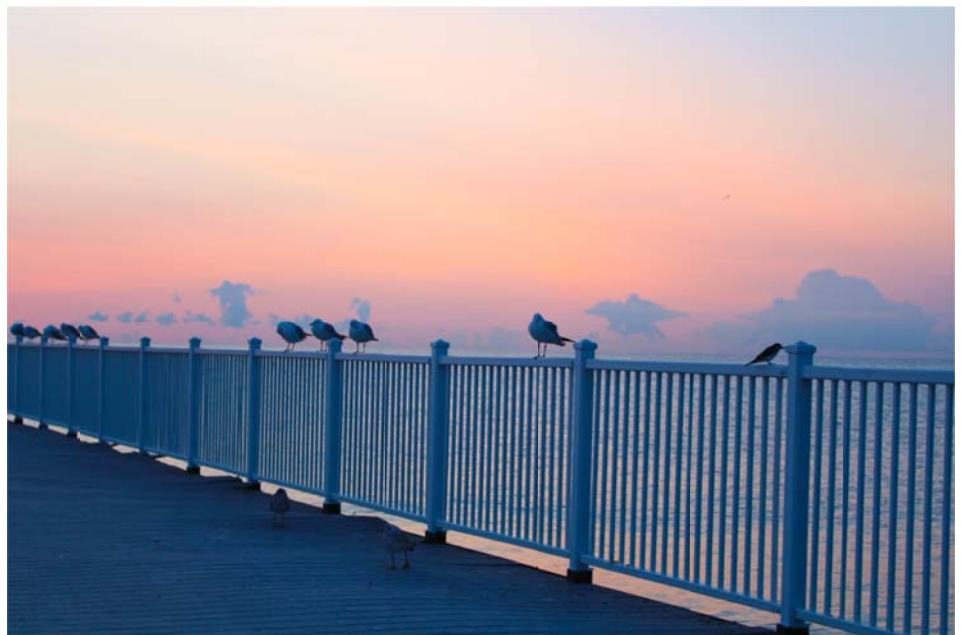


2018 GLENCOE BEACH ANNUAL REPORT



10/16/2018

2018 Glencoe Lakefront Report

The following document provides a summary and analysis of the 2018 operation of the Glencoe Boat House and Glencoe Beach.

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INTRODUCTION

Glencoe Beach is one of the premier lakefront facilities on the north shore region of Chicago on Lake Michigan. The beach sits below a towering bluff and spans almost a quarter mile of shoreline. The beach is accessible by two access roads leading down the bluff as well as a flight of stairs from the “halfway house” which acts as a check-in point for guests when a cashier is staffed. Glencoe Beach is comprised of the south side of the beach featuring a swimming area and beach house and the north end, which features boat storage as well as a boathouse. The Glencoe Public Works Water Plant divides the beach.

In 2018, a revitalized focus was placed on a number of areas of beach operation including revenue collection, facility cleanliness, patron safety, and customer service. Beach Facility Manager, Matt Walker, as well as Director of Recreation and Facilities, Bobby Collins, took a fresh approach at beach operations and were able to work with agency leadership and the Parks staff to implement a number of changes and improvements that significantly improved the operation as well as resulted in a better experience for beachgoers.

FACILITY IMPROVEMENTS

Prior to the start of the season, a number of upgrades and repairs were made to the swimming beach, beach house, and boathouse. Based on the replacement of the water main on the Boating Beach the existing boater lockers and boat racks were demolished. Staff constructed new larger lockers and new boat racks. Staff battled against very poor weather to complete three sections of lockers before the start of major operations. This was a major construction project completed in-house by Parks & Facilities maintenance staff. In addition, the sanitary sewer line at the Boat House collapsed and required replacement mid-season. This was a significant project due to the site conditions.

- Built new paddleboard racks on the boating and swimming beaches
- Painted pier railings
- Routine repairs were made to the stone stairs
- The trellis picnic tables were replaced
- Dead trees were removed from the bluff
- Replaced the boardwalk on the boating beach
- Painted the interior of the beach house
- Replaced three control valves on the spray park
- Removed the arch climber on the swimming beach due to safety concerns
- Replaced shower valves in the beach house

MARKETING

Traditional Marketing

Staff included beach articles and information in the Spring/Summer Brochure, the summer *Inside Glencoe* newsletter, and the Summer Sampler, our 4-page mailer to residents. Information on pass sales, special events, and classes was also promoted on District TVs, flyers, posters, website, at special events, and on signage at the beach.

Glencoe Beach was in the news a number of times. In addition to the Glencoe News and Glencoe Anchor, Men's Journal named Glencoe Beach as one of the "Best Urban Beaches in America". We also purchased ads in the Chicago North Shore Convention and Visitor Bureau Visitor's Guide as well as a targeted ad in the Chicago Botanic Garden seasonal magazine.

Signage

Staff focused on making the rentals and beach services more prominent at the beach this year. We added 24 signs, either replacing information or with new information about Trellis rentals, sailing classes, kayak/sailboat/paddleboard rentals, and sun shelter rentals.



Online Marketing

On social media, we focused on the visual beauty of Glencoe Beach. Utilizing Facebook, Twitter, Instagram, and Pinterest, we worked to curate user content and share stunning images of Glencoe Beach. The content is shared throughout the year, with a greater focus on sharing in the months leading up to the official start of the season and during the beach season.

In addition to the Glencoe Park District's general Facebook page, Glencoe Beach has its own business page. To date, the page has 1,938 likes (up from 1,168 from 2017). On a daily basis, the page is tagged with people's beach photos and check-ins. The page has also become a customer service channel, with Facebook users opting to use the private message service to inquire about beach conditions and rental services.

On Instagram and Facebook, we shared user's images on a weekly basis, generating more likes and fulfilling the very social nature of social media. We also post beach closures due to inclement weather or high bacteria on these channels, thereby reaching people where they naturally "hang" out.

During the season, the Beach landing page on our website receives the highest amount of traffic. Unique page views increased 2% this summer, with over 33,500 visitors to the Beach's webpage from May-September.

STAFFING AND TRAINING

Staffing

Seasonal summer beach staffing continues to be an industry wide issue on the North Shore, with many facilities struggling to recruit staff with high-level qualifications. A total number of 62 employees were hired in 2018 compared to 61 in 2017. Of that group, 26 of those employees were returning while 36 were new to the Park District. With the difficulty of hiring, a focus was placed on increasing the flexibility of staff. As a result, all staff members working on both the bathing and boating beach were required to successfully complete the American Red Cross Lifeguard Certification, making them capable of working two or more positions at either beach. Due to the cross training, major staff shortages were not experienced during the regular season. There was no tangible increase in labor costs as a result of this cross training and staff was accepting of the cross training.

Staffing Levels by Position

	Total Staff	Operations Manager	Beach/Boat Manager	Lifeguards	Beach Services	Boat Guards	Sailing Instructors
2018	62	1	7	35	24	15	6
2017	61	2	8	26	21	27	9
2016	44	1	9	26	15	25	7
2015	55	2	8	14	12	13	6

Cross training and job rotation also improved staff morale by reducing fatigue and developing new skills. A notable improvement in lifeguard moral was noted when they worked additionally as boat guards. Supervisors on both beaches also observed an improvement in communication between the boating and swimming beach.

Training

Lifeguard training

In addition to successfully completing the Red Cross Lifeguard Certification, Matt Walker, Arun Sundarum Justin Wong, Giulia Liebovich, and Jackson Brownlee led 16 hours of preseason training at Centennial Pool in Wilmette. During this training, guards were required to demonstrate their swimming abilities by passing a timed 500-yard swim, treading water for 2 minutes, and swim a timed event. Guards also practiced rescue techniques and watched videos on active/passive/multiple/submerged victim rescues, water entries, and back boarding.

During on land training, emergency action plans, blood borne pathogen training, first aid training, CPR with AED training and operating protocols were discussed in detail. Guards also completed 8 hours of training at the beach. During the training guards were walked through an average day at the beach, learned how to administer swim tests, 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 exam, practical exam, and written exam in order to receive their Red Cross Waterfront Lifeguard certification.

Additional in-service training was held one day per week for one hour throughout the course of the summer. Lifeguards, Boat Guards, and Beach Services were required to attend four hours of training every month and could come based on their preference. Additionally, lifeguards were required to complete twenty minutes of daily physical training in the form of running, swimming or in the event of inclement weather, online training via training portals offered through the American Red Cross Trainers Corner.

Boathouse Training

Boat guards and sailing instructors were all required to complete nine hours of training at the Glencoe boathouse prior to the season starting. During this training staff learned about the daily operations of the boathouse, safety equipment, water/medical emergencies, “Code Adam”, and radio use.

Some boat guards also took an 18-hour powerboat training course led by Martin Heft with the Northwestern Sailing School. During this training, our boat guards first learned about boat safety/parts, safety equipment, docking, storage, and rescue equipment. After learning these basic skills guards were then taught how to drive and dock our boats used for on water assistance to our boaters as well as for observation of our Aquatics and Sailing Camps. At the end of this course all participating boat guards were required to pass both a written and practical exam.

This training course is recommend by PDRMA and is a Coastguard recognized qualification. Any staff member who operates a Park District motorized vessels must complete the course.

All lead and sailing staff either obtained or renewed their US Sailing instructor qualifications. The program is a 40-hour training course that focuses on running safe sailing classes, developing teaching skills, and creating a fun learning environment for students. This qualification is required for our head sailing instructor and strongly encouraged for all sailing staff.

Beach Services

Beach services staff engaged in four hours of pre-season training that took place at the Glencoe Beach. During this training, staff were taught the basic functions of the beach house, how to use the point of sale computer system, beach rules/regulations, customer service skills, and were run through an average shift. Staff members who were qualified to drive the golf cart underwent additional training to become familiar with that position.

Manager Training

A manager training was held again this year to improve customer service both internally and externally. Bobby Collins conducted leadership and customer service training for all beach and boathouse managers. The focus of the training was to develop leadership skill in managers and help them trouble shoot common staffing conflict. 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. Managers were additionally scheduled for shadow shifts so they could learn how to manage tasks such as deposits and opening/closing procedures.

All managers were required to attend a managers meeting held every Tuesday morning at 8:00am in the Beach House during the regular beach season. This meeting was developed to keep all managers up to date on each aspect of the operation as well as discuss any issues that may have come up during the previous week's operation. Matt Walker led the meetings with specific agendas and each manager had time to discuss any issues during a round table discussion.

