



MEMORANDUM

PARKS & RECREATION

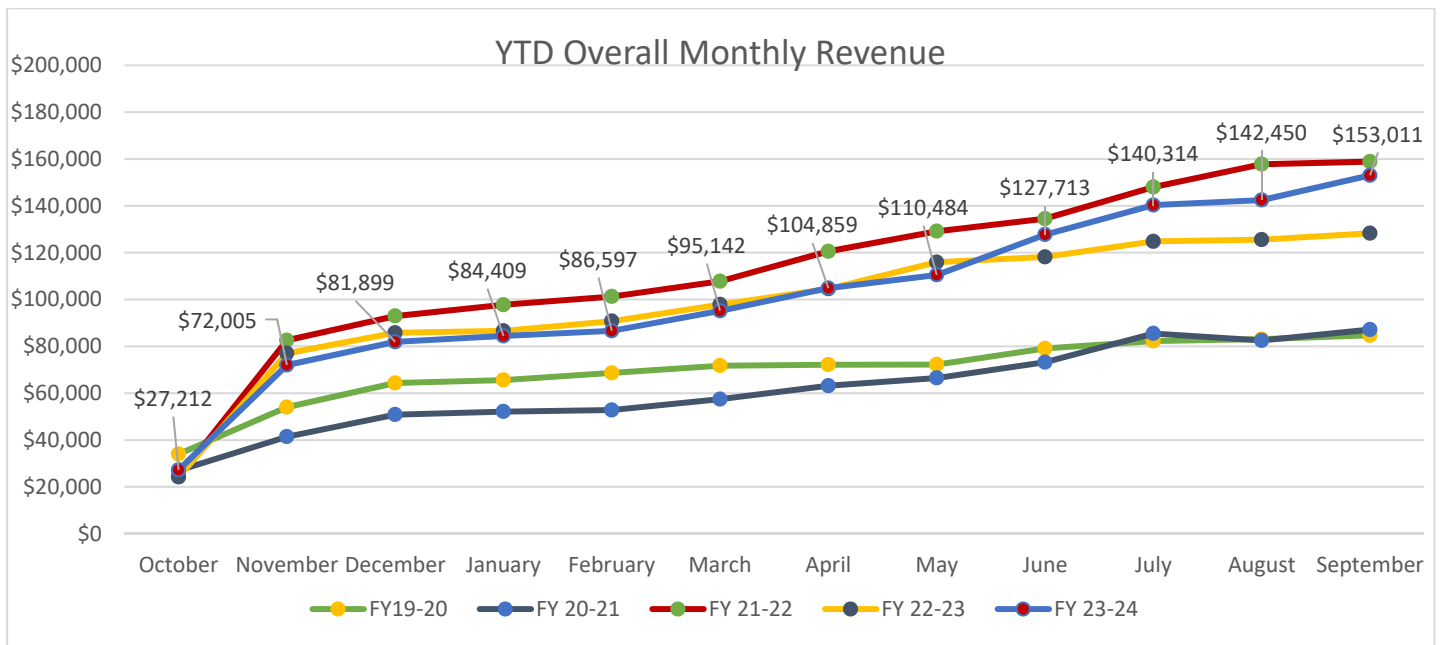
To: Robert Diaz, Parks & Recreation Director
From: Hillary Kidd, Historical Park Manager
Date: November 5, 2024
Subject: Historical Park FY 23/24 Q4 – Year-End Report

Historical Park

The quarterly report reflects year-to-date totals. The City's fiscal year runs from October through September. This report includes October 2023 through September 2024 time period. Numbers have not been audited and are subject to adjustment.

