

VISION 2020

Sycamore Park District
Planning for the Future



Established 1923

Sycamore
PARK DISTRICT

SYCAMORE PARK DISTRICT

Board of Commissioners:

Ted Strack, President
Michelle Schulz, Vice President
Daryl Graves, Commissioner
Ann Tucker, Commissioner
Bill Kroeger, Commissioner

Staff:

Daniel Gible, Executive Director
Jackie Hienbuecher, Superintendent of Finance
Kirk Lundbeck, Superintendent of Golf Operations
Jeff Donahoe, Superintendent of Parks and Facilities
Bart Desch, Superintendent of Recreation
Steve Tritt, Assistant Superintendent of Golf
Lisa White, Recreation Supervisor
Armond Mattingly, Maintenance
Larry Miller, Maintenance
Bounphone Ponprasit, Maintenance
Tyler Burke, Maintenance
Bob Swedberg, Mechanic/Buildings Foreman

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Introduction

In 2012, the Board of Commissioners set out to modify its direction so as to address a small number of core issues that concerned them about the Sycamore Park District. Amongst those issues were:

- A seven year stretch in which the Golf Course lost money.
- A growing deficit in the budget of the district.
- A loss of any reserves necessary to address emergencies and cash flow, or to be available should an opportunity arise where quick access to resources would be necessary.
- An absence of a viable, long-range plan to address the needs of the community.
- A lack of responsiveness and transparency.

Working together in 2012, the Board and Staff formulated a short-term plan to address these issues quickly and vigorously, while beginning to draw in a broad range of community members/leaders (see “Contributing Parties” later in this document) to begin a 10 month study of the park district to create VISION 2020, that included:

- A Review of Short-Term Plan
- A Review of Community Survey
- Talking to Their Constituents
- Reports from the District’s Citizens Advisory Committee:
 - Park District Marketing
 - County Wide Assessment of Recreation Program Services
- A Tour of all the District’s Parks
- Tours of Community Centers in Other Towns of Similar Demographics
- Budget:
 - Operating .vs. Capital
 - Dedicated Funds
 - Sources of Funds/Compared to Other Units of Local Government
- Staffing and Work

Additionally, the park district used several tools to gain significant, additional input from the public:

- Two (2) Community Wide Surveys
- Two Public Hearings
- Meetings with Our Citizens Advisory Committee
- Meeting with Community Groups/Leaders

The result of that work is this Strategic Plan: VISION 2020 that will lead us from the day that it is adopted up to the year 2020.



Sycamore

PARK DISTRICT

Established 1923

940 East State Street
Sycamore, IL 60178
email: info@sycamoreparkdistrict.com

(TEL) 815/895-3365
(FAX) 815/895-3503
www.sycamoreparkdistrict.com

To the Residents of the Sycamore Park District:

The Commissioners and Staff of the Sycamore Park District have been working enthusiastically in planning for more than a year and a half toward creating a VISION for the FUTURE of the park district over the next six years. We do this so that we can provide the best recreational experience for our residents possible. We are true to our mission about putting the **"more" in Sycamore**. As Sycamore moves forward, however, the Park District's Board feels there is **more** to do to keep the Park District in pace with the City's growth. We are able to maintain our current level of green space and recreational facilities but not without some challenges. To our credit we have accomplished many improvements to the parks in the last two years. But there is **more** to do. Through the hard work, volunteer time and energy of the park staff, the Citizens Advisory Committee (CAC), and the Community Wide Strategic Planning Team (CWSPT) we have developed *Vision 20/20* which will bring your parks and facilities to an even better level. We will grow our Park District into one in which the residents will be proud and frankly tell others just how great it is.

This won't happen overnight. Hence, the name we chose for our future, *Vision 20/20*.

We know, and you know, the residents expect good governance, police and fire departments, a school system of which they are proud, public library and parks; green space which show a vibrant and well cared for community; local and community parks as well as recreational facilities, trails and frankly something for everyone. We seek a "balanced" system which meets the needs of all ages.

To that end we have been diligent in listening to the residents of Sycamore. We have held public forums, conducted community surveys, elicited assistance from community members of all ages and encouraged input from everyone who uses the park facilities.

Join us in moving forward with Sycamore. We are no longer a sleepy little town of 3,500 residents when the Park District was established by vote of the residents 90 years ago.

Sycamore has grown to over 17,000 in its population; it has five public and two private elementary schools, two fire stations, housing developments to the south, east and north of town. Our economic development is strong and growing stronger. Sycamore boasts a vibrant government, Chamber of Commerce, school system, library, retail stores and industry. We want the Park District to grow and accommodate the recreational needs of the Community. We want to do **more**.

Vision 20/20 lays out the *Critical Success Factors* (see page 9) by which we will define the next six years of our work to bring you **"MORE"** to Sycamore. We hope our residents see this vision with us.

Sycamore Park District Board of Commissioners: December 2013

Ted Strack, President
Michelle Schulz, Vice President
Daryl Graves, Ann Tucker, Bill Kroeger

"Sycamore Park District - we put the **MORE** in Sycamore"
"Sycamore Park District is an equal opportunity provider and employer"

Sycamore Park District's Rich History Remembered

Excerpt from the 75th Anniversary of the Sycamore Park District magazine compiled from historic newspaper articles saved and recorded by County Historian, Phyllis Kelley, and board meeting minutes – Original article condensed and rewritten by Dan Gustafson, of Sycamore.

October 6, 1923

The first notices of a mass meeting to be conducted by the park committee was published by the Sycamore Chamber of Commerce. This meeting was open to all and it was urged that every voter attend and express himself freely and fully. This meeting was called after much discussion and canvassing of public sentiment. It was intended at that meeting, to nominate 25 citizens as candidates for park commissioners. The park commissioners would make clear the park law and choose a site for its location. It was noted that the women are just as much interested in this endeavor and that they were cordially invited and made their influence felt. It was also stated that it would be a good idea if a number of women were candidates for nomination to the position of park commissioners. This meeting was at 7:30 on October 11, 1923 in the Lyric Theater.

November 27, 1923

On November 27, 1923 the Sycamore Board of Park Commissioners was elected and the park district was voted to be formed. On Monday, December 3, 1923 Judge Pond in county court canvassed the election returns. A total of 1,500 votes had been cast with 812 being yes and 688 being no. It had passed by a margin of 8 percent. Judge Pond declared the district duly formed and the following elected as commissioners: W.M. McAllister, Harold Engh, A.B. Gochenour, Rev. James O'May and A.E. Hammerschmidt. The members of the board took oath of office at the meeting on Wednesday, December 5 and elected W.M. McAllester as president, S.M. Henderson secretary and Mrs. W.H. (Mertie) Simpson treasure. Lots were drawn to determine who would serve the six, four and two year terms.

It was reported that all members were enthusiastic and anxious to perform their duties to the full extent of their ability. It had been expressed by the voters on the referendum ballot that the park should be located on the east side of town.

The board would go into the matter of site within the next few days. After the site had been determined and the cost approximated ascertained, bonds would be issued to pay for the site and some of the improvements. It was evident from the expressions of the members of the board that trees, a swimming pool, ball diamond and tourists camp would be among the first things to be looked after.

A number of citizens had volunteered to pay the cost of obtaining and setting out a few large trees. It is evident that before the close of the coming year, Sycamore will have made a good start toward a beautiful public park.

April 9, 1924

The Park District was to make a golf course at no cost to taxpayers. There were more than 50 subscribers to the club and well toward 200 were expected to join in the movement. With the circulation of a petition, it was expected that enough signatures be obtained to enable them to lay out a course and commence playing golf within a few weeks. Plans include hiring and training some of Sycamore's boys as caddies.

September 12, 1928

There were now 95 acres in Sycamore Park. A tract of fine land was to be added, squaring out the boundary, the unsolicited gift of William M. McAllister estimated at more than \$14,000.

March 25, 1931

Two frame shelters with deep well water where the weary and perspiring golfer went to refresh himself and restore his composure, were erected near greens number 8 and 12 on the golf course.

Also, construction was under way on the erection of a beautiful stone gateway at the west entrance of the park. The work was sponsored by Sycamore American Legion Post No. 99.

July 25, 1931

In spite of the terrific heat, the grass was a vivid green and as smooth as velvet. The trees, especially the poplars, were seen to good advantage, flowers were blooming, little children in sun suits were running here and there, bright sweaters, socks of the men and the gay berets and sport frocks of the women golfers make colorful moving pictures on the green.

Birds were singing, a gopher darted across the path, a picnic party was starting a fire in the stone stove, a tennis match was beginning, the pool was calling the swimmers and the Sycamore Community Park is fulfilling its mission.

August 15, 1934

A work relief project, meaning jobs for most of Sycamore's 125 idle, is underway. Engineers staked out the approved site for Community Park's \$21,000 concrete swimming pool. The main pool, with a daily capacity reckoned as 400 to 500, was 120 feet long, 50 feet wide and of graded depths. A bathhouse, with lockers and shower, was located to the north of the main pool. A kiddy pool and bathhouse was next in the series to the north.

The park board, through a bond issue, burnished about \$11,000 of the \$21,000 necessary for the construction. The Work Relief Administration, approved the project to create employment, provided the rest.

February 16, 1935

The Sunday record was nearly 100 to excess of the pool usage record established in July 1934 when 650 persons found relief from heat. The pool was opened at 10 a.m. by Emil Cassier, Park Superintendent. Every time a swimmer went out, another from the line was admitted.

The extreme heat did not keep golfers away from the course at the Sycamore Park and the picnic tables received a fine play during the day. The crowd at the baseball game during the afternoon saw Sycamore defeat Hampshire. It was estimated that more than 1,000 witnessed the game.

August 26, 1958

Park Manager, Emil Cassier, retires after holding the position for 30 out of 33 years that the park was in existence. He helped to increase the golf course to an 18 hole course and was given much of the credit for the outstanding condition the park is in today.

...

In 1970 the District ventured into its largest land acquisition to that point. Directly to the east of their oldest site, the Community Park, the 85 acre parcel was originally an airport. Seven acres of frontage property and buildings were traded for 14 acres to the south of the property along the Kishwaukee River to complete the site. In 1975 the District contracted with a professional planner to have a master plan developed for the area. With much community feedback, the outcome is what you see there today, the Sports Complex.

Four years later, the Sycamore Park District joined with the DeKalb Park District to create the DeKalb Sycamore Association of Special Recreation (DSASR) to offer recreational opportunities to community members with special needs. This effort continues today through the Kishwaukee Special Recreation Association.

...

In 1996, the District successfully negotiated with the city of Sycamore to take over the responsibility of the city's recreation commission and assume their levy for those services. With this 20-year negotiation finalized the District now had its first superintendent of recreation. This allowed the District to make great improvements to the programs and services offered through its Community Center, which was housed in the building that is now the Sycamore Natural History Museum.

The next year the District developed an eight acre park in cooperation with the School District's new 12 acre elementary school site. Now known as Kiwanis Park, this site still offers soccer fields, basketball courts, a playground, shelter and ball diamond.

Now, nearly 20 years later , and celebrating our 90th Anniversary, Sycamore has gone through many changes and the District is taking a strategic look at how to move forward in a way that meets the growing needs of individuals and the community as a whole. This extensive research and planning stage is nearing completion and, in the words of Park District Executive Director, Daniel Gible, "Now, is the time for MOVING FORWARD." The District will continue to engage and inform the community as its Board of Commissioners, staff and community work together to write a new page in Sycamore Park District's history.

VISION 2020

In planning for our future through the year 2020, the Sycamore Park District will continue to strive toward our Mission:

Sycamore Park District - we put the MORE in Sycamore"

To achieve that mission, our Vision is crucial to our message. In reviewing who we are, and where we should go, the Sycamore Park District has invoked extensive public input. The park district:

- Conducted a community-wide survey.
- Appointed a Community Wide Strategic Planning Team (21 citizens from all backgrounds, public/private, ages, etc.) who gave the Board of Commissioners three scenarios for how to move forward toward 2020.
- Had our Citizens Advisory Committee review the plan developed by the Board of Commissioners from the reports of our Community Wide Strategic Planning Team.
- Tested the plan with a follow-up community wide survey.
- Held Public Hearings on the plan.
- Refined the plan from the input gained through all of these steps.

To create a plan honoring that input, the Sycamore Park District, therefore, has taken a hard look at its current Vision Statement, and feels strongly that it remains viable today:

“To provide more for Sycamore—
superior programs,
superior facilities,
superior parks.”

To realize this vision, the park district has adopted:

- Critical Success Factors
- Guiding Principles

VISION 2020

Critical Success Factors

Critical Success Factors

Critical success factors are attributes, assets, outcomes or qualities that will be needed to ensure successful accomplishment of VISION 2020, and honoring the vision of the Sycamore Park District' Community Wide Strategic Planning Team. The critical success factors for our Vision are:

1. Maintain what we currently have at its current level of care.
2. Continue to seek and carry-out more efficient and effective ways of managing the park district to improve our financial position.
3. Serve as good stewards of our citizens' resources in order to garner trust and support for VISION 2020.
4. Secure a reasonable site, outside the floodplain, that can serve as a focal point for future park amenities.
5. Establish the key facilities identified by public input and the community wide strategic planning team:
 - a. Community Center
 - b. Sled Hill
 - c. Dog Park
 - d. Splashpad
 - e. Trail Connections
 - f. Sports Complex Improvements and Expansion
 - g. Replace the Failing Golf Irrigation
6. Keep the current outdoor pool open as long as fiscally responsible.
7. Continue to work with the City and Neighborhoods to transition park dedications in developing neighborhoods.
8. Further develop our already substantial cooperation/partnership within the community.
9. Work toward being the most recognized provider of recreation opportunities in Sycamore.
10. Grow the district's endowment and define how its proceeds will be used.

VISION 2020

Guiding Principles

Guiding Principles

Guiding principles are direction-setting statements that provide a foundation or roadmap for the District to follow in achieving the Critical Success Factors, and ensure future investment is made to reach the vision that is consistent with the strategy set forth in this plan.

- A. Park District Leadership will reach out to the community to share its vision and critical success factors derived from extensive public involvement.
- B. Balance what is needed with the affordability of all that may be wanted.
- C. Resources to accomplish its vision will be sought in all forms:
 - 1. Grants
 - 2. Donations
 - 3. Sponsorships
 - 4. Partnerships
 - 5. Endowments and Estate Planning
 - 6. Citizen Referendum
- D. Regularly assess customer satisfaction, and garner input from the public.
- E. Assure that the district is seen as a whole, and not several parts.
- F. Fight to keep quality, long-term employees.
- G. Keep a consistent, standard message supporting the vision and image of the park district.
- H. Embrace our diversity.
- I. Technology and data will be leveraged to streamline current business processes and enhance customer service offerings.
- J. Be sensitive to our impact on people's lives.
- K. Be open and transparent on our actions and vision.

