



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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**AGENDA  
RECREATION & FACILITIES COMMITTEE MEETING  
TUESDAY, APRIL 19, 2022  
7:15 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - March 15, 2022
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Garibaldi's Contract / M22-037
  - B. CCSD15 Maintenance - School Usage Agreement / M22-038
  - C. Bridges GPS Cart Lease / M22-032
  - D. Recreation Board Report and 1Q Goals / M22-030
  - E. Facilities Board Report and 1Q Goals / M22-031
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT



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**MINUTES  
RECREATION & FACILITIES COMMITTEE MEETING  
March 15, 2022**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on March 15, 2022 at 7:19 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Chhatwani, President Kinnane, Commissioner Kaplan, Comm Rep Beranek

Absent: Comm Reps Henderson, Macdonald, MacGregor and McIlrath

Also Present: Executive Director Talsma, Director of Parks, Planning and Maintenance Hugen, Director of Recreation Kapusinski, Director of Golf & Facilities Bechtold, Director of Administrative Services Cahill, Director of Administration and Finance Hopkins, Executive Assistant Flynn

Audience: Commissioners Friedman, McGinn, Evans and Dressler, Comm Rep Aguililar

**2. Approval of Agenda:**

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

**3. Approval of the Minutes:**

Commissioner Kaplan made a motion, seconded by Comm Rep Beranek to approve the minutes of the February 15, 2022 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

A. Recreation Board Report / M22-022:

Director Kapusinski introduced two new staff members:

- Steve Dietz is the new Superintendent of Recreation. He started August 2021 as the Willow Recreation Center Facility Manager, and was promoted to his new position after Pat Bodame resigned.
- Matthew Shepherd is a Recreation intern. He is studying at Southern Illinois University and is completing a one-semester internship as part of his degree. He will be working with us through the month of May.

Director Kapusinski highlighted the following:

- This month's report is a summary of February activity. The winter programs are underway, and final winter numbers will be available next month.
- The Shotokan Karate program has 102 participants, compared to 55 last year.
- There are 382 students enrolled in gymnastics (69 last year). The move to Vogelei has had no negative impact on enrollment. We changed the sessions to 4 weeks, and parents seem to like this format.
- Registration just started for District 54 STAR programs. District 15 is still working out its hours for next year, so enrollment is delayed.
- The basketball season is wrapping up.
- Baseball has 201 enrolled so far, compared to 177 last year.
- Hoffman United has 86 participants in mini-soccer (22 last year).
- The pickleball league has 18 teams and is in week 3. A new spring league will begin in May, outdoor at Fabbrini.
- For our ice programs, the fall hockey league just ended. Our programs won many tournaments during the season. A highlight was the girls U10 Wolverines team won their mixed division.
- Registration for the spring hockey league is underway. So far we have 193 registered participants, compared to 173 last year.
- Figure skating has 143 students enrolled (168 last year).
- Our swim lesson program has been running without an aquatics manager. Kim Harrison has been hired and will start March 28. Other staff have been helping out with lessons to keep the program running.
- We are still hiring, and the "Now Hiring" web page is one of our top 5 visited pages for the first time, after simplifying the application and job postings. We are now offering to include fitness memberships, golf and pool access to part-time employees.

Commissioner Friedman noted that the basketball season went well. He coached two teams (3<sup>rd</sup>/4<sup>th</sup> grades and 5<sup>th</sup>/6<sup>th</sup> grades). His teams played at Willow and Triphahn Center, and everything was very well run. Most teams were able to play 8 to 10 games, despite the two-week shut-down.

Commissioner Friedman also attended the Rage baseball clinic, which had about 30 kids in attendance (5 from his teams).

Commissioner Kaplan made a motion, seconded by President Kinnane to send the Recreation Board Report to the full Board as presented. The motion carried by voice vote.

B. Facilities Board Report / M22-026:

Director Bechtold highlighted the following for Bridges:

- Spring events are upcoming: March Madness is sold out with 144 players. Breakfast with the Bunny is sold out with 225 attendees, plus a wait list.
- The TopTracer Range opened March 1. There were 117 reservations in the first week, and we are receiving great reviews. We have return customers already.
- Bridges opens March 16, and there are 140 tee times scheduled for Wednesday and Thursday.
- The Fish Fry has done well, with 113 guests the first week, 82 the second week. Staff is working hard and filling many to-go orders as well.
- We have hired many part-time workers for the season; 40 in the past week. Banquet servers are still needed.
- Andy Kersten, our new Assistant Golf Course Maintenance Supervisor started on March 14, working with PJ Bugay. Andy comes to us from Boulder Ridge Country Club.

Director Bechtold highlighted the following for The Club:

- February was the last month with mask and vaccine mandates. We had 84 new members. So far in March, we have enrolled 57 and are hopeful that numbers will continue to climb. We will promote to those who canceled during COVID, letting them know we still are keeping the facility clean and spaced out.
- 71% of members used the facility this month. Usually we are around 55-60%, so this is a good sign.
- Staff has run a couple of kids' days, with 22 attending the first day. These are held during specific classes.
- Staff is doing a great job with Member Highlights.

Comm Rep Aguilar noted that his family celebrated his daughter's birthday at The Club. They received wonderful comments on how great the facility is, and how many options were available to them. The staff was very helpful.

Commissioner Kaplan made a motion, seconded by President Kinnane to send the Facilities Board Report to the full Board as presented. The motion carried by voice vote.

**7. Committee Member Comments:**

President Kinnane noted that he signed up for the pickleball league, and the sport is harder than it looks, but he is having a lot of fun. He also thanked the staff for their hard work

Commissioner Kaplan said staff presented great reports. He added that he is participating in the pickleball league, his first time in a league with the District. It is very well run, and if this is how all HEParks leagues are run, we are in great shape.

Commissioner Chhatwani thanked the staff for their work. She added that it was nice to see everyone greeting each other this evening.

**8. Adjournment:**

Commissioner Kaplan made a motion, seconded by President Kinnane to adjourn the meeting at 7:40 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Cindy Flynn  
Executive Assistant

**MEMORANDUM NO. M22-037**

TO: Recreation & Facilities Committee  
FROM: Craig Talsma, Executive Director  
Alisa Kapusinski, Director of Recreation  
RE: Triphahn Center / Garibaldi's Lease  
DATE: April 19, 2022

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**Background:**

Garibaldis currently leases concession space at the Triphahn Center ice rink, Seascap and Cannon Crossings.

The current lease expires April 30, 2022.

**Implications:**

The renewed lease will run for three years May 1, 2022 – April 30, 2025. The annual rent for the agreement is \$14,400 which is the annual rate that was charged pre-pandemic.

Garibaldis will be open at Triphahn Center September-May when hockey events, tournaments and games are scheduled. At Seascap, Garibaldis will be open 12:00-7:00pm when Seascap is open. At Cannon Crossings, Garibaldis will operate the concession stand when tournaments are held.

We are still exploring the benefits of serving beer and wine at Triphahn Center. This is not included in this contract.

**Staff Recommendation:**

Staff is recommending to the Recreation Committee to recommend to the Board approval of the renewal of the Garibaldis lease agreement dated May 1, 2022 – April 30, 2025 for the lease rate of \$14,400 per year..

**HOFFMAN ESTATES PARK DISTRICT  
LICENSE AGREEMENT**

This License Agreement for Concession Area Operations (the “Agreement”) is made and entered into by and between the HOFFMAN ESTATES PARK DISTRICT (“Park District”), an Illinois park district, with its principal office at 1685 West Higgins Road, Hoffman Estates, Illinois, and SADIE INVESTMENTS, LLC d/b/a Hoffman Estate’s GARIBALDI’S with its principal place of business located at 2346 W. Higgins Road, Hoffman Estates, Illinois 60169 (“Licensee”). Park District and Licensee are hereinafter referred to individually as a “Party” and together as the “Parties”.

WHEREAS, the Park District owns and operates the following three (3) facilities and parks within Hoffman Estates: Triphahn Community Center & Ice Arena (TC) located at 1685 West Higgins Road; Seascape Family Aquatic Center (SFAC) located at 1300 Moon Lake Blvd; and Cannon Crossings Park (CC) located at 1675 Nicholson Drive (“Premises”); and

WHEREAS, the Park District owns concession areas at each of the aforementioned Premises: Triphahn Community Center & Ice Arena (TC); Seascape Family Aquatic Center (SFAC); and, Cannon Crossings Park (CC) (“Concession Areas”).

WHEREAS, Licensee desires to obtain a license agreement under which it shall operate food and beverage concession operations; and

WHEREAS, the Park District Board of Commissioners finds and determines it to be in the best interest of the Park District to grant such a license;

NOW THEREFORE, in consideration of the mutual covenants herein contained and for such good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree, covenant and promise as follows:

1. The License

Subject to the terms and conditions of this Agreement, Licensee is hereby granted a license to use and occupy the Concession Areas within the Premises as follows: approximately 300 square feet of space at TC; approximately 300 square feet of space at SFAC; and, approximately 100 square feet of space at CC. If, in the sole discretion of Park District, the space occupied by Licensee becomes necessary for Park District use, Park District shall have the right to relocate Licensee to comparable space in the Premises. In the event such relocation is contemplated, Park District will provide written notice to Licensee not less than 90 days prior to the relocation date.

Tentative hours of operation for concession services will vary per location and season.

Licensee shall operate concession services at TC per the following:

September-May: At minimum weekends when hockey games and public skate events are scheduled with additional hours as desired. (Ice schedule will be given at least one month in advance.)

Licensee shall operate concession services at SFAC during the summer from 12:00PM – 7:00PM (Sunday-Saturday) when SFAC is open.

Licensee shall operate concession services at CC at dates/times requested by Park District when games are scheduled.

Hours of operation may be altered if agreed upon jointly by Licensee and the Park District. Licensee may operate during any additional hours that the Premises are open to the public, provided Licensee provides advance written notice to the Park District.

## 2. Term of License

A. The term of this License shall be three years and shall begin on May 1, 2022 and end on April 30, 2025.

B. This is a grant of a bare license solely for the use and operation of the Concession Areas and incidental use of the common areas within the Premises in a manner which is not inconsistent with the terms and conditions contained in this Agreement. Licensee shall not obtain any possessory or exclusionary interest in the Premises under this Agreement, have any right to occupy or use the Premises or Concession Areas as a tenant or lessee at law, in equity or otherwise, or in a manner which is inconsistent with the terms and conditions of this Agreement.

C. On the date of this Agreement, the Park District is exempt from real estate and other taxes by virtue of its status as a unit of local government. The Parties intend this contractual arrangement to be a license which will not subject the Licensee to real estate taxes. The Park District does not intend to report the existence of this License to any County officials because the Agreement is not a lease and the Park District believes that this transaction creates no event which will result in a real estate tax liability. In the event that, in spite of the efforts of Licensee and Park District, it should be determined that the arrangement between the parties results in the obligation to pay real estate taxes regarding the rights transferred to the Licensee, the payment of any such taxes shall be the responsibility of the Licensee. Provided, however, that at its own expense the Licensee may contest such tax obligation.

## 3. Costs, Fees, & Expenses

A. License fees (the “License Fees”) shall be \$14,400 for the year. \$4800 due on July 1, \$4800 due on October 1 and \$4800 on February 1.

B. Park District shall provide Licensee the peaceable and quiet enjoyment of the Concession Areas. Except as otherwise described herein, no other area of the Premises



shall be used by Licensee, except with prior written permission of the Park District. Licensee may use the equipment located within the Concession Areas and Licensee shall be responsible for the maintenance and repair of that equipment during the term of this License Agreement. Upon expiration or termination of this Agreement, Licensee shall leave said equipment in substantially the same condition as when received, with the exception of normal wear from use. Equipment owned by Park District is attached as Exhibit A and incorporated into this agreement. Licensee only may remove any item(s) that are owned by Licensee and brought to the Premises for the purpose of providing concession services as provided in this Agreement.

C. Park District shall provide electricity and access to restrooms for the operation of the Concession Areas. However, any alteration of existing systems or plumbing within the Concession Areas shall be at the sole responsibility and expense of Licensee, with prior written permission from the Park District. The Park District shall have no obligation to improve the Premises. The Park District shall provide trash removal of all areas outside the Concession Areas. Licensee shall place all trash in the containers provided by the Park District and shall empty those containers as needed.

D. The Park District shall provide a telephone with local service at TC and SFAC. Park District shall provide public WiFi at TC and SFAC. Park District shall invoice Licensee monthly for Licensee's portion of any telephone charges in excess of normal Park District usage. Licensee shall pay any such invoice amount to Park District within 45 days.

E. Equipment purchased by Licensee remains the property of Licensee.

#### 4. Access to Common Areas

Licensee's employees, agents, program participants, and visitors shall have access to the Premises common area lobby, bathrooms, locker rooms, parking lots, and to such areas as are generally accessible to users of the Premises during the times the Premises are open to the public. No parking is permitted in the driveways or fire lanes. All common areas shall be maintained by the Park District in clean and orderly condition.

#### 5. Insurance and Indemnification.

##### **A. 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.

#### **B. 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 / \$2,000,000 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.

#### **C. 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 \$2,000,000 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.

## **D. General Insurance Provisions**

### **1. 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.

### **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 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.

#### **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 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.

#### **E. Indemnification**

To the fullest extent permitted by law, Licensee shall defend, indemnify and hold harmless the Park District, and its respective officers, officials, employees, and volunteers (the "Park District's Indemnified Parties"), from and against all claims, damages, losses, expenses, including, but not limited to, legal fees (reasonable attorney and paralegal fees and court costs) arising from or in any way connected with (i) any act and/or omission of Licensee or any of its officers, agents, employees, volunteers, contractors, students, invitees, guests, or anyone acting on behalf of Licensee; and/or (ii) Licensee's breach of this Agreement. 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. In no event shall Licensee be required to indemnify and/or hold harmless the Park District's Indemnified Parties to the extent of any act(s) and/or omission(s) of the Park District and/or its employees, agents, contractors, and/or permitted and intended users, excluding Licensee's users, and program participants, for which the Park District is held liable under Illinois law. This indemnity is separate from and in addition to Licensee's insurance obligations under this Agreement.

