



2020 LAKEFRONT REPORT

An operations summary and analysis of the 2020 season at the Glencoe Beach and Boathouse.

Enriching lives and creating memorable experiences.





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EXECUTIVE SUMMARY

The Lakefront Report provides a comprehensive summary of the 2020 Lakefront operations amidst the COVID -19 pandemic. Changes this year included season pass holder admittance only, extended hours, no shower facilities, no concessions, Park Ambassadors at bluff top entrances, and midseason additions of lifeguarding and boater assistance. We sold a total of 6,011 season passes and offered the opportunity for every season pass holder to purchase guest passes with total revenue of \$355,239. We also continued our service of providing sand boat spots and boater assistance on a limited basis. Boat summer and winter storage total revenue was \$107,587.

We were able to offer our popular Aquatic/Sailing Camps in a safe manner. Limited special events were also held following strict COVID-19 guidelines.

While this summer looked very different, the Lakefront Team provided excellent customer service and, most importantly, a safe beach summer. Detailed information can be found below.

In an upcoming Board Committee meeting, we will discuss whether we should make permanent any operational changes made this year and future improvements to the beach, including pier replacement.

INTRODUCTION

Glencoe Beach is one of the premier lakefront facilities in the north shore region of Chicago on Lake Michigan. Glencoe Beach is comprised of the south side of the beach featuring a swimming area and beach house and the north side, which features boat storage as well as a boathouse. The Glencoe Public Works Water Plant divides the beach.

In 2020, a revitalized focus was placed on a number of areas of beach operation including revenue generation through season pass sales, facility cleanliness, patron safety, and customer service in the midst of a pandemic. Beach Facility Manager Matt Walker, as well as the Director of Recreation and Facilities Bobby Collins, took a hands-on approach in order to develop a beach operation manageable during the pandemic. Despite the many challenges, agency leadership and our parks staff were successful in implementing a number of changes necessary to open the facility on time and put safety precautions in place to safeguard the staff as well as our patrons against COVID-19.

FACILITY IMPROVEMENTS/MAINTENANCE

Prior to the start of the season, numerous projects were put on hold as we were forced to halt many aspects of District operations due to the pandemic. With limited staff, small maintenance projects were completed in an effort to maintain the facility and prepare it to operate under the guidelines presented to us by the State of Illinois. Staff completed the following jobs for the beach season.

- Completion of the Halfway House renovation
- Hands-free flushing devices were installed on all toilets, urinals, and sinks in the beach house
- Hands-free sanitizer dispensers were installed in all bathrooms and public areas of the beach house
- Sun Shelter 5 was divided into two sections to prevent larger groups from congregating

- Staff removed one of two picnic tables from each sun shelter as well as spaced the picnic tables under the trellis to encourage social distancing
- Picnic tables were brought down from Lakefront Park and placed on the sand to provide adequate seating at a safe distance from other groups
- New standup paddle board racks (SUP racks) were built on both the north and the south beach providing a total of 48 new storage spaces
- Schuman Overlook was renovated
- The retaining wall on the Park Avenue ramp was restored
- Damaged decking was removed from the entire pier
- A new water bottle filler station was installed on the swimming beach
- Annual repairs to the stairs were completed
- New benches were installed in both the men's and women's beach house restrooms
- New cashier carts were built over the winter, reducing the weight, making them easier for staff to move
- Sail locker and personal lockers were painted on the south beach
- Sneeze shields were installed on the new cashier carts and in front of the main office of the beach house

MARKETING

Due to the pandemic and tight time frames, most traditional print pieces were not used to market the beach this year. Instead, staff relied on digital communication channels to update patrons about beach changes, passes, and usage. This included social media (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. Additionally, staff sent a letter to every household in Glencoe explaining the new season pass requirement. An article about the change was also included in *Inside Glencoe*, the joint-newsletter mailed to every resident.

Temporary signs, primarily in the form of lawn signs and a-frames, were used to display information at the beach. Over 30 new signs were ordered for the beach. The 'season pass holders only' lawn signs were placed on residential street corners up to Sheridan Road. An electronic construction sign was placed near the Dundee exit at the entrance of Glencoe during the week of July 4th to inform drivers that the beach was limited to season pass holders.



In addition to the Glencoe Park District’s general Facebook page, Glencoe Beach has its own business page. To date, the page has 2,487 likes (up from 1,938 from 2019). 985 people “checked in” to the page during the summer months and 28,874 page engagements (post clicks, photo views, video plays, etc) occurred during the summer months. 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 admission. We also posted beach closures due to inclement weather or high bacteria on this page, thereby reaching people where they naturally “hang” out.



During the season, the beach landing page on our website receives the highest amount of traffic. Unique page views increased 72% this summer, with over 47,866 page views (compared to 33,500 in 2019) from May-September. Links to purchase passes saw over 8,000 page views. In addition, the websites news blog, where many of the beach updates were published, saw an 82% increase in page views.

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 33 employees were hired in 2020 compared to 55 in 2019. Of that group, 30 staff members were returning employees. We did hire three new lifeguards to assist in the lifeguard rotation once we opened the water for guarded swim hours. With the difficulty of hiring, a focus was placed on increasing the flexibility of staff. As a result, all staff members working on both the bathing and boating beach were required to successfully 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 modified regular season. There was no tangible increase in labor costs as a result of this cross training 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
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
2015	55	2	8	14	12	13	6



Training

All pre-season seasonal staff training was conducted by Matt Walker via Zoom since we could not use the Takiff Center or beach as our regular training centers. All staff members were trained on the newly developed operations plan which was created to insure the beach was ready to open to the public Memorial Day weekend. Staff were instructed on new safety precautions put in place to insure the safety of staff and guests alike. These new procedures proved to be very reliable as we did not record a single case of COVID-19 amongst our staff members and no contact tracing to the beach or staff members.

Lifeguard Training

Given the restrictions in place, we were not able to open our swim area for the season's first month and a half. Once guidelines changed in June, we were able to open the swim area, as swim at your own risk. In anticipation of entering Phase 4, we held lifeguard training in early July and began offering lifeguards on July 13 between the hours of 10:00am to 4:00pm.

During this modified training, guards were required to demonstrate their swimming abilities by passing a timed 500-yard swim in Lake Michigan, treading water for two 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. During the training guards were 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 in order to receive their Red Cross Waterfront Lifeguard Certification.

Additional in-service training was held one day per week for one hour throughout the course of 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 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. All training was conducted with the safety of staff in mind. Masks were worn by all staff members while not actively in the water.

Boathouse Training

Boat guards and sailing instructors were all required to complete a modified training at the Glencoe Boathouse at the beginning of the season. Training groups were kept to under 4 people to insure social 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 not run a complete Powerboat Safety Course at the beginning of the summer since all boathouse staff and camp counselors had already completed the training in 2019. Matt did complete boat driver training as well as on-water boater assistance training in small groups or on an individual basis. 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 used for on-water assistance to our boaters as well as for observation of our Aquatics and Sailing Camps.

Beach Services Training

Beach services staff engaged in four hours of pre-season training that took place via Zoom and socially distanced in-person training at the beach. During this training, staff were taught the basic functions of the beach house, how to use the point-of-sale computer system, beach rules/regulations, customer service skills, and were run through scenarios typically encountered when working with the general public. The courtesy cart was not used on a regular basis this summer. If we were approached by a guest at the beach in need of assistance to get up or down the bluff, we did offer them a ride if a staff member was available.

Manager Training

A manager training was held this year via Zoom, to help improve customer service both internally and externally. The focus of the training was to develop leadership skill in managers and help them trouble shoot common staffing conflict as well as to insure 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 8:00am in the Beach House during the regular beach season. This meeting was held in order 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 and each manager had time to discuss any issues 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 Alessia Leibovich, staff training focused on daily operations at the boathouse, emergency procedures, as well as camp curriculum. Given the sensitivity to staff and camper safety, strict procedures were implemented to insure the well-being of everyone associated with camps. Some of the safety procedures included breaking camp sections into smaller pods to minimize exposure to others and offer better social distancing, pickup/drop off locations were at both Park and Hazel entrances, small group activity, masks were worn at all times when campers were in the boathouse, each camper's temperature was taken daily at drop off, each camper was assigned a numbered lifejacket, a color-coded paddle for kayak/paddle boarding and a personal cubby for storing gear each week. The boathouse was split into two sections, one for each pod. Staff reviewed procedures for inclement weather, beach closure, and special accommodations for campers who needed them. Any Aquatics or Sailing Camp counselor directly supervising children in/on the water was also required to renew their American Red Cross Lifeguard Certificate with the waterfront module. Staff reviewed procedures for inclement weather, beach closure, and special accommodations for campers who needed them.



