



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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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, AUGUST 13, 2019
7:00p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - July 16, 2019
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Enhancement Plan for The Club / M19-074
 - B. Birch Park Grant project / M19-081
 - C. Windy City Bulls agreement / M19-083
 - D. Amita Health contract / M19-077
 - E. Recreation Report / M19-078
 - F. Golf & Facilities Report / M19-082
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
July 16, 2019**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on July 16, 2019 at 8:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman K. Evans, Commissioner Chhatwani, Comm Rep Henderson, Macdonald, Neel, Wittkamp

Absent: Comm Rep Dressler

Also Present: Executive Director Talsma, Director of Finance and Administration Hopkins, Director of Recreation Kapusinski, Director of Parks, Planning and Maintenance Hugen, Director of Golf and Facilities Bechtold

Audience: President Kaplan, Commissioners Kilbridge, R. Evans, McGinn, Kinnane, Comm Reps Sernett, Poeschel, Wilson, Aguilar, Veronico, Sponsor/Adv Manager Ney

2. Approval of Agenda:

Comm Rep Neel made a motion, seconded by Comm Rep Macdonald to approve the agenda as presented. The motion carried by voice vote.

3. Approval of the Minutes:

Comm Rep Macdonald made a motion, seconded by Comm Rep Neel to approve the minutes of the June 18, 2019 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Update on plans for The Club/M19-072:

Director Bechtold reviewed the item noting that the consultant, Mark Davis had been on-site and made recommendations to help separate The Club from their competition. Comm Rep Macdonald asked if the functional fitness was not the same as cross fitness and Director Bechtold said it was not truly cross fit but similar components.

Comm Rep Neel asked if there was a plan to attract trainers for the equipment and Director Bechtold explained there was a need but they did not have a plan as of yet.

Commissioner McGinn asked about the Kids Korner and if it needed to be open when The Club was and Director Bechtold explained that they would not need to be but instead were looking to re-work the area to offer options for teens. Executive Director Talsma also noted that they were looking to offer teen fitness programming.

Chairman K. Evans asked about the tire flips being dangerous and Director Bechtold explained that the participants would be monitored by staff. Chairman K. Evans asked about a women's only area and Director Bechtold noted it would be small and for stretching and yoga. He explained that it was a popular item but more of a small nitch to get participants started in fitness.

Chairman K. Evans noted that while he understood that staff did not have the consultant's report at the time, he believed the committee should be reviewing those plans and not just having information for consideration. Executive Director Talsma noted that with the August Park Tour, the next scheduled Recreation Committee would not be until September and staff was concerned about being able to implement the plans prior to the next selling season.

Comm Rep Henderson asked if there would be actual recommendations on this item. Executive Director Talsma noted that the committee could choose to meet in August for the purpose of reviewing this plan or the item could be budgeted for the following year.

It was determined to hold a special Recreation Committee meeting August 13, 2019 at 7:00 p.m. to present the plans for The Club. The committee was in agreement.

Comm Rep Aguilar asked if it was more of a repurposing of space and Director Bechtold noted that it was.

No vote was taken as the plans would be presented to the next Recreation Committee meeting August 13, 2019.

B. Recreation Report and 2Q Goals/M19-070:

Director Kapusinski distributed an Activity Enrollment report. She also introduced Mr. Jeff Ney the new Sponsorship and Advertising Manager. Director Kapusinski noted that next month the committee would meet the new Recreation Superintendent.

Director Kapusinski explained that the ELC program expanded over the summer to include field trips to other facilities and other classes to make the program more interesting. She also noted that they had hired a new hockey coach, Anthony Perisi, who was very popular with the ice program.

Chairman K. Evans asked if they would do social media on Commissioner Raj Chhatwani and Director Kapusinski noted that it was already planned. She also explained that Amita had renewed their contract with the district.

President Kaplan asked about the opening of the fitness court and Director Hugen said it would be in time for Party in the Park with a ribbon cutting ceremony and demonstrations.

Comm Rep Macdonald asked if the next Activity Enrollment report could put cancelled and active classes next to each other for comparison. He also asked about per person profit and Executive Director Talsma explained that some classes (new and tax supported) were run below minimums.

Comm Rep Neel made a motion, seconded by Commissioner Chhatwani to send the Rec Report and 2Q Goals/M19-070 to the board as presented. The motion carried by voice vote.

C. Golf & Facilities Report and 2Q Goals/M19-069:

Director Bechtold reviewed the report.

Comm Rep Sernett asked about the multi leaks in the irrigation and Director Bechtold noted it was primarily #7 sprinkler and typical for the course.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to send the report to the board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Neel thanked staff for the detailed reports.

Commissioner Chhatwani said she was waiting to see the end of month numbers and very happy to be on the committee.

Comm Rep Macdonald said the splash pad was great.

Chairman K. Evans noted that the parade and float were awesome and reminded all that the next Rec Committee would be August 13, 2019 at 7 p.m. at the Triphahn Center.

8. Adjournment:

Comm Rep Neel made a motion, seconded by Commissioner Chhatwani to adjourn the meeting at 8:52 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Peg Kusmierski
Recording Secretary

HOFFMAN ESTATES PARK DISTRICT MEMORANDUM # M19-074

To: Recreation Committee
From: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
Date: August 13, 2019
Re: Enhancement Plan for The Club at Prairie Stone

Background

The Club at Prairie Stone Staff worked with Club Marketing & Management (CMM) to provide a full evaluation of our facility. Mark Davis from Club Marketing & Management was on site June 24th & 25th. During this time he evaluated the entire facility operations and functionality. The preliminary written report has supported staff's original thoughts and concerns with current Club operations and amenities (preliminary report is attached). Staff is working with CMM to update the report for some minor incorrect or missing data analytics that were seen in the report, including:

- The Club does not have a mortgage (The Club pays the Park District debt).
- The Club has no occupancy costs (there are many costs associated with facility).
- Park District residents are already contributing to the fitness facilities through their taxes (this report was requested for The Club and it receives extremely minimal tax support).
- The sales and marketing budget is insufficient. Salaries for sales and marketing staff are not included in totals that are being used (they only used PT sales wages not FT).
- Sales wages are relatively low (this contradicts other areas of the report as the sales wages are the primary expense in sales and marketing and we are exceeding the recommending spending level).
- The report states there is nothing for 7 to 12 year olds to do (there are classes for this age range offered at The Club. The report is only looking at things for children this age in Kids Korner and open swim as opposed to addressing organized programs).
- "Net Revenue" is used as a basis in a lot of their calculations (this is an extremely misleading term as it is truly gross margin).
- The breakdown in the financial analysis is problematic. They say that "payroll" should be 30% but their number for payroll is some payroll (it does not include the payroll included in their "net revenue" or Janitorial/Repair but does include Marketing/Sales).
- The 30% ancillary income includes revenue for the entire facility. This would include programs, investment income and all rental income including rental revenue (it should be amounts that members pay for other member services, i.e. personal training, massage, Kids Korner, etc.).
- The District does not have a Nature Center or Museum.

We will continue to work with them to update factual information along with discussing concepts and strategies to improve our facility within the report.

Implications

Below is a brief summary of the highlights of the preliminary report. The report is broken down into six different sections. These sections included an Executive Summary, SWOT, General Overview, Key Observations, Recommendations and Fitness Center Profile Report.

Executive Summary Highlights

- The facility is well run, well-funded and well cared for, however, there is room for improvement.
- Sales & Marketing efforts need to be organized and a professional sales program needs to be put in place for success.
- Stronger fitness programs and more variety needed.
- Larger focus on member retention.

S.W.O.T Highlights

Strength

- Located in a growing market, with above average household income. Strong local economy, high household income, low unemployment rate.
- The fitness and recreation industry is growing and expected to continue growing.

Weakness

- Lack of sales and marketing structure. Sales and marketing of fitness are not strong. Not enough focus or spending in marketing of fitness offerings.
- Facilities lack a feeling of energy, absolutely necessary in attracting the younger fitness buyer.

Opportunities

- Upgraded fitness center and fitness equipment would allow the center to market “New and Improved”, keep pace with competitors. New “Grand Opening” opportunity.
- Professional sales system and team should help improve membership growth and retention.

Threats

- Nationally, only 17-20% of the population will join a fitness facility. With 97,000 people living within 12 minute drive-time, your actual target market is only 20,000 people, shared by all competitors.
- Low cost, small fitness competitors can be expected to continue entering the market. Boutique fitness centers targeting very specific fitness market segments are the fastest growing segment of the fitness industry.

General Business Overview

Club membership is in a steady decline. The average age of the typical member has increased, and the younger market has gone to other fitness offerings and facilities. To further compound the problem, as the membership has aged The Club is offering programming for the older market pushing the young potential members to other gyms and programs.

We normally expect 70-80% of your fitness members to come from within an 8 minute drive-time of The Club. This area population is only 9,000 which means that most of your members live outside the normal drive time. People will drive further for recreational activities such as golf, tennis, swimming or basketball. The good news is the total population living within a 12 minute drive of The Club is approximately 97,000, a medium sized market with a cost of living index of 121 (100% of the US average), but also with a high median household income of \$80,000, well above the US average of

\$53,000. Only 17 to 20% of the US population buys fitness memberships. We can interpolate then that the combined market for all fitness centers in your market area will be around 20,000 potential members. With approximately 2,100 existing members, your market penetration is estimated at 10% of total fitness members in the district.

The US Fitness industry is very healthy and includes about 34,000 health clubs with health club membership growing from 42.7 million to 54.2 million from 2006 to 2014. It is a very competitive industry with many market segments. Large companies have competitive advantages including access to capital and economies of scale while small independent companies depend on favorable location, pricing and service. Non-profit organizations, city, county and recreation districts tend to have fewer fitness offerings but very competitive pricing.

Key Observations Overview

Management

Overall, The Club is well managed. The facility manager is very capable and has a good grasp on the operation's strengths, weaknesses and areas of concern. Administration of the center is your key strength, mostly due to strong leadership, staff and the affiliation with the park district and their infrastructure. However, it appears that there is a focus on delivery of services rather than marketing and sales and this may limit your ability to attract and retain fitness members.

Marketing and Sales

SALES PROCESS - At this point, you are mostly taking orders. Sales staff is handling incoming calls and visits but there are no direct fitness marketing efforts or follow-up with those don't join. The Club has no specific sales management program in place and sales staff have not been trained in a professional sales presentation technique. This alone could have a major impact on sales volume. Sales staff should develop a specific process that all sales staff utilizes the same way to track and follow-up on the leads that come in.

Sales/Retention Culture

A major obstacle to the growth of any facility is the commitment to professional sales, marketing and retention systems. It is extremely difficult to compete with facilities that have made the commitment when you have not. You are in the business of competing for the fitness and recreation buyers in your market. Members and their associated dues are the lifeblood of your club. A culture of focusing your employees and your systems on selling and retaining members is a must. Most of your leads should come from referrals from happy members. This requires happy members! This requires a team of employees ready and able to help these people share their fitness center with family and friends.

Fitness Programs

- The Club was clean, neat and well organized. Equipment appeared in good operating order. A review of your equipment inventory showed many equipment options, but many cardio pieces are nearing 18 years in age, well past their useful life. Some cardio machines include personal viewing stations (PVS).
- You currently have 45 Group fitness classes per week. The average gym will offer between 50 and 80 classes per week, usually on the high end when water classes are offered.
- Expand your offering of "Small Group Training" classes for a fee, such as HIIT classes, TRX, Functional Fitness, etc. These types of classes would increase your desirability to the younger user.
- Most fitness centers now have about 30% of revenues coming from ancillary fitness program revenue such as personal training, small group training, sports and agility training. Your club is spot on at 30% in ancillary income.

Family Programming

In your current format you do not promote programs for the 7 to 12 year olds to do while the parents are in classes or working out. A 12 year old is not going to be excited to go to the Kids Korner with the 6 year olds. You have framed The Club as a place for the residents to come with their families, but you don't really address this option, other than the pool. This could be an opportunity for you as the competition in the market do not have the facilities to offer this kind of service.

Club Marketing & Management Recommendations

Both staff and Mark Davis agree The Club has great potential and the opportunity for growth with facility updates. These updates will allow us to reach a larger demographic of patrons that we are currently not reaching with the current layout of the facility. Providing High Intensity Interval Training and a specialized area for sport specific training is the fastest growing trends in the fitness industry. After reviewing the preliminary report and discussing Mark's recommendations, staff has created an enhancement plan that will be included in the budget process for 2020 and beyond.

This concept plan will include:

2019 – Operational Updates no budget impact

- Sales Process Enhancement
This will include development of a new repetitive sales process and onboarding plan. We will also be empowering all front desk staff to assist with sales. This will create a larger more dynamic sales force. They will be trained on sales strategies and techniques to enhance the sales process with our potential new member. These trainings will be done by the Sales Manager who will now oversee our entire Front Desk Sales & Retention Team.
- Marketing Campaigns
Using the strategies and techniques provided by Club Marketing & Management, staff will now have a clear direction of the facilities fitness upgrades and enhancements. They will be able to market these updates via social media and thru The Club's website. They also already have begun working on SEO to increase our visibility on different search engines.
- Group Fitness Schedule
We will be developing a complete new schedule with updated classes. This schedule will include free classes as well as the upgrade access to the new functional fitness area. The ultimate goal with the fitness schedule will be to reach as many different demographics as possible to maximize our potential for new members.

