



Enriching lives and creating memorable experiences.

2019 LAKEFRONT REPORT

A summary and analysis of the 2019 operation of the Glencoe Boat House and Glencoe Beach.



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INTRODUCTION

Glencoe Beach is one of the premier lakefront facilities on the north shore region of Chicago on Lake Michigan. The beach sits below a towering bluff and spans almost a quarter-mile of shoreline. The beach is accessible by two access roads leading down the bluff as well as a flight of stairs from the “halfway house,” which acts as a check-in point for guests when a cashier is staffed. Glencoe Beach is comprised of the south side of the beach featuring a swimming area and Safran Beach House and the north end, which features boat storage as well as the Perlman Boathouse. The Glencoe Public Works Water Plant divides the beach.

In 2019, staff continued to focus on several areas of beach operation including revenue collection, facility cleanliness, patron safety, and customer service. Beach Facility Manager, Matt Walker, as well as Director of Recreation and Facilities, Bobby Collins, examined beach operations and were able to work with agency leadership and the Parks staff to implement a number of changes and improvements that significantly improved the operation as well as resulted in a better experience for beachgoers.

FACILITY IMPROVEMENTS

Before the start of the season, several upgrades and repairs were made to the swimming beach, Safran Beach House, and Pearlman Boathouse. The majority of these projects were completed in house by members of the Parks Department. Our Parks Department was also instrumental in the constant maintenance needed to maintain a walkway to the north beach and grading of the beach after large storms. The following repairs and improvements were completed for the 2019 season:

- Replaced 1/3 of the decking on the pier
- Painted pier railings
- A new ATV was purchased
- Routine repairs were made to the stone stairs
- New benches were installed on the beach and pier
- Replaced hose bib on the boathouse
- ADA improvements to the boathouse bathrooms
- Replaced control valves on the spray park
- Replaced shower valves in the Safran Beach House
- New walkway, benches, and information kiosks in Lakefront Park

MARKETING

Traditional Marketing

Staff included beach articles and information in the Spring/Summer Brochure, the summer *Inside Glencoe* newsletter, and the Summer Sampler, our 4-page mailer to residents. Information on pass sales, special events, and classes were also promoted on District TVs, flyers, posters, website, at special events, and on signage at the beach.

We also purchased ads in the Chicago North Shore Convention and Visitor Bureau Visitor’s Guide as well as a targeted ad in the Chicago Botanic Garden seasonal magazine.



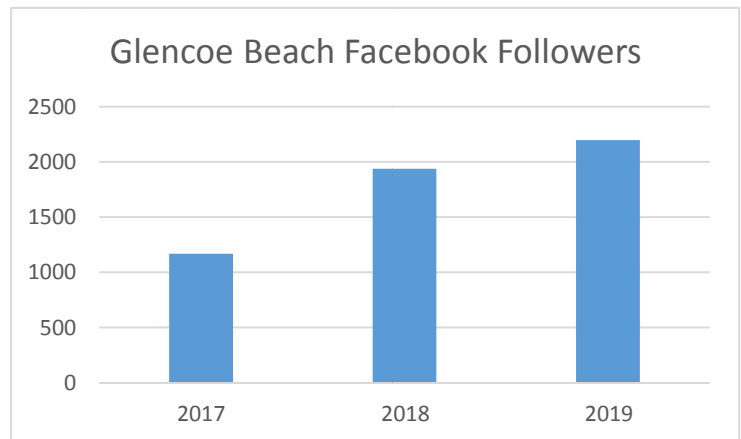
Signage

Staff focused on making the rentals and beach services more prominent at the beach this year. We added 21 signs, either replacing information or with new information about Trellis rentals, sailing classes, kayak/sailboat/paddleboard rentals, and sun shelter rentals.

Online Marketing

On social media, we focused on the visual beauty of Glencoe Beach. Utilizing Facebook, Twitter, Instagram, and Pinterest, we worked to curate user content and share stunning images of Glencoe Beach. The content is shared throughout the year, with a greater focus on sharing in the months leading up to the official start of the season and 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 2,198 followers. Daily, the page is tagged with people's beach photos and check-ins. The page has also become a customer service channel, with Facebook users opting to use the private message service to inquire about beach conditions and rental services.



On Instagram and Facebook, we shared user's images weekly, generating more likes and fulfilling the very social nature of social media. We also post beach closures due to inclement weather or high bacteria on Twitter and Facebook channels, thereby reaching people where they naturally "hang" out.

During the season, the beach landing page on our website receives the highest amount of traffic. Over 27,700 visitors went to the Beach's webpage from May through September.

STAFFING AND TRAINING

Staffing

Seasonal summer beach staffing continues to be an industry-wide issue on the North Shore, with many facilities struggling to recruit staff with high-level qualifications. A total number of 55 employees were hired in 2019 compared to 62 in 2018. Of that group, 16 of those employees were returning while 39 were new to the Park District. With the difficulty of hiring, again a focus was placed on increasing the flexibility of the staff. As a result, all staff members working on both the bathing and boating beach were required to complete the American Red Cross Lifeguard Certification, making them capable of working two or more positions at either beach. Due to the cross-training, major staff shortages were not experienced during the regular season. There was no tangible increase in labor costs as a result and staff was accepting of the cross-training.



Staffing Levels by Position

| | Total Staff | Operations Manager | Beach/Boat Manager | Lifeguards | Beach Services | Boat Guards | Sailing Instructors |
|------|-------------|--------------------|--------------------|------------|----------------|-------------|---------------------|
| 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 |
| 2015 | 55 | 2 | 8 | 14 | 12 | 13 | 6 |

Cross-training and job rotation also improved staff morale by reducing fatigue and developing new skills. A notable improvement in lifeguard moral is noted when they worked additionally as boat guards. Supervisors on both beaches also observe an improvement in communication between the boating and swimming beach.

Training

Lifeguard training

In addition to completing the Red Cross Lifeguard Instructor Certification, Matt Walker led 16 hours of preseason training at Centennial Pool in Wilmette. During this training, guards were required to demonstrate their swimming abilities by passing a timed 500-yard swim, treading water for 2 minutes, and swim 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 in detail. Guards also completed eight hours of training at the beach. During the training, guards were walked through an average day at the beach, learned how to administer swim tests, 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 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 one hour throughout the summer. Lifeguards, Boat Guards, and Beach Services were required to attend four hours of training every month and could come based on their preference. Additionally, lifeguards were required to complete twenty minutes of daily physical training 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 all required to complete nine hours of training at the Perlman Boathouse before the season starting. During this training, staff learned about the daily operations of the boathouse, safety equipment, water/medical emergencies, “Code Adam,” and radio use.

Some boat guards and camp staff also took one of two 18-hour powerboat training courses led by Matt Walker, who obtained his US Powerboat Instructor Certification before the beginning of the 2019 summer season. During this



training, our staff first learned about boat safety/parts, safety equipment, docking, storage, and rescue equipment. At the end of this course, all participating boat guards were required to pass both a written and practical exam.

This training course is recommended by PDRMA and is a Coastguard recognized qualification. Any staff member who operates a Park District motorized vessels must complete the course.

All lead and sailing staff either obtained or renewed their US Sailing instructor qualifications. The program is a 40-hour training course that focuses on running safe sailing classes, developing teaching skills, and creating a fun learning environment for students. This qualification is required for our head sailing instructor and strongly encouraged for all sailing staff.

Beach Services

Beach services staff engaged in four hours of pre-season training that took place at the Glencoe Beach. During this training, the staff was taught the basic functions of the Safran Beach House, how to use the point of sale computer system, beach rules/regulations, customer service skills, and were run through an average shift. Staff members who were qualified to drive the golf cart underwent additional training to become familiar with that position.

Manager Training

Manager training was held again this year to improve customer service, both internally and externally. Leadership and customer service training for all beach and boathouse managers was completed at the beginning of the season. The focus of the training was to develop leadership skills in managers and help them troubleshoot common staffing conflict. 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. Managers were additionally scheduled for shadow shifts so they could learn how to manage tasks such as deposits and opening/closing procedures.

All managers were required to attend a managers meeting held every Tuesday at 8:00am in the Safran Beach House during the regular beach season. This meeting was developed to keep all managers up to date on each aspect of the operation as well as discuss any issues that may have come up during the previous week's operation. Matt Walker led the meetings with specific agendas, and each manager had time to discuss any issues during a round table discussion.

In-Service

Bi-monthly, 2-hour lifeguard training was conducted to ensure guards were prepared to deal with emergencies throughout the season. These in-services covered various topics ranging from CPR to mock rescues to "Code Adams".

In addition to these in-services, guards were also audited by beach managers regularly with simulated rescue/emergency scenarios. This heightened degree of training that was implemented again this season allowed the beach to be significantly more successful in the audit conducted by PDRMA.

