



Agenda
Village of Glen Ellyn
Recreation Commission Meeting
Friday, February 24, 2023
7:00 AM
Village Links/Reserve 22

Visitors are welcome to attend all Recreation Commission meetings.

- A. Call To Order**
- B. Public Comments**
- C. Approval of Minutes**
 - 1) Minutes - January 27, 2023
- D. Standing Reports**
 - 1) Manager - Jeff Vesevick
 - 2) Reserve 22 - Jon Satinover
 - 3) Financial - Jeff Vesevick
 - 4) Trustee Liaison - Steve Thompson
- E. Reserve 22 Presentation - Jon Satinover**
- F. Marketing Review & Plans - Julie Rusin**
 - 1) Marketing Review & Plans
- G. Old Business**
- H. New Business**
- I. Next Meeting - March 31, 2023**
- J. Adjournment**

**RECREATION COMMISSION
MINUTES
JANUARY 27, 2023**

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Called to Order: 7:00A.M.
Adjourned: 8:23A.M.

MEMBER ATTENDANCE:

Mark Reinke	Chair	Present
Nancy Carter	Commissioner	Present
Tony Coconate	Commissioner	Excused Absence
Brian Diver	Commissioner	Excused Absence
Glen G. Graham	Commissioner	Present
Carol Scott	Commissioner	Present
Tom Slowinski	Commissioner	Present

Also, Present:

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

A. CALL TO ORDER

The January 27, 2023 meeting of the Recreation Commission was called to order at 7:00A.M. at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Commissioner Graham. Commissioner Graham welcomed Commissioner Nancy Carter to the Recreation Commission.

B. PUBLIC COMMENTS

None.

C. APPROVAL OF MINUTES FROM NOVEMBER 18, 2022 MEETING

1. MOVE TO APPROVE MINUTES OF MEETING FROM 11/18/2022 AS PRESENTED.

RESULT: Motion Unanimously Carried
MOVER: Commissioner Scott
SECONDER: Commissioner Slowinski
AYES: Carter, Graham, Reinke, Scott, and Slowinski
NAYES: None
ABSENT: Diver and Coconate

D. STANDING REPORTS

1. Manager – Jeff Vesevick

General Manager Vesevick said the first half of November was phenomenal for golf and represented the 2nd best November in many years. About 96 golfers participated in the 11th Annual Iron Man Open on Sunday, November 13, 2022. On December 5, 2022 the course was closed for the season. Reserve 22 remained busy through the holiday season with a little bit of a January carry-over. Overall December was a cold month with little golf activity. General Manager Vesevick said staff achieved their goals for 2022 and in some cases exceeded them, which will be discussed more during the financial review.

2. Reserve 22 – Jon Satinover

Food and Beverage Director Satinover said the holiday pop-up was very successful. Reserve 22 is closed on Mondays for the winter season. However, Food and Beverage Director Satinover noted for 2024, Reserve 22 will remain open on Mondays. The Valentines menu will be offered February 10 through February 14. Reserve 22 will be offering a Superbowl promotion. On February 26, 2023 a Chili-Cookoff will be held with eight (8) different participating restaurants. Some beer vendors will be at the event as well. The pop-up Tiki Bar at Reserve 22 will begin on February 22, 2023. Trustee Thompson inquired about 2023 banquets. Food and Beverage Director Satinover replied banquet bookings are very high. Commissioner Slowinski commented that he likes the Reserve 22 Facebook posts promoting the Chef Specials. Commissioner Scott stated the new menu is fantastic. Commissioner Reinke asked about staffing. Food and Beverage Director Satinover responded overall Reserve 22 is in a really good spot with staffing and will be ready for the golf course opening in the spring. Onboarding of seasonal staff will begin in February. General Manager Vesevick noted an offer was extended to a potential Restaurant Manager and the position should be filled shortly.

3. Financial – Jeff Vesevick

General Manager Vesevick said the 2022 operating income was \$1.2M and the change in net position was \$193,773. Overall, 2022 was a good year, despite staffing challenges. Non-pensionable wages were higher in 2022 than in 2021. These costs were higher because in order to continue operations, higher wages were paid to veteran staff members who ultimately had to work more hours. This line item should go back down. Capital costs were also higher in 2022 with about \$661,000 spent on improvements. More improvements are planned for 2023 as well.

Commissioner Graham asked for a debt service update. General Manager Vesevick replied principal and interest payments decreased in 2022 due to some of the bonds being paid off. Also, a portion of the bonds were refinanced, which saved on interest costs as well.

4. Trustee Liaison – Steve Thompson

Trustee Thompson updated the Recreation Commission on the recent activities of the Village Board.

E. BUILDING IMPROVEMENTS FOR 2023

General Manager Vesevick said an architecture firm was engaged to help with the 2023 building projects including:

1. create an office space and add a walk-in cooler in the kitchen;
2. upgrade the restrooms in the golf end of the building;
3. convert storage space in the back of the golf shop into an office; and
4. fix-up the Halfway House.

The 2023 budget includes about \$250,000 for these improvements. Recent quotes for the Halfway House came in at higher than expected. Accordingly, in order to complete all four (4) projects, staff may need to go to the Village Board and ask for approval to use more money. Once all the pricing is received for all the projects, this will be presented to the Recreation Commission to determine if staff should proceed with the projects. General Manager Vesevick noted the Links has cash reserves that will cover these projects. These projects include an office for food and beverage which will improve operations and efficiency.

F. PANFISH PARK UPDATE – MARK FRANZ

General Manager Vesevick distributed the Panfish Park report. Golf Course Superintendent Cross said the pond study found that there is a fair amount of sediment, but not to a point that a full dredging is necessary. Pond dredging can cost millions of dollars. Golf Course Superintendent Cross identified the initial phases for the project. Phase One (1) of the Panfish Park project includes the repair of five (5) stormwater pipes, which will cost about \$77,000. Phase One (1) will be completed in 2023. Phase Two (2) includes improving the shorelines, which will cost about \$130,000. Village Manager Franz said the Village is working with the Glen Ellyn Park District on aligning resources and assets. The Glen Ellyn Park District is well versed in managing park improvements. The current plan is to pay the Glen Ellyn Park District \$300,000 and \$200,000 of this will be applied towards a new playground at Panfish Park. Village Manager Franz said the Village Links 2023 budget includes \$200,000 for this. Village Manager Franz estimated Phase Three (3) and beyond of the Panfish Park would be a Village expense from the capital budget. There will be an operating cost that will help the Glen Ellyn Park District maintain Panfish Park and this will come out of the Links budget.

