

#### GLENCOE PARK DISTRICT WATTS ADVISORY GROUP Wednesday, May 19, 2021 – 7:00pm Via Zoom

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 Takiff Center, 999 Green Bay Road, Glencoe, IL 60022

#### <u>AGENDA</u>

- I. Call to Order
- II. Introductions
- III. Approval of Meeting Minutes January 12, 2021
- IV. Watts Annual Report
- V. Watts Advisory Feedback
- VI. PARC Grant Update
- VII. Matters from the Public
- VIII. Other
  - IX. 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 E-mail address: Isheppard@glencoeparkdistrict.com

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Meeting ID: 858 1061 6676 Password: 999

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## 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 JANUARY 12, 2021 WATTS ADVISORY GROUP MEETING GLENCOE PARK DISTRICT VIA ZOOM

The meeting was called to order at 7:04pm and roll was called.

<u>Members present</u>: Commissioner Lisa Brooks, Joshua Cooper, Anita Diaz, Michael Friedman, Michael Glass (7:08pm), Alexandra Gordon, Natalie Holtzman, Steve Kohn, Leah Lyle (7:07pm), Jim Montembeault, Jack Weinberg

<u>Members absent</u>: John Cadden, Francois Delcourt, Gary Hazan, Paul Krieger, Hilary Lee, Patty Talbot, Jeanne Shin-Cooper, Kevin Osimitz, Seth Palatnik, Steve Nolan, Steve Norhad, Joe Rosenthal, Britt Wright, Tom Zachar

<u>Staff present</u>: Adam Wohl, Watts and Takiff Facility Manager; Bobby Collins, Director of Recreation and Facilities; Chris Leiner, Director of Parks and Maintenance; Lisa Sheppard, Executive Director

Members of the public present: George Kelly and Lou Harrison

Introduction: Chair Brooks lead introductions of staff.

<u>Approval of the Minutes</u>: A motion was made by Member Weinberg to approve the minutes of the November 26, 2019, Watts Advisory Group Meeting. Member Friedman seconded the motion, which passed by unanimous voice vote. No further discussion ensued.

<u>Watts Season Update</u>: Staff gave a summary of operational changes due to COVID-19 for the 2020/21 season. State guidelines, facility improvements, pass sales, prices, and the current status of the PARC Grant were all presented.

Advisory Group Feedback: Members gave feedback regarding problems with the red barriers dividing the ice, pricing concerns (ice time and skate rentals), concerns regarding mask wearing, how quickly the Watts special events sold out, and use of the blue skate aids.

Adjourn: The meeting was adjourned at 7:52pm by unanimous voice vote
Respectfully submitted,

Bobby Collins, Director of Recreation and Facilities



# **2020 WATTS CENTER REPORT**

An operations summary and analysis of the 2020-21 fiscal year at the Watts Recreational Center.





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#### INTRODUCTION

This annual report is an overview of the facility, programming, operations, and financial data for the Watts Recreational Center during the 2020-21 fiscal year. The Watts Recreational Center is comprised of two seasonal outdoor lighted ice rinks, a before and after school program, E-Learning Care, programming space for after-school enrichment, summer camp, and Dekhockey.

#### **MARKETING AND PROMOTIONS**

#### Signage

With so many changes to rink operations, we needed a variety of new wayfinding signs. We selected signs that were durable, inexpensive, and could easily be replaced should regulations change. The new, temporary signs included floor decals, window decals, banners, and corrugated plastic signs to communicate rink rules, help with wayfinding, and promote social distancing. All the signs were designed in-house, ordered, and installed at the rink before the season started. Signs with QR codes were installed in the kiosks to promote making a reservation, which was scanned by 6 devices. In addition, the TV screens were updated to communicate the building closure and face-mask rules.

