

Oak Brook
Park District
A National Gold Medal Agency



HAPPY | FIT | ACTIVE



Oak Brook Park District Master Vision 2020-2030



Providing the very best in park and recreational opportunities, facilities and open lands for our community.



From the Board President

Dear Oak Brook Park District Community,

It is the mission of the Oak Brook Park District to provide the very best in park and recreational opportunities, facilities, and open lands for our community. Ever mindful of its mission, and recognizing the forces that shape the future of parks and recreation, the District realized the need to develop a vision for the next ten years. This vision would provide direction for the District, help staff creatively plan for opportunities of growth, and maintain fiscal responsibility in the management of the District's valuable resources.

The Oak Brook Park District hired Campfire Concepts to help develop the District's "Master Vision 2030". Campfire Concepts conducted research through focus group discussions and a community survey to gather opinions and insight on District operations and future recreational needs. The information was evaluated by park district staff and Campfire Concepts, who then applied national and local standards in parks and recreation as a benchmarking tool.

This document is the District's vision for the future. Staff will evaluate our progress every six months, to prevent unforeseen factors from changing our course. It may be ambitious, but it is attainable due to the talented Oak Brook Park District staff, passionate Board of Commissioners, and an enthusiastic Oak Brook community.

Sharon Knitter

Acknowledgments

Board of Commissioners

Sharon Knitter, President
Tom Truedson, Vice-President
Kevin Tan, Treasurer
Lara Suleiman
Frank Trombetta

Oak Brook Park District Staff

Oak Brook Park District Community

Village of Oak Brook Trustees and Staff

Butler School District 53



Oak Brook Park District Principles

After nearly 60 years the parks, programs, and facilities of the Oak Brook Park District have become uniquely connected with the identity of Oak Brook. Over time, individual lives have also been enhanced through the Park District's mission to help its residents to be happy, fit, and active. A strong mission and core values have sustained an organizational culture focused on fiscal responsibility, communication, environmental stewardship, and accessibility.

Mission:

It is the mission of the Oak Brook Park District to provide the very best in park and recreational opportunities, facilities, and open lands for our community.

Vision:

To provide a diverse range of opportunities designed to keep the members of the Greater Oak Brook Community happy, fit and active. By maintaining fiscally responsible practices and focusing on communication, environmental stewardship, diversity, equity, inclusion, and accessibility, the Oak Brook Park District works to help our community as a whole be its very best and feel its very best.

Core Values:

Communication: Engaging in open, honest, and respectful communication both internally and externally to educate our community on the benefits of parks & recreation and help foster creativity, program development, encouragement, motivation, and loyalty among our staff and constituents.

Collaboration: Working together to incorporate the diverse culture and viewpoints of our staff and community to effectively bring the numerous benefits of park and recreational opportunities and open space to our community.

Accessibility and Inclusion: Ensuring that everyone, regardless of age or ability, has access to the very best in park and recreational opportunities to enrich their quality of life and help them achieve their very best and feel their very best.

Holistic Wellness: Providing programs, services, and opportunities designed to improve all aspects of the overall wellness of the Greater Oak Brook community.

Consistent Customer Service: Creating the very best experience for each individual who visits park district facilities or participates in programming.

Environmental Conservation and Stewardship: Fostering the responsible use and protection of the natural environment through education, conservation, and sustainable practices.

Oak Brook's History and Culture

Culture and history contribute to the vibrancy of the community and serve as a catalyst for economic activity, tourism, and development. The Oak Brook Park District is a reflection of the lively community it serves.

Historically, community residents have been important benefactors to the fabric of what makes Oak Brook unique. In the mid-1930s, homeowners and farmers formed the Community Club, which helped unincorporated Oak Brook establish an identity separate from its neighboring communities, resulting in the incorporation of the Village of Oak Brook in 1958. Soon after, the Oak Brook Park District was officially founded on November 5, 1962, when the first Board of Commissioners appointed a Park Commissioner and codified the articles of incorporation. We are grateful to the first elected Park Commissioners; Arthur G. Alexander, Edward J. Trager, Herbert C. Goetsch, Elmer T. Carlson, and Edward F. New, for their foresight as well as to the additional 30 residents whom have served as park commissioners for the community of Oak Brook since 1962 through 2020.

According to The Trust for Public Land, "Parks promote public health and revitalize local economies...they connect people to the great outdoors and to each other." Park Commissioners, representing the community, identified the need to provide parks and recreational programs and facilities. The first of those programs offered in the 1960s was outdoor ice-skating. The community came together through the joint efforts of the Park District, Civic Association, and the then volunteer fire department to create the ice rink. The ice rink continues to this day, connecting generations through the years.

Rapid expansion and construction in the late 1970s saw the development of the Central Park ball fields, the Tennis Center, the Shelter (now known as Central Park West), and the gazebo. The 1970s also saw the addition of Chillem Park, Forest Glen Park, and Saddle Brook Park, located in local neighborhoods. The Central Park Summer Concerts began in 1982, connecting all generations with a rich culture of music in Central Park. On October 7, 1983, a group of 30 people gathered for a luncheon at the Shelter, which served as the start of the Pioneers program and recreational programming for individuals aged 60 and above. The Gateway Special Recreation Association was formed in 1987, with cooperation from local park districts and village recreation departments as a way to bring recreational opportunities to individuals with disabilities. In 1995, the Family Recreation Center was built and the Dean family estate was acquired. The early 2000s saw many existing facilities receive upgrades and restorative maintenance, while the later part of the decade's focus was on increasing programs and services offered to the community.

Throughout the Park District's history, many individuals have supported the agency in continuing their mission to provide the very best in park and recreational opportunities, facilities, and open lands for the community. Most recently, residents formed a local grassroots organization to help raise community awareness for the need to preserve the 34 acres of open land directly north of Central Park, made available in part by the relocation of the McDonald's Corporation from its Oak Brook site. In response, during the November 2018 election Oak Brook residents voted in overwhelming support of the referendum that enabled the Park District to purchase the open space.

