



MEMORANDUM

DATE: April 11th, 2017

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

FROM: Heather Bereckis, Interim Manager of Parks & Recreation

RE: March Staff Report

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

Platform Tennis

The platform tennis season started the first week of October and came to a close on March 31st. Per HPTA's court license agreement with the Village, all HPTA league players are required to have a current Village membership. At this time, the majority of membership revenue has posted. It is worthwhile to note that the number of resident members has declined year-over-year, while the number of non-resident members continues to increase. Revenue is trending higher than 2015/16, although membership numbers are lower; this is due to the fee increase that went into effect on Sept. 1st, 2016. 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.

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.

Platform Tennis Membership Summary

Memberships as of 1/23/17	2015					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.	% of Change Over Prior Year
Resident Individual	17	60	77	\$9,005	\$200	16	42	58	-19	\$11,600	\$2,595	29%
Resident Family	11	17	28	\$4,900	\$250	2	24	26	-2	\$6,500	\$1,600	33%
Resident Secondary	24	57	81	\$0	\$0	6	54	60	-21	\$0	\$0	0%
Resident Total	52	134	186	\$13,905		24	120	144	-42	\$18,100	\$4,195	30%
Non-Resident Individual	14	75	89	\$25,432	\$300	35	75	110	21	\$33,300	\$7,868	31%
Non-Resident Family	3	14	17	\$5,865	\$375	7	12	19	2	\$7,126	\$1,261	22%
Non-Resident Secondary	12	38	50	\$0	\$0	25	35	60	10	\$0	\$0	0%
Non-Resident Total	29	127	156	\$31,297		67	122	189	33	\$40,426	\$9,129	29%
Resident Lifetime	N/A	160	160	\$0	\$0	N/A	163	163	3	\$0	\$0	0%
Non-Resident Lifetime	N/A	103	103			N/A	94	94	-9	\$0	\$0	0%
Total Lifetime Members	N/A	263	263			N/A	257	257	-6	\$0	\$0	0%
Total Memberships/ Revenue	81	421	605	\$45,202		91	405	590	-15	\$58,526	\$13,324	29%



MEMORANDUM

Katherine Legge Memorial Lodge

Preliminary gross rental revenue for the fiscal year to-date is \$132,116. 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 tenth month of the fiscal year is \$4,550. In February, there were five events held at the Lodge, which is three more than the prior year. Expenses for February are up 32% over the prior year; this is a result of more events and timing of marketing pieces.

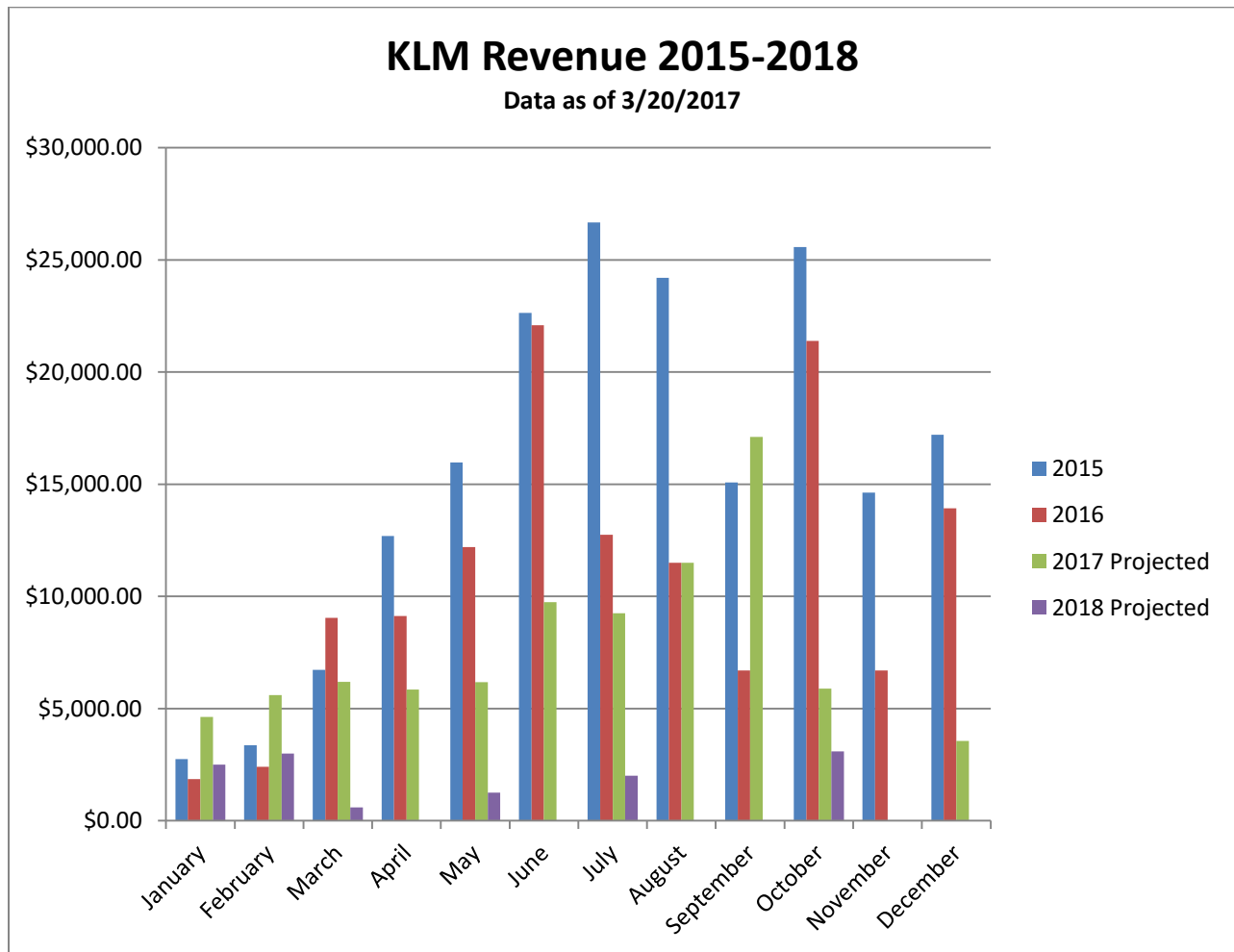
REVENUES	February		YTD		Change Over the Prior year	2016-17 Annual Budget	FY 16-17 % of budget	2015-16 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$2,400	\$4,550	\$169,125	\$122,116	(\$47,009)	\$180,000	68%	\$160,000	106%
Caterer's Licenses	\$0	\$0	\$13,766	\$10,000	(\$3,766)	\$15,000	67%	\$15,000	92%
Total Revenues	\$2,400	\$4,550	\$182,891	\$132,116	(\$50,775)	\$195,000	68%	\$175,000	105%

