



MEMORANDUM

DATE: June 18th, 2019

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

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: May Staff Report

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

Katherine Legge Memorial Lodge

Preliminary gross rental and catering revenue for the fiscal year-to-date is \$167,588. Rental revenue for the twelfth month of the 2018/19 fiscal year is \$2,700. In April, there were four events held at the Lodge, which was two less than the previous year. Expenses for April are lower than the previous year; due to fewer events and timing of invoices.

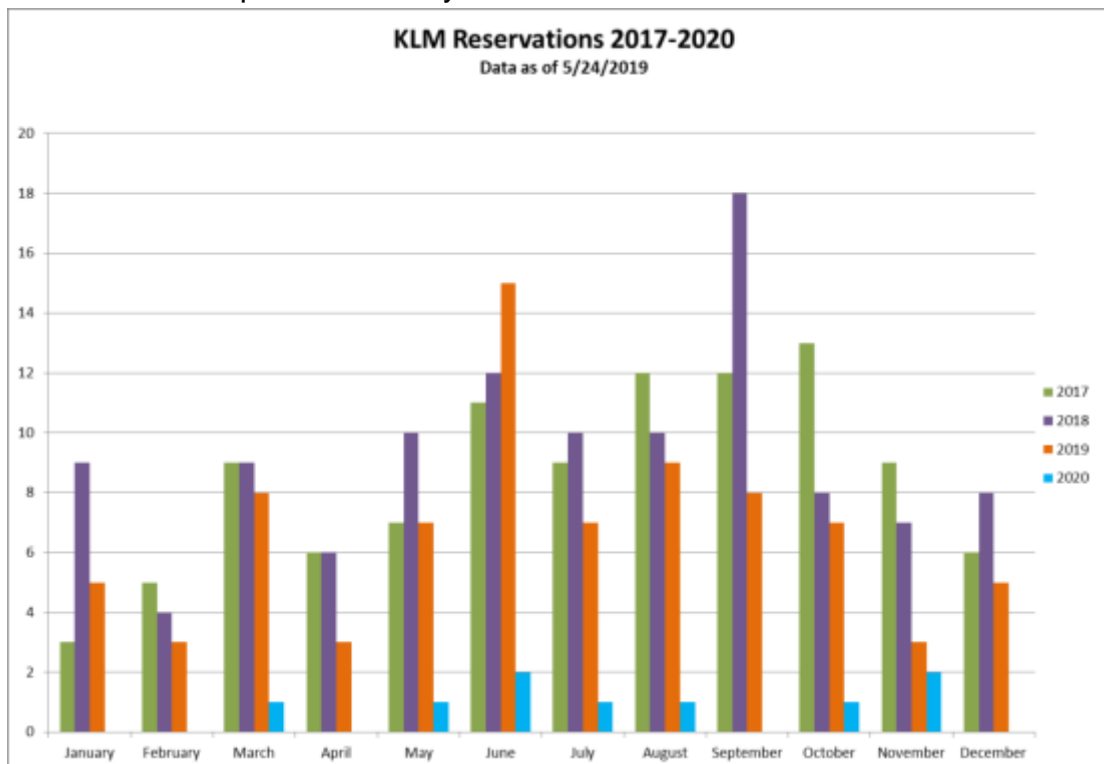
REVENUES	April		YTD		Change Over the Prior year	2018-19 Annual Budget	FY 18-19 % of budget	2017-18 Annual Budget	FY 17-18 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$7,482	\$2,700	\$143,101	\$153,088	\$9,987	\$150,000	102%	\$160,000	89%
Caterer's Licenses	\$0	\$0	\$11,500	\$14,500	\$3,000	\$13,000	112%	\$11,000	105%
Total Revenues	\$7,482	\$2,700	\$154,601	\$167,588	\$12,987	\$163,000	103%	\$171,000	90%
EXPENSES	April		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	\$21,613	\$12,724	\$153,396	\$152,923	(\$473)	\$195,839	78%	\$197,651	78%
Net	(\$14,131)	(\$10,024)	\$1,205	\$14,665	\$13,460				

