



Agenda
Village of Glen Ellyn
Recreation Commission
Special Meeting
Friday, February 7, 2020
7:00 AM
Village Links

Individuals with disabilities who plan to attend the hearing and who require certain accommodations in order to allow them to observe and participate, or who have questions regarding the accessibility of the meeting or facilities, are requested to contact the Village Links at least 24 hours before the meeting.

I. Call To Order

II. Public Comments

III. Minutes Approval - November 22, 2019

1. Village Links/Reserve 22 - Minutes - November 22, 2019

IV. Standing Reports

A. Manager - Jeff Vesevick

1. Village Links/Reserve 22 - Manager's Report - November-December 2019

B. Reserve 22 - Brad Chapple

1. Reserve 22 - Restaurant Reviews - November-December 2019

C. Financial - Jeff Vesevick

1. Village Links/Reserve 22 - Financial Statements - November 2019
2. Village Links/Reserve 22 - Financial Statements - December 2019

D. Trustee Liaison - Steve Thompson

V. Presentation - Marketing Initiatives - Julie Rusin

1. Village Links/Reserve 22 - Marketing Initiatives

VI. Old Business - 2020 Permanent Tee Time Discussion

VII. Other Business

VIII. Next Meeting Date - February 28, 2020

IX. Adjournment



Recreation Commission
Village Links/Reserve 22
Glen Ellyn, IL 60137

Meeting: 02/07/20 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Minutes
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4344)

DOC ID: 4344

Village Links/Reserve 22 - Minutes - November 22, 2019

Please see attached Minutes.

ATTACHMENTS:

- MN112219 (PDF)

RECREATION COMMISSION MINUTES NOVEMBER 22, 2019

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:05A.M.
Adjourned: 9:15A.M.

MEMBER ATTENDANCE:

Tim O'Shea	Chairman	Present
Rebecca Austin	Commissioner	Present
Brian Diver	Commissioner	Excused Absence
Glen G. Graham	Commissioner	Present
Alison Park	Commissioner	Excused Absence
Mark W. Reinke	Commissioner	Present
Carol Scott	Commissioner	Present
Sophia Hadley	Student Commissioner	Excused Absence

Also, Present:

Jeff Vesevick	General Manager / Staff Liaison	Present
Steve Thompson	Liaison Trustee	Present
Mark Franz	Village Manager	Excused Absence
Brad Chapple	Food and Beverage Director	Present
Tom Fota	Executive Chef	Excused Absence
Mike Campbell	Golf Professional	Present
Noel Allen	Director of Golf	Present
Chris Pekarek	Golf Course Superintendent	Present

1. CALL TO ORDER

The November 22, 2019 regular meeting of the Recreation Commission was called to order at 7:05A.M. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Chairman O'Shea.

MOVE TO ALLOW COMMISSIONER GRAHAM AND COMMISSIONER AUSTIN TO TELECONFERENCE INTO THE MEETING.

RESULT: Motion Unanimously Carried
MOVER: Chairman O'Shea
SECONDER: Commissioner Reinke
AYES: Austin, Graham, O'Shea, Reinke, and Scott
NAYES: None
ABSENT: Diver and Park

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES FROM OCTOBER 25, 2019 MEETING

MOVE TO APPROVE MINUTES OF MEETING FROM 10/25/19 AS PRESENTED.

RESULT: Motion Unanimously Carried
MOVER: Commissioner Reinke
SECONDER: Commissioner Scott
AYES: Austin, Graham, O'Shea, Reinke, and Scott
NAYES: None
ABSENT: Diver and Park

4. STANDING REPORTS

A. Manager's Report – General Manager Jeff Vesevick

1. Village Links/Reserve 22 – Manager's Report - October 2019

General Manager reported that there was significant rain and about eight (8) inches of snow in October, which caused carts to be grounded four (4) times. October 2019 revenues surpassed last year and ranked 6th overall for the last 10 years. The Village Links hosted the local high school regional and sectional events with Glenbard West winning. There were about 4,800 rounds of golf played in October up by 24% over last year. The greens were aerated in October and the top dressings were added. The grounds were prepared for the winter.

B. Reserve 22 – Food and Beverage Director Chapple

1. Reserve 22 – Restaurant Reviews – October 2019

Food and Beverage Director Chapple said overall October was a marginal month for Reserve 22. Banquets were down because several prior events outgrew the available space at Reserve 22. Staff is working on growing banquets. The Reserve 22 bar area was decorated with a holiday pop-up bar, which has generated a lot of good publicity on social media. A live band, will be playing on Black Wednesday, November 27, 2019. Commissioner Austin inquired about New Years Eve. Food and Beverage Director Chapple replied a children's party is scheduled. Commissioner Austin also recommended hosting a pop-up shopping event with local merchants. Trustee Thompson indicated this is something that he can work on with the Chamber possibly during the off-season in January or February. Commissioner Austin inquired about Thanksgiving at Reserve 22. Food and Beverage Director Chapple replied reservations exceeded last year and there are about 20 catering orders.

The Recreation Commission discussed some of the restaurant reviews. Food and Beverage Director Chapple noted that staff is continuing to work on improving service levels. Food and Beverage Director Chapple added that staff always responds to reviews.

C. Financial – Jeff Vesevick

1. Village Links/Reserve 22 – Financial Statements – October 2019

General Manager Vesevick indicated that revenues are up 4% for the year over 2018. Staff's goal was to keep operating expenses down and they were able to lower costs for the year. Even with the 2019 capital purchases there was a positive change in net position of \$54,000 and operating income increased by \$197,916 over last year. Reserve 22 revenues are up \$99,510 over last year and the average check increased by \$4. Chairman O'Shea inquired as to what factors cause the average check to increase. Food and Beverage Director Chapple replied that he worked with US Foods on updating the menu.

2. Village Links/Reserve 22 – Predicted Cash Reserves

General Manager Vesevick noted cash reserves are still in a decent position to not run out of cash and the key going forward will be to try and minimize losses over the winter season.

D. **Trustee Liaison Report – Steve Thompson**

Trustee Thompson updated the Recreation Commission on the recent Village Board activity. Trustee Thompson also noted the Recreation Commission will be hosting a workshop with the Village Board soon.

5. **DISCUSSION – GOLF POLICIES - PERMANENT TEE TIMES**

General Manager Vesevick noted that permanent tee times are a core part of the business and currently weekend tee times are accepted between the hours of 5:30AM and 10:30AM. Prior to 2008, golfers were required to pre-pay for 12 tee times, but after the 2008 recession, the number of required rounds was lowered to six (6), which remains in place today. General Manager Vesevick noted there has been some discussion on how the permanent tee times could be improved and possibly increasing the number of required rounds. General Manager Vesevick distributed a report which provided permanent tee time metrics. General Manager Vesevick said he would like to see a policy that would encourage more golf rounds.

Discussion ensued as to how permanent tee times are canceled. Director of Golf Allen noted many participants cancel their permanent tee time online. Director of Golf Allen added that he is working on an app for 2020 that would improve the booking process and he is looking into a self-service kiosk. Chairman O'Shea inquired if there are any programs that will send text messages reminding guests of their tee-time. Director of Golf Allen replied he has not seen any that offer text bookings. Director of Golf Allen noted there is a good balance right now. Commissioner Scott inquired if a longer permanent tee time frame is needed and possibly offer two (2) options where golfers could go to August or to September. Director of Golf Allen noted September is one of the busiest months for outings and most of these are held on the weekends.

Chairman O'Shea said if the tee times are filled on good days regardless of the permanent tee times then we do nothing, but if slots are open and we want golfers out here more frequently than we should think about going to prepaying for 10 tee times and then the

four (4) extra could be used anytime and be used for four (4) guests. Chairman O'Shea inquired as to how the Links can go from 79 tee time groups to 100. Chairman O'Shea suggested allowing teams to have a minimum of two (2) residents to enter the tee time lottery and only 25% of the tee times will go to those groups. Reinke noted some people do not enter the lottery because they cannot bring a non-resident friend. Director of Golf Allen noted each year about 9 groups pass because they do not secure a preferred tee time. Chairman O'Shea said this is a different issue. Chairman O'Shea suggested trying something to get to 90 groups and if it does not happen, then we know that the most groups that will book a permanent tee time will be around 80 because of the available prime slots. Director of Golf Allen expressed concern about front-line staff dealing with disappointed golfers. Commissioner Reinke said it seems that staff is happy with the 79 permanent tee time groups. Director of Golf Allen replied he is happy, but there is always room for improvement and he does not think weekends are the problem and he would love to increase golf Monday through Thursday. Commissioner Reinke said he has not heard a compelling reason to add more required permanent tee times.

Commissioner Scott suggested not calling it a 6 play or 10 play ticket, but rather if you want a permanent time you will need to pay a permanent tee time fee of \$500 upfront. Commissioner Scott added that this payment would allow golfers to use this prepayment for weekday green fees as well. Chairman O'Shea said the permanent tee times are a more valuable asset, than what the Links prices it at. Chairman O'Shea said he does not think golfers will mind paying more and supported Commissioner Scott's idea.

Chairman O'Shea inquired as to when this has to be decided. Director of Golf Allen replied within the next 2 weeks and General Manager Vesevick added a decision will be necessary before the Links starts to promote the permanent tee times in January 2020. Chairman O'Shea said he was fine with turning this over to staff and then sending the Recreation Commission an email within the next two (2) weeks. General Manager Vesevick noted that staff can kick around these ideas, however if a change is made this would be considered a course policy change and would need to be voted on by the Recreation Commission.

Chairman O'Shea inquired if the Recreation Commission was open to allowing three (3) residents and one non-resident in the permanent tee time foursome. General Manager Vesevick said what would be the problem with requiring a minimum of three (3) residents to qualify for the first lottery. Commissioner Graham felt groups with less than four (4) residents should not receive equal opportunity in the lottery. Chairman O'Shea said this might bring more groups to the Links. General Manager Vesevick questioned if this would bring the tee times past 10:30AM. General Manager Vesevick noted a policy change needs to be voted on by the Recreation Commission and approved by the Village Board.

MOTION TO PROVIDE THE LINKS MANAGEMENT TEAM THE ABILITY TO CHANGE THE PERMAMENT TEE PROCESS FROM GOING FROM A FIXED SIX (6) ROUND PLAY TO A FIXED FEE AMOUNT OF \$400 TO \$500 AND CHANGING THE WEIGHTED LOTTERY TO ALLOW FOR GROUPS TO HAVE A MINIMUM OF THREE (3) RESIDENTS AND ONE (1) GUEST.

RESULT: Motion Unanimously Carried
MOVER: Commissioner Scott
SECONDER: Commissioner Reinke
AYES: Austin, Graham, O'Shea, Reinke, and Scott

NAYES:	None
ABSENT:	Park and Diver

6. **OTHER BUSINESS**

None.

7. **NEXT MEETING FRIDAY, DECEMBER 20, 2019**

The Recreation Commission canceled the Friday, December 20, 2019 meeting. Chairman O'Shea suggested a special workshop night meeting regarding strategic planning the second week in January 2020 and holding the regular meeting at the end of the month.

8. **ADJOURN**

Commissioner Reinke moved and Commissioner Scott seconded, to adjourn the meeting. The meeting was adjourned at 9:15a.m.

Submitted by Aileen Haslett, Recording Secretary

Reviewed by General Manager Jeff Vesevick

Attachment: MN112219 (4344 : Village Links/Reserve 22 - Minutes - November 22, 2019)



Recreation Commission
Village Links/Reserve 22
Glen Ellyn, IL 60137

Meeting: 02/07/20 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4345)

DOC ID: 4345

Village Links/Reserve 22 - Manager's Report - November-December 2019

Please see attached report.

