



MEMORANDUM

DATE: November 14, 2017
TO: Chairman Waverley & 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 \$80,835. Rental revenue for the fifth month of the 2017/18 fiscal year is \$15,560. In September, there were ten events held at the Lodge, which is two more than the prior year. Expenses through September are up 16% (\$1,899) over the prior year; this a result of the additional events requiring more supplies and staff hours. Overall net revenue is \$32,157 which is 28% (\$9,152) higher than the same period of the prior year.

REVENUES	September		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					
KLM Lodge Rental	\$12,645	\$15,560	\$71,740	\$69,835	(\$1,905)	\$160,000	44%	\$180,000	40%
Caterer's Licenses	\$500	\$500	\$9,000	\$11,000	\$2,000	\$11,000	100%	\$15,000	60%
Total Revenues	\$13,145	\$16,060	\$80,740	\$80,835	\$95	\$171,000	47%	\$195,000	41%

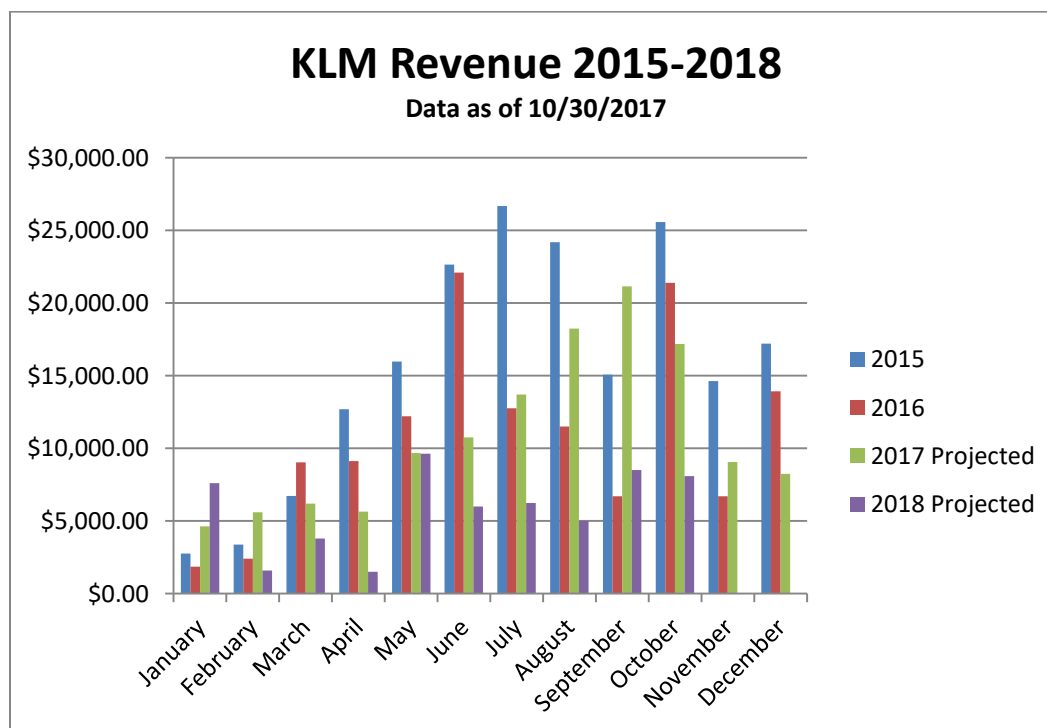
EXPENSES	September		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$10,317	\$12,216	\$57,735	\$48,678	(\$9,057)	\$197,651	25%	\$212,741	27%
Net	\$2,828	\$3,844	\$23,005	\$32,157	\$9,152				