#### **6. Operations, Maintenance, and Supervision.**

A. At all times during the term of this Agreement, Licensee shall maintain the Concession Areas and all personal property located therein in a clean, neat, orderly and safe condition, including all fixtures for customers' convenience including, without limitation, collection and proper disposition of trash. Inspection and cleaning of these areas shall be completed not less than every thirty (30) minutes that the Concession Areas are open.

B. Licensee shall employ sufficient and qualified personnel at least sixteen (16) years of age for operating the Concession Areas and agree that the services rendered by such personnel to the public shall be provided in a courteous, businesslike and efficient manner. Designated Park District employees will contact Licensee management

regarding Licensee's employees to discuss modification of employee behavior and issues regarding Licensee's employees' dealings with the public including, without limitation, rudeness to the public, which will be addressed immediately upon notification. Licensee also expects the same consideration from the Park District when dealing with Park District personnel and patrons to the facility.

C. Licensee agrees to comply and to cause its employees to comply fully with the Federal Equal Employment Opportunities Act the Civil Rights Act of 1974, the State Human Rights Act, Americans with Disabilities Act, and all applicable rules and regulations promulgated thereunder, and all amendments made thereto, and Licensee agrees not to deny services or employment opportunities on the basis of race, creed, color, religion, sex, national origin or ancestry, age, disability unrelated to ability, marital status, pregnancy, order of protection status, or unfavorable discharge from military service. Further, Licensee agrees to indemnify and hold the Park District harmless for all claims, costs, and damages including attorney's fee in regard to any violations of the above-stated acts, rules, regulations and amendments.

D. Licensee agrees to adhere to all Federal, State, and local Laws, rules and regulations that may pertain to the operation of the Concession Areas including, but not exclusive to, having an individual on staff and paying for all necessary taxes, licenses, permits, inspections, and certifications, as well as adherence to Cook County and Village of Hoffman Estates health and sanitation requirements for buildings and workers.

E. Upon request from the Park District, Licensee shall provide criminal background checks on all of Licensee's employees who may be employed at the Concession Areas.

F. Upon the expiration of this License, Licensee shall cause its signage and any other improvements placed on or in the Premises by Licensee, excluding fixtures, to be removed if Licensee desires to remove such items or if requested to do so by the Park District. Any improvements or equipment abandoned on the Premises for greater than thirty (30) days after the termination or expiration of this Agreement, or any renewal term thereof, shall be considered forfeited and the Park District shall have the option, but not the obligation, to take title to those improvements and equipment, without providing any credit or setoff against any of Licensee's remaining obligations.

G. The Park District shall not be responsible in any way for any damage to or loss of Licensee's equipment or supplies.

H. It is understood, acknowledged and agreed by the parties that the relationship of Licensee to the Park District arising out of this Agreement shall be that of an independent contractor. Neither Licensee nor any employee or agent of Licensee is an employee or agent of the Park District, and therefore, is not entitled to any benefits provided to employees of the Park District. Licensee has no authority to employ or retain any person as an employee or agent for or on behalf of the Park District for any purpose. Neither Licensee nor any person engaging in any work or service related to this Agreement at the request, or with the actual or implied consent, of Licensee may represent himself or

herself to others as an employee of the Park District. Should any person indicate to Licensee, or any employee or agent of Licensee, by written or oral communication, in the course of dealing, or otherwise, that such person believes any of Licensee's employees to be an employee or agent of the Park District, Licensee shall use its best efforts to correct such belief. Licensee covenants, for the term of this Agreement and for one additional year thereafter, not to employ, or solicit for employment, any Park District employee whose principle place of work is the Premises.

I. Neither the Park District nor any employee or agent of Park District is an employee or agent of Licensee, and therefore, is not entitled to any benefits provided to employees of Licensee. The Park District has no authority to employ/retain any person as an employee or agent for or on behalf of Licensee for any purpose. Neither the Park District nor any person engaging in any work or services related to this Agreement at the request or with the actual or implied consent of the Park District may represent himself to others as an employee of Licensee. Should any person indicate to the Park District or any employee or agent of the Park District by written or oral communication, in the course of dealing, or otherwise, that such person believes an employee of the Park District to be an employee or agent of Licensee, the Park District shall use its best efforts to correct such belief.

J. Licensee shall not knowingly employ any person who has been convicted of any of the offenses enumerated in Section 8-23 of the Illinois Park District Code, 70 ILCS 1205/8-23.

K. Licensee acknowledges the Premises are located on smoke-free campuses, and shall not allow smoking in any areas of the Concession Areas by both parties and employees.

L. Licensee shall provide 20% discount to Hoffman Estates Park District employees & board members with valid ID on select merchandise and services for their personal use only. Due to varying availability and margins, Licensee will not offer a blanket discount on all goods and services. Discounts will be applied fairly and equally to all Park District employees based on the particular goods and services purchased. Any evidence of abuse of this benefit, such as resale of discount items or purchases for use for other than by the Park District employee for which it is intended, will be reported to the Park District and discounts to the offending employee will terminate.

M. Licensee shall offer a menu of products for sale that is approved by Park District.

## 7. Termination.

A. In the event Licensee shall breach or be in default under any of the material provisions of this Agreement, with the exception of provisions relating to license fees or insurance, the Park District may terminate this Agreement if Licensee shall not have cured such default within thirty (30) days after the Park District shall have notified Licensee thereof in writing. In the event Park District shall breach or be in default under

any of the material provisions of this Agreement, Licensee may terminate this Agreement if Park District shall not have cured such default within thirty (30) days after Licensee shall have notified Park District thereof in writing.

B. In the event Licensee shall breach or be in default under the license fee or insurance provisions of this Agreement, the Park District may terminate this Agreement effective immediately; provided however, Park District shall reinstate the grant of license and terms and conditions of this Agreement upon Licensee providing the Park District, within 10 days of the effective date of the notice of termination, with the balance of the delinquent licensee fees and/or proof of insurance or such other documentation as is necessary to demonstrate that Licensee is in compliance with the license fee or insurance requirements set forth herein and Licensee paying any License Fees which would have accrued during the interim period of termination.

C. In the event Licensee shall have (1) filed a voluntary petition in bankruptcy or made an assignment for benefit of creditors; (2) consented to the appointment of a receiver or trustee of all or part of its property; or (3) an involuntary petition in bankruptcy shall have been filed in regard to Licensee and the same shall not have been dismissed within ten (10) days of such filing, this Agreement shall automatically terminate upon ninety (90) days prior written notice by either party to the other party.

D. In the event Licensee fails to conduct operations for which this License is issued for more than ten (10) days out of any consecutive thirty (30) day period, the Park District shall have the right to terminate this Agreement effective immediately. This provision shall not apply during any period when the Park District is performing capital improvements to the Concession Areas or the Premises in a manner which frustrates the ability of the Licensee to operate the Concession Areas.

E. Notwithstanding the provisions of this Section, the termination of this Agreement shall not terminate the obligations of the respective parties regarding indemnification set forth in paragraph 5.E. hereof.

F. If for any reason Licensee's product and/or services substantially fail to meet the District's standard of quality, the District will request immediate rectification in writing. If Licensee fails to improve the product and/or services in order to meet the District's requirements within 30 calendar days, the District has the right to terminate this license, effective immediately.

#### 8. Force Majeure.

Neither party shall be liable for damages for its failure to perform due to contingencies beyond its reasonable control, including but not limited to, fire, storm, flood, earthquake, explosion, accident, public disorders, sabotage, lockouts, labor disputes, labor shortages, strikes, riots, or acts of God. Notwithstanding the foregoing, neither party shall be entitled to rely on this provision unless it is using its commercially reasonable efforts to resume performance. Any

delay in performance permitted under this provision shall be for no longer than the duration of the event giving rise to the delay.

9. Waiver.

Failure or delay on the part of either party to exercise any right, power, privilege, or remedy under this Agreement shall not constitute a waiver thereof. No modification or waiver by either party of any provision shall be deemed to have been made unless in writing. Waivers of a specific failure or delay shall not be construed as a general waiver.

10. Severability.

The provisions of this Agreement shall be severable and the invalidity of any provision, or portion thereof, shall not affect the enforceability of the remaining provisions.

11. Authorized Signatures/Effectiveness.

The persons signing this Agreement shall have all legal authority and power in their respective capacities to bind Licensee and the Park District, and the Agreement shall not be effective until fully executed and delivered to both Parties.

12. Notices.

All notices shall be in writing and shall be given by personal delivery, certified or registered mail, or prepaid mail carrier to the parties hereto at the respective addresses set forth below:

If to the Park District:  
Hoffman Estates Park District  
Attention: Executive Director  
1685 West Higgins Road  
Hoffman Estates, IL 60169

If to Licensee:  
Sadie Investments, LLC d/b/a Hoffman Estates Garibaldi's  
Attn: Michael E. Bagan, President  
2346 W. Higgins Road  
Hoffman Estates, IL 60169

13. Representations.

A. Licensee represents and covenants that no official, employee or agent of the Park District (1) has been employed or retained to solicit or aid in the procuring of this Agreement; or (2) will be employed or otherwise benefit from this Agreement without the immediate divulgence of such fact to the Park District.



B. In compliance with Section 10.1 of the Illinois Purchasing Act, Licensee certifies that it has not been convicted of bribery or attempting to bribe an officer or employee of the State of Illinois, or any governmental entity, nor has Licensee made an admission of guilt of such conduct which is a matter of record, nor has an official, agent, or employee of Licensee been convicted nor made such an admission.

14. Rights of Third Parties.

The License is entered into solely for the benefit of the contracting parties, and nothing in the License 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 License, or to acknowledge, establish or impose any legal duty to any third party. Nothing in this License shall be construed or interpreted in any way as a waiver, express or implied, of any common law and/or statutory privileges and/or immunities of the Park District as to any claim, cause and/or cause of action of any kind whatsoever.

15. Assignability.

Licensee shall have no authority or power to sell, transfer or assign this Agreement or any interest therein, nor any power or authority to permit any other person or party to have an interest or use any part of the Park District property covered by this Agreement, for any purpose whatsoever, it being the intention of this Agreement to grant the privilege solely to Licensee and neither directly nor indirectly to any other party. Any attempt to assign the License herein granted shall be null and void.

16. Applicable Law: Venue.

This Agreement shall be governed by and construed in accordance with the laws of the State of Illinois and venue for any lawsuits shall be in Cook County, Illinois.

17. Freedom of Information Act

Licensee agrees to maintain all records and documents related to this Agreement in compliance with the Freedom of Information Act, 5 ILCS 140/1 et seq. In addition, Licensee shall produce records which are responsive to a request received by the District under the Freedom of Information Act so that the District may provide records to those requesting them within the time frames required. If additional time is necessary to compile records in response to a request, then Licensee shall so notify the District and if possible, the District shall request an extension so as to comply with the Act. In the event that the District is found to have not complied with the Freedom of Information Act due to Licensee failure to produce documents or otherwise appropriately respond to a request under the Act, then Licensee shall indemnify and hold the District harmless, and pay all amounts determined to be due including but not limited to fines, costs, attorneys' fees and penalties.

18. Entire Agreement and Amendments.

This Agreement constitutes the entire understanding between the Parties and supersedes all previous agreements or negotiations on the subject matter herein, whether written or oral, and shall not be modified or amended except by written agreement duly executed by the Parties.

19. Execution in Duplicate.

This Agreement may be signed in duplicate with the same effect as if the signatures to each copy were upon the same Agreement.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized officers.

HOFFMAN ESTATES PARK DISTRICT

SADIE INVESTMENTS, LLC d/b/a  
Hoffman Estates Garibaldi's

By: \_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_  
Print Name & Title

\_\_\_\_\_  
Print Name & Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

## MEMORANDUM M22-038

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
Alisa Kapusinski, Director of Recreation  
**RE:** School District 15 – Dissolution of Intergovernmental Agreement  
**DATE:** April 19, 2022

---

### **Background:**

For over 20 years, HEParks and Community Consolidated School District 15 (CCSD15) have had an intergovernmental agreement (IGA) to provide outdoor grounds maintenance at Thomas Jefferson (TJ) and Frank C Whiteley (FCW) schools in exchange for facility usage.

In March 2021, the agreement signed in 2018 (which was originally set to expire in 2023) was dissolved due to the school's COVID guidelines which prevented outside organizations (including HEParks) from using their schools. Since we were unable to access the schools for camps or basketball practices, the contract was no longer valid.

A one-year Memo of Understanding was approved in replacement of the 5-year IGA for HEParks to provide fertilization and weed control at TJ & FCW schools for the 2021/2022 school year. CCSD15 paid HEParks for this service.

### **Implications:**

For the 2021/2022 school year, HEParks now runs the before and after school program at both TJ & FCW schools (through a separate board-approved agreement). With the increased enrollment at both these schools during the school year, our summer camp enrollment has now increased due to serving more working parents who need care. Currently we have plans to run 2022 summer camps at Willow for our north-side families, however due to the high interest, we have outgrown the space at Willow for summer camps.

Staff would now like to resume using Thomas Jefferson School (as we did in the past) for our summer camps. HEParks staff met with CCSD15 administrators to discuss renting TJ for summer camps and also requested a rental rate to rent TJ two nights per week for basketball practice in winter. The rental rates for summer camp and basketball equated to the maintenance rates for us to mow both schools and continue the fertilization and weed control. This allowed us to discuss the creation of a new agreement that mimicked the agreement we had pre-pandemic.

The value of the agreement will be approximately \$10,000. It will only be a one-year agreement as CCSD15 will be going to referendum in the fall. If the referendum is approved, TJ will become a Junior High for the 2023/2024 school year which will change our agreement moving forward.

A new agreement is currently awaiting attorney review by CCSD15, and a draft of the contract is attached. A final contract will be presented to the A&F Committee and the Board following final attorney approval from both parties. However, staff wanted the Recreation Committee and the Board to be aware of the pending agreement.

**Staff Recommendation:**

Staff is seeking approval from the Recreation & Facilities Committee to recommend to the full board the approval of the Community Consolidated School District 15 school usage – maintenance agreement for the 2022/2023 school year, as outlined above, pending legal approval.

