



AUGUST 2018

MONTHLY REPORT

ARTS & ENTERTAINMENT

Kids Movie puppet making 8/2/2018

In a partnership with the St. Louis puppet guild, the Chesterfield Arts department, had a puppet making station at the amphitheater. The community participated in making minions themed puppets.



“Read Art” visual art literacy presentation at Daniel Boone Library 8/6/2018

CPRA, in partnership with the St. Louis County Library did a presentation on how to “Read Art.” This was an hour long discussion of art as a language and how participants can view art using visual clues. The presentation had multiple slides presenting various kinds of portraits, landscapes and abstract art. We had 21 participants.



Family Fun Day Rock painting 8/11/2018

CPRA organized a rock painting station for the Chesterfield Family Fun Day. We had kids of all ages come in and paint the rocks. Once the paint was dry, we added these to our Rock Garden near the Parks Office.



Artist Critique Group 8/21/2018

Chesterfield Parks Recreation and Arts hosted an artist critique group at Chesterfield City hall from 10:00- 11:30 am. The group consisted of local artists of various media networking and peer mentoring each other. This will be a monthly meeting where artists will bring in some of their artworks to be critiqued by each other and build on professional and personal goals.

ARTS & ENTERTAINMENT

Creative Communities Alliance Meeting 8/21/2018

The CCA had its quarterly meeting at Maryland Heights Community Center. The CCA added a new board member, Melissa Musgrove, from Maryland Heights. They also discussed new ideas for art in the community. Painted park benches and temporary murals (both in traditional and non-traditional spaces) were selected as projects to do in 2019.



Despicable Me 3 Movie Night 8/2/18

The screening of Despicable Me 3 was appropriately shown on the third attempt to have this movie night. Although this is the way the Minions would have liked it, the previous cancellations did bring attendance numbers down. A big thank you to Bankhead Orthodontic Specialists, as our Movie Night sponsor.

Burbs Music and Arts Festival 8/4/18

Chesterfield Amphitheater held the second annual Burbs Music and Arts Festival. The festival was a co-production with DownRight Entertainment and Unknown Frequency. The festival hosted fourteen musical artists on two stages as well as performing artists and visual artists to create a unique festival experience.



ARTS & ENTERTAINMENT

The Major Rager St. Louis w/ Umphrey's McGee & Spafford 8/10/18



passing through the area.

Umphrey's McGee returned to the Chesterfield Amphitheater with Spafford. The event was a co-production with Mammoth Live, Live Nation and The Pageant. The Major Rager tour came in on the tails of the 100th PGA Championship held at Bellerive Country Club. Doors were delayed an hour and fifteen minutes due to severe weather

Silver Bullet STL – Sounds of Summer 8/11/18

Silver Bullet STL is a Bob Seger tribute. True to the original, the band captures the roots rocker sound, with a classic raspy, shouting voice that was made famous by Bob Seger himself. Seger wrote and recorded songs that deal with love, women, and blue-collar themes and is an example of a heartland rock artist.



Big Head Todd and the Monsters AND Los Lobos 8/12/18

Big Head Todd and the Monsters co-headlined with Los Lobos. Big Head Todd and Los Lobos are both St. Louis favorites and brought out a nice laid back crowd for this Sunday concert. The event was a co-production with Mammoth Live, Live Nation and The Pageant. St. Louis' infamous concert going

Beatle Bob made an appearance with Los Lobos giving him a shout from the stage and recognizing his status as a St. Louis music icon.

Blackberry Smoke AND JJ Grey & MOFRO 8/12/18

Blackberry Smoke AND JJ Grey & MOFRO co-headlined for a solid night of Southern Soul Rock'n'Roll. The event was a co-production with Mammoth Live, Live Nation and The Pageant. Each band brought their own style of southern rock with JJ Grey & MOFRO delivering a true singer songwriter vibe while Blackberry Smoke blew the doors off the house with their southern rock show.



Randy Rogers Band AND Casey Donahew 8/12/18

Randy Roger and Casey Donahew were a co-headlined tour with a strong fan base. The artists entertained an enthusiastic crowd that knew all the words to the songs and really came out to support their artists. The event was a co-production with Mammoth Live, Live Nation and The Pageant. The event drew families and had great merchandise options that the fans enjoyed thoroughly.



