



Watts Ice Center Report

2012/2013 Report

2013/2014 Recommendations



by David Johnson September, 2013

**2012-2013 Report
2013-2014 Recommendations**

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**2012-2013
Watts Ice Center Report**

INTRODUCTION

This annual report will review the operations of the 2012-13 Watts season. Each of the Watts Ice Center elements is reviewed and includes any changes implemented since the 2011-2012 season. Additionally, any relevant survey results are included that impact that particular service item. The 2013 – 2014 Watts season recommendations will follow at the end of this report.

1. 2012-13 Watts Operations Review

Hours of Operation (November 23, 2012 - March 4, 2013)

Facility Hours

| | |
|-------------------------|---|
| Monday - Friday | 9:30am – *9:30pm (would open earlier for a rental) *Fridays open until 10:00pm) |
| Saturday and Sunday | 8:30 am – 10:00pm |
| Off Season Office Hours | 9:30 am – 4:30 pm Sept. – mid November and March - May |

| | |
|-----------------------------|--|
| Amplified Music/ PA System: | Sunday – Thursday: ceases at 6:00p.m. Friday and Saturday ceases at 8:30p.m. |
| Outdoor Lighting: | Sunday – Thursday: ceases at 9:30p.m. Friday and Saturday ceases at 10:30p.m. |

Public Skate

Friday, November 23, 2012 through Monday, March 4, 2013 (14 weeks)

A. Weekly Schedule - There were resurface breaks taken near the middle of each afternoon public skate session.

| | |
|-----------|------------------|
| Monday | 3:00 - 5:15 p.m. |
| Tuesday | 3:00 - 5:15 p.m. |
| Wednesday | 3:00 - 5:15 p.m. |
| Thursday | 3:00 - 5:15 p.m. |
| Saturday | 1:30 - 4:30 p.m. |
| Sunday | 1:30 - 4:30 p.m. |

NOTE: Most public skating was held on the large rink. Parent child skating was offered Monday through Friday 1:30 p.m. - 3:00 p.m. If adults without children wanted to skate, they are welcome.

1) *Special Holiday Hours & Special Events:*

The rink was closed at 5:00 p.m. on Christmas Eve and New Year's Eve and was closed on Christmas Day and opened on New Year's Day at 11:00 a.m.

Open Skate Holiday Schedule: 12:30-3:30 p.m. December 24, 26-30 and January 1-5.

In 2012-2013 staff recommended introducing Friday Night themed skating sessions (1-2 times per month). Families and neighbors enjoyed the events, including the Teen Night held in March. We continue to seek and implement enhanced Friday night activities.

2) *Fees and Charges (2012-2013):*

| Daily Fees: | <u>2012-2013</u> | <u>2011-2012</u> | <u>2010-2011</u> |
|----------------------------|------------------|------------------|------------------|
| Adults: (18 yrs. & older) | \$7.00 | \$7.00 | \$7.00 |
| Children: (4 yrs. & older) | \$5.00 | \$5.00 | \$5.00 |
| Skate Rental: | \$3.00 | \$3.00 | \$3.00 |

| | Early Bird Through 11/27 | 11/27 - 1/6 Regular | 1/6 on |
|------------------------------------|-----------------------------|------------------------|-----------|
| Individual | \$ 50.00 | \$ 65.00 | \$32.00 |
| 1 st Two Family Members | \$ 75.00 | \$ 90.00 | \$45.00 |
| Each Add'l Family Member | \$ 10.00 | \$ 10.00 | \$ 5.00 |
| Late Addition/Lost Token | \$ 10.00 | \$ 10.00 | \$ 5.00 |

All tokens include a guest pass for five public skate entries or five skate rentals per household.

Note: There has not been a token price increase since 2009-2010

3) 2012-2013 Daily Ice Rink Public Skating Daily Fee Comparison:

| TOWN | HOURS | ADULT | CHILD | SKATE RENTAL | SKATE SHARPENING | MAIN/ STUDIO |
|---------------|--|-------|--------|--------------|------------------|---|
| Glencoe | Mon-Fri 1:30-3p Mon-Thurs. 3-5:15p Sat & Sun 1:30-4:30p | \$7 | \$5 | \$3.00 | \$4.00 | Main: \$220/hour Studio: \$135 |
| Wilmette | Mon-Thurs. 10-11:30a Tues & Thurs 7:30-9:30p Sat & Sun 1-2:30p | \$8 | \$6.75 | \$4.00 | \$7.50 | Main \$360/hour Studio: \$150 |
| Highland Park | Mon-Thurs. 8:30-9:10a & 11a-1p Sat 3:50-5pm Sun 1-2:20pm | \$6 | \$5 | \$3.00 | N/A | Main: \$280/hour |
| Winnetka | Mon-Thurs 10:45a – 2:15p Sat 1:40-2:55 Sun 1:20-2:35 | \$6 | \$5 | \$3.00 | N/A | Main: \$280 |
| Skokie | Tues-Friday 10a-1p Sat 1:20-2:35p 6-7p Sun 2:20-3:45p | \$5 | \$4.50 | \$3.00 | \$5.00 | Main: \$315/hour Studio: \$135 |

Ice Rentals

2012-13 Rates 2011-2012 Rates 2010-2011 Rates

| <u>Main Rink</u> | <u>Main Rink</u> | <u>Main Rink</u> |
|-----------------------------|--------------------|-----------------------------|
| \$220 per hour | \$215 per hour | \$210 per hour |
| \$205 per hour | \$200 per hour | \$200 per hour |
| \$190 per hour | \$185 per hour | \$180 per hour |
| \$190 per hour for Winnetka | \$185 for Winnetka | \$175 per hour for Winnetka |

Permits for alcohol use are available; the cost of liquor liability is \$175. A kitchen facility rental is available upon request for a \$20 fee per hour. An additional fee of \$25 per hour is required for the rental of broomball equipment.

Room and Party Rentals reservations include setup and cleanup time. Any extended rentals, equipment use and rentals remaining past the ending time of the contract or requiring additional clean-up costs incurred by the District will be charged a rate of \$50/hour.

"Scrub" Hockey & Open Shoot Hockey

In the 2012-2013 season, staff introduced new hockey pass types and fees. A Hockey Pass gave access to Youth Open Shoot and Adult Open Hockey times.

Definitions:

Scrub - unsupervised pick-up hockey under game conditions scheduled in advance for specified age groups.

Open Shoot - unsupervised hockey practice (no games allowed) for mixed age groups scheduled during the following times.

| DAY | TIME | AGE | RINK |
|-----------|-----------------------|--------------|--------|
| Monday | 6:45 p.m. – 8 p.m. | 12 and under | Studio |
| | 8 p.m. – 9:15 p.m. | 13 and older | Studio |
| Tuesday | 6:45 p.m. – 7:45 p.m. | 12 and under | Studio |
| | 8 p.m. – 9:15 p.m. | 13 and older | Studio |
| Wednesday | 3 p.m. – 4:15 p.m. | 8 and under | Studio |
| | 7:15 – 8:30 p.m. | 13 and older | Studio |
| Thursday | 6:15 p.m. – 7:30 p.m. | 12 and older | Studio |
| Friday | 3 p.m. – 5:15 p.m. | 18 and under | Studio |

a) Daily "open shoot" hockey was scheduled and posted to fill openings in the skating schedule on the main or studio rink. Daily open shoot was posted by 10 a.m. daily on the phone recording and internet calendar. Staff was able to make some posting of schedules and activities on the GPD website. No additional open shoot times can be added and only the listed times can be used for open hockey.

b) **Adult Scrub Schedule all on the Main Rink**

Sunday 9:15 a.m. - 10:45 a.m.

Fee: \$10 per visit

c) **Adult Open Hockey**

Monday – Friday 11:15 a.m.-1:15 p.m.

Fee: \$6 per visit

Additional Patron Services at Watts Ice Center

a) **Concessions:** In-house concessions and Mark Vend were available. Food items included candy (\$1.00), coffee (\$1.50), chips (\$1.00) and Gatorade (\$2.00). Vending consisted of snacks, pop, juice, sports drink and a new Coffee/Hot Chocolate machine.

b) **Pro Shop:** Skating accessories were available. Prices of items will fluctuate according to changes in wholesale merchandise. Skate Rental: \$3.00, Skate Sharpening: \$5.00, Pucks: \$5.00, Skate Guards: \$6.00 and Hockey Tape: \$3.00.

c) **Skate Sharpening:** (All management staff attended skate sharpening training)

Overnight \$ 4.00

Same Day \$ 5.00

d) **Glencoe School Use**

Local schools providing facilities use to the Park District for recreation program was given the opportunity to use Watts facilities as long as the program is sponsored by the School District and the use is during school hours.