G. OLD BUSINESS

Commissioner Graham asked for an update on the Master Plan. Golf Course Superintendent Cross replied staff met with Greg Martin in November and provided feedback. Staff is now awaiting an update from Greg. Golf Course Superintendent Cross noted Martin is scheduled to present the Master Plan at the April 2023 meeting. General Manager Vesevick said we have to figure out how to pay for all these improvements through the 10-year Capital Improvement Plan. General Manager Vesevick said if the Recreation Commission decides to move forward with the Master Plan, it will take three (3) or four (4) years to implement it in phases.

H. NEW BUSINESS

Commissioner Graham suggested Reserve 22 use the same marketing approach as Fire and Wine with their email advertisements.

I. NEXT MEETING – 2/24/2023

J. ADJOURNMENT

Commissioner Slowinski moved and Commissioner Scott seconded, to adjourn the meeting. The meeting was adjourned at 8:23A.M.

Submitted by Aileen Haslett, Recording Secretary

Reviewed by General Manager Jeff Vesevick



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 2/24/2023 7:00 AM
Department: Village Links
Department Head: Jeff Vesevick
Category: Report
Prepared By: Jeff Vesevick

**AGENDA ITEM (ID # 2023-
38)**

DOC ID: 2023-38

Manager - Jeff Vesevick

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan (if applicable)

Action Requested:

Attachments:

1. Manager's Report - January 2023



VILLAGE LINKS

GLEN ELLYN

RESERVE
— 22
TWENTY-TWO

Manager's Report for January 2023

Prepared by Jeff Vesevick, General Manager

January 2023 was warm and snowy; the weather kept us indoors for the most part or plowing snow. Looking at January observations from O'Hare, average temperature was 32.3°F (7.1°F above normal), precipitation was 2.60" (0.61" above normal), snowfall was 9.9" (1.4" below normal).

High Temperatures In January																							
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
70° days																							
60° days											1					2			1	1			2
50° days	2			1	2	5	1				3	5	1			1	2	3	2		1	2	2
40° days	10			6	3	6	7	8	3	2	6	11		2		5	8	16	2	2	16	10	14
30° days	12		22	20	13	8	15	12	17	10	10	7	9	9	8	8	10	11	12	8	9	15	4
20° days	5		9	3	5	5	4	8	4	7	8	6	18	14	13	8	11	1	10	14	5	4	6
10° days	1			1	6	5	3	2	4	7	3	2	2	6	8	4			4	3			3
0° days	1				2	2	1	1	3	4			1		2	3				3			
-10° days										1													
Rain			1.9"	.05"	0.4"	1.5"	2.9"	0.3"			3.2"	0.8"	0.2"	0.6"		0.1"	1.1"	2.6"	2.9"	0.1"	1.9"	1.5"	1.1"
Snow	9.9"		21.9"	10.5"	15.5"	4.7"	0"	2.8"	13.5"	34"	1"	12"	6"	12"	22.3"	11"	3"	6"	28"	15"	2"	6"	0

GOLF

The Golf staff spent most of January clearing out files and preparing for the upcoming season. Head Golf Professional Mike Campbell began receiving spring merchandise, getting it on the display floor.

Contact for prospective golf outings continues. 2023 league contracts were updated and presented to hosts.

Sporadic nice days produced some traffic on the temporary greens and tees of the 9-hole course, and a bit of driving range traffic, as residents visited to renew their cards.

Grounds

1. Monitoring weather for any adverse effects of greens.
2. Snow removal as required.
3. Working on Course Accessory upgrades and repairs.
4. Continuing to review practices and plan for year ahead.
5. Takedown of Christmas lights on exterior of building and entrance.
6. Coordinating delivery of capital items.

7. Formulating hiring plans for seasonal staff.
8. Refining Irrigation Control System to further water savings.

Mechanical and Building Maintenance

1. 20 pieces of equipment were repaired and/or serviced.
2. Working on East Halfway House Bathroom.
3. Securing new quotes for Halfway House Exterior Upgrades.
4. Deep cleaning in Maintenance Buildings.
5. Takedown of Christmas lights in bar.
6. Planning for Tiki Bar install.
7. Repair of fire alarm in maintenance buildings.

Horticulture/Conservation

1. Reviewing plans for landscape improvements around clubhouse.
2. Pruning and cleaning of tropical plants in basement.
3. Reviewing Panfish Park work completed with the Village.
4. Continued garbage pickup at Panfish Park and Lambert Lake.

Reserve 22

Reserve 22 - JANUARY				Year to Date		
	2022	2023	+/-	2022	2023	+/-
Restaurant & Bar	36,242	56,525	56.0%	36,242	56,525	56.0%
Banquets	23,374	39,504	69.0%	23,374	39,504	69.0%
from Outings	0	0	#DIV/0!	0	0	#DIV/0!
Beverage Cart	0	0	#DIV/0!	0	0	#DIV/0!
Halfway House	0	0	#DIV/0!	0	0	#DIV/0!
Other	3,664	5,696	55.5%	3,664	5,696	55.5%
Total Reserve 22	63,280	101,725	60.8%	63,280	101,725	60.8%

Both the restaurant and bar, as well as banquets, saw significant increases from 2022, as the mild weather, holiday pop-up bar, and excellent cuisine enticed diners to the venue.

The Village of Glen Ellyn provided some unique artwork to the facility which also attracted curious diners.

Staff is preparing for the "Tiki Bar Takeover" which will run from late February through the spring break season. Staff has created an interesting cocktail menu to add to the festive atmosphere.

Director of Food & Beverage Jon Satinover is conducting his search for a Restaurant Manager, a position which has been vacant for two seasons.

