

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, AUGUST 20, 2024
7:30 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
 - June 18, 2024
Motion to approve the minutes from June 18, 2024 as presented.
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Ascension Sponsorship Agreement / M24-065
Recommend to the full Board the approval of the St. Alexius Medical Center sponsorship agreement for the period of August 1, 2024 – July 31, 2025, in the amount of \$75,000.
 - B. Recreation Board Report / M24-068
Motion to recommend the August Recreation Board Report be included in the August Executive Director's Report.
 - C. Facilities and Marketing Board Report / M24-069
Motion to recommend the August Facilities and Marketing Board Report be included in the August Executive Director's Report.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.

MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
June 18, 2024

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on June 18, 2024, at 7:36 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman MacGregor, Commissioner Dressler, Comm Reps Bettencourt and Ostermeyer

Absent: Comm Reps Beranek, Henderson and Kulkarni

Also Present: Executive Director Talsma, Deputy Director Bechtold, Director of Parks, Planning & Maintenance Huguen, Director of Recreation Miletic, Executive Assistant Flynn, IT Specialist Hassler

Audience: Commissioners McGinn, Friedman, Evans and Kaplan, Comm Reps Dowling, Mr. and Mrs. Ostermeyer

2. Approval of Agenda:

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

3. Approval of the Minutes:

Comm Rep Ostermeyer made a motion, seconded by Comm Rep Bettencourt, to approve the minutes of the May 21, 2024, meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. **New Business:**

A. Windy City Bulls Agreement / M24-053

Comm Rep Bettencourt made a motion, seconded by Comm Rep Ostermeyer to recommend to the full board the approval of the agreement with Northwest Sports, LLC, owner of the Windy City Bulls, through June 30, 2027.

Executive Director Talsma stated that this is a renewal of a current agreement; no terms have changed.

Deputy Director Bechtold said this is a basic renewal and the District is happy to continue this relationship. The team is getting the court time that they need, and we are filling in extra space during the day with an extra rental fee.

Comm Rep Ostermeyer asked if this was part of the Chicago Bulls. Executive Director Talsma replied that this is a farm team, but some Chicago Bulls players do go up and down to this team with rehab assignments.

Commissioner Evans asked what time the team practices. Deputy Director Bechtold said the time is 11:00 a.m. to 1:00 p.m.

The motion carried by voice vote.

B. Direct Fitness Solutions Equipment Purchase for The Club / M24-055

Comm Rep Bettencourt made a motion, seconded by Commissioner Dressler to recommend to the full board the approval to purchase fitness equipment from Direct Fitness Solutions through the Sourcewell Contract for a total of \$39,811 for five (5) cardio fitness pieces, three (3) storage rack pieces, and one (1) weight training piece.

Deputy Director Bechtold said that each year we replace equipment that has reached its lifespan. Some are pieces that staff are looking for; some have been requested by members. This group of equipment includes a new Peloton, a treadmill, and a Smith machine, as well as standard weight racks. He added that we have a small amount remaining in the budget and will use that before the end of the year.

Commissioner Dressler asked if you pay a different membership to use the Peloton. Deputy Director Bechtold said it is included, but you must make a reservation.

The motion carried by voice vote.

C. Garibaldi's Agreement / M24-048

Comm Rep Bettencourt made a motion, seconded by Comm Rep Ostermeyer, to recommend to the full board the approval of the Garibaldi's licensing agreement, which will be in effect from May 1, 2024, to April 30, 2027.

Executive Director Talsma noted that this is a renewal of an existing agreement that had one more year left, the one change being we have opted out of having them run the concession stand at Triphahn Center. This updated agreement extends three more years and takes the Triphahn Center out. The first year will cost the same as the last year on the current agreement, with a 3% increase each year.

Director Miletic said this is a great relationship; his staff at Seascaple has become part of our team as well, which is very nice.

The motion carried by voice vote.

D. Recreation Board Report / M24-047

Comm Rep Ostermeyer made a motion, seconded by Comm Rep Bettencourt to forward the June Recreation Board Report to be included in the June Executive Director's Report.

Director Miletic highlighted the following.

- Along with other neighboring park districts, staff are planning a clinic for girls' flag football, in advance of forming teams in the fall.
- Soccer enrollment is at 305; baseball has 165 players enrolled.
- So far, we have 3,140 campers for the summer.
- The increased temperatures have more people coming in for pool memberships.
- Next week, HOTT Theater will be performing Willy Wonky. They have 43 participants. Tuesday will be indoors and on Wednesday they will present a shorter version outside at the Village Green.

The motion carried by voice vote.

E. Facilities and Marketing Board Report / M24-054

Comm Rep Bettencourt made a motion, seconded by Comm Rep Ostermeyer, to forward the Facilities & Marketing June Board Report to be included in the June Executive Director's Report.

Deputy Director Bechtold highlighted the following from the report:

- This Friday night there will be live music in the Beer Garden: Steve Swing, a jazz guitarist and soloist will perform from 6 to 9 p.m.
- All facilities are doing well.
- The couples Toptracer league has ten teams signed up, using five bays.

Executive Director Talsma said be sure to look at the numbers; a lot of work goes into all of those rounds of golf and events.

Commissioner Kaplan said the sand traps are looking great. He also asked about the ladies' league. Deputy Director Bechtold said we have nine people signed up, so there will be three threesomes, and they can bring a guest.