Aquatics Camp

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. We were successful in increasing the size of each section to 20 campers and each Aquatics Camp section was fully rostered with a waitlist.

Sailing Camp

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 in Hobie Getaways. We anticipated campers to come to camp without a fear of boats or water and a willingness to go out in winds up to 15 knots or waves up to 3 feet. On high wind or high surf days and at the discretion of the camp director, we would offer to take campers sailing, but there was no expectation that campers go on the water in winds in excess of 15 knots or waves in excess of 3 feet if they were not comfortable. 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, and basic sailing knowledge. Given the popularity of the sailing camp, we are confident we will have numerous returning campers for the 2021 summer season as well as new campers looking to participate. Sailing groups were broken up into sailing pods consisting of four campers and a counselor on each getaway.

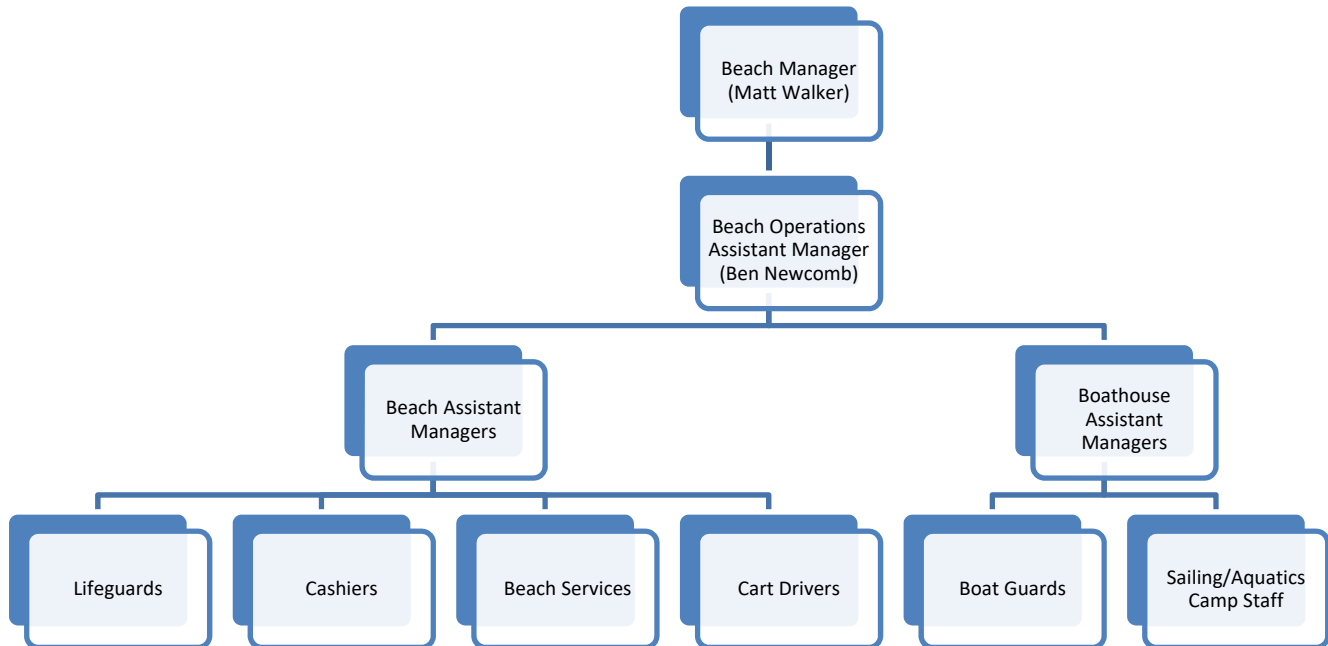
Beach Programming in 2020

Due to COVID-19, we did not introduce any new programming during the course of the summer. A sand volleyball class ran in August through October 24, 2020. The volleyball class was extremely popular with kids from the community.

Beach SAFE

Beach SAFE was cancelled in an abundance of caution for staff and the guests who would have visited the beach for the day.

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 of those dates, the beach is still accessible to the public, but visitors are not charged and lifeguards not staffed. 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 third-party vendor. The swimming beach also features a designated swimming area measuring 50’ deep by 200’ long, 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 23 – September 7 (Modified for COVID-19)	9:00am - 9:00pm
Post Season:	September 8 – September 27	11:00am - 7:00pm
Fourth of July (open due to COVID-19/cancellation of fireworks):		9:00am-9:00pm

In a conscious effort to manage the number of guests enjoying the beach each day, we decided to open the facility full-time beginning May 23 through September 7 and extended the season until September 28.



Customer Service

Given the numerous restrictions placed on the operation of public facilities this summer, our staff did a tremendous job of informing our season pass holders and visitors of the changes to our traditional operating procedure. As a first line of staff members, we introduced our beach ambassador program this summer. The beach ambassador had the hard job of informing non-season pass holders of changes and often were not treated kindly after informing some guests they would not be allowed to enter the facility. The beach ambassadors encountered many different situations over the course of the summer, handling them with consistency and extreme professionalism. In the event 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 a pandemic. A new 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 as well as the employee breakroom. Since there was no concessionaire this summer, we moved the cleaning supplies into the back of the kitchen, which made it easy for staff to mix the bleach water solution, charge the battery-operated sprayers and replenish needed cleaning supplies. All staff members were issued safety goggles, hand sanitizer, and vinyl gloves, which they were required to wear anytime they were completing routine cleaning or emptying garbage cans.

Revenue Collection

Out of an abundance of caution for staff well-being, we decided not to complete any cash or credit card transactions at the halfway house or in the beach house. We wanted to reduce the amount of exposure our staff members experienced when handling cash or credit card transactions. Staff was very good 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. We did not offer, trellis, sun shelter, or rentals this summer.

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 width of the swim area was 25' longer than the past couple of years. Five white mooring buoys defined the swim area, which was 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. Unlike years past, we utilized two guard chairs in our daily rotation. Two lifeguards were scheduled from 10:00am-4:00pm during weekdays. Each guard was assigned their own rescue tube, fanny pack, CPR mask with viral shield and personal whistle. Each chair was equipped with its own set of rescue gear including umbrella, bullhorn, air horn, and radio. This prevented any cross contamination between staff. Each staff member was responsible for setting their own tower as well. Guards were required to wear masks anytime they were on duty. On weekends, three lifeguards were scheduled and the towers were rotated between each

lifeguard. Each tower was sanitized by the guard on duty once their rotation shift was over. This proved very effective in keeping the tower clean and sanitized when multiple staff were using shared equipment.

Water Testing

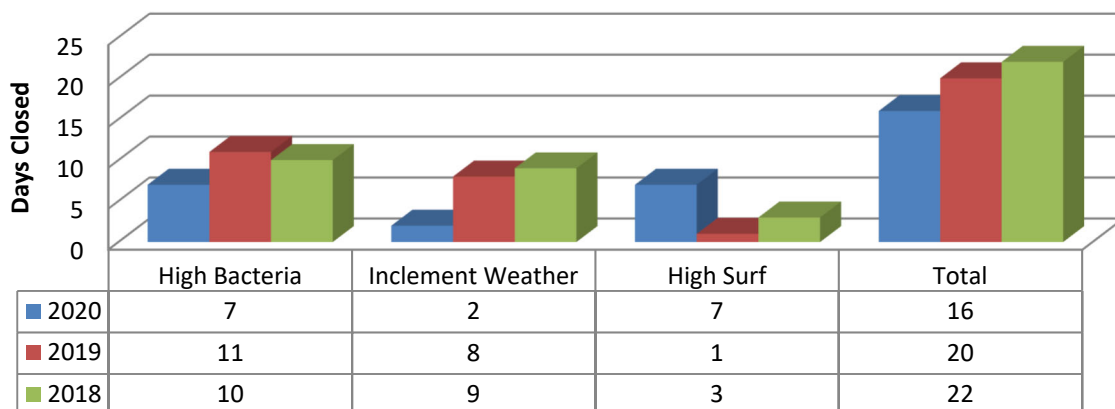
A high bacteria count is difficult to predict and unfortunately the testing methods currently used to test for bacteria take 24 hours to complete. This is the current testing method required by the Illinois Department of Health. Staff has continued to stay current with the Lake Michigan Federation, the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

The swimming beach was closed a total of 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 seven times in 2020 due to high bacteria (waterfowl E.coli), two times due to poor weather conditions (rain/low temperatures) and seven due to high surf conditions. It is more likely that high levels of bacteria are observed after heavy rain or beach hazard/high surf conditions. 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 staff received the test results, we updated our daily voicemail as well as the rainout line status.

