



MEMORANDUM

**DATE:** May 14<sup>th</sup>, 2019

**TO:** Chairman Waverley and Members of the Parks & Recreation Commission

**FROM:** Heather Bereckis, Superintendent of Parks & Recreation

**RE:** April Staff Report

The following is a summary of activities completed by the Parks & Recreation Department during the month of April.

**Katherine Legge Memorial Lodge**

Preliminary gross rental and catering revenue for the fiscal year-to-date is \$164,888. Rental revenue for the eleventh month of the 2018/19 fiscal year is \$9,804. In March, there were eight events held at the Lodge, which was two less than the previous year, however revenue for the month is up due to the size and type of events. Expenses for March are lower than the previous year; this is due to and timing of projects and invoices.

REVENUES	March		YTD		Change Over the Prior year	2018-19 Annual Budget	FY 18-19 % of budget	2017-18 Annual Budget	FY 17-18 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$8,045	\$9,804	\$128,694	\$150,388	\$21,694	\$150,000	100%	\$160,000	80%
Caterer's Licenses	\$0	\$0	\$11,500	\$14,500	\$3,000	\$13,000	112%	\$11,000	105%
<b>Total Revenues</b>	\$8,045	\$9,804	\$140,194	\$164,888	\$24,694	\$163,000	101%	\$171,000	82%

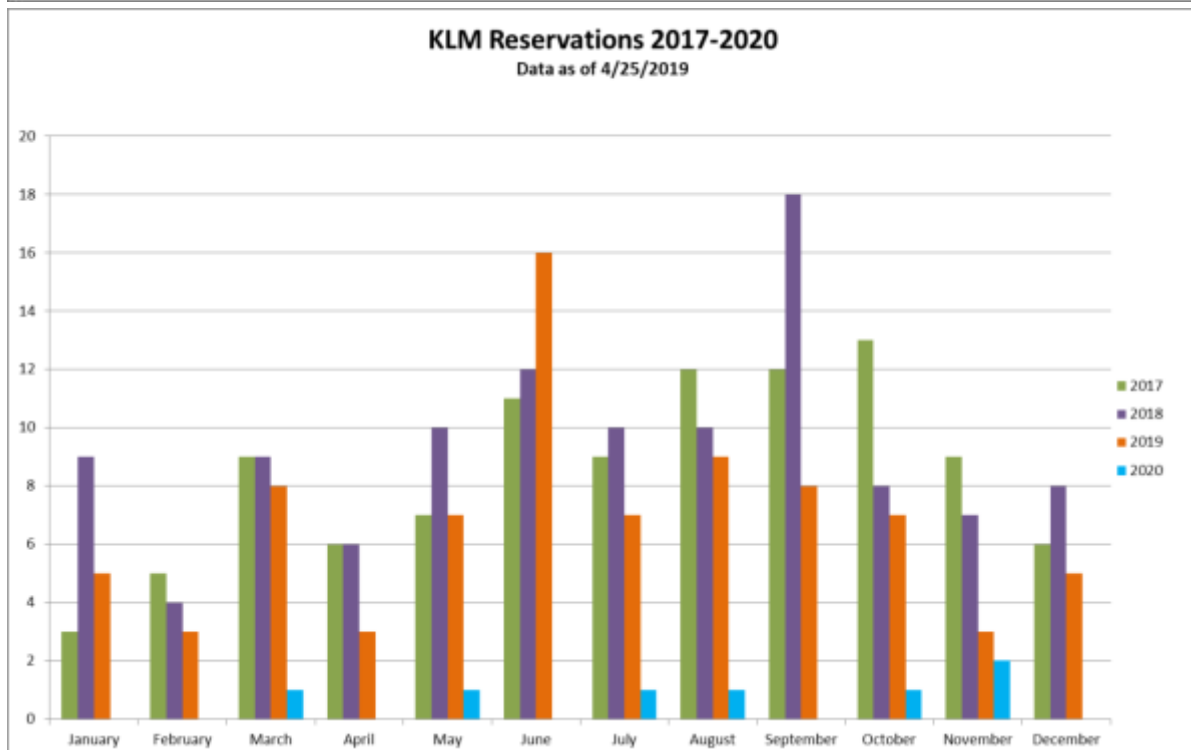
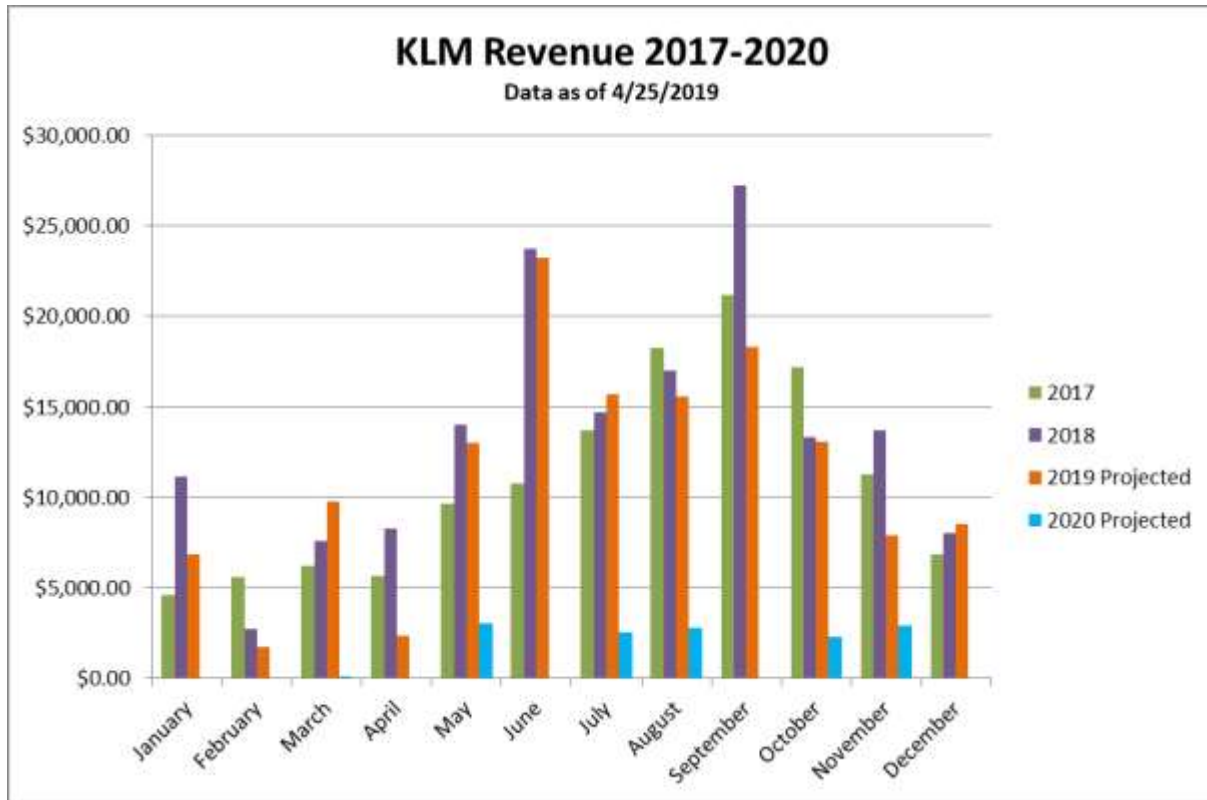
EXPENSES	March		YTD		Change Over the Prior year	2018-19 Annual Budget	FY 18-19 % of budget	2017-18 Annual Budget	FY 17-18 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
<b>Total Expenses</b>	\$11,674	\$10,247	\$131,783	\$140,200	\$8,417	\$195,839	72%	\$197,651	67%
<b>Net</b>	(\$3,629)	(\$443)	\$8,411	\$24,688	\$16,277				