Commissioner Dressler said that many marketing pieces on the marquee signs are still hard to read, especially those in pastel colors. Deputy Director Bechtold said that staff will take another look at them, and Executive Director Talsma said we need to go outside to look at them in person. He added that the new signs are in process and hope to have all panels replaced in the next four to five months. They should be much clearer and brighter.

Comm Rep Ostermeyer said he will try to attend the music events on Friday nights at the Village Green.

The motion carried by voice vote.

7. **Committee Member Comments:**

Comm Rep Ostermeyer said when he was younger there was a Flick N Float, and wanted to know if this was going to be offered. Director Miletic said we have gone in a different direction since floats are not allowed during the day.

Comm Rep Ostermeyer said he was recently at a lake where they had an outdoor gym. Executive Director Talsma noted that we have one at Fabbrini Park, near the parking lot.

Comm Rep Bettencourt said staff is always doing a great job.

Commissioner Dressler said "great first meeting" to Commissioner MacGregor.

Commissioner MacGregor said he went to South Ridge this past weekend. His grandkids love the splash pad and playground. He added that it looked like the fishing derby was very successful. He thanked staff for mulching the fairways at Black Bear Park, and said the park looks beautiful, and remains incredibly popular in the disc golf community.

8. **Adjournment:**

Comm Rep Ostermeyer made a motion, seconded by Commissioner Dressler to adjourn the meeting at 7:57 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM NO. M24-065

To: Recreation & Facilities Committee
From: Craig Talsma Executive Director
Brian Bechtold, Deputy Director
Jeff Ney, Sales Manager
Date: August 20, 2024
Re: 2024/2025 Ascension Sponsorship Agreement

Motion:

Recommend to the full Board the approval of the Ascension St. Alexius Medical Center sponsorship agreement for the period August 1, 2024 - July 31, 2025, in the amount of \$75,000.

Background

Since July 2005, the Hoffman Estates Park District has maintained a longstanding partnership with St. Alexius Medical Center, now known as Ascension.

In 2009, a three-year partnership contract was established, as Alexian paid the District \$50,000 annually. This agreement was subsequently renewed twice, and the most recent three-year contract concluded on July 31, 2017. Following AMITA Health's takeover of Alexian in 2017, it was communicated that a three-year contract could not be sustained. Consequently, both parties agreed to an annual contract of \$67,240 in September 2017, with successive contracts signed in August 2018 and August 2019, each valued at \$69,740 per year. During the transition to Ascension, contracts have been maintained on an annual basis, with the 2022-2023 contract amounting to \$70,000 and the 2023-2024 contract amounting to \$75,000.00.

As requested by Ascension, there will be no additional changes in next year's contract as both parties are pleased with the current partnership.

Rationale

The attached contract represents the annual renewal partnership with St. Alexius Medical Center backdated to August 1, 2024, and continuing through July 31, 2025, for the amount of \$75,000.

Please refer to Exhibit A in the attached contract with specifics for the Ascension partnership/sponsorship.

SPONSORSHIP AGREEMENT

THIS SPONSORSHIP AGREEMENT (the "**Agreement**") dated as of August 1, 2024 is made and entered into by and between St. Alexius Medical Center ("**Entity**") and Hoffman Estates Park District (referred to as "**HE Park District**") an Illinois park district. 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 remain in effect through the sponsorship program period (**8/1/24 - 7/31/25**) as further described in Exhibit A, 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. **In the event Entity terminates this Agreement in accordance with this Section 4.2, the Parties agree that Entity shall not be responsible to HE Park District for any sponsorship payments or installments after the date of termination.**

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 foregoing, 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 it 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 Entity's 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:

As to HE Park District:	As to Entity:
Hoffman Estates Park District 1685 W. Higgins Road Hoffman Estates, IL 60169 Attn: Executive Director	St. Alexius Medical Center 1555 Barrington Road Hoffman Estates, IL 60169 Attn: President

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 Part District	St. Alexius Medical Center
Signed:	Signed:
Print Name:	Print Name: Roxann Barber
Title:	Title: CEO
Date:	Date:

EXHIBIT A
2024-2025 SERVICES & SCHEDULE

Total annual sponsorship for August 1, 2024 through July 31, 2025 is \$75,000.00 which will be paid in 12 monthly installments of \$6,250.00. Each installment to be processed within 30 days of Ascension St. Alexius receipt of an invoice from the Hoffman Estates Park District.

Hoffman Estates Park District (HEPD) Partner Inclusions:

Digital Billboard

One (1) ad slot on a minimum of two (2) facings of HEPD digital billboards in the community displayed continuously throughout the term

Signage

Logo display on HEPD signage in the community including Triphahn Center lobby, Fitness Court and Seascape Aquatic Center displayed continuously throughout the term

Web Site

Logo and link on the landing page of the online program guide continuously throughout the term

E-mail Marketing

Logo and link on the footer of HEPD e-mail blasts sent weekly to approximately 24,000 addresses throughout the term

Literature Distribution

Opportunity to display/distribute literature at HEPD facilities

Meeting Space

Opportunity to utilize HEPD meeting space for mutually agreeable events (subject to availability)

Event/ Vendor Booth Space

Opportunity to have booth space at HEPD facilities and/or events to meet-n-greet with visitors, promote services, conduct screenings, etc. including:

- Senior Club health screenings and presentations/educational lunches
- pre-season parent health education seminars for sports leagues
- monthly health screenings (BP, BMI, flu shots, etc.)

