



1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523



The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences for our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

**AGENDA
RECREATION COMMITTEE MEETING
TUESDAY, SEPTEMBER 13, 2016
7:00 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - August 9, 2016
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Eagle Scout project / M16-107
 - B. Windy City Bulls Agreement / M16-106
 - C. Willow Rec Rental / M16-108
 - D. Recreation, Facilities & Golf Report / M16-105
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

All meetings are held in the boardroom of the Scott R. Triphahn Community Center & Ice Arena at 1685 W. Higgins Road in Hoffman Estates unless otherwise specified. If an accommodation or modification is required to attend these public meetings please contact Jane Kaczmarek at jkaczmarek@heparks.org or (847) 885-8500 with at least 48 hours' notice.



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**MINUTES
RECREATION COMMITTEE MEETING
August 9, 2016**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on August 9, 2016 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Kinnane, Comm Rep Dressler, S. Neel (7:03), Snyder, Wittkamp, Chairman Evans

Absent: Comm Rep Henderson

Also Present: Executive Director Bostrom, Deputy Director/A&F Director Talsma, Rec/Facilities Director Kies, P&D Director Buczkowski, Parks and Risk Director Giacalone, Golf Director Bechtold

Audience: Commissioners McGinn, Kilbridge, President Bickham, Comm Rep Chhatwani, Mr. K. Evans

2. Approval of Agenda:

Commissioner Kinnane made a motion, seconded by Comm Rep Wittkamp to approve the agenda as presented. The motion carried by voice vote.

3. Minutes:

Comm Rep Wittkamp made a motion, seconded by Commissioner Kinnane to approve the minutes of the July 12, 2016 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Beacon Point/M16-091:

Executive Director Bostrom and Director Buczkowski reviewed the item noting that it goes back to late 1999 and early 2000 and the property was a part of the University Place Land Annexation. It was noted that this section was never developed and that Cal Atlantic had purchased the property and was interested in developing it. The district had negotiated an additional 70-foot wide piece of property for an additional access to the park and a donation of \$10,000 to help build the playground and Cal Atlantic was asking that the playground be built when the subdivision was only 50% sold versus the usual 80-90% in hopes that the playground would be an incentive to buy. It was noted that the location of the playground would serve more community than just the newly built homes. Discussion ensued regarding what the district receives from new project development and Executive Director Bostrom explained that there was a value to the land received by the district from developers and that the agreement could be completed in acreage and/or monetary payments depending on the availability of land and/or the district's needs.

Commissioner McGinn asked about the cost of the a tot lot and Director Buczkowski noted that it would actually be a neighborhood playground like Victoria south containing 3-5 and 5-12 year equipment running about \$105,000.

President Bickham asked about the access points and Director Buczkowski noted that the developer was offering an additional 70-feet for a 2nd access point. President Bickham asked about the construction at 50% completion versus 80-90% and Director Buczkowski explained that it was part of the deal with the developer to receive the additional land and the \$10,000. He also explained that it would be in the district's interest to put a playground out there for those residents already in the area.

Mr. K. Evans asked about the Bergman agreement and Executive Director Bostrom noted that the developer had paid for the playground which was why it had been put in so quickly. Mr. K. Evans noted that he believed that the developer was getting a real deal by only having to offer up a 70-foot parcel and \$10,000. Executive Director Bostrom reminded the committee that the district had already received a number of land parcels (all the parks out west with the exception of Cannon Crossings) when the district had made the agreements with the first developer. Director Buczkowski noted that the developer did not have to supply any additional incentives to the

district as the original agreement had already met the district's open land requirements for the western development.

Commissioner Evans asked about the total budget and Director Buczkowski noted it would be about \$105,000.

Comm Rep S. Neel made a motion, seconded by Comm Rep Snyder to recommend that the board approve the plan proposed and presented by Cal Atlantic Homes to provide their proposed recreational park access to Beacon Point Basin as outlined in the implications. Staff also recommends accepting Cal Atlantic's offer to contribute \$10,000 to the building of the playground and instruct staff to commence with the planning and construction of the facility when 50 % occupancy is established in Cal Atlantic's development. The motion carried by voice vote.

B. TC Renovation Transition Plan/M16-089:

Executive Director Bostrom and Director Kies reviewed the memo. Executive Director Bostrom noted that the Board approval of contract dates should be November 25th.

Comm Rep S. Neel asked why the work was being done in the winter when it was so busy and Executive Director Bostrom explained that camps kept the area quite busy in the summer also. He explained that the other areas in the section would be accessible through the main entrance and not impact programming.

Comm Rep Snyder asked when the building had been built had it been noted that it was 1985 and consequently, no issues with asbestos were anticipated. Director Buczkowski explained that the building had also been renovated in 2004/2005.

Comm Rep S. Neel asked about next summer camps at Vogelei with the gymnastics program moving over and Director Kies noted that staff had already secured a new school site for summer camps.

Informative memo only and no recommendation or action required.

C. Balanced Scorecard 2Q/M16-088:

Executive Director Bostrom reviewed the report noting that it was a snapshot of the district.

Commissioner Kinnane asked about the increase in accident reports and Director Kies explained that they were filling out reports for all incidents. Comm Rep Snyder asked about the number of serious accidents and Comm Rep Dressler noted that there had been 3 generated claims.

Comm Rep Dressler made a motion, seconded by Commissioner Kinnane to have the board approve the Balance Scorecard as presented. The motion carried by voice vote.

D. Rec, Fac & Golf Report/M16-090:

Director Kies reviewed the report noting that PIP was successful. He explained that they had partnered with the Village to provide a more multi-cultural theme that went very well. He also noted that the ice rink had re-opened July 18th. He reviewed the lower membership numbers noting that more clubs were opening than there were members to fill them.

Director Kies distributed a flyer advertising the Pokémon Go Gathering the district will be running August 27th.

President Bickham asked about the yellow bands at Seascapes for the tube slide and Director Kies noted that they had begun the program last year to help identify kids able to go down the slides.

Comm Rep Snyder asked about WRC membership decrease and it was noted that it was most likely tied to the decrease of racquetball. Executive Director Bostrom noted that they had already converted 2 of the 5 courts and that with Motorola moving their staff downtown; they were losing more interest in racquetball.

Director Bechtold reviewed the report noting that they were still over rounds from last year as well as buckets at the range. He noted that they had some Pokémon stops at the course they were removing due to safety issues.

Mr. K. Evans asked about the video gaming and Director Bechtold explained that they had been removed.

Comm Rep S. Neel made a motion, seconded by Comm Rep Wittkamp to send the Report to the Board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Snyder said the free concerts at BPC were wonderful.

Commissioner Kinnane said he had enjoyed PIP and thanked Shippe for dealing with the wasp nests.

Chairman R. Evans said staff did a good job on the park tour and reminded everyone to purchase tickets for Uncorked September 23 as well as Reverse

Raffle tickets. He also reminded everyone of the new McDonalds event Thursday and wished Comm Rep Snyder a Happy Birthday.

8. Adjournment:

Comm Rep Dressler made a motion, seconded by Comm Rep Wittkamp to adjourn the meeting at 8:00 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

Memorandum No. M16-107

To: Recreation Committee
From: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
John Giacalone, Director Parks & Risk Management
RE: Eagle Scout Project – Portable Archery Range
Date: September 8, 2016

Background

Back in early spring of 2015 the Park District was approached by Brett Bertok and Niko Soriano about the possibility of completing their Eagle Scout projects at the HEPD. During that time they met with Mike Kies and John Giacalone and through that process the parties reviewed some potential ideas. During that time it was decided that constructing a portable temporary archery range would be a great addition to our Park District program inventory. They then presented their idea to the Recreation Committee and HEPD Board of Commissioners which was approved with obvious excitement.

Once this direction and approval was determined both Brett and Niko started their planning process. They visited numerous sites, researched various types of beginning courses, developed relationships with mentors to help with design and fundraising ideas, etc.

Implications

As the process started to move from more of a macro idea down to its micro process, the following steps were broken out into sections for the two aspiring Eagle Scouts. The necessary questions needed to be explored by the scouts and district staff.

The following was the outline that the group used to determine the course of action.

The Eagle Scouts Process

- Planning
 - The scout's ability to achieve the project?
 - Mentoring support from qualified individual(s)
 - Support from the district staff
 - Approval from the Eagle Coordinator
 - Onsite visits with ultimately a potential site selection
- Amenities required to run a successful program.
- Site safety, national guidelines
- Projected storage for a portable temporary archery range.
- Materials required and costs associated with this aim.
- Park Maintenance specific job functions.
- Estimated Labor hours to build the project
- Funding and donations to raise the necessary capital to complete the project.
- Up keep and general maintenance that would be required during the season, i.e. spring, summer and fall.
- Timelines to fund; build and open a fully functional portable temporary basic beginner level archery course.
- Finally building the site and providing the amenities for the program.

