



## MEMORANDUM

**DATE:** July 16, 2020

**TO:** President Cauley and the Village Board of Trustees

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

**RE:** June Staff Report

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

### The Lodge at KLM Park

Preliminary gross rental and catering revenue for the calendar year-to-date is \$10,525. There was no rental revenue for the sixth month of the 2020 calendar year due to closure of the facility during the COVID-19 pandemic. Expenses are down significantly, however two of the five staff members continue to work in a lesser capacity to rebook rentals and manage marketing for future months. Most rentals are willing to rebook, with the exception of those that can't at this time (baby showers for example). The Lodge reopened for tours as of June 1<sup>st</sup>, and the first event since March will take place on July 18<sup>th</sup>; an outdoor wedding ceremony.

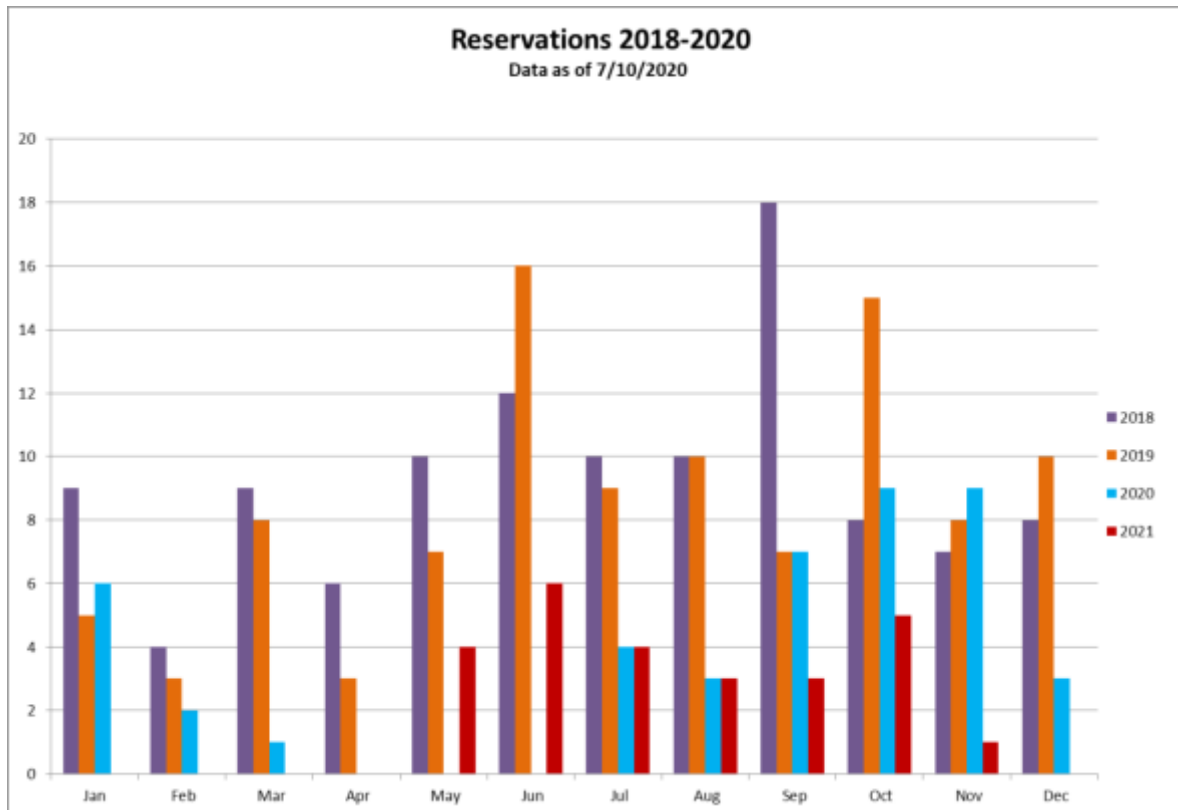
REVENUES	June		YTD		Change Over the Prior year	2020 Annual Budget	CY 20 % of budget	2019-20 Annual Budget	FY 19-20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
The Lodge Rentals	\$55,322	\$0	\$63,902	\$10,025	(\$53,877)	\$145,000	7%	\$150,000	43%
Caterer's Licenses	\$11,500	\$0	\$0	\$500	\$500	\$15,000	3%	\$15,000	0%
<b>Total Revenues</b>	<b>\$66,822</b>	<b>\$0</b>	<b>\$63,902</b>	<b>\$10,525</b>	<b>(\$53,377)</b>	<b>\$160,000</b>	<b>7%</b>	<b>\$165,000</b>	<b>39%</b>
EXPENSES	June		YTD		Change Over the Prior year	2020 Annual Budget	CY 20 % of budget	2019-20 Annual Budget	FY 19-20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
<b>Total Expenses</b>	<b>\$11,133</b>	<b>\$2,186</b>	<b>\$69,969</b>	<b>\$25,935</b>	<b>(\$44,034)</b>	<b>\$167,220</b>	<b>16%</b>	<b>\$236,243</b>	<b>30%</b>
<b>Net</b>	<b>\$55,689</b>	<b>(\$2,186)</b>	<b>(\$6,067)</b>	<b>(\$15,410)</b>	<b>(\$9,343)</b>				