Event Sponsorships

Community Fitness Days

Title sponsorship of "Community Fitness Day" offering free admission to HEPD fitness facilities, including advance promotion and participation in the events (one Saturday per quarter-TBD)

Go Hoffman

Title sponsorship of a new Go Hoffman themed event including advance promotion and participation in the event (date TBD, Spring 2025)

Pink the Rink

Title sponsorship of "Pink the Rink" ice skating party for cancer awareness including advance promotion and participation in the event (date TBD)

Discounts

HEPD will offer discounts to full-time Ascension employees with proof of employment (ID badge) as follows:

- 20% off fitness memberships at The Club, Triphahn Center and/or Willow Rec Center
- 20% off annual passes at Seascap (pool/water park)
- 10% off programs (child care, classes, activities, etc.)
- * Excludes special events (i.e.-Breakfast with Santa) and not valid with other offers or previous purchases

MEMORANDUM M24-068

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Karrie Miletic, Director of Recreation
RE: Recreation Board Report
DATE: August 20, 2024

Motion:

Recommend to the full board to include the August Recreation Board Report in the August Executive Director's Report.

Recreation Division



- Various staff have been taking turns helping announce the Summer Sounds at the Green Concert with a representative from the Village Arts Commission.
- Popsicles in the Park ("Freezie Fridays") continue at Seascape and South Ridge every other week. The new police golden retriever dog is a hit with the kids.
- Staff had a table at the Community Resource Fair put on by the Police department on the evening of July 25.
- The Police and Fire departments brought their vehicles and joined us at our camp field day this year at Fabbrini Park on July 29.
- Rec staff helped at National Night Out on August 6.
- The gym floor and dance floor resurfacing project at Willow and Triphahn created some creative programming, moving camps and classes. The efforts were all worth it in the end. Willow dance teachers are happy to have Marley flooring for their dance studio now. The customers and staff are thankful for the upgrade.
- MORE van visits continue this month; Barrington Lakes Apartments were among the list and was very well attended.



General Programs

Theatre

Oliver and Nutcracker tryouts were held in July. We are happy to have close to 40 performers in our youth HOTT group for Oliver. We also have a full cast for Nutcracker. Performances for both groups will be later in the fall.

General Programs:

Program	Summer 2023	Summer 2024
Shotokan Karate	131	134
Tae Kwon Do	37	20
Gymnastics	132	123

Dance:Things that happened in July:

1. 4th of July Parade
2. 13 private lessons
3. Willow dance floor was completed
4. National competition on July 29 for 5 dances (6 dancers)

Things that will be happening in August:

1. Fall registration – current numbers are low
2. Planning for fall classes
3. TC dance room is being redone
4. Some private lessons

Summer Dance Numbers:

Style	Summer 2023 Classes offered	Summer 2023 numbers	Summer 2024 Classes running	Number enrolled as of 7/31/2024
Ballet	3	42	4	50
Ballet/Tap	4	34	4	19
Ballet/Jazz	2	10	2	11
Jazz/Hip Hop	2	15	3	22
Tap	2	14	2	22
Specialty	7	88	6	77
Total	20	203	21	201

July Baton Numbers:

Style	July 2023 Classes running	July 2023 Numbers	July 2024 classes being offered	Number enrolled as of 7/31/2024
Performance baton	2	12	2	13
Baton	7	23	7	21
Total	9	35	9	34

Special Events:

- Park District staff assisted at the Fourth Fest in the Kid Zone both days and our M.O.RE. van, Scooby, and Commissioners were in the parade.
- Unplug and Play Day was our next larger event at South Ridge on July 13, Jeanie Be and the Bubble Guy were there for entertainment. We had many other activities planned as well including an inflatable slide. The Fire Department, Palatine Library and Village representatives attended as well. Fishing opportunities were offered by Get Hooked.
- Summer Family Fun Day Concerts continue on Friday mornings through August 23.

Unplug Day Ninja Battle Race

Program	Ages	Enrolled
Ninja Battle Race	5-7	30
Ninja Battle Race	8-10	11
Ninja Battle Race	11-12	5



Early Childhood

Preschool Next School Year

	23/24 WRC	24/25 WRC	23/24 TC	24/25 TC
Threeschool	Cancelled	2	11	5
2's Playschool	8	6	Cancelled	10
3's & 4's Preschool	38	34	81	73
TOTAL	46	42	92	88

Welcome packets were sent in the mail on July 1. All new students were given the file forms to complete for DCFS. We passed our Willow relicensing occurred on August 2 and we passed.

LSC:

2023	2024
52 (3 rooms)	52 (3 rooms)

5 Days: 42 3 Days: 6 2 Days: 4

Rock'n'Kids Kid Rock: 9 Tot Rock: 4

Summer Camp:

Camp 2024	Session 3	Session 4	Session 5
Pre Camp 5 day TC	8	7	6
Pre Camp 2 day TC	6	7	NA
Pre Camp 2 day WRC	9	11	NA
KinderCamp TC	14	14	10
KinderCamp WRC	6	6	3
Ready For Kinder	8	8	5
Jr Leaders	4	4	NA

Camp 2023	Session 3	Session 4
Pre Camp 5 day TC	6	1
Pre Camp 2 day TC	10	9
Pre Camp 2 day WRC	16	10
KinderCamp TC	13	13
KinderCamp WRC	11	12
Ready For Kinder	20	20
Jr Leaders	3/4	3 Full