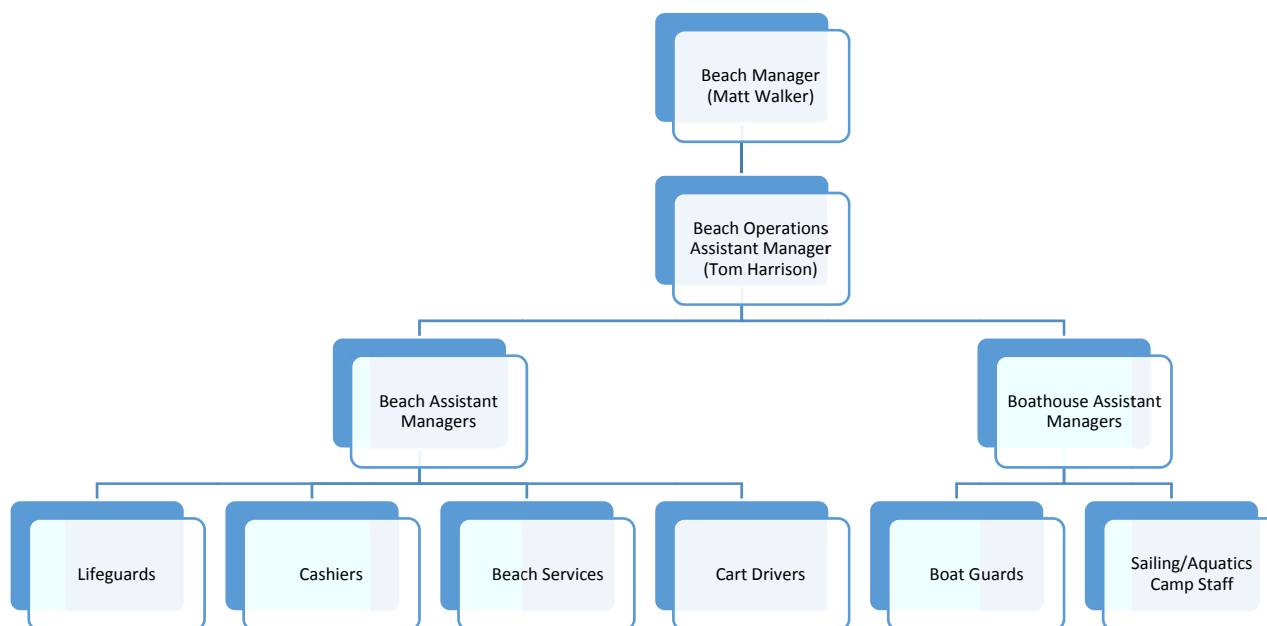
Camp Staff Training

Camp staff spent approximately four hours training on location at the boathouse. Led by the Aquatics and Sailing Camp Directors Melinda Andrews and Alessia Liebovich, staff training focused on daily operations at the boathouse, emergency procedures, as well as camp curriculum. Staff reviewed procedures for inclement weather, beach closure, and special accommodations for campers who needed them. Any Aquatics or Sailing camp counselor operating a Park



District powerboat was required to obtain their powerboat certification. Any new or returning Aquatics or Sailing Camp counselor directly supervising children in the water was also required to renew or obtain their American Red Cross Lifeguard certificate with the waterfront module.

Beach Organization Chart



SWIMMING BEACH OPERATION

Swimming Beach Overview

The swimming beach is staffed from Memorial Day to Labor Day. Outside of 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 a concession stand, which is contracted out to a local vendor, North Shore Catering. The swimming beach also features a designated swimming area measuring 50’ deep by 175’ long, a playground in the sand, a large trellis and five sun shelters available for rent, two volleyball nets, a pier, and boardwalk.

Daily Operations and Usage

Dates and Hours of Operation

| | | |
|------------------------|---|----------------|
| Preseason: | May 25-27, May 31 - June 1 | 10:00am-7:00pm |
| Regular Season: | June 3 -July 28 | 10:00am-8:00pm |
| Post Season: | July 29-August 18, August 24-25, Aug 31- Sept 2 | 10:00am-7:00pm |

*Glencoe Beach is CLOSED July 4 | Boating Beach Open July 4 from 10:00am-6:00pm



During the pre-season, all areas of beach operations were examined. Looking back at the 2018 season and survey results, improving customer service, increasing revenue collection, and cleanliness of the Safran Beach House were identified as operational priorities for 2019.

Customer Service

Weekends and holidays are traditionally high traffic days for the swimming beach. To improve the quality of customer service, on weekends, a front desk cashier was again assigned to the Safran Beach House. This position increased the level of customer service by reducing the number of different staff interactions necessary to help the customer. In previous years, lifeguards would attend the front desk for 30 minutes and would then rotate to a different area of the beach. Customers would end up interacting with multiple guards and become frustrated with miscommunications and a lack of continuity.

After Labor Day, the Safran Beach House was opened on nice weather days to accommodate post-season beachgoers. The bathrooms were accessible, but no staff was on site. On weekends with nice weather, an attendant would maintain the Safran Beach House. Many patrons relayed positive feedback for having access to the restroom during this time of year when this facility is usually closed.

Facility Cleaning

During peak times, the cleanliness of bathrooms, trellis, and sun shelters were identified as areas needing improvement. Beach services and supervisors made diligent efforts to ensure that these areas were attended to regularly.

After the beach closed at 8:00pm during the regular season, many patrons would remain on the beach until 10:00pm when they were required to leave. To increase beach cleanliness, the Parks Team performed early morning beach grading and cleaning to ensure that the beach was ready for residents and patrons who utilize the facility early in the morning and that the beach was ready for daily opening.

Revenue Collection

Again this season, we collected revenue for daily admission at the halfway house. We had one POS station located at the Park Ave ramp and one by the steps on the Hazel entrance side. We staggered staff over the middle of the day, so we could direct guests to the appropriate cash register either to swipe their season membership card or to pay the daily admission. Per a recommendation from the Lakefront Advisory Committee, on busy weekends, an additional staff member was also scheduled between 11:00am and 6:00pm to rove the area between the two cash registers and keep visitors from walking down the ramp or steps without paying. This proved to be very helpful in getting those guests who may have slipped by without paying while one of the cashiers was assisting another visitor with their payment. Also new for the 2019 season, a third cash register was set up at the halfway house to help check in season pass holders in a more timely fashion.

Private Fitness Classes

Private fitness classes utilizing the Glencoe Park District beach facilities are now required to purchase season permit at the cost of \$75 and produce a certificate of insurance. This was implemented to formalize relationships with local fitness



businesses and reduce the potential liability to the Park District. Two permits were filed this summer and staff will continue to be vigilant with the enforcement of these permits.

Outside Camps and Swim Testing

Visiting camps love coming to Glencoe Beach and often comment on their positive experience. Statistically, camps visiting a beach facility increase the risk of potential rescues and other emergencies at that facility. To improve the level of safety, management staff worked with PDRMA to develop operating standards necessary to ensure camper, counselor, and staff safety. A revised camp check-in form was developed and used again this season. All camps, both internal and external, were required the check-in with the manager on duty on each visit to the beach to ensure the head counselor was aware of swim test procedures, safety concerns, and facility rules. In addition to talking to the head counselor, the staff talked to all the campers about beach rules and meeting locations.

Lifeguards and supervisors were trained in the new swim test wristband coloring system recommend by PDRMA. The yellow band (identifying weak swimmers) has been removed. Swimmers are identified as a swimmer (green band) and non-swimmers (red band). Swim tests were only administered to Glencoe Park District camps. External camps were required to pre-swim test their campers and maintain accurate lists of swimmers and non-swimmers.

Swim Area

This summer, the width of the swim area was consistent with the past couple of years. Five orange mooring buoys defined the swim area, which was 50 feet into the lake and spanned 175 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 a swim area is tested each year to ensure Glencoe Park District lifeguards can meet PDRMA requirements.

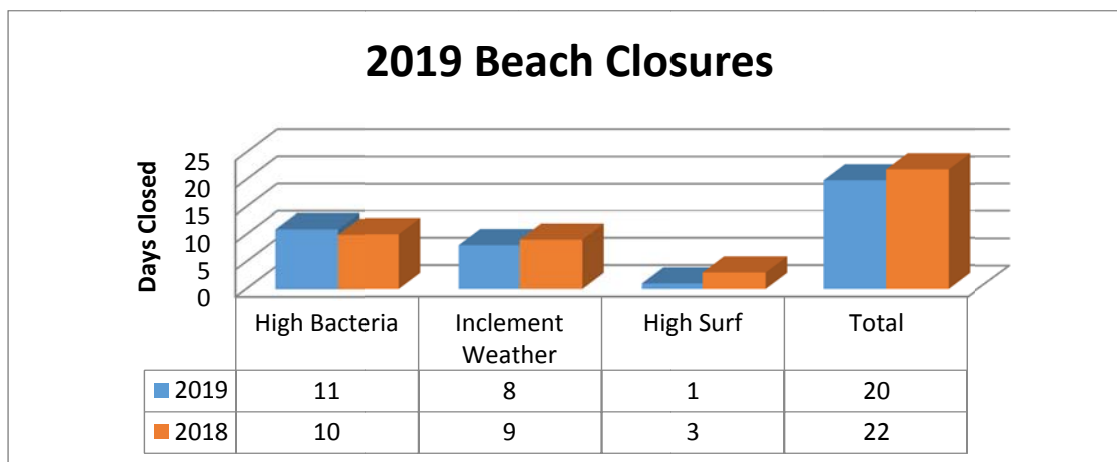
Water Testing

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 has continued to stay current with the Lake Michigan Federation, the Illinois Department of Public Health, the U.S. and Illinois Environmental Protection Agency, as well as the Metropolitan Water Reclamation District to share information on new methods for water testing and to prevent closures.

The swimming beach was closed for a total of 20 days in 2019, compared to 22 days in 2018. This was due to a combination of high bacteria closures, bad weather, and dangerous surf. The water was closed 11 times in 2019 due to high bacteria (waterfowl E.coli), eight times due to poor weather conditions (rain/low temperatures and once due to high surf conditions. Please note there were three days of high surf combined with high bacteria counts. It is more likely that high levels of bacteria are observed after heavy rain or beach hazards. The bacteria count threshold is 235, 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 the staff received the test results, we updated our daily voicemail as well as the rainout line status.

History of Beach Closures (bacteria) by Season

| | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
|------------------------|------|------|------|------|------|------|------|------|------|------|
| High Bacteria Closures | 11 | 10 | 6 | 2 | 9 | 11 | 7 | 8 | 22 | 7 |



Note: The District is required to have water test results before the facility opens to the public.

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 as well as dedicating numerous hours to development, training, and implementation of safety policies, processes, and procedures. The Park District Risk Management Agency (PDRMA) provides a set of operating standards and safety recommendations for both swimming beaches 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, will provide 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. This summer, the beach was audited on July 2, a rainy Tuesday afternoon. Staff was secretly videotaped while scanning the water so that a realistic representation of that skill could be captured. Staff was also asked to perform skills like first aid and a simulated CPR scenario. Staff performed admirably during this audit and received an overall score of “A”.