ATTACHMENTS:

- Managers Report Nov-Dec19 (PDF)

Manager's Report for NOVEMBER-DECEMBER 2019

Submitted by Jeff Vesevick, General Manager

November was another bad month of golf weather. The course was closed 12 days and of the 18 we were open, carts were grounded 12 days and we had 5 days with frost delays. There was one 4" snowfall and 1.31" of rain. The 18 hole golf course closed for the season on December 10th. Golf carts were not allowed during the month. December temperatures were above average. There was no snow during the month. Normal snowfall is 8.0". There was 1.04" of rain.

High Temperatures in November																				
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
70° days				2	3				1	1	2	3			1				1	2
60° days			2	11	7	4	1	3	5	5	3	2	2	7	11	4	6	6	12	1
50° days	6	3	4	7	10	7	6	9	11	10	14	3	11	6	4	12	8	4	12	4
40° days	9	7	17	7	4	4	13	14	11	9	11	10	8	15	8	12	10	15	5	9
30° days	13	17	6	3	5	7	7	4	2	5		11	9	2	3	2	6	5		12
20° days	1	3	1		1	7	3					1			3					2
10° days	1					1														
0° days																				
Rain	1.3"	2.3"	3.2"	1.8"	3.5"	1.5"	2.1"	1.0"	3.4"	2.5"	1.5"	1.0"	1.3"	3.3"	2.1"	3.0"	5.4"	1.0"	1.6"	4.0"
Snow	4"	9.5"			8"		0.8"									5.8"		3.5"		

High Temperatures in December																				
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
70° days																				
60° days	1		1		2			3											2	
50° days	4	3	4	1	8	1	1	2	3	1	1	2	2	9		4	1	2	2	
40° days	11	12	5	1	8	8	7	12	14	1	2	4	3	10	2	9	16	10	14	
30° days	8	14	11	16	8	17	8	14	13	12	18	13	18	8	13	9	9	15	4	10
20° days	7	2	4	8	4	4	9		1	15	9	8	8	2	11	4	5	4	6	9
10° days			4	3		1	5			2	1	3		2	5	5			3	9
0° days			2	1			1					1								3
Rain	1"	2"	0.2"	4.3"	4.3"	0.9"	0.8"	2.1"	2.0"	1.1"	1.5"	1.9"	3.5"	3.2"	0.7"	1.1"	1.9"	1.5"	1.1"	
Snow		1.4"	5.3"	15.5"	6.5"		8"		2"	16"	28"	16"	18"	6"	17"	3"	2"	6"		40"

GOLF - NOVEMBER

Rounds played were down 9% for the month, and are up 2% for the year

Green Fee revenue was down 42% for the month, and is up 6% for the year

Driving Range revenue was up 32% for the month, and is up 2% for the year

Motor Car revenue was down 79% for the month, and is down 4% for the year

Pro Shop sales were up 111% for the month, and are down 10% for the year

Overall Golf revenues were down 20% for the month, and are up 4% for the year

Golf Revenue November										
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Rounds	2,490	2,497	2,003	1,110	1,028	2,401	2,721	1,091	457	418
Green Fees	42,227	45,127	40,758	21,967	18,154	42,317	52,351	17,587	9,877	5,747
Driving Range	3,421	3,129	577	2,073	1,825	4,597	5,115	1,723	984	1,296
Pro Shop	4,748	8,167	4,927	5,652	5,470	8,646	9,101	2,157	1,391	2,928
Carts	13,648	13,541	10,343	6,333	5,682	15,978	18,424	5,060	2,156	452
Resident Cards	0	0	0	0	0	0	0	0	0	0
Miscellaneous	2,404	5,049	1,283	3,321	2,778	6,208	4,793	1,106	751	1,664
Total Revenue	66,516	75,011	57,804	38,958	33,908	77,747	89,783	27,633	15,159	12,087
<i>2019 was the 2nd worst November for golf in the last 10 years</i>										

GOLF – DECEMBER /YEAR END TOTALS

Rounds played were up 2% for the year

Green Fee revenue was up 1% for the year

Driving Range revenue was up 2% for the year

Motor cart revenue was down 4% for the year

Pro Shop sales were down 10% for the year

Overall Golf revenues were flat for the year

Golf Revenue December										
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Rounds	15	348	994	15	378	612	18	499	67	260
Green Fees	40,020	56,563	71,007	93,621	71,219	110,688	97,043	172,228	174,850	90,293
Driving Range	39	246	0	159	912	884	19	1,051	301	1,329
Pro Shop	6,369	9,112	4,302	7,775	7,884	9,912	6,589	9,521	6,253	5,194
Carts	0	0	5,178	0	1,164	2,014	76	3,500	0	0
Resident Cards	0	0	0	0	0	20	0	20	0	0
Miscellaneous	328	292	1,429	63	298	310	741	1,338	474	732
Total Revenue	46,744	66,227	91,805	101,618	81,477	123,828	104,469	187,658	181,878	97,547

Annual FALL FEST promotions continued through November. Golf green fees were discounted 25% for the remainder of the season.

The 9th **Annual Iron Man Open**, scheduled for Sunday, November 17, was postponed due to weather for the third straight season, and was rescheduled for the following Sunday, November 24. 57 golfers participated.

Director of Golf Noel Allen continues booking golf outings for 2020, collecting 4 deposits, and forwarding 4 proposals. Outings accounted for 11% of golf revenues for the year, contributing \$286,686 in 2019, versus \$294,838 a year ago.

Preparations for the annual Holiday Open House were underway by creating gift card promotions, preparing for Golf Shop Sale, and securing Santa gifts for the children.

Golf Staff took an early opportunity to get a jump for 2020 preparations by updating mailing lists, preparing the Golf Events Calendar, programming golf fees and tee sheets, meeting with vendors.

GROUNDS

1. Staff finished staining the wood pergolas around the patios and clubhouse.
2. The bunkers were rehabbed 1 time after rains washed them out.
3. Litter was removed from the parkways once.
4. The irrigation system was drained and winterized.
5. The north and south pump stations were winterized.
6. Thirty ball washers were repaired and re-painted.
7. Staff assisted the Glen Ellyn Rotary Club with their Citrus pick-up.
8. Interior and exterior holiday decorations were installed.
9. Eighteen tee and driving range benches were repaired, stained and painted.

Mechanical and Building Maintenance

1. The shelter at #11/#14 was re-roofed.
2. 95 carts received annual winter servicing.
3. Deicing cables were installed to prevent ice dams in the clubhouse gutters, flat roofs and downspouts.
4. Building furnaces were serviced for the winter.
5. Work began to rebuild and sharpen cutting units on several pieces of mowing equipment.

Horticulture

1. The walking trails at Lambert Lake were touched up with new wood chips.
2. The poly-house was cleaned for the winter.

RESERVE 22

A new marketing concept, “**Holiday Pop Up Bar**” generated quite a buzz for the holiday season, and helped boost interest and revenue. Staff went all out in lighting up the area with thousands of lights. The popular Chicago bar concept was among the first in the western suburbs, and received a generous amount of press. Staff noticed an increase in Guest dining prior to shows at the C.O.D.’s MAC Theater, which offers them a 10% discount. This partnership is in its third year.

Reserve 22 - November				Reserve 22 - December				Year To Date		
Restaurant	2018	2019	+/-	Restaurant	2018	2019	+/-	2018	2019	+/-
Beverages	1,362	1,047	-23.1%	Beverages	1,463	1,151	-21.3%	48,445	33,541	-30.8%
Beer	10,835	9,000	-16.9%	Beer	11,309	11,691	3.4%	294,221	315,111	7.1%
Wine	10,280	10,962	6.6%	Wine	11,308	12,216	8.0%	164,484	167,537	1.9%
Spirits	8,238	9,242	12.2%	Spirits	9,614	13,727	42.8%	169,691	181,516	7.0%
Food	46,714	47,595	1.9%	Food	46,449	48,599	4.6%	850,645	913,942	7.4%
Total Restaurant	77,429	77,846	0.5%	Total Restaurant	80,144	87,385	9.0%	1,527,485	1,611,647	5.5%
Banquets	2018	2019	+/-	Banquets	2018	2019	+/-	2018	2019	+/-
Beverages	55	863	1469.9%	Beverages	176	2,548	1351.7%	11,201	11,315	1.0%
Beer	2,686	2,439	-9.2%	Beer	3,236	514	-84.1%	60,265	60,237	0.0%
Wine	1,564	4,172	166.7%	Wine	2,679	6,685	149.5%	38,518	56,551	46.8%
Spirits	2,367	1,287	-45.6%	Spirits	3,431	4,390	27.9%	67,069	37,431	-44.2%
Food	25,210	21,132	-16.2%	Food	48,103	61,777	28.4%	477,037	498,328	4.5%
Misc.	50	391	682.0%	Misc.	1,725	2,100	21.7%	24,554	19,770	-19.5%
Total Banquets	31,932	30,285	-5.2%	Total Banquets	59,349	78,015	31.5%	678,644	683,632	0.7%
	2018	2019	+/-		2018	2019	+/-	2018	2019	+/-
Other	6,276	5,632		Other	11,078	14,785		279,126	317,195	
Total Reserve 22	115,637	113,762	-1.6%	Total Reserve 22	150,572	180,185	19.7%	2,485,255	2,612,474	5.1%

The **Buffet Dinner on Thanksgiving Day** saw a 58% increase from a year ago, serving 216 Guests, and generating \$9,556 in revenue. The **take-out/catering offerings** were a little less popular, generating 87 individual orders, versus 114 a year ago.

This year’s **Breakfast with Santa** attracted 120 guests, as Santa was available for photos and handed out gifts. The event was held the morning of the annual **Holiday Open House**, making for a busy and festive day, a favorite among many of our Guests.

New Year’s Eve celebrations included a popular Family Countdown at 8:00pm. About 110 Guests were treated to a kid’s buffet and party favors, up 38% from a year ago.

The Restaurant and Bar will be closed on Mondays in December, January, and February.



Recreation Commission
Village Links/Reserve 22
Glen Ellyn, IL 60137

Meeting: 02/07/20 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4348)

DOC ID: 4348

Reserve 22 - Restaurant Reviews - November-December 2019

Please see attached report.

ATTACHMENTS:

- R22 Reviews Nov-Dec (PDF)

OPEN TABLE RATING = 4.3 STARS

19 RATINGS Nov-Dec

5 STARS = 13; 4 STARS = 4; 2 STARS = 2

LM

VIP LindaM

Chicago

6 reviews

Dined on December 31, 2019

Overall5Food5Service5Ambience5

New Years Eve celebration

Report

FM

VIP FionaM

Chicago

7 reviews

Dined on December 29, 2019

Overall5Food5Service5Ambience5

Great service and food!

Report

OT

OpenTable Diner

Chicago

12 reviews

Dined on December 28, 2019

Overall5Food5Service5Ambience5

We took the whole family for a birthday. Kids menu was perfect — our server put kids order in right away which worked out perfectly. Everyone enjoyed wine choices and their food choices

Report

JL

JoyL

Chicago

6 reviews

Dined on December 21, 2019

Overall5Food5Service5Ambience5

Great place!! Nice restaurant, beautiful architecture work!! Great Christmas decorations, menu, food and service!!