Executive Chef Tom Fota and Sous Chef Cesar Perez are preparing special menus for the upcoming Valentine's Day celebration, March Madness, and Easter Sunday.



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 2/24/2023 7:00 AM
Department: Village Links
Department Head: Jeff Vesevick
Category: Discussion Item
Prepared By: Jon Satinover

**AGENDA ITEM (ID
2023-39)**

DOC ID: 2023-39

Reserve 22 - Jon Satinover

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan (if applicable)

Action Requested:

Attachments:



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 2/24/2023 7:00 AM
Department: Village Links
Department Head: Jeff Vesevick
Category: Report
Prepared By: Ann Pedersen, Jeff Vesevick

**AGENDA ITEM (ID
2023-40)**

DOC ID: 2023-40

Financial - Jeff Vesevick

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan (if applicable)

Action Requested:

Attachments:

1. Village Links - Financial Statements - January 2023
2. Cash Balance Scenarios

VILLAGE LINKS / RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of January 31, 2023

ORG	DESCRIPTION	2023 BUDGET	MONTH				YEAR-TO-DATE				
			2023	2022	DIFF	% DIFF	2023	2022	DIFF	% DIFF	
REVENUES:											
5500	Village Links Revenues	\$ 3,785,600	\$ 10,477	\$ 2,439	\$ 8,038	330%	\$ 10,477	\$ 2,439	\$ 8,038	330%	
5520	Reserve 22 Revenues	2,924,700	101,725	63,218	38,507	61%	101,725	63,218	38,507	61%	
Total Revenues		\$ 6,710,300	\$ 112,202	\$ 65,657	\$ 46,545	71%	\$ 112,202	\$ 65,657	\$ 46,545	71%	
EXPENDITURES:											
55700	Administration	\$ 723,337	\$ 41,765	\$ 39,826	\$ 1,939	5%	\$ 41,765	\$ 39,826	\$ 1,939	5%	
55710	Golf Course Maintenance	1,185,811	41,441	45,621	(4,180)	-9%	41,441	45,621	(4,180)	-9%	
55720	Golf Services	899,930	42,141	38,282	3,859	10%	42,141	38,282	3,859	10%	
55730	Reserve 22	2,545,400	152,125	102,537	49,588	48%	152,125	102,537	49,588	48%	
55740	Stormwater Management	53,399	390	351	39	11%	390	351	39	11%	
55750	Pro Shop Merchandise	154,196	(772)	2,216	(2,988)	-135%	(772)	2,216	(2,988)	-135%	
55780	Motorized Carts	57,678	-	-	-	0%	-	-	-	0%	
557X5	Mechanical Maintenance	340,704	17,805	26,419	(8,614)	-33%	17,805	26,419	(8,614)	-33%	
Total Operating Expenses		\$ 5,960,455	\$ 294,894	\$ 255,251	\$ 39,643	16%	\$ 294,894	\$ 255,251	\$ 39,643	16%	
Operating Income (Loss)		\$ 749,845	\$ (182,692)	\$ (189,594)	\$ 6,902	-4%	\$ (182,692)	\$ (189,594)	\$ 6,902	-4%	
Debt Service		300,300	-	-	-	0%	-	-	-	0%	
Capital Expenditures		566,000	23,588	-	23,588	0%	23,588	-	23,588	0%	
CHANGE IN NET POSITION		\$ (116,455)	\$ (206,280)	\$ (189,594)	\$ (16,686)	9%	\$ (206,280)	\$ (189,594)	\$ (16,686)	9%	

KEY METRICS

	<u>Goal</u>						
Personnel Expenses as % of Sales	49%	160%	245%	-85%	156%	245%	-89%
Cash Balance (End of Month, in \$000's)	\$ 1,490	\$ 1,678	\$ 1,497	\$ 181			

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of January 31, 2023

ORG/ OBJECT	DESCRIPTION	2023 BUDGET	MONTH				YEAR-TO-DATE			
			2023	2022	DIFF	% DIFF	2023	2022	DIFF	% DIFF
5500	VILLAGE LINKS REVENUES:									
440550	Green Fees	\$ 2,400,000	\$ 269	\$ -	\$ 269	0%	\$ 269	\$ -	\$ 269	0%
440554	Pro Shop - Sales	170,000	1,110	298	812	273%	1,110	298	812	273%
440555	Motor Carts	600,000	(24)	-	(24)	0%	(24)	-	(24)	0%
440556	Driving Range	450,000	652	66	586	888%	652	66	586	888%
440557	Resident Cards	32,000	1,360	1,635	(275)	-17%	1,360	1,635	(275)	-17%
460100	Investment Income	9,000	6,214	68	6,146	9061%	6,214	68	6,146	9061%
489000	Miscellaneous Revenue	124,600	896	379	517	136%	896	379	517	136%
489100	Miscellaneous - Over/Short	-	1	(6)	7	-108%	1	(6)	7	-108%
	Total Revenues	\$ 3,785,600	\$ 10,477	\$ 2,439	\$ 8,038	330%	\$ 10,477	\$ 2,439	\$ 8,038	330%
	COST OF GOODS SOLD:									
520945	Cost of Goods Sold - Pro Shop	\$ 119,000	\$ (3,566)	\$ (438)	\$ (3,128)	714%	\$ (3,566)	\$ (438)	\$ (3,128)	714%
	Total Cost of Goods Sold	\$ 119,000	\$ (3,566)	\$ (438)	\$ (3,128)	714%	\$ (3,566)	\$ (438)	\$ (3,128)	714%
	Gross Profit	\$ 3,666,600	\$ 14,043	\$ 2,877	\$ 11,166	388%	\$ 14,043	\$ 2,877	\$ 11,166	388%
	OTHER OPERATING EXPENSES:									
510100	Salaries - Pensionable	\$ 1,110,450	\$ 71,942	\$ 66,035	\$ 5,907	9%	\$ 71,942	\$ 66,035	\$ 5,907	9%
510120	Salaries - Non-Pensionable	448,750	1,050	2,055	(1,005)	-49%	1,050	2,055	(1,005)	-49%
510200	Salaries - Overtime	11,000	-	-	-	0%	-	-	-	0%
510400	FICA Taxes	120,121	5,393	5,003	391	8%	5,393	5,003	391	8%
510500	IMRF	46,972	2,938	4,339	(1,401)	-32%	2,938	4,339	(1,401)	-32%
590600	Health Insurance	152,100	9,849	10,344	(495)	-5%	9,849	10,344	(495)	-5%
52XXXX	Contractual Services	991,436	42,229	50,900	(8,671)	-17%	42,229	50,900	(8,671)	-17%
53XXXX	Commodities	415,226	12,934	14,476	(1,542)	-11%	12,934	14,476	(1,542)	-11%
	Total Operating Expenses	\$ 3,296,055	\$ 146,336	\$ 153,152	\$ (6,817)	-4%	\$ 146,336	\$ 153,152	\$ (6,817)	-4%
	Operating Income (Loss)	\$ 370,545	\$ (132,292)	\$ (150,275)	\$ 17,983	-12%	\$ (132,292)	\$ (150,275)	\$ 17,983	-12%
	Operating Income (Loss) Percentage	10%	-1263%	-6161%			-1263%	-6161%		

