



MEMORANDUM

DATE: November 12, 2019

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.

The Lodge at KLM Park

Preliminary gross rental and catering revenue for the fiscal year-to-date is \$94,579. Rental revenue for the sixth month of the 2019/20 fiscal year is \$13,980. In October, there were 14 events held at The Lodge, which was eight more than the previous year. Expenses for October are higher than the previous year due to more events being held.

REVENUES	October		YTD		Change Over the Prior year	2019-20 Annual Budget	FY 19-20 % of budget	2018-19 Annual Budget	FY 18-19 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
The Lodge Rentals	\$12,770	\$24,085	\$109,429	\$107,164	(\$2,265)	\$150,000	71%	\$150,000	73%
Caterer's Licenses	\$0	\$0	\$14,000	\$11,500	(\$2,500)	\$15,000	77%	\$13,000	108%
Total Revenues	\$12,770	\$24,085	\$123,429	\$118,664	(\$4,765)	\$165,000	72%	\$163,000	76%

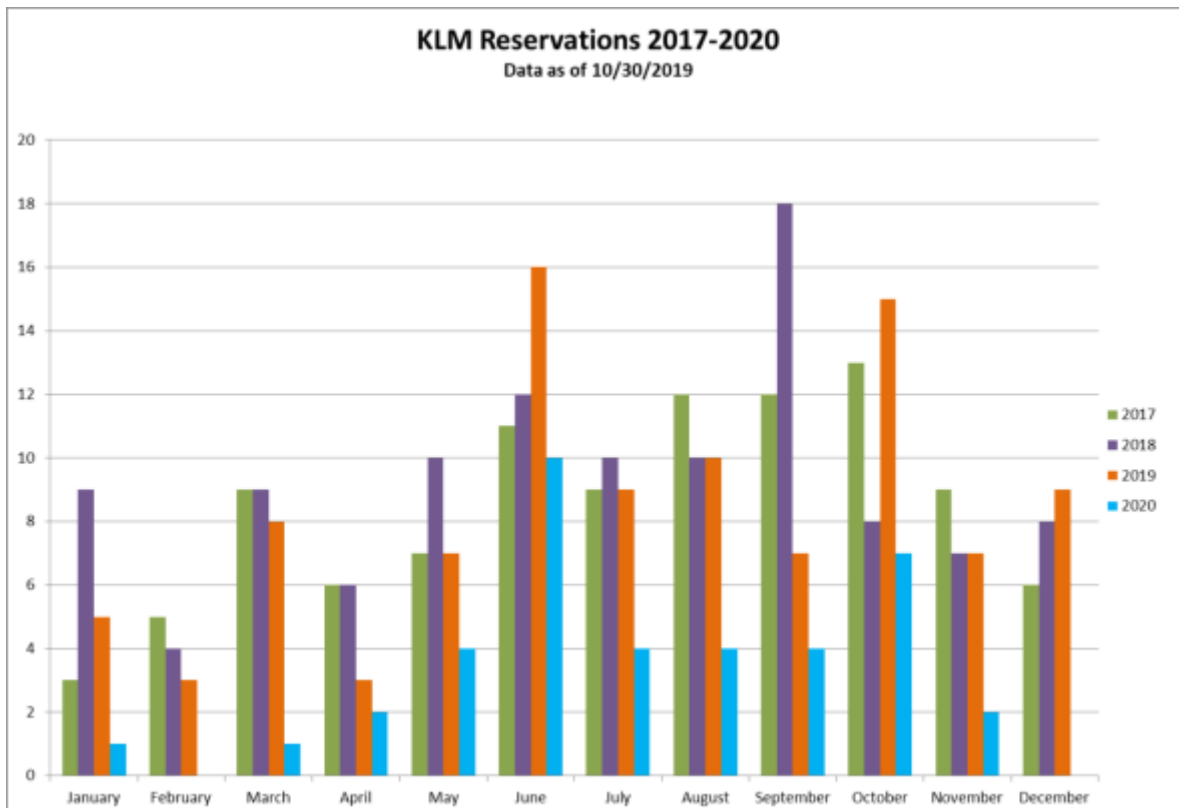
EXPENSES	October		YTD		Change Over the Prior year	2019-20 Annual Budget	FY 19-20 % of budget	2018-19 Annual Budget	FY 18-19 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$15,342	\$16,079	\$66,827	\$58,131	(\$8,696)	\$236,243	25%	\$195,839	34%
Net	(\$2,572)	\$8,006	\$56,602	\$60,533	\$3,931				

