



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, SEPTEMBER 12, 2017  
7:45 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - July 18, 2017
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Eagle Scout Project (Chimney Swallow) / M17-101
  - B. Palatine Public Library Agreement / M17-102
  - C. HUSC Agreement, Revised / M17-105
  - D. Recreation, Facilities & Golf Report / M17-099
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](mailto:jkaczmarek@heparks.org) or (847) 885-8500 with at least 48 hours' notice.



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**MINUTES  
RECREATION COMMITTEE MEETING  
July 18, 2017**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on July 18, 2017 at 7:45 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Dressler (7:46), Henderson, Snyder, Wittkamp, Chairman Kinnane

Absent: Comm Rep S. Neel

Also Present: Executive Director Bostrom, Deputy Director/A&F Director Talsma, Rec/Facilities Director Kies, Golf Director Bechtold

Audience: President Kaplan, Commissioner K. Evans, Bickham, Kilbridge, Facilities Manager Albig, Superintendent Manisco, Digital Media Associate O'Brien, Xavier Vazquez and Matilda Vazquez

**2. Approval of Agenda:**

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

**3. Minutes:**

Comm Rep Snyder made a motion, seconded by Comm Rep Henderson to approve the minutes of the May 9, 2017 meeting as presented. The motion carried by voice vote.

**4. Comments From the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

A. Eagle Scout Project/M17-078:

Director Kies introduced Eagle Scout Xavier Vazquez from Troop 297. Xavier Vazquez gave a presentation on his Eagle Scout project to create a Monarch Butterfly Garden at WRC. He explained that it would be a sanctuary for the Monarchs and that the preschool could release their butterflies in this garden in the hopes that they would continue to return there year after year. He explained that there would be a mulch path and bench near the front door with a tic tac toe game and the garden itself would be to the right and approximately 30-feet x 30-feet with a 4-foot mulch path through it and a bench there. He also explained that the garden would be registered with the North American Butterfly Association. Mr. Vazquez explained that they would be looking for volunteers to complete the project as well as donations of funds and/or materials.

Comm Rep Henderson asked if the plants would ensure that the Monarchs would come back and it was noted that they would. Mr. Vazquez also explained that they would most likely be seed and come up in the Spring.

Comm Rep Dressler asked if the plants would be specific to the Monarch's needs and it was noted that they would. Comm Rep Henderson asked about the soil for the plants and it was noted that Mr. Vazquez would be working with Supervisor of Horticulture Schwartz to make sure that the soil and plant requirements would be met.

Comm Rep Snyder asked if the bench would be wolmanized wood and anchored to the ground and it was noted that all specifics of the project would be reviewed by park district staff to make sure they met the district's requirements.

Commissioner R. Evans noted that it was a timely project and well presented. He asked if the district would receive anything for registering the garden and Mr. Vazquez explained that there would be a stand and/or plaque and they would be added to the Registry and recognized across the county.

President Kaplan asked if the district had to do anything to continue the registration. Staff will check. Commissioner Bickham asked about the fees and it was noted that they were one time.

Commissioner K. Evans asked about maintaining the garden and Director Kies explained that maintenance had already said they would maintain the area.

Director Talsma noted that IAPD was doing a program with the Monarch Butterflies and offered free plantings and information through the Garden Club of Illinois. He volunteered to forward the email to Mr. Vazquez.

Comm Rep Dressler noted that School District #15 also had their preschool producing Monarchs and suggested contacting them to use the garden for their release.

This memo was informational only and no vote was required.

**B. Utilization of Space in former pro shop/M17-080:**

Executive Director Bostrom noted that Jerry's pro shop had vacated the premises. Director Kies explained that Flores was going to take over selling the hockey incidentals that used to be sold in the pro shop and that staff was recommending the use of the space for camps, ELC & Preschool, Fitness classes and general programming.

Commissioner K. Evans asked if the space had been returned to original and Director Kies noted that it had. He also explained that staff liked the shelving walls in the room.

Comm Rep Wittkamp made a motion, seconded by Comm Rep Dressler to recommend the board approve the proposed plans to renovate the previous pro shop space at the Triphahn Center as outlined in M17-080. The motion carried by voice vote.

**C. Rec, Facility & Golf Report and 2Q Goals/M17-077:**

Superintendent Manisco introduced Digital Media Associate O'Brien and Director Kies reviewed the report.

President Kaplan asked about blade sharpening for the ice skates and Director Kies noted that new technology had made the process easier. He also explained that the district would have to have a sharpening machine to keep their rental skates sharpened and would make that available during tournaments.



Commissioner Bickham asked about the 15 minute lead for SFAC members and Director Kies explained it was a perk offered to pass holders to secure chairs at the pool.

Director Bechtold reviewed his report noting that the first music night had 160 guests. He also noted that the next event would be August 10<sup>th</sup>. He shared with the committee that BPC has hosted the US Women's Amateur and that one of the staff had qualified. He also explained that the course had seen 5 ¾ inches of rain and it had not created any problems on the course.

Commissioner R. Evans asked how BPC had gotten the US Women's and Director Bechtold explained that each year he makes a request for a variety of Tournaments to be held at BPC.

Commissioner R. Evans made a motion, seconded by Comm Rep Snyder to send the Rec, Facilities & Golf Report and 2Q goals to the board as presented. The motion carried by voice vote.

**7. Committee Member Comments:**

Commissioner R. Evans noted that he had been by PSSWC to see how the renovation was doing and things were going well.

Comm Rep Snyder noted that he had played pickle ball and was surprised that many of the crowd were from Park Ridge.

Comm Rep Wittkamp asked about the Judo/Self Defense class and Director Kies noted that they were trying to develop different classes. He will connect with Comm Rep Wittkamp about bringing the program to 50+.

Comm Rep Henderson noted she had enjoyed the Park Tour.

Comm Rep Dressler thanked the district for their memorial tree planting program. She also said it had been a great 4<sup>th</sup> and that a young lady she knows that works at SFAC really enjoyed working for the district.

**8. Adjournment:**

Com Rep Wittkamp made a motion, seconded by Commissioner R. Evans to adjourn the meeting at 8:30 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom, Secretary

Peg Kusmierski, Recording Secretary

## Memorandum M17-101

**To:** Recreation Committee  
**From:** Dean R. Bostrom, Executive Director  
Michael R. Kies, Director of Recreation & Facilities  
**RE:** Eagle Scout Project – Proposed Chimney Swift Tower Location  
**Date:** September 5, 2017

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### **Background**

In early March the park district was contacted by Jiri Keprda about the possibility of completing his Eagle Scout project at the HEPD. During that time he met with Mike Kies and John Giacalone. Through that process the parties reviewed some potential ideas. Part of that progression was researching some of the outcomes from the Comprehensive Master Plan's Attitude and Interest Survey, investigating some of the national trending activities in the Park & Recreation industry and discussing potential concepts with Recreation staff.

As data started to come back, the scout, along with staff, determined that there might be an opportunity to build a chimney swift tower and place it in one of our parks as part of our conservation efforts.

At the April Recreation Committee meeting Director Kies explained the concept to the committee who were in favor of the idea and location (Vogelei Park). To recap, this park site was optimal as it is our outdoor green space that was developed for our residents and guests to provide hands-on, interactive learning experiences for all ages in a predominantly outdoor setting. The Parks programs and events, play areas, and even landscaping have been designed to provide visitors with an enriching selection of passive and active opportunities to foster awareness of our environment and heritage. Park's mission is Vogelei "CARES" (**C**ollection of **A**ctive **R**esources for **E**ducation & **S**tewardship). The actual spot identified in the park is just west of informational trail that aligns with the pond and band shell, which provides some shade, water and access to the naturalized areas.

As a reminder, it is important to note that this project would have gone through the regular approval process but unfortunately when Jiri approached the park district he was under a very tight timeline and if we did not internally approve the project at the time, he would have been in jeopardy of aging out of the scouting program prior to the completion of the assignment. Jiri was going to give his report at the May meeting but was not ready at the time to make that presentation, he will however be presenting his project at the September meeting.

Some history of the bird and the benefits of a Chimney Swift Tower as to why this project was selected;

- Chimney Swifts are small, dark brown birds that live in the air about 90% of their life.
- The birds do everything in flight, including all their feeding, courting, drinking, bathing and collecting twigs for nests.
- When they roost and nest, they do so in chimneys, large hollow trees and manmade swift towers, like the one that was constructed.
- Swifts often nest in residential chimneys, where they cause no damage, contrary to common beliefs.
- Swifts capture a prodigious amount of insects, including mosquitoes.

- The birds like to be near a water source which also provides a paratha of food, i.e. small bugs.
- This initiative meets our goal as a district specifically, “Operational Excellence & Environmental Awareness” by sustaining quality parks/services, utilizing best practices and advancing environmental and safety awareness.
- The project also meets the conservation aim of NRPA by promoting sustainable practices, including preserving wildlife, growing the next generation of environmental stewards by supporting programs and services that encourage a commitment to conservation.

The passion and enthusiasm to pursue this project for the district directly lies within the benefits above, but also in our desire to help preserve a bird in this area that is currently on the watch list; marginally above the endangered list. In some parts of the country the bird is on the endangered list (for that area). The highest cause for this bird being on these lists is directly associated with individuals who are cleaning out their chimneys and destroying their nests. Many local, state and federal conservation groups are actively creating these alternatives housing structures (Chimney Swift Towers) for them as they move along the migratory paths.

### **Implications**

As the process started to move from more of a macro idea down to its micro process, the following steps were broken out into sections for Jiri to obtain his goal.

The following was the outline that Jiri and staff used to determine a course of action:

- Planning
  - The scout’s ability to achieve the project
  - Support from the district staff
  - Approval from the Eagle Coordinator
  - Onsite visits with ultimately a proposed site recommendation
- Amenities required to build a successful Chimney Swift Tower.
- Site safety, national guidelines needed to be utilized and followed.
- Project storage for the Chimney Swift Tower prior to placement.
- Identified materials required and costs associated with this aim.
- Delineate the Park Maintenance specific job functions, separate from the scout’s responsibilities.
- District costs: \$500 in 6 labor hours – to install the concrete base that will hold the tower.
- Funding and donations to raise the necessary capital to complete the project.
- Up keep and general maintenance that would be required during the season, i.e. spring, summer and fall.
- Timelines to fund; build and construct a fully functional Chimney Swift Tower.

It is important to note that this is a scaled down version of a standard 20-30ft tower. This tower is expected to only reach a maximum 15ft height including the standards required to keep it in place.

### **Recommendation**

This is for informational purposes only and allows Jiri the opportunity to fulfill his requirement to make a presentation of the plan as part of his Eagle Scout project.

**MEMORANDUM NO. M17-102**

**TO: Recreation Committee**  
**FROM: Dean R. Bostrom, Executive Director**  
**Craig Talsma, Deputy Director/Director of A&F**  
**Michael R. Kies, Director of Recreation & Facilities**  
**RE: Palatine Library Lease Agreement for space at WRC**  
**DATE: September 5, 2017**

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**Background**

The Park District and Palatine Library entered into a three year lease agreement in October of 2011 which was then renewed for an additional three years in October of 2014. The space that is currently being utilized by the Library is located at WRC in the lower level, which prior to 2011 was originally the Activity Room. The space consists of 1,248 square feet that the Library utilizes.

Since the inception of this agreement, both groups have seen positive results in the goals and objectives this partnership intended. Both parties have seen an increase in visits from individuals who wouldn't normally visit WRC or the Branch Library.

When meeting with the Library staff to renew the agreement, the feedback was very positive. They expressed their appreciation of the WRC staff and their attentiveness to the Library's requests during their day-to-day operations. They also praised the park board for approving this long standing agreement.

During this meeting, the Library staff requested that we enter into a one year agreement due to the fact that their current Executive Director was moving onto another job and five of the seven Library board member seats were changing over. Park District staff is happy with the current relationship, but requested that the Library consider a one year agreement with two one year renewal options. The Library staff was in favor of this proposal as they were going through this transitional period.

**Implications**

Please see the attached agreement for specifications as it relates to the agreement. Other than the duration terms of the agreement, no additional changes were made.

**Recommendation**

Staff recommends moving forward with the renewal of the lease for a period of one year commencing on the 1<sup>st</sup> day of October 2017 and ending on the 30<sup>th</sup> day of September 2018 with two one year renewal options for 2018/19 and 2019/20.

## LEASE AGREEMENT

This lease agreement is entered into on the 1<sup>st</sup> day of October, 2017.

Landlord: Hoffman Estates Park District	Tenant: Palatine Public Library District
Address: 1685 West Higgins Road	Address: 700 N. North Ct.
Hoffman Estates, IL 60169	Palatine, IL 60067

The Landlord hereby agrees to lease to the Tenant, and the Tenant hereby agrees to lease from the Landlord the Leased Premises as described below pursuant to the terms and conditions specified within this Lease Agreement.

**1. Leased Premises:** The leased premises are those described as:

The entire Activity Room (see attached floor plan depicted in Exhibit A) which consists of 1,248 square feet and is located on the lower level of the Hoffman Estates (Illinois) Park District's Willow Recreation Center located at 3600 Lexington Drive, Hoffman Estates, IL 60192.

**2. Term:** The term of the Lease shall be for a period of one (1) year commencing on the 1<sup>st</sup> day of October 2017 and ending on the 30<sup>th</sup> day of September 2018. This Agreement will be automatically renewed for an additional year commencing October 1, 2018 and an additional year commencing October 1, 2019, unless either party gives the other no less than ninety (90) days written notice of its request to cancel this agreement prior to October 1.

**3. Rent:** Tenant agrees to pay the monthly rental amount of Two-Thousand Five Hundred and No/100 dollars (\$2,500.00) for the entire term of this lease. Rental payment for each month will be paid to the Hoffman Estates Park District, 1685 West Higgins Road, Hoffman Estates, IL 60169 in advance on or before the 5<sup>th</sup> of each month. Rent for the first month will be paid on October 13, 2017. The Tenant is subject to the Local Government Prompt Payment Act (50 ILCS 505/1 et seq.) and as such this lease is governed by the terms of that Act; however, such rent shall be due notwithstanding whether the Landlord invoices the Tenant.