In-Service

Bi-monthly, 2-hour lifeguard trainings were conducted to ensure guards were prepared to deal with emergencies throughout the season. These in-services covered various topics ranging from CPR to mock rescues to "Code Adams".

In addition to these in-services, guards were also audited by beach managers on a regular basis with simulated rescue/emergency scenarios. This heightened degree of training that was implemented this year allowed the beach to be significantly more successful in the audit conducted by PDRMA.

Camp Staff Training

Camp staff spent approximately four hours training on location at the boathouse. Led by the Aquatics and Sailing Camp Director, Jackson Brownlee, staff training focused on daily operations at the boathouse, emergency procedures, as well as camp curriculum. Staff reviewed procedures for inclement weather, beach closure, and special accommodations for campers who needed them. Any Aquatics or Sailing camp counselor operating a Park District powerboat was required to successfully obtain their powerboat certification from Martin Heft. Any new or returning Aquatics or Sailing Camp counselor directly supervising children in the

water was also required to renew or obtain their American Red Cross Lifeguard certificate with the waterfront module.

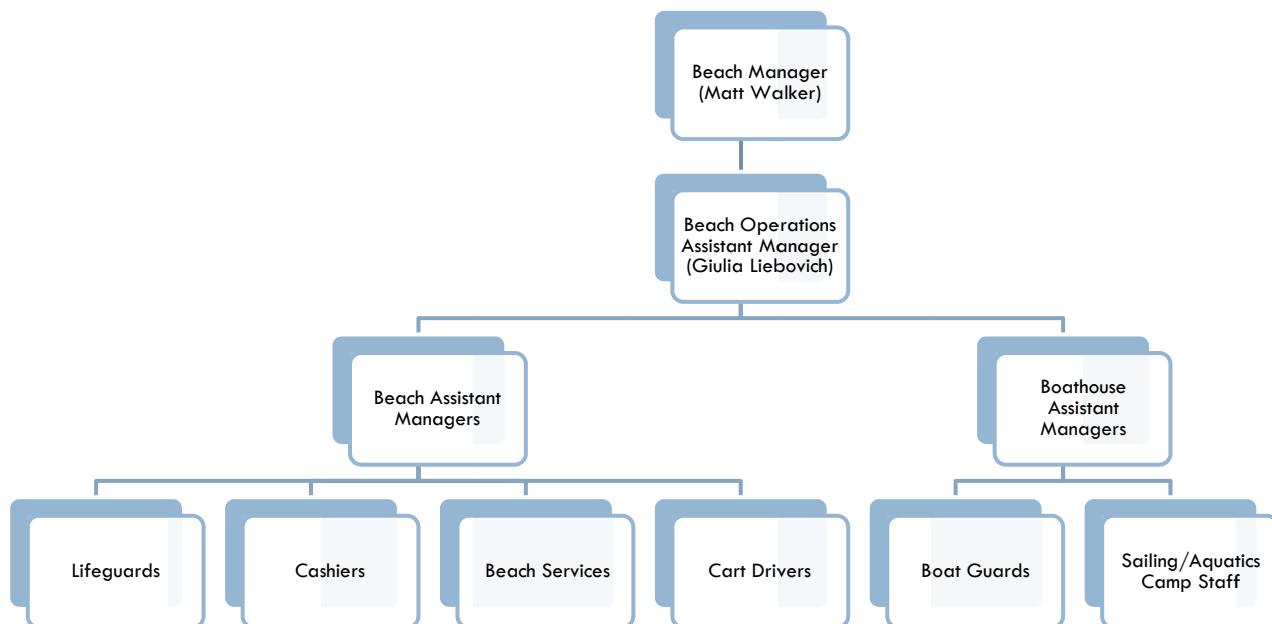
Aquatics Camp

Our Aquatics Camp spent their time paddleboarding, kayaking, sailing, swimming, playing on water fixtures, and enjoying Lake Michigan. Campers were expected to adhere to camp rules such as staying within eyesight of a counselor at all times and wearing a lifejacket whenever their group was near the water, which was discussed on the first day of each session of camp. It was expected of all campers to attempt reasonable activities but our counselors would not push them past their limits or make them uncomfortable. Safety was first and foremost and if counselors or the camp directors found conditions to be unsafe on the water, water activities were stopped and all campers returned to shore. It was our goal to create an enjoyable experience while on Lake Michigan and to strive for growth in their comfort with the lake and aquatic activities.

Sailing Camp

Our Sailing Camp focused on teaching campers about the basics of sailing and seamanship in a fun environment while giving them experience on the water in Hobie Getaways and for campers that demonstrated competency in sailing skills and seamanship, RS Qubas. We anticipated campers to come to camp without a fear of boats or water and a willingness to go out in winds up to 15 knots or waves up to 3 feet. On high wind or high surf days and at the discretion of the camp director, offer to take campers sailing, but there was no expectation that campers go on the water in winds in excess of 15 knots or waves in excess of 3 feet if they were not comfortable doing so. On days where weather conditions were not favorable or safe to be out on the lake, we continued to teach the campers the different parts of the boat, rigging and de-rigging vessels, as well as basic sailing knowledge. Given the popularity of the sailing camp, we are confident we will have numerous returning campers for the 2019 summer season as well as new campers looking to participate.

Beach Organizational Chart



SWIMMING BEACH OPERATION

Swimming Beach Overview

The swimming beach is staffed from Memorial Day to Labor Day. Outside of those dates, the beach is still accessible to the public but visitors are not charged and lifeguards are not staffed. The swimming beach uses the Paul and Ada Safran Beach House as its hub. This facility features men's and women's changing rooms, a customer service desk, manager's office, staff break room, maintenance closet, and a concession stand which is contracted out to local vendor, North Shore Catering. The swimming beach also features a designated swimming area measuring 50' deep by 175' long, a playground in the sand, a large trellis and five sun shelters available for rent, two volleyball nets, a pier, and boardwalk.

Daily Operations and Usage

Dates and Hours of Operation

Preseason:	May 26-28, June 2-4	10:00am-7:00pm
Regular Season:	June 4-July 29	10:00am-8:00pm
Post Season:	July 30-August 19, August 25-26, Sept. 1-3	10:00am-7:00pm
*Glencoe Beach is CLOSED July 4 Boating Beach Open July 4 from 10:00am-6:00pm		

During the pre-season, all areas of beach operations were examined. Looking back at the 2017 season and survey results, improving customer service, increasing revenue collection and cleanliness of the beach house were identified as operational priorities for 2018.

Customer Service

Weekends and holidays are traditionally high traffic days for the swimming beach. To improve the quality of customer service, on weekends a front desk cashier was again assigned to the beach house. This position increased the level of customer service by reducing the number different staff interactions necessary to help the customer. In previous years, lifeguards would attend the front desk for 30 minutes and would then rotate to a different area of the beach. Customers would end up interacting with multiple guards and become frustrated with miscommunications and a lack of continuity.

After Labor Day, the beach house was opened almost daily to accommodate beach goers. The bathrooms were accessible but no staff was on site. On weekends with nice weather, an attendant would maintain the beach house. Positive feedback was received by many patrons for having access to the restroom during this time of year when this facility is usually closed.

Facility Cleaning

During peak times, the cleanliness of bathrooms, trellis, and sun shelter were identified as areas needing improvement. Beach services and supervisors made diligent efforts to ensure that these areas were attended to on a regular basis. Patrons noted noticeable improvements.

After the beach closes at 8:00pm during the regular season, many patrons would remain on the beach until 10:00pm when they were required to leave. To increase beach cleanliness, the Parks team performed early morning beach grading and cleaning to ensure that the beach was ready for residents and patrons who utilize the facility early in the morning and that the beach was ready for daily opening.

Revenue Collection

Again this season, we collected revenue for daily admission at the halfway house. We had one POS station located at the Park Ave ramp and one by the steps on the Hazel entrance side. We staggered staff over the

middle of the day, so we could direct guests to the appropriate cash register either to swipe their season membership card or to pay the daily admission. On busy weekends, an additional staff member was also scheduled between 11:00am and 6:00pm to rove the area between the two cash registers and keep visitors from walking down the ramp or steps without paying. This proved to be very helpful in getting those guests who may have slipped by without paying while one of the cashiers was assisting another visitor with their payment.

Private Fitness Classes

Private fitness classes utilizing the Glencoe Park District beach facilities are now required to purchase season permit at a cost of \$75 and produce a certificate of insurance. This was implemented to formalize relationships with local fitness businesses and reduce the potential liability to the Park District. Two permits were filed this summer and staff will continue to be vigilant with the enforcement of these permits.

Outside Camps and Swim Testing

Visiting camps love coming to the Glencoe Beach and often comment on their positive experience. Statistically, camps visiting a beach facility increase the risk of potential rescues and other emergencies at that facility. To improve the level of safety, management staff worked with PDRMA to develop operating standards necessary to ensure camper, counselor, and staff safety. A revised camp check-in form was developed and used again this season. All camps, both internal and external, were required the check in with the manager on duty on each visit to the beach to ensure the head counselor was aware of swim test procedures, safety concerns, and facility rules. In addition to talking to the head counselor, staff talked to all the campers about beach rules and meeting locations.

Lifeguards and supervisors were trained in the new swim test wristband coloring system recommend by PDRMA. The yellow band (identifying weak swimmers) has been removed. Swimmers are identified as swimmer (green band) and non-swimmers (red band). Swim tests were only administered to Glencoe Park District camps. External camps were required to pre-swim test their campers and maintain accurate lists of swimmers and non-swimmers.

Swim Area

This summer the width of the swim area was consistent with the past couple of years. Three long white buoys define the swim area, which was 50 feet into the lake and spanned 175 feet of sand. This designated space has proven to be more than adequate in accommodating swimmers on even the busiest of days and still provides a 40-second response time to the farthest corner of the swim area by our lifeguards. The size of a swim area is tested each year to ensure Glencoe Park District lifeguards can meet PDRMA requirements.

