



BATAVIA PARK DISTRICT MOOSEHEART SITE MASTER AND BUSINESS PLAN

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CHAPTER ONE QUALIFICATIONS / PROJECT PORTFOLIO

WHO WE ARE

Next Practice Partners, LLC. is a team committed to building a more inclusive and innovative future for all through planning, training, and technology services.

WHAT WE DO

Master Planning + Strategic Planning+ Business Planning

We believe innovation is not a by-product, but the very essence of a planning process.

We also ensure that inclusion is not optional but an integral part of our approach.

This combination of innovation and inclusion fuels our approach to Master Planning, Strategic Planning, and Business Planning.

We are committed to helping users see their values and unmet needs reflected in the plans and developing plans that aren't just pretty pictures (that are unrealistic) but rather living documents that are financially and environmentally sustainable.

Our team's background as CAPRA visitors, fluency in 5 languages, and our proprietary digital technologies help us provide the most inclusive community engagement possible. In addition, we center empathy and equity at the core of our process through our focus on listening, storytelling, and the user experience.

Your plans will benefit from our experience on 150+ plans from Anchorage, Alaska to Allentown, Pennsylvania so that your roadmap for the future balances strategic goals and human capital along with infrastructure priorities and political realities.

OUR HISTORY

The Company was founded in 2022 and is headquartered in Carmel, Indiana and our project team members have close to 100 years of experience in the parks, recreation, and sports industries in addition to working with national Gold Medal agencies.

The staff profiled on the following pages will be directly involved in this Master Plan. The Founder & CEO has been a national leader in the parks and recreation industry space having served on the Board of the National Recreation and Park Association, spoken at multiple national conferences including in Illinois over several years and have consulted with parks and recreation / community services agencies all over Illinois and nationwide.

OUR VISION

A more inclusive and innovative future for all

OUR MISSION

To help communities prepare for what's next

OUR VALUES

Inclusion + Innovation + Information = Inspiration

OUR SUB-CONTRACTORS

KIMLEY-HORN PLANNING & DESIGN CONSULTANTS (CURRENTLY WORKING ON THE STRATEGIC MASTER PLAN)

Kimley-Horn is a national engineering, planning, and environmental consulting firm providing aviation, environmental sciences, ITS, land development, landscape architecture, transit, transportation, urban planning, and water resources services.

Kimley-Horn's landscape architects and urban planners have extensive public- and private-sector experience, ranging from master planning, park and open space design, and urban design. We create unique and context-sensitive solutions that evoke a strong sense of place and balance economic, environmental, and social values, all while adhering to client budgets and long-term maintenance obligations. Our ultimate goal is to respond to the distinct needs of each community we serve.

Kimley-Horn is a full-service firm specializing in all aspects of land use, urban design, transportation planning, and implementation. For more than 55 years, Kimley-Horn has completed comprehensive plans, downtown plans, land planning, zoning, rezoning, and mobility plans for cities and counties. We are dedicated to the development of smart, planned, and thoughtful updates to encourage economic development and provide a quality living experience for both new and existing residents and businesses. Our team of experts brings a distinct understanding of the unique needs of each community in which we work and translate those needs into plans that balance vision, clear policy guidance, and market realities.

CHAPTER TWO – PROJECT MANAGEMENT

OUR TEAM

NEELAY BHATT – PRINCIPAL CONSULTANT

Founder & CEO

Location: Carmel, IN

Education

Exec. Education Sr. Executives in State and Local Government - Harvard University

Masters in Sports Administration - Ohio University

Masters in Business Administration - Ohio University

Post Graduate Diploma in Advertising & Public Relations - University of Mumbai

Bachelor of Psychology and Economics - University of Mumbai



Mr. Bhatt’s career on five continents includes Disney, The Super Bowl, The Olympics, and years of consulting, public speaking, and training. He champions “Ideas Worth Spreading” as the curator for TEDxCollegePark, TEDxIndianapolis, and TEDxIndianapolisWomen, and his service as a trustee for the National Recreation and Park Association sought to ensure “no child was left indoors.”