**4. Security Deposit:** There shall be no security deposit required for this Lease or any renewal thereof.

**5. Delivery of Possession:** If for any reason the Landlord cannot deliver possession of the Leased Premises to the Tenant when the lease term commences, this Lease shall not be void or voidable, nor shall the Landlord be liable to the Tenant for any loss or damage resulting therefrom. However, there shall be a full daily abatement of rent for the period between the commencement of the lease term and the time when the Landlord delivers possession. If Landlord does not grant Tenant initial possession by the end of the first month of the lease agreement period, the Tenant may terminate the Lease.

**6. Use of Leased Premises:** The Leased Premises may be used by the Library District only for the purpose of operation of a Public Library and for the provision of library services. The Leased Premises shall be open to the Tenant's employees, patrons and invitees only during the Willow Recreation

Center's regular business hours. Hours of operation are:

**Regular Hours, excluding Federal Holidays (begin after Labor Day weekend)**

Mon – Fri	6:00 am – 10:00 pm
Sat	6:00 am – 7:00 pm
Sun	7:00 am – 5:00 pm

**Summer Hours, excluding Federal Holidays (begin after Memorial Day weekend)**

Mon – Fri	6:00 am – 10:00 pm
Sat	6:00 am – 5:00 pm
Sun	7:00am – 2:00 pm

Proposed changes to the Willow Recreation Center's hours of operation that would impact the Tenant's hours of operation must be conveyed to and agreed upon by the Tenant.

If for any reason the function or purpose of the facility (Willow Recreation Center) that houses the Leased Premises changes to any function or purpose other than that of a Park District Recreation Center, Tenant may terminate the Lease without liability for further rent.

**7. Utilities:** Electricity, gas, waste disposal and telephone access (for incoming and outgoing local calls) costs necessitated by Tenant's operations shall be included in the monthly rental amount throughout the entire lease term. Tenant shall be responsible, at its sole cost and expense for the installation and maintenance of its own data and Internet equipment and services, including but not limited to data services and cabling related thereto.

**8. Condition of Leased Premises; Maintenance and Repair:** The Tenant acknowledges that, based on its own inspection, the Leased Premises are in good order and repair. The Tenant agrees to arrange cleaning, to perform maintenance of fixtures and equipment that the Tenant installs, and to take good care of the Leased Premises throughout the term of the lease.

The Tenant shall provide and maintain carpet and furnishings. The Landlord shall be responsible for any damages due to faulty structure or faulty facility maintenance. (Including but not limited to a leaking roof or flooding from a plumbing leak), except to the extent caused by the acts or omissions of the Tenant or anyone employed or invited by Tenant. Tenant shall not keep, use or store anywhere on the Property or the Leased Premises any flammable or explosive matter unless directly related to library operations and it is used and stored in strict conformance with the manufacturer's published recommendations and all applicable law.

The Landlord shall maintain the facility structure and its accoutrements, including walls, hallways, roof, HVAC system, plumbing, electrical system, parking lot and exterior walkways and landscaping including snow and ice removal.

Any general maintenance charges that extend the life of the building, including but not limited to roof and parking lot repair or replacement, shall be the responsibility of the Landlord.

**9. Compliance with Laws and Regulations:** Tenant, at its own expense, shall promptly comply with all federal, state, and municipal laws, orders, and regulations, and with all lawful directives of public officers, which impose any duty upon it with respect to the Leased Premises. The Tenant, at its expense, shall obtain any required licenses or permits for the conduct of its business within the terms of this lease, or for the making of repairs, alterations, improvements, or additions. Landlord, if necessary, will cooperate with the Tenant in the applying for all such permits or licenses.

**10. Alterations and Improvements:** Tenant shall not make any material structural alterations, additions, or improvements to the Leased Premises, including installation of telecommunications equipment and services, without obtaining Landlord's prior written consent which the Landlord agrees not to unreasonably withhold and any required permits. Nothing herein shall restrict or prohibit Tenant from installing counters, shelves, trade fixtures, machinery and equipment, none of which shall become property of the Landlord. All furnishings and equipment used by Tenant in the conduct of its business shall remain the property of the Tenant and will be removed by Tenant upon termination of this Lease. Tenant shall not install its property in such a manner as to damage or threaten to damage the structural integrity of the property.

Landlord shall provide at Landlord's expense sufficient operational electrical outlets in the Leased Premises (up to but not exceeding 12 double plug outlets) in order for the Tenant to conduct operations.

All work related to alterations and improvements shall be performed by contractors approved by the landlord, which approval shall not be unreasonably withheld. The Tenant shall cause the contractor to carry the forms of insurance described herein and name the Landlord as an additional insured on all policies of liability insurance. The Tenant shall indemnify, defend and hold the Landlord harmless from and against all liens arising from the labor or materials furnished in relation to such work, and Landlord may demand Tenant to post a letter of credit, cash bond or title insurance policy during the course of any proceeding adjudicating the merits of any liens.

**11. Assignment/Subletting Restrictions:** Tenant may not assign this agreement or sublet the Leased Premises without the prior written consent of the Landlord, which consent shall not be unreasonably withheld. No assignment or subletting shall be permitted for any purpose except for uses expressly described herein.

**12. Insurance:** Landlord shall insure the structure and the common areas for the full replacement value against damage or destruction.

Tenant shall obtain insurance of the types and in the amounts listed below.

**A. Commercial General and Umbrella Liability Insurance**

Tenant shall maintain commercial general liability (CGL) and, if necessary, commercial umbrella insurance with a limit of not less than \$1,000,000 each occurrence. If such CGL

insurance contains a general aggregate limit, that limit shall be no less than \$2,000,000 and it shall apply separately to this location.

CGL insurance shall be written on Insurance Services Office (ISO) occurrence form CG 00 01 10 93, or a substitute form providing equivalent coverage, and shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract).

Park District shall be included as an insured under the CGL, using ISO additional insured endorsement CG 20 11 or a substitute providing equivalent coverage, and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respect to any other insurance or self-insurance afforded to Park District. Any insurance or self-insurance maintained by the Park District shall be excess of the Tenant's insurance and shall not contribute with it.

**B. Business Auto and Umbrella Liability Insurance**

If applicable, Tenant shall maintain business auto liability and, if necessary, commercial umbrella liability insurance with a limit of not less than \$1,000,000 each accident. Such insurance shall cover liability arising out of any auto including owned, hired and non-owned autos.

Business auto insurance shall be written on Insurance Services Office (ISO) form CA 00 01, CA 00 05, CA 00 12, CA 00 20, or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage equivalent to that provided in the 1990 and later editions of CA 00 01.

**C. Workers Compensation Insurance**

If applicable, Tenant shall maintain workers compensation and employers liability insurance. The commercial umbrella and/or employers liability limits shall not be less than \$1,000,000 each accident for bodily injury by accident or \$1,000,000 each employee for bodily injury by disease.

If Park District has not been included as an insured under the CGL using ISO additional insured endorsement CG 20 11 under the Commercial General and Umbrella Liability Insurance required in this Contract, the Tenant waives all rights against Park District and its officers, officials, employees, volunteers and agents for recovery of damages arising out of or incident to the Tenant's use of the premises. The Workers' Compensation policy shall be endorsed with a



waiver of subrogation in favor of the Park District for all activities of the Tenant, its employees, agents and subcontractors.

**D. General Insurance Provisions**

**1. Evidence of Insurance**

Prior to taking occupancy, Tenant shall furnish Park District with a certificate(s) of insurance and applicable policy endorsement(s), executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth above.

All certificates shall provide for 30 days' written notice to Park District prior to the cancellation or material change of any insurance referred to therein. Written notice to Park District shall be by certified mail, return receipt requested.

Failure of Park District to demand such certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of Park District to identify a deficiency from evidence that is provided shall not be construed as a waiver of Tenant's obligation to maintain such insurance.

Park District shall have the right, but not the obligation, of prohibiting Tenant from occupying the premises until such certificates or other evidence that insurance has been placed in complete compliance with these requirements is received and approved by Park District.

Failure to maintain the required insurance may result in termination of this lease at Park District's option.

Tenant shall provide certified copies of all insurance policies required above within 10 days of Park District's written request for said copies.

**2. Acceptability of Insurers**

For insurance companies which obtain a rating from A.M. Best, that rating should be no less than A VII using the most recent edition of the A.M. Best's Key Rating Guide. If the Best's rating is less than A VII or a Best's rating is not obtained, the Park District has the right to reject insurance written by an insurer it deems unacceptable.

**3. Cross-Liability Coverage**

If Tenant's liability policies do not contain the standard ISO separation of insured's provision, or a substantially similar clause, they shall be endorsed to provide cross-liability coverage.

#### **4. Deductibles and Self-Insured Retentions**

Any deductibles or self-insured retentions must be declared to the Park District. At the option of the Park District, the Tenant may be asked to eliminate such deductibles or self-insured retentions as respects the Park District, its officers, officials, employees, volunteers and agents or required to procure a bond guaranteeing payment of losses and other related costs including but not limited to investigations, claim administration and defense expenses.

Under no circumstances shall the Landlord be deemed to have waived any of the insurance requirements of this Lease by: (A) allowing any work or occupancy to commence before receipt of certificates of insurance or additional insured endorsements; (B) by failing to review any certificates or documents received; or (C) by failing to advise the Tenant that any certificate of insurance fails to contain all of the required insurance provisions or is otherwise deficient in any manner. The Tenant agrees that the obligation to provide the insurance required by these documents is solely Tenant's responsibility and that Tenant's obligations cannot be waived by any act or omission of the Landlord.

**13. Indemnification of Landlord and Tenant:** Tenant and Landlord mutually shall defend, indemnify, and hold the Landlord's Covered Group and the Tenant harmless from and against any claim, loss, expense or damage to any person or property in or upon the Leased Premises arising out of Landlord's or Tenant's negligent use or occupancy of the Leased Premises, or arising out of any negligent act of the Landlord or Tenant or its employees, vendors or patrons. Nothing herein shall be construed to limit Tenant's duty of indemnification to the limits of insurance described herein.

**14. Condemnation:** If all or any part of the building containing the Leased Premises is taken by eminent domain, this lease shall expire on the date of such taking, and the rent shall be apportioned as of that date. No part of any award shall belong to the Tenant.

**15. Damage or Destruction of Premises:** If damage or destruction of the building causes the Leased Premises to be unusable for the Tenant's purposes and such damage or destruction cannot be repaired within ninety (90) days, either Landlord or Tenant may terminate the Lease. Rent shall abate as of the date of the damage or destruction. If repairs can be made within ninety (90) days, rent shall abate until possession of the Leased Premises can be redelivered to the Tenant.

**16. Landlord's Rights upon Default; Abandonment:** Landlord shall take no action of any kind against the Tenant in the event of any default or breach by Tenant, unless Landlord has first given Tenant ten (10) days' written notice of a monetary default or breach and thirty (30) days' written notice of a default of any other covenant, agreement, condition or undertaking herein contained, and Tenant has failed to act to remedy the same within such period. All notices hereunder shall be sent by personal delivery or registered or certified mail, return receipt requested, mailed to the attention of the Library Director or Executive Director of the Park District, as applicable, and sent to the appropriate address shown on the first page hereof or at such other address as either party may specify in a written notice given to the other party.

If Tenant abandons or vacates the Leased Premises, during the period of the lease term noted in item 2 of this Lease Agreement, the Landlord may terminate this Lease by giving written notice thereof to Tenant, which notice shall be effective upon receipt. Upon providing such notice, the Landlord shall be entitled to immediate possession of the Leased Premises and Tenant shall use its best efforts to remove all its property immediately upon receipt of such notice. For each day following the date of termination until Tenant delivers possession of the Leased Premises in the same condition in which it was delivered, normal wear and tear and authorized alterations excluded, Tenant shall be liable for payment of rent at 125% of the then applicable rate. The parties agree that upon the abandonment of the Leased Premises, Tenant shall remain liable for rent for the remainder of the current term, provided any rent collected by Landlord from a substitute tenant shall be credited against such amounts due from Tenant.

For the purposes of this paragraph, the term “abandons” shall mean failure or refusal to make the Leased Premises available to the public for the uses permitted herein for a period in excess of fourteen (14) consecutive business days, provided Tenant shall not be deemed to abandon the Leased Premises during times when work is being performed on the Leased Premises which is deemed incompatible with public occupation.

**17. Quiet Enjoyment:** The Landlord agrees that if the Tenant shall pay the rent as aforesaid and perform the covenants and agreements herein contained on its part to be performed, the Tenant shall peaceably hold and enjoy the Leased Premises without hindrance or interruption by the Landlord or by any other person or persons acting under or through the Landlord. Tenant acknowledges that the Leased Premises are adjacent to a gymnasium used for Landlord’s athletic programs and that any noise arising from such athletic programs shall not be a violation of the covenants herein contained.

**18. Landlord’s Right to Enter:** The Landlord may, at reasonable times, enter the Leased Premises to inspect it, to make repairs or alterations and to show it to potential buyers, lenders, tenants or clients. Except in case of emergency, the Landlord must give prior notice of twenty-four (24) hours to the Tenant if access is required when Tenant’s operations are closed to the public. Landlord and its agents shall respect the privacy rights of Tenant’s patrons and shall not retain or disclose any confidential information it may encounter in the Leased Premises or as a result of the Library’s occupation of the Leased Premises. The Landlord and its agents shall not interfere with ongoing Library operations.

