



## MEMORANDUM

**DATE:** March 7<sup>th</sup>, 2017

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

**FROM:** Heather Bereckis, Interim Manager of Parks & Recreation

**RE:** January Staff Report

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

### Platform Tennis

The platform tennis season started the first week of October. Per HPTA's court license agreement with the Village, all HPTA league players are required to have a current Village membership. At this time, the bulk of membership revenue has posted, but final numbers are not yet reflected. It is worthwhile to note that the number of resident members has declined year-over-year, while the number of non-resident members continues to increase. Revenue is trending higher than 2015, although membership numbers are lower; this is due to the fee increase that went into effect on Sept. 1<sup>st</sup>, 2016. A table indicating the fee increase is shown below. This increase was approved by HPTA to help cover the costs of Mary Doten's Court Manager contract and improvements to the Platform Tennis facility.

<b>Platform Membership Fees</b>	<b>2015/16 Fees</b>	<b>2016/17 Fees</b>	<b>Change</b>
Resident Individual	\$ 120	\$ 200	\$ 80
Resident Family	\$ 175	\$ 250	\$ 75
Non-Resident Individual	\$ 289	\$ 300	\$ 11
Non-Resident Family	\$ 345	\$ 375	\$ 30

Lifetime memberships will vary in number year to year, although there is no revenue associated with these memberships. This is because lifetime members have to elect to renew their passes each year. A family may choose to participate in 2013, but then not renew again until 2016. Due to this not affecting revenue, there are currently no stipulations requiring passes to be renewed every year in order to keep the lifetime status. Below is a summary of all current membership revenue.



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### Platform Tennis Membership Summary

Memberships as of 1/23/17	2015					2016 Fees	2016					
	New Members	Renewal Members	Total Members	Revenue YTD	Revenue YTD		New Members	Renewal Members	Total Members	Change of over Prior Year	Revenue YTD	Change over Prior Yr.
Resident Individual	12	60	72	\$8,285	\$200	15	42	57	-15	\$11,400	\$3,115	38%
Resident Family	9	17	26	\$4,550	\$250	2	24	26	0	\$6,250	\$1,700	37%
Resident Secondary	24	53	77	\$0	\$0	6	51	57	-20	\$0	\$0	0%
<b>Resident Total</b>	<b>45</b>	<b>130</b>	<b>175</b>	<b>\$12,835</b>		<b>23</b>	<b>117</b>	<b>140</b>	<b>-35</b>	<b>\$17,650</b>	<b>\$4,815</b>	<b>38%</b>
Non-Resident Individual	10	75	85	\$24,565	\$300	34	75	109	24	\$32,550	\$7,985	33%
Non-Resident Family	2	14	16	\$5,520	\$375	6	12	18	2	\$6,750	\$1,230	22%
Non-Resident Secondary	1	38	39	\$0	\$0	22	35	57	18	\$0	\$0	0%
<b>Non-Resident Total</b>	<b>13</b>	<b>127</b>	<b>140</b>	<b>\$30,085</b>		<b>62</b>	<b>122</b>	<b>184</b>	<b>44</b>	<b>\$39,300</b>	<b>\$9,215</b>	<b>31%</b>
Resident Lifetime	N/A	186	186	\$0	\$0	N/A	163	163	-23	\$0	\$0	0%
Non-Resident Lifetime	N/A	89	89			N/A	91	91	2	\$0	\$0	0%
Total Lifetime Members	N/A	275	275			N/A	254	254	-21	\$0	\$0	0%
<b>Total Memberships/ Revenue</b>	<b>58</b>	<b>443</b>	<b>590</b>	<b>\$42,920</b>		<b>85</b>	<b>402</b>	<b>578</b>	<b>-12</b>	<b>\$56,950</b>	<b>\$14,030</b>	<b>33%</b>

Lesson information for platform tennis was included in the fall and winter/spring brochures. Mary Doten, per her agreement with the Village, teaches and coordinates lessons. This is year one of a renewed two-year agreement with Ms. Doten. The terms are that Ms. Doten pays the Village 10% of her gross lesson revenue. The first installment of lesson payments from Ms. Doten was in the amount of \$4,080; a second payment is due in April. A table showing revenue from lessons for the past 3 years is included below; based on the first payment, revenue is trending up slightly over FY 2015/16.

