

Event Date	Type of Event	Anticipated Rental Payment	Rental Payment Due / Paid	Security Deposit	Security Dep. Paid
Ramirez	Baby Shower	\$220.00	Paid 2/10/17	\$110.00	1-Feb-16
Colianne	Birthday Party	\$165.00	Paid 2/13/17	n/a	n/a
Matel	Bridal Shower	\$220.00	Paid 2/18/17	\$110.00	27-Dec-16
Rizzo	Bridal Shower	\$275.00	Paid 3/21/17	\$140.00	15-Dec-16
Tiberi / Liska	Baby Shower	\$302.50	4-May-17	\$150.00	30-Mar-17
Munoz	Graduation Party	\$910.00	15-Jun-17	\$450.00	29-Oct-16
Murdaugh	5K - Shoop Scoot	\$150.00	Paid 3/31/17	n/a	n/a
Woodruff (New Hope Baptist Church)	Networking Event	\$215.00	21-Sep-17	\$80.00	28-Jan-17
\$2,457.50					
\$1,030.00					

Event Date		Type of Event	Anticipated Rental Payment	Rental Payment Due	Security Deposit	Security Dep. Paid
Weddings / Receptions						
Arambula/Tyree	27-May-17	Ceremony only	\$415.00	50% - \$415.00, Balance due: 4/27/17	\$325.00	25-Nov-16
Nichols/Kientop	10-Jun-17	Wedding	\$3,600.00	Paid in Full 3/14/17 (2 hrs added)	\$3,850.00	17-Jun-16
Whitehead/Knack	18-Jun-17	Wedding & Reception	\$3,300.00	18-May-17	\$1,000.00	8-Jun-16
Acton/Brown	24-Jun-17	Wedding & Reception	\$4,100.00	24-May-17	\$1,000.00	22-Mar-16
Meivin/Vivoli	7-Jul-17	Wedding & Reception	\$3,300.00	50% - \$1,650.00 Balance due: 6/7/17	\$1,650.00	4-Aug-16
Avila/Villalpando	8-Jul-17	Quincenanera	\$3,700.00	50% - \$2,000.00, Balance due: 6/8/17	\$2,000.00	8-Oct-16
Plese/Tiscia	2-Sep-17	Wedding & Reception	\$3,700.00	50% - \$1,850.00, Balance due: 8/2/17	\$1,850.00	9-Sep-16
Paris/Kulhan	9-Sep-17	Wedding & Reception	\$3,600.00	50% - \$1,800.00, Balance due: 8/9/17	\$1,800.00	9-Jun-16
Girkin/Gnutek	23-Sep-17	Wedding & Reception	\$3,700.00	50% - \$1,850.00 Balance due: 8/23/17	\$1,850.00	10-Feb-17
Persicketti/Thompson	30-Sep-17	Reception	\$3,700.00	Paid in Full: 3/14/17	\$3,700.00	25-Sep-16
Brozman/DesMarteau	7-Oct-17	Wedding & Reception	\$3,700.00	50% - \$1,850.00, Balance due: 9/7/17	\$1,850.00	13-Sep-16
Rygula/Allan	13-Oct-17	Wedding & Reception	\$3,700.00	50% - Due 4/13/17, Balance due: 9/13/17	\$1,000.00	16-Sep-16
				\$40,515.00	\$18,965.00	\$11,325.00

To: Kendall County Forest Preserve District Programming and Events Committee
From: David Guritz, Director
RE: Request for Return of a Wedding Security Deposit – Extenuating Circumstances
Date: May 3, 2017

The District received a request for return of a \$1,000 security deposit for a cancelled wedding event (Wargowsky-Mancuso) scheduled for June 7, 2017.

In accordance with District policy, the signed contract states:

“Requests to change an event date will be accommodated up to 6 months prior to the original event date based on availability without penalty. In the event of a cancellation 6 months prior to the scheduled event, the KCFPD will retain 50% of the security deposit. In cases where cancellation is less than 6 months prior to the scheduled event, the KCFPD will retain the entire security deposit.”

On January 18, 2017 Tina Villarreal, Events Coordinator was contacted by the client and informed that the event was being cancelled due to an unexpected death in the family (groom’s father). As the cancellation occurred less than six months prior to the event date, the entire security deposit has been retained in accordance with District policy.

Rescheduling was offered as a courtesy (District policy allows for rescheduling up to 6 months prior to the event date. The client informed the District they did not wish to reschedule the event.

The District has not rescheduled another event for June 7, 2017.

Recommendation:

District staff requests Programming and Events Committee direction in responding to the request for a return of the \$1,000.00 security deposit for the cancelled June 7, 2017 wedding event.



LESSON CANCELLATION POLICY

Your appointment time is valuable and has been reserved specifically for you. If it is necessary to cancel or reschedule your appointment, please provide us with a minimum of 48 hour notice. Otherwise a charge of one riding lesson will be incurred.

As a courtesy to you, we at Ellis House will also provide you with at least a 48 hour notice if we have a need to cancel or reschedule any lessons.

**Exceptions may be made in the cases of illness, extreme weather, or other emergency situations.*

If you have any questions or concerns, please don't hesitate to let us know!

Sign: _____ Date: _____

Please provide a signature on the above line to acknowledge that you have received and understand the updated cancellation policy.

Updated on 3/12/2017.

To: Kendall County Forest Preserve District Programming and Events Committee
From: Amy Martin and Nicole Norton, Equestrian Center Program Coordinators
RE: Recommendation for Extending Promotional Discounts for Marketing Purposes
Date: May 3, 2017

Ellis Equestrian Center Program Coordinators recommend offering discounted camp registration fees for returning clients to increase registrations for camps this summer.

Returning Camper Discount	\$5 OFF a single camp registration
Returning Party Guest Discount	\$5 OFF a single camp registration
Returning Field Trip Guest Discount	\$5 OFF a single camp registration
Returning Lesson Student Discount	\$5 OFF a single camp registration

Party Host Discount 20% OFF a single camp registration (\$8 - \$39 value)
**The average party host spends between \$200 and \$350 on a party*

In order for this to effectively support registration increases, the promotional discounts will need to be marketed this month.

Discounts will not be offered through the other ad promotions planned.

Recommendation:

Provide direction to implement the pilot discount promotional program.

To: Kendall County Forest Preserve District Programming & Events Committee

From: David Guritz, Director

Cc: Tina Villarreal, Events Coordinator
 Amy Martin and Nicole Norton, Ellis Equestrian Center Program Coordinators
 Emily Dombrowski and April Morris, Environmental Education Program Coordinators
 Megan Gessler, Natural Beginnings Program Manager

RE: FY 16-17 Marketing Plan Report
 FY 17 Budget, Expenditures, Campaign Results, Priorities, and Initiatives

Date: May 3, 2017

Budget Report FY 17 Promotion and Publicity Appropriations and YTD Expenses

Cost Center	Description	FY 17 Budget	FY 17 YTD Expenses
27020006843	Administration	\$6,000.00	\$3,171.88
27011101570	Ellis Camps	\$ 500.00	\$ 0.00
27021117081	Ellis Lessons	\$1,000.00	\$ 200.00
27021127081	Ellis Birthday Parties	\$1,000.00	\$ 0.00
27021207081	Weddings	\$2,000.00	\$ 941.05
27021307087	Ellis 5K / Expo	\$ 500.00	\$ 100.00
Totals:		\$11,000.00	\$4,412.93
Subtotal remaining budget as of 3/31/17		\$6,587.07	
<i>Remaining pre-purchased ad contract costs</i>		(\$750.00) (\$1,500.00) (\$750.00) (\$750.00)	Knot Contract 1 through May 30 Knot Contract 2 through November 30 Ad 1 - Grundy County Chamber Community Guide Ad 2 - Grundy County Chamber Community Guide
Invoiced budget purchases		(\$144.00) (\$390.00) (\$285.90)	Action Graphics - Ellis Road Banner Vesco Reprographics - Summer Camp Banners X3 April-May Facebook Ad Expenses
Remaining budget		\$2,017.17	

Bridal Expo Paper Ads \$795.00

1. Quarter page ad in special "Wedding Guide" edition(s) of the KC Record; Plano Record; Oswego Ledger; Sandwich Record
2. Joliet Wedding Magazine
(Includes free ¼ page ad in the Joliet Herald - any single date through March 2017 - Feb. 12 Edition)
3. Morris Wedding Magazine
(Includes an ad in the monthly Morris Daily Herald / Herald Life Bridal Directory)

Social Media Expense Report (Programs) \$689.83

1. 2017 Bridal Expo (FB Event)	\$68.00 (Reach: 3,374 - 33 responses - \$2.06 per event response)
2. 2017 Bridal Expo (FB Ad)	\$41.88 (Reach: 1,041 - 330 post engagements - \$0.13 per engagement)
3. Winter 2017 Newsletter1 (FB Post Boost)	\$25.00 (Reach: 1,535 - 50 post engagements - \$0.50 per engagement)
4. Winter 2017 Newsletter2 (FB Post Boost)	\$8.00 (Reach: 615 - 19 post engagements - \$0.42 per engagement)
5. 2017 Summer Camp (FB Ad)	\$132.54 (Reach: 6,522 - 722 post engagements - \$0.18 per engagement)
6. 17-18 Natural Beginnings (FB Ad)	\$128.51 (Reach: 5,828 - 632 post engagements - \$.020 per engagement)
7. 2017 Native Plant Sale (FB Ad)	\$73.44 (Reach: 27,564 – 56 ad engagements)
8. 2017 Summer Camp (FB Ad)	\$98.81 (Reach 3,399 464 \$0.21 per engagement)
9. 17-18 Natural Beginnings (FB Ad)	\$113.65 (Reach: 3,478 – 530 post engagements - \$0.21 per engagement)

Online Web Features and Ad Package (Event Venues) \$5,555.00

1. The Knot – April and May 1 (\$500 remaining in contract + \$3,000 to renew (\$1,500 cost impact to FY 17)
2. Chicago Wedding Guide – Expires in November 2017 – Renewal will be \$2,555
Currently under special pricing package at \$1,000 for the year.
3. Wedding Spot (complementary listing)

Other Marketing Efforts

- Organic Posts (FB, Twitter, Instagram)
- Book Fair
- Three Fires Council Boy Scout Leader's Expo
- Grundy Chamber of Commerce Minooka Family Fun Fair (\$200.00)
- Local Businesses
- Summer Camp and Equestrian Center Banners

Remaining FY 17 Marketing Focus (Remaining Budget)

- Forest Foundation Native Plant Sale (April-May)
- Summer Camps (Ellis / Environmental Education) (April-May)
- Natural Beginnings (April-May)
- Lessons & Pony Rides (April-May)
- Facility Rental Promotions (Meadowhawk & Ellis) (May-June)
- Birthday Parties (Ellis / Environmental Education) (June-July)

Campaign Results Summary (Metrics Appendix and Report)

- Ellis Bridal Expo Facebook Ads (FB Event/Ad)
- Winter 2017 Newsletter (FB Post Boosts)
- Summer Camp (FB Ad)
- NB (FB Ad)
- Native Plant Sale (FB Ad)
- Paper ads (Bridal Expo)
- The Knot and Chicago Wedding Guide Storefront Pages
- Chicago Wedding Guide - Bridal Expo E-blast

2017 Marketing Report Appendix

1. Ad Previews
2. Summer Camp Facebook Ad
3. Natural Beginnings Facebook Ad
4. Newsletter Facebook Boost
5. Ellis Bridal Expo Facebook Event Ad
6. Ellis Bridal Expo Facebook Ad
7. Native Plant Sale Facebook Ad



Online Presence

Facebook– 2,940 likes

Kendall County Forest Preserve District Education Department- 1,187 likes

Natural Beginnings Early Learning Program– 918 likes

Ellis House and Equestrian Center– 425 likes

Hoover Forest Preserve– 382 likes

Laws of Nature– 28 likes

Instagram– 98 followers

Twitter– 56 followers

Constant Contact– 1,401 subscribers

Ad Preview

1 of 1 Ad

Desktop News Feed

Kendall County Forest Preserve District - Hoover Forest Preserve

Sponsored

KCFPD - Winter 2017 Stepping Stones Newsletter



KCFPD - Winter 2017 Stepping Stones Newsletter

KCFPD - Winter 2017 Stepping Stones Newsletter

MYEMAIL.CONSTANTCONTACT.COM

16 Likes 1 Share

Like Comment Share

Ad Preview


1 of 1 Ad

Desktop News Feed

Kendall County Forest Preserve District Education Department

Sponsored

Registration is now open for Natural Beginnings Early Learning Program @ Hoover Forest Preserve for the 2017-2018 preschool year. Natural Beginnings is a 9-month nature preschool program with 2-day and 3-day morning and afternoon sessions introducing children ages 3-5 to the world around them by exploring various nature-based themes. For more information, contact Megan Gessler at messler@co.kendall.il.us, or visit us online: <http://kendallforest.com/natural-beginnings-yorkville.php>



Natural Beginnings Pre-K
REGISTRATION NOW OPEN
630-553-3939 kendallforest.com

91 Reactions 10 Comments 45 Shares

Like Comment Share

Ad Preview


1 of 1 Ad

Desktop News Feed

Kendall County Forest Preserve District Education Department

Sponsored

Looking for Summer Fun? Registration is now open for our popular Spring and Summer Camp offerings! Our catalog of camp sessions for early childhood through 9th grade including registration information is online at <http://kendallforest.com/summer-camp-kids-yorkville.php>



2017 Summer Camps for Kids
630-553-2292 kendallforest.com

73 Reactions 9 Comments 45 Shares

Like Comment Share

Ad Preview


1 of 1 Ad

Desktop News Feed

Ellis House & Equestrian Center

Sponsored

From food to flowers, limousines to honeymoons - you'll find a wide range of wedding merchants eager to please a variety of tastes and budgets. This is a one-stop shop for every bride to find all of her needs in one place! Contact tina@ellishec.com for more information.