**19. Subordination:** Tenant agrees that this Lease shall be subordinate to any mortgages or trust deeds that may hereafter be placed upon the Premises, to any and all advances made or to be made under them, to the interest and all obligations secured by them, and to all renewals, replacements and extensions of them, provided however, the mortgagee or beneficiary named in any such mortgages or trust deeds shall recognize the Lease of Tenant in the event of foreclosure if Tenant is not in default under the terms of this Lease. If any mortgagee or beneficiary elects to have this Lease superior to its mortgage or deed of trust and gives notice of its election to Tenant, then this Lease shall be superior to the lien of any mortgage or trust deed whether this Lease is dated or recorded before or after the mortgage or trust deed.

**20. Additional Provisions:**

**Parking.** Tenant and its patrons may use any and all parking spaces in Landlord’s parking lot on a “first come, first served” basis with no special allocation of spaces. The number of marked parking spaces available shall not be reduced below fifty (50) spaces.

**Signage.** Tenant shall have the right to erect and maintain, at its own expense, an outdoor sign subject to the written approval of the Landlord as to dimensions, location and design, which approval the Landlord agrees not to unreasonably withhold. Tenant shall comply with all applicable ordinances. All expenses for the erection, operation and maintenance of the signage shall be borne solely by the Tenant.

**Book Drop.** Tenant shall have the right to maintain an exterior book drop on the property of the Willow Recreation Center at a location mutually agreeable to the Tenant and Landlord. All expenses for the erection, operation and maintenance of the book drop shall be borne solely by the Tenant.

**Use of Other Spaces in the Willow Recreation Center:** The Tenant shall have permission which the Landlord agrees not to unreasonably withhold to use other spaces in the center such as the gym or the first floor meeting room with prior permission of the Landlord up to four (4) times per calendar year up to four (4) hours each time, at no additional cost. The Tenant may arrange additional uses at the current, posted rate imposed by the Park District.

**Marketing/Advertising:** Tenant shall be allowed to post information about Library programs and services in locations within the Willow Recreation Center but outside of the Leased Premises only after receiving administrative pre-approval by the Landlord.

Amendments: This Lease may be amended from time to time only by a written agreement duly approved by the respective corporate authorities of the Tenant and the Landlord.

**LANDLORD:**

**TENANT:**

\_\_\_\_\_  
President, Hoffman Estates Park District  
Board of Commissioners

\_\_\_\_\_  
President, Board of Library Trustees of the  
Palatine Public Library District

Attest:

Attest:

\_\_\_\_\_  
Secretary, Hoffman Estates Park District  
Board of Commissioners

\_\_\_\_\_  
Secretary, Board of Library Trustees of the  
Palatine Public Library District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

**MEMORANDUM NO. M17-105**

**TO:** Recreation Committee  
**FROM:** Dean R. Bostrom, Executive Director  
Craig Talsma, Deputy Director/Director of A&F  
Mike Kies, Director of Recreation and Facilities  
Colleen Palmer, Superintendent of Recreation  
**SUBJECT:** Revised - Hoffman United Soccer Club Rental Agreement  
**DATE:** September 6, 2017

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**Background**

At the May Recreation Committee meeting, staff presented the Hoffman United Soccer Club (HUSC) rental agreement that proposed a total of 1,200 hours that would be rented by the club during the 2017 and 2018 season.

Because the club did not get as many of the players as they expected, the hours and rates associated with the agreement need to be changed. Please see these new hours listed in the attached Addendum B.

**Implications**

The previous rental agreement was for \$33,000 equating to 1,200 hours at an hourly rate of \$27.50. The new proposed agreement would be for \$21,000 for 575 hours at a rate of approximately \$36.50 an hour. After speaking with Scott Scheidecker, the individual who now runs the club, he felt the original hours were far reaching. In the original correspondence staff communicated that if the variance of hours/field usage was greater and/or less than 10%, the agreement would be reevaluated to make sure it was creating a positive relationship for both parties. Now that registration has been finalized, the number of teams and the needed hours are less than half of the original proposal. Therefore, we have worked with HUISC to adjust the original agreement to what is now being proposed.

The revised terms and conditions, including a payment schedule, have been set forth in the attached rental agreement. The hourly fee for the fields has increased by slightly over 30% due to the reduced quantity of hours (essentially the more hours a group takes the greater the discount can be). The reduction in hours will also create more opportunities for staff to rent the fields to other groups as needed.

**Other stipulations that were revised from the original agreement include:**

- Any additional field rentals outside of the times identified at the specified fields would be billed at \$35/hour as opposed to \$30/hour. In addition it will include the standard hourly rate for any athletic field light usage rental (Canon Crossings).

- The Park District will line the fields as with normal operations consistent with previous operations for HUSC field usage. It is important to note that these fields will now allow for additional rental opportunities from other groups. Previously staff was only going to initially stripe the fields at the beginning of the season then HUSC was going to maintain the lines during the duration of their schedule. The fields will only be lined if they are part of this schedule for weekend play.
- The Park District was going to cover the cost of the initial field equipment, including three equipment boxes (one at each field), 10 goal nets and 16 corner flags. Due to the overall reduction in total revenue from the agreement this cost was eliminated.

**Recommendation**

Staff recommends that the Recreation Committee recommend to the full Board the approval of the attached revised license agreement with HUSC, LLC for the fall 2017 and spring 2018 season.



THIS LICENSE FOR USE made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2017, by and between the HOFFMAN ESTATES PARK DISTRICT, a municipal entity, located at 1685 W Higgins Road, Hoffman Estates, Illinois, hereinafter referred to as "Licensor", and the Hoffman United Soccer Club, LLC hereinafter referred to as "Licensee".

NOW, THEREFORE, in consideration of the obligation of the Licensee to pay rent as herein provided, the mutual promises herein contained and other good and valuable considerations, Licensor and Licensee covenant and agree as follows:

- A. PREMISES AND FACILITIES: The premises to be licensed shall be Cottonwood Park, located at 2029 East Parkview Circle; Eisenhower Park, located at 864 Rosedale Road; and Victoria Park, located at 1100 Kingsdale Road.
- B. RATES: The rental fee for said premises shall be \$21,000. Please refer to Addendum A for payment schedule. Please see License Agreement Addendum B for specific dates and times of usage. Dates and times of usage are subject to change should the need exceed hours listed.
- C. TERM: This license agreement is for a one year period effective October 1, 2017 through September 30, 2018.
- D. LICENSEE COVENANTS, CONDITIONS, REPRESENTATIONS AND WARRANTIES

Licensee covenants, agrees, represents, and warrants as follows:

- 1. Licensee shall be responsible for and shall pay for any damages to Licensor's property arising out of the use of the said premises pursuant to the terms of this agreement or otherwise; ordinary wear and tear accepted.
- 2. No beer, liquor, alcoholic beverages, or drugs shall be brought into, consumed, or used upon the premises or be in the possession of any member of Licensee's party.
- 3. If in the judgment of Licensor, the conduct of Licensee or others using the premises through this License Agreement shall be contrary to the intended purpose of the premises, contrary to the best interests of Licensor (in Licensor's sole discretion), or shall be considered dangerous or in any way harmful to the public or the public interest, Licensor shall have the right to immediately terminate this Agreement upon written notification to Licensee or Licensee's agent.
- 4. Licensor shall at all times during the term of this Agreement have an unlimited right of re-entry to the premises.
- 5. Licensor retains the right to control and maintain all concessions on said premises and further retains the right to cancel this agreement when equipment failures or other circumstances beyond its control occur, thereby rendering performance impossible pursuant to the terms of this Agreement.
- 6. Licensee is solely responsible for determining if the design, construction, and/or condition of the premises are safe and appropriate for all Licensee's intended use. Licensee has examined the premises prior to and as a condition precedent to the execution of this Agreement, and is satisfied with its design and the

physical condition thereof and acknowledges same to be in good condition and repair and Licensor shall not be required to make any alterations thereto, unless such alterations have been mutually agreed to in writing and are attached hereto.

7. Licensee shall pre-inspect the fields prior to each use and promptly advise Licensor of any obvious dangers or hazards. Licensee is solely responsible for providing any and all supervision associated with Licensee's use and activities, including but not limited to use of common areas such as field of play. Licensee is further responsible for rule and regulation enforcement, and all crowd control for any and all Licensee activities contemplated by this Agreement. Licensee shall make certain that a responsible adult, twenty-one years of age or older, will be in charge and control of Licensee's activities pursuant to this Agreement.
8. Licensee shall observe and comply with all laws, ordinances, rules and regulations of Licensor as well as the laws and ordinances of the VILLAGE of HOFFMAN ESTATES and the STATE OF ILLINOIS now in effect or which may be enacted during the term of this Agreement.
  - a) The waiver by Licensor of any breach of any term contained in this Agreement shall not be deemed to be a waiver of any prior occurring breach by Licensee of any term contained herein regardless of knowledge of Licensor of such prior existing breach at the time of the acceptance of such payment.
  - b) Licensee shall not assign any right, privilege or license conferred by this Agreement without the advance written consent of Licensor.

E. LICENSEE INSURANCE AND INDEMNIFICATION REQUIREMENTS: Licensee shall obtain insurance of the types and in the amounts listed below.

**1. Commercial General and Umbrella Liability Insurance**

Licensee shall maintain commercial general liability (CGL) and, if necessary, commercial umbrella insurance with a limit of not less than \$1,000,000 each occurrence, with \$2,000,000 aggregate. The general aggregate limit shall apply separately to each location.

CGL insurance shall be written on Insurance Services Office (ISO) occurrence form CG 00 01 10 93, or a substitute form providing equivalent coverage, and shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract).

Park District shall be included as an insured under the CGL, using ISO additional insured endorsement CG 20 11 or a substitute providing equivalent coverage, and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respect to any other insurance or self-insurance afforded to Park District. Any insurance or self-insurance maintained by the Park District shall be excess of the Licensee's insurance and shall not contribute with it.

**2. Business Auto and Umbrella Liability Insurance**

If applicable, Licensee shall maintain business auto liability and, if necessary, commercial umbrella liability insurance with a limit of not less than \$1,000,000 each accident / \$3,000,000 aggregate. Such insurance shall cover liability arising out of any auto including owned, hired and non-owned autos.

Business auto insurance shall be written on Insurance Services Office (ISO) form CA 00 01, CA 00 05, CA 00 12, CA 00 20, or a substitute form providing equivalent liability coverage. If necessary, the policy shall be



endorsed to provide contractual liability coverage equivalent to that provided in the 1990 and later editions of CA 00 01.

**3. Workers Compensation Insurance**

If applicable, Licensee shall maintain workers compensation and employers liability insurance. The commercial umbrella and/or employers liability limits shall not be less than \$1,000,000 each incident for bodily injury by accident and \$1,000,000 each employee for bodily injury by disease, with \$3,000,000 aggregate.

If Park District has not been included as an insured under the CGL using ISO additional insured endorsement CG 20 11 under the Commercial General and Umbrella Liability Insurance required in this license agreement, the Licensee waives all rights against Park District and its officers, officials, employees, volunteers and agents for recovery of damages arising out of or incident to the Licensee’s use of the premises. The Workers’ Compensation policy shall be endorsed with a waiver of subrogation in favor of the Park District for all activities of the Licensee, its employees, agents and subcontractors.

**4. General Insurance Provisions**

• **Evidence of Insurance**

Prior to issuance of the license, Licensee shall furnish Park District with a certificate(s) of insurance and applicable policy endorsement(s), executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth above.

All certificates shall provide for 30 days’ written notice to Park District prior to the cancellation or material change of any insurance referred to therein. Written notice to Park District shall be by certified mail, return receipt requested.

Failure of Park District to demand such certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of Park District to identify a deficiency from evidence that is provided shall not be construed as a waiver of Licensee’s obligation to maintain such insurance.

Park District shall have the right, but not the obligation, of prohibiting Licensee from occupying the premises until such certificates or other evidence that insurance has been placed in complete compliance with these requirements is received and approved by Park District.

Failure to maintain the required insurance may result in termination of this license agreement at Park District’s option.

Licensee shall provide certified copies of all insurance policies required above within 10 days of Park District’s written request for said copies.

• **Acceptability of Insurers**

For insurance companies which obtain a rating from A.M. Best, that rating should be no less than A VII using the most recent edition of the A.M. Best’s Key Rating Guide. If the Best’s rating is less than A VII or a Best’s rating is not obtained, the Park District has the right to reject insurance written by an insurer it deems unacceptable.

• **Cross-Liability Coverage**

If Licensee’s liability policies do not contain the standard ISO separation of insured’s provision, or a substantially similar clause, they shall be endorsed to provide cross-liability coverage.

- **Deductibles and Self-Insured Retentions**

Any deductibles or self-insured retentions must be declared to the Park District. At the option of the Park District, the Licensee may be asked to eliminate such deductibles or self-insured retentions as respects the Park District, its officers, officials, employees, volunteers and agents or required to procure a bond guaranteeing payment of losses and other related costs including but not limited to investigations, claim administration and defense expenses.

**5. Indemnification**

Licensee shall indemnify and hold harmless the Park District and its officers, officials, employees, volunteers and agents from and against all claims, damages, losses and expenses, including but not limited to legal fees (attorney's and paralegals' fees and court costs), arising from or in any way connected with (i) the conduct or management of the premises or of any business or activity therein, or any work or thing whatsoever done, or condition created in or about the premises during the term of this license; (ii) any act, omission wrongful act or negligence of Licensee or any of Licensee's, or the partners, directors, officers, agents, employees, invitees or contractors of Licensee or Licensee's subtenants or licensees; (iii) any accident, injury or damage whatsoever occurring in or at the premises, except to the extent it is caused in part by a party indemnified hereunder. Such obligation shall not be construed to negate, abridge, or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any party or person described in this Paragraph. Licensee shall similarly protect, indemnify and hold and save harmless the Park District, its officers, officials, employees, volunteers and agents against and from any and all claims, costs, causes, actions and expenses including but not limited to legal fees, incurred by reason of Licensee's breach of any of its obligations under, or Licensee's default of, any provision of the license agreement.

