



# 2024-25 ICE RINK REPORT

A summary and analysis of the 2024-25 ice rink operations at the Weinberg Family Recreation Center.



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## INTRODUCTION

This annual report reviews the facility, programming, operations, and financial data for the Weinberg Family Recreation Center Ice Operation during the 2024-25 fiscal year. The Weinberg Family Recreation Center comprises two seasonal outdoor lighted ice rinks, a before and after-school program, programming space for enrichments, summer camp, and seasonal pickleball/Dekhockey courts.

## SEASON INFORMATION

The 2024-25 ice rink season was scheduled to operate from November 29 through February 23. Due to ideal weather conditions, the rink stayed open an additional week through March 2. The operation continued with season passes being required to utilize the rink on Saturdays and Sundays. Daily admission was available Monday through Friday.



## STAFFING AND TRAINING

A variety of seasonal part-time employees ran the Weinberg Family Recreation Center. Positions at the rink include managers, Zamboni drivers, cashiers, skate guards, party attendants, and skating/hockey instructors. Staff training was held in person at Weinberg. An all-staff orientation was held on November 16 and 27 to prepare for the season. We had one new Zamboni driver who participated in a multi-day training regime. All staff prepared for the season with a comprehensive review of the ice rink operations, from rink rules and regulations to RecTrac and customer service scenarios.

## SEASON PASSES

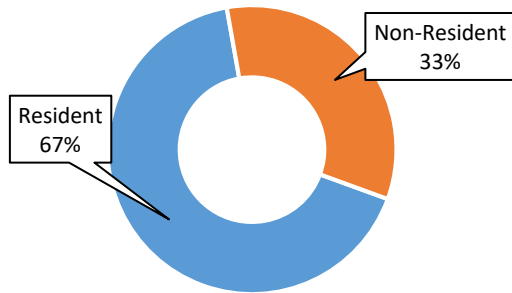
Ice rink visitors were required to purchase a season pass to visit the ice rinks on weekends. Rink users purchased an All-Access Pass, which allowed visitors to enjoy open skating, hockey, or broomball. Daily admission was offered Monday-Friday. This chart outlines the pricing for the 2024-25 season passes. Season passes increased by 3% from last season. The breakeven for purchasing a season pass is five visits.

Pass Type	Resident/Non-Residents
All-Access Pass	\$66/132
Guest Pass (5 visits)	\$50/75

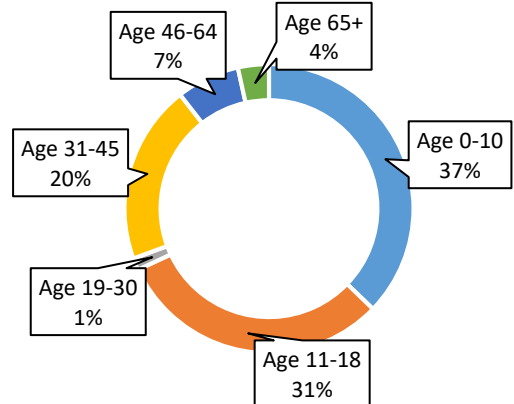
The Pass Member Location pie chart shows where passholders reside. During the 2024-25 season, 67% of pass holders were from Glencoe. This compares to 68% in 2023-24 and 76% in 2022-23. The remaining 33% consisted of pass holders who resided in Winnetka, Wilmette, Northbrook, Highland Park, and a small percentage of other area communities.

The Pass Age Breakdown chart shows the ages of all passholders. During the 2024-25 season, 68% of pass holders were under 18. We are continuing to see high usage by the 11-18-year-old age group during open hockey.

### PASS MEMBER LOCATION



### PASS AGE BREAKDOWN

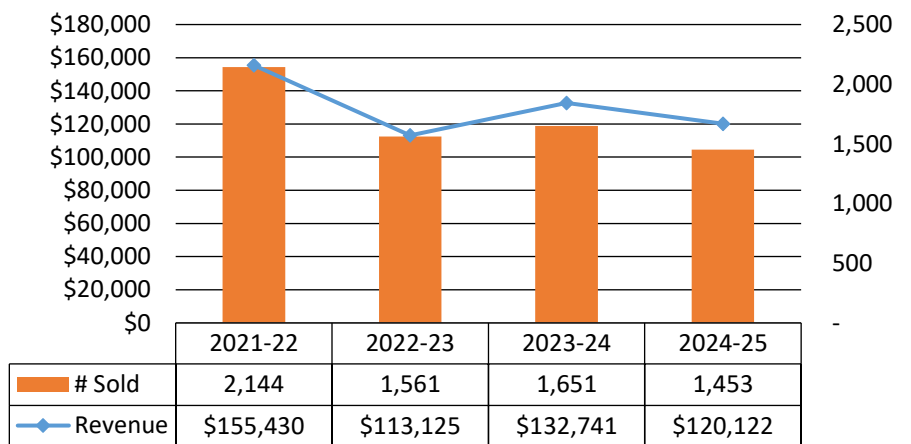


The table shows the total number of passes for each membership option over the last four seasons. The graph shows the trend of pass sale revenue during the last four ice rink seasons. There has been a downward trend in the total number of passes sold, but still relative to the previous two seasons. We anticipate this to continue to trend this way under the current pass/daily admission model.