Report

NM

NancyM

1 review

Attachment: R22 Reviews Nov-Dec (4348 : Reserve 22 - Restaurant Reviews - November-December 2019)

Dined on December 17, 2019

Overall2Food2Service1Ambience2

Reserved a table for 12 weeks in advance. Server was fine, except the kitchen was understaffed- with 5 children, it took over 75 minutes to get our food, and it consisted mainly of hamburgers!

Report

G

VIP Glenma

Chicago

31 reviews

Dined on December 12, 2019

Overall4Food4Service4Ambience5

Great Holiday vibe going on now at Reserve 22. Beautiful decorations inside and out with an Elfie booth. Dan is a great server and they are featuring great drinks like the White Christmas. Food is always good; I had the BBQ flatbread. Others had the sandwiches and pork chops. Good place dine anytime.

[- Read less](#)

Report

TB

TonyB

Chicago

1 review

Dined on December 8, 2019

Overall2Food3Service2Ambience3

The restaurant was cold and over priced for the food quality. We ordered calamari and got more breading on the plate than actual food. They claim to have vegetarian options and the only thing on the menu was a roasted salad that looked like they just threw Romaine lettuce in the oven. Two meals were forgot to be brought to the table and multiple mistakes with the order. An overall bad experience.

[- Read less](#)

Report

M

Mara

Chicago

5 reviews

Dined on December 8, 2019

Overall5Food5Service5Ambience5

The Christmas decorations were outstanding

Report

DN

DavidN

1 review

Dined on December 8, 2019

Overall5Food5Service5Ambience5

We had baby shower here. It was fantastic. The guys ate and watched game in bar area, while the ladies enjoyed brunch in Blue Heron room. The whole place was decorated so festively for Christmas. Food and service was amazing.

Loved every moment!

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Report

OT

VIP OpenTable Diner

Chicago

74 reviews

Dined on November 27, 2019

Overall5Food5Service5Ambience5

Such a fun, holiday atmosphere! Great holiday cocktail menu, food is always delicious. Steak night a great value and very tasty!

We may have started a new holiday tradition!

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Report

GH

GarryH

Chicago

1 review

Dined on November 23, 2019

Overall5Food5Service5Ambience5

Server Dan provided excellent service. Friendly and professional. Enjoyed orange roughy and pork chops.

Report

CL

ChrisL

Indiana

2 reviews

Dined on November 23, 2019

Overall4Food4Service4Ambience4

The Christmas decorations are AWESOME! It is a little noisy in the restaurant because you do not have enough soft surfaces to absorb sound. Also, the

lighting is wrong. The lights should be dimmable. We eat here often in the summer and winter. The restaurant just misses the mark a little due to ambiance for me to give it a 5 star rating.

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Report

PN

PatrickN

Chicago

1 review

Dined on November 10, 2019

Overall5Food4Service5Ambience5

Great service, and very good food at very good value. Nice upscale sports club vibe and menu. Very nice people working there!

Report

DE

DEBORAHM

San Francisco

5 reviews

Dined on November 9, 2019

Overall5Food5Service4Ambience5

Nice and accommodating staff. Variety menu selection. Buffalo wings are the best!!

Report

HG

HildaG

Orlando

1 review

Dined on November 9, 2019

Overall5Food4Service5Ambience5

Tommy the manager could not have been more accommodating and Ben, our server, did a great job. We were a party of 16 and it was perfect! The tables were set up so we all sat together and could see everyone. They did an amazing job, we absolutely recommend and will be back.

[- Read less](#)

Report

MT

VIPMyTurn

Chicago

5 reviews

Dined on November 7, 2019

Overall5Food5Service5Ambience5

Tom's Pork Chops and Cheryl's service are outstanding!

Report

C

VIP Creativeisa

Chicago

4 reviews

Dined on November 7, 2019

Overall5Food5Service5Ambience5

It was a quiet evening. The specials and beer were a good value. This was on a Thursday.

Report

OT

OpenTable Diner

Chicago

13 reviews

Dined on November 2, 2019

Overall4Food4Service2Ambience3

A nice quiet dinner. Great specials and moderately priced. Our waiter was not as attentive as he should have been. But it was still a nice place to dine out with friends.

Report

W

VIP Wheatonite

Chicago

20 reviews

Dined on November 2, 2019

Overall4Food5Service2Ambience4

Food was great. Service not as good as it was during previous visits.

Trip Advisor Rating = 4.0

2 Reviews Nov – Dec

5 Stars = 2

Odyssey607679
Glen Ellyn, Illinois

5

Reviewed 2 weeks ago via mobile

Burger Tuesday – 5 Stars

What a great deal on Tuesdays --a half pound delicious burger for half price with a side. Can't beat it. Lunch or dinner. Great atmosphere with a beautiful bar area with TVs everywhere. Great place to watch sports.

Date of visit: January 2020

Reviewed 4 weeks ago

Family new year's Eve – 5 Stars

My husband and I enjoyed a lovely experience at the New year's Eve event at Reserve 22. The food was delicious and the families surrounding us with their children very welcoming..We would especially like to commend the stellar service we received from our server Brian...He went way out Of his way to provide an outs outstanding dining experience! Thank you Brian!!!

[Show less](#)

Date of visit: December 2019

GOOGLE RATING = 4.3

22 Reviews Nov – Dec

5 Stars = 16; 4 Stars = 4; 3 Stars = 1; 1 Star = 1

Ken D'Andrea

 5 weeks ago

The user didn't write a review, and has left just a rating.

Jennifere Lux

 5 weeks ago

Their new pop up holiday bar was so cute and festive!

Reserve 22 (owner)

5 weeks ago

Thanks Jennifere! :-) We appreciate you coming and hope to see you back again soon!

Schneidervillage Schneidervillage

 6 weeks ago

The user didn't write a review, and has left just a rating.

Rocco DiOrio

 6 weeks ago

Great food and super Christmas Decorations I happened to be there a burger day which was great especially for 6 bucks would go back

Reserve 22 (owner)

6 weeks ago

Thanks Rocco! Come back and visit us again soon!

Brian Crawford

 7 weeks ago

Great atmosphere, good food at a fair price.

Reserve 22 (owner)

6 weeks ago

Thanks Brian and happy holidays! Please come back and visit us again soon!

Harold Moreno

 8 weeks ago

I tried this spot before with my friend and I am hooked ever since. I enjoyed the fantastic ambience and delightful food and drinks. They never disappoint.

Reserve 22 (owner)

6 weeks ago

Thanks Harold! We love that you are hooked! Please come back and visit us again soon!

Paul Seiden

 8 weeks ago

The user didn't write a review, and has left just a rating.

Reserve 22 (owner)

8 weeks ago

Thanks for your review Paul! Come back and visit us again soon!

Beth Kirkpatrick

 8 weeks ago

Nice atmosphere! Good food!

Reserve 22 (owner)

8 weeks ago

Thanks for your five star review, Beth! We appreciate it and hope to see you back again soon!

Walt Martineau

 9 weeks ago

Good cuisine, nice venue; somewhat elegant without being overly fancy.

Reserve 22 (owner)

8 weeks ago

Thanks Walt! We appreciate you taking the time to review us! Please visit us again soon!

David Brown

 9 weeks ago

Thanksgiving food was sub par and at \$45 per person was over priced.

Reserve 22 (owner)

8 weeks ago

I'm very sorry you were not happier with your Thanksgiving meal, David. We do our best to offer something for everyone at our holiday buffets and our entire staff goes above and beyond for Thanksgiving. We are sorry you were disappointed and hope you'll give us another chance.

Florence Wright

 10 weeks ago

Ordered Thanksgiving catered food yesterday. It was great. Food delicious hot and well packed for us to pick up. Everything perfect. Would highly recommend.

Reserve 22 (owner)

8 weeks ago

Thanks so much Florence! If you loved our Thanksgiving catering, we bet you'll love our take our family meals we will be offering soon!

Guy Jones

 10 weeks ago

Live music grog and good company - didnt eat but food looks good

Reserve 22 (owner)

8 weeks ago

Thanks Guy!

Harry Chiles

 10 weeks ago

The user didn't write a review, and has left just a rating.

Reserve 22 (owner)

8 weeks ago

Thanks for your five stars Harry! Come back and see us again soon!

David L. Beckwith

 10 weeks ago

The user didn't write a review, and has left just a rating.

Reserve 22 (owner)

8 weeks ago

Thanks David!!! We really appreciate you taking the time to review us!

Tricia Swanstrom

 10 weeks ago

The user didn't write a review, and has left just a rating.

Reserve 22 (owner)

6 weeks ago

Thanks for your review Tricia! Please come back soon

Melissa Velazquez

 11 weeks ago

My parents and I went because of the holiday decorations. It was beautiful outside and in the bar, but the dining room had minimal decorations. We each had something different and our meals were awful. The filet sliders were tasteless, no seasoning and they weren't grilled. No idea how the were prepared. The sweet potato tots were also tasteless and the fish fry. I am not one for tons of seasoning, but everything was tasteless. We were all so disappointed with our meals and I won't waste my time going there again.

Reserve 22 (owner)

10 weeks ago

Hi Melissa- Thank you for visiting Reserve 22. I am glad you enjoyed our holiday displays! We strive to offer interesting. tasty dishes to all our guests. I am sorry your party had no taste. We will do better next time. We hope to see you again soon.

Kathy Hirschfeld

 11 weeks ago

The user didn't write a review, and has left just a rating.

Reserve 22 (owner)

10 weeks ago

Hi Kathy, Thank You for visiting Reserve 22! I am glad you enjoyed it, see you again soon!

dominic pacenti

 11 weeks ago

The user didn't write a review, and has left just a rating.

Reserve 22 (owner)

10 weeks ago

Hi Dominic, thanks for the great review! Glad you thought it was a home run! We hope to see again soon!

Gretchen Goltz

 11 weeks ago

Great food! Nice atmosphere

Reserve 22 (owner)

10 weeks ago

Thank you Gretchen for the 5 stars! We hope will be able to visit us again soon!

Angelo Cristobal

 13 weeks ago

Party room is perfect size to host your next event.

Reserve 22 (owner)

6 weeks ago

Thanks Angelo, we think so too! ;) Please visit us again soon!

Valentin Schaefer

 14 weeks ago

I always arrive getting some food in here. I loved the quick service and well cooked dishes. Great work.

Reserve 22 (owner)

10 weeks ago

Thanks Valentin! We hope you are able to visit us again soon!

Wolfblood _78

 14 weeks ago

The user didn't write a review, and has left just a rating.

Reserve 22 (owner)

6 weeks ago

Thanks Wolfblood for your five stars!!!



Recreation Commission
Village Links/Reserve 22
Glen Ellyn, IL 60137

Meeting: 02/07/20 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4346)

DOC ID: 4346

Village Links/Reserve 22 - Financial Statements - November 2019

Please see attached financial statements.