Recommendation

Staff is asking for no recommendation, this is for information only, the scouts do have a presentation to make during the meeting to the committee. The project is complete and the district will start to use the facility in the Spring of 2017. The park district would like to thank them for their time and energy, this has been a very successful project!

Memorandum No. M16-106

To: **Recreation Committee**
From: Dean R. Bostrom, Executive Director
Craig Talsma, Deputy Director/Director Administration & Finance
Michael R. Kies, Director of Recreation & Facilities
RE: **Windy City Bulls Agreement**
Date: September 6, 2016

Background

Over the past year the Chicago Bulls have made their plans to make Hoffman Estates and the Sears Centre Arena the official home of their new NBA Developmental League team (The Windy City Bulls). This new expansion Chicago Bulls Developmental Team will work under the operating concept of the National Basketball Association Developmental League (NBADL) system. This structure is promoting the game of basketball, extends the reach of the Chicago Bulls and deepens that integration within the surrounding communities. The NBADL was also established as a developmental program that will benefit younger players in an atmosphere consistent with the NBA format.

As these plans were unfolding with the Sears Centre, team members from the HEPD approached our HE Village contacts about reaching out to the Chicago Bulls, knowing that they would need a practice site in close proximity to the Sears Centre to conduct their practices. Their need would also include a center that could provide them with a high-end health, wellness, fitness and rehabilitation facility that would allow the players to continue to enhance their skills while at the same time engaging with the community.

After reaching out to contacts at the Chicago Bulls organization, we wanted to express our interest in being the host site for the practice and training facilities. After various conversations, site visits were made to PSS&WC, TC and WRC with some of the administration team from the Chicago Bulls and the Director of Recreation & Facilities. They were very impressed with the PSS&WC facility as a primary location while having TC and WRC as backup if PSS&WC has a conflict based on availability.

Implications

The agreement has been structured to create a fair and equitable exchange of assets with the value received by HEPD being equal to the value received by Windy City Bulls.

The park district through PSSWC is basically providing:

1. 100 court/studio hours per season during prime time hours (based on availability).
2. 50 court/studio hours per month per season during non-prime time hours. Court time November 1 – November 6 (6 days) per season. These court hours used during non-prime time hours will not be counted towards the 50 non-prime time court hours per month per season (based on availability).
3. 15 annual memberships to PSSWC to be used by team personnel.

4. 15 six month individual members to PSSWC each season to be used by team players and basketball operation staff.

In exchange the Windy City Bulls is providing HEPD with the following:

1. \$5,000 per season
2. \$50 per hour for prime time court/studio usage above 100 hours per season.
3. \$35 per hour for non-prime time court/studio usage above annual allotment of 300 hours (6 months x 50 hours per month = 300 hours).
4. Designation of PSSWC as the official training center of the Windy City Bulls for print, broadcast, social media, website and logo usage. Park district youth basketball program will utilize Windy City Bulls logo on jerseys and each player (up to 350) will receive a 100 level ticket for a designated game. Each HEPD youth basketball participant family member who purchases tickets for the designated game, Friends of HE Parks will receive \$10 per ticket sold.
5. Marketing rights as described within the agreement.
6. Ten 200 level tickets to all home games
7. 600 ticket vouchers that can be exchanged for up to four 200 level tickets for one of three designated games. These tickets will be made available to HEPD, volunteers and staff, with volunteers receiving priority.

The proposed agreement is set for three years with the opportunity to modify the sponsorship elements provided in Section I thru IV for the second and third year.

Legal counsel has reviewed and approved the agreement.

Recommendation

The Recreation Committee recommends to the full Board the approval of the attached agreement for three years with the Windy City Bulls.

CHICAGO BULLS



Six-Time World Champions

91 • 92 • 93 • 96 • 97 • 98

September 27, 2016

Mike Kies
Director of Recreation & Facilities
Hoffman Estates Park District
Prairie Stone Sports & Wellness Center
5050 Sedge Blvd.
Hoffman Estates, IL 60192

Dear Mike:

Northwest Sports, LLC, owner of the Windy City Bulls (referred to herein as "Team") is pleased Hoffman Estates Park District (referred to herein as "Sponsor") and specifically Prairie Stone Sports & Wellness Center (referred to herein as "Facility"), located at the above address, will be a member of our family of corporate partners.

This letter sets forth the terms of the agreement ("Agreement") between Team and Sponsor during the period beginning the date hereof and ending June 30, 2019 (the "Term"). Team agrees to consider in good faith any reasonable requests by Sponsor to modify the sponsorship elements provided in Section I through IV hereunder for the second or third years of the Term provided such modifications are not materially more costly to Team to provide.

I. OFFICIAL DESIGNATION

1. The Facility will be designated as the "Official Training Center of the Windy City Bulls" (the "Designation") during the Term. Sponsor will have the limited, exclusive right and license to use the Designation and the limited, non-exclusive right and license to use the Team name and logo in the Team Area (defined as the 50 miles surrounding the Village of Hoffman Estates) for advertising and promotional purposes in print, broadcast, on its website, and for youth basketball season program jerseys solely with respect to its park district services in the Team Area during the Term. All aspects of the use of the Designation and the Team name and logo, including copy and artwork, are subject to the prior approval of the Team and NBA Team Marketing and Business Operations. All costs associated with branding done by the Facility or the production of the Sponsor's youth basketball season program jerseys pursuant to this Section I will be at Sponsor's expense.
2. It is agreed and acknowledged that Sponsor shall have no right to use the name or logo of the Team (or that of its affiliates) in any manner whatsoever except as previously described herein, without the prior written consent of the Team.

II. NOT USED

III. WEBSITE ADVERTISING

1. Sponsor will receive advertising banners rotating through the positions and pages of the Team website approximately as noted below; however banner sizes and placement are subject to change. Sponsor will deliver artwork to the Team in the

(312) 455-4000 • www.bulls.com

1901 West Madison Street



Chicago, Illinois 60612-2459

following sizes .gif or .jpg file format:

- a. Top bar: 728 x 90, 468 x 60, 320 x 50 pixel (all pages)
 - b. Middle bar: 728 x 90, 468 x 60, 320 x 50 pixel (all pages)
 - c. Box: 300 x 250, 468 x 60, 320 x 50 pixel (bottom of home page)
2. Banners will rotate through the three different positions noted in Section III (1) (a - c) above, with no more than one position visible at any given time. All website advertisers' banners will have approximately the same percentage of time on each page. Sponsor's advertising banner on the Team website will contain a link to a Sponsor or Facility website or a specific Sponsor informational page.
 4. All content, including artwork, copy and links, is subject to approval from the Team and NBA Team Marketing and Business Operations.

IV. WINDY CITY BULLS TICKETS

1. Sponsor will receive ten 200-level tickets to each Team regular season home game played at the Sears Centre Arena during the Term. If applicable, Sponsor will receive ten 200-level tickets to each Team playoff home game played at the Sears Centre Arena during the team. Seating location of the tickets will be assigned by the Team on a game-by-game basis.
2. For one Team regular season home game played at the Sears Centre Arena each regular season during the Term, Team will issue to Sponsor up to 350 100-Level Center ticket vouchers to be given by the Sponsor to each youth basketball season program participant, on the basis of one voucher per participant. Game date will be selected by the Team, and ticket vouchers will be provided by the Team to the Sponsor by November 1st of each season. Ticket vouchers provided by Team will include a unique fundraising promotional code for use by the family members of the youth basketball season program participants to purchase 100-Level Center tickets to the selected game for \$25 each. \$10 from each ticket purchased using the unique fundraising promotional code will be donated by the Team to the Sponsor.
3. Each season, Team will issue to Sponsor up to 600 ticket vouchers to be given by the Sponsor to staff or volunteers of the Sponsor, on the basis of one ticket voucher per staff or volunteer per season. The ticket vouchers will provide for 4 complimentary 200-Level tickets to one of three designated regular season home games played at the Sears Centre Arena for each redeemed voucher. The three designated game dates will be selected by the Team, and ticket vouchers will be provided by the Team to the Sponsor by November 1st of each season. Sponsor will be responsible for compiling the vouchers and submitting a request for tickets to the Team at least two weeks prior to each designated regular season home game date.

