



MEMORANDUM

DATE: January 10th, 2017

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

FROM: Heather Bereckis, Interim Manager 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.

Platform Tennis

The platform tennis season started the first week of October. Per HPTA’s court license agreement with the Village, all HPTA league players are required to have a current Village membership. Renewal letters went out in August to all past platform members, and staff has been working diligently with the Hinsdale Platform Tennis Association (HPTA) to ensure that individuals playing in their leagues purchase a membership. There are still approximately 20 members outstanding; approximately 20 members have renewed since the December Parks & Recreation staff report.

The bulk of membership revenue has posted at this time, but final numbers are not yet reflected. Revenue is trending higher than 2015, although membership numbers are lower; this is due to the fee increase that went into effect on Sept. 1st, 2016. A table indicating the fee increase is shown below. This increase was approved by HPTA to help cover the costs of Mary Doten’s Court Manager contract and improvements to the Platform Tennis facility.

Platform Membership Fees	2015/16 Fees	2016/17 Fees	Change
Resident Individual	\$ 120	\$ 200	\$ 80
Resident Family	\$ 175	\$ 250	\$ 75
Non-Resident Individual	\$ 289	\$ 300	\$ 11
Non-Resident Family	\$ 345	\$ 375	\$ 30

Lifetime memberships will vary in number year to year, although there is no revenue associated with these memberships. This is because lifetime members have to elect to renew their passes each year. A family may choose to participate in 2013, but then not renew again until 2016. Due to this not affecting revenue, there are currently no stipulations requiring passes to be renewed every year in order to keep the lifetime status. Below is a summary of all current membership revenue.



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Platform Tennis Membership Summary

Memberships as of 12/20/16	2015					2016 Fees	2016					
	New Members	Renewal Members	Total Members	Revenue YTD	2016 Fees		New Members	Renewal Members	Total Members	Change of over Prior Year	Revenue YTD	Change over Prior Yr.
Resident Individual	9	56	65	\$7,800	\$200	10	39	49	-16	\$9,800	\$2,000	26%
Resident Family	8	18	26	\$4,550	\$250	2	22	24	-2	\$6,000	\$1,450	32%
Resident Secondary	15	58	73	\$0	\$0	5	50	55	-18	\$0	\$0	0%
Resident Total	32	132	164	\$12,350		17	111	128	-36	\$15,800	\$3,450	28%
Non-Resident Individual	9	70	79	\$22,831	\$300	25	75	100	-21	\$30,000	\$7,169	31%
Non-Resident Family	0	14	14	\$4,830	\$375	7	10	17	3	\$6,375	\$1,545	32%
Non-Resident Secondary	1	38	39	\$0	\$0	10	43	53	14	\$0	\$0	0%
Non-Resident Total	10	122	132	\$27,661		42	128	170	38	\$36,375	\$8,714	32%
Resident Lifetime	N/A	172	172	\$0	\$0	N/A	156	156	-16	\$0	\$0	0%
Non-Resident Lifetime	N/A	103	103			N/A	94	94	-9	\$0	\$0	0%
Total Lifetime Members	N/A	275	275			N/A	250	250	-25	\$0	\$0	0%
Total Membership Revenue	42	426	571	\$40,011		59	395	548	-23	\$52,175	\$12,164	30%

Lesson information for platform tennis has been included in the fall brochure. Mary Doten, per her agreement with the Village, teaches and coordinates lessons. This is year one of a renewed two-year agreement with Ms. Doten. The terms are that Ms. Doten pays the Village 10% of her gross lesson revenue. The first installment of lesson payments from Ms. Doten is due in January.

Katherine Legge Memorial Lodge

Preliminary gross rental revenue for the fiscal year to-date is \$99,485. As discussed in detail during the December Parks & Recreation Commission meeting, revenue for the 2016/17 fiscal year continues to lag behind that of fiscal year 2015/16.

Rental revenue for the seventh month of the fiscal year is \$6,700. In November, there were six events held at the Lodge, which is six less than the prior year. Expenses for November are down 21% over the prior year, which can be directly attributed to the decrease in rental and staff costs, as staff is not needed for evenings when the facility has no events.

REVENUES	November		YTD		Change Over the Prior year	2016-17 Annual Budget	FY 16-17 % of budget	2015-16 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$14,825	\$6,700	\$146,675	\$99,485	(\$47,190)	\$180,000	55%	\$160,000	92%
Caterer's Licenses	\$0	\$0	\$13,266	\$9,000	(\$4,266)	\$15,000	60%	\$15,000	88%
Total Revenues	\$14,825	\$6,700	\$159,941	\$108,485	(\$51,456)	\$195,000	56%	\$175,000	91%
EXPENSES	November		YTD		Change Over the Prior year	2016-17 Annual Budget	FY 16-17 % of budget	2015-16 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$17,837	\$14,534	\$99,726	\$79,256	(\$20,470)	\$212,741	37%	\$199,700	50%
Net	(\$3,012)	(\$7,834)	\$60,215	\$29,229	(\$30,986)	(\$17,741)		(\$24,700)	



