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April 2019 Parks Report- Michael

One of our objectives at the beginning of the year was to see how we can maximize our revenue and cost recovery here in the Parks Department. We intend to work efficiently as possible recognizing areas that are not working efficiently and improving other areas of our programs and spaces to retain our regular customers. We have found that our returning customers for both memberships and facility rentals are where we have the most impact for cost recovery. We understand in part this is a result of the customer experience. We are working with our staff to make sure the customer has a great experience and that we remain open to what the customer has to say and try to meet their needs . We may not be able to fulfill their needs every time, but we can have a plan in place to acknowledge them. We have made a hire for our Parks Superintendent positions and we will be working on improving turf areas. With an improved healthy turf that will cut down on the number of times we need to mow certain areas. A healthy turf will also keep up with the heat and foot traffic that we see through out the summer. Overall, we are excited to move into this area of staff improvement and facility improvements.

Programs -Elizabeth

April was a month of music! We had glorious weather for our 4 Fridays of live music, with incredible bands, at our Music in the Park event sponsored by the Friends of Elgin Parks. Every night of Music in the Park we had at least 250-275 people in attendance where we danced, sang and enjoyed each other’s company, as well as dinner specials from local restaurants. In addition to Music in the Park, we offered an Easter Egg Decorating night for kids where they could decorate cards and fake eggs or dye real eggs, just in time for the holiday. We had 24 people attend and only spent \$1.64 per person.

Goals for May 2019

- Open the Pool
- Train Rec Staff in CPR and First AID
- Plan for summer programs

Facility and Park Activity Summary	Number of uses spring 2019		
	February	March	April
Park/ Pavilion Rental	21	6	12
Ball Field Rental	35	53	54
Fleming Community Center/ Rec Center rentals	62	58	33
Monthly Rec Memberships	181	180	159
Yearly Rec Membership	33	3	19
Deposits	\$16,264.25	\$10,256.00	\$13,074.50