



MEMORANDUM

ECONOMIC DEVELOPMENT, TOURISM, & PLANNING

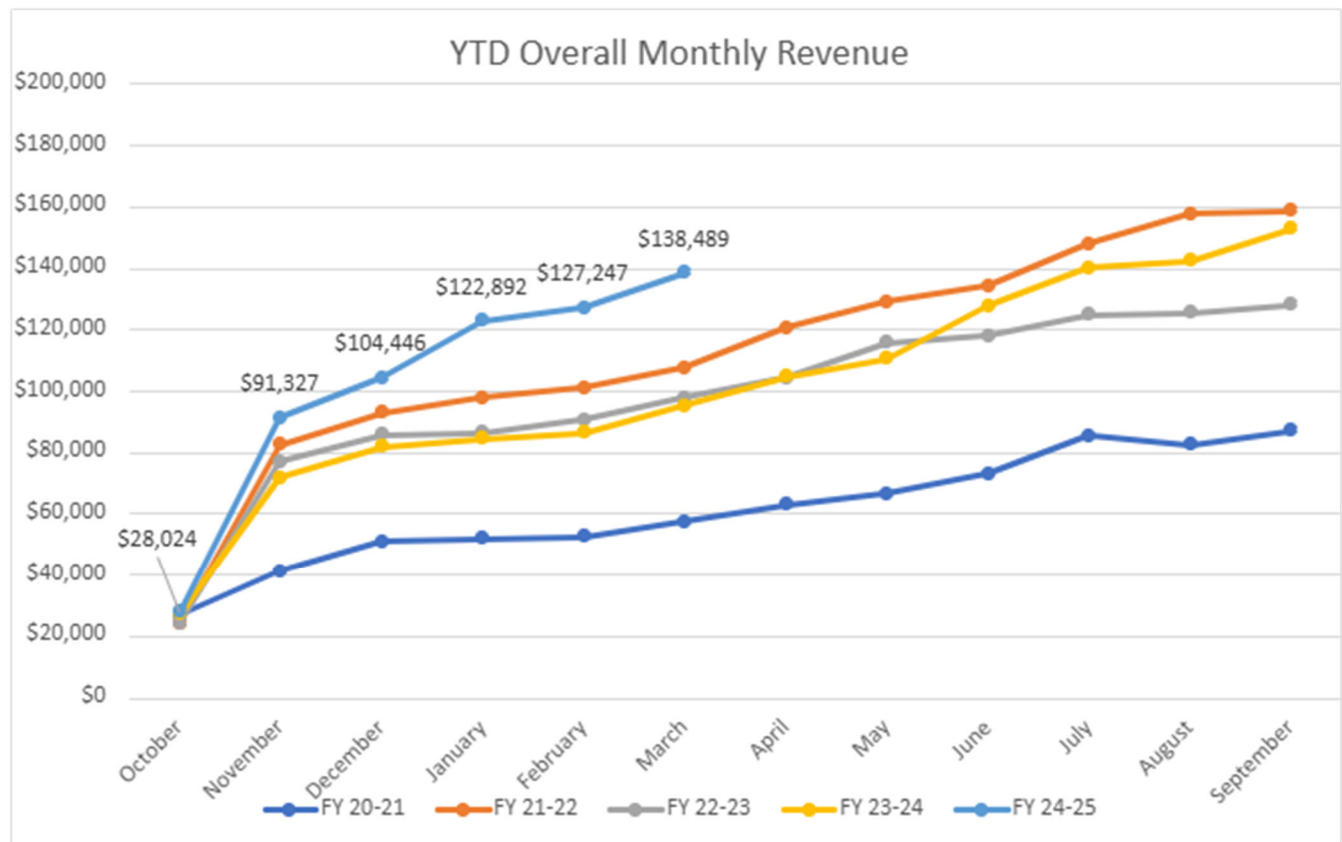
To: Perla Tavera, Director of Economic Development, Tourism, & Planning
From: Hillary Kidd, Historical Park Manager
Date: April 16, 2025
Subject: Historical Park FY 24/25 Q2 Report

