Mid-Year Review and 2020 Budget Preview
August 22, 2019

Members of Springbrook’s first all-girls PGA Junior League team
Agenda

• Theme
• Highlights from 2019
• Looking ahead to 2020

Pickleball at Nike Sports Complex
Where Do We Go From Here?

• We need to support the concept of “healthspan” vs. “lifespan”

• Need to look holistically at all of our offerings to ensure this is the message at our facilities and events and across our services.
Where Do We Go From Here?

• Another important consideration now into the future relates to our staffing. We are a large community employer of youth, and many Naperville teens have their first job experience at the Park District
  • This also is an important idea as we analyze the forthcoming impacts of minimum wage and compression
  • Adding to this is the ongoing the recruitment and retention challenges

• Create a Citizens Advisory Team
2019 Major Goals

1. **Fort Hill Activity Center Studio Expansion** (on schedule, September 2019)
2. **95th Street Community Plaza Development** (on schedule, May 2020)
3. **Wolf’s Crossing Park Site Development** (on schedule, summer 2020)
4. **Knoch Park Redevelopment** (on schedule, summer 2020)
5. **Develop Comprehensive Plan to Address Staff Recruiting and Retention** (on schedule, ongoing)
Highlights from 2019 Recreation Department

- The Recreation Department includes:
  - Programs
  - Garden Plots
  - Knoch Knolls Nature Center
  - Fort Hill Activity Center
  - Riverwalk Café
  - Paddleboats
  - Administration
  - Volunteers
  - Custodial
  - Centennial Beach
  - Centennial Grill
  - Customer Service
  - Facility Rentals
  - Sportsman’s

- Through July, 2019 revenue is below YTD budget by 2% ($96,703) but ahead of 2018 revenue by 2% (+$85,192)

- 2019 net is ahead of budget by 29% (+$294,757) for the same timeframe
Highlights from 2019 Recreation Department

Programs (through July)

• Compared to 2018, program revenue is up 2% (+$58,771)
• 2019 net is ahead of budget by 12% (+$180,525)
• Program participation is down 4% (1,775) for the winter, spring and summer seasons when compared to 2018. Lower ticket sales for Magical Starlight Theatre represent 1,378 of the total
• Examples of programs performing ahead of 2018 include: Youth Basketball, Kids First Sports Camps, Indoor Swim Classes and Dance
• 85% (39,834) of the Fee Assistance Program budget has been allocated. On average, 80% of the Fee Assistance Program budget is awarded through the month of July
Highlights from 2019

Fort Hill Activity Center
(through July)

- 877 new fitness members joined Fort Hill in the past year
- Revenue is ahead of budget by 22% (+$183,903) and 2018 revenue by 12% (+$108,262)
- Net is ahead of budget by 60% (+$235,671) and 2018 net by 19% (+$101,793)
- The new Studio D expansion is scheduled to open in September

<table>
<thead>
<tr>
<th>Memberships</th>
<th>through July 2019</th>
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<tr>
<td>Fitness</td>
<td>5,898</td>
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<tr>
<td>Group Exercise</td>
<td>23</td>
</tr>
<tr>
<td>Walk/Jog Track</td>
<td>2,655</td>
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<tr>
<td>Open Gym</td>
<td>111</td>
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<tr>
<td>Childcare</td>
<td>226</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,913</strong></td>
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Highlights from 2019

Fort Hill Activity Center Programs

- A total of 6,252 participants registered for Fort Hill Activity Center programs during the Winter, Spring, and Summer, an increase of 3% over 2018
- Gymnastics participants represent 47% of the registrations (2,934 participants)
- Naperville Youth Basketball continues to represent the second largest program at the facility with 869 participants in the Winter 2019 league; 153 participants were waitlisted
Highlights from 2019

(Through July)

Riverwalk Café
• Overall sales are down 19% ($19,138) compared to 2018
• Expenses are down 20% ($18,014) compared to the prior year
• Net Income for the Riverwalk Café is at break-even through July. Budgeted net income for the year is $2,100