2. 2012-2013 Weather/Closings

| Date | Status | Details (weather/ice conditions) |
|--------|--------|--|
| 24-Nov | Closed | Morning ice was open, afternoon/evening was shut down due to poor ice conditions, warm temps |
| 25-Nov | Closed | Poor ice conditions, high temps |
| 1-Dec | Closed | Heavy rain, ALL programs/classes cancelled |
| 2-Dec | Closed | Heavy Rain ALL day, All programs/rentals rescheduled |
| 3-Dec | Closed | Poor ice conditions, high temps |
| 20-Dec | Closed | Poor ice conditions/Sunny |
| 29-Jan | Closed | All ice activities cancelled due to continuous snow fall |
| 4-Feb | Closed | Rain/ALL Cancelled/Rescheduled all Renters |
| 26-Feb | Closed | Warm & Sunny / Poor Ice conditions |

3. Watts Skating School

2011 – 2013 Skate/Hockey Class Registration Revenue/Expense

| Program Name | 2012-13 Revenue | # Enrolled | 2011-12 Revenue | # Enrolled |
|-----------------------|------------------------|---------------|------------------------|---------------|
| Learn to Skate | \$12,896 | 29 | 12,673 | 27 |
| Hockey Lessons | 3,764 | 16 | 1,867 | 11 |
| Kinderblades | 3,910 | 19 | 3,093 | 17 |
| Watts Classic | 6,941 | 76 | 9,010 | 92 |
| Women's Hockey | 1,815 | 14 | 965 | 6 |
| Hockey Punch Card | 3,565* | | 0 | |
| Total Revenue: | \$34,654 | 172 | \$29,590 | 173 |
| Expense | 2012-13 Expense | | 2011-12 Expense | |
| Learn to Skate | 3,507 | | 8,011 | |
| Hockey Lessons | 1,774 | | 1,283 | |
| Kinderblades | 1,248 | | 861 | |
| Hockey Tourney | 1,855 | | 1,170 | |
| Women's Hockey | 180 | | 0 | |
| ISI Mini Session | 240 | | 0 | |
| Total Expense | \$8,804 | | \$11,325 | |
| Net Gain | \$25,850 | | \$18,265 | |

4. Annual Watts Ice Center Financial Review*see explanation of following page

***Revenue & Expense Explanations:**

Daily Admission Revenue: The loss was due to the change of pass type sold. Watts sold a hockey punch passes instead of letting Hockey users show the Public Skate tokens. You can see the new revenue in the Hockey Punch Card line. The revenue collected was \$3,565 for hockey passes and

| Watts Operations | | | | | | |
|-------------------------------------|-------------------------|-------------------------|------------------------------------|------------------------------------|--------------------------|-----------------------------|
| REVENUES | FY 2010-2011 | FY 2011-2012 | FY 2012-2013 Actual | FY 2012-2013 Budget | % Collected/Spent | Budgeted 2013-14 |
| Drop In Open Shoot | 0 | 0 | 2,645 | 0 | - | 1,200 |
| Adult Open Hockey | 0 | 0 | 734 | 0 | - | 720 |
| Admission Daily Fees | 12,387 | 23,635 * | 12,911 * | 19,500 | 66% | 12,000 |
| Admission Res Family | 13,592 | 11,343 | 8,928 | 15,000 | 59% | 9,000 |
| Admission NR Family | 3,985 | 4,480 | 2,300 | 6,000 | 38% | 4,000 |
| Admission Res Individual | 690 | 1,122 | 290 | 1,000 | 29% | 500 |
| Admission NR Individual | 465 | 741 | 115 | 500 | 23% | 500 |
| Room Rentals | 15,569 | 12,608* | 8,045* | 15,000 | 54% | 10,000 |
| Rental Party Ice | 22,477 | 14,347* | 10,853* | 16,000 | 68% | 16,000 |
| Offseason Use | 0 | 0 | 3,750 | 0 | - | 3,500 |
| Rental Winnetka | 36,455 | 36,898 | 38,605* | 35,000 | 110% | 35,000 |
| Rental Misc. Hockey | 30,667 | 46,007* | 36,671* | 38,000 | 97% | 42,000 |
| Rental Skates | 5,508 | 7,333 | 6,723 | 6,000 | 112% | 6,000 |
| Concession | 499 | 500 | 280 | 500 | 56% | 1,000 |
| Vending | 396 | 870 | 1,159 | 500 | 231% | 1,000 |
| Merchandise Sales | 0 | 296 | 148 | 500 | 29% | 250 |
| Skate Sharpening | 0 | 361 | 200 | 550 | 36% | 550 |
| Miscellaneous | 0 | 1,073 | 0 | 0 | - | 1,000 |
| Total Revenue | 149,342 | 163,326 | 135,985 | 158,600 | 86% | 145,470 |
| EXPENDITURES | | | | | | |
| Wages (FT and PT) | 93,338 | 104,576 | 110,160 | 110,145 | 100% | 140,552 |
| Utilities | 55,901 | 50,378* | 44,949* | 54,850 | 82% | 54,500 |
| Contractual Services | 17,201 | 21,201* | 39,916* | 23,150 | 172% | 25,650 |
| Supplies | 11,927 | 14,313 | 14,430 | 16,800 | 86% | 18,800 |
| Capital | 2,565 | 4,285 | 7,880 | 10,500 | 75% | 12,500 |
| Misc. | 12,970 | 12,632* | 3,642* | 1,000 | 364% | 1,000 |
| G&A Transfer | 31,221 | 34,962 | 37,645 | 39,580 | 95% | 39,785 |
| Total Expenses | 225,473 | 242,723 | 258,722 | 256,825 | 100% | 292,537 |
| Total Revenues | 149,342 | 163,326 | 135,985 | 158,600 | 86% | 145,470 |
| Total Expenditures | -225,473 | -242,723 | -258,722 | 256,825 | 100% | -293,287 |
| Total (Deficit)/ Surplus | -76,131 | -79,397* | -122,737* | -98,225 | | -147,817* |

\$11,633 for skating tokens.

Room Rentals: The loss was due primarily to the warm weather at the beginning of the season and end of the season. Additionally, there may be an impact from the yearly change of venue by parents.

Rental Party Ice: The loss was due primarily to the warm weather at the beginning of the season and end of the season. Additionally, there may be an impact from the yearly change of venue by parents.

Rental Misc. Hockey: Due to the warm weather in the beginning of the season and end of the season, two adult hockey tournaments didn't use their time slots from previous years.

Utilities: Compressor and ice making machines were working all day in most cases because of high pre and post season temperatures.

Contractual Services: Companies such as RMC had 3+ service calls to examine and fix compressors due to high temperatures and constant running.

Misc. Expense: Cost associated towards repair of the fire panel at Watts.

Capital: Unbudgeted expense of purchasing rink dividers and new hockey goals due to safety concerns.

2013-2014 Net Budget Total: The increase to a net budgeted deficit of (\$147K) is attributed increase in salaries / wages and contractual costs for compressor maintenance along with Zamboni repair.

2012 Capital Improvement List:

- 2 outdoor hockey goals/nets (\$2,500)*
 - Skate Rental shelving unit (\$5,000)
 - Rink Dividers (\$3,000)*
 - Annual Skate Replacement (\$2,000)*
 - Annual Off-Season Chiller Worker (\$4,000)*
 - Annual Walkway/Mat/Counters/Sinks/Faucets (\$2,000)*
 - Zamboni Contingency (\$2,000)*
- * = indicates it was completed

5. Recommendations for Watts Ice Center 2013-14

A. **Ice Schedule:** The Watts Ice Center will open Friday, November 29, 2013 through Monday, March 3, 2014.

| | |
|-----------|---------------|
| Monday | 9am-9:30pm |
| Tuesday | 9am-9:30pm |
| Wednesday | 9am-9:30pm |
| Thursday | 9am-9:30pm |
| Friday | 9am-10pm |
| Saturday | 9am-10pm |
| Sunday | 8:30am-9:30pm |

B. **Public Skating/Token:** All Public Skating and Youth Open Shoot times will not change this year. Hockey punch passes were new last year and the hope is that patrons will have a better understanding of the difference between the hockey pass and the skating pass.

The Open Skate pass price structure will change due to the new RecTrac system. This will also require the pass holder to show the pass for verification. *Open skate passes will increase by \$5 per type compared to last year, between a 5-10% increase.* Pricing will be as follows:

| Purchased Before Dec 2 | Purchased After Dec 2 | Purchased After January 5 |
|-------------------------------|------------------------------|----------------------------------|
| Individual: \$55 | Individual: \$70 | Individual: \$35 |
| *Family of 2: \$80 | *Family of 2: \$95 | *Family of 2: \$47 |
| *Each Additional: \$15 | *Each Additional: \$15 | *Each Additional: \$15 |

*Must reside in same household – proof required

- C. **Deposits for Permanent Renters:** The expectation this year is that permanent renters will pay half of their rental fees before November 29, 2013. Also, the Park District will expect to have a credit card on file so any remaining unpaid balance will be charged to the card on file on or about February 28, 2014. Winnetka Hockey will pay 50% by January 3, 2014 and the remaining balance will be paid near the end of the season within reason
- D. **Special Events:** Special events times and dates will occur during same time frame. Events will include skate a thon, winter carnival, skating exhibition, family nights and teen nights. Blackhawks night date and time will change to later in the season. The event will include a large movie screen to showcase a live Blackhawks hockey game.
- E. **Watts Classic:** The Watts Classic will look to creative marketing strategies to increase participation. There will be a greater emphasis on promoting the event by sending out flyers to local hockey groups and area hockey rinks. The dates of the tournament will be December 27-29 and January 3-5.
- F. **Holiday Break Schedule:**
 Holiday public skate will be December 23-27 and December 30-January 3 from 12:30 p.m. to 3:30 p.m.. Christmas Day the Watts Ice Center will be closed.
- G. **Private Lessons:**
 Private lessons will not be run by the Park District and the responsibility of scheduling/ coordinating will be dependent upon the skating instructor. The skating instructor will be considered an independent contractor not as an employee when teaching a private lesson. It will require that a \$5 per lesson fee be paid by the instructor before they can go on the ice. A general acknowledgement of the relationship between skating instructor and Park District will outline the requirements for private lessons. The management staff will be maintaining a close oversight on scheduling these lessons as not to affect the local group use and popular times for hockey games, classes and open skate.
- H. **Ice maintenance:** The daily maintenance schedule for both ice rinks with emphasis on using the ice edger and quality standards in Zamboni operation. Zamboni/ice resurfacing training will be required for all Watts supervisory staff.
- I. **Open Hockey Fees:**
 All public skating and youth open shoot times will not change this year. Hockey punch passes were new last year and the hope is that patrons will have a better understanding of the difference between the hockey pass and the skating pass. Hockey pass will give access to youth open shoot and adult open hockey times. Adult open scrub players will not be allowed to use hockey punch passes this year. Hockey pass rates will increase by \$5 for 10 and 20 punch pass. Youth open shoot be reduced a Monday evening slot from 7:30-8:30 p.m. but will add 2 hours of ice time on Saturday from 1-3 p.m. in the studio rink.

