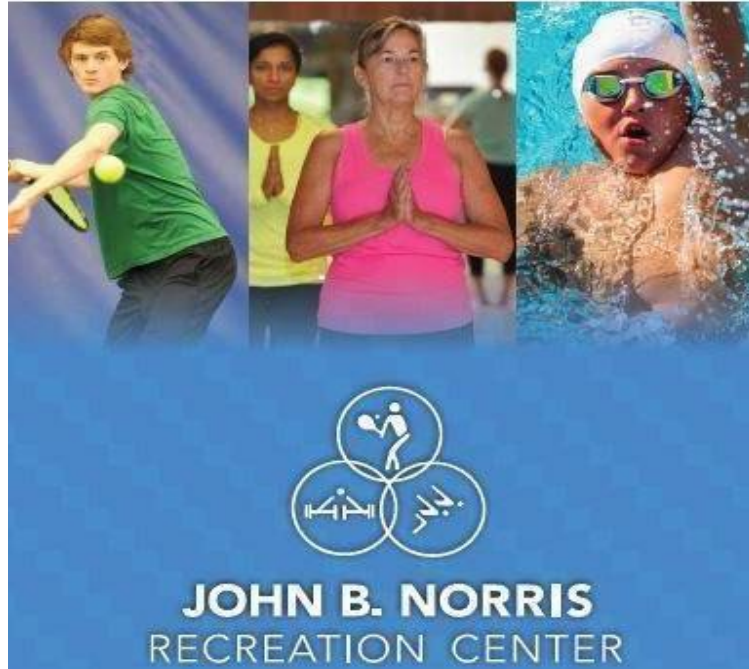


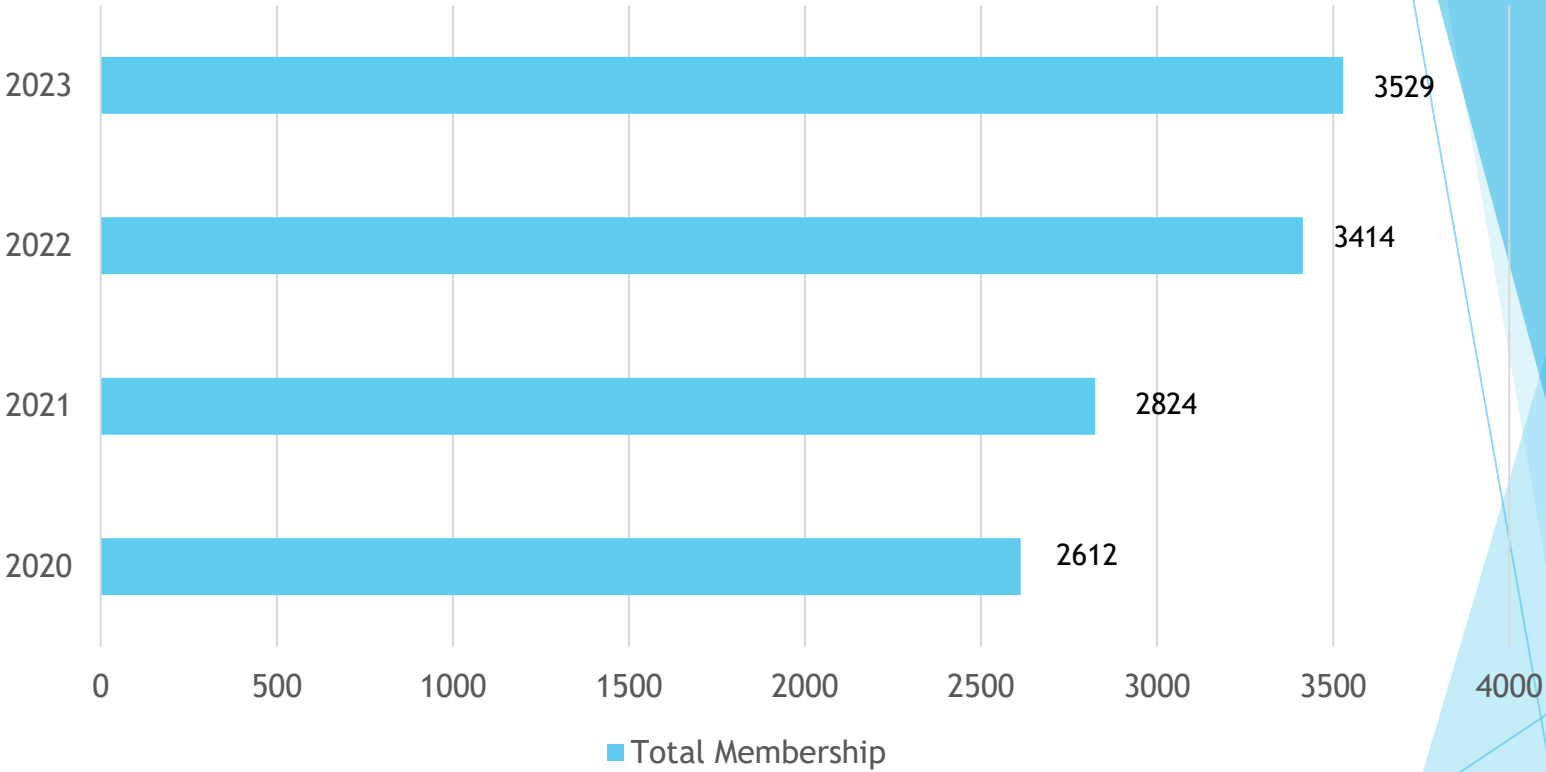
Norris Recreation Center Annual Update



Enriching the quality of life of Park District residents through excellence in programs, parks, facilities and services.

