Enriching lives and creating memorable experiences.

GLENCOE PARK DISTRICT

GLENCOE BEACH AND LAKEFRONT ADVISORY GROUP
Monday, November 17, 2025 – 6:00 PM
Takiff Center

Consistent with the requirements of the Illinois Compiled Statutes
5 ILCS 120/1 through 120/6 (Open Meetings Act), notices of this meeting were posted.
Location of the meeting is the Takiff Center, 999 Green Bay Rd, Glencoe, IL 60022

A G E N D A

I. Introductions

II. Approval of Minutes – July 10, 2025 Meeting

III. 2025 Lakefront Report Review and Presentation

IV. Discussion and Advisory Feedback on Beach Operations and Future Planning

V. Long-Term Capital Planning for the Beach and Lakefront

VI. Matters from the Public

VII. Other Business

VIII. Adjourn

The Glencoe Park District is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or facilities, are asked to contact the Park District at 847-835-3030. Executive Director email address: lsheppard@glencoeparkdistrict.com

The Board of Park Commissioners
welcomes public comments during all meetings.

Key rules governing participation
All comments will be limited to three (3) minutes per person and no longer than 30 minutes for all comments.

Draft

MINUTES OF THURSDAY, JULY 10, 2025 GLENCOE BEACH AND LAKEFRONT ADVISORY GROUP MEETING - GLENCOE PARK DISTRICT GLENCOE BEACH, TRELLIS

The meeting was called to order at 6:33 pm by Chair Reifman, and the roll was called.

Members in Attendance: Nicole Reifman (Chair), Lowell Cantor, Rada Cheremoshnyuk, Eileen Sirkin (6:35 pm), Samantha Dobrusin, Rob Green, Julia Lissner, Delta Rae Schonhoft (6:55 pm), Larry Smith, Andre Lerman, Steve Varick

Absent: Ashlee Thompson, Daiva Calkite, Anna Guelzim, Jennifer Rapoport

Staff in Attendance: Executive Director Lisa Sheppard, Deputy Director/Director of Recreation and Facilities Bobby Collins, Kyle Kuhs, Director of Parks and Planning, Asisstant Director of Recreation and Facilities Adam Wohl, Beach and Ice Rink Facility Manager Shannon Stevens

Public in Attendance: Janet Lerman

Approval of Minutes: Member Varick moved to approve the January 29, 2025, Lakefront Advisory Group Meetings minutes. Member Smith seconded the motion, which passed by unanimous voice vote. No further discussion ensued.

Seasonal Operational and Usage Update: Manager Stevens gave an update on the Glencoe Swimming and Boating Beaches operation during the 2025 season. She reviewed pass and daily visit statistics for the beach year-to-date compared to previous summers. She also reviewed staffing levels and boat storage waitlists.

Bond Referendum Proposal and Long-Term Capital Planning for the Beach and Lakefront: Director Kuhs updated the advisory on the Park District's long-term capital projects for the beach. Following the update, a discussion ensued among the members.

Advisory Group Feedback: Members discussed a variety of operational and safety considerations related to lakefront use. Member Smith raised concerns about the interaction between paddleboarders, kayakers, and boaters in the launch area, particularly as vessels enter and exit the water. Staff committed to reviewing and enhancing signage to improve user awareness and safety in shared areas.

Member Lerman expressed appreciation for the District’s transparency, professionalism, and overall care of the facility, specifically commending Manager Stevens for her efforts in training seasonal staff. Member Varick inquired about the availability of open rack spaces and noted concerns about permit holders who had not yet brought their boats to the facility. Staff will continue to monitor occupancy and usage of assigned storage.

Additional questions centered on facility operations and policy matters. Member Lerman asked whether the beach facility would remain open during the shoulder seasons,

prompting a brief discussion on staffing and usage trends. Member Lissner raised questions about water closures and the District's procedures for testing and monitoring bacteria levels. She also inquired about legal protections concerning children attending birthday parties at the beach, which led to a broader conversation about liability and participant supervision for private events.

Matters from the Public: Janet Lerman thanked staff for their work and a greta beach season.

Other: None

Adjourn: Member Smith moved to adjourn the meeting at 7:16 pm. Member Varick seconded the motion, which passed by unanimous voice vote.

Respectfully submitted by,

_____

Bobby Collins
Deputy Director/Director of Recreation and Facilities

2025 LAKEFRONT REPORT

An operations summary and analysis of the 2025 Lakefront Season

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INTRODUCTION

This annual report provides an overview of the facilities, operations, programming, and financial data during the 2025-26 fiscal year. The Lakefront is comprised of the Glencoe Swimming Beach and the Boating Beach.

SWIMMING BEACH OPERATIONS

SEASON INFORMATION

2025 Beach Season	Beach Hours
Preseason May 24-26, May 31- June 1	10 AM-7 PM
Regular Season June 7-August 17	10 AM-7 PM
Post Season* August 18-September 1	10 AM-7 PM

** Lifeguards weekends only*

The swimming beach is open and is staffed from Memorial Day through Labor Day. It offers a variety of amenities, including five sun shelters, a trellis, two sand volleyball courts, a pier, boardwalk, designated swimming area, boat storage, and a playground water feature right on the sand. During the season, patrons enjoy use of the Paul and Ada Safran Beach House, which provides convenient facilities such as restrooms, changing rooms, lockers, a manager's office, a customer service desk, a staff break room, and a maintenance area.

Before Memorial Day and after Labor Day, the beach operates as an open public park without on-site staff to manage public use and access. During this period, our Parks and Maintenance teams handle general daily cleaning and garbage removal. After Labor Day, the bathhouse restrooms remain open on days when the forecasted temperature is above 78 degrees, typically through the end of September.

STAFFING STRUCTURE

Our staffing structure includes managers, lifeguards, and cashiers. During all beach hours, one beach manager is on duty to supervise the overall operations of the swimming beach from approximately 9 AM-7:30 PM 7 days per week. Depending on the scheduled activities and forecasted weather, we will have 3-4 lifeguards on duty from 10 AM-7 PM. Cashiers check-in beach visitors 7 days per week from 10 AM-7 PM. They are stationed at the top of the ramps on Hazel and Park Avenues.

BEACH ACCESS

In 2025, we continued using the same beach pass and daily admission model in place since 2021 to help manage attendance and ensure a safe, enjoyable experience for everyone. Season passes were required to visit the beach on Saturdays, Sundays, and holidays, as well as before 12 PM Monday through Friday. Daily admission was available to all visitors Monday through Friday after 12 PM.

Our goal is to keep the beach open to both residents and non-residents while maintaining fair and consistent policies. Because our beach is a publicly funded facility, access must follow state and federal laws that protect

equal use of public spaces. This means that while park districts are allowed to set reasonable fees or require passes for crowd control and safety, we cannot restrict non-residents from visiting altogether.

Illinois law and the U.S. Constitution support this approach, ensuring that all visitors can enjoy public parks and beaches without unfair limits. The Illinois Park District Code also gives us the ability to manage the beach responsibly, set fees, and create policies that support operations and safety for everyone.

Our beach remains open and accessible to the entire community, residents and visitors alike, with policies in place that promote fairness, safety, and a positive experience for all.

PARKING

Parking at Glencoe Beach is available to all visitors, whether they are using the beach, park, playground, or tennis courts. Both the parking spaces and adjacent street parking are managed by the Village of Glencoe. Parking regulations, including hours and permit requirements, are determined and enforced by the Village and Public Safety.

Permits are not required to park in the designated parking lot or along the nearby streets. This approach accommodates the wide variety of visitors who come to enjoy the surrounding park areas, tennis courts, playground, or simply take in the scenic views of Lake Michigan. By keeping parking open to all users, the Village ensures equitable access to this popular community space throughout the season. Beach staff do not oversee parking operations.

