



## MEMORANDUM

To: Finance Committee  
From: Roderick Simmons, Director, Parks and Recreation Department  
Prepared By: Mark Halstead, Program Supervisor  
Date: June 2, 2016  
Subject: Aston Park Tennis Center FY 15-16 Financial Report: Quarter 1, 2 and 3

To provide information to the Finance Committee regarding the revenue enhancement and operations for the Aston Park Tennis Center with the intent to reduce the operating subsidy.

As part of the study of Aston Park Tennis Center operations effective FY15-16, the Aston Park Tennis Center began a multi-year subsidy reduction plan to reduce the city subsidy from the existing 48% to 29%. The enclosed material reports attendance and earned revenue for the first three quarters of FY 15-16, July through March 2016.

Aston Park Tennis Center, an outdoor facility, operates annually April 1 through December 15 (pending weather conditions).

### Attendance

- Within the first two quarters of FY 15-16, Aston Park Tennis Center attendance exceeded the same period in FY 14-15 by 3,004 visitors, nearly a 50% increase.
- During the third quarter of FY 15-16, the facility is closed for the winter months. Therefore, no additional numbers for attendance or revenue was realized for reporting.
- The month of March is used to re-condition all 12 tennis courts in preparation of a new tennis season that starts April 1.

### Earned Revenue

- At mid-point of FY 15-16, Aston Park Tennis Center actual earned revenue is \$38,411 or 29% of the budgeted revenue of \$133,200. The majority of Aston Park Tennis Center revenue is realized in the final quarter of the fiscal year with new season passes sold for the annual tennis season beginning April 1.

## ASTON PARK TENNIS CENTER FY15-16 QUARTERLY REPORT

JULY – DECEMBER 2015 (Quarter 1 - 3)

### Attendance

#### July-March 2016

Total Tennis Center admission	6,962
Total Asheville resident admission	4,823
Total Asheville non-city resident	2,139

#### July-March 2014

Total Tennis Center admission	3,958
Total Asheville resident admission	3,535
Total Asheville non-city resident	423

### Earned Revenue

#### July-March 2016

Equipment Rental	\$ 1,159
Admission	\$29,963
Class Participation	\$ 1,020
Concession	\$ 1,819
<u>Pro Shop</u>	<u>\$ 4,451</u>

Total Q1 – Q3	\$ 38,411
Budget	\$133,200
% Earned	29%

#### July-March 2014

#### **Total Revenue - 30,318**

Equipment Rental	\$ 841
Admission	\$23,583
Class Participation	---
Concession	\$ 1,500
<u>Pro Shop</u>	<u>\$ 4394</u>

Total Q1 – Q3	\$30,318
Budget	\$80,000
% Earned	38%