



AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, FEBRUARY 21, 2023
7:15 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - January 17, 2023
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Fitness Equipment Purchase for TC / M23-014
 - B. AMITA Contract / M23-013
 - C. Recreation Board Report /M23-015
 - D. Facilities Board Report / M23-019
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
January 17, 2023

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on January 17, 2023 at 7:36 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Friedman, Comm Reps Beranek, Bettencourt and Henderson, Student Liaison Vega, Chairman Dressler

Absent: Comm Reps MacGregor and McIlrath

Also Present: Executive Director Talsma, Director of Golf & Facilities Bechtold, Director of Parks, Planning and Maintenance Hugen, Director of Administrative Services Cahill, Director of Finance Hopkins, Executive Assistant Flynn, Superintendent of IT John Agudelo, IT Specialist Kevin Hassler

Audience: Commissioners Evans, Kaplan, McGinn and Chhatwani

2. Approval of Agenda:

Comm Rep Bettencourt 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:

Comm Rep MacGregor made a motion, seconded by Comm Rep Beranek to approve the minutes of the October 18, 2022 meeting as presented. Commissioner Dressler noted that she was not present at the October 18, 2022. The minutes will be corrected. The motion carried by voice vote to approve the minutes as amended.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Recreation Board Report and 4th Quarter Goals / M23-004:

Executive Director Talsma presented an overview of the written board report for the Recreation Division.

Comm Rep Henderson made a motion, seconded by Comm Rep Bettencourt to forward the Recreation and Communications/Marketing January Board Report and 4th Quarter Goals to be included in the January Executive Director's Report.

Commissioner McGinn asked why the gymnastics numbers are so high. Executive Director Talsma stated that the popularity has grown with the younger ages.

Comm Rep Beranek asked if our population grown reflects this increase. Executive Director said no, it does not.

The motion carried by voice vote.

B. Facilities Board Report and 4th Quarter Goals / M23-005

Director Bechtold presented an overview of the written board report for Bridges of Poplar Creek, highlighting the following:

- TopTracer was closed with a major snowstorm that we expected, but then better weather after Christmas allowed us to open again. We've been busy lately and will continue to operate as long as the temperature stays a little higher with no snow accumulation.
- The Club has had great membership growth; we finished up the year with +258 members; we have already had 140 people register in January.
- On Friday, January 13 there was a medical emergency at The Club. Staff responded quickly and appropriately. Staff conducted CPR for over ten minutes. Paramedics arrived and took the person to the hospital, but unfortunately the person passed. Staff handled the situation in exactly the manner they should have.

Comm Rep Beranek made a motion, seconded by Comm Rep Henderson to forward the Rec and Facilities Board Reports and 4th Quarter Goals to be included in the January Executive Director's Report.

Commissioner Kaplan asked if staff was given emotional support. Director Bechtold said that we shared the EAP access and have followed up with them. Commissioner Friedman thanked Director Bechtold for sharing. Comm Rep Henderson asked if we have oxygen on site. Director Bechtold said no, but we do have AEDs and those were used.

Commissioner Evans asked what The Club's goal is for growth. Director Bechtold said the annual growth goal is 250.

Commissioner Evans asked if there is a contact list to reach out to when the weather is nice and TopTracer can open. Director Bechtold said there are two databases: one for TopTracer and one for Bridges overall. We also have a list from those who have used the reservation system. We have used a 25% off offer for January.

Commissioner Evans asked if staff has the option to work or not work when you open and close based on the weather (they expected to be closed most of the winter). Director Bechtold said they do.

Commissioner McGinn asked if the food and beverage service is available at TopTracer right now. Director Bechtold said the onsite beverage service is available, but not food or bar service.

The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Beranek said her and her son are starting parent/tot gymnastics and are excited to explore a new facility.

Comm Rep Henderson said Happy New Year and kudos to Director Bechtold and staff.

Comm Rep Bettencourt said he adopted a puppy and is looking forward to using the dog park. He is glad that staff could help at The Club.

Commissioner Friedman said good work at The Club. He added that Saturday mornings are a great time to be at Triphahn Center with so much going on. The front desk staff does a wonderful job. The Club looks great; very clean, runs smoothly.

Superintendent Agudelo introduced Kevin Hassler, new IT Specialist.

Commissioner Dressler had an amazing time at Winter Wonderland, which gets better every year. This is a great free event and the public loves it. She rented a room for a course, and gave out some information for a party rental. She is looking forward to conference next week. Girls Night Out for the Foundation is February 23 to raise money for scholarships, hosted by Foundation. Let Linda know if you have donations or raffle prizes. Welcome to Kevin.

8. Adjournment:

Comm Rep Henderson made a motion, seconded by Comm Rep Bettencourt to adjourn the meeting at 7:55 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM M23-014

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
Christine Tusa, General Manager of The Club
Alisa Kapusinski, Director of Recreation
Steve Dietz, Superintendent of Recreation
RE: Fitness Equipment Purchase for TC Fitness Center
DATE: February 21, 2023

Motion:

Recommend to the full board the approval to purchase fitness equipment by Matrix Fitness through the NCPA for a total of \$60,900.00. In addition, to purchase fitness equipment from Direct Fitness Solutions through NCPA for a total of \$57,952.88.

Background:

The current Triphahn Center Fitness room was constructed in 2005. Over the years it has had some minor enhancements with new equipment or pre-owned equipment from The Club. Membership totals have declined drastically over the past few years and is struggling to rebound after the pandemic. During the 2023 budget process, staff developed an enhancement budget of \$150,000 as part of our capital improvement plan. As part of this project, we will be updating our free-weight strength equipment, strength selectorized machines, and cardio equipment, installing new flooring, fresh paint and new LED light fixtures. These enhancements will provide a much needed facelift to the facility.

Staff has worked with several vendors to maximize our overall budget. Staff has also discussed this enhancement with fitness specialist and consultant, Mark Davis, (this is the same consultant the district used at The Club) on design, equipment list, and equipment layout. The proposed room layout is attached. Please note the final layout will be determined on site during the delivery and install process.

Rationale:

Based on current equipment in the facility and current pricing, staff has designated two companies to provide equipment and materials for project.

