



# MEMORANDUM

## PARKS & RECREATION

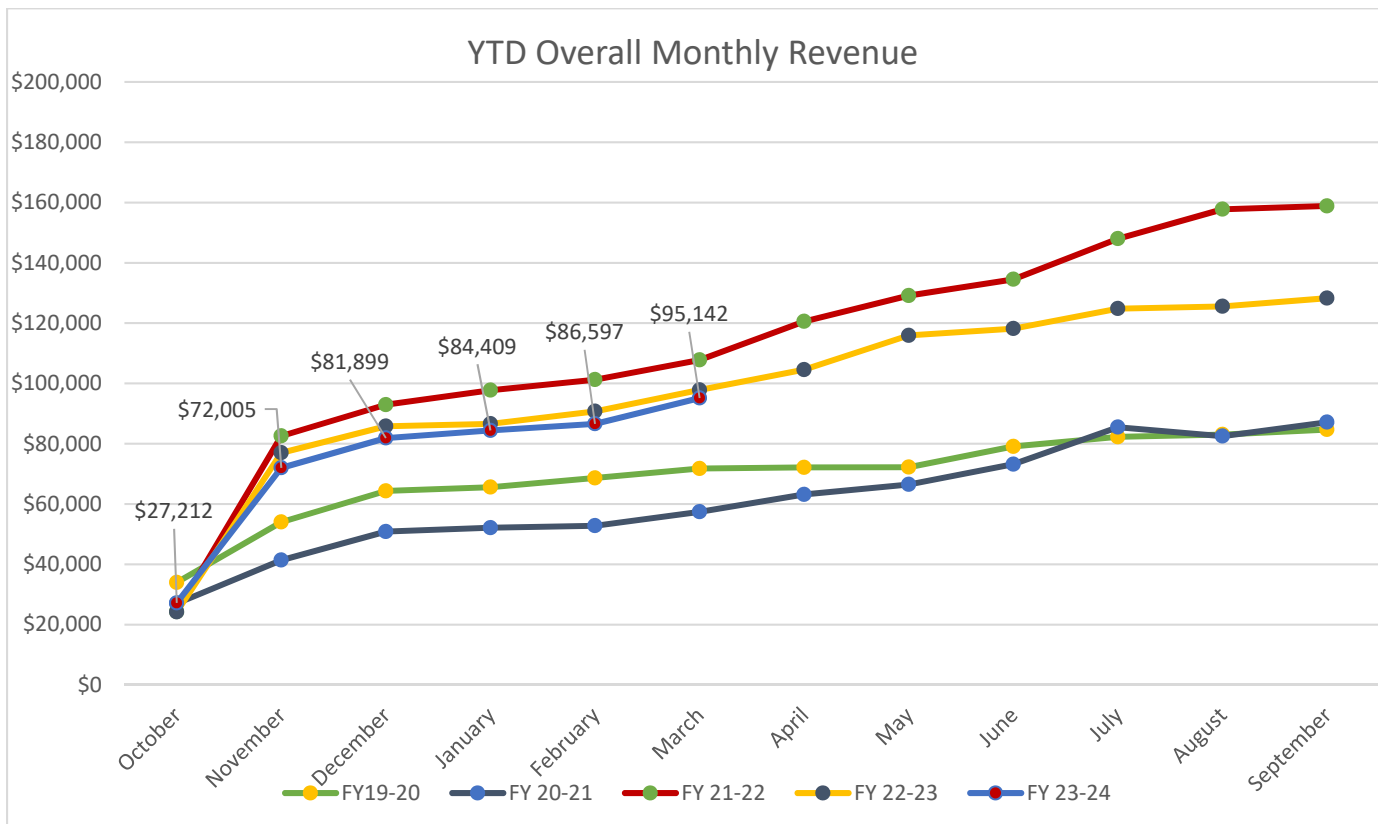
**To:** Robert Diaz, Parks and Recreation Director  
**From:** Hillary Kidd, Historical Park Manager  
**Date:** April 18, 2024  
**Subject:** Historical Park FY 23/24 Q2 Report

### 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 2024 time period. Numbers have not been audited and are subject to adjustment.