Membership

Total NRC Membership



- * 4% Membership Growth Since January 2023
- * Membership Retention Rate 98.3%
- National Membership Retention Rate Average is 65%

Marketing Promotions

“Healthy Me in ’23”



BRING-A-FRIEND WEEKEND
Ages 18+
Sa & Su • Aug 26 & 27

Exercising with others makes it more fun, gives you more motivation and spurs on some friendly competition. You are also more likely to stick with your commitment and succeed in your goals. On Saturday and Sunday, check in at Guest Services to complete a Tour Registration Form and then enjoy all of the Norris amenities for FREE!

Four guests per member max.

For more info: norrisrec.org/member-incentives



PREMIER PICKLEBALL PARTY

ALL Ages August 25 • 7-9pm

Do you *DINK*? Celebrate the addition of Norris’ four new pickleball courts! Enjoy open play with frequent rotations. Test your knowledge of the game with pickleball trivia. Pickleballs provided. Bring your own paddle. Light refreshments served. ***NRC Members Only**



OCTOBER PROMOTION

10% OFF massage therapy sessions when you wear pink in honor of Breast Cancer Awareness Month.

Massage Therapy

To schedule your appointment, call 630-377-1405.



HOLIDAY Winter Outerwear CLOTHING DRIVE

Nov 24-Dec 8

Help families in need by donating clean new or gently used winter gear that can last through winter.

Coats • Boots • Gloves • Scarves & more!

For each daily donation, members receive: **2 GUEST PASSES**

(Offer valid Nov 24-Dec 8, 2023)



JOHN B. NORRIS RECREATION CENTER

SEND US YOUR MEMBER TESTIMONIALS

We want to hear from you!

Tell us why you love exercising at NRC and receive a **FREE MONTH** on your membership!

Email your testimonials by Oct 31 to Ande Masoncup: amasoncup@stcparks.org



NEW! FREE!

Christmas in JULY OPEN HOUSE

Sa • July 15 9am-12pm

Stop by Norris Rec Center for Membership specials, Wellness Coaching specials, FREE healthy snacks, a giveaway & more!

JOHN B. NORRIS RECREATION CENTER

Highlights

2023

- ❑ Pickleball has arrived at NRC
 - ❑ 4 courts added to Tennis Court 4
 - ❑ Pickleball Preview (orientation to game)
 - ❑ Drop-In Play
 - ❑ Leagues planned and started in 2024
- ❑ 2 New Rowers
- ❑ Continued enhancement of the Marketing, Recruitment and Retention Plan
- ❑ Hosted Member Retention Events and Programs
 - ❑ Annual Open House
 - ❑ Century Challenge
 - ❑ Wear Red on Friday, February
 - ❑ Membership Appreciation Days



2023 Highlights Continued...

- ❑ Expanded aquatic operations with SCA, offering additional members lap swimming, aquatic programming and events district-wide continuing to create synergy between indoor and outdoor offerings
- ❑ Underwater Egg Hunt
- ❑ Indoor Triathlon in cooperation with St. Charles Aquatics and Multi-Sport Madness
- ❑ Membership Fitness Passes - 4% membership growth & 98.6% Retention
- ❑ Group Fitness - 22.5% participation increase
- ❑ Wellness Coaching - 40% and Massage Therapy 46% growth in participation
- ❑ 4 text groups to communicate with membership database based on interest
- ❑ New information bulletin boards focusing on facility branding as recommended in the Park District Indoor Space Study



Stay in the know!

JOHN B. NORRIS RECREATION CENTER

follow your interest
Park & Facility Updates

Scan the QR codes to join our text lists for updates!

FACILITY UPDATES	GROUP FITNESS	PICKLEBALL	TENNIS

Aquatics

- ❑ Excellent partnership and expanding relationship with one of the most respected National Programs - St. Charles Aquatics(SCA)
- ❑ SCA Membership:
 - ❑ 2021-2022: 224 members
 - ❑ 2022-2023: 297 members
 - ❑ 2023-2024: Currently 274*
 - Registration is still taking place
 - Expanded programming including diving, water polo, master swim program, swim lessons (group and private) and Park District Swim Team



Group Fitness

- 35 weekly classes
 - Added 3 new classes
 - Avg 10 participants/class
- Monthly Vibrational Sound Healing classes are very popular
- Offering Pop-up classes i.e. Moms and Muscles


GROUP CYCLING

Burn calories, boost cardio endurance and improve muscular strength while getting your sweat on with this low impact/high intensity workout.
Get your bike card PRIOR to class at Guest Services. Limited to 14 participants.