V. SPONSOR SERVICES

1. Sponsor will provide Team (for use by Team or by a visiting NBA Development League team upon request by the Team) with use of the basketball court(s) and group fitness studio at the Facility during the Term from the beginning of Team training camp through the end of the NBA Development League playoffs (typically from November 1 through April 30, the "Season") on the following terms:
 - a. Prime time at the Facility is defined as 5:00 pm to 9:00 pm Monday through Friday and 9:00 am to 3:00 pm on Saturday, Sunday and federal holidays (if the Facility is open for such federal holidays). Non-prime time at the Facility is all times that the Facility is open other than prime time.
 - b. Sponsor will make the Facility court and group fitness studio available to Team

during prime time for up to 100 hours per court/studio per Season during the Term (the "Prime Limit") based on availability, which will be in consideration for the \$5,000 payment referenced in Section VI below. Prime court or studio time in excess of the Prime Limit shall be billed to Team at a rate of \$50.00 per hour per court/studio. Team can request usage of up to two full courts at one time, and the use of two full courts at the same time for an hour would count as one hour for each court (two hours total) against the Prime Limit.

- c. Non-prime time is available at no cost to Team, up to the monthly limit of 50 non-prime hours per court/studio per month per Season during the Term ("Non-prime Limit") based on availability. Any unused non-prime time from a given month's 50-hour allotment is then credited towards the following month's allotment to increase the number of available hours for the next month; however, any unused non-prime hours from a season expire at the end of that season, and will not be credited towards the following season. Non-prime court time for the Team's training camp, which currently runs from November 1 through November 6, is excluded from the Non-prime Limit. Non-prime court or studio time in excess of the Non-prime Limit will be billed to Team at a rate of \$35.00 per hour per court/studio.
 - d. Team will use commercially reasonable efforts to provide Sponsor with a preliminary practice schedule by September 30 for each Season, which will be updated by the Team throughout the Season as the Team requests court time for Team practices. Sponsor agrees to schedule a minimum of four prime hours and 12 non-prime hours of court time for the Team each week of the Season, if and when requested at least two weeks in advance of requested time.
 - e. The Team will use commercially reasonable efforts to cooperate with the Facility to avoid or resolve any conflicts with existing scheduled use of the courts.
 - f. Sponsor will use commercially reasonable efforts to offer alternative practice locations at other Sponsor facilities (i.e. – Triphan Center or Willow Recreation Center) to accommodate Team or individual practice court needs when a scheduling conflict is identified. In situations where Team agrees to relocate full team practices to an alternate location, all such court time will be deemed non-prime court time and will count toward the Non-prime Limit.
2. Sponsor will provide Team with the following Facility memberships:
- a. Team will receive 15 annual individual memberships to the Facility, to be used by Team personnel designated by Team during the Term.
 - b. Team will receive 15 6-month individual memberships to the Facility each Season during the Term to be used by Team players and basketball operations staff designated by Team.
 - c. Team personnel and players with memberships are subject to the Facility rules and regulations applicable to all Facility members as outlined in the Facility's membership handbook. A copy of such handbook will be provided by the Facility to the Team prior to each Season.
 - d. Without prior approval from the Facility, Team personnel and players are not allowed to organize group workouts that "take over" or "control" the exercise equipment in a manner that prevents the normal usage of the Facility equipment by other Facility members.

- e. The foregoing memberships will be transferable by Team with notice to Facility in the event of personnel or player departures provided that at no time will the limits on memberships (15 full and 15 part-time) be exceeded. Team will provide updated membership rosters to the personnel designated by the Facility reflecting any such changes in personnel or players.

VI. PAYMENT TERMS

1. Team will pay to Sponsor an annual Facility rental payment of \$5,000 by December 31 of each year. This amount represents a minimum guaranteed payment towards the prime time court or group fitness studio rental time noted in Section V.
2. Payment on an hourly basis for court or group fitness studio rental time as noted above, will be at a rate of \$50.00 per hour for prime and \$35.00 per hour for non-prime time as set forth in Section V.1 b. and c. and will be invoiced to Team monthly.

VII. INSURANCE AND INDEMNIFICATION

Sponsor assumes full responsibility and liability for the advertising of its brands or products including any words, slogans, logos or designs constituting trademarks or service marks of Sponsor, whether or not registered, that are displayed as provided in this Agreement ("Advertising Copy") and all other work performed or required to be performed by Sponsor under this Agreement, and agrees that the foregoing shall be at Sponsor's sole risk. Sponsor agrees to defend, indemnify, and hold harmless Team, Chicago Professional Sports Limited Partnership, Chicago Bulls Limited Partnership, CBLS Corp., and each of their subsidiaries, affiliates, partners, officers, directors, employees, shareholders, agents, other representatives, successors and assigns (collectively the "Windy City Bulls Parties"), from and against any losses, liabilities, damages, and judgments (collectively, "Claims"), including, without limitation, attorneys' fees, arising out of: (i) the use of any trademark, service mark, logo, design and other intellectual property right materials provided by Sponsor; (ii) Sponsor's Advertising Copy and any products of Sponsor; (iii) Sponsor's negligence or intentional misconduct; and (iv) any breach of this Agreement by Sponsor and all costs incurred by the Windy City Bulls Parties (including but not limited to attorneys' fees) as a result of any breach of this Agreement, the enforcement of this Agreement against Sponsor or the collection from Sponsor of any amounts due hereunder. Sponsor fully and forever waives, discharges, and releases the Windy City Bulls Parties from any and all Claims arising out of or related to any matter described in clauses (i) through (iv) above. If requested by the Team, Sponsor shall present to Team satisfactory proof of insurance (including general liability insurance for bodily injury or death or property damage) adequate by its terms to fully satisfy Sponsor's obligations hereunder, and Sponsor shall, if so requested by Team, include the Windy City Bulls Parties as additional insureds.

Team assumes full responsibility and liability for the advertising of its Advertising Copy and all other work performed or required to be performed by Team under this Agreement, and agrees that the foregoing shall be at Team's sole risk. Team agrees to defend, indemnify, and hold harmless Sponsor and each of its subsidiaries, affiliates, partners, officers, directors, managers, employees, shareholders, agents, other representatives, successors and assigns (collectively the "Sponsor Parties"), from and against any Claims, including, without limitation, attorneys' fees, arising out of: (i) the use of any trademark, service mark, logo, design and other intellectual property right materials provided by Team; (ii) Team's Advertising Copy; (iii) Team's negligence or intentional misconduct; and (iv) any breach of this Agreement by Team and all costs incurred by the Sponsor Parties (including but not limited to attorneys' fees) as a result of any breach of this Agreement, the enforcement of this Agreement against Team or the collection from Team, of any amounts due hereunder. Team fully and forever waives, discharges and releases Sponsor from any and all Claims arising out of or related to any matter described in clauses (i) through (iv) above. If requested by Sponsor, Team shall present Sponsor satisfactory proof of insurance (including general liability insurance for bodily injury or

death or property damage) adequate by its terms to fully satisfy Team's obligations hereunder, and Team shall, if so requested by Sponsor, include the Sponsor Parties as additional insureds.

VIII. NBA RULES & REGULATIONS

This agreement and all of Sponsors' rights hereunder are subject to the Constitution and By-Laws and other rules and regulations of the NBA and the NBA Developmental League, as they presently exist, or as they may from time to time, be entered into, amended or adopted; and this Agreement (and any amendment hereto) must be submitted to NBA Properties within 10 days of execution for its approval and shall not be effective or enforceable until it is expressly approved by NBA Properties.

IX. ASSIGNMENT

The rights of Sponsor under this Agreement shall not be transferable or assignable to any third party, nor shall Sponsor be entitled to promote any person or entity other than itself or the Facility or use a co-brand, promotional tie-in or cross promotion in connection with the exercise of its rights under this Agreement, without the consent of the Team.

X. MISCELLANEOUS

This Agreement may be executed in separate counterparts, each of which when so executed shall be deemed to be an original and all of which, taken together, shall constitute one and the same Agreement. Delivery of an executed counterpart of a signature page to this Agreement by fax (or other commonly-used electronic means, such as PDF) shall be effective as delivery of a manually executed counterpart of this Agreement.

Please sign below, confirming your acceptance of this agreement, and return it to me, keeping a copy for your files. As always, please don't hesitate to give me a call if you have any questions.

Sincerely,

WINDY CITY BULLS

Agreed to and accepted by:

Brad Seymour
Windy City Bulls

Dean R. Bostrom
Hoffman Estates Park District
Prairie Stone Sports & Wellness Center

Memorandum No. M16-108

To: **Recreation Committee**
From: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Debbie Albig, Facilities Manager
RE: **Willow Rec rental**
Date: September 9, 2016

Background

Park district policy does not allow the possession or consumption of alcohol on park district property without a permit approved by the park board. Typically, the Village of Hoffman Estates requires a special permit for the sale of alcohol within the Village boundaries. Park district staff inquired with the Village regarding Village approval of the consumption of alcohol as part of a ceremonial partaking in alcohol as part of a religious service. The Village does not monitor or require permits for the consumption of alcohol as part of a religious service.

