



MEMORANDUM

**DATE:** November 13, 2018

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

**FROM:** Heather Bereckis, Superintendent of Parks & Recreation

**RE:** October Staff Report

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

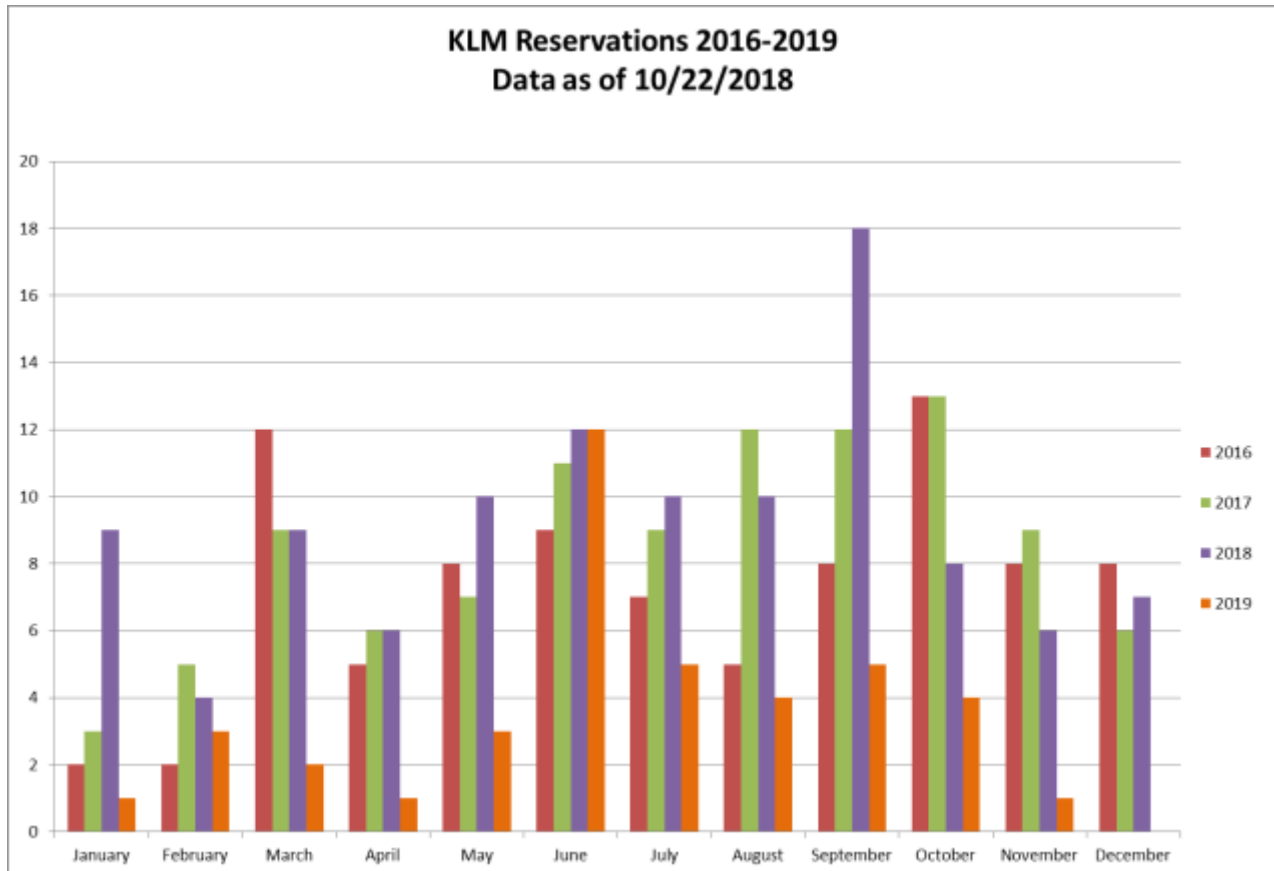
**Katherine Legge Memorial Lodge**

Preliminary gross rental and catering revenue for the fiscal year to-date is \$110,659. Rental revenue for the fifth month of the 2018/19 fiscal year is \$27,860. In September, there were 21 events held at the Lodge, which is 12 more than the previous year. Expenses for September are currently down 10% (\$1,243) over the prior year; this is primarily due to timing projects and invoices.

REVENUES	September		YTD		Change Over the Prior year	2018-19 Annual Budget	FY 18-19 % of budget	2017-18 Annual Budget	FY 17-18 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$15,410	\$27,860	\$71,185	\$96,659	\$25,474	\$150,000	64%	\$160,000	44%
Caterer's Licenses	\$500	\$0	\$11,000	\$14,000	\$3,000	\$13,000	108%	\$11,000	100%
<b>Total Revenues</b>	\$15,910	\$27,860	\$82,185	\$110,659	\$28,474	\$163,000	68%	\$171,000	48%

