

2021 LAKEFRONT REPORT

Summary and analysis of the 2021 season at the Glencoe Beach and Boathouse.

Enriching lives and creating memorable experiences.





TABLE OF CONTENTS

Table of Contents.....	2
Executive Summary.....	3
Introduction.....	3
Facility Improvements.....	3
Marketing.....	4
Staffing and Training.....	5
Swimming Beach Operation.....	8
Boating Beach Operation.....	11
Special Events.....	14
Feedback and Survey Results.....	16
Financial Review and Future Planning.....	22
Appendices	
Appendix A – Financial Data.....	25
Appendix B – Attendance Comparisons.....	28
Appendix C – Pricing Comparisons.....	32

EXECUTIVE SUMMARY

The Lakefront Report provides a comprehensive summary of the 2021 Lakefront operations amidst the ongoing COVID-19 pandemic. Changes this year included season pass holder admittance only on weekday mornings, weekends, and holidays, revised hours of operation, daily admissions, and a return to sun shelter and trellis, kayak, paddleboard, and sailboat rentals.

This year, we sold a total of 8,835 season passes and offered the opportunity for every season pass holder to purchase guest passes with total revenue of \$468,572. We also continued our service of providing sand boat spots and boater assistance on a limited basis. Summer and winter boat storage total revenue is projected to be \$111,168.

While this summer looked different again, the Lakefront Team provided an excellent and safe beach experience. We expanded our popular Aquatic/Sailing Camps and offered limited special events following COVID-19 guidelines.



INTRODUCTION

In 2021, a revitalized focus was placed on several areas of beach operation, including revenue generation through season pass sales, new online daily admission ticketing platform, facility cleanliness, patron safety, and customer service.

FACILITY IMPROVEMENTS/MAINTENANCE

Staff completed the following jobs for the beach season:

- Seasonal tree trimming and removal
- New stairs to the north boating beach
- Conversion of the concession stand into usable programming space
- South Overlook Stabilization Project
- Beach House primary sewer line repair
- Beach House tuckpoint, painting, and lighting rehab
- New roofs installed on the boathouse and north sail lockers
- Half of the sail tubes on the north boating beach were converted into usable workspace and storage for equipment
- An ADA-compliant beach mat and beach wheelchair was purchased, offering better access to the shoreline for those who may have trouble crossing the sand.



MARKETING

Beach passes went on sale on March 16, 2021. Due to the ongoing uncertainty related to the pandemic, printing our traditional program guide was paused. Instead, we relied on digital channels and outdoor signs to communicate the start of pass sales. This included lawn signs, banners, kiosk signs, social media posts (Facebook, Twitter, and Instagram), as well as email marketing and website updates. Staff created new web pages to post FAQs and provide updates as needed.



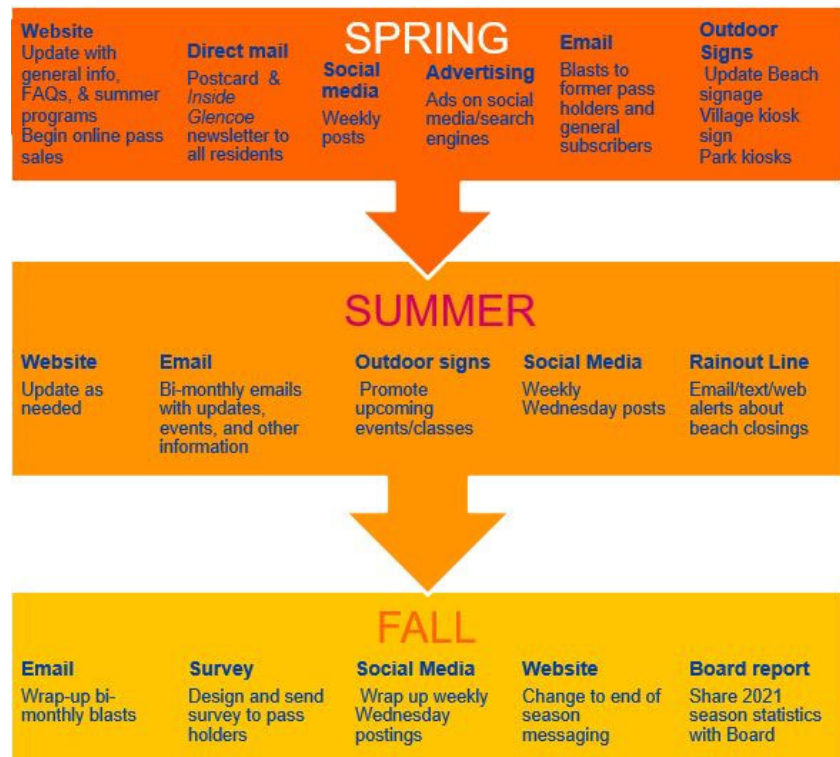
In mid-February, 20+ signs were posted in community locations (lawn signs and kiosk holders) announcing the sale. A jumbo postcard was mailed to every resident with a QR code to purchase passes. In addition, an article about beach passes was included in *Inside Glencoe*, the community newsletter mailed to every resident. In addition, we created an email sign-up link on our website specifically for pass information and an automated series of emails were sent with the information. 550 people signed up for this list.

Over 40 new signs were ordered for the beach. Due to the season pass restrictions, the Village allowed us to put additional signs on all parking rule signs surrounding Lakefront Park. Our goal was to ensure anyone visiting the beach was aware that a season pass or pre-purchased daily admission ticket was needed before walking down the ramp. QR codes directed visitors to purchase a season pass or daily admission ticket online. Our QR codes were scanned 2,718 times during the beach season.

In addition to the Glencoe Park District's general Facebook page, Glencoe Beach has its own business page. To date, the page has 2,876 likes (up from 2,487 from 2020). 953 people "checked in" to the page during the summer months, 19,313 page engagements (post clicks, photo views, video plays, etc.) occurred during the summer months, with a total of 577,573 page impressions taking place between Memorial Day and Labor Day. The page has also become a customer service channel, with Facebook users opting to use the direct message

service to inquire about beach conditions and admission. This year, we utilized the app's auto-responder to answer common questions (price of beach, season pass requirements, etc.). We also posted beach closures due to inclement weather or high bacteria on this page, thereby reaching people where they naturally "hang" out.

BEACH MARKETING PLAN



During the season, the beach landing page on our website consistently receives the highest amount of traffic. Unique page views increased 19% this summer, with over 50,734 page views (compared to 43,028 in 2020) from January to October. Links to purchase passes saw over 11,600 unique page views.

Approximately 14 dedicated emails were sent about beach passes, programs, and special events. Of the 60,416 emails sent, our open rate averaged 44%, with 2,506 clicks to website content.

STAFFING AND TRAINING

Staffing

Seasonal staffing continues to be an industry-wide issue, with many facilities struggling to recruit staff. We saw many other facilities reduce the level of service provided due to staff shortages. A total number of 55 employees were hired in 2021 compared to 33 in 2020. Of that group, 22 staff members were returning employees.



With the difficulty of hiring, a focus was placed on increasing the flexibility of the staff. As a result, all staff members working on both the bathing and boating beaches were required to complete the American Red Cross Lifeguard Certification, making them capable of performing two or more positions at either beach. Due to the cross-training, only limited staff shortages were experienced during the season. Our beach camp counselors are required to be lifeguard certified, increasing their ability to assist in other positions during off camp hours.

Staffing Levels by Position

	Total Staff	Operations Manager	Beach/Boat Manager	Lifeguards	Beach Services	Boat Guards	Sailing Instructors
2021	55	1	3	36	19	9	2
2020	33	1	3	24	5	8	1
2019	55	1	6	34	19	25	3
2018	62	1	7	35	24	15	6
2017	61	2	8	26	21	27	9
2016	44	1	9	26	15	25	7

Training

Matt Walker and the beach leadership staff conducted all pre-season staff training via Zoom or in-person at the Wilmette Pool and Glencoe Beach. All staff members were trained on the newly developed operations plan which was created to ensure the beach was ready to open to the public on Memorial Day weekend.



Lifeguard Training

Lifeguard training took place as scheduled during the middle of May. All staff members holding a current American Red Cross Lifeguard Certification were required to participate in 24 hours of lifeguard-specific training in both a pool and lakefront setting. All staff was certified by Matt Walker for Waterfront Lifeguarding as well.

During these training sessions, guards were required to demonstrate their swimming abilities by passing a timed 500-yard swim in Lake Michigan, treading water for two minutes, and swimming a timed event. Guards also practiced rescue techniques and watched videos on active/passive/multiple/submerged victim rescues, water entries, and back boarding.

During on-land training, emergency action plans, bloodborne pathogen training, first aid training, CPR with AED training and operating protocols were discussed. During the training, guards walked through an average day at the beach, practiced a "Code Adam," performed deep water line searches, and practiced activating the EAP. At the end of this training, all guards were required to pass a waterfront lifeguarding exam, practical exam, and written exam to receive their Red Cross Waterfront Lifeguard Certification.

Additional in-service training was held one day per week for two hours throughout the summer. Lifeguards, boat guards, and beach services were required to attend four hours of training every month and could attend based on their preference. Additionally, lifeguards were required to complete twenty minutes of daily physical activity in the form of running, swimming, or in the event of inclement weather, online training via training portals offered through the American Red Cross Trainers Corner.

Boathouse Training

Boat guards and sailing instructors were required to complete training at the boathouse at the beginning of the season. Training groups were kept small to ensure proper distancing amongst staff members. During this training, staff learned about the daily operations of the boathouse, safety equipment, water/medical emergencies, "Code Adam," and radio use.

Matt Walker did teach a complete a U.S. Powerboat Safety Course at the beginning of the summer to ensure all staff driving our powerboats were proficient in their operation. Matt completed additional boat driver training and on-water boater assistance training in small groups or individually. During this training, staff learned about boat safety/parts, safety equipment, trailering, storage, and rescue equipment. After reviewing these basic skills, guards were then taught how to drive and trailer our boats.

Beach Services Training

Beach services staff engaged in four hours of pre-season training via Zoom and socially distanced in-person training at the beach. During this training, staff was taught the basic functions of the beach house, how to use the point-of-sale computer system, how to scan daily ticket sales via the Ticketleap platform, beach rules/regulations, customer service skills, and were run through scenarios typically encountered when working with the general public. The courtesy cart was used again this summer.

