

# Frankfort Square Park District Comprehensive Plan Services Proposal

2023

Presented by  
**Campfire Concepts**

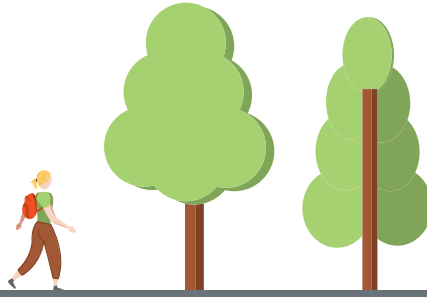
Jessie Scheunemann, President & CEO  
Jarrod Scheunemann, Vice President, Partner  
Mike Mulvaney, Consultant  
Laure Kosey, Consultant



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*We know parks & recreation in Illinois.*

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# Introduction



The recent pandemic has verified that parks and recreation are two of any community's essential services. As the world shutdown, where else could community members go to find restoration, and maintain healthy lifestyles, other than their local park district's high-quality and attractive parks? And what did those who experienced lengthy restrictions miss the most? Of course, recreation programs and facilities were on the list.

In general, local contributions to parks and recreation amenities paid short-term dividends to help people mentally survive the pandemic. Additionally, residents were reminded that their long-term investments in parks and recreation continue to significantly impact their health and well-being, economy, and environment.

A plan defines a Park District's direction and strategies, which will ensure these investments are properly protected and managed well into the future. It is a comprehensive guide for the Park District to provide desirable amenities for many residents, and the only opportunity for some individuals, to have access to recreational facilities, parks, and programs.

A quality plan is built on a foundational framework that is employed to help the Board and staff develop clear, concise, and responsive priorities, actionable objectives, and measurable outcomes. Focused planning models establish a long-term strategy map for staff, volunteers, and elected officials. Ultimately, the overarching goal of the process is to systematically plan for a balanced allocation of resources and offer a reference point and communication tool for the Board, staff, and community.

# Work Plan Detail

The itemized work plan, fees, and timeline section includes pricing for each detailed option listed below.

## Services:

### 1.0 | Operations Analysis

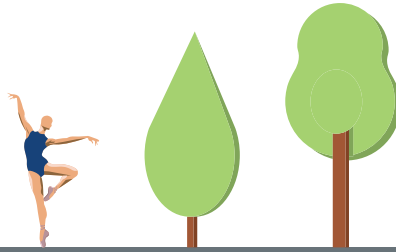
The operations analysis service will provide a high-level overview or executive summary of the major services offered by FSPD. It will include Board, staff, and community-driven recommendations. The consultant team does not intend to provide certified, architectural, engineering, ADA, or highly technical outcomes or advice but rather its opinions based on professional and educational experience as influenced by emergent and salient themes expressed by key stakeholders.

### 1.2 | Natural Areas Profile and Priorities

FSPD is the steward of more than 250 acres of unique and diverse natural areas including, but not limited to, mesic and wet mesic prairies, wetlands, woodlands, ponds, basins, designed and constructed wetlands, and retention/detention areas. This section of the plan will provide information related to service area, distribution, typology, flora/fauna, comparative analysis, and priorities for future capital and management activities.

### 1.2 | Parks, Trails, and Facilities Profile and Priorities

FSPD offers a myriad of active and passive recreation opportunities throughout its District. Indoor and outdoor recreation spaces and amenities will be inventoried and analyzed to compile a profile and determine future needs and priorities.



## **2.0 | Situational Analysis**

### **2.1 | Demographics, Trends, and Collaborations Analysis**

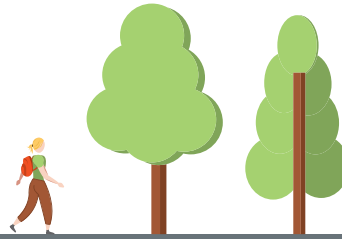
The intention of this stage is to provide a general overview of the national, community, and agency profiles regarding the provision of local parks and recreation services.

### **2.2 | Community Engagement**

This section includes additional interviews and focus groups with key stakeholders as determined by FSPD staff.

