

2022 LAKEFRONT REPORT

Marty Kwiatkowski, Beach & Boathouse Facility Manager

Enriching lives and creating memorable experiences.





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EXECUTIVE SUMMARY

This report contains a summary of the 2022 Glencoe lakefront operations. Changes made due to COVID-19 have again carried over to this year's daily operations. Changes include season pass holder only admittance on weekday mornings, weekends, and holidays, and daily admissions on weekday afternoons.

In 2022, a total of 6,761 season passes were sold for a total cost of \$257,315. Season pass holders had the opportunity also to purchase guest passes for friends and family. A total of 787 guest passes were sold for a total of \$46,951. Overall, revenue was significantly lower than in 2021; however, it is still the second-highest revenue year in history. We continued providing kayak, paddleboard, boat spots, and boater assistance. Summer and winter boat storage total revenue is projected to be \$110,186.



This summer, the beach team continued to provide excellent service and kept patrons safe. We made significant changes to the structure of our popular Aquatic and Sailing Camps and offered new special events and mobile food trucks.

FACILITY IMPROVEMENTS/MAINTENANCE

Staff completed the following jobs for the beach season:

- Seasonal tree trimming and removal
- The north property line had overgrown brush cut back and a new privacy fence installed.
- The boathouse floor was re-finished and painted.
- New planter boxes were installed in front of the boathouse deck.
- A new memorial bench was installed on the middle landing of the boating beach stairs.
- A new Trellis cover was installed.
- A new commercial charcoal grill was installed near the sun shelters.
- The Dingy water feature was repaired.
- Repairs to the halfway house floor were completed.
- The installation of a new structurally reinforced concrete pier surface was completed.
- Pier railings were re-painted.
- Picnic Tables and new benches were installed on the new pier.



MARKETING

Our new website launched in January, which included the following five new pages related to the beach: Swimming Beach Info, Boating Beach Info, Season Pass/Daily Admission Info, Rental Info, and Program/Camp/Classes Info. Each page now has an "off-season" and "in-season" version, which automatically changes at the start of a new season. Our new pages saw a 14% increase in traffic, although comparing traffic from the old site to the new site is a little arbitrary.

Beach passes went on sale on March 10, 2022.

After a pandemic pause, our printed guide returned to mailboxes in 2022. The Spring/Summer Guide, which was mailed to every household in Glencoe, included five pages of beach/boating information and a page of aquatics camp information. The summer issue of *Inside Glencoe*, mailed to every household in Glencoe in May also included an article about the beach.

In addition to print publications, we used digital channels and outdoor signs to communicate the start of pass sales. This included kiosk signs, social media posts (Facebook, Twitter, and Instagram), as well as email marketing, and website updates. In mid-February, 10+ signs were posted in community locations announcing the start of beach pass sales.

To prepare for the season, 40+ new signs were ordered for the beach. QR codes directed visitors to purchase a season pass or get more information. Our beach QR codes received 796 scans. We also used QR codes to sell daily admission tickets and had 2,718 scans during the season.

In addition to the Glencoe Park District's general Facebook page, Glencoe Beach has its own business page. To date, the page has 3,129 likes (up from 2,876 in 2021). The page has also become a customer service channel, with Facebook users opting to use the direct message service to inquire about beach conditions and admission. We utilized the app's auto-responder to answer common questions during non-business hours (price of beach, season pass requirements, etc.).

SPRING

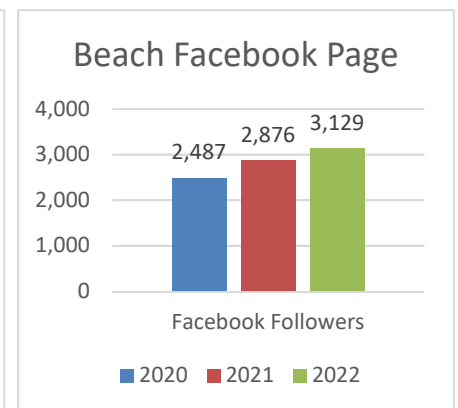
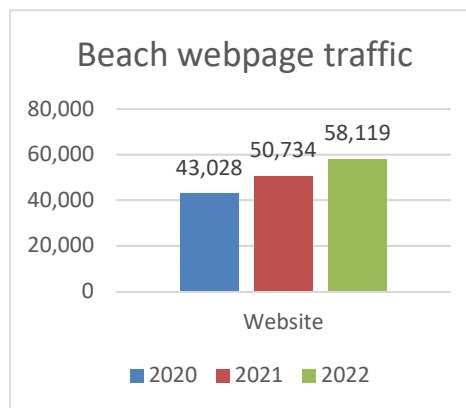
ONLINE	DIRECT MAIL	SOCIAL MEDIA	EMAIL	SIGNAGE
Create off-season and regular season pages	Details in Spring/Summer Brochure	Mix of posts with photos, information, ads	Targeted email blasts to former passholders	Ads in park kiosks
Update info	Article in <i>Inside Glencoe</i>	Paid posts/ads	Emails to general subscribers	Update signage at Beach
Begin online pass sales				

SUMMER

ONLINE	SOCIAL MEDIA	EMAIL	SIGNAGE	RAINOUT LINE
Update website as needed	Mix of posts with photos, information, ads	Targeted email blasts to passholders	Ads promoting upcoming events	Auto-posts weather updates to website
	Paid posts/ads	Emails to general subscribers		Subscribers can get text/email/mobile alerts

FALL

ONLINE	SURVEY	SOCIAL MEDIA	BOARD REPORT
Switch to off-season messages	Design/send end-of-season survey to pass holders	Mix of posts with photos and information	Share 2022 statistics with Board



We used the Rainout Line again to share beach closures related to inclement weather, high surf, or high bacteria. The Rainout Line auto-posts a message on our website, beach Facebook page, Twitter page, and sends a text message to subscribers.

Approximately 19 emails were sent about beach passes, programs, and special events. Of the 124,142 emails sent, our open rate averaged 69%, with 3,794 clicks to website content.



STAFFING AND TRAINING

Staffing

Hiring seasonal staff continues to be a problem for many aquatic facilities. Many were understaffed and failed to open or stay open through the summer season. We have again seen continued wage pressure due to a lack of staff and the increase in the minimum wage. We also faced these challenges, but continued to provide excellent service throughout the summer.



With the difficulty of hiring American Red Cross lifeguards, we took matters into our own hands. Throughout the summer, we continued hiring lifeguards, even at the end of July. We also ran lifeguard training mid-season for our beach services staff to get more lifeguards/boat guards on the team. Our lakefront staff consisted of 58 employees including 20 who returned from the previous season. With the difficulty of hiring lifeguards and boat guards, a focus was placed on increasing the staff's flexibility. As a result, all staff members working on the swimming and boating beaches were required to complete the American Red Cross Lifeguard and Lakefront Certifications, making them capable of performing two or more positions at either beach.

Staffing Levels by Position

	Total Staff*	Operations Manager	Beach/Boat Manager	Lifeguards	Beach Services	Boat Guards	Sailing Instructors	Camp
2022	58	1	4	28	21	8	3	14
2021	55	1	3	36	19	9	2	NA
2020	33	1	3	24	5	8	1	NA
2019	55	1	6	34	19	25	3	NA
2018	62	1	7	35	24	15	6	NA
2017	61	2	8	26	21	27	9	NA
2016	44	1	9	26	15	25	7	NA

*Staff work multiple positions

Training

All staff members were trained for the operations plan created to ensure the beach was ready to open to the public on Memorial Day weekend. All seasonal training was conducted either in-person or via Zoom by Marty Kwiatkowski and beach leadership staff. In-person training was facilitated at Northbrook's pool and Glencoe Beach.

Lifeguard Training

Lifeguard training took place as scheduled during the middle of May. All staff members holding a current American Red Cross Lifeguard Certification must participate in 24 hours of lifeguard-specific training in both a pool and lakefront setting. All staff were also Waterfront Lifeguard Certified by Marty Kwiatkowski.

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



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

Additional in-service training was held twice weekly for two hours throughout the summer. Lifeguards, boat guards, and camp staff were required to attend one hour of training weekly and could attend based on their preferred time and day. Additionally, lifeguards were required to complete twenty minutes of daily physical activity in the form of running, swimming, or in the event of inclement weather, online training via training portals offered through the American Red Cross Trainers Corner.

Boathouse Training

Since boat guards and camp staff work closely together, camp staff was required to participate in boat house training. Boat guards attended training on their responsibilities and tasks, including daily operations of the boathouse, safety equipment, water/medical emergencies, "Code Adam," and radio use.

Matt Walker led the U.S. Powerboat Safety Course at the beginning of the season, which is required by any staff member who drives a powerboat. During this course, staff learns how to launch, trailer, store, and safely operate a power boat. This course consists of classroom work, water practice and testing, and a written test.

Beach Services Training

Beach services training was conducted online and in-person at Glencoe Beach. The training focused on operational procedures and payment processing, including checking in beach pass holders and filling out season pass paperwork. Customer service was also a significant training focus to ensure a memorable experience for beach visitors.