Pass Sales				
	2021-22	2022-23	2023-24	2024-25
<b>Ice Rink Pass</b>	1,859	1,406	1,465	1,271
<b>Guest Pass</b>	285	155	186	182
<b>Total</b>	<b>2,144</b>	<b>1,561</b>	<b>1,651</b>	<b>1,453</b>



### PASS SALES



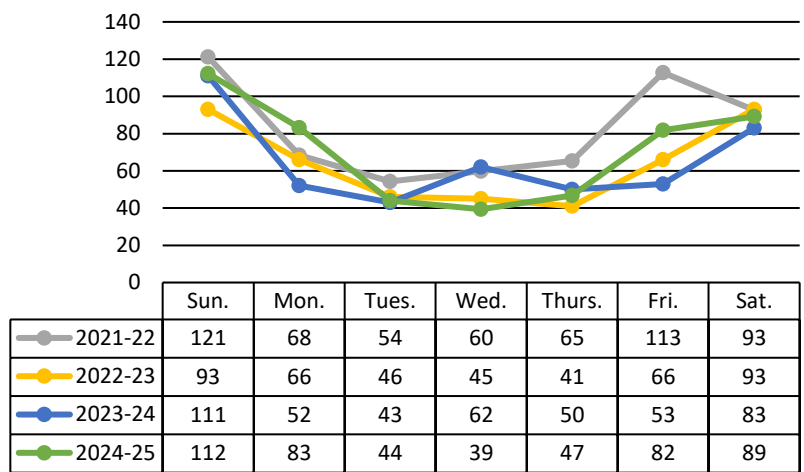
### DAILY ADMISSION AND ATTENDANCE

In 2024-25, daily admission was accepted Monday-Friday only. Daily admission could be purchased in-person at the facility. Daily admission was \$12 for Glencoe residents and \$20 for non-residents. This allowed open skate, hockey, or broomball access to the rink. Daily admission continued to be heavily non-residents, as seen in the chart.

Daily Admission Data				
	Visits		Revenue	
	2023-24	2024-25	2023-24	2024-25
<b>Resident</b>	396	379	\$4,752	\$4,663
<b>Non-Resident</b>	811	697	\$16,220	\$14,005
<b>Total</b>	<b>1,207</b>	<b>1,076</b>	<b>\$20,972</b>	<b>\$18,668</b>

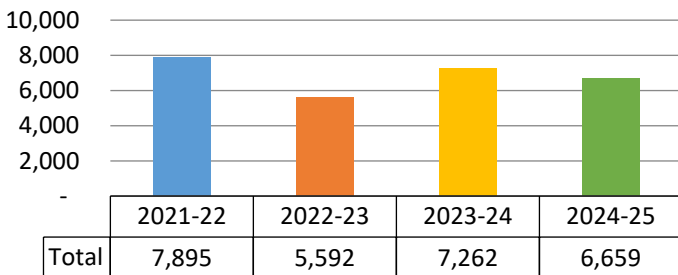
The graph shows the average visits by day for the past four seasons. There continues to be a decline in visits for weekdays as the years progress. This could be contributed to a combination of weather and competing activities during the week. Saturdays and Sundays continue to be the peak days for patrons to visit the rink.

### AVERAGE VISITS BY DAY

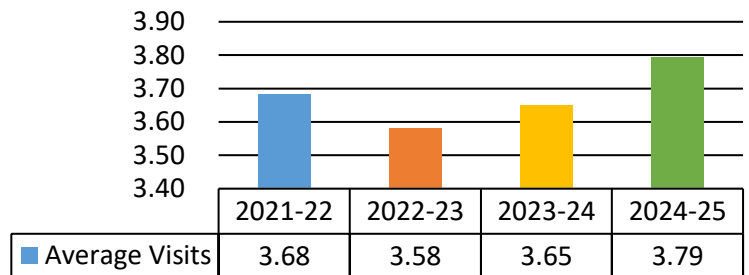


Annual attendance is impacted greatly by weather. It is relatively in line with previous seasons. The average visits for pass holders remain steady. On average, passholders are not breaking even on their pass.

### ANNUAL ATTENDANCE



### AVERAGE PASS VISITS



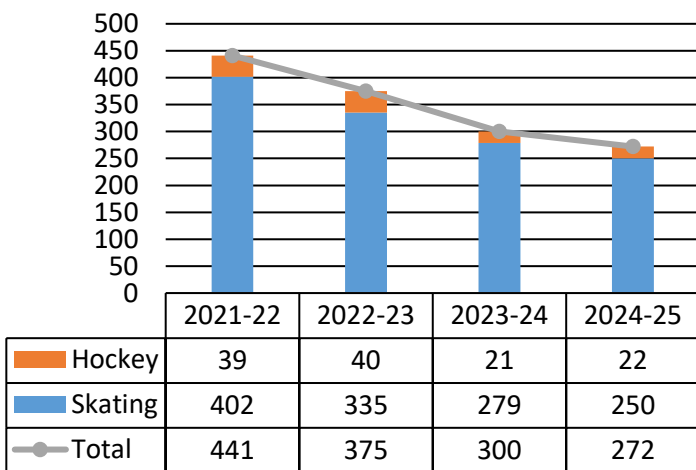
## SKATING AND HOCKEY CLASSES

Our skating and hockey classes continued to be popular. The program follows the United States Figure Skating Association (USFS) class offerings and curriculum. Weinberg offers USFS levels for skaters age 3-14 and adults. Weinberg also offers basic hockey classes through the Minor Hawks hockey program. Classes primarily consist of beginner hockey classes for ages 4-10. These classes set the foundation for learning to play the game and the fundamentals associated with hockey. The graph compares the last four enrollment seasons in our skating and hockey classes. Revenue and enrollment are trending downward compared to the highs we saw over the last few years.

