

**GLENCOE BEACH AND LAKEFRONT ADVISORY GROUP**  
**Tuesday, October 24, 2023 – 6:30pm**  
**Takiff Center**

Consistent with the requirements of the Illinois Compiled Statutes 5 ILCS 120/1 through 120/6 (Open Meetings Act), notices of this meeting were posted. Location of the meeting is the Takiff Center, 999 Green Bay Rd, Glencoe, IL 60022

**AGENDA**

- I. Introductions
- II. Approval of Minutes – July 25, 2023 Meeting
- III. 2023 Lakefront Report Review
- IV. Discussion and Advisory Feedback on Beach Pass Model Discussion
- V. Other Advisory Group Feedback
- VI. Matters from the Public
- VII. Other
- VIII. Adjourn

The Glencoe Park District is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or facilities, are asked to contact the Park District at 847-835-3030. Executive Director email address: [lsheppard@glencoe parkdistrict.com](mailto:lsheppard@glencoe parkdistrict.com)

**The Board of Park Commissioners  
welcomes public comments during all meetings.**

**Key rules governing participation**

All comments will be limited to three (3) minutes per person and no longer than 30 minutes for all comments.

MINUTES OF TUESDAY, JULY 25, 2023 GLENCOE BEACH AND  
LAKEFRONT ADVISORY GROUP MEETING - GLENCOE PARK DISTRICT  
GLENCOE BEACH, SUN SHELTER 5

The meeting was called to order at 6:37pm by Chair Schneider, and roll was called.

Members in Attendance: Bart Schneider (Chair), Lowell Cantor, Andre Lerman, Julia Lissner, Linda Semel (6:45pm), Eileen Sirkin, Larry Smith, Ashlee Thompson, Steve Varick

Absent: Mihir Shah, Natalie Holtzman, Dudley Onderdonk, Jennifer Rapoport, Sarah Staffilino

Staff in Attendance: Executive Director Lisa Sheppard, Director of Recreation and Facilities Bobby Collins, Assistant Director of Recreation and Facilities Adam Wohl, Director of Parks and Maintenance Kyle Kuhs, Beach Manager Marty Kwiatkowski

Public in Attendance: Lee Feder, Samantha Dobrusin, Aly Jiwani, Janet Lerman

Approval of Minutes: A motion was made by Member Lerman to approve the minutes of the December 13, 2022 Lakefront Advisory Group Meetings. Member Varick seconded the motion, which passed by unanimous voice vote. No further discussion ensued.

Matters from the Public: Lee Feder raised a proposal requesting the Park District to allow the daily launching of inflatable paddleboards during regular operation hours. Mr. Feder suggested the request was made to enhance recreational opportunities for residents who do not have storage spaces. Mr. Feder elaborated on the benefits of introducing inflatable paddleboards, highlighting their portability and ease of use.

Daily Launching of Kayak and Paddleboards Discussion:

Director Collins initiated the discussion by recapping the memo's contents that had been included in the advisory meeting packet. The memo outlined the suggestion for allowing the daily launching of inflatable paddleboards during beach operation hours. Director Collins provided an overview of the key points, highlighting the potential benefits and drawbacks associated with the proposed change.

Following Director Collins' recap, the attendees engaged in a comprehensive discussion regarding the merits and demerits of implementing the daily launch of kayaks and paddleboards. Various perspectives were shared, and participants weighed in on the

potential impacts on beach operations, safety considerations, visitor experience, and environmental concerns.

The consensus of the advisory group was that they did not believe allowing daily launches during beach operation hours would be a favorable change. The concerns raised during the discussion outweighed the perceived benefits, and the majority of the advisory members expressed reservations about the proposal.

Midseason Operational and Usage Update: Manager Kwiatkowski and Assistant Director Wohl reviewed the enhancements to the operation of the Glencoe Swimming and Boating Beaches during the 2023 season. They also reviewed the admission model, pass sales, staffing levels, beach training, Sailing & Aquatics Camp, special events, and boat storage. Assistant Director Wohl reviewed pass and daily visit statistics for the beach year-to-date compared to previous summers.

Project Update: Director Kuhs provided updates on the crib wall project, including the plans for phase two in the fall of 2023, lakefront tennis courts, and playground. Member Lerman provided positive feedback on the Park District working closely with the Village on projects at the beach.

Advisory Group Feedback: Member Lissner asked if the staff made any changes to safety after an incident at a neighboring beach. Director Collins explained that the incident was unrelated to beach operations and that the District would institute any changes recommended by PDRMA.

Multiple advisory members asked questions about the waitlist for boat storage.

Director Sheppard asked members for suggestions to boost pass sales. A discussion ensued. A beach carnival idea was suggested.

Matters from the Public: Janet Lerman thanked staff for doing a great job.

Adjourn: Member Smith moved to adjourn the meeting at 7:44pm. Member Varick seconded the motion, which passed by unanimous voice vote.

Respectfully submitted by,

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Bobby Collins  
Director of Recreation and Facilities



# 2023 LAKEFRONT REPORT

An operations summary and analysis of the 2023 lakefront season.

Enriching lives and creating memorable experiences.



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## INTRODUCTION

This annual report is an overview of the facilities, programming, operations, and financial data during the 2023-24 fiscal year. The lakefront is comprised of the Glencoe Swimming Beach and the Perlman Boating Beach.

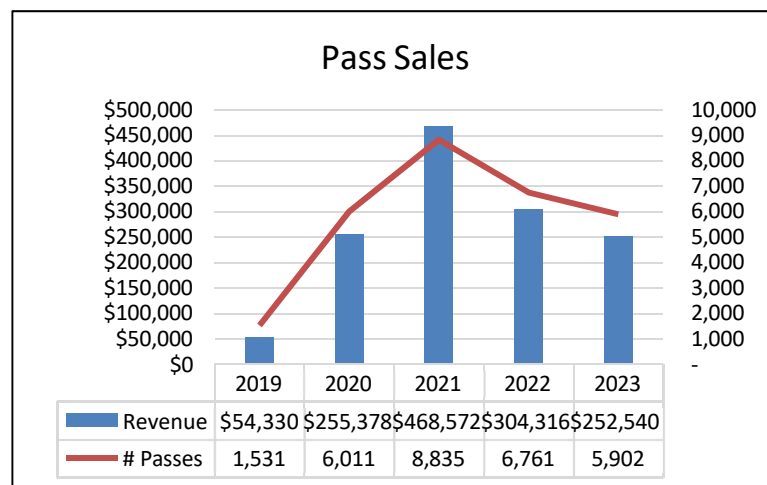
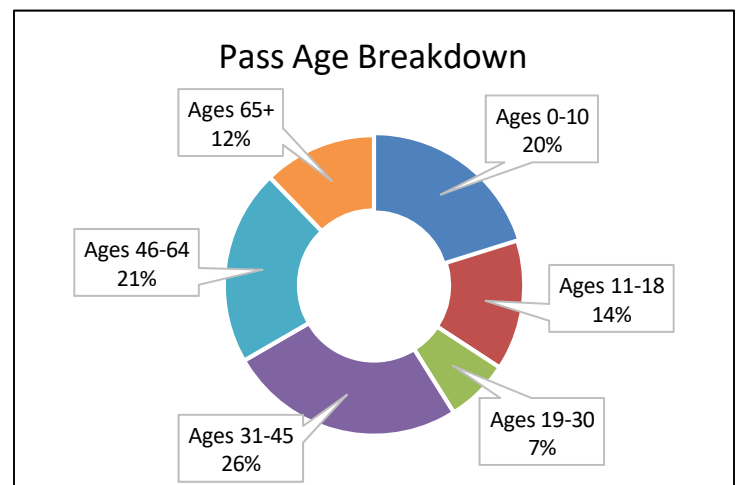
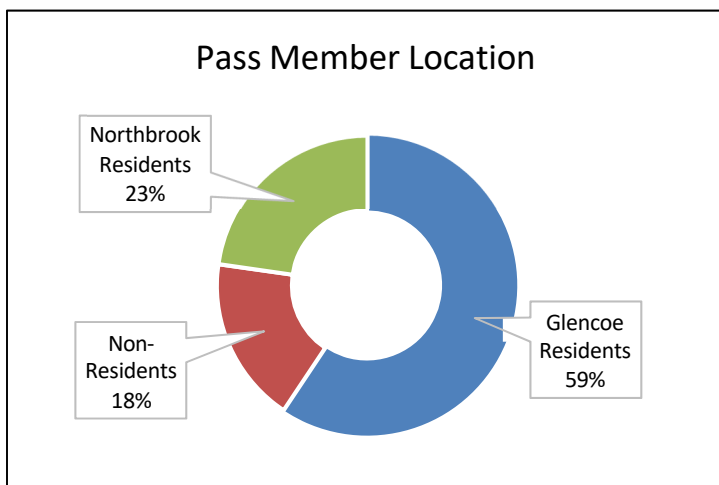
## SEASON INFORMATION