ATTACHMENTS:

- Village Links - Financial Statements - November 2019 C (PDF)

VILLAGE LINKS / RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of November 30, 2019

ORG	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
	REVENUES:									
5500	Village Links Revenues	\$ 2,993,000	\$ 13,298	\$ 17,498	\$ (4,200)	-24%	\$ 2,603,728	\$ 2,534,890	\$ 68,838	3%
5520	Reserve 22 Revenues	2,623,600	113,762	115,637	(1,875)	-2%	2,432,289	2,334,654	97,635	4%
	Total Revenues	\$ 5,616,600	\$ 127,061	\$ 133,135	\$ (6,074)	-5%	\$ 5,036,017	\$ 4,869,544	\$ 166,473	3%
	EXPENDITURES:									
55700	Administration	\$ 411,057	\$ 33,814	\$ 32,292	\$ 1,522	5%	\$ 378,941	\$ 359,577	\$ 19,364	5%
55710	Golf Course Maintenance	835,951	65,475	61,288	4,188	7%	736,311	712,327	23,984	3%
55720	Golf Services	717,368	34,936	36,447	(1,511)	-4%	673,398	690,861	(17,464)	-3%
55730	Reserve 22	2,275,945	142,359	157,289	(14,930)	-9%	2,314,426	2,325,159	(10,733)	0%
55740	Stormwater Management	30,756	277	276	1	1%	19,880	20,448	(568)	-3%
55750	Pro Shop Merchandise	164,405	5,257	1,053	4,203	399%	132,127	146,830	(14,703)	-10%
55780	Motorized Carts	43,641	1,737	950	787	83%	39,425	41,485	(2,060)	-5%
557X5	Mechanical Maintenance	172,879	6,705	12,271	(5,566)	-45%	167,692	202,186	(34,494)	-17%
	Total Operating Expenses	\$ 4,652,002	\$ 290,560	\$ 301,865	\$ (11,305)	-4%	\$ 4,462,201	\$ 4,498,874	\$ (36,673)	-1%
	Operating Income (Loss)	\$ 964,598	\$ (163,499)	\$ (168,730)	\$ 5,231	-3%	\$ 573,817	\$ 370,670	\$ 203,146	55%
	Debt Service	658,070	-	-	-	0%	59,035	66,048	(7,013)	-11%
	Capital Expenditures	332,787	3,760	-	3,760	0%	263,428	109,313	154,116	141%
	CHANGE IN NET POSITION	\$ (26,259)	\$ (167,260)	\$ (168,730)	\$ 1,471	-1%	\$ 251,353	\$ 195,310	\$ 56,043	29%

KEY METRICS

	Goal								
Personnel Expenses as % of Sales	46%	133%	136%	-3%	47%	50%	-3%		
Cash Balance (End of Month, in \$000's)	\$ 1,164	\$ 1,212	\$ 1,573	\$ (362)					

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of November 30, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
5500	VILLAGE LINKS REVENUES:									
440550	Green Fees	\$ 1,850,000	\$ 5,747	\$ 9,877	\$ (4,130)	-42%	\$ 1,614,817	\$ 1,521,406	\$ 93,411	6%
440554	Pro Shop - Sales	180,000	2,928	1,391	1,537	111%	142,917	158,194	(15,277)	-10%
440555	Motor Carts	525,000	452	2,156	(1,704)	-79%	440,034	458,277	(18,243)	-4%
440556	Driving Range	280,000	1,296	984	312	32%	258,074	253,392	4,682	2%
440557	Resident Cards	32,000	-	-	-	0%	31,110	31,340	(230)	-1%
460100	Investment Income	17,000	1,024	2,154	(1,130)	-52%	10,316	16,458	(6,142)	-37%
489000	Miscellaneous Revenue	109,000	1,894	959	935	98%	106,521	95,910	10,611	11%
489100	Miscellaneous - Over/Short	-	(43)	(23)	(20)	89%	(61)	(88)	27	-31%
	Total Revenues	\$ 2,993,000	\$ 13,298	\$ 17,498	\$ (4,200)	-24%	\$ 2,603,728	\$ 2,534,890	\$ 68,838	3%
	COST OF GOODS SOLD:									
520945	Cost of Goods Sold - Pro Shop	\$ 135,000	\$ 2,956	\$ (1,151)	\$ 4,107	-357%	\$ 105,196	\$ 119,341	\$ (14,145)	-12%
	Total Cost of Goods Sold	\$ 135,000	\$ 2,956	\$ (1,151)	\$ 4,107	-357%	\$ 105,196	\$ 119,341	\$ (14,145)	-12%
	Gross Profit	\$ 2,858,000	\$ 10,343	\$ 18,649	\$ (8,306)	-45%	\$ 2,498,532	\$ 2,415,549	\$ 82,984	3%
	OTHER OPERATING EXPENSES:									
510100	Salaries - Pensionable	\$ 870,950	\$ 65,152	\$ 65,090	\$ 62	0%	\$ 756,923	\$ 746,769	\$ 10,153	1%
510120	Salaries - Non-Pensionable	219,010	5,102	7,979	(2,877)	-36%	207,724	180,043	27,681	15%
510200	Salaries - Overtime	6,000	156	-	156	0%	5,872	5,316	556	10%
510400	FICA Taxes	83,886	5,227	5,458	(231)	-4%	72,740	69,967	2,773	4%
510500	IMRF	62,314	4,520	6,267	(1,746)	-28%	52,777	72,224	(19,447)	-27%
590600	Health Insurance	95,150	9,839	8,053	1,786	22%	106,613	96,582	10,031	10%
52XXXX	Contractual Services	595,447	33,708	41,752	(8,044)	-19%	551,982	601,491	(49,509)	-8%
53XXXX	Commodities	308,300	21,542	11,128	10,414	94%	287,948	281,982	5,967	2%
	Total Operating Expenses	\$ 2,241,057	\$ 145,246	\$ 145,727	\$ (482)	0%	\$ 2,042,578	\$ 2,054,373	\$ (11,795)	-1%
	Operating Income (Loss)	\$ 616,943	\$ (134,903)	\$ (127,078)	\$ (7,825)	6%	\$ 455,954	\$ 361,175	\$ 94,779	26%
	Operating Income (Loss) Percentage	21%	-1014%	-726%			18%	14%		

KEY METRICS

	<u>Goal</u>								
Rounds Played	72,000	418	457	(39)	61,064	60,154	910		
Revenue Per Round	\$ 41.57	\$ 31.81	\$ 38.29	\$ (6.47)	\$ 42.64	\$ 42.14	\$ 0.50		
Resident Cards Sold	N/A	-	-	-	2,456	2,570	(114)		
Cost of Goods Sold % - Pro Shop	75%	101%	-83%	184%	74%	75%	-2%		
Personnel Expenses as % of Sales	45%	677%	531%	146%	46%	46%	0%		

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of November 30, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
<u>MISCELLANEOUS REVENUE</u>										
Miscellaneous Revenue includes the following items, which don't fit into any of the major revenue categories:										
Handicaps			\$ -	\$ -	\$ -		\$ 37,535	\$ 25,430	\$ 12,105	
Hand Cart Rentals			221	339	(118)		22,902	18,986	3,916	
Adult & Junior Golf Lessons			-	-	-		24,701	13,228	11,474	
Property Damage Reimbursement			-	-	-		-	11,924	(11,924)	
Golf Club Rentals			-	-	-		4,590	6,070	(1,480)	
Golf Club Repairs			94	136	(43)		3,647	5,024	(1,377)	
Locker Rentals			-	-	-		3,200	3,360	(160)	
Illinois Sales Tax (1.75%)			208	208	1		3,239	3,060	179	
Glen Ellyn Food & Beverage Tax (1%)			22	-	22		(7)	-	(7)	
Misc. Tournament Prize			-	-	-		-	525	(525)	
Memorial Tree Donations			-	-	-		500	500	-	
Caddie Equipment			-	-	-		-	150	(150)	
FootGolf Ball Rentals			-	20	(20)		270	305	(35)	
ATM Machine Commission			27	41	(14)		234	281	(47)	
Misc./Misc.			1,323	215	1,108		5,710	7,068	(1,358)	
Total		\$ 109,000	\$ 1,894	\$ 959	\$ 935		\$ 106,521	\$ 95,910	\$ 10,611	

