



CITY OF O'FALLON
Park & Environment Committee
AGENDA
August 8, 2016
5:00 p.m.
Public Safety Community Room

- I. CALL TO ORDER
- II. ATTENDANCE
- III. APPROVAL OF MINUTES: May 9, 2016
- IV. ITEM: 1 ECONOMIC IMPACT PRESENTATION-OPRD
ITEM: 2 PARK PARTNERS: SPONSORSHIP PACKAGES
ITEM: 3 GSI/GAMEON UPDATE
- V. STAFF REPORTS
- VI. ADJOURNMENT:

CITY OF O'FALLON
Park & Environment Committee

May 9, 2016

5:30 P.M

Public Safety Building

Minutes of a regular meeting of the Parks & Environment Committee of the City of O'Fallon, held in the Public Safety Building Community Room, 285 S. Seven Hills Rd, O'Fallon, Illinois March 9, 2016

- I. Attendance:** MEMBERS
- | | |
|---|-------------------|
| X | Holden, Chair (6) |
| X | Gerrish, Vice (7) |
| X | Albrecht (2) |
| X | Meile (1) |
| X | Hagarty (3) |
| X | Smallheer (4) |

- II. Council:** Bennett; Cozad; Drolet; Kueker; Marsh; McCoskey; Roach
- Guests:** Kasten; Pitts; R. Zelms
- Staff:** Denton; Funk; Randall; Shekell; Hutchison
- Meeting called to order at 5:30 p.m.

- III. Minutes:** March 14, 2016
- Motion:** **Meile** motion to approve the minutes March 14, 2016 Meeting
- Second:** **Smallheer**
- Discussed:** **N/A**
- Approved:** All

IV. Feasibility Study – Community Recreation Center

Overview Studies:

- A. Feasibility Draft Study: Presented tonight
- B. Game On: Should be completed by late May or early June.
- C. Economic Impact Study: Family Sport Park & Parks & Recreation Department- June 2016

Executive Summary General Statements:

The City contracted Ballard*King to complete such study.

A Feasibility Study is assessment of proposed project that:

- Objectively and rationally uncover strengths and weakness of a venture.
- Opportunities & threats
- Resources
- Ultimately discover the chance for success

General Statements:

- Demographic primary market was City of O'Fallon & Village of

Shiloh. Secondary service equates to a 20-minute drive time from a central point in the City.

- The median age and median income in the primary service are favorable for an indoor recreation center.
- The median age is lower than the national number and median income is higher. Both point to a high level of participation and ability to pay for services.
- NSGA: National Sporting Goods Association basis for participation statistics.
- Top Four Activities: Walking, Exercising w/equipment, Swimming and aerobic exercising.
- Recreation Department have become a viable option for offering enrichment programs. Many public school settings have eliminated such programs. (arts, daily P.E.)
- Recreation Centers are providers to become feeders private and non-profit programs.
- Trends: Warm-Water Therapy Pools; Zero Depth Entry; Additional Gym Space; Indoor Walking tracks, Senior Space; Preschool/Youth space and programs.
- Significant demand for fitness and wellness with increasing age range for cardio, weight and functional training space for seniors and retirees. People are staying active, longer.
- Market analysis and public input process was completed with a portion of debt recovery and 100% of the operational costs.
- Phased approached for 65,000-75,000 square feet facility, with recommendation of 86,500 total build out for 50,000 primary service area population.
- Annual pass structure is aggressive, but consistent with the goal of capturing 100% of the operating expenses.
- The penetration rate for membership is approximately 5% of the primary service area, and 1% of the secondary service area.
- Non Resident rates are approximately 15% in difference, staff would recommend, 20-25%.
- Market constraints at this time falls short(barely) of the 50,000 number in the primary area while the secondary service area significantly exceeds the number. Primary area does continue to show moderate growth.
- The demographics and participation statistics are such it is the belief an indoor facility would be successful
- The market is not saturated. Components will be key drivers in membership numbers.
- Gymnasium space is currently at a premium.

Research gives us an opportunity to learn and give better understanding of the project.

General Questions:(not answer)

1. Did follow up contact with preschools that didn't participate in

the small groups happen?

2. Why was the index data from 2006-7? Is that the most current?

Staff will contact B*K for a response.

V. Staff Reports: Presented

ADJOURN Motion: **Smallheer**

Second: **Meile**

Approved: **All**

PREPARED BY: MJ Hutchison

Next Possible Meeting: June 13, 2016

**Economic Impact in O'Fallon,
St. Clair County, and Illinois**

O'FALLON PARKS & RECREATION



Prepared for the
City of O'Fallon, Illinois

July 2016

DRAFT



DEVELOPMENT STRATEGIES[®]
guiding effective decisions in
real estate, community, and economic development

July 22, 2016

Ms. Mary Jeanne Hutchison
Director
O'Fallon Parks & Recreation
Katy Cavins Community Center
308 East Fifth Street
O'Fallon, Illinois 62269

RE: Economic Impact of O'Fallon Parks & Recreation Department, Activities, and Visitors

Dear Ms. Hutchison:

Development Strategies is very pleased to submit this economic impact analysis of the added economic activity triggered by operations of the O'Fallon Parks & Recreation Department. Using spending data for fiscal years 2014 and 2017, an average year finds the department employing 228 people, six percent of them year-round time and 94 percent seasonal. Formal athletic leagues and tournaments also attract over 128,000 visitors each year from outside the city.

Multiplier effects triggered by the day-to-day spending to support O'Fallon's parks and recreation programs, plus the in-town spending by out-of-town visitors that can be attributed to their trips to O'Fallon's parks, helps to support another 43 jobs in the city, yet another 18 elsewhere in St. Clair County, and still another 18 jobs elsewhere in the state of Illinois.

The accompanying report details our study methodology and findings. Please let us know if we can provide further clarification.

Respectfully submitted on behalf of
DEVELOPMENT STRATEGIES

D R A F T

Robert M. Lewis, FAICP, CEcD
Principal

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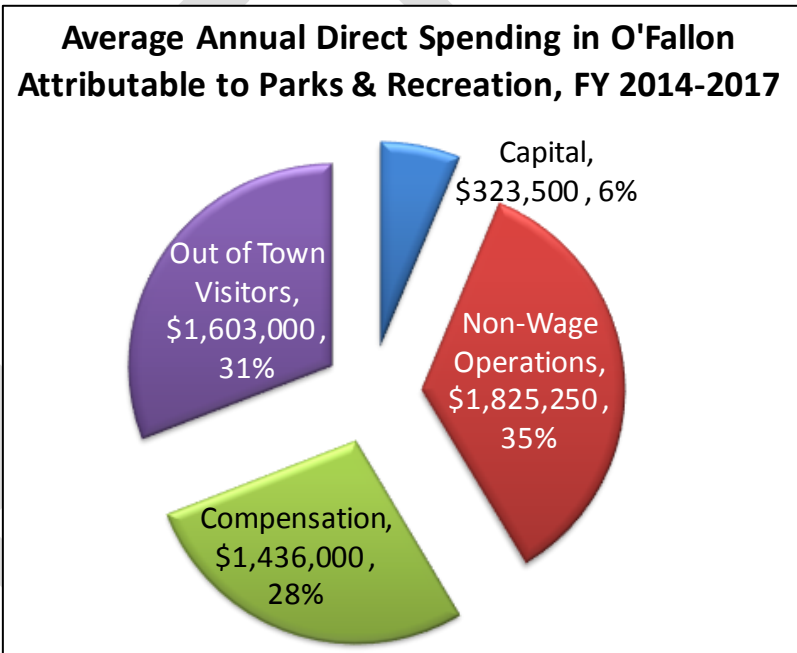
1.0 EXECUTIVE SUMMARY

O'Fallon's park and recreation programs spend almost \$3.6 million in an average year, employ 228 people in an average year (13 year-round and 215 seasonal), and attract over 128,000 visitors each year who spend an estimated \$1.6 million because of their use of O'Fallon's parks.¹

This study demonstrates the economic impact of O'Fallon Parks & Recreation in the City of O'Fallon, St. Clair County, and the State of Illinois in several measurable ways. O'Fallon is one of the major cities of the region and within St. Clair County. In fact, national measures of parks and recreation expenditures by local governments place O'Fallon well above average. It is not difficult to observe that the quality of life in O'Fallon and the economic progress that it and its residents have achieved are immensely supported by the many superior facilities and activities in O'Fallon's park facilities and recreational programs.

But it is often difficult to quantify that full impact. How, for instance, can the economic impact of biking, jogging, or roller-blading around the parks be measured? Such pursuits expose people to nature and exercise which, in turn, help with their physical and mental well-being, almost certainly making them more productive participants in the economy. Unfortunately, measuring that impact in a meaningful way continues to elude economists. Still, there are other indicators than can be measured.

O'Fallon city budgets were obtained for fiscal years 2014 through 2017 (the current fiscal year) to determine a four-year average spending pattern by the Parks & Recreation Department. As shown to the right, that department spends an average of \$323,500 per year on capital improvements, \$1,436,000 for employee compensation (including benefits), and \$1,825,250 on all other operational expenses per year. Altogether, the department spends \$3,584,750 per average year. And it employs a total of 13 people year-round and another 215 on a seasonal basis



In addition, O'Fallon's parks support many sports leagues and tournaments. The department provided scheduling data for a wide range of leagues and sporting activities for a typical year. From this information, it was determined that an average of 128,000 "visitor days" are generated each year just from those athletic programs along. A "visitor day" is defined as a single participant or spectator who does not reside in O'Fallon at a single game on a single day. Thus, if a sixth grade basketball player from Edwardsville participates in a tournament of three games over a weekend, she is counted as three visitor days. If her parents accompany

¹ This visitor estimate is limited to formal athletic leagues and tournaments using O'Fallon's parks and whose athletes, coaches, and spectators do not reside in O'Fallon. Actual users/visitors of the city's park system number well over 128,000 because of O'Fallon-based athletic teams, residents using the parks for a full range of recreational purposes, and casual users. Economic impact calculations are not based on "local" residents, however, because they are assumed to spend money in the city anyway. It is the out-of-town visitors who bring "new money" into the city which can then circulate locally to support additional jobs and businesses.

her as spectators, they count as three visitor days each, or six additional visitor days. Likewise, all the other players, spectators, and coaches generate their own visitor days. If they play a team from Collinsville during the tournament, those players and spectators are also counted as a number of visitor days. If the opposing team is from O'Fallon, however, the O'Fallon players and spectators are not counted in the economic impact.

The resulting 128,250 visitor days per year trigger spending for food, drinks, gas, retail goods, and—in an estimated five percent of cases—hotel rooms. In total, these visitor days trigger \$1,603,000 in local spending per year.