Rentals

Trellis & Sun Shelter Rentals

The trellis is a covered outdoor structure located on the south side of the Safran Beach House. The trellis is available for rent daily during the beach season from 5:00-10:00pm to both residents and non-residents. It typically can hold 75-100 people. Peak rental times are Saturday and Sunday evenings in July and August. The Park District uses the area for special events, including the Beach Campout and Tails and Ales.

Typical parties that rent the trellis are birthdays, weddings, family reunions, church groups, and corporate functions. The rental price for the trellis includes admission to the beach for up to 75 guests. The Safran Beach House and the trellis are staffed with one manager and one attendant for the duration of the rental who keep the facility and restrooms clean during the party. For an additional fee of \$25 an hour, patrons can pay for a staff member to operate the golf cart for



the evening to transport their guests after the beach closes. Parties are eligible to purchase an alcohol liability insurance policy for \$175. Approximately 50% of parties purchase the alcohol permit. In 2019, the trellis was rented 23 times, generating \$10,173 in revenue.

Sun Shelters

Five sun shelters are located on the north side of the Safran Beach House between the stairs and ramp. There are four 12-person shelters and one 24-person shelter. They are available to rent in three-hour increments. Reservations can be taken in advance, and walk-ins are subject to availability. Staff is investigating the ability to reserve the sun shelters online for the 2020 season.

The shelters are generally rented for small family gatherings or birthday parties. Each sun shelter is equipped with its own grill. Renters are responsible for bringing their own grill supplies and food. Alcohol is not allowed in the shelters. The rental of a shelter does not include admission to the beach. A group admission rate of \$10 per person is available to parties of 10 or more when made in advance with a member of the beach management team.

The resident rates are \$20/\$40 for residents compared to \$40/\$80 per time slot for non-residents. Peak rental times are generally Saturdays and Sundays in July and August. Internal and external camps use the shelter on weekday visits to the beach

In 2019, sun shelter revenue was \$6,380. In 2018, sun shelter revenue was \$8,340. The decrease is attributed to low attendance in June and the overall number of closures recorded during the summer.

Equipment Rentals

To further improve the level of customer service and satisfaction, new beach rental equipment, including chairs and umbrellas, were purchased for the 2019 season. The operational process to rent equipment remained the same and rentals were conducted in the Safran Beach House. The rental signs and visibility of the equipment led to being sold out on busy days. Both chairs and umbrellas were popular. During periods of windy weather, umbrella rentals were suspended as damage to umbrellas would occur and increased the potential for it becoming air born and potentially causing an injury. Staff is examining new rental options to introduce for the 2020 season.

Patrons can rent chairs for \$4, umbrellas for \$3, or \$6 for both. Revenue from beach rentals this summer was \$2,715 compared to \$3,639 in 2018. We attribute the lower rental numbers due to the poor weather conditions at the beginning of the season.

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. Boats that are stored include Hobie Catamarans, Hobie Getaways, Qubas, kayaks, and paddleboards. Larger boats are stored on the sand in designated spots, whereas smaller crafts are stored in racks. The Pearlman Boathouse consists of a manager's office, restrooms, storage areas, and as a place where boaters can congregate, regattas can be organized, and as a base for our Aquatics and Sailing Camps. The District powerboat assistance fleet is also stored in the Pearlman Boathouse. The boathouse staff organizes the rentals of sailboats, catamarans, kayaks, and paddleboards. Boathouse staff also assists boaters in moving, rigging, and repairing their boats as well as offering boater assistance up to one mile out into the lake.



Boat Storage

As with most other beaches along the Northshore, sand erosion is a continuing problem on the boating and swimming beaches. This was very problematic again this year as a significant portion of the north beach was lost due to heavy wave action and heavy stormwater runoff. In addition to the sand erosion, Lake Michigan water levels are at record levels. With this water height, the number of sand spots has been reduced by approximately ten on both beaches. Currently, there are no available sand spots to new boaters. Looking towards 2020 boat storage, the beach is at full capacity. Staff will be identifying ways to increase storage for stand up paddleboards and other vessels as necessary.

To prevent delinquent boat issues, a data collection and boat identification process was designed. A paperless master grid is created each season and is stored in the cloud for controlled access and version control. Important information, such as the model and color of the boat, serial number, and unique features, are now being collected. Lockers and sail storage numbers are now being tracked and linked to specific boats and owners on the grid.

Boat Rental Spaces by Boat Type

| | Kayaks& Sups | Lasers/Sunfish/Others | Catamarans | Total |
|------|--------------|-----------------------|------------|-------|
| 2019 | 116 | 6 | 55 | 176 |
| 2018 | 103 | 6 | 59 | 168 |
| 2017 | 100 | 6 | 66 | 172 |

Daily Operations

Dates and Hours of Operation

| | | | |
|------------------------------|----------------------|-----------------------------------|----------------|
| Preseason Hours: | May 11-June 2 | Saturdays & Sundays, Memorial Day | 11:00am-6:00pm |
| Regular Season Hours: | June 3-August 11 | Monday-Thursday | 11:30am-7:30pm |
| | | Friday-Sunday | 10:00am-8:00pm |
| | July 4 | Holiday | 10:00am-6:00pm |
| Post Season Hours: | August 16-October 13 | Saturdays, Sundays, Labor Day | 12:00am-6:00pm |

Powerboats

The Park District maintains three support boats, three inflatable Zodiac motorboats. These support boats are used for rental and boater assistance, aquatics/sailing camps and other various 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 the daily launching and retrieval of our powerboat fleet.

Boat Valet, Boater Assistance and Safety

The Pearlman 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 Coastguard to assist the boater. The Coastguard did not have to be notified for assistance during the 2019 boating season.

Safety training and the safety of patrons are of highest priority. Boat guards are trained in boater assistance through a 16-hour US Powerboating program (Safe Powerboat Handling and Safety and Rescue). Staff consistently receives in-service training and is encouraged to complete daily on-water training as much as possible when it does not interfere with normal daily operations.

Regattas

Glencoe Boat Club co-hosted a four regatta series that constituted the George Cup. The Pearlman Boathouse provides staff and equipment necessary to run the regattas, including race officials, racing marks, safety boats, and drivers. A long-distance format was chosen to entice new boaters to participate. The average attendance of each regatta was between 7-10 boats. After each regatta, social events were held at the boathouse. Feedback from competitors was very positive. Staff was praised for their organization and professionalism in running the events.

Kayak, Paddleboard, and Sailboat Rentals

Providing patrons with access to enjoy the water improves the beach experience and attracts new and returning patrons to the beach. The extra revenue generated from rentals offsets some of the expenses for the boathouse. The rental equipment can also be used for camps and recreation programs, such as aquatics camp and stand-up paddleboard yoga.

Revenue for 2019 was \$15,145 compared to \$15,500 in 2018. Rental revenue fluctuates depending on lake conditions, weather, and the volume of patrons at the beach. This year offered more challenging conditions and resulted in less rental activity. Nine water closures (high bacteria, high surf, and inclement weather) were on either a Saturday or a Sunday which are our highest traffic days for rentals.

Stand-up paddleboarding was the most popular activity, accounting for 41% of rental revenue with kayaking similar at 40%. Sailboat rentals account for 19% of rental revenue, but sailboats are utilized for adult sailing and beach camps. Peak rental times are Sunday afternoons, with long waitlists experienced on nice weather days.

Lake Rental Revenue by Craft

| | Kayak | Paddleboard | Hobie | Quba | Total |
|---------------------------|---------|-------------|---------|-------|----------|
| Total Revenue | \$6,015 | \$6,830 | \$1,820 | \$480 | \$15,145 |
| % of Total Revenue | 40% | 41% | 16% | 3% | 100% |

Beach Programming

Aquatics Camp

Aquatics Camp is operated and administered by beach staff. The camp is available in 1-week sessions and runs from 9:30am-12:00pm Monday through Friday. The total enrollment for 2019 was 150 participants

Our Aquatics Camp spent their time paddle boarding, kayaking, sailing, swimming, playing on water fixtures, and enjoying Lake Michigan. Campers were expected to adhere to camp rules such as staying within eyesight of a counselor at all times and wearing a lifejacket whenever their group was near the water, which was discussed on the first day of each session of camp. It was expected of all campers to attempt reasonable activities, but our counselors would not



push them past their limits or make them uncomfortable. Safety was first and foremost, and if counselors or the camp directors found conditions to be unsafe on the water, water activities were stopped, and all campers returned to shore. It was our goal to create an enjoyable experience while on Lake Michigan and to strive for growth in their comfort with the lake and aquatic activities.

Sailing Camp

Sailing Camp was extremely successful again this summer. This camp operates Monday through Friday from 12:30-3:30pm. Participants were divided into two groups based on skill levels. Like Aquatics Camp, Sailing Camp ran every week starting in early June until early August. Participants could extend their day at the beach by signing up for both camps. The total enrollment for 2019 was 132 participants.

Our Sailing Camp focused on teaching campers about the basics of sailing and seamanship in a fun environment while giving them experience on the water. We anticipated campers to come to camp without fear of boats or water and a willingness to go out in winds up to 15 knots or waves up to three feet. On days where weather conditions were not favorable or safe to be out on the lake, we continued to teach the campers the different parts of the boat, rigging, and de-rigging vessels, as well as basic sailing knowledge. Given the popularity of the sailing camp, we are confident we will have numerous returning campers for the 2020 summer season as well as new campers looking to participate.