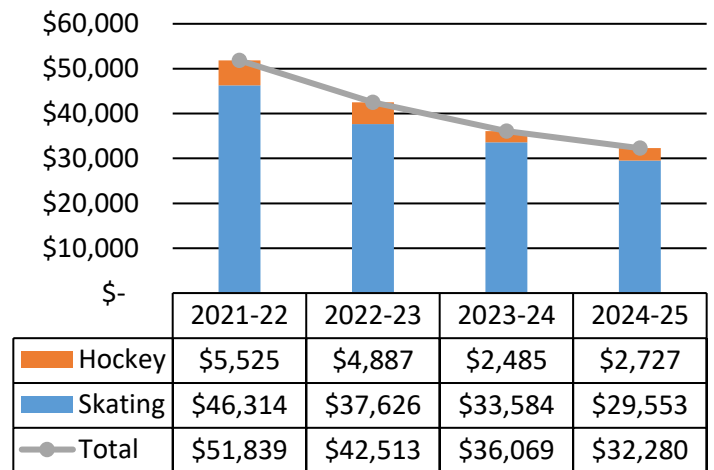
This season we only offered classes on Thursdays and Saturdays. This is compared to previous years where we ran classes on Wednesdays, Thursdays, and Saturdays. This was due to instructor availability and decreasing interest in our weeknight classes. Despite offering classes one less day per week, we still saw similar enrollment to last season.

At our seasonal facility, we typically notice a pattern where participants sign up for beginner lessons, but there's a drop-off when it comes to transitioning into more advanced classes—a contrast to the continuity seen in year-round indoor facilities. Hockey lessons continue to struggle as the level of interest is closely linked to the success of the Chicago Blackhawks.

### ENROLLMENT



### REVENUE



# MARKETING AND PROMOTIONS

Rink promotion began in the fall with a direct mail postcard to every resident in Glencoe in mid-October. The piece included a QR code to the rink's web page, scanned by 40 devices (down from 48 in 2023 and 71 in 2022). A digital guide to programs was created and emailed to subscribers in October. The digital guide had 1.9K views, and 393 link clicks, with the average viewer spending 2 minutes and 26 seconds reviewing the guide.

## Ice, Basketball & Sports Camp 2024 statistics

Published on October 1, 2024

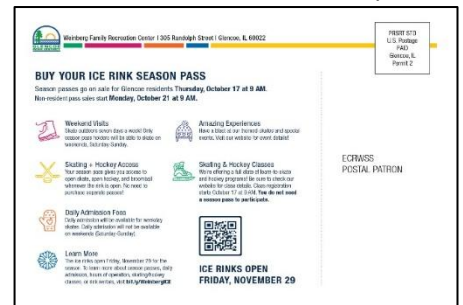
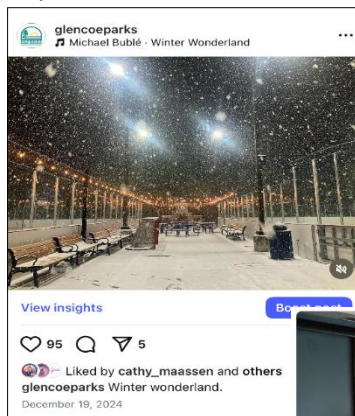


TOTAL VIEWS	1.9K	TOTAL DOWNLOADS	2
TOTAL PAGE VIEWS	18.7K	AVERAGE READING TIME	2:26
TOTAL LINK CLICKS	393	TOTAL SHARES	2
TOTAL FAVORITES	0	TOTAL COMMENTS	0

In total, 14 email blasts were sent out promoting passes, registration, winter break, and special events. 66% of the emails were opened, with an average click rate of 3%.

The website was also updated to reflect the new season changes. The primary Weinberg Family Recreation Center page saw 11,981 visitors (-19.6% from last year) between October and March, with subpages receiving an additional 21,369 visits. Graphics for skating classes, special events, and passes were included on the Glencoe Park District website, park kiosks, and television screens.

In addition, information was shared on social media channels, including short videos and photos. Rink closures were posted on the website using RainOut Line. Event changes, like canceling Community Skate, were communicated via email, Rainout Line, and through RecTrac text messaging service.



## SPECIAL EVENTS

### OPENING DAY

Weinberg Opening Day was held on Friday, November 29. We were open from 11 AM-7 PM for open skate and open hockey. We had free open hockey and open skate for everyone that stopped by the rink. Over 300 people visited the rink on opening day.

### WELCOME TO WINTER

Welcome to Winter kicked off the rink season for pass holders. Our annual winter carnival was moved from its typical day in January to Friday, December 6. It featured group games on the ice, human foosball on the studio rink, skating characters, a snow globe photo booth, indoor games, crafts, popcorn, free hot chocolate, a prize wheel, and a food vendor.

### FAMILY SKATES

This season, we hosted four Family Skates. On December 31, we hosted a Blackhawks Skate to celebrate the Winter Classic. We raffled off Blackhawks gear including a Winter Classic Jersey and tickets to a Blackhawks game. Due to the weather, we had lower attendance.

Our most popular family skate is our glow skate. There were 163 skaters for the Glow Night that included special lighting and a variety of light up giveaways.

To wrap up the season, we transformed the rink into a scene from Harry Potter with wizards and wands!

### OTHER EVENTS

Skate & Create, Visit with Santa, and the GPD staff holiday party all took place at Weinberg during the rink season. We also partnered with the Glencoe Library to host their Winter Reading Club skating day.