Total *direct* spending by the Parks & Recreation Department plus out-of-town visitors comes to \$5,187,750 annually. This triggers multiplier impacts throughout the area. These impacts were measured at the city,² county, and state levels. Multiplier analysis in the city of O'Fallon (excluding the direct impacts of the Parks & Recreation Department itself) shows that spending by the department and the out-of-town visitors:

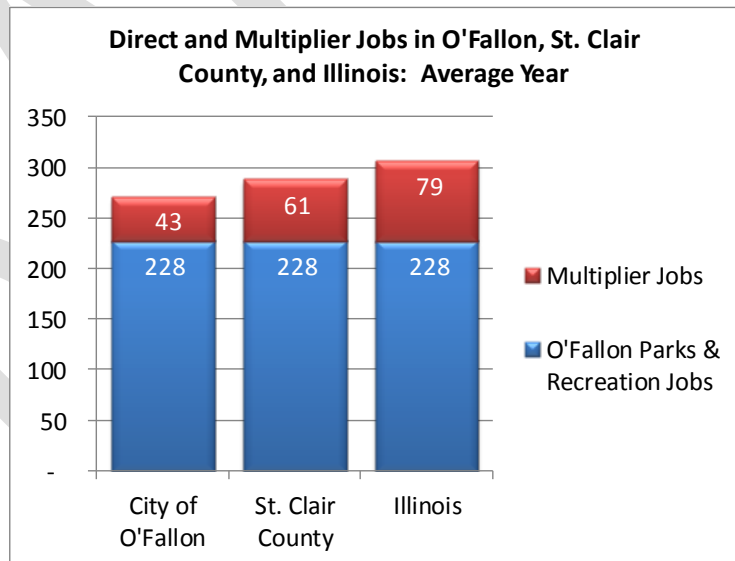
- adds another \$4.7 million in economic activity (i.e., sales or transactions) in the city's economy,
- adds \$1.2 million in earnings for city households, and
- supports another 43 jobs in the city in addition to the 228 jobs supported directly by the department.

Multiplier analysis for St. Clair County (including O'Fallon) shows that the same spending:

- adds another \$6.72 million in economic activity in the county (about \$6 million more outside of the city),
- adds \$2.34 million in earnings for county households (\$2.31 million outside of the city), and
- supports another 61 jobs in the county (18 outside of the city).

Multiplier analysis for all of Illinois (including St. Clair county) shows that the same spending:

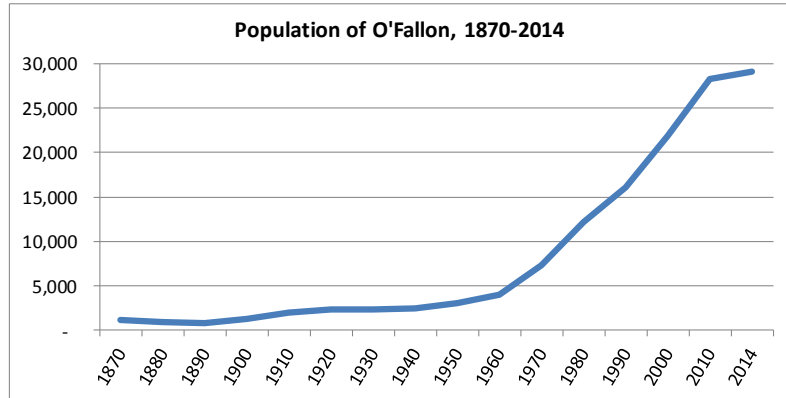
- adds another \$8.10 million in economic activity in the state (about \$1.38 million more outside of the county),
- adds \$5.29 million in earnings for state households (\$2.95 million outside of the county), and
- supports another 79 jobs in the state (18 outside of the county).



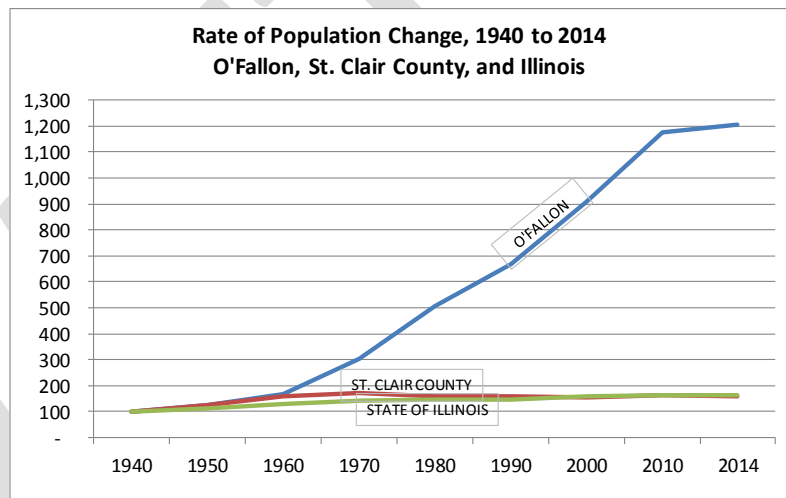
² It is crucial to note that multiplier coefficients for a wide range of economic sectors are obtained from the federal government based on the massive amount of economic data provided to the National Income and Products Accounts. Multipliers are determined on a regular basis for every county in the U.S. or combinations of abutting counties (like metro areas or states). There are no “independent” multipliers for cities that are within counties. Thus, this report estimates the likely multiplier coefficients for O'Fallon using a statistical model that compares several economic measures available for the city to the same measures for St. Clair County. On this basis, O'Fallon represents 10.6 percent of the county's economic activity. Moreover, the city's share of the county's economy is 6.7 times the county's share of the state economy. So the multipliers for the city are assumed to be 71 percent of the county's multipliers (10.6% x 6.7). In turn, the county's multipliers are generally in the range of 80 percent of the state's multipliers.

2.0 BACKGROUND ON O'FALLON PARKS & RECREATION

What is now the city of O'Fallon was founded in 1854 and formally incorporated as a village in 1874. It was changed to a city form of government in 1905 by a vote of the people. The latest Census Bureau estimate of O'Fallon's population is for July 1, 2014, when there were 29,069 residents. The city's rate of population growth since 1960 has immensely outpaced growth in St. Clair County and the entire state of Illinois.³



A rapidly growing population requires a diverse and robust parks and recreation network managed by a professional staff. O'Fallon's present Parks & Recreation Department has 13 full time employees and hires an average of 215 part time and seasonal employees each year.⁴



The Parks & Recreation Department manages 11 separate parks not only in O'Fallon but also in the neighboring village of Shiloh, which had a population 12,900 as of 2014. O'Fallon has a joint agreement with Shiloh for parks and recreation facilities and services.

The department also manages the Katy Cavins Community Center, the Log Cabin in Community Park, Memorial Pool, the Rock Springs Nature Center, and numerous formal sports programs for youth. It schedules and maintains sports facilities for several children and adult leagues in baseball, softball, swimming, basketball, lacrosse, and other sports in O'Fallon and Shiloh.



While the Parks & Recreation Department exists to serve vital social, recreational, and artistic needs, it takes money to operate the parks, related facilities, and programs. Spending to support these facilities and programs, in turn, generates multiplier economic impacts that benefit the rest of O'Fallon, St. Clair County, and the state of Illinois. Jobs are supported,

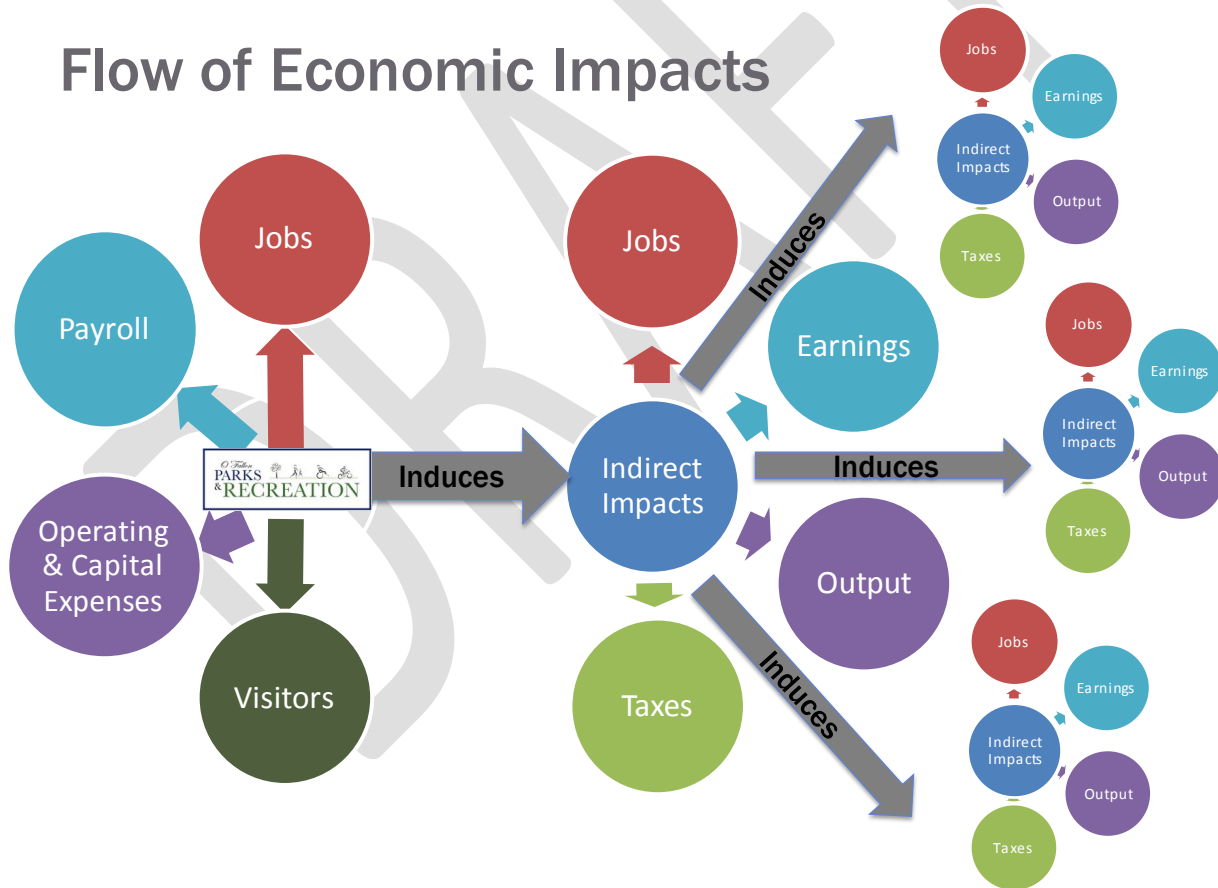
³ Since 1960, O'Fallon has grown more than 600 percent. Meanwhile St. Clair County has barely grown at all (in fact, losing population between 2010 and 2014) and Illinois has grown about 28 percent.

⁴ These are averages for fiscal years 2014 through 2017—the latter which is projected for the fiscal year that began May 1, 2016 and will end April 30, 2017.

income is generated, taxes are paid. Visitors to the parks from out of town stay in hotels, buy meals, and purchase goods and services. From these “direct” economic impacts come multiplier effects as such money is spent and re-spent throughout the economy. These effects are illustrated below.