CLASS 7 DAYS A WEEK!

Monday • 5:40am
Tuesday • 5:30pm
Wednesday • 9:35am
Thursday • 5:40am
Friday • 9:40am
Saturday • 8am
Sunday • 8:05am

JOHN B. NORRIS RECREATION CENTER



50% OFF Group Fitness Yoga

Exclusive Deal for Nonmembers
September 1-30

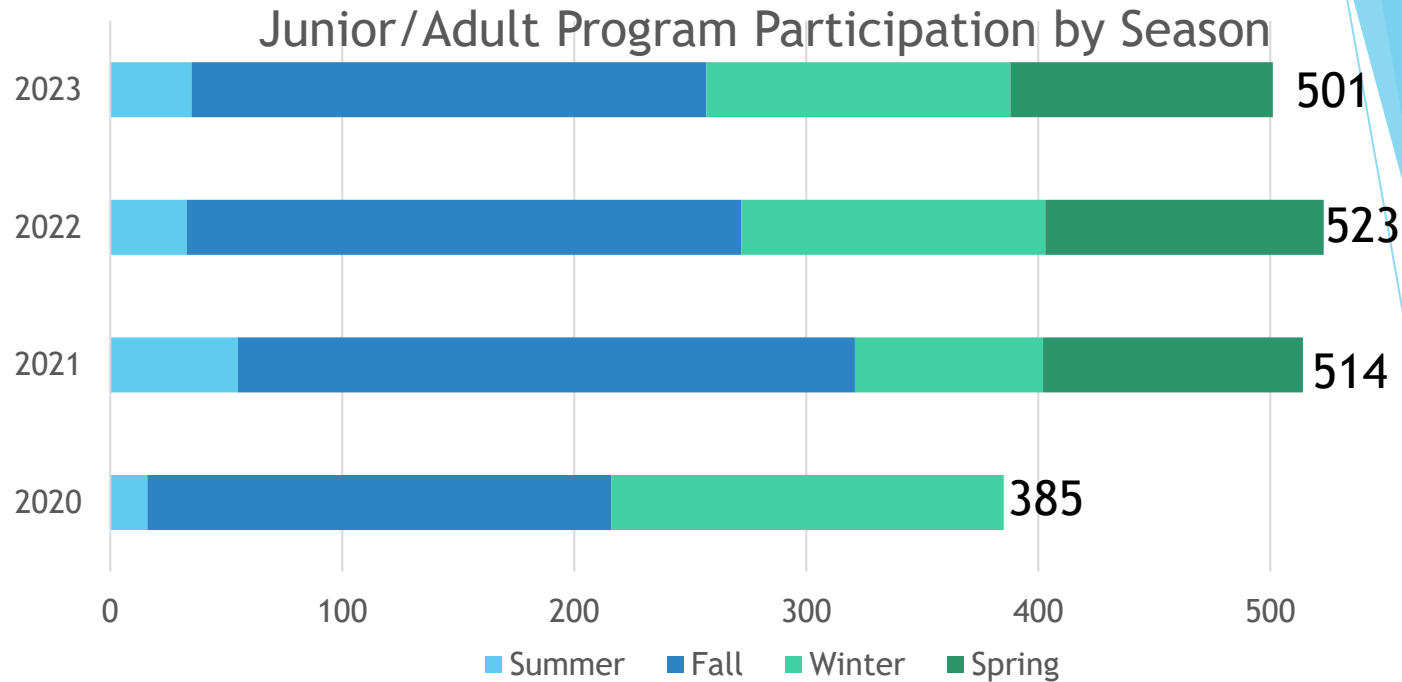
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Tu • 9:35am Yin/Yang Yoga
Tu • 7:35pm Yin Yoga
Fri • 9:35am Yin Yoga
Sa • 7:05am..... Morning Flow Yoga

Fee per class (with Discount)
\$5/resident • \$6/nonresident



Tennis



Focusing in 2024 on enhanced operations, new events and programs. Some new and returning events are listed below:

- ❑ Friday Night Lights (Adults)
- ❑ Tennis Tinsel Tournament (Adults)
- ❑ Two NITTTL League Champions
- ❑ Pizza and Play (Juniors)
- ❑ Holiday Hitters (Juniors)
- ❑ Supervised Match Play (Juniors)



Looking Ahead in 2024

- ❑ Conduct annual membership survey and one team member survey
- ❑ Expanding and enhancing the Tennis program to offer more programming and event options.
- ❑ Purchase new exercise equipment to replace current equipment on the replacement schedule
- ❑ Enhance and expand Guest Services to include Nutrition Coaching and Pickleball Lessons
- ❑ Research new Group Fitness studios sound systems
- ❑ Increase social media presence i.e. Instagram and YouTube Channel (podcast)



Thank you!

Questions & Comments?