KEY METRICS

	<u>Goal</u>								
Rounds Played	78,000	69	-	69	69	-	69		
Revenue Per Round	\$ 48.53	\$ 151.84	\$ -	\$ 151.84	\$ 151.84	\$ -	\$ 151.84		
Resident Cards Sold	N/A	140	166	(26)	140	166	(26)		
Cost of Goods Sold % - Pro Shop	70%	-321%	-147%	-174%	-321%	-147%	-174%		
Personnel Expenses as % of Sales	50%	870%	3598%	-2728%	870%	3598%	-2728%		

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of January 31, 2023

ORG/ OBJECT	DESCRIPTION	2023 BUDGET	MONTH				YEAR-TO-DATE			
			2023	2022	DIFF	% DIFF	2023	2022	DIFF	% DIFF
	<u>MISCELLANEOUS REVENUE</u>									
	<i>Miscellaneous Revenue includes the following items, which don't fit into any of the major revenue categories:</i>									
	Adult & Junior Golf Lessons		\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
	Hand Cart Rentals		15	-	15		15	-	15	
	Handicaps		-	-	-		-	-	-	
	Golf Club Rentals		-	-	-		-	-	-	
	Locker Rentals		680	160	520		680	160	520	
	Illinois Sales Tax (1.75%)		111	198	(87)		111	198	(87)	
	Glen Ellyn Food & Beverage Tax (1%)		16	21	(5)		16	21	(5)	
	Miscellaneous		74	-	74		74	-	74	
	Total	\$ 124,600	\$ 896	\$ 379	\$ 517		\$ 896	\$ 379	\$ 517	