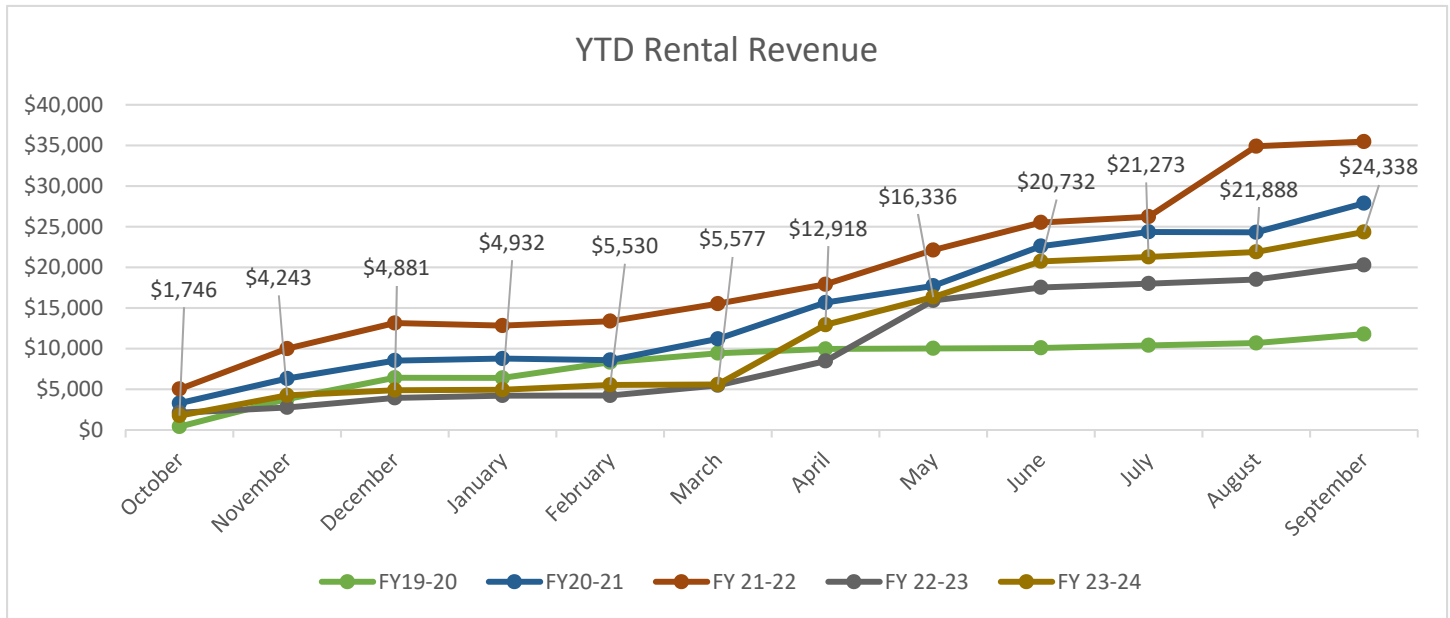
Revenue

YTD Overall Revenue



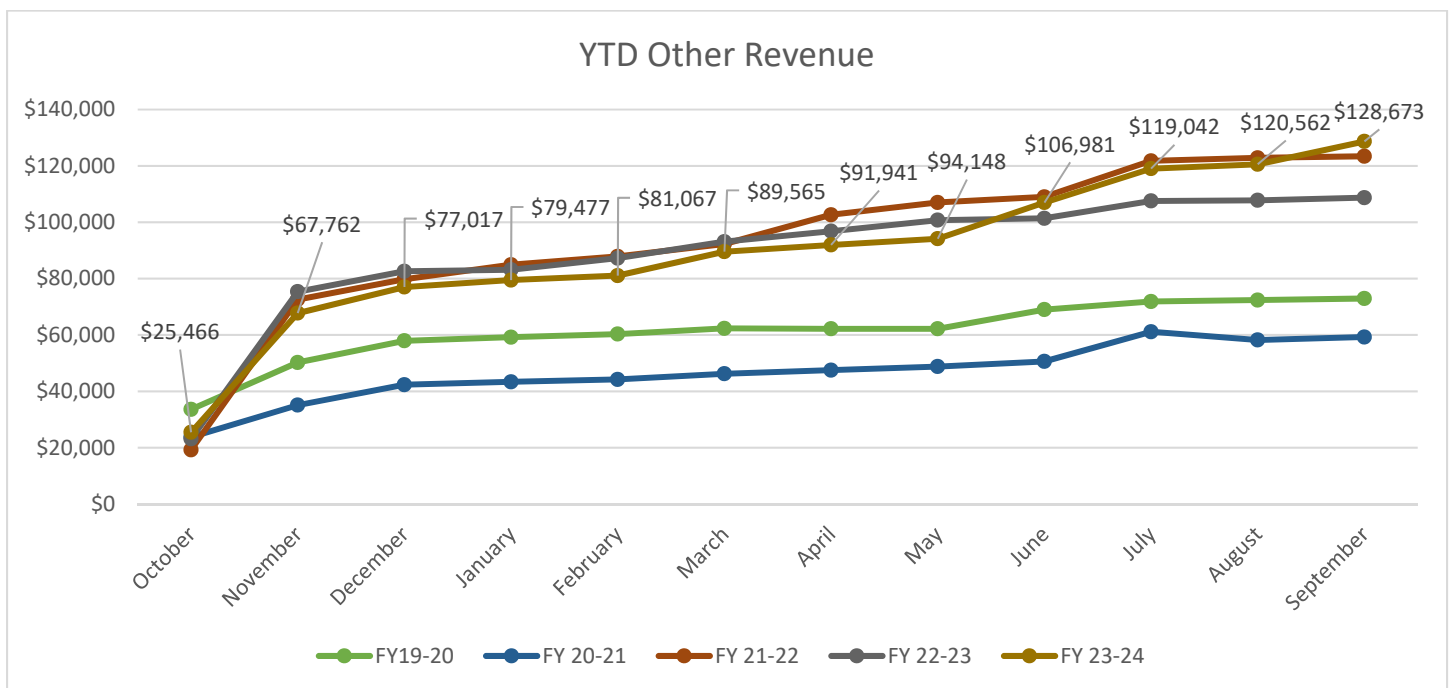
The fourth quarter overall revenue for FY 23/24 totaled \$25,298 compared to \$10,099 in the fourth quarter of the previous year; an increase of 150% or \$15,199. The year-end overall revenue for FY 23/24 also had an increase of 19% or \$24,741, resulting in a revenue total of \$153,011 versus \$128,270 for FY 22/23. This increase was due to the vast array of enticing programs for the public, including: multi-award-winning Summer Camps (\$12,000), Christmas Teas (\$6,780), School Tours (\$5,790), Cooking & Decorating Classes for adults and children (\$4,040), Mad Hatter Tea (\$3,750), Adult Egg Hunt (\$3,570), Girl Scout workshops (\$2,520), and Fall Minis (\$2,100), as well as (26) venue rentals (\$24,338) that generated (69) hotel rooms and \$14,277 in hotel occupancy tax revenue.