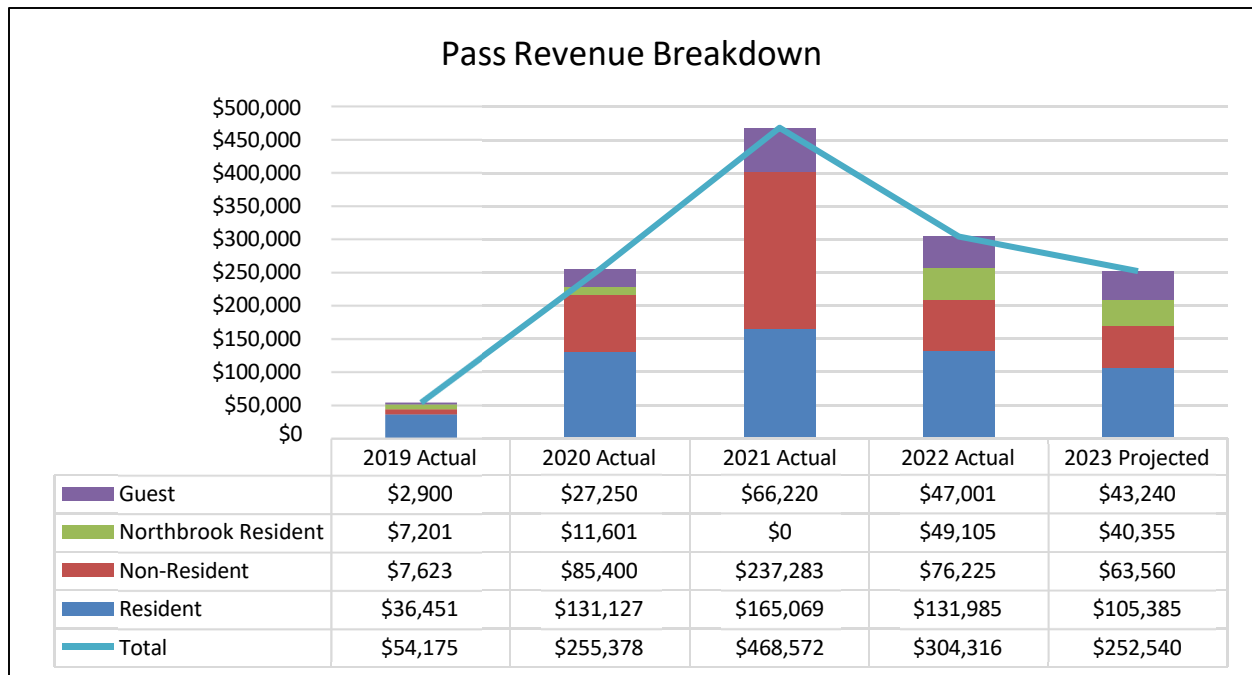
In 2023, we maintained the same pass/daily admission model as 2022. Season passes were required to utilize the beach on Saturdays, Sundays, and holidays. Season passes were also required to access the beach before 12 PM Monday-Friday. Daily admission was available Monday-Friday after 12 PM.

### SEASON PASSES

We continued to see strong season pass sales, but they continue to trend back to the mean. Pass fees stayed the same compared to 2021 and 2022. The Northbrook Reciprocity Agreement returned for the second summer. There continued to be a strong number of Northbrook residents purchasing beach passes this season. Below is a breakdown of pass demographics and pass sales.

| Pass Type              | Resident/Non-Residents |
|------------------------|------------------------|
| Beach Pass             | \$35/70                |
| Guest Pass (10 visits) | \$50/100               |



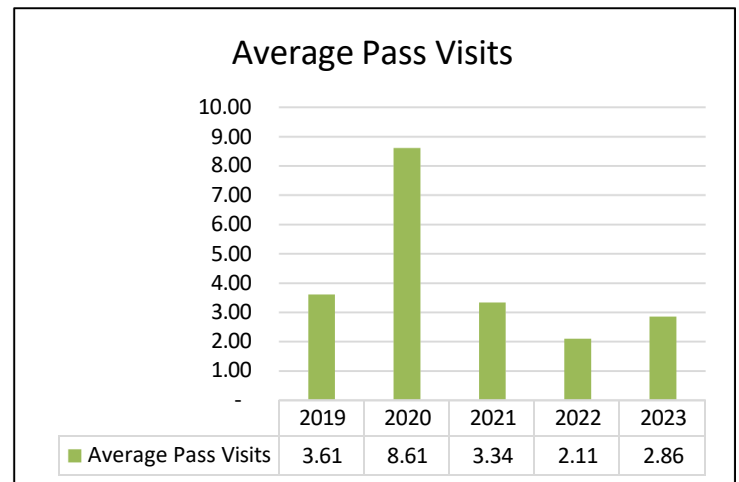
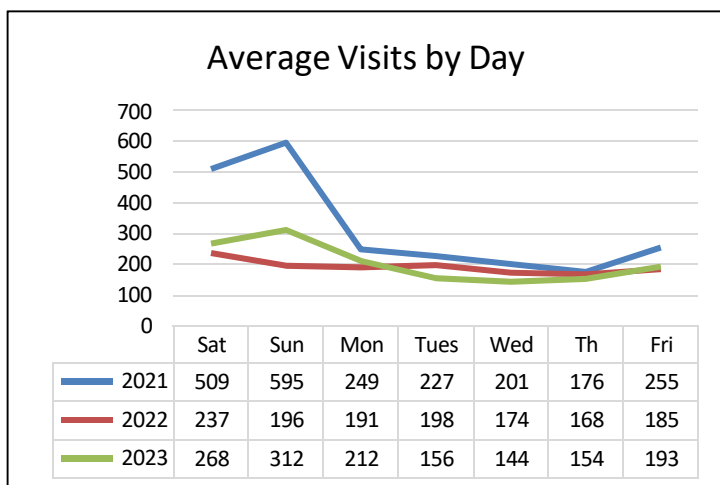


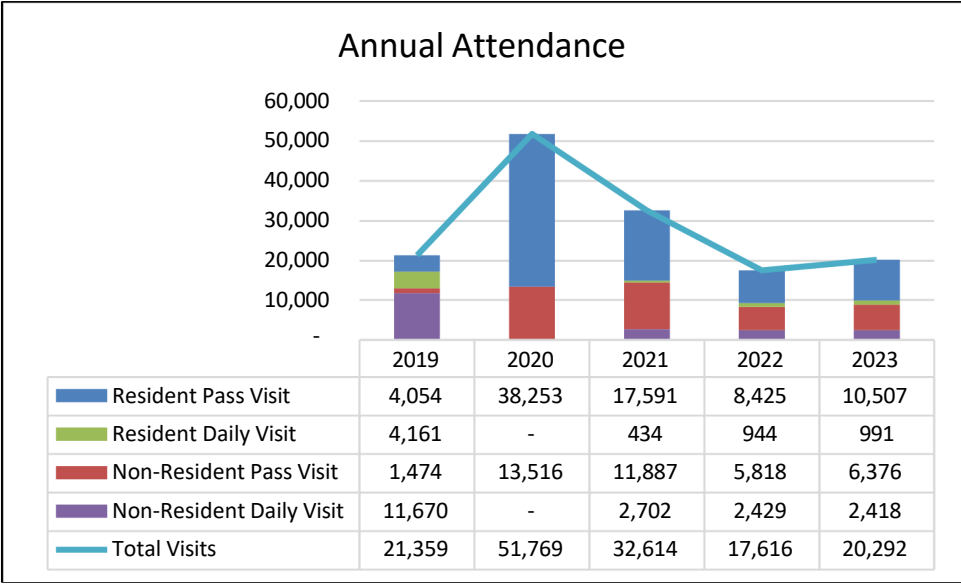
### DAILY ADMISSION AND ATTENDANCE

In 2023, daily admission was accepted Monday-Friday after 12 PM. Daily admission could be purchased in-person at the beach. Daily admission was \$10 for Glencoe residents and \$20 for non-residents.