Historical Park

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

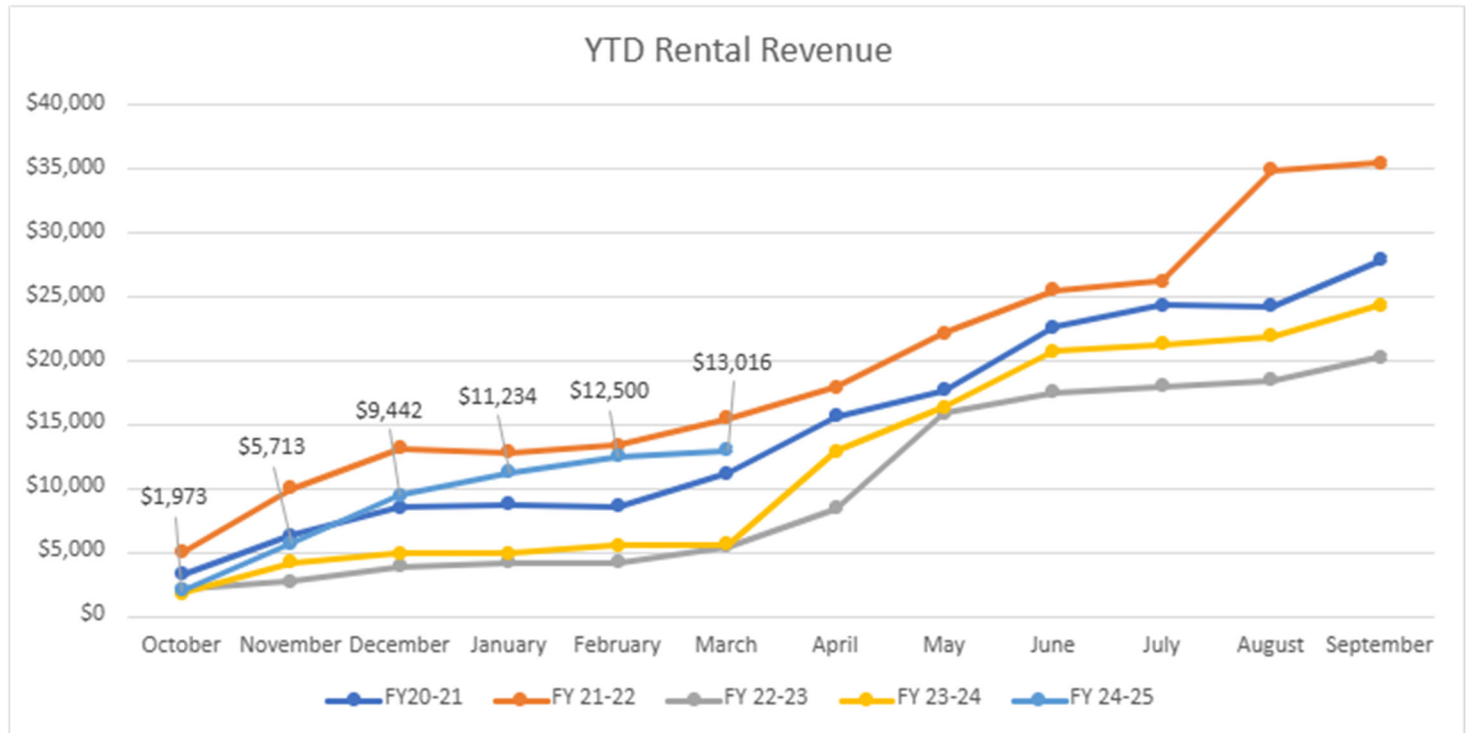
Revenue

YTD Overall Revenue



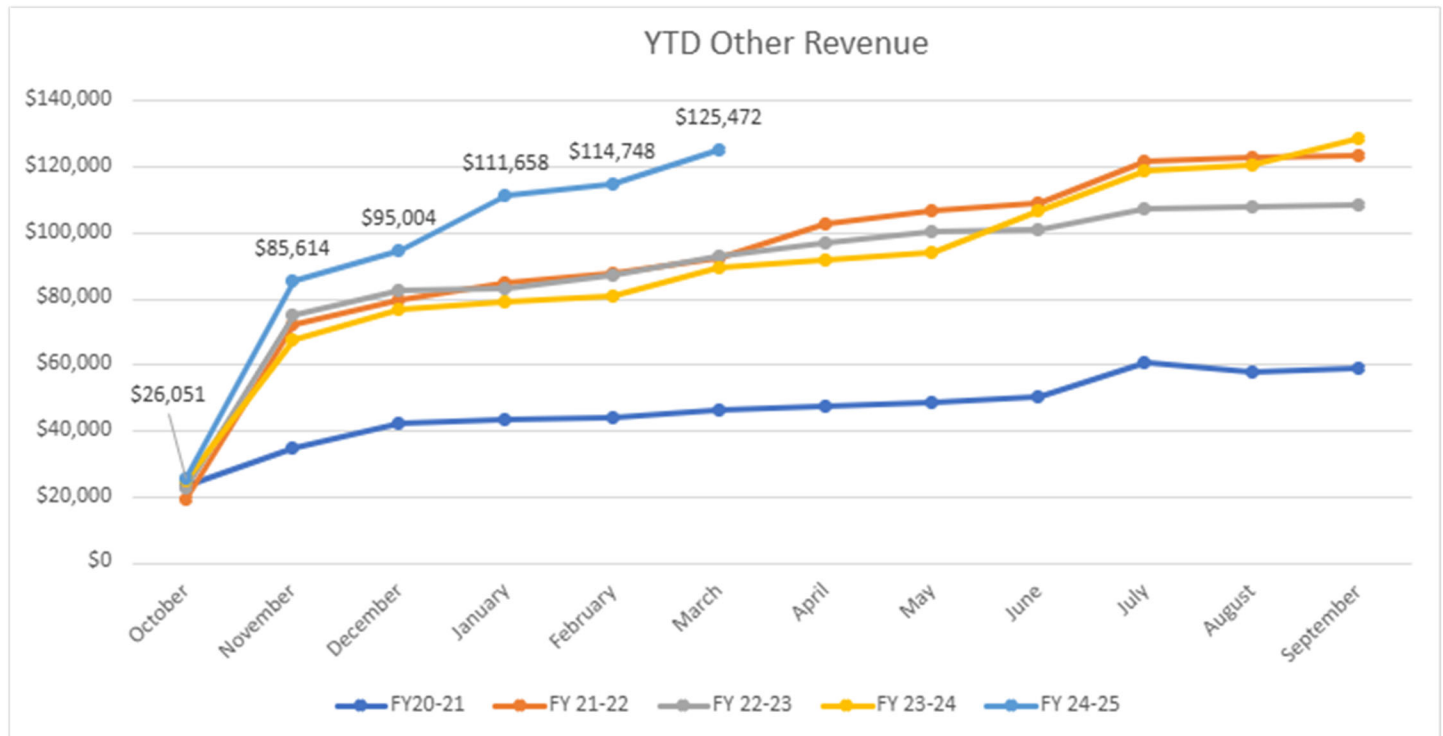
The year-to-date revenue totals for the second quarter of FY 24/25 have increased by 46% compared to last year. FY 23/24 year-to-date revenue was \$95,142 while FY 24/25 was \$138,489; an increase of \$43,347. The second quarter saw an overall revenue increase of 157%; FY 23/24 second quarter was \$13,243, while FY 24/25 was \$34,042, or an increase of \$20,799. Some of the highlights of the programs offered from January through March were: Mad Hatter Tea (\$4,350), (3) Girl Scout workshops (\$1,420), Stitch & Style Spring Break Camp (\$750), school tours and (3) rentals.

YTD Rental Revenue



The year-to-date second quarter rental revenue for FY 24/25 totaled \$13,016, compared to \$5,577 in the second quarter of FY 23/24; an increase of 133% or \$7,439. We had (3) rentals: (1) wedding, (1) bridal shower, and (1) 2-day corporate meeting that was a complete buy-out of the Historical Park complex. Also, (12) hotel rooms were reserved which generated \$1,758 for the hotel occupancy tax fund.