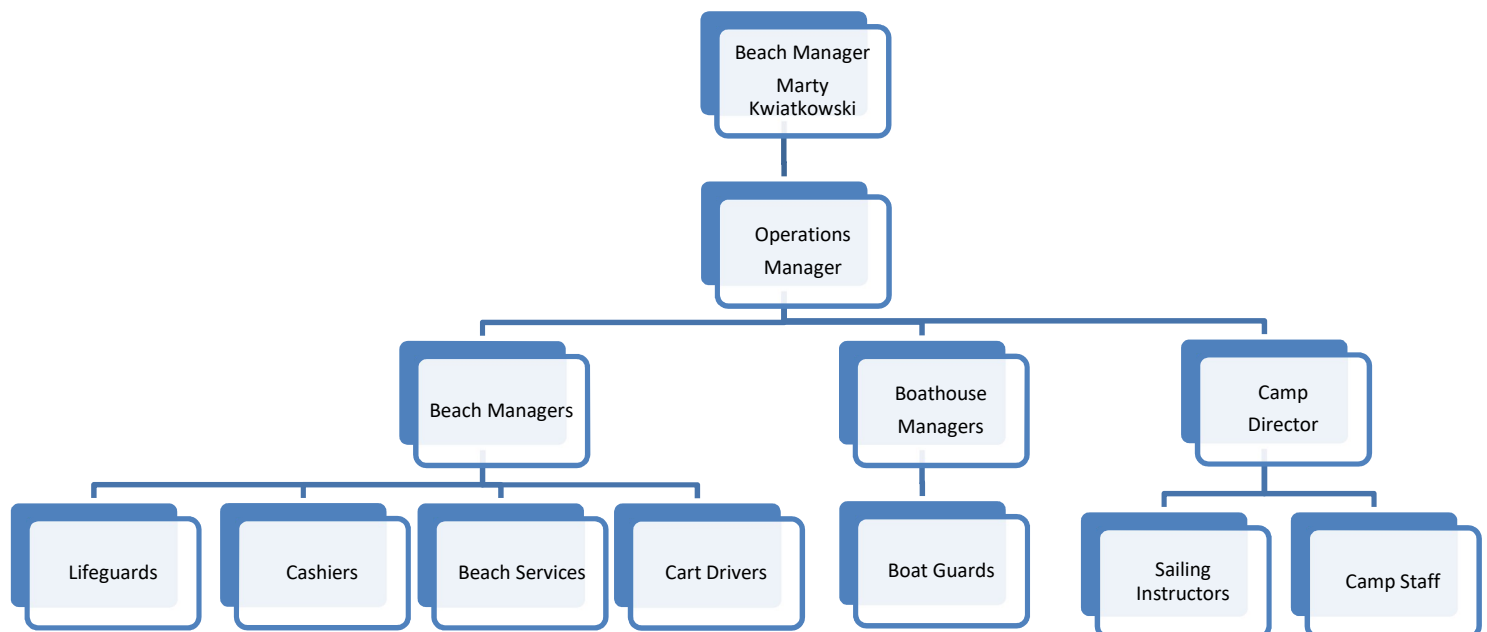
Manager Training

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

Camp Staff Training

Camp staff spent approximately four hours training on location at the boathouse in preparation for the beginning of camp. Led by the Aquatics and Sailing Camp director and head instructor, staff training focused on daily camp operations at the boathouse, emergency procedures, and camp curriculum.

Beach Organization Chart





SWIMMING BEACH OPERATION

Swimming Beach Overview

The swimming beach is staffed from Memorial Day through Labor Day. Beach guests will find sun shelters, trellis, sand volleyball court, pier, boardwalk, swim area, boat storage, and a playground on the beach. During the summer, staff and patrons use the Paul and Ada Safran Beach House. The Beach House features bathrooms, changing rooms, lockers, manager's office, customer service desk, staff breakroom, and a maintenance closet.

2022 BEACH SEASON	BEACH HOURS
Preseason May 28-30 & June 4-10	10 AM-6 PM
Regular Season June 11 - September 5	10 AM-7 PM

Glencoe Beach is closed July 3.

Please note, only season pass holders will be admitted during the pre-season, on holidays, and weekends (Saturday-Sunday). This includes the Memorial Day (May 30), Labor Day (September 5), and July 4.

Daily Operations and Usage

Customer Service

As always, we focused on the customer experience at Glencoe Beach. Staff did a great job informing the public of our admission policy while also creating a memorable beach experience. Staff made a conscious effort to remember the regulars that come to the beach and greet them by name to make the beach feel like a welcoming place. We have received multiple voicemails and emails from patrons thanking the staff for being so welcoming. Below is one example.

"I would just like to compliment the staff at Glencoe Beach! I visited today, August 2, with my family. Everyone who worked there was sincerely friendly and accommodating! I was so happy to see such sweet hospitality from these hardworking youngsters! I was also floored when one of the lifeguards managed to listen to my seven-year-old son's concern about the waves at the beach. My son said he didn't think there should be a green flag, and the guard, while keeping her eyes on the water, acknowledged what my kid was saying and in a professional manner, told him that he could tell the manager. She radioed the manager, who identified himself as Tom, and he listened to my son's concern about the waves. He explained in a friendly manner what to expect and what the flags meant, and he assured my son that he would put up a yellow flag - which he did! I was astonished by the guards' kindness and professionalism! Their concern for the patrons on the beach is top-notch! What a warm, family-friendly place! Thank you, Glencoe Beach, for caring about the swimmers who visit there!"

Facility Cleaning

We received help with facility cleaning this year, with a custodian coming in every morning to help staff with a base level of cleaning. Staff did their best to keep up with the facilities to ensure that inside and outside of the beach and boat house remained clean. On breaks, staff goes through bathrooms, sun shelters, the trellis, and grills to ensure they stay clean. At the end of each day, staff would close the facilities and clean the inside before heading home.

Revenue Collection

There were two locations under the halfway house where cashiers would process payment for daily passes or scan pass holders in for the day. Patrons who wanted to purchase a season pass could do so at the halfway house. To ensure the correct information is filled out, cashier staff would fill out the season pass application for those who purchased a season pass.

Those who wanted to rent the trellis could fill out a permit application on our website. We offered the opportunity to reserve the sun shelters online ahead of time; this benefit was offered to season pass holders only. Those who didn't have a season pass would have to purchase the sun shelter in person on the day of the rental.



We are investigating changes to the check-in procedure for summer 2023, which includes moving the check-in stations to the top of Hazel and Park Ave. This will help us reduce costs, improve the check-in process and reduce the potential for beach visitors not paying for entry to the beach.

Swim Area

The swimming area is marked with three white mooring buoys approximately 50 feet by 200 feet. These parameters are set with safety in mind within PDRMA's requirements. The size of the swim zone is set to allow lifeguards to respond to any emergency within 40 seconds. All lifeguards are timed on their response from either chair to the opposite buoy to ensure all get there within 40 seconds. All swimmers must stay inside the swim zone when the water is open and guarded.

Water Testing

Beach managers check for high bacteria daily during the summer season. The challenging part of high-bacteria days is that they are hard to predict. The test methods required by the Illinois Department of Health take 24 hours to be returned to staff.

Managers are required to bring the sample to the water plant daily at 9:00 AM. Once the manager delivers the sample to the water plant, we receive the previous day's result. For the 2022 summer season, the swim zone was closed 20 days. This compares to 15 days in 2021, 16 days in 2020, and 20 days in 2019. The closures of the water were due to high bacteria, bad weather, and dangerous surf.





History of High Bacteria Beach Closures by Season

	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
High Bacteria Closures	6	5	7	11	10	6	2	9	11	7	8



Beach Risk Management and Lifeguard Audit

The safety of swimmers and boaters at Glencoe Beach is a top priority. Staff invest countless hours ensuring the safety of the facility, equipment, and water and dedicate numerous hours to developing, training, and implementing safety policies, processes, and procedures. The Park District Risk Management Agency (PDRMA) provides a set of operating standards and safety recommendations for both the swimming 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, audits the lifeguards to ensure they are well-trained to proactively prevent emergencies before they occur or respond appropriately in the event of an emergency. The beach was successfully audited three times this summer and received valuable feedback to improve our staff training and procedures.

RENTALS

Beach Rentals

Rentals were available for those who purchased a daily pass on a first-come, first-serve basis. Those who purchased season passes received a discounted rate on their rental purchases. We saw a dip in all rentals, including boats, kayak, and paddleboard rentals, due to poor weather on weekends this summer. Boat rentals generated a total of \$6,415 in revenue and an additional \$1,864 in chair/umbrella revenue.

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.

Boat Storage

One of the most popular items on Glencoe Beach is the ability to store boats on the beach for easy access.

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



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

Boat Rental Spaces by Boat Type

	Kayak & SUP	Laser/Sunfish/Other	Catamaran	Total
2022	162	4	53	219
2021	162	4	55	221
2020	164	4	53	221
2019	115	6	55	176
2018	103	6	59	168
2017	100	6	66	172



Daily Operations

Boat Season	Day	Hours
PRESEASON May 14-June 5	Saturday-Sunday, Memorial Day	12-5 PM
REGULAR SEASON June 11-August 7	Monday-Friday	12-7 PM
	Saturday-Sunday	10 AM-7 PM
POST SEASON August 12-September 11	Friday-Sunday, Labor Day	12-6 PM
September 16-October 9 <i>As weather and daylight permits</i>	Friday-Sunday	12-5 PM

Powerboats

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

Boat Valet, Boater Assistance, and Safety

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

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

Sailing Regattas

This summer, we hosted three regattas. The Glencoe Boat Club was responsible for collecting fees from the boaters and handing them to the facility manager for processing. The boat guards helped the Glencoe Boat Club set up and staff the committee boat.

Kayak, Paddleboard, and Sailboat Rentals

Boat guards assisted all kayak, SUP, and sailboat renters out on the water. Once rentals are on the water, boat guards keep a close eye on them and the weather.

Beach Programming

Aquatics and Sailing Camp was a great success again this summer. Last year it was two half-day programs that were a week long each. The program was restructured to offer a full-day program from 9:30 AM to 3:30 PM for four, two-week, and one-week sessions. A total of around 30 campers were in each session.

