



MEMORANDUM

DATE: December 12, 2017

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

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: November Staff Report

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

Katherine Legge Memorial Lodge

Preliminary gross rental and catering revenue for the fiscal year to-date is \$98,115. Rental revenue for the sixth month of the 2017/18 fiscal year is \$16,780. In October, there were 13 events held at the Lodge, which is the same as the prior year. However, revenue for the month is down due to the type and size of events. Expenses through October are up 16% (\$13,011) over the prior year; this is a result of timing related to custodial billing.

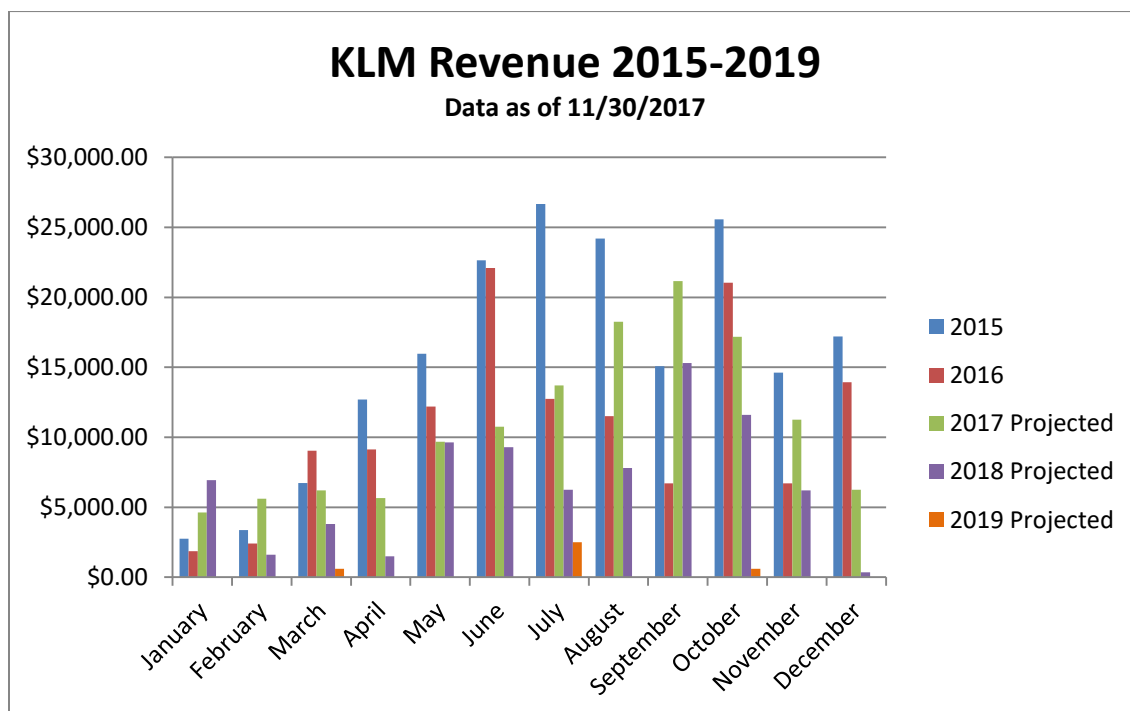
REVENUES	October		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 16-17 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$21,045	\$16,780	\$92,785	\$86,615	(\$6,170)	\$160,000	54%	\$180,000	52%
Caterer's Licenses	\$0	\$500	\$9,000	\$11,500	\$2,500	\$11,000	105%	\$15,000	60%
Total Revenues	\$21,045	\$17,280	\$101,785	\$98,115	(\$3,670)	\$171,000	57%	\$195,000	52%
EXPENSES									
EXPENSES	October		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					
Total Expenses	\$6,996	\$20,007	\$64,731	\$68,844	\$4,113	\$197,651	35%	\$212,741	30%
Net	\$14,049	(\$2,727)	\$37,054	\$29,271	(\$7,783)				