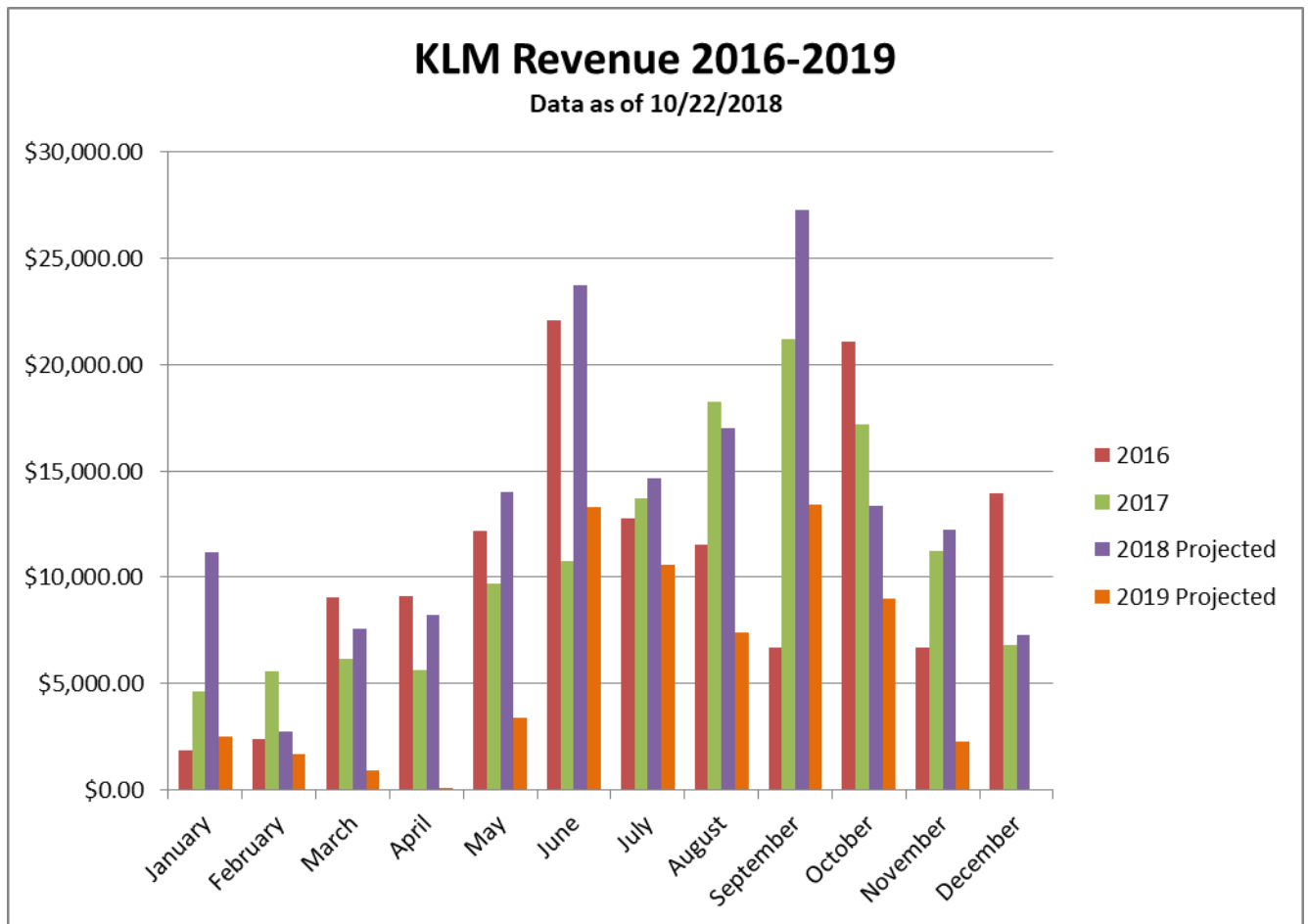
  

EXPENSES	September		YTD		Change Over the Prior year	2018-19 Annual Budget	FY 18-19 % of budget	2017-18 Annual Budget	FY 17-18 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
<b>Total Expenses</b>	\$12,216	\$10,973	\$48,836	\$53,367	\$4,531	\$195,839	27%	\$197,651	25%
<b>Net</b>	\$3,694	\$16,887	\$33,349	\$57,292	\$23,943				



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	2018/19 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845	\$ 12,495	\$ 23,045
July	\$ 13,559	\$ 9,786	\$ 18,650	\$ 12,909	\$ 27,475	\$ 12,550	\$ 15,000	\$ 16,874
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 11,500	\$ 18,555	\$ 15,205
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 12,645	\$ 15,410	\$ 27,860
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,045	\$ 15,180	
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700	\$ 12,500	
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	\$ 8,125	
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	\$ 18,089	
February	\$ 2,301	\$ 6,981	\$ 7,575	\$ 3,120	\$ 2,400	\$ 4,550	\$ 2,495	
March	\$ 2,506	\$ 7,669	\$ 4,245	\$ 6,725	\$ 8,945	\$ 5,944	\$ 8,045	
April	\$ 2,384	\$ 4,365	\$ 3,600	\$ 12,695	\$ 9,125	\$ 4,300	\$ 7,482	
total	\$ 107,807	\$ 123,680	\$ 146,421	\$ 180,953	\$ 187,195	\$ 132,360	\$ 143,101	\$ 96,659

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 2018/19 FY, including the addition of Search Engine Optimization (SEO) and progressive marketing through The Knot. A sub-committee was started and held its third meeting on November 1st. The committee is working on expanding the detailed marketing plan, specific to KLM; including rebranding marketing materials.