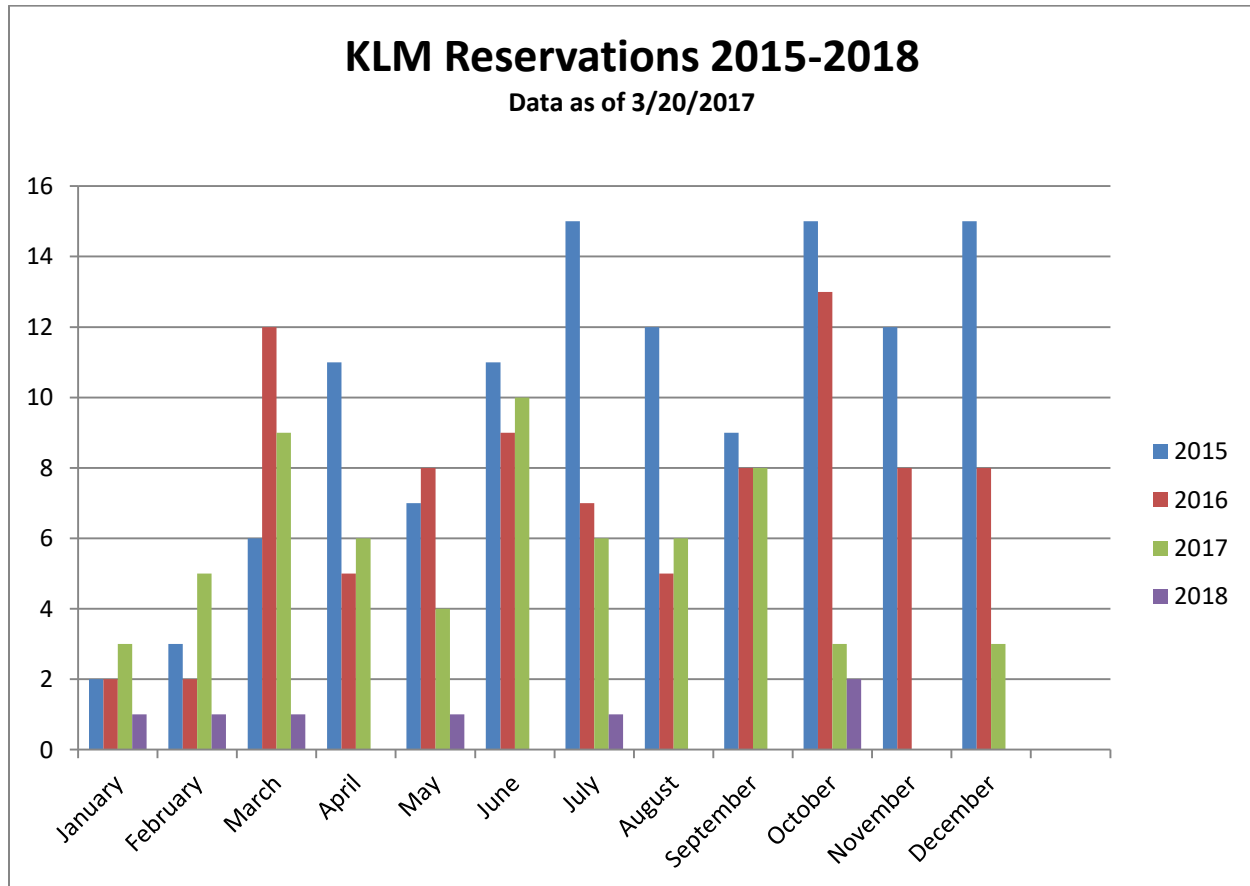
EXPENSES	February		YTD		Change Over the Prior year	2016-17 Annual Budget	FY 16-17 % of budget	2015-16 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$8,023	\$11,827	\$129,021	\$116,886	(\$12,135)	\$212,741	55%	\$199,700	65%
Net	(\$5,623)	(\$7,277)	\$53,870	\$15,230	(\$38,640)	(\$17,741)		(\$24,700)	