Manager Training

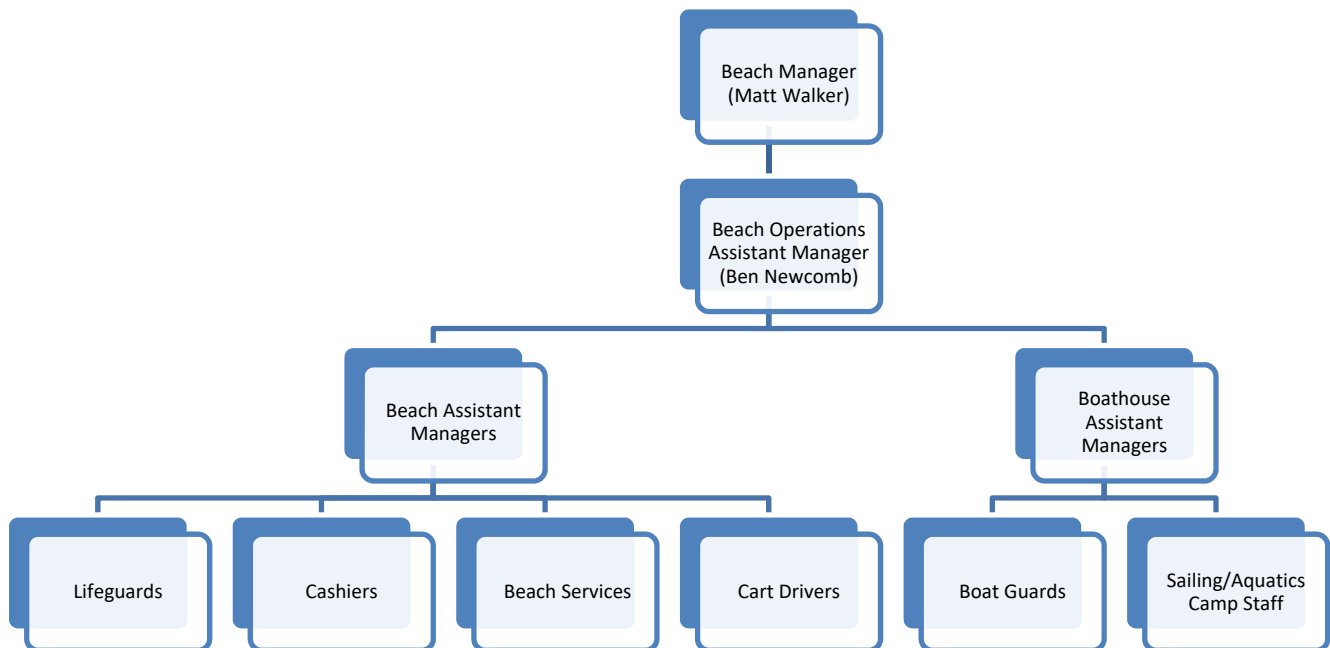
This year, a manager training was held via Zoom and in-person to help improve customer service both internally and externally. The focus of the exercise was to develop leadership skills in managers and help them troubleshoot common staffing conflicts and ensure they were comfortable and confident in managing the beach facilities based on the new rules and regulations. Customer service expectations were a core element, and the end-of-season survey results reflect the diligent work of the staff to improve customer experiences at the beach.

All managers were required to attend a manager’s meeting held once a week at the beach house during the regular beach season. This meeting was held to keep all managers up to date on each aspect of the operation and discuss any issues that may have come up during the previous week’s operation. Matt Walker led the meetings, and each manager had time to discuss any problems during a round table discussion.

Camp Staff Training

Camp staff spent approximately four hours training on location at the boathouse. Led by the Aquatics and Sailing Camp Director Charlie Schwartz, staff training focused on daily operations at the boathouse, emergency procedures, and camp curriculum. Given the sensitivity to staff and camper safety, strict procedures were implemented to ensure the well-being of everyone associated with camps.

Beach Organization Chart





SWIMMING BEACH OPERATION

Swimming Beach Overview

The swimming beach is staffed from Memorial Day to Labor Day. Due to COVID-19, we remained open seven days a week during the post-season. Outside those dates, the beach is still accessible to the public, but visitors are not charged, and lifeguards are not on duty. The swimming beach uses the Paul and Ada Safran Beach House as its hub. This facility features men's and women's changing rooms, a customer service desk, manager's office, staff break room, maintenance closet, and programming space. The swimming beach also features a designated swimming area measuring 50' deep by 200' long, a playground in the sand, large trellis, five sun shelters, two volleyball nets, pier, and boardwalk.

Daily Operations and Usage

Dates and Hours of Operation

Preseason/Regular Season:	May 29-31 and June 5 - September 6	10:00am -7:00pm
Fourth of July:	(open due to COVID-19/postponement of fireworks)	10:00am - 7:00pm

Customer Service

Given the numerous restrictions placed on the operation of public facilities, our staff did a tremendous job again this summer of informing our season pass holders and visitors of the changes to our traditional operating procedure. As the first line of staff members, we utilized our beach ambassador program again. The beach ambassadors had the hard job of informing non-season pass holders of changes and often was not treated kindly after informing some guests they would not be allowed to enter the facility during the week or on weekends. The beach ambassadors encountered many different situations throughout the summer, handling them with consistency and extreme professionalism. If a visitor was not happy with the beach ambassador's information, the acting manager on duty would be called to the entrance to handle the situation.

Facility Cleaning

This season posed many obstacles when trying to keep a public facility clean during the pandemic. A cleaning routine was developed and included hourly cleaning of both the men's and women's restrooms, all high traffic areas in the beach house, and the employee breakroom. All staff members were issued safety goggles, hand sanitizer, and vinyl gloves, which they were required to wear any time they completed routine cleaning or emptied garbage cans.

Revenue Collection

Out of an abundance of caution for staff well-being, we decided not to complete any cash transactions at the halfway house or the beach house. Staff was excellent about informing non-season pass holders of the procedure to buy passes online. Season pass sales were only available online through the Park District website. Our daily passes were sold online only through the Ticketleap Platform. Sun Shelter reservations were only available online to season pass holders and had to be paid for at booking.



Outside Camps and Swim Testing

Due to COVID-19, no outside camps were allowed to visit the beach this summer.

Swim Area

This summer, the swim area was marked with three white mooring buoys 50 feet into the lake and spanned 200 feet of sand. This designated space has proven to be more than adequate in accommodating swimmers on even the busiest of days and still provides a 40-second response time to the farthest corner of the swim area by our lifeguards. The size of the swim area is tested each year to ensure Glencoe Park District lifeguards can meet PDRMA requirements. Lifeguards were scheduled from 10:00am-7:00pm daily. Each guard was assigned their own rescue tube, fanny pack, CPR mask with viral shield and personal whistle. The guard chair was equipped with its own rescue gear including umbrella, bullhorn, air horn, and radio. Guards were required to wear masks anytime they were on duty and inside one of the buildings or in close contact with guests.

Water Testing

A high bacteria count is difficult to predict, and unfortunately, the testing methods currently used to test for bacteria take 24 hours to complete. This is the current testing method required by the Illinois Department of Health. Staff continued to stay current with the Lake Michigan Federation, the Illinois Department of Public Health, the U.S. and Illinois Environmental Protection Agency, and the Metropolitan Water Reclamation District to share information on new water testing methods and prevent closures.

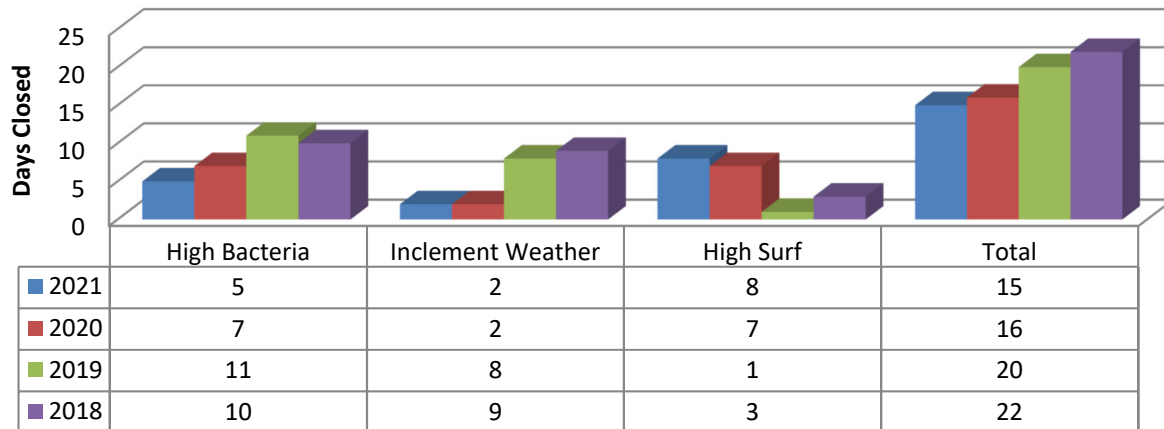
To know if the swimming area would be open the following day, staff began to submit water tests at 7:00pm and receive the count from the previous test. This procedure gave staff the ability to update our website and the Ticketleap platform to inform guests if the water was open for swimming. The swimming beach was closed for 15 days in 2021, 16 days in 2020, 20 days in 2019, and 22 days in 2018. The closures were due to a combination of high bacteria closures, bad weather, and dangerous surf. The water was closed five times in 2021 due to high bacteria (waterfowl E. coli), two times due to poor weather conditions (rain/low temperatures), and eight due to high surf conditions. It is more likely that high bacteria levels are observed after heavy rain or beach hazard/high surf conditions. The bacteria count threshold is 235 cfu's (coliform forming unit), at which point the water is closed for the day. The beach may remain open, but patrons are not permitted in the water. As soon as staff received the test results, we updated our daily voicemail, rainout line status, and Ticketleap daily ticket sales.

History of High Bacteria Beach Closures by Season

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
High Bacteria Closures	5	7	11	10	6	2	9	11	7	8	22



2021 Beach Closures



Beach Risk Management and Lifeguard Audit

The safety of swimmers and boaters at Glencoe Beach is a top priority. Staff invests countless hours ensuring the safety of the facility, equipment, and water and dedicating numerous hours to developing, training, and implementing safety policies, processes, and procedures. The Park District Risk Management Agency (PDRMA) provides a set of operating standards and safety recommendations for both the swimming beach and boating beaches. Staff reviews those guidelines well in advance of the season, then translates them into training, facility set-up, and operational manuals to ensure they are implemented throughout the season.

Because the Red Cross does not visit sites and provide lifeguard audits, PDRMA offers a program where another lifeguard certification company, Councilman-Hunsaker, provides an audit of the lifeguards to ensure they are well trained to proactively prevent emergencies before they occur or respond appropriately in the event of an emergency. The beach was successfully audited three times this summer compared to only one audit during past seasons. PDRMA and local representatives of the American Red Cross are working with Councilman Hunsaker in the off-season to develop a more accurate audit process and train all auditors for consistent accuracy on their observations.

