

2016 GLENCOE LAKEFRONT ANNUAL REPORT



10/18/2016

The following document provides a summary and analysis of the 2016 operation of the Glencoe Boating Beach and Swimming 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 boat house. The beach is divided by the Glencoe Public Works Water Plant.

In 2016, a revitalized focus was placed on a number of areas of beach operation including revenue collection, facility cleanliness, patron safety, and customer service. New Beach and Watts Facility Manager, Bobby Collins, as well as new Director of Recreation and Facilities, Mike Lushniak, took a fresh approach at beach operations and were able to work with agency leadership and 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 multitude of upgrades were made to the swimming beach, beach house, and boat house. At the swimming beach, all trash receptacles were replaced with a new side opening door can that aided staff in emptying the trash with less effort, therefore increasing the frequency that cans were emptied without needing additional staff time. Other upgrades of note include construction of a staff break and training area in the back room of the beach house, sand blasting and painting of the pier rails, newly constructed paddle board racks, and cashier carts. Other upgrades and repairs included:

- Replacement of all existing outdoor light fixtures on the beach house, hallway house, and boat house with new LED fixtures
- Installation of cooler water fountains in the boat house and beach house eliminating bottled water for staff consumption
- Installation of new BBQ grills
- Replacement of faucets in women’s locker room
- Repairs to a broken water pipe in the men’s locker room
- Replacement of the beach house water heater
- Minor masonry repairs to the halfway house, stairs, and overlooks
- Tree trimming on the bluff and overlooks
- Painting the interior of the beach house
- Painting the exterior of the boat house
- Painting the boat house floor
- Removal of eight dead ash trees on the boat house bluff
- Repairs to the fountain spray toy system
- Repairs to the portable toilet enclosure fence
- Installation of new signage
- Expanded plantings on the boating and bathing beaches
- Addition of a new park bench to act as a waiting station for the beach cart
- Both volleyball nets were replaced
- Structural repairs to the large beach trellis and replacement of rotted boards in the small trellises
- Installation of wallet lockers in the beach house for boating equipment daily renters

New improvements in operational-maintenance included hiring a dedicated beach custodian, additional use of the beach cleaner as conditions allowed, and the purchase of a vacuum optimized for cleaning sand in the locker rooms.

MARKETING

Traditional Marketing

Staff included beach articles and information in the Spring/Summer Brochure, the summer Glencoe Quarterly issue, and the Summer Sampler, our 4-page mailer to residents. Information on pass sales, special events, and classes was also promoted on Park District TVs, flyers, posters, website, 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, the beach was mentioned in Time Out Chicago, Crain's Chicago Business, Daily North Shore, and Hula Frog. 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. In addition to moving the paddle boards and kayaks to the bathing beach, staff added 12 new signs promoting Trellis rentals, sailing classes, kayak/sailboat/paddle board rentals, and sun shelter rentals. In addition, a significant number of informational signs were replaced. This was done to update pricing and date information, as well as to create a uniform identity in accordance with our branding standards.

Social Media

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 curated throughout the year, with a greater focus on sharing in the months leading up to the official start of the season. On Pinterest, we re-pinned images from engagement/wedding/family photos at Glencoe Beach, as well as beautiful images of sunsets and trips to the lake, reaching an average of 1,181 viewers per month.

In addition to the Glencoe Park District's general Facebook page, Glencoe Beach has its own business page. To date, the page has 1,168 likes (up from 823 in May). 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. On Twitter, we shared people's comments about events and activities on the Beach, earning an average of 6,875 impressions per month during the summer (and 1,200% increase in mentions).

On Facebook and Instagram, we also invested in a lead generation advertisement designed to collect email addresses. The advertisement used a series of 4 images; when clicked on, users got to a form to stay in touch with Glencoe Park District. The paid ad reached 5,944 people, resulting in 212 clicks. We also used promoted posts to promote token sales, special events, job opportunities, rental deals, and general beach promotion.

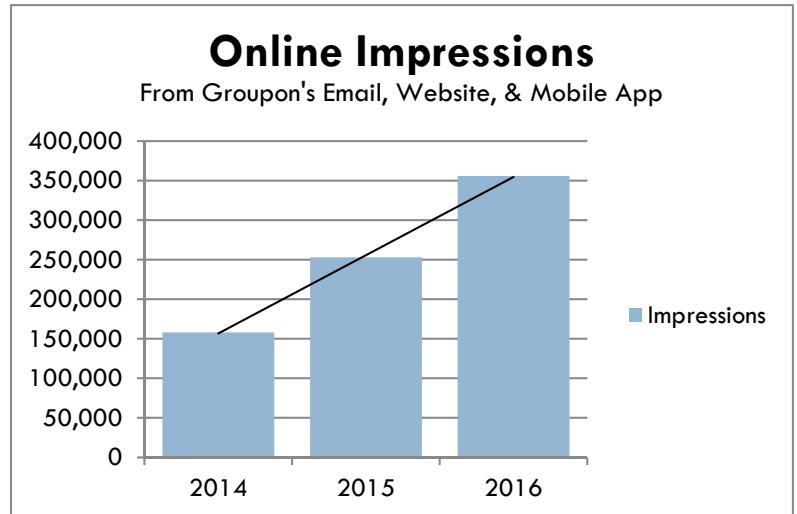
As a direct result of our social media marketing efforts, traffic to our website directed from social media increased 151% compared to last summer.

Online Marketing

Staff sent twelve targeted email blasts to promote early bird pass sales, general beach passes, sailing lessons, beach fitness classes, beach rentals, and special events. Our emails went to approximately 4,300 residents and typically received a 30% open rate.

During the season, the beach landing page on our website receives the highest amount of traffic. Unique page views increased 13.43% this summer, with over 32,994 visitors to the beach's webpage from May-September. We used Google AdWords to drive paid search traffic, specifically targeting popular keywords like "best beaches", "park district", "Chicago public beaches", "lake Michigan beach", etc. The ad was viewed by 37,088 people, resulting in 656 website clicks and 38 phone calls to the beach.

Once again, a Groupon was offered for kayaking/paddle boarding at the beach. This is the third year we offered the deal, and we can start to see some trends. The deal generated \$3,054.40, which is a significant increase from \$1,524.58 we earned in 2015. The deal is intended to generate awareness outside the Glencoe community of our rental offerings, which it successfully did. The number of online impressions increased this year by over 100,000, which includes users seeing the deal on Groupon's email blasts, mobile app, and website.



