



MEMORANDUM

**DATE:** June 9, 2020

**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.

**The Lodge at KLM Park**

Preliminary gross rental and catering revenue for the calendar year-to-date is \$10,025. There was no rental revenue for the fifth 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).

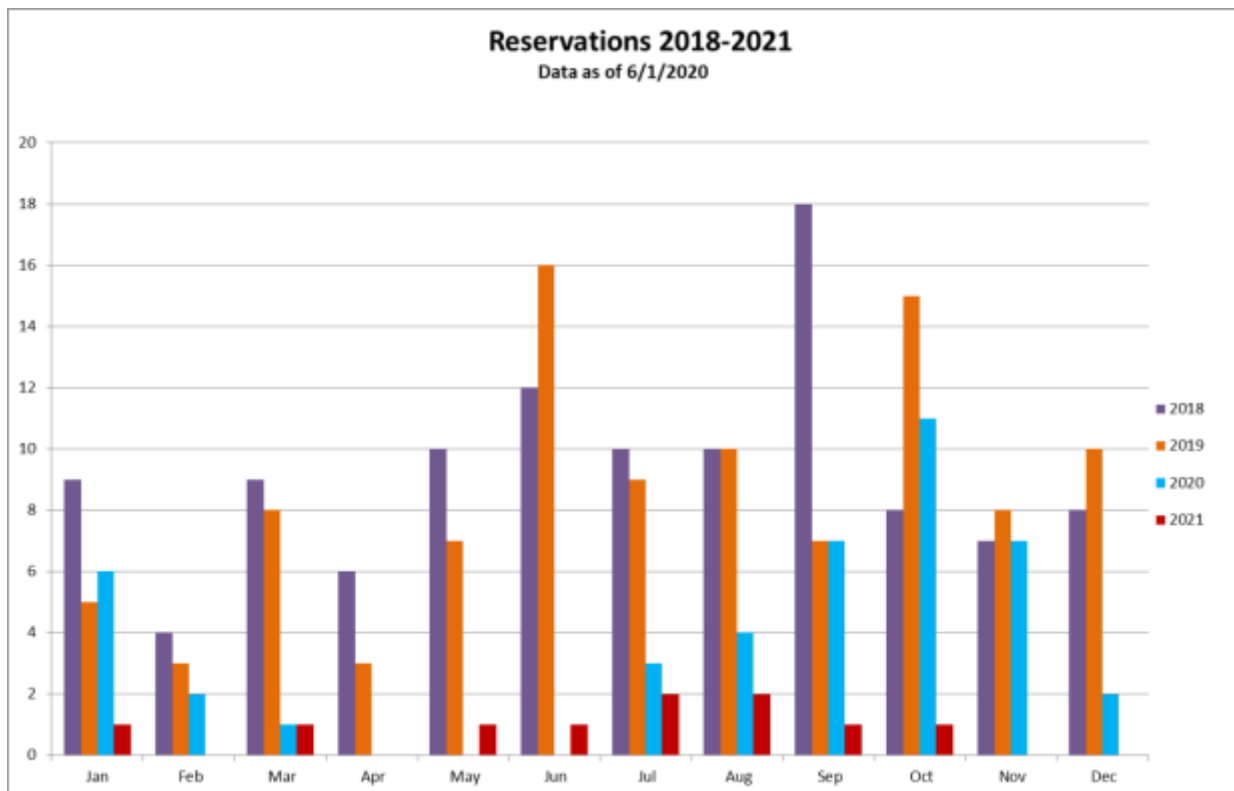
REVENUES	May		YTD		Change Over the Prior year	2020 Annual Budget	CY 20 % of budget	2019-20 Annual Budget	FY 19-20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
The Lodge Rentals	\$16,744	\$0	\$37,828	\$10,025	(\$27,803)	\$145,000	7%	\$150,000	25%
Caterer's Licenses	\$11,500	\$0	\$11,500	\$500	(\$11,000)	\$15,000	3%	\$15,000	77%
<b>Total Revenues</b>	<b>\$28,244</b>	<b>\$0</b>	<b>\$49,328</b>	<b>\$10,525</b>	<b>(\$38,803)</b>	<b>\$160,000</b>	<b>7%</b>	<b>\$165,000</b>	<b>30%</b>
EXPENSES	May		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>\$8,859</b>	<b>\$2,357</b>	<b>\$58,836</b>	<b>\$23,749</b>	<b>(\$35,087)</b>	<b>\$167,220</b>	<b>14%</b>	<b>\$236,243</b>	<b>25%</b>
<b>Net</b>	<b>\$19,385</b>	<b>(\$2,357)</b>	<b>(\$9,508)</b>	<b>(\$13,224)</b>	<b>(\$3,716)</b>				