R22-001

A RESOLUTION OUTLINING THE INTERGOVERNMENTAL  
AGREEMENT BETWEEN THE HOFFMAN ESTATES PARK DISTRICT  
AND THE BOARD OF COMMUNITY CONSOLIDATED  
SCHOOL DISTRICT 15

WHEREAS: Cooperation between the Hoffman Estates Park District and Community Consolidated School District 15 results to benefits to both public bodies, and;

WHEREAS: The specific benefits that accrue to the Hoffman Estates Park District are:

1. The priority on availability of space at Thomas Jefferson and Frank C. Whiteley Schools in Hoffman Estates for the conduct of all seasonal recreation programs conducted by the Hoffman Estates Park District.
2. The use of Thomas Jefferson School for summer programs conducted by the Hoffman Estates Park District. Use of Thomas Jefferson School is designated to the days during the summer when custodians are already assigned as part of their normal work schedule.

WHEREAS, the specific benefits that accrue to the Community Consolidated School District 15 are:

1. A program of grounds maintenance as specified (including herbicide and fertilizer applications) at Thomas Jefferson and Frank C. Whiteley Schools that assures the School District that physical assets of these properties are preserved.
2. A program of playground inspections at Thomas Jefferson and Frank C. Whiteley Schools that assures the School District that physical assets of these properties are preserved.

THEREFORE, BE IT RESOLVED BY THE BOARD OF PARK COMMISSIONERS OF THE HOFFMAN ESTATES PARK DISTRICT, COOK COUNTY, ILLINOIS:

Section 1: That the President of the Hoffman Estates Park District is hereby authorized to enter into an agreement with the School Board of Community Consolidated School District 15, as follows:

The Hoffman Estates Park District, Cook County, Illinois hereinafter known as the Park District and Community Consolidated School District 15, hereinafter known as the School District, for an in consideration of the mutual promises herein above and below contained, agree as follows:

## PARK DISTRICT GROUNDS MAINTENANCE AGREEMENT

1. The Park District agrees to mow school grounds at Thomas Jefferson and Frank C. Whiteley Schools. Refer to the outlined maps in Appendix A and B for mowing areas provided by the park district.
2. Each fall, the Park District will perform top seeding of athletic feeds used by the Park District and other areas by mutual agreement providing the School District can control traffic on these areas following top seeding.
3. Each fall, the Park District will apply one application of herbicide to prevent growth of dandelions and other undesirable weeds at Thomas Jefferson and Frank C. Whiteley Schools. Each spring, the Park District will apply one application of fertilizer at Thomas Jefferson and Frank C. Whiteley Schools. Prior to the application of any fertilizers or weed control treatments, the Park District will provide the School District with material data sheets. The Park District will give a two-week notice to School District prior to applications.
4. The Park District will maintain all refuse containers during soccer and baseball season, and any other scheduled Park District programs on a regular basis.

## PARK DISTRICT PLAYGROUND INSPECTION AGREEMENT

1. The Park District agrees to provide a playground inspection, completed by a Certified Playground Inspector, to the playgrounds at Thomas Jefferson and Frank C. Whiteley Schools at least six times per year.
2. It is mutually understood that the Park District does not by virtue of services rendered to the School District expressly or impliedly undertake to perform or assume any duty owed by the School District to any of the School District's employees, students, visitors or other third persons in respect to the safe/healthful maintenance and/or operation of the facilities/properties where the Park District's services are performed. That any and all obligations contained in this agreement are for the sole benefit of the contracting parties and are not intended to acknowledge, establish or impose any duty as to third parties.
3. The Park District makes no warranties of any kind, express, implied or statutory, including, but not limited to, warranties for merchantability and fitness for a particular purpose, as to its findings, recommendations, specifications, or advice except that they shall be prepared in accordance with the Park District's own practices.
4. The Park District will provide the Services in the same manner as it provides generally for its own park properties. If during the course of performing the Services, the Park District observes any item needing repair or other maintenance/risk management consideration, it will promptly advise the School District. That it is understood that School District is solely responsible for making or causing to be made any and all recommended repairs or adopting

any maintenance/risk management recommendation made by Park District, the same being and remaining within the sole discretion of School District.

#### THE SCHOOL DISTRICT AGREES

1. To permit the Park District to use school buildings on the designated two days during the school term and use of Thomas Jefferson School and playground facilities without charge for summer programs conducted by the Hoffman Estates Park District when custodians are already assigned to said facilities as part of their normal work schedule. Other out-of-pocket expenses such as unscheduled overtime and any utility usage costs outside of the normal building usage hours will be billed to the Park District. If the Park District schedules the school building for use during the school term for non-designated days, fees approved by the Board of Education shall be charged.
2. To give one week notice to the Park District if activities will be taking place at that site on designated mowing dates.
3. Provide a school time schedule designating class times and lunch hours prior to the new school year.
4. The building principal shall designate which of the two days each week their respective building will be available for use for the following year by August 1. For any additional time the Park District requests, after the School District's, including PTA groups, previously scheduled events, the Park District will receive first priority in the scheduling of the School District's indoor facilities, with the exception of classrooms, unless scheduled through special arrangements.
5. To maintain its property and facilities at its own cost and expense.
6. It shall be a provision of this agreement that the agreement covers the dates inclusive May 1, 2022 – April 30, 2023.

#### INDEMNIFICATION AND HOLD HARMLESS

To the fullest extent permitted by law, the Park District agrees to indemnify and hold harmless the School District, its individual Board members, administrators, employees, volunteers and agents ("School District Indemnitees") from and against any and all claims, demands, actions, liabilities, damages, costs and expenses (including reasonable attorney's fees and court costs) arising from or in connection with the Park District's activities under this Agreement and any breach of this Agreement, except to the extent that said claims, demands, actions, liabilities,

damages, costs and/or expenses have been caused by the negligence or intentional wrongful conduct of the School District Indemnitees.

To the fullest extent permitted by law, the School District agrees to indemnify and hold harmless the Park District, its individual Board members, administrators, employees, volunteers and agents ("Park District Indemnitees") from and against any and all claims, demands, actions, liabilities, damages, costs and expenses (including reasonable attorney's fees and court costs) arising from or in connection with the School District's activities under this Agreement and any breach of this Agreement, except to the extent that said claims, demands, actions, liabilities, damages, costs and/or expenses have been caused by the negligence or intentional wrongful conduct of the Park District Indemnitees.

The indemnification obligations contained in this Paragraph are subject to any defenses or limitations of liability permitted under the *Local Governmental and Governmental Employees Tort Immunity Act, 745 ILCS 10/1 et seq.*, or otherwise provided by law.

Section 2. That this resolution shall be in effect immediately upon its passage and acceptance.

WITNESS our hands and seals this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

APPROVED:

APPROVED:

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

\_\_\_\_\_  
President, Board of Education  
Community Consolidated School District 15

ATTEST:

ATTEST:

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

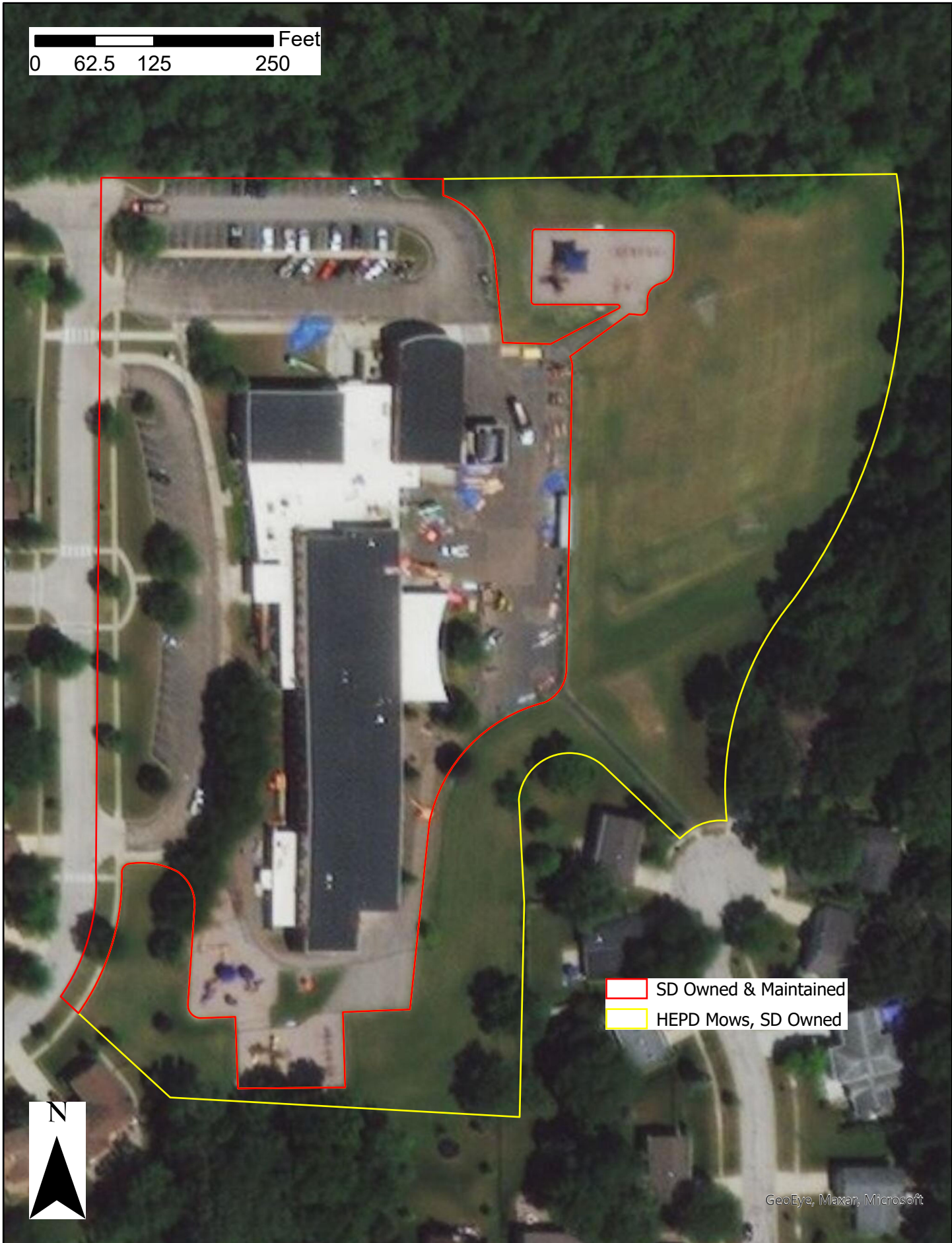
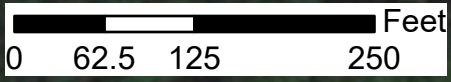
\_\_\_\_\_  
Secretary, Board of Education  
Community Consolidated School District 15

Date: \_\_\_\_\_

Date: \_\_\_\_\_



# Appendix A: VALLEY PARK/WHITELEY SCHOOL PROPERTY & MOWING MAP



SD Owned & Maintained  
HEPD Mows, SD Owned

GeoEye, Maxar, Microsoft

# Appendix B: PINE PARK/THOMAS JEFFERSON ELEMENTARY PROPERTY & MOWING MAP



## MEMORANDUM M21-032

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Director of Golf & Facilities  
**RE:** Bridges GPS Cart Lease  
**DATE:** April 19, 2022

---

### **Background:**

In November of 2017 the full Board approved entering into a 5-year lease with TekGPS (Pace Technology) to provide GPS units on all of our 84 E-Z-GO fleet carts for an annual payment of \$28,206. This lease expired at the end of the 2021 season. In the fall of 2021 staff worked with E-Z-GO representatives in providing a new year-to-year service agreement that would provide the service on our current GPS units for an annual total of \$28,600.

The current GPS units have 7" touchscreen that provide hole and yardage information. They also provide geofencing capabilities to control carts when they go off the cart paths and in areas that carts should avoid. This feature helps manage turf damage on inclement weather days. The current GPS units communicate with the software using 3G cellular service.

Early this year, cell service providers announced that support and service for 3G cellular, the 20-year-old wireless network standard, are planning to be phased out. That means any device operating on 3G simply won't be able to connect to cellular data networks anymore. This announcement has made our current 3G GPS units obsolete and service could stop at any time. With the 3G service becoming obsolete and therefore out of the control of the GPS companies, they unfortunately cannot update our current units.

### **Implications:**

With the announcement of 3G service being terminated, staff has been working with E-Z-GO on a variety of lease options for new GPS units. The E-Z-GO GPS product line is called Pace Technology. They have made several enhancements to their product since 2017. Some of the highlighted updates are as follows:

- 4G LTE Capabilities
- Enhanced HD Hole Graphics and 3D Flyovers
- 5 Different Themed Screen Options
- Exact GPS Pin Location Option
- GPS APP for Cell phones to provide to walkers that receive all the benefits and tracking as golf carts
- Customizable Push Messaging
- FM Radio and Music Streaming via Mobile Device

These are just a few of the new features this system will provide on top of all the current functions it already provides for staff and golfers. This system also includes the tournament management system of Golf Genius which provides Real Time leaderboard and event management capabilities. For complete capabilities and features please see the attached lease proposal.

E-Z-GO has provided us two different 5-year lease options to upgrade to the new Pace Technology 7EX units. These leases will include 84 units for our entire golf fleet.

**Option 1: One-time Payment per year 5-Year Lease Total: \$167,882.40**

<u>Year</u>	<u>Model</u>	<u>QTY</u>	<u>Car/Year</u>	<u>Total Annual Price</u>
2022	Pace 7EX (60months)	84	\$399.72	\$33,576.48

This option is one payment per year.

**Option 2: 6 Payments per year 5-Year Lease Total: \$172,537.20**

<u>Year</u>	<u>Model</u>	<u>QTY</u>	<u>Car/Month</u>	<u>Total Monthly/Annual Price</u>
2022	Pace 7EX (60months)	84	\$68.11	\$5,751.24 / \$34,507.44

This option continues the ‘skip 6’ with payments on May, June, July, August, September, and October.

Staff currently has budgeted \$28,600 for the GPS units. This would be a slight increase of \$4,976.48.

Unfortunately this increase is the only way we can continue to have GPS in our carts, due to the 3G service being discontinued. It will also provide several new features for our customers.