Date	Theme	Skaters
December 6	Welcome to Winter	89
December 31	Blackhawks Skate	18
January 17	Broomball Night	57
January 20	Community Skate	Canceled
February 7	Glow Skate	163
February 21	Disney Skate	87
February 28	Weinberg Wizard World	61

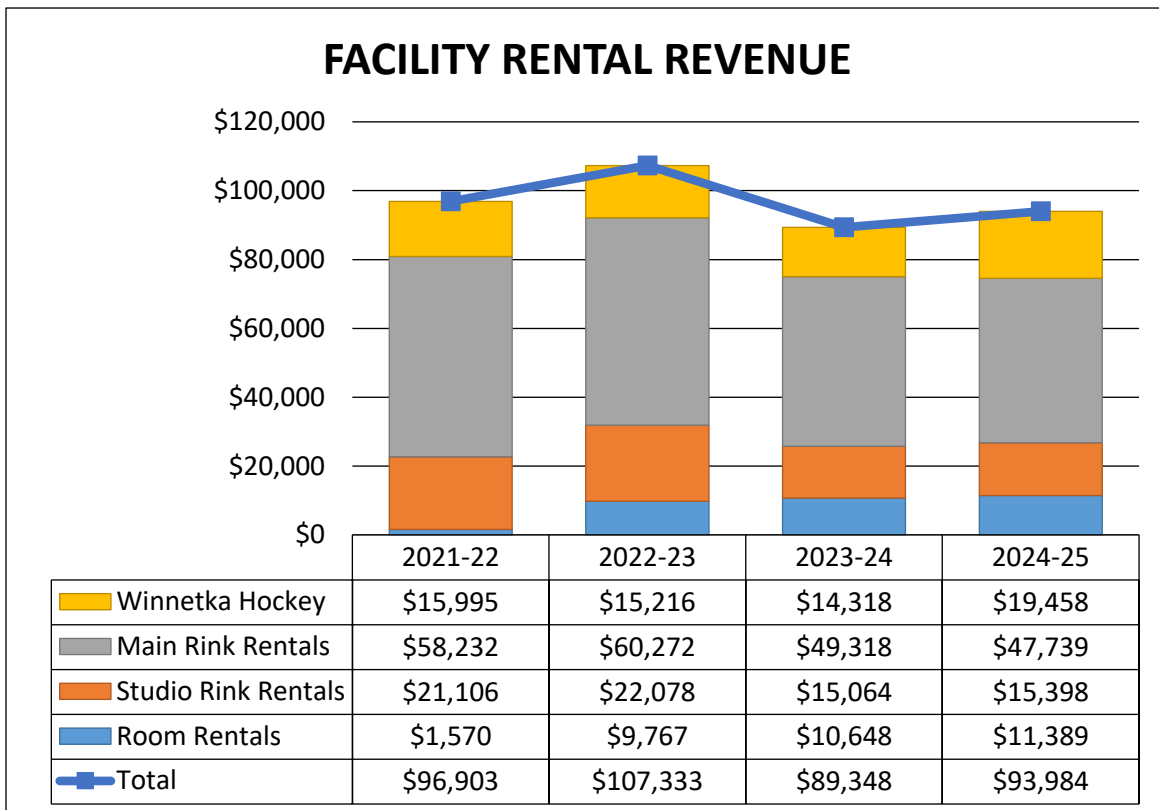


## FACILITY AND ICE RENTALS

Weinberg Family Recreation Center is available for recreation room rentals year-round and ice rink rentals during the winter season. Our facility rentals for the ice rink are mainly comprised of birthday/family parties, hockey groups, and broomball parties. This season there continued to be a large interest in hosting outdoor birthday parties and school events at the ice rink. Ice rental rates for the past four seasons can be seen in the chart.

Rental Rates	2022-23 R/NR	2023-24 R/NR	2024-25 R/NR
<b>Main Rink</b>	\$366/458	\$384/480	\$403/503
<b>Studio Rink</b>	\$219/274	\$230/288	\$242/303
<b>Recreation Room</b>	\$106/133	\$111/139	\$122/153

The facility has experienced a reduction in demand for the early evening permanent ice time slots. Winnetka Hockey rented ice time twice a week for the entire season, so we saw an increase in revenue over budgeted. Another change this year was separating Main and Studio Rink Rentals. This change will give us a more accurate look at the rental revenue for each rink. Despite a consistent trend in facility rental income over the past years, this dip in hockey-related rentals is evident. When the ice time is not rented, the District converts the excess ice time into open skate or hockey.





## FINANCIAL COMPARISON

	2019-20	2021-22	2022-23	2023-24	2024-25 Projected
<b>Total Revenue</b>	\$181,687	\$295,943	\$256,195	\$262,123	\$248,787
<b>Total Expenditures</b>	\$287,437	\$305,254	\$335,754	\$386,174	\$401,590
<b>Skating/Hockey Class Excess Revenue Over Expenditures</b>	\$10,251	\$40,539	\$31,561	\$25,583	\$23,827
<b>Excess (or Deficiency) Revenue Over Expenditures</b>	\$95,499	\$31,228	\$47,998	\$98,468	\$128,976

The facility's present financial shortfalls align closely with the historical pre-COVID deficiencies, traditionally spanning from \$100,000 to \$150,000, a consistent financial pattern observed over the years. The facility's financials are marked by the struggle to navigate increased operational costs amid the volatile nature of a seasonal facility. The financial summary for the facility reflects additional operational hurdles.