2020 - Phase One of the capital updates will include following (\$450,000):

- Court 3 Conversion to Functional Fitness & Speed and Agility Area = Budget \$150,000
This will include resurfacing court three with turf along with adding state of the art equipment, sound system, check in counter to perform HIIT classes and Speed and Agility classes. This area and programs will be offered as upgrade to a current membership. Attached are a few concepts of design.
- Court 2 Conversion to Strength Conditioning Area = Budget \$100,000
This will include resurfacing court two to sport flooring, with relocating all free weights and strength training equipment along with adding additional power racks and strength equipment. We will also repurpose the Synergy 360 Machine to this area for maximum exposure and use.

- Court 1 Conversion to Multipurpose Turf = Budget \$70,000
This includes resurfacing court one to turf to provide a multipurpose training and rental space.
- Group Fitness Studio = Budget \$25,000
This will include resurfacing the current free weight room to create an additional studio to enhance our mind and body classes along with giving us the flexibility to add additional HIIT training classes.
- Enhancement of Kids Club & Teen Area = Budget \$20,000
This will include the enhancement of the current area to make a more inviting space for all ages. We will also address a Teen age group and provide them with a space that is fun and exciting to visit.
- Women's workout only area = Budget \$5,000
- Carpet replacement fitness area = Budget \$40,000
- Security / Control Entrance System = Budget \$15,000

2021 - Phase Two Enhancement (\$425,000)

- Outside Functional Fitness Area = Budget \$75,000
- Locker Room Renovations = \$350,000

With any major enhancement or project, staff carefully analyses all data and evaluates return on investment. The expected life span of this renovation is 15 to 20 years; our goal would be to have a payback of 5 years on our initial phase one renovation. With our average membership fees around \$50 a month, each new member generates \$600 per year. With the goal of a five year pay back we will need to generate 150 initial new members to generate an additional \$450,000 over the next five years. An additional 150 members would double that. Staff feels increasing our membership base by 10% due to the improvements is obtainable. This also doesn't include the additional revenue that will be generated from rentals and HIIT programming. A complete breakdown and final budget analysis will be completed as a part of the 2020 budget process.

It is anticipated that the recommended updates to The Club will be approximately \$400,000 to \$450,000 for each of the next two years. There are sufficient Debt Service reserves to reduce or eliminate the debt service transfer from The Club for the duration of the enhancements. This will provide the necessary resources for the project and allow it to be reflected in The Club financial statements.

[You may view the Fitness Center Profile Report through this link.](#)

We have attached a few tentative layouts for a general concept of design for Court 3 functional fitness area. These are preliminary ideas on equipment and layout. Staff will use these concepts to prepare bid documents and final layout design.

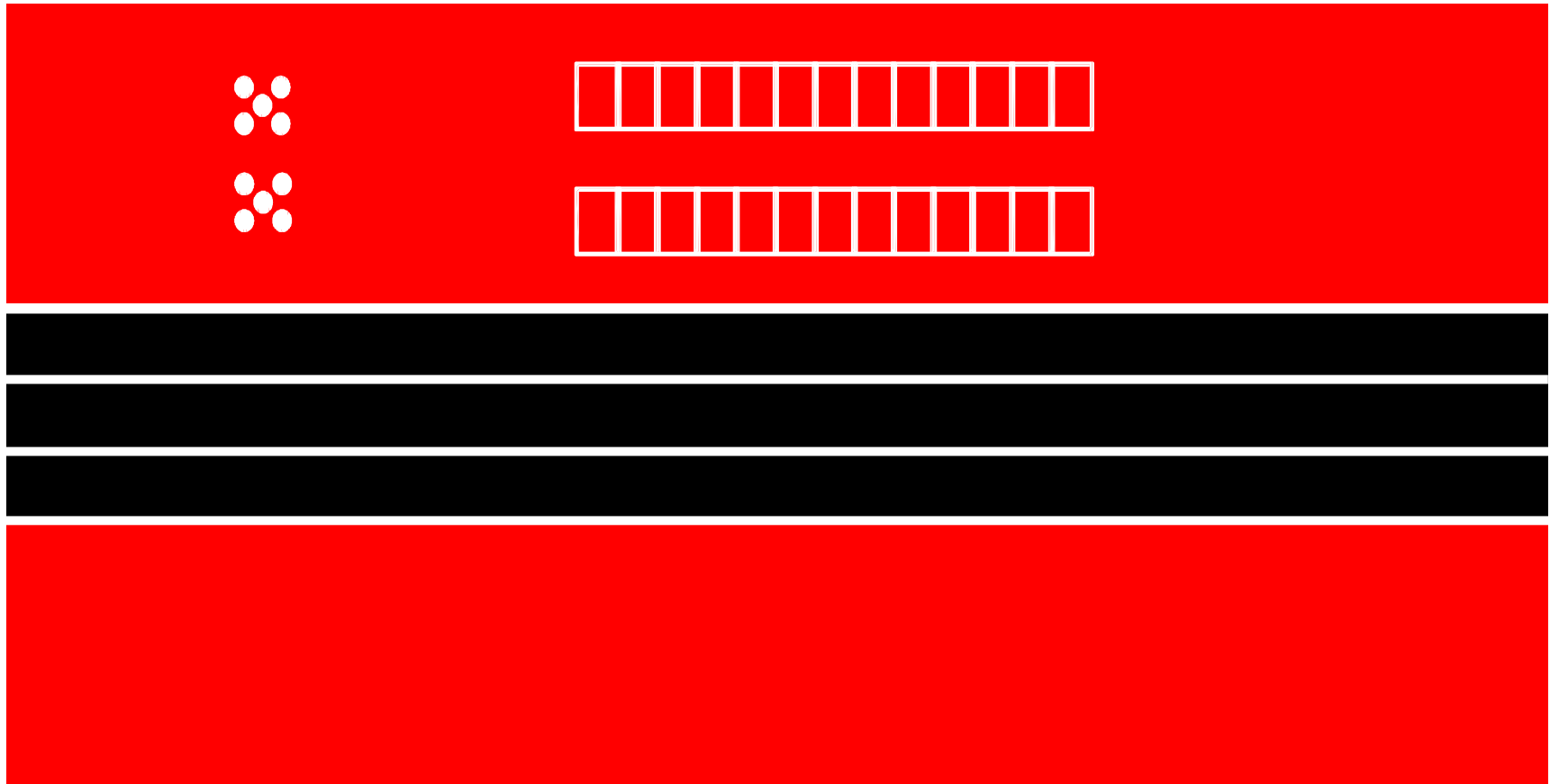
Recommendations

Staff is recommending the Rec Committee to recommend to the full board the conceptual improvements to the full Board. This will allow staff to begin working on bid documents, proposals and business plans for the 2020 budget process. Final plans will be presented as part of the 2020 budget process with all supporting bid results and business plans.

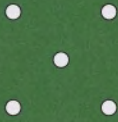
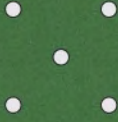
Prairie Stone Health & Wellness | Court Conversion Flooring

120 Feet

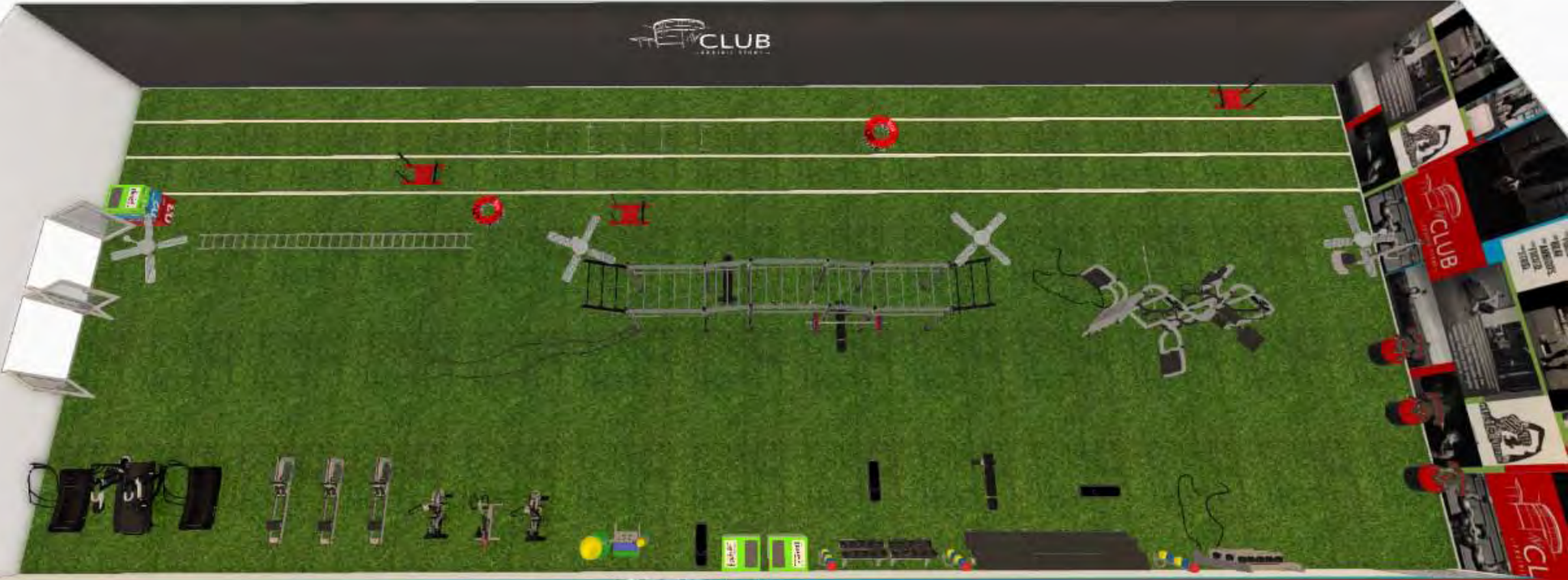
52 Feet



OPTION 1



CLUB
ARTIFICIAL TURF





TOP VIEW



PRODUCT FEATURES

- X-RACK ATHLETIC
- X-CREATE FUNCTIONAL
- TANK



TORQUE USA

Memorandum No. M19-081

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Dustin Hugen, Director of Parks, Planning & Maintenance
RE: Birch Park (OSLAD Grant)
DATE: August 5, 2019

Background:

Last year the Hoffman Estates Park District purchased land at Birch Park from School District 54. The land that was purchased was the property where Twinbrook School was located. The land was sold to the district after the school was razed and turf cover put down. The area was left as open space, and the District informed the community it would take time to plan for that sight. The District's GIS had Birch Park to be renovated in 2021.

On July 1, 2019, the IDNR released an Open Space Land Acquisition and Development Grant that would be due on August 16, 2019. Staff felt this was a perfect opportunity to develop the open space sooner than expected. The schedule is very aggressive in terms of this grant due to a very constraining timeline and the amount of work needed to obtain the grant.

Implications:

On July 2, 2019 staff mailed 91 invites to homes within 500 feet of Birch Park for a public information meeting. We also put up the public information meeting sign at Birch Park on July 2, 2019. The sign and the invites needed to be sent 10 business days prior to the public meeting; this meant our public meeting would be held on July 17, 2019. For this meeting, staff developed a conceptual plan based on our community needs survey and two residents that neighbor Birch Park submitted detailed plans for the park.

The public meeting was held at Birch Park at 6 pm on the 17th and 46 residents attended (the largest public information meeting to date). Residents were in favor of the new walking biking paths, new playground, park shelter/picnic area, open green space for gathering, athletic fields and a sport court (basketball, ground games).

Following this public meeting a committee of staff members was put together to evaluate the results from the public meeting and add additional information (requirement of OSLAD). Staff then developed the proposed plan which is attached.

This plan has a 1/3 mile walking and biking trail that is eight feet wide surrounding the park, a soccer field, new parking lot with 15 spots, shelter, sport court with basketball and ground games, new playground, open space next to shelter, bio swale with butterfly plantings and not shown on the drawing is a small berm for sledding. The overall cost for Birch Park is \$450,000 which the district will be seeking \$250,000 in grant funds. The project will be budgeted over two years with \$75,000 in 2020 and \$375,000 in 2021.

With the committee and Board consensus staff will send the [OSLAD application](#) to be received by the August 16 due date.

Recommendation:

Staff recommends that the Recreation Committee recommend to the full board the approval of the park design and OSLAD application.

OSLAD Grant Program

Hoffman Estates Park District

\$225,000 Grant Application

Birch Park

1045 Ash Road, Hoffman Estates, IL 60169



**Illinois Department of
Natural Resources**



Quarterly Expenditure Schedule

Project Component	Year One First Quarter	Year One Second Quarter	Year One Third Quarter	Year One Fourth Quarter
Consulting Services			\$45,000	
Quarterly Totals	N/A	N/A	\$45,000	N/A
Total Year One	\$ 45,000			

Project Component	Year Two First Quarter	Year Two Second Quarter	Year Two Third Quarter	Year Two Fourth Quarter
Demolition/Grading	\$50,000			
Parking Lot/Concrete Work	\$165,000			
Shelter		\$30,000		
Playground		\$130,000		
Landscaping			\$30,000	
Quarterly Totals	\$215,000	\$160,000	\$30,000	N/A
Total Year Two	\$405,000			
GRAND TOTAL	\$450,000			

**OSLAD Grant Program
Narrative Statement**

Attachment A-1

Applicant (Sponsor) Legal Name: _____

Project Title: _____

Instructions:

Describe, at a minimum, the overall concept of the project, project funding, agencies involved, approach to implementation, project location, trail mileage to be provided through the project, need for the project, anticipated benefits and the proposed schedule of operation (daily and/or seasonal hours of operation) for the project facility. Be thorough and explicit, this narrative should completely describe the project and expected outcome.