#### **Promotions**

Rink promotion began in October with a direct mail postcard to every resident in Glencoe on October 16. The piece included a QR code to the Watts webpage, which was scanned by 47 devices. A feature article about Watts was included in *Inside Glencoe*, which was mailed to every resident in Glencoe in mid-October. An email blast was sent to 7,728 addresses leading up to the start of pass sales, which was opened by 30% of recipients (with a 17% click rate on links). After passes sold out on October 23, an additional email blast was sent out to re-open registration. That was sent to 2,985 email addresses, and opened by 39% of recipients (14% click rate). During the season, 12 additional email blasts were sent out related to special events, classes, and season extensions. The email blasts averaged a 57% open rate and 24% click rate. Prior to opening, a "Prepare for Your Watts Visit" video was created and shared with the public via email and social media. We also created and shared a "Rental Sanitation" video to educate the public on our cleaning procedures.

The website was updated to reflect season changes, and a new FAQ page was added. The Ticketleap reservation module was embedded into our website, along with links to the webpage. In total, with the various reservation pages, over 20 pages included specific Watts information. Those pages accounted for 69,879 page views. In general, website traffic was up 151% from the previous season.





Graphics for skating classes and passes were included on the Glencoe Park District website and television screens. Information for the season was updated on the website to reflect special events and changing regulations.

In addition to the Park District's general presence on Facebook, Twitter, and Instagram, Watts Center has a Facebook page. Information was shared on both the general social media pages, as well as the specific page, including short videos and photos.

Events were also shared with local media and reporters from The Record North Shore attended several Friday Family Night skates.

The end of the season extension/closing was communicated using the District's rainout line, which allows us to post messages quickly on the website and social media. It was also shared in an email blast to pass holders.

### **FACILITY IMPROVEMENTS**

Due to the Kids Club Enrichment Camp program utilizing the inside of the Watts Recreational Center, we did not allow public access to the building during the 2020-21 season.

This meant we had to find a new access point to the rink for patrons. The Parks and Maintenance team did a tremendous job preparing the rink for our alternative operation plan. This included a variety of facility improvements to allow for a safe and enjoyable experience this season.

#### NEW ENTRANCE/CASHIER WINDOW

Before the season, a new cement walkway/plaza and gate to access the rink between the building and the studio rink were installed. A drive-through window allowed a cashier to check patrons into the rink and rent skates during the season.

#### **OUTDOOR IMPROVEMENTS**

Without access to the inside of the building, benches were installed on the runway between the ice rinks for patron use. Rubber matting was installed to cover the entire area for skaters to have additional space to social distance while putting on skates. Four heat lamps were installed to provide some warmth to skaters and families on the colder days. Since there wasn't access to the inside bathrooms, we utilized the external bathrooms for patron use. This allowed for patron access to bathrooms while visiting the rink.





### **SEASON INFORMATION**

The 2020-21 operation plans pivoted several times before and during the season based on current state guidelines. The operation's most significant impact was facility capacity, group sizes, hockey, and reservations. Masks and face coverings were required at all times while in the facility. Capacity per facility was limited to 25%. This forced us to split the main rink into two areas separated by a barrier. This gave the ability to accommodate 25 skaters on each side of the barrier or



50 total. We also utilized the studio rink during peak open skate times to increase our capacity at one time. Guidelines changed at the end of January to allow groups of 50 or 50% of capacity. This allowed for increased flexibility to the operation and elimination of the barrier during open skate.

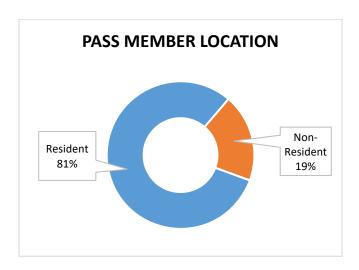
#### **SEASON PASSES**

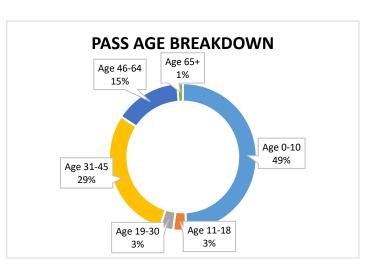
Ice rink patrons were required to purchase a season pass to visit the rink. We offered three pass types to allow participants to use the rink for open skate or open hockey. Below is a chart that outlines the pricing for the 2020-21 season passes. Pass holders were also required to make an online reservation

Resident/Non-Resident	
\$50/75	
\$150/225	
\$50/75	

through an online ticketing system called Ticketleap due to state COVID guidelines.