Backstoppalooza – Rockin' Chair 8/12/18

Backstoppalooza 2018 was another phenomenal success with a packed house and great music by Rockin' Chair. The weather was hot, but that didn't keep nearly 4000 people from opening their wallets and checkbooks for Backstoppers! Raising over \$60,000 this year!! In total the event has raised over \$250,000 since 2013!





Family Fun Day

The third annual Family Fun Day was held at CVAC in coordination with Safety Day on August 11. Kids and parents enjoyed inflatables, games, fire engine tours, helicopters, and more. This year the event was moved from an evening start to morning start.

The attendance for this event has gone down each year since year 1, and despite the offerings and hard work put into it, this does not seem like an event that we will continue to participate in, in 2019. We will continue to offer the space for Monarch Fire Department and Chesterfield Police Dept.



Miracle Field

In the month of August, our regular user groups took a break leading up to their fall seasons beginning in September. CBSA did hold some games and practices, we look forward to regular fall usage starting in September.

Adult Softball

The fall season for Adult Softball started the last week of July/the first week of August. Monday offers a coed league, while Tuesday and Thursday offer men's leagues. All leagues are double headers and have a six week regular season plus a week of playoffs. There are four teams in Monday's league, six teams in Tuesday's league, and four teams in Thursday's league. The total revenue from registration fees from the 14 teams is \$7,395.





Ascension Soccer

The Ascension Soccer season began in August with a return of the annual Ascension Soccer Tournament. August 11-12 featured the girls teams while August 17-19 was the boys turn. Both weekends were successful with the boys being the busier of the two. We are happy this tournament is back and look forward to growing this in the future.

Ascension practices began August 6 and will continue throughout the fall, regular season games begin the first weekend of September. Game usage seems to be down and I do not anticipate generating field rental revenue this season for the 2nd year in a row.

Chesterfield Football Association

CFA has disbanded due to low enrollment and no longer utilizes CVAC fields. Lou Fusz and the STL Bills hold practices 3-4 nights/week on fields A1 and A2.

CBSA Fall Ball

CBSA began Fall Ball on August 13 after taking a few weeks off from the summer season. They will continue playing through the fall and wrap up by the beginning of October.

CVAC Revenue Year-to-Date

August 2017 - \$341,376

August 2018 - \$312,926

August revenue is similar to last year. We have not received the Spring/Summer CBSA field usage payment yet. That being said, the complex is going through a transition and is attempting to absorb changes in the youth sports market while maintaining compliance with our long term contractual users. Among the changes are CFA folding, Ascension's low game usage (resulting in little to no revenue after applying annual field credit), JB Marine and other select soccer groups building or using other turf facilities in the area, and CBSA's field usage revenue decreasing for the third year in a row. In order to offset these losses, we have increased our outside tournament revenue, created new programs and events including summer camp and the Shamrock Run, and have reached out to individual groups and leagues to fill in usage gaps.

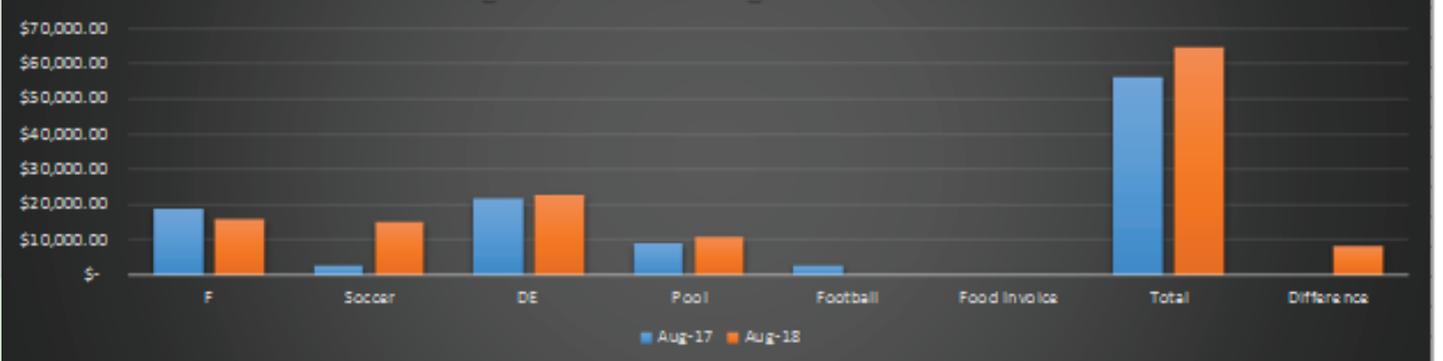
CONCESSIONS

The revenue for the month of August is up by \$8,420.25 and for the year we are up by \$3,287.25. Cash is accounting for 65.15% of our transactions and credit is accounting for 34.84% of the total transactions at the stands. In addition to this, we are showing a profit of \$232,051.01 (38% profit margin) which is an increase of \$ 46,708.30 (does not include F.T. salary, electric and credit card percentages, but does include soda exclusivity, food vendors and CBSA summer food payment).