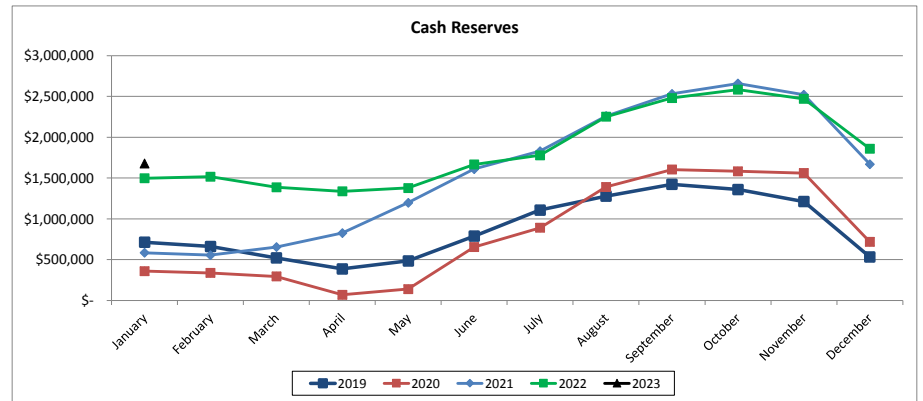
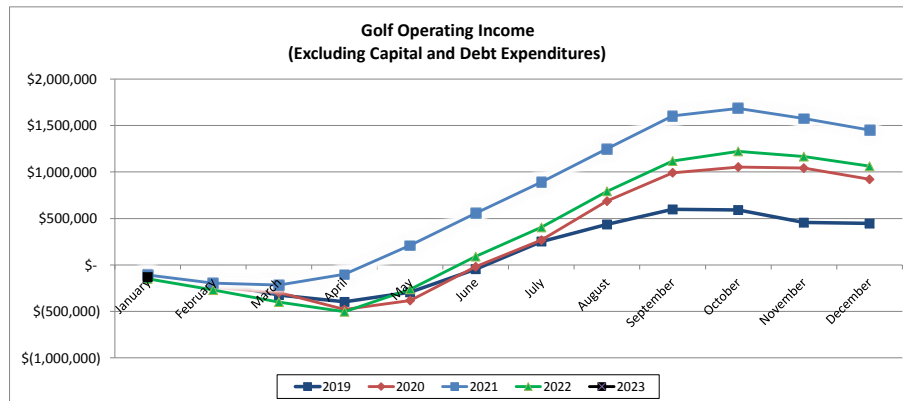
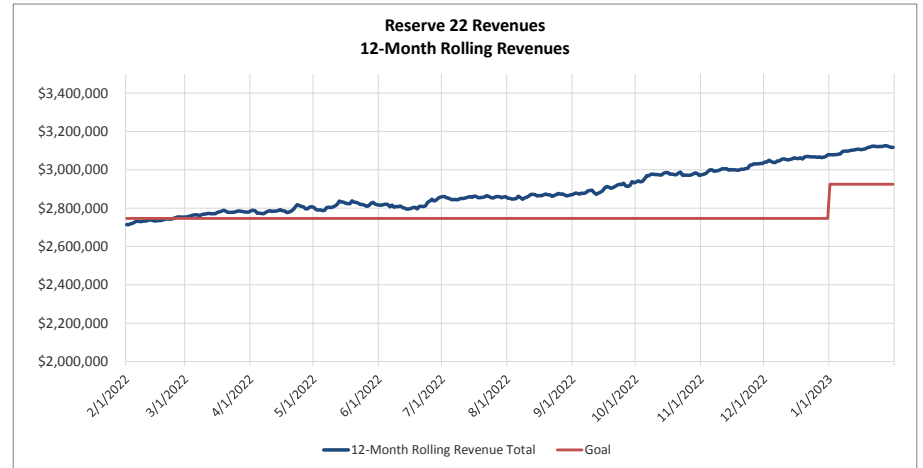
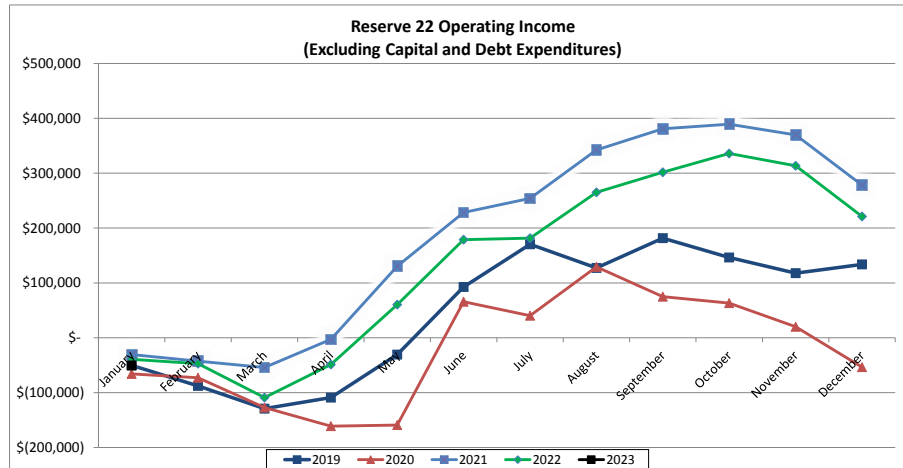
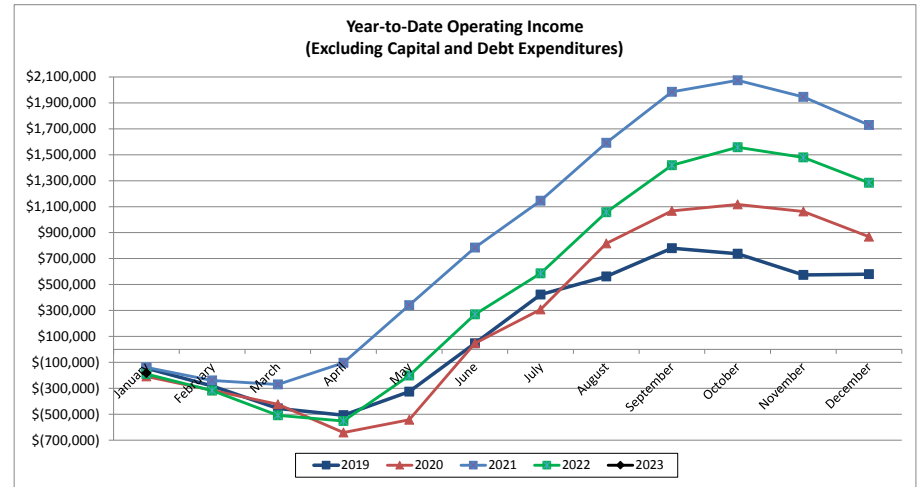
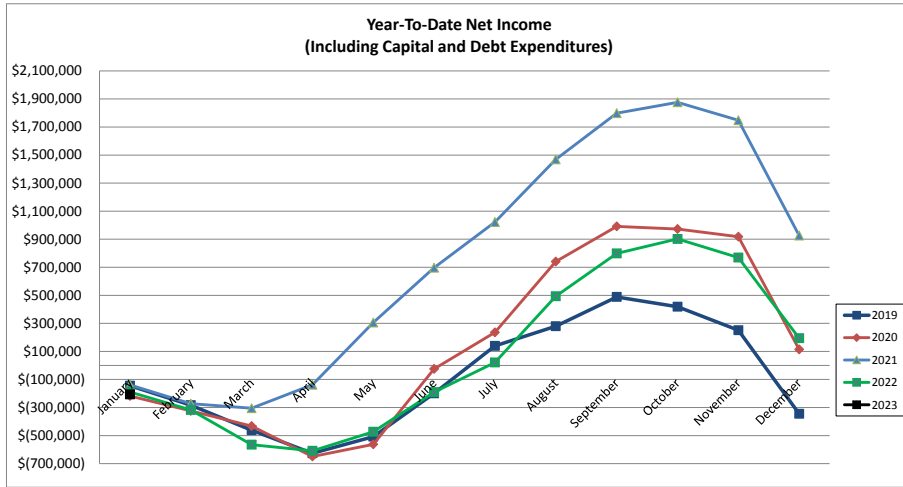
RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of January 31, 2023