	Groupons Sold	Redeemed	Revenue	Impressions
2016	184	95 (52%)	\$3,054.40	356,000
2015	105	29 (28%)	\$1,524.58	253,055
2014	79	21 (26%)	\$1,188.73	158,134

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 44 employees were hired in 2016 compared to 55 in 2015. Of that group, 22 of those employees were returning while 20 were new to the Park District. With the difficulty of hiring, a focus was placed on increasing the flexibility of staff. As a result, 23 staff members were cross trained in multiple jobs and were 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. This was a positive resolution considering staffing levels were 20% lower than 2015. There was no tangible increase in labor costs due to the labor shortage.

Staffing Levels by Position

	Total Staff	Operations Manager	Beach/Boat Manager	Lifeguards	Beach Services	Boat Guards	Sailing Instructors
2016	44	1	9	26	15	25	7
2015	55	2	8	14	12	13	6
Net	-11	-1	+1	+12	+3	+12	+1

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. An improvement in communication between the boating and swimming beach was also observed by supervisors on both beaches.

Training

Lifeguard Training

In addition to successfully completing the Red Cross class, the guards underwent 25 hours of preseason training. During the training, guards were required to pass a 550-yard open water swim, performed active and passive victim rescues, respond to various emergency situations including a “Code Adam” and performed deep water line searches.

During on-land training, emergency action plans, bloodborne pathogen training and operating protocols were discussed in detail. Training was led by Bobby Collins and Jack Dittrich, who are Red Cross Lifeguard Instructors.

Beach operations Assistant Manager Jack Dittrich also ran two internal Red Cross classes for new lifeguards, one in May and a second class in July. The July class produced 6 new guards, which was a great addition to the team at a time when the water is busiest and lifeguards are in high demand.

Boat House Training

Boat guards and sailing instructors completed 25 hours of preseason training. The focus of training was powerboat driving, rescue techniques, customer service expectations, policies and operating procedures. Additionally, 10 staff completed a 16 hour US Sailing “Safe Powerboat Handling” and “Safety and Rescue” course, which was run by Bobby Collins. 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.

Five sailing staff obtained or renewed 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 Training

Beach services staff engaged in 12 hours of preseason procedural, policy, safety, and customer service training. A significant focus was placed on improving facility cleanliness, revenue collection, and providing the highest level of customer service to beachgoers.

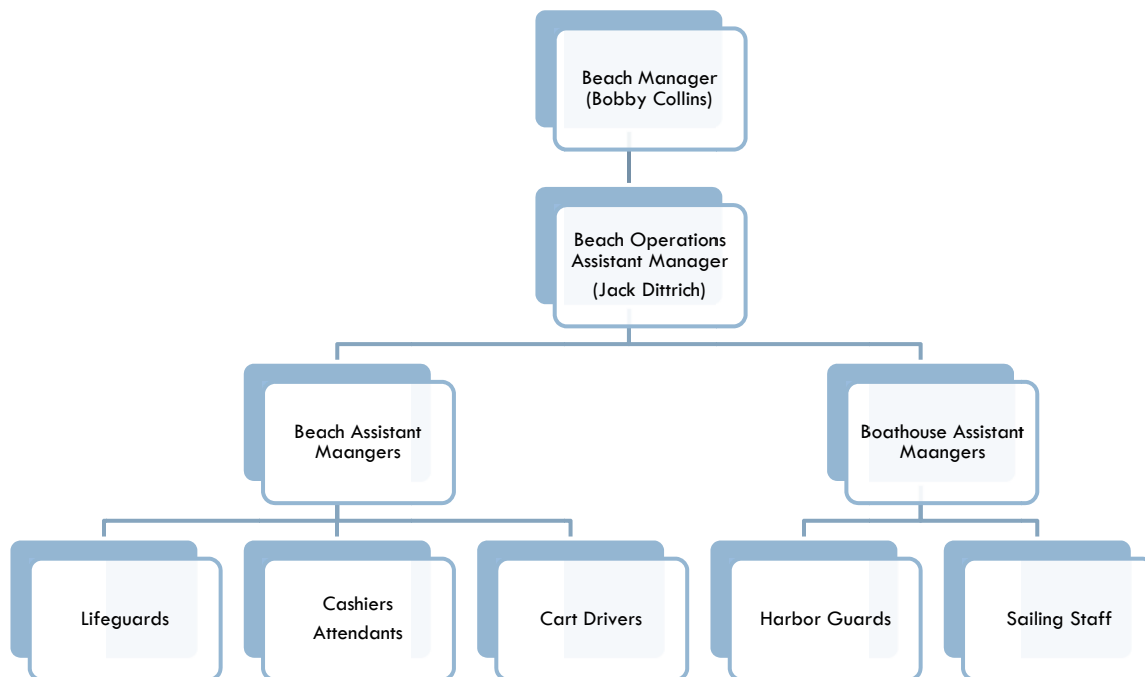
Manager Training

A new manager training was developed this year to improve customer service both internally and externally. Mike Lushniak conducted leadership and customer service training for all beach and boat house managers. The focus of the training was to develop leadership skill in managers and help them troubleshoot common staffing conflicts. 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.

In-Service Training

Weekly lifeguard trainings were conducted to keep guards sharp during the season. Guards were also audited by beach managers on a regular basis with simulated rescue scenarios.

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, Little Red Hen. The swimming beach also features a designated swimming area, a playground in the sand, a large trellis and five sun shelters available to rent, two volleyball nets, a pier, and a boardwalk.

Daily Operations and Usage

Dates and Hours of Operation

Preseason: May 28-30, June 3-5 (10:00am-8:00pm)

Regular Season: June 6-July 31 (10:00am-8:00pm)

Post Season: August 1-21, August 27-28, September 3-5 (10:00am-7:00pm)

*Glencoe Beach is CLOSED July 4

During the preseason, all areas of beach operations were examined. Looking back at the 2015 season and survey results, improving customer service, increasing revenue collection, and cleanliness of the beach and beach house were identified as operational priorities for 2016.

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 added to the beach house. This position increased the level of customer service by reducing the number of 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, cleanliness of the bathrooms, trellis, and sun shelter were identified as areas needing improvement. Beach services and supervisors made a diligent effort to ensure that these areas were attended to on a more regular basis and noticeable improvements were noted by patrons.

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 initiated 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.

New garbage cans were purchased and installed for the beach and sun shelter areas. These garbage cans not only improved the esthetic look of the beach, but also improved the ability of staff to remove garbage when full. Staff no longer lifts the bags over the top of the can, but rather removes the full bag from the side of the can.

