



## MEMORANDUM

**DATE:** February 13, 2018

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

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

**RE:** January Staff Report

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

### Katherine Legge Memorial Lodge

Preliminary gross rental and catering revenue for the fiscal year to-date is \$116,415. Rental revenue for the eighth month of the 2017/18 fiscal year is \$7,050. In December, there were seven events held at the Lodge, which is two less than the prior year. Expenses for December are down 48% (\$14,906) over the prior year; this is primarily due to fewer events being held and staffing. Expenses for the year through December are down 9% (\$9,902).

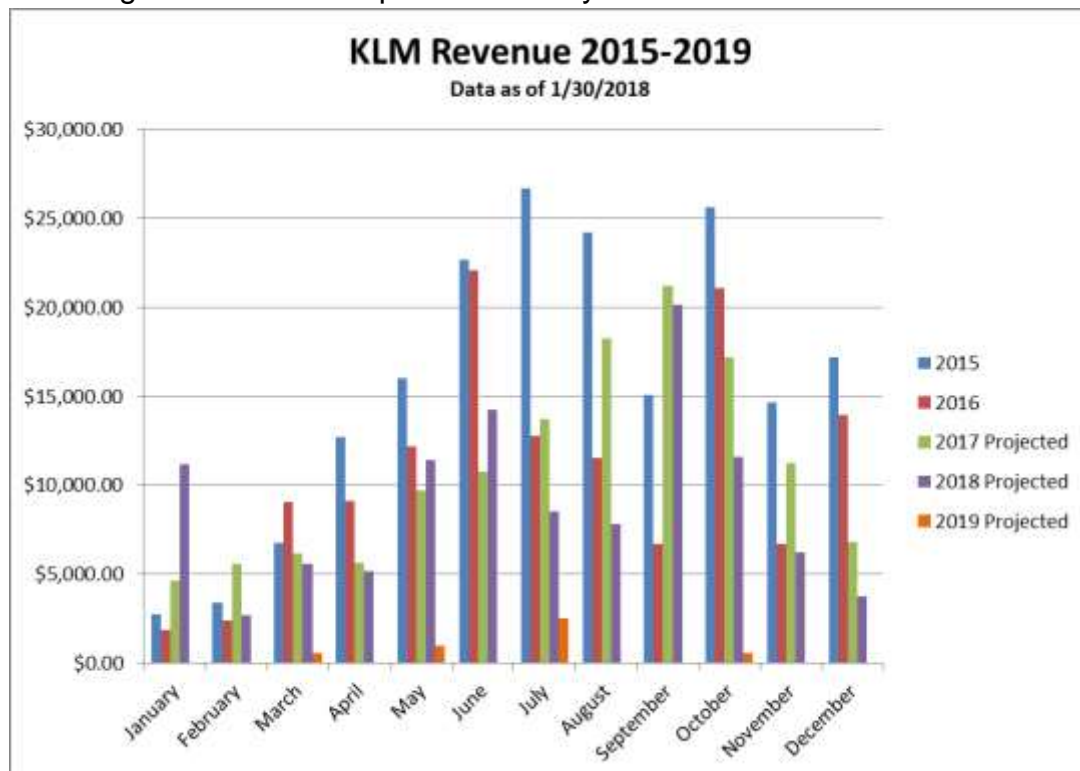
REVENUES	December		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 16-17 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$13,457	\$7,050	\$112,942	\$104,915	(\$8,027)	\$160,000	66%	\$180,000	63%
Caterer's Licenses	\$500	\$0	\$9,500	\$11,500	\$2,000	\$11,000	105%	\$15,000	63%
<b>Total Revenues</b>	\$13,957	\$7,050	\$122,442	\$116,415	(\$6,027)	\$171,000	68%	\$195,000	63%
EXPENSES	December		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 16-17 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
<b>Total Expenses</b>	\$30,551	\$15,645	\$109,776	\$99,874	(\$9,902)	\$197,651	51%	\$212,741	52%
<b>Net</b>	(\$16,594)	(\$8,595)	\$12,666	\$16,541	\$3,875				