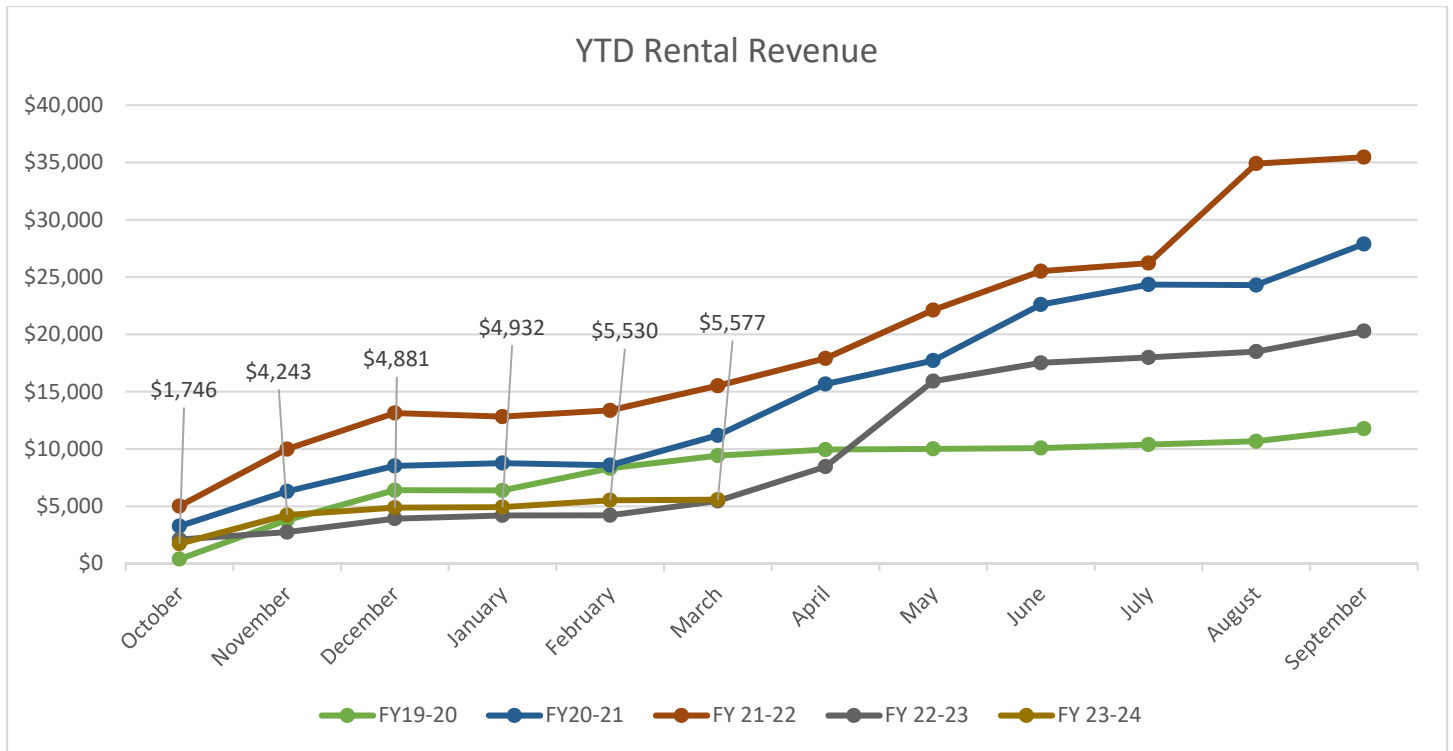
### Revenue

YTD Overall Revenue



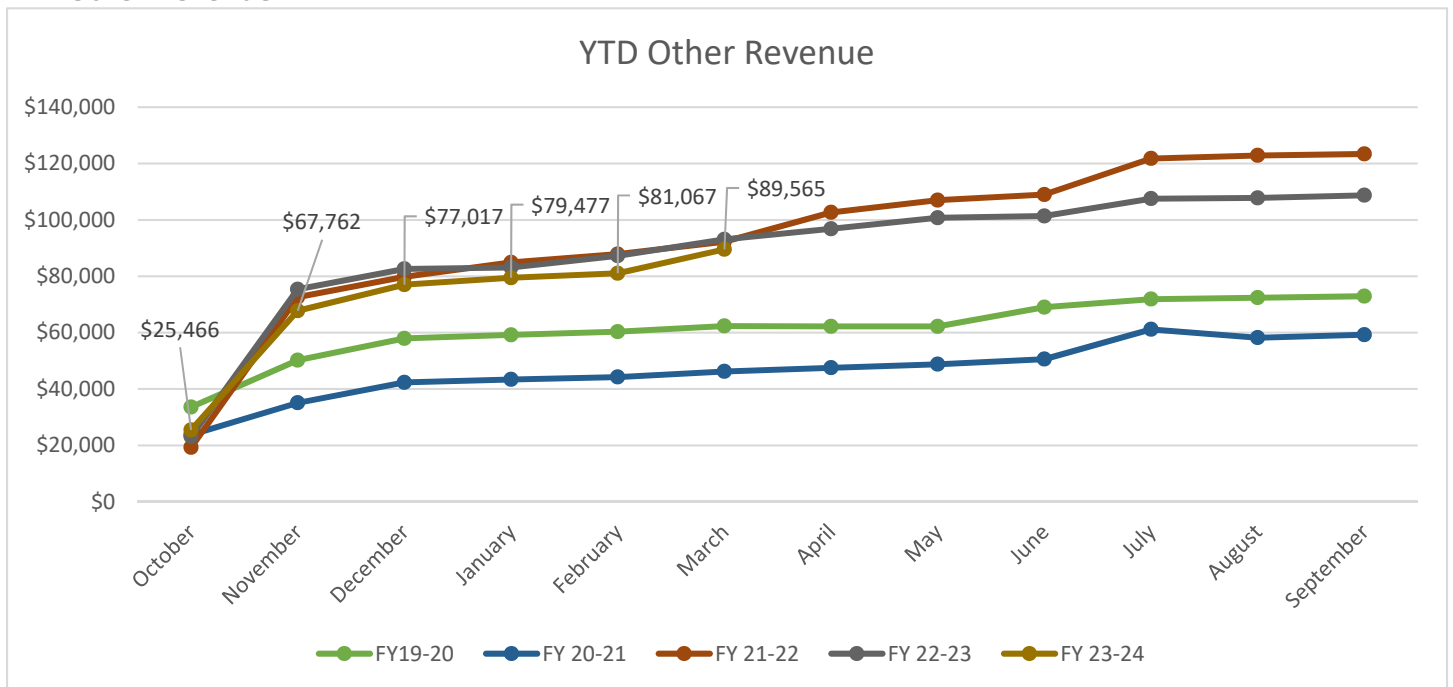
The year-to-date revenue totals for the second quarter of FY 23/24 have decreased by 3% compared to last year. FY 22/23 year-to-date revenue was \$97,835 while FY 23/24 was \$95,142; a decrease of a mere \$2,693. However, the second quarter saw an overall increase in revenue by 10%. This is the slowest time of the year for programming, rentals, and no school tours. Even with this slower quarter, we are on target for the year with only meger percentage point changes. Rentals did have a 2% increase from the previous year's second quarter reports and our other programs did very well. Some of the highlights were the Mad Hatter Tea (\$3,750), Adult Egg Hunt (\$3,570), and Girl Scout workshops (\$1,360).

## YTD Rental Revenue



The second quarter rental revenue for FY 23/24 totaled \$5,577, compared to \$5,467 in the second quarter of FY 22/23; an increase of 2% or \$110. We had (1) memorial service rental.

