

MUNDELEIN PARK & RECREATION DISTRICT
REGULAR BOARD MEETING
Monday, August 28, 2017
7:30 p.m.

AGENDA

Call To Order:

Pledge of Allegiance:

Roll Call: Dolan, Frasier, Knudson, McGrath, Ortega

Approval of Minutes: Committee Meeting August 14, 2017
Regular Meeting August 14, 2017

Approval of Disbursements: Warrants 081617, 802217
082517, 082817 = \$ 677,710.93

Financial: July

Police Report: July

Correspondence: Thank You Letter from Old Number One

Old Business:

New Business:

Board Business:

Staff Reports:

Service Anniversaries: Nan Coutre 1987 (30); Tony Elasser 2015 (2); Denise LaBeef 2000 (17);
April Lohr 2001 (16); Jill Miller 1995 (22); TCESSY Perinchery 1998 (19);
Karen Peterson 2009 (8); Alyssa Reitz 2016 (1); John Rogers 2016 (1);
Adrienne Zagozdzon-Marquez 2000 (17);

Executive Session: Personnel 5 ILCS 120/2 (c)(1);
Purchase or Lease of Real Estate 5 ILCS 120/2 (c)(5);
Imminent or Pending Litigation 5 ILCS 120/2 (c)(11);
Collective Bargaining or Salary Schedules 5 ILCS 120/2(c)(2)

Action on Items Discussed in Closed Session, if Necessary:

Visitors:

Adjournment:

Rules for Public Comment:

- A. At the start of the period for public comment the board President or acting chairperson will advise the public:
 - 1. The amount of time permitted for public comment;
 - 2. That all speakers state their names and addresses before addressing the Board;
 - 3. To avoid repetitive comments, testimony and general questions; and
 - 4. To appoint only one person to speak on behalf of a group.
- B. Each person will be permitted to speak one time only, unless the Chair determines the allowing a speaker to address the Board again will contribute new testimony or evident germane to an issue on the agenda for that meeting.
- C. Unless a representative spokesperson is appointed in the manner described in rule E, all comments from the public will be limited to no more than three (3) minutes per person.
- D. Groups may register a representative spokesperson by filing an appearance form no later than one (1) hour in advance of a meeting. The appearance form must designate (i) the number of people the designee represents for the purpose of making public comment; (ii) the subject matter of the public comment; and (iii) whether the subject matter is germane to an item on that meeting's agenda. Any person identified as being represented by a group spokesperson shall be deemed to have waived their opportunity to speak independently unless the Chair determines that allowing such a speaker to address the Board will contribute new testimony or evidence germane to an issue on the agenda for that meeting.
 - 1. A representative spokesperson who timely files a complete appearance form to speak on a matter germane to the agenda shall be permitted to speak for three (3) minutes for each person being represented, up to a maximum of fifteen (15) minutes.
 - 2. A representative spokesperson who timely files a complete appearance form to speak on a matter not germane to the agenda shall be permitted to speak for three (3) minutes for each person being represented, up to a maximum of nine (9) minutes.
- E. The Board shall not respond to questions posed during public comment. All questions shall be recorded by the Board secretary and a response shall be presented either during the next regular Board meeting or in writing before such meeting.
- F. All comments must be civil in nature. Any person who engages in threatening, slanderous or disorderly behavior when addressing the Board shall be deemed out-of-order by the presiding officer and his or her time to address the Board at said meeting shall end.

Approved 4/14/2014 Board Meeting

Mundelein Park & Recreation District
Committee of the Whole
August 14, 2017

The Committee of the Whole meeting of the Board of Park Commissioners of the Mundelein Park and Recreation District was called to order at 7:00 p.m. by President DOLAN.

Present were Commissioners DOLAN, FRASIER, KNUDSON, McGRATH and ORTEGA. Staff present included Executive Director RESNICK.

Executive Director RESNICK updated the Board on the Personnel Policy Manual. The District's attorney has reviewed the manual twice but Vice President ORTEGA has not completely reviewed the second draft. Vice President ORTEGA said the Board had not finalized the discussion of the Wellness Incentive Policy. President DOLAN suggested Vice President ORTEGA finish his review and provide a list of any policies he still has concerns with and a sub-committee could review those concerns. In the meantime, the Manual could be approved and distributed to staff.

The District needs to appoint a second person as OMA Officer and have that person complete the Open Meetings Act training. It was agreed this should be the Superintendent of Business Services & Technology.

The Board reviewed the progress made on the Strategic Plan. President DOLAN asked that the Board be given an update on the Plan two times a year and include some measurements of progress along with preparations for upcoming items.

The Board reviewed the newly completed IPRA Environmental Report Card. The Report Card was originally completed in 2011 with a score of 47%. When the Report Card was completed earlier this year, the score was 69%. After reviewing this, the Board asked the staff to implement some new programs to improve efforts to protect natural resources. The Report Card was completed again and the score was 82%. The Board expressed their pleasure that new programs and procedures were implemented.

The District has not yet heard from the Army Corp of Engineers regarding a pre-permit meeting regarding construction of a driving range at Steeple Chase.

Executive Director RESNICK asked how the Board felt about the District adding a \$1 fee to all program registrations to help fund the Foundation. Commissioner FRASIER asked if this was necessary or could \$1 of every registration be given to the Foundation without increasing the fee to patrons. President DOLAN asked about asking for donations on the registration form instead.

The Village has been approached by a resident about adding a menorah to their holiday display. Executive Director RESNICK said no one has approached the Park District regarding the tree at Kracklauer Park but anticipated it may happen. The Board agreed that the tree lighting has no religious ties and no religious symbols should be added.

The Lake County Director's Group has begun a secret shop program where staff from other agencies visit our facilities and complete a report that they share with the agency. The Board complimented this program and encouraged it to continue.

Executive Director RESNICK updated the Board on the search for a new Superintendent of Recreation. Nearly 60 applications were received and interviews have begun. The goal is to have the new Superintendent begin at the end of September.

The Committee meeting adjourned at 7:30 p.m.

Secretary

**MUNDELEIN PARK AND RECREATION DISTRICT BOARD OF
PARK COMMISSIONERS, MUNDELEIN, LAKE COUNTY, ILLINOIS
HELD MONDAY, AUGUST 14, 2017 AT 7:30 P.M. AT THE
MUNDELEIN COMMUNITY CENTER ADMINISTRATIVE OFFICES,
1401 NORTH MIDLOTHIAN ROAD, MUNDELEIN, ILLINOIS**

The regular scheduled meeting of the Board of Park Commissioners of the Mundelein Park and Recreation District, Mundelein, Lake County, Illinois, was called to order at 7:30 p.m. by President DOLAN and he asked the assemblage to rise and recite the Pledge of Allegiance.

He then directed the secretary to call the roll. Commissioners DOLAN, FRASIER, KNUDSON, McGRATH and ORTEGA were present. Staff present included Executive Director RESNICK.

Commissioner McGRATH moved to approve the minutes of the Committee Meeting and Regular Meeting minutes from July 24, 2017, second by Commissioner ORTEGA. President DOLAN repeated the motion and asked if there were any corrections or additions and none were made. A voice vote was taken with all voting yes.

Commissioner FRASIER moved to approve Warrants 072617, 072817, 073117, 080317, 080717, 080817, 081117 and 081417 in the amount of \$806,329.25, second by Commissioner KNUDSON. President DOLAN repeated the motion and asked if there were any questions and none were raised. A roll call vote was taken with Commissioners FRASIER, KNUDSON, McGRATH, ORTEGA and DOLAN voting yes.

Commissioner KNUDSON moved to approve Warrant 081517 in the amount of \$606.96, second by Commissioner ORTEGA. President DOLAN repeated the motion and asked if there were any questions and none were raised. A roll call vote was taken with Commissioners KNUDSON, ORTEGA, FRASIER and DOLAN voting yes. Commissioner McGRATH recused himself.

President DOLAN said a letter was received by and reply sent to Ruth Hutter regarding vegetation around Wilderness Pond. An email was received from Senator Duckworth's office thanking the District for the invitation to visit.

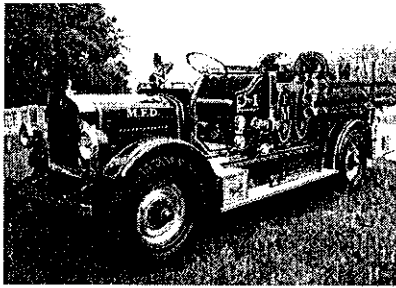
Commissioner McGRATH moved to approve the Personnel Policy Manual, second by Commissioner FRASIER. President DOLAN repeated the motion and asked if there were any questions and none were raised. A voice vote was taken with all voting yes.

Commissioner KNUDSON moved to appoint the Executive Director and Superintendent of Business Services & Technology as Open Meetings Act Officers, second by Commissioner ORTEGA. President DOLAN repeated the motion and asked if there were any questions and none were raised. A voice vote was taken with all voting yes.

Under Board Business, Commissioner FRASIER commented on the nice article in the Daily Herald about the Cardboard Regatta.

There being no further business, Commissioner ORTEGA moved to adjourn at 7:36 p.m. second by Commissioner McGRATH. The motion was unanimously approved.

Secretary



Old Number One Fire Truck Committee
Mundelein Fire Department
1000 N. Midlothian Road
Mundelein, IL 60060

August, 2017

Dear Friends of Old Number One,

The Old Number One Fire Truck Committee held its fourth benefit golf outing on Tuesday, August 1, 2017. We would like to take this opportunity to express our sincere thanks for making this golf outing a success. The event was successful due to the support we received from individuals and businesses that supported Old Number One by donating raffle/silent auction items, being hole sponsors and playing golf.

The enclosed list of Donors and Hole Sponsors was given to all the golfers the day of the outing.

Your contribution helps to insure the continued maintenance and preservation of Old Number One.

Thanks again and we hope you realize that your support does make a difference.

Sincerely,

Old Number One Committee Members

Bob Stadlman	Dave Bruecks	Ray Mullen
Vern Lappe	Gary Gunther	Tim Sashko
Wendy Frasier	Dick Hegerle	Mary Yoho

In Association with the Mundelein Chief Fire Chief, Bill Lark

OLD NUMBER ONE FIRE TRUCK GOLF OUTING
2017 HOLE SPONSORS

American Legion Post 867
of Mundelein
PO Box 603
Mundelein, IL 60060

Bill's Pizza and Pub
624 S. Lake Street
Mundelein, IL 60060
847 566 5380

Cherokee Printing
442 N. Seymour Avenue
Mundelein, IL 60060
847 566 6116

WALLY FRASIER FAMILY

Groot Industries, Inc.
2500 Landmeier Road
Elk Grove Village, IL 60007

Hitz Pizza and Sports Bar
700 S Butterfield Road
Mundelein, IL 60060
847 362 0505

Kristan Funeral Home P. C.
219 W. Maple Avenue
Mundelein, IL 60060
847-566-8020

Mundelein Community Bank
Libertyville Bank and Trust
1110 W. Maple Avenue
Mundelein, IL 60060
847 837 1110

Mundelein Automotive Inc.
15 E. Maple Avenue
Mundelein, IL 60060
847-949-1480

SEMPLE FAMILY

The Family Stress Clinic
1641 N. Milwaukee Avenue
Suite 7
Libertyville, IL 60048
847-362-6919

**MEETING REMINDER
MONDAY, AUGUST 28, 2017**

**7:00 p.m. Committee Meeting
7:30 p.m. Regular Board Meeting**

Action Items

Old Business

New Business

Updates

1. Facility Valuation Proposal
2. Village Green Property
3. Ice Rink Figures
4. Superintendent Search
5. Executive Session

Updates

The enclosed proposal was received from the Superlative Group regarding the valuation of our new facility for naming rights. I believe it is too high and will continue discussions with them to see if this can be negotiated.

Mundelein High School will be accepting bids for the Village Green property. They are considering selling all or a portion of it. They asked if they were to keep some of it for athletic fields, would we have a use for the fields. Staff is brainstorming ideas and will meet with the High School staff soon to discuss how this could benefit both agencies and the community.

I had told the Board I would have revenue and expense figures for the proposed outdoor rink by this meeting. I apologize that I have not completed this project. I will have this information at the September 11 meeting.

The first round of interviews for the Superintendent of Recreation position are complete and the second round begin August 28th. We are very pleased with the caliber of candidates and I am confident we will find an excellent replacement for Rita Kipp.

I am requesting an Executive Session to discuss a Personnel item and possible land acquisition.

METHODOLOGY

Superlative's sales executives, accountants, analysts and attorneys engineered our approach to sponsorship marketing to focus on maximizing revenue generation for our clients while over-delivering value against each corporate partner's marketing objectives. From start to finish, each facet of our process is guided by well-rounded sponsorship professionals who have over 100 combined years of practical experience valuing, selling and executing partnerships.

Unlike other firms, you won't find any "career agency" people at Superlative. Our executives have successful track records working for both properties and sponsors, spanning every sector from professional sports to charitable nonprofits to the U.S. military. This wealth of real-world experience informs our work on a daily basis and ensures that our sponsorship strategy accounts for every marketable asset and capitalizes on every possible dollar. Our guiding principle: If it doesn't make money, it doesn't make sense.