- The left side of the illustration shows that O’Fallon Parks & Recreation spends money to support operating, payroll, and capital expenses. It also creates jobs, as noted above.
- O’Fallon’s parks also draw visitors to the city who also spend money in O’Fallon *because of* their trips to the city’s parks and, thus, generate taxes and further job creation.
- As these dollars are spent in the economy, they trigger indirect impacts as recipients of that money spend to support their businesses and households, while also creating more jobs, thus triggering additional indirect impacts, and so on.
- Not all such money is spent in the local economy, however. Some is “leaked” to other economies. Capital expenditures, for instance, probably involve purchases of some materials and supplies from outside the city, the county or even the state. As that money leaks out, the remaining dollars diminish in number over time, eventually shrinking to zero. Econometric models can determine how many times a single dollar, spent initially to support O’Fallon’s parks and recreation programs, circulates in the economy.

Flow of Economic Impacts



In this report, such multiplier effects are presented for three “local economies:”

1. The City of O’Fallon (in this case excluding impacts in Shiloh).
2. St. Clair County, which is a large urban/suburban economy where a great many visitors to O’Fallon’s parks reside.
3. The State of Illinois both because O’Fallon is in Illinois and because a 2015 report by the National Recreation and Park Association (NRPA) on the economic impacts of local parks ranked Illinois second among the 50 states plus the District of Columbia in overall economic activity triggered by spending in the use of parks and recreation facilities.⁵

Rock Springs Park in O’Fallon



One of eight baseball diamonds at O’Fallon Family Sports Park



⁵ *The Economic Impact of Local Parks: An Examination of the Economic Impacts of Operations and Capital Spending on the United States Economy.* National Recreation and Park Association (Washington, DC). 2015.

3.0 METHODOLOGY AND DEFINITIONS

The methodology to determine multiplier economic impacts is fairly straightforward:

1. Obtain spending information from O'Fallon Parks & Recreation.
2. Obtain multipliers for appropriate economic sectors from the U.S. Bureau of Economic Analysis. These are from the Regional Input-Output Modeling System, version 2 (or RIMS-II). Multipliers were obtained separately for St. Clair County and the State of Illinois. Estimated multipliers for the city of O'Fallon were determined by Development Strategies using economic statistics of the city compared to the county.
3. Calculate the multiplier impacts.

The remainder of this report describes the full methodology and the findings that result.

Annual budgets of the City of O'Fallon were evaluated for fiscal years 2014 through 2017 to determine specific expenditures by the Parks & Recreation Department. Prior to 2016, actual spending was also obtained. The resulting four fiscal years enabled long-term average expenditures to be calculated. These expenditures are included as a “typical year” in the economic impact modeling. Only annual averages of these data items are described in this report. Year-by-year economic impacts are not separately calculated.

O'Fallon Parks and Recreation officials provided extensive information on “visitors” to the various parks, particularly for athletic leagues and tournaments. Development Strategies compiled the visitor data into a database that estimates not only the number of visitors for such purposes but how many of those visitors have been from out of the city (e.g., athletes from Belleville playing in O'Fallon) who, in turn, are likely to spend money in O'Fallon attributable to that athletic event. Some of those out-of-town visitors/patrons also stay in local hotels which increases their spending profiles.

Economic impacts are based on four of the spending inputs: capital spending, payroll spending, other operational spending, and visitor spending. The first three are directly triggered by the Parks & Recreation Department. Visitor spending is a function of the quality and scale of parks in O'Fallon but is directly triggered by the visitors themselves.⁶ Multiplier impacts are expressed in three ways:

1. The **added amount of economic activity** generated in the local economy, expressed in dollars. This is a concept similar to measuring the “value added” in the economy as the result of the full spending cycle of a single dollar. It is roughly related to the gross domestic product. Thus, this tends to be a relatively large number that demonstrates the scale of economic activity.
2. The second expression of impact is in terms of **household earnings**. This is a measure of the share of added economic activity (or the share of added economic output) that is converted to more income for local economy households. As income, it adds to the buying power of such households.
3. The third measure is typically the easiest to understand. This is the number of added jobs that are supported in the local economy as a result of the spending triggered, in this case, by O'Fallon Parks & Recreation and its visitors.

⁶ Visitor spending excludes “visitors” or athletes from within the city of O'Fallon. Local residents are assumed to not have additional spending impacts on the local economy, so they are not included in the modeling. This is a purposely conservative approach. In all likelihood, the quality and scale of parks in O'Fallon retains local residents in O'Fallon for park and recreation activities so that they do not feel compelled to enjoy “better” parks in other cities. Thus, their spending in O'Fallon that can be attributed to use of O'Fallon's parks has a positive economic impact because it was retained in the city and not leaked to other cities. Still, such spending is ignored so that the economic impacts are not inadvertently overstated.

For example, if O'Fallon Parks & Recreation spends \$2 million in an average year and the “output multiplier” is 2.0, then the added economic activity in the local economy is another \$4 million.

Part of that added activity becomes household income. The earnings multiplier is always less than one because it represents a share of the initial spending—say, 0.45. This means that added household income will be the equivalent of 45% of the initial spending—\$2 million x 45%, or \$900,000. Thus, of the \$3.9 million in added economic output in the economy, \$900,000 million will accrue to households for their income. The other \$2.5 million would become income for businesses and used for purposes other than paying employees.

Finally, the jobs multiplier is also a function of the initial direct spending, expressed as the number of multiplier jobs supported in the economy for every \$1 million spent by O'Fallon Parks & Recreation and its visitors. If the jobs multiplier is 11, then the \$2 million initial annual spending would help to support 22 jobs in the local economy. While not absolutely a correct use of these findings, it is a useful “check” of the data to divide the added earnings by the added jobs to see what an average added job would be paid. In this example, \$900,000 million in added earnings divided by 22 added jobs is an average annual wage of \$40,100.

As is shown on the following pages, the multipliers vary by size of “local economy.” The O'Fallon economy is smaller than the St. Clair County economy which, in turn, is smaller than the Illinois economy. Consequently, the lowest multipliers apply to the city. But the dollars “leaked” from O'Fallon will stay in St. Clair County a bit longer, and longer still within the state.

In all these cases, there are four multipliers (capital spending, payroll spending, other operational spending, and visitor spending) for each of the three local economies. Summing the results of each multiplier yields weighted average multipliers for each geographic area. That said, available multipliers do not always neatly reflect the specific economic sectors of Parks and Recreation, so Development Strategies uses multiplier coefficients, or combinations of coefficients, based on the best matches between spending patterns and available multipliers.⁷

- Capital spending is considered a *construction* sector impact, so the construction multipliers are used.
- Employee compensation by the Parks & Recreation Department were put into the *households* sector because that sector picks up the spending behavior of households and consumers. In effect, control of such spending is not in the hands of the Department but, instead, in the hands of the individual employees and their households.
- The non-wage operating expenditures by O'Fallon Parks & Recreation were placed into four economic sectors for which there are multipliers. Each sector’s “share” of the combined multipliers is based on classification of expenditures from the city’s budget documents. The four sectors and their statistical weights are *performing arts, spectator sports, museums, zoos, and parks* (weighted 57.3 percent), *amusements, gambling, and recreation* (weighted 24.5 percent), *internet and other information services* sector (5.5 percent), and *other services* (1.4 percent). This combination results in weighted multipliers customized to O'Fallon Parks & Recreation operations expenditures.
- There is no specific “visitor” sector. Visitor spending is, for this report, considered an impact within three weighted sectors: *accommodations* (weighted at 26.1 percent), *retail trade* (19.8 percent), and *food services and drinking places* (54.1 percent). Development Strategies created a single set of “visitor sector” multipliers based on the proportional blend of the multipliers in the three sectors.

⁷ The RIMS II multiplier system provides multiplier coefficients for each county or groups of contiguous counties in the U.S. for 62 “industry aggregation” sectors. There is no sector, however, that is specifically targeted to “parks and recreation.”

4.0 DIRECT ECONOMIC IMPACTS OF O'FALLON PARKS & RECREATION

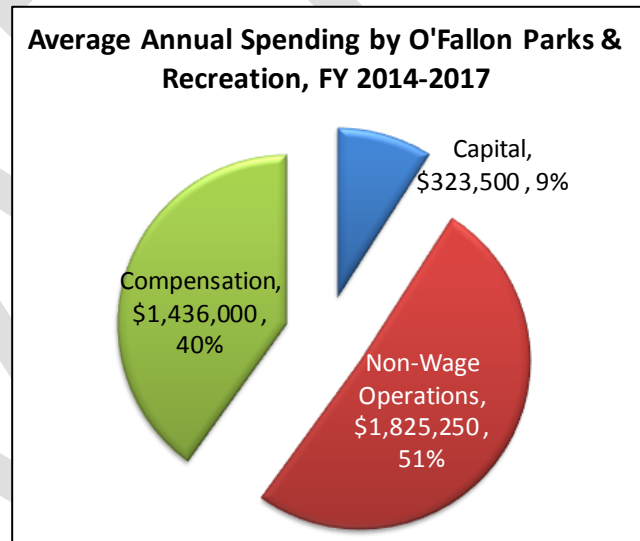
The O'Fallon Parks & Recreation facilities and programs are diverse, attracting a wide range of visitors, users, patrons, and activities. Over the past few years, the Parks & Recreation budget has represented an annual average of 5.2 percent of city government's overall spending.⁸ The average annual spending by O'Fallon Parks & Recreation between fiscal years 2014 and 2017 is \$3,584,750. O'Fallon's population was estimated by the U.S. Census Bureau in 2015 (latest available) at 29,002.⁹ Parks & Recreation spending, therefore, averages about \$124 per resident of the city.¹⁰

This per capita spending appears to be well above national norms. The 2013 *Parks and Recreation National Database Report* by the National Recreation and Park Association¹¹ found that per capita spending throughout the U.S. was \$85.00 in 2012. Even adjusting for inflation, O'Fallon is spending about one-third more than national averages, an indication both the high quality of life in O'Fallon and the city's ability to attract many out-of-town users who contribute both direct and indirect economic resources to the city.

Reinforcing this "above normal" finding is the NRPA's 2015 *Field Report* which shows that cities with population densities (residents per square mile) of between 1,501 and 2,500 spend an average of about \$81.00 per capita. O'Fallon's population density in 2015 was 2,003 residents per square mile.¹²

Because of the open space and open flow of the city's various parks and users, it is virtually impossible to determine the true economic impact of the parks and rec programs. Still, public assets like major parks have been shown to be extremely important in the economy of a region because they add to the quality of life and, therefore, help to attract and support a high quality labor force.¹³ Such measures, however, are difficult to isolate with sufficient accuracy.

That said, O'Fallon's parks generate measureable economic activity by triggering spending money to support them, to hire and pay employees, and to



⁸ For fiscal years 2014 through 2017, the city spent (or is spending) an annual average of almost \$68.7 million for all operations and capital improvements. The average for the Parks & Recreation Department is almost \$3.6 million, or 5.2 percent. See <http://www.ofallon.org/finance-department/pages/fiscal-year-budgets>.

⁹ An increase, by the way, of 2.5% since 2010 and over 30% since 2000.

¹⁰ O'Fallon also manages parks and recreation programs for the Village of Shiloh. This per capita spending ignores any additional spending by, and the population of, Shiloh. If the two jurisdictions' spend and populations are combined, the per capita spending might change.