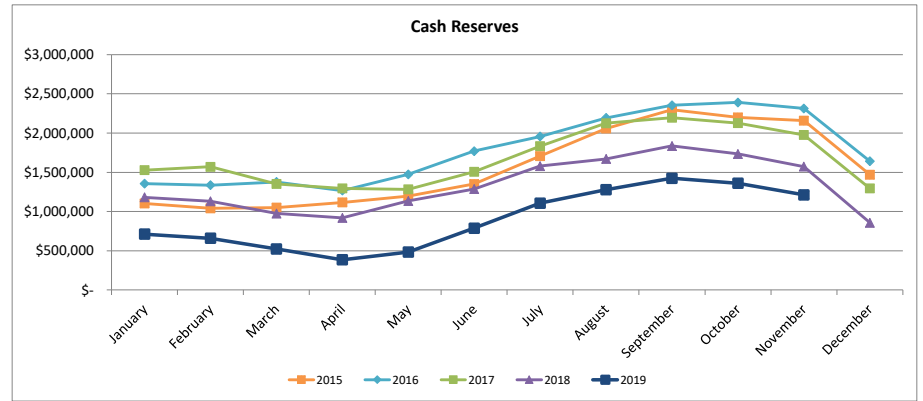
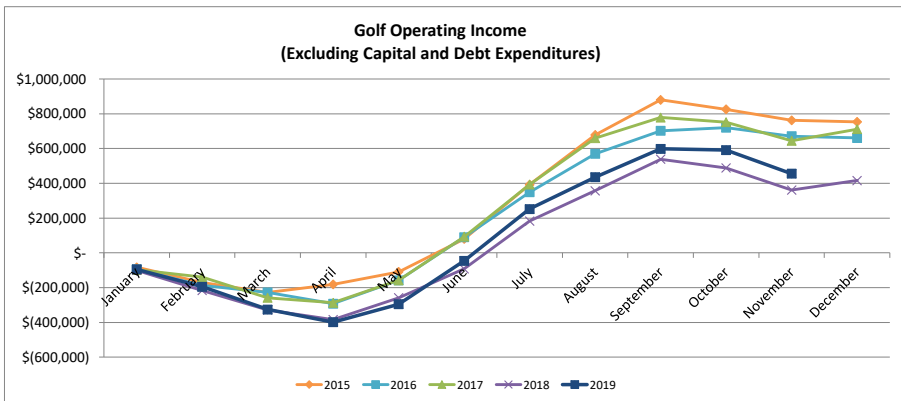
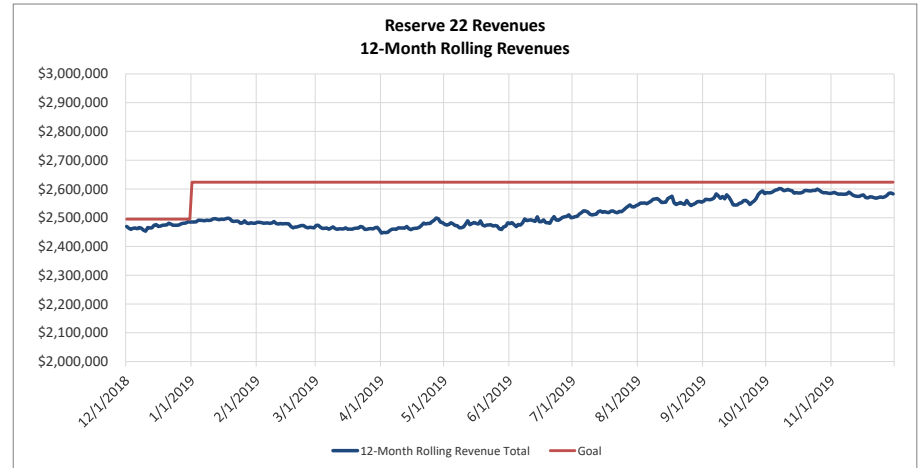
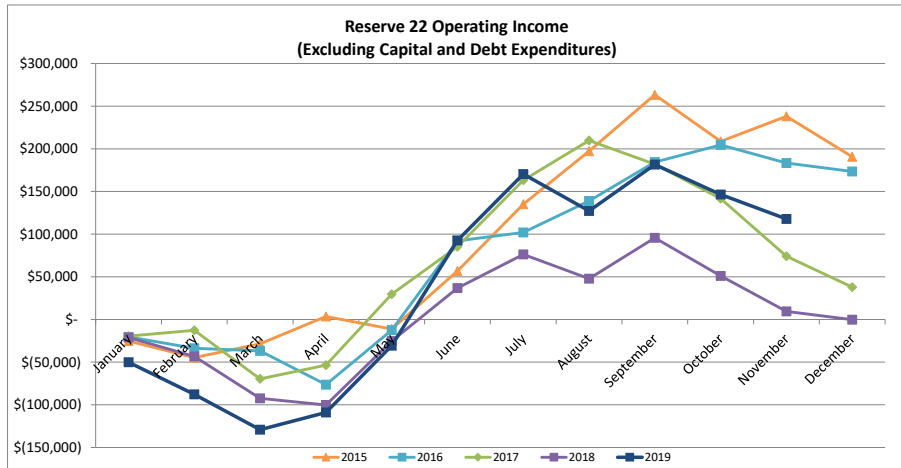
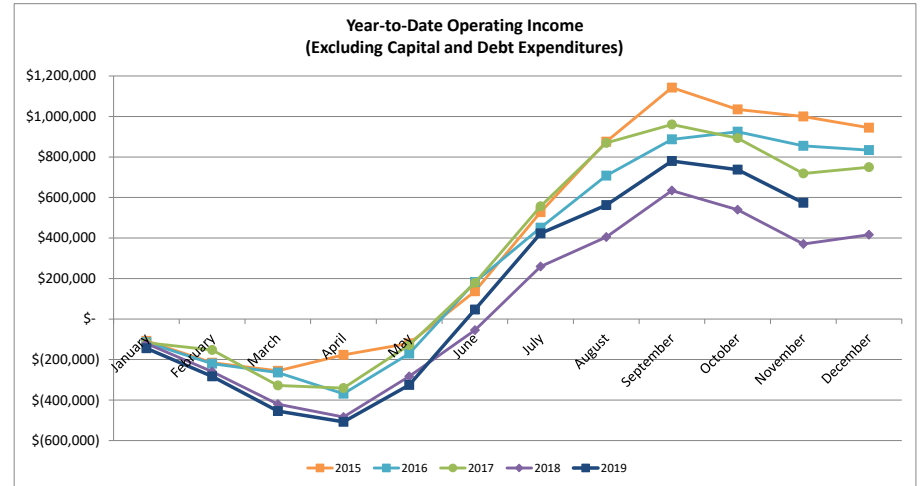
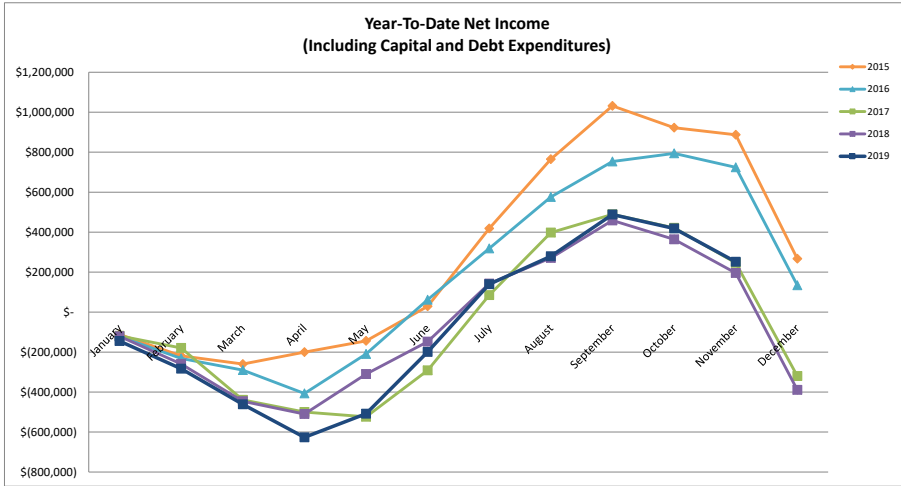
RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of November 30, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
5520	RESERVE 22 REVENUES:									
441100	Food	\$ 1,450,000	\$ 68,744	\$ 71,984	\$ (3,240)	-5%	\$ 1,338,804	\$ 1,272,260	\$ 66,543	5%
441101	Liquor	260,000	10,537	10,754	(217)	-2%	229,356	247,791	(18,435)	-7%
441102	Beer	465,000	11,571	13,644	(2,073)	-15%	452,629	416,170	36,459	9%
441103	Wine	215,000	15,135	11,844	3,290	28%	204,749	188,390	16,359	9%
441104	NA Beverages	95,000	1,951	1,443	508	35%	79,515	81,712	(2,197)	-3%
441106	Room Charges	1,500	-	-	-	0%	5,375	3,600	1,775	49%
441107	Service Charges	137,000	5,759	5,967	(208)	-3%	118,203	124,676	(6,473)	-5%
489000	Miscellaneous Revenue	100	66	-	66	0%	3,660	55	3,604	6499%
	Total Revenues	\$ 2,623,600	\$ 113,762	\$ 115,637	\$ (1,875)	-2%	\$ 2,432,289	\$ 2,334,654	\$ 97,635	4%
	COST OF GOODS SOLD:									
530400	Cost of Goods Sold - Beer	\$ 119,080	\$ 6,907	\$ 3,839	\$ 3,067	80%	\$ 113,354	\$ 112,315	\$ 1,039	1%
530401	Cost of Goods Sold - Wine	61,360	4,885	2,373	2,513	106%	64,935	60,687	4,248	7%
530402	Cost of Goods Sold - Liquor	50,400	4,430	2,317	2,112	91%	56,519	56,689	(170)	0%
530405	Cost of Goods Sold - NA Beverages	27,600	1,467	2,235	(768)	-34%	46,713	34,488	12,225	35%
530420	Cost of Goods Sold - Food	460,800	21,289	33,254	(11,966)	-36%	486,175	474,670	11,505	2%
	Total Cost of Goods Sold	\$ 719,240	\$ 38,977	\$ 44,019	\$ (5,041)	-11%	\$ 767,697	\$ 738,849	\$ 28,848	4%
	Gross Profit	\$ 1,904,360	\$ 74,785	\$ 71,619	\$ 3,167	4%	\$ 1,664,593	\$ 1,595,805	\$ 68,787	4%
	Gross Profit Percentage	73%	66%	62%			68%	68%		
	OTHER OPERATING EXPENSES:									
510100	Salaries - Pensionable	\$ 629,440	\$ 44,954	\$ 45,637	\$ (683)	-1%	\$ 589,626	\$ 594,410	\$ (4,784)	-1%
510120	Salaries - Non-Pensionable	370,000	19,609	24,115	(4,507)	-19%	386,584	425,500	(38,916)	-9%
510200	Salaries - Overtime	6,000	-	16	(16)	-100%	16,942	8,575	8,367	98%
510399	Tips Paid Through Payroll	-	(3,811)	(1,526)	(2,285)	150%	(1,619)	389	(2,008)	-516%
510400	FICA Taxes	95,662	5,707	6,187	(480)	-8%	95,751	96,847	(1,096)	-1%
510500	IMRF	45,114	3,427	4,822	(1,395)	-29%	47,640	63,803	(16,163)	-25%
590600	Health Insurance	86,000	4,877	7,480	(2,603)	-35%	68,264	74,912	(6,648)	-9%
52XXXX	Contractual Services	201,189	12,045	15,614	(3,569)	-23%	175,451	178,811	(3,360)	-2%
53XXXX	Commodities	123,300	16,574	10,926	5,648	52%	168,091	143,063	25,028	17%
	Total Operating Expenses	\$ 1,556,705	\$ 103,382	\$ 113,271	\$ (9,889)	-9%	\$ 1,546,730	\$ 1,586,310	\$ (39,580)	-2%
	Operating Income (Loss)	\$ 347,655	\$ (28,596)	\$ (41,652)	\$ 13,056	-31%	\$ 117,863	\$ 9,495	\$ 108,368	1141%
	Operating Income (Loss) Percentage	13%	-25%	-36%			5%	0%		

RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of November 30, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
<u>KEY METRICS</u>										
		<u>Goal</u>								
Revenue Source:										
Restaurant/Bar	N/A		\$ 77,846	\$ 77,627	\$ 219	0%	\$ 1,524,244	1,460,214	\$ 64,030	4%
Banquets	N/A		35,719	37,742	(2,022)	-5%	714,901	712,894	2,008	0%
Other	N/A		197	268	(71)	-27%	193,143	161,546	31,598	20%
Total	\$	2,623,600	\$ 113,762	\$ 115,637	\$ (1,875)	-2%	\$ 2,432,289	\$ 2,334,654	\$ 97,635	4%
Reserve 22 Revenues (Last 12 Months)	\$	2,623,600					\$ 2,582,861	\$ 2,463,549	\$ 119,311	5%
Reserve 22 Expenses (Last 12 Months)	\$	2,275,945					\$ 2,474,713	\$ 2,490,254	\$ (15,540)	-1%
# Guest Checks (Restaurant/Bar)	N/A		1,840	1,999	(159)		45,589	49,832	(4,243)	
Revenue Per Guest Check	N/A		\$ 42.31	\$ 38.83	\$ 3.47		\$ 33.43	\$ 29.30	\$ 4.13	
# Guests (Restaurant/Bar)	N/A		3,094	3,317	(223)		77,908	83,266	(5,358)	
Average Guest Spend	N/A		\$ 25.16	\$ 23.40	\$ 1.76		\$ 19.56	\$ 17.54	\$ 2.03	
Cost of Goods Sold %	27%		34%	38%	-4%		32%	32%	0%	
Cost of Goods Sold % (By Category):										
Cost of Goods Sold - Beer	26%		60%	28%	32%		25%	27%	-2%	
Cost of Goods Sold - Wine	29%		32%	20%	12%		32%	32%	0%	
Cost of Goods Sold - Liquor	19%		42%	22%	20%		25%	23%	2%	
Cost of Goods Sold - NA Beverages	29%		75%	155%	-80%		59%	42%	17%	
Cost of Goods Sold - Food	32%		31%	46%	-15%		36%	37%	-1%	
Personnel Expenses as % of Sales	47%		69%	76%	-7%		49%	54%	-5%	
Prime Cost (Cost of Goods Sold + Personnel Expenses) as % of Sales	74%		103%	114%	-11%		81%	86%	-5%	

**Village Links / Reserve 22
Dashboard Financial Report
As of November 30, 2019**





Recreation Commission
Village Links/Reserve 22
Glen Ellyn, IL 60137

Meeting: 02/07/20 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4347)

DOC ID: 4347

Village Links/Reserve 22 - Financial Statements - December 2019

Please see attached financial statements.