| Daily Admission Fees |      |      |      |      |      |
|----------------------|------|------|------|------|------|
|                      | 2019 | 2020 | 2021 | 2022 | 2023 |
| <b>Resident</b>      | \$7  | N/A  | \$10 | \$10 | \$10 |
| <b>Non-Resident</b>  | \$14 | N/A  | \$20 | \$20 | \$20 |

Overall, attendance was higher than 2022 and in-line with pre-pandemic attendance figures. Below are details on total attendance, average visits by day, and average number of pass visits per passholder.





# FACILITY IMPROVEMENTS

In addition to the list of annual maintenance tasks, staff completed the following facility improvements for the beach season:

- Phase 1 and 2 of the Bluff Stabilization Project were completed in the spring and fall.
- Window restoration and installation on the Beach House.
- Coordinate with the Village of Glencoe on the Boating Beach Storm Water Project.
- Pier railings were repainted.
- Reutilization of the concession area for a snack shop.





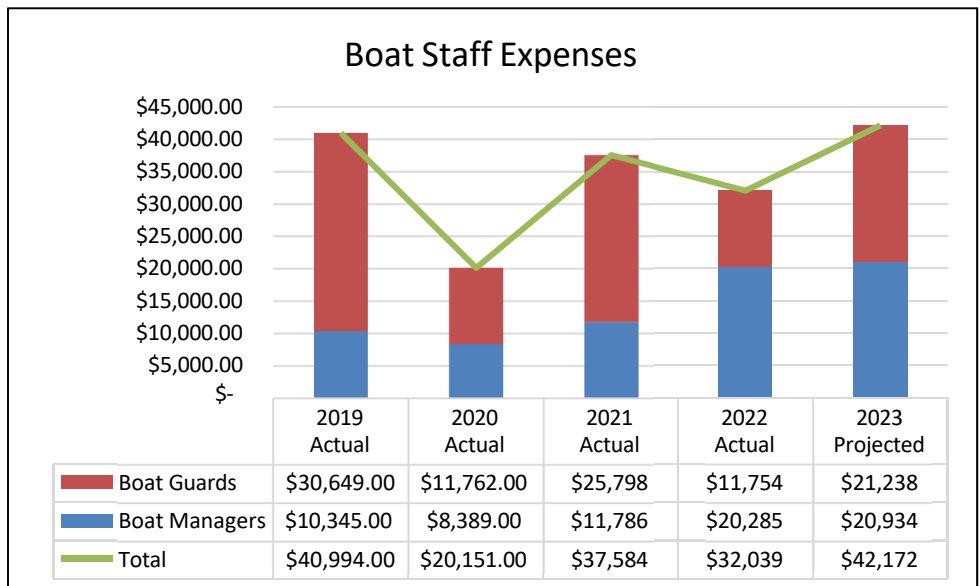
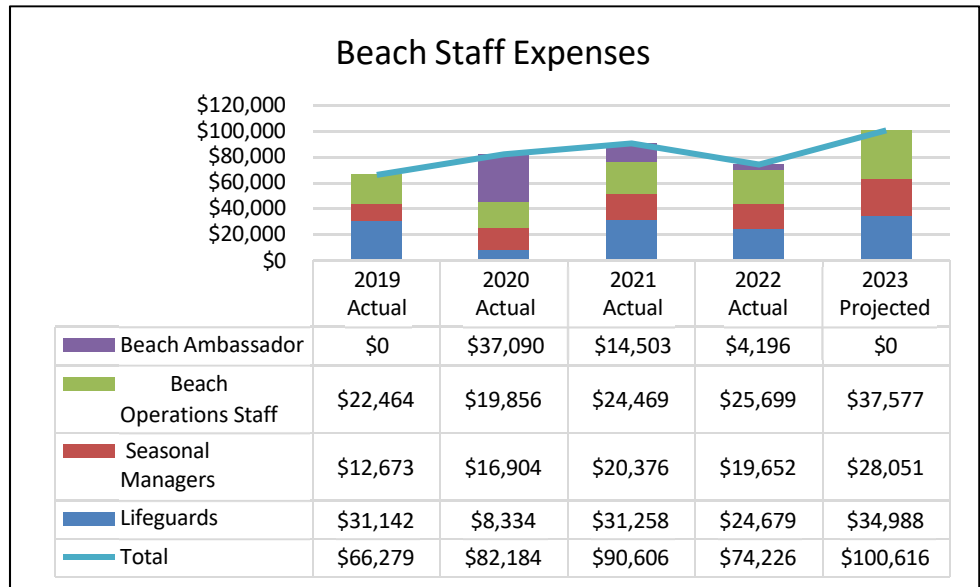
# STAFFING AND TRAINING

Our lakefront staff consisted of 62 seasonal staff filling positions as beach/boat managers, lifeguards/boat guards, cashiers, camp directors/counselors, and sailing instructors. Due to increases in minimum wage and competition for quality staff, we continue to look for unique ways to attract staff to work at the beach. There was a focus on hiring staff into multiple positions. We cross trained staff to be able to work as lifeguards, boatguards, and cashiers to give us the flexibility to shift staff based on daily demands at the facilities. All staff members were trained on the operations plans to ensure the beach was ready to open Memorial Day weekend. All seasonal training was conducted either in-person or via Zoom by Marty Kwiatkowski and beach leadership staff.

## LIFEGUARD TRAINING

Lifeguard training took place in May. All staff members holding a current American Red Cross Lifeguard Certification participated in up to 24 hours of lifeguard-specific training in both a pool and lakefront setting.

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. Emergency action plans, bloodborne pathogens, first aid, CPR, AED, and operating protocols were included in 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. Lifeguards are required to attend a minimum of 4-hours of in-service training per month.



## BOATHOUSE 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. Boat staff learned how to launch, trailer, store, and safely operate a power boat. Boat guards were required to attend regular weekly trainings throughout the summer.

## BEACH SERVICES TRAINING

Beach services training was conducted 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.



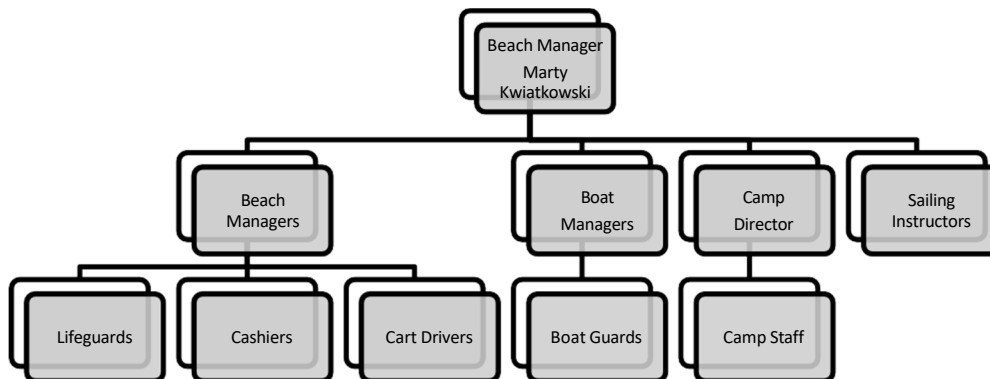
## MANAGER TRAINING

All 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. 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

In addition to other required training for camp staff, they spent more than four hours training 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

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.

| 2023 Beach Season                            | Beach Hours |
|----------------------------------------------|-------------|
| <b>Preseason</b><br>May 27-29, June 3-9      | 10 AM-6 PM  |
| <b>Regular Season</b><br>June 10-September 4 | 10 AM-7 PM  |

This season we relocated the check-in for the beach to the Hazel and Park Avenue ramp entrances at the top of the bluff. This helped streamline access controls, the check-in process, and prevent non-passholders from having to walk to the halfway house before being turned away on weekends.

