



MEMORANDUM

DATE: January 14, 2020
TO: Chairman Waverley and Members of the Parks & Recreation Commission
FROM: Heather Bereckis, Superintendent of Parks & Recreation
RE: December Staff Report

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

The Lodge at KLM Park

Preliminary gross rental and catering revenue for the fiscal year-to-date is \$146,803. Rental revenue for the eighth month of the 2019/20 fiscal year is \$14,774. In December, there were 12 events held at The Lodge, which was two more than the previous year. Expenses for December are lower than the previous year due to timing of invoices.

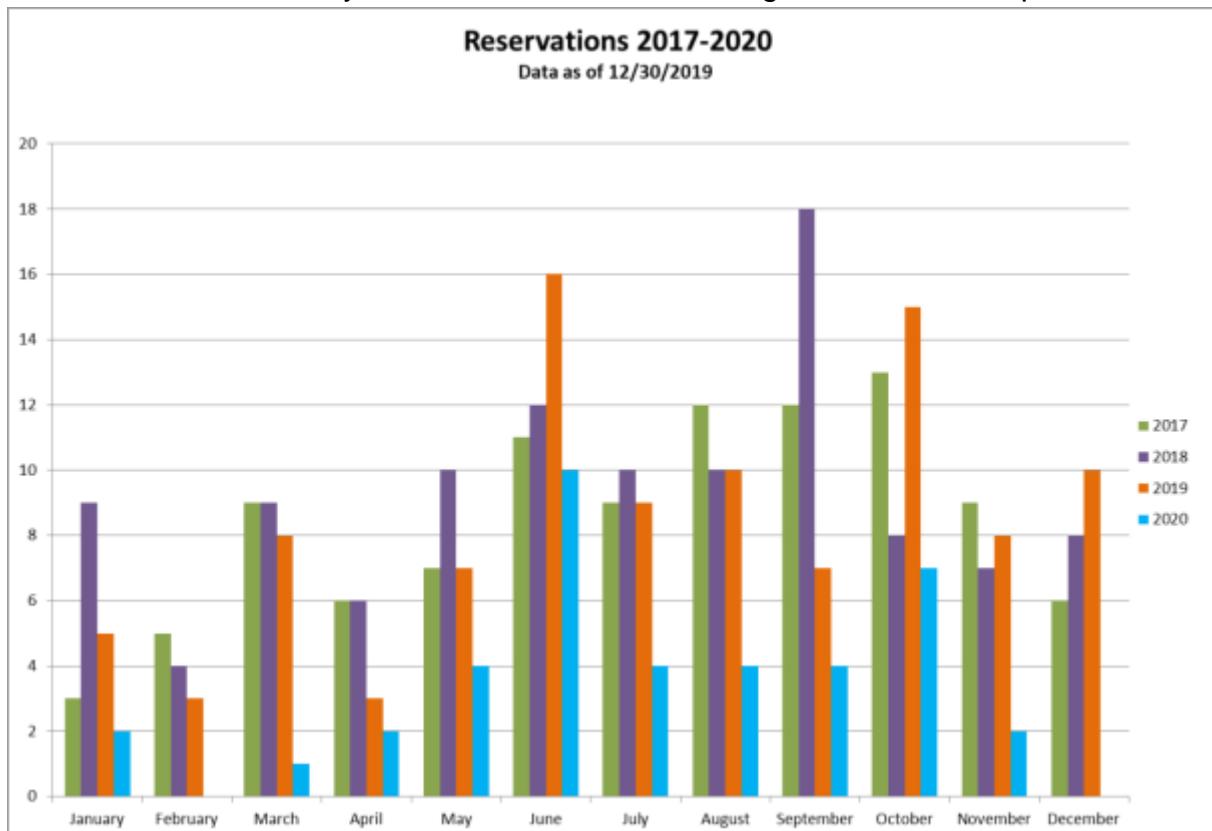
REVENUES	December		YTD		Change Over the Prior year	2019-20 Annual Budget	FY 19-20 % of budget	2018-19 Annual Budget	FY 18-19 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
The Lodge Rentals	\$9,125	\$14,774	\$132,004	\$135,303	\$3,299	\$150,000	90%	\$150,000	88%
Caterer's Licenses	\$0	\$0	\$11,500	\$11,500	\$0	\$15,000	77%	\$13,000	88%
Total Revenues	\$9,125	\$14,774	\$143,504	\$146,803	\$3,299	\$165,000	89%	\$163,000	88%
EXPENSES	December		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	\$15,645	\$8,473	\$97,858	\$77,503	(\$20,355)	\$236,243	33%	\$195,839	50%
Net	(\$6,520)	\$6,301	\$45,646	\$69,300	\$23,654				