ATTACHMENTS:

- Village Links - Financial Statements - December 2019 C (PDF)

VILLAGE LINKS / RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of December 31, 2019

ORG	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
	REVENUES:									
5500	Village Links Revenues	\$ 2,993,000	\$ 110,444	\$ 172,548	\$ (62,104)	-36%	\$ 2,714,172	\$ 2,707,438	\$ 6,735	0%
5520	Reserve 22 Revenues	2,623,600	180,199	150,572	29,628	20%	2,612,488	2,485,226	127,263	5%
	Total Revenues	\$ 5,616,600	\$ 290,643	\$ 323,119	\$ (32,476)	-10%	\$ 5,326,661	\$ 5,192,663	\$ 133,997	3%
	EXPENDITURES:									
55700	Administration	\$ 411,057	\$ 32,241	\$ 29,828	\$ 2,413	8%	\$ 411,183	\$ 389,405	\$ 21,778	6%
55710	Golf Course Maintenance	835,951	37,813	30,941	6,872	22%	774,124	743,268	30,856	4%
55720	Golf Services	717,368	32,708	33,150	(443)	-1%	706,105	724,012	(17,907)	-2%
55730	Reserve 22	2,275,945	164,293	160,287	4,007	2%	2,478,720	2,485,446	(6,726)	0%
55740	Stormwater Management	30,756	277	276	1	1%	20,157	20,724	(567)	-3%
55750	Pro Shop Merchandise	164,405	6,465	7,234	(769)	-11%	138,592	154,064	(15,472)	-10%
55780	Motorized Carts	43,641	-	683	(683)	-100%	39,425	42,168	(2,743)	-7%
557X5	Mechanical Maintenance	172,879	11,302	15,775	(4,473)	-28%	178,994	217,961	(38,967)	-18%
	Total Operating Expenses	\$ 4,652,002	\$ 285,099	\$ 278,174	\$ 6,925	2%	\$ 4,747,299	\$ 4,777,048	\$ (29,748)	-1%
	Operating Income	\$ 964,598	\$ 5,544	\$ 44,945	\$ (39,401)	-88%	\$ 579,361	\$ 415,615	\$ 163,746	39%
	Debt Service	658,070	599,035	586,048	12,988	2%	658,070	652,095	5,975	1%
	Capital Expenditures	332,787	2,200	43,469	(41,269)	-95%	265,628	152,781	112,847	74%
	CHANGE IN NET POSITION	\$ (26,259)	\$ (595,691)	\$ (584,571)	\$ (11,119)	2%	\$ (344,337)	\$ (389,261)	\$ 44,924	-12%

KEY METRICS

	<u>Goal</u>						
Personnel Expenses as % of Sales	46%	50%	48%	2%	48%	50%	-2%
Cash Balance (End of Month, in \$000's)	\$ 1,164	\$ 532	\$ 858	\$ (326)			

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of December 31, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
5500	VILLAGE LINKS REVENUES:									
440550	Green Fees	\$ 1,850,000	\$ 90,293	\$ 174,850	\$ (84,557)	-48%	\$ 1,705,109	\$ 1,696,256	\$ 8,854	1%
440554	Pro Shop - Sales	180,000	5,194	6,253	(1,059)	-17%	148,111	164,447	(16,336)	-10%
440555	Motor Carts	525,000	-	-	-	0%	440,034	458,277	(18,243)	-4%
440556	Driving Range	280,000	1,329	301	1,028	341%	259,403	253,694	5,710	2%
440557	Resident Cards	32,000	-	-	-	0%	31,110	31,340	(230)	-1%
460100	Investment Income	17,000	12,704	2,486	10,218	411%	23,020	18,944	4,076	22%
489000	Miscellaneous Revenue	109,000	874	(11,315)	12,189	-108%	107,395	84,596	22,799	27%
489100	Miscellaneous - Over/Short	-	51	(27)	78	-291%	(10)	(115)	105	-91%
	Total Revenues	\$ 2,993,000	\$ 110,444	\$ 172,548	\$ (62,104)	-36%	\$ 2,714,172	\$ 2,707,438	\$ 6,735	0%
	COST OF GOODS SOLD:									
520945	Cost of Goods Sold - Pro Shop	\$ 135,000	\$ 4,547	\$ 5,199	\$ (652)	-13%	\$ 109,743	\$ 124,540	\$ (14,797)	-12%
	Total Cost of Goods Sold	\$ 135,000	\$ 4,547	\$ 5,199	\$ (652)	-13%	\$ 109,743	\$ 124,540	\$ (14,797)	-12%
	Gross Profit	\$ 2,858,000	\$ 105,897	\$ 167,349	\$ (61,451)	-37%	\$ 2,604,429	\$ 2,582,897	\$ 21,532	1%
	OTHER OPERATING EXPENSES:									
510100	Salaries - Pensionable	\$ 870,950	\$ 52,857	\$ 48,621	\$ 4,236	9%	\$ 809,779	\$ 795,390	\$ 14,389	2%
510120	Salaries - Non-Pensionable	219,010	706	3,544	(2,838)	-80%	208,429	183,586	24,843	14%
510200	Salaries - Overtime	6,000	-	-	-	0%	5,872	5,316	556	10%
510400	FICA Taxes	83,886	3,930	3,863	66	2%	76,670	73,830	2,840	4%
510500	IMRF	62,314	3,622	4,642	(1,019)	-22%	56,400	76,866	(20,466)	-27%
590600	Health Insurance	95,150	9,964	7,899	2,065	26%	116,578	104,481	12,096	12%
52XXXX	Contractual Services	595,447	35,869	35,675	194	1%	587,850	637,166	(49,316)	-8%
53XXXX	Commodities	308,300	9,311	8,444	867	10%	297,259	290,426	6,833	2%
	Total Operating Expenses	\$ 2,241,057	\$ 116,259	\$ 112,688	\$ 3,570	3%	\$ 2,158,837	\$ 2,167,062	\$ (8,225)	0%
	Operating Income (Loss)	\$ 616,943	\$ (10,361)	\$ 54,661	\$ (65,022)	-119%	\$ 445,593	\$ 415,836	\$ 29,757	7%
	Operating Income (Loss) Percentage	21%	-9%	32%			16%	15%		

KEY METRICS

	<u>Goal</u>								
Rounds Played	72,000	260	67	193		61,324	60,221	1,103	
Revenue Per Round	\$ 41.57	\$ 424.79	\$ 2,575.34	\$ (2,150.55)		\$ 44.26	\$ 44.96	\$ (0.70)	
Resident Cards Sold	N/A	-	-	-		2,456	2,570	(114)	
Cost of Goods Sold % - Pro Shop	75%	88%	83%	4%		74%	76%	-2%	
Personnel Expenses as % of Sales	45%	64%	40%	25%		47%	46%	1%	

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of December 31, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
<u>MISCELLANEOUS REVENUE</u>										
Miscellaneous Revenue includes the following items, which don't fit into any of the major revenue categories:										
Handicaps			\$ -	\$ 50	\$ (50)		\$ 37,535	\$ 25,480	\$ 12,055	
Hand Cart Rentals			131	20	111		23,033	19,006	4,027	
Adult & Junior Golf Lessons			-	-	-		24,701	13,228	11,474	
Property Damage Reimbursement			-	(11,924)	11,924		-	-	-	
Golf Club Rentals			-	-	-		4,590	6,070	(1,480)	
Golf Club Repairs			6	-	6		3,653	5,024	(1,371)	
Locker Rentals			-	-	-		3,200	3,360	(160)	
Illinois Sales Tax (1.75%)			145	135	10		3,383	3,195	188	
Glen Ellyn Food & Beverage Tax (1%)			(3)	-	(3)		(9)	-	(9)	
Misc. Tournament Prize			575	391	185		575	916	(341)	
Memorial Tree Donations			-	-	-		500	500	-	
Caddie Equipment			-	-	-		-	150	(150)	
FootGolf Ball Rentals			5	-	5		275	305	(30)	
ATM Machine Commission			15	14	1		249	295	(46)	
Misc./Misc.			-	-	-		5,710	7,068	(1,358)	
Total		\$ 109,000	\$ 874	\$ (11,315)	\$ 12,189		\$ 107,395	\$ 84,596	\$ 22,799	