Platform Tennis Lesson Revenue	Fall	Winter	Total	Difference
FY 2013/14	\$ 4,005	\$ 3,353	\$ 7,358	
FY 2014/15	\$ 3,532	\$ 3,311	\$ 6,843	\$ (515)
FY 2015/16	\$ 4,007	\$ 4,269	\$ 8,276	\$ 1,433
FY 2016/17	\$ 4,080			

### Katherine Legge Memorial Lodge

Preliminary gross rental revenue for the fiscal year to-date is \$109,360. As discussed in detail during the December Parks & Recreation Commission meeting, revenue for the 2016/17 fiscal year continues to lag behind that of fiscal year 2015/16.

Rental revenue for the eighth month of the fiscal year is \$9,875. In December, there were 10 events held at the Lodge, which is five less than the prior year. Expenses for December are up 8% over the prior year, which can be attributed to the increase in marketing expenses.



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REVENUES	December		YTD		Change Over the Prior year	2016-17 Annual Budget	FY 16-17 % of budget	2015-16 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$17,200	\$9,875	\$163,875	\$109,360	(\$54,515)	\$180,000	61%	\$160,000	102%
Caterer's Licenses	\$500	\$500	\$13,766	\$9,500	(\$4,266)	\$15,000	63%	\$15,000	92%
<b>Total Revenues</b>	\$17,700	\$10,375	\$177,641	\$118,860	(\$58,781)	\$195,000	61%	\$175,000	102%