Implications

Sandy Gbur inquired with the park district about renting the small gym within the Willow Rec Center on the 1st Saturday of each month between 4pm and 7pm and the 2nd and 4th Sundays of the month between 9am and noon. Expected attendance is between 30 and 75 attendees; the maximum capacity of the small gym with chairs set up is 250 people.

While Sandy Gbur was inquiring about the potential to rent the Willow Rec Center small gym, she inquired about permission to serve communion wine during each service. As noted in the background above, staff initially inquired with the Village show does not regulate the serving of communion wine during religious services. It was requested of Sandy to submit a letter providing details regarding the rental request and specifically permission to serve communion wine during each of the rental dates. Attached is a letter of request from Sandy Gbur.

While the park district has had several different religious groups that rent park district facilities for religious services, the district has never been approached regarding the serving of communion wine during a church service.

Recommendation

As the rental can easily be monitored by park district staff, staff recommends that the religious group be provided a one year permit with the condition that wine may only be served through the communal cup as part of the religious services and that the park district reserves the right to terminate the special permit which allows the consumption of alcohol if staff determines that the religious group is abusing alcohol.

September 6, 2016

Mr. Dean Bostrom, Executive Director
Hoffman Estates Park District
1685 W. Higgins Road
Hoffman Estates, IL 60169

Dear Dean:

Per my phone call to you a few weeks ago, I am working with a group who has formed an intentional catholic community and we are looking to hold our services three times per month at your Willow Recreation Center in the small gym. As part of the service we serve wine at the consecration and I am writing to ask for permission. I understand that the Village is ok with this use of alcohol and I have been told that I need to ask permission from the park district. Please accept this letter as my formal request.

The details are as follows:

Location: Willow Recreation Center, small gym

Approximate Dates & Times: 1st Saturdays, 5 pm service arrival at 4:15 pm, departure by 7 pm
2nd and 4th Sunday's 10 am service arrival at 9:15 am, departure by noon

Audience: Expect between 30 -75 attendees

Per your staff's instructions, I am writing to ask for permission to serve communion wine during each service. As you may know the Catholic tradition is to take a host (piece of bread) and a sip of wine from a communal cup. Wine is optional for each attendee and available to anyone who has received the sacrament of Communion.

Thank you for your consideration.

If you have any additional questions, I can be reached at 708-217-2209.

Warmest Regards,



Sandy Gbur
517 W Parkside Drive
Palatine IL 60067

MEMORANDUM NO. M16-105

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Brian Bechtold, Director of Golf Operations
Nicole Chesak, Superintendent of Recreation
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Sandy Manisco, Communications and Marketing Superintendent
Debbie Albig, Manager of Community Centers
Cathy Burnham, General Manager of Sales & Operations
RE: Board Report
DATE:

Recreation and Facilities Division



UPCOMING EVENTS

- Sept 10 – Pokémon Go Gathering 10-11:30AM Black Bear Park
- Sept 13 – Foundation Fundraising Event at McDonald's
- Sept 17 – Parents Night Out at PSSWC
- Sept 23 – Uncorked & Untapped 7-10PM Bridges of Poplar Creek Country Club
- Sept 24 – Wildflower Seed Collecting 9-11 AM at Charlemagne Park
- Oct 5 – Paint the Night Away at Bridges of Poplar Creek Country Club
- Oct 9 – Pro Am Scramble Golf Event at Poplar Creek Country Club
- Oct 15 – Pumpkin Fest Noon to 2 PM at Vogelei Park
- Oct 29 – Halloween Bash 10-11:30 AM at Triphahn Center
- Oct 29 – Pumpkin Swim two sessions at 1PM and 2 PM at PSSWC
- Oct 30 – Trick or Treat Climb two sessions at 1 and 2:15PM at PSSWC

Snapshot Summary/Highlights:

- The PSS&WC aquatic center(s) have been completed and re-opened on schedule, September 1st, in the allotted timeline as presented to the board, committee, members and community. The feedback from the members has been very positive with the experience of the pools.
- The TC gymnasium was completely sanded, buffed and resurfaced, while at the same time 6 new permanent pickle courts were added to the floor. These lines were painted in so there will be no more taped lines during pickle ball play.
- Wendy and Martha will be offered an additional week of camp during August 15-19 to accommodate families whose children will not have supervised care during this time, over 40 children attended this unplanned session.
- Party in the Park was Saturday, August 6th. The day was warm and sunny and an estimated 3,000 people came out to enjoy the festivities. Added to the event this year was the multi-cultural entertainment on both the small and large stage. Staff

received a lot of positive feedback from participants of the event. Thank you to the Village of Hoffman Estates Cultural Awareness Commission and the Police Department. Staff met the week after to talk about changes/additions to the event for 2017.

- The Eagle Project for the portable archery range was completed in the month of August.
- The 50+ Open House took place and was a huge success.
- Despite the wet weather 50 people turned out for the Pokémon Gathering at Black Bear Park.
- Dog Park memberships are up 88 members from this time last year. 2015 614 and in 2016 702.
- ELC's 4-year-old program is full with 5 children on the waiting list. ELC's 3-year-old program has one full time spot remaining.
- STAR program is up 216 participants from this time last year 719 in 2015 and 935 in 2016.
- The outreach fitness classes provided by the PSS&WC for District 211 at the Higgins Educational Outreach Center will resume in the fall. The classes have been very well received and well attended in the winter and spring.
- Seascap is now closed for the season; they sold 122 more season passes this year as compared to last year. 2015, 1,337 and in 2016 1,459.
- Seascap passed the third Starguard audit of 2016 on August 13, 2016. They received and Elite rating on Lifeguard Observations, Skills & Scenarios, and Facility Operations giving the total Overall Audit a 5 Star Rating.

Volunteers Summary:

- Admin staff was contacted by several high school LCAP students and forwarded their information to Recreation Program Manager Liefeld for placement.

Dance

- Fall registration is ongoing. Classes are due to start the 2nd week of September.



Youth Athletics

Youth Baseball/Softball

- Fall Baseball practices are underway. We have 1 more team this season compared to last fall. Joining the HEPD/SAA fall league at the Pony level this year is Palatine Youth Baseball Association (PYBA).

	Mustang	Bronco	Pony	Total
2014	11	12	12	35
2015	13	13	13	39
2016	12	14	22	48

4/5 Year old T-ball

- The 4/5 year old season came to an end in the past month. The short 6 game season is a great introduction to team sports for the 4 and 5 year olds of the community. Teams host a total of eight 1 hour practices and participate in six 1 hour time limit games. This season HEPD had of 85 players participate. All players entering kindergarten this fall will receive information on our Shetland 6/7 year old leagues in the spring.

Youth Basketball

- Prep has started for the 2017 season. E-blast has gone out to former players about in-house registration. Referees have been contacted and former coaches about coming back for the upcoming season
- Boys Feeder Basketball- The boy's feeder basketball will be teaming up with the park district this upcoming season. Last year the boy's feeder program had a total of 40 players.

Youth Outdoor Soccer

- Fall/Spring and Fall only registration has begun (online).

Adult Softball

- We have set up a game for our fall league to be televised. The game will take place in September and air on village television in November.
- Fall registration is taking place right now and is scheduled to start on August 22nd.

Gymnastics

- The second summer session of gymnastics ended the week of August 15. Final numbers show that there were 148 participants registered, in August 2015 there were 131 registered.



Early Childhood

	10 TC	15 TC	+5 TC
Three-school 16-17	13 WRC	7 WRC	-6 WRC
	29 TC	25 TC	-4 TC
2's Playschool 16-17	21 WRC	12 WRC	-9 WRC
	126 TC	132 TC	+6 TC
Preschool 15-16	68 WRC	66 WRC	-2 WRC
Early Learning Center	25	34	+9*
Preschool Totals	292	291	-1
*Full Day Program			

- ELC's 4-year-old program is full with 5 children on the waiting list. ELC's 3-year-old program has one full time spot remaining.
- Preschool began on August 22. The 3-year-old half-day programs at TC are full. WRC 3-year-old T & R class has 2 openings. 4-year-old half-day programs at TC have 2 spots open. 4-year-old half-day programs at WRC have 8 afternoon spots available.
- 2's Playschool has been advertised on the Marquee's for the many open spots at Willow. 3's school at Willow is also being advertised, while TC 3's School is full.
- Enrichment classes begin after Labor Day. E-mail blasts have been sent to all current preschool families about the classes.
- September 19-23 the HEPD Preschool program will be collecting clothing, shoes, books, CD's and small household items for the Saver's Donation Drive Fundraiser.