PHASE I: ASSET DATABASE DEVELOPMENT AND VALUATION

During Phase I, our team of valuation specialists identify and value all of the assets that the Mundelein Park & Recreation District has available to generate revenue. Our valuation process includes five key components:

- 1) Quantitative Analysis
- 2) Qualitative Analysis
- 3) Contract & Policy Analysis
- 4) Industry Benchmarking
- 5) Prospect Identification

Each component is briefly summarized in the following pages.

1) QUANTITATIVE ANALYSIS

Quantitative Benefits reflect the ability to effectively measure the return on investment that corporate sponsors can expect to receive. These include the direct, or tangible, benefits available to the sponsorship partner. Quantitative Benefits typically form a significant portion of fair market value because each item is quantifiable and guaranteed to the sponsor.

Quantitative Benefits are separated into several categories including:

- Property Media Buys
- Signage Benefits
- Print Marketing Collateral
- Social and Digital Media Exposure
- Display Opportunities

The first step in identifying quantitative value is by studying real-world media value in the marketplace. This involves understanding the total number of possible impressions available through each asset that reaches the target audience. We identify television, signage, print, digital and social media exposure and then scale impressions for each asset from "valued impressions" to "waste impressions," adjusting the media value accordingly. Standard discount rates range between 10% and 75%, depending on the type and quality of exposure.

MUNDELEIN PARK & RECREATION DISTRICT

PROPOSAL FOR:

Sponsorship and Naming Rights Valuation Services

Presented by:


Superlative

The Superlative Group
921 Huron Rd. E
Cleveland, OH 44115

Presented to:

Tracie Ouimet
Sponsorship Coordinator
Mundelein Park & Recreation District

ABOUT THE SUPERLATIVE GROUP

We will be an invaluable part of our client's winning strategy by devoting our experience, imagination and energy to developing and executing customized programs that are *Superlative* in every way.

- Myles C. Gallagher

OUR BACKGROUND

Headquartered in Cleveland, OH, with satellite offices in Chicago, Las Vegas and Los Angeles, The Superlative Group is the country's foremost expert in the valuation and sale of Naming Rights and corporate sponsorships for public and private sector clients. Founded in 1994 by current President & CEO Myles Gallagher, Superlative is an industry-leading team of sales executives, valuation analysts, attorneys and accountants that manage the entire sponsorship marketing process from research and valuation to closing sales and auditing partnerships. Over the past 23 years, Superlative has delivered more than \$2 billion in Naming Rights, sponsorship and premium seating revenue for our clients.

OUR MISSION & VALUES

At Superlative, superior customer service has been woven into the fabric of our firm since its inception. Our name originates from a recommendation and challenge from Fr. Casey Bukala, SJ. As a result, Superlative's culture and core beliefs are rooted in exceeding our clients' expectations.

Our client focus is evident by the manner in which we organize and manage our projects:

- Understanding each client's needs, objectives and desires
- Building a sponsorship marketing and sales plan that meets those goals
- Drawing upon our extensive experience to optimize Naming Rights and sponsorship inventory
- Maximizing sponsorship revenues through captivating sales propositions and long-term agreements
- Supplying senior management and on-site staff to direct and execute each plan
- Providing immediate feedback and ongoing reporting to each client as the project progresses

OUR APPROACH

The Naming Rights and sponsorship industry is continually changing, because we are changing it. Our approach challenges the outmoded belief that sponsorships are sold primarily by intangibles. We use an impressions-based valuation methodology that employs real-world values that can be later justified in a sales pitch. We speak the language sponsors speak, plain and simple. Every day, our executives are challenged to create innovative partnerships that will deliver optimum value to each client—whether you're a property or a sponsor. This intense focus on innovation has allowed us to lead and shape the Naming Rights and sponsorship industry for the past two decades.



OUR CAPABILITIES

Key Capabilities	Comments
Experienced sales professionals with a track record of revenue generation	The Superlative Group has generated over \$2 billion of additional revenue for a range of clients in a variety of sectors. We identify and value sponsorship opportunities which will use existing assets to generate revenue through Naming Rights and sponsorship contracts. We have the experience to apply existing concepts to new scenarios and successfully implement revenue.
In-depth knowledge of the Convention and Sports & Entertainment sector	Our team has worked with a large number of sporting venues, convention centers and other municipal infrastructure to deliver new and innovative mechanisms to introduce private sector finance to projects.
Financial, legal and valuation specialists	Our team includes in-house financial accountants, attorneys and valuation specialists with direct experience of valuing and selling Naming Rights and corporate partnerships for sports and entertainment venues.
Knowledge of out-of-home media pricing	Our company has extensive knowledge of out-of-home media pricing and relationships with senior executives in the industry. In certain cases, bulletin billboard pricing can be a useful pricing benchmark and we have the relationships to leverage this information.
Experience working with signage engineers	The Superlative Group understands that engaging signage engineers at the outset is critical to success. Valuations must be based on the size and location of signage, both of which affect the number of impressions and media valuation. The Superlative methodology involves working collaboratively with signage experts to deliver the most impactful sponsorship opportunities.
Superior project management & delivery	Successful delivery of this program will require coordination of the required skills identified above, regular engagement with Park District personnel, presentations at senior management meetings as required and collation of findings into a comprehensive valuation document and sales strategy. The Superlative Group has direct and recent experience of managing projects of similar size and scope to the requirements of the Mundelein Park & Recreation District.



OUR RECENT WORK

Fox Valley Park District

The Superlative Group was selected by the Fox Valley District, the largest park district in Illinois, in March 2017 to value specific commercially marketable assets and assist in identifying advertising and partnership opportunities within the market. Major park district assets include the Eola and Prisco Community Centers and Vaughan Athletic Center, but additional assets include parks, trails, shelters, playgrounds, athletics fields and courts. The project team is currently working on the valuation. Upon board approval, the sales team will begin the process to secure Naming Rights and sponsorship partners for park district facilities.

Rockford Park District

The Superlative Group was selected in June 2015 to serve as the sole Naming Rights and sponsorship consultant for the Rockford Park District's Sportscore Downtown and Sportscore II. The Rockford Park District is the third largest park and recreation system in Illinois and its network includes four sports complexes, five golf courses, four museums, two ice arenas, an equestrian center and numerous recreational paths and public gardens. The project team secured University of Wisconsin Health as the Naming Rights partner to the Sportscore Downtown at 10 years and \$2.1 million as well as MercyRockford Health System on a 10-year, \$1.9 Naming Rights agreement to Sportscore I, Sportscore II and the Indoor Sports Center.

City of Chicago, IL

Superlative has partnered with the City of Chicago Department of Cultural Affairs and Special Events (DCASE) to perform valuation and strategy analysis to its sponsorship sales efforts for all of the City's signature events, including The Chicago Air & Water Show, Taste of Chicago, Chicago Blues Festival and Chicago Jazz Festival. In addition, Superlative provides expert strategy recommendations for increasing sponsorship revenue for year-round programming including Farmer's Markets, music & art series' and all events held at Chicago's iconic "front yard," Millennium Park.

Cook County

The Superlative Group has been hired by Cook County to complete a comprehensive and ongoing valuation assessment of all County assets and Departments and to develop and manage an asset marketing program. As Cook County's consultant, Superlative has successfully developed, marketed and implemented revenue-generating strategies associated with specific assets for numerous County departments including:

- Cook County Clerk
- Forest Preserve District of Cook County
- Cook County Health & Hospital System
- Cook County Recorder of Deeds
- Cook County Bureau of Technology

Revenue-generating programs and sales efforts currently underway include

- 10-year Exclusive Pouring Rights agreement with Pepsi for \$4.1 million
- County-wide Digital Signage Network that will generate more than \$75 million for the County over 25 years
- Naming Rights to an under-construction Health and Hospital System facility
- Sponsorships of Forest Preserve Hike & Bike Trails and Bike-share program

Chicago Park District

The Superlative Group was retained to inventory all of the assets of the Chicago Park District that would be marketable to sponsors. This included CPD events, programs and tangible assets. Superlative ranked each asset with a priority on the most valuable items. The top down approach allowed the project team to generate a significant amount of revenue for the client. Superlative successfully closed sponsorships with Kraft Foods' Tombstone Pizza brand for CPD's Halloween event, the Haunted Sanitarium, MTD Products as the "official lawn care equipment" sponsor of CPD and Bally Total Fitness for indoor and outdoor fitness events.

Houston First Corporation

In 2014, The Superlative Group was hired by Houston First to secure a pouring rights partner for a number of their theatres and entertainment facilities. The project team successfully secured Coca-Cola as the pouring rights partner under a 5-year, \$2.14 million agreement. In February 2017, the project team was re-hired by Houston First to value assets and pursue Naming Rights and sponsorship partners. Assets include the George R. Brown Convention Center, Theater District (Wortham Theater and Jones Hall), Miller Outdoor Theater and a number of parking garages. Superlative is currently working on the Phase I Valuation report. Upon completion, the team will move into the sales phase and procure the most valuable assets first.

City of Woodbury, MN in partnership with Minnesota United Football Club

The Superlative Group was selected in April 2015 to secure Naming Rights and sponsorship partners for Minnesota United Football Club's soccer stadium (National Sports Center), indoor multisport complex (Bielenberg Sports Complex) and the team kits. The project team completed a full asset inventory and valuation on the Bielenberg Sports Complex prior to the sale of Naming Rights and sponsorships. Superlative is currently finalizing a 10-year, \$3 million Naming Rights agreement to the Beilenberg Sports Complex.

City and County of Denver, CO

Superlative was hired in August 2013 as the exclusive agent to serve the City and County of Denver for its sponsorship sales and management services. Prior to the sales phase, Superlative created in-depth sponsorship valuation for the Denver International Airport, Denver Performing Arts Complex, Red Rocks Amphitheatre, Denver Public Library, the Denver Coliseum and more. The project team handles all sponsorship activation and sales for Denver Arts & Venues. As the sole agency handling sponsorship for the venue, we handle the scheduling of all onsite activation, fulfillment of all assets as well as all year-end recaps. We also handle the sponsorship of DAV events, such as Yoga on the Rocks, the Five Points Jazz Festival, Film on the Rocks and Fitness on the Rocks. Some of the sponsorship deals Superlative has secured include:

- 3-year deal with Brown-Forman for nearly \$300,000
- 2-year deal with Southwest Airlines for \$240,000
- 3-year deal with Miller-Coors for \$1.1 million
- 5-year deal with Pepsi for \$1.3 million
- 2-year deal with Jeep for \$330,000
- 3-year deal with Treasury Wine Estates for \$204,000
- 3-year deal with Red Bull for \$180,000
- 1-year deal with Conoco for \$150,000

City of St. Catharines, ON, Canada

Superlative was hired to provide fundraising consulting services for the City's Spectator Facility, the new home of the Ontario Hockey League's Niagara IceDogs. The project team secured a 25-year, \$5.26 million Naming Rights agreement with Meridian Credit Union, making it the most lucrative Naming Rights agreement in the Ontario Hockey League. Superlative also sold the 25 luxury suites in only two weeks, generating an additional \$2.6 million in contractually obligated revenue. Superlative then secured over \$2 million in club seats sales and an additional \$2.5 million in sponsorship sales. Sponsorship sales included:

- 10-year deal with Canadian Automobile Association for \$400,000
- 10-year deal with Coca-Cola for \$750,000 (*this is a citywide pouring rights agreement*)
- 10-year deal with Molson for \$500,000
- 10-year deal with Casino Niagara for \$300,000

City of Miami Beach, FL

In March 2007, the project team was tasked by the Parks & Recreation Department of the City of Miami Beach to complete a revenue potential study on various assets in their portfolio including the feasibility of a single-source soft drink agreement, official partnerships and Naming Rights. Superlative executed a single-source soft drink agreement with Coca-Cola on behalf of the City. The 10-year deal makes Coca-Cola the exclusive and official non-alcoholic beverage and recycling partner of Miami Beach. Coca-Cola agreed to provide "revenue enhancement opportunities" and advertising sales support to the City of Miami Beach. At 10 years and \$7 million, this was the largest soft drink agreement for a municipality in the world at the time.

St. Paul Saints

The Superlative Group served as the exclusive Naming Rights Sales Consultant in 2012 to the St. Paul Saints. The project included identification and valuation of Naming Rights and Cornerstone Partnership opportunities for the St. Paul Saints' new ballpark in downtown St. Paul, MN. Team members completed a full Phase I Project Inventory and Valuation and delivered an asset inventory report in less than 90 days. Following delivery of the report, Superlative entered the Phase II Sales process and sold the Naming Rights in less than 3 months. An agreement was reached with CHS, Inc. for \$15 million over 13 years. This Naming Rights deal is the most lucrative Naming Rights deal in the American Association of Independent Professional Baseball.

Sedgwick County, KS

Superlative was hired by Sedgwick County to evaluate the Naming Rights, sponsorship and premium seating revenue potential of their new downtown arena, home of the Wichita State Shockers' basketball team. Through focus groups, industry-standard benchmarking and individual one-on-one interviews with potential corporate or individual customers, the project team provided the County with a revenue projection report within 3% variance of the actual revenue generated. The project team was subsequently retained as the exclusive sales agent on behalf of Sedgwick County. In addition to the 25-year, \$8.75 million Naming Rights agreement with INTRUST Bank for the naming of the arena, naming partners were secured for the Entrance Plaza (Cessna Aircraft Company) and Main Concourse (Spirit AeroSystems) were delivered for \$3 million each.