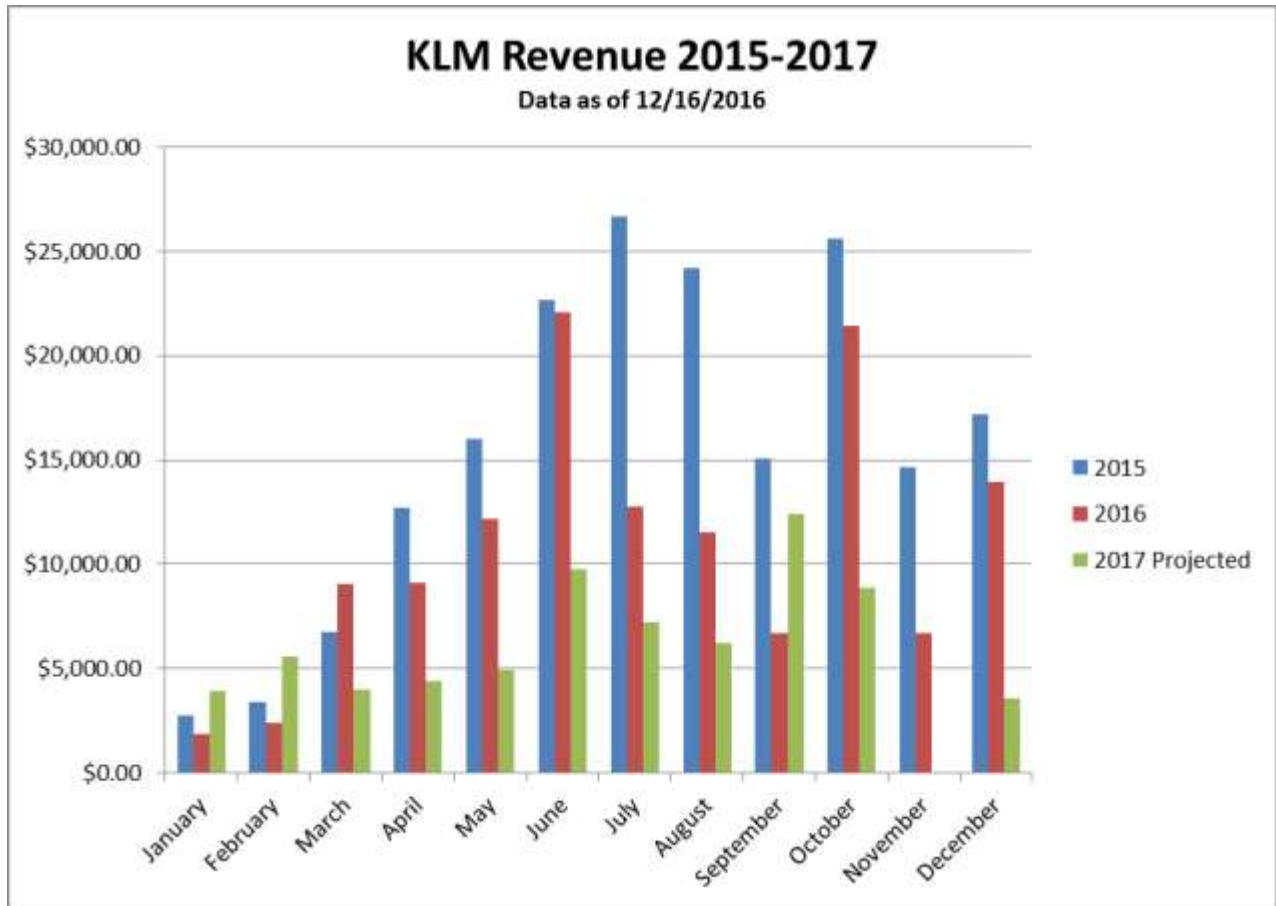
  

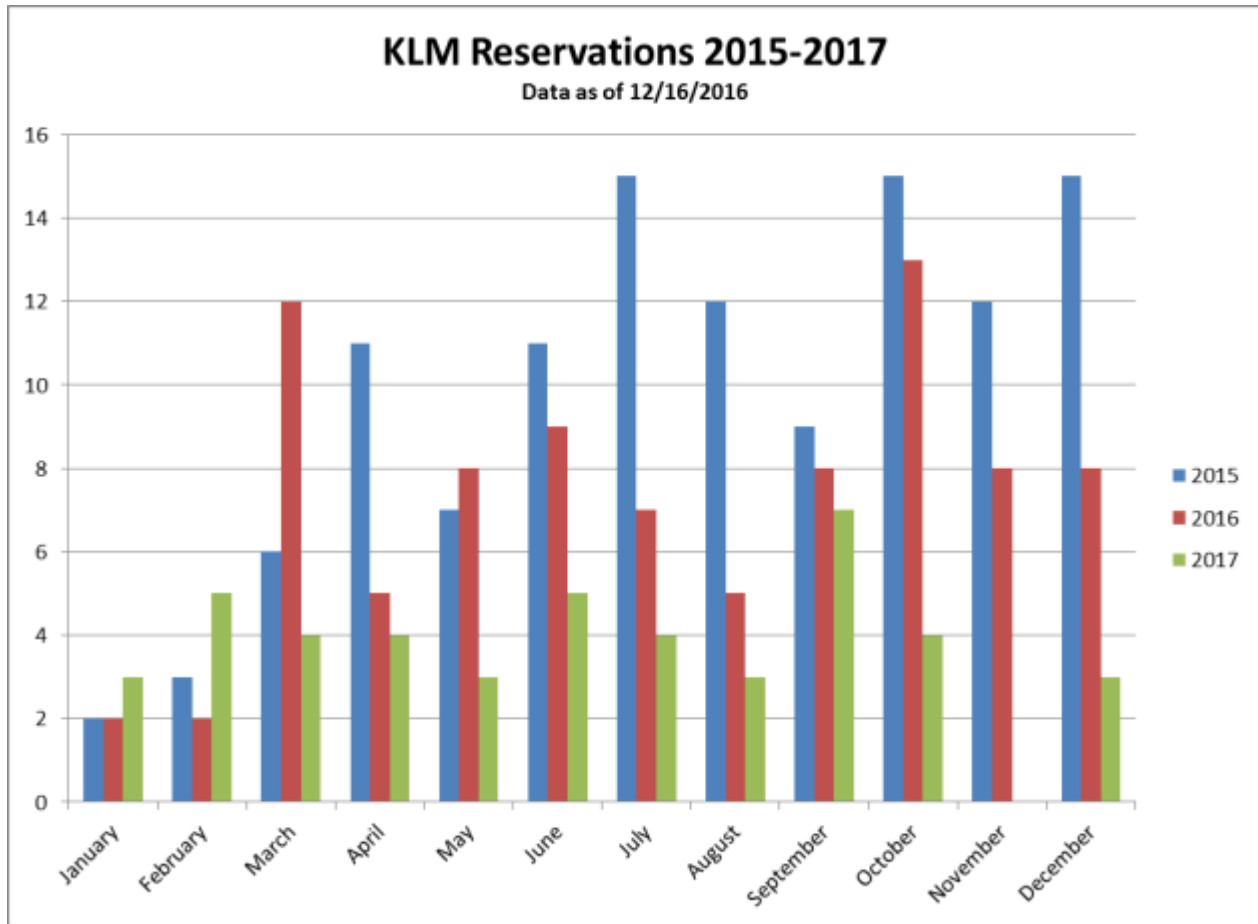
EXPENSES	December		YTD		Change Over the Prior year	2016-17 Annual Budget	FY 16-17 % of budget	2015-16 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
<b>Total Expenses</b>	\$11,385	\$12,274	\$111,111	\$81,696	(\$29,415)	\$212,741	38%	\$199,700	56%
<b>Net</b>	\$6,315	(\$1,899)	\$66,530	\$37,164	(\$29,366)	(\$17,741)		(\$24,700)	

As noted in the materials previously provided to the Commission, staff has performed an analysis to compare the current Lodge gross revenues to those of the prior six years. As you will see below, while the current fiscal year shows a significant decline over the prior year, it is still on par with past history. Gross revenues for fiscal year 2015-16 were much higher than average.