RENTALS

Trellis/Sun Shelter

Trellis and sun shelters were available for rent this summer. All trellis rentals were handled by Park District staff, while advance sun shelter rental reservations were made available online to all season pass holders. All reservations were paid for at the time of the booking, helping post a sharp increase in revenue and decreased staff time spent handling reservations and collecting payments. Day of sun shelter reservations was available to those guests who purchased a daily pass on a first-come, first-served basis. Sun shelter reservation times were changed this summer from three available times to two. The revised times were from 10:00am-2:15pm and 2:45-7:00pm. The half hour in between slots allowed for staff to clean the shelters for the next reservation.



Equipment Rentals

Rentals were available again this summer. Staff charged a pass holder/non-pass holder rate for all chairs, umbrellas, boats, kayak, and paddleboard rentals as an incentive to season pass holders. Rental boats generated a total of \$14,785, with an additional \$3,559 in rental chairs and umbrellas.

BOATING BEACH OPERATION

The boating beach opens in early May each season and operates into mid-October. Patrons can store their boats on the boating beach for a fee both in-season and during the winter. Boathouse operations returned to near normal this summer, with specific safety measures in place to keep all staff, campers, and guests safe. Staff quickly adapted to the continuously changing rules and regulations placed on outdoor facilities and camps during the summer. Staff returned to assisting boaters moving their vessels to and from the water. Staff also provided surveillance and on-water assistance to boaters needing it.

Boat Storage

As with most other beaches along the North Shore, sand erosion has been a concern over the past three years. The erosion was not as problematic again this year, but staff remained aware of incoming storms and moved boats that may have been in harm's way. We were happy to see water levels drop almost 18" from the summer of 2020. We are currently at full capacity for all storage and anticipate remaining at this level next summer.

Staff completed the winter storage process, having moved all boats, kayaks, and SUP's into their storage space for the winter. All boats currently on the beach were tagged as paid or not paid with vinyl ribbon. Any boat remaining on the beach that was not paid for is documented and staff will continue to follow up with the owners for payment or to advise the owner to remove the vessel from the beach.

Boat Rental Spaces by Boat Type

	Kayak & SUP	Laser/Sunfish/Other	Catamaran	Total
2021	162	4	55	221
2020	164	4	53	221
2019	115	6	55	176
2018	103	6	59	168
2017	100	6	66	172

Daily Operations

Dates and Hours of Operation

Preseason Hours: May 8 -June 6 | Saturdays & Sundays, Memorial Day | 12:00-5:00pm

Regular Season Hours: June 9 - August 8 | Monday - Friday | 12:00-7:00pm

Saturday - Sunday | 10:00am-7:00pm

July 4 | 10:00am-6:00pm

Post Season Hours: August 13 to September 12 | Friday-Sunday, Labor Day | 12:00-6:00pm

September 17 – October 10 | Friday-Sunday | 12:00-5:00pm



Powerboats

The Park District maintains three inflatable Zodiac motorboats. These support boats are used for rentals (when offered), boater assistance, aquatics/sailing camps, and other beach maintenance tasks. All three boats are stored inside the boathouse and launched as needed. A Toro Dingo (tracked machine) was used again this year and has been a reliable machine to assist in our powerboat fleet's daily launching and retrieval.

Boat Valet, Boater Assistance, and Safety

The boathouse is staffed with boat guards and a manager. Boat guards maintain the boathouse and beach; they offer boater and rental assistance while maintaining surveillance and a boat valet service. This valet service helps boaters move their boats to and from the water. Catamarans are heavy, and two or more people are needed to move them. This valet service is highly valued by boating beach patrons.

Boater assistance is a high priority for boating beach patrons. Boat guards maintain surveillance for boaters only within the sailing boundary. That boundary stretches north to south from Tower Road Beach to Highland Park Beach and east of Glencoe Beach by one mile. That one mile is signaled by a marker buoy placed one mile east of the boathouse. If boater assistance is required for a boater outside of the boundary, boat guards will call the Coast Guard to assist the boater. The Coast Guard was called once in the middle of the season to locate a boater disorientated by fog. All parties on the vessel were fine and returned to shore safely.

Sailing Regattas

We hosted two out of three scheduled regattas this summer. The Glencoe Boat Club was responsible for collecting race fees, which were then submitted to the facility manager for processing. Staff assisted in the setup of the racecourse and staffed the committee boat. This significantly reduced the hassle of collecting race fees by boathouse staff.

Kayak, Paddleboard, and Sailboat Rentals

We were happy to offer rentals of kayaks, paddleboards, and sailboats this summer. Staff kept a close eye on weather conditions and quickly stopped rentals if conditions were unsafe for renters.

Beach Programming

Our popular Aquatics and Sailing Camps had record enrollments this summer. Each camp section was increased from 20 to 30 campers, and a three-day mini-camp was introduced at the beginning of the summer. Each section of the camp was broken into two groups of 15. One group was based at the boathouse and the other at the beach house in the former concessions stand space.

Aquatics Camp is operated and administered by beach staff. Day-to-day activities include kayaking, paddle boarding, sailing, beach volleyball, along with many other outdoor beach activities. The camp is available in one-week sessions, and runs from 9:30am-12:00pm Monday through Friday. Total enrollment for 2021 was 164 participants.

Sailing Camp was extremely successful again this summer. This camp operates Monday through Friday from 12:30-3:00pm. Participants were divided into two groups based on skill levels. Total enrollment for 2021 was 152 participants. Campers were eager to get out on the water in one of our new Opti sailboats, which are sailed with either one or two people. The fleet of 12 new Optis has been a great addition to the sailing camp offering more individual sailing opportunities.



NEW for Summer 2022

Based on the popularity of both Sailing and Aquatics Camps, we have decided to make some changes to the overall structure of the camps. For the summer of 2022, we will offer a full day Aquatics and Sailing Camp from 9:30am to 3:30pm. The camp section lengths will also be increased to two weeks compared to the week sections offered in the past. The new structure will allow for a more consistent daily schedule for campers and staff. We are excited to introduce the new camp structure as we anticipate it will improve the camp experience.

Beach Programming in 2021

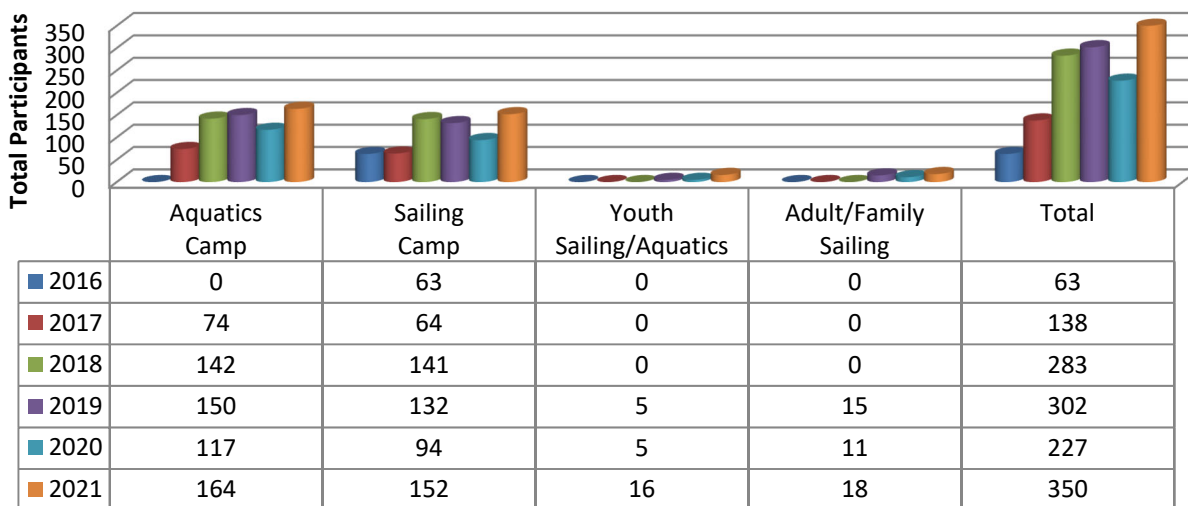
Due to COVID-19, we did not introduce any new programs during the summer. We did offer private sailing lessons, adult sailing classes, family sailing classes, as well as our popular Puddle Jumpers and Little Seals Sailing.

We had a total of 18 participants in our adult/family sailing programs. Staff is looking forward to the continued growth of our adult sailing programs at the beach for the summer of 2022.

Beach SAFE

A modified Beach SAFE day ran this summer with an enthusiastic group of participants from Marillac St. Vincent’s Family Services. The group enjoyed a day at the beach to swim, paddleboard, and kayak. Beach staff assisted the participants with basic instruction and on-water assistance.

Beach Program Participation



SPECIAL EVENTS

New for the 2021 summer season, we introduced five season pass holder appreciation events. All the events were popular amongst participants, and we look forward to more fun events next summer. The pass holder events included:

- Aloha! Summer Kickoff Party
- Happy Summer Solstice
- Steel Drum Band of 4th of July
- Movie Night on the beach featuring Ferris Bueller's Day Off
- Light up the Night

GJHP Beach Bash

This event was cancelled due to COVID-19 concerns.



July 23-24 - Beach Camp Out

The Beach Camp Out was a lot of fun! It was a bit warm that night, but the event had excellent attendance, with 229 people registered. The event featured firepits, S'mores, and Yogi Bear on the big screen. Dinner was catered by Jordan's Foods of Distinction. Games were set up for all participants to enjoy throughout the evening.

Fourth of July Celebration

We did not host a celebration at Lakefront Park this year, but we did open the beach to season pass holders for the day. A Steel Drum player was hired to provide entertainment on the beach during the afternoon.





August 5 – Beach SAFE

We welcomed a group from Marillac House, a social service agency on Chicago’s West Side, back to Glencoe Beach on Thursday. This marks the return to a scaled-down version of our award-winning Beach S.A.F.E. (Sailing & Aquatics For Everyone) program, designed to teach vulnerable populations basic water safety skills and experience on-water recreational activities. Thirty-five kids spent the day kayaking and paddle-boarding at the beach.

August 6 - Cardboard Regatta

Participants ages 6-17 were tasked with building a boat out of solely cardboard and duct tape to race around one buoy and back to the beach. This was the fifth year this event took place, and was very successful as we had nine registered teams show up to race in two separate heats. At the end of the event, awards were presented for both speed and team spirit.