BIRCH PARK IMPROVEMENTS "2020"



8 ft wide Asphalt pathway

Deciduous Plantings

Soccer Field
165 X 250

1/2 Court Basketball

8 ft wide Asphalt pathway

Parking Lot
15 spaces

Bio Swale
& natural plantings

8 ft wide Asphalt pathway

Playground Equipment
5-12 yrs.

Playground Equipment
2-5 yrs.

Concrete Ramp

8 ft wide Asphalt pathway

Open Air Shelter

Concrete surface

Deciduous Plantings

Natural plantings

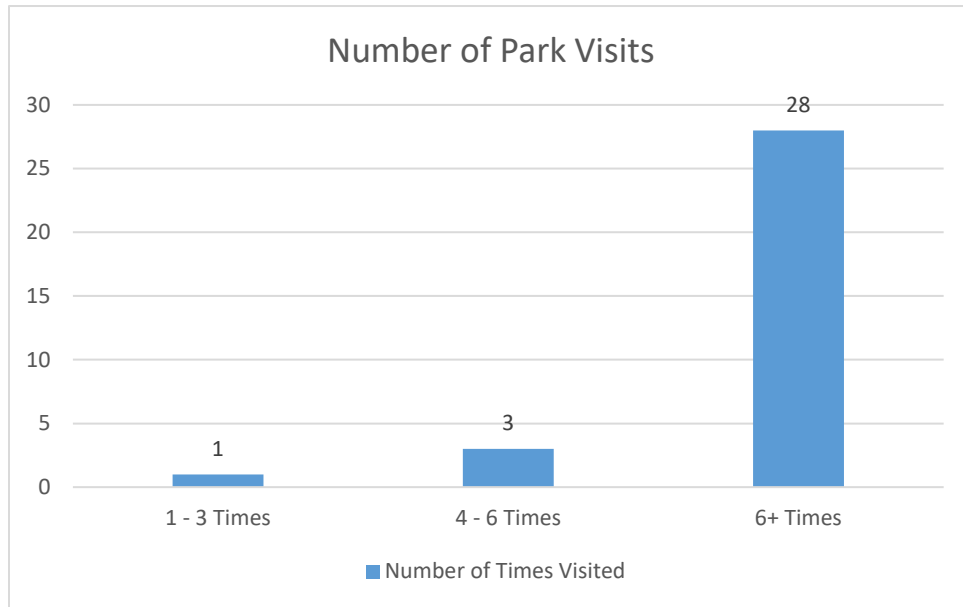
Porta potty in enclosure



Community Survey Results

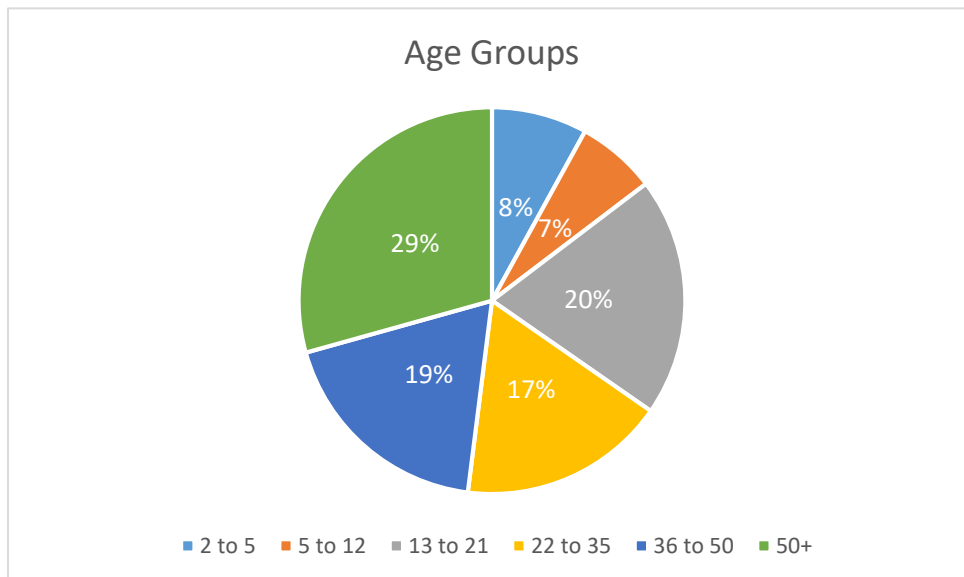
Birch Park

1. Number of Visits to Park



*Observation: 87.5% of residents visit the park **more than 6 times** throughout the operating seasons.

2. Age Groups



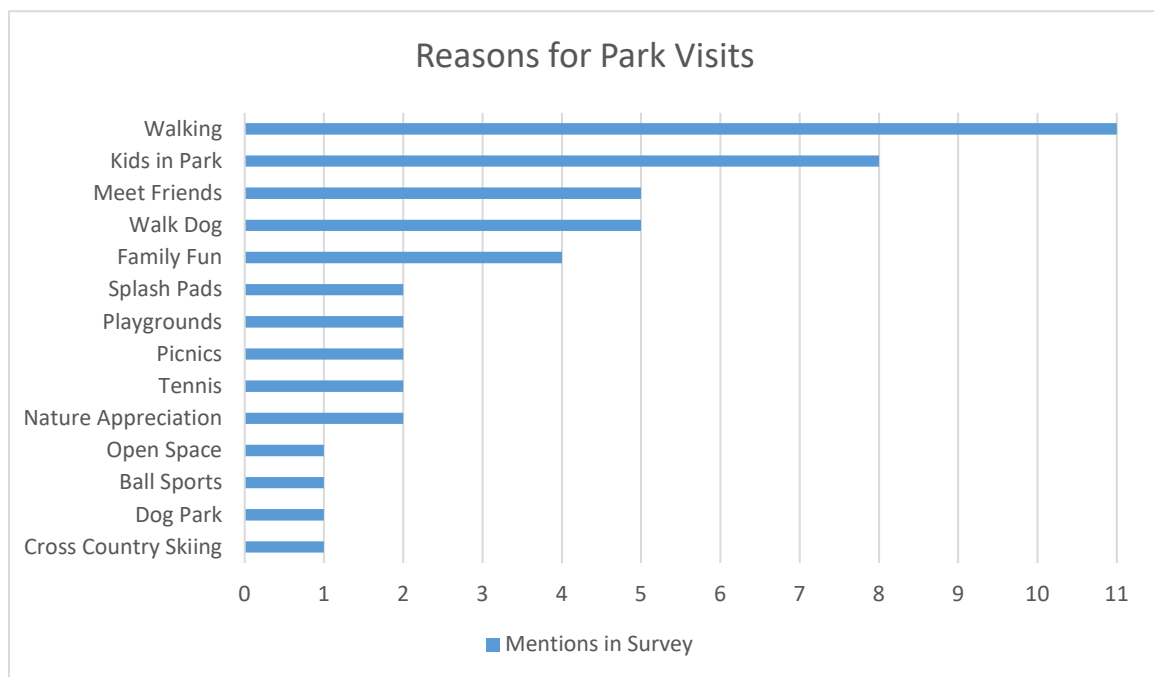
*Observation: 85% of residents are **over the age of 12**.

3. Playground Design

Design concepts are ranked from **most voted** to **least voted**.

- I. Climbing
- II. Swinging
- III. Sliding
- IV. Brachiating
- V. Balancing
- VI. Spinning

4. Main Reasons for Park Visits



5. Conceptual Ideas

Conceptual Designs are ranked from **most wanted** to **least wanted**.

- I. 8 foot wide walking / biking (wheels) path
- II. Passive Areas (Open grass space for picnics, open play and etc.)
- III. Picnic Shelter
- IV. New Playground
- V. Sports Area - 1/2 Basketball court, bags, bocce
- VI. Parking Lot
- VII. Dog Park
- VIII. Soccer / Athletic Field

Hoffman Estates Park District Community Interest and Opinion Survey Executive Summary

Overview

ETC Institute administered an interest and opinion assessment during the Fall of 2018 for the Hoffman Estates Park District (HE Parks) to assess its parks, recreation, trails, programs, cultural arts, events, and open space. After conducting this comprehensive study, HE Parks will create a Comprehensive Master Plan to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households within the boundaries of HE Parks. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at www.HoffmanEstatesSurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of HE Parks from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 800 residents. This goal was far exceeded, with a total of 905 residents completing the survey. The overall results for the sample of 905 households have a precision of at least +/-3.23% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing the Park District's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized on the following pages.

Overall Use and Ratings of HE Parks' Parks

Parks Use. Over three-quarters of survey respondents (78%) indicated their household has visited HE Parks' parks during the past 12 months. Twenty-six percent (26%) visited the parks between 1 to 5 times, 18% visited between 6 to 10 times, 13% visited between 11 to 15 times, and 43% visited 16 or more times.

Parks Ratings. Of the percentage of households that have used the parks (78%); thirty-two percent (32%) of respondents indicated they were in "excellent" physical condition, 59% indicated they were in "good" physical condition, 8% rated the physical condition as "fair," and 1% gave the parks physical condition a "poor" rating.

Overall Participation and Ratings of Programs

Program Participation. Over half of respondents (52%) indicated they or members of their household had used HE Parks' programs, activities, or facilities during the past 12 months. Of these respondent households, thirty-seven percent (37%) indicated they had participated in 1 program/activity, 40% participated in 2 or 3 programs/activities, 15% participated in 4 to 6 programs/activities, 4% participated in 7 to 10 programs/activities, and 5% participated in 11 or more programs/activities. The following reasons were the highest rated explanations why respondent households have chosen to participate in HE Parks' programs and activities: location of the program facility (76%), times program is offered (39%), and fees charged for class (37%).

Program Ratings. Of the respondents who participated in programs, activities, or facilities in the past year (52%), twenty-eight percent (28%) rated them as "excellent," 61% rated them as "good," 9% rated them as "fair," and 2% rated them as "poor."

Methods to Learn About Programs or Activities

The highest rated methods of communication that respondent households use to learn about programs or activities during the past 12 months were: HE Parks brochure (78%), HE Parks website (37%), direct mailings (32%), and HE Parks email (29%).

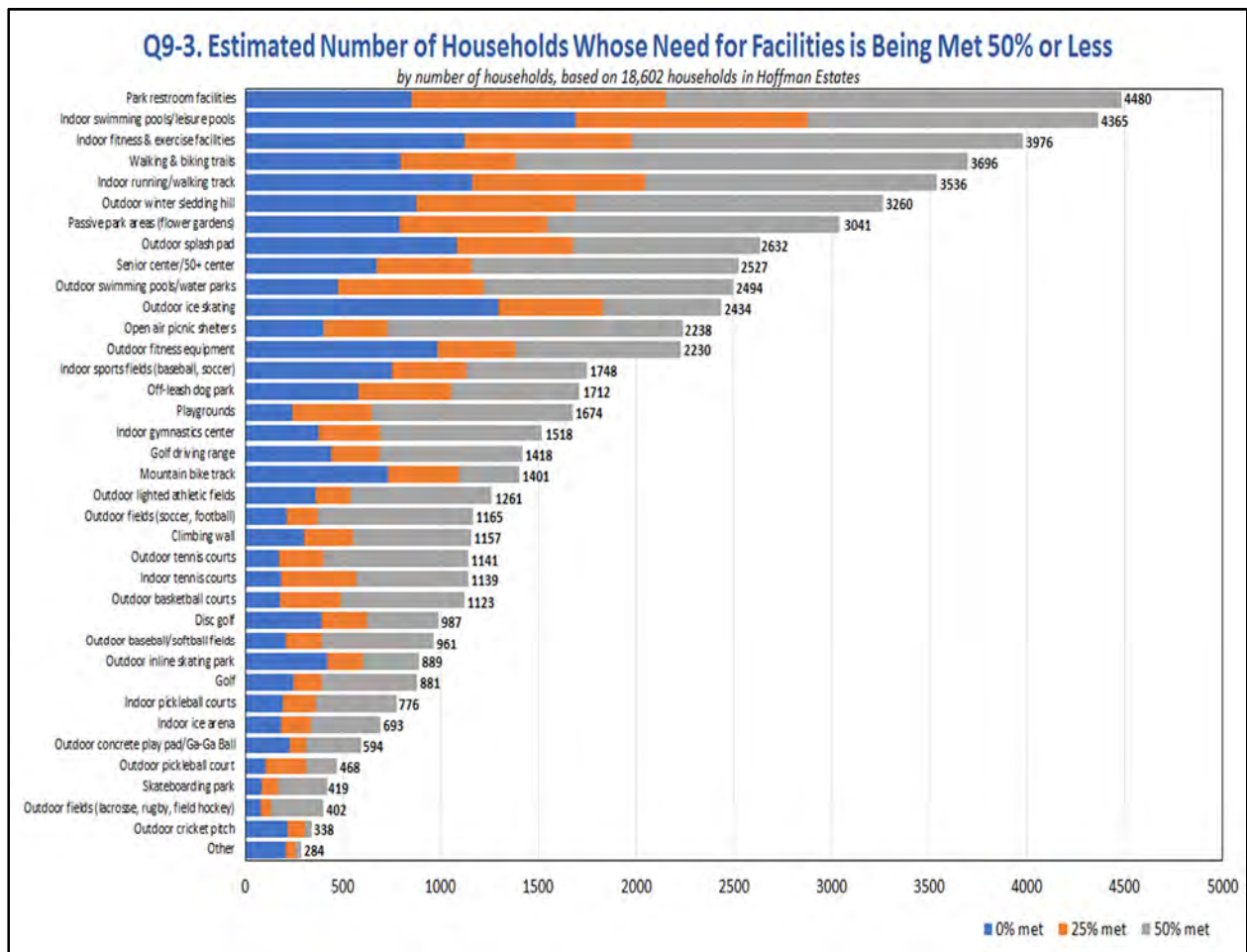
Reasons that Prevent Usage of Parks and Facilities

From a list of 18 various reasons that would prevent respondent households from using the parks and facilities more often, the top four reasons were: too busy (30%), use other park districts (22%), fees are too high (21%), and not interested (21%). An overwhelming number of respondents (92%) indicated they have learned about HE Parks' programs and activities from the social media platform Facebook.