Water Testing

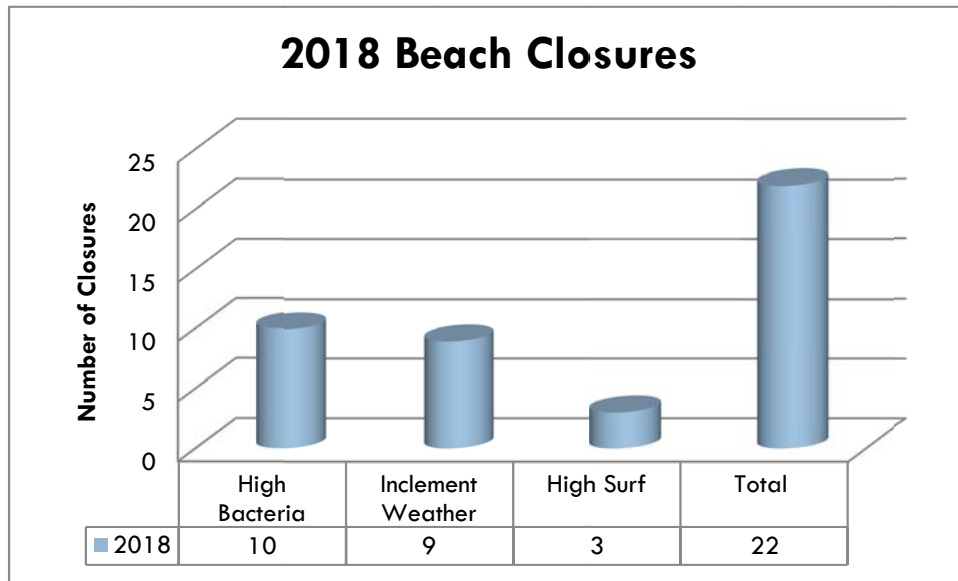
A high bacteria count is difficult to predict and unfortunately the testing methods currently used to test for bacteria takes 24 hours to complete. This is the current testing method required by the Illinois Department of Health. Staff has continued to stay current with the Lake Michigan Federation,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

The swimming beach was closed a total of 22 days in 2018. This was due to a combination of high bacteria closures, bad weather, and dangerous surf. The water was closed 10 times in 2018 due to high bacteria (E.coli), nine times due to poor weather conditions (rain/low temperatures and three times due to high surf

conditions. It is more likely that high levels of bacteria are observed after heavy rain or beach hazards. The bacteria count threshold is 235, at which point the water is closed for the day. The beach may remain open but patrons are not permitted in the water.

History of Beach Closures (bacteria) by Season

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



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.

Beach Risk Management and Lifeguard Audit

The safety of swimmers and boaters at the Glencoe Beach is a top priority. Staff invests countless hours ensuring the safety of the facility, equipment, and water as well as dedicating numerous hours to development, training, and implementation of safety policies, processes, and procedures. The Park District Risk Management Agency (PDRMA) provides a set of operating standards and safety recommendations for both swimming beaches and boating beaches. Staff reviews those guidelines well in advance of the season then translates them into trainings, facility set-up and operational manuals to ensure they are implemented throughout the season.

PDRMA came on-site for a visit on June 27. The PDRMA representative for the Glencoe Park District met with Bobby Collins, Chris Leiner, Matt Walker, and Operations Manager Giulia Liebovich to review the beach operation as well as to review processes and make recommendations to enhance safety practices even further. During the meeting staff received praise for detailed and consistent documentation including facility checklists, training logs, camp procedures, and overall knowledge of the beach operation. Beach staff had placed a focus on improving training as it had been an area of weakness in the past allowing the beach to receive very high ratings. It was also noted that boathouse operations has been standardized and aligned with PDRMA recommendations and equipment was well maintained.

Because the Red Cross does not visit sites and provide lifeguard audits, PDRMA offers a program where another lifeguard certification company, Councilman-Hunsaker, will provide an audit of the lifeguards to ensure they are well trained to proactively prevent emergencies before they occur or respond appropriately in the event of emergency. This summer, the beach was audited on July 8, a very busy Sunday afternoon. Staff was secretly videotaped while scanning the water so that a realistic representation of that skill could be captured. Staff was also asked to perform skills like first aid and a simulated CPR scenario. Staff performed admirably during this audit and received an overall score of "A".

Rentals

Trellis & Sun Shelter Rentals

The trellis is a covered outdoor structure located on the south side of the Safran Beach House. The trellis is available for rent daily during the beach season from 5:00-10:00pm to both residents and non-residents. It typically can hold 75-100 people. Peak rental times are Saturday and Sunday evenings in July and August. The Park District uses the area for special events including the Beach Campout and Tails and Ales.

Typical parties that rent the trellis are birthdays, weddings, family reunion's, church groups, and corporate functions. The rental price for the trellis includes admission to the beach for up to 75 guests. The beach house and trellis are staffed with one manager and one attendant for the duration of the rental who keep the facility and restrooms clean during the party. For an additional fee of \$25 an hour, patrons can pay for a staff member to operate the golf cart for the evening to transport their guests after the beach closes. Parties are eligible to purchase an alcohol liability insurance policy for \$175. Approximately 50% of parties purchase the alcohol permit. In 2018, the trellis was rented 26 times generating \$9,091 in revenue.

Sun Shelters

Five sun shelters are located on the north side of the beach house between the stairs and ramp. There are four 12-person shelters and one 24-person shelter. They are available to rent in three-hour increments. Reservations can be taken in advance and walk-ins are subject to availability. Staff is investigating the ability to reserve shelter online for the 2019 season.

The shelters are generally rented for small family gatherings or birthday parties. Each sun shelter is equipped with its own grill. Renters are responsible for bringing their own grill supplies and food. Alcohol is not allowed in the shelters. Rental of a shelter does not include admission to the beach. A group admission rate of \$10 per person is available to parties of 10 or more.

The resident rates are \$20/\$40 for residents compared to \$40/\$80 per time slot for non-residents. Peak rental times are generally Saturdays and Sunday in July and August. Internal and external camps use the shelter on weekday visits to the beach

In 2018, sun shelter revenue was \$8,677. In 2017, sun shelter revenue was \$13,034. The decrease is attributed to low attendance in the month of June and the overall number of closures recorded during the summer.

Equipment Rentals

To further improve the level of customer service and satisfaction, new beach rental equipment including chairs and umbrellas were purchased for the 2018 season. The operational process to rent equipment remained the same and rentals were conducted in the beach house. The rental signs and visibility of the equipment led to

being sold out on busy days. Both chairs and umbrellas were popular. During periods of windy weather, umbrella rentals were suspended as damage to umbrellas would occur and increased the potential for it becoming air born and potentially causing an injury. Staff is examining new rental options to introduce for the 2019 season.

Patrons can rent chairs for \$4, umbrellas for \$3, or \$6 for both. Revenue from beach rentals this summer was \$3,639 compared to \$2,967 in 2017.

BOATING BEACH OPERATION

The boating beach opens in early May each season and operates into mid-October. Patrons are able to store their boats on the boating beach for a fee both in-season and during the winter. Boats that are stored include Hobie Catamarans, Hobie Getaways, Qubas, kayaks, and paddleboards. Larger boats are stored on the sand in designated spots, whereas smaller crafts are stored in racks. The Pearlman Boathouse consists of a manager’s office, restrooms, storage areas, and as a place where boaters can congregate, regattas can be organized and as a base for our Aquatics and Sailing Camps. The District powerboat assistance fleet is also stored in the boathouse. The boathouse staff organizes the rentals of sailboats, catamarans, kayaks, and paddleboards. Boathouse staff also assists boaters in moving, rigging, and repairing their boats as well as offering boater assistance up to one mile out into the lake.

Boat Storage

As with most other beaches along the Northshore, sand erosion is a continuing problem on the boating and swimming beaches. This was very problematic again this year as a significant portion of the north beach was lost due to heavy wave action of heavy storm water runoff. In addition to the sand erosion, Lake Michigan water levels are still elevated. With this water height, the number of sand spots has been reduced by approximately 10 on both beaches. Currently there are no available sand spots to new boaters. Looking towards 2019 boat storage, the beach is at full capacity. Staff will be identifying ways to increase storage for stand up paddleboards and other vessels as necessary.

112 new personal lockers and 66 rack spaces were constructed in the spring of 2018 after the north side lockers and racks were removed in the fall of 2017, so the Village could replace a water main line that was unearthed during a severe fall storm.

Staff has sent out winter storage forms and has started to collect and process them.

To prevent delinquent boat issues in the future, a new data collection and boat identification process was designed. A paperless master grid was created and is stored on the cloud for controlled access and version control. Important information such as model and color of boat, serial number, and unique features are now being collected. Lockers and sail storage numbers are now being tracked and linked to specific boats and owners on the grid.

Boat Rental Spaces by Boat Type

	Kayaks& Sups	Lasers/Sunfish/Others	Catamarans	Total
2018	103	6	59	168
2017	100	6	66	172

Daily Operations

Dates and Hours of Operation

Preseason Hours: May 12-June 3 | Saturdays & Sundays, Memorial Day | 11:00am-6:00pm

Regular Season Hours: June 4-August 12 | Monday-Thursday | 11:30am-7:30pm

Friday-Sunday | 10:00am-8:00pm

July 4 | 10:00am-6:00pm

Post Season Hours: August 17-October 14 | Saturdays, Sundays, Labor Day | 12:00am-6:00pm

Powerboats

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

A new Zodiac Milpro 4.7 was purchased for the 2018 season and has been a tremendous addition to the powerboat fleet. The new Zodiac replaced our old red zodiac, which had passed its useful life span.

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 are needed to move them. This valet service is highly valued by boating beach patrons.

Boater assistance is a high priority for boating beach patrons. Boat guards maintain surveillance for boaters only within the sailing boundary. That boundary stretches north to south from Tower Road Beach to Highland Park Beach and east of Glencoe Beach by one mile. That one mile is signaled by a marker buoy placed one mile east of the boathouse. If boater assistance is required for a boater outside of the boundary, boat guards will call the Coastguard to assist the boater. The Coastguard did not have to be notified for assistance during the 2018 boating season.

Safety training and the safety of patrons is of highest priority. Boat guards are trained in boater assistance through a 16-hour US Powerboating program (Safe Powerboat Handling and Safety and Rescue). Staff consistently receives in-service training and is encouraged to complete daily on-water training as much as possible when it does not interfere with normal daily operations.

Regattas

Glencoe Boat Club co-hosted a four regatta series that constituted the George Cup. The boathouse provides staff and equipment necessary to run the regattas, including race officials, racing marks, safety boats, and drivers. A long distance format was chosen to entice new boaters to participate. The average attendance of each regatta was between 7-10 boats. After each regatta, social events were held at the boathouse. Feedback from competitors was very positive. Staff was praised for their organization and professionalism in running the events.

Kayak, Paddleboard, and Sailboat Rentals

Providing patrons with access to enjoy the water improves the beach experience and attracts new and returning patrons to the beach. The extra revenue generated from rentals offsets some of the expenses for the boathouse. The rental equipment can also be used for camps and recreation programs, such as aquatics camp and stand-up paddleboard yoga.