As the Founder & CEO of Next Practice Partners, he combines inclusion and innovation to help agencies prepare for “what’s next” through planning, training, and technology solutions. Over his 25-year journey, he has developed business and operations plans for Los Angeles County serving 12 million people, trained Olympic Governing bodies, and co-created the world’s largest municipal customer service and leadership training initiative for Chicago Park District’s 3000 employees.

His Master and Strategic planning work with Atlanta, Broward County, Charlotte-Mecklenburg County, Indianapolis, Las Vegas, and San Diego, among others have recommended facility development and infrastructure improvements totaling over \$2.5 billion, shaping a more equitable and accessible future for all. In addition, he has extensively worked all over California including City of San José, City of Fremont, City of Gilroy, City of Walnut Creek, Pleasant Hill Recreation and Park District, City of Benicia, City of San Diego, City of Carlsbad, City of San Clemente, Los Angeles County, Riverside County, City of Chino, City of Pasadena, and many others.

As a first-generation immigrant raised by three women and a father who always showed up, he hopes to model the same for his two kids. These life experiences are woven into his keynotes on next practices and trends, the art of storytelling, and magical customer service, and have inspired executives, professionals, startups, and students from Charlotte to China and from Switzerland to New Zealand.

JASON ELISSALDE – ASSISTANT PROJECT MANAGER

Senior Project Manager

Location: Carmel, IN

Education

BA Communication and Media Studies/ Cal State University, Sacramento

Mr. Elissalde has 25 years of experience in training, development, and management both in the private and public sectors. Within his work in the public sector with organizations such as Enterprise Rent-A-Car, and Target; Jason would lead multiple teams and processes; receiving awards and commendations for his work in customer service, operational excellence, data analytics, and fiscal growth.



Born and raised in Sacramento, he would finally find his “Why” in his seven-plus years at Willamalane Park and Recreation District, where he was a key part of their National Gold Medal-winning team and take the lead in their, now, successful CAPRA accreditation process. He

championed the District's workplace culture, with a focus on staff development and a "mission" focused approach to problem-solving, goal setting, and personal accountability.

A consultant, a CAPRA accreditation visitor, and a passionate Disney fan (ask him about his Tinker Bell story someday) committed to being an ally for those not in the room, he routinely speaks nationally on workplace culture, change management, purpose-driven leadership, and the importance of developing an emotional connection to the work we do and the communities we serve.

SARAH SAWHNEY – DATA ANALYSIS AND A.I. SPECIALIST

Sarah Sawhney is a graduate of Purdue University, specializing in Artificial Intelligence and Machine Learning, while also pursuing a Certificate in Collaborative Leadership and a Minor in Astronomy. Her academic journey reflects a passion for cutting-edge technology and a strong commitment to fostering teamwork and leadership.



Driven by curiosity, Sarah has explored practical applications of technology, delving into machine learning, data modeling, and autonomous systems. Her projects range from designing intelligent models to creating autonomous solutions for drones and race cars, always with a focus on real-world impact.

She has also gained valuable experience in market research and data analytics, using tools like Power BI and Confluence to generate insights and drive business solutions. This blend of theory and hands-on experience allows her to approach challenges from multiple angles with creativity and precision.

SUBCONTRACTOR PROFILES

DANIEL GROVE, PLA, AICP, LEED AP – PROJECT LEAD (KIMLEY-HORN)

Associate

Location: Chicago, IL

Education

BA Landscape Architecture – University of Wisconsin-Madison

Mr. Grove has 25 years of landscape architecture and planning experience in the Chicago region and has worked on a variety of projects including strategic master plans, park master plans, comprehensive plans, streetscape design, and signage systems. His experience with such a diverse range of projects has helped inform and enrich his approach, taking the knowledge gained from previous undertakings and applying them to new contexts.



Mr. Grove has built his career around co-design. He believes that the best public processes require active listening to stakeholders, developing alternative solutions, and using an iterative process to get to a final result.

He has a passion for placemaking and strives to create projects that embrace the unique characteristics of the community, create a sense of pride, and improve the quality of life of the users.