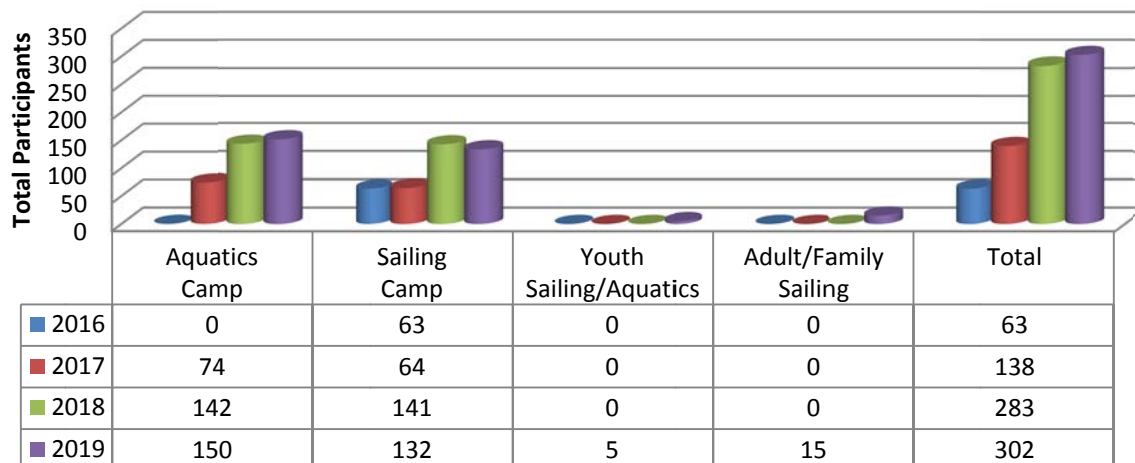
New Beach Programming in 2019

We introduced four new programs to the beach this summer. Puddle Jumpers and Little Seals Sailing focused on introducing 5-6 year-old children to the world of open water aquatic activities. The participants went out on paddleboards, kayaks and sailed on our Hobie Getaways. We also offered two-family sailing options. Our Try Sailing class was offered as a parent/child combo class, and Fun Family Sailing allowed for families of up to six members to sail together. Both family sailing classes focused on the fundamentals of sailing. Participants sat through a short classroom session, then assisted rigging the Hobie Getaways they were taking out. While on the water, everyone was able to assist in sailing the vessel, and upon returning to shore, they learned how to derig the boats.

***NEW* Beach SAFE**

Beach SAFE (Sailing & Aquatics For Everyone) was created as an avenue to bring the youth of distressed communities around the Chicago Metropolitan area to Glencoe Beach to teach them the dangers of Lake Michigan but also allow them to swim, try sailing, paddle boarding and kayaking. We had over 100 total participants, and chaperones join us. On July 15, guests from Waukegan Park District and Union League Boy's and Girl's Club of Chicago visited the beach. On August 12, a group from Marillac St. Vincent joined us for the day. As part of the program, Matt Walker presented to the groups on open water safety, and David Benjamin of the Great Lakes Surf Rescue Project was also on hand to present to the group. All participants received a long sleeve swim shirt, lunch, and a snack. After lunch, participants had the opportunity to try out kayaking, sailing, paddle boarding and swimming in the swim zone.

2019 Beach Program Participation



SPECIAL EVENTS

June 12 - GJHP Beach Bash

Unfortunately, the Beach Bash was moved indoors to Central School due to poor weather conditions.

Fourth of July Celebration

The Fourth of July event and activities were a huge success. Turf conditions in Lakefront Park were not ideal given the large rainfalls, and management decided to move the stage to the parking lot on Park Ave. The stage placement, coupled with the food trucks and beer/wine tent, gave the celebration a street festival type of feeling. The fireworks were set off from the beach by Melrose Pyrotechnics. Staff received many compliments about the fireworks display. During the day, the staff was positioned at the bluff entrances to ensure no one was allowed down while fireworks set-up was going on. The stairs leading to the water plant were opened so that the boathouse could operate on an adjusted schedule for the day.

August 9 - Cardboard Regatta

Participants ages 6-17 were tasked with building a boat out of solely cardboard and duct tape to race around two buoys and back to the beach. This was the third year this event took place, and it was very successful as we had seven registered teams show up to the race as well as 19 boats created from our summer camp groups. At the end of the event, awards are presented for both speed and team spirit.

July 26-27 - Beach Camp Out

The Beach Camp Out was a lot of fun! The event had great attendance, with 62 families registered. The event featured a big bonfire, dinner provided by North Shore Catering, S'mores, and the movie Lego 2 on a large 35' screen. Families enjoyed breakfast consisting of assorted cereal and coffee Saturday morning before packing up and heading out.

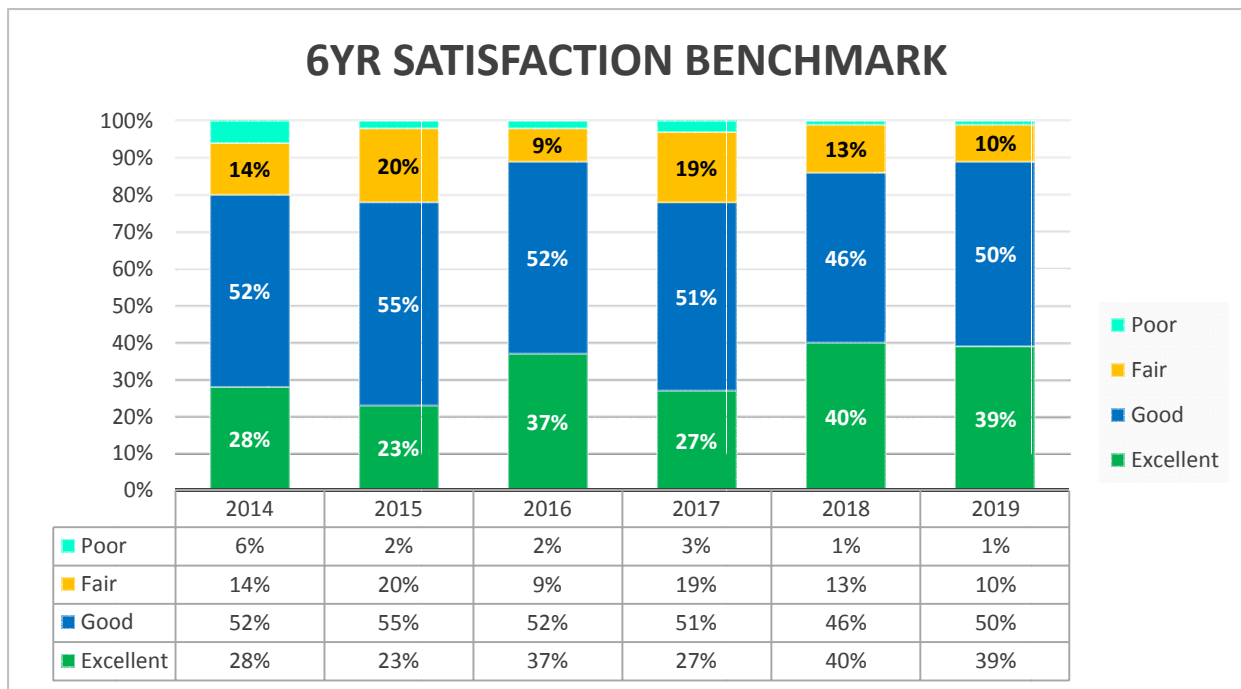


October 6 - Doggie Dip

Well over 40 dogs and their owners/families attended the event. Staff had doggie give-a-ways, including tennis balls, bandanas, and Frisbees. Staff also had crafts for the kids, but the big hit was the dogs being able to swim and run along the shore with their families and other dogs.

FEEDBACK AND SURVEY RESULTS

Each year a survey is sent to beach token 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 there were 143 responses collected, compared to 98 in 2018. Noted areas of concern included concessions operation, facility cleanliness, and parking. When asked about an overall experience during the summer of 2019, 89% of responses marked either excellent or good, compared to 86% in 2018. The continuous training throughout the entire summer by our lifeguard and boat guards showed as 92% 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, spray ground, and lake rentals. Below are some of the overall survey statistics.

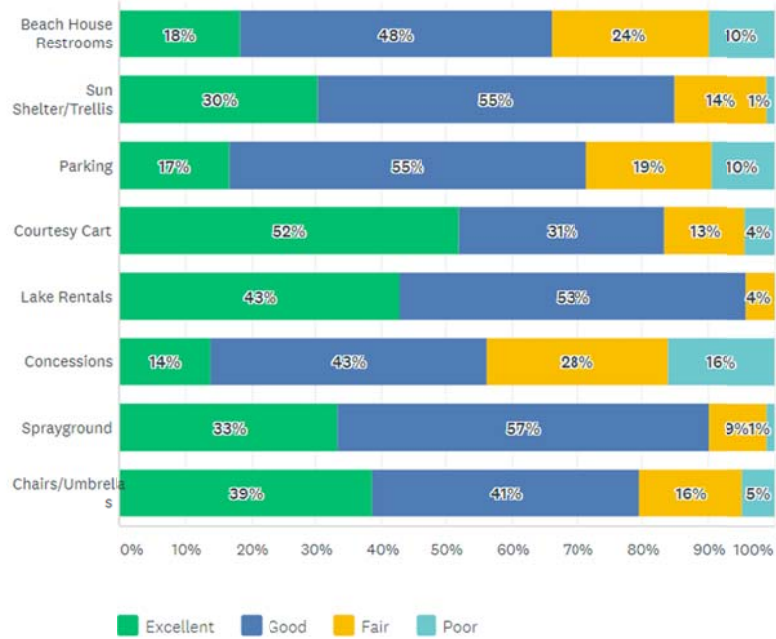




2019

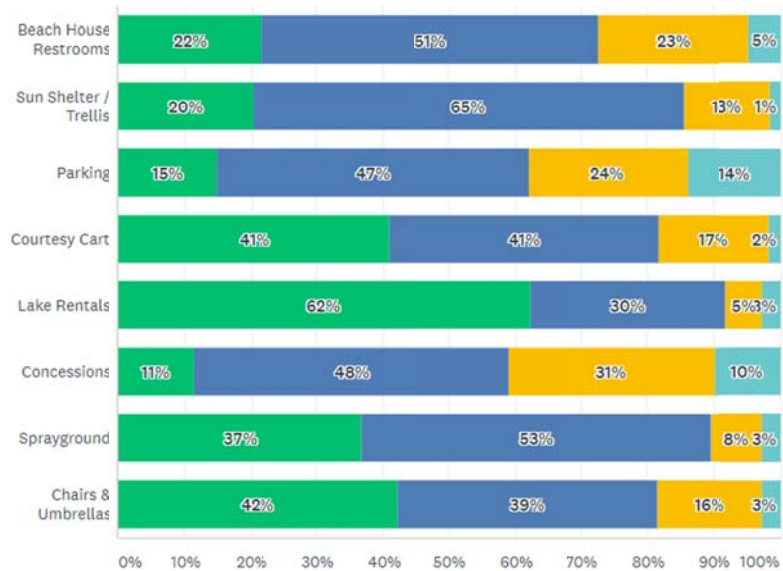
Please rate the following Glencoe Beach amenities.