### **2.3 | Recreation Programs Profile and Priorities**

The program profile outlines current and future services to determine FSPD's programs are meeting its mission and recreation program philosophy. Possible objectives could include the evaluation of programs and services based on standards related to the conceptual foundation of play, recreation and leisure, community needs and desires, and gaps, niches, or deserts in recreation programming.



## 2.4 | Human Resources Profile and Priorities

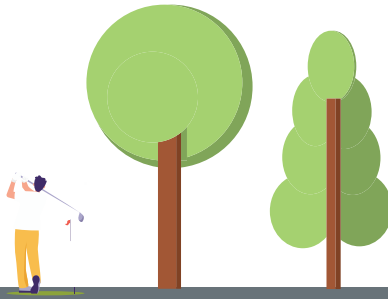
### 2.4.1 | Review of Operations Portfolio and Community Tour

The Campfire Concepts team will begin by reviewing all relevant documents to better understand the current operations, historical context, and recent initiatives. Operations portfolio documentation examples are (if applicable): reporting related to budgets, business plans, foundation information, previous and active grants, tax rates, EAV, program and facility fees, capital plans, strategic/master plans, administrative and Board policy manuals, ADA transition plans, surveys, evaluations, program and/or special events evaluation summaries, focus groups, annual reports, program guides, budget, and any other pertinent information. An in-person tour of the park district is also a critical component of this stage, pending the agreed upon timeline. The goal of this section is to provide historical context for the plan as well as goals for administrative standards.

### 2.4.2 | Staff Workshop

First, involved parties will collaboratively determine if the situational analysis and public input report/response matches previously held beliefs. This discussion is foundational for the next stage of the planning workshop: SWOC analysis. After all efforts have been exhausted to determine where FSPD is currently situated as an organization, staff will then be encouraged to use that information to assess FSPD's current values, vision, and mission statements to affirm the guiding principles of the Park District and its comprehensive plan. Staff will also be led through activities to share their thoughts and professional opinions about FSPD's comprehensive plan strategies and priorities.

## 3.0 | Prioritization and Plan Development



Finally, the staff and consultant teams will review the comprehensive results of the trends analysis, community engagement, situational analysis, recreation programs profile, and staff workshop to come to agreement on recommendations for potential courses of action, which will include key priorities, objectives, and measurable results. A plan outline will be developed, and authors will be assigned from the staff and consultant team for each section of the plan. The first draft of FSPD's comprehensive plan will be completed in this phase.

## **4.0 | Review Process**

The first draft of FSPD's comprehensive plan will be reviewed by the staff and consultant team and then presented to the Board of Commissioners for its review and feedback.

## **5.0 | Evaluative Measures and Milestones**

A final version of FSPD's comprehensive plan will be presented to the Board of Commissioners for its approval. The final copy will include recommendations for evaluation, a schedule for review and updates, and celebratory milestones to highlight achievements and successes.



# Itemized Work Plan & Fees

Listed below are the suggested services with corresponding fees. The services and fees have been itemized to build an appropriate package.

Timeline	Service	Standard Price
8–10 months	<b>1.0 Operations Analysis</b>	
	1.2 Natural Areas Profile and Priorities	\$1,500
	1.2 Parks, Trails, and Facilities Profile and Priorities	\$1,500
	<b>2.0 Situational Analysis</b>	
	2.1 Demographics, Trends, and Collaborations Analysis	\$1,750
	2.2 Community Engagement Summary	\$1,500
	2.3 Recreation Programs Profile and Priorities	\$1,250
	2.4 Human Resources Profile and Priorities	
	2.4.1 Review of Operations Portfolio and Community Tour	\$1,500
	2.4.2 Staff Workshop	\$4,000
	<b>3.0 Prioritization and Plan Development</b>	\$5,000
	<b>4.0 Review Process</b>	\$3,000
	<b>5.0 Evaluative Measures and Milestones</b>	\$3,000
<b>Total Based Upon Selected Services</b>		<b>\$24,000</b>

# Project Cost

## Cost:

The project total cost will be based upon selected services from the itemized work plan and fees table. The half of the total project cost is due upon signature of the contract. One quarter (1/4) of the remaining balance will be due at the agreed upon project midpoint. The final quarter (1/4) of the project total will be due at final plan delivery.