Within the last year, he finally got lured into playing pickleball with some friends and now understands what all the fuss is about.

JOE COGSWELL, PLA – PROJECT SUPPORT (KIMLEY-HORN)

Landscape Architect

Location: Chicago, IL

Education

BS Landscape Architecture – Purdue University

Mr. Cogswell has nearly 10 years of landscape architectural experience in arboriculture, horticulture, irrigation, urban design, pedestrian/bicycle transportation planning, playgrounds, and parks and recreation. Much of his project experience has been within the municipal, public, and commercial sector(s) with a focus on community parks, athletic complexes, and streetscapes.



Mr. Cogswell is a Certified Arborist and has worked for Kimley-Horn in two different offices: first in California, and now in Illinois. On his return to the Midwest, he was on staff as a Park Planner at Elmhurst Park District, before rejoining Kimley-Horn.

Mr. Cogswell is detail oriented and is always seeking ways to enhance processes and provide the best results to projects and clients. He enjoys going for long walks on the beach and is also a kiteboarding enthusiast. He braves the waves and winds on Lake Michigan when he is not spending time with his wife and daughter.

CHAPTER THREE – SCOPE OF SERVICES

PHASE 1: DISCOVER (COMMUNITY NEEDS)

TASK 1: PROJECT MANAGEMENT

Our team is committed to partnering with you on the site plan process in conjunction with the Strategic Master Plan process, that is ongoing. We will continue to use the following mechanisms:

1. Initial Kickoff Meeting
2. Bi-monthly project status meetings
3. Shared folders for collaborative work
4. Communication with elected and appointed bodies

Data Review including current Parks and Recreation Strategic Master Plan (ongoing), previous Needs Assessment and any other relevant documents.

District Staff Involvement: We see this project as a collaborative process and envision the District staff to be involved throughout through a project manager and the Leadership Team. This may be in the form of a small project leadership team and / or an internal steering committee that will attend bi-monthly meetings, provide review and feedback, address data requests and provide spaces, as needed for onsite meetings and community engagements.

Consulting Team Involvement: The Consulting team will ensure the presence of a Principal Consultant and Project Manager in addition to an Assistant Project Manager along with varied support staff throughout the project. Through the bi-monthly meeting structure, meeting agenda and project action plan, we ensure ongoing and transparent communication throughout.

TASK 2: PUBLIC INPUT

We will engage the community in tandem with the Strategic Master Plan process and in a focused manner to obtain in-depth and targeted input. These will include:

- A. **Key Leadership/Focus Group/Stakeholder/ Staff Interviews** – The Consulting Team will engage stakeholders, key leaders and staff interviews and discussions through a combination of individual / small group discussions in person and online. We propose conducting at least 8-10 interviews (and additional virtually) to help identify site specific priorities, unmet needs, and concerns.
- B. **Public Workshops** – These meetings are open to all and will be held on-site to seek community feedback on site specific amenities, programs and vision for use.

We propose to conduct at least three (3) public meetings:

Seek Input:

- Two (2) initial in-person workshops to obtain the vision.

Share Findings and Draft Recommendations:

- One (1) follow-up to share ideas.



Each workshop will have options for live polling through the meeting platform or our digital tools to share input and see results in real time.

- C. **Special Event / Cultural Event Outreach** – We will partner with District staff to identify the key special events/ cultural events such as Windmill City Festival, River Rhapsody Concert Series or Pints by the Pond among others to share Plan info and obtain feedback. This can be

done through intercept surveys at the event or a specific booth. If possible, we could also do a pop-up outreach event at a school / park.

- D. **Bilingual Electronic Survey** (use existing Needs Assessment Data) – The Consulting Team can use data from the needs assessment or can create a bilingual online survey administered in English and Spanish through www.surveymonkey.com. This survey will be promoted through the Project website and the District’s website and promotional mediums to maximize outreach and response rates.
- E. **Multilingual ADA Accessible Digital Platform** – The Consulting Team will use www.YouFunIsOurBusiness.com to share all project updates and milestones to ensure a transparent and collaborative process to engage the community, especially ones that may not participate in meetings.