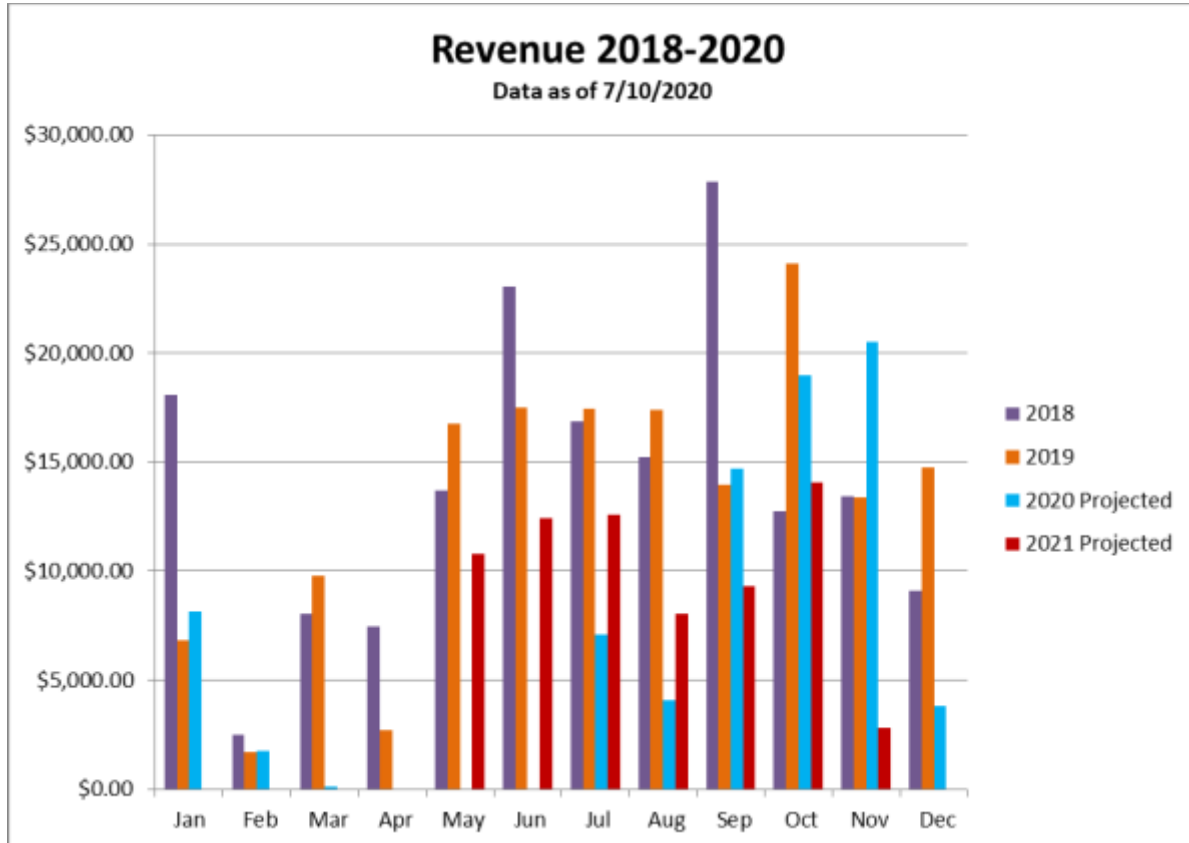


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The Lodge Gross Monthly Revenues										
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY	2019/20 FY	2020 CY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744	\$ -
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845	\$ 12,495	\$ 23,045	\$ 17,494	\$ -
July	\$ 13,559	\$ 9,786	\$ 18,650	\$ 12,909	\$ 27,475	\$ 12,550	\$ 15,000	\$ 16,874	\$ 17,466	
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 11,500	\$ 18,555	\$ 15,205	\$ 17,395	
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 12,645	\$ 15,410	\$ 27,860	\$ 13,980	
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,045	\$ 15,180	\$ 12,770	\$ 24,085	
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700	\$ 12,500	\$ 13,450	\$ 13,365	
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	\$ 8,125	\$ 9,125	\$ 14,774	
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	\$ 18,089	\$ 6,855		\$ 8,175
February	\$ 2,301	\$ 6,981	\$ 7,575	\$ 3,120	\$ 2,400	\$ 4,550	\$ 2,495	\$ 1,725		\$ 1,750
March	\$ 2,506	\$ 7,669	\$ 4,245	\$ 6,725	\$ 8,945	\$ 5,944	\$ 8,045	\$ 9,804		\$ 100
April	\$ 2,384	\$ 4,365	\$ 3,600	\$ 12,695	\$ 9,125	\$ 4,300	\$ 7,482	\$ 2,700		\$ -
total	\$ 107,807	\$ 123,680	\$ 146,421	\$ 180,953	\$ 187,195	\$ 132,360	\$ 143,101	\$ 153,088	\$ 135,303	\$ 10,025

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. 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 2019/20 FY, including the addition of Search Engine Optimization (SEO) and progressive marketing through The Knot. The committee is now working on reviewing charges for caterers and single use vendors. Staff is recommending a stub year on vendor licenses, so they align with the new calendar year budget. Vendors would pay six months for 2020 (prorated from eight months due to COVID-19 and facility closure), and then a full 12 months starting in January 2021.

## Upcoming Brochure & Activities

### Brochure & Programming

The fall brochure will be available to residents beginning July 27<sup>th</sup>. For the fall/winter session the brochure will be digital only. This is due to the uncertainty still surrounding the COVID-19 pandemic. With the changes made to the summer programming, the print brochure was inaccurate and staff was unable to make changes to it. Instead staff has to recreate a digital brochure with accurate information. For the time being, moving to a digital brochure will not only allow staff flexibility in editing any programs and events that



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change, but will also save the village over \$7,000 for the season. Postcards will be mailed to all residences informing them of this change, where to view the brochure, and highlighting important dates.