METHODOLOGY

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Quality of exposure is determined by:

- How prevalent the Sponsor's ID (Name) is through the exposure period
- The impact of its placement with its intended audience

Our specialists then use pre-impression, or rate-card, values to assign a price or value to each benefit identified. CPMs used for this purpose are culled from local, regional and national advertising rates depending on the scope of the opportunity. Typical CPMs can range from \$2.50 for online exposure to \$15 for large format out-of-home digital signage. They also represent the most accurate metric by which to determine exposure value for any particular sponsorship asset.

Our quantitative analysis also includes an assessment of the value of engaging the target audience and the quality of exposure received. Understanding the value of each impression with respect to a specific demographic or target audience is an important component. For example, a target audience of 18- to 34-year-old males may be considered a "premium audience" by one partner, while another may be trying to reach 35- to 54-year-old females. Our valuation is adjusted accordingly for each opportunity and asset.

The final aspect of our quantitative assessment is identifying the costs of engaging the target audience and achieving high-quality exposure. This includes an assessment of the cost of delivery (to the Naming Rights Partner or sponsor) and may include direct costs (installing a hard sign), overhead costs (maintaining a sponsored walkway or media platform) or development costs.

2) QUALITATIVE ANALYSIS

Qualitative Benefits, or intangible benefits, enhance the value of a sponsorship and typically fall outside traditional media platforms making them difficult to quantify. Superlative classifies Qualitative Benefits into five distinct categories based on its extensive experience selling, negotiating and auditing corporate sponsorships:

- Prestige of Property
- Value of Audience
- Sponsorship Activation
- Sponsor Protection
- Geographic Reach

Functionally, Qualitative Benefits represent the premium value a sponsorship demands over alternative marketing investments. By simplifying intangible benefits into the above five categories, Superlative is able to effectively justify premium sponsorship value by focusing on the qualitative aspects of an opportunity that align with the objectives of a corporate marketer. Each category is scored on a scale of 1 to 10. The higher the Qualitative Benefits score (when compared to similar opportunities in the marketplace), the greater the impact on the Quantitative value.

3) CONTRACT & POLICY ANALYSIS

As part of its analysis, Superlative conducts a thorough contract review prior to completing every Phase I report. The goal of this process is to establish a list of any limitations, processes or existing policies that affect a contract. Then Superlative develops a strategy to minimize the effects of those limitations and maximize all of the identified opportunities through a logical priority assessment.

Not only are prices, fulfillment obligations and relative value for each party reviewed, but also values against similar contracts with other entities. The value of the sponsorship to the Mundelein Park & Recreation District will be inhibited by any pre-existing contracts relating to sponsorship. A thorough understanding of the Park District's existing advertising contracts will assess the impact that existing agreements place on the sponsorship agreements.

The project team spends time early in the project reviewing all relevant statutes, signage regulations and rules to ensure the Park District's marketing opportunities, within context of established guidelines, are understood. Superlative remains in close contact with the Park District's legal and executive teams to ensure that the asset database is being developed in a manner that is consistent with the Park District's existing policy regarding assets for marketing purposes.

4) INDUSTRY BENCHMARKING

Superlative maintains an extensive database of sponsorship agreements that is continuously updated and includes, but is not limited to, Naming Rights and sponsorship contracts from arenas, stadiums, theatres, convention centers, universities, transit agencies and nonprofit organizations. Once our valuation specialists have developed the asset database and determined the sponsorship value for each opportunity and asset, a list of similar sponsorship contracts, including their terms, associated fees and other pertinent details, is compiled for each asset. The goal of this process is to identify not only the fair market value of each sponsorship opportunity, but also the minimum (floor) and maximum (ceiling) revenue garnered in the marketplace by similar organizations. Each sponsorship asset is presented in this manner in our final Phase I report.

5) PROSPECT IDENTIFICATION

As a final step, Superlative draws upon its extensive background in partnership sales and its proprietary database to outline prospective partners for each sponsorable opportunity. This database includes both category identification and major sponsorship players within each category. In our experience, optimum revenue generation is attained when there is a comprehensive understanding of:

- The inventory available
- How that inventory aligns with the needs of potential sponsors

Superlative's experience in identifying and documenting marketing rights, combined with our knowledge of (and relationships with) large corporations, will give the Mundelein Park & Recreation District the tools to ensure the maximum revenues are leveraged out of every corporate partnership.



COST PROPOSAL



PHASE I ASSET DATABASE DEVELOPMENT AND VALUATION

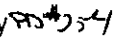
- \$25,000 fee for valuation of new recreation building
- \$10,000 fee for valuation of the remainder of park district assets



MEMORANDUM

To: Chief Eric Guenther

Cc: Deputy Chief Monahan 
Deputy Chief Hansen 

From: Sergeant Paul Dempsey 

Date: Monday, August 14, 2017

Re: Park District Report – July 2017

There were twenty-nine (29) calls for service in the area parks during the month of July, which is consistent with park district activity during this time of year (24 calls for service in July 2016). The majority of the calls were minor in nature and included suspicious circumstances/vehicles/people, burglary alarms, animal complaints, found/lost property, and assist rescue.

There were a total of 117 park checks initiated by the patrol officers during this month. There were no patterns or crime trends discovered during this month. The numbers of calls and checks were consistent with the weather and an increase in use of the parks.

The following gives more detail about several of the calls for service during July 2017:

- On 07/28/17, Mundelein Rescue responded to the Mundelein Park and Recreation District Bare Foot Bay Aquatic Center for an assist rescue report. Mundelein Rescue transported a male subject to Condell Hospital due to him striking his head along the side of the pool.
- On 07/26/17, Officer Hernandez responded to the Mundelein Park and Recreation District Bare Foot Bay Aquatic Center for a report of three intoxicated juveniles. The juveniles were located and they all denied drinking any alcohol. All juveniles voluntarily submitted to a PBT with all juveniles blowing a zero on the meter.
- On 07/03/17, Officer McCourt responded to the Mundelein Park and Recreation District Bare Foot Bay Aquatic Center for a suspicious subject report. A lifeguard, who is 20 years old, made a complaint that a male subject, who is 22 years old, asked for her telephone number which she felt was inappropriate. The lifeguard just wanted the subject spoken to about not asking her for her telephone number. The male subject was identified and apologized. The subject was not trespassed from the property.
- On 07/01/17, Officer McCourt responded to the Mundelein Park and Recreation District Bare Foot Bay Aquatic Center for a suspicious circumstance report. An employee advised three subjects were in the waterpark who were acting strange, smelled like cannabis and possible had cannabis in their bag. All three subjects left prior to police arrival.
- On 07/10/17, Officer Hernandez located a vehicle at Community Park after hours. Officer Hernandez spoke with the occupants who advised they were just talking. They were advised of the park hours and they left the area.

Courage. Pride. Commitment.

- On 07/11/17, Officer Hurley located a vehicle at Diamond Lake Boat Launch/Rec Center after hours. Officer Hurley spoke with the occupants who stated they wanted to watch the storms come in. They were advised of park hours and they left the area.
- On 07/17/17, Officer Yarc responded to the Diamond Lake Sports Complex for a dumping complaint. An employee witnessed a male juvenile place carpeting in the farm field just to the south of the park district property. The juvenile was spoken to and advised he has permission from the farmer to ride and build a BMX area.
- On 07/13/17, Ofc. McCourt was conducting a park check at Kracklauer Park and observed a male subject laying on the steps of the gazebo after hours. The male subject had a warrant out for his arrest out of Lake County. The male subject was placed under arrest and transported to the Mundelein Police Department.
- On 07/30/17, Officer McCourt responded to Lewandowski Park for an intoxicated person report. The complainant, rented out the pavilion and he allowed a group of people to use a table. One subject in that group was drinking alcohol. Officer McCourt made contact with the subject and told him alcohol was not allowed in the park. The subject removed the alcohol from the park.
- On 07/29/17, Officer Callaghan located a vehicle at Lewandowski Park after hours. Officer Callaghan spoke with the driver who advised she was waiting for friend. She was advised of the park hours and she left the area.
- On 07/07/17, Officer Callaghan located a vehicle at Lewandowski Park after hours. Officer Callaghan spoke with occupants who advised they were just talking. They were advised of the park hours and they left the area.
- On 07/01/17, Officer Balogh was conducting a park check at Lion Field/Fort Hill Heritage Skate Park and observed a suspicious vehicle. Officer Balogh made contact with the two male subjects and they were both issued AHO citations for possession of cannabis and possession of drug paraphernalia.
- On 07/28/17, Officer McCourt located a vehicle at Maurice Noll Park after hours. Officer McCourt spoke with the occupants who advised they were just talking. The driver was issued an AHO citation for possession of cannabis and possession of drug paraphernalia.
- On 07/05/17, Officer Brigano located a vehicle at Maurice Noll Park after hours. Officer Brigano spoke with the three occupants who advised they were just talking. The driver was issued AHO citations for possession of cannabis and possession of drug paraphernalia.
- On 07/10/17, Officer Hernandez responded to Parkview Fitness Center for an assist rescue report. Rescue transported a female subject to Condell Hospital for injuries she sustained from a fall.
- On 07/20/17, Officer Rathke responded to Steeple Chase Golf Course for a juvenile report. Report of two male juveniles' skate boarding on the golf cart paths. Juveniles left prior to police arrival.

Officers will continue to perform walk-throughs at Park View to deter unwanted subjects from attending, especially during open gym hours. In addition, they will continue to perform park checks at the various parks and continue to pay special attention to the Diamond Lake Sports Complex and Barefoot Bay.

I have attached a copy of the July 2017 Park District reports for your review.

Please contact me if you have any questions.

To: Board of Park Commissioners

From: Bill Brolley, Golf Operations Manager

Subject: Steeple Chase Operations – August 2017

	2017	Budgeted	2016
Golf Revenue (July)	\$212,264	\$211,150	\$216,567
Merchandise (July)	\$ 10,740	\$ 11,860	\$ 13,010
Food & Beverage (July)	\$ 34,011	\$35,729	\$ 35,513
Miscellaneous (July)	\$ 1,170		\$ 1,735
Gift Card (July)	\$ 3,795		\$ 3,704
Total Revenue July	\$261,980	\$258,739	\$270,529
Golf Revenue (8/1- 8/22)	\$145,163		\$126,529
Merchandise (8/1- 8/22)	\$ 7,484		\$ 6,241
Food & Beverage. (8/1- 8/22)	\$ 24,219		\$ 20,092
Miscellaneous (8/1- 8/22)	\$ <714>		\$ <563>
Gift Card (8/1-8/22)	\$ 2,741		\$ 2,111
Total Revenue Aug. 1-22	\$178,893		\$154,410
Golf Revenue (y.t.d.)	\$736,455		\$757,338
Merchandise (y.t.d.)	\$ 51,047		\$ 59,952
Food & Bev. (y.t.d.)	\$120,590		\$121,950
Miscellaneous (y.t.d.)	\$ 15,836		\$ 19,070
Gift card (y.t.d.)	\$ 18,327		\$ 18,826
Total Rev. (Y.T.D. 8/22)	\$942,255		\$977,136
Paid rounds (July)	4,223		4,380
Paid rounds (8/1-8/22)	3,038		2,708
Paid rounds year to date (8/22)	15,468		16,200

July was down in revenue by about \$8,500 compared to July of 2016, and down about 150 rounds, but over predicted budget numbers for the month. It is hard to believe that the monthly totals were as good as they were with all the rain that we had for the month. August so far has been a good month as far as weather is concerned. We are up around \$24,500 in total revenue for the month compared to August of 2016 and up 330 rounds for the month. We were down close to \$60,000 in revenue going into the month of August and have cut that to about \$35,000 down as of 8/22. August of 2016 was below normal in revenue and rounds because of the heat, so we were expecting to catch up a bit.

We held the Club Championship August 5th and 6th. We had 36 players which is about what we had last year and more than we had the previous five years.

The walls at the entrance to clubhouse have been completed and they look good, I want to thank the Park Maintenance Department for a job well done. We still need to pick out signage for the one wall which will be done over the next several weeks.

The Friends of Steeple Chase Outing is Saturday, September 16th; we will be teeing groups off both the first and tenth tees from 8:00am to 9:30 am. We will also be hosting a High School Tournament that afternoon.

July Comparison for the past 5 years

	2013	2014	2015	2016	2017
Total Revenue	\$255,176	\$261,621	\$256,942	\$270,529	\$261,980
Round	4,419	4,430	4,344	4,380	4,223

MEMO TO: Board of Park Commissioners

FROM: Ron Doruff, Golf Course Superintendent

SUBJECT: Golf Course Grounds Report – August, 2017

This season is speeding by in a hurry and we are rolling along in fairly good shape. We have been able to keep up with mowing, spraying, weeding, and applying our various applications. The weather fluctuations this year have been more than interesting at times and now the extended forecast is showing moderate temperatures and little to no rain.

It is getting to be that time of year to think of aerifications and of course fall projects. Some of the projects on our list are drainage, irrigation, grinding stumps, sodding bad areas, weed control, and also continuing forward with our sand trap renovations.