With this Master Vision for 2020 – 2030 and the continued support of the many people and businesses that call Oak Brook home, the Oak Brook Park District shall continue to provide a diverse range of opportunities designed to keep the Greater Oak Brook community happy, fit, and active.

Historical data provided by Village of Oak Brook New Resident Packet and Encyclopedia of Chicago.



our VIEW for 2030

Our Vow: *Be the very best.*

It is the mission of the Oak Brook Park District to provide the very best in park and recreational opportunities, facilities, and open lands for our community.

Our Intention: *Our resources will thrive.*

The Oak Brook Park District will honor the community's current and future investment in parks and recreation by maintaining and enhancing park district facilities, parks, and programming to meet the needs of our patrons and provide opportunities for individuals to feel their very best every day.

Our Example: *Include all in all.*

The Oak Brook Park District will continue to lead the universal recreation movement in our community and work to remove physical, social, and emotional barriers so that all people – regardless of age or ability – can take advantage of the incredible benefits of recreation. Oak Brook's diversity contributes to its culture of excellence, and we are committed to fostering a welcoming environment for all.

Our Work: *We are healthier together.*

The Oak Brook Park District cares for the safety and health of the environment, economy, and each individual at home, school, work or play. By providing the restorative benefits of open space, a variety of programming, and opportunities to share time together, we continue to proactively care for the health and wellbeing of our community in a fiscally responsible manner.



It is the mission of the Oak Brook Park District (the District) to provide the very best in park and recreational opportunities, facilities, and open lands for our community.

Awards & Recognition

The District has been nationally recognized as a leading provider of local parks and recreation with the following awards.

2023 Greater Oak Brook Chamber of Commerce Commitment to Diversity, Inclusion, and Equity Award

The Commitment to Diversity, Inclusion, and Equity Award recognizes a Chamber organization that best exemplifies awareness and best practices in creating an inclusive organization.

2022 CAPRA Accreditation

The District has become the eighth park and recreation agency in Illinois to be accredited by the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and the National Recreation and Park Association (NRPA).

2022 Illinois Distinguished Agency Accreditation

Staff completed a rigorous assessment process that resulted in the District receiving Illinois Distinguished Accredited Agency by the Illinois Association of Park Districts and the Illinois Park and Recreation Association. The accreditation process focuses on efficient and effective operational practices and the implementation of professional standards.

2022 IPRA Champions for Change Award

The Champions for Change Award recognizes agencies with unique and exemplary practices of increasing access and fostering diversity and inclusion within their community or organization.

2019 Publicity Club of Chicago Golden Trumpet Award

The Publicity Club of Chicago awarded the District with a Golden Trumpet Award in Community Relations for the communications work done during the 2018 Open Space Referendum. This award recognizes exemplary communications programs that understand the audience's needs, careful planning, strategy, effective implementation, and evaluation.

2018 -2021 GFOA Award

The Government Finance Officers Association of the United States and Canada (GFOA) awarded a Certificate of Achievement for Excellence in Financial Reporting to the District for its Annual Comprehensive Financial Report (ACFR). This was the twenty-seventh consecutive year that the District has received this prestigious award.

2018 Illinois Park & Recreation Association Outstanding Park & Facility Award

The District was recognized for its use of creative design and ingenuity to bring maximum recreational value to Central Park. The project included connectivity and accessibility improvements to the walking paths, the installation of a universal playground, replaced a portion of the water control system at Ginger Creek, stabilized 1,500 ft. of eroded shoreline, improved parking, improved the accessibility and safety of the existing ball fields, replaced old sports lighting with energy efficient LED lights, and improved the Central Park sled hill.

2016 "Accreditation Award" from the Park District Risk Management Association ("PDRMA")

Since 2006, PDRMA has awarded the Level A recognition to the District for the District's efforts to maximize safe operations and minimize insurance claims. For this continued high caliber of safe operations, the Oak Brook Park District received the "Accreditation Award" from PDRMA in 2016.

2016 USTA Facility Award Winner

The Tennis Center was one of 12 winners in the 35th annual USTA Facility Awards program, which recognizes excellence in the construction and/or renovation of tennis facilities throughout the country. The Tennis Center was honored in New York City on September 1, 2016.

2015 National Gold Medal Award in Parks and Recreation

The American Academy for Park and Recreation Administration (AAPRA), in partnership with the National Recreation and Park Association (NRPA), awarded this honor to the District at the NRPA Annual Conference on Sept. 15, 2015, in Las Vegas.

The District will honor the community's current and future investment in parks and recreation by maintaining and enhancing accessibility and inclusion within park district facilities, parks, and programming to meet the needs of our constituents and provide the opportunity for the individuals in our community to feel their very best every day.

Family Recreation Center

1450 Forest Gate Road

Family Recreation Center

Square footage: 80,000 square feet

- Administration offices
- Two meeting rooms
- Four studio rooms
- Locker rooms: Mens/Womens with adult-only sections
- Fully accessible, inclusive family locker rooms
- Five preschool and multi-purpose rooms
- Registration and Customer Services area

Aquatic Center

Square footage: 15,500 square feet

- The leisure pool features accessible, zero-depth entry, warm water, vortex pool, and 105-foot water slide
- The lap pool features six 25-yard lanes, accessible via lift
- One 10-person capacity whirlpool, fully accessible
- Splash Island features a zero depth-18" pool, four slides, sunshades, deck chairs, and interactive features
- Lifeguard office

Fitness Center

5000 square feet

- Three regulation-sized gymnasiums
- 1/8-mile indoor walking track
- Various cardio and weight equipment

