



MEMORANDUM

DATE: May 5, 2020

TO: President Cauley and the Village Board of Trustees

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: April Staff Report

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

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 fourth 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 to rebook rentals and 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).

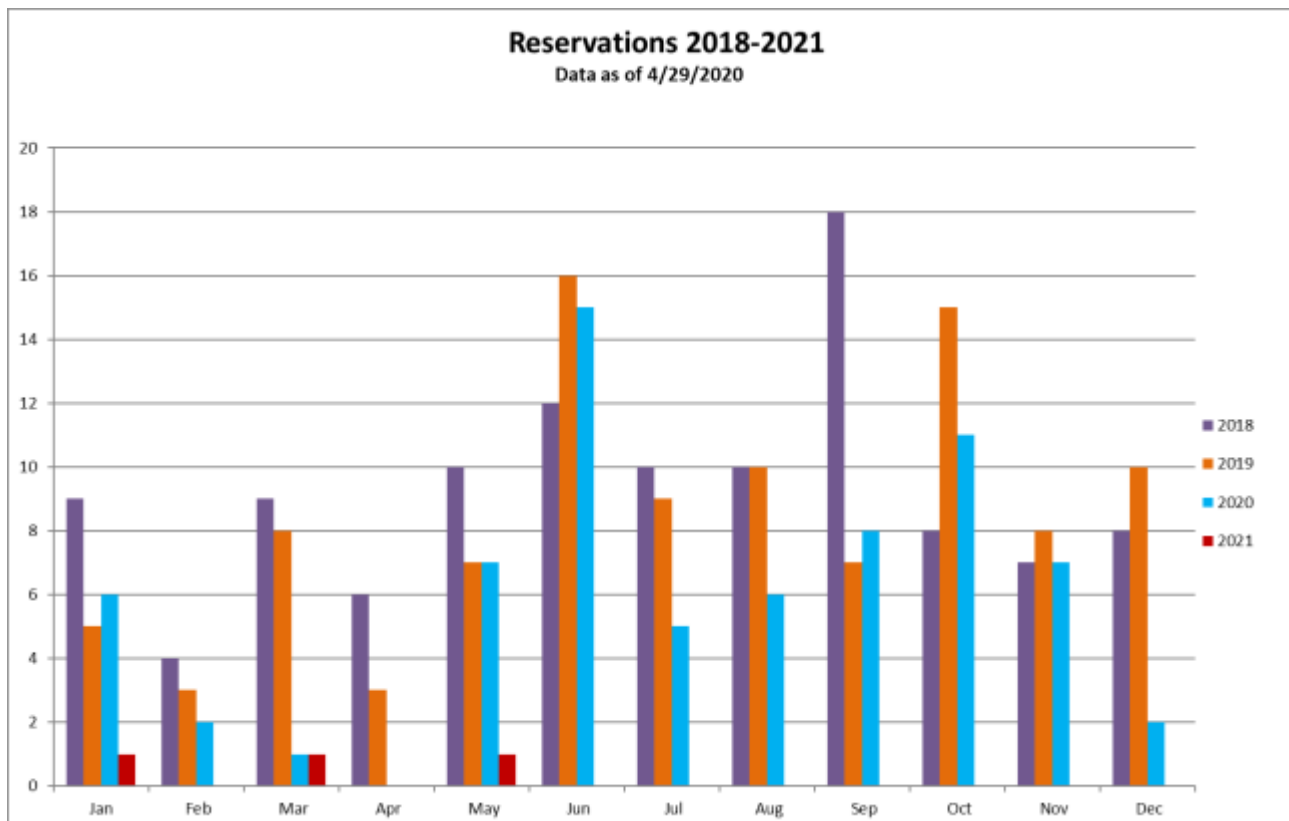
REVENUES	April		YTD		Change Over the Prior year	2020 Annual Budget	CY 20 % of budget	2019-20 Annual Budget	FY 19-20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
The Lodge Rentals	\$2,700	\$0	\$21,084	\$10,025	(\$11,059)	\$145,000	7%	\$150,000	14%
Caterer's Licenses	\$0	\$0	\$11,500	\$500	(\$11,000)	\$15,000	3%	\$15,000	77%
Total Revenues	\$2,700	\$0	\$32,584	\$10,525	(\$22,059)	\$160,000	7%	\$165,000	20%
EXPENSES	April		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					
Total Expenses	\$12,724	\$4,248	\$49,977	\$21,392	(\$28,585)	\$167,220	13%	\$236,243	21%
Net	(\$10,024)	(\$4,248)	(\$17,393)	(\$10,867)	\$6,526				

