



MEMORANDUM

DATE: October 8, 2019

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

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: September Staff Report

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

Katherine Legge Memorial Lodge

Preliminary gross rental and catering revenue for the fiscal year-to-date is \$94,579. Rental revenue for the fifth month of the 2019/20 fiscal year is \$13,980. In August, there were eight events held at the Lodge, which was six less than the previous year. Expenses for August are lower than the previous year; due to fewer events being held.

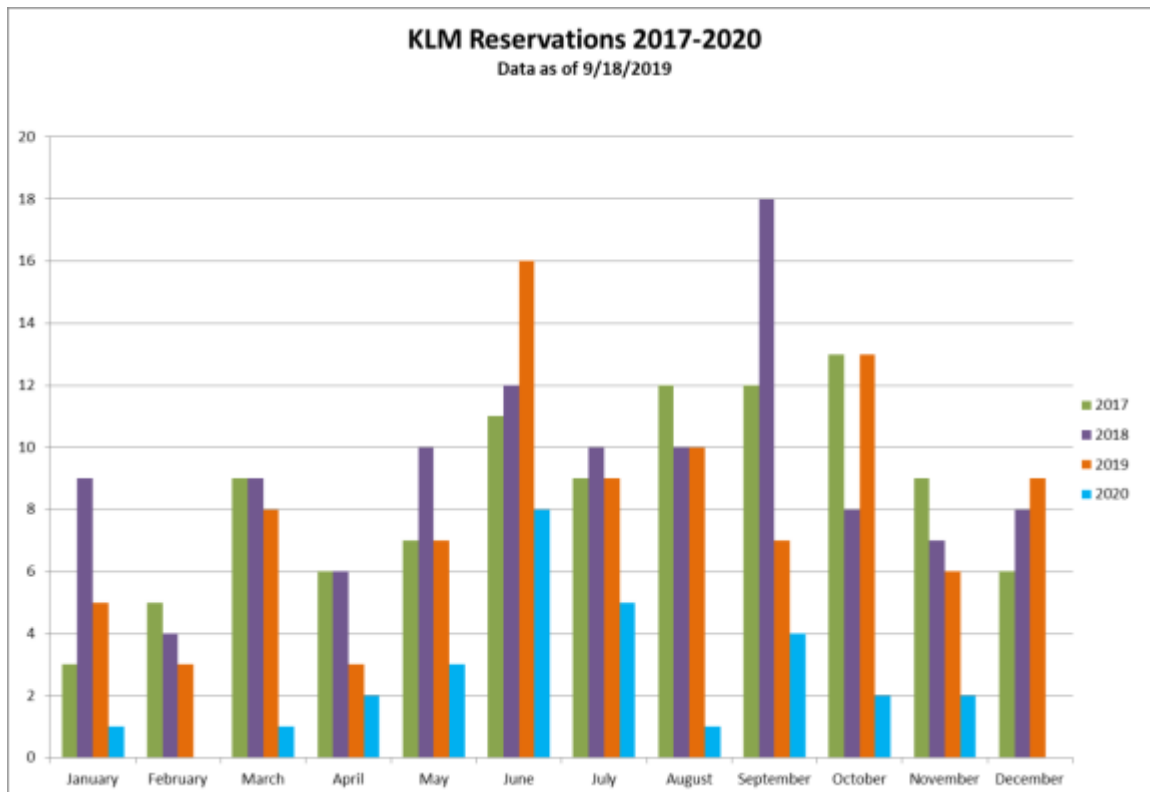
REVENUES	September		YTD		Change Over the Prior year	2019-20 Annual Budget	FY 19-20 % of budget	2018-19 Annual Budget	FY 18-19 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$27,860	\$13,980	\$96,659	\$83,079	(\$13,580)	\$150,000	55%	\$150,000	64%
Caterer's Licenses	\$0	\$0	\$14,000	\$11,500	(\$2,500)	\$15,000	77%	\$13,000	108%
Total Revenues	\$27,860	\$13,980	\$110,659	\$94,579	(\$16,080)	\$165,000	57%	\$163,000	68%
EXPENSES	September		YTD		Change Over the Prior year	2019-20 Annual Budget	FY 19-20 % of budget	2018-19 Annual Budget	FY 18-19 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$15,265	\$3,949	\$51,485	\$42,052	(\$9,433)	\$236,243	18%	\$195,839	26%
Net	\$12,595	\$10,031	\$59,174	\$52,527	(\$6,647)				