¹¹ https://www.nrpa.org/uploadedFiles/PageBuilder_Proragis/Content/common_elements/PRORAGIS-national-database-report-2013-NRPA.pdf

¹² Shiloh's population density as of 2015 was 1,183 residents per square mile. Combined, O'Fallon and Shiloh had a 2015 density of 1,649 residents per square mile, still within the range noted above.

¹³ Again, see *The Economic Impact of Local Parks: An Examination of the Economic Impacts of Operations and Capital Spending on the United States Economy*. National Recreation and Park Association (Washington, DC). 2015.

attract patronage. Using the city’s financial reports for fiscal years 2014 through 2017, the Parks & Recreation Department spends \$3,584,750 in an average year.

- Nine percent of this amount, or \$323,500, is for capital expenditures, or major improvements and expansions. This number tends to be the most volatile of the spending categories and can vary substantially year to year depending on specific capital improvements. For instance, the department spent some \$410,000 on capital improvements in 2014, but will spend only about \$235,000 in 2017.¹⁴
- Forty percent of the total spending is for payroll, or an average of \$1,436,000 per year. This payroll supports 228 jobs—13 year-round and 215 seasonal.
- Just over half of total spending—51 percent—is for other operational spending, or \$1,825,250 in an average year to support the department and its activities.

There is no reliable data on *all* visitors and users of O’Fallon’s parks and recreational facilities, but information provided by the department on the many athletic leagues and tournaments hosted in O’Fallon indicates that the leagues and tournaments alone generate 128,250 annual “visitor days.” A visitor day, in this context, is defined as a single, non-O’Fallon resident who participates in or watches an athletic event per day. This includes out-of-town athletes, coaches, family members, and so on who are using athletic facilities either as athletes or spectators.¹⁵

For example, a single athlete in a softball league who plays eight games in O’Fallon over the course of the season is counted as eight visitor days. If she is accompanied by friends or family, they, too are counted as eight visitor days each. This method of measurement allows for estimates of likely spending by these visitors each time they come to O’Fallon for a parks and recreation purpose.¹⁶

Using data from a variety of sources, including Illinois, Missouri, and metropolitan tourism and convention agencies, Development Strategies estimates that average spending in O’Fallon per visitor day that can be attributed to the use of O’Fallon’s parks and recreation facilities is:

- \$60.00 for those staying overnight. Five percent of “day visits” are considered overnight lodgers in O’Fallon hotels based on the distance that such visitors traveled and/or the length of a tournament (i.e., more than one day).

Estimated Per Visitor Day Spending Per Person in O'Fallon (2016 Dollars)			
Expenditure Category	Those Staying in		Day Visitors Only: 95% of Visitor Days
	Local Hotels: 5% of Visitor Days		
Lodging*	\$ 15.65	\$	-
Meals/Food/Groceries	11.87		2.68
Entertainment	7.26		1.64
Shopping	9.71		2.19
Transportation	8.38		1.89
Attractions	4.47		1.01
Other	2.65		0.60
Total, per visitor	\$ 60.00	\$	10.00

* It is assumed that athletic team overnight stays include families and groups that include several people per room, thus diluting the per person room charge.

¹⁴ It spent even less--\$88,000 in FY 2013.

¹⁵ An O’Fallon resident at these athletic events does not bring “new spending” into O’Fallon, but the out-of-towners, whether from nearby Belleville or from Toledo, Ohio, trigger added daily spending while in O’Fallon for food, gas, retail items, etc. Some also stay in local hotels.

¹⁶ There are a great many more users of the parks and athletic facilities, of course. Most of them are O’Fallon residents who also spend money in O’Fallon because of that athletic event (dinner, sodas, even beer). But the multiplier effects ignore spending by locals in O’Fallon.

- \$10.00 for just day-trippers, who mostly do not stay an entire day. 95 percent of day visits are considered just that—visits for only a single day or partial day.

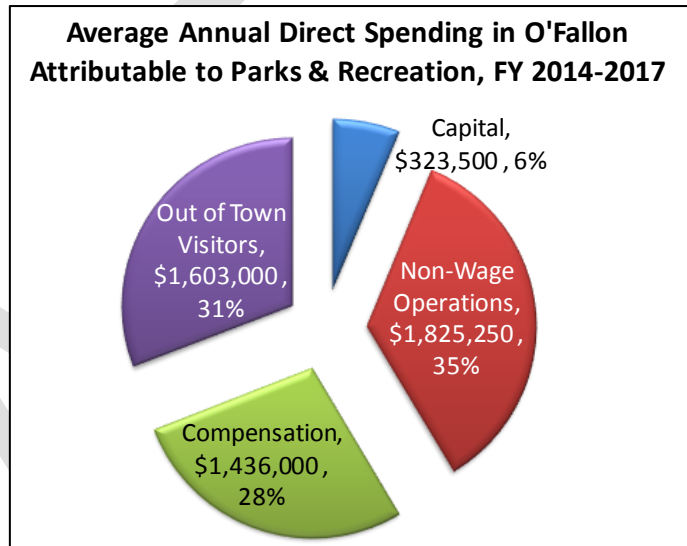
On this basis, 6,410 visitor days attributable to use of O'Fallon's parks also include hotel stays. In an average year, therefore, these hotel visitors spend \$384,600 (6,410 x \$60.00) in O'Fallon which triggers additional economic impacts.

Strictly day visitors, therefore, total 121,840, each one spending an average of \$10.00 per visit, or an annual aggregate of \$1,218,400.

Altogether, the documented athletic-oriented day visits trigger direct spending in O'Fallon of \$1,603,000 per year.¹⁷

In sum, there are four major spending categories that trigger additional economic impacts in O'Fallon, St. Clair County, and Illinois:

1. Annual average capital spending by O'Fallon of \$323,500.
2. Annual average non-wage operational spending by O'Fallon of \$1,825,250.
3. Annual average employee compensation spending by O'Fallon of \$1,436,000.
4. Annual average out-of-town visitor spending in O'Fallon attributable to parks and recreation events and activities of \$1,603,000.



Total direct spending impacts, therefore, are \$5,187,750 per year.

¹⁷ These visitors also likely spend money in other jurisdictions as the travel to and from O'Fallon. Thus, Illinois gas stations and roadside restaurants also likely benefit from many of these visitors. That economic impact is not estimated here nor included in the St. Clair County or State of Illinois multipliers.

5.0 MULTIPLIER IMPACTS OF O'FALLON PARKS & RECREATION

All of the jobs associated with O'Fallon Parks & Recreation are located within O'Fallon. But not all of the economic impacts are felt within the city. Indeed, many employees certainly live outside the city. Purchases of supplies, materials, and services are made from businesses both inside and outside the city. Out of town visitors spend their dollars both in the city and outside. Thus, a dollar of direct spending in O'Fallon is eventually reduced to zero during successive rounds of spending of that dollar. This “finite” sum of successive rounds of spending allows for the determination of multiplier coefficients, or values that represent how many times a single dollar recycles in a given geographic area.

This chapter describes the multiplier impacts of O'Fallon Parks and Recreation in three geographic areas: the City of O'Fallon, St. Clair County, and the State of Illinois.

5.1 O'Fallon Impacts

Table 1 shows the direct and indirect impacts in the City of O'Fallon. In fact, the first row of numbers, entitled “Direct Spending,” is the same for all three geographic areas. The O'Fallon Parks & Recreation program triggers some \$5,187,750 in direct spending in an average year, as noted above. This includes spending by out-of-town visitors that is attributable to their O'Fallon park visits.

Table 1					
AVERAGE ANNUAL ECONOMIC IMPACT OF O'FALLON PARKS & RECREATION					
ON THE CITY OF O'FALLON (Fiscal Years 2014-2017)					
<i>Dollar amounts reflect average spending for fiscal years 2014 through 2017</i>	(1) Capital Expenditures	(2) Operating Expenditures	(3) Employee Compensation	(4) Visitor Spending	(5) Total
Direct Spending	\$323,500	\$1,825,250	\$1,436,000	\$1,603,000	\$5,187,750
Multipliers					
Output	1.12	1.04	0.57	1.03	0.91
Earnings	0.28	0.30	0.12	0.24	0.23
Employment	6.10	11.39	3.44	9.40	8.24
ADDED ECONOMIC IMPACT ON THE CITY OF O'FALLON					
Output	\$363,500	\$1,904,100	\$821,500	\$1,651,200	\$4,740,300
Earnings	\$91,200	\$547,100	\$170,100	\$381,000	\$1,189,400
Indirect Jobs in O'Fallon Held by O'Fallon City Residents	2.0	20.8	4.9	15.1	42.8
TOTAL ECONOMIC IMPACT ON THE CITY OF O'FALLON					
Output					\$9,928,050
Earnings					\$2,625,000
Direct Jobs in O'Fallon					
					Parks & Recreation Department 13
					Seasonal Employees 215
Total Direct and Indirect Jobs in O'Fallon					271
Multiplier Definitions:					
Output:	Total dollar change in the O'Fallon economy due to expenditures by the O'Fallon Parks & Recreation Department.				
Earnings:	Total dollar change in earnings of households in O'Fallon due to expenditures by the O'Fallon Parks & Recreation Department.				
Employment:	Total change in the number of jobs held by O'Fallon residents per \$1,000,000 of added output.				

Column 1 of Table 1 shows the multiplier impact from capital spending. This annual average spending of \$323,500 is multiplied by 1.12 to determine the added economic activity that takes place in the City of O'Fallon itself as a result of this capital spending. Thus, added economic output in the city triggered by capital spending is another \$363,500.

Of this, \$91,200 accrues to O'Fallon households in the form of added annual earnings. The capital-induced economic activity also supports 2.0 other jobs in the city.¹⁸

This same arithmetical process is repeated for direct spending triggered by non-payroll operating expenses (Column 2), employee compensation (Column 3), and out-of-town visitor spending (Column 4). When summed, total annual spending from these four sources is \$5,187,750 in an average year. This triggers \$4,740,300 in additional economic activity within the city, including \$1,189,400 in earnings for O'Fallon households and the support of 42.8 added jobs for O'Fallon residents. The overall average earnings for an average multiplier effect job are, therefore, \$27,800.

Added together, further down Column 5, the direct and multiplier effects support 271 jobs in the city (including those of the O'Fallon Parks & Recreation Department—13 year-round and 215 seasonal), earning a total of \$2,625,000 (including the payroll of the department) for average annual earnings of all such workers of \$9,700 per year. This last number may seem low, but it is heavily influenced by the 94 percent of jobs supported by the department that are seasonal (215 of 228). The year-round time employees in the department are compensated at an average of just over \$100,000 including both salaries and benefits.¹⁹

5.2 St. Clair County Impacts

Table 2 shows the direct and indirect impacts triggered by the same direct expenditures but in the larger economy of St. Clair County. That is, the first row of numbers, entitled “Direct Spending,” is the same as on Table 1. But the impact of that spending is measured for the entire county. In this case, the overall output multiplier (Column 5) has risen to 1.30, up from 0.91 for just the City of O'Fallon.

