



# 2013/2014 Glencoe Lakefront Report

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**2013/2014  
Glencoe Lakefront Report**

**INTRODUCTION**

The summer of 2013 was a very interesting year at the Lakefront. We were very impressed with the way staff came together to work through all issues. We had two very successful Family Campouts, we were able to advance some new management techniques and we identified areas of opportunity for the future.

This annual report will review the operations of our lakefront facilities during the 2013 Beach/Boat season. The evaluation will include Glencoe Bathing Beach and Perlman Boating Beach.

Any relevant survey results are included that impact that particular service item. The entire survey data is presented later in this report.

**1. Lakefront Operations Review - 2013**

The following is a review of the basic Lakefront Operations for 2013. Detailed information on staffing, budget, surveys, programs and capital spending are located in other sections of this report.

**a. 2013 Dates/Hours of Operation**

Beach: Weekends May 25 - 27 (Memorial Day weekend) and open daily starting June 3 - August 25 and the final weekend of August 30 – September 2

Hours are 10:00 a.m. – 8:00 p.m. (minus Family Campouts and 4<sup>th</sup> of July)

Starting August 5 staff will guard the beach from 10:00 a.m. – 7:00 p.m.

Boat: Weekends May 4; Open daily June 3 – August 18 and then weekends through October 21

*Pre/Post Weekend Hours:*

Saturday – Sunday 11:30 a.m. – 6:00 p.m.

*Regular Season Hours:*

Monday – Thursday 11:30 a.m. – 7:30 p.m.

Saturday – Sunday 10:00 a.m. – 8:00 p.m.

## **b. Swimming Area**

Four buoys define the swim area - 35 yards deep x 75 yards wide. The north end of the swim area was marked by the center of the Halfway House and the south end was about 20 yards north of the pier. The swimming area was expanded from Adda and Paul Safran Beach House doors to the middle of Sun Shelter 4. This designated space has proven to be more than adequate in accommodating swimmers on even the busiest of days and still provides a reasonable response time to the farthest corner of the swim area by our life guards. The expanded area to the north helped keep the northern beach people closer to the designated swim area and away from South Boat launch. This size of a swim area has been tested each year to ensure GPD lifeguards can meet the PDRMA requirements.

## **c. Additional Beach Services**

Many of the other services that are offered on the Lakefront are well liked and provide Glencoe Beach with a unique touch of service excellence. An overview of those services is presented along with any inventory or service notes.

### **i. The Courtesy Cart**

The Courtesy Cart has transformed from a tool for helping people unable to negotiate the bluff to a service for all beach visitors. The cart drivers continually inform management of positive remarks they receive from guests. Many patrons think it is unique that we offer such a wonderful service. The high demand of cart usage has the District hiring 2 – 3 designated cart drivers. This service is extremely useful for patrons, who can no longer negotiate the bluff, expectant mothers and parents with small children. The cart ran from 10:00 a.m. to 5:00 p.m. Monday through Sunday.

### **ii. Sun Shelter Reservations**

The sun shelter has been a great refuge for many groups and camps during the summer of 2013. Many groups came from all over Chicagoland to experience the lakefront. Camp groups came from Glenview, Skokie, Northbrook, Schaumburg, Evanston and Des Plaines. Camp packages were offered to attract groups by offering kayak excursions, food options and volleyball.

Residents and non-residents were able to reserve sun shelters and picnic spots in three time periods; 10:00 a.m. – 1:00 p.m., 1:30 p.m. – 4:30 p.m., and 5:00 p.m. – 8:00 p.m. In 2009, a policy change allowed for advanced reservations for residents with a \$30.00 fee and for non-residents a \$60.00 fee.

### **iii. Trellis Rentals**

The parties scheduled later than 8:00 p.m. were assigned to a lifeguard and supervisor. This was done to keep the bathrooms open, maintain the cleanliness of the grounds, and assist renters with their facility needs. Party types varied from simple

pizza and birthday cake children's parties to large company picnics with live entertainment and black-tie events featuring elegant catering.