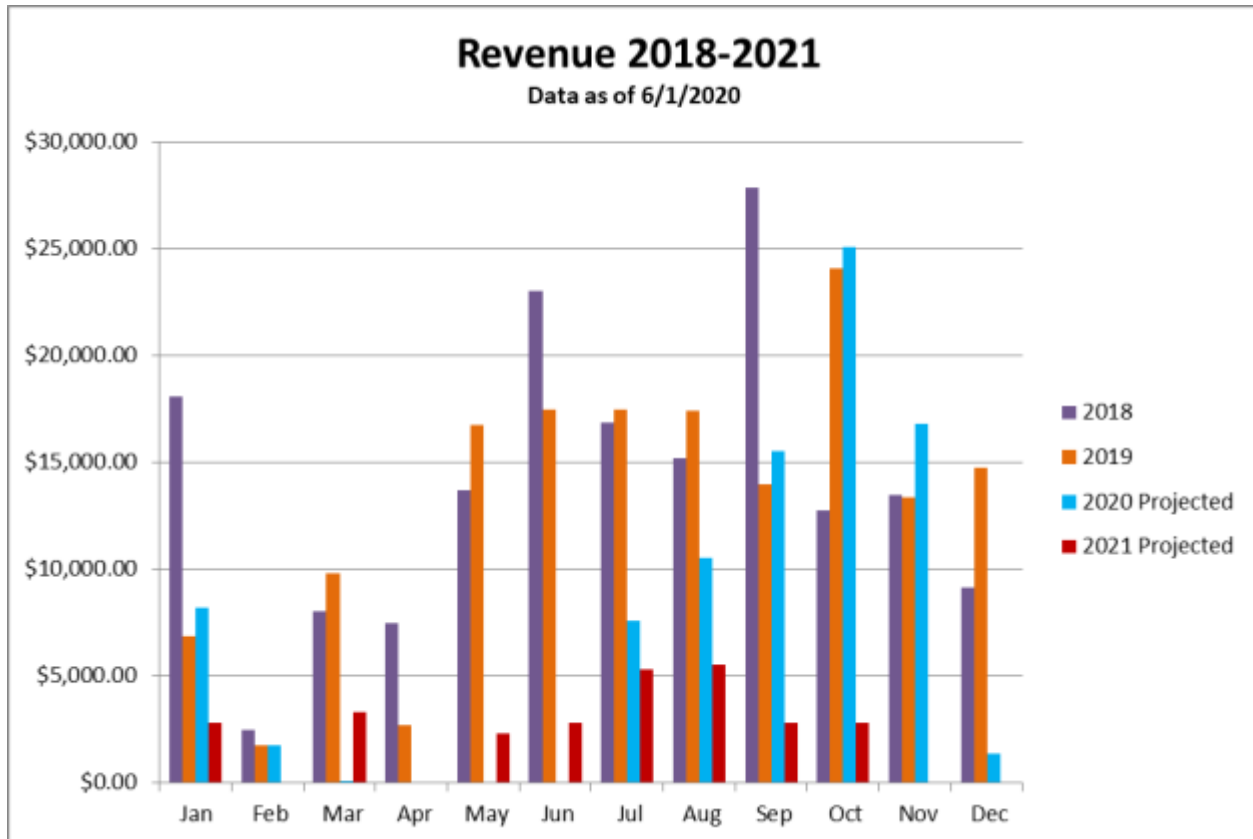


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The Lodge Gross Monthly Revenues										
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY	2019/20 FY	2020 CY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744	\$ -
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 summer brochure was delivered to residents on March 16<sup>th</sup>. Registration began on 23<sup>rd</sup> for residents and will begin April 6<sup>th</sup> for non-residents. Staff is still seeing some registration for summer programming, however due to the shelter in place order all classes had been postponed or cancelled through May 31. Many providers are working to provide virtual programming for the summer sessions, and small group programming will also resume as of June 8<sup>th</sup>.



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Staff created a virtual program guide that is updated and shared weekly. In addition small group programming, staff is working with Coach Shawna to offer private tennis lessons at Burn Field. Hinsdale Racquet Club and a few other private tennis coaches have also reached out to staff to secure court rental time.