The first company is Matrix Fitness. They will provide us new cardio equipment as well as the strength selectorized equipment as a part of National Cooperative Purchasing Alliance (NCPA). NCPA utilizes state of the art procurement resources and solutions that result in cooperative purchasing contracts thereby ensuring all public agencies are receiving products and services of the highest quality at the lowest prices. Also, we will be eligible for additional discounts based on total amount spent from the contracted pricing. Through this alliance, the District has obtained the following pieces of equipment from Matrix at below list prices (Product & Equipment information sheets are attached):

Strength Selectorized Pieces

	Qty	Price	Total
Matrix Versa Leg Press Heavy Stack	1	\$3,388.00	\$3,388.00
Matrix Versa Due Ext/Curl Standard	1	\$2,688.00	\$2,688.00
Matrix Versa Dual hip Adductor / Abductor Standard	1	\$2,438.00	\$2,438.00
Matrix Versa Multi-Press Heavy Stack	1	\$2,713.00	\$2,713.00
Matrix Versa Dual Bicep /Tricep Standard	1	\$2,369.00	\$2,369.00
Matrix Versa Ab/los Standard	1	\$2,369.00	\$2,369.00
Matrix Versa Lat Row Heavy Stack	1	\$2,713.00	\$2,713.00
Matrix Versa Dual Pec/Rear Delt Heavy Stack	1	\$2,713.00	\$2,713.00
Matrix Versa Dual Chin/Dip Heavy Stack	1	\$3,538.00	\$3,538.00

Cardio Pieces

	Qty	Price	Total
Matrix Perf Premium LED Treadmill	6	\$6,231.00	\$37,386.00
Matrix Perf Premium LED Elliptical	2	\$5,038.00	\$10,076.00

Total Equipment Contracted Sales Price:	\$72,391.00
Additional Volume Discount:	(\$-11,491.00)
Total Price:	\$60,900.00

Equipment Notes: Selectorized frame color: *Iced Silver (STD) - pad color: *Blue Jay (STD), Cardio Equipment frame color: Graphite

The second company is Direct Fitness Solutions. They will provide additional free weight equipment & weights, which will match our existing rack in the facility that was purchased last year. They will also provide us with two Peloton commercial bikes, which will give us a virtual class component that we currently are not offering. We will also match another current piece with a Stairmaster Stepmill. Lastly, they will provide the flooring that will match the flooring at The Club to provide uniformity with the two facilities. Direct Fitness Solutions is also a part of National Cooperative Purchasing Alliance (NCPA). Through this alliance the district obtained the following pieces of equipment from Direct Fitness Solutions at below list prices (Product & Equipment information sheets attached):

Free Weight Pieces, Weights, Floors & Accessories

	Qty	Price	Total
Tag Fitness Functional Trainer	2	\$3,150.00	\$6,300.00
Tag Elite Linear Bearing Smith Machine	1	\$3,065.00	\$3,065.00
Tag Fitness Power Rack 1/2	1	\$1,675.00	\$1,675.00
Tag Fitness Rack Platform with insert	2	\$725.00	\$1,450.00
Dumbbell Rack	2	\$750.00	\$1,500.00
Tag 5-100 Rubber Dumbbell Set (20 Pairs)	1	\$5,075.00	\$5,075.00
Tag Fitness Black Olympic Bumper Plate 5lb	4	\$19.25	\$77.00
Tag Fitness Black Olympic Bumper Plate 10lb	4	\$30.00	\$120.00
Tag Fitness Black Olympic Bumper Plate 25lb	8	\$41.50	\$332.00
Tag Fitness Black Olympic Bumper Plate 45lb	12	\$74.25	\$891.00
Tag Fitness Rubber Olympic Plate 2.5lb	2	\$4.75	\$9.50
Tag Fitness Rubber Olympic Plate 5lb	4	\$9.25	\$37.00
Tag Fitness Rubber Olympic Plate 10lb	4	\$18.50	\$74.00
Tag Fitness Rubber Olympic Plate 25lb	4	\$46.00	\$184.00

Tag Fitness Rubber Olympic Plate 45lb	8	\$80.00	\$640.00
Tag Fitness 7ft Olympic Bar	2	\$265.00	\$530.00
Tag Fitness Power Multi Angle Bench	5	\$440.00	\$2,200.00
Tag Fitness Vertical Knee Raise Chin Dip	1	\$795.00	\$795.00
Title Heavy Punching Bag	2	\$255.00	\$510.00
Boxing Glovers	6	\$32.00	\$192.00
Power System Mats	10	\$35.00	\$350.00

Cardio Pieces

	Qty	Price	Total
Stairmaster Stepmill 8G - Preowned	1	\$3,500.00	\$3,500.00
Peloton Commercial Bike	2	\$2,795.00	\$5,590.00
Peloton Commercial Subscription Year 1	2	\$468.00	\$936.00