Facility Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 36 recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

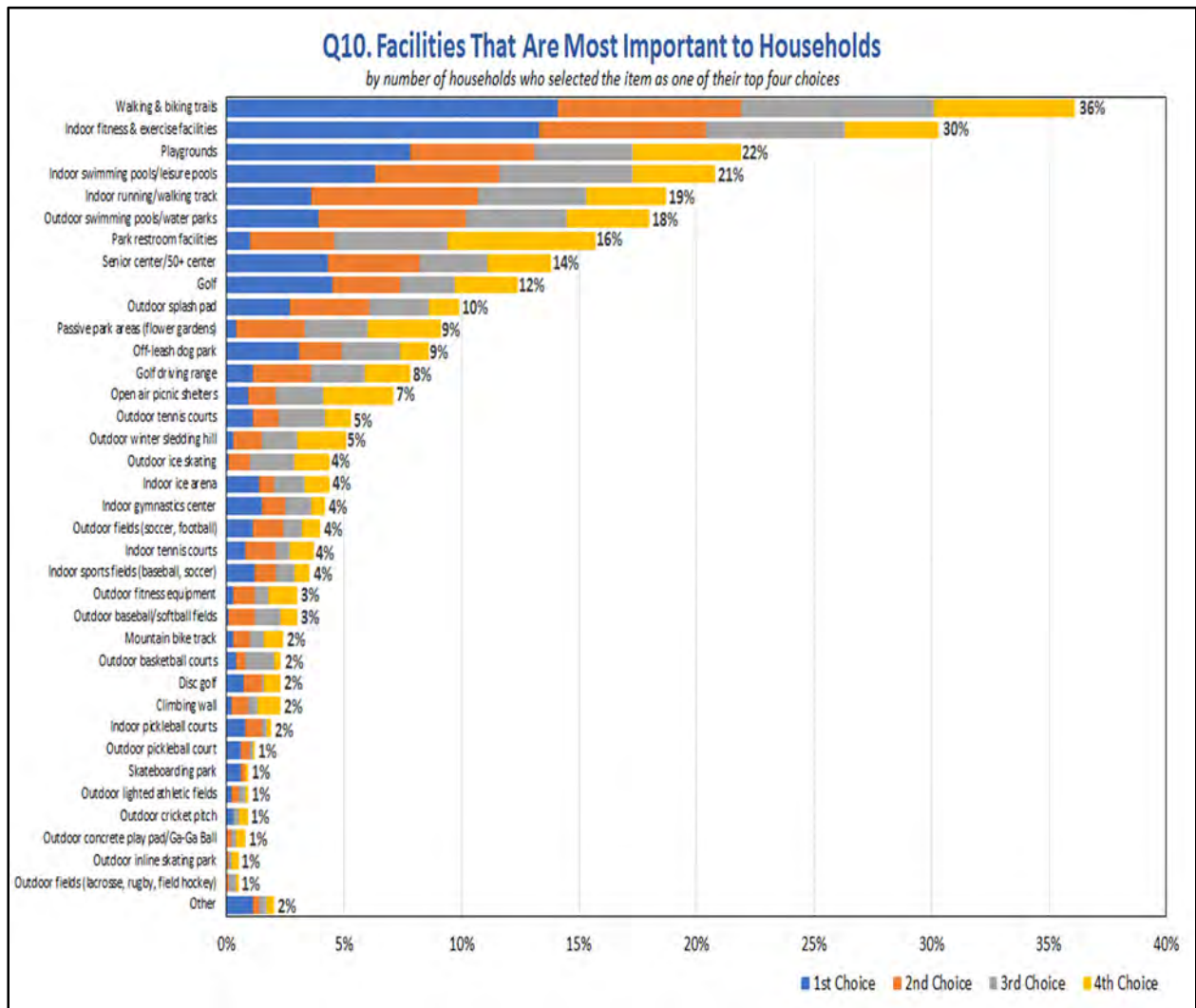
The top four recreation facilities with the highest percentage of households that indicated a need for the facility were: walking and biking trails (62%), indoor fitness and exercise facilities (60%), park restroom facilities (56%), and indoor swimming pools/leisure pools (49%). ETC Institute estimates a total of 11,515 households out of the estimated 18,602 households in Hoffman Estates have a need for walking and biking trails, an estimated 11,105 households out of the estimated 18,602 households in Hoffman Estates have a need for indoor fitness and exercise facilities, and an estimated 10,492 households out of the estimated 18,602 households in Hoffman Estates have a need for park restroom facilities. ETC Institute estimates a total of 4,480 households out of the 18,602 households in Hoffman Estates have unmet needs for park restroom facilities, an estimated 4,365 households out of the 18,602 households in Hoffman Estates have unmet needs for indoor swimming pools/leisure pools, and an estimated 3,976 households out of the 18,602 households in Hoffman Estates have unmet needs for indoor fitness and exercise facilities. The estimated number of households that have unmet needs for each of the 36 facilities that were assessed is shown in the table below.



Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents’ top four choices, the four most important facilities to residents were:

1. Walking and biking trails (36%),
2. Indoor fitness and exercise facilities (30%),
3. Playgrounds (22%), and
4. Indoor swimming pools/leisure pools (21%).

The percentage of residents who selected each facility as one of their top four choices is shown in the chart below.

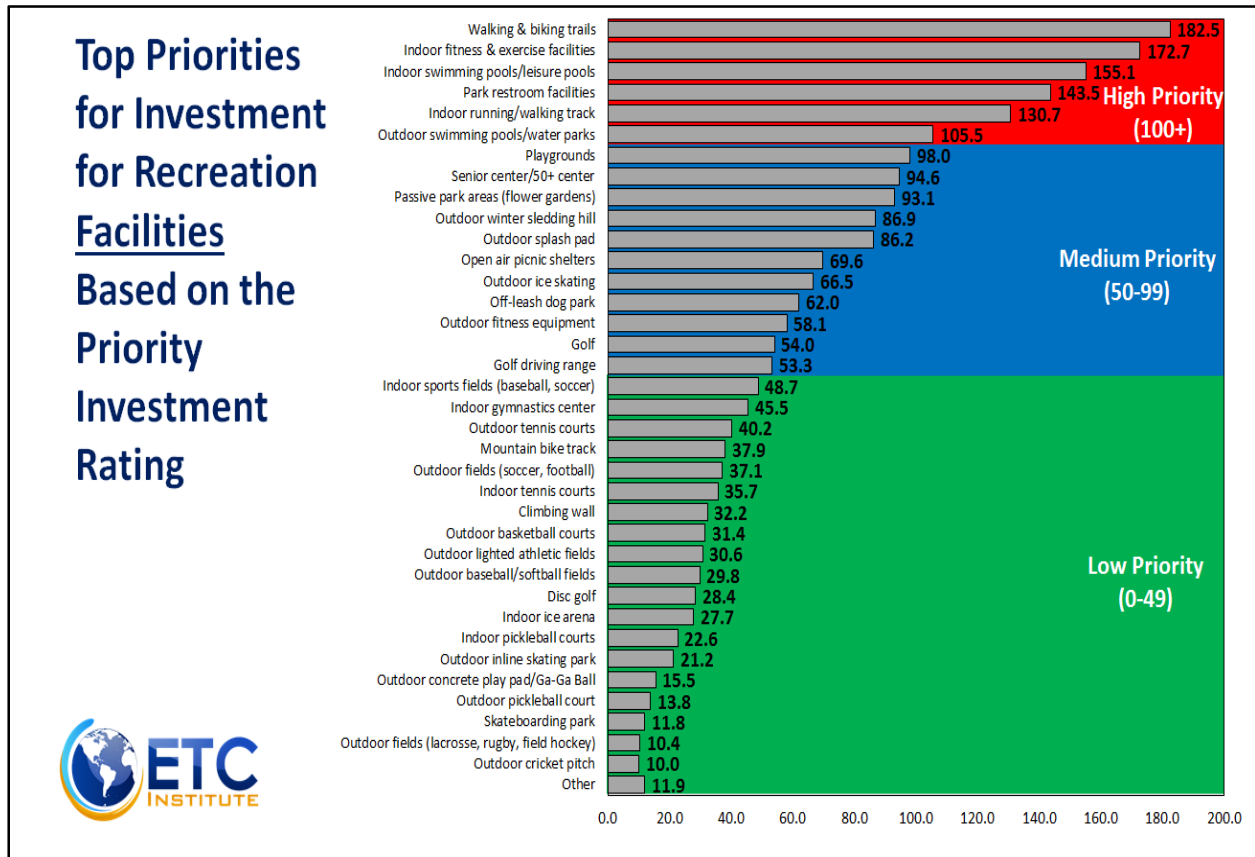


Priorities for Facility Investments. The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The **Priority Investment Rating (PIR)** equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based on the **Priority Investment Rating (PIR)**, the following six facilities were rated as high priorities for investment:

- Walking and biking trails (PIR=182.5)
- Indoor fitness and exercise facilities (PIR=172.7)
- Indoor swimming pools/leisure pools (PIR=155.1)
- Park restroom facilities (PIR=143.5)
- Indoor running/walking track (PIR=130.7)
- Outdoor swimming pools/water parks (PIR=105.5)

The following chart shows the **Priority Investment Rating (PIR)** for each of the 36 facilities that were assessed on the survey.



Programming Needs and Priorities

Programming Needs. Respondents were also asked to identify if their household had a need for 31 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The four programs with the highest percentage of households that had needs were: adult fitness and wellness programs (48%), outdoor fitness (42%), community special events (35%), and swim programs (28%). ETC Institute estimates a total of 8,966 households out of the estimated 18,602 households in Hoffman Estates have a need for adult fitness and wellness programs, an estimated

COMMITTEES:

- Appropriations – General Services
- Elementary Secondary Education Administration
Licensing & Charter School
- Elementary & Secondary Education : School
Curriculum & Policies
- Mental Health
- Public Utilities



CAPITOL OFFICE

109 State House
Springfield, IL 62706
PHONE: (217) 782-0347

DISTRICT OFFICE

1014 E. Schaumburg Rd.
Streamwood, IL 60107
PHONE: (630) 372-3340
FAX: (630) 372-3342

**ILLINOIS HOUSE OF REPRESENTATIVES
44th DISTRICT**

Fred Crespo

ASSISTANT MAJORITY LEADER

Illinois Department of Natural Resources
Office of Grant Management and Assistance
One Natural Resources Way
Springfield, Illinois 62702-1272

Re: OSLAD Grant for Hoffman Estates Park District's project at Birch Park

Dear OSLAD Grant Committee:

As a *State Representative* in the Northwest suburbs of Chicago, I am writing this letter to voice my strong support of the Hoffman Estates Park District's OSLAD project on the east side of Hoffman Estates. Birch Park is adjacent to an elementary school which was demolished in 1980. The park district recently purchased the 6.9 acres from the school district and would like to beautify the area for the neighborhood. Some of the amenities included in this project are an 8 ft. wide walking/biking path, passive areas, a picnic shelter, and a new playground and sports area.

The residents on the east side of Hoffman Estates are extremely excited about this project. This area is in dire need of a park like this.

Please consider awarding an OSLAD Grant to the Hoffman Estates Park District for their Birch Park project.

Sincerely,

A handwritten signature in black ink, appearing to read "Fred Crespo".

State Rep. Fred Crespo
Assistant Majority Leader
44th District

ILLINOIS HOUSE OF REPRESENTATIVES



MICHELLE MUSSMAN

STATE REPRESENTATIVE • 56TH DISTRICT

Illinois Department of Natural Resources
Office of Grant Management and Assistance
One Natural Resources Way
Springfield, Illinois 62702-1272

Re: OSLAD Grant for Hoffman Estates Park District's project at Birch Park

Dear OSLAD Grant Committee:

As a State Representative in northern Illinois, I am writing you to voice my support for the Hoffman Estates Park District's OSLAD project on the east side of Hoffman Estates. Birch Park is adjacent to an elementary school which was demolished in 1980. The park district recently purchased the 6.9 acres from the school district and would like to beautify the area for the neighborhood. Some of the amenities included in this project are an 8 ft. wide walking/biking path, passive areas, a picnic shelter, a new playground and sports area.

The residents on the east side of Hoffman Estates are extremely excited about this project. This area is in dire need of a park such as this.

Please consider awarding an OSLAD grant to the Hoffman Estates Park District for their Birch Park project.

Sincerely,

A handwritten signature in black ink, appearing to read "Michelle Mussman".

Michelle Mussman
State Representative
56th District

RAJA KRISHNAMOORTHY
8TH DISTRICT, ILLINOIS

115 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515

TELEPHONE: (202) 225-3711
FAX: (202) 225-7830

1701 EAST WOODFIELD ROAD, SUITE 704
SCHAUMBURG, IL 60173

TELEPHONE: (847) 413-1959
FAX: (847) 413-1965

www.krishnamoorthi.house.gov

Congress of the United States
House of Representatives
Washington, DC 20515

COMMITTEE ON
OVERSIGHT & REFORM

SUBCOMMITTEES:
ECONOMIC & CONSUMER POLICY
CHAIRMAN

ENVIRONMENT

HOUSE PERMANENT SELECT
COMMITTEE ON INTELLIGENCE

SUBCOMMITTEES:
STRATEGIC TECHNOLOGIES &
ADVANCED RESEARCH

INTELLIGENCE MODERNIZATION &
READINESS

August 5, 2019

OSLAD Grant Administrators
Illinois Department of Natural Resources
One Natural Resources Way
Springfield, IL 62702-1271

To Whom it May Concern:

I am pleased to express my support for Hoffman Estates Park District's application for the Open Space Lands Acquisition and Development (OSLAD) Grant to redevelop Birch Park. The proposed project would be a tremendous asset to Hoffman Estates residents and would revitalize the recreational opportunities available to constituents in the 8th Congressional District of Illinois.