Revenue for 2018 was \$15,500 compared to \$17,215 in 2017. Rental revenue fluctuates depending on lake conditions, weather, and the volume of patrons at the beach. This year offered more challenging conditions and resulted in less rental activity.

Stand-up paddle boarding was the most popular activity, accounting for 41% of rental revenue with kayaking similar at 40%. Sailboat rentals account for 19% of rental revenue, but sailboats are utilized for adult sailing and beach camps. Peak rental times are Sunday afternoons, with long waitlists experienced on nice weather days.

Lake Rental Revenue by Craft

	Kayak	Paddleboard	Hobie	Quba	Total
Total Revenue	\$6,190	\$6,350	\$2,460	\$500	\$15,500
% of Total Revenue	40%	41%	16%	3%	100%

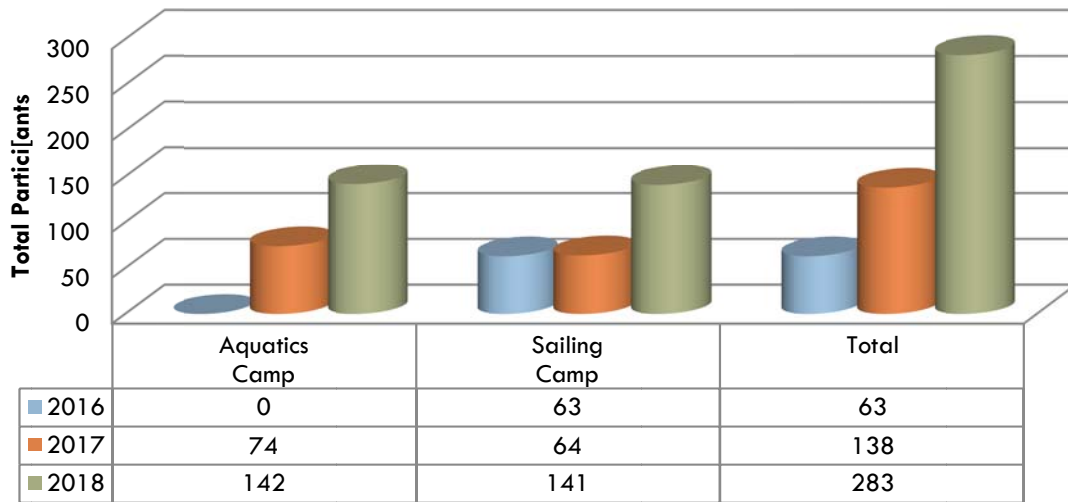
Beach Programming

Aquatics Camp is operated and administered by beach staff. Day to day activities include kayaking, paddle boarding, sailing, beach volleyball, along with many other outdoor beach activities. The camp is available in 1-week sessions and runs from 9:30am-12:00pm Monday through Friday. Total enrollment for 2018 was 142 participants.

Sailing Camp was extremely successful again this summer. This camp operates Monday through Friday from 12:30-3:30pm. Participants were divided into two groups based on skill levels. Like Aquatics Camp, Sailing Camp ran every week starting in early June until early August. Participants could extend their day at the beach by signing up for both camps. Total enrollment for 2018 was 141 participants.

A four week adult learn to sail class was offered again this summer. We had three participants and staff has recognized this is an area of opportunity to expand enrollment for 2019.

Beach Program Participation



SPECIAL EVENTS

June 7 - GJHP Beach Bash

Over 200 kids from Central School registered for the annual GJHP Beach Bash held at Glencoe Beach on Friday, June 7. The weather was perfect for the end of school celebration. Most of the participants came directly from Central School to attend the event from 2:30-6:00pm. North shore catering grilled burgers and hot dogs accompanied by chips and cookies. The event also featured DJ Famos.

Fourth of July Celebration

The Fourth of July event and activities were a big success. The evening festivities at Lakefront Park kicked off with food vendor at 6:00pm, which included North Shore Catering, LaCocinita, Dippity Dog, and Resurrection Coffee followed Spoken Four, starting at 6:30pm. The fireworks were set off from the beach by Melrose Pyrotechnics. Staff received many compliments about the fireworks display. During the day, staff was positioned at the bluff entrances to ensure no one was allowed down while fireworks set-up was going on. The stairs leading to the water plant were opened so that the boathouse could operate on an adjusted schedule for the day.

July 7 - Cardboard Regatta

Participants ages 6-17 were tasked with building a boat out of solely cardboard and duct tape to race around two buoys and back to the beach. This was the second year this event took place and it was very successful as we had six teams show up to race. At the end of the event awards were presented for both speed and team spirit

July 27-28 - Beach Camp Out

The Beach Camp Out was a lot fun! It was a bit cold and windy that night but the event had great attendance with 60 families registered. The event featured a big bonfire, dinner provided by North Shore Catering, S'mores, and the movie Finding Nemo on a large 35' screen. Families enjoyed breakfast consisting of assorted cereal and coffee Saturday morning before packing up and heading out.

September 16 - Doggie Dip

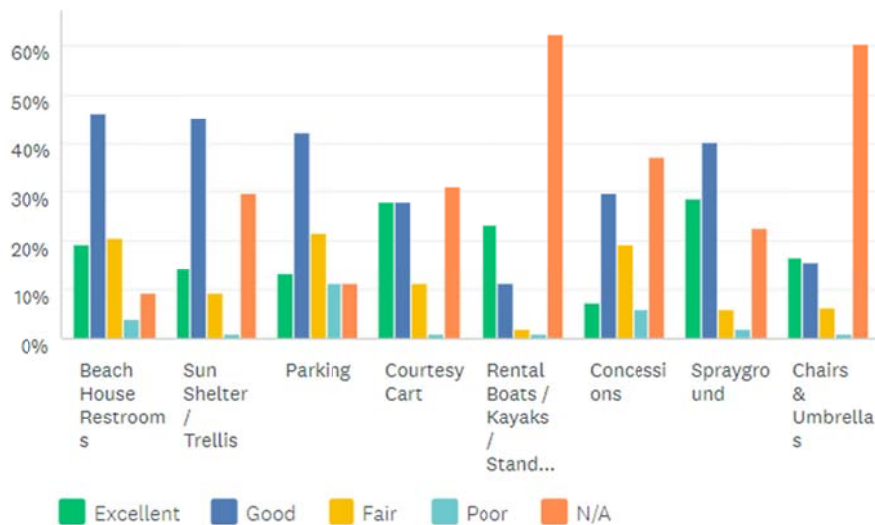
Well over 40 dogs and their owners/families attended the event. Staff had doggie give-a-ways including tennis balls, bandanas, and frisbees. Staff also had crafts for the kids, but the big hit was the dogs being able to swim and run along the shore with their families and other dogs.

FEEDBACK AND SURVEY RESULTS

Each year a survey is sent to beach token holders as well as individuals who rent boat spaces to solicit feedback on their experience. Staff appreciates this invaluable information to assess areas of strength or potential areas for improvement. This year there were 98 responses collected, compared to 95 in 2017. Noted areas of concern included concessions operation, facility cleanliness, and parking. When asked about overall experience during the summer of 2018, 86% of responses marked either excellent or good, compared to 76% in 2017. The continuous training throughout the entire summer by our lifeguard and boat guards showed as 92% of our guests felt their safety as a swimmer was either excellent or good. Other areas scoring high marks included staff friendliness, attentiveness, and responsiveness, spray ground and lake rentals. Below are some of the overall survey statistics.

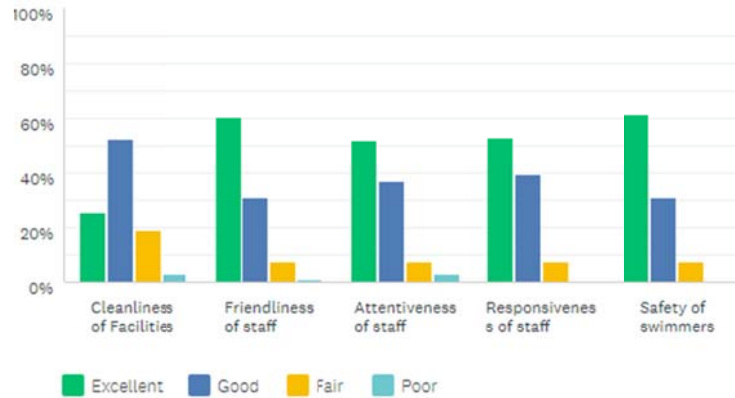
Please rate the following Glencoe Beach amenities. If you did not use a particular amenity, please mark N/A for not applicable.

Answered: 98 Skipped: 0



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

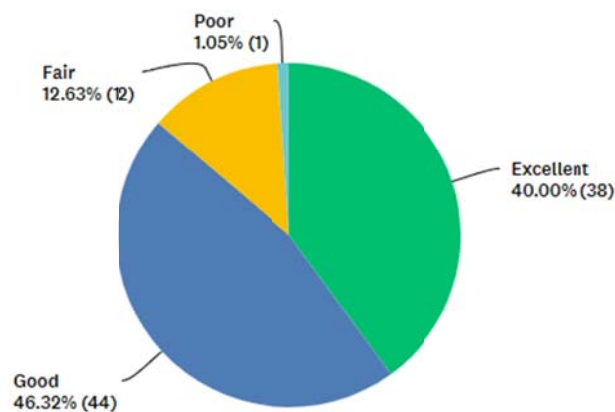
Answered: 95 Skipped: 3



	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Cleanliness of Facilities	25.26% 24	52.63% 50	18.95% 18	3.16% 3	95	3.00
Friendliness of staff	60.34% 57	30.85% 29	7.45% 7	1.06% 1	94	3.51
Attentiveness of staff	52.13% 49	37.23% 35	7.45% 7	3.19% 3	94	3.38
Responsiveness of staff	53.19% 50	39.36% 37	7.45% 7	0.00% 0	94	3.46
Safety of swimmers	61.70% 58	30.85% 29	7.45% 7	0.00% 0	94	3.54

Please rate your overall satisfaction with the Glencoe Beach during the 2018 season. (Select one)

Answered: 95 Skipped: 3



FINANCIALS AND FUTURE PLANNING

The summer of 2018 was very positive with many aspects of the operation. With the addition of a new facility manager, there was a learning curve on behalf of both the new manager and the returning staff members. The beaches management team was able to work with one another in order to streamline the processes of the past operation and the vision of new manager and their goals for the beach season.