ORG/ OBJECT	DESCRIPTION	2023 BUDGET	MONTH				YEAR-TO-DATE			
			2023	2022	DIFF	% DIFF	2023	2022	DIFF	% DIFF
5520	RESERVE 22 REVENUES:									
441100	Food	\$ 1,625,000	\$ 67,043	\$ 40,152	\$ 26,891	67%	\$ 67,043	\$ 40,152	\$ 26,891	67%
441101	Liquor	321,600	7,154	5,820	1,334	23%	7,154	5,820	1,334	23%
441102	Beer	492,900	7,246	4,899	2,347	48%	7,246	4,899	2,347	48%
441103	Wine	216,200	10,426	5,555	4,871	88%	10,426	5,555	4,871	88%
441104	NA Beverages	89,700	1,616	1,057	558	53%	1,616	1,057	558	53%
441106	Room Charges	5,000	-	625	(625)	-100%	-	625	(625)	-100%
441107	Service Charges	173,900	8,240	5,110	3,130	61%	8,240	5,110	3,130	61%
489000	Miscellaneous Revenue	400	-	-	-	0%	-	-	-	0%
	Total Revenues	\$ 2,924,700	\$ 101,725	\$ 63,218	\$ 38,507	61%	\$ 101,725	\$ 63,218	\$ 38,507	61%
55730	COST OF GOODS SOLD:									
530400	Cost of Goods Sold - Beer	\$ 138,000	\$ 2,385	\$ 611	\$ 1,774	290%	\$ 2,385	\$ 611	\$ 1,774	290%
530401	Cost of Goods Sold - Wine	67,000	4,867	893	3,974	445%	4,867	893	3,974	445%
530402	Cost of Goods Sold - Liquor	64,300	2,804	332	2,472	745%	2,804	332	2,472	745%
530405	Cost of Goods Sold - NA Beverages	31,400	1,528	682	846	124%	1,528	682	846	124%
530420	Cost of Goods Sold - Food	503,800	19,405	8,120	11,285	139%	19,405	8,120	11,285	139%
	Total Cost of Goods Sold	\$ 804,500	\$ 30,989	\$ 10,637	\$ 20,352	191%	\$ 30,989	\$ 10,637	\$ 20,352	191%
	Gross Profit	\$ 2,120,200	\$ 70,736	\$ 52,580	\$ 18,155	35%	\$ 70,736	\$ 52,580	\$ 18,155	35%
	Gross Profit Percentage	72%	70%	83%			70%	83%		
55730	OTHER OPERATING EXPENSES:									
510100	Salaries - Pensionable	\$ 638,200	\$ 44,336	\$ 35,806	\$ 8,530	24%	\$ 44,336	\$ 35,806	\$ 8,530	24%
510120	Salaries - Non-Pensionable	530,250	27,579	24,042	3,538	15%	27,579	24,042	3,538	15%
510200	Salaries - Overtime	15,000	4,608	591	4,016	679%	4,608	591	4,016	679%
510399	Tips Paid Through Payroll	-	472	428	43	10%	472	428	43	10%
510400	FICA Taxes	127,813	6,750	5,066	1,684	33%	6,750	5,066	1,684	33%
510500	IMRF	26,996	2,235	2,709	(474)	-18%	2,235	2,709	(474)	-18%
590600	Health Insurance	82,900	2,861	5,076	(2,215)	-44%	2,861	5,076	(2,215)	-44%
52XXXX	Contractual Services	156,741	11,518	10,133	1,385	14%	11,518	10,133	1,385	14%
53XXXX	Commodities	163,000	20,776	8,047	12,729	158%	20,776	8,047	12,729	158%
	Total Operating Expenses	\$ 1,740,900	\$ 121,135	\$ 91,899	\$ 29,236	32%	\$ 121,135	\$ 91,899	\$ 29,236	32%
	Operating Income (Loss)	\$ 379,300	\$ (50,400)	\$ (39,319)	\$ (11,081)	28%	\$ (50,400)	\$ (39,319)	\$ (11,081)	28%
	Operating Income (Loss) Percentage	13%	-50%	-62%			-50%	-62%		

RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of January 31, 2023

ORG/ OBJECT	DESCRIPTION	2023 BUDGET	MONTH				YEAR-TO-DATE			
			2023	2022	DIFF	% DIFF	2023	2022	DIFF	% DIFF
KEY METRICS										
			Goal							
Revenue Source:										
Restaurant/Bar		N/A	\$ 56,525	\$ 36,180	\$ 20,345	56%	\$ 56,525	\$ 36,180	\$ 20,345	56%
Banquets		N/A	45,189	27,038	18,152	67%	45,189	27,038	18,152	67%
Other		N/A	10	-	10	0%	10	-	10	0%
Total		\$ 2,924,700	\$ 101,725	\$ 63,218	\$ 38,507	61%	\$ 101,725	\$ 63,218	\$ 38,507	61%
Reserve 22 Revenues (Last 12 Months)		\$ 2,924,700					\$ 3,117,266	\$ 2,714,161	\$ 403,105	15%
Reserve 22 Expenses (Last 12 Months)		\$ 2,545,400					\$ 2,907,351	\$ 2,444,560	\$ 462,790	19%
# Guest Checks (Restaurant/Bar)		N/A	1,294	916	378		1,294	916	378	
Revenue Per Guest Check		N/A	\$ 43.68	\$ 39.50	\$ 4.18		\$ 43.68	\$ 39.50	\$ 4.18	
# Guests (Restaurant/Bar)		N/A	2,223	1,515	708		2,223	1,515	708	
Average Guest Spend		N/A	\$ 25.43	\$ 23.88	\$ 1.55		\$ 25.43	\$ 23.88	\$ 1.55	
Cost of Goods Sold %		28%	30%	17%	14%		30%	17%	14%	
Cost of Goods Sold % (By Category):										
Cost of Goods Sold - Beer		28%	33%	12%	20%		33%	12%	20%	
Cost of Goods Sold - Wine		31%	47%	16%	31%		47%	16%	31%	
Cost of Goods Sold - Liquor		20%	39%	6%	33%		39%	6%	33%	
Cost of Goods Sold - NA Beverages		35%	95%	64%	30%		95%	64%	30%	
Cost of Goods Sold - Food		31%	29%	20%	9%		29%	20%	9%	
Personnel Expenses as % of Sales		49%	82%	116%	-34%		82%	116%	-34%	
Prime Cost (Cost of Goods Sold + Personnel Expenses) as % of Sales		76%	117%	133%	-15%		117%	133%	-15%	

Village Links / Reserve 22
Dashboard Financial Reports
As of January 31, 2023



VILLAGE LINKS / RESERVE 22
MONTHLY CASH INCREASE/DECREASE HISTORY (000)

	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>
2014	(112)	(270)	(77)	50	130	30	306	177	138	10	(148)	(663)
2015	(100)	(63)	9	67	80	153	356	352	239	(97)	(42)	(689)
2016	(114)	(20)	41	(109)	206	296	186	237	160	36	(76)	(671)
2017	(114)	42	(218)	(57)	(11)	223	328	291	72	(69)	(151)	(681)
2018	(113)	(50)	(157)	(56)	216	153	291	92	165	(102)	(160)	(716)
2019	(144)	(53)	(138)	(136)	99	304	319	171	146	(64)	(148)	(680)
2020	(173)	(21)	(43)	(225)	69	516	237	500	214	(23)	(21)	(843)
2021	(135)	(26)	96	172	371	412	220	447	272	127	(137)	(852)
2022	(173)	19	(130)	(48)	40	289	111	474	228	105	(115)	(612)
2023	(181)											