VISION 2020

How We Get There

- **Use Latest Survey Findings to Reduce the Cost of Accomplishing our “Critical Success Factors” to \$10/month or less.**
- **Work With the Community to “Spotlight Vision 2020” and Finalize Key Details for:**
 - Trails
 - Community Center
 - Sled Hill
 - Splashpad
 - Sports Complex
 - Dog Park
 - Golf Course Irrigation
- **Conduct Planning Meetings or Public Hearings with:**
 - Youth Sports Groups that use our facilities and parks.
 - Service Clubs that have supported the park district in the past.
 - City Council and Mayor.
 - Dog Owners.
 - Younger Families.
 - Long-time Residents of Sycamore.
 - Current Community Center Users.
 - Program User Groups.
 - Golf Course Users.
 - Trail Users.
 - Kishwaukee Special Recreation Association.
 - HOA’s
 - Other
- **Begin Site Planning and Design of Seven Key Projects in “Critical Success Factors” integrating input from user groups.**
- **Re-introduce the Community to Our Foundation Fund.**
- **Seek Fund-Raising Support from a Variety of Leaders and Groups.**
- **Begin the Grant-Writing Process:**
 - Illinois Department of Transportation.
 - Illinois Department of Natural Resources
 - Other
- **Introduce the “Provide More” promotion.**
- **Distribute the Summary of “Vision 2020” to the Community.**
- **Initiate and Complete the “Timeline for Major Projects”.**
- **Set Goals and Objectives for the Non-Project “Critical Success Factors”.**
- **Review Critical Success Factor achievement on an annual basis.**

VISION 2020

Cost and Source of Funds

CAPITAL			
ITEM	COST	SOURCE of FUNDS	AMOUNT
Community Center	\$6,200,000	Gifts	\$400,000
		Current Tax Dollars	\$500,000
		New Dollars	\$5,300,000
Trail Connections	\$2,300,000	Grants	\$1,800,000
		New Dollars	\$500,000
Sports Complex	\$2,100,000	Fund Raising	\$425,000
		Grants	\$400,000
		New Dollars	\$1,275,000
Golf Course Irrigation	\$1,200,000	Fees/Fundraising	\$350,000
		New Dollars	\$850,000
Splashpad	\$800,000	Fundraising	\$200,000
		Current Dollars	\$100,000
		New Dollars	\$500,000
Dog Park	\$120,000	Fundraising	\$100,000
		New Dollars	\$20,000
Sled Hill	\$140,000	New Dollars	\$140,000
TOTAL	\$12,860,000		
		Fundraising/Grants/Fees/Current \$'s	\$4,275,000
		New Dollars	\$8,585,000
OPERATING			
ITEM	ANNUAL COST	SOURCE of FUNDS	AMOUNT
Taking Care of Current	\$105,000	New Dollars	\$105,000
New Facility Costs	\$300,000	New Dollars	\$300,000

VISION 2020

Timeline of Major Projects

Act ID	Description	Orig Dwr	Early Start	Early Finish	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
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TRAILS- Old Mill to Brickville Rd

1000	Sharing the Vision: Communicating our Plans	260	01NOV13	04NOV14													
2010	Finalize Land Issues	280	06JAN14	04FEB15													
2020	IDOT Grant Process for Engineering	110	05FEB15	08JUL15													
2030	IDOT Grant Application for Engineering	130	03JUL15	08JAN16													
2040	Engineering and Design	260	11JAN16	09JAN17													
2050	IDOT Grant Process for Construction	260	10JAN17	11JAN18													
2060	Bid & Award Contracts	40	12JAN18	08MAR18													
2070	Trail Construction	170	09MAR18	02NOV18													

TRAILS- Sycamore Park to Old Mill

2500	IDOT Grant Process for Engineering	110	11JAN16	10JUN16													
2510	IDOT Grant Application for Engineering	130	13JUN16	12DEC16													
2520	Engineering and Design	260	13DEC16	12DEC17													
2530	IDOT Grant Process for Construction	260	13DEC17	14DEC18													
2540	Bid & Award Contracts	60	17DEC18	12MAR19													
2550	Trail Construction	170	13MAR19	05NOV19													

COMMUNITY CENTER

3000	Acquire Non-Flood Plain Site for "Campus"	40	05NOV14	31DEC14													
3010	Retain A/E Services for Site Plan	20	02JAN15	29JAN15													
3020	IDNR Grant for Site Development	20	30JAN15	26FEB15													
3030	Site Planning	110	30JAN15	02JUL15													
3040	Submit IDNR Grant Application	110	27FEB15	30JUL15													
3050	Retain A/E Services for Entire Project	130	30JAN15	30JUL15													
3060	A/E Design Development	160	31JUL15	14MAR16													

Start date

01NOV13

Finish date

06NOV19

Data date

01NOV13

Run date

21NOV13

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Critical bar

Summary bar

Start milestone point

Finish milestone point

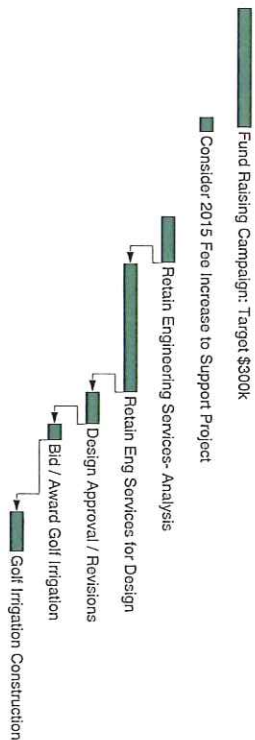
Act ID	Description	Orig Dtg	Early Start	Early Finish	2013	2014	2015	2016	2017	2018	2019	2020
3070	Design Approval/Revisions	70	15MAR16	20JUN16								
3080	Bid / Award Project	40	21JUN16	16AUG16								
3090	Community Center Construction	200	17AUG16	23MAY17								
3100	Campus Dedication	5	07DEC17	13DEC17								
SLED HILL												
4000	Sled Hill Construction	40	26APR17	20JUN17								
SPLASH PAD												
5000	Splash Pad Construction	40	10MAY17	05JUL17								
DOG PARK												
6000	Dog Park Construction	20	24MAY17	20JUN17								
SPORTS COMPLEX												
7000	Planning w User Groups	110	02JAN15	04JUN15								
7010	Fund Raising Campaign: Target \$450k	130	05JUN15	03DEC15								
7020	Retain Design Firm- Soccer/Concept Design	80	05JUN15	24SEP15								
7022	Soccer Complex Design	80	25SEP15	18JAN16								
7024	Soccer Complex Design Approval/Revisions	80	19JAN16	09MAY16								
7026	Soccer Complex Cost Estimates	20	10MAY16	06JUN16								
7027	Bid / Award Soccer Complex	20	12APR17	09MAY17								
7028	Soccer Complex Construction	80	10MAY17	30AUG17								
7030	IDNR Grant Application: Soccer Complex	120	19JAN16	05JUL16								
7040	IDNR Grant App: Soccer Submission	180	06JUL16	14MAR17								
7100	SOCCEER COMPLEX OPENS	5	04SEP18	10SEP18								
7400	Retain Design Firm- Ball Diamonds/Concept Des	110	04DEC17	08MAY18								
7410	Bid / Award Ball Diamond Complex	20	09MAY18	05JUN18								
7420	Ball Diamond Construction	80	06JUN18	25SEP18								



Act ID	Description	OHg Dur	Early Start	Early Finish	2013	2014	2015	2016	2017	2018	2019	2020
7480	IDNR Grant Application: Ball Diamond Complex	120	09DEC16	19MAY17								
7490	IDNR Grant App: Ball Diamond Submission	180	22MAY17	31JAN18								
7500	BALL DIAMOND COMPLEX OPENS	5	03SEP19	03SEP19								

GOLF IRRIGATION

8000	Fund Raising Campaign: Target \$300k	150	01MAY14	27NOV14								
8010	Consider 2015 Fee Increase to Support Project	20	10NOV14	05DEC14								
8020	Retain Engineering Services- Analysis	60	04MAY15	24JUL15								
8030	Retain Eng Services for Design	160	27JUL15	08MAR16								
8040	Design Approval / Revisions	40	09MAR16	03MAY16								
8050	Bid / Award Golf Irrigation	20	04MAY16	31MAY16								
8060	Golf Irrigation Construction	50	06OCT16	14DEC16								
8070		1	01NOV13	01NOV13								



Start date	01NOV13	
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- Early bar
- Progress bar
- Critical bar
- Summary bar
- Start milestone point
- Finish milestone point

Source Material
Short-Term Plan 2013-2014



Sycamore Park District Strategic Plan 2013 & 2014 Goals and Objectives

Sycamore Park District Mission Statement:

"Sycamore Park District - we put the MORE in Sycamore"

Sycamore Park District Vision Statement:

"To provide more for Sycamore - superior programming, superior facilities, superior parks."

Introduction:

The Board, Staff, and Citizens Advisory Committee (CAC) of the Sycamore Park District are beginning a **two-phase process** in order to plan for its future. The ultimate outcome will be a five year plan—Vision 20/20—which will attempt to address some large, pressing issues that the district faces:

- Aging Infrastructure and Equipment
- 30+ Year-Old Swimming Pool
- 400 Acres of Existing Park and Open Space that Need Care
- Outgrown and Inflexible Community Center on a Short-Term Lease
- 30 Acres of Additional Park Land to Be Added in New Subdivisions
- Growing Budget Deficits at the Golf Course
- Shrinking Equalized Assessed Value in the District
- Depletion of All Budget Reserves

- Reductions in Staff While Acres Maintained Increase and Aging Facilities Require More Labor to Maintain
- Connecting Segments of Trails to Each Other

To address these, the Board of Commissioners will:

- A. Develop a Two Year Strategic Plan to Address Key Matters Related to:
 1. Taking care of what we have.
 2. Getting our financial house in order.
- B. Create a Long-Term Plan to address very crucial and costly issues facing the Sycamore Park District to:
 1. Lay a path for our future: 2015-2020.
 2. Establish a Community-Wide Planning Team of Citizens, Staff, Board, Community and Business Leaders to:
 - a. Consider alternatives and ideas for addressing the challenges facing the district.
 - b. Provide recommendations to the Board of Commissioners on three possible scenarios the Board might follow in addressing the challenges.
 3. Create a final Strategic Plan for the Sycamore Park District through 2020.

Phase One: Two Year Strategic Plan:

During this phase, the Board and Staff have worked together in multiple study sessions, and with input from the CAC to create a short-term plan for addressing some key pressing matters that the Park District feels must be dealt with before any plans for the future (Phase Two: Vision 20/20) can be made. When a draft of this plan is completed, there will be opportunity for public input before it is finalized.

The cornerstone of this plan is its goals:

Goal 1

By the end of Fiscal Year 2014, the park district will have restored its fund balances to the levels defined by the district's fund reserve policy.

Objective 1

The Superintendent of Golf Operations will monitor part time payroll costs more closely during the three periods of the golf season, Early Season, (March, April, May), Peak Season, (June, July, August), and Late Season, (September, October, November), reducing or eliminating Staff wherever possible to reduce operating costs thus reducing the need for Sycamore Park District Fund Balance assistance.

Objective 2

In 2014 Staffing hours will be adjusted with the data monitored and collected in Goal 1 to further reduce Staff costs by at least 5%

Objective 3

The Superintendent of Golf Operations will reduce pro shop inventory to 25% of sales, by narrowing the product line, controlling order points, instituting inventory control measures, adjusting types of inventory maintained in stock, and creating faster and complete sell through.

Objective 4

With the new inventory control measures in place from 2013 the Superintendent will, during the 2014 season, use market place trends and golf industry statistics to control the type, quality and amount of product in the pro shop, offering the best of product lines with money allocated to create sell through and thus reducing year-end inventory to at least the 25% level.

Objective 5

The Executive Director will work with all Superintendents to move their budgets in 2013 and 2014 toward greater cost savings and improved revenues so that the positive, net balance of each fund reserve grows 25% each year, over the next two years.

Objective 6

The Executive Director will develop a two year plan for growing the reserve fund balance in the Corporate, Recreation, and Concessions budgets so that they reach at least 25% by January 1, 2015.

Objective 7

The Superintendent of Recreation will work to continue to reduce operating costs of the pool by 10% for each year, 2013 and 2014, to help with the debt that the pool incurs.

Objective 8

The Recreation Staff will create at least ten new programs, each year, that will increase net program revenue in those years.

Objective 9

The Superintendent of Finance will evaluate budgets and assist department heads in order to be half way to their minimum fund reserve balance by year ended 2013 and the entire minimum reserve balance by 2014. Additionally, the Superintendent of Finance will monitor progress on a monthly basis.

Objective 10

On a yearly basis, the Superintendent of Finance will adjust tax levy requests to assist getting fund balances to stated levels.

Objective 11

The Superintendent of Parks and Facilities will, throughout 2013 and 2014, examine budgets monthly to monitor all line items of expense. Adjustments in spending in other line items will be made if overages become necessary in particular line items.

Objective 12

The Superintendent of Parks and Facilities will work with the Superintendent of Finance in 2013 and 2014 to create yearly expense budgets based on historical need and future projects.

Objective 13

The Superintendent of Parks and Facilities will conduct an annual review in 2013 and 2014 of methods used to maintain the district's parks to seek at least 10% reductions in operating costs.

Goal 2

By the end of 2013, the park district will establish a comprehensive policy for the replacement/refurbishment of its assets when they exceed their depreciated lifecycles.

Objective 1

The Superintendent of Golf Operations will develop a cart trade-in/replacement policy by April of 2013 to reduce repair costs of older vehicles and insure consistent dependability for our customers.

Objective 2

In 2014 with control measures in place, and with data collected of cart usage and repair cost the Superintendent of Golf Operations will use capital and/or operating dollars to trade in and purchase 5 to 10 replacement carts each year beginning in the fall of 2014.

Objective 3

The Superintendent of Golf Operations will, by February of 2013, have a definitive preventative maintenance schedule for all golf carts and develop a rotation schedule so all carts will be used equally to reduce wear and tear.

Objective 4

Based on cart usage and play demands, the Superintendent of Golf Operations—working with the Superintendent of Parks and Facilities—will, in 2014, begin to rotate 50 of a fleet of 60 each week. The 10 carts not scheduled will receive routine maintenance and repair extending the life of each cart and creating equal usage of all carts.

Objective 5

The Executive Director will coordinate the work of the Superintendents throughout 2013 on the preparation of lifecycle information and equipment/asset replacement schedules by the end of the fiscal year.

Objective 6

The Executive Director will, by August 2014, prepare a lifecycle policy regarding key infrastructure assets (Roads, Buildings/Structures, Trees, Facilities, etc.)

Objective 7

The Superintendent of Recreation will develop a preventative maintenance schedule for all fitness equipment that will ensure maximum use of each piece by August 2013.

Objective 8

The Superintendent of Recreation will create and provide a trade in/replacement schedule for fitness equipment by December 2013 to ensure that each piece of equipment is traded in or sold to ensure customer satisfaction and attract new members/users.

Objective 9

The Superintendent of Finance will finalize, by summer 2013, a listing of all assets in concessions with location, approximate remaining life and replacement values.

Objective 10

The Superintendent of Finance will get a listing of all assets in administration with approximate remaining life and replacement values. This is to include a replacement schedule for computer equipment.

Objective 11

By the Fall of 2013, a schedule will be developed by the Superintendent of Parks and Facilities which lists dates of maintenance equipment purchase, and industry lifecycle average years or hours of use for that equipment.

Objective 12

By December 2013, the Superintendent of Parks and Facilities will develop a cost comparison which lists costs for complete replacement of maintenance equipment versus overhauling parts to prolong useful life of equipment.

Objective 13

The Superintendent of Parks and Facilities will, by the Fall of 2014 complete a Board Approved Equipment Replacement Schedule with dates and costs, based upon the information gathered in Objectives 9 and 10, above.

Objective 14

During 2013, the Superintendent of Finance will work with the Superintendent of Recreation to evaluate recreation software, and assess our current software to determine if there is a better alternative, and report that information to the Board in the Fall of 2013 with recommendations.

Objective 15

The Executive Director will, by the Summer of 2013, retain a professional consultant to conduct an independent audit of our technology (software, hardware, wiring, phone, web, and communications).

Objective 16

By the end of 2013, the results of the independent technology audit will be reported to the Board with a phased approach to updating our technology.

Objective 17

In 2014, the Park Board will approve a technology replacement plan.

Objective 18

The Executive Director will, in 2013, develop a comprehensive plan for managing our ponds for erosion, wildlife, and low-cost maintenance.

Objective 19

The Executive Director will work with the Board, in 2013, to approve a phased approach to managing our ponds, and integrate that plan into our 5 Year Capital Program and the Strategic Plan for 2014 and beyond.

Objective 20

Using the updated asset schedules developed by other Staff in 2013 and 2014, the Superintendent of Finance will consolidate asset listings with estimated replacement schedules and use this data to improve the 5-Year Capital Plan for Fall of 2014.

Goal 3

Continuously throughout 2013 and 2014, the Board and Staff will strive to strengthen its *current* community partnerships and internal working relationships to improve performance, and levels of satisfaction amongst our partners and the customers/citizens these partnerships/relationships serve.

Objective 1

The Superintendent of Golf Operations will develop a "Partners in Golf" lesson program by April of 2013, only available to current partners with special incentives and rates for these partners.

Objective 2

In 2014, the "Partners in Golf" will be extended to family members of our partnerships and subsidiaries of those partners extending a greater outreach to our community and building a larger customer base.

Objective 3

Expanding on the "Using Golf as a Business Tool" the Superintendent of Golf Operations will work with the Superintendent of Recreation to develop programs offered through our 3

brochures combining a business seminar and golf seminar into one complete and focused seminar program.

Objective 4

The Superintendent of Golf Operations and the Superintendent of Recreation will, during 2013, work together to transition the youth golf instruction program to the supervision of the Recreation Department.

Objective 5

The Superintendent of Golf Operations and the Superintendent of Recreation will, during 2014, institute the youth golf instruction program under the supervision of the Recreation Department.

Objective 6

The Superintendent of Golf Operations will, by the spring of 2013, offer seminars entitled, "Using Golf as a Business Tool," to current partners to strengthen our current relationships and develop a stronger customer base.

Objective 7

The Executive Director will, at least three times per year, meet with their counterpart at affiliate agencies to conduct a review of our relationships and discuss common issues.

Objective 8

The Executive Director will, by the summer of 2013, establish and hold the first of on-going quarterly meetings with a group to be known as The Community Leader Forum, to build working relationships with all of our partners and like agencies.

Objective 9

The Superintendent of Recreation will meet with current partners, and in 2013 assess/develop future needs of the partner, that the District can provide. This will take the form of contacting partners and engaging them to see how the Park District can strengthen the partnership.

Objective 10

The Superintendent of Recreation will by 2013 create further programming for the School District's "OSCAR" program to strengthen that partnership.

Objective 11

In 2013, the Superintendent of Finance, and the Concessions Manager will schedule meetings with user groups, each year, and prior to the groups' season to specifically evaluate if concessions operation is meeting the needs of our customers.

Objective 12

The Superintendent of Finance will coordinate and routinely check and maintain suggestion boxes throughout the district for comments, and manage communication to appropriate district Staff on those issues.

Objective 13

The Superintendent of Parks and Facilities and the Superintendent of Recreation will meet with leaders from all sports field group users before and after sport season to lay down clear lines of communication for what is expected from both parties.

