



MEMORANDUM

DATE: March 9, 2021

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

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: February Staff Report

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

The Lodge at KLM Park

Preliminary gross rental and catering revenue for the calendar year-to-date is \$10,080. Rental revenue for the first month of the 2021 calendar year was \$4,200, and the second month was \$5,880. Lodge staff booked a reoccurring rental with the D86 Transition Program. The rental is four days a week (M-TH) from 7am-1:30pm. The school district will be paying a daily fee for the space. They have signed a rental agreement through May of 2021, with an option to renew through August of 2021.

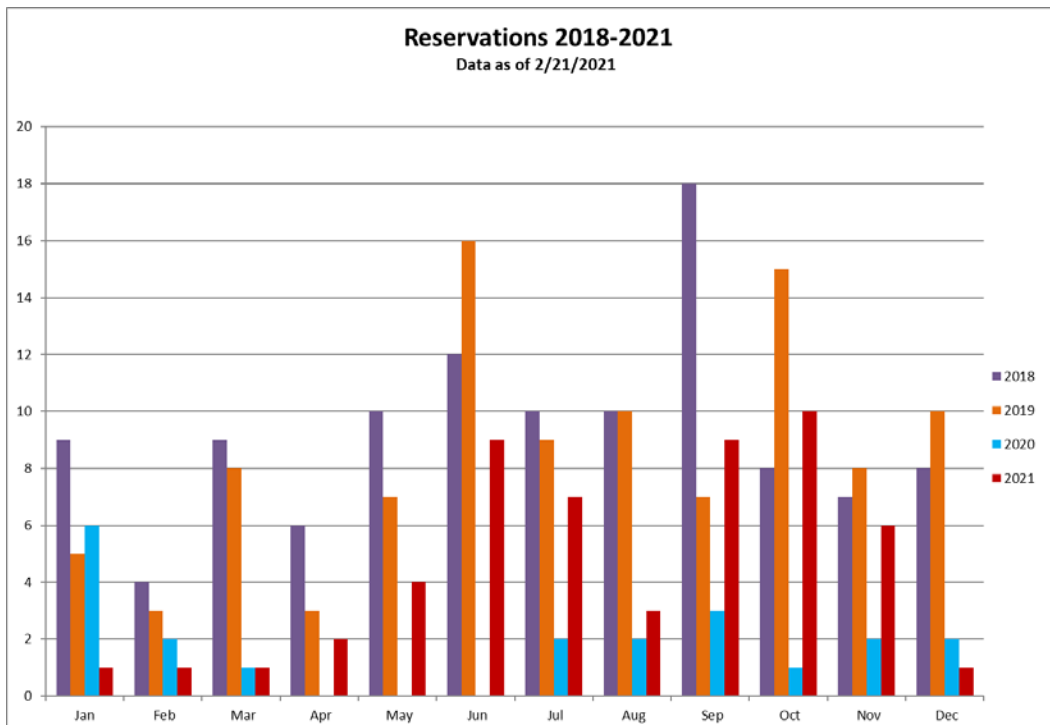
With the move back into Phase 4 mitigations, the Lodge is seeing increased interest in rentals. A number of social events including weddings and receptions are booked beginning in April, with three quarters of the weekend time booked through November. Early expenses are higher due to renewal of annual subscriptions, like marketing in The Knot, website hosting, etc.

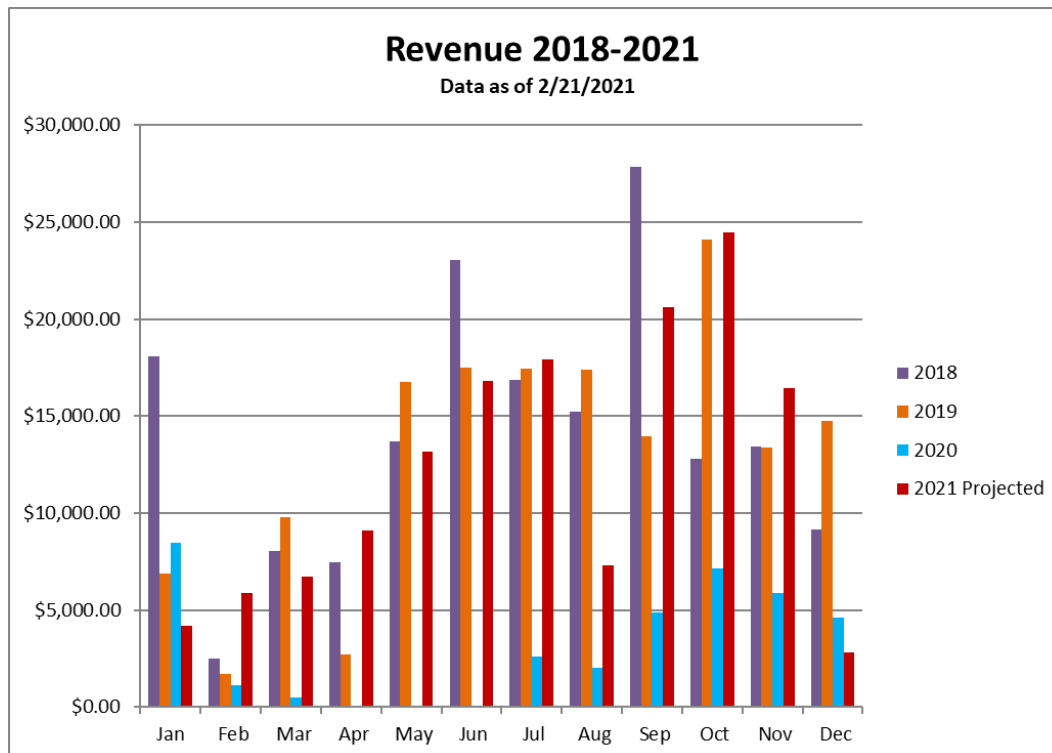
REVENUES	February		YTD		Change Over the Prior year	2021 Annual Budget	CY 21 % of budget	CY 2020 Annual Budget	CY 20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
The Lodge Rentals	\$1,100	\$5,880	\$9,575	\$10,080	\$505	\$145,000	7%	\$150,000	6%
Caterer's Licenses	\$0	\$0	\$0	\$0	\$0	\$15,000	0%	\$15,000	0%
Total Revenues	\$1,100	\$5,880	\$9,575	\$10,080	\$505	\$160,000	6%	\$165,000	6%