Revenue Collection

The geographic positioning of the halfway house and public roadway has proven to be a challenge in maximizing the collection of daily admission to the beach. When big groups gather around the cashiers it potentially leads to patrons gaining entry to the beach without paying or causing patrons not to understand where to purchase admission. To utilize revenue collection, two new cashier carts were built by the parks team. The carts were built with an awning to offer sun protection to staff and the carts were housed in cedar paneling to increase their aesthetic appeal.

Cashier schedules were changed mid-season to increase coverage during busy periods such as weekend afternoons, while reducing staffing during quiet weekday mornings. This increased customer service standards and revenue collection while remaining budget neutral.

Although difficult to quantify, it is believed that due to these changes, there was a considerable increase in daily admissions. Staff immediately noticed an improvement in traffic flow and revenue collection. Additional revenue collection methods and collection of patron usage information using technology, while streamlining the payment process, are being investigated for the 2017 season.

Private Fitness Classes

Private fitness businesses utilizing Glencoe Beach facilities are now required to purchase a season permit at a cost of \$75 and must 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 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 implemented. All camps, both internal and external, were required to check in with the manager on duty for each visit to the beach. This ensures that campers, counselors, and staff are aware of facility rules, swim test procedures, and any potential safety concerns from weather, water, or high risk patrons.

Lifeguards and supervisors were trained in the new swim test wristband coloring system recommended 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 year the width of the swim area was increased by roughly 50%. 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

The swimming beach was closed seven days in 2016. This was due to a combination of high bacteria closures, bad weather, and dangerous surf. This is an improvement over 2015’s nine closures due to high bacteria.

2016 Beach Closure Log

Closures	6/7	6/23	6/24	7/21	8/12	8/21	8/27
Reason	High Surf	High Surf	High Bacteria	Storms	Storms	High Bacteria	Storms

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 water was closed twice in 2016 due to water quality issues. The table below reviews weather and water condition before and during the closure of the water due to high bacteria. 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

	2016	2015	2014	2013	2012	2011	2010
High Bacteria Closures	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. Areas that were addressed before this beach season included the distance that rescue boats could safely assist boaters before the coast guard needed to be called and the size of the swim area, which was able to be expanded, but still meet safety standards of PDRMA and Red Cross.

PDRMA was on-site for a visit on July 28. The PDRMA representative for the Glencoe Park District met with staff 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, and camp procedures. Beach staff had placed a focus on improving swim testing and rule overviews for camps visiting the beach as it had been an area of weakness in the past. It was also noted that boat house operations have been standardized aligning 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, Jeff Ellis and Associates, 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 16. 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 “satisfies industry standards”. Areas of improvement that were noted included ensuring proper sun protection for staff.

Rentals

Trellis 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 At the Beach with Dory.

Typical parties that rent the trellis are birthdays, weddings, family reunions, 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 two attendants for the duration of the rental, who keep the facility and restrooms clean during the party. For an additional fee, 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 2016, the trellis was rented 26 times generating \$9,986 compared to 19 times for \$6,924 in 2015.

Sun Shelter Rentals

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 shelters online for the 2017 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 \$5 per person is available to parties of 10 or more.

Advanced reservations are only available to residents on Memorial and Labor Day. The resident rates are \$15 and \$25 for residents compared to \$30 and \$50 per time slot for non-residents. Peak rental times are generally Saturday and Sunday in July and August. Internal and external camps use the shelter on weekday visits to the beach.

In 2016, sun shelter revenue was \$8,112 compared to \$5,771 in 2015. This can be contributed to the increase in beach visitors due to the exceptional weather.

Equipment Rentals

To further improve the level of customer service and satisfaction, new beach rental equipment including chairs, umbrellas, and volleyballs were purchased. The operational process to rent equipment was examined and redesigned. New 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. Different types of umbrellas and shades/tents will be investigated for the 2017 season. Other beach equipment such as “baggo” and other games will be examined.

Patrons can rent chairs for \$4, umbrellas for \$3, or \$6 for both. Revenue from beach rentals this summer was \$2,617 compared to \$686 in 2015.

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, Lasers, Barnetts, Sunfish, kayaks, and paddleboards. Larger boats are stored on the sand in designated spots, whereas smaller crafts are stored in racks. The Pearlman Boat House consists of a manager's office, restrooms, storage areas, and as a place where boaters can congregate, regattas can be organized, or sailing lessons can be held. The Glencoe Park District rescue fleet is also stored in the boat house. The boating beach and the swimming beach are connected by a lake rental hut. The boat house staff organizes the rentals of sailboats, catamarans, kayaks, and paddleboards. Boat house staff also assist 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 in North Chicago, sand erosion is a continuing problem on the boating and swimming beaches. In addition to sand erosion, Lake Michigan water levels are 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 spot to new boaters. Looking towards 2017 boat storage, the beach is at full capacity. Staff will be identifying ways to increase storage for stand up paddle boards and other vessels as necessary.

Given the need for storage, optimizing boat storage and organizing the existing boats on the beach was identified as an operational priority for the boating beach. The number of abandoned boats and equipment has been falling, but a big push was made in the spring to remove additional abandoned property. The boat house, sail tubes, and storage barns were completely cleared out and cleaned. The number of abandoned boats and kayaks has been reduced to two catamarans and two kayaks. All other boats are fully paid for summer storage. 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.

Similar to the swimming beach, revenue collection was a focus of staff going into the season. Revenue for boat storage is up \$12,000 compared to last year. This can be attributed to the attentiveness of staff regarding boater storage.

Boat Rental Spaces by Boat Type

	Kayaks	SUPS	Lasers/Sunfish/Others	Catamaran	Total
Spots Occupied	49	34	9	66	158
Spots Available	5	0 on SUP rack	5	0	10

Daily Operations

Daily hours for rescue fleet, getting boats for guests, rental hut, boater assistance, surveillance, cooperation with coast guard, assistance limits (distance and weather), regattas

Dates and Hours of Operation

Preseason Hours:

May 7-June 5 • Saturday, Sunday, and Memorial Day 11:00am-6:00pm

Regular Season Hours:

June 6-August 14 • Monday-Thursday 11:30am-7:30pm & Friday-Sunday 10:00am-8:00pm
July 4 10:00am-6:00pm

Post Season Hours:

August 20-October 16 • Saturday, Sunday, and Labor Day 11:00am-6:00pm

Rescue fleet

The Park District maintains three support boats, two inflatable Zodiac motorboats and one Jet Ski. These support boats are used for rental and boater assistance, sailing classes, and other various beach maintenance tasks. All three boats are stored inside the boat house and launched as needed. A winch retrieval system is used to bring them back to the boat house.