Oak Brook Tennis Center

1300 Forest Gate Road

- Square footage: 87,000 square feet
- Eight indoor USTA blue/green courts with viewing lounges
- Fitness room
- Tennis pro shop
- Male and female locker rooms
- Three racquetball/wallyball courts
- One mini-tennis court
- Athletic training area
- Eight outdoor USTA blue/green courts

Central Park West

1500 Forest Gate Road

- Open event space; 5,600 square feet
- Full kitchen
- Double-sided wood-burning brick fireplace
- Two covered patios
- Outdoor Koi Pond

Maintenance Facility

1480 Forest Gate Road

Square footage: 8,500 square feet

- Three main garage bays measuring 65 ft. x 20 ft.
- One secondary garage bay measuring 12 ft. x 20 ft.
- One 14,000lb vehicle service lift
- One private office
- Two secondary workstations
- One kitchen/break-room
- One restroom
- Radiant floor heating with an auxiliary ceiling-hung heater for garage space
- Dedicated forced-air HVAC for office/break-room areas.

Current Vehicles and Equipment

Multi-Use Vehicles:

- 2011 Ford Explorer
- 2021 Ford Explorer

Fleet Trucks:

- 2015 Ford F-550 dump truck w/ plow
- 2011 Ford F-250 pickup truck w/ plow
- 2008 Ford F-250 pickup truck w/ plow
- 2020 Ford F-450 dump truck

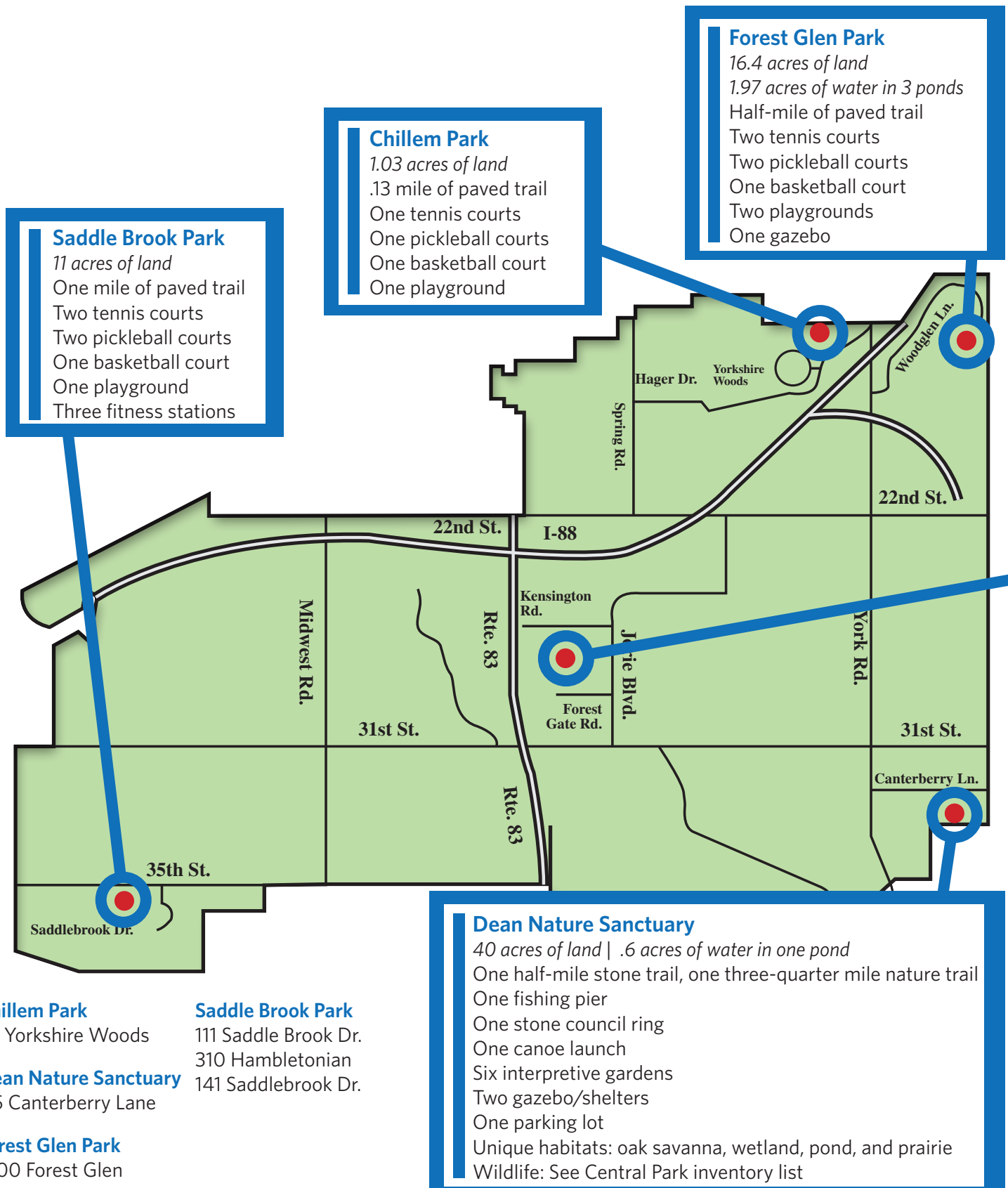
Fleet Equipment:

- 2018 Kubota tractor
- 2016 Kubota RTV 1100C
- 2021 Kubota RTV-X1140
- 2021 John Deere 325G Track Loader
- 2008 John Deere Gator utility vehicle
- 1998 Yamaha golf cart
- 2018 Land Pride 12 ft batwing mower
- 2014 Walker zero-turn mower
- 2020 Kubota zero-turn mower
- 12 ft. utility trailer
- 16 ft. Skid Steer trailer
- 500-gallon water trailer
- Various small-engine landscape tools
- Various tractor and skid-loader attachments