Most notably, the spending triggered by O'Fallon Parks & Recreation and its visitors helps to support almost 61 multiplier jobs throughout the county (including those in O'Fallon), plus the 228 jobs in O'Fallon itself. The 60.6 multiplier effect jobs in the county are roughly 18 more than in the City-only scenario, meaning that 18 such jobs are supported elsewhere in the county because of O'Fallon's park and recreation expenditures.

The 61 added jobs in the county are supported by an additional \$1,685,900 in household earnings, an average of \$27,800 per multiplier job.

¹⁸ “Jobs” in the multiplier models, just like in the normal unemployment rate calculations, include just about any sort of job—full time, part time, or seasonal. No distinction is made. Thus, the job impacts can be a little misleading, especially in a situation like O'Fallon Parks and Recreation where such a high proportion of jobs—94%—are seasonal.

¹⁹ This seemingly high average, of course, includes the department director. While the specific value of salary and benefits value of the director is unknown for this report, such positions typically command compensation well above the \$100,000 overall average.

ECONOMIC IMPACT OF O'FALLON PARKS & RECREATION

Table 2 AVERAGE ANNUAL ECONOMIC IMPACT OF O'FALLON PARKS & RECREATION ON ST. CLAIR COUNTY (Fiscal Years 2014-2017)					
<i>Dollar amounts reflect average spending for fiscal years 2014 through 2017</i>	(1) Capital Expenditures	(2) Operating Expenditures	(3) Employee Compensation	(4) Visitor Spending	(5) Total
Direct Spending	\$323,500	\$1,825,250	\$1,436,000	\$1,603,000	\$5,187,750
Multipliers					
Output	1.59	1.48	0.81	1.46	1.30
Earnings	0.40	0.42	0.17	0.34	0.32
Employment	8.64	16.14	4.88	13.33	11.69
ADDED ECONOMIC IMPACT ON ST. CLAIR COUNTY					
Output	\$515,200	\$2,699,100	\$1,164,500	\$2,340,600	\$6,719,400
Earnings	\$129,200	\$775,600	\$241,100	\$540,000	\$1,685,900
Indirect Jobs in St. Clair County Held by St. Clair County Residents	2.8	29.5	7.0	21.4	60.6
TOTAL ECONOMIC IMPACT ON ST. CLAIR COUNTY					
Output					\$11,907,150
Earnings					\$3,122,000
Direct Jobs in O'Fallon					13 Seasonal Employees 215
Total Direct and Indirect Jobs in St. Clair County					289
Multiplier Definitions:					
Output:	Total dollar change in the St. Clair County economy due to expenditures by the O'Fallon Parks & Recreation Department.				
Earnings:	Total dollar change in earnings of households in St. Clair County due to expenditures by the O'Fallon Parks & Recreation Department.				
Employment:	Total change in the number of jobs held by St. Clair County residents per \$1,000,000 of added output.				

5.3 State of Illinois Impacts

Table 3 shows the direct and indirect impacts triggered by the same direct expenditures but in the much larger economy of Illinois as a whole. That is, the first row of numbers, entitled “Direct Spending,” is the same as on Tables 1 and 2. But the impact of that spending is measured for the entire state. In this case, the overall output multiplier (Column 5) has risen to 1.56, up from 1.30 for St. Clair County.

Note that the proportional increase in the overall output multiplier from the county to the state is a little less than from the city to the county. This is because the bulk of multiplier effects are experienced closest to the original spending source. In an economy as large and diverse as metropolitan St. Louis and, for that matter, St. Clair County, most purchases can be made nearby. The state impacts are not assumed to be spread evenly over the entire state, nor are the county impacts spread evenly over the county. They are concentrated in and immediately surrounding O'Fallon.

The spending triggered by O'Fallon Parks & Recreation and its visitors helps to support 79 multiplier jobs throughout the state (including those in O'Fallon and St. Clair County), plus the 228 jobs in O'Fallon itself. The 79 multiplier effect jobs in the county are roughly 18 more than in the county-only scenario, meaning that 18 such jobs are supported elsewhere in the state because of O'Fallon's park and recreation expenditures.

ECONOMIC IMPACT OF O'FALLON PARKS & RECREATION

Because most multiplier effects are experienced nearer to the original spending, it is highly likely that those 18 additional “statewide” jobs are going to be overwhelmingly in Madison County and elsewhere in Metro East.

The 79 added jobs in the state would be supported by an additional \$3,119,000 in household earnings, an average of \$39,500 per multiplier job. This is substantially higher than the earnings effect in the city and the county, indicating that, as the multiplier effects spread into a larger state economy, the quality of jobs and wages also increases. Again, this is primarily attributable to multiplier effects that touch a broader range economic sectors that have greater proportions in the entire county than in O’Fallon, particularly those with higher paying jobs.

Table 3					
AVERAGE ANNUAL ECONOMIC IMPACT OF O'FALLON PARKS & RECREATION					
ON THE STATE OF ILLINOIS (Fiscal Years 2014-2017)					
<i>Dollar amounts reflect average spending for fiscal years 2014 through 2017</i>	(1)	(2)	(3)	(4)	(5)
	Capital Expenditures	Operating Expenditures	Employee Compensation	Visitor Spending	Total
Direct Spending	\$323,500	\$1,825,250	\$1,436,000	\$1,603,000	\$5,187,750
Multipliers					
Output	1.91	1.87	0.85	1.78	1.56
Earnings	0.73	0.76	0.31	0.66	0.60
Employment	11.94	20.05	6.09	18.56	15.22
ADDED ECONOMIC IMPACT ON THE STATE OF ILLINOIS					
Output	\$619,100	\$3,409,000	\$1,217,300	\$2,850,200	\$8,095,600
Earnings	\$234,800	\$1,381,000	\$438,300	\$1,064,900	\$3,119,000
Indirect Jobs in Illinois Held by Illinois Residents	3.9	36.6	8.7	29.8	79.0
TOTAL ECONOMIC IMPACT ON THE STATE OF ILLINOIS					
Output					\$13,283,350
Earnings					\$4,555,000
Direct Jobs in O'Fallon					13
					215
Total Direct and Indirect Jobs in Illinois					307
Multiplier Definitions:					
Output:	Total dollar change in the Illinois economy due to expenditures by the O'Fallon Parks & Recreation Department.				
Earnings:	Total dollar change in earnings of households in Illinois due to expenditures by the O'Fallon Parks & Recreation Department.				
Employment:	Total change in the number of jobs held by Illinois residents per \$1,000,000 of added output.				

APPENDIX A



PARTNERS IN THE PARK

Goals

\$100,000 in Gross Profit in 2016

STRUCTURE

YEAR LONG PARTNERSHIPS

1 TITLE LEVEL - \$12,000/\$1000 a month

2 PREMIER LEVEL - \$7500/\$625 a month

5 CAPTAIN LEVEL - \$5,000/ \$416 a month

10 COACH LEVEL - \$2,500/ \$208 a month

25 FRIEND - \$1000/ \$83 a month

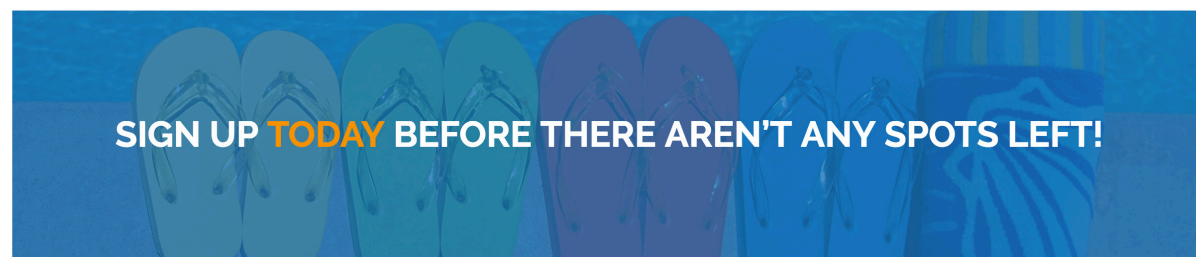
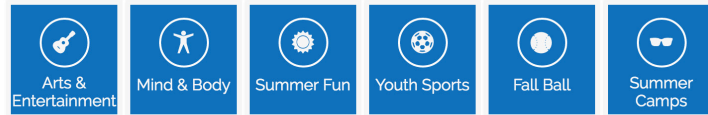
20 EVENT - \$500/ per event