Objective 14

The Superintendent of Parks and Facilities will communicate and stay in weekly contact with user groups of sports facilities during the season to solve any issues related to field maintenance and to ensure user group satisfaction.

Objective 15

By the 2013 Golf Season, the Superintendent of Finance and the Concessions Manager will work with the Superintendent of Golf Operations to develop methods to improve the Beverage Cart operation, resulting in a 5% increase in net profits for each calendar year (2013 and 2014).

Goal 4

Throughout 2013 and 2014, develop and initiate a park district awareness plan that creates an organized and scheduled effort to tell our story to the public using the talents, resources, time and commitment of the Board, Staff, and CAC to deliver this message.

Objective 1

The Superintendent of Golf Operations will offer once per month, beginning in March of 2013, a newsletter as well as a club house calendar, available on-site, in print and electronically to help educate our patrons about our maintenance schedule, upcoming events, special pro shop sales and other valuable information.

Objective 2

Beginning in the 2013 golf season the Superintendent of Golf Operations will offer a more comprehensive marketing plan, in a variety of methods to insure awareness of those living outside our immediate area what is offered at our facility and how we can serve the customers golfing needs.

Objective 3

The Executive Director will develop an information campaign by Fall of 2013 with a central focus that integrates the tenor of Vision 20/20, and calls for outreach in several forms to communicate that message throughout the winter of 2013 and all of 2014.

Objective 4

The Executive Director will seek ways, throughout 2013, to derive funds for contracting professional services in the area of promotion and marketing.

Objective 5

In 2013 and 2014 the Superintendent of Recreation will publish two newsletters and one annual report, as well as the meeting locations, dates and times of all Board/CAC/Community groups.

Objective 6

In 2013 the Superintendent of Recreation will use a variety of communication tools to inform our residents about the 90 Year History and progress of the District through a series of events. This will be assisted by the Staff of the 90th anniversary committee.

Objective 7

The Superintendent of Finance and/or Concessions Manager will attend three events per year, such as Bridal Expo, in order to showcase what Sycamore Park District has to offer in terms of banquet/meeting facilities and amenities.

Objective 8

The Superintendent of Finance will work with website Staff to add more information, (pictures, prices, list of amenities) on our shelter rentals, by 2014.

Objective 9

The Superintendent of Parks and Facilities will be available to meet with other Park District officials as they meet with groups to give details of Golf, Park, or Sports maintenance related issues.

Objective 10

The Superintendent of Parks and Facilities will contribute periodic articles or other information as needed for Park District publications to communicate the efforts of the maintenance Staff.

Objective 11

The Executive Director will work with CAC to continue the in-depth program analysis process during 2013.

Objective 12

The Board of Commissioners will, by the Fall of 2013 develop the final focus of Vision 20/20, based upon input from the Community Wide Strategic Plan, and use that to guide it in what information it will emphasize in its Public Awareness Plan.

Objective 13

By December 2013, the Board will develop a phased approach to a Public Awareness campaign, which designates which information will be presented in each phase.

Objective 14

Beginning in January 2014, the Board will commit itself to actively presenting the information in the phases outlined in Objective 13, above. It will develop contacts with local service organizations, businesses, other units of local government, and citizen groups and present that information to those groups.

Goal 5

The Sycamore Park District will continue to value the strong foundation created by our patrons, by a renewed focus on our citizens, and returning customers.

Objective 1

In March of 2013 the Golf Operation will offer a special Season Pass Sale for Season Pass Holders and returning customers with incentives for those customers as a special thank you to those valued customers. The objective would be to achieve 85% retention.

Objective 2

In 2014, the Golf Operation will offer special sales once per month, targeting our merchandise which is slower selling and offering special incentives to our Season Pass Holders, who are traditionally not the normal pro shop merchandise purchasers. The objective would be to increase gross sales by 15% over 2013.

Objective 3

The Superintendent of Golf Operations will create a "Rewards Program" beginning in the 2013 golf season for returning daily fee customers, with special rate and prices based upon number of rounds played and purchases made by these customers.

Objective 4

The Executive Director will, as part of his "Did You Know" Facebook Campaign, seek out loyal patrons and feature their story in the campaign throughout 2013 and 2014.

Objective 5

The Executive Director will hold two "Ask the Director Cookouts" each year, in neighborhood parks, to invite neighborhoods to come out and get to know the park district better.

Objective 6

In 2013 the Superintendent of Recreation will create one season "special" for our frequent users of the Fitness Center as a way of saying we appreciate you.

Objective 7

In 2013 the Superintendent of Recreation with the 90th Committee will offer a series of opportunities to show the District's thanks to our valuable customers.

Objective 8

In 2013, the Superintendent of Recreation will add two neighborhood events that will take place in neighborhood parks, and involve our affiliates and fellow government agencies.

Objective 9

By Spring 2013, the Superintendent of Finance will develop a frequent buyer reward system for clubhouse concessions.

Objective 10

During 2013, the maintenance Staff, community center Staff, and the administrative office Staff will receive at least two training programs on ways to deal with our patrons in a positive and gracious manner.

Goal 6

Within its available resources, the Sycamore Park District and Board will strive to support and provide for the Staff that has developed the strong and positive reputation the district has earned.

Objective 1

During the Peak Season of the 2013 Golf Season, (June, July and August), the Superintendent of Golf Operations will partner with local businesses to offer rewards for part time Sycamore Park District Golf Staff who demonstrate extraordinary service.

Objective 2

In 2014, in addition to the partnership with local businesses for gift cards incentives, the golf operations will offer special event days for golf Staff creating "service teams" of Staff working together in a competitive atmosphere creating unity and better service for our customers.

Objective 3

Prior to the beginning of the 2013 golf season the Superintendent will offer a special "get together" for all returning Golf Operations Staff members to show appreciation and unity of the operation and develop a Staffing plan for the 2013 golf season.

Objective 4

The Golf Staff will, beginning in 2014 have several, fun and rewarding team building sessions with different park district departments creating stronger bonds between all departments.

Objective 5

The Executive Director will seek approval by the Board of his evaluation, review, and reward process for its full-time employees by 2013.

Objective 6

The Executive Director will institute in 2013, and expand in 2014, his plans for increasing the park district's investment in the quality, safety, knowledge, skills, and abilities of its full-time employees through training, education, and leadership.

Objective 7

During 2013, the Executive Director will, with the Board, review the current benefits package in relationship between part-time/seasonal, and full-time Staff with an eye toward revising benefits for the 2014 fiscal year, and a focus on:

- *How we treat a small number of committed, year-round/nearly full-time Staff*
- *Different degrees of being "part-time"*
- *Developing reward system for part-time employees*
- *Finding simple ways to reward full-time employees*

Objective 8

In 2013 the Board will continue to show support for Staff not only by educational means but by physically attending at least two events or programs to show support of Staff's hard work.

Objective 9

The Superintendent of Finance, and the Concessions Manager will develop additional and standardized training procedures which will be mandatory prior to the first day of work ,to allow our Staff to be more effective representatives of the Sycamore Park District.

Objective 10

Beginning with the 2013 season, the Superintendent of Finance will perform routine evaluations of concessions Staff in order to recognize their strengths and assist in improving on their weaknesses.

Objective 11

The park district will institute a regular, annual, standardized review of Staff by the end of 2012.

Objective 12

By 2013, the park district will use its standardized annual review as a basis for important communication of work performance strengths and weaknesses, and in determining pay increases for cost-of-living and merit as budget permits.

Objective 13

The Administrative Staff will, in 2013, develop a standardized image plan for its employees to address issues of common appearance, appearance standards, employee identification, how we respond to the public, and basic service expectations for all full-time and part-time employees.

Objective 14

In 2014, Objective 13 will be instituted by funding in the operating budget any necessary components of the image plan, and adding key components to employees' job descriptions.

Goal 7

By the end of 2013, the park district will develop a metric to help guide it in its decision-making regarding appropriate Staffing levels to serve the ongoing programs, maintenance, and service needs of the activities, operations, parks, facilities, products, and customers we serve/maintain.

Objective 1

The Superintendent of Golf Operations will, beginning in the 2013 golf season, closely monitor all Staffing needs in the pro shop, cart handlers, rangers and program instructors, such as SAY-Golf, to insure the service needs of our clientele are being met and to help in the development of the metric guide.

Objective 2

Based on the data received in 2013 (Objective 1), the Superintendent of Golf Operations will restructure Staffing needs for all programs and operations thus honoring goal 7.

Objective 3

The Superintendent of Golf Operations will develop, for the 2013 golf season, a guide for Staffing needs for large events based upon number of players in the event, type of event and the special needs of each event to create a better control of payroll dollars and to show both overages and limitations in Staff usage.

Objective 4

The Superintendent of Finance will determine, by April 2013, a break-even point for each concessions location. This will include Staffing levels.

Objective 5

By utilizing the POS System, the Superintendent of Finance will review sales levels during specific times of day within specific months, to evaluate hours of operation for clubhouse concessions.

Objective 6

The Superintendent of Parks will provide for the Park Board the current maintenance practices at each key maintenance area (golf, parks, sports) and how many employees are currently needed to maintain the park system as we do now.

Objective 7

The Superintendent of Parks and Facilities will, by the end of 2013, develop a park-by-park list of maintenance standards for those park's care, in order to guide the establishment of Staffing metrics.

Objective 8

The Superintendent of Parks and Facilities will provide, by the Summer of 2013, a park-by-park and facility-by-facility detail of the current maintenance that occurs at each location, and the Staff required to keep up with that maintenance.

Objective 9

In 2014 the Superintendent of Parks and Facilities will develop a Maintenance Management Plan for each park based upon consistent standards defined by Staff and approved by the Board.

Objective 10

The Executive Director and the Superintendent of Finance will, by the end of 2013, establish:

- *Work Order System*
- *Purchase Order System*

to assist in tracking of information that will assist with the creation of metrics and equipment replacement schedules.

Objective 11

The Superintendent of Parks and Facilities will, by the end of 2013, create checklists, and put in place a regular schedule for key functions:

- *Vehicle Service*
- *HVAC Inspections/Service*
- *Playground Inspections/Service*
- *ADA Inspections/Corrections*
- *Fire Suppression Systems and Equipment Inspections/Service*
- *Roads and Other Paving Inspections*
- *Plumbing and Drainage Inspections*
- *Bridge and Path Inspections*

Goal 8

Throughout 2013 and 2014 initiate and carry out the work necessary to follow through on the Sycamore Park District ADA Transition Plan.

Objective 1

Beginning in early 2013 the Superintendent of Golf Operations will work with the Superintendent of Parks and Facilities to develop a strategic timeline to initiate changes needed for compliance with the ADA Transition Plan, including the division of the golf course facility into three separate phases to ease in the accessibility.

Objective 2

The Superintendent of Golf Operation will, in the spring of 2013 evaluate the space needed in the pro shop to be ADA compliant and develop a floor plan of the available space to store and display product lines while keeping in compliance accessibility needs.

Objective 3

The Executive Director will retain professional services, specify, bid, and carry out, by the end of 2013, improvements outlined in Year 1 of the ADA Transition Plan.

Objective 4

The Executive Director will retain professional services, specify, bid, and carry out, by the end of 2014, improvements outlined in Year 2 of the ADA Transition Plan.

Objective 5

The Executive Director will, by the end of 2013, have a plan in place, and take the first steps toward making the park district's website "accessible".

Objective 6

The Executive Director will, by the end of 2014, have the park district's website fully accessible.

Objective 7

The Executive Director will, throughout 2013 and 2014, integrate into its expanded training commitment (see objectives 4 and 5 in goal 6) a number of training/education opportunities to expand our in-house knowledge of access management so that outside professional services in this area can be reduced (thus decreasing corresponding expenses for professional services).

Objective 8

In 2013 the Superintendent of Recreation will apply for a grant to help purchase a new entry device to the pool for people with disabilities.

Goal 9

By the end of 2014, the Sycamore Park District will conduct a review of land/cash and annexation matters to determine their value and impact on the parks, recreation and services we offer to the community in relation to their resources provided.

Objective 1

The Executive Director will, by the end of 2013, hold one or more study sessions with the Board to review:

- *Annexation Ordinance*
- *Land/Cash Ordinance*
- *Future Annexation Possibilities*
- *Consistency of Borders with Other Units of Local Government*

Objective 2

The Executive Director will, by the end of 2014, bring to the Board:

- *Revised Annexation Ordinance*
- *Revised Land/Cash Ordinance*
- *Options for Future Annexations*

Objective 3

By the end of 2013 conduct a study of communities that are similar to Sycamore as it relates to their land cash matters and review and update ours as needed.

Objective 4

The Board will approach appropriate city officials in 2014 with a plan to include those area's residents in the park district.

Objective 5

The Board of Commissioners will review the math/formula used to determine the amount derived from the current land/cash ordinance, and discuss whether revisions are necessary, by October 2013.

Objective 6

The Board of Commissioners will, by December 2013 review the current boundaries of the park district and assess the consistency of borders with other units of local government and whether an organized effort is necessary to bring those borders to a coterminous state through annexations and/or natural additions to the district.

Objective 7

The Board of Commissioners will seek to hold exploratory discussions in the Fall of 2013 and Winter of 2014 with Cortland, Genoa, and DeKalb regarding joint efforts, annexations, collaboration, and communication with an eye toward diplomatically—seeking ways to improve and expand the quality of recreation and park services in the area.

Goal 10

By the end of 2013, the Board and Staff of Sycamore Park District will seek ways to make the Natural History Museum an expense neutral impact on the district's budget.

Objective 1

By summer of 2013, the Executive Director, working with the Staff and Board, will conduct a review of lease, park district code, and city issues to create a list of options for how the park district can address the ongoing costs and implications of its ownership of the building that houses the Natural History Museum.

Objective 2

The Executive Director will work with a committee of CAC to review options from Goal 10, Objective 1 to seek recommendations for moving forward by December 2013.

Objective 3

By the end of 2013 the Superintendent of Finance will conduct a review of, and share with the Board, the implications of instituting a museum tax to support the operating costs incurred by the park district to maintain the building in which the Natural History Museum is housed.

Objective 4

In 2013, the Superintendent of Finance will conduct a search for possible grants to help pay for improvements to the physical structure of the Museum.

Objective 5

The Board will investigate/re-visit the creation of a Museum Board for Sycamore during the 2013 fiscal year.

Objective 6

The Board of Commissioners will, in the Fall of 2013, review a complete list of future capital and operating costs estimated to determine the future impact of maintaining the MMNH.

Objective 7

The Board of Commissioners will, in the Fall of 2013 hold a joint planning meeting with the Board of the MMNH to discuss and address the future costs of the building.

Source Material

Community Wide Survey: 2011

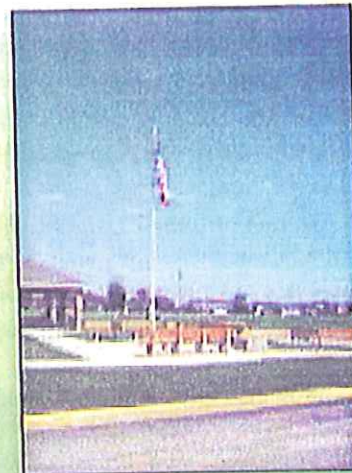
Community Survey

Summary Report



Submitted to the

Sycamore Park District, Illinois



by

Leisure Vision

(a division of ETC Institute)

725 W. Frontier

Olathe, KS 66061

(913) 829- 1215

June 2011

Community Survey

Executive Summary Report

Overview of the Methodology

The Sycamore Park District conducted a Community Survey as part of a Strategic Plan during the spring of 2011. The purpose of the survey was to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Sycamore Park District. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Sycamore Park District officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 2,000 households throughout the Sycamore Park District. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 400 completed surveys from Sycamore Park District households. This goal was far exceeded, with a total of 451 surveys having been completed. The results of the random sample of 451 households have a 95% level of confidence with a precision of at least $\pm 4.6\%$.

The following pages summarize major survey findings.

Major Survey Findings

- Visiting Sycamore Park District Parks. Eighty-two percent (82%) of households have visited Sycamore Park District parks during the past year. The Sycamore Park District parks visited by the highest percentage of households during the past year are: Sycamore Community Park (65%), Sycamore Park Sports Complex (43%), and Sycamore Lake Rotary Park (32%).
- Recreation Facilities Used at Sycamore Park District Parks. Of the 82% of households that have visited Sycamore Park District parks during the past year, 54% have used walking trails, 49% have used playgrounds, and 47% have used shelters and picnic areas.
- Physical Condition of Park District Parks and Recreation Facilities. Of the 82% of households that have visited Sycamore Park District parks during the past year, 84% rated the physical condition of the parks and recreation facilities as either excellent (29%) or good (55%). In addition, 14% of households rated the parks and recreation facilities as fair, and only 2% rated them as poor.
- Participation in Sycamore Park District Programs. Thirty-five percent (35%) of households have participated in Sycamore Park District programs during the past 12 months. Of the 35% of households that have participated in Park District programs during the past 12 months, 87% rated the quality of the programs as either excellent (25%) or good (62%). In addition, 12% of households rated the programs as fair, and only 1% rated them as poor.
- Ways Respondents Learn about Park District Programs and Activities. The Sycamore Park District Brochure (77%) is by a wide margin the most frequently mentioned way that respondents learn about Sycamore Park District programs and activities. Other frequently mentioned ways that respondents learn about Park District programs and activities are: newspaper articles (39%), from friends and neighbors (31%), and Sycamore Park District website (28%).
- Reasons Preventing Households from Using Park District Parks, Facilities & Programs. The most frequently mentioned reasons preventing households from using Sycamore Park District parks, recreation facilities and programs more often are: "program times are not convenient" (17%), "fees are too high" (16%), and "program or facility not offered" (11%).
- Kiswahauke YMCA Members. Twenty-two percent (22%) of households are members of the Kiswahauke YMCA.