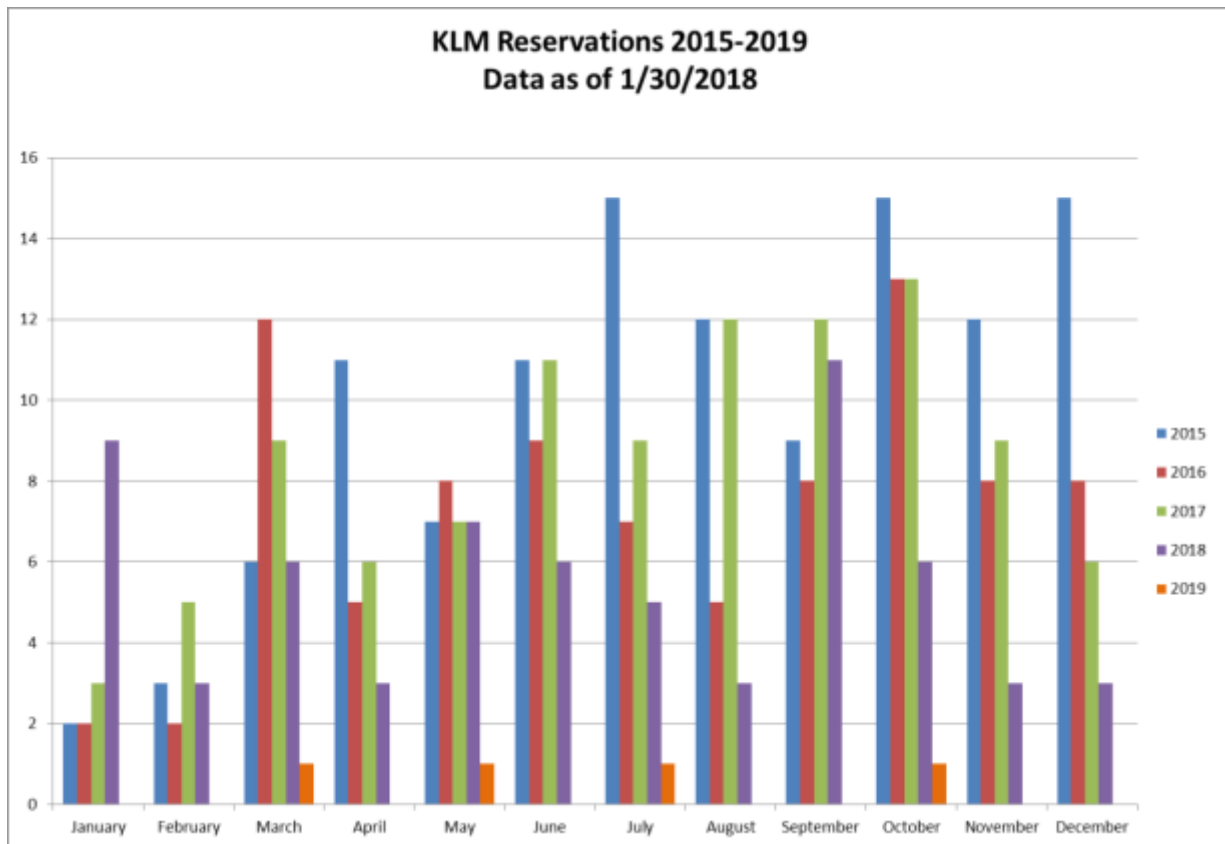


## MEMORANDUM

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
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,600
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845	\$ 12,595
July	\$ 13,559	\$ 9,786	\$ 18,650	\$ 12,909	\$ 27,475	\$ 12,550	\$ 13,950
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 11,500	\$ 18,130
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 12,645	\$ 15,560
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,045	\$ 16,780
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700	\$ 11,250
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	\$ 7,050
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	\$ 9,550
February	\$ 2,301	\$ 6,981	\$ 7,575	\$ 3,120	\$ 2,400	\$ 4,550	
March	\$ 2,506	\$ 7,669	\$ 4,245	\$ 6,725	\$ 8,945	\$ 5,944	
April	\$ 2,384	\$ 4,365	\$ 3,600	\$ 12,695	\$ 9,125	\$ 4,300	
total	\$ 107,807	\$ 123,680	\$ 146,421	\$ 180,953	\$ 187,195	\$ 132,360	\$ 114,465

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 on the approved marketing plan for the 2017/18 FY, including the addition of Search Engine Optimization (SEO) and progressive marketing through The Knot. Details on this were presented at the August Parks & Recreation Commission meeting and were reevaluated at the December Parks & Recreation (P&R) Meeting. Daily leads are being received from the upgraded Knot.com advertising and lodge staff is tracking the conversion rate from leads to bookings. Staff will be presenting the six month conversion report from theKnot.com and the analytics report from Linchpin (SEO Company) at the March P&R Commission Meeting.

## Upcoming Brochure & Activities

### Brochure & Programming

Winter/Spring Brochure planning has been completed, with the delivery for residents having taken place on December 4<sup>th</sup>. Registration for Winter/Spring programs began on December 11<sup>th</sup>. Winter programs began the week of January 8<sup>th</sup>. New programs for this brochure include youth pickleball, archery, badminton, meditation, and Junior Firefighters. Summer brochure planning is now underway, with an expected delivery date of March 19<sup>th</sup>.



## MEMORANDUM

### **Special Events**

Staff is currently in the planning phase for upcoming special events. The next event is the Easter Egg Hunt on March 31<sup>st</sup>, followed by Park Cleanup Day on April 20<sup>th</sup>. The Egg Hunt event is held in collaboration with The Community House in Robbins Park. Park Cleanup Day is sponsored by Trader Joes and will be held at various parks around Hinsdale.