Satellite Park Inventories

All Parks Open From Dawn To Dusk



Central Park Inventories

Central Park | 1450 Forest Gate Road

Amenities

3 miles of paved trails
Seven natural grass soccer fields
One artificial turf soccer fields
One seasonal outdoor ice rink
Two basketball courts
Four baseball/softball fields
Eight outdoor tennis courts
Five playgrounds
One sledding hill
One seasonal sand volleyball court
Three fishing ponds
One fishing pier
Six drinking fountains
One nine-hole disc golf course
Eight parking lots
Two gazebos/pavilions
Three outdoor pickleball courts

Native plants:

Little bluestem
Big bluestem
Slender wheatgrass
Sedge
Virginia wild rye
Prairie switchgrass
Swamp milkweed
Purple prairie clover
St. John's wort
Blue flag iris
Bergamot
Goldenrod
Rattlesnake master
Black-eyed susan
Yellow coneflower
New England aster
Cup plant
Golden alexander

Trees:

obparks.org/facilities/central-park

Wildlife:

Birds

Canada goose
Great blue heron
Green heron
Great egret
Mallard
Cormorant
Pied-billed grebe
Killdeer
Cooper's hawk
Red-tailed hawk
Baltimore oriole
American robin
Northern cardinal
American crow
Eastern bluebird
Blue jay
Downy woodpecker
Red-bellied woodpecker
Red-breasted nuthatch
White-breasted nuthatch
Dark-eyed junco
Red-winged blackbird
Barn swallow
Tree swallow
Goldfinch
Mourning dove
Grackle
Starling
Brown headed cowbird
Chickadee

Fish:

Largemouth bass
Catfish
Red-ear sunfish
Bluegill
Carp

Reptiles & Amphibians:

American bullfrog
Spiny softshell turtle

Mammals:

Fox squirrels
Gray squirrels
Coyote
Muskrat
Skunk
White-tailed deer
Bats

Insects:

Various bees, butterflies,
dragonflies, damselflies

Water:

6.36 acres of creek surface area,
1.94 acres of pond surface area

Land:

105 acres of land

For local, state, and national data, see Appendix C.

The Oak Brook Park District will continue to lead the universal recreation movement in our community and work to remove physical, social, and emotional barriers so that all people – regardless of age or ability – can take advantage of the benefits of recreation. The Oak Brook Park District also desires to be a partner in local mobility for all. Safe, convenient, comfortable, and active movement for all creates healthy communities. Oak Brook's commitment to diversity, equity, and inclusion contributes to its culture of excellence, and we are committed to fostering a welcoming environment for all people at all times.

Guiding Principles

*The re-creation of possibilities | The realization of progress
The recognition of performance | The results of persistence*

Recreation Facilities:

Family Recreation Center (FRC)

Meeting the diverse needs of the community requires expansion. Originally built in 1995, the FRC was designed as a multipurpose community center with a variety of fitness and recreational opportunities. Over the last 10 years, the facility has expanded to serve a wider audience, providing additional programs and services to reach a broader range of clientele.

Striving to meet the growing needs of the community, stakeholders identified renovating the FRC locker rooms by adding a fully accessible, inclusive locker room.

Having an accessible, inclusive locker room allows the District to serve an increasingly diverse population and sets an example for other agencies to meet the growing and changing needs of their communities.

With expansion, the FRC has continued to remain a valuable resource for community recreation and wellness.

Tennis Center

Built in 1973, the District's flagship facility, the Tennis Center, originally contained four tennis courts, lockers rooms, and support spaces. Due to its early success and the popularity of tennis at the time, an addition was built in 1976 which included four more tennis courts, six racquetball courts, additional offices, exterior access restrooms, and concessions to serve the park.

After the Tennis Center's nearly three decades of initial success began to fade, due to changing patron demands and declining tennis participation industry-wide, a new business plan was created. New management was hired, with a strong focus on programming and year-round participation as the two key revenue drivers.

The addition of a club-wide teaching curriculum, innovative management practices, and a solid business plan has allowed the Tennis Center to achieve record numbers in program participation, court sales, and overall revenue.

Central Park West (CPW)

Central Park West has served the community primarily as a rental space and is used to host District events. A need was identified to reassess the facility's usage to optimize efficiency and profitability.

Recently, in order to make the facility more attractive to corporate rentals, several upgrades were made. A new AV system was installed, which included a pull-down projection screen and modern audio/visual hookups. New tables were purchased that function better for lecture-style events, and a repainting of the main room helped to brighten the space.

In 2019, CPW went through a facility analysis to diagnose what core and shell upgrades were needed and how the facility is currently being used. This analysis has helped staff understand and explore untapped opportunities for Central Park West.



Finance & Human Resources:

Efficiency helps the District communicate faster and more effectively with staff and residents. New applications of automation increases that efficiency. The Finance & HR Departments have begun to streamline these efficiencies through new BS&A financial software.

Prior to purchase, the District researched different software options and created benchmarks based on other park districts to better measure the best fit among the software options available, and how those options fit into different workflows.

The District will continue to transparently provide information from BS&A to their residents. The Finance Department's goal is to put as much information as possible on the park district website.

The Finance and HR Departments have successfully implemented financial software which has consolidated our human resource data, accounts payable, purchase orders, and general ledgers.

Information Technology Management:

The older version of the www.obparks.org website had become difficult to maintain, looked dated, and no longer functioned optimally when visited by today's more mobile user. While the site still performed well on search engines, there was room for improvement in the SEO results.

The park district redesigned the website to be more mobile-friendly, easier to navigate, and added the capability for staff to update it from anywhere. Several improvements were made on the back end to increase the SEO score, making the site more searchable both internally and on the Web.

As a result, a more adaptive website design, along with easier navigation, led to more accurate engagement data and a better user experience. The District launched the new website, increasing ease of use and transparency for the community, and allowing park district staff access to more detailed analytics and data trends.