Staff is hoping to be scheduled for install as early as June, as E-Z-GO is working hard to save units for existing customers to make the switch. We will continue to keep our fingers crossed that 3G will remain available prior to the install so we don’t have any service interruptions.

**Recommendation:**

Staff recommends that the Rec Committee recommend to the full Board the approval of securing with E-Z-GO a five-year GPS lease for our 84 fleet carts at the lease price and a one-time annual payment of \$33,576.48 per year.

THE BEST WILL ALWAYS  
HAVE OUR NAME ON IT



PREPARED FOR:

**Bridges of Poplar Creek  
Country Club**



# PARTNER WITH THE INDUSTRY LEADER



ELITE  
LITHIUM



ADVANCED  
INTELLIBRAKE™  
TECHNOLOGY

Date: March 24, 2022

Brian Bechtold  
Bridges of Poplar Creek Country Club  
1685 W HIGGINS ROAD  
HOFFMAN ESTATES, 60194

Dear Brian Bechtold,

E-Z-GO® is honored to prepare this exclusive proposal for Bridges of Poplar Creek Country Club and its members. Since 1954, E-Z-GO has been at the forefront of innovation, reliability and service for the last 70 years. We are committed to providing our customers with vehicle solutions that exceed expectations and perform to the demands of your facilities.

E-Z-GO and Cushman® vehicles are manufactured with purpose in mind. We have taken the golf car industry by storm with technologies such as the Samsung Powered ELiTE Lithium batteries, a first-of-its-kind EX1 gas engine, and our Textron Fleet Management systems. These technologies, paired with our reliable fleet and utility vehicle options, provide an experience refined to elevate and improve any course to a premium caliber.

The E-Z-GO and Cushman advantage goes far beyond our products. You'll gain access to a level of service and support unsurpassed in the industry, through the largest fleet of factory direct service technicians, our strong network of factory-owned branch locations and authorized distributors.

Through highly reputable regional sponsorships, professional golfers and industry partners, we are dedicated to advancing the game of golf and the industry that fuels it.

Our constant pursuit for innovation, performance and customer service elevated our name to the premium provider in the industry. We're committed to the game and will never stop looking for what's next. Never settling has put our products on the most prestigious courses and facilities in the world so if you're looking for the best, E-Z-GO and Cushman have you covered.

As you review the enclosed materials, please do not hesitate to contact me with additional questions. I look forward to hearing from you soon, and to serving you at Bridges of Poplar Creek Country Club.

With sincere appreciation,

Philip Arouca  
Territory Sales Manager  
parouca@textron.com



# Proposal

Bridges of Poplar Creek Country Club

March 24, 2022



## PACE 7EX (60 MONTHS)

### STANDARD FEATURES

REAL-TIME VEHICLE DATA	AUTOMATIC SOFTWARE UPDATES	7" ULTRA-BRIGHT TOUCHSCREEN DISPLAY
ACCURATE HOLE AND YARDAGE GPS	ENHANCED HD HOLE GRAPHICS	GEOFENCING & VEHICLE ALERTS

### ACCESSORIES

Bridges of Poplar Creek Country Club

Accepted by \_\_\_\_\_



# Proposal

## Bridges of Poplar Creek Country Club

March 24, 2022



CUSHMAN

### CAPITAL LEASE

✓	YEAR	MODEL	QTY	TERM + Balloon	CAR/MONTH	TOTAL MONTHLY PRICE
	2022	Pace 7EX (60 months)	84	49 Month + \$1.00	\$399.72	\$33,576.48
MONTHLY AMOUNT						<b>\$33,576.48</b>

### PROGRAM DETAILS

NUMBER OF PAYMENTS PER YEAR	PAYMENT MONTHS	DELIVERY	FIRST PAYMENT
1	June (2022 thru 2026)	June 2022	June 2022

### SPECIAL CONSIDERATIONS

E-Z-GO at its discretion reserves the right to offer an early fleet roll option. To receive an early roll, **Bridges of Poplar Creek Country Club** must enter into a new lease or purchase agreement with E-Z-GO and the existing lease must be current and in good standing. E-Z-GO and the existing lease must be current and in good standing

NOTE: All goods ordered in error by the Customer or goods the Customer wishes to return are subject to a restock fee. The restock fee is 3% of the original invoice value of the goods. Prices quoted above are those currently in effect and are guaranteed subject to acceptance within 45 days of the date of this proposal. Applicable state taxes, local taxes, and insurance are not included. Lease rates may change if alternate financing is required. Payment schedule(s) does not include any finance, documentation, or initiation fees that may be included with the first payment. All lease cars and trades must be in running condition and a fleet inspection will be performed prior to pick up. It is the club's responsibility to either repair damages noted or pay for the repairs to be completed. All electric cars must have a working charger. All pricing and trade values are contingent upon management approval. Any change to the accessory list must be obtained in writing at least 45 days prior to production date.

#### Bridges of Poplar Creek Country Club

Accepted by: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

#### E-Z-GO

Accepted by: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

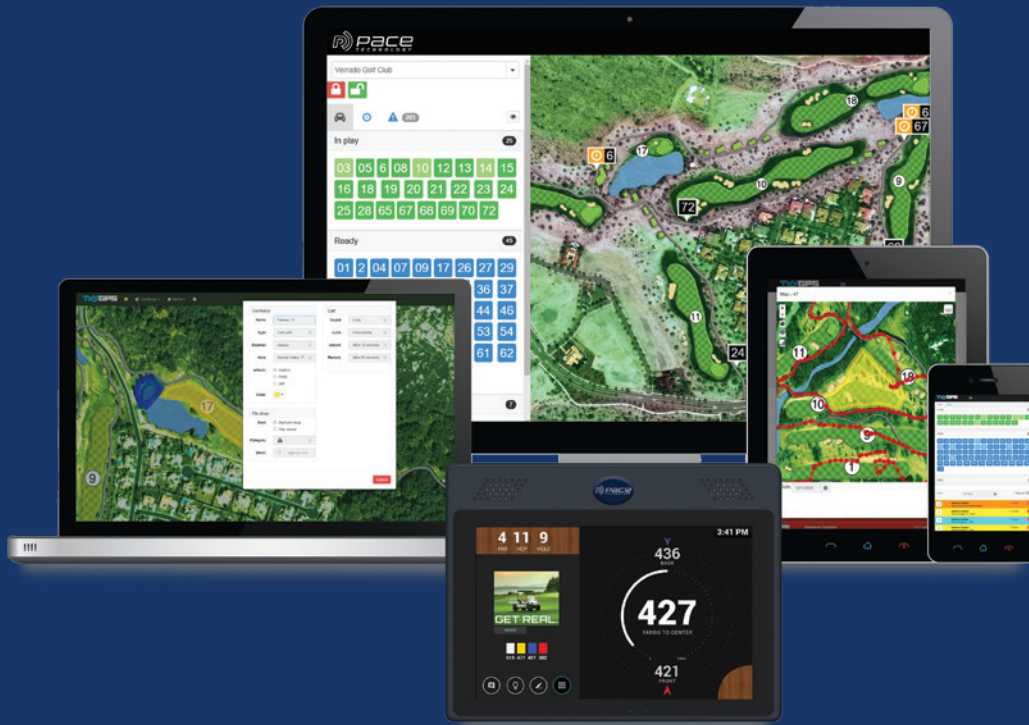
Bridges of Poplar Creek Country Club



Accepted by \_\_\_\_\_







## SINGLE-SOURCE SOLUTION

MONITOR,  
MAINTAIN &  
PROTECT YOUR  
INVESTMENT

AMPLIFY  
THE USER  
EXPERIENCE

REAL-TIME DATA  
FOR OPERATIONAL  
EFFICIENCY &  
PRODUCTIVITY



# BRING EXTRA INTELLIGENCE TO YOUR FACILITY.



## OPTIMIZED OPERATIONS

### PREPARE FOR ANYTHING

- Weather Alert Feature
- Manually Alert Golfers
- Customizable Push Messaging

### PROTECT YOUR INVESTMENT

- Geo-Fencing, Car Shutdown, and Speed Alerts
- Monitor Vehicle Travel History
- Real Time Vehicle Tracking
- Fault History and Alerting

### REMOTE MONITORING

- Monitor Your Fleet Remotely
- Track Amp Hours, Charge Rates, and Vehicle Amp Hours
- Monitor Car Locations & Pace-of-Play
- Real-Time Data Analysis

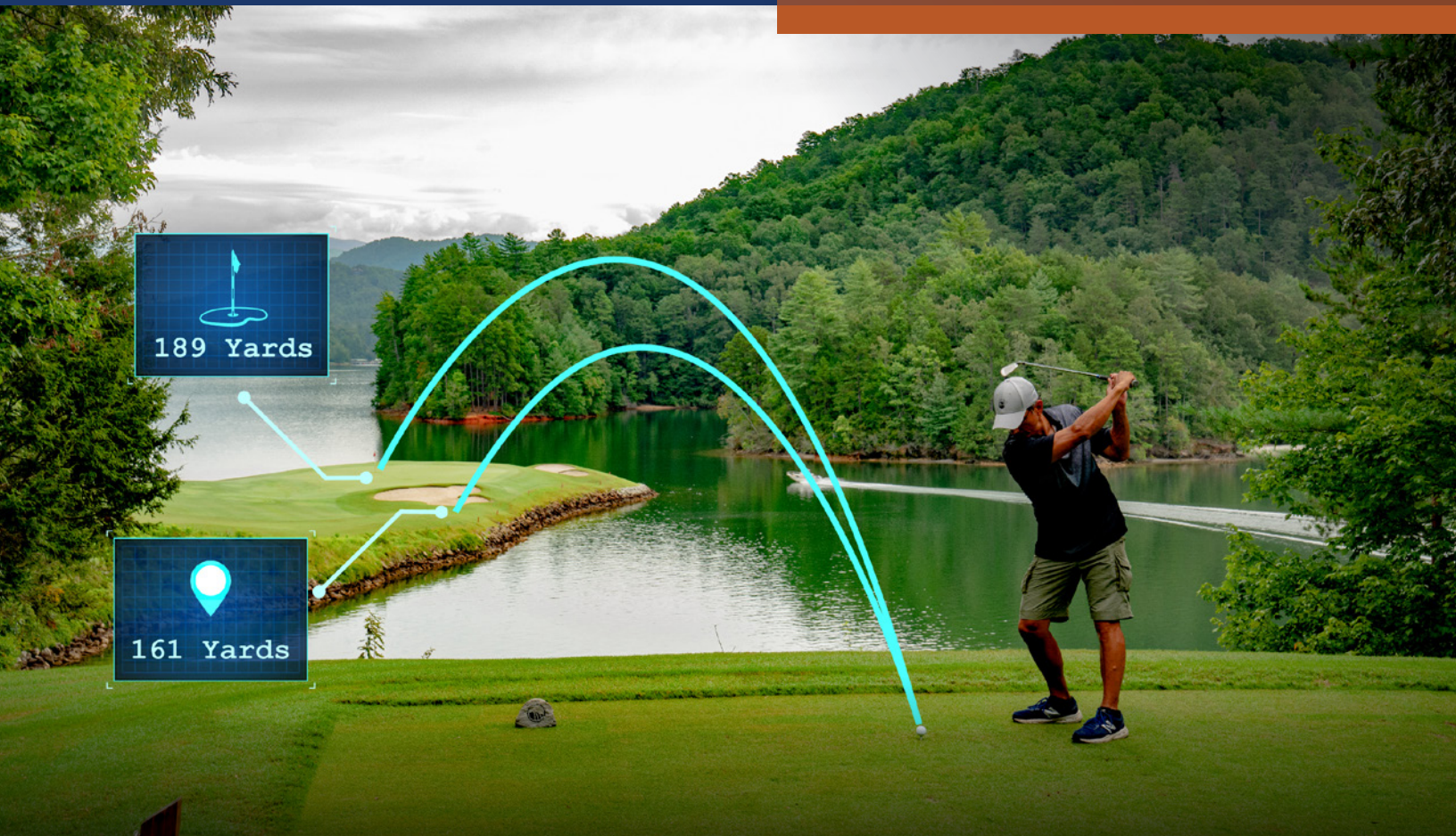
### CONNECT YOUR EQUIPMENT

- Maintain Turf Equipment and Utility Vehicles with the Screen-less Shield Plus
- Establish Target Times for Task Completion
- Examine Travel History
- Fleet Utilization and Vehicle Rotation Reports

### CREW MANAGEMENT

- Workload Management Tools for Employee Productivity
- Monitor Remotely from Your Phone, Computer, or Tablet
- The Screen-Less Shield System takes up Less Space on the Vehicle

# TECHNOLOGY REVOLUTIONIZING THE WAY TO PLAY.

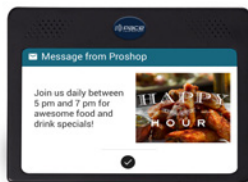


## MAXIMIZED EXPERIENCE



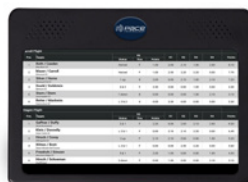
### A PERSONAL CADDIE

- Course mapping and hole GPS.
- 3D flyovers for more accurate data.
- Digital scoring and pace-of-play tracking



### DELIVER THE MESSAGE

- Customize and Send Announcements Around your Course
- Generate Revenue with Advertisements and Videos.
- Food and Beverage Reminders
- 2-Way Messaging Capabilities



### EVENT MANAGEMENT? GENIUS

- Real-Time Leaderboard with Golf Genius Software
- Push Updates, Announcements, and Reminders Throughout the Round
- Compatible with a Variety of Tournament Formats



### CRYSTAL CLEAR DISPLAY

- 7" or 10.1" Ultra-Bright Touchscreen Display"
- 5 Different Themed Screen Options
- Enhanced HD Hole Graphics and 3D Flyovers