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KLM Gross Monthly Revenues								
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845	\$ 12,495	\$ 23,045
July	\$ 13,559	\$ 9,786	\$ 18,650	\$ 12,909	\$ 27,475	\$ 12,550	\$ 15,000	\$ 16,874
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 11,500	\$ 18,555	\$ 15,205
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 12,645	\$ 15,410	\$ 27,860
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,045	\$ 15,180	\$ 12,770
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700	\$ 12,500	\$ 13,450
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	\$ 8,125	\$ 9,125
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	\$ 18,089	\$ 6,855
February	\$ 2,301	\$ 6,981	\$ 7,575	\$ 3,120	\$ 2,400	\$ 4,550	\$ 2,495	\$ 1,725
March	\$ 2,506	\$ 7,669	\$ 4,245	\$ 6,725	\$ 8,945	\$ 5,944	\$ 8,045	\$ 9,804
April	\$ 2,384	\$ 4,365	\$ 3,600	\$ 12,695	\$ 9,125	\$ 4,300	\$ 7,482	
total	\$ 107,807	\$ 123,680	\$ 146,421	\$ 180,953	\$ 187,195	\$ 132,360	\$ 143,101	\$ 150,388

The graph below shows the past three years of lodge revenue and the upcoming years' projections. Future projections are based on what is currently booked. Also included is a graph indicating the number of monthly reservations so far for 2019 and 2020. Typically events are booked 6-18 months in advance of the rentals; however, if there are vacancies, staff will accept reservations within 5 days of an event. These tracking devices will be updated monthly.





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Staff is currently working with the approved marketing plan for the 2018/19 FY, including the addition of Search Engine Optimization (SEO) and progressive marketing through The Knot. A sub-committee was started and held its fourth meeting on March 21<sup>st</sup>. The committee is working on expanding the detailed marketing plan, specific to KLM; including rebranding marketing materials and upgrading the website. The next committee meeting will be held in June.