Staff continues to maintain a list of renters from the 2009-2013 seasons to build a marketing database for next season. A mailer will be sent to rental contacts before the season begins in an attempt to increase Trellis rentals.

iv. Rental Hut and Sailboat/Kayak Rental Services

Our rental fleet includes 7 Barnett sailboats, 10 kayaks, 2 hydro bikes and 5 catamarans. In 2013, a Hobie 16 was donated to the Park District. The Rental Hut is staffed Friday through Sunday from 10:00 a.m. – 5:00 p.m. During the week, the Beach Staff assist customers with moving boats. In 2013, updated signage, flagging and announcements were implemented in an attempt to increase traffic and sales. Rentals of our kayaks continue to be the most popular of all activities this summer. Sailing staff were available to assist the Rental Hut staff and perform sail-tests on weekends.

<u>2013 Rental Hut Pricing</u>	<u>Weekdays</u>	<u>Weekends</u>
Sailboat	\$25 per hour	\$40 per hour
Hobie (2 hour max)	\$45 per hour	\$50 per hour
Kayak (3 hour max)	\$20 per hour	\$25 per hour
Beach Chair	\$5 each	\$5 each
Umbrellas	\$3 each	\$3 each

v. Parking

Parking at the beach can be difficult during ideal weekends. The parking issue has been revisited throughout the years and many different options have been discussed. While “free parking” has been one of Glencoe’s most supported traits, it is a challenge to the residents who live in the area.

vi. Concession Stand

Little Red Hen continued to operate the beach concession stand this year and serviced the Fourth of July barbeque and both Beach Campout dinners. They were well prepared for the large number of people served. Staff will continue to make sure Little Red Hen is well prepared next summer to offer meals once again at both events.

Jim Ryba, owner and operator of Little Red Hen, signed a 3-year contract to operate the concession stand at Glencoe Beach. Little Red Hen staff did a good job of supporting District events and providing a good “beach” food experience. Jimmy was very responsive to requests and always kept staff informed of any issues.

vi. Assistance Fleet

The Glencoe Park District currently maintains three assistance crafts, all of which provide a safe boating experience.

vii. Events

In 2013, the following events were organized and coordinated by Beach staff.

- 1. Family Campouts                      Fridays, June 28 & August 2 (Beach Closed early)
- 2. Sail Fest                                      Saturday, July 20
- 3. Kayak Excursions                      Saturday, July 20
- 4. Family Sand Sculpting                      Sunday, July 28

**d. Lakefront Data Review**

i. Water Testing

A high bacteria count is difficult to predict and unfortunately the testing methods currently used to test for bacteria takes 24 hours to complete. This is the current testing method required by the Illinois Department of Health. Staff continued to stay current with the Lake Michigan Federation, the Illinois Department of Public Health, the U.S. and Illinois Environmental Protection Agency, as well as the Metropolitan Water Reclamation District in order to share information on new methods for water testing and to prevent closings. Note: in accordance with the Grant for water testing, the District is required to have water test results before the facility opens to the public.

Testing Year	Number of Water Closures
2005	8
2006	5
2007	17
2008	7
2009	13
2010	7
2011	22
2012	8
2013	7

**e. 2013 Closed Water Details and Impact**

The swimming beach was closed seven times in 2013 due to water quality. *The seven closings represent 13% of the total days the Beach is open.* The following table reviews weather/water condition detail for each day. The bacteria count threshold is **235**.

Date Closed	Bacteria Level	Previous Day Conditions	Forecast
May 25	1040	Storms	Cloudy
Jun 3	387	Cloudy	Sunny
June 14	629	Sunny	Sunny
June 17	275	Sunny	Partly Cloudy
June 27	1986	Rain	Sunny
June 30	1017	Cloudy/Chance of Rain	Sunny
July 21	816	Sunny	Cloudy

#### f. Beach/Boat Rescue Reports

Beach Lifeguards performed 12 swimming rescues this past summer. This can be attributed to the changing lakefront which has created a shallow swimming area. In its deepest areas the depth was no more than five feet. The rescues performed were due mostly to inexperienced swimmers. The low number of rescues is a sign that our training on preventing aquatic injuries from happening has paid off. Lifeguards will continue to provide swimming safety enforcement and be proactive through scanning/watching their zone of coverage.