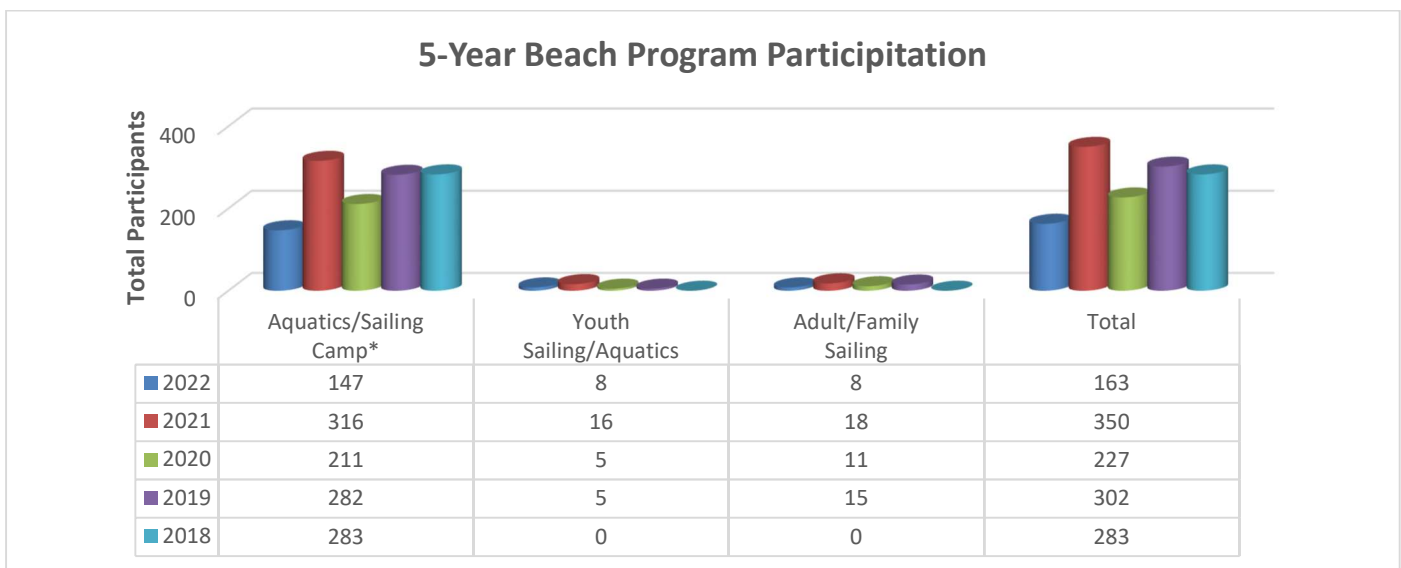
The campers were split into two groups; the first group would go out on SUPs and kayaks, while the other half would go sailing. Campers would then come back for lunch and then switch. With us combining the Aquatics and Sailing Camp, the campers got the best of both worlds.

Beach Programming in 2022

Beach programs were back in full swing this year. This year's programs were Puddle Jumpers, Try Sailing, Family Sailing, and Private Sailing Lessons. Due to bad weather and/or beach hazard statements, we were forced to cancel all Little Seals Sailing classes. We attempted to reschedule multiple times, but the weather had other plans.

Beach SAFE

With storms looming in the background, we successfully got the participants of Marillac St. Vincent's Family Services out on the water. Volunteers and part-time and full-time staff helped while participants enjoyed the day on the water.



* Restructured to offer a full-day program compared to two half-day programs

SPECIAL EVENTS

2022 summer special events were a hit again this year. Beach SAFE, Cardboard Regatta, and Beach Camp Out were all fun successes.

Though out the summer, we booked six musicians to come to play live on Glencoe Beach. Along with the musicians, we also booked food trucks to go to the beach to provide food. Most beachgoers wanted to see food down at the beach, but the food trucks were not as popular as we would have hoped. There were days when the food trucks would sell out and other days when they weren't so lucky. Staff is again reviewing food options for the beach in 2023.



July 22-23 Beach Camp Out



This year's Beach Camp Out was a soaked success. The event started with a beautiful hot day, and then around 3:00 AM, a storm rolled in and took the event to a whole new level of fun. Staff jumped into action, lighting up the beach house and helping all participants who wanted to go home get ferried to their cars. All participants were safe, and no one was injured in the commotion. To keep kids calm, we made popcorn and set up breakfast for them to snack on while they waited out the storm.

August 5 Cardboard Regatta

For the Cardboard Regatta, participants were tasked with building a boat out of cardboard and duct tape. Racers brought their race vessel and put it to the test with the other participants. Awards were given out to the fastest and the one with the best team spirit.

August 6 Wisconsin Style Fish Boil

The Fire Pitt restaurant from Trevor, WI brought a traditional Wisconsin Style Fish Boil to Glencoe Beach. The participants enjoyed a dinner consisting of freshly boiled cod, boiled red potatoes, whole sweet onions, fresh coleslaw, melted butter, rye bread, and an apple or cherry slice for dessert.

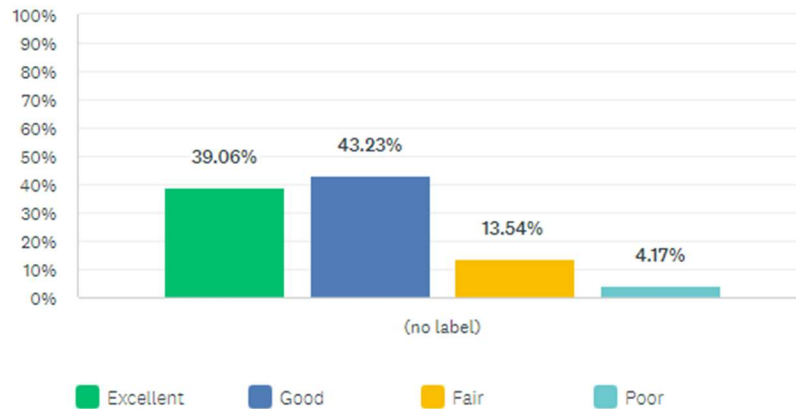


FEEDBACK AND SURVEY RESULTS

We have collected the data for the 2022 Glencoe Beach Season Passholder Survey. The feedback we receive is very important so we know where we can improve and what we can look into changing next year. We collected 194 responses which is significantly smaller than the 490 responses received in 2021. Pass holders were pleased with the value of their season beach pass as 82% said the value was excellent or good.

Please rate the value of your 2022 Beach Season pass purchase. (Select one)

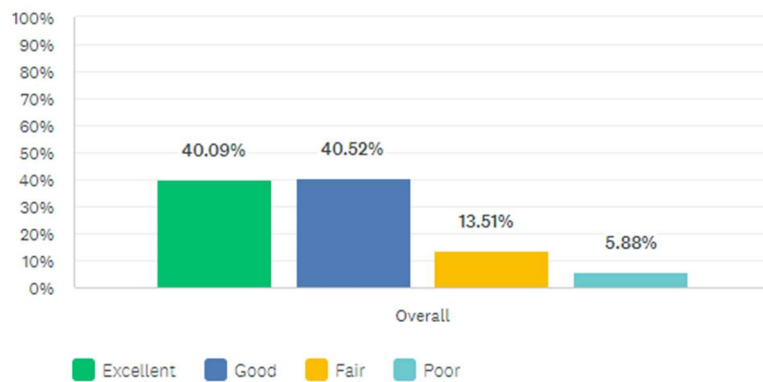
Answered: 192 Skipped: 2



	EXCELLENT (1)	GOOD (2)	FAIR (3)	POOR (4)	TOTAL	WEIGHTED AVERAGE
(no label)	39.06% 75	43.23% 83	13.54% 26	4.17% 8	192	3.17

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

Answered: 459 Skipped: 31



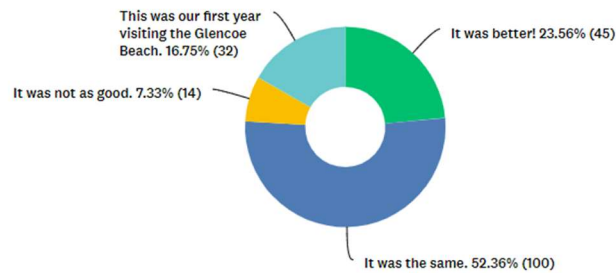
	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Overall	40.09% 184	40.52% 186	13.51% 62	5.88% 27	459	3.15

- Patrons still find great value in the season beach pass and value remains in line with last year.

2022 Survey

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

Answered: 191 Skipped: 3

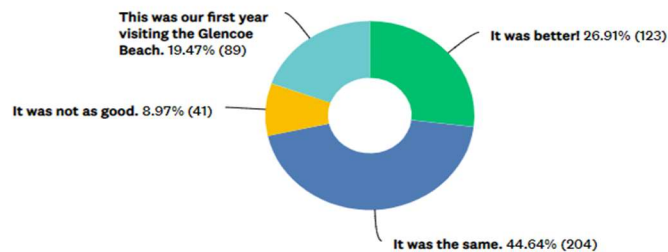


ANSWER CHOICES	RESPONSES
It was better! (1)	23.56% 45
It was the same. (2)	52.36% 100
It was not as good. (3)	7.33% 14
This was our first year visiting the Glencoe Beach. (4)	16.75% 32
TOTAL	191

2021 Survey

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

Answered: 457 Skipped: 33

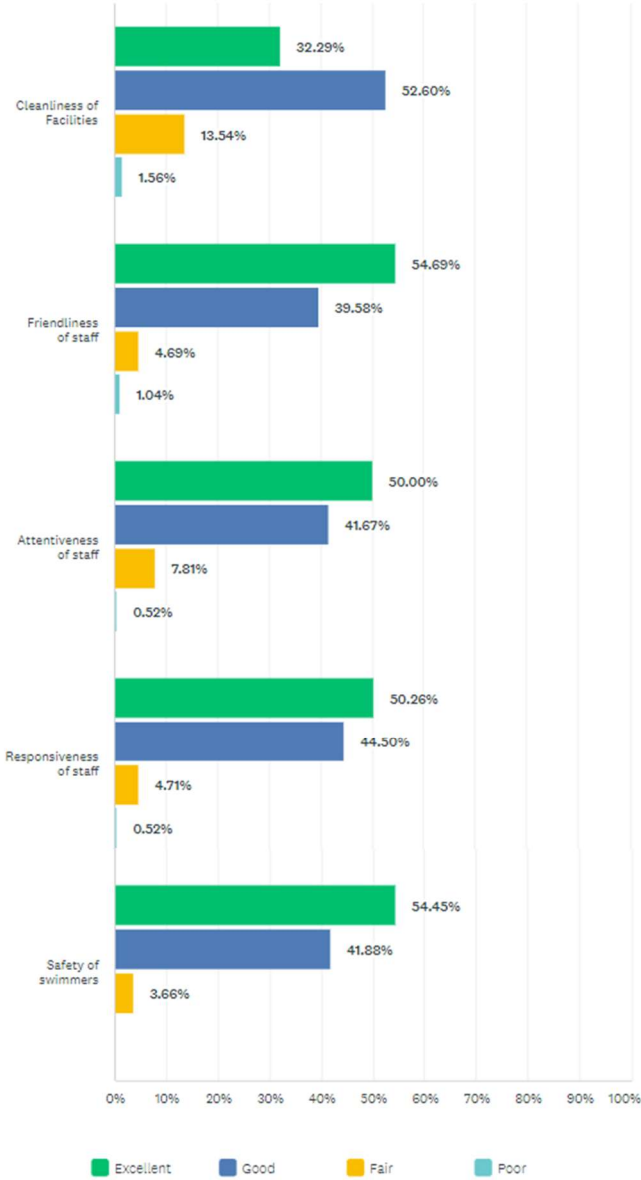


ANSWER CHOICES	RESPONSES
It was better!	26.91% 123
It was the same.	44.64% 204
It was not as good.	8.97% 41
This was our first year visiting the Glencoe Beach.	19.47% 89
TOTAL	457

*Our staff continues to provide great service. We had a smaller number of first-year visitors to the beach.

