

Dear friend of the Naperville Park District:

The first sign of spring is a welcome one, especially after the harsh winter we've had. Regardless, the newness brought about by the spring season is a good reminder to us about seeing things in a new light or helping to develop a different perspective. Over the past several months that I've been with the District, I've had the opportunity to talk with staff about various new initiatives and projects that are not only very exciting, but will help us continue to move the organization forward in a positive direction.

Most significant is the rebranding effort that the Park District is taking on this year, and our community members will be an integral part in helping us make this happen. As a staff, we've had several conversations about our programs and services and how we believe they impact the community, but we'll want to hear from you. We want to know how you see the Naperville Park District and what our offerings mean to you. Look for opportunities to give your input throughout the spring season. You'll be hearing more about our rebranding efforts throughout the course of the year as our new message begins to materialize.

We're also looking at ways to increase our use of technology to provide an even more user-friendly experience for our customers. Our golf courses will be getting a new website this spring, and we're looking to overhaul the main Park District site later this year. In an effort to have more of an ongoing "conversation" with our constituents, we're in the process of developing a blog that will be a part of our website. This will be an excellent opportunity for you to find out what's happening at the Park District and for us to hear your comments and suggestions. I'm a big proponent of transparency in government, and this new blog is just one of the ways we can help facilitate that.

This year also will be one of continuous improvement for the Park District. Later this year, we will be embarking upon another Community Attitude and Interest Survey. Typically, this measurement tool is used every 2-3 years, but with our last survey having gone out in 2005, we're long overdue. This process will involve the surveying of a statistically valid random sample of our community members and will ask questions regarding perceptions and experiences with the Park District. If you happen to be a recipient of the survey, I urge you to please take the time to complete it and send it back. Feedback from our community members is one of the essential ways we can be assured that we're moving forward on initiatives that our residents, as a whole, find to be meaningful.

Additionally, we're also taking a closer look at our golf course operations. With the economy impacting virtually everyone's discretionary income, as an industry, golf has experienced a downturn. This year, in addition to freezing prices, we will be looking for ways to streamline operations and offer great promotions and incentives. Our goal is to get golfers through the doors to enjoy one of the best golfing experiences in the area.

These are tough times for everyone, and I'm certain that with other financial obligations, the Park District likely doesn't top your list. However, it's important to note that our programs provide socialization, stress relief, education and fun – particularly important benefits to consider these days. And, with an increasing emphasis on "green" and buying local, please keep in mind

this concept where the Park District is concerned. Every time you register for one of our programs, you are reinvesting in your community, while making an important investment in yourself, your spouse or your child. History has shown us that the economy will improve eventually. In the meantime, I encourage you to continue to make us an important part of helping you get through these challenging times by doing what we do best.

Sincerely,

Ray McGury
Executive Director
Naperville Park District