2017 Bridal Expo
February 19, 2017 11 am-2 pm
<http://ellishec.com>

5 Reactions 2 Shares

Like Comment Share

Ad Preview

1 of 1 Ad

Desktop News Feed

Ellis House & Equestrian Center shared their event

Sponsored

From food to flowers, limousines to honeymoons - you'll find a wide range of wedding merchants eager to please a variety of tastes and budgets. This is a one-stop shop for every bride to find all of her needs in one place. Contact tina@ellishec.com or visit <http://ellishec.com> for more information.



2017 Bridal Expo
February 19, 2017 11 am-2 pm
<http://ellishec.com>

FEB 19 2017 Ellis House Bridal Expo
Sun 11 AM - Ellis House & Equestrian Center, M...
30 people interested 8 people going

Interested

Ad Preview


1 of 1 Ad

Desktop News Feed

Kendall County Forest Preserve District Education Department

Sponsored

The Forest Foundation of Kendall County is hosting a Native Plant Sale on Sunday, May 28 at Harris Forest Preserve in Yorkville from 10 am to 1 pm! Over 200 native perennials, trees & shrubs are available. Pre-order your plants today. <https://naturalcommunities.net/.../kendall-county-native-plan...>



2017 Native Plant Sale
May 28 @ Harris FP

Forest Foundation of KENDALL COUNTY

Pre-Order Your Plants Today!

Forest Foundation of Kendall County - Native Plant Sale

Native Plants Can Be Purchased Online by Pre-Order for Pickup at the May 28th Plant Sale. A Selection of Native Plants Will Also Be Av

NATURAL COMMUNITIES.NET

Learn More

Summary of Summer Camp Facebook Ad

Dates Ad Ran: February 10– February 22

People Reached

(The number of people who saw the ad at least once): 6,421

Post Engagement

(Post engagement is any action that is taken through the ad. This could be a click, like, share or comment): 677

Money Spent: \$128.45



Charts for Ad: Post: "" - Engagement - Image 2

Summer Camp Ads



Performance

Demographics

Placement

677

Results: Post Engagements

6,421

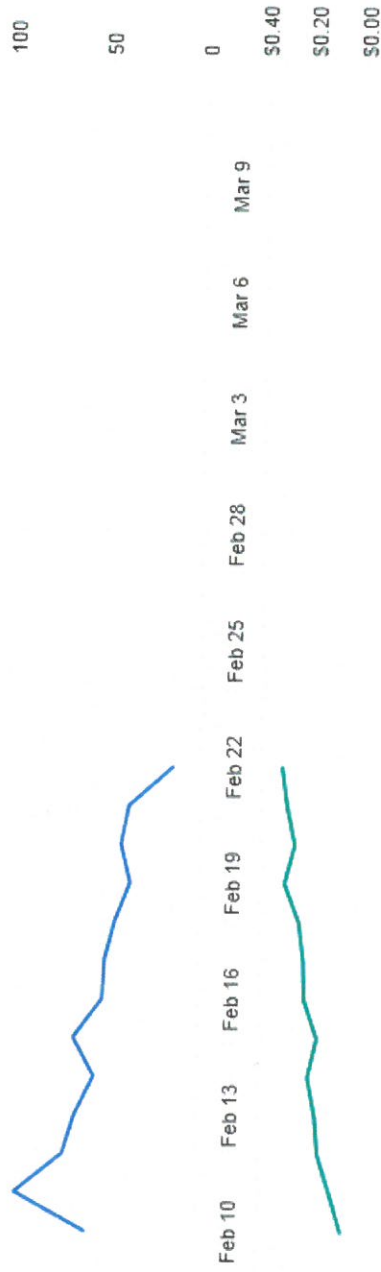
People Reached

\$128.45

Amount Spent

Custom

677 Results: Post Engagements \$0.19 Cost per Result 5.74% Result Rate



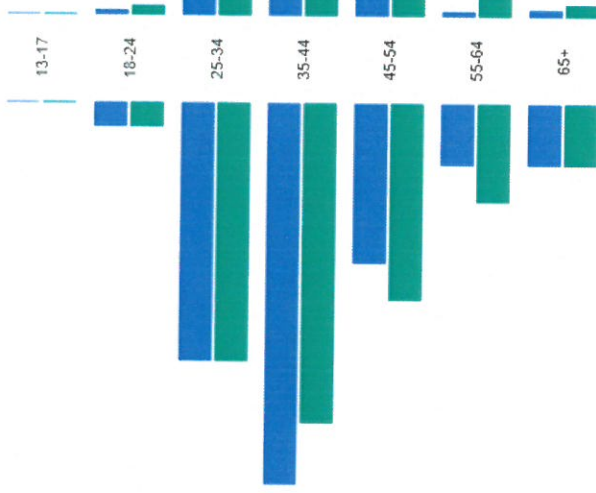
Performance Demographics Placement

677 Results: Post Engagements 6,421 Reach

All Men
22% (150)
22% (1,409)

\$0.22
Cost per Result

Age



All Women
77% (518)
76% (4,907)

\$0.18
Cost per Result

Performance Demographics Placement

6,421 Reach 677 Results: Post Engagements \$128.45 Amount Spent



Device Type

Mobile and Desktop

About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

Learn more

Summary of Summer Camp Facebook Ad

Dates Ad Ran: April 10-April 23

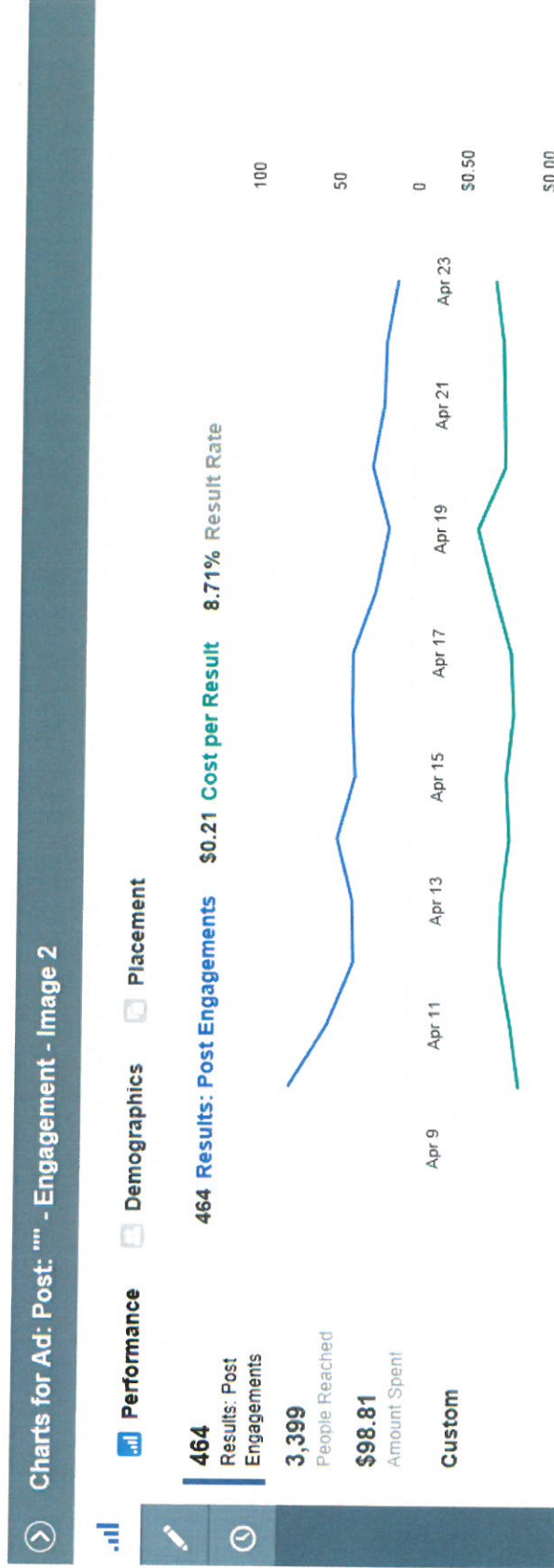
People Reached

(The number of people who saw the ad at least once): 3,399

Post Engagement

(Post engagement is any action that is taken through the ad. This could be a click, like, share or comment): 464