	8/2015 (2 weeks)	8/2016 (3 weeks)	Variance +/-
Bus Service	24	23	-1
Discovery Camp	39	51	-12
Early Arrival	145	203*	+58
Late Stay	160	224*	+64
Splashdown Camp	121	131	+10
All Stars Camp	113	132	+19
Adventure Camp	117	131	+14
Extended Week Camp**		40	+40
Totals	719	935	+216

*Numbers included for Extended Week Camp

**New camp we ran this year

- Additional training was offered to staff this summer, including NWSRA inclusion training and an IPRA training - Super Skills for Staff.
- We hired 22 new staff members in anticipation of high camp numbers due to the ice rinks being under construction. They have picked up the responsibilities and vision of the summer camp programs. We had aimed to hire specifically trained staff: for example – 2 theater major employees to work Art Camp and staff who have worked in a childcare setting prior to this year.
- We continue to work with Seascape pool to utilize the yellow wristbands for children to participate on the tube slides, but still be restricted from the deep end of the pool. This is allowing more children to enjoy more amenities the pool has to offer.



50+ Club

Membership	2015	2016	+/- Var.
Total	608	626	+ 18

Classes offered in August

- Basic Exercise, Chair Yoga, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Write It Now!, new class, Ageless Grace: Changing the Model of Aging

Athletic opportunities offered in August

- Balloon Volleyball (Wkly), Billiards, Pickle ball (outdoor & indoor), Ping Pong, Volleyball and Walking Path

Upcoming trips

- Wandering Tree Estates, N Barrington, Chicago Botanic Garden, Glenview, Midewin National Tallgrass Prairie, Wilmington, and A Day at the Dole, Crystal Lake

Evening/Special Programs in August

- Pub Quiz Night (3rd Thursdays/5:30 pm) – 25 participants - held in 50+ Center

Friday post lunch programs (August)

- **8/5 Mariano's Pharmacy** talk on Shingles/Pneumonia vaccines/held vaccine clinic
- **8/19 AMITA Health** talk on Bereavement & Support
- **8/26 Culver's** bi-monthly member birthday celebration

Other

- Open House held on 8/17/16 – approximately 100 participants, free lunch provided by Brookdale Retirement, chocolate cake furnished by Claim Jumper, professional entertainment made possible by Comfort Keepers of Palatine. Several village trustees and park commissioners were present at this event.
Free Adult Health Clinic – 2drop-ins
Met with Windy City Bulls rep on programming for 50+
Assisted family whose mom, a 50+ member, has progressive dementia
Provided transportation information to legally blind senior moving into Hoffman Estates from Mass.



Ice Operations

I.C.E Academy

- Fall skating classes will resume Monday Sept. 12. In an effort to attain skating instructors all classes at all levels are programmed for Mondays only. Instructors coming from the Chicagoland area will then be able to teach multiple classes all in one day rather than teaching one hour and then being done. From a financial standpoint many instructors had to stop teaching as the expenses for traveling just did not cover their time. Staff understands that this may not be ideal for getting maximum enrollment in classes as people may not be able to attend Monday

class but the ice time that was opened allowed for rental opportunities that were not available in the past.

- Currently there are 94 skaters enrolled in the Monday classes.

Wolf Pack

- With the construction project staff was able to offer a modified off ice summer camp along with ½ day on ice camp once the rink was open. Both camps were so successful that staff is considering new options for next summer. 227 hockey players participated in these camps.
- Wolf Pack (NWHL) registration has been a great success. The season is a month away from starting and it appears we will have 13-14 teams participating in the league this year. Evaluations will take place Sept 10 -11. After that teams will be set and the final registration number will be available.
- Development Classes will begin Sept 8. There are currently 118 registered for classes.

Ice Rink Information

- Chicago Wolves preseason game will take place Saturday October 8, 7pm. Tickets will go on sale at the front desk after Labor Day and will be \$8.00 general admission tickets.
- Ice rental availability for the fall season has been outstanding with ice opening being very limited.



Prairie Stone_™ Sports & Wellness Center

August Membership Totals	2015	2016	Var. +/-
	3093	3,003	(90)

Member Services

- The enrollment promotion for the month of August included the extension of the option to enroll for \$50 with prorated August dues OR \$0 enrollment with no August dues upon purchase of a 3-pack of Personal Training at the time of enrollment. Given the intention of promoting Personal Training, only the \$0 enrollment/0 August dues special was advertised via digital media. The Member Services team sold a total of 19 3-packs during the month of August, which equated to approximately 20% of the new members enrolled in the month (similar in percentage to July totals).
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; during the month of August there were 11 new members who have enrolled as a result of the club cash referral promotion.
- The PSS&WC enrollment special was also advertised on each of the District's electronic marquis signs throughout the community. The PSS&WC enrollment special was also advertised on the VHE electronic marquis located at the corner of Shoe Factory Road and Beverly on the southwestern edge of Hoffman Estates. The ENROLLMENT FEE banner on the north side exterior remained mounted on the building along with the east side banner, both of which continue to attract many prospective clients. This second banner provides visibility/identity of the building for westbound

traffic on Route 72 and compliments the signage panels installed in the spring of 2014. Likewise, both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the community. The HEPD bi-monthly Eblast included the enrollment promotion details, and targeted emails through Retention Management continued to be sent throughout the month to promote the club cash incentive for member referrals with additional incentives promoted on Facebook and the HEPD and PSS&WC websites. The PSS&WC enrollment special was also advertised on each of the District's electronic marquis signs throughout the community.

- The number of credit card denials following August billing was comparable to July numbers. Despite the vacancies on the Member Services team, efforts to contact members proactively to obtain updated information for billing continued via mail and email during the month of August. These efforts also included phone calls and person-to-person contact upon check in at the Service Desk. With fewer resources available within the Member Services department during the month of August, attention that would typically be devoted towards collections was reverted to membership maintenance issues, which resulted in a reduced collection effort.
- The General Manager of Sales & Operations is currently working with the Member Services Supervisor to complete the PSS&WC website platform conversion from Joomla to WordPress. The conversion also includes replacement of the current Fitness calendar on the right sidebar margin of the site with a scrolling event calendar as well as other minor enhancements to improve site navigation and responsiveness. The website was transitioned to the new platform in June prior to full edit/completion in order to prevent corruption related to the outdated Joomla plug-ins and platform.
- The General Manager of Sales & Operations continues to work with the Director of Recreation & Facilities and the Superintendent of Facilities on securing the sponsorship agreement with the Windy City Bulls, which will name PSS&WC as the official training center of the Windy City Bulls and provide various marketing incentives for the District and club.

Operations and Fitness Departments:

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of August including the large 2-day National Summer Classic Girls' Basketball tournament. Although birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.
- PSS&WC Managers have secured a new vending machine vendor for PSS&WC, TC, and WRC. Absolute Vending provides a variety of healthy snack options that are appealing to guests/members of each facility. The General Manager of Sales & Operations met with the District's Pepsi representative to discuss the addition of a third vending machine in the café area that would dispense a healthy selection of Pepsi beverages (i.e. Propel, Aquafina Splash, etc.). Delivery of this new Pepsi machine was completed in late August; however, product delivery is still forthcoming for the new machine.
- The Member Services team fielded several inquiries during the months of July and August from members who were significantly impacted by the indoor aquatic center closure. The team worked diligently to retain the confidence of members and offered creative options to keep their interest and membership that included no charge holds

for the 2 month period. The team also worked with members who had purchased SFAC season passes prior to the project announcement (and subsequent SFAC complimentary usage privileges that were extended to PSS&WC members) to ensure that they received monetary credit within their households to offset the season pass purchase. Annual aquatic pass holders at PSS&WC received a 1 or 2 month extension of their passes in lieu of monetary household credit for the closure period.