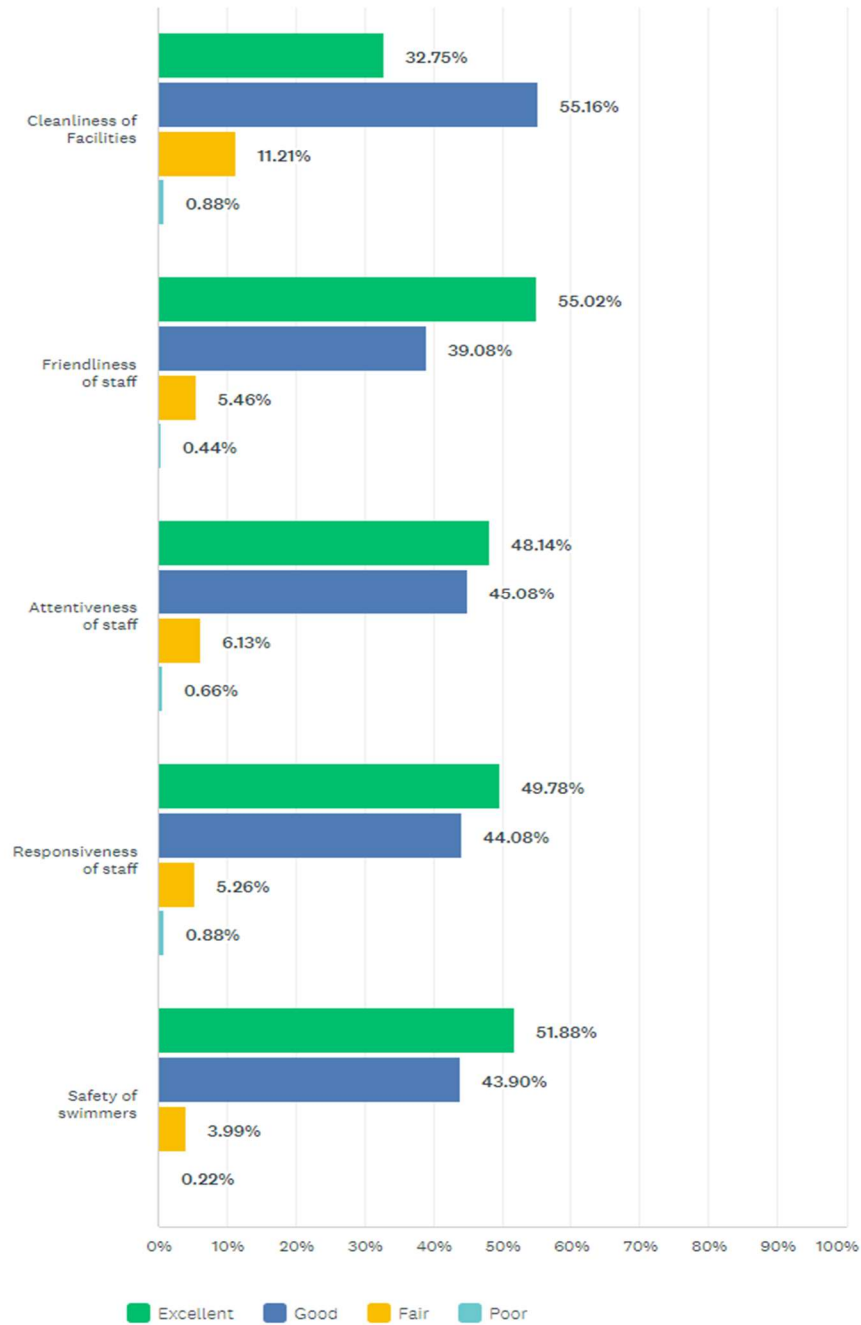
When thinking about the beach staff, including lifeguards, beach ambassadors, and management, please rate the following attributes:

Answered: 192 Skipped: 2



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

Answered: 459 Skipped: 31

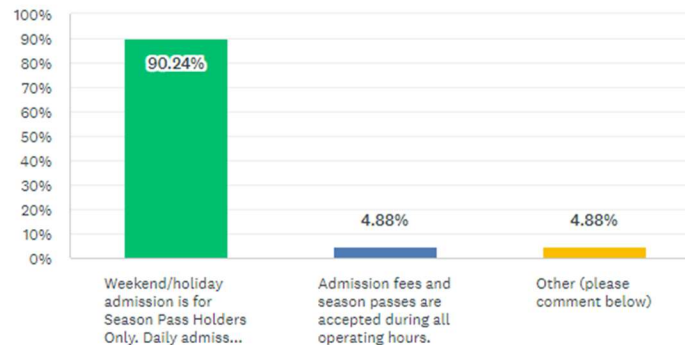


*Beach staff continue to make Glencoe Beach a memorable experience for all.

2022 Survey

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

Answered: 164 Skipped: 30



ANSWER CHOICES	RESPONSES
Weekend/holiday admission is for Season Pass Holders Only. Daily admission can be purchased on weekdays after 12pm (current structure) (1)	90.24% 148
Admission fees and season passes are accepted during all operating hours. (2)	4.88% 8
Other (please comment below) (3)	4.88% 8
TOTAL	164

2021 Survey

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

Answered: 392 Skipped: 98

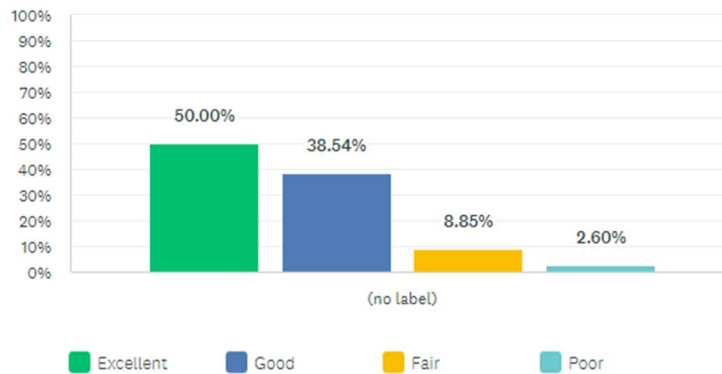


ANSWER CHOICES	RESPONSES
Weekend/holiday admission is for Season Pass Holders Only. Daily admission can be purchased on weekdays after 12pm (current structure)	73.72% 289
Admission fees and season passes are accepted during all operating hours.	20.66% 81
Other (please comment below)	5.61% 22
TOTAL	392

2022 Survey

Please rate your overall satisfaction with the Glencoe Beach during the 2022 season. (Select one)

Answered: 192 Skipped: 2

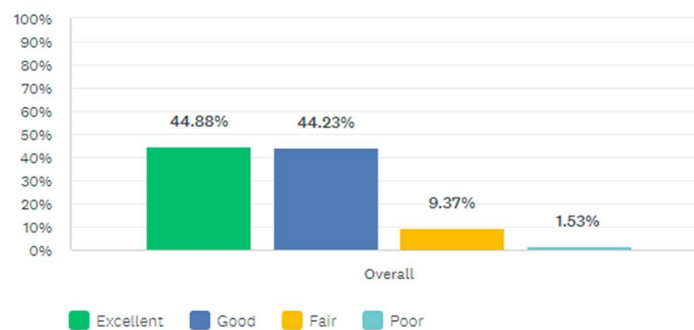


	EXCELLENT (1)	GOOD (2)	FAIR (3)	POOR (4)	TOTAL	WEIGHTED AVERAGE
(no label)	50.00% 96	38.54% 74	8.85% 17	2.60% 5	192	3.36

2021 Survey

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

Answered: 459 Skipped: 31



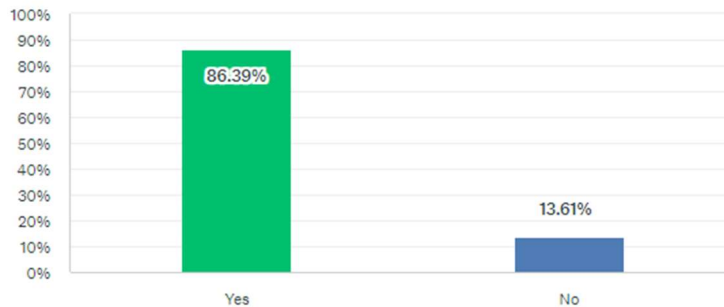
	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Overall	44.88% 206	44.23% 203	9.37% 43	1.53% 7	459	3.32

*Staff are pleased with the 88% of pass holders satisfied with Glencoe Beach.

2022 Survey

Glencoe Beach limited admission on weekday mornings, weekends, and holidays to season pass holders. Do you like this admission model?