History of High Bacteria Beach Closures by Season

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
High Bacteria Closures	7	11	10	6	2	9	11	7	8	22	7

2020 Beach Closures





Beach Risk Management and Lifeguard Audit

The safety of swimmers and boaters at the 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 the swimming beach and boating beaches. Staff reviews those guidelines well in advance of the season, then translates them into trainings, 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 emergency. The beach was not audited this summer as we began lifeguarding in mid-July, almost a month and a half after we normally start lifeguards on duty.

RENTALS

Trellis/Sun Shelter/Equipment Rentals

Trellis and Sun Shelter reservations were not accepted this summer. Each sun shelter and grill were available to our season pass holders on a first-come, first-serve basis.

Equipment Rentals

Equipment rentals were not offered this summer due to COVID-19.

BOATING BEACH OPERATION

The boating beach opens in early May each season and operates into mid-October. Patrons are able to store their boats on the boating beach for a fee both in-season and during the winter. Due to the many safety concerns this past summer, staff was not permitted to assist with many of the amenities provided by the boat guards to the boaters. We did not begin offering on-water assistance until the third weekend in July nor did we assist with the rigging of boats at the beginning of the season. Staff did help moving boats to and from their storage spaces as long as social distancing was possible and masks were worn by boaters and staff.

Boat Storage

As with most other beaches along the North Shore, 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 storm water runoff. In addition to sand erosion, Lake Michigan water levels are at record high levels. At this water height, the number of sand spots has been reduced by approximately two spots. Currently, there are no available sand spots to new boaters. Looking towards 2021 boat storage, the beach is at full capacity. Staff will be identifying ways to increase storage for standup paddleboards and other vessels as necessary.



Staff has 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 have been tagged as paid or not paid with vinyl ribbon. Any boat remaining on the beach that has not been paid for has been 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
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 9 -June 7 | Saturdays & Sundays, Memorial Day | 12:00-5:00pm

Regular Season Hours: June 10 - August 9 | Monday-Thursday | 12:00-7:00pm

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

July 4 | 10:00am-7:00pm

Post Season Hours: August 14 to September 13 | Friday-Sunday, Labor Day | 12:00-6:00pm

September 18 – October 11 | 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 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 boathouse is staffed with boat guards and a manager. Boat guards maintain the boathouse and beach; they offer boater and rental assistance (not offered this summer) 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 at the beginning of the season by a concerned beach goer of a vessel in distress. All parties on the vessel were fine and returned to shore safely.

Sailing Regattas

Unfortunately, due to the guidelines established for public facilities and in the best interest of staff safety, we did not host any regattas this summer.

Kayak, Paddleboard, and Sailboat Rentals

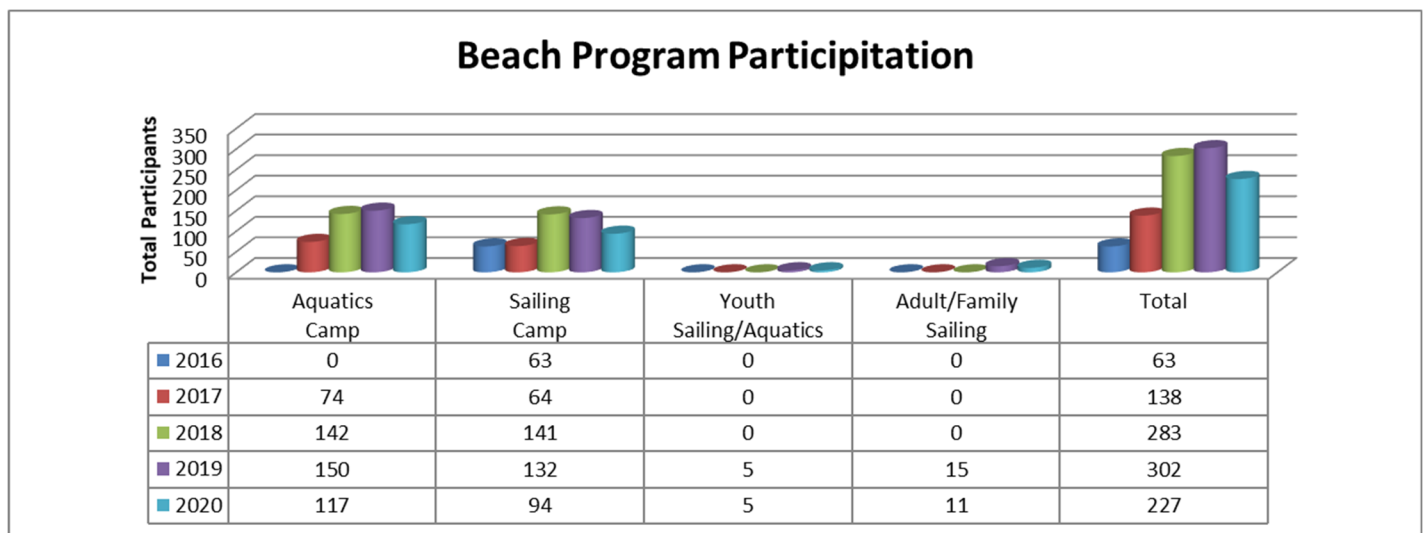
We did not offer any rentals this summer due to COVID-19.

Beach Programming

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 2020 was 117 participants. Due to COVID-19, we had to cancel the first three weeks of Aquatics Camp this summer.

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. Like Aquatics Camp, Sailing Camp also had to cancel the first three weeks due to COVID-19. Participants could extend their day at the beach by signing up for both camps. Total enrollment for 2020 was 94 participants. The decrease in enrollment was due to the decreased number of sections but also the smaller size groups. We only accepted 16 campers in sailing so we could safely distribute the kids in small groups while on the water.

We had a total of 11 participants in our Adult/Family Sailing programs. Staff is looking into growing our adult sailing programs at the beach for the summer of 2021.





SPECIAL EVENTS

June 12 - GJHP Beach Bash

This event was cancelled due to COVID-19 concerns.

July 24-25 - Beach Camp Out

The Beach Camp Out was a lot fun! It was a bit cold and windy that night, but the event had great attendance with 50 people registered. The event featured firepits and S'mores. Due to COVID-19 and other budgetary concerns, dinner and breakfast was not provided. Staff facilitated in other activities like fire building, arts and crafts, and a scavenger hunt.

Fourth of July Celebration

We did not host a celebration at Lakefront Park this year, but we were able to open the beach to season pass holders for the day due to cancellation of fireworks.

August 7 - 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 fourth year this event took place and it was very successful as we had eight 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.

October 8 - Moonlight Movie on the Beach

Families pre-registered to attend a showing of Hotel Transylvania on a portable 35-foot movie screen. Staff staked out areas on the sand to insure safe social distancing and provided firepits for participants to warm up. 50 were registered for the event and only 21 showed up, due in part to the cooler temperatures along the lakefront.

October 4 and October 16 - Doggie Dip

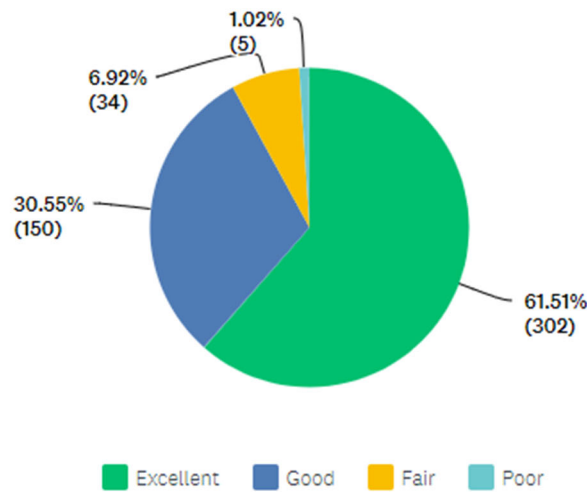
Well over 30 dogs and their owners/families attended between the two events. Staff had doggie give-a-ways including tennis balls, bandanas, and frisbees. Staff also had crafts for the kids, but the big hit was the dogs being able to swim and run along the shoreline with their families and other dogs.

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, 509 responses collected, compared to 98 in 2019. When asked about overall experience during the summer of 2020, 95% 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 94% 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 and the spray ground. Below are some of the overall survey statistics.