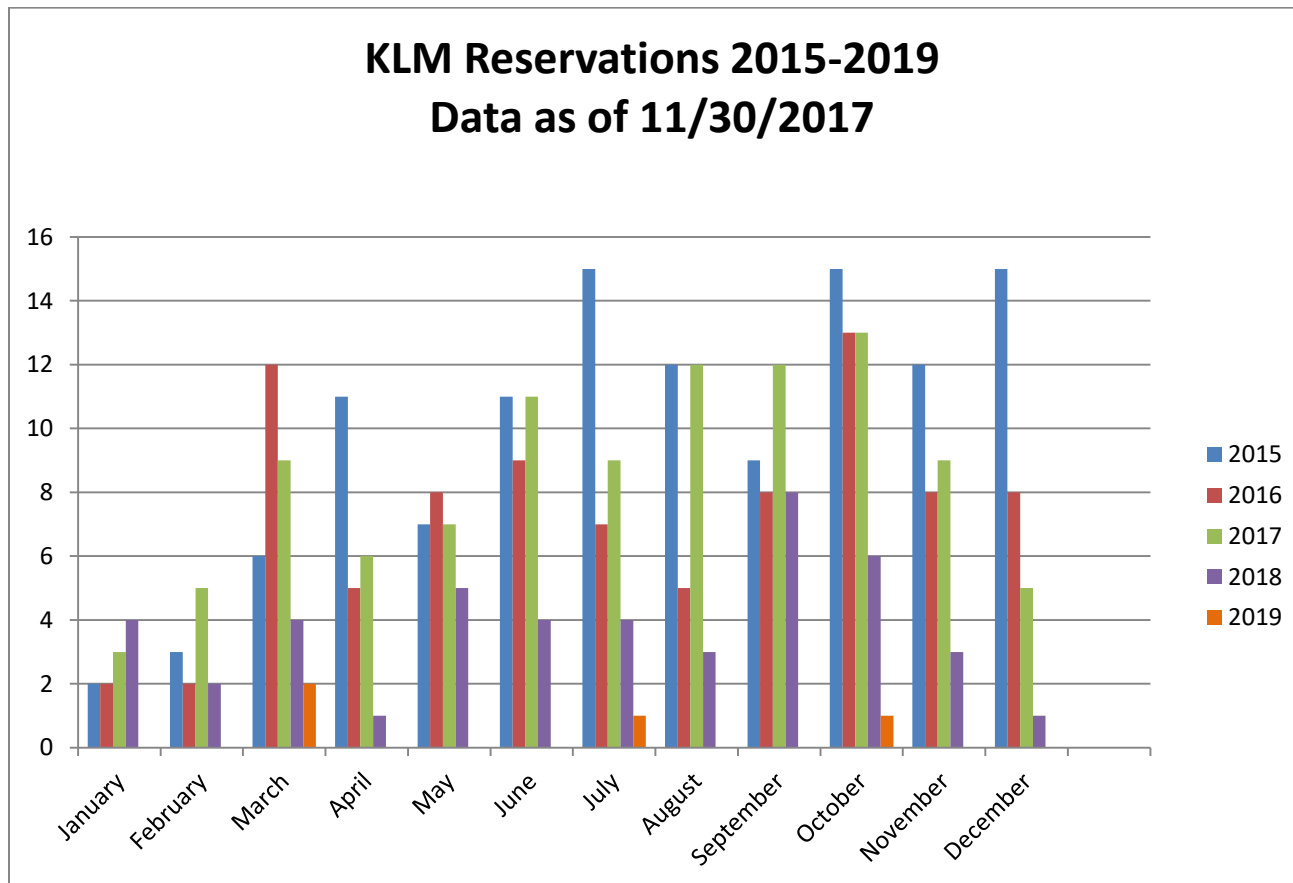


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KLM Gross Monthly Revenues							
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,600
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845	\$ 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	
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	
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	\$ 86,615

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 now working to implement 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 will be reevaluated at the December Parks & Recreation Meeting. Daily leads are being received from the upgraded Knot.com advertising; lodge staff is tracking the conversion rate from leads to bookings. Staff is awaiting the first analytics report from Linchpin, the company performing the SEO project.