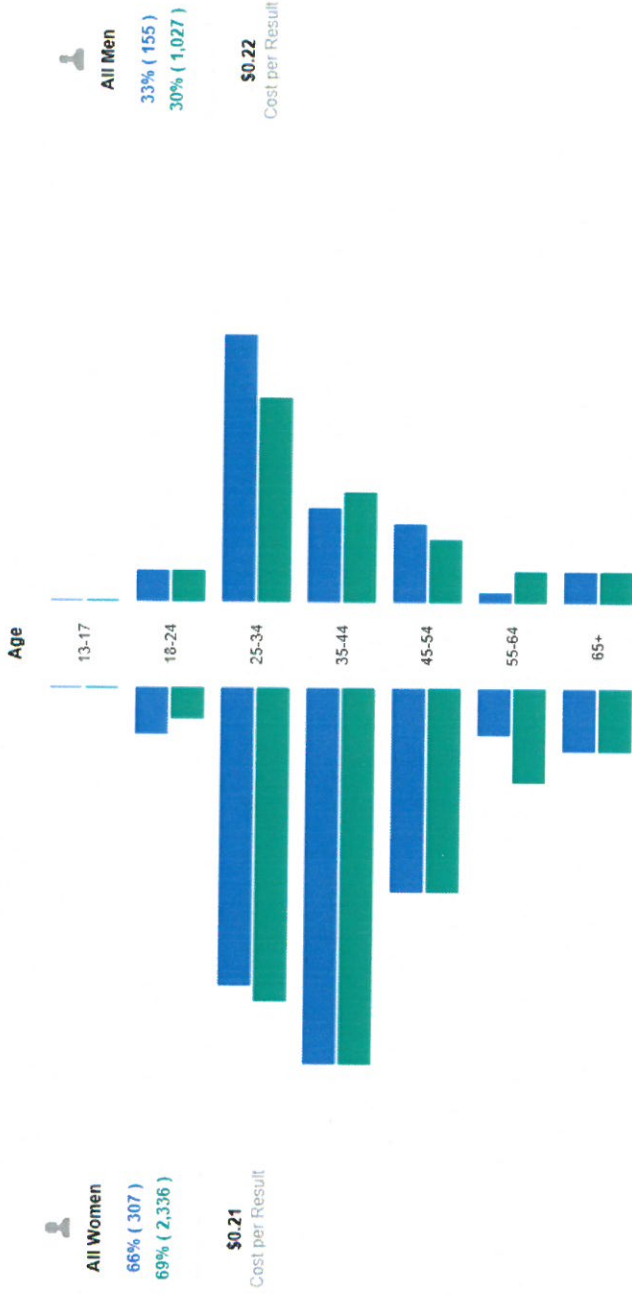
Money Spent: \$98.81



Charts for Ad: Post: "" - Engagement - Image 2

Performance Demographics Placement

464 Results: Post Engagements 3,399 Reach



Charts for Ad: Post: "" - Engagement - Image 2

Performance Demographics Placement

3,399 Reach 464 Results: Post Engagements \$98.81 Amount Spent



Summary of Natural Beginnings Facebook Ad

Dates Ad Ran: February 10– February 22

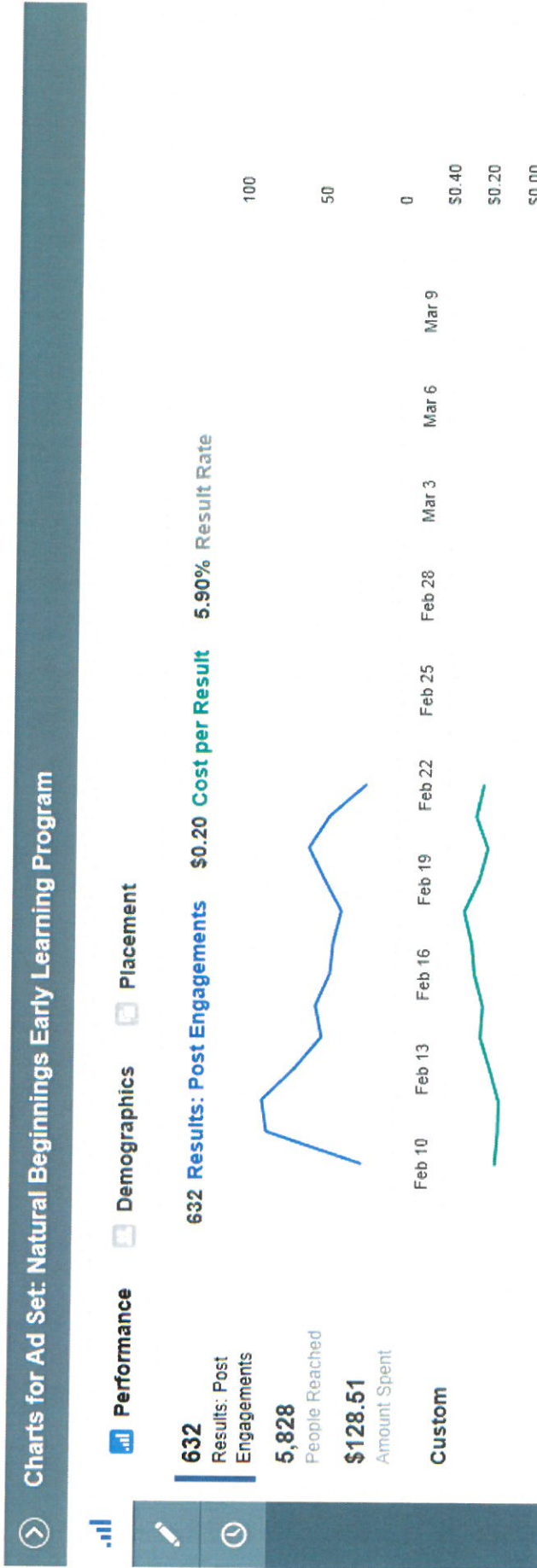
People Reached

(The number of people who saw the ad at least once): **5,828**

Post Engagement

(Post engagement is any action that is taken through the ad. This could be a click, like, share or comment): **632**

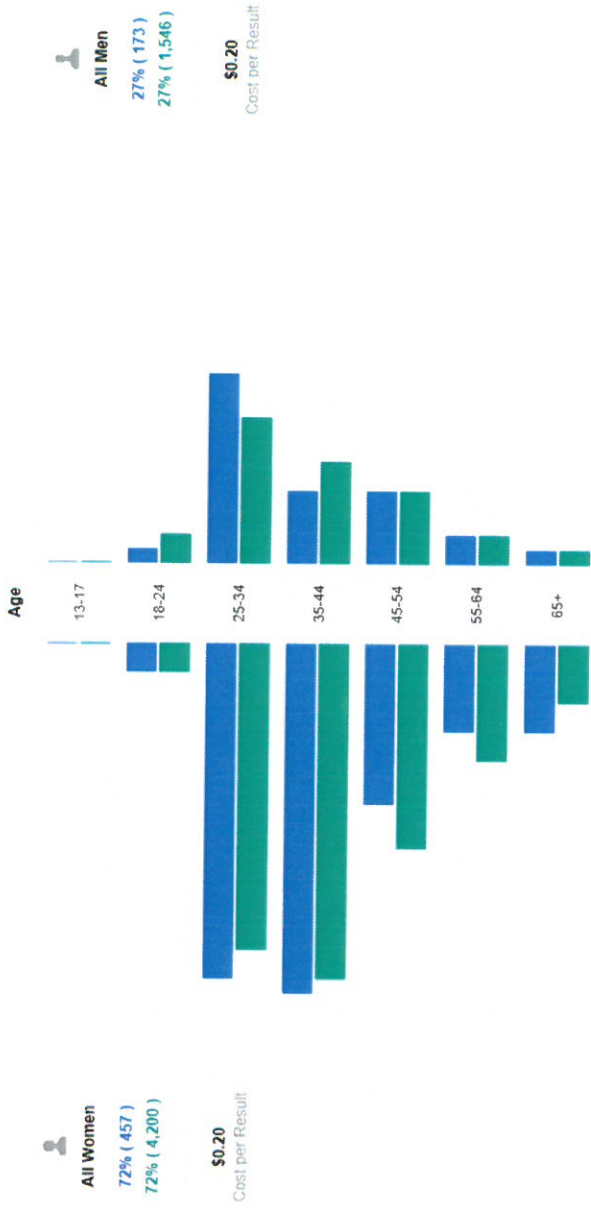
Money Spent: \$128.51



Charts for Ad Set: Natural Beginnings Early Learning Program

Performance Demographics Placement

632 Results: Post Engagements 5,828 Reach



Charts for Ad Set: Natural Beginnings Early Learning Program

Performance Demographics Placement

5,828 Reach 632 Results: Post Engagements \$128.51 Amount Spent



Summary of Natural Beginnings Facebook Ad

Dates Ad Ran: April 11 – April 27

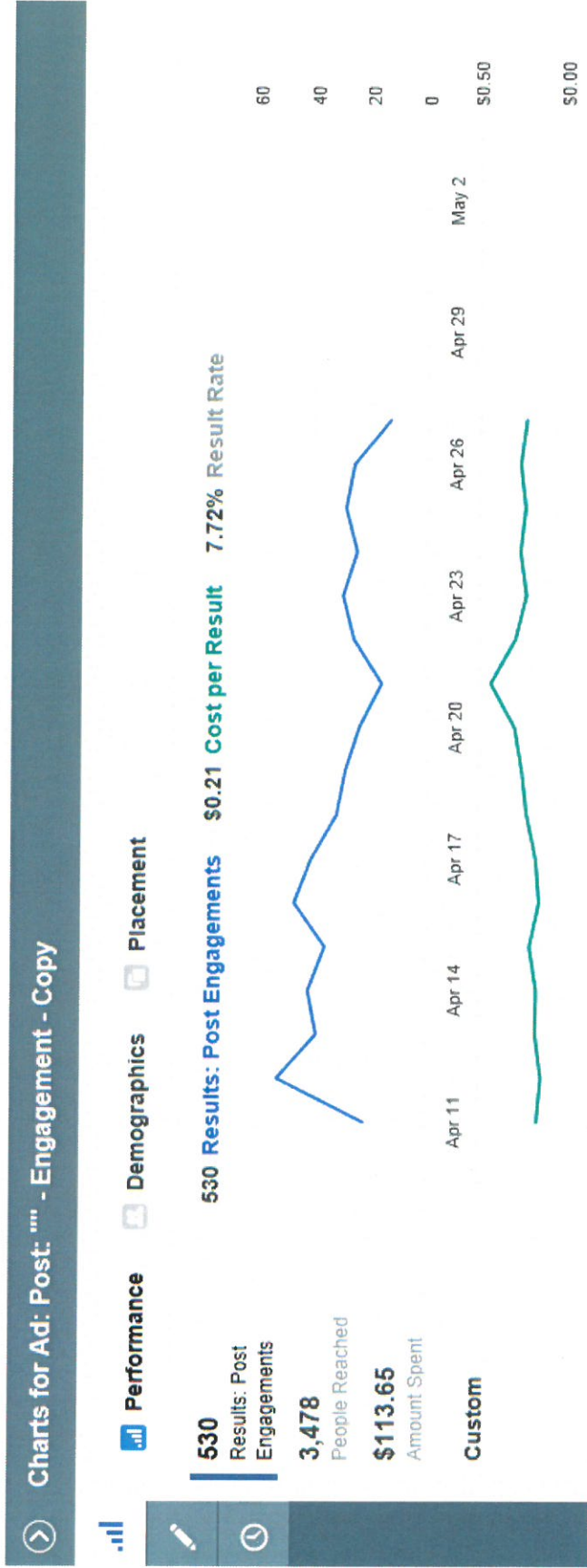
People Reached

(The number of people who saw the ad at least once): 3,478

Post Engagement

(Post engagement is any action that is taken through the ad. This could be a click, like, share or comment): 530

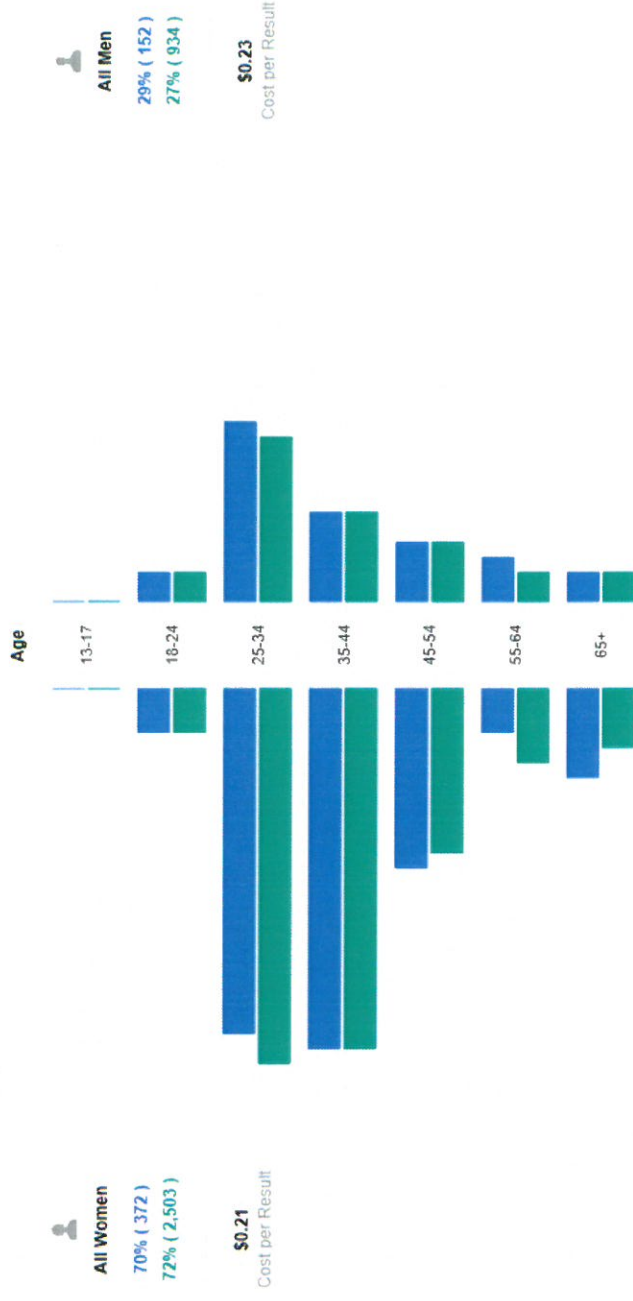
Money Spent: \$113.65



Charts for Ad: Post: "" - Engagement - Copy

Performance Demographics Placement

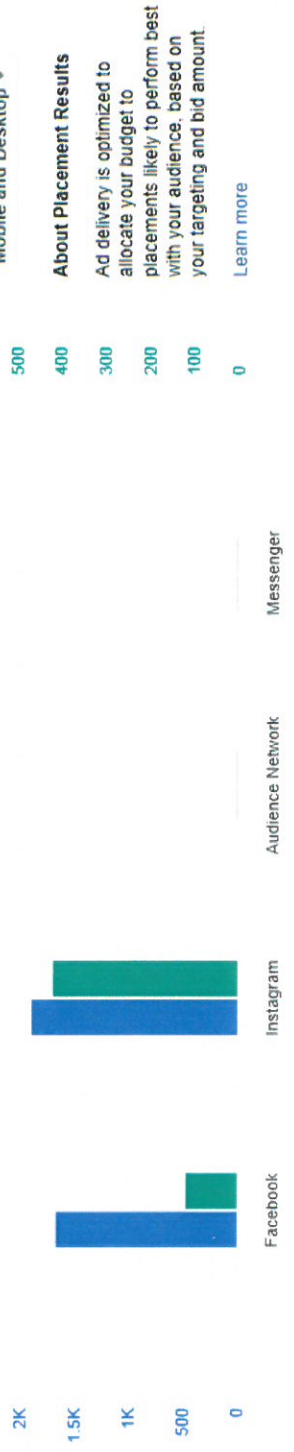
530 Results: Post Engagements 3,478 Reach