Paddleboat & Kayak Rentals
• Compared to 2018 rental revenue is down 2% ($1,788)
• Expenses are down 7% ($4,027) compared to the prior year

Sportsman’s Park Trapshooting
• Compared to 2018, revenue is down 11% ($4,889)
Highlights from 2019

(Through July)

Centennial Beach

• Centennial Beach attendance was below 2018 totals by 9% (7,319 visitors)
• Centennial Beach revenue was below 2018 totals by 1% ($13,667)
• When compared to the prior 3-year average, Centennial Beach attendance and revenue was below the averages by 15% (13,778 visitors) and 3% ($31,432)
• Overall revenue for Memberships, Daily Admissions and Centennial Grill is at 72% of budget through July, behind the 3-year average of 83%
• Total labor expenses through July are at 66% of budget, which is below the 3-year average of 70%
Centennial Beach (through July)

**Attendance**

- 2011: 100,000
- 2012: 120,000
- 2013: 100,000
- 2014: 80,000
- 2015: 60,000
- 2016: 40,000
- 2017: 20,000
- 2018: 20,000
- 2019: 20,000

**Revenue**

- 2011: $1,000,000
- 2012: $1,200,000
- 2013: $1,000,000
- 2014: $800,000
- 2015: $600,000
- 2016: $400,000
- 2017: $200,000
- 2018: $200,000
- 2019: $200,000
Highlights from 2019

Centennial Beach Weather through July 21

# Days Above Average Temps

# Days Above 90 Degrees

# Days Recorded Rain
2019 Highlights
Golf Operations

• **Overall Revenues Down 5% or $124,500 through July 31** – Colder than normal spring and record precipitation in May impacted rounds.

• **Increased Use of Online Store** – Over $85K in online sales since November 2018, continuing to expand online purchase options.

• **Continuing to Grow the Game** – Program revenue up 25% vs. 2018. Junior program revenue increased 9% vs. 2018, over 100 kids attended 1st ever Golfapalooza in April.

Springbrook Practice Facility
Revenues Increasing...again
Despite spring, revenues at Springbrook’s driving range are up 11% vs. 2018.
2019 Highlights
Golf Operations

Through July 31
Revenues and Expenses down due to spring weather

<table>
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<tr>
<th></th>
<th>Actual</th>
<th>Budget</th>
<th>Prior Year</th>
<th>3-Year Avg.</th>
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<tr>
<td>Revenues</td>
<td>$2,252,216</td>
<td>$2,376,469</td>
<td>$2,190,417</td>
<td>$2,293,400</td>
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Proshop, Concession and Maintenance Expenses combined $127,853 under budget

Patio at Naperbrook
2019 Highlights
Information Technology

- Phishing Testing
- Windows 10
- Unmanned Range token dispenser – Naperbrook
- Big Data Framework
- PC and Server Replacements
2019 Highlights
Human Resources

- Collaborated on Job Fair with KidsMatter
- Enhanced criminal background check process
- Enhancing the employee onboarding process
- Serving as a pilot for PDRMA’s new loss control review process
- Evaluating our compensation program utilizing a 3rd party
- Preparing for minimum wage increase
2019 Highlights
Marketing

• Successfully on-boarded two, new designers – one in late Nov. 2018 and the other in May 2019

• Overhauled the *Program Guide* development process and increased efficiencies by bringing the layout/design completely in-house

• In the process of redesigning the *Program Guide* for Winter 2020 with a new cover and interior page enhancements

• Discontinued the Activities and Events multi-page newsletter and introduced an eye-catching, fridge-friendly events panel card

• Planned and hosted successful groundbreaking and ribbon-cutting events for 95th Street Community Plaza, Wolf’s Crossing Community Park and playgrounds at Heatherstone and Three Meadows parks
2019 Highlights
Parks

