

HOFFMAN ESTATES PARK DISTRICT MEMORANDUM # 17-107

To: A&F Committee
From: Dean Bostrom, Executive Director
Craig Talsma, Deputy Director/Director of Admin & Finance
Carina Massani, Advertising & Sponsorship Manager
Date: September 13, 2017
Re: Amita Health Care Sponsorship

Background

Since July 2005, the Hoffman Estates Park District has had a long standing partnership with Alexian Brothers Health Systems, now Amita Health. Starting in 2009 the District entered into a three year partnership contract in which Alexian paid the District \$50,000 per year. This contract was renewed an additional two times and the latest tri-annual contract expired July 31, 2017.

Earlier this year Amita Health took over Alexian and informed us they could not continue a three year contract. They would be interested in an annual contract. Staff has been in negotiations to renew (create) this contract since spring with terms to reflect a one year contract rather than the three years we have done in the past.

Implications

The attached contract represents a new one year sponsorship with Amita Health. In substance the contract has not significantly changed, however there is greater clarification and specifics to some of the responsibilities of both parties. The \$50,000 annual donation with Alexian will now increase to \$67,240. Due to the time it took for Amita's legal team to review the contract they are in agreement to back date the contract as of July 17, 2017 (expiring July 16, 2018), pending our Park Board approval.

Please refer to Exhibit A in the attached contract – The items in GREEN are new to this contract and are benefits to both parties. We are offering more exposure to Amita Health in and around the Park District and we are receiving stronger programming across various departments, more support for programs and events, and new detailed trail signs in each park that will highlight the paths & trails and mark the length of each path.

Recommendation

Staff recommends that the A&F Committee recommend the attached annual sponsorship agreement for the period July 17, 2017 through July 16, 2018 for approval to the full Board.