The greens will be aerified on September 18th and we will be cleaning up the plugs and top dressing the greens on September 19th to prepare for play. Tees, approaches, and fairways will also be aerified in a timely manner. This will be accomplished with as little disruption to the golfers as possible.

The dogs have returned to Steeple Chase. Around August 1st we observed an increase in goose activity on the course. We contacted our contractor and the dogs made their appearance on August 15th. The geese must have gotten the word out that the dogs are back and the goose activity is considerably less. The dogs usually come once a day. The handler is in contact with me on a daily basis about the number of geese I see and the amount of activity we are experiencing.

To say the least, irrigation has been a challenge due to all of the rain so far this season. With the lack of use, there have been controller issues instead of the water line leaks. Although there have been a few minor line leaks. The biggest plus with not using the irrigation system is that we haven't had to use the well pump as much. This saves us money on the electric bill. The rain is also more beneficial to the grass plants. The rain water has a natural Ph instead of adding things to the well water to bring the Ph down. As you can tell after a rain, the grass looks greener. That's due to the Ph level and other factors.

The crew members who were scheduled to leave have left us. The remaining crew members will be with us until the end of October or possibly slightly longer depending on the weather.

To: Board of Commissioners

From: Derek Solberg, Superintendent of Buildings and Grounds

Re: Parks Department Report – August 2017

Cleanup following the heavy rains of the second week of July was completed on July 31st. The final tasks were tree cleanup and park path cleaning in areas that were under water for almost three weeks.

Fall zone mulch has been installed at the playgrounds designated in the 2017 Workplan. They are Asbury, Scott Brown, Cambridge Country, Wilderness, Wortham and Hanrahan Parks.

Staff are working to clean out invasive plants at two sites of late. They are Wilderness Park and Orchard Basin. The focus at Wilderness is controlling the Common Reed grass. If left untreated this plant will dominate a wetland site thereby reducing habitat for birds and animals. At Orchard Basin work continues to remove woody invasive trees such as Buckthorn, Boxelder and Willow.

A railing has been installed as needed at the new ADA ramp at Kracklauer Park. Staff are also working on installing a retaining wall section and then finish grading the site. The Parks Department completed construction of free standing walls at the entrance to Steeple Chase Golf Club. The entrance has an improved look and will include the name of the club that can be seen by traffic approaching the club southbound on La Vista Drive. Laborer Ted Costa did an excellent job as the lead on this project and was assisted by seasonal laborers Clayton Slack, Brandon Schott and Joe Schaul.

Building maintenance has focused on The Regent Center. Much of the exterior trim has been repainted. Staff have been working closely with Recreation managers and contractors to complete some interior rehabilitation work as well. This work focused on re-flooring and re-painting in the main room. Additionally, the entryway was repainted. The trim at the Diamond Lake Boat House has also been repainted. An HVAC contractor spent a day on site to perform the semi-annual maintenance of 12 rooftop HVAC units at the Community Center.

At Vaughn-Griglack Lakewood Heights Park the basketball court re-construction project is well underway. Cracks in the court were repaired and new asphalt has been installed over the old surface. The basketball poles have been installed as well. After the asphalt cures the court coloring and striping will be applied. Two player's benches and trash cans at the site were re-painted as well.

As the outdoor aquatics season winds down staff begins to prepare for the 2018 season. Equipment at the Beach has been taken in and will be serviced over the winter months to be ready to go next year. Project work has already begun at Barefoot Bay as the facility is closed during the week.

The Parks Department annual cookout to say thank you to full time and seasonal staff alike was held on August 8th.

To: Park District Board of Commissioners
From: Rita D. Kipp, Superintendent of Recreation
Re: August Board Report 2017

PROGRAMS

Summer programs have wrapped up and camp ended on August 11. We had 1,440 campers this summer. We had 93 fewer campers this summer compared to 2016. Some of this is due to our need to limit numbers when they are at the Community Center at the end of the summer. Our camp staff did an excellent job during the visit from PDRMA for our risk management review.

REGISTRATION

The registration office was again very busy this past month. They handled the ongoing day camp registration, fall brochure proofing was done, assisted with the cancellation and rescheduling of programs due to the flood, assisted with putting Dance merchandise into ActiveNet and ticket sales for the dance program for their performance at the Chicago Sky Basketball game, as well as completing the day to day registration, rentals, etc.

LEAGUES

Summer softball was completed on August 22. Fall softball registration is ongoing with 12 teams indicating interest which, if they all register, will be two more teams than we had last year.

SPECIAL EVENTS

Craft Beer Night had approximately 150 in attendance and revenue was nearly \$3,000. We had a couple of concerns with behavior this year and if we continue this event we should consider having more of a police presence next year.

Barefoot Bay Season Pass Holder Appreciation Day was on July 31st and was very well received. This was the first year for this event and it will be continued in the future. Passholders received a small gift upon arrival, and were able to enter a raffle for various prizes and they received a discount at the Snack Shack.

The Cardboard Regatta was held on August 5th and went well. We had 11 boats registered which is down from last year but \$300 was raised for the foundation. The event was changed from previous years so we had actual "races" between the contestants and the change was very positive. We had a significant crowd to watch the event as two of the families made a day of it and appeared to have their family reunion or at least a family get together at the beach that day. I also spoke to another couple that lives in Del Webb they didn't know anyone in the event but they have come every year to watch.

FACILITIES

Regent Center numbers are attached. The Regent Center has new flooring, new paint, and a new sound system. The main room looks great. Members have been very appreciative of the open and brighter look. Members went to Odell down Route 66 on a trip. They enjoyed the day.

Park View numbers are attached. Park View has received notice that we have been approved for the Silver Sneakers program. There are 1,600 Silver Sneaker eligible participants within five miles of our zip code. Silver Sneakers is an insurance based program for 65 years plus. The facility receives payment on member usage at \$2.50 per use up to \$20 per month. 36% of our memberships are 62 plus. If we sign a contract to offer this program we will be obligated until December 31, 2018. Pickleball will return to the schedule in September. Staff coordinated a schedule based on when Vernon Hills offer their program. Staff turnover has been significant this past month some due to students going back to school, getting internships, and people leaving for full time employment. We had 8 employees leave and have hired six new people. A search is also underway to replace one of our housekeepers that left for full time employment.

Big and Little and Rec Connection numbers are attached.

Aquatic season pass sales numbers are attached. Remaining consistent this year, pass sales are up and daily fees are down. Total pass sales for this year total 1,948 (includes BB, Beach, and combo passes) which is 216 more passes than we sold last year. Last year's weather was amazing so predictably pass sales this year did well. However daily fees are down as the temperature was on average but we have seen 40% more precipitation versus the average for the last five years. I would anticipate that pass sales will be lower next year due to this summer's weather. Lifeguard audits occurred on July 18th and August 13th at Barefoot Bay. Score for July 18th was a 4-Star and on August 13th a 5-Star. Beach was audited on July 22nd and received a 5-Star award. Our lifeguards did an excellent job and we have received many compliments on the staff's professionalism and how they do their job.

TRAINING AND EDUCATION

Weekly in-services continue for all aquatic staff.

Staff attended Fire Extinguisher Training.

The Customer Service task force met again and began outlining ideas and plans to be implemented in the coming months.

AFFILIATE ORGANIZATIONS

Fall baseball, soccer, and football are getting ready to their season at the end of August.

RECREATION ADVISORY COMMITTEE

I will be scheduling a meeting in early October to introduce the committee to the new Superintendent.

MUNDELEIN PARKS FOUNDATION

Nothing to report.

Day Camp

Below is a 7 year comparison. It shows a week by week comparison, the number of kids per week and total revenue. Our average weekly attendance was down about 9 kids per week compared to last year. Overall, our revenue was up \$2,514 compared to last year.

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Week	96	100	121	87	124	163	158
Week 2	128	127	140	117	150	158	150
Week 3	139	134	133	152	172	160	155
Week 4	153	129	133	158	181	162	149
Week 5	132	106	144	144	181	146	98
Week 6	156	119	164	154	179	166	156
Week 7	139	129	142	164	179	163	166
Week 8	142	144	133	170	181	140	152
Week 9	137	131	115	138	141	138	136
Week 10	134	127	No Camp	140	139	139	120
Revenue	\$154,122	\$147,160	\$141,710	\$186,814	\$216,637	\$211,016	\$213,530

THE REGENT CENTER MEMBERSHIPS

AUGUST	Total	Resident	NR	New	DW	Boomer
2013	473	335	138	90	79	115
2014	422	288	134	58	70	120
2015	421	273	143	74	72	135
2016	386	256	134	58	70	120
2017	375	248	127	61	60	145
-2.75%						

Big & Little Enrollment

	<u>Total</u>	<u>Full Time</u>	<u>Full Days</u>	<u>½ Days</u>
August 2017	66	28	24	14
August 2016	60	29	13	18
August 2015	63	22	22	19
August 2014	66	29	22	15
August 2013	72	35	16	21

Just a reminder: Full time is defined as 5 full days per week.

Full days refers to 2-4 full days per week.

½ days refers to 2-5 preschool mornings (8:30 – 12:30)

Rec Connection Enrollment

	<u>Total</u>	<u>MCC</u>	<u>Washington</u>
August 2017	166	78	88
August 2016	155	68	87
August 2015	158	71	87
August 2014	177	82	95
August 2013	162	84	78

November 1st - August 13th Sales

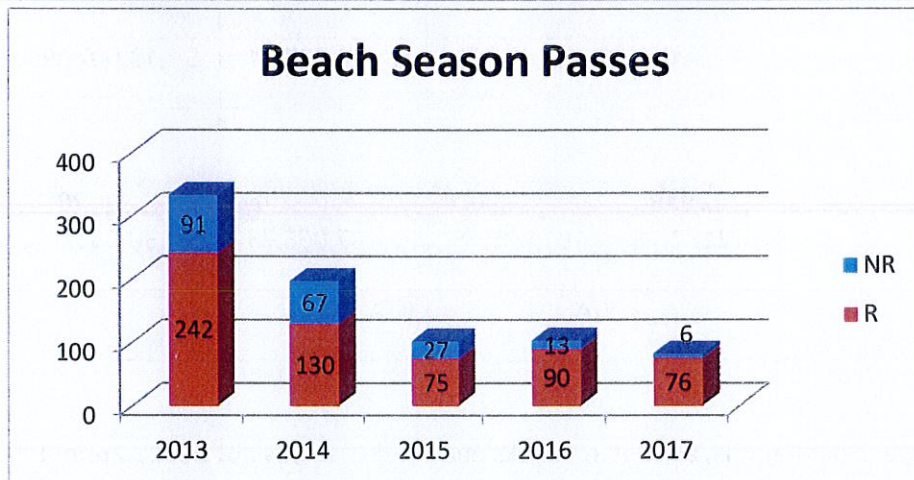
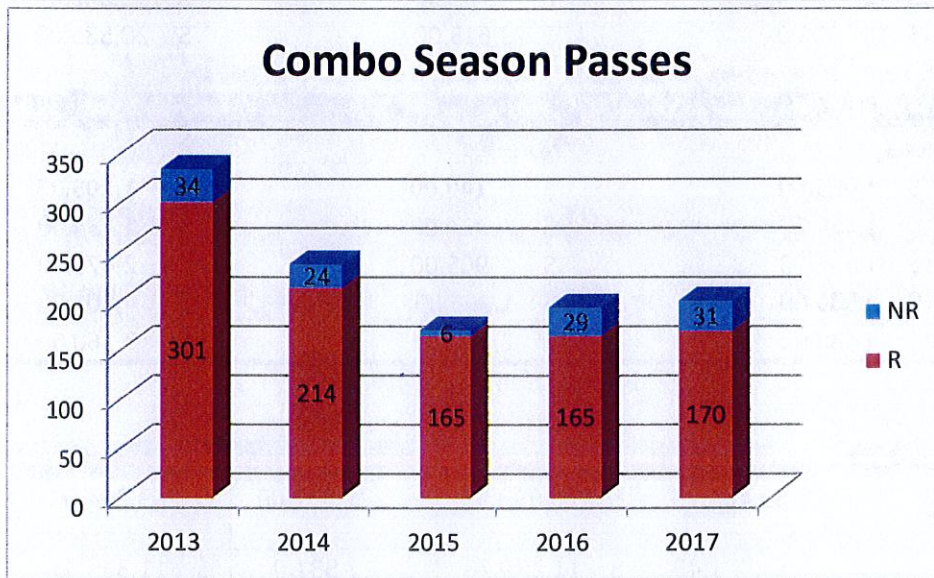
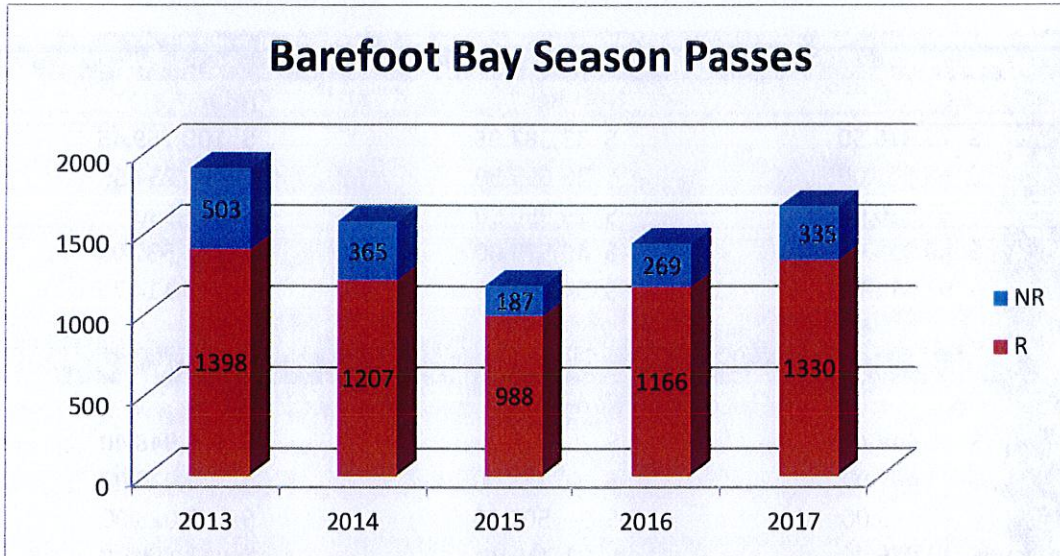
Barefoot Bay Season Pass Revenue			
	Res	Non-Res	Total
2017	\$ 76,376.50	\$ 33,382.95	\$ 109,759.45
2016	\$ 68,601.00	\$ 26,653.50	\$ 95,254.50
2015	\$ 67,580.00	\$ 19,950.50	\$ 87,530.50
2014	\$ 80,955.00	\$ 40,575.00	\$ 121,530.00
2013	\$ 93,414.75	\$ 54,700.00	\$ 148,114.75
Combo Season Pass Revenue			
	Res	Non-Res	Total
2017	\$ 5,948.40	\$ -	\$ 5,948.40
2016	\$ 7,485.00	\$ 535.00	\$ 8,020.00
2015	\$ 7,525.00	\$ 500.00	\$ 8,025.00
2014	\$ 12,075.00	\$ 1,725.00	\$ 13,800.00
2013	\$ 16,970.00	\$ 3,615.00	\$ 20,585.00
Beach Season Pass Revenue			
	Res	Non-Res	Total
2017	\$ 1,065.00	\$ 140.00	\$ 1,205.00
2016	\$ 1,400.00	\$ 334.00	\$ 1,734.00
2015	\$ 1,565.00	\$ 905.00	\$ 2,470.00
2014	\$ 2,536.00	\$ 1,965.00	\$ 4,501.00
2013	\$ 4,480.00	\$ 2,680.00	\$ 7,160.00

