



MEMORANDUM

DATE: September 11, 2018

TO: Chairman Waverley and the Parks and Recreation Commission

FROM: Heather Bereckis, Superintendent of Parks & Recreation

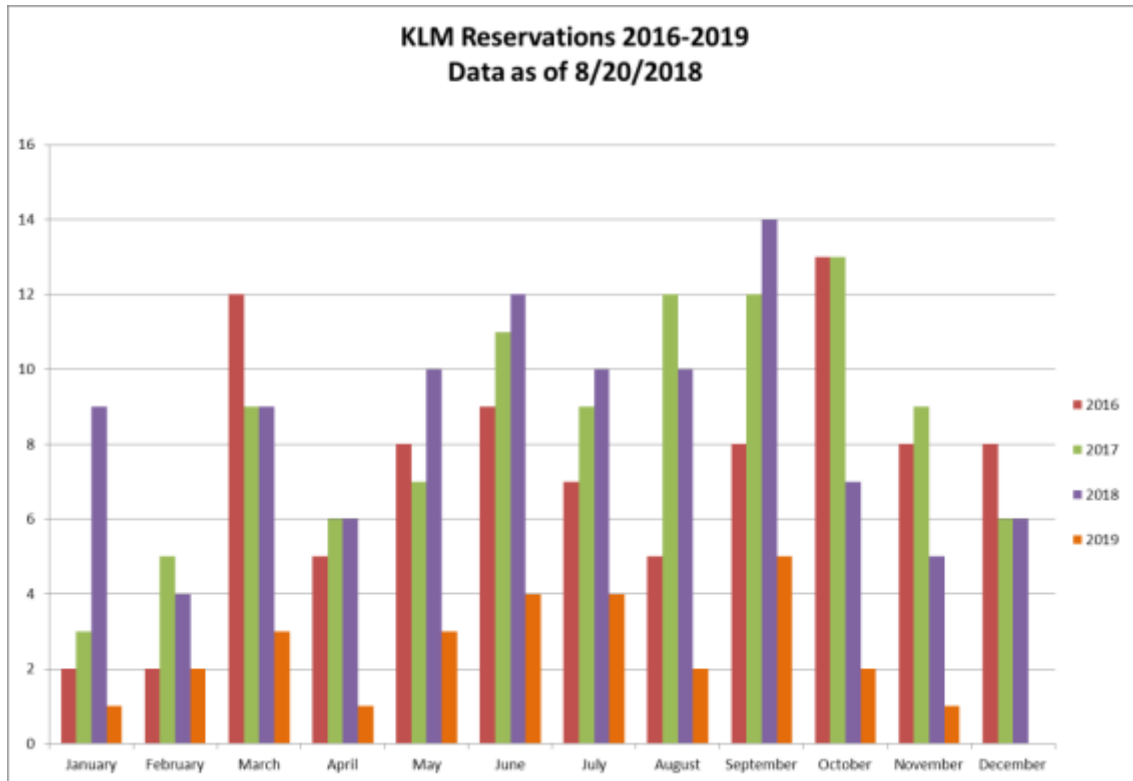
RE: August Staff Report

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

Katherine Legge Memorial Lodge

Preliminary gross rental and catering revenue for the fiscal year to-date is \$67,594. Rental revenue for the third month of the 2018/19 fiscal year is \$16,874. In July, there were 10 events held at the Lodge, which is two more than the previous year. Expenses for June are currently down 40% (\$5,024) over the prior year; this is primarily due to timing of invoices.

| REVENUES | July | | 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 | \$15,000 | \$16,874 | \$37,220 | \$53,594 | \$16,374 | \$150,000 | 36% | \$160,000 | 23% |
| Caterer's Licenses | \$0 | \$500 | \$10,500 | \$14,000 | \$3,500 | \$13,000 | 108% | \$11,000 | 95% |
| Total Revenues | \$15,000 | \$17,374 | \$47,720 | \$67,594 | \$19,874 | \$163,000 | 41% | \$171,000 | 28% |
| EXPENSES | July | | 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 | | | | | |
| Total Expenses | \$12,561 | \$7,537 | \$25,596 | \$27,130 | \$1,534 | \$195,839 | 14% | \$197,651 | 13% |
| Net | \$2,439 | \$9,837 | \$22,124 | \$40,464 | \$18,340 | | | | |

