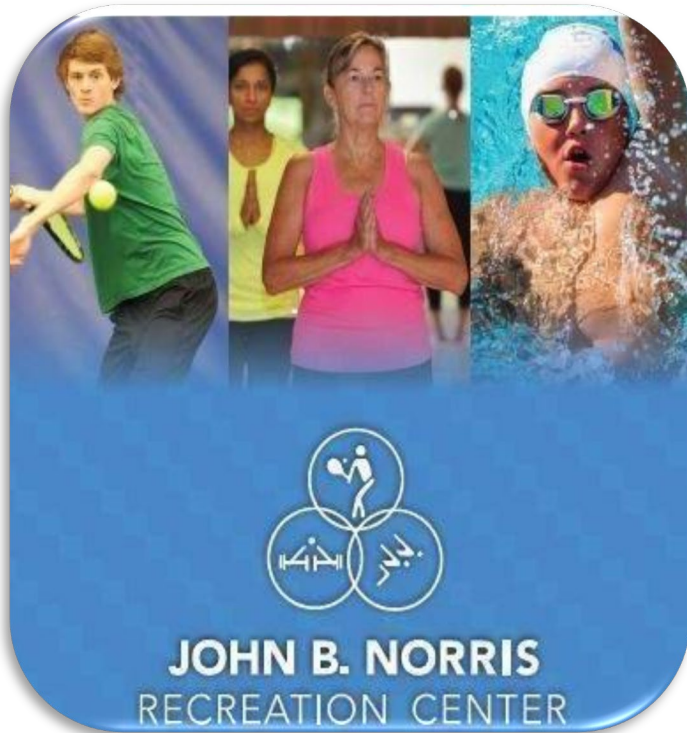


Norris Recreation Center

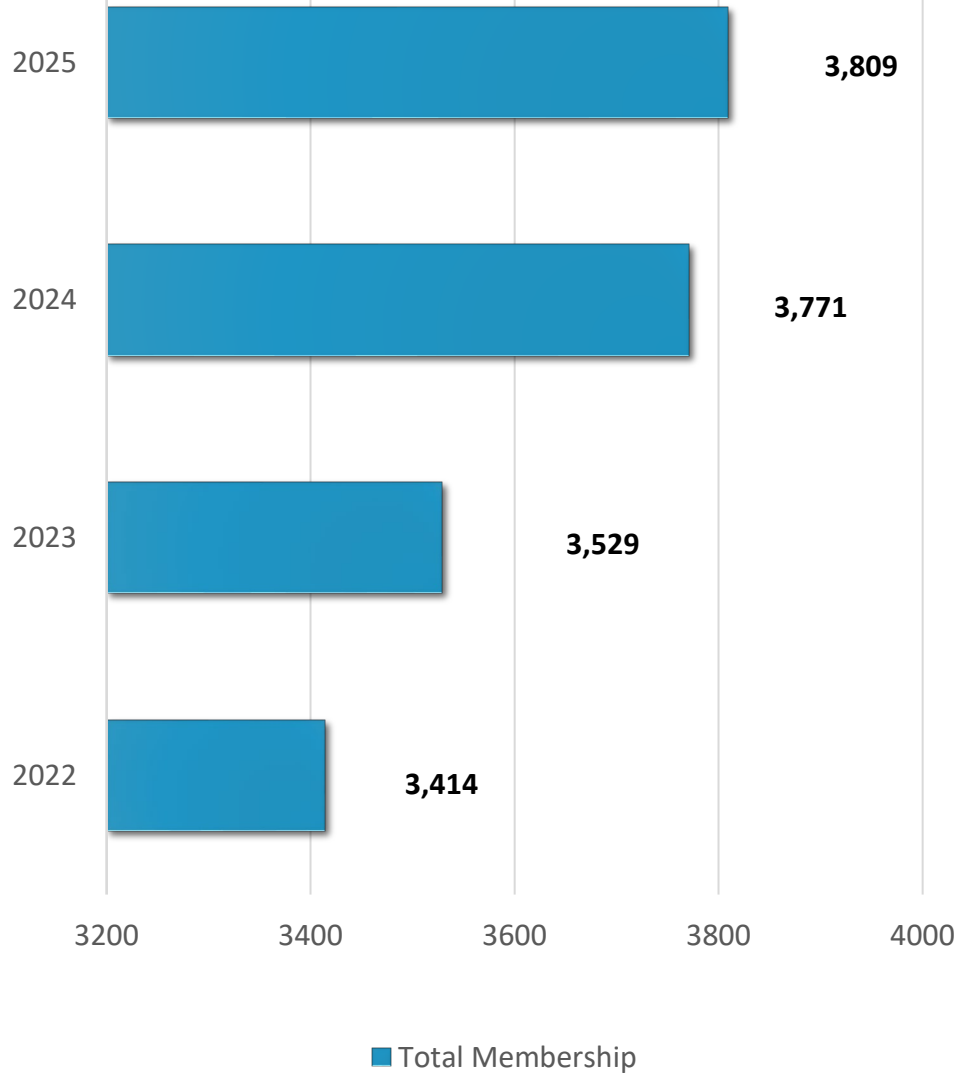
2025 Year in Review and Looking Ahead in 2026