- The Member Services team was reduced to 1/3 capacity during the months of July and August due to the extended leave taken by the Member Services Supervisor and the resignation of the PT1 Member Services Associate. Interviews were completed with several PT1 Member Services Associate candidates with a final offer being extended during the final week of August. Support from a few PT PSS&WC associates was provided during this lean 2-month period to help with tours and general membership inquiries.
- The PSS&WC team prepared and provided informational FAQ sheet and the flyer/poster for the announcement of the PSS&WC aquatic facility closure from July 5-August 31. All details have been provided for the staff and for the patrons. The aquatic center re-opened as planned on September 1st. During the closure, several projects were completed, including the aquatic filter tank and HVAC system replacement, painting of the aquatic ceilings, resurfacing of the pool bases, as well as a number of additional projects to enhance the aquatic centers. During the time of closure, PSS&WC adult members were provided with complimentary access to Seascape and Hoffman Estates High School. Fees apply for children and additional guests and family members. The Member Services team worked diligently to field questions, complaints, and credit/refund requests from members resulting from the extensive aquatic project and promoted the alternative options as noted above.
- The Superintendent of Facilities is in process of receiving quotes for the refinishing of the wooden floors in either the gymnasium or the group fitness rooms (spin room and large group fitness room). Dependent upon cost as well as timeline, either project will be completed within 2016, with the other flooring region to be completed within 2017, as planned with the operating capital project fund.
- The outreach fitness classes provided by the park district for District 211 at the Higgins Educational Outreach Center will resume in the fall. The classes have been very well received and well attended. We look forward to providing the classes in the fall.
- PSS&WC has an upcoming Nutrition Workshop, Eat to Compete, taught by *Zac Marshall* on Saturday September 10th 9-10am.
- The personal training department has a Free Personal Training Session event on September 8th
- Within the area of group fitness Class participation has remained steady. Highlighted classes include:
Zumba 40-45 Gentle Yoga 35-40 Multi Step 30-35
- PSS&WC fitness department hosted a summer dance week! From August 9th through August 14th all of the dance instructors featured a different dance style with their own special themes and music.
- PSS&WC fitness department had a group fitness membership incentive commemorating the summer Olympics, Olympic Ring Challenge, August 5th through

August 21st. Three winners will be receiving Team USA apparel from the team USA store that supports Olympic athletes.

Seascope, Programs and PSS&WC Swim Lessons

Seascope Pass Sales	2015	2016	Var. +/-
	1,337	1,459	+ 122

- Seascope is now closed for the season.
- Seascope passed the third Starguard audit of 2016 on August 13, 2016. They received and Elite rating on Lifeguard Observations, Skills & Scenarios, and Facility Operations giving the total Overall Audit a 5 Star Rating.
- PSS&WC aquatic classes will resume for the fall session, beginning the week of September 6th. In addition, given the completion of the aquatic project, private lessons will resume being offered and will be provided for the remainder of the year.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership	8/2015	8/2016	Var. +/-
Fitness	906	891	(15)

General Summary:

- The Portable Wall was utilized twice in August. 8/6 for Party in the Park and 8/12 for the Bloomingdale Park District.
- Dance World was held on 8/13
- The gym and dance floor was refinished the week of 8/22-8/29. Pickle ball lines have been painted onto the gym floor, as part of the refinishing project.
- The Pepsi machine on the main level has been replaced with a newer model and will feature "healthier" drink options.
- CPR/AED class was held on Saturday 8/20 by Debbie Albig and Gary Fong.



Willow Recreation Center

Membership Fitness/Racquetball Totals	8/2015	8/2016	Var. +/-
	393	346	(47)*

* About 30% of the decrease is racquetball memberships. Staff feels that as more companies make fitness centers available in house people don't want to pay for an additional workout facility.



Dog Off-Leash Areas

Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 155, Palatine 52, Barrington 19, Schaumburg 47, Arlington Heights / Mt. Prospect 4, Inverness 30. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 27 guests to Bo's Run in August compared to 25 in August 2015.

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 184, HE – 89, Streamwood 77. Schaumburg – 27. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	8/2015	8/2016	
Bo's Run	240	292	
Freedom Run	300	332	
Combo	74	78	
Total:	614	702	Var. +88



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Fall Guide and Registration, STAR registration, youth sports programs, 50+ events, 50+ Open House, trips and programs; Parents' Night Out, Pumpkin Swim, Trick or Treat Climb, Halloween Bash, Uncorked & Untapped, Giving Tree, Mobile App.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

RE-BRANDING UPDATE

In April, C&M rolled out a new logo and tagline for the park district. Throughout June, July and August internal signage at Willow was changed, as well as additional business cards and staff badges. District Parks' vehicles are complete. C&M replaced the banners in the TC lobby staircase. School bus graphics are in progress. Parks Department is working to change the logos on the marquee signs, at a significantly lower cost than if we had hired a vendor to replace. Outdoor park and parking lot signage will be a budget item for 2017.

VIDEO

This month, we featured the video "Come to Pumpkin Fest" starting August 15. Previously we featured "Party in the Park".

PRESS RELEASES/PUBLIC RELATIONS

Any earned press will be shown as attachments at end of the Board Report. Press releases that were sent this month to the Daily Herald, Chicago Tribune:

Wolf Pack Anticipates Successful Season with Rink Enhancements (appeared on Chicago Tribune & Daily Herald websites)

Tumbling Twisters at New Barrington Square McDonalds (appeared on Daily Herald website)

TESTIMONIALS & SOCIAL MEDIA COMMENTS

Sept 3: "I just wanted to say that the cleanup work done at Princeton Park really looks nice! Thank you!" - Stephanie Piorunski

Seascape review on Facebook: *5 star*

Sept 4: "Best water park in the Chicagoland area-hands down! As my kids were growing up, we made many happy memories here. The zero depth, slides, so incredibly fun. They even give the adults a set time to swim each hour. Clean, beautiful, with a nice food vendor.... LOVE IT. Just revisited it this summer with my husband; still great quality, great staff!" -Christina Carr Van Lysebettens

Freedom Run review on Google Places:

Aug 10: "Amazing park! Very large, well maintained, grass is mowed often, dog owners we have interacted with have been great (good manners, attentive to the actions of their dog, etc.). We never got around to getting a pass to the park last fall but we are so glad we got a pass for this summer!" -Ben Browning

Prairie Stone Sports & Wellness Center on Facebook:

Aug 6: Amazing personal training and classes all day Zumba TRX Spinning Yoga individual personal training special training in groups and areas of machine and many variety of workout training and relaxing areas. – Albert Sietman

Hoffman Estates Park District on Facebook:

Our family had a great time at Party in the park today!!! *5 star* – Laura Bilbrey Kinnane

MARKETING DASHBOARD



Mobile App Downloads – Source: Apple iTunes & Google Play reports

The app has been available since April 25, 2014. C&M continues to promote various features of the app to increase usage. Below is a chart showing progress over the previous 10 months.

Nov	Dec	Jan	Feb	March	April	May	June	July	August
2015	2015	2016	2016	2016	2016	2016	2016	2016	2016
1,356	1,379	1,398	1,412	1,412	1,421	1,429	1,525	1,560	1,602



Mobile Access – Source: Google Analytics

For the first time since we've been tracking this data, the Desktop numbers have leveled off instead of declined. This may indicate that we've hit at saturation point – there will always be a certain number of visitors that will visit via desktop. Mobile visits are still the highest type of access. Benchmark column indicates how users accessed HEparks prior to the app and mobile-friendly website. (Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.)

Source:	Benchmark:	Aug 1-31, 2015	Aug 1-31, 2016	Change from last year
Google Analytics	Feb 2013-Feb 2014			
Desktop	63%	43%	44%	+1
Mobile	27%	47%	48%	+1
Tablet	10%	9%	7%	-2%

*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach. (<http://time.com/3532882/people-arent-buying-tablets/>)

Website HEParks.org – Source: Google Analytics



Hits to the website are still very high but have leveled off. We believe activity has moved to the Program Guide page and mobile WebTrac.

Audience Overview

Aug 1, 2016 - Aug 31, 2016
Compare to: Aug 1, 2015 - Aug 31, 2015

Email Export Add to Dashboard Shortcut

All Users
+0.00% Sessions

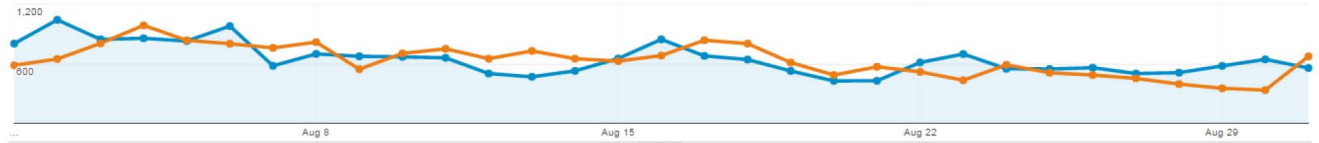
+ Add Segment

Overview

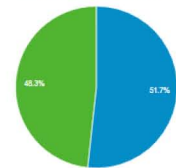
Sessions VS. Select a metric

Hourly Day Week Month

Aug 1, 2016 - Aug 31, 2016: Sessions
Aug 1, 2015 - Aug 31, 2015: Sessions



New Visitor Returning Visitor
Aug 1, 2016 - Aug 31, 2016



Program Guide Online – Source: Google Analytics

Hits to the online program guide are way up this month, likely due to the Fall Program Guide released and Fall Registration is in progress.