F. MISCELLANEOUS TERMS AND CONDITIONS: Licensor and Licensee further agree as follows:

1. Licensee will have use of Cottonwood (both fields) for practices during the week; and Victoria and Eisenhower (both fields) for games on the weekends as presented in Addendum "B".
2. Licensor reserves the right to cancel the use of athletic fields and parks based on weather conditions, field conditions, Park District usage needs (i.e., Youth Elite Soccer camps and Licensor programs), other causes beyond Licensor's control.
3. Additional usage times must be approved by the Licensor's Athletic Manager.
4. Any additional field rentals outside of the times specified at these three fields would be billed at \$35/hour.
5. Licensee will be assessed the standard hourly rate for any athletic field light usage request
6. Licensee will assume financial responsibility individually and on behalf of said organization for any part of the field/park damaged during the hours the organization is using the field and/or facilities. Proper care will be given to the premises, with garbage and other leftover materials deposited in the appropriate receptacles provided.
7. Licensor will assume responsibility for all maintenance of Cottonwood, Eisenhower, and Victoria Park athletic fields utilized by Licensee, including mowing, watering, fertilization, weed control, over-seeding, turf repairs, top dressing, and the field striping for the Fall and Spring season of Licensee's game fields and practice fields.

8. Licensor's Maintenance team will be responsible for securing the goals at the start of the season (and checking on-going), per Zach's law and its requirements. Licensee will complete the Licensor's soccer goal inspection form prior to practices, game and/or any other Licensee activity. Those forms need to be submitted to the Licensor's Athletic Manager on a weekly basis. If it is found at the time of the inspection that the ground anchoring system is not functioning properly the soccer goal must not be used and practice or game must be moved to another location or canceled. See Addendum C for procedure and form.
9. Licensor will provide port-o-lets at all three fields
10. Licensee shall assume all maintenance and repair expenses associated with their own equipment.
11. Licensor will provide monthly meeting space at Triphahn Center (TC) or Willow Recreation Center (WRC) at no charge for Licensee meetings, as space is available, as well as a listing in the seasonal program brochure (maximum 2" x 2" space) and link on the Licensor's website, if print information is provided by publishing deadlines and as approved by Licensor.
12. Licensee will follow and enforce all applicable Licensor policies and procedures with participants and/or guests, including, but not limited to Licensor's Smoking Policy, Alcohol Policy and Thor Guard Lightning Prediction System.
13. Licensee will offer travel soccer programs to boys and girls of all ages of as demand warrants, similar to what is currently being offered by the Hoffman United Soccer Club (U9 through U18/19).
14. Each party shall give the other party prompt notice of any claim coming to his knowledge that in any way directly or indirectly affects the other party hereto, and both parties shall have the right to participate in the defense of such claim to the extent of their respective interests.
15. Each term of this Agreement is material and a breach by Licensee of any of the terms herein contained shall be a material breach of the entire Agreement and shall be grounds for the termination of the entire Agreement by Licensor.
16. All notices to either party shall be in writing. Any such notices shall be deemed to have been sufficiently given if sent by registered or certified mail, return receipt requested, to Licensor at the address herein before set forth, and to Licensee at the address hereinafter set forth or if such notice shall be personally given.
17. Licensee has deposited with Licensor a security deposit in the amount of \$11,000 to secure the performance of each and every covenant and agreement to be performed by Licensee hereunder. Licensor shall have the right, but not the obligation, to apply the security deposit in whole, or in part, as payment of rent or in the performance of the covenants or agreements contained herein including payment of lost revenues as a result of the inability to rent the premises, reasonable administration or similar costs, and reasonable attorney's fees incurred in connection with Licensee's defaults hereunder. Licensor's rights to possession of the premises for non-payment of rent or any other reason shall not be affected by the fact that Licensor holds the security deposit.
18. Licensor shall give Licensee written notice of the application of the security deposit or any part thereof within thirty (30) days of said application. Upon receipt of said notice, Licensee shall at once pay to Licensor an amount sufficient to restore the security deposit in full. Upon termination of this Agreement, full payment of all amounts due here under and performance of all Licensee's covenants and agreements, the security deposit, or any portion thereof remaining unapplied, shall be returned to Licensee within sixty (60) days of said termination, without interest.

19. Licensor agrees to limit all field usage for the purpose of the group named in this Agreement. No reselling, trading, or brokering of field time will be allowed.
20. Notwithstanding anything to the contrary herein contained, and notwithstanding the use of the words "license", "licensee", "licensor", and "rent", this agreement shall be deemed to create a mere license for use on the terms set forth herein, and shall not be construed to constitute a lease nor to create or confer a leasehold estate of any type or nature.
21. The undersigned, individually, and as an organization if applicable, agrees that it will comply with any and all applicable local, state, and federal law, including, but not limited to, the Americans With Disabilities Act, the Civil Rights Act of 1964, and the Illinois Human Rights Act. Licensor shall not discriminate on the basis of race, religion, sexual orientation, national origin, or any other recognized protected class (except as an appropriate division for athletics programming).
22. 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 or entity who is not a party to this Agreement, or to acknowledge, establishes or imposes any legal duty to any third party.

LICENSOR:

Hoffman Estates Park District  
 1685 W. Higgins Road  
 Hoffman Estates, IL 60169

\_\_\_\_\_  
 Executive Director

\_\_\_\_\_  
 Date

LICENSEE:

Hoffman United Soccer Club, LLC

\_\_\_\_\_  
 \_\_\_\_\_  
 Address

\_\_\_\_\_  
 President

\_\_\_\_\_  
 Date

LICENSE AGREEMENT- ADDENDUM A  
PAYMENT SCHEDULE

\*\*\*\*\*

ORGANIZATION: \_\_\_\_\_

REPRESENTATIVE: \_\_\_\_\_

\*\*\*\*\*

**SEE ADDENDUM B FOR RENTAL DATES AND TIMES**

DEPOSIT: \$11,000 PAID (applied towards payment)  
1<sup>st</sup> PAYMENT: \$5,000 INVOICED ON October 1, 2017; DUE BY October 15, 2017  
FINAL PAYMENT: \$5,000 INVOICED ON February 1, 2018; DUE BY February 15, 2018

TERMS: payable each date prior to taking the field.

\*\*\*\*\*

LICENSE AGREEMENT - ADDENDUM B  
RENTAL DATES AND TIMES

<u>Location</u>	<u>Season</u>	<u>Usage</u>	<u>Days</u>	<u>Times</u>	<u>Breakdown</u>
Cottonwood (1 field)	Summer 2017 (7/10- 14,7/24-8/4)	Camps	M-F	8:45a-2:15p	27.5 hr/wk x 2 wks x 1 field = 55 hr
Cottonwood (1 field)	Summer 2017 (7/10- 14,7/24-8/4)	Super Y Camp	M+T	8:45a-12:15p	7 hrs/wk x 2 wk x 1 field = 14 hr
Cottonwood (1 field)	Fall 2017	Practice	M-F	4:45p-8p	3.25 practice hr/day x 5 days x 13 wk x 1 field = 212.5 hrs
Cottonwood (1 field)	Spring 2018	Practice	M-F	4:45p-8p	3.5 practice hr x 5 days x 10 wk x 1 field = 162.5 hrs
					<b>444 Total hours</b>
Victoria Park	Fall 2017	Games	Sat 9/16	11a-2p	3 hrs
Victoria Park	Fall 2017	Games	Sun 9/17	1-4p	3 hrs
Victoria Park	Fall 2017	Games	Sun 9/24	8-11a	3 hrs
Victoria Park	Fall 2017	Games	Sat 9/30	1:30-4:30p	3 hrs
Victoria Park	Fall 2017	Games	Sun 10/1	11a-5p	6 hrs
Victoria Park	Fall 2017	Games	Sat 10/7	8a-5p	9 hrs
Victoria Park	Fall 2017	Games	Sat 10/28	8-11a	3 hrs
Victoria Park	Fall 2017	Games	Sun 11/5	1-4p	3 hrs
Victoria Park	Fall 2017	Games	Sat 11/11	8-11a	3 hrs
					<b>36 Total hours</b>
Eisenhower/Big	Fall 2017	Games	Sat 9/9	8a-5:30p	9 1/2 hrs
Eisenhower/Big	Fall 2017	Games	Sun 9/10	4-7p	3 hrs
Eisenhower/Big	Fall 2017	Games	Sun 9/17	11:30a-7p	7 1/2 hrs
Eisenhower/Big	Fall 2017	Games	Sat 9/23	11:30a-3p	3 1/2 hrs
Eisenhower/Big	Fall 2017	Games	Sat 9/30	3-8p	5 hrs
Eisenhower/Big	Fall 2017	Games	Sun 10/8	8-11:30a	3 1/2 hrs
Eisenhower/Big	Fall 2017	Games	Sat 10/14	12-3:30p	3 1/2 hrs
Eisenhower/Big	Fall 2017	Games	Sun 10/15	9a-6:30p	9 1/2 hrs
Eisenhower/Big	Fall 2017	Games	Sat 10/21	10-1:30p	3 1/2 hrs
Eisenhower/Big	Fall 2017	Games	Sat 10/28	12a-7p	7 hrs
Eisenhower/Big	Fall 2017	Games	Sun 10/29	8a-5p	9 hrs
Eisenhower/Big	Fall 2017	Games	Sat 11/4	2-5:30p	3 1/2 hrs
Eisenhower/Big	Fall 2017	Games	Sun 11/5	10a-7p	9 hrs
					<b>77 Total hours</b>
Eisenhower/Little	Fall 2017	Games	Sat 9/16	9a-12n	3 hrs
Eisenhower/Little	Fall 2017	Games	Sat 9/23	2-5p	3 hrs
Eisenhower/Little	Fall 2017	Games	Sat 9/30	4-7p	3 hrs
Eisenhower/Little	Fall 2017	Games	Mon 10/9	9a-12n	3 hrs
Eisenhower/Little	Fall 2017	Games	Sun 10/22	9a-12n	3 hrs
Eisenhower/Little	Fall 2017	Games	Sun 11/5	9a-12n	3 hrs
					<b>18 Total hours</b>
					<b>TOTAL HOURS 575</b>

LICENSE AGREEMENT- ADDENDUM C  
SOCCER GOAL INSPECTION PROCEDURE AND FORM

**HOFFMAN ESTATES PARK DISTRICT**  
**Procedure for Movable Soccer Goal Inspection**

**4.052 Movable Soccer Goal Inspection**

1. All moveable soccer goals installed on park district property must be inspected by a trained inspector one time in a seven day period.
  - A. Documentation of the inspectors training shall be kept in the individual employee training file at the Parks Services Facility
  - B. On site soccer goal inspections should include the following:
    - The soccer goals are properly fastened to the ground.
    - All ground anchors are buried into the ground completely up to the bottom of the eye loop.
    - The chain is wrapped around the bottom rail of the goal and through the eye of the ground anchor and secured back to itself with an S-hook in four locations as detailed in Figure 2.
    - There are no visible rusted areas on the post or crossbar and all welds appear solid with no visible cracks. There are no sharp points or jagged edges on the posts
    - Collapsible soccer goal cables, pulleys, and locks are all in working condition
    - Soccer net attachment hooks are in place.
    - Warning labels are in place and readable.
2. The onsite inspector is charged with making necessary corrections to the anchoring system while on site.
3. The onsite inspector will complete the proper soccer goal inspection form. Noting any and all items in need of correction. The completed form is turned into the Park Supervisor for review and to schedule corrections if needed.

Anything noted on the inspection form needing corrections pertaining to the ground anchoring system must be corrected within 12 hours.

4. Before the start of every organized team practice:

The team coach will inspect the soccer goals utilizing the same inspection criteria and inspection form as detailed in section 1. B. If it is found at the time of the inspection that the ground anchoring system is not functioning properly the soccer goal must not be used and practice must be moved to another location or canceled.

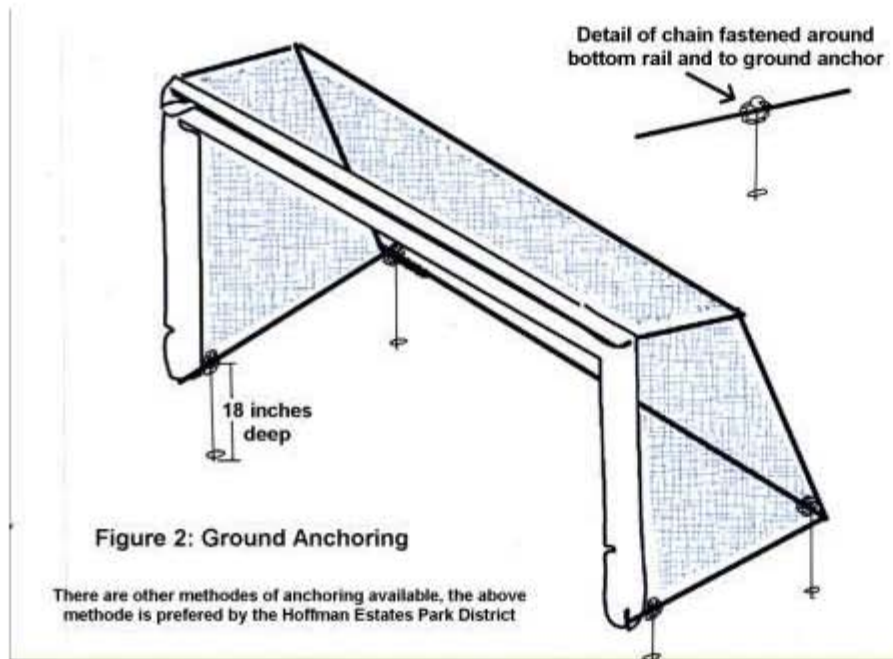
The soccer inspection forms must be completed and turned into the recreation supervisor in charge of soccer.

5. Before the start of every organized game:

The Game Referee will inspect the soccer goals utilizing the same inspection criteria and

inspection form as detailed in section 1. B. If it is found at the time of the inspection that the ground anchoring system is not functioning properly the soccer goal must not be used and game must be moved to another location or canceled.