Answered: 143 Skipped: 0



2018

Answered: 99 Skipped: 0

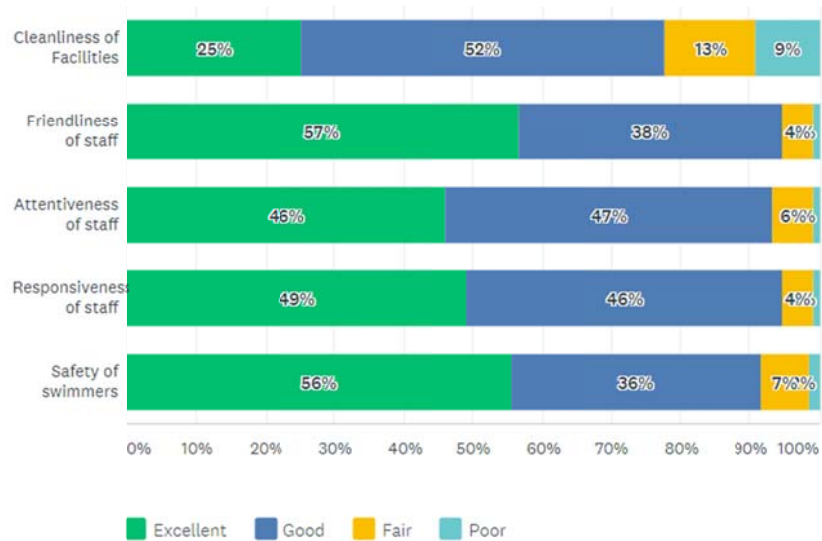




2019

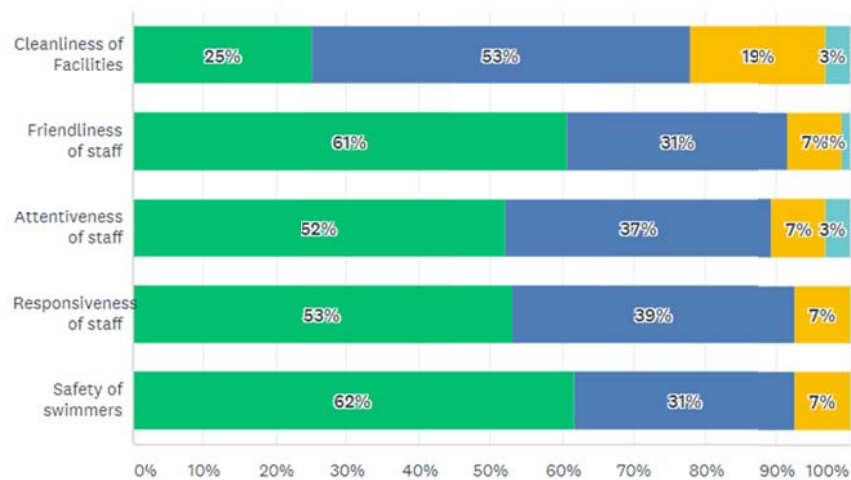
When thinking about the beach staff, including lifeguards, beach attendants, cart drivers, and management, please rate the following attributes:

Answered: 136 Skipped: 7



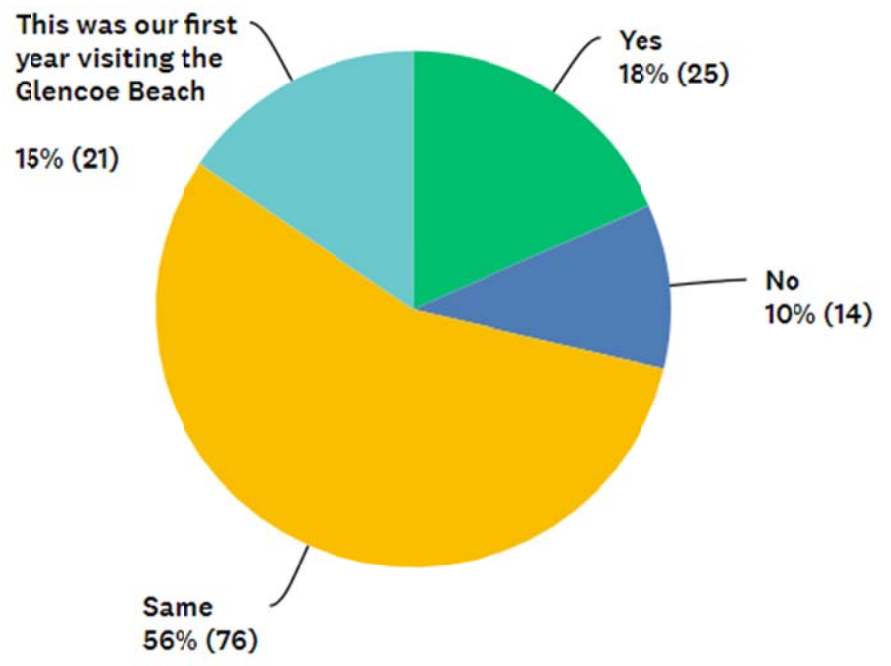
2018

Answered: 95 Skipped: 4



Was your experience better compared to previous years

Answered: 136 Skipped: 7





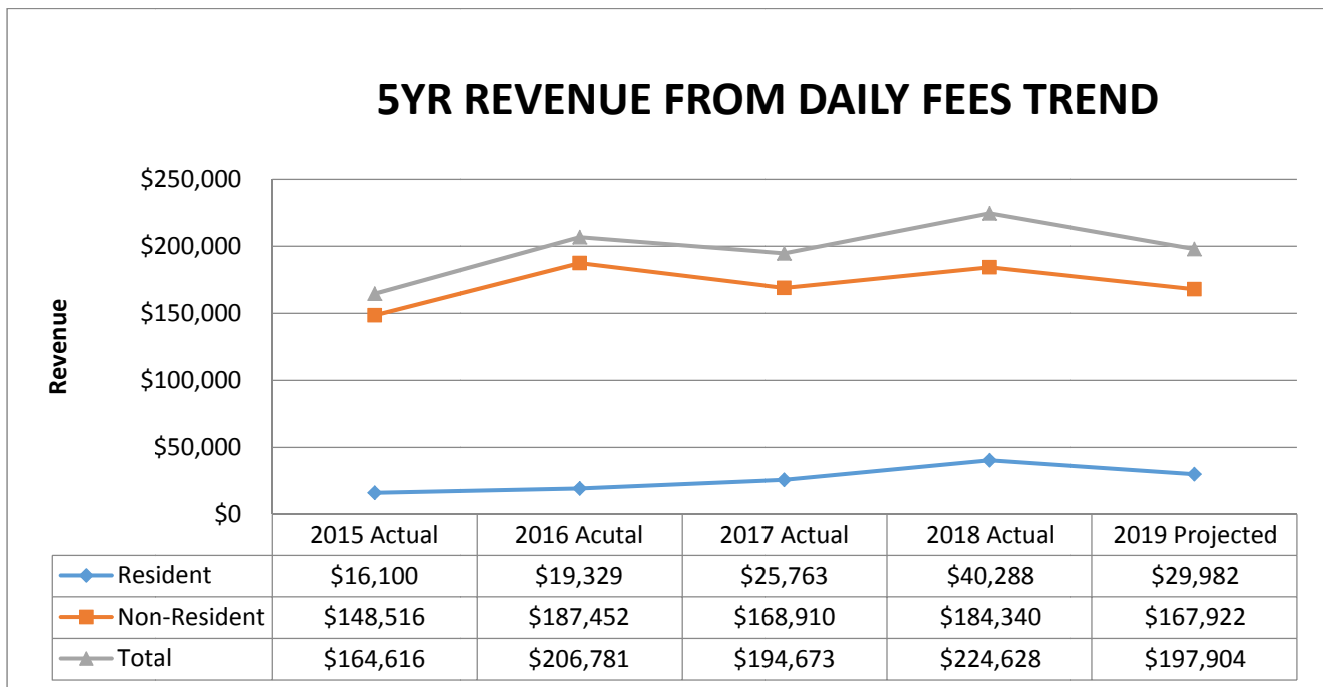
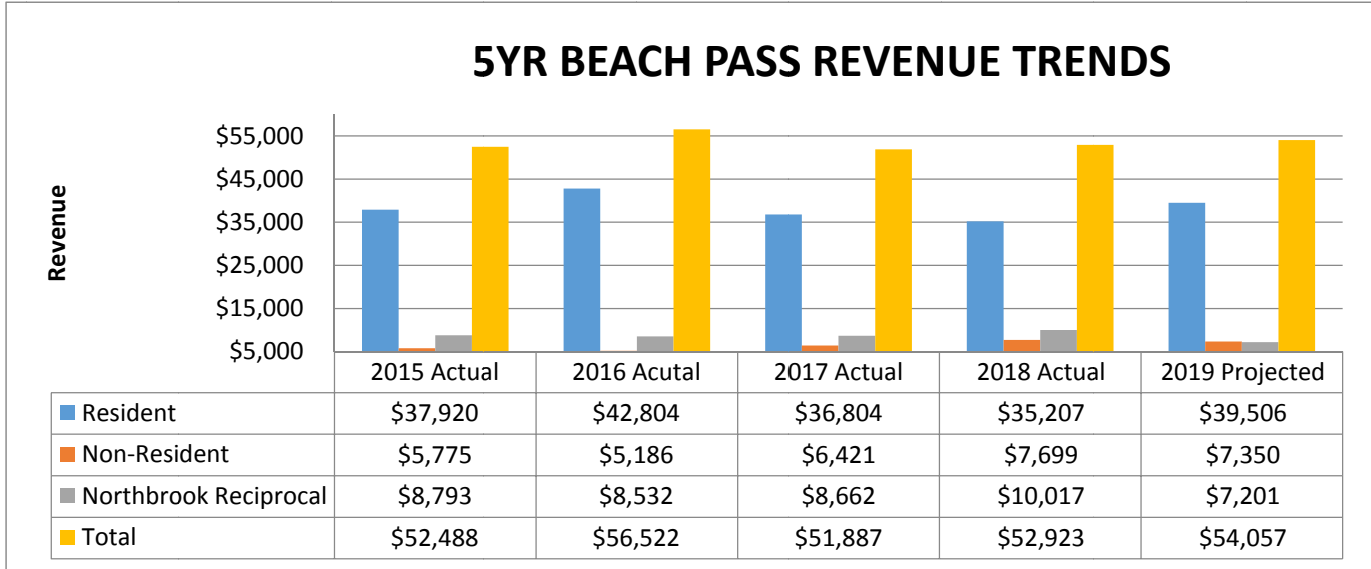
FUTURE PLANNING