50+ Events

<u>July 50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Seniors Out Socializing Early Bird Riccardo's	7/10	16
Pub Trivia	7/17	21
Spotlight on New York Trip info meeting	7/18	12
Seniors out Socializing- The Local Kitchen and Tap	7/19	14
Lunch and Learn Ascension	7/23	18
Metropolis Million Dollar Quartet with Lunch	7/25	14
Birthday Lunch	7/26	39
<u>August 50+ Events</u>	<u>Date</u>	<u>Enrolled</u>
Seniors Out Socializing Early Bird Texas Roadhouse	8/8	8
Woodstock Name that Tune Party	8/12	0
Seniors out Socializing- Perry's	8/16	16
Pub Trivia	8/21	13
Birthday Lunch	8/23	11
Movie and Munchies @ Willow	8/26	0
High Tea at Calla Lily's	8/28	14

Group Exercise Enrollments for 50+

Class	Spring 2023	Summer 2023	Summer 2024 (as of 7/8)
50+ Basic Exercise	52	65	56
Tai Chi (Daytime)	10	10	3
Line Dancing	15	29	29
Gentle Yoga	10	15	12



School Age - STAR and Day Camps

STAR Enrollment 24/25

- To date, 407 enrollments across all STAR Before and After School Locations (enrollment is ongoing)
- STAR staff training and Open House are August 12-14
- D54 begins on August 15 and D15 begins September 3

	3 days before	3 days after	5 days before	5 days after	Total enrolled 24/25	<i>Waitlist</i>	<i>Total enrolled last year 23/24</i>
Armstrong	5	7	12	19	43	0	51
Fairview	3	16	11	19	49	0	52
Lakeview	0	3	10	19	32	0	56
MacArthur	1	9	35	43	88	4	86
Muir	0	3	14	18	35	0	43
Lincoln Prairie	2	10	21	17	50	0	53
Total for D54 24/25	11	48	103	135	297	4	341
Whiteley	6	10	24	70	110	52	71

Summer Camp

- Regular camp (weeks 1-10) has concluded, and we are now in our extended camps from August 12 to 23.
- Extended Camps will be run out of Willow Recreation Center and will go on a field trip every day including trips to Randall Oaks Zoo, Legoland, Main Event and more.
- Extended camps were offered due to the different start times for District 15 and District 54.

- Due to construction at multiple schools, Willow Recreation Center was our main hub for Camp 2024.

Camp	2023	2024
Explorers South Weeks 1-9	1,001	686
Explorers North Week 1-9	847	664
Explorers- 3 Day	N/A	405
Explorers Extended (8/12-8/23)	N/A	369
Teen Camp WRC & CH	240	229
STEAM Camp Week 1-8	226	418
Sports Camp Week 1-8	353	483
Total	3,347	3,254



Youth Athletics

Adult Sports

- The second session of outdoor pickleball leagues began at Fabbrini on August 5. The league is set to conclude September 30. Pickleball registration increased by 20% and will continue to grow when indoor season begins. A pickleball tournament to be hosted at Fabbrini Park on October 5 is open to the public and players in the current league.
 - We have three levels of competition.
 - Social League, 3.5 and 4.0+
- Adult Softball will conclude their summer season August 12 with a playoff. Fall Softball league is set to start August 26.
 - 5 teams are currently participating in the summer league.
 - We also have a free agent list going.
- Adult Basketball league registrations are open to the public. League games are set to start September 3. Registrations will be per individual instead of per team.

Youth Sports

- Contractual classes
 - Hoffman United Soccer Club has increased programming opportunities for the summer months (classes on Monday, Wednesday and Friday at a different park each day).
 - We have HUSC fundamentals classes running all three days offered. We are really focused on a quality experience for participants.
- Baseball leagues resume for 8th grade and below levels in early September. Practices start the week of August 12. As for Colt Summer teams, our two Colt teams will face each other in the Championship game August 9.
 - We have two teams in the Pinto division and will partner up with Rolling Meadows Park District.

- Mustang will have one team competing in PCBS league this fall.
- Colt baseball will field one team in PCBS this fall.
 - We have invited girls from Palatine, Arlington Heights, Rolling Meadows and Hoffman Estates.

Contractual Sports:

- Sports Kids, Inc. continues to offer great youth athletics programming
 - Volleyball has been their most popular class offering and currently has 15 enrolled.
- Currently reaching out to new contractual vendors to expand our offerings.
- Sports Birthday Parties through Hot Shot Sports continue to come in and that relationship remains strong.
- Plans continue for the Tri-Town Showdown disc golf tournament that will take place on September 28-29 in Rolling Meadows, Palatine and here in Hoffman Estates at Black Bear Disc Golf Course. Registration for this event began on July 28.

Contractual Athletic League:

- Youth soccer league registration has just ended, and we have 173 enrolled spanning Pre-K-6th grade.
- We have been in regular communication with Dwayne Cruz, the Director of Aces Soccer, to strengthen ties and continue to build a quality program.

Field Rentals

- Cricket Rentals are fully booked and paid all weekends from mid-April through October.
 - Weekday rentals are filtering in as well.
- Baseball, softball and soccer rental requests are coming through steadily and staff continues working to accommodate these within our internal programming needs. We should see a big increase in our rentals this summer and fall.



