Service (Acres / 1000 Population) be increased to 11.50 in fall of 2019.

LEVEL OF SERVICE: FACILITIES

Indoor Recreational Space

Benchmarks used for indoor recreational space in the Chicagoland area are two square feet per 1,000 of population with 1.5 square feet consisting of indoor recreation space and 0.5 square feet consisting of indoor aquatics.

Based on these criteria, the District has a total of 4,325 square feet of indoor recreational space. According to the Level of Service analysis, the District has an indoor Level of Service of 0.44 square feet per 1,000 population. This is an overall deficiency of 15,511 square feet. The District has a deficiency in both Indoor Recreational Space of 10,552 square feet and Indoor Aquatics of 4,959 square feet.

LEVEL OF SERVICE : INDOOR RECREATIONAL SPACE

Classification	HTPD Square Footage (Total)	HTPD Existing Level of Service (SF / 1000 Population)	HTPD Targeted Square Footage	HTPD Targeted Level of Service (SF / 1000 Population)	Square Footage Deficiency / Surplus (SF)
Indoor Recreational Space	4,325	0.44	14,877	1.50	-10,552
Indoor Aquatics	0	0.00	4,959	0.50	-4,959
Total	**4,325**	**0.44**	**19,836**	**2.00**	-15,511

Recommended acreage is based off the existing population of 9,918 for 2019

7

SERVICE AREA ANALYSIS

Planning areas are formulated by physical pedestrian barriers such as major roads or highways, railroad corridors and extreme natural features. Planning areas are utilized in the analysis of land acquisition and park facility development needs.

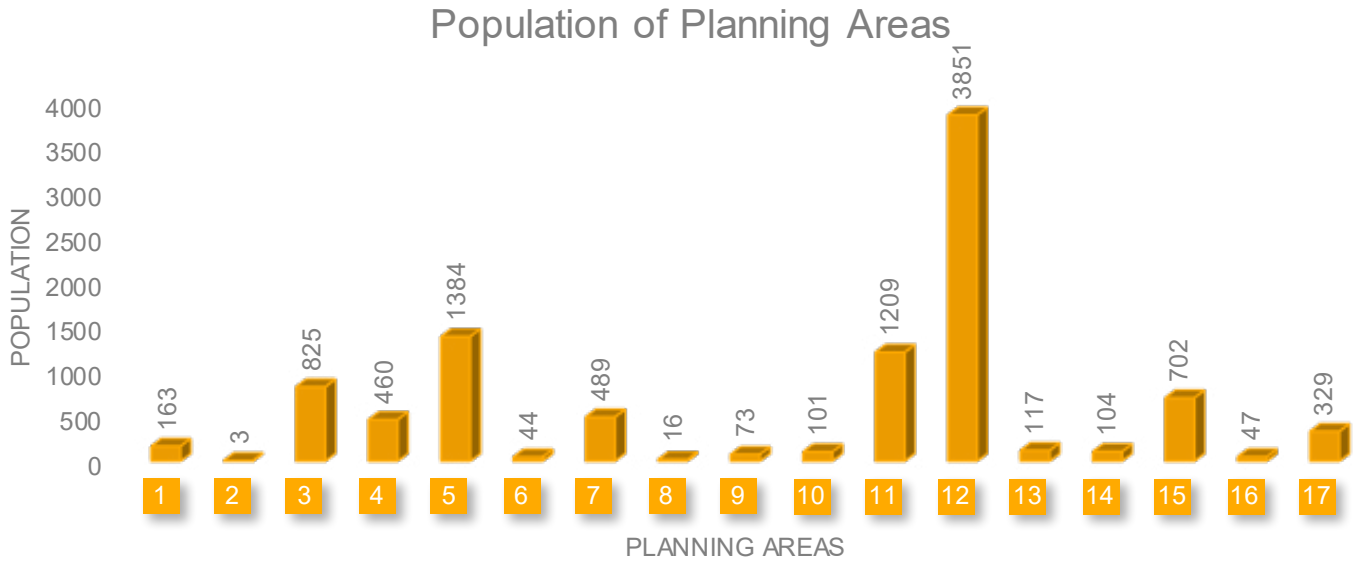
By understanding the relationship of where parks are physically located with regards to residential development and current population, we can determine who may be under served. This analysis may reveal the need to acquire land to correct a deficiency or may indicate a need for additional neighborhood park development. As a planning tool, it helps develop and shape the future recommendations and action plan.

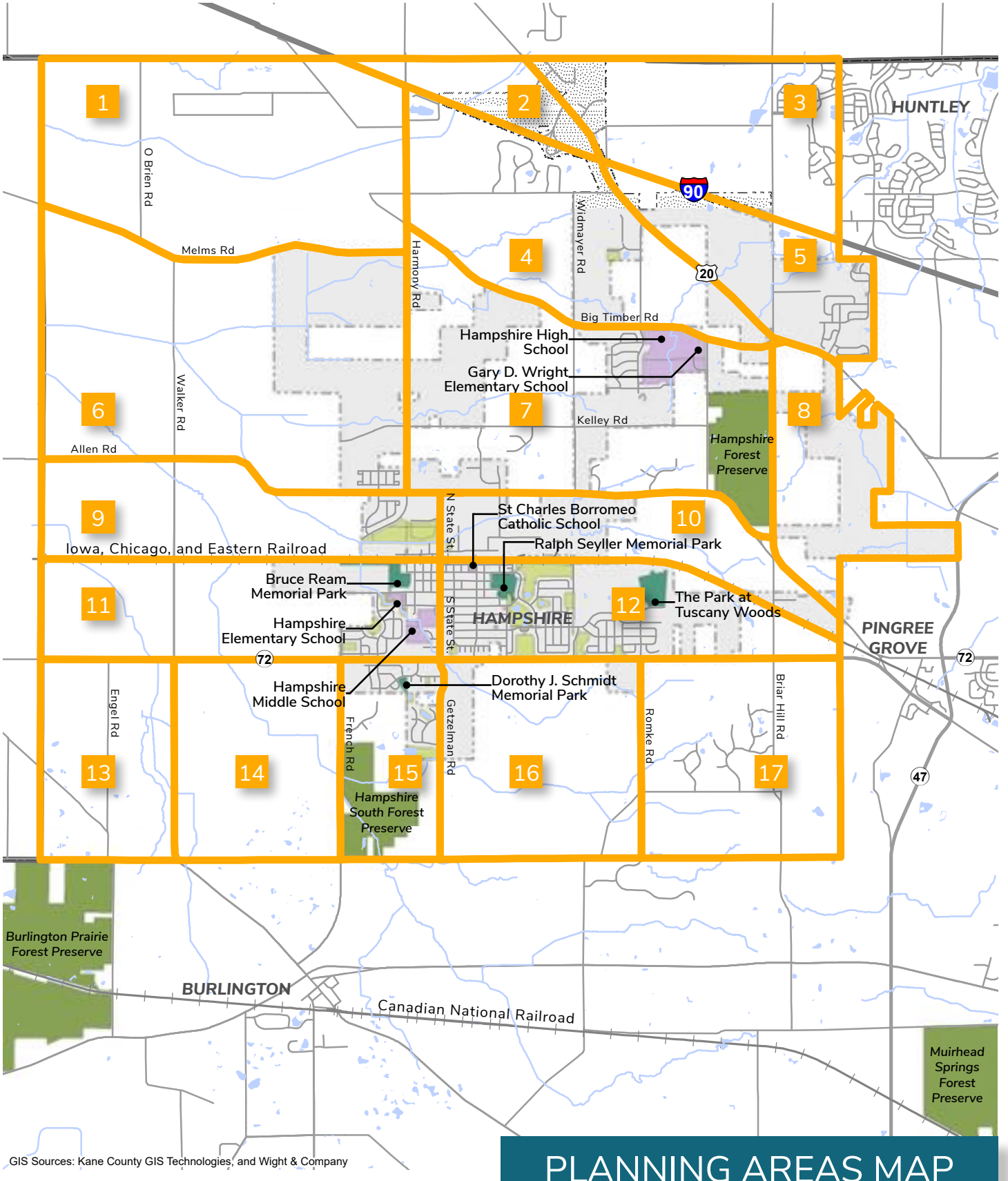
Methodology

In the Hampshire Township Park District, the railroad and major roads serve as the main pedestrian barriers. These are the barriers which help to form the planning areas within the Park District. As the boundaries for the planning areas were developed, we were always thinking of how a pedestrian or cyclist would be able to safely navigate through the Park District to reach a recreation destination. A total of 17 planning areas were determined and will be used throughout the remainder of the master plan. Once the planning areas were set, the population of each was identified, and is documented in the chart below.

The next step was to draw the appropriate service area for both the neighborhood and community parks. The service area is based on the park classification and represents the distance a pedestrian would likely travel to reach the park. Neighborhood parks utilize a 1/2-mile radius and community parks utilize a 1-mile radius. The service area buffers for Neighborhood Parks were clipped to the planning area boundaries in which the park is located. Neighborhood Parks are considered to be walkable or walk-to destination facilities and so these boundaries are considered impassable or nearly impassable by pedestrians. Community Parks buffers were not clipped since these parks are seen as drive-to destinations.

The overall service area map was created by combining the service area mapping for all of the park categories so a comprehensive exhibit is provided that quickly identifies deficiencies.





GIS Sources: Kane County GIS Technologies, and Wight & Company

PLANNING AREAS MAP

Legend

- Planning Area
- County Boundary
- Village Boundary
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

0 1,300 2,600 5,200 7,800 10,400 Feet

N

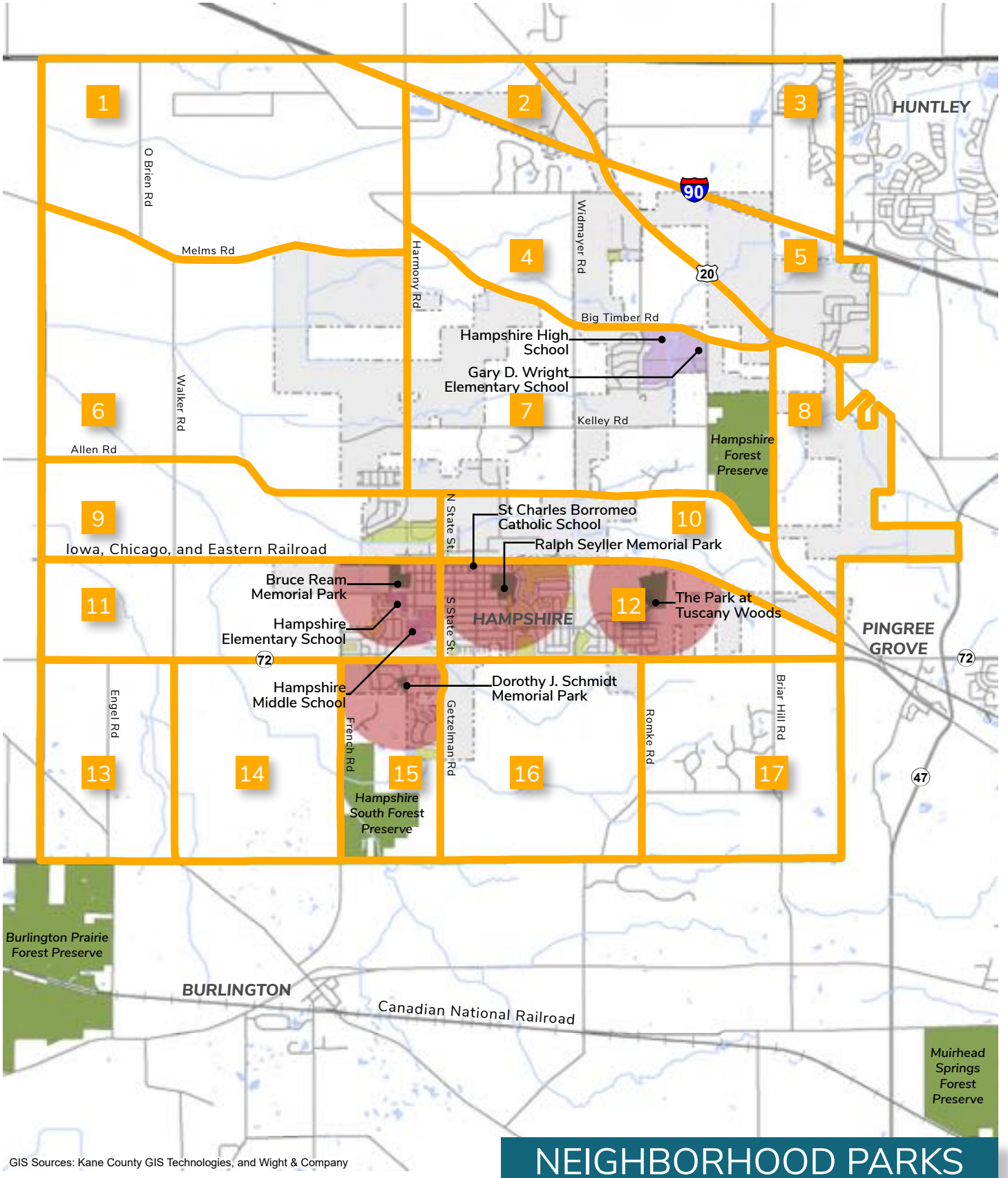
Neighborhood Parks

Neighborhood Parks are generally designed for informal active, passive recreation and community gathering. They remain the basic unit of the park system. There is a half-mile service radius (shown in red) around each existing Neighborhood Park illustrated on the Neighborhood Parks Service Area Map.

The service area study for Neighborhood Parks is to determine which planning areas are under-served by the District's existing Neighborhood Park land holdings. Currently, the District has one Neighborhood Park, Dorothy J. Schmidt Memorial Park, and is 3.2 acres in size.

Community Parks are also illustrated showing a half-mile radius service area as these parks can also serve the function of a Neighborhood Park for those residents within a half-mile distance from the park. According to NRPA's Park, Recreation, Open Space, and Greenway Guidelines, Neighborhood Park service areas do not include residents who must cross a planning area boundary to reach the park. The service areas on the map to the right have thus been clipped.

The map to the right shows that the Neighborhood Parks primarily serve residents in the central areas of the District. Gaps in coverage are north of the Iowa, Chicago, and Eastern Railroad.



NEIGHBORHOOD PARKS
SERVICE AREA MAP

Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

N

0 1,300 2,600 5,200 7,800 10,400 Feet

Community Parks

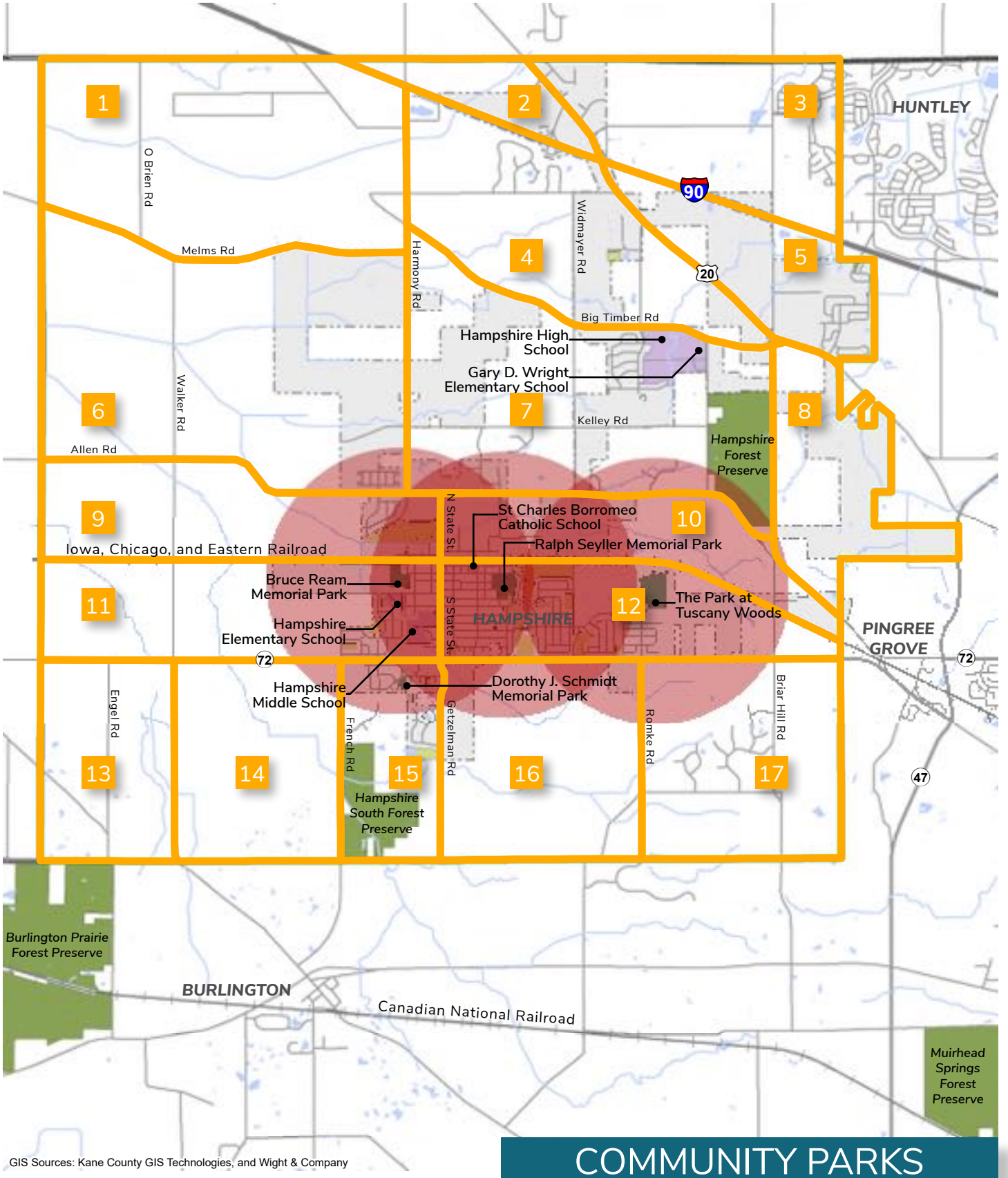
Community Parks preserve unique landscapes and often serve the community as a gathering and general team sport spaces while focusing on meeting community-wide recreation needs.

There is a one-mile service radius (shown in red) around each existing Community Parks illustrated on the Community Parks Service Area Map.

The service area study for Community Parks is to determine which planning areas are under-served by the District's existing Community Park land holdings. Currently, the District has three Community Parks; Bruce Ream Memorial Park, Ralph Seyller Memorial Park, and The Park at Tuscany Woods.

Unlike Neighborhood Parks, Community Parks are considered to be a drive-to recreation destination. The service areas, therefore, are not limited to the planning area boundaries in which they are located. The parks are regional destinations and cover multiple planning areas.

As seen in the map to the right, Hampshire Township Park District's existing Community Parks are well-distributed throughout the central portion of the District where it is most densely populated.



GIS Sources: Kane County GIS Technologies, and Wight & Company

COMMUNITY PARKS
SERVICE AREA MAP

Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

0 1,300 2,600 5,200 7,800 10,400 Feet

N

Overall Service Area

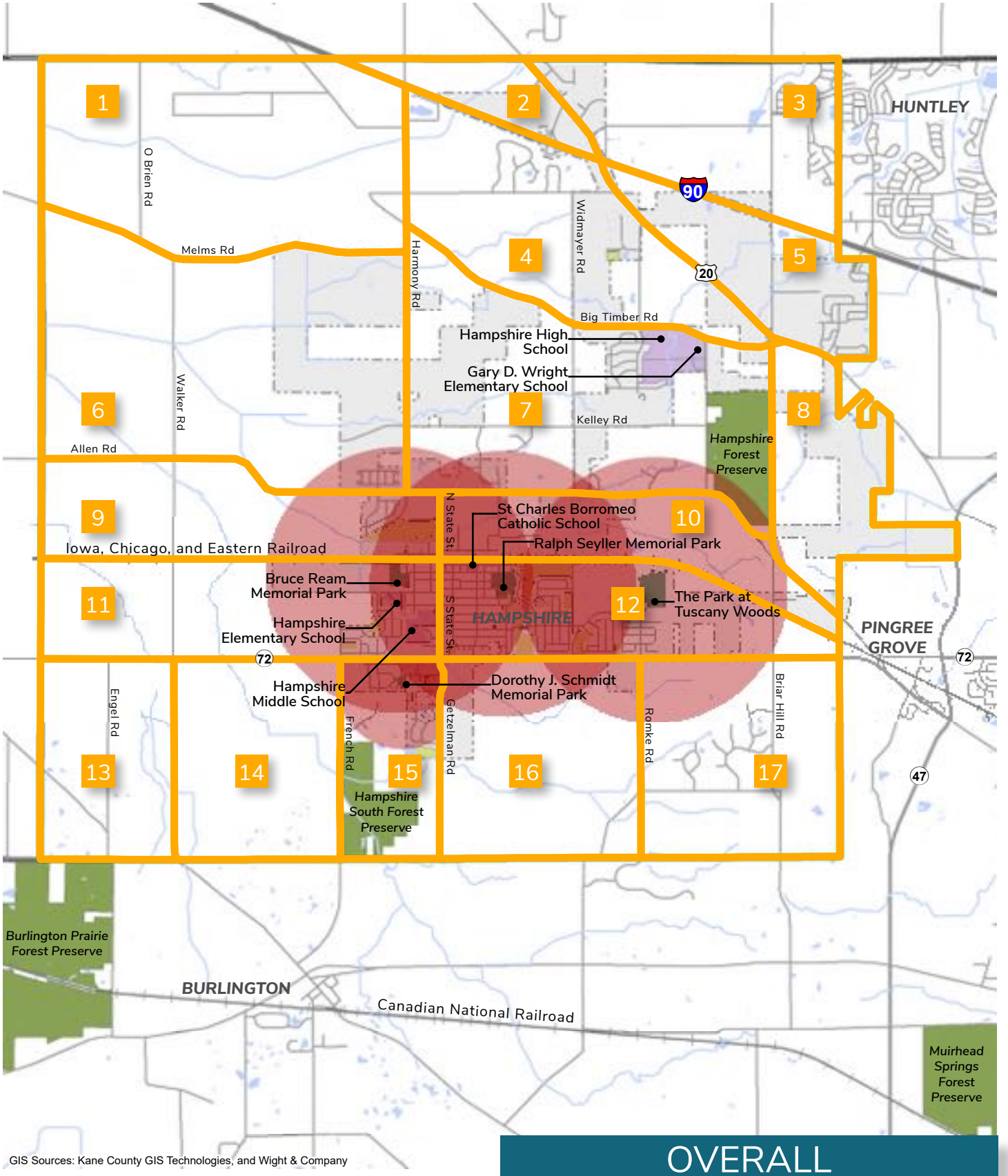
The district-wide deficiencies for Neighborhood Parks and Community Parks can be seen on the Overall Service Area Map. This map illustrates a district-wide understanding of the overall geographic distribution and service areas for all parks within Hampshire Township Park District.

When compared to the population per planning area, there are underserved populations in planning areas 5, 3, 7, 4, and 17. A more detailed review shows that planning area 17 consists of large single family estates. Though they should not be ignored, their personal property provides access to open space, so this would be a lower priority for acquisition.

Planning area 3 includes residents that are within the Village of Huntley, and the parks and facilities of the Huntley Park District are much closer to them. This planning area is also a lower priority for acquisition and future park development.

This leaves planning areas 5, 7 and 4 as the priority for acquisition and development of either neighborhood or community parks.

The Park District's overall park coverage is concentrated within the central portion of the District including planning areas 9, 10, 11, 12 and 15.



GIS Sources: Kane County GIS Technologies, and Wight & Company

OVERALL SERVICE AREA MAP

Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

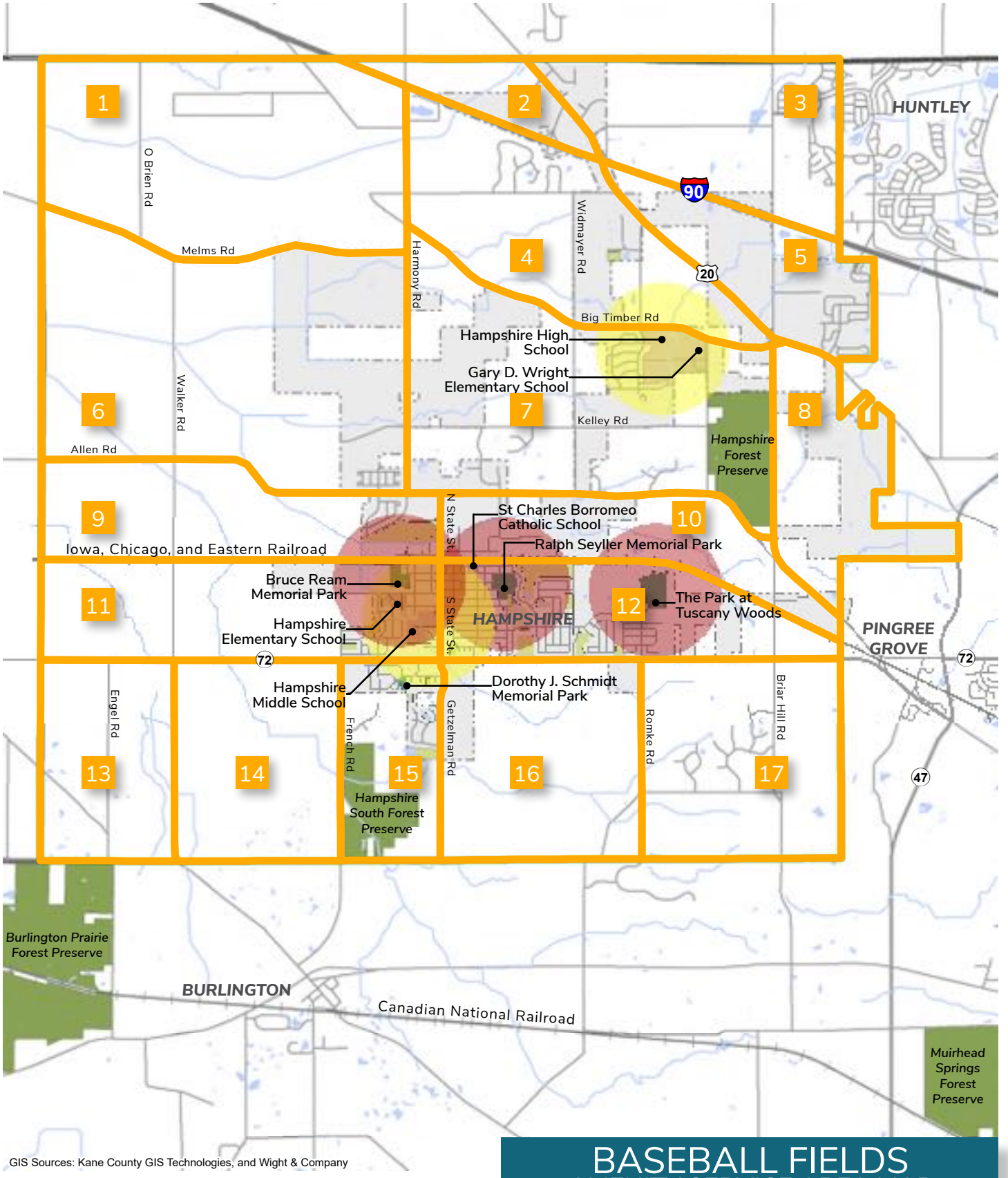
N

0 1,300 2,600 5,200 7,800 10,400 Feet

Amenity Service Areas

In order to evaluate the distribution of the individual park amenities throughout the overall park system, Amenity Service Area Maps were developed. The Amenity Service Area Maps illustrate the location and distribution of each park amenity to identify potential residential areas that may not be effectively served by various amenities.

The following maps locate Baseball Fields, Basketball, Playgrounds, Shelter/Pavilion, Soccer, and Splash Pad amenities by type and identify the half-mile radius service area. The red half-mile service area are District properties and the yellow half-mile service area signifies non-park district properties.



GIS Sources: Kane County GIS Technologies, and Wight & Company

BASEBALL FIELDS
AMENITY SERVICE AREA MAP

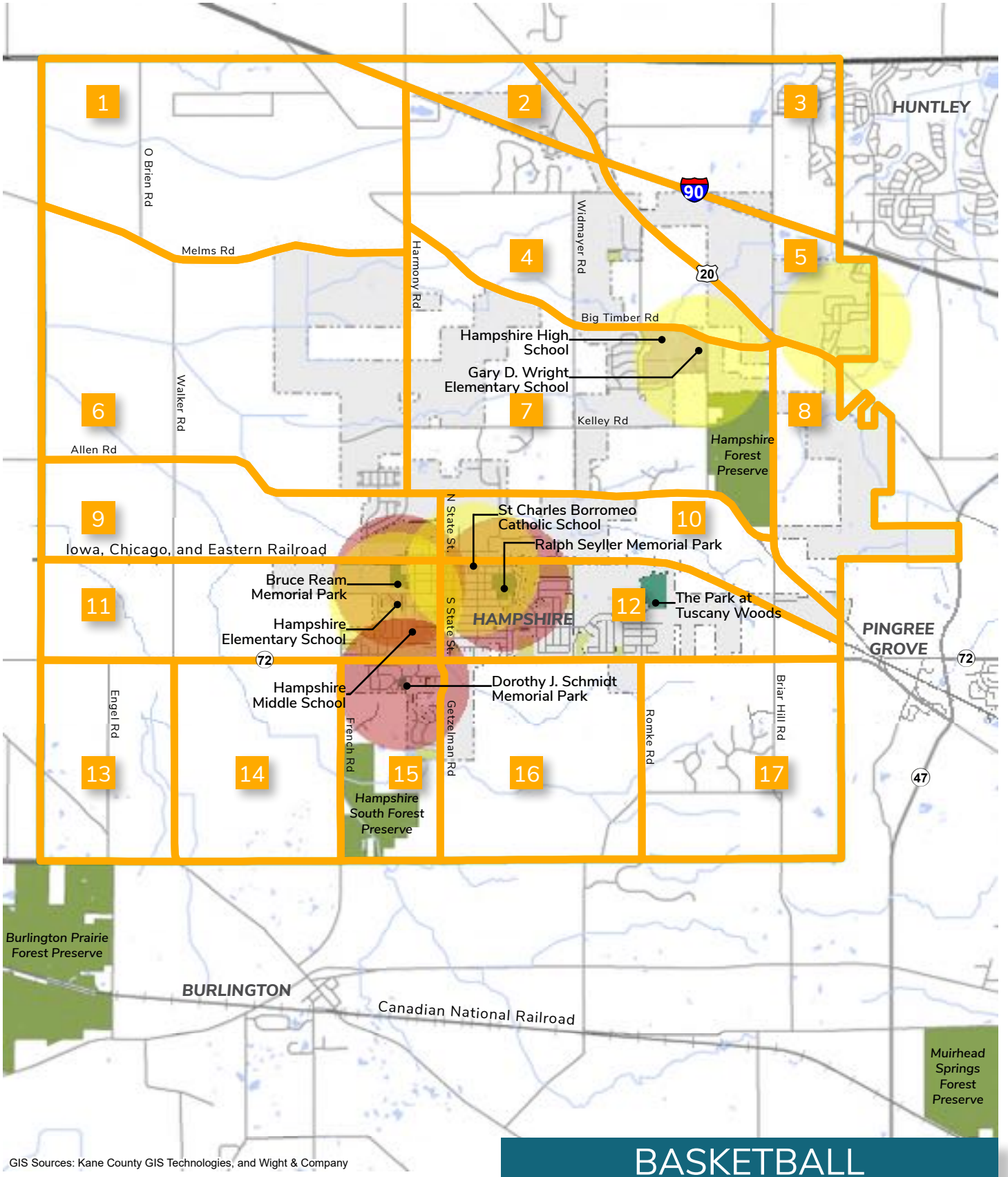
Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Non Park District Property Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

N

0 1,300 2,600 5,200 7,800 10,400 Feet



GIS Sources: Kane County GIS Technologies, and Wight & Company

BASKETBALL
AMENITY SERVICE AREA MAP

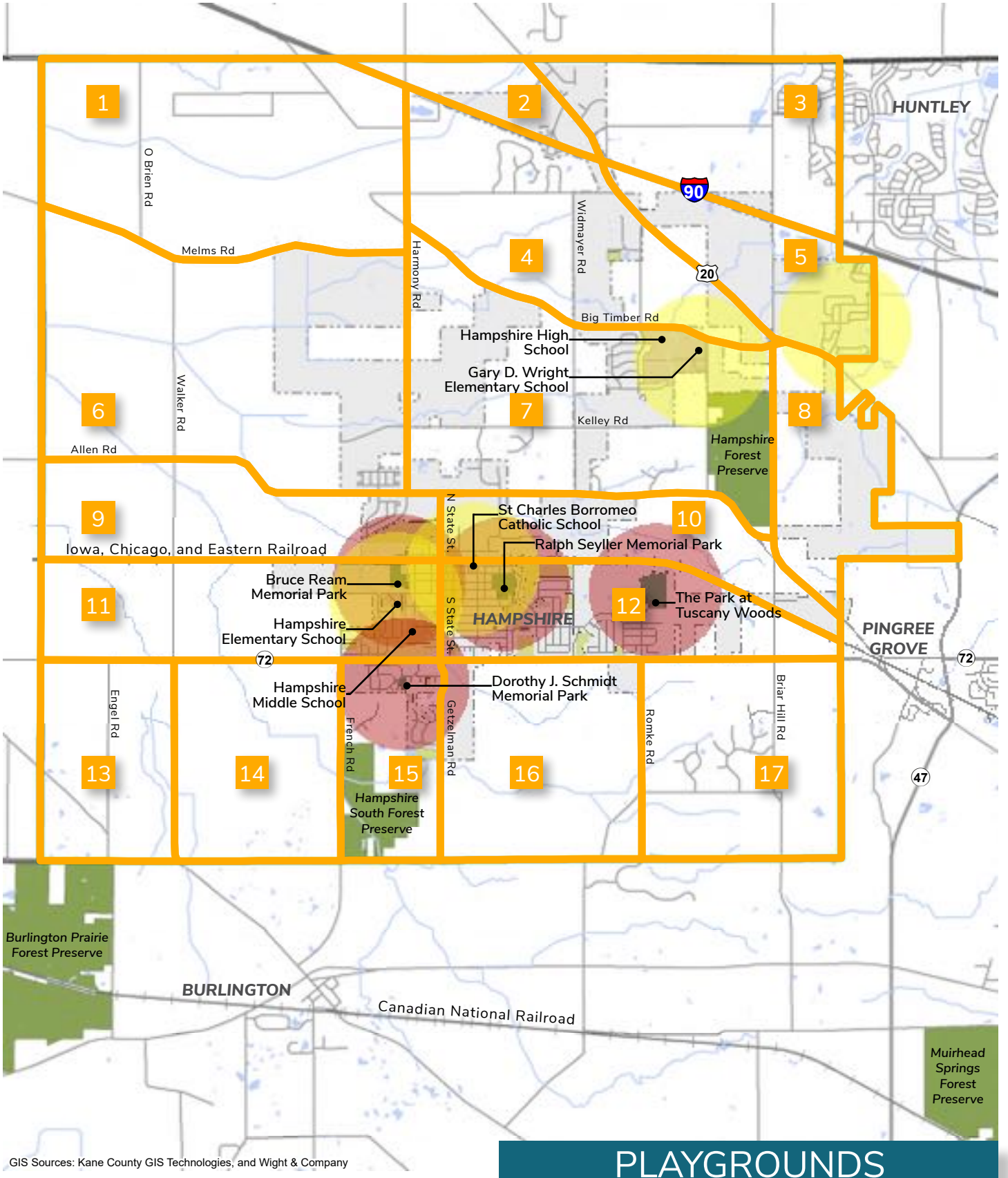
Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Non Park District Property Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

N

0 1,300 2,600 5,200 7,800 10,400 Feet



GIS Sources: Kane County GIS Technologies, and Wight & Company

PLAYGROUNDS
AMENITY SERVICE AREA MAP

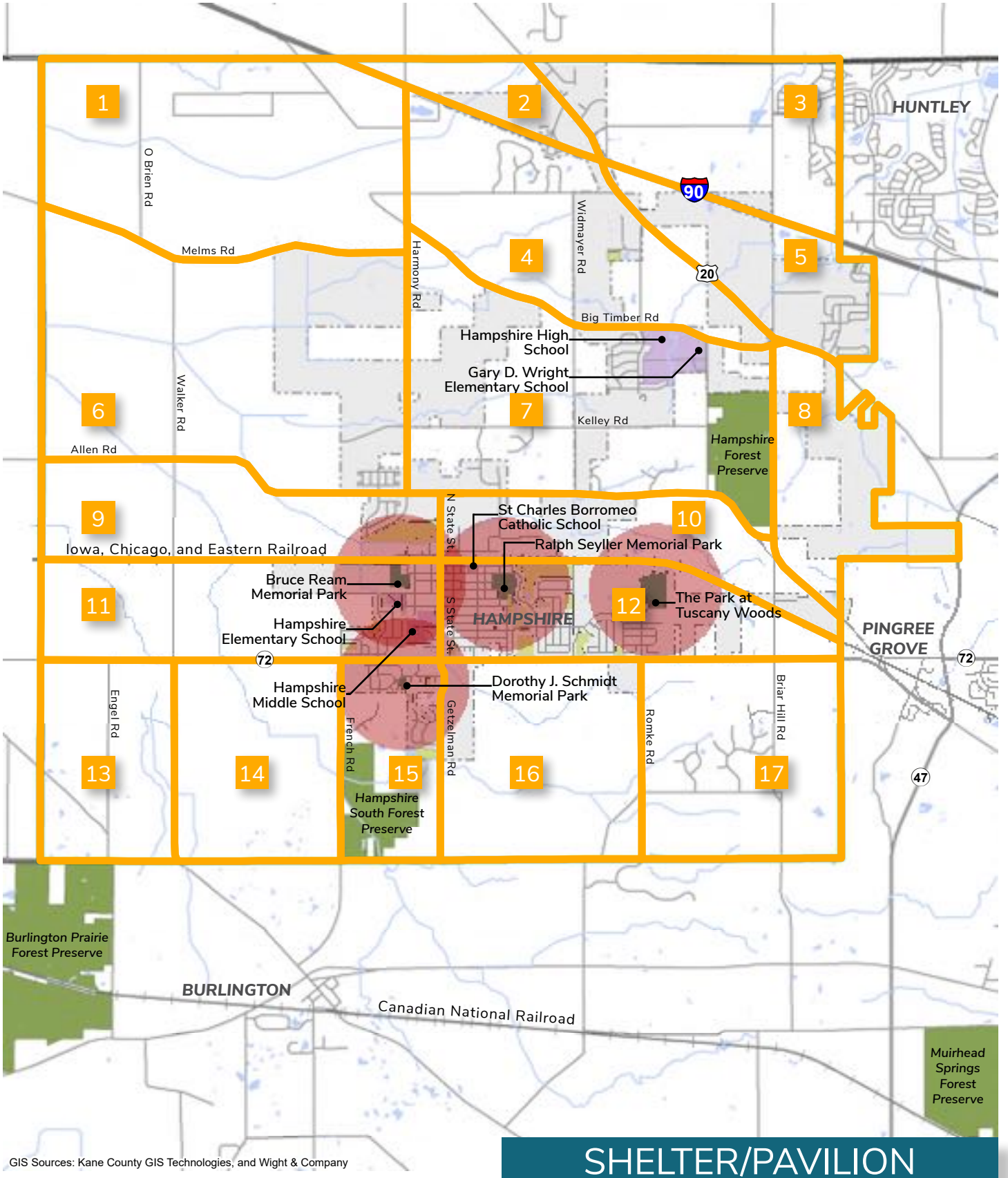
Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Non Park District Property Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

0 1,300 2,600 5,200 7,800 10,400 Feet

N



SHELTER/PAVILION
AMENITY SERVICE AREA MAP

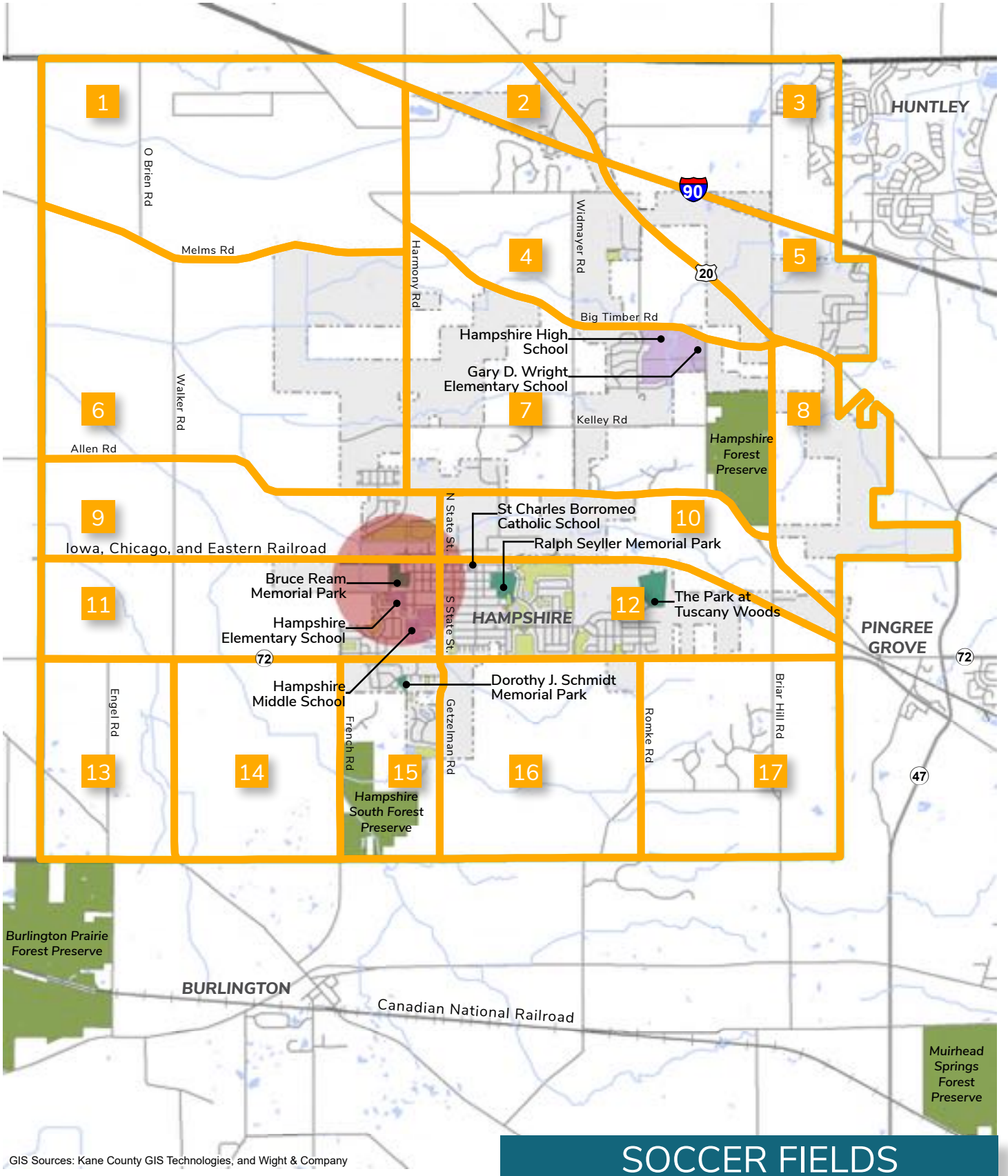
Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

N

0 1,300 2,600 5,200 7,800 10,400 Feet



SOCCER FIELDS
AMENITY SERVICE AREA MAP

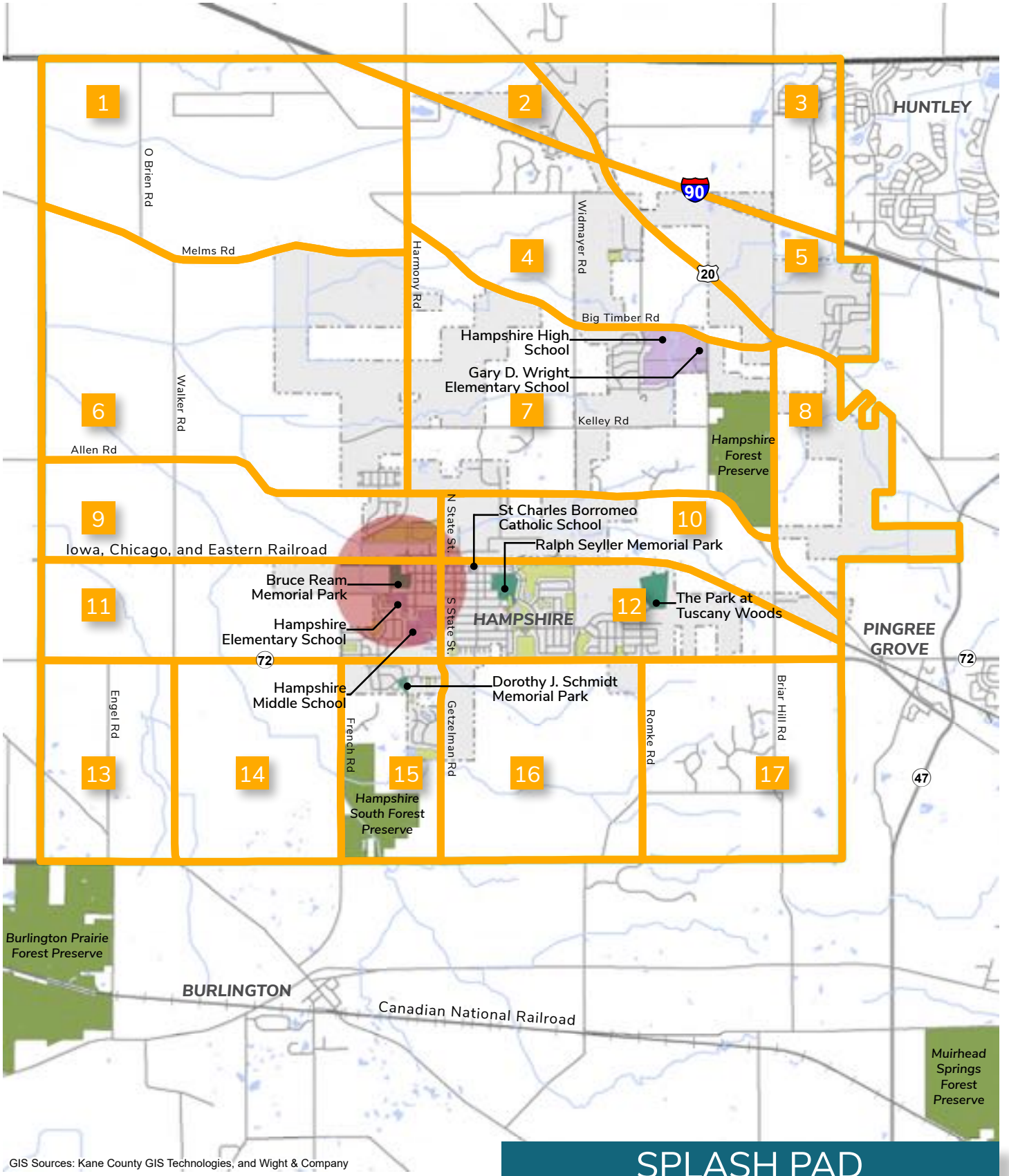
Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

N

0 1,300 2,600 5,200 7,800 10,400 Feet



GIS Sources: Kane County GIS Technologies, and Wight & Company

SPLASH PAD
AMENITY SERVICE AREA MAP

Legend

- Planning Area
- County Boundary
- Village Boundary
- Park District Service Area
- Village Property Open Space
- School
- Park District Property
- Forest Preserve

1 inch = 5,250 feet

0 1,300 2,600 5,200 7,800 10,400 Feet

N

AMENITIES COMPARISON

The data in this table represents only the facilities that meet the current useful life criteria as defined by the State of Illinois Statewide Comprehensive Outdoor Recreation Plan (SCORP). The information is then compared to the state average quantity, based on a unit of per 1,000 population. This will allow us to identify a surplus or deficiency in recreation facilities.

In order to meet the Illinois facility average, the Hampshire Township Park District should consider adding a variety of trails including bicycles, hiking, interpretive, fitness station and snowmobile trails.

Additional sport courts include at least two baseball fields, a basketball court, dog park, two soccer fields and a volleyball court. Though the Park District is also shown being deficient in water based facilities, they do not have any natural water features large enough to support these types of facilities and therefore would not be considered applicable.

AMENITIES COMPARISON

Community: Hampshire, Illinois
Population: 9,918

Existing Population 2019

	Hampshire Township Park District		Illinois Facility Average		Surplus / Deficit
	Existing # of Facilities (total)	Existing # of Facilities per 1,000 population	Total # of Facilities needed to meet IL Average	IL Average # of Facilities per 1,000 population	Surplus / Deficit
WATER-BASED FACILITIES					
Boat Launch Ramps / Access	0	0.00	1.2	0.12	-1.2
Fishing Pier / Docks / Access	0	0.00	4.0	0.41	-4.0
Marina Slips	0	0.00	2.7	0.27	-2.7
Swimming Beaches (linear ft.)	0	0.00	168.0	16.94	-168.0
Swimming Pools	0	0.00	0.3	0.03	-0.3
TRAILS					
Bicycle Trails	0	0.00	1.0	0.10	-1.0
Cross-Country Trails	0	0.00	4.0	0.40	-4.0
Hiking Trails	0	0.00	4.6	0.46	-4.6
Horseback Trails	0	0.00	1.9	0.19	-1.9
Multi--Use Trails (Miles)	1.7	0.17	1.6	0.16	0.1
Nature/Interpretive Trails (Miles)	0	0.00	0.5	0.05	-0.5
Off-road Vehicle Trails	0	0.00	0.1	0.01	-0.1
Physical Fitness Trails (Stations)	0	0.00	2.2	0.22	-2.2
Snowmobile Trails	0	0.00	1.1	0.11	-1.1
DAY USE FACILITIES					
Interpretive Centers	0	0.00	0.1	0.01	-0.1
Picnic Shelters	5	0.50	2.0	0.21	3.0
Playgrounds	4	0.40	4.0	0.40	0.0
SPORTS COURTS AND FACILITIES					
Archery Ranges	0	0.00	0.2	0.02	-0.2
Badminton	0	0.00	0.0	0.00	0.0
Baseball Fields	1	0.10	2.6	0.26	-1.6
Basketball Courts	2	0.20	2.5	0.25	-0.5
Bocce Court	0	0.00	0.0	0.00	0.0
Canoe only access areas	0	0.00	0.4	0.04	-0.4
Combo Skeet/Trap Field 8 stations	0	0.00	0.0	0.00	0.0
Dog Parks	0	0.00	0.1	0.01	-0.1
Field Hockey	0	0.00	0.0	0.00	0.0
Football Fields	1	0.10	0.5	0.05	0.5
Frisbee Golf	1	0.10	0.1	0.01	0.9
Golf Course (18-Hole Course)	0	0.00	0.1	0.01	-0.1
Golf Course (9-Hole Course)	0	0.00	0.1	0.01	-0.1
Golf Driving Range	0	0.00	0.0	0.00	0.0
Handball	0	0.00	0.0	0.00	0.0
Horseshoe Pits	4	0.40	2.4	0.24	1.6
Ice Hockey (Indoor)	0	0.00	0.0	0.00	0.0
Ice Rinks	0	0.00	0.4	0.04	-0.4
Multiple Use Court	0	0.00	0.0	0.00	0.0
Rifle Pistol Ranges	0	0.00	0.1	0.01	-0.1
Running Tracks	0	0.00	0.5	0.05	-0.5
Shuffleboard courts	4	0.40	0.4	0.05	3.6
Skate Park	0	0.00	0.2	0.02	-0.2
Ski Trails	0	0.00	1.8	0.18	-1.8
Soccer Fields	0	0.00	1.8	0.18	-1.8
Softball Fields	2	0.20	1.4	0.14	0.6
Spray Grounds / Splash Pads	1	0.10	0.3	0.03	0.7
Tennis Courts	2	0.20	0.4	0.04	1.6
Volleyball Courts	1	0.10	1.7	0.17	-0.7

SUMMARY

CHAPTER 2: INVENTORY AND ANALYSIS

The goal of the inventory and analysis process is to develop an understanding of the many factors influencing the Hampshire Township Park District and its assets. This chapter documents the community's demographics, natural features, trails, schools, parks and related land uses. The Park District's level of service and service area distribution were calculated and documented in this chapter. Finally, the park facility inventory was compared to Illinois averages to identify areas that the Park District may be deficient in compared to these recognized standards.

Currently, the population of the Park District is 9,918 and is projected to grow by almost 1.2% into 2024. Active Adult will remain a large (30%) portion of the population with the adult age (35-54) age group the second highest at 24% of the total population which was a decrease of 2% from 2010. These demographics will have an impact on the programs, services, and amenities the Park District offers.

The Hampshire Township Park District has one Neighborhood Park and three Community Parks. The Park District also has four planned parkland dedicated parks from the Crown Community Development called Prairie Ridge, and are anticipated to be developed and programmed by 2025, prior to the expiration of their annexation agreement. From an acreage standpoint, the Park District has an insufficient Neighborhood Park acreage, at a 26.6 acreage deficiency, this would equate to three to four Neighborhood Parks. Community Park acreage is deficient by only 2.0 acres and would not equate to needing a full sized Community Park. However, with the growing community and a deficiency in total park space, acquisition of both Neighborhood Parkland and Community Parkland may become a priority for the Park District.

Based on the overall service area analysis, planning area 4 and 7 are deficient in Neighborhood Parks and planning area 5 is in need of a Community Park.

Currently, the Hampshire Township Park District owns and operates three facilities: the Administration Building, the Little People Playtime Preschool and the maintenance facility. The Administration Building houses the administrative offices, the Catherine B. Seyller Community Room, a meeting room and an inadequate amount of storage.

Little People Playtime Preschool is a fully licensed DCFS daycare and is at capacity. As the only daycare provider within the Park District, an addition to this facility should be considered.

Finally, the maintenance facility, located adjacent to the Administration Building at Seyller Park, is where all maintenance activities are housed. This building is currently under sized and a more centrally located operational hub would be highly desirable.

The Park District also programs the gymnasium at Gary D. Wright Elementary School through an intergovernmental agreement with Community School District #300. The current basketball and volleyball programs have been so successful that the Park District is in need of additional indoor gymnasium space to continue to grow these programs. This need is also illustrated by the 10,552 square feet deficiency shown for indoor recreational space in the level of service analysis in Chapter 2.

Based on the inventory and analysis of the parks and facilities and including the Amenities Comparison, there are specific recommendations for improvements of the parks, facilities, and amenities and those are outlined for each existing park and facility in Chapter 5: Recommendations. Overall, the Park District has a deficiency in the following categories:

- Trails
- Baseball Fields
- Soccer Fields
- Bocce Courts
- Dog Parks

CHAPTER 3: RECREATION ASSESSMENT

Hampshire Township Park District Recreation Assessment

Recreation Assessment Report

Submitted by:

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Phone: 207-541-2200
dwilson@berrydunn.com

Submitted on:

March 5, 2020

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1.0 Introduction

BerryDunn assessed the Hampshire Township Park District's (District's) program and service offerings through a series of individual analyses. The firm then reviewed the results of the individual analyses from a comprehensive perspective. This recreation assessment report offers detailed insight into the District's recreation offerings and helps to identify the strengths, weaknesses, and opportunities for future program direction. This report also assists with identifying program categories, programming gaps, and future program considerations.

The reports and data that informed the recreation assessment process included the District's four seasonal program guides—Fun Guides—from spring/summer 2018 to fall/winter 2019, participation data, program revenue and expenses, and program metric worksheets completed by District staff. Internal meetings and interviews with staff and the Board of Commissioners also provided insight. Data from the Environmental Systems Research Institute, Inc. (ESRI) informed the demographics and trends review. Results from the community engagement efforts—including focus groups, a stakeholder meeting, and a community needs survey—provided insight into the community's perspective.

2.0 Demographic Profile

Demographic trends can inform the vision for future program growth and development; therefore, to gain insight into the characteristics of the District's constituents, BerryDunn reviewed several key socioeconomic indicators in relation to recreation service provision. BerryDunn obtained demographic data used for the analysis from ESRI, a research and development organization that specializes in population projections and market trends. All data were acquired in 2019 and reflect actual numbers as reported in the 2010 U.S. Bureau of the Census and demographic projections for 2019 (current) and 2024 as estimated by ESRI.

2.1 Age

The median age of the 7,569 District residents recorded in the 2010 U.S. Census was 43.1 years. Table 1 below depicts the population of the District based on age group. The U.S. Census 2010 column contains actual data collected through the U.S. Census process. The 2019 and 2024 columns contain current and estimated projections respectively.