| DAY | TIME | GROUP | AGE | RINK |
|-----------|-----------------------|-------------------|--------------|--------|
| Monday | 8:30 p.m. – 9:30 p.m. | Youth Open Hockey | 13 and older | Studio |
| Tuesday | 6:45 p.m. – 7:45 p.m. | Youth Open Hockey | 12 and under | Studio |
| | 8 p.m. – 9:15 p.m. | Youth Open Hockey | 13 and older | Studio |
| Wednesday | 3 p.m. – 4:15 p.m. | Youth Open Hockey | 8 and under | Studio |
| | 7:15 – 8:30 p.m. | Youth Open Hockey | 13 and older | Studio |
| Thursday | 6:15 p.m. – 7:30 p.m. | Youth Open Hockey | 12 and older | Studio |
| Friday | 3 p.m. – 5:15 p.m. | Youth Open Hockey | 18 and under | Main |
| Saturday | 1 p.m. – 2 p.m. | Youth Open Hockey | 12 and under | Studio |
| | 2 p.m. – 3 p.m. | Youth Open Hockey | 13 and older | Studio |
| Sunday | 8:45 – 9:45 a.m. | Adult Scrub | 30 and over | Main |
| | 9:45 – 10:45 a.m. | Adult Scrub | 18 and over | Main |
| | 9:15 – 11:15 a.m. | Youth Open Hockey | 17 and under | Studio |

J. **Office Hours:** To remain unchanged from last year.

K. **Concessions:**

The concession stand will continue to operate by GPD during special event times. Staff is recommending that the concession stand expand hours to Saturdays during public skating times (12:00 -4:00 p.m.).

L. **Skating & Hockey Classes:**

Skating & Hockey Programs- Youth skating classes will be held from December 3 through February 22 for the following classes: kinder blades, skate practice play, beginning rock n tots, and Saturday morning ISI classes. Staff is recommending a \$5 increase for all classes.

All dates and times will remain the same. The Adult Skating class will be cancelled and replaced by Adult Beginner Hockey. Parent & Me hockey will be cancelled and the time slot will be used during the Adult Beginner time slot. Adult Beginner Hockey will be on Sundays from 4-5 p.m. The Advanced Development Class for hockey will change its time on Wednesday's to Monday's from 7:30-8:30 p.m.

The adult skating time (11:30 a.m. -12:30 p.m.) on Saturdays will be changed to offer an additional Toddler and Basic ISI class due to popularity from previous years. The ISI winter break skating Pre Alpha will be cancelled and there will be only one session per level.

Toddler: January 2-4 from 12-1 p.m.

Basic: January 2-4 from 1-2 p.m.

ISI mini sessions have been a success since the beginning in 2011. The classes will begin January 21 to February 28 and keep the same format with times.

New Program:

Adult Hockey Class – introduced on Sunday afternoons for beginner adult hockey players.

M. **Special Events**

Skate-A-Thon (November) – Event will benefit the Lurie’s Children’s Memorial Foundation.

Chicago Blackhawks Night (December) - Rink Partner event benefiting the Chicago Blackhawks charity.

Winter Carnival (January) – Expanded to included events and activities. New activities will include several new games.

Skating Exhibition (February) – Will be an informal 15-20 minute program demonstrating basic skills by the beginner Saturday skating classes.

Watts Classic (Winter Break) – Area junior hockey players competing at our in house hockey tournament. Some changes to expenses and staffing to occur.

Teen Night (December & February) – Youth ages 12-17 are invited to skate on the main/studio. Activities include broomball, skating and DJ.

N. **Proposed 2013-2014 Rental Rates**

Rental Rates - Rates would increase by \$5/hour for Residents/Non Residents & Winnetka Hockey. This a \$5.00 increase per hour.

Main Rink:

Residents

\$225 per hour

\$210 per hour for weekly renters

\$195 per hour for renters 25+ hours

\$195 for the Winnetka Hockey Club

Non Residents

\$240 per hour

\$225 per hour

\$210 per hour

Studio Rink: \$140/hour resident \$155/hour non-resident for rentals – increase by \$5 an hour.

O. **Fiscal Year Staff and Capital Budget Recommendations**

a. **Watts Staff Review:**

New this season is a Skating Director will be hired to coordinate and teach all youth skating classes.

b. 2013 Potential Capital Improvement Wish List:

- Annual Glass Replacement (\$3,000)
- Annual Paint/ Off Season Lines (\$3,000)
- Annual Off Season Chiller Work (\$4,000)
- Annual Skate Replacement (\$1,500)
- Annual Outdoor Rubber Walkway Mat (\$1,000)

Winnetka Hockey Usage

It's important to note that the Winnetka Hockey Association pulled 3 hours of studio rink time per week for the 2013-14 season (36 hours total). The reason for this is that Winnetka Ice Arena built an outdoor rink that will run during the same operating time as the Watts Ice Rink. In the future, the Watts Ice Center will need to find renters or other programming options to fill these hours that Winnetka Hockey is dropping for this season. The loss of hours by Winnetka Hockey could become an expanding threat. The hours lost are on Tuesdays 5:30-6:30 p.m. and Saturdays 12:45-3 p.m. weekly in the studio rink. This year, the hours lost on Saturday will be filled by open hockey from 1-3 p.m.. There will be an effort to market to area leagues such as Wilmette Hockey, Glenview Stars, Northwestern Hockey, New Trier and Loyola Hockey Clubs to fill any additional hours that our lost.

Conclusion

Overall, the Watts Ice Center is a facility that provides a truly unique ice skating service to the village of Glencoe, our residents and the neighboring north shore communities. Staff continues to focus on high-end customer service, safety and implementing new programs and services. As management begins to implement new computerized systems and more structured services aimed and meeting our customers' needs, Watts will still maintain a local/neighborhood touch.

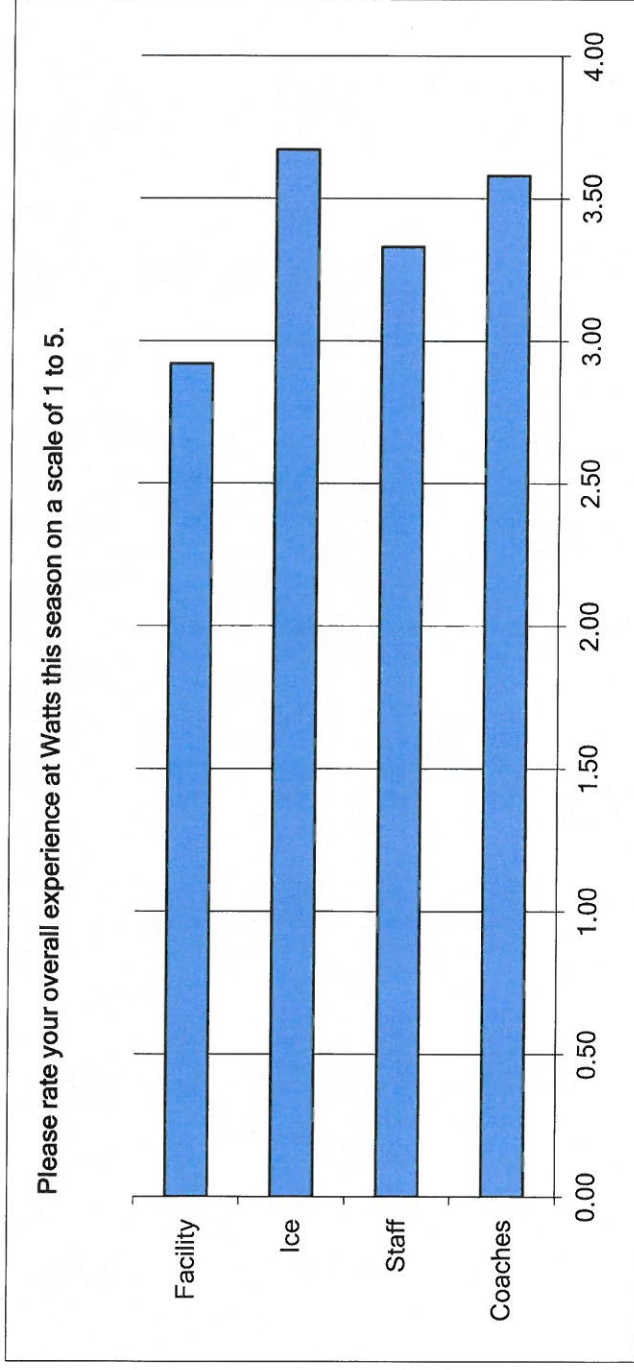
2012-13 Watts Ice Center Survey Results

The Watts survey was conducted in gauge the satisfaction in the following areas - marketing, staff and overall satisfaction of the facility. Please see Appendix 1 for survey details.

Watts Skating Programs 2012-2013

Please rate your overall experience at Watts this season on a scale of 1 to 5.