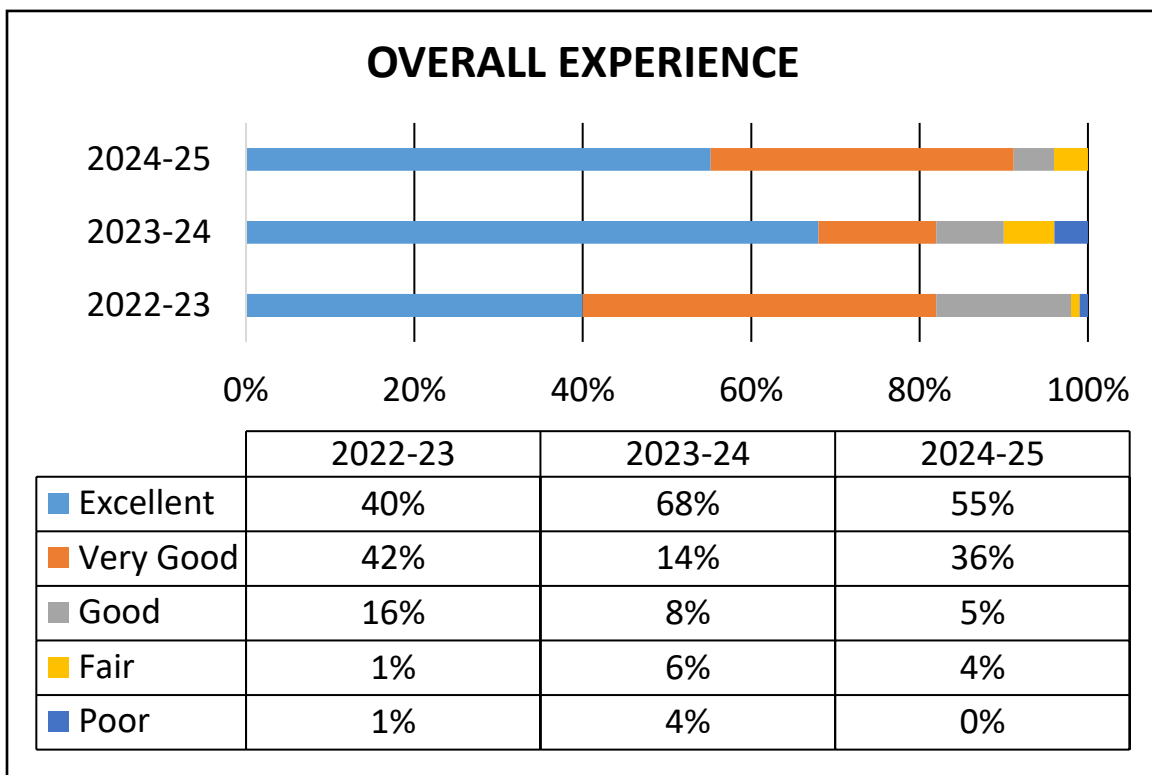
## FUTURE CONSIDERATIONS

- The importance of the pass/daily admission model for the facility and its impacts on guaranteed revenue in the form of season pass sales.
- The continued impacts of minimum wages increase on labor costs. This is the last year we anticipate a 7%+ increase to hourly wages.
- Significant costs associated with compressor and cooling floor repairs as the system ages and nears the end of its useful life.
- Utility expenses were a significant factor, with considerable expenditures on fuel/heat and electricity, which are essential for the rink's operations.

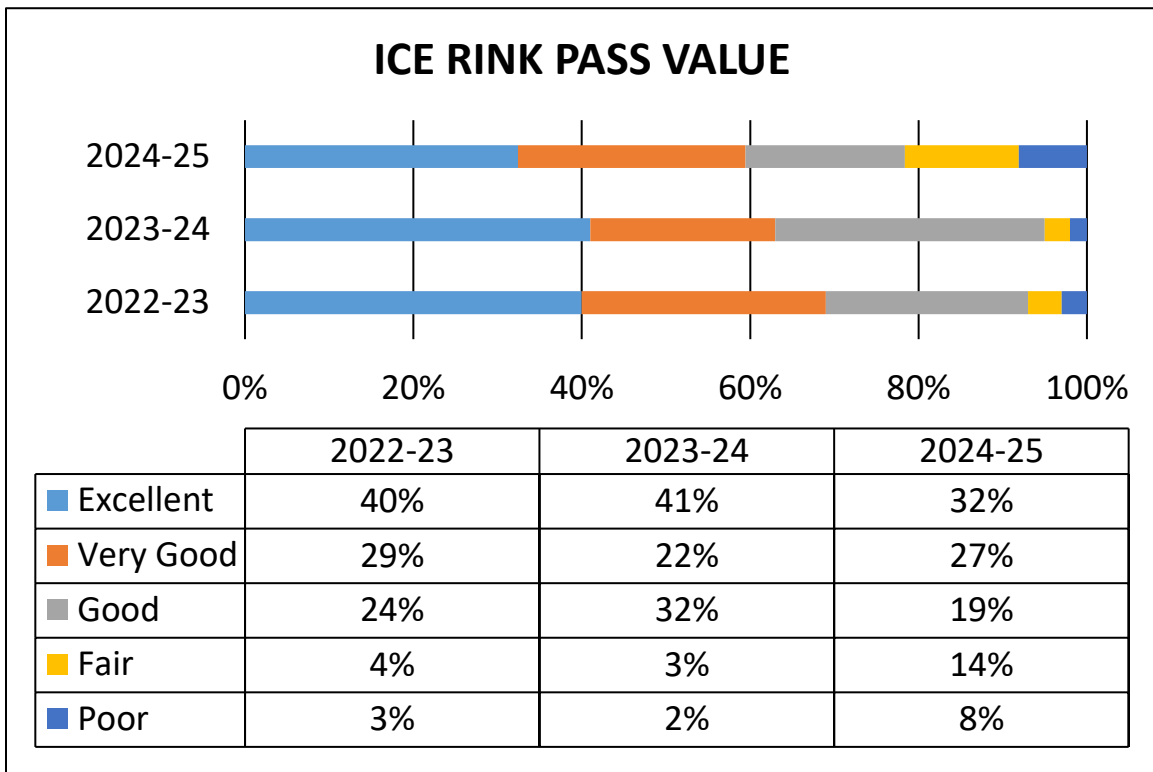
## PARTICIPANT FEEDBACK

After every season, staff survey ice rink pass holders for feedback about their facility experience. This year, we had 42 total responses, compared to 85 in the 2023-24 and 150 in the 2022-23 seasons. The following pages compile the essential feedback received from pass holders.

