





AUGUST 2021 Board Report





GLENCOE PARK DISTRICT Regular Board Meeting Tuesday, August 3, 2021 | 7:00pm Zoom Video/Audio Conference or In-Person

Consistent with the requirements of the Illinois Compiled Statutes 5 ILCS 120/1 through 120/6 (Open Meetings Act), notices of this meeting were posted. Location of the meeting is Takiff Center, 999 Green Bay Rd, Glencoe, IL 60022

The Board of Park Commissioner's President determined that an in-person meeting is not practical or prudent due to the issuance by the Governor of a disaster declaration related to public health concerns in all or a part of the jurisdiction of the District, and the President stated that physical presence at the meeting location was determined by the District to be unfeasible due to the disaster. If you prefer to attend in-person, please enter Takiff Center around the back at the main entrance. Please note that Commissioners will be attending via Zoom, and Executive Director Lisa Sheppard will be attending in-person.

<u>AGENDA</u>

- I. Call to Order
- II. Roll Call
- III. Consent Agenda Items
 - A. Minutes of July 20, 2021 Regular Board Meeting (pgs. 4-7)
- IV. Matters from the Public
- V. Presentation of the IPRA/IAPD Community Service Award to Betsy Liebson (pgs. 8-9)
- VI. Discussion on West Park Design (pg. 10)
- VII. Approval of Resolution of Authorization for OSLAD Grant for West Park (pgs. 11-17)
- VIII. Approval of a Lease Agreement for a portion of West Park from District 35 (pgs. 18-36)
 - IX. Approval of up to \$65,000 to make repairs to the cooling floor at Watts (pgs. 37-38)
 - X. Update on Website Redesign (pgs. 39-66)
- XI. Other Business
- XII. Executive Session
 - A. Selection of a person to fill a vacancy on the Park Board 5ILCS 120/2 (c)(3)

XIII. Adjourn

Three Ways to Join this Meeting on Zoom

Meeting ID: 880 0363 5145 Password: 999

Via Phone Dial In 312-626-6799

Via Computer

Go to Zoom.us, Click 'Join a Meeting', Enter the Meeting ID and Password above

Via SmartPhone

If you don't already have the app, go to your smartphone's app store and load 'Zoom Cloud Meeting' (free)

Livestream via YouTube

Option 1: Copy/paste this link into your browser: https://www.youtube.com/c/ GlencoeParkDistrict

Option 2: Go to YouTube.com and search Glencoe Park District

The Glencoe Park District is subject to the requirements of the Americans with Disabilities Act of 1990. individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or facilities, are asked to contact the Park District at 847-835-3030. Executive Director email: Isheppard@glencoeparkdistrict.com

The Board of Park Commissioners welcomes public comments during all meetings.

Option 1: Via Zoom Video - Attend the Zoom meeting via video and utilize the "raise hand" feature to indicate a desire to speak during Matters from the Public.

Option 2: Via Zoom Dial In Attend the Zoom meeting via Dial In (audio only) and vocalize your desire to speak once prompted that it is Matters from the Public.

Option 3: In Person at the meeting at Takiff Center

Kev rules

governing participation

All comments will be limited to three (3) minutes per person and no longer than 30 minutes for all comments.

III. Consent Agenda Items

Section 2.06(b) of the Open Meetings Act allows a public entity to approve minutes either within 30 days after the relevant meeting OR at the public body's second subsequent regular meeting, whichever is LATER. For consistency, all minutes will be approved at the subsequent Regular Board Meeting.

Items on the Consent Agenda are representative of routine actions by the Board of Directors or staff. Members of the Board of Park Commissioners are invited and encouraged to call the Executive Director prior to the meeting with any questions about consent agenda items.

The Board President asks for a motion to adopt the consent agenda items. However, if any member of the Board wishes to discuss any item on the consent agenda, for *any* reason whatsoever, he or she may ask that the item be removed from the consent agenda and the President will change the agenda per the request.

The Executive Director recommends approval of the consent agenda.

Glencoe Park District
August 2021 Board Meeting

MINUTES OF JULY 20, 2021 REGULAR BOARD MEETING GLENCOE PARK DISTRICT 999 GREEN BAY ROAD. GLENCOE. ILLINOIS 60022

Commissioner Boron attended via Zoom following the extended Governor's public meeting regulations. Boron confirmed she could see and hear.

The meeting was called to order at 7:02pm and roll was called. All commissioners gave permission to be recorded.

Commissioners present: Staff present:

Lisa Brooks, President

Stefanie Boron, Vice President

Bart Schneider, Commissioner

Lisa Sheppard, Executive Director/Secretary

Chris Leiner, Director of Parks/Maintenance

John Cutrera, Director of Finance/HR

Bobby Collins, Director of Recreation/Facilities

<u>Commissioner absent</u>: Erin Classen, Supt. of Marketing/Comm.

Michael Covey, Treasurer Jenny Runkel, Administrative Assistant

Members of the public in attendance who signed in or spoke: Susan Goldstein, Michael La Porte

<u>Consent Agenda</u>: A motion was made by Commissioner Schneider to approve the consent agenda items as presented including Minutes of June 15, 2021 Finance Committee of the Whole Minutes, Minutes of June 15, 2021 Regular Board Meeting, Minutes of July 6, 2021 Committee of the Whole Meeting, and Approval of the Bills. Commissioner Boron seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Boron, Schneider, Brooks

NAYS: None ABSENT: Covey

The motion passed.

<u>Matters from the Public</u>: Executive Director Sheppard read an email from Adam Weinberg which indicated his opposition to the West Park Project citing he felt the project was rushed, questioned the need for pickleball, not transparent, squanders tax payers' funds, and felt the Lakefront Park tennis courts should be prioritized over West Park.

West Park Renovations presentation and Community Input: A presentation was made by Executive Director Sheppard and Director of Parks Leiner. This project was included in the 3-5 Year Master Plan and suits the requirements of the OSLAD grant. Also reviewed were project goals, existing conditions, potential project funding, concepts not being considered, concepts being considered, and the next steps. Staff answered Board questions.

West Park Community Input: Susan Goldstein and Michael La Porte gave feedback on the project presentation. Comments included add a senior gathering space with a shade structure, move the T-ball field to another area in the park, the email from Adam Weinberg is absurd, support of turf, would be nice to have the K-field dedicated to girls who are currently playing on an adult field with bases moved in, landscape with native species and a micro-prairie next to the discovery area, add a walkway to link the lagoons, permeable walkway preferred, no fitness stations, remove buckthorn screen and replace with native species, and low lights preferred.

<u>Financial Report</u>: Four months of the fiscal year are complete. Director Cutrera clarified detail included in the reports and shared extra information. The additional year in the comparison report is due to COVID. Day care includes the grant funds. The beach numbers look fantastic. The summary change for Rec/Admin/Takiff is due to transfers in previous years, although the transfer for this year was delayed and is under action items tonight. In response to President Brooks question, the District is currently invested in CD's, although staff are looking into government bonds which will instigate Board discussion in the future.

Executive Director Report: It's nice to get back to normal, the proof of which is seen in full registration of 250 attendees for the Overnight Beach Campout and the uptick in attendance at our special events. One early childhood camp needed to quarantine due to one child with COVID. The Parks Team did an amazing job handling a sewer line break at the beach. Fourth of July was a great event and we are looking forward to Labor Day fireworks. A Lakefront Advisory Group meeting is scheduled for August 10. Hiring is our biggest obstacle in day care; a nation-wide challenge. Staff are looking for creative solutions and will bring them to the Board for discussion at the next committee meeting. We are close to hiring our first dedicated HR Manager.

Commissioner Boron noted high enrollment for next year and that COVID hit every private camp in the area this week.

Sheppard thanked the Duke Park neighbor for their patience while staff solved the squeaky train issue. For the West Park Community Input meetings, Superintendent Classen sent out a letter to neighbors, posted signs around town, and all social media. We are also considering sending out a survey to our database to receive input from community members who live across town from West Park. Sheppard responded to President Brooks question regarding the school district's role. Staff are currently working on the OSLAD portion of the project. The school district will need to give the park district an easement followed by discussion of elements the school would like included in the project. The school board is aware of the project. Only the elements discussed tonight will be part of the OSLAD grant. The fitness stations, shelter, council ring, and turf were school ideas to push outdoor classroom space currently trending.

Action Items:

<u>Approval of Annual Treasurer's Report</u>: A motion was made by Commissioner Schneider to approve the Annual Treasurer's Report as presented. Commissioner Boron seconded the motion. No discussion ensued. Roll call vote taken:

AYES: Boron, Schneider, Brooks

NAYS: None ABSENT: Covey

The motion passed.

Approval of Resolution No. 928 to Commit \$300,000 of Corporate Fund Balances for Future Capital Projects: A motion was made by Commissioner Schneider to approve Resolution No. 928 to commit \$300,000 of Corporate Fund balances for future capital projects as presented. Commissioner Boron seconded the motion. No discussion ensued. Roll call vote taken:

AYES: Boron, Schneider, Brooks

NAYS: None ABSENT: Covey

The motion passed.

Approval of Idle Free Resolution No. 929: A motion was made by Commissioner Schneider to approve the Idle Free Resolution No. 929 as presented. Commissioner Boron seconded the motion. The Park District had Idle Free Zone signs posted prior to the Village/District 35, but didn't have an official resolution. Roll call vote taken:

AYES: Boron, Schneider, Brooks

NAYS: None ABSENT: Covey

The motion passed.

Approval to move the August 17 Regular Board Meeting to August 3 at 7:00pm, cancel the Regular Committee Meeting on August 3, and change the September 21 Regular Board Meeting to September 20 at 7:00pm: A motion was made by Commissioner Schneider to approve moving the August 17 Regular Board Meeting to August 3 at 7:00pm, canceling the Regular Committee Meeting on August 3, and changing the September 21 Regular Board Meeting to September 20 at 7:00pm as presented. Commissioner Boron seconded the motion. Sheppard thanked the Board for changing the November Board meeting date, which is during NRPA conference. Roll call vote taken:

AYES: Boron, Schneider, Brooks

NAYS: None ABSENT: Covey

The motion passed.

Other Business: There was no other business.

<u>Adjourn</u>: Commissioner Schneider moved to adjourn the meeting at 8:11pm. Commissioner Boron seconded the motion, which passed by unanimous voice vote.

Respectfully submitted,
Lisa M. Sheppard
Secretary

V. Presentation of the IPRA/IAPD Community Service Award to Betsy Liebson

Glencoe Park District August 2021 Board Meeting

MEMORANDUM

TO: Board of Park Commissioners

FROM: Lisa Sheppard, Executive Director and Chris Leiner, Director of Parks & Maintenance

SUBJECT: IPRA/IAPD Community Service Award

DATE: July 21, 2021

This award is in recognition of Betsy Liebson's outstanding ongoing volunteer contributions to the Glencoe community. In Betsy's various roles with the Friends of the Green Bay Trail, she has dramatically improved the conditions of public lands throughout Glencoe.

Her continual drive to educate community members on the best practices for natural area management has been instrumental in paving the way for restoration initiatives and improvements throughout the community.