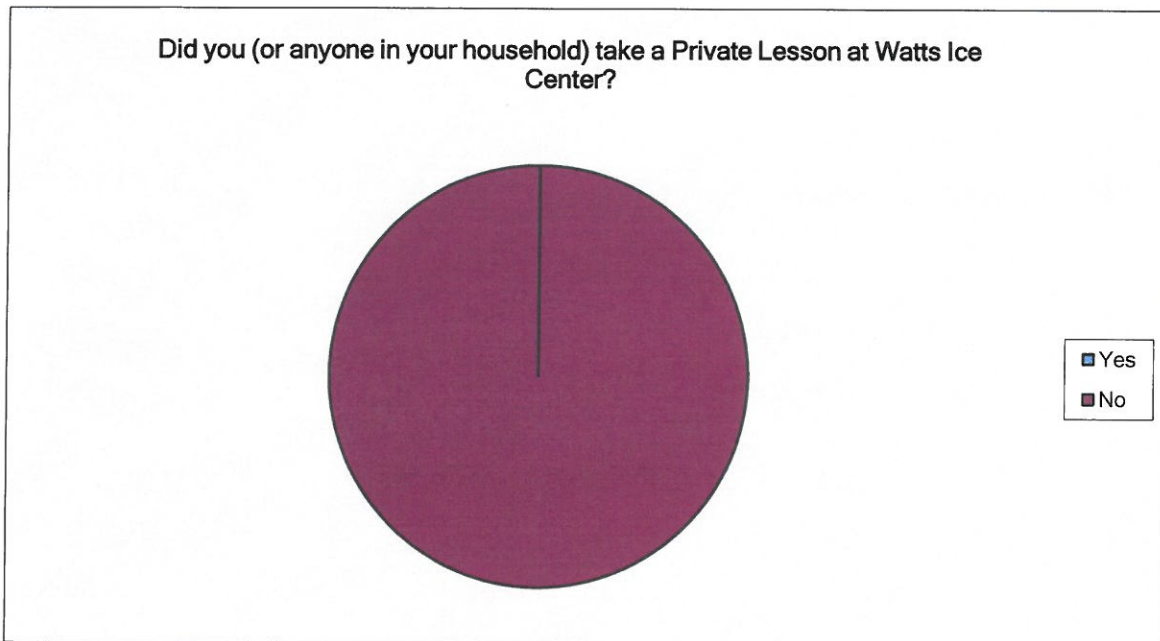
| Answer Options | 1 | 2 | 3 | 4 | 5 | Rating Average | Response Count |
|----------------|---|---|---|---|---|--------------------------|----------------|
| Coaches | 2 | 3 | 0 | 0 | 7 | 3.58 | 12 |
| Staff | 1 | 1 | 5 | 3 | 2 | 3.33 | 12 |
| Ice | 0 | 2 | 3 | 4 | 3 | 3.67 | 12 |
| Facility | 2 | 2 | 4 | 5 | 0 | 2.92 | 13 |
| | | | | | | <i>answered question</i> | 23 |
| | | | | | | <i>skipped question</i> | 0 |



Watts Skating Programs 2012-2013

Did you (or anyone in your household) take a Private Lesson at Watts Ice Center?

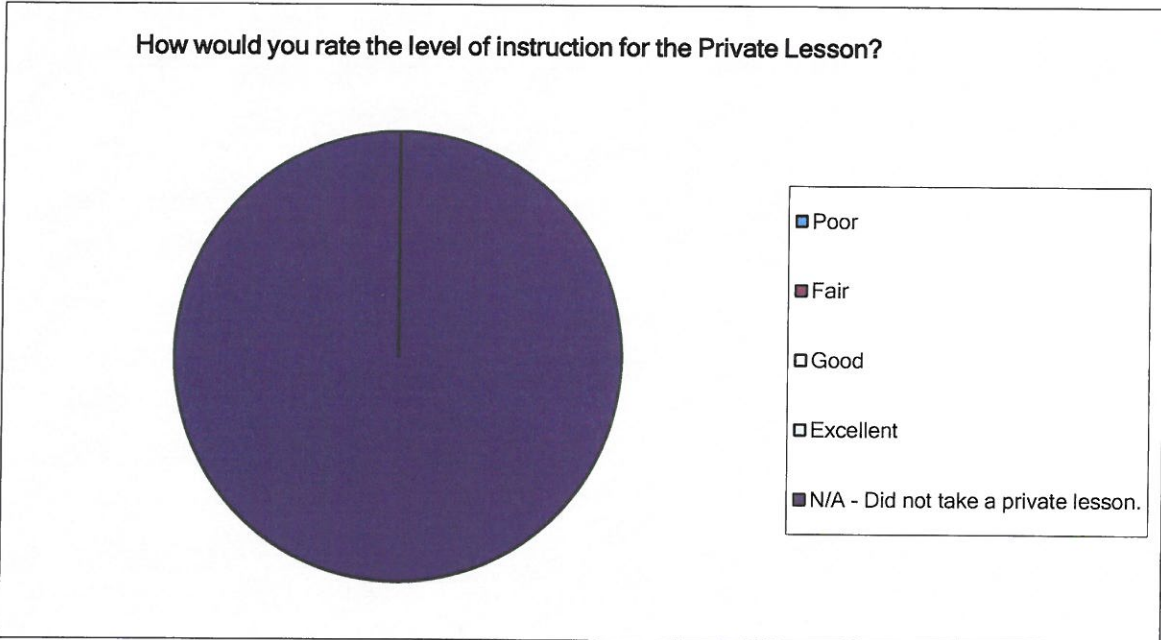
| Answer Options | Response Percent | Response Count |
|----------------|--------------------------|----------------|
| Yes | 0.0% | 0 |
| No | 100.0% | 10 |
| | <i>answered question</i> | 10 |
| | <i>skipped question</i> | 13 |



Watts Skating Programs 2012-2013

How would you rate the level of instruction for the Private Lesson?

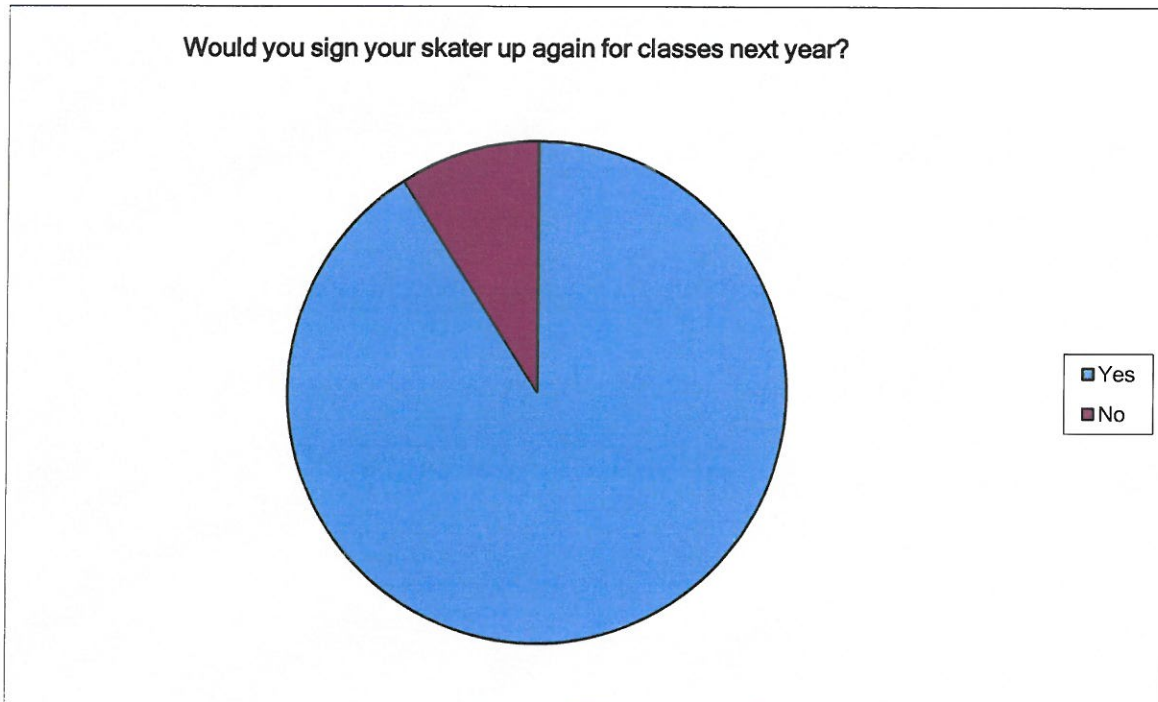
| Answer Options | Response Percent | Response Count |
|--|------------------|----------------|
| Poor | 0.0% | 0 |
| Fair | 0.0% | 0 |
| Good | 0.0% | 0 |
| Excellent | 0.0% | 0 |
| N/A - Did not take a private lesson. | 100.0% | 10 |
| Do you have any other additional comments regarding Private Lessons? | | 0 |
| <i>answered question</i> | | 10 |
| <i>skipped question</i> | | 13 |



Watts Skating Programs 2012-2013

Would you sign your skater up again for classes next year?

| Answer Options | Response Percent | Response Count |
|------------------------|--------------------------|----------------|
| Yes | 90.9% | 20 |
| No | 9.1% | 2 |
| Other (please specify) | | 2 |
| | <i>answered question</i> | 22 |
| | <i>skipped question</i> | 1 |



1 Maybe

2 only if something other than beginner is offered

Watts Skating Programs 2012-2013

How can we improve our Skaing/Hockey Classes?