Challenges that arise around parking include congestion at the turnarounds on Park and Hazel Avenues, illegally parked vehicles, non-ADA patrons trying to drive down the ramp on Hazel, and frustrations around the availability of open spots on a busy day.

SWIM AREA

The designated swimming area is marked by three white mooring buoys and measures approximately 50 feet by 200 feet. These parameters are set with safety in mind and meet PDRMA's lifeguard requirements. The size of the swim zone allows lifeguards to identify an emergency within 10 seconds and reach a swimmer in distress within 20 seconds.

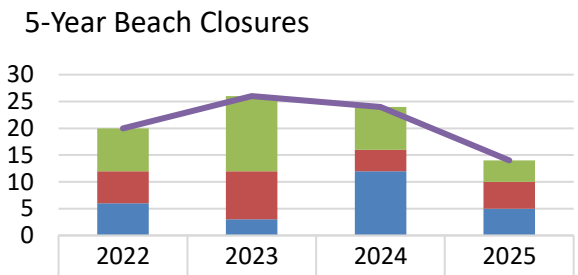
Our beach is equipped with two lifeguard towers positioned within the swim zone to ensure clear visibility across the entire area. The center tower must be able to reach the far corners of the swimming area during timed safety drills. While we occasionally receive requests to expand the swimming zone, doing so would require always having two lifeguards on duty, regardless of how crowded the beach is, to maintain the same safety standards.

The north end of the swimming beach is designated as a boat launch area for sailboats, kayaks, and paddleboards, including rental vessels. This separation between swimming and boating zones is essential to ensure visitor safety, maintain operational efficiency, and remain in compliance with established safety regulations.

Expanding the designated swimming zone would result in increased labor and operational costs without a corresponding rise in user participation. A larger swim area would require additional lifeguard coverage to comply with safety standards, as well as increased time and resources for setup, maintenance, and supervision of buoy lines and designated boundaries. Since the number of swimmers using the area is primarily determined by overall beach attendance, not the size of the swimming zone, expansion would incur additional staffing and maintenance costs without generating a proportional increase in public use.

WATER TESTING AND BEACH CLOSURES

Each beach season, we occasionally experience temporary closures due to factors such as high bacteria levels, inclement weather, or high surf conditions. Our beach managers monitor weather patterns closely throughout the day and take proactive steps to ensure visitor safety.



	2022	2023	2024	2025
High Surf	8	14	8	4
Inclement Weather	6	9	4	5
High Bacteria	6	3	12	5
Total	20	26	24	14

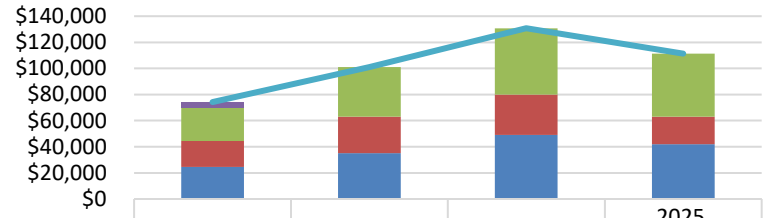
During the summer, staff test the water daily for bacteria levels in accordance with Illinois Department of Public Health requirements. These tests take 24 hours to process, meaning results from one day are received the following morning when managers deliver the next day's sample to the water plant at 9 AM. Because bacteria levels can fluctuate and are difficult to predict, especially after rain, we began taking an additional water sample at noon on days following a storm. This helps us determine whether conditions have improved enough to safely reopen the swimming area.

New this year, automated emails were sent to all passholders when the water was closed due to high surf, high bacteria, or inclement weather. This provided our passholders with more up to date information on current lake conditions before visiting the beach.

We keep the public notified of closures through several methods. We utilize an app called Rainout Line. This app sends users a text message with the corresponding water conditions, such as high surf or high bacteria levels. It also places an alert on our website. We update our daily voicemail and have signage updated at the cashier carts of current water conditions.

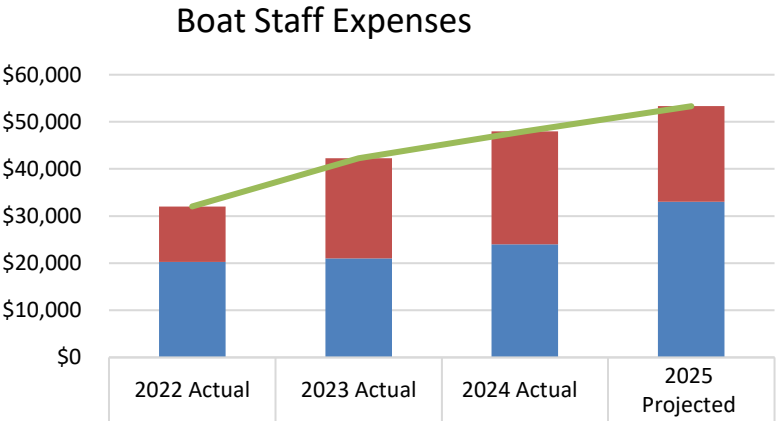
STAFFING AND TRAINING

Our Lakefront team consisted of approximately 70 seasonal staff members serving in a variety of roles, including beach and boat Managers, lifeguards, boat guards, cashiers, camp directors, counselors, and sailing instructors. With continued increases in minimum wage and growing competition for qualified applicants, we have focused on finding creative ways to attract and retain quality staff. We saw an improved job market for the 2025 season, allowing us to hire the best candidates for our operation. Most of our staff are high school students, with a smaller portion being college students. Many of them are unavailable to work in early August due to high school extracurriculars or college students going back to school, making it difficult for us to safely lifeguard the beach through Labor Day weekend.



	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Beach Ambassador	$4,196	$0	$0	$0
Operations Staff	$25,699	$37,802	$50,874	$48,282
Seasonal Managers	$19,652	$28,051	$30,770	$21,116
Lifeguards	$24,679	$35,063	$49,135	$41,851
Total	$74,226	$100,916	$130,779	$111,249

Our team emphasizes cross-training staff to work in multiple roles, including lifeguard, boat guard, and cashier positions. This flexibility allows us to adjust staffing to meet daily operational needs while ensuring a seamless experience for visitors. All staff received in-person training on daily operations, led by Shannon Stevens and the beach leadership team, with a focus on safety, teamwork, and excellent customer service.



	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Boat Guards	$11,754	$21,238	$24,014	$20,267
Boat Managers	$20,285	$21,009	$23,984	$33,049
Total	$32,039	$42,247	$47,998	$53,317

In addition, our team participated in a joint emergency action drill with Public Safety. This full-scale exercise included realistic scenarios where beach staff responded to incidents until Public Safety personnel arrived,

ensuring clear protocols for transitioning responsibilities and coordinating care. These drills strengthen our preparedness and ensure that both staff and visitors remain safe throughout the season.

LIFEGUARD TRAINING

Lifeguard training took place in May. All staff members holding a current American Red Cross Lifeguard Certification participated in up to 24 hours of lifeguard-specific training in pool and lakefront settings. Due to our shared-use agreement, we used Northbrook Park District outdoor pools for in-water training before shifting to the beach for waterfront-specific training and certifications.

During these training sessions, guards were required to demonstrate their swimming abilities by passing a timed 500-yard swim, treading water for two minutes, and swimming a timed event. Emergency action plans (EAP), bloodborne pathogens, first aid, CPR, AED, and operating protocols were included in the training. During the training, guards walked through an average day at the beach, practiced a “Code Adam” (missing person), performed deep water line searches, and practiced activating the EAP. At the end of this training, all guards must pass a waterfront lifeguarding practical and written exam to receive their Red Cross Waterfront Lifeguard Certification. Lifeguards must attend a minimum of 4 hours of in-service training per month.