Through these efforts, a strong partnership has developed between Friends and Glencoe Park District, with the result being an improvement in the health of public lands throughout Glencoe and an increase in the recreational opportunities available to the entire community.

Betsy's talented and driven advocacy for sustainable land management and conservation has built a collective of like-minded individuals. This group will have a long-lasting impact on the quality of the environment and parks in Glencoe for a generation.

Betsy truly embodies the spirit of volunteerism by bringing her fellow residents together to improve the community.



VI. Discussion on West Park Design Presented at the Board Meeting

Glencoe Park District
August 2021 Board Meeting

VII. Approval of Resolution of Authorization for OSLAD Grant for West Park

Glencoe Park District August 2021 Board Meeting

MEMORANDUM

TO: Board of Park Commissioners

FROM: Lisa Sheppard, Executive Director and Chris Leiner, Director of Parks and Facilities **SUBJECT:** Resolution of Authorization for the State of Illinois Department of Natural Resources

(IDNR) Open Space Land and Development (OSLAD) Grant Application for West Park

DATE: July 26, 2021

At the June Committee Meeting, the Board came to a consensus to move forward with applying for an OSLAD grant for West Park. The memo from that meeting is Attachment A.

Staff sent a letter (Attachment B) to the neighbors of this park, regarding this project and invited any interested community members to attend the July Board meeting in order to review and make comments on the project concept. In addition, we will be holding a Community Meeting on August 3 at 6:00pm to review the architectural conceptual design with the community and gather any feedback. This feedback will be reported to the Board at the August Board meeting.

The types of elements proposed that may make this a competitive OSLAD project include:

- Walking loop/ADA park access
- Replacement of the existing tennis courts and possible redesign of one court to two dedicated pickleball courts
- Replacement of the existing Pony baseball field/backstop to include a synthetic turf infield
- Updates to the K-field backstop
- Update of drinking fountain
- Improved park/field drainage

Park District staff is **not** recommending the following elements:

- Sports field lighting
- Permanent outfield fence
- Changes to parking on Cherry Tree Lane

To complete the Open Space Land and Development (OSLAD) Grant Application for the West Park Project, a Resolution of Authorization must be adopted by the Board.

Action Item:

Recommended Motion: Staff recommends that the Board adopt the Resolution of Authorization for the State of Illinois Department of Natural Resources (IDNR) Open Space Land and Development (OSLAD) Grant Application for West Park renovation project and authorize Executive Director Sheppard to sign the agreement.



OSLAD Grant Program Resolution of Authorization

Form OS/DOC-3

Applicant (Sponsor) Legal Name: GLENCOE PARK DISTRICT		
Project Title: WEST PARK		
The GLENCOE PARK DISTRICT (Sponsor) hereby certifies and acknowledges that it has the sufficient funds necessary (includes cash and value of donated land) to complete the pending OSLAD project within the timeframes specified herein for project execution, and that failure to adhere to the specified project timeframe or failure to proceed with the project because of insufficient funds or change in local recreation priorities is sufficient cause for project grant termination which will also result in the ineligibility of the local project sponsor for subsequent Illinois IDNR outdoor recreation grant assistance consideration in the next two (2) consecutive grant cycles following project termination.		
Acquisition and Development Projects		
timeframe is two years as is specified in the pro- be submitted within 45 days of the grant expiration submitted within one year of the grant expiration	pleted within the timeframe established. The OSLAD ject agreement. The Billing Certification Statement must ration date and the last reimbursement request must be a date. Failure to do so will result in the Project Sponsor is IDNR from further payment obligations on the grant.	
The GLENCOE PARK DISTRICT (Sponsor) further acknowledges and certifies that it will comply with all terms, conditions and regulations of 1) the Open Space Lands Acquisition and Development (OSLAD) program (17 IL Adm. Code 3025); 2) the Illinois Grant Funds Recovery Act (30 ILCS 705); 3) the federal Uniform Relocation Assistance & Real Property Acquisition Policies Act of 1970 (P.L. 91-646) and/or the Illinois Displaced Persons Relocation Act (310 ILCS 40 et. seq.), as applicable; 4) the Illinois Human Rights Act (775 ILCS 5/1-101 et.seq.); 5) Title VI of the Civil Rights Act of 1964, (P.L. 83-352); 6) the Age Discrimination Act of 1975 (P.L. 94-135); 7) the Civil Rights Restoration Act of 1988, (P.L. 100-259); and 8) the Americans with Disabilities Act of 1990 (PL 101-336); and will maintain the project area in an attractive and safe condition, keep the facilities open to the general public during reasonable hours consistent with the type of facility, cease any farming operations, and obtain from the Illinois DNR written approval for any change or conversion of approved outdoor recreation use of the project site prior to initiating such change or conversion; and for property acquired with OSLAD assistance, agree to place a covenant restriction on the project property deed at the time of recording that stipulates the property must be used, in perpetuity, for public outdoor recreation purposes in accordance with the OSLAD programs and cannot be sold or exchanged, in whole or part, to another party without approval from the Illinois DNR, and that development at the site will commence within 3 years. BE IT FURTHER PROVIDED that the GLENCOE PARK DISTRICT (Sponsor) certifies to the best of its knowledge that the information provided within the attached application is true and correct.		
This Resolution of Authorization has been duly discussed and adopted by the GLENCOE PARK DISTRICT (Sponsor)		
on the 3 day of AUGUST (month),	2021 (year)	
	LISA SHEPPARD Name (printed / typed)	
Attested by: CHRIS LEINER		
Date: 8/3/2021	Signature EXECUTIVE DIRECTOR	
<u> </u>	Title	

TO: Board of Park Commissioners

FROM: Lisa Sheppard, Executive Director and Chris Leiner, Director of Parks and Facilities

SUBJECT: Discussion on Potential OSLAD Grant Submission for West Park

DATE: June 28, 2021

GRANT OPPORTUNITY:

On June 24, 2021 the Illinois Department of Natural Resources (IDNR) began formally indicating that based upon significant public and political support, the State of Illinois will be running the IDNR Open Space Land Acquisition and Development Grant (OSLAD) program. The budget appropriation of \$28 million supporting the grant program was signed into law on June 17, 2021.

The grant cycle will run from July 15, 2021, through September 1, 2021. There is enough funding for 85 projects; this cycle is in addition to a Land and Water Conservation Grant Program (LCWF). When the LWCF program has historically been run concurrently to OSLAD, most land acquisition OSLAD submissions have been funded from this program. Effectively, this means there will likely be 85 development projects awarded the \$400,000 via OSLAD.

Staff believes this OSLAD cycle will be unique, as many of the agencies that would potentially submit a grant may not be in the financial position to do so at this time. Furthermore, the accelerated timeline requires quick action that some districts are unable execute.

PROJECT SITE:

Based on our existing infrastructure needs and what can be considered "competitive" for grant submittal, staff is proposing developing a master plan for the West Park/School site. The Park District has identified in our three-year capital project plans, infrastructure and ADA improvements that are needed, but we do not have a site master plan ready for submission for the OSLAD program.

We propose working in collaboration with District 35 on this project. The master plan/grant development process would be jointly funded by the Glencoe Park District and District 35; however, we would need to be the agency submitting for the OSLAD grant.

If the grant was awarded, the shared amenities would be jointly funded by both Districts. District 35 would also use the opportunity to leverage the construction process to update several outdoor spaces that would be funded only by District 35 on school property.

PROFESSIONAL SUPPORT:

Based on the grant award cycle timeline, this project will likely be completed starting in spring 2023. We are recommending a change in landscape architecture firms for this project. Our current landscape design firm's staffing is in flux. The two principals of the firm are semi-retired. Staff believes it would be prudent not to develop a long-term plan with a firm whose expertise and staffing levels are in transition.

As this grant cycle is accelerated, staff recommends using Hitchcock Design Group for this site master plan process. Hitchcock is well established landscape architecture firm with a proven track

record of developing winning OSLAD grant projects. In the last two OSLAD grant cycles, Hitchcock's clients were awarded 39 grants out of a total of 40 submissions.

The District previously used this firm for our comprehensive master plan, Berlin Field, Phil Thomas Playground, and Kalk Park Phase I. Hitchcock effectively developed the framework from which the District's capital projects were drawn in the last five years.

Hitchcock knows Glencoe infrastructure and has proven to be successful in Glencoe; therefore, staff is recommending retaining this firm if we wish to proceed with this grant submission.

TIMING:

The grant application is due September 1, 2021. Before the grant can be submitted, the Park District must hold a public comment meeting to review the concept, and the Board of Park Commissioners must vote on a resolution to direct Lisa Sheppard to submit the grant.

Grants are typically awarded in January; project construction would begin in late spring of 2023.

Based on staff's contacts with the IDNR, we have been planning for this potential grant opportunity. Staff met with the leadership team of District 35, and they are onboard with pursuing the grant opportunity. If we so choose, Hitchcock is ready to begin this process immediately.

FUNDING:

The Park District would need to commit \$400,000, at a minimum, to match the grant amount of \$400,000. Staff believes to develop a competitive project; the project scope would have to increase. Therefore, we asked District 35 to partner with us on this project because of the joint use of this property. With matching funds from District 35 at a minimum of \$400,000, if awarded, the grant project will have a total construction budget between \$1-1.5 million. This was similar to the cost of Duke Park and the Trail project.

The construction phase of the project would be scheduled to begin in late spring of 2023. In the park District's 3 Year Capital Plan in 2023, there is a projected surplus of \$2,616,000 upon the competition of Watts. This funding amount is based on a conservative estimate, including no additional future fund transfers.

Effectively, the Park District would receive the benefit of a \$1-1.5 million-dollar project for an investment of \$400,000 to \$500,000.

By submitting an OSLAD application, the District will be headed down the road of completing the project, but will not be past the point of no return on costs or timeline.

West Park was not currently slated for renovations in 2023. By leveraging District 35 and OSLAD grant dollars, the project could be advanced.



CONCEPT ELEMENTS:

The types of elements proposed that may make this a competitive OSLAD project include:

- Walking loop/ADA park access
- Replacement of the existing tennis courts and possible redesign of one court to two dedicated pickleball courts
- Replacement of the existing Pony baseball field/backstop to include a synthetic turf infield
- Updates to the K-Field backstop
- Update of drinking fountain
- Improved park/field drainage

The goal of tonight's discussion is not to design the project. Staff needs consensus to apply for the OSLAD grant for this project and move forward in developing an agreement with Hitchcock to begin the process.

HITCHCOCK'S AGREEMENT:

Included in this packet is an agreement with Hitchcock Design. The amount of the agreement is within the purchasing authority of the Executive Director, so no formal vote is needed. However, staff is seeking consensus on applying for the OSLAD grant prior to moving forward.



July 7, 2021

Dear Neighbor:

We're pleased to announce that the Glencoe Park District Board of Commissioners approved developing a plan for renovations to West Park.