Birch Park has been dormant for several years since an elementary school was demolished, leaving the land vacant. Thus, repairing the park would be a valuable service. Utilizing the deserted, wide-open space to beautify the land would encourage residents to take advantage of the park. The total cost of this expansion would be \$450,000, and the park district is seeking \$225,000 in OSLAD funding for planning, bidding, and minor ground work.

Specifically, the proposed improvements to Birch Park include bike paths, picnic shelters, gardens, and a new playground. The park refurbishment proposal was raised at a recent town hall and was widely supported by the residents of Hoffman Estates. The neighborhood would benefit from the redevelopment, since a park of comparable size does not currently exist.

I would like to reiterate my full support for the requested grant. I concur that this development will assist in meeting many of the needs of the citizens and will serve to enrich their lives as well. Thank you for the opportunity to express my support of Hoffman Estates Park District's application. I would sincerely appreciate your favorable consideration.

Sincerely,



Raja Krishnamoorthi
Member of Congress

MEMORANDUM NO. M19-083

To: Recreation Committee
From: Craig Talsma Executive Director
Brian Bechtold, Director of Golf & Facilities
Alisa Kapusinski, Director of Recreation
Date: August, 9, 2019
Re: Windy City Bulls Rental Agreement

Background

The Windy City Bulls are the NBA G League Affiliate of the Chicago Bulls. They play their home games at the Sears Centre. Since fall 2016, the Hoffman Estates Park District has provided gym space to the Windy City Bulls when the Sears Centre facility is not available to them.

The current rental agreement is due for renewal.

Implications

The attached contract represents a three-year agreement through June 30, 2022.

In summary, the agreement provides the Windy City Bulls:

- The Club at Prairie Stone gym space for team practices at the rate of \$50/hour prime time and \$35/hour non-prime time.
 - o Use of Triphahn Gym or Willow Gym if The Club Gym is not available at \$35/hour.
- 15 annual memberships to The Club for team personnel
- 25 six-month memberships for team players and basketball operations staff

In return, the Windy City Bulls will provide HE Parks:

- One youth clinic on the Sears Centre court
- Eight season tickets to home games
- Up to 200 tickets to one game for HE Parks basketball league participants as a fundraiser
- Up to 200 ticket vouchers (valid for 4 tickets) to up to 5 home games
- Player appearances for three events
- Mascot appearances for three events
- Authority to use “Official Training Facility of the Windy City Bulls” on promotion for The Club.

Recommendation

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

August 15, 2019

Craig Talsma
Executive Director
Hoffman Estates Park District
1685 W. Higgins Road
Hoffman Estates, IL 60169

Dear Craig:

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 *The Club at Prairie Stone* (referred to herein as “Facility”), located at 5050 Sedge Blvd, Hoffman Estates 60192 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, 2022 (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 costlier or burdensome 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. YOUTH CLINIC AT SEARS CENTRE ARENA

1. Sponsor will receive the opportunity to host a half-day (up to six hours) Youth Clinic on the Team basketball court in October of each year of this Agreement.
2. Team basketball court includes the playing surface, two basketball hoops and game clock/scoreboard.
3. Sponsor shall be solely responsible for the successful operation of the Clinic,

including: marketing and registration.

4. Sponsor shall be solely responsible for providing all staff for the safe operation of the Clinic, including personnel for check-in, operation of the Clinic, clock operations and arena security (to ensure guests do not access areas that are not permitted).
5. Sponsor shall be solely responsible for providing all necessary equipment for the successful operation of the Clinic, including but not limited to: basketballs and water dispensers.
6. Sponsor shall provide all liability waivers and insurance coverage to Team for review in advance of the Clinic, and include Team, Sears Centre Arena and Village of Hoffman Estates as indemnitees under the waivers and additional named insureds under the insurance coverage.
7. Use of the facility shall be limited to only the Team basketball court, and floor-level restrooms, and does not include locker rooms, offices, suites or other areas of the Arena.
8. Sponsor shall select the Clinic date from a list of available dates provided by Team

III. WINDY CITY BULLS TICKETS

1. Sponsor will receive eight 100-level tickets to each Team regular season home game played at the Sears Centre Arena during the Term. If applicable, Sponsor will receive ten 100-level tickets to each Team playoff home game played at the Sears Centre Arena during the term. Seating location shall be mutually agreed upon and permanent for each season of the term.
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 (200) 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 mutually agreed upon, 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 \$20 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 (200) ticket vouchers, good for four tickets each to one of five designated game dates, to be given by the Sponsor to staff or volunteers of the Sponsor, based on one ticket voucher per staff or volunteer per season. The five designated game dates will be mutually agreed upon, and ticket vouchers will be provided by the Team to the Sponsor by November 1st of each season. Sponsor will be responsible for distributing the vouchers to its staff and volunteers.

IV. WINDY CITY BULLS PLAYER & MASCOT APPEARANCES

1. Team shall provide to Sponsor up to three professional basketball players or coaches on three occasions during each season of the term for the purposes of participating in Sponsor youth basketball camps or clinics.
2. Team shall provide its mascot to Sponsor for three appearances during each season of the term that coincide with the dates and times of the appearances noted above.
3. Participation by Team players or coaches shall be for up to one hour and shall occur

at Sponsor facilities within the village limits of Hoffman Estates.

4. Dates of appearances shall be mutually agreed upon and are at the final discretion of Team.

V. SPONSOR SERVICES

1. Sponsor will provide Team (for use by Team or by a visiting NBA G League team upon request by the Team) with use of the basketball court(s) at the Facility during the Term from the beginning of Team training camp through the end of the NBA G League playoffs (typically from October 15 through April 15, 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 available to Team during prime time during the Term, based on availability, for \$50 per hour, billed to the Team monthly. Team may 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 during prime time would count as one hour for each court (two hours total).
 - c. Sponsor will make the Facility court available to Team during non-prime time during the Term, based on availability, for \$35 per hour, billed to the Team monthly. Team may 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 during prime time would count as one hour for each court (two hours total).
 - d. Team will use commercially reasonable efforts to provide Sponsor with a preliminary practice schedule at least one month in advance of each month during the Team's pre-season, regular season and post-season, which will be updated by the Team as the Team requests court time for Team practices.
 - 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. – Triphahn 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 provided at no cost to Team.
 - a. Team requests placement of permanent NBA-length three-point line on Facility courts that will be used for Team practice at each Sponsor location.
 - i. Sponsor agrees to place temporary three-point line markings on basketball courts located at the Facility at its expense, and to place permanent three-point markings on each court when regularly scheduled floor refurbishment occurs.
 - ii. Team will provide a machine at no cost to Sponsor to place temporary three-point lines on the facility courts. Sponsor agrees to cover the cost of adhesive tape that is used to temporarily line the courts.

- b. If determined to be compatible with existing Facility infrastructure, Team may offer replacement basketball rims to ensure quality of Sponsor facility equipment meets standards for professional basketball practices. Replacement rims will be Spalding models used at either the Sears Centre Arena or United Center. Sponsor will be responsible for any replacement costs associated with instillation of rims.
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 25 6-month individual memberships to the Facility each Season during the Term to be used by Team players and basketball operations staff, and seasonal business 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 annual and 25 six-month) 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. Payment on an hourly basis for court 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 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, CBLA 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.

Team shall be responsible for and shall pay for any damage(s) caused by Team personnel to Sponsor's facility and/or property being used throughout the use of this Agreement beyond normal wear-and-tear. Any damage(s) caused by dunking basketballs by Team personnel are not considered normal wear-and-tear.

Team shall defend, indemnify and hold harmless Sponsor, its officials, employees, volunteers and agents against any and all losses and expenses (including reasonable attorney's fees) claims, costs, causes of action, damage to Sponsor's property, arising out of or in consequence of this Agreement, but only to the extent such injuries or damages arise out of any act or omission of Team, including Team's officers, officials, employees, volunteers, agents, contractors, team participants, guests and invitees.

No alcoholic beverages or illegal drugs shall be brought into, consumed or used upon the premises or be in the possession of any member of Team's party.

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.

Sincerely,

WINDY CITY BULLS

Agreed to and accepted by:

Brad Seymour
Windy City Bulls

Craig Talsma
Hoffman Estates Park District

MEMORANDUM NO. M19-077

To: Recreation Committee
From: Craig Talsma Executive Director
Alisa Kapusinski, Director of Recreation
Jeff Ney, Advertising & Sponsorship Manager
Date: August, 9, 2019
Re: AMITA Health Sponsorship

Background

Since July 2005, the Hoffman Estates Park District has had a long standing partnership with Alexian Brothers Health Systems, now AMITA Health. 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.

In 2017, AMITA Health took over Alexian and informed us they could not continue a three year contract. An annual contract was created for \$67,240 that both parties agreed to in September 2017 with another year's contract signed in August 2018 valued at \$69,740.

Implications

The attached contract represents the annual renewal partnership with AMITA Health from August 1, 2019 – July 31, 2020 at the same agreement amount of \$69,740.

Please refer to Exhibit A in the attached contract with specifics of how the AMITA Health partnership/sponsorship will be presented this year. AMITA Health will continue its support in Hoffman Walks, I am Healthy camp trainings, Teen Center sponsorship, and Bridges 5K sponsorship. This year, we will be working closely with AMITA to expand their community presence within our 50+ Club, athletic league parent education trainings and through their skin cancer awareness trainings.

Recommendation

Staff recommends that the Recreation Committee recommend the attached annual partnership agreement for the period August 1, 2019-July 31, 2020 for approval to the full Board.

SPONSORSHIP AGREEMENT

THIS SPONSORSHIP AGREEMENT (the "Agreement") is dated this **25th** day of **July, 2019**, and made and entered into by and between **Alexian Brothers-AHS Midwest Region Health Co. d/b/a AMITA Health** ("Entity") and **Hoffman Estates Park District** (referred to as "HE Park District), an Illinois park district, and is effective as of the date of the last signature below (the "Effective Date"). Entity and HE Park District are sometimes collectively referred to as the "Parties" or individually as "Party."

WHEREAS

A. Entity desires certain sponsorship opportunities with HE Park District and HE Park District agrees to provide such sponsorship opportunities based on the terms and conditions set forth in this Agreement.

B. Now, therefore, in consideration of the foregoing and of the mutual agreements set forth below, Entity and HE Park District agree as follows:

ARTICLE I SPONSORSHIP OPPORTUNITIES

Subject to the terms and conditions of this Agreement, HE Park District hereby grants to Entity the sponsorship opportunities on the dates specified, as set forth in this Agreement and in **Exhibit A**, attached to and incorporated as part of this Agreement.

ARTICLE II QUALIFICATIONS AND STANDARDS

2.1 Qualifications. The Parties represent and warrant that they are duly qualified to provide all of the items and services listed for sponsorship as set forth in the attached **Exhibit A**.

2.2 Performance Standards. In performing the duties and obligations under this Agreement, the Parties agree to (i) use diligent efforts, professional skills and independent professional judgment; (ii) perform all professional services in accordance with recognized standards of the profession; and (iii) comply with all applicable federal, state and local legal requirements.

2.3 Sponsorship Advertisement. Any content provided by Entity for the sponsorship opportunities listed in **Exhibit A** ("Sponsorship Advertisement") shall be used solely to promote or advertise Entity and its respective services with the exceptions herein stated, and for no other purpose. Entity shall comply with all applicable laws and with the advertising and sponsorship policies, rules and regulations of HE Park District, provided such policies, rules and regulations of HE Park District are provided to Entity. Neither Party shall advertise or promote, directly or indirectly, products or services harmful to the health, safety or welfare of minors, including, but without limitation, liquor or tobacco products, messages inconsistent with either Party's public purpose and mission statement or otherwise in violation of any local, state or federal law.

ARTICLE III SPONSORSHIP CONSIDERATION

In consideration of HE Park District's grant of the sponsorship opportunities to Entity herein, Entity shall pay HE Park District the sum of in accordance with **Exhibit A**.

ARTICLE IV
TERM AND TERMINATION

4.1 Term. This Agreement shall commence as of the Effective Date and remain in effect for one (1) year, unless terminated in accordance with this **Article IV**.

4.2 For Cause Termination. This Agreement shall terminate immediately if either Entity or HE Park District engages in what the other Party deems dishonest or unethical behavior that results in the damage or discredit of Entity or HE Park District, or otherwise due to a material breach of this Agreement if said breach is not cured within thirty (30) days after receipt of written notice from the non-breaching Party.

ARTICLE V
MISCELLANEOUS

5.1 Independent Contractor Status. Each Party expressly acknowledges and understands that it is acting as an “independent contractor,” pursuant to and limited to the terms and conditions set forth in this Agreement and that nothing in this Agreement is intended to, or shall be construed by either Party to create an employee/employer relationship, a joint venture relationship, a partnership or a landlord/tenant relationship between the Parties. Each Party further acknowledges and understands that it is solely and exclusively responsible and liable for its own actions and the acts and/or omissions of its employees and agents. . Entity and its employees, volunteers and agents shall not hold themselves out as an employee or joint employee of HE Park District. Entity acknowledges that Entity shall not be treated as an employee of HE Park District for tax purposes or for purposes of workers' compensation coverage, and that HE Park District is not responsible for any required withholdings or for the payment of any benefits to Entity. HE Park District and its employees, volunteers and agents shall not hold themselves out as an employee or joint employee of Entity. HE Park District acknowledges that HE Park District shall not be treated as an employee of Entity for tax purposes or for purposes of workers' compensation coverage, and that Entity is not responsible for any required withholdings or for the payment of any benefits to HE Park District.