EXPENSES	February		YTD		Change Over the Prior year	2021 Annual Budget	CY 21 % of budget	CY 2020 Annual Budget	CY 20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$11,966	\$6,947	\$19,778	\$11,528	(\$8,250)	\$151,000	8%	\$236,243	8%
Net	(\$10,866)	(\$1,067)	(\$10,203)	(\$1,448)	\$8,755				

The Lodge Gross Monthly Revenues						
Month	2016/17 FY	2017/18 FY	2018/19 FY	2019/20 FY	2020 CY	2021 CY
May	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744	\$ -	
June	\$ 22,845	\$ 12,495	\$ 23,045	\$ 17,494	\$ -	
July	\$ 12,550	\$ 15,000	\$ 16,874	\$ 17,466	\$ 2,625	
August	\$ 11,500	\$ 18,555	\$ 15,205	\$ 17,395	\$ 2,000	
September	\$ 12,645	\$ 15,410	\$ 27,860	\$ 13,980	\$ 4,860	
October	\$ 21,045	\$ 15,180	\$ 12,770	\$ 24,085	\$ 7,140	
November	\$ 6,700	\$ 12,500	\$ 13,450	\$ 13,365	\$ 5,880	
December	\$ 13,457	\$ 8,125	\$ 9,125	\$ 14,774	\$ 4,620	
January	\$ 4,624	\$ 18,089	\$ 6,855		\$ 8,475	\$ 4,200
February	\$ 4,550	\$ 2,495	\$ 1,725		\$ 1,100	\$ 5,880
March	\$ 5,944	\$ 8,045	\$ 9,804		\$ 500	
April	\$ 4,300	\$ 7,482	\$ 2,700		\$ -	
total	\$ 132,360	\$ 143,101	\$ 153,088	\$ 135,303	\$ 37,200	\$ 10,080

The graph below shows the past three years of Lodge revenue and the upcoming year's projections. Future projections are based on what is currently booked. Also included is a graph indicating the number of monthly reservations. 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 are update monthly.





The P&R Commission approved a new preferred caterer and single use vendor fee plan at the January 2021 commission meeting. This plan charges a base rate of \$250 for preferred vendors annually, and \$250 per event held at the Lodge. Single use vendors will be charged \$500 per event. Vendor renewal letters were sent to caterers in February.

Upcoming Brochure & Activities

The winter/spring brochure was released digitally on November 30, and registration began December 7. Postcards were delivered to all Hinsdale households during the week of November 30 - December 4. With the return to Phase 4 mitigations, indoor programming has resumed. Staff is currently compiling the summer brochure. This brochure will be released in mid-April, both digitally and in print.

Staff recently released a monthly parks & recreation e-newsletter. The newsletter will keep subscribers informed on current parks & recreation events, programs, registration deadlines, facilities, donation opportunities, and any other important announcements. There are also fun sections highlighting parks, staff, and at home activities for families to complete. The newsletter is sent out on the first of the month, every month.



MEMORANDUM

Special Events

Staff introduced a Valentine's Day themed pop-up called Cupid's Courier in February. For \$15, residents were able to sign up for a Valentine goody bag to be delivered to friends and family. Staff delivered nearly 100 valentines bags on February 12.

Upcoming events include The Great Hinsdale Eggs-ploration, Photos with the Bunny, Earth Day Park Clean-up, and Book Walks. Similar to the Turkey Trail, Eggs-ploration will allow community members to explore town in search of giant hidden eggs. This event adds a fun twist by allowing participants to fill out an egg passport, stamped at specific egg locations, which once complete can be turned in to enter a raffle for prizes! This event runs March 19-April 4.

Photos with the Bunny will be done jointly with the Community House on Saturday March 27, and Sunday March 28. Currently time slots for Saturday are sold out, but a few spots remain for Sunday. Both the Eggs-ploration and Photo events are free and sponsored by local businesses.

Park Clean-Up registration is currently available on the Village website, with more details to come. Book Walk is a new series that will run May –August this year. In conjunction with the Hinsdale Public Library, a new book will be displayed each month at a local park, along a pathway. Each stop will include part of the book to read and a correlating activity. The walk is open to any age, but will be geared to families with children under 10.

Field & Park Updates

Ice Rink

The ice rink at Burns Field was open on January 22. The rink was vandalized on January 25 forcing closure, but Public Service staff put in over 100 man hours to repair the damage. The rink was able to reopen on January 29 and was open a total of 30 days this season. Warmer weather in the end of February and early March resulted in closing the rink; though staff has not yet closed it officially for the season.

Fields

Staff is working to book spring field space. Currently, soccer, lacrosse, football, rugby, baseball, and track & field groups will be using field space throughout the Village beginning in Mid-march or early April. Staff is seeing an increase in demand for outdoor space, as indoor space is still somewhat restricted.

Pool

Staff is working to hire all summer pool staff at this time. The sale of pool passes has been postponed until May 1 this year, so that staff will hopefully have a better idea of COVID-19 related restrictions. The pool will open on Memorial Day weekend.