## Terms:

An available project start date is September 2023. A contract must be signed before work begins. The proposal is based on the information provided, and may be inappropriate if specifications change. This proposal is valid for 90 days.

## Cancellation Fee:

Equal to the amount of expenses incurred at time the project is cancelled.

# References

## Tracy Family Foundation

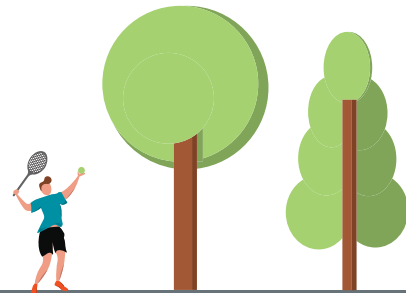
Dan Teefey, Executive Director  
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## Palos Heights Parks & Recreation Department

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Palos Heights, IL 60463  
mfairbanks@palosheights.org

## Macomb Park District

Rachel Lenz, Executive Director  
1406 N. Randolph St  
Macomb, IL 61455  
r.lenz@macombparks.com



# Appendix A: Project Team



# Jessie Scheunemann



PRESIDENT & CEO  
CAMPFIRE CONCEPTS

## Education

Bachelor of Fine Arts,  
University of Wisconsin – Stout

Associate Degree  
in Arts & Science,  
University of Wisconsin  
– Washington County

Jessie Scheunemann owns and operates Campfire Concepts with her husband, Jarrod Scheunemann. Together they lead an experienced team of project collaborators who offer marketing and consultation services to parks and recreation providers in Illinois. Jessie spearheads the marketing and design services at Campfire Concepts. She also runs her own graphic design studio, Jessie Marie Studio LLC.

Jessie has been a part of Campfire Concepts' project teams who have created strategic plans, community input reports, and marketing plans. She has also led workshops and conference sessions.

Jessie's design services help her clients bring clarity to their visual message. Those she works with rave about the design solutions, organizational

skills, and timely communication she uses to move a project to completion. Her current client list includes park districts, health and wellness companies, John Deere, and Lume Deodorant. Katie G., from Lume Deodorant said, "Lume released new packaging and Jessie was critical in getting it done and to the printer. I'm so happy for this partnership."

In 2003, she graduated from UW-Stout with a Bachelor of Fine Arts: Graphic Design, with a Business Minor. Then she spent six years building her technical foundation as a production artist at OEC Graphic, Inc. In 2007, she moved into a graphic designer role for Horizon Hobby, one of the top radio control vehicle companies in the world. Finally in 2011, she moved into her current role as a business owner.



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# Jarrold Scheunemann



VICE PRESIDENT, PARTNER  
CAMPFIRE CONCEPTS

## Education

M.S. Recreation Management,  
University of Illinois

## Registration and Certifications

Fundraising Management  
Certificate

Jarrold's world view is grounded in parks and recreation. Watch him at work or at play and it is easy to see his life's mission is to guide others to value people, art, and parks. Jarrold knows parks and recreation in Illinois. He has led strategic plans, needs assessments, focus groups, trainings and workshops, and applied research studies for numerous parks and recreation agencies exclusively in Illinois. His consulting and marketing firm has contracted with partners such as: Plainfield Park District, Buffalo Grove Park District, NWCSRA, Urbana Park District, SEASPAR, Rock Island Parks Recreation, Frankfort Square Park District, NWSRA, Oak Brook Park District, City of Pontiac, Palos Heights Parks and Recreation, and Macomb Park District. Jarrold has also led numerous workshops and presentations highlighting the art of planning and customer service at state and national conferences.

Before starting Campfire Concepts, Jarrold served as the Co-Director for the Office of Recreation and Park Resources where he engaged in applied research projects in over 200 communities in Illinois. He holds a master's degree in Recreation Management from the University of Illinois and certificate in Fundraising Management from IUPUI. He also received a bachelor's degree in Geographic Information Systems from the University of Wisconsin-Oshkosh.

