



# NOVEMBER 2018

MONTHLY REPORT

# ARTS & ENTERTAINMENT

## Art Exhibit

CPRA has four new artists Cathy Carney, Jeff Kapfer, Neil Brown and Teresa Frazier showing their artworks in the Chesterfield City Hall from Oct to Dec 2018.



How to make a living  
with your  
*art*

November 8  
6:30-7:30 pm  
City Hall Chambers  
Free, no registration required

Are you a visual artist looking to make a career out of your art? Join Steven Walden for this informative seminar where you'll learn the tips and tricks he used to become a full-time self-supporting artist. This presentation will what you can do to take your art career to the next level, mistakes to avoid, must-have real-world and online resources, and more.

## How to make a living with your art 11/08/18

Artist Steven Walden joined for this informative seminar where people could learn the tips and tricks he used to become a full-time, self-supporting artist.



Staff has been busy closing up the amphitheater and planning for next year. Prospective artists have been contacted for future exhibits and collaborations. Discussions with MAC and community partners, have been conducted for ideas on 2019 and grant possibilities. Multiple charitable foundations have renewed their contract for their walks/runs for 2019. Potential renters/promoters have reached out with their ideas and available dates for 2019 rentals of the Chesterfield Amphitheater. Communication is ongoing with talent agents regarding the 2019 concert schedule and offers have been submitted. It's a busy time of the year for the Arts and Entertainment Division.

# MARKETING

## NEWSLETTERS

- Creating, Editing and printing Winter Citizen

## SIGNAGE/BANNERS/SIGNS/BROCHURES

- Flyers
- Compost Bin purchase information
- Bulletin boards

## ADVERTISING

- Digital Ad Banner with Chamber of Commerce
- Digital Ad with STL Kids out and about/Monthly Paragraph
- Ad with West Newsmagazine

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

- City Jobs
- Parks Master Plan
- Youth Soccer League
- Dodgeball
- Turkey Trot Video
- Senior Walking Club
- Chesterfield Cycling Club
- Senior Sizzler, Older Adult events, Candlelight Dinner
- Recycles Day
- Sent 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

## 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





### Ascension Soccer

Ascension held their CYC Tournament at the complex the first two weekends in November, however due to rainouts and unseasonably cold weather they were reduced to the second weekend only. Ascension wrapped up play on Sunday, November 11.

### Adult Men's Soccer

On the second Sunday in November the Adult Soccer Recreation league wrapped up their league play on 5 fields. This league was made up of recreational adults 21+.

### CVAC Hours of Usage

November 2017 – 307.5

November 2018 - 99

### CVAC Field Revenue YTD

November 2018 - \$394,636.86

Estimated Year End Revenue - \$467,828.13

### Programs/Events

#### 19th Annual Chesterfield Turkey Trot

The annual Chesterfield Turkey Trot was held again this year on Thanksgiving morning with another large crowd. The 5K race kicked off in Central Park at 8:30am while the Fun Run started at 9:30am. This year we had 2,693 5K runners and 260 Fun Runners.



# CONCESSIONS

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
Sep-17	\$ 18,338.75	\$ 8,878.75	\$ 35,481.50	\$ 1,985.75	\$ 3,965.25		\$ 68,650.00	
Sep-18	\$ 14,451.75	\$ 5,042.50	\$ 40,457.75	\$ 2,240.25	\$ 3,685.75		\$ 65,878.00	\$ (2,772.00)
Oct-17	\$ 14,227.00	\$ 10,716.25	\$ 33,763.25	\$ -	\$ 3,114.75	\$ -	\$ 61,821.25	
Oct-18	\$ 15,206.00	\$ 7,571.50	\$ 31,997.00	\$ -	\$ -	\$ -	\$ 54,774.50	\$ (7,046.75)
Nov-17	\$ -	\$ 2,198.00	\$ -	\$ -	\$ 3,865.00	\$ 4,132.75	\$ 10,195.75	
Nov-18	\$ -	\$ 737.75	\$ -	\$ -	\$ -	\$ 2,928.00	\$ 3,665.75	\$ (6,530.00)

Months	F	Soccer	DE	Pool	Football	Food Invoice	Total	Difference
Nov-17	\$ -	\$ 2,198.00	\$ -	\$ -	\$ 3,865.00	\$ 4,132.75	\$ 10,195.75	
Nov-18	\$ -	\$ 737.75	\$ -	\$ -	\$ -	\$ 2,928.00	\$ 3,665.75	\$ (6,530.00)