	SHIELD PLUS™	SHIELD™	7	7EX	10EX
<b>MANAGEMENT &amp; GEOFENCING</b>					
Real-Time Equipment Location and Travel History	•	•	•	•	•
Geofencing and Alerts	•	•	•	•	•
Speed Zone Alerts	•	•	•	•	•
Car Shutdown	-	•	•	•	•
Automatically Scheduled Vehicle Lockdown	-	•	•	•	•
Equipment Utilization Data	•	•	•	•	•
Real-Time Pace-of-Play Monitoring / Reporting	-	•	•	•	•
Remote Vehicle and Staging Lockdown	-	•	•	•	•
Customizable Pace Schedules	-	•	•	•	•
<b>TASK MANAGEMENT</b>					
Custom Activity Zones	•	-	-	-	-
Target Completion Times	•	-	-	-	-
Work Efficiency Reports	•	-	-	-	-
<b>SUPPORT</b>					
Extended Warranty & Service	•	•	•	•	•
Built-in Internal Battery	•	•	•	•	•
Automatic Software Updates	•	•	•	•	•
<b>ON-COURSE COMMUNICATION &amp; MESSAGING</b>					
4G LTE Capabilities	•	•	•	•	•
On-Card Pace Status and Automatic Golfer Warnings	-	-	•	•	•
Distances to Front/Center/Back of Green	-	-	•	•	•
Custom Staging Screens	-	-	•	•	•
Multi-Media Advertising	-	-	•	•	•
Two-Way Real-Time Messaging with Golfers	-	-	•	•	•
<b>ENHANCED GOLFER EXPERIENCE</b>					
High Resolution, Weather-Proof, Touch-Screen	-	-	7"	7"	10.1"
Simple Text-Only Yardage for the Golfer	-	-	•	•	•
Enhanced HD Hole Graphics	-	-	-	•	•
On-Screen Pro Tips	-	-	-	•	•
Digital Scorecard	-	-	-	•	•
Yardage to Pin	-	-	-	•	•
Pin Placement Rotation Schedules	-	-	-	•	•
Distances to Marked Hazards	-	-	-	•	•
Interactive Touch-Screen Distances to Golfer Selected Points	-	-	-	•	•
3D Hole Flyovers with Full-Screen HD Video	-	-	-	•	•
Food & Beverage Menus and Ordering	-	-	-	•	•
Optional Tournament Management	-	-	-	•	•
FM Radio and Music Streaming via Mobile Device	-	-	-	•	•
Weather Warning Alert	•	•	•	•	•

EQUIPPED FOR:



GOLF CARS



UTILITY VEHICLES



PROFESSIONAL TURF EQUIPMENT



**MEMORANDUM NO. M22-030**

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
 Alisa Kapusinski, Director of Recreation  
**RE:** Recreation & Communications/Marketing Board Report  
**DATE:** April 19, 2022

*Recreation Division*



Programs for All: 12 children were enrolled at no cost into spring programs which include spring soccer, fishing, figure skating and one e-sports pass.

- Note from a parent – *“My family appreciates the Hoffman Estates Park District; we are grateful beyond what words could adequately describe.”*

Kim Harrison was hired as the new Aquatics Manager. Kim began on March 28.

A \$3000 grant was awarded by Bass Pro Shops & Cabela’s Outdoor Fund. This grant will be used to launch our new MORE program. MORE stands for “Mobile Outreach Recreation & Education.” This mobile recreation program will be bringing MORE to the community with a focus on the under-served neighborhoods in Hoffman Estates. Staff is scheduling site visits for June and July right now.



*Triphahn Center*



*Willow Recreation Center*

**Triphahn Center Fitness**

<u>Membership</u>	<u>3/31/2021</u>	<u>01/01/2022</u>	<u>3/31/2022</u>	<u>2022 YTD Var. +/-</u>
<b>Total</b>	<b>510</b>	<b>523</b>	<b>472</b>	<b>-51</b>

Pass	% Visited in Feb 2022	% of Visited in March 2022
TC Fitness Adult	51%	58%
TC Fitness Junior/Student	43%	51%
TC Fitness Senior	53%	68%
<b>Average Paid Members</b>	<b>49%</b>	<b>59%</b>
TC Gym Pass *	40%	58%
TC Silver Sneakers *	21%	45%

TC Tivity Prime *	12%	40%
TC Renew Active *	23%	42%
<b>Average Insurance Members</b>	<b>24%</b>	<b>46%</b>

Passes with \* are the free health insurance memberships.

### Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>3/31/2021</u>	<u>01/01/2022</u>	<u>3/31/2022</u>	<u>2022 YTD Var. +/-</u>
Fitness	101	103	121	+18
Racquetball	44	36	37	+1
<b>Total</b>	<b>145</b>	<b>139</b>	<b>158</b>	<b>+19</b>

Pass	% visited in February	% visited in March
WRC Fitness Adult	45%	53%
WRC Fitness Junior/Student	78%	38%
WRC Fitness Senior	32%	27%
<b>Average Paid Members</b>	<b>52%</b>	<b>39%</b>
WRC Gym Pass *	--	--
WRC Silver Sneakers *	9%	9%
WRC Tivity Prime *	6%	6%
WRC Renew Active *	0%	0%
<b>Average Insurance Members</b>	<b>5%</b>	<b>5%</b>

### Spring Group Fitness enrollment: (to date – enrollment still open)

Class	Spring 2022
50+ Forever Strong	4
50+ Basic Exercise	19
Fitness Boot Camp	22
Women of Steel	8
Senior Tai Chi	5



### Dog Off-Leash Areas

<u>Membership</u>	<u>3/31/2021</u>	<u>01/01/2022</u>	<u>3/31/2022</u>	<u>2022 YTD Var. +/-</u>
<b>Total</b>	<b>588</b>	<b>700</b>	<b>664</b>	<b>-36</b>



## General Programs

### General Programs:

Program	Spring 2021	Spring 2022 *to date
Baton & Poms	27	41
A&A Music (piano & guitar)	6	6
Shotokan Karate	75	116
Tae Kwon Do	24	32
Gymnastics	167	77 (doesn't start until May)
Racquetball lessons	4	3
Racquetball leagues	9	23
New! Art Painting & Comic Drawing	n/a	8

### Dance:

- There are 176 dancers enrolled in the winter/spring session compared to 110 last winter.
- Stars Dance Company has two competitions in April and one master hip-hop class on April 27.
- Staff is prepping for the dance recital which is scheduled for May 21.

### Outdoor Recreation:

- “Is it Spring Yet?” Hike with Cook County Forest Preserve on March 12 had 6 participants.
- 7 people are enrolled in Archery scheduled to start in May outside at the Seascape sled hill.

### Fishing:

- Try Fishing for Free will be held on May 14 along with Kids to Parks Day at Fabbrini. There are already 50 people enrolled.
- Spring fishing classes have 8 enrolled (to date) compared to 41 last spring. Winter fishing classes ended with 137 participants compared to 118 last year.

### Parent Feedback on Fishing:

*I'm writing in regard to mine and my family's positive experience with Kyle Goddard. My husband and children participated in the most recent ice fishing derby. They had the most wonderful experience. All the kids came home with trophies, which made the day for them. Aside from that, the event was extremely well organized. Kyle plays such a significant part in making these fishing events great for everyone involved. When I had questions about registering, Kyle quickly responded and assisted me. At the event, he was both helpful and enthusiastic. He seems to have a genuine interest in the event. After the derby, my young son had a trophy mix up. When I reached out to Kyle, he went above and beyond to remedy the situation. I feel fortunate that my family and I live in a town with a park district that provides great opportunities for our kids, and has employees who are exceptional at their jobs.*

*I just wanted to take the time to commend Kyle on his hard work, and make sure his supervisors are aware of the great things he's doing in our community. I'm looking forward to future fishing derbies, and for my kids to get involved in HE athletic activities.*

**Special Events:**

- Doggie Egg Hunt is April 9 at both Bo's Run & Freedom Run.
- Bunny Drive By is April 15.
- Egg Hunts are scheduled at three community parks on April 16.
- Spring Craft Fair will be held May 14 at Willow. There are 56 vendors already scheduled.
- May 14 is Kids to Parks Day at Fabbrini.



### 50+ Club

**Senior Center March events:**

- Lunch & Learn 3/2: 14 participants
- St Patrick's Day Luncheon 3/17: 44 participants
- Lunch & Learn 4/6: 15 participants

**Upcoming senior events:**

- Bingo Night 4/12: 4 participants
- Lunch & Learn 5/4: 12 participants
- Kentucky Derby 5/6: 4 participants
- Flower Arranging 5/10: 1



### Early Childhood

*A note from a parent: "We were at a District 54 event last night and I was chatting with the principal of my sons' elementary school. We were talking about how George has less than two years until kindergarten. I wanted to let you know that when I mentioned he was in the Hoffman Estate park district preschool that she was very complimentary of the program there, and said it has a really great reputation in the school district for kindergarten readiness. High praise from a really great and established administrator in the public school system! I just thought you and the staff would be happy to hear the feedback!"*



**Little Stars Child Care**

Little Stars Child Care has 40 children enrolled; last February there were 27 children. We are only four students away from our pre-COVID enrollment numbers.

The third and final full-time teacher began on April 4. Her name is Sajida Sultana. Having this new instructor will allow us to increase class sizes even more to take more children.

The next LSC open house is April 23.

**Part-Day Preschool 21/22**

20-21 TC		21-22 TC		+/-	20-21 WRC		21-22 WRC		+/-
Threeschool	0	Threeschool	13	+13	Threeschool	0	Threeschool	5	+5
2's Playschool	6	2's Playschool	23	+17	2's Playschool	0	2's Playschool	11	+11
3's & 4's	52	3's & 4's	77	+25	3's & 4's	34	3's & 4's	32	-2
<b>Total</b>	<b>58</b>	<b>Total</b>	<b>113</b>	<b>+55</b>	<b>Total</b>	<b>34</b>	<b>Total</b>	<b>48</b>	<b>+14</b>

**Part-Day Preschool 22/23 (next year)**

2022-23 WRC		2022-23 TC	
Threeschool	2	Threeschool	3
2's playschool	1	2's playschool	1
3's & 4's	30	3's & 4's	66
<b>Total</b>	<b>33</b>	<b>Total</b>	<b>70</b>

The district was awarded \$58,671 from the Child Care Restoration Grant to help cover January-June 2022 expenses.

Spring Early Childhood enrollment:

- 78 children in preschool enrichment classes.
- 24 children in parent-tot classes.
- NEW! Kids Therapy classes have six enrolled.
- 12 enrolled in Kid & Tot Rock music classes.



## School Age - STAR and Day Camps

Enrollment for 22/23 STAR for D54 opened this month. D15 STAR will open mid- to late-April once the school board approves their school times.

### **STAR Enrollment 21/22**

	3 days before	3 days after	5 days before	5 days after	<b>Total enrolled 21/22</b>	<i>Total enrolled last year 20/21</i>
Armstrong	4	11	15	17	<b>47</b>	16
Fairview	1	14	17	32	<b>64</b>	26
Lakeview	1	2	16	36	<b>55</b>	40
Lincoln Prairie	3	2	20	16	<b>41</b>	26
MacArthur	0	10	22	26	<b>58</b>	20
Muir	3	3	13	23	<b>42</b>	8
<b>Total for D54</b>	<b>12</b>	<b>42</b>	<b>103</b>	<b>150</b>	<b>307</b>	<b>136</b>
Whiteley	6	8	30	43	<b>87</b>	-
Thomas Jefferson	2	11	10	37	<b>6</b>	-
<b>Total for D15</b>	<b>8</b>	<b>19</b>	<b>40</b>	<b>80</b>	<b>93</b>	-

### **Kinder STAR enrollment:**

NEW! Morning Kinder STAR (in afternoon Kindergarten at school)

	3 days	5 days
Whiteley	1	0
Thomas Jefferson	3	4

Afternoon Kinder STAR (in morning Kindergarten at school)

	3 days	5 days
Whiteley	5	8
Thomas Jefferson	3	4

## No School Days

Trip	Date	TC	WRC
Schaumburg Water Works	21-Mar	23	20
Field Museum	22-Mar	30	24
Bowlero	23-Mar	29	25
Parkour	24-Mar	30	30
Urban Air	25-Mar	31	32

## Summer Camp

- Registration for summer camp is now open. Many camps have already filled or will soon be full.



*Youth Athletics*

## Hoffman Basketball Academy

- Winter basketball league concluded on March 12.

	2019	2020 (last normal pre-COVID season)	2022
1 <sup>st</sup> /2 <sup>nd</sup> grade Co-Ed	73	79	84
3 <sup>rd</sup> /4 <sup>th</sup> grade Boys	73	79	69
5 <sup>th</sup> /6 <sup>th</sup> grade Boys	55	68	37
7 <sup>th</sup> /8 <sup>th</sup> grade Boys	49	39	49
3 <sup>rd</sup> /4 <sup>th</sup> grade girls	10	18	20
5 <sup>th</sup> /6 <sup>th</sup> grade girls	13	17	20
7 <sup>th</sup> /8 <sup>th</sup> grade girls	9	9	
<b>TOTAL</b>	<b>282</b>	<b>309</b>	<b>279</b>

## Baseball

- Our youth baseball league registrations closed on March 7. During the month of March, we hosted coaches meetings for each level. At the coaches meeting, practice schedules were handed out, evaluations scheduled, rosters handed out and rules were covered.
- Practices start early- to mid-April, weather dependent.
- Opening Day is April 30 at Cannon Crossing. We will have the mayor throwing out the first pitch, team parade, local community tables for sports groups/teams, carnival games for players to play before and after the game and Garibaldi's selling food.

	<b>Shetland</b>	<b>Pinto</b>	<b>Mustang</b>	<b>Bronco</b>	<b>Pony</b>	<b>N60</b>	<b>Total</b>
<b>2021</b>	48	48	37	12	0	32	177
<b>2022</b>	71	59	46	21	12	0	209

- N60 baseball was not offered this season, instead of n60 baseball we have developed a relationship with Rage baseball. Rage is a HE local travel group we utilize as a baseball feeder program for our house baseball. Rage then rents our field space for the kids in their program.
- Rage Baseball Camps were held in March. This is the first time we have offered March camps due to limited indoor practice space. Having this partnership with Rage is a great way to offer indoor camps.