Avg	(136)	(49)	(69)	(38)	133	264	261	305	181	(9)	(111)	(712)
Best	(100)	42	96	172	371	516	356	500	272	127	(21)	(612)
Worst	(173)	(270)	(218)	(225)	(11)	30	111	92	72	(102)	(160)	(852)

NEXT 12 MONTH CASH BALANCE SCENARIOS

	2023 <u>JAN</u>	2023 <u>FEB</u>	2023 <u>MAR</u>	2023 <u>APR</u>	2023 <u>MAY</u>	2023 <u>JUN</u>	2023 <u>JUL</u>	2023 <u>AUG</u>	2023 <u>SEP</u>	2023 <u>OCT</u>	2023 <u>NOV</u>	2023 <u>DEC</u>
Avg	1,678	1,629	1,560	1,522	1,655	1,917	2,178	2,483	2,665	2,656	2,545	1,958
Best	1,678	1,720	1,816	1,988	2,359	2,875	3,231	3,731	4,003	4,130	4,109	3,497
Worst	1,678	1,615	1,397	1,172	1,161	1,191	1,302	1,394	1,466	1,364	1,204	699

actual



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 2/24/2023 7:00 AM
Department: Village Links
Department Head: Jeff Vesevick
Category: Discussion Item
Prepared By: Steve Thompson

**AGENDA ITEM (ID
2023-41)**

DOC ID: 2023-41

Trustee Liaison - Steve Thompson

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan (if applicable)

Action Requested:

Attachments:

Marketing Report

Recreation Commission Meeting - February

Reserve 22

Marketing Snapshot of 2022

- Eblasts
- Social Media
- Special Events
- Goals



Village Links of Glen Ellyn

Marketing Snapshot of 2022

- Eblasts
- Social Media
- Special Marketing Initiatives
- Goals



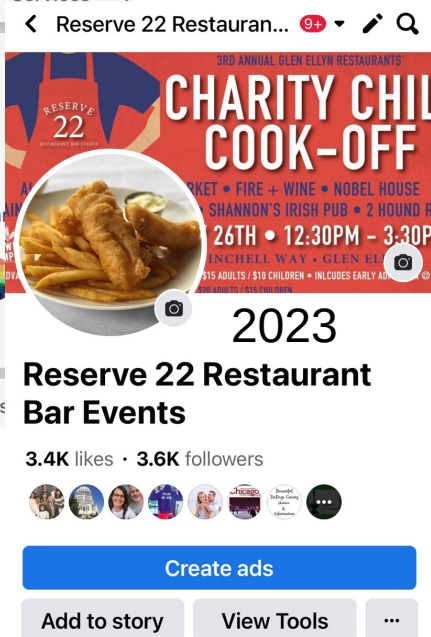
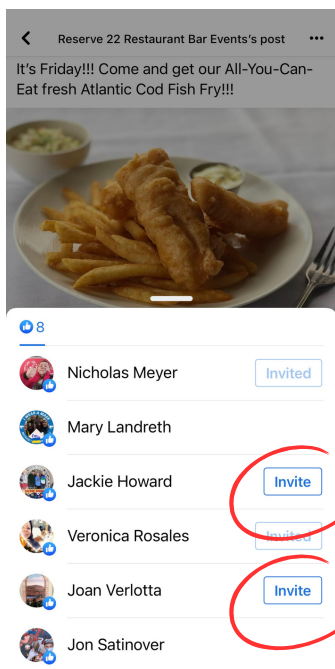
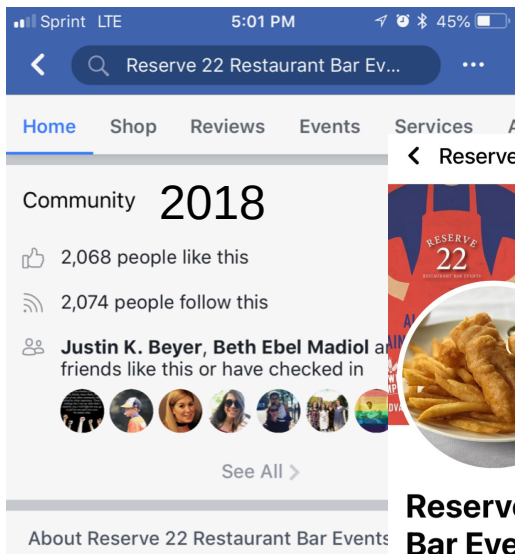
VILLAGE LINKS
G L E N E L L Y N

RESERVE 22

E-blasts 2022 to YTD

Email subject - Reserve 22	Total receivers	Send date	Total open	Unsub
B.Y.O.B January, Specials and Winter Hours!	9193	1/6/2022 0:00	5878	45
Chili Cook-off, B.Y.O.B January, Specials and Winter Hours	9146	1/13/2022 0:00	4910	33
B.Y.O.B January Extended & Super Bowl	9136	1/26/2022 0:00	4521	40
Valentine's Day Menu	9133	2/3/2022 0:00	4510	15
Our Tiki Bar is Here!	9101	2/23/2022 0:00	4520	17
Tiki Bar, Easter, St Patrick's Specials & more	9080	3/9/2022 0:00	4618	16
Patio Season is HERE!	9055	4/21/2022 0:00	4270	13
Mother's Day Reservations Now Available!	9040	5/8/2022 0:00	3825	15
Father's Day at R22	9025	6/12/2022 0:00	3562	12
Happy 4th of July!	9142	7/1/2022 0:00	4272	15
Upcoming Events at R22!	12064	9/30/2022 0:00	3910	27
Bourbon Night & Thanksgiving	11473	10/7/2022 0:00	3312	17
Patio is OPEN, Bears Specials and Thanksgiving Menus	11397	10/20/2022 0:00	3093	10
New Fall Menu & Thanksgiving Buffet!	11377	11/7/2022 0:00	3279	19
The Holiday Pop-up Bar is HERE!	11352	11/23/2022 0:00	3371	16
New Hours, Chef Specials, Gift Card Promo and Holiday Po	11335	11/30/2022 0:00	3714	20
Christmas Dinner To Go, Chef Specials, Gift Card Promo and	11308	12/9/2022 0:00	3378	16
NYE Specials, B.Y.O.B., Wine Specials and more!	11305	12/29/2022 0:00	3258	12
January & February Specials	11266	1/11/2023 0:00	4213	17
Chili Cook-off, Super Bowl, Valentine's Day & more!	11246	2/2/2023 0:00	3564	15
Spend Super Bowl Sunday at R22!	11224	2/12/2023 0:00	2763	10
The Glen Ellyn Restaurant Chili Cook-off for Charity is next	72	2/16/2023 0:00	59	0
3 or more emails in One Month				
Average of 28 Unsubscribers				
2 or more emails in One Month				
Average of 15 Unsubscribers				