Please rate the value of your 2020 Beach Season pass purchase. (Select one)

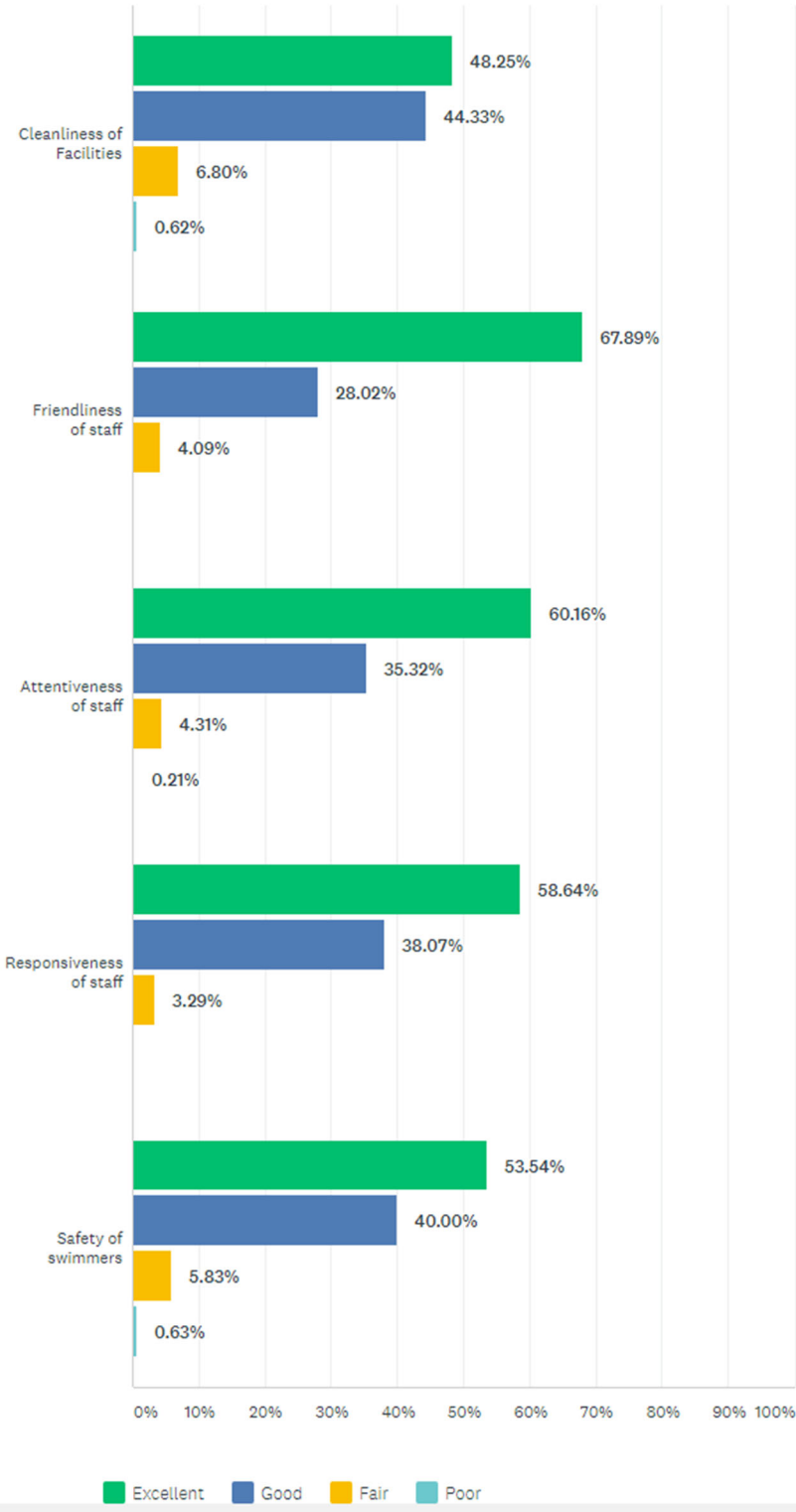
Answered: 491 Skipped: 18



	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
(no label)	61.51% 302	30.55% 150	6.92% 34	1.02% 5	491	3.53

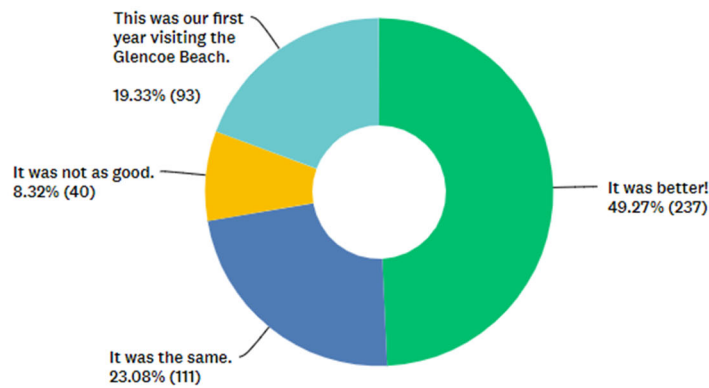
When thinking about the beach staff, including lifeguards, beach ambassadors, and management, please rate the following attributes:

Answered: 491 Skipped: 18



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

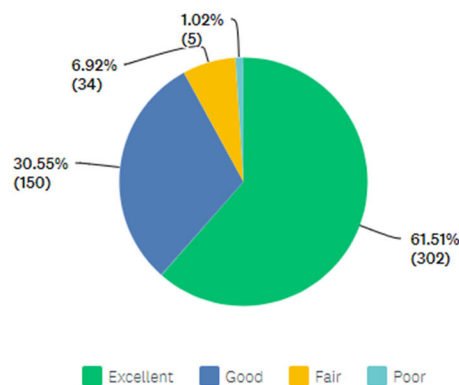
Answered: 481 Skipped: 28



ANSWER CHOICES	RESPONSES
It was better!	49.27% 237
It was the same.	23.08% 111
It was not as good.	8.32% 40
This was our first year visiting the Glencoe Beach.	19.33% 93
TOTAL	481

Please rate the value of your 2020 Beach Season pass purchase. (Select one)

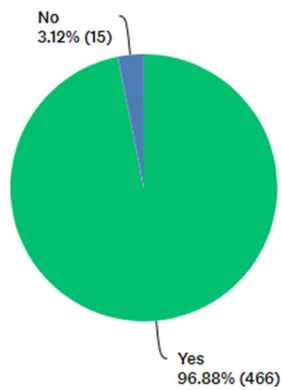
Answered: 491 Skipped: 18



	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
(no label)	61.51% 302	30.55% 150	6.92% 34	1.02% 5	491	3.53

This year, Glencoe Beach was open 9 AM to 9 PM during the regular season. Did you like the hours of operation?

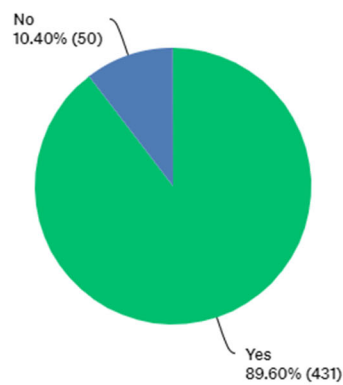
Answered: 481 Skipped: 28



ANSWER CHOICES	RESPONSES
Yes	96.88% 466
No	3.12% 15
TOTAL	481

Due to COVID-19, Glencoe Beach was only open to pass holders. Did you like that admission was limited to season pass holders?