September 11 – Wisconsin Style Fish Boil

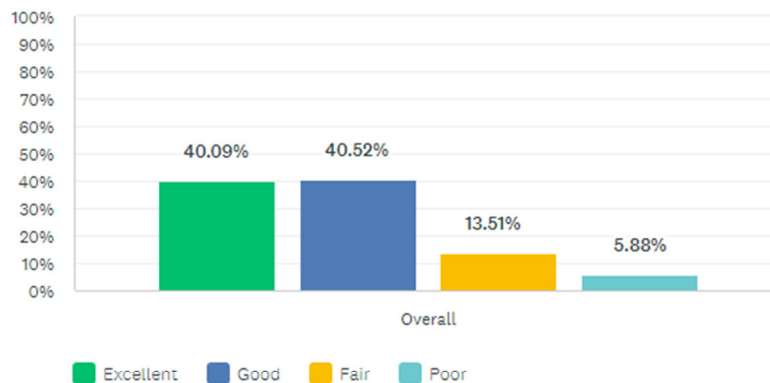
The Fire Pitt restaurant from Trevor, WI brought a traditional Wisconsin Style Fish Boil to the Glencoe Beach. The 54 registrants enjoyed a dinner consisting of freshly boiled cod, boiled whole red potatoes, whole sweet onions, fresh cole slaw, melted butter, rye bread, and an apple or cherry slice for desert. Prior to eating, all participants enjoyed the “Boil Over” when kerosene is added to the wood fire creating a burst of intense heat and flames 15’ high. The main boil-over is the main attraction of a traditional fish boil. Complimentary drinks included water, iced tea, and beer donated by Ravinia Brewing Company.

FEEDBACK AND SURVEY RESULTS

Each year a survey is sent to beach pass holders as well as individuals who rent boat spaces to solicit feedback on their experience. Staff appreciates this invaluable information to assess areas of strength or potential areas for improvement. This year, 490 responses were collected, compared to 509 in 2020 and 98 in 2019. When asked about overall experience during the summer of 2021, 89% of responses marked either excellent or good, compared to 86% in 2019. The continuous training throughout the entire summer by our lifeguard and boat guards showed as 96% of our guests felt their safety as a swimmer was either excellent or good. Other areas scoring high marks included staff friendliness, attentiveness, and responsiveness. Below are some of the overall survey statistics.

Please rate the value of your 2021 Beach Season pass purchase. (Select one)

Answered: 459 Skipped: 31

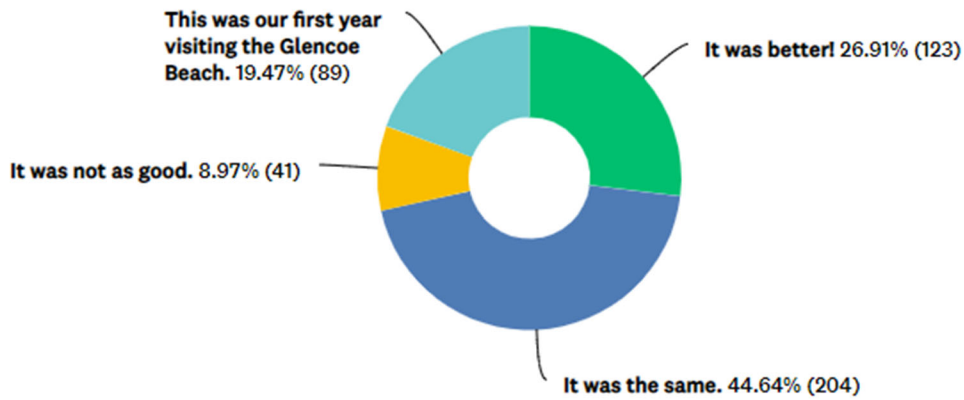


	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Overall	40.09% 184	40.52% 186	13.51% 62	5.88% 27	459	3.15

*Staff is very pleased with the positive feedback about our new season pass model.

Compared to previous years, how was your experience at Glencoe Beach this year?

Answered: 457 Skipped: 33

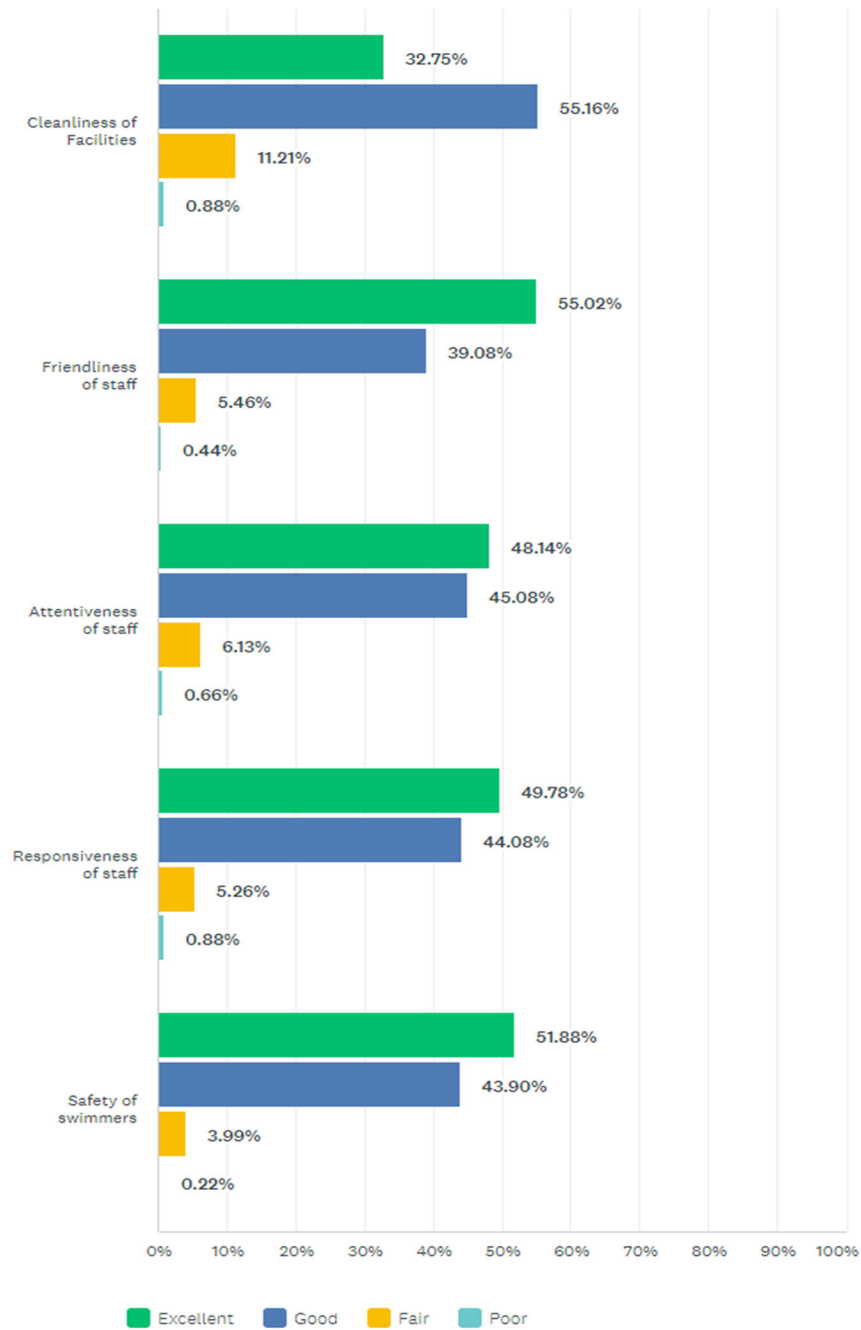


ANSWER CHOICES	RESPONSES
▼ It was better!	26.91% 123
▼ It was the same.	44.64% 204
▼ It was not as good.	8.97% 41
▼ This was our first year visiting the Glencoe Beach.	19.47% 89
TOTAL	457

*

When thinking about the beach staff, including lifeguards, beach ambassadors, and management, please rate the following attributes:

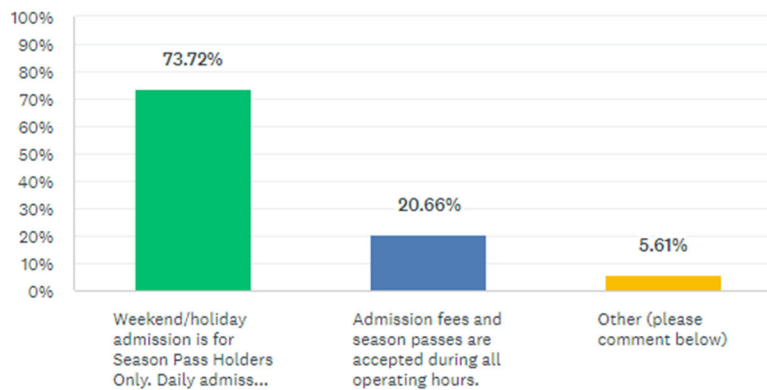
Answered: 459 Skipped: 31



*Our seasonal staff stood out above the rest once again this summer, making sure our guests had the best experience possible.

The Glencoe Park District is currently assessing options for next season. Please select the option you like best.

Answered: 392 Skipped: 98



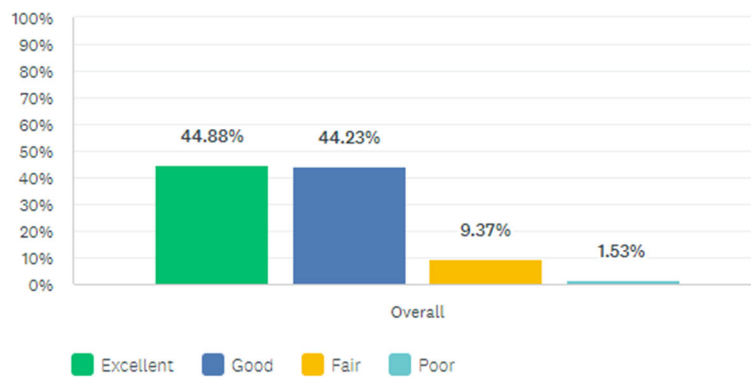
ANSWER CHOICES	RESPONSES
Weekend/holiday admission is for Season Pass Holders Only. Daily admission can be purchased on weekdays after 12pm (current structure)	73.72% 289
Admission fees and season passes are accepted during all operating hours.	20.66% 81
Other (please comment below)	5.61% 22
TOTAL	392

*The new admissions model worked out well, allowing unrestricted access to season pass holders as well as access to non-season pass holders.



Please rate your overall satisfaction with the Glencoe Beach during the 2021 season. (Select one)

Answered: 459 Skipped: 31

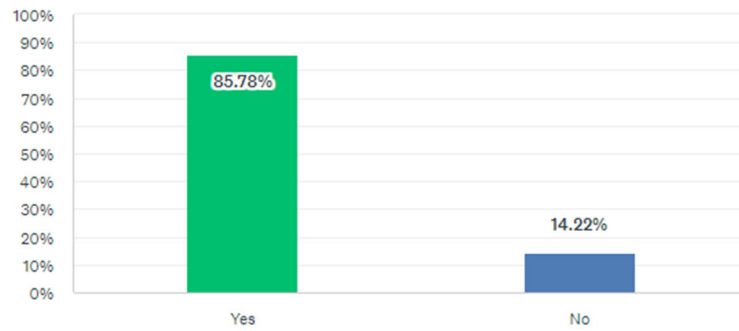


	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Overall	44.88% 206	44.23% 203	9.37% 43	1.53% 7	459	3.32

*Staff is very pleased with the 89% of pass holders who scored their overall satisfaction as excellent or good.