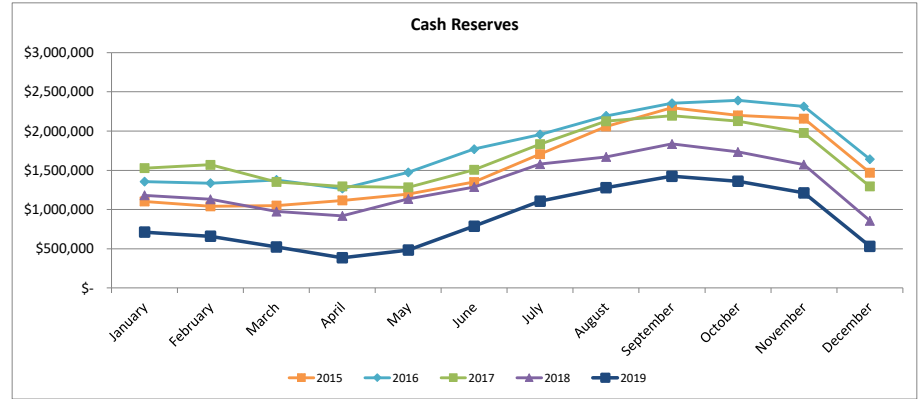
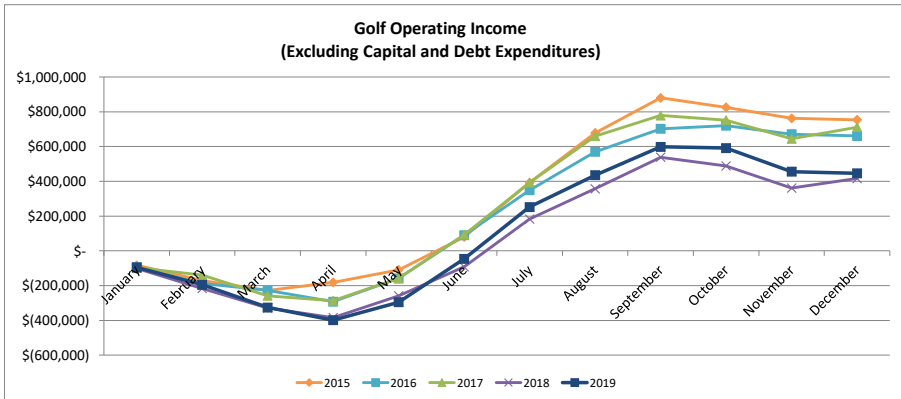
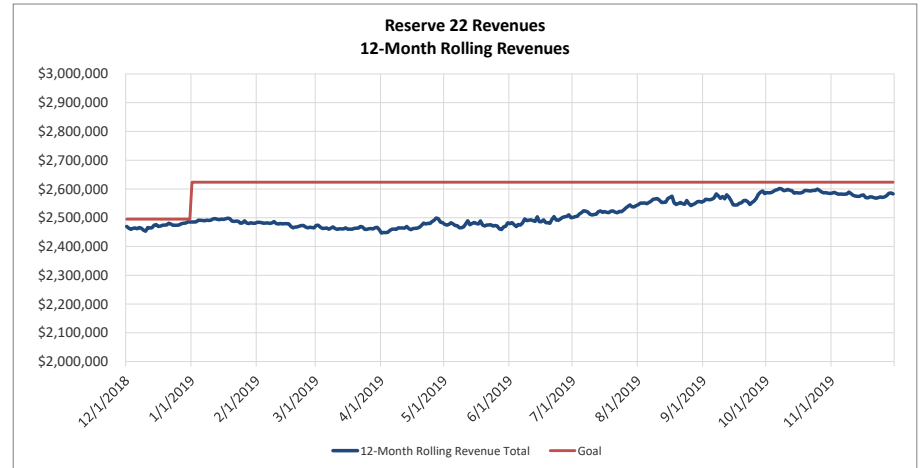
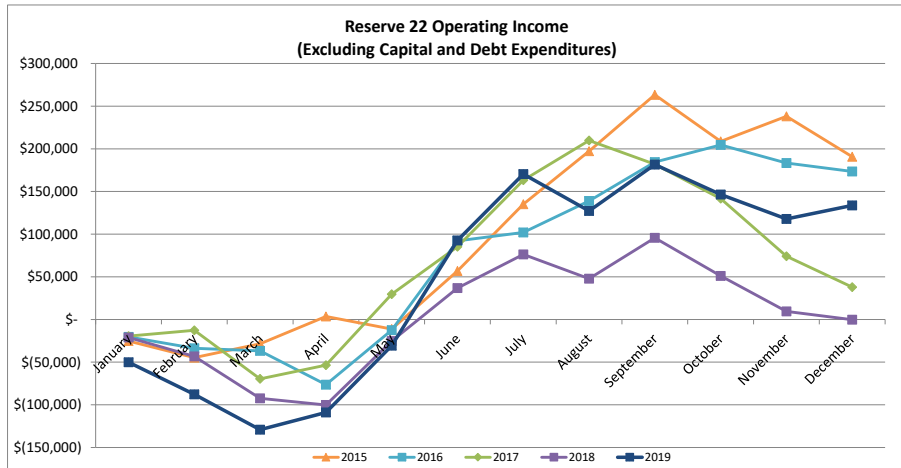
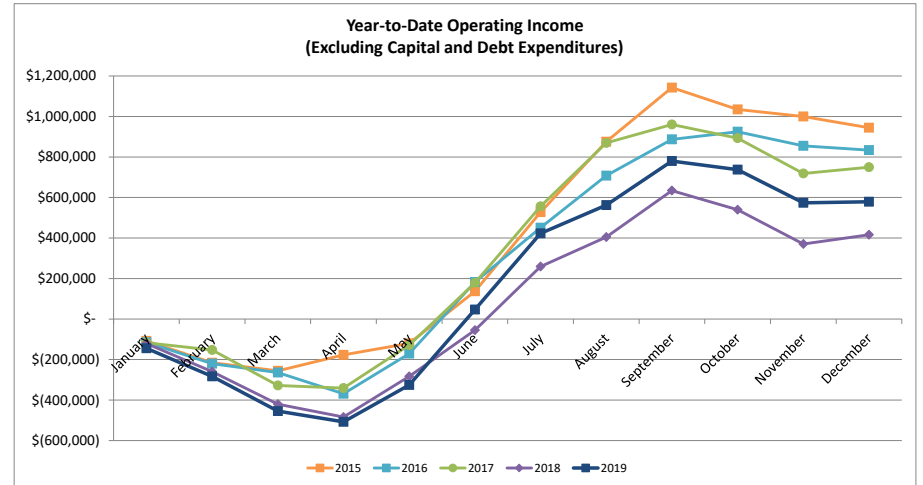
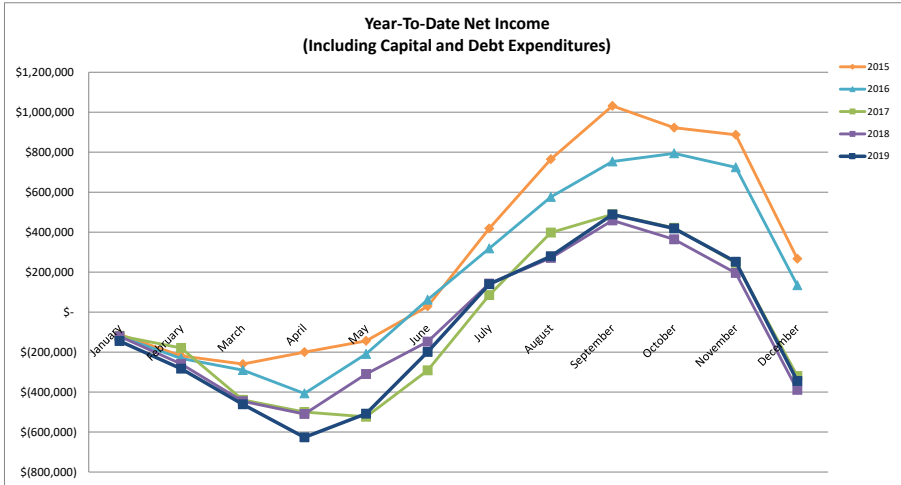
RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of December 31, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
5520	RESERVE 22 REVENUES:									
441100	Food	\$ 1,450,000	\$ 110,384	\$ 94,552	\$ 15,832	17%	\$ 1,449,187	\$ 1,366,812	\$ 82,375	6%
441101	Liquor	260,000	18,117	13,046	5,071	39%	247,473	260,836	(13,364)	-5%
441102	Beer	465,000	12,242	14,545	(2,303)	-16%	464,871	430,715	34,155	8%
441103	Wine	215,000	18,919	13,987	4,932	35%	223,668	202,377	21,291	11%
441104	NA Beverages	95,000	3,724	1,639	2,085	127%	83,239	83,351	(112)	0%
441106	Room Charges	1,500	500	500	-	0%	5,875	4,100	1,775	43%
441107	Service Charges	137,000	16,198	12,303	3,896	32%	134,401	136,979	(2,578)	-2%
489000	Miscellaneous Revenue	100	115	-	115	0%	3,774	55	3,719	6706%
	Total Revenues	\$ 2,623,600	\$ 180,199	\$ 150,572	\$ 29,628	20%	\$ 2,612,488	\$ 2,485,226	\$ 127,263	5%
	COST OF GOODS SOLD:									
530400	Cost of Goods Sold - Beer	\$ 119,080	\$ 5,778	\$ 3,562	\$ 2,216	62%	\$ 119,132	\$ 115,877	\$ 3,255	3%
530401	Cost of Goods Sold - Wine	61,360	6,500	4,927	1,573	32%	71,436	65,615	5,821	9%
530402	Cost of Goods Sold - Liquor	50,400	6,606	6,457	149	2%	63,125	63,146	(21)	0%
530405	Cost of Goods Sold - NA Beverages	27,600	1,914	864	1,050	121%	48,627	35,352	13,275	38%
530420	Cost of Goods Sold - Food	460,800	43,855	31,637	12,217	39%	530,030	506,307	23,722	5%
	Total Cost of Goods Sold	\$ 719,240	\$ 64,652	\$ 47,447	\$ 17,205	36%	\$ 832,349	\$ 786,296	\$ 46,052	6%
	Gross Profit	\$ 1,904,360	\$ 115,547	\$ 103,124	\$ 12,423	12%	\$ 1,780,139	\$ 1,698,929	\$ 81,210	5%
	Gross Profit Percentage	73%	64%	68%			68%	68%		
	OTHER OPERATING EXPENSES:									
510100	Salaries - Pensionable	\$ 629,440	\$ 46,870	\$ 43,399	\$ 3,472	8%	\$ 636,497	\$ 637,809	\$ (1,312)	0%
510120	Salaries - Non-Pensionable	370,000	13,798	25,238	(11,439)	-45%	400,382	450,738	(50,356)	-11%
510200	Salaries - Overtime	6,000	212	103	108	105%	17,154	8,678	8,476	98%
510399	Tips Paid Through Payroll	-	1,242	(1,441)	2,683	-186%	(377)	(1,052)	675	-64%
510400	FICA Taxes	95,662	5,807	6,066	(259)	-4%	101,558	102,913	(1,355)	-1%
510500	IMRF	45,114	3,867	4,573	(706)	-15%	51,507	68,376	(16,869)	-25%
590600	Health Insurance	86,000	4,877	7,480	(2,603)	-35%	73,141	82,392	(9,251)	-11%
52XXXX	Contractual Services	201,189	13,574	17,310	(3,736)	-22%	189,024	196,121	(7,097)	-4%
53XXXX	Commodities	123,300	9,394	10,112	(718)	-7%	177,485	153,175	24,311	16%
	Total Operating Expenses	\$ 1,556,705	\$ 99,641	\$ 112,839	\$ (13,198)	-12%	\$ 1,646,371	\$ 1,699,149	\$ (52,778)	-3%
	Operating Income (Loss)	\$ 347,655	\$ 15,906	\$ (9,715)	\$ 25,621	-264%	\$ 133,769	\$ (220)	\$ 133,989	-60840%
	Operating Income (Loss) Percentage	13%	9%	-6%			5%	0%		

RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of December 31, 2019

ORG/ OBJECT	DESCRIPTION	2019 BUDGET	MONTH				YEAR-TO-DATE			
			2019	2018	DIFF	% DIFF	2019	2018	DIFF	% DIFF
<u>KEY METRICS</u>										
		<u>Goal</u>								
Revenue Source:										
Restaurant/Bar	N/A		\$ 87,403	\$ 81,586	\$ 5,817	7%	\$ 1,611,647	1,543,609	\$ 68,038	4%
Banquets	N/A		92,713	68,986	23,728	34%	807,615	780,070	27,544	4%
Other	N/A		83	-	83	0%	193,227	161,546	31,680	20%
Total	\$ 2,623,600		\$ 180,199	\$ 150,572	\$ 29,628	20%	\$ 2,612,488	\$ 2,485,226	\$ 127,263	5%
Reserve 22 Revenues (Last 12 Months)	\$ 2,623,600						\$ 2,612,488	\$ 2,485,226	\$ 127,263	5%
Reserve 22 Expenses (Last 12 Months)	\$ 2,275,945						\$ 2,478,720	\$ 2,485,446	\$ (6,726)	0%
# Guest Checks (Restaurant/Bar)	N/A		2,055	2,068	(13)		47,644	51,900	(4,256)	
Revenue Per Guest Check	N/A		\$ 42.53	\$ 39.45	\$ 3.08		\$ 33.83	\$ 29.74	\$ 4.08	
# Guests (Restaurant/Bar)	N/A		3,726	3,704	22		81,634	86,978	(5,344)	
Average Guest Spend	N/A		\$ 23.46	\$ 22.03	\$ 1.43		\$ 19.74	\$ 17.75	\$ 2.00	
Cost of Goods Sold %	27%		36%	32%	4%		32%	32%	0%	
Cost of Goods Sold % (By Category):										
Cost of Goods Sold - Beer	26%		47%	24%	23%		26%	27%	-1%	
Cost of Goods Sold - Wine	29%		34%	35%	-1%		32%	32%	0%	
Cost of Goods Sold - Liquor	19%		36%	49%	-13%		26%	24%	1%	
Cost of Goods Sold - NA Beverages	29%		51%	53%	-1%		58%	42%	16%	
Cost of Goods Sold - Food	32%		40%	33%	6%		37%	37%	0%	
Personnel Expenses as % of Sales	47%		42%	58%	-16%		48%	54%	-6%	
Prime Cost (Cost of Goods Sold + Personnel Expenses) as % of Sales	74%		78%	89%	-11%		81%	86%	-5%	

**Village Links / Reserve 22
Dashboard Financial Report
As of December 31, 2019**





Recreation Commission
Village Links/Reserve 22
Glen Ellyn, IL 60137

Meeting: 02/07/20 07:00 AM
Department: Recreation Commission
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen

SCHEDULED

AGENDA ITEM (ID # 4349)

DOC ID: 4349

Village Links/Reserve 22 - Marketing Initiatives

Please see attached report.

ATTACHMENTS:

- Marketing Presentation (PDF)

2019 Marketing Report – Julie Rusin, Marketing Strategist

2019 Marketing Budget:

2019 Marketing Budget	<u>\$73,500.00</u>
2019 Total Spent	<u>\$72,474.40</u>

\$ 1,025.60 under budget for 2019

Overall: 2019 R22 Revenues were up \$129,561.90, a 5.12% increase from 2018.

Overall: Banquet Revenues were up \$27,545, a 35% increase from 2018.