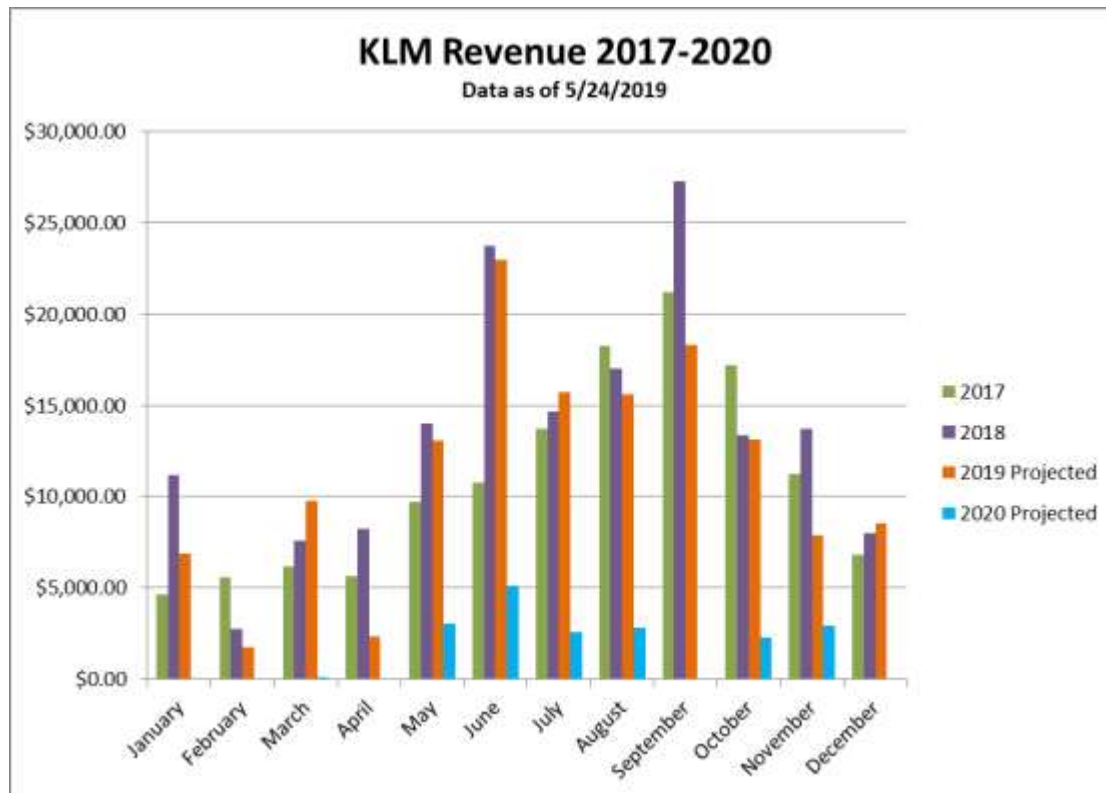


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KLM Gross Monthly Revenues								
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 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	\$ 15,205
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 12,645	\$ 15,410	\$ 27,860
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,045	\$ 15,180	\$ 12,770
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700	\$ 12,500	\$ 13,450
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	\$ 8,125	\$ 9,125
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	\$ 18,089	\$ 6,855
February	\$ 2,301	\$ 6,981	\$ 7,575	\$ 3,120	\$ 2,400	\$ 4,550	\$ 2,495	\$ 1,725
March	\$ 2,506	\$ 7,669	\$ 4,245	\$ 6,725	\$ 8,945	\$ 5,944	\$ 8,045	\$ 9,804
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

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 so far for 2019 and 2020. 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 fourth meeting on March 21st. The committee is working on expanding the detailed marketing plan, specific to KLM; including rebranding marketing materials and upgrading the website. The next committee meeting will be held in June, where the new brochure and logo will be reviewed.

Upcoming Brochure & Activities

Brochure & Programming

The winter/spring programs wrapped up in May, with summer programming starting the second week of June. The 2019 Summer Brochure was delivered to residents and available online on March 18th. Resident registration opened March 25th and non-resident registration opened on April 8th.

Special Events

The next special events will be the first Movie in the Park on June 21st, the first Unplug and Play event on June 25th, July 4th Parade on July 4th, Lunch on the Lawn on July 10th, and the Cardboard Boat Regatta on July 21st.



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Field & Park Updates

Fields/Parks

All fields and bathrooms were reopened as of April 1st for the spring season. Staff is now working to book summer and fall field space for 2019. Due to an extremely wet spring with many field cancellations, AYSO has extended their soccer season through June 29th.

Community Pool

2019 pool passes went on sale on March 1st. A breakdown of total pass sales in comparison to the prior year is provided in the table below. The pool opened for the season on Saturday May 25th. Due to continued wet and stormy weather, opening weekend was not as successful as the previous year.

As of June 2, 2019	As of June 4, 2018 2018 Pass Revenue				As of June 3, 2019 2019 Pass Revenue					
	New Passes	Renew Passes	Total	Revenue	New Passes	Renew Passes	Total	Revenue	Actual % Change Over Prior Year	Actual \$ Change Over the prior year
Resident										
Nanny + Nanny Super	26	30	56	\$3,630	30	29	59	\$3,410	-6%	-\$220
Family Primary	61	194	255	\$75,325	73	157	230	\$66,845	-11%	-\$8,480
Family Secondary	229	635	864		248	541	789			
Individual	5	10	15	\$1,855	6	6	12	\$1,855	0%	\$0
Senior Pass	5	24	29	\$2,320	11	19	30	\$2,400	3%	\$80
Family Super	78	19	97	\$4,850	78	19	97	\$4,850	0%	\$0
Resident Total	404	912	1316	\$87,980	446	771	1217	\$79,360	-10%	-\$8,620
Neighborhood										
Neighbor Family	34	43	77	\$28,507	59	49	108	\$39,830	40%	\$11,323
Neighbor Individual	1	0	1	\$240	2	1	3	\$760	217%	\$520
Neighbor Add'l	107	155	262		199	171	370			
Neighborhood Total	142	198	340	\$28,747	260	221	481	\$40,590	41%	\$11,843
Non-Resident										
Non Resident Family	2	0	2	\$1,055	0	1	1	\$515	-51%	-\$540
Non Resident Family Secondary	9	0	9		0	4	4			
Non Resident Individual	0	2	2	\$545	0	0	0	\$0	-100%	-\$545
Non Resident Senior	2	4	6	\$930	3	7	10	\$1,550	67%	\$620
Non Resident Nanny	12	5	17	\$1,530	11	8	19	\$1,710	12%	\$180
Non-resident Total	25	11	36	\$4,060	14	20	34	\$3,775	-7%	-\$285
10-Visit	92		92	\$7,070	47		47	\$3,790	-46%	-\$3,280
TOTAL			0	\$127,857				\$127,515	0%	-\$342