With the exception of the playground area, most of the other recreation amenities at West Park are close to the end of their useful life. As part of the planning process, the Board of Commissioners is considering repairs/updates to the following existing amenities:

- Tennis Courts (including exploring pickle ball courts)
- Baseball field/dugouts (including exploring the use of a synthetic turf infield)
- Repairs/updates to access recreational amenities to meet current ADA legal standards, including linking the ball fields and tennis courts to the public sidewalk system via a passive use walking loop.
- Park drainage
- Drinking Fountain

The following concepts are **NOT** being considered for West Park:

- Sports Field Lighting
- Permanent Outfield Fence
- Changes to parking on Cherry Tree Lane

The Board would like to invite the community to learn about the process and comment on the proposed renovations for West Park at the July 20, 2021 Board of Commissioners meeting held at the Takiff Center at 7 p.m.

A draft concept plan will be unveiled to the community for additional comment at a **special community meeting on August 3, 2021, at 6 p.m.** at the Takiff Center.

If you cannot attend the meetings but would like your ideas shared with the Board, please email the Park District's Executive Director, Lisa Sheppard, at Isheppard@glencoeparkdistrict.com.

If you have any questions or concerns, please feel free to contact the Park District at (847) 835-3030.

Sincerely,

Lisa Sheppard, CPRP Executive Director

VIII. Approval of a Lease Agreement for a portion of West Park from District 35

Glencoe Park District August 2021 Board Meeting

MEMORANDUM

TO: Board of Park Commissioners

FROM: Lisa Sheppard, Executive Director and Chris Leiner, Director of Parks and Facilities

SUBJECT: Approval of Lease Agreement District 35 West Park

DATE: July 28, 2021

At the June 1, 2021 Committee Meeting, the Board reached a consensus to pursue an OSLAD (Open Space Land Acquisition and Development) grant for West Park. As part of that process, the Park District and District 35 must legally formalize a handshake agreement from 1957 on the recreation amenities located at West Park. Currently, 2/3 of the tennis courts at West Park are located on District 35 owned property. This property previously belonged to the Park District and was transferred to District 35 for the construction of West School.

As part of the OSLAD process, the Park District must formally lease any property included in the grant's scope. The lease ensures the IDNR (Illinois Department of Natural Resources) that the amenities will be in place for the term of the OSLAD agreement. In the case of tennis courts, the IDNR specifies that the courts will have a 25-year useful life expectancy, which dictates the term of the agreement to be 25 years. This lease will not change the historical use or upkeep of the courts or other recreation amenities.

Recommended Motion: Staff recommends that the Board approve the lease agreement with District 35 for the area adjacent to West School as shown in the attached documents.



LEASE BY AND BETWEEN GLENCOE SCHOOL DISTRICT 35 AND THE GLENCOE PARK DISTRICT

THIS LEASE BY AND BETWEEN GLENCOE SCHOOL DISTRICT 35 AND THE GLENCOE PARK DISTRICT ("Lease") is entered into by and between Glencoe School District 35, and Illinois public school district ("School District") and the Glencoe Park District, an Illinois park district ("Park District").

WITNESSETH

WHEREAS, the School District owns certain real estate commonly known as West School in Glencoe, Illinois, which is approximately 4.68 acres in size ("School Parcel") and is depicted on the Plat of Survey attached hereto as Exhibit A; and

WHEREAS, the Park District owns certain real estate commonly known as West Park in Glencoe, Illinois, which is approximately 2.91 acres in size ("Park Parcel") and is depicted on Exhibit B hereto; and

WHEREAS, the School Parcel and Park Parcel are contiguous and together comprise a larger parcel known as PIN 04-12-200-031 ("Subject Parcel"); and

WHEREAS, over time, certain recreational amenities have been developed on portions of the of the Subject Parcel; and

WHEREAS, the School District and Park District desire to ensure that the 1.48 acre portion of the School Property depicted on the document entitled "West Lake School Area" attached hereto as Exhibit C continues to be used for outdoor recreation purposes ("Premises"); and

WHEREAS, the School District and Park District further desire to identify the rights and responsibilities of the respective parties pertaining to the Premises; and

WHEREAS, the School District and the Park District are authorized to enter into this Lease pursuant to Article VII, Section 10 of the 1970 Constitution of the State of Illinois, the Illinois Intergovernmental Cooperation Act, 5 ILCS 220/1, et seq., the Illinois School Code 105 ILCS 5/10-22.11, and the Illinois Park District Code, 70 ILCS 1205/8-16; and

WHEREAS, the School District Board of Education and the Park District Board of Commissioners find that the public health, safety and welfare would be best served by entering into this Lease; and

WHEREAS, the School District Board of Education finds that the use of such Premises will not be needed by the School District during the term of this Lease.

NOW THEREFORE, it is hereby agreed by and between the School District and the Park District as follows:

- 1. <u>INCORPORATION OF RECITALS.</u> The recitals hereto, as set forth above are incorporated herein by reference and are made part hereof.
- **LEASE AND TERM.** In consideration of Ten and No/100 Dollars (\$10.00) cash in hand paid, the receipt of which is hereby acknowledged, the School District agrees to and does hereby demise and lease the Premises to the Park District for a period of twenty-five (25) years from September 1, 2021 through August 31, 2046. It is the intention of the parties that the Premises be used by the Park District for outdoor recreation purposes for the entire term of this Lease. Provided, however, that if the Park District has not been notified that it has received an OSLAD grant related to the Premises by December 31, 2022, either Party may terminate this Lease upon thirty (30) days written notice to the other party.

3. <u>USE OF PREMISES.</u> The Park District shall have the continuing authority to erect and maintain outdoor recreational amenities and improvements on the Premises, which shall be under the exclusive control and supervision of said Park District so long as the Premises are operated and maintained by the Park District for public outdoor recreation purposes. Notwithstanding the foregoing, the School District shall have first priority access to use the Premises at any time for school purposes, including, but not limited to, on school days when school is in session. In addition, the School District retains the right, at any time, to access the Premises as necessary for ingress and egress purposes to and from the School Parcel.

The Park District must obtain the School District's written consent to make any improvements, install any structures, or otherwise conduct any work on the Premises, other than routine maintenance and necessary repairs. The parties must mutually agree upon a date and time for performance of any such work to ensure minimal disruption to the parties' operations.

The Park District covenants to keep the Premises, in good order, repair and condition, at its sole cost and expense. The School District shall not be obligated to make repairs, replacements or improvements of any kind upon or to the Premises, or any equipment, facilities or fixtures contained therein or serving the Premises, all of which shall be the sole cost and responsibility of Park District.

The Park District shall not use, store, generate, treat, transport or dispose of any environmentally hazardous, toxic, or dangerous substance, waste or material in or upon the Premises.

The Park District shall cause no damage to the Premises and shall keep the same in good condition, ordinary wear and tear excepted.

The School District makes no warranty or representation about the condition of the Premises. The Park District acknowledges that it is familiar with the Premises and that it is in good condition and meets its needs for its operations.

In accordance with the Prevailing Wage Act, every contractor and subcontractor performing work at or upon the Premises shall pay prevailing wages as established by the Illinois Department of Labor for each craft or type of work needed to execute the contract in accordance with 820 ILCS 130/.01 et seq. The prevailing rate of wages are revised by the Department of Labor and are available on the Department's official website. The Park District shall pay all costs for any work done on the Premises during the term of this Lease and not permit any lien to stand against the Premises or the School District's public funds. To the extent the School District incurs costs to maintain the Premises or cause a lien to be removed, the Park District shall promptly reimburse the School District for such costs.

4. REMOVAL OF IMPROVEMENTS. At the termination of this Lease, by lapse of time or otherwise, the Park District shall remove and is hereby granted the right to remove any structures and improvements erected upon the Premises under this Lease. In case of the total or partial destruction of any structures or improvements erected on the Premises, the Park District is hereby granted the right to rebuild or repair, and if it sees fit so to do, the right to remove from and sell any portion of said structures or improvements not destroyed. Any portion of said structures or improvements not rebuilt or repaired and all debris or wreckage incident thereto, shall be removed from the Premises by the Park

District within a reasonable time after a total or partial destruction thereof. At the end of the term of this Lease and any extension, the Park District shall repair all damage and leave the Premises and building in a usable condition for the future use by the School District.

- **COMPLIANCE WITH LAWS.** The Park District agrees, for itself and its contractors, agents, employees, members, guests and invitees that it shall fully comply with all applicable Illinois state and local laws, ordinances and governmental regulations, and shall not make any use of the Premises which, directly or indirectly, is forbidden by Illinois state or local law, ordinance or governmental regulation, or which may be dangerous to life, limb or property, or which may invalidate or increase the premium cost of any policy of insurance carried on the Premises or covering the operation of the Premises.
- **BREACH AND REMEDY.** Except in the case of an emergency, in the event either party deems that there has been a breach of this Lease, the party alleging a breach will provide 30 days' notice to the other party to remedy the breach. In the event the breaching party fails to remedy the breach within in the 30-day period, the party alleging the breach may either remedy the breach or seek any appropriate remedy at law or in equity. In the case of a genuine emergency, the party alleging the breach may take steps to remedy the breach before the expiration of the 30-day notice provision and the other party shall pay all costs to remedy the breach.
- **REAL ESTATE TAXES.** The Park District shall be responsible for all taxes and fees, if any, specifically identified and levied or assessed against the Premises as a result of the Park District's use thereof. The Park District shall promptly pay such taxes and

fees upon demand. If the Park District fails to make such payment, the School District may make such payment and the Park District shall be responsible for reimbursing the School District for all costs and fees, including attorneys' fees incurred by the School District related to making such payment and obtaining reimbursement thereof from the

- **SUCCESSORS AND ASSIGNS**. Subject to the limitations of the second sentence of this paragraph, each provision hereof shall bind, extend to and inure to the benefit of the parties and their respective heirs, administrators, devisees, legal representatives, successors and assigns. The foregoing notwithstanding, this Lease shall not inure to the benefit of any assignee, heir, administrator, devisee, legal representative, transferee or successor of the Park District except upon the prior written consent of the School District in its sole discretion.
- **9. NOTICES.** Any notices required by this Lease shall be in writing and shall be hand delivered, sent by certified mail, return receipt requested, or by a nationally recognized overnight courier service as follows:

To Park District: Executive Director T

Park District.

Glencoe Park District 999 Green Bay Road Glencoe, IL 60022 To School District: Superintendent

Glencoe School District 35 620 Greenwood Avenue Glencoe, IL 60022

- 10. **GENERAL PROVISIONS.** This Lease is subject to the following general provisions:
 - a. The rights and remedies hereby created are cumulative and the use of one remedy shall not be taken to exclude or waive the right to the use of another.
 - b. This Lease embodies the entire agreement of the parties. There are no promises, terms, conditions, or obligations other than those contained herein and this Lease

shall supersede all previous communications, representations or leases, either verbal or written, between the parties hereto, except as expressly provided herein.

