



MEMORANDUM

DATE: March 13, 2018

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

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: February Staff Report

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

Katherine Legge Memorial Lodge

Preliminary gross rental and catering revenue for the fiscal year to-date is \$128,079. Rental revenue for the ninth month of the 2017/18 fiscal year is \$11,164. In January, there were nine events held at the Lodge, which is five more than the prior year. Expenses for January are down 49% (\$9,885) over the prior year; this is primarily due to the timing of capital expenditures in the prior year.

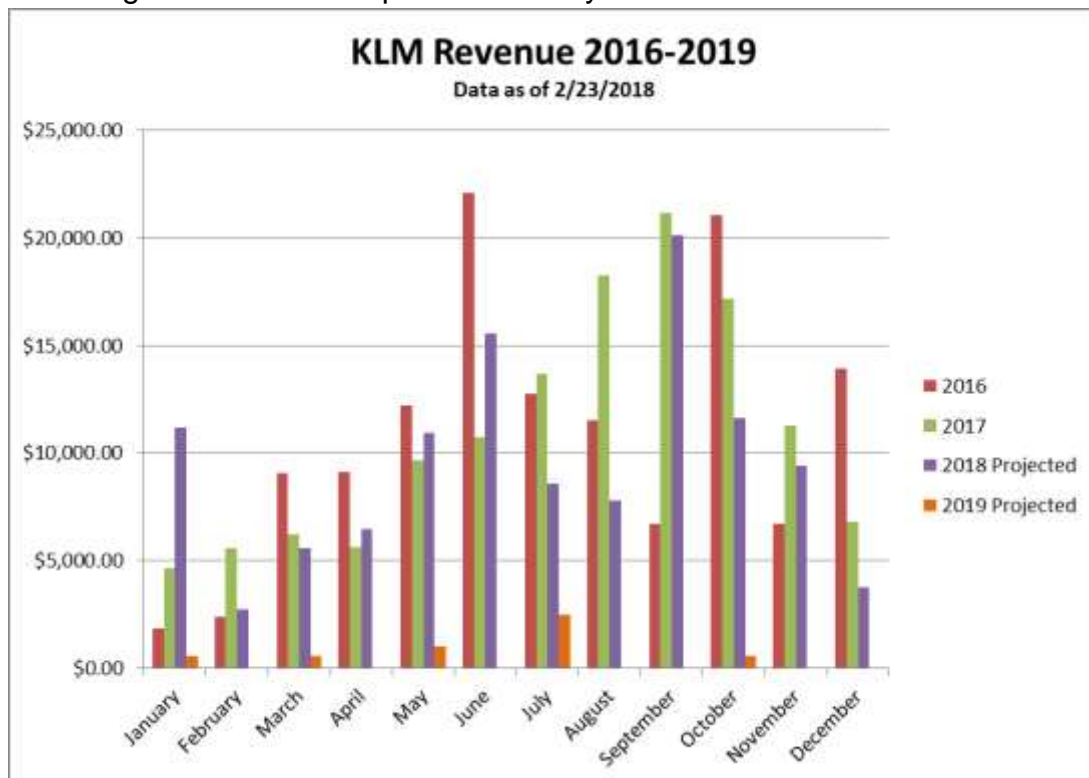
REVENUES	January		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 16-17 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$4,624	\$11,164	\$117,566	\$116,079	(\$1,487)	\$160,000	73%	\$180,000	65%
Caterer's Licenses	\$500	\$500	\$10,000	\$12,000	\$2,000	\$11,000	109%	\$15,000	67%
Total Revenues	\$5,124	\$11,664	\$127,566	\$128,079	\$513	\$171,000	75%	\$195,000	65%
EXPENSES	January		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	\$19,928	\$10,043	\$129,704	\$109,917	(\$19,787)	\$197,651	56%	\$212,741	61%
Net	(\$14,804)	\$1,621	(\$2,138)	\$18,162	\$20,300				