Due COVID-19, Glencoe Beach limited admission on weekday mornings, weekends, and holidays to season pass holders. Did you like this change?

Answered: 457 Skipped: 33



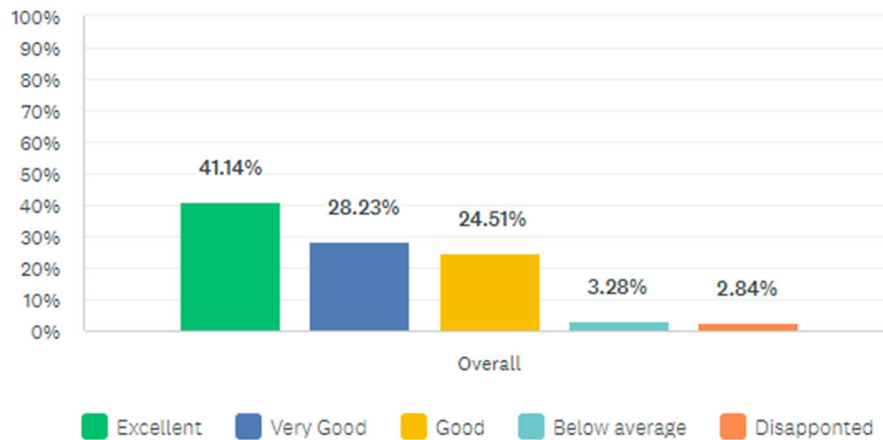
ANSWER CHOICES	RESPONSES	
Yes	85.78%	392
No	14.22%	65
TOTAL		457

*Our pass holders were very happy with guaranteed pass holder weekday hours and weekends. We anticipate following the same model for the summer of 2022.



What was your overall feeling of being a season pass holder this summer?

Answered: 457 Skipped: 33



	EXCELLENT	VERY GOOD	GOOD	BELOW AVERAGE	DISAPPONTED	TOTAL	WEIGHTED AVERAGE
Overall	41.14% 188	28.23% 129	24.51% 112	3.28% 15	2.84% 13	457	1.98

[Comments \(40\)](#)

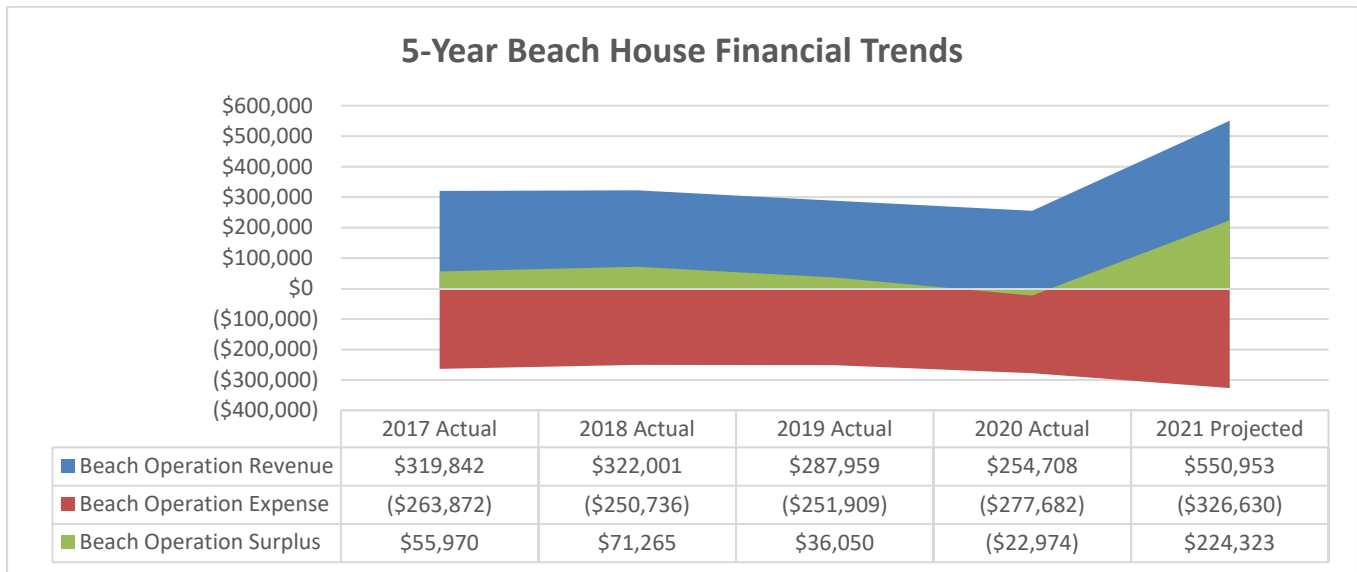
* The new operating models implemented this summer have proven to be very successful with our pass holders. We will continue to build off these successes and make the benefits of a season pass even more valuable.

FINANCIAL REVIEW

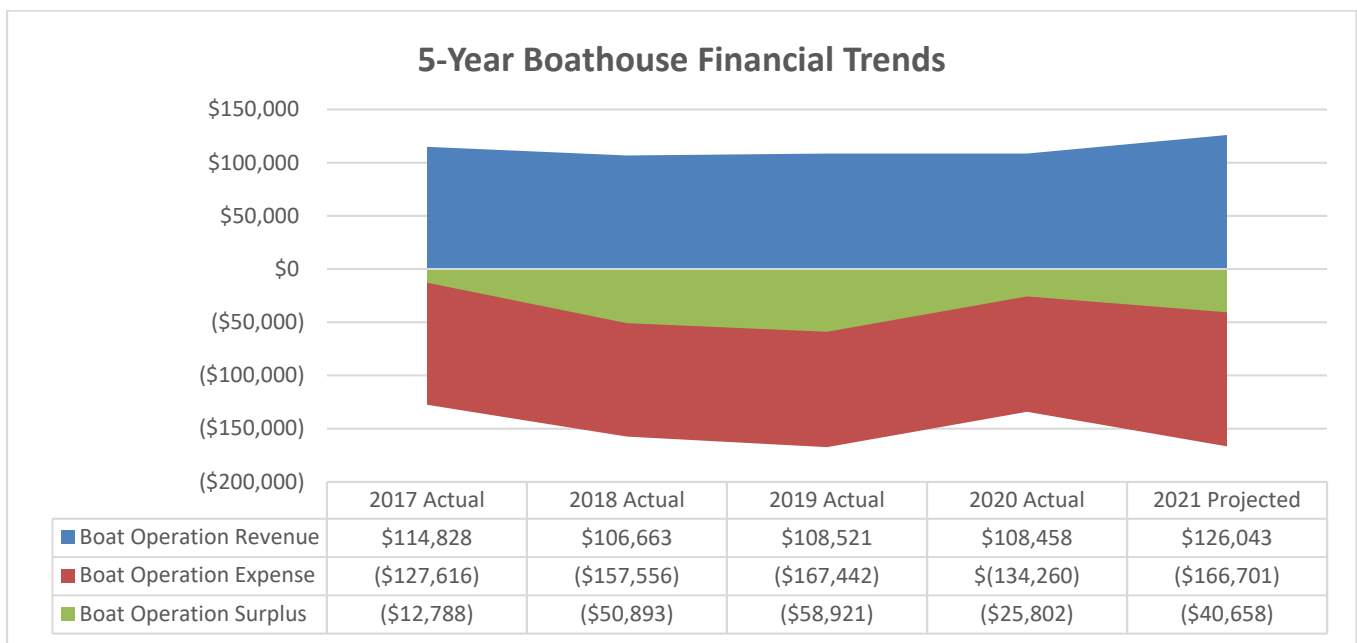
5Yr Overall Financial Trends	2017 Actual	2018 Actual	2019 Actual	2020 Actual	2021 Projections
Beach Operation Surplus	\$ 55,970	\$ 71,265	\$ 24,911	\$ (26,229)	\$ 224,323
Boat Operation Surplus	\$ (12,789)	\$ (50,894)	\$ (67,239)	\$ (28,863)	\$ (40,658)
Beach Program Surplus	\$ 23,839	\$ 48,787	\$ 45,700	\$ 47,830	\$ 115,674
Total Surplus	\$ 67,020	\$ 69,158	\$ 3,372	\$ (7,262)	\$ 299,339

Unlike years past, this past summer presented numerous obstacles on how continue operating safely while maintaining economic responsibilities and offering recreational options for all guests wanting to visit Glencoe Beach. The pandemic offered us an opportunity to try new operational plans and implement new practices and policies that did not seem practical in the past. Based on the overwhelmingly positive survey results from our season pass holders, we have been able to make changes to beach operations and not interrupt the guest experience.

After revamping nearly, the entire operation of the beach and boathouse, we found some areas that we thought would have been major issues to our guests by not providing them. Instead, we were pleasantly surprised to find no complaints.



*Note the healthy surplus for the summer of 2021. This can be attributed to record season pass sales as well as offering daily admissions on a limited basis during the week.

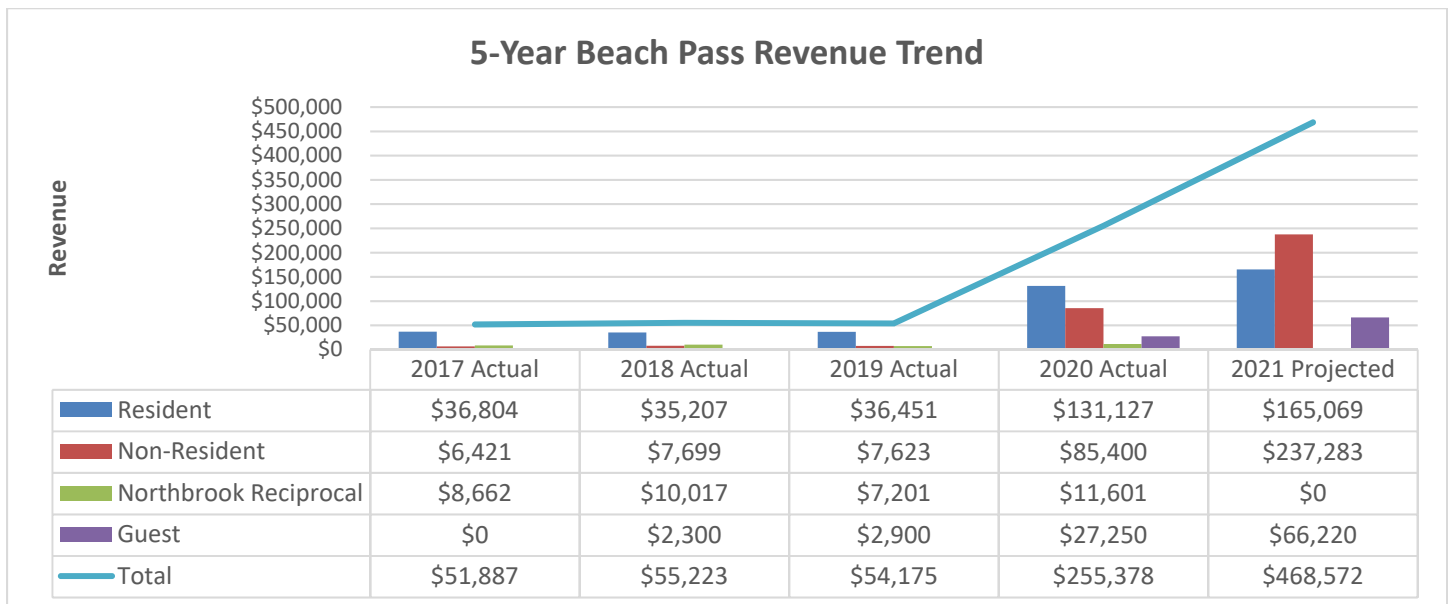




*Boat house financial remained in line with years past. While storage pricing increased 6% for non-residents, we have noticed more non-residents boaters partnering with Glencoe residents to get the resident storage rates. Operating expenses were in line with previous years as we returned to full staff, seven days a week.