Answered: 191 Skipped: 3

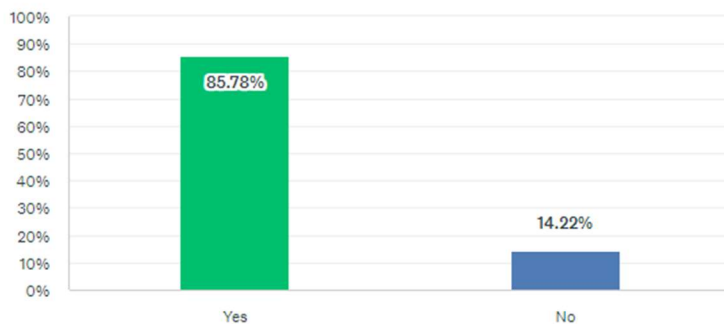


ANSWER CHOICES	RESPONSES
Yes (1)	86.39% 165
No (2)	13.61% 26
TOTAL	191

2021 Survey

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

Answered: 457 Skipped: 33

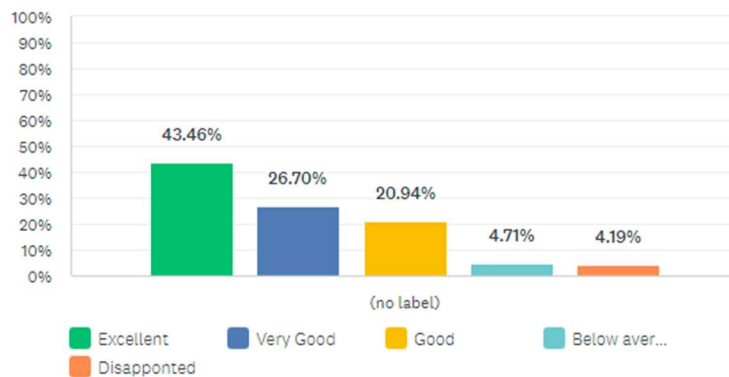


ANSWER CHOICES	RESPONSES
Yes	85.78% 392
No	14.22% 65
TOTAL	457

2022 Survey

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

Answered: 191 Skipped: 3



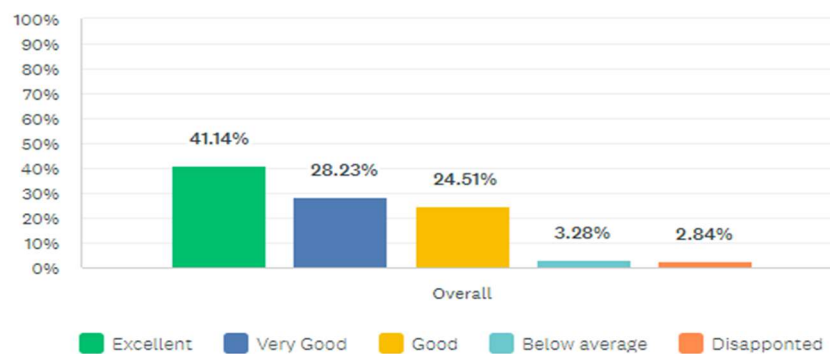
	EXCELLENT (1)	VERY GOOD (2)	GOOD (3)	BELOW AVERAGE (4)	DISAPPOINTED (5)	TOTAL	WEIGHTED AVERAGE
(no label)	43.46% 83	26.70% 51	20.94% 40	4.71% 9	4.19% 8	191	1.99

[Comments \(23\)](#)

2021 Survey

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

Answered: 457 Skipped: 33



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

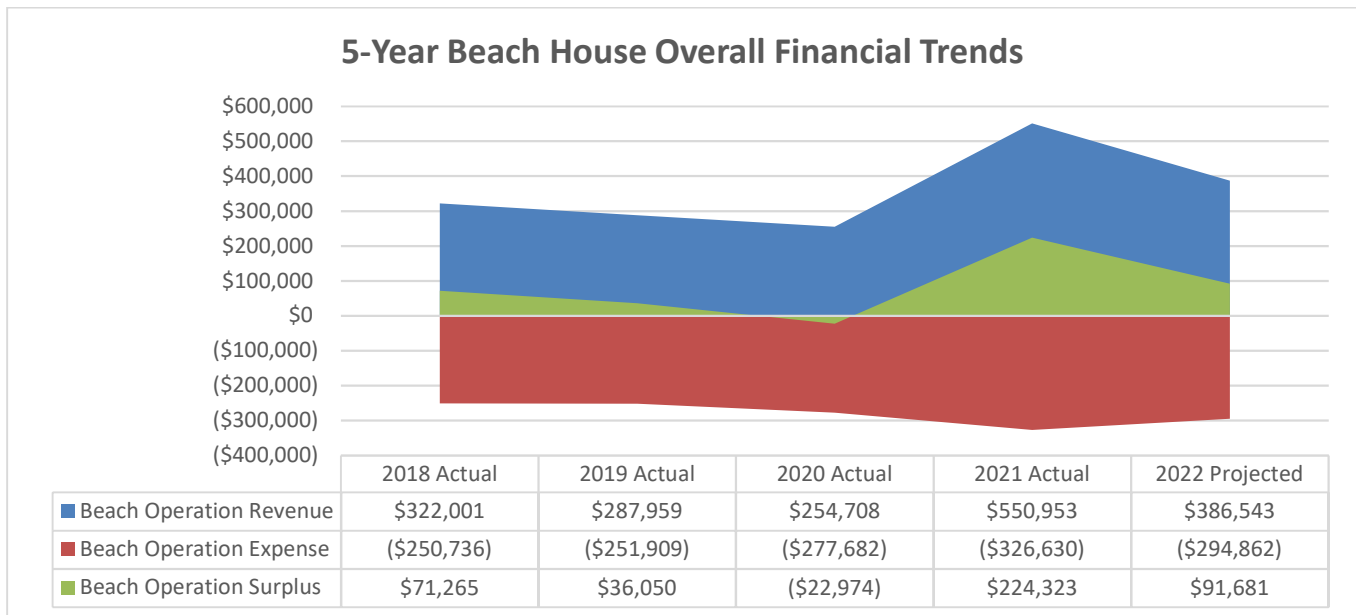
[Comments \(40\)](#)

FINANCIAL REVIEW

5Yr Overall Financial Trends	2018 Actual	2019 Actual	2020 Actual	2021 Actual	2022 Projections
Beach Operation Surplus	\$ 71,265	\$ 24,911	\$ (26,229)	\$ 223,973	\$ 91,681
Boat Operation Surplus	\$ (50,894)	\$ (67,239)	\$ (28,863)	\$ (57,027)	\$ (47,381)
Beach Program Surplus	\$ 48,787	\$ 45,700	\$ 47,830	\$ 115,674	\$ 98,618
Total Surplus	\$ 69,158	\$ 3,372	\$ (7,262)	\$ 282,620	\$ 142,918

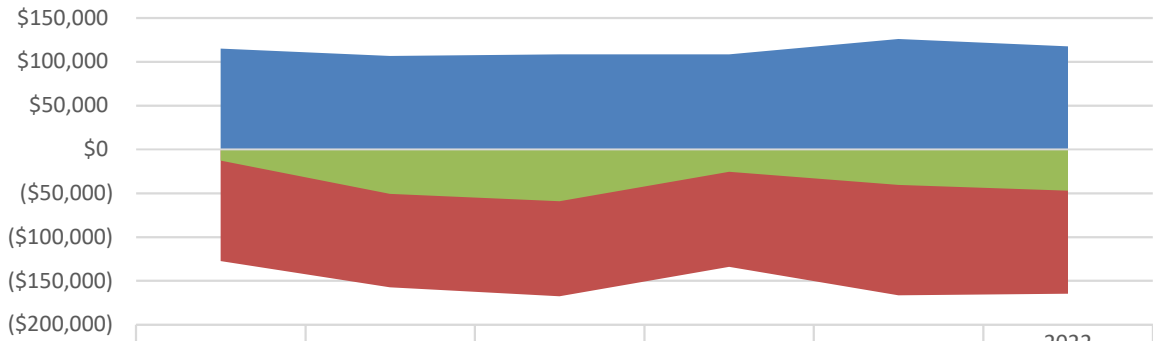
The pandemic allowed us to try new operational plans and implement new practices and policies that did not seem practical in the past. The changes made continue to have great reviews with the season pass holder. The overwhelmingly positive reviews and the financial success that has come from these changes will keep us from going back to the past model.

We continue to review and challenge these changes to see where we can improve and make Glencoe Beach a better place.



* Again, we saw a healthier surplus for this summer. The surplus can be attributed to high numbers of season pass sales compared to pre-pandemic, as well as the offering of daily admissions on a limited basis during the week.

5-Year Boathouse Overall Financial Trends

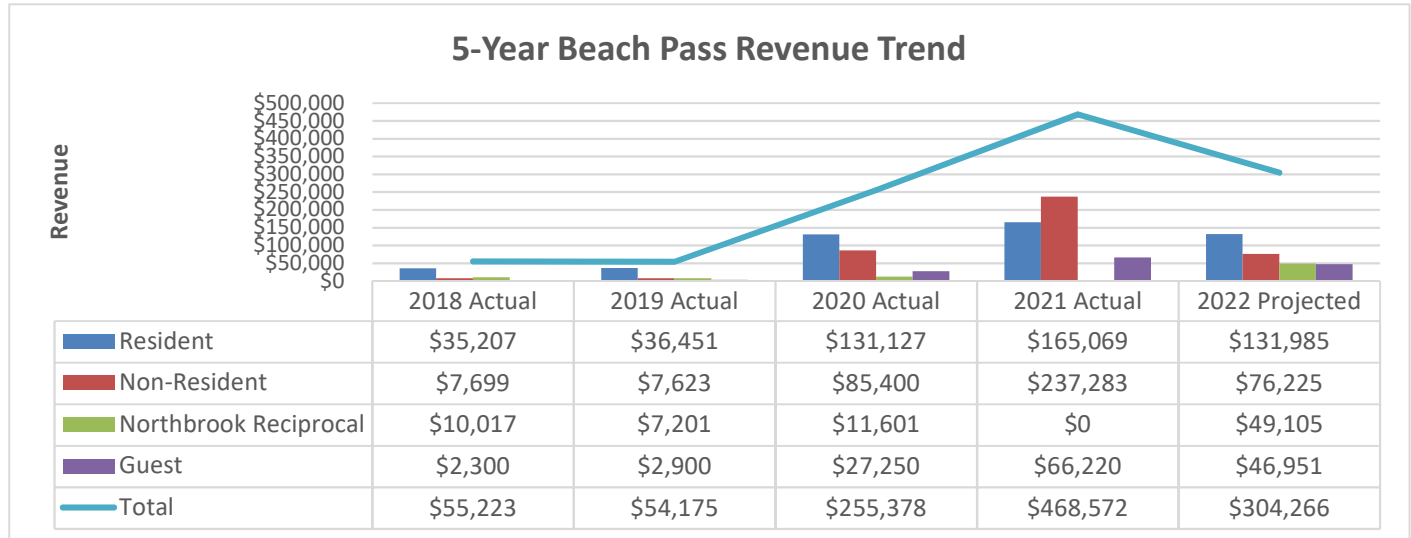


	2017 Actual	2018 Actual	2019 Actual	2020 Actual	2021 Actual	2022 Projected
Boat Operation Revenue	\$114,828	\$106,663	\$108,521	\$108,458	\$126,043	\$117,393
Boat Operation Expense	(\$127,616)	(\$157,556)	(\$167,442)	(\$134,260)	(\$166,701)	(\$164,774)
Boat Operation Surplus	(\$12,788)	(\$50,893)	(\$58,921)	(\$25,802)	(\$40,658)	(\$47,381)