Answered: 481 Skipped: 28

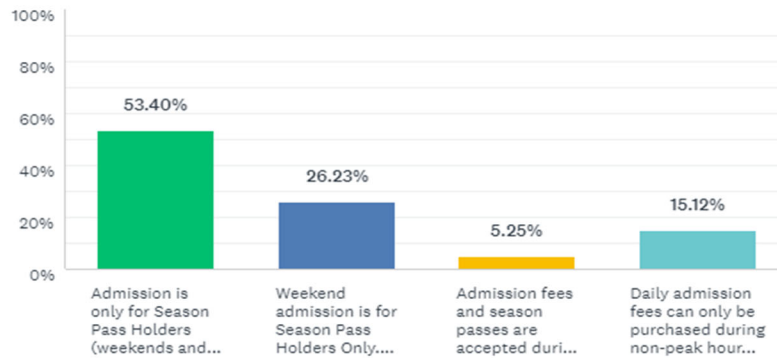


ANSWER CHOICES	RESPONSES
Yes	89.60% 431
No	10.40% 50
TOTAL	481



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

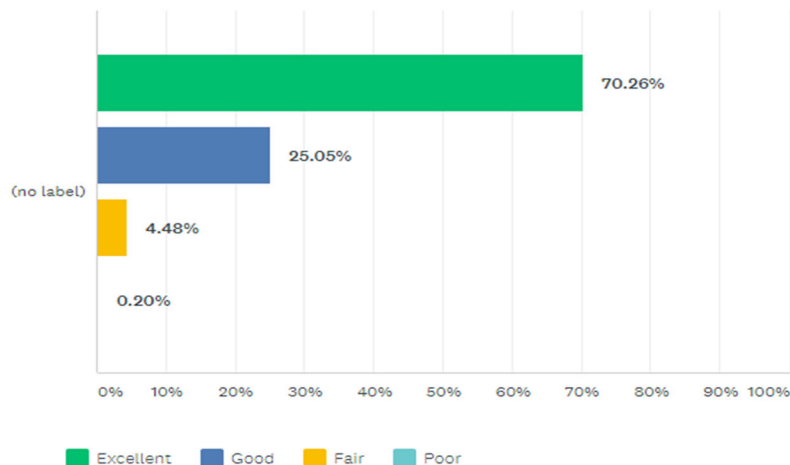
Answered: 324 Skipped: 185



ANSWER CHOICES	RESPONSES
Admission is only for Season Pass Holders (weekends and weekdays). No daily admission can be purchased.	53.40% 173
Weekend admission is for Season Pass Holders Only. Daily admission can be purchased on weekdays.	26.23% 85
Admission fees and season passes are accepted during all operating hours.	5.25% 17
Daily admission fees can only be purchased during non-peak hours. Season passes can be used during all operating hours.	15.12% 49
TOTAL	324

Please rate your overall satisfaction with the Glencoe Beach during the 2020 season. (Select one)

Answered: 491 Skipped: 18

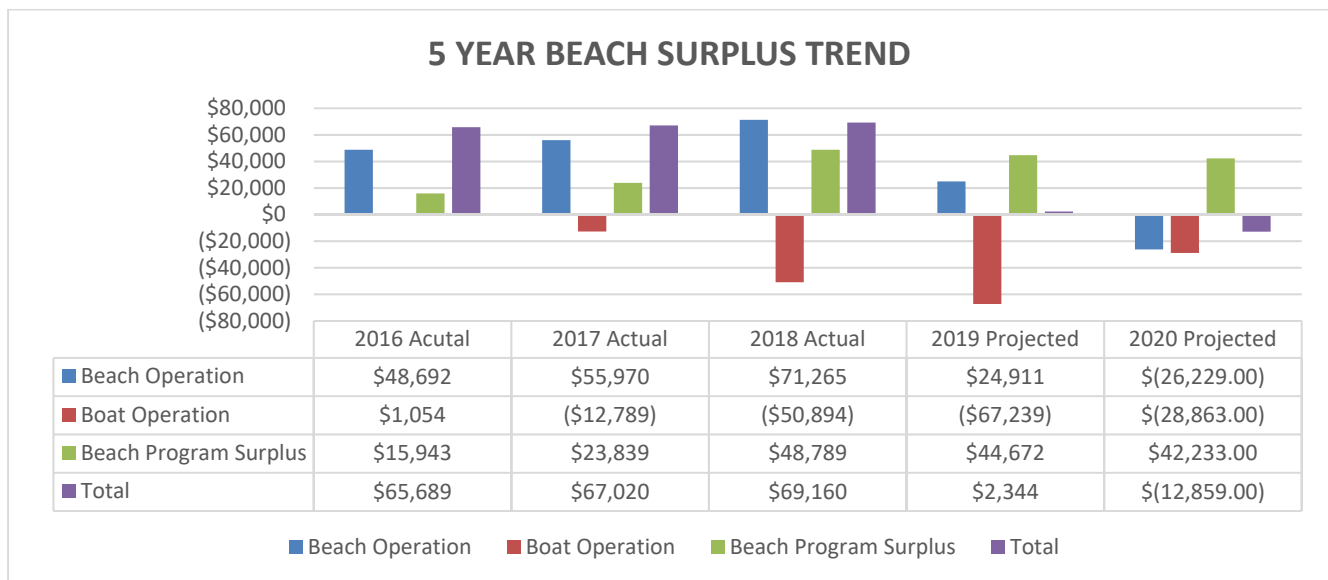


	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
(no label)	70.26% 345	25.05% 123	4.48% 22	0.20% 1	491	3.65

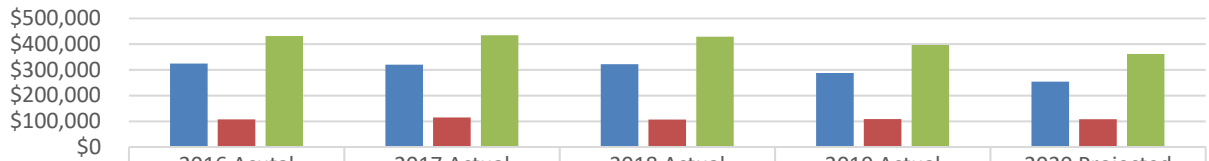
FINANCIAL REVIEW AND FUTURE PLANNING

Unlike years past, this past summer presented numerous obstacles on how to operate safely while maintaining economic responsibilities. 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 confidence we can 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. We will look to our Board for their input on operations this past summer to help us develop a comprehensive list of recommendations for the summer 2021 season.



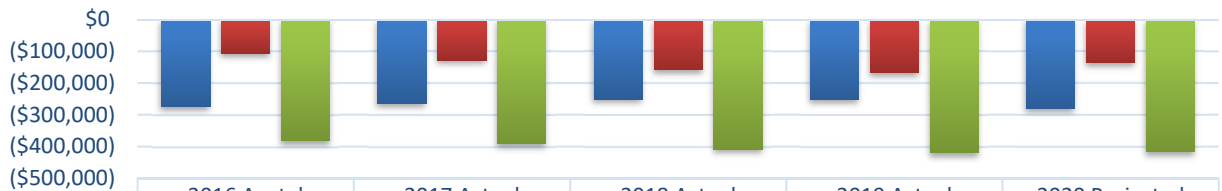
5 YEAR BEACH REVENUE TRENDS



	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Projected
Beach Operation Revenue	\$324,303	\$319,842	\$322,001	\$287,959	\$254,371
Boat Operation Revenue	\$107,008	\$114,828	\$106,663	\$108,521	\$107,587
Total	\$431,311	\$434,670	\$428,664	\$396,480	\$361,958

■ Beach Operation Revenue ■ Boat Operation Revenue ■ Total

5 YEAR BEACH EXPENSE TRENDS



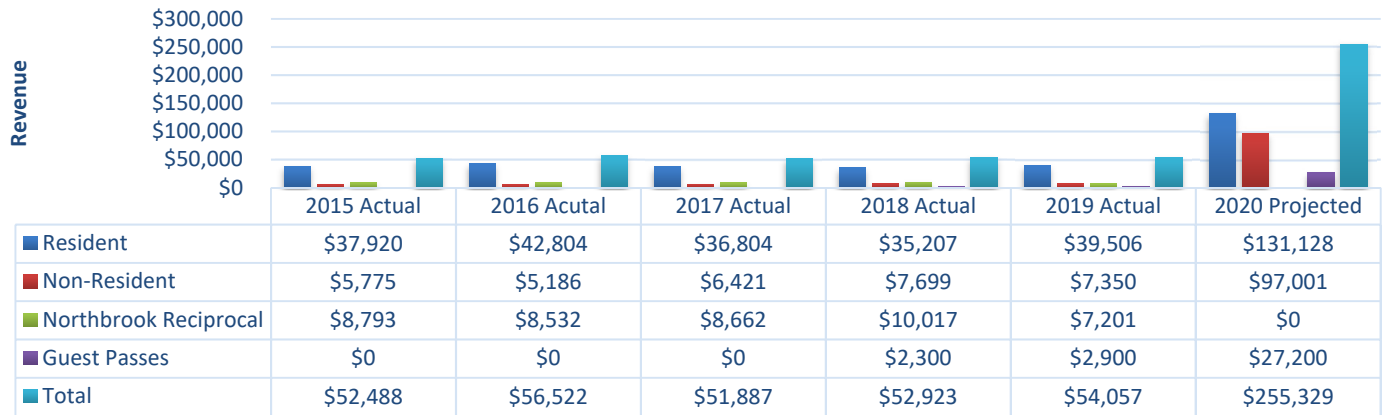
	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Projected
Beach Operation Expense	(\$275,611)	(\$263,872)	(\$250,736)	(\$251,909)	(\$280,600)
Boat Operation Expense	(\$105,955)	(\$127,616)	(\$157,556)	(\$167,442)	(\$136,450)
Total	(\$381,566)	(\$391,488)	(\$408,292)	(\$419,351)	(\$417,050)