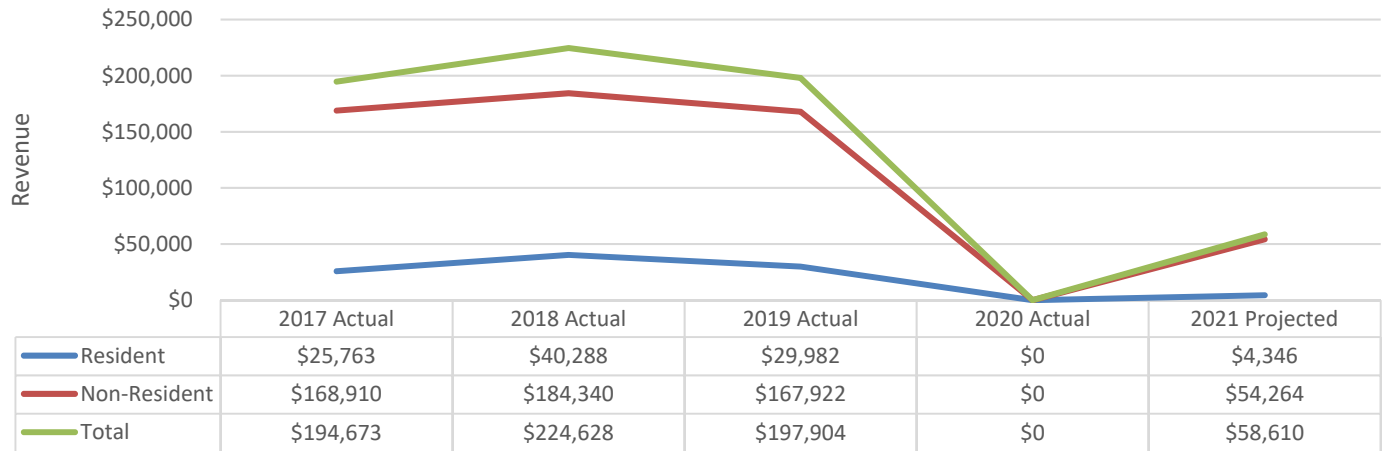
APPENDICES

Appendix A –Financial Data



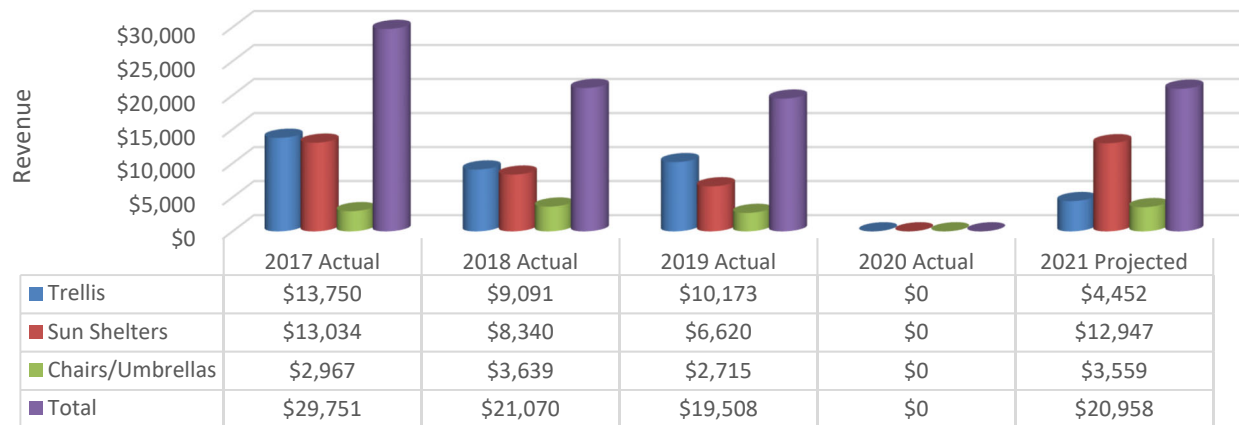
* The overall value of the season pass has increased tremendously over the past two seasons. Our season pass holder only events, dedicated pass holder only hours and pass holder discounts are all contributors to growth of our season pass sales.

5-Year Revenue From Daily Fees Trend



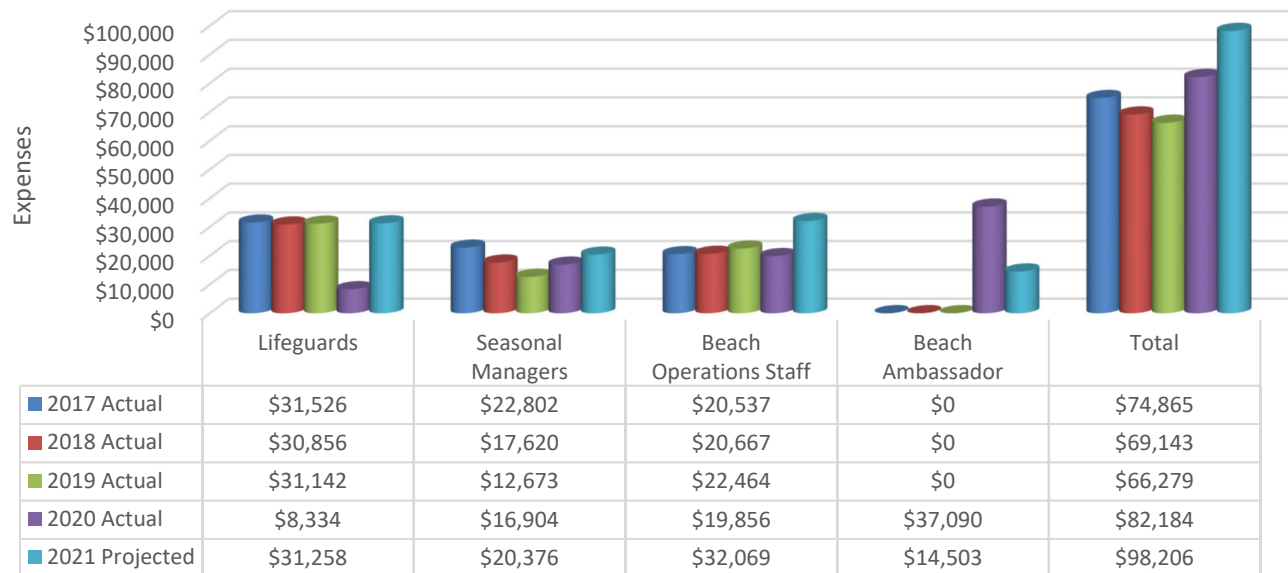
*Daily admission sales were limited to weekdays between 12:00pm and 7:00pm.

5-Year Beach Facility and Equipment Rental Trends



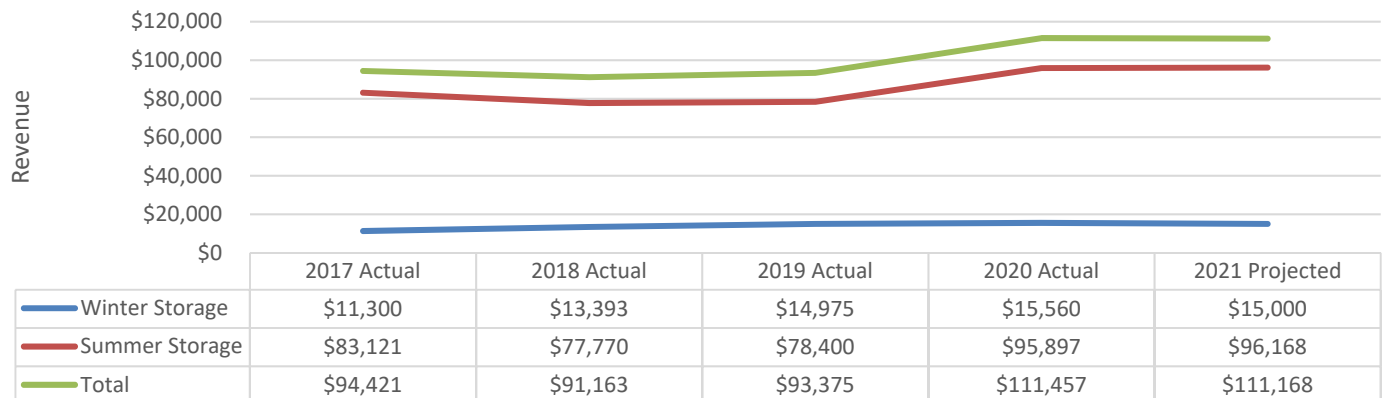
* Rentals were offered again this summer on days when weather conditions permitted. Trellis rentals were down due to COVID concerns and large gatherings.

5-Year Seasonal Staff Expense Trends



* Returning employees received their merit increase this season, increasing overall wages for seasonal beach staff.