KLM Gross Monthly Revenues						
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 11,850
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845
July	\$ 13,559	\$ 9,786	\$ 18,650	\$ 12,909	\$ 27,475	\$ 12,550
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 12,645
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 11,500
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,395
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 9,875
total	\$ 99,314	\$ 100,176	\$ 130,751	\$ 149,963	\$ 163,875	\$ 109,360

Below is a graph showing the past two years of data 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.





KLM Reservation Type by Month	2017					2016				
	Wedding	Corporate Event	Social Event	Camps & Retreats	Total	Wedding	Corporate Event	Social Event	Camps & Retreats	Total
January		2	1		3			2		2
February	1	3	1		5		1	1		2
March	1	2	1		4	1	8	2		11
April	1	2	1		4		2	3		5
May	1	1	1		3	4		4		8
June	2		3	1	6	7	1		1	9
July	1		3		4	6		1		7
August	2		1		3	3	2			5
September	5		1		6	3	3	2		8
October	2	1	1		4	8	4	1		13
November					0	3	3	2		8
December	1		2		3	2	1	5		8



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As you will note, there is some concern warranted due to the decline in bookings. However, staff has begun putting the approved marketing plan in place and anticipates seeing an increase in reservations related to increased marketing within three months. Calls for events 8-18 months out are already coming in. To secure rentals for spring 2017, a reminder mailing to past renters is being sent, and the Lodge is offering special discounts for new renters.

The second Lodge Open House is scheduled for February 23<sup>rd</sup> from 6-8pm. This timing is intended to capture recently-engaged clients who may be looking to book a wedding venue. The event allows patrons to tour the facility, and a 10% discount is offered to visitors if they ultimately opt to book an event. Also present at the event will be some of the preferred caterers the Lodge offers. Staff intends to hold quarterly Open Houses for 2017, and will hold the holiday Open House immediately after Thanksgiving to potentially capture additional holiday bookings.

### **Upcoming Brochure & Activities**

The Winter/Spring 2017 programming is under way. Staff is currently compiling information for the Summer 2017 brochure, which is set to be delivered on March 20<sup>th</sup>. Staff has moved the timing of the Summer brochure delivery up from April in response to residents expressing a desire to book summer camps earlier in the year.

Upcoming Special Events include the Easter Egg Hunt on Saturday, April 15<sup>th</sup> and the Earth Day Park Cleanup on Friday, April 21<sup>st</sup>. As in the past, the Easter Egg Hunt will be done in collaboration with The Community House and will be held at Robbins Park. This year's Earth Day Park Cleanup will also be held at Robbins Park.

### **Field/Park Updates**

#### **Ice Rinks**

Staff constructed one 170'x90' rink at Burns Field. With the cold early December temperatures, staff was able to have the rink open by December 14<sup>th</sup>. Melin Park's resident-operated 40'x80' ice rink was open by December 16<sup>th</sup>. As of February 13<sup>th</sup>, both rinks have been closed for the season, due to warmer than usual winter weather.

#### **Fields**

Staff is working to book spring field usage. With the construction of the new Hinsdale Middle School, 2 fields were lost for rental. However, staff was able to accommodate renters on other Village fields. AYSO (soccer) and Hinsdale Little League will start their spring seasons on April 3<sup>rd</sup>, weather permitting. Public Service staff is currently working to order supplies for field prep and layout; anticipating this work to begin in early March, weather permitting.



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### **Community Pool**

Staff has made contact with the 2016 pool staff to see who plans to return for the upcoming season. After return confirmations have been made, staff will begin to hire for the vacant positions. Lifeguards are trained and certified by the Pool Managers in May.

Pool passes go on sale March 1st; early bird pass rates are effective through April 28<sup>th</sup>. Emails and letters will be sent to previous pass holders in early February, ads and press releases will be posted in the local papers and signs/flyers will be posted around the community in mid-February to advertise pass sales.