Table 1: Population by Age

Age Group	U.S. Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 – 4 years	381	5.0%	453	5.1%	500	5.3%
5 – 9 years	480	6.3%	483	5.4%	503	5.3%
10 – 14 years	564	7.5%	509	5.7%	533	5.7%
15 – 19 years	523	6.9%	460	5.2%	486	5.2%
20 – 24 years	349	4.6%	411	4.6%	385	4.1%
25 – 34 years	679	9.0%	966	10.9%	1,070	11.4%
35 – 44 years	1,037	13.7%	1,015	11.4%	1,142	12.1%
45 – 54 years	1,250	16.5%	1,067	12.0%	1,002	10.6%
55 – 64 years	1,115	14.7%	1,296	14.6%	1,243	13.2%
65 – 74 years	782	10.3%	1,473	16.6%	1,626	17.3%
75 – 84 years	333	4.4%	594	6.7%	759	8.1%
85+ years	76	1.0%	168	1.9%	174	1.8%
Total	**7,569**		**8,895**		**9,423**	

The total population of the District is projected to experience significant growth between 2010 and 2024, with an increase of 24.5%. The following charts break down the population shift between youth and adults according to the same age groupings in Table 1.

Figure 1: Youth Population Shift

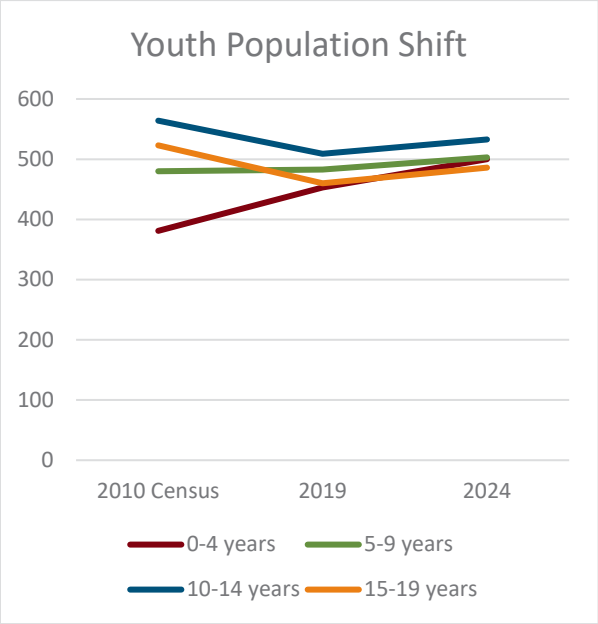
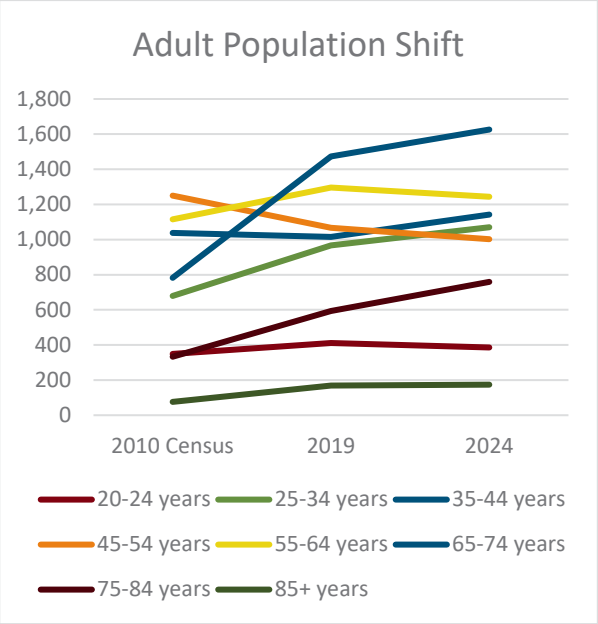


Figure 2: Adult Population Shift



Shifts in population across all age categories of youth are projected to increase 3.8% as a whole. The largest anticipated increase is in early childhood age youth—from 381 in 2010 to 500 in 2024, or a 31.2% increase. The number of youth ages 5 – 9 years will likely increase by 4.8%, or 23 residents. The older youth categories, for youth ages 10 – 14 and 15 – 19 years are expected to experience a decline of -5.5% and -7.1% respectively. In total, the number of youth is expected to increase by 74.

The predicted shift in the adult population as a whole is significant—a 31.7% projected increase. Nearly every adult age category is predicted to increase; only the adults ages 45 – 54 years are expecting a -19.8% decrease (-248). Adults ages 65 years and older will expect significant increases in population—every age group is anticipated to more than double by 2024. The population of adults 65 – 75 years is expected to double (increase 107.9%), from 782 to 1,626. The number of seniors ages 75 – 84 years is also expected to increase, by 127.9%, and those over 85 years by 128.9%. Combined, the number of adults over 55 years old are predicted to increase by 1,496 residents by 2024.

These data suggest that young families are moving to the area and having children, which means youth and family programming services could experience an increase in demand in the near future.

Future programming plans should focus on the influx of people over the age of 55, who nation-wide have shown an increased demand for services that focus on their health and wellness as well as giving back to the community through volunteer efforts. Though the District should continue to focus on

continuous improvement and development of all program areas for all ages, people over the age of 55 should be a primary target group.

For ease of analysis and a more practical application, BerryDunn combined the data charted in Figures 1 and 2 into more generalized age categories: Youth, Young Adult, Adult, Active Adult, and Senior. Figure 3 depicts the percentage of the District's population by age category in 2010, and Figure 4 depicts the predicted breakdown of percentage by category in 2024.

Figure 3: District Population, 2010 U.S. Census

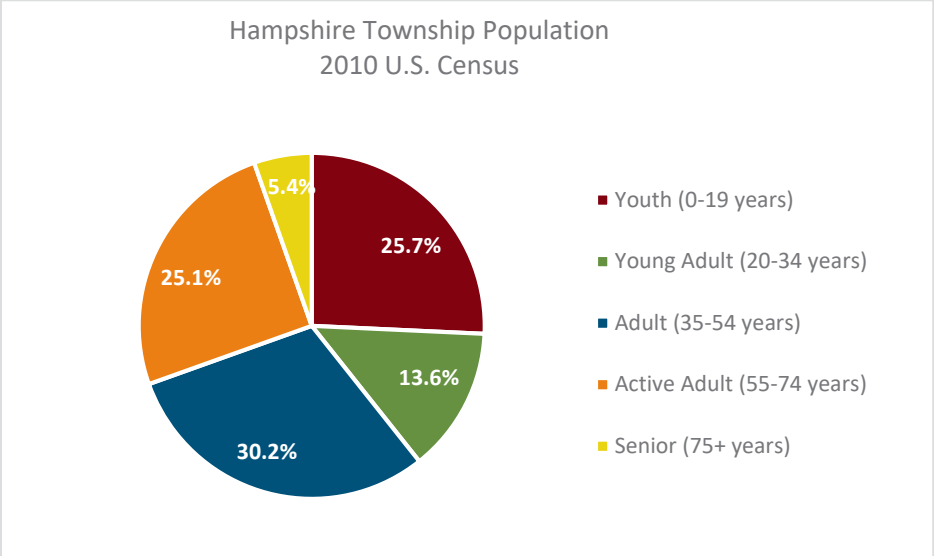
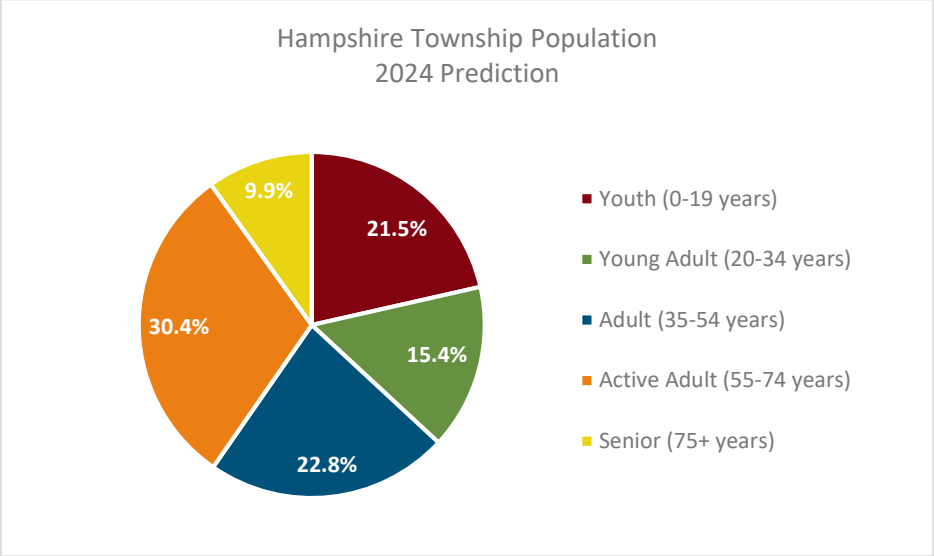
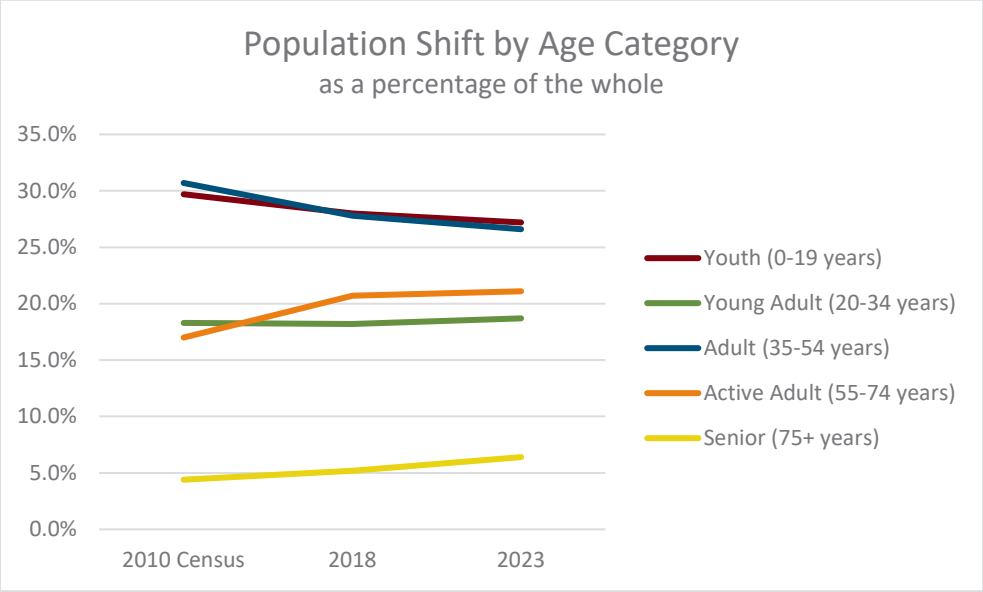


Figure 4: District Population, 2024 Prediction



The shift observed in the Figures 3 and 4 pie charts is also represented in Figure 5:

Figure 5: Population Shift by Age Category



The charts earlier in this report depicted the quantity of population increases by age groups, whereas Figure 5 represents the shift in age categories as a percentage of the whole population. The number of Active Adults is predicted to increase by 5.5 percentage points, and Seniors are predicted to increase by 4.5 percentage points. Conversely, the number of Adults is predicted to decrease by -7.5 percentage points and the number of Youth is predicted to decrease by -4.2 percentage points.

Adults over the age of 55 are projected to account for more than one third (40.3%) of the Hampshire Township population. Youth are anticipated to account for a smaller percentage of the population, from 25.7% to 21.5%. These shifts in percentage of the whole population show an anticipated aging trend, with more older adult than family growth.

2.2 Race

The vast majority of Hampshire Township's residents, 94.8%, reported having a race of White Alone in the 2010 U.S. Census. The remaining population was reported as comprising 2% Some Other Race, 1.3% Asian Alone, 1.1% Two or More Races, and less than 1% of the remaining races.

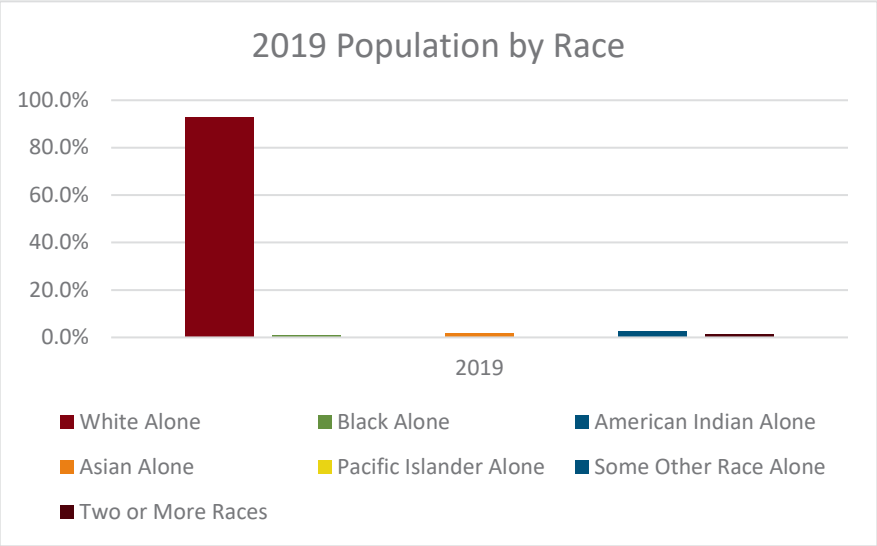
It is projected that Hampshire Township's race composition will shift by a three percentage point reduction in White Alone by 2024; subsequent increases are anticipated across the other race designations with the highest being Some Other Race, anticipated to increase 0.9 percentage points. The ethnicity of Hispanic origin (a designation independent of race designation) is expected to experience an 85.2% increase by 2024.

Table 2: Race and Ethnicity

Race and Ethnicity	U.S. Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,177	94.8%	8,268	92.9%	8,654	91.8%
Black Alone	43	0.6%	89	1.0%	103	1.1%
American Indian Alone	16	0.2%	15	0.2%	18	0.2%
Asian Alone	98	1.3%	169	1.9%	212	2.2%
Pacific Islander Alone	0	0.0%	0	0.0%	1	0.0%
Some Other Race Alone	153	2.0%	222	2.5%	273	2.9%
Two or More Races	82	1.1%	135	1.5%	165	1.8%
Hispanic Origin (Any Race)	628	8.3	948	10.7	1163	12.3

A deeper investigation into population numbers instead of percentages, however, provides a more complete understanding into the predicted racial changes. The number of residents who identify as White Alone is predicted to increase by approximately 1,477. Although this accounts for a large majority of the population and represents the largest increase, it is important to note that Hampshire Township is anticipated to house 380 more people who identify with a race other than White Alone. The number of those who identify as being of Hispanic Origin is also anticipated to increase by 535 residents. The significance in these figures is that the recreational needs of a greater variety and larger quantity of cultural user groups will accompany the predicted shift in population. For example, traditionally the Hispanic culture is highly familial in its recreation endeavors. Subsequently, this group will likely seek multi-generational programming.

Figure 6: 2019 Population by Race



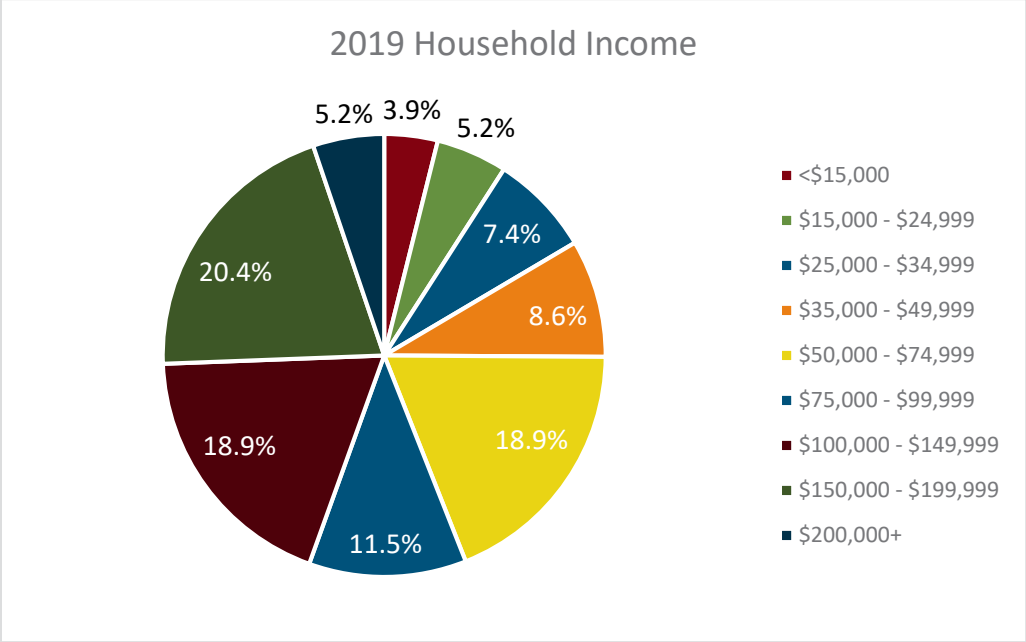
Working to ensure intentional outreach and inclusion of these cultural groups in future program development, planning, and implementation will be an important factor in keeping services relevant.

2.3 Household Income

The median household income in Hampshire Township was $86,483 in 2019, higher than the U.S. national median income of $63,179 in 2018. An 18.6% increase is projected in the by the year 2024, to $106,268. Figure 7 shows the breakdown by income level.

One quarter (25.1%) of District households have an annual household income less than $49,000. As a public recreation provider, the District should continue to provide services at price points that meet the needs of all income levels.

Figure 7: 2019 Household Income



3.0 Community Engagement

3.1 Needs Assessment Survey

In September 2019, the District contracted with Pathways Resource Group, Inc., to conduct a community wide survey. There were two separate surveys—one was emailed randomly to District residents (and considered to be statistically valid) and the other was available on the District's website for anyone (i.e., residents and non-residents of the District) to complete.

The surveys emailed to District residents garnered 237 completed surveys, which based on a population of 3,000 households has an overall confidence interval and error margin of 95% +/- 6.11. The data from the two surveys were recorded separately; the results were often similar but not identical. This summary will focus on the results of the statistically valid survey findings related to programming.

Key Findings Related to Recreation Programming

Thirty-nine program types were offered for consideration, and respondents were asked to identify programs that either the respondent or someone in their household utilize. The top five responses were:

1) Walking/Biking trails
2) Children's Playgrounds
3) Health & Fitness
4) Community-Wide Events
5) Splash Pad

When considering new programming, residents were most interested in the following:

- Health & Fitness Programs for all ages (45.2%)
- Family Oriented Community-Wide Special Events (40.3%)
- Nature Programs (38.2%)
- Adults Only Community-Wide Special Events (36%)
- Older Adult (55+) Programs (30.7%)
- Adult Athletics (28%)
- Trips for All Ages (26.9%)
- Adult General Education (22.6%)
- Youth Athletics (17.7%)

The most popular time for respondents to recreate was between 5 p.m. and 7 p.m. (71%) or after 7 p.m. (54.7%), and the top four days of the week preferred for the scheduling programs were Saturday (60.4%), followed by Friday (43.9%) and Sunday/Wednesday (41.7%). The least attractive day for program was Monday (27.3%).

Nearly 60% of respondents were unaware that Hampshire Township provides programs for seniors or that the District shares gym space with School District 300 at Gary D. Wright Elementary.

The top reason why residents do not participate in District programs was Lack of Interest (44.7%) followed by Lack of Time (38.9%) and Unfamiliarity with Offerings (33.68%).

In terms of "What is the most important thing for the Park District to focus on?" there were some stark differences in opinion based on the age of respondents. Those who had individuals in their household ages 65 to 74 years preferred to "maintain existing parks and services" most frequently. Those with ages 15 – 18 and 55 – 64 years in the household selected "expand programming" most frequently. Those who were more likely to select "build a new facility" were ages 25 – 34. An indoor walking track was the recreation amenity that residents felt should be the highest priority, at 45.6%.

Below is a list of themes that emerged from the 162 open-ended, qualitative responses that related to either facilities or management of the District:

- Nine respondents (5.5%) were in general support of the growth of the District as the community grows.
- Fifteen respondents (9.2%) mentioned that taxes are currently too high and they are not interested in paying higher taxes for any District initiative.
- Respondents mentioned the construction of a new aquatic facility 13 times (8%).
- Eight comments (4.9%) were made regarding the addition of some type of recreation center (i.e., gyms, turf, fitness, multipurpose space) that would provide a safe place for kids and teens to hang out in a healthy environment.
- The respondents from Pingree Grove made 15 comments regarding their relationship with the District—over one third of all the comments indicated a desire to pay resident rates.

BerryDunn reviews the programmatic themes that emerged from the qualitative responses in the respective Core Programs section (10) later in this report.

3.2 Key Leader Interviews and Focus Groups

As a means to understand community sentiment, BerryDunn interviewed key community leaders in a formal meeting as well as via telephone. Two focus groups were held for community members. One of the focus groups included participants from the neighboring community, Pingree Grove, and the other included exclusively District residents. Feedback related to programs and services is included in this report.

Participants described the District's indoor facility space and the online registration system as weaknesses and opportunities for improvement. The preschool program was identified as a strength

and an asset. Staff were commended for their grant winning success and for their resourcefulness. Participants also appreciated the reasonably priced programs.

Participants were happy with recent changes to the summer camp program, and the variety of opportunities available despite the District's size. They were also quite pleased with the staff's performance, and recognized that the current staff need more support from additional employees. From a communication perspective, one of the focus groups was particularly happy with the District's emails and social media use. Partners such as the Northwest Little League and School District 300 were pleased with their relationship with the District and anticipated opportunities for continued collaboration. Northern Illinois Special Recreation Association has seen more growth in the Hampshire region than other partner regions, and acknowledged the need for more space to provide special recreation services in the District.

In regard to the enhancement of current service levels, participants suggested more teen programming, enhanced senior services, and options other than sports for youth (i.e., languages, art, music, code writing). A common theme throughout the discussions was the need for an indoor recreation center, to provide space for additional programming.

Pingree Grove residents were interested in receiving the District's resident rate on program pricing, which they acknowledged would require annexation. The group of volunteers that runs all of Pingree Grove's community events expressed interest in increased partnership with the District. Consolidation of local government was discussed as a means to collaborate and more efficiently use tax funding; the merging of townships was specifically referenced. One participant suggested the District conduct research on communities who have "grown up well" and then establish a plan that will emulate the communities' success.

4.0 Age Segment Analysis

The age segment analysis reviews the distribution of the program offerings according to the age segments serviced. For the purposes of this assessment, BerryDunn delineated age categories according to the following age structure:

- Early Childhood, ages 0 – 5 years
- Youth, ages 6 – 12 years
- Teen, ages 13 – 18 years
- Adult, ages 18 – 49 years
- Active Adult, ages 55+ years

The Active Adult category age assignment was based upon the current program menu's offering of a few courses that were open to those ages 55 and older (e.g., Hula Dance). The remaining categories were established based upon standard practice; however, in most other communities the adult age categories are broken down even further, into Adults 18 – 54 years, Active Adults 55 – 74 years, and Seniors 75 years and older. Because the District's current programming is not specifically broken out for the Senior age group, BerryDunn used the larger age range for Active Adult.

Table 3 displays the District's 2018 program menu's quantity and percentage of programs offered per season and in total, according to each age segment. BerryDunn developed this information by reviewing the Spring/Summer 2018, Fall/Winter 2019, Winter/Spring 2019, and Summer 2019 program guides. BerryDunn tallied the number of program opportunities geared toward particular age groups for the four seasons. If a program section spanned clearly across two age categories (e.g., ages 8 – 14), BerryDunn counted that section once in the Youth and once in the Teen category. Special Events typically service all ages of participants and were included in the analysis below. The age distribution within program offerings is as follows:

Table 3: Age Segmentation of Programs Offered, by Season

Age Segments of Programs Offered, by Season										
	Spring/Summer 2018		Fall/Winter 2019		Winter/Spring 2019		Summer 2019		Age Segment Total	
	#	%	#	%	#	%	#	%	#	%
0 – 5 Years	27	33.3%	21	29.6%	20	33.3%	33	24.4%	101	29.1%
6 – 12 Years	20	24.7%	28	39.4%	20	33.3%	59	43.7%	127	36.6%
13 – 17 Years	16	19.8%	15	21.1%	13	21.7%	19	14.1%	63	18.2%
18 – 49 Years	5	6.2%	2	2.8%	3	5.0%	13	9.6%	23	6.6%

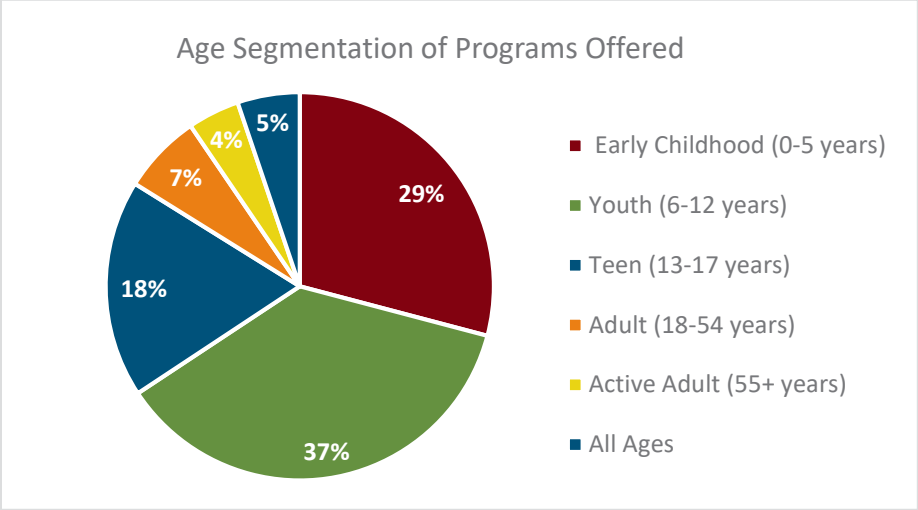
Age Segments of Programs Offered, by Season										
55+ Years	5	6.2%	1	1.4%	1	1.7%	8	5.9%	15	4.3%
All Ages	8	9.9%	4	5.6%	3	5.0%	3	2.2%	18	5.2%
Season Total	81	100.0%	71	100.0%	60	100.0%	135	100.0%	347	100.0%

The age group that had the highest total quantity of programs planned for them was the 6- to 12-year-old children, at 127 (36.6%) of all programs offered. Programs for early childhood youth ages 0 to 5 years was the second-highest total offering, with 101 (29.1%). Active Adults ages 55+ years were the least likely to have programs designed for them, with 4.3% of total programs available.

Seasonally, the quantity of programs offered in the summer 2019 season was the highest at 135. This was due to an influx of summer camp program additions. Winter/spring 2019 had the smallest quantity of programs offered, 60.

The Teen and Active Adults age categories were observed to be "spillover" recreation categories rather than those that were specifically programmed. Throughout the seasons, the Teen programs overlapped the Youth category; for example, "Game Time Basketball" advertised the required ages as 11 – 13 years. This is an important note to keep in mind when reviewing the segmentation analyses in this report. Figure 8 represents the full year's programmatic opportunities by specific age segment:

Figure 8: Age Segmentation of Programs Offered



A typical goal of a public recreation provider is to offer programs for all ages in a manner that balances resident demand with an equitable supply. Figure 8 depicts the programming age segmentation that currently exists. The segmentation review can be used to assess the extent to which each age group is being served. The segmentation does not necessarily need to mirror the community's age demographic segmentation in an exact manner; however, an ongoing goal can be to balance the menu toward a

reflection of the community makeup. The side-by-side comparison of the District's actual population and program offerings in Figure 9 demonstrates the current scenario:

Figure 9: Population vs. Program Menu

Population	Age Category	Programs Offered
26%	**Youth**	84%
44%	**Adult**	7%
30%	**Active Adult**	4%

As the District considers opportunities for program expansion, the figure above can help identify target areas for enhancements, additions, and/or innovations. Extending the programmatic reach to those age segments that have the highest spread between offerings and population is more likely to result in a higher potential of market capture (e.g., Adults, with a current 37 percentage-point difference).

Considering the age demographic data of the community depicted earlier in this report, attention should be given to the growing population of adults over the age of 55. Currently, Hampshire Township provides senior programs for the community. In the future, the demand will likely increase and therefore require additional service provision; the District should continue conversations about coordination and possibly collaboration with Hampshire Township in response to the anticipated aging shift of the population.

5.0 Program Categories

The following is a listing of major program categories that parks and recreation agencies throughout the country commonly provide. This list helps to identify if there are any common program areas not offered by an agency. Most agencies offer a majority of programs. In matching the District's inventory of programs against this master list, nearly half of the program areas, 47.6%, are represented. (Red text represents programs not offered.)

Active Adult
Aquatics
Arts
Before/After School
Biking
Birthday Party Services
Childcare
Cooking
Dance
Day/School Break Camps
Early Childhood
Environmental/Nature
Extreme Sports
Fitness
General Interest
Golf
Gymnastics/Tumbling
Historical Programs
Homeschool
Horseback Riding
Ice Skating/Hockey
Language Arts
Lifelong Learning
Martial Arts
Music
Open Gym
Outdoor Adventure
Pets
Preschool
Running/Walking
Seniors
Special/Community Events
Specialty Camps
Sports
STEM/STEAM
Summer Camp (Day-Long)
Sustainability/Green
Teen
Tennis
Theatre/Acting
Therapeutic Recreation
Trips
Wellness

District staff have defined the categories in Table 4, on the following page, as the core program areas. Table 4 shows the quantity of total programs offered in each of the core program areas according to season, along with the corresponding percentage of the whole, by both program area and season.

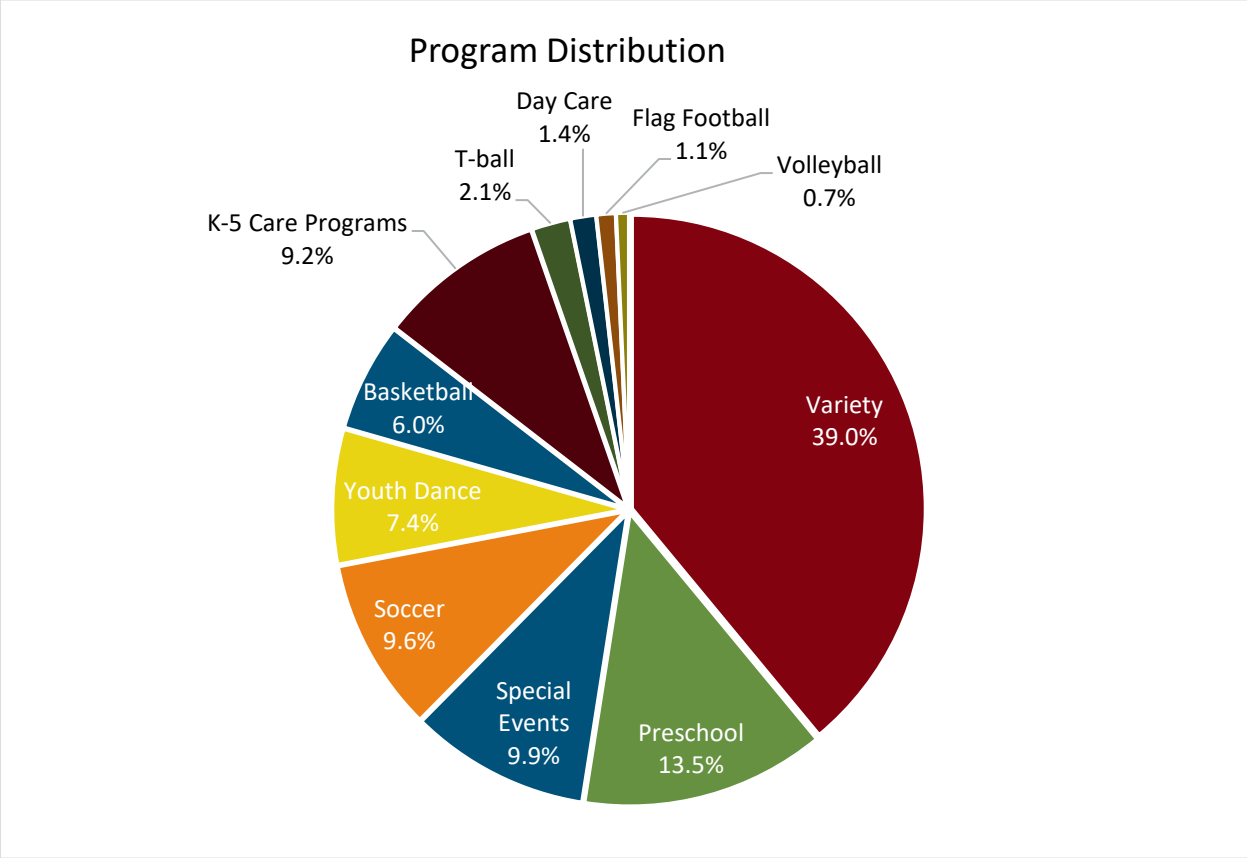
Table 4: Program Types by Season

Program Types by Season										
	Spring/ Summer 2018		Fall 2018/ Winter 2019		Winter/Spring 2019		Summer 2019		Total	
Core Program Area	#	%	#	%	#	%	#	%	#	%
Basketball	0	0.0%	8	12.3%	0	0.0%	9	10.3%	17	6.0%
Day Care	1	1.2%	1	1.5%	1	2.1%	1	1.1%	4	1.4%
Flag Football	0	0.0%	3	4.6%	0	0.0%	0	0.0%	3	1.1%
K-5 Care	11	13.3%	2	3.1%	2	4.3%	11	12.6%	26	9.2%
Preschool	10	12.0%	10	15.4%	10	21.3%	8	9.2%	38	13.5%
Soccer	9	10.8%	9	13.8%	9	19.1%	0	0.0%	27	9.6%
Special Events	8	9.6%	7	10.8%	8	17.0%	5	5.7%	28	9.9%
T-ball	4	4.8%	0	0.0%	0	0.0%	2	2.3%	6	2.1%
Variety	34	41.0%	16	24.6%	13	27.7%	47	54.0%	110	39.0%
Volleyball	0	0.0%	2	3.1%	0	0.0%	0	0.0%	2	0.7%
Youth Dance	6	7.2%	7	10.8%	4	8.5%	4	4.6%	21	7.4%
Total	83	100.0%	65	100.0%	47	100.0%	87	100.0%	282	100.0%

Total programming across the seasons was fairly consistent, with the summer 2019 season showing the highest total quantity of programs (87). Variety programming had the highest total quantity (121), which accounted for nearly half of the total and anywhere from one quarter to two thirds of the program menu of any given season. Conversely, the areas with the lowest quantity of programming were volleyball and flag football, with two (0.7%) and three programs (1.1%) respectively. An important note about the variety category is that larger program areas such as summer camps and other non-core sports were recorded within the category count.

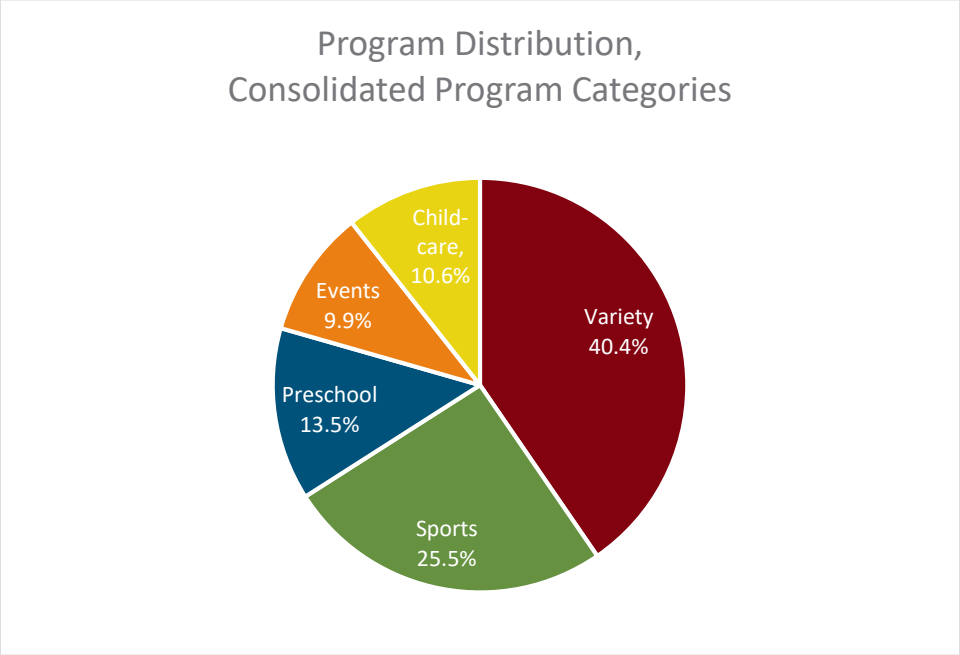
Figure 10 captures the quantity of total programming offered by the District during the year examined and how the programming was distributed across core program area categories.

Figure 10: Program Distribution



Variety comprised a majority of programming, with 39.0% of total programs. When the 11 core programs are consolidated into major program categories, the same data can be visualized as shown in Figure 11 on the following page.

Figure 11: Program Distribution, Consolidated

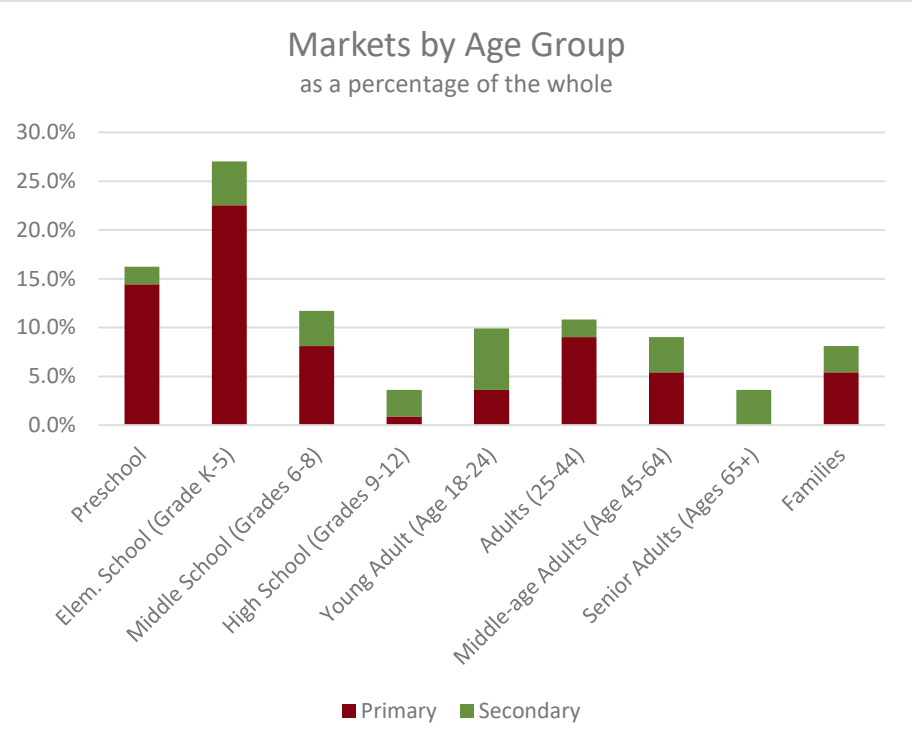


This presentation of the data in a consolidated view allows for categorical analysis. The sports programs that had been counted within variety in the above core program analysis (due to the fact there were no specific categories for ice skating, for example) are now represented within the general sports category in Figure 11. The Variety category remains the primary program area (40.4%); however, when all sports programming is combined, one quarter (25.5%) of the program menu is sports-related.

6.0 Primary and Secondary Markets

To further assess the balance across market segments, District staff assigned the programs within each of the core program areas a designation of primary or secondary market. Intentionality of the programs' reach can be helpful for marketing purposes, as well as to help ensure the program plan is being executed in an equitable manner. Figure 12 illustrates the age segment(s) to which the specific programs cater, as a percentage of all programs (both primary and secondary). The markets utilized for this portion of the assessment are age-based, broken down even further than the earlier age segmentation analysis.

Figure 12: Markets by Age Group



Of the entire program menu, elementary-aged students are the primary market for the most programs—22.5% of the primary market's programming. Preschool children were the primary market for 14.4% of programs, and Adults ages 25 – 44 were the primary market for 9%. Young Adults, Senior Adults, and Middle School Students were the secondary market for the highest percentage of programs, at 6.3%, 3.6%, and 3.6% respectively.

The data suggests that staff's programming intends to reach youth through age 14 and middle-age adults most frequently.

7.0 Life Cycle Analysis

The program assessment included a life cycle analysis of programs selected for review. This type of assessment helps to determine if District staff need to develop new and more innovative programs, reposition programs that are in the decline stage, or continue with the current balance of life cycle stages. BerryDunn based this assessment on staff members' opinions of how their core programs were categorized according to four life cycle stages: introduction, growth, mature, and decline. Table 5 outlines the description of those life cycle stages and the District's percentage of programs within each stage.

Table 5: Life Cycle Stages

Life Cycle Stage	Description	District Percentage
Introduction	Getting a program off the ground, heavy marketing	22%
Growth	Moderate and interested customer base, high demand, not as intense marketing	10%
Mature	Steady and reliable performer, but increased competition	61%
Decline	Decreased registration	7%

Figure 13's pie chart depicts the percentage of programs in each life cycle stage. A healthy balance between the stages is optimal, with a bulk of programs in the growth and mature stages. That is definitely the case for the District, with 71% of programs in the growth and mature stages. The 61% of programs in the mature stage represent a solid base of existing programs that are well established. The potential downside of this is if a number of these programs shift to decline quickly—due to stale experiences, waned interest, or other reasons—staff might be in a repositioning and/or decommissioning phase for a large number of programs simultaneously.

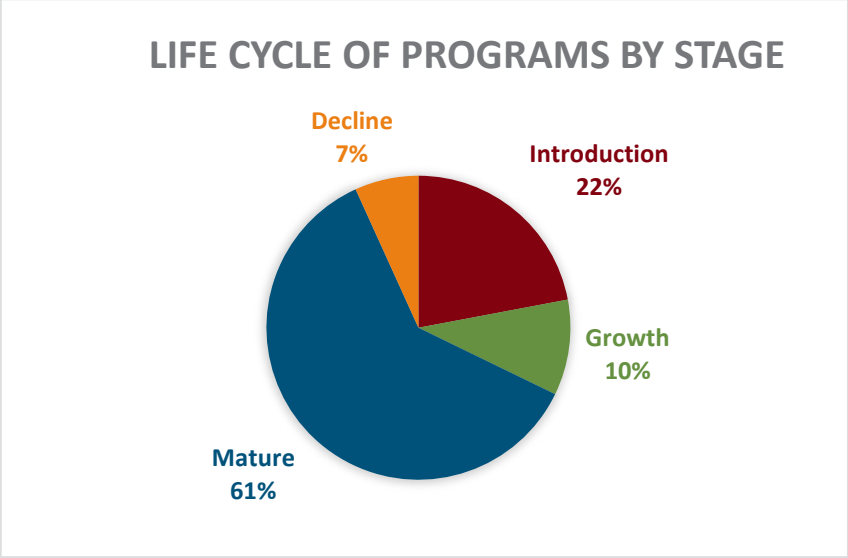
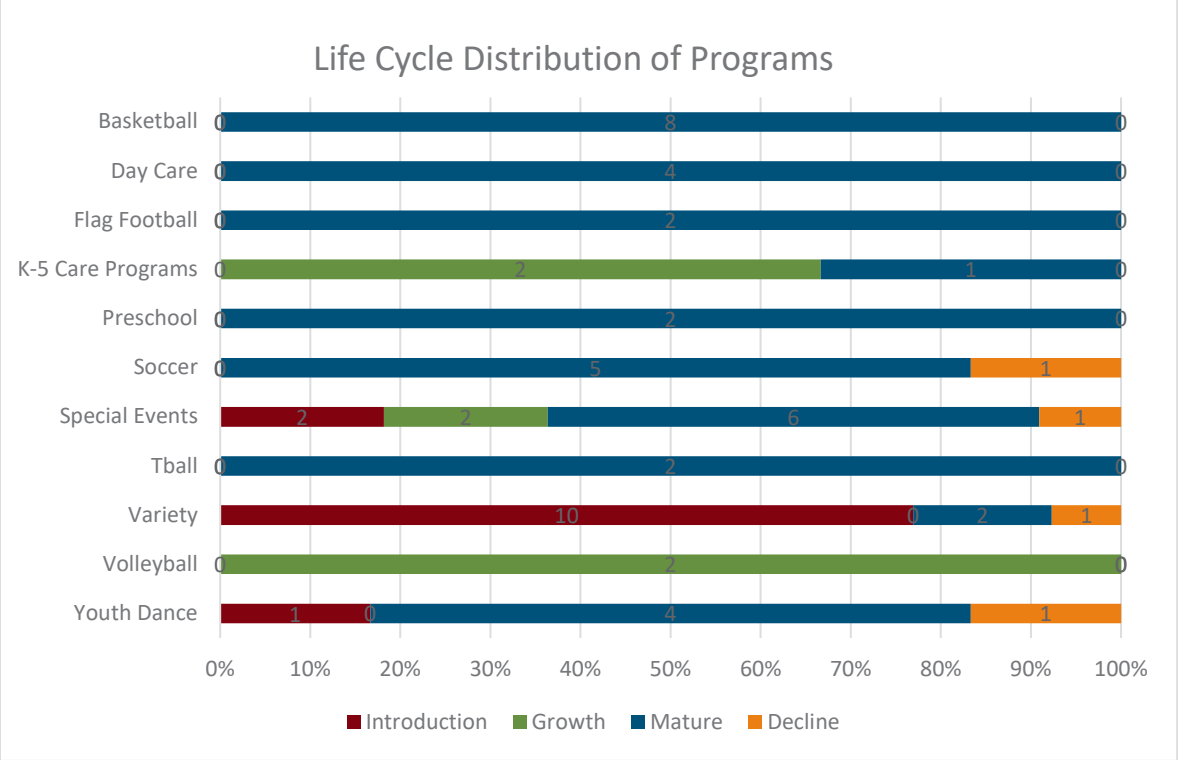


Figure 13: Life Cycle Stages

As a normal part of the planning cycle, there should always be programs in the introduction stage as a means to introduce new and innovative programming. There will typically also be programs in the decline stage, those of which should be given specific attention to either reposition or decommission them. Staff could try to specifically market more of the introductory stage programs, in effort to foster a surge in interest and subsequently push them into the growth stage.

The following chart provides a visual representation of all major program categories and their respective spread of life cycle stages.

Figure 14: Life Cycle Distribution



Individual program areas should strive to have programming that falls into all four life cycle stages, with the majority in the growth and mature stages (green and blue in Figure 14). The program area that displays the most balance is Special Events—it is the only core program area that has programming in all four life cycle stages. Variety displays strength in three of the four stages, not experiencing growth in the newer introductory stage programs yet. Several core program areas demonstrate no programming in introduction or growth stages, which indicates the most potential for either repositioning or decommissioning.

8.0 Outcomes Analysis

Assessment as to how the organizational unit is performing can be accomplished using private-sector drivers, such as revenue. At the same time, a balanced evaluation with both a private-sector and public-sector enterprise mindset should be completed, because park districts also play a role as social service providers. The outcomes analysis uses a quantitative scale to measure qualitative results. BerryDunn asked District staff members to rate their program areas according to five outcome categories, outlined below:

Impact

Key categories—such as repeat customers, participant feedback, and supervisor observations—can measure the extent to which a program is impactful. It could be inferred that a program with participants who choose to re-enroll session after session has a positive impact on the customers. Participant feedback gathered through evaluations and dialogue can help provide measurement to the level of impact. Supervisors can also conduct their own observations by taking note of the participants' attentiveness, smiles, and engaging behaviors.

Execution

A service-based agency can gauge its performance by how well it carries out the service. Execution can be measured through participant feedback data, supervisor observation, and instructor performance. A service can be considered well executed if the service provided fulfills participant expectations, is a well-organized and comprehensive experience, and if the instructor is engaging, inclusive, and effectively imparts knowledge.

Community

Four core questions can assess the extent to which the program area positively impacts the community. Is the community better, safer, or healthier because of the program? Does the program foster community collaboration or partnerships? Does the program serve underserved groups? Would there be a significant community impact if the program went away?

Leverage

Sometimes a program adds value to the agency's comprehensive offerings due to a leveraging effect. The program could positively enhance public relations or it could serve as a feeder into other programs.

Competition

The effect that competition has on service outcomes can be measured by the quantity of providers within a 20-minute drive. A high supply can be considered positive due to the community's increased quantity of choices in service providers; conversely, excess competition can mean that the agency needs to either find its niche or perhaps remove itself from that service provision. An agency can use competition to influence pricing outcomes. Price comparisons against the local competition can help

ensure the price points remain affordable for the community. Price comparisons can also help ensure the program "stays in the market," as prices that are too low could imply low value.

District staff reviewed the five outcome categories to assess their core program areas. Staff reviewed each outcome measure using a four-point scale, with one being the least effective and four being the most effective. Table 6 below shows ratings summarized into the five outcome categories; Figure 22 in Appendix B provides the detailed outcomes information by outcome indicators and program areas.

Table 6: Outcomes Summary

Outcomes						
	Impact	Execution	Community	Leverage	Competition	Average
Basketball	4.0	3.8	3.8	3.7	3.3	**3.7**
Day Care	3.9	4.0	3.8	4.0	3.7	**3.9**
Flag Football	4.0	3.7	3.5	4.0	3.0	**3.6**
K-5 Care Programs	3.6	3.7	3.3	2.8	3.3	**3.3**
Preschool	4.0	4.0	3.8	4.0	4.0	**4.0**
Soccer	3.9	4.0	3.8	4.0	3.9	**3.9**
Special Events	3.8	3.4	3.3	2.1	3.1	**3.2**
T-ball	4.0	4.0	3.5	3.5	3.0	**3.6**
Variety	2.5	2.6	2.8	2.3	2.6	**2.6**
Volleyball	4.0	3.8	4.0	3.5	3.3	**3.7**
Youth Dance	3.8	3.9	3.7	3.9	3.0	**3.7**
Average	**3.8**	**3.7**	**3.6**	**3.4**	**3.3**	**3.6**

Overall, staff ranked impact as the most effective outcome areas, with a score of 3.8. The lowest-scoring area was competition (3.3). Staff deemed day care, preschool, soccer, and T-ball the most successful at execution, earning perfect fours. The most impactful program areas were basketball, flag football, preschool, T-ball, and volleyball, and the best community outcomes were observed in day care, preschool, soccer, and T-ball. Volleyball scored high in leverage, and competitive advantage was observed in day care, flag football, preschool, and soccer. Preschool was the highest-scoring program area in all five outcomes categories and overall (3.96). Day care and soccer were the second-highest scoring areas, both with a score of 3.9. At 2.6, variety was the lowest-scoring program area.

The individual indicators within each outcome category (see Appendix B) all averaged a score of 2.9 or higher. Five of the 15 individual indicators averaged a top score of 3.8, which included participant feedback, supervisor observations, instructor performance, and responses to the statements "the community is better because of the program," and "the program enhances public relations." The two

individual indicators that scored the lowest were the number of similar providers within 20 minutes (2.9) and the program serves as a feeder into other programs (3.1).

Based on these results, the District should consider a focus its role in the realm of competition. Monitoring that the program offerings are priced reasonably in comparison to other suppliers, proper marketplace position, and the supply of similar providers within 20 minutes will help the District maintain a strong position in the marketplace and can inform future program menu decisions. The District should also examine the areas that scored the highest: Those that scored 3.7 or higher are doing well in their corresponding outcome categories and individual indicators, and can be modeled for success in other areas. For example, what is it that the preschool program area is doing so well (3.96) that variety (2.6) can learn from, emulate, or adopt?

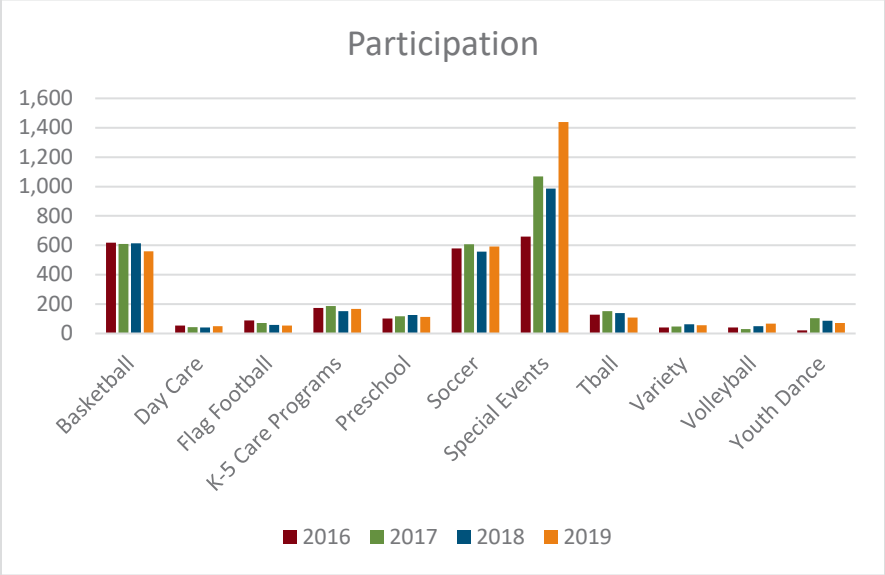
9.0 Program Performance

An organization can measure the extent to which its programs perform well by reviewing participation and finances. These indicators are examined in relation to changes over time, changes in quantity, and at times in relation to each other.

9.1 Participation

Total registration into the District's programs was 3,277 in 2019. This number was slightly higher than the 2017 total of 3,036 and the highest of all four years examined. Figure 15 provides registration data by program area year. Note that the figures for the special events program area only include registration-based events.

Figure 15: Participation by Program Area



Special events, soccer, and basketball experienced the most enrollments in 2019.

9.2 Financial Review

The District's recreation fund balance was $491,239 at the end of FY 2019. This is a solid figure, and allows for the coverage of funding needs such as unexpected budget impacts, emergencies, deferred maintenance, and/or capital purchases. Four of the past five budget seasons have resulted in a positive net recreation fund performance. The fund's balance was minimally impacted by year's loss, -$14,594 in FY2018.

Table 7: Recreation Fund Performance

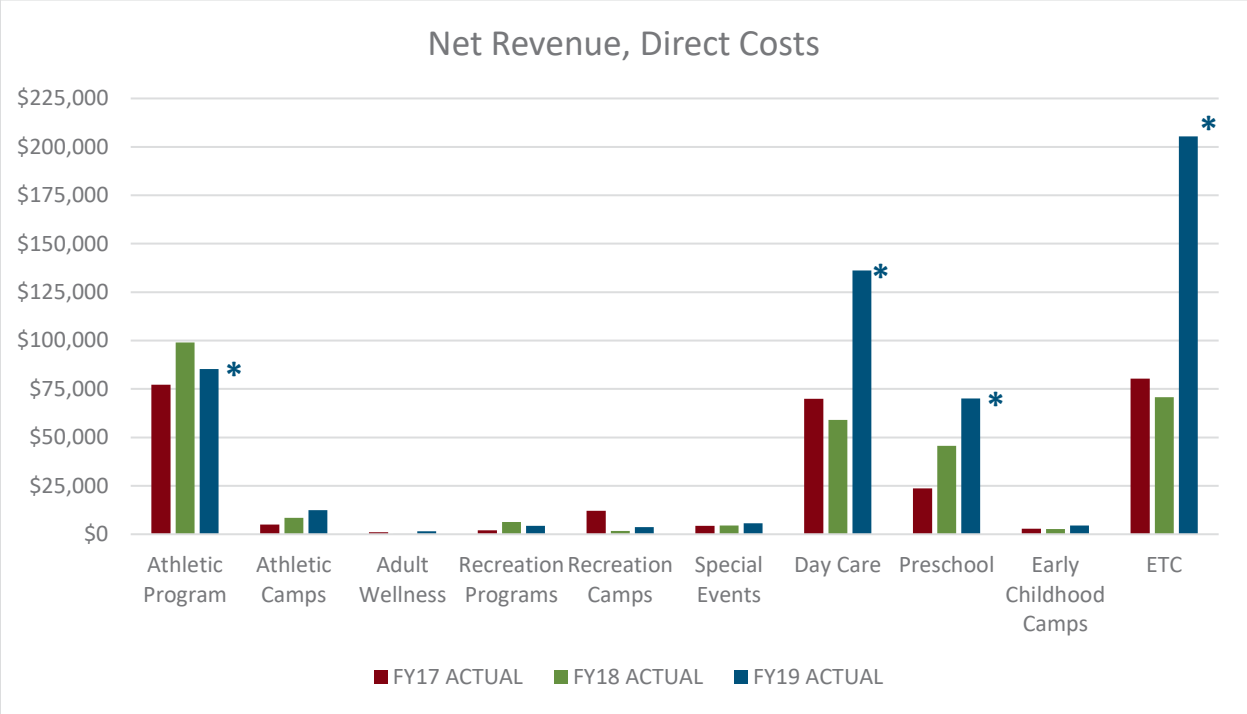
Recreation Fund Performance					
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Revenue	$760,259	$967,193	$1,012,552	$1,050,793	$1,161,201
Expense	$727,367	$796,372	$935,559	$1,065,206	$1,033,940
Net Revenue	$32,892	$170,821	$76,993	($14,413)	$127,261
Fund Balance	$116,244	$287,065	$364,214	$349,812	$477,073

It is important to note that the fund performance shown in Figure XX depicts the fiscal year's financial results *after* recreation fund transfers were made to other District funds. The transfers help pay for both facility debt and capital projects. In the example of 2018, the negative year-end fund balance was due to a transfer payment to the capital fund for park improvements. Transfers like these have occurred throughout the years depicted, to finance the buildings recreation programs are housed in as well as the District's ongoing capital improvement projects.