Operationally, the beach was at its best right from the beginning of the season. The weather over Memorial Day weekend was optimal for beach goers with temperatures in the 90's, with partly cloudy skies. Our busiest day of the season was Memorial Day with 1,444 visiting the beach. Overall, the summer of 2018 had very good weather on the weekends, which is by far our busiest time of the season. Statistically, Sundays are our busiest day of the week with an average attendance of 782 guests for 2018. Most of our guests came to the beach between 11:00am-2:00pm.

Resident pass sales were only slightly lower in revenue at \$35,207 for 2018 compared to \$36,804 in 2017. Revenue remained steady, as there was a \$15 increase in the season pass fee for additional family members. The average number of visits per season pass hold was 3.56 over the course of the summer. Daily resident guest visits for 2018 totaled 10,005 visits compared to 19,387 total visits by non-residents. We also had a significant jump in resident daily fees from \$25,763 in 2017 to \$40,288 in 2018. Staff attributes the increase in daily fees to the lower number of season passes purchased by residents for the summer of 2018.

Staff worked hard again this summer in a concerted effort to make sure all available sand rental spaces were paid for by our boaters. The slight decrease in revenue for summer storage is due to the loss of sand spaces on both the north and south boating beaches. Staff was also able to assign new paddleboard and kayak spaces to help offset some of the revenue lost from the loss of sand spaces. Staff will review the layout of the sand and rack spaces to make sure all available space is utilized within the current space available.

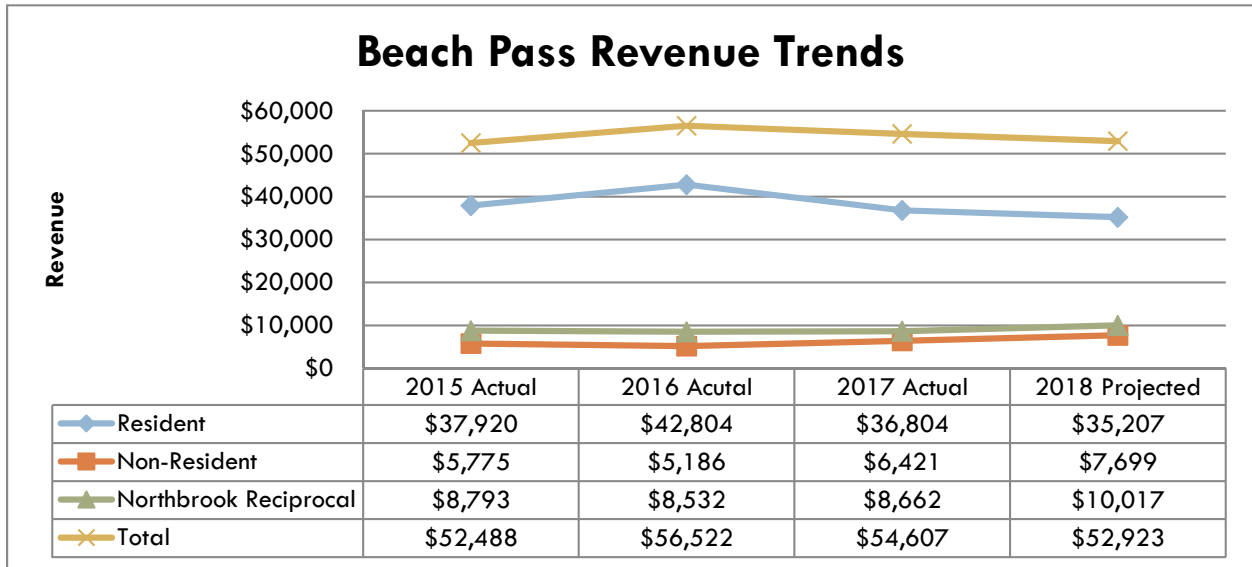
In an effort to consolidate training and to insure all lifeguards and boat guards are properly trained, Matt Walker will be obtaining his Lifeguard Instructors Certification through the American Red Cross in the off-season. This will give Matt the opportunity to train lifeguards in house and provide the onsite training necessary to work an open waterfront environment. A focus will also be placed on continuing to ensure lifeguards exceed standards of training, are the most knowledgeable, and well prepared on the north shore. Staff will also continue to review and refine process and procedure to ensure efficient operation and a great experience for guests.

It will be required again that all lifeguards, boat guards and camp staff have a valid Red Cross Lifesaving Certification in order to work on the beach. Matt will also obtain his Powerboat Instructors certification through US Powerboating. All boathouse and camp staff will have to pass a 16 hours course in order to operate and powerboat owned by the Park District.

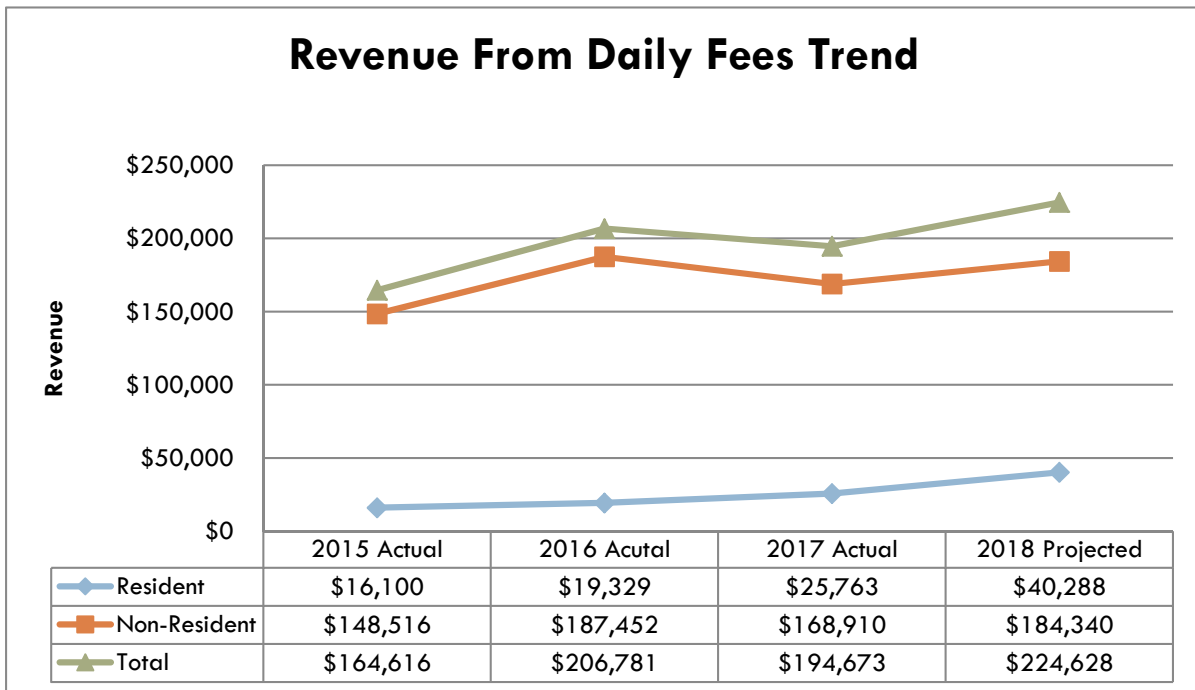
Staff will also look into the concession operation given the current vendor's agreement is only through 2018. One of the areas of concern from our annual beach survey was the concession operation and the same concerns were expressed in 2017. Staff will weigh the options of continuing to out-source the operation or bring the operation back in house under the direct supervision of Park District staff.

APPENDICIES

Appendix A – Detailed Financial Trends

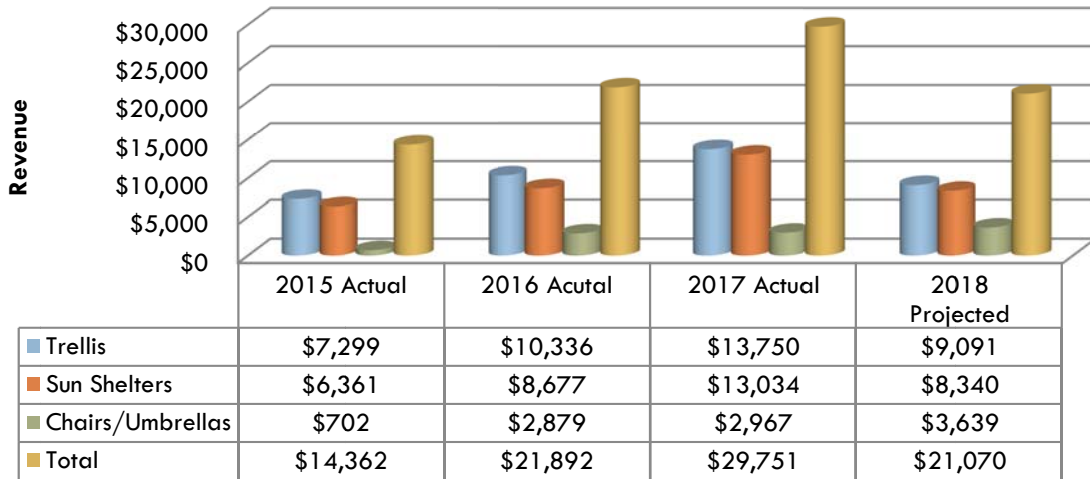


*Although we saw a decrease in the resident season pass revenue, we did have a large increase in the amount of resident daily fees.



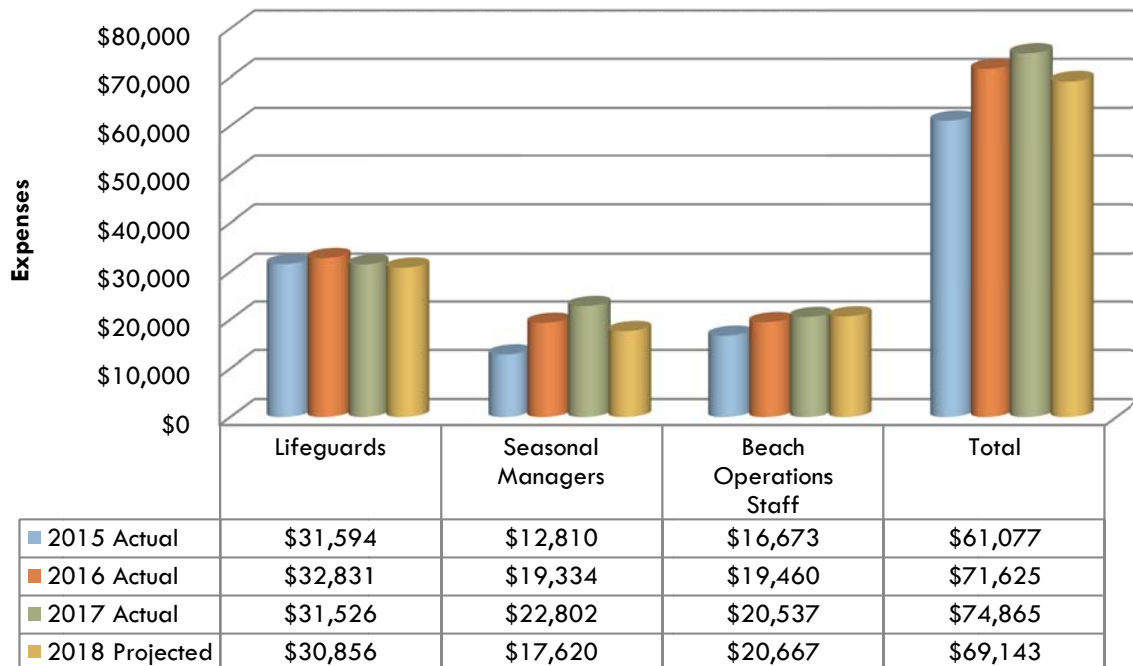
*Daily Revenues were strong due in part to very hot weather over Memorial Day weekend.

