



MEMORANDUM

DATE: October 13, 2020

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

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: September Staff Report

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

The Lodge at KLM Park

Preliminary gross rental and catering revenue for the calendar year-to-date is \$22,399. Rental revenue for the ninth month of the 2020 calendar year was \$4,860. The Lodge reopened for tours as of June 1st, and is now holding small events and outdoor gatherings. Lodge staff booked a reoccurring rental with the D86 Transition Program. The original start date of August 24th was pushed back to September 28th due to additional COVID19 guidelines the school needed to implement. The rental is four days a week (M-TH) from 7am-1:30pm. The school district will be paying a monthly fee for the space.

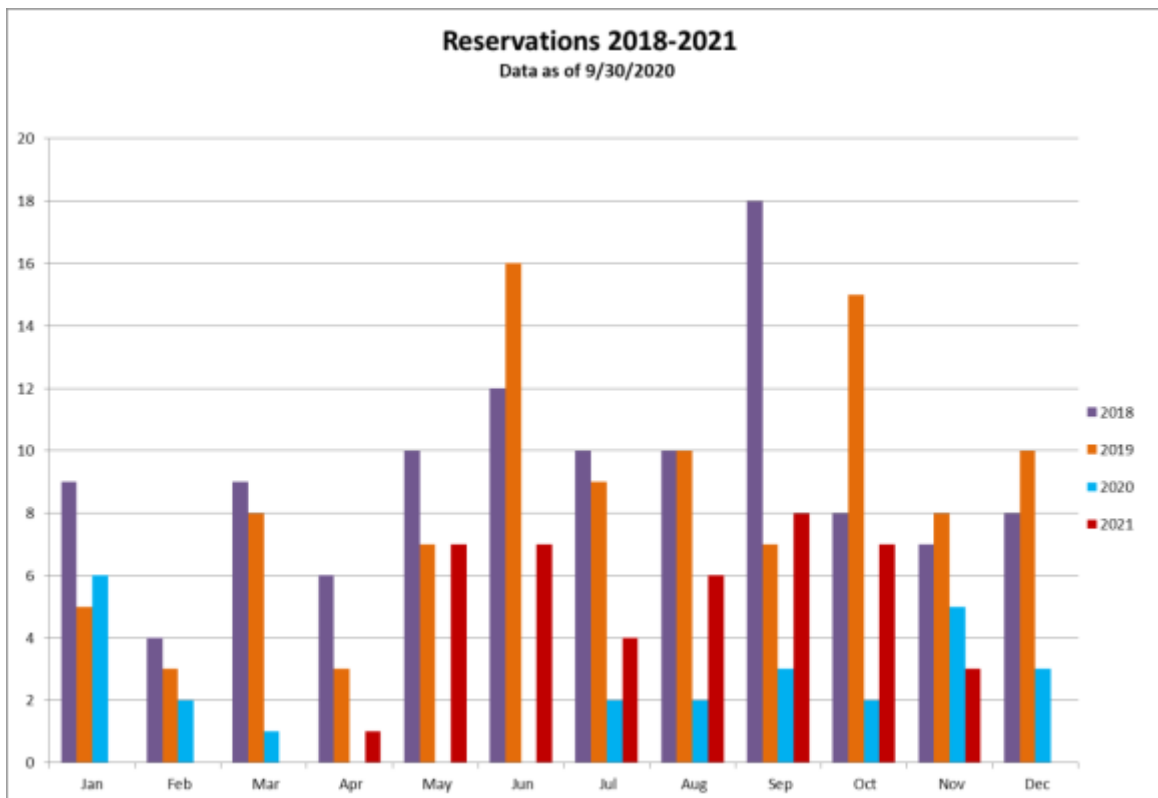
REVENUES	September		YTD		Change Over the Prior year	2020 Annual Budget	CY 20 % of budget	2019-20 Annual Budget	FY 19-20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
The Lodge Rentals	\$13,980	\$4,860	\$112,746	\$19,560	(\$93,186)	\$145,000	13%	\$150,000	75%
Caterer's Licenses	\$11,500	\$0	\$11,500	\$2,839	(\$8,661)	\$15,000	19%	\$15,000	77%
Total Revenues	\$25,480	\$4,860	\$124,246	\$22,399	(\$101,847)	\$160,000	14%	\$165,000	75%
EXPENSES	September		YTD		Change Over the Prior year	2020 Annual Budget	CY 20 % of budget	2019-20 Annual Budget	FY 19-20 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$7,635	\$6,603	\$104,748	\$43,419	(\$61,329)	\$167,220	26%	\$236,243	44%
Net	\$17,845	(\$1,743)	\$19,498	(\$21,020)	(\$40,518)				