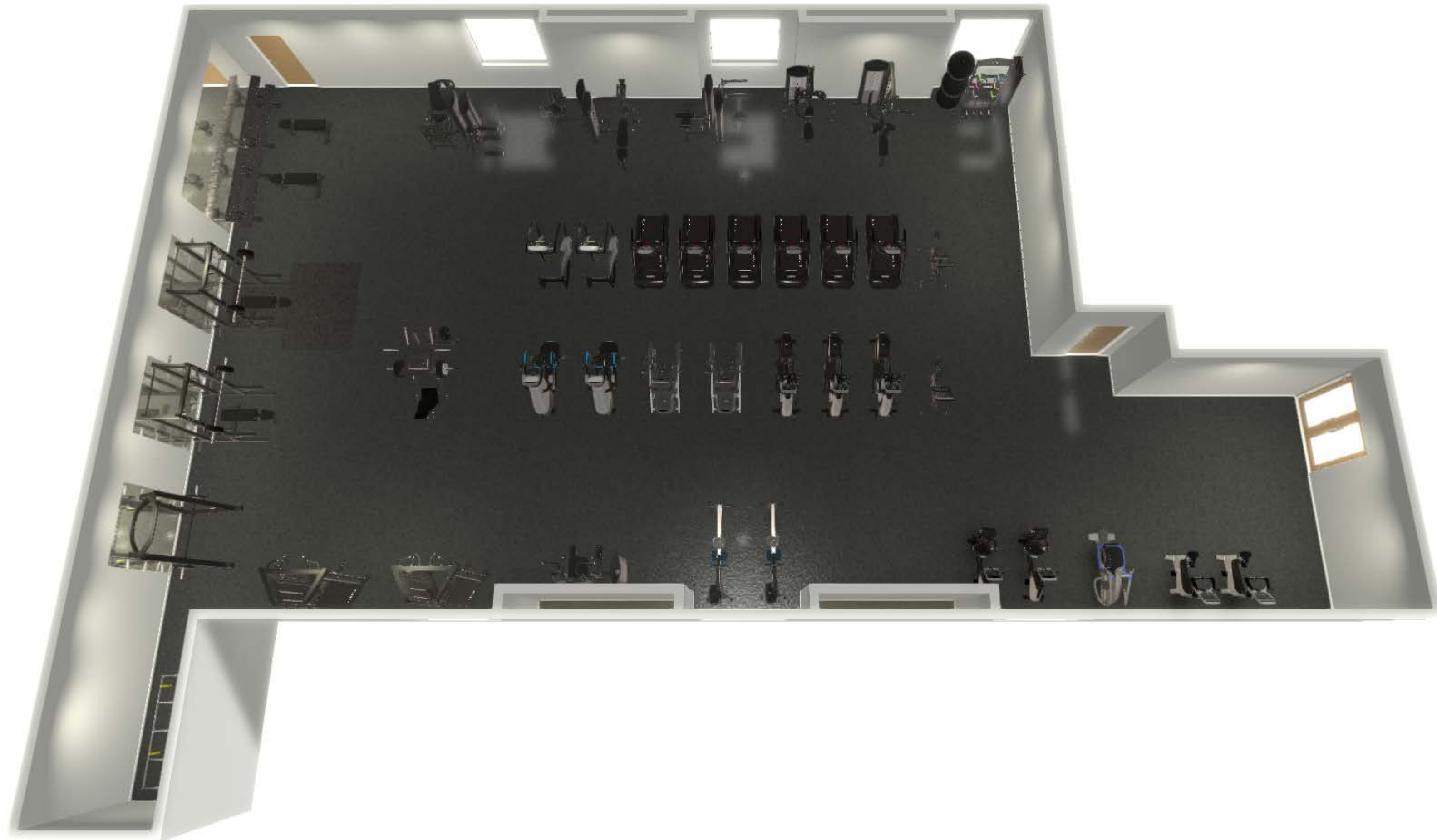
Flooring

	Qty	Price	Total
8mm Ecore Flooring – Color Buff Blue	1	\$15,970.38	\$15,970.38

Total Equipment Contracted Sales Price:	\$52,002.88
Freight:	\$3,150.00
Product Install:	\$2,800.00
Total Price:	\$57,952.88

With the addition of the new equipment, we will be moving a couple of pieces to The Club and also a couple of pieces to Willow Rec Center Fitness Center. The district will trade in the remaining equivalent pieces with the estimated trade value between \$3,000 and \$5,000. The final trade in equipment list will be on the next declared surplus list to the A&F Committee.

In addition to the above equipment and flooring improvements. The Parks Department staff will be purchasing and installing all new LED lighting and new 65-inch televisions and painting the entire room to give it a bright new fresh look.









MEMORANDUM NO. M23-013

To: Recreation & Facilities Committee
From: Craig Talsma Executive Director
Alisa Kapusinski, Director of Recreation
Jeff Ney, Sales Manager
Date: February 21, 2023
Re: St. Alexius Medical Center Sponsorship

Motion:

Recommend to the full Board the approval of the St. Alexius Medical Center sponsorship contract for the period August 1, 2022 - July 31, 2023 in the amount of \$70,000.

Background

Since July 2005, the Hoffman Estates Park District has had a long standing partnership with St. Alexius Medical Center, now Ascension.

In 2009, the District entered into a three-year partnership contract in which Alexian paid the District \$50,000 per year. This contract was renewed an additional two times and the latest tri-annual contract expired July 31, 2017. In 2017, AMITA Health took over Alexian and informed us they could not continue a three year contract. An annual contract was created for \$67,240 that both parties agreed to in September 2017 with another year's contract signed in August 2018 and August 2019 valued at \$69,740 each year. Our AMITA representative's position was eliminated in 2020 due to the pandemic. We have worked the past three years with a representative in the Elgin/Aurora region that committed to helping us finalize the 2020/2021 contract, 2021/2022 contract and now the 2022/2023 contract.

Rationale

The attached contract represents the annual renewal partnership with St. Alexius Medical Center backdated to August 1, 2022 and continuing through July 31, 2022 for the amount of \$70,000.

Please refer to Exhibit A in the attached contract with specifics of how the St. Alexius Medical Center partnership/sponsorship will be presented this year.

SPONSORSHIP AGREEMENT

THIS SPONSORSHIP AGREEMENT (the "Agreement") dated as of October 6, 2022, is made and entered into by and between St. Alexius Medical Center ("Entity") and Hoffman Estates Park District (referred to as "**HE Park District**") an Illinois park district. Entity and HE Park District are sometimes collectively referred to as the "**Parties**" or individually as "**Party**."

WHEREAS

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

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

ARTICLE I **SPONSORSHIP OPPORTUNITIES**

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

ARTICLE II **QUALIFICATIONS AND STANDARDS**

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

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

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

ARTICLE III **SPONSORSHIP CONSIDERATION**

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

ARTICLE IV **TERM AND TERMINATION**

4.1 Term. This Agreement shall remain in effect through the sponsorship program period (8/1/22 - 7/31/23) as further described in Exhibit A, unless terminated in accordance with this **Article IV**.