BOATHOUSE TRAINING

Boat guards attended training on their responsibilities and tasks, including daily operations of the boathouse, safety equipment, water/medical emergencies, “Code Adam,” and radio use. Boat staff learned how to launch, trailer, store, and safely operate a power boat. Boat guards were required to attend regular weekly training throughout the summer. This season, we contracted Scott Sounders to conduct a Powerboat Safe Handling class and certified key staff to use our powerboats. Staff also led in-service training on handling capsized boats and basic safety standards.

BEACH CASHIER TRAINING

Beach cashier training was conducted in person at the Takiff Center. The training focused on operational procedures and payment processing, including checking in beach passholders, processing daily admissions, and selling season passes. We also covered Emergency Action Plans and their role during an emergency. Customer service was also a significant training focus to ensure a memorable experience for beach visitors. Beach cashiers received training on conflict resolution and de-escalation techniques to prepare them for challenging interactions at the beach.

MANAGER TRAINING

All manager training was held in person to help improve customer service both internally and externally. The focus of the exercise was to develop leadership skills in managers, help them troubleshoot common staffing conflicts, and ensure they were comfortable and confident in managing the beach facilities. During the training, all leadership members were asked to discuss staff expectations and how to ensure teamwork was a focus at the beach. Customer service expectations were a core element.

CAMP STAFF TRAINING

In addition to other training required for camp staff, they spent more than 4 hours preparing for the start of camp. The Aquatics and Sailing Camp head counselors led staff training focused on daily camp operations, emergency procedures, and camp curriculum. During camp training, staff also learn basic sailing skills and strategies for managing camper behavior.

BEACH RISK MANAGEMENT AND LIFEGUARD AUDIT

The safety of swimmers and boaters at Glencoe Beach is a top priority. Staff invest countless hours in ensuring the safety of the facility, equipment, and water. Leadership staff dedicate numerous hours to developing, training, and implementing safety policies and procedures. Park District Risk Management Agency (PDRMA) provides a set of operating standards and safety recommendations for both the swimming and boating beaches. Staff review those guidelines well in advance of the season, then translate them into training, facility setup, and operational manuals to ensure they are implemented throughout the season.

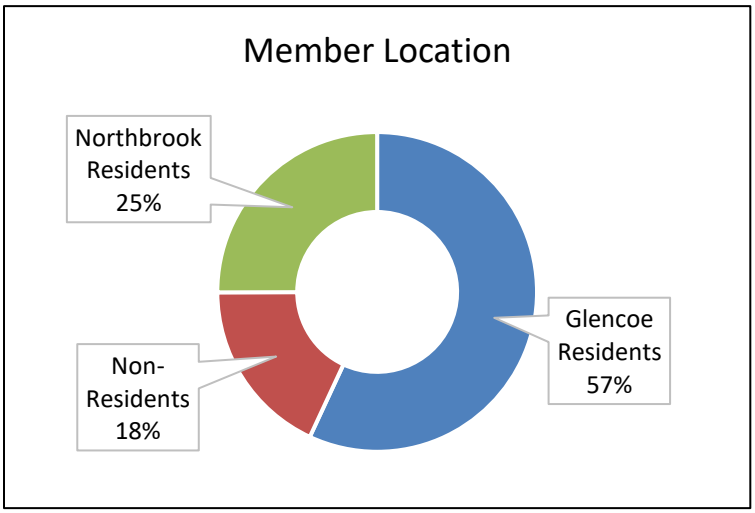
PDRMA offers an audit program in which another lifeguard certification company audits the lifeguards. This ensures the lifeguards and staff are well-trained to proactively prevent emergencies before they occur or respond appropriately in the event of an emergency. In a typical summer, our staff are audited 3 times to ensure we are best prepared to respond in the event of an emergency. Lifeguards are tested in sudden cardiac arrest, first aid, unresponsive drowning, and spinal injury. They also review our emergency action plans, safety equipment, inspection forms, and more to provide constructive feedback on our operations and offer room for improvement. We contracted with StarGuard Elite to audit our staff this summer. The beach was audited two times and received the highest score possible, which is a 5-star or exemplary rating. These audits provided us with valuable feedback to improve our staff training and procedures.

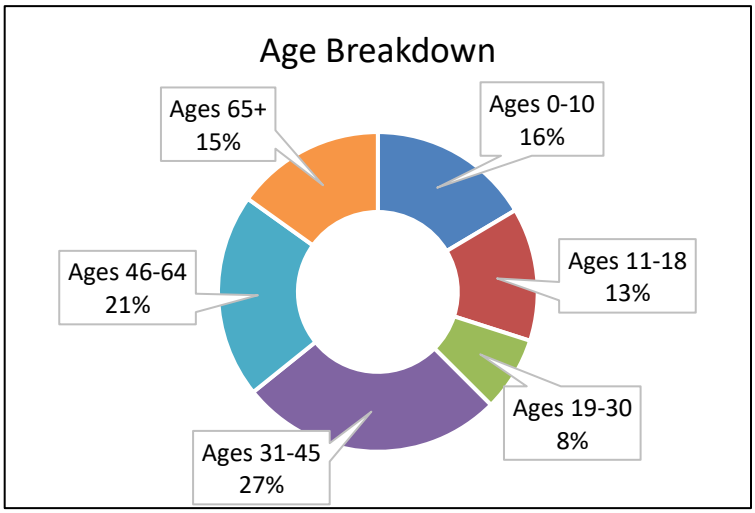
DAILY ADMISSION AND ATTENDANCE

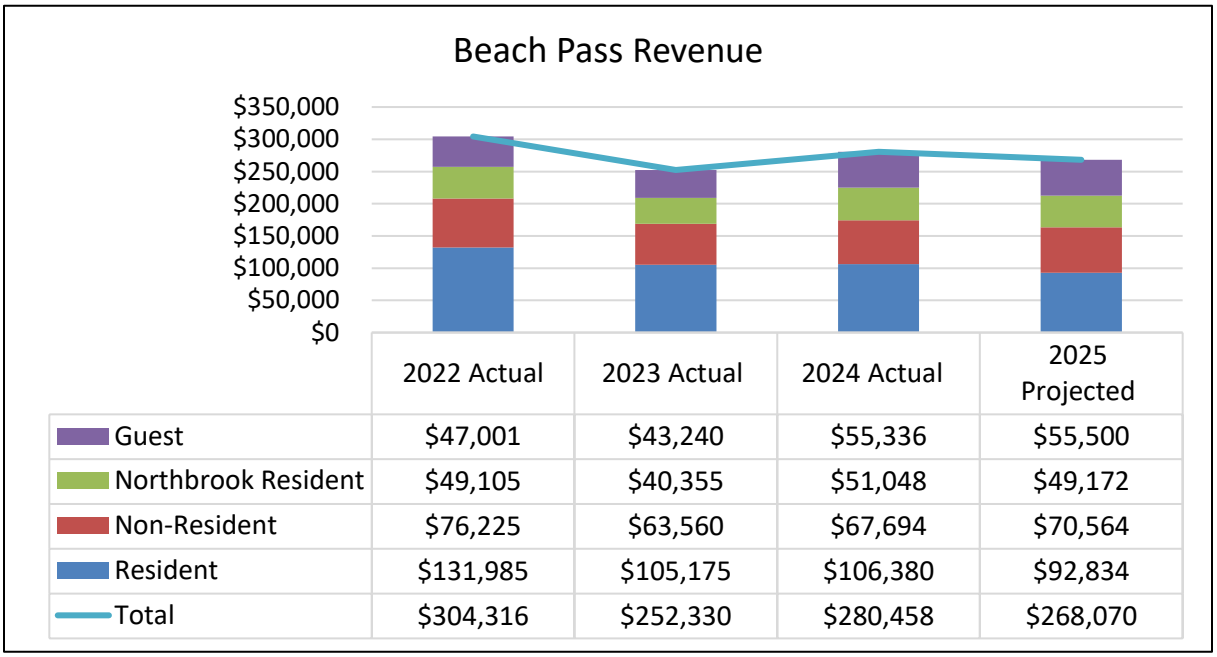
SEASON PASSES

We continued to see stable season pass sales. Season passes increased by 5% in 2025, while guest passes remained the same. Below is a breakdown of pass demographics and pass sales. Passholders receive access to the beach 7 days a week. Over the last four years, we have averaged around 6,200 season passes sold annually.