Aquatics

The Club Swim Lessons

Type of Lesson	2023	2024
Parent/Tot	40	31
Tots	16	16
Group Classes	143	137
Adult	7	11

Seascope Swim Lessons:

Type of Lesson	2023	2024
Parent/Tot	7	5
Tots	19	7
Group Classes	121	102

966 Seascope Passes 2024, compared to 809 in 2023

Seascope Special Events have not run as we hoped due to low enrollment. Next year we plan to lower the price or make them free for pass holders.

Recreation Facilities

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>7/31/2023</u>	<u>01/01/2024</u>	<u>7/31/2024</u>	<u>2024 YTD</u>
Fitness	134	127	135	+8
Racquetball	42	39	27	-12
Total	176	166	159	-7

WRC Healthcare 5 Members

WRC Rental Information: We had a total of 5 rentals for the month of July.

***DOG OFF-LEASH AREAS**

<u>Membership</u>	<u>7/31/2023</u>	<u>01/01/2024</u>	<u>7/31/2024</u>	<u>2024 TTD</u>
Total	594	519	488	-31

Triphahn Center Fitness

<u>Membership</u>	<u>7/31/2023</u>	<u>01/01/2024</u>	<u>7/31/2024</u>	<u>2024 YTD</u>
Total	583	569	590	+21
Billed Members	537	505	525	+ 20
Healthcare Numbers	49	64	65	+1

TC Rental Information: We had a total of 35 rentals for the month of July.

E-Sports

- We had two birthday parties in July.
- We offered one Fortnight Tournament in July that was cancelled.

MEMORANDUM NO. M24-069

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Deputy Director
RE: Facilities & Marketing Board Report
DATE: August 20, 2024

Motion:

Recommend the August Facilities Report to be included in the August Executive Director’s Report for Board approval.



Bridges General Programs:

- Bridges offered a second Toptracer Couples League for the end of the summer and has sold out with 20 couples.
- Fall Toptracer Leagues have started taking registration and early numbers are showing another great fall season for Toptracer.

Golf Rounds

MONTHLY ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
5,282	5,315	5,478	5,639	5,382	5,419
YTD ROUND TOTALS					
2020	2021	2022	2023	2024	5 Year Average
10,802	17,301	15,689	18,543	19,597	16,386

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
3,835	3,407	2,951	3,462	3,719	3,474
YTD RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
7,022	12,625	9,727	12,675	14,436	11,297

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
598	754	776	709
YTD TOPTRACER RESERVATION HOUR TOTALS			
2022	2023	2024	3 Year Average
2,063	3,594	4,403	3,353

Food & Beverage

July 2024

- 4 golf outings servicing 568 guests
- 4 breakfast meeting servicing 141 guests
- 1 graduation party servicing 77 guests
- 1 ceremony and reception servicing 110 guests
- 1 birthday party servicing 42 guests
- 1 Toptracer party with 2 bays, 2 adult party packages

August 2024

- 1 breakfast meetings servicing 25 guests
- 9 golf outing servicing 1,100 guests
- 1 ceremony/reception servicing 112 guests
- 1 birthday party servicing 30 guests
- 1 family reunion servicing 50 guests
- 1 graduation party servicing 80 guests

2024 Golf Outings

- 5 new golf outings booked (2 in May)
- Total 2024 Shotgun Events: 36

2023 weddings

- 9 ceremony and receptions
- 3 reception only
- 1 ceremony only

2024 weddings

- 8 ceremony and receptions (1 moved to 2025)
- 2 reception only

2025

- 6 ceremony and receptions



Membership Totals	<u>7/31/2023</u>	<u>01/01/2024</u>	<u>7/31/2024</u>	<u>Var. +/-</u>
Totals	2,825	2,769	2,780	+11

Member Services/Sales & Fitness

- The Club team enrolled 99 new members in July, offering an enrollment fee of \$29. Membership growth continues to slow, as is expected. This slowdown will continue through September and will be a bit more stagnant this year due to the floor refinishing project in August/September.
- We continued the offer of a free month to existing members who referred new members in July. We had 8 member referrals in July.
- The Club had 2,023 unique visits in July, meaning approximately 73% of members visited/used the facility at least once in July.
- The Club had 99 United Healthcare Renew Active pass holders use the facility in July (visiting at least one time).
- Club staff offered three outdoor Pop-Up Fitness events in July:
 - July 12 –Zumba at Hideaway (15 in attendance)
 - July 14 – Yoga in the Park at Fabbrini (cancelled due to weather)
 - July 17 – Family Zumba at Southridge (25 in attendance)
- Club staff introduced a new fitness class to piggyback off the success and demand of the existing Barre classes. The first “Booty Barre” class was offered in July. This will be an ongoing class on the group fitness schedule.
- Club staff offered a significant discount on personal training packages in an effort to introduce the new personal trainers and promote the benefits of personal training. This promotion gave a nice boost to personal training pass sales in July. We sold 50 personal training packages in total: (35) 5-pack pkgs, (12) 3-pack pkgs, (2) 10 pack pkgs, and (1) 1 session pkg.
- Club staff offered a small, fun member retention activity with an Olympic theme. Members completed activities on their own time and competed against their previous time or distance. Those who “competed” were entered into a drawing to win various prizes, including some donated by local businesses (Pinstripes, Coopers Hawk, Rookies).