The following pie chart shows where pass holders reside. During the 2020-21 Season, 81% of pass holders were from Glencoe. The remaining 19% consisted of pass holders from Winnetka, Wilmette, Northbrook, Highland Park, and a small percentage of other area communities. For skating passes, 88% were Glencoe residents, and 12% were non-residents. For hockey passes, 55% were Glencoe residents, and 45% were non-residents.





The following chart shows the total number of passes for each membership option over the last four seasons. Numbers have stayed relatively consistent until this season.

# Passes Sold					
	2020-21	2019-20	2018-19	2017-18	
Skating Pass	1,571	247	225	230	
<b>Hockey Pass</b>	292	56	46	77	
Guest Pass	260	0	0	0	
<b>Total Passes Sold</b>	2,123	303	271	307	



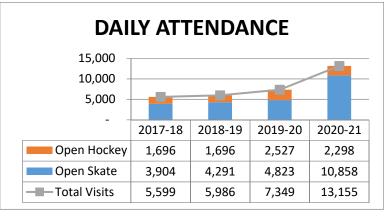
The following graph shows the trend of pass sale revenue during the last four ice rink seasons. Due to the pass requirement, pass sales were extremely high. Our first allotment of passes sold out in 45-minutes. We spent a large amount of time adjusting the skating schedule and operation to accommodate the maximum number of skaters per week.

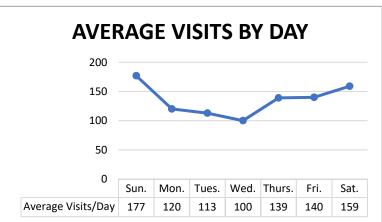


#### ATTENDANCE AND RESERVATION SYSTEM

Due to the pandemic, we did not offer daily admission to visit the rink. We required pass holders to make a reservation before visiting. We utilized a free online reservation system called Ticketleap. All public skate and open hockey time slots opened 72-hours in advance for someone to make a reservation to skate. Online reservations closed 2-hours before the start of the skate. We offered rental skates for visitors this season. Rental skate prices were increased from \$4 to \$6 due to the disinfecting process implemented to keep our visitors safe during the pandemic. This included the use of an electrostatic disinfectant sprayer that would sanitize skates between each use.

The following graph displays the 2020-21 rink season's daily attendance compared to the previous three seasons. The total number of visits has continued to trend upwards with a large increase during the 2020-21 season. This is attributed to one of the few things you could do during the pandemic and that we had multiple skating sessions each day that people could attend.

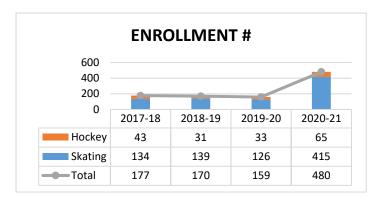


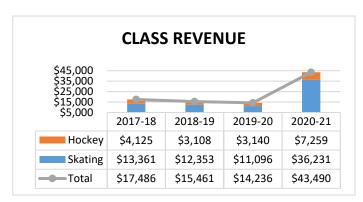




### **SKATING AND HOCKEY CLASSES**

Our skating and hockey classes proved to be extremely popular this year due to the pandemic. With Watts being an outdoor rink, the community was very comfortable getting their children participating in our skating and hockey classes. We welcomed three new instructors for the 2020-21 season, Nikki Stramaglio, Andrew Prost, and Hannah Berliant. The Watts skating program follows the United States Figure Skating Association (USFS) class offerings and curriculum. Watts offers USFS levels for skaters ages 3-14 and adults. Watts also offers basic hockey classes through the Minor Hawks hockey program. Classes primarily consist of beginner hockey classes for ages 5-10. These classes set the foundation for learning to play the game and the fundamentals associated with hockey. The following chart compares the last four seasons of enrollment in our skating and hockey classes. This year was a 200% increase in participation from the previous season.