Summer programs that have been able to run are going well. Most are filled with waitlists at this time. Some vendors are still offering virtual options for those participants that are still hesitant to do in person programming.

### **Special Events**

The first drive-in movie was a huge success; it sold out and a number of positive reviews were shared with the Village afterwards. Future movies will be held in the park again with appropriate social distancing. Staff is currently working on events for July and August, including Christmas In July with Santa, Lunch on the Lawn, and the Get Rec'd Virtual 10k, 5k, kids 1 mile.

### **Field & Park Updates**

#### **Fields/Parks**

Rentals for small group soccer and lacrosse began on June 8<sup>th</sup>, with groups of 50 starting on June 26<sup>th</sup>. Fields at Burns, Robbins, KLM, and Veeck are being used regularly at this time. The Men's summer softball league started in early July, as well as Hinsdale Little League. Falcon football and St. Isaacs football will begin in late July.

Staff is currently working to book fall fields with local user groups. Hinsdale Little League and AYSO both plan to offer fall leagues this year.

### **Grant Updates**

In August, staff applied for the Open Space and Land Acquisition Development (OSLAD) Grant. On Friday, January 17<sup>th</sup>, Governor Pritzker announced that Hinsdale was one of 85 recipient of the OSLAD grant. The Village will be awarded \$400,000 for the Community Pool Redevelopment project. Initial funds transfer was indicated to happen on or around May 1<sup>st</sup>, however this has been delayed due to the pandemic. A new date has not yet been communicated to the Village by the Illinois Department of Natural Resources (IDNR), but staff has been in contact with them and are working towards finalizing the execution documents.

Staff submitted an application on behalf of the Village for the Park and Recreational Facility Construction (PARC) Grant for The Lodge at KLM Park on January 21<sup>st</sup>. Staff



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was notified that the grant had made it through round one of three, in early March. Round two notifications have not yet been made, and are on hold at this time.

### Pool Updates

The pool opened for a limited season on June 22<sup>nd</sup>. The pool is open from 5:15am-10pm for a variety of uses. Lap swim, open swim, wading pool swim, swim lessons, dive lessons and swim team rentals all take place during these hours. Use of the pool is restricted to reservations only, and a max of 100 in the facility during open swim hours. Swim teams are restricted to 48 swimmers at a time. Current revenue for the pool is listed below.

<b>REVENUE TO DATE</b>	
<b>7/6/2020</b>	
Swim Club Rentals	\$ 73,348.50
Daily Visits	\$ 19,179.09
Lessons	\$ 23,831.00
	\$ 116,358.59



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