5-Year Boathouse Storage Revenue Trends



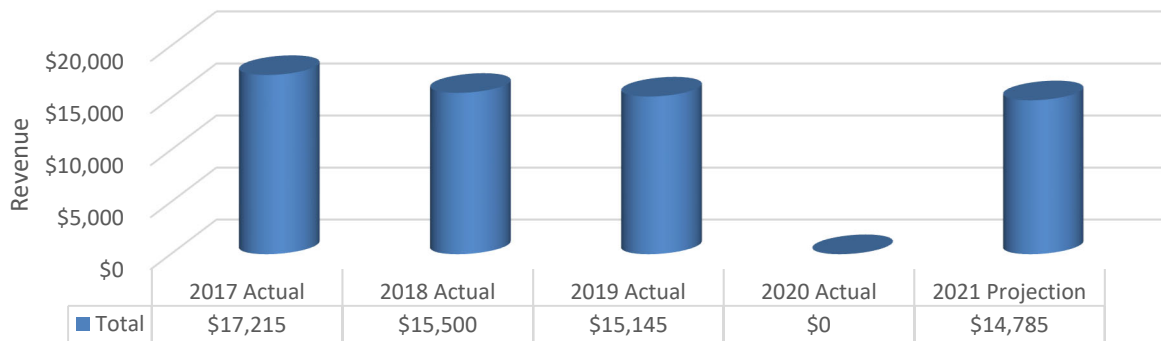
*The loss of sand spaces on both the north and south beach has played a major role in revenue collection. Staff has maximized the number of sands spaces available and will continue to monitor the water levels to determine if we can accept new boaters off of our growing waitlist. No new boaters were accepted off our waitlist for any type of storage this past summer.

5-Year Boat House Payroll Seasonal Employee



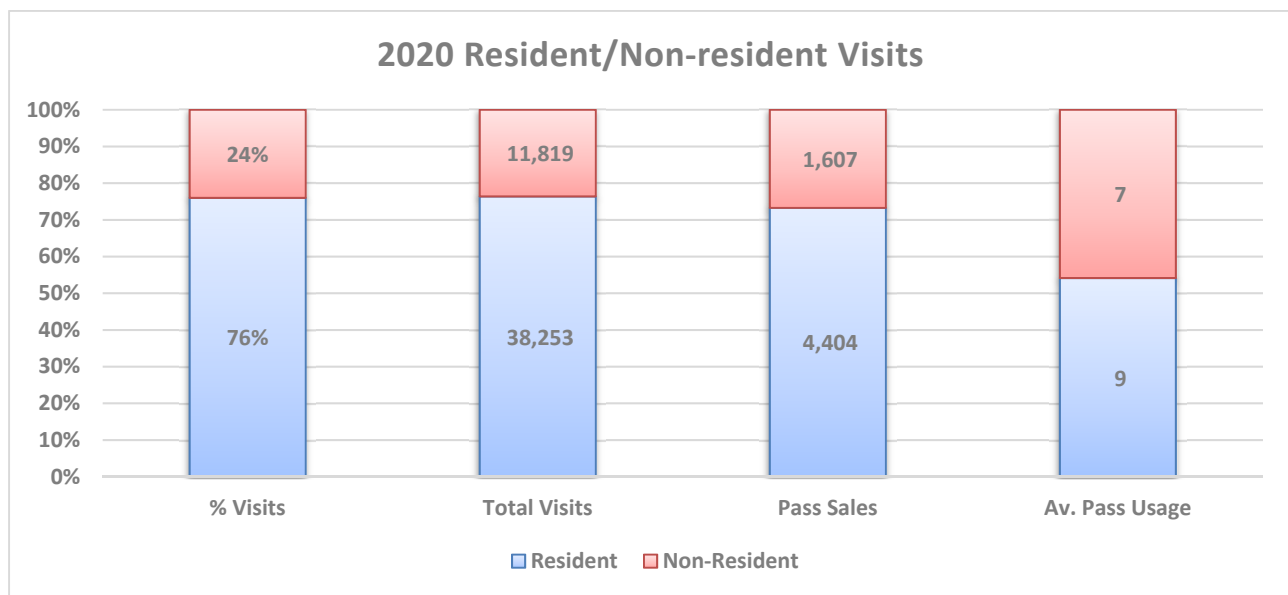
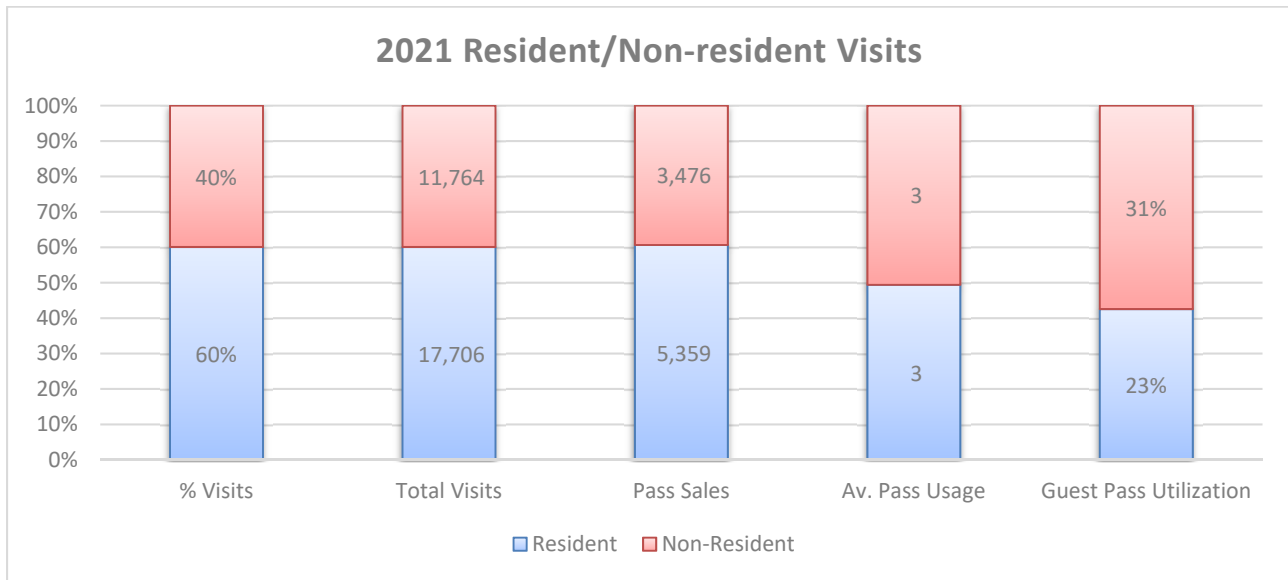
* Staff wages were up this summer as we returned staffing levels to normal during the week and weekends.

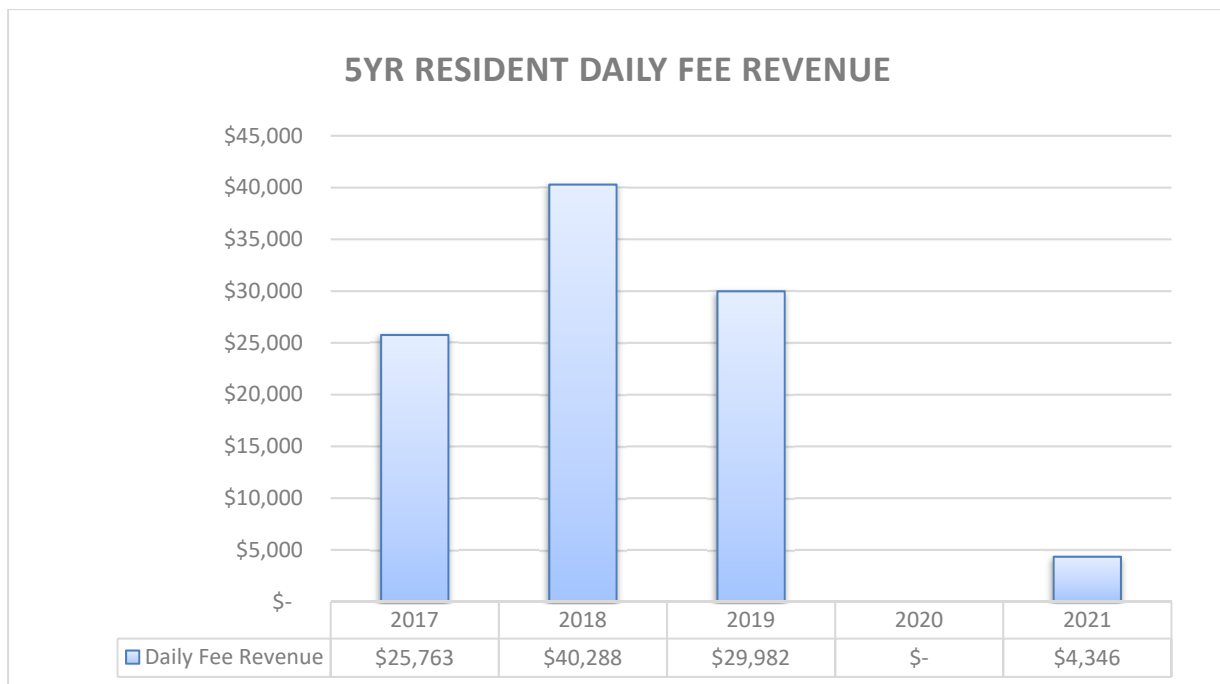
5-Year Boat, Kayak, Paddleboard Rental Trends



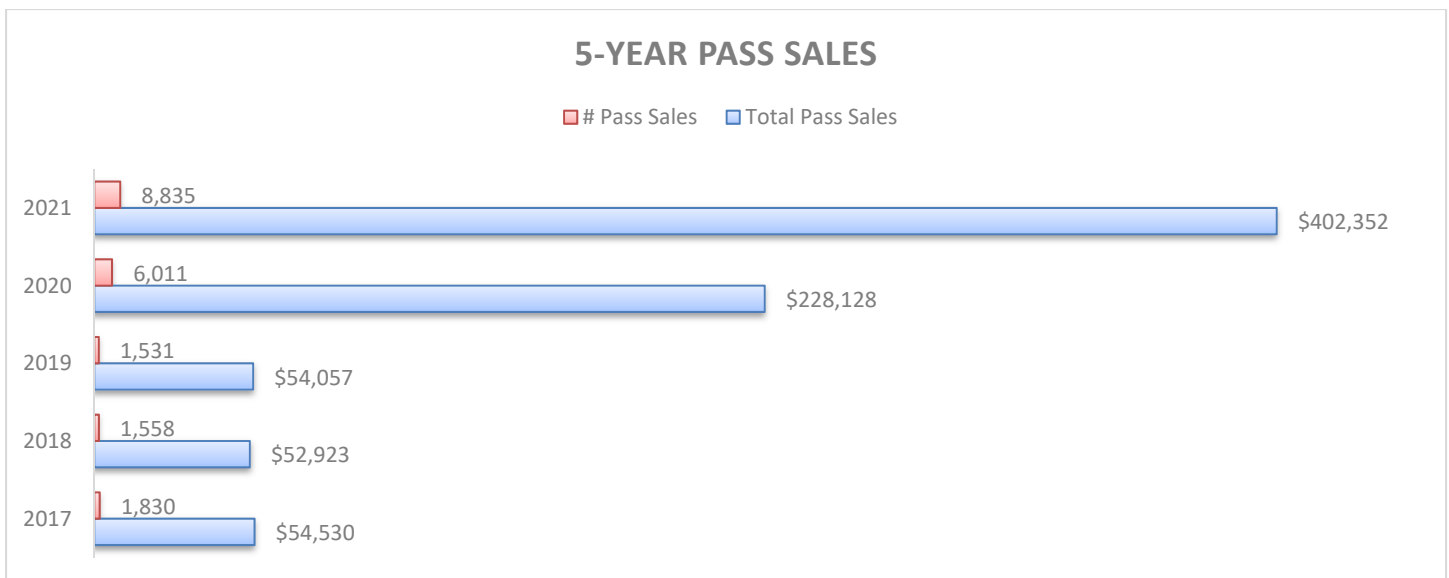
* Rentals were offered this summer on days when weather conditions permitted.