Community Survey for the Sycamore Park District

EXECUTIVE SUMMARY

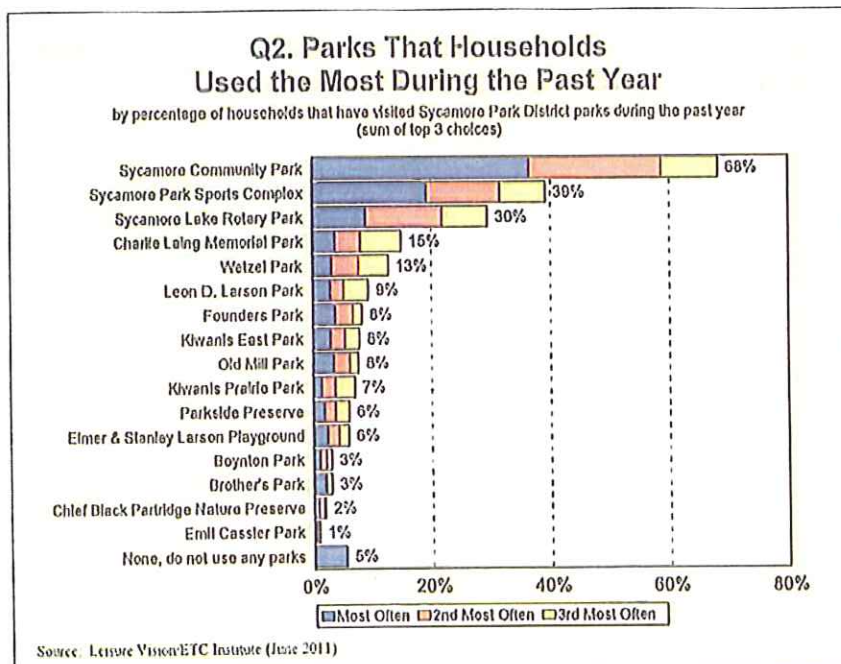
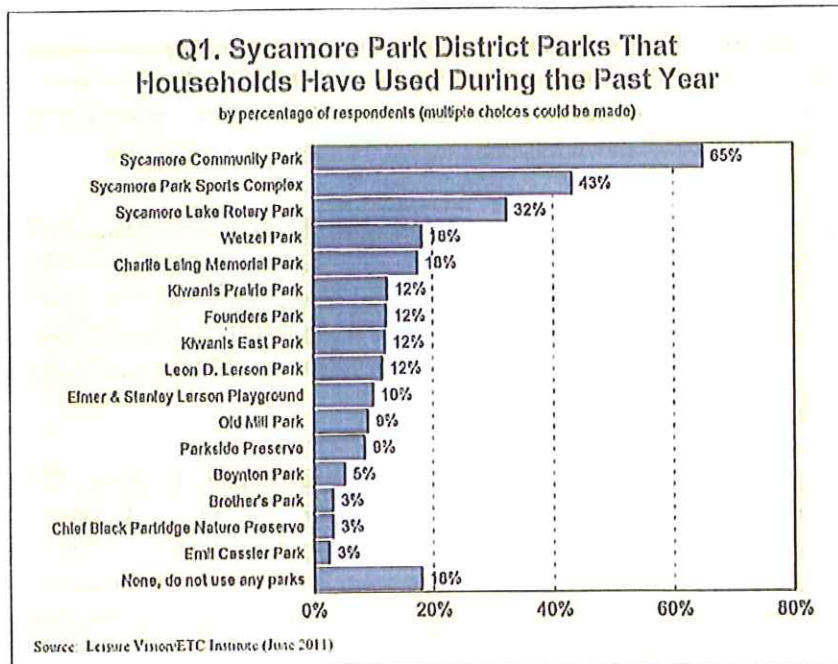
- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for are: walking and biking trails (67%), large community parks (57%), nature center and trails (55%), greenspace and natural areas (53%), and small neighborhood parks (52%).
- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: walking and biking trails (49%), small neighborhood parks (23%), outdoor swimming pool (22%), and 18-hole golf course (20%).
- **Level of Satisfaction with Various Services Provided by the Park District.** The Sycamore Park District services that the highest percentage of households are very satisfied or somewhat satisfied with are: Park District efforts to keep residents informed about programs and services (74%), image of the Park District in the community (61%), and quality of services provided by the Park District (60%).
- **Use of Hopkins Pool.** Twenty-seven percent (27%) of households have used the Hopkins Pool in Dekalb during the past 12 months.
- **Use of Sycamore Pool.** Twenty-six percent (26%) of households have used Sycamore Pool during the past 12 months. The most frequently mentioned reasons that households have not used Sycamore Pool are that members of their household don't swim.
- **Aquatic Features That Households Would Use at a New Sycamore Swimming Pool.** The aquatic feature that the highest percentage of households would use at a new Sycamore swimming pool are: deck area (49%), concessions area (43%), bath house (43%), and zero depth entry into pool with waves (40%).
- **Use of Potential Indoor Programming Spaces.** The indoor programming spaces that the highest percentage of households would use if developed by the Park District are: walking and jogging track (61%), weight room/cardiovascular equipment area (42%), aerobics/fitness/dance class space (35%), and leisure pool (31%).
- **Importance of Partnering Organizations for Park and Recreation Services.** Seventy-six percent (76%) of households feel it's very important or somewhat important to partner with the Sycamore School District 427 in providing parks and recreation services, and 60% feel it's very important or somewhat important to partner with the Kishwaukee YMCA in providing parks and recreation services.

Community Survey for the Sycamore Park District

EXECUTIVE SUMMARY

- Park District Actions Most Willing to Fund. Based on the sum of their top four choices, the Park District actions to improve the parks and recreation system that respondents are most willing to fund with tax dollars are: build a new indoor community center (52%), improve existing parks (43%), develop additional walking and biking trails (42%), and build a new Sycamore swimming pool (42%).
- Paying Additional Property Taxes to Fund Parks and Recreation Facilities. Fifty-eight percent (58%) of respondents would pay some amount of additional property taxes to build and operate the types of parks, trails, aquatics, sports and recreation facilities that are most important to their household. This includes 16% that would pay at least \$25 per month, 14% that would pay \$20 per month, and 28% that would pay \$15 per month.
- Voting to Fund Parks, Trails, Fitness, Sports and Recreation Facilities. Fifty-six percent (56%) of respondents would either vote in favor (31%) or might vote in favor (25%) of a tax increase to pay to construct and operate the types of parks, trails, aquatics, sports and recreation facilities that are most important to their household. In addition, 25% of households would vote against the referendum, and 19% indicated "not sure".
- Level of Satisfaction with the Overall Value Received from the Park District. Fifty percent (50%) of households are either very satisfied (14%) or somewhat satisfied (36%) with the overall value their household receives from the Sycamore Park District. Only 14% of households are either somewhat dissatisfied (10%) or very dissatisfied (4%) with the Park District. In addition, 26% of households rated the Park District as "neutral", and 10% indicated "don't know".

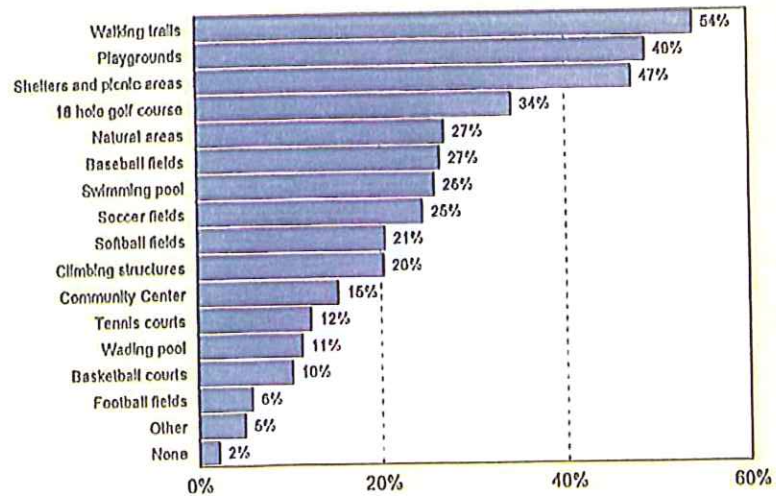
Community Survey for the Sycamore Park District



Community Survey for the Sycamore Park District

Q3. Recreation Facilities That Households Have Used or Visited in Sycamore Park District Parks During the Past Year

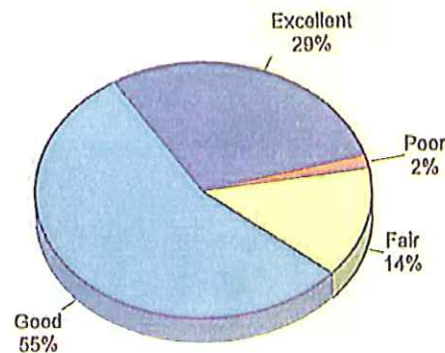
by percentage of households that have visited Sycamore Park District parks during the past year



Source: Leisure Vision/ETC Institute (June 2011)

Q4. How Respondents Rate the Physical Condition of All of the Parks and Recreation Facilities Visited in the Sycamore Park District

by percentage of households that have visited Sycamore Park District parks during the past year

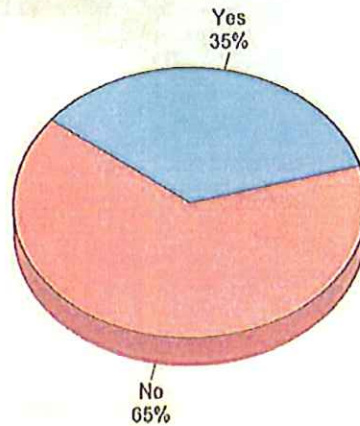


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q5. Have Households Participated in Any Recreation or Sports Programs Offered by the Sycamore Park District During the Past Year?

by percentage of respondents

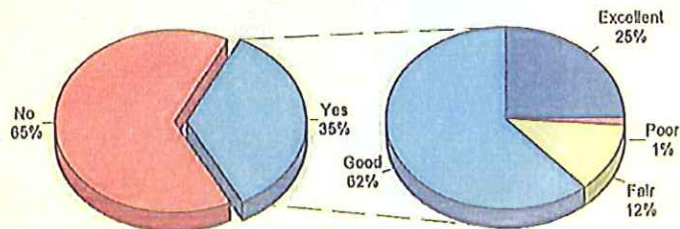


Source: Leisure Vision/ETC Institute (June 2011)

Q5. Have Households Participated in Any Recreation or Sports Programs Offered by the Sycamore Park District During the Past Year?

by percentage of respondents

Q5a. How Would You Rate the Overall Quality of the Recreation or Sports Programs that You and Members of Your Household Have Participated In?

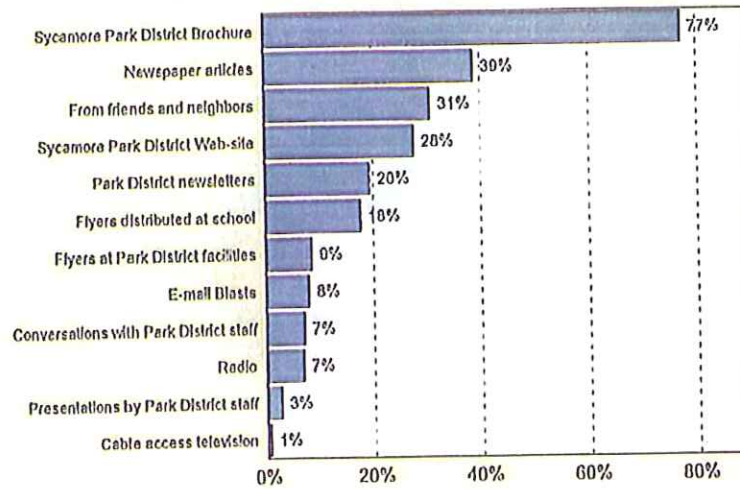


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q6. Ways Respondents Learn About Sycamore Park District Programs and Activities

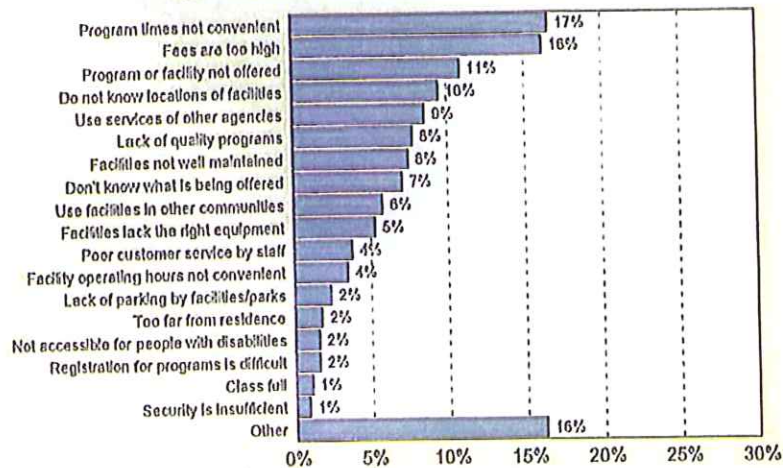
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (June 2011)

Q7. Reasons that Prevent Households From Using Parks, Recreation, Golf Course, Aquatics and Sports Facilities or Programs of the Sycamore Park District More Often

by percentage of respondents (multiple choices could be made)

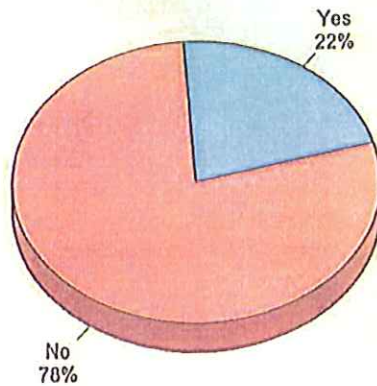


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q8. Are You or Members of Your Household Members of the Kishwaukee YMCA?