#### **SPECIAL EVENTS**

#### WATTS OPENING DAY

Watts Opening Day was held on Friday, November 27. We were open from 10 AM-9:30 PM for open skate and open hockey. We had 312 skaters visit the rink on opening day. This compares to 385 in 2019, where it was free to skate.

#### **FAMILY NIGHTS**

This year, we hosted themed family nights at Watts nearly every Friday. Ann Scheuer, Serena Tyler, and Shannon Stevens planned each of these Family Friday Night Skates. They were highly attended and enjoyed by the community. Reservations for these would often fill up within minutes each week. We had on average, 155 people sign up to attend throughout the season.

Date	Theme	Reservations
December 18	Grinch	175
January 15	Glow	200
January 22	Blackhawks	160
January 29	Superhero	138
February 5	Jersey	104
February 12	Valentine	124
February 19	Disney	155
February 26	Last Skate	148
March 5	Shamrock	192
	Total	1,396



#### SPOOKY SKATE

We hosted a new roller skating event on the main rink at Watts on October 23. We had 150 people register and attend the spooky skate. Old-fashioned roller skates were available for use, and we rented special Halloween lighting to project onto the floor of the rink. Halloween decorations were hung, and skaters were encouraged to come dressed in their Halloween costumes. We plan to continue to offer 1-2 of these off-season special roller-skating nights in the future.



#### **FACILITY AND ICE RENTALS**

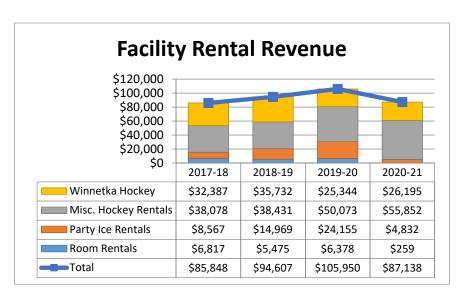
Watts Recreational Center is available for recreation room rentals year-round and ice rink rentals during the winter season. Due to the pandemic, we did not offer access to our popular recreation room. We had very limited ice availability for private rentals due to maximizing use for pass holders.

For the 2020-21 season, we increased our rates by 20% from the previous season. We also increased our non-resident rate from a 10% markup to 25%.

	2020-21	2019-20
	Resident/Non-Residents	Resident/Non-Residents
Main Rink	\$344/428	\$284/312
Studio Rink	\$206/258	\$170/187
Recreation Room	\$91/100	\$88/97

#### PERMANENT RENTERS

We have a variety of permanent renters that use the facility consistently. The largest rental group is the Winnetka Hockey Club. Due to the pandemic, there was a shortage of available ice in surrounding communities. We saw a large increase in hockey rental requests throughout the season. Club teams from New Trier, Wilmette, Highland Park, and Northbrook rented ice throughout the season. We continued to have our adult groups rent on a weekly basis. We have seen a steady trend of increased facility rental revenue. The increase in revenue can be partially attributed to good weather and a growing demand for ice.





#### **NON-ICE RINK PROGRAMMING**

#### KIDS CLUB, E-LEARNING, AND SCHOOL DAY OFF PROGRAMMING

In 2020-21, Watts Center housed the before and after school care Kids Club program. This program runs from 7-9 AM in the mornings and 3-6:30 PM in the evenings. This is the fourth year the program has been housed in the Watts program room. We expanded our typical before and after school program to include an E-Learning Enrichment Camp program due to the pandemic. This allowed students to participate in their E-Learning classes under our Kids Club staff supervision. The morning program ran from 9-11:30 AM with 15 students. The afternoon program ran from 11:30 AM-3 PM with 44 students. Program Manager Stephani Briskman supervised this program.