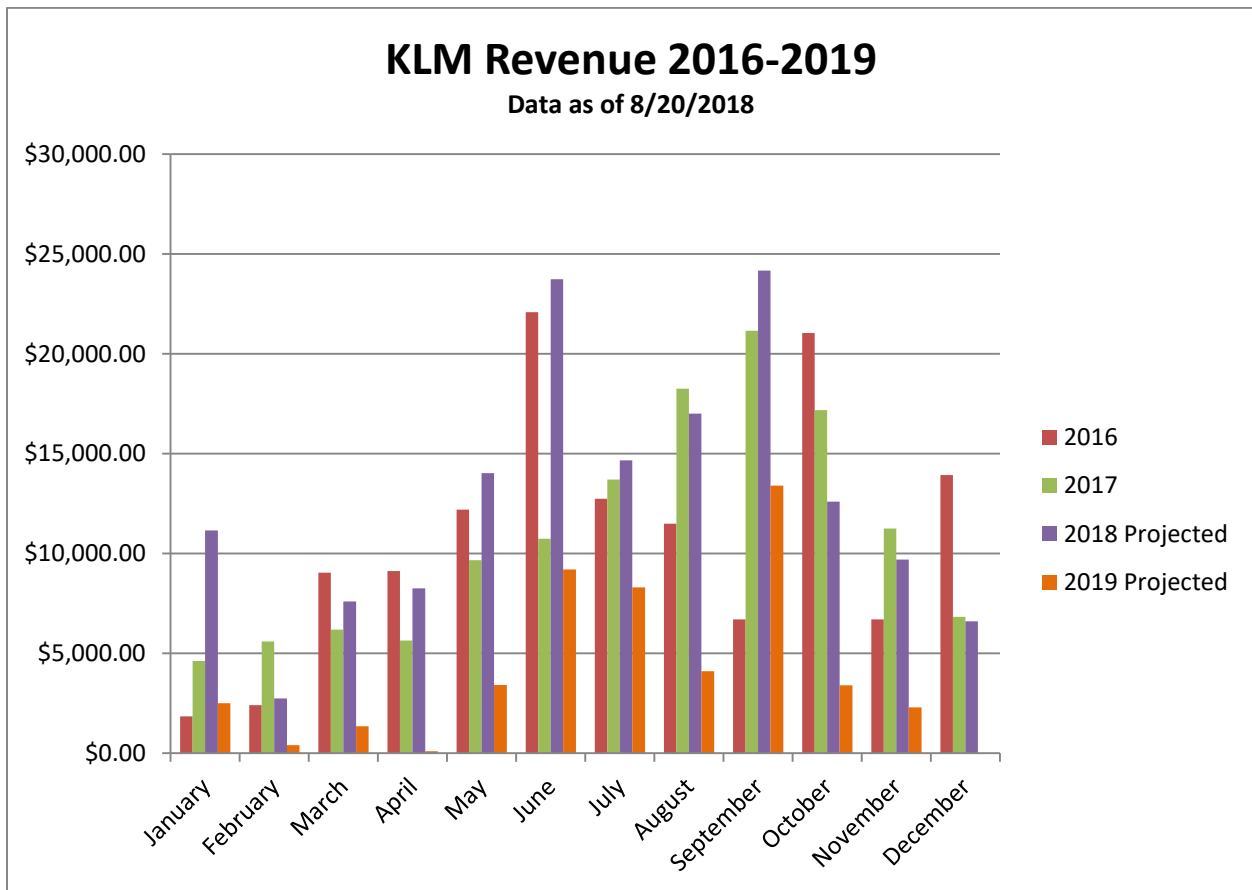


| KLM Gross Monthly Revenues | | | | | | | | |
|----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Month | 2011/12 FY | 2012/13 FY | 2013/14 FY | 2014/15 FY | 2015/16 FY | 2016/17 FY | 2017/18 FY | 2018/19 FY |
| May | \$ 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 | |
| September | \$ 14,823 | \$ 14,498 | \$ 12,137 | \$ 24,510 | \$ 15,250 | \$ 12,645 | \$ 15,410 | |
| October | \$ 16,347 | \$ 15,589 | \$ 14,825 | \$ 23,985 | \$ 25,580 | \$ 21,045 | \$ 15,180 | |
| November | \$ 8,256 | \$ 11,612 | \$ 8,580 | \$ 14,724 | \$ 14,825 | \$ 6,700 | \$ 12,500 | |
| December | \$ 8,853 | \$ 10,265 | \$ 13,366 | \$ 17,290 | \$ 17,200 | \$ 13,457 | \$ 8,125 | |
| January | \$ 1,302 | \$ 4,489 | \$ 250 | \$ 8,450 | \$ 2,850 | \$ 4,624 | \$ 18,089 | |
| February | \$ 2,301 | \$ 6,981 | \$ 7,575 | \$ 3,120 | \$ 2,400 | \$ 4,550 | \$ 2,495 | |
| March | \$ 2,506 | \$ 7,669 | \$ 4,245 | \$ 6,725 | \$ 8,945 | \$ 5,944 | \$ 8,045 | |
| 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 | \$ 53,594 |



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The graph below shows the past three years of lodge revenue and the upcoming year's projection. Future predictions are based on the average revenue from the event type. Also included below are charts indicating the number of reservations and reservation type by month. 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.



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 second meeting on July 12th. The committee is working on developing a detailed marketing plan, specific to KLM. Staff is currently working on tasks from the second meeting; a third meeting will take place in September.



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Upcoming Brochure & Activities

Brochure & Programming

The fall brochure was delivered to residents homes on Monday, July 30th. Registration began on Monday, August 6th. This fall, there are a number of new classes and special events including the KLM Wine Mixer and a fall photo contest. The KLM Wine Mixer on Sunday, October 7th is being sponsored by Binny's Beverage Depot and the fall photo contest is being sponsored by Bannerville, Inc. using the hashtag #FallingforHinsdaleParks.