The remaining portions of financial review conducted in this recreation assessment is selective in nature; BerryDunn assessed each core program's direct revenue and expenses for fiscal years 2017 – 2019. User fees generate revenue for each core program area; costs for instructors, supplies, and/or vendor fees (e.g., tickets) account for the expenses. Indirect expenses—such as administrative salaries, utilities, and capital expenses—are not included in the program assessment.

The net revenue metric provides insight into how effectively the District is managing the program's finances. The metric also simultaneously allows analysis of fiscal success across program areas on an equal basis. Figure 16 displays each core program area's net revenue totals—based on direct costs—for three years.

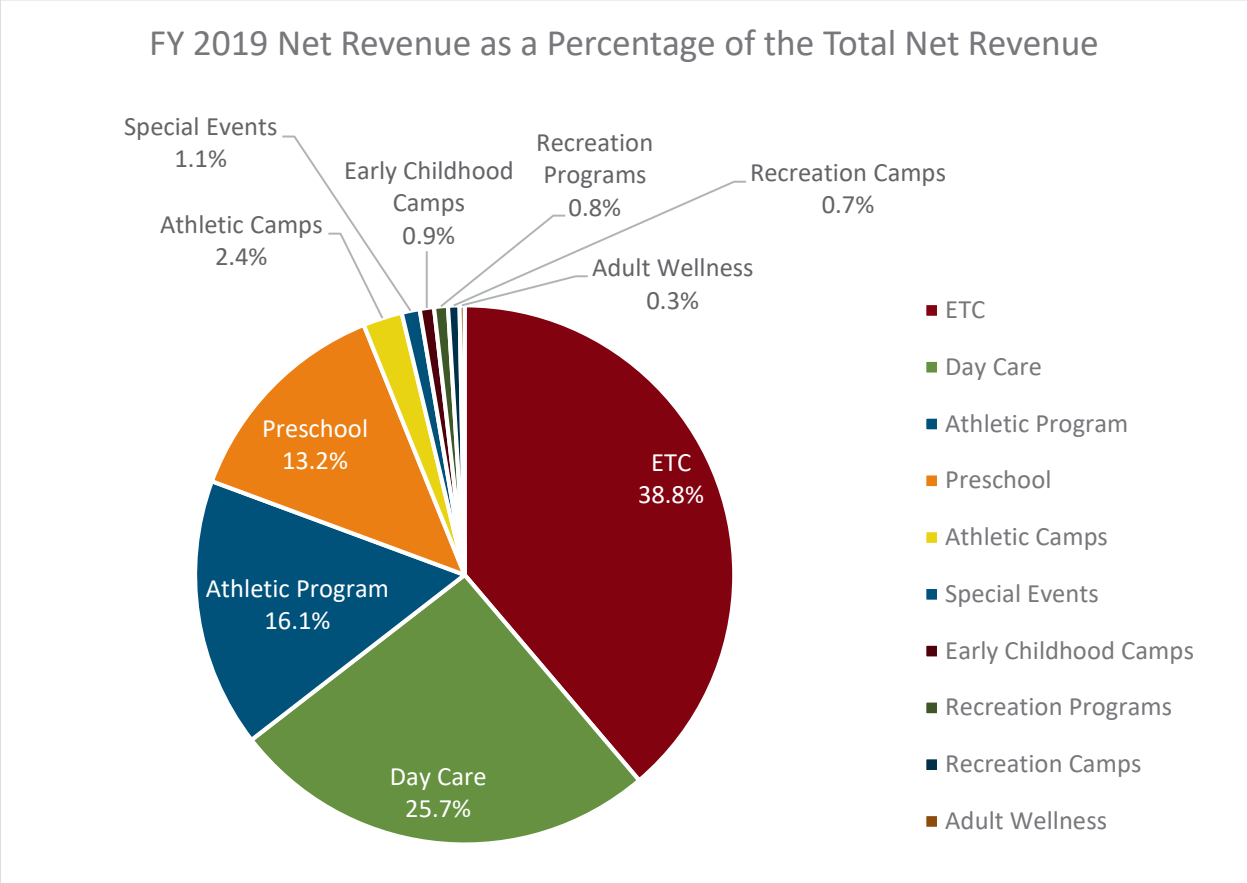
Figure 16: Net Revenue, Direct Costs Only



Athletic camps, special events, day care, preschool, early childhood camps, and ETC all experienced a positive increase in net revenue across the three fiscal years examined (2017 – 2019). Athletic programs, adult wellness, recreation programs, and recreation camps have fluctuated between the years.

Figure 17 depicts each core program's 2019 net revenue performance as a percentage of total net revenue.

Figure 17: Net Revenue as a Percentage of Total Net Revenue



ETC accounted for the largest percentage of total net revenue, 38.8%. Childcare-based programming accounted for over three quarters of all net revenue—77.7%. Specifically, half of the childcare total was ETC (38.8%) and the other half were day care and preschool combined (38.9%). Athletic programs accounted for 18.5% of net revenue. It is important to remember these figures are based on direct costs to provide the program, not indirect costs such as supervisory level salaries.

All program areas experienced at least 100% recovery of direct costs, which signifies they recouped 100% or more of the direct expenses to run the program. Full cost recovery analysis includes indirect costs into the equation; for basic comparative purposes, Table 8 provides the 2019 direct cost recovery percentages:

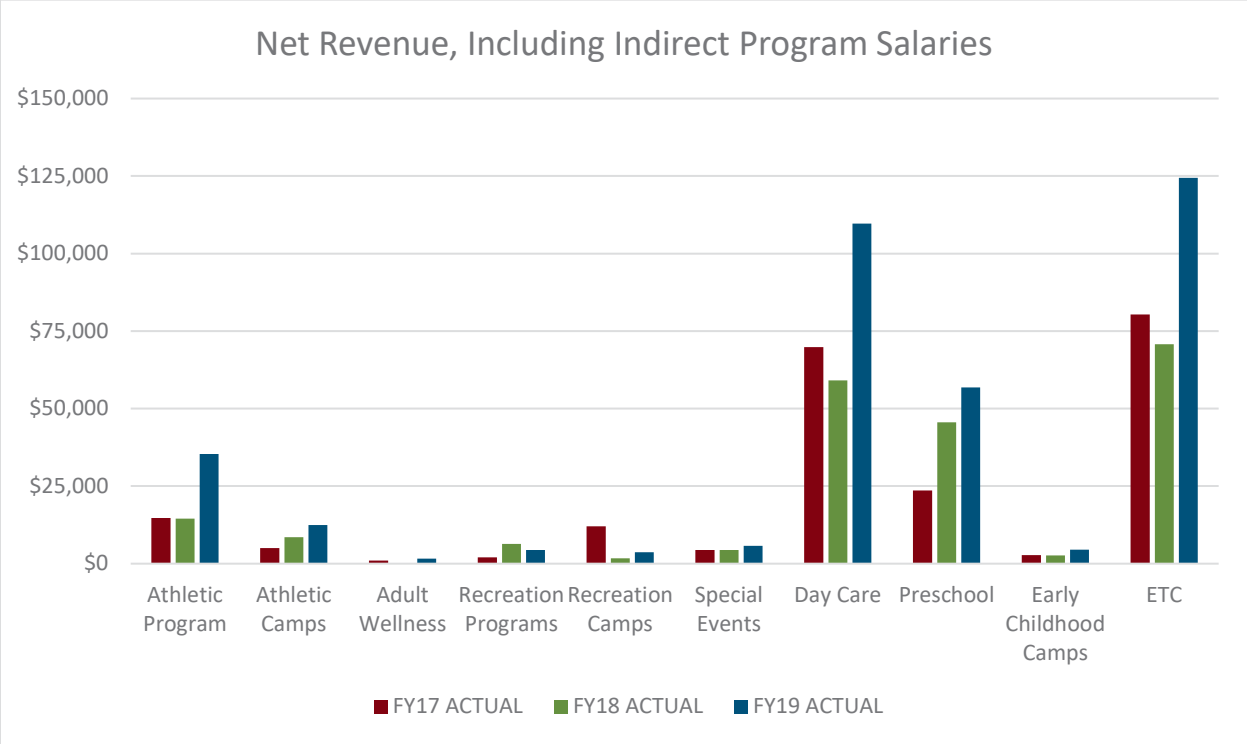
Table 8: Recovery of Direct Costs

ETC	Early Childhood Camps	Athletic Program	Adult Wellness	Daycare	Recreation Camps	Preschool	Special Events	Recreation Programs	Athletic Camps
467.5%	435.6%	274.6%	178.9%	154.9%	149.8%	145.7%	144.9%	130.7%	126.1%

To analyze the fiscal success of the District as a whole, a comprehensive cost recovery analysis could be conducted as a future initiative. The results would provide insight into the extent to which the District is subsidizing any/all of the program areas.

The asterisks in Figure 16 reference the program areas that either require full time supervisory staff per state licensing obligations or warrant a full time supervisor that directly oversees that single program area. The fiscal performance in those four areas—athletic programs, day care, preschool, and ETC–must support the indirect cost of those supervisory personnel. When the indirect supervisory expenses are included in the analysis, the fiscal performance is as follows:

Figure 18: Net Revenue, Including Indirect Program Salaries



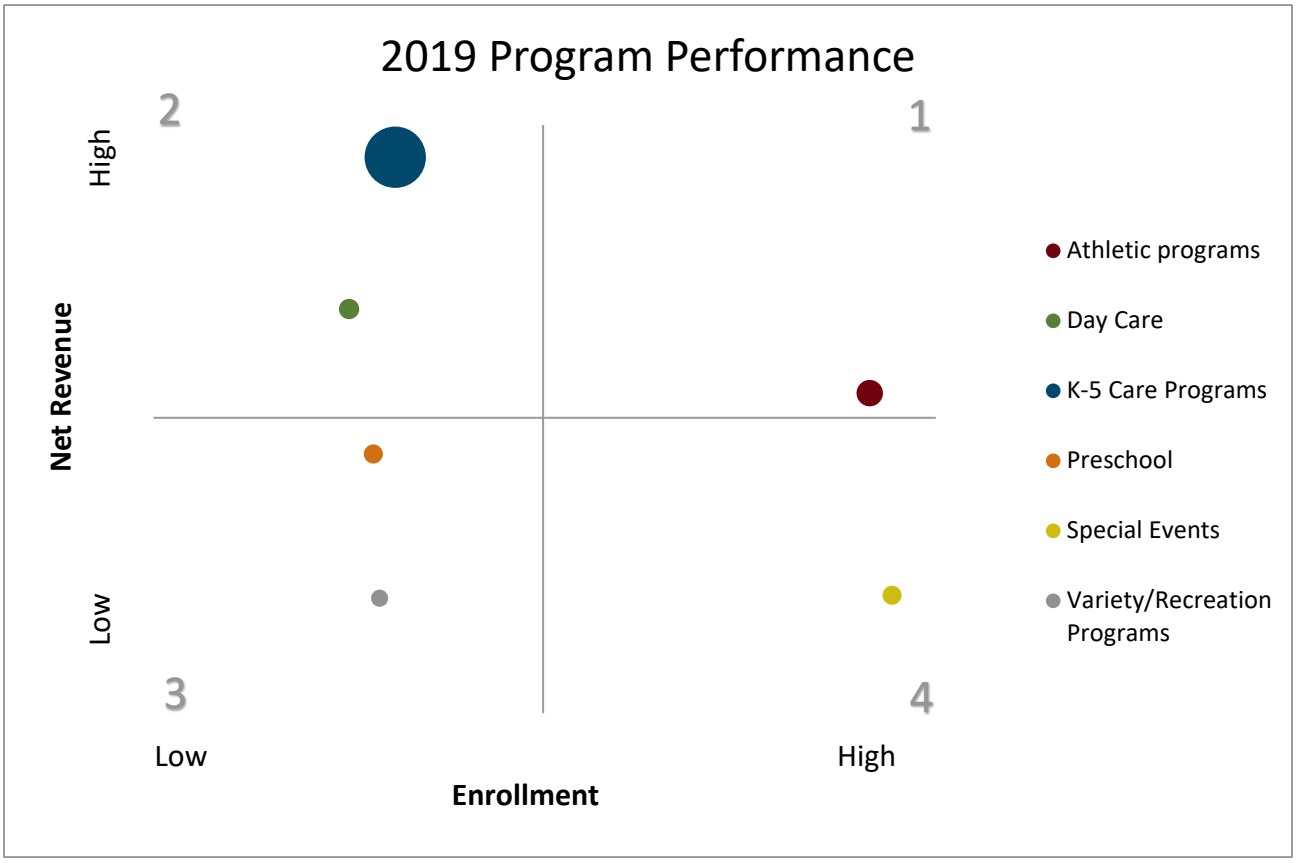
The positive fiscal performance of each individual program area must also cover the indirect costs of a program supervisor position, a portion of the Executive Director position, and other recreation-related administrative expenses. As depicted in Figure 18, the recreation fund's performance has been able to support these indirect costs.

9.3 Performance Matrix

When reviewing an entire recreation district's program plan, the district's comprehensive performance can be measured by two key indicators: participation and revenue. A visual way in which to conduct this review is in a matrix format, where both participation and revenue are considered on a high/low scale.

The following graphic is a visual depiction of where the District's main program areas fall in relation to each other.

Figure 19: 2018 Program Performance Matrix



The axes represent the mid-line of the actual revenue and participant range. Programs in quadrant one are the star performers in both net revenue and enrollment. Programs in quadrant two are high financial performers despite the fact that registration numbers might be lower. Programs in quadrant three are low in both participation and revenue. Programs in quadrant four might break even or lose money, but they have a high participation rate.

The size of each dot represents the cost recovery percentage per program area, based on direct costs only. For example, the orange preschool dot represents the fact that preschool had a 145.7% cost recovery rate. The burgundy athletic programs dot represents a cost recovery rate of 201.3%; therefore, the burgundy dot is larger than the orange dot. The program areas had different enrollment numbers (112 and 1,381 respectively) and net revenue ($70,103 and $97,834 respectively); therefore, the dots land in opposite quadrants, three and one. Comparatively, preschool had low enrollment and low revenue, and athletics had high enrollment and high revenue.

Review of the District's program plan in this way offers the opportunity to consider:

- Alignment with the District's mission
- Actual versus desired quadrant location
- Growth opportunities
- Where to invest, discontinue, or develop

Location on the program performance matrix is not inherently "bad" or "good"; whether the location on the map aligns with the District's mission is the pivotal question. For example, the special events program category had one of the lowest net revenue totals; however, participation is higher than two other program categories with low net revenue. Generally, a community-based recreation district should have program categories that sit in quadrant four, such as special events.

The programs that land in quadrant three should receive the most attention and further inspection. The following questions should guide a more in-depth analysis of quadrant three programs:

- Are expenses managed efficiently?
- Are price points appropriate?
- How much time, effort, and money are invested to make these programs run?
- Are the programs filling an otherwise unmet community need?
- What would the impact be without the program?

10.0 Core Programs

The following section provides specific detail about the core program areas and services offered by the District. District staff have defined core program areas as basketball, day care, flag football, K-5 Care programs (ETC), preschool, soccer, special events, T-ball, variety, volleyball, and youth dance.

10.1 Basketball

The basketball program offers five levels of basketball play, from Pre-K to eighth grade. Bitty Basketball and Small Shots are co-ed, Junior splits into boys and girls teams, and fifth- through eighth-grade teams are for boys only. The younger levels are offered in two separate sessions, while the fifth- through eighth-grade teams are offered in one long winter session. The average number of participants per season is approximately 65 for the younger levels and 35 for the older levels.

The impact to community outcome scored a perfect four. Execution's overall score suffered a bit by a lower instructor performance rating, which is likely due to the difficulties associated with finding high-quality volunteer coaches. The program area does not serve underserved groups as well as it could; one way to rectify that would be to offer some variation of recreational basketball play for older girls. The competitive advantages identified by staff were the program's reduced time commitment as compared to other local programs and less travel for games. All levels were identified as being in the mature life cycle stage.

Basketball gleaned the highest participation levels in sports, with approximately 600 participants per year.

10.2 Day Care

As the only non-home day care in the Hampshire/Pingree Grove area, Little People Playtime Day Care is helping to fill a void in the community. The day care offers care for infants, toddlers, two-year-olds, and three and up age categories. Licensed by the Illinois Department of Children and Family Services, day care serves an average of 50 participants per year and serves as a feeder into the preschool program.

All levels of care were determined to be in the mature life cycle stage. Impact, execution, and leverage outcome scores assigned by staff were excellent. A connection to the community through collaborations and/or partnership efforts could enhance the otherwise-perfect community outcome score.

10.3 Flag Football

The flag football program serves approximately 25 – 30 5- to 10-year-olds each season. The section offered to 11- to 13-year-olds has been in decline and has had a difficult time garnering enough participants to hold the program.

The impact and leverage outcomes scores were perfect fours, and overall the program area scored a 3.6. Overall, registration has been dwindling over the three years examined—from 89 in 2016 to 55 in 2019.

10.4 K-5 Care Programs

The K-5 care programs area includes before- and after-school care, care for days off from school, and summer day camp. An average of 140 participants utilize extended care, 25 in camp, and 10 in days off from school.

While extended care has been a mature, stable service to the community, summer camp and days off have been in the growth life cycle stage. Recent changes to the activities and field trips held during summer camp has been an attractive feature for participants and parents alike and will likely foster even more growth. The program area has not been leveraged as a feeder into other programs, which is a huge opportunity for strengthening. Cross-promotion to existing participants can foster more participation in programs outside of the care.

10.5 Preschool

Little People Playtime Preschool offers nine-month preschool programs for youth ages two to five years old. The Little Learner program is for two- and three-year-olds; the Pre-K program is for four- and five-year-olds who have not yet been in formal school. The average number of participants served in these programs is 68 and 51, respectively.

The staff rated nearly every outcome area a perfect four; the only outcome indicator that scored a three was "the program is a community collaboration or partnership." Staff deemed impact, execution, leverage, and competition as excellent. The high-quality program is quite valued by the community; the focus groups referred to the program with high regard.

Community survey respondents suggested adding more introductory classes and playgroups for preschool-aged children. Seven (8%) of the open-ended program suggestion question referred to examples such as arts/crafts nights (with parent), gymnastics, play groups, story time (due to library programs often being full), introduction to sports, clubs, and nature programs.

10.6 Soccer

The youth soccer program serves participants in levels U4 – U14, and an average of 300 participants per season—spring and fall. The lower levels, U4 through U8 are co-ed; the remaining upper levels are divided into girls and boys teams.

The soccer program is designed to be an introductory, skill development based experience in a learning environment. The younger teams' games are all held within the District; half of the older teams' games are held locally and the other half are held in three neighboring communities. The position in the market as the recreation-based provider is strong, with minimal similar providers nearby and excellent pricing. The positive impact on participants, successful execution, and service leverage garnered high outcomes scores from staff.

Annual participation rates totaled 592 in 2019, and peaked at 607 in 2017.

10.7 Special Events

A variety of special events are held throughout the year, from holiday celebrations to 5K and 10K races. The events average anywhere from 20 participants for smaller, registration-based experiences to 300 participants at large community-wide events.

The Trunk or Treat Fest received high outcomes scores from staff, as did the Coon Creek Classic 2K/10K. Easter Bunny Home Visits typically reach a smaller group—about 30 participants—yet the outcomes scores are also particularly high. The special events with the largest reach include Trunk or Treat Fest (350), Music Under the Oaks (300), Easter Egg Hung (250), and Coon Creek Classic 2K/10K (200). The recent Goatober Fest demonstrates the willingness of staff to try new and trending activities.

The staff indicated that the events did not serve as feeders into other programs. However, special events can serve as prime opportunities to market the District's other offerings and encourage participation in new experiences. Every event should have a table with registration information and posters that specifically display a call to action to register for the latest/newest/upcoming targeted program.

Five respondents (5.7%) to the community survey question about programming suggested additional family events, including: a fishing derby, family game night, Mom & Son Dance, Dad & Daughter Dance, movie nights, concerts, and festivals. Staff indicated that they do hold several of the suggested events; the results indicate that the public either wants more or is unaware of the current event menu.

10.8 T-ball

The T-ball program offers an introduction into the sports of baseball and softball for youth ages three to six years old. An average of 25 to 30 children participate in T-ball each group, each season. From a life cycle perspective, T-ball is in the mature stage. Impact and execution received perfect scores of four; competition was its lowest-scoring outcomes category with an average score of three. The local Little League affiliate group has a strong partnership with the District; the District's T-ball program serves as a feeder into that group's service offering.

10.9 Variety

Variety serves as a catchall category for programs within genres of theatre, fitness, adult sports, and others. Examples of theatre courses are Show Choir and Theater & Audition. Fitness classes such as Yoga and MixxedFit and adult sports such as Adult Softball, Sand Volleyball, and Cup in Hand Kickball provide adults with active opportunities. Additional examples of variety programs include Horseback Riding, Martial Arts, Ice Skating, Pickleball, and Adult Dance.

The programs within variety had varying scores within each of the outcomes categories. Ice Skating, Sand Volleyball, and Pickleball received lower scores throughout the categories, whereas Horseback Riding, Yoga, MixxedFit, Cup in Hand Kickball, and Adult Softball received higher scores. Overall, variety

was the lowest-scoring program area, which is likely due to the new nature of so many of the individual programs. The target markets for the variety programs reach into every age segment. A majority of the variety programs (77%) are in the introduction life cycle stage, two are mature, and one is in decline. This bodes well for future growth; continued work by the District staff to grow and establish the programs is encouraged.

As the variety core program area evolves, BerryDunn suggests expanding the area to include some of the interests expressed in the community needs survey. Of the 87 respondents to the open-ended program suggestions section, 25.2% mentioned expanded programming for adults. Specific ideas included: Parent's Night Out babysitting, computer classes (e.g., software and coding), dance (e.g., ballroom and other), cooking, game nights, Bingo, gardening, men's group, swimming, trips (e.g., dinner and a play, wine tasting), dog training, crafts (e.g., knitting, paint night with wine, sewing), golf and more recreational athletic leagues (e.g., pickleball, kickball, co-ed softball, volleyball, sand volleyball, basketball). Eleven respondents (12.6%) suggested additional programs for seniors, including: a dedicated senior center, access to a pool table, fitness classes (e.g., Silver Sneakers), cards, board games, Bingo, trips, travel, computer classes, general interest, and intergenerational programming. Ten respondents (11.4%) asked for more fitness offerings including low-impact aerobics, Barre classes, Pilates, yoga, boxing, tai chi, and health/wellness speakers and classes. Eight respondents (9.2%) suggested that the District add walking and/or running clubs or programs and add running events. Seven respondents (8%) suggested teen programming ideas, including: a teen center, E-Sports, trips, dances, open mic nights, intramurals, ultimate Frisbee, Frisbee golf, and flag football.

10.10 Volleyball

Volleyball is offered for girls during the fall/winter season and averages approximately 30 participants within each of two sessions. The program scored high in the outcomes assessment, with an overall score of 3.7. Impact and community outcomes received perfect four scores; competition was the lowest scoring area with a 3.3 assignment by staff. Competitive advantages of the District's program is that it is cheaper and less of a time commitment for participants than programs offered by other local providers. Staff noted that Volleyball is in the growth life cycle stage; participation increased from 40 participants in 2016 to 66 in 2019.

10.11 Youth Dance

The youth dance program area offers six different dance classes; the average number of participants is three to eight. The program area experienced an upswing in participation when the District collaborated with a local provider, Lisa's School of Dance, to serve as contractual service provider. The classes target early childhood and elementary school aged youth, ages two to nine. Two thirds of the classes are in the mature life cycle stage, one is in decline, and one in introduction. To encourage growth in the program area, the introduction of new class types is encouraged. The execution and leverage outcomes of the youth dance program area scored highest (3.9), while the competition outcome was the lowest-scoring (3.0).

11.0 Sports and Leisure Market Potential

BerryDunn used the Sports and Leisure Market Potential Report, created by ESRI, to measure the likelihood of the District population to participate in recreational activities. The report interprets the data collected by Growth for Knowledge Mediamark Research and Intelligence, LLC (GfK MRI) in a nationally representative survey of U.S. households.

The data measures the national propensity to use various products and services, and then applies it to the specific geographic location of the District. A Market Potential Index (MPI), assigned to each item, measures the relative likelihood of the adults in the specified area to exhibit certain consumer behavior compared to adults elsewhere in the United States. An MPI of 100 represents the U.S. average. The top active recreational activities District residents will likely participate in (based on an MPI over 100) include:

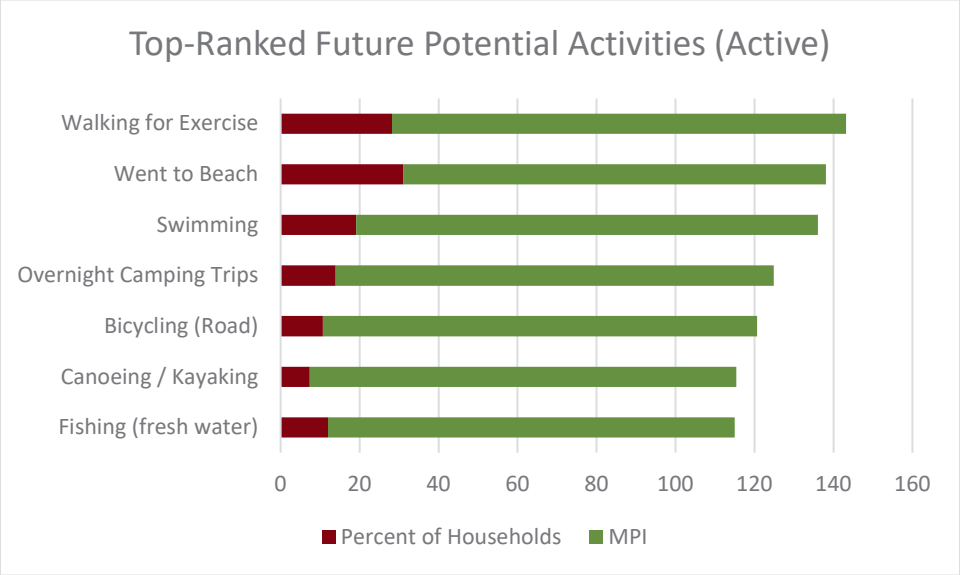
Table 9: Active Recreational Activities

ACTIVE Recreational Activity	Adults/Households		MPI
Participated in horseback riding in last 12 months	237	3.3%	142
Participated in target shooting in last 12 months	416	5.8%	133
Participated in boating (power) in last 12 months	416	5.8%	123
Participated in swimming in last 12 months	1,368	19.1%	117
Participated in walking for exercise in last 12 months	2,023	28.2%	115
Participated in motorcycling in last 12 months	247	3.4%	112
Went on overnight camping trip in last 12 months	993	13.9%	111
Participated in bicycling (road) in last 12 months	769	10.7%	110
Participated in hunting with rifle in last 12 months	331	4.6%	109
Participated in canoeing/kayaking in last 12 months	528	7.4%	108
Participated in fishing (salt water) in last 12 months	304	4.2%	108
Went to beach in last 12 months	2,231	31.1%	107
Participated in backpacking in last 12 months	262	3.7%	107
Participated in aerobics in last 12 months	572	8.0%	105
Participated in fishing (fresh water) in last 12 months	858	12.0%	103
Participated in bowling in last 12 months	654	9.1%	103
Participated in hunting with shotgun in last 12 months	249	3.5%	103
Participated in golf in last 12 months	606	8.5%	102

ACTIVE Recreational Activity	Adults/Households		MPI
Participated in hiking in last 12 months	888	12.4%	101
Participated in weight lifting in last 12 months	748	10.4%	101
Visited an indoor water park in last 12 months	248	3.5%	99
Participated in Frisbee in last 12 months	276	3.8%	97
Participated in ice skating in last 12 months	194	2.7%	94
Participated in archery in last 12 months	185	2.6%	94
Participated in ping pong in last 12 months	261	3.6%	93
Participated in volleyball in last 12 months	232	3.2%	93
Participated in softball in last 12 months	189	2.6%	93
Participated in baseball in last 12 months	263	3.7%	92
Participated in Zumba in last 12 months	217	3.0%	92
Participated in Pilates in last 12 months	164	2.3%	92
Participated in jogging/running in last 12 months	833	11.6%	91
Participated in skiing (downhill) in last 12 months	180	2.5%	91
Participated in yoga in last 12 months	522	7.3%	90
Participated in football in last 12 months	299	4.2%	89
Danced/went dancing in last 12 months	444	6.2%	86
Visited a theme park in last 12 months	1,133	15.8%	84
Participated in basketball in last 12 months	455	6.3%	79
Participated in soccer in last 12 months	227	3.2%	79
Participated in bicycling (mountain) in last 12 months	235	3.3%	78
Participated in tennis in last 12 months	174	2.4%	70

Twenty active activities scored over 100 MPI; most communities have scores over 100 for 31 activities, on average. This indicates moderate opportunity for future program growth. Seven activities to give particular attention to are: **walking for exercise, going to the beach, swimming, overnight camping trips, road bicycling, canoeing/kayaking,** and **fishing (fresh water)**. These seven activities ranked highest in both percentage of expected adults and MPI top-15 individual rating analyses and are therefore the top potential active activities for growth. Figure 20 depicts the activities with the highest combined rating of percentage of expected adults and MPI.

Figure 20: Top Active Recreational Activities



All seven top-scoring activities can generally be identified as outdoor recreational experiences, and therefore outdoor programming in general would likely be a high priority for a large percentage of the population. The highest number and percentage of households participated in walking for exercise; indoor and outdoor walking opportunities would likely be well received and successful in the District. Future program considerations should include the programs with the highest percentage of household and MPI measurements, therefore additional activities to consider include **horseback riding, target shooting,** and **boating** (i.e., boater safety courses). Horseback riding scored a 142 MPI, which is very high. Despite the relatively low percentage of anticipated households, the rationale for the high MPI is likely the amount of money spent on horse maintenance in the area.

In addition to monitoring the top active recreation trends, attention should also be given to passive recreation trends. The market potential for passive activities is interesting in that 24 activities scored over 100, 12 less than a national benchmark average (36) for passive activities. The active and passive results allude to the fact that District residents are interested in recreational endeavors, but perhaps not as exponentially high of a rate as other U.S. communities.

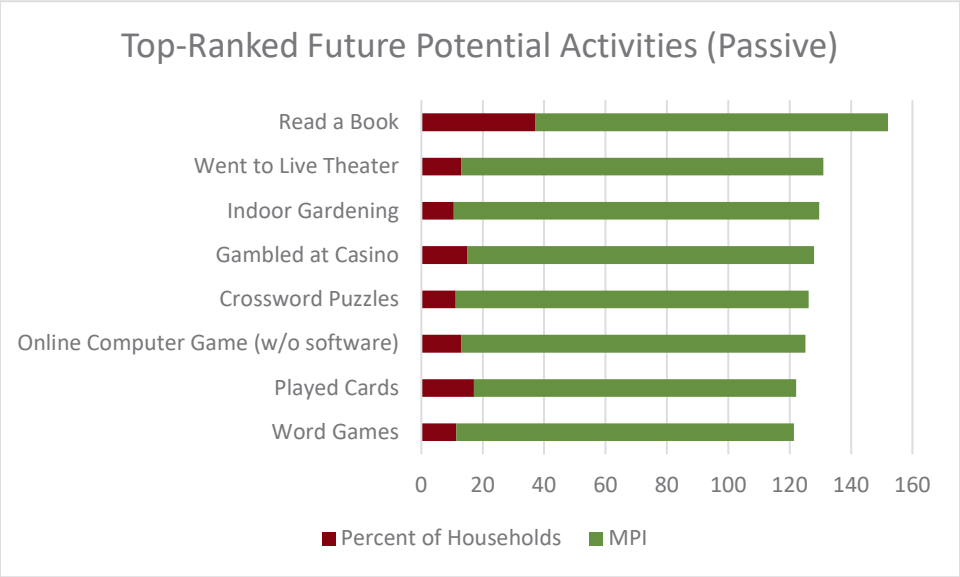
Table 10: Passive Recreational Activities

PASSIVE Recreational Activity	Adults/Households		MPI
Participated in tailgating in last 12 months	3,016	6.0%	130
Attend sports events	10,513	21.1%	125
Went to live theater in last 12 months	7,246	14.5%	125
Played board game in last 12 months	9,108	18.2%	124
Attended rock music performance in last 12 months	5,819	11.7%	124
Listened to/purchased audiobook in last 6 months	3,285	6.6%	122
Did photo album/scrapbooking in last 12 months	2,674	5.4%	120
Attended dance performance in last 12 months	2,512	5.0%	119
Attended classical music/opera performance/12 months	2,234	4.5%	119
Went to zoo in last 12 months	7,504	15.0%	118
Participated in fantasy sports league in last 12 months	2,837	5.7%	117
Read book in last 12 months	19,470	39.0%	115
Did baking in last 12 months	13,387	26.8%	115
Cooked for fun in last 12 months	12,527	25.1%	115
Went to museum in last 12 months	7,452	14.9%	115
Did photography in last 12 months	5,959	11.9%	115
Attended adult education course in last 12 months	4,441	8.9%	114
Participated in book club in last 12 months	1,677	3.4%	114
Played cards in last 12 months	9,061	18.1%	113
Played video/electronic game (portable) in last 12 months	2,917	5.8%	113
Participated in trivia games in last 12 months	3,733	7.5%	112
Attended a movie in last 6 months	33,089	66.3%	111
Attended country music performance in last 12 months	3,634	7.3%	111
Did Sudoku puzzle in last 12 months	4,288	8.6%	109
Attended auto show in last 12 months	3,205	6.4%	109
Gambled at casino in last 12 months	6,984	14.0%	108
Went to art gallery in last 12 months	4,279	8.6%	108
Played computer game (offline w/software)/12 months	3,577	7.2%	108

PASSIVE Recreational Activity	Adults/Households		MPI
Played computer game (online w/o software)/12 months	6,479	13.0%	107
Played video/electronic game (console) last 12 months	4,877	9.8%	107
Did painting/drawing in last 12 months	4,076	8.2%	107
Did crossword puzzle in last 12 months	5,210	10.4%	106
Played billiards/pool in last 12 months	3,513	7.0%	106
Attended horse races in last 12 months	1,226	2.5%	106
Participated in word games in last 12 months	5,394	10.8%	105
Played chess in last 12 months	1,845	3.7%	105
Did woodworking in last 12 months	2,351	4.7%	104
Played musical instrument in last 12 months	3,849	7.7%	103
Did furniture refinishing in last 12 months	1,888	3.8%	102
Participate in indoor gardening/plant care	4,650	9.3%	101
Did birdwatching in last 12 months	2,191	4.4%	98
Played bingo in last 12 months	1,984	4.0%	98
Participated in karaoke in last 12 months	1,872	3.7%	95

The top eight passive recreation themes in Hampshire Township were: r**eading, going to live theater, indoor gardening, casino gambling, crossword puzzles, online computer games without software, playing cards,** and **word games**. These eight activities ranked highest in both percentage of expected adults and MPI top-15 individual rating analyses and are therefore the top potential passive activities for future growth. Figure 21 depicts the activities with the highest combined rating of percentage of expected adults and MPI.

Figure 21: Top Passive Recreational Activities



Individualistic activities and day trips show great potential. The District could consider book clubs, as reading was one of the top eight passive activities and book club participation had the highest MPI (128). Trips to local theatrical performances and casinos could be considered. Organized board game and card groups could offer passive recreators an opportunity to socialize. Consideration should also be given to the activities with the highest percentage of household totals that were not the top eight, including attended a movie (58.8%), baking (23.3%), and cooked for fun (17.4%).

The data presented in the Sports and Leisure Market Potential Report helps paint the picture of how Hampshire Township residents recreate. A combined total of 44 active and passive activities that scored an MPI over 100 alludes to the fact that Hampshire Township residents have a potential to be participants in recreational endeavors, but that perhaps the opportunities have not yet been made available to encourage further participation. The national benchmark is 65, which is higher than Hampshire Township's total of 48. When planning for the future, it is important to identify which activities listed, with either a high MPI or on the top-ranked list, are not currently available through the District—but should or could be developed.

12.0 Marketing Review

According to the community needs assessment survey, 57.7% of respondents indicated they preferred to learn about parks and recreation programs and activities through email, 56.1% the brochure, and 49.5% social media. When reviewing these response figures, it is important to note that the Park District's programs and Hampshire Township Library District's programs are combined into one stapled catalogue—entitled the Fun Guide. Each agency's programs are allocated to half of the catalogue; the reader must flip the catalogue in order to read the entire contents from both entities.

The consulting team continues to observe that, across the nation, printed parks and recreation program guides are vitally important in promoting programs. Comparatively, the national rating of how survey respondents learn about recreation programs and activities is 42%, which is lower than the District's result of 56.1%. The resulting recommendation is to continue printing and mailing the parks and recreation program information.

The District utilizes recreation program staff to compile the information for the quarterly Fun Guide, to send marketing emails, and to post program information on social media. There are no dedicated marketing staff. The benefits of adding marketing support staff, even part time assistance, include focused marketing plans, targeted campaigns, social media management, and assistance with tasks such as customer data tracking, pricing strategies, and program positioning. Additional marketing support would also free up time for program staff to manage the program menu.

The District's website underwent a transformation during the completion of the recreation assessment. Full functionality and reliability has not yet been achieved. For example, the drop-down selections on the website main menu are not consistently functional. Focus group participants identified the website as a weakness. Because survey respondents indicated the website was the fourth preferred method of gaining program information (38.8%), it is important to continue to work toward a fully functioning and easy to use website. Focus group participants also requested a more user-friendly online registration software, as well as an opt-in field conditions automatic messaging service.

13.0 Staffing Review

The full time District staff currently undertake multiple job functions, roles, and tasks within each staff position. Staff are extensively cross-trained, and often perform tasks generally handled by separate positions in larger districts. The team works very closely together and assists each other with everyday tasks. For example, the District's main telephone line rings directly into the Executive Director's office. The staff noted that they are often so busy with their current program menu that they do not have time to research, brainstorm, and be creative with their programming. They often have a difficult time using their vacation time. While the team atmosphere is commended, the capacity of the current staffing levels is at its maximum. To achieve any further program expansion, add any additional events, or provide any new services, the District will need to increase staffing levels.

Achieving increased staffing levels will require careful consideration of outcomes such as return on investment. Additional marketing assistance could increase awareness and subsequent engagement, resulting in increased participation. Alternatively, increased support from positions such as a recreation coordinator, field/facility attendant, and/or registration clerk could infuse more time into the program supervisor's schedule, resulting in increased program production.

The anticipated growth of Hampshire Township will directly affect the demand on District services. The District should develop a staffing plan to accommodate the future demand.

14.0 Best Practices

This section addresses key areas of best practices for recreation program and facility performance, including the following attributes:

- Quality standards
- Customer requirements
- Key performance indicators
- Cost recovery goals

A key to developing consistent services is the use of service and program standards. The use of standards provides a more consistent service experience. As program growth continues, and as staff time permits, standards can be deployed throughout the entire recreation program system, such as customer requirements, instructor standards, safety, continuous staff trainings, and program quality.

In addition to standards, efforts should be made to develop a listing of key customer requirements for core program areas. Key customer requirements are defined as those areas of the program purchasing process that are most important to registrants. For example, an adult softball player's key requirements might include: cost of the league, quality of athletic field maintenance, cleanliness of restrooms, quality of the umpires, game times, and location of the facility. Identifying key requirements is vitally important for staff to successfully deliver the items most important to the customer. This also reinforces key elements of service that staff should become familiar with.

Key requirements should be identified by customers and can be included as part of an importance/performance matrix. This determines how important a requirement is to the customer and how the District is performing. Surveys and program evaluations should include questions that assess customer satisfaction in these areas.

Another area that could use strengthening includes the development of key performance indicators. Organizations that measure performance also often have a documented process in place to help ensure follow through on results. A robust measurement system generally includes a more comprehensive set of measures, including:

- Number of programs per age segment
- Customer satisfaction (There should be a system-wide approach to measuring customer satisfaction. In addition, a process needs to be developed to help ensure follow through on evaluations and surveys.)
- Facility utilization rate
- Cancellation rate
- Cost recovery rates by core program area

- Number of new programs offered annually (to drive innovation)
- Household percentage of program participation
- Percent of programs in introduction and growth life cycle stages
- Market penetration by age group
- Customer retention, repurchase intent, and referral

Cancellation Rate Details

The difference between the number of courses offered and the number of courses held results in the cancellation rate. A higher rate will generally indicate one of two things: either a) the programming team has been charged with trying new, innovative programs that just have not taken off yet, or b) the programs being offered simply are not meeting the needs of the community. The first scenario requires patience and perseverance to allow time for exploration and to push communication efforts. The second scenario requires research to understand what factors contributed to the program cancellations (e.g., instructor performance, child aged-out, or other barriers such as time, day, transportation). Typically, the target range of a "desirable" cancellation rate is between 10% – 20%, with 12% – 15% being most ideal. Any higher than 20% indicates the staff are doing a lot of work preparing for and marketing courses that do not run. A goal of the District could be to work to ensure all program area cancellation rates are less than 20%.

Cost Recovery Details

Best practice agencies have identified cost recovery goals for core program areas. The goal can be calculated from actual performance in the three most recent years' financial results by core program area. This should be accompanied by a cost of service study to determine indirect charges and identification of true costs of service. The development of a cost of service study will also be helpful in creating a standardized approach to pricing services. Currently, a consistent methodology is not in place.

15.0 Recommendations

The following recommendations summarize the opportunities to strengthen the District's performance.

Programmatic Recommendations

The District is in a growth phase and is looking to this report to provide guidance as to where to invest future programmatic resources. Based on the results of the statistically valid survey, demographic data, and current participation levels, adjustments/additions to the programmatic menu are as follows:

- Continue to capitalize on the strengths of:
    - Preschool: Maintain current service levels until additional facility space is secured. Alternatively, potential expansion opportunity includes a nature-based preschool class that meets primarily outdoors.
    - Special events: Continue the current level of service of events, to allow time to focus on other new services.
    - Summer Camp: Recent summer camp changes were successful—continue to expand and develop summer camp opportunities.
- Expand programming in relation to projected demographic shifts and resident demand.
    - Expand adult programming separately for each adult age category: Adult, Active Adult, and Senior.
    - Increase fitness and wellness opportunities in response to the highest level of interest expressed in the survey and the top-ranked future potential activity.
    - Introduce outdoor/nature-based programs, based on the market potential for top active recreation endeavors and survey results.
    - Review the program categories to determine which program areas could be added to the program menu, as related to survey feedback, market potential, and realistic implementation.
- Future positioning of programs should include the development of targeted outreach for the growing ethnic minority population.
- Seek balance in the program outcomes, specifically focusing on the leveraging program areas and the District's role in Community Impact.
- Continuously work to reduce participation barriers.
- Review the program performance matrix for alignment between actual and desired quadrants.

Operational Recommendations

- Increase staffing to support additional program provision. Calculate return on investment for, and prioritization of: recreation program staff, information technology support, office support, and/or marketing support.
- Explore alternative staffing methodologies.
- Capitalize on the School District 300 partnership to leverage agency strengths and increase service provision.
- Explore more opportunities to partner with other private, public, and/or nonprofit agencies to expand service provision.
- Utilize the preschool facility on weekends.
- Seek additional multipurpose use and gymnasium facility spaces to provide more programming. Consider creative shared-use, partnership, leasing, and/or possible building of program spaces.
- Implement the best practice areas: use of standards, customer requirements, performance measures, and the establishment of cost recovery goals. Develop a 100% cost recovery goal for program direct costs.
- Complete a risk-reward analysis of possible Pingree Grove annexation, including fiscal, political, and operational implications.

Marketing Recommendations

- Focus on the technological development of marketing channels, including comprehensive website use, more user-friendly registration software features, and an opt-in field conditions messaging service.
- Continue to use Facebook, consistently posting program/service reminders, weekly highlights, and informational tidbits.

Appendix A: Life Cycle Program List

Table 11: Life Cycle Program List

BASKETBALL			
Introduction	**Growth**	**Mature**	**Decline**
		Bitty Ball Session I	
		Small Shots Session I	
		Junior Session I	
		Bitty Ball Session II	
		Small Shots Session II	
		Junior Session II	
		5th-6th Grade	
		7th-8th Grade	

DAY CARE			
Introduction	**Growth**	**Mature**	**Decline**
		Infants	
		Toddlers	
		Two Year Olds	
		Three and Up	

FLAG FOOTBALL			
Introduction	**Growth**	**Mature**	**Decline**
		Flag Football 5-7 year olds	
		Flag Football 8-10 year olds	

K-5 PROGRAMS			
Introduction	**Growth**	**Mature**	**Decline**
	Summer Fun Camp	Extended Care	
	School's Out Days		

PRESCHOOL

Introduction	Growth	Mature	Decline
		Little Learners	
		Pre-Kindergarten	

SOCCER			
Introduction	**Growth**	**Mature**	**Decline**
		U4	U14
		U6	
		U8	
		U10	
		U12	

SPECIAL EVENTS			
Introduction	**Growth**	**Mature**	**Decline**
Movie in the Park	Music under the Oaks	Coon Creek Classic 2K/10K	Colour Me Lucky 5K
Misc. Themed Events	Tree Lighting	Trunk or Treat Fest	
		The Grinch Candy Cane Hunt	
		Easter Egg Hunt	
		Easter Bunny Home Visits	
		Daddy/Daughter Cinderella Ball	

T-BALL			
Introduction	**Growth**	**Mature**	**Decline**
		3-4 Yr Olds	
		5-6 Yr Olds	

VARIETY			
Introduction	**Growth**	**Mature**	**Decline**
Show Choir		Horseback Riding	Martial Arts
Theater & Audition		Adult Softball	

Parent/Child Class

Ice Skating

Yoga

MixxedFit

Cup in Hand Kickball

Sand Volleyball

Pickleball

Adult Dance

VOLLEYBALL			
Introduction	**Growth**	**Mature**	**Decline**
	Girls Volleyball Session I		
	Girls Volleyball Session II		

YOUTH DANCE			
Introduction	**Growth**	**Mature**	**Decline**
Twinkle Stars 4		Twinkle Tots	Show Stars
		Twinkle Stars 1/2	
		Twinkle Stars 1	
		Twinkle Stars 2/3	

Appendix B: Outcomes Matrix

Figure 22: Detailed Outcomes Matrix

	Impact			Execution			Community				Leverage		Competition			
	Repeat Customers	Participant Feedback	Supervisor Observations	Participant Feedback / Evaluation Data	Instructor Performance	Financial Performance	Community is better because of this program?	Program is a community collaboration/partnership	Program serves underserved groups	Community impact if the program went away	Enhances Public Relations	Serves as a feeder into other programs	Similar Providers within 20 min.	Programs' pricing as compared to the others	Marketplace Position	Average Rating
Basketball	4.0	4.0	4.0	4.0	3.5	4.0	4.0	4.0	3.4	3.9	4.0	3.4	2.8	3.8	3.3	**3.7**
Day Care	3.8	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	**3.9**
Flag Football	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	3.0	3.0	4.0	4.0	2.0	4.0	3.0	**3.6**
K-5 Care Programs	3.3	3.7	3.7	3.7	4.0	3.3	4.0	3.0	3.0	3.3	3.7	2.0	3.0	3.7	3.3	**3.4**
Preschool	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	**3.9**
Soccer	4.0	4.0	3.8	4.0	4.0	4.0	4.0	4.0	3.5	3.7	4.0	4.0	3.8	4.0	3.8	**3.9**
Special Events	3.5	3.9	4.0	3.6	3.8	2.8	3.6	3.6	3.3	2.7	3.3	1.0	2.6	3.6	3.1	**3.2**
Tball	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	**3.6**
Variety	2.2	2.7	2.7	2.7	2.8	2.2	2.7	2.5	3.0	2.8	2.5	2.1	1.7	3.2	3.0	**2.6**
Volleyball	4.0	4.0	4.0	4.0	3.5	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	4.0	3.0	**3.8**
Youth Dance	3.3	4.0	4.0	3.8	4.0	4.0	4.0	3.0	4.0	3.8	4.0	3.8	2.0	3.0	4.0	**3.7**
Average Rating	**3.6**	**3.8**	**3.8**	**3.7**	**3.8**	**3.7**	**3.8**	**3.5**	**3.5**	**3.5**	**3.8**	**3.1**	**2.9**	**3.6**	**3.4**	

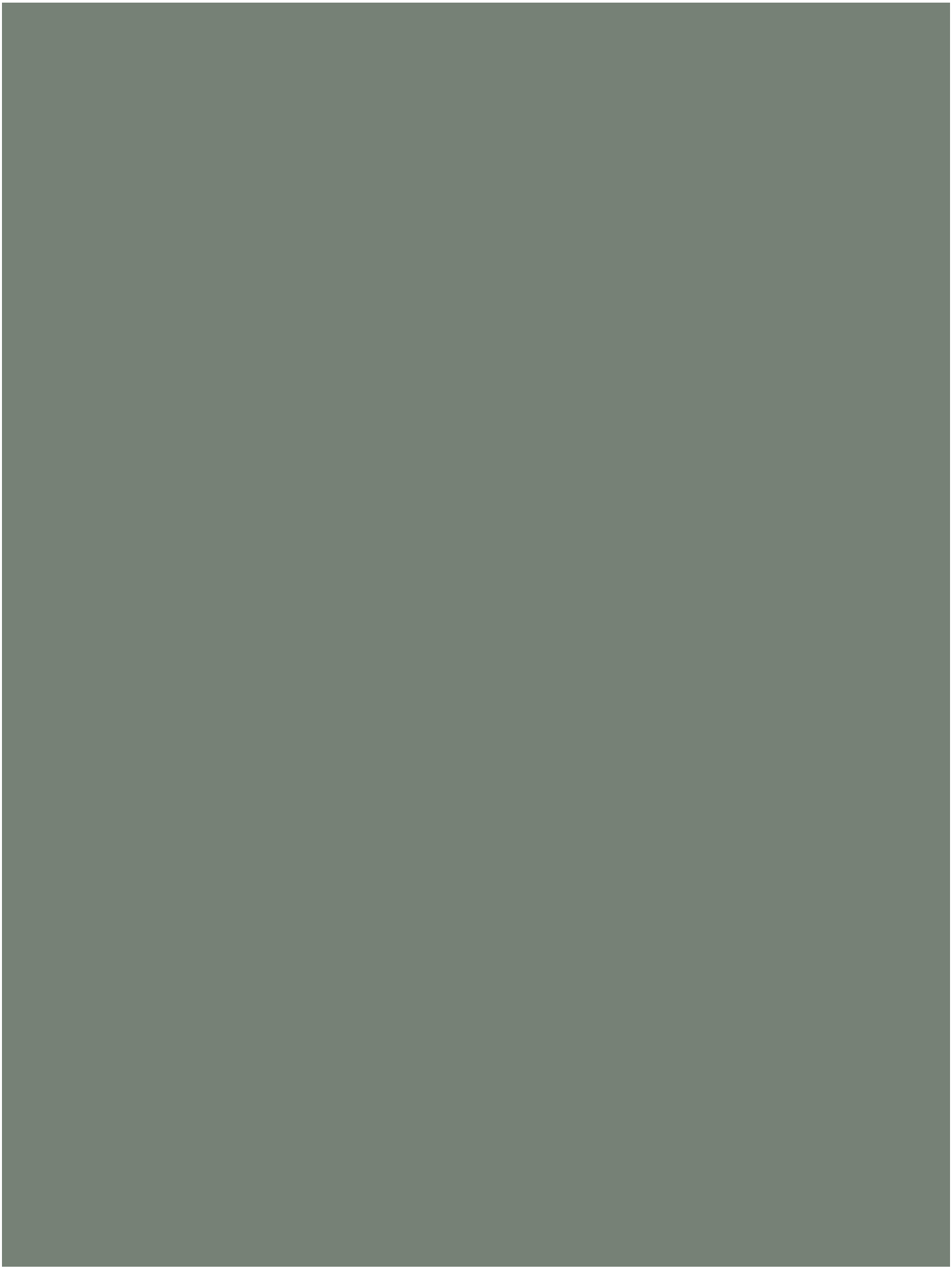
Appendix C: Sport and Leisure Market Potential Report

Table 12: Sport and Leisure Market Potential

Product/Consumer Behavior	Number of Adults/HHs		MPI
Attend sports events	10,513	21.1%	125
Attended a movie in last 6 months	33,089	66.3%	111
Attended adult education course in last 12 months	4,441	8.9%	114
Attended auto show in last 12 months	3,205	6.4%	109
Attended classical music/opera performance/12 months	2,234	4.5%	119
Attended country music performance in last 12 months	3,634	7.3%	111
Attended dance performance in last 12 months	2,512	5.0%	119
Attended horse races in last 12 months	1,226	2.5%	106
Attended rock music performance in last 12 months	5,819	11.7%	124
Cooked for fun in last 12 months	12,527	25.1%	115
Danced/went dancing in last 12 months	4,272	8.6%	112
Did baking in last 12 months	13,387	26.8%	115
Did birdwatching in last 12 months	2,191	4.4%	98
Did crossword puzzle in last 12 months	5,210	10.4%	106
Did furniture refinishing in last 12 months	1,888	3.8%	102
Did painting/drawing in last 12 months	4,076	8.2%	107
Did photo album/scrapbooking in last 12 months	2,674	5.4%	120
Did photography in last 12 months	5,959	11.9%	115
Did Sudoku puzzle in last 12 months	4,288	8.6%	109
Did woodworking in last 12 months	2,351	4.7%	104
Gambled at casino in last 12 months	6,984	14.0%	108
Listened to/purchased audiobook in last 6 months	3,285	6.6%	122
Participate in indoor gardening/plant care	4,650	9.3%	101
Participated in aerobics in last 12 months	4,528	9.1%	115
Participated in archery in last 12 months	1,310	2.6%	98
Participated in backpacking in last 12 months	1,905	3.8%	106

Product/Consumer Behavior	Number of Adults/HHs		MPI
Participated in baseball in last 12 months	2,326	4.7%	112
Participated in basketball in last 12 months	4,293	8.6%	104
Participated in bicycling (mountain) in last 12 months	2,402	4.8%	118
Participated in bicycling (road) in last 12 months	5,806	11.6%	115
Participated in boating (power) in last 12 months	2,921	5.9%	114
Participated in book club in last 12 months	1,677	3.4%	114
Participated in bowling in last 12 months	5,675	11.4%	118
Participated in canoeing/kayaking in last 12 months	3,566	7.1%	109
Participated in fantasy sports league last 12 months	2,837	5.7%	117
Participated in fishing (fresh water) in last 12 months	5,747	11.5%	100
Participated in fishing (salt water) in last 12 months	2,070	4.1%	109
Participated in football in last 12 months	2,362	4.7%	108
Participated in Frisbee in last 12 months	2,489	5.0%	120
Participated in golf in last 12 months	5,670	11.4%	131
Participated in hiking in last 12 months	7,173	14.4%	119
Participated in horseback riding in last 12 months	910	1.8%	81
Participated in hunting with rifle in last 12 months	1,760	3.5%	83
Participated in hunting with shotgun in last 12 months	1,382	2.8%	82
Participated in ice skating in last 12 months	1,643	3.3%	110
Participated in jogging/running in last 12 months	8,223	16.5%	127
Participated in karaoke in last 12 months	1,872	3.7%	95
Participated in Pilates in last 12 months	1,633	3.3%	117
Participated in ping pong in last 12 months	2,348	4.7%	124
Participated in rock climbing in last 12 months	993	2.0%	116
Participated in skiing (downhill) in last 12 months	1,722	3.4%	115
Participated in soccer in last 12 months	2,043	4.1%	99
Participated in softball in last 12 months	1,450	2.9%	105
Participated in swimming in last 12 months	9,308	18.6%	115
Participated in tailgating in last 12 months	3,016	6.0%	130

Product/Consumer Behavior	Number of Adults/HHs		MPI
Participated in target shooting in last 12 months	2,399	4.8%	110
Participated in tennis in last 12 months	1,975	4.0%	113
Participated in trivia games in last 12 months	3,733	7.5%	112
Participated in volleyball in last 12 months	1,511	3.0%	92
Participated in walking for exercise in last 12 months	14,399	28.8%	119
Participated in weight lifting in last 12 months	6,600	13.2%	126
Participated in word games in last 12 months	5,394	10.8%	105
Participated in yoga in last 12 months	5,059	10.1%	124
Participated in Zumba in last 12 months	1,851	3.7%	100
Played billiards/pool in last 12 months	3,513	7.0%	106
Played bingo in last 12 months	1,984	4.0%	98
Played board game in last 12 months	9,108	18.2%	124
Played cards in last 12 months	9,061	18.1%	113
Played chess in last 12 months	1,845	3.7%	105
Played computer game (offline w/software)/12 months	3,577	7.2%	108
Played computer game (online w/o software)/12 months	6,479	13.0%	107
Played musical instrument in last 12 months	3,849	7.7%	103
Played video/electronic game (console) last 12 months	4,877	9.8%	107
Played video/electronic game (portable) last 12 months	2,917	5.8%	113
Read book in last 12 months	19,470	39.0%	115
Visited a theme park in last 12 months	10,807	21.6%	114
Visited an indoor water park in last 12 months	1,758	3.5%	108
Went on overnight camping trip in last 12 months	6,691	13.4%	110
Went to art gallery in last 12 months	4,279	8.6%	108
Went to beach in last 12 months	16,346	32.7%	116
Went to live theater in last 12 months	7,246	14.5%	125
Went to museum in last 12 months	7,452	14.9%	115
Went to zoo in last 12 months	7,504	15.0%	118



CHAPTER 4: NEEDS ASSESSMENT

OVERVIEW

CHAPTER 4: NEEDS ASSESSMENT

Purpose

The Needs Assessment chapter documents the specific input received by Hampshire Township Park District.

