

Monitoring & Evaluation Framework: Jan 2020



The monthly Monitoring & Evaluation report tracks key indicators. January is complicated by timing issues and accounting practices and is more limited than February to December M&E.

Timing issues include:

- Payroll timing - payroll is twice-monthly. There are two pay periods for eight months and three pay periods for four months. The schedule varies from year to year. There were two pay periods in January 2019, and three in January 2020. The straight comparison from January 2020 to January 2019 shows a 137% payroll increase. Adjusting for timing smooths out the increase.
- Event registrations - in 2020, Sorrento Centre started registrations for summer programming and the ukulele festival later than 2019, so a year-over-year comparison is not possible. In addition, we added five new events so far in 2020 and, as they are new events, there is no comparator to 2019. As noted on page 3, January registrations are strong.
- Kitchen renovations - we completed urgent repairs to our kitchen in January of 2020 and we were not able to accept bookings for that month. We had one booking in January of 2019. Comparing earned income in January 2019, when we were able to accept one booking, with January 2020, when we could not accept bookings, is complicated by the necessary work.

Accounting practices:

- Accrual accounting - the accrual accounting practice means that revenues we receive in January (including fees from 300 registrations in that month) are not booked until the events later in the year. Therefore, our net income shows negative in early months. By the late spring, we will show a positive balance as revenues received are brought into operating accounts.
- Comparing actuals to budget - the Board approved the 2020 Budget at its January meeting, and staff are translating the annual numbers into monthly amounts. This is a complicated process as most revenues and spending are not evenly divided throughout the year. Therefore, the comparison of dollar and percentage variances between actuals and budget is not available for January. This set of comparators will start with the February M&E report.

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Finances: Jan 2020

	2020	2019	%var	\$var
Total Donations	3,534	3,564	-1%	-30
Total Centre Revenue	1,332	2,758	-52%	-1,426
Total Other Revenue	162	26	531%	136
TOTAL REVENUE	5,028	6,347	-21%	-1,320
<i>N1</i> Total Operating Expenses	22,225	16,139	38%	6,086
Total Program Expenses	1,112	0	0%	1,112
Total Payroll Expense	39,695	16,753	137%	22,942
Total Other Expenses	0	185	0%	0
TOTAL EXPENSE	63,032	33,077	91%	29,955
NET INCOME	-58,004	-26,729	117%	-31,274
<i>N1</i> Operating Expenses include R&M Unusual Expenses which will be moved to Capital Asset accounts at comple				
Amount to be moved	\$ 4,581			

- Smoothing out the payroll timing issues (as per the note page 1) reduces year-over-year payroll increase to 18% (that includes two new staff positions - Farm + Grounds Manager and Resource Development Manager - as well as COLA increase for all staff)
- Staff are preparing a number of grants and donations requests
- Operating expenses up in 2020 due to kitchen + Richardson renovations
- Accrual accounting practice means negative net income is reported early in the year and this turns to positive net income as revenues received from registrations are booked

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Event	2020 registrations	2019 registrations	#var	%var
Sorrento programming	72	n/a	--	--
New bookings	75	n/a	--	--
Fibre arts bookings	50	36	+14	+38%
Ukulele festival	19	n/a	--	--
SOYA	84	60	+24	+40%
Total registrations	300	96	+204	+213%

Event and activity registrations January 2020 as compared to January 2019

- Sorrento programming includes Five Weeks of Summer and other events; registrations started earlier than in 2019; marketing and communications are being ramped up
- Four new events have been added to date, with 75 bookings so far
- Fibre arts bookings are up 38% year-over-year, and SOYA (yoga) bookings are at a very strong 40% increase (which represents a sold-out event)
- Our biggest events have not yet opened for registration
- Overall, registrations in January of 2020 are stronger than 2019 - positioning the Sorrento Centre to meet or exceed our 2020 target of a 10% increase in earned income

Greater visibility + relationship-building:

- Strong participation for Owl Prowl: 22 registrants
- Strong sales for Josh + Bex Small Hall Crawl concert in late February
- Increased number of community events, including activities with Sorrento Elementary, as well as regional business, non-profit and entrepreneurial groups
- Planning continuing for major Indigenous arts weekend in May
- Three new cycling courses all strongly subscribed (72 registrants)
- Plans launched for Sorrento in the City in Calgary, Edmonton and Vancouver
- Five Weeks of Summer registrations launched in January; marketing and communications being ramped up

Living into our mission:

- Cheryl Hayward-Brown to begin as new youth program manager in March
- Catherine Bailey hired as guest services specialist (taking over from Ashton, who resigned her position in December)
- New assistant cook position posted and recruitment started
- Gwen Dell'Anno, our new farm and grounds manager, working on winter sowing and a variety of other projects; collaborating with Karrie Tennent, our kitchen manager, on improving flow of produce from farm to table

Enhanced marketing + communications:

- Major overhaul of IT continues, including upgraded room registration system, plus development of staff-level collaboration platform (SharePoint)

Strengthening resource development:

- Fundraising continuing for phase two of solar campaign and greenhouse at farm
- Preparing new round of grant applications and winter small donor campaign