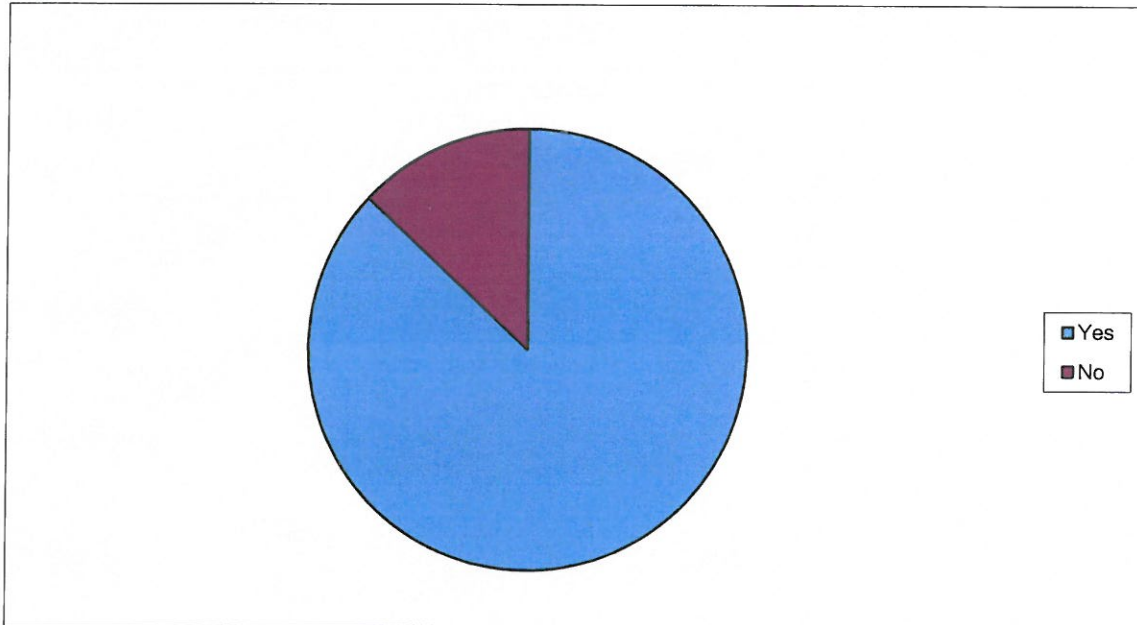
| Answer Options | Response Count |
|--------------------------|----------------|
| | 4 |
| <i>answered question</i> | 4 |
| <i>skipped question</i> | 19 |

- 1 Would be great if you offered classes that West students could be bused to Watts for!
- 2 better teacher/child ratio for the little kids. there was one instructor for every seven or eight children which was just ridiculous
- 3 Add more variety to the classes, can be hard, however, only picking up animals can be boring. Classes should also start on time and you should not allow children from the 9am classes to join the 11am classes. The 11am children suffer from less instruction.[]
- 4 question 7 does not let you rate all of your questions. we were very please with the experience and plan on signing up next year. Thanks

Watts Skating Programs 2012-2013

Thank you for taking the time to complete this survey. We hope you had an enjoyable season at Watts Ice Center and we look forward to seeing you next season. Please

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Yes | 87.0% | 20 |
| No | 13.0% | 3 |
| <i>answered question</i> | | 23 |
| <i>skipped question</i> | | 0 |

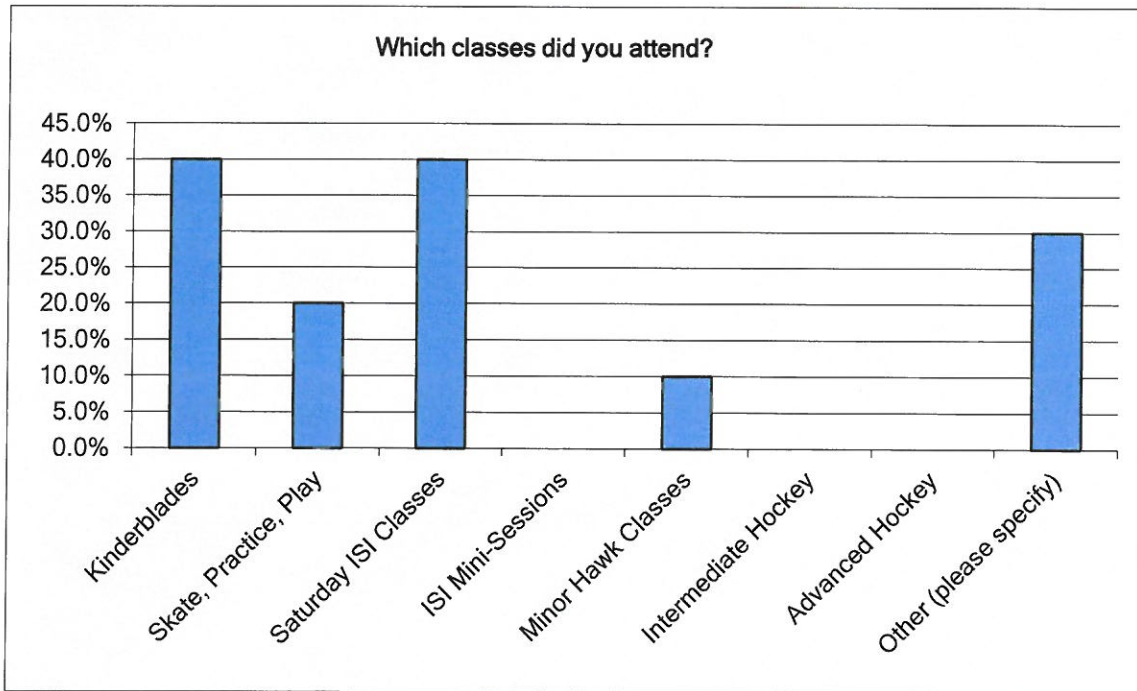


Watts Skating Programs 2012-2013

Which classes did you attend?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Kinderblades | 40.0% | 4 |
| Skate, Practice, Play | 20.0% | 2 |
| Saturday ISI Classes | 40.0% | 4 |
| ISI Mini-Sessions | 0.0% | 0 |
| Minor Hawk Classes | 10.0% | 1 |
| Intermediate Hockey | 0.0% | 0 |
| Advanced Hockey | 0.0% | 0 |
| Other (please specify) | 30.0% | 3 |
| <i>answered question</i> | | 10 |
| <i>skipped question</i> | | 13 |

- 1 Not sure Of name... Sat 11am
- 2 Rock and Skate - Beginner Ice Skating 11AM Saturday
- 3 not sure the name but it was sat 9:30 am for 3 yr olds



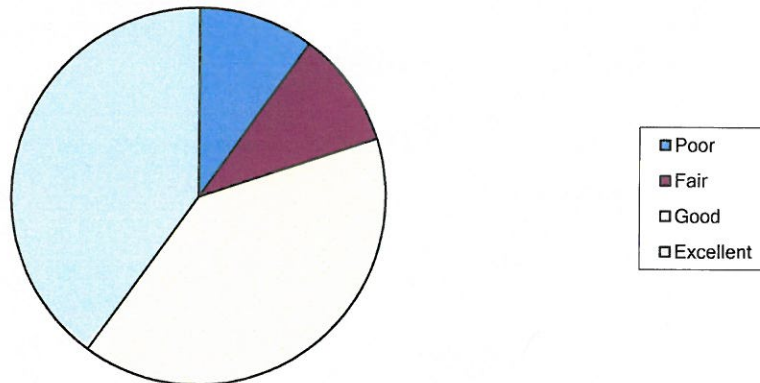
Watts Skating Programs 2012-2013

How would you rate the level of instruction for the Skating and/or Hockey Classes?

| Answer Options | Response Percent | Response Count |
|----------------|--------------------------|----------------|
| Poor | 10.0% | 1 |
| Fair | 10.0% | 1 |
| Good | 40.0% | 4 |
| Excellent | 40.0% | 4 |
| Comments | | 3 |
| | <i>answered question</i> | 10 |
| | <i>skipped question</i> | 13 |

- 1 Teacher was excellent - very nice and motivating to kids
- 2 Megan was an outstanding instructor! She had great interaction with the kids and kept them motivated in class.
- 3 Instructor was great, however, picking up animals got very old after a while

How would you rate the level of instruction for the Skating and/or Hockey Classes?



Watts Skating Programs 2012-2013

In addition to the classes that were offered this year, what days and times would you like ISI classes to be scheduled?

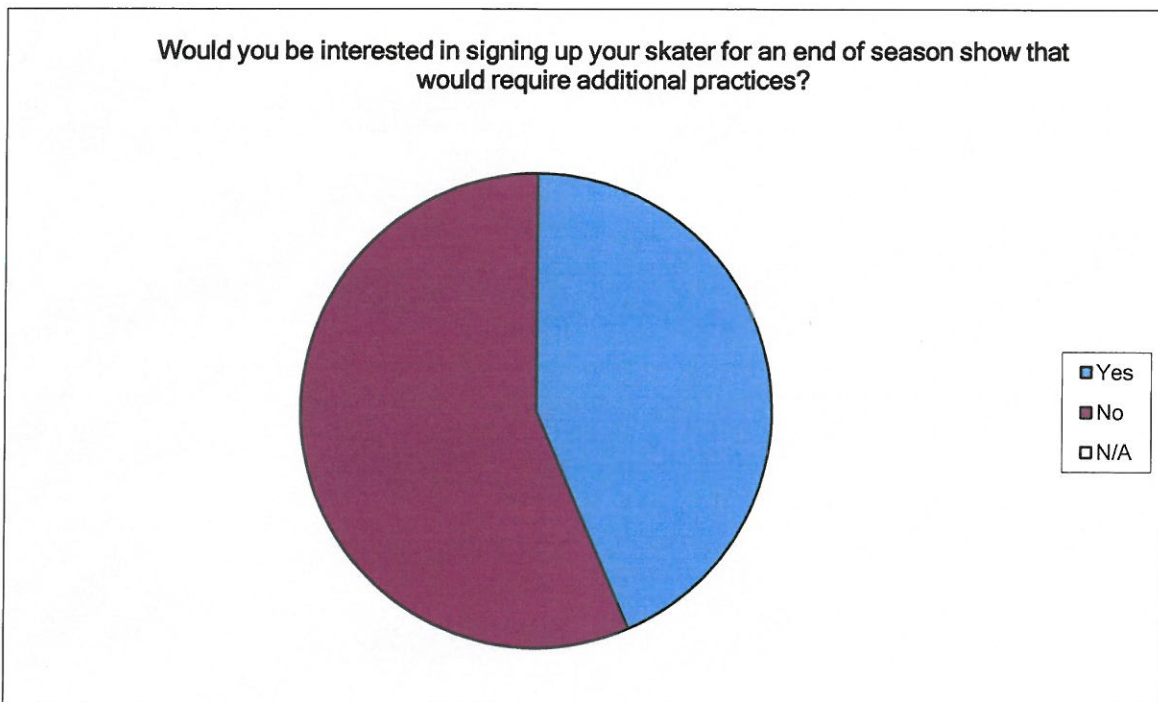
| Answer Options | Response Count |
|--------------------------|----------------|
| | 23 |
| <i>answered question</i> | 23 |
| <i>skipped question</i> | 0 |