4.2 For Cause Termination. This Agreement shall terminate immediately if either Entity or HE Park District engages in what the other Party deems dishonest or unethical behavior that results in the damage or discredit of Entity or HE Park District, or otherwise due to a material breach of this Agreement if said breach is not cured within thirty (30) days after receipt of written notice from the non-breaching Party. **In the event Entity terminates this Agreement in accordance with this Section 4.2, the Parties agree that Entity shall not be responsible to HE Park District for any sponsorship payments or installments after the date of termination.**

ARTICLE V

MISCELLANEOUS

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

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

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

5.4 Confidentiality. Except as otherwise provided for herein, each Party agrees to keep confidential and not to use or disclose, except as expressly consented to in writing by the other Party or required by law, any secret or confidential technology, proprietary information or trade secret of the other Party (the "Non-disclosing Party"), data and discussions related to this Agreement, or any matter or thing ascertained by a Party through the Parties' affiliation, the use or disclosure of which may reasonably be construed to be contrary to the best interest of the Non-disclosing Party. This requirement of confidentiality shall not apply to any information that: (i) is or becomes generally available to and known by the public; (ii) is or becomes available to a Party on a non-confidential basis from a source other than by the Non-disclosing Party or its affiliates, advisors or representatives, provided that, at the time of disclosure to the Party, the Party is not aware that such source was bound by a confidentiality agreement with, or other obligation of secrecy to, the Non-disclosing Party; or (iii) has already been or is hereafter independently acquired or developed by the Party without violating any confidentiality agreement or other obligation of secrecy to the Non-disclosing Party. The Parties acknowledge and agree that any breach of the terms of this Section 5.4 will result in irreparable harm to the Non-disclosing Party, that the Non-disclosing Party cannot be reasonably or adequately compensated for such breach and that Non-disclosing Party shall therefore be entitled, in addition to any other remedies that may be available to it, to seek any and all equitable remedies including, without limitation, injunctive relief to prevent such breach and to secure the enforcement thereof.

Notwithstanding the above, the Parties shall not be prohibited from releasing any confidential or proprietary information to their legal counsel or financial advisors, provided that the Parties require such advisors to be bound by the terms and conditions of this **Section 5.4** and any applicable state or federal law. In the event a Party is requested or legally compelled to make any disclosure which is prohibited or otherwise constrained by this **Section 5.4**, the Parties agree that they will use their best efforts to provide the Non-disclosing Party with prompt notice of such request and cooperate with Non-disclosing Party in its efforts to decline, resist or narrow such requests. In the event that a Party is compelled to disclose confidential information, said Party: (i) may furnish only that portion of such information that is legally required to be disclosed; (ii) to the extent possible, shall give the Non-disclosing Party written notice of the information to be disclosed as far in advance if practicable; and (iii) to the extent possible, shall use its best efforts to obtain (or to cooperate with Non-disclosing Party in its effort to obtain) an order or other reliable assurance that confidential treatment will be accorded any confidential information so disclosed. Notwithstanding the forgoing, Entity hereby understands and agrees that HE Park District is subject to the Illinois Freedom of Information Act, 5 ILCS 140/1 *et seq.* ("FOIA"), and must, in compliance with FOIA, make available any all public records upon request unless otherwise exempt from disclosure under FOIA. Furthermore, Entity agrees, upon request of the HE Park District's designated FOIA Officer, within two (2) business days of Entity's receipt of said request, or within such extended time period as indicated by HE Park District, turn over to the FOIA Officer any record in the possession of the Entity that is deemed a public record under FOIA.

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

Except as otherwise addressed by Entity's insurer, to the extent permitted by law, Entity, or its managed entities, shall defend, indemnify and hold harmless HE Park District and its affiliates, officers, directors, employees, agents, and volunteers, from and against any and all Losses that arise from or relate to any and all Claims arising from or relating to (i) a material breach of this Agreement by Entity or (ii) the negligence or willful misconduct of Entity or any employee, contractor or agent of Entity, including without limitation, amounts paid in settlement of claims, including without limitation, amounts paid in settlement of claims. Entity further agrees to bear all reasonable costs and expenses, including, without limitation, reasonable attorney's fees, incurred in connection with the defense or settlement of any such claim as such costs and expenses are incurred in advance of judgment. Entity warrants that its managed entities shall maintain a policy or program of insurance or self-insurance at levels sufficient to support indemnification obligations assumed in this **Section 5.5**, general liability insurance and worker's compensation as required by state law. All insurance required hereunder must provide for defense cost coverage that is in addition to, and does not reduce, the policy limits of liability. Entity agrees to provide, upon request, to HE Park District a certificate of insurance evidencing such insurance coverage.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

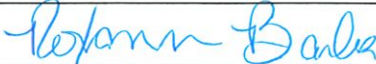
HE Park District:	ENTITY:
Hoffman Estates Park District	St. Alexius Medical Center
Signed:	Signed: 
Print Name:	Print Name: Roxann Barber
Title:	Title: CEO
Date:	Date: 01/19/2023

EXHIBIT A
2022-2023- SERVICES & SCHEDULE

Total annual sponsorship for 2022-2023 is \$70,000.00 which will be paid in 12 monthly installments of \$5,833.33. Each installment to be processed within 30 days of St. Alexius Medical Center's receipt of an invoice from the Hoffman Estates Park District.

Hoffman Estates Park District Partner Inclusions:

1. Logo on banners, website, marketing materials, newsletters and facility lobbies
2. Participation in events of your choice including logo on marketing materials and table space for those events (annual event calendar to be provided to St. Alexius Medical Center's contact(s) and updated as needed).
3. Entity specific ad, promoting St. Alexius Medical Center's sponsorship, to run daily on at least two side facings on the Hoffman Estates Park District digital marquee signs
4. Ambient messaging in and around the park district facilities and parks
5. Advertisement and link on the landing page of the online program guide throughout the year
6. Ability to display collateral at all Hoffman Estates Park District Facilities
7. Logo presence in weekly e-blast ads
8. Hoffman Estates Park District meeting space or park rentals to be used for specific events at no charge as mutually agreed

GO Hoffman Sponsor (formerly Hoffman Walks):

1. Shirts to participants will be distributed by Hoffman Estates Park District with St. Alexius Medical Center's logo on it
2. Representative from St. Alexius Medical Center's at three walks per year

Fishing Derby Sponsor:

1. Shirts to participants will be distributed by Hoffman Estates Park District with St. Alexius Medical Center's logo on it
2. Logo on advance promotion for the event

Bridges 5K Presenting Sponsor:

1. Logo on all participant t-shirts and all marketing materials (print & digital)
2. First Aid Tent day of race to promote St. Alexius Medical Center
3. St. Alexius Medical Center presence at event

Community & Parent Education Opportunities:

1. Senior Club (formerly 50+ Club) health screenings & presentations/educational lunches
2. Athletic league parent health education trainings
3. Skin Cancer awareness campaigns for employees & patrons
4. Community Fitness Day – Free admission to Hoffman Estates Park District fitness facilities, compliments of St. Alexius Medical Center's on Sat. Oct. 2, 2021; Sat. Jan. 8, 2022 and Sat. May 7, 2022.
5. Quarterly health screenings in Triphahn Center lobby (BP, BMI, Flu shots, etc.)