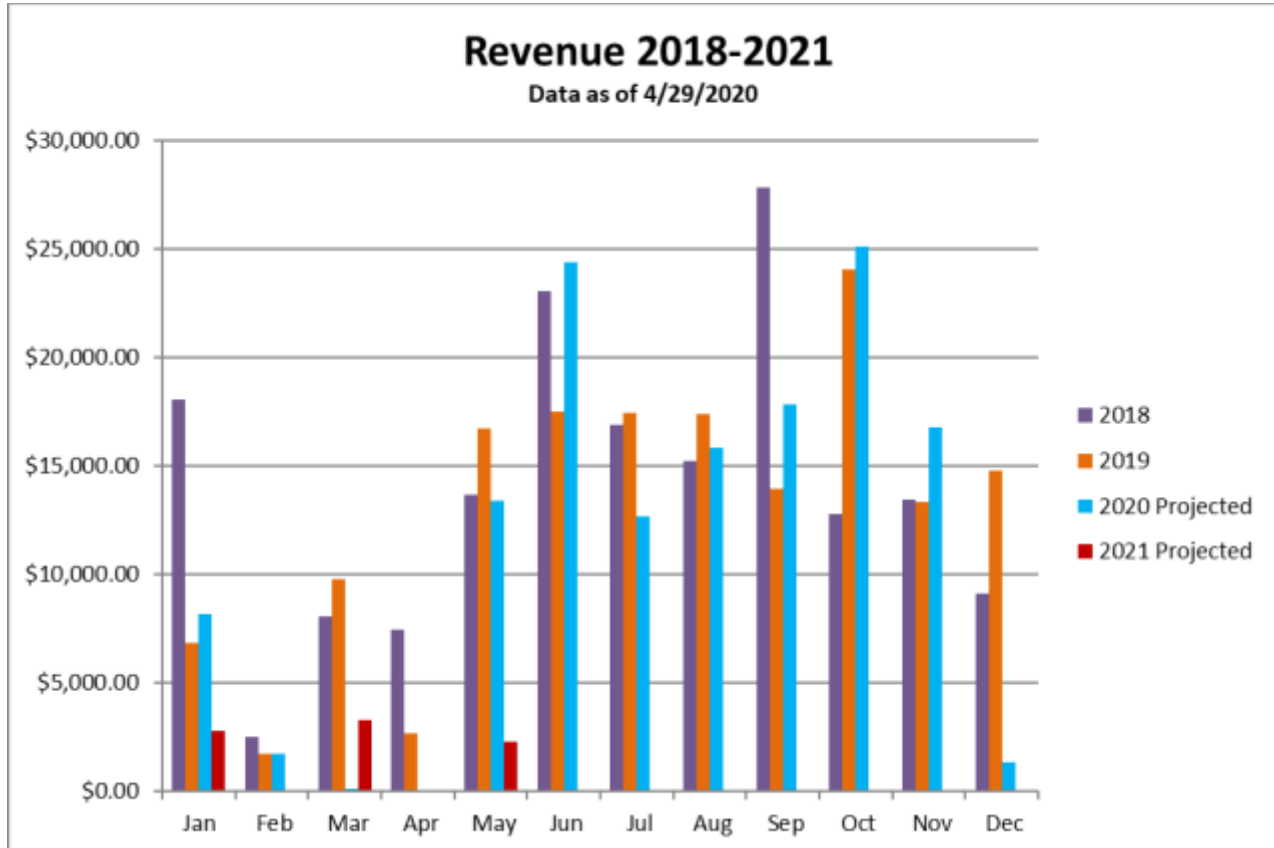


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The Lodge Gross Monthly Revenues										
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY	2019/20 FY	2020 CY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744	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