As the 2019 summer season comes to an end, staff has been hard at work looking at additional ways to improve the overall experience for our guests and staff alike at the Glencoe Beach. The following are items staff is considering to be areas of improvement or recommendations for the summer of 2020:

- Developing an online reservation system for Sun Shelter with advance payment for all reservations
- Decrease Sun Shelter reservation option to only twice per day 10am-2:45pm & 3:15-8pm
- Install locking gate across the fronts of each Sun Shelter which can only be unlocked by beach staff
- Full-time hours need to be in line with New Trier school schedule
- Designated drop off/pick up areas for the courtesy cart at both Park and Hazel
- Free paddleboard/kayak rental only available for resident early bird pass sales
- New concessionaire
- Look into vending machine options
- Look into food truck operators for special events
- Look at additional programming on the beach
- Utilizing space better in the north beach sail locker
- Improve interior configuration of the boathouse to accommodate larger camps

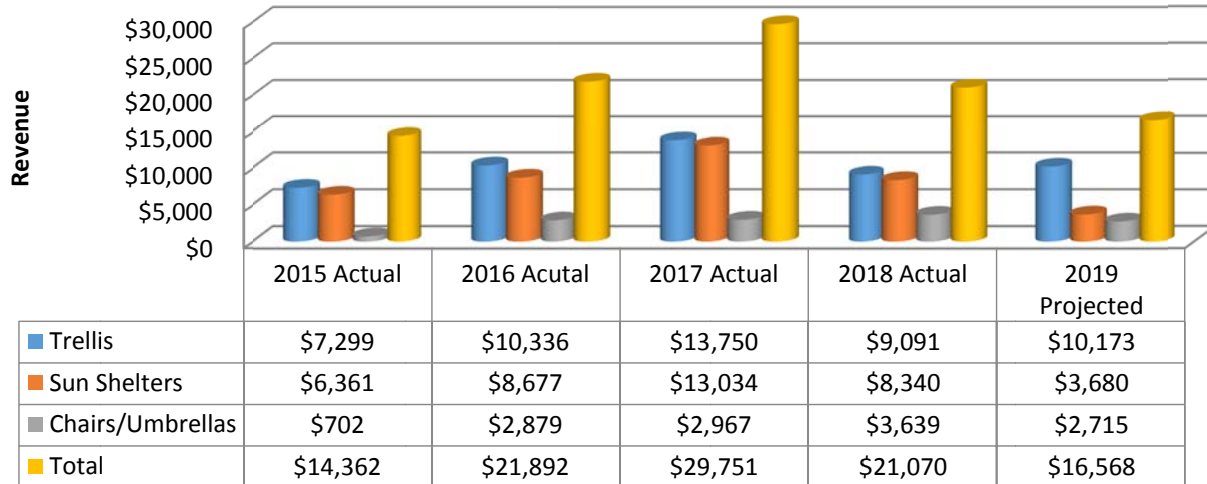
APPENDICES

Appendix A – Detailed Financial Trends



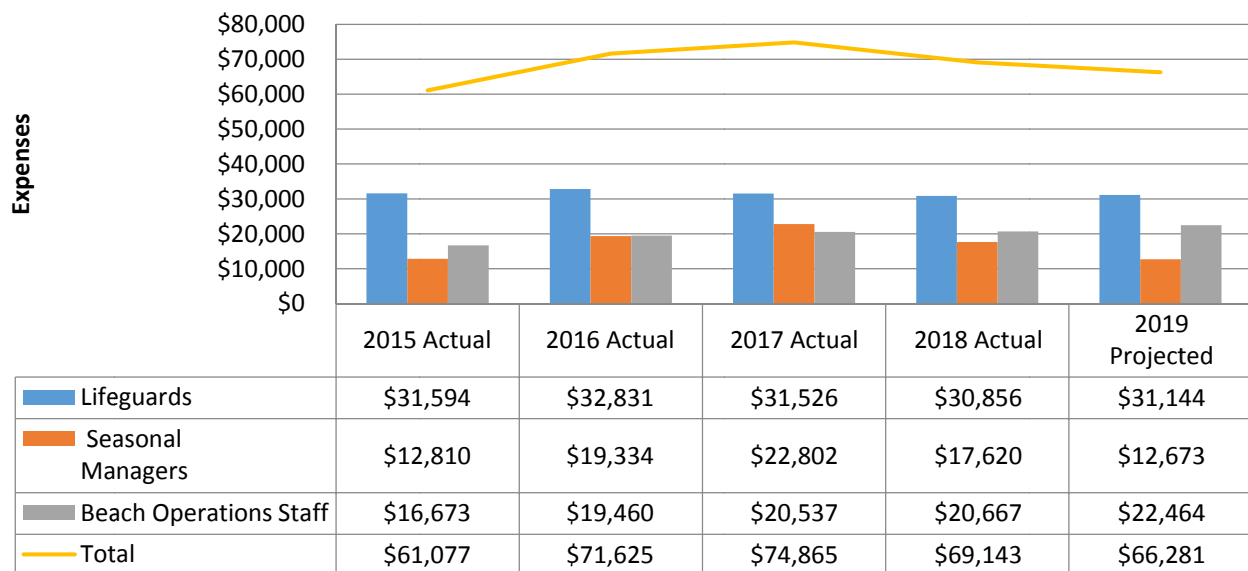
*Daily revenue was down largely in part to the poor weather conditions on both holiday weekends as well as numerous water closures on weekends.

5YR BEACH FACILITY AND EQUIPMENT RENTAL TRENDS



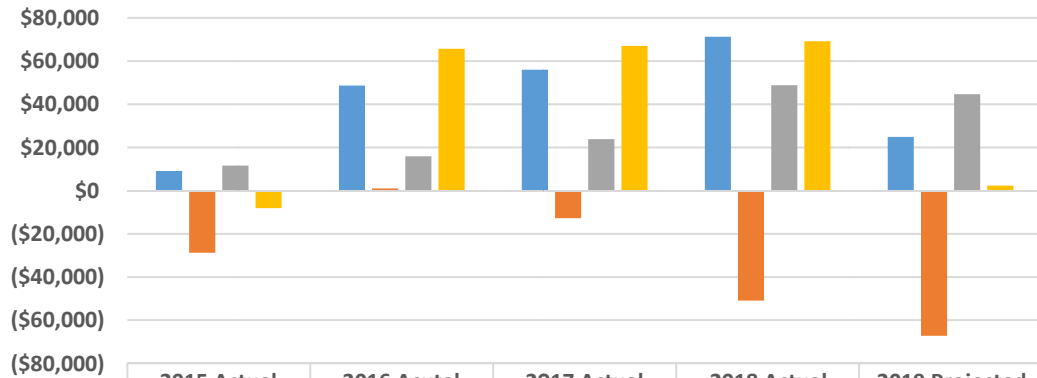
*Facility and equipment rentals depend entirely on the weather conditions. Staff attributes the lower number of sun shelter rentals to the unseasonably cold and wet month of June.

5YR BEACH HOUSE STAFF EXPENSE TRENDS



- Staff salaries were increased by 10% over 2018 wages in order to stay competitive with surrounding beach operations. Staff was diligent about watching staff hours on days when the beach was closed for high bacteria.