- 1 N/A
- 2 Weekends are best!
- 3 After school. 315-415
- 4 None
- 5 Weekdays am and pm
- 6 maybe mid afternoon adult refresher classes
- 7 Saturday classes worked well for us.
- 8 none
- 9 Possibly after school
- 10 n/a
- 11 the days and times were good for us.
- 12 Not sure
- 13 More classes at 3 right after South dismisses.
- 14 there were enough times and days
- 15 none
Earlier in the afternoon, kinder blades on more days to
- 16 accommodate the kidnerculture schedule, saturday morning classes
- 17 Anyday after school. The time was perfect.
- 18 sunday afternoons
- 19 Weekdays right after school ends
- 20 Sat am
- 21 Later in the day too for preK and K
- 22 No other times necessary
- 23 Weekend afternoons if possible.

Watts Skating Programs 2012-2013

Would you be interested in signing up your skater for an end of season show that would require additional practices?

| Answer Options | Response Percent | Response Count |
|------------------------|--------------------------|----------------|
| Yes | 43.5% | 10 |
| No | 56.5% | 13 |
| N/A | 0.0% | 0 |
| Other (please specify) | | 1 |
| | <i>answered question</i> | 23 |
| | <i>skipped question</i> | 0 |

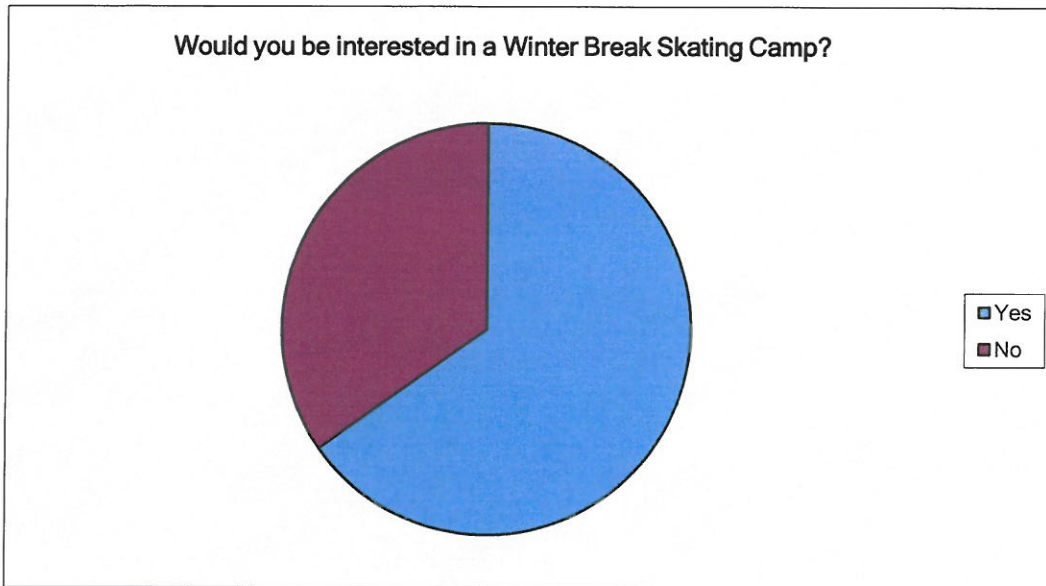


1 When he's older. And if the practice times were on the weekend.

Watts Skating Programs 2012-2013

Would you be interested in a Winter Break Skating Camp?

| Answer Options | Response Percent | Response Count |
|----------------|--------------------------|----------------|
| Yes | 65.2% | 15 |
| No | 34.8% | 8 |
| Comment | | 1 |
| | <i>answered question</i> | 23 |
| | <i>skipped question</i> | 0 |



1 We r out of town then

2012-2013 Watts Classic Survey

At what level did your child skate in the Watts Classic?

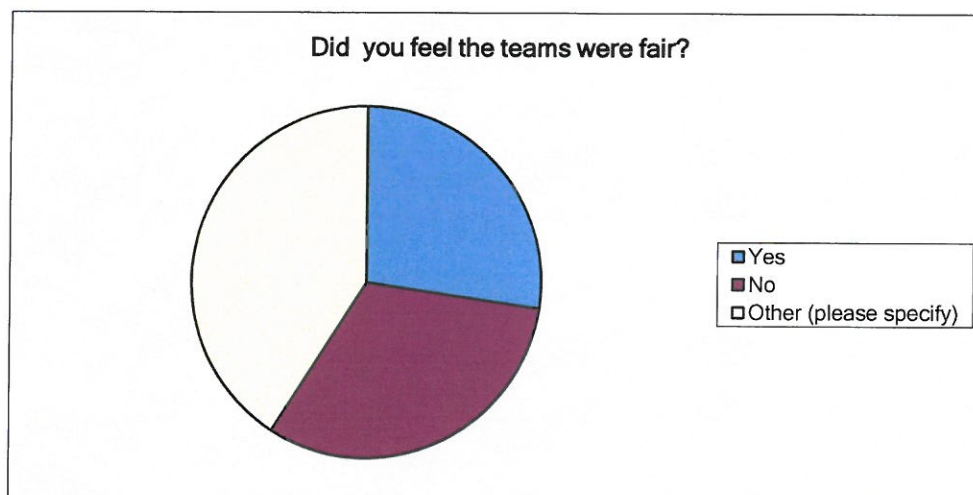
| Answer Options | Response Count |
|--------------------------|----------------|
| | 22 |
| <i>answered question</i> | 22 |
| <i>skipped question</i> | 0 |

- 1 Mite
- 2 Mite
- 3 Squirt/peewee
- 4 Squirt
- 5 Squirt
- 6 Squirt
- 7 PeeWee
- 8 Squirt
- 9 SQ
- 10 Squirt
- 11 mite, squirt
- 12 Pee wee
- 13 PeeWee
- 14 1 at Mite, 1 at Squirt
- 15 squirt
- 16 Squirt
- 17 Mite
- 18 Squirt
- 19 Mite
- 20 Mite
- 21 mite and squirt
- 22 Squirt and Pee Wee (2 kids participated)

2012-2013 Watts Classic Survey

Did you feel the teams were fair?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Yes | 27.3% | 6 |
| No | 31.8% | 7 |
| Other (please specify) | 40.9% | 9 |
| <i>answered question</i> | | 22 |
| <i>skipped question</i> | | 0 |



1 All games should either have 2 goalies or no goalie.

2 We signed up because we liked the opportunity to skate with kids from other clubs. This year, the kids were not split up which led to unfair teams and a completely different experience than past years.

3 Our team only had 5-6 players

4 Teams should be mixed levels even if someone requests that a group stays together.

5 Not exactly. There were kids from other teams that decided to beef up their friends' teams that were short or help to throw a game for an opponent's team--from what we observed.

6 NO!

7 Based on those kids that skated, yes, the teams were fair; where there was disparity, it related to the experience/skill level of the goalies.

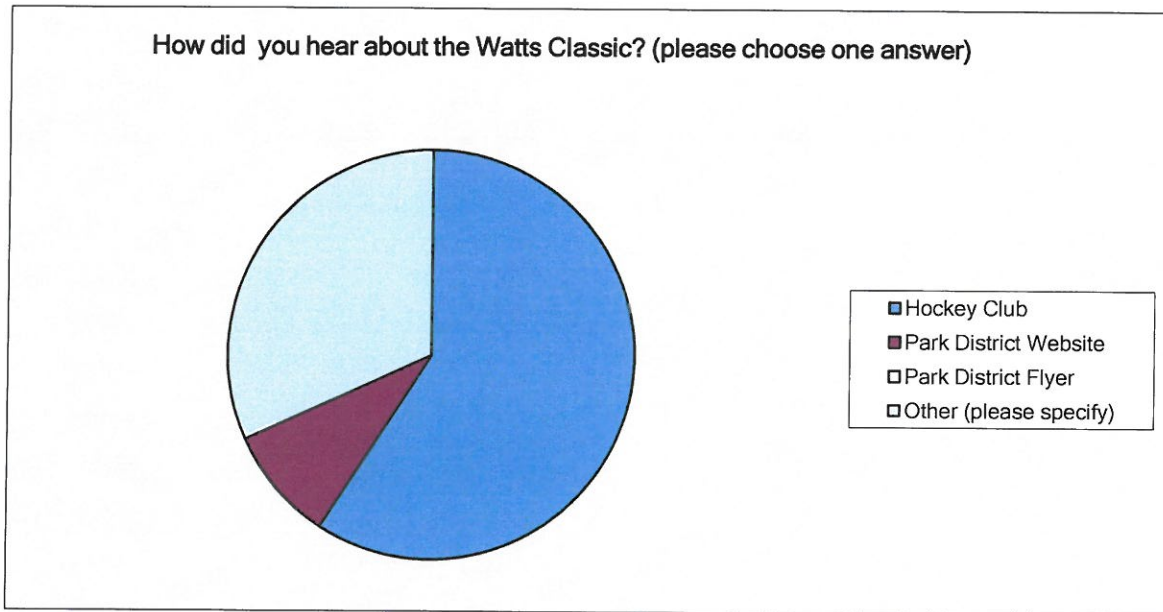
8 Mostly, but letting in a whole team that is coached by their actual coach is not what I thought Watts was about. The mixed teams were all fair.