As usual, our boat staff performed extremely well this summer. Boating services experienced the following weather related impacts this past summer:

Number of Small Craft Advisories/Warnings: 7  
 Number of Water Rescues: 12  
 Tows/Capsized: 9

## 2. Lakefront Staff Review

### a. Staffing Overview

**Beach** staff included seasonal Managers, Lifeguards, Attendants, Cart Drivers and Rental Hut Staff. The part-time maintenance position was expanded to focus on cleaning duties Monday-Thursday and two staff were scheduled Friday-Sunday. Shift starting times were staggered and overlap each other to allow for coverage, transition discussions and breaks during busy periods. Managers and Lifeguards are certified by Red Cross in waterfront guarding. This year, all staff were trained in the District/Beach Emergency Response Plan.

**Boat House** staff includes Harbor Masters and Harbor Guards. Harbor Masters were trained in the US Sailing 101 and 102 Sailing program, CPR, AED and had some type of professional rescue experience. All staff were trained in District/Boat Emergency Response Plan, watercraft operations and site-specific operations. Weekend shifts were staggered and overlapped each other for coverage, transition discussion and breaks during busy periods.

**Sailing** staff included 4 to 5 team members. A lead instructor managed, coordinated and conducted all lessons and handled staff issues. Sailing staff were trained in Boat House and Rental Hut operations. Sailing staff were available on weekends to conduct Private Lessons as well as Sail-Test any potential renter. Sailing staff also coordinated some of the activities related to the three Boat Club Regattas. Staff costs were estimated at \$500 for these events. An expanded Sailing Program review is in the following section.

The staffing levels work very well for most of the season, until early August when we lose many staff to school or other fall activities. We will continue to expand our recruiting, training and cross-training activities to increase the amount of staff available to work, especially at the Boat House.

#### **b. Training Review**

Besides the previously mentioned trainings and certifications the Lakefront (Beach and Boat) staff went through the following trainings.

##### i. Pre-Season (approximately 6 - 8 days of training)

1. Required District training topics and paperwork – mostly PDRMA
2. New service changes, intro of staff, and new facility changes
3. Red Cross New Lifeguard Certification (pool at New Trier – takes 4 full days)
4. Returning Lifeguard, CPR / AED trainings – and an overview for returning staff (1 full day)
5. Site Specific – review of systems, checklists, other
6. Managers Meeting - discussion of new ideas, new approaches, problem solving issues

##### ii. During Season

1. Beach staff conducted over a dozen “in-service” training sessions. Topics included lost child, save/rescue scenarios, emergency action plan, backboard, lifting, personal protective equipment, scanning techniques, blood borne pathogens, Swim test, etc.
2. Boat staff conducted over a dozen “in-service” sessions, including capsized, tip over, boat driving, rescue placement, housekeeping, etc.
3. The District paid for a Lifeguard Audit to be completed by PDRMA. The audit is done by a trained professional with scored criteria and is videotaped. The audit is shared with management and then reviewed with staff.

### **3. Delinquent and Abandoned Boats**

Over the years, there has been a growing issue of abandoned boats and boat owners who are delinquent in payment beyond the current season and some more than three years behind.

Currently, there are five delinquent boaters and all the boaters were contacted regarding their delinquent payment.

The Board enacted a policy which will give the abandoned/delinquent owner ninety (90) days to become compliant after first non-payment or allow the District to refer the matter to Public Safety.

#### **4. Sailing Programs**

In 2009, the Beach/Boat Sailing programs were well above budget, experiencing close to a 300% growth the prior 2008 fiscal year. The Park District added 3 new Barnetts to the sailing fleet in 2009, with 7 Barnetts for instructional purposes. In 2012, two new Hobie Cat Get-Aways were introduced to the sailing program. The new Hobies provided an excellent teaching experience for all ages and skill levels.

Staff continues to work with the Recreation Department to provide sailing lessons to Camp Adventure. This helps feed the sailing programs and expose children to the sport, giving each participant a positive sailing experience.

Sailing classes are offered in three sessions during the summer for beginner, intermediate and advance options. The classes run Monday through Thursday from 12:30 a.m. – 3:00 p.m. in one week sessions. New this year was an additional adult sailing class on Wednesday evenings.

In preparation of the 2014 season, staff will look to add more value to sailing programs and participants by adding early bird discounts. There will be an effort to create late afternoon classes during the weekday and another adult sailing class during the week. There will be resident and non-resident rates for all sailing classes and the sailing program will be renamed as Glencoe Lake Shore Sailing School.