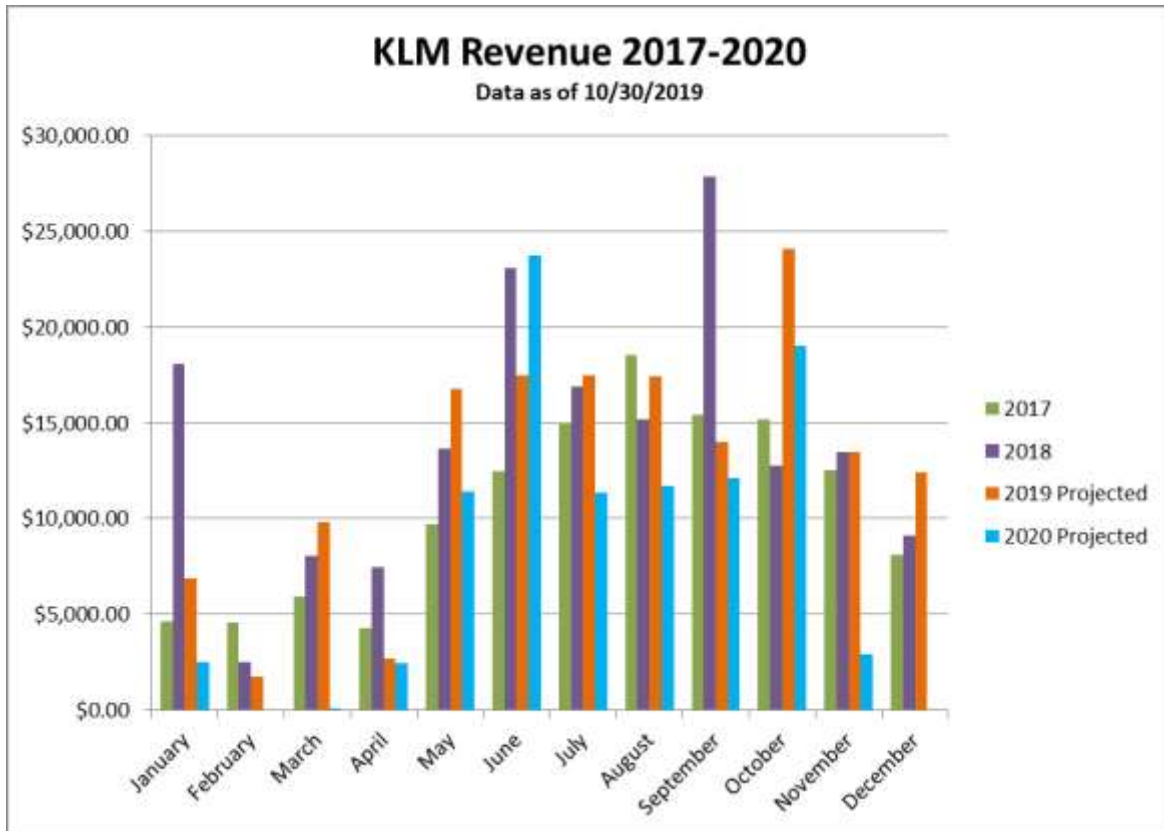


MEMORANDUM

The Lodge 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	2019/20 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845	\$ 12,495	\$ 23,045	\$ 17,494
July	\$ 13,559	\$ 9,786	\$ 18,650	\$ 12,909	\$ 27,475	\$ 12,550	\$ 15,000	\$ 16,874	\$ 17,466
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 11,500	\$ 18,555	\$ 15,205	\$ 17,395
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 12,645	\$ 15,410	\$ 27,860	\$ 13,980
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,045	\$ 15,180	\$ 12,770	\$ 24,085
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700	\$ 12,500	\$ 13,450	
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	\$ 8,125	\$ 9,125	
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	\$ 18,089	\$ 6,855	
February	\$ 2,301	\$ 6,981	\$ 7,575	\$ 3,120	\$ 2,400	\$ 4,550	\$ 2,495	\$ 1,725	
March	\$ 2,506	\$ 7,669	\$ 4,245	\$ 6,725	\$ 8,945	\$ 5,944	\$ 8,045	\$ 9,804	
April	\$ 2,384	\$ 4,365	\$ 3,600	\$ 12,695	\$ 9,125	\$ 4,300	\$ 7,482	\$ 2,700	
total	\$ 107,807	\$ 123,680	\$ 146,421	\$ 180,953	\$ 187,195	\$ 132,360	\$ 143,101	\$ 153,088	\$ 107,164

The graph below shows the past three years of lodge revenue and the upcoming years' projections. Future projections are based on what is currently booked. Also included is a graph indicating the number of monthly reservations so far for 2019 and 2020. 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 2019/20 FY, including the addition of Search Engine Optimization (SEO) and progressive marketing through The Knot. A sub-committee was started and held its fifth meeting in June where the new brochure and logo were reviewed. The committee is working on expanding the detailed marketing plan, specific to The Lodge.; including rebranding marketing materials and upgrading the website. The next committee meeting is scheduled for December 12th. A final version of the new logo, brochure, and business cards will be presented at the October Parks & Recreation Commission meeting.

Upcoming Brochure & Activities

Brochure & Programming

Fall programming will end in early December. Staff is finalizing the winter/spring brochure, which is scheduled for delivery to residents on December 2nd. Registration will begin on December 9th. Programs for winter/spring will begin in late December.



MEMORANDUM

Special Events

Fall special events included a Movie in the Park on October 11th and Fall Fest on October 19th. Due to inclement weather, The Community House was kind enough to allow the movie to move indoors to their gym. Fall Fest was a huge success its first year back at the new Middle School. Staff believes this was the largest crowd in many years, and a lot of positive feedback was received. Registration is currently open for Breakfast with Santa, scheduled for December 7th, and the lottery for Holiday Express on December 8th is also open.

Spring special events will include the Egg Hunt, Park Clean-up Day, and the new Corks & Forks event at The Lodge. This new event will include five wine and food pairings, as well as a bit of wine education. The event is sponsored by Hinsdale Wine Academy and Taste of Home Catering.

Field & Park Updates

Fields/Parks

Staff is now taking request for spring 2020 field space. Fall sports will be wrapping up by November 15th. Public Service staff has begun wintering park bathrooms which will close when sports end in mid-November.

Ice Rink

The new ice rink liner has arrived and staff will work to install it once temperatures are consecutively below freezing for six or more days and fall sports have ended. The Warming Hut will again be staffed on weekends and will provide fires and hot chocolate.



MEMORANDUM