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PHASE 2: ASSESS (MARKET CONDITIONS)

TASK 3: RESOURCE ANALYSIS

TARGET MARKET PROFILE

The Consulting Team will develop a target market profile based on drive times and distances for a primary, secondary and tertiary audience.

This will be done using information from US Census and census tract data from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends.

This will also include recreation participation trends Sports & Fitness Industry Association’s (SFIA) 2025 Study of Sports, Fitness and Leisure Participation.

PROGRAMMING PLAN

The Consulting Team will use review community input, market offerings, levels of service gaps and trends to identify the programmatic mix of offerings that may be best suited for the site.

This will help ensure that program needs can drive the site master plan design and components.

PHASE 3: DEVELOP (THE PLAN)

TASK 4: CONCEPT DEVELOPMENT

The Consulting will begin the concept design process based on the identified and desired programming for the site. This will include developing a proposed program for the park and validating with District staff and the design team to review and confirm desired program elements and site amenities.

The Consulting Team will prepare up to three (3) Sketch Concept Layout Plans for the identified property. The intent of these sketch concepts is to convey general layout, scale, potential amenities, and relationship of the proposed building, supporting parking, and other desired program elements as discussed with District staff.

These sketch concepts will be provided and presented to the Client with general annotations and callout of plan features. Sketch concepts will take into consideration program intent corresponding to the Client-provided information and general observations.

This task will be limited to design components that can include: walkways and hardscape areas, shade structures, seating, pedestrian-level lighting, material surfaces, playground areas, sports fields or courts, conceptual furnishing layout, and conceptual landscape areas.

TASK 5: DESIGN REVIEW AND UPDATES

Following Client review and feedback of the sketch concepts, the Consulting Team will prepare one (1) Final Master Plan. This plan will incorporate design feedback and changes along with proposed hardscape materials, furnishings, and amenities.

The master plan will be prepared as an illustrative 2D rendering, and at a scale and quality to be either presented on a large format mounted board or displayed digitally for presentation or online application. The Master Plan will include representative color and texture of hardscape and landscape materials and representative preliminary furnishings.

This task includes up to three (3) meetings, to be conducted in person / online or some combination, with the Client and stakeholders at various phases of the process, and as requested by the Client. These meetings are anticipated to be held pre-design, following submission and review of the Sketch Concepts, and at the submission of the Final Master Plan.

Uto two (2) supplemental exhibits boards may be included with character images of materials, products, amenities, or spaces. The Consulting Team will also provide a narrative description of the master plan that can be used for press releases, District web site, or other public facing publication.



TASK 6: COST RECOMMENDATIONS & HIGH LEVEL BUSINESS PLAN

FEASIBILITY ANALYSIS

Based on community input, market conditions and capital considerations, the Consulting Team will collaborate with staff to provide a feasibility assessment of the site's programmatic components.

This will identify potential options for site, partnerships, programming, design and financial information that will help guide the future business planning process for the Community Recreation Center and the sustainability of the proposed options.

STAFFING RECOMMENDATIONS

The Consulting team will review future needs and identify next practices to determine impacts on future staffing levels.

Additionally, our team will also share trends for future staffing and innovative staffing models and structures that incorporate automation and AI as potential complements to on-site staff.

TASK 7: FINAL REPORT AND PRESENTATIONS

PRESENTATIONS

The Consulting Team will present the summary recommendations and findings from the process to identify the plan for the proposed site and how can it meet the various community demands from the Strategic Master Plan process. This will be a combination of in-person and virtual options to get community feedback and iterate as required, and obtain input from District leadership.

DRAFT REPORT

The Consulting team will develop the draft report with the findings and feasibility study for staff review. Based on staff feedback, the plan will be updated for its final version.

FINAL REPORT

The final report will be presented to District staff in a digital format with all supporting documentation in an easy-to-understand manner with realistic operations analysis, written physical conditions including visuals and all supporting appendix data.