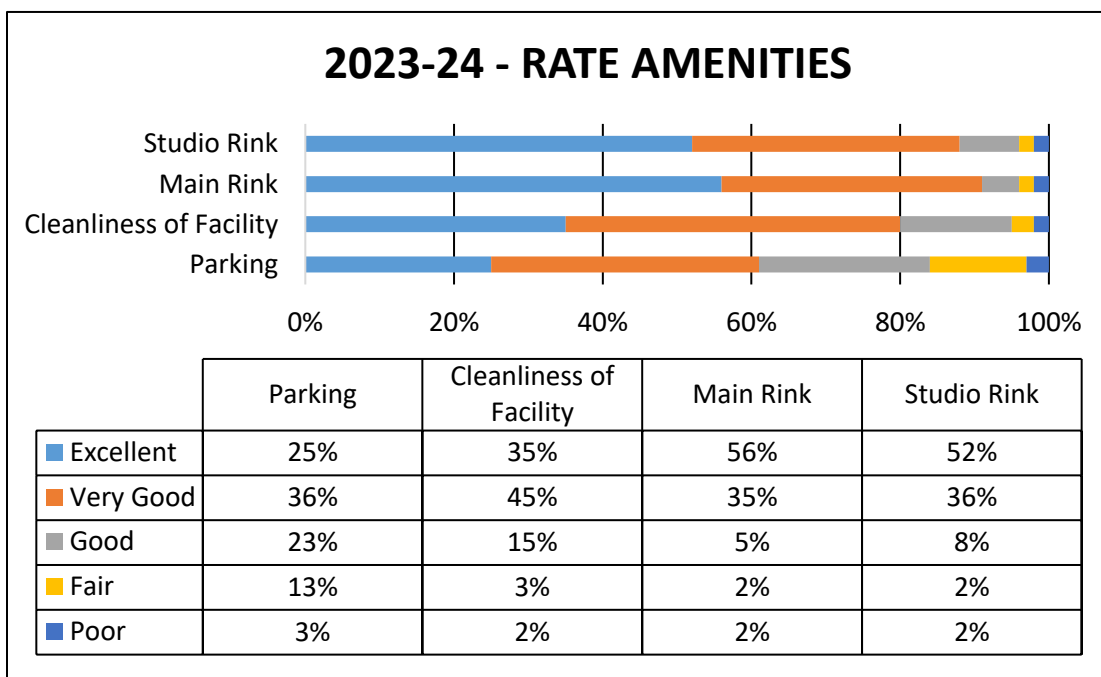
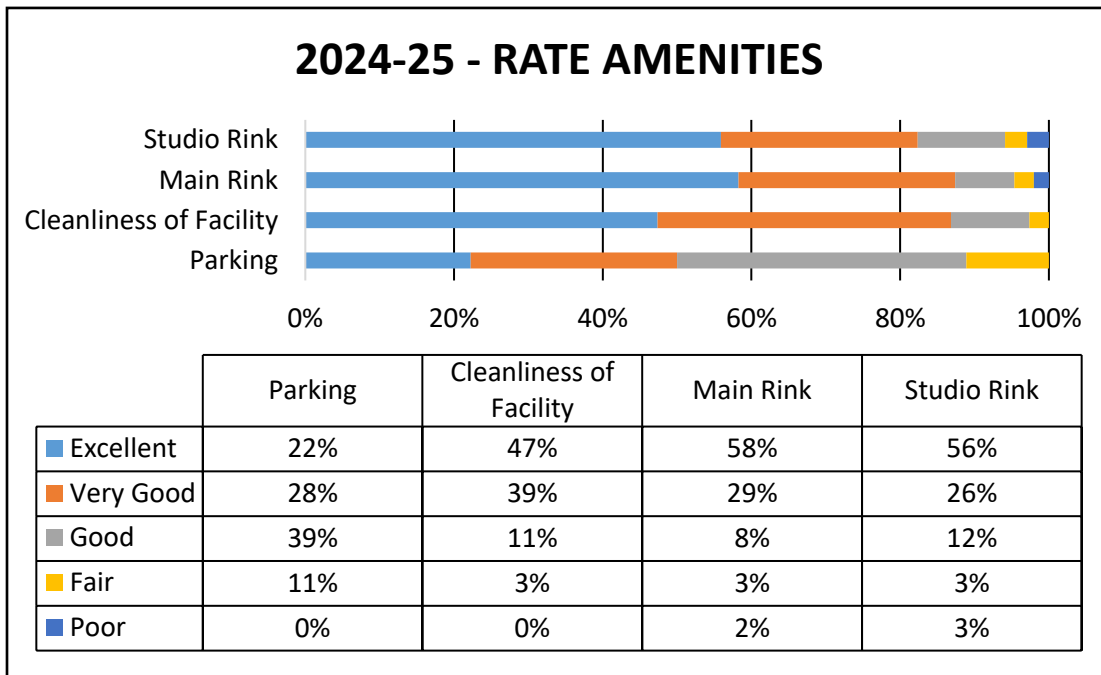
Overall, the data indicates a positive user experience at the ice rink. We continue to receive a majority of the ratings in the good to excellent category.