Months	F	Soccer	DE	Pool	Football	Food Invoice	Total	Difference
Mar-17	\$ 1,329.00	\$ 612.75	\$ 679.00	\$ -	\$ -	\$ -	\$ 2,620.75	
Mar-18	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (2,620.75)
Apr-17	\$ 30,325.25	\$ 16,881.50	\$ 46,253.00	\$ -	\$ 2,416.00	\$ -	\$ 95,875.75	
Apr-18	\$ 31,476.00	\$ 18,141.75	\$ 44,573.00	\$ -	\$ -	\$ -	\$ 94,190.75	\$ (1,685.00)
May-17	\$ 40,794.75	\$ 22,132.25	\$ 65,779.50	\$ 2,909.75	\$ -	\$ -	\$ 132,072.50	
May-18	\$ 42,945.25	\$ 25,467.00	\$ 66,995.75	\$ 4,519.00	\$ -	\$ -	\$ 139,927.00	\$ 7,854.50
Jun-17	\$ 41,295.50	\$ 19,957.50	\$ 59,520.25	\$ 21,805.25	\$ -	\$ -	\$ 150,384.50	
Jun-18	\$ 46,259.50	\$ 16,296.75	\$ 60,563.00	\$ 22,239.00	\$ -	\$ -	\$ 145,358.25	\$ (5,026.25)
Jul-17	\$ 32,447.25	\$ 30,949.50	\$ 52,121.00	\$ 26,930.25	\$ 2,709.50	\$ -	\$ 148,585.75	
Jul-18	\$ 30,934.75	\$ 27,110.25	\$ 67,442.25	\$ 19,443.00	\$ -	\$ -	\$ 144,930.25	\$ (3,655.50)
Aug-17	\$ 18,958.50	\$ 2,745.25	\$ 21,897.00	\$ 8,942.50	\$ 2,579.50	\$ -	\$ 56,110.00	
Aug-18	\$ 15,750.25	\$ 15,097.75	\$ 22,691.25	\$ 10,991.00	\$ -	\$ -	\$ 64,530.25	\$ 8,420.25

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August 2017 vs. August 2018 Sales