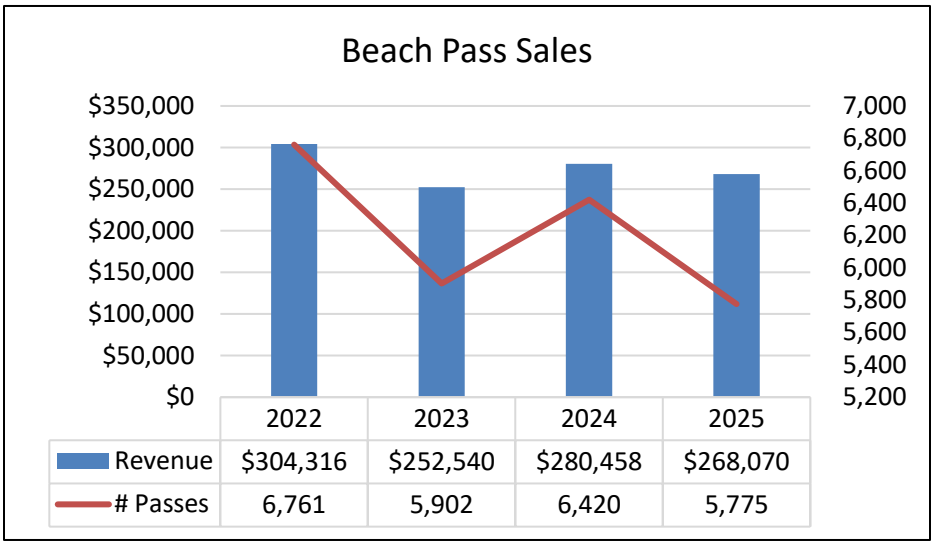
Pass Type	Resident/Non-Residents
Beach Pass	$38/76
Guest Pass (10 visits)	$50/100

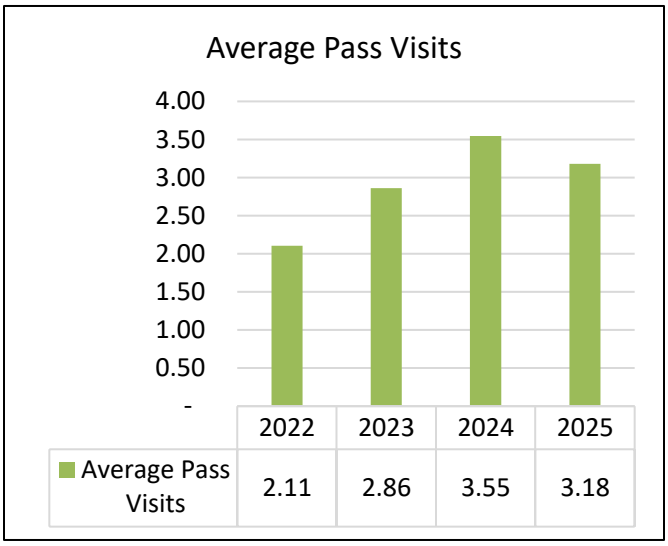






	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Guest	$47,001	$43,240	$55,336	$55,500
Northbrook Resident	$49,105	$40,355	$51,048	$49,172
Non-Resident	$76,225	$63,560	$67,694	$70,564
Resident	$131,985	$105,175	$106,380	$92,834
Total	$304,316	$252,330	$280,458	$268,070



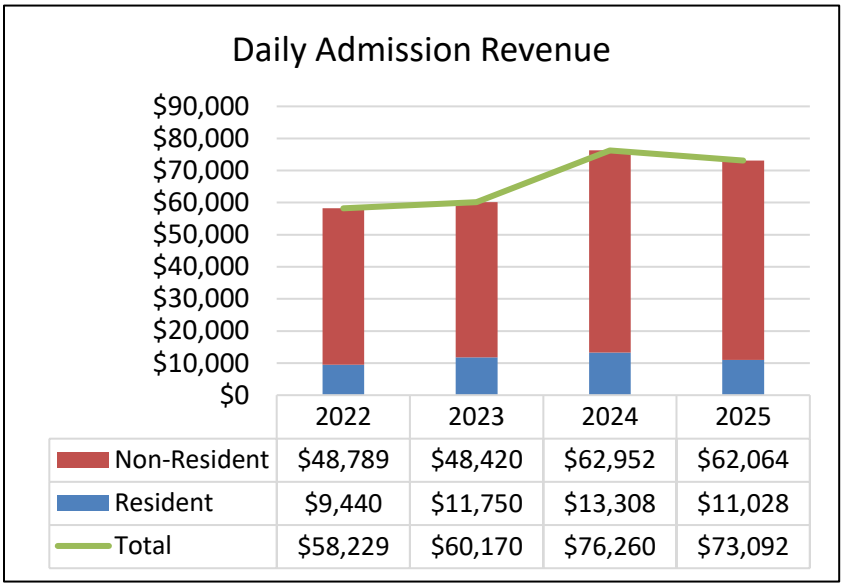


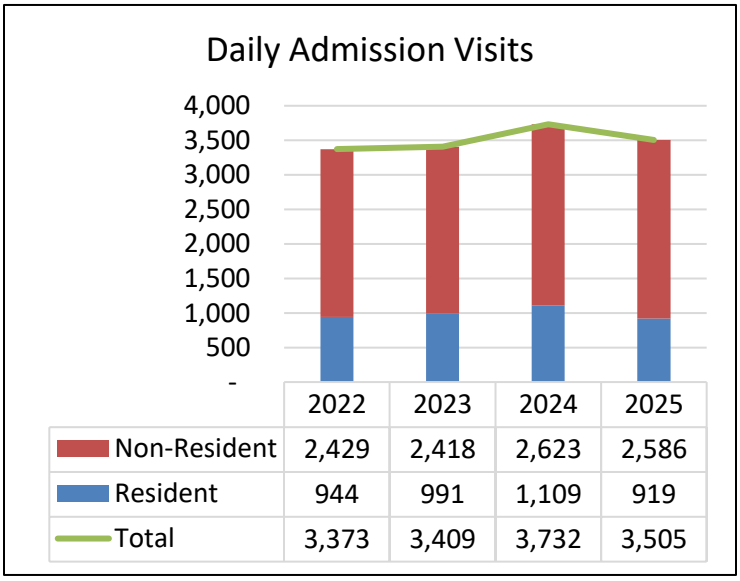
DAILY ADMISSION

In 2025, daily admission was collected Monday-Friday after 12 PM. Daily admission could be purchased in person at the beach. This season's daily admission remained the same at $12 for Glencoe residents and $24 for non-residents.