Marketing and Communications:

The 34-acre parcel of land known today as Central Park North Fields was listed for sale in 2018 by the McDonald's Corporation. The District decided it was interested in purchasing the land due to its proximity to Central Park and the opportunities the property presented.

Stakeholders and staff decided the best way to hear from the community regarding what to do with the newly available land was place an Open Space Referendum on the November 6, 2018 ballot asking the community if it was in favor of the District purchasing the land.

The Open Space Referendum passed with 68% of voters supporting the District acquiring the land. The referendum's success enabled the District to advance its mission to provide the very best in park and r open lands for our community.

After acquiring the land, the District held a series of focus groups to hear from the community what they would like to see done with the 34 acres. Responses were varied, with soccer fields, outdoor restrooms, and walking paths being the majority of requests.

OUR **EXAMPLE:** Include all in all.

Partnerships, Community and Corporate Relations:

The District has developed a wide range of strong partnerships to better serve the Oak Brook community. Using an Open Space Lands Acquisition and Development (OSLAD) grant in 2017, the District incorporated a universal playground in its plans to provide the very best in accessible and inclusive play to the community.

To reach the goal of building a universal playground, partnerships with Unlimited Play and the Oak Brook Park District Foundation (the Foundation) were essential. Unlimited Play provided guidance and the Foundation started raising the matching funds.

The District was awarded an OSLAD grant in 2017, allowing the District the resources and partners to realize the dream of building a universal playground.

The District opened its universal playground, called 'The Sandlot' in September 2018. The preview of the playground opening received local television coverage, winning WGN reporter Ana Belaval the Illinois Parks' Top Journalist award for her 'Around Town' segment.



Recreation Programming:

The Recreation Department made a conscious shift from offering predominantly contracted programs to more in-house programming. Over the past seven years, recreation staff has worked to develop and offer programs taught by in-house staff. By offering more in-house programs, the staff is better able to control quality and experience.

With more control over park district programs, staff is able to respond better to community needs and ensure the product is meeting the District's mission.

Fortunately, the District was able to identify the programs and classes it could offer as in-house programs, while being able to recognize when it was necessary to contract out the program when staff credentials could not meet the demand.

By taking a systematic looking at in-house vs. contractual offerings, the District was able to balance its program portfolio. Since bringing more programs in-house, and hiring out those that can't, revenue has increased, particularly in youth programming and athletics.

Parks & Trails:

Combining natural elements that support sustainability with recreation for all is a priority of the District. The Central Park Improvement Project was implemented with plans and features that support sustainability.

The gabion weir/Ginger Creek restoration required replacing the east gabion weir with rock vanes and restoring the south shoreline of Ginger Creek from the east weir to west weir, and the north shoreline from the east weir approximately halfway to the west weir. This helped to stabilize the shoreline from erosion, and reintroduced native wetland species. Parks staff is removing the Central Park ash trees that were lost to the emerald ash borer and replacing them with diverse native species. The ash trees are chipped, and those wood chips are used throughout the disc golf course. Excavated spoils from the Central Park Improvement Project were kept on-site to increase the size of the sled hill.

In designing areas of the Central Park Improvement Project, the District took advantage of a “Best Management Practices Stormwater Grant” to increase sustainability at the park. A permeable-paver parking lot was constructed adjacent to the Sandlot, and stormwater from the lot drains into a natural bio-swale planted with native grasses and forbs.

The sustainable parking area and bio-swale adjacent to The Sandlot, and economical project planning throughout Central Park, contribute to the overall mission of the District to incorporate sustainable practices in the planning and execution of park spaces.

Maintenance Facility:

Maintenance facilities provide support for park operations. Having a location to store equipment, perform fleet maintenance, and stage park maintenance services is critical for successful and effective park management.

Constructed in 2013, the 7,000 square foot maintenance facility houses vehicles, tools, equipment, etc. It serves as the hub for all park operations year-round. The garage bays feature both an energy-efficient radiant floor, and secondary forced-air heating, so staff can work comfortably during cold weather.

Preserving the life of the vehicles and equipment is essential, and the facility is equipped with tools and resources to perform both preventative maintenance and repair work. A five-ton vehicle lift station allows staff to properly service fleet vehicles, and a wash-down and service bay makes cleaning and repairing equipment more efficient.

The maintenance facility is ideally positioned at Central Park adjacent to the Family Recreation Center. Having the parks department centrally located increases staff efficiency and reduces response and travel time to 70% of the department’s work assignments.



The Oak Brook Park District cares for the health and wellness of the community through social equity, the mentally restorative benefits of open space, a range of accessible opportunities for physical activity, and a number of inclusive programs that bring us together. The District cares for the wellbeing of the ecosystem, economy, and every individual, whether they are at home, school, work, or play.

2030 Facility Priorities

Recreation Facility

Explore Family Recreation Center (FRC) expansion opportunities, including gymnasium and programming space.

Assess and prioritize repair of the facility interior and exterior, including roof, mechanical systems, the administrative offices, conference/meeting rooms, facility lighting and ceilings.

Continue to upgrade and repair with emphasis upon trending sustainability options such as solar panels, replacement of standard with LED lighting, as well as addressing recycling concerns.

Strengthen member recruitment and retention as well as customer service by administering surveys to assess customer needs and the implementation of a district-wide customer service initiative based on the Districts' core values.

Tennis Center

Assess the feasibility of several indoor and outdoor expansion opportunities. Improvements to the front entrance and back patio areas prioritized, including the creation of a welcoming entrance with an attractive outdoor space for players to congregate after their matches.

Evaluate the condition of the outdoor courts. The courts must be renovated in the near future. Staff will choose between replacing the asphalt court with new asphalt or overhauling the courts into clay courts.

Improve and replace mechanical systems as needed to maintain optimal comfort. Tennis and racquetball court HVAC systems will be replaced.