Charts for Ad: Post: "" - Engagement - Copy

Performance Demographics Placement

3,478 Reach 530 Results: Post Engagements \$113.65 Amount Spent



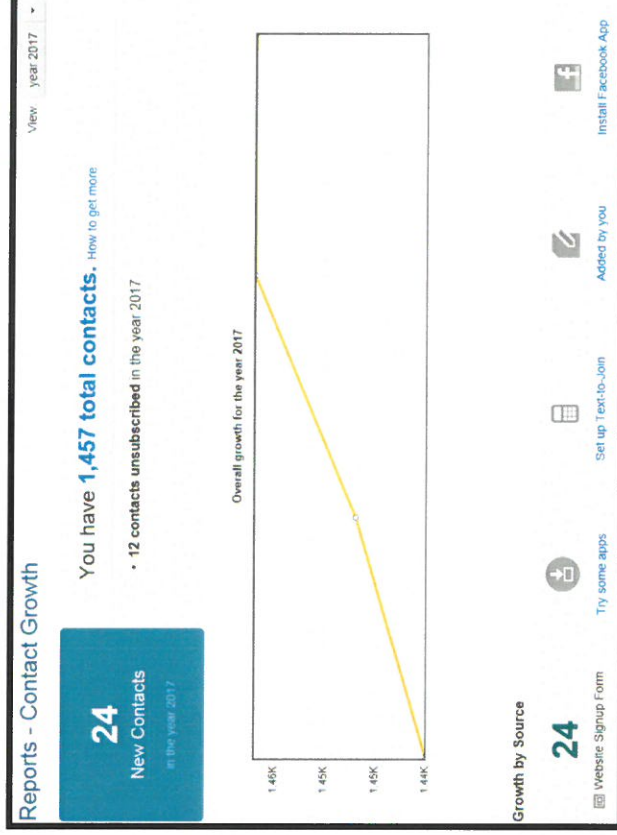
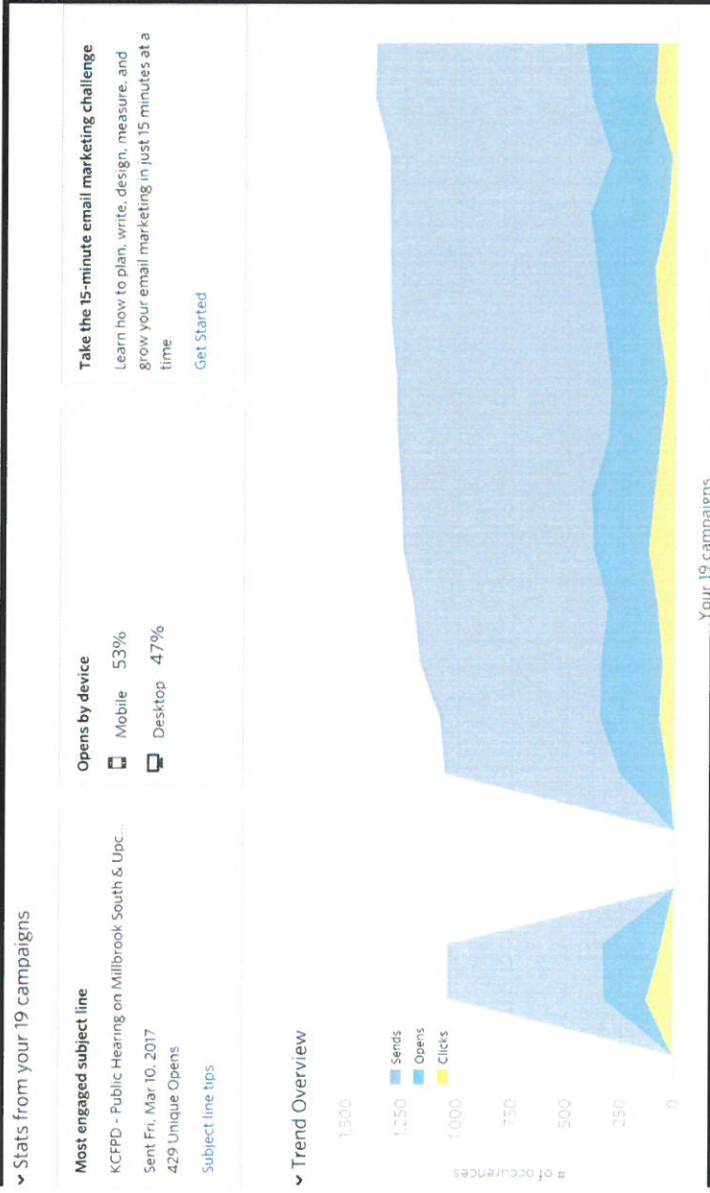
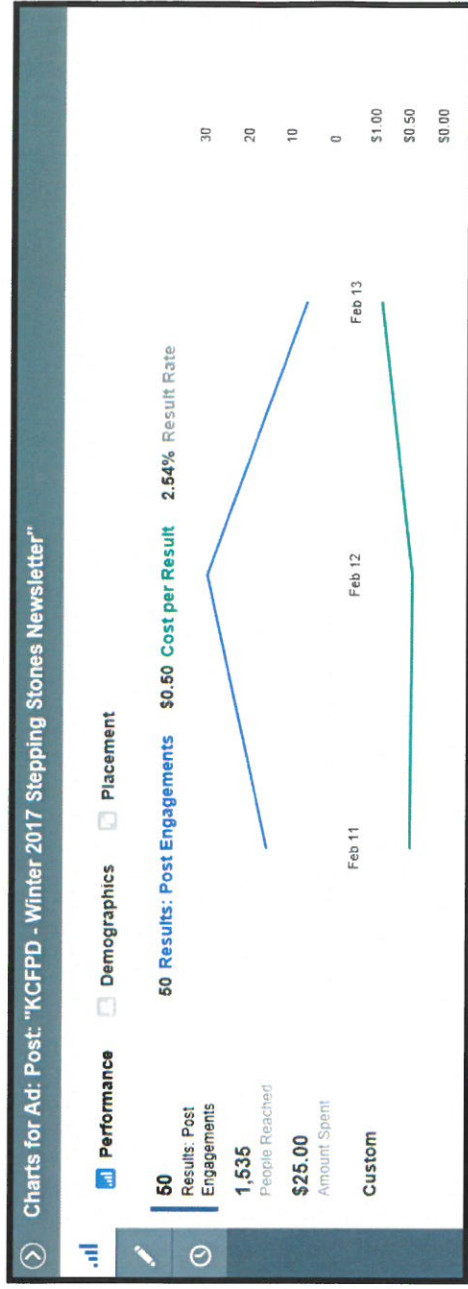
Summary of Stepping Stones Newsletter Facebook Ad Boost

Dates Ad Ran: February 11- February 13

People Reached
(The number of people who saw your ad at least once): 1,535

Post Engagement (Post engagement is any action that is taken through the ad. This could be a click, like, share or comment): 50

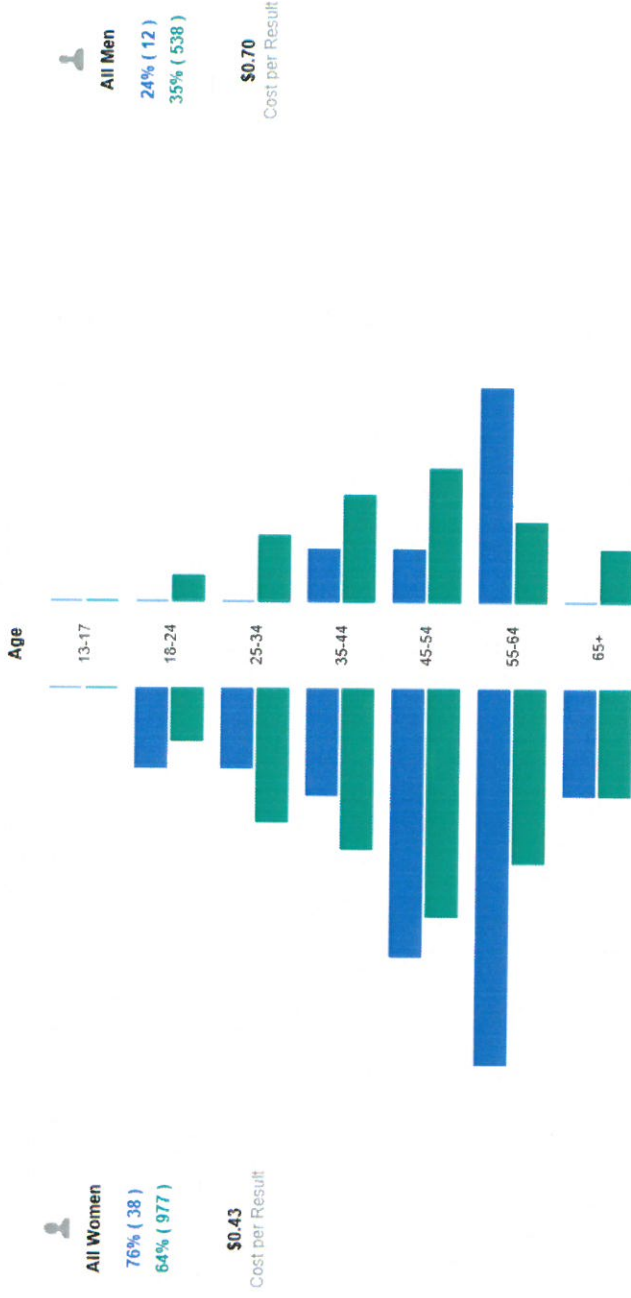
Money Spent: \$25.00



Charts for Ad: Post: "KCFPD - Winter 2017 Stepping Stones Newsletter"

Performance **Demographics** Placement

50 Results: Post Engagements 1,535 Reach



Charts for Ad: Post: "KCFPD - Winter 2017 Stepping Stones Newsletter"

Performance **Demographics** Placement

1,535 Reach 50 Results: Post Engagements \$25.00 Amount Spent



Summary of Ellis House Bridal Expo Event Facebook Ad

Dates Ad Ran: February 10– February 14

People Reached

(The number of people who saw your ad at least once): 3,734

Post Engagement

(Post engagement is any action that is taken through the ad. This could be a click, like, share or comment): 33 event responses

Money Spent: \$68.00

Charts for Campaign: Event: 2017 Ellis House Bridal Expo

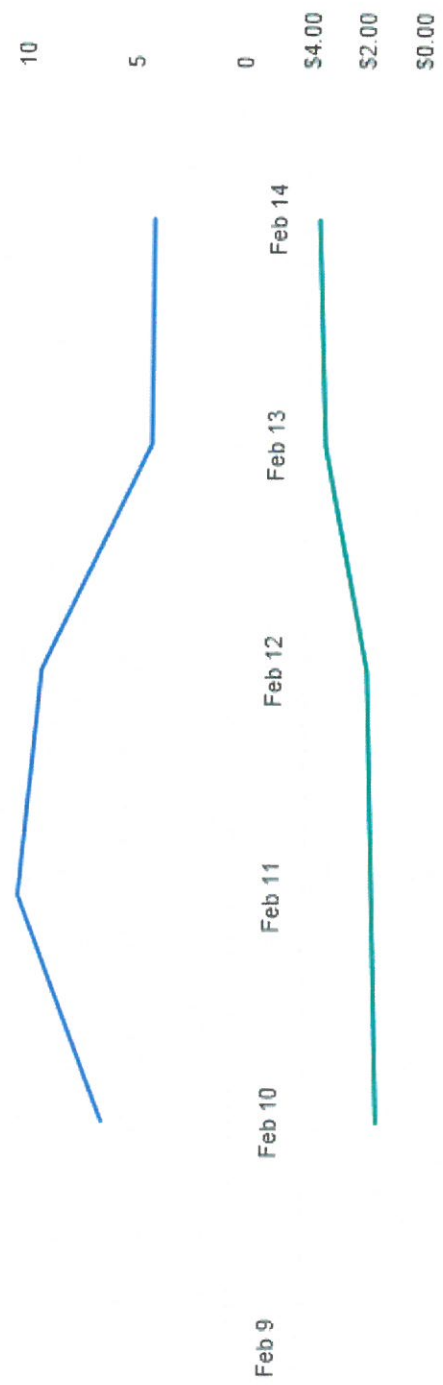
- Performance**
- Demographics
- Placement

33 Results: Event Responses **\$2.06** Cost per Result **0.56%** Result Rate

3,734 People Reached

\$68.00 Amount Spent

Custom



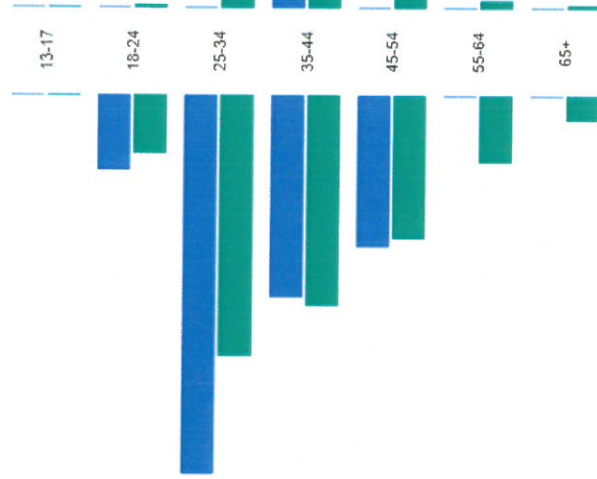
Charts for Campaign: Event: 2017 Ellis House Bridal Expo