Beach Facility and Equipment Rental Trends

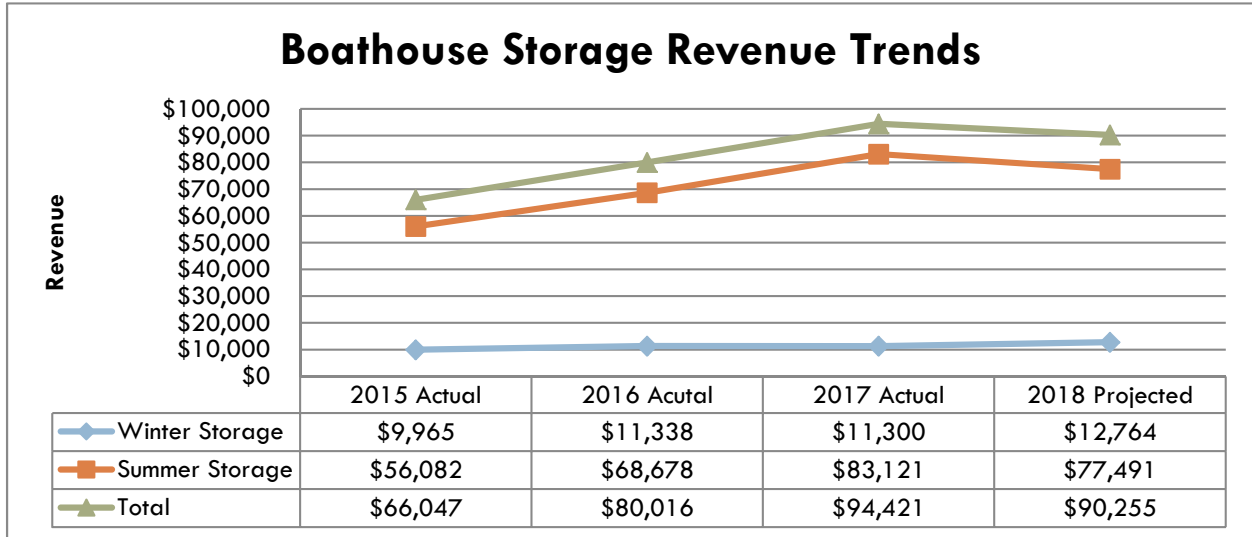
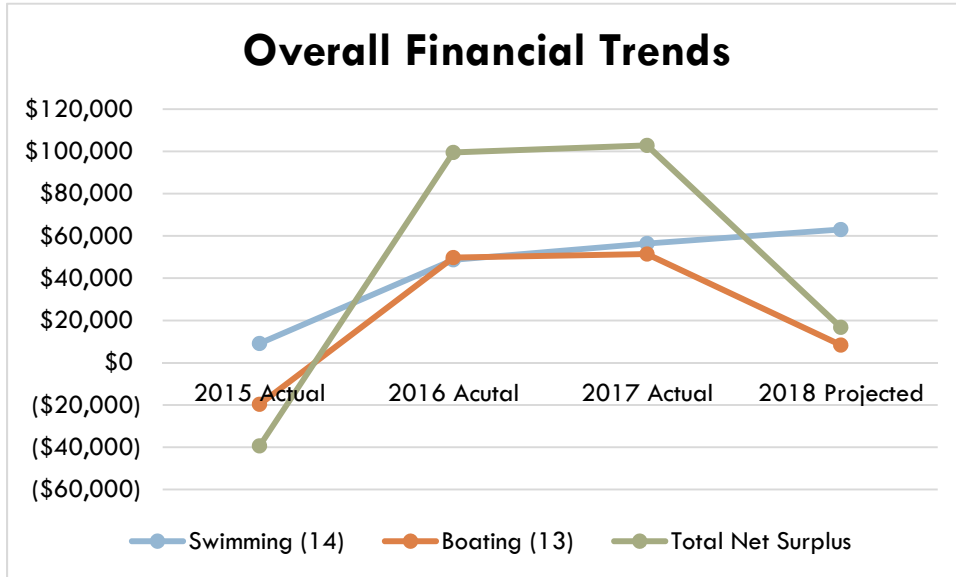


*Facility and equipment rentals depend entirely on the weather conditions. Staff attributes the lower number of Trellis rentals to the unseasonably cold and wet month of June. Most graduation parties were planned for later in the summer when they normally take place in June, so those hosting summer parties, weddings, reunions were not able to rent on the most popular weekends in July and August.

Seasonal Staff Expense Trends

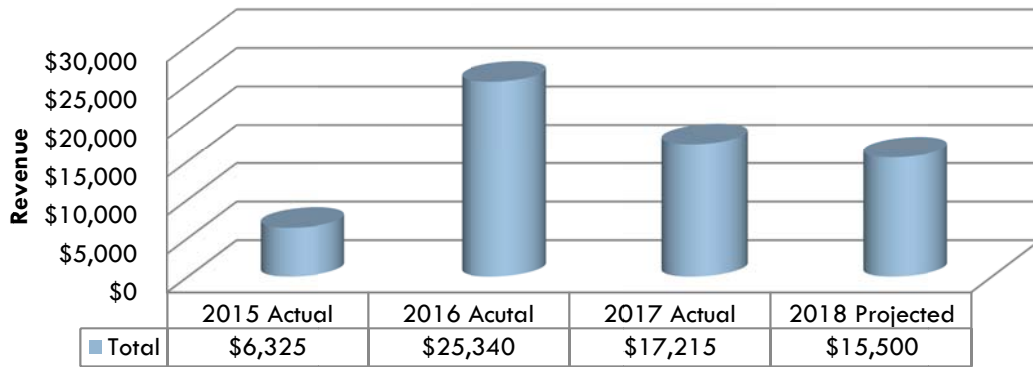


- Staff salaries were increased by 12% over 2017 wages in order to stay competitive with surrounding beach operations. Staff was diligent about watching staff hours on days when the beach was closed for high bacteria, inclement weather, or high surf. The month of June was particularly low for staffing costs due to the large number of beach closures.



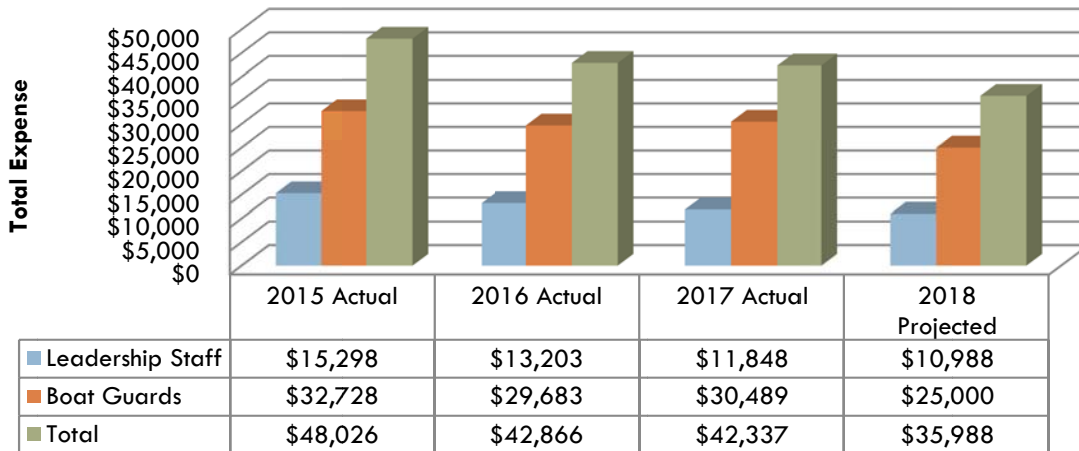
*The loss of sand spaces on both the north and south beach has played a major role in revenue collection. Staff has maximized the number of sand spaces available and will continue to monitor the water levels to determine if we can accept new boaters off of our growing waitlist.