Explore different areas of indoor expansion, including the re-purposing of the racquetball courts. In addition, the front desk and its operations will be renovated in order to improve the customer experience.

Explore an investment in staff in order to maintain the level of success the Tennis Center is currently experiencing. Administrative procedures will be optimized and the membership pricing structure will be evaluated and overhauled if needed.

Central Park West

Upgrades to the core and shell of the facility are required including ADA accessibility upgrades, HVAC, plumbing, electric, and acoustical improvements. Updates to the interior aesthetics of the facility will keep it competitive.

Explore and implement expanded event and programming opportunities, including programming for the active adult population and outdoor recreational opportunities based on community and facility feasibility survey results.

Re-branding of the facility will be communicated effectively to the community via enhanced marketing and graphics to promote rentals, programs, and special events.

Increase the quality of the overall product offered to the community through re-branding and enhanced facility services.

Possibilities for CPW include expanding district programming, including active adult programming as well as diverse programming during non-peak rental times, and allowing community rentals during peak days on the weekend.

2030 Historical/Cultural Priorities

Identify programs, special events, parks and facilities which have historical/cultural significance to the community and devote necessary resources for their preservation.

Work with local historical organizations and partners to connect residents with other cultural and historical resources to add place-based value and meaning to the local landscape and community.

Conducting an inventory of the District's historical and cultural resources, incorporating opportunities for the future acquisition/development of resources, and finding opportunities for collaboration with local historical and cultural stewards.

Preserve the District's cultural and historical resources, so the community will continue to strengthen family and community connections and improve the overall wellness of the Greater Oak Brook Community.

2030 Finance/HR Priorities

Continue transparency throughout the District by making all financials and relevant human resource documents available for the public. Expand the Capital Improvement Plan from 5 to 10 years.

Measure key performance indicators for HR inclusion effectiveness via a dashboard that highlights real-time progress toward business and service goals, and incorporating staffing needs from recreation and maintenance.

Incorporate documents into a multi-use system for all, such as new hire software and a Spanish translation of the Personnel Policy Manual.

Create a strategic system to annually address legal mandates such as minimum wage increases and recreational marijuana use, and work to address new policies within the fiscal year of required implementation.

Create an all-inclusive budget document to be submitted to the Government Finance Officers Association.

2030 Information & Technology Priorities

Increasing public Wi-Fi accessibility in parks. Staff will look into adding interactive features like kiosks, QR codes, social media prompts, and more to the parks and facilities.

Optimize ActiveNet to increase online functionality for facility booking, memberships, and personal training. To increase security awareness among staff, the District will implement the use of features such as multi-factor authentications and password encryptions.

The District will establish a dashboard system to access the current use patterns of each facility to optimize efficiency.

2030 Marketing and Communication Priorities

Evaluate the community's needs through interest and program surveys, ensuring the District's offerings will accurately reflect the needs and wants of its constituency.

Collaborate with the Village of Oak Brook, local police, local businesses, and civic organizations to allow the District to reach the largest audience possible. Install location sign system in partnership with DuComm and Village of Oak Brook.

Continue to provide strong communication to and from agency staff. The District will continue to make use of social media platforms to allow the public to conveniently give feedback.

Consistent branding will be implemented across all facilities, programs, and events, including signage, giveaways, and uniforms.

2030 Corporate and Community Relations Priorities

Use technology, including invoicing software, to develop efficiencies for the partnership program.

Identify new opportunities for sponsorship and naming rights. With the acquisition of the Central Park North fields, there are more opportunities for current and prospective sponsors to be involved.

Create new relationships with businesses and organizations, and build upon existing relationships to increase non-tax revenue for the District.

Grow the Park District Foundation to increase the District's revenue and help fund capital projects.

2030 Recreation Programming Priorities

Meet the needs of the 60+ community, as indicated by surveys. Accomplish this goal through the renovation of existing facilities and investigating the feasibility of expanding facilities as well.

Conduct a program analysis to evaluate current program offerings and identify any gaps in service. With the assistance of a consultant, the District will undertake an entire program and event analysis.

Move to become a fully inclusive park district. Education of staff members will be prioritized so staff can begin weaving universal recreation principles into all of their programs and events.

Follow up on growth opportunities within the community, such as land acquisition or intergovernmental management agreements. Meet this growth by evaluating the current organizational chart, staff size, and leadership roles to ensure the District is being managed in the most efficient manner possible.



2030 Parks/Trail Priorities

Forest Glen Park/Chillem Park/Saddle Brook Park

Replace pond fountains and aeration equipment, replace/resurface paved amenities and courts & existing wood bridge.

Create a 10-year pavement repair/replace plan.

Enhance recreation with technology in the parks by adding Geocaching, Interactive tree maps, QR codes.

Amend to ADA standards, including trail grades, playgrounds and surfacing, and accessible courts.

At Saddle Brook Park, replace the playground structures. Investigate removing wood barn, and replace/resurface paved amenities and courts

At Chillem Park, replace/repair the playground structures and condense into a single play area, replace/resurface paved amenities and courts. Add a trail connection to York Woods.

Purchase the vacant lots located at 201 and 203 Wood Glen Lane adjacent to Forest Glen Park if the properties become available and if the purchase is in the best interest of the Park District.

Dean Nature Sanctuary

Design / install a nature center and investigate feasibility of installing public restrooms

Upgrade kayak canoe launch to a user-friendly alternative

Replace limestone trails with an ADA approved alternative.

Create a "Natural Areas Management" plan.

Central Park

Re-forest Central Park with an additional 500 native deciduous and evergreen trees over 10 years.

Replace /resurface paved amenities and courts and create a 10-year pavement plan.

Upgrade all parking lot lighting with LED fixtures.

Amend to ADA standards, including trail grades, playgrounds and surfacing, and accessible courts.

Completed phase I of master vision for the Central Park North fields.