	2013	2014	2015	2016	2017
Barefoot Bay Daily	\$ 189,464.25	\$ 226,659.52	\$ 221,837.00	\$ 269,394.00	\$ 227,493.00
Beach Daily	\$ 14,771.49	\$ 11,299.76	\$ 12,531.00	\$ 11,363.00	\$ 8,989.00
Spray Park Daily	\$ 11,315.00	\$ 12,016.66	\$ 13,727.84	\$ 13,007.89	\$ 10,463.00

	2013	2014	2015	2016	2017
BB Concessions	\$ 79,721.75	\$ 101,938.75	\$ 107,066.75	\$ 130,081.00	\$ 114,106.50
DLB Misc.	N/A	N/A	N/A	N/A	\$ 2,445.00

*DLB Misc includes Boat Rentals, as well as Snacks and Drinks. It was not tracked prior to this year.

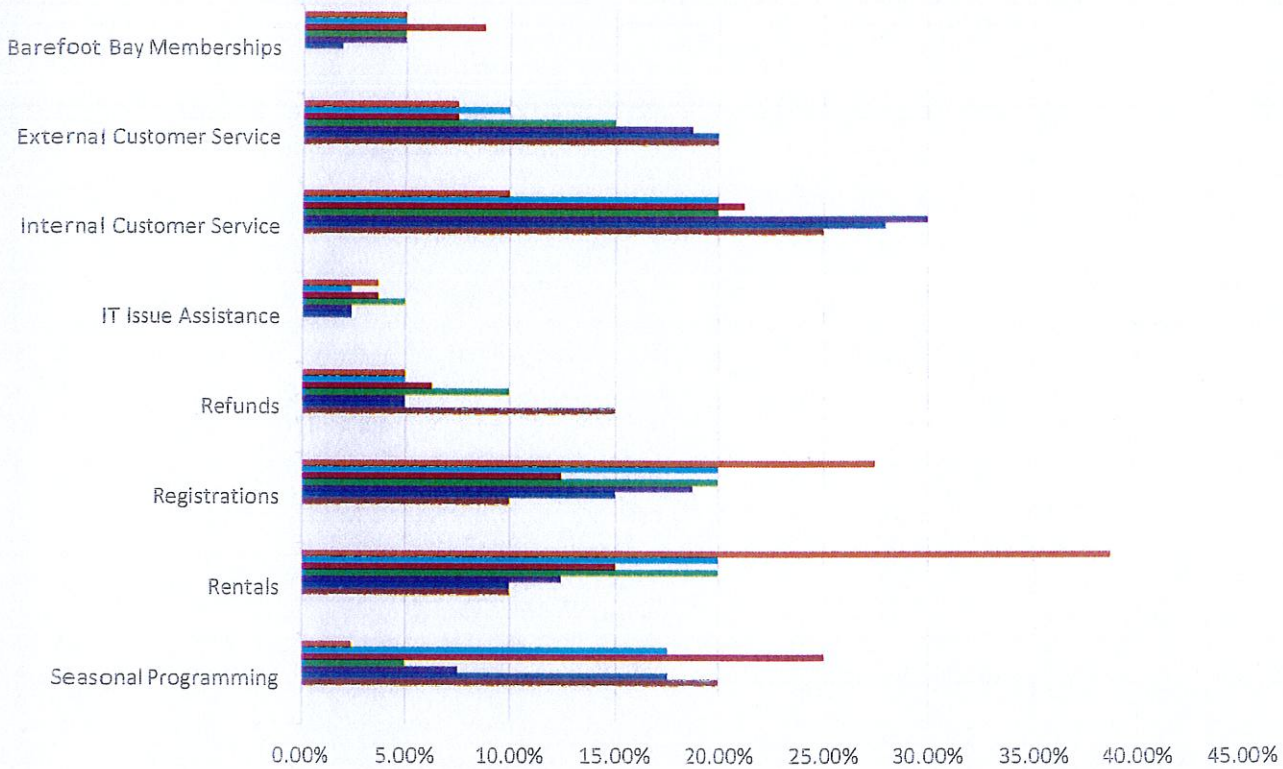
November 1st-August 13th Sales



Registration Department Report

JULY 2017

Registration Office 2017 Monthly Time Allocation



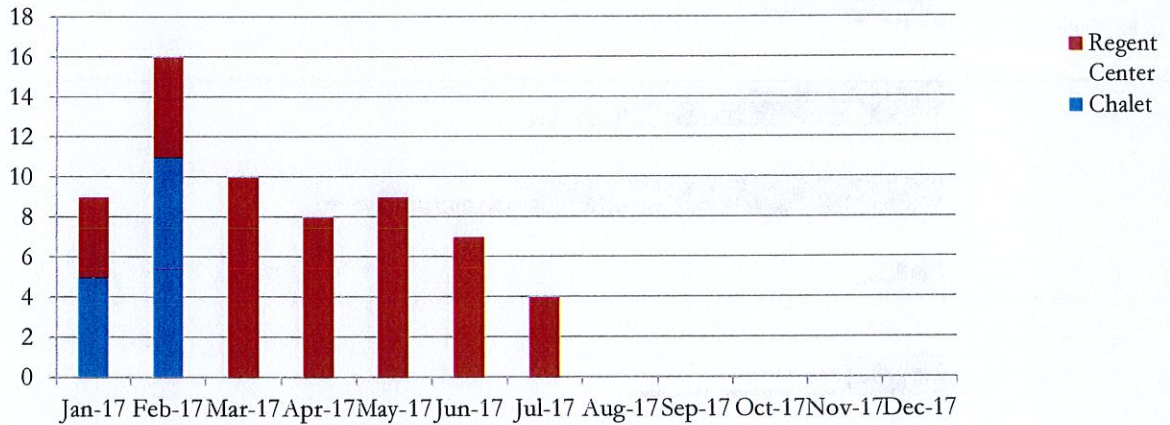
	Seasonal Programming	Rentals	Registrations	Refunds	IT Issue Assistance	Internal Customer Service	External Customer Service	Barefoot Bay Memberships
Jan-17	2.50%	38.75%	27.50%	5.00%	3.75%	10.00%	7.50%	5.00%
Feb-17	17.50%	20.00%	20.00%	5.00%	2.50%	20.00%	10.00%	5.00%
Mar-17	25.00%	15.00%	12.50%	6.25%	3.75%	21.25%	7.50%	8.75%
Apr-17	5.00%	20.00%	20.00%	10.00%	5.00%	20.00%	15.00%	5.00%
May-17	7.50%	12.50%	18.75%	5.00%	2.50%	30.00%	18.75%	5.00%
Jun-17	17.50%	10.00%	15.00%	5.00%	2.50%	28.00%	20.00%	2.00%
Jul-17	20.00%	38.75%	10.00%	15.00%	0.00%	25.00%	20.00%	0.00%
Aug-17								
Sep-17								
Oct-17								
Nov-17								
Dec-17								

Jan-17 Feb-17 Mar-17 Apr-17 May-17 Jun-17 Jul-17 Aug-17 Sep-17 Oct-17 Nov-17 Dec-17

Registration Department Report

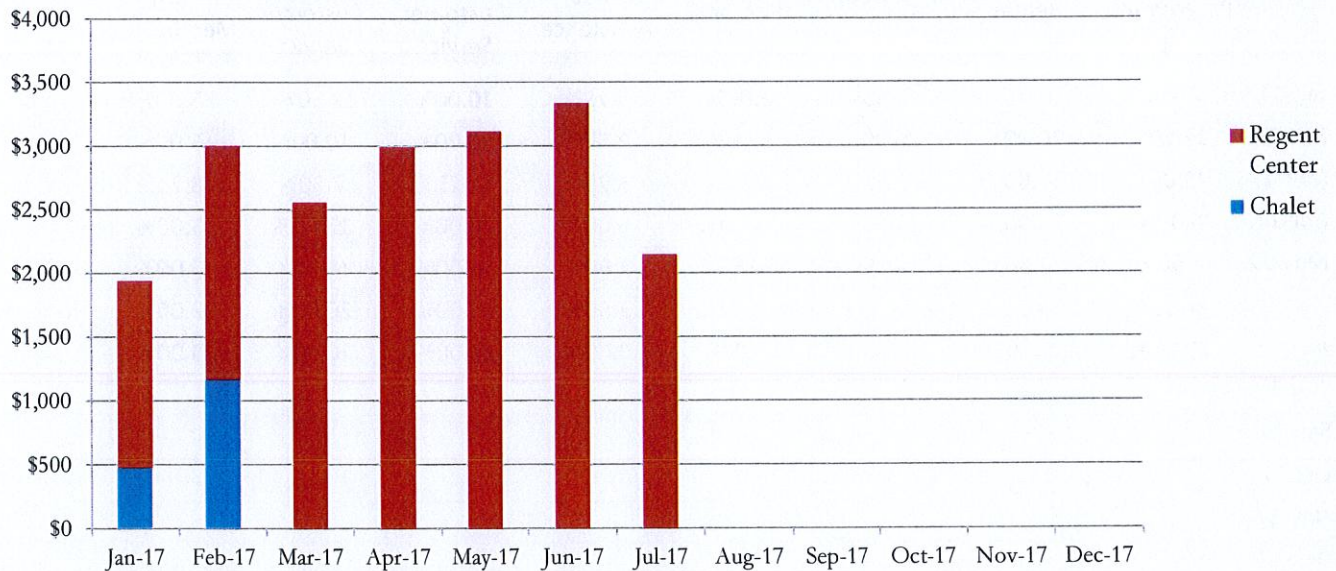
JULY 2017

Regent/Chalet 2017 Monthly Rentals



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
■ Regent Center	4	5	10	8	9	7	4					
■ Chalet	5	11	0	0	0	0	0					

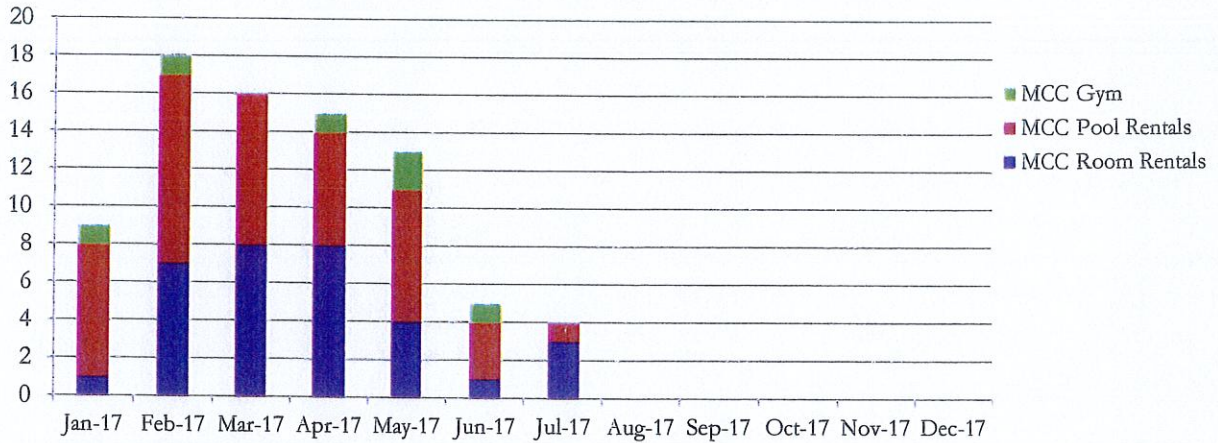
Regent/Chalet 2017 Monthly Revenue



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
■ Regent Center	\$1,465	\$1,840	\$2,563	\$3,000	\$3,123	\$3,344	\$2,153					
■ Chalet	\$480	\$1,170	\$0	\$0	\$0	\$0	\$0					