	<b>3/14</b>	<b>3/16</b>	<b>3/21</b>	<b>3/23</b>	<b>Total</b>
<b>K-4<sup>th</sup></b>	20	19	20	14	73
<b>5<sup>th</sup>-8<sup>th</sup></b>	10	3	5	6	24

### **Soccer**

- Indoor soccer registration had 71 players compared to 74 last year.
- Spring soccer has 313 players compared to 215 in 2021 and 258 in 2019.
  - A new league structure is offered this year with games/practices scheduled in North, South and West Hoffman.
- Try Soccer for Free on March 27 had 76 participants!
- HUSC Soccer essentials classes has 26 enrolled (to date) for spring.

### **Cricket**

- Try Cricket for Free on March 26 had 60 participants. Another one was held April 3 with 31 participants.
- HUSC will be running Cricket Fundamental classes starting in May. To date there are 6 enrolled.

### **E-Sports**

- ESZ hosted 2 birthday parties in March
- ESZ hosted 1 Fortnite tournament on March 11 with a total of 11 participants.
- Kids Nights Out was held on March 12 with 14 participants.
- 3 children attended the Spring Break day off event on March 21.

<b>Membership</b>	<b>Dec 2021</b>	<b>Jan 2022</b>	<b>Feb 2022</b>	<b>March 2022</b>
<b>Total</b>	15	14	13	11
<b>Pass Visits</b>	21	4	11	11
<b># of Members visited</b>	9	2	11	9

## New! Adult Pickleball League

- Monday nights from 7 to 9 pm. Two divisions: Level 3.0+ players & New/Social Players. The max teams that is 24 teams and to date there are 18 teams enrolled.
- Registration is now open for the May/June outdoor league at Fabbrini. A third division has been added to this league: First Timers for players who are brand new to the sport.



*Ice Operations*

## Hockey:

	Spring 2021	Spring 2022
Tot Level	n/a	26
Hockey Level 1	9	32
Hockey Level 2	21	26
<b>TOTAL</b>	<b>30</b>	<b>84</b>

**Spring Hockey League:** The league began practice the last week of March.

	Spring 2021	Spring 2022
Mites	24	30
Squirts	40	41
PeeWees	26	28
Bantams	32	29
Midgets	34	14
Wolverines	17	13
Prime & Tournament teams		23
<b>TOTAL</b>	<b>173</b>	<b>178</b>

Adult League spring season started mid-March. There are eight teams enrolled. This compares to five teams in fall.

## Figure Skating:

- Spring figure skating classes began in April with 339 participants (compared to 179 last year).
- There are 21 skaters with an unlimited Freestyle pass for this month.
- Try Figure Skating for Free was held on April 2. It was full with 60 skaters.
- Skate with the Bunny is April 9.

## Public Skate for March

- March 6: 107 pre-registered & 91 walk-ins
- March 20: 49 pre-registered & 70 walk-ins
- Spring Break:
  - March 21: 11 pre-registered & 38 walk-ins
  - March 23: 28 pre-registered & 64 walk-ins
  - March 25: 37 pre-registered & 35 walk-ins

Email from a Parent who attended Try Figure Skating for Free:

*I'd like to thank you for putting together the free ice skating class today. I had my 4 year old daughter and 6 year old son enrolled, and have nothing but good things to say about the experience. It was very well organized. The instructions were clear, and the class set up worked so well. I was impressed with how well and smoothly the class went given the wide range of ages. All the instructors/workers involved were so kind and helpful. Both kids had nothing but good things to say. But I'd like to take the time to give a big shout out to the 4 year old instructors. My son (6) was nervous but super excited. I knew he'd be fine. My 4 year old was so nervous and unsure of herself. When she went out on the ice she clung to the edge of the rink, and I swear she was going to cry and quit. The instructors were so attentive to all the kids, and so encouraging. I could actually see her confidence growing as they coached her to skate/fall/balance. It made me so happy, but more importantly, it made my daughter happy. Both kids left feeling so proud and excited. Thank you, and the others involved for giving us this experience.*

*I'm including a pic of the coaches who were so great with my daughter. I'm not sure if my daughter fell in love with this coach OR skating. They all seemed so young, yet handled the 4 year old skaters with an extreme amount of patience and kindness. You should be proud to have them in your program, and I hope they (and their parents) are proud too.*



## Aquatics

Swim Lessons	Winter 2022
Parent Tot	25
Tot Swim	6
Group Lessons	106
Private Lessons	31
<b>TOTAL</b>	<b>168</b>

Lessons were not offered in winter 2021 due to COVID guidelines.

**Seascape 2022 passes sold to date:**

	Nov	Dec	Jan	Feb	March	Total Summer 2022 Passes Sold
Seascape pass	36	41	12	24	301	414
Seascape senior pass	3	9	1	0	30	43

Staff has begun interviewing and hiring seasonal staff for lifeguard and swim instructor positions. Training for returning guards was held in March and another training will be held in April.



*Communications and Marketing*



**Community Involvement:**

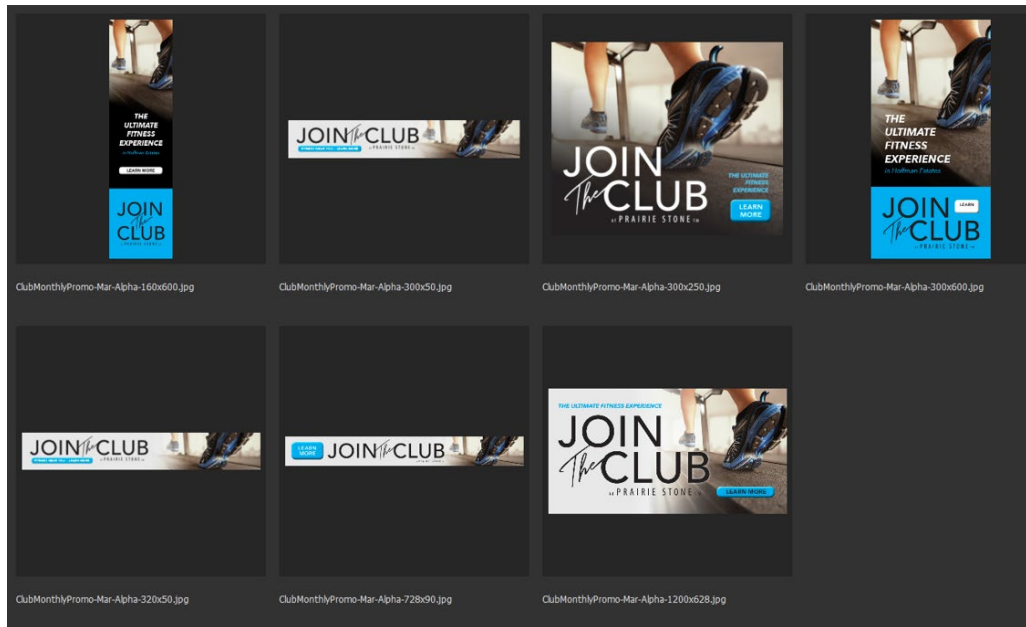
- Chamber board meeting
- Chamber Golf Outing planning meeting
- SLSF Golf Outing meeting
- Village Arts Commission meeting
- Village 4<sup>th</sup> Fest Commission meeting

**Recreation Promotions & Design Completed:**

- Spring Program Guide
- Soccer & Baseball registration
- Spring Break activities
- Seascape: Early Bird pricing promotion & postcard to all previous pass holders
- Try Free events: Figure Skating, Soccer & Cricket
- STAR registration
- Senior Spring Newsletter

## Club Promotions & Design Completed:

- Ran digital display ads and increased Google ad-word advertising.
- Digital display ads are created in various sizes and shapes to fit all of the modern technological needs.



## Bridges

- Golf Season Passes On sale
- Top Tracer Open
- Golf Course Open
- Golf Special Events
- Foundation Top Tracer event
- SRT materials created

## Human Resources

- Promoted employee benefits

## Podcast:

- Recorded seven podcasts for “Park Explorers”
- Edited and finished post production for the podcast
- Website and podcast platform research setup





**Email campaigns:** 8 e-blasts were sent out this month.

The open and click rate for HEParks emails is over the market average of 12%. HEParks averaged a 38% open rate with a 1.5% click rate. The recent emails have been informative with calls to action for facilities and registration.

**Social Media:**

- 50 posts in March

Most popular series of posts:

- First day of the Hiring Fair. 2,521 Reach and 72 post Clicks
- Bunny Drive By announcement post – 2,418 Reach and 181 Clicks. – The program filled immediately.
- Kids Night Out – 2,196 Reach with 52 Clicks. The program was on the verge of being canceled but after the social post, it filled and ran with 25 children.

**# of Followers:**

Account	Social Media Platform	March 2022	February 2022	March 2022
<b>Bridges of Poplar Creek</b>	Facebook	1142	1131	1118
	Instagram	148	145	142
	Twitter	158	159	160
<b>The Club</b>	Facebook	1688	1683	1687
	Instagram	381	365	361
	Twitter	46	46	40
<b>HEParks</b>	Facebook	5817	5425	5300
	Instagram	1020	1011	1002
	Twitter	1097	1091	1092
<b>Ice Academy</b>	Facebook	113	113	111
<b>Wolf Pack</b>	Facebook	432	427	408
	Instagram	412	402	388
<b>Senior Center</b>	Facebook	133	134	134

## **Website:**

- Overall highest page views in March 2022: Home, Program Guide, Camp, Now Hiring, and Hockey (compared to March 2021 highest page views: Home, Program Guide, Dog Park, Bids, and Camp).
  - This is the second month in a row that “Now Hiring” has been in the top 5 searched traffic.
  - One of the 2022 C&M Goals is to expand Hockey Marketing regionally. Regional hockey advertising supporting spring registration, adult hockey and drop-in play resulted in Hockey showing up in the top 5 most frequented pages for the district. Historically, Hockey only breaks into the top 5 most visited pages in September. This type of hockey presence on the website will be seasonal since Hockey is tied very closely to registration seasons.
  
- Page views continue to increase at HEParks.org as customers are driven to different programs. March 2022 saw more page views than any other month in the past 4 years with 63,315. The next highest was August 2021 with 61,135, June 2021 with 61,026 and July 2019 with 61,440. The increased numbers are due to March being a registration month and C&M drives customers directly to program landing pages. Customers have now transitioned to using the web pages to learn about programs and registration.

## **Press Releases:**

- HEParks recognized for excellence in Financial Reporting
- Hoffman stars dance company shines bright at Regional Competition

**HOFFMAN ESTATES PARK DISTRICT  
2022 GOALS & OBJECTIVES  
RECREATION DIVISION**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

**DISTRICT GOAL 1: HEALTHY & ENJOYABLE EXPERIENCES**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Expand Pickleball programming through in-house tournaments and leagues.	O
<b>1Q Comments:</b>	<b>Winter league was offered with two divisions: Advanced &amp; Social/Newer League. A total of 18 teams enrolled. An outdoor spring league is planned as well.</b>	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Offer two new figure skating classes.	O
<b>1Q Comments:</b>	<b>Music / Choreography class was added for Winter 2022. More new programs planned for rest of 2022.</b>	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Expand advanced level ballet programming.	C
<b>1Q Comments - Complete</b>	<b>“Elite” ballet classes were added to Winter/Summer 2022.</b>	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Create an adult soccer league.	C
<b>1Q Comments - Complete</b>	<b>Offered in Spring 2022.</b>	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Expand hockey development program with tot introductory program.	C
<b>1Q Comments - Complete</b>	<b>Offered with very successful enrollment.</b>	
Develop fitness marketing campaign.	Develop community fitness center campaign and regular member retention programs.	O
<b>1Q Comments:</b>	<b>April fitness challenge: Spring Forward</b>	
Evaluate cricket participation and address field needs.	Expand cricket programming through Hoffman United Soccer Club (HUSC).	C
<b>1Q Comments - Complete</b>	<b>HUSC offering cricket classes and Try Cricket for Free events.</b>	
Provide community and family-oriented events.	Offer one new spring special event.	C
<b>1Q Comments - Complete</b>	<b>Expanded, large Kids to Parks Day will be May 14.</b>	
Expand hockey program with adult leagues.	Expand adult hockey league.	O
<b>1Q Comments:</b>	<b>Spring league has 8 teams (compared to 6 in Fall 2021).</b>	
Hold physical challenge event at South Ridge Ninja Course.	Offer program in spring or summer.	O
<b>1Q Comments:</b>	<b>Planning for a summer event.</b>	
Expand birthday party options.	Create additional birthday parties to offer at district facilities.	O

<b>1Q Comments:</b>	<b>New party options include: Glow Party</b>	
Expand Willow Fitness Center amenities and facility space.	Begin discussion with community and contractor on expansion of Willow Fitness Center.	O
<b>1Q Comments:</b>	<b>Staff has met with engineers to generate conceptual ideas.</b>	
Evaluate the need for indoor sports programming facility.	Begin discussion with community and contractor on the transition of Mini Gym space to turf flooring.	O
<b>1Q Comments:</b>	<b>Staff has met with engineers to generate conceptual ideas.</b>	

## DISTRICT GOAL 2: SOCIAL EQUITY

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Expand district awareness to new residents and new participants.	Increase social media following.	O
<b>1Q Comments:</b>	<b>Q1 focused on growing social media through organic methods combined with paid advertising. The District saw a large amount of growth in Facebook.</b>	
Expand district awareness to new residents and new participants.	Develop relationships with schools, social workers and under-served residential areas to educate the community on HEParks offerings.	O
<b>1Q Comments:</b>	<b>New Partnerships were developed with the village and the Elgin and Schaumburg Library Systems to provide support at events and new MORE program.</b>	
Expand district awareness to new residents and new participants.	Offer a minimum of two programs offsite at high-risk/low-income residential areas.	O
<b>1Q Comments:</b>	<b>New MORE program (Mobile Outreach Recreation &amp; Education) program will be offered this summer.</b>	
Increase hockey participation and exposure in the community with regional marketing.	Expand marketing efforts regionally.	O
<b>1Q Comments:</b>	<b>In Q1, Adult Hockey leagues and drop-ins were pushed out regionally to cover surrounding area rink communities. Spring Hockey registration information was targeted to the districts who receive resident discounts.</b>	
Increase hockey participation and exposure in the community with regional marketing.	Partner with Chicago Wolves on clinics and player appearances	O
<b>1Q Comments:</b>	<b>Summer clinics will be planned. Player appearances not currently allowed due to COVID protocols.</b>	
Implement community awareness campaign of all programs, services and facilities.	Expand marketing efforts through all marketing channels to educate the community on district offerings.	O
<b>1Q Comments:</b>	<b>Currently using email, social media, paid social, organic searches, Digital Displays, partner districts, newspaper articles, SEO, Google Adwords and display ads. When available, the district uses the I-90 billboards.</b>	
Develop programs to meet adult population.	Offer one new program / event per brochure.	O
<b>1Q Comments:</b>	<b>Adult Pickleball League was added for late winter/early spring.</b>	

