



Presented Feb. 2, 2015

Town Council Report for February 2015 Parks and Recreation Activity Highlights:

Zionsville Parks Golf Course (ZGC)

This past February, our gross operating profit out at the Zionsville Park's Golf Course was ~ \$7,253. In looking back at the February numbers back through 2009, our highest gross operating profit has been ~\$ 11,845 and our lowest has been \$6,727. The average for that same seven-year time span has been ~\$8,235.

Even though the weather hasn't been helping any golfer's thoughts turn towards getting out on our course, we do run an early season special to try and counter winter doldrums. Our traditional "Early Bird" period for the purchasing seasonal golf passes has now ended and that has generated a total of \$14,165 over the last couple of months. This is close to the seasonal numbers in the prior two years of this program's existence. The Early Bird period was started 3 years ago to help encourage golfers to sign up early before the season starts. This not only helps with cash flow in a traditionally low point in our operational season, it also helps get the golfers starting to think about the upcoming season on our course before the weather really gets around to helping us. We will traditionally get around 28-33 seasonal passes for any particular year so we can reasonably expect 5 more or so to come in yet this spring.

Our golf season was set as opening on March 13th, weather permitting. It remains to be seen whether the weather will moderate enough to open in only about two weeks.

Zion Nature Center (ZNC)

- Winter weather also impacted weekend activities at the Nature Center a bit with single digit temperatures, and strong winds with some snow on Feb 1, 14-15, and 21-22. Even so, our Nature Center activities and environmental programming attendance for February still managed to sum to a respectable numbers of ~509 visitors. And over half of those were still just people dropping in to visit us at the center without any special program drawing them in.

Other Highlighted Matters

- The third issue of the Park's E-Newsletter has "hit the (electronic) newsstands"! This was in mid-February and this newsletter covers the March, April, and May quarter. It also has a couple of sneak peeks for June as well. Although eventually we want people to sign up to receive the email directly in their inboxes, currently all three newsletters are online in the Park and Recreation Department's section of the Town Website. They are at the bottom of that web page and there is also a link there where anyone can enroll to receive the E-Newsletter as they are released (currently, all located at <http://www.zionsville-in.gov/town-services/parks>).