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



Total NRC Membership



Membership

- 2% Membership growth since January 2025 and a 10.3% increase since 2022.
- Membership Retention Rate 98.3%; whereas the National Membership Retention Rate Average is 71%.



Marketing Promotions and Member Retention Incentives

“Strive to Thrive in ‘25”



Independence Day Membership Special

Purchase an annual membership and choose to pay entire amount and receive **\$17.76 off the total price** OR choose the monthly payment options and **pay only \$17.76 for the 1st month***.

*3-month commitment required

Valid ONLY on July 4, 2025.

NEW MEMBERS ONLY!



Sweet & Savory Snacks

March 1-31

Just how healthy or unhealthy are your favorites?
Stop in to learn the not-so-sweet facts about sweet and savory snacks and how to understand nutrition facts on labels.



September Wellness Coaching Special

New or Current Wellness Coaching Clients:
Purchase a **10-session package** & receive **2 complimentary sessions.**

Offer valid September 1-30, 2025



BLACK FRIDAY

ONE DAY ONLY
November 28, 2025

Purchase a Monthly Membership*
Pay ONLY \$28 for the FIRST MONTH

*NEW memberships only. 3 month commitment required. Valid ONLY November 28, 2025.



Court Reservation Holiday Special

Reserve a **TENNIS** or **PICKLEBALL** court for **ONLY \$10 per hour per court***.

Maximum 3 hours. Daily admission fee applies to nonmembers.

Valid December 20, 2025 - January 4, 2026.

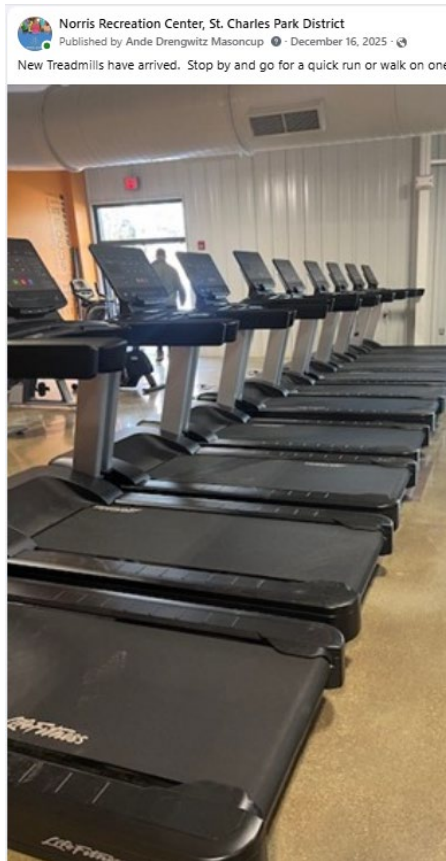


February is American Heart Month

WEAR RED
to exercise on **Friday, February 7**

Members who participate will receive a special gift!

Social Media



ation Center, St. Charles Park District
larie Eastman · October 5, 2025 · 🌐
Itiple memberships? Norris has everything under one roof: fi
more.... See more



Facebook – 2025

Followers 1399 – 84% women, 16% men

Views: 246,227 – mostly driven by reels (161,035), then photos (65,582)

December 16th photo on the arrival of new treadmills had the highest views - 824 Views and 15 interactions

Interactions – 1,019 interactions (like, comment) increased 52% over 2024

Highest interactions occurred in Month of October during social media campaign on membership

October 6 reel on Tired of juggling multiple membership – 992 views, 375 interactions, caused +3 followers