- c. This Lease shall be governed by the laws of the State of Illinois and jurisdiction for any litigation shall be in the Circuit Court of Cook County, Illinois.
- d. If any portion of this Lease is deemed unenforceable, then it shall be severed and stricken from this Lease and the remainder shall remain in full force and effect.
- e. This Lease shall not be construed against any party by virtue of a party's attorney drafting all or part of this Lease. It has been drafted for the benefit of both parties and been reviewed by their respective attorneys.
- f. This Lease is entered into solely for the benefit of the parties, and nothing in this Lease is intended, either expressly or impliedly, to provide any right or benefit of any kind whatsoever to any person or entity who in not a party to this Lease, or to acknowledge, establish or impose any legal duty to any third party.
- g. The School District shall have the right to enter and inspect the Premises at all reasonable times to confirm the Park District is in compliance with the terms of this Lease.
- h. This Lease is for the period of time set forth herein. Time is of the essence.
- i. Neither this Lease nor any memorandum thereof shall be recorded.
- j. Nothing contained in this Lease is intended to constitute, nor shall constitute, a waiver of the defenses available to the parties under the Illinois Local Governmental and Governmental Employees Tort Immunity Act, 745 ILCS 10/1-101, *et seq.*, with respect to claims against any party by third parties.

k. The Insurance, indemnification, and hold harmless requirements attached hereto as Exhibit D are hereby incorporated into and made part of this Lease.

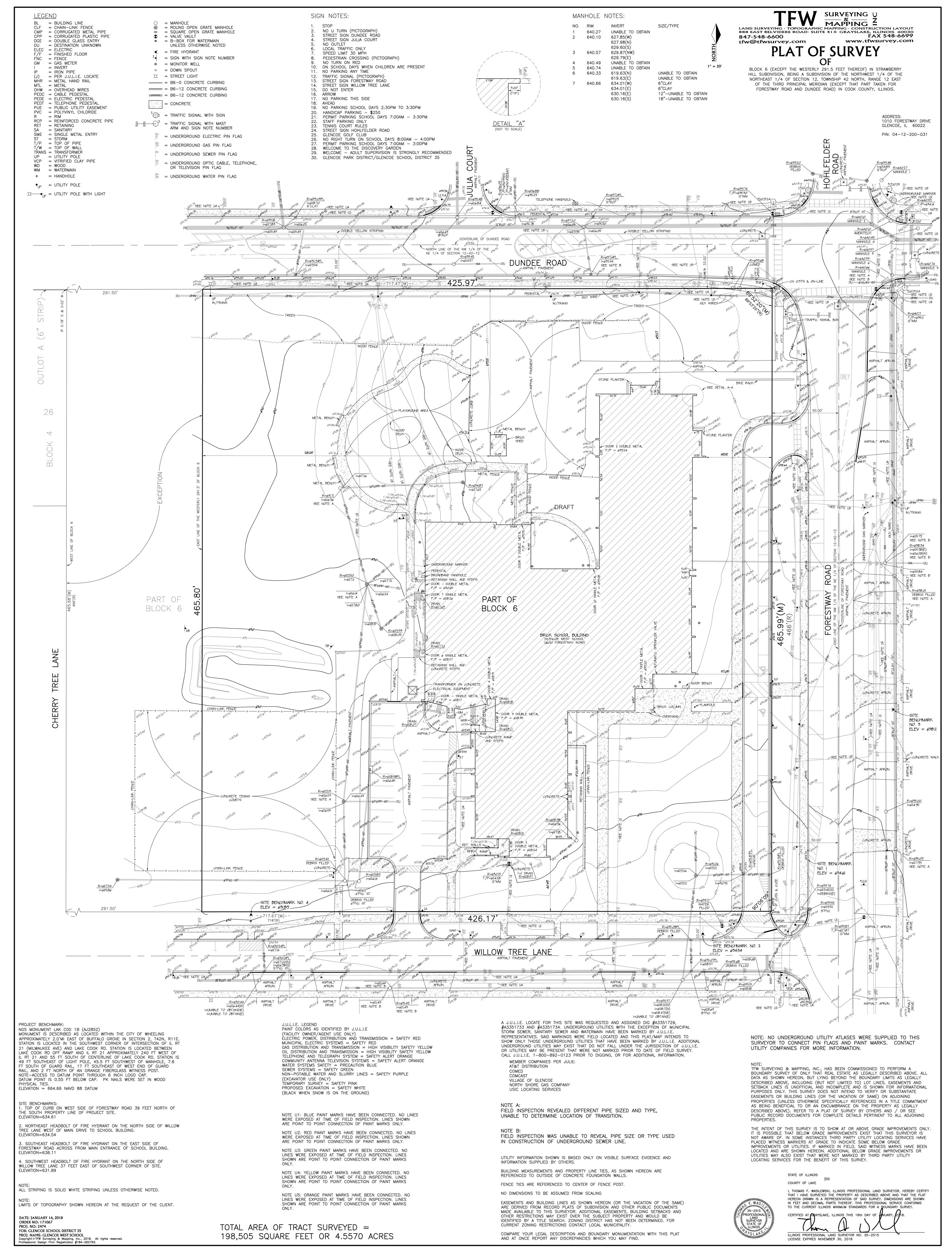
IN WITNESS WHEREOF, the School District has caused this Lease to be signed by its President and attended by its Secretary, and the Park District has caused this Lease to be signed by its President and attested by its Secretary, on the dates set forth below. This Lease may be executed in duplicate by the parties hereto.

BOARD OF EDUCATION OF GLENCOE SCHOOL DISTRICT 35

By:	
President	
ATTEST:	
Ву:	
Secretary	
Dated:	, 2021
GLENCOE PARK DISTRICT	
GLENCOE PARK DISTRICT By: President	
Ву:	
By: President	
By: President ATTEST:	

DRAFT

EXHIBIT A SCHOOL PARCEL PLAT OF SURVEY



DRAFT

EXHIBIT B PARK PARCEL PLAT OF SURVEY



PARK DISTRICT PROPERTY



The GIS Consortium and MGP Inc. are not liable for any use, misuse, modification or disclosure of any map provided under applicable law.

Disclaimer: This map is for general information purposes only. Although the information is believed to be generally accurate, errors may exist and the user should independently confirm for accuracy. The map does not constitute a regulatory determination and is not a base for engineering design. A Registered Land Surveyor should be consulted to determine precise location boundaries on the ground.

DRAFT

EXHIBIT C

PREMISES



West School Lease Area



Map created on July 23, 2021.

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Disclaimer: This map is for general information purposes only. Although the information is believed to be generally accurate, errors may exist and the user should independently confirm for accuracy. The map does not constitute a regulatory determination and is not a base for engineering design. A Registered Land Surveyor should be consulted to determine precise location boundaries on the ground.

EXHIBIT D

INSURANCE, INDEMNIFICATION AND HOLD HARMLESS REQUIREMENTS

INSURANCE AND INDEMNIFICATION

School District and Park District shall obtain insurance of the types and in the amounts listed below.

A. Commercial General and Umbrella Liability Insurance

School District and Park District shall maintain (1) commercial general liability insurance (CGL) with a limit of not less than \$1,000,000 each occurrence and \$2,000,000 in the aggregate, and (2) excess or umbrella insurance coverage on an occurrence basis in the amount of at least \$3,000,000 per occurrence and in the aggregate. If such CGL insurance contains a general aggregate limit, it shall apply separately to this location.

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

B. Business Auto Liability Insurance

Park District shall maintain business auto liability insurance with a limit of not less than \$1,000,000 each accident. Such insurance shall cover liability arising out of any auto including owned, hired and non-owned autos.

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

C. Workers' Compensation Insurance

Park District shall maintain workers' compensation and employer's liability insurance. The employer's liability limits shall not be less than \$1,000,000 each accident for bodily injury by accident or \$1,000,000 each employee for bodily injury by disease.

D. Policy Limits and Construction Insurance

The School District may increase the required policy limits provided herein after September 1, 2026, and once every five (5) years thereafter. In addition, the School District may require that the Park District obtain additional insurance coverage as it relates to any construction to be conducted on the Premises.

E. General Insurance Provisions

a. Evidence of Insurance

Within fourteen (14) days of the execution of this Lease, each party shall furnish the other party with a certificate(s) of insurance and applicable policy endorsement(s), executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth above.

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

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

All insurance of the Park District shall be primary. The Park District shall name the School District and its Board of Education, individual Board members, officers, volunteers, employees, and agents as additional insureds, on a primary and non-contributory basis, on all insurance required hereunder with the sole exception of the workers' compensation insurance.

b. Acceptability of Insurers

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

F. Indemnification

Park District shall indemnify and hold harmless the School District, and its Board of Education, individual Board members, officers, officials, employees, volunteers and agents, from and against all liabilities, claims, damages, losses and expenses, including but not limited to legal fees (attorney's and paralegals' fees and court costs), arising from or in any way connected with any act, omission, wrongful act or negligence of the Park District or any of Park District's contractors or subcontractors, or the directors, officers, agents, employees, invitees of Park District or Park District's contractors or subcontractors; Such obligation shall not be construed to negate, abridge or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any party or person described in this Paragraph. Park District shall similarly protect, indemnify and hold and save harmless the School District, its Board of Education, individual Board members, officers, employees, volunteers and agents against and from any and all claims, costs, causes, actions and expenses including but not limited to legal fees, incurred by reason of Park District's breach of any of its obligations under or Park District's default of any provision of this Lease.

School District shall indemnify and hold harmless the Park District, and its officers, officials, employees, volunteers and agents, from and against all claims, damages, losses and expenses, including but not limited to legal fees (attorney's and paralegals' fees and court costs), arising from or in any way connected with any act, omission, wrongful act or negligence of the School District or any of School District's contractors or subcontractors, or the directors, officers, agents, employees, invitees of School District or School District's contractors or subcontractors; Such obligation shall not be construed to negate, abridge or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any party or person described in this Paragraph. School District shall similarly protect, indemnify and hold and save harmless the Park District, its officers, employees, volunteers and agents against and from any and all claims, costs, causes, actions and expenses including but not limited to legal fees, incurred by reason of School District's breach of any of its obligations under or School District's default of any provision of this Lease.

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IX. Approval of up to \$65,000 to make repairs to the cooling floor at Watts

Glencoe Park District
August 2021 Board Meeting

MEMORANDUM

TO: Board of Park Commissioners

FROM: Lisa Sheppard, Executive Director and Chris Leiner, Director of Parks & Maintenance

SUBJECT: Authorization of funds for Watts Cooling Floor Repair

DATE: July 27, 2021

As discussed with the Board at a previous Committee of the Whole Meeting, the Watts Recreation Center ice rink cooling floor requires repair.

After discussions with the engineering team from Wight & Company, staff was advised that the current leak falls into the "repairable" category. Based on the unknown nature of the leak, staff is recommending proceeding with the repair process immediately.

Engineers from Wight have outlined a detection and repair process projected to cost approximately \$35,000, assuming the leak is isolated to one area. Until the completion of the leak checking process, we have no way of substantiating the number or locations of the leak in the cooling floor.

Wight has recommended contractors that are equipped and uniquely qualified to execute this repair.

Based on the unknown nature of the repairs, staff is requesting that the Board authorize Executive Director Lisa Sheppard to spend up to \$65,000 to make repairs to the cooling floor. While staff is not anticipating a multitude of leaks, staff is requesting the flexibility to correct all issues without having to stop the repair process for additional approval. All repairs would need to be completed by November 1, 2021 to prepare for the 2021 rink season.

Recommended Motion: Authorization for Executive Director Lisa Sheppard to expense up to \$65,000 to make repairs to the cooling floor at Watts.