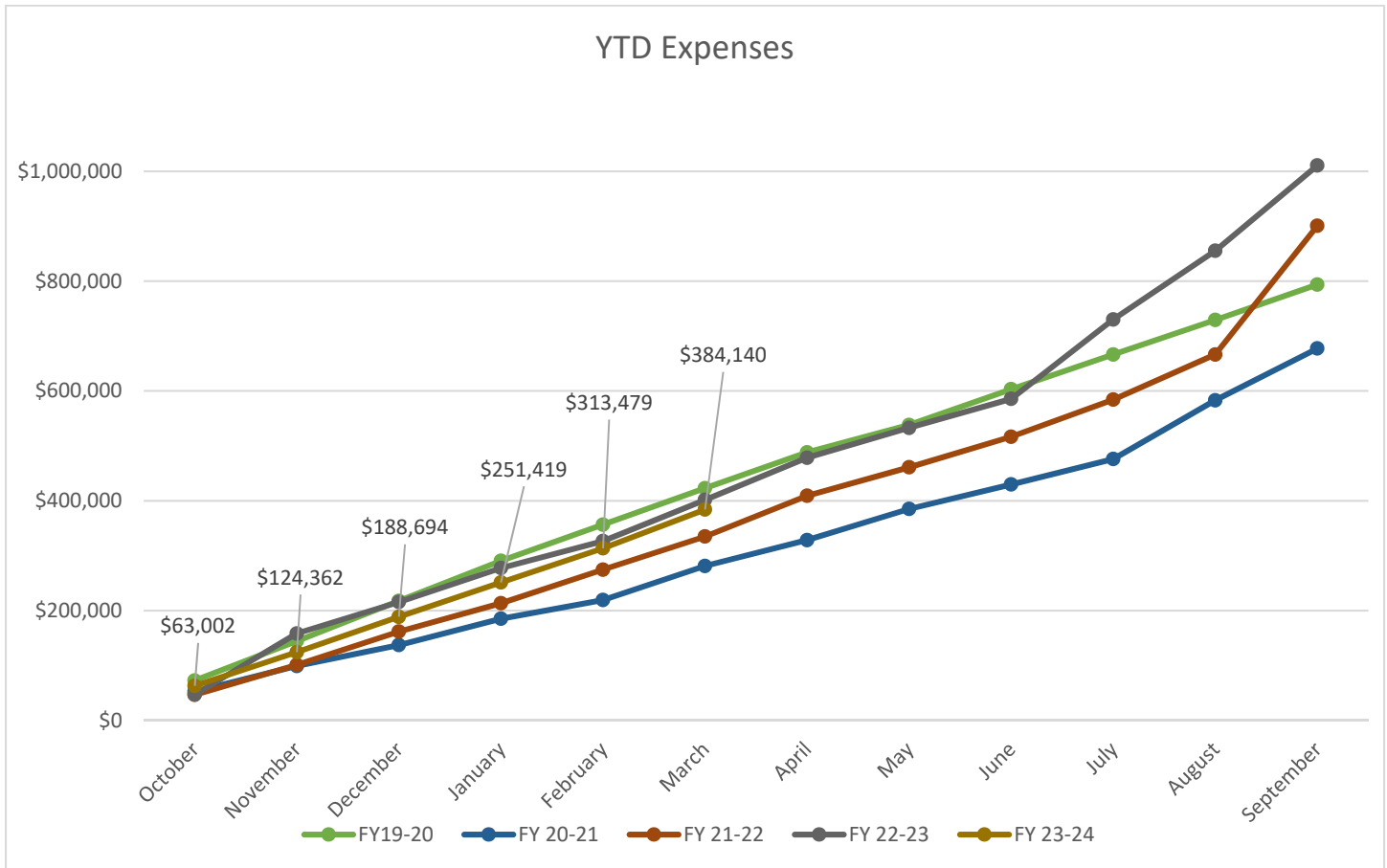
## YTD Other Revenue



The second quarter of FY 23/24 saw a total of \$89,565 in “other revenue” compared to \$93,105 in the second quarter of FY 22/23; a slight decrease of 4% or \$3,540. The revenue decrease is due to it being the slowest time of the year with no school tours and fewer programs. The programs offered were Mad Hatter Tea (\$3,750), Adult Egg Hunt (\$3,570), and Girl Scout workshops (\$1,360).

# Expenses

YTD Expenses



The Historical Park had a decrease of 4% or \$17,473 in expenses in the second quarter of FY 23/24; \$384,140 in expenditures compared to \$401,613 in the second quarter of FY 22/23. We fared very well this quarter with program supplies (\$3,700), marketing (\$3,500), office supplies (\$3,000), dues (\$1,060), and the general expenses related to personnel salary and benefits, catering for events, facility maintenance, utilities, printing, and more.

## Summary

The revenue for the second quarter of fiscal year 23/24 came in as anticipated and on target. There was a minor 3% decrease in overall revenue which is expected as this is the slowest time of the year for school tours, programming, and rentals. We hosted a memorial service (\$550), Mad Hatter Tea (\$3,750), Adult Egg Hunt (\$3,570), and Girl Scout workshops (\$1,360). Historical Park visitation, engagement, and activation continue to rise and we are seeing more non-Farmers Branch residents attend our programming. For this quarter, we saw 119 non-residents and 82 residents for our programs. Rounding out the second quarter, the expenditures saw a 4% decrease or a savings of \$17,473 over last year; all other expenses were standard operational costs.