Operations Departments:

- The Club activity has generally slowed down this summer, much more than the previous year. Many more members requesting vacation holds this summer.
- The Club rentals stats for July:
 - (42) volleyball rentals; (1) Birthday parties; (13) basketball rentals; (12) Pickleball court rentals
 - (2) all day, weeklong youth summer camps

- The Club offered and ran the following programming and specials in July:
Pickleball 101/102 (6 classes)
- The Club's drop-in Pickleball evening play option on Tuesdays has grown each week, averaging about 30 people each night, with 4 courts available for play. This program will be paused in August/first part of Sept due to the floor resurfacing but will return in September.

Ice Department

Ice

- Ice staff attended National Night Out and set up a hockey shooting booth to promote our "Try Hockey/Skating for Free" event on 8/6.
- Hosting Steel Ice Breaker tournament 9/6-9/8.
- Rink 1 is going back in and will be ready to host the upcoming tournament.
- Fall season is upon us with tryouts and evaluations scheduled for the end of the month and early September.
- Working on getting a Speed Skating event set up for the end of October.

Public skate

- Pink the Rink sponsored by Ascension is set for 10/6. This will be a breast cancer awareness themed public skate with a portion of the proceeds going to charity.
- Spooky Skate will be 10/27 and will be our Halloween themed public skate.
- (4) Public Skates were held in July totaling 156 patrons

Figure Skating

- We hosted a seminar with 100+ skaters from surrounding rinks that featured Olympian, World and Nationally ranked coaches.
- Competition season has started for our Hoffman Skate Academy kids.
- We are transitioning into the Fall session which will start 9/9.
- We have a figure skating exhibition on 10/6 following the Pink the Rink public skate to showcase our competitive skaters.

Hockey

- Fall Wolf Pack registration is open, pre-skates/evaluations are coming up at the end of August.
- Wolverines 12U girls' pre-skates tryouts have begun.
- We had over 100 participants registered for our try hockey for free event at the end of July; the event went well, and we opened up a second time slot to meet the needs of patrons.
- Fall hockey learn-to-skate/learn-to-play class registration is open, and classes will start in September featuring a new class "Cross-Ice Skills and Games" which will help the transition into our team play.

Marketing

C&M DEPARTMENT:

July C&M Production Metrics

- 15 Integrated Campaigns: NRPA Where You Belong Campaign, Seascape Back to School Splash Campaign, HOTT Theater Oliver Auditions Campaign, HOTT Theater Nutcracker Auditions Campaign, Try Hockey (Inside Out) Campaign, Girls Flag Football Campaign, Find Your Fun Registration Campaign, Northwest Fest Kidzone Campaign, Swim Lessons Campaign, Fall Hiring Campaign, Athletic Leagues Campaign (Pickleball, Softball, Baseball, Basketball, Soccer), and extensive production on A-Frame signage for various construction projects
- 83 C&M production tasks; 103 production sub-tasks

July Email Performance Metrics

Email Campaign Name	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
TU What's Happening_ 7/30/24	43.06%	1.80%	0.02%	0.11%
TH_All Things Fun! 7/25/24	31.42%	1.05%	0.02%	0.10%
TU What's Happening_ 7/23/24	40.71%	1.45%	0.06%	0.08%
TH_All Things Fun! 7/18/24	41.28%	1.10%	0.04%	0.07%
Try Hockey	57.17%	2.87%	0.29%	0.08%
TU What's Happening_ 7/16/24	36.01%	1.00%	0.04%	0.06%
TH_All Things Fun! 7/11/24	39.42%	1.07%	0.03%	0.10%
TU What's Happening_ 7/9/24	41.64%	1.03%	0.06%	0.07%
TH_All Things Fun! 7/4/24	40.02%	1.74%	0.10%	0.11%
TU What's Happening_ 7/2/24	42.15%	1.39%	0.06%	0.10%
July 50+ Newsletter	57.37%	1.02%	0.05%	0.11%
11 Email Blasts Sent	42.75%	1.41%	0.07%	0.09%

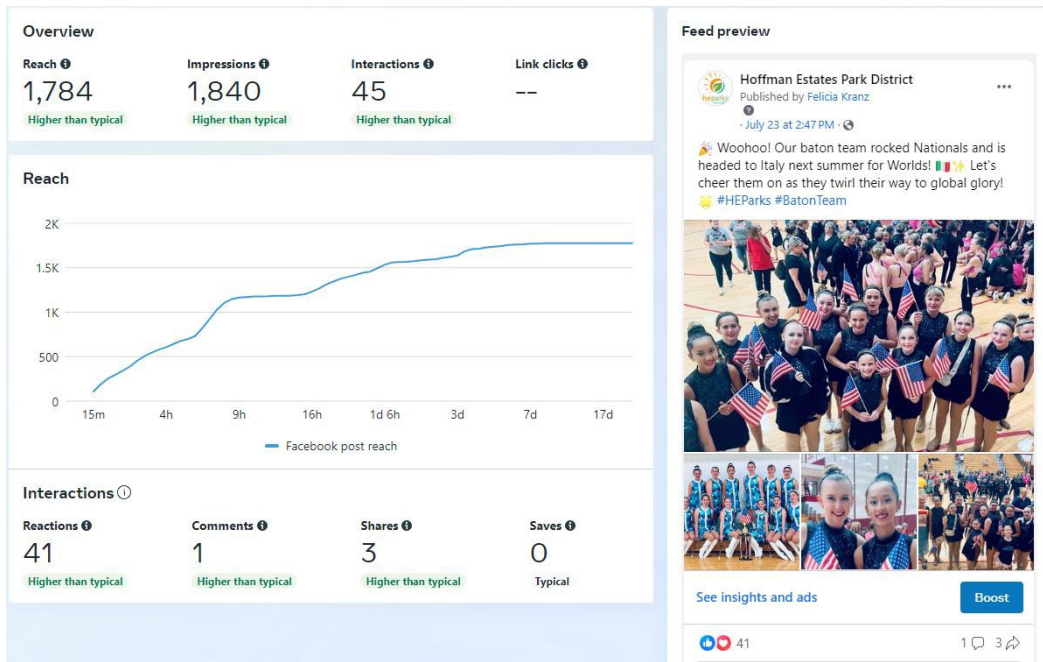
July Social Media Performance Metrics:

Total social media activity across Facebook, Instagram, LinkedIn, & Twitter = 188 posts, reels, and stories (up 16.05%)

- **Facebook:** Reach 33.5k (up 108.7%), interactions 930 (up 63.4%), Visits 4.3K (up 2.7%), new followers 77 (up 31.55%)
- **Instagram:** Reach: 2.5k (up 46.1%), interactions 387 (up 50%), Visits 659 (up 27.2%), new followers 39 (down 11.4%)

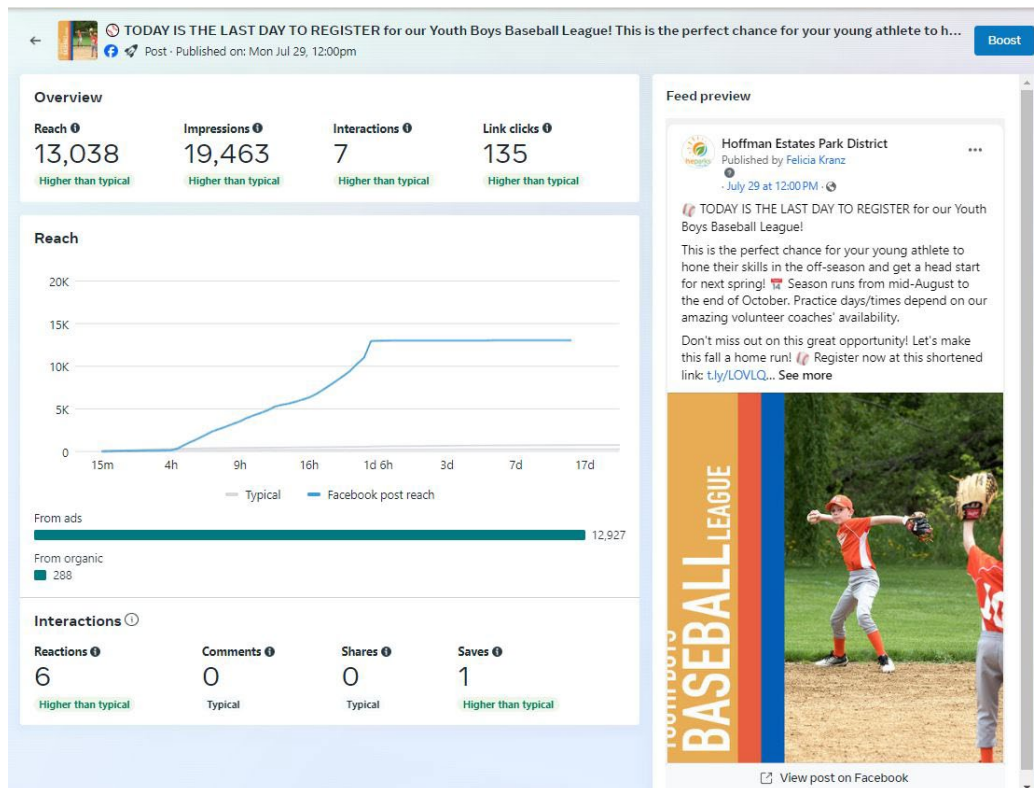
Highest Organic Engagement/Interactions (The most popular post)

A Facebook Post sharing the Baton Twirlers National Win. The post organically reached 1,784 people and had 1,840 Impressions, and 45 Interactions (link clicks n/a).