Charitable Foundation:

Co-sponsorship of a minimum of one (1) Friends of HE Parks Foundation event each year including opportunity to nominate one (1) representative to a seat on the board of the foundation (pending board approval)

EXHIBIT A
2022-2023- SERVICES & SCHEDULE
(continued)

Tangible Benefits from St. Alexius Medical Center to the Hoffman Estates Park District

1. St. Alexius Medical Center may provide give-a-ways for Hoffman Estates Park District & Foundation events
2. St. Alexius Medical Center may provide photographer for various events as mutually agreed at no cost to Hoffman Estates Park District
3. Listing of Hoffman Estates Park District activities in St. Alexius Medical Center publications, as determined and approved by St. Alexius Medical Center
4. Hoffman Estates Park District logo presence on monitors within the St. Alexius Medical Center's network, as determined and approved by St. Alexius Medical Center

MEMORANDUM NO. M23-015

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: February 21, 2023

Motion:

Recommend to the full board to include the Recreation and Communications/Marketing February Board Report in the February Executive Director's Report.

Recreation Division



DEI Updates:

- The Village's Cultural Awareness Commission held the annual MLK Breakfast event on January 16. Alisa is part of this commission.
- New Sensory Safe Spaces will be implemented at each special event, starting with the February 11 Mom-Son Dance and February 20 public skate. Mom-Son Dance will have a quiet space for children who need less stimulation from the larger groups and sounds. Public Skate will be open one hour before for a modified skate with no music and less crowds.
- Other updates in RecTrac registration software: Resident/Non-Resident terminology has been changed to In District / Out of District. Gender has Male/Female/Not Specified.
- Programs for All scholarship participation:
 - o 8 children received free programs for Fall season.
 - o 18 children received free programs for Winter season.

IPRA Conference:

- Most of the rec department attended the 2023 IAPD/IPRA conference. Here is a brief summary of some of the takeaways:
 - o New ideas for the revamped scholarship program
 - o Creating athletic parent committees for events
 - o Teambuilding incentives for summer staff
 - o Communicating with our community – 92% of texts are read in first 10 minutes vs emails with a 40% read rate.
 - o Swim Lesson curriculum ideas
 - o First Aid / AED supply vendor
 - o Working with Gen Z – being flexible with them
 - o New staff recruitment ideas
 - o Pickleball program growth



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

Membership	<u>1/31/2022</u>	<u>01/01/2023</u>	<u>1/31/2023</u>	<u>2023 YTD Var. +/-</u>
Total	498	469	518	+49

Membership numbers do not include the free health insurance members.

Pass	% visited in Dec 2022	% Visited in Jan. 2023
TCIA Fitness Adult	55%	62%
TCIA Fitness Junior/Student	57%	74%
TCIA Fitness Senior	63%	66%
Average Paid Members	58%	64%
TCIA Gym Pass*	38%	32%
TCIA Renew Active*	37%	36%
TCIA Tivity Prime*	21%	NA
TCIA Silver Sneakers*	26%	16%
Average Insurance Members	31%	26%

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

Membership	<u>1/31/2022</u>	<u>01/01/2023</u>	<u>1/31/2023</u>	<u>2023 YTD Var. +/-</u>
Fitness	110	127	140	+13
Racquetball	36	39	43	+4
Total	146	166	183	+17

Membership numbers do not include the free health insurance members.

Pass	% visited in Dec 2022	% Visited in Jan 2023
WRC Fitness Adult	52%	58%
WRC Fitness Junior/Student	67%	70%
WRC Fitness Senior	26%	41%
Average Paid Members	48%	56%
WRC Gym Pass *		
WRC Silver Sneakers *	15%	20%
WRC Tivity Prime *	5%	0%
WRC Renew Active *	20%	22%
Average Insurance Members	13%	14%

Winter Group Fitness

Class	Winter 2022	Winter 2023 To Date
Fitness Boot Camp	40	9
Women of Steel	18	7



Dog Off-Leash Areas

<u>Membership</u>	<u>1/31/2022</u>	<u>01/01/2023</u>	<u>1/31/2023</u>	<u>2023 YTD Var. +/-</u>
Total	698	590	586	-4



General Programs

General Programs:

Program	Winter 2022	Winter 2023 To date
Baton & Poms	41	43
Singing & Acting (w/ Palatine PD)	13	7
A&A Music (piano & guitar)	6	4
Shotokan Karate	102	130
Tae Kwon Do	43	49
Gymnastics	398	380
Racquetball lessons	12	20
Racquetball leagues	12	29
Aneta Art	5	12
Safesitter babysitting class	-	5

Dance:

- It is dance competition season for our Stars Dance Company. The team competed in one competition the weekend of February 3 and has another the weekend of February 24.

	Winter/Spring 2022	Winter/Spring 23
Ballet/Tap	65	89
Ballet/Jazz	54	58
Jazz/Hip Hop	22	35
Tap	11	11
Specialty	8	9
Stars Dance Company	16	25
Total	176	227

Special Events:

- Staff is in the process of securing all the summer Children's Concert Series entertainers as well as Kids to Park Day entertainment.
- Daddy-Daughter Dance was held on January 21 at Willow Rec Center. There were 193 participants. The program was led this year by our dance department. Mommy-Son Dance will be held February 11. There are 157 enrolled for this event. These events haven't run since 2020 so it was nice to resume these special events.
- Try Baton for Free was held on January 7 with 15 participants.



Senior Center January events:

	<u>Date:</u>	<u>Attended:</u>
Seniors Out Socializing (Early Bird)	1/4	10
Learn about Vacation Trips	1/10	5
Lunch and Learn Oakstreet Health	1/11	12
Movie Night Out	1/12	cancelled
Healing Paws Dog Visit	1/18	cancelled
Elvis Game Night	1/19	cancelled
Seniors out Socializing	1/20	14
Lunch and Learn Brookdale	1/25	22
Pub Trivia	1/26	28
Birthday Lunch	1/27	20

<u>February 50+ Events</u>	<u>Date</u>	<u>Enrolled</u>
Lunch and Learn Joints & Weight	2/1	32
Metropolis Dinner and Theater	2/2	5

Upcoming February events:

Seniors Out Socializing (Early Bird)	2/8
Fox Valley Bingo Hall Trip	2/9
Valentine's Day Dinner and Dance	2/14
Lunch and Learn Tax Exemptions	2/15
Seniors out Socializing	2/17
Pub Trivia	2/23
Birthday Lunch	2/24

Senior Fitness Classes

	Winter 2022	Winter 2023 To Date
50+ Basic Exercise	43	29
Tai Chi (Daytime)	5	13
Tai Chi (Evening)	cancelled	cancelled
Feel Better Workshop	Not offered	0
Line Dancing	Not offered	14
Gentle Yoga	0	6
Balance Class	Not offered	14



Early Childhood

DCFS visited both preschool sites this past month.