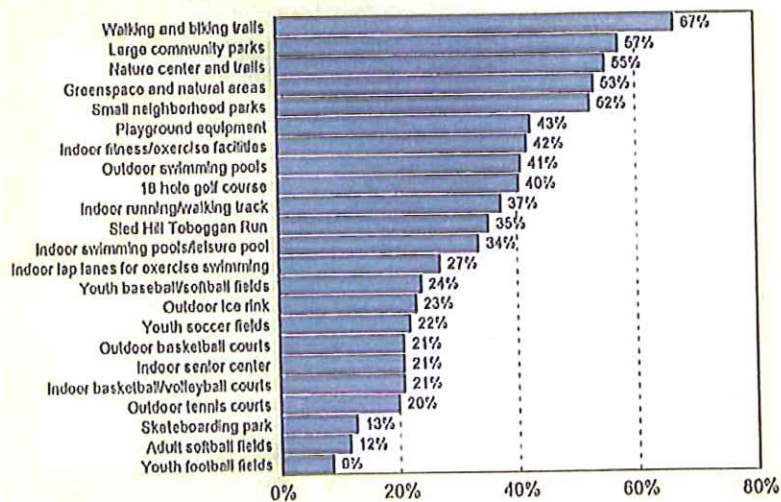
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

Q9. Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)

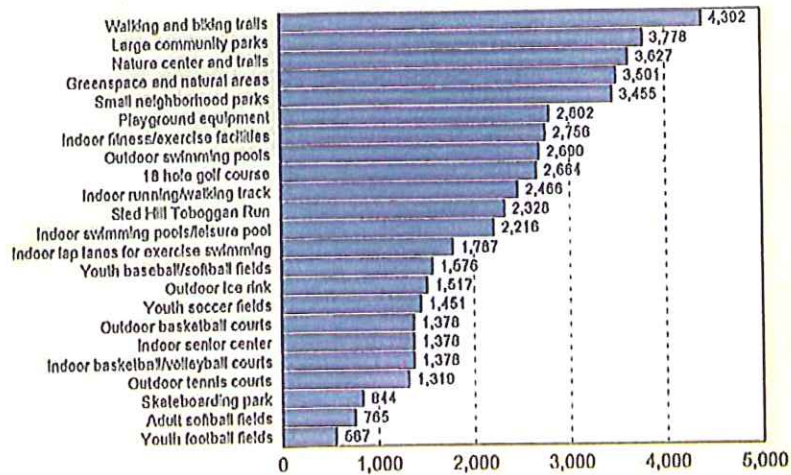


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q9a. Estimated Number of Households in the Sycamore Park District That Have a Need for Various Parks and Recreation Facilities

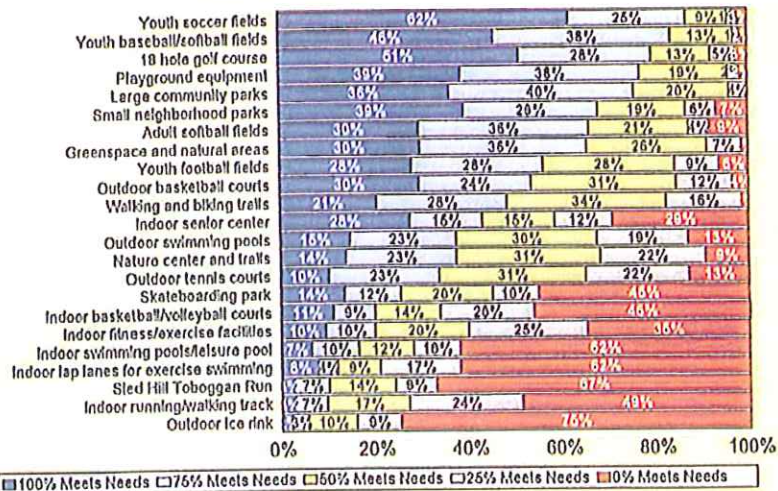
by number of households based on 6,504 households in the Sycamore Park District



Source: Leisure Vision/ETC Institute (June 2011)

Q9b. How Well Parks and Recreation Facilities in the Sycamore Park District Meet the Needs of Households

by percentage of respondents with a need for parks/facilities

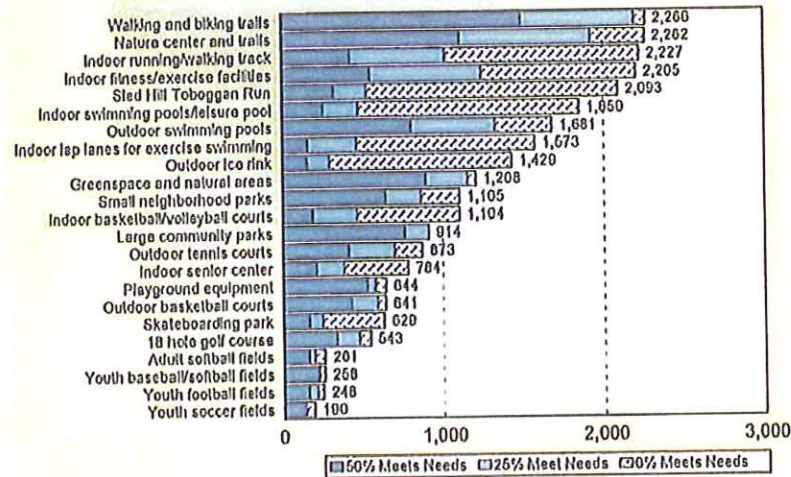


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q9c. Estimated Number of Households in the Sycamore Park District Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

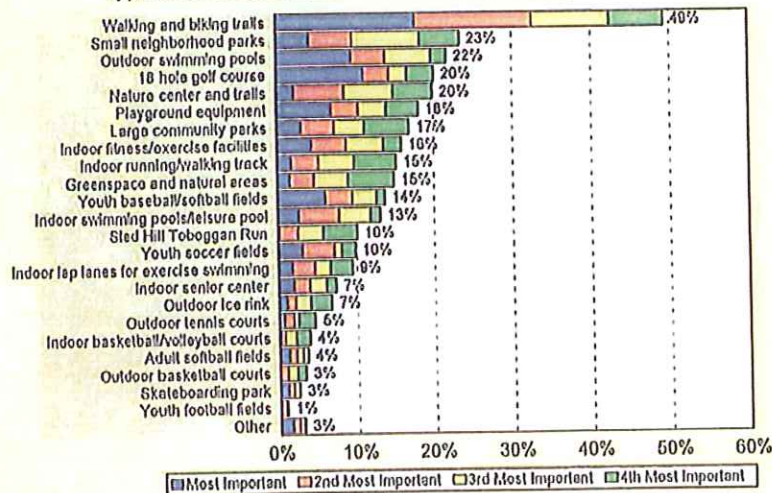
by number of households based on 6,594 households in the Sycamore Park District



Source: Leisure Vision/ETC Institute (June 2011)

Q10. Parks and Recreation Facilities That Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices

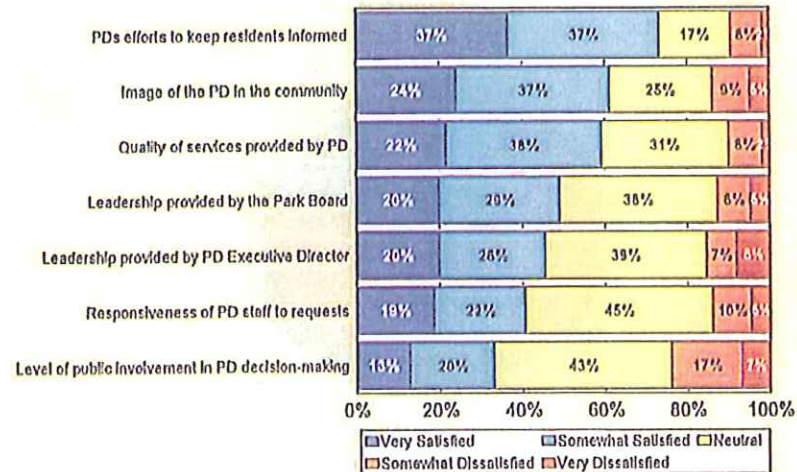


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q11. Level of Satisfaction with Various Services Provided by the Sycamore Park District

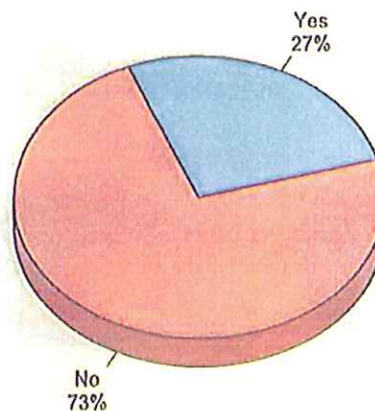
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

Q12. Have You or Members of Your Households Used the Hopkins Pool in DeKalb During the Past Year?

by percentage of respondents

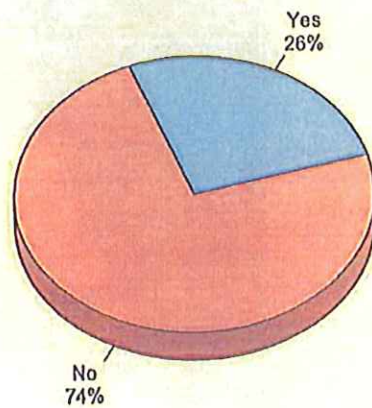


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q13. Have You or Members of Your Household Used the Sycamore Pool During the Past Year?

by percentage of respondents

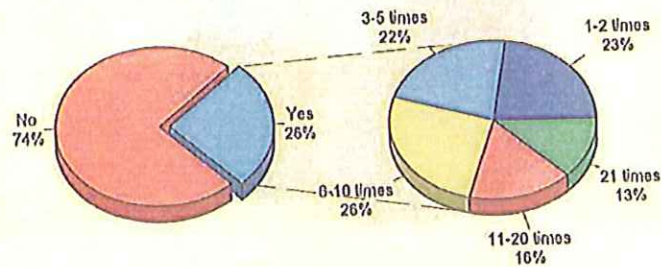


Source: Leisure Vision/ETC Institute (June 2011)

Q13. Have You or Members of Your Household Used the Sycamore Pool During the Past Year?

by percentage of respondents

Q13. How many times have you or members of your household used the Sycamore Pool during the past year?

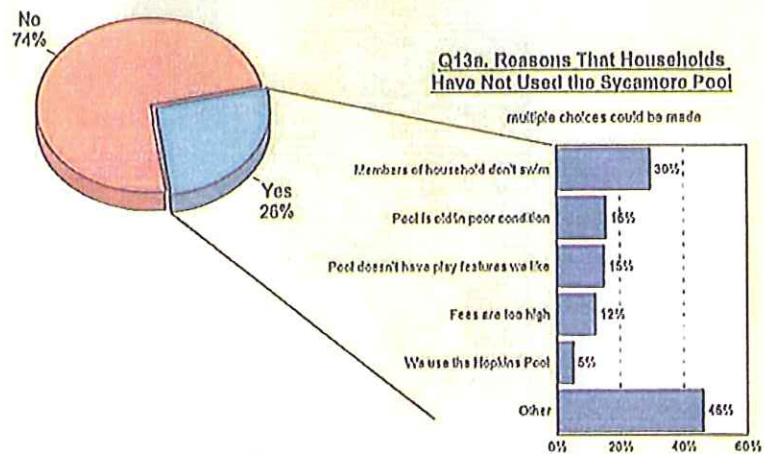


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q13. Have You or Members of Your Household Used the Sycamore Pool During the Past Year?

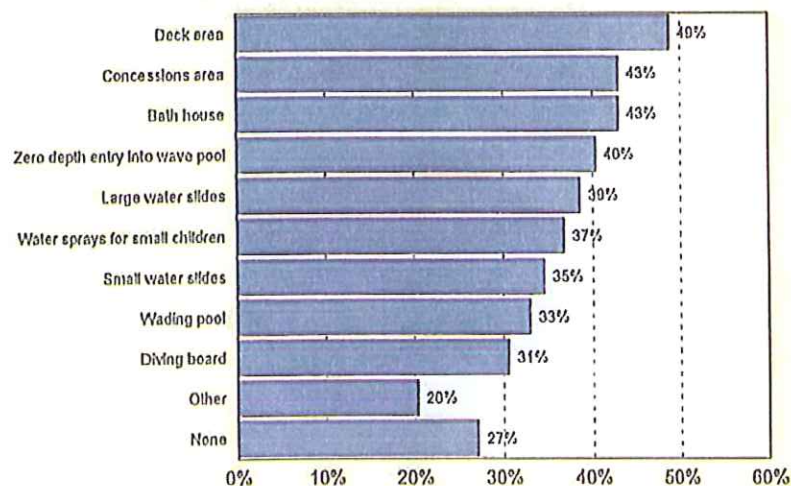
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

Q14. Aquatic Features That Households Would Use at a New Sycamore Swimming Pool

by percentage of respondents (multiple choices could be made)

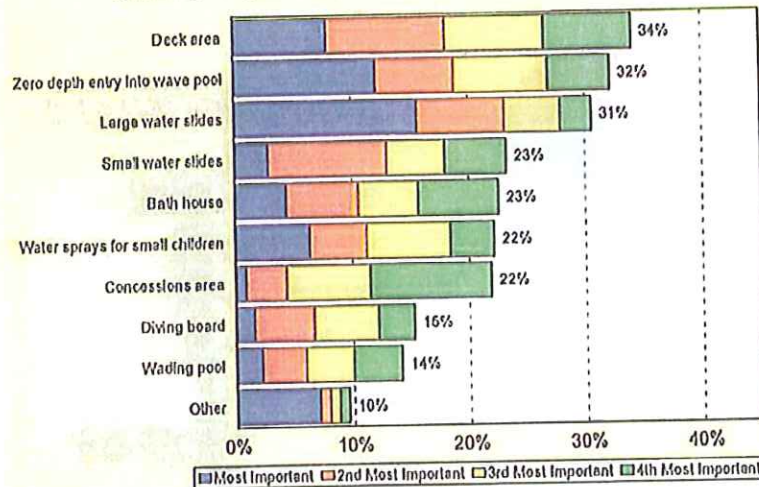


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q15. Aquatic Features That Respondents Indicated Are Most Important to Their Household

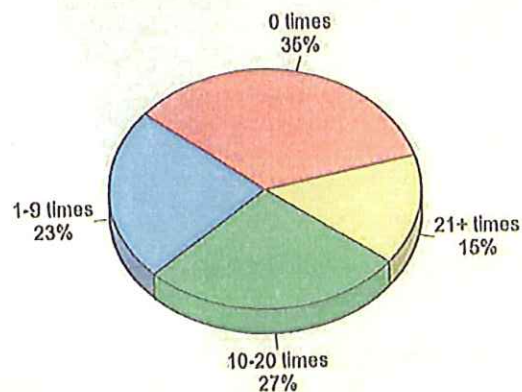
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (June 2011)

Q16. Approximate Number of Times Per Year That Households Would Visit Swimming Pool If the Sycamore Park District Built a New Swimming Pool with Aquatic Features Most Important to Household

by percentage of respondents

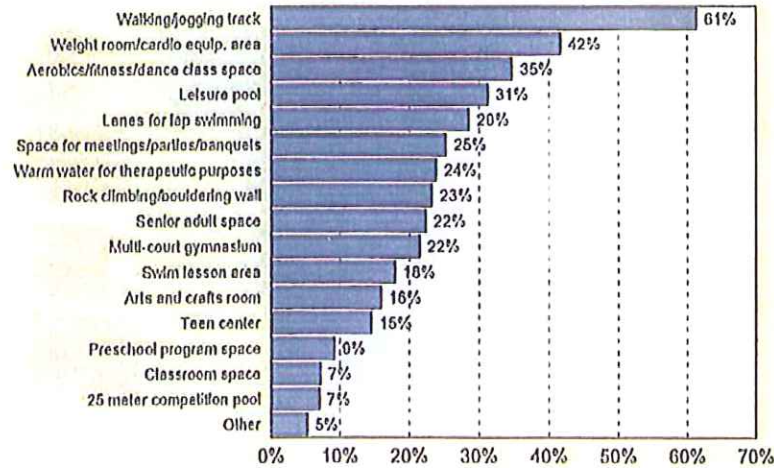


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q17. Potential Indoor Programming Spaces That Households Would Use If the Sycamore Park District Developed New Indoor Programming Spaces

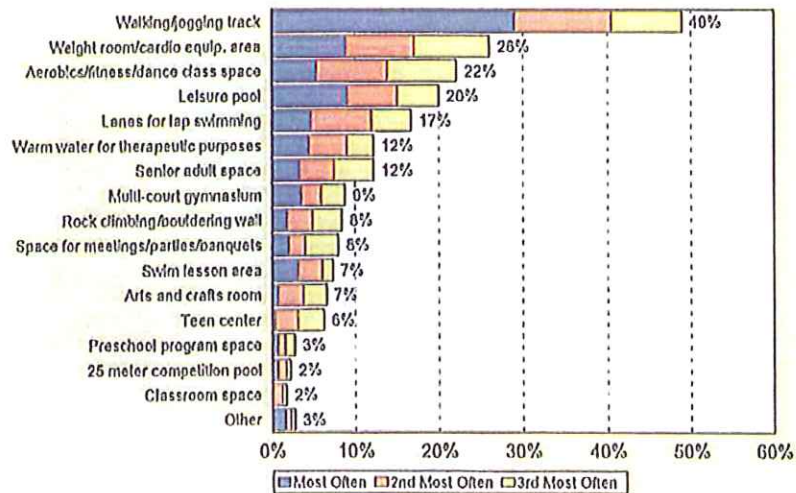
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (June 2011)

Q18. Indoor Programming Spaces That Households Indicated They Would Use the Most Often

by percentage of respondents who selected the item as one of their top three choices

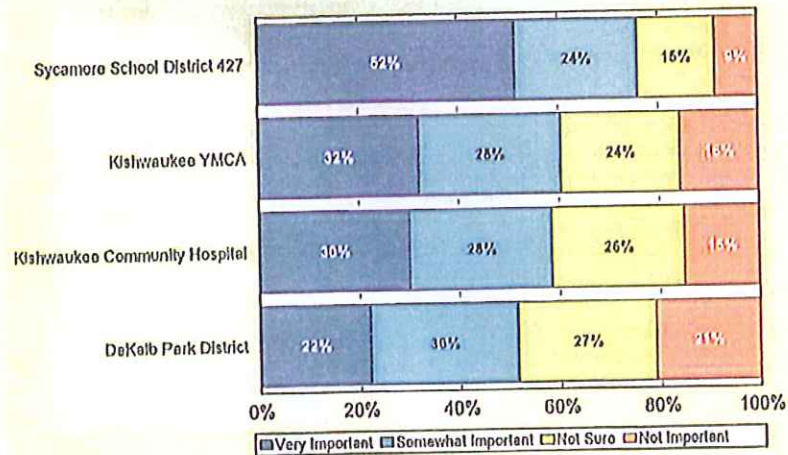


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q19. How Important Respondents Think It Is for the Sycamore Park District to Partner with Various Organizations in Providing Parks & Recreation Services