Daily Admission Fees				
	2022	**2023**	**2024**	**2025**
Resident	$10	$10	$12	$12
Non-Resident	$20	$20	$24	$24

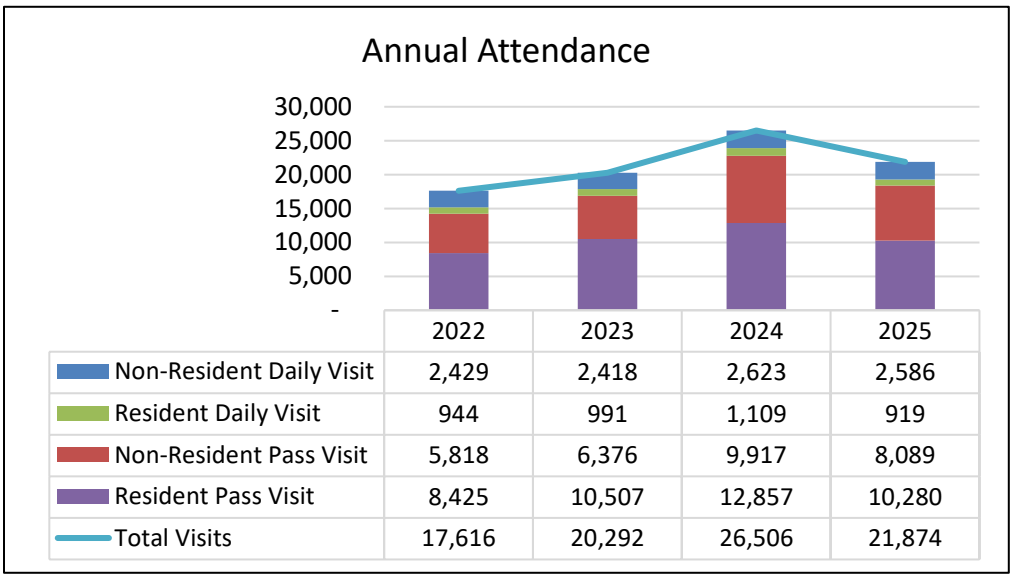
Overall attendance and admission revenue have continued to trend upward since 2022. Non-resident daily admissions remained consistent with the previous year, while resident daily visits experienced a slight decline. Over the past four years, the beach has averaged approximately 3,500 visits and $67,000 in revenue annually for daily admission.



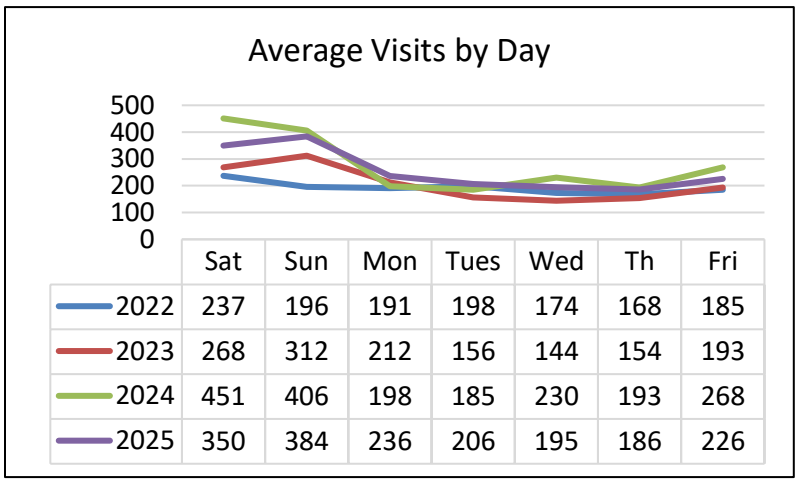


ATTENDANCE

Our annual attendance over the last four seasons is around 21,500 visits to the beach during operating hours. Our busiest days still are on weekends, with weekday visits remaining relatively stable. Attendance is impacted directly by weather and water closures. We see a significant drop in attendance once temperatures are below 70 degrees.



	2022	2023	2024	2025
Non-Resident Daily Visit	2,429	2,418	2,623	2,586
Resident Daily Visit	944	991	1,109	919
Non-Resident Pass Visit	5,818	6,376	9,917	8,089
Resident Pass Visit	8,425	10,507	12,857	10,280
Total Visits	17,616	20,292	26,506	21,874



	Sat	Sun	Mon	Tues	Wed	Th	Fri
2022	237	196	191	198	174	168	185
2023	268	312	212	156	144	154	193
2024	451	406	198	185	230	193	268
2025	350	384	236	206	195	186	226

EXPLORE MORE ILLINOIS PASS

This summer marked the second year of our partnership with the Reaching Across Illinois Library System (RAILS) to offer Glencoe Beach Passes through their program. Through this program, community members can check out a pass that provides access for up to six family members, including the passholder. The initiative is funded by a grant from the Illinois State Library through the Office of the Secretary of State, Alexi Giannoulias.

To better track participation, we implemented a check-in process for those using the Explore Illinois Beach Pass. This system recorded 677 patrons visiting the beach with the pass, including 322 visits on weekends designated for passholders only.

NORTHBROOK RECIPROCITY AGREEMENT

The Northbrook Reciprocity Agreement, in place since 2012, was renewed for another year in 2025. This agreement allows Glencoe residents to receive resident rates for Northbrook pools and the dog park, while Northbrook residents receive Glencoe resident rates for beach passes.

We continue to see demand for Northbrook residents purchasing beach passes. Overall participation in the reciprocity program remained steady in 2025, with Glencoe Beach seeing strong guest pass growth and consistent revenue despite fewer memberships. Northbrook Pool usage increased, though fewer memberships led to a slight decline in revenue per visit.

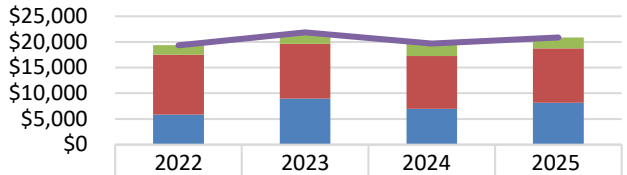
Glencoe Beach Passes									
	2023			2024			2025		
	Memberships	Visits	Revenue	Memberships	Visits	Revenue	Memberships	Visits	Revenue
Passes	1,153	2,996	$40,355	1,435	1,801	$51,048	1,294	1,784	$49,172
Guest Passes	151	466	$8,100	90	428	$4,750	213	455	$10,650
Totals	**1,304**	**3,462**	**$48,455**	**1,525**	**2,259**	**$55,798**	**1,507**	**2,179**	**$59,822**

Northbrook Pool Passes									
	2023			2024			2025		
	Memberships	Visits	Revenue	Memberships	Visits	Revenue	Memberships	Visits	Revenue
Totals	87	595	$7,267	133	757	$10,636	48	959	$11,116

Pass Data									
	2023			2024			2025		
	Revenue	Visits	Rev/Visit	Revenue	Visits	Rev/Visit	Revenue	Visits	Rev/Visit
Glencoe Beach	$48,455	3,467	$13.98	$51,048	1,801	$28.34	$49,172	1,724	$28.52
Northbrook Pools	$7,267	595	$12.21	$10,636	757	$14.05	$11,116	956	$11.63

BEACH RENTALS

We continue to offer rentals for chairs and umbrellas, sun shelters, and the trellis. Beach patrons could rent chairs and umbrellas in the beach house when they arrived. These rentals were available on a first-come, first-served basis. Sun shelter and trellis rentals were available to view and book online through our registration software. Those who purchased season passes received a discounted rate on sun shelter and trellis rentals and allowed them to book in advance. Non-passholders could purchase available sun shelters when they arrived at the beach.



	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Chairs/Umbrellas	$1,864	$2,226	$2,441	$2,160
Sun Shelters	$11,613	$10,646	$10,302	$10,570
Trellis	$5,868	$8,992	$6,956	$8,155
Total	$19,345	$21,864	$19,699	$20,885

BOATING BEACH OPERATIONS

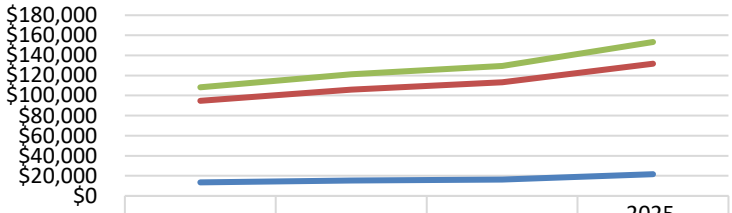
The boating beach opens in mid-May each season and operates into mid-October. Patrons can store their boats on the boating beach for a fee both in-season and during the winter.