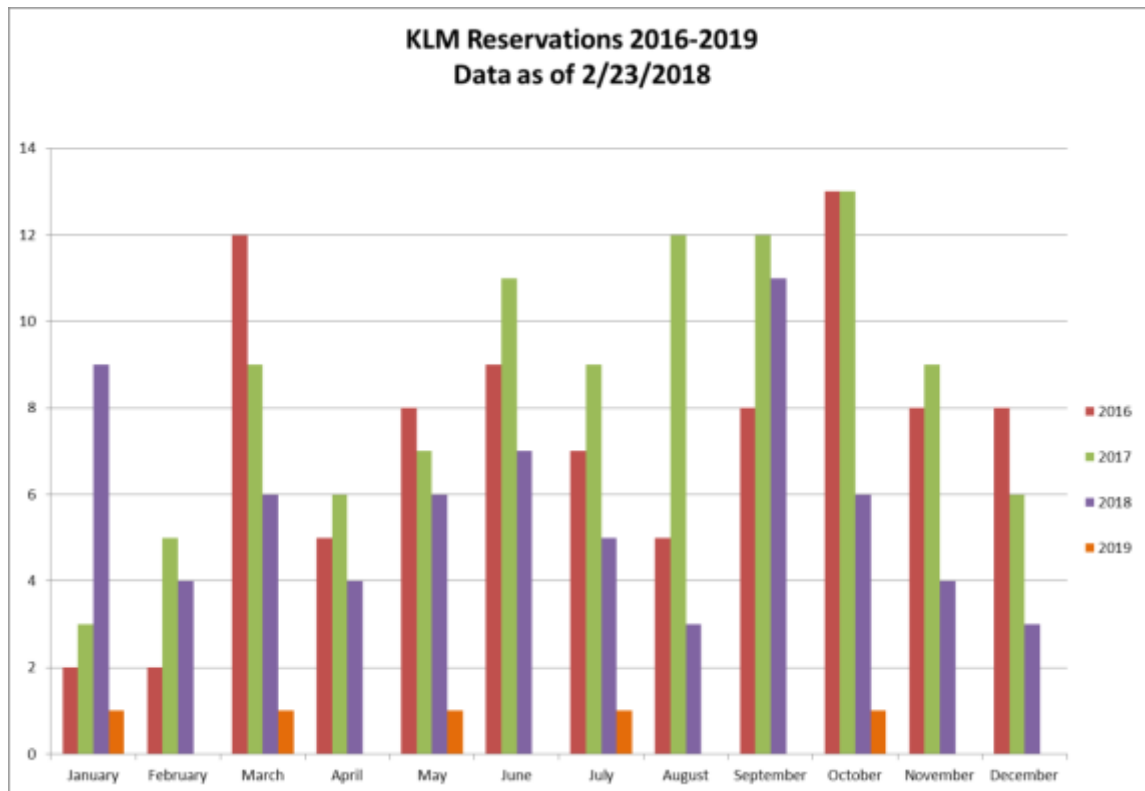


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KLM Gross Monthly Revenues							
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,600
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845	\$ 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	\$ 7,050
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	\$ 11,164
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	\$ 116,079

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 currently working with 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

The summer brochure is now finalized and in the printing process. The expected delivery date is March 19th, with registration starting on March 26th. New programs for the summer include Fluid Running, Frisbee golf classes, youth power yoga, and field hockey. Staff has also expanded dive lessons and the Movie in the Park events, including a float-in movie at the Pool. Finally, there will be two new special events; Taco Tuesday, and Food & Beer pairing night at KLM Lodge.



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Special Events

Staff is currently in the planning phase for upcoming special events. The next event is the Easter Egg Hunt on March 31st, followed by Park Cleanup Day on April 20th. The Egg Hunt event is held in collaboration with The Community House in Robbins Park. Park Cleanup Day is sponsored by Trader Joes and will be held at various parks around Hinsdale.

Field & Park Updates

Fields/Parks

Staff has begun booking spring 2018 Field space, with the majority of space being reserved at this time. Public Service staff will begin preparing fields with aeration, seeding, and striping in early March or as the weather permits. Fields will open April 1st, weather permitting.

The Burns Field Ice Rink is now closed for the season. Heavy snow followed by heavy rain had prevented the rink from being open since February 8th. With the need to prep the soccer fields at Burns, the rink was permanently closed and is schedule for take down by Mid-March.

Platform Tennis

Memberships

Preliminary gross revenue for the 2017/18 fiscal year through the eighth month is \$71,953. General expenses, minus capital projects, through January are down 17% (\$6,084) over the prior year; this due to timing related to invoicing. Overall net revenue, minus capital, is \$43,083 which is 35% (\$15,117) higher than the same period of the prior year. A breakdown of membership revenue through February 2018 is included below.

REVENUES	January		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	\$6,256	\$440	\$62,920	\$71,953	\$9,033	\$65,000	111%	\$65,000	97%
EXPENSES	January		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	\$7,283	\$4,115	\$34,954	\$28,870	(\$6,084)	\$40,080	72%	\$40,080	87%
Capital Expenses	\$0	\$0	\$95,285	\$0	(\$95,285)	\$0	#DIV/0!	\$123,500	77%
Total Expenses	\$7,283	\$4,115	\$130,239	\$28,870	(\$101,369)	\$40,080	72%	\$163,580	80%
Net	(\$1,027)	(\$3,675)	(\$67,319)	\$43,083	\$110,402				



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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

Memberships as of 1/29/18	2016					2017 Fees	2017						
	New Members	Renewal Members	Total Members	Revenue YTD	New Members		Renewal Members	Total Members	Change of over Prior Year	Revenue YTD	Change over Prior Yr.	% of Change Over Prior Year	
Resident Individual	8	50	58	\$11,600	\$200	10	53	63	5	\$12,600	\$1,000	9%	
Resident Family	2	24	26	\$6,500	\$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	15	124	139	\$18,100		29	125	154	15	\$18,850	\$750	4%	
Non-Resident Individual	16	95	111	\$33,300	\$300	16	96	112	1	\$33,600	\$300	1%	
Non-Resident Family	1	18	19	\$7,125	\$375	3	21	24	5	\$9,000	\$1,875	26%	
Non-Resident Secondary	4	57	61	\$0	\$0	18	46	64	3	\$0	\$0	0%	
Non-Resident Total	21	170	191	\$40,425		37	163	200	9	\$42,600	\$2,175	5%	
Total Lifetime Members	N/A	255	255	\$0		0	227	227	-21	\$0	\$0	0%	
Res League Players 10 Visit	N/A			\$0	\$100	3	0	3		\$300	\$300		
NR League Players 10 Visit	N/A			\$0	\$150	2	0	2		\$300	\$300		
10 Visit Total				\$0				5		\$600	\$600		
Total Memberships/ Revenue	36	549	585	\$58,525		71	515	586	1	\$62,050	\$3,525	6%	