2025 Highlights

Pickleball

- *Drop-In Play added another day*
- *Added 2 additional programs*



Cardio Equipment Upgrade

- *10 Life Fitness Treadmills*



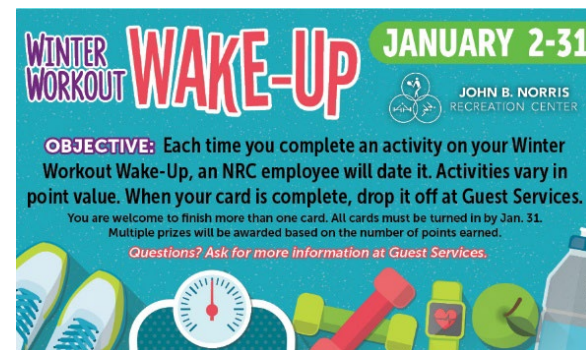
Continued Enhancement of the Marketing, member Recruitment and Retention Plan

Hosted Member Retention Events and Programs

- *Winter Workout Wake-Up*
- *Wear Red Day*
- *Membership Appreciation Days*

Tennis

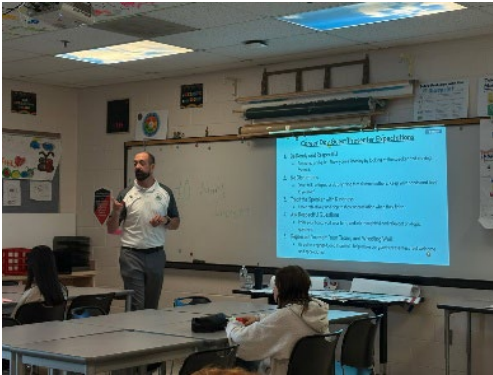
- *Transitioned Junior Tennis Program to USTA 10 and Under program*





2025 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 Triathlon Training Team
- Membership Fitness Passes – 2% membership growth and 98.6% Retention
- Employees: Ande – Illinois Parks and Recreation Association 2025 Conference Speaker, Dan – Wredling Career Day Speaker, Tyler (NRC Tennis Pro) – Won 2025 DuKane Conference #1 Singles Championship





Aquatics



Excellent partnership and expanding relationship with one of the most respected, decorated and successful National Programs.

St. Charles Aquatics (SCA)

SCA Membership:

- 2024-2025: 248*
- 2023-2024: 274*
- 2022-2023: 297*

**These numbers can fluctuate based on timing and types of memberships.*



Expanded collaborative programming with the Park District including diving, water polo, master swim program, and swim team.



Group Fitness Classes

35 Weekly Classes

- Avg 10 participants/class
- Added 1 New class



NEW One-Hit Wonders

- *Perfect Your Form*
- *Hot Yoga*
- *Halloween Dance Fitness Party*



Perfect Your Form

Monday • December 1
7:15-8:15pm
MEM FREE/NM \$15

NEW!
Ages 12+

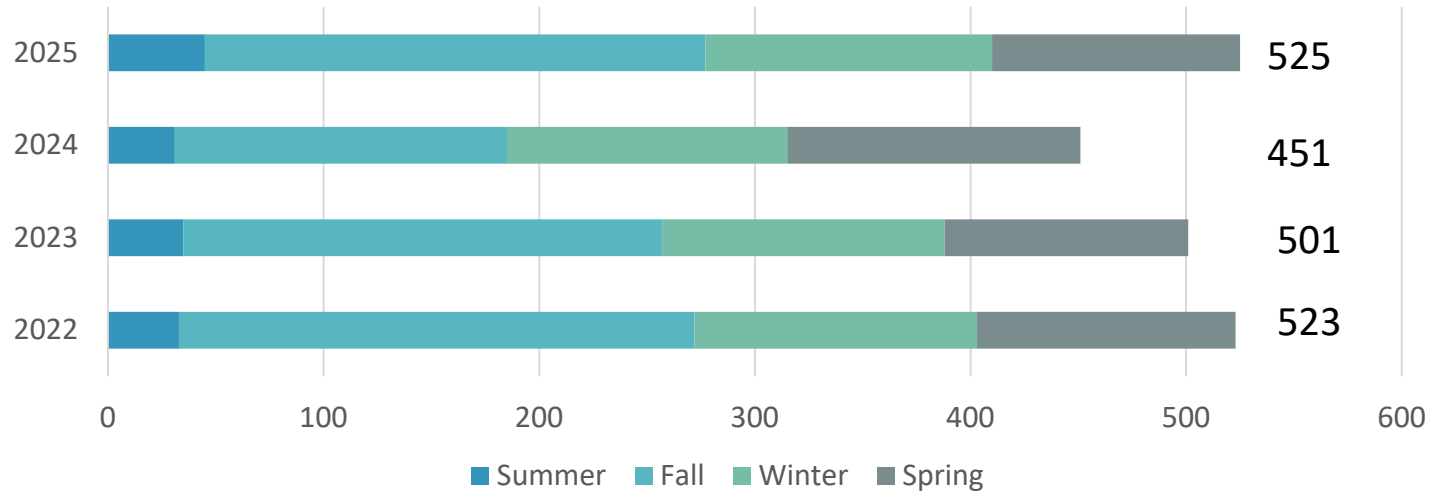
Ever wonder if your yoga practice is on the right track? We're breaking down the Top 10 essential yoga poses and offering personalized feedback to help you align, refine and deepen your practice. Whether you're just starting out or refining your practice, our expert guidance will help you move with confidence and get the most benefit from each pose.