The revenue for the month of November is down by \$6,530.00 compared to last November and for the year we are down by \$13,061.50. Reasons for the decline in sales:

- Stands were only open two days in November.
- Football stand was only open for 3 days during the bounce house event.
- Stands were not open at all in March due to rain outs.
- First year Amphitheater was not included for concession totals.
- Stands were closed 1.5 days during Exposure #2 due to rain and unsafe playing conditions.
- First year Concession workers were bumped up from \$8/hr., to \$9/hr.

# CONCESSIONS

Cash is accounting for 65.44% of our transactions and credit is accounting for 34.56% of the total transactions at the stands. In addition to this, we are showing a profit of \$308,483.31 (41.39% profit margin and this does not include F.T. salary, electric and credit card percentages, but does include soda exclusivity, food vendors, food rebates, equipment sold on Govdeals.com and CBSA summer/fall food payments). Adjustments are being made on a seasonal basis (from spring to fall) to the menu, types of vendors that we order from, recommendations that the customers have for any new items and continual tracking of sales numbers for each item throughout the year to ensure a positive gain.

November	Transactions	Customers	Net	Avg/cust.	Management	Worker	Report Totals	Pin Pad	Cash
CVAC									
DE	0	0	\$ -	\$ -					
F	0	0	\$ -	\$ -					
Soccer	178	178	\$ 737.75	\$ 4.12					
Football	0	0	\$ -	\$ -					
Food Invoice	0	0	\$ 2,928.00	\$ -					
# of shifts					2	3	5		
Hours Worked					11.90	11.00	22.90		
Wage					\$ 142.60	\$ 99.15	\$ 241.75		
% Wage					58.99	41.01			
%wage/net sales					19.33	13.44	32.77		
Total	178	178	\$ 3,665.75	\$ 4.12					
CP									
Pool	0	0	\$ -	\$ -					
total	0	0	\$ -	\$ -					
Gross Revenue	178	178	\$ 3,665.75	\$ 4.12				\$ 195.50	\$ 542.25

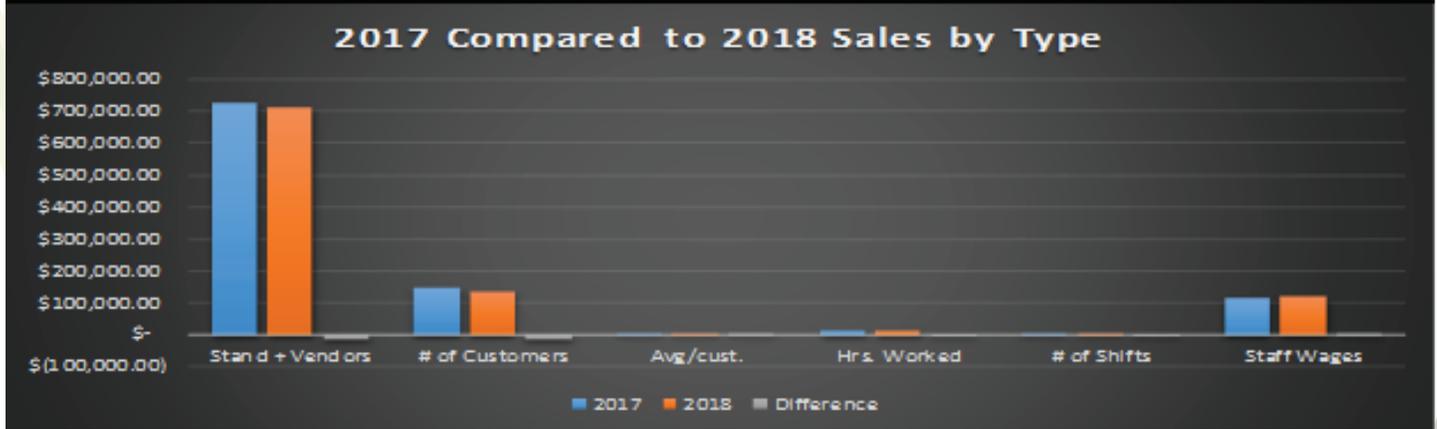
YTD	Transactions	Customers	Net	Avg/cust.	Management	Worker	Report Totals	Pin Pad	Cash
CVAC									
DE	58,610	58,610	\$ 334,720.00	\$ 5.71					
F	41,106	41,106	\$ 197,023.50	\$ 4.79					
Soccer	20,294	20,294	\$ 115,485.25	\$ 5.33					
Football	616	616	\$ 3,685.75	\$ 5.98					
Food Invoice	0	0	\$ 2,928.00	\$ -					
# of shifts					836	1,481	2,317		
Hours Worked					4,604.90	7,333.00	11,937.90		
Wage					\$ 54,319.66	\$ 65,996.70	\$ 120,316.36		
% Wage					45.13	54.85			
%wage/net sales					7.65	9.29	16.94		
Total	120,626	120,626	\$ 653,822.50	\$ 5.42					
CP									
Pool	12,533	12,533	\$ 59,432.25	\$ 4.74					
total	12,533	12,533	\$ 59,432.25	\$ 4.74					
Gross Revenue	133,159	133,159	\$ 713,254.75	\$ 5.36				\$ 245,519.00	\$ 464,807.75