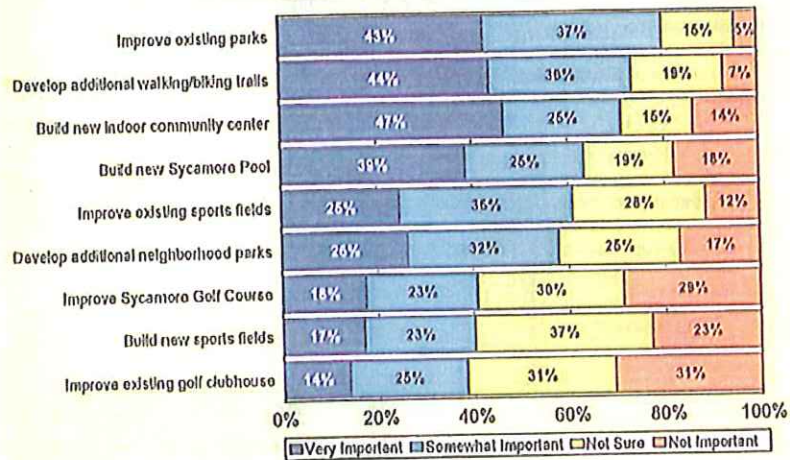
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

Q20. Level of Support for Actions that the Sycamore Park District Could Take to Improve the Parks and Recreation System

by percentage of respondents

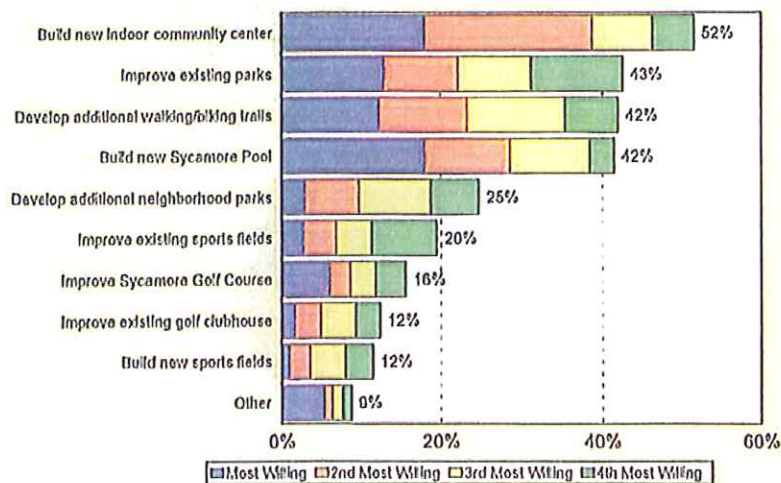


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q21. Actions That Respondents Would Be Most Willing to Fund with Park District Tax Dollars

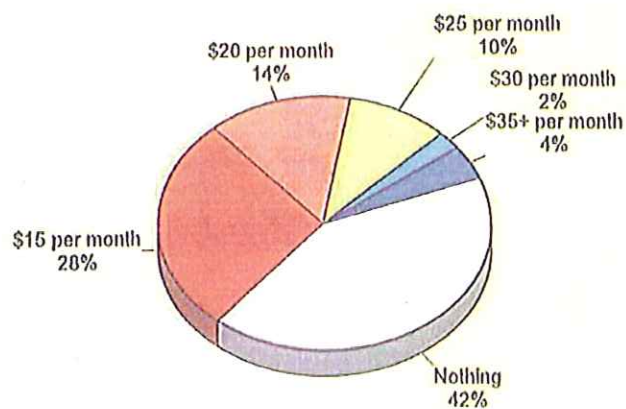
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (June 2011)

Q22. MAXIMUM Amount Respondents Would Pay PER MONTH In Additional Property Taxes to Build and Operate the Types of Parks, Trails, Aquatics, Sports and Recreation Facilities Most Important to Their Household

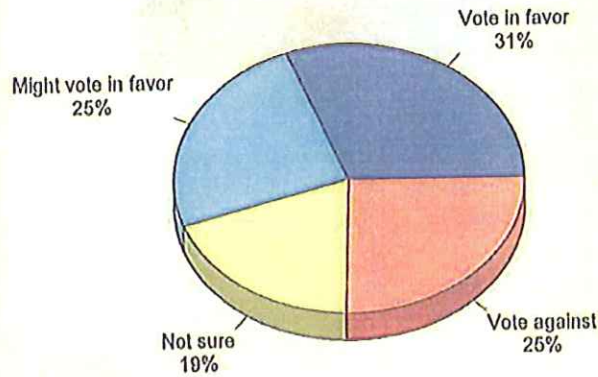
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

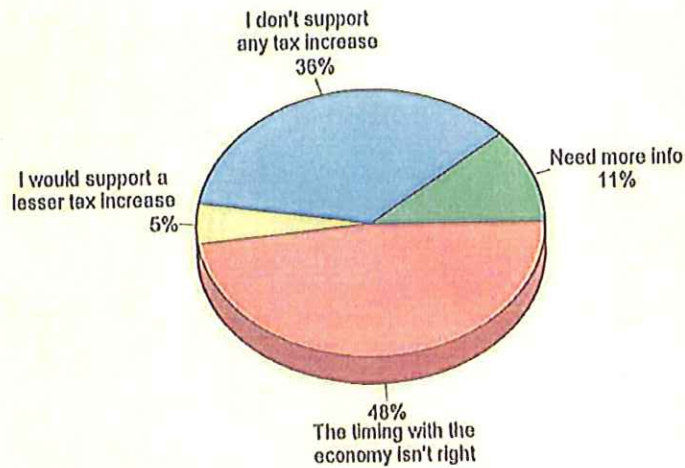
Q23. How Respondents Would Vote If a Tax Increase They Would Support Was Included in a Future Vote and the Funds from the Tax Were to Be Used to Pay to Construct & Operate the Types of Parks, Trails, Aquatics, Sports, and Recreation Facilities Their Household Most Prefers
by percentage of respondents (excluding those who didn't give a response)



Source: Leisure Vision/ETC Institute (June 2011)

Q23a. What Is the Major Reason You Indicated that You are "Not Sure" or Would "Vote Against" a Tax Increase?

by percentage of respondents who indicated that they would vote "not sure" or would "vote against" (excluding "don't know" responses)

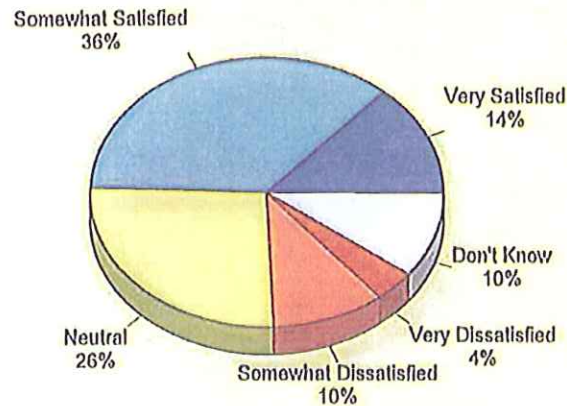


Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District

Q24. Level of Satisfaction with the Overall Value That Households Receive From the Sycamore Park District

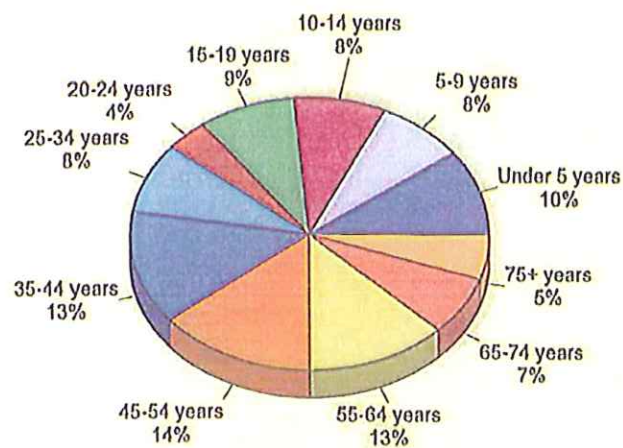
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

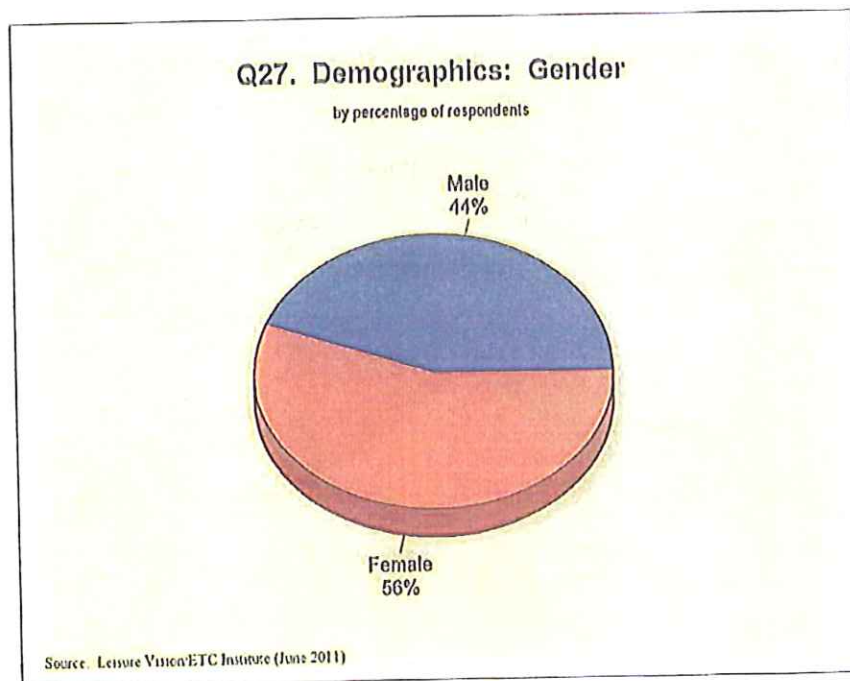
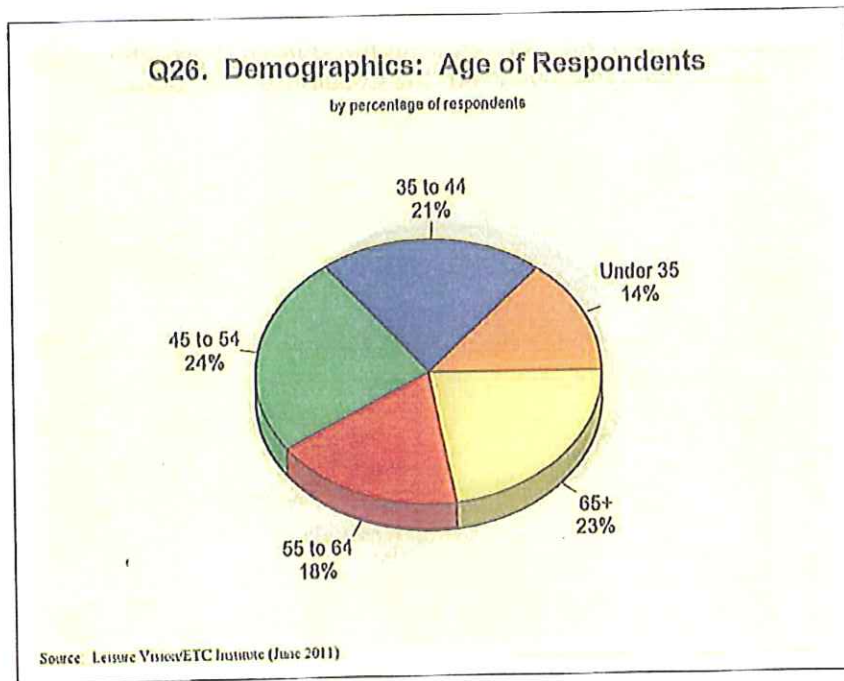
Q25. Demographics: Ages of People in Household

by percentage of household occupants



Source: Leisure Vision/ETC Institute (June 2011)

Community Survey for the Sycamore Park District



Source Material

Three Scenarios:

Developed by Community-Wide Strategic Planning Team

Comparison of Chronologies

YEAR	GROUP 1	GROUP 2	GROUP 3
2013	The park district does not have the capability, with its current funding, to afford any of the major projects it is facing; And The park district needs to look at options related to reducing the expenses at the Museum Building.	<u>No Cost Startup</u> : Look at Options related to reducing expenses at the Museum Building. Modify Land/Cash Ordinance to now allow for flood plain or ponds on land accepted. The Golf Course must be financially self-sufficient from an operational standpoint.	Conduct a Community Awareness Campaign Regarding: 2. Swimming Pool is very well used. 3. The majority of Sycamore residents do not know that SPD has a Community Center. 4. The current Community Center Space is not functional. 5. The existing trails. 6. The trails need are too disconnected. 8. The Sports Complex is overcrowded. 9. The Sports Complex needs more parking. 12. The park district does not have sufficient funds in its current operating budget to pay for more trails, community center, sports complex, etc. 14. When you build something new, you need funds to operate it. 16. The main source of funds for large projects will likely have to come from a referendum. 17. The park district is able to maintain what it currently has (except swimming pool, irrigation, flood management). 18. The park district does not have the capability, with its current funding, to afford any of the major projects it is facing.
2014	Conduct a capital campaign for major projects. Begin work on trails.	The Golf Course must be financially self-sufficient from an operational standpoint. More trails and connecting of section of trails are essential in the next seven years. Use \$1.0 million per 2 miles of trail.	Same as 2013
2015	The main source of any major funds for large projects will likely have to come from a referendum. Hold a referendum.	The Golf Course must be financially self-sufficient from an operational standpoint. More trails and connecting of section of trails are essential in the next seven years. Use \$1.0 million per 2 miles of trail.	Referendum
2016	Build or Purchase a Community Center. \$3 million (land cost unknown, but could be additional)	Secure a large parcel of non-flood plain land along bike paths for future development. More trails and connecting of section of trails are essential in the next seven years. Use \$1.0 million	Replace Community Center \$3 million (land cost unknown, but could be additional)

		per 2 miles of trail. Approximately \$500,000 +/- for 10 to 20 acres	
2017	Renovate or Replace Pool. (Current site cannot expand) Renovate \$3 million. \$5 million new (land cost unknown, but could be additional)	Secure a large parcel of non-flood plain land along bike paths for future development. The aging Irrigation System at the Golf Course is essential to the continued management of a quality course. Approximately \$500,000 +/- for 10 to 20 acres \$1 million for irrigation.	Address Sports Complex Issues. Begin connecting trails. Sports Complex \$1.5million (land likely not an issue) Use \$1.0 million per 2 miles of trail.
2018	Renovate or Replace Irrigation System on Golf Course. Seek ways to address Sports Complex Issues. \$1 million for irrigation. Sports Complex \$1.5million (land likely not an issue)	The Swimming Pool is within 5 years of needing an in-depth renovation, at minimum. The Community Center space is not functional, and is outdated. POOL: (Current pool site cannot expand) Renovate \$3 million. \$5 million new (land cost unknown, but could be additional) COMMUNITY CENTER: \$3 million (land cost unknown, but could be additional)	Replace golf course irrigation. \$1 million for irrigation.
2019		The Swimming Pool is within 5 years of needing an in-depth renovation, at minimum. The Community Center space is not functional, and is outdated. POOL: (Current pool site cannot expand) Renovate \$3 million. \$5 million new (land cost unknown, but could be additional) COMMUNITY CENTER: \$3 million (land cost unknown, but could be additional)	Renovate/Replace Pool POOL: (Current pool site cannot expand) Renovate \$3 million. \$5 million new (land cost unknown, but could be additional)
2020		The Sports Complex needs more parking. Some Sports Fields	Same as above

		<p>should be moved elsewhere.</p> <p>Sports Complex \$1.5million (land likely not an issue)</p>	
	Total Cost (High End) = \$12 million	Total Cost (High End) = \$16 million	Total Cost (High End) = \$13 million

KEY PLANNING AND FUNDING ISSUES

ISSUE	GROUP 1	GROUP 2	GROUP 3
If you are told, now, that there is no way to expect taxpayers to approve an increase in their property taxes to pay your total cost, how does your Group propose to raise the funds? OR, What projects would you eliminate?	<p>Our group still felt a referendum would be needed, but we did not want to eliminate any of the projects, so we would scale them back.</p> <p>Some we would ask the users to pay more:</p> <ul style="list-style-type: none"> • Golf irrigation • Sports Complex 	<p>Extend further out the completion of the pool and/or community center project.</p> <p>Pool would be the first to go.</p>	<p>We would eliminate everything except the Community Center.</p>
Create a timeline for your fundraising and/or tax referendum so that money will be at hand at the time you say you would do your projects in your CHRONOLOGY (its attached)		<p>2013 and 2014: Have plans completed by a professional engineer/architect.</p> <p>Develop a marketing plan to present the needs to the community.</p> <p>Solicit support from key leaders in the community.</p> <p>Broadly present to the community and groups to thoroughly and openly share the needs.</p> <p>Do this for a referendum or fundraising.</p>	<p>Conduct a Community Awareness Campaign in 2013/2014</p> <p>Regarding: 2. Swimming Pool is very well used. 3. The majority of Sycamore residents do not know that SPD has a Community Center. 4. The current Community Center Space is not functional. 5. The existing trails. 6. The trails need are too disconnected. 8. The Sports Complex is overcrowded. 9. The Sports Complex needs more parking. 12. The park district does not have sufficient funds in its current operating budget to pay for more trails, community center, sports complex, etc. 14. When you build something new, you need funds to operate it. 16. The main source of funds for large projects will likely have to come from a referendum. 17. The park district is able to maintain what it currently has (except swimming pool, irrigation, flood management). 18. The park district does not have the capability, with its current funding, to afford any of the major projects it is facing.</p>
TOTAL COST (High End) =	\$12,000,000	\$16,000,000	\$13,000,000
Additional Cost for a \$200,000 home if money is borrowed.	\$10.34 per month. The community survey indicates that 58% would support that.	\$13.79 per month. The community survey indicates that 58% would support that.	\$11.20 per month. The community survey indicates that 58% would support that.