Boat, Kayak, Paddleboard Rental Trends



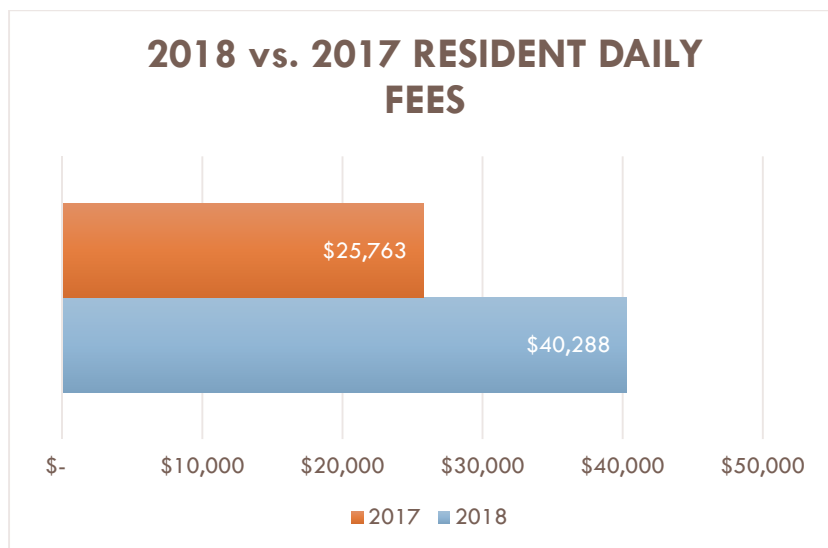
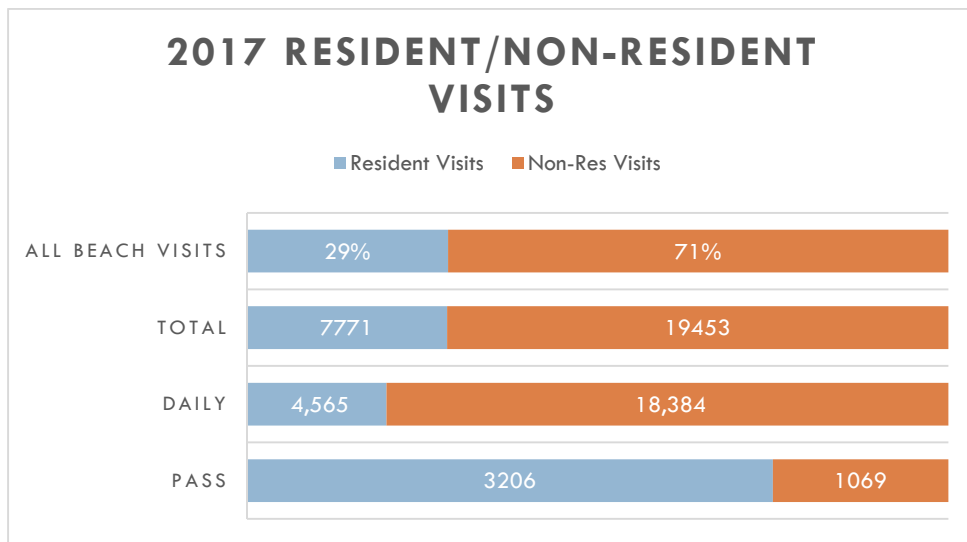
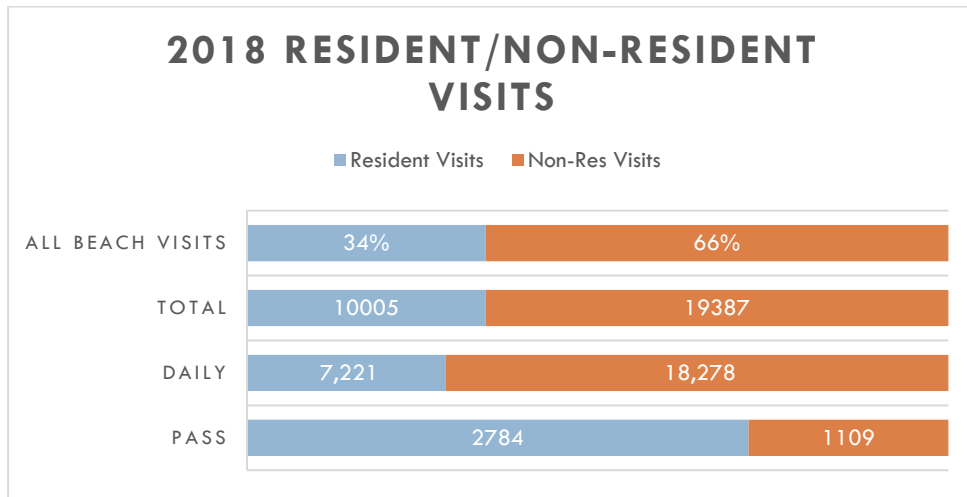
*Rental revenue greatly depends on the conditions of the lake. Staff was very cautious this summer and erred on the side of caution when conditions were forecast to change or wave heights posed as stability issue to kayaks and paddleboards.

Boat House Staff Expense Trend



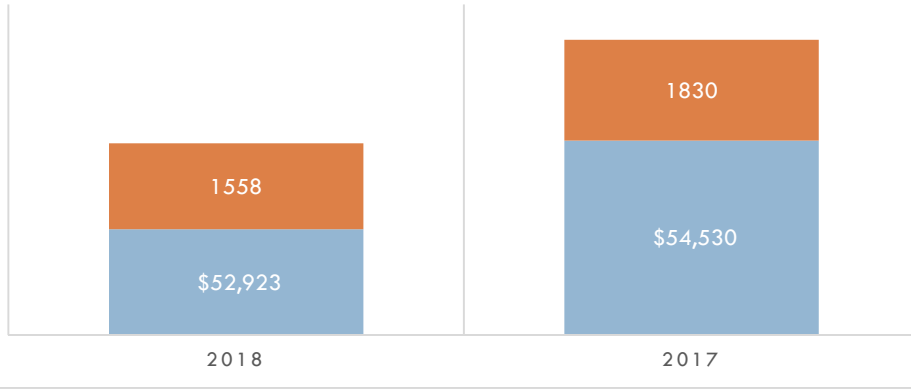
* Staff wages are down in part to the number of closures in the beginning of the season and the lack of availability of staff in the pre and post season. Many of our high school aged staff members are also on the New Trier sailing teams and have regattas over the weekends making them unavailable to work over the weekends.

Appendix B – Attendance Comparisons

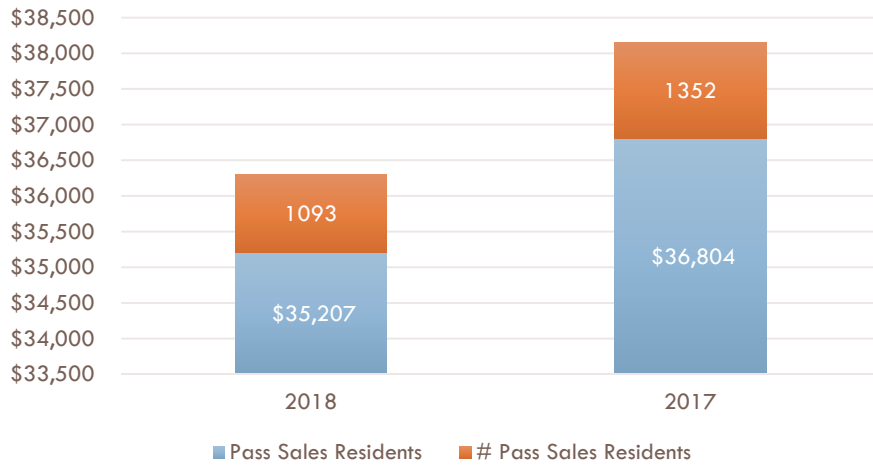


PASS SALES

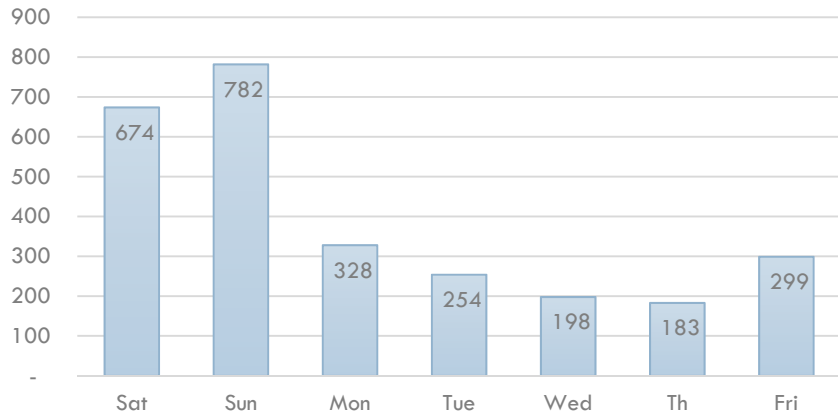
■ Total Pass Sales ■ # Pass Sales



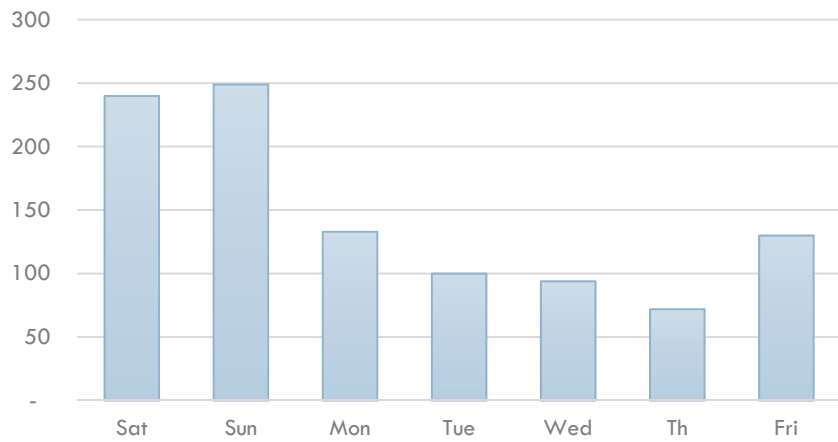
RESIDENT PASS SALES



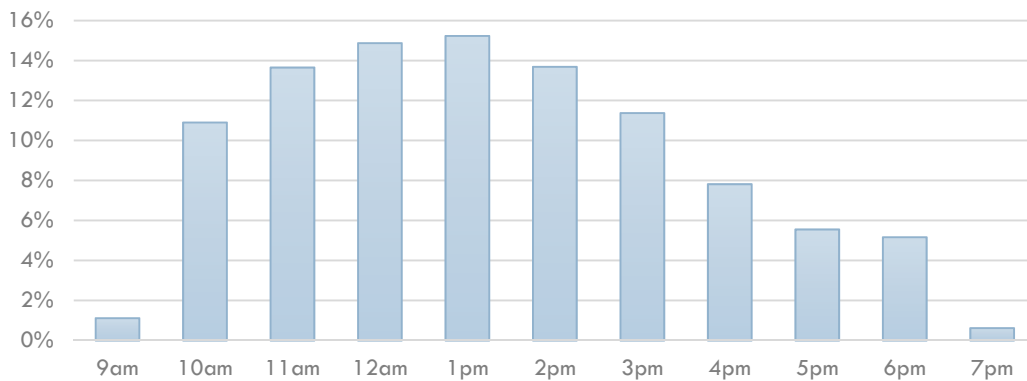
2018 DAY AVERAGE ATTENDANCE



2018 RESIDENT AVERAGE ATTENDANCE



2018 BUSIEST TIMES



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	10:00a–8:00p	Adult \$7/\$14 Child \$5/\$10	\$95/\$132	\$140/\$219
Wilmette	9:00a–8:00p	Adult \$6/\$10 Child \$4.75/\$9.50 Daily Parking \$12/\$15	\$45/\$115 Parking Pass \$25/\$150	\$115/\$273 Parking Pass \$25/\$150
Winnetka	9:00a–7:00p	Adult \$5/\$10 Child \$5/\$10	\$60/\$128	\$95/\$125
Evanston	10:30a–7:30p	Adult \$8/\$8 Child \$6/\$6	\$34/\$58	\$136/\$232