### **Special Events**

While the annual Easter Egg Hunt was cancelled, staff was able to provide a new event for residents. The “Socially Distant Visits from the Bunny” event was held on Saturday April 11. Staff in collaboration with The Community House were able to visits over 100 resident homes dressed as the Easter Bunny. Residents registered for this event at \$15 per visit and were allowed to take socially distant photos with the bunny. Total revenue from this event was \$1,500. This event was so well received, staff is currently working on more events of this nature including Christmas In July with Santa, and Porch-traits (pictures of families on their front porch or steps), as well as Drive-in movies at KLM Park.

### **Field & Park Updates**

#### **Fields/Parks**

All Fields had been closed to recreational user groups through May 29. Many groups have indicated that they will not have league play until the fall, but some are requesting summer space. Staff has striped and prepped fields in preparation for groups to start as soon as allowable. Rentals for small group soccer and lacrosse will be June 8<sup>th</sup>.

Burns Field bathrooms had new flooring installed; an epoxy similar to that of the Pool, Peirce and KLM bathrooms. Playground remain closed at this time, but are indicated as able to open once we reach Phase 4. Staff will keep watch for any further updates that may impact their opening.

### **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. Funds transfer was indicated to happen on or around April 15<sup>th</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). However staff has recently been in communication with the IDNR staff and believe it will happen during the month of June.



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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 was notified that the grant had made it through round one of three, in early March. Round two notifications are expected in late May, barring any changes or delays related to COVID-19. Notification of awards for this grant were expected in August 2020, though will likely be delayed.

### Pool Updates

Pool passes went on sale March 1<sup>st</sup> online, and March 2<sup>nd</sup> for in-person registration. As in previous years, super passes sold out, and were awarded via a lottery system. Regular pool passes have seen a 67% decline in sales over the previous year. This is a direct result of the uncertainty surrounding the season due to the pandemic.

As of May 20, 2020	As of May 20, 2019 2019 Pass Revenue				As of May 20, 2020 2020 Pass Revenue					
	New Passes	Renew Passes	Total	Revenue	New Passes	Renew Passes	Total	Revenue	% Change Over Prior Year	Change Over prior year
<b>Resident</b>										
Nanny + Nanny Super	27	29	56	\$3,230	11	9	20	\$1,150	-64%	-\$2,080
Family Primary	61	146	207	\$59,600	17	65	82	\$23,540	-61%	-\$36,060
Family Secondary	205	492	697		53	212	265			
Individual	6	3	9	\$1,485	0	1	1	\$165	-89%	-\$1,320
Senior Pass	10	13	23	\$1,840	3	10	13	\$1,040	-43%	-\$800
Family Super	78	19	97	\$4,850	95		95	\$4,750	-2%	-\$100
<b>Resident Total</b>	<b>387</b>	<b>702</b>	<b>1089</b>	<b>\$71,005</b>	<b>179</b>	<b>297</b>	<b>476</b>	<b>\$30,645</b>	<b>-57%</b>	<b>-\$40,360</b>
<b>Neighborly</b>										
Neighbor Family	55	42	97	\$35,540	6	9	15	\$5,475	-85%	-\$30,065
Neighborly Individual	1	1	2	\$500	0	0	0		-100%	-\$500
Neighbor Add'l	182	145	327		18	30	48			
<b>Neighborly Total</b>	<b>238</b>	<b>188</b>	<b>426</b>	<b>\$36,040</b>	<b>24</b>	<b>39</b>	<b>63</b>	<b>\$5,475</b>	<b>-85%</b>	<b>-\$30,565</b>
<b>Non-Resident</b>										
Non Resident Family	0	1	1	\$515			0		-100%	-\$515
Non Resident Family Secondary	0	4	4				0		#DIV/0!	\$0
Non Resident Individual	0	0	0	\$0	1		1	\$260	#DIV/0!	\$260
Non Resident Senior	3	4	7	\$1,085	1	1	2	\$310	-71%	-\$775
Non Resident Nanny	8	6	14	\$1,260	1	1	2	\$180	-86%	-\$1,080
<b>Non-resident Total</b>	<b>11</b>	<b>15</b>	<b>26</b>	<b>\$2,860</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>\$750</b>	<b>-74%</b>	<b>-\$2,110</b>
<b>10-Visit</b>	<b>18</b>		<b>18</b>	<b>\$1,500</b>	<b>1</b>		<b>1</b>	<b>\$70</b>	<b>-95%</b>	<b>-\$1,430</b>
<b>TOTAL</b>				<b>\$111,405</b>				<b>\$36,940</b>	<b>-67%</b>	<b>-\$74,465</b>



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