KLM Lodge hosted their annual Open House for potential clients and the public on March 14<sup>th</sup>. Over 100 people attended. Preferred caterers and vendors set up tables at this event as well.

### **Upcoming Brochure & Activities**

#### **Brochure & Programming**

The winter/spring programs will be completed by the end of May, with summer programming starting the second week of June. The 2019 Summer Brochure was delivered to residents and available online on March 18<sup>th</sup>. Resident registration opened March 25<sup>th</sup> and non-resident registration opened on April 8<sup>th</sup>.

#### **Special Events**

The next special events will be the Teen Spashtacular at the Pool on Friday June 7<sup>th</sup>; Taco Tuesday in Burlington Park on June 11<sup>th</sup>; Lunch on the Lawn in Burlington Park on June 12<sup>th</sup>, and the Summer Brew & Q at KLM on June 14<sup>th</sup>.

The Easter Egg Hunt on Saturday April 20<sup>th</sup>, in Robbins Park was a huge success. This event was coordinated in conjunction with the Community House. The week after the Egg Hunt was the annual Park Clean-Up Day on Friday, April 26<sup>th</sup>. This was also a very successful event. Community groups volunteered and conducted park clean-up projects and spring plantings in conjunction with the Public Services Department. Trader Joe's donated snacks and refreshments for all the volunteers.



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### Field & Park Updates

#### Fields/Parks

All fields and bathrooms were reopened as of April 1<sup>st</sup> for the spring season. Staff is now working to book summer and fall field space for 2019.

#### Community Pool

2019 pool passes went on sale on March 1<sup>st</sup>. Membership sales for the current season are currently ahead of the prior season by 12% (\$12,370) A breakdown of total pass sales in comparison to the prior year are provided in the table below.

Details on the upcoming season's programming and events are included in the Summer Brochure. New pool events have been added such as Member Appreciation Night, Mermaid and Pirate Meet-n-Greet, and Armed Forces/First Responders Night; and returning events like Cardboard Boat Regatta, Christmas in July/Float-in Movie, and the Dog Days of Summer. The pool opens for the season on Saturday, May 25<sup>th</sup>.

As of May 6, 2019	As of May 7, 2018 2018 Pass Revenue				As of May 6, 2019 2019 Pass Revenue					
	New Passes	Renew Passes	Total	Revenue	New Passes	Renew Passes	Total	Revenue	% Change Over Prior Year	Change Over the prior year
<b>Resident</b>										
Nanny + Nanny Super	17	25	42	\$2,850	26	27	53	\$3,050	7%	\$200
Family Primary	42	160	202	\$58,630	58	141	199	\$57,445	-2%	-\$1,185
Family Secondary	168	513	681		197	471	668			
Individual	2	8	10	\$1,485	6	3	9	\$1,485	0%	\$0
Senior Pass	2	12	14	\$1,120	8	11	19	\$1,520	36%	\$400
Family Super	78	19	97	\$4,850	78	19	97	\$4,850	0%	\$0
<b>Resident Total</b>	<b>309</b>	<b>737</b>	<b>1046</b>	<b>\$68,935</b>	<b>373</b>	<b>672</b>	<b>1045</b>	<b>\$68,350</b>	<b>-1%</b>	<b>-\$585</b>
<b>Neighbory</b>										
Neighbor Family	25	34	59	\$21,560	53	40	93	\$33,980	58%	\$12,420
Neighbory Individual	1	0	1	\$240	0	0	0	\$0	-100%	-\$240
Neighbor Addtl	80	120	200		176	141	317			
<b>Neighbory Total</b>	<b>106</b>	<b>154</b>	<b>260</b>	<b>\$21,800</b>	<b>229</b>	<b>181</b>	<b>410</b>	<b>\$33,980</b>	<b>56%</b>	<b>\$12,180</b>
<b>Non-Resident</b>										
Non Resident Family	1	0	1	\$515	0	1	1	\$515	0%	\$0
Non Resident Family Secondary	4	0	4		0	4	4			
Non Resident Individual	0	1	1	\$260	0	0	0	\$0	-100%	-\$260
Non Resident Senior	2	1	3	\$465	3	3	6	\$930	100%	\$465
Non Resident Nanny	7	4	11	\$990	7	6	13	\$1,170	18%	\$180
<b>Non-resident Total</b>	<b>14</b>	<b>6</b>	<b>20</b>	<b>\$2,230</b>	<b>10</b>	<b>14</b>	<b>24</b>	<b>\$2,615</b>	<b>17%</b>	<b>\$385</b>
10-Visit	10		10	\$730	14		14	\$1,120	53%	\$390
<b>TOTAL</b>			<b>0</b>	<b>\$93,695</b>				<b>\$106,065</b>	<b>13%</b>	<b>\$12,370</b>