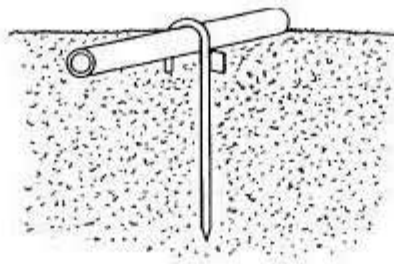
The soccer inspection forms must be completed and turned into the recreation supervisor in charge of soccer.



**THE J-HOOK TYPE ANCHORING SYSTEM FIGURE 3: IS ONLY ALLOWED WHEN TEMPORAIRLY ANCHORING UNDER-6 GOALS**

THE ANCHOR MUST BE COMPLETELY DRIVEN INTO THE GROUND WITH THE CURVED SECTION OF THE ANCHOR MAKING COMPLETE CONTACT WITH THE BOTTOM RAIL OF THE SOCCER GOAL

Figure 3. J-Hook Anchor







## SOCCER GOAL INSPECTION FORM

**Park:** \_\_\_\_\_ **Field:** \_\_\_\_\_

**Inspector:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Check each box "No" if repairs are not necessary. If the answer to any question is "Yes", write a comment about each problem in the "comments" space provided. All boxes checked "Yes" should be scheduled for repair and dated after the repair is made. This form should only be used once, on the date listed at the top.

<b>Checked</b>	<b>GOALS</b>	<b>Repair Date</b>
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**Soccer goals are properly secured and anchored to the ground**

**There are no visible rusted areas on the posts or crossbar and all welds appear solid with no visible cracks**  
**There are no jagged or sharp points or edges on the posts**

**Collapsible soccer goals; cables, pulleys, hinges, and locks are all in working condition**

**Soccer net attachment hooks are in place**

**Warning labels in place and readable**

**Comments:**

**Inspectors Signature** \_\_\_\_\_

MEMORANDUM NO. M17-099

**TO:** Recreation Committee  
**FROM:** Dean R. Bostrom, Executive Director  
Michael R. Kies, Director of Recreation & Facilities  
Brian Bechtold, Director of Golf Operations  
Jeff Doschadis, General Manager of Ice  
Katie Basile, Superintendent of Facilities  
Colleen Palmer, Superintendent of Recreation  
Sandy Manisco, Communications and Marketing Superintendent  
Debbie Albig, Manager of Community Centers  
Cathy Burnham, General Manager of Sales & Operations  
**RE:** Board Report  
**DATE:** September 12, 2017

*Recreation and Facilities Division*



**UPCOMING EVENTS AS OF 9/5/2017**

- **Sept 15** – Uncorked & Untapped
- **Sept 16** – Hoffman Walks at Cannon Crossings
- **Sept 16** – Doggie Carnival at Fabbri Park
- **Sept 16** – Parents Night Out
- **Sept 29** – Chicago Wolves Pre-Season Game at TC
- **Sept 30** – Wildflower Seed Collecting Event
- **Oct 7** – BPC Final Challenge
- **Oct 8** – BPC Pro Am Scramble
- **Oct 14** – Hoffman Walks at Vogeley Park
- **Oct 14** – Pumpkin Fest
- **Oct 21** – Parents Night Out
- **Oct 28** – Halloween Bash
- **Oct 29** – Great Pumpkin Skate
- **Oct 29** – Pumpkin Swim
- **Oct 29** – PSSWC Member Open House
- **Oct 30** – Trick or Treat Climb

**Summary**

On Saturday, August 5<sup>th</sup>, the park district hosted Party in the Park. The event was very well received from the community, along with the various partnerships and vendors who participated. Staff believes this was the highest attended Party in the Park outside of the 50<sup>th</sup> anniversary in 2014. Staff met and completed a SWOT analysis to determine the various opportunities to continue to enhance the event for next year.

## Volunteers Summary

- Human Resources processed 3 new volunteers.
- Volunteer Appreciation Night was held 8/7 with 18 hours of volunteer service on part of the HEPD Board and 150 volunteers present.
- PSSWC has a volunteer to take care of their plants who spent 7 hours donating her time.
- The Friends of HE Parks had a Quarterly Meeting 8/23/17. 21 Trustee volunteers attended 1.5 hours as well as an additional 1 hour in a prior meeting for a total of 22 hours.
- Administration staff was contacted by several participants looking for hours and will be placed with recreational opportunities.
- PIP had 4 hours of volunteer service.



## Youth Athletics

### Youth Baseball/Softball

- 4/5 Tee Ball League- Our league kicked off the week of July 24<sup>th</sup>. We had 7 total teams registered. The same amount of teams as 2016 season. Teams practiced once during the week and played games on Saturdays.
- Fall Baseball- practices started the first week of August. We have had a record amount of players sign up for this season! This is double from this time last year. Teams practice twice a week. Games start Saturday, September 9<sup>th</sup>.

Year	Pinto	Mustang	Bronco	Pony	Colt	Total
Ages	6-9	8-10	11-12	13-14	15-18	
2016	0	13	14	14	0	<b>41</b>
2017	24	24	24	0	10	<b>82 = +41</b>

### Youth Summer Basketball League

- The NEW Youth Summer Basketball League finished up the week of August 26<sup>th</sup>. We had 75 players participate in this first year!

### Adult Sports

- Summer Softball Leagues- Summer Softball has come to an end. Registration for fall is currently going on; we currently have 8 teams this year as compared to 8 at this time last year.

### Youth Fall Soccer

- Soccer registration continued through the month of August and is ongoing. Currently there are 225 players signed up for soccer this fall as compared to 253 this time last year. New this season was a staff, player, parent and referee meeting that took place on August 31<sup>st</sup>. The meeting is set up so if parents/players have questions about rules or how the games are run they can bring those questions to the meeting.

## Dance

- Summer session of dance began the week of 6/12. There are a total of 100 students in the summer program as compared to 130 at this time last year. Dance class will be wrapped up the week of August 7<sup>th</sup> and fall register has started. Dance numbers for fall will be reported when that registration is complete.



## Early Childhood

### Preschool:

Three-school 17-18	15 TC 7 WRC	15 TC 12 WRC	+0 - Full +5 - Full
2's Playschool 17-18	25 TC 12 WRC	30 TC 22 WRC	+5 - Full +7
Preschool 17-18	132 TC 66 WRC	130 TC 73 WRC	(2) +7
Early Learning Center	34	29	(5)
Preschool Totals	291	311	+20

Bus Service	117	148	+ 31
Creative Arts Camp	130	57	(73)
Discovery Camp	217	232	+15
Explorers Camp	514	540	+ 26
3-Day Explorers Camp	451	543	+ 92
Early Arrival Camp	921	842	(79)
3-Day Early Arrival Camp	94	122	+ 28
Late Stay Camp	1034	975	(59)
3-Day Late Stay Camp	92	134	+ 42
Nature Camp	37	53	+ 16
Science Camp	108	91	(17)
Sports Camp	476	532	+ 56
Aug. Adventure Camp	131	112	(19)
Extended Week Camp	40	37	(3)
Teen Camp	344	420	+ 76
<b>Totals</b>	<b>4,706**</b>	<b>4,838**</b>	<b>+132</b>

\*\* Please note that these are camp slots and are not reflective of individual participation, as children could be enrolled in various camps throughout the summer.



## 50+ Club

### Membership

Total Members

8/2016

626

8/2017

216

+/- Var.

(410)\*

*\*This is the first month that reflects the previous pass structure as having been expired, this is a transition month. Customers are enrolling with the new pass type as they come to visit discovering their previous pass has expired. Letters were mailed out to all members reminding them of this change. We already have 4 new passes sold in September as of 9/5/2017. There were also many customers that only had a 50+ membership so they could play Pickleball at Fabbrini Park. We currently have 93 summer Pickleball passes active that will transfer over in 2018 with the new season.*

### Classes offered in August

- (3)Basic Exercise, Chair Fitness, (3)Gentle Yoga, Line Dance, Tai Chi

### Athletic opportunities offered in August

- Balloon Volleyball (Weekly), Billiards (Daily), Pickle ball, Ping Pong (more time slots requested and we've had up to 12 people waiting to play at a time), Volleyball and Walking Path/Track

### Drop In Activities in August

- Wii Bowling, Mah Johng, Cards, Games, Puzzles, Meet and Mingle, Yahtzee, Bunco

### Trips

- 50+ Gold Pyramid House- 8/23 was a great success! We had 23+1 in attendance. Patrons are still talking about how unique this trip was.
- Chain O'Lakes- 7/20 was cancelled due to all the flooding along the Fox Lake. It's rescheduled for 8/31. 20 were registered but for our rescheduled date we had 13. This was a combined trip with South Barrington Park District Seniors. Everyone had a good time. Was just a little bit cool outside.

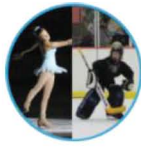
### Evening/Special Programs in August

- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – 35 participants (50+ Center), dinner & prizes sponsored by Morizzo Funeral Homes, questions courtesy of Family Dentistry, HE
- Bingo at Culver's Schaumburg- 4<sup>th</sup> Tuesday in August
- Birthday Celebrations at Culver's in Hoffman Estates- 8/25. We had 30 in attendance compared to the usual 12/13 in attendance. What a great surprise!

### Friday lunch programs (August)

- Lunch & Lecture program took place on 8/11. Topic was "Chat about the Changes". Amita Health was our sponsor for the speaker. 25 were in attendance. A good first turnout.
- 50+ Annual Open House/Vendor Fair- 8/30<sup>th</sup>. We had just about 100 in attendance. Everyone enjoyed the many vendors provided and thoroughly enjoyed the lunch and entertainment.





## TESTIMONIALS & SOCIAL MEDIA COMMENTS

On Facebook:



### **I.C.E Academy**

- Summer camp and skating session concluded in Aug.
  - 139 skaters participated in the summer lesson program
  - 74 skaters participated in summer skating camp
- Fall skating lessons begin September 8<sup>th</sup>. Participation numbers will be in the September report once registration is complete.

### **Wolf Pack**

- Wolf Pack evaluations for the NWHL will begin September 11<sup>th</sup>. Registrations for all levels have been strong. Number of teams will be given in the September report once registration is complete.
- Summer lessons and camp concluded in August.
  - Hockey camp participation was 149 hockey players
  - Hockey lessons concluded with 132 participants
  - The Moose Jaw summer hockey league concluded with a year-end tournament August 26-27. This was a highly successful program for its first year. Staff will be having a wrap up meeting with its key members to address a number of things to change for next season.

### **Ice Rink Information**

- A free public skate session was held Sunday August 20. Approximately 65 people attended.
- Staff is preparing for the PDRMA ICE review September 13<sup>th</sup>.
- Staff was able to secure the Glen Ellyn Speed Skating Club to move all of its ice time to the TC Ice Arena in 2017/2018. They will be skating on Sunday evenings for 2.5 hours. They will also be holding a competition in October -- more information to follow on this event.
- Chicago Wolves preseason game will be held on Friday Sept. 29 at 7pm.



## Prairie Stone<sub>™</sub> Sports & Wellness Center

**August Membership Totals**  
Totals

**2016**  
3,003

**2017**  
3,091

**Var. +/-**  
+88

### SOCIAL MEDIA PROMOTIONS/POSTS

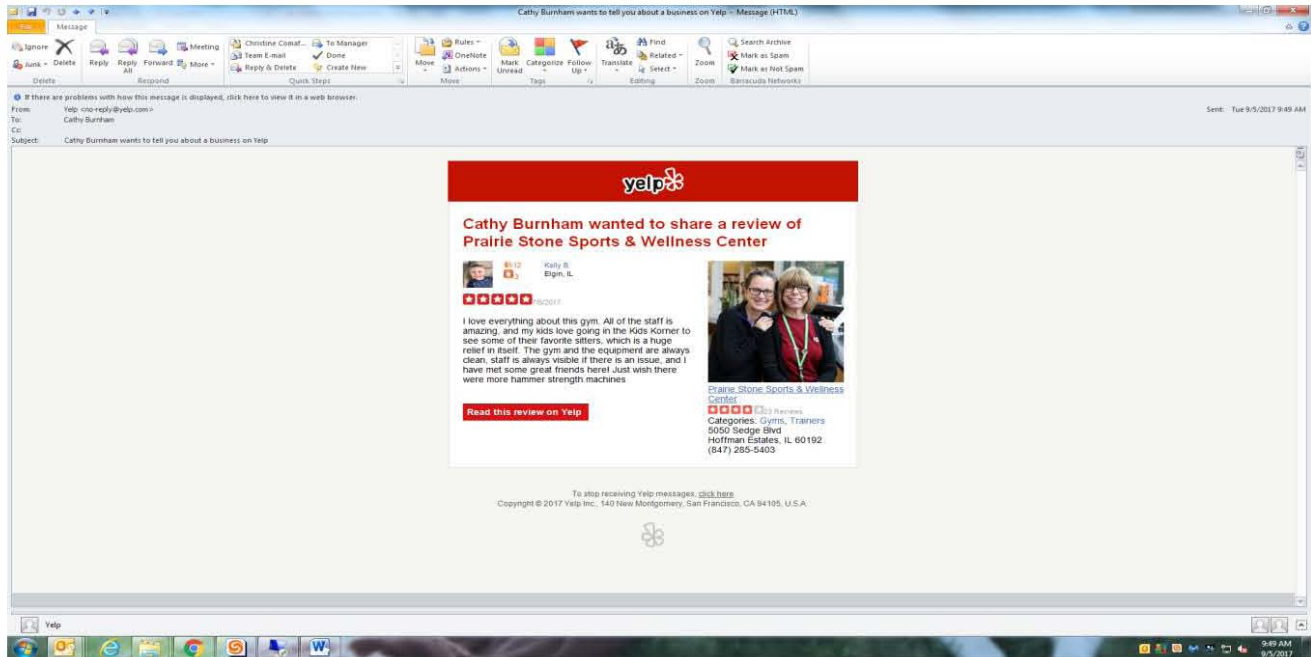
On Facebook, Yelp, Google, Retention Management/Constant Contact, etc.:

Example: Facebook post promoting our active senior members (529 people reached)

The screenshot shows a Facebook post from the page 'Prairie Stone Sports & Wellness Center'. The post is titled 'Love N' Exercise at PSSWC!' and features two photos of senior members exercising on treadmills. The post has 529 people reached, 12 likes, 1 love, 1 comment, and 0 shares. The post also includes a 'Boost Post' button and a 'Get More Likes, Comments and Shares' prompt. The post is published by Haley O'Brien on August 21 at 1:48pm. The post also includes a 'Boost Post' button and a 'Get More Likes, Comments and Shares' prompt.