The smaller grey Zodiac had its 9.9hp engine replaced during the season due to reliability issues. It was replaced with a new 9.9hp Mercury engine. The old engine was rebuilt and will be kept as a backup motor to ensure maximum uptime for the fleet.

The red Zodiac experienced 100% uptime during the season. No mechanical issues were observed.

The Jet Ski was not used continuously during the season as it does not meet our current needs for programming or boater assistance. Jet skis have a low load capacity and hence are not suitable for assisting sinking or distressed boaters.

Before the 2017 season, a long term capital replacement review will be undertaken to ensure that a safe and effective fleet is maintained. Government purchasing alliances and Government pricing vendors will be contacted to ensure pricing is competitive for future capital purchases.

Boat Valet, Boater Assistance, and Safety

The boat house is staffed with boat guards and a manager. Boat guards maintain the boat house 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.

In 2016, there was exponential growth in kayak and paddleboard rentals at the beach. Additional duties were placed on boat guards as a result. Operating procedures were altered during the season to maintain great service to patrons. The boating beach shoreline has also experienced increased traffic from active boaters and increased rentals. Ways to optimize shoreline space and increase the safety of patrons launching from the beach are being explored.

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 one mile or line of sight. That one mile is signaled by a marker buoy placed one mile east of the boat house. If boater assistance is required for a boater outside of the boundary, boat guards will call the Coastguard to assist the boater. The Coastguard was notified and assisted with two incidents in 2016.

Safety training and the safety of patrons is of the 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. Beach facility manager Bobby Collins is a US Sailing powerboat instructor and sailing instructor trainer. Bobby conducts the majority of the safety training.

Regattas

Glencoe Boat Club co-hosted a three regatta series that constituted the George Cup. The boat house provides staff and equipment necessary to run the regattas, including race officials, racing marks, safety boats and drivers. A fourth regatta called the Golden Lifejacket was added to the schedule after the completion of the George Cup. A long distance format was chosen to entice new boater to participate. The average attendance of each regatta was between 10 and 15 boats. After each regatta, social events were held at the boat house. 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 offset some of the expenses for the boat house. The rental equipment can also be used for camps and recreation programs, such as sailing and stand-up paddleboard yoga.

New operating procedures were developed and staff was retrained for the 2016 season. Due to the distance patrons would have to walk to rent and the lack of visibility, all rental equipment was moved from the north beach to the middle of the swimming beach on the south side of the facility. A rental hut was created as a hub for rentals. New signage was created and the rental hut was painted. Staff was trained on the new rental procedures.

Revenue for 2016 was \$25,210 compared to \$6,325 in 2015. Stand-up paddle boarding was the most popular activity, accounting for 43% of rental revenue with kayaking similar at 37%. Sailboat rentals account for 20% of rental revenue, but sailboats are utilized for adult and youth sailing programs. Peak rental times are Sunday afternoons, with long waitlists experienced on nice weather days. Weekend rentals were 47% of all rentals, with Mondays also being popular rental days with 16%.

The volume of rentals experienced did have an impact on the life expectancy of our rental fleet. To maintain a similar level of rentals going forward, equipment replacement will need to be budgeted going forward. A long term capital replacement review will be undertaken to ensure that a safe and quality fleet is maintained for patrons.

Lake Rental Revenue by Craft

	Kayak	Paddleboard	Hobie	Barnett	Total
Total Revenue	\$9,328	\$10,950	\$4,395	\$795	\$25,210
% of Total Revenue	37%	43%	17%	3%	100%

Lake Rental Revenue by Day

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Total Revenue	\$4,025	\$3,020	\$2,235	\$1,990	\$1,790	\$4,270	\$7,880	\$25,210
% of Total Revenue	16%	12%	9%	8%	7%	17%	31%	100%

Sailing Programming

The majority of adult and youth programs that occurs at the beach are sailing classes. Seven week adult learn to sailing class are offered every year. In 2016, one adult class was run. Feedback from patrons was that their schedules do not suit seven weeks of classes in a row. Class schedules for 2017 will offer more flexible options.

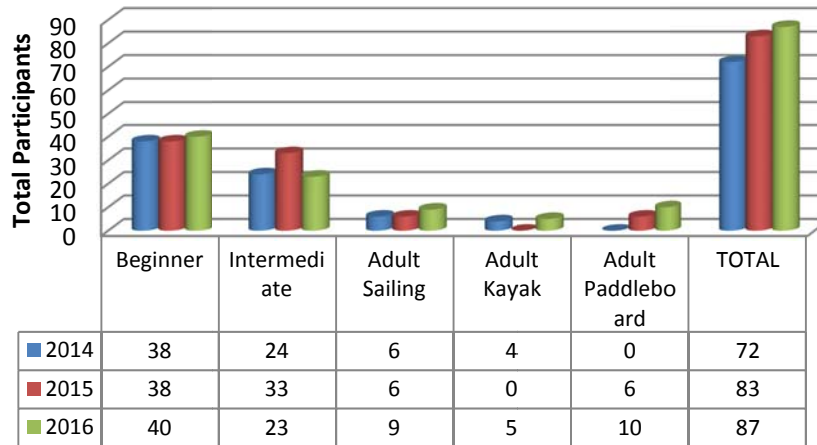
Sailing Camp operates Monday through Thursday from 12:30-3:30pm. Total enrollment for 2016 was 63 participants compared to 71 in 2015. Like the adult classes, the class schedule is not suited to family's availability. Beginner and intermediate classes ran every other week starting in early June until early August. In 2017, a new beginner/intermediate class will be offered to replace both classes. Participants will be divided into two groups based on skill levels. Class lengths will be lengthened from 1 or 2 weeks to mirror the industry standard and match up with other Park District camp schedules. This new offering should capture a wider skill level of campers, while still offering advanced techniques to returning campers.

Sailing Camp Program Revenue

2016-17 Budget	\$14,332
2016-17 Actual	\$17,550

New offerings this summer were paddleboard and kayak fitness classes. These programs grew in popularity from word of mouth and are expected to grow next year. In 2017, new offerings including junior lifeguarding classes and an aquatics camp will be offered.