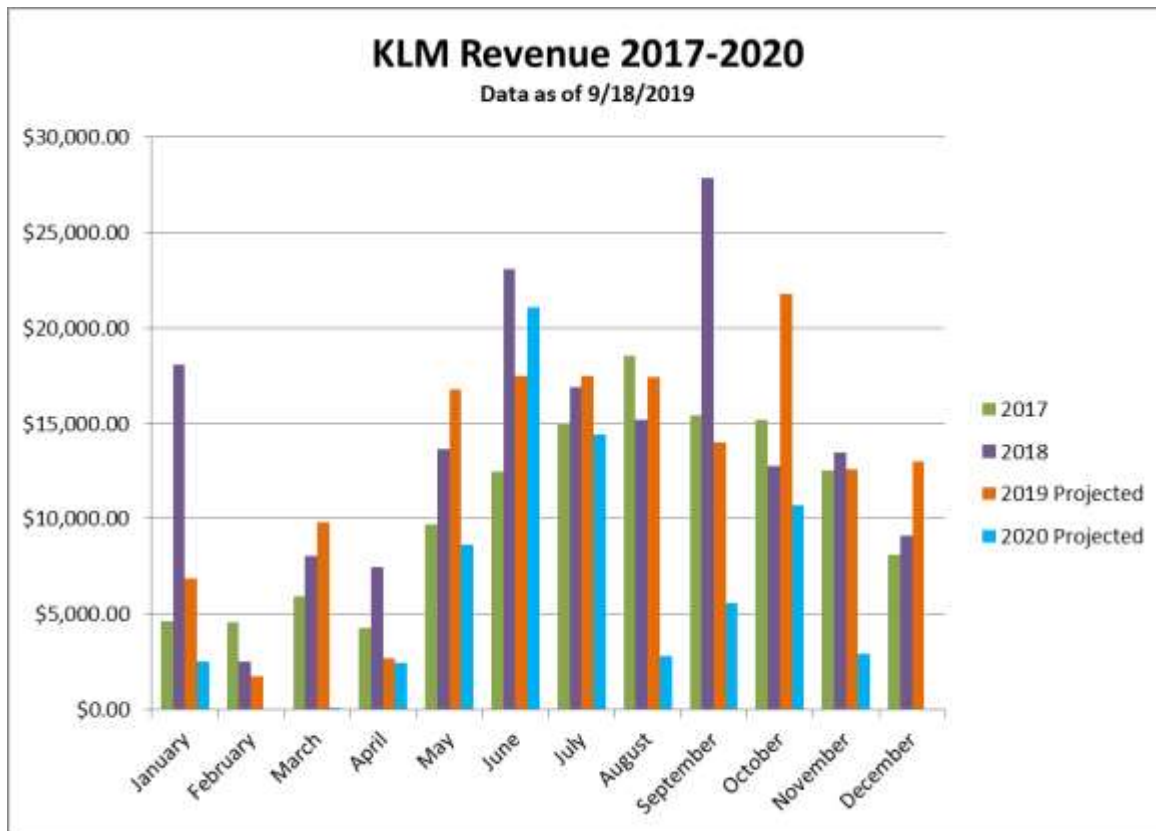


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KLM Gross Monthly Revenues									
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY	2019/20 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744
June	\$ 11,156	\$ 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	
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	\$ 83,079

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 2019/20 FY, including the addition of Search Engine Optimization (SEO) and progressive marketing through The Knot. A sub-committee was started and held its fifth meeting in June where the new brochure and logo were reviewed. The committee is working on expanding the detailed marketing plan, specific to KLM; including rebranding marketing materials and upgrading the website. A final version of the new logo, brochure, and business cards will be presented at the October Parks & Recreation Commission meeting.

Upcoming Brochure & Activities

Brochure & Programming

The Fall Brochure was delivered to residents on July 29th, and registration began on August 5th. Staff is now working on the winter/spring brochure, which is scheduled for delivery to residents on December 2nd.



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Special Events

The final summer special event; Dogs Days of summer was held on September 7th at the Community Pool. Like the previous year, a large number of members and guests attending with their pups. This event is quickly becoming a community (and staff) favorite. Fall special events include a Movie in the Park on October 11th and Fall Fest on October 19th. Registration is currently open for Breakfast with Santa, scheduled for December 7th, and the lottery for Holiday Express on December 8th is also open.

Field & Park Updates

Fields/Parks

Staff has finalized booking fall field space for 2019. Public Service staff has finished the lining and striping of fields for soccer, football, and lacrosse. Football began the week of July 29th, Soccer and Lacrosse began the week of August 26th. Residents surrounding Brook Park were sent letters in June regarding Falcon Football beginning and noting the season's game schedule. Cross Country meets at KLM Park began in late August and will continue through mid-October. Staff will begin booking spring fields in early January.

Ice Rink

Staff has ordered the ice rink liner for the winter season and will work to install it once temperatures are consecutively below freezing for six or more days. The Warming Hut will again be staffed on weekends and provide fires and hot chocolate.

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 and closed on September 2nd. A final pool report will be presented at the November Parks & Recreation Commission meeting.



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As of September 10, 2019	FINAL 2018 Pass Revenue				FINAL 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	37	34	71	\$4,410	46	32	78	\$4,490	2%	\$80
Family Primary	80	199	279	\$82,885	101	172	273	\$80,415	-3%	-\$2,470
Family Secondary	301	654	955		329	610	939			
Individual	7	10	17	\$2,225	7	7	14	\$1,855	-17%	-\$370
Senior Pass	13	25	38	\$3,040	12	23	35	\$2,720	-11%	-\$320
Family Super	79	18	97	\$4,850	78	19	97	\$4,850	0%	\$0
Resident Total	517	940	1457	\$97,410	573	863	1436	\$94,330	-3%	-\$3,080
Neighborhoodly										
Neighbor Family	43	46	89	\$33,187	70	60	130	\$48,020	45%	\$14,833
Neighborhoodly Individual	2	1	3	\$760	3	1	4	\$1,020	34%	\$260
Neighbor Addtl	144	171	315		239	207	446			
Neighborhoodly Total	189	218	407	\$33,947	312	268	580	\$49,040	44%	\$15,093
Non-Resident										
Non Resident Family	3	0	3	\$1,595	0	1	1	\$515	-68%	-\$1,080
Non Resident Family Secondary	14	0	14		6	4	10			
Non Resident Individual	0	2	2	\$545	1	0	1	\$285	-48%	-\$260
Non Resident Senior	3	4	7	\$1,085	6	7	13	\$2,015	86%	\$930
Non Resident Nanny	14	5	19	\$1,710	19	10	29	\$2,520	47%	\$810
Non-resident Total	34	11	45	\$4,935	32	22	54	\$5,335	8%	\$400
10-Visit	242		242	\$19,440	261		261	\$20,738	7%	\$1,298
TOTAL			2151	\$155,732			2331	\$169,443	9%	\$13,711