

Monitoring & Evaluation Framework: Aug 2019



Finances: Jan to Aug 2019

August		2019 YTD	BUDGET YTD	% Var	\$ Var	2018 YTD	% Var	\$ Var
	SUMMARY							
	Total Donations	205,334	345,000	-40%	-139,666	99,301	107%	106,032
	Total Centre Revenue	896,606	1,000,350	-10%	-103,744	873,556	3%	23,050
	Total Other Revenue	17,140	39,115	-56%	-21,975	23,514	-27%	-6,374
	TOTAL REVENUE	1,119,079	1,384,465	-19%	-265,386	996,372	12%	122,708
N1	Total Operating Expenses	366,315	470,590	-22%	-104,275	382,020	-4%	-15,705
	Total Program Expenses	127,017	154,550	-18%	-27,533	135,224	-6%	-8,207
	Total Payroll Expense	540,127	593,988	-9%	-53,861	464,897	16%	75,230
	Total Other Expenses	285	23,750	0%	0	-3,012	0%	0
	TOTAL EXPENSE	1,033,744	1,242,878	-17%	-209,134	979,129	6%	54,615
	NET INCOME	85,335	141,587	-40%	-56,252	17,242	395%	68,093
N1	<i>Operating Expenses include R&M Unusual Expenses which will be moved to Capital Asset accounts at completion of project</i>							
	Amount to be moved		3,584			69,657		

- Year-over-year, grants + donations up 107%, centre revenue up 3%, other income down 27%
- Grants + donations below 2019 target / substantial new G+D expected before year end
- Centre revenue below 2019 target / fall marketing aimed to increase earned income
- Other revenue shortfall due to timing / youth salary support last year received in August, not yet received (expected by October 2019)
- Net income in 2019 YTD up 396% over 2018 YTD
- Shift of \$113,868 in operating expenses to capital assets in August (as per generally accepted accounting practices) accounts significant portion of increase in net income
- Operating and program expenses down, with increase in payroll expenses
- Bottom line: Strong end-of-August financial performance.

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R&M: Jan to Aug 2019

CAPITAL PURCHASES	Budgeted	POSTED TO Asset Accounts	POSTED TO Expenses
Fascia/soffit/gutters - Caritas	25,839		
Tankless water heater - Lower WH	7,400	8,784	
Fire suppression/air exchange - Kitchen	8,000		
Passenger van - youth programming	35,000	26,019	
Re-purpose Spes Bona 2nd floor	29,170		
Re-purpose Rawson House	33,650	53,891	
Greenhouse - farm	23,000		3,584
Solar Project - Spes Bona	38,000	21,966	
Coin Operated laundry machines	2,500	3,208	
Deck repair/replace - Richardson	15,000		
	217,559	113,868	3,584

There have been approximately \$12,000 in further capital asset purchases not specifically budgeted.

- In 2019, capital purchases are running at slightly more than double those in 2018 - as per the budget priority to invest in land and buildings
- In addition to the capital items identified in budget 2019, an additional \$12k in capital expenses includes emergency and ongoing operational issues
- Capital items posted to operating, then shifted to capital as per generally accepted accounting practices and reported in year-end balance sheet
- Bottom line: capital spending within guidelines set by board in budget 2019

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Earned income: Jan to Aug 2019

	Actual Jan 01, 2019 to Aug 31, 2019	Actual Jan 01, 2018 to Aug 31, 2018	% Change
Centre Revenue			
Programming Revenue	109,577.00	106,964.00	2
Children & Youth Programming	14,705.00	12,629.00	16
Cancellation Fees	7,439.15	6,383.30	17
Accommodation Revenue	432,557.92	426,367.39	1
Meals Revenue	285,811.44	279,705.03	2
Administration Fees	46,515.26	41,507.26	12
Total Centre Revenue	896,605.77	873,555.98	3
Programming Contra			
Adult Programs - Expenses	2,540.35	151.28	1,579
Adult Programs - Instructor Costs	28,323.24	27,659.92	2
Total Adult Programs	30,863.59	27,811.20	11
Program Incentives & Discounts	8,750.00	10,720.00	-18
Hosted Meals - Instructor	7,931.00	8,468.00	-6
Hosted Meals - Board	701.00	696.00	1
Hosted Meals - Associates	4,737.00	6,626.00	-29
Hosted Accommodation - Instructor	20,087.00	22,032.00	-9
Hosted Accommodation - Board	1,419.00	1,722.00	-18
Hosted Accommodation - Associates	5,708.00	11,722.50	-51
Hosted Programming	7,705.00	10,045.00	-23
Total Hosted & Discounted	57,038.00	72,031.50	-21
Youth Programs - Expenses	1,643.46	1,194.66	38
Youth Programs - Instructor Costs	5,552.21	6,413.72	-13
Total Youth Programs	7,195.67	7,608.38	-5
Youth Leadership Sponsorship	28,507.65	20,185.00	41
Program Volunteer Voucher Expense	0.00	6,355.00	-100
Total Program Expenses	123,604.91	133,991.08	-8
Total Earned Income	773,000.86	739,564.90	5

Total revenue up 3%

Total program expenses down 8%

Bottom line: Total earned income down by 5% - below 2019 budget target

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Occupancy: June to Aug 2019

SUMMER OCCUPANCY BY PERCENTAGE																								
	JUNE						JULY						AUGUST						SUMMER					
ACCOM	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2108	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
LODGES	42	45	40	46	42	49	68	69	85	68	58	74	84	80	80	82	85	71	65	65	68	65	62	65
CASITAS	NA	13	22	13	42	42	NA	16	79	83	73	88	NA	70	95	94	91	85	NA	33	65	63	69	72
CABANAS	18	21	11	9	23	24	77	73	83	75	57	64	82	74	80	74	80	69	59	56	58	53	53	52
SERVICED	12	15	2	11	18	22	47	39	57	40	42	38	51	58	59	61	58	58	37	37	39	37	39	39
UNSERVICED	10	16	2	14	9	13	31	28	45	35	38	20	56	62	58	67	52	52	32	35	35	39	33	28

- Summer 2019 occupancy up in lodges and casitas (the accommodation that generates the highest revenue), and sluggish in cabanas, serviced and unserviced (which generate a lower revenue)
- Reminder: occupancy levels sluggish in spring 2019
- New initiative to improve private stays (starting with Notch Hill wedding fair) aimed at improving occupancy levels

Greater visibility in the region and the sector:

- for the first time, Sorrento Centre had a major presence at Roots & Blues, which helped to boost week two registrations at Nimblefingers
- also, presence at Music in the Bay and other regional events to increase local / regional guests in Sorrento Centre programming
- stronger working relationship with four area Secwepemc bands is leading to planning for significant events in spring of 2020
- new (free) presence on Wellness Travel BC website

Enhanced marketing + communications:

- two positive marketing pushes earlier in summer (in program + conference) demonstrate value of enhanced marketing + communications
- major new campaign to market conference events
- enhanced events marketing on website and social media
- staff encouraged to bring forward program ideas (two programs in development - one for spring of 2020, second for fall of 2019)
- major overhaul of IT systems launched

Strengthening resource development:

- fundraising continuing for phase two of solar campaign and greenhouse at farm
- additional grant requests submitted: by year-end, we expect to reach 2019 target
- fall and Christmas donor campaigns expected to generate additional revenues
- new donor management software launched in August