5.2 Federal Requirements for Maintenance of Documentation. Until the expiration of four (4) years after the furnishing of the services under this Agreement, if applicable, and to the extent permitted by law, HE Park District shall make available to the United States Secretary of Health and Human Services, or the Comptroller General of the United States, or any of their duly authorized representatives, this Agreement, and all books, documents, and records of account that are necessary to certify the nature and extent of the cost of the services. Unless otherwise required by law, if HE Park District is requested to disclose any books, documents or other records relevant to this Agreement for the purpose of audit or investigation, HE Park District shall notify Entity of the nature and scope of such requests and shall make available to Entity, upon request, copies of such documents and records which are the subject of any request.

5.3 Conflict of Interest. During the term of this Agreement, the Parties shall not engage directly or indirectly in any activity that may conflict with the performance of their duties required by this Agreement, whether acting individually or as an officer, director, employee, shareholder, partner or fiduciary of any entity of the Party, without the prior approval of the other Party, which approval shall not be unreasonably withheld.

5.4 Confidentiality. Except as otherwise provided for herein, each Party agrees to keep confidential and not to use or disclose, except as expressly consented to in writing by the other Party or required by law, any secret or confidential technology, proprietary information or trade secret of the other Party (the “Non-disclosing Party”), data and discussions related to this Agreement, or any matter or thing ascertained by a Party through the Parties’ affiliation, the use or disclosure of which may reasonably be construed to be contrary to the best interest of the Non-disclosing Party. This requirement of confidentiality shall not apply to any information

that: (i) is or becomes generally available to and known by the public; (ii) is or becomes available to a Party on a non-confidential basis from a source other than by the Non-disclosing Party or its affiliates, advisors or representatives, provided that, at the time of disclosure to the Party, the Party is not aware that such source was bound by a confidentiality agreement with, or other obligation of secrecy to, the Non-disclosing Party; or (iii) has already been or is hereafter independently acquired or developed by the Party without violating any confidentiality agreement or other obligation of secrecy to the Non-disclosing Party. The Parties acknowledge and agree that any breach of the terms of this **Section 5.4** will result in irreparable harm to the Non-disclosing Party, that the Non-disclosing Party cannot be reasonably or adequately compensated for such breach and that Non-disclosing Party shall therefore be entitled, in addition to any other remedies that may be available to it, to seek any and all equitable remedies including, without limitation, injunctive relief to prevent such breach and to secure the enforcement thereof. Notwithstanding the above, the Parties shall not be prohibited from releasing any confidential or proprietary information to their legal counsel or financial advisors, provided that the Parties require such advisors to be bound by the terms and conditions of this **Section 5.4** and any applicable state or federal law. In the event a Party is requested or legally compelled to make any disclosure which is prohibited or otherwise constrained by this **Section 5.4**, the Parties agree that they will use their best efforts to provide the Non-disclosing Party with prompt notice of such request and cooperate with Non-disclosing Party in its efforts to decline, resist or narrow such requests. In the event that a Party is compelled to disclose confidential information, said Party: (i) may furnish only that portion of such information that is legally required to be disclosed; (ii) to the extent possible, shall give the Non-disclosing Party written notice of the information to be disclosed as far in advance if practicable; and (iii) to the extent possible, shall use its best efforts to obtain (or to cooperate with Non-disclosing Party in its effort to obtain) an order or other reliable assurance that confidential treatment will be accorded any confidential information so disclosed. Notwithstanding the forgoing, Entity hereby understands and agrees that HE Park District is subject to the Illinois Freedom of Information Act, 5 ILCS 140/1 *et seq.* (“FOIA”), and must, in compliance with FOIA, make available any all public records upon request unless otherwise exempt from disclosure under FOIA. Furthermore, Entity agrees, upon request of the He Park District’s designated FOIA Officer, within two (2) business days of Entity’s receipt of said request, or within such extended time period as indicated by HE Park District, turn over to the FOIA Officer any record in the possession of the Entity that is deemed a public record under FOIA.

5.5 Indemnification and Insurance. Except as otherwise addressed by HE Park District’s insurer, to the extent permitted by law, HE Park District agrees to defend, indemnify and hold harmless Entity its managed entities and their respective officers, directors, employees, and agents, from and against any and all liabilities, damages, losses, costs or expenses, including, without limitation, reasonable attorney’s fees and amounts paid in settlement, (“Losses”) that arise from or relate to any and all third party claims, suits, actions, demands, judgements, causes of action and other proceedings (“Claims”) arising from or relating to (i) a material breach of this Agreement by HE Park District or (ii) the negligence or willful misconduct of HE Park District or any employee, contractor or agent of HE Park District, including without limitation, amounts paid in settlement of claims. HE Park District further agrees to bear all reasonable costs and expenses, including, without limitation, reasonable attorney’s fees, incurred in connection with the defense or settlement of any such claim as such costs and expenses are incurred in advance of judgment. HE Park District warrants that it maintains a policy or program of insurance or self insurance at levels sufficient to support indemnification obligations assumed in this **Section 5.5**, and that is shall maintain automobile insurance if an automobile is used pursuant to this Agreement, general liability insurance and worker’s compensation as required by state law. All insurance required of HE Park District hereunder must provide for defense cost coverage that is in addition to, and does not reduce, the policy limits of liability. HE Park District agrees to provide, upon request, to the Entity a certificate of insurance evidencing such insurance coverage.

Except as otherwise addressed by Entity's insurer, to the extent permitted by law, Entity, or its managed entities, shall defend, indemnify and hold harmless HE Park District and its affiliates, officers, directors, employees, agents, and volunteers, from and against any and all Losses that arise from or relate to any and all Claims arising from or relating to (i) a material breach of this Agreement by Entity or (ii) the negligence or

willful misconduct of Entity or any employee, contractor or agent of Entity, including without limitation, amounts paid in settlement of claims, including without limitation, amounts paid in settlement of claims. Entity further agrees to bear all reasonable costs and expenses, including, without limitation, reasonable attorney's fees, incurred in connection with the defense or settlement of any such claim as such costs and expenses are incurred in advance of judgment. Entity warrants that its managed entities shall maintain a policy or program of insurance or self-insurance at levels sufficient to support indemnification obligations assumed in this **Section 5.5**, general liability insurance and worker's compensation as required by state law. All insurance required hereunder must provide for defense cost coverage that is in addition to, and does not reduce, the policy limits of liability. Entity agrees to provide, upon request, to HE Park District a certificate of insurance evidencing such insurance coverage.

5.6 Trademark, Tradename and Logo. Solely in connection with this Agreement, and with respect to the benefits set forth above and as outlined in Exhibit A and for no other purpose, Entity grants HE Park District a license to use "AMITA Health" trademark, tradename and logo (hereinafter referred to as "Trade Name") in the form and use as approved by Entity. This license shall be limited to the term of this Agreement, is non-exclusive and shall not be transferred or further sublicensed without the prior written consent of Entity. No other rights or licenses, express or implied, are granted under this Agreement. In no event shall the use granted, pursuant to this Agreement, be deemed a transfer or assignment of any of Entity's rights with regard to its identity, Trade Name, or any combinations or derivations thereof, and the same shall remain the property of Entity. HE Park District shall not at any time do or cause to be done any act, directly or indirectly, contesting or in any way impairing Entity's right, title or interest in the Trade Name. In connection with its permitted use of the Trade Name, HE Park District shall not in any manner represent that it has any ownership interest in the Trade Name nor shall this Agreement give HE Park District the right to use, refer to, or incorporate in marketing or other materials the name, logos, trademarks or copyrights of the Entity without the express written consent of the Entity on a case-by-case basis. HE Park District specifically acknowledges that its permitted use of the Trade Name shall not create any right, title or interest in the Trade Name, and HE Park District's use of the Trade Name shall accrue to the benefit of Entity. Upon expiration or termination of this Agreement, the rights granted hereunder shall immediately cease, and HE Park District shall immediately cease any and all use of the Trade Name.

5.7 No Infringement. Entity shall not knowingly include in any Sponsorship Advertisement any language, picture or mark which violates or infringes upon the proprietary rights of a third party or disparages or defames a third party. Entity, or its managed entities, shall defend, indemnify and hold harmless HE Park District, its commissioners, officers, employees, agents and volunteers, against and from any third party claims for copyright or trademark infringement directly relating to any Sponsorship Advertisement.

5.8 Compliance. The Parties each agree to comply with all federal, state and local laws, ordinance, rules and regulations.

5.9 Severability. The invalidity of any provision of this Agreement shall not affect the validity of any other provision provided the remainder of the Agreement is sufficient to carry out the intent of the Parties.

5.10 Notices. All notices required under this Agreement are deemed effective on the date delivered personally or mailed by registered or certified mail, postage prepaid, or one day after deposit with a recognized, reliable overnight delivery service, addressed as set forth below or to such other address as the Parties may from time to time designate in writing to the corresponding Party:

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As to HE Park District:	As to Entity:
Hoffman Estates Park District 1685 W. Higgins Road Hoffman Estates, IL 60169 Attn: Executive Director	AMITA Health 2601 Navistar Drive Building 2, Floor 3 Lisle, IL 60532 Attn: Public Relations Department

5.11 Assignment. This Agreement or any obligations hereunder shall not be subcontracted or assigned except that Entity may assign to an affiliate of Entity upon prior written notice to HE Park District.

5.12 Governing Law. This Agreement has been executed and delivered in, and shall be interpreted, construed and enforced pursuant to and in accordance with the laws of the State of Illinois, without regard to its conflicts of law principles.

5.13 Waiver. A waiver of any provision of this Agreement must be in writing, signed by the Parties hereto, and also countersigned by an authorized representative from the Legal or Compliance Department of Entity, or by their authorized designee. The waiver by either Party of any provision of this Agreement or the failure of any Party to insist on the performance of any of the terms or conditions of this Agreement shall not operate as, nor be construed to be, a waiver or the relinquishment of any rights granted hereunder and the obligation of the Parties with respect thereto shall continue in full force and effect.

5.14 Changes, Modifications or Alterations. No changes or modifications of this Agreement shall be valid unless the same shall be in writing and signed by both Entity and HE Park District, and also countersigned by an authorized representative from the Legal or Compliance Department of Entity, or by their authorized designee

5.15 Entire Agreement. This Agreement, including exhibits, constitutes the entire Agreement between the Parties with respect to consulting the sponsorship opportunities. HE Park District and Entity acknowledge that in entering into and executing this Agreement, they have relied solely upon the representations and agreements contained in this Agreement. This Agreement supersedes any and all other prior agreements either written or oral, between the Parties with respect to the subject matter hereof.

5.16 No Third Party Beneficiary. This Agreement is entered into solely for the benefit of the contracting Parties, and nothing in this Agreement is intended, either expressly or impliedly, to provide any right or benefit of any kind whatsoever to any person and entity who is not a Party to this Agreement or to acknowledge, establish or impose any legal duty to any third party. Nothing herein shall be construed as an express and/or implied waiver of any common law and/or statutory immunities, defenses and/or privileges of HE Park District and/or Entity, and/or any of their respective officials, officers and/or employees.

5.17 Headings. The headings for each paragraph of this Agreement are for convenience and reference purposes only and in no way define, limit or describe the scope or intent of said paragraphs or of this Agreement nor in any way affect this Agreement.

5.18 Survival. The only Sections of this Agreement that will survive the termination or expiration of this Agreement are those Sections that are necessary to survive in order to give such Sections the full and intended meaning, and such Sections shall survive only to the extent and duration necessary to give such Sections their intended meaning and affect.

5.19 Counterparts. This Agreement may be executed in counterparts, each of which will be deemed original, but all of which together shall constitute one and the same agreement.

IN WITNESS WHEREOF, Entity and HE Park District have executed this Sponsorship Agreement on the dates set forth below.

HE Park District:	ENTITY:
Hoffman Estates Park District	Alexian Brothers-AHS Midwest Region Health Co. d/b/a AMITA Health
Signed:	Signed:
Print Name:	Print Name:
Title:	Title:
Date:	Date:

The undersigned representative from the Legal or Compliance Department of AMITA Health has reviewed and approved the form of this Agreement on the date indicated below.

Signature: _____

Name: _____

Date: _____

EXHIBIT A
2019 - 2020 SERVICES & SCHEDULE

Total annual sponsorship for 2019-2020 is \$69,740.00, which will be paid in 12 monthly installments of \$5,811.66 to be processed within 30 days of AMITA Health's receipt of an invoice from HE Park District.