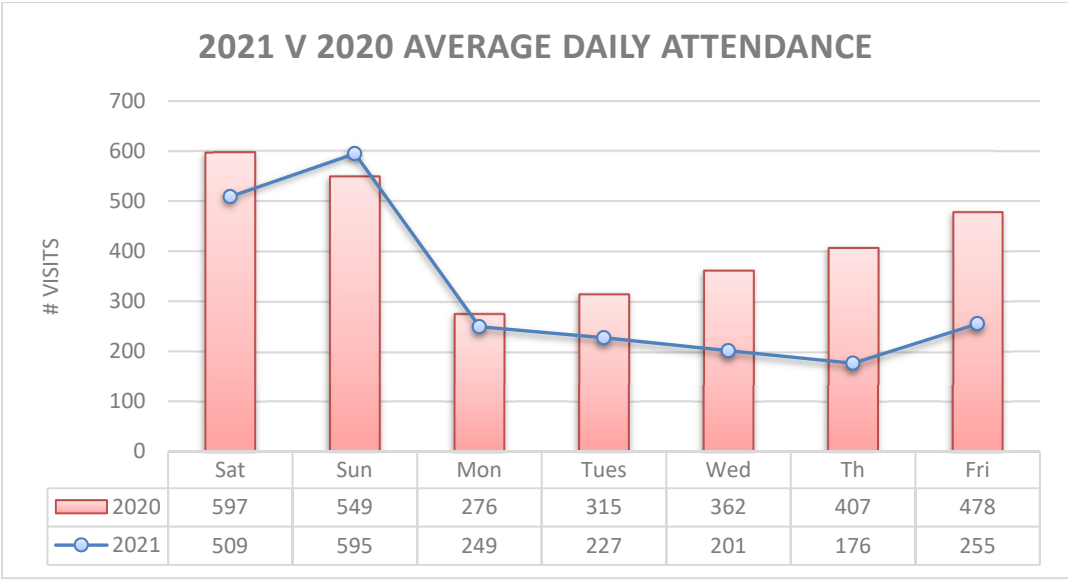
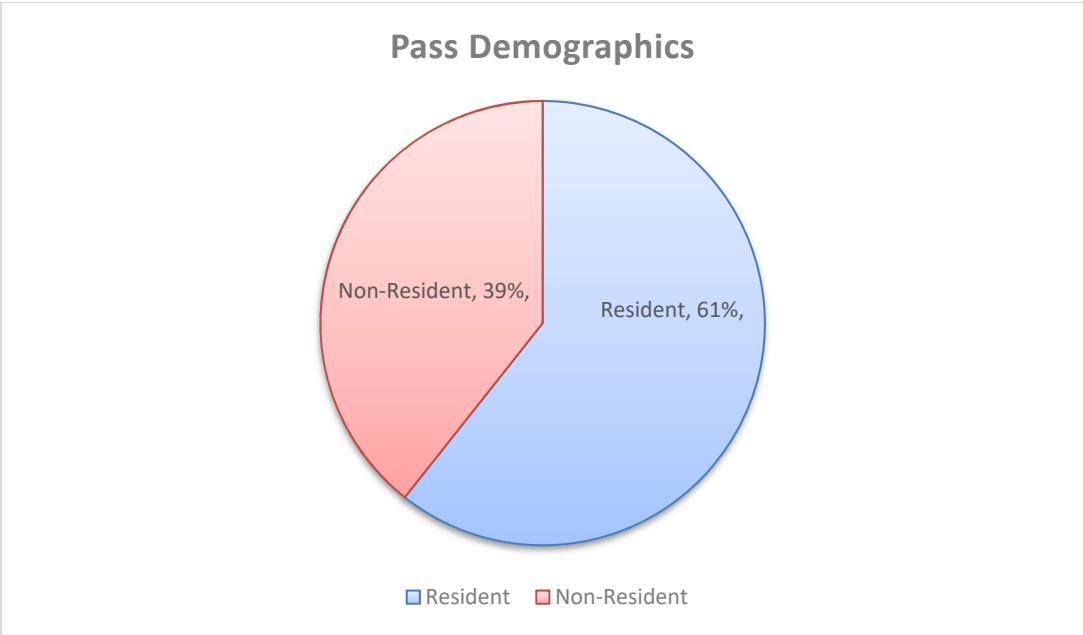
Appendix B –Attendance Comparisons

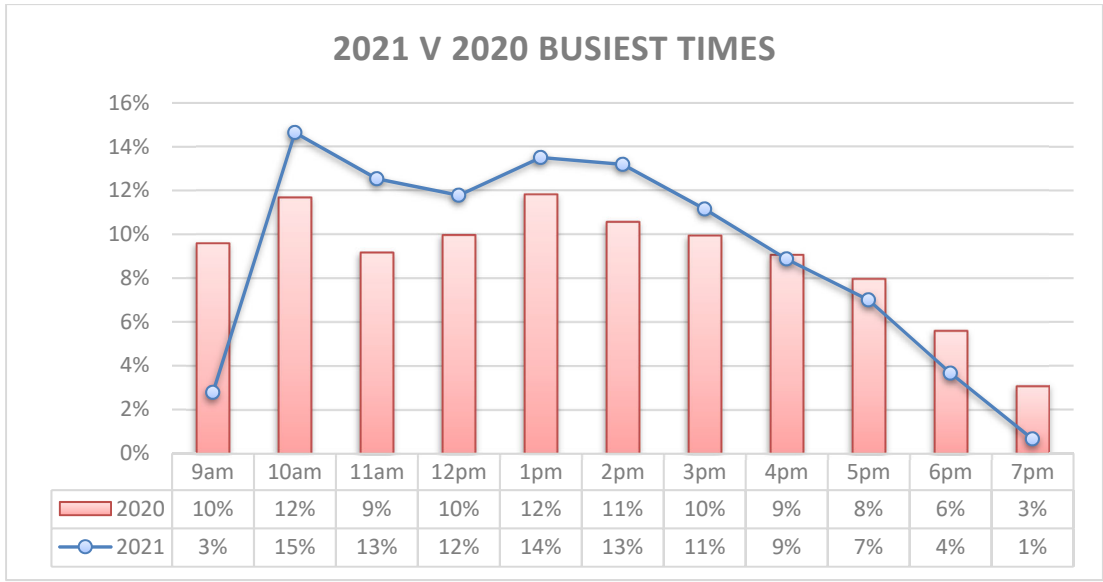




*Daily fees not offered in 2020 due to COVID-19 restrictions.









Appendix C – Pricing Comparisons

Standard Daily Admissions and Passes

Town	Hours	Daily Fees Res/NR	Individual Pass Res/NR	Family Pass for 4 Res/NR
Glencoe	10:00am-7:00pm	\$10/\$20	\$35/\$70	\$140/\$280
Wilmette	9:00am-8:00pm	\$8/\$13	\$54/\$135 Parking Pass \$31/\$175	\$136/\$321
Winnetka	9:00am-9:00pm	\$10/\$20 (M-W Only)	\$105/\$210	\$135/\$270
Evanston	9:00am-7:30pm	\$10pp Sa, Su, M (Res FREE)	\$30/\$46 *\$19/31	\$120/\$84 *\$76/\$124

*Revised Dates for mid-season pass sales

Last Daily Rate Increase:

- 2002: \$1 increase for non-resident only; resident rate remained \$4/\$6
- 2012: \$1 increase for non-resident adult fee only to \$10
- 2017: \$1 increase for residents, \$4 increase for non-residents
- 2018: Group rate increased to \$10 per person for groups of 10 people or more
- 2019: Rates changed to flat rates of \$7 for R and \$14 for NR guest
- 2020: Daily rate not offered due to COVID-19 restrictions
- 2021: Increased to \$10/\$20 R/NR per person

Last Season Pass Increase:

- 2010: \$5 increase to all pass types
- 2012: New rate created for seniors (age 65 and older)
- 2017: \$26 decrease for resident first member and \$22 decrease for non-resident first member
- 2018: \$19 increase in additional pass cost
- 2019: Increased NR season passes 1st member by \$7
- 2020: NR season pass increase to double the Resident rate
- 2021: Changed to flat-rate pricing per person \$35/\$70 R/NR



Sun Shelter and Trellis Rentals

Town	Sun Shelter (12 person/4.25 Hrs) P/NP	Sun Shelter (24 person/4.25 Hrs) P/NP	Trellis (75-100 person) 5 Hour Rental R/NR
Glencoe	\$45/\$90	\$90/\$160	\$246/391 (M-Th) \$415/\$662 (F-Su)
Wilmette	Not Available	Not Available	Not Available
Winnetka	Not Available	Not Available	Not Available
Evanston	Not Available	Not Available	\$70/\$85

Lake Rentals

Town	Kayak Res/NR	Paddleboard Res/NR	Sailboat Rental Res/NR
Glencoe	\$30/\$60 (P/NP)	\$30/\$60 (P/NP)	\$55/\$110 (P/NP) 2 hrs
Wilmette	M-F \$40/\$40 Sa-Su \$60/\$60	M-F \$25/\$25 Sa-Su \$35/\$35	M-F \$63/\$63 Sa-Su \$83/\$83
Winnetka	M-F Not Available Sa-Su \$25/\$30	M-F Not Available Sa-Su \$25/\$30	Not Available
Evanston (45 min rentals)	*M-F \$25/\$35 Sa-Su \$25/\$35	*M-F \$25/\$35 Sa-Su \$25/\$35	*M-F \$50/\$60 Sa-Su \$50/\$60

Boat Storage Spaces

Town	Sand Res/NR	Rack Paddle Res/NR	Winter Sand Res/NR	Winter Rack Res/NR
Glencoe	\$663/\$1115	\$399/\$671	\$280/\$370	\$144/\$230
Wilmette	\$755/\$1061	\$455/\$748	\$291/\$291	\$203/\$203
Winnetka	\$400/\$800	\$350/\$700	\$100/\$150	\$100/\$150
Evanston	\$425/\$585	\$275/\$335	Not Available	Not Available