9 They did there best. My daughter ended up on a weaker team, I have no complaint

2012-2013 Watts Classic Survey

How did you hear about the Watts Classic? (please choose one answer)

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Hockey Club | 59.1% | 13 |
| Park District Website | 9.1% | 2 |
| Park District Flyer | 0.0% | 0 |
| Other (please specify) | 31.8% | 7 |
| <i>answered question</i> | | 22 |
| <i>skipped question</i> | | 0 |

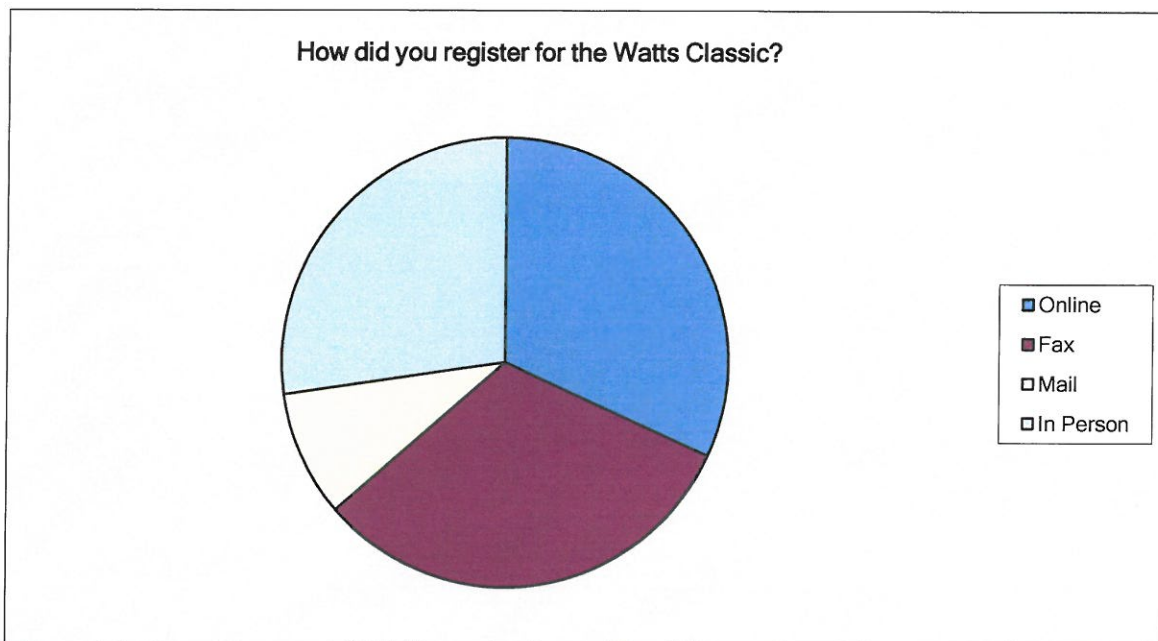


- 1 Word of mouth from another team manager
- 2 have done it before
- 3 Did it the past 3 years
- 4 Return player. Our 4th time.
- 5 Last Year - Conor Sedam
- 6 have done it before
- 7 Friends

2012-2013 Watts Classic Survey

How did you register for the Watts Classic?

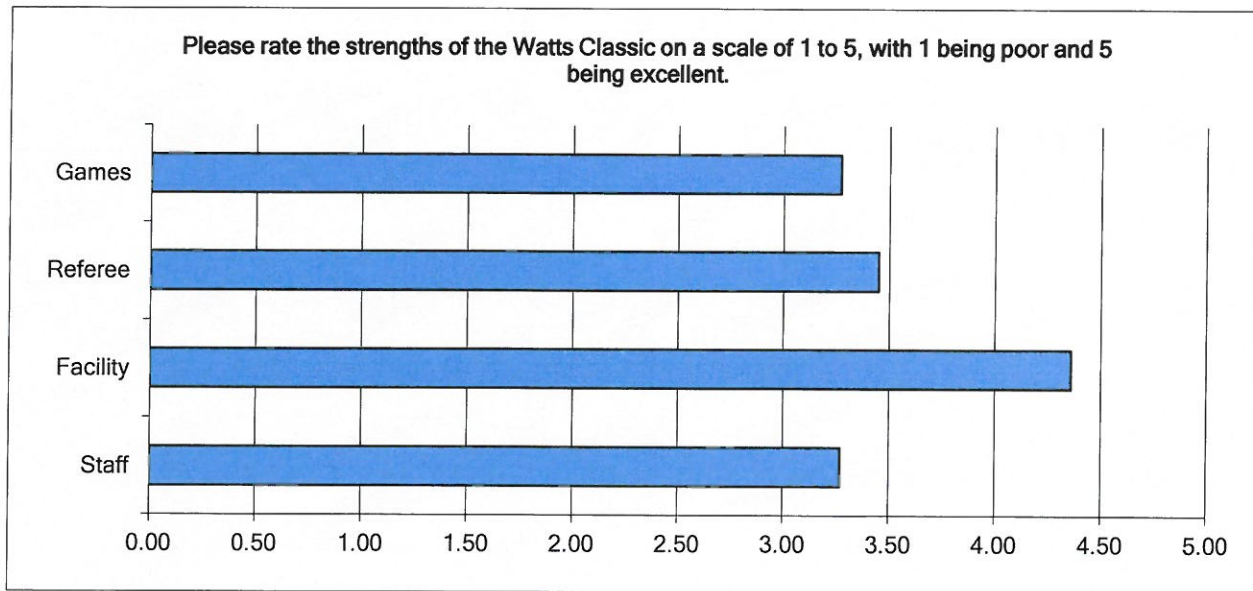
| Answer Options | Response Percent | Response Count |
|----------------|--------------------------|----------------|
| Online | 31.8% | 7 |
| Fax | 31.8% | 7 |
| Mail | 9.1% | 2 |
| In Person | 27.3% | 6 |
| | <i>answered question</i> | 22 |
| | <i>skipped question</i> | 0 |



2012-2013 Watts Classic Survey

Please rate the strengths of the Watts Classic on a scale of 1 to 5, with 1 being poor and 5 being excellent.

| Answer Options | 1 (poor) | 2 | 3 | 4 | 5 (excellent) | Rating Average | Response Count |
|--------------------------|----------|---|---|---|---------------|----------------|----------------|
| Staff | 3 | 4 | 4 | 6 | 5 | 3.27 | 22 |
| Facility | 0 | 1 | 2 | 7 | 12 | 4.36 | 22 |
| Referee | 1 | 6 | 2 | 8 | 5 | 3.45 | 22 |
| Games | 3 | 1 | 7 | 9 | 2 | 3.27 | 22 |
| <i>answered question</i> | | | | | | | 22 |
| <i>skipped question</i> | | | | | | | 0 |

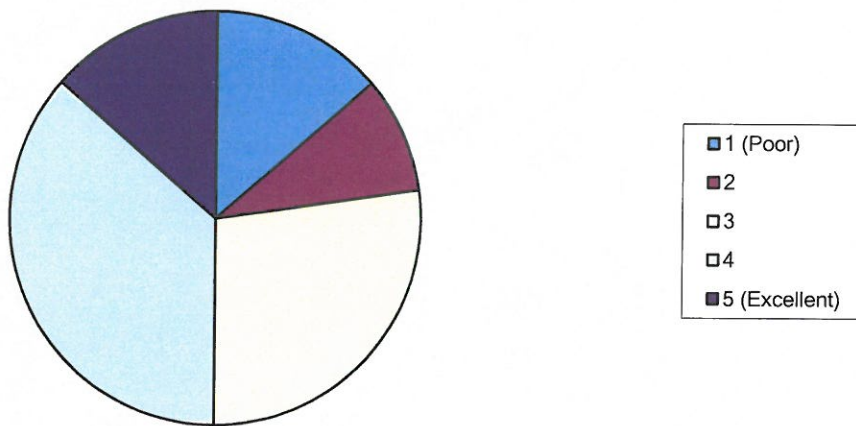


2012-2013 Watts Classic Survey

Please rate your overall experience at the Watts Classic Event on a scale of 1 to 5, with 1 being poor and 5 being excellent.