Stand	Bank Deposit	POS Total	Difference
DE	\$ 334,091.88	\$ 334,028.50	\$ 63.38
F	\$ 197,085.35	\$ 197,023.50	\$ 61.85
Soccer	\$ 116,730.88	\$ 116,156.75	\$ 574.13
FB	\$ 3,691.25	\$ 3,685.75	\$ 5.50
POOL	\$ 59,392.47	\$ 59,432.25	\$ (39.78)
<b>Total</b>	<b>\$ 710,991.83</b>	<b>\$ 710,326.75</b>	

\*Discrepancy at Soccer stand is due to POS going down and items not getting entered into the system correctly, which is mainly correlated to one specific day where they were \$419.60 over on October 6th. The reason that D and F stand are showing a positive gain is due in part to the accumulation of tips throughout the entire year that was left at the registers (despite workers letting customers know that we are not allowed to accept tips). Pool is showing a negative difference between Bank deposit and POS total because that is one of the stands that we used mainly for training of new hires.

# CONCESSIONS

Year	Stand + Vendors	# of Customers	Avg/cust.	Hrs. Worked	# of Shifts	Staff Wages
2017	\$ 726,316.00	148,593	\$ 4.89	12,288.25	2,354	\$ 114,966.15
2018	\$ 713,254.75	133,159	\$ 5.36	11,937.90	2,317	\$ 120,316.36
<b>Difference</b>	<b>\$ (13,061.25)</b>	<b>-15,434</b>	<b>\$ 0.47</b>	<b>-350.35</b>	<b>-37</b>	<b>\$ 5,350.21</b>



Despite a decrease in number of shifts (by 37 shifts), a decrease in hours worked (by 350.35 hours), an increase in wages (by \$5,350.21) and an increase in %wage/net sales (by 1.3%) compared to this point last year there is some troubling figures that this chart does not explain. One troubling aspect of this chart, is that there isn't a true correlation of the decrease in hours worked and decrease in number of shifts to the issues that we had in not effectively staffing the stands due to low application numbers. This was the first year where we were consistently advertising/ hiring throughout the entire year and we were still unable to collect extra applications. This is concerning because we have increased hourly wages for workers (\$8/hour to \$9/hour), we have continued a point system to ensure that the staff is held accountable and based on their points they accumulate throughout the year, they can receive a \$25 or \$10 gift card and we have aggressively started promoting within and continuing to give staff a \$0.15 cent raise each year they return. Even though we have made adjustments to how we acquire staff, we haven't been able to find enough reliable workers who can work consistently and with the amount of tournaments, restructuring of responsibilities and new leagues for the upcoming year it could be tough to staff all areas of operation. In addition to this, we are competing with the stores in the valley, outlet malls, and fast food/ dine-in restaurants that are able to offer \$12-\$15 per hour for workers and advertising a job that is year round, where we our advertising for seasonal jobs that includes a 3 month period where there is no opportunity for work.