Special Events

The next special event is The Dog Days of summer at The Hinsdale Community Pool. The event is being held on Saturday, September 8th from 9am-1pm. Dogs will be allowed to swim in the pool during designated hours. A variety of rules and stipulations apply for safety reasons, and lifeguards will be on duty. This is the first year for this event, and it was widely requested by residents in past years. Humans will not be permitted to swim during this event.

Summer events were finalized in August with the last Lunch on the Lawn and Movie in the Park. Lunch on the Lawn was held on August 1st and featured Smarty Pants. The event was well attended and was featured in the Hinsdalean. Movie in the Park was held on August 10th, featuring the movie Wonder. The event saw over 200 attendees, all who received free popcorn and water courtesy the Parks & Recreation Department. This event was sponsored by Amita Health

Field & Park Updates

Fields/Parks

Staff has finalized requests and booking for fall field space. Public Service staff began striping fields for football in mid-July and will finalized soccer and lacrosse fields the week of August 20th. Travel Soccer began the week of August 20th, with AYSO soccer beginning the week of August 27th. Fall sports like St. Isaac Football and Falcon Football began the week of July 30th. Cross Country meets at KLM Park will begin in late August and continue through mid-October.



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Community Pool

The Hinsdale Community Pool opened for the season Saturday, May 26th. A summary of current membership revenue is below.

This summary provides pass sales data through August 16th. Revenue for the same period of the prior year has decreased slightly by 1% (\$2,109). Resident family pass sales for the same period of the prior year decreased 6% (\$4,885), while daily fees through July have increased by 16% (\$6,866). Neighborly and Non-Resident pass revenues to date are \$38,882 which is an increase of 6% (\$2,227) over the same period of the prior year.