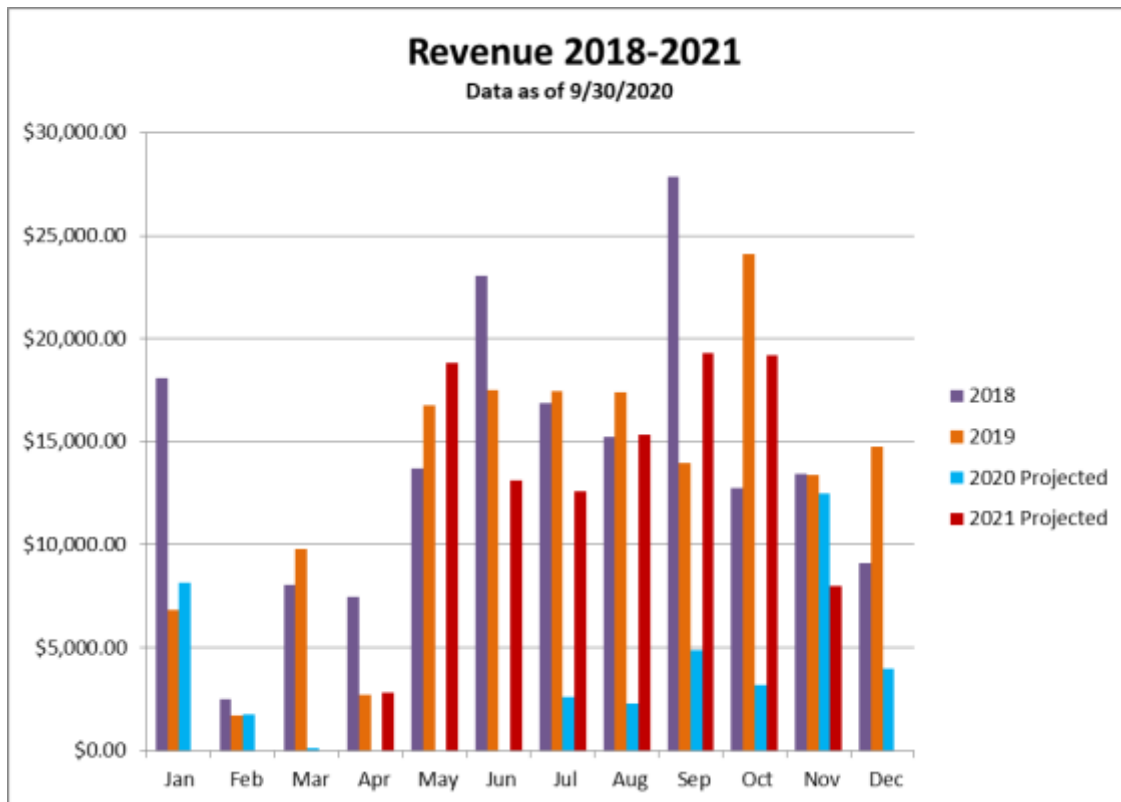


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The Lodge Gross Monthly Revenues										
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY	2018/19 FY	2019/20 FY	2020 CY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 12,200	\$ 9,725	\$ 13,675	\$ 16,744	\$ -
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	\$ 2,625
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 11,500	\$ 18,555	\$ 15,205	\$ 17,395	\$ 2,000
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 12,645	\$ 15,410	\$ 27,860	\$ 13,980	\$ 4,860
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	\$ 13,365	
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	\$ 8,125	\$ 9,125	\$ 14,774	
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	\$ 18,089	\$ 6,855		\$ 8,475
February	\$ 2,301	\$ 6,981	\$ 7,575	\$ 3,120	\$ 2,400	\$ 4,550	\$ 2,495	\$ 1,725		\$ 1,100
March	\$ 2,506	\$ 7,669	\$ 4,245	\$ 6,725	\$ 8,945	\$ 5,944	\$ 8,045	\$ 9,804		\$ 500
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	\$ 135,303	\$ 19,560

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. 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 from the 2020 CY, including the addition of Search Engine Optimization (SEO) and progressive marketing through The Knot. The committee is now working on reviewing charges for caterers and single use vendors. A stub year on vendor licenses was implemented, so they align with the new calendar year budget, and then a full 12 months starting in January 2021.

Upcoming Brochure & Activities

The fall/winter seasonal brochure was released digitally on July 27th, and program registration began on August 3rd. The move to digital was due to the uncertainty still surrounding the COVID-19 pandemic. With the changes made to the summer programming, the print brochure was inaccurate and staff was unable to make changes to it. Instead staff has to recreate a digital brochure with accurate information. For the time being, moving to a digital brochure will not only allow staff flexibility in editing any programs and events that change, but will also save the village over \$7,000 for the season. Postcards were mailed to all residences informing them of this change, where to view the brochure, and highlighting important dates.



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Staff recently released a monthly parks & recreation e-newsletter. The newsletter will keep subscribers informed on current parks & recreation events, programs, registration deadlines, facilities, donation opportunities, and any other important announcements. There are also fun sections highlighting parks, staff, and at home activities for families to complete.

Staff is currently working to gather material for the winter/spring brochure which will be available to residents digitally on November 30th, with registration beginning December 7th. Postcards will again be mailed to all resident households.

Special Events

Staff is currently planning for the Hinsdale Family Fall Festival. The event will be held at KLM Park this year, on Saturday October 17th from 11am-2pm. While the event is free, attendees are required to reserve a time slot to attend. A one-way path will be able where attendees will receive a pumpkin, goody bag, photos by the Hinsdalean, and costume judging by the Chamber of Commerce. Staff was able to secure sponsors for this event to cover costs.

Field & Park Updates

Fall field use is well under way. The majority of fields are at full capacity and will remain that way through early November. AYSO, Hinsdale Little League, and The Community House flag football are the predominate users. D86 schools are also using KLM park two to three times a week for smaller cross country meets through the end of October.

The lacrosse field regrading project at KLM Park has finished. The Hinsdale Meadows construction crews started striping top soil and moving in clay the week of July 27th. The regrading was completed during the week of August 24th. A fence has been constructed around the field to prevent any damage to the area. New evergreens have been planted on the east side berm to replace the landscaping that was removed during the project. The field will remain offline through spring of 2021 to allow time for turf conditions to properly establish.

Pool Updates

The pool closed on Monday September 7th, 2020. A complete end of season financial report will be presented at the Parks & Recreation commission meeting in November.