



MEMORANDUM

DATE: January 16, 2018

TO: Chairman Waverley and 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 December.

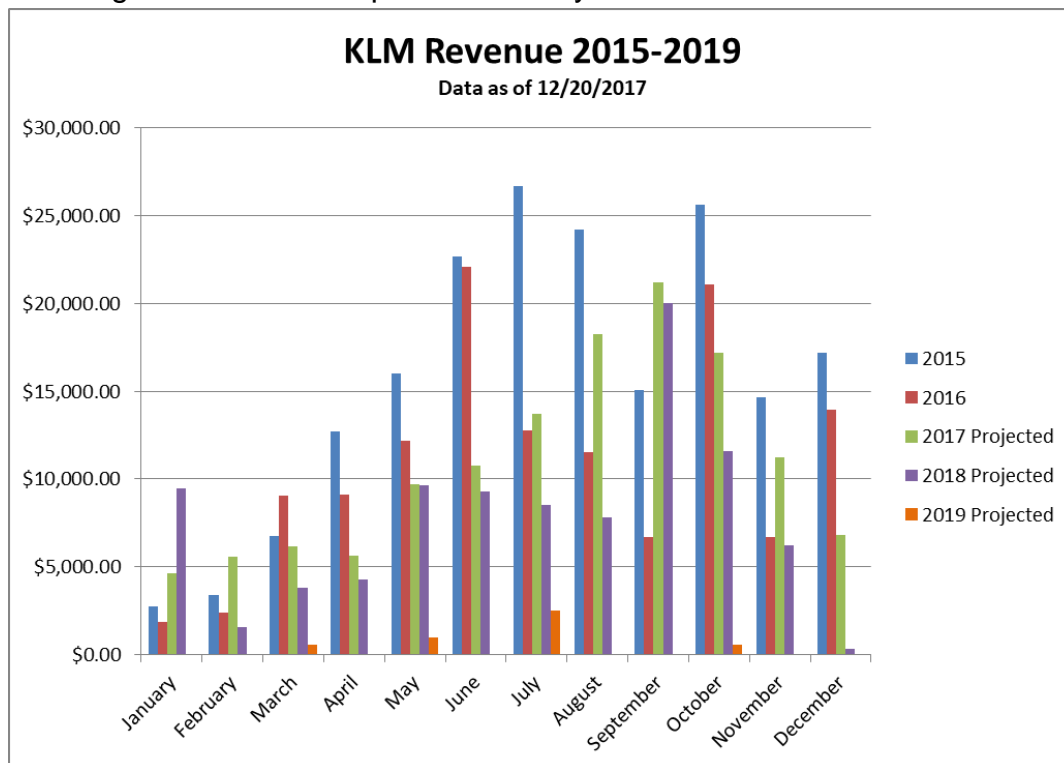
Katherine Legge Memorial Lodge

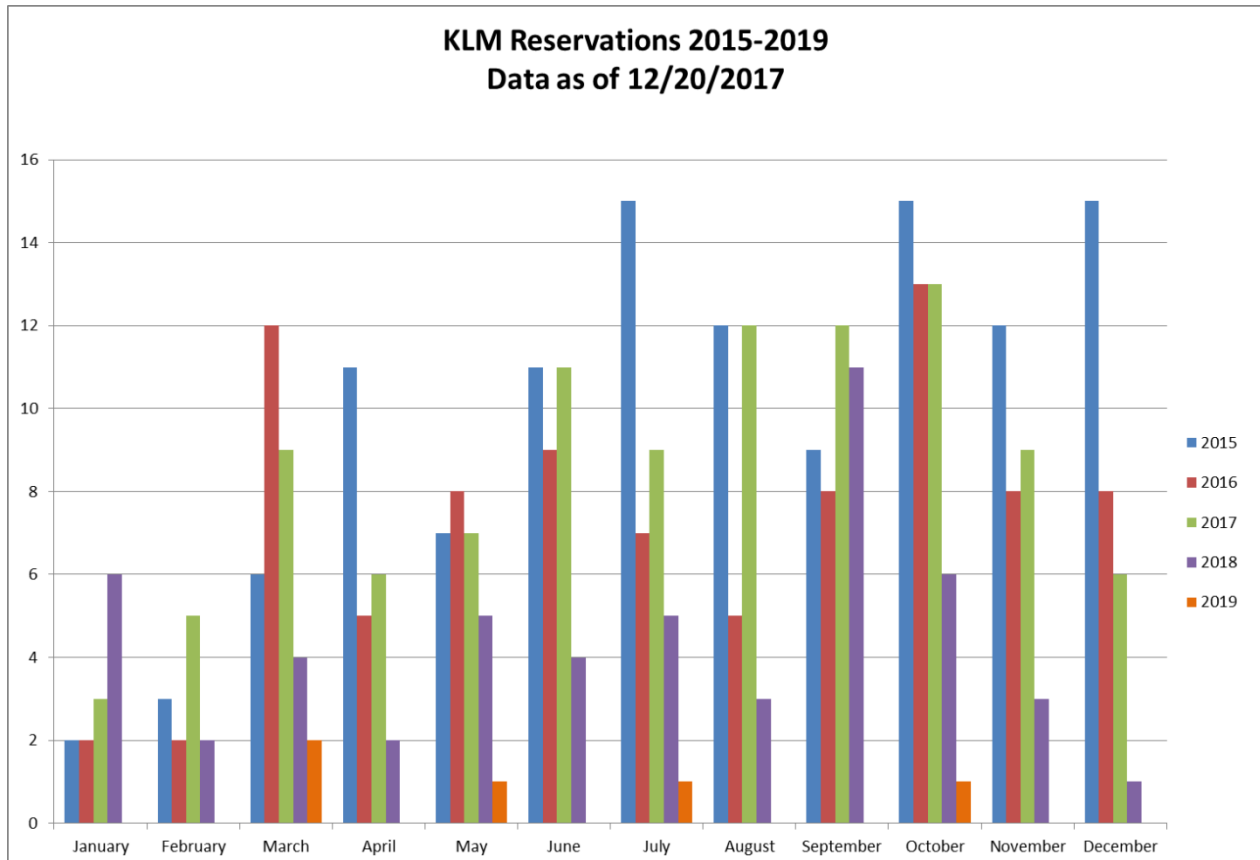
Preliminary gross rental and catering revenue for the fiscal year to-date is \$109,365. Rental revenue for the Seventh month of the 2017/18 fiscal year is \$11,250. In November, there were nine events held at the Lodge, which is one more than the prior year. Expenses through November are up 6% (\$851) over the prior year; this is due to the additional event being held.