Little Stars Childcare – Full Day

Two open houses were held on January 24 and February 4. There are 41 children enrolled in the LSC program compared to 37 at this time last year. The breakdown of current enrollment is:

5 days: 24
 4 days: 2
 3 days: 13
 2 days: 2

Part-Day Preschool 22/23

	21/22 WRC	22/23 WRC	21/22 TC	22/23 TC
Threeschool	5	C	13	12
2's Playschool	11	C	23	20
3 & 4 yr old Preschool	32	42	77	89
TOTAL	48	42	113	121

Preschool Open houses were held on Tuesday, January 24 and Wednesday, January 25. Around 20 families came to TC and 10 families came to WRC. Natalie also attended the Preschool Library Fairs to promote our preschools at both Palatine Library and Schaumburg Library.

Registration for the 23/24 preschool program opened January 30 for all current families. Registration opened on February 6 for the community. To date, here is enrollment for next year:

	22/23 WRC	23/24 WRC to date	22/23 TC	23/24 TC to date
Threeschool	C	0	12	0
2's Playschool	C	5	20	0
3 & 4 yr old Preschool + new PM extended school	42	27 +7	89	47
TOTAL	42	39	121	47

Enrichment Classes:

There are 79 children enrolled in early childhood enrichment classes for Winter 2023 compared to 87 last year. There are 13 children in Kid Rock music class compared to 12 last year.



School Age - STAR and Day Camps

Enrollment for the 23/24 school year will start in March.

STAR Enrollment 22/23

	3 days before	3 days after	5 days before	5 days after	Total enrolled 22/23	<i>Total enrolled last year 21/22</i>
Armstrong	7	16	20	24	67	<i>47</i>
Fairview	3	13	12	26	54	<i>67</i>
Lakeview	1	6	13	32	52	<i>53</i>
MacArthur	1	15	29	33	78	<i>54</i>
Muir	3	5	15	21	44	<i>43</i>
Lincoln Prairie	7	11	22	16	56	<i>41</i>
Total for D54	22	66	111	152	351	305
Whiteley	2	10	28	33	73	85
Thomas Jefferson	3	14	16	40	73	54
Total for D15	5	24	44	73	146	139

Kinder STAR 22/23 Enrollment:

K-star currently has 25 enrolled.

	AM	PM
Whiteley	4	7
Thomas Jefferson	7	7
TOTAL	11	14

School Days Off

	TC	WRC
Winter Break 1/2-1/5	13	2
1/2 Parkour	11	10
1/3- Enchanted Castle	17	15
1/4-AMC Theater	20	18
1/5- Poplar Creek Bowling	26	21
1/6- Lego land	17	16
1/16- Field Museum	14	8
1/11 - Half Day (WRC)	-	27

Parent Feedback:

From a STAR Fairview Parent:

Kayla is such an absolute GEM and I feel so lucky to have both my kiddos being taken care of by her and her team. The things she has put in place for them this year is truly the best and the kids are so happy! Kayla goes above and beyond and you can tell she genuinely cares ♥ Keep her! There are not enough amazing people like her. I have even discussed this with other parents and during our PTA meetings and everyone feels the same way.



Youth Athletics

Youth Basketball

Youth Basketball Winter Leagues- The month of January was an exciting month for our youth basketball leagues. Opening day was on January 7 with all teams participating. We have teams playing in multiple gyms (Palatine and South Barrington Gyms are used as well) along with Triphahn and Willow. Teams practice once per week and play games on Saturdays.

	1/2 nd co-ed	3/4 th Boys	5/6 Boys	7/8 Boys	¾ Girls	5/6 Girls	7/8 Girls	Total
2021-22	86	70	60	38	20	14	0	286
2022-23	121	60	64	38	20	11	0	314 (+28)

All-Star games- New this year, our youth basketball league (3rd-8th grade) will be playing their all-star games at NOW Arena, hours before a Windy City Bulls Game! Teams will have peer voting the week of February 6 and 13. Players selected by their teammates to represent their team will play a game on Sunday, February 26 at NOW Arena. This will also be the same night every player in our league gets a free voucher to attend the Windy City Bulls game.

NEW- Little Hoopers- Our Little Hoopers league (ages 4/5) had its first night of basketball on January 13. Pods of 10-20 players are led by volunteer coaches for one hour on Friday nights. Teams will practice the first two Fridays and be introduced to 3 on 3 games by the third Friday. The goal is to for the players to be comfortable going up and down 5 on 5 by the last week.

Youth Baseball

Youth Baseball League- Registration opened on January 15. Registration is set to close on March 3. Coaches meetings are set to begin in March. Indoor practice time will also begin in March on the performance shelf.

	Shetland	Pinto	Mustang	Bronco	Pony	Total
2022	21	30	14	2	2	69
2023	34	32	12	8	6	92

New High School Whiffle Ball Leagues- New this year we will be offering high school whiffle ball league in June-July. Whiffle ball is a fun, quicker paced, more action packed option for players vs Colt baseball. Players can sign up as a team or as a free agent. You only need four players to create a team! Whiffle ball is starting to trend up and we want to be on the fore front of this new trend!

Soccer

Soccer Lessons

Winter classes began mid-January. To date there are 104 children enrolled compared to 86 last year.

Indoor Soccer League

To date, there are 99 children enrolled compared to 71 last year. The league began mid-January. Games are played on Sundays at Triphahn Center.

Ice Fishing

Ice fishing classes were cancelled this month due to the warmer temperatures. There are 12 participants enrolled in the Fishing Derby scheduled for February 12, though this event is also weather dependent.

Field Rentals

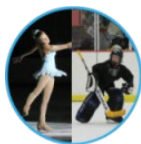
The cricket field is rented for all weekends May through September for this summer.