Expand senior programming.	Offer a minimum of two programs or events per season in the evening.	O
<b>1Q Comments:</b>	<b>Winter: Tai Chi, Pub Trivia, Bingo Night</b>	
Provide community free opportunities to participate in ice programs.	Offer a minimum of two free figure skating or two free hockey programs this year.	O
<b>1Q Comments:</b>	<b>Try Hockey for Free was March 5. Try Figure Skating for Free was April 2.</b>	
Expand Programs for All & scholarship opportunities.	Create free need-based programs to provide expanded opportunities for Programs for All applicants.	O
<b>1Q Comments:</b>	<b>16 children were provided free programs in winter through Programs for All.</b>	

### **DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Increase facility and field rentals.	Market to new tournament/sports groups to promote field availability.	O
<b>1Q Comments:</b>	<b>Rage Baseball will be renting fields this summer. Two Pickleball organizations have secured rental to Fabbrini Courts for tournaments.</b>	
Investigate the redesign and operation of concession stand at Triphahn Center.	Apply for liquor license for concession stand. Purchase additional tables and/or assess the layout of concession stand seating area.	D
<b>1Q Comments:</b>	<b>Deferred pending further conversation with vendor and plan for adult league program growth.</b>	

### **DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Update forms and ease of registration/membership.	Create new forms for memberships and rentals. Develop submittable digital forms for easier online rental requests.	O
<b>1Q Comments:</b>	<b>Forms are being drafted.</b>	
Increase Little Stars Childcare (LSC) enrollment through room expansion.	Open the third LSC classroom by hiring three full-time teachers for each room.	C
<b>1Q Comments - Complete</b>	<b>Three full-time teachers have been hired.</b>	
Increase Seascape rental opportunities.	Provide additional party tent space and group use space at Seascape.	O
<b>1Q Comments:</b>	<b>With support from parks department, a second party tent will be added this summer in addition to new grass space in the old volleyball court.</b>	
Create branded communication materials for programs.	Design and launch branded communication materials for preschool, Little Stars, STAR and camp parent communication.	O
<b>1Q Comments:</b>	<b>Branded communication was created for Little Stars and Camp. STAR and PRESCHOOL templated calenders in progress.</b>	

**DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Integrate environmental practices into programming.	Partner with Parks Department to offer a variety of nature programs: Earth Day, Parks Clean-up, Seed Collection.	O
<b>1Q Comments:</b>	<b>Spring programs have been planned.</b>	
Integrate environmental practices into programming.	Continue partnership with Cook County Forest Preserve with program offerings.	O
<b>1Q Comments:</b>	<b>Snow shoe hike, Is it Spring yet hike. Winter programs offered and ran.</b>	
Develop programs at South Ridge.	Implement new programs on site.	O
<b>1Q Comments:</b>	<b>Planning for summer.</b>	

**DISTRICT GOAL 6: CUSTOMER SERVICE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Revamp HEparks website.	Launch upgraded website.	O
<b>1Q Comments:</b>	<b>Initial plans in place to redesign website.</b>	
Ensure website is current & relevant at all times.	Create website sub-committee responsible for weekly checks on each page.	O
<b>1Q Comments:</b>	<b>Website Subcommittee has been created.</b>	
Redesign and establish new plan for eblasts.	Create weekly schedule which includes programs, events and facilities to highlight.	O
<b>1Q Comments:</b>	<b>Emails go out every Thursday at 10:00a</b>	
Evaluate creation of internship program.	Hire Recreation Department intern.	O
<b>1Q Comments:</b>	<b>Recreation intern from SIU was hired to work from February – May 2022.</b>	

## MEMORANDUM NO. M22-031

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Director of Golf & Facilities  
**RE:** Golf & Facilities Report  
**DATE:** April 19, 2022  
Bridges of Poplar Creek & The Club Board Report

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### Bridges General Programs

- Staff is currently reviewing the GPS Cart lease and evaluating a future upgrade. Our current GPS units lease has expired. The original plan was to roll over the lease into a service agreement only with the current units. Due to the advancement in the telecommunications field this has become a challenge. Our current units communicate using 3G cell service. As some of you may already know the 3G lines are being converted over to 5G and becoming obsolete. Once this conversion is complete the 3G units will no longer function. Cell providers are unable to give us an exact date on when the 3G service will be discontinued just that it will be in the calendar year of 2022. Due to not having a guarantee of service for the entire year staff has investigated a new lease with TekGPS and EZGO and will be presenting a recommendation to the committee.
- March Madness, our first golf event of the season, was held on March 19. We had 136 players come out and they played in some great spring weather. Congratulations to our winners Larry Featherstone, Kyle Featherstone, Dan Kwilas & Gary Wadulak with a score of 13 under par.
- The annual Par 3 Challenge was held on April 6 with 34 players. This event replicates one of the most famous par 3 courses in Augusta, Georgia. Each player was able to try the famous Pimento cheese sandwiches and a themed sampling of Hideki Matsuyama's 2022 Champions Dinner Menu. Congratulations to Joe Huppert on receiving our Green Sweater!



**Golf Rounds**

MONTHLY ROUND TOTALS					
2018	2019	2020	2021	2022	5 Year Average
1,017	481	313	960	751	704
YTD ROUND TOTALS					
2018	2019	2020	2021	2022	5 Year Average
1,295	481	313	960	751	760

**Range Basket Sale Totals**

MONTHLY RANGE BASKET SALES TOTALS					
2018	2019	2020	2021	2022	5 Year Average
633	357	215	1324	615	629
YTD RANGE BASKET SALES TOTALS					
2018	2019	2020	2021	2022	5 Year Average
737	357	215	1324	648	656

**TopTracer Hour Totals**

MONTHLY TOPTRACER RESERVATION HOUR TOTALS
2022
409
2022
409



## Food & Beverage

- The Fish Fry received great reviews each and every week. Curbside continues to be a hit with the community. We serviced a total of 472 guests in the first six weeks with one week to go.
- Our Annual Breakfast with Easter Bunny was back to our full buffet and new Bunny Patch in the room. We had two seatings and all guests were able to enter our Bunny Patch and take pictures with the Bunny. We were able to accommodate 227 guests. The event received many great comments about service and food and of course the Bunny!



### March Events

- 1 breakfast meeting servicing 23 guests
- 1 memorial luncheon servicing 42 guests
- 1 March Madness golf outing 136 guests

### April Events

- Breakfast with the Bunny serving 227 guests
- 3 showers servicing 95 guests

### Wedding Count Update:

#### 2022 weddings

- 11 ceremony/receptions (4 cancelled in January to move to different county)
- 1 reception only

#### 2023

- 1 ceremony/reception

2021 = 13 ceremony and reception, 3 reception (We did have one reception cancel in June as they moved to a facility that was not enforcing any Covid-19 guidelines.)

2020 = All weddings have been cancelled or rescheduled to 2021.

*We had 10 ceremony and reception, 4 reception only booked for 2020.*

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

**Golf Maintenance Summary**

The season has officially kicked off with March Madness!! Mother Nature has not been very cooperative though. In the last few days of the month alone she has dropped about an inch of rain. We were able to get our first spray on the greens in our window to combat seed heads. We have also been able to mow greens twice and have seen very little growth on them. We really wanted to get out and give our fairways a fresh cut but with all the rain and soft conditions we have not been able to do so in fear of causing more damage. We have also been able to get a quick trim on all bunker edges, and in the beginning of April we will do a full bunker season start refresh. Staff has discussed maintenance expectations and the maintenance program. We have been very fortunate to have an increased interest in individuals wanting to work with maintenance staff. With this interest we were able to secure a full team for the season. We have a great mix of individuals that can work a variety of days of the week along with different hours this upcoming year. A few crew members will be working 40 hours; some staff will be working half days, and we will even have a few staff members out in the evenings, divoting tees to lighten the detail work for the day crew. If you see some new faces working on the course, please welcome them to the HEParks team. Our philosophy for this year is to slow down, do it right, and pay attention to details. With a full team in place including new staff as well as veterans on the crew, we look forward to a successful season on the golf course.



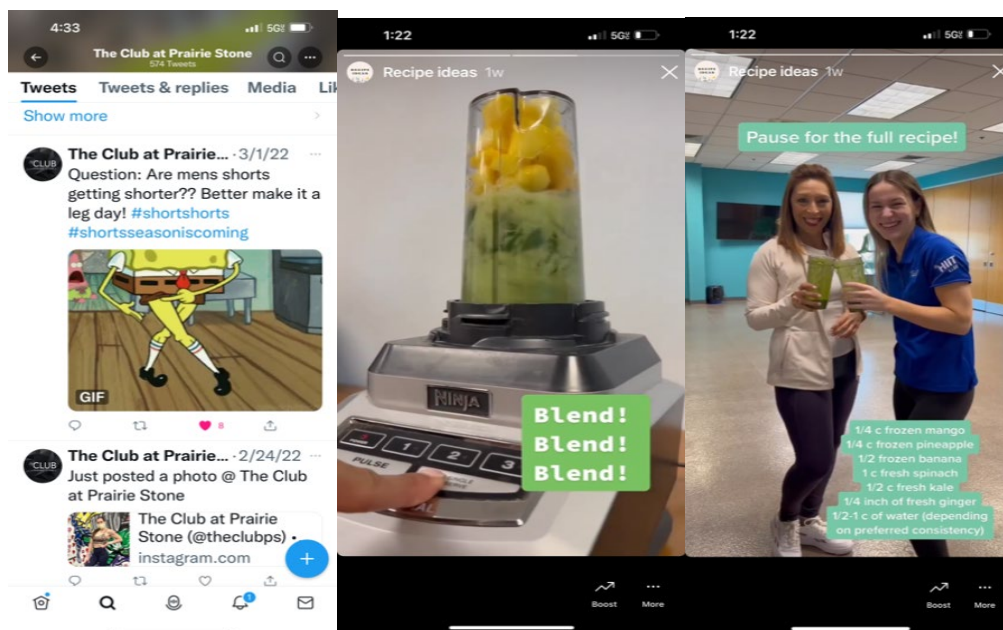
**March 2022**

<b>Membership Totals</b>	<b><u>3/31/2021</u></b>	<b><u>1/01/2022</u></b>	<b><u>3/31/2022</u></b>	<b><u>Var. +/-</u></b>
Totals	1970	2160	2138	-22

**Member Services/Sales**

- The Athletico lease is set to expire on May 31, 2022. They have been in communication with staff regarding updating their lease. They are looking to transition to a month-to-month lease while they explore their options. They have mentioned the two biggest items are the current property tax levels in Hoffman Estates as well as the lack of a store front facility. Staff will be presenting an addendum to the current lease to the A&F committee at the April meeting.
- With all mandates lifted, March brought an increase of new member enrollments as well as being generally busier throughout the facility.
- We enrolled 117 new members in March, slightly above our average enrollment number for March. (2021 – 106, 2019 – 118, 2018 – 102)

- Club staff spent a lot of time in the month of March planning for upcoming features, events, programs and classes.
- Club staff has also been working on our social media content and getting more followers, particularly on our Instagram and FB accounts. We gained 21 new followers in March. Part-time staff member Veronica, who is part of a digital media academy at her high school, has been helping out with the accounts and has created some great content through Instagram “stories” and “highlights”. We are trying to engage on Twitter, but it is difficult to gain followers there!



- Club staff has also recorded some content with the registered dietician that we will be able to post throughout the spring and early summer.
- We had 1,617 unique visits in March, meaning approximately 76% of members are visiting/using the facility at least once a month. This is an increase, and matches what we have been observing.
- Additional staff observation: many of the new enrollments are people that have not been members in the past. We typically have a lot of members join-cancel-rejoin, and we do still have some of that, but more “never-been members” have been enrolling lately.

### Operations and Fitness Departments:

- Club staff ran a Parents Night Off event on March 12 with 15 enrolled. Enrollment for this program is beginning to increase each month.
- Hoop Science Academy Basketball (formerly Options) began a second session of youth classes in March with 16 enrolled.

## Member Spotlights

### Victoria J.

I got my first job here in 2012 at the end of high school. I decided to make use of the gym after my shifts since I was already there. I had been in athletics growing up, but started by running and then signed up for my first 5k. I took group fitness classes which introduced me and gave me a routine. Once I started working as a nurse over 4 years ago, my schedule made it harder to attend classes, so I was doing more on my own. I would find workouts on social media to do.

About 3 years ago is when I really switched to a bodybuilding style training and started writing my own programming to follow. Just focusing on lifting weights more with proper mechanics and not excessive cardio. Now I'm always lifting all the heavy weights and absolutely loving getting stronger and watching my physique continually progress. The Club has been an integral part of my entire fitness journey thus far and it's awesome to continue to be a member.

*It is in a great location, and it's absolutely worth the value of the membership compared to other places. I've been to other gyms that were extremely over crowded that you couldn't even get a squat rack or are so dirty that you feel gross being there.*

I LOVE the new area. Since I mostly use the weights and barbells, it's been amazing having so much more equipment and space to use. It really does have everything I need and use for my lifts. My favorite part about being a member here is just how nice the atmosphere is. It really feels like a second home here.



### Michael L.

I joined The Club around 2002 when I was doing an internship while I was in college, then went back to school for a couple more years & rejoined in 2006 to use the pool.

Growing up I had a lot of inflammatory issues and was told I had arthritis when I was a teenager. At the age of 24, I was diagnosed with Ankylosing Spondylitis and was told the best way to feel better and reduce inflammation levels was to exercise almost every day if I could. I took that to heart and began to figure out what worked for me. I do strength training M/W/F and swim laps with an underwater parachute and resistance paddles on T/Th. Plus heated yoga on weekends.