Engagement Methods

A community survey, community meeting, stakeholder meeting, board workshops, and staff workshops were held to gather a comprehensive understanding of the community, Board of Commissioner's, and staff needs and desires of the District's future. A community survey was also facilitated by Pathways Resource Group, Inc. to gather statistically-valid input from the District residents. The following page outlines those meetings and workshops.

Community Meeting Input

A community meeting was held at the Catherine B. Seyller Recreation Room in the Fall of 2019. A total of five participants attended the meeting. The participants provided 25 responses to a question. “What priorities should Hampshire Township Park District include in the five-year comprehensive master plan?” Each participant was then asked to choose their top 3 priorities.

Stakeholder Input

A stakeholder meeting was held at the Catherine B. Seyller Recreation Room in the Summer of 2019. A total of nine participants attended the meeting. The participants provided responses to questions and had discussed their recreational needs for the Park District.

Board Input

The Board input meeting was held in the Catherine B. Seyller Recreation Room in the Summer of 2019. The Park District Board of Commissioners met with the planners to discuss the comprehensive master plan and the Board provided responses to questions and discussed their needs for the District.

Staff Input

The staff input meeting was held in the Summer of 2019 in the Catherine B. Seyller Recreation Room. The comprehensive master plan process was presented to the staff. The staff was asked what their priorities and goals were for the District.

Community Survey Input

The Hampshire Township Park District contracted with Pathways Resource Group, Inc. to conduct a community wide survey to gain input and insight from District residents and program users as a component in its planning process. The survey was conducted via direct mail and the internet in September – October 2019 with analysis completed in October 2019. Further information can be found in Chapter 3: Recreation Assessment and the full survey is located in Chapter 7: Appendix.

Focus Group Input

BerryDunn facilitated two focus groups on October 16, 2019; one was specifically targeted towards residents of Hampshire Township, the other for residents of Pingree Grove. The intent of the community input sessions was to gain an understanding of the community members’ perception of recreation programs and services currently provided, as well as gather ideas for future consideration. Further information can be found in Chapter 3: Recreation Assessment.

COMMUNITY MEETING INPUT

CHAPTER 4: NEEDS ASSESSMENT

Overview

The comprehensive master plan and process was presented to the community members. Inventory and analysis, needs assessment phase, recommendations phase, and action plan phase were discussed. Wight and Company solicited input from the community and asked the following in a brainstorming session; “What priorities should the Hampshire Township Park District include in the five-year comprehensive master plan?” They were then asked to write in their top five (5) priorities on a post-it, see image on following page. Once consolidated into categories and post-its/ideas were organized in corresponding rows, the attendees then rated their top three (3) priorities, using green dots (votes). The attendees were allowed to place more than one dot on one location. The results were; seven votes for indoor recreation center, five votes for teen programming, one vote for ATV friendly trails, one vote to expand daycare/preschool, and one vote for swimming pool. See following images.

Participation

There were five (5) Park District attendees and two (2) Wight and Company planners.

Participant Demographics

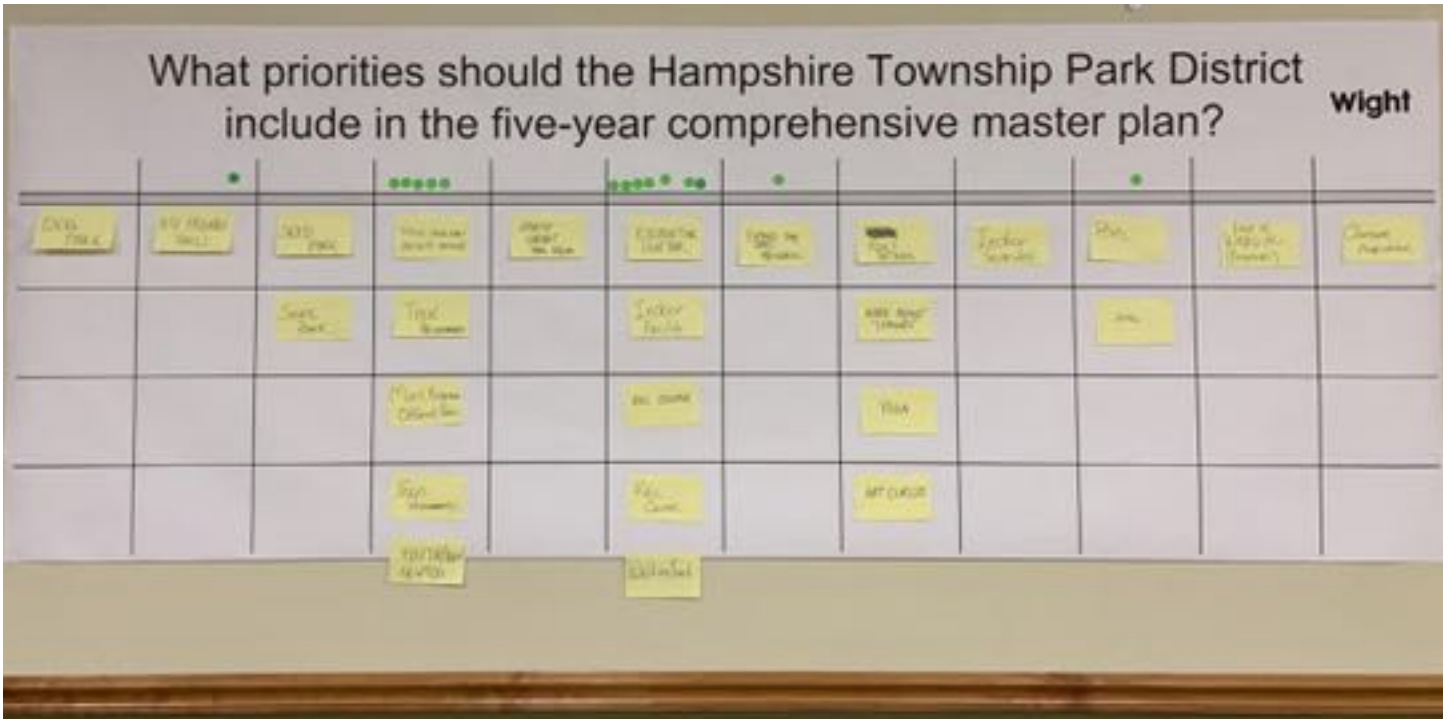
The five (5) participants were from the Park District.

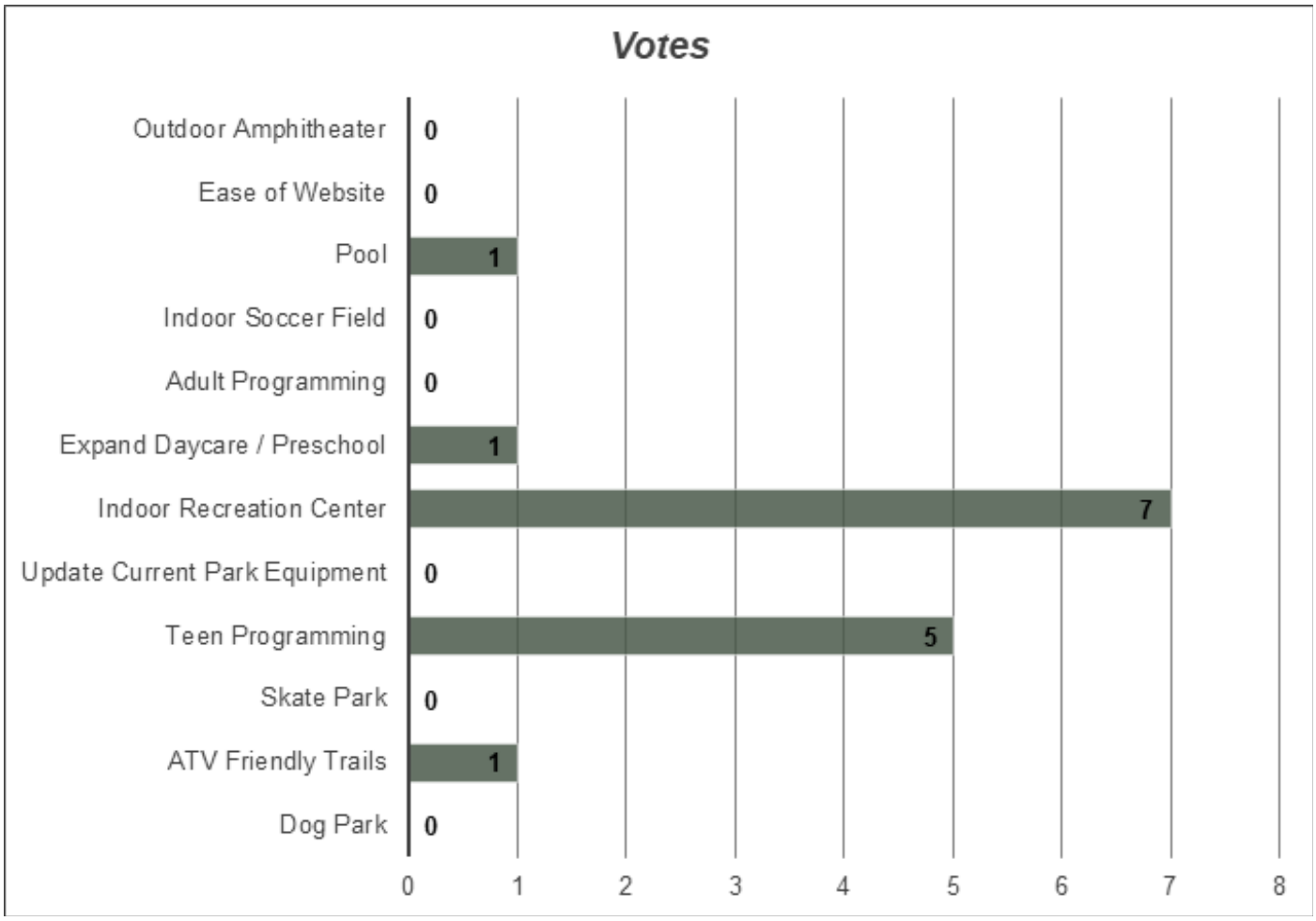
Meeting Results Summary

There were four (4) main topics of discussion during the initial brainstorming session; indoor facility, indoor/outdoor swimming pool, existing HTPD programming and safety.

The attendees voiced their opinions on deficiencies within the Park District and concluded that there was not enough indoor recreational space for the high demand and limited availability at Gary D. Wright Elementary School gymnasium and the Administration Building.

There was also a strong need for teen programming and a lack of facilities to accommodate that age group. Some improvements that were considered a high priority to address this issue were skate parks, ATV friendly trails, and an indoor recreational facility. However, when the attendees were asked to choose their top priorities, they focused on teen programming since that would possibly address the need for alternative amenities like skate parks and ATV trails.


What priorities should the Hampshire Township Park District include in the five-year comprehensive master plan?
Wight


Votes
Outdoor Amphitheater 0
Ease of Website 0
Pool 1
Indoor Soccer Field 0
Adult Programming 0
Expand Daycare / Preschool 1
Indoor Recreation Center 7
Update Current Park Equipment 0
Teen Programming 5
Skate Park 0
ATV Friendly Trails 1
Dog Park 0
0 1 2 3 4 5 6 7 8

STAKEHOLDERS INPUT

CHAPTER 4: NEEDS ASSESSMENT

Overview

The process for the comprehensive master plan was presented to the stakeholders. Inventory and analysis, needs assessment phase, recommendations phase, and action plan phase were discussed. The stakeholders were asked questions to provide insight and opinions to the top priorities and needs of the Park District.

Participation

There were nine (9) stakeholders, two (2) Wight and Company planners and one (1) BerryDunn planner.

Participant Demographics

Representatives from the Hampshire Township Park District Foundation, Faithway Baptist Church, Hampshire Police, Hampshire Fire Department, Lions Club, the Village of Hampshire, Northern Illinois Special Recreation Association (NISRA), and the Ella Johnson Memorial Public Library District were in attendance.

Meeting Results Summary

The stakeholders were first asked what they believed should be the focus over the next 5 years for Hampshire Township Park District. The discussion began with a need for an indoor sports facility due to the limited existing gym space and availability at Gary D. Wright Elementary School. The school is not large enough for the high demand of indoor sports and is only available at limited times. The stakeholders noted that a new indoor facility to hold tournaments year-round, provide sports courts, an indoor track, fitness, multipurpose rooms, and provide more classes such as yoga, dance, or arts would be a benefit to Hampshire. The indoor facility would need have exterior space as well and to be large enough to host major events such as Coon Creek Country Days or Oktoberfest. This center should also provide an area for festivals and parade staging.

Other topics that were discussed for Hampshire Township Park District's focus were; to have safe bike trails and walking paths for leisure and better connectivity, collaborations and partnerships with the Village of Hampshire and surrounding municipalities should be maintained, an indoor swimming pool, and a plan for acquisition of open space to respond to future growth.

Since HTPD meeting space is limited and the capacity is small, residents have used school district gyms and multipurpose rooms, and churches for their rentable space needs. Otherwise, a resident would have to go outside of the district for available meeting spaces. A new facility would be able to provide the meeting rooms and rentable space for the Hampshire residents.

Other alternative amenities that the Park District could provide are; disc golf, dog parks, off-road activities such as dirt biking, a Lazy Man's 1K, or other special events.

BOARD INPUT

CHAPTER 4: NEEDS ASSESSMENT

Overview

The process for the comprehensive master plan was presented to the Hampshire Township Park District Board of Commissioners. Inventory and analysis, needs assessment phase, recommendations phase, and action plan phase were discussed. The Board of Commissioners was asked questions to provide insight and comments on Hampshire Township Park District parks, facilities and programs, trails, and alternative recreation providers.

Participation

There were four (4) Hampshire Township Park District Board of Commissioners (HTPDB), two (2) Hampshire Township Park District (HTPD) attendees, and two (2) Wight and Company planners.

Meeting Results Summary

The planners solicited input from the Board of Commissioners and asked what they believed the HTPD focus should be for the next 5 years. HTPDB listed the following as the areas in which HTPD should focus; parks, facilities, programs, trails, and administration.

Parks:

- Amenities are needed to serve the different age groups that are increasing in population.
- Golf Courses and Swimming Pools are not high priorities within the immediate future for the HTPDB.
- The Crown-Prairie Ridge development would include donation of open space to HTPD as a part of the land cash ordinance. HTPD indicated that the development annexation expires in 2025, so the designated parkland donations would be lost after 2025.
- Hampshire High School and neighboring high schools are considering synthetic turf for their football fields.
- Amenities requested by HTPDB:
  - Skate Parks to serve the teens and young adults.
  - Playgrounds that are not traditional. Nature-based play, ninja courses, zip lines and ropes courses.
  - Sports fields with appropriately designed slopes.

Facilities and Programs

- Gary D Wright Elementary School events take precedence over HTPD programs causing limited availability. Gym programs have been canceled due to school district events.
- Fitness and indoor programming are in high demand by the adult and senior residents and the existing programming is fully booked. More space and indoor programming is needed.
- The Park District is lacking young adult programming.
- Little People Playtime is at capacity and there are wait lists for residents. Expansion of the facility was expressed. Preferred location would be near the existing facility for ease of access from original facility.
- Requested facilities and programming:
  - Indoor practice fields and courts
  - Indoor recreational space
  - Classrooms with multipurpose spaces
  - New facility location could be next to the new Village Hall location or in Ralph Seyller Park

Trails

- Hampshire Forest Preserve has equestrian trails and pedestrian paths

Alternative Recreation Providers

- Hampshire residents travel out of district for fitness, day care, summer camps, indoor turf fields, gymnastics, and aquatics
- Lil' Wonders Daycare facility in Hampshire has closed permanently. There appears to be a high need for more daycare facilities.
- Travel teams utilize facilities outside of the Park District boundaries
- Pingree Grove removed their soccer fields
- Private facilities:
  - Heat United Soccer Club indoor soccer facility in Huntley.
  - Lifezone 360 in West Dundee and a 25-minute drive has indoor turf for soccer, lacrosse, football, and ninja course
  - Intra Sports Complex in Elgin has 3 indoor soccer fields
  - See Saw Day Care in Burlington serves Hampshire and Burlington residents

STAFF INPUT

CHAPTER 4: NEEDS ASSESSMENT

Overview

The process for the comprehensive master plan was presented to the Hampshire Township Park District staff. Inventory and analysis, needs assessment phase, recommendations phase, and action plan phase were discussed. The staff was asked questions to provide insight and comments on Hampshire Township Park District revenue, facilities, regional open space, physical barriers/connectors, residential developments, community relationships/neighbors, competition, programs, races/festivals/community events, and wish list.

Participation

There were four (4) Hampshire Township Park District staff, and three (3) Wight and Company planners.

Meeting Results Summary

The staff expressed that the top priority for the Park District was to acquire more gym space since there is a high demand for indoor volleyball and basketball and that the current gym space in which the Park District is utilizing at Gary D. Wright Elementary has limited availability and is not large enough to accommodate the demands.

To meet the demands of the residents, the District needs U10, U12 and U14 soccer fields, more softball fields, synthetic soccer fields due to the existing soccer fields not being playable after inclement weather, and a dedicated festival space for community events.

New revenue sources and increased permanent tax revenue was discussed.

SUMMARY

CHAPTER 4: NEEDS ASSESSMENT

The goal of the Needs Assessment process is to provide opportunity for the community, stakeholders, Board of Commissioners and staff to provide feedback and input on the greatest needs for the Park District. This input is important because it is generated by those who are “in the trenches” and institutional knowledge and their perspective is a critical piece of data necessary for the accuracy of the recommendations and the successful completion of the Action Plan.

The following needs were identified and is organized by the group:

- Community
  - Indoor recreation / gymnasium facility
  - Teen programming and activities

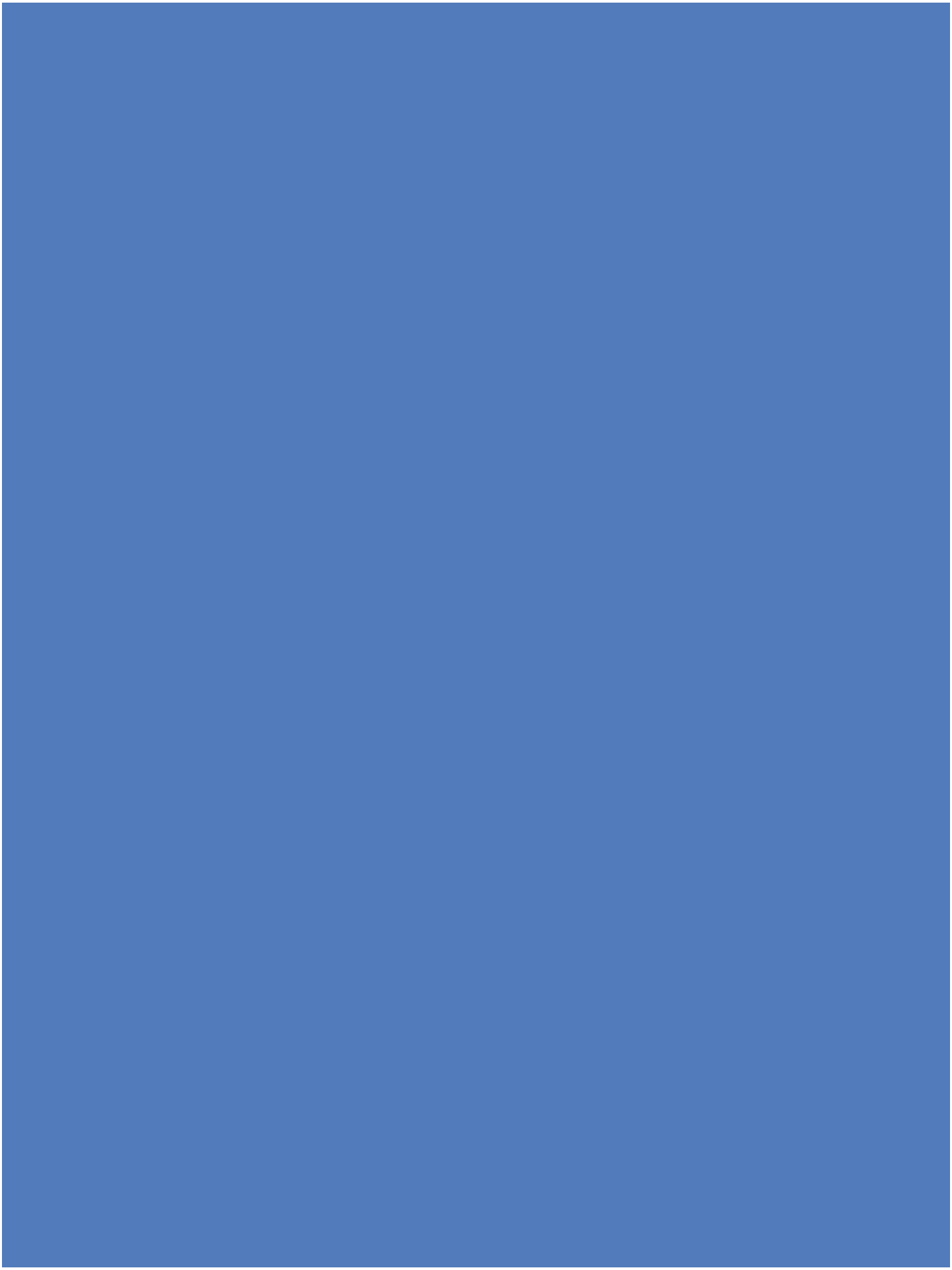
- Stakeholders
  - Indoor recreation / gymnasium facility including fitness, program / multipurpose rooms, meeting rooms and rentable space
  - Dedicated outdoor festival space connected to indoor recreation facilities
  - Bike trails to increase community connectivity

- Board of Commissioners
  - Exterior park improvements including a teen focused skate park, non-traditional play equipment and properly graded sports fields
  - Expand Little People Playtime
  - New indoor recreation / gymnasium
  - Expand bike trail system

- Staff
  - New indoor recreation / gymnasium space to support baseball and volleyball programs
  - New soccer fields for U10, U12 and U14
  - New softball fields
  - Dedicated festival space

The reoccurring theme includes:

1. New indoor recreation and fitness center
2. Teen focused programming
3. New athletic fields for soccer and softball
4. Expansion of Little People Playtime
5. Dedicated festival space
6. Bike trail expansion



CHAPTER 5: RECOMMENDATIONS

OVERVIEW

CHAPTER 5: RECOMMENDATIONS

The Recommendations Chapter contains the goals and recommendations necessary for the Hampshire Township Park District community. These recommendations are the synthesis of the Inventory and Analysis and Needs Assessment data documented in the previous chapters. Through internal charettes and staff and Board of Commissioners workshops, primary, long-term and ongoing initiatives were discussed, outlined, and prioritized resulting in the strategies set forth in this chapter.

This chapter outlines the long-term vision for the Park District. Strategies and recommendations are grouped into 4 separate categories:

- Existing Parks
- New Parks
- Existing Facilities
- New Facilities

In order for Hampshire Township Park District staff to use this document as a working “task list” and update annually, each recommendation has an open check box adjacent to the task. Each recommendation is critical to meeting the mission of the Hampshire Township Park District. The prioritization of each recommendation is further defined in Chapter 6: Action Plan.

Bruce Ream Memorial Park Recommendations

- ☐ Update west parking lot
- ☐ Add new park signage
- ☐ Update shelter with community involvement
- ☐ Update baseball field environment and bleachers
- ☐ Add skate park
- ☐ Add a second pickleball court

Dorothy J. Schmidt Memorial Park Recommendations

- ☐ Update trails and remove limestone screening
- ☐ Remove and replace exercise equipment
- ☐ Perform maintenance of playground surfacing
- ☐ Repair or replace basketball court
- ☐ Repaint shuffleboard markings
- ☐ Redesign park and overall theming to match Wizard of Oz reference on the interpretive sign

Ralph Seyller Memorial Park Recommendations

- ☐ Remove and replace shelter
- ☐ Update trails and walking paths to meet ADA requirements
- ☐ Update baseball field
- ☐ Remove and replace playgrounds at the south west corner
- ☐ Update sports lighting
- ☐ Nature-based play environment
- ☐ Add disc golf
- ☐ Add amphitheater
- ☐ Outdoor education environment

The Park at Tuscany Woods Recommendations

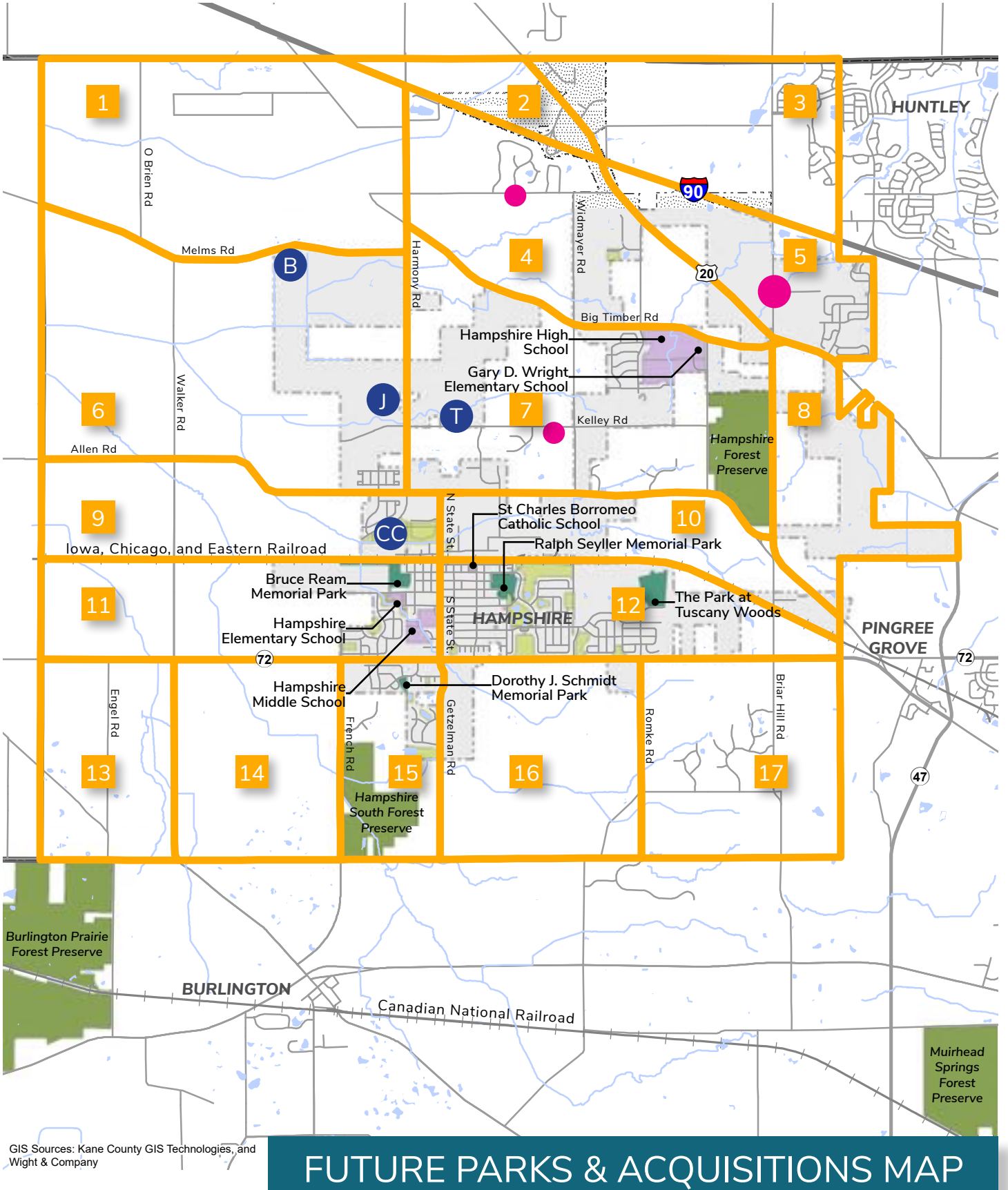
- ☐ Add shelter with concessions and restrooms
- ☐ Add nature trails with interpretive signage
- ☐ Add dog park
- ☐ Add additional parking
- ☐ Add bags courts
- ☐ Add flag football field
- ☐ Add ice rink with warming shelter
- ☐ Consider regional trailhead opportunity
- ☐ Consider disc golf opportunity

NEW PARKS

CHAPTER 5: RECOMMENDATIONS

The need for future parks can be deduced from the research done in the inventory and analysis phase with the population mapping completed for each planning area and utilizing the service area maps to identify planning areas lacking in parks. Planning areas 4, 5, and 7 have a substantial amount of residents and the least amount of parks and amenities to service those residents. Looking at the level service for parks, it was found that there is an existing need for 26.6 acres in Neighborhood Parks and a projected need for 28.4 acres by 2024. There is a current need for two (2) to three (3) Neighborhood Parks. Looking at the existing Community Parks level of service, there is a deficiency of 2.0 acres and a projected deficiency of 21.9 acres by 2024. It is recommended that one (1) Community Park be added. In conclusion, there is a recommended total of three (3) Target Acquisitions: a Neighborhood Park for planning area 4, a Neighborhood Park for planning area 7, and a Community Park for planning area 5.

Along with Target Acquisitions, there are planned Parkland Donations with the proposed Crown Community Development in planning areas 6, 7 and 9. Hampshire Township Park District has four (4) parks planned for the Park District. Details on the individual parks are listed in the following pages.



GIS Sources: Kane County GIS Technologies, and Wight & Company

FUTURE PARKS & ACQUISITIONS MAP

Legend

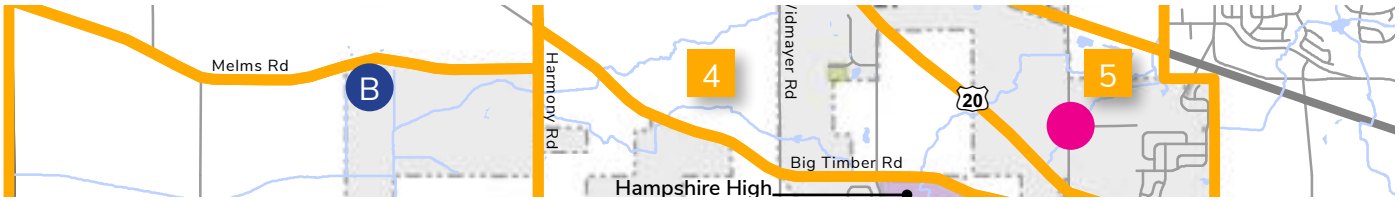
- Planning Area
- County Boundary
- Village Boundary
- Village Property Open Space
- School
- Park District Property
- Forest Preserve
- Target Acquisition - Community Parks
- Target Acquisition - Neighborhood Parks
- Parkland Dedication - Community Parks

1 inch = 5,250 feet

0 1,300 2,600 5,200 7,800 10,400 Feet

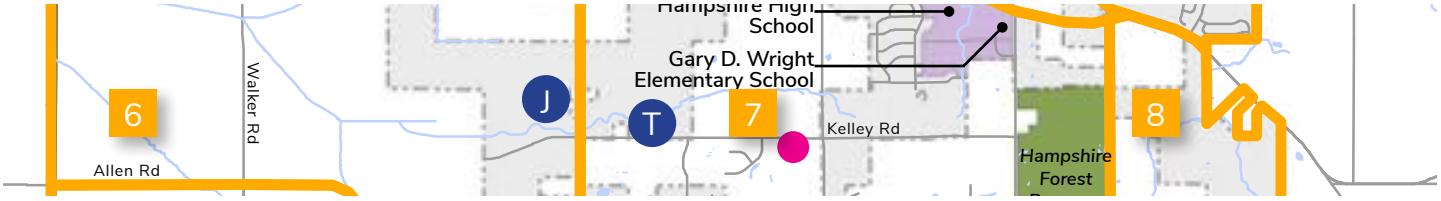
N

PLANNED PARKLAND DONATIONS



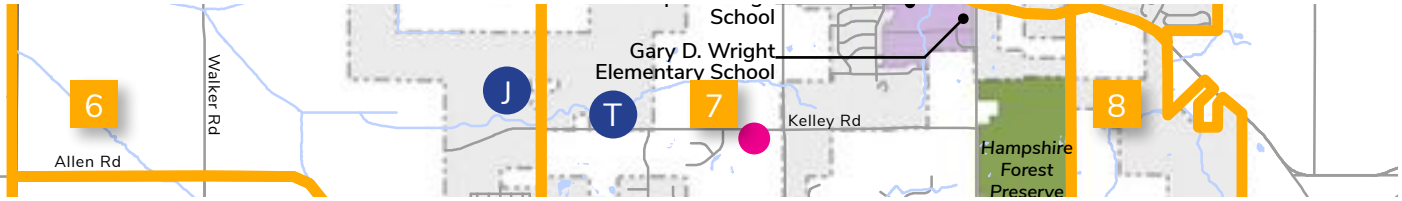
Prairie Ridge Property B

- Acres: 39
- Park Classification: Community Park
- Development: Crown Community Development



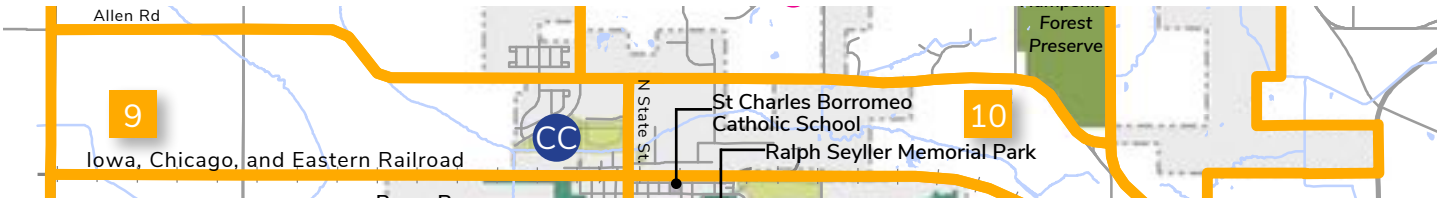
Prairie Ridge Property J

- Acres: 12.2
- Park Classification: Community Park
- Development: Crown Community Development



Prairie Ridge Property T

- Acres: 28.9
- Park Classification: Community Park
- Development: Crown Community Development



Prairie Ridge Property CC

- Acres: 27.7
- Park Classification: Community Park
- Development: Crown Community Development

EXISTING FACILITIES

CHAPTER 5: RECOMMENDATIONS

Administration Building Recommendations

- ☐ Repurpose facility to provide additional storage for the Park District
- ☐ Repurpose facility to provide additional program space

Little People Playtime Recommendations

- ☐ Expansion of the building
- ☐ Monitor HVAC system and budget for replacement

Maintenance Building Recommendations

- ☐ Maintain as-is
- ☐ Consider acquisition and relocation to a larger facility

NEW FACILITIES

CHAPTER 5: RECOMMENDATIONS

Indoor Recreation Facility

The Hampshire Township Park District does not currently own or operate active recreation and fitness center for their community. The shared use of the gymnasium at Gary D. Wright Elementary School helps, but currently does not meet the needs of the Park District. Once the inventory and analysis, and needs assessment was complete it became clear that there is a need for a dedicated indoor recreation space as well as community support for this facility.

Justification for indoor recreation

- Currently deficient in indoor space by 10,552 square feet. By 2024, with a projected population of 10,513, there will be a deficiency of 15,770 square feet if no action is taken.
- The community, stakeholders, Board of Commissioners and staff workshops all indicated an interest or need for an indoor gymnasium, fitness court and multipurpose program space
- The results of the community wide survey indicated health and fitness programs were in the top three for participation and were the area most people were interested in for new programs
- Additionally, this survey identified that an indoor walking track was the highest priority for new facilities

Three Strategies

1. PARTNER TO BUILD NEW FACILITY

+ pros

- Partnership strategy with Village of Hampshire for municipal campus / facility
- Shared parking

- cons

- Land owned by Village has a significant floodplain
- Access road and utilities need to be extended or added

2. ACQUIRE EXISTING FACILITY AND RENOVATE

+ pros

- Reduced development costs due to renovation only

- cons

- Currently there are no suitable buildings available
- Location may not be desirable

3. ACQUIRE LAND AND BUILD NEW FACILITY

+ pros

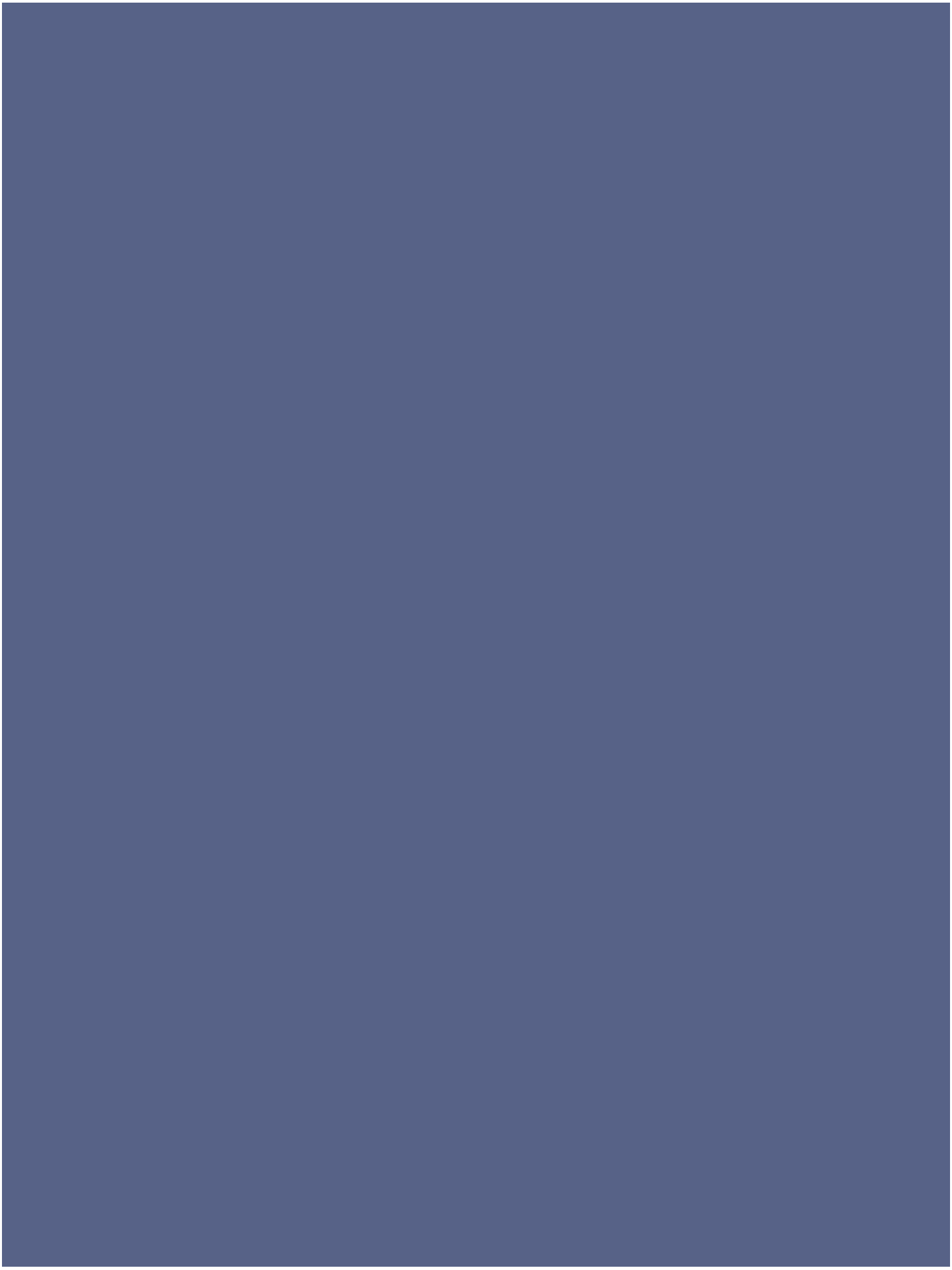
- Choice of location
- Price may be negotiable
- Size of the parcel is flexible and may not need to purchase more land than necessary

- cons

- Will need to construct all necessary improvements including building, parking, utilities and stormwater management

Conclusion

Out of the three strategies, Strategy 3 appears to be the preferred approach for the Park District. Finding a location that is centrally located, convenient access and is relatively flat, without wetlands / floodplains will allow the Park District to design a facility that meets their needs now, and allows for future expansion. The flexibility to find a parcel to accommodate special events and outdoor sports will address the current and future recreation needs of the Park District.



CHAPTER 6: ACTION PLAN

IMPLEMENTATION STRATEGY

CHAPTER 6: ACTION PLAN

The Action Plan outlines the specific action items, prioritized from the Chapter 5 Recommendations. The target timeline for the improvements is approximately ten years. Each year, the Action Plan should be reviewed and re-prioritize based on available funding and the current context of the Hampshire Township Park District.

1 Year 1

SHORT TERM INITIATIVES

- ☐ Administration Building - Plan for renovation and replacement
- ☐ Indoor Recreation - Target Acquisition
- ☐ Seyller - Prepare new master plan
- ☐ Seyller - Prepare OSLAD grant strategy PH1
- ☐ Tuscany - Construct PH2
- ☐ Policy - Update Land & Cash Donation Ordinance
- ☐ Policy - Update Level of Service Acreage

2 Year 2

SHORT TERM INITIATIVES

- ☐ Administration Building - Prepare PARC Grant for renovation
- ☐ Indoor Recreation - Concept Plan
- ☐ Indoor Recreation - Prepare Referendum Strategy
- ☐ Seyller - Design and construction documents for PH1

3 Year 3

SHORT TERM INITIATIVES

- ☐ Administration Building - Design for renovation and replacement
- ☐ Indoor Recreation - Design
- ☐ Seyller - Construct PH1
- ☐ 4 Crown Parks - Prepare master plan

4 Year 4

SHORT TERM INITIATIVES

- ☐ Administration Building - Build renovations
- ☐ Indoor Recreation - Build facility
- ☐ Crown community park OSLAD grant

5 Year 5

SHORT TERM INITIATIVES

- ☐ Little People - Plan building expansion
- ☐ Schmidt - Design renovation of park
- ☐ Crown community park - Design

6 Year 6

MID-LONG TERM INITIATIVES

- ☐ Little People - Design and construction documents for addition
- ☐ Ream - Design and construction documents for PH1
- ☐ Seyller - Prepare OSLAD grant #2
- ☐ Schmidt - Construct new plan
- ☐ Crown community park - Build

7 Year 7

MID-LONG TERM INITIATIVES

- ☐ Little People - Build addition
- ☐ Ream - Build PH1
- ☐ Seyller - Design and construction documents PH2
- ☐ 3 Crown neighborhood parks - Design

8 Year 8

MID-LONG TERM INITIATIVES

- ☐ Seyller - Build PH2
- ☐ 3 Crown neighborhood parks - Build

9 Year 9

MID-LONG TERM INITIATIVES

- ☐ Ream - Design and construction documents

10 Year 10

MID-LONG TERM INITIATIVES

- ☐ Ream - Build PH2

The following table translates the Action Plan to an overall matrix illustrating the various steps and action items based on Policy, Fund/Grant, Plan, Design, Construct and Acquire. Preliminary budgets have been associated with the "construct" task to better understand the "order of magnitude" of each project.

Policy	Fund/Grant	Plan	Design	Construct	Acquire

2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Improvements & Replacements									
Administration Building - Plan for renovation and replacement	Administration Building - Prepare PARC Grant for renovation	Administration Building - Design for renovation and replacement	Administration Building - Build renovations						
			$500 K						
Indoor Recreation - Target Acquisition	Indoor Recreation - Concept Plan								
	Indoor Recreation - Prepare Referendum Strategy	Indoor Recreation - Design	Indoor Recreation - Build facility						
			$7 - $10 M						
				Little People - Plan building expansion	Little People - Design and construction documents for addition	Little People - Build addition			
						TBD			
Seyller - Prepare new master plan					Ream - Design and construction documents for Phase 1	Ream - Build Phase 1		Ream - Design and construction documents	Ream - Build Phase 2
						$300 K			$300 K
Seyller - Prepare OSLAD grant strategy for Phase 1	Seyller - Design and construction documents for Phase 1	Seyller - Construct Phase 1			Seyller - Prepare OSLAD grant #2	Seyller - Design and construction documents Phase 2	Seyller - Build Phase 2		
		$400 K					$400 K		
				Schmidt - Design renovation of park	Schmidt - Construct new plan				
					$200 K				
Tuscany - Construct Phase 2									
$300 K									
		4 Crown Parks - Prepare master plan	Crown community park OSLAD grant	Crown community park - Design	Crown community park - Build	3 Crown neighborhood parks - Design	3 Crown neighborhood parks - Build		
					$30 K		$90 K		
Policy - Update Land & Cash Donation Ordinance									
Policy - Update Level of Service Acreage									
2020	2021	2022	2023	2024	2025	2026	2027	2028	2029

*** All cost items are for preliminary budgeting and for "order of magnitude". During the planning phase of each project, concepts and budgets should be developed.**

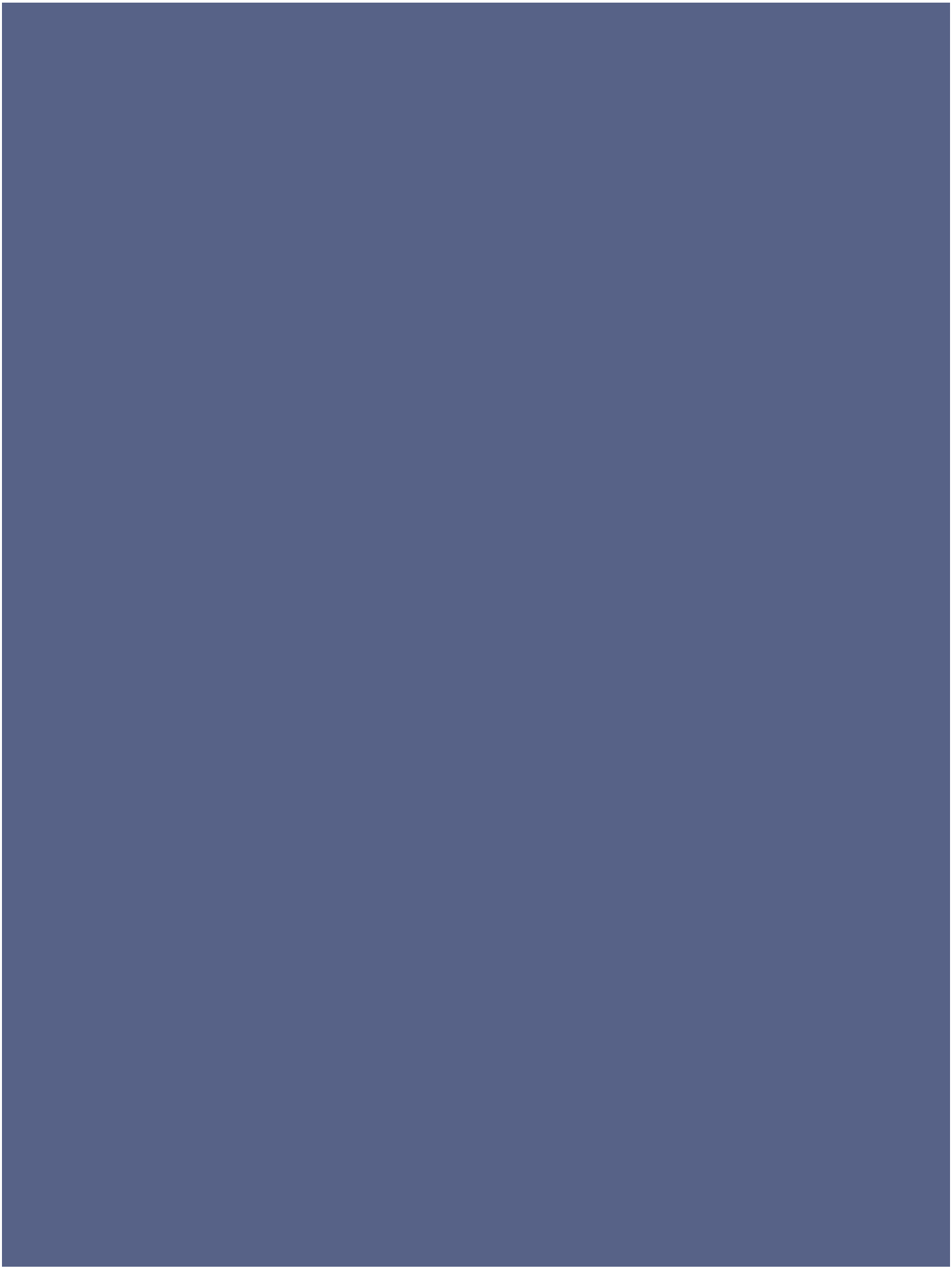
1-10

Years 1-10

ONGOING INITIATIVES

- ☐ Grants - Acquisition and Bicycle Path
- ☐ Parks for Planning Areas 4, 5 and 7 - Target Acquisition
- ☐ New Maintenance Building - Target Acquisition, Design and Build
- ☐ Tuscany - Design and Build

Ongoing initiatives refers to the recommended improvements and strategies for the Park District that are not tied to a specific year, but should be considered within the 10 year timeline. These initiatives should be considered when opportunities arise and align with the Park District's short term and mid-long term initiatives.