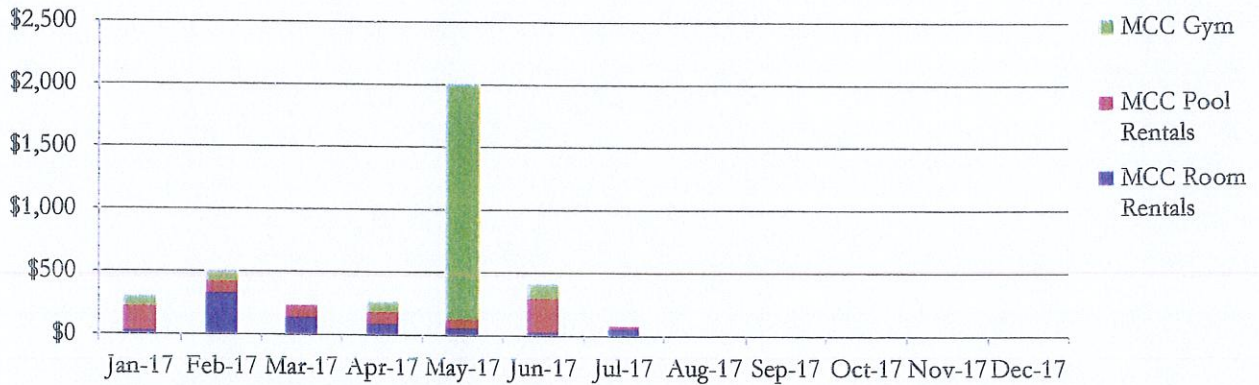
JULY 2017

MCC Room / Pool / Gym 2017 Monthly Rentals



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
MCC Gym	1	1	0	1	2	1	0					
MCC Pool Rentals	7	10	8	6	7	3	1					
MCC Room Rentals	1	7	8	8	4	1	3					

MCC Room / Pool / Gym 2017 Monthly Revenue

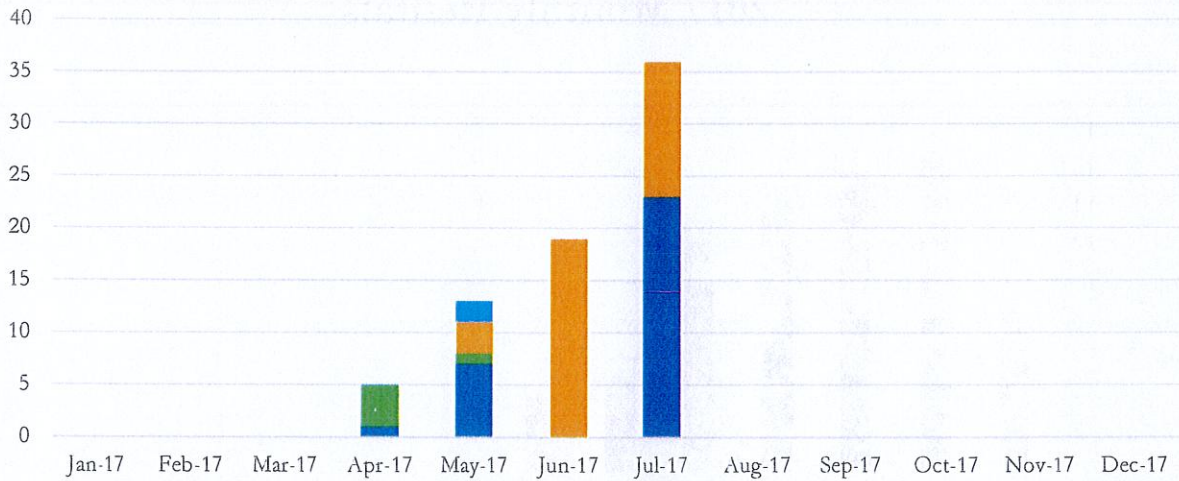


	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
MCC Gym	\$75	\$75	\$0	\$75	\$1,875	\$113	\$0					
MCC Pool Rentals	\$200	\$100	\$100	\$100	\$75	\$275	\$25					
MCC Room Rentals	\$30	\$330	\$140	\$90	\$60	\$30	\$60					

Registration Department Report

JULY 2017

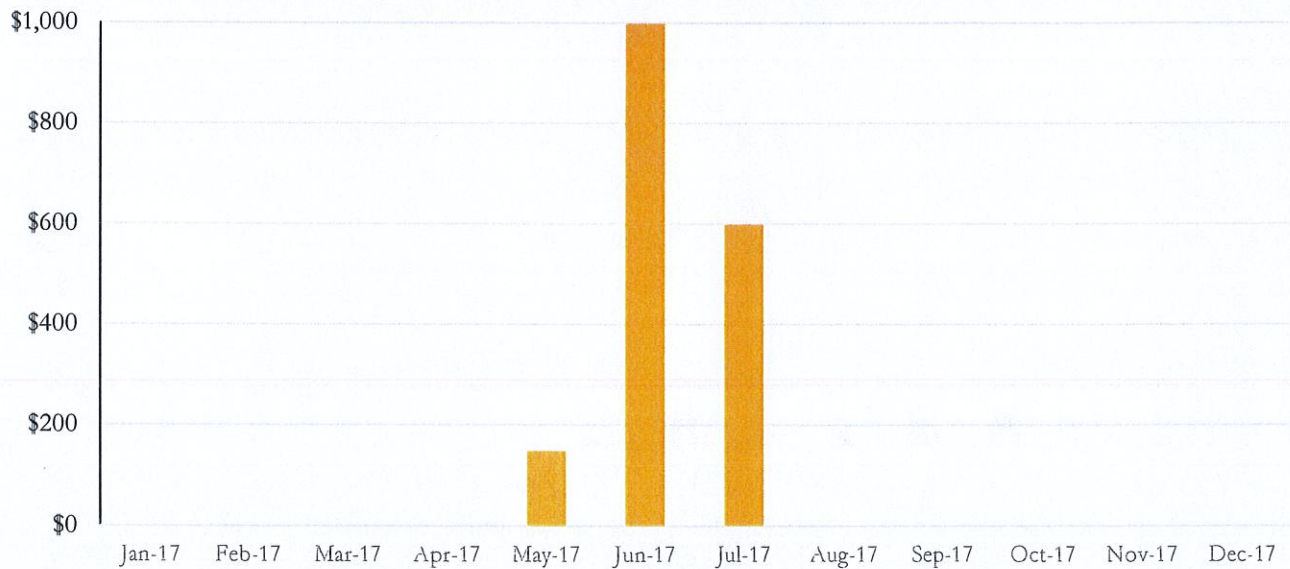
Shelter Rentals 2017 Monthly Registrations



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
■ Athletic Field Permit:	0	0	0	0	2							
■ Shelters Rentals:	0	0	0	0	3	19	13					
■ Parking Lot Permits:	0	0	0	4	1	0	0					
■ Park Permits:	0	0	0	1	7	0	23					

■ Park Permits: ■ Parking Lot Permits: ■ Shelters Rentals: ■ Athletic Field Permit:

Shelter Rentals 2017 Monthly Revenue



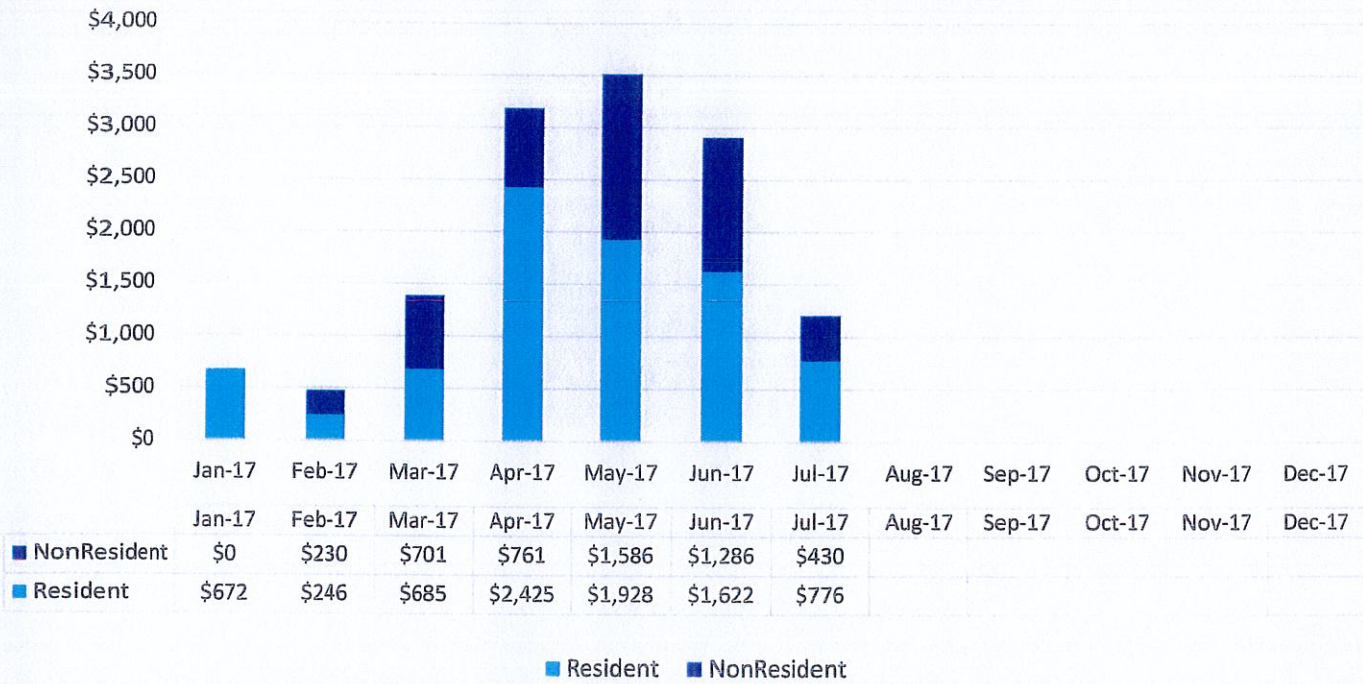
	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
■ Shelters Rentals:	\$0	\$0	\$0	\$0	\$150	\$1,000	\$600					

■ Shelters Rentals:

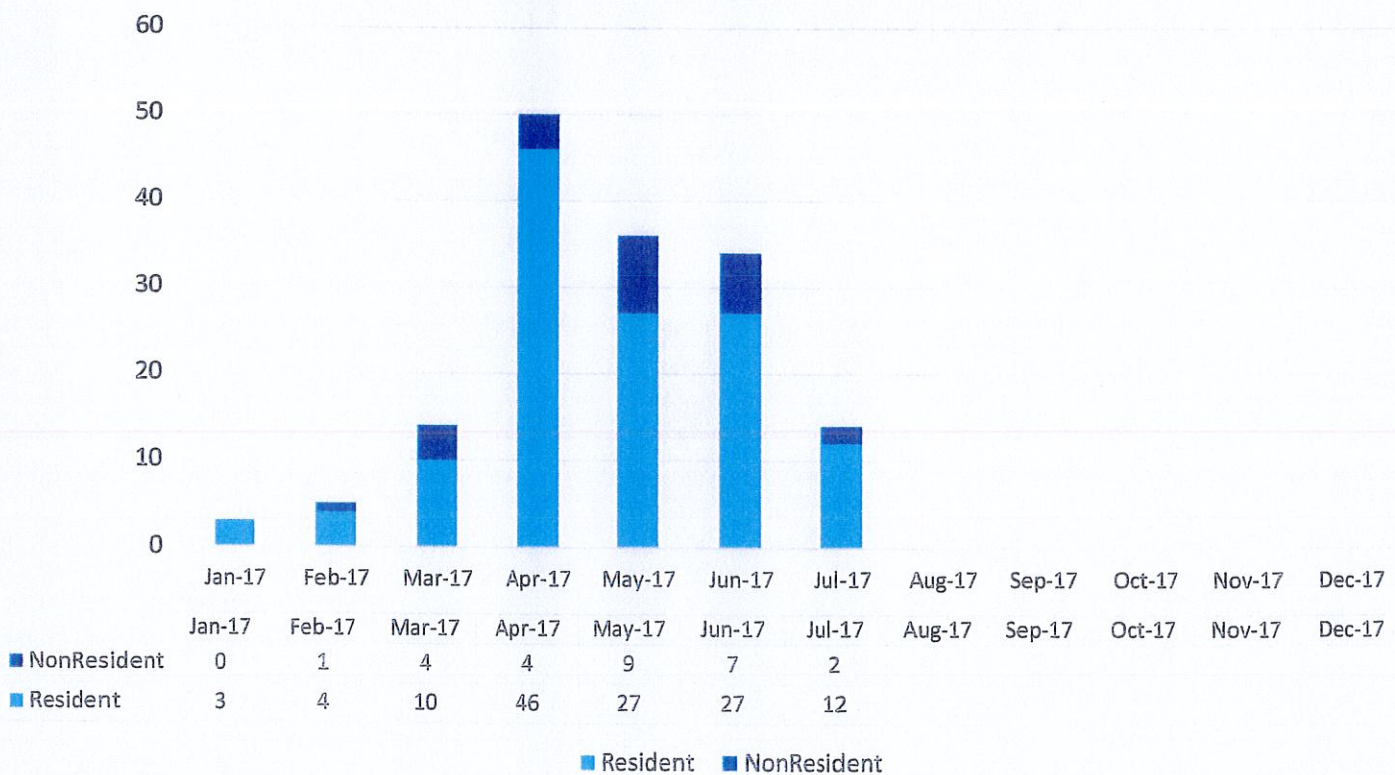
Registration Department Report

JULY 2017

Boat Launch 2017 Monthly Revenue



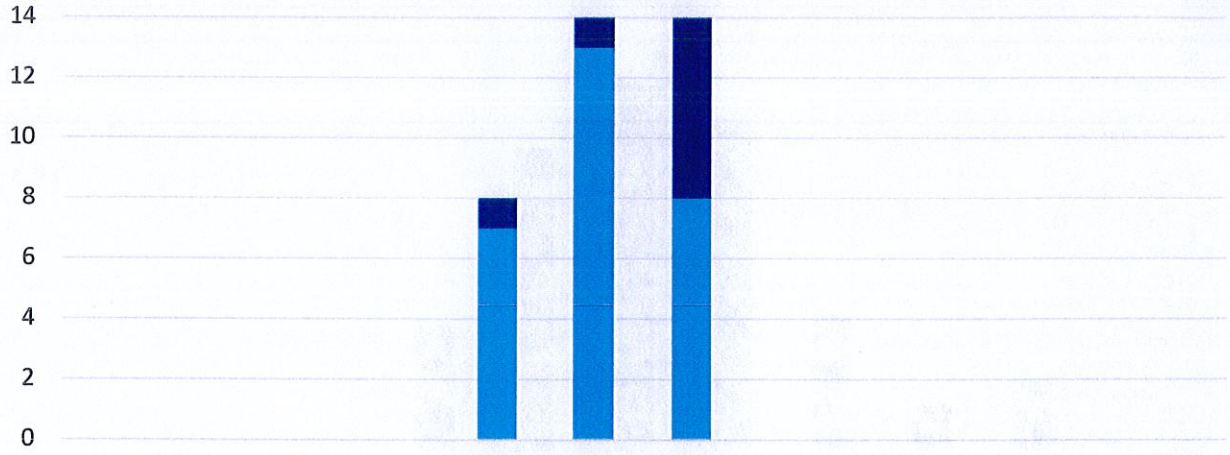
Boat Launch 2017 Monthly Registrations



Registration Department Report

JULY 2017

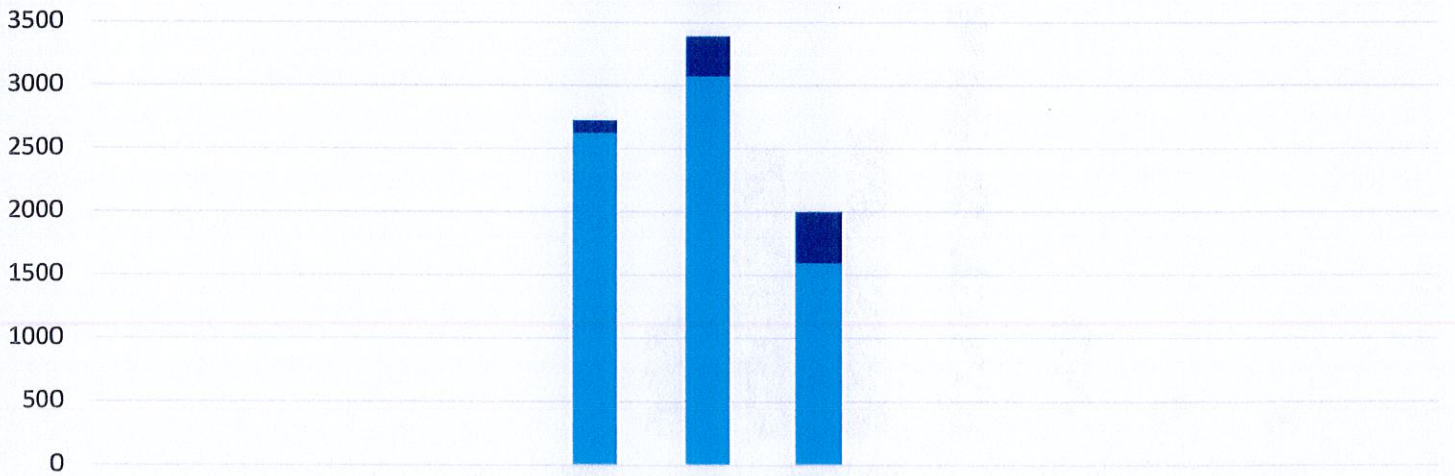
of Families Benefitting from Scholarships Monthly 2017



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
MPF Payment					1	3	7					
Absorbed by Program					7	13	8					

■ Absorbed by Program ■ MPF Payment

Scholarships Distributed for Program Registrations Monthly 2017

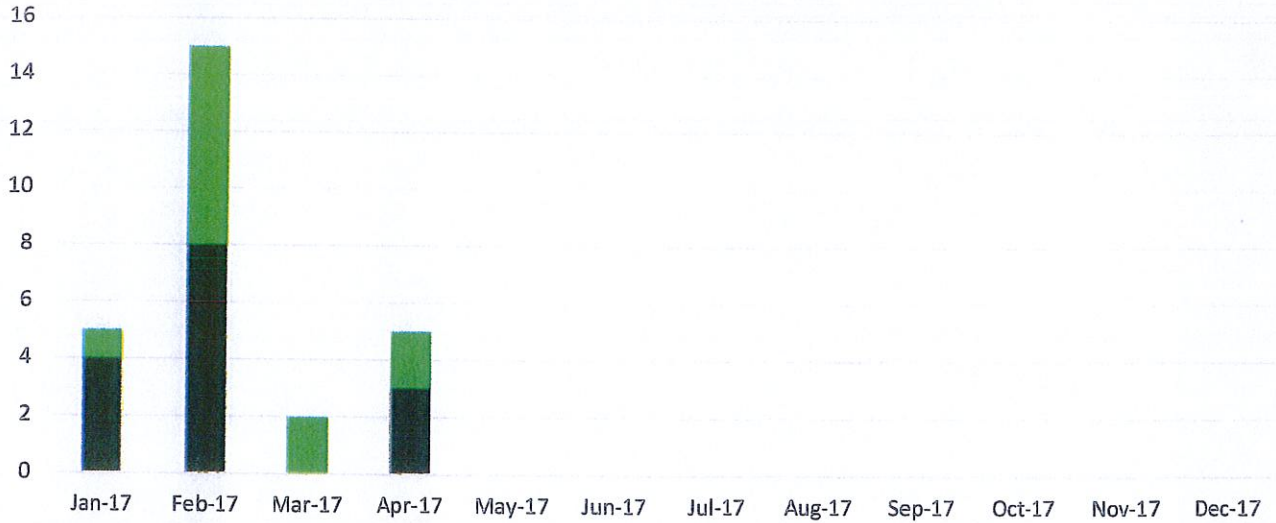


■ Absorbed by Program ■ MPF Payment

Registration Department Report

JULY 2017

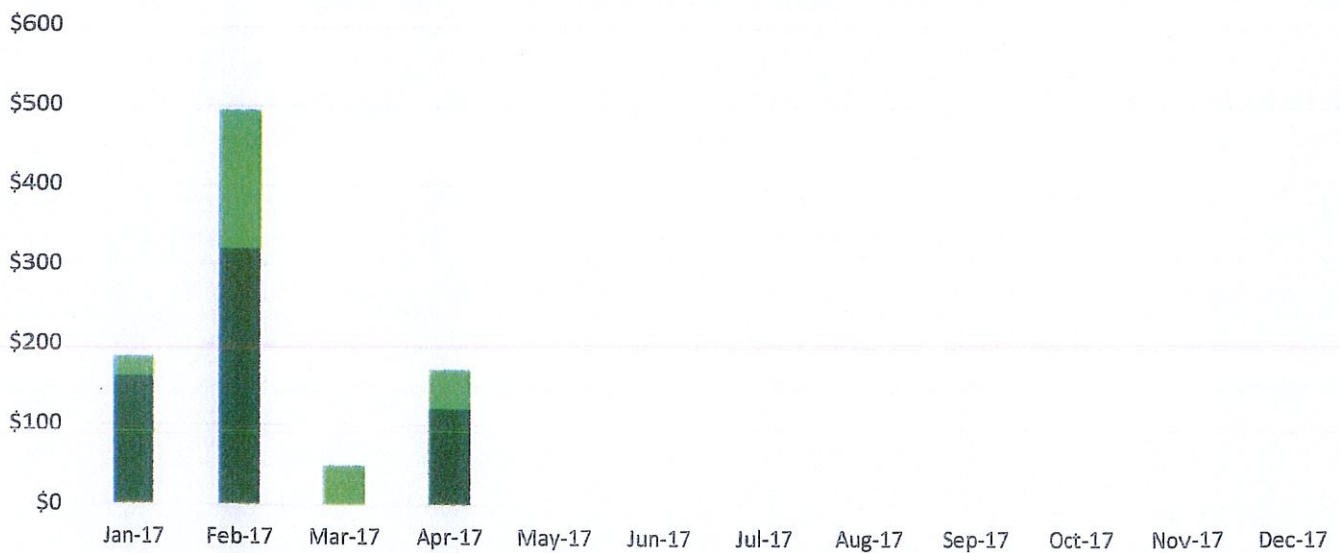
Garden Plot 2017 Monthly Registrations



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Small Plot	1	7	2	2	0	0	0					
Large Plot	4	8	0	3	0	0	0					

■ Large Plot ■ Small Plot

Garden Plot 2017 Monthly Revenue



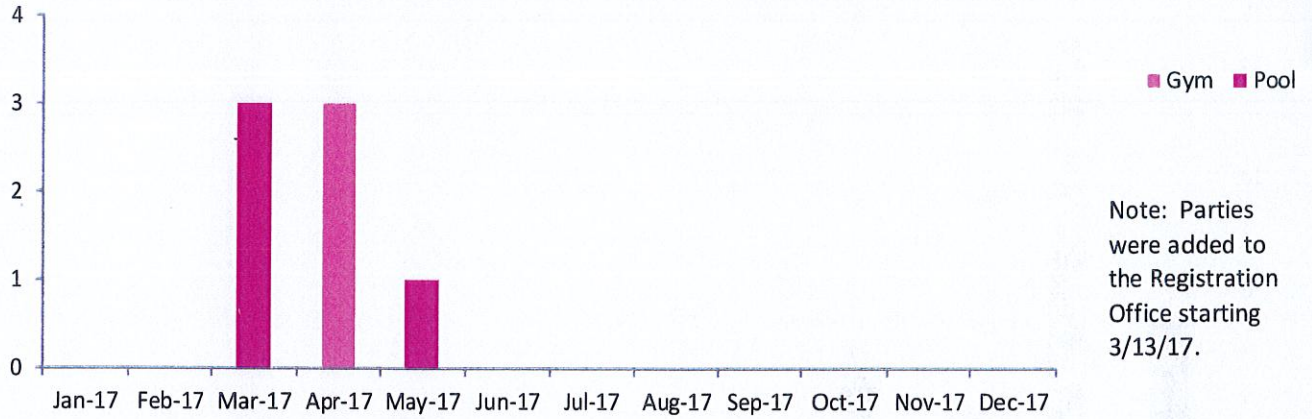
	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Small Plot	\$25	\$175	\$50	\$50	\$0	\$0	\$0					
Large Plot	\$160	\$320	\$0	\$120	\$0	\$0	\$0					

■ Large Plot ■ Small Plot

Registration Department Report

JULY 2017

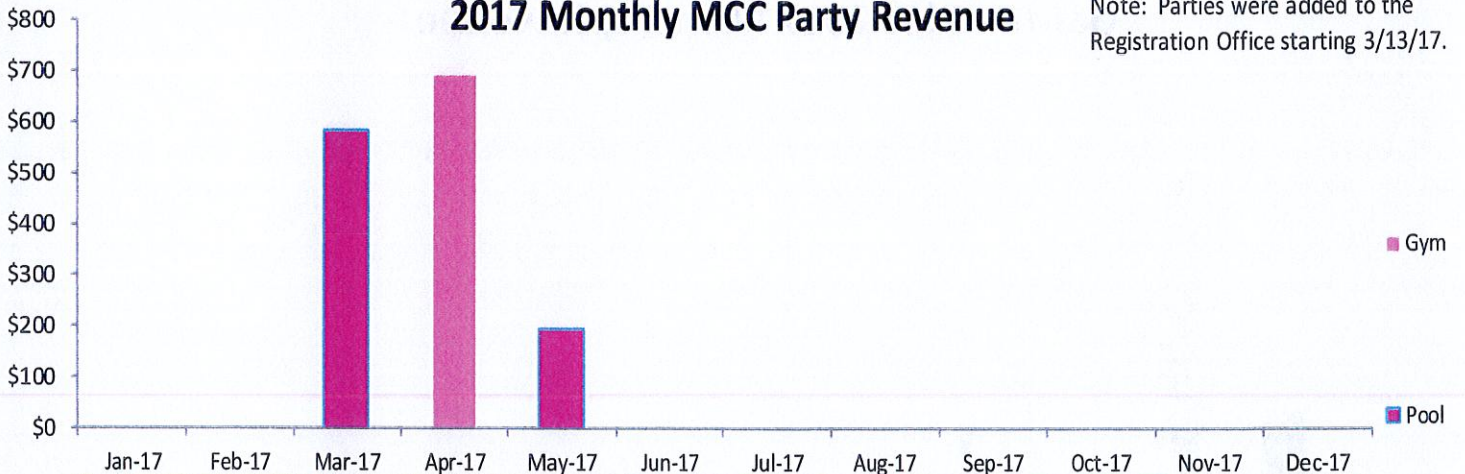
2017 Monthly MCC Party Rentals



Note: Parties were added to the Registration Office starting 3/13/17.