Since I was exercising so much when I first started I thought I should have a goal! My first races were a Warrior Dash, a Spartan Race, & a Zombie Run. They were always awesome & humbling experiences that definitely piqued my interests & ignited a passion for endurance challenges. Since then I have done 25 competitive races in the Midwest, ran 190 miles of obstacle course terrain, & currently place in the top 23% on the Athlinks Rank chart.



*I choose The Club because of the nice layout, constant up keep of equipment, & friendly environment throughout the facility. I absolutely enjoy the functional fitness space. It also offers the most for a good workout/life balance in my day to day being close to my work and home.*

**HOFFMAN ESTATES PARK DISTRICT  
GOALS & OBJECTIVES  
GOLF**

Key: C = Complete / O = On Track / D = Deferred / N= Not Complete

**DISTRICT GOAL 1: HEALTHY AND ENJOYABLE EXPERIENCES**

Objective/Goal	Performance Measures/Action Plan	Status
Offer a variety of different tee times and fees to meet total green fee revenue for the 2022 season.	Continue to monitor daily play and provide weekly marketing email blasts based on weather and bookings. Create an early booking discount rate for prepaid times.	O
<b>1Q Comments:</b>	<b>We have provided 751 rounds in the 1<sup>st</sup> qtr.</b>	
Provide 24 Preferred Tee Times Groups (25 Groups in 2021).	Secure 2021 Groups with an early rewards renewal plan. Market to new groups about securing a weekly prime time and capitalize on the difficulty of getting early weekend tee times during this popular time.	SC
<b>1Q Comments:</b>	<b>We have a total of 23 Preferred Tee Times as of 1<sup>st</sup> Qtr</b>	
Offer four Special Golf Course Events.	Promote March Madness, Par 3 Challenge, Pro Am Scramble, and Turkey Shoot via email blast, social media and also signage in golf shop. Each event will be key POS add-on two weeks prior to event.	O
<b>1Q Comments:</b>	<b>We have offered 2 events in the 1<sup>st</sup> qtr. March Madness had 136 players, and Par 3 Challenge had 33 players.</b>	
Offer two Special TopTracer Tournament Events.	Promote events via email blast, social media and also signage in golf shop. Each event will be key POS add-on two weeks prior to event.	O
<b>1Q Comments:</b>	<b>We held our first TopTracer Two Person Best Ball Event and had 26 players.</b>	
Offer Jr. Program classes in Spring, Summer and Fall.	Expand participation on Junior Programs by increasing class size by advertising on social media and outside classes, as well as securing more instructors.	O
<b>1Q Comments:</b>	<b>Jr Program Classes have been set with increased class size.</b>	
Host multiple wedding functions.	Host ceremonies and receptions by offering special promotions and flexible cancellation policies.	O
<b>1Q Comments:</b>	<b>We have 11 ceremony and reception events and 1 reception only event planned for 2022</b>	
Offer Breakfast with Santa & Breakfast with Easter Bunny.	Staff will contact all past participants one month out reminding them of special events. Start email campaign minimum one month prior to events.	O
<b>1Q Comments:</b>	<b>Breakfast with the Easter Bunny was a huge success with 227 guests.</b>	

**DISTRICT GOAL 2: SOCIAL EQUITY**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Provide golf activities to the special needs community.	Partner with Freedom Golf Association (FGA), NWSRA or a similar organization to provide golf activities.	O
<b>1Q Comments:</b>	<b>We have partnered with NWSRA to provide a special event on May 11.</b>	

**DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Hire a Full Time Building Maintenance Associate.	Promote and hire a FT Building Maintenance Associate who will split time with Bridges & The Club in each of the facilities respective peak seasons.	C
<b>1Q Comments - Complete</b>	<b>FT Building Maintenance Associate has been hired.</b>	
Hire a Full Time Bar & Grill Service Manager.	Promote and hire a FT Bar & Grill Service Manager.	C
<b>1Q Comments - Complete</b>	<b>FT Bar &amp; Grill Service Manager has been hired.</b>	
Constantly monitor staffing plan and pay rates for all staff members.	Maintain a competitive pay rate and benefits for all staff based on the current job market place. This is an area that is constantly evolving and will need to be monitored throughout the year to maintain our valuable employees.	O
<b>1Q Comments:</b>	<b>Wages are constantly being evaluated and adjusted based on the current market. Employee incentives have been increased which has provided us a competitive edge in securing PT Staff.</b>	
Provide Discount & Annual Golf Passes program to help increase rounds and loyal customers.	Direct email blast to current pass holders offering them early bird sign-up in January. Along with poster size sign in pro shop. Will be feature add-on item in March and April for all golfers when they check in for their rounds.	O
<b>1Q Comments:</b>	<b>Pass sales have begun and we have sold a total of 38 passes in 1<sup>st</sup> qtr.</b>	
Review and adjust rate structure for Green Fees to maintain or increase \$ per round revenue.	Evaluate and adjust rate structure based on daily usage and prime times for both weekday and weekend rounds.	O
<b>1Q Comments:</b>	<b>Entire rate structure has been adjusted in most areas with a slight increase of \$1-\$4 across the board for the 2022 season. Staff will continue to monitor play and weather and adjust accordingly.</b>	
Work with Parks Department to get preferred pricing on joint maintenance purchases for the facility.	Collaborate with Parks Department on purchasing chemical program items to get bulk discounts district wide.	C
<b>1Q Comments - Complete</b>	<b>Overall Park District bid was completed and all chemical programs are being implemented.</b>	

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Have key staff attend HEParks AED & CPR training.	Have staff attend district certification classes during the course of the year.	O
<b>1Q Comments:</b>	<b>We have our first training class for the golf course staff scheduled in May.</b>	
Implement new POS software for both F&B and Golf Departments	Upgrade our POS system to accommodate all the new technologies available with POS software. Which includes F&B orders from your phone, tablet, and google and apple pay. Golf POS to fully integrate with tee sheet and website.	O
<b>1Q Comments:</b>	<b>The POS software has been implemented in the new TopTracer facility.</b>	

**DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Integrate environmental practices	Complete burns, mowing, and alternate chemical applications on native areas.	O
<b>1Q Comments:</b>	<b>First round of applications and burns are scheduled for late April and Early May.</b>	

**DISTRICT GOAL 6: CUSTOMER SERVICE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Receive 10 Five Star Reviews on the Knot and Wedding Wire for Weddings. Goal is 10 Reviews receiving five stars.	Provide detailed training to staff and hold weekly event meetings to ensure all details are outlined to event staff. Follow up Bride & Grooms after the wedding with Thank You and promotion to complete reviews.	O
<b>1Q Comments:</b>	<b>New staff have begun training for our upcoming wedding season.</b>	
Enhance communication to community about golf rates, events, and programs.	Send monthly email blasts throughout the 2021 season to encourage patronage.	O
<b>1Q Comments:</b>	<b>Monthly email blasts have begun, promoting special events, fitting days and pass sales.</b>	
Enhance communication to community through social media.	Increase social media posts about special events and develop campaign outline in Q1. Implement campaign in March. Post at least once daily on social media platforms throughout year. Increase followers throughout calendar year. Develop Golf & Wedding Paid Social Campaigns	O
<b>1Q Comments:</b>	<b>Social Media presence has increased with TopTracer ads and Fish Fry ads in the 1<sup>st</sup> qtr.</b>	



**HOFFMAN ESTATES PARK DISTRICT  
GOALS & OBJECTIVES  
The Club at Prairie Stone**

Key: C = Complete / O = On Track / D = Deferred / N= Not Complete

**DISTRICT GOAL 1: HEALTHY AND ENJOYABLE EXPERIENCES**

Objective/Goal	Performance Measures/Action Plan	Status
Enroll 1,200 new members in 2022.	With the assistance of the C&M Team create print marketing, social media & email marketing, and community outreach for each month of the year. Highlight the cleanliness, spaciousness, and renovated spaces.	O
<b>1Q Comments:</b>	<b>We have enrolled 316 new members in the 1<sup>st</sup> quarter.</b>	
To enroll 10% of new members into HIIT Club.	Offer HIIT members more exclusive content and/or discounts such as access to password protected webpage with short training videos and nutrition information, as well as exclusive mini clinics, and corrective exercise fitness assessments.	O
<b>1Q Comments:</b>	<b>We have enrolled 21 members into HIIT in the 1<sup>st</sup> quarter.</b>	
Offer specialty fitness programming	Promote and create a variety of small groups or single athletes in training specific to their sport or goals.	O
<b>1Q Comments:</b>	<b>Staff created a running program called Couch to 5k.</b>	
Highlight the health and wellness achievements of The Club members and participants with the community.	Individual stories and achievements will be highlighted through the monthly member newsletter, social media and bulletin board in the facility. Two members will be highlighted each quarter.	O
<b>1Q Comments:</b>	<b>This program has brought attention to members of all ages and fitness levels highlighting their achievements and how the Club has helped them along the way. Members are enjoying this and look forward to seeing our next highlighted members each quarter.</b>	
Add new formats of group fitness classes that are innovative and fit with industry trends	Add new group fitness classes on to the schedule that we have never offered before. Specifically in the genre of yoga, barre, and boxing.	O
<b>1Q Comments:</b>	<b>We have expanded our group fitness classes from 36 classes to 38 in 1<sup>st</sup> quarter.</b>	
Develop a weightlifting educational programs for youth and adults	Offer personal trainer led programs to teach members of all ages how to use the new weight training equipment, particularly of lifting cages and plate loaded pieces.	O
<b>1Q Comments:</b>	<b>This program will begin 2<sup>nd</sup> quarter.</b>	
Add outdoor workout area	Make necessary modifications and additions to existing areas outside surrounding the facility so we can offer an outdoor workout space and hold outdoor classes.	O
<b>1Q Comments:</b>	<b>These modifications will be taking place as weather improves, in 2<sup>nd</sup> quarter.</b>	
Offer Kids Club programing.	With the transition of not offering daily child care at the facility, staff will create specialty kids programing in this area to provide members specialty programs and classes for	O

	their children scheduled around our group fitness classes.	
<b>1Q Comments:</b>	<b>Staff has created multiple program options in 1<sup>st</sup> quarter, including Parents Night Out, Kids Day Off, and Baby Yoga.</b>	

**DISTRICT GOAL 2: SOCIAL EQUITY**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Provide introductory sport specific athletic trainings for our community.	Offer complimentary sport or athletic youth classes or trainings per quarter for underprivileged youth in Hoffman Estates community.	O
<b>1Q Comments:</b>	<b>With our partnerships we offered 2 complimentary basketball clinics open to all.</b>	

**DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Facilitate a membership increase to offset increasing expenses of operations.	Work with the Business department to deploy an increase on membership passes effective for January billing. As well as work with the C&M department on updating the membership about the fee increase.	C
<b>1Q Comments - Complete</b>	<b>This process has been complete and all fees have been updated.</b>	
Hire a Full Time Building Maintenance Associate.	Promote and hire a FT Building Maintenance Associate who will split time with Bridges & The Club in each of the facilities respective peak seasons.	C
<b>1Q Comments - Complete</b>	<b>The FT Building Maintenance has been hired.</b>	
Purchase curtain divider for gym.	Purchase and install new curtain divider to replace broken and torn curtain in-between middle and east gym.	C
<b>1Q Comments – Complete</b>	<b>New curtain has been installed and is operational.</b>	

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Evaluate underused space at The Club. Explore options to create new or modified programs that will draw in new members, rentals and programs.	Concentrate on the areas at The Club that are not being used regularly such as The Kids Club space, old outdoor playground, and old spin studio. Collaborate with Recreation Department for possible expansion of programming in these areas.	O
<b>1Q Comments:</b>	<b>Staff has worked hard with recreation department to expand and improve our indoor swim lesson program. We will continue to discuss and explore further program options here at The Club.</b>	
Provide regular safety trainings for staff.	Provide Medic AED, CPR, First Aid Course educational training opportunities to all HEParks staff. Ensure all staff attend training within first 90 days of employment.	O
<b>1Q Comments:</b>	<b>Staff have created an annual CPR/AED training schedule for the district.</b>	

Increase participation in membership and facility use at The Club from area corporations.	Member Services team will foster local corporate relationships by scheduling on or off site visits to area corporations.	O
<b>1Q Comments:</b>	<b>Staff will begin to solicit visits to area corporations in later 2<sup>nd</sup> quarter and 3<sup>rd</sup> quarter.</b>	
Highlight online membership sales on Club Website.	Simplify the membership sales process and highlight online memberships on The Club website as well as create an internal process for those who purchase membership online.	O
<b>1Q Comments:</b>	<b>Online memberships are being offered and processed.</b>	
Develop an equipment upgrade plan.	Work with vendors and staff to develop an equipment upgrade plan to ensure the facility is offering the most innovating fitness equipment to our membership.	O
<b>1Q Comments:</b>	<b>We have begun conversations with equipment companies at IPRA State conference. We will continue to work with them to create an overall plan.</b>	

### **DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Minimize paper files – continue migrating to electronic storage and fully utilize all software.	Give directive to staff to organize files electronically by using scanning system and file organization methods. Reduce facility paper use by 10%.	O
<b>1Q Comments:</b>	<b>Staff have been doing a good job organizing their files electronically. Staff has also been completing new hire paperwork electronically on PandaDoc.</b>	

### **DISTRICT GOAL 6: CUSTOMER SERVICE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Ensure website is current and relevant at all times.	Use the marketing plan and regular meetings with C&M to update the website every month to reflect most current information, monthly promos and facility announcements.	O
<b>1Q Comments:</b>	<b>Staff has been using the C&amp;M work order system to request what is needed, with due dates as well as holding in-person meetings when needed.</b>	
Improve technology in all program areas.	Budget for additional MyZone support training to expand our programming options with what MyZone offers.	O
<b>1Q Comments:</b>	<b>Staff have added an additional MyZone display into the spin bike area of the facility.</b>	
Purchase InBody Body Composition Analyzer.	Purchase InBody Body Composition Analyzer that will become an excellent tool of measurement for our trainers and HIIT coaches as well as an excellent member retention tool.	O
<b>1Q Comments:</b>	<b>Staff is monitoring the pricing of this piece as cost has risen dramatically. We will continue to monitor over the next few months to determine if a purchase is still a valuable ROI.</b>	