10 ATTRACTION - \$5,000/ per attraction

LIGHT POSTS- \$400/per post

TEAM - \$750/per team

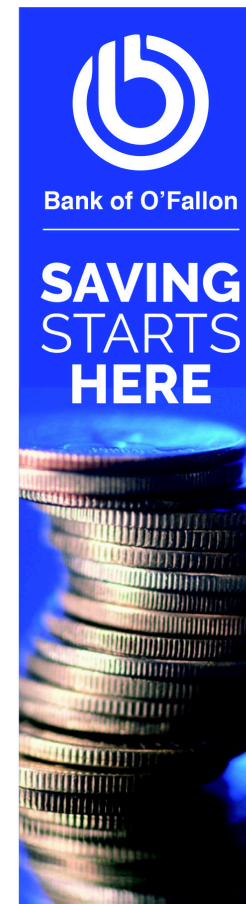
20 CAMP - \$400/ per camp



★ FEATURED YOUTH ACTIVITIES



★ SPORTS



LEVELS

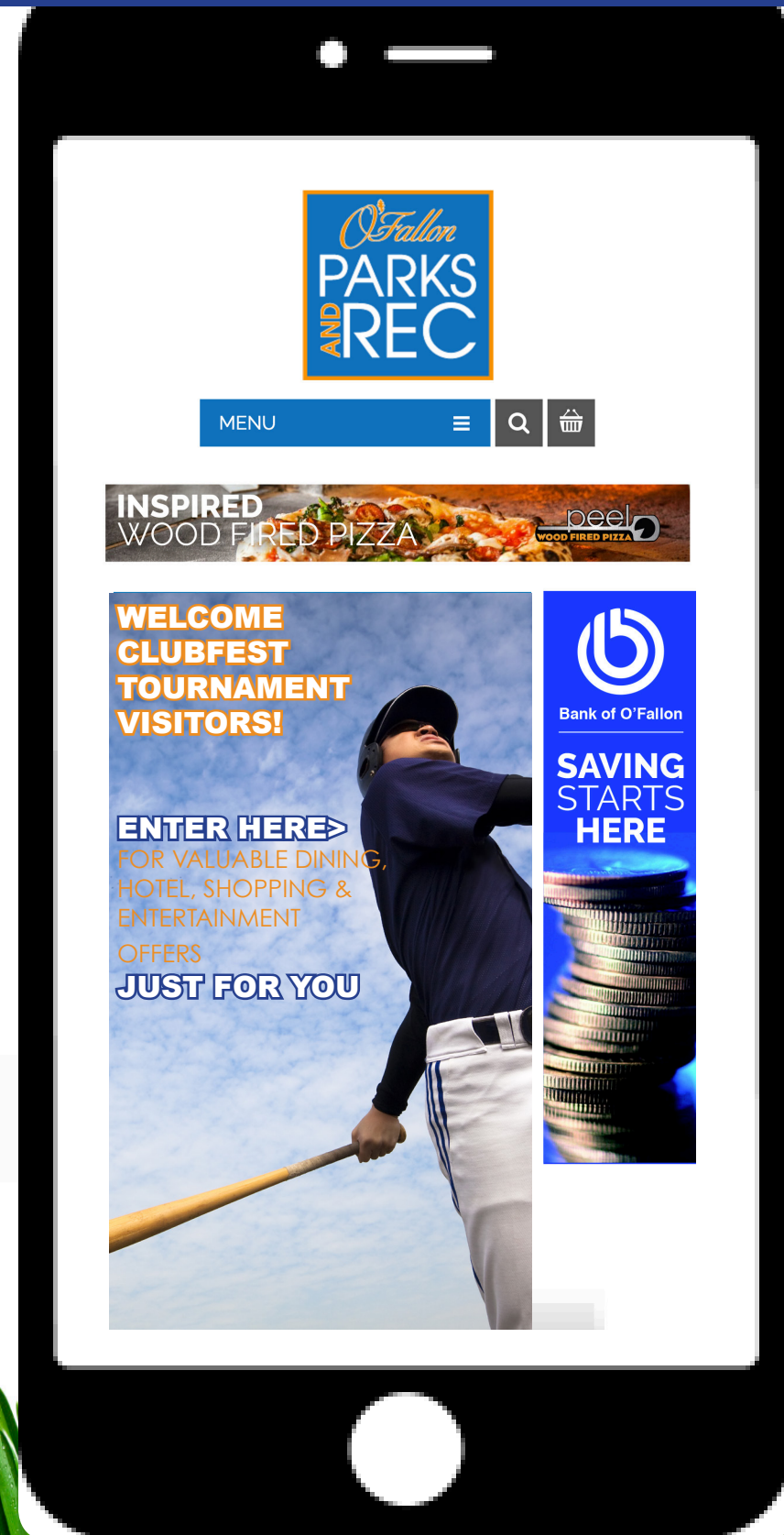
TITLE - 100 impressions/month

PREMIER- 60 impressions/month

CAPTAIN - 30 impressions/month

COACH - 10 impressions/month

FRIEND - 5 impressions/month



EVENT PAGE

AD LEVELS

TITLE - 50% AD SPACE

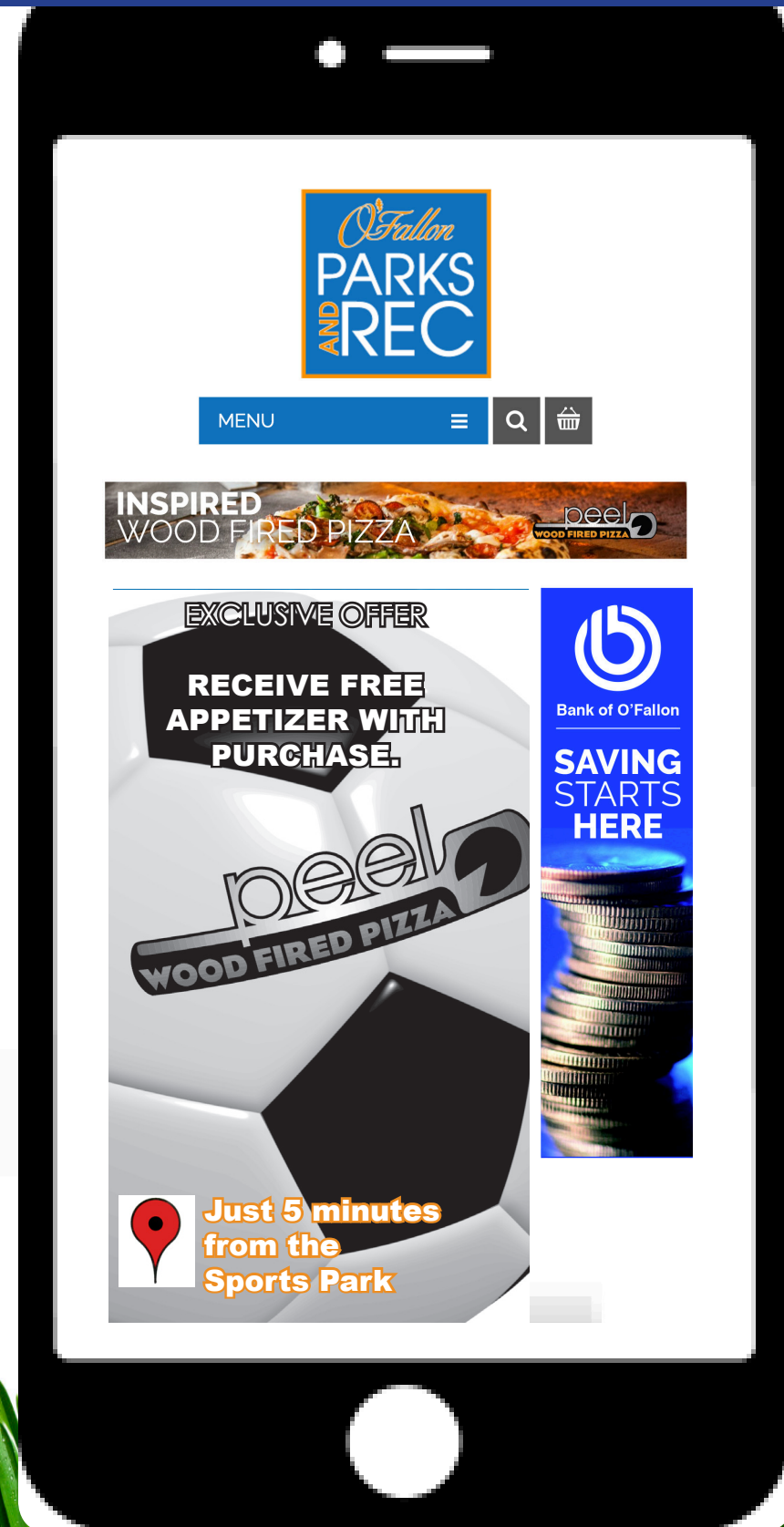
PREMIER- 25% AD SPACE

CAPTAIN - 15% AD SPACE

COACH - 10% AD SPACE

WELCOMETOOFALLON.COM

COUPON ADVERTISING



EVENT PAGES

AD LEVEL - EVENT

COUPONS BY INDUSTRY

DINING

HOTELS

SHOPPING

ENTERTAINMENT

THE FOURCE GROUP

SPORTS FIELDS

OUTFIELD SIGNAGE

BASEBALL FIELDS

AD LEVELS

TITLE - 4 x 8 6 FIELDS

PREMIER- 4 x 8 3 FIELDS

CAPTAIN - 4 x 8 2 FIELD

COACH - 4x4 2 FIELD

FRIEND- 4x4 1 FIELD



SPORTS FIELDS

OUTFIELD SIGNAGE

SOCCER FIELDS

AD LEVELS

TITLE - 1 4 x 8

PREMIER- 1 4 x 8

CAPTAIN - 1 4 x 8

COACH - 1 4x4

FRIEND- 1 2x4



PREMIUM ITEMS

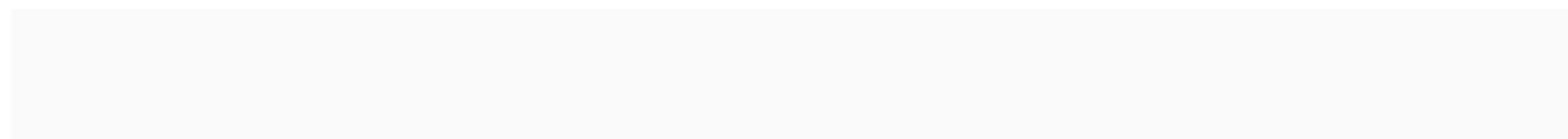
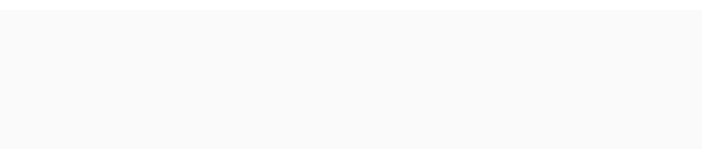
BALLS, BATS - TOURNAMENTS



**SOLD AT
TOURNAMENTS**

AD LEVELS

TITLE - LOGO WITH EVENT LOGO



ATTRACTIONS



OUTDOOR SIGNAGE

AD LEVELS

ATTRACTION - \$5,000

ATTRACTIONS

SPLASH PAD

ROUND A BOUTS

CONCESSION STANDS

POOL

WALKING PATH - SPORTS PARK

DOG PARK

SKATEBOARD PARK

LIGHT POSTS



BANNER SIGNAGE

AD LEVELS

LIGHT POST - \$400 per post

LOCATIONS

SPORTS PARK

COMMUNITY PARK

ROCK SPRINGS PARK

HESSE PARK

CAMPS

4 x 4 SIGNAGE



AD LEVELS

CAMPS - \$400 per camp

LOCATIONS

SPORTS PARK

COMMUNITY PARK

ROCK SPRINGS PARK

HESSE PARK

TEAMS

4 x 4 SIGNAGE

AD LEVELS

\$750 per team



TEAMS

SOCCER

BASEBALL

SOFTBALL

BASKETBALL

HOW DOES IT WORK



60% PROFIT

COMMITMENT:

SPACE

5 YEAR EXCLUSIVE CONTRACT

THE **FOURCE** GROUP

40% 25% - PRODUCTION
15% - SERVICE FEE

COMMITMENT:

RECRUITMENT

WEBSITE DEVELOPMENT

CREATIVE DESIGN

PRODUCTION

INSTALLATION

PERMIT

ADMINISTRATION

REVENUE

PROJECTED REVENUE \$214,000

1 TITLE LEVEL - \$12,000

2 PREMIER LEVEL - \$15,000

5 CAPTAIN LEVEL - \$25,000

10 COACH LEVEL - \$25,000

25 FRIEND - \$25,000

20 EVENT - \$10,000

10 ATTRACTION - \$50,000

LIGHT POSTS- \$8000

TEAM - \$20,000

CAMP - \$24,000

TIMING

AUGUST 2016 - Agreement & Recruitment

SEPT 2016 - Recruitment & Production

SEPT/OCT 2016 - Production & Launch

NEXT STEPS

DISCUSSION

O'FALLON PARKS & RECREATION

STATEMENT OF WORK

AUGUST 2, 2016

Submitted by:

THE FOURCE GROUP, LLC
631 N Main, Suite 2
O'Fallon, IL 62269

THE **FOURCE** GROUP

Situation Analysis

The O'Fallon Parks and Recreation Department is a central part of the O'Fallon Community and serves to provide exceptional services, programming and facilities to the residents of O'Fallon and it's sister community of Shiloh, Illinois.

Over the past decade, the Department has made significant investments to expand recreational and sports opportunities through the construction of the O'Fallon Family Sports Park and made improvements to the existing parks in O'Fallon, Illinois.

Over the past several years, the Department has been exploring various methods to secure non-tax funding sources to assist in the maintenance, program development and marketing of the Departments facilities and services.

At the same time, the Department has been approached by private businesses about the possibilities of sponsorship opportunities at the Department's sports fields and park attractions.