Last Daily Rate Increase:

- 2002: \$1 increase for nonresident only; resident rate remained \$4/\$6
- 2012: \$1 increase for nonresident adult fee only to \$10
- 2017: \$1 increase for residents, \$4 increase for non-residents
- 2018: Group rate increased to \$10 per person for groups of 10 people or more

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

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

Sun Shelter and Trellis Rentals

Town	Sun Shelter (12 person) 3 Hour Rental R/NR	Sun Shelters (24 person) 3 Hour Rental R/NR	Trellis (75-100 person) 5 Hour Rental R/NR
Glencoe	\$20/\$40	\$40/\$80	M-Th \$232/\$348 F-Sun \$370/\$556
Wilmette	Free/\$30	Free/\$60	Not Available
Winnetka	Not Available	Not Available	\$125/\$225
Evanston	Not Available	Not Available	Not Available

Lake Rentals*

Town	Kayak Res/NR	Paddleboard Res/NR	Sailboat Rental Res/NR
Glencoe	*\$25/\$30	* \$25/\$30	*\$40/\$50
Wilmette	*M-F \$40/\$40 Sa-Su \$50/\$50	*M-F \$25/\$25 Sa-Su \$35/\$35	*M-F \$63/\$63 Sa-Su \$83/\$83
Winnetka	Not Available	*M-F Not Available Sa-Su \$25/\$40	Not Available
Evanston (45 min rentals)	*M-F \$25/\$35 Sa-Su \$25/\$35	*M-F \$25/\$35 Sa-Su \$25/\$35	*M-F \$50/\$60 Sa-Su \$50/\$60

*Prices per hour

Boat Storage Spaces

Town	Sand Res/NR	Rack Paddle Res/NR	Winter Sand Res/NR	Winter Rack Res/NR
Glencoe	\$607/\$936	\$365/\$563	\$248/\$310	\$128/\$192
Wilmette	\$673/\$953	\$391/\$653	\$296/\$296	\$206/\$206
Winnetka	\$375/\$500	\$335/\$670	\$100/\$150	\$100/\$150
Evanston	\$370/\$500	\$230/\$290	Not Available	Not Available

Appendix D – Samples of Marketing Materials

put some *play* in your week!
june 8-17

School's out...let's play!

SATURDAY: Coffee with the Boards

Stop by the French Market (675 Village Court) to meet local officials over a cup of coffee. Learn about current projects and initiatives, and give local decision-makers your feedback. The event is drop-in style, so there's no commitment to stay for the whole time and there's no necessary [Latin](#) [more](#)

Twitter @GlencoeParks

THURSDAY: Breakfast Club

Each month, join us at the Tall Center lobby for FREE breakfast and a meet and greet. [More](#)

FRIDAY: Sunfree Yc

Join Deb Whelan and a free community yoga. All levels welcome. All participants must be 18 or older. All participants must be 18 or older. All participants must be 18 or older. [More](#)

MONDAY-FRIDAY: Summer's Beginning Camp

Join us before camp starts for one to five days of our summer camps are available for kids ages 3 through grade 5.

[Preschool Summer Extension Camp](#)
[Grades 3-5 Summer's Beginning Camp](#)

MONDAY-FRIDAY: Game of Drones Camp

Design, create, program, and learn to fly your very own quadcopter (drone with 4 propellers) from scratch! [More](#)

MONDAY-FRIDAY: Sailing & Aquatics Camp

Spend the summer kayaking, Hobie cat sailing, surfing, and stand-up paddleboarding. New camps start each week! Register now for [Aquatics Camp](#) or [Sailing Camp](#).

Next Week...

- June 18: [Beach, Fun, Fun, Camp, Adventure, Crafts, and Action Contest](#)
- June 21: [Beach, Fun, Fun, Camp, Adventure, Crafts, and Action Contest](#)
- June 21: [Beach, Fun, Fun, Camp, Adventure, Crafts, and Action Contest](#)
- June 22: [Beach, Fun, Fun, Camp, Adventure, Crafts, and Action Contest](#)

Cardboard Regatta

Sign up at www.glencoeParkDistrict.com

GLENCOE PARK DISTRICT

It's Cardboard Regatta Day! Who's competing at Glencoe Beach today?
<http://www.glencoeParkDistrict.com/Events/EventDetail.aspx?EventId=7291>

Instagram @glencoeParks

Good morning sunshine #glencoebeach #lakemichigan #madiesplano #linknbio

Bring your friends to the beach

Glencoe Beach Guest Passes Are Now Available!

Want to bring a friend to Glencoe Beach? Season pass holders may purchase one 10-guest pass, which expires at the end of the season.

10-guest pass: \$50/100 R/NR

Guest passes may be purchased at the Tall Center or Glencoe Beach. All guests must be accompanied by the season pass holder. Limit one guest pass per household. Guest passes are only available for purchase by season pass holders.

Learn More

PLEASE NOTE: Glencoe Beach will be closed on July 4 to safely prepare for the fireworks show. You may use your season pass at Winnetka Park District's Elder Land of Maple Street on that day.

Glencoe Beach: 55 Hazel Avenue, Glencoe, IL 60022
www.glencoeParkDistrict.com

Regular Season Hours: Monday-Sunday 10 AM-6 PM
047.835.1115

Facebook: Glencoe Beach

Happy day! (#_borrowedmoments_)

GLENCOE PARK DISTRICT 2018 SPRING/SUMMER GUIDE

Instagram @glencoeParks

Post Caption: Sunset from eyes of iPhone...shot from another iPhone... (#_yogeshsingh_)

GLENCOE BEACH

IDEAL FOR FAMILY OUTINGS, KIDNICKS, OR GROUP TRIPS!
Lifeguards are on duty daily during the regular season. Glencoe Beach features:

- Beach cafe
- First Aid/Ambulance/Sprinkler
- Shaded area with a canopy
- Hand chairs & umbrellas available
- Individual chairs
- San Stations, portable toilets, kayak & surfboard rentals
- Year-round outdoor storage
- Complimentary Beach Cart Service

ADULT SAILING*
9:00 AM - 12:00 PM (June 10-August 4)
New Passes | \$150 (90-115) | \$200 (115-150)
Learn more, membership and skills to start sailing in a week! We'll introduce you to the Lake Michigan sailing community, and take care to ensure you enjoy your first experience. Expect to learn basic knots, sailing maneuvers, safety procedures, wind reading, right-of-way and nautical terms.

PRIVATE SAILING LESSONS* \$100 (75-100) per hour
Private sailing lessons are available in one hour between May 28 through September 3. To schedule, please call (847) 835-8010 three days in advance.

JR. LIFE GUARDING WITH AMERICAN RED CROSS CERTIFIED INSTRUCTORS
6-8 (75-100) | 9-12 (100-125) | \$150 (125-150)
We offer a day-long, 800+ development program in the fundamentals of lifeguarding, including water safety, basic rescue techniques, first aid, CPR, weather and water conditions, and life current identification. Safety is our number one priority. Lifeguard games, physical conditioning, first aid, and rescue for the lake environment will also be part of the day. Participants will gain valuable life confidence in a beach environment. Participants must be able to swim 100 yards unaided with one waterproofing device and lifeline only. A water test must be taken on the first day of the program in Lake Michigan. A Junior Lifeguarding Certificate will be issued at the completion of the program.

AQUATICS CAMP AT GLENCOE BEACH
8:00 AM - 12:00 PM (June 10-August 4)
Enjoy Glencoe Beach and beautiful Lake Michigan! Spend the summer kayaking, Hobie cat sailing, surfing, and stand-up paddleboarding. During rough days, campers will lounge around or play games on the beach, including volleyball, and beachball. All day campers come over to the Tall Center for lunch too. Each session begins with water safety lessons and in-water instruction. All campers will be required to wear life jackets and complete a water check. Camps start weekly, June 11 through August 4. NO CAMP - July 4 through August 5. NO CAMP - July 4.

SAILING CAMP AT GLENCOE BEACH
10:00 AM - 12:00 PM (June 10-August 4)
New and experienced sailors will enjoy fun and safe sailing adventures on Lake Michigan. You'll learn the basics of steering, trimming the sail, and balancing the boat in an exciting, hands-on way. Using U.S. Sailing teaching methods, sailors practice land and water skills, including Sailing Camp, the sail and educational. All campers will be required to wear life jackets and complete a water check. Camps start weekly, June 11 through August 4. NO CAMP - July 4 through August 5. NO CAMP - July 4.

REGISTRATION REQUIRED
REGISTER AT WWW.GLENCOE-PARKDISTRICT.COM

GET FIT AT GLENCOE BEACH

NEW! PADDLEBOARD CORE*
9:00 AM - 10:00 AM (June 10-August 4) | \$100 (100-125) | \$150 (125-150)
We focus on repetitive strokes and core exercises on paddleboard!

NEW! PADDLEBOARD YOGA*
7:00 AM - 8:00 AM (June 10-August 4) | \$100 (100-125) | \$150 (125-150)
Enjoy the early morning waters of Lake Michigan with swimming, get yourself prepared to prepare you for the day!

FREE SUNRISE YOGA WITH BEACH YOGA
Join Deb Whelan for a free community yoga class on the pier. All levels welcome, bring your own mat. Most days weather before participating.

GET FIT AT GLENCOE BEACH

get FIT GO FURTHER - GLENCOE FITNESS

\$99 for 90 DAYS!
SUMMER STUDENT SPECIAL

Looking for somewhere to workout this summer? Glencoe Fitness is now offering a 90-day student membership for \$99!

Members can use our Free app to track workouts, enjoy on-demand content from Netflix and Hulu, or take virtual spin classes with 13 cardio machines, 6 strength machines, free weights, kettle bells, and more. Glencoe Fitness has everything you need to meet your fitness goals! Visit the Tall Center to join or take a look!

BEACH CAMPOUT

REGISTRATION STARTS WEDNESDAY, MARCH 14 10:00 AM PERSON

REGISTRATION 10:00 AM

FRIDAY-SATURDAY, JULY 27-28 6 PM - 9 AM

SPEND AN EVENING CAMPING AT GLENCOE BEACH. ENJOY DINNER, THE MOVIE GO GO, ROAST MARSHMALLOWS AND HAVE BREAKFAST AT DAWN.

REGISTER AT WWW.GLENCOE-PARKDISTRICT.COM