



march 2026

MONTHLY CLIENT REPORT

PREPARED FOR:
CITY OF Vicksburg, MS

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LETTER FROM THE TEAM

City of Vicksburg Leadership,

On behalf of Sports Facilities Companies, it's my pleasure to share the March 2026 Monthly Report for Key City Park. This report provides an overview of operational performance, financial results, programming highlights, and facility conditions as we transition from winter maintenance into a busier event season.

In March, activity at the park continued to build. Mississippi Soccer Association ODP events, Brandon Futbol Club, Grand Slam baseball tournaments, and the launch of the VWAA season all helped drive traffic to the complex. Our team focused on keeping the park safe, welcoming, and in strong operating condition, even as we managed a few weather-related cancellations and late schedule changes. We closely monitored food and beverage performance and evaluated COGS throughout the month to stay aligned with budget expectations.

Operationally, staff advanced key winter projects, emphasized field quality and player experience, and prepared equipment and common areas for the expanding tournament calendar. Maintenance efforts included ongoing turf care, repairs to golf carts and park infrastructure, and coordination with Sports Contractors Unlimited and other vendors to scope needed improvements across fields and support amenities. In parallel, our marketing team continued to enhance the website, support local programming with collateral, and drive engagement on social media while adding features that promote birthday parties, special events, and new sponsorship opportunities.

Looking ahead, the 2026 event calendar is progressing with more than five new event organizers and a growing mix of sports. This diverse schedule will help us evaluate which recurring tournaments create the greatest impact for the City and inform planning for 2027. Our focus remains on disciplined financial management, proactive facility care, and a best-in-class guest experience for residents, participants, and visitors.

We appreciate the City of Vicksburg's continued partnership and the trust you place in our team at Key City Park. Thank you for your ongoing support as we work together to provide clean, safe facilities, quality programming, and meaningful economic and community impact.

Regards,
Cole Lacey
Vice President of Venue Management
Sports Facilities Companies



Executive summary:

Month of march

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

March Highlights

1. Marketing

- The marketing team is keeping calendar of events updated on the website as we add more tournaments throughout the year.
- 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

- We maximized revenue while dealing with some tournament organizers dropping out due to lack of teams. COGS were evaluated throughout the month to reflect traffic in the park.

3. Programs and tournaments.

- Brandon Futbol Club (boys weekend-3/1) and Grand Slam baseball held tournaments in the month of March.
- VWAA season started end of March. Late registration stayed open until the start of the season to allow residents the opportunity to participate.

March 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.
- Fixing plumbing and electrical issues in the park. Still waiting on a few parts to come in to replace some of the needs.

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 No.	Description	Month Actuals	YTD Budget	Annual Budget
40000	Revenue			
40100	Local Programming Revenue	7,220.00	33,000.00	62,500.00
40200	Memberships Revenue			
40300	Facility Rentals Revenue		3,000.00	6,000.00
40400	Events & Tournaments Revenue	8,820.19	93,200.00	197,400.00
40500	Family Entertainment Revenue			
40600	Food & Beverage	23,061.00	231,000.00	547,000.00
40700	Pro/Merch Shop		3,000.00	6,000.00
40800	Other Revenue	600.00	12,000.00	24,000.00
49999	TOTAL REVENUE	39,701.19	375,200.00	842,900.00
50000	Cost of Goods Sold			
50100	Local Programming	2,223.20	46,000.00	77,000.00
50300	Facility Rental			
50400	Events & Tournaments	3,140.25		
50500	Family Entertainment Center			
50600	Food & Beverage	17,160.04	93,180.00	218,660.00
50700	Pro/Merch Shop		900.00	1,800.00
50800	Other Revenue	21.00	1,500.00	3,000.00
59999	Total Cost of Goods Sold	22,544.49	141,580.00	300,460.00
90000	Gross Profit	17,156.70	233,620.00	542,440.00
60000	Expense			
60100	Advertising & Marketing	700.00	4,875.00	19,250.00
60200	Bank & Other Service Charges	1,814.99	18,900.00	37,900.00
60300	General Office Expenses	1,961.51	20,050.00	40,500.00
60400	Insurance		27,000.00	27,000.00
60500	Management Company	214.61	2,500.00	10,000.00
60600	Salaries & Wages	38,927.47	277,500.00	555,000.00
60700	Payroll Expenses	7,859.70	61,700.00	109,400.00
61100	Facility Maintenance	20,036.47	66,800.00	110,300.00
61200	Utilities	14,545.45	90,900.00	181,800.00
69999	Total Expense	86,060.20	570,225.00	1,091,150.00
91000	NET OPERATING INCOME	(68,903.50)	(336,605.00)	(548,710.00)
70200	Other Income			
70210	Subsidy		(300,000.00)	(600,000.00)
70299	Total Other Income		(300,000.00)	(600,000.00)
70000	Other Expense			
70100	Other Non-Operating Expenses			
70199	Total Other Expense			
92000	NET INCOME (LOSS)	(68,903.50)	(636,605.00)	(1,148,710.00)

accounts PAYABLE & RECEIVABLE aging

Aged as of March 31, 2026
Aged by Posting Date

No.	Name	Currency Code	Balance	Aged by Posting Date				
				1 - 31 days	32 - 59 days	60 - 90 days	91 - 121 days	After 121 days
V00010	Clark Beverage Group, Inc	USD	-5,492.45	-5,492.45	0.00	0.00	0.00	0.00
V00020	TBHC Delivers LLC	USD	-289.04	-289.04	0.00	0.00	0.00	0.00
V00110	Orkin	USD	-179.67	-179.67	0.00	0.00	0.00	0.00
V00180	Waste Management	USD	-1,913.12	-1,913.12	0.00	0.00	0.00	0.00
V00190	Sports Facilities Companies	USD	-5,456.18	-5,456.18	0.00	0.00	0.00	0.00
V00340	AT&T	USD	-1,304.81	-1,304.81	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
V00680	Ladd's Golf & Turf, LLC	USD	-18,035.00	-18,035.00	0.00	0.00	0.00	0.00
Total (\$)			-33,505.81	-33,505.81	0.00	0.00	0.00	0.00
				100%	0%	0%	0%	0%
Currency Specification		USD	-33,505.81	-33,505.81	0.00	0.00	0.00	0.00





asset management

Maintenance & Physical Property

- Cleaning up the fields to keep the turf in top form.
- Sports Contractors Unlimited LLC came out and measured the areas on field 5 and 6 that need fixing. They will be getting us multiple quotes on the cost of fixing the fields.
- Multiple quotes on batting cages, backstop netting, backstop padding and yellow tops for fences.

forecast tracking

- The upcoming tournament schedule has over five new event organizers and diverse in different sports. This will allow us to gage what reoccurring tournaments are the most profitable for the park and economic impact of the city for 2027.



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