2025 Boat Season	Boat Hours
Preseason May 17-June 8	Saturday-Sunday, Memorial Day 12-5 PM
Regular Season June 9-August 10	Monday-Friday, 12-7 PM Saturday-Sunday, 10 AM-7 PM
Post Season August 15-September 1	Friday-Sunday, Labor Day 12-6 PM
End of Season September 5-October 12	Friday-Sunday 12-5 PM

BOAT STORAGE

One of the most popular items on Glencoe Beach is the ability to store boats on the beach for easy access.

Fluctuating water levels and ongoing sand erosion have significantly reduced the amount of available beach space for boat storage. High water can submerge traditional storage areas, while erosion further limits usable shoreline, requiring constant adjustments to storage layout and capacity. This severely limits the number of sand spots available and shoreline space for use by our boaters.



	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Winter Storage	$13,485	$15,281	$16,437	$21,631
Summer Storage	$94,749	$105,872	$113,176	$131,694
Total	$108,234	$121,153	$129,613	$153,325

Staff completed the winter storage process, having moved all boats, kayaks, and SUPs into their storage space for the winter. All boats currently on the beach were tagged as paid or not paid. Any boat remaining on the beach that was not paid for is documented, and staff will continue to follow up with the owners for payment or advise the owner to remove the vessel from the beach. Below is a breakdown of our current rental spaces.

BOAT RENTAL SPACES BY BOAT TYPE

	Kayak & SUP	Laser/Sunfish/Other	Catamaran	Total
2025	170	9	41	220
2024	170	8	42	220
2023	165	4	50	219
2022	162	4	53	219
2021	162	4	55	221
2020	164	4	53	221
2019	115	6	55	176

BOAT STORAGE WAITLIST

During the offseason, staff collaborated with the Customer Service and Marketing teams to completely redesign the boat and beach storage waitlist system, improving accuracy, transparency, and accessibility. A formal waitlist procedure was established to clearly define registration guidelines, eligibility requirements, and communication protocols. As part of this process, all individuals on the existing waitlist were contacted to confirm continued interest, verify residency, and indicate their preferred storage type. The updated waitlist was then organized into four categories —Resident Sand Spot, Resident Kayak/SUP, Non-Resident Sand Spot, and Non-Resident Kayak/SUP —to manage demand better and ensure fair access.

POWERBOATS

The Park District maintains three inflatable Zodiac motorboats. These support boats are used for boater assistance, aquatics/sailing camps, and other beach maintenance tasks. All three boats are stored inside the boathouse and launched as needed. A Toro Dingo is used to assist in our powerboat fleet's daily launching and retrieval.

BOAT VALET, BOATER ASSISTANCE, AND SAFETY

The boathouse is staffed with boat guards and a manager. Boat guards maintain the boathouse and beach. They offer boater and rental assistance while maintaining surveillance and a boat valet service. This service helps boaters move their boats to and from the water. Catamarans are heavy, and two or more people are needed to move them. This valet service is highly valued by boating beach patrons.

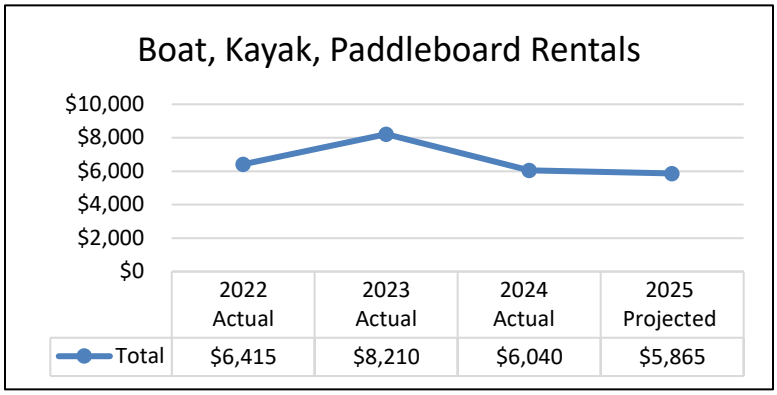
Boater assistance is a high priority for boating beach patrons. Boat guards maintain surveillance for boaters only within the sailing boundary. That boundary stretches north to south from Highland Park Beach to Tower Road Beach and east of Glencoe Beach by one mile. This is signaled by a marker buoy placed one mile east of the boathouse. If boater assistance is required for a boater outside of the boundary, boat guards will call the Coast Guard to assist the boater.

This year, we introduced three informational videos focused on boater safety and developed a recommended online course for all boaters. The materials outline boating boundaries, proper communication with guards on duty, and the key rules in place at the boating beach to promote a safer and more informed boating environment.

During beach operating hours, we do not allow daily launches of any vessels that are not stored on our beach. This includes sailboats, kayaks, and paddleboards. We do allow rentals of these vessels during boat house operating hours. This is to ensure users receive a safety orientation before going out on the water. Users can bring down their vessels before 10 AM if they are removed before we open each day.

KAYAK, PADDLEBOARD, AND SAILBOAT RENTALS

Boat guards assist all kayak, SUP, and sailboat renters out on the water. Once rentals are on the water, boat guards keep a close eye on them and the weather. We continue to see an interest in renting boats, kayaks, and paddleboards. Rental sales are directly correlated to weather and high surf. If conditions were too poor for patrons to use the amenities safely, we did not offer daily rentals. Below is a snapshot of the revenue collected for daily sailboat, kayak, and paddleboard rentals.

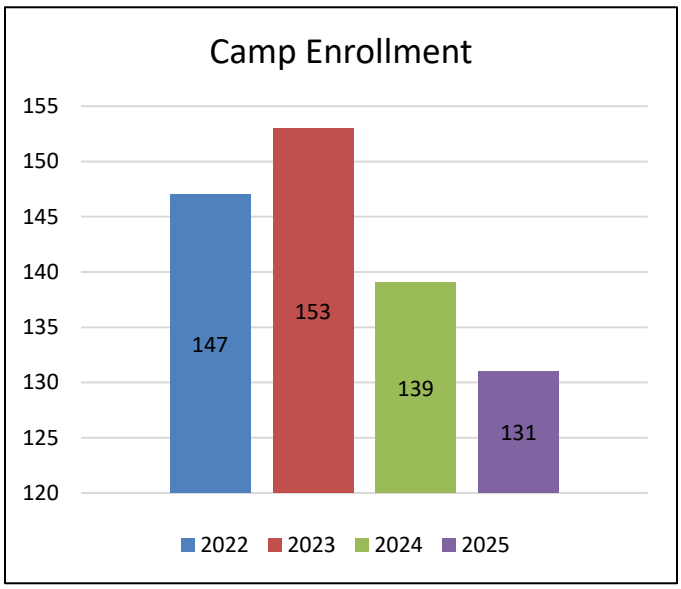


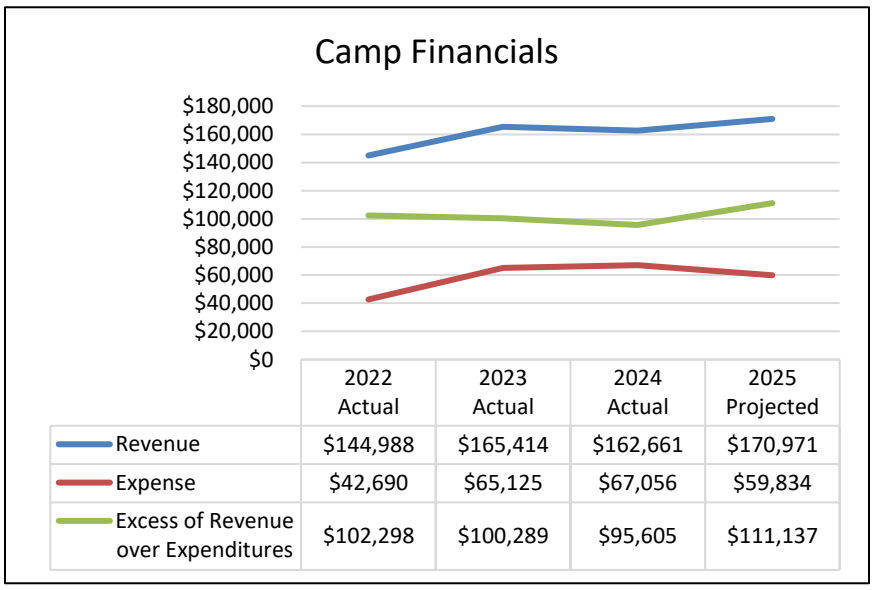
	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Total	$6,415	$8,210	$6,040	$5,865