CHAPTER 7: APPENDIX

Market Profile

Hampshire Township PD
Area: 36.68 square miles

Prepared by Esri

Population Summary	
2000 Total Population	4,271
2010 Total Population	8,213
2019 Total Population	9,918
2019 Group Quarters	32
2024 Total Population	10,513
2019-2024 Annual Rate	1.17%
2019 Total Daytime Population	7,933
Workers	2,967
Residents	4,966
Household Summary	
2000 Households	1,458
2000 Average Household Size	2.91
2010 Households	3,012
2010 Average Household Size	2.72
2019 Households	3,640
2019 Average Household Size	2.72
2024 Households	3,851
2024 Average Household Size	2.72
2019-2024 Annual Rate	1.13%
2010 Families	2,213
2010 Average Family Size	3.15
2019 Families	2,627
2019 Average Family Size	3.17
2024 Families	2,760
2024 Average Family Size	3.19
2019-2024 Annual Rate	0.99%
Housing Unit Summary	
2000 Housing Units	1,521
Owner Occupied Housing Units	80.3%
Renter Occupied Housing Units	15.6%
Vacant Housing Units	4.1%
2010 Housing Units	3,161
Owner Occupied Housing Units	84.0%
Renter Occupied Housing Units	11.3%
Vacant Housing Units	4.7%
2019 Housing Units	3,819
Owner Occupied Housing Units	85.5%
Renter Occupied Housing Units	9.8%
Vacant Housing Units	4.7%
2024 Housing Units	4,077
Owner Occupied Housing Units	85.4%
Renter Occupied Housing Units	9.1%
Vacant Housing Units	5.5%
Median Household Income	
2019	$87,832
2024	$107,298
Median Home Value	
2019	$281,011
2024	$313,983
Per Capita Income	
2019	$40,650
2024	$47,017
Median Age	
2010	44.0
2019	45.0
2024	44.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 08, 2019

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2019 Households by Income	
Household Income Base	3,640
<$15,000	4.8%
$15,000 - $24,999	4.9%
$25,000 - $34,999	7.4%
$35,000 - $49,999	8.0%
$50,000 - $74,999	18.5%
$75,000 - $99,999	11.0%
$100,000 - $149,999	19.2%
$150,000 - $199,999	20.7%
$200,000+	5.4%
Average Household Income	$104,227
2024 Households by Income	
Household Income Base	3,851
<$15,000	3.9%
$15,000 - $24,999	3.7%
$25,000 - $34,999	5.7%
$35,000 - $49,999	6.5%
$50,000 - $74,999	15.9%
$75,000 - $99,999	10.0%
$100,000 - $149,999	20.8%
$150,000 - $199,999	26.9%
$200,000+	6.6%
Average Household Income	$120,978
2019 Owner Occupied Housing Units by Value	
Total	3,264
<$50,000	1.4%
$50,000 - $99,999	2.6%
$100,000 - $149,999	6.3%
$150,000 - $199,999	15.0%
$200,000 - $249,999	14.2%
$250,000 - $299,999	16.8%
$300,000 - $399,999	35.4%
$400,000 - $499,999	7.4%
$500,000 - $749,999	0.7%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$276,877
2024 Owner Occupied Housing Units by Value	
Total	3,480
<$50,000	0.7%
$50,000 - $99,999	1.3%
$100,000 - $149,999	3.8%
$150,000 - $199,999	10.0%
$200,000 - $249,999	11.6%
$250,000 - $299,999	16.5%
$300,000 - $399,999	43.4%
$400,000 - $499,999	11.3%
$500,000 - $749,999	1.4%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$306,372

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 08, 2019

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2010 Population by Age	
Total	8,216
0 - 4	5.6%
5 - 9	5.9%
10 - 14	6.3%
15 - 24	9.9%
25 - 34	11.0%
35 - 44	12.7%
45 - 54	13.4%
55 - 64	13.2%
65 - 74	13.4%
75 - 84	7.0%
85 +	1.7%
18 +	78.5%
2019 Population by Age	
Total	9,918
0 - 4	5.4%
5 - 9	5.7%
10 - 14	5.9%
15 - 24	9.6%
25 - 34	11.2%
35 - 44	12.2%
45 - 54	11.9%
55 - 64	14.2%
65 - 74	15.8%
75 - 84	6.3%
85 +	1.8%
18 +	79.9%
2024 Population by Age	
Total	10,515
0 - 4	5.6%
5 - 9	5.6%
10 - 14	5.9%
15 - 24	9.3%
25 - 34	11.2%
35 - 44	13.0%
45 - 54	10.7%
55 - 64	12.8%
65 - 74	16.4%
75 - 84	7.7%
85 +	1.8%
18 +	79.6%
2010 Population by Sex	
Males	3,965
Females	4,248
2019 Population by Sex	
Males	4,710
Females	5,208
2024 Population by Sex	
Males	4,946
Females	5,567

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity	
Total	8,213
White Alone	93.9%
Black Alone	1.0%
American Indian Alone	0.1%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	1.2%
Hispanic Origin	9.0%
Diversity Index	26.2
2019 Population by Race/Ethnicity	
Total	9,918
White Alone	92.3%
Black Alone	1.2%
American Indian Alone	0.2%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	1.6%
Hispanic Origin	11.6%
Diversity Index	32.2
2024 Population by Race/Ethnicity	
Total	10,514
White Alone	91.1%
Black Alone	1.3%
American Indian Alone	0.2%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.3%
Two or More Races	1.8%
Hispanic Origin	13.4%
Diversity Index	36.2
2010 Population by Relationship and Household Type	
Total	8,213
In Households	99.6%
In Family Households	86.2%
Householder	29.0%
Spouse	25.1%
Child	28.4%
Other relative	2.3%
Nonrelative	1.4%
In Nonfamily Households	13.4%
In Group Quarters	0.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment	
Total	7,277
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	3.7%
High School Graduate	17.5%
GED/Alternative Credential	1.9%
Some College, No Degree	25.6%
Associate Degree	7.9%
Bachelor's Degree	22.3%
Graduate/Professional Degree	17.8%
2019 Population 15+ by Marital Status	
Total	8,230
Never Married	22.3%
Married	62.2%
Widowed	7.0%
Divorced	8.5%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.1%
Civilian Unemployed (Unemployment Rate)	3.9%
2019 Employed Population 16+ by Industry	
Total	5,021
Agriculture/Mining	0.0%
Construction	9.0%
Manufacturing	20.5%
Wholesale Trade	3.3%
Retail Trade	11.2%
Transportation/Utilities	5.6%
Information	1.1%
Finance/Insurance/Real Estate	3.1%
Services	43.3%
Public Administration	2.9%
2019 Employed Population 16+ by Occupation	
Total	5,022
White Collar	59.7%
Management/Business/Financial	14.0%
Professional	27.5%
Sales	9.3%
Administrative Support	8.9%
Services	20.2%
Blue Collar	20.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	3.2%
Production	7.5%
Transportation/Material Moving	4.1%
2010 Population By Urban/ Rural Status	
Total Population	8,213
Population Inside Urbanized Area	28.7%
Population Inside Urbanized Cluster	55.4%
Rural Population	16.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	3,012
Households with 1 Person	21.6%
Households with 2+ People	78.4%
Family Households	73.5%
Husband-wife Families	63.1%
With Related Children	23.4%
Other Family (No Spouse Present)	10.3%
Other Family with Male Householder	3.2%
With Related Children	1.8%
Other Family with Female Householder	7.1%
With Related Children	4.2%
Nonfamily Households	4.9%
All Households with Children	29.8%
Multigenerational Households	2.4%
Unmarried Partner Households	5.6%
Male-female	4.8%
Same-sex	0.8%
2010 Households by Size	
Total	3,013
1 Person Household	21.6%
2 Person Household	41.2%
3 Person Household	14.0%
4 Person Household	13.4%
5 Person Household	6.0%
6 Person Household	2.5%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	3,012
Owner Occupied	88.1%
Owned with a Mortgage/Loan	64.4%
Owned Free and Clear	23.7%
Renter Occupied	11.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,161
Housing Units Inside Urbanized Area	34.1%
Housing Units Inside Urbanized Cluster	52.8%
Rural Housing Units	13.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments	
1.	Middleburg (4C)
2.	Soccer Moms (4A)
3.	The Elders (9C)
2019 Consumer Spending	
Apparel & Services: Total $	$9,151,643
Average Spent	$2,514.19
Spending Potential Index	117
Education: Total $	$6,074,183
Average Spent	$1,668.73
Spending Potential Index	105
Entertainment/Recreation: Total $	$14,226,926
Average Spent	$3,908.50
Spending Potential Index	120
Food at Home: Total $	$22,414,524
Average Spent	$6,157.84
Spending Potential Index	119
Food Away from Home: Total $	$16,036,755
Average Spent	$4,405.70
Spending Potential Index	120
Health Care: Total $	$27,182,649
Average Spent	$7,467.76
Spending Potential Index	126
HH Furnishings & Equipment: Total $	$9,520,998
Average Spent	$2,615.66
Spending Potential Index	123
Personal Care Products & Services: Total $	$4,101,582
Average Spent	$1,126.81
Spending Potential Index	127
Shelter: Total $	$78,614,445
Average Spent	$21,597.38
Spending Potential Index	117
Support Payments/Cash Contributions/Gifts in Kind: Total $	$11,451,286
Average Spent	$3,145.96
Spending Potential Index	127
Travel: Total $	$9,975,986
Average Spent	$2,740.66
Spending Potential Index	122
Vehicle Maintenance & Repairs: Total $	$5,034,170
Average Spent	$1,383.01
Spending Potential Index	121

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Profile

Hampshire Township PD
Area: 36.68 square miles

Prepared by Esri

Summary	Census 2010	2019	2024
Population	8,213	9,918	10,513
Households	3,012	3,640	3,851
Families	2,213	2,627	2,760
Average Household Size	2.72	2.72	2.72
Owner Occupied Housing Units	2,654	3,264	3,480
Renter Occupied Housing Units	358	375	371
Median Age	44.0	45.0	44.6

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.17%	-0.03%	0.77%
Households	1.13%	-0.01%	0.75%
Families	0.99%	-0.12%	0.68%
Owner HHs	1.29%	0.22%	0.92%
Median Household Income	4.08%	2.52%	2.70%

	2019		2024	
Households by Income	Number	Percent	Number	Percent
<$15,000	173	4.8%	151	3.9%
$15,000 - $24,999	179	4.9%	142	3.7%
$25,000 - $34,999	269	7.4%	218	5.7%
$35,000 - $49,999	293	8.0%	249	6.5%
$50,000 - $74,999	675	18.5%	613	15.9%
$75,000 - $99,999	402	11.0%	384	10.0%
$100,000 - $149,999	698	19.2%	802	20.8%
$150,000 - $199,999	754	20.7%	1,036	26.9%
$200,000+	198	5.4%	256	6.6%
Median Household Income	$87,832		$107,298	
Average Household Income	$104,227		$120,978	
Per Capita Income	$40,650		$47,017	

	Census 2010		2019		2024	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	457	5.6%	534	5.4%	586	5.6%
5 - 9	484	5.9%	566	5.7%	588	5.6%
10 - 14	517	6.3%	588	5.9%	622	5.9%
15 - 19	465	5.7%	508	5.1%	555	5.3%
20 - 24	348	4.2%	446	4.5%	420	4.0%
25 - 34	903	11.0%	1,109	11.2%	1,175	11.2%
35 - 44	1,045	12.7%	1,208	12.2%	1,369	13.0%
45 - 54	1,099	13.4%	1,180	11.9%	1,128	10.7%
55 - 64	1,082	13.2%	1,407	14.2%	1,347	12.8%
65 - 74	1,104	13.4%	1,566	15.8%	1,729	16.4%
75 - 84	573	7.0%	629	6.3%	810	7.7%
85+	136	1.7%	177	1.8%	186	1.8%

	Census 2010		2019		2024	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	7,716	93.9%	9,150	92.3%	9,578	91.1%
Black Alone	84	1.0%	117	1.2%	135	1.3%
American Indian Alone	12	0.1%	16	0.2%	18	0.2%
Asian Alone	123	1.5%	194	2.0%	242	2.3%
Pacific Islander Alone	0	0.0%	0	0.0%	1	0.0%
Some Other Race Alone	179	2.2%	283	2.9%	348	3.3%
Two or More Races	99	1.2%	158	1.6%	192	1.8%
Hispanic Origin (Any Race)	741	9.0%	1,146	11.6%	1,404	13.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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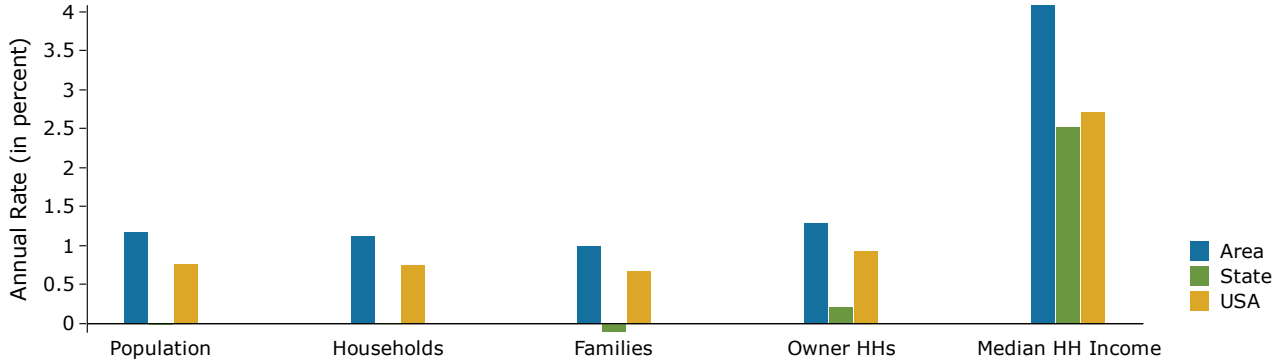
Demographic and Income Profile

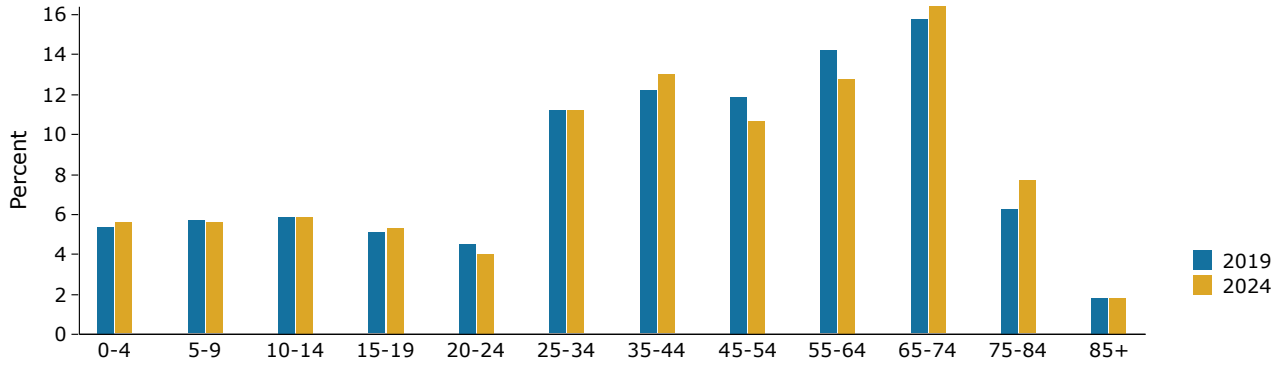
Hampshire Township PD
Area: 36.68 square miles

Prepared by Esri

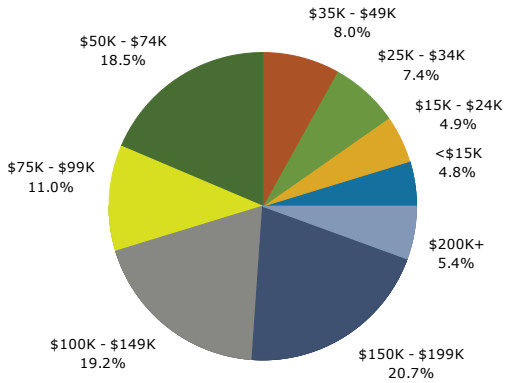
Trends 2019-2024



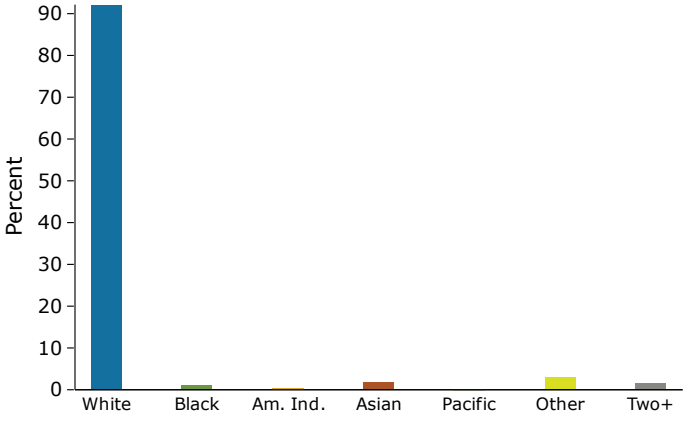
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 11.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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Executive Summary

Hampshire Township PD
Area: 36.68 square miles

Prepared by Esri

Population	
2000 Population	4,271
2010 Population	8,213
2019 Population	9,918
2024 Population	10,513
2000-2010 Annual Rate	6.76%
2010-2019 Annual Rate	2.06%
2019-2024 Annual Rate	1.17%
2019 Male Population	47.5%
2019 Female Population	52.5%
2019 Median Age	45.0

In the identified area, the current year population is 9,918. In 2010, the Census count in the area was 8,213. The rate of change since 2010 was 2.06% annually. The five-year projection for the population in the area is 10,513 representing a change of 1.17% annually from 2019 to 2024. Currently, the population is 47.5% male and 52.5% female.

Median Age

The median age in this area is 45.0, compared to U.S. median age of 38.5.

Race and Ethnicity	
2019 White Alone	92.3%
2019 Black Alone	1.2%
2019 American Indian/Alaska Native Alone	0.2%
2019 Asian Alone	2.0%
2019 Pacific Islander Alone	0.0%
2019 Other Race	2.9%
2019 Two or More Races	1.6%
2019 Hispanic Origin (Any Race)	11.6%

Persons of Hispanic origin represent 11.6% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 32.2 in the identified area, compared to 64.8 for the U.S. as a whole.

Households	
2019 Wealth Index	134
2000 Households	1,458
2010 Households	3,012
2019 Total Households	3,640
2024 Total Households	3,851
2000-2010 Annual Rate	7.53%
2010-2019 Annual Rate	2.07%
2019-2024 Annual Rate	1.13%
2019 Average Household Size	2.72

The household count in this area has changed from 3,012 in 2010 to 3,640 in the current year, a change of 2.07% annually. The five-year projection of households is 3,851, a change of 1.13% annually from the current year total. Average household size is currently 2.72, compared to 2.72 in the year 2010. The number of families in the current year is 2,627 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

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Mortgage Income	
2019 Percent of Income for Mortgage	15.7%
Median Household Income	
2019 Median Household Income	$87,832
2024 Median Household Income	$107,298
2019-2024 Annual Rate	4.08%
Average Household Income	
2019 Average Household Income	$104,227
2024 Average Household Income	$120,978
2019-2024 Annual Rate	3.03%
Per Capita Income	
2019 Per Capita Income	$40,650
2024 Per Capita Income	$47,017
2019-2024 Annual Rate	2.95%

Households by Income

Current median household income is $87,832 in the area, compared to $60,548 for all U.S. households. Median household income is projected to be $107,298 in five years, compared to $69,180 for all U.S. households

Current average household income is $104,227 in this area, compared to $87,398 for all U.S. households. Average household income is projected to be $120,978 in five years, compared to $99,638 for all U.S. households

Current per capita income is $40,650 in the area, compared to the U.S. per capita income of $33,028. The per capita income is projected to be $47,017 in five years, compared to $36,530 for all U.S. households

Housing	
2019 Housing Affordability Index	120
2000 Total Housing Units	1,521
2000 Owner Occupied Housing Units	1,221
2000 Renter Occupied Housing Units	238
2000 Vacant Housing Units	62
2010 Total Housing Units	3,161
2010 Owner Occupied Housing Units	2,654
2010 Renter Occupied Housing Units	358
2010 Vacant Housing Units	149
2019 Total Housing Units	3,819
2019 Owner Occupied Housing Units	3,264
2019 Renter Occupied Housing Units	375
2019 Vacant Housing Units	179
2024 Total Housing Units	4,077
2024 Owner Occupied Housing Units	3,480
2024 Renter Occupied Housing Units	371
2024 Vacant Housing Units	226

Currently, 85.5% of the 3,819 housing units in the area are owner occupied; 9.8%, renter occupied; and 4.7% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 3,161 housing units in the area - 84.0% owner occupied, 11.3% renter occupied, and 4.7% vacant. The annual rate of change in housing units since 2010 is 8.77%. Median home value in the area is $281,011, compared to a median home value of $234,154 for the U.S. In five years, median value is projected to change by 2.24% annually to $313,983.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

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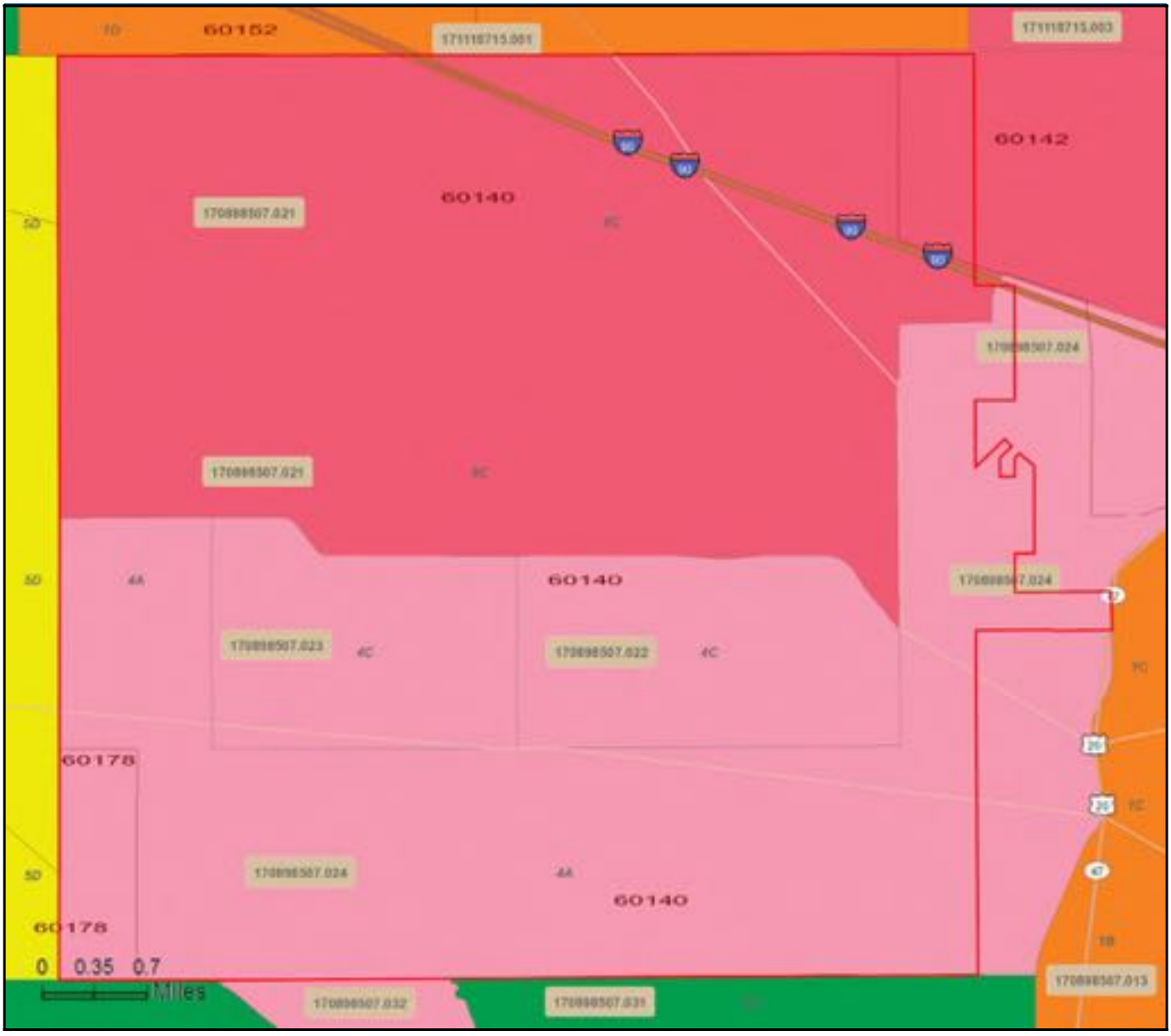
Dominant Tapestry Map

Hampshire Township PD
Area: 36.68 square miles

Prepared by Esri



Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: Gentrification
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots

Source: Esri

July 08, 2019

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Dominant Tapestry Map

Hampshire Township PD
Area: 36.68 square miles

Prepared by Esri

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)
Segment 1B (Professional Pride)
Segment 1C (Boomburbs)
Segment 1D (Savvy Suburbanites)
Segment 1E (Exurbanites)
Segment 2A (Urban Chic)
Segment 2B (Pleasantville)
Segment 2C (Pacific Heights)
Segment 2D (Enterprising Professionals)
Segment 3A (Laptops and Lattes)
Segment 3B (Metro Renters)
Segment 3C (Trendsetters)
Segment 4A (Soccer Moms)
Segment 4B (Home Improvement)
Segment 4C (Middleburg)
Segment 5A (Comfortable Empty Nesters)
Segment 5B (In Style)
Segment 5C (Parks and Rec)
Segment 5D (Rustbelt Traditions)
Segment 5E (Midlife Constants)
Segment 6A (Green Acres)
Segment 6B (Salt of the Earth)
Segment 6C (The Great Outdoors)
Segment 6D (Prairie Living)
Segment 6E (Rural Resort Dwellers)
Segment 6F (Heartland Communities)
Segment 7A (Up and Coming Families)
Segment 7B (Urban Villages)
Segment 7C (American Dreamers)
Segment 7D (Barrios Urbanos)
Segment 7E (Valley Growers)
Segment 7F (Southwestern Families)
Segment 8A (City Lights)
Segment 8B (Emerald City)
Segment 8C (Bright Young Professionals)
Segment 8D (Downtown Melting Pot)
Segment 8E (Front Porches)
Segment 8F (Old and Newcomers)
Segment 8G (Hardscrabble Road)
Segment 9A (Silver & Gold)
Segment 9B (Golden Years)
Segment 9C (The Elders)
Segment 9D (Senior Escapes)
Segment 9E (Retirement Communities)
Segment 9F (Social Security Set)
Segment 10A (Southern Satellites)
Segment 10B (Rooted Rural)
Segment 10C (Diners & Miners)
Segment 10D (Down the Road)
Segment 10E (Rural Bypasses)
Segment 11A (City Strivers)
Segment 11B (Young and Restless)
Segment 11C (Metro Fusion)
Segment 11D (Set to Impress)
Segment 11E (City Commons)
Segment 12A (Family Foundations)
Segment 12B (Traditional Living)
Segment 12C (Small Town Simplicity)
Segment 12D (Modest Income Homes)
Segment 13A (International Marketplace)
Segment 13B (Las Casas)
Segment 13C (NeWest Residents)
Segment 13D (Fresh Ambitions)
Segment 13E (High Rise Renters)
Segment 14A (Military Proximity)
Segment 14B (College Towns)
Segment 14C (Dorms to Diplomas)
Segment 15 (Unclassified)

Source: Esri

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Tapestry Segmentation Area Profile

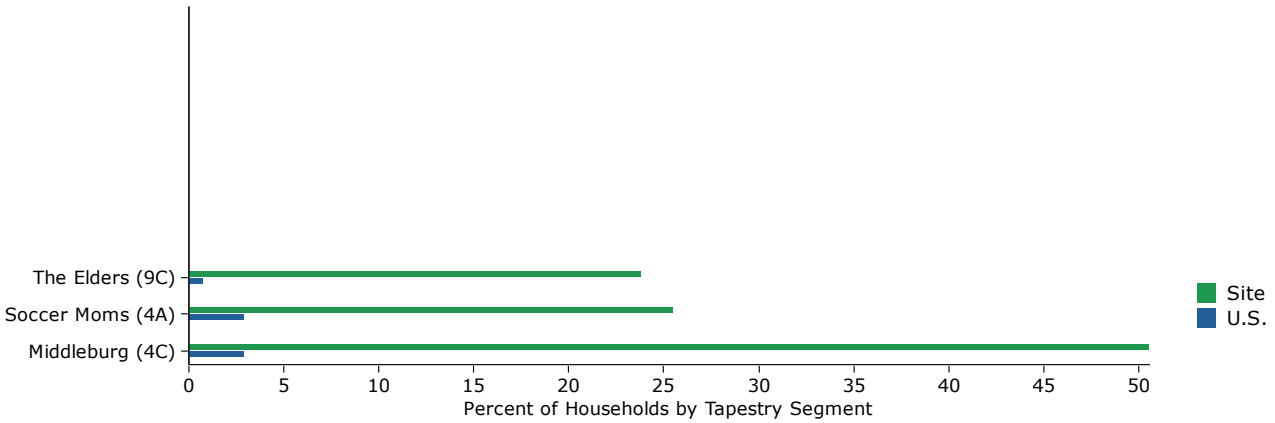
Hampshire Township Park District
Area: 36.68 square miles

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households Percent	2019 Households Cumulative Percent	2019 U.S. Households Percent	2019 U.S. Households Cumulative Percent	Index
1	Middleburg (4C)	50.6%	50.6%	2.9%	2.9%	1741
2	Soccer Moms (4A)	25.5%	76.1%	2.9%	5.8%	872
3	The Elders (9C)	23.9%	100.0%	0.7%	6.5%	3,209
	Subtotal	**100.0%**		**6.5%**		
	Total	**100.0%**		**6.6%**		**1520**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

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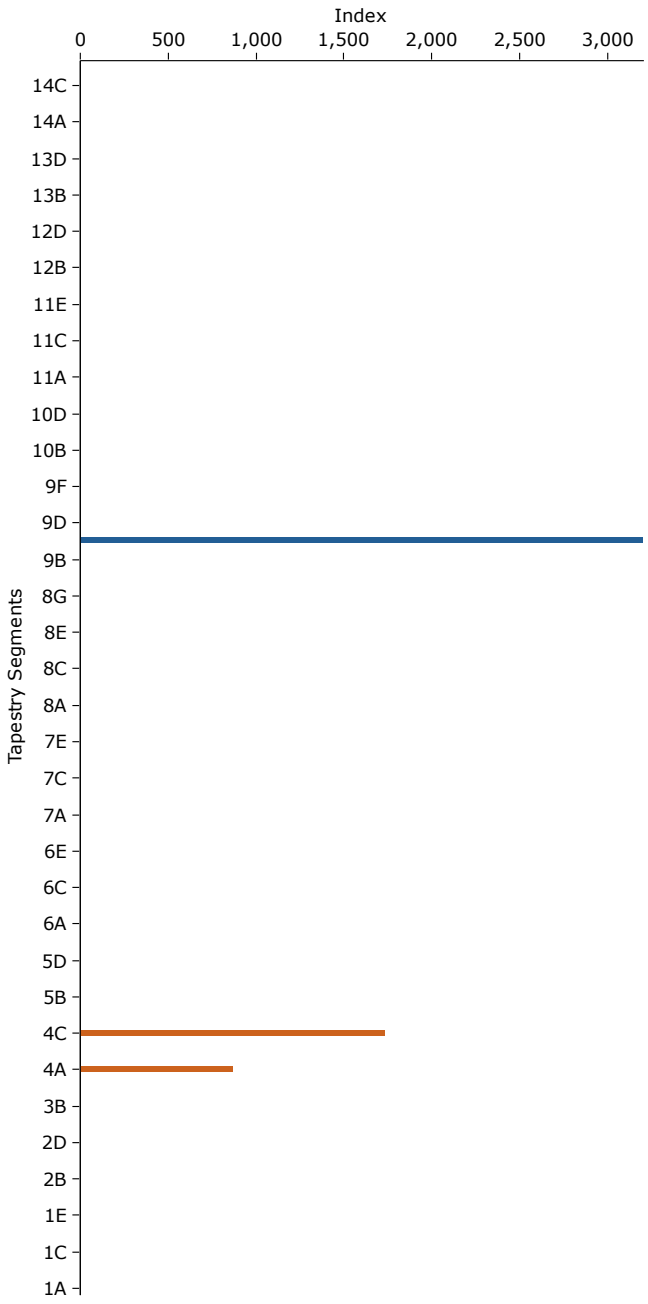
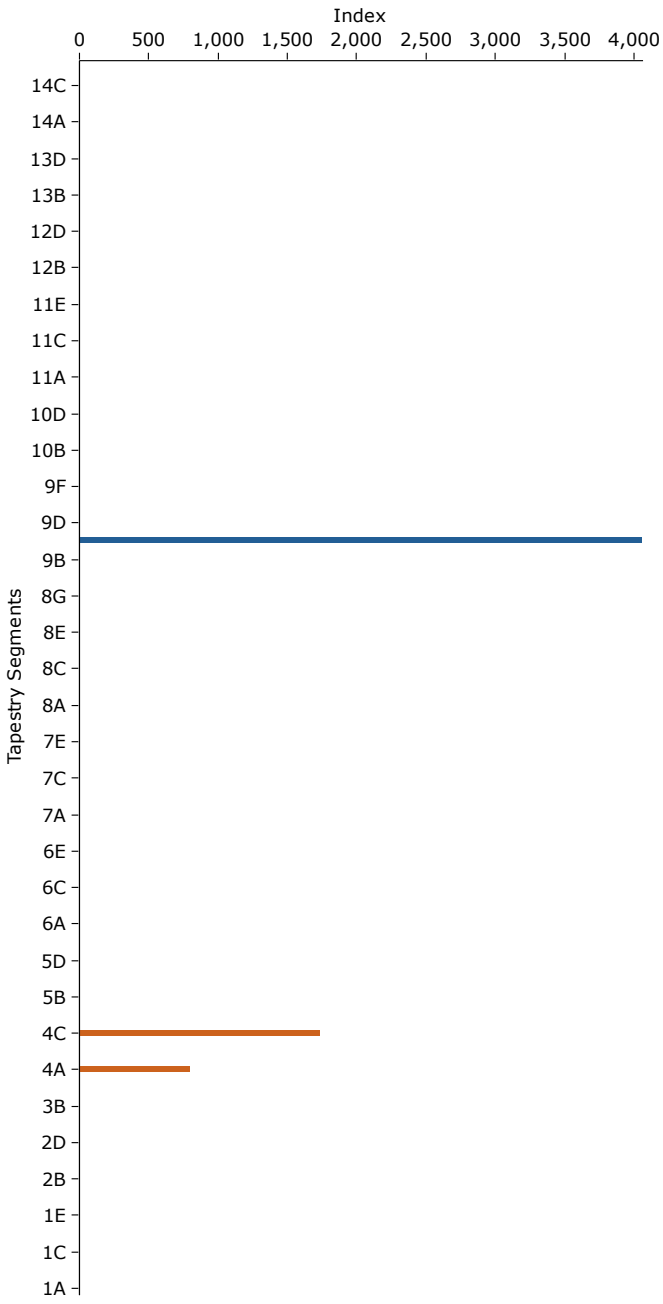
2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

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Tapestry Segmentation Area Profile

Hampshire Township Park District
Area: 36.68 square miles

Prepared by Esri

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,640	100.0%		7,920	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**2,771**	**76.1%**	**1009**	**5,999**	**75.7%**	**962**
Soccer Moms (4A)	929	25.5%	872	2,001	25.3%	808
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,842	50.6%	1,741	3,998	50.5%	1,741
5. GenXurban	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

July 08, 2019

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Tapestry Segmentation Area Profile

Hampshire Township Park District
Area: 36.68 square miles

Prepared by Esri

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,640	100.0%		7,920	100.0%	
8. Middle Ground	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**869**	**23.9%**	**412**	**1,921**	**24.3%**	**485**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	869	23.9%	3,209	1,921	24.3%	4,066
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

July 08, 2019

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Tapestry Segmentation Area Profile

Hampshire Township Park District
Area: 36.68 square miles

Prepared by Esri

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,640	100.0%		7,920	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
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Tapestry Segmentation Area Profile

Hampshire Township Park District
Area: 36.68 square miles

Prepared by Esri

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,640	100.0%		7,920	100.0%	
4. Suburban Periphery	**1,798**	**49.4%**	**155**	**3,922**	**49.5%**	**152**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	929	25.5%	872	2,001	25.3%	808
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	869	23.9%	3,209	1,921	24.3%	4,066
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**1,842**	**50.6%**	**541**	**3,998**	**50.5%**	**559**
Middleburg (4C)	1,842	50.6%	1,741	3,998	50.5%	1,741
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
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July 08, 2019

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LifeMode Group: Family Landscapes

Soccer Moms

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: $90,500

WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- *Soccer Moms* residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

4A

LifeMode Group: Family Landscapes

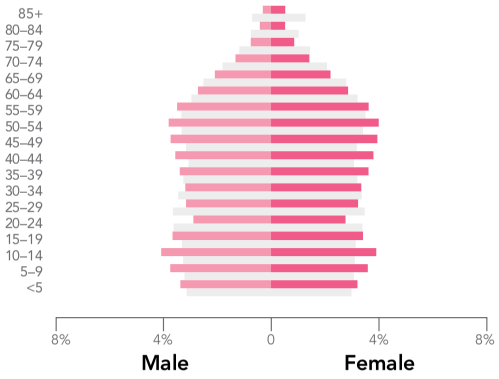
Soccer Moms

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 37.0 US: 38.2

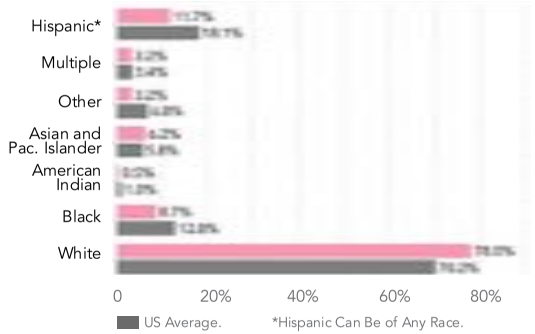
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 50.8 US: 64.0

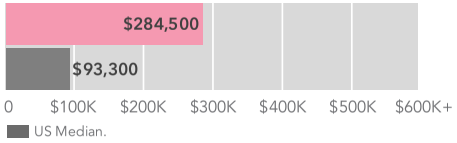


INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

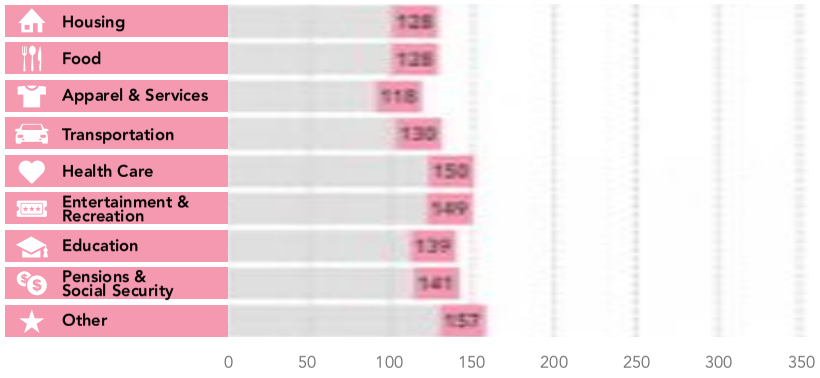
Median Household Income

Median Net Worth



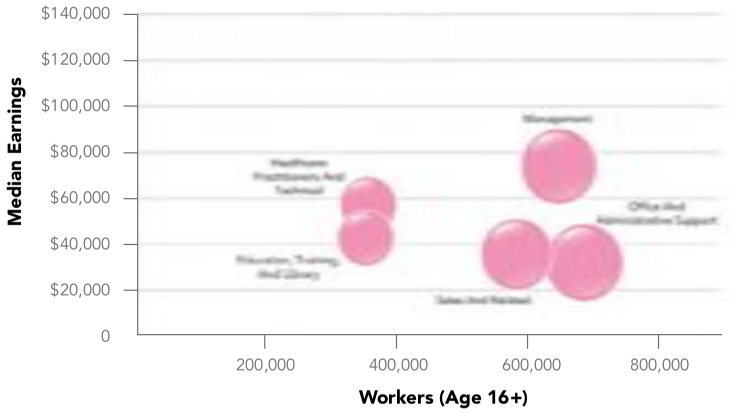
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



4A

LifeMode Group: Family Landscapes

Soccer Moms

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

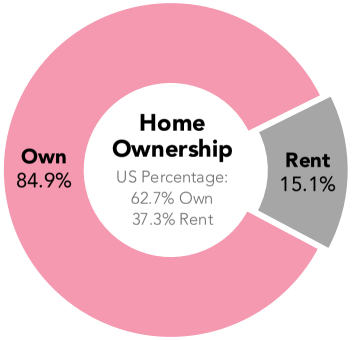
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

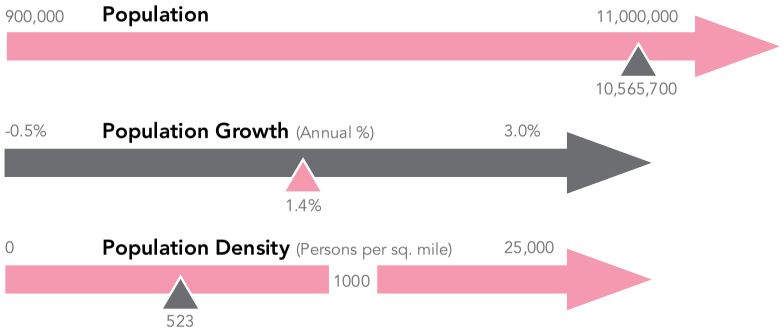
Median Value:
$257,400

US Median: $207,300



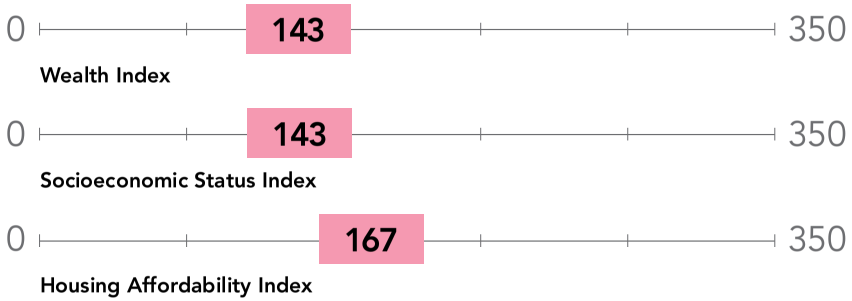
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



4A

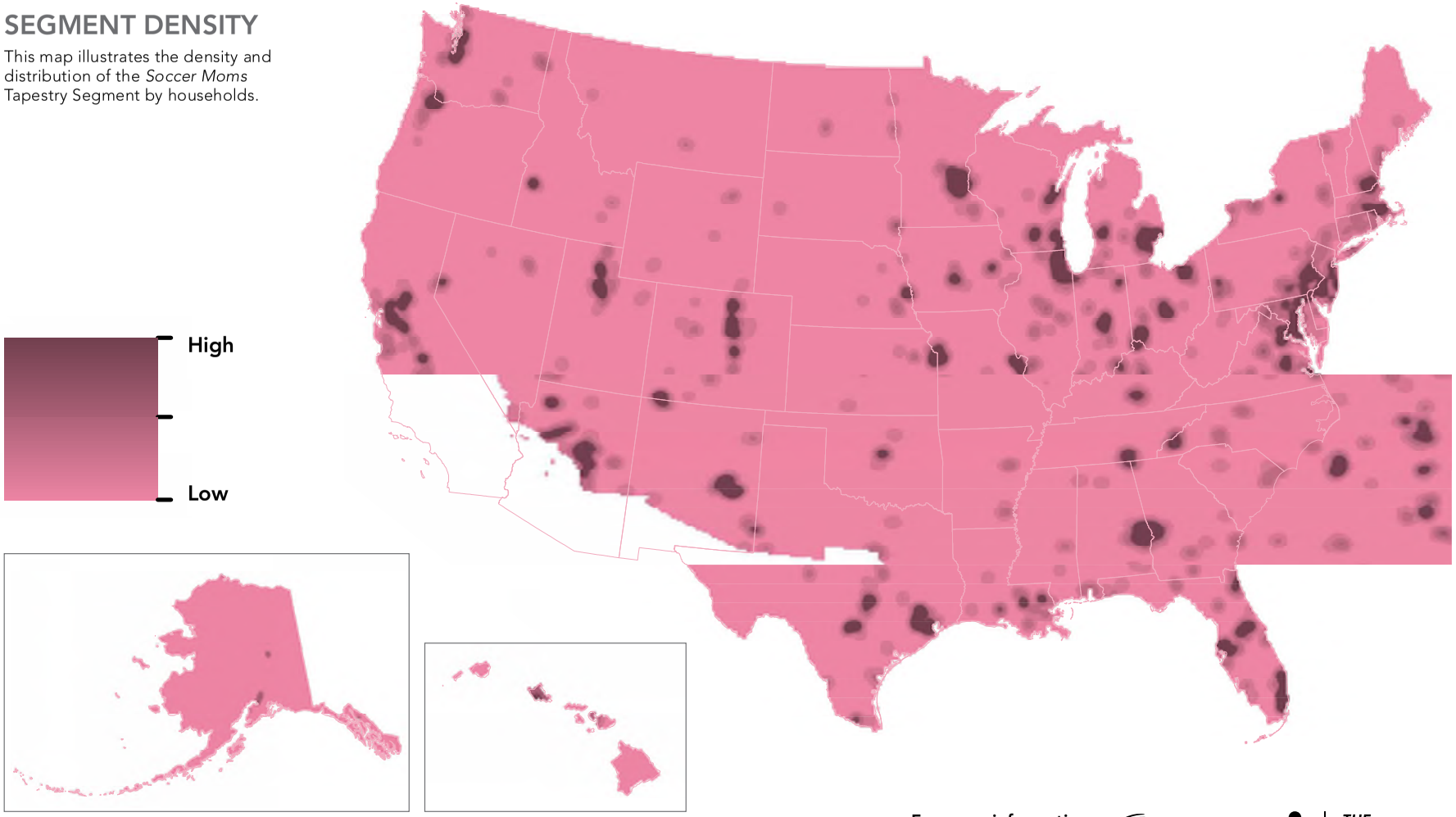
LifeMode Group: Family Landscapes

Soccer Moms

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Soccer Moms* Tapestry Segment by households.



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LifeMode Group: Family Landscapes

Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

4C

LifeMode Group: Family Landscapes

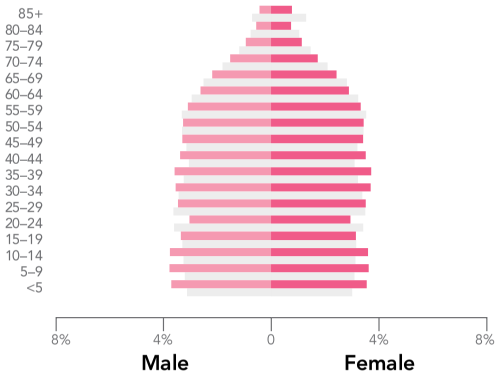
Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 36.1 US: 38.2

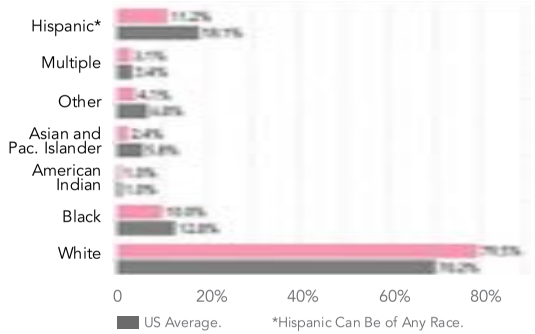
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.5 US: 64.0



INCOME AND NET WORTH

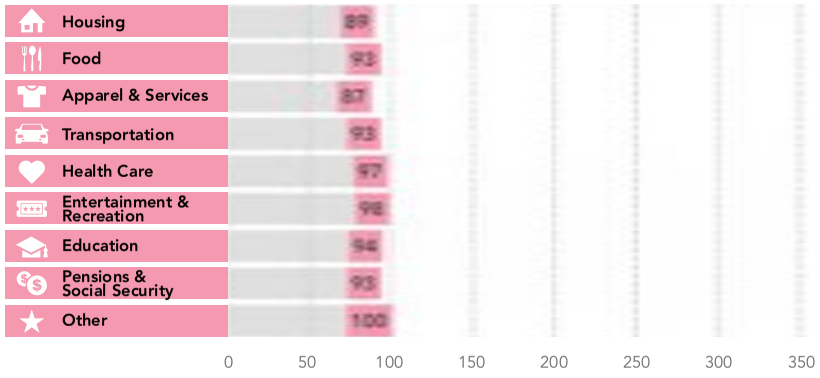
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

Median Net Worth

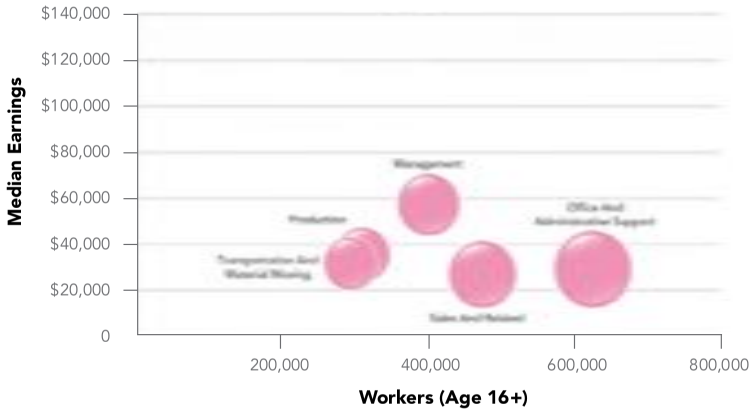
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



4C

LifeMode Group: Family Landscapes

Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

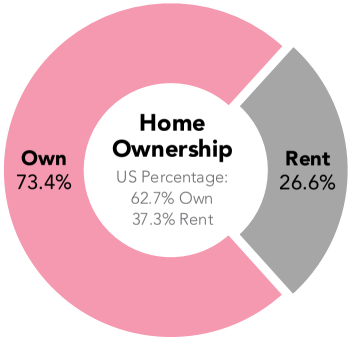
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

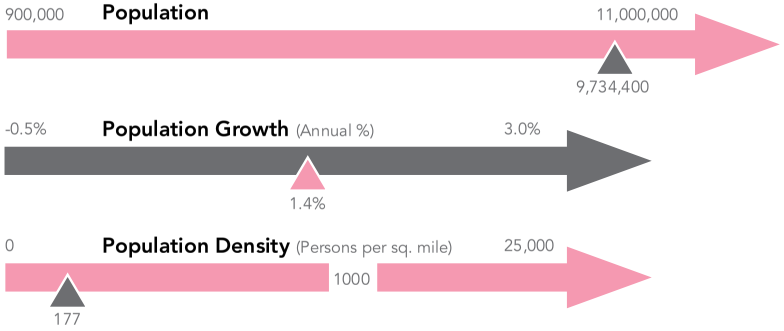
Median Value:
$175,000

US Median: $207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

4C

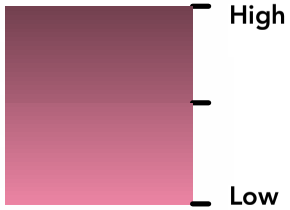
LifeMode Group: Family Landscapes

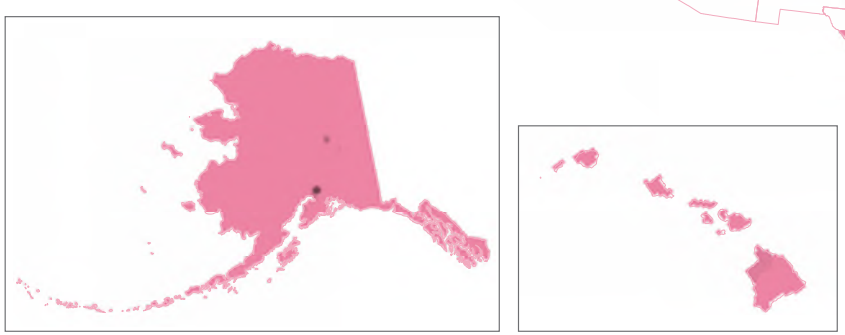
Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.





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LifeMode Group: Senior Styles

The Elders

9C

Households: 910,100

Average Household Size: 1.68

Median Age: 72.3

Median Household Income: $42,800

WHO ARE WE?

With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. *The Elders* residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.

TAPESTRY SEGMENTATION
esri.com/tapestry

OUR NEIGHBORHOOD

- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona.
- 45% married couples without children; 44% single households; average household size, 1.68.
- Owner-occupied housing units; median home value of $180,000 (Index 87).
- Housing mix of single-family homes (44%), town homes, and high-density apartment buildings in neighborhoods built from 1970 through 1989.
- Vacancy rates higher at 24%, due to the number of seasonal or vacation homes.
- Almost 60% of the population in group quarters on nursing home facilities.

SOCIOECONOMIC TRAITS

- Predominantly retirees, *The Elders* has a low labor force participation rate of 22.4%.
- Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate, retail or the arts.
- Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income.
- Median household income is lower than the US (Index 76), but median net worth is much higher (Index 269).
- These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.
- Cell phones are common but primarily used to make/receive calls.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

9C

LifeMode Group: Senior Styles

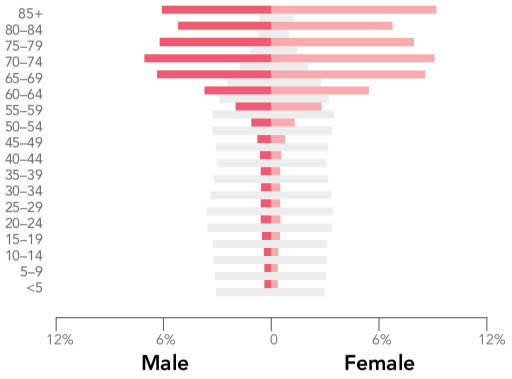
The Elders

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 72.3 US: 38.2

Indicates US



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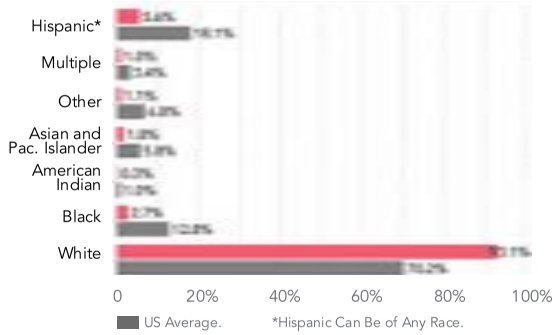

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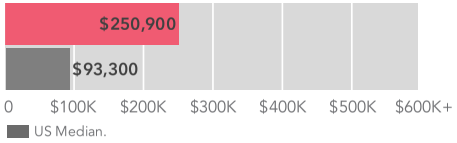

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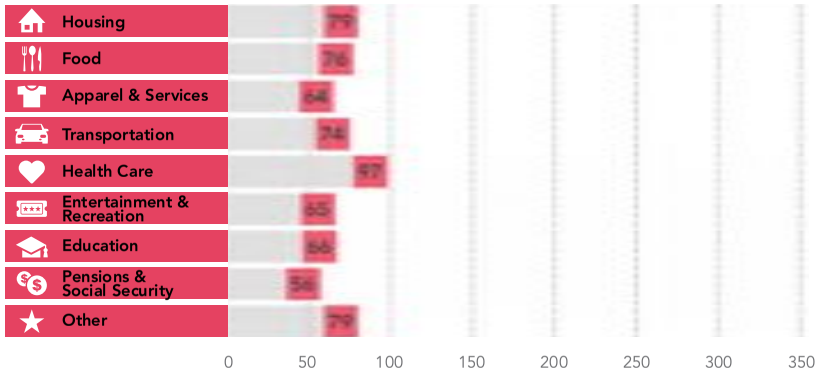

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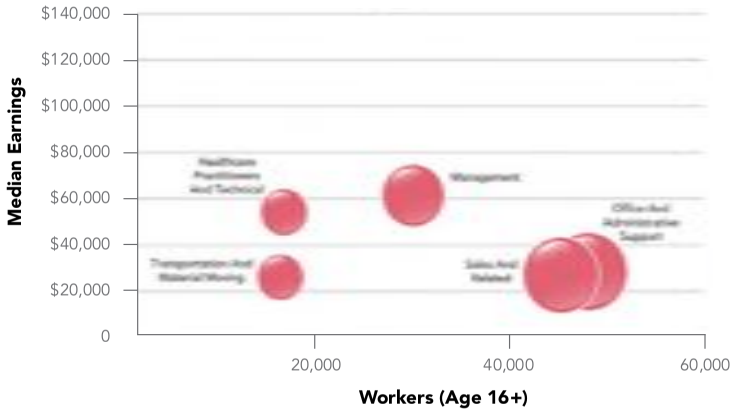

9C

LifeMode Group: Senior Styles

The Elders

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years).
- They are connected via modems (cable or dial-up) on older PCs or notebooks. However, banking is commonly done in person; shopping is by phone or in person.
- Shopping includes apparel and exercise equipment.
- They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, weather, and history channels.
- Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.

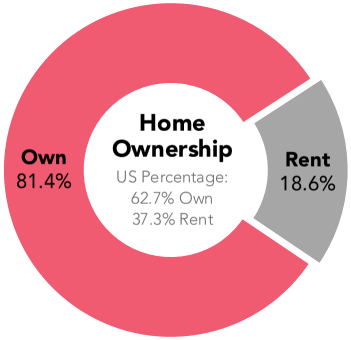
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family, High-Rises, Mobile Homes/Seasonal

Median Value:
$180,000

US Median: $207,300



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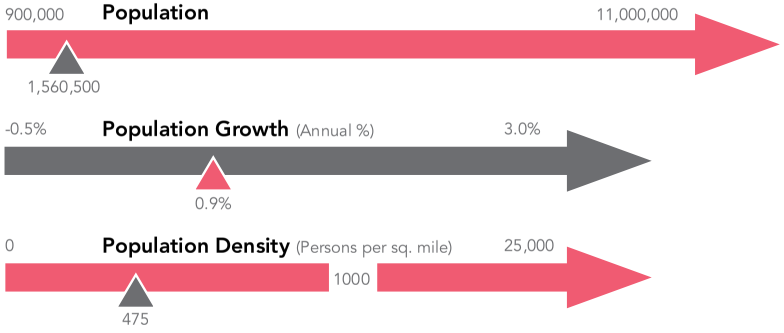

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LifeMode Group: Senior Styles

The Elders

TAPESTRY SEGMENTATION
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SEGMENT DENSITY

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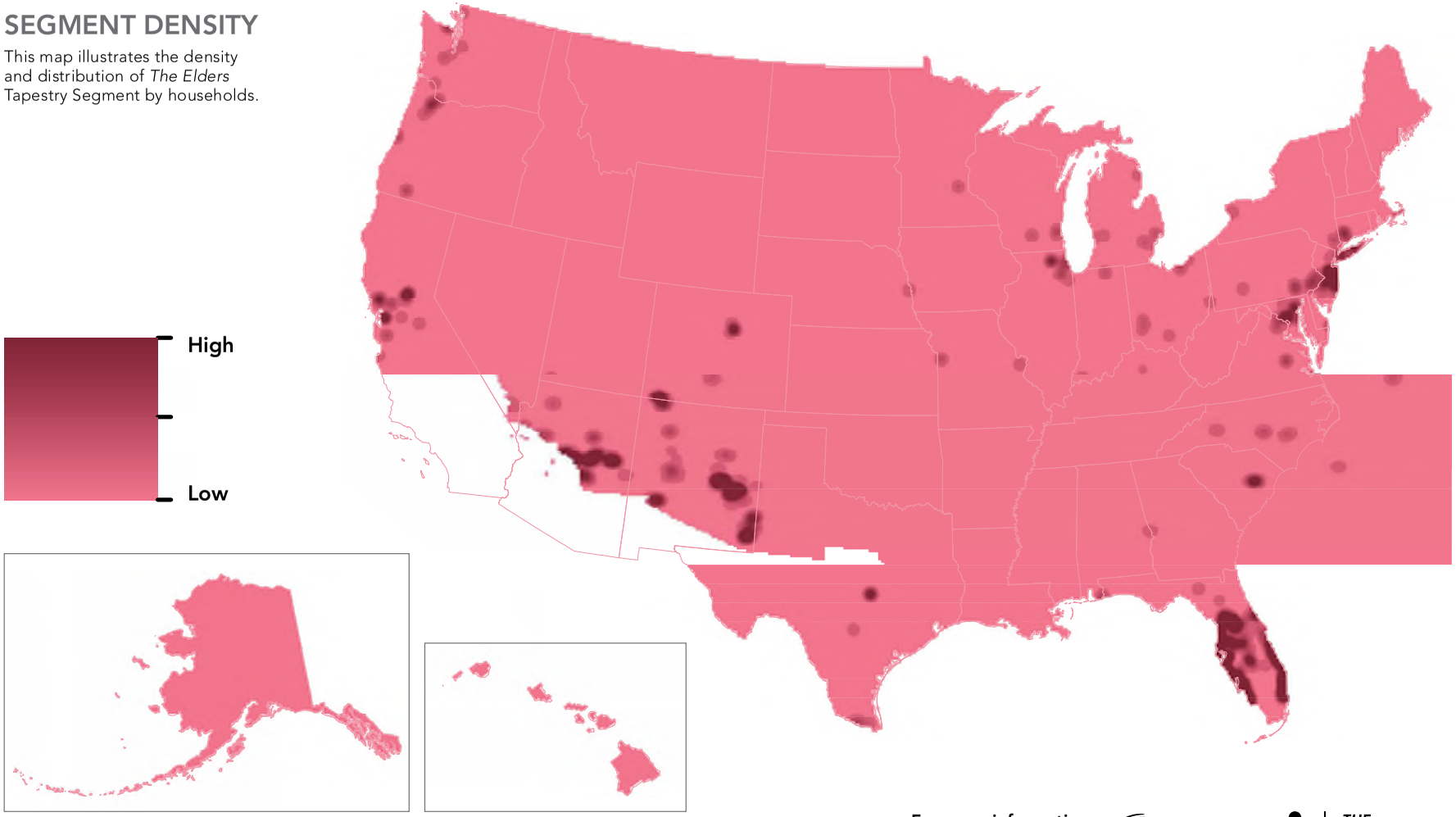

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The following table provides an overview of the classifications for parks, recreation areas open space, and pathways.

Parks, Open Space, and Pathways Classifications Table

Parks and Open Space Classifications

Classification	General Description	Location Criteria	Size Criteria	Application of LOS
Mini-Park	Used to address limited, isolated or unique recreational needs.	Less than a 1/4 mile distance in residential setting.	Between 2500 sq. ft. and one acre in size	Yes
Neighborhood Park	Neighborhood park remains the basic unit of the park system and serves as the recreational and social focus of the neighborhood. Focus is on informal active and passive recreation.	1/4 to 1/2 mile distance and ininterrupted by non-residential roads and other physical barriers.	5 acres is considered minimum size. 5 to 10 acres is optimal.	Yes
School-Park	Depending on circumstances, combining parks with school sites can fulfill the space requirements for other classes of parks, such as neighborhood, community, sports complex, and special use.	Determined by location of school district property.	Variable—depends on function	Yes — but should not count school only uses.
Community Park	Serves broader purpose than neighborhood park. Focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces.	Determined by the quality and suitability of the site. Usually serves two or more neighborhoods and 1/2 to 3 mile distance.	As needed to accommodate desired uses. Usually between 30 and 50 acres.	Yes
Large Urban Park	Large urban parks serve a broader purpose than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the community. Focus is on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces.	Determined by the quality and suitability of the site. Usually serves the entire community.	As needed to accommodate desired uses. Usually a minimum of 50 acres, with 75 or more acres being optimal.	Yes
Natural Resource Areas	Lands set aside for preservation of significant natural resources, remnant landscapes, open space, and visual aesthetics/buffering.	Resource availability and opportunity.	Variable.	No
Greenways	Effectively tie park system components together to form a continuous park environment.	Resource availability and opportunity.	Variable.	No
Sports Complex	Consolidates heavily programmed athletic fields and associated facilities to larger and fewer sites strategically located throughout the community.	Strategically located community-wide facilities.	Determined by projected demand. Usually a minimum of 25 acres, with 40 to 80 acres being optimal.	Yes
Special Use	Covers a broad range of parks and recreation facilities oriented toward single-purpose use.	Variable—dependent on specific use.	Variable.	Depends on type of use.
Private Park / Recreation Facility	Parks and recreation facilities that are privately owned yet contribute to the public park and recreation system.	Variable—dependent on specific use.	Variable.	Depends on type of use.