X. Update on Website Redesign

Glencoe Park District
August 2021 Board Meeting

MEMORANDUM

TO: Board of Park Commissioners

CC: Lisa Sheppard

FROM: Erin Classen, Superintendent of Marketing & Communications

SUBJECT: Website Redesign Project

DATE: July 22, 2021

Our website serves as the first line of information and a path to getting questions answered and purchases made. It is an information hub for the Glencoe community to learn about programs, facilities, job openings, special projects, community events, and public records. The new website must clearly communicate our brand, mission, and information to our community. It must be visually attractive, easy to navigate, and able to clearly communicate a large volume of information. It also must be ADA-compliant and flexible to work with our third-party registration software (RecTrac) and other apps to create a seamless customer service experience.

In 2019, we performed a website assessment to analyze the customer experience. We found a number of barriers preventing customers from finding information and making purchases. Our intention was to redesign the website in 2020, but the global pandemic changed our plans. We are now ready to redesign the site and launch it concurrently with the registration software (RecTrac 3.1).

Because website design is a professional service, we did not need to perform a legal bid for the project. Eight design companies were asked to submit proposals for the redesign of **glencoeparkdistrict.com**. Five companies responded with qualifications and project proposals: PUREi, Revize, a5, Weblinx, and Excalibur.

It is my recommendation that we retain PUREi for the project. The design company, located in Batavia, has experience with numerous other park districts, including Rolling Meadows, Downers Grove, Elk Grove, Batavia, Lake Forest, and Wilmette. They also have experience working with RecTrac.

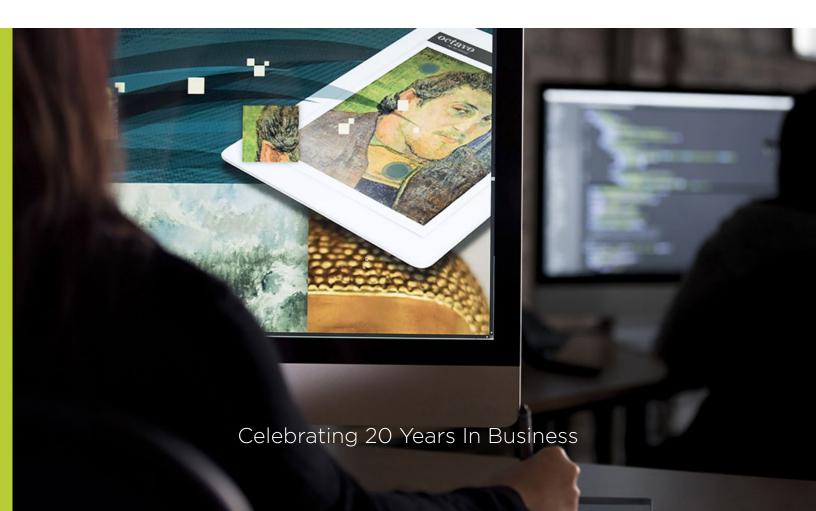
We budgeted \$15,000-28,000 for the development and launch of the website (depending on services offered). PUREi's proposal is \$19,920, which is under the legal requirement for Board approval (so no Board action is required at this time).

Once the project begins, I anticipate the project will take approximately 8-12 weeks to complete. Testing of both the website and registration system will take place in late fall before the sites go live.





The More Effective Creative Agency





Company Overview

We're in the business of making our clients successful. Their success will foster ours.

The PUREi Difference

Whether you're looking for help with a single project or overall marketing, the PUREi team will bring you the greatest return on your investment. We provide our clients with exceptional creative and technical development solutions that foster real, measurable results. At PUREi, careful planning leads the creative development rather than vice versa. This ensures that our creative work isn't just creative - it produces the intended results.

Our operation is built on proprietary processes and systems that manage our work flow, guide the creative and technical development, and ensure that our clients receive superior results on time and on budget. It also allows us to seamlessly up-scale our operations to adjust for heavier work loads. Our increased internal efficiencies result in lower costs of operation, which we in turn pass on to our clients.

One look through our web site and you'll see that our skill set and in-house capabilities are very broad. For most of our clients we are a one-stop resource for design, print, direct marketing, web design, video production and photography. Some clients additionally utilize our expertise to provide overall marketing consultation services - developing marketing plans, positioning & branding, sales strategies and media planning. Other clients come to us for a single specific project. No matter how large or small your current needs are, we welcome you to contact us so we can learn more about your business and show you how we can produce the results you've been looking for.



In spring of 2000, PUREi opened its doors in the pursuit of creating a new breed of marketing services firm - one that is focused on bringing greater value to businesses' marketing efforts, no matter what size or industry they are in. The result was a company that combines the creative skills of a graphic design firm, the vision of an advertising agency, the marketing expertise of a communications firm, the technical development skills of a web development company and the production talent of a full-service video production company.

PUREi is headquartered in an 8,000 square foot renovated historic building along the Fox River in Batavia, IL. This is the company's third location after outgrowing the previous two locations. We have been fortunate to grow in sales and staff each year we've been in business and continue to bring on new clients at an average of 3 per month.

Our seasoned, talented and versatile staff is involved in every aspect of the creative and technical development process. We bring a fresh approach and maximum return to any marketing effort, focusing on producing exceptional results as a top priority. Our team consists of highly talented individuals with diverse skill sets, heavy workloads, friendly faces, positive attitudes and a common desire to help our clients succeed.

success and growth to the simple mission which we adhere to: Produce exceptional results for our clients.

Our Core Team

LEN DAVIS President

Len is the President and founder of PUREi. Coming from the other side of the table, Len has almost a decade of marketing and sales experience in the corporate world. From various roles as marketing manager, business unit manager and business development, Len developed his marketing and sales acumen. He has handled everything from product launches to national promotional campaigns as well as creating internet based solutions for various markets and industries. It was through his corporate experience where he saw the common need for better return on investment and more impactful creative in companies' marketing efforts that lead him to go into business on his own. Today, Len oversees every aspect of PUREi, ensuring clients' marketing efforts are in line with their business goals and moving into more profitable directions. He continually motivates his staff to crosseducate themselves in all areas of the creative marketing and technical development process and strives to advance his team to be the most effective and talented marketing resource clients have worked with.

KELLY YEE Director of Operations

Kelly joined PUREi with an undergraduate degree from Drake University in Graphic Design and an MBA from Roosevelt University with a concentration in Management. Although her career started in design, she quickly moved into administrative and management roles at other Chicagoland agencies, doing many different positions including Production Manager and Account Executive. Currently, Kelly handles all aspects of the day to day operations of PUREi. She keeps our team on track and on budget, sets up projects and schedules, handles invoicing, enters content into new websites and conducts training sessions on our custom built CMS. She basically excels at any and every task given to her. She is the backbone of our operations and keeps our day to day activities running smoothly.

MATTHEW LEVANDOSKI Producer / Cinematographer / Photographer

Matthew is a director/writer/cinematographer/producer who graduated with distinction from the Film Production Program at the Victoria Motion Picture School in Victoria, British Columbia, Canada. He has been a director and cinematographer of independent films, commercials, corporate videos, and music videos, as well as an internationally published photographer for 20+ years. He aspires to tell the stories of our clients in the most interesting, visually impressive fashion that can be achieved, utilizing both a natural creativity and hard earned, constantly evolving, technical ability. You'll find Matthew to be an attentive, friendly, and easygoing partner throughout the development of your project.

BEN SOLEIM Senior Web Developer

With over 12 years of web development experience, Ben leads our development efforts by bridging the creative and technical pieces of our projects. In 2011, Ben joined the PUREi staff as a Web Developer where he blends his creative and technical passion to develop complete custom solutions for our clients. Ben handles all aspects of our web development efforts including front-end, back-end, content management integration, e-commerce websites, deployments and internal web-based application development. Keeping a priority on customer UI/UX, he is responsible at bringing PUREi's vision and concepts to life.

SARAH RUMERY Lead Designer / Front-end Developer

As a professional graphic designer & web developer, Sarah brings a range of art and design disciplines to every project, whether it be website interfaces development, videos, catalogs, logos, print pieces, and advertisements. With an eye for detail, Sarah works diligently to cater to the client's needs and expectations. Sarah is also a seasoned front-end developer who is continuously learning new technologies, techniques and skills.

JESSIE BLACK Lead Animator / Motion Graphics Designer

Jessie has a BFA in Media Arts and Animation from the Illinois Institute of Art and also has a background in print and design. Her passion for animation and motion graphics help make videos come to life using graphics, imagery, text and logos. Jessie is a key member of our team using the latest motion graphics, animation and video techniques.

IZAAK LEVISON-SHARE Lead Video Editor

Izaak is a graduate from Columbia College Chicago, receiving a BA in Film & Video. He has worked on a variety of different projects including music videos, short narratives, documentaries, promotional videos and two feature length films — many of which he was involved in the preproduction and production as well as post. Izaak strives to adapt his editing style to best serve each project he's working on and celebrate the spirit and integrity of the piece. He especially enjoys mixing sound design and working with music.

Services

When it comes to creative and technical services, we're a one stop shop. Whether you're looking for help with a single project or a entire new campaign, we can put together the right solution for your specific needs. No project is too large or too small. We work with individuals, small businesses and start-up companies all the way through large organizations and Fortune 500 corporations.

Here's just a quick overview of the various creative and technical services we offer. All of the services listed below are in-house capabilities, performed and executed internally by PUREi staff.

DESIGN

- Graphic Design & Creative
- Identity Development & Logo Design

PRINT

- Brochure & Collateral
- Print Advertising
- Catalog Design
- Direct Mail
- Package Design
- Trade Show Graphics
- Printing & Mailing

MARKETING SERVICES

- Marketing Plan Development
- Positioning & Branding
- Social Media Marketing
- Market Research
- Ad Campaign Development
- Sales & Strategy Consultation
- Marketing Automation
- Lead Generation
- Media Planning & Management
- Public Relations

WEB DEVELOPMENT

- Website Design & Development
- E-Commerce Website Design
- Content Management System
- Social Media Development
- Web & Mobile App Development

- Database & ERP Integration
- WordPress & Drupal Websites
- Magento E-Commerce Websites
- Shopify E-Commerce Solutions
- SEO / SEM
- Web Analytics
- Hosting Services

VIDEO PRODUCTION

- Video Production & Post Production
- Social Media & Web Videos
- Interactive Multimedia Presentations
- Corporate Videos
- Aerial / Drone Videos
- Product Demo & Screencast
- Sales & Promotional Videos
- Educational Videos
- Live Event & Streaming Videos
- Trade Show Videos
- Travel, Destination & Hospitality Video
- Training Videos
- Motion Graphics
- 3D Modeling & Animation

PHOTOGRAPHY

- Product Photography
- Fashion & Apparel
- Portrait & People
- Food & Beverage
- Architecture & Facility
- Aerial / Drone Photography

Clients





































- Standout unique design
- Responsive for mobile & tablet
- Advanced features& functionality
- Simple to update & manage
- Customized to your specific needs

Park District Website Development

We build websites that engage visitors, communicate clearly, navigate easily, look great and most importantly, elicit action. Every website we design includes a Content Management System on the back-end which allows for complete control of the website's content, pages, images and navigation from an easy-to-use secure web-based administrative interface. Our team of web development professionals have the experience and cutting edge technical skills to make your site stand out from the competition.