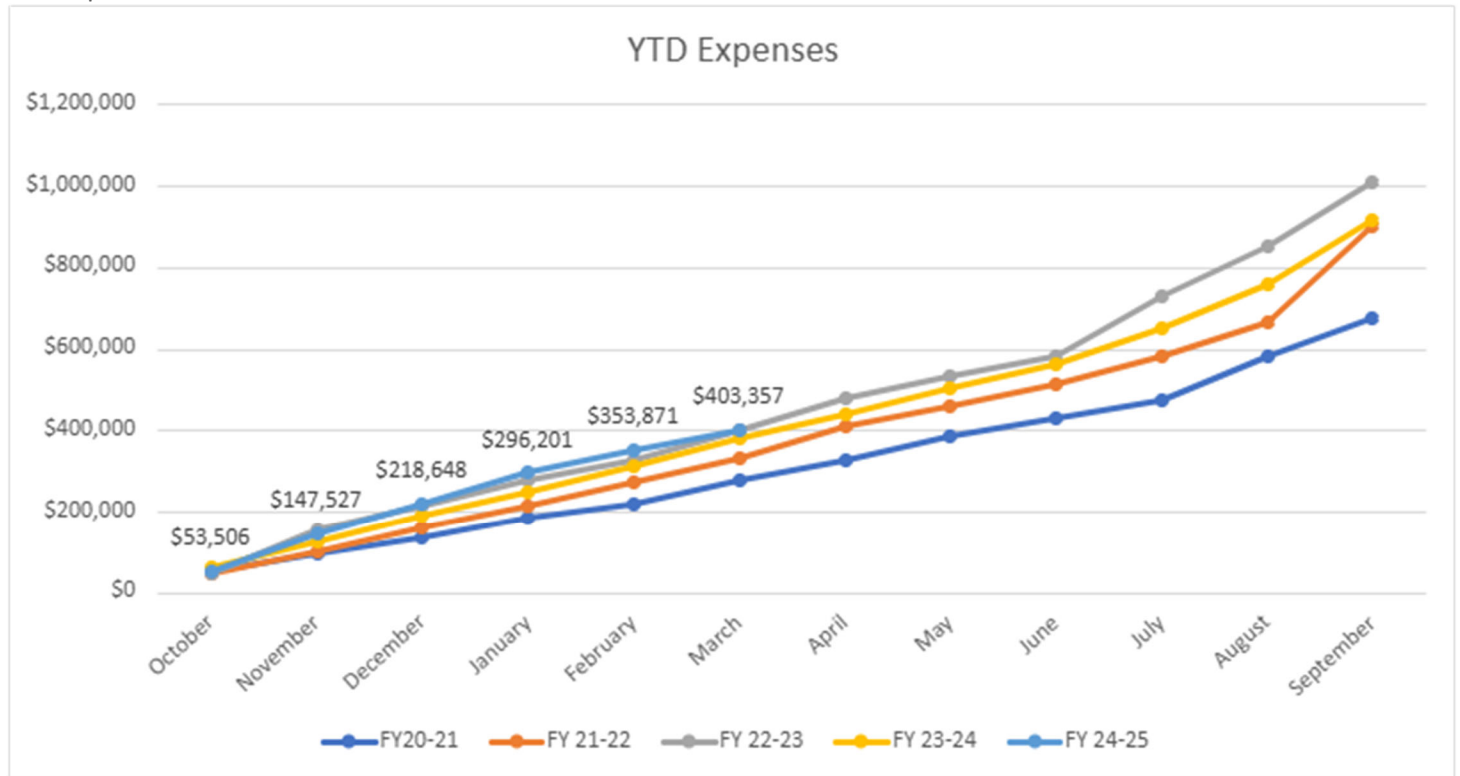
YTD Other Revenue



The second quarter of FY 24/25 saw a total of \$125,472 in "other revenue" compared to \$89,565 in the second quarter of FY 23/24; an increase of 40% or \$35,907. The revenue increase is due to the success of various programs and special events, including the Mad Hatter Tea (\$4,350), (3) Girl Scout workshops (\$1,420), Stitch & Style Spring Break Camp (\$750), and school tours (\$235).

Expenses

YTD Expenses



The Historical Park had a decrease of 5% or \$10,737 in expenses in the second quarter of FY 24/25; \$184,709 in expenditures compared to \$195,446 in the second quarter of FY 23/24. However, the year-to-date totals leveled out with a 5% increase or \$19,217 in expenses from FY 24/24 at \$403,357 compared to FY 23/24 at \$384,140. Normal expenses were incurred with the Mad Hatter Tea and grounds maintenance with mowing contracts, we also had a few repairs to the roof of the Dodson House, purchased a new ice maker for the Catering Kitchen, and purchased a new chainsaw along with having a tree removed after wind damage. The remaining were general expenses related to personnel salary and benefits, program supplies, facility maintenance, utilities, printing, marketing, and more.

Summary

The overall revenue for the second quarter of fiscal year 24/25 came in with a substantial 157% increase, other revenue had a 143% increase, and rental revenue increased by a significant 414% and brought in \$1,758 in hotel rooms for the hotel occupancy fund. Historical Park visitation, engagement, and activation continue to rise, and we are seeing more visitors to the Historical Park. For this quarter, we had a 54% increase in visitors compared to the same quarter last year, even though historically, this is our slowest time of the year. Rounding out the second quarter, the expenditures saw a 5% decrease over last year as we completed a repair project on the Dodson House roof, purchased a new ice maker for the Catering Kitchen, purchased a new chainsaw, and had to have a tree removed due to damage. All other expenses were standard operational costs.