- Click on the link below to see the social media video engagements during the month of August:  
<https://www.facebook.com/PSSWC/videos/10155411881574003/>  
(Chad Lindstrom, Fitness Supervisor, announcing the arrival of new Octane cardio equipment – 1177 people reached!)  
<https://www.facebook.com/PSSWC/videos/10155427853419003/>  
(Inspiring video promoting personal training - 1842 people reached!)





## Yelp Review

### Member Services

- Member Services team with recruitment sustained through August leading to a 'new member' total that exceeded FY17 monthly projections. With cancellation totals also at a low level in August, the Member Services team has continued to gain net members for the third consecutive month. This strong August finish also marks the fourth consecutive month that the team has exceeded its new member monthly goal.
- The PSS&WC enrollment special was advertised on each of the following:
  - District's electronic marquee signs throughout the community
  - VHE electronic marquee signs located at the corner of Shoe Factory Road and Beverly
  - The ENROLLMENT FEE banner on the north side building exterior
  - Select Facebook posts throughout the month
  - Guest and tour follow up targeted email via Retention Management
  - Both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the community. The HEPD bi-monthly Eblast included the enrollment promotion details, and targeted emails through Retention Management continued to be sent throughout the month to promote the club cash incentive for member referrals.
  - HEPD and PSS&WC websites (scrolling banner updates)
- The Member Services team coordinated a month full of special events in August for members to inspire continued usage interest (see August wellness calendar image below). Events included special fitness group classes and workshops along with a number of fun activities, such as the return of 'Member BINGO', which proved once again to be very popular among members, and a special visit-based raffle event that awarded tickets to the USA Men's Volleyball tournament at the Sears Centre. The month concluded with a group 'book review' of 'When the Body Says No', hosted by one of the Personal Trainers. The Member Services team also continued to promote

the series of online motivational quotes that are posted each Monday on social media to help motivate members to pursue fitness goals. These 'motivational Monday' quotes are also printed and placed strategically throughout the club for members to discover during their workouts.

- Research efforts are continuing with regard to a new club app designed by NetPulse that would increase the digital reach of the facility and strengthen the marketing and retention strategies by the Member Services team. The new club app would provide a user friendly platform of club related options that include fitness challenges, guest recruitment, push notifications, club check in capabilities, and a member news feed. The app would also have an integrated link to the App Audio app that is currently on order, which will provide audio links to the facility TV's.
- Efforts are currently ongoing to recruit interest in a new FT Member Services Associate position following the resignation of the Member Services Supervisor in the month of August. The new Associate will provide support to the existing Associate along with the current PT1 MS Associate and ensure that sales, administrative, and retention efforts remain strong.
- Contact has been made with two regional corporations in an effort to inspire corporate membership enrollment from among their respective employees. Vistex, located in Hoffman Estates, which employs 180 employees and has expressed interest in promoting membership to employees as part of their employee health program. Ambria, located in the Prairie Stone Business Park, expressed renewed interest in rekindling the corporate membership relationship established back in 2011. The Member Services team will be working through the month of September and into the final quarter of the current year to grow membership from both corporations.



**Operations and Fitness Departments:**

- PSS&WC hosted a variety of athletic rentals including the large 3-day National Classic Basketball youth basketball tournament as well as volleyball tournaments during the month of August. The facility also hosted several party rentals during the month, too. Though birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating a higher ROI.

- The tennis court renovation took place the week of August 14<sup>th</sup> and included the addition of 'blended lines' on the courts to support additional youth and senior programming and also new USTA colored courts.
- The PSS&WC gymnasium floor will be refurbished within the week of September 18<sup>th</sup>. The gymnasium will be closed for use during this project from 9/18-9/30.
- The PSS&WC member club locker room renovation project are on-going and are currently on schedule to reopen at the end of September. Overall, the response has been very positive. Project details have been provided within the facility and the announcement has been made via the PSS&WC website. The locker room project renderings, along with product samples, have been posted within the facility. The entire PSS&WC team continues to relay a consistent and positive message to members about the project.
- The PSS&WC Custodial Services Bid packet was developed and announced, with the bid opening which occurred on August 8<sup>th</sup>. Two companies provided bids, with Perfect Cleaning Solutions being selected as the lowest (and qualified) bidder. Board approval was received. The new annual cleaning contract was effective as of September 1, 2017. With the new agreement, the male custodial staff person was removed from the updated bid process. Therefore, PSS&WC will be hiring a male custodial support staff person for the week day evenings.
- Fitness department has received all of the new fitness equipment! More and more members are utilizing the new equipment! The Fitness team has been providing demos on the new equipment.
- PSS&WC will be installing the new App Audio system this month! The system will allow for member to listen to TV audio and music throughout the entire facility by utilizing a smart phone App. The App will also be used for in-house marketing.
- PSS&WC has an upcoming Nutrition Workshop, Belly Busters, on 9/28, taught by Zac Marshall. The seminar has been added to the monthly wellness calendar and marketed through the guide.
- Group Swim Lessons starts the week of September 12.



<b>Pass Sales</b>	<b>08/2016</b>	<b>08/ 2017</b>	<b>Var. +/-</b>
Total	1,459	1,437	(22)

- We did not offer an End of the Season discounted Pass Sale this year.
- Seascape closed on Sunday, August 20.



**Triphahn Center Fitness and Operations:**

**Membership**  
Total

**08/2016**  
891

**08/2017**  
849

**Var. +/-**  
(42)

**General Summary:**

- Dance world was held on 8/12
- The portable wall was used at PIP on 8/5
- Rentals for the North side renovation continue to increase. September is almost fully booked.



*Willow Recreation Center*

<b>Membership Fitness Totals</b>	<b>08/2016</b>	<b>08/2017</b>	<b>Var. +/-</b>
Fitness/Racquetball	346	338	(8)
Total			

**General Summary:**

- Harper College has renewed their agreement with HEParks. In addition to offering their programs in our guide and in our facilities HEParks will begin advertising some of the continuing education programs that will be held on the Harper campus and continue receiving the 70/30 split on all registrations taken through HEParks.



*Dog Off-Leash Areas*

Staff continues planning the Doggie Carnival to be held September 16<sup>th</sup> at Fabbrini Park. This event will include doggie games with prizes, vendors, photo booth & give a ways.

**Bo's run:**

Breakdown: Combo passes HE 163, Palatine 43, Barrington 27, Schaumburg 28, Arlington Heights, Mt. Prospect 12 and Inverness 41.

Additional towns with a smaller percentage of membership are Rolling Meadows, Elk grove, Hanover Park & Streamwood.

**Freedom Run:**

- Breakdown: Combo passes Elgin 178, HE 105, Streamwood 87, and Schaumburg 17. Additional towns with a smaller percentage of membership include Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

<b>Dog Park Passes</b>	<b>08/2016</b>	<b>08/2017</b>	<b>+/- Var.</b>
Bo's Run	292	313	+ 21
Freedom Run	332	339	+ 7
Combo	78	84	+ 6
Total	702	736	+34



### **PROGRAM PROMOTIONS**

Staff worked with program managers to promote Fall Guide and Registration, youth sports programs, 50+ events, trips and programs; Friday Fun in the Park, Hoffman Walks, STAR Before & After School, BPC events, Parent's Night Out, Giving Tree, Seascape events, Hockey and Figure Skating, BPC weddings, golf, Foundation events and programs.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates Chamber.

### **CHAMBER EBLAST**

50+ Open House  
Fall Registration  
Uncorked & Untapped

### **RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS**

Hoffman Walks  
New Fitness Class, Pound  
New Audio App

### **OTHER**

Hoffman Walks -We had approx. 28 people at our Hoffman Walks at Fabbri Park on Sat. Aug 5.

Ice Skating Lessons – We placed an ad in the homework folders for the students of Nathan Hale Elementary School in Schaumburg to promote figure skating and hockey.

Hockey – The Schaumburg Park District ran an ad in their Aug. 30 Eblast promoting our hockey program, as part of our advertising trade. We will include an ad in our Winter Guide promoting their golf simulator.

### **VIDEO**

This month, we featured the video "New Triphahn Center".

C&M is working with PSSWC to develop a series of fitness equipment videos for the website.

C&M staff created a video to promote the new 50+ activity center.

### **PRESS RELEASES/PUBLIC RELATIONS**

Articles that were printed or appeared online on the newspaper websites will be attachments at end of the Board Report.

Articles and photos submitted and (then ones that were published are at end of Board Report):

- HE Parks Holds Free Community Walking Program
- Community Invited to Explore New 50+ Center at Open House
- Pumpkin Fest Features Fall Fun
- Wine Event Fundraiser to Benefit Local Kids



## REVIEWS & SOCIAL MEDIA COMMENTS

### Google Plus Review Examples

Note: The number of reviews on Google have increased exponentially in the past few months. We will report only the reviews that leave a comment of significance, not if they give a rating score only. Also, we've included the overall Google Review that appears on the right side of search results.

The image displays three examples of Google My Business review pages. Each page shows a business profile on the left and a review on the right. The reviews are all 5-star ratings with accompanying text and responses.

- Fabbrini Park:** Review by Kazim Walji (5 stars, Aug 19, 2017). Comment: "Can you fish there?". Response: "Hello Kazim, yes fishing is allowed at Fabbrini Park. We have 15 fishing ponds in the park district, you can find them on page 48-49 of our Fall Program Guide, here: [https://www.heparks.org/program\\_guide\\_fall/?page=48](https://www.heparks.org/program_guide_fall/?page=48)".
- Prairie Stone Sports & Wellness Center:** Review by Jen McClrath (5 stars, Aug 19, 2017). Comment: "Love this place! Great staff, great facility, and very accommodating.". Response: "Thanks for the review, Jen!".
- Scott R. Triphahn Community Center & Ice Arena:** Review by Jim Clifford (5 stars, Aug 3, 2017). Comment: "Great hockey Staff. Steve Centers, Jeff and Randy are always ready to help your knowledge of getting your child most prepared for success in youth hockey.". Response: (None visible).

## MARKETING DASHBOARD



### Mobile App Active Users – Source: Apple iTunes & Google Play reports

NEW DATA! C&M is evaluating whether the mobile app is a useful tool for our residents or as a marketing channel. Meanwhile, Apple has changed its analytics. We now can only get information on the number of active users per month for those Apple users who have opted-in to allow their info to be tracked. Only 25% of our users have opted-in, so we are estimating a number 4 times this number to arrive at as accurate a number as possible. The numbers below are a total of Apple and Google Android users.



### Mobile Access – Source: Google Analytics

Desktop numbers have increased slightly for the first time in many years, instead of declined. This may indicate that we've hit at saturation point – there will always be a certain number



of visitors that will visit via desktop. For example, during December with many people on vacation, it may have been easier to access the site via desktop. (NOTE: "Prior to" column indicates how users accessed HEParks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.)

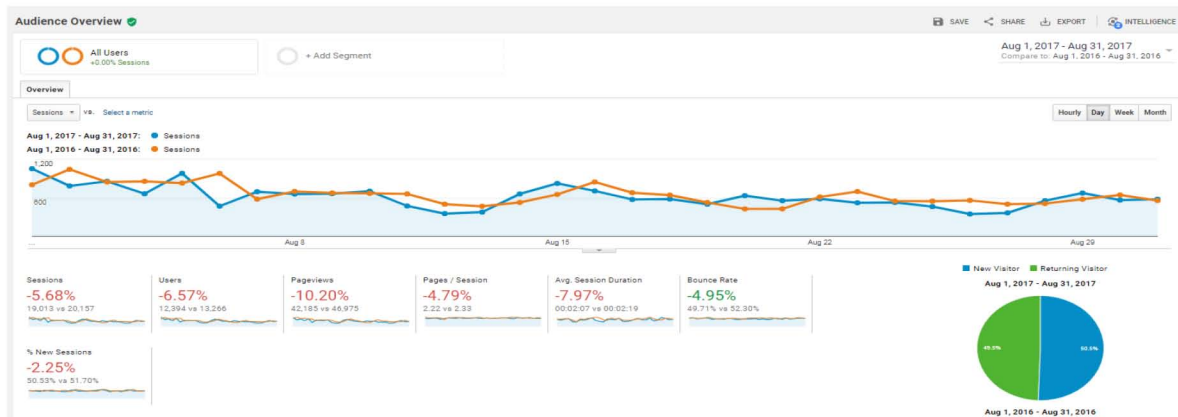
Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Aug 1-31, 2016	Aug 1-31, 2017	Change from last year
Desktop	63%	44%	44%	0
Mobile	27%	48%	52%	+4
Tablet	10%	5%	6%	+1

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



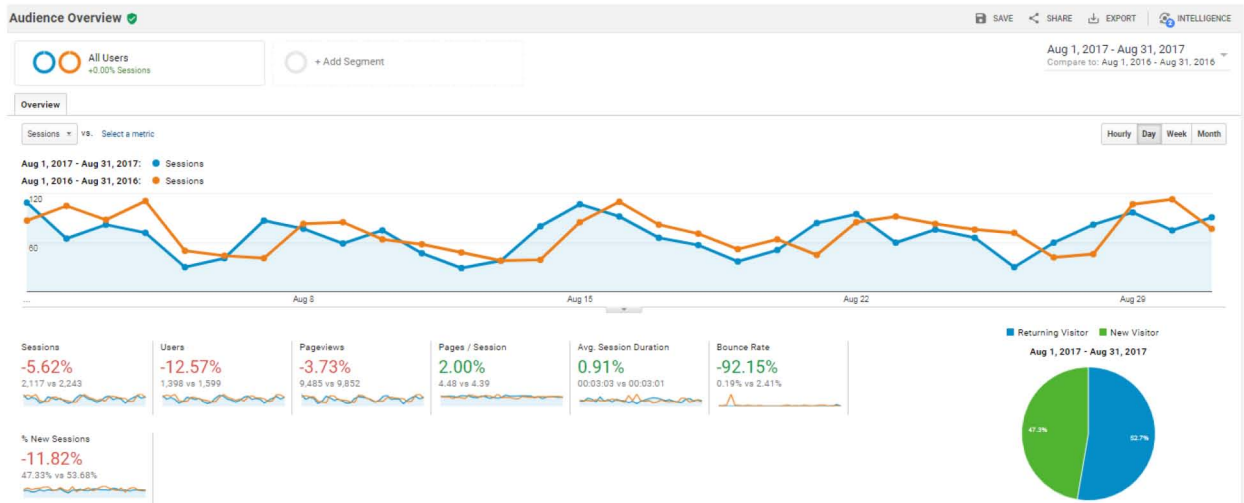
### Website HEParks.org – Source: Google Analytics

Hits to the website home page are slightly down.