Audience Overview

Aug 1, 2016 - Aug 31, 2016
Compare to: Aug 1, 2015 - Aug 31, 2015

Email Export Add to Dashboard Shortcut

All Users
+0.00% Sessions

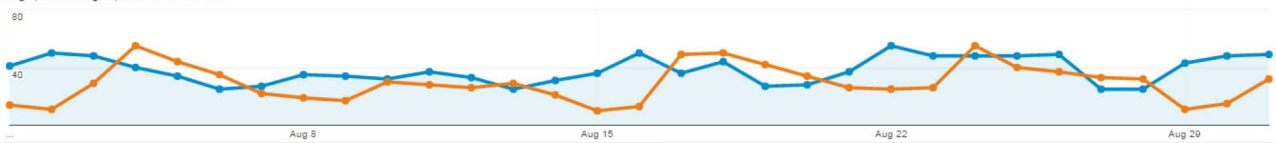
+ Add Segment

Overview

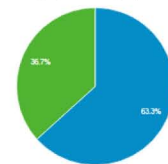
Sessions VS. Select a metric

Hourly Day Week Month

Aug 1, 2016 - Aug 31, 2016: Sessions
Aug 1, 2015 - Aug 31, 2015: Sessions



New Visitor Returning Visitor
Aug 1, 2016 - Aug 31, 2016



WebTrac/Online Registration Page Hits – Source: Google Analytics

Hits to online registration have leveled off as we have been driving more users to the mobile WebTrac page, with the increased use of mobile devices for web browsing. In electronic marketing, links go directly to Mobile WebTrac pages.

Audience Overview

Aug 1, 2016 - Aug 31, 2016
Compare to: Aug 1, 2015 - Aug 31, 2015

Email Export Add to Dashboard Shortcut

All Users
+0.00% Sessions

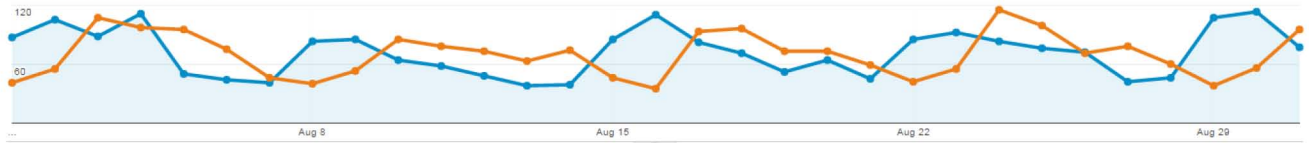
+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month

Aug 1, 2016 - Aug 31, 2016: Sessions
Aug 1, 2015 - Aug 31, 2015: Sessions



Mobile WebTrac – Google Analytics

(Tracking began December 1, 2015; comparative data will be available Dec 2016.)

The number of people accessing Mobile WebTrac from their mobile devices is often about the same as the number browsing WebTrac from a PC. A strategy we use that is having a great impact is that when we post links on web, email and social media we always links directly to mobile online registration pages.

Audience Overview

Aug 1, 2016 - Aug 31, 2016

Email Export Add to Dashboard Shortcut

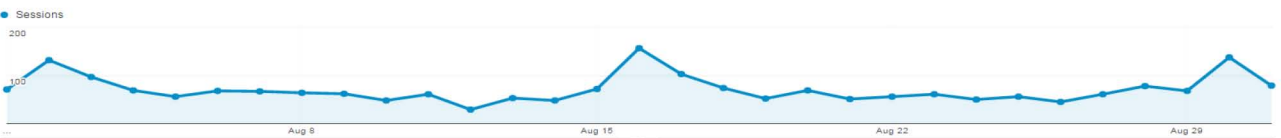
All Users
100.00% Sessions

+ Add Segment

Overview

Sessions VS. Select a metric

Hourly Day Week Month





Facebook Reach

Total Likes totaled 2,400 as of 8/31. Our goal is engagement. See the chart below for a list of our most successful posts this month, which explains the “peaks”.

Top 5 Most Successful Posts August 1-31

Post Message	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: https://goo.gl/X71UZs	Photo	8/15/16 10:29 AM	6714
This week through Friday Aug 19 Seascaple has short hours, 4-7:30 PM http://ow.ly/TY6l3037o3z	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/13/16 12:55 PM	6167
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/10/16 12:56 PM	5506
Due to weather conditions, we will be postponing our Pokemon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!	Photo	8/27/16 7:30 AM	5279

Top 10 Highest Posts Since October 2015

Post Message (The highlighted posts are from the current month.)	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: https://goo.gl/X71UZs	Photo	8/15/16 10:29 AM	6714
This week through Friday Aug 19 Seascaple has short hours, 4-7:30 PM http://ow.ly/TY6l3037o3z	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/13/16 12:55 PM	6167
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! http://ow.ly/Xyalq Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/10/16 12:56 PM	5506

Due to weather conditions, we will be postponing our Pokemon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!

Tomorrow! Come to the Open House for 50+ Active Adults! 9-11 AM Wed 8/17 at Triphahn Center <http://ow.ly/soW53036YZb>

Wine lovers get your tickets for Uncorked & Untapped event at Bridges of Poplar Creek 9/23. <http://ow.ly/Hj2x303tEtf>

Congrats to August Best of Hoffman Chip Mahr who helped create a Monarch habitat in Hoffman. <http://ow.ly/AS69303xt8r>

	8/27/16	
Photo	7:30 AM	5279
	8/16/16	
Photo	9:45 AM	5220
	8/22/16	
Photo	12:55 PM	5164
	8/24/16	
Photo	7:00 AM	5129



Conversion Rate – What percentage registered online?

More and more people are registering online. Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. Mobile-friendly email template began Nov 2015. Progress is being made each year in online registrations:

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
Thru 8/31, 2016:	36.58%



Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Opt-Out
2016 Fitness, Sports & Rec	---/17.7%	50+%	8.8%	8.8%	0.22%
Hoffman Happenings 8/2	19.3K/17.0%	64%	1.9%	11.4%	1.7%
50+ Newsletter August	986/35%	56%	0%	7.1%	.3%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

Clicks = Contacts who clicked on a link within our email.



YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days. The numbers are down because we have been posting videos directly on the website and on Facebook, instead of linking to YouTube.



Last month (Aug 1, 2016 – Aug 31, 2016)

Watch time

Minutes

569 ▲



Average view duration

Minutes

1:01 ▲



Views

554 ▲



Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes
Don't Miss Party in the Park!	155 27%	144 26%	1
Park Info: Thor Guard	66 12%	66 12%	0
What is Pickleball?	63 11%	47 8.5%	0
Park Info: Playground Workout, Bench Pushup	48 8.5%	49 8.8%	0
Park Info: What Is Bioswale?	35 6.2%	16 2.9%	0
Me & HEPD: Joe DeMaria and Nico Muira, Se...	35 6.1%	26 4.7%	0
Wolf Pack Hockey Hosts Krolak Cup	19 3.3%	10 1.8%	0
Summer Campers 2016	18 3.1%	20 3.6%	0
Come To Pumpkin Fest 2016	16 2.9%	18 3.2%	0
Aqua Fit Swim Aerobic Class at Prairie Stone ...	12 2.1%	13 2.3%	0

Bridges of Poplar Creek General Programs

- The fall session Jr Golf program is completed. We had 29 students in the two classes. In this session juniors learned the game with use of motor skills, range practice and on course play.
- We hosted our final Live Music Night in the event area. The band Voyage produced another crowd of over 100 guests. The Tap Inn provided food & drink specials for all that attended. Looking forward to our planning next seasons series.

Golf Rounds

ROUND TOTALS			
2013	2014	2015	2016
6,052	5,909	5,519	4,609
YTD ROUND TOTALS			
2013	2014	2015	2016
23,188	22,804	22,427	22,055

Range Information

RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
3,359	3,731	3,795	3,020
YTD RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
14,403	14,700	14,708	15,104

Pass Sales

Resident Annual	3
Resident Individual	133
Resident Junior	1
Resident Senior	89
Total Resident Passes Sold YTD	226

Preferred TT Pass	104
Non-Res Individual	20
Non-Res Junior	0
Non-Res Senior	58
Total Non - Resident Passes Sold YTD	182

Communications & Marketing

Marketing/Advertising

- We did 5 Email Blasts advertising Music Night, Customer Appreciation Day, Weddings, Banquets, Golf Instruction, Jr Golf, Monday Madness, Terrific Tuesdays, Wedge Clinics and Golf Specials.