■ Beach Operation Expense ■ Boat Operation Expense ■ Total

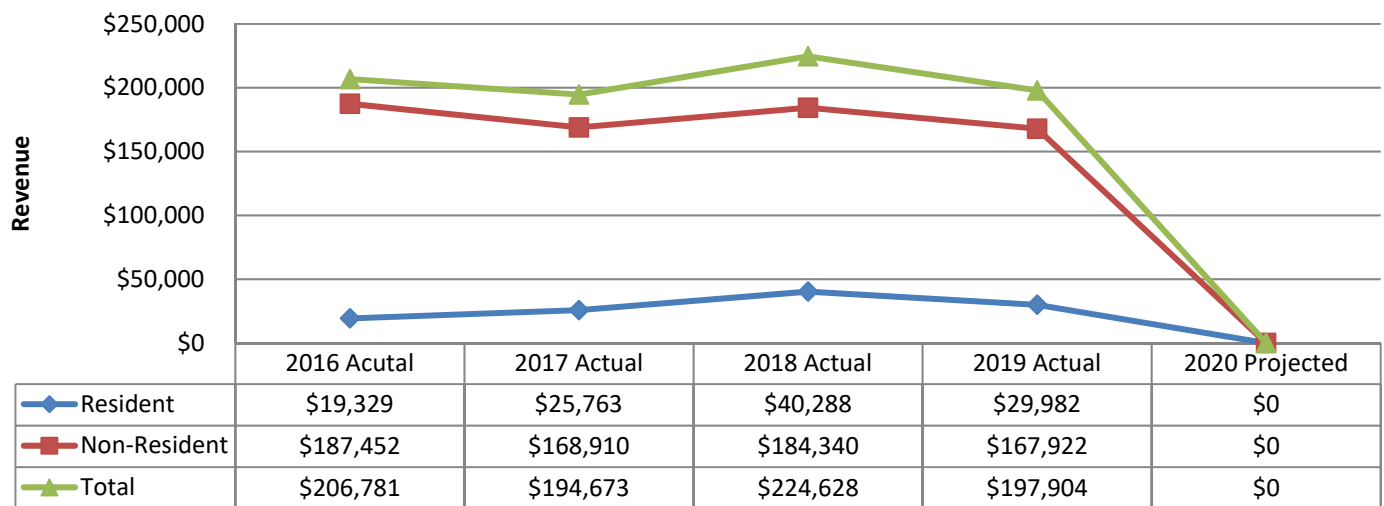
APPENDICES

Appendix A –Financial Data

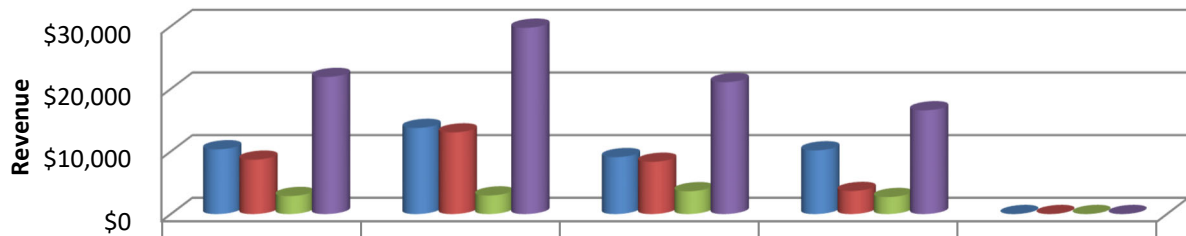
5 YEAR BEACH PASS REVENUE TRENDS



5 YEAR REVENUE FROM DAILY FEES TREND



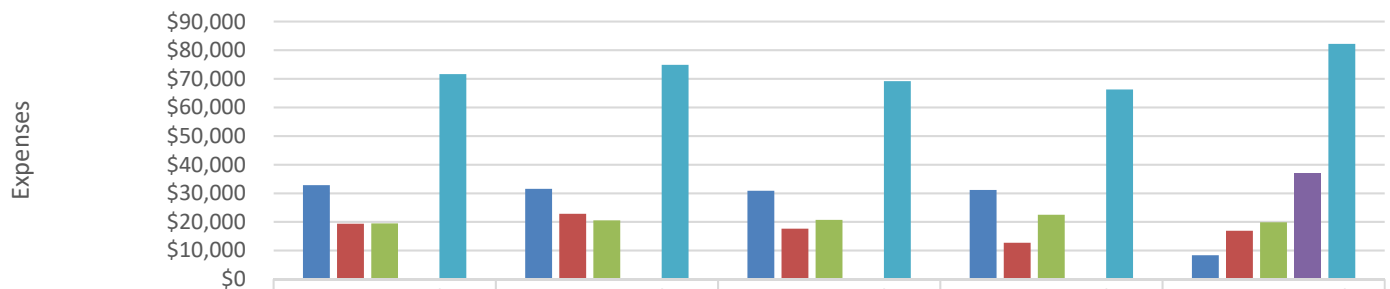
5 YEAR BEACH FACILITY AND EQUIPMENT RENTAL TRENDS



	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Projected
■ Trellis	\$10,336	\$13,750	\$9,091	\$10,173	\$-
■ Sun Shelters	\$8,677	\$13,034	\$8,340	\$3,680	\$-
■ Chairs/Umbrellas	\$2,879	\$2,967	\$3,639	\$2,715	\$-
■ Total	\$21,892	\$29,751	\$21,070	\$16,568	\$-

*We did not offer any rentals during the summer due to COVID.

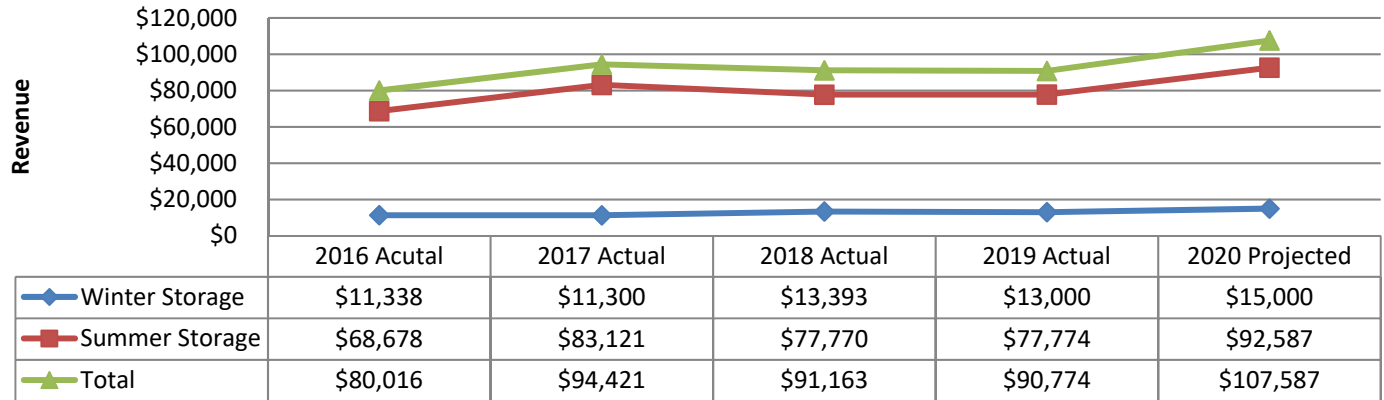
5 YEAR SEASONAL STAFF EXPENSE TRENDS



	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Projected
■ Lifeguards	\$32,831	\$31,526	\$30,856	\$31,144	\$8,334
■ Seasonal Managers	\$19,334	\$22,802	\$17,620	\$12,673	\$16,904
■ Beach Operations Staff	\$19,460	\$20,537	\$20,667	\$22,464	\$19,856
■ Beach Ambassador	\$0	\$0	\$0	\$0	\$37,090
■ Total	\$71,625	\$74,865	\$69,143	\$66,281	\$82,184