Performance Demographics Placement

33 Results: Event Responses 3,734 Reach

All Women
97% (32)
90% (3,358)

Age



All Men
3% (1)
9% (341)

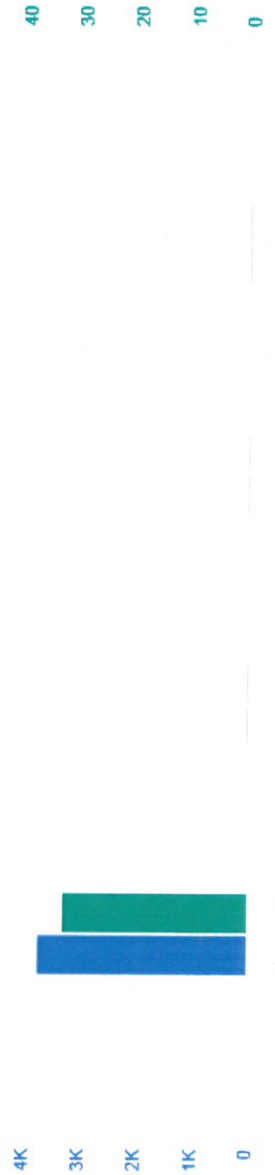
\$1.89 Cost per Result
\$6.77 Cost per Result

Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

Charts for Campaign: Event: 2017 Ellis House Bridal Expo

Performance Demographics Placement

3,734 Reach 33 Results: Event Responses \$68.00 Amount Spent



About Placement Results
Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

Learn more

Summary of 2017 Ellis Bridal Expo Facebook Ad

Dates Ad Ran: February 10– February 14

People Reached

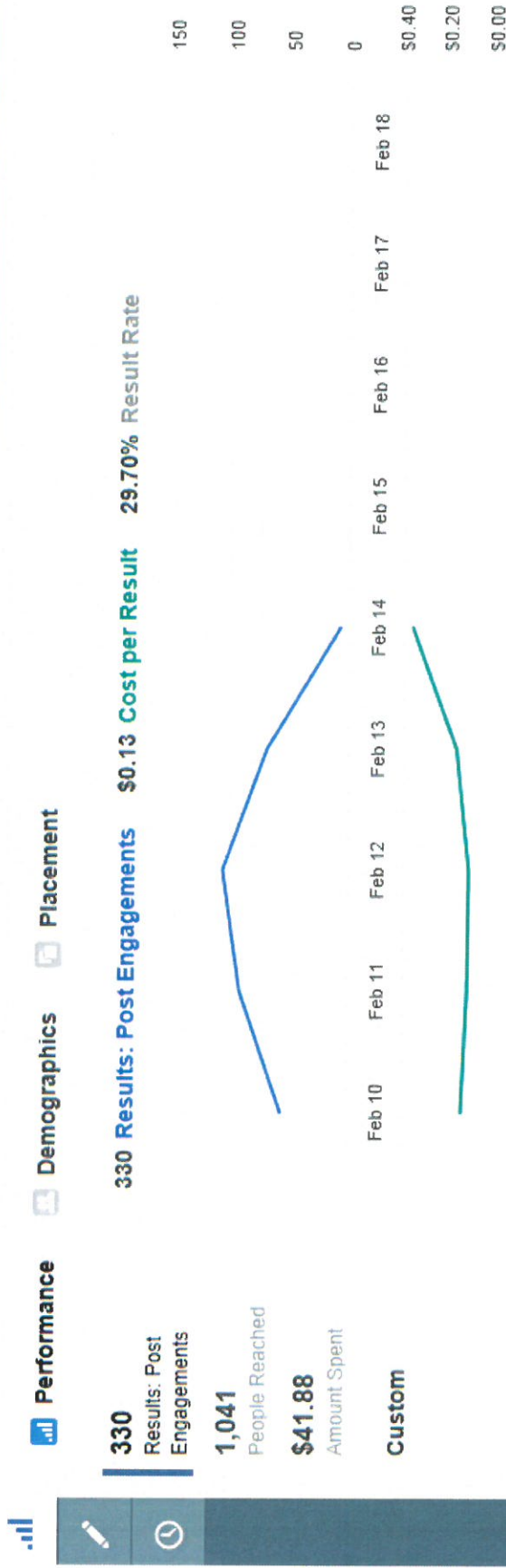
(The number of people who saw your ad at least once): 1,041

Post Engagement

(Post engagement is any action that is taken through the ad. This could be a click, like, share or comment) : 330

Money Spent: \$41.88

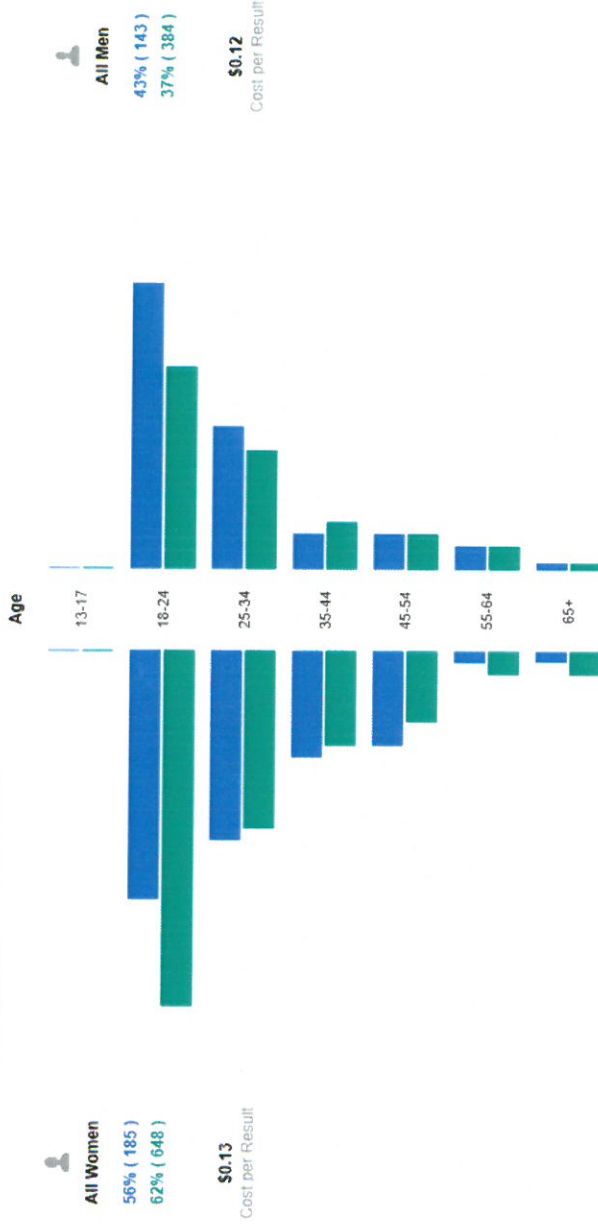
Charts for Campaign: 2017 Ellis Bridal Expo



Charts for Ad: 2017 Ellis House Bridal Expo

Performance Demographics Placement

330 Results: Post Engagements 1,041 Reach

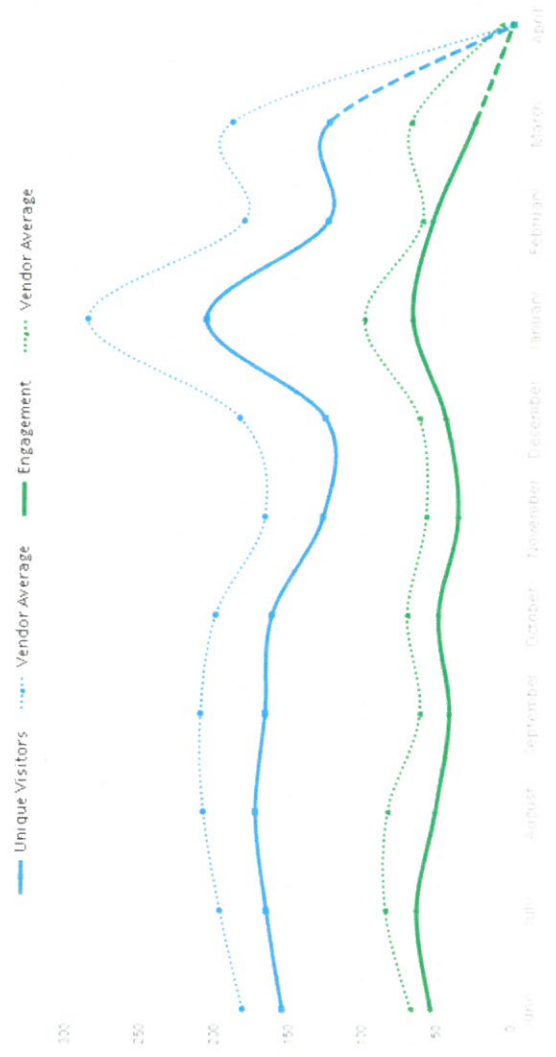


Charts for Ad: 2017 Ellis House Bridal Expo

Performance Demographics Placement

1,041 Reach 330 Results: Post Engagements \$41.88 Amount Spent





What does this mean?
Unique Page Views - The number of unique users that have viewed your storefront and the tabs within your storefront -
Emails & Calls - Total inquiries made through the information request form on your storefront. You will find these inquiries
Page Views - The total number of views of your storefront and the tabs within your storefront -
Total Click-throughs - Total number of clicks from your storefront to your website, Facebook and Twitter pages.
Storefront Saves - Total number of times your storefront has been saved to one of our members' My Knot wedding planner.
Engagement - A measure of how often brides are interacting with and taking notable action on your Storefront. This is the sum of Click-Throughs, Calls (Mobile), Inquiries and Storefront Saves. This gives you a great idea of how effective your Storefront is at grabbing a bride's interest and how likely it is to
Tour Requests - The total number of users who have requested tours from your storefront.

	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	Month-to-Date	TOTAL	VENDOR AVG
Unique Visitors	155	166	174	168	164	130	129	210	128	128	4	1,556	2,031
Engagement	55	65	53	44	52	39	48	71	58	30	5	520	760
Clickthroughs	47	53	42	31	35	29	34	54	41	23	4	393	505
Storefront Saves	2	4	5	4	10	2	7	4	6	2	1	48	76
Messages & Calls	5	8	5	8	7	8	7	13	9	4	0	75	158
Tour Requests	0	0	0	1	0	0	0	0	2	1	0	4	22
Page Views	175	206	222	197	196	144	155	251	154	155	4	1,859	2,470

The Knot



Ellis House & Equestrian Center
 4.5 stars
 KENOSHA, IL
 CAPACITY: 100-1000 | 100-1000
 REQUEST A TOUR
 Request a Tour
 Most Available Tour Times On
 WED, APR 5
 10:00 AM
 11:00 AM

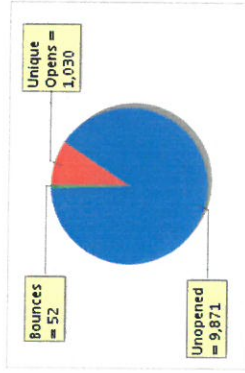
Wedding Guide Chicago

Send Progress

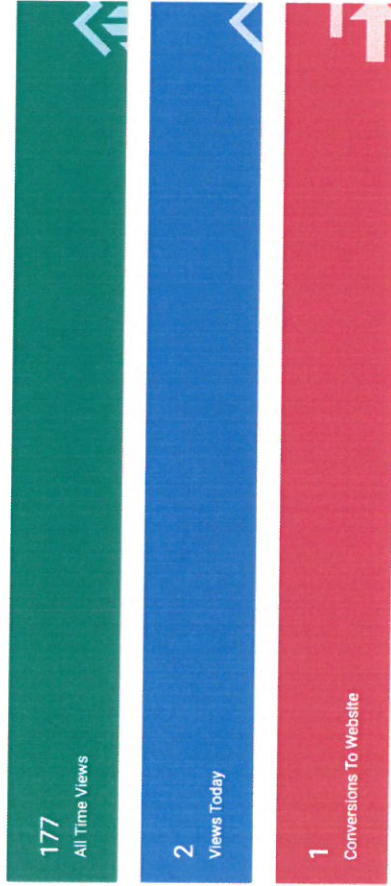
Current Status: **COMPLETED**
 Description: Your batch has completed!
 Start Time: Thursday, February 9, 2017 8:07:02 AM
 End Time: Thursday, February 9, 2017 8:21:23 AM
 Average Speed: 10 emails / second
 Emails Scheduled: 15,157
 Emails Skipped*: 4,204
 Emails Sent: 10,953

