



MEMORANDUM

DATE: September 1, 2020

TO: President Cauley and the Village Board of Trustees

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: August Staff Report

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

The Lodge at KLM Park

Preliminary gross rental and catering revenue for the calendar year-to-date is \$22,905. Rental revenue for the eighth month of the 2020 calendar year was \$5,230. The Lodge reopened for tours as of June 1st, and is now holding small events and outdoor gatherings. Lodge staff is currently working on an estimated \$60,000 rental for the duration of the school year with D86 Transitions program. This rental was pushed back to start on September 8th and take place from 7am-1:30pm Monday-Thursday. The school district will be paying a monthly fee for the space.

REVENUES	August		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	\$17,398	\$5,230	\$98,766	\$22,905	(\$75,861)	\$145,000	16%	\$150,000	66%
Caterer's Licenses	\$11,500	\$0	\$11,500	\$500	(\$11,000)	\$15,000	3%	\$15,000	77%
Total Revenues	\$28,898	\$5,230	\$110,266	\$23,405	(\$86,861)	\$160,000	15%	\$165,000	67%

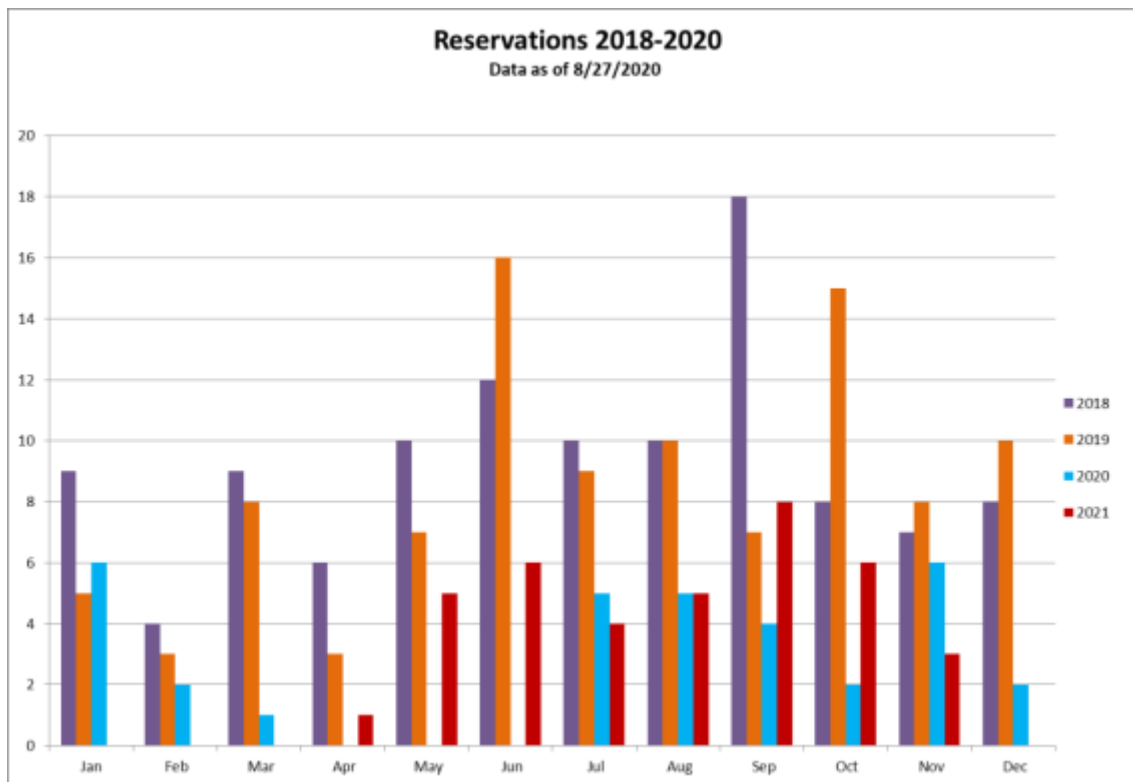
EXPENSES	August		YTD		Change Over the Prior year	2020 Annual Budget	CY 20 % of budget	2019-20 Annual Budget	FY 19-20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$15,265	\$7,812	\$97,113	\$36,816	(\$60,297)	\$167,220	22%	\$236,243	41%
Net	\$13,633	(\$2,582)	\$13,153	(\$13,411)	(\$26,564)				