Implement phase 2 development of Central Park North (Autumn Oaks) to construct recreational amenities as supported by the community. Investigate the potential to relocate and enlarge existing pavilion or construct a new and larger amphitheater structure at Central Park North (Autumn Oaks) to improve accessibility and access to restrooms and parking.

Improve connectivity across Ginger Creek with at least one new bridge.

Install permanent restrooms on-site.

Address future needs of the park, including the possible addition of Pickleball courts, a unity garden, additional ballfields, and more.

2030 Maintenance Priorities

Park District Maintenance

Expand existing facility with one additional primary garage bay and expanded outdoor storage.

Explore solar technology integration and replace all garage lighting with LED fixtures.

2030 Vehicles/Equipment Priorities

Add one additional SUV and an additional pickup truck.

Rededicate older District SUV to facility maintenance staff.

Replace fleet equipment per capital budget schedule, and modernize snow removal equipment fleet.





Appendix A

References and Sources

Planning References

The 2020-2030 Master Vision for the Oak Brook Park District is based on a number of planning resources that have been created by the park district. Many of the concepts in the Master Vision are explored in more detail in the plans listed below.

- 2016-2020 Oak Brook Park District Strategic Plan
 - Annual Reports
 - ADA Plan
 - Recreation Plan
 - Marketing Plan
 - Tennis Center Business Plan
 - 5-year Capital Plan
 - Community Survey Report
 - Bike Friendly Community
-



Appendix B

Demographic Information

Oak Brook, IL Census Data General Demographic Characteristics & Trends		
Demographic Characteristic	2000 Census	2010 Census
Total Population	8,702	7,883
Under 5 years of age	3.2%	3.14%
5 to 18 years of age	18.7%	16.41%
20 to 54 years of age	38.59%	31.19%
55 to 64 years of age	17.52%	19.96%
+65 years of age	21.9%	29.28%
Gender		
Female	52.3%	52.1%
Male	47.7%	47.9%
Race/Ethnicity		
Caucasian	76.6%	71.8%
Hispanic or Latino	2.4%	4.3%
African American	1.4%	2.0%
Native American	0.0%	0.1%
Asian	20.1%	23.2%
Two or More Races	1.7%	2.2%
Household Status		
Married/Couple Family	76.6%	80.4%
Nonfamily Household	23.4%	19.6%
Average Household Size	2.74	2.62%
Housing Status		
Owner-Occupied Housing	97%	95.6%
Renter-Occupied Housing	3%	4.4%
Education Level (25 years and over)		
Less than HS Graduate	5.8%	2.9%
HS Graduate	94.19%	97.1%
Bachelor's Degree or Higher	57.58%	64.4%
Median Earnings		
Median Household Income	\$146,537	\$131,719
Overall Poverty Rate	2.1%	1.7%



Economic Information

Village of Oak Brook Census Data: General Characteristics & Trends		
Economic Characteristic	2000 Census	2010 Census
Workforce Type		
Management (Business, Science, & Arts)	62.7%	60.4%
Service Occupations	6.6%	5.2%
Sales & Office Occupations	25.9%	25.7%
Natural Resources/Construction/Maintenance	2.6%	4.5%
Production/Transportation/Material Moving	2.2%	4.1%
Commuting Stats		
Personal Vehicle	86.8%	77%
Carpool	4.3%	10.3%
Public Transportation (excluding taxicab)	4.0%	3.2%
Walked	0.9%	7%
Other Means	0.0%	2%
Worked from Home	3.9%	8.7%
Mean Travel Time to Work	29.2 minutes	31.5 minutes
Household Income Breakdown		
Less than \$10,000	1.3%	2.1%
\$10,000 to \$14,999	1.9%	.9%
\$15,000 to \$24,999	3.1%	6%
\$25,000 to \$34,999	3.6%	2.1%
\$35,000 to \$49,999	5.8%	5.4%
\$50,000 to \$74,999	12.2%	8.1%
\$75,000 to \$99,999	8.4%	13.0%
\$100,000 to \$149,999	14.6%	18.9%
\$150,000 to \$199,999	11.0%	11.3%
\$200,000 or more	38.1%	32.2%
Employer Types in Oak Brook		
Agriculture	0.9%	0.5%
Construction	4.3%	9.6%
Manufacturing	9.8%	7.6%
Wholesale Trade	6.4%	7.8%
Retail Trade	8.4%	7.4%
Transportation/Utilities	1.8%	3.1%
Information	1.9%	2.2%
Finance & Insurance/Real Estate	10.7%	11.2%
Professional/Scientific/Technical Service	14.2%	13%
Educational Services/Health/Social	33.2%	27.2%
Arts/Entertainment/Recreation/Food Services	4.0%	6.9%
Other Services	3.2%	1.6%
Public Administration	1.3%	1.9%



Appendix C

Inventories | Local, State, and National

Park District	Population	Total Budget	Number of Parks	Residents Per Park	Acres	Acres per 1,000
Oak Brook	7,883	\$12,377,000	5	1577	174	22
Glencoe	8,500	\$8,700,000	30	283	100	12
Lake Bluff	7,500	\$5,300,000	10	750	264	35
Bensenville	18,000	\$9,000,000	20	900	335	19
State Average			19	1671	352	11
National Average			--	2181	--	10

Park District	Natural Area Acres	Natural Area Acres Per 1,000	Trail Miles	Trail Miles Per 1,000
Oak Brook	45	5	15	1.92
Glencoe	10	1	1	0.12
Lake Bluff	10	1	0	0.00
Bensenville	25	1	1	0.06
State Average		89	3	4
National Average		--	--	--

Park District	Outdoor Pool	Spray Ground	Indoor Pool	Playground	Disc Golf Course	Skate Park
Oak Brook	1	1	2	7	1	0
Glencoe	0	1	0	15	1	1
Lake Bluff	1	0	0	6	0	1
Bensenville	1	1	0	16	0	0