Adult Pickleball League

Winter league began mid-January. The program is sold out with 24 first-timers, 18 social teams and six advanced teams. The first league started last January 2022 with 18 teams.

E-Sports

- We held 3 Fortnite Tournaments in January. We had a total of 18 participants.
- We had 1 birthday party at the eSports Zone.



Ice Operations

Hockey:

Fall/Winter League: There are currently 202 players enrolled in the league compared to 185 last year. This league runs through March.

	Fall 2021	Fall 2022
Mites	36	44
Squirts	48	51
Pee Wees	23	28
Bantams	32	31
Midgets	30	31
Wolverines U14	16	17
TOTAL	185	202

Wolf Pack Prime started the first week of November. This is for players who want “more” – they receive extra practice and two tournaments.

	2021	2022
Squirts	18	16
Pee Wees	17	14
Bantams	15	15
Total	50	45

Stick & Puck drop-in hockey has been added to the schedule whenever ice available for extra drop-in revenue.

Hockey lessons: Winter lessons began early January.

	Winter 2022	Winter 2023
Tot Hockey	43	52
Level 1	34	39
Level 2	44	31
Total	121	122

Figure Skating:

The winter session of Figure Skating started mid-January.
There are 428 skaters enrolled in winter compared to 365 last year.

There are 17 skaters enrolled in the monthly freestyle ice membership. There also is an average 12 skaters that pay drop-in for freestyle ice instead of the unlimited ice use membership.

Public Skate for January:

- January 4: 140 pre-registered plus 188 walk-ins
- January 6: 121 pre-registered plus 166 walk-ins
- January 22: 153 pre-registered plus 113 walk-ins



Aquatics

Indoor Swim Lessons: Winter lessons began the second week of January.

	Winter 2022:	Winter 2023 To Date:
Group	106	174
Parent / Tot	25	18
Tot	6	12
Adult	n/a	8
Total	137	212

Seascape Pass sales went on sale January 3. Last year we launched sales on Black Friday weekend in November. To date we have sold 19 passes compared to 102 sold last year at this time.



Communications and Marketing

Seascape's marketing timeline shifted from a November start to January 3. The department refreshed the marketing for 2023. Streamwood Park District received a customized package for their district, including an ad for their printed program guide.

Fitness took the spotlight with Club, Triphahn Center and Willow Recreation Center in the spotlight.

- The Club had its highest-ever membership number, even beating the previous 2020 January Number.
- Community Fitness Day on Saturday, January 7 was well attended at the Club and The Triphahn Center
- Developed the fitness retention and activity plan for the year for TC and WRC

- Discussions began on the rebranding and sales of TC and WRC fitness to support the new fitness vision, including colors, marketing strategy and launch timeline
- Organized and outlined the monthly promo needs for March and April for The Club, including member retention. Began the process for highest visit tracking
- Published new Club social media strategy

HEParks participated in the IAPD/IPRA Agency Showcase during the IAPD/IPRA Conference. Fifty park districts competed in the competition this year with over 237 entries.

HEParks competed in four divisions: (all projects required to be completed in year 2022)

- Marketing Plan: Submitted for the Inaugural Season for the Beer Garden (22 entries)
- Large Format Marketing: Submitted for Digital Signage – Job Fair *HEParks came in fourth place after a third-place tiebreak (22 entries)
- Print Communication Informational : Submitted for TopTracer printed piece (24 entries)
- Print Communication Promotional: Submitted for The Club Open House Postcard (25 entries)

Preschool and Little Stars Childcare registration season began in January

- Promoting mid-year openings
- Open Houses
- Developing materials for the Willow Recreation Center Extended Preschool Option

Fish Fry at Bridges of Poplar Creek Country Club

- The fish fry marketing package was updated this year to include the new live music special events.
- Three different areas of the fish fry were supported, including general awareness, order and pick up and special events.

Bridges interactive driving range powered by TopTracer Range Technology

- Due to warmer weather, the interactive driving range remained open after the initial closing date. New marketing materials were created to support the facility remaining open.

Spring Baseball and Soccer Registration

Website Project

Website Traffic

Top 5 visited sites for January 2023: Home, Program Guide, Public Skate, Triphahn Center, and Figure Skating

(Compared to top 5 for January 2022: Home, Program Guide, Public Skate, Figure Skating, Ice Arena)

Note about our HEParks Program Guide page: The program guide page underwent a dramatic change beginning in 2019. Before, this page was a repository for links to a downloadable PDF. In 2020 the district transitioned to a “flip book” style interactive guide allowing for click-throughs from the interactive guide directly to WebTrac. COVID changed the landscape of that page to incorporate buttons highlighting available programs along with simple PDFs for classes. In August 2021, the district launched the in-site programs listing, morphing the program guide landing page to a “hub” style directing patrons to specific pages. Since then, the district has provided a one-stop landing page for customers. This page is the landing page most frequently used when driving Traffic via social media marketing efforts associated with registration and exploration.

The placement of recreation programs within the top 20 pages of HEParks.org during January 2023.

Page Rank	Page Name	Average time on Page	Page views	Percentage of visitors who clicked an additional HEParks link
5	Figure Skating	3:04	888	65.39%
8	Soccer	2:55	851	55.11%
9	Preschool – Half-Day	2:35	830	43.61%
11	Hockey	2:19	608	58.06%
14	Basketball	2:19	691	57.02%
15	Little Stars Childcare	3:03	664	52.71%
18	Baseball	4:00	637	69.70%
19	Dance	3:31	524	63.93%
20	Pickleball	4:08	599	74.29%

Note: The average time spent on a page at HEParks.org during January 2023 is 1:50. Visitors to these pages use the recreation program pages as information hubs for programs. The average amount of time spent on the home page is 1:37. The final column on the chart shows the percentage of patrons who clicked something on a page during their visit and stayed within the HEParks.org domain.

Email campaigns:

Twelve e-blasts were sent out this month.

