



# NEWS RELEASE

GLENVIEW PARK DISTRICT  
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FOR IMMEDIATE RELEASE

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## **GLENVIEW PARK DISTRICT RESPONDS TO ECONOMIC DOWNTURN** **WITH “STAY AND PLAY” RECESSION BUSTERS FOR RESIDENTS**

GLENVIEW, IL, Friday, January 30, 2009-- Being sensitive to the current unpredictable financial climate and hard economic times being faced by many, the Glenview Park District has announced that its focus in 2009 will be on helping park district residents survive this difficult period by providing the greatest value for their recreation dollar by offering them more economical opportunities to stay and play right here in Glenview.

While staying on target to accomplish 2009 initiatives relating to quality programming and improved customer service as outlined in the district's 2007-2010 Strategic Plan, the district's emphasis on maximizing value to its residents will be evident in several areas this year:

- The district has made a commitment to maintain pricing at or near 2008 levels at facilities throughout the district.
- The district will offer substantial savings on outdoor pool passes during its “Summer in February Pool Pass Sale” which will allow residents to take advantage of deeply discounted pricing, saving up to 30% over last year's prices, or \$80 for a family of four.
- The price of evening swim at both Roosevelt and Flick Pools will be reduced to \$3 for the 2009 season.
- The district will make it easier for residents to learn about park district programs and facilities through its website and e-mail blasts.
- Registration for park district programs will be simplified through improvements to the online registration system which will allow customers to view a program description, dates, times, and cost information from a single screen and register directly from that screen.
- The district will strive to identify and implement district-wide operating efficiencies and cost savings through use of technology. Examples of this are the recent introduction of new online employment application tracking software and the planned

introduction of a new district wide gift card to replace paper gift certificates at individual facilities

The park district will offer a number of incentives to encourage residents to Stay and Play right here in their own community as an alternative to costly vacation travel:

- The district will offer many free and low-cost family events – Free Summer Outdoor Concerts and Kids Concerts, the annual Glenview Independence Day Celebration, The Grove’s Civil War Days & Grovesfest, and Wagner Farm’s Springtime on Farm, Farmer’s Market, Ice Cream Social, Harvest Bonfire and Corn Harvest Festival.
- The district will introduce a new Vacation Days Coupon Book available to all residents which will provide discounts and special values at many park district facilities.

Also in 2009, the park district will take several actions in response to customer needs and wants identified through 2008 focus groups and surveys:

- The district will introduce “Your Camp, Your Way,” a new summer camp that allows parents to choose the days and weeks they want to send children to camp and the same location for age groups from 4 year olds through 5<sup>th</sup> graders, for maximum convenience and flexibility.
- The district will revive all-day “school days off” programs for grade school children
- The district will be evaluating its lottery registration process to determine if it is best serving the needs of its residents

To assure that the park district continues to serve the needs of its residents, the district will also conduct a community-wide attitude and interest survey in February to help identify future directions for the park district.

“Our goal is to make the Glenview Park District the place our residents think of first for sports, recreation, relaxation, learning and fun,” states park district Executive Director Chuck Balling. “And this year, if we can continue to be responsive to their needs while making it a little easier on their pocketbooks, so much the better!”