<b>Sailing Class Registration Review</b>	<b>2012</b>	<b>2013</b>
Beginner	43	38
Intermediate	39	17
Racing	16	6
Adult	6	9

#### **5. Lakefront Budget Review & Recommendations**

##### **a. Beach - Fees and Comparisons**

##### **i. 2013 Glencoe Beach Fees**

<b>DAILY FEES</b>	<b><u>Resident</u></b>	<b><u>Non-resident</u></b>	<b><u>R Twilight (6:00p)</u></b>	<b><u>NR Twilight</u></b>
Youth (1-17)	\$4	\$7	\$2	\$4
Adults (18+)	\$6	\$10	\$3	\$5
65 +	\$2	\$4	\$2	\$4
Water Closed	\$2	\$4	N/A	N/A

<b>SEASON</b>	<b><u>Res Ind</u></b>	<b><u>Res Family</u></b>	<b><u>NR Ind</u></b>	<b><u>NR Family</u></b>	<b><u>Seniors</u></b>
Pass/Token Fees	\$75	\$85	\$95	\$155	\$40 R / \$75 NR

ii. 2013 Beach Fee Comparison

<b>Town</b>	<b>Hours</b>	<b>Daily Fee R/NR</b>	<b>Individual Token/Pass R/NR</b>	<b>Family Pass R/NR</b>
Wilmette	9:00a-8:00p	\$4.25 child - \$8.50 adult	\$37/\$95 (2012)	\$90/\$223 (2012)
Winnetka	9:00a-7:00p	\$3/\$8 child - \$4/\$10 adult	\$45/\$75	\$60/\$97.50
Evanston	10:30a-7:30p	\$8 child - \$10 adult	\$32/\$56	N/A
Glencoe	10:00a-8:00p	\$4/\$7 child - \$6/\$10 adult	\$75/\$90	\$85/\$150

iii. Recent rate increases at Glencoe Beach

Last Daily Rate Increases:

2002: \$1 increase for non-resident only

2012: \$1 increase for non-resident adult only to \$10

Last Season Pass Increase:

2010: \$5 increase to all pass types

2012: New rate added for Seniors (age 65 and older)

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

**b. Perlman Boating Beach - Fees and Comparisons**

i. 2013 Boating Fees

	<b>Resident</b>	<b>Non-resident</b>	<b>Included Amenities</b>
Sand Storage	\$485	\$630	Beach Tokens, Storage, Locker
Rack Storage	\$300	\$400	Beach Tokens, Storage, Locker
Sand Winter Storage	\$205	\$230	
Rack Winter Storage	\$105	\$130	

ii. 2013 Boating Fee Comparisons

<b>Town</b>	<b>Hours</b>	<b>Dates</b>	<b>Sand R/NR*</b>	<b>Rack R/NR</b>
Wilmette	8:00a-8:00p	May 11 - Oct 11	\$551/\$743	\$288/\$454
Highland Park	Dawn to Dusk	April 6 - Oct 20	\$414/\$814	N/A
Winnetka	8:00a-Dusk	Aug 29 - Sept 3	N/A	\$250/\$360
Evanston	10:00a-8:00p	May 28 - Labor Day	\$335/\$460	\$240/\$290
Lake Forest	10:00a-5:00p	May 25 - Sept 2	\$2,149/\$4,135	\$364/\$1094
Glencoe	11:30a-7:00p weekdays 10:00a-8:00p weekends	May 4 - Oct 20	\$485/\$630	\$300/\$400

\* (% = difference over Resident Rate)

iii. Recent Rate Increases at Glencoe Boating Beach:

	<u>Sand (R/NR)</u>	<u>Rack (R/NR)</u>
2009	\$400/\$500	\$260/\$310
2010	\$450/\$570	\$280/\$320
2011	\$475/\$590	\$300/\$340
2012	\$475/\$615	\$300/\$380
2013	\$485/\$630	\$300/\$400

**c. Beach/Boat Program Budget**

Beach and Boat programs include: Sailing Lessons, Private Lessons, Campouts and other related events.

**6. Appendix: 2013 Lakefront Survey Results**

Staff did have informal conversations with the management team from the Boat and Beach services this summer.

- Beach User Survey
- Boating Survey
- Sailing Class Survey

**7. Appendix: 2013 Financial Reports**