## SWIM AREA

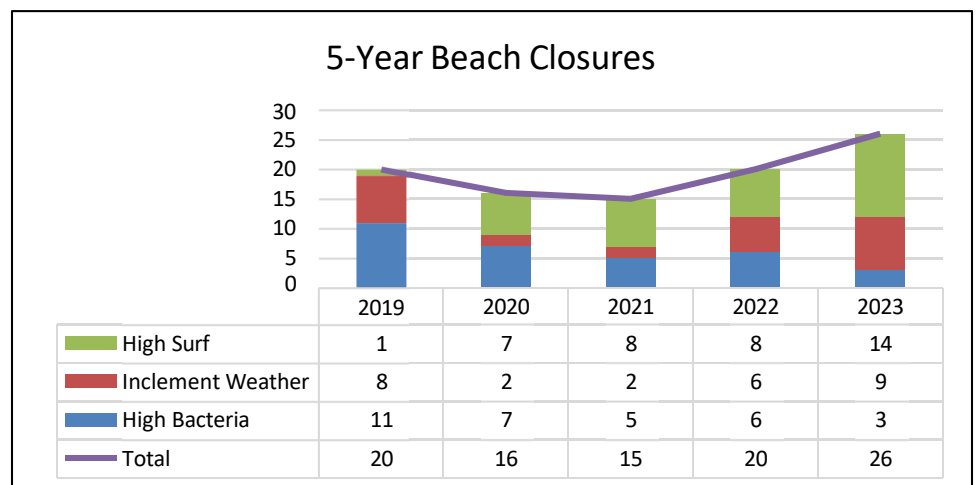
The swimming area is marked with three white mooring buoys approximately 50 feet by 200 feet. These parameters are set with safety in mind within PDRMA's requirements. The size of the swim zone is set to allow lifeguards to respond to any emergency within 40 seconds. All lifeguards are timed on their 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 AM. Once the manager delivers the sample to the water plant, we receive the previous day's result. For the 2023 summer season, the swim zone was closed 26 days. This compares to 20 days in 2022, 15 days in 2021, 16 days in 2020, and 20 days in 2019. The closures of the water were due to high bacteria, inclement weather, and high surf.

## BEACH CLOSURES

Every beach season we have water and facility closures for a variety of reasons. These include high bacteria, inclement weather, or high surf. Below is the comparison of closures for the last 5 seasons. This year's inclement weather closures include days we closed due to poor air quality. There were more closures than the average due to these poor air quality days.



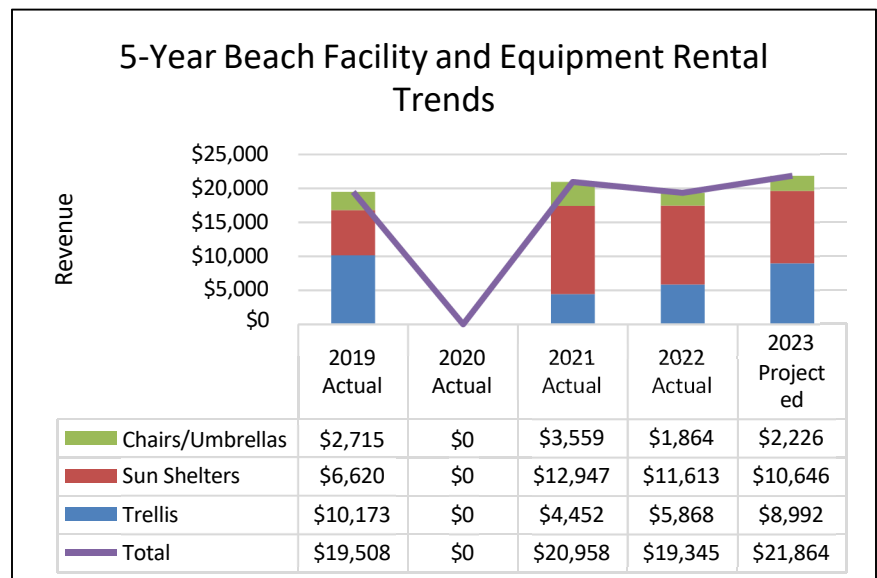
## BEACH RISK MANAGEMENT AND LIFEGUARD AUDIT

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.

## BEACH RENTALS

We continue to offer rentals for chairs and umbrellas, sun shelters, and the Trellis. Chair and umbrella rentals were available on a first-come, first-serve basis. Sun shelter and Trellis rentals were purchased online through our registration system. Those who purchased season passes received a discounted rate on their sun shelter and Trellis purchases.



## BOATING BEACH OPERATION

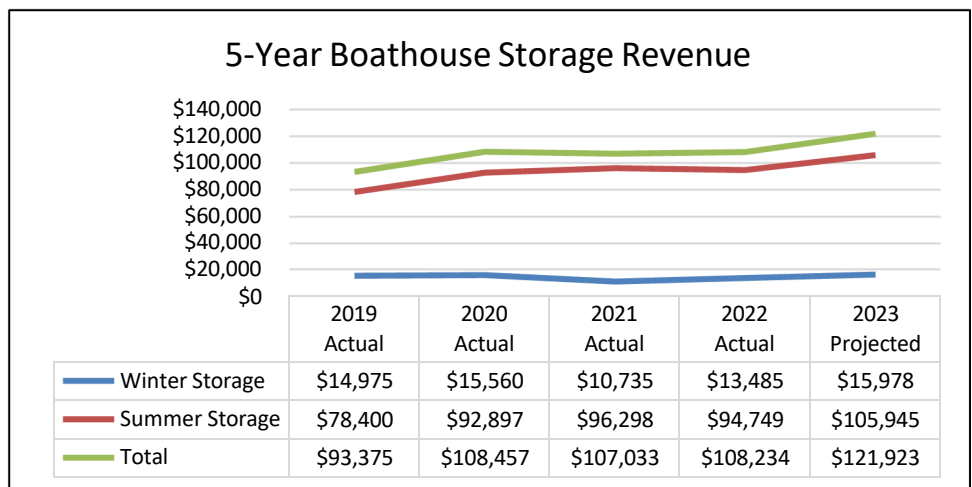
The boating beach opens in early May each season and operates into mid-October. Patrons can store their boats on the boating beach for a fee both in-season and during the winter.