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Programs for winter/spring began in late December and ended on March 13th. Those classes in April and May that are unable to reschedule for summer were credited back to participant's household accounts. These credits can be used for any future programming or passes.

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).

Summer special events are still be planned, but cancellations decisions due to the pandemic will be made in the coming weeks. Likely events over 100 people will not happen for at least the month of June.

Field & Park Updates

Fields/Parks

All Fields have been closed to recreational user groups through at least May 31. 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.

Peirce Park bathrooms had new flooring installed; an epoxy similar to that of the Pool and KLM bathrooms. New flooring at Burns is scheduled for May, providing the vendor is available to complete the work.

Grant Updates

In August, staff applied for the Open Space and Land Acquisition Development (OSLAD) Grant. On Friday, January 17th, 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 15th, however this has been delayed due to the pandemic. A new



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date has not yet been communicated to the Village by the Illinois Department of Natural Resources (IDNR).

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 21st. 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 are expected in August 2020.

Pool Updates

Pool passes went on sale March 1st online, and March 2nd for in-person registration. As in previous years, super passes sold out, and were awarded via a lottery system. There is currently a 40 person waitlist for super passes. Regular pool passes have seen a 58% decline in sales over the previous year. This is a direct result of the uncertainty surrounding the season due to the pandemic.

As of April 29, 2020	As of April 29, 2019 2019 Pass Revenue				As of April 28, 2020 2020 Pass Revenue					
	New Passes	Renew Passes	Total	Revenue	New Passes	Renew Passes	Total	Revenue	% Change Over Prior Year	Change Over the prior year
Resident										
Nanny + Nanny Super	24	24	48	\$2,690	11	9	20	\$1,150	-57%	-\$1,540
Family Primary	52	118	170	\$48,720	17	65	82	\$23,540	-52%	-\$25,180
Family Secondary	179	398	577		53	212	265			
Individual	6	2	8	\$1,320	0	1	1	\$165	-88%	-\$1,155
Senior Pass	8	11	19	\$1,520	3	10	13	\$1,040	-32%	-\$480
Family Super	78	19	97	\$4,850	95		95	\$4,750	-2%	-\$100
Resident Total	347	572	919	\$59,100	179	297	476	\$30,645	-48%	-\$28,455
Neighborhoodly										
Neighbor Family	39	30	69	\$25,170	5	9	14	\$5,110	-80%	-\$20,060
Neighborhoodly Individual	0	0	0	\$0	0	0	0		#DIV/0!	\$0
Neighbor Add'l	122	105	227		15	30	45			
Neighborhoodly Total	161	135	296	\$25,170	20	39	59	\$5,110	-80%	-\$20,060
Non-Resident										
Non Resident Family	0	0	0	\$0			0		#DIV/0!	\$0
on Resident Family Secondary	0	0	0	\$0			0		#DIV/0!	\$0
Non Resident Individual	0	0	0	\$0	1		1	\$260	#DIV/0!	\$260
Non Resident Senior	3	2	5	\$775	1	1	2	\$310	-60%	-\$465
Non Resident Nanny	7	4	11	\$990	1	1	2	\$180	-82%	-\$810
Non-resident Total	10	6	16	\$1,765	3	2	5	\$750	-58%	-\$1,015
10-Visit	10		10	\$790			0		-100%	-\$790
TOTAL				\$86,825				\$36,505	-58%	-\$50,320



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