



December Board Cycle

Milwaukee County Parks

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Date: November 14, 2018
To: Theodore Lipscomb, Sr., Chairman, County Board of Supervisors
From: Guy Smith, CPRP, Parks Director
Subject: Efforts to Mitigate Lost Revenue from Paid Parking **(INFORMATION)**

Background

County Board File #18-203 resulted in the moratorium on a new “pay-to-park” program and prohibited the implementation of any new metered parking in or adjacent to County Parks or Parkways. The resolution also stated that “the Department of Parks, Recreation, and Culture shall manage their budget to try and mitigate the parking revenue shortfall without adversely impacting programs and services and shall submit a report to the County Board in December 2018, documenting their efforts to mitigate the lost revenue and requesting, to the extent needed, funds from the Allocated Contingency to offset the loss of parking revenue.” This report is a response to the request to manage the revenue loss within the Parks 2018 operating budget.

Information

Throughout 2018 Milwaukee County Parks staff have managed a tight budget that has met or exceeded revenue targets in a number of different areas and controlled costs across the organization. The Department has been able to do so without significant adverse impacts on programs and services. Despite this, the operating budget is still short by \$1.6 million which is the hole left by removing paid parking revenue at the beginning of the year.



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Milwaukee County Parks Budget Summary (as of November 5, 2018)

REVENUE	BUDGETED	ACTUAL	DIFFERENCE
SERVICE FEES & CHARGES	\$2,464,097.00	\$739,471.62	(\$1,724,625.38)*
RENTAL REVENUE	\$4,035,312.00	\$3,505,194.57	(\$530,117.43)
ADMISSION & REC REVENUE	\$9,479,424.00	\$7,880,107.07	(\$1,599,316.93)
CONCESSION REVENUE	\$5,206,667.00	\$4,440,414.09	(\$766,252.91)
OTHER REVENUE	\$280,280.00	\$346,227.33	\$65,947.33
TOTAL REVENUE	\$22,542,722.00	\$17,677,143.81	(\$4,865,578.19)
EXPENSE	BUDGETED	ACTUAL	DIFFERENCE
PERSONAL SERVICES	\$18,730,564.00	\$18,757,964.35	\$2,599.65
COMMODITIES/ SERVICES	\$13,499,633.00	\$11,265,851.58	\$2,233,781.42
CAPITAL OUTLAYS	\$2,182,135.00	\$1,518,770.82	\$663,364.18
CROSSCHARGES	\$4,066,828.00	\$3,438,211.80	\$628,616.20
TOTAL EXPENSE	\$38,563,939.00	\$35,316,361.87	\$3,247,577.13
NET TOTAL	(\$16,021,217.00)	(\$17,639,218.06)	(\$1,618,001.06)

*Parking revenue would have been accounted for under Service Fees & Charges

2018 Revenue

The primary revenue areas for the Parks Department are in golf, food and beverage sales, rentals, and admissions. The major sources of revenue are summarized below, all figures are actual revenues as of the week of October 22 in both years.

- Revenue from food and beverage sales is up in 2018 from 2017.

CONCESSIONS SITE	2017 Revenue	2018 Revenue	Difference
ROLL OUT THE BARREL (TRAVELING BEER GARDEN)	\$221,536	\$240,217	\$18,681
PASS ME A PINT (TRAVELING BEER GARDEN)	\$220,516	\$256,589	\$36,073
SOUTH SHORE TERRACE	\$593,637	\$751,986	\$158,349
WHITNALL PARK BEER GARDEN	\$299,691	\$264,608	(\$35,083)
OAK AND ANTLER TAVERN (BROWN DEER GOLF)	\$234,384	\$219,270	(\$15,114)
TOTAL	\$1,569,764	\$1,732,670	\$162,906



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- Golf revenue is up in 2018 from 2017 despite poor weather.