### BOAT STORAGE

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

| 2023 Boat Season                               | Boat Hours                                            |
|------------------------------------------------|-------------------------------------------------------|
| <b>Preseason</b><br>May 13-June 4              | Saturday-Sunday, Memorial Day<br>12-5 PM              |
| <b>Regular Season</b><br>June 10-August 6      | Monday-Friday, 12-7 PM<br>Saturday-Sunday, 10 AM-7 PM |
| <b>Post Season</b><br>August 11-September 10   | Friday-Sunday, Labor Day<br>12-6 PM                   |
| <b>End of Season</b><br>September 15-October 8 | Friday-Sunday<br>12-5 PM                              |

As with most other beaches along the North Shore, sand erosion has been a concern over the past five years. This severely limits the number of sand spots we have available and shoreline space for use by our boaters. 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. 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 |
|-------------|-------------|---------------------|-----------|-------|
| <b>2023</b> | 165         | 4                   | 50        | 219   |
| <b>2022</b> | 162         | 4                   | 53        | 219   |
| <b>2021</b> | 162         | 4                   | 55        | 221   |
| <b>2020</b> | 164         | 4                   | 53        | 221   |
| <b>2019</b> | 115         | 6                   | 55        | 176   |
| <b>2018</b> | 103         | 6                   | 59        | 168   |
| <b>2017</b> | 100         | 6                   | 66        | 172   |

### 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 is used 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.

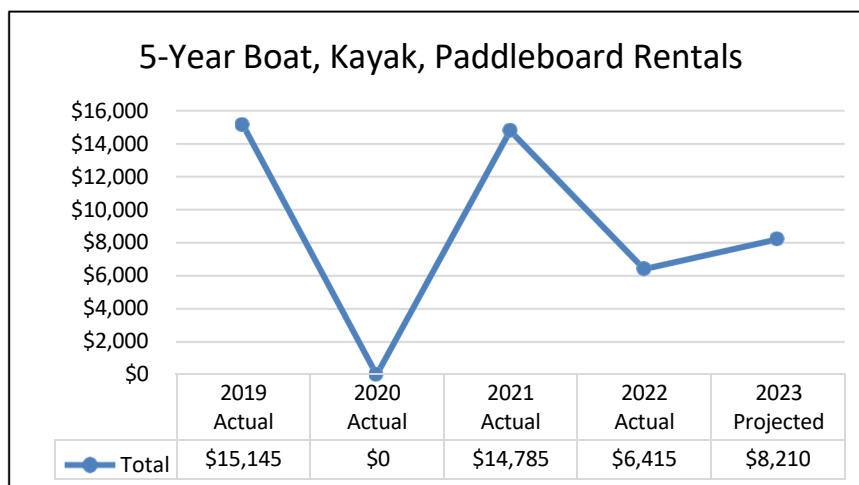


### **SAILING REGATTAS**

This summer we hosted three regattas led by the Glencoe Boat Club. The Boat Club was responsible for collecting fees from the boaters. The Boat House staff 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. We continue to see an interest in renting of boats, kayaks, and paddleboards. Rental sales are directly correlated to weather and high surf. If there were poor conditions for patrons to safely use the amenities we do not offer daily rentals. Below is a snapshot of the revenue collected for daily boat, kayak, and paddleboard rentals.



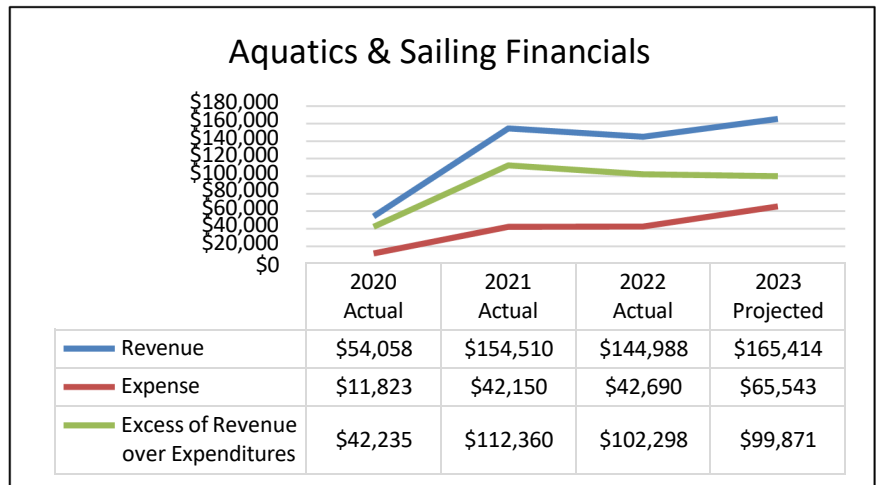
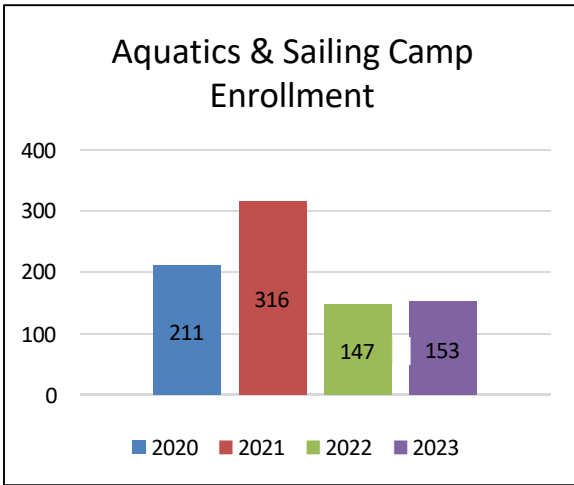
# BEACH PROGRAMMING

There are variety of programs offered at Glencoe Beach. Programs offered include our popular Aquatics and Sailing Camp, Youth, Adult, and Family Sailing classes, beach volleyball, and fitness classes.

## AQUATICS AND SAILING CAMP

Aquatics and Sailing Camp was a great success again this summer. This was the second season in a row the program was structured as a full-day program from 9:30 AM to 3:30 PM for 2-week sessions. A total of around 30 campers were in each session. The campers were split into two groups by grade. Our younger group was for 2nd-4th graders while our older group was for 5th-8th graders. Due to the air quality challenges this past summer, campers had the opportunity to participate in their first field trip to the indoor water park at Great Wolf Lodge in Gurnee. Due to the great success of this trip, staff is exploring options to offer aquatics themed field trips during each session. Below is a breakdown of enrollment and financials for Aquatics and Sailing camps. Please note prior to 2022 camp was split into AM and PM offerings. This resulted in duplication in the number of campers enrolled in 2020 and 2021.

New this summer we offered an Aquatics and Sailing Counselor-in-Training Program. There were two participants in the first 4-weeks and four participants in the second 4-weeks. This program will hopefully grow as more people learn about this great new CIT program.





## SAILING CLASSES

Beach programs continue to gain entrance for new patrons interested in learning how to sail. This year's programs included Puddle Jumpers, Try Sailing, Family Sailing, and Adult Sailing Lessons. Below is a breakdown of enrollment compared to the previous four seasons.

## BEACH SAFE

Due to poor weather we had to reschedule our annual Beach SAFE program. This outstanding program stands for Sailing and Aquatics for Everyone. Participants from Marillac St. Vincent's Family

Services were able to enjoy swimming and playing on the lily pad, beach volleyball, and learning about beach and water safety from our staff. Volunteers and part-time and full-time staff helped while participants enjoy the day at the beach.

## SPECIAL EVENTS

Each year we offer a variety of Special Events for families and beachgoers. These continue to be very popular. This summer we hosted a variety of events including the Cardboard Regatta, Trellis Table, and the always popular Beach Camp Out.

### CARDBOARD REGATTA

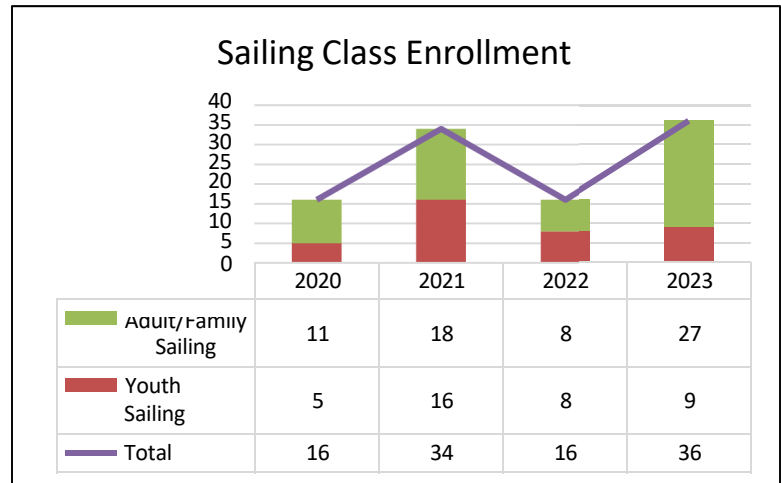
For the Cardboard Regatta, participants were tasked with building a boat out of cardboard and duct tape. Racers brought their race vessel and put it to the test with the other participants. Awards were given out to the fastest and the one with the best team spirit.