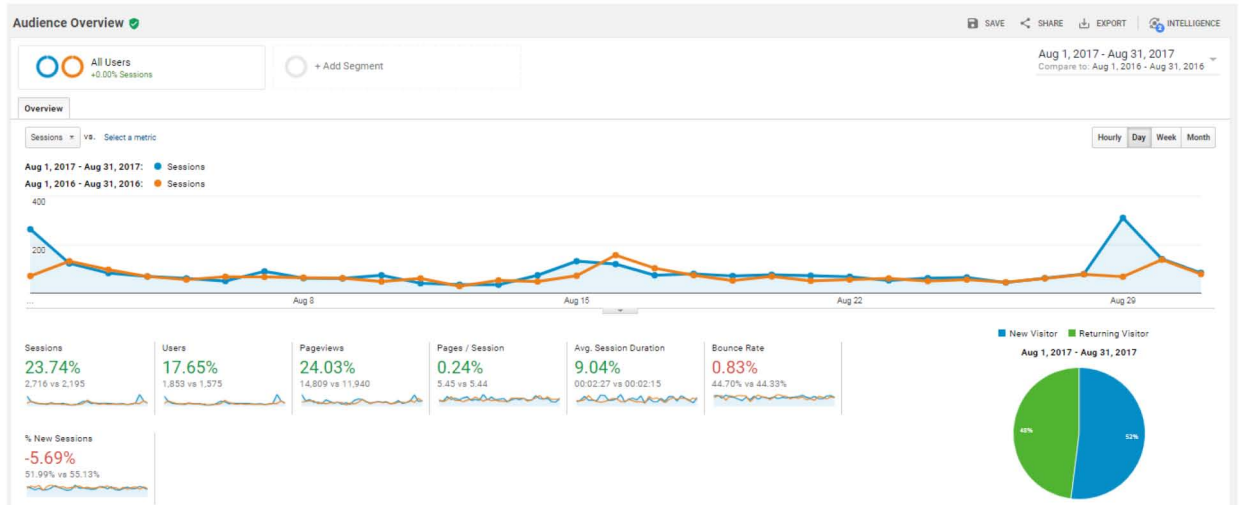
### WebTrac/Online Registration Page Hits – Source: Google Analytics

WebTrac hits are down as visitors are migrating to the mobile WebTrac, which is up considerably.



### Mobile WebTrac – Google Analytics

The number of people accessing Mobile WebTrac from their mobile devices is up significantly as compared to last year, and up significantly higher than those browsing WebTrac with a PC.



### Facebook Reach

Source: Hootsuite

Total number of fans from all HE Parks Facebook pages: 7,192

### Top 5 Most Successful Posts last month for the main Hoffman Estates Park District page:

Source: Facebook Insights

Post Message	Type	Posted	Lifetime: Post total reach (Total Count)
Congratulations to Coach of the Month Marc Friedman! Over the	Photo	7/31/17	3589

past 29 years, he has coached boys' & men's baseball and more. Thanks Coach! <a href="http://ow.ly/ZfJV30e3907">http://ow.ly/ZfJV30e3907</a>		11:05 AM	
Join us on September 5th from 5-8 PM at Portillo's! Bring in this flyer or show it on your smartphone and 20% of the proceeds will benefit the HE Parks Preschool. Can't wait to see you there!	Photo	8/27/17 8:01 AM	2077
Thank you to all who came out on Saturday, August 5 for Party in the Park! We had such a good time with you and your families. Also, thank you to all of our sponsors and vendors: Amita Health, Kind, Bath Planet, Renewal by Anderson, Club Photo Booth, Hoffman Estates Family Dentistry, Remax Suburban & Home, Garibaldi's Italian Eatery, Firehouse Subs, and Icebox! Lastly, thank you to Wild Daisy for the entertainment and all the staff that helped with the event. We look forward to next year!	Photo	8/8/17 9:00 AM	1920
The day is here! Come out for Hoffman Walks and Our biggest event of the year, Party in the Park! We can't wait to enjoy this beautiful day with you :)	Video	8/5/17 11:02 AM	1742
HE Parks employees joined in the eclipse fun today!	Photo	8/21/17 12:12 PM	1711

#### Top 10 Highest Posts Since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
These are from the dancers at Willow from the Dance Recital!	Photo	5/14/17 10:00 AM	9149
Congratulations to Coach of the Month Marc Friedman! Over the past 29 years, he has coached boys' & men's baseball and more. Thanks Coach! <a href="http://ow.ly/ZfJV30e3907">http://ow.ly/ZfJV30e3907</a>	Photo	7/31/17 11:05 AM	6748
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: <a href="https://goo.gl/X71UZs">https://goo.gl/X71UZs</a>	Photo	8/15/16 10:29 AM	6715
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!	Photo	6/20/17 3:33 PM	6581
This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM <a href="http://ow.ly/TY6l3037o3z">http://ow.ly/TY6l3037o3z</a>	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers comes to Black Bear Park for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cNs3037nfO">http://ow.ly/cNs3037nfO</a>	Photo	8/13/16 12:55 PM	6168
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! <a href="http://ow.ly/Xyalq">http://ow.ly/Xyalq</a> Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119
#Pokémon Trainers come to Black Bear Park for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cNs3037nfO">http://ow.ly/cNs3037nfO</a>	Photo	8/10/16 12:56 PM	5506
Due to weather conditions, we will be postponing our Pokémon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!	Photo	8/27/16 7:30 AM	5285

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

8/16/16 9:45 AM 5221



### HE Parks' Twitter account

Source: Twitter  
@heparks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17
Followers	707	713	718	726	730	741	751	761	763	769	770	787 +2%	805 +2%
Impressions	7,146	5,599	5,973	3,964	3,870	4,882	4,740	4,260	3,965	3,496	3,713	1,736	2,947 +69%
# of tweets	41	20	32	22	15	31	26	27	21	4	11	1	14

**Analytics** Home Tweets Audiences Events More


HEParks Sign up for Twitter Ads

Aug 2017 - 31 days

**TWEET HIGHLIGHTS**

**Top Tweet** earned 235 impressions

Don't forget, tomorrow is Girls Give Hockey a Try for FREE at the Triphahn Ice Arenal [ow.ly/ScrJ30dOE1v](http://ow.ly/ScrJ30dOE1v)  
[pic.twitter.com/WyJbPZgk7I](http://pic.twitter.com/WyJbPZgk7I)




View Tweet activity View all Tweet activity

**Top mention** earned 30 engagements

**Hawks Youth Hockey**  
@bryouthockey · Aug 2

Calling all girls! Give hockey a shot for FREE tomorrow night at @HEParks Triphan Center in Hoffman Estates! [heparks.org/2017/07/girls-...](http://heparks.org/2017/07/girls-...)  
[pic.twitter.com/hVdPNk4oml](http://pic.twitter.com/hVdPNk4oml)



View Tweet

**AUG 2017 SUMMARY**

Tweets	14	Tweet impressions	2,947
Profile visits	167	Mentions	15
New followers	11		

**Top Follower** followed by 557 people


**BULLS**

**Salma**  
@SalmaF · FOLLOWING YOU  
Bulls, Blackhawks, Cubs, White Sox, Bears

View profile View followers dashboard

**Top media Tweet** earned 221 impressions

Join us tomorrow morning for Full Day Preschool for 3-5 year olds Open House!  
[pic.twitter.com/NKj6VkoA0](http://pic.twitter.com/NKj6VkoA0)



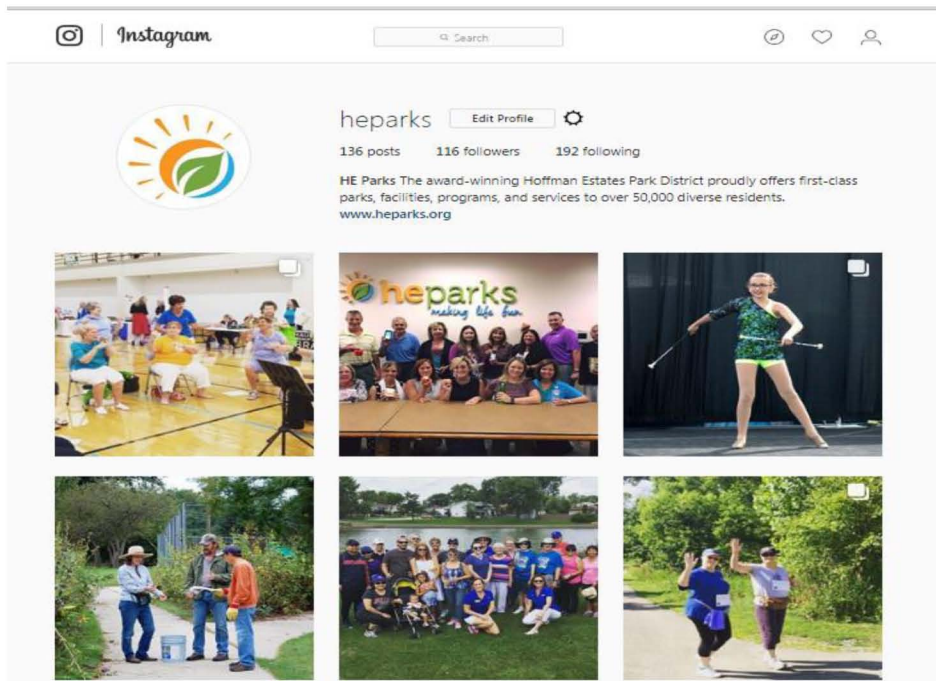
View Tweet activity View all Tweet activity



### Instagram Reports

Source: Instagram  
@heparks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17
Followers	86	91	109	107	109	109	111	112	110	109	110	112	115
# of posts	10	9	23	8	6	6	0	0	2	3	3	3	5



### Conversion Rate – What percentage registered online?

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

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
2016:	37%
<b>2017 as of 8/31</b>	<b>38%</b>



### Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Unsubscribes
2016 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8%	0.22%
Hoffman Happenings 8/8	21.6K/18%	63%	2.7%	9.3%	0.2%
50+ Newsletter August	1062/36%	58%	3.4%	15%	0%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

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

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



## YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days.

Top 10 Videos		<a href="#">Browse all content</a>			
Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments	
What is Pickleball?	2,012 81%	1,501 74%	0	0	
Park Info: Playground Workout, Bench Pushup	140 5.6%	180 8.8%	0	0	
Park Info: Thor Guard	102 4.1%	101 5.0%	0	0	
Park Info: What Is Bioswale?	54 2.2%	26 1.3%	0	0	
Don't Miss Party in the Park!	20 0.8%	20 1.0%	0	0	
Me & HEPD: Joe DeMaria and Nico Muira, Se...	18 0.7%	21 1.0%	0	0	
Aqua Fit Swim Aerobic Class at Prairie Stone...	16 0.6%	13 0.6%	0	0	
Party in the Park 2017	12 0.5%	12 0.6%	0	0	
Wolf Pack Hockey Hosts Krotak Cup	11 0.4%	4 0.2%	0	0	
Bridges of Poplar Creek Country Club	9 0.3%	12 0.6%	0	0	

Top geographies	Gender
Watch time United States (88%) Canada (5.9%) India (1.9%) Philippines (1.0%) Australia (0.5%)	Views Male (52%) Female (48%)

## Printed Press:



# Parks director retiring after 21 years in Hoffman Estates

Daily Herald report

Dean Bostrom, executive director for the Hoffman Estates Park District, announced at Tuesday's park board meeting his intent to retire in the spring of 2018. Bostrom took the top job in 1997 and has worked in the industry for 35 years.

"When Dean joined the park district in 1997, his energy and passion for his work were immediately apparent," park board President Robert Kaplan said in a news release. "His vision for the park district and its ability to impact the community has proved invaluable over the years. In addition, he has provided exceptional leadership to his staff. ... We are going to miss him when he's gone, and hope that he will come back to visit."

Bostrom established inter-governmental agreements with numerous organizations, including Hoffman Estates, Elgin, Schaumburg Township, library districts, school districts and numerous area park districts.

"What I am most proud of are the successful intergovernmental cooperative agreements and public/private

partnerships that the park district has formed over the years," Bostrom said in a news release.

Under Bostrom, the district won many honors, including in 2009 the National Gold Medal award from the National Recreation and Parks Association. His personal awards include 2009 Illinois Association of Park District Honored Professional of the Year.