| | 2015 | 2016 | 2017 | 2018 |
|---------------|----------|----------|----------|--------------|
| May | \$935 | \$3,742 | \$2,129 | \$ 7,567.00 |
| June | \$10,959 | \$16,036 | \$14,910 | \$ 17,607.00 |
| July | \$18,970 | \$17,702 | \$19,640 | \$ 18,371.00 |
| August | \$14,037 | \$12,424 | \$7,959 | |
| Sept | \$3,078 | \$9,740 | \$1,331 | |
| Total | \$47,979 | \$59,644 | \$45,969 | \$43,545 |

| As of August 16, 2018 | As of August 16, 2017 2017 Pass Revenue | | | | As of August 16, 2018 2018 Pass Revenue | | | | | |
|-------------------------------|--|--------------|-------------|------------------|--|--------------|-------------|------------------|--------------------------|----------------------------|
| | New Passes | Renew Passes | Total | Revenue | New Passes | Renew Passes | Total | Revenue | % Change Over Prior Year | Change Over the prior year |
| Resident | | | | | | | | | | |
| Nanny + Nanny Super | 57 | 29 | 86 | \$5,205 | 37 | 34 | 71 | \$4,410 | -15% | -\$795 |
| Family Primary | 100 | 194 | 294 | \$87,770 | 80 | 199 | 279 | \$82,885 | -6% | -\$4,885 |
| Family Secondary | 330 | 675 | 1005 | \$0 | 301 | 654 | 955 | #DIV/0! | | \$0 |
| Individual | 1 | 9 | 10 | \$1,650 | 7 | 10 | 17 | \$2,225 | 35% | \$575 |
| Senior Pass | 10 | 19 | 29 | \$2,320 | 13 | 25 | 38 | \$3,040 | 31% | \$720 |
| Family Super | 11 | 13 | 24 | \$7,870 | 19 | 6 | 25 | \$7,644 | -3% | -\$226 |
| Family Super Secondary | 11 | 13 | 24 | \$1,080 | 60 | 12 | 72 | \$3,600 | 233% | \$2,520 |
| Family Super Third | 10 | 13 | 23 | \$1,035 | | | 0 | | | |
| Family Super 4+ | 15 | 17 | 32 | \$480 | | | 0 | | | |
| Individual Super Pass | 0 | 0 | 0 | \$0 | | | 0 | | #DIV/0! | \$0 |
| Senior Super Pass | 0 | 0 | 0 | \$0 | | | 0 | | #DIV/0! | \$0 |
| Resident Total | 545 | 982 | 1527 | \$107,410 | 517 | 940 | 1457 | \$103,804 | -3% | -\$3,606 |
| Neighborly | | | | | | | | | | |
| Neighbor Family | 37 | 52 | 89 | \$33,135 | 43 | 46 | 89 | \$33,187 | 0% | \$52 |
| Neighborly Individual | 0 | 1 | 260 | \$260 | 2 | 1 | 3 | \$760 | 192% | \$500 |
| Neighbor Add'l | 132 | 187 | 319 | \$0 | 144 | 171 | 315 | #DIV/0! | | \$0 |
| Neighborly Total | 169 | 240 | 668 | \$33,395 | 189 | 218 | 407 | \$33,947 | 2% | \$552 |
| Non-Resident | | | | | | | | | | |
| Non Resident Family | 2 | 0 | 2 | \$1,055 | 3 | 0 | 3 | \$1,595 | 51% | \$540 |
| Non Resident Family Secondary | 15 | 0 | 15 | \$0 | 14 | 0 | 14 | #DIV/0! | | \$0 |
| Non Resident Individual | 0 | 2 | 0 | \$545 | 0 | 2 | 2 | \$545 | 0% | \$0 |
| Non Resident Senior | 1 | 5 | 6 | \$930 | 3 | 4 | 7 | \$1,085 | 17% | \$155 |
| Non Resident Nanny | 10 | 2 | 12 | \$990 | 14 | 5 | 19 | \$1,710 | 73% | \$720 |
| Non-resident Total | 28 | 9 | 35 | \$3,520 | 34 | 11 | 45 | \$4,935 | 40% | \$1,415 |
| 10-Visit | 251 | | 251 | \$19,840 | 241 | | 241 | \$19,370 | -2% | -\$470 |
| TOTAL | | | 2481 | \$164,165 | | | 2150 | \$162,056 | -1% | -\$2,109 |