REVENUES	November		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	\$6,700	\$11,250	\$99,485	\$97,865	(\$1,620)	\$160,000	61%	\$180,000	55%
Caterer's Licenses	\$0	\$0	\$9,000	\$11,500	\$2,500	\$11,000	105%	\$15,000	60%
Total Revenues	\$6,700	\$11,250	\$108,485	\$109,365	\$880	\$171,000	64%	\$195,000	56%
EXPENSES	November		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	\$14,534	\$15,385	\$79,265	\$84,229	\$4,964	\$197,651	43%	\$212,741	37%
Net	(\$7,834)	(\$4,135)	\$29,220	\$25,136	(\$4,084)				

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	\$ 11,250
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	\$ 97,865

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 were reevaluated at the December Parks & Recreation (P&R) Meeting. Daily leads are being received from the upgraded Knot.com advertising and lodge staff is tracking the conversion rate from leads to bookings. Staff will be presenting the six month conversion report from theKnot.com and the analytics report from Linchpin (SEO Company) at the March P&R Commission Meeting.

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 began on December 11th. New programs for this brochure include youth pickleball, archery, badminton, meditation, and Junior Firefighters. Summer brochure planning is now underway, with an expected delivery date of March 19th.



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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.

The Holiday Express took place on December 17th, 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. The next upcoming special event is the Easter Egg Hunt on March 31st. This event is held in collaboration with The Community House in Robbins Park.

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 also 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 these conditions are in 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 seventh month is \$61,775. Expenses through October are down 25% (\$1,311) 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 \$43,665 which is 51% (\$22,484) higher than the same period of the prior year. A breakdown of membership revenue through December 18th is included below.

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REVENUES	November		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	\$2,656	\$1,314	\$45,475	\$61,775	(\$16,300)	\$65,000	95%	\$65,000	70%

EXPENSES	November		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	\$5,328	\$4,017	\$24,294	\$18,110	\$6,184	\$40,080	45%	\$40,080	61%
Capital Expenses	\$0	\$0	\$0	\$0	\$0	\$0	#DIV/0!	\$123,500	0%
Total Expenses	\$5,328	\$4,017	\$24,294	\$18,110	\$6,184	\$40,080	45%	\$163,580	15%
Net	(\$2,672)	(\$2,703)	\$21,181	\$43,665	(\$22,484)				

Renewal letters were sent out to past members in mid- August. Pricing for the 2017/18 season will remain the same, with a \$50 late fee added to all memberships bought after 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

	2016					2017 Fees	2017						
	New Members	Renewal Members	Total Members	Revenue YTD	2017 Fees		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	10	52	62	21	\$12,400	\$4,200	51%	
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		29	124	153	33	\$18,650	\$4,450	31%	
Non-Resident Individual	9	74	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	30	123	153	\$31,275		36	163	199	46	\$42,525	\$11,250	36%	
Total Lifetime Members	N/A	244	244	\$0		2	224	226	-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	41	476	517	\$45,475		65	511	578	61	\$61,775	\$16,300	36%	