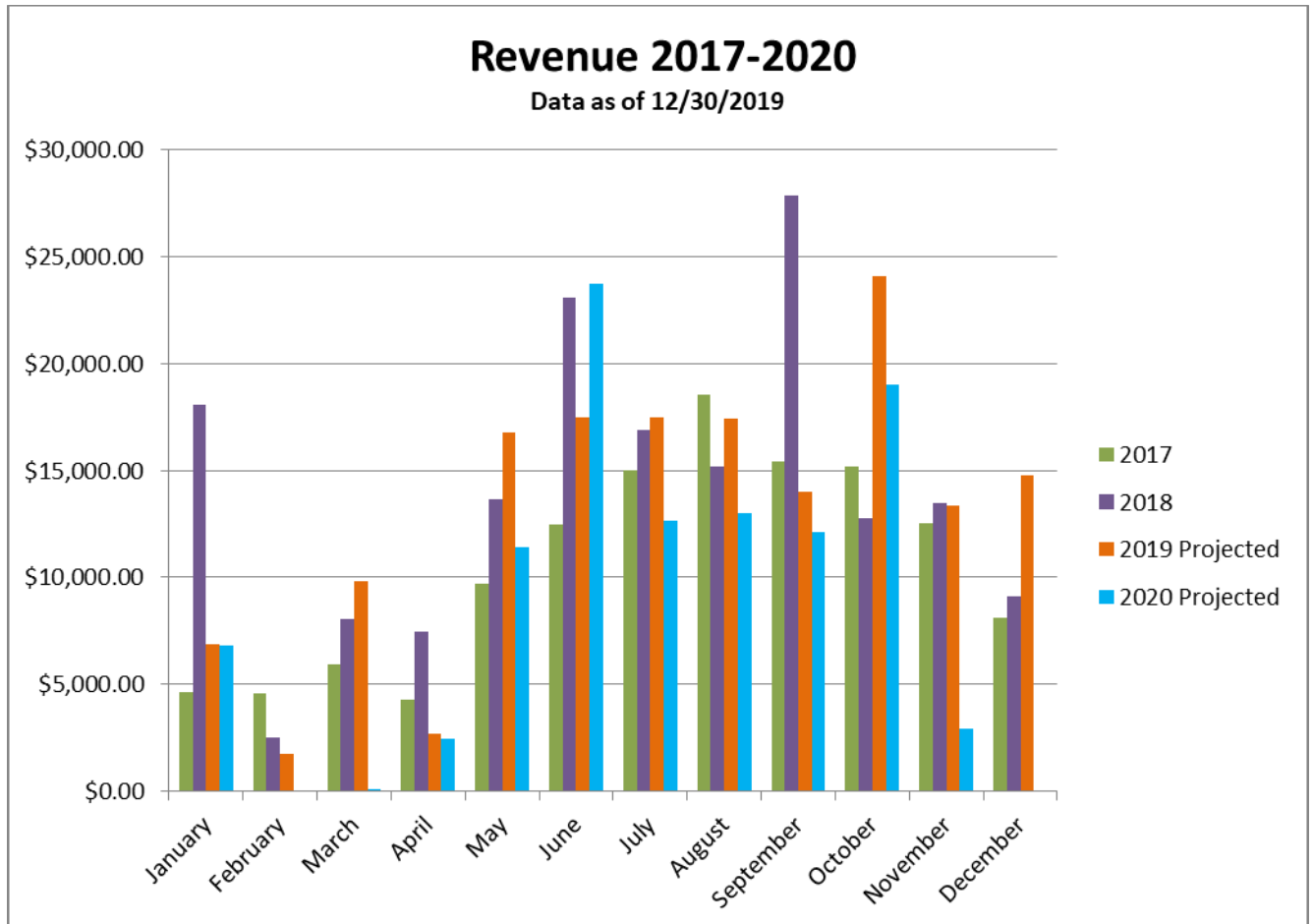


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The Lodge Gross Monthly Revenues									
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY	2019/20 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744
June	\$ 11,156	\$ 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	\$ 6,800
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	\$ 142,103

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. The sixth meeting was held for December 12th. A final version of the new logo, brochure, and business cards were presented at the October Parks & Recreation Commission meeting.

Upcoming Brochure & Activities

Brochure & Programming

The winter/spring brochure was delivered to residents on December 2nd. Registration began on December 9th. Programs for winter/spring began in late December. The summer brochure is in the planning process, with delivery to residents scheduled for March 16th, 2020



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Special Events

New for the 2019 Holiday season was a pop-up special event called The 12 Days of Holiday Cheer. This event was a joint venture with the Parks & Recreation (P&R) and Economic Development (ED) Departments. Staff was able to collect over \$3,000 in sponsorship from local business. Residents were extremely excited to watch for the daily clues posted on social media, and then hunt for prizes.

Breakfast with Santa was held at The Lodge on December 7th. The event was sold out and well received, with over 90 people in attendance. The event provided a full breakfast, crafts, and the opportunity to take photos with Santa.

The Holiday Express took place on December 8th, with nearly 300 Hinsdale residents riding to the North Pole (Aurora Roundhouse). Participants disembarked the train and were treated to either a breakfast or lunch buffet, took photos with Santa and Mrs. Claus, watched a holiday magic show and decorated crafts.

Spring special events will include the Egg Hunt, Park Clean-up Day, and the new Corks & Forks event at The Lodge. This new event will include five wine and food pairings, as well as a bit of wine education. The event is sponsored by Hinsdale Wine Academy and Taste of Home Catering.

Field & Park Updates

Fields/Parks

Staff is now booking field space for spring 2020. Public Service staff has finalized winterizing park bathrooms. 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 early March.

Ice Rink

The new ice rink liner has arrived and staff 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 will provide fires and free hot chocolate.



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