Food & Beverage

For the month of August we had a total of 23 events: (34 Events in 2015)

The breakdown is as follows:

7 breakfast meetings servicing 165 people

2 baby/bridal showers servicing 133 people

1 family reunion dinner servicing 89 people

7 golf outings with lunch or dinner buffets servicing 741 people

3 ceremony and reception servicing 436 people (2 Saturday's Poplar Room taken for golf outings)

1 memorial luncheon servicing 46 people

1 birthday dinner servicing 37 people

1 room rental only, no food

We currently have 25 events booked for September (26 Events in 2015)

4 Breakfast meetings servicing 95 people

2 baby/bridal showers servicing 50 people

2 continental breakfast meetings servicing 110 people

4 ceremony and reception servicing 500 people

- 1 reception only servicing 160 people
- 1 wedding reception cancelled for September 10th, \$11,000 estimated revenue
- 8 Golf outings with lunch or dinner buffets servicing 730 people
- 1 birthday dinner servicing 25 people
- 2 all day meetings servicing 50 people
- 1 Foundation wine event

Wedding Count Update:

2017=1 ceremony and reception, 1 ceremony only

2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

4 weddings cancelled for 2016. August for 200 guests estimated revenue \$19,000 and September for 120 guests estimated revenue \$11,000. June 11th evening wedding cancelled for 200 guests estimated revenue \$15,000 and November 5th for 150 estimated revenue \$16,000. Contracts and deposit payment schedules are currently being evaluated to adjust for future years. This is not a normal pattern as we had only 2 cancelations in the past 3 years.

Offering 15% off those dates and any dates still open and waiving ceremony fee. Deposits were kept of \$2k each.

Golf Maintenance Summary

Well that high heat and humidity that started in July continued its course into August. The second week of August we had a couple of days where the temperature was only going to be a high in the upper 70's/ low 80's so we took advantage of the break and were able to accomplish two vertical mowings followed by sand topdressing, dragging sand into turf canopy, rolling greens and watering. This process helps with many issues that have been created by the high humidity levels this summer, it removes thatch buildup in the canopy which allows the turf to breathe and not feel suffocated, helps with getting water to the roots instead of being tied up in the thatch layer, the sand provides a layer of material that allows water to flow through and firms up the putting surface. The second vertical mowing that was accomplished the maintenance department also dimple seeded 007 bentgrass (new variety) into some struggling poa annua on greens 12, 14, 17, 1, 2, 4 and 8. This year's two and three week stretches of drought followed by heavy rains has not allowed poa annua to develop quality roots, since bentgrass is more adapted to our climate the goal is to get bentgrass in these areas to outcompete the poa annua. If we are able to get 15% of the

007 bentgrass to germinate and survive it would be a success as this is a very difficult task with golfers using the greens but any percent of bentgrass is better than poa annua.

In order to save cost on purchasing sod, the maintenance department has decided to designate an area by our maintenance shop to a turf nursery. The nursery is going to be seeded with 007 Bentgrass for greens, PennEagle Bentgrass for tee's and fairways, and Rhizomatous Tall Fescue for roughs. The RTF for roughs is the newest variety of turf being used on golf course rough due to its ability to repair on its own. Rhizome grows roots horizontally and produces more shoots allowing this fescue to fill in divots through natural processes. The area for the nursery has already been tilled and had trenches dug for irrigation. The first full week of September should see irrigation installation, seed prep by adding sand to the soil mix followed by seeding of all three varieties.

The maintenance crew was also busy with the following task:

- Regular mowing, bunker raking and daily course setup
- Clearing underbrush on #9
- Mulching around all evergreen trees on property to cut down on trimming time and help the trees to not have to compete with grass for water
- Bunker repair following the storms
- Bank mowing and edging of bunkers
- Fertilizer applications to tees and approaches
- String trimming entire property
- Irrigation repairs
- Trimming irrigation heads and yardage plates
- Weeding landscape beds
- Integrated pest management applications
- Filling divots on tee boxes and select fairways
- Locating power and trenching wires for new Hole in one competition
- Equipment repairs and daily checks

DAILY HERALD
AUGUST 16TH 2016

Twirling Twisters at the new Barrington Square McDonald's



The Hoffman Estates Park District Twirling Twisters julie.travers@comcast.net

julie travers

On Thursday night, August 11th, at the Barrington Square McDonald's, families were treated to a special performance by the Hoffman Estates Park District Twirling Twisters. The Twirling Twisters are a competitive baton twirling team out of Arlington Heights and Hoffman Estates. Also during the night from 5:00-8:00 pm there was a fundraiser for the Hoffman Estates Parks Foundation.

The event was part of the Grand Opening festivities for the new McDonald's. The Twirling Twisters and the fundraiser was courtesy of the Barrington Square McDonald's owner/operators, The Bear Family. Thank you to Carina Massani of the Hoffman Estates Park District for working with McDonald's to set up this great event. For more information and events at the Hoffman Estates McDonald's you can visit them at www.bearfamilyrestaurants.com. For more information you can contact their Community Relations Director, Julie Travers at Julie.Travers@comcast.net

Submitted updated: 8/3/2016 7:42 AM

Wolf Pack Hockey Club Anticipates Successful Season with Rink Enhancements



The Triphahn Center is expected to undergo major enhancements starting this fall. Hoffman Estates Park District

Hoffman Estates Park District

New enhancements coming to the Triphahn Ice Arena are getting the Wolf Pack Hockey Club really excited. Already this summer new ice surfaces were installed with the addition of new HVAC compressors and fresh paint was applied throughout the rink, which is owned and operated by the Hoffman Estates Park District (HE Parks). Plans will be presented to the Park Board of Commissioners in October for a new Off-Ice Training Facility. Upon approval by the Board, demolition will begin in the fall and be ready to go in time for the Spring season.

Amateur hockey associations nationwide have long recognized off-ice or "dryland" training as the most effective way for players to improve their game performance and their overall physical fitness. This involves a series of exercises that helps improve speed, agility, endurance and strength.

"Off-ice training is the best way for players to improve their fitness level, and their game," said Mike Kies, director of recreation and facilities for HE Parks. "Even for players who don't plan to continue with hockey long term, the benefits they'll gain from improving their physical fitness are so valuable to their overall health and wellness."

The new Off-Ice Training Facility will be located on the second floor of the Triphahn Center, adjacent to the rink where the Gymnastics Shelf is currently. Gymnastics will move to the Vogelei Barn.

"We're combining great training by some very accomplished coaches and players with a fun positive environment," said Assistant General Manager of Ice Operations Randy Jordan. "We are looking forward to many more successful hockey seasons in the coming years. Players are sure to enjoy their time at the rink and accelerate their skills too." Jordan has been coaching for more than 38 years and was instrumental in establishing the Wolf Pack Hockey Club for HE Parks.

Registration for fall hockey lessons is now open for kids as young as 3 years old. Parents can contact Jordan at rjordan@heparks.org or 847-885-7500 for more information, or browse classes online at heparks.org (<http://heparks.org>).

More about the Wolf Pack Hockey Club

The Wolf Pack Hockey Club is a Tier III club playing in the Northwest Hockey League (NWHL), and Tier II club playing in Northern Illinois

Hockey League (NIHL). Since its inception in 2004 the Wolf Pack Hockey Club has become among the largest participating teams and player membership in the Northwest Hockey League. Exploding player registration numbers, a continued growth of existing players, and a focus on five skill advancement, has resulted in numerous championships and the development of many elite players.

About the Wolf Pack Hockey Club

In 2010-11, its first and probationary year at NIHL, the Wolf Pack fielded three teams. All teams were placed at the Silver level, and each team finished in the top 5 of the top tier, two won the President's Cup, and one finished second in the Blackhawk Cup. Following the 2010-2011 season, the Wolf Pack Hockey Club was approved a full Tier II program.

The WPHC has established a development philosophy that depends upon and prides itself on organic growth. The developmental program is responsible for starting hundreds of new hockey players with a solid hockey foundation recognized by USA Hockey. HE Parks made a sizeable investment in "one goal" equipment, the training of a number of focused coaches in a systematic (SUMO) process of development. The belief is that more well trained coaches and ice time engages, creates faster enjoyment and commitment to the sport, which has seen numbers go beyond any imaginable estimates.

About the HE Parks

Providing first-class parks, facilities, programs and services for a dynamic community of more than 50,000 in the Northwest suburbs of Chicago, HE Parks operates two community centers, a premier 18-hole golf course, state-of-the-art fitness center, twin ice arenas, family aquatic center and more than 70 parks. In addition to Bridges of Poplar Creek Country Club, notable sites include the Prairie Stone Sports & Wellness Center, Triphahn Community Center & Ice Arena, Seascape Family Aquatic Center, Willow Recreation Center and Vogeley Park. HE Parks has won numerous national, state and local awards. For more information visit heparks.org (<http://heparks.org>) or call (847) 885-7500.