Beach Program Participation



SPECIAL EVENTS

June 3 – GJHP Beach Bash

Over 140 kids registered for the annual GJHP Beach Bash held at Glencoe Beach on Friday, June 3. 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. Grand Foods grilled burgers, hot dogs, and quesadillas accompanied by chips and cookies. The DeeJay Famos! engaged the group in dancing and rap competitions.

July 4 – Fourth of July Celebration

The Fourth of July event and activities were a big success! The evening festivities at Lakefront Park kicked off with a Food Truck Fest at 6:00pm including 5411 Empanadas and Piko Street Kitchen, followed by the band, Spoken Four, which started 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 boat house could operate on an adjusted schedule for the day.

July 20 – At The Beach With Dory

At The Beach with Dory took place at the Beach and Lakefront Park on Wednesday, July 20. This year 68 children registered for the event which was seven more than last year's Pirates at the Pier event. New this year, we allowed participants to register on-sight. Participants enjoyed a Finding Nemo/Dory themed inflatable bounce house, carnival games, face painting, crafts, digging for buried treasure, and s'mores.

July 22-23 – Beach Campout

The Beach Campout was a lot fun! It was a bit warm and humid that night but the event had great attendance with 46 families registered. The event featured a big bonfire, dinner provided by Red Hen, s'mores, and the movie Zootopia on a large 35' screen. The screen was so large you could see it from the other end of the beach. Families enjoyed breakfast Saturday morning before packing up and heading out.

September 16 – Doggie Dip

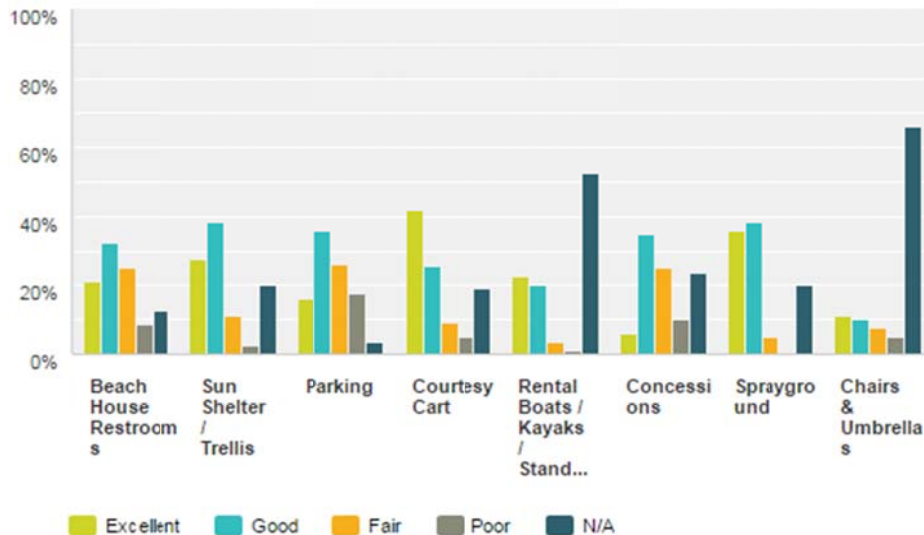
The first Doggie Dip at Glencoe Beach was a huge success! Well over 40 dogs and their owners/families attended the event. Staff had doggie giveaways including tennis balls, bandanas, and Frisbees. Staff also had crafts for the kids, but the big hit was the dogs being able to swim and run along the shore 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, 80 responses were collected. In the survey results from this year, areas of concern that were noted included concessions operation and parking. Scores for facility cleanliness were also low compared to other areas, but improved from last year. When asked about overall experience, 88% of responses marked either excellent or good. Other areas scoring high marks included staff friendliness, attentiveness, responsiveness, swimmer safety, spray ground, and lake rentals. Below are some of the overall survey statistics.

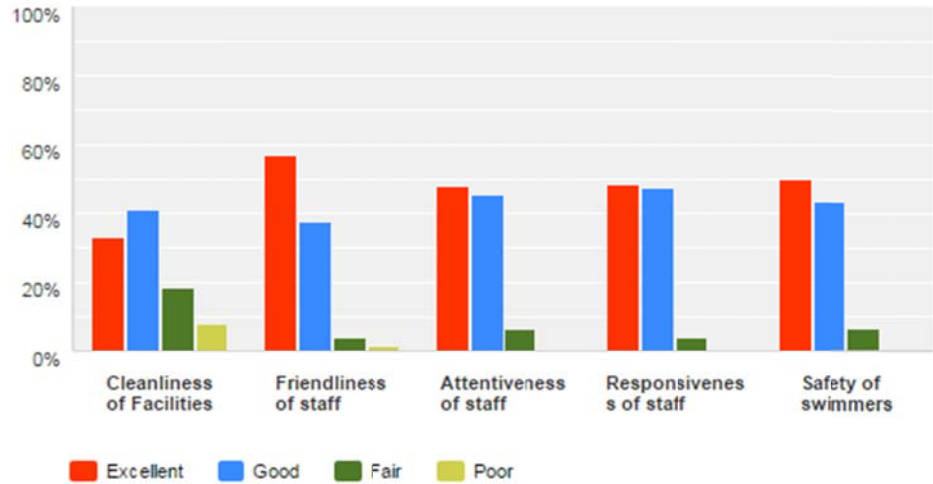
Please rate the following Glencoe Beach amenities. If you did not use a particular amenity, please mark N/A for not applicable.

Answered: 80 Skipped: 0



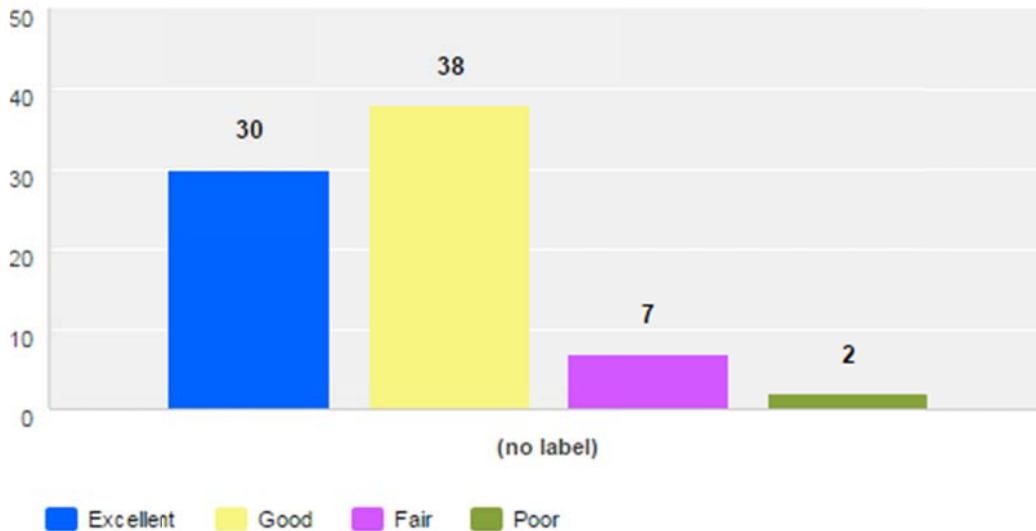
When thinking about the beach staff, including lifeguards, beach attendants, cart drivers, and management, please rate the following attributes:

Answered: 77 Skipped: 3



Please rate your overall satisfaction with the Glencoe Beach during the 2016 season. (Select one)

Answered: 77 Skipped: 3



FINANCIALS AND FUTURE PLANNING

Glencoe Beach had a very strong summer both operationally as well as financially. The summer of 2016 had very good weather for the majority of the season, which allowed for both the swimming beach and boating beach to be heavily used. Both the swimming beach and boating beach exceeded budgetary expectations through increases in revenue from previous years as well as a focus on maintaining similar expenses to past seasons. At the swimming beach, the daily admission revenues saw an increase of over \$60,000 from last season. Revenues from rental equipment such as chairs and umbrellas also saw an increase from \$500 in 2015 to over \$2,500 in 2016. At the boat house, boat storage revenue increased due to a concentrated effort to eliminate abandoned boats and ensure a system was in place to document and organize storage spaces, owners, and vessels stored. Lake rentals also skyrocketed from \$6,800 in 2015 to over \$25,000 in 2016. The reason for this increase was the relocation of these boats from the north beach to the south beach. With these sailboats, kayaks, and paddleboards now being highly visible, more accessible, and heavily marketed, they attracted a much higher number of renters.

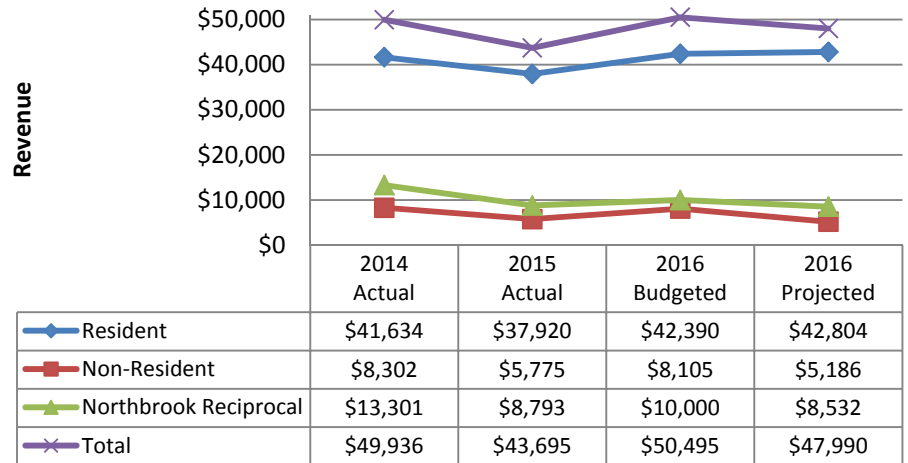
Staff will look to build on the successes of the 2016 season. At the boat house, staff will look to add more paddleboard racks for private storage. Additionally, staff will investigate either adding more small boat rack space or modifying existing racks to create more capacity. Staff will continue to build on powerboat training that takes place at the beginning of the season. This class will be marketed to other boating operations in the area in an effort to create a regional draw. Staff will also investigate the feasibility of upgrading equipment including rental paddleboards, kayaks, and sailboats by adding more vessels to the fleet and replacing those that are nearing the end of their lifecycle.

There are also a number of improvements staff is hoping to make to the swimming beach as well. With the increased success of equipment rentals this year, staff will look to add larger shade tents or cabanas available for rent. Staff will also investigate the possibility of adding technology to daily admissions. A large challenge exists with getting connectivity to the Halfway House, but staff has already begun to look for solutions as well as look for equipment that will be durable and allow customers to pay with credit cards, which would significantly increase convenience for beach guests. A focus will also be placed on continuing to ensure lifeguards exceed standards of training and 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.