FINAL DELIVERABLES

- A minimum of two (2) on-site presentations to District Board and staff
- Up to three (3) Sketch Concept Layout Plans, one (1) Final Master Plan, up to two (2) Character Image Boards, submitted electronically as digital .PDF format (color) and one (1) narrative description submitted as Word (.DOC) format. Revisions to concept layouts are not included as part of this task. Kimley-Horn will revise the Final Master Plan up to one (1) time based on ordinary and reasonable Client comment, and/or site plan changes. Additional revisions, based on additional comments or major site changes could be completed as Additional Services.
- A color digital visual presentation version in an Adobe Portable Document Format (PDF) of the report will be included that can easily be shown during community meetings and other District presentations, added to the District's website, and downloaded to a flash drive, or other software to allow for viewing by the general population.

CHAPTER FOUR – REFERENCES

GURNEE PARK DISTRICT

Ms. Susie Kuruvilla, Executive Director, 847 833 3746; skuruvilla@gurneeparkdistrict.com

Team

- Neelay Bhatt, Principal Consultant and Project Manager
- Jason Elissalde, Asst. Project Manager
- Kimley Horn, Daniel Grove and Joe Cogswell
- ETC Institute

LISLE PARK DISTRICT

Mr. Dan Garvy, Director of Parks & Recreation; 630 353 4310; dgarvy@lisleparkdistrict.org

Team

- Neelay Bhatt, Principal Consultant and Project Manager
- Jason Elissalde, Asst. Project Manager
- Kimley Horn, Daniel Grove and Joe Cogswell
- ETC Institute

WARRENVILLE PARK DISTRICT

Mr. Tim Reinbold, CPRP, Executive Director; 630.393.7279 x 304; timr@warrenvilleparks.org

Team

- Neelay Bhatt, Principal Consultant and Project Manager
- Jason Elissalde, Asst. Project Manager
- Kimley Horn, Daniel Grove and Chris Wilson
- ETC Institute

HUNTLEY PARK DISTRICT

Mr. Scott Crowe, CPRP, Executive Director; 847 669 5463; scrowe@huntleyparks.org

Team

- Neelay Bhatt, Principal Consultant and Project Manager
- Jason Elissalde, Asst. Project Manager
- ETC Institute

INDIANAPOLIS PARKS AND RECREATION

Ms. Phyllis Boyd, Director; 512 619 9181; phyllis.boyd@indy.gov

Team

- Neelay Bhatt, Principal Consultant and Project Manager
- Jason Elissalde, Asst. Project Manager
- Rumnik Ghuman

CHAPTER FIVE – **SCHEDULE**

The Consulting team envisions this to be an 6-8-month process from the time of project commencement and upon determination of the final scope.

CHAPTER SIX – FEE PROPOSAL

FULL FEE PROPOSAL

Note: The fees reflect the baseline cost of doing this as a standalone plan versus combining with existing work with the Strategic Master Plan.

Scope		Standalone Fees	Combined (with existing Plan) Fees
Task 1: Project Management, Progress Reporting & Data Review		\$12,000	\$6,000
	Kick-off Meeting & Project Management		
	Data Collection		
	Ongoing Updates		
Task 2: Public Input		\$28,000	7,000
	Key Leadership/Focus Group/Stakeholder/ Staff Interviews		
	Public Workshops		
	Special Event / Cultural Event Outreach		
	Bilingual Electronic Survey		
	ADA Accessible Website		
Task 3: Resource Analysis		\$10,000	\$7,000
	Target Market Profile		
	Programming Plan		
Task 4: Concept Development		\$20,000	\$15,000
Task 5: Design Review and Updates		\$10,000	\$10,000
Task 6: Recommendations and High-Level Business Plan		\$22,000	\$15,000
	Feasibility Analysis		
	Staffing Recommendations		
Task 7: Draft and Final Master Plan		\$18,000	\$8,000
	Presentations		
	Draft Report		
	Final Report		
	Total Fees	\$120,000	\$68,000
	(Expenses)	\$7,000	\$0