Parks, Open Space, and Pathway Classifications Table (cont.)

Pathway Classifications

Classification	General Description	Description of Each Type	Application of LOS
Park Trail	Multipurpose trails located within greenways, parks, and natural resource areas. Focus is on recreational value and harmony with natural environment.	Type I: Seperate/single-purpose hard-surfaced trails for pedestrians or bicyclists / in-line skaters. Type II: Multipurpose hard-surfaced trails for pedestrians and bicyclists/ in-line skaters. Type III: Nature trails for pedestrians. May be hard- or soft-surfaced.	Not Applicable.
Connector Trails	Multipurpose trails that emphasize safe travel for pedestrians to and from parks and around the community. Focus is as much on transportation as it is on recreation.	Type I: Seperate/single-purpose hard-surfaced trails for pedestrians or bicyclists/in-line skaters located in independent r.o.w. (e.g., old railroad r.o.w.) Type II: Seperate/single-purpose hard-surfaced trails for pedestrians or bicyclists/in-line skaters. Typically located within road r.o.w.	Not Applicable.
On-Street Bikeways	Paved segments of roadways that serve as a means to safely separate bicyclists from vehicular traffic.	Bike Route: Designated portions of the roadway for the preferential or exclusive use of bicyclists. Bike Lane: Shared portions of the roadway that provide separation between motor vehicles and bicyclists, such as paved shoulders.	Not Applicable.
All-Terrain Bike Trail	Off-road trail for all-terrain (mountain) bikes.	Single-purpose loop trails usually located in larger parks and natural resource areas.	Not Applicable.
Cross-Country Ski Trail	Trails developed for traditional and skate-style cross-country skiing.	Loop trails usually located in larger parks and natural resource areas.	Not Applicable.
Equestrian Trail	Trails developed for horseback riding.	Loop trails usually located in larger parks and natural resource areas. Sometimes developed as multipurpose with hiking and all-terrain biking where conflicts can be controlled.	Not Applicable.

Mini-Park

Used to address limited or isolated recreational needs.

General Description: Mini-park is the smallest park classification and is used to address limited or isolate recreational needs. Examples include:

- Concentrated or limited populations.
- Isolated development areas.
- Unique recretional opportunities.

USEFUL LIFE CRITERIA

IDNR Grant Administration Division
Per IPRA-Park & Natural Resource Management Section's Recommendations

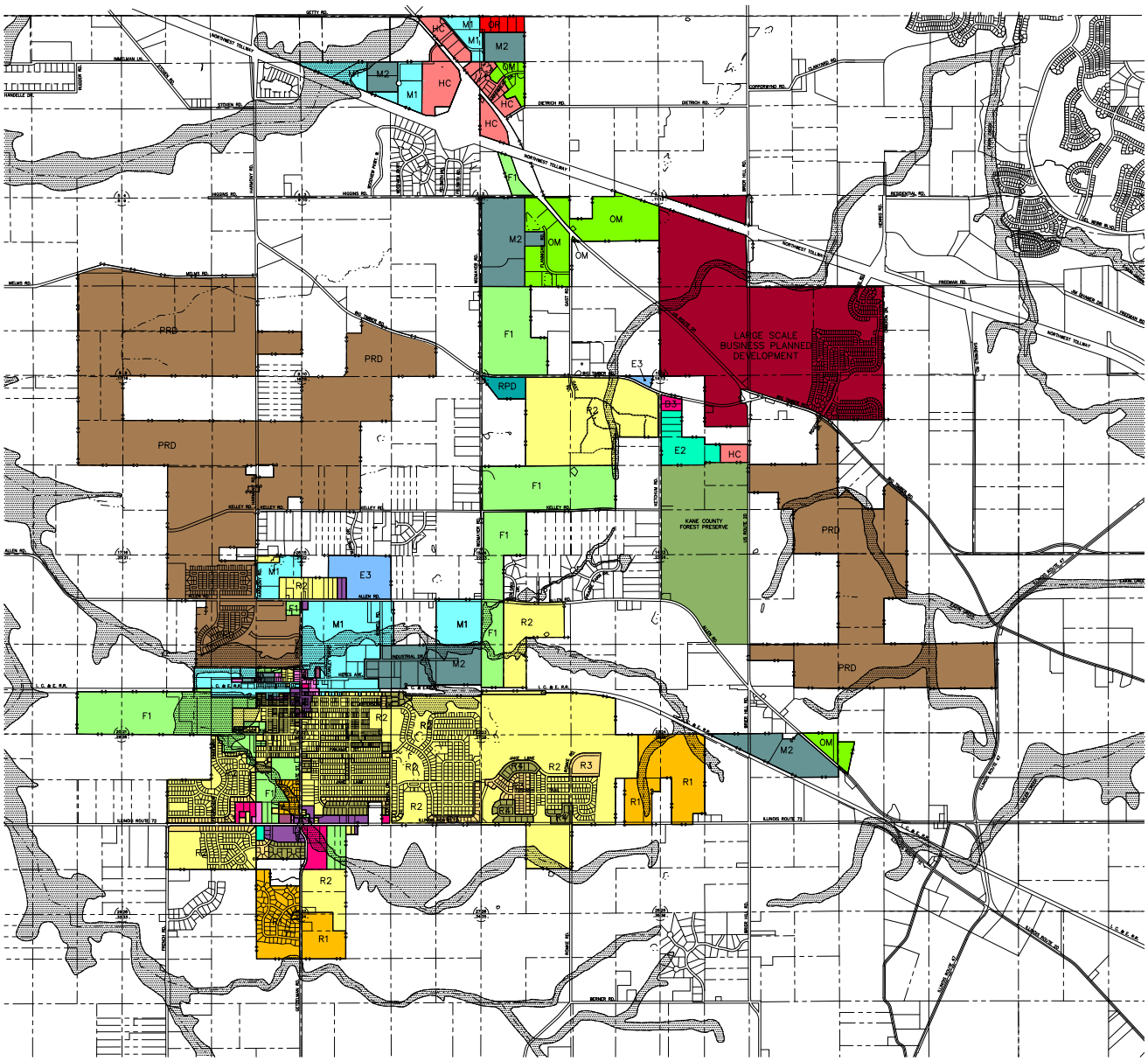
Facility Type	Expected useful life	Evaluation Criteria – Factor
Baseball/Softball Fields	8-10 years	# Games/week, # Practices/week Grass infields? Maintenance Procedure/Standards Is site used for multiple uses, soccer, and football? Is space used for organized or programmed events? Spectator considerations – bleachers Concession stands
Baseball/Softball Field Lighting	20 years	Pole Type (wood, steel, concrete) Wiring type (aluminum, copper) HID or incandescent fixtures Existing FC vs. new standards Accepted grounding systems? Panel Capabilities/Technology Electrical Code compliance
Basketball Courts Resurface Total Renovation	 12-15 years 20-25 years	Same as tennis courts
Bike Paths	Same as Parking lots	Same as Parking lots
Boathouse	10-15 years	Attached to Community Center Y/N Mechanical room connected? ADA compliance Y/N Local Code compliance? Preventive Maintenance record Location i.e. Lake Michigan
Boat Launch Ramps	15-20 years	Construction materials, gravel, concrete Location i.e. Lake Michigan Annual Usage Is facility fee generating? Region
Fishing Piers & Docks	15-20 years	Original construction materials plastic, wood, aluminum Location i.e. Lake Michigan Annual volume/usage Winter removal and storage? Preventive maintenance record
Interpretive Center	Same as Bathhouse	Same as Bathhouse
Irrigation System	20 years	Irrigated Y/N Usage # games per week Drainage considerations Maintenance standards/levels Is site used for organized or programmed events? To What extent? Is site used for multiple uses? Softball, BB or football

Parking Lots Resurface Total Renovation	 12-15 years 20-25 years	Gravel, asphalt or concrete Monthly volume and load use (i.e. delivery trucks or garbage) Spring use –heavy, moderate, light Seal coating frequency Preventive maintenance record Original construction design loads Location: flooding/water concerns Snow removal or salt use? Curbed or sheet drainage to edges
Picnic Shelters	25 years	Support structures: masonry, steel, wood Roof type: metal, asphalt, shingle, slate, cedar shake Construction type: post & beam, frame Historical value and consideration Preventive maintenance record Is site used for organized or programmed events? To what extent?
Playgrounds	15 years - metal 10 years - plastic 8 – 12 years - wood	Meet Standards? ASTM, CPSC, ADA Daily usage by intended user group Location: school, or Neighborhood Park Surfacing Material Preventive maintenance record Border construction material Location: retention area/water?
Restrooms	Same as pools	Same as pools
Shuffleboard Resurface Total Renovation	 12-15 years 20-25 years	Same as tennis courts
Soccer Fields	8-10 years	Usage rating A/B/C/D # games/week, # weeks/year, time of year, age of user
Swimming Pools Bathhouse	25 years 25 years	Stand alone site? Heated for winter?
Tennis Courts Resurface Total Renovation	 12-15 years 20-25 years	Lighted Y/N (Use Baseball Criteria) Surface clay, asphalt, other Color coat/overlay/rebuild Frequency of color coating Location – high water table Fencing material/posts Preventive maintenance Location: Water table concerns Is site used for organized or programmed events? To what extent? Are courts used for making ice?
Volleyball Courts		Sand / Grass? Lighted Y/N Borders Bleachers/spectator area

IDNR Division of Grant Administration Useful Life Criteria 7/21/97

VILLAGE OF HAMPSHIRE

KANE COUNTY, ILLINOIS



ZONING MAP

LEGEND

- E1 – ESTATE DISTRICT
- E2 – ESTATE DISTRICT
- E3 – ESTATE DISTRICT
- PRD – PLANNED RESIDENTIAL DEVELOPMENT
- R1 – SINGLE FAMILY RESIDENCE DISTRICT
- R2 – SINGLE FAMILY RESIDENCE DISTRICT
- R3 – TWO FAMILY RESIDENCE DISTRICT
- R4 – GENERAL RESIDENCE DISTRICT
- RR – RURAL RESIDENTIAL DISTRICT
- RPD – RESIDENTIAL PLANNED DEVELOPMENT
- – 100 YEAR FLOOD PLAIN BOUNDARY
- ⟷ EXISTING VILLAGE LIMITS

- B1 – CENTRAL BUSINESS DISTRICT
- B2 – COMMUNITY BUSINESS DISTRICT
- B3 – SERVICE BUSINESS DISTRICT
- B4 – OFFICE BUSINESS DISTRICT
- OR – OFFICE–RESEARCH DISTRICT
- HC – HIGHWAY COMMERCIAL DISTRICT
- RB – RURAL BUSINESS DISTRICT
- M1 – RESTRICTED INDUSTRIAL DISTRICT
- M2 – GENERAL INDUSTRIAL DISTRICT
- M3 – INDUSTRIAL DISTRICT
- OM – OFFICE AND RESTRICTED MANUFACTURING DISTRICT
- F1 – RESTRICTED FARMING DISTRICT
- – LARGE SCALE BUSINESS PLANNED DEVELOPMENT

N

1000' 0' 1000' 2000'
SCALE FEET

NOTICE:
THIS IS NOT AN OFFICAL ZONING MAP OF THE VILLAGE OF HAMPSHIRE BUT A COMPILATION TAKEN FROM THE OFFICAL ZONING MAP WHICH IS KEPT IN THE VILLAGE OFFICES AT 234 SOUTH STATE STREET, HAMPSHIRE, ILLINOIS 60140.

NO.	DATE	REVISIONS

PREPARED FOR THE VILLAGE OF HAMPSHIRE BY:

Engineering Enterprises, Inc.
CONSULTING ENGINEERS
52 Wheeler Road
Sugar Grove, Illinois 60554
P: 630.466.6700 – W: www.eeiweb.com

SHEET 2 OF 2
FEBRUARY 2019

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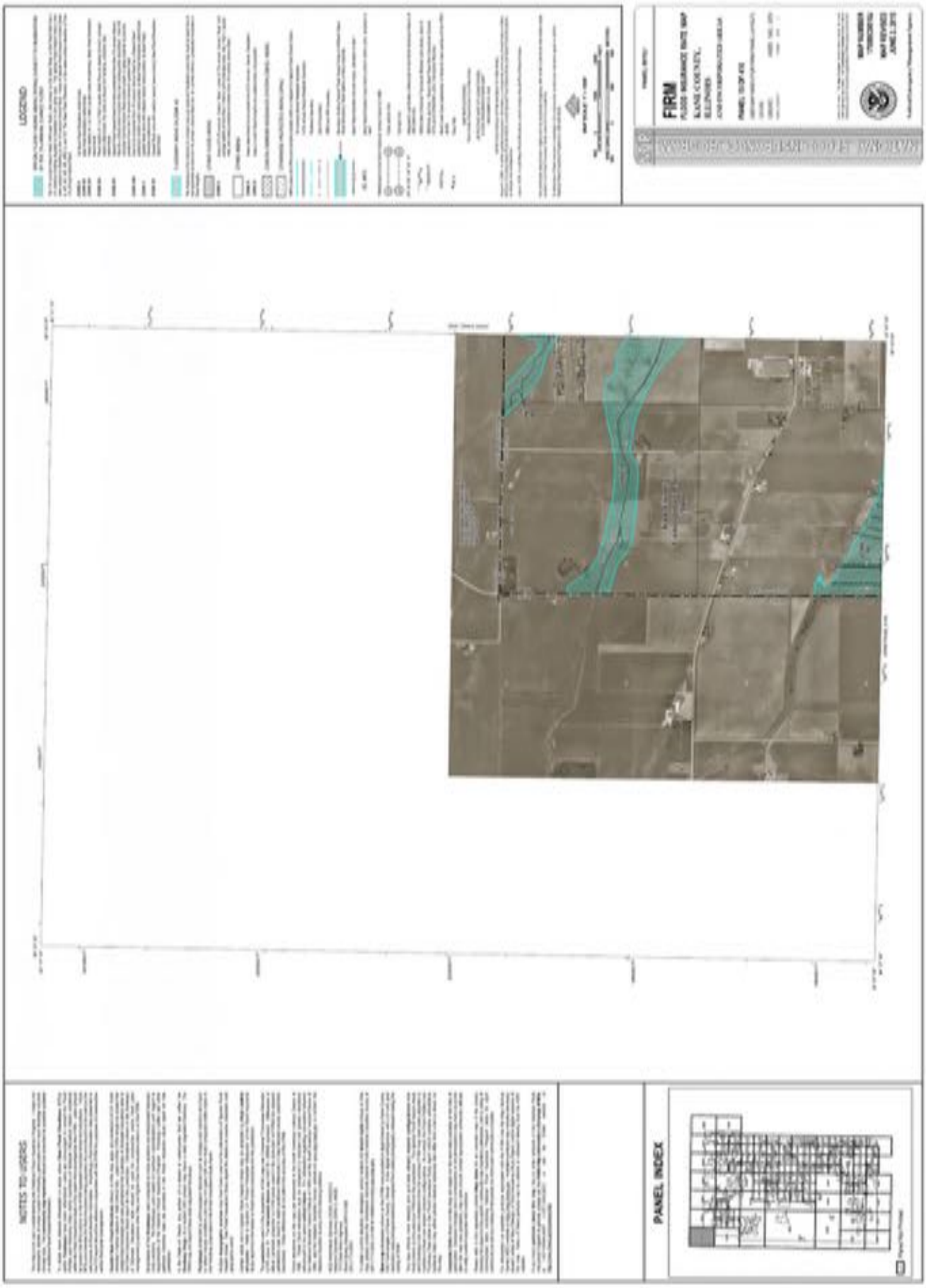
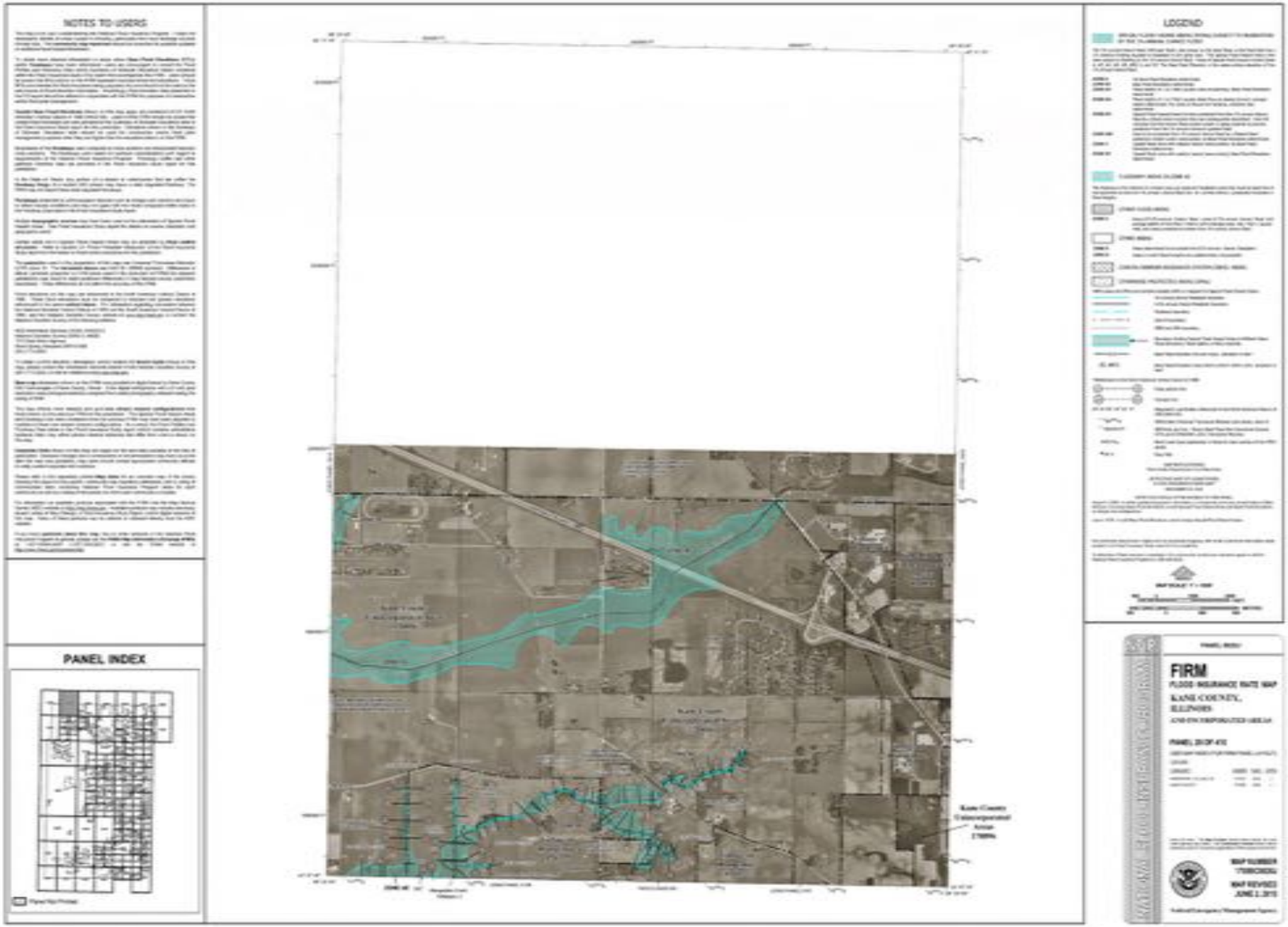

LEGEND
FIRM
NOTES TO USERS
PANEL INDEX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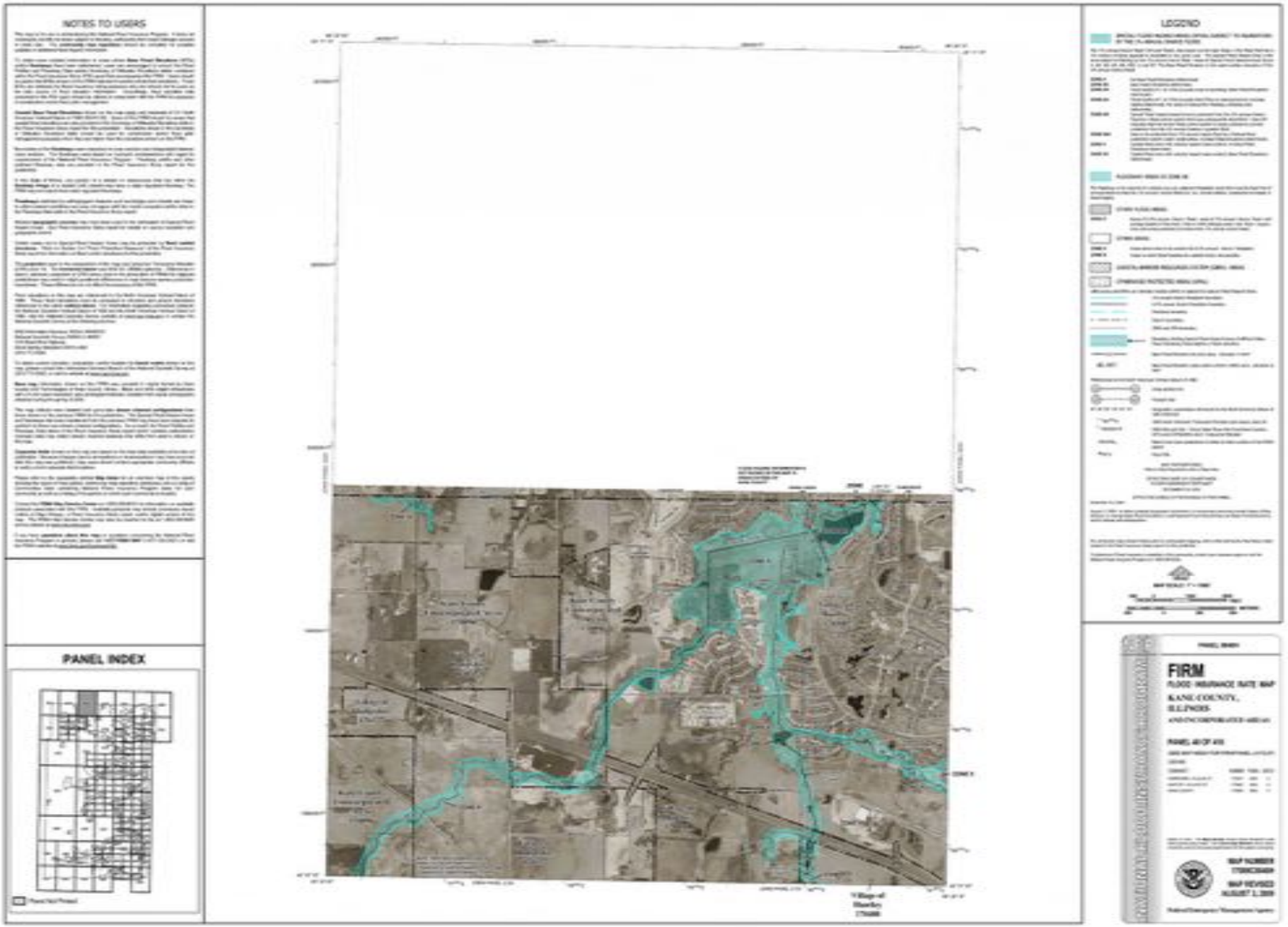
KANE COUNTY, ILLINOIS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KANE COUNTY,
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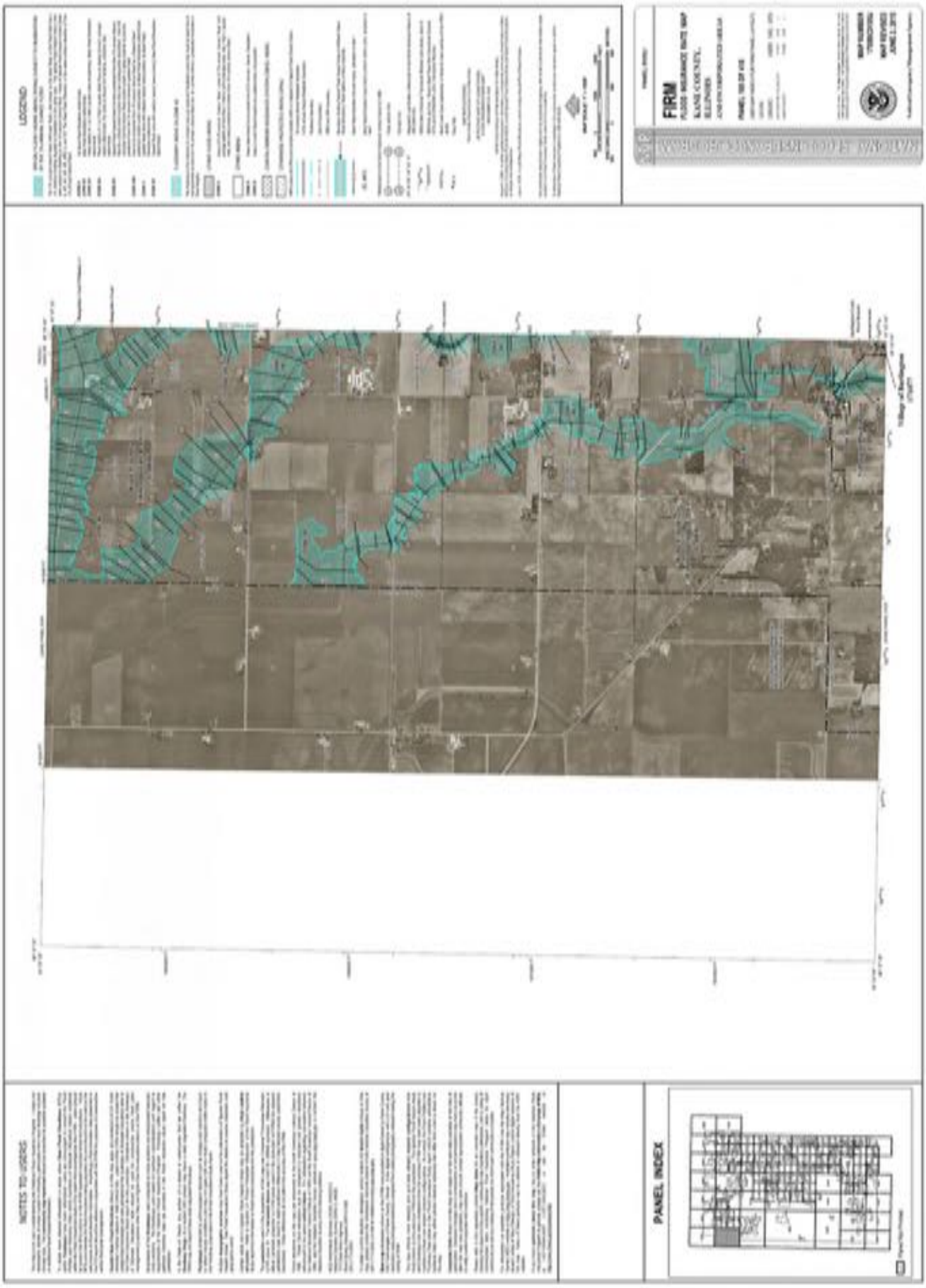
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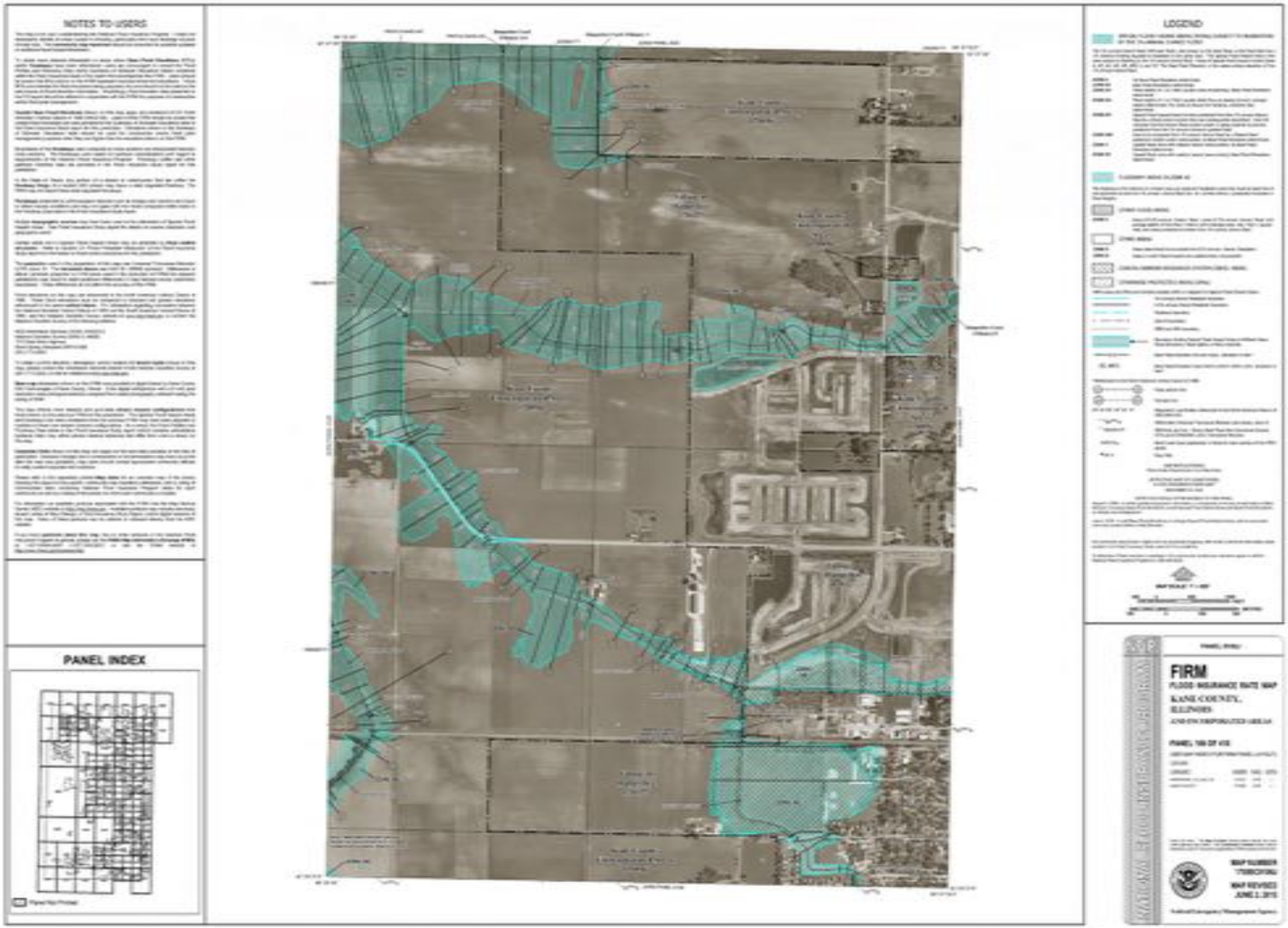
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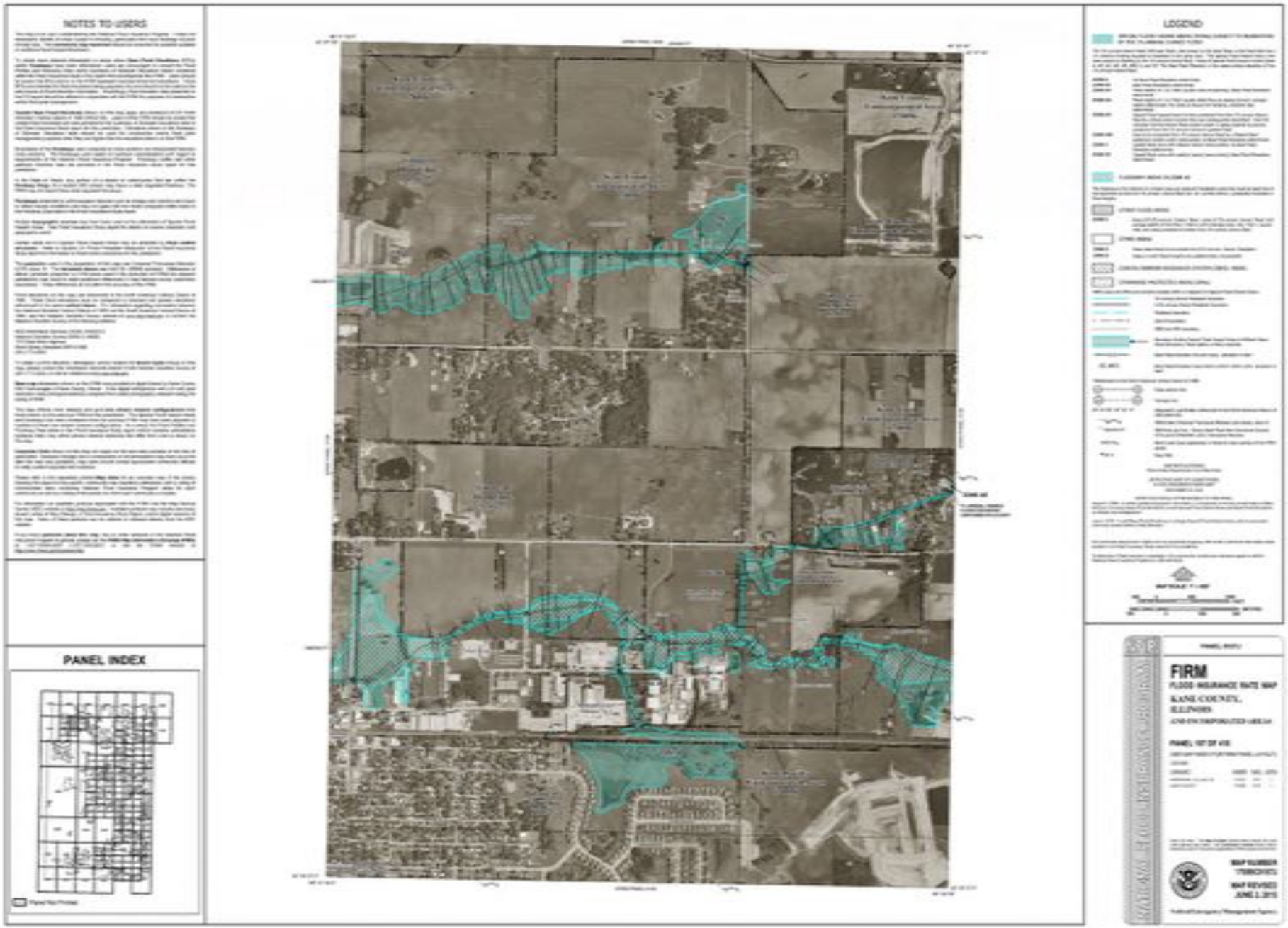
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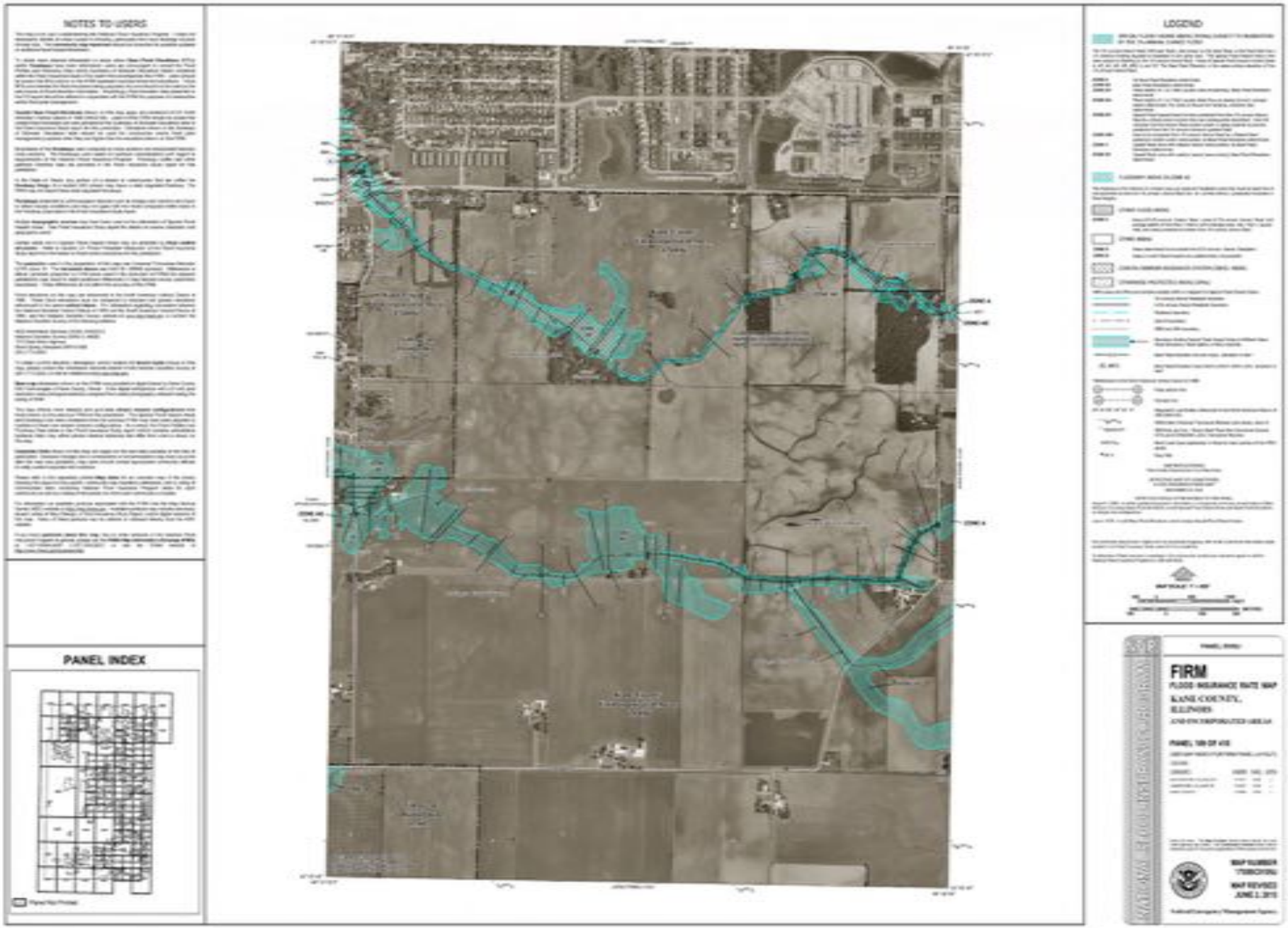
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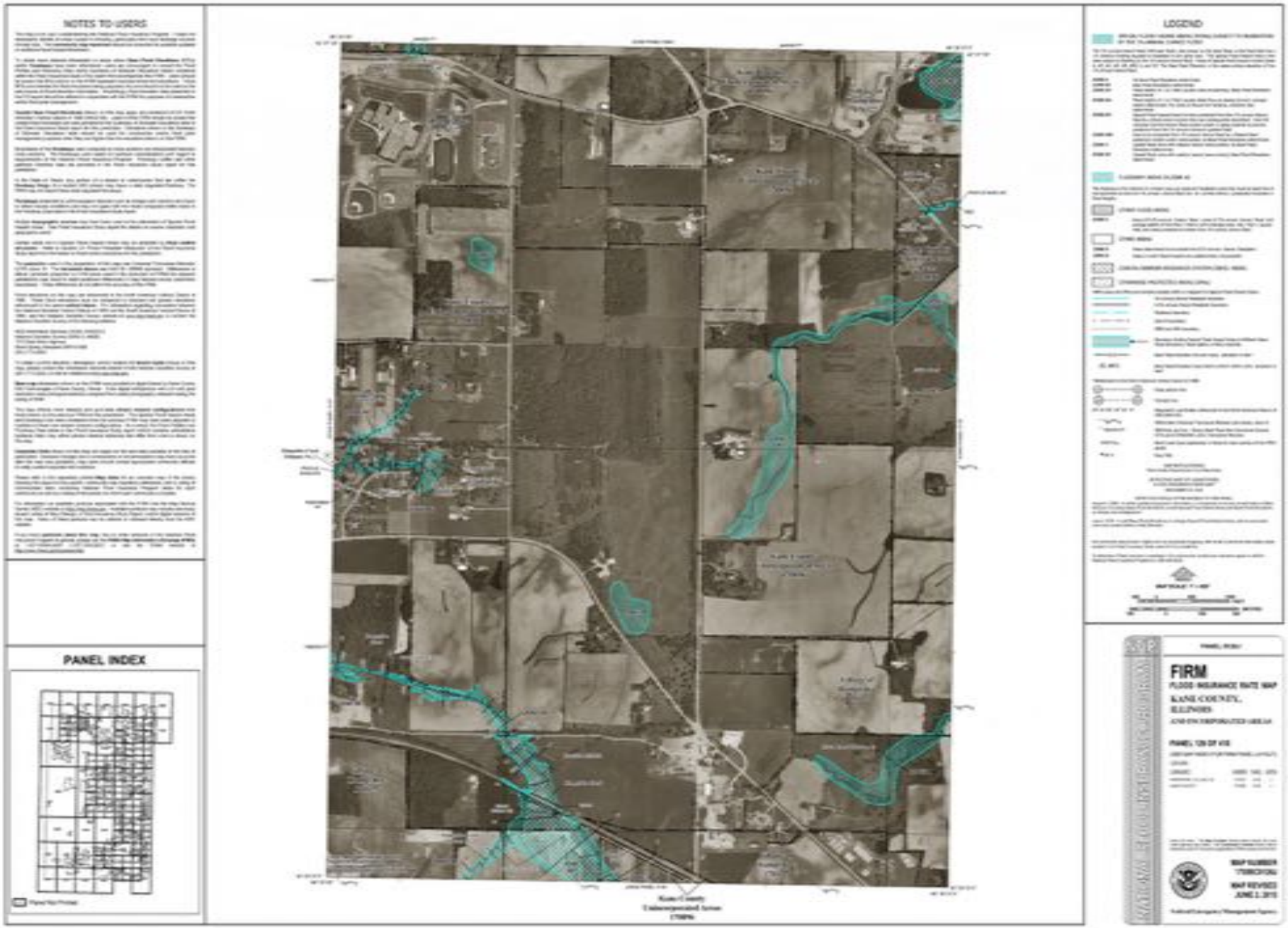
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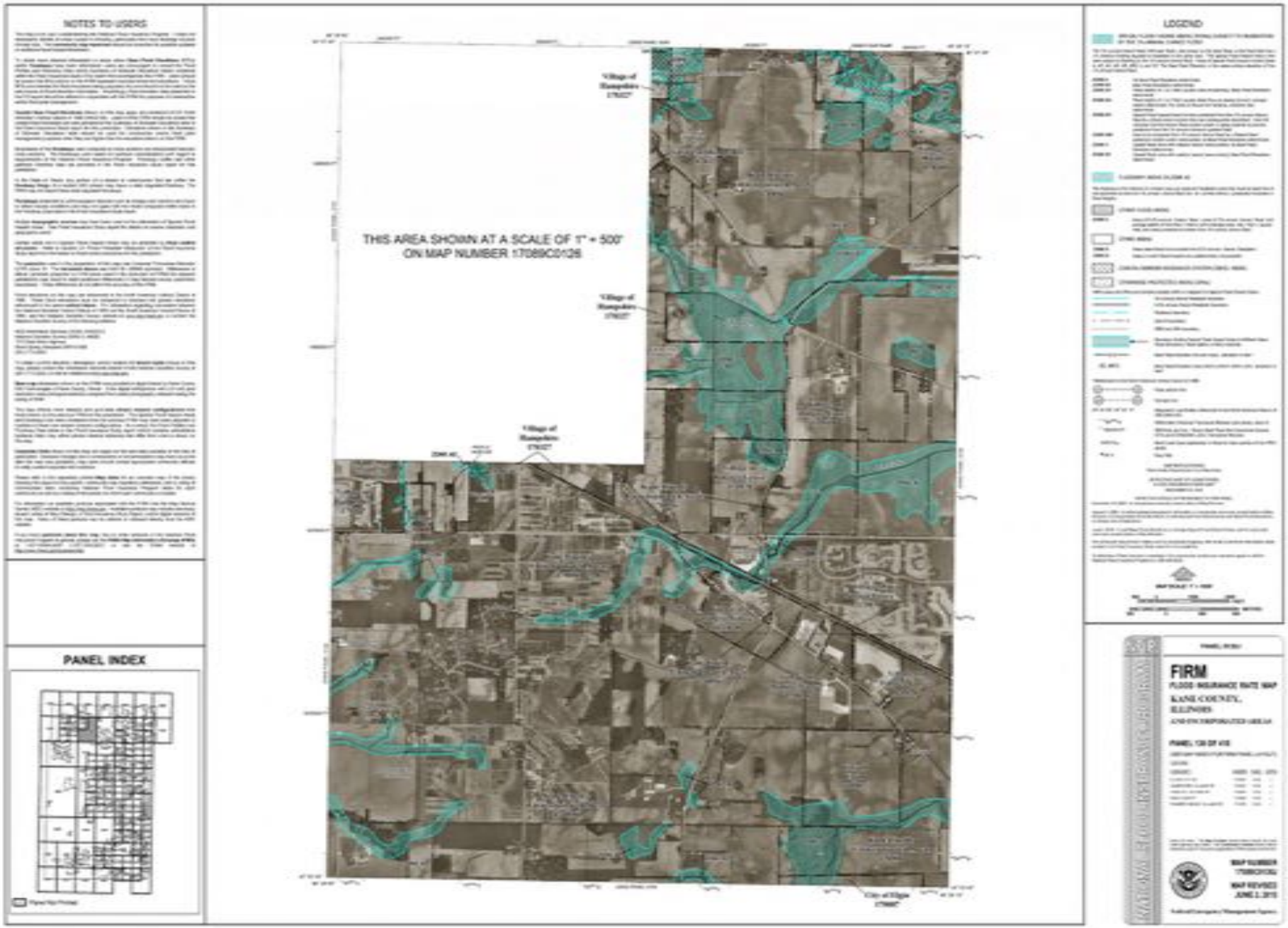
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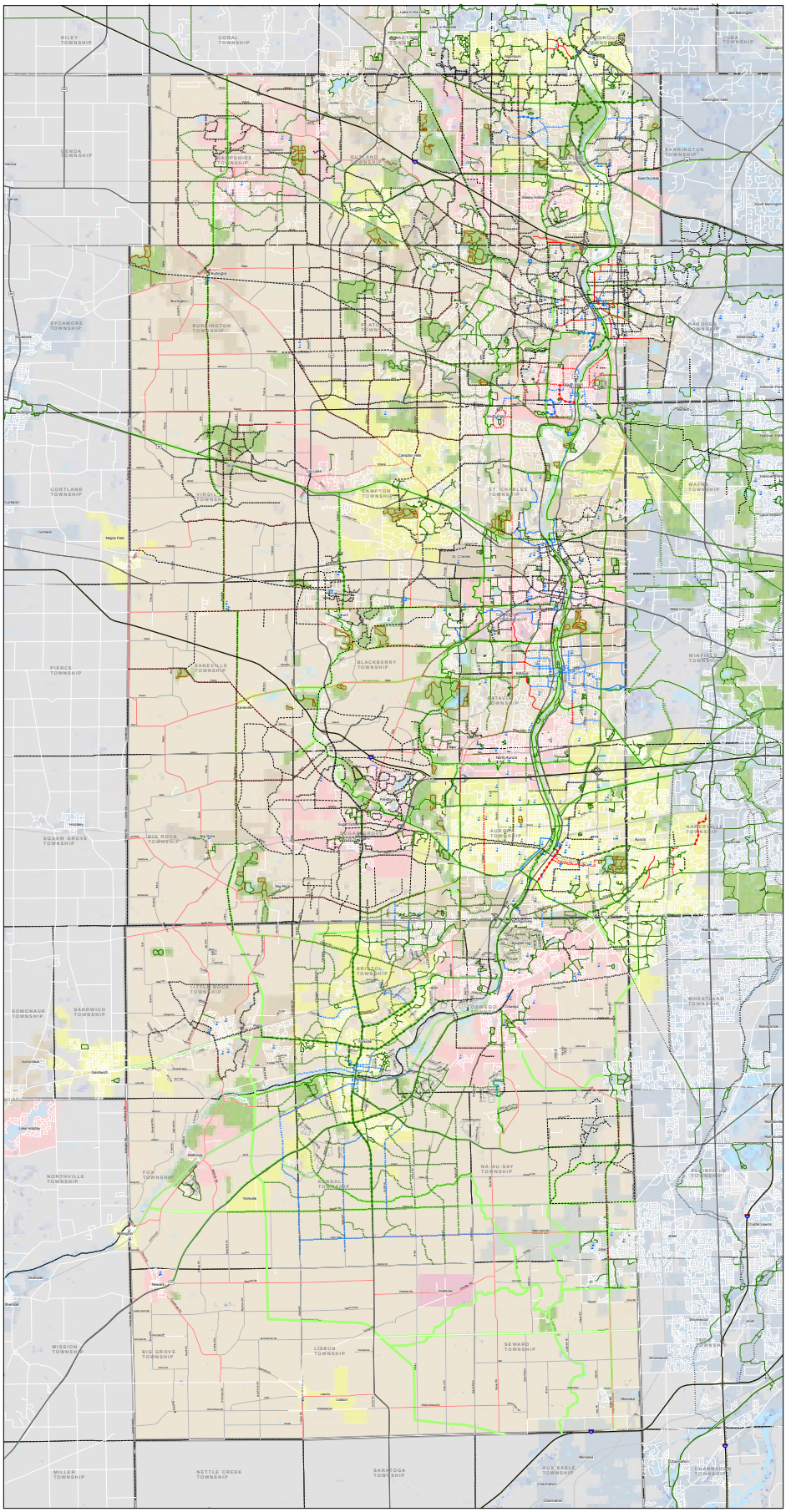
2015 Kane/Kendall County Planning Map



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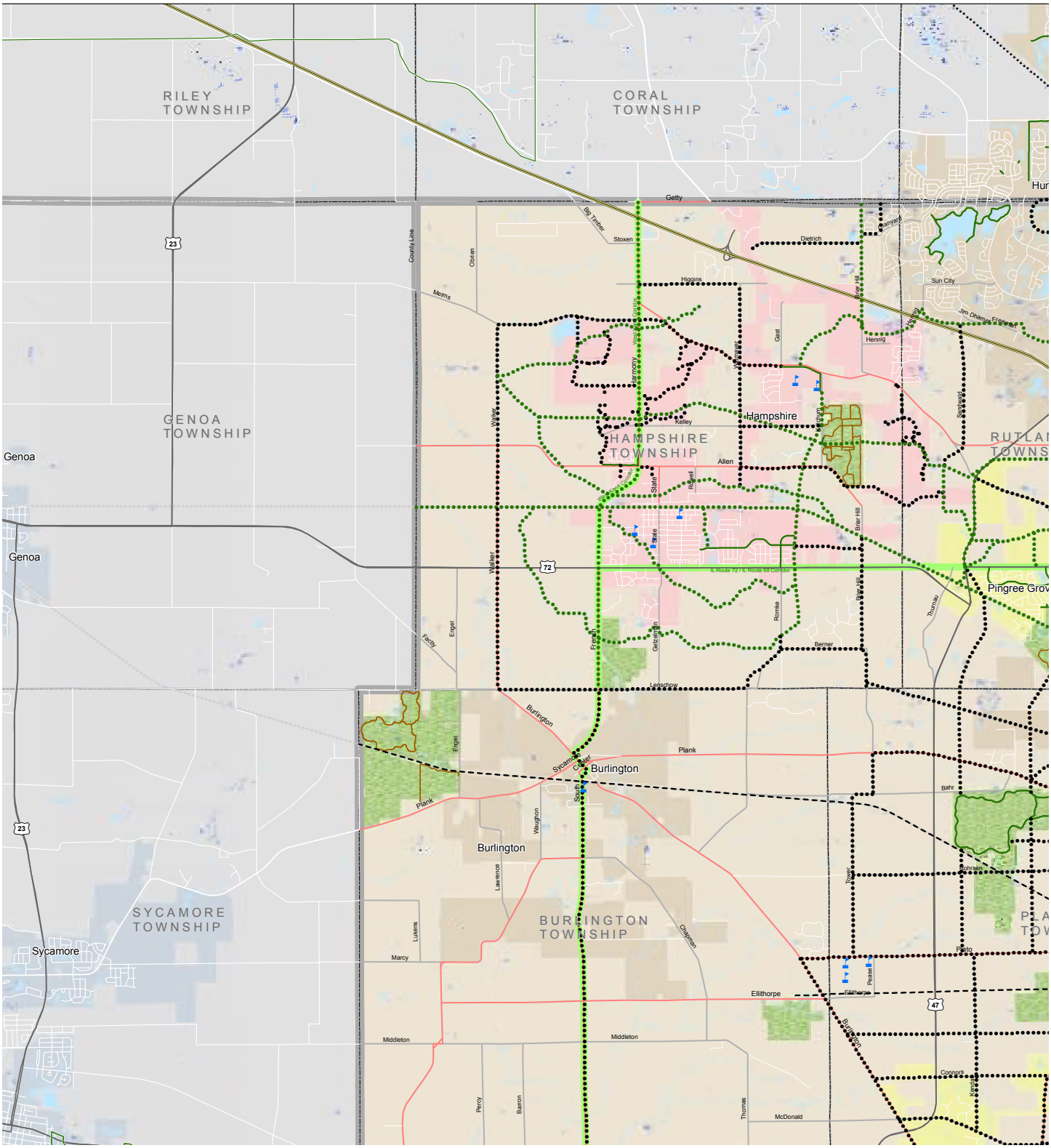

COMMUNITY NEEDS ASSESSMENT

Hampshire Township Park District

Prepared by: Pathways Resource Group, Inc.

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Hampshire Township Park District
Community Survey

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Prepared by:

Pathways Resource Group

pathwaysresourcegroup.com

BACKGROUND

The Hampshire Township Park District contracted with the Pathways Resource Group, Inc. to conduct a community wide survey to gain input and insight from park district residents and program users as a component in its planning process.

The survey was conducted via direct mail and the internet in September – October 2019 with analysis completed in October 2019.

The survey was comprised of questions in the following categories:

- Programs
- Existing Parks & Facilities
- Interests and Opportunities
- Financial Feedback
- Background Data
- Open Ended Comments
- Resident Only Questions
- Pingree Grove Only Questions

Demographic questions such as age and location were included in the survey as a means to cross tabulate data by interest groups.

The goals of the survey were to answer the following questions:

1. What amenities should the park district offer to the community?
2. What are the community's recreational needs and desires?
3. What do residents want to see in the future of the park district?

The survey was delivered via the internet within two sample pools. The first sample pool was defined as residents within the park district boundaries, and this sample was randomly generated from available resident addresses. Participants within this sample received two postcards in the mail (an initial postcard was delivered and about one week later, a reminder postcard was delivered) directing them to complete the survey via a link posted on the Hampshire Township Park District website. The postcard included a code that the participants entered into the online tool. Paper copies of the survey were also available by request. Controls were put into place to prevent multiple responses from the same individual. A second sample pool was defined as any resident or non-resident with access to the online internet and the Hampshire Township Park District website. All residents and those connected to the park district were encouraged to participate in the survey through public relations announcements and various park district communication methods.

A narrative analysis and summary, visual results, significant cross tabulation results are available in the summary survey report provided to the Hampshire Township Park District.

EXECUTIVE SUMMARY

The Hampshire Township Park District launched a public survey in September 2019. Survey analysis was completed in October 2019. There were two samples analyzed – a statistically significant sample drawn from a random sample of residents, and a public-based sample advertised to all residents and non-residents via public relations channels.

Overall, the survey produced positive results and data points to help the park district staff plan for the future. In the area of satisfaction, 59% of respondents ranked either very good or excellent for park district equipment. 64% ranked either very good or excellent: maintenance/condition of park district property.

One of the goals of the survey was to identify what amenities should the park district offer to the community. The top five ranked programs that participants participate in were: walking/bike trails, children's playgrounds, health and fitness, community wide events, and the splash pad. In the public-based sample, the top five items were the same but ranked in a slightly different manner.

Another goal of the survey was to identify what are the community's recreational needs and desires. The top five programs of interest were: Health/Fitness Programs (all ages) (45%); Community wide events (families) (40%); Nature Programs (38%); Community wide events (adults only) (36%); Older Adult Programs 55+ (31%).

Respondents were asked about the reasons they may not participate in recreation programs and services provided by the park district. The top two areas were: Lack of programs I am interested in (45%) and I do not have time (39%).

A final goal of the survey was to identify what do residents want to see in the future of the park district. The respondents were mixed on the most important thing for the park district to focus on. The highest response in the statistical sample was to maintain existing parks and services (38%). In the public-based sample, there was more support for expanding programming and building a new facility, however the percentages were also mixed with about one-third supporting a facility, about one-third supporting maintaining existing parks, and about one-third supporting expand programs.

When asked to rank specific areas that the park district could focus on, the data provides more insight. The majority of respondents indicated that it is **very important** to:

- Maintain existing parks/facilities (77%)
- Add programming (60%)
- Replace aging playground equipment (59%)
- Improve trail/paths in parks (55%)

When asked to rank various facilities as most needed, the respondents identified a walking track as the highest ranked facility (46% indicated that it was a high priority).

A narrative analysis and summary, visual results, significant cross tabulation results are available in the summary survey report provided to the Hampshire Township Park District.