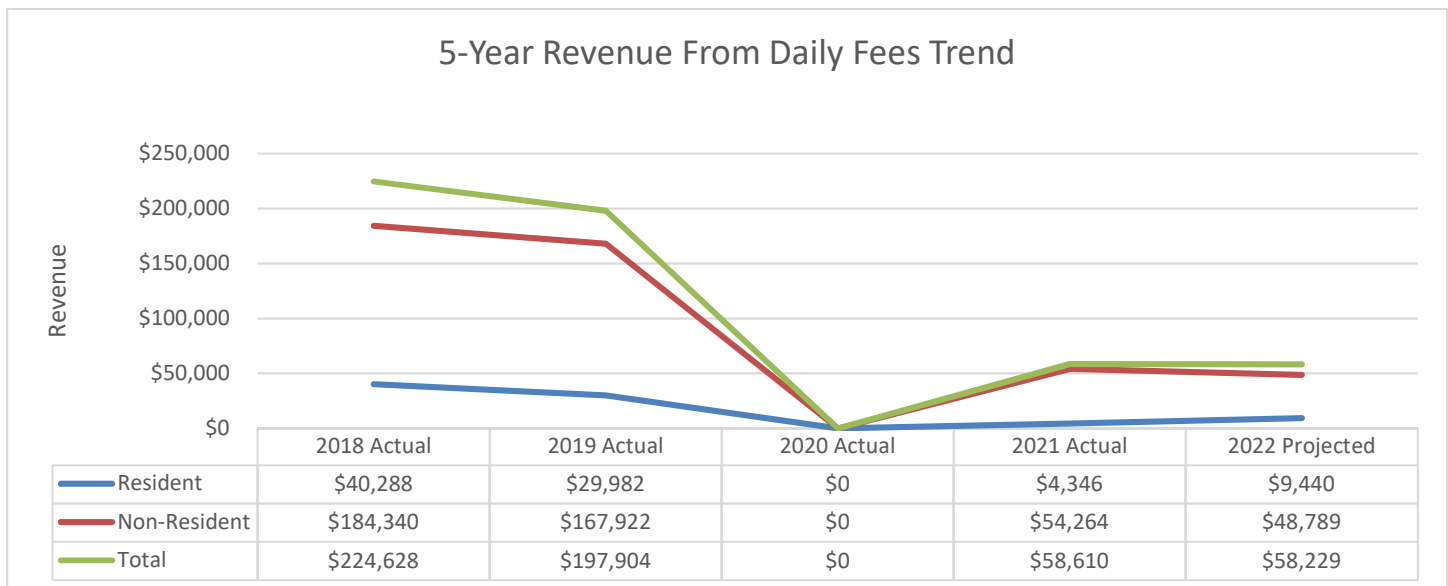
*Boathouse finances stay on the same track as years' past. We saw a significant drop in lake rentals due to the poor weather conditions on weekends, which is when we traditionally see more demand.

APPENDICES

Appendix A: Financial Data

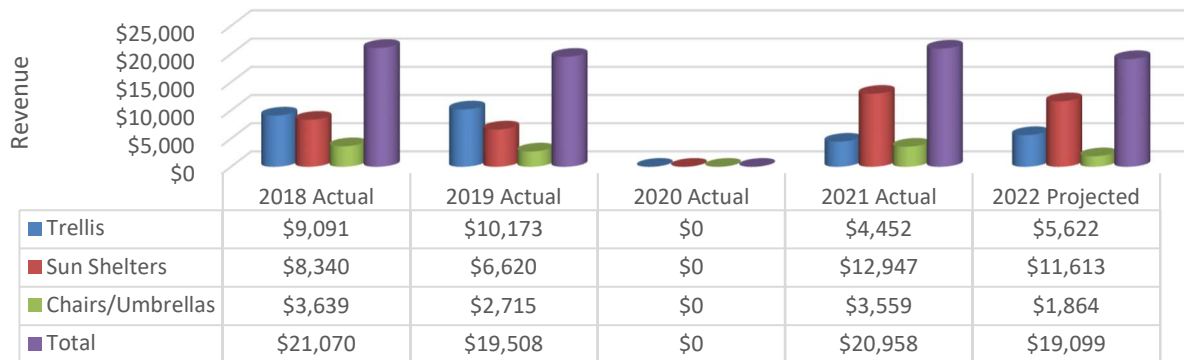


* We saw a slight dip in season pass sales from last year but, revenue is still the second highest in recorded history.



* We have seen a doubling of resident daily compared to 2021, as they moved back towards flexible options.

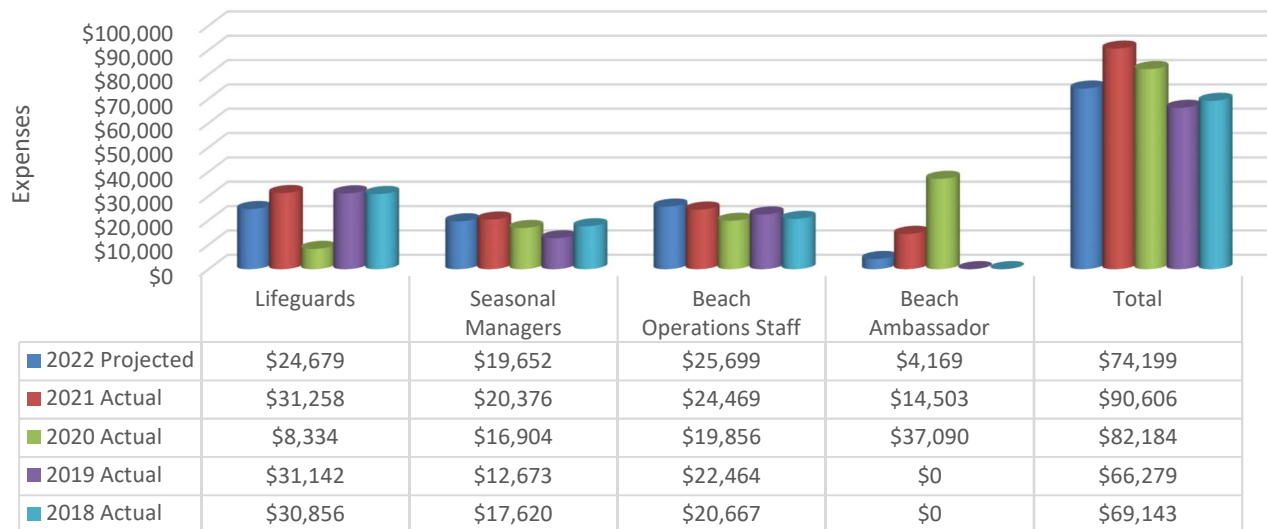
5-Year Beach Facility and Equipment Rental Trends



* Chair/umbrella rentals were significantly impacted by the poor weekend weather during the 2022 summer season.

* A direct correlation between bad weather days and a decrease in rental equipment is linked in this graph. We saw a dip across the boards with beach rentals from last summer.

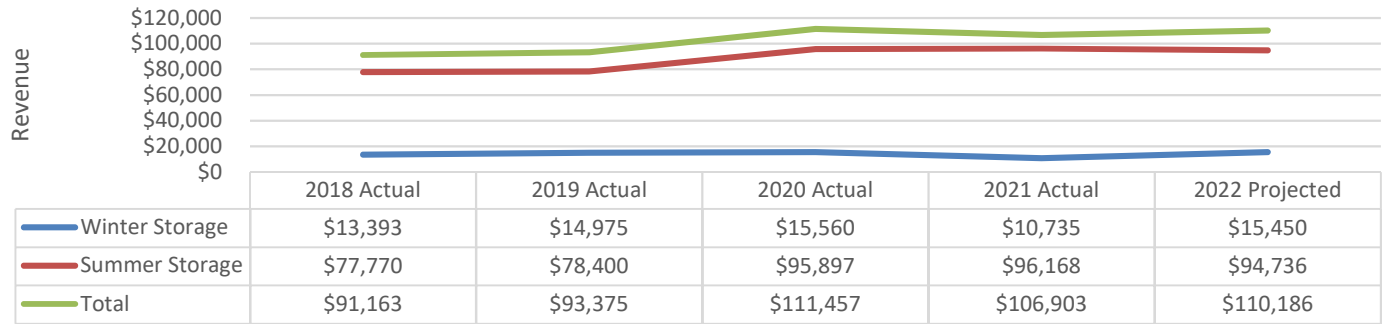
5-Year Seasonal Staff Expense Trends



* Due to inclement weather days, staff were sent home early or called off if the beach was not busy. Even with higher wages this year, the amount spent on staff is lower than last year.



5-Year Boathouse Storage Revenue Trends



*Sand spaces on both the north and south beaches continue to be limited. Staff has maximized the number of sand spaces available and will continue to monitor water levels to determine if we can accept new boaters off of our growing waitlist.

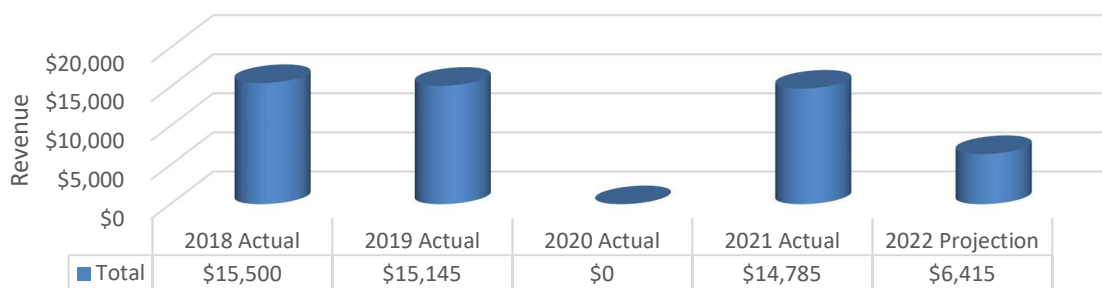
**2021 winter storage was lower due to a change in revenue recognition.