*Email addresses that are duplicates or that have one of the following statuses will be automatically skipped: opt-out, non-marketable (never opted-in), reported spam, invalid (improperly formatted), hard bounce (address does not exist). The search that displays when the skipped count is clicked displays all Contacts that match any of this criteria. [Learn More](#)

Broadcast Stats



Total Sent	10,953	Clicks	0% (0)
Unique Opens	9% (1,030)	Opt-Ins	0% (0)
Unopened	90% (9,871)	Opt-Outs	0% (0)
Bounces	0% (52)	Complaints	3






5th Annual BRIDAL Expo

ELLIS HOUSE & EQUESTRIAN CENTER

Sunday, February 19, 2017
11am-2pm

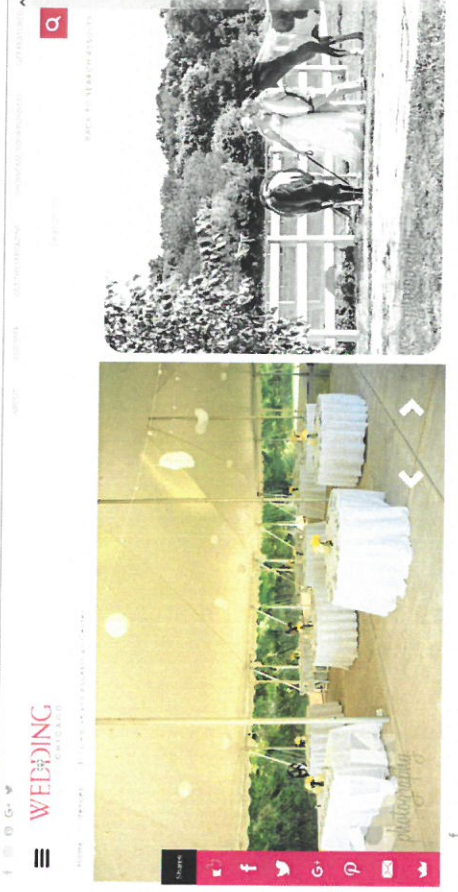
13986 McKanna Rd., Minooka

Food to Flowers, Limousines to Honey moons - you'll find a wide range of wedding merchants eager to please a variety of tastes and budgets.

This is a one-stop shop for every bride to find all of her needs in one place.

Admission is free, registration is appreciated.

For more information, please contact Tina Villarreal at 630-552-5253 or tina@ellishec.com



WEDDING

BEAUTIFUL EQUESTRIAN STATE WEDDING VENUE IN CHICAGO

Ellis House and Equestrian Center

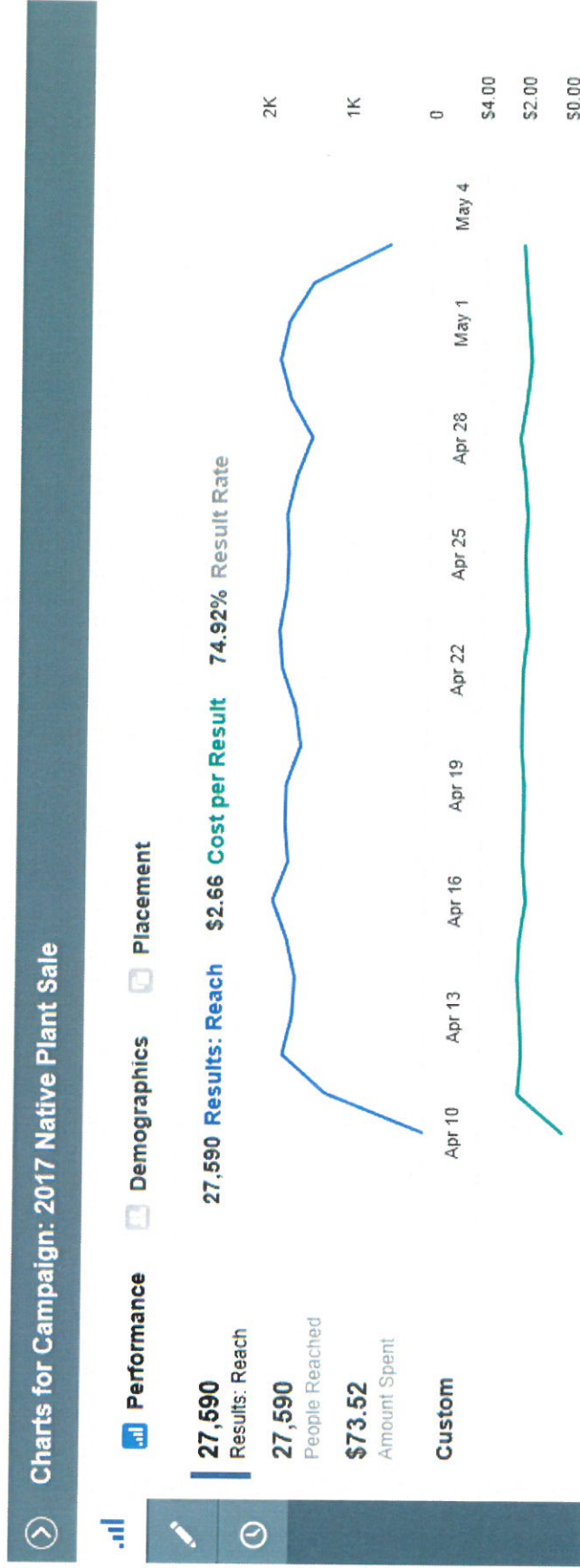
13986 MCKANNA RD
MINOOKA, IL 60447
630.552.5253

Summary of Native Plant Sale Ad

Dates Ad Ran: April 10– Now

People Reached
(The number of people who saw the ad at least once): 27,590

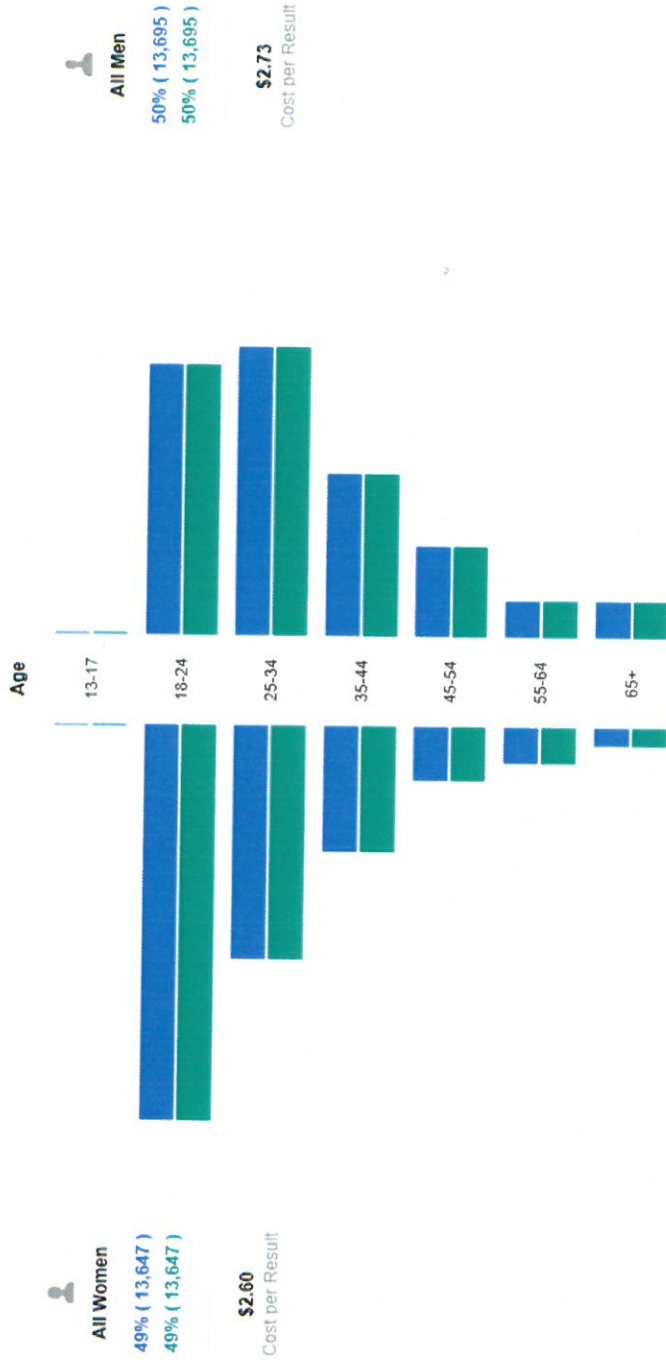
Money Spent: \$73.52



Charts for Campaign: 2017 Native Plant Sale

Performance **Demographics** Placement

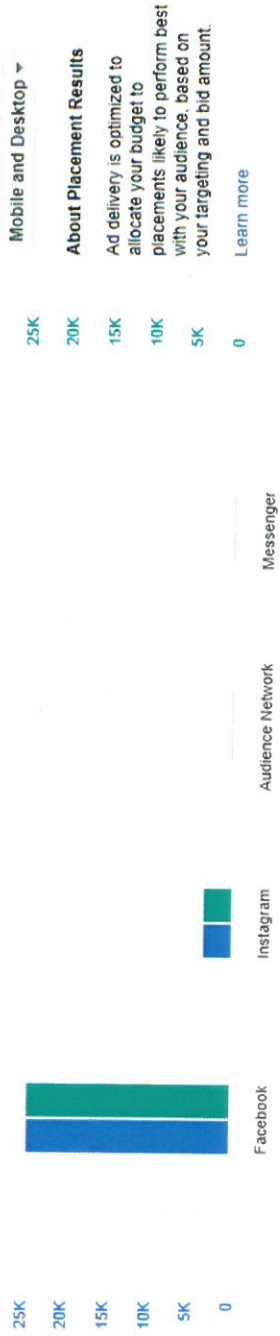
27,586 Results: Reach 27,586 Reach



Charts for Campaign: 2017 Native Plant Sale

Performance **Demographics** Placement

27,590 Reach 27,590 Results: Reach \$73.52 Amount Spent



To: Kendall County Forest Preserve District Programming & Events Committee
 From: Emily Dombrowski, Environmental Education Coordinator
 RE: FY 17 School Program Reservations YTD
 Date: May 3, 2017

School Name	Month	Program	Cost per Student	# of Students	Revenue	Notes
Grande Park	December	Zoochory	\$6	121	\$726	* Payment for school programs is due two weeks before the program.
Churchill Elementary	December	Wetland Study	\$4	115	\$460	
Wolf's Crossing	December	Zoochory	\$6	100	\$600	* Marketing efforts for school programming includes emails, facebook posts, and in person communication.
Wolf's Crossing	December	Animals in Winter	\$3	69	\$207	
Eastview Kindergarten	January	Animals in Winter	\$3	513	\$1,539	
Southbury Elementary	February	Animals in Winter	\$3	154	\$462	
Boulder Hill Elementary	February	Animals in Winter	\$3	47	\$141	
Wheatlands Elementary	February	Animals in Winter	\$3	22	\$66	
Homestead Elementary	February	Animals in Winter	\$3	23	\$69	
Oswego East High School	March	Project Maramech	\$10	138	\$1,414.50	
Churchill Elementary	April	Zoochory	\$6	120	\$720	
Wolf's Crossing	April	Fossils	\$4	99	\$396	
Southbury Elementary	April	Bird Beaks	\$4	75	\$300	
Jones Elementary	April	Zoochory	\$6	116	\$696	
Elizabeth Eichelberger Elementary	April	Zoochory	\$6	100	\$600	
Central Elementary	April	Zoochory	\$7	130	\$910	
Fox Chase Elementary	April	Ecology and Ecosystems	\$6	110	\$660	
Lakewood Creek	April	Wetland Study	\$4	125	\$500	
Fox Chase Elementary	April	Fossils	\$4	129	\$516	
Freedom Elementary	May	Bug Fest	\$7	116	\$812	
Old Post Elementary	May	Bug Fest	\$7	51	\$357	
Lincoln Elementary	May	Bug Fest	\$7	139	\$973	
Lakewood Falls	May	Bug Fest	\$7	125	\$875	
Lighthouse Academy	May	Bug Fest	\$7	35	\$245	
Hunt Club Elementary	May	Bug Fest	\$7	110	\$770	
Newark Grade School	May	Ecology and Ecosystems	\$6	25	\$150	
Walkers Grove	May	Bug Fest	\$7	85	\$595	
Springbrook Elementary	May	Bug Fest	\$7	104	\$728	
Prairie Point Elementary	May	Bug Fest	\$7	78	\$546	
Central Elementary	May	Bug Fest	\$7	100	\$700	
Meadowview Elementary	May	Bug Fest	\$7	90	\$630	
Fox Chase Elementary	May	Bug Fest	\$7	100	\$700	
St. Lukes Lutheran School	May	Zoochory	\$7	26	\$182	
Owen Elementary	May	Water Quality	\$5	106	\$530	
Thomas Jefferson	May	Bug Fest	\$7	88	\$616	
The Heartland School	May	Reptiles vs. Amphibians	\$6	18	\$108	
Boulder Hill Elementary	May	Ecology and Ecosystems	\$6	107	\$642	
Totals for Winter-Spring 2017				3,809	\$21,142	
School Programs 16-17 Budget					\$35,960	
Revenues as of 4-28-17					\$5,426	