11,227 Subscribers as of 2/22/23
6,552 also subscriber to VL (58%)



RESERVE 22

Social Media Insights

Facebook Page

Followers	Likes
2018 - 2074	2018 - 2068
2023 - 3,655	2023 - 3429

66% ↑ 77% ↑

Social Media Stats 2022 - YTD

New Facebook Page Likes = 479
Facebook Page Reach = 161,520 (up 52%)
Instagram Reach = 3,566 (up 21%)



Glen Ellyn Eats

Public group · 4.8K members

Manage Invite

Chats Featured Photos Files

Active Members

Reserve 22	Avanzare
Fire + Wine	O'Neill's Pub
Nobel House	the Desi Accent
Two Hound Red	Gia Mia
Shannon's	The Egg House
Gia Mia	The Hen House
Molos Taverna	Sushi Ukai
Rosemary & Jeans	Made in Italy
	Klein Creek

R22 Special Initiatives



Holiday Pop-Up Bar

Record Setting Revenue Records in Dec for R22

Great buzz & reviews



R22 Special Initiatives Con't



Warhol June - Sept



VILLAGE LINKS

E-blasts 2022 to YTD

Email subject- VL Emails 2022	Total receivers	Total successful	Send date	Total opens	UNSUBSCRIBE_TOTAL
Four Weeks Until Permanent Tee Time Deadline	21871	21211	1/18/2022 0:00	12602	43
2022 Golf Season Newsletter and Important Dates	20937	20338	1/28/2022 0:00	16048	86
Junior Camps and League Registration Underway	723	685	2/20/2022 0:00	1062	5
Last Chance! Resident Cards, Permanent Times & S	2973	2766	3/4/2022 0:00	3519	11
Opening Day Info!	21284	21405	3/14/2022 0:00	14436	48
Guess the Opening Contest Winner!	91	91	3/14/2022 0:00	144	0
Last Chance Spring Scramble! Registration for all pr	21156	18445	3/17/2022 0:00	11413	54
New! Tee Time Standby is now available in our app	21096	18363	3/31/2022 0:00	11223	41
Junior Camps and League Registration Underway	714	626	4/6/2022 0:00	765	3
Register for the Village Links Amateur Tournament	21045	18312	4/19/2022 0:00	12548	72
Last Chance to Sign up for VL Junior Golf League!	20961	18233	4/27/2022 0:00	11121	45
Have One On Us! May 27-28	20901	18209	5/9/2022 0:00	14016	45
HOOU, Patriot Days & Memorial Day	20351	18711	5/23/2022 0:00	11626	49
Have One On Us Kicks-off TODAY!	20287	18646	5/27/2022 0:00	10869	31
Father's Day at the Village Links!	20238	18598	6/13/2022 0:00	9908	32
Upcoming tournament registration for all program	20691	19573	7/6/2022 0:00	13114	66
Couples Championship, Glen Ellyn Open and Adult	20587	14529	7/21/2022 0:00	8564	45
Last Chance to Register for the Glen Ellyn Open!	26577	20137	8/9/2022 0:00	10239	72
Junior League Registration Ending Soon	786	591	8/10/2022 0:00	653	5
Course Aeration Update	27916	27918	9/30/2022 0:00	13129	74
Register for the Iron Man Open Nov 13th!	22782	22786	10/19/2022 0:00	12543	47
Register for the Iron Man Open - This Sunday!	22720	22722	11/8/2022 0:00	11539	32
Seasonal Golf Closing Information	22081	22085	11/24/2022 0:00	11084	36
Hours & Holiday Information	21895	20627	12/2/2022 0:00	11211	52
2023 Golf Season Important Dates	21776	21787	1/23/2023 0:00	16054	54
2023 Registration is Now Open!	21650	21656	2/1/2023 0:00	12779	42
2023 Golf Season Newsletter	21583	21589	2/4/2023 0:00	13393	45

21,589 VL Subscribers as of 2/21

Community 2018

1,738 people like this

1,705 people follow this

Justin K. Beyer, Sarah Sch... friends like this or have che...



Village Links of Glen Ellyn



See All >

Village Links of Glen Ellyn

2.6K likes · 2.8K followers



Create ads

Add to story

View Tools



5



Mark Pfefferman

Invited



Tony Hanson

Invited



Daniel Weir



Brian Quaid



Keith Brennan

Invite



VILLAGE LINKS

Social Media Insights Facebook Page

Followers

2018 - 1705

2023 - 2688

Likes

2018 - 1738

2023 - 1705

65% ↑ 53% ↑

Facebook Stats 2022

YTD New Facebook Likes

= 260 (up 46%)

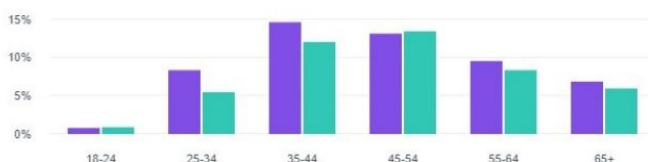
Facebook Reach = 130,287 (up 3%)

Audience

VL FB Audience

Age and Gender

Men 53.60%
Women 46.40%



Location

Cities Countries

Glen Ellyn, IL	791
Wheaton, IL	263
Chicago, IL	161
Lombard, IL	120
Naperville, IL	68