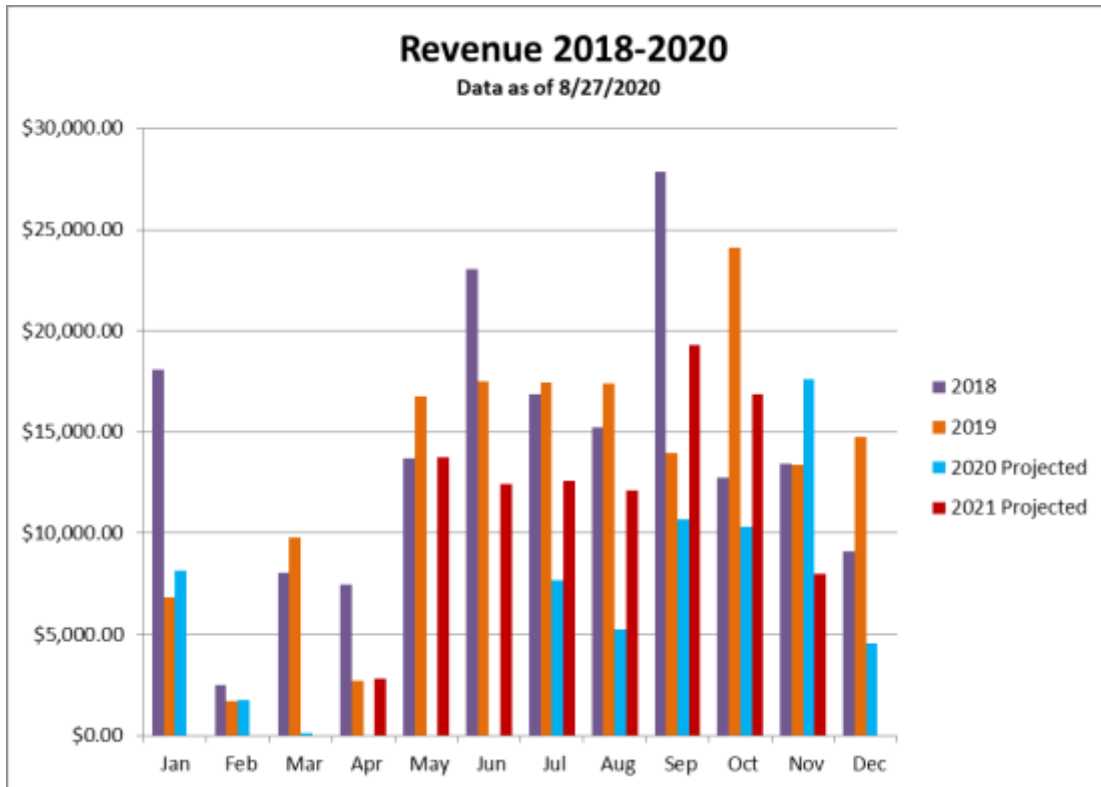


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The Lodge Gross Monthly Revenues										
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY	2019/20 FY	2020 CY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744	\$ -
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	\$ 7,650
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 11,500	\$ 18,555	\$ 15,205	\$ 17,395	\$ 5,230
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	\$ 22,905

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 four 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

The fall/winter seasonal brochure was released digitally on July 27th, and program registration began on August 3rd. The move to digital was due to the uncertainty still surrounding the COVID-19 pandemic. With the changes made to the summer programming, the print brochure was inaccurate and staff was unable to make changes to it. Instead staff has to recreate a digital brochure with accurate information. For the time being, moving to a digital brochure will not only allow staff flexibility in editing any programs and events that change, but will also save the village over \$7,000 for the season. Postcards were mailed to all residences informing them of this change, where to view the brochure, and highlighting important dates.



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Special Events

Even amid restrictions, six special events were able to be held this summer; all were well received by the community. Three of the events were Lunch on the Lawn in Burlington Park. These events featured entertainment provided by the Village and allowed guests to have a socially distant picnic while enjoying the show. The other three events were movies. One was a drive-in movie at KLM Park and the other two were regular movies in the park at Robbins Park. The next special event will be Fall Fest. Staff is working in conjunction with The Chamber of Commerce, The Hinsdalean, and The Community House to plan this event, following all current guidelines.

Field & Park Updates

Staff is still working to book a few remaining fall fields with local user groups. Hinsdale Little League and AYSO both started their seasons in late August. Staff is seeing an increase in request for field space due to the lack of useable indoor space.

The lacrosse field regrading project at KLM Park has finished. The Hinsdale Meadows construction crews started striping top soil and moving in clay the week of July 27th. The regrading was completed during the week of August 24th. The field will remain offline through spring of 2021 to allow time for turf conditions to properly establish.

Pool Updates

The pool opened for a limited season on June 22nd. The pool is open from 5:15am-10pm for a variety of uses. Lap swim, open swim, wading pool swim, swim lessons, dive lessons and swim team rentals all take place during these hours. Use of the pool is restricted to reservations only, and a max of 100 in the facility during open swim hours. Swim teams are restricted to 48 swimmers at a time. Current revenue and staff expenses for the pool are listed below. The pool will close for the season on Labor Day.

REVENUE TO DATE 8/27/2020	
Swim Club Rentals	\$ 88,712.50
Daily Visits	\$ 79,588.09
Lessons	\$ 46,399.00
	\$ 214,699.59
Staff cost to date	\$ 94,356.86
*Net	\$ 120,342.73
*staff expense only, total expenses will be provided at the end of the season	



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