Bostrom co-founded the Friends of HE Parks foundation in 2000. He spearheaded the establishment of a partnership with the Chicago Wolves hockey team and in 2004 expanded by 90,000 square feet the community center, adding two ice rinks, a senior center, renovating the fitness center and adding new administrative offices. The rink is still home to the Chicago Wolves today.

Through a \$3 million, 12.09 acre land donation from Sears Holdings Corp. in 1999, Bostrom orchestrated the acquisition of property in the



Dean Bostrom

Prairie Stone Business Park to build a 100,000-square-foot building with a fitness center, two swimming pools, three basketball courts, a three-court gymnasium, three tennis courts, a climbing wall and an indoor walking/running track.

One of Bostrom's first achievements was to reach out for community input with a survey to provide direction for the development of a five-year Comprehensive Master Plan, a process which has been continued every five years since. Bostrom's career began with the Rockford Park District in 1982. He then was superintendent of parks and recreation in Richmond, Indiana, and executive director of the Lombard Park District before coming to Hoffman Estates.

"My personal goal has always been to leave every community that I worked in a better community than when I arrived," said Bostrom. "Working together with so many hard working and passionate professionals, dedicated resident volunteers and a board of commissioners who truly gets 'it' I feel we will have accomplished that goal."



COURTESY OF HOFFMAN ESTATES PARK DISTRICT

The Friends of HE Parks holds the annual Uncorked & Untapped wine and beer event Sept. 15 to support its scholarship fund.

## Wine fundraiser to benefit local kids

*Submitted by Hoffman Estates Park District*

The Friends of HE Parks foundation will hold its annual Uncorked & Untapped wine and beer event from 7 to 10 p.m. Friday, Sept. 15, in Hoffman Estates.

Attendees will enjoy a selection of wine and beer paired with appetizers at the event that takes place at the outdoor gazebo venue at Bridges of Poplar Creek Country Club.

Live entertainment will be featured along with the popular and unique Reverse Raffle. All money raised supports the foundation's scholarship fund to help local kids attend camp, take swimming lessons, participate in youth sports and more. Tickets for the event are \$30 in advance and \$35 at the door.

Here's how the Reverse Raffle works: The Grand Prize is \$2,500. Ticket holders have a one in 300 chance to win with only 300 tickets being sold at

\$20 each. Tickets will be randomly drawn until only five tickets remain.

At that time, those ticket holders will be asked to come to the board where they will be asked if they want to split the "pot" or continue to draw tickets. If they do split the pot, then the raffle is over and the \$2,500 is divided between five winners.

If they decide to continue to draw, the remaining four participants will be asked if they want to split the "pot" or continue to draw tickets.

The process will be repeated until there is a vote to split the pot, which will end the raffle drawings, or a final winner emerges. There must be a majority vote to split the pot — a tie vote will be an automatic draw. Additional raffle prizes will be drawn from the losing tickets.

For information and for tickets, visit [heparks.org](http://heparks.org) or call (847) 885-7500.

WEDNESDAY, AUGUST 23, 2017



## Community can explore new 50+ Center at open house

Submitted by Hoffman Estates Park District

Residents older than 50 are invited to the Hoffman Estates Park District's free 50+ Open House event from 9 a.m. to noon Wednesday, Aug. 30, at the Triphahn Center, 1685 W. Higgins Road, in Hoffman Estates.

At the event, participants can learn more about the expanded services now available for adults older than 50 at the newly remodeled 50+ Active Adults Center.

The open house event will include free breakfast for the first 100 guests to arrive, plus live entertainment, free health and memory screenings, free chair massages, vendor tables, door prizes and giveaways.

The park district also recently introduced a new all-inclusive membership structure that includes unlimited access to the new and expanded 50+ Active Adults Center.

"Our research in the community revealed a need for expanded services for people over age 50," said Mike Kies, director of facilities and



COURTESY OF HOFFMAN ESTATES PARK DISTRICT

Community members older than age 50 are invited to the Hoffman Estates Park District's free 50+ Open House event on Wednesday, Aug. 30. Come learn about the expanded services now available at the newly remodeled 50+ Active Adults Center.

recreation for HE Parks.

"The renovations and expansion of services are a direct result of our research, and the Comprehensive Master Plan that we developed based on the research."

The new 50+ membership

includes:

- Unlimited coffee, tea and snacks;
- Expanded Game Room hours, available anytime the Triphahn Center is open, including nights and weekends;

• Free drop-in activities, including pickle ball;

- Free services and seminars
- Discounted rates and priority registration on trips;
- New game room with all new equipment (two billiard tables, gaming tables, pub

tables);

- cable TV, internet, computer access and darts;
- Discounted fitness membership (for members 62 and older).

In addition, this spring the 50+ program welcomed a new program manager, Mindi Schwartz.

"I've really enjoyed getting to know so many of our members over the last few months," said Schwartz. "I'm looking forward to the possibilities to come for our 50+ Center."

The 50+ Active Adults Center is open to residents and nonresidents. Hoffman Estates residents pay just \$5 per month for access to the 50+ Center, and nonresidents pay \$9 per month per individual. Discounts apply for couples and those who pay upfront for the year.

To learn more and to join, visit [heparks.org](http://heparks.org); stop by the Triphahn Community Center, 1685 W. Higgins Road; or contact Mindi Schwartz at (847) 885-7500, ext. 626, or [mischwartz@heparks.org](mailto:mischwartz@heparks.org).

• Submit 'Your News' at [www.dailyherald.com/share](http://www.dailyherald.com/share).

## Out & about.....

### The Beatles' — Fifty Years of Psychedelia

• 7:30 p.m. Tuesday, Aug. 29, Mount Prospect Public Library, 10 S. Emerson St., Mount Prospect. In this new program, award-winning Beatles author and podcaster Robert Rodriguez presents an examination of the year of Sgt. Pepper's Lonely Hearts Club Band. Learn how The Beatles explored rock's boundaries while capturing the vibe of the Summer of Love. Registration is required. For more information, visit [www.mppl.org](http://www.mppl.org) or call (847) 253-5675.

### Health, Wealth & Fitness Fest

• 10 a.m.-2 p.m. Wednesday, Aug. 30, Rolling Meadows Senior Center, 3705 Pheasant Drive, Rolling Meadows. Rolling Meadows Golden

Years Council holds a Free Health, Wealth & Fitness Fest featuring Fit & Fun, tai chi, free blood pressure screening, representatives from the Illinois State Treasurer I CASH program, refreshments and more. Free. For information, call (847) 818-3205.

### 50+ Open House

• 9 a.m.-noon Wednesday, Aug. 30, Triphahn Center, 1685 W. Higgins Road, Hoffman Estates. Join for live entertainment, free lunch for the first 100 guests to arrive, prize drawings, chair massages, vendor tables and more. Come see the newly renovated 50+ Adult Activities Center and Game Room. Free. For more information, visit [www.heparks.org/event/50-open-house](http://www.heparks.org/event/50-open-house).

# Girls can give hockey a shot for free in Hoffman Estates

Submitted by Hoffman Estates Park District

Girls ages 12 and younger are invited to try hockey for free from 6:30-7:30 p.m. Thursday, Aug. 3, at the Triphahn Ice Arena, 1685 W. Higgins Road, Hoffman Estates.

Skates and sticks will be provided, but bring a bike helmet and ski gloves. Coaches will be available to help kids learn about the sport through activities and games. In addition, tours of the park district's new Athletic Performance Shelf will be available.

The Shelf offers hockey players additional off-ice conditioning and fitness training that enhances sports performance.

The event is free, but participants must RSVP to Randy Jordan at [rjordan@heparks.org](mailto:rjordan@heparks.org). Participants should arrive early to be fitted for skates.

Hockey is a fantastic sport for girls, in spite of what many

may think. Hockey is still generally thought of as a game for men and boys, but the Hoffman Estates Park District finds that girls and women do very well in the sport. The girls' hockey program started at HE Parks in 2014 with a handful of participants and it has grown to a robust program with more than 40 girls participating in 2017.

"It's the ultimate sport for health and camaraderie," said Randy Jordan, assistant general manager of Ice Operations for the Hoffman Estates Park District's Triphahn Ice Arena. Jordan, who has been coaching the sport for more than 40 years, said, "Girls are fantastic at learning the fine aspects of the game."

Here are just four of the many benefits hockey players enjoy:

- It's great cardiovascular exercise. Hockey requires players to continuously skate

and rest, skate and rest. These intervals offer great benefits to the cardiovascular system.

- Skating while manipulating a stick and puck requires excellent fine motor skills and improves eye-hand coordination.

- As a team sport, kids learn how to work with others, rely on teammates and understand the keys to cooperation.

- Hockey is a fast game, and players who can operate in the fast pace of hockey learn to make decisions quickly and to think on their feet.

Hockey players at the Hoffman Estates Park District have the opportunity to progress to play with the Wolverines Girls Hockey team.

For information about the hockey program, contact Randy Jordan at [rjordan@heparks.org](mailto:rjordan@heparks.org) or (847) 285-5501.

• Submit Your News at [www.dailyherald.com/share](http://www.dailyherald.com/share).



COURTESY OF BEV I

Girls ages 12 and younger are invited to give hockey a try for free from 6:30-7:30 p.m. Aug. 3, at the Triphahn Ice Arena, 1685 W. Higgins Road, Hoffman Estates.

## Bridges of Poplar Creek Board Report

### General Programs



The fall session Jr Golf program is completed. We had 24 students in the two classes. In this session juniors learned the game with use of motor skills, range practice and on course play.

### Golf Rounds

ROUND TOTALS.					
2013	2014	2015	2016	2017	5 Year Average
6,103	5,927	5,519	4,647	5,674	5,574
YTD ROUND TOTALS					
2013	2014	2015	2016	2017	5 Year Average
23,323	22,822	22,487	22,110	22,735	22,695

### Range Information

RANGE BASKET SALES TOTALS					
2013	2014	2015	2016	2017	5 Year Average
3,359	3,731	3,795	3,020	3,541	3,489
YTD RANGE BASKET SALES TOTALS					
2013	2014	2015	2016	2017	5 Year Average
14,403	14,702	14,708	15,104	15,626	14,909

### Pass Sales

<b><i>Resident Passes Thru June</i></b>	<b>2016</b>	<b>2017</b>
Resident Annual	3	4
Resident Individual	133	146
Resident Junior	1	2
Resident Senior	89	78
Total Resident Passes Sold YTD	226	230
<b><i>Non Resident Passes Thru April</i></b>	<b>2016</b>	<b>2017</b>
Non-Resident Annual	0	1
Preferred TT Pass	104	116
Non-Res Individual	20	12
Non-Res Junior	0	0
Non-Res Senior	58	53
Total Resident Passes Sold YTD	182	182

## Hole In One Contestant Update

### HOLE IN ONE MONTHLY SALES TOTALS



2016	2017
0	278

### YTD HOLE IN ONE SALES TOTALS

2016	2017
0	1,793

## Communications & Marketing

### Marketing/Advertising

-  4 Email blasts went out promoting, Golf Specials, Live Music Events, Instructional Programs, Labor Day Weekend Specials, Golf Shop Sales and Promotions, and Banquets.
-  Social Media post included: 18 Facebook Posts, 9 Instagram Posts and 8 Twitter posts marketing all aspects of the facility and highlighting special events as they happened.

## Food & Beverage

For the month of August we had a total of 30 events: (23 Events in 2016)  
The breakdown is as follows:

- 5 breakfast meetings servicing 125 guests
- 1 continental breakfast meeting for 25 guests
- 5 showers servicing 194 guests
- 1 birthday party servicing 70 guests
- 1 graduation party servicing 80 guests
- 1 retirement dinner servicing 101 guests
- 1 Quincenara servicing 218 guests
- 1 ceremony only servicing 120 guests
- 1 ceremony and reception servicing 138 guests
- 9 golf outings servicing 1139 guests

We currently have 22 events booked for September (25 Events in 2016)

- 4 Breakfast meetings servicing 100 guests
- 4 showers servicing 100 guests
- 7 golf outings servicing 650 guests
- 1 reception only for 102
- 4 ceremony and reception servicing 500 guests
- 1 Uncorked and Untapped servicing 100 plus guests
- 1 continental breakfast servicing 25 guests

Wedding Count Update:

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only



We are currently offering variety of promotions based on time of season and date.

2018= 5 ceremony and reception

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**












### **Bridges of Poplar Creek Country Club Maintenance Report**

In August we saw daily highs and lows averaging 80.7 and 62.2 degrees; this is within a few degrees of normal. Precipitation however was quite the opposite of what we saw last month. We only saw 2.5" in August, which is about half of our normal August precipitation total.

Early August was spent detailing the course before a portion of our staff members left to return to school. We also spent a few days in the middle of the month rehabbing the area just south of the chipping green. This area will be a second approach for people to practice off of. We were able to pull cores with our aerifier on 5 and 16 fairways and use them to propagate the new area from the material in the plugs. This is ideal because it took little to no material to create this area and it will match the fairways perfectly. Towards the end of the month we were also able to seed a nursery between the maintenance facility and 6 fairway. This will be an invaluable resource in the future if we encounter any damage on greens, tees, or fairways.

As the days got shorter and temperatures dropped we have shifted our focus on recovery and making the turf as strong as possible going into the winter. We were able to vent greens once in early August. Greens were also verticut and topdressed twice; this did a good job of removing excessive growth from the summer. We have also started to push fertility on playing surfaces again to help aid in recovery efforts. Lastly the biggest recovery/cultural practice of the fall is coming up at the end of September when will be core aerifying and solid deep tinning greens.

The maintenance staff also worked on the following tasks:

-  Overseeded weak areas in fairways
-  Hand watered playing surfaces
-  Edged and mowed bunker banks
-  Trimmed suckers on trees
-  Removed volunteer trees from native areas
-  Repaired irrigation
-  Pruned trees
-  Chemical applications
-  Filled divots on tees and select fairways
-  Weeded beds
-  Organized shop for PDRMA inspection