• Heavy rains impacted operations and field use in April, May and June
• Part-time staffing has improved but is still a challenge.
• Overtime Budget is running higher than normal based on spring weather impacts
• Natural area restoration projects continue, as well as shoreline stabilization and park meadow projects consistent with our core values of Environmental Education, Stewardship and Sustainability
• Sustainable Parks Initiative continues and will remain at its current level
2019 Highlights Planning

2019 Capital Overview

• Year-end projections conducted for Capital Budget includes A & B Projects, IT Capital, Allowances and Debt Service
  • Projected to come in below the budgeted amount by $1.4M
  • Of the $1.4M, approximately $1.1M is based on the construction schedules and will be carried forward to 2020
  • Net is an estimated $300k under budget for 2019
2020 Budget Calendar Highlights

Aug. 8, 2019: Capital Projects Open House (completed)
Aug. 22, 2019: 2019 Mid-Year Review and 2020 Budget Preview
Oct.: 2020 Budget Summary presented to Committees
Nov. 1: Draft budget distributed to Board
Nov. 12: Budget Workshop -2020 Budget
Nov. 14: Tax levy resolution for Board approval
Dec. 12: Board Approval 2020 Budget/Appropriation Ordinance and 2019 Tax Levy Ordinance
2020 Proposed District Goals

- 95th Street Community Plaza Development
- Knoch Park Redevelopment
- Wolf’s Crossing Community Park Site Development
- Key Renovations
  - Brighton Ridge Park Playground
  - Brush Hill Park Playground
  - Frontier Sports Complex Playground (east side)
  - Walnut Ridge Park Basketball Court
Property Taxes

2019
• Average home value: $368K (est.)
• Average taxes paid to the District: $368

2020
• Average home value: $382K (est.)
• Average taxes paid in to the District: $358

Based on the District’s ADA transition Plan and the proposed 2020 capital budget, a reduction in the proposed levy for ADA capital improvement is anticipated. This translates into an estimated $10 decrease in taxes for the average homeowner.
Looking Ahead to 2020
Human Resources

- Minimum Wage and Compression
- Recruitment
- Retention
- Compensation Study
Looking Ahead to 2020
Recreation

• Initiate limited programming and park rentals at 95th St. Community Plaza and Wolf’s Crossing Community Parks

• Begin programming of Knoch Park Phase II site improvements in Fall of 2020 in partnership with School District 203

• Continue to identify opportunities to reduce waitlists within popular programs

• Adjust part-time staff wages to account for minimum wage requirements and compression

• Evaluate changes to program and facility fees as a result of increased operational costs
Looking Ahead to 2020 Parks

- Addition of the 95th Street Plaza, Wolf’s Crossing Community Park and Knoch Park development
- Two, new full-time positions are requested with one 9-month position and additional seasonal hours to maintain new parks
- Additional supply dollars for new developments
- Seasonal wages impacted by increasing minimum wages and compression
Looking Ahead to 2020
Information Technology

- Reclassification of current 35-hour PC Helpdesk Position to Full-Time
- Server replacements
- Admin Core switching replacement
- FHAC Core switching replacement
- PC replacements
- Copier/Plotter replacements
- Continued Mobile App development
Looking Ahead to 2020

Golf

2020 Budget and Renovations Begin

- Minimum wage increase will include mainly clubhouse staff – player assistants, cart staff, food and beverage, and cashiers
  - $1 increase in green fees
- Naperbrook Practice Area renovation begins August 2020
  - Driving range closed August 1 – August 31
  - Practice green closed August 1, re-open Memorial Day weekend 2021
- Engineering, design and bid preparation continue for Springbrook course renovations planned to begin late summer 2021
Looking Ahead to 2020
Marketing

• Improve Search Engine Optimization (SEO) across our websites
• Address existing video inventory and develop a content plan for use across various marketing channels to serve as effective promotion of District facilities and programs
• Revamp ParkTalk podcast including the development of a new promotional graphic and refreshed intro/outro
• Plan, promote and execute grand opening events for Jaycees playground, 95th Street Community Plaza, Wolf’s Crossing Community Park and neighborhood playgrounds renovated in 2020
Questions/Comments