COURSE NAME	2017 Revenue	2018 Revenue	Difference
BROWN DEER GOLF	\$1,196,591	\$1,192,858	(\$3,733)
DRETZKA GOLF	\$615,576	\$605,810	(\$9,766)
OAKWOOD GOLF	\$842,728	\$915,187	\$72,459
WHITNALL GOLF	\$831,962	\$843,469	\$11,507
CURRIE GOLF	\$555,639	\$599,175	\$43,536
GRANT GOLF	\$593,450	\$597,226	\$3,776
GREENFIELD GOLF	\$557,436	\$598,456	\$41,020
LINCOLN GOLF	\$284,904	\$288,723	\$3,819
HANSEN GOLF	\$153,308	\$149,162	(\$4,146)
WARNIMONT GOLF	\$229,283	\$221,965	(\$7,318)
DOYNE GOLF	\$16,097	\$14,342	(\$1,755)
MADISON GOLF	\$5,607	\$5,393	(\$214)
NOYES GOLF	\$10,975	\$9,728	(\$1,247)
LAKE GOLF	\$37,038	\$27,006	(\$10,032)
ZABLOCKI GOLF	\$26,134	\$20,103	(\$6,031)
GOLF SALES	\$178,602	\$149,513	(\$29,089)
TOTAL	\$6,135,330	\$6,238,116	\$102,786

- Public services rental revenue is slightly down in 2018 from 2017, but will be up by the end of the year.

PUBLIC SERVICES	2017 Revenue	2018 Revenue	Difference
PAVILION RENTAL	\$603,099	\$625,429	\$22,329
PICNIC PERMITS	\$352,167	\$358,796	\$6,629
CLUBHOUSE RENTAL	\$27,644	\$12,192	(\$15,452)
DOG PARKS	\$111,560	\$124,597	\$13,036
SPECIAL EVENTS	\$437,610	\$392,820*	(\$44,790)
DISK GOLF	\$60,330	\$55,877	(\$4,453)
PUB SRV ADM	\$5,168	\$8,491	\$3,323
TOTAL	\$1,597,578	\$1,578,202	(\$19,376)

*Does not include Harley-Davidson anniversary



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- Revenue at other signature facilities is up in 2018 from 2017.

FACILITY	2017 Revenue	2018 Revenue	Difference
KING CENTER	\$54,595	\$56,179	\$1,584
KOZY CENTER	\$61,920	\$69,641	\$7,721
WILSON REC	\$241,979	\$311,598	\$69,619
SPORTS COMPLEX	\$283,561	\$290,116	\$6,555
BOERNER BG	\$154,051	\$157,350	\$3,299
DOMES	\$618,118	\$714,205	\$96,087
WEHR NATURE CENTER	\$88,589	\$76,041	(\$12,548)
MC KINLEY MARINA	\$2,109,202	\$2,148,915	\$39,713
TOTAL	\$3,612,016	\$3,824,045	\$212,029

2018 Expense

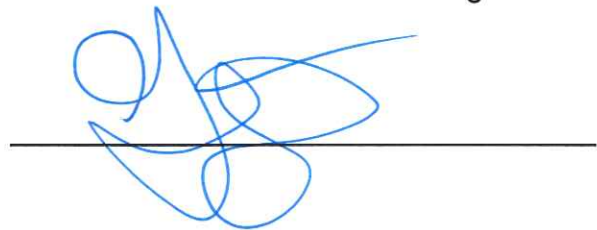
The primary drivers of cost at the Parks Department, and in turn the areas that are most heavily supported by property tax levy, are park operations, forestry, aquatics, and horticulture. Across the board, the Parks Department has budgeted and spent less on all areas in 2018 from prior years. Despite budgeting and spending less, service levels have been largely maintained in 2018.

	2017 BUDGET	2018 BUDGET	DIFFERENCE
FORESTRY AND PARKWAYS	\$3,647,358.00	\$3,532,765.00	(\$114,593)
AQUATICS	\$2,108,773.00	\$1,115,232.00	(\$993,541)
OPERATIONS	\$9,169,854	\$7,628,844	(\$1,541,010)
HORTICULTURAL OPERATIONS	\$1,764,961.00	\$936,070.00	(\$828,891)
TOTAL	\$16,690,946	\$13,212,911	(\$3,478,035)

Recommendation

It is recommended that the County Board approve File #18-178 which will move the funds from contingency to the Parks Department's budget to offset the deficit of revenue that would otherwise have been generated by a paid parking program in 2018.

Approved By: Guy Smith, CPRP, Parks Director




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