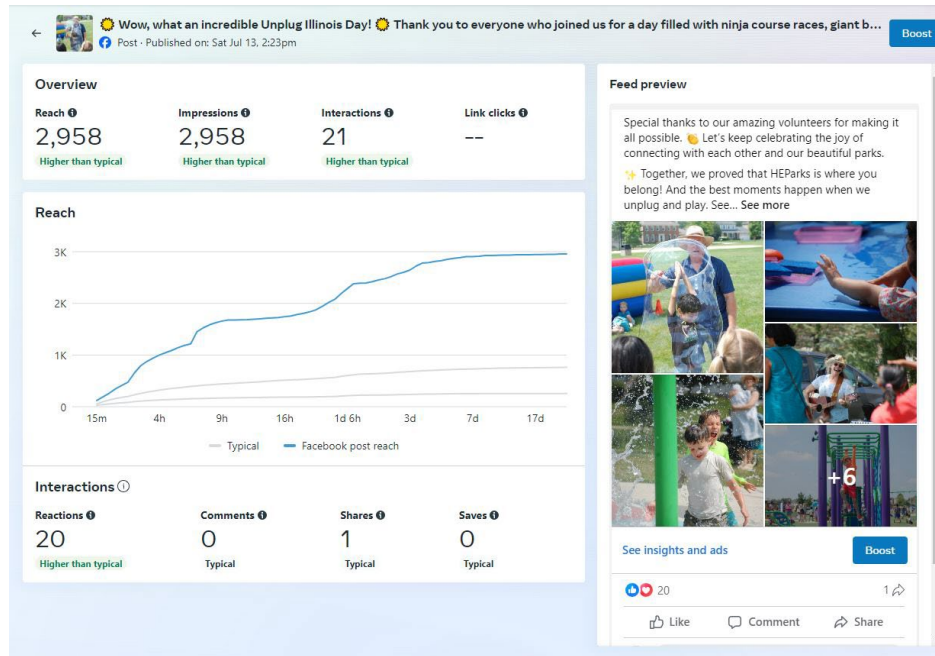
Highest Paid Reach

A Facebook Post on the last day to register for baseball was boosted for one day. The post organically reached 13,038 people and had 19,463 Impressions, and 7 Interactions (135 link clicks).



Highest Organic Reach

A Facebook Post on IL Unplug Day. The post organically reached 2,958 people and had 2,958 impressions, and 21 Interactions (link clicks n/a).



July Outreach

We brought the M.O.R.E. (Mobile Outreach Recreation & Education) Van to Steeple Hill and Barrington Lakes communities. HEParks commissioners and staff participated in the Village's 4th of July Parade. Staff and commissioners had representation at the Village's Hoffman in Motion "Summer Hang" event at South Ridge Park on July 11. Staff engaged with the community on July 13 for IPRA Unplug IL Day.



🇺🇸 Happy Fourth of July! 🇺🇸
 HEParks wishes everyone a joyful Independence Day! Stay safe, have fun, and celebrate the spirit of independence with us. #FourthOfJuly #HEParks



BRIDGES OF POPLAR CREEK

- Created new slides for lobby TV promoting upcoming events, weddings, The Club monthly promo, etc.
- Attended Chamber events to promote the golf course, Toptracer Range, golf outings and events.
- Created new posters, tabloids, and flyers to promote golf lessons, Toptracer Range, and other 2024 events.
- Designed and scheduled marquee images for golf outings and events.
- Took various photos to build “asset library” for future digital and print promotions.
- Promoted wedding receptions through Facebook and Instagram ads to generate leads and exposure.
- Created marketing materials/promoted Fall Toptracer Range Couples’ League.
- Promoted Junior and Family Golf specials.
- Created marketing materials/promoted Yappy Hour/Dog Carnival.





- Created/scheduled email blasts:

DATE	EMAIL MAIN SUBJECT(S)
7-3-24	Junior Development
7-12-24	Shotgun Start 7-19-24
7-12-24	StingRays Live Music; Golf Lessons; Beer Garden Open Daily; Now Hiring
7-15-24	StingRays Live Music; Golf Lessons; Beer Garden Open Daily; Now Hiring
7-16-24	National Hot Dog Day promotion
7-23-24	Shotgun Start 7-26-24
7-29-24	Yappy Hour 8-10-24; Fall Couples Toptracer Range League
7-30-24	Shotgun Start 8-2-24
7-30-31	Autumn Jr. Golf Lessons

THE CLUB

- Designed August promo, and referral marketing collateral (digital and print).
- Attended Chamber events to promote Club promotions and events.
- Created/scheduled social media posts for upcoming programs, promotions, and events.
- Took various photos to build "asset library" for future digital and print promotions.
- Utilized small "A" frames to promote monthly referrals and events.
- Announced floor refinishing project via email, social and in-house signage for members.
- Promoted new trainer special via social and in-house signage.
- Developed and ran a "Get Ready for the Olympics" challenge for member retention.
- Continued promoting Pickleball open play on Tuesday nights.
- Promoted remaining Hideaway and Pop-Up Fitness in the park events.

NEW TRAINER SPECIAL

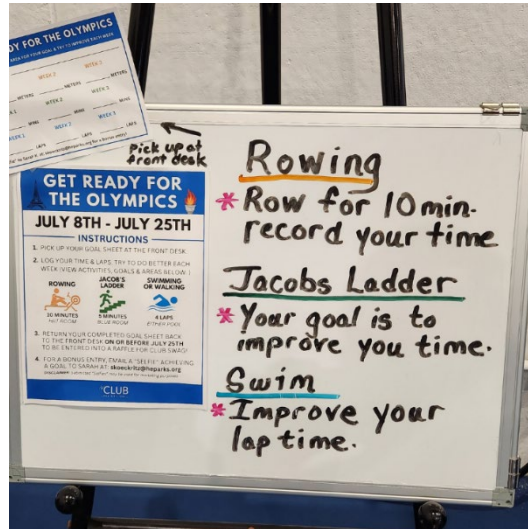
VALID FOR TRAINING WITH JACQUI, JAMES & OWEN

PACK OF THREE (3) ONLY
1-HOUR PERSONAL TRAINING SESSIONS
\$99

REGULAR PRICE \$177, \$78 OFF!

PURCHASE LIMIT: ONE PACKAGE PER MEMBER
OFFER VALID 7/1/24-7/31/24

CLUB
PRAIRIE STONE



OTHER

- Participated/drove M.O.R.E. van in 4th of July parade.
- Contributed ideas/insights as a member of the H.E. Chamber Golf Outing committee.
- Attended weekly C&M meetings with Rec marketing.