Upcoming Brochure & Activities

Brochure & Programming

Winter/Spring Brochure planning has been completed, with the delivery for residents having taken place on December 4th. Registration for Winter/Spring programs begins on December 11th. New programs for this brochure include youth pickleball, archery, badminton, meditation, and Junior Firefighters.



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Special Events

Breakfast with Santa was held at KLM Lodge on December 2nd. The event was well attended and received with over 90 people in attendance. The event provided an expanded continental breakfast, crafts, and the opportunity to take photos with Santa.

Staff is currently preparing for upcoming special events including the Holiday Express on December 17th, and the Easter Egg Hunt on March 31st.

Field & Park Updates

Fields/Parks

Fall Fields usage finished during the 3rd week of November. Final payment invoices for rentals were sent out on November 15th. Staff will begin booking Spring Field space in early January. Public Service staff has completed winterizing park irrigation and bathrooms. All facilities with the exception of KLM and Burns will be closed for the season.

Staff has begun preparation for setting up the Burns Field ice rink. Temperatures need to be consistently in the high 20's with frozen ground for the rink to be filled. Once this takes place, Public Services staff will fill the rink and monitor it until it is able to be opened for skating. The warming house will have unsupervised open hours on M-F from 3:30-6:30pm, with the Police Department closing the facility each night. Weekend hours will be staffed 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 sixth month is \$60,461. Expenses through October are down 45% (\$2,202) 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 is \$46,368 which is 49% (\$22,713) higher than the same period of the prior year. A breakdown of membership revenue through November 28th is included below.



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REVENUES	October		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					
Membership Passes/Lessons/Fobs	\$10,804	\$20,383	\$42,819	\$60,461	(\$17,642)	\$65,000	93%	\$65,000	66%

EXPENSES	October		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					
General Expenses	\$4,889	\$2,687	\$19,164	\$14,093	\$5,071	\$40,080	35%	\$40,080	48%
Capital Expenses	\$0	\$0	\$0	\$0	\$0	\$0	#DIV/0!	\$123,500	0%
Total Expenses	\$4,889	\$2,687	\$19,164	\$14,093	\$5,071	\$40,080	35%	\$163,580	12%
Net	\$5,915	\$17,695	\$23,655	\$46,368	(\$22,713)				

Renewal letters were sent out to past members in mid- August. Pricing for the 2017/18 season will remain the same, with a late fee incurring starting November 1st. 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 11/28/17	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	5	36	41	\$8,200	\$200	9	52	61	20	\$12,200	\$4,000	49%	
Resident Family	1	23	24	\$6,000	\$250	5	20	25	1	\$6,250	\$250	4%	
Resident Secondary	5	50	55	\$0	\$0	14	52	66	11	\$0	\$0	0%	
Resident Total	11	109	120	\$14,200		28	124	152	32	\$18,450	\$4,250	30%	
Non-Resident Individual	12	71	83	\$24,900	\$300	16	97	113	30	\$33,900	\$9,000	36%	
Non-Resident Family	1	16	17	\$6,375	\$375	3	20	23	6	\$8,625	\$2,250	35%	
Non-Resident Secondary	20	33	53	\$0	\$0	17	46	63	10	\$0	\$0	0%	
Non-Resident Total	33	120	153	\$31,275		36	163	199	46	\$42,525	\$11,250	36%	
Total Lifetime Members	N/A	239	239	\$0		1	220	221	-21	\$0	\$0	0%	
Res League Players 10 Visit	N/A			\$0	\$100	2	0	3		\$300	\$300		
NR League Players 10 Visit	N/A			\$0	\$150	2	0	2		\$300	\$300		
10 Visit Total				\$0						\$600	\$600		
Total Memberships/ Revenue	44	468	512	\$45,475		64	507	572	60	\$61,575	\$16,100	35%	