## MEMORANDUM

### **Upcoming Brochure & Activities**

#### **Brochure & Programming**

Fall programming is well underway, and the winter/spring brochure is in its final stages of completion. It will be delivered to residents homes on Monday, December 3<sup>rd</sup>. Registration will begin on Monday, December 10<sup>th</sup>.

#### **Special Events**

The next special events Breakfast with Santa on December 1<sup>st</sup> at KLM Lodge and the Holiday Express on December 16<sup>th</sup>. Breakfast with Santa participants will enjoy a continental breakfast with Santa and Mrs. Claus, as well as crafts and photos. Holiday Express participants will ride the Metra train from Hinsdale to Aurora, where they disembark and enter the Roundhouse (aka North Pole). There they will have breakfast or lunch, complete crafts, watch a magic show, meet Santa and take pictures before riding back to the Hinsdale station.

### **Field & Park Updates**

#### **Fields/Parks**

Staff has coordinated fall field use with community athletic organizations. Usage includes soccer, football, cross country and lacrosse activities. Public Services personnel have laid out the athletic fields and will stripe them and mend goals weekly through the third week in November.

Public Service staff has begun winterizing bathrooms at parks where activities have already ended, and will continue to do so through the end of November.

#### **Ice Rink**

The liner for the ice rink at Burns Field has been ordered and delivered to Public Services. Once the temperatures are below 32 degrees they will begin to set it up. Due to the size and depth, six or more days consecutively below 32 degrees is required for appropriate freezing.

Residents around Melin Park have again requested to set up the smaller rink in the park. The Village Board approved this item and residents will start the set up when temperatures are appropriate. Due to the much smaller size of this rink, they need fewer consecutively cold days to freeze. Village staff will inspect and approve the rink prior to utilization.



## MEMORANDUM

### Platform Tennis

#### Memberships

Renewal letters were sent out to past members in late August. This was three weeks later than the normal timeframe due to pricing discussions with HPTA and the Village Board. Pricing for the 2018/19 season increased as indicated in the chart below. A late fee will still incur after October 31<sup>st</sup>. Current year-to-date membership revenue in comparison to the same period of the previous year is indicated in the chart below. Due to the delay in renewal letters being sent collection of fees is behind that of last year.

**Platform Tennis Membership Summary**

Memberships as of 3/27/18	2017 Fees	2017				2018 Fees	2018						
		New Members	Renewal Members	Total Members	Revenue YTD		New Members	Renewal Members	Total Members	Change over Prior Year	Revenue YTD	Change over Prior Yr.	% of Change Over Prior Year
Resident Individual	\$200	10	53	63	\$12,600	\$250	6	35	41	-22	\$10,250	-\$2,350	-19%
Resident Family	\$250	5	20	25	\$6,250	\$300	5	11	16	-9	\$4,800	-\$1,450	-23%
Resident Secondary	\$0	14	53	67	\$0	\$0	13	23	36	-31	\$0	\$0	#DIV/0!
<b>Resident Total</b>		<b>29</b>	<b>126</b>	<b>155</b>	<b>\$18,850</b>		<b>24</b>	<b>69</b>	<b>93</b>	<b>-62</b>	<b>\$15,050</b>	<b>-\$3,800</b>	<b>-20%</b>
Non-Resident Individual	\$300	16	96	112	\$33,600	\$375	28	72	100	-12	\$37,500	\$3,900	12%
Non-Resident Family	\$375	3	21	24	\$9,000	\$450	3	21	24	0	\$10,800	\$1,800	20%
Non-Resident Secondary	\$0	18	48	66	\$0	\$0	18	37	55	-11	\$0	\$0	#DIV/0!
<b>Non-Resident Total</b>		<b>37</b>	<b>165</b>	<b>202</b>	<b>\$42,600</b>		<b>49</b>	<b>130</b>	<b>179</b>	<b>-23</b>	<b>\$48,300</b>	<b>\$5,700</b>	<b>13%</b>
Total Lifetime Members		0	227	227	\$0		0	192	192	-35	\$0	\$0	#DIV/0!
Res League Players 10 Visit	\$100	3	0	3	\$300	\$125			0	-3	\$0	-\$300	-100%
NR League Players 10 Visit	\$150	2	0	2	\$300	\$188	1	1	2	0	\$376	\$76	25%
<b>10 Visit Total</b>				5	<b>\$600</b>		1	1	2	-3	<b>\$376</b>	<b>-\$224</b>	<b>-37%</b>
<b>Total Memberships/ Revenue</b>		71	518	589	\$62,050		74	391	466	-123	\$63,726	\$1,676	3%