What Sets Us Apart

We're a cutting edge web development company and full service creative agency rolled into one. We approach your website from both a marketing and technical approach. Technically, our development team is adept at implementing the latest web standards, programming techniques and online marketing strategies. Now, combine that with our in-house art direction, creative design and marketing experience, as well as in-house photography, video production and multimedia services, you have a web development power-house that is unmatched in the industry.

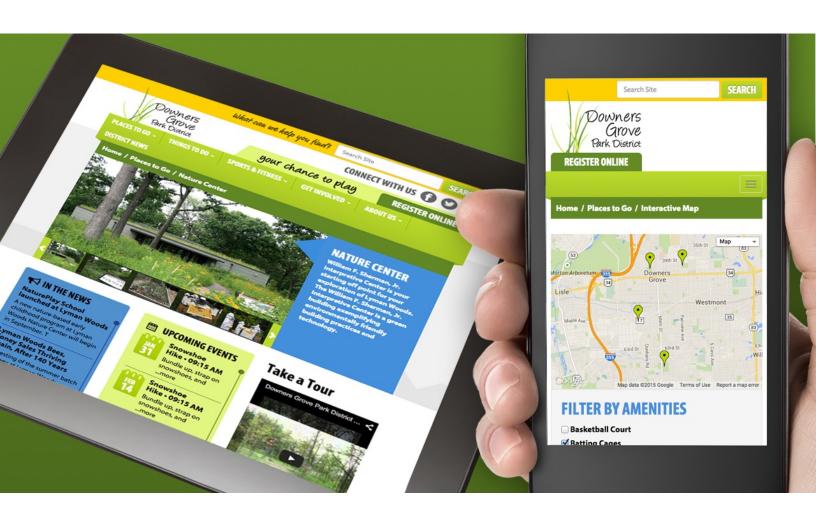
Content Management For All

We believe you should be able to make updates to your site anytime you want to - simply, easily and from just about anywhere you're located. That's why every site we develop includes content management. Over 95% of the sites we develop are built on the PUREi Content Management System which was designed and developed by us from the ground up in-house. For clients who specifically require other content management systems such as Wordpress or Drupal, we also build sites on those platforms as well.

There's a reason, however, that most of our clients end up choosing our Content Management System for their website. After comparing the options, they see why we went to the trouble of building our own. It's extremely simple to use, highly customizable, only has the features and functions you want built into your website and it's easily expandable in the future. The user interface was designed to be so simple and intuitive to use that anyone in any organization can use it with little to no training. In short, it's better than anything out there - and more of our clients choose it over any other CMS solution.

No Limits Web Development

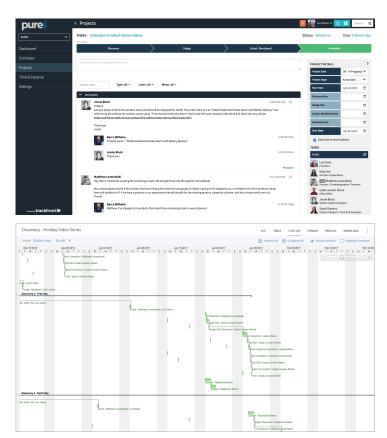
If you can dream it, we can build it. It's as simple as that. Plus, if you can't dream it, we'll help you turn your ideas and goals into reality. We have the technical capability to develop just about anything visible through a web browser. Whether you're looking for a simple website, a new e-commerce venture or a complex database driven web application, we can help you get the results you're looking for.



Project Management & Communication

We utilize a project management system that ensures our projects are completed on time and on budget. This proprietary system was developed by us in-house to serve the specific needs of our clients and to ensure we deliver the results they expect. Our project management online portal allows for real-time online collaboration and file sharing between us, our clients and any third party partners. All project team communication is posted to the project "wall" which makes it very easy to see who said what at all phases throughout the projects. Clients can send us files easily through the portal, as well as us posting files and videos for client review. Contact us for a quick demo of how the system works.

We also utilize an enterprise level gantt chart based project and resource management system that ensures each member of our staff is assigned daily tasks that are in line with the overall project plan. This allows us to ensure that projects are completed on schedule and within allotted budgets.



Technical Jargon Overload (TJO)

Don't suffer from TJO. When suggesting solutions to our clients or presenting a proposal, we don't talk in technical jargon. We communicate the same way we build our sites - with simplicity and common sense. After all, you're looking for a solution and approach that is straightforward and does what you want it to do. Most of our clients want to hear less about the technical details and more about how the solutions we're proposing will work, be secure and have rock solid reliability. If you are a technical detail junky, don't worry. We'll be glad to provide you with every last technical detail about the work we do.

Focused On Results

Because our company offers a full suite of comprehensive marketing services complementary to web development, we aren't inclined to oversell you on features and technically over-inflated solutions that you don't need like other web-only companies have been known to do. Our focus is on helping you grow your business and achieving your marketing goals - not squeezing as much as we can out of a single project. As a comprehensive creative and technical services firm, we're looking at the big picture, developing a web solution that fits into your overall marketing and business goals. That's what sets us apart, and that's how we earn our clients' repeat business.



Our Web Development Process

Ensuring Invoices Match Estimates - Deliverables & Deadlines Met

Every project that goes through our doors follows a consistent 5-stage development process. Each stage requires client sign-off prior to proceeding to the next stage. The workflow ensures that both us and the client are on the same page with the direction the project is heading and the expectations of the project deliverables in relation to the originally quoted specifications. Our process starts with detailed planning and ends with the actual development. By working out any issues in the initial stages, we avoid any potential changes due to miscommunication in the actual development phase where changes are time consuming and expensive to correct.

If at any stage of the project we find that a client request will take the project outside the originally estimated scope, we stop and present a change order outlining the variance and the cost estimate necessary to implement the change. Typically, most projects go through our process without any change orders. In either case, our workflow process eliminates any billing surprises with projects being invoiced at the original estimated amount, or with any additional change order estimates.

For web development projects the 5-stage process is broken down as follows:

A - Assets

In this stage, we collect any up-front information, content and/or digital assets that the client owns that's needed to complete the project, i.e. imagery, photographs, data/databases, spreadsheets, etc.

B - Creative Brief & Wireframes

The creative brief outlines the overall navigation and link structure of the site, as well as defining in wireframe block diagram form the layout of the various pages and sub-pages of the site.

C - Preliminary Design

Once the creative brief is approved, we design the actual look and feel of the home page and any sub-page templates. This stage is design only, with flat images provided to the client for approval.

D - Site Development / Coding

Once the preliminary design is approved, we begin the actual programming and development phase of the site. This stage is where the site is turned into a live working site. The site is hosted on our development server that can be accessed by both us and the client as we work through the programming phase. In this stage, the site is integrated into our Content Management System, and any custom modules or applications are developed.

E - Content Integration

Once the site development is complete, and all working modules and/or applications are tested, we begin the content integration phase. In this final stage, we enter content and images for all the "static" pages, as well as any data that needs to be input for each particular custom module or application that is developed for the site. Final proofing and testing finishes of this stage, and the project awaits final approval and sign-off from the client.

PUREi's Content Management System

We believe you should be able to make updates to your site anytime you want to - simply, easily and from just about anywhere you're at. That's why every site we develop includes content management. The PUREi Content Management System gives our customers control over their site's content in an extremely easy to use, intuitive web-based administrative interface. It's easy to learn and use, but at the same time it's also very robust, powerful, customizable and expandable. And best of all, it's a future proof

customizable and expandable. And best of all, it's a future proof solution that doesn't break when technologies and browsers change.

Built For Ease Of Use And Power At The Same Time

Our Content Management System was developed by us in-house from the ground up. Although there are numerous commercial and open source CMS solutions available today, we found through our own research that most of them try to be all things to all people with a single standard offering, and unfortunately either ease of use or the ability to customize and expand was lacking.

Our Content Management System is easier to use than most word processors, and anyone without absolutely any knowledge of website programming or development can use the Content Management System and instantly take control of the content of a website.

Standard Modules And Custom Modules Living In Perfect Harmony

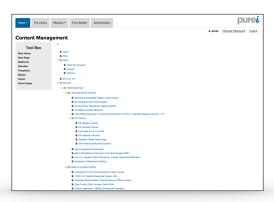
No matter how much we tried to imagine what every customer would want in a Content Management System, we realized that customers will always have special custom requirements. So we built our Content Management System with an open framework to seamlessly integrate custom modules that we develop for clients along with the standard modules already designed into our Content Management System in the same easy to use administrative interface. It's truly the best of both worlds.

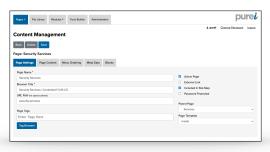
Here are just a few of the key features of our Content Management System:

Allows for completely customized web page designs on the front-end

- No standard templates to limit the design of the pages
- Every design is unique and individually integrated to work with the Content Management System
- Complete control of menu navigation
- Drop-down style menu navigation is completely controlled through the Content Management System
- Multiple levels of drop-down menus can be created instantly
- Pages and navigation can be created, updated and rearranged on the fly
- Simple integration of video content
- Integrate 3rd party code snippets, iframe content & widgets easily

Completely Updated in 2020!





Complete control over page content

- Specify browser title, menu titles, browser URL paths
- WYSIWYG style page editor for easy updating of page content
- CSS based styles so your fonts, colors, titles, links, etc. will stay consistent site-wide
- Upload, organize and insert images and other digital assets from the File Library
- Create tables and divs for more complex layouts
- Allows for complete HTML editing and control for those who prefer to edit code
- Password protect any static page in the site

Standard modules

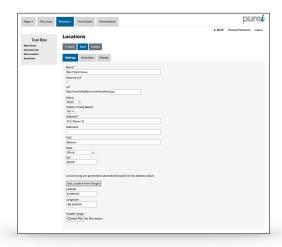
- News
- FAQ's / Knowledge-base
- Calendar
- Blog
- Articles
- Product Manager
- Case Studies
- E-campaign
- Online Form Requests
- Dynamic Form Builder
- · Social Media Integration & Posting
- Password protected sub-site

Custom modules

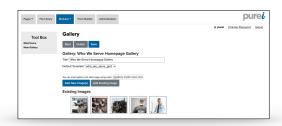
 Any custom modules we create or any standard modules can be modified and seamlessly integrated into the same easy to use administrative interface.

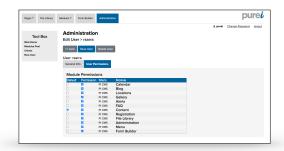
User administration

- Allow other users to login to the Content Management System and have access to certain sections of the Content Management System that you specify
- Password protect areas of the CMS, specific pages or sub-sites for individual users









Park District WEBSITE DEVELOPMENT

Thank you for considering PUREi for the re-design of your website. All the requested features and functionality can be implemented either with existing or customized modules in our current content managed web development platform. This proposal will detail how we will implement these requirements. All requested functionality can be developed and supported through our Content Management System.