JOHN B. NORRIS
 RECREATION CENTER



Tennis

Junior/Adult Program Participation by Season

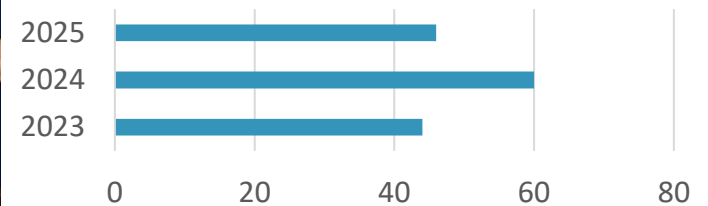


Some new and returning events are listed below:

- *Friday Night Lights (Adults)*
- *Mother/Daughter Tennis and Tee (Ages 8 and up)*
- *One NITTL League Champion*
- *Junior Tournament Days (Juniors)*
- *Holiday Hitters (Juniors)*



NITTL Tennis Players



Pickleball

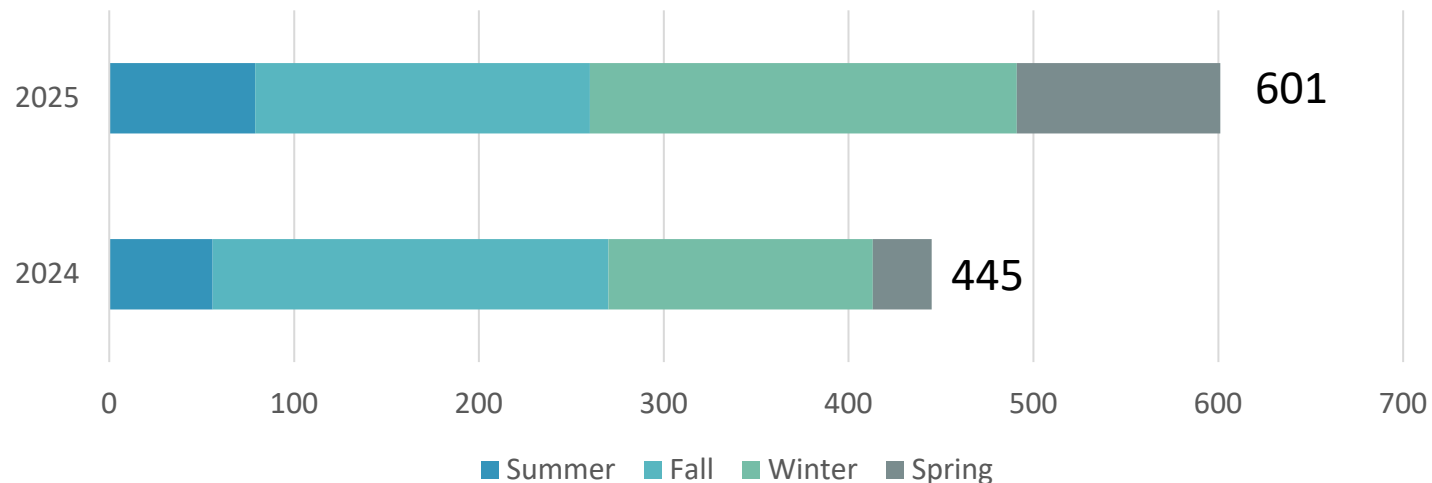


Some new and returning leagues and programs

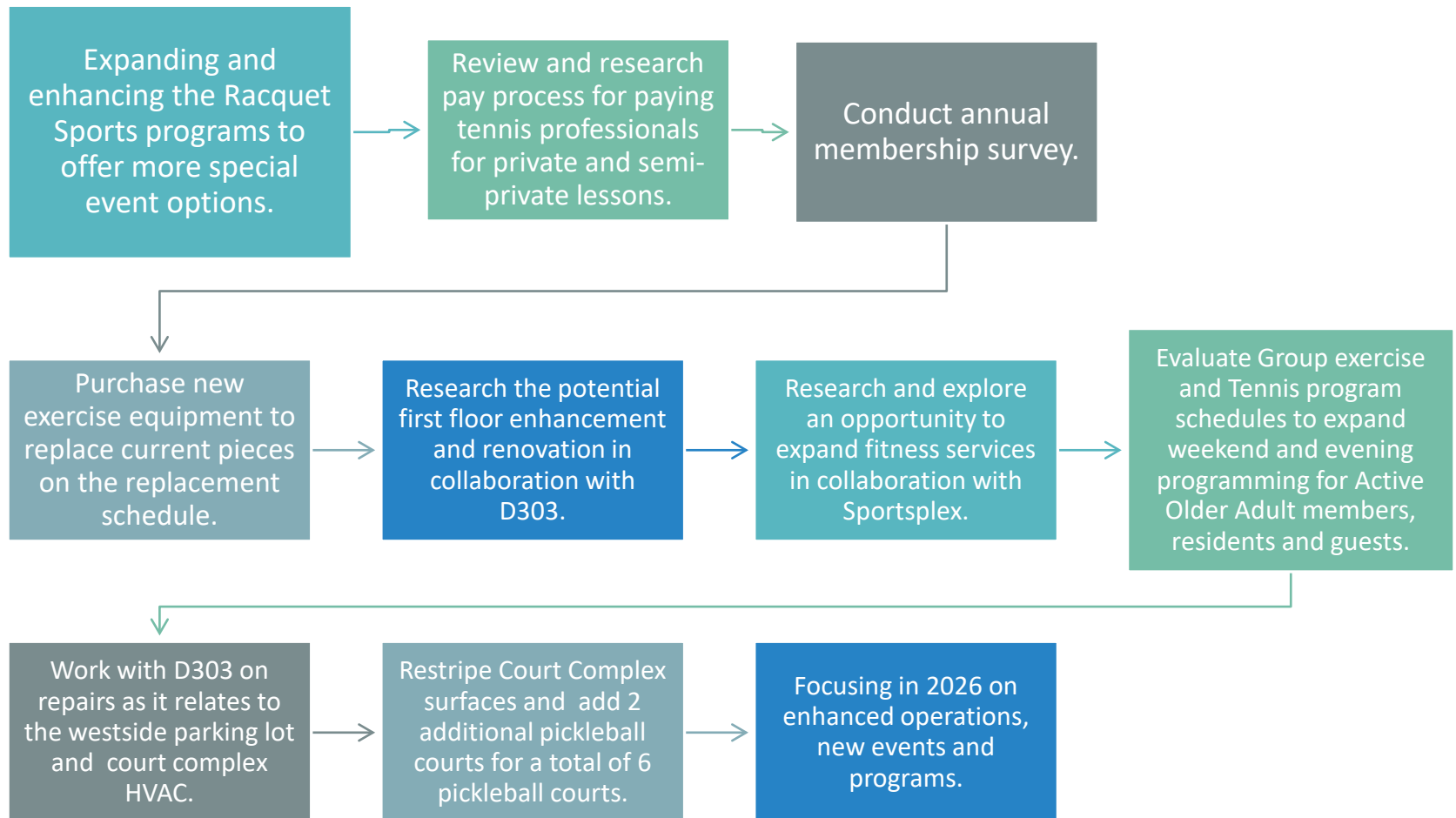
- 6 leagues
- Pickleball Skills and Drills
- 6 options for Drop-In Play

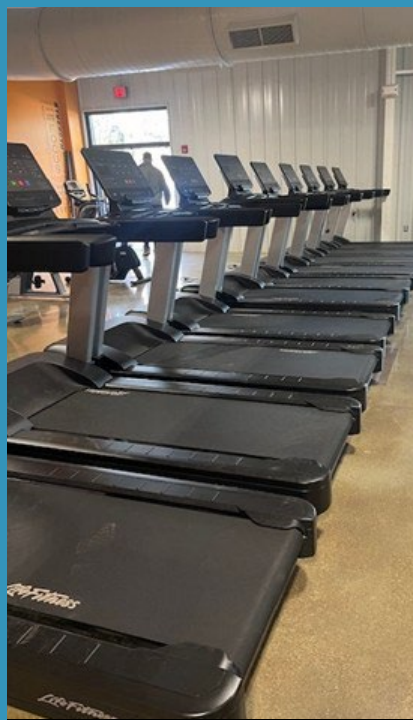


Program Participation by Season



Looking Ahead in 2026





Thank you!

Questions & Comments?