HE Park District Partner Inclusions:

1. Logo on banners, website, marketing materials, newsletters and facility lobbies
2. Participation in events of your choice including logo on marketing materials and table space for those events. (District-wide calendar to be provided)
3. Entity specific ad, promoting AMITA Health sponsorship, to run daily on at least two side facings on the HE Park District digital marquee signs
4. Ambient messaging in and around the park district facilities and parks
5. Full-page color ads in each quarterly guide to promote upcoming events hosted by Entity.
6. Ability to display collateral at all HE Park District Facilities.
7. Logo presence in weekly e-blast ads
8. HE Park District meeting space or park rentals to be used for specific events at no charge as mutually agreed

Renewal of the Hoffman Walks Program Sponsor:

1. Shirts for any participants who attend all the walks with Entity logo on it
2. Educational time with a Doctor, Nutritionist, etc. to start off each walk

Renewal of the I am Healthy Program Summer Camp Sponsor:

1. Logo and verbiage from program on all camp shirts
2. Two camp day session to run the programs

Renewal Teen Center Sponsor

1. Logo displayed at Center and on all marketing materials
2. Marketing promotion for all "Teen Talks" presented by AMITA Health

2nd Annual Bridges 5K Presenting Sponsor:

1. Logo on all 200+ shirts, all marketing materials (print & digital)
2. First Aid Tent day of race to promote AMITA Health
3. Doctors to run in the race

Community & Parent Education Opportunities:

1. 50+ Club health screenings & presentations
2. Athletic league parent health education trainings
3. Skin Cancer awareness campaigns for employees & patrons

Tangible Benefits from Entity to the HE Park District

1. Entity may provide give-a-ways for various HE Park District & Foundation events
2. Listing of HE Park District activities in Health Life and other Entity publications
3. Entity may provide photographer for various events as mutually agreed at no cost to HE Park District
4. HE Park District logo presence on monitors within the hospital network

MEMORANDUM NO. M19-078

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: July Recreation & Communications/Marketing Division Board Report
DATE: August 9, 2019

Recreation Division



Upcoming Events

- Aug 14 – Nature Walk at Village Green
- Aug 25 – Try Hockey & Figure Skating for Free
- Aug 28 – 50+ Open House
- Sept 7 – Community Garage Sale
- Sept 7 – Bring your Grandchild Day (NEW!)
- Sept 14 – Doggie Carnival
- Sept 14 – Trivia Night

Administration

Katie Burgess & Lindsay Grace from the C&M Department designed the Fourth of July float. We recently were notified that the float won the “Mayor’s Cup” in the parade! Alisa Kapusinski & Katie Burgess attended the Village’s Northwest Fourth Fest on July 4. HE Parks had a tent this year for additional community involvement while also running the crafts and contents for the event. For 2020, HE Parks staff will be taking over all operations of the Kids Zone for the Fourth of July event.

Kyle Goddard led the Nature Walk at Village Green on July 10. This is a partnership with Sears Centre/Hideaway Brew Garden to offer more programs on site.

On Tuesday, July 30, Martha and Natalie visited the Embassy Suites in Schaumburg to attend a job fair from 11 a.m.-2 p.m.

We held our first Ever Sports and Games Field Day on Sunday, July 28 from 4:30-6:00 p.m. It was a success as we had 26 kids attend. They were able to try out different sports that we offer at the park district such as basketball, cricket, soccer, football and lacrosse. Each sport had two stations, incorporated fundamentals, and a competition at each.

Jeff Ney began on July 9 in the role of Advertising & Sponsorship Manager. Jeff will be responsible for selling advertisements on the digital marquees as well as securing sponsors for special events and Foundation events.

Pat Bodame began on July 29 in the role of Superintendent of Recreation. Pat will oversee the following departments: early childhood, STAR & Day Camps, athletics, 50+ and general programs/special events. He has been able to dive right into goals, budgets and learning the overall operations of the department.



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>7/31/18</u>	<u>1/1/19</u>	<u>7/31/19</u>	<u>YTD Var. +/-</u>
Total	856	809	877	+68

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>7/31/18</u>	<u>1/1/19</u>	<u>7/31/19</u>	<u>YTD Var. +/-</u>
Total	340	329	306	-20

The free health insurance programs launched this month.

- Total members for each category for this month, include:
 - o Renew Active (Medicare through United Healthcare) = 3 (up 2 from last month)
 - o Silver Sneakers (Medicare) = 2 at WRC & 12 at TC
 - o Prime (BCBS IL) = 2 at TC (up 1 from last month) & 0 at WRC

There are 12 participants in TC group fitness this summer compared to 15 last summer. There are 37 participants in WRC group fitness compared to 36 last summer.

Five new pieces of equipment were purchased this month. At Triphahn, two upright and two recumbent bikes were purchased. At Willow, one stepmill and one equipment rack was purchased.



Dog Off-Leash Areas

<u>Dog Park Passes</u>		<u>7/31/18</u>	<u>1/1/19</u>	<u>7/31/19</u>	<u>YTD Var. +/-</u>
Total	692	683	670	-13	



General Programs

There are 109 dancers enrolled in summer dance lessons compared to 115 last year. The STARS Dance Company performed in the parade this year and won "Best Dance Group" in the parade!

There are 176 participants in gymnastics this summer compared to 182 last year.

There are 202 participants in Shotokan Karate compared to 179 last summer and 69 participants in Tae Kwon Do compared to 64 last summer.

A new STEM camp was offered this summer. There were four sessions of camp offered with a total of 47 participants.

Children's Concerts (Friday Fundays) continued in July. July 12 was Animal Quest Animal Show with over 300 in attendance. The July 26 show was with Scott Green, a magician, with approximately 200 in attendance.

Summer Concerts at Village Green also continued through July.



<u>50+ Membership</u>	<u>7/31/18</u>	<u>1/1/19</u>	<u>7/31/19</u>	<u>YTD Var. +/-</u>
Total Members	424	397	386	-11

HE Parks hosted the IPRA Pickleball Tournament for the Senior Olympics on July 9, 11 and 13 at Fabbrini Park.

Group Fitness: There are 79 participants in summer senior fitness classes compared to 81 last summer. Two new classes were offered this summer from last summer.

Evening Programs in June

- Pub Quiz Night (3rd Thursdays/5:30 pm) – 24 participants. Prizes were sponsored by Morizzo Funeral Home and hosted at the 50+ Center. We had a Table Themed Pot Luck event and those in attendance enjoyed it.

Athletic opportunities offered in July

- Billiards, Pickleball, Ping Pong, Volleyball, Baggio and Chair Volleyball continue to be offered with consistently great participation.

Drop In Activities in July

- Wii Bowling, Mah Jongg, Cards, Games, Meet & Mingle, Bunco, Mexican Trail, Canasta, Mini Disc Golf and Chess are offered this month.

50+ Clubs which met in July: Pinterest Club was held this month.



Early Childhood

Preschool (Sept 19 – May 20 to date) & ELC (July) enrollment:

Preschool/ELC:	7/2018	7/2019	Var. +/-
3's Playschool 19-20	15 TC 10 WRC	15 TC 9 WRC	-1
2's Playschool 19-20	25 TC 11 WRC	27 TC 13 WRC	+4
Preschool 19-20	134 TC 75 WRC	119 TC 60 WRC	-30
Early Learning Center	24 – 5 days 4 – 4 days 4 – 3 days 4 – 2 days 1 – 1 day 38 TOTAL	30 – 5 days 3 – 4 days 8 – 3 days 2 – 2 days 43 TOTAL	+5

Preschool enrollment is down 15 students at TC and 15 students at WRC. There are a couple factors for the decline. SD54 has a very large early childhood program (27 classrooms!) that provides free schooling & transportation to children who qualify. One factor to qualify is English-language-learners. Many of our potential students get accepted into this free program to get further services at SD54. At Willow, there is a decline of younger children in the North Hoffman area. Through the years, Thomas Jefferson continues to see a decline in enrollment. In fact, D15 has plans to change Thomas Jefferson into a Jr High and merge the elementary students to Whiteley as there is not a need for two elementary schools in North Hoffman.

Summer scheduled for ELC continued in July. The children visit either Fabbrini Park or Vogeley Park on Mondays, Seascope for swim lessons on Wednesdays and have music class on Thursdays. The Schaumburg Library visits the site every other week for storytime and book rentals.

Preparation is in full-swing for the 19/20 preschool school year. Parent orientations and meet the teacher dates are set for August. School starts August 19.

Early Childhood Summer Camps

Enrollment listed below is for the final two sessions of camp that ran in July.

	Session 3 & 4 - 2018	Session 3 & 4 - 2019	+ / -
Tot Spot 2's Camp	6	0	-6
Preschool Camp	99	87	-12
Healthy Kids Camp	15	16	+1
Nature Investigators	36	31	-5

Safety Town	11	13	+2
Ready for Kindergarten	35	36	+1
Kinder Camp	59	63	+4



School Age - STAR and Day Camps

STAR Enrollment for 19/20 school year. Staff is currently hiring counselors for the STAR program and will begin training in mid-August.

STAR	19/20	19/20
B/A school (SD54 & D15)	355	402
KSTAR District 15	21	21
TOTAL	376	423

This year, STAR registration was offered online. To date, out of the 423 participants, 211 were registered online 50%.

School Age Full Day Summer Camps: July camp enrollment is listed below.

	2018 Weeks 5-8	2019 Weeks 5-8	+/-
All Day K	94	95	+1
Creative Arts	112	54	-58
Explorers 5 day	316	293	-23
Explorers 3 day	189	171	-18
Early Arrival	295	290	-5
Early Arrival 3 day	45	45	-
Late Stay	360	325	-35
Late Stay 3 day	53	40	-13
Nature /Science*	47	62	+15
Sports Camp	229	159	-70
Teen Camp	176	138	-38
TOTAL FULL DAY CAMPS	1916	1672	-244

There is a decline in enrollment in the full day camps for summer 2019. There are a handful of factors for this decline: SD54 offering their own camps, our athletic camps had a high increase (see next section), and our hockey/figure skating camps had a high increase in participation.



	2018	2019	+/-
Kids First Basketball Camp	12	33	+21
Kids First Volleyball Camp	5	25	+20
Multisport Camp	8	42	+34
Track and Field Camp	5	13	+8
TOTAL	30	113	+83

Basketball

- Practices started July 20 with the first game on July 20. This year, Hanover Park Park District joined our league. There are 103 players this year compared to 91 last year.

Baseball/Softball

- Tball practices started July 8 with the first game on July 20. There are 70 players this year compared to 76 last year.
- Seminole Sports hosted three busy weekend tournaments at Cannon Crossings and Fabbrini Park this month. This is a large rental for HE Parks.
- Coaches meeting for n60 baseball was held on July 17 to discuss the first season of our teams and to discuss tryouts and budgeting for 2020. There are 22 players in the N60 program, which is a new program.

Soccer

- Fall Soccer Enrollment is up from previous fall by 13 kids.

Fishing

- Summer Fishing classes ended with two more participants from last summer. The next session starts August 3.

Cricket

- The first instructional session of cricket continues to run in July. There are 24 players enrolled.

Athletic Camps

- Majority of the camps have been very successful this year

- Camps enrollment are currently at 116, which is 62 higher than the previous year.

NEW! Lacrosse

- Staff met with Mark Mueller, from HEAA, to discuss the creation of a Lacrosse league for the district.



Ice Operations

Ice Camp Enrollment: Six weeks for Hockey Camp and Figure Skating Camp were offered this summer. There were 146 participants in Hockey Camp this summer compared to 129 last summer (increase of 17). There were 117 participants in Figure Skating Camp this summer compared to 9 last summer (increase of 108). There was a limited amount of figure skating camps offered last year compared to this year.

Ice Lessons:

	2018	2019	+/-
Tot Levels Figure Skating	53	33	-20
Basic & Free Skate Levels Figure Skating	82	86	+4
Adult Figure Skating	4	0	-4
TOTAL FIGURE SKATING	139	119	-20

A decrease in the figure skating enrollment is due to the limited ice time for this summer due to ice construction. Less classes are offered.

	2018	2019	+/-
Hockey Lessons	44	64	+20
Clinics	93	160	+67
Floorball	n/a	13	+13
TOTAL HOCKEY	137	237	+100

An increase in hockey enrollment is due to additional clinics offered this summer. Shooting clinics, run by Anthony Parisi, using the off-ice shelf has been very successful with 72 players enrolled. These additional clinics are great ways to increase enrollment when limited ice is available.

Fall Hockey: Enrollment for Fall Hockey NWHL leagues opened on July 8. A new Wolf Pack Prime program is being offered this fall, which gives appropriate-skill-level players the opportunity to enroll

for additional practice and tournaments. The Prime parent information night was standing room only with a lot of interest in this new program. Currently there are 133 players enrolled in NWHL compared to 89 at this time last year.



There are 1,366 passholders compared to 1,300 last year.

Seascape Visits	July 2018	2018 YTD	July 2019	2019 YTD
Daily admission	7,546	16,068	12,621	17,757
Passholders	3,424	7,250	4,615	7,463

A new \$5 after 5pm Twilight special was implemented this summer. In July, 1,271 people attended using the Twilight rate.

This summer, there is a Groupon coupon available online to purchase daily admission at a discounted rate. This Groupon launched on June 22. For the month of July, 794 groupon coupons were redeemed. In addition, “Buy One Get One” coupons were distributed at the Fourth of July parade. This month, 45 of those coupons were used.

Movie Night was held on July 19. Patrons watched “Small Foot”. In attendance were 95 passholders and 221 paid admission attendees.

Summer seascape lessons have 281 participants in comparison to 285 last year. A new Jr. Lifeguard class was offered this summer with 11 participants.

Seascape received a 4 Star audit from StarGuard on 7/20/2019.

A special one-day 50% off Seascape season pass sale was held on July 25 (Christmas in July). A total of 19 passes were purchased on this date.