2019 NEW Awards & Recognition:

Glen Ellyn Community Awards Restaurant of the Year Top Five (2019 & 2020)
Open Table Diners' Choice Award February 2019 for Outdoor Dining
Open Table Diners' Choice Award July 2019 – Top 10 Best Outdoor Dining in Chicago

Google Ad Performance (Banquets):

Our Google Ads featuring banquet and private events have performed very well. In 2019, our ads produced 2,270 clicks and over 65,000 impressions.

R22 NEW Events:

Chili Cook-off – January 26 (2019 & 2020)

(11 Restaurants Participated), 300 attendees, over \$4000 raised for charity. 21,800 people reached via social media with 500 responses. Posters were distributed to all participants and every restaurant publicized it on social media. Participating Restaurants include: A Toda Madre, Maize + Mash, Nobel House, Fire + Wine, Shannon's Irish Pub, Blackberry Market, North Side Sports Bar, Two Hound Red, Main Street Pub & Ellyn's.

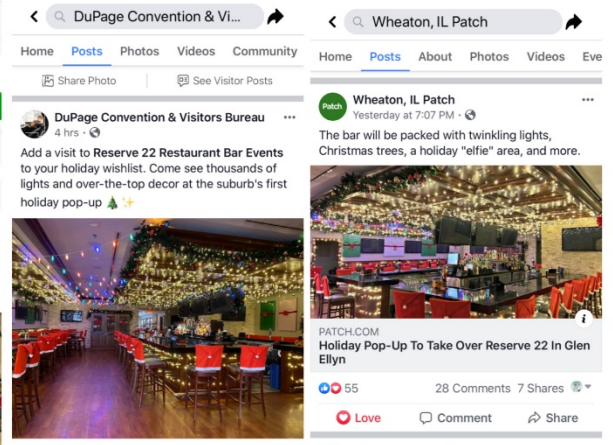
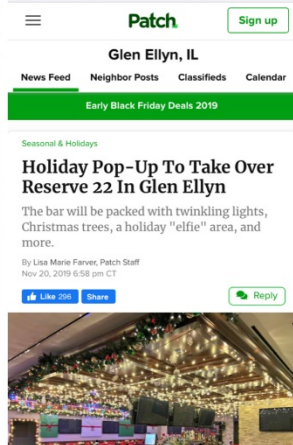
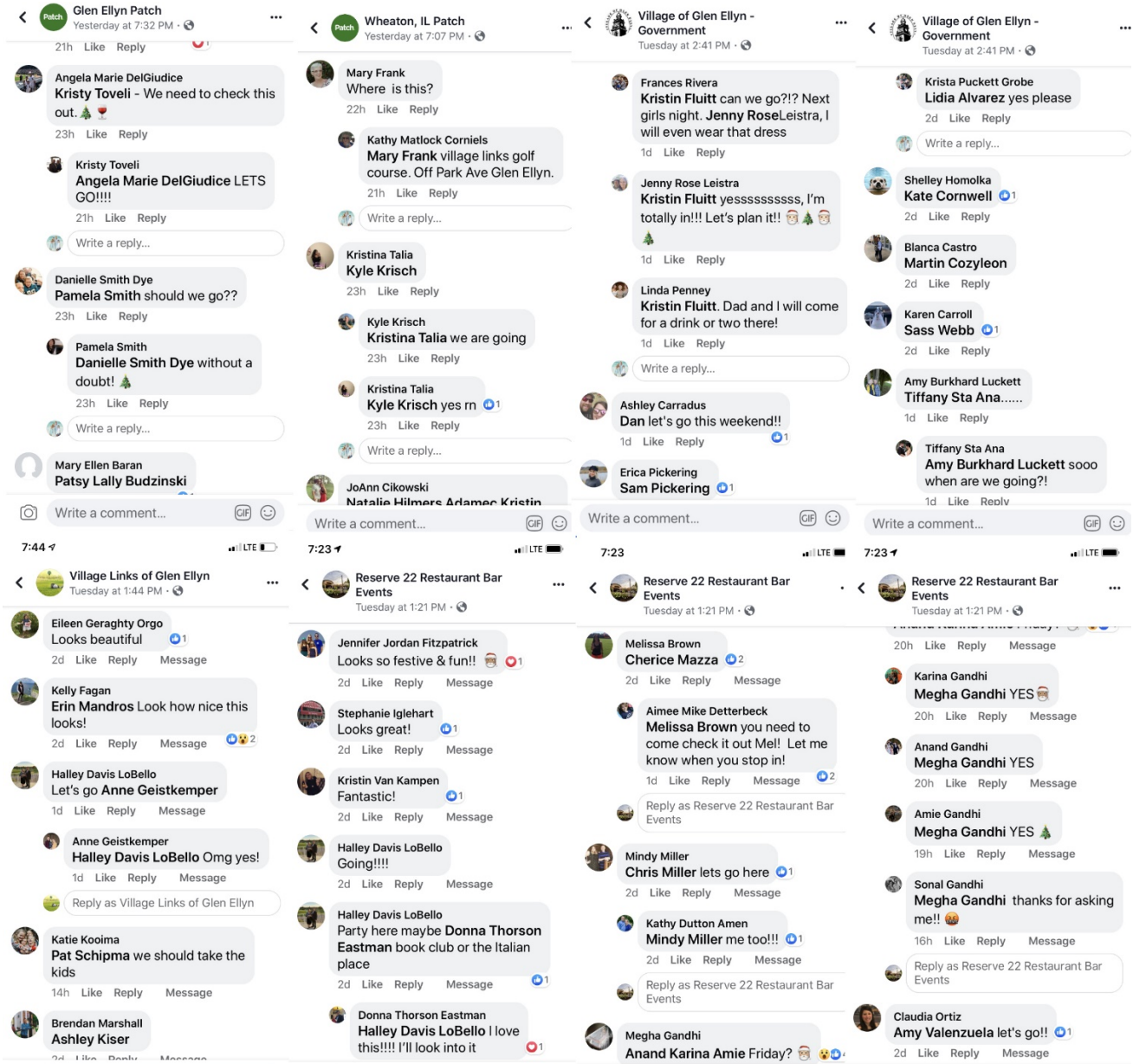
R22 Pop-up Bar – November 23 – January 3, 2020

* Building brand awareness & attracting new customers (during a typically slow month).

Reserve 22 had a 25% total increase in 2019 holiday revenues (from 11/19-12/31) compared to 2018. There was a 55% increase in Liquor Sales in 2019 compared to 2018 that I believe we can attribute to the holiday pop-up bar specialty drink menu and a 27% increase in alcohol total sales (beer, wine and liquor) from 2019 to 2018.

**In addition to the increases, it's important to note that in 2019 we were closed on Mondays in November (but open in 2018). Lastly, Reserve 22 closed at 3:30pm on Saturday, 12/15 for a private party which according to an average of Saturday revenue in December, would have yielded approximately an additional \$3,838. Accounting for those differences, it would actually bring the total revenue percentage increase to 30% from 2019 to 2018.*

Sample Buzz/PR from Pop-Up Bar:

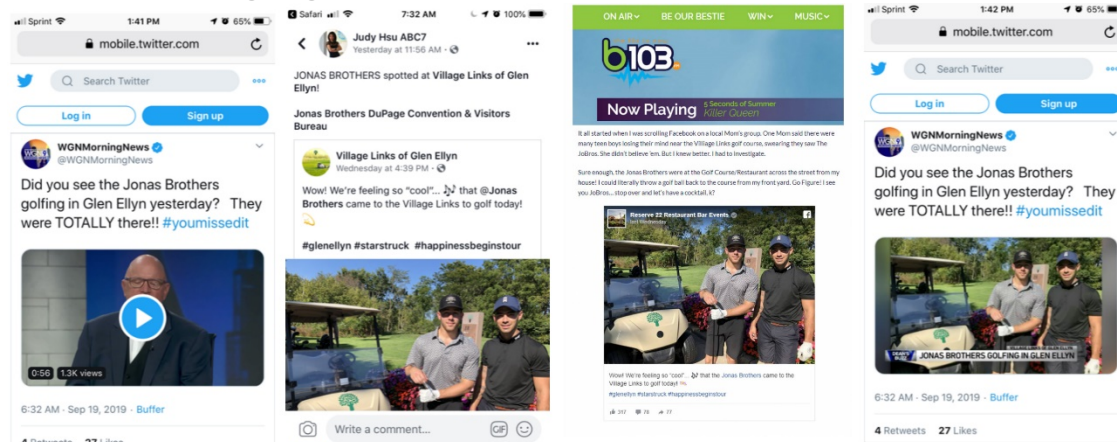


Village Links 2019 Marketing Initiatives & Accomplishments

Village Links PR: WGN Morning News, WGN-AM, WFLD-FOX TV, NBC-TV, 101.9 The Mix FM, NBC Sports Chicago, KISS FM, Glancer Magazine, Illinois Dept of Commerce. Community Reposts: GE Living Magazine, The Wheaton Moms, Glen Ellyn E-Parents, Happening in Glen Ellyn and many other local FB groups.

Jonas Bros - News Exposure Monitoring and calculated a total reach of 665,000 people and \$84,097 of publicity value

Social media highlights:



Google Ads/Performance:

PPC Campaigns

The Village Links of Glen Ellyn AdWords Campaigns have performed above expectations since their inception. Our biggest indicator of success is the extremely low average cost per player booked over the 7 months we ran the ads.



METRICS	
Impressions	29,310
Clicks	1,816
Phone Calls Generated	320
Total Cost	\$2,057.96
Revenue From Ads	\$24,085
Total Players Booked	539
Avg. Cost Per Player Booked	\$3.82

2019 Village Links Program Results:

Nine and Dine (new program) Saturdays after 4pm June through Sept.

194 = Approximately \$7500 in revenue

Golf Camps for Kids

Attendance increase of 355 campers in 2019 for a 106% increase and a revenue increase of \$14,240 (103%).

Group Golf Lessons

Increase in lessons from 144 participants in 2018 to 331 in 2019 for an increase of 130%.

Resident 'Fore' a Day

Targeting non-residents/new customers in outlying areas - we redeemed 119 offers with a redemption value of \$3,737 in just a 5-week span.

New Ideas Implemented: TV Commercial, Phone Sales Training, Sales Incentive Contests for Golf Shop Employees, Reputation Defender, Village Links Bounce back offers, Pack a Care Package Event for Banquets, Chip-In FORE Charity.

Looking Ahead

2020 NEW Marketing Efforts & Key Initiatives Include:

R22:

- Marketing our new Chow Now (Take Out) program for Reserve 22.
- Expanding our holiday pop-up bar to include the restaurant for 2020.
- Continuing to focus on banquet sales and reaching new potential customers.
- Maximizing PR and branding opportunities.

Village Links:

- Rolling out our new 2020 Village Links APP (with a focus on utilizing all marketing opportunities).
- Building upon the new programs in 2019 that did well for us, including Nine and Dine and Resident FORE a Day programs.
- Continuing to drive sales in existing programs that are successful including Golf Camps and Lessons.
- Analyzing data and research to determine new programs or ideas that may appeal to our existing customers as well as new ones.

User Compelling Features

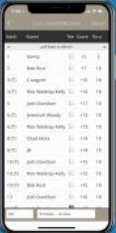
A user interface that keeps golfers and customers downloading and using over and over again.



Pinpoint GPS



Easy Scoring & Game Tracking



Live Leaderboards



Score Sharing



Mobile App Tee Time Check In



App Exclusive Offers



Simple Tee Time Booking



Loyalty Programs



Latest Course News & Events



Practice Range GPS



Marketing Opportunities

Push Notifications

Geofence Notifications

Offer Locker

Analytics

Pop ups