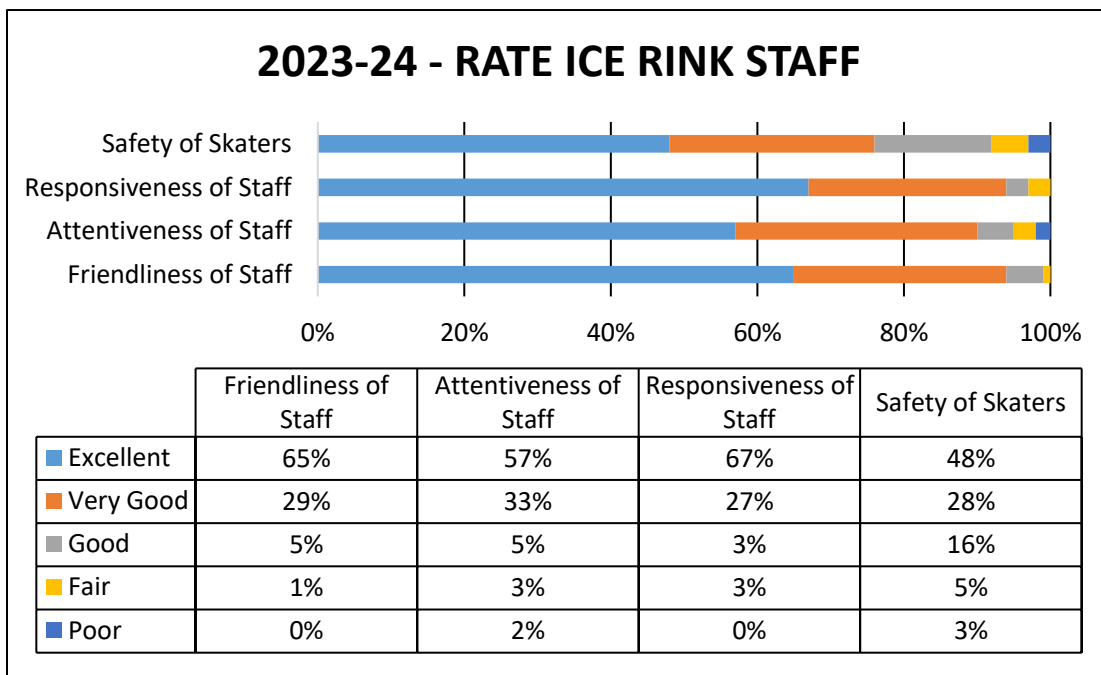
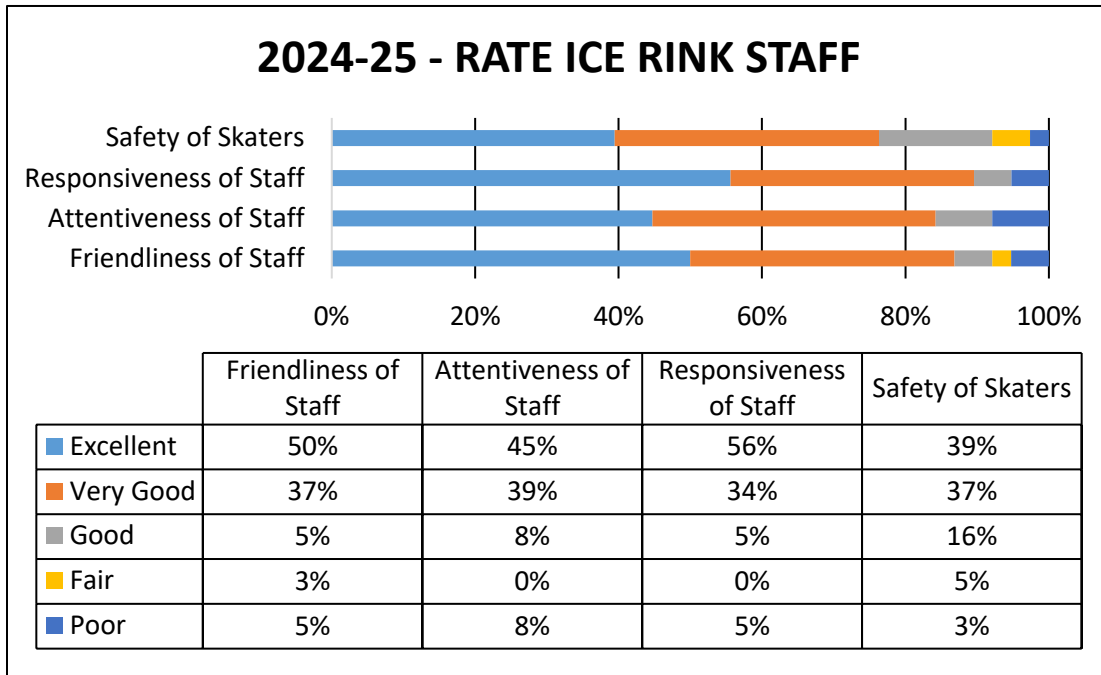
The 2024-25 season experienced a decline in perceived value of purchasing a season pass. The overall trend suggests that while there was a slight recovery in some aspects of perceived value in 2024-25, the general sentiment towards the value of the pass dropped compared to previous years, especially in the Excellent and Good categories. This indicates that the cost benefit of purchasing a season pass may be waning.



Overall, from the 2023-24 period to the 2024-25 period, there's a trend of improvement across most amenities. The "Excellent" and "Very Good" categories increased for almost all amenities, indicating a higher level of user satisfaction. The "Good" category generally saw an increase, suggesting that more people are shifting to the higher categories of satisfaction. "Fair" and "Poor" categories mostly stayed the same or decreased slightly, further indicating improved satisfaction with the amenities provided.



Overall, while there was a decrease in the top ratings, the general satisfaction remained high, with slight shifts in how staff and safety were perceived between the two years. The “Very Good” ratings generally increased in 2024-25, suggesting that while fewer people rated the staff and services as excellent, more found them satisfactory. There were some small increases in "Poor" ratings, particularly in Attentiveness of Staff, indicating potential areas for improvement.