- All District – 1/3, 43% Open Rate, 316 Clicks
- Senior Newsletter – 1/4, 43% Open Rate, 111 Clicks
- Dog Park Newsletter – 1/9, 44% Open Rate, 19 Clicks
- All District – 1/10, 42% Open Rate, 246 Clicks
- All District – 1/12, Programs Begin Next week, 38% Open Rate, 253 Clicks
- All District – 1/17, 36% Open Rate, 161 Clicks
- All District – 1/19, Preschool and Little Stars Open Houses, 38% Open Rate, 122 Clicks
- Senior Newsletter – 1/23, 42% Open Rate, 122 Clicks

- Dog Park Newsletter – 47% Open Rate, 5 Clicks
- All District - 1/24, 42% Open Rate, 278 Clicks
- All District 1/26, Baseball/Soccer, 188 Clicks
- All District, 1/31, 37% Open Rate, 168 Clicks

of Followers:

HEParks Facebook followers increased by 1,961 in one year. Overall, there are 14,344 social media followers on all platforms – up from 11,943 in January 2022 (an increase of 2,401 followers!)

Account	Social Media Platform	January 2022	January 2023
Bridges of Poplar Creek	Facebook	1118	1252
	Instagram	142	167
	Twitter	160	160
The Club	Facebook	1687	1808
	Instagram	361	452
	Twitter	40	46
HEParks	Facebook	5300	6874
	Instagram	1002	1148
	Twitter	1092	1118
Ice Academy	Facebook	111	121
Wolf Pack	Facebook	408	520
Senior Center	Instagram	388	534
	Facebook	134	144

Social Media:

- Spring Youth Soccer – organic reach 2,880, 142 clicks
- Girls Night Out – Organic Reach 2,623, 136 Clicks – All of the GNO posts have very high engagement. The highest GNO post had 218 – the highest of any post in January.
- Daddy Daughter – Organic Reach 2,612, 190 clicks
- Mommy Son – Organic Reach 2,291, 76 clicks
- TopTracer open – Organic Reach of 2,285, 41 clicks

76 Social Media posts made to HEParks Facebook and Instagram Accounts

Press Releases:

- Bird and Butterfly Sanctuary Award
- Girls Night Out
- Part-Day Preschool Open House
- January Events

MEMORANDUM NO. M23-019

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: Facilities Board Report
DATE: February 21, 2023
Bridges of Poplar Creek & The Club Board Report

Motion:

Recommend the February Facilities Report to be included in the February Executive Director's Report for Board approval.

Bridges General Programs:

- Preferred Tee Time contracts have once again been sent out using our electronic form software PandaDoc. The deadline for the renewal is February 25. Currently, 12 of the 23 contracts have been renewed for this season.
- League Contracts are being drafted and will be going out mid-February. We have been in communication with all leagues and we believe all leagues will be returning for the 2023 season.
- Golf merchandise has been ordered for the 2023 season. The shop will have apparel from Antigua and Adidas this season. The hard goods lines will consist of Callaway, Taylor Made, and Tour Edge.
- Staff has created our Event Schedule for 2023. Bridges has the following events planned:
 - Friday Night Fish Fry: 2/24 – 4/7 (Every Friday)
 - TopTracer 2 Person Best Ball: March 11
 - March Madness Golf Event: March 18
 - Breakfast with the Bunny: April 1
 - Par 3 Challenge: April 5
 - Spring Senior Scramble #1: April 26
 - Spring Senior Scramble #2: May 17
 - SRT Foundation Golf Outing: June 7
 - Fall Senior Scramble: October 4
 - ProAm Scramble: October 8
 - Turkey Shoot: November 4
 - TopTracer 4 Person Scramble: November 18
 - Breakfast with Santa & Winter Fest: December 9
 - Additional Live Music Nights in the Beer Garden, monthly from May to October, to be announced soon!
- Staff has shifted gears once again and opened back up TopTracer on Feb. 6 with weather in the upper 30's and low 40's We will continue to monitor the weather and snow and stay open as much as we can and retrieve range balls on a regular basis.

Golf Rounds

MONTHLY ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
0	0	0	0	0	0
YTD ROUND TOTALS					
2019	2020	2021	2022	2023	5 Year Average
0	0	0	0	0	0

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
15	0	0	0	84	20
YTD RANGE BASKET SALES TOTALS					
2019	2020	2021	2022	2023	5 Year Average
15	0	0	0	84	20

TopTracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
0	126
YTD TOPTRACER RESERVATION HOUR TOTALS	
2022	2023
0	126

Food & Beverage

- Staff is currently preparing for Fish Fry which begins February 24. The bar enhancement project is almost complete. We are excited for guest to view the upgrades for fish fry. Check out the Bridges website for more information and our menu!

February Events

1 memorial luncheon servicing 30 guests

1 baby shower servicing 25 guests

March Events

- 1 breakfast meeting servicing 25 guests
- 1 baby shower servicing 25 guests
- 1 ceremony only servicing 100 guests

2023 weddings

- 8 ceremony and receptions
- 1 reception only
- 1 ceremony only



January 2023

Membership Totals	<u>1/31/2022</u>	<u>1/01/2023</u>	<u>1/31/2023</u>	<u>Var. +/-</u>
Totals	2,119	2,418	2,564	+146

Member Services/Sales

- The Club team enrolled 229 new members in January! This influx of new members has brought an activity level and use of the facility that we have not seen in several years.
- We offered a reduced enrollment fee of \$19.00 in January with no additional offers for enrollment.
- Visit numbers made a major jump in January with a total of 19,508 check-ins for the month. This is 3,900 more visits than December. This sharp increase is definitely obvious and reflected in what staff are observing in The Club.
- We had 2,183 unique visits in January, meaning approximately 85% of members visited/used the facility at least once a month. This high usage number again matches what we continue to see with increased activity in the facility (the industry average is about 65%).
- The Club had 103 United Health care Renew Active pass holders use the facility in January (at least one time).

Operations and Fitness Departments:

- The Club rentals were extremely active in January.
 - (2) Overnight lock-ins
 - (6) Birthday parties
 - (7) Windy City Bulls practices
 - (40) volleyball rentals
 - (9) basketball rentals
 - (13) soccer rentals
 - (23) Pickleball court rentals
 - (1) basketball tournament

- Three basketball hoop motors were replaced to get these hoops functioning. We will likely continue to need various parts replacement of the hoops in the future because of the age of the hoops (20 plus years).
- The Club held a community fitness day on January 7 and gave a little bonus with enrollment (Adidas Backpack)
- Because we expected January to be extremely busy, we kept things simple and did a fun 2023 “Vision Board” and invited members to share their 2023 goals and inspirational words on the membership window. The members had lots of fun with this!