Community Wide Strategic Planning

PURPOSE

The Community Wide Strategic Planning Team (CWSPT) of the Sycamore Park District is brought together as the second part of a two-phase planning process for the district.

Phase 1: Short-Term Plan - (2013 and 2014)

Two Year Strategic Plan to Address Key Matters Related to:

3. Taking care of what we have.
4. Getting our financial house in order.

Phase 2: Vision 20/20 - (2015 to 2020)

Create a Long-Term Plan to address very crucial and costly issues facing the Sycamore Park District to:

4. Lay a path for our future: 2015-2020.
5. Establish a Community-Wide Planning Team of Citizens, Staff, Board, Community and Business Leaders to:
 - c. Consider alternatives and ideas for addressing the challenges facing the district.
 - d. Provide recommendations to the Board of Commissioners on three possible scenarios the Board might follow in addressing the challenges.
6. Create a final Strategic Plan for the Sycamore Park District through 2020.

Specifically, it will be the purview of the CWSPT to Address Phase 2, Items 2.a. and 2.b.

Source Material

Input from Public Hearings

{More To Be Added After Public Hearing on November 21}

Public Hearing: October 22, 2013

Resident 1 noted he admires what the District has done and wonderful to get this kind of input. He noted that in the survey it stated that partnerships were important at 76%. He feels that there are too many organizations that overlook partnering. He knows the District is looking to use the schools. He wants to voice the importance of being good stewards of the tax dollars. Look beyond the easy ways to work together and utilize existing facilities so we are not duplicating buildings. Once something is built we have to support it and pay the cost of maintaining it. Once the Board makes a decision it is a long lasting decision. Combining services is a real important thing for all of us. The attitude of the tax payer now is a conservative nature.

President Strack noted that everyone on the Board agrees with that. He feels one of the questions that will be asked is why we want to build a community center when there are all the other facilities that can be used. We face the challenge that we all want to use the spaces at the same time. Even with the facilities out there, many times it is difficult to find space for programs. We then end up not being able to offer the programs because of no space. If we have our own building, we are in a position to control the building.

Commissioner Schulz noted she has had conversations with Kathy Countryman regarding the facilities in the community. There are 7 gyms in the community. Kathy informed Commissioner Schulz that from 3:00 to 8:00 pm everyone wants the space and the school programs take priority. There are times that the Park District may have something scheduled in the school facility, but if a school program needs to go inside due to weather the Park District program would be moved out. There is now a better dialogue with the School, City and DeKalb Park District that we are trying to build partnerships. This does not happen overnight, but we are working towards that. Nonetheless, we have reached a point where we need park district program space.

Resident 2 noted that perhaps the location of the new park district community center could enhance partnerships with other organizations in the future.

Resident 3 asked about the survey that is going on at the current time, and wondered how many would be sent out.

Director Gible noted there will be 2000 mailed out. The goal is to get a sample of about 300 to 400 back which will create a reliable sample with +/-4.5% margin of error. They will do an initial mailing which they expect to get about 2/3 to 3/4 back of that number back.

Public Hearing: November 21, 2013

Resident 1 spoke to the support of the dog park and emphasized how a group of citizens had worked and waited for 5 years for this opportunity and is glad to see that the park district is moving forward. However, the resident wondered why land was possible for sports fields but not a dog park?

President Strack responded that we lacked non flood plain ground, and explained the “campus” concept for the core facilities identified in the *Critical Success Factors* detailed in Vision 20/20.

Resident 1 explained that dog owners would be happy with just an open field somewhere at which they would be legally allowed to let their dogs run loose.

Executive Director explained that nearly 70% of the district’s current land was in floodplain, and un-buildable. Further, that the “high ground” was in smaller parcels and in small neighborhood parks where some of these specialized facilities would not be appropriately sited.

President Strack admitted that we would like to be able to do that, but we needed to be more responsible and do what is best for the community as a whole, and would use input from the dog park group and what other professional tell the park district makes the best sense. Strack indicated a great appreciation to the dog park supporters and assured them we would work with them in the development phase as we move forward with Vision 20/20.

Resident 2 spoke in support of the dog park as well, and spoke of DeKalb’s progress toward a park by using a ball diamond. He also suggested a joint facility in cooperation with DeKalb Park District—comparing it to the effort to do a swimming pool jointly with the DeKalb Park District. He also indicated that a lighted dog park for this time of year would be advisable, as well, and that he thought someone had already donated lights.

President Strack thanked the resident for their offer of help and indicated that the park district would certainly want to make these connections once the district was able to move forward with Vision 20/20. Further he clarified that while the possibility of a cooperative pool with DeKalb Park District was no longer possible, the Sycamore Park District remained open to other possibilities for cooperation.

Resident 2 explained that perhaps Cortland or Maple Park might welcome cooperation with Sycamore Park District on a pool.

Resident 3 asked what specific plans for trail connections were being considered.

President Strack detailed the plans to develop 2 to 3 miles with emphasis on connecting currently existing segments such as Sycamore Park to Old Mill Park, or Old Mill Park to Brickville Road.

Resident 4 expressed that there would certainly be experts out there who could give us details on how to build a dog park and make the rules, and detail what would work, plus know the proper state and local regulations.

Resident 5 explained the there was an active dog park group that has gathered all that necessary information, but the only barrier is the land necessary to build, and that this group can work with the park district to get it done.

Resident 1 re-emphasized that they were ready to go to work for the plan, and the park district just had to tell them when to “go”.

Source Material

Follow-Up Survey: 2013



*Findings Report for
A Community Interest and Opinion Survey*

Submitted to
Sycamore Park District, Illinois

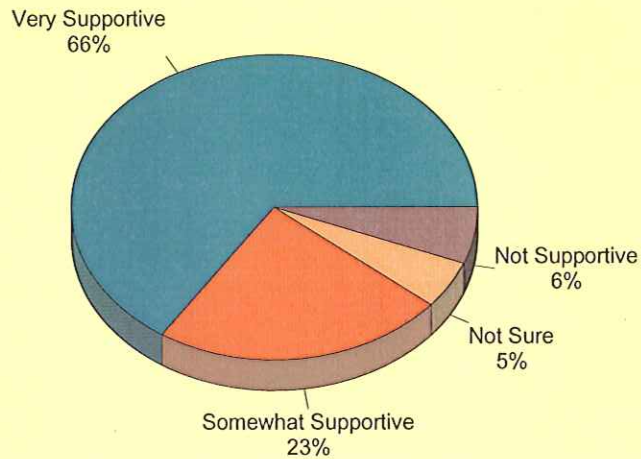
by
ETC Institute
725 W. Frontier Circle
Olathe, KS 66061
Contact: Ron Vine at (913) 829-1215
rvine@etcinstitute.com

November 2013

Sycamore Park District 2013 Community Survey

Q1. Respondent Level of Support for the Sycamore Park District to Develop Walking and Biking Trails

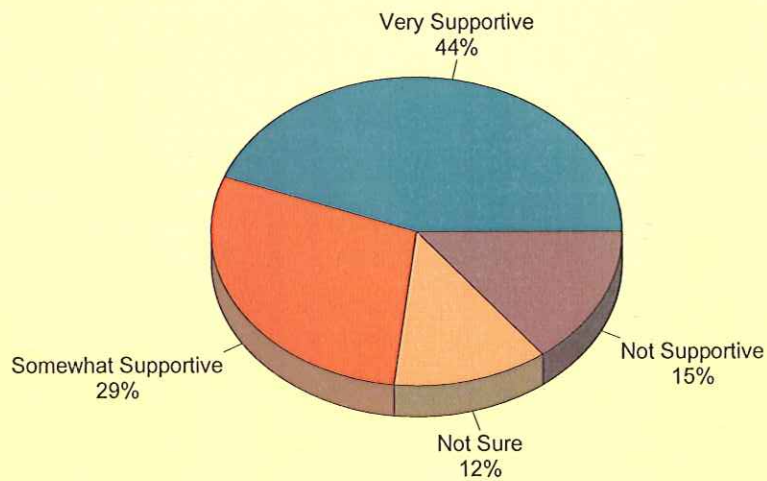
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q2. Respondent Level of Support for the Sycamore Park District to Develop an Outdoor Water Splash Pad at the New Park

by percentage of respondents

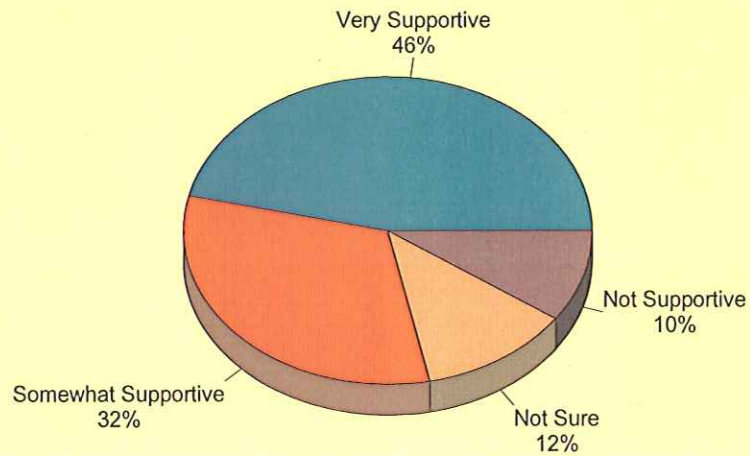


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q3. Respondent Level of Support for the Park District to Develop Additional Sports Fields on 80 Acres of Property Immediately South of the Existing Sports Complex

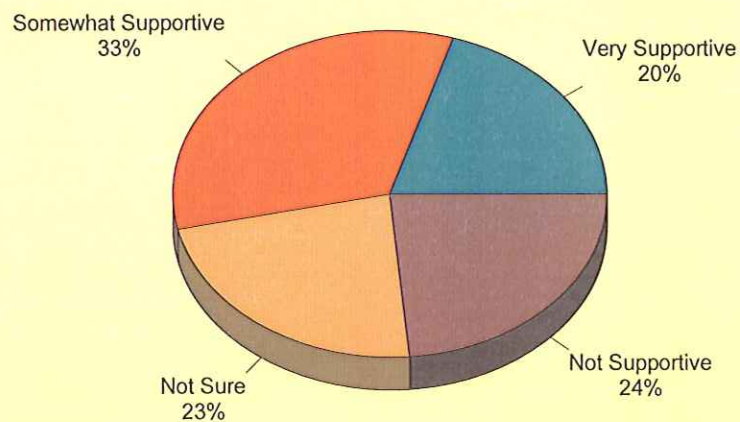
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q4. Respondent Level of Support for the Park District to Replace the Existing Irrigation System at the Sycamore Golf Course

by percentage of respondents

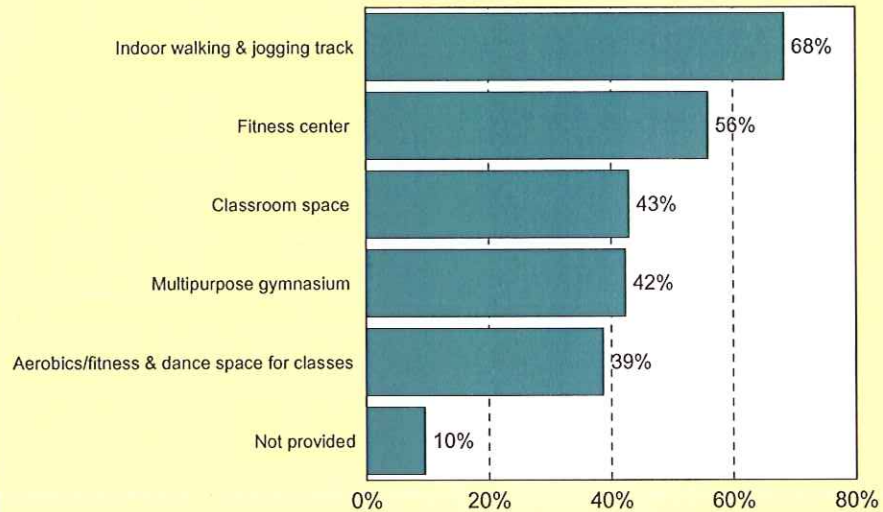


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q5. Program Features Respondents Would Use at the New Indoor Community Center

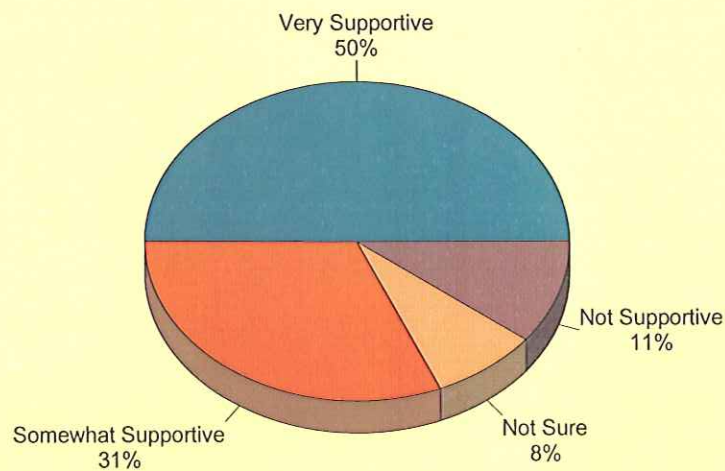
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (December 2013)

Q6. Respondent Level of Support for the Park District to Develop an Indoor Community Center

by percentage of respondents

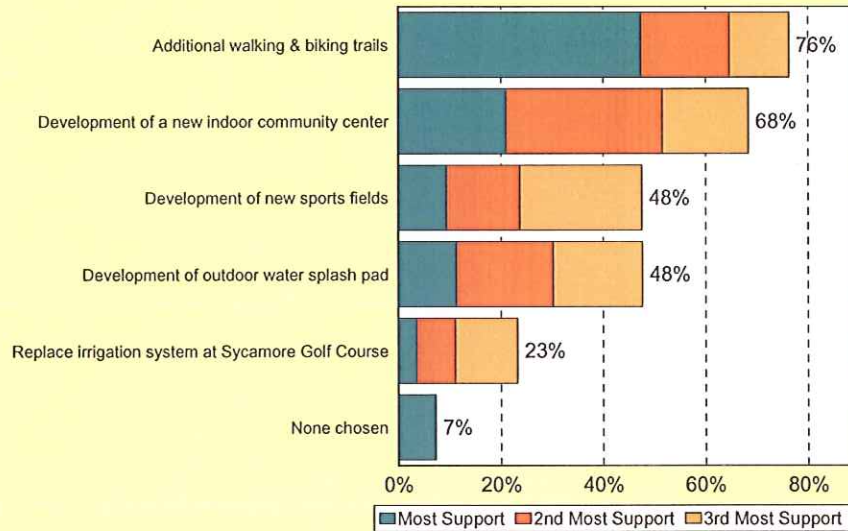


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q8. Respondents Support for Major Improvements Sycamore Park District Could Take

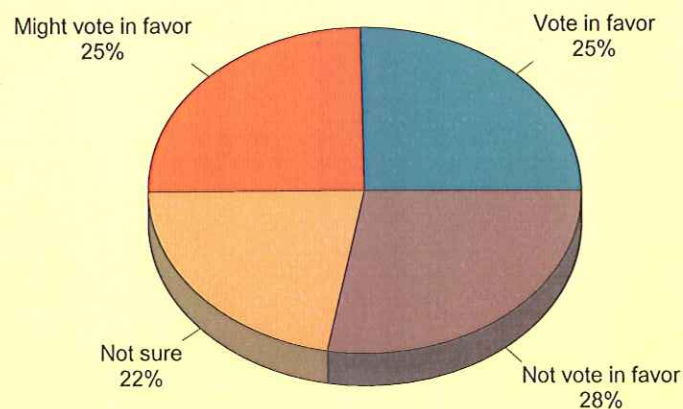
by percentage of respondents (top three choices)



Source: Leisure Vision/ETC Institute (December 2013)

Q9. How Households Would Vote on a Tax Increase of \$14 Per Month (for a \$200,000 Home) to Develop and Operate the Parks and Recreation Projects They Most Support

by percentage of respondents

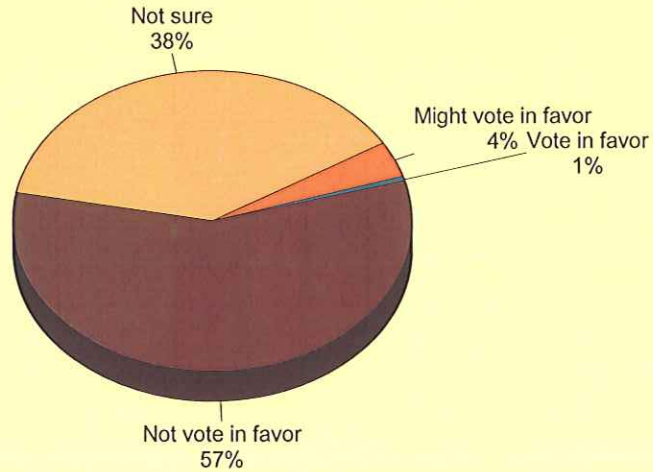


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q9a. How Households Would Vote on a Tax Increase of \$12 Per Month (for a \$200,000 Home) to Develop and Operate the Parks and Recreation Projects They Most Support