Park District	Basketball	Tennis Courts	Pickleball	Bocceball	Horseshoes
Oak Brook	5	14	5	0	0
Glencoe	3	14	0	0	0
Lake Bluff	2	7	4	0	0
Bensenville	4	5	0	0	0

Park District	Baseball field	Softball Field	Soccer Field	Football Field	Lacrosse Field	Outdoor Ice Rink
Oak Brook	3	1	3	0	1	1
Glencoe	5	1	8	2	2	2
Lake Bluff	7	1	1	0	0	1
Bensenville	10	0	1	1	0	0

Park District	Picnic Shelter	Fishing piers	Canoe ramp	Botanical Garden	Nature Center	Amphitheater
Oak Brook	6	2	1	0	0	1
Glencoe	3	0	1	1	1	1
Lake Bluff	5	0	0	0	1	0
Bensenville	5	0	0	1	0	0



Inventories | Park District and Competition

Outdoor Recreation Facilities Within the Oak Brook Park District Boundaries

Location/Park Type		Baseball/Softball Fields	Basketball Courts	Canoe Launch	Cross Country Skiing	Disc Golf	Dog Exercise Area	ADA Fishing Pier	Fishing Pond	Gazebo	Golf Course	Hiking Trail	Ice Skating	Jogging/Bike Path	Open Fields	Outdoor Splash Park	Picnic Shelter	Public Picnic Area	Playgrounds	Polo Fields	Sand Volleyball Court	Sled Hill	Soccer Fields	Synthetic Athletic Fields	Swimming Pools	Tennis Courts	Pickleball Courts
Community Parks																											
Oak Brook Park District																											
Central Park	105	4	2			1		1	3	1			1	1		1	3		4		3	1	7	1		8	3
Neighborhood Parks																											
Oak Brook Park District																											
Forest Glen Park	16.4		1						3					1			1		1							2	
Saddle Brook Park	11		1											1					1			1				2	
Chillem Park	1		1																1							2	
Spring Road Park															1												
Dean Nature Sanctuary	40			1	1			1	1	1																	
Oak Brook Park District Subtotal	173.4	4	5	1	1	1		2	7	2			1	3	1	1	4		7		3	1	8	1		14	3
Other Public Open Space																											
Village of Oak Brook																											
Sports Core	260				1				1		1		1		1					1	1		8		3	8	
Library																						1					
Forest Preserve District																											
DuPage County																											
Mayslake Preserve	90						1		1					1	1			1									
York Woods Preserve	75				1				1					1			2	1									
Fullersburg Woods Preserve	226			1	1				1			1		1				1									
Subtotal	651			1	3		1		4		1	1	1	3	2		2	3		1	1	1	8		3	8	
Grand Total	790.4	4	5	2	4	1	1	2	11	3	1	1	2	3	3	1	6	3	7	1	4	2	16	1	3	22	3



**Indoor Recreation Facilities & Recreation Programs
Within the Oak Brook Park District Boundaries**

Local Public Provider	Indoor Walking Track	Indoor Swimming Pool	Indoor Spa	Sauna	Indoor Basketball Courts	Indoor Tennis Courts	Raquetball Courts	Fitness Centers	Athletics Programs	Food Service	Birthday Parties	Senior Day Trips	Senior Overnight Trips	Museum	Banquets	Preschool	Day Camps	Afterschool Programs	Performing Arts (Dance, Theater)	Cultural Arts (Ar, Ceramics, Paint)	General Interest Programs	Special Events	Swim Lessons	Nature Programs	Babysitting Service	Martial Arts Programming	Gymnasium/Tumbling	Bowling	Bocce
Oak Brook Park District	X	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X		
Village of Oak Brook										X	X				X		X				X	X	X						
Oak Brook Library									X											X	X	X							
Forest Preserve District of DuPage County											X			X					X	X	X	X		X					
Butler 53 School District					X				X	X									X	X	X								
Local Private Provider																													
LA Fitness		X	X	X	X		X	X		X													X		X				
Life Time		X	X	X	X			X	X	X													X		X				X
Pinstripes										X	X				X													X	X
Local Non-Profit Provider																													
Oak Brook Historical Society														X							X								
Bright Horizons - Oak Brook																X		X							X				
Christ Church - Oak Brook														X	X						X	X			X				



Appendix D

Participation Comparisons

The District is a leader in recreation, tennis, aquatics, fitness programming, and facility management. Trends and statistics research and application will be strong factors in maintaining this high level of success in the future.

Recreation Programming

According to the Illinois Association of Park District's 2019 recreation programming report, the Oak Brook Park District Aquatic and Fitness Center receives three times the state average of visits and has a retention rate that is 25% higher than average.

Park District	Total Programs	Participants	Visits to Aquatic - Fitness Centers	Fitness Member Retention Rate	Cancellation Rate
Oak Brook	1574	13,831	402,622	96.9%	11%
State Avg.	473	12,409	127,125	71.4%	20%

Park District	# of Preschool Programs	# of Youth Athletics Programs	# of Youth Classes	# of Adult Athletics Programs	# of Adult Classes	# of Senior Programs
Oak Brook	66	67	120	19	16	47
State Avg.	71	120	133	50	83	33

The District comprehensively meets the community's park and recreation needs. Only slightly more than 1/3 of Illinois communities have all of the following facilities: aquatic center, fitness center, recreation center, and tennis center. The District offers all of these amenities and more.

According to research conducted by the Illinois Association of Park Districts and Aquity Research, only 29% of Illinois' local park and recreation agencies provide family programs, summer camps, trips, and nature programs. The Oak Brook Park District offers all of these programs and more.

OAK BROOK PARK DISTRICT MASTER VISION 2020-2030



HAPPY | FIT | ACTIVE

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Mission Statement:

To provide the **very best** in **park & recreational opportunities, facilities,** and **open lands** for our community.