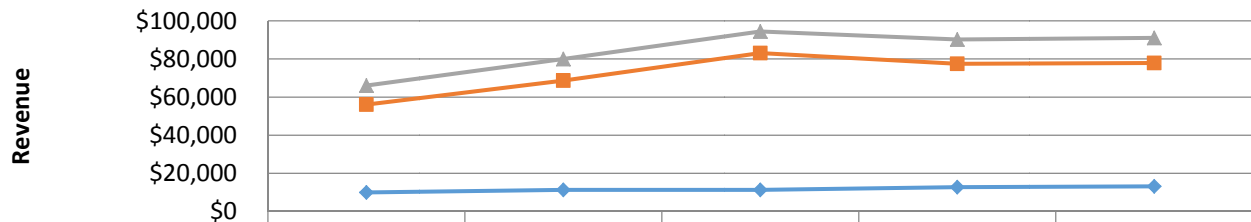
5Yr Beach Surplus Trend



| | 2015 Actual | 2016 Actual | 2017 Actual | 2018 Actual | 2019 Projected |
|-----------------------|-------------|-------------|-------------|-------------|----------------|
| Beach Operation | \$9,098 | \$48,692 | \$55,970 | \$71,265 | \$24,911 |
| Boat Operation | (\$28,789) | \$1,054 | (\$12,789) | (\$50,894) | (\$67,239) |
| Beach Program Surplus | \$11,625 | \$15,943 | \$23,839 | \$48,789 | \$44,672 |
| Total | (\$8,066) | \$65,689 | \$67,020 | \$69,160 | \$2,344 |

■ Beach Operation ■ Boat Operation ■ Beach Program Surplus ■ Total

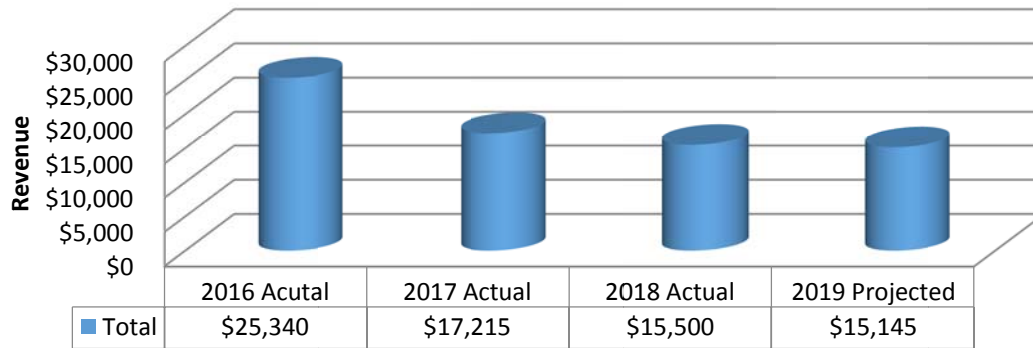
5YR BOATHOUSE STORAGE REVENUE TRENDS



| | 2015 Actual | 2016 Actual | 2017 Actual | 2018 Actual | 2019 Projected |
|----------------|-------------|-------------|-------------|-------------|----------------|
| Winter Storage | \$9,965 | \$11,338 | \$11,300 | \$12,764 | \$13,146 |
| Summer Storage | \$56,082 | \$68,678 | \$83,121 | \$77,491 | \$77,906 |
| Total | \$66,047 | \$80,016 | \$94,421 | \$90,255 | \$91,052 |

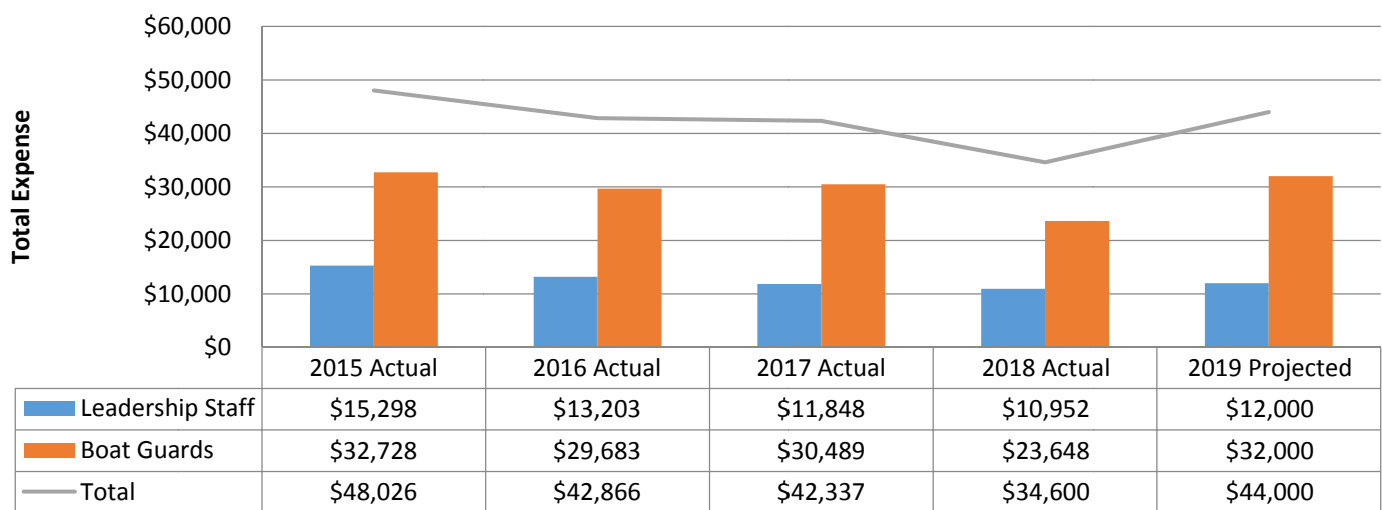
*The loss of sand spaces on both the north and south beach has played a major role in maximizing revenue. Staff has maximized the number of sand spaces available and will continue to monitor the water levels to determine if we can accept new boaters off of our growing waitlist.

BOAT, KAYAK, PADDLEBOARD RENTAL TRENDS



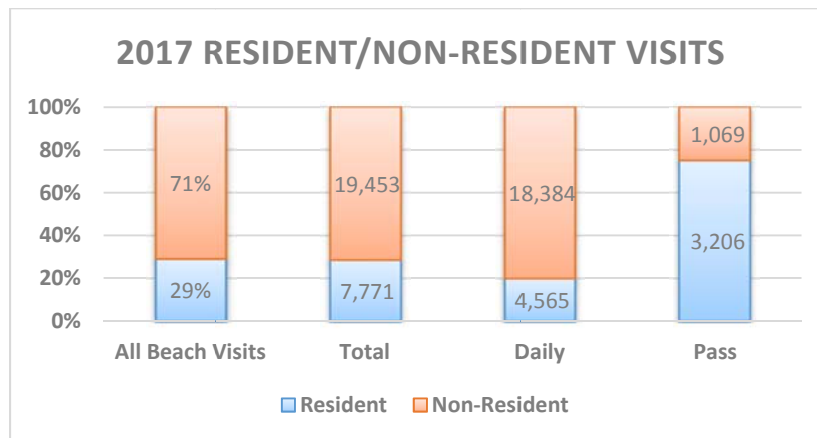
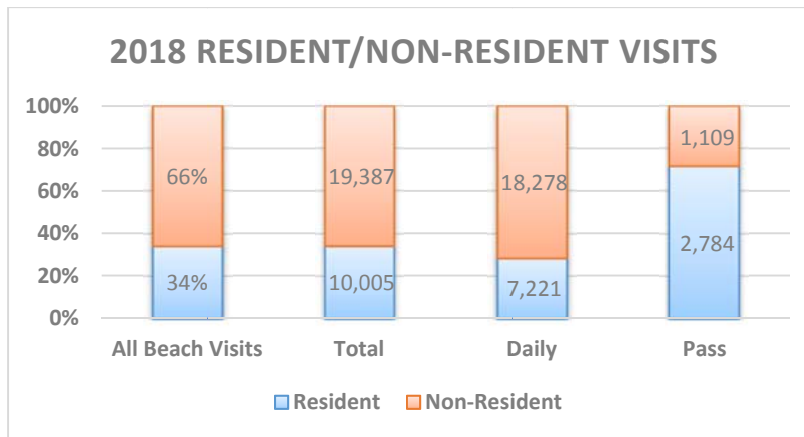
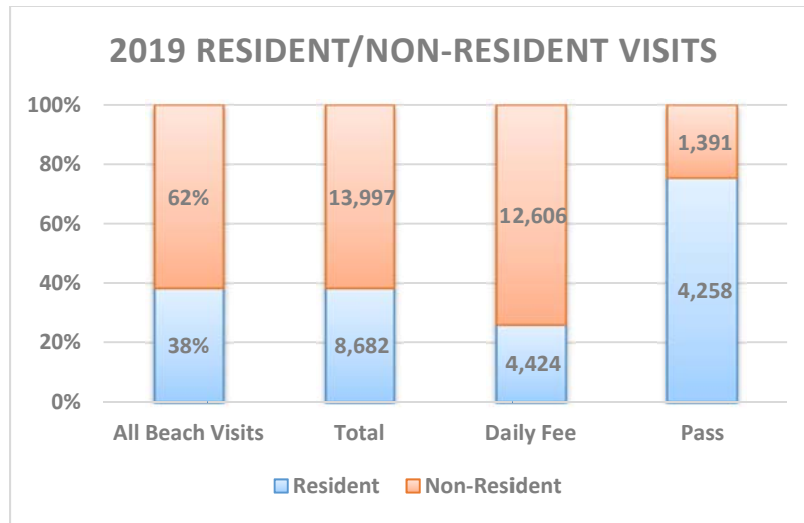
*Rental revenue greatly depends on the conditions of the lake. Staff was very cautious again this summer and erred on the side of caution when conditions were forecast to change or wave heights posed as a stability issue to kayaks and paddleboards.

5YR BOAT HOUSE STAFF EXPENSE TREND



* Staff wages are up in part to the boat house being fully staffed during the entire course of the season from early May to late August.