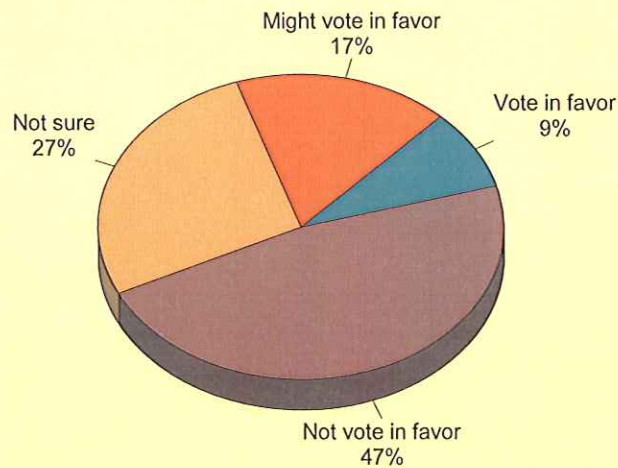
by percentage of respondents who are "not sure" or "not supportive" of a \$14 tax increase



Source: Leisure Vision/ETC Institute (December 2013)

Q9b. How Households Would Vote on a Tax Increase of \$10 Per Month (for a \$200,000 Home) to Develop and Operate the Parks and Recreation Projects They Most Support

by percentage of respondents who are "not sure" or "not supportive" of a \$12 tax increase

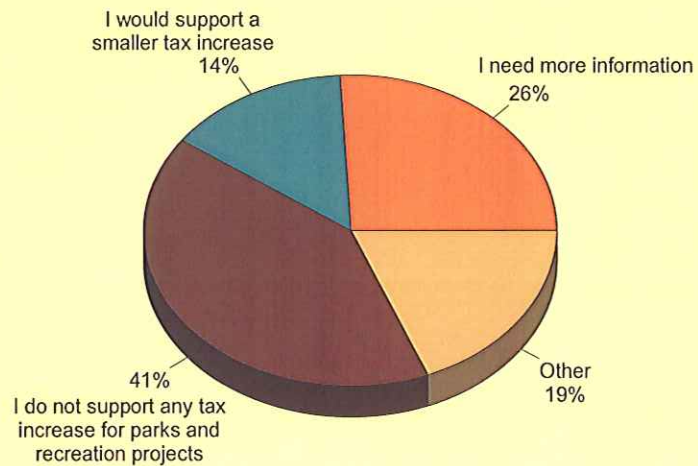


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q9c. Primary Reasons Respondents Are Not Sure or Would Vote Against the Tax Referendum

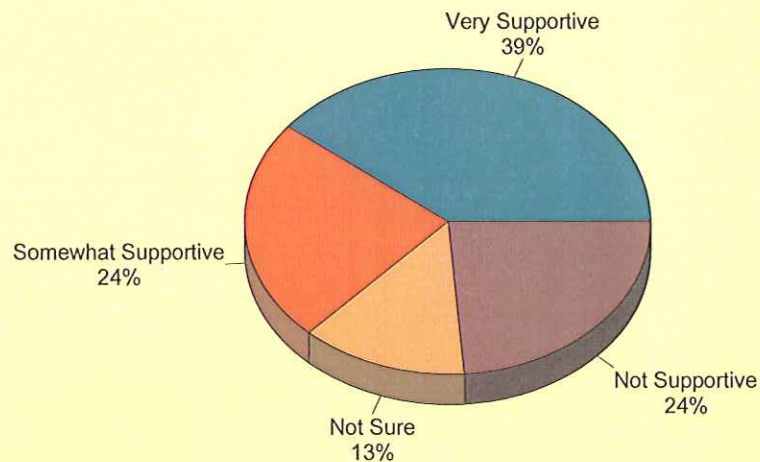
by percentage of respondents who are "not sure" or "not supportive" of a \$10 tax increase



Source: Leisure Vision/ETC Institute (December 2013)

Q10. Respondent Support of the Park District Developing an Outdoor Dog Park on 1-2 acres in the New Park

by percentage of respondents

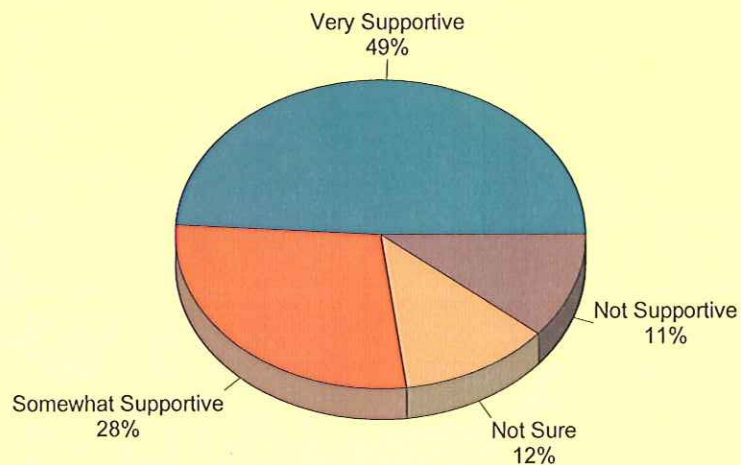


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q11. Respondent Support of the Park District Developing a Sled Hill in the New Park

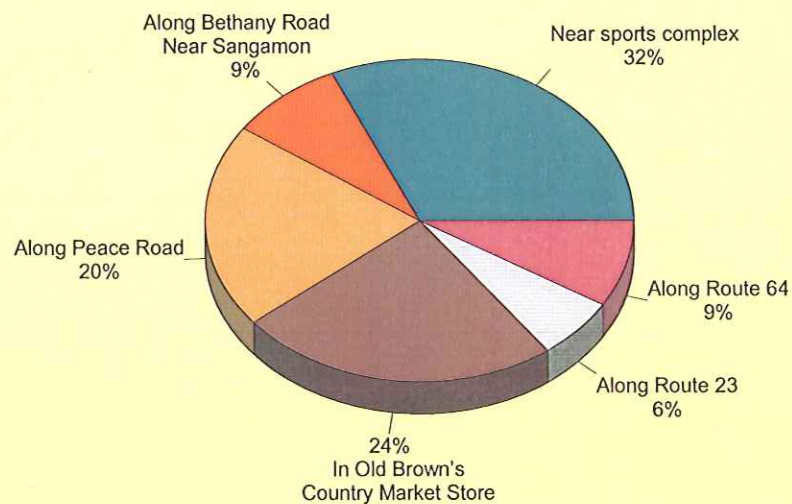
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q12. Where Respondents Feel is the Best Area for the new Park to be Located

by percentage of respondents

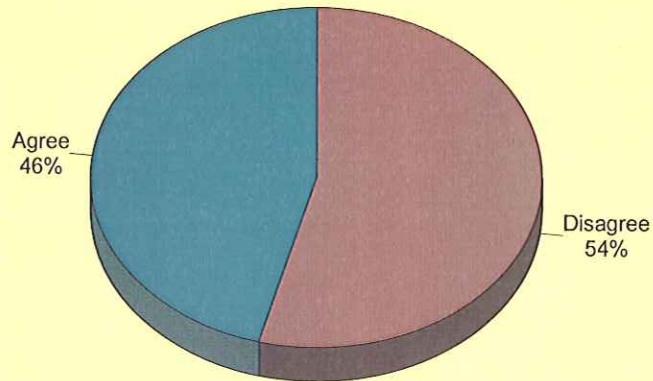


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q13a. Whether or not Respondents Agree with the Following Statements: I Think Building a New Outdoor Pool Is More Important Than Developing a New Community Center.

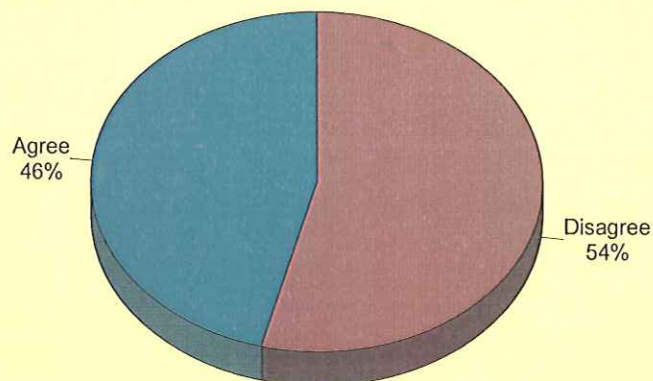
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q13b. I Think Building a New Outdoor Pool Is More Important Than Adding Walking and Biking Trail Connections.

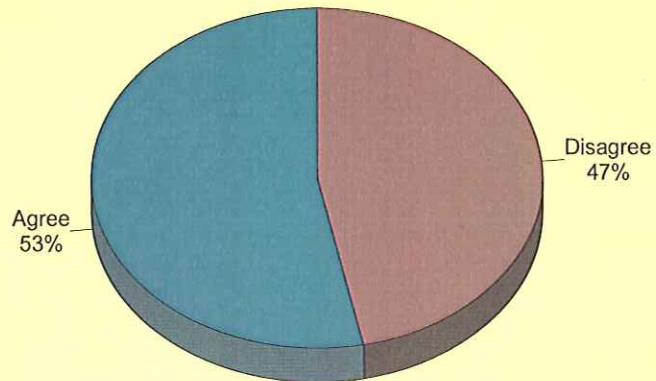
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q13c. I Think Building a New Outdoor Pool Is More Important Than Making Sports Field Improvements.

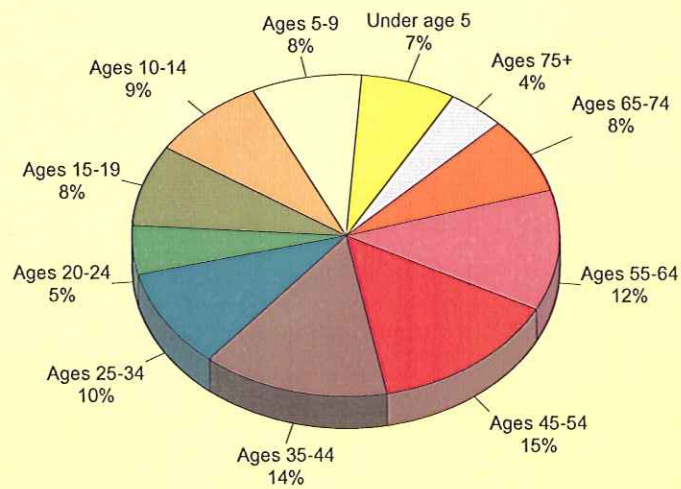
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q14. Demographics: Ages of People in Household

by percentage of household occupants

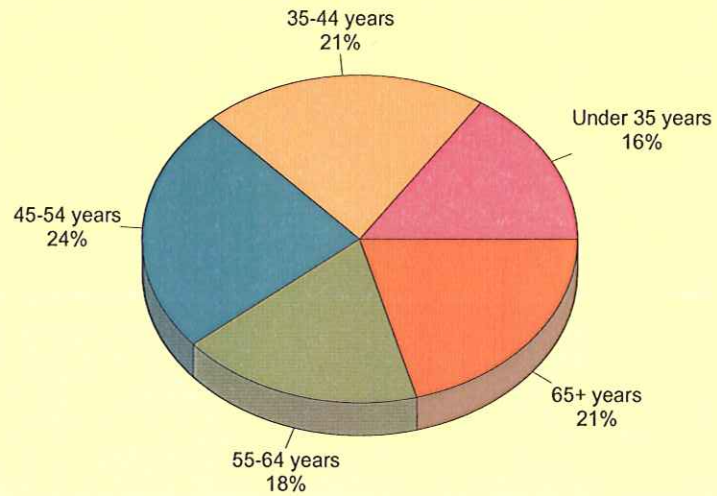


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q15. Demographics: Age of Respondents

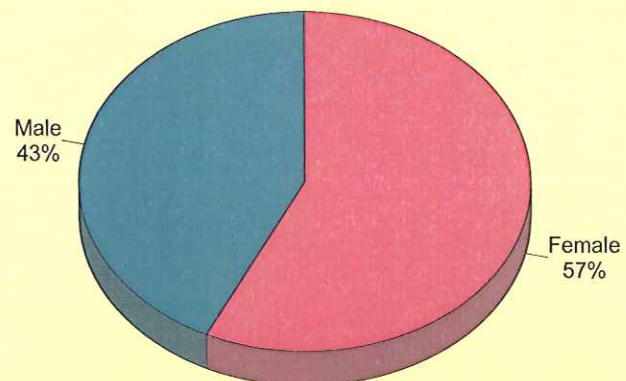
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

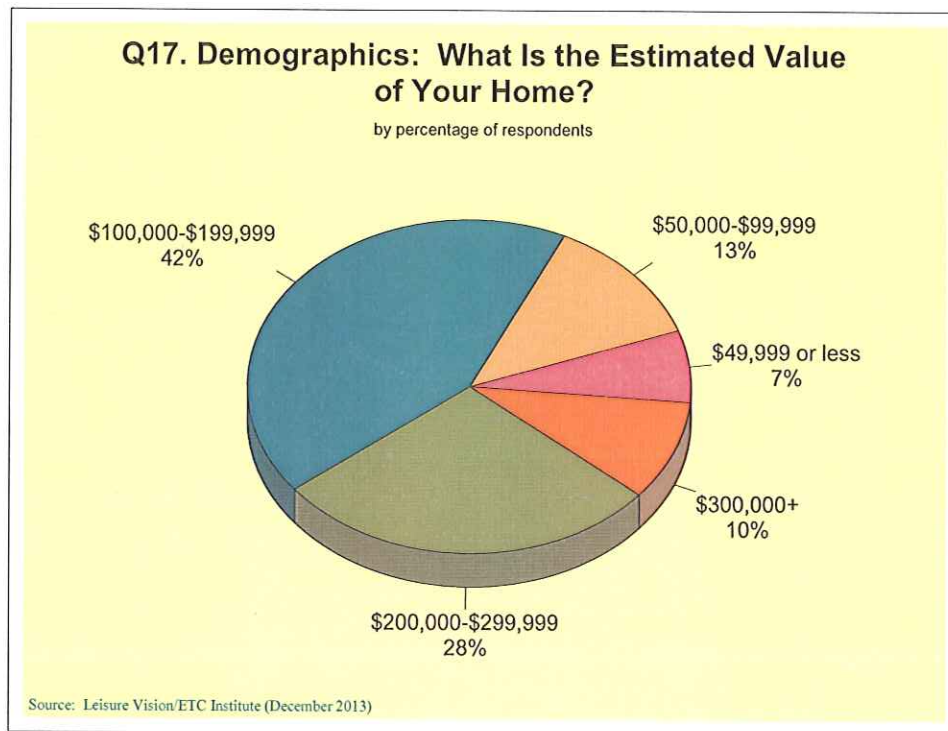
Q16. Demographics: Gender

by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey



Source Material

Contributing Parties

Random Sample of our Community by Survey in 2011

Random Sample of our Community by Survey in 2013

Our Citizens Advisory Committee from 2012 and 2013:

1. Margaret Bassett
2. Scott Buzzard
3. Christiene Drake
4. Doug Kenney
5. Denny Lane
6. Greg Martin
7. Craig Mathey
7. Mary Jo McAdams
8. Dennis O'Sullivan
9. Caroline Thompson
10. Rose Trembl
11. Dave Yanke
12. Brian Gregory
13. Kathy Countryman

Our Community Wide Strategic Planning Team:

1. Dennis O'Sullivan - Citizen
2. Laramie O'Sullivan – Citizen/Elementary Representative
3. Greg Martin - Citizen
4. Dani Pivonka – Citizen/High School Representative
5. Candy Smith – City of Sycamore
6. Darrell Johnson – Sycamore Police Department
7. Rick Turner – Citizen/Attorney
8. Chad Jewett – CMJ Technologies/Local Business
9. Kevin Poorten – KISH Health Systems
10. Don Clayberg – Sycamore School Board/Former Sycamore Park District Commissioner
11. Julia Kerkove - Citizen
12. Ellie Kerkove – Citizen/Middle School Student
13. Tim Carlson – Citizen/High School Principal
14. Ted Strack – Sycamore Park District Board President
15. Michelle Schulz – Sycamore Park District Board Vice President
16. Tim Suter – Sycamore Business Leader
17. Ed Kuhn – BannerUp Signs/Local Business
18. John Hulseberg – Citizen/Former County Board Member
19. Mike Maveus – Citizen/Golfer
20. Susan Prendergast – Citizen
21. Barb Lynch – Citizen/Opportunity House