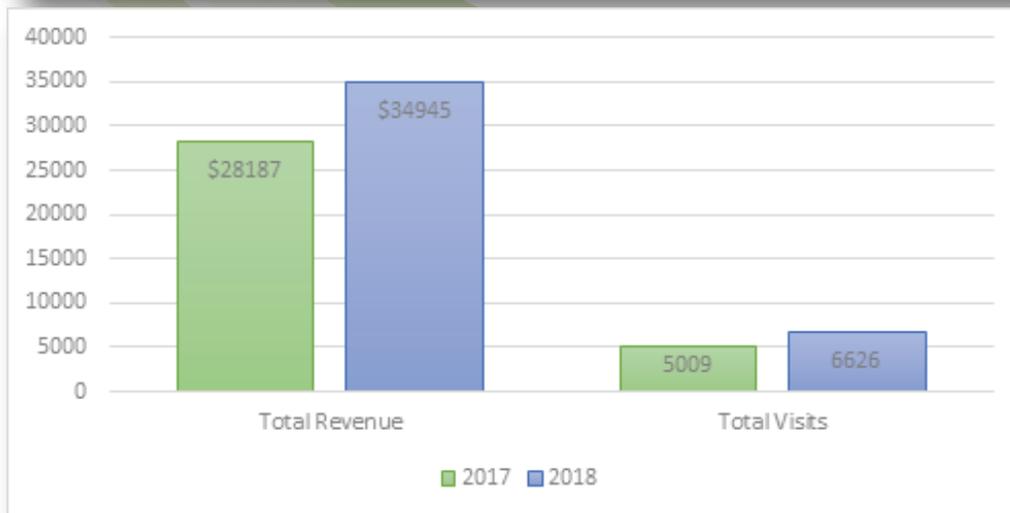
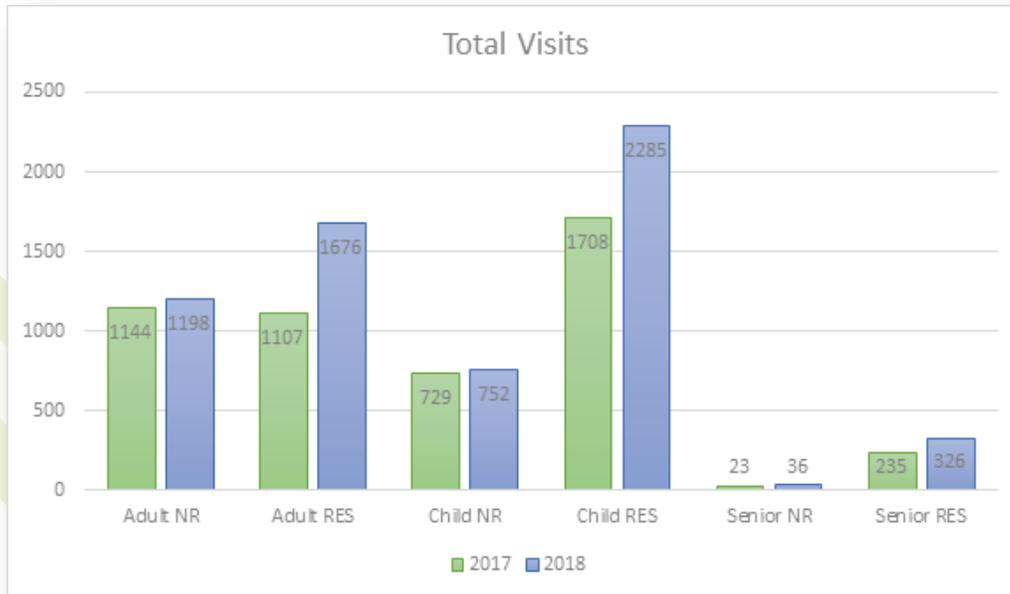


As far as the Y.T.D. totals for staffing, we have seen an increase in # of shifts (increased by 55 shifts), hours worked (increased by 58.9 hours), wages (increased by \$8,941.09) and %wage/net sales (increased by 1.47%) compared to this point last year. Note that we had an increase in hourly wage for workers from \$8 per hour to \$9 per hour. Despite these increases, we are still showing increases in gross sales, revenue and by individual concession stands at the complex. DE has increased sales by \$16,015.50, F stand has increased by \$2,215.50 and Soccer stand has increased by \$8,834.75, compared to this point last year. The only stand that has shown a decrease in sales is the pool by a total of \$3,395.75 and even with this decrease at the pool and not having sales from the Amphitheater and Football concession stand we are still showing an overall increase at the stands of \$23,670.00, with an overall increase in sales by \$3,287.25.