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| 1 (Poor) | 13.6% | 3 |
| 2 | 9.1% | 2 |
| 3 | 27.3% | 6 |
| 4 | 36.4% | 8 |
| 5 (Excellent) | 13.6% | 3 |
| <i>answered question</i> | | 22 |
| <i>skipped question</i> | | 0 |

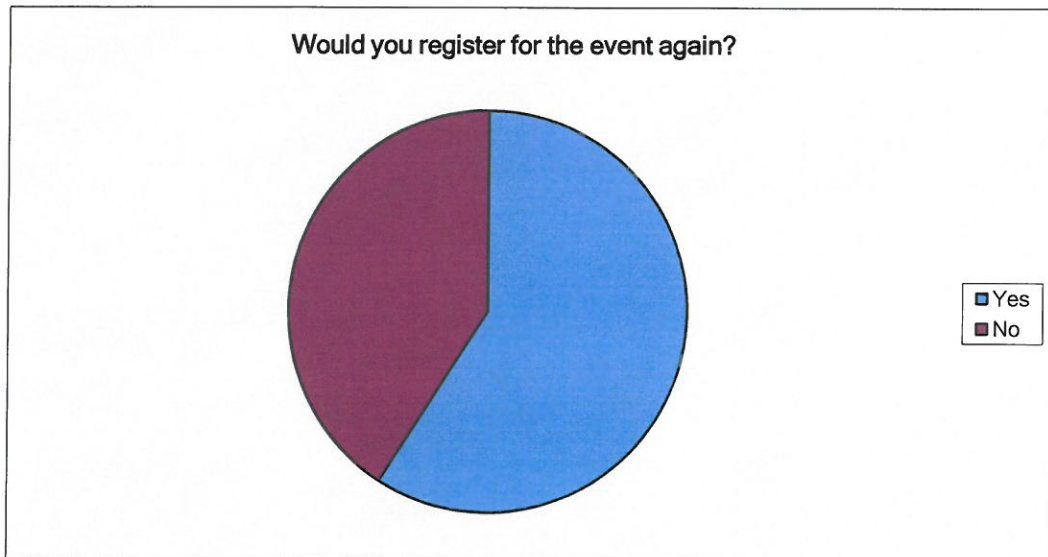
Please rate your overall experience at the Watts Classic Event on a scale of 1 to 5, with 1 being poor and 5 being excellent.



2012-2013 Watts Classic Survey

Would you register for the event again?

| Answer Options | Response Percent | Response Count |
|----------------------------------|------------------|----------------|
| Yes | 59.1% | 13 |
| No | 40.9% | 9 |
| Please share your reasons below. | | 11 |
| <i>answered question</i> | | 22 |
| <i>skipped question</i> | | 0 |

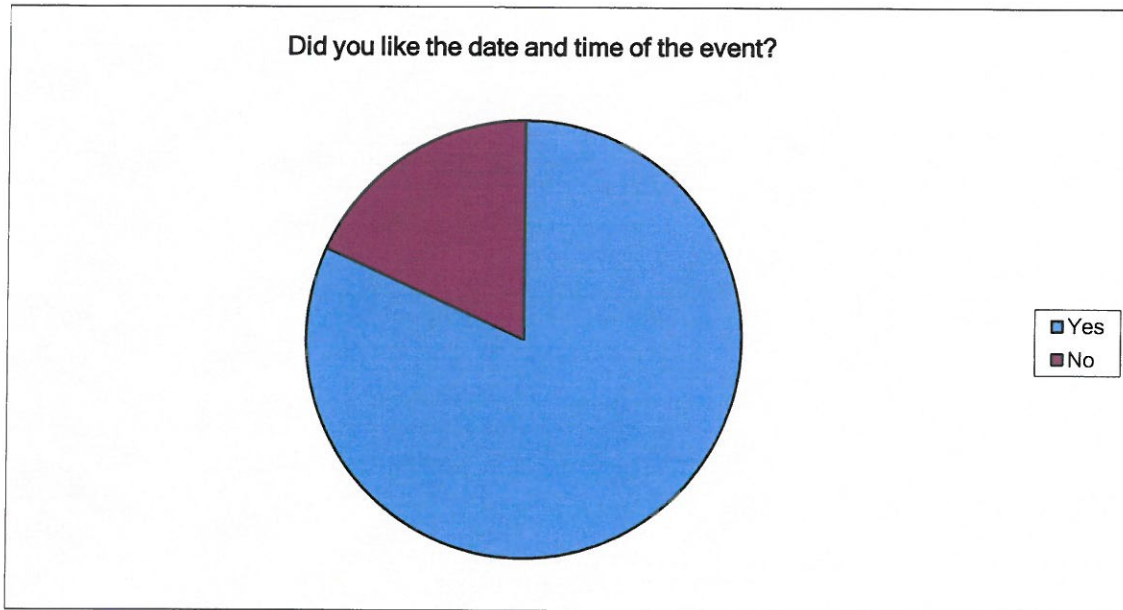


- 1 Our team is unsure at this point, due to the issues raised below.
- 2 Maybe. Love the format, but the people on-site did a poor job.
- 3 But only if kids teams were broken up.
- 4 Poor sportsmanship
- 5 maybe if held at different time of year, holidays are tough
- 6 Disorganized, teams unfair, mite teams without goalies playing mite teams with goalies
- 7 So fortunate to have an event like this in our 'backyard' ! :)
- 8 not a good experience
- 9 Mayne, if I thought it would be run better then I'd consider it.
- 10 Not sure it depends on if the teams were fair. There were AAA players playing with B players
- 11 It's really fun and low key

2012-2013 Watts Classic Survey

Did you like the date and time of the event?

| Answer Options | Response Percent | Response Count |
|----------------------------------|--------------------------|----------------|
| Yes | 81.8% | 18 |
| No | 18.2% | 4 |
| Please share your reasons below. | | 5 |
| | <i>answered question</i> | 22 |
| | <i>skipped question</i> | 0 |



- 1 Some games were scheduled late
- 2 see above
- 3 Too many kids were still in season with their teams..... In the middle of break would be better... Like it used to be
- 4 missed a family ski trip
- 5 We missed 1 game but you cannot satisfy everyone's schedule

2012-2013 Watts Classic Survey

How can we improve this event?

| Answer Options | Response Count |
|--------------------------|----------------|
| | 22 |
| <i>answered question</i> | 22 |
| <i>skipped question</i> | 0 |

- 1 Aside from the imbalance caused by one team having a goalie and the other not (which we fixed by taking our goalie out for our last game), there was no officiating whatsoever in our first couple games. The "refs" merely blew the whistle at every goal and did nothing to control the games; players were regularly roughed up and at great risk of injury. The coaches should also be required to help control their players as we did not see any intervention when players committed actions that should have been called penalties. Our last game was a little better but this is still a significant concern and will impact our decision to return to this event in the future.
- 2 Need better staff. Disorganized event. Promote better within the local clubs. Don't conflict with NSIA so kids can join both events.
- 3 Do not allow a clubs team to register together. Major selling point for Watts was to skate with new Schedules need to be set further in advance. I oo many players missed games because it was impossible to plan for when the games would be. All schedules should be set two weeks in advance.
- 4 More notification prior to tourney of details around timing/teams, etc. Also one size fits all uniform does not work well. Finally pre-assigned coaches would help a lot
- 5 Make sure teams have kids from different ability levels mixed. For example, 2 elite players, 2 AA, 2 A, etc.
- 6 I don't know. There was so much that was not good. Winnetka kids putting down Wilmette kids, refs talking badly about some of the players, etc.
- 7 Make sure teams are fair, maybe add a social event and scrap the 4 on 4 stuff. Hire better refs too. Larger teams which are more evenly matched.[]
- 8 This year posting the teams with a 3v3 format and then not increasing the size of the teams when you changed back to full ice was a big mistake. []
- 9 Every year you tell Winnetka and WHA that they cannot keep players together yet every year you let Evanston keep all of their players together. Should be the same for all.
- 10 The best player was taken from our Squirt Bronze team and put on another team. Other teams had Elite and Gold players. My son played goalie and was humiliated by scores of 15-1 and 21-8. I have never had a worse hockey experience.
- 11 After stating that you did not accept friend requests, there were multiple friends placed together. Teams were very unfair! Some squirt teams had multiple elite players while others had a few gold players and all else below that. Was frustrating for the kids and parents. We will likely not do it again.
- 12 Like the 3-3 this year..... Kids had a blast coaching themselves....
- 13 Get it better organized. Do not allow players to play in multiple games on multiple teams. There were kids playing on different teams. Made a really great tournament idea look totally unorganized
- 14 Make sure all teams have a goalie.
- 15 Do not know and will not participate again.
- 16 It's great as is!

- 17 Everything about the tournament this year was disorganized. The team rosters weren't posted correctly. A few kids were placed on multiple teams. The teams had to scramble to get goalies the second day into the tournament. The jerseys were cheap and thin which is really tough at an outdoor rink when the kids need the extra warmth. We continued to wear last year's jersey to practices. I assume that you'd appreciate the advertising. We won't wear this jersey ever again. Most importantly, I always thought the purpose of Watts was to mix kids up and have them meet kids from other programs. When you allow an entire team to play together it is unfair and adds an unsportsman-like atmosphere to the tournament. If you want kids to sign up with teams, just say so. That's what NSIA does.
- 18 Pick the teams better. I noticed that the Skokie Flyers were all on one team. Maybe forming a house bronze division and a silver gold division. Or try to have coaches have an A and B line.
- 19 []
I also think it is fine left alone.
- 20 1) There was no coordination of goalies. On the first day, two teams had goalies and 4 didn't. There didn't seem to have been any effort beforehand to recruit goalies. Teams ended up finding goalies from their clubs on their own for the next 3 days. 2) Teams were somewhat unfair. Seemed like someone spent some time trying to make teams fair based on the levels of the skaters involved from what teams they played on but no further information. In the future it might be good to have someone from both Wilmette and Winnetka that actually knows the players advise on the placements. 3) Also, the Skokie players should not have been let in as a single team. Its not consistent with the feel of the event and it made their parents especially boorish. If they want to play a winter tournament as a team they should go somewhere else.
- 21 have refs understand procedure for OT in championship.
- 22 The teams weren't always totally even. Switching players mid-stream was successful in evening out competition. But that can disappoint the kids who had a good team to begin.