Overall Direction & Approach

Our platform allows for the optimal framework for developing a solution that is customized to your specific needs. Our solutions are based on creating functionality that optimizes the way you currently do business and communicate to the general public as well as internal and external stakeholders. The result is a solution that works for you the way you work, rather than finding 3rd party solutions and plug-ins that are "close fits".

Plus, because we are first and foremost a creative agency, we approach your website project from a marketing and communications standpoint to create the most optimal messaging and visual platform to elevate your brand image to never before attained heights.

Front-end Design

Because we are a web development company and creative agency rolled into one, our talented staff of artists are adept at creating gorgeous web designs and user interfaces that are a true reflection of your brand, allow for clean and simple navigation, are visually appealing and developed within a layout and structure that allows for easy access to the various tiers of information your site provides. Seasonality design elements will be incorporated if needed, with easy controls for changing design themes throughout the year.

Hosting

Every site we develop is also hosted by us. Our dedicated servers are housed at a datacenter which offers full redundancy in power, data and hardware as well as full security 24/7/365. Everything on our servers is backed up nightly. We perform our own routine maintenance as necessary on the servers we own at the datacenter. Depending on the bandwidth and traffic demands of your site and visitors, we will suggest an appropriate hosting plan and environment that can range from shared hosting on a dedicated server, sole hosting on one or multiple dedicated servers, or cloud based Amazon EC3 load balanced hosting with one ore multiple server instances for very high traffic or bandwidth demands.

Content Management System

Details on our Content Management System are outlined above. Our CMS was built for ease of use, allowing non-technical staff easy and simple access and management to various areas of content and functionality of the site. Adding, deleting or editing site content can happen in a matter of minutes. Style sheets and page templates are built in so staff can focus on content and rest assured that layouts, styles, fonts, colors and other aesthetic elements will remain consistent throughout the website. If required, we can also develop your site on Wordpress or Drupal. To see first hand what our

content management platform offers versus open source solutions, we would suggest setting up a time to do a screen share session so we can demonstrate and compare difference first hand.

Training

Initial training of your staff on usage of the CMS is included. Typically training sessions take an hour to an hour and a half, and can be done at your location, PUREi, or via remote screen share. Every hosting plan includes support hours for additional questions, support and/or training throughout the year.

Navigation

Part of our initial development phase is conducting a usability and information architecture study on your current and proposed site content and structure. We develop a logical and intuitive content and information hierarchy that allows the easiest possible access and browsing to the various sections of your site from various entry points for the different audience groups that will be using your site. We typically employ the use of drop down menu style or combo table box navigation that allows access to every single page within the site with one mouse click from any page in the site.

If required, we'll develop sub-branded template structure to incorporate sub-sites within the main website utilizing separate navigation. These sub-sites will have an overarching branding of the website, but will be sub-branded with individual logos and colors for the respective content. These are great for fitness facilities, museums, water parks, etc.

On-going Maintenance

Unlike many companies which charge on-going maintenance fees, we do not. The main reason for this is that we developed our CMS to be an easy to use self-service tool for our clients. The CMS allows our clients to make the updates themselves that other competitors typically charge maintenance fees to perform.

If at any time any of your staff or personnel should have a question about the use or operation of the CMS, they can call in and get immediate assistance from any of our staff with out being charged. Any updates to the Content Management System or software updates to modules, components and operating systems on the server to ensure ongoing reliable operation and uptime are all included in our solution. This ongoing training and support as well as regular server maintenance is all covered under our standard hosting fee.

If there are any functionality changes or updates that are requested to the site that are outside of the original scope of the site development, we will quote these types of updates individually as separate projects no matter how large or small the scope may be.

Expansion Capability & Updates

One of our platform's biggest benefits is the ease of future expansion and integration. We have clients that have come back to us over four years later to implement a new feature or function in their website, and we simply integrate it into the tab system of our CMS. The end result is a single CMS system today and in the future for all your web needs, rather than a patchwork of multiple systems with multiple logins.

Search Engine Visibility

Your site will be search engine friendly and automatically crawled and index by all the major search engines the day it goes live. XML sitemaps are automatically generated based on your page settings

in your CMS so that pages you want being indexed by search engines are crawled and pages you don't want being indexed are not. We code and develop every website to the latest web standards that are compliant with the latest recommended search engine optimization techniques that include proper use of tags and metadata. Our CMS solution has tight integration with SEO efforts and allows for easy updating of browser page titles, h1/2/3 tags, meta keywords & descriptions, XML sitemaps.

Site Search

A whole site search field will be integrated into every page of the website. The search functionality can be customized to include as much or as little information from throughout the various sections of the site and can include things like page content, database entries, calendar events or text based PDF documents.

Third-Party Solutions Integration

The core site will allow for easy integration, embedding and/or linking to third-party web based solutions through the use of our CMS's standard functionality. Creating links to other sites and web-based payment systems is very simple. Plus, embedding third party tools and widgets such as YouTube videos, SoundCloud audio, blog rolls, webinar dial-ups, social media widgets, etc. is very simple through HTML code access through our CMS.

Social Media / RSS

Social media and/or RSS integration will be present on every page of the website. Depending on which social media services and platforms the Park District current uses, we will implement the appropriate social media sharing buttons, functionality and widgets as needed.

Interactive Map

A dynamic Park District map will allow visitors to quickly and easily view all the various parks and facilities on an integrated Google Map. The locations or "pins" on the map can be color coded and have appropriate icons to represent the different types or categories of locations. The pin pop-up can include a location title as well as details such as address, description or other pertinent information. Visitors will be able to dynamically zoom or pan the map to view the various locations, plus they can narrow the results displayed by various types of location categories, i.e. view only parks on the map. On the back-end, park district staff will be able to manage a database that contains all the detailed information of all the locations that appear on this map.

Field & Facility Availability

A field & facility availability system that allows visitors to see which fields or facilities are available or open at any given time. Any locations that are entered in the locations database that integrates with the interactive map functionality will have a toggle that admins can easily update to show a particular location as available or not.

Alerts Banner with Countdown Timers

Our alerts banner functionality gives admins the ability to add an alert banner at the top of any single page, a group of pages or the entire site. The alerts can be set to have specific start and stop dates, allowing them to appear on the site during specific time ranges. Alerts can be textual alerts that can be set by each alert, or they can be a countdown timer with message set to countdown days/hours/minutes to a preset end date.

Advanced Events Calendar

Our advanced events calendar functionality allows for a universal calendar to appear throughout the site. Admins will be able to create a new event and choose which category that event belongs to. In conjunction with our Form Builder module, admins can create response forms or registration forms for any event as well as easily add payment functionality for any paid registrations or items associated with that event. Individual calendar events can be set to publish to the public site calendar and/or a specific facility subsite's calendar. A tagging system further allows the embedding of relevant calendar events on the events ticker on individual content pages.

News / Blog

Our CMS has a standard news module that allows admins to add or edit news articles in one or multiple categories (if needed, i.e. news, alerts etc). News articles appear automatically in the appropriate pages throughout the site as programmed through the front end interface, i.e. full news archives on News page and recent news teasers on the home page or inside page sidebars. Additionally, our standard news module has social media integration built-in so that as you publish a news article to your website, you can also automatically post that article to your Facebook and Twitter accounts all in one step via our CMS. Individual news entries can be set to publish to the public site news page and/or a specific facility subsite's news page. A tagging system further allows the embedding of relevant news entries on the news ticker on individual content pages.

Dynamic Form Builder

Our CMS comes standard with a robust form builder that allows you to create as many online forms as needed. Forms can be simple or complex, utilizing a myriad of field types and options, and can be configured to operate in countless configurations. Forms can be placed on any content page in the site and form submissions are tracked individually via the CMS. Form entries can be viewed online or exported in Excel or CSV formats.

Subscriptions

Functionality that allows visitors to submit their email address to subscribe to one or more email based alerts or notices will be integrated into every page of the site. Visitors will be able to easily enter their email address to subscribe. Emails will be stored and managed via the CMS, or they can be directly integrated with 3rd party email marketing services such as Constant Contact, Mail Chimp, etc.

Photo Gallery

An interactive photo gallery function can be added to any page within the site through the use of the CMS. One or multiple galleries can be created and photos within the galleries can be easily ordered or rearranged by drag and drop functionality in our CMS. On the front end, the gallery can take on a variety of forms and layouts, including thumbnail grids or horizontal auto scrolling photos. We also have a standard blog module we can integrate into the site that can also display photo galleries.

Home Page Marquees

The home page will have a rotating series of marquee graphics that can be set to have scheduled start and end dates. The marquee management will also be flexible to allow for a background image to appear alone, or with accompanying text block with or without a link to another page or video as a modal popup.

Analytics

We integrate Google Analytics code for every website we create. We will also work with your staff to properly setup your Google Analytics account so that internal staff traffic is excluded from stats, as well as setting up the proper goals and settings within Google Analytics so that you are able to view the information that is relevant to your organization.

Advanced Front End

All of our sites are built on a responsive framework that automatically scales and rearranges itself for desktop, tablet and mobile platforms. All interactive and dynamic functionality within both the full and mobile versions of the site will be compatible with the latest mobile device platforms. No Adobe Flash will be used anywhere in the site to maintain full iOS compatibility with iPhone's and iPads. The entire site will be optimized for search engine rankings for predetermined keywords and phrases. Plus, our CMS is inherently designed to support advanced level SEO strategies and implementation, while maintaining strict adherence to Google's SEO guidelines.

FAQ's

A frequently asked questions (FAQ's) manager will allow admins to enter as many question / answer entries as needed via the CMS in multiple categories. On the front end, visitors will be able to browse the entire FAQ list clicking on each FAQ to expand the topic, or they can filter by category to see just the FAQ's on a particular topic.

File Extranet / Password Protected Content

A secure password protected file extranet will allow the public, staff, board members and other groups of employees to have access to files and documents that are privy to a specific group of users. Admins will be able to create and set up and manage files, folders, users and groups so everyone has access to their particular areas of the extranet. Uploading files to the extranet is a simple drag and drop function allowing for multiple files to be easily uploaded to a particular extranet folder. Additionally, individual web pages can be created on the site with password protection allowing only certain extranet members/groups access to view these particular pages.

Relevant Projects

The following are links to relevant projects we've recently developed:

- Ifparksandrec.com
- · bataviaparks.org
- kaneforest.com
- rfparks.com
- dgparks.org
- elkgroveparks.org
- wilmettepark.org
- byronparkdistrict.com
- rlapd.org
- jolietpark.org
- dekalbparkdistrict.com
- rmparks.org
- www.purei.com/web-design (our web design page has lots of samples of other sites we've built)

Project Contacts

All development work that will be conducted for the creation of the Park district website will be performed by full-time PUREi staff members. No contractors or third-parties will be used for the design or development of the site. The following individuals will be available throughout the entire project as points of contact for the various stages of the project development:

- Len Davis main contact throughout the entire project
- · Sarah Rumery main contact for all creative design & front-end programming
- Ben Soleim main contact for all technical and back-end programming

Timeline

The estimated time frame for completing the site development based on the functionality requested in the RFP would be approximately 8-12 weeks.