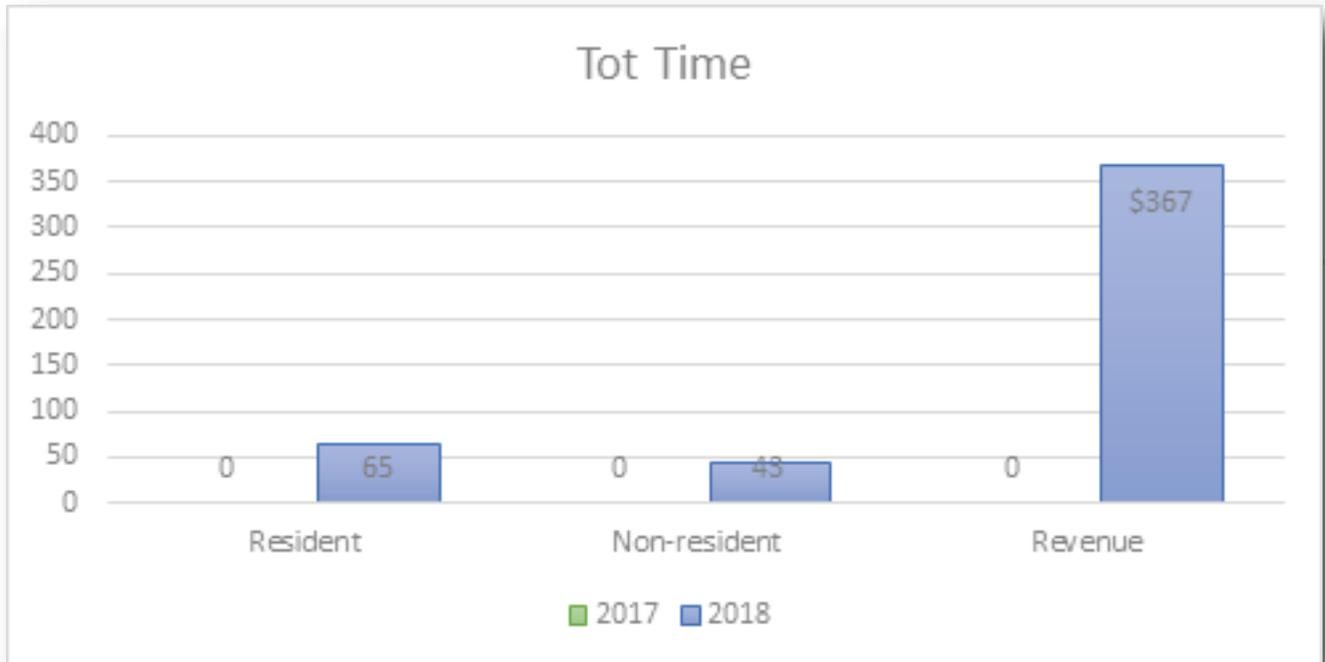
August	Transactions	Customers	Net	Avg./cust.	Management	Worker	Report Totals	Pin Pad	Cash
CVAC									
DE	3,731	3,731	\$ 22,691.25	\$ 6.08					
F	3,386	3,386	\$ 15,750.25	\$ 4.65					
Soccer	2,592	2,592	\$ 15,097.75	\$ 5.82					
Football	0	0	\$ -	\$ -					
Food Invoice									
# of shifts					94	147	241		
Hours Worked					469	677.70	1,147.00		
Wage					\$ 5,571.96	\$ 6,099.45	\$ 11,671.41		
% Wage					47.74	52.26			
%wage/net sales					8.63	9.45	18.09		
Total	9,709	9,709	\$ 53,539.25	\$ 5.51					
CP									
Pool	2,323	2,323	\$ 10,991.00	\$ 4.73					
total	2,323	2,323	\$ 10,991.00	\$ 4.73					
Gross Revenue	12,032	12,032	\$ 64,530.25	\$ 5.36				\$ 25,620.50	\$ 38,909.75

AQUATICS/RECREATION

In looking at the attendance comparison for 2017/2018, we increased total visits by 32.28% and our total revenue by 23.98%



◆ AQUATICS/RECREATION



For the month of August, Tot Time has averaged about 56 kids per day and we were only open two Fridays!

Recreation Programs

World Bird Sanctuary: All About Owls

The World Bird Sanctuary came out and gave their presentation called "All About Owls." They brought out 4 different species of owls and talked to the audience about each species and important and fun facts of each of them. There were about 80 people in the audience.



◆ EBERWEIN DOG PARK

We currently have 405 members registered and they keep coming in daily.

◇ OLDER ADULTS

On August 3rd we held a luau at the Ellisville Pool complex for the members of LOAP. The seniors were treated to Hawaiian themed food and music. A Hawaiian woman taught people the hula and everyone had a great time trying to sway with the music.



The Senior Walking Club met on August 1st and walked the Central Park Trail, August 8th we walked the Des Peres Park, August 15 the Riparian Trail, August 22nd the Longview Farm Trail and on August 29th we were scheduled to walk the Rivers Edge Trail, but because of inclement weather we walked at Chesterfield Mall.

Tai Chi continues on Mondays and Wednesdays at City Hall Council Chambers.

The Chesterfield Cycling Club rode at CVAC on Aug 6, the Al Foster Trail on August 13 and the Meramec Greenway in Valley Park and Kirkwood on August 27.

The Men's and Women's Roundtables met on August 6 and 20. Jan Misuraca joined the women on August 27 to discuss the Veteran's Honor Park.

Oasis presented The Director's Cut: Howard Hawks.