BEACH PROGRAMMING

AQUATICS AND SAILING CAMP

Aquatics and Sailing Camp was a great success again this summer. This was the third season in a row that the program was structured as a full-day program from 9:30 AM to 3:30 PM for 2-week sessions. An average of 28 campers were in each session. The campers were split into two groups by grade. Our younger group was for 2nd-4th graders, while our older group was for 5th-8th graders. Below is a breakdown of enrollment and financials for Aquatics and Sailing camps. Moving forward, we structured this camp to run sessions similar to our traditional camps and adjusted the grade offering to Grades 2-6. Families will also have the option to sign up for AM or PM care.

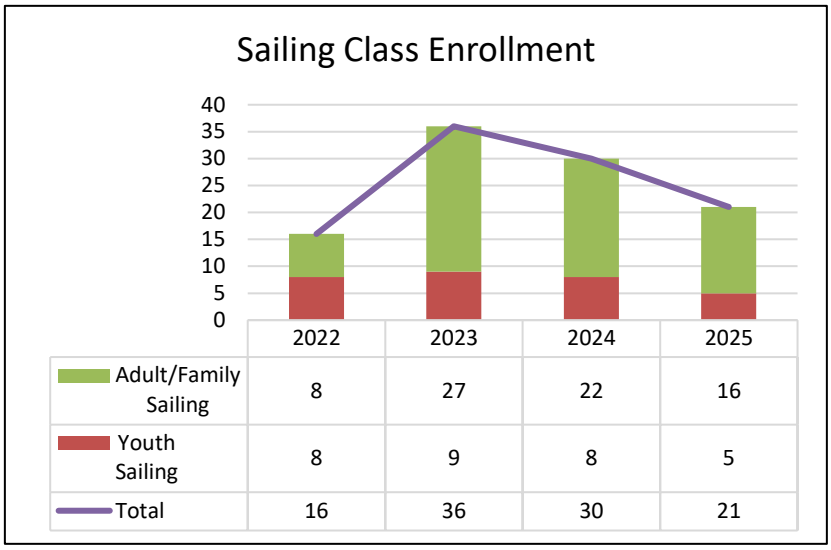




	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Revenue	$144,988	$165,414	$162,661	$170,971
Expense	$42,690	$65,125	$67,056	$59,834
Excess of Revenue over Expenditures	$102,298	$100,289	$95,605	$111,137

SAILING CLASSES

Sailing programs have steady interest from patrons who want to learn to sail. This year's programs included Puddle Jumpers, Try Sailing, Family Sailing, and Adult Sailing Lessons. As shown in the chart, enrollment in sailing classes dipped slightly. This summer, we moved all classes to Saturdays to address staffing challenges and streamline the program, in hopes of growth.



	2022	2023	2024	2025
Adult/Family Sailing	8	27	22	16
Youth Sailing	8	9	8	5
Total	16	36	30	21

BEACH SAFE

This summer, we launched a reimagined Beach Safe program designed to teach kids essential beach safety skills in a fun and engaging way through an interactive coloring pamphlet. Shannon introduced the program at Children's Circle and District 35's South and West Schools, helping educate over 700 students and community members before the start of the beach season. The presentations covered key topics, including weather flag meanings, rip current awareness, swim zone boundaries, and the proper use of Coast Guard-approved life jackets. Students received a Beach Safe Certificate and Junior Lifeguard Sticker to recognize their participation and understanding. The program's goal is to introduce water safety concepts early while fostering stronger connections with local families and schools.

SPECIAL EVENTS

Each season, we offer a variety of Special Events for families and beachgoers, which continue to be very popular. This summer, we hosted events including the Cardboard Regatta, the Trellis Table, and the popular Beach Camp Out.

CARDBOARD REGATTA

For the Cardboard Regatta, participants were tasked with building a boat out of cardboard and duct tape. Racers brought their race vessels and put them to the test alongside the other participants.

SUMMER SPLASH

This summer's Splash Event featured a lively mix of activities, including a fire dance performance, mini golf in the sand, and a crowd-favorite limbo contest. Guests also enjoyed complimentary slushies, adding a refreshing touch to a fun-filled community beach celebration.

BEACH CAMP OUT

This year's Beach Camp Out remained a very popular family event on the beach. This annual event was held July 18-19. The event included a catered dinner by Fire Pitt, movie on the beach, bonfires with s'mores, and breakfast. We had over 300 participants stay the night under the stars along the shores of Lake Michigan. This event continues to be a family favorite for Glencoe residents.

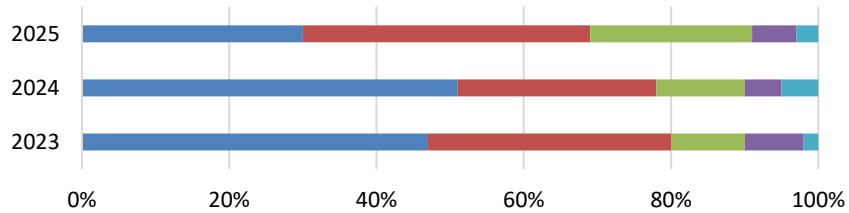
FUTURE CONSIDERATIONS

As we continue to evaluate our operations, below are a few considerations moving into future summers.

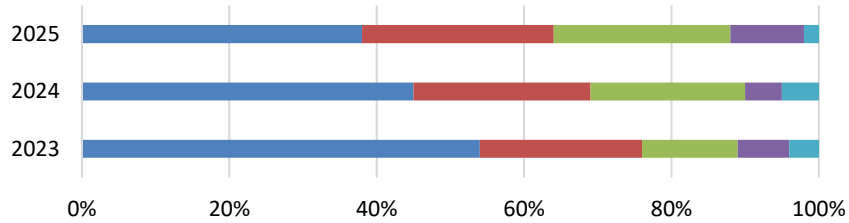
- Transitioning from American Red Cross to StarGuard Elite as our certifying body and aquatic risk prevention agency. This will represent a strategic, value-driven improvement to our aquatic operations. StarGuard Elite delivers significantly greater benefits, including medical oversight, digital certification management, enhanced audit tools, instructor crossover training, and direct operational support. This transition strengthens the Park District's commitment to industry-leading safety practices, improves the efficiency of staff training and certification, and provides long-term value without increasing costs.
- Adjusting Aquatics and Sailing Camp to match enrollment weeks to traditional camps. Also adjusting the age group from Grades 2-8 to Grades 2-6.
- Create a boater handbook as an onboarding tool for new and existing boaters to help educate boaters about expectations around operations and safety at the beach.
- Explore cost analysis of expanding beach hours and services and its financial impact on the operation.