### TRELLIS TABLE

New this summer we offered a one of a kind dining experience under the trellis at Glencoe Beach. The Drumlin Supper Club served an eloquent meal paired with fine wine for participants to enjoy. Over 50 guests participated in this first-time event on August 5.

### BEACH CAMP OUT

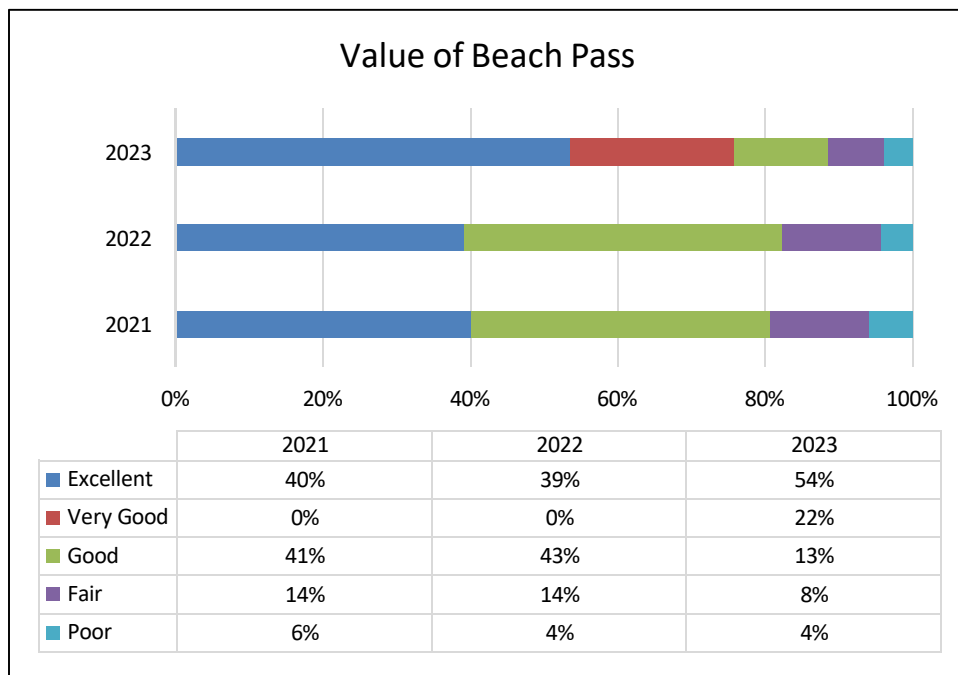
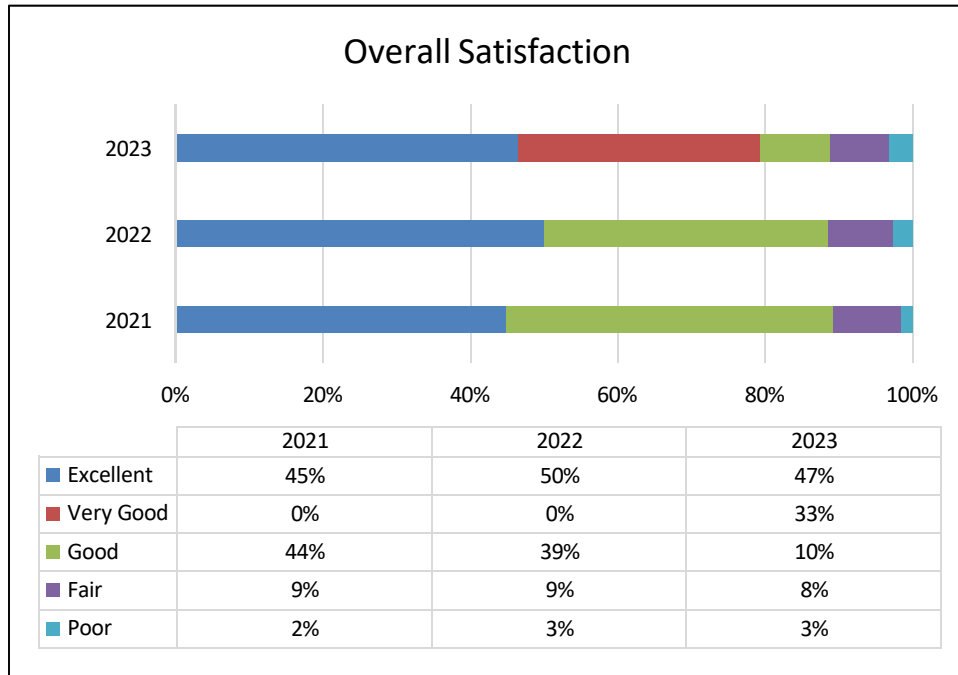
This year's Beach Camp Out was an overwhelming success. This annual event was held July 21-22. The event included a catered dinner by Fire Pitt, movie on the beach, bonfires with s'mores, and donuts for breakfast. We had over 350 campers stay the night under the stars along the shores of Lake Michigan. This event continues to be family favorite for Glencoe Residents.



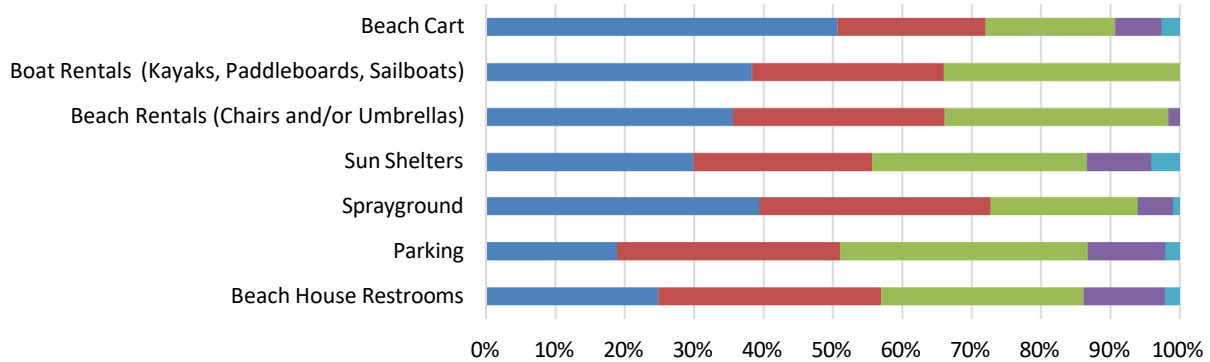


# FEEDBACK AND SURVEY RESULTS

After every season, staff survey beach passholders for their feedback about their experience at the beach. We had 166 total responses in 2023. This is compared to 194 in 2022 and 490 in 2021. Please note we added a fifth option of “Very Good” in the 2023 survey to create a 5-point scale. Below are charts showing overall satisfaction and value of the beach pass.