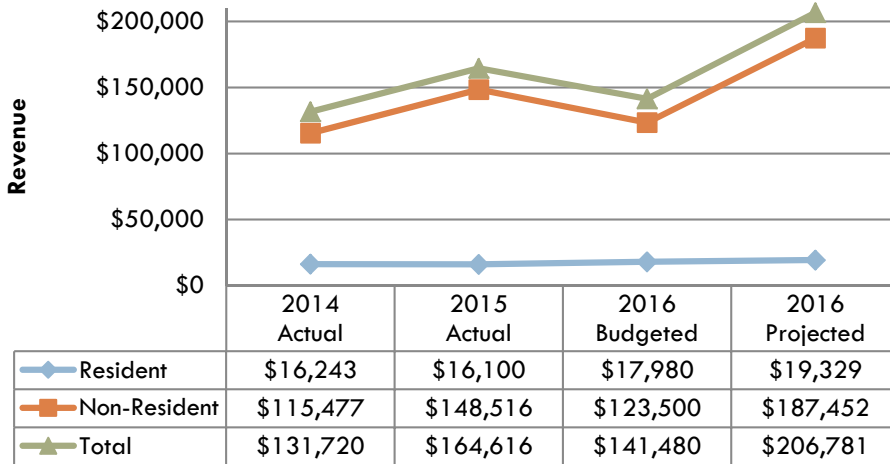
APPENDICIES

Appendix A – Detailed Financial Trends

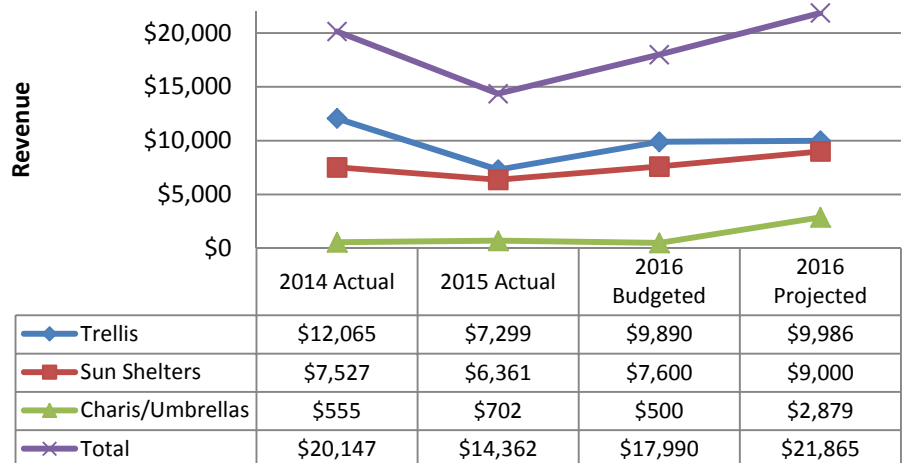
Beach Pass Revenue Trends



Revenue From Daily Fees Trend



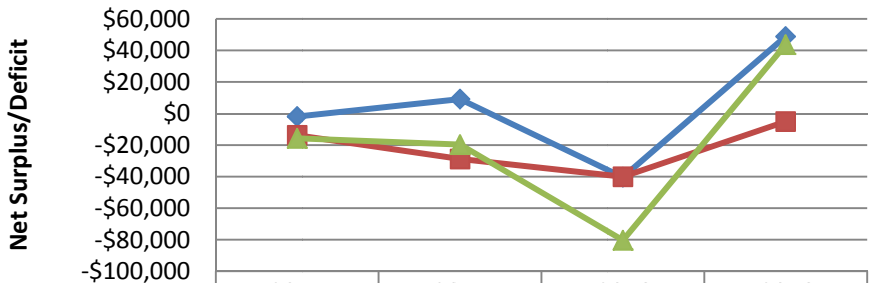
Beach Facility and Equip. Rental Trends



Seasonal Staffing Expense Trends

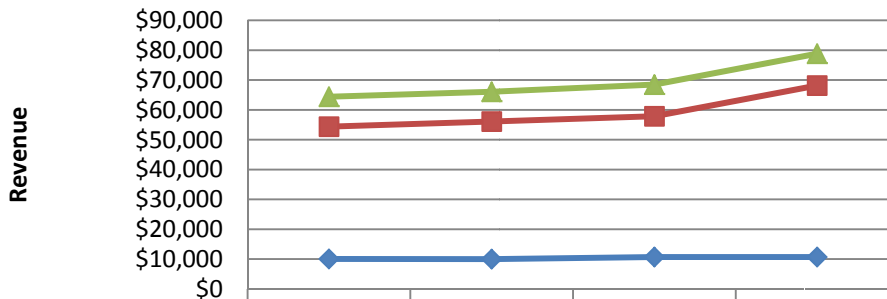


Overall Financial Trends



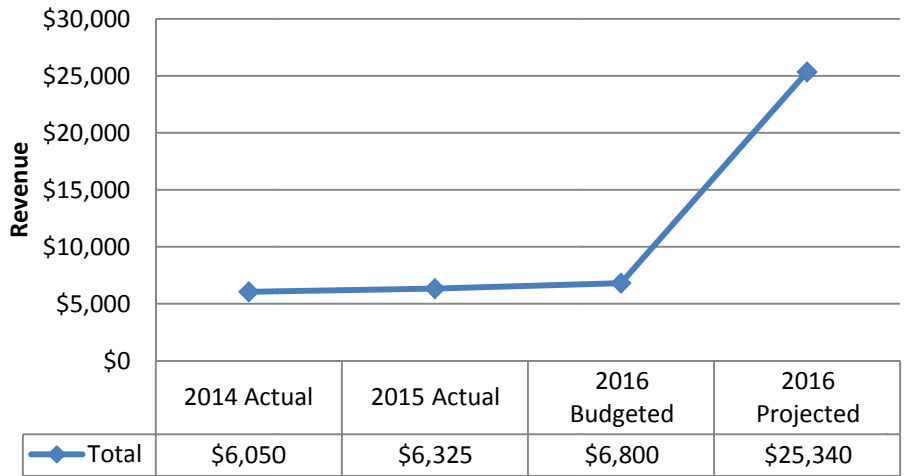
	2014 Actual	2015 Actual	2016 Budgeted	2016 Projected
Swimming (14)	-\$1,905	\$9,097	-\$40,337	\$48,812
Boating (13)	-\$13,801	-\$28,789	-\$40,075	-\$5,111
Total	-\$15,706	-\$19,692	-\$80,412	\$43,701

Boathouse Storage Revenue Trends



	2014 Actual	2015 Actual	2016 Budgeted	2016 Projected
Winter Storage	\$10,025	\$9,965	\$10,660	\$10,660
Summer Storage	\$54,362	\$56,082	\$57,850	\$68,169
Total	\$64,387	\$66,047	\$68,510	\$78,829

Boat, Kayak, Paddleboard Rental Trends



Boathouse Staff Expense Trend



Appendix B – Pricing Comparisons

Standard Daily Admissions and Passes

Town	Hours	Daily Fees Res/NR	Individual Pass Res/NR	Family Pass (4 passes) Res/NR
Glencoe	10:00am–8:00pm	Adult \$6/\$10 Child \$4/\$7	\$102/\$128	\$162/\$203
Wilmette	9:00am–8:00pm	Adult \$4.75/\$9.50 Child \$4.75/\$9.50 Daily Parking \$12/\$15	\$43/\$108 Parking Pass \$17/\$103	\$106/\$254 Parking Pass \$17/\$103
Winnetka	9:00am–7:00pm	Adult \$5/\$10 Child \$5/\$10	\$60/\$128	\$95/\$125
Evanston	10:30am–7:30pm	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

Last Season Pass Increase:

2010: \$5 increase to all pass types

2012: New rate created for seniors (age 65 and older)