In conjunction, the School Day Off programming is also at Watts Recreational Center. This program runs on days there is no school. During the 2020-21 fiscal year, there were 16 school day off programs with a total of 136 participants.

#### YOUTH SUMMER CARE

During the summer of 2020, we offered an emergency summer care program out of Watts Center from July 6 until August 21. The program ran from 7 AM-6:30 PM for families that needed full daycare for their school-aged children. This program was open to participants age 6-14. Stephani Briskman and many of the Kids Club staff ran this safe and essential program for the community.

#### **SPORTS TRAC**

We offered a new half-day sports-based program outside from 9 AM-12 PM, Monday-Thursday. This program ran for 7-weeks from July 6 through August 20. Our Athletic Supervisor, Shannon Stevens, created this very popular half-day program. We had 455 total students participate in this half-day program over the 7-weeks. Students participated in tennis, Dekhockey, basketball, soccer, camp games, and various other outdoor sports activities. We plan to continue to offer this as a 5-day per week half-day camp option in 2021.

#### **OUTDOOR BASKETBALL CLINICS**

We utilized the outdoor basketball courts at Watts to offer weekly half-day basketball clinics. This program ran for 11-weeks from the middle of June through the end of August. There were 96 total participants in this new half-day basketball program. We plan to continue to offer these basketball clinics outdoors at the Watts basketball courts in 2021.

#### **DEKHOCKEY**

We continued our partnership with John Scully and Dekhockey to offer classes and clinics on the studio rink. Due to the pandemic and sports restrictions, we were only able to offer clinics and practices. Leagues were not able to be offered under DCEO Guidelines. The inaugural season will take place in the spring of 2021 with approximately 10 adult teams. We plan to continue to offer clinics and programming in partnership with John and his team.

#### NON-ICE PROGRAMMING FINANCIALS

Listed on the next page is a chart of the various programming offered at Watts Recreational Center, including the total number of hours per year, total revenue, and net surplus.



	Fiscal Year 2020/2021					
	# Enrolled	# Hours	# Weeks	Total	Total	Net
Program Name	for Year	per Week	per Year	Hours	Revenue	Surplus
Youth Summer Care	53	57.5	7	402.50	\$61,920	\$24,544
Kids Club/E-Learning Care AM	3/15	10/12.5	37	370/462	\$53,464	\$22,695
Kids Club/E-Learning Care PM	16/44	17.5	37	647.50	\$187,355	\$102,877
Kids Club Last Minute Care	3	-	-	-	\$125	\$125
Days Off Program	136	11.5/Day	16	184	\$10,322	\$4,456
Sports Trac	455	12	7	84	\$45,392	\$22,696
Basketball Clinics	96	15	11	165	\$15,095	\$4,500
Dekhockey	84	3	15	45	\$5 <i>,</i> 265	\$1,642
Totals	905	139	n/a	2,360	\$378,938	\$183,535

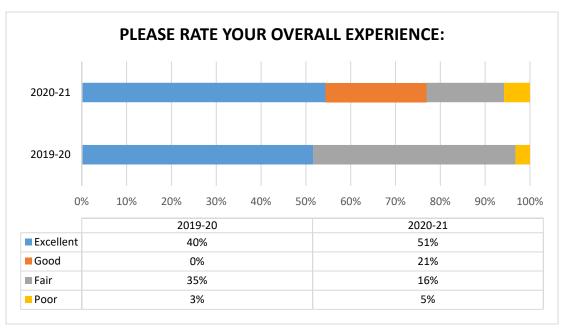
### **FINANCIAL COMPARISON**

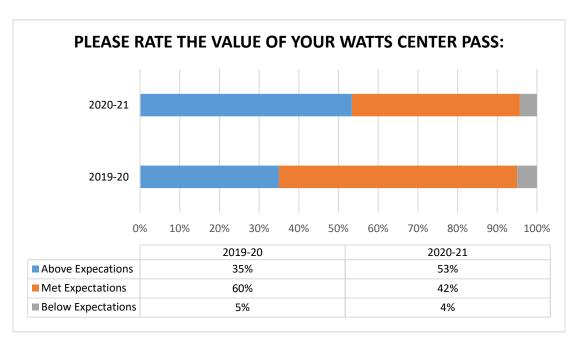
	2018-19	2019-20	2020-21
Total Revenue	(\$151,730)	(\$181,688)	(\$261,706)
Total Expenses	\$252,859	\$287,437	\$291,282
Skating/Hockey Class Surplus	(\$10,943)	(\$10,252)	(\$36,448)
Net Surplus	\$90,186	\$92,497	(\$6,872)