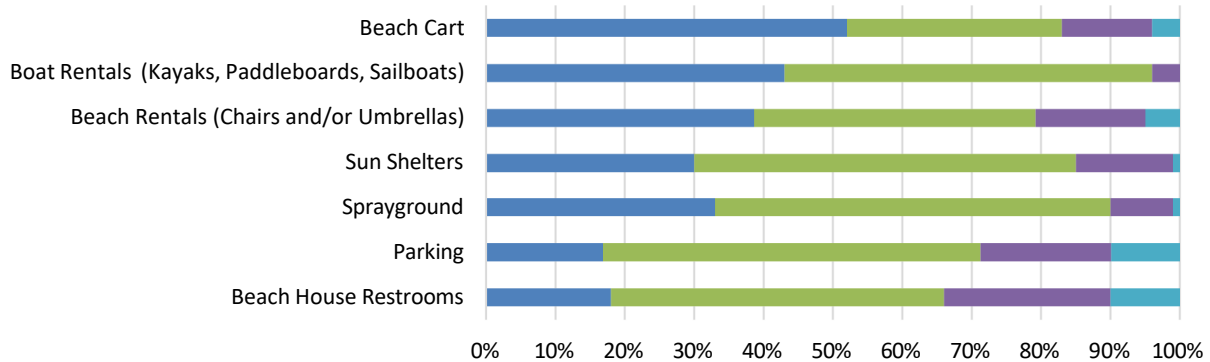


### 2023 - Please rate the following amenities:



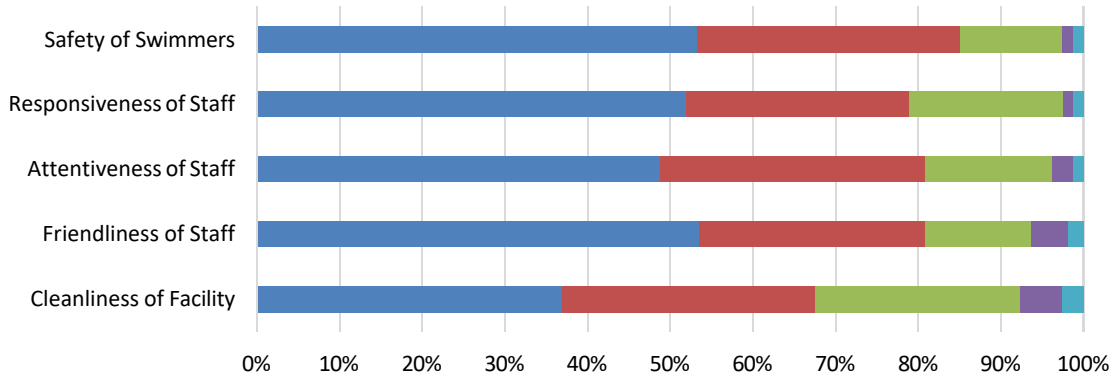
|             | Beach House Restrooms | Parking | Sprayground | Sun Shelters | Beach Rentals (Chairs and/or Umbrellas) | Boat Rentals (Kayaks, Paddleboards, Sailboats) | Beach Cart |
|-------------|-----------------------|---------|-------------|--------------|-----------------------------------------|------------------------------------------------|------------|
| ■ Excellent | 25%                   | 19%     | 39%         | 30%          | 36%                                     | 38%                                            | 51%        |
| ■ Very Good | 32%                   | 32%     | 33%         | 26%          | 31%                                     | 28%                                            | 21%        |
| ■ Good      | 29%                   | 36%     | 21%         | 31%          | 32%                                     | 34%                                            | 19%        |
| ■ Fair      | 12%                   | 11%     | 5%          | 9%           | 2%                                      | 0%                                             | 7%         |
| ■ Poor      | 2%                    | 2%      | 1%          | 4%           | 0%                                      | 0%                                             | 3%         |

### 2022 - Please rate the following amenities:



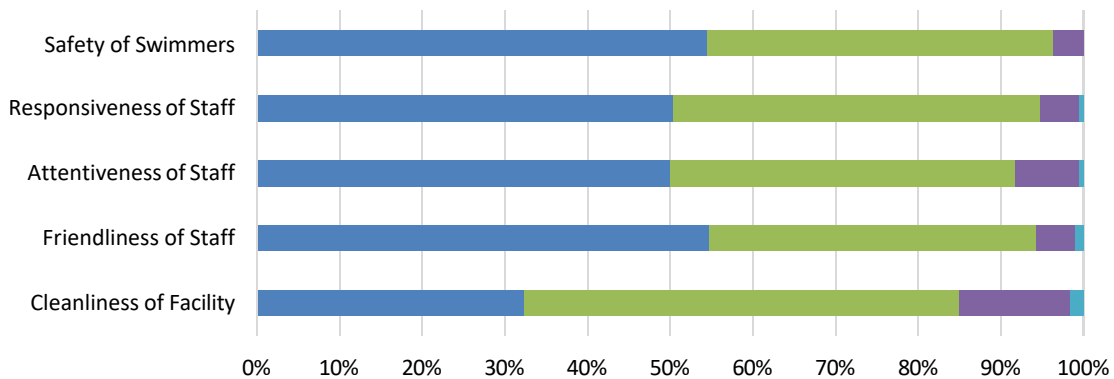
|             | Beach House Restrooms | Parking | Sprayground | Sun Shelters | Beach Rentals (Chairs and/or Umbrellas) | Boat Rentals (Kayaks, Paddleboards, Sailboats) | Beach Cart |
|-------------|-----------------------|---------|-------------|--------------|-----------------------------------------|------------------------------------------------|------------|
| ■ Excellent | 18%                   | 17%     | 33%         | 30%          | 39%                                     | 43%                                            | 52%        |
| ■ Very Good | 0%                    | 0%      | 0%          | 0%           | 0%                                      | 0%                                             | 0%         |
| ■ Good      | 48%                   | 55%     | 57%         | 55%          | 41%                                     | 53%                                            | 31%        |
| ■ Fair      | 24%                   | 19%     | 9%          | 14%          | 16%                                     | 4%                                             | 13%        |
| ■ Poor      | 10%                   | 10%     | 1%          | 1%           | 5%                                      | 0%                                             | 4%         |

### 2023 - Please rate the Beach Staff:



|           | Cleanliness of Facility | Friendliness of Staff | Attentiveness of Staff | Responsiveness of Staff | Safety of Swimmers |
|-----------|-------------------------|-----------------------|------------------------|-------------------------|--------------------|
| Excellent | 37%                     | 54%                   | 49%                    | 52%                     | 53%                |
| Very Good | 31%                     | 27%                   | 32%                    | 27%                     | 32%                |
| Good      | 25%                     | 13%                   | 15%                    | 19%                     | 12%                |
| Fair      | 5%                      | 4%                    | 3%                     | 1%                      | 1%                 |
| Poor      | 3%                      | 2%                    | 1%                     | 1%                      | 1%                 |

