



APRIL 2026

MONTHLY CLIENT REPORT

PREPARED FOR:
CITY OF VICKSBURG, MS

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LETTER FROM THE TEAM

City of Vicksburg, Mississippi:

Please find the enclosed April 2026 Monthly Client Report for Key City Park. April reflected continued momentum across the park as our team worked to maintain a clean, safe, and welcoming environment while supporting spring activity and strengthening the overall guest experience. Continued interest from both existing and new organizers remains an encouraging sign as we build on the 2026 calendar and expand the park's reach in the market.

Key areas of success this month included growing brand recognition, stronger engagement with event organizers, and positive community feedback tied to increased activity and visibility at the park. Our team has continued to focus on operational consistency, quality programming, and service delivery, which has helped reinforce Key City Park's reputation as a valued community asset and tournament destination.

At the same time, operational concerns remain around ongoing maintenance and capital repair needs, particularly with Field 5 and 6 foundational issues and turf repair requirements that limit the full potential of some of our premium playing surfaces. Addressing these needs will be important to protecting field quality, supporting future growth, and ensuring we continue to meet the standards expected by user groups, guests, and the City of Vicksburg.

Regards,
Cole Lacey
Vice President, SFC



EXECUTIVE SUMMARY: MONTH OF APRIL

**OUR GOALS ARE YOUR GOALS. HERE ARE OUR TOP
PRIORITIES TO CONTINUE TO SERVE YOU.**

April Highlights

1. Marketing

- The marketing team is assisting us with an upcoming concert at the park in July while also keeping website up-to-date.
- Marketing strategy has helped secure several more sponsorships.
- Social media, specifically Facebook, has seen increased growth.
- New updates to the website to support birthday parties and events.

2. Financial performance

- April was our highest performing month so far this year. COGS was higher due to the VWAA invoice for jerseys and hats.

3. Programs and tournaments.

- Grand Slam and MSA were both in the park for several weeks.
- VWAA season in full swing during the month of April.

April Goals & Activities

1. Maintain fields for optimal play

- The maintenance crew is putting together a list of equipment that needs replacement and fixed.
- Fixing golf carts that are down.
- Field crew doing a great job of changing sports on the fields on a consistent basis.
- Grass cutting season and clover upkeep has kept the field crew fully staffed.

2. Marketing

- Marketing team helped add new features to the website to help the user experience.
- Marketing continues to help with collateral for local programming.



PROFIT & LOSS

Row	Description	Month Actu	YTD Bud	Annual Bud
40000	Revenue			
40100	Local Programming Revenue	-265.00	33,000.00	62,500.00
40200	Memberships Revenue			
40300	Facility Rentals Revenue		3,500.00	6,000.00
40400	Events & Tournaments Revenue	6,936.40	124,200.00	197,400.00
40500	Family Entertainment Revenue			
40600	Food & Beverage	43,012.72	299,000.00	547,000.00
40700	ProMerch Shop		3,500.00	6,000.00
40800	Other Revenue		14,000.00	24,000.00
49999	TOTAL REVENUE	49,684.12	477,200.00	842,900.00
50000	Cost of Goods Sold			
50100	Local Programming	20,233.65	52,000.00	77,000.00
50200	Membership			
50300	Facility Rental			
50400	Events & Tournaments	250.82		
50500	Family Entertainment Center			
50600	Food & Beverage	27,958.86	119,920.00	218,660.00
50700	ProMerch Shop		1,050.00	1,800.00
50800	Other Revenue		1,750.00	3,000.00
50900	Staff/Event Labor			
59999	Total Cost of Goods Sold	48,443.33	174,720.00	300,460.00
90000	Gross Profit	1,240.79	302,480.00	542,440.00
60000	Expense			
60100	Advertising & Marketing		7,750.00	19,250.00
60200	Bank & Other Service Charges	1,596.96	22,050.00	37,900.00
60300	General Office Expenses	3,382.83	24,600.00	40,500.00
60400	Insurance		27,000.00	27,000.00
60500	Management Company	236.01	6,000.00	10,000.00
60600	Salaries & Wages	41,327.67	323,750.00	555,000.00
60700	Payroll Expenses	7,876.72	70,900.00	109,400.00
60800	Professional Services			
60900	Occupancy Expenses			
61100	Facility Maintenance	2,187.79	71,100.00	110,300.00
61200	Utilities	9,485.58	106,050.00	181,800.00
69999	Total Expense	66,093.56	659,200.00	1,091,150.00
91000	NET OPERATING INCOME	-64,852.77	-356,720.00	-548,710.00
70200	Other Income			
70210	Subsidy	150,000.00	-450,000.00	-600,000.00
70220	Subsidy Earned			
70230	Interest			
70240	Other Non-Operating Income			
70299	Total Other Income	150,000.00	-450,000.00	-600,000.00
70000	Other Expense			
70100	Other Non-Operating Expenses			
70199	Total Other Expense			
92000	NET INCOME (LOSS)	85,147.23	-806,720.00	-1,148,710.00

ACCOUNTS PAYABLE & RECEIVABLE AGING

No.	Name	Currency Code	Balance	Aged by Posting Date				
				1 - 30 days	31 - 61 days	62 - 89 days	90 - 120 days	After 120 days
V00010	Clark Beverage Group, Inc	USD	-4,884.45	-4,884.45	0.00	0.00	0.00	0.00
V00020	TBHC Delivers LLC	USD	-970.73	-970.73	0.00	0.00	0.00	0.00
V00030	Vicksburg Specialty Co, Inc	USD	-1,402.85	-1,402.85	0.00	0.00	0.00	0.00
V00110	Orkin	USD	-179.67	-179.67	0.00	0.00	0.00	0.00
V00130	Ben E Keith	USD	-4,874.41	-4,874.41	0.00	0.00	0.00	0.00
V00190	Sports Facilities Companies	USD	-6,435.85	-6,435.85	0.00	0.00	0.00	0.00
V00360	BRAN SFM LLC	USD	-835.54	-835.54	0.00	0.00	0.00	0.00
V00430	RedCell Technologies, Inc.	USD	-459.00	-459.00	0.00	0.00	0.00	0.00
V00530	601 Sports	USD	-15,886.29	-15,886.29	0.00	0.00	0.00	0.00
Total (\$)			-35,928.79	-35,928.79	0.00	0.00	0.00	0.00
				100%	0%	0%	0%	0%
Currency Specification		USD	-35,928.79	-35,928.79	0.00	0.00	0.00	0.00





ASSET MANAGEMENT

Maintenance & Physical Property

- Cleaning up the fields to keep the turf in top form.
- Consistently fixing equipment and machinery while maintaining the park.
- Multiple quotes on batting cages, backstop netting, backstop padding and yellow tops for fences.

FORECAST TRACKING

- Baseball and soccer tournaments will take us into the summertime. Fastpitch softball and baseball are scheduled for the summer.



THE SPORTS FACILITIES
MANAGEMENT™



 727.474.3845

 sportsfacilities.com | thesfnetwork.com
info@sportsfacilities.com

 600 Cleveland St., Suite 910
Clearwater FL 33755