	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Gym			0	3	0	0	0					
Pool			3	0	1	0	0					

2017 Monthly MCC Party Revenue



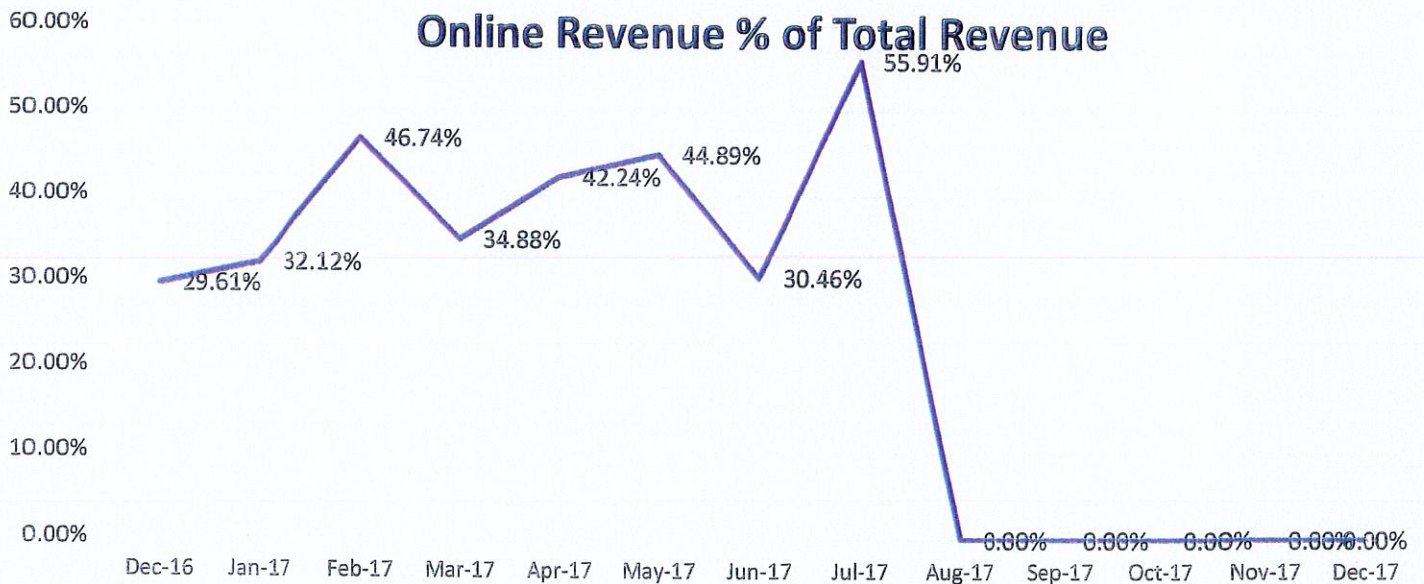
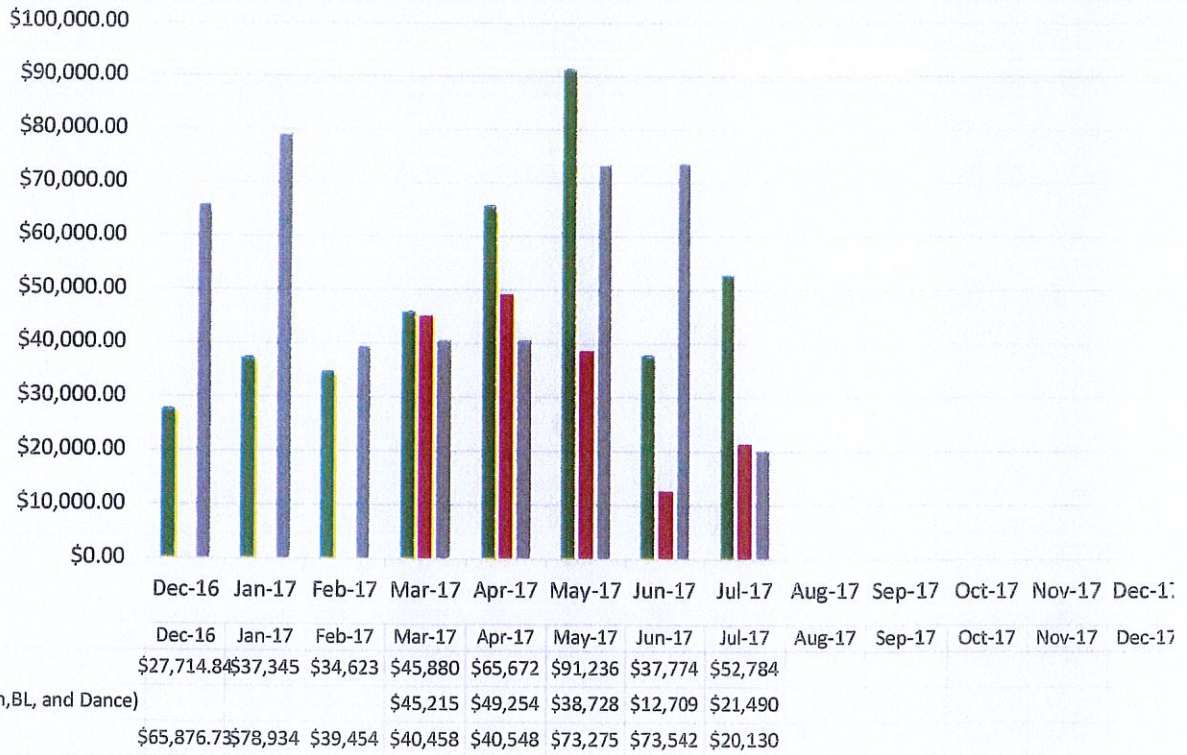
Note: Parties were added to the Registration Office starting 3/13/17.

	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Gym				\$691		\$0	\$0					
Pool			\$585		\$195	\$0	\$0					

Registration Department Report

JULY 2017

Online v Registration Office Cash Receipts Summary



Park View 5 Year Comparison - month of July		
	Year	
	2013	
Revenue	\$58,609	
Expense	\$47,002	
Difference		\$11,607
	2014	
Revenue	\$53,108	
Expense	\$45,743	
Difference		\$7,365
	2015	
Revenue	\$48,179	
Expense	\$57,188	
Difference		-\$9,009
	2016	
Revenue	\$29,426	
Expense	\$72,094	
Difference		-\$42,668
	2017	
Revenue	\$37,451	
Expense	\$45,037	
Difference		-\$7,586
Indoor Pool	2014	
Revenue	\$75,739	
Expense	\$18,910	
Difference		\$56,829
	2015	
Revenue	\$28,708	
Expense	\$21,023	
Difference		\$7,685
	2016	
Revenue	\$17,762	
Expense	\$31,130	
Difference		-\$13,368
	2017	
Revenue	\$12,778	
Expense	\$22,845	
Difference		-\$10,067

Premium Memberships 2017	January	February	March	April	May	June	July	Aug
Annual Memberships (Includes Add'l & add ons)								
Premium Annual	348	397	410	485	513	527	549	544
Ultimate (Closed - no longer offering)	240	258	182	88	64	31	11	0
Indoor Pool Annual	228	254	266	305	308	301	312	304
Group Exercise Annual	87	91	95	100	104	106	81	101
Child Care Annual	1	1	1	1	1	1	1	1
Track	246	258	256	254	247	248	250	245
Total	1150	1259	1210	1233	1237	1214	1204	1195
Monthly Memberships (Include Add'l and add ons)								
Premium Monthly	403	472	482	450	481	490	534	452
Indoor Pool Monthly	185	236	241	213	241	219	268	228
Group Exercise Monthly	99	116	123	119	133	116	140	119
Child Care Monthly	6	6	7	7	5	4	8	6
Track Monthly * Winter Special	3	3	0	0	0	0	0	0
Total	696	833	853	789	860	829	950	805
Person Training Memberships	23	48	47	33	50	38	46	33

Mundelein Parks & Recreation District

Memorandum

To: Board of Commissioners

From: Linda Miller, Superintendent of Business Services and Technology

RE: August 2017 Monthly Report

DATE: August 22, 2017

Finance

Long range financial planning worksheets were prepared for all the departments to aid in compiling forecasted results. The worksheets are to be completed by the department managers by early September. The summer volume is winding down, and we are getting ready for the 2018 Budget process.

Human Resources

Anthony Nitti completed the payrolls for the periods of 7/9/17 – 7/22/17 for 382 employees, 7/23/17 – 8/5/17 for 371 employees, and 8/6/17-8/19/17 for 348 employees. Recruiting continues for the positions of swim instructors and lifeguards for the Indoor Pool, a Dance Instructor, a Housekeeper, and a seasonal cook. Interviews are in progress for the Superintendent of Recreation. 2 Kidz Center attendants and 2 Boat Rangers were hired. He held a kick-off meeting for the PDRMA Step It Up Challenge encouraging employees to log 10,000 steps a day.

IT

IT continues to work on installing the remainder of the replacement computers scheduled to be updated for this year. The Long Term IT Plan is also in progress.

Risk Management

Employee Injury/Illness Report

July 25	Parkman	New floor at Regent, waxing, fell on back and hit head	No medical treatment to date
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Property Loss Report

July 14	\$740.50 - Roof	Ceiling dry wall above drinking fountain on the fitness floor has water damage – result of recent storm, 12 July? Roof leak? Dry wall will have to be replaced in the ceiling
July 14	\$11,080.00	Storm damaged the Wibit at the beach
August 1	\$41.94	Burn damage to surface of the basketball court at Leathers; requires patch and paint – Police Report

Accident/Incident Summary

July 8	Girl, ?	Program – sister watching her sibling in a program class in the gym; slipped and hit head on bleachers	First-aid
July 10	Boy, 8	Camp – playing and ran into another camper, hit head	First-aid
July 11	Boy, 5	Camp – fell on the gym floor, hitting head	First-aid
July 13	Boy, 6	Camp – swimming at BFB and kicked in the eye and head	First-aid
July 14	Boy, 12	Camp – jumping on to monkey bars at MG and bent finger back – swollen	First-aid
July 14	Boy, 9	Camp – field trip to water park in Des Plaines – hit head on water slide	First-aid
July 15	Adult Male	BFB – swimming laps and hit head on the wall, cut to the head	First-aid
July 24	Boy, 5	Camp - Sat forward on a roller chair at Fremont Library, slipped out from under him, hit head and mouth on the table, bit tongue	First-aid
July 25	Adult Female	Hit right shin on the hip abductor as she got off, swelling and bruise	First-aid
July 25	Girl, 7	Camp – child had orange caution cones on her hands and accidentally hit child in the eye	First-aid
July 26	Boy, 12	Camp – another camper kicked a basketball that was on the floor and hit camper in head, bump and headache	First-aid
July 27	Boy, 5	Camp – ball knocked child over and he hit the back of his head	First-aid
July 26		BFB – police called when young patrons were observed by a lifeguard consuming alcohol	Police responded
July 27	Girl, 7	Camp – fell off of bars and hit her head	First-aid
July 28	Boy, 11	BFB – one of our campers hit his head on the bottom of the pool while swimming and doing flips and displayed symptoms of concussion	EMS & transported, returned to Camp following Monday
August 2	Boy, 11	Beach – hit with a rock thrown by another child at the beach, laceration to side of the head	Police Report; EMS & transported
August 7	Adult, female	Parkview – as patron entered locker room from the indoor pool, slipped on wet floor and hit her left big toe, no bleeding	First-aid

Monthly Summary

The training in August was fire extinguisher safety and use. Integrity Environmental has been assigned to prepare a Spill Prevention Control and Containment Plan for both Parks and Golf Maintenance. The plan must be prepared by a professional engineer registered in the State of Illinois who certifies the plan in compliance with the EPA regulations.