As noted in the materials previously provided to the Commission, 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
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
total	\$ 102,917	\$ 111,646	\$ 138,576	\$ 161,533	\$ 169,125	\$ 122,116

Below is a graph showing the past three 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 monthly.





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 increased marketing 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.

Upcoming Brochure & Activities

The Winter/Spring 2017 programming is under way. The Summer 2017 brochure was delivered on March 20th and registration started on March 27th. Staff has moved the timing of the Summer brochure delivery up from April in response to residents expressing a desire to book summer camps earlier in the year.

Upcoming Special Events include the Easter Egg Hunt on Saturday, April 15th and the Earth Day Park Cleanup on Friday, April 21st. As in the past, the Easter Egg Hunt will be done in collaboration with The Community House and will be held at Robbins Park. This year's Earth Day Park Cleanup will also be held at Robbins Park.



MEMORANDUM

Field/Park Updates

Fields

Staff is finalizing spring field bookings. At this time, the majority of fields are at capacity. With the construction of the new Hinsdale Middle School, 2 fields were lost for rental. However, staff was able to accommodate renters on other Village fields. AYSO (soccer) and Hinsdale Little League will start their spring seasons on April 3rd, weather permitting. Public Service staff is currently working to order supplies for field prep and layout; anticipating this work to begin in early March, weather permitting.

Community Pool

Pool passes went on sale March 1st; early bird pass rates are effective through April 28th. Super Passes, a pass that allows access to both Hinsdale and Clarendon Hills Pools, sold out in 10 minutes on March 1st. Emails and letters were sent to previous pass holders in early February, ads and press releases were posted in the local papers and signs/flyers were posted around the community in mid-February to advertise pass sales. Staff will continue to market the pool pass sales. A summary of current membership revenue is below.

As of March 21, 2017	2016 Pass Revenue				2017 Pass Revenue					
	New Passes	Renew Passes	Total	Revenue	New Passes	Renew Passes	Total	Revenue	% Change Over Prior Year	Change Over the prior year
Resident										
Resident										
Nanny	7	15	22	\$1,395	12	9	21	\$1,365	-2%	-\$30
Family Primary	19	59	78	\$22,330	21	39	60	\$17,400	-22%	-\$4,930
Family Secondary	63	194	257	\$0	62	121	183	\$0	0%	\$0
Individual	3	4	7	\$825	0	4	4	\$495	-40%	-\$330
Senior Pass	2	3	5	\$400	0	7	7	\$560	40%	\$160
Family Super	0	22	22	\$7,705	11	13	24	\$7,870	2%	\$165
Family Super Secondary	0	23	23	\$1,080	11	13	24	\$1,080	0%	\$0
Family Super Third	0	21	21	\$990	10	13	23	\$1,035	5%	\$45
Family Super 4+	3	29	32	\$495	15	17	32	\$480	-3%	-\$15
Individual Super Pass	0	0	0	\$0	0	0	0	\$0	0%	\$0
Senior Super Pass	0	0	0	\$0	0	0	0	\$0	0%	\$0
Resident Total	97	370	467	\$35,220	142	236	378	\$30,285	-14%	-\$4,935
Neighborhood										
Neighborhood										
Neighbor Family	7	10	17	\$5,840	8	12	20	\$7,225	24%	\$1,385
Neighborhood Individual	0	0	0	\$0	0	0	0	\$0		\$0
Neighbor Add'l	24	32	56	\$0	24	38	62	\$0		\$0
Neighborhood Total	31	42	73	\$5,840	32	50	82	\$7,225	24%	\$1,385
Non-Resident										
Non-Resident										
Non Resident Family	0	0	0	\$0	1	0	1	\$515		\$515
Non Resident Family Secondary	0	0	0		2	0	2	\$0	0%	\$0
Non Resident Individual	0	0	0		0	0	0	\$0	0%	\$0
Non Resident Senior	0	0	0		0	0	0	\$0	0%	\$0
Non Resident Nanny	1	1	2	\$180	2	1	3	\$270	50%	\$90
Non-resident Total	1	1	2	\$180	5	1	6	\$785	336%	\$605
10-Visit	10	0	10	\$700	2	0	2	\$170	-76%	-\$530
TOTAL			0	\$41,940			0	\$38,465	-8%	-\$3,475