As such, the Department has been studying how to effectively create partnership opportunities with local businesses that allow for signage that do not detract from the natural beauty of the parks and fields.

In addition, the Department has been researching how to best communicate with and promote to visiting teams and tournaments how to find local O'Fallon restaurants, hotels, retail shopping and entertainment venues to visit while they are in O'Fallon.

The Department also has recognized that with limited staff, it does not have the ability to properly recruit, install and maintain sponsorship program on a full time basis, without diverting current personnel time from program development responsibilities.

The following marketing strategy has been specifically crafted for O'Fallon Parks and Recreation in order to establish the "Partners in the Park Sponsorship Program" that would achieve the following results:

1. Recruit business partners at various levels of investment in exchange for promotional opportunities within the O'Fallon Parks and Recreation System.
2. Secure non-tax revenue funding through the recruitment of the aforementioned businesses. The initial goal in the first year would be to secure \$100,000.
3. Create an online "hospitality" presence that will work to welcome visitors to the O'Fallon Parks and Recreation System and promote local businesses during peak tournament and sports seasons. Identify and provide discounts and coupons to offer to visitors.
4. Design, produce, install and maintain the suggested tactics and implementation procedures based on the findings of our own analysis, review and study of trends, and our understanding of the goals that are unique to you.

This document provides the statement of work which is subject to revision pending further collaboration and discussion on the agreed upon goals.

Statement of Work (SOW)

Development of Partners in the Park Marketing Program:

THE FOURCE GROUP will create and develop the parameters of the Partners in the Park Marketing Program including levels of sponsorships, benefits to businesses and a powerful marketing presentation to recruit partners. In addition, THE FOURCE GROUP will develop a list of prospects in cooperation and under the direction of the O'Fallon Parks and Recreation Department. Upon approval, THE FOURCE GROUP will contact, meet with, and secure partners at the various levels required. See attached presentation for initial program outline in Appendix A.

Deliverables:

- Finalization of proposed partner levels and revenue goals.
- Creative Development, Copywriting and production of Marketing Materials for both offline and online purposes.
- Development of Business Prospect List
- Meetings with prospects and provide weekly progress reports
- Development of Individual Partner Contracts, negotiations and payment processing.
- All of the above items will be available within (30) days from contract initiation and monthly reports will be submitted thereafter.

Creative Development of Partner Components inclusive of the following:

1. **“Hospitality” Site:** THE FOURCE GROUP will create a proprietary “hospitality” website that is fed through the landing pages of the online and offline campaigns. The website needs to be conducive in today's market. It should build confidence and trust but, most importantly, it should gather all the required analytics. The site must be clear and easy to navigate, load quickly, and reinforce campaign/brand positioning. It should look contemporary and incorporate a high level of interactivity. It should rank high on all the primary search engines (Google, Bing) using Search Engine Optimization techniques.

Deliverable:

- We will build the website to be responsive and dynamic with fully optimized SEO. All pages will be driven by custom SEO content: researched keywords and key phrases, proper keyword and key phrase density, calls to action and optimized H1, H2 and H3 tags (headings and subheadings for readability and search engine friendliness).
- Design will include pages for platform information and issues discussion, biography details and information collection. It will also include an e-commerce component to collect sponsorships and memberships. It will also include video production.

- 2. SEO Marketing Campaign:** THE FOURCE GROUP will setup your campaign using keywords targeted to your services and service area. This process will include selecting appropriate keywords, creating ad copy, and developing or improving the landing page for targeted terms.

Deliverable:

- Baseline Report will be provided within (14) days of contract initiation.
- First Traffic Report and Analysis will be provided (90) days after contract initiation and every (90) days thereafter.

- 3. Social Channel Marketing:** THE FOURCE GROUP will create a robust social channel advertising campaign based in data. We will optimize the following social media channels and create advertising when relevant:

FACEBOOK - The primary purpose of the OPR/Partners Facebook page is to interact with and deepen relationships with customers. This will be accomplished as follows:

- Invite commentary and photos from followers.
- Creation of tournament groups and events
- Drives engagement with Partners and the Parks Department
- Media spend
- Be directly linked to website

Twitter | Instagram - The primary purpose of the OPR/Partners social profile is to establish thought leadership and increase credibility through the curation of share-worthy content. This will be accomplished as follows:

- Promote business and tournaments, as well as other relevant content with weekly updates.
- Include relevant hashtags in all tweets.
- Respond to and interact with followers.

Social Marketing Deliverables

- Weekly Postings (Additional Postings for individual tournament weekends – up to 10 postings a week per tournament)
- Ad Copy and Landing Page Split-Testing
- Baseline report will be provided within (30) days of contract initiation
- First Summary report will be provided (60) days after contract initiation and every (90) days thereafter.
- Overview of the social marketing strategy will be available (30) days from contract initiation.

- 4. Online Advertising:** THE FOURCE GROUP will create and develop a powerful digital display advertising of up to six sizes for the Partners to promote their businesses as defined in their level of partnership. We will utilize IP Targeting within the Parks and Facilities to target tournament participants and visitors to the parks.

Deliverables:

- Baseline Report will be provided within (45) days of contract initiation.
- First Traffic Report and Analysis will be provided (90) days after contract initiation and every (90) days thereafter.
- Initial phase of retarget landing pages available (45) days from contract initiation

- 5. Email/Drip Marketing:** Drip campaigns are automated processes that send out a set of messages or content that we develop to target sales leads at the right moment to move them through the communications cycle. Drip campaigns allow you to consistently “touch” your audience with relevant information based on time intervals, actions taken by prospects on your website, or other parameters, freeing up valuable marketing and sales resources without neglecting your prospects.

We will tailor your campaigns to the various tournaments and their participants based on the schedule provided by the O’Fallon Parks and Recreation Department.

Deliverable:

- Create and design branded collateral to be dynamically populated according to analytics of drip calls to action for each audience and tournament.
- The initial review and analysis of your current process and/or plan will be completed within (30) days.
- A report outlining the result of each drip campaign will be provided every 30 days.

- 6. COLLATERAL and SIGNAGE:** THE FOURCE GROUP LLC will design a template design that will be utilized for Partnerships to ensure that all Partner signage promotes the family friendly atmosphere within the Park and adds to the overall esthetics of the facilities. The collateral and signage will be subject to final approval by the O’Fallon Parks and Recreation prior to installation.

Deliverable:

- Create, design, produce and install the following in accordance with City of O’Fallon Sign codes and ordinances:
 - 4 x 8, 4 x 4, 2 x 4 Sports Field Signs made of all-weather material lightweight poly metal material.
 - 4 x 4 All Weather Camp Signs with Metal Frames
 - 4 x 4 Custom All Weather Attraction Signs
 - 18 x 24 All Weather Light Pole Banners and Hardware
 - Sports Team T-shirt designs and production
 - Tournament Premiums as determined by each event

7. Program Efficacy Analytic Measurement: The key component to success of our marketing strategy is the daily, weekly and monthly tracking of our marketing efforts to show ROI and lead generation and conversion.

Deliverable:

- Weekly/Monthly/Quarterly updates and reports to senior management
- First Report within 30 days of execution of contract.
- Weekly Reports and updates thereafter.

TERMS OF AGREEMENT

PARTIES & PERIOD OF CONTRACT

This Agreement is made between **O'Fallon Parks and Recreation**, (hereinafter "Client") and **THE FOURCE GROUP, LLC**, (hereinafter "Marketing Company"). Client agrees to retain Marketing Company from execution of contract for a period not less than five (5) years following the contract execution.

PRICING & FEES

The O'Fallon Parks and Recreation shall pay to the Marketing Company a sales commission plus production expenses equal to 40% of the Partnership Level agreed to by mutual understanding. Initial levels include:

- 1 TITLE LEVEL - \$12,000/\$1000 a month
 - 2 PREMIER LEVEL - \$7500/\$625 a month
 - 5 CAPTAIN LEVEL - \$5,000/ \$416 a month
 - 10 COACH LEVEL - \$2,500/ \$208 a month
 - 25 FRIEND - \$1000/ \$83 a month
-
- 20 EVENT - \$500/ per event
 - 10 ATTRACTION - \$5,000/ per attraction
 - LIGHT POSTS- \$400/per post
 - TEAM - \$750/per team
 - 20 CAMP - \$400/ per camp

Commission payments shall be made to the Marketing Company on a monthly basis beginning the first month a Partnership Payment has been secured. In the event a partner chooses monthly payments, the commission shall be pro-rated over the course of the year and paid out monthly. If a payment is made in full, the full commission will be paid out to the Marketing Company.

Client agrees to pay all additional hours of work, approved by Client, at our standard hourly rate. Client also acknowledges that Marketing Company may recommend 3rd party software or services, to be paid for by Client upon Client's approval.

THE FOURCE GROUP

SEARCH ENGINE POLICIES

Client acknowledges that Marketing Company has no control over the change to search engine policies or algorithm changes. At any time, Client's website may lose rankings at the sole discretion of the search engine and Marketing Company cannot be held liable for the actions of search engines.

CONTRACT RENEWAL

Client agrees that this Statement of Work will be in effect for the agreed upon duration. If you agree to the terms set forth above, please sign in the space provided below and return one copy of this proposal. If desired, contract termination requires 30-day notice as outlined in the Master Service Agreement.

X _____
Client Signature

Date

X _____
FOURCE Signature

Date

Draft

Recreation Report

May/June/July 2016

Baseball and Softball

- Scheduled umpires for weekly game
- Organized and administered the O & S baseball league
- Ordered equipment
- Scheduled practice time for coaches
- Registered teams for Fall Adult 12" softball
- Finished up the majority of the baseball season, several rainout games are still pending
-

Sport Park

- Coordinated the Concession operation
- Ordered supplies for the sports park
- Coordinated weekly league games and weekly tournament games with park maintenance personnel
- Administered the daily operation of the sports park
- Coordinated staffing for the Splash Pad

Summer Camp

- Finalized staff for summer camp
- Ordered Supplies for Summer camp
- Started camp
- Registered participants on a weekly basis
- Administered camp staff training
- Supervised Orange, Green and choo choo camp.
- Created and planned new camps such as Horse camp, Cooking camp and Animal's camp.

Recreation Programming

- Administered the parent tot program such as tumbling and Kindergym.
- Managed the logistics of the Karate program
- Created and oversaw youth volleyball leagues and clinics
- Oversaw the re-training of Lifeguards for the pool season
- Planned and organized the fall O/S youth soccer and baseball season
-

KiXX Soccer Club

- Finalized KiXX tryout dates
- Coordinated Fall KiXX soccer league.
- Administered the KiXX soccer tryouts in June

Might Ball Baseball

- Coordinated league for MB Baseball
- Created and schedules teams
- Ordered supplies
- Scheduled employees for weekly games
- Assigned players to teams and coordinated schedules, uniforms, and equipment, as well as recruited coaches for Mighty Ball baseball.
- Continually administered the Mighty Ball baseball and began planning for the fall Mighty Ball soccer program
-

Other

- Issue press releases to local newspapers.
- Updated the marquee in Community Park.