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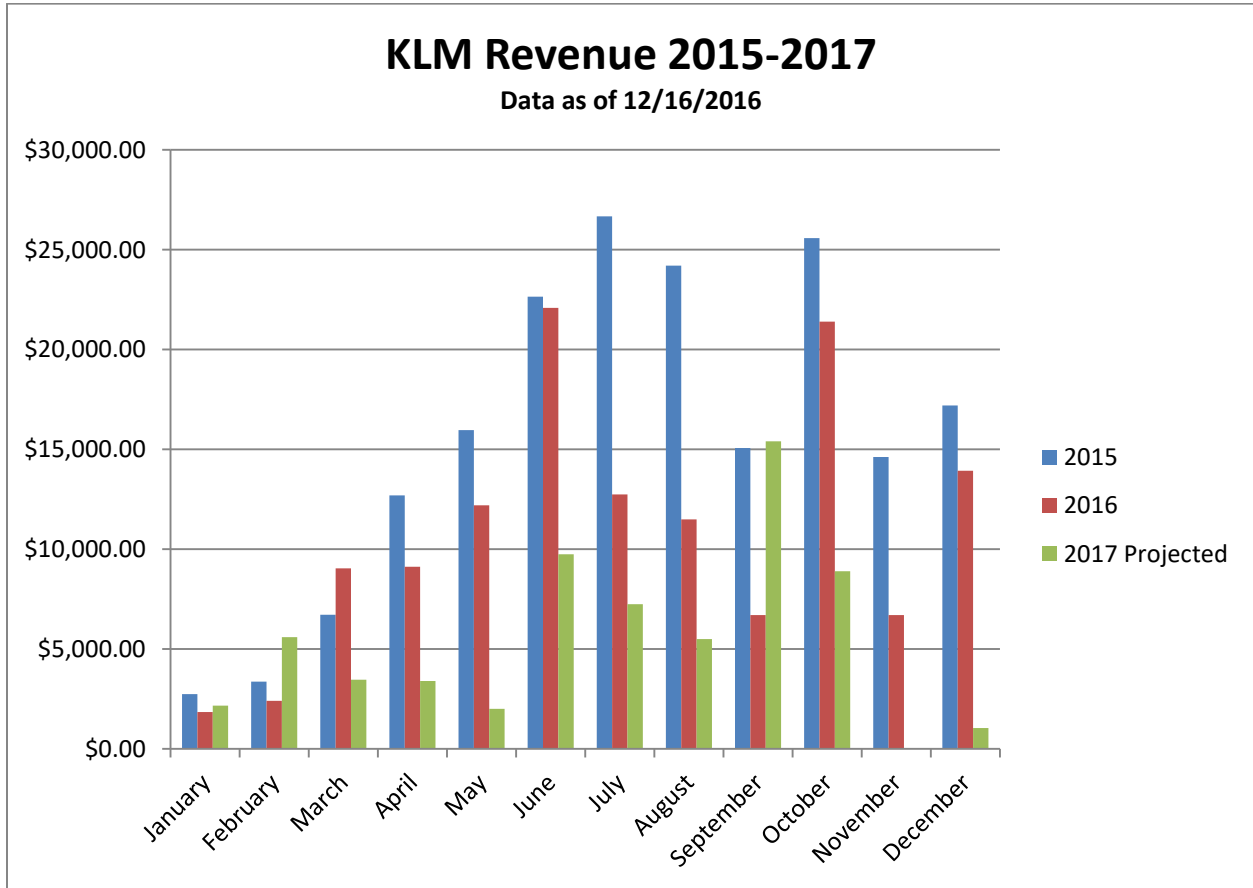
Staff has performed an analysis to compare the current Lodge gross revenues to those of the prior six years. As you will see below, while the current fiscal year shows a significant decline over the prior year, it is still on par with past history. Gross revenues for fiscal year 2015-16 were much higher than average.