MARKETING

NEWSLETTERS

- Citizen Newsletter – Sept

SIGNAGE/BANNERS/SIGNS/BROCHURES

- Backstoppalooza signage, sponsorship
- Pool signage
- Amphitheater signage
- Flyers

ADVERTISING

- Digital Ad Banner with Chamber of Commerce
- Digital Ad with STL Kids Out and About/Monthly Paragraph

MARKETING & PROMOTION (FLYERS, CALENDARS, APP, ETC)

- Burbs
- The Schweg
- Backstoppalooza
- Sounds of Summer
- Umphrey's McGee
- Family Fun/Safety Day
- Big Head Todd
- Blackberry Smoke
- Senior Events
- Randy Rogers

- Send all events to event calendars (Out and About, About STL, etc)

EMAIL/MAIL

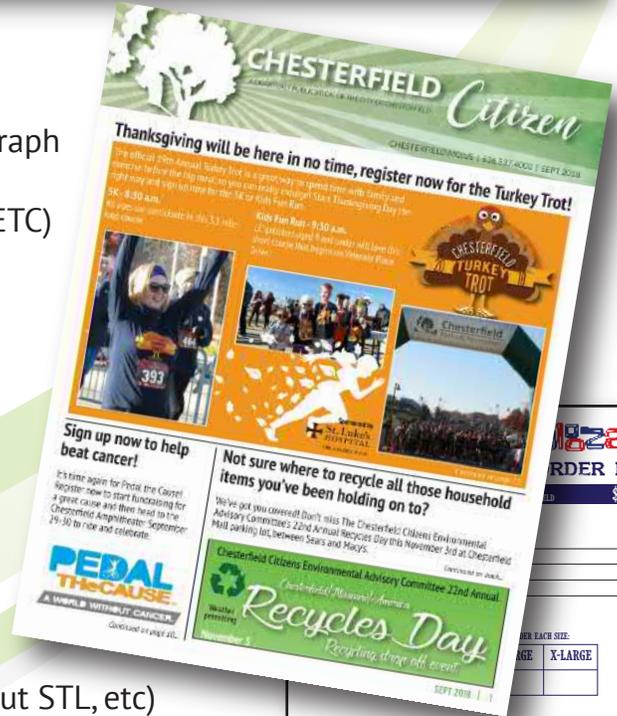
- Get Active/Friends of the Park eblast (2)
- Friends of the Park subscriptions and mailers (1)
- Older Adult News & Events eblast (2) and mailers (100)
- Youth Recreation eblast (2)
- Adding registrations to Friends of the Park/Amphitheater/Youth Rec/Running/VHP list serves

WEBSITES/APP

- City of Chesterfield website updates, images, text, and calendar
- Chesterfield Amphitheater website updates, events
- Parks App updates, images, text, and calendar

SOCIAL MEDIA (CITY/PARKS/AMP)

- Daily posts to Facebook, Twitter and Instagram, as well as events, messenger



◇ AUGUST PROJECT LIST

Area 1

- Hauled sand to the sand volleyball court
- Painted the CVAC bathroom doors
- Edged and leveled off the lips on D2 and D3
- Sodded bare areas in the outfields in F quad
- Top dressed the sod with sand
- Painted out the parking lot on F5 and F6
- Put out parking curbs on the parking lot



Area 2

- Spray turf areas at Central Park for various turf weeds
- Irrigation repairs on Parkway median P-3, Central Park pavilion, and mulch bed in front of amphitheater
- Sprayed Lespedeza growing in wildflower areas at Central park, Amphitheater, and around the lake
- Power washed all stone areas of the Amphitheater
- Installed erosion mats with gabion stone and Meramec gravel along 2 wash out areas by the lake
- Removed worn turf and installed new sod along amphitheater walkways



AUGUST PROJECT LIST

Area 3

- Trimmed and removed dead trees on Timberlake and Clarkson/40 quads
- Mowed trails and cleared area for bat house at Rivers Edge Park



Area 4

- Fountain up keep at Dierberg Park
- Applications of sedge hammer to control nutsedge at Dierberg Park
- Trim shrubs and keep curbs clean on ROW
- Grade around restroom and rock walkway at Rivers Edge
- Repair washouts on north side of levee at Rivers Edge
- Cut back grass that's creeping onto Levee Trail
- Straighten signs on Levee Trail
- Maintain annual and perennial beds at City Hall



PHOTO OF THE MONTH