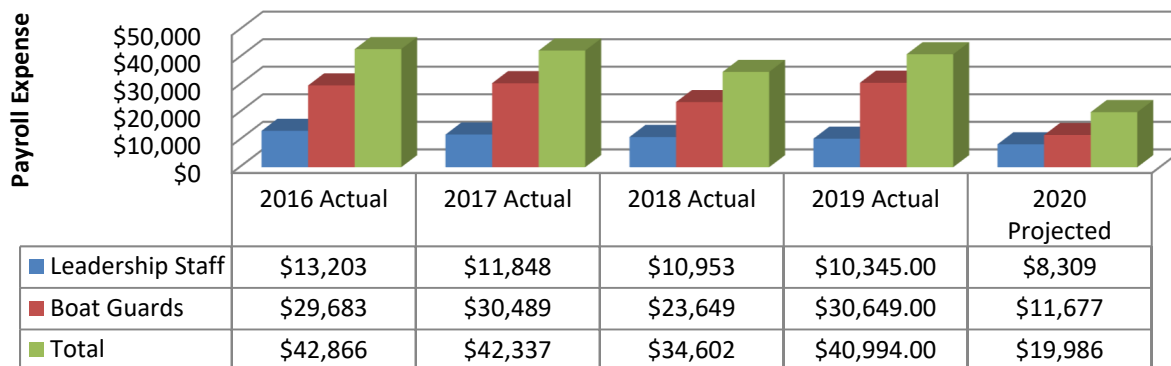
* Returning employees did not receive a merit increase unless it was to meet minimum wage requirements and new staff wages were the same as the 2019 rate for their position. Note, the beach was open from 9:00am to 9:00pm, seven days a week this summer, which was two hours longer each day than in years past.

5 YEAR BOATHOUSE STORAGE REVENUE TRENDS



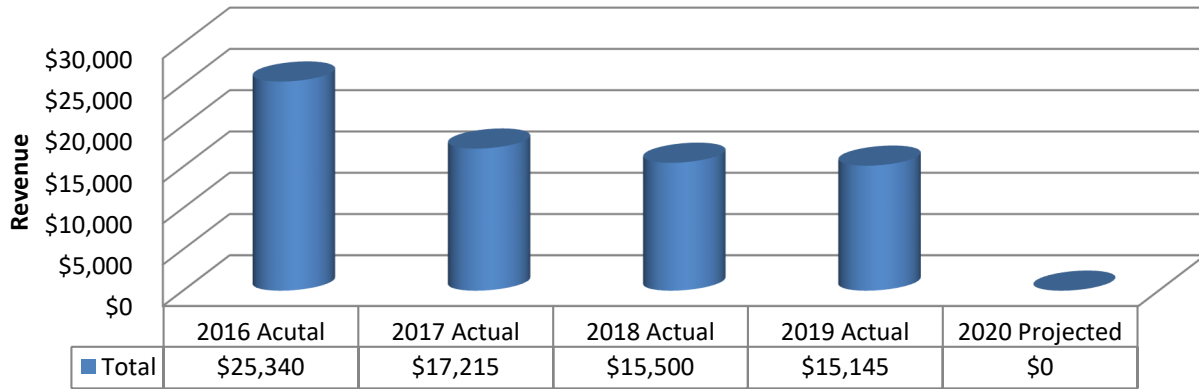
*The loss of sand spaces on both the north and south beach has played a major role in revenue collection. Staff has maximized the number of sand spaces available and will continue to monitor the water levels to determine if we can accept new boaters off of our growing waitlist. Given the popularity of standup paddle boarding, we were able to build new paddle board racks and rent those spaces to boaters off our waitlist.

5 YEAR BOATHOUSE STAFF EXPENSE TREND



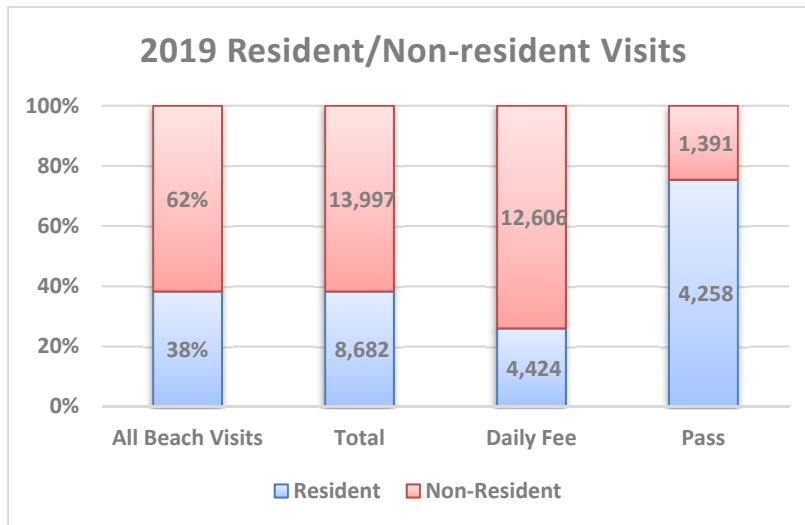
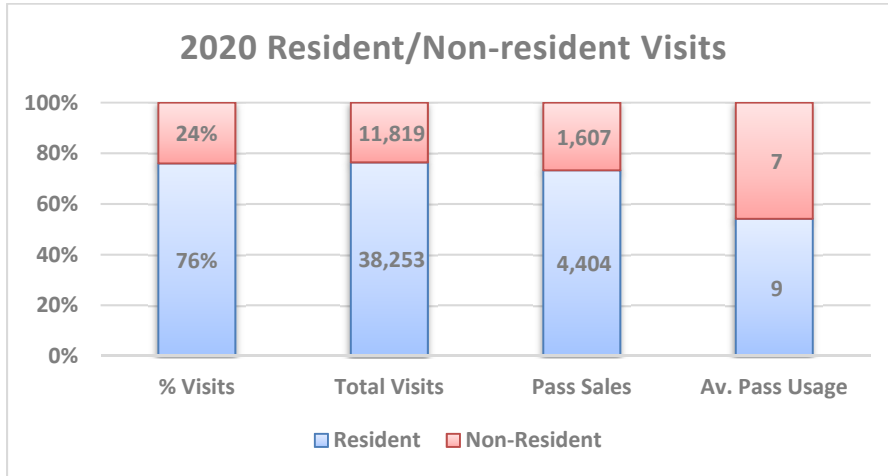
* Staff wages were kept to a minimum by reducing the number of boat guards during the week to only two and three on weekends.

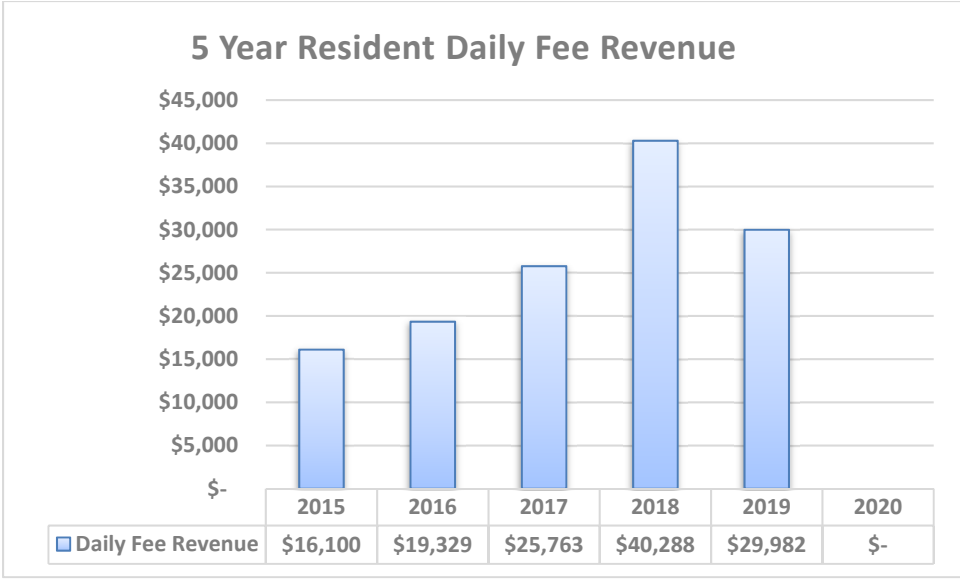
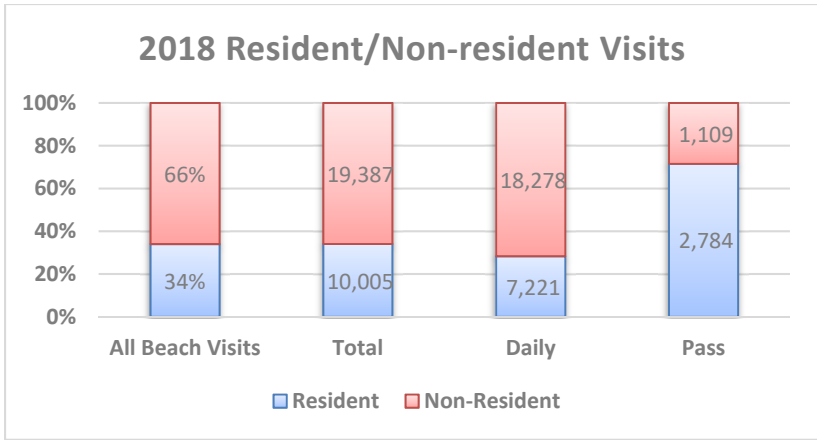
5 YEAR BOAT, KAYAK, PADDLEBOARD RENTAL TRENDS