### **PARTICIPANT FEEDBACK**

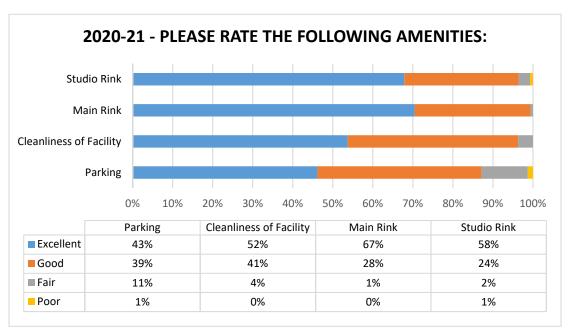
After every season, staff surveys ice rink users for their feedback about their experience at the facility. We had 167 total responses. This is compared to 40 responses after the 2019-20 season. Compiled on the following pages is important feedback received from passholders.

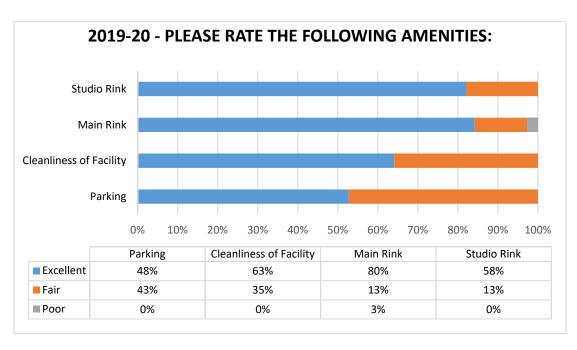




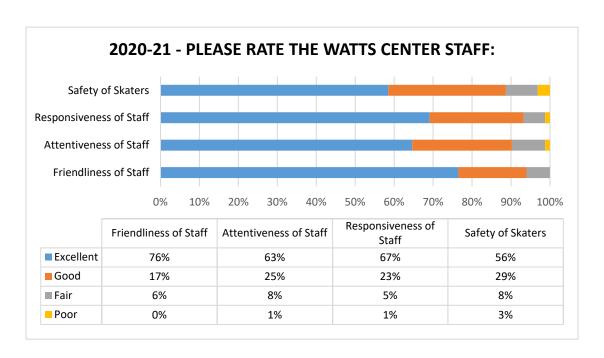


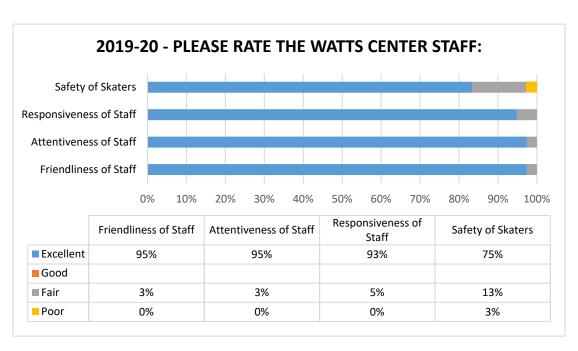












### **APPENDIX A: WATTS ICE CENTER RINK SCHEDULE**

REGULAR SEASON ICE RINK SCHEDULE

Below are graphics of our regular season ice rink schedule. This was for November 27-December 20 and January 4-March 7.