5-Year Boat House Payroll Seasonal Employee



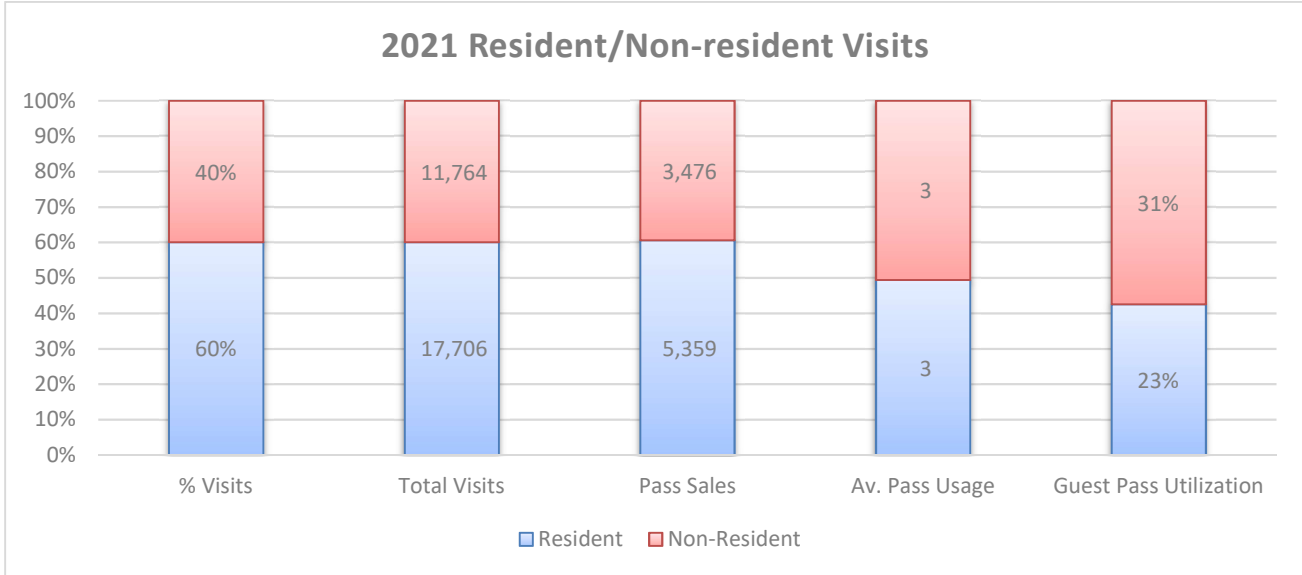
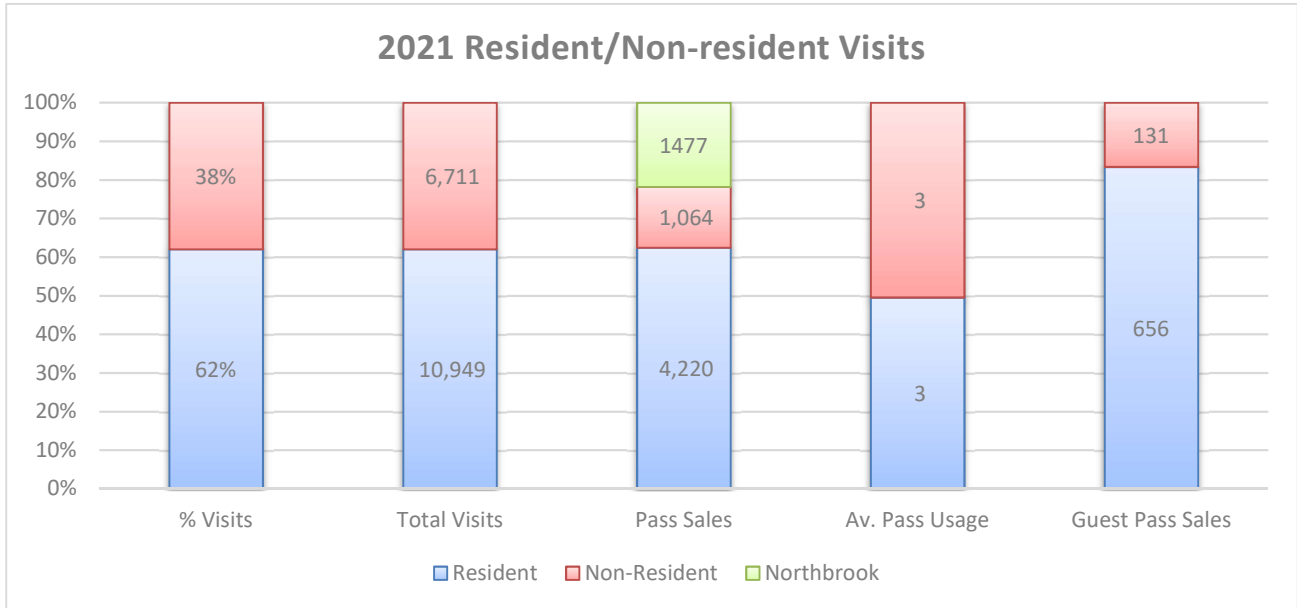
* Low boat guard staffing levels contributed to the overall low expenses for the boat house. Leadership staff helped on busier days to provide great service, hence the large increase in expense for leadership staff.

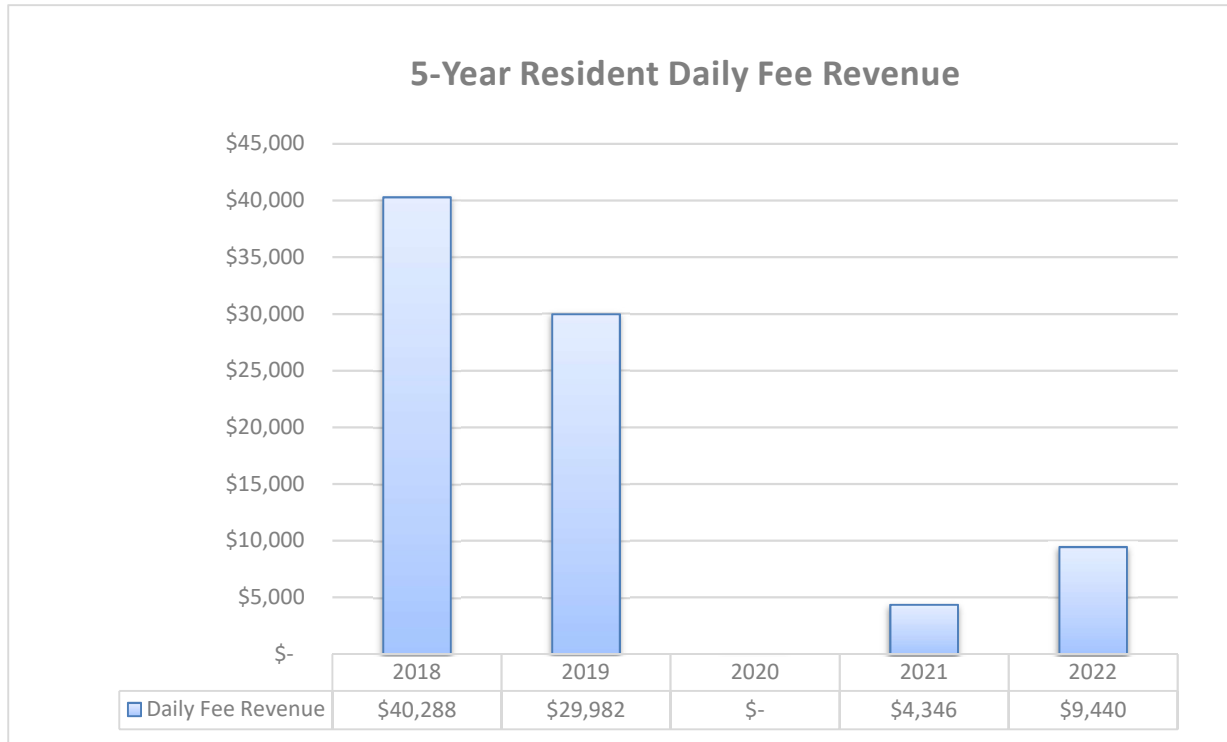
5-Year Boat, Kayak, Paddleboard Rental Trends



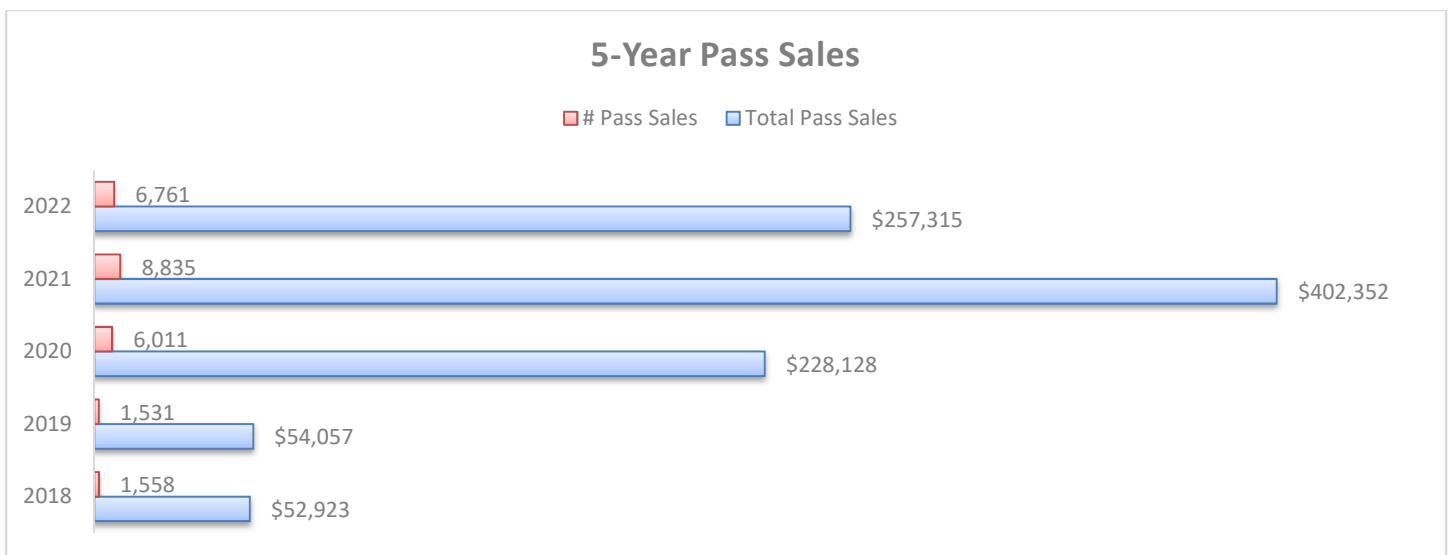
* Due to inclement weather we saw a big decrease in rentals.