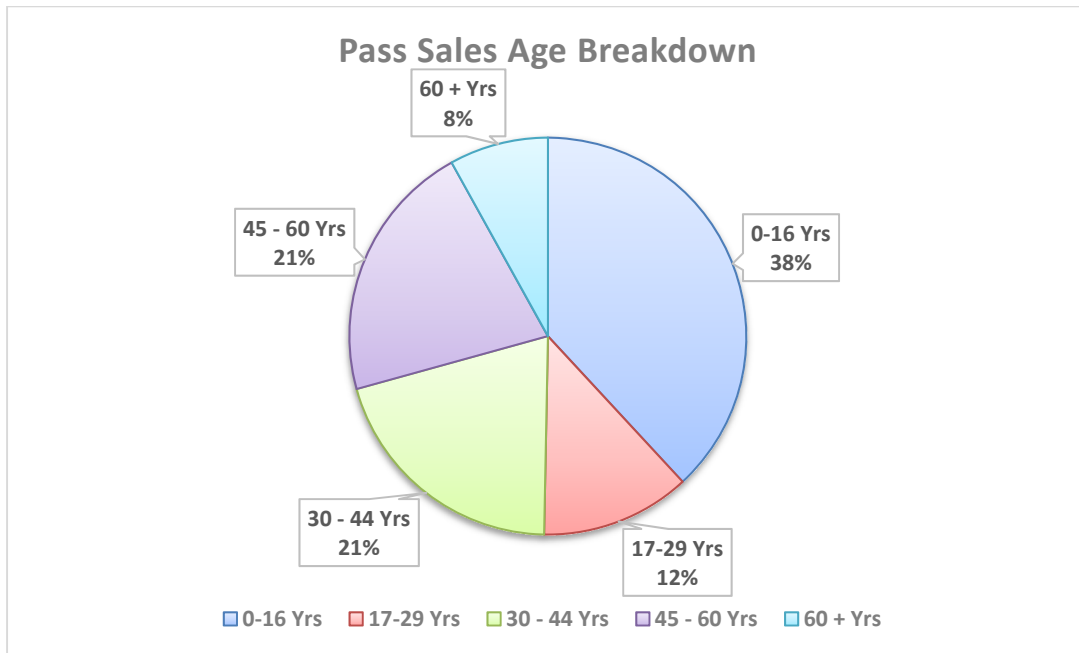
* Rentals were not offered this summer due to COVID-19.

Appendix B –Attendance Comparisons

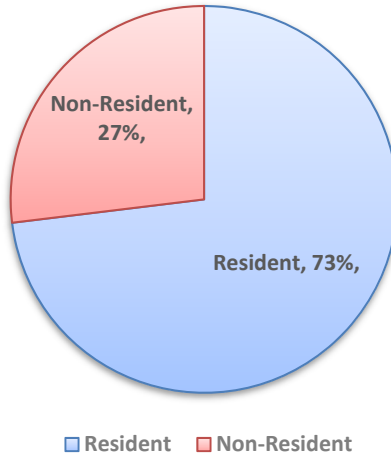




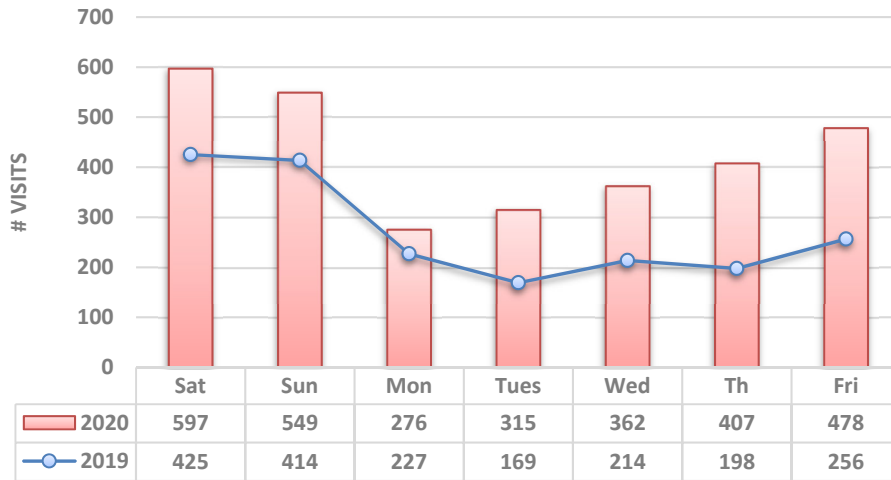
*Daily fees not offered in 2020 due to COVID-19 restrictions.

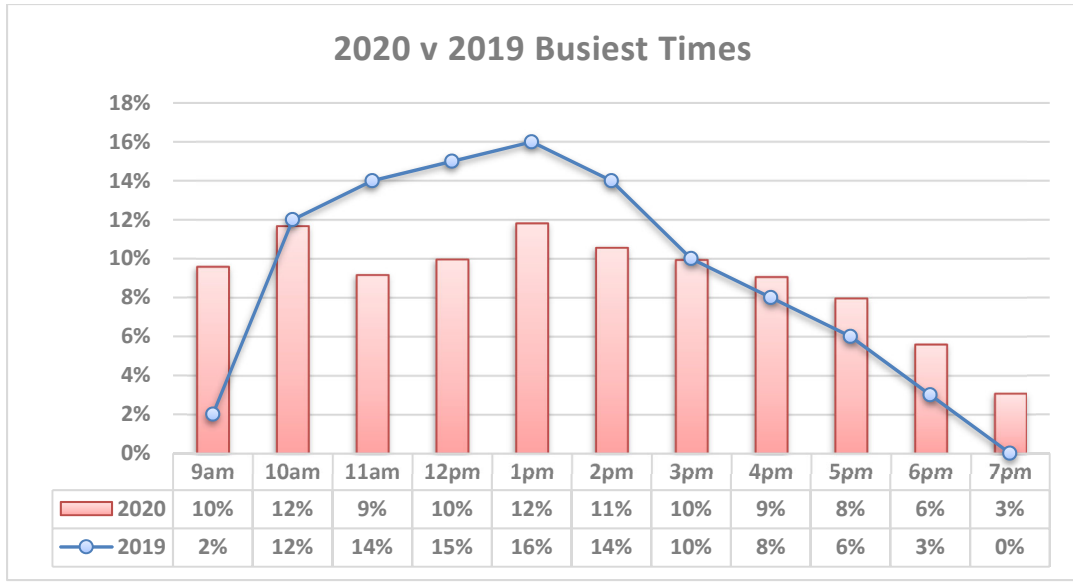


2020 Pass Demographics



2020 v 2019 Average Daily Attendance







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	9:00am-9:00pm	NA	\$95/\$143	\$140/\$233
			\$95/\$190	\$140/\$280
Wilmette	9:00am-8:00pm	NA	\$52/\$131	\$112/\$311
			Parking Pass \$30/\$170	
Winnetka	9:00am-9:00pm	NA	\$100/\$300	\$130/\$390
Evanston	10:30am-7:30pm	NA	*\$28/\$44	\$112/\$176
			*\$18/30	\$72/\$120

*Revised Dates for mid-season pass sales

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
- 2020: Daily rate not offered due to COVID-19 restrictions

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

Note: Due to 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	Not Available	Not Available	Not Available
Wilmette	Not Available	Not Available	Not Available
Winnetka	Not Available	Not Available	Not Available
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 for 2019

** No area beaches offered rentals due to COVID.

Boat Storage Spaces

Town	Sand Res/NR	Rack Paddle Res/NR	Winter Sand Res/NR	Winter Rack Res/NR
Glencoe	\$644/\$1052	\$387/\$633	\$271/\$349	\$140/\$216
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