Course Revenue - Summary Report

Spring 2017

05/03/2017 12:34 PM

Environmental Education

Public Programs

Course#	Course Title	Revenue	Actual Enroll	Max Enroll	% Full	Revenue Not Realized
1	Sense of Adventure - Spring Camp	\$480.00	8	40	20%	\$1,920.00
10	Babes in the Woods - Toadstools and Fairy Houses	\$90.00	9	16	56%	\$70.00
2	Junior Naturalist - Spring Camp	\$300.00	5	16	31%	\$660.00
3	Making Maple Magic	\$179.00	43	43	100%	\$0.00
4	Toddling Naturalist - Welcome Spring	\$5.00	1	16	6%	\$75.00
5	Babes in the Woods - Welcome Spring	\$40.00	8	16	50%	\$40.00
6	Coffee and Chickadees	\$30.00	8	16	50%	\$40.00
7	Toddling Naturalist - Earth Day Celebration	\$0.00	0	16	0%	\$80.00
8	Babes in the Woods - Earth Day Celebration	\$35.00	7	16	44%	\$45.00
9	Toddling Naturalist - Mud Fun!	\$15.00	4	16	25%	\$60.00
Totals For Public Programs		\$1,174.00	93	211	44%	\$2,990.00
Totals For Environmental Education		\$1,174.00	93	211	44%	\$2,990.00
Grand Totals		\$1,174.00	93	211	44%	\$2,990.00

Course Revenue - Summary Report

Summer 2017

05/03/2017 12:36 PM

Environmental Education

Summer Camp

Course#	Course Title	Revenue	Actual Enroll	Max Enroll	% Full	Revenue Not Realized
1	Look Mom, No Spine!	\$0.00	0	16	0%	\$2,800.00
10	Forest Friends	\$360.00	3	16	19%	\$1,560.00
11	Forest Friends	\$960.00	8	16	50%	\$960.00
12	Nature Quest	\$1,170.00	9	16	56%	\$910.00
13	Nature Quest	\$1,820.00	14	16	88%	\$260.00
14	Dirt Detectives	\$840.00	7	16	44%	\$1,080.00
15	Dirt Detectives	\$360.00	3	16	19%	\$1,560.00
16	Amazing Animals	\$350.00	2	16	13%	\$2,450.00
17	Amazing Animals	\$350.00	2	16	13%	\$2,450.00
18	Journey Through Time	\$350.00	2	16	13%	\$2,450.00
19	Journey through Time	\$525.00	3	16	19%	\$2,275.00
2	Look Mom, No Spine!	\$1,925.00	11	16	69%	\$875.00
20	Wee Wonders: Exploring Nature with Sesame Street	\$175.00	5	16	31%	\$385.00
21	Have Paddle, Will Travel	\$975.00	5	16	31%	\$2,145.00
3	Eco Warriors	\$350.00	2	16	13%	\$2,450.00
4	Eco Warriors	\$875.00	5	16	31%	\$1,925.00
5	Aquatic Adventures	\$360.00	3	16	19%	\$1,560.00
6	Aquatic Adventures	\$360.00	3	16	19%	\$1,560.00
7	Adventure Road	\$525.00	3	10	30%	\$1,225.00
8	Adventure Road	\$0.00	0	10	0%	\$1,750.00
9	Wee Wonders: Little Garden Sprouts	\$140.00	4	16	25%	\$420.00
Totals For Summer Camp		\$12,770.00	94	324	29%	\$33,050.00
Totals For Environmental Education		\$12,770.00	94	324	29%	\$33,050.00
Grand Totals		\$12,770.00	94	324	29%	\$33,050.00

Kendall County Forest Preserve District
 Summer Public Program Budget: Fees and Charges
 3-May-17

Name of Program	Date	Location	Age	Fee	Length of Program- Including set-up and clean-up	Reg. Min	Reg. Max	Est. Sal.	Est. Supp	Net Gain (Range)
Toddling Naturalist- Awesome Amphibians!	22-Jun	Harris Forest Preserve- Shelter 4	One-Three	\$5 per child	2 hours	6	15	\$28.00	\$0.00	\$2-\$47
Babes in the Woods- Awesome Amphibians!	23-Jun	Harris Forest Preserve- Shelter 4	Four-Six	\$5 per child	2 hours	6	15	\$28.00	\$0.00	\$2-\$47
Mud Day Celebration	24-Jun	Eagle's Nest Pavilion	All Ages	\$5 per child	2 hours	6	30	\$28.00	\$0.00	\$2-\$122
Coffee and Chickadees	18-Jul	KCHC	One-Six	\$5 per child	2 hours	6	15	\$28.00	\$0.00	\$2-\$47
Toddling Naturalist- Making Music	20-Jul	Eagle's Nest Pavilion	One-Three	\$5 per child	2 hours	6	15	\$28.00	\$0.00	\$2-\$47
Babes in the Woods- Magical Mud	21-Jul	Eagle's Nest Pavilion	Four-Six	\$5 per child	2 hours	6	15	\$28.00	\$0.00	\$2-\$47
Toddling Naturalist- Insect Explorers	17-Aug	Eagle's Nest Pavilion	One-Three	\$5 per child	2 hours	6	15	\$28.00	\$0.00	\$2-\$47
Babes in the Woods- Buzz about Bees	18-Aug	Eagle's Nest Pavilion	Four-Six	\$5 per child	2 hours	6	15	\$28.00	\$0.00	\$2-\$47
\$16-\$451										

KENDALL COUNTY FOREST PRESERVE DISTRICT SUMMER PROGRAMS

June 2017– August 2017

To register for a program:

Call 630-553-4025 or email
rantrim@co.kendall.il.us

For additional information on a program:

Call 630-553-2292
or email

edombrowski@co.kendall.il.us

*If a class does not meet its minimum enrollment, it will be cancelled at least two days prior to the event. Early registration prevents cancelled classes!



**Kendall County Forest
Preserve District
Education Department**

June 22– Toddling Naturalist– Awesome Amphibians

Ages: 1-3 plus caregiver

Location: Harris Forest Preserve– Shelter 4

Time: 10-11 am

Price: \$5 per child

Come and spend the morning learning all about frogs, toads, and salamanders! We will explore a pond, make a craft, and read a story. Come prepared to get muddy!

Register by June 19

June 23 –Babes in the Woods– Awesome Amphibians

Ages: 4-6 plus caregiver

Location: Harris Forest Preserve– Shelter 4

Time: 10-11 am

Price: \$5 per child

Come and spend the morning learning all about frogs, toads, and salamanders! We will explore a pond, make a craft, and read a story. Come prepared to get muddy!

Register by June 20

Featured Program:

Mud Day Celebration– June 24

Ages: All Ages

Location: Hoover Forest Preserve– Eagle's Nest Pavilion

Time: 10 am– 12 pm

Price: \$5 per child

Celebrate National Mud Day at our new mud kitchen! Feel the mud squish between your fingers as we make mud pies, create mud artwork, and learn that it is okay to get dirty!

Please dress in old clothes that can get muddy.

Register by June 20



June 24– Mud Day Celebration

Ages: All Ages

Location: Hoover Forest Preserve–
Eagle's Nest Pavilion

Time: 10-12 pm

Price: \$5 per child

Celebrate National Mud Day at our new mud kitchen! Feel the mud squish between your fingers as we make mud pies, create mud artwork, and learn that it is okay to get dirty! Please dress in old clothes that can get muddy.

Register by June 20

July 18– Coffee and Chickadees

Ages: 2-6 plus caregiver

Location: Kendall County Historic Courthouse–
Laws of Nature Museum

Time: 10-11 am

Price: \$5 per child

Come enjoy a cup of fresh brewed coffee with other parents/caregivers while your little one enjoys a story, makes a craft, and explores our nature center .

Register by July 13

KENDALL COUNTY FOREST PRESERVE DISTRICT SUMMER PROGRAMS

July 20-Toddling Naturalist – Making Music

Ages: 1-3 plus caregiver

Location: Hoover Forest Preserve–
Eagle's Nest Pavilion

Time: 10-11 am

Price: \$5

The woods are full of music. Chirp, buzz, shake, and explore all of the sounds of nature in this sensory-based program. We'll take a hike, listen for animals, and make our own musical instrument to take home.

Register by July 17

July 21– Babes in the Woods– Magical Mud

Ages: 4-6 plus caregiver

Location: Hoover Forest Preserve–
Eagle's Nest Pavilion

Time: 10-11 am

Price: \$5

Come feel the mud squish between your fingers while making mud pies and creating mud artwork! Please dress in old clothes that can get muddy.

Register by July 18

August 17- Toddling Naturalist– Insect Explorers

Ages: 1-3 plus caregiver

Location: Hoover Forest Preserve–
Eagle's Nest Pavilion

Time: 10-11 am

Price: \$5

Head, thorax, abdomen! In this program, we will learn all about our six-legged friends. Come ready to explore the homes of insects and see some up close.

Register by August 14

August 18- Babes in the Woods– Buzz about Bees

Ages: 4-6 plus caregiver

Location: Hoover Forest Preserve–
Eagle's Nest Pavilion

Time: 1-2:30 pm

Price: \$5

Did you know that bees provide one out of every three bites of food that we eat? In this program, children will buzz, run, sing and dance all while learning fun facts about bees!

Register by August 15

To register for a program:

Call 630-553-4025 or email
rantrim@co.kendall.il.us

For additional information on a program:

Call 630-553-2292
or email
edombrowski@co.kendall.il.us

*If a class does not meet its
minimum enrollment, it will be
cancelled at least two days prior to the
event.





110 W. Madison St., Yorkville, IL 60560 Ph: 630-553-4025 Fax: 630-553-4023

Facility Rental Contract

Permit #: 17-00140 Page 1 of 1
 Contract Date: 04/26/2017
 Use Type: School Outing
 Description: Entire Facility
 Registrar: Rebecca Antrim
 Phone: (630) 553-4380 / (630) 774-1365
 Email: sschoonover@y115.org

Customer
Yorkville High Cross Country
Seth Schoonover
797 Game Farm Road
Yorkville, IL 60560

Rental Information

Location: Meadowhawk Lodge @ Hoover Forest Preserve **Total Hours:** 8.00
 11285 Fox Road
 Yorkville, IL 60560

Date	Day	Time	Fee Description	Qty	Unit	Rate	Total	Tax
8/21/2017	Mon	12:00 PM - 8:00 PM	Special Event Package Flat	1.00	Each	\$250.00	\$250.00	\$0.00
			Portable Restrooms Flat	4.00	Each	\$65.00	\$260.00	\$0.00
			Trip Charge - Portable Restroom Flat	1.00	Each	\$65.00	\$65.00	\$0.00

No glass bottles allowed.
 Yorkville High School Cross Country Meet
 800-1000 people
 Portable Restrooms - by Meadowhawk Lodge
 Special Event Permit

Total Hours	8.00
Total Fees	\$575.00
Total Sec Dep	\$0.00
Total Tax	\$0.00
Rental Total	\$575.00

Rental Terms and Conditions

Permittee has read, signed and agrees to all enclosed documentation. The undersigned, their organization and its members (the Permittee), in consideration for the use of the above described facilities, agree to hold Owner harmless from all loss and/or damage resulting from the use of the facility.

Signature: _____

Date: _____

Special Event Permit Application
Kendall County Forest Preserve District

Instructions: Please sign the form and return it, along with the appropriate insurance certificate to:
Kendall County Forest Preserve District
110 West Madison Street
Yorkville, IL 60560

Please submit application at least two months prior to the Special Event.