Note: Due to Illinois Department of Natural Resources and the OSLAD Grant the District received in 1996, the nonresident 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 Res/NR	Sun Shelters (24 person) 3 Hour Rental Res/NR	Trellis (75-100 person) 5 Hour Rental Res/NR
Glencoe	\$15/\$30	\$25/\$50	M-Th \$218/\$328 F-Su \$350/\$525
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	M-F \$20/\$20 Sa-Su \$25/\$25	M-F \$20/\$20 Sa-Su \$25/\$25	M-F \$40/\$40 Sa-Su \$50/\$50
Wilmette	M-F \$38/\$38 Sa-Su \$48/\$48	M-F \$38/\$38 Sa-Su \$48/\$48	M-F \$59/\$59 Sa-Su \$79/\$79
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 Res/NR	Winter Sand Res/NR	Winter Rack Res/NR
Glencoe	\$572/\$744	\$344/\$458	\$234/\$264	\$120/\$150
Wilmette	\$634/\$898	\$362/\$604	\$269/\$269	\$187/\$187
Winnetka	\$340/\$680	\$300/\$450	\$100/\$150	\$100/\$150
Evanston	\$370/\$500	\$230/\$290	Not Available	Not Available

Appendix C – Samples of Marketing Materials

RENTAL HUT

PAY AT BEACH HOUSE, PICK UP HERE

	WEEKDAY	WEEKEND
Sailboat	\$25/hour	\$40/hour
Hobie	\$35/hour	\$50/hour
Kayak	\$20/hour	\$25/hour
Paddle board	\$20/hour	\$25/hour

DAILY RENTALS

Chair	\$4/day
Umbrella	\$3/day
Chair + Umbrella	\$6/day

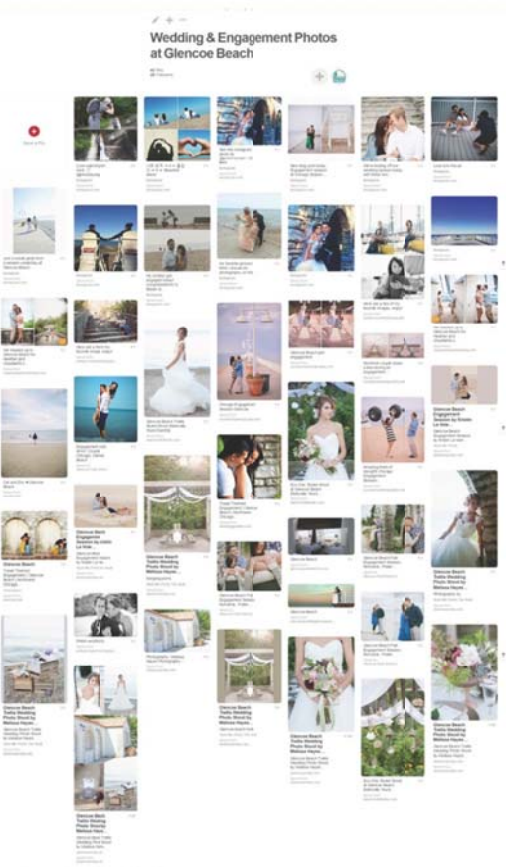
Photo Op: Lifeguard practice on the beach



Reader Beth Peterson snapped this shot of lifeguard training sessions during a practice session June 29 at Glencoe Beach. Photo submitted.

Staff Report
11:22 am CDT July 6, 2016

Beth Peterson snapped this action shot of lifeguard practice on Glencoe Beach, writing in that she "thought it showed the lifeguard's enthusiasm and professionalism, even though it was practice."



Share Like 21 Share Tweet Facebook LinkedIn YouTube Email Link

Spend your summer at Glencoe Beach! Purchase a season pass now to lock in the Early Bird rate!

SPEND YOUR SUMMER AT GLENCOE BEACH

PASSES ON SALE APRIL 1

Right in your own backyard is Lake Michigan's most beautiful spot on the North Shore. Glencoe Beach. With a variety of amenities, Glencoe Beach is ideal for group and family outings, work picnics, or summer camp groups. Spend your summer glashing in the waves, exploring the sprayground, walking along the shoreline, playing volleyball, padding along the lake, or sailing into the sunset. Season passes are now available at the Takif Center (999 Green Bay Road, Glencoe).

Purchase your pass today to lock in early bird rates! Fees increase to the regular rate on May 17.

- **Early Bird Rate (Resident/Non-Resident):** \$61/102 Individual; \$15/20 Additional Family Member; \$41/52 Senior
- **Starting May 17, 2016 (Resident/Non-Resident):** \$102/126 Individual; \$20/25 Additional Family Member; \$52/67 Senior

Lifeguards are on duty daily during beach season (May 28-30, June 1-August 21, August 27-28, September 3-5). [More](#)

Connect with us

GLENCOE PARK DISTRICT

2016 SPRING/SUMMER GUIDE

RESIDENT REGISTRATION STARTS WEDNESDAY, MARCH 9 10:00AM - 12:00PM ONLY

NON-RESIDENT REGISTRATION

Glencoe Beach shared Beth Peterson's post

Rainy day at the Beach. Thanks, Beth!

Beth Peterson at Glencoe Beach

Glencoe Lake

Glencoe Lake

Philly Express

Glencoe Beach

We think Glencoe Beach rocks too, Doug!

554 people reached

Like Comment Share

Teresa Santiago, Pam Starowicz and 4 others

Glencoe Beach

It's a star party! Watch two to three meteors per minute at Glencoe Beach tonight!

Perseid Meteor Shower STAR PARTY

9-11 PM | Friday, August 12, 2016 | Glencoe Beach

Join us for a star party at Glencoe Beach! It's a star party! Watch two to three meteors per minute at Glencoe Beach tonight!

159 people reached

Reveal Post

glencoe parks

glencoe parks Beach passes go on sale April 1

glencoe parks #Summerget #glencoebeach #myglencoe

13 likes

Add a comment

Glencoe Beach

Published by Erin Massman '11 · July 27 ·

Wednesday, July 20 7-9 PM, Glencoe Beach

Special activities at the Beach including the Dory and the beach cleanup will be held at Glencoe Beach. The beach cleanup will be held at the pier at Glencoe Beach for one hour every Wednesday morning. The beach cleanup will be held at the pier at Glencoe Beach for one hour every Wednesday morning. The beach cleanup will be held at the pier at Glencoe Beach for one hour every Wednesday morning.

554 people reached

Like Comment Share

Teresa Santiago, Pam Starowicz and 4 others

AT THE BEACH WITH DORY

Wednesday, July 20 7-9 PM, Glencoe Beach

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Glencoe Park District

plug INTO BEACH YOGA

what's your color? plug

www.GlencoeParkDistrict.com

Glencoe Park District

Plug into the Summer Fun with Plug Into Beach Yoga! Plug into the Summer Fun with Plug Into Beach Yoga! Plug into the Summer Fun with Plug Into Beach Yoga!

13 likes

Add a comment