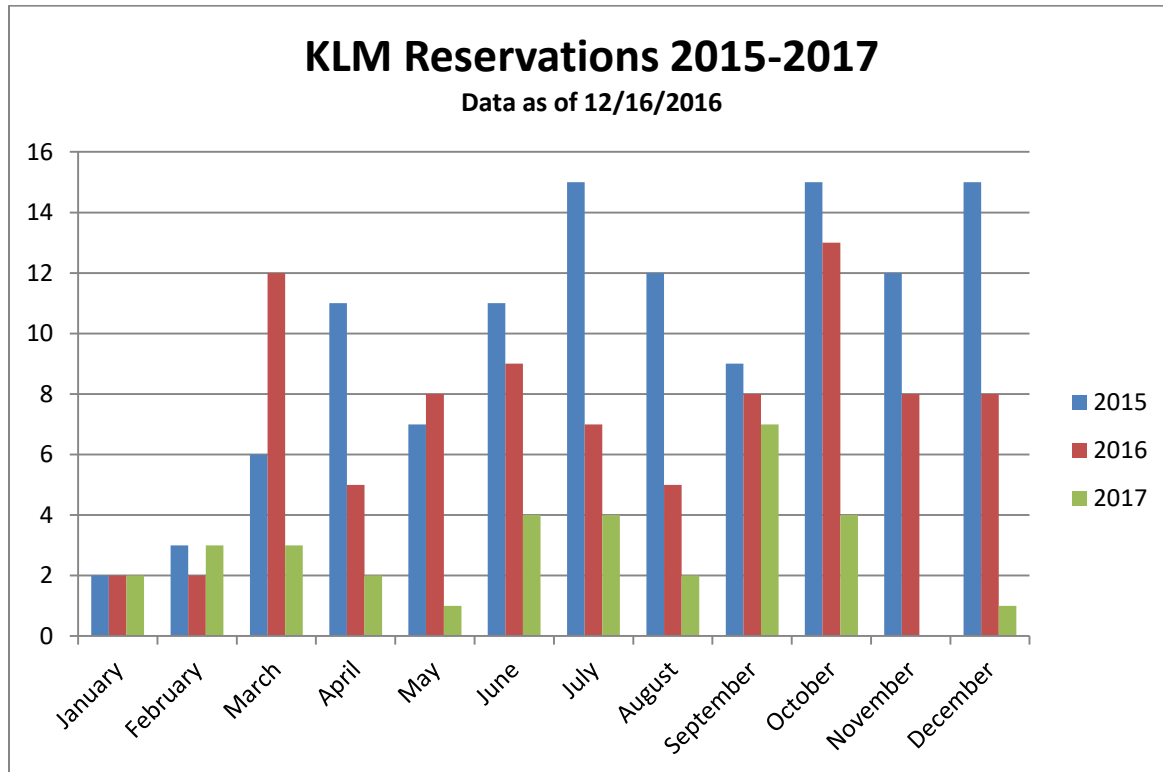
KLM Gross Monthly Revenues						
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 11,850
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845
July	\$ 13,559	\$ 9,786	\$ 18,650	\$ 12,909	\$ 27,475	\$ 12,550
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 12,645
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 11,500
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,395
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700
total	\$ 90,461	\$ 89,911	\$ 117,385	\$ 132,673	\$ 146,675	\$ 99,485

To assist in future revenue prediction, staff has begun tracking future bookings and forecasting revenues. Below is a graph showing the past two years of data 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 bi-weekly.

As you will note, there is some concern warranted due to the decline in bookings. However, staff has begun putting the approved marketing plan in place and anticipates seeing an increase in reservations related to this within three months. Calls for events 8-18 months out are already coming in. To secure rentals for spring 2017, a reminder mailing to past renters is being sent, and the Lodge is offering special discounts for new renters.

The first Lodge Open House was held on December 28th, 2016. The event allowed patrons to tour the facility, and a 10% discount was offered to visitors if they ultimately opt to book an event. Although only three potential clients attended the first Open House, two bookings were made a result. Staff intends to hold quarterly Open Houses for 2017, and will hold the holiday Open House immediately after Thanksgiving to potentially capture additional holiday bookings.





KLM Reservation Type by Month	2017					2016				
	Wedding	Corporate Event	Social Event	Camps & Retreats	Total	Wedding	Corporate Event	Social Event	Camps & Retreats	Total
January		2	1		3			2		2
February	2	1			3		1	1		2
March	1	2			3	1	8	2		11
April	1	1			2		2	3		5
May	1				1	4		4		8
June	2	1	1	1	5	7	1		1	9
July	4				4	6		1		7
August	2				2	3	2			5
September	5	2			7	3	3	2		8
October	3	1			4	8	4	1		13
November					0	3	3	2		8
December			1		1	2	1	5		8
Total	21	10	3	1	35	37	25	23	1	86



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Fall Brochure & Activities

The Holiday Express, formerly known as the Polar Express, took place on Sunday, December 4th. Due to the popularity of the event and limited slots provided by Metra, a lottery system was utilized for registration of this event; all registrants were able to be accommodated. Registered participants took the train from Hinsdale to the Aurora station and participants enjoyed a buffet, entertainment, crafts and visits with Santa at the Two Brothers Roundhouse banquet facility.

On Saturday, December 3rd, families enjoyed Breakfast with Santa at Katherine Legge Memorial Lodge. The event included a continental breakfast and a visit with Santa. Approximately 80 people were in attendance.

The Winter/Spring 2017 Recreation Program Guide has been completed. Brochures were delivered to Hinsdale residents on Monday, December 5th. Registration began on Monday, December 12th. Staff is now in the planning phase for the Summer 2017 brochure, which is set to be delivered on March 20th.

Field/Park Updates

Ice Rinks

Staff constructed one 170'x90' rink at Burns Field. With the cold early December temperatures, staff was able to have the rink open by December 14th. Melin Park's resident-operated 40'x80' ice rink was open by December 16th. Unsupervised Warming House hours at Burns will be from 3:30-6:30pm on weekdays and 10am-6pm on weekends, as weather permits. Both rinks are open to the public. Village signage is posted at both locations indicating rules and current ice conditions. This information is also posted on the Village website and social media.