YTD Rental Revenue



The fourth quarter rental revenue for FY 23/24 totaled \$3,606 compared to \$2,768 in the fourth quarter of FY 22/23; an increase of 30% or \$838. Overall for FY 23/24, the year-end rental revenue was \$24,338, an increase of 20% or \$4,054 more than the \$20,284 year-end total from last year. This includes the (26) rentals we hosted and the (69) hotel rooms which generated \$14,277 in hotel occupancy tax revenue.

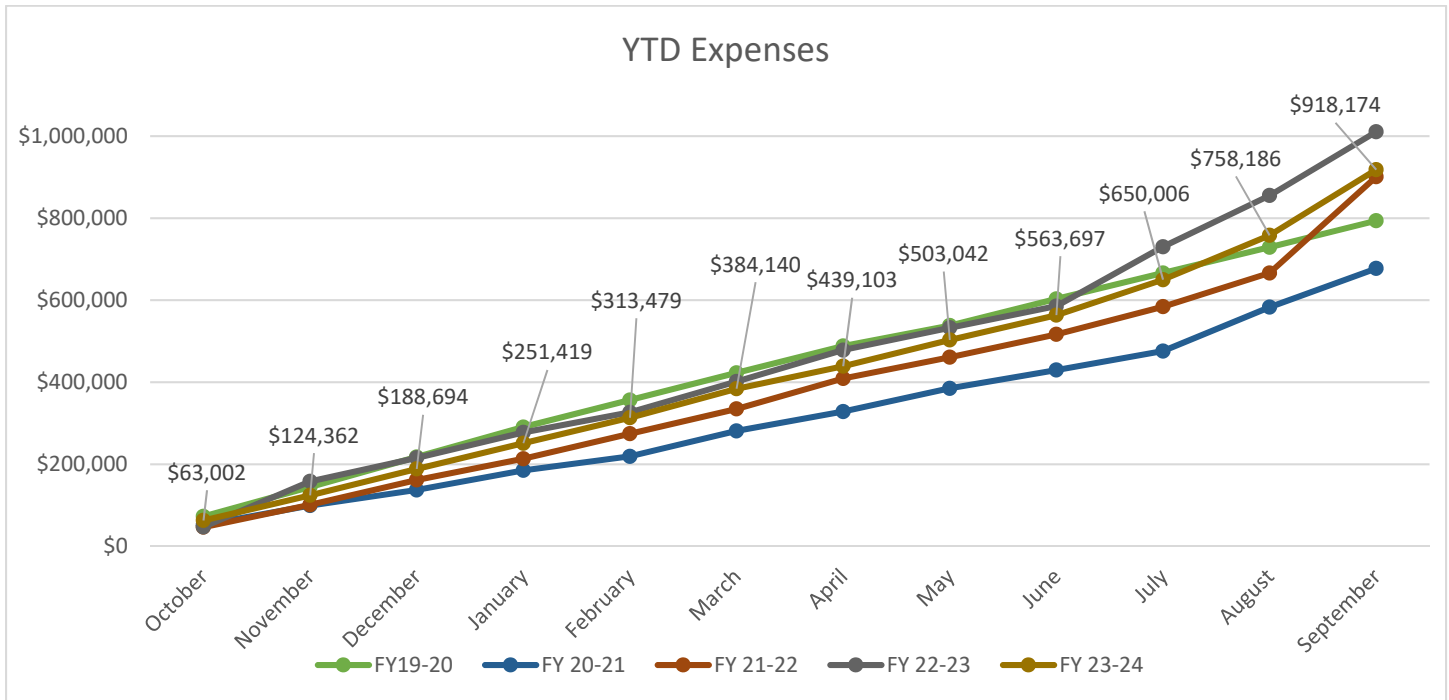
YTD Other Revenue



The fourth quarter other revenue for FY 23/24 totaled \$21,692 compared to \$7,331 in the fourth quarter of FY 22/23; an increase of 196% or \$14,361. Overall, the year-end other revenue was \$128,673, an 18% increase or \$19,949 more than the \$108,724 year-end total from last year. As mentioned, contributing factors included our programming offerings which featured multi-award-winning Summer Camps (\$12,000), Christmas Teas (\$6,780), School Tours (\$5,790), Cooking & Decorating Classes for adults and children (\$4,040), Mad Hatter Tea (\$3,750), Adult Egg Hunt (\$3,570), Girl Scout workshops (\$2,520), and Fall Minis (\$2,100).

Expenses

YTD Expenses



The Historical Park did have a decrease in expenditures for the fourth quarter, as well as the overall year-end totals. The fourth quarter saw a decrease of 16% or \$354,477 in total expenses compared to the previous year fourth quarter of \$425,025; a decrease of \$70,548. Overall for FY 23/24 the year-end expenses have decreased by 9% or \$92,526, bringing the year-end grand total expenses to \$918,174 compared to FY 22/23 year-end total of \$1,010,700. The majority of our building maintenance projects have to be completed during the summer months due to all the school tours in the fall and spring. With the Log Cabins disassembled for the Event Center construction, it requires all other structures to be open and available to accommodate the large crowds of school children. During the fourth quarter, we completed the full exterior restoration of the Farmers Branch Depot (\$33,400), added (2) storage containers to the maintenance area (\$22,550), and also the replaced the maintenance area fence (\$10,590), which was damaged during a storm. Other expenditures for the year included, contract labor (\$61,400), mowing services (\$21,700), copier (\$8,200), picnic tables (\$5,950), various light pole repairs (\$3,660), outdoor display case (\$3,200), and tree trimming (\$2,900). The remaining other expenditures are associated with normal operations; general expenses related to personnel salary and benefits, programming supplies, facility and grounds maintenance, utilities, marketing, and the rising cost of consumer goods.

Summary

This past fiscal year, the Historical Park accomplished numerous goals with building repairs completed, an overall increase in revenue and rentals, as well as a decrease in expenditures. Specifically, expenses have decreased by 9%, overall revenue has increased by 19%, and rentals have increased by 20%. We hosted (26) rentals which brought in (69) hotel rooms and \$14,277 in hotel occupancy tax revenue. Aside from revenue increases, there were many celebratory wins that cannot be overlooked. Construction was completed on the Event Center, Venue 1842, and the grand opening will take place in early FY 24/25. We won both regional and state awards with TRAPS (Texas Recreation and Parks Society) for our Day of the Dead Celebration and Charcuterie Board class. This is the second Historical Park program to win both regional and state awards with TRAPS, the other program being our Girls Make History Summer Camp. We added much needed storage to our maintenance area and were able to complete the exterior restoration on the Depot, bringing us almost to completion on the deferred maintenance projects, with the Queen Anne Victorian Cottage and Gilbert House roof replacement scheduled to be completed in the upcoming fiscal years.