Park Maintenance PERFORMANCE SUMMARY

MUNICIPAL GROUNDS & CITY FORESTRY

Complete Grounds Maintenance (Turf & Landscaping): City Hall, Fire House #4, Public Safety Facility and Veteran's Monument
Turf Maintenance: Community Garden, Public Safety Fields, Beherns Street Fields, Hartman Lane Bike Trail and Hesse Bike Trail
Landscape Maintenance: Downtown O'Fallon (1st Street) and Fire House #2
164 – mowing and litter pickup (75.35 acres – exits #14, #16 in ROW)
Savannah Hills Park – mowing and litter pickup
Contractual Mowing – 71 sites

- Continuation of weekly mowing (and litter) cycle at all turf maintenance sites
- Continuation of weekly landscape maintenance cycle at all landscape maintenance sites
- Continuation of 164 Mow Cycle
- Continuation of contractual mowing cycle and monitor/administration of contractual mow contract
- City Forestry: x2 Tree Inspections and x6 trees pruned
- Irrigation prepared and serviced at Fire House, Public Safety, Downtown and State Street Round-a-bout
- O'Fallon Garden Club site support day at Community Garden on May 18th (20 hours of P&R labor and equipment support) Superintendent's lunch with OFGC President and members on May 19th and OFGC Board Meeting on May 25th (Horticulturist)
- Mowed and raked up daffodil plantings at Veteran's Monument
- New landscape plantings at City Hall
- Round planters planted and annuals planted at City Hall
- Annuals planted downtown, Public Safety Facility, Veteran's Monument , x3 planters installed at Fire House #4 and x12 planters planted and maintained Downtown

CEMETERY

- Performed 3 burial/grave opening
- Brick Paver Pathway Completed, Statue Lighting Installed and Statue Landscaping Installed (Eagle Scout Project)
- Backfilling and overseeding of graves

PARK MAINTENANCE

Community Park, Hesse Park, Thoman Park, Ogles Creek Park, Rock Springs Park and O'Fallon Family Sports Park

FACILITY MAINTENANCE

- Ongoing routine and preventative maintenance of all park facilities
- Interior repairs to ceiling fabric at KCCC (hall)
- Fuel shed installed at Park Maintenance Facility
- Fuel tanks installed and operational at Park Maintenance Facility

POOL AND SPLASH PAD

- Pool inspected and filled and facility prepared and opened for season
- Splash pad inspected and opened for the season

GROUNDS MAINTENANCE

- Continuation of weekly mowing cycle for the park locations
- Ongoing weed control throughout all parks - - - Community Park walking/running path sprayed and gravel around Pavilion 4, restroom and kitchen sprayed
- The weekly custodial cycle in parks was continued. Litter, trash receptacles and bathrooms checked daily. Bathrooms deep cleaned Monday and Friday. All pavilions pressure washed and cleaned at least once per week on Friday – tables and adjacent grills also cleaned. Community Park pavilions pressure washed and cleaned Monday and Friday. Splash Pad and Splash Pad pavilion area checked and cleaned daily.

HORTICUTLURAL / ARBORICULTURAL

- Meditation Garden at Community Park mulched
- Annuals installed at Community Park, Sports Park and Thoman Park
- X5 new large planters installed at Sports Park
- Watered plants – beds at Sports Park, Public Safety, Community Park, City Hall and Thoman Park
- Weed and maintain landscape beds

SPORTS FIELD

- Maintain fields for seasonal use – 8 ball fields at Sports Park, 6 ball fields at Community Park, 4 ball fields at Hesse Park and 5 ball fields at Shiloh. Maintenance includes dragging and lining for games/rentals and controlling weeds on infield surfaces. Infields at Community Park and Shiloh sprayed to control weeds and then pulverized 1 week later.
- Turf at Sports Park ball fields fertilized
- X2 Lacrosse Fields maintained at Beherns Street and X2 at Public Safety Fields
- Provide support for Sports Park tournaments.

SPECIAL EVENTS

- Memorial Day services at Veterans Monument and Cemetery

Park Maintenance PERFORMANCE SUMMARY

MUNICIPAL GROUNDS & CITY FORESTRY

Complete Grounds Maintenance (Turf & Landscaping): City Hall, Fire House #4, Public Safety Facility and Veteran's Monument

Turf Maintenance: Community Garden, Public Safety Fields, Beherns Street Fields, Hartman Lane Bike Trail and Hesse Bike Trail

Landscape Maintenance: Downtown O'Fallon (1st Street) and Fire House #2

164 – mowing and litter pickup (75.35 acres – exits #14, #16 in ROW)

Savannah Hills Park – mowing and litter pickup

Contractual Mowing – 75 sites

- Continuation of weekly mowing (and litter) cycle at all turf maintenance sites
- Continuation of weekly landscape maintenance cycle at all landscape maintenance sites
- Continuation of 164 Mow Cycle
- Continuation of contractual mowing cycle and monitor/administration of contractual mow contract
- Broadleaf Spraying at City Hall, Public Safety, Cemetery, KCCC and Veteran's Monument
- Curb lines downtown sprayed for weeds
- Irrigation systems operated and monitored at the following sites: City Hall, Fire House #4, Public Safety Facility, Veteran's Monument, State Street Round-a-bout and Downtown
- O'Fallon Garden Club site support day at Community Garden on June 15th (20 hours of P&R labor and equipment support) Superintendent's lunch with OFGC President and members on June 16th and OFGC Board Meeting on June 22nd (Horticulturist)
- City Forestry: x3 tree inspections, x2 tree removals

CEMETERY

- Performed 3 burial/grave opening
- Grounds maintenance performed – turf, landscaping and litter

PARK MAINTENANCE

Community Park, Hesse Park, Thoman Park, Ogles Creek Park, Rock Springs Park and O'Fallon Family Sports Park

FACILITY MAINTENANCE

- Ongoing routine and preventative maintenance of all park facilities

POOL AND SPLASH PAD

- Maintained for ongoing use
- Additional Meramec gravel (1.5tons) added to Splash Pad Streams

GROUND MAINTENANCE

- Continuation of weekly mowing cycle for the park locations
- Ongoing weed control throughout all parks - - - Community Park walking/running path sprayed and gravel around Pavilion 4, restroom and kitchen sprayed
- Pickleball Fence Repaired at Hesse Park
- The weekly custodial cycle in parks was continued. Litter, trash receptacles and bathrooms checked daily. Bathrooms deep cleaned Monday and Friday. All pavilions pressure washed and cleaned at least once per week on Friday – tables and adjacent grills also cleaned. Community Park pavilions pressure washed and cleaned Monday and Friday. Splash Pad and Splash Pad pavilion area checked and cleaned daily.

HORTICUTLURAL / ARBORICULTURAL

- Watered plants – beds at Sports Park, Public Safety, Community Park, City Hall and Thoman Park
- Weed and maintain landscape beds

SPORTS FIELD

- Maintain fields for seasonal use – 8 ball fields at Sports Park, 6 ball fields at Community Park, 4 ball fields at Hesse Park and 5 ball fields at Shiloh. Maintenance includes dragging and lining for games/rentals and controlling weeds on infield surfaces. Infields at Community Park and Shiloh sprayed to control weeds and then pulverized 1 week later.
- Turf at Sports Park ball fields fertilized
- Maintained 2 women's lacrosse fields at Public Safety
- New dugout fence installed in both dugouts at Blazier Field
- Provide support for Sports Park tournaments

SPECIAL EVENTS

- SAFB Day at Community Park (June 11th)

Park Maintenance PERFORMANCE SUMMARY



MUNICIPAL GROUNDS & CITY FORESTRY

- *Complete Grounds Maintenance (Turf & Landscaping): City Hall, Fire House #4, Public Safety Facility and Veteran's Monument*
 - *Turf Maintenance: Community Garden, Public Safety Fields, Beherns Street Fields, Hartman Lane Bike Trail and Hesse Bike Trail*
 - *Landscape Maintenance: Downtown O'Fallon (1st Street) and Fire House #2*
 - *I64 – mowing and litter pickup (75.35 acres – exits #14, #16 in ROW)*
 - *Savannah Hills Park – mowing and litter pickup*
 - *Contractual Mowing – 71 sites*
- Continuation of weekly mowing (and litter) cycle at all turf maintenance sites
 - Continuation of weekly landscape maintenance cycle at all landscape maintenance sites
 - Continuation of I64 Mow Cycle
 - Continuation of contractual mowing cycle and monitor/administration of contractual mow contract – 2 new sites added in August
 - Fall Plantings installed downtown/downtown planters and at City Hall. Fall annuals planted at Public Safety, Veteran's Monument and Fire House #4.
 - Playground Inspections Completed @ all District 90 Schools (per intergovernmental agreement) by P&R CPSI
 - Irrigation systems operated and monitored at the following sites: City Hall, Fire House #4, Public Safety Facility, Veteran's Monument, State Street Round-a-bout and Downtown
 - Fountain repair at Veterans Monument
 - Landscape bed around fountain control box at Veteran's Monument renovated (weeded, plants thinned, edging and fabric added and rocked)
 - O'Fallon Garden Club site support day at Community Garden on July 16th, August 20th and September 10th (60 hours of P&R labor and equipment support) Superintendent's lunch with OFGC President and members on July 16th and August 20th.
 - City Forestry: x5 tree inspections and x22 trees pruned N Lincoln

CEMETERY

- Performed 1 burial/grave opening
- Grounds maintenance performed – turf, landscaping and litter
- New recently graves backfilled and seeded.

PARK MAINTENANCE

Community Park, Hesse Park, Thoman Park, Ogles Creek Park, Rock Springs Park and O'Fallon Family Sports Park

FACILITY MAINTENANCE

- Ongoing maintenance

POOL AND SPLASH PAD

- Maintained for ongoing use

GROUND'S MAINTENANCE

- Continuation of weekly mowing cycle for the park locations
- Ongoing weed control throughout all parks - - - Community Park walking/running path sprayed and gravel around Pavilion 4, restroom and kitchen sprayed
- The weekly custodial cycle in parks was continued. Litter, trash receptacles and bathrooms checked daily. Bathrooms deep cleaned Monday and Friday. All pavilions pressure washed and cleaned at least once per week on Friday – tables and adjacent grills also cleaned. Community Park pavilions pressure washed and cleaned Monday and Friday. Splash Pad and Splash Pad pavilion area checked and cleaned daily.

HORTICUTLURAL / ARBORICULTURAL

- Watered plants – beds at Sports Park, Public Safety, Community Park, City Hall and Thoman Park
- Weed and maintain landscape beds
- Fall annuals installed at Community Park, Sports Park and Thoman Park.
- X2 trees removed at Community Park and x15 trees hazard pruned (Aug)

SPORTS FIELD

- Maintain fields for seasonal use – 8 ball fields at Sports Park, 6 ball fields at Community Park, 4 ball fields at Hesse Park and 5 ball fields at Shiloh. Maintenance includes dragging and lining for games/rentals and controlling weeds on infield surfaces. Infields at Community Park and Shiloh sprayed to control weeds and then pulverized 1 week later.
- Maintained 2 women’s lacrosse fields at Public Safety
- Provide support for Sports Park tournaments

SPECIAL EVENTS