# **Open Skate**

### **Monday-Friday**

11:30 AM-1 PM

1:15-2:45 PM

3-4 PM

4:15-5:15 PM

### **Saturday**

11 AM-12 PM

12:30-1:30 PM

2-3 PM

3:30-4:30 PM

6:15-7:15 PM

7:30-8:30 PM

### Sunday

11 AM-12 PM

12:30-1:30 PM

2-3 PM

3:30-4:30 PM

4:45-5:45 PM

# **Open Hockey**

### **Monday-Friday**

11:30 AM-1 PM

1:15-2:45 PM

3-4 PM

4:15-5:15 PM

5:30-6:30 PM

6:45-7:45 PM

8-9 PM

### **Saturday**

8:15-9:15 AM

4:45-5:45 PM

6-7 PM

7:15-8:15 PM

### Sunday

8:15-9:15 AM

9:30-10:30 AM

4:45-5:45 PM

6-7 PM

7:15-8:15 PM



#### WINTER BREAK SEASON ICE RINK SCHEDULE

Below are graphics of our winter break ice rink schedule. This was for December 21-January 3.

# **Open Skate**

### **Monday-Thursday**

11 AM-12 PM

12:30-1:30 PM

2-3 PM

3:30-4:30 PM

5-6 PM

### **Saturday**

11 AM-12 PM

12:30-1:30 PM

2-3 PM

3:30-4:30 PM

6:15-7:15 PM

7:30-8:30 PM

### Sunday

11 AM-12 PM

12:30-1:30 PM

2-3 PM

3:30-4:30 PM

4:45-5:45 PM

# **Open Hockey**

### **Monday-Thursday**

11 AM-12 PM

12:30-1:30 PM

2-3 PM

3:30-4:30 PM

5-6 PM

6:30-7:30 PM

7:45-8:45 PM

### **Saturday**

8:15-9:15 AM

4:45-5:45 PM

6-7 PM

7:15-8:15 PM

### **Sunday**

8:15-9:15 AM

9:30-10:30 AM

4:45-5:45 PM

6-7 PM

7:15-8:15 PM



### **APPENDIX B: FEE HISTORY OF WATTS RECREATIONAL CENTER**

	Admission Fees		
	2018-19	2019-20	2020-21
Youth (3-17)	\$6.00	\$6.00	NA
Adults (18-65)	\$8.00	\$8.00	NA
Open Hockey Youth/Adult	\$8.00	\$8.00	NA
Adult Scrub Hockey	\$10.00	\$10.00	NA
Skate Rental	\$4.00	\$4.00	\$6.00

<u>Season Passes</u>					
	2018-19	2019-20	2020-21		
	Early/Regular	Early/Regular	Resident/NR		
Individual	\$64/\$80	\$66/83	\$50/75		
Additional Family Member	\$30/\$35	\$31/36	\$50/75		
Hockey Punch Pass (10 visits)	\$69	\$70	NA		
Hockey/Public Combo (New 2017-18) Hockey Only in 2020-21	\$180/\$206	\$185/\$212	\$150/225		

	<b>Skating Classe</b>	<u>es</u>	
	2018-19	2019-20	2020-21
Snowplow Sam/Tot (per class)	\$19.00	\$20.00	\$20.00
Learn to Skate (per class)	\$19.00	\$20.00	\$20.00
Minor Hawk (per class)	\$19.00	\$20.00	\$20.00
Adult Learn to Skate (per class)	\$19.00	\$20.00	\$20.00

<u>Rentals</u>				
	2018-19	2019-20	2020-21	
Main Rink (R/NR)	\$276/303	\$284/312	\$344/428	
Studio Rink (R/NR)	\$165/180	\$170/187	\$206/258	
Permanent Renter	\$249/267	\$256/282	\$310/387	
Birthday Party Package (1-hr studio/ 2-hr party room)	\$291/318	\$300/330	NA	
Recreation Room	\$85.00	\$88/97	NA	

Internal & External School Groups			
	2018-19	2019-20	2020-21
District 35 Schools	\$2.00	\$2.00	\$2.00
Kids Club	\$2.00	\$2.00	\$2.00
Children's Circle	\$2.00	\$2.00	\$2.00