METHODOLOGY

Survey Description

Surveys are quantitative research. A survey seeks to gather people's opinions by measuring their responses to a set of questions.

Data Collection

The survey instrument was inputted into an online survey delivery tool.

Controls were put into place to ensure one survey response per respondent. Data was collected via the online tool and from written surveys requested and returned. The data was collected between September 16, 2019 and October 3, 2019.

Participants Sample Selection

The primary sample population was defined as 3,000 randomly generated validated addresses within the park district zip code.

As a second sample, all residents and non-residents were encouraged to participate in the survey through public relations announcements and various park district communication methods.

Instrument and Measurement Scales

A survey instrument was developed incorporating input from the Hampshire Township Park District staff and planning group to ensure comparison data was available for future planning needs.

The survey questions were categorized in the general areas:

- Programs
- Existing Parks & Facilities
- Interests and Opportunities
- Financial Feedback
- Background Data
- Open Ended Comments
- Resident Only Questions
- Pingree Grove Only Questions

RESPONSE RATE

A total of 614 survey responses were received. A total of 237 surveys were considered in the representation of statistical data as these were received within the data collection time period closing on October 3, 2019 and were from the validated sample pool.

The response rate from the survey mailing was 8%. Based on a 237 random sample size of valid responses within a population of 3,000 households in the Hampshire Township Park District, the overall confidence interval and error margin for the survey are: 95% +/- 6.11.

NARRATIVE SUMMARY

Data from the statistical sample was used in compilation of the narrative analysis. Where significant, the narrative highlights areas that may have differed between the statistical sample and the broader, public-based (community wide) sample. Cross tabulations were reviewed and significant areas are indicated within the narrative.

Programs

General Participation

The top five ranked programs that participants participate in were: walking/bike trails, children's playgrounds, health and fitness, community wide events, and the splash pad. In the public-based sample, the top five items were the same but ranked in a slightly different manner.

Table 1
What types of recreation programs/activities do you or your family members currently participate in (park district or non-park district)?

1. Walking/Bike Trails	62.30%	21. Volleyball	9.95%
2. Children's playgrounds	40.84%	22. Football/Flag Football	7.85%
3. Health and fitness	33.51%	23. Gymnastics	7.33%
4. Community wide events	32.98%	24. Softball	6.81%
5. Splash pad	26.70%	25. Rock climbing wall	5.24%
6. Gardening	26.18%	26. Ropes course	5.24%
7. Other (please specify)	20.94%	27. Active Arcade Area	4.19%
8. Picnic amenities	19.90%	28. Frisbee Golf	4.19%
9. Soccer	18.85%	29. Hockey	3.66%
10. Fishing	17.28%	30. Horseshoe pits	3.66%
11. Golfing	16.75%	31. Skate park	3.66%
12. Open space	16.75%	32. Tennis	3.66%
13. Picnic Shelter	15.71%	33. Archery	3.14%
14. Bowling	14.66%	34. Inline skating	3.14%
15. Basketball	14.14%	35. Lacrosse	3.14%
16. Dog park	14.14%	36. Shuffleboard	2.09%
17. Overnight camping	13.09%	37. Martial Arts/MMA	1.57%
18. Dance	12.04%	38. Programs for people with special needs	0.52%
19. Baseball	11.52%	39. Rugby	0.52%
20. Senior programs	10.47%		

Preschool Program

There was a fairly high percentage of respondents who participated in the preschool program. 43% indicated they have participated in the preschool program in the last two years.

In the public-based sample, there was also a high percentage of participation in the preschool (49%). Respondents were asked if they have ever been placed on a wait list for the preschool. 6% indicated they had been placed on a wait list.

When cross tabulated by age, those with preschool aged children were more likely to use the preschool program.

Senior Programs

60% of respondents indicated they were not aware that Hampshire Township offers programs for Seniors.

When cross tabulated by age, only 37% of those who indicated there is someone in their home ages 65-74 years old were aware that the park district offers programs for Seniors. About half of the individuals who indicated they have individuals in their home 45-54 or 55-64 years old indicted they were aware of Senior programs.

Aquatic Programs

The following aquatic facilities were used the most by respondents:

1. Home Owner's Association Pool (25%)
2. Public beaches (24%)
3. Ream Park Splash Pad (23%)

28% of respondents indicated they did not use any aquatic facilities regularly in the past two years. In the public-based sample, the top responses were: 1. Ream Park Splash Pad, 2. Huntley Park District Pool, 3. Public beaches, 4. Home Owner's Association Pool

Northern Illinois Special Recreation Association (NISRA)

- About 1% of respondents have participated in a program with the NISRA.

Frequency of Participation

41% indicated they use the park district at least once a month. 13% of respondents indicated they use the park district two or more times a month. In the public-based sample, there was a higher rate of park district users. 57% indicated they use the park district at least once per month.

When cross tabulated by age, the most frequent users of the park district were those respondents who indicated they have individuals living in their home at the ages of (ranked by frequency):
5-9 years old
0-4 years old
35-44 years old
10-14 years old

When cross tabulated by age, the least frequent users of the park district (those who indicated by highest percentage that they never use the park district) were those respondents who indicated they have individuals living in their home at the ages of (ranked by frequency):
20-24 years old
15-19 years old
65-74 years old
55-64 years old

New Programs

The top five programs of interest were:

1. Health/Fitness Programs (all ages) (45%)
2. Community wide events (families) (40%)
3. Nature Programs (38%)
4. Community wide events (adults only) (36%)
5. Older Adult Programs 55+ (31%)

In the public-based sample, the top four programs of interest were similar. Older Adult Programs, however, was lower on the list (ranked 13th at 18%) while Youth Athletics (6-12 years old) was ranked 5th at 33%. This was likely due to the differences in demographics in the two sample sets.

Table 2
Would you or a member of your household be interested in the following new programs?

1. Health/Fitness Programs (all ages)	45.16%
2. Community wide events (families)	40.32%
3. Nature Programs	38.17%
4. Community wide events (adults only)	36.02%
5. Older Adult Programs (55+)	30.65%
6. Adult Athletics	27.96%
7. Travel Trips (all ages)	26.88%
8. Adult General Education	22.58%
9. Youth Athletics (6-12 years old)	17.74%
10. Early Childhood (0-5 years old)	14.52%
11. Youth General Education (6-12 years old)	14.52%
12. Youth Fine Arts (dance, music, art)	13.44%
13. Teen Programs	12.90%
14. Youth "School Break/Days Off" Programs	8.06%
15. Other (please specify)	3.76%

Ideas for New Programming

Respondents were asked to provide ideas for new programming. Results varied and are included in the open ended comments section of the report.

Days and Times

The top ranked time of day to offer programs was listed as 5pm-7pm. After 7pm ranked 2nd. These results were similar in both samples.

Table 3
What are the top three times of day for you to participate in programs?

Before 9am	16.84%
9am-11am	38.95%
11am-1pm	16.32%
1pm-3pm	22.11%
3pm-5pm	37.89%
5pm-7pm	71.05%
After 7pm	54.74%

The top ranked days of the week to offer programs was listed as Saturday in both samples. The second highest ranked day was Friday in both samples.

Table 4
What are the top three days of the week for you to participate in programs?

Monday	27.27%
Tuesday	39.04%
Wednesday	41.71%
Thursday	37.97%
Friday	43.85%
Saturday	60.43%
Sunday	41.71%

Non-Participation Factors

Respondents were asked about the reasons they may not participate in recreation programs and services provided by the park district. The top three areas were:

1. Lack of programs I am interested in (45%)
2. I do not have time (39%)
3. I do not know what is being offered (34%)

These were the same areas listed by the public-based sample.

Communication

The top five areas for communication were:

1. E-mail (58%)
2. Brochure (56%)
3. Social media (50%)
4. Website (39%)
5. Flyers (28%)

These top five areas were the same across both samples, however, the ranking varied. In the public-based sample, social media was ranked first followed by: e-mail, brochures, website, flyers. Many of the individuals responding in the public-based sample received notice of the survey via social media and e-mail.

Existing Parks & Facilities

Satisfaction

Respondents were asked to rate their satisfaction on several specific areas. In general, all areas were ranked very good, excellent, or neutral. The neutral areas may be items for the park district to review.

- 59% ranked either very good or excellent: park district equipment
- 64% ranked either very good or excellent: maintenance/condition of park district property

Areas with higher percentages of neutral:

- 47% ranked either very good or excellent: park safety/security (48% were neutral)
- 43% ranked either very good or excellent: park district customer service (52% were neutral)
- 62% ranked neutral: program registration process
- 68% ranked neutral: current amount of gym space/availability

Gym Space

- 60% of respondents did not know that the park district shares gym space with the school district at Gary D. Wright Elementary.
- When asked directly whether or not the park district should have their own gym space or continue the school partnership, the response was mixed. 42% indicated the park district should continue with the school/park district partnership. 24% indicated the park district should have their own gym space. 34% indicated the park district should do both (own and partner). The public-based sample was similar in response with a slightly higher percentage indicating that the park district should have their own space or do both (own and partner).

Most Important Area

The respondents were mixed on the most important thing for the park district to focus on. The highest response in the statistical sample was to maintain existing parks and services (38%). In the public-based sample, there was more support for expanding programming and building a new facility, however the percentages were also mixed with about one-third supporting a facility, about one-third supporting maintaining existing parks, and about one-third supporting expand programs.

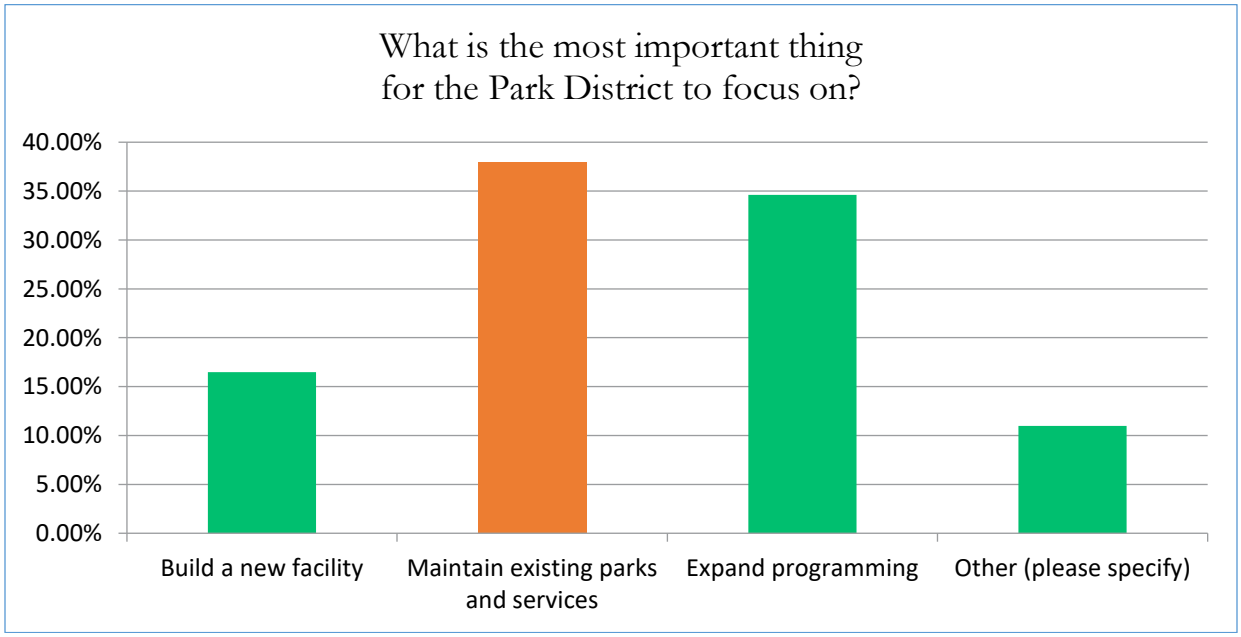
Table 5

What is the most important thing for the park district to focus on?

Statistical Sample		Community Wide Sample	
Build a new facility	16%	Build a new facility	27%
Maintain existing parks & services	38%	Maintain existing parks & services	29%
Expand programming	35%	Expand programming	32%
Other (please specify)	11%	Other (please specify)	11%

When cross tabulated by age, the following data points stand out:

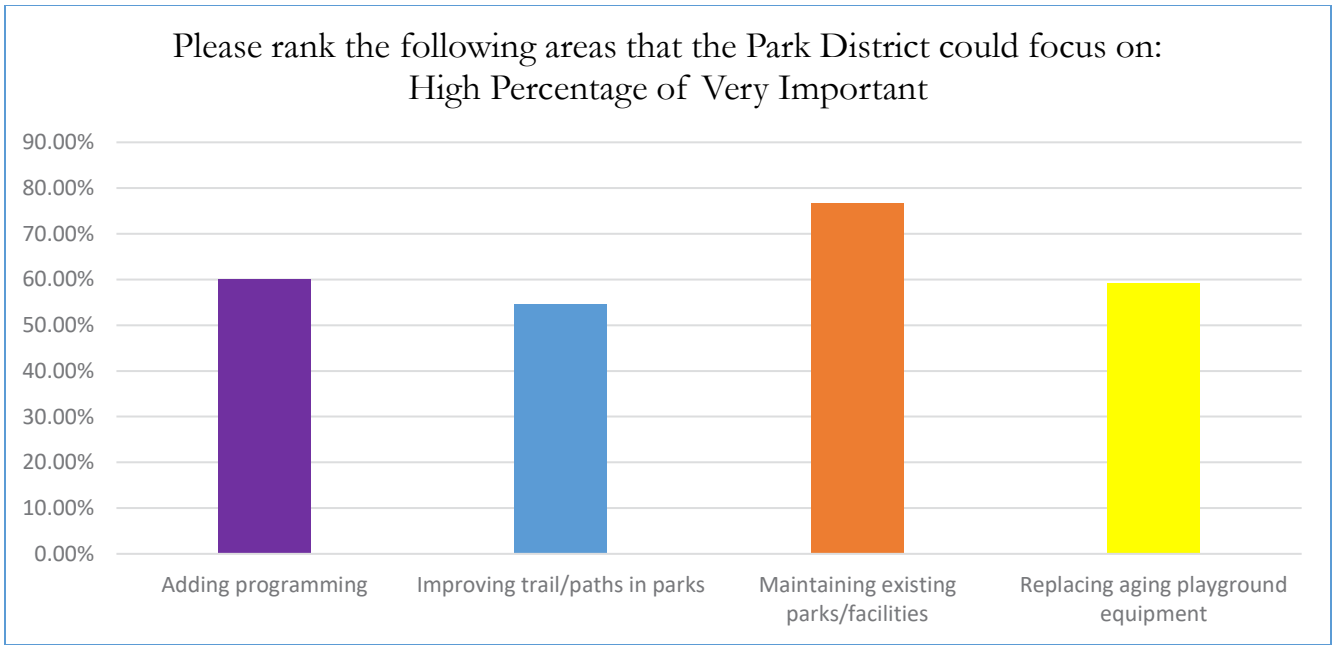
- Those who have individuals in their home:
  - Ages 65-74 years old, chose maintain existing parks and services most frequently.
  - Ages 15-19 and 55-64, chose expand programming most frequently.
  - Ages 25-34, chose build a new facility most frequently.



Areas to Focus On

When asked to rank specific areas that the park district could focus on, the data provides more insight. The majority of respondents indicated that it is **very important** to:

- Maintain existing parks/facilities (77%)
- Add programming (60%)
- Replace aging playground equipment (59%)
- Improve trail/paths in parks (55%)



The public sample agrees with maintaining existing parks/facilities (77%), adding programming (61%), and replacing aging playground equipment (60%). 47% of this group ranked very important: improving trail/paths in parks; 52% ranked as very important: adding a new community/rec. center

Most Needed

When asked to rank various facilities as most needed, the respondents identified a walking track as the highest ranked facility (46% indicated that it was a high priority).

Table 6

Rank the following types of recreation facilities and programs you feel are most needed?

	High Priority	Medium Priority	Low Priority
Indoor Practice Fields	14.71%	40.00%	45.29%
Health & Fitness Facility (workout & weight rooms)	39.01%	36.81%	24.18%
Walking Track	45.56%	32.78%	21.67%
Performance Center	12.50%	44.32%	43.18%
Community Room	21.35%	51.12%	27.53%
Dance Studio	10.80%	39.20%	50.00%

When asked to respond to a yes/no/not sure question about various facilities, respondents living in Hampshire Township Park District identified: health/fitness facility as a higher priority item (57% indicated that yes, they see the need for this facility). The public-based sample also listed this as a higher priority item (67% indicated that yes, they see the need for this facility).

When Hampshire Township residents were asked if they would use such a facility, 65% indicated that yes, they would use the facility. The public-based sample also indicated they would use it.

Table 7
Hampshire Residents - Do you see the need for the following new facilities?

	Yes	No	Not sure
Day Care	19.20%	47.20%	33.60%
Basketball gym	16.80%	52.80%	30.40%
Health/Fitness facility	56.69%	23.62%	19.69%
Indoor turf field	12.90%	58.87%	28.23%
Preschool	23.20%	48.00%	28.80%

Table 8
Hampshire Residents - Would you use any of the following new facilities?

	Yes	No	Not sure
Day Care	9.68%	86.29%	4.03%
Basketball gym	15.32%	72.58%	12.10%
Health/Fitness facility	65.08%	22.22%	12.70%
Indoor turf field	13.01%	72.36%	14.63%
Preschool	10.48%	86.29%	3.23%

Pingree Grove residents were also asked these yes/no/not sure questions about various facilities. The results were more mixed with Pingree Grove residents.

Table 9
Pingree Grove Residents - Do you see the need for the following new facilities?

	Yes	No	Not sure
Day Care	17.65%	31.37%	50.98%
Gymnasium	28.00%	26.00%	46.00%
Health/Fitness facility	38.00%	24.00%	38.00%
Indoor turf field	27.45%	35.29%	37.25%
Preschool	19.61%	25.49%	54.90%

Table 10
Pingree Grove Residents - Would you use any of the following new facilities?

	Yes	No	Not sure
Day Care	5.88%	82.35%	11.76%
Gymnasium	31.37%	45.10%	23.53%
Health/Fitness facility	45.10%	37.25%	17.65%
Indoor turf field	27.45%	54.90%	17.65%
Preschool	7.84%	82.35%	9.80%

Dog Park
22% of respondents indicated they had a dog that they would be registering for the dog park at Tuscany Woods. (The percentage was slightly higher in the public-based sample.)

Financial Feedback

Residents of Hampshire Township Park District were asked several questions about financial support. The following table provides insight as to whether or not these residents would support various facilities.

Table 11
Would you support a tax increase for construction of a new building or purchase of land for outdoor sports facilities?

Statistical Sample		Community Wide Sample	
Definitely would support	12.60%	Definitely would support	18.13%
Possibly would support	28.35%	Possibly would support	36.84%
Neutral about support	15.75%	Neutral about support	14.33%
Possibly would not support	14.96%	Possibly would not support	11.99%
Definitely would not support	28.35%	Definitely would not support	18.71%

Table 12
What funding amount would you be willing to support for acquisition/construction of new facilities for recreation opportunities? (Note: The dollar amounts below are based on a $250,000 home. The items listed in parenthesis are NOT final and are only for an example of potential projects that could be funded based on construction estimates.)

	Statistical Sample	Community Wide Sample
$5/month (more outdoor sports fields)	11.67%	10.03%
$10/month (build indoor turf field)	5.83%	6.99%
$15/month (build health and fitness facility, gymnasium, preschool/day care rooms)	13.33%	17.93%
$20/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms, community room)	10.83%	17.02%
$30/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms, community room, indoor turf fields)	7.50%	16.72%
I would not support these funding amounts	50.83%	31.31%

Table 13
Would you be willing to support a tax increase for operational maintenance and improvements to current facilities? (i.e. keep program costs down, replace playgrounds once they are removed, pave walkways, pave/expand parking lots at Ream Park, add additional parks staff for mowing/maintenance of facilities.)

Statistical Sample		Community Wide Sample	
Yes	47.97%	Yes	62.65%
No	52.03%	No	37.35%

Table 14
In the future (10 years or more) would you be interested in supporting an additional tax increase for a pool?

Statistical Sample		Community Wide Sample	
Yes	40.00%	Yes	52.21%
No	60.00%	No	47.79%

Pingree Grove Questions

Facility interest from Pingree Grove is listed above with the facility data. Pingree Grove residents were also asked if they would be interested in the Hampshire Township Park District working out an intergovernmental agreement to hold practices/games in the community. 47% indicated that yes, they would be interested. In the public-sample, there was an even higher percentage. 59% indicated that yes, they would be interested.

49% of Pingree Grove residents indicated that yes, they would have an interest in annexing to the Hampshire Township Park District to benefit from resident rates. (The public-based sample was higher with 55% indicating support).

Background Data

The average number of years that respondents have lived in the area was: 17 years.

Table 15
In what general area do you reside?

Hampshire	68.06%
Pingree Grove	28.27%
Huntley	0.52%
Genoa	0.00%
Gilberts	0.52%
Burlington	1.05%
Kingston	0.00%
Elgin	0.00%
Other (please specify)	1.57%

Table 16
What are the ages of people living in your residence? (check all that apply)

0-4 years	16.92%
5-9 years	21.39%
10-14 years	16.42%
15-19 years	10.45%
20-24 years	7.96%
25-34 years	20.40%
35-44 years	30.35%
45-54 years	26.87%
55-64 years	22.39%
65-74 years	23.38%
75-84 years	8.46%
85+ years	1.00%

POSTCARD VISUAL

Appendix – Data Results

Question 1

The purpose of this survey is to gather community feedback. Your participation in this survey is voluntary and involves filling out an online survey that will take approximately 5-10 minutes. The survey questions will be about the park district and the community and your connection and opinions. All data is stored in a password protected electronic format. To help protect your confidentiality, the survey does not contain information that will personally identify you. If you have questions regarding this survey or the research project, you may contact the Hampshire Township Park District at: 847-683-2690.

ELECTRONIC CONSENT: Please select your choice below. Clicking on the "agree" button below indicates that: • you voluntarily agree to participate • you are at least 18 years of age

Agree to Participate - 100%

Question 2

Please enter your code (see postcard), or leave blank if you do not have a code

Valid Codes - 237

Question 3

How many years have you lived in the Hampshire area?

Average - 17 years

Range - 0-72 years

Question 4

What are the ages of people living in your residence? (check all that apply)

Statistical Sample

0-4 years	16.92%
5-9 years	21.39%
10-14 years	16.42%
15-19 years	10.45%
20-24 years	7.96%
25-34 years	20.40%
35-44 years	30.35%
45-54 years	26.87%
55-64 years	22.39%
65-74 years	23.38%
75-84 years	8.46%
85+ years	1.00%

Community Wide Sample

0-4 years	31.16%
5-9 years	41.03%
10-14 years	21.89%
15-19 years	10.26%
20-24 years	6.31%
25-34 years	26.82%
35-44 years	44.18%
45-54 years	23.08%
55-64 years	15.58%
65-74 years	13.02%
75-84 years	5.72%
85+ years	0.79%

Question 5

What types of recreation programs/activities do you or your family members currently participate in (park district or non-park district)?

Statistical Sample	ranked
Walking/Bike Trails	62.30%
Children's playgrounds	40.84%
Health and fitness	33.51%
Community wide events	32.98%
Splash pad	26.70%
Gardening	26.18%
Other (please specify)	20.94%
Picnic amenities	19.90%
Soccer	18.85%
Fishing	17.28%
Golfing	16.75%
Open space	16.75%
Picnic Shelter	15.71%
Bowling	14.66%
Basketball	14.14%
Dog park	14.14%
Overnight camping	13.09%
Dance	12.04%
Baseball	11.52%
Senior programs	10.47%
Volleyball	9.95%
Football/Flag Football	7.85%
Gymnastics	7.33%
Softball	6.81%
Rock climbing wall	5.24%
Ropes course	5.24%
Active Arcade Area	4.19%
Frisbee Golf	4.19%
Hockey	3.66%
Horseshoe pits	3.66%
Skate park	3.66%
Tennis	3.66%
Archery	3.14%
Inline skating	3.14%
Lacrosse	3.14%
Shuffleboard	2.09%
Martial Arts/MMA	1.57%
Programs for people with special needs	0.52%
Rugby	0.52%

Community Wide Sample	ranked
Walking/Bike Trails	58.81%
Children's playgrounds	53.28%
Community wide events	45.08%
Splash pad	41.19%
Health and fitness	36.07%
Soccer	33.20%
Gardening	26.02%
Basketball	23.98%
Baseball	20.08%
Fishing	19.88%
Picnic amenities	19.47%
Picnic Shelter	17.42%
Bowling	16.19%
Open space	15.57%
Overnight camping	15.57%
Dance	15.37%
Dog park	15.16%
Football/Flag Football	15.16%
Golfing	15.16%
Other (please specify)	15.16%
Gymnastics	13.73%
Volleyball	11.48%
Softball	9.63%
Rock climbing wall	9.02%
Ropes course	7.17%
Senior programs	7.17%
Skate park	6.56%
Frisbee Golf	5.94%
Tennis	5.74%
Inline skating	5.12%
Lacrosse	4.30%
Active Arcade Area	4.10%
Hockey	4.10%
Martial Arts/MMA	3.28%
Archery	3.07%
Horseshoe pits	3.07%
Programs for people with special needs	2.66%
Shuffleboard	2.25%
Rugby	0.61%

Question 6

How often do you or other members of your household participate in or attend an event or program at the Hampshire Township Park District?

Statistical Sample

Never	59.60%
Once a month	27.27%
2-3 times a month	6.57%
4 or more times a month	6.57%

Community Wide Sample

Never	42.69%
Once a month	30.26%
2-3 times a month	8.62%
4 or more times a month	18.44%

Question 7

Would you or a member of your household be interested in the following new programs?

Statistical Sample (ranked)

Health/Fitness Programs (all ages)	45.16%
Community wide events (families)	40.32%
Nature Programs	38.17%
Community wide events (adults only)	36.02%
Older Adult Programs (55+)	30.65%
Adult Athletics	27.96%
Travel Trips (all ages)	26.88%
Adult General Education	22.58%
Youth Athletics (6-12 years old)	17.74%
Early Childhood (0-5 years old)	14.52%
Youth General Education (6-12 years old)	14.52%
Youth Fine Arts (dance, music, art)	13.44%
Teen Programs	12.90%
Youth "School Break/Days Off" Programs	8.06%
Other (please specify)	3.76%

Community Wide Sample (ranked)

Community wide events (families)	51.37%
Health/Fitness Programs (all ages)	48.84%
Nature Programs	37.21%
Community wide events (adults only)	36.36%
Youth Athletics (6-12 years old)	32.77%
Adult Athletics	30.02%
Early Childhood (0-5 years old)	25.16%
Travel Trips (all ages)	24.31%
Youth Fine Arts (dance, music, art)	21.99%
Adult General Education	19.45%
Youth General Education (6-12 years old)	18.82%
Youth "School Break/Days Off" Programs	18.39%
Older Adult Programs (55+)	18.39%
Teen Programs	13.11%
Other (please specify)	3.81%

Other Combined:

- Adult cooking classes//photography
- Adult dance
- Adult fitness class
- Arts & craft
- Board/RPG games
- Cheerleading
- Dog Park
- Gardening club (2)
- Pool (2) lap swimming, water aerobics/ fitness/lessons/team
- More special needs inclusive activities
- Parent/Child outings
- Parent Night outings
- Pickleball
- Picnic Grove/walking trails
- Running & Hiking trails
- Special needs youth activities
- summer camp for middle school age group

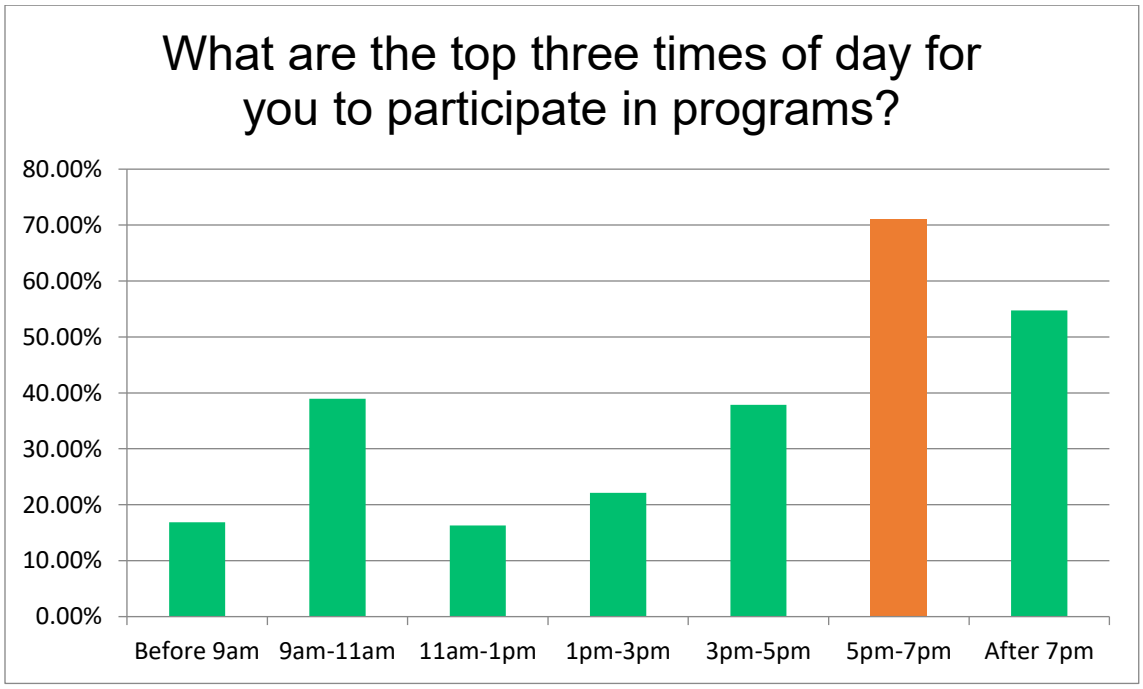
Question 8

Listed in Open Ended Comments

Question 9

What are the top three times of day for you to participate in programs?

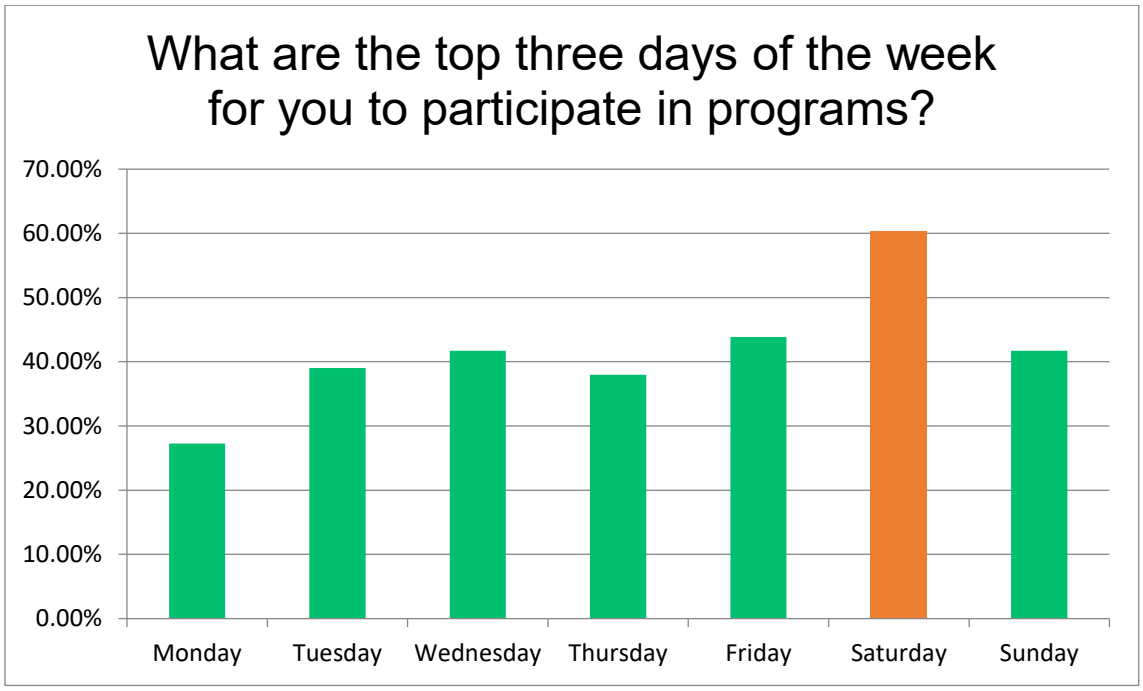
Statistical Sample		Community Wide Sample	
Before 9am	16.84%	Before 9am	18.53%
9am-11am	38.95%	9am-11am	33.20%
11am-1pm	16.32%	11am-1pm	18.33%
1pm-3pm	22.11%	1pm-3pm	16.09%
3pm-5pm	37.89%	3pm-5pm	37.47%
5pm-7pm	71.05%	5pm-7pm	78.41%
After 7pm	54.74%	After 7pm	52.55%



Question 10

What are the top three days of the week for you to participate in programs?

Statistical Sample		Community Wide Sample	
Monday	27.27%	Monday	29.42%
Tuesday	39.04%	Tuesday	38.68%
Wednesday	41.71%	Wednesday	39.30%
Thursday	37.97%	Thursday	40.95%
Friday	43.85%	Friday	44.24%
Saturday	60.43%	Saturday	66.87%
Sunday	41.71%	Sunday	40.12%



Question 11

What are some reasons that may have prevented you or a member of your household from participating in recreation programs and services provided by the Park District?

Statistical Sample (ranked)

Lack of programs I am interested in	44.74%
I do not have time	38.95%
I do not know what is being offered	33.68%
Other (please specify)	15.79%
Fees are too high for me	13.68%
I participate at another agency	10.53%
Inconvenient program location	4.74%
Facilities and/or amenities are poorly maintained	2.11%
Transportation difficulties	2.11%
Registration process is difficult	1.58%

Community Wide Sample (ranked)

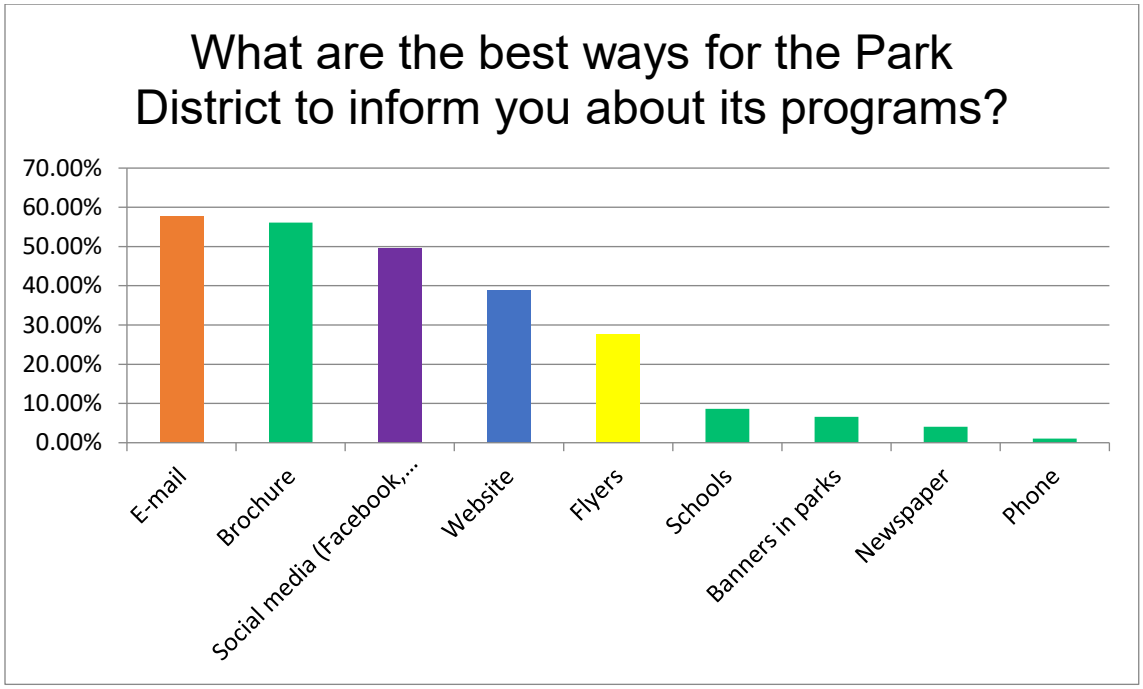
Lack of programs I am interested in	47.03%
I do not have time	34.96%
I do not know what is being offered	30.51%
Fees are too high for me	19.49%
Other (please specify)	15.47%
I participate at another agency	14.19%
Facilities and/or amenities are poorly maintained	4.87%
Registration process is difficult	4.87%
Inconvenient program location	4.87%
Transportation difficulties	2.75%

Question 12

What are the best ways for the Park District to inform you about its programs?

Statistical Sample (ranked)	
E-mail	57.65%
Brochure	56.12%
Social media (Facebook, etc.)	49.49%
Website	38.78%
Flyers	27.55%
Schools	8.67%
Banners in parks	6.63%
Newspaper	4.08%
Phone	1.02%

Community Wide Sample (ranked)	
Social media (Facebook, etc.)	63.38%
E-mail	59.56%
Brochure	52.11%
Website	46.28%
Flyers	23.34%
Schools	19.72%
Banners in parks	8.65%
Newspaper	3.02%
Phone	1.61%



Question 13

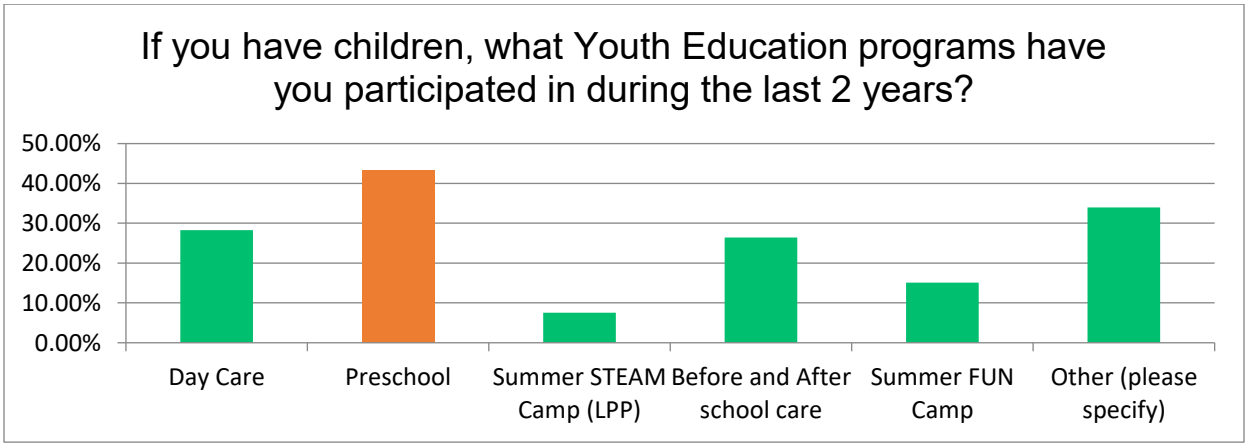
If you have children, what Youth Education programs have you participated in during the last 2 years?

Statistical Sample	
Day Care	28.30%
Preschool	43.40%
Summer STEAM Camp (LPP)	7.55%
Before and After school care	26.42%
Summer FUN Camp	15.09%
Other (please specify)	33.96%

Community Wide Sample	
Day Care	27.46%
Preschool	48.70%
Summer STEAM Camp (LPP)	16.58%
Before and After school care	35.23%
Summer FUN Camp	22.28%
Other (please specify)	20.21%

Other (combined)

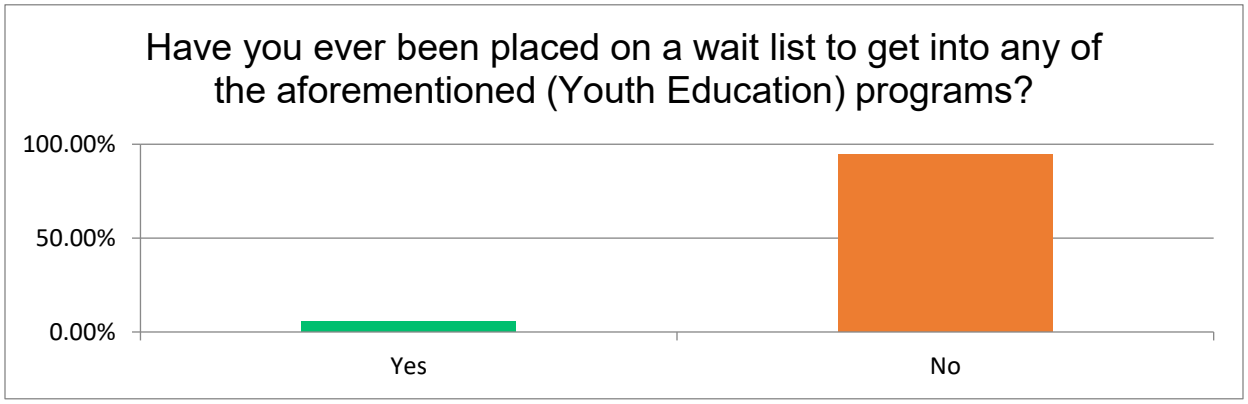
Activities like Easter egg hunt; trunk or treat; grinch
Athletics
Ballet
Expecting our first child
Martial arts, ballet
N/A (4)
No children (6)
none(12)
None didn't know about steam camp
preschool when my kids were younger
School's Out at the Charter School, preschool St Thomas, day care in home
Scouts
Soccer (3)
Sports (3)
swimming lessons



Question 14

Have you ever been placed on a wait list to get into any of the aforementioned (Youth Education) programs?

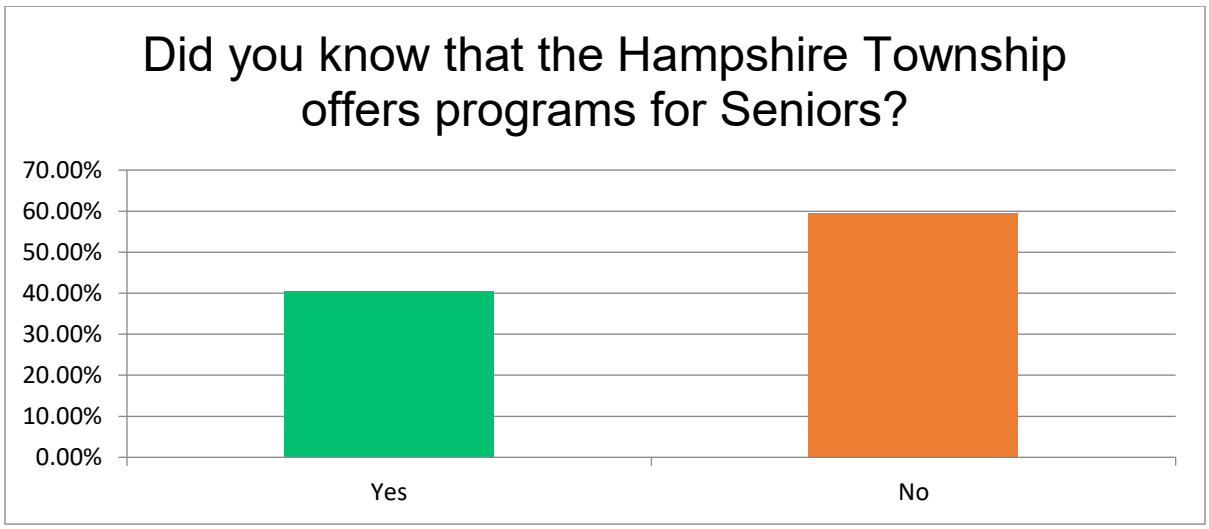
Statistical Sample		Community Wide Sample	
Yes	5.59%	Yes	10.05%
No	94.41%	No	89.95%



Question 15

Did you know that the Hampshire Township offers programs for Seniors?

Statistical Sample		Community Wide Sample	
Yes	40.41%	Yes	44.24%
No	59.59%	No	55.76%



Question 16

What indoor or outdoor aquatic facilities did you or members of your household use regularly in the past 2 years?

Statistical Sample	
We did not use any aquatic facilities	28.09%
Ream Park Splash Pad	23.03%
Genoa Park District Pool	10.11%
Huntley Park District Pool	17.42%
Centegra	10.67%
Centre of Elgin	11.80%
Pool at your home	13.48%
Private fitness club pool	6.74%
Public beaches	23.60%
Home Owners Association Pool	25.28%
YMCA Pool	4.49%
Other (please specify)	9.55%

Community Wide Sample	
We did not use any aquatic facilities	19.05%
Ream Park Splash Pad	39.83%
Genoa Park District Pool	16.67%
Huntley Park District Pool	25.11%
Centegra	12.55%
Centre of Elgin	17.75%
Pool at your home	17.10%
Private fitness club pool	6.93%
Public beaches	24.03%
Home Owners Association Pool	23.16%
YMCA Pool	3.90%
Other (please specify)	11.04%

Other Combined:

Any public pool with a groupon
Batavia Quarry
Beach and pool in FL
Bear Paddle (3)
Cambridge Lakes Community Center (3)
Campground pool (3)
Carillon clubhouse
Community center PINGREE grove
Dundee park district (3)
Friend's/Family member's pool (8)
Geneva pool
Gilberts Splash Pad
Hampshire pool would be great!
Hotel swimming pool
I live in Carillon and use both pools
L A Fitness water aerobics classes
Lake (2)
LAKE GENEVA AREA
Lifetime Fitness (2)
none
Northwestern Wellness and Fitness Center Sycamore
Otter cove in st charles (7)
Pool in carol stream
Private pool for swim lessons
Public splash pads
Randall Oaks Rec Center
Sleepy hollow
Splash pad (2)
Sting ray bay in huntly

Question 17

Please rate your satisfaction with the following

Statistical Sample

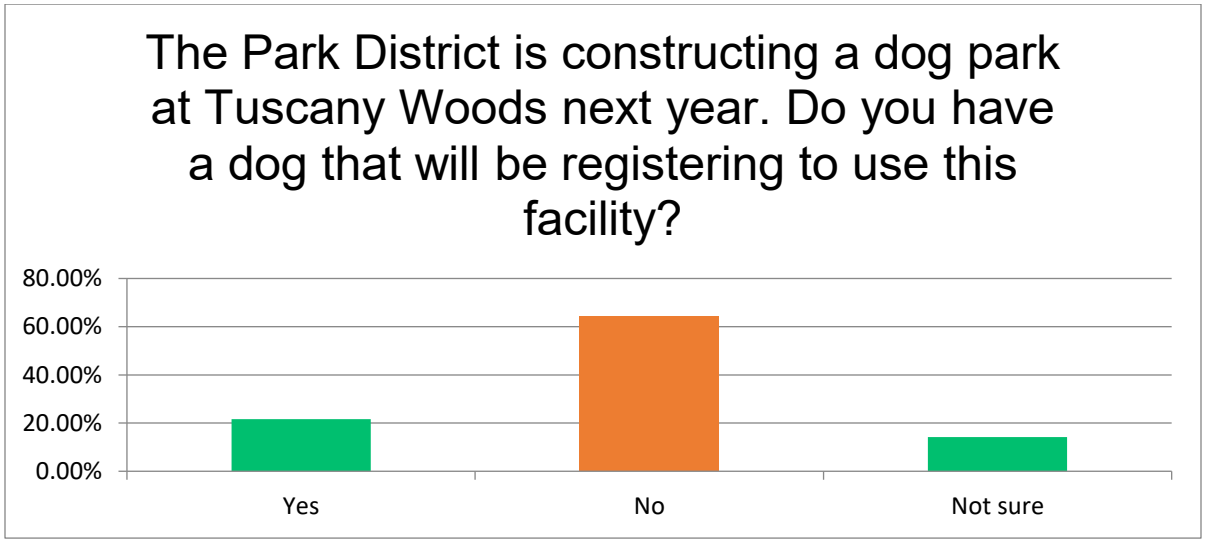
	Needs Improvement	Somewhat Dissatisfied	Neutral	Very Good	Excellent
Park playground equipment	1.85%	2.47%	37.04%	40.12%	18.52%
Maintenance/Condition of park district property	1.79%	2.98%	31.55%	46.43%	17.26%
Park safety/security	1.21%	4.24%	47.88%	33.33%	13.33%
Current amount of gym space/availability	5.63%	8.75%	67.50%	12.50%	5.63%
Park District customer service	3.09%	1.85%	52.47%	25.31%	17.28%
Program registration process	1.23%	5.52%	61.96%	20.86%	10.43%

Community Wide Sample					
	Needs Improvement	Somewhat Dissatisfied	Neutral	Very Good	Excellent
Park playground equipment	3.86%	2.73%	28.41%	48.18%	16.82%
Maintenance/Condition of park district property	3.81%	4.71%	28.03%	47.76%	15.70%
Park safety/security	2.51%	4.33%	41.23%	38.95%	12.98%
Current amount of gym space/availability	15.51%	11.11%	56.94%	12.04%	4.40%
Park District customer service	5.47%	4.78%	45.56%	27.79%	16.40%
Program registration process	7.31%	9.13%	48.40%	26.48%	8.68%

Question 18

The Park District is constructing a dog park at Tuscany Woods next year. Do you have a dog that will be registering to use this facility?

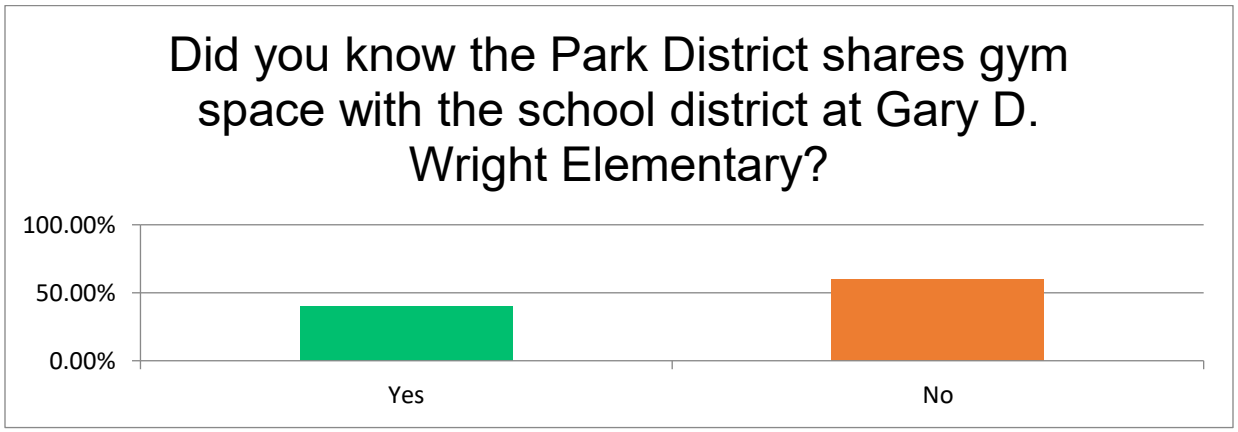
Statistical Sample		Community Wide Sample	
Yes	21.58%	Yes	26.05%
No	64.21%	No	54.83%
Not sure	14.21%	Not sure	19.12%



Question 19

Did you know the Park District shares gym space with the school district at Gary D. Wright Elementary?

Statistical Sample		Community Wide Sample	
Yes	40.11%	Yes	50.95%
No	59.89%	No	49.05%



Question 20

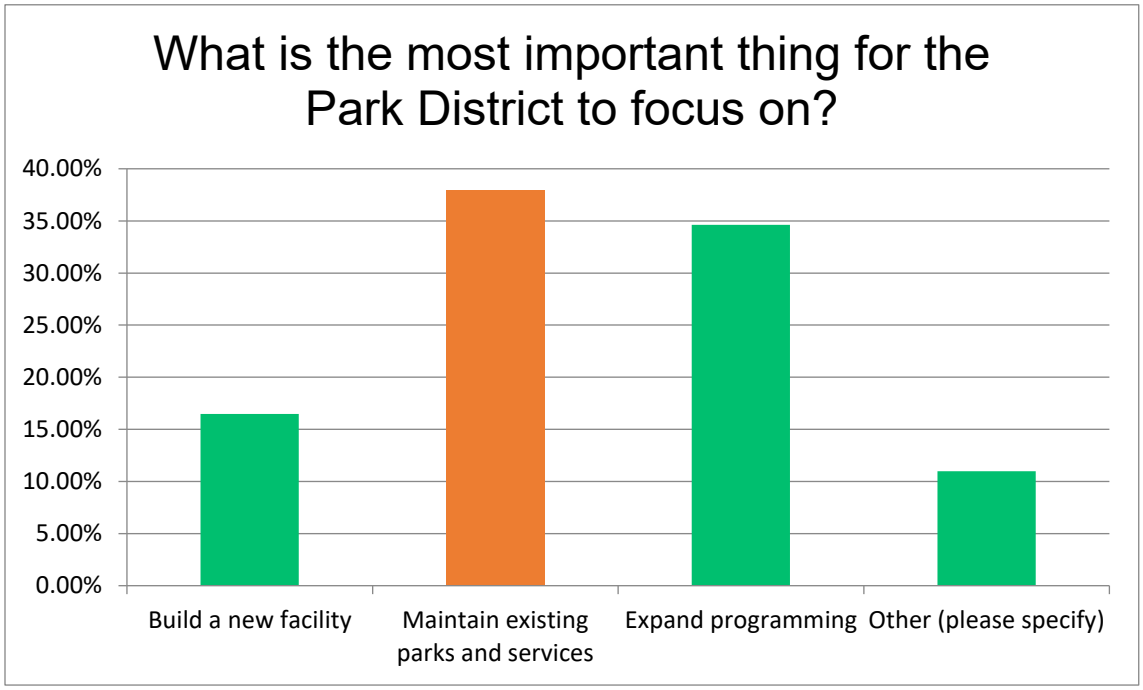
Do you feel the Park District should have their own gym space or continue the school/park district partnerships?

	Statistical Sample	Community Wide Sample
Park District should have their own gym space	23.89%	30.67%
Continue with the school/park district partnership	42.22%	28.94%
Both	33.89%	40.39%

Question 21

What is the most important thing for the Park District to focus on?

Statistical Sample		Community Wide Sample	
Build a new facility	16.48%	Build a new facility	27.21%
Maintain existing parks and services	37.91%	Maintain existing parks and services	29.16%
Expand programming	34.62%	Expand programming	32.18%
Other (please specify)	10.99%	Other (please specify)	11.45%



Question 22

Please rank the following areas that the Park District could focus on:

Statistical Sample				
	Not Important	Neutral	Very Important	No opinion
Acquiring land/green space	12.57%	43.72%	28.96%	14.75%
Adding a new community/recreation center	9.78%	35.87%	38.59%	15.76%
Adding athletic fields	12.97%	47.03%	22.70%	17.30%
Adding programming	2.73%	28.42%	60.11%	8.74%
Adding special events	4.35%	41.85%	42.39%	11.41%
Creating revenue-producing facilities	7.53%	36.56%	39.78%	16.13%
Improving trail/paths in parks	2.70%	29.73%	54.59%	12.97%
Maintaining existing parks/facilities	2.16%	12.97%	76.76%	8.11%
Upgrade existing athletic fields	5.91%	42.47%	34.41%	17.20%
Replacing aging playground equipment	3.80%	25.00%	59.24%	11.96%

Community Wide Sample

	Not Important	Neutral	Very Important	No opinion
Acquiring land/green space	12.96%	44.92%	32.18%	9.94%
Adding a new community/recreation center	7.25%	31.13%	52.45%	9.17%
Adding athletic fields	13.49%	46.25%	29.12%	11.13%
Adding programming	2.58%	31.55%	60.52%	5.36%
Adding special events	4.96%	42.46%	45.69%	6.90%
Creating revenue-producing facilities	5.54%	37.74%	46.27%	10.45%
Improving trail/paths in parks	4.26%	40.30%	46.91%	8.53%
Maintaining existing parks/facilities	1.49%	17.45%	76.81%	4.26%
Upgrade existing athletic fields	6.60%	41.91%	41.06%	10.43%
Replacing aging playground equipment	5.15%	28.11%	60.09%	6.65%

Question 23

Please rank the following types of recreation facilities and programs you feel are most needed?

Statistical Sample

	High Priority	Medium Priority	Low Priority
Indoor Practice Fields	14.71%	40.00%	45.29%
Health & Fitness Facility (workout & weight rooms)	39.01%	36.81%	24.18%
Walking Track	45.56%	32.78%	21.67%
Performance Center	12.50%	44.32%	43.18%
Community Room	21.35%	51.12%	27.53%
Dance Studio	10.80%	39.20%	50.00%

Community Wide Sample			
	High Priority	Medium Priority	Low Priority
Indoor Practice Fields	22.77%	37.95%	39.29%
Health & Fitness Facility (workout & weight rooms)	42.15%	36.56%	21.29%
Walking Track	39.87%	37.91%	22.22%
Performance Center	12.97%	45.93%	41.10%
Community Room	24.73%	46.83%	28.45%
Dance Studio	14.07%	37.36%	48.57%

Question 24

Have you or anyone in your household participated in a program through the Northern Illinois Special Recreation Association?

Statistical Sample		**Community Wide Sample**	
Yes	1.06%	Yes	2.52%
No	94.18%	No	89.31%
Not Sure	4.76%	Not Sure	8.18%

Question 25

In what general area do you reside in?