### **Field & Park Updates**

#### **Fields/Parks**

Staff has begun booking spring 2018 Field space. Public Service staff will begin preparing fields with aeration, seeding, and striping in early March or as the weather permits. Fields will open April 1st, weather permitting.

The Burns Field Ice Rink is operational. Weather conditions have permitted for approximately 20 days of skating, as of January 31<sup>st</sup>. Staff will keep the rink up as long as possible, with a final take down date of March 15<sup>th</sup>. Due to vandalism, weekday unsupervised hours at the warming house were cancelled, but supervised weekend hours will continue from 10am-6pm. Staff will be monitoring the ice, bathrooms, and fire places as well as offering hot chocolate.

### **Platform Tennis**

#### **Memberships**

Preliminary gross revenue for the 2017/18 fiscal year through the eighth month is \$71,513. General expenses, minus capital projects, through December are down 11% (\$2,916) over the prior year; this is a result of the work done early in the season to the electrical system in preparation for the capital walkway improvements. Overall net revenue, minus capital, is \$46,758 which is 49% (\$17,765) higher than the same period of the prior year. A breakdown of membership revenue through January 29<sup>th</sup> is included below.



## MEMORANDUM

REVENUES	December		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 16-17 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
<b>Membership Passes/Lessons/Fobs</b>	\$8,900	\$4,736	\$56,664	\$71,513	\$14,849	\$65,000	110%	\$65,000	87%
EXPENSES	December		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
<b>General Expenses</b>	\$3,377	\$6,645	\$27,671	\$24,755	(\$2,916)	\$40,080	62%	\$40,080	69%
<b>Capital Expenses</b>	\$95,285	\$0	\$95,285	\$0	(\$95,285)	\$0	#DIV/0!	\$123,500	77%
<b>Total Expenses</b>	\$98,662	\$6,645	\$122,956	\$24,755	(\$98,201)	\$40,080	62%	\$163,580	75%
<b>Net</b>	(\$89,762)	(\$1,909)	(\$66,292)	\$46,758	\$113,050				

Renewal letters were sent out to past members in mid- August. Pricing for the 2017/18 season will remain the same, with a \$50 late fee added to all memberships bought after November 1<sup>st</sup>. This was approved by the Village Board at its March 7, 2017 meeting. Below is a chart indicating current year-to-date membership revenue in comparison to the same period of the previous year.

### Platform Tennis Membership Summary

Memberships as of 1/29/18	2016					2017 Fees	2017						
	New Members	Renewal Members	Total Members	Revenue YTD			New Members	Renewal Members	Total Members	Change of over Prior Year	Revenue YTD	Change over Prior Yr.	% of Change Over Prior Year
Resident Individual	8	50	58	\$11,600	\$200	10	53	63	5	\$12,600	\$1,000	9%	
Resident Family	2	24	26	\$6,500	\$250	5	20	25	-1	\$6,250	-\$250	-4%	
Resident Secondary	5	50	55	\$0	\$0	14	52	66	11	\$0	\$0	0%	
<b>Resident Total</b>	<b>15</b>	<b>124</b>	<b>139</b>	<b>\$18,100</b>		<b>29</b>	<b>125</b>	<b>154</b>	<b>15</b>	<b>\$18,850</b>	<b>\$750</b>	<b>4%</b>	
Non-Resident Individual	16	95	111	\$33,300	\$300	16	96	112	1	\$33,600	\$300	1%	
Non-Resident Family	1	18	19	\$7,125	\$375	3	21	24	5	\$9,000	\$1,875	26%	
Non-Resident Secondary	4	57	61	\$0	\$0	18	46	64	3	\$0	\$0	0%	
<b>Non-Resident Total</b>	<b>21</b>	<b>170</b>	<b>191</b>	<b>\$40,425</b>		<b>37</b>	<b>163</b>	<b>200</b>	<b>9</b>	<b>\$42,600</b>	<b>\$2,175</b>	<b>5%</b>	
Total Lifetime Members	N/A	255	255	\$0		0	227	227	-21	\$0	\$0	0%	
Res League Players 10 Visit	N/A			\$0	\$100	3	0	3		\$300	\$300		
NR League Players 10 Visit	N/A			\$0	\$150	2	0	2		\$300	\$300		
<b>10 Visit Total</b>				<b>\$0</b>				<b>5</b>		<b>\$600</b>	<b>\$600</b>		
<b>Total Memberships/ Revenue</b>	<b>36</b>	<b>549</b>	<b>585</b>	<b>\$58,525</b>		<b>71</b>	<b>515</b>	<b>586</b>	<b>1</b>	<b>\$62,050</b>	<b>\$3,525</b>	<b>6%</b>	