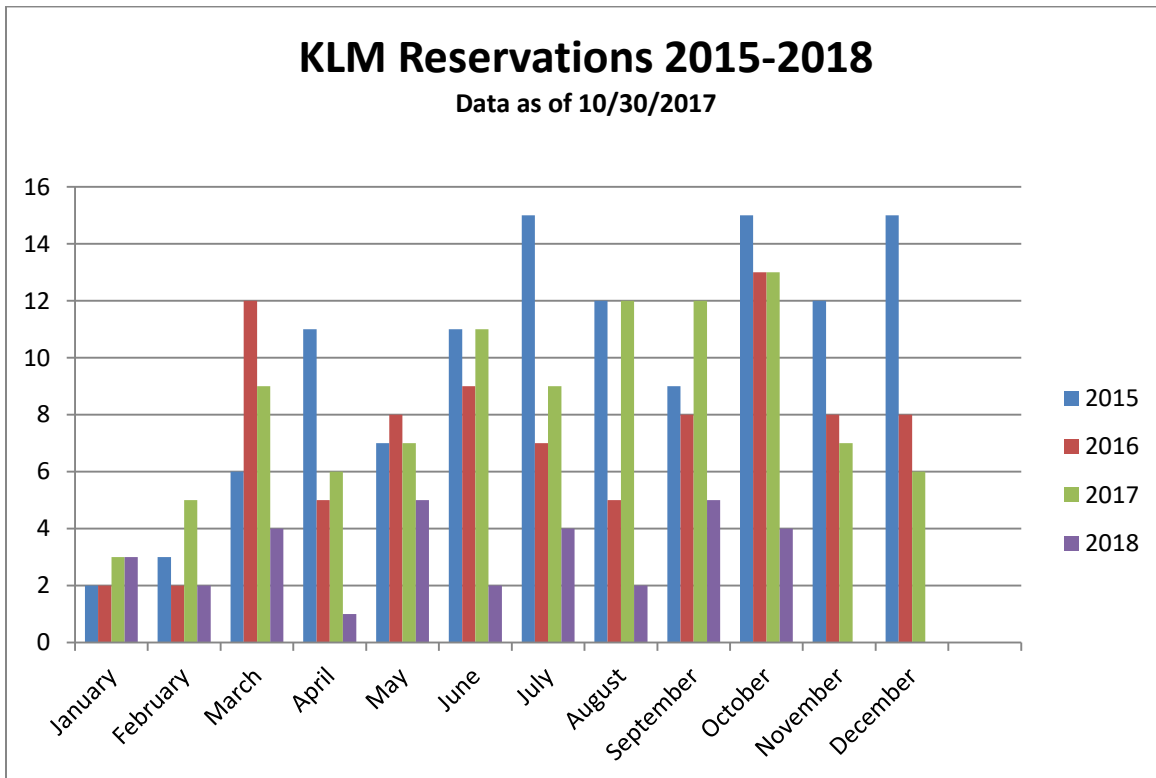


MEMORANDUM

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	\$ 21,395	
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	
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	\$ 132,710	\$ 69,835

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 now working to implement 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 will be reevaluated at the November Parks & Recreation Meeting. Daily leads are being received from the upgraded Knot.com advertising; lodge staff is tracking the conversion rate from leads to bookings. Staff is awaiting the first analytics report from Linchpin, the company performing the SEO project.

Upcoming Brochure & Activities

Brochure & Programming

Winter/Spring Brochure planning and preparation is underway, with the scheduled delivery date for residents being December 4th. Fall Brochures were delivered on August 1st and registration for programming began on August 7th. Staff added a number of new programs and special events, including Food & Wine Pairing night at KLM Lodge and the continuation of Movies in the Park. New programs for Winter/Spring include youth pickleball, archery, badminton, meditation, and Junior Firefighters.



MEMORANDUM

Special Events

The final Movies in the Park for 2017 took place on October 18th showing Hocus Pocus. Approximately 35 people were in attendance and staff provided free popcorn, candy and water to all attendees. Many attendees arrived in Halloween costumes for the event. Staff intends to continue the Movies in the Park events for 2018, but will change the dates to Friday evenings and may move to Robbins park so walking access is easier for families. Summer movie dates for 2018 will be June 15th, July 27th and August 10th.

Fall Festival was held on Saturday October 21st, at its new location of Robbins Parks & The Community House. The day was sunny with temperatures in the low 70's. Staff estimates to have seen the largest attendance yet with well over 5000 people showing up throughout the day.

Finally, staff is currently preparing for upcoming special events including Breakfast with Santa on December 2nd; and Holiday Express on December 17th.

Field & Park Updates

Fields/Parks

Fall Fields usage will be wrapping up during the 3rd week of November. Final payment invoices for rentals will be sent out on November 15th. Staff will begin booking Spring Field space in early January.

Public Service staff will begin winterizing park irrigation and bathrooms in the coming weeks. All facilities with the exception of KLM and Burns will be closed for the season.

Platform Tennis

Memberships

Preliminary gross revenue for the 2017/18 fiscal year through the fifth month is \$40,079. Expenses through September are down 21% (\$2,869) over the prior year; this is a result of the work done early in the season to the electrical system in preparation for the capital walkway improvements. Overall net revenue is \$28,673 which is 38% (\$10,933) higher than the same period of the prior year. A breakdown of membership revenue through October 31st is included below.



MEMORANDUM

REVENUES	September		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									
Total Revenues	\$21,700	\$24,565	\$32,015	\$40,079	(\$8,064)	\$65,000	62%	\$65,000	49%

EXPENSES	September		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	\$12,502	\$9,627	\$14,275	\$11,406	\$2,869	\$40,080	28%	\$40,080	36%
Capital Expenses	\$0	\$0	\$0	\$0	\$0	\$0	#DIV/0!	\$123,500	0%
Total Expenses	\$12,502	\$9,627	\$14,275	\$11,406	\$2,869	\$40,080	28%	\$163,580	9%
Net	\$9,198	\$14,938	\$17,740	\$28,673	(\$10,933)				

Renewal letters were sent out to past members in mid- August. Pricing for the 2017/18 season will remain the same, with a late fee incurring starting 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 10/31/17	2016					2017							
	New Members	Renewal Members	Total Members	Revenue YTD	2017 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	4	48	52	\$10,400	\$200	8	51	59	7	\$11,800	\$1,400	13%	
Resident Family	1	21	22	\$5,500	\$250	5	19	24	2	\$6,000	\$500	9%	
Resident Secondary	2	50	52	\$0	\$0	12	51	63	11	\$0	\$0	0%	
Resident Total	7	119	126	\$15,900		25	121	146	20	\$17,800	\$1,900	12%	
Non-Resident Individual	10	61	71	\$21,300	\$300	16	96	112	41	\$33,600	\$12,300	58%	
Non-Resident Family	8	9	17	\$6,375	\$375	2	20	22	5	\$8,250	\$1,875	29%	
Non-Resident Secondary	21	32	53	\$0	\$0	12	46	58	5	\$0	\$0	0%	
Non-Resident Total	39	102	141	\$27,675		30	162	192	51	\$41,850	\$14,175	51%	
Total Lifetime Members	N/A	239	239	\$0		1	215	216	-21	\$0	\$0	0%	
Res League Players 10 Visit	N/A			\$0	\$100	2	0	2		\$200	\$200		
NR League Players 10 Visit	N/A			\$0	\$150	2	0	2		\$300	\$300		
10 Visit Total				\$0						\$500	\$500		
Total Memberships/Revenue	46	460	506	\$43,575		55	498	554	48	\$60,150	\$16,575	38%	