2018 Top 15 Items	Qty:	Value	Value %
Water	33,479	\$ 50,095.50	7.1
Gatorade	28,022	\$ 69,915.00	9.8
Soda	27,046	\$ 67,482.50	9.5
Hotdog	11,144	\$ 27,777.50	3.9
Pretzel	10,914	\$ 32,631.00	4.6
Pretzel & Cheese	9,537	\$ 33,334.00	4.7
Cheeseburger	8,911	\$ 31,153.50	4.4
Chocolate Candy	8,135	\$ 12,178.50	1.7
Air Heads	7,961	\$ 3,976.50	0.6
Fries	7,936	\$ 15,822.00	2.2
Seeds	7,769	\$ 9,697.50	1.4
Cup of Ice	7,494	\$ 1,870.00	0.3
Chicken strips	7,313	\$ 25,532.50	3.6
Bud Light	7,270	\$ 29,016.00	4.1
ICEE Sq. Tube	6,291	\$ 12,554.00	1.8
<b>Total:</b>	<b>189,222</b>	<b>\$ 423,036.00</b>	<b>59.70%</b>

Year	DE	F	Soccer	Football	Food Involes	Amp	Pool	Gross Rev	Rebates
2012	\$ 260,647.90	\$ 152,368.26	\$ 49,722.03	\$ 27,709.32	\$ 1,867.65	\$ 11,631.75	\$ 63,203.59	\$ 567,150.50	\$ -
2013	\$ 235,514.40	\$ 171,118.60	\$ 106,100.90	\$ 30,149.20	\$ 5,860.43	\$ 20,768.85	\$ 69,495.90	\$ 639,008.28	\$ -
2014	\$ 250,722.00	\$ 217,462.00	\$ 122,041.25	\$ 24,183.75	\$ 4,021.25	\$ 16,073.50	\$ 71,446.25	\$ 705,950.00	\$ 731,734.50
2015	\$ 280,268.25	\$ 185,974.75	\$ 133,114.50	\$ 25,367.00	\$ 3,658.36	\$ 20,745.50	\$ 82,238.25	\$ 731,366.61	\$ 754,866.61
2016	\$ 295,722.50	\$ 194,585.50	\$ 111,909.75	\$ 28,088.50	\$ 4,267.00	\$ 22,937.75	\$ 87,419.75	\$ 752,063.25	\$ 781,798.35
2017	\$ 314,577.25	\$ 197,716.00	\$ 115,071.75	\$ 19,567.25	\$ 4,132.75	\$ 12,677.75	\$ 62,573.50	\$ 726,316.25	\$ 757,579.95
2018	\$ 334,720.00	\$ 197,023.50	\$ 115,465.25	\$ 3,685.75	\$ 2,928.00	\$ -	\$ 59,432.25	\$ 713,254.75	\$ 745,329.85
<b>Total</b>	<b>\$ 1,972,172.30</b>	<b>\$ 1,316,248.61</b>	<b>\$ 753,425.43</b>	<b>\$158,750.77</b>	<b>\$ 26,735.44</b>	<b>\$ 104,835.10</b>	<b>\$ 495,809.49</b>	<b>\$ 4,835,109.64</b>	

# CONCESSIONS

Pool	\$ 10,017.66
CVAC	\$ 269,406.11
Services	\$ 36,247.23
Hardware	\$ 248.18
Permits	\$ 611.00
Staff Wages	\$ 120,316.36
<b>Total Expenses</b>	<b>\$ 436,846.54</b>
Revenue	\$ 710,326.75
<b>PROFIT</b>	<b>\$ 273,480.21</b>
Pepsi Exclusivity	\$ 20,000.00
Rebate Check	\$ 8,178.00
CBSA Food	\$ 1,278.00
Food Vendors	\$ 1,650.00
Tyson rebate	\$ 1,497.10
Gov. Deals	\$ 2,400.00
Add. Rev. Total	\$ 35,003.10
GT Revenue	\$ 745,329.85
GT Revenue Profit	\$ 308,483.31

2018 compared to 2017	QTY	Value
Water	-3,572	\$ (5,419.50)
Gatorade	-762	\$ (1,955.00)
Soda	-2,264	\$ (5,702.50)
Hotdog	-607	\$ (1,575.00)
Pretzel	-598	\$ 3,883.50
Pretzel & Cheese	-1,351	\$ 733.00
Cheseburger	147	\$ 514.50
Candy	-4,618	\$ (6,921.00)
Airheads	-8,491	\$ (131.00)
Fries	-2,097	\$ (4,200.00)
Seeds	-2,021	\$ (84.50)
Cup of Ice	-2,281	\$ (571.25)
Chicken strips	-1,298	\$ (4,553.50)
Bud Light	-2,460	\$ 4,620.00
ICEE Sq. Tubes	-1543	\$ (1,134.50)
<b>Total</b>	<b>-33,816</b>	<b>\$ (22,496.75)</b>