Jarrold is an active Trustee of the Illinois Park and Recreation Foundation serving as Vice-Chair. He is a past member of IPRA's Board of Directors, Leadership Academy Board of Regents, and the Unplug Illinois advocacy campaign. Jarrold is the recipient of the 2014 IPRA Chairman's award, the 2015 AHS Academic Excellence Award, and 2011 Ronald H. Dodd award for student excellence in the Department of Recreation, Sport and Tourism at the University of Illinois.



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# Dr. Michael Mulvaney



**CAMPFIRE CONCEPTS CONSULTANT**  
RECREATION & PARK ADMINISTRATION  
PROGRAM DIRECTOR  
ILLINOIS STATE UNIVERSITY

## **Education**

PhD Recreation Management,  
University of Illinois

## **Registration and Certifications**

CPRP

Michael Mulvaney is the Recreation and Park Administration Program Director at Illinois State University. Dr. Mulvaney is a member of the National Recreation and Park Association, the Illinois Park and Recreation Association, and several regional park and recreation associations. Dr. Mulvaney has extensive experience working with public park and recreation agencies and professionals on a variety of management topics, including comprehensive planning projects, compensation and benefits administration, performance appraisal systems and practices, and training and development programs. Dr. Mulvaney's areas of research include human resource

management functions in public park and recreation agencies, management and organization of public park and recreation agencies, learning and the use of learning technologies in employee training, and planning processes in park and recreation agencies. Publications authored include two textbooks, journal articles, technical reports, and several national and international presentations. Dr. Mulvaney received a Ph.D. from the University of Illinois. Prior to obtaining his Ph.D., Dr. Mulvaney was employed with the Decatur Park District (Decatur, Illinois) in a variety of capacities including, Facility Management, Fitness, Programming, and Special Recreation.

# Laure L. Kosey



**CAMPFIRE CONCEPTS CONSULTANT**  
EXECUTIVE DIRECTOR  
OAK BROOK PARK DISTRICT

## Education

Doctor of Philosophy in Curriculum Studies, DePaul University, 2004

Master of Science in Athletic Administration, St. Cloud State University, 1998

Bachelor of Arts in Financial and Marketing Management, University of St. Thomas, 1990

## Registration and Certifications

Certified Playground Safety Inspector, 2002

Certified Park and Recreation Executive, 2019

Certified Park and Recreation Professional, 2006

Laure L. Kosey, Ed.D., CPRP, is the Executive Director at the Oak Brook Park District. Her path towards parks and recreation started in Minnesota at the College of St. Benedict where she taught leisure studies and coached women's soccer. In 1996, she became the first head women's soccer coach at DePaul University. In 2000, a career changing opportunity was offered as the new Director of Parks & Recreation for the Village of Riverside. Laure holds a B.A. in Financial Management and Marketing Management from the University of St. Thomas; a M.S. in Athletic Administration from St. Cloud State University, and received her Ph.D. in Curriculum Studies from DePaul University.

Under her leadership, the Oak Brook Park District has been recognized for the National Gold Medal Award, Illinois Distinguished Agency Accreditation, and CAPRA Agency

Accreditation. Most recently, a \$1 million universal playground, "The Sandlot" was created and a \$17.9 million referendum was passed in order to purchase 34-acres of open space from the McDonald's Corporation.

Laure has been a member of the Illinois Parks & Recreation Association (IPRA) since 2000. She is currently the Chair-Elect of the Administration & Finance Section Board for the IPRA and a member of the IPRA Diversity Task Force. She was also a former Board of Regent in IPRA Leadership Academy, a mentor in the inaugural year of the IPRA ProConnect Mentorship Program and has presented at IAPD/IPRA Conference, Leadership Academy, Professional Development School, Supervisor Symposium, and the Facility Management Workshop.

# Additional Team Members

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## Planning Experts

When the Frankfort Square Park District is ready to engage in next steps for the comprehensive plan services proposed, Campfire Concepts may present additional potential partners. We are dedicated to finding team members who are the perfect fit for your agency's project.





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