Communications and Marketing

Website Updates:

- HEParks homepage was revamped this month. It is more visual and more mobile responsive.
- Wolfpack Hockey website received an entire overhaul with content and images.
- Park Projects website updates

Design Work:

- Cooling Centers
- Sand Soccer Tournament
- N60 Baseball
- Wolfpack Prime
- Hockey parent tri-fold document
- Seascape Twilight Rate
- 50+ Fitness mailer
- Fitness Court signage
- Teen Center

Marketing Campaigns / Promo:

- Fall Brochure launch & registration
- Wolfpack Prime
- Seascape: special events, twilight rate and hottest week of summer
- Seascape Christmas in July season pass sale
- Party in the Park
- Sports & Field Day
- Fitness Court launch
- Now Hiring campaign
- Park awareness & park project updates

On Site Promotions:

- Fourth of July parade float
- NorthWest Fourth Fest
- Summer Sounds at Village Green
- Friday Funday children's concerts

Press Releases / Print Media:

Brochure Promotion:

- New partnership with South Barrington Park District to print a full-page promotion of Wolf Pack hockey in their fall brochure.

Press Releases:

- New park board member announcement – published digitally
- Fitness Court – published in DH 8/1/19
- Party in the Park
- Party in the Park advertisement in Newspaper

Social Media:

- 79 posts in July
- Top interactive posts:
 - 1) Seascape post (*paid post) – 20,331, people reached, 474 reactions and 1,495 post clicks
 - 2) ELC/Preschool job posting – 4,496 reached, 36 comments, 228 clicks
 - 3) Board Member Announcement – 4,340 people reached, 600 reactions and 1,375 post clicks
 - 4) Willow Park Construction Finished – 4,120 reached, 204 reactions, 756 post clicks

of Followers:

HEParks Facebook: 3875 (+197 from last month)

HEParks Twitter – 988 (+20 from last month)

HEParks Instagram – 304 (+52 from last month)

50+ Facebook- 91 (+3 from last month)

Wolfpack Facebook- 90 (+2 from last month)

Figure Skating Facebook – 62 (-1 from last month)

Bridges Facebook – 964 (+103 from last month)

Bridges Instagram – 102

Bridges Twitter – 86

The Club Facebook – 1,400 (-16 from last month)

The Club Instagram – 141

The Club Twitter - 25

Website:

Total page views: 45,754 - an increase of 10.88% from last month.

Increased traffic to these pages compared to June

- All three Seascope pages experienced increased traffic over 40%.
- Splash-pad information landing page

Highest visit days:

- 2,727 on July 10- to SEASCAPE
- 2,606 on July 11 – to Homepage and to SEASCAPE
- 2,472 on July 19 – to SEACAPE- this was from a paid advertisement

Newly Acquired Advertising and Sponsorships

Jeff Ney, the new Advertising & Sponsorship Manager began on July 9. His first few weeks were spent orientating with the district and reviewing all current contracts. While there were no signed contracts processed this month, communication began with the following vendors: Arby's, Muller's Acura, Rosati's, Morettis, Illinois Spinal Care, Jimmy John's, BMC Mattress and Wintrust.

Upcoming projects include securing sponsors/vendors for the 50+ Open House, Doggie Carnival and the Foundation's Uncorked / Untapped event in September.

Parent Comments:

Lisa,

My name is Mary Rodica mom of Reyna Vaides.

THANK YOU for making the switch! I was really concerned about the field trip on Friday.

Also for the past few weeks I had my daughter enrolled in Schaumburg's Campstastic.

I had Reyna enrolled in Camp K in Hoffman in August.

One day when I enrolled Reyna in Soccer at Hoffman I saw classroom 114. I saw the kids having so much fun. I saw the camp counselors having so much fun as well.

From that day - I cancelled the remaining weeks at Schaumburg and was able to get the last seat for this weeks camp. I was so happy she got in and Reyna is having so much fun!

I love the daily calendar of activities.

I love your weekly communications. I'm proud that we are Hoffman Residents and privileged to have a park district like ours!

Thanks again for everything!

Mary

Mr. Kaplan,

I wanted to drop you a note and provide some feedback on my family's experiences with the Hoffman Estates Park District. I have two sons that participate in the ice hockey program, my older son has been with you for over 4 years while my younger son is just starting. As I am sure you are aware there are many choices in this area for kids to play ice hockey, but my sons would not want to play anywhere else, and this speaks very highly of the program here.

My older son plays goalie, and I have to say the incredible transformation that I have seen in the program since Stan has taken over has been incredible. You made a very wise decision in hiring Stan to run the program. My goalie son has improved leaps and bounds with the goalie clinic and attention he gets on and off the ice. These coaches care about the kids and that is a GREAT thing to see as a parent.

I know all too often you hear all of the bad, often very loudly, I wanted to make sure you and your staff also hear the good as well.


Thanks,


Dr. William Sandusky

MEMORANDUM NO. M19-082

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: Golf & Facilities Report
DATE: August 13, 2019
Bridges of Poplar Creek & The Club Board Report

Bridges General Programs

 The final two Summer Jr classes are under way. The Tigers program had 20 participants. This class included general fundamental instruction on the golf swing as well as on course playing days. The second session of Golden Bears also took place. This program had 33 students in this introduction class. Fall Jr Classes will begin in August and currently are 3 students away from a full class.

 2019 Music Dates set. Mark your calendars for our final night of entertainment:
8/20/19 – Felix & Fingers

Golf Rounds

MONTHLY ROUND TOTALS					
2015	2016	2017	2018	2019	5 Year Average
5,581	5,046	4,950	5,062	4,592	5,046
YTD ROUND TOTALS					
2015	2016	2017	2018	2019	5 Year Average
16,968	17,463	17,061	16,130	14,274	16,382

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2015	2016	2017	2018	2019	5 Year Average
3,182	3,046	3,227	2,967	3,762	3,237
YTD RANGE BASKET SALES TOTALS					
2015	2016	2017	2018	2019	5 Year Average
10,913	12,084	12,085	10,306	11,972	11,472

Pass Sales


Resident Passes Thru May	2017	2018	2019
Resident Annual	4	1	0
Resident Individual	134	88	41
Resident Junior	2	6	1
Resident Senior	75	86	58
Total Resident Passes Sold YTD	215	181	100

Non Resident Passes Thru May	2017	2018	2019
Non-Resident Annual	1	1	0
Preferred TT Pass	116	79	104
Non-Res Individual	12	13	3
Non-Res Junior	0	3	2
Non-Res Senior	53	54	37
Total Non-Resident Passes Sold YTD	182	150	146

Hole In One Contestant Update

HOLE IN ONE MONTHLY SALES TOTALS			
2016	2017	2018	2019
0	573	377	726
YTD HOLE IN ONE SALES TOTALS			
2016	2017	2018	2019
0	1,515	1,400	1,570

Communications & Marketing

-  6 Email blasts went out promoting 4th of July specials, Screen on the Green, Live Music Night, Christmas in July Specials, Weekday Golf Promos, etc.
-  Increased inventory of usable photos by taking pictures at events & in general (on-going initiative).
-  Increased Facebook page likes by 19.
-  Installed Facebook Pixel.
-  Created Facebook “events” for upcoming Bridges/PD happenings.
-  Continued regular Facebook posts to promote golf & interaction with followers.
-  Continued #ProTipTuesday posts.
-  Continued targeted campaign on Facebook & Instagram for Weddings at Bridges.
-  Hosted second of 3 scheduled Live Music Nights.

Food & Beverage

For the month of July we had 18 Events (22 Events in 2018).

5 breakfast meetings servicing 125 guests.

2 showers servicing 114 guests.

1 birthday servicing 51 guests.

1 dinner servicing 58 guests.

1 ceremony/receptions servicing 105 guests.
6 golf outings servicing 806 guests.
1 hors d'oeuvres reception servicing 60 guests.
1 luncheon servicing 81 guests.

For the month of August we have 23 events (23 Events in 2018).
4 breakfast meetings servicing 100 guests.
1 hors d'oeuvres reception servicing 80 guests.
3 showers servicing 149 guests.
4 ceremony/receptions servicing 540 guests.
11 golf outings servicing 1045 guests.

Wedding Count Update:

2020 = 4 ceremony and reception, 2 reception only.
2019 = 16 ceremony and reception, 3 reception only, 1 ceremony only.
2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only (2 weddings cancelled in 2018).
2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only.
2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.
2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only.

Golf Maintenance Summary

In July our high averaged 84 degrees (1 degree above average) and low averaged 70 degrees (3 degrees above average). In July we saw 9 days with temps over 90 degrees, two of those even topped 95. Rainfall was just below average this month at 3.29" (3.7" average). We only saw measurable rain 6 days in July, and only 2 of those were more than .2". In July we saw 19 total playable* days (61%) and weekends in July we had 4 playable* days (50%).

*Playable is being defined as highs between 55-90 degrees and less than .05" rain.

With little rain in the beginning and end of the month the irrigation system and our hoses have been getting a workout. The new pumps for the irrigation system have been functioning beautifully this year, however with such a high volume of use we did experience some issues with leaking pipes and heads malfunctioning, but it was nothing that could not be repaired in house. Irrigation systems in the Midwest are primarily designed to supplement rainfall, not completely replace it. Sprinklers on the course can throw from 56' to 96'; you can have a lot of micro environments just in one sprinkler. If we watered just with overhead sprinklers we would drown low areas just to provide adequate moisture to ridges and other dry areas. The solution comes in the form of 100' long ¾" hoses; with hoses we are able to very precisely apply water to only the areas that need it. This allows us to water with overheads to satisfy the needs of 75% of the turf, and then we can specifically add more to areas that are still dry. Improvements in technology have been extremely helpful in managing our water usage in times of drought also. We use countless different wetting agents which help water penetrate into dry soil and retain that moisture, our moisture meter helps put a number value on the conditions that we are seeing to provide consistent conditions, and advanced predictive models of evapotranspiration rates from the Nation Weather Services have been great to help predict our future water needs.

Here is a small list of some of the tasks the maintenance team has been working on in July:

- Applied preventative fungicide and fertilizer applications on greens, tees, and fairways.
- Cultural practices; topdressed, verticut, and needle tined greens.

- Trimmed bushes and maintained perennial beds around clubhouse and on course.
- Repaired multiple leaks in the irrigation system.
- Worked on detail items; trimming trees, irrigation heads, and yardage plates.
- Storm clean up; Fixed washed out bunkers and debris cleanup.
- Trimmed and edged bunkers.
- Worked on drainage.
- Filled divots on tees and fairways.



July Membership Totals	<u>7/31/2018</u>	<u>7/31/2019</u>	<u>1/01/2019</u>	Var. +/-
Totals	3010	2907	2881	+26

Member Services

- The reduced, \$5 enrollment fee in July made for another successful summer sales month. We finished with 129 new members in July; that is 24 members over our goal number for the month.
- In July the Member Services Team worked on streamlining the sales process to create consistency with each enrollment experience. We will finalize this process in August and train all Club staff on the details.
- Our C & M Manager and Member Services Team were out to several events in July; The Village 's 4th Fest, Amita's Finish the Flag Race in Hoffman Estates, and The Village's music nights at the Hideaway Brew Garden. With each event, they set up a table with our logo tent, speak to event participants and observers about The Club, and give away some fun logo items with the prize wheel.
- July was the launch of our first member newsletter, a tool we will use to connect with our members and highlight information and events happening at the facility. The newsletter will also give us a chance to highlight a member or staff member each month and tell their story. We are very excited about this communication tool, and are always looking for feedback to make it better!

Operations and Fitness Departments:

- In June, we hosted several summer camps in our gym, wall, and pool areas.
- We had one large weekend basketball tournament in July in all gymnasiums.
- We partnered with the Village for a "Yoga and Mimosas" on Saturday, July 20th held at the Hideaway Brew Garden where 30 were in attendance. We provide a yoga instructor for this event who gives a guest pass to The Club for all who attend.
- July personal training sales were as follows: (\$5,972.00 in sales).
 - (19) packages of the 1 hour 5 session PT, get 1 free promo.
 - (1) packages of the 1 hour 3 session PT.
 - (4) single one hour sessions PT.
 - (1) package of 5 session Pilates.

- Our group fitness classes are still going strong in the summer months. We will make a couple of tweaks to the schedule and will continue to monitor attendance numbers and make changes as needed.
- In July we began to look at the facility space and talk about ideas should we decide to move forward with modification and reorganization of the tennis court(s) and other areas. We will continue to obtain quotes for this possibility while also analyzing the ROI should we move ahead with this project.

Aquatics: Lesson participant numbers at The Club

	Winter I	Winter II	Spring I	Summer I	Summer II	Fall I	Fall II	Total Indoor Swim	Summer Seascapes
2014	193	236	304	284	320	287	228	1852	597
2015	167	209	325	299	575	300	203	2078	457
2016	150	168	298	292	0	280	208	1396	542
2017	137	206	274	264	240	259	195	1575	352
2018	172	143	251	239	192	202	165	1364	285
2019	137	133	208	190	208				

*CLOSED Lap Pool First week of lessons

Marketing:

- 📌 Established Facebook Pixel & installed on The Club website for improved analytics & campaign targeting.
- 📌 Monitor The Club website SEO targeting to improve position on web & made several adjustments to title pages, metatags, image captions, etc. for search engine optimization.
- 📌 Created Facebook lead-generation Ad during the month of July to capture additional audiences.
- 📌 Updated The Club website to include current promotions, information & content updates.
- 📌 Continued regular Facebook posts to promote fitness center & interaction with followers.
- 📌 Signage Overhaul Project continued; likely to be 3-5 phase project to include ALL signage.
- 📌 Created & sent first monthly newsletter to membership database.
- 📌 Continued Bounceback & Leads Offer Emails through Constant Contact.
- 📌 Walked in 4th of July Parade & distributed Guest Passes.
- 📌 Attended 2 Summer Sounds Concert events with Table Activation (prize wheel, branded table cloth, branded tent, collateral, giveaways).
- 📌 Attended Amita Health Fit America 5k, 10k, & Half Marathon with Table Activation (prize wheel, branded table cloth, branded tent, collateral, giveaways).