References

Here is a list of a few individuals to contact that can be used as reference for our web development capabilities:

Laurie Metanchuk

Forest Preserve District of Kane County 630-232-3955 metanchuklaurie@kaneforest.com

Kristin Elliott

Lake Forest Parks & Recreation 847-810-3949 elliottk@cityoflakeforest.com

Rita Weidner

Rolling Meadows Park District 847-818-3200 x230 rweidner@rmparks.org

Allison Neimela

Batavia Park District 630-879-5235 x2017 allisonn@bataviaparks.org

Jenny Leech

Crystal Lake Park District 815-459-0680 jleech@crystallakeparks.org

Katie Drum

Dekalb Park District (815) 758-6663 kdrum@dekalbparkdistrict.com

Dawn Hartman

Downers Grove Park District 630-960-4579 dhartman@dgparks.org

Jill Wejman

River Forest Park District 708-366-6660 x106 jwejman@rfparks.com

Thank You

We greatly appreciate the opportunity to be considered for your web development project. We feel our overall capabilities, experience, technical expertise, creative savvy and in-house services are a perfect match to what you're seeking in a web development partner. We look forward to hearing your feedback, setting up a call to further discuss our proposal and to answer any questions you may have in the meantime.



PUREi 12 E. Wilson St. Batavia, IL 60510 US

Client	Terms	Date	Estimate #
Erin Classen	50% Down	7/19/2021	9520
Glencoe Park District			
999 Green Bay Rd			
Glencoe, IL 60022			
US			

Web - Website Development

Website Development - PUREi CMS

QTY	ITEM	DESCRIPTION	RATE	TOTAL
2	KICK	Project kickoff meeting	\$85.00	\$170.00
6	WIRE	Wireframes - UI/UX, navigation, user flow	\$85.00	\$510.00
2	WIRE-R	Wireframes - revisions	\$85.00	\$170.00
8	ARTD	Art direction - concept development, brainstorming	\$85.00	\$680.00
4	DESN	design & layout	\$85.00	\$340.00
2	DESN-R	design & layout - revisions	\$85.00	\$170.00
4	WCMS-INSTALL	Content management system install & setup	\$95.00	\$380.00
32	WFRT	Front end coding & development - initial interface coding	\$95.00	\$3,040.00
2	WSVR	Hosting server configuration & setup	\$95.00	\$190.00
8	WPRG	Back-end coding & development - scripting, programming, database development, customizations	\$95.00	\$760.00
8	WCMS-DESN	Design & layout of elements for CMS page content	\$85.00	\$680.00
120	WCMS-CONT	Web page creation, content migration & entry, styling & formatting via CMS	\$85.00	\$10,200.00
8	WFRT-F	Front end coding & development - final interface coding	\$95.00	\$760.00
4	WTST	Final testing & go-live	\$85.00	\$340.00
2	WTRN	Training - content management, e-commerce platform, best practices	\$85.00	\$170.00
16	PRJM	Project management - meetings, client communication, coordination	\$85.00	\$1,360.00

Total: \$19,920.00

Development of a standout website designed provide an overview of Glencoe Park District's programs, services, offerings and information in a visually stunning framework that engages and informs visitors. The site will be built on a responsive framework that automatically re-arranges the site layout for desktop, tablet and mobile platforms.

Site will include the following features and/or functionality:

• Form builder module allows the creation and tracking of unlimited online forms throughout the site,

- including creating surveys, polls and opinion queries.
- Online calendar and events teaser list. Admins can update the calendar with new events and delete or modify existing events. Social integration will allow new entries to automatically be pushed to facebook and twitter as well.
- Interactive parks / facilities map will allow visitors to view all parks / facilities on an interactive map and filter / narrow results by type of amenity.
- A field & facility availability system that allows visitors to see which fields or facilities are available
 or open at any given time. Any locations that are entered in the locations database that integrates
 with the interactive map functionality will have a toggle that admins can easily update to show a
 particular location as available or not.
- A multi-category news manager / blog will allow admins to continually update the site with the latest information, news, press releases etc. Social integration will allow new entries to automatically be pushed to facebook and twitter as well.
- An interactive photo gallery function can be added to any page within the site through the use of the CMS. One or multiple galleries can be created and photos within the galleries can be easily ordered or rearranged by drag and drop functionality in our CMS. On the front end, the gallery can take on a variety of forms and layouts, including thumbnail grids or horizontal auto scrolling photos.
- A whole site search field will be integrated into every page of the website. The search functionality
 can be customized to include as much or as little information from throughout the various sections
 of the site and can include things like page content, database entries, calendar events etc.
- A frequently asked questions (FAQ's) manager will allow admins to enter as many question / answer entries as needed via the CMS in multiple categories. On the front end, visitors will be able to browse the entire FAQ list clicking on each FAQ to expand the topic, or they can filter by category to see just the FAQ's on a particular topic.
- The home page will have a rotating series of marquee graphics that can be set to have scheduled start and end dates. The marquee management will also be flexible to allow for a background image to appear alone, or with accompanying text block with or without a link to another page or video as a modal popup.
- Alerts banner functionality gives admins the ability to add an alert banner at the top of any single page, a group of pages or the entire site. The alerts can be set to have specific start and stop dates, allowing them to appear on the site during specific time ranges. Alerts can be textual alerts that can be set by each alert, or they can be a countdown timer with message set to countdown days/hours/minutes to a preset end date.
- A secure password protected file extranet will allow the public, staff, board members and other
 groups of employees to have access to files and documents that are privy to a specific group of
 users. Additionally, individual web pages can be created on the site with password protection
 allowing only certain extranet members/groups access to view these particular pages.
- The completed site will have approximately 160 static pages of content.
- Site will incorporate the PUREi Content Management System to allow updating of all site content from a secure administrative web-based interface.

Planning:

- Wireframe, navigation & user flow development
- Interface concept development, design & layout

Front End:

- Front end coding & development
- CSS / Javascript implementation
- Responsive design framework
- Cross-browser / cross-platform desktop/tablet/mobile testing

Back End:

- Server configuration & setup
- CMS install & setup
- CMS custom functionality & module development

Content:

- Design & layout of content supportive elements
- CMS page creation, content migration & entry

Go Live:

- Final front end optimization
- Final testing & debugging
- Server / domain switch-over & go live

Post Live:

- CMS Training
- Google Analytics setup & integration

Web Hosting

ITEMDESCRIPTIONTOTALWeb Hosting - Pro PlanUnix Pro Hosting Plan - 1 year term, 2.5GB storage, 50GB bandwidth/mo, 4hr support\$1,140.00

Total: \$1,140.00

- Unix Hosting Platform
- Tier 1 Network: data center monitored 24/7
- Weekly Server Backups

Grand Total: \$21,060.00

Terms and Conditions of Services

- 1. By approving this estimate, you are acknowledging that you are authorized to make purchasing decisions on behalf of your company or organization for the total dollar amount outlined in the estimate.
- You agree to be personally liable for any unpaid balances in the event that you falsely represent your authority to make purchasing decisions on behalf of your company or organization.

Payment Terms

- 1. You agree to the payment terms as outlined in the estimate.
- 2. You agree to inform Pure Imagination, Inc. of any changes to your company's credit worthiness, ownership, pending or future mergers or acquisitions.
- 3. Late payments are subject to late fees. Any unpaid balances that are more than 10 days past due will be subject to a three percent (3%) monthly late payment fee. Fees are calculated as 3% on any remaining balance on the 11th day past the original due date and recurring every month on the same day as the original due date.
- 4. In the event that a project is not completed within 60 days from estimate approval, you will be invoiced monthly for an amount equal to the percentage of progress of completion of the project applied to the total estimated project cost, minus any deposits or previous payments applied.
- 5. No refunds will be given to any payments made on projects that are requested to be terminated before completion or have not yet begun. In the event that a project is requested to be terminated early, and the percentage of progress on the project exceeds the amount of payments that have been made up to that point (calculated by the progress percentage applied to the estimate total), you will be responsible for paying any unpaid balance up to the percentage of progress on that project at the time of termination.
- 6. Payments or deposits applied to a project that exceed the current percentage of progress of a project that is requested to be terminated early cannot be transferred to a different project.

Ownership

- 1. Ownership of the final deliverables as outlined in the estimate is transferred to the client upon full payment.
- 2. PUREi retains ownership of project source files, including but not limited to Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe AfterEffects, Adobe Premiere project files.
- For website or application development project, PUREi retains ownership of their proprietary content management system source code. Ownership of public viewable HTML source code, content, images, videos or animations is transferred to the client upon full payment.
- 4. For logo design projects, ownership of the logo design and EPS source file is transferred to the client upon full payment
- 5. For video production projects, PUREi retains ownership of any and all captured raw footage shot by PUREi.
- 6. For photography projects, ownership of any and all shot photos is transferred to the client upon full payment.
- 7. Project source files or raw video footage ownership can be transferred to client for a fee equal to 50% of the original project amount.

Deliverables

1. Project deliverables are outlined in the estimate.

Scope Adjustment

- 1. In the event the client requests a change to the scope of the project as defined in the estimate, or requests a change that differs from any previous client approval at a particular project stage, work on the project will be paused and a scope adjustment will be created and sent to client for review.
- 2. The scope adjustment is simply an estimate that details the deliverables and cost for the client requested changes to scope or changes to previously approved work.
- 3. Upon approval of the scope adjustment, work on the project will continue.

Timeline

- PUREi employs advanced project & resource management practices to ensure timely progress and completion of all projects.
- 2. PUREi will make every effort to complete a project by a client preferred deadline.
- 3. Client acknowledges that meeting deadlines is a mutual responsibility between the client and PUREi, and any delays in providing required assets, communication, approvals at various stage of the project can lead to the project not being completed by the requested deadline.
- 4. No refunds, discounts or concessions will be made for any projects that surpass the client deadline.
- 5. Projects that are delayed by inactivity or non-responsiveness from the client for a period of more than 30 days will be put on deferred status. When the client is ready to resume progress of the project, PUREi will change the status of the project to active and schedule any remaining work into its current workload with no priority preference over other PUREi projects and no guarantee of any client requested deadline.

Disputes

- 1. PUREi & client agree to attempt to resolve any disputes amicably and reasonably.
- 2. In the event that PUREi & client cannot resolve a dispute, they agree to mediate any disputes prior to pursuing any legal action. Mediation will occur within a 50 mile radius of PUREi and will be with a business mediation firm that is mutually selected by PUREi & client. Cost of mediation services will be equally spit by PUREi & client.
- 3. Any legal proceedings initiated by either party that result from unresolved disputes will occur in Kane County in the State of Illinois.
- 4. In the event that client is delinquent on any payments or balances due, PUREi reserves the right to waive mediation & immediately seek legal action to collect unpaid balances owed. In the event that legal proceedings result in a judgement for PUREi, client will be additionally liable for the following,
 - a. All court costs incurred by PUREi
 - b. All attorney and legal fees incurred by PUREi
 - c. Billable time lost by PUREi staff relating to the legal matter, including but not limited to correspondence and meetings with attorneys, court appearances, calculated at an hourly rate of \$125 per hour.