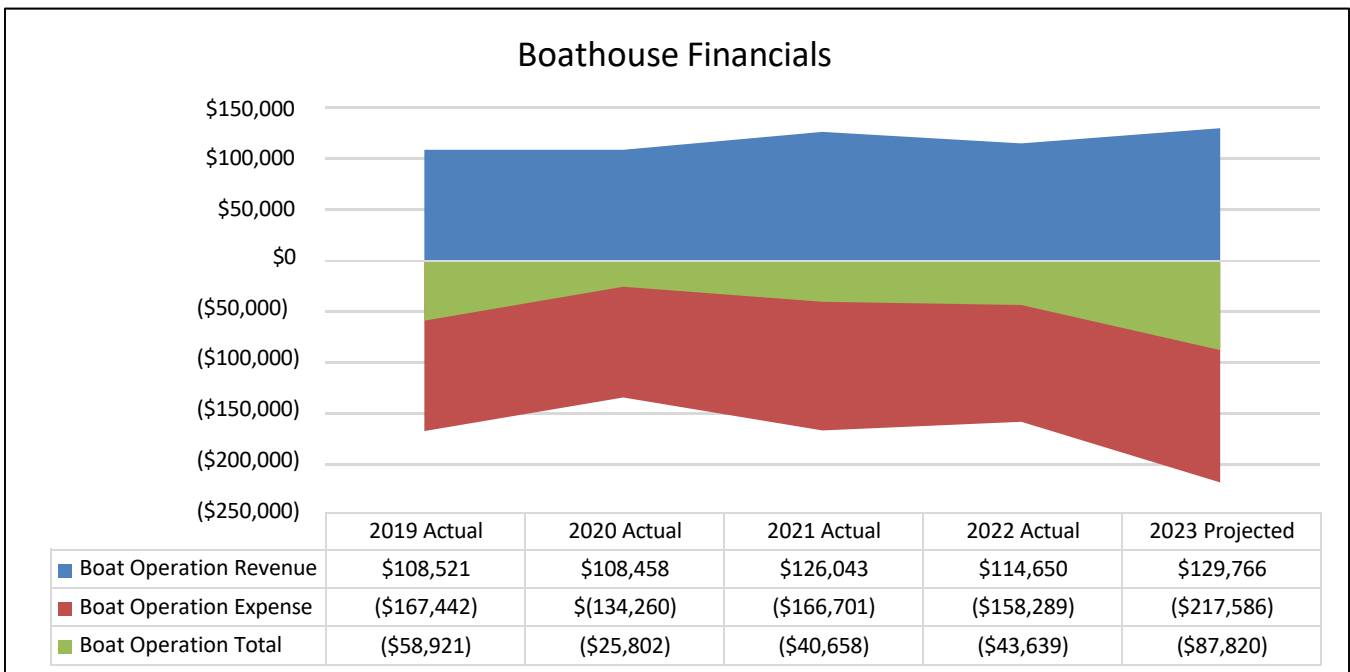
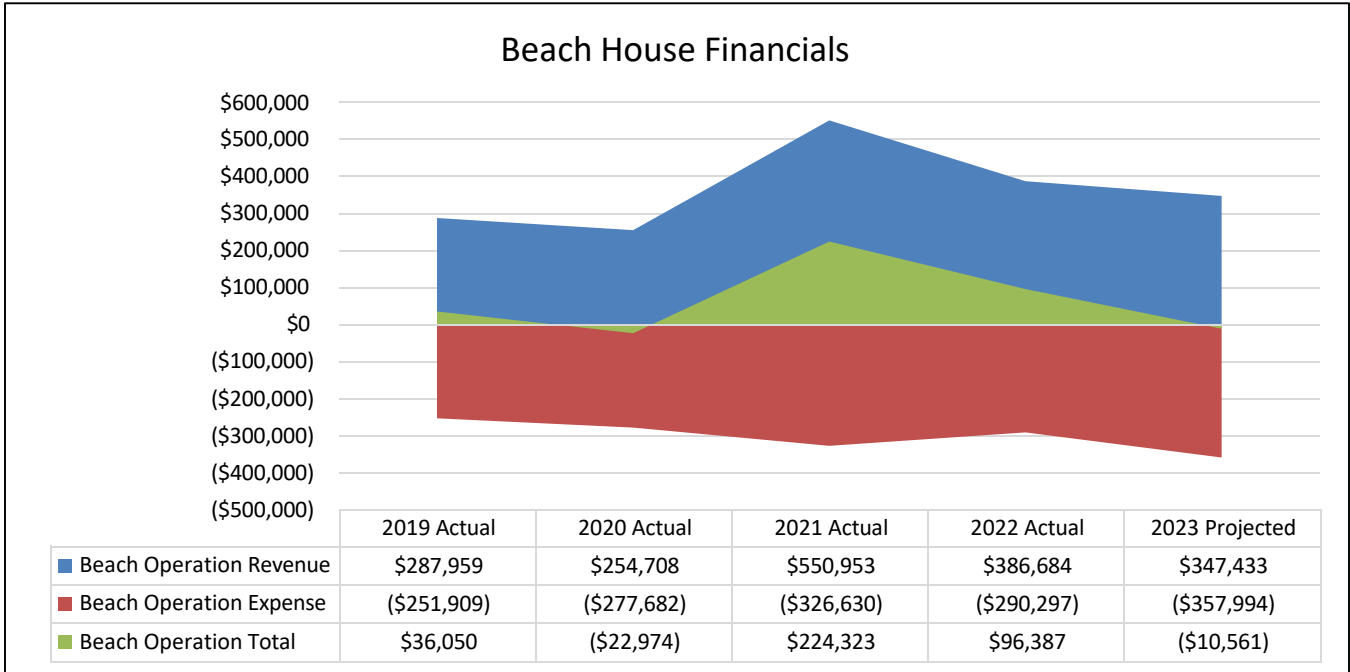
### 2022 - Please rate the Beach Staff:



|           | Cleanliness of Facility | Friendliness of Staff | Attentiveness of Staff | Responsiveness of Staff | Safety of Swimmers |
|-----------|-------------------------|-----------------------|------------------------|-------------------------|--------------------|
| Excellent | 32%                     | 55%                   | 50%                    | 50%                     | 54%                |
| Very Good | 0%                      | 0%                    | 0%                     | 0%                      | 0%                 |
| Good      | 53%                     | 40%                   | 42%                    | 44%                     | 42%                |
| Fair      | 14%                     | 5%                    | 8%                     | 5%                      | 4%                 |
| Poor      | 2%                      | 1%                    | 1%                     | 1%                      | 0%                 |

# FINANCIALS

| Overall Financial       | 2019 Actual     | 2020 Actual    | 2021 Actual      | 2022 Actuals     | 2023 Projections |
|-------------------------|-----------------|----------------|------------------|------------------|------------------|
| <b>Beach Operation</b>  | \$36,050        | \$(22,974)     | \$224,323        | \$96,387         | \$(10,561)       |
| <b>Boat Operation</b>   | \$(58,921)      | \$(25,802)     | \$(40,658)       | \$(43,639)       | \$(87,820)       |
| <b>Beach Programs</b>   | \$45,700        | \$47,830       | \$ 115,674       | \$98,618         | \$107,913        |
| <b>Total Financials</b> | <b>\$22,829</b> | <b>\$(946)</b> | <b>\$299,339</b> | <b>\$151,366</b> | <b>\$9,532</b>   |



# APPENDIX A: PRICING COMPARISONS

## Standard Daily Admissions and Passes

| Town            | Hours          | Daily Fees<br>Res/NR    | Individual Pass<br>Res/NR             | Family Pass for 4<br>Res/NR |
|-----------------|----------------|-------------------------|---------------------------------------|-----------------------------|
| <b>Glencoe</b>  | 10:00am-7:00pm | \$10/\$20               | \$35/\$70                             | \$140/\$280                 |
| <b>Wilmette</b> | 9:00am-8:00pm  | \$10/\$16               | \$61/\$152<br>Parking Pass \$35/\$193 | \$153/\$360                 |
| <b>Winnetka</b> | 9:00am-9:00pm  | \$11/\$22<br>(M-W Only) | \$120/\$240                           | \$165/\$340                 |
| <b>Evanston</b> | 9:00am-7:30pm  | Free/\$12               | Free/\$60                             | Free/\$240                  |

### 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<br>(12 person/4.25 hrs)<br>P/NP | Sun Shelter<br>(24 person/4.25 hrs)<br>P/NP | Trellis (75-100 person)<br>5-Hour Rental P/NP |
|-----------------|---------------------------------------------|---------------------------------------------|-----------------------------------------------|
| <b>Glencoe</b>  | \$45/\$80                                   | \$80/\$160                                  | \$432/\$728                                   |
| <b>Wilmette</b> | Not Available                               | Not Available                               | Not Available                                 |
| <b>Winnetka</b> | Not Available                               | Not Available                               | Not Available                                 |
| <b>Evanston</b> | Not Available                               | Not Available                               | Not Available                                 |

**Lake Rentals**

| Town            | Kayak Res/NR        | Paddleboard Res/NR  | Sailboat Rental Res/NR     |
|-----------------|---------------------|---------------------|----------------------------|
| <b>Glencoe</b>  | \$30/\$60 (P/NP)    | \$30/\$60 (P/NP)    | \$55/\$110 (P/NP)<br>2 hrs |
| <b>Wilmette</b> | \$56/\$70 (90 Mins) | \$56/\$70 (90 Mins) | \$81/\$91 (60 Mins)        |
| <b>Winnetka</b> | \$50 (2 hrs)        | \$50 (2 hrs)        | Not Available              |
| <b>Evanston</b> | \$45/\$60           | \$45/\$60           | \$50/\$85                  |

**Boat Storage Spaces**

| Town             | Sand Res/NR    | Rack Paddle Res/NR | Winter Sand Res/NR | Winter Rack Res/NR |
|------------------|----------------|--------------------|--------------------|--------------------|
| <b>Glencoe</b>   | \$724/\$1,299  | \$436/\$782        | \$297/\$392        | \$152/\$244        |
| <b>Wilmette*</b> | \$833/\$1,170* | \$502/\$824*       | \$321/\$321*       | \$224/\$224*       |
| <b>Winnetka</b>  | \$525/\$950    | \$450/\$850        | \$300              | \$300              |

\*2022 prices for Wilmette as 2023 Pricing unavailable.