## APPENDIX A: ICE RINK SCHEDULE

### REGULAR SEASON ICE RINK SCHEDULE

Below is the regular season ice rink schedule. This was for November 29-December 20, and January 4-February 23.

## Open Skate

### Monday-Friday

12-2:45 PM

3-6:30 PM

### Saturday

11 AM-1 PM

1:30-2:30 PM

3-4:30 PM

### Sunday

11 AM-1 PM

1:30-2:30 PM

3-5:30 PM

## Open Hockey

### Monday-Friday

12-2:45 PM

3-4 PM

4:15-5:15 PM

5:30-6:30 PM

6:45-7:45 PM

8-9 PM

### Saturday

1:15-2:45 PM

2:45-4 PM

### Sunday

8-9:30 AM

9:45-10:45 AM

12-1:15 PM

1:15-2:45 PM

2:45-4 PM



## WINTER BREAK SEASON ICE RINK SCHEDULE

Below is the winter break ice rink schedule. This was for December 21-January 3. The rink was closed on Wednesday, December 25, and Wednesday, January 1.

### Open Skate

#### Monday-Friday

12-2:45 PM

3-6:30 PM

#### Saturday

11 AM-1 PM

1:30-2:30 PM

3-4:30 PM

#### Sunday

11 AM-1 PM

1:15-2:30 PM

3-5:30 PM

### Open Hockey

#### Tuesday-Friday

9:30-10:45 AM

11 AM-12 PM

12:15-1:15 PM

1:15-3:15 PM

3:45-4:45 PM

6:45-7:45 PM

8-9 PM

#### Saturday

12-1:15 PM

1:15-2:45 PM

2:45-4 PM

#### Sunday

8-10:45 AM

12-1:15 PM

1:30-2:30 PM

2:45-4 PM



## EXTENDED WEEK ICE RINK SCHEDULE

Below is the extended week schedule. This was for February 24-March 2.

### Open Skate

#### Monday-Friday

3-6:30 PM

#### Saturday

11 AM-1 PM

1:30-2:30 PM

3-4:30 PM

#### Sunday

11 AM-1 PM

1:15-2:30 PM

3-4:45 PM

### Open Hockey

#### Monday-Friday

3-4:15 PM

4:30-5:30 PM

5:45-6:45 PM

7-9 PM

#### Saturday

11 AM-12:15 PM

12:30-1:15 PM

1:15-2:45 PM

2:45-4 PM

#### Sunday

8-10:45 AM

12-1:15 PM

1:30-2:30 PM

2:45-4 PM

## APPENDIX B: ICE RINK FEE HISTORY

	2021-22	2022-23	2023-24	2024-25
<b>ADMISSION FEES (R/NR)</b>				
Open Skate/Hockey	\$12/17	\$12/17	\$12/20	\$12/20
Skate Rental	\$5	\$5	\$5	\$5
<b>SEASON PASSES (R/NR)</b>				
All-Access Pass	\$60/120	\$60/120	\$63/126	\$66/132
Guest Passes (5 visits)	\$50/75	\$50/75	\$50/75	\$50/75
<b>SKATING CLASSES (per class)</b>				
Preschool Learn-to-Skate (Tot)	\$20.60	\$21.25	\$22.50	\$24.28
School-Age Learn-to-Skate (Basic)	\$20.60	\$21.25	\$22.50	\$24.28
Minor Hawk	\$20.60	\$21.25	\$22.50	\$24.28
<b>RENTALS (R/NR)</b>				
Main Rink	\$355/444	\$366/458	\$384/480	\$403/504
Studio Rink	\$212/265	\$219/274	\$230/288	\$242/303
Permanent Renter	\$319/399	\$329/411	\$345/431	\$362/453
Birthday Party Package (1-hour studio/ 2-hour party room)	\$412/515	\$431/540	\$452/566	\$486/608
Recreation Room	\$100/125	\$106/133	\$111/139	\$122/153

## APPENDIX C: RINK FEES COMPARISON

	Glencoe PD Ice Rink	Winnetka PD Winnetka Ice Arena	Wilmette PD Centennial Ice Rink	Highland Park Centennial Ice Rink	Northbrook PD Sports Center	Glenview PD Ice Center	Skokie PD Skatium Ice Rink
<b>ADMISSION FEES</b>							
<b>Youth (3-17)</b>	\$12/20	\$6.50	\$8	\$7	\$6	\$7	\$7
<b>Adults (18-65)</b>	\$12/20	\$7.50	\$9	\$7	\$7	\$7	\$7
<b>Skate Rental</b>	\$5	\$4	\$5	\$4	\$4	\$4	\$4
<b>SEASON PASSES</b>							
<b>Individual</b>	\$66/132	\$750	\$100/133	N/A	10 Visit Pass Youth \$50 Adult \$60 Skates \$35	\$65/80	\$150
<b>RENTALS</b>							
<b>Main Rink (R/NR)</b>	\$403/503	\$370	\$435	\$275 (10-20 skaters) \$325 (21-30 skaters)	\$385	\$490 \$210 Non-Prime	\$430
<b>Studio Rink (R/NR)</b>	\$242/303	N/A	\$185	N/A	N/A	\$210 \$190 Non-Prime	\$190
<b>PUBLIC SKATE AND OPEN HOCKEY WEEKLY HOURS</b>							
<b>Public Skate</b>	Main – 23.5 Studio – 2	9.75	7.5	9.75	7.5	10.5	10
<b>Open Hockey</b>	Main – 7 Studio – 25.5	Not Offered	1.5	Not Offered	1.5	6	Not Offered