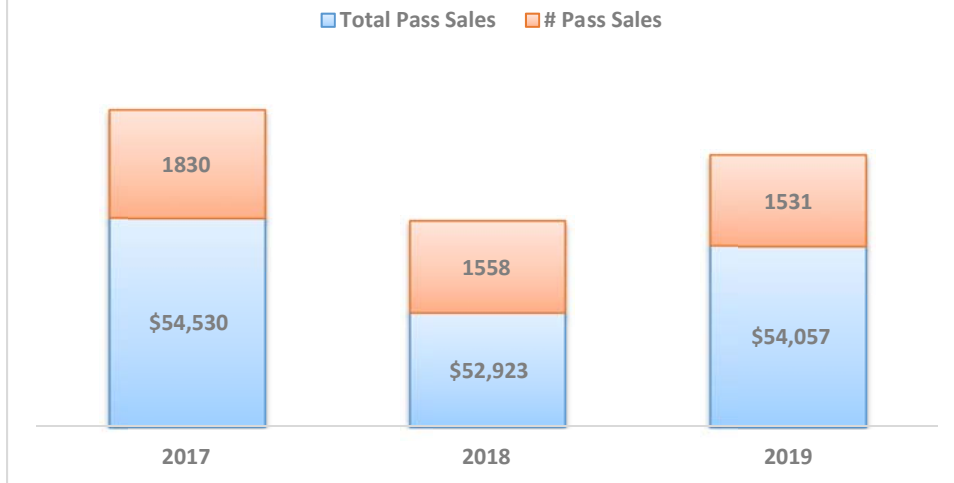
Appendix B –Attendance Comparisons



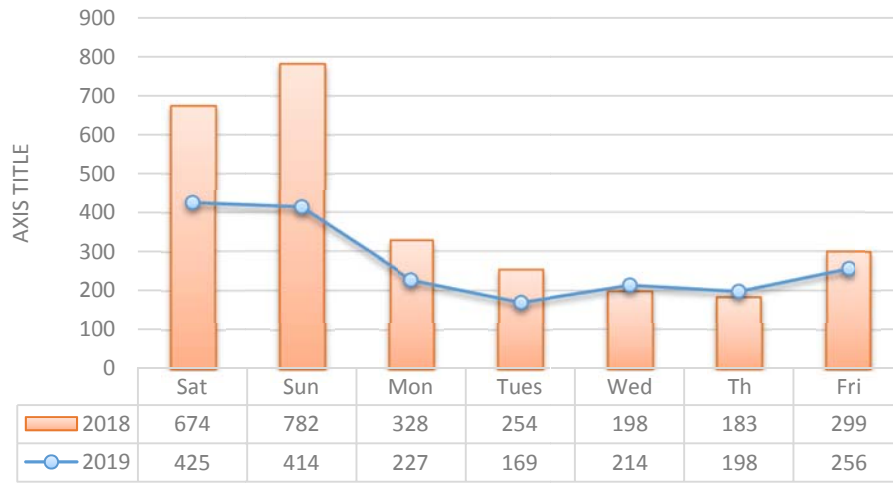
5YR RESIDENT DAILY FEE REVENUE



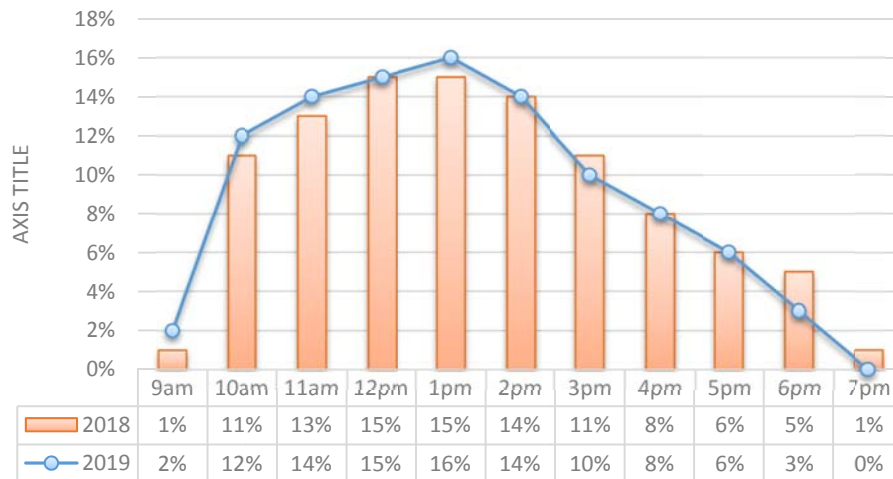
PASS SALES



2019 V 2018 AVERAGE DAILY ATTENDANCE



2019 V 2018 BUSIEST TIMES





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 | 10:00a–8:00p | R/NR \$7/\$14 | \$95/\$139 | \$140/\$229 |
| Wilmette | 9:00a–8:00p | Adult \$7/\$11 Weekday Parking \$13 Wk End Parking \$17/\$22 | \$50/\$127 Parking Pass \$28/\$165 | \$128/\$301 Parking Pass \$28/\$165 |
| Winnetka | 9:00a–7:00p | Adult \$6/\$12 | \$60/\$128 | \$100/\$155 |
| Evanston | 10:30a–7:30p | Adult \$8/\$8 Child \$6/\$6 | \$34/\$58 | \$136/\$232 |

Last Daily Rate Increase:

- 2002: \$1 increase for nonresident only; resident rate remained \$4/\$6
- 2012: \$1 increase for nonresident 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 guests

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

Note: Due to the Illinois Department of Natural Resources and the OSLAD Grant the District received in 1996, the non-resident rates/fees for the Beach are not allowed to be more than twice the resident rate.

Sun Shelter and Trellis Rentals

| Town | Sun Shelter (12 person) 3 Hour Rental R/NR | Sun Shelters (24 person) 3 Hour Rental R/NR | Trellis (75-100 person) 5 Hour Rental R/NR |
|-----------------|---|--|---|
| Glencoe | \$20/\$40 | \$40/\$80 | M-Th \$239/\$369 F-Sun \$381/\$589 |
| Wilmette | Free/\$30 | Free/\$60 | Not Available |
| Winnetka | Not Available | Not Available | \$125/\$225 |
| Evanston | Not Available | Not Available | Not Available |



Lake Rentals*

| Town | Kayak Res/NR | Paddleboard Res/NR | Sailboat Rental Res/NR |
|--|-----------------------------------|-----------------------------------|-----------------------------------|
| Glencoe | *\$25/\$30 | * \$25/\$30 | *\$40/\$50 |
| 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 \$20 | *M-F Not Available Sa-Su \$25 | 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 |

*Prices per hour

Boat Storage Spaces

| Town | Sand Res/NR | Rack Paddle Res/NR | Winter Sand Res/NR | Winter Rack Res/NR |
|-----------------|-------------|--------------------|--------------------|--------------------|
| Glencoe | \$625/\$992 | \$376/\$597 | \$263/\$329 | \$136/\$204 |
| Wilmette | \$693/\$982 | \$311/\$686 | \$305/\$305 | \$212/\$212 |
| Winnetka | \$400/\$800 | \$350/\$700 | \$100/\$150 | \$100/\$150 |
| Evanston | \$370/\$500 | \$230/\$290 | Not Available | Not Available |

The Glencoe **Anchor** DAILY

NEWS REGIONAL SPORTS OPINION LIFE & ARTS MARKETPLACE JOBS ANCHOR

Home / News / Community

Photo Gallery: Glencoe Beach Campout

Jake Feldman, 2, of Glencoe, plays by the lake before camping out at the beach.

Appendix D: Samples of Marketing Materials



BEACH CAMPOUT

FRIDAY-SATURDAY | JULY 26-27
6 PM-9 AM

REGISTER AT
www.GlencoeParkDistrict.com

Glencoe Beach
Published by Later 171 · July 24 ·

#DestinationHealthySkin will be at Lakefront Park today! Stop by for FREE full-body skin cancer screenings by doctors, plus check for sun damage and pick up free sun protection samples! The truck will be at Lakefront Park from 10 am to 1 pm today.
<https://www.glencoeParkDistrict.com/.../EventDe.../EventId/1969...>

223 People Reached 0 Engagements [Boost Post](#)

Glencoe Beach
Published by Erin Classen 171 · July 31 ·

Whoa.
(Thanks, Judith!)

Judith Geisenheimer Salstone updated her cover photo.
July 31

Today's waves at Glencoe Beach 🌊🌊🌊

639 People Reached 60 Engagements [Boost Unavailable](#)

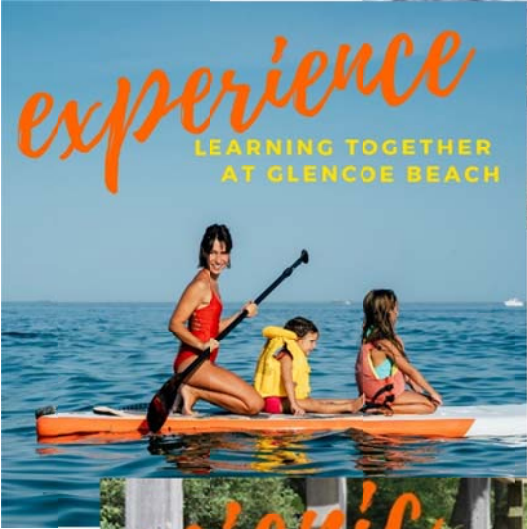
👍👍👍 29



celebrate AT GLENCOE BEACH



experience
LEARNING TOGETHER
AT GLENCOE BEACH



play AT GLENCOE BEACH



picnic
AT GLENCOE BEACH



save
UP TO 20% OFF
DAILY WED
ACCOUNT



Glencoe Beach
 Published by Later (1) June 3

Glencoe Beach's regular hours start today! We're officially open 10 a.m.-5 p.m. daily. For weather updates, visit www.glencoe.parkdistrict.com

visit
GLENCOE BEACH

674 People Reached 61 Engagements Boost Post

10 1 Comment 3 Shares

Like Comment Share

Most Relevant

Write a comment...

Brie Anna Strickland One of our favorite spots! See ya this week.

Like Reply Message 15w

camp AT GLENCOE BEACH



exercise AT GLENCOE BEACH