Appendix B: Attendance Comparisons

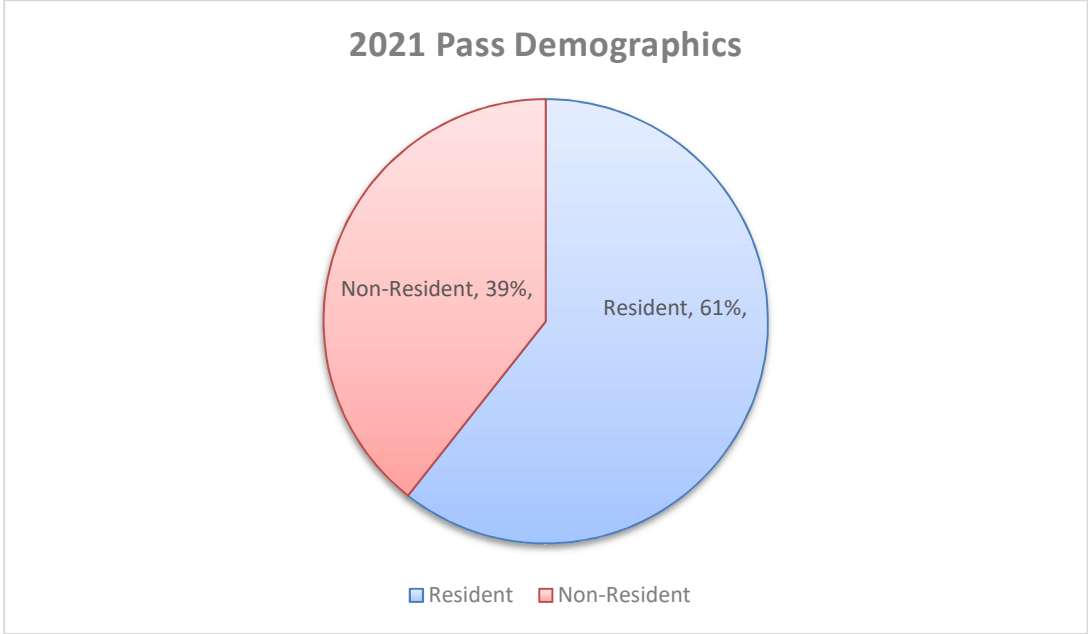
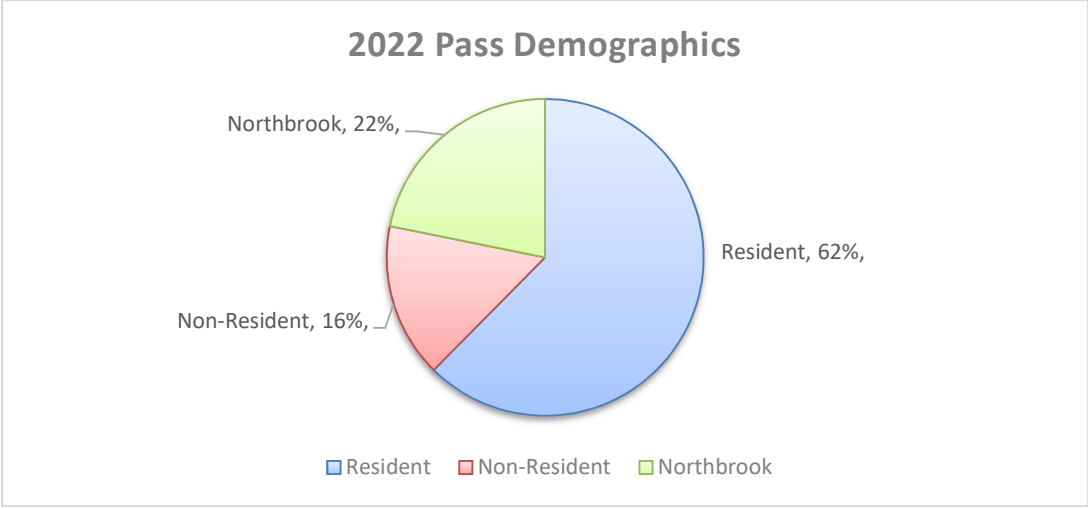




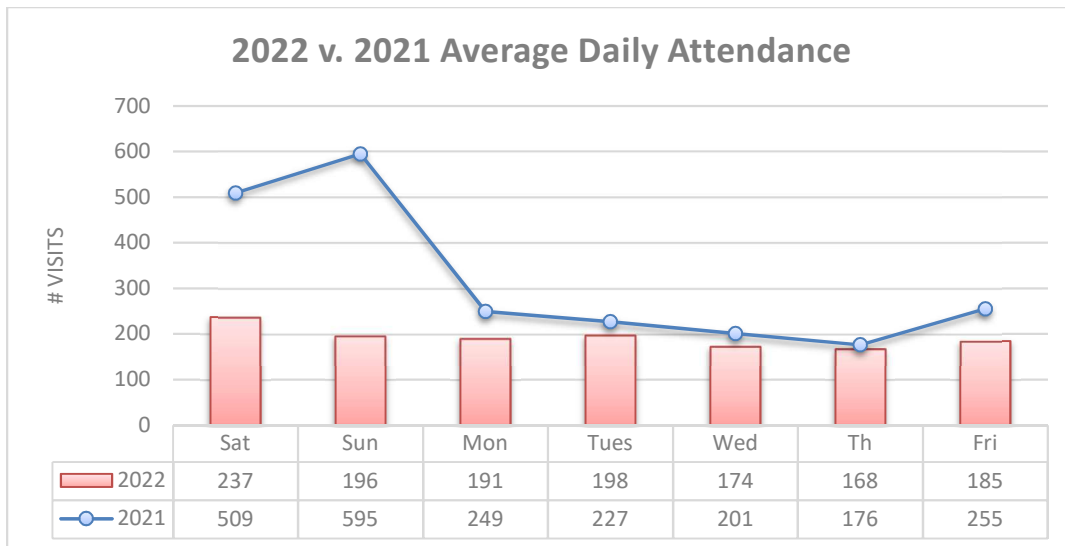
*Daily fees have doubled from last year.



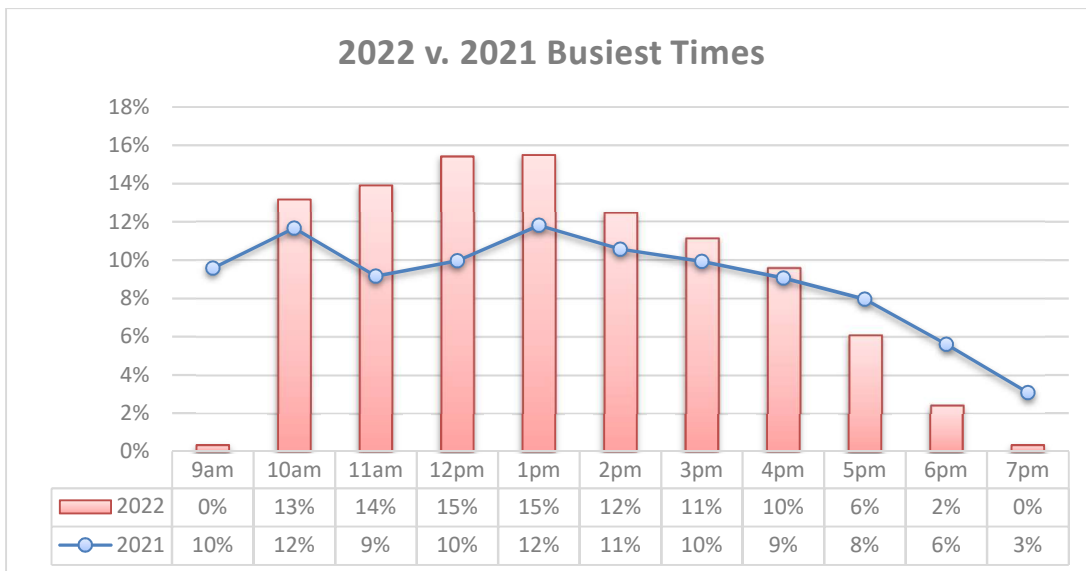
*2022 pass sales decreased from 2021, but increased from 2020.



*In 2022, Northbrook residents received Glencoe resident fees for season passes.



*Most bad weather days were on the weekends, which is clearly shown in the weekend 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	10:00am-7:00pm	\$10/\$20	\$35/\$70	\$140/\$280
Wilmette	9:00am-8:00pm	\$9/\$16	\$61/\$152 Parking Pass \$35/\$193	\$154/\$360
Winnetka	9:00am-9:00pm	\$10/\$20 (M-W Only)	\$105/\$210	\$135/\$270
Evanston	9:00am-7:30pm	Free/\$10pp	\$0/\$46	\$0/\$184

Last Daily Rate Increase:

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

Last Season Pass Increase:

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

Sun Shelter and Trellis Rentals

Town	Sun Shelter (12 person/4.25 Hrs) P/NP	Sun Shelter (24 person/4.25 Hrs) P/NP	Trellis (75-100 person) 5-Hour Rental R/NR
Glencoe	\$45/\$80	\$90/\$160	\$246/392 (M-Th) \$392/\$662 (F-Su)
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	\$30/\$60 (P/NP)	\$30/\$60 (P/NP)	\$55/\$110 (P/NP) 2 hrs
Wilmette	\$56/\$70	\$56/\$70	\$81/\$91
Winnetka	\$50 (2 hrs)	\$50 (2 hrs)	Not Available
Evanston (45 min rentals)	\$25/\$40	\$25/\$40	\$30/\$45

Boat Storage Spaces

Town	Sand Res/NR	Rack Paddle Res/NR	Winter Sand Res/NR	Winter Rack Res/NR
Glencoe	\$683/\$1182	\$411/\$711	\$288/\$381	\$148/\$237
Wilmette	\$833/\$1170	\$502/\$824	\$321/\$321	\$224/\$224
Winnetka	\$440/\$880	\$385/\$770	\$300	\$300