Applicant Information:

Event Name: Yorkville High School Cross Country Meet Organization: Yorkville High School
Contact Person: Seth Schoonover – Athletic Director

Address: 797 Game Farm Road, Yorkville, IL 60560 County: Kendall
Street City State Zip

Telephone: Work: (630) 553-4380 x 113 Cell: (630) 774-1365

E-mail: SSchoonover@y115.org

Special Event Information:

Name of Forest Preserve: Hoover Forest Preserve – Meadowhawk Lodge Date: August 21, 2017

Event: Yorkville High School Cross-Country Invitational

Estimated Attendance: 800-1000

Arrival Time (includes set-up): 12:00 pm (Noon)

Departure Time (includes take down): 8:00 pm (sunset)

Will this Special Event include:

A = \$ 50.00

- | | Yes | No |
|---|------------------|------------|
| 1. The use of temporary structures? | <u>√</u> | <u> </u> |
| 2. Collecting/Charging an entrance or registration fee? | <u> </u> | <u>√</u> |
| 3. Selling concessions/food? | <u>√ (water)</u> | <u> </u> |

Will this Special Event include: Yes No

A = \$ 50.00 (continued)

- | | | | |
|----|---------------------------------|-----|-----|
| 4. | Selling goods and services? | ___ | _√_ |
| 5. | Electronically amplified sound? | _√_ | ___ |

B = \$ 150.00

- | | | | |
|----|-------------------------------|-----|-----|
| 6. | Business uses in Preserve? | ___ | _√_ |
| 7. | Group larger than 250 people? | _√_ | ___ |
| 8. | Extensive Use of grounds? | _√_ | ___ |

C = \$ 250.00

- | | | | |
|-----|--|-----|-----|
| 9. | Extensive Use of staff time? | _√_ | ___ |
| 10. | Closes and/or limits part(s) of preserve to other users? | _√_ | ___ |

▶ Permittee will be charged only for the highest category (A, B, or C) that is checked.

Description of the Special Event, including details of any 'Yes' answers from above:

#1 – Four (4) Port-o-lets (bathrooms) charge to include \$65.00 per unit plus Trip Charge of \$65.00. See Reservation Permit # 17-00140. Place bathrooms by Meadowhawk Lodge – evergreen trees.

#1 - Laptop & Printer – generator use – bringing their own.

#1 - Start & Finish line by Meadowhawk Lodge.

#1 – Pop-up tents for trainer & registration – Golf cart with defibrillator (Seth’s assistant and trainer use)

#5 Portable PA or blow horn for announcements.

#9 Course Planning & Set-up. Contact Forest Preserve personnel at least one month prior to event to discuss course & other items from previous year.

#9 Parking monitors required – School to provide own personnel to direct traffic.

#10 Four (4) buses and handicapped park in back lot.

Applicant’s Signature: _____

Date: _____

Special Event Agreement
Kendall County Forest Preserve District

The Kendall County Forest Preserve District (District) and Yorkville High School (Permittee) agrees as follows:

1. The Permittee shall meet the following insurance requirements:
 - A. Permittee shall have general liability coverage of \$1,000,000 per occurrence.
 - B. Certificates of Insurance must state the following: *The Kendall County Forest Preserve District is an additional insured on a primary and non-contributory basis.*
2. The Permittee shall pay the District \$ 250.00 for this approved Special Event Permit. Payment is due upon approval of permit.
3. The Permittee agrees to indemnify and hold harmless the District against any and all claims, losses, suits, and damages against the District arising, directly or indirectly out of the use of District premises or performance of this Special Event Agreement, specifically including claims resulting from any act or omission of the Permittee and the District, individually, and/or jointly and severally.
4. If concessions/food is to be sold at the Special Event, the vendors must comply with all requirements and regulations of the Illinois Department of Health and/or other governmental bodies having control over such vending operations, including the Kendall County Health and Human Services Department. The vendor shall possess all food and beverage dispensing licenses, taxes, and permits that are required by law.
5. The Permittee shall limit the Special Event activities to those described in the Special Use Permit Application.
6. The Permittee shall follow all District rules and regulations (see attached).
7. The Special Event Permit and the Permittee shall be present on-site at the Special Event.
8. The attached itinerary shall be a part of the Special Event Agreement.

Kendall County Forest Preserve District:

Signed: _____, Director / President

Permittee:

Signed: _____

Date: _____

KENDALL COUNTY FOREST PRESERVE DISTRICT

HISTORIC KENDALL COUNTY COURTHOUSE

110 WEST MADISON STREET

YORKVILLE, IL 60560

April 25, 2017

Debbie Mika
President, Whitetail Ridge HOA
7671 Clubhouse Dr.
Yorkville, IL 60560

Dear Debbie:

Please extend our appreciation to the Whitetail Ridge HOA Board for consideration of our request to access Henneberry Forest Preserve from the Whitetail Ridge Drive and Fairway Drive corner parcel (Photo Exhibit 1). We enjoyed the opportunity to meet with your board members and residents, and to hear about your interests and concerns.

The Kendall County Forest Preserve District will consider landscape improvements to the access parcel and construction of a mowed trail spur in Henneberry Forest Preserve to provide resident access. This project would include:

1. Restoration of the existing limestone screenings parcel pathway (see Photo Exhibit 1).
2. Construction of a mowed-turf trail spur that would connect to the other mowed turf trails within the preserve (Photo Exhibit 2).
3. Planting of 15-trees, 10-shrubs, and seeding native perennials with the "Pollinator-palooza" seed mix within the access parcel.

In order to complete this additional scope of work, the Whitetail Ridge HOA will need to grant the following permissions to the District:

- a. Permission to mow and herbicide (with existing tree protection) the entire 3-acre parcel in late summer / early fall.
- b. Permission to till and broadcast seed within the 3-acre parcel area.
- c. Permission to selectively apply herbicides and conduct a controlled burn of the parcel within the 5-year maintenance window.

Per request, the District's Commission will consider funding a 5-year establishment plan. Maintenance costs after 5-year establishment should consist of an annual herbicide application to the access parcel trail, and perhaps installation of additional path screening material from time to time.

During the HOA presentation, Board members also requested additional information about the level of vehicular activity required to complete this project.

Based on discussions with SemperFi Land, Inc. President Robert Velazquez, access is requested Monday through Friday from 7:00 am to 4:00 pm from October 15 through November 30 for the initial construction phase.

Vehicles used in the initial construction phase will include:

- 1) A track skid steer
- 2) Farm tractor
- 3) Small dump truck
- 4) Pickup truck and trailer

Some equipment will remain on site for the duration of the project in an organized, clean and safe staging area. The construction workforce will include a 4 to 6 man team working for 15-20 work days.

In addition to the equipment below, the District is requesting access for 1-2 days that will involve use of a backhoe to disrupt the tile system prior to October 15, 2017, and access for up to two District vehicles assisting with project management over the initial construction project period.

The District and SemperFi plan to keep traffic to a minimum, and will support street cleaning at the end of each work day.

Following completion of the restoration project, watering trucks will need to visit the site on an as-needed basis in summer 2018. It is difficult to predict the number of watering events, but should be limited to 3-4 dates between rain events.

After first-year establishment, District restoration technician(s) and grounds maintenance staff will visit the preserve from time to time to insure that we are controlling for invasive species for the following two-year establishment period. This will include control for invasive species within the improved access parcel.

Post-establishment, the District will need access to the preserve and restoration site from time to time for turf trail mowing, seed collection, general cleanup, and prescription burns. For ongoing restoration activities, we will use a small utility vehicle (John Deere Gator) or District pickup truck to transport supplies and equipment.

Out of respect for resident concerns regarding the possibility of public draw into your community, the District will not publish the location of the spur trail.

The temporary corral fencing will be removed following the initial three-year establishment period (Photo Exhibit 3).

Please don't hesitate to contact me should you need any additional information to support your discussions.

Once the District receives word on your final decision(s), we can dedicate time to answer your remaining questions.

Sincerely,

Dave Guritz
dguritz@co.kendall.il.us
630-553-4131 (office)
630-538-6303 (cell)

Cc: Kendall County Forest Preserve District Board of Commissioners

Photo Exhibits

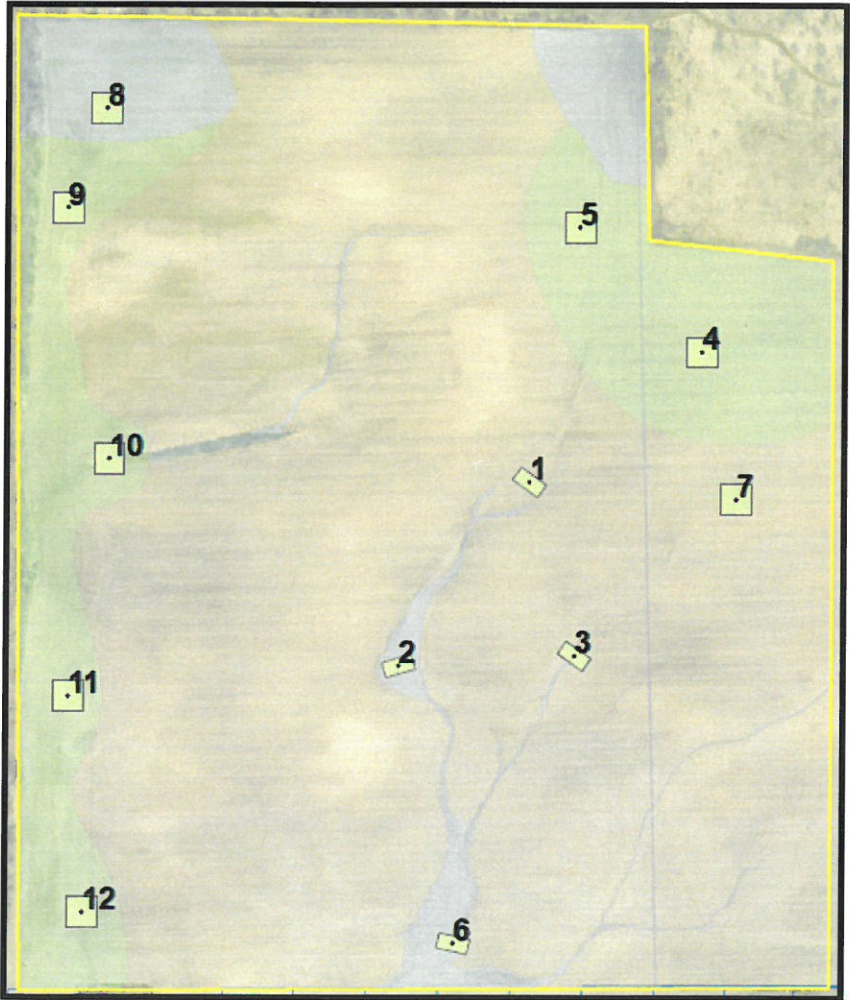
Exhibit 1: Whitetail Ridge HOA Access Parcel



Exhibit 2: Turf Trail Alignment



Exhibit 3: Temporary Browse Protection Corral - Material Example and Locations



Please Save the Date

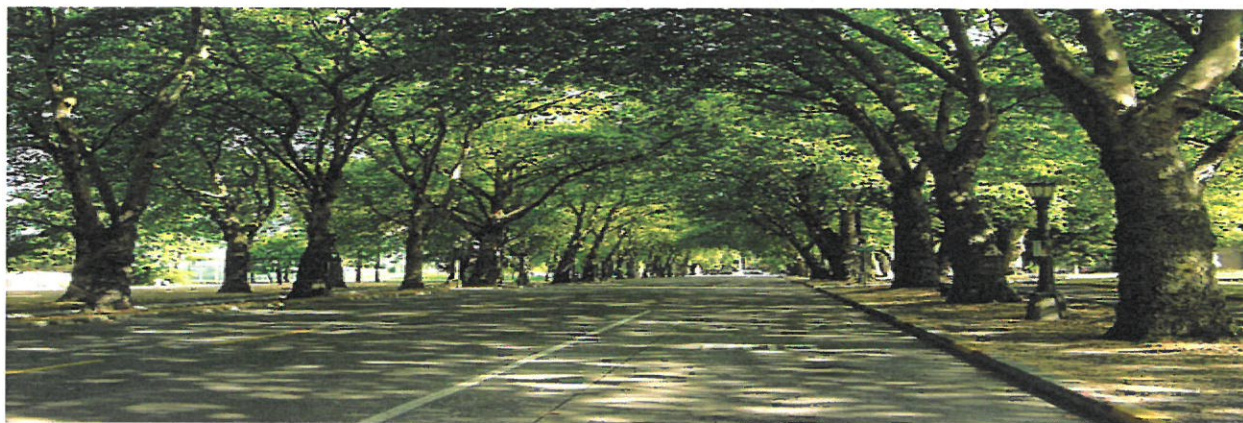
The Conservation Foundation and Morton Arboretum invite you to provide input on the Chicago Region Trees Initiative

“The Future of Our Forest in Kendall County”

We hope you can plan to attend this informative session

May 16th, 5:00 – 7:00 pm

Hoover Forest Preserve, Meadowhawk Lodge, Yorkville



Discussion topics for your input will include:

- We only have 30% of our oak ecosystem remaining in Kendall County. What do we want to do protect and preserve?
- How much tree canopy do we need to improve air and water quality, reduce flooding or improve mental and physical health?
- What do we need to do so that we don't have another problem like emerald ash borer?
- Buckthorn, an invasive species, comprises nearly 30% of our urban forest across the 7-county region. What can we do to keep the buckthorn population low or eliminate it before it takes over?

For more information contact Melissa Custic at mcustic@mortonarb.org



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Our Trees.
Our Communities.
Our Future.