Statistical Sample		Community Wide Sample	
Hampshire	68.06%	Hampshire	73.24%
Pingree Grove	28.27%	Pingree Grove	21.58%
Huntley	0.52%	Huntley	0.41%
Genoa	0.00%	Genoa	0.00%
Gilberts	0.52%	Gilberts	1.04%
Burlington	1.05%	Burlington	1.66%
Kingston	0.00%	Kingston	0.00%
Elgin	0.00%	Elgin	0.41%
Other (please specify)	1.57%	Other (please specify)	1.66%

Other Combined:

CARILLON @ CAMBRIDGE LAKES
Hampshire the part south of Burlington
Lakewood Crossing aka “the other Hampshire almost Huntley inbetweeners”
Non resident of rural Hampshire
South of Burlington
Sycamore but Hampshire Park Dist
Unincorporated Hampshire
we are non-resident rural Hampshire

-If Hampshire, Skip to Resident Questions-

-If Pingree Grove, Skip to Pingree Grove Questions-

-If Huntley, Genoa, Gilberts, Burlington, Kingston, Elgin, Other, Skip to Question 38-

Question 38

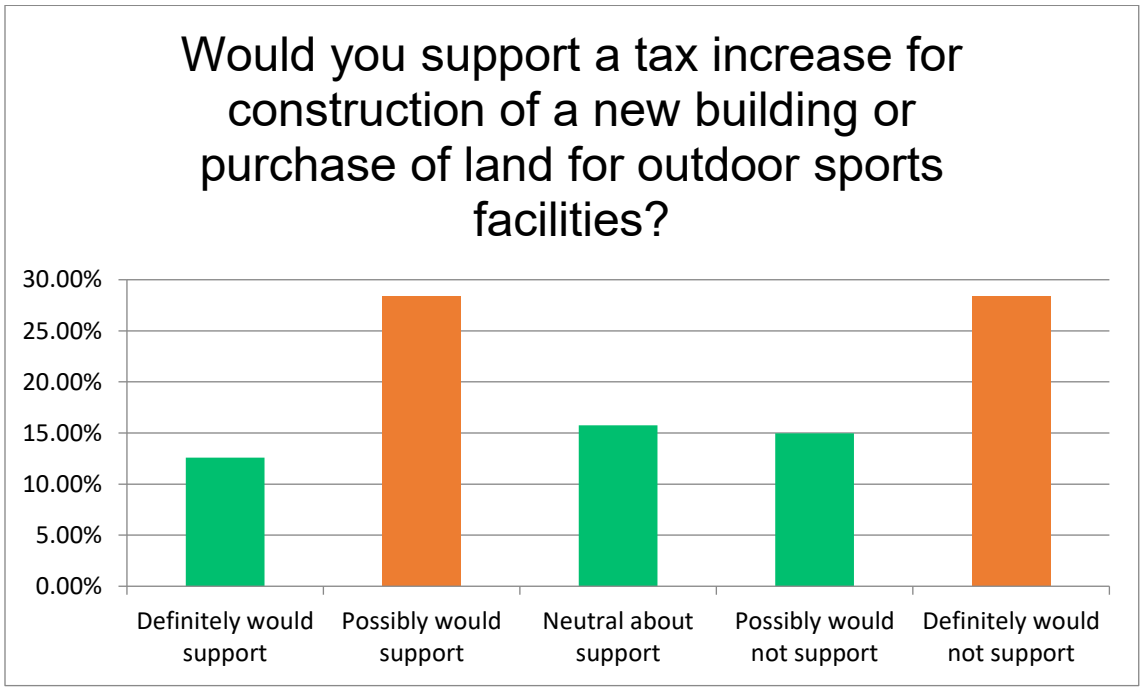
Listed in Open Ended Comments

Resident Questions

Question 26

Would you support a tax increase for construction of a new building or purchase of land for outdoor sports facilities?

Statistical Sample		Community Wide Sample	
Definitely would support	12.60%	Definitely would support	18.13%
Possibly would support	28.35%	Possibly would support	36.84%
Neutral about support	15.75%	Neutral about support	14.33%
Possibly would not support	14.96%	Possibly would not support	11.99%
Definitely would not support	28.35%	Definitely would not support	18.71%



Question 27

What funding amount would you be willing to support for acquisition/construction of new facilities for recreation opportunities? (Note: The dollar amounts below are based on a $250,000 home. The items listed in parenthesis are NOT final and are only for an example of potential projects that could be funded based on construction estimates.)

	Statistical Sample	Community Wide Sample
$5/month (more outdoor sports fields)	11.67%	10.03%
$10/month (build indoor turf field)	5.83%	6.99%
$15/month (build health and fitness facility, gymnasium, preschool/day care rooms)	13.33%	17.93%
$20/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms, community room)	10.83%	17.02%
$30/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms, community room, indoor turf fields)	7.50%	16.72%
I would not support these funding amounts	50.83%	31.31%

Question 28

Would you be willing to support a tax increase for operational maintenance and improvements to current facilities? (i.e. keep program costs down, replace playgrounds once they are removed, pave walkways, pave/expand parking lots at Ream Park, add additional parks staff for mowing/maintenance of facilities.)

Statistical Sample		Community Wide Sample	
Yes	47.97%	Yes	62.65%
No	52.03%	No	37.35%

Question 29

In the future (10 years or more) would you be interested in supporting an additional tax increase for a pool?

Statistical Sample		Community Wide Sample	
Yes	40.00%	Yes	52.21%
No	60.00%	No	47.79%

Question 30

Hampshire Residents - Do you see the need for the following new facilities?

Statistical Sample

	Yes	No	Not sure
Day Care	19.20%	47.20%	33.60%
Basketball gym	16.80%	52.80%	30.40%
Health/Fitness facility	56.69%	23.62%	19.69%
Indoor turf field	12.90%	58.87%	28.23%
Preschool	23.20%	48.00%	28.80%

Community Wide Sample

	Yes	No	Not sure
Day Care	27.81%	44.38%	27.81%
Basketball gym	29.34%	46.71%	23.95%
Health/Fitness facility	67.06%	17.06%	15.88%
Indoor turf field	24.18%	50.45%	25.37%
Preschool	34.33%	39.10%	26.57%

Question 31

Hampshire Residents - Would you use any of the following new facilities?

Statistical Sample

	Yes	No	Not sure
Day Care	9.68%	86.29%	4.03%
Basketball gym	15.32%	72.58%	12.10%
Health/Fitness facility	65.08%	22.22%	12.70%
Indoor turf field	13.01%	72.36%	14.63%
Preschool	10.48%	86.29%	3.23%

Community Wide Sample

	Yes	No	Not sure
Day Care	18.88%	73.16%	7.96%
Basketball gym	25.22%	60.24%	14.54%
Health/Fitness facility	68.91%	16.42%	14.66%
Indoor turf field	23.51%	60.71%	15.77%
Preschool	21.43%	72.92%	5.65%

Question 32

Listed in Open Ended Comments

Pingree Grove Questions

Question 33

Pingree Grove Residents - Do you see the need for the following new facilities?

Statistical Sample

	Yes	No	Not sure
Day Care	17.65%	31.37%	50.98%
Gymnasium	28.00%	26.00%	46.00%
Health/Fitness facility	38.00%	24.00%	38.00%
Indoor turf field	27.45%	35.29%	37.25%
Preschool	19.61%	25.49%	54.90%

Community Wide Sample

	Yes	No	Not sure
Day Care	18.75%	40.63%	40.63%
Gymnasium	38.95%	25.26%	35.79%
Health/Fitness facility	37.89%	25.26%	36.84%
Indoor turf field	37.50%	32.29%	30.21%
Preschool	20.83%	35.42%	43.75%

Question 34

Pingree Grove Residents - Would you use any of the following new facilities?

Statistical Sample

	Yes	No	Not sure
Day Care	5.88%	82.35%	11.76%
Gymnasium	31.37%	45.10%	23.53%
Health/Fitness facility	45.10%	37.25%	17.65%
Indoor turf field	27.45%	54.90%	17.65%
Preschool	7.84%	82.35%	9.80%

Community Wide Sample

	Yes	No	Not sure
Day Care	10.42%	79.17%	10.42%
Gymnasium	42.71%	35.42%	21.88%
Health/Fitness facility	41.67%	34.38%	23.96%
Indoor turf field	36.84%	41.05%	22.11%
Preschool	10.53%	81.05%	8.42%

Question 35

Pingree Grove - Would you be interested in the Hampshire Township Park District working out an intergovernmental agreement to hold practices/games in your community?

Statistical Sample		Community Wide Sample	
Yes	47.06%	Yes	58.76%
No	15.69%	No	10.31%
Not sure	37.25%	Not sure	30.93%

Question 36

Pingree Grove - Do you have any interest in annexing to the Hampshire Township Park District to benefit from resident rates?

Statistical Sample		Community Wide Sample	
Yes	49.02%	Yes	54.64%
No	19.61%	No	16.49%
Not sure	31.37%	Not sure	28.87%

Question 37

Listed in Open Ended Comments

Additional Comments

- #27-Like to give more than $20monthly financially can't
- Advertise through social media & email
- As a single parent, I would yes love to have improvements but can afford a tax increase and would be limited to allowing my child to be involved in things that would have fees.
- Bingo?
- community pool addition would be welcome, and summer camp programs for up to 8th grade
- Even though I may not use some of the facilities (daycare, basketball gym), I think we need to have these available in our community for those that do and can use these facilities.
- Everything is overpriced as it is. Over 400k on a stupid water tower. How about places to shop or eat. The taxes are ridiculous here for having nothing here. I spend all my money in other towns because we have nothing here.
- Focus on getting the youth involved and providing them safe places to spend time with their friends and family in healthy active ways.
- For the amount of taxes we already pay, we should already have many of these facilities available. I do not understand why Genoa and Huntley are able to support many of these, even community pool s and a productive vibrant downtown, but Hampshire is not able without increasing taxes. They are already too high!
- Great initiative, thank you!
- Has an age based study been conducted that would help narrow down the current and projected demographics of our community? Each area will have different needs based on age I presume.
- Having an indoor park would be great. Maybe attached to a large community room or an indoor turf field.
- I am strongly opposed to another preschool facility
- I am totally against any additional taxation, even if you claim the facility will make a profit. Residents are continually asked for more money from every taxing agency. If you don't have the funds to build facilities today then the facilities are not needed
- I don't think I even get the newsletter, but our taxes go to Hampshire Park Dist.
- I feel the park district and village property's need to be better maintained. Also local businesses on art 72
- I have no children therefore implementing fees specific to children activities I am not supportive of, I already pay high taxes for schools and have never had children in school district and will never, therefore continuing to pay for services that does not affect me is very frustrating
- I hope a pool is a reasonable option in the future.
- I love the current programs, but sometimes it feels like Hampshire is growing so quickly and parts of the park district sure struggling to keep up with growth. A lot of families I talk to go to other park districts. I want to support our town and I have had a great experience with everyone who works with the park district.
- I love these ideas. I truly hope my family and I can use them without having to go to other towns.
- I think building a pool in our community is a huge need. I think building a facility for working out and indoor sports is also super important.
- I think Hampshire could really use a Rec Center building had multiple Basketball Courts

- I think it is important for athletics to no longer take requests for coaches/teams. It is unfair and it is pushing people out of Hampshire sports. Other teams in the area do not allow this and the teams are more fairly split.
- I think the cameras that I see in Seyller Park is a waste of my money.
- I think the park district should look for moneymaking opportunities/donations/fundraisers to build these projects--I see a tax increase every year and I get nothing in return from the downtown. I am also tired of going to the park and finding people letting their dogs run loose without leashes. Why isn't anyone monitoring that?
- I think we already pay pretty high taxes. We are paying more than St. Charles area and they have all these amenities. We need to get more businesses in the area to offset the taxes.
- Indoor and outdoor pool would be great for families with kids and for health reasons swimming is great exercise and could earn revenue for Hampshire.
- It is important to advertise what the village offers. I can't make decisions when I don't know what we already have.
- It would be nice is you coordinated with NISRA to offer programs here. We currently drive to LITH/Crystal Lake on Saturdays for karate & the Centre on Wednesdays for swimming. In the summer I drive to Huntley 4 days a week for NISRA summer camp.
- JUST CHARGE THE PEOPLE THAT USE THE SERVICE A LOT OF RENTALS I ARFEA AND THEY WOULD NOT PAY AND ADDITTIONA TAXES WE ARE TAXED TO DEATH IN ILLINOIS
- Keep it in Hampshire! We don’t need another thing to drive 20 minutes to
- Love the new additions at Bruce Ream! Love the volleyball, playground, splash park etc. Now I want to see improvements in our soccer fields at Bruce Ream. The fields need to be grated and leveled out to allow proper drainage. And need to be better maintained. We need a U14 field. There isn’t enough field space when U12 and U14 both practicing.
- My kids are older now so the priorities have shifted. With Hampshire growing, I am sure all the items listed are important.
- My taxes are already ridiculously high at just under 12k. These amenities should be covered under the already high taxes and all the new families moving in.
- Need additional staff to get Information to parents more quickly. We pay for programs and never get to practice. It’s always games.
- Need more programs for seniors I.e. day trips could be combined with other park districts
- No new taxes!!!!!!! Put in things people will use. Never once seen anyone using the sand volleyball at Bruce ream. Partner with schools to use gyms... don’t need to build a new one.
- Not sure if the new day care and preschool would replace Little People playtime or be an additional facility. I don’t see a need for an additional day care facility
- Our family is most heavily involved with soccer as it relates to the PD, and it seems soccer is a large program in town. It's super frustrating how often practice and games are cancelled due to insufficient fields. Even when the weather doesn't cause cancelations, sometimes we still have to due to field conditions. It is quite expensive for a short season, and to have to miss out on so much time is not good. Having indoor options would be great, or at the very least, fields that can be played on even if it has rained. Winter soccer would likely be an option too.
- Park is always maintained very well. I think more security/cameras at the parks would be helpful. The main focus should be trying to maintain/replace the playground structures that we currently have instead of adding more expenses by adding additional buildings/structures to maintain. I don’t believe there is enough town growth to add these

expenses. We would essentially have empty buildings that we would have to maintain/upkeep and the supply and demand isn't there.
- Please build a pool so it can be shared with the D300 high schools
- pool for adults we pay do something for the adults
- Property taxes are high enough. I feel that money could be reallocated to support these endeavors. Higher taxes for anything will only drive more residents out of Illinois.
- Return Tuscany park to the original name The Orris Ruth Park. No park name should be changed on existing parks!!!!
- Seyller playground needs new mulch!!!
- Taxes are high enough here. How about cutting the pensions on the library, fire district, and village hall staff.
- THANKS FOR YOUR INTEREST, I'D LIKE TO GO BACK AND ADD MY EMAIL
- The best would be to add facilities that would generate a profit so we would not have to increase taxes. I would look into adding an industrial park to generate tax dollars so the home owner taxes would stay down but would generate money to start adding all the above
- We are equal distance between Huntley and Hampshire and grateful for programs in both park districts, and use both.
- We can't afford any more taxes. Please, let's operate with what we have and continue to be the wise stewards of our tax dollars as you are today
- We love the Huntley family campout, would love to see Hampshire do something similar
- We need a pool!!
- We need to put more effort, resources into our community. Many people leave our town daily to eat, workout, find entertainment
- We participated in the girl's volleyball the other teams that we competed with started practicing 4 Weeks before us please line these up in the future.
- Would like to see some general nutrition guidelines go out to coaches/parents each season that are providing snacks for after games, some examples of good options and not good options. Sports and nutrition go hand in hand. Tired of seeing kids getting Kool-Aid jammers, chips, mini cookies, and giant cookies that are total junk etc. after a one-hour game. These should be reserved for special occasions or maybe the last game, not after every game.
- would love to see a pool/waterpark here, even an ice skate rink would be nice too
- Would still like a playground area and/or walking path around Lakewood Crossing. Would also like to see more Hampshire expansion around Lakewood Crossing Subdivision.
- Yes aware there is a senior program but stronger believe that it lacks so much
- You already have day care, what business are you on parks and recreation or providing daycare be good at one thing providing fitness and parks
- Your preschool and sports programs need a new photography company for pictures

Pingree Grove - Additional Comments

- As a resident of PG, sometimes I feel like I'm not wanted at Hampshire locations. One woman summed it up for me one day when we were standing in the park district office looking at the map of the new park, dog park, ice rink. I expressed excitement about these things, and she told me she was afraid that all the "people from Pingree Grove were going to come use the new amenities." I feel like Hampshire is my community, so her saying this really made me feel unwelcome.

- Executive board needs to be more receptive to the needs of the community and not be all about making money.
- I don't think Hampshire park district would exist without Cambridge Lakes/Pingree Grove. It would be nice if we're could all work together!
- I have been very pleased with the interactions I've had with HPD staff and programs. I'd love to see you guys grow as the community grows!
- I think Pingree Grove should be considered as resident of the Park District
- It is not fair that residents of Pingree Grove have to pay non-resident rates to do the programs through the park district. My kids go to Hampshire schools and we should be able to get the resident rates.
- PG Needs a Park District, Please help include us!!
- Pingree Grove residents should be given resident registration prices in Hampshire. We seem to give a lot of participants to the sports/events which leads to successful outcomes.
- Pingree grove residents should not have to pay more for programs.
- Please work on connected walking paths for the Sunset Cove apartment area. We are disconnected from the rest of Cambridge Lakes. It makes it difficult to connect and be a part of the community.
- there are enough golf programs that I am aware of
- There needs to be a better system with obtaining volunteer coaches for youth sports. It's as though any parent that volunteers can do it. Some parents teach the kids the wrong things like winning is the only option and shoving other kids is fine. The referees are terrible and afraid he of some coaches. For all of the money coming in for youth sports there is enough money to pay better official. Or even better properly train the ones we have. Youth sports should be improved and important to the park district.
- We live in Pingree but pay nonresident fees even-though Hampshire and Pingree share the same zip code...why is this?
- We use the Hampshire library, have a Hampshire zip code, but aren't considered residents for the park district. I find that frustrating as we don't have a park district
- Would like to see some events held at the Pingree Grove Community Center

Do you have ideas for programming (i.e. senior, teen, etc.)?

- ???
- A parent’s night out babysitting program would be spectacular! Otherwise keep doing what we're doing, love watching the community grow!
- A senior center that would be open during the week where there could be a pool table or pong table, tables to play board games and have specialty groups within the program for seniors to get involved with.
- Activities for Seniors -- cards, dominos, lunch, fishing
- Adult amenities for working out would be nice
- Adult computer classes
- Adult fitness class
- Adult kickball league
- Adult low impact exercise 2-3 times/ week like we used to have at MS. $2-3 drop in fee. Always had 20+ attendance regularly. Who wouldn’t want to earn $60 an hour to lead the class? Bring this back!!!
- Adult moosh softball (Co-Ed)

- Adult Sports or leagues to bring young parents together.
- Any senior activities which are on weekends or after daytime work hrs ie: after 5pm or on Saturday/Sunday.
- Ballroom dance
- Barre Class, Pilates, restorative yoga. Free weekend running groups for all levels.
- Better dance/ theater options.
  Fishing derby(contestants can even win money!)
- Bigger and better sports complex
- Bingo, Bunco, Chair Yoga, Trips to Gamble
- BINGO, LEFT RIGHT CENTER OR OTHER GAMES SENIORS CAN PLAY
- Boxing, yoga or even a social group for people with Parkinson's Disease
- BUS TOURS TO GARDEN SHOWS ECT
- Bus trips for teens including ski, haunted house, Great America. Bus trips for adults including plays/dinner theatre, wine tasting
- community garden, running group/club, speakers on health/fitness
- Computer classes for senior citizens.
- cooking classes, more adult computer and software classes
- Crafts
- Day trips for sporting events...etc., Cubs, wolves....
- Disc golf
- E-Sports: Video games based league that works on teamwork and communication. Played mostly by teen/adults.
- Evening fitness classes, such as pilates or tai chi
- Family game night (families come together and play board games/tabletop games).
  Adult game night (board/tabletop games)
  Art/craft night for kids 3-6 years of age (with parent/guardian)
  Bingo night for adults (not just seniors)
  Gymnastics 3-6 age range
  Mom and son dance/daddy and daughter dance
- Group walking for women. Dance classes for women.
- Group walking programs in the forest preserve, for example. Also something similar to Senior Friends groups for travel discounts (if not already available).
- Hampshire needs it's own pool and should offer swimming lessons, water aerobics, sports, etc.
- Health/wellness programs. More adult trips and activities
- I would appreciate more hiking/biking trails and adult nature or gardening programs. Master Gardener opportunities would be great. Community vegetable garden would be great.
- I’m an IEP coach and advocate and would love to teach a workshop for families of special needs kids.
- I'd like to actually know what is going on in town for the residents. Where is stuff posted?
- I'd love to see some programs for adults. It is, of course, really important to offer children's programs, but it would be nice to see some programs for adults that weren't based around sports or athletics.
- Indoor walking paths/pool and more indoor activities for winter. Volleyball
- Inter graded programs, seniors & youth project or classes, help one another to learn passion traditions and talents

- It would be nice if there were a rec center for them to hang out. When I grew up we had one and we used it all the time, sports, yoga, dances, gatherings etc. there is nothing for the teens to do here, especially in the winter month. Not sure where it would be located. just my thoughts
- Keep growing and keep providing more for the community, you are doing great.
- knitting classes
- Love the idea of reasonably priced Camps for days of school!!
- Men's and Women's rec leagues for sports
- Men's Groups
- More adult exercise programs.
- More adult fitness options. A gym type with class options like Genoa has would be great. Public pool would be amazing!
- More 5ks.....An annual Turkey Trot on Thanksgiving
- More choices for children under 5. Example martial arts is only offered starting at age 7.
- More options for adult rec leagues like sand volleyball or basketball.
- Movie nights, concerts at least once a month in the summer, more festivals.
- Movies in the park. Build a community park close to the Lakewood Subdivision.
- N/A (2)
- Nature center with activities.
- Nature programs for all ages
- No (10)
- No but there is nothing for our teens to do but get in trouble
- Not at the moment
- Paint Night with wine, Crafts
- Pickle ball, Swimming, Golf
- Pingree grove should be considered residents of you want feedback from Pingree grove residents! Just moved here within last year and was very surprised to be considered a nonresident for fees when you want our feedback as residents!!
- Play groups for little kids. More toddler story times. I try to sign up for the library but it's always been full.
- Possibly more sports programs for H.S. kids that like to stay active but might not have the talent to make a school team.
- Pre-teen activities
- Programs for grade school children; expand.
- Rec center space geared for tweens and young teens that could include a bistro type cafe, game tables such as foosball or ping pong, places to sit and chat or study with friends, monthly dance nights with a DJ. Older teens (17+) could be employed working the cafe and act as chaperones
- Running/Walking Club
- Senior Day Trips
- Senior day trips
- Senior Fitness Classes like Silver Sneakers
- Several years ago, I tried registering for yoga for my husband and I and not enough people signed up for the classes. Maybe the quota should be dropped for the number of people in classes.
- Sewing classes, cooking classes for kids and adults
- summer camp program for K-8th to help working parents
- Swim programs

- Swimming options for kids and adults. More cross town competitive options for the kids sports programs. Speed and agility program options.
- swimming pool
- Teen Center
- Toddler program such as tiny sports or clubs where kids can around one another and parents can socialize
- Tot classes
- Trips to area places of interest you might miss.
- Turkey trot on Thanksgiving
- U4 soccer skills program instead of or in conjunction with U4 teams
- Ultimate Frisbee, Frisbee golf, flag football for teens, dog training, technology classes: cord cutting, coding, etc.
- Video gaming groups for teens, senior trips for them to go places in groups like wine tasting or movies.
- Walking nature tours (forest preserve type settings). Teen dance/music nights. Teen open mic night
- We need our own baseball teams!!!
- We should put a referendum on the ballot to fund a public swimming pool, swim lessons
- Weekend travel. Trips or activities for grandparents and grandkids. As a certified dementia practitioner I would like programs for people with dementia for increased socialization and providing a break for caregivers
- Would like to see more Teen programming.
- Yes build a community indoor pool for swimming activities.

-minor editing completed (spell check and spacing)

Filtered Data

Only respondents who have used the Park District at least once a month

Q4. What are the ages of people living in your residence? (check all that apply)

Answer Choices	Responses
0-4 years	41.96%
5-9 years	56.64%
10-14 years	26.92%
15-19 years	9.09%
20-24 years	2.80%
25-34 years	30.42%
35-44 years	54.90%
45-54 years	21.33%
55-64 years	9.79%
65-74 years	7.69%
75-84 years	2.45%
85+ years	0.35%

Q5. What types of recreation programs/activities do you or your family members currently participate in (park district or non-park district)?

Answer Choices	Responses
Walking/Bike Trails	62.54%
Volleyball	14.49%
Tennis	7.42%
Splash pad	55.12%
Softball	12.72%
Soccer	47.70%
Skate park	8.83%
Shuffleboard	1.77%
Senior programs	5.30%
Rugby	0.35%
Ropes course	10.25%
Rock climbing wall	12.72%
special needs	2.12%
Picnic Shelter	19.08%
Picnic amenities	21.55%
Overnight camping	15.90%
Other (please specify)	10.95%
Open space	15.19%
Martial Arts/MMA	4.59%
Lacrosse	6.36%

Answer Choices	Responses
Inline skating	8.13%
Horseshoe pits	2.12%
Hockey	4.95%
Health and fitness	37.81%
Gymnastics	19.08%
Golfing	16.61%
Gardening	21.55%
Frisbee Golf	6.01%
Football	21.55%
Fishing	22.26%
Dog park	14.84%
Dance	20.85%
Community...events	59.72%
... playgrounds	68.90%
Bowling	15.55%
Basketball	32.51%
Baseball	26.86%
Archery	2.47%
Active Arcade Area	3.53%

Filtered Data

Only respondents who have used the Park District at least once a month

Q6. How often do you or other members of your household participate in or attend an event or program at the Hampshire Township Park District?

Answer Choices	Responses
Never	0.00%
Once a month	52.80%
2-3 times a month	15.03%
4 or more times a month	32.17%

Q7. Would you or a member of your household be interested in the following new programs?

Answer Choices	Responses
Early Childhood (0-5 years old)	32.85%
Youth General Education (6-12 years old)	26.64%
Youth Fine Arts (dance, music, art)	32.12%
Youth Athletics (6-12 years old)	48.18%
Youth "School Break/Days Off" Programs	27.37%
Teen Programs	15.69%
Adult General Education	18.61%
Adult Athletics	36.13%
Older Adult Programs (55+)	10.58%
Travel Trips (all ages)	21.90%
Community wide events (families)	66.06%
Community wide events (adults only)	37.96%
Health/Fitness Programs (all ages)	50.36%
Nature Programs	41.24%
Other (please specify)	3.28%

Q9. What are the top three times of day for you to participate in programs?

Answer Choices	Responses
Before 9am	18.31%
9am-11am	35.21%
11am-1pm	19.01%
1pm-3pm	14.79%
3pm-5pm	39.44%
5pm-7pm	84.51%
After 7pm	48.94%

Filtered Data

Only respondents who have used the Park District at least once a month

Q10. What are the top three days of the week for you to participate in programs?

Answer Choices	Responses
Monday	27.14%
Tuesday	32.86%
Wednesday	36.07%
Thursday	40.36%
Friday	45.36%
Saturday	77.50%
Sunday	42.86%

Q11. What are some reasons that may have prevented you or a member of your household from participating in recreation programs and services provided by the Park District?

Answer Choices	Responses
I do not have time	39.06%
I do not know what is being offered	24.61%
Facilities and/or amenities are poorly maintained	5.08%
Transportation difficulties	2.34%
Fees are too high for me	20.31%
I participate at another agency	15.23%
Registration process is difficult	6.25%
Inconvenient program location	4.69%
Lack of programs I am interested in	44.53%
Other (please specify)	16.41%

Q12. What are the best ways for the Park District to inform you about its programs?

Answer Choices	Responses
Brochure	51.25%
Website	52.67%
Flyers	22.78%
Banners in parks	11.74%
Social media (Facebook, etc.)	70.46%
Schools	29.54%
E-mail	66.90%
Phone	2.49%
Newspaper	2.14%

Filtered Data

Only respondents who have used the Park District at least once a month

Q13. If you have children, what Youth Education programs have you participated in during the last 2 years?

Answer Choices	Responses
Day Care	28.38%
Preschool	54.73%
Summer STEAM Camp (LPP)	18.92%
Before and After school care	35.81%
Summer FUN Camp	23.65%
Other (please specify)	14.86%

Q14. Have you ever been placed on a wait list to get into any of the aforementioned (Youth Education) programs?

Answer Choices	Responses
Yes	12.35%
No	87.65%

Q15. Did you know that the Hampshire Township offers programs for Seniors?

Answer Choices	Responses
Yes	49.82%
No	50.18%

Q16. What indoor or outdoor aquatic facilities did you or members of your household use regularly in the past 2 years?

Answer Choices	Responses
We did not use any aquatic facilities	7.55%
Ream Park Splash Pad	56.98%
Genoa Park District Pool	23.02%
Huntley Park District Pool	29.43%
Centegra	17.74%
Centre of Elgin	23.77%
Pool at your home	22.64%
Private fitness club pool	8.68%
Public beaches	30.57%
Home Owners Association Pool	23.77%
YMCA Pool	3.02%
Other (please specify)	10.94%

Filtered Data

Only respondents who have used the Park District at least once a month

Q17. Please rate your satisfaction with the following

	Needs Improvement	Somewhat Dissatisfied	Neutral	Very Good	Excellent
Park playground equipment	4.48%	3.36%	19.03%	51.49%	21.64%
Maintenance/Condition of park district property	3.72%	5.20%	21.56%	50.19%	19.33%
Park safety/security	1.88%	5.26%	33.46%	43.98%	15.41%
Current amount of gym space/availability	16.35%	12.55%	52.85%	12.93%	5.32%
Park District customer service	5.20%	6.32%	34.94%	33.46%	20.07%
Program registration process	8.55%	12.27%	36.06%	32.71%	10.41%

Q18. The Park District is constructing a dog park at Tuscany Woods next year. Do you have a dog that will be registering to use this facility?

Answer Choices	Responses
Yes	28.94%
No	50.92%
Not sure	20.15%

Q19. Did you know the Park District shares gym space with the school district at Gary D. Wright Elementary?

Answer Choices	Responses
Yes	65.31%
No	34.69%

Q20. Do you feel the Park District should have their own gym space or continue the school/park district partnerships?

Answer Choices	Responses
Park District should have their own gym space	33.71%
Continue with the school/park district partnership	22.85%
Both	43.45%

Q21. What is the most important thing for the Park District to focus on?

Answer Choices	Responses
Build a new facility	31.72%
Maintain existing parks and services	26.49%
Expand programming	29.85%
Other (please specify)	11.94%

Filtered Data

Only respondents who have used the Park District at least once a month

Q22. Please rank the following areas that the Park District could focus on:

	Not Important	Neutral	Very Important	No opinion
Acquiring land/green space	12.03%	48.12%	31.58%	8.27%
Adding a new community/recreation center	4.78%	27.57%	61.76%	5.88%
Adding athletic fields	11.11%	45.56%	36.67%	6.67%
Adding programming	1.86%	29.74%	64.31%	4.09%
Adding special events	4.48%	42.54%	48.51%	4.48%
Creating revenue-producing facilities	6.32%	39.41%	47.21%	7.06%
Improving trail/paths in parks	4.04%	50.00%	40.44%	5.51%
Maintaining existing parks/facilities	0.74%	18.38%	79.04%	1.84%
Upgrade existing athletic fields	4.80%	39.85%	48.71%	6.64%
Replacing aging playground equipment	4.81%	27.78%	62.59%	4.81%

Q23. Please rank the following types of recreation facilities and programs you feel are most needed?

	High Priority	Medium Priority	Low Priority
Indoor Practice Fields	28.30%	40.38%	31.32%
Health & Fitness Facility (workout & weight rooms)	42.16%	35.45%	22.39%
Walking Track	33.21%	41.51%	25.28%
Performance Center	15.79%	45.86%	38.35%
Community Room	25.56%	45.11%	29.32%
Dance Studio	16.73%	37.92%	45.35%
Other (please specify)			

Q24. Have you or anyone in your household participated in a program through the Northern Illinois Special Recreation Association?

Answer Choices	Responses
Yes	2.56%
No	86.08%
Not Sure	11.36%

Filtered Data

Only respondents who have used the Park District at least once a month

Q25. In what general area do you reside in?

Answer Choices	Responses
Hampshire	74.18%
Pingree Grove	20.73%
Huntley	0.36%
Genoa	0.00%
Gilberts	0.73%
Burlington	1.82%
Kingston	0.00%
Elgin	0.36%
Other (please specify)	1.82%

Q26. Would you support a tax increase for construction of a new building or purchase of land for outdoor sports facilities?

Answer Choices	Responses
Definitely would support	21.54%
Possibly would support	45.64%
Neutral about support	11.79%
Possibly would not support	8.72%
Definitely would not support	12.31%

Q27. What funding amount would you be willing to support for acquisition/construction of new facilities for recreation opportunities? (Note: The dollar amounts below are based on a $250,000 home. The items listed in parenthesis are NOT final and are only for an example of potential projects that could be funded based on construction estimates.)

Answer Choices	Responses
$5/month (more outdoor sports fields)	11.11%
$10/month (build indoor turf field)	7.94%
$15/month (build health and fitness facility, gymnasium, preschool/day care rooms)	17.99%
$20/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms, community room)	23.28%
$30/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms,community room, indoor turf fields)	19.58%
I would not support these funding amounts	20.11%

Filtered Data

Only respondents who have used the Park District at least once a month

Q28. Would you be willing to support a tax increase for operational maintenance and improvements to current facilities? (i.e. keep program costs down, replace playgrounds once they are removed, pave walkways, pave/expand parking lots at Ream Park, add additional parks staff for mowing/maintenance of facilities.)

Answer Choices	Responses
Yes	72.49%
No	27.51%

Q29. In the future (10 years or more) would you be interested in supporting an additional tax increase for a pool?

Answer Choices	Responses
Yes	59.07%
No	40.93%

Q30. Do you see the need for the following new facilities?

	Yes	No	Not sure
Day Care	31.09%	45.08%	23.83%
Basketball gym	41.36%	37.70%	20.94%
Health/Fitness facility	72.68%	13.40%	13.92%
Indoor turf field	34.20%	41.45%	24.35%
Preschool	39.06%	37.50%	23.44%
Other (please specify)			

Q31. Would you use any of the following new facilities?

	Yes	No	Not sure
Day Care	20.62%	68.04%	11.34%
Basketball gym	36.27%	43.52%	20.21%
Health/Fitness facility	76.41%	12.31%	11.28%
Indoor turf field	34.90%	44.79%	20.31%
Preschool	28.13%	64.58%	7.29%
Other (please specify)			

Q33. Do you see the need for the following new facilities?

	Yes	No	Not sure
Day Care	17.31%	46.15%	36.54%
Gymnasium	52.94%	23.53%	23.53%
Health/Fitness facility	37.25%	31.37%	31.37%
Indoor turf field	55.77%	28.85%	15.38%
Preschool	25.00%	40.38%	34.62%
Other (please specify)			

Filtered Data

Only respondents who have used the Park District at least once a month

Q34. Would you use any of the following new facilities?

	Yes	No	Not sure
Day Care	13.46%	80.77%	5.77%
Gymnasium	55.77%	23.08%	21.15%
Health/Fitness facility	40.38%	32.69%	26.92%
Indoor turf field	53.85%	23.08%	23.08%
Preschool	11.76%	84.31%	3.92%
Other (please specify)			

Q35. Would you be interested in the Hampshire Township Park District working out an intergovernmental agreement to hold practices/games in your community?

Answer Choices	Responses
Yes	73.58%
No	5.66%
Not sure	20.75%

Q36. Do you have any interest in annexing to the Hampshire Township Park District to benefit from resident rates?

Answer Choices	Responses
Yes	62.26%
No	7.55%
Not sure	30.19%

Filtered Data

Hampshire Residents - Only respondents who have used the Park District at least once a month

Q4. What are the ages of people living in your residence? (check all that apply)

Answer Choices	Responses
0-4 years	47.06%
5-9 years	53.43%
10-14 years	23.04%
15-19 years	9.80%
20-24 years	2.94%
25-34 years	34.31%
35-44 years	54.90%
45-54 years	18.14%
55-64 years	10.78%
65-74 years	7.84%
75-84 years	2.94%
85+ years	0.49%

Q5. What types of recreation programs/activities do you or your family members currently participate in (park district or non-park district)?

Answer Choices	Responses
Active Arcade Area	2.96%
Archery	2.46%
Baseball	26.60%
Basketball	31.03%
Bowling	15.76%
Children's playgrounds	69.95%
Community wide events	62.56%
Dance	18.23%
Dog park	14.78%
Fishing	20.20%
Football/Flag Football	22.17%
Frisbee Golf	5.91%
Gardening	24.14%
Golfing	17.24%
Gymnastics	18.23%
Health and fitness	39.90%
Hockey	4.43%
Horseshoe pits	2.46%
Inline skating	8.87%
Lacrosse	6.40%
Martial Arts/MMA	3.94%

Answer Choices	Responses
Open space	14.78%
Overnight camping	16.75%
Picnic amenities	22.17%
Picnic Shelter	21.67%
Programs...special needs	1.97%
Rock climbing wall	12.81%
Ropes course	9.85%
Rugby	0.49%
Senior programs	5.42%
Shuffleboard	2.46%
Skate park	9.36%
Soccer	44.83%
Softball	10.84%
Splash pad	59.11%
Tennis	8.37%
Volleyball	15.76%
Walking/Bike Trails	63.05%
Other	12.32%

Filtered Data

Hampshire Residents - Only respondents who have used the Park District at least once a month

Q6. How often do you or other members of your household participate in or attend an event or program at the Hampshire Township Park District?

Answer Choices	Responses
Never	0.00%
Once a month	55.39%
2-3 times a month	13.73%
4 or more times a month	30.88%

Q7. Would you or a member of your household be interested in the following new programs?

Answer Choices	Responses
Early Childhood (0-5 years old)	37.69%
Youth General Education (6-12 years old)	27.14%
Youth Fine Arts (dance, music, art)	32.66%
Youth Athletics (6-12 years old)	43.72%
Youth "School Break/Days Off" Programs	25.13%
Teen Programs	15.08%
Adult General Education	19.60%
Adult Athletics	36.68%
Older Adult Programs (55+)	11.56%
Travel Trips (all ages)	22.61%
Community wide events (families)	69.85%
Community wide events (adults only)	42.71%
Health/Fitness Programs (all ages)	53.27%
Nature Programs	44.22%
Other (please specify)	3.02%

Q9. What are the top three times of day for you to participate in programs?

Answer Choices	Responses
Before 9am	17.82%
9am-11am	34.65%
11am-1pm	20.30%
1pm-3pm	17.82%
3pm-5pm	41.09%
5pm-7pm	84.16%
After 7pm	50.00%

Filtered Data

Hampshire Residents - Only respondents who have used the Park District at least once a month

Q10. What are the top three days of the week for you to participate in programs?

Answer Choices	Responses
Monday	27.86%
Tuesday	35.32%
Wednesday	35.32%
Thursday	36.82%
Friday	45.77%
Saturday	77.61%
Sunday	45.27%

Q11. What are some reasons that may have prevented you or a member of your household from participating in recreation programs and services provided by the Park District?

Answer Choices	Responses
I do not have time	39.25%
I do not know what is being offered	24.19%
Facilities and/or amenities are poorly maintained	4.84%
Transportation difficulties	1.61%
Fees are too high for me	16.67%
I participate at another agency	11.83%
Registration process is difficult	5.91%
Inconvenient program location	3.76%
Lack of programs I am interested in	47.85%
Other (please specify)	16.67%

Q12. What are the best ways for the Park District to inform you about its programs?

Answer Choices	Responses
Brochure	53.69%
Website	52.22%
Flyers	22.66%
Banners in parks	14.78%
Social media (Facebook, etc.)	72.91%
Schools	27.59%
E-mail	66.01%
Phone	2.96%
Newspaper	2.46%

Q13. If you have children, what Youth Education programs have you participated in during the last 2 years?

Answer Choices	Responses
Day Care	26.79%
Preschool	56.25%
Summer STEAM Camp (LPP)	20.54%
Before and After school care	34.82%
Summer FUN Camp	23.21%
Other (please specify)	13.39%

Q14. Have you ever been placed on a wait list to get into any of the aforementioned (Youth Education) programs?

Answer Choices	Responses
Yes	14.69%
No	85.31%

Q15. Did you know that the Hampshire Township offers programs for Seniors?

Answer Choices	Responses
Yes	53.73%
No	46.27%

Q16. What indoor or outdoor aquatic facilities did you or members of your household use regularly in the past 2 years?

Answer Choices	Responses
We did not use any aquatic facilities	8.21%
Ream Park Splash Pad	62.05%
Genoa Park District Pool	27.18%
Huntley Park District Pool	30.77%
Centegra	17.44%
Centre of Elgin	21.54%
Pool at your home	25.13%
Private fitness club pool	8.72%
Public beaches	29.74%
Home Owners Association Pool	11.79%
YMCA Pool	2.56%
Other (please specify)	10.26%

Filtered Data

Hampshire Residents - Only respondents who have used the Park District at least once a month

Q17. Please rate your satisfaction with the following

	Needs Improvement	Somewhat Dissatisfied	Neutral	Very Good
Park playground equipment	5.47%	4.48%	17.41%	49.75%
Maintenance/Condition of park district property	3.00%	5.00%	20.00%	51.00%
Park safety/security	2.02%	4.55%	34.34%	41.92%
Current amount of gym space/availability	17.26%	14.21%	53.81%	10.15%
Park District customer service	4.50%	6.50%	33.50%	34.00%
Program registration process	9.00%	11.00%	36.00%	33.50%

Q18. The Park District is constructing a dog park at Tuscany Woods next year. Do you have a dog that will be registering to use this facility?

Answer Choices	Responses
Yes	30.54%
No	49.26%
Not sure	20.20%

Q19. Did you know the Park District shares gym space with the school district at Gary D. Wright Elementary?

Answer Choices	Responses
Yes	64.18%
No	35.82%

Q20. Do you feel the Park District should have their own gym space or continue the school/park district partnerships?

Answer Choices	Responses
Park District should have their own gym space	35.18%
Continue with the school/park district partnership	20.60%
Both	44.22%

Q21. What is the most important thing for the Park District to focus on?

Answer Choices	Responses
Build a new facility	31.50%
Maintain existing parks and services	24.50%
Expand programming	32.00%
Other (please specify)	12.00%

Filtered Data

Hampshire Residents - Only respondents who have used the Park District at least once a month

Q22. Please rank the following areas that the Park District could focus on:

	Not Important	Neutral	Very Important	No opinion
Acquiring land/green space	11.06%	47.74%	34.17%	7.04%
Adding a new community/recreation center	3.94%	27.09%	64.04%	4.93%
Adding athletic fields	10.40%	48.02%	35.64%	5.94%
Adding programming	0.50%	27.86%	69.65%	1.99%
Adding special events	3.98%	39.30%	53.23%	3.48%
Creating revenue-producing facilities	6.97%	35.82%	51.74%	5.47%
Improving trail/paths in parks	2.96%	50.25%	42.36%	4.43%
Maintaining existing parks/facilities	0.49%	21.18%	76.85%	1.48%
Upgrade existing athletic fields	5.42%	44.33%	44.33%	5.91%
Replacing aging playground equipment	4.93%	29.06%	62.07%	3.94%

Q23. Please rank the following types of recreation facilities and programs you feel are most needed?

	High Priority	Medium Priority	Low Priority
Indoor Practice Fields	24.50%	41.50%	34.00%
Health & Fitness Facility (workout & weight rooms)	47.78%	35.96%	16.26%
Walking Track	33.33%	41.29%	25.37%
Performance Center	16.83%	45.54%	37.62%
Community Room	28.22%	45.54%	26.24%
Dance Studio	16.18%	39.71%	44.12%
Other (please specify)			

Q24. Have you or anyone in your household participated in a program through the Northern Illinois Special Recreation Association?

Answer Choices	Responses
Yes	2.45%
No	85.78%
Not Sure	11.76%

Filtered Data

Hampshire Residents - Only respondents who have used the Park District at least once a month

Q25. In what general area do you reside in?

Answer Choices	Responses
Hampshire	100.00%
Pingree Grove	0.00%
Huntley	0.00%
Genoa	0.00%
Gilberts	0.00%
Burlington	0.00%
Kingston	0.00%
Elgin	0.00%
Other (please specify)	0.00%

Q26. Would you support a tax increase for construction of a new building or purchase of land for outdoor sports facilities?

Answer Choices	Responses
Definitely would support	21.54%
Possibly would support	45.64%
Neutral about support	11.79%
Possibly would not support	8.72%
Definitely would not support	12.31%

Q27. What funding amount would you be willing to support for acquisition/construction of new facilities for recreation opportunities? (Note: The dollar amounts below are based on a $250,000 home. The items listed in parenthesis are NOT final and are only for an example of potential projects that could be funded based on construction estimates.)

Answer Choices	Responses
$5/month (more outdoor sports fields)	11.11%
$10/month (build indoor turf field)	7.94%
$15/month (build health and fitness facility, gymnasium, preschool/day care rooms)	17.99%
$20/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms, community room)	23.28%
$30/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms,community room, indoor turf fields)	19.58%
I would not support these funding amounts	20.11%

Filtered Data

Hampshire Residents - Only respondents who have used the Park District at least once a month

Q28. Would you be willing to support a tax increase for operational maintenance and improvements to current facilities? (i.e. keep program costs down, replace playgrounds once they are removed, pave walkways, pave/expand parking lots at Ream Park, add additional parks staff for mowing/maintenance of facilities.)

Answer Choices	Responses
Yes	72.49%
No	27.51%

Q29. In the future (10 years or more) would you be interested in supporting an additional tax increase for a pool?

Answer Choices	Responses
Yes	59.07%
No	40.93%

Q30. Do you see the need for the following new facilities?

	Yes	No	Not sure
Day Care	31.09%	45.08%	23.83%
Basketball gym	41.36%	37.70%	20.94%
Health/Fitness facility	72.68%	13.40%	13.92%
Indoor turf field	34.20%	41.45%	24.35%
Preschool	39.06%	37.50%	23.44%
Other (please specify)			

Q31. Would you use any of the following new facilities?

	Yes	No	Not sure
Day Care	20.62%	68.04%	11.34%
Basketball gym	36.27%	43.52%	20.21%
Health/Fitness facility	76.41%	12.31%	11.28%
Indoor turf field	34.90%	44.79%	20.31%
Preschool	28.13%	64.58%	7.29%
Other (please specify)			

Hampshire Township Park District Survey 2019

About the Survey

1. The purpose of this survey is to gather community feedback.

Your participation in this survey is voluntary and involves filling out an online survey that will take approximately 5-10 minutes. The survey questions will be about the park district and the community and your connection and opinions. All data is stored in a password protected electronic format. To help protect your confidentiality, the survey does not contain information that will personally identify you.

If you have questions regarding this survey or the research project, you may contact the Hampshire Township Park District at: 847-683-2690.

ELECTRONIC CONSENT: Please select your choice below.
Clicking on the "agree" button below indicates that:
• you voluntarily agree to participate
• you are at least 18 years of age

- ◯ Agree to Participate
- ◯ Disagree - Decline to Participate

Survey

2. Please enter your code (see postcard), or leave blank if you do not have a code

3. How many years have you lived in the Hampshire area?

4. What are the ages of people living in your residence? (check all that apply)

- [ ] 0-4 years
- [ ] 5-9 years
- [ ] 10-14 years
- [ ] 15-19 years
- [ ] 20-24 years
- [ ] 25-34 years
- [ ] 35-44 years
- [ ] 45-54 years
- [ ] 55-64 years
- [ ] 65-74 years
- [ ] 75-84 years
- [ ] 85+ years

5. What types of recreation programs/activities do you or your family members currently participate in (park district or non-park district)?

- [ ] Active Arcade Area
- [ ] Archery
- [ ] Baseball
- [ ] Basketball
- [ ] Bowling
- [ ] Children's playgrounds
- [ ] Community wide events
- [ ] Dance
- [ ] Dog park
- [ ] Fishing
- [ ] Football/Flag Football
- [ ] Frisbee Golf
- [ ] Gardening
- [ ] Golfing
- [ ] Gymnastics
- [ ] Health and fitness
- [ ] Hockey
- [ ] Horseshoe pits
- [ ] Inline skating
- [ ] Lacrosse
- [ ] Martial Arts/MMA
- [ ] Open space
- [ ] Overnight camping
- [ ] Picnic amenities
- [ ] Picnic Shelter
- [ ] Programs for people with special needs
- [ ] Rock climbing wall
- [ ] Ropes course
- [ ] Rugby
- [ ] Senior programs
- [ ] Shuffleboard
- [ ] Skate park
- [ ] Soccer
- [ ] Softball
- [ ] Splash pad
- [ ] Tennis
- [ ] Volleyball
- [ ] Walking/Bike Trails
- [ ] Other (please specify)

6. How often do you or other members of your household participate in or attend an event or program at the Hampshire Township Park District?

- ( ) Never
- ( ) Once a month
- ( ) 2-3 times a month
- ( ) 4 or more times a month

7. Would you or a member of your household be interested in the following new programs?

- [ ] Early Childhood (0-5 years old)
- [ ] Youth General Education (6-12 years old)
- [ ] Youth Fine Arts (dance, music, art)
- [ ] Youth Athletics (6-12 years old)
- [ ] Youth "School Break/Days Off" Programs
- [ ] Teen Programs
- [ ] Adult General Education
- [ ] Other (please specify)
- [ ] Adult Athletics
- [ ] Older Adult Programs (55+)
- [ ] Travel Trips (all ages)
- [ ] Community wide events (families)
- [ ] Community wide events (adults only)
- [ ] Health/Fitness Programs (all ages)
- [ ] Nature Programs

8. Do you have ideas for programming (i.e. senior, teen, etc.)?

9. What are the top three times of day for you to participate in programs?

- [ ] Before 9am
- [ ] 9am-11am
- [ ] 11am-1pm
- [ ] 1pm-3pm
- [ ] 3pm-5pm
- [ ] 5pm-7pm
- [ ] After 7pm

10. What are the top three days of the week for you to participate in programs?

- [ ] Monday
- [ ] Tuesday
- [ ] Wednesday
- [ ] Thursday
- [ ] Friday
- [ ] Saturday
- [ ] Sunday

11. What are some reasons that may have prevented you or a member of your household from participating in recreation programs and services provided by the Park District?

- [ ] I do not have time
- [ ] I do not know what is being offered
- [ ] Facilities and/or amenities are poorly maintained
- [ ] Transportation difficulties
- [ ] Fees are too high for me
- [ ] I participate at another agency
- [ ] Registration process is difficult
- [ ] Inconvenient program location
- [ ] Lack of programs I am interested in
- [ ] Other (please specify)

12. What are the best ways for the Park District to inform you about its programs?

- [ ] Brochure
- [ ] Website
- [ ] Flyers
- [ ] Banners in parks
- [ ] Social media (Facebook, etc.)
- [ ] Schools
- [ ] E-mail
- [ ] Phone
- [ ] Newspaper

13. If you have children, what Youth Education programs have you participated in during the last 2 years?

- [ ] Day Care
- [ ] Preschool
- [ ] Summer STEAM Camp (LPP)
- [ ] Before and After school care
- [ ] Summer FUN Camp
- [ ] Other (please specify)

14. Have you ever been placed on a wait list to get into any of the aforementioned (Youth Education) programs?

- ( ) Yes
- ( ) No

15. Did you know that the Hampshire Township offers programs for Seniors?

- ◯ Yes
- ◯ No

Part 2

16. What indoor or outdoor aquatic facilities did you or members of your household use regularly in the past 2 years?

- [ ] We did not use any aquatic facilities
- [ ] Ream Park Splash Pad
- [ ] Genoa Park District Pool
- [ ] Huntley Park District Pool
- [ ] Centegra
- [ ] Centre of Elgin
- [ ] Other (please specify)
- [ ] Pool at your home
- [ ] Private fitness club pool
- [ ] Public beaches
- [ ] Home Owners Association Pool
- [ ] YMCA Pool

17. Please rate your satisfaction with the following

	Needs Improvement	Somewhat Dissatisfied	Neutral	Very Good	Excellent
Park playground equipment	○	○	○	○	○
Maintenance/Condition of park district property	○	○	○	○	○
Park safety/security	○	○	○	○	○
Current amount of gym space/availability	○	○	○	○	○
Park District customer service	○	○	○	○	○
Program registration process	○	○	○	○	○

18. The Park District is constructing a dog park at Tuscany Woods next year. Do you have a dog that will be registering to use this facility?

- ◯ Yes
- ◯ No
- ◯ Not sure

19. Did you know the Park District shares gym space with the school district at Gary D. Wright Elementary?

- ◯ Yes
- ◯ No

20. Do you feel the Park District should have their own gym space or continue the school/park district partnerships?

- ◯ Park District should have their own gym space
- ◯ Continue with the school/park district partnership
- ◯ Both

21. What is the most important thing for the Park District to focus on?

- ◯ Build a new facility
- ◯ Maintain existing parks and services
- ◯ Expand programming
- ◯ Other (please specify)

22. Please rank the following areas that the Park District could focus on:

	Not Important	Neutral	Very Important	No opinion
Acquiring land/green space	○	○	○	○
Adding a new community/recreation center	○	○	○	○
Adding athletic fields	○	○	○	○
Adding programming	○	○	○	○
Adding special events	○	○	○	○
Creating revenue-producing facilities	○	○	○	○
Improving trail/paths in parks	○	○	○	○
Maintaining existing parks/facilities	○	○	○	○
Upgrade existing athletic fields	○	○	○	○
Replacing aging playground equipment	○	○	○	○

23. Please rank the following types of recreation facilities and programs you feel **<u>are most needed</u>**?

	High Priority	Medium Priority	Low Priority
Indoor Practice Fields	○	○	○
Health & Fitness Facility (workout & weight rooms)	○	○	○
Walking Track	○	○	○
Performance Center	○	○	○
Community Room	○	○	○
Dance Studio	○	○	○

Other (please specify)

24. Have you or anyone in your household participated in a program through the Northern Illinois Special Recreation Association?

- ○ Yes
- ○ No
- ○ Not Sure

* 25. In what general area do you reside in?

- ◯ Hampshire
- ◯ Pingree Grove
- ◯ Huntley
- ◯ Genoa
- ◯ Gilberts
- ◯ Burlington
- ◯ Kingston
- ◯ Elgin
- ◯ Other (please specify)

Resident Questions

26. Would you support a tax increase for construction of a new building or purchase of land for outdoor sports facilities?

- ◯ Definitely would support
- ◯ Possibly would support
- ◯ Neutral about support
- ◯ Possibly would not support
- ◯ Definitely would not support

27. What funding amount would you be willing to support for acquisition/construction of new facilities for recreation opportunities? (Note: The dollar amounts below are based on a $250,000 home. The items listed in parenthesis are NOT final and are only for an example of potential projects that could be funded based on construction estimates.)

- ◯ $5/month (more outdoor sports fields)
- ◯ $10/month (build indoor turf field)
- ◯ $15/month (build health and fitness facility, gymnasium, preschool/day care rooms)
- ◯ $20/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms, community room)
- ◯ $30/month (build health and fitness facility, gymnasium, elevated track, fitness studios, preschool/day care rooms,community room, indoor turf fields)
- ◯ I would not support these funding amounts

28. Would you be willing to support a tax increase for operational maintenance and improvements to current facilities? (i.e. keep program costs down, replace playgrounds once they are removed, pave walkways, pave/expand parking lots at Ream Park, add additional parks staff for mowing/maintenance of facilities.)

- ◯ Yes
- ◯ No

29. In the future (10 years or more) would you be interested in supporting an additional tax increase for a pool?

- ◯ Yes
- ◯ No

30. Do you see the need for the following new facilities?

	Yes	No	Not sure
Day Care	◯	◯	◯
Basketball gym	◯	◯	◯
Health/Fitness facility	◯	◯	◯
Indoor turf field	◯	◯	◯
Preschool	◯	◯	◯

Other (please specify)

31. Would you use any of the following new facilities?

	Yes	No	Not sure
Day Care	◯	◯	◯
Basketball gym	◯	◯	◯
Health/Fitness facility	◯	◯	◯
Indoor turf field	◯	◯	◯
Preschool	◯	◯	◯

Other (please specify)

32. Please share any additional comments here.

Pingree Grove

33. Do you see the need for the following new facilities?

	Yes	No	Not sure
Day Care	○	○	○
Gymnasium	○	○	○
Health/Fitness facility	○	○	○
Indoor turf field	○	○	○
Preschool	○	○	○

Other (please specify)

34. Would you use any of the following new facilities?

	Yes	No	Not sure
Day Care	○	○	○
Gymnasium	○	○	○
Health/Fitness facility	○	○	○
Indoor turf field	○	○	○
Preschool	○	○	○

Other (please specify)

35. Would you be interested in the Hampshire Township Park District working out an intergovernmental agreement to hold practices/games in your community?

- ○ Yes
- ○ No
- ○ Not sure

36. Do you have any interest in annexing to the Hampshire Township Park District to benefit from resident rates?

- ◯ Yes
- ◯ No
- ◯ Not sure

37. Please share any additional comments here.

End of Survey

38. Please share any additional comments here.