\*The top 15 items were the same as last year despite those items being in a different order by quantity sold. In comparison to last year, we did see an increase in value for the pretzels, pretzel and cheese, cheeseburger and Bud Light. For the upcoming year, price adjustments and slimming the menu down will be a priority based off of the discussion that we had with the master plan group. One thing to keep in mind is that we have to be careful of how fast and by how much we raise an item, so that we don't encourage customers to bring their own items more than they do now.

New Items 2018	Qty	Value
Zwickel	1,608	\$ 8,020.00
Gooley Bites	1,343	\$ 5,682.25
Caramel Praline	492	\$ 1,476.00
French Vanilla (20)	342	\$ 852.50
French Vanilla (12)	210	\$ 416.00
Philly Cheese steak	188	\$ 893.00
Zwickel - 6pk	26	\$ 650.00
<b>Total</b>	<b>4,209</b>	<b>\$ 17,989.75</b>

The 2018 season, was a trying season and a difficult one. There were a lot of issues with having enough staff to ensure that the stands ran smoothly. Due to us struggling to get staff year round, it put a lot of strain on the workers due to the long hours and working doubles as needed. Improving the amount of staff for next year is a top priority this offseason, especially since concessions will be in charge of staffing the pool front desk. Despite the staffing issue there were a lot of positives, we had multiple promotions from worker to manager positions, the gooley bites were a big success despite them being a seasonal item, we grossed over \$300,000 again, we saw a decrease in a majority of our expenses, since 2012 we have grossed \$4,835,109.64 in sales at the stands and food invoices. Even though we had some positives there is still room for improvement for the concession operation. Some of the main changes will be adjusting menu prices, redistributing responsibilities of staff, using the satellite cart on a more consistent basis and slimming down the menu so that we can worry more about quality of food and less about quantity of items on the menu. By implementing these changes, this should help and increase productivity with in the stands, lessen the wait time by customers and ensure that each item is consistent throughout the year despite what stand you order from.



# NOVEMBER PROJECT LIST

## Area 1

- Blew out irrigation
- Blew and picked up leaves
- Took down all the temp fence from the softball tournament
- Moved all bleachers, trash cans, and goals
- Removed the nets from the goals
- Started to remove home plates and base anchors
- Maintenance workers studied for CDL tests



## Area 2

- *Central Park*
  - Began cutting back perennials/ornamental grasses
  - Removed funbrellas from the playground
  - Installed heaters and winterized all buildings
  - Began leaf removal
  - Turkey Trot planning, setup, and breakdown
- *Amphitheater*
  - Continued amp paver replacement project
  - Began cutting back perennials/ornamental grasses
  - Removed exhaust hood/repaired the ceiling in amp concession stand
- *Parkway Community Garden*
  - Began mulch removal in the walkways
- *Veterans Honor Park*
  - Winterized and cleaned the fountain
  - Winterized the irrigation system
  - Began cutting back perennials/ornamental grasses





# NOVEMBER PROJECT LIST

## Area 3

- Winterized irrigation at Eberwein and ROW
- Clipped honeysuckle at Conway cemetery
- Trimmed trees at Eberwein
- Started cutting ornamental grasses
- Put up windscreen on pavilion at Eberwein
- Leaf clean up at Eberwein



## Area 4

- *City Hall*
  - Blew out irrigation
  - Mulch and pick up leaves
- *Dierberg Park*
  - Blew out irrigation
  - Picked up leaves
  - Drained fountain
  - Cleaned up beds
  - Cut back brush along fence
- *Rivers Edge Park*
  - Sorted and hauled mulch from event grounds
  - Top dress trails
  - Continue cutting willows off trail
- *Row*
  - Blew out irrigation
  - Cleaned existing plant material from Olive triangle beds
  - Installed and transplanted grasses and perennials on Olive triangle beds

### *Did You Know -*

Parks Maintenance staff was on Snow Duty- Nov. 14-15 and had staff training in Diversity in the workplace, and storm water pollution.



# PHOTO OF THE MONTH