FEEDBACK AND SURVEY RESULTS

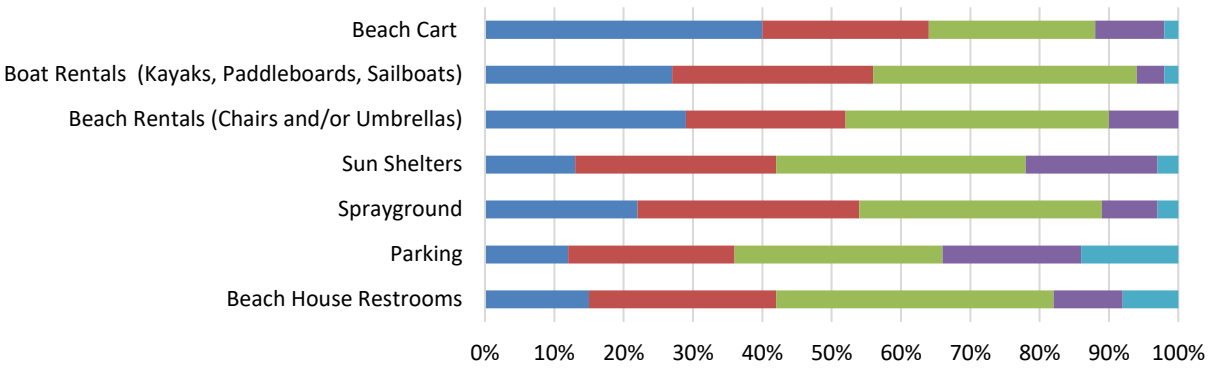
After each season, staff survey beach pass holders to gather feedback on their experience at the beach. We had 236 total responses in 2025. This is compared to 362 in 2024, 166 in 2023, and 194 in 2022. Below are charts showing the overall satisfaction and value of the beach pass.



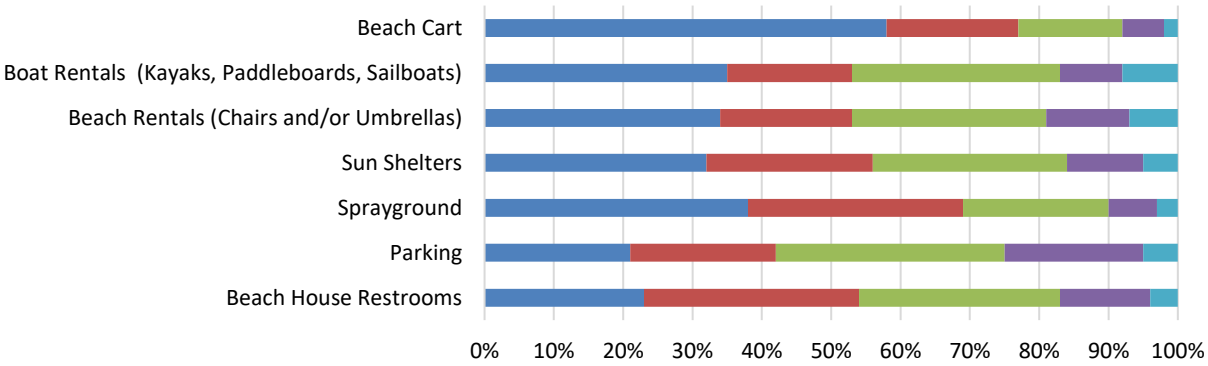
	2023	2024	2025
Excellent	47%	51%	30%
Very Good	33%	27%	39%
Good	10%	12%	22%
Fair	8%	5%	6%
Poor	2%	5%	3%



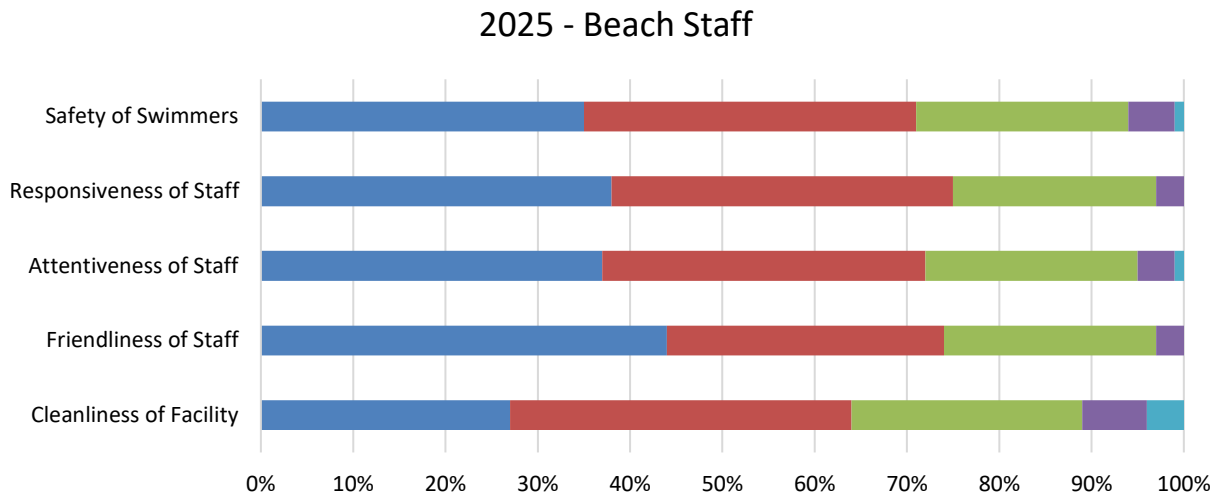
	2023	2024	2025
Excellent	54%	45%	38%
Very Good	22%	24%	26%
Good	13%	21%	24%
Fair	7%	5%	10%
Poor	4%	5%	2%



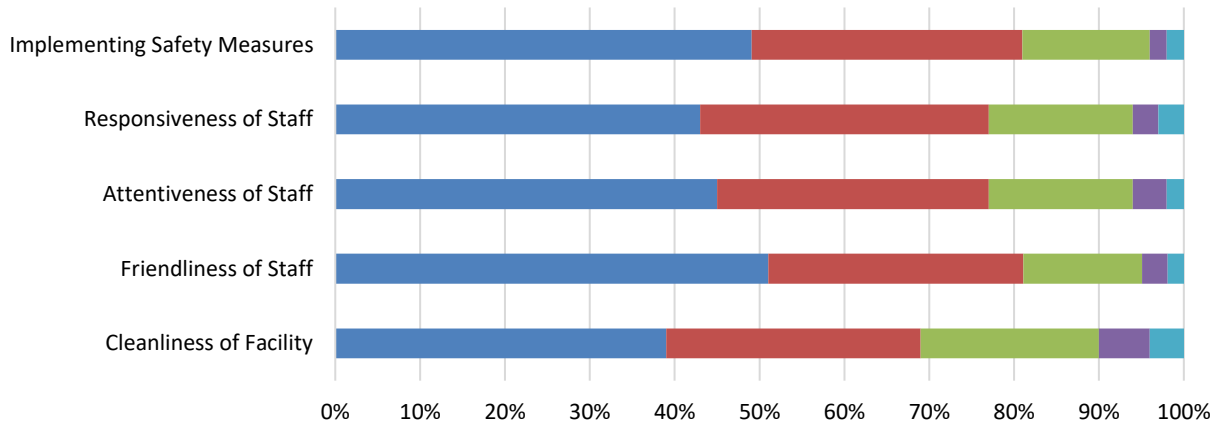
	Beach House Restrooms	Parking	Sprayground	Sun Shelters	Beach Rentals (Chairs and/or Umbrellas)	Boat Rentals (Kayaks, Paddleboards, Sailboats)	Beach Cart
Excellent	15%	12%	22%	13%	29%	27%	40%
Very Good	27%	24%	32%	29%	23%	29%	24%
Good	40%	30%	35%	36%	38%	38%	24%
Fair	10%	20%	8%	19%	10%	4%	10%
Poor	8%	14%	3%	3%	0%	2%	2%



	Beach House Restrooms	Parking	Sprayground	Sun Shelters	Beach Rentals (Chairs and/or Umbrellas)	Boat Rentals (Kayaks, Paddleboards, Sailboats)	Beach Cart
Excellent	23%	21%	38%	32%	34%	35%	58%
Very Good	31%	21%	31%	24%	19%	18%	19%
Good	29%	33%	21%	28%	28%	30%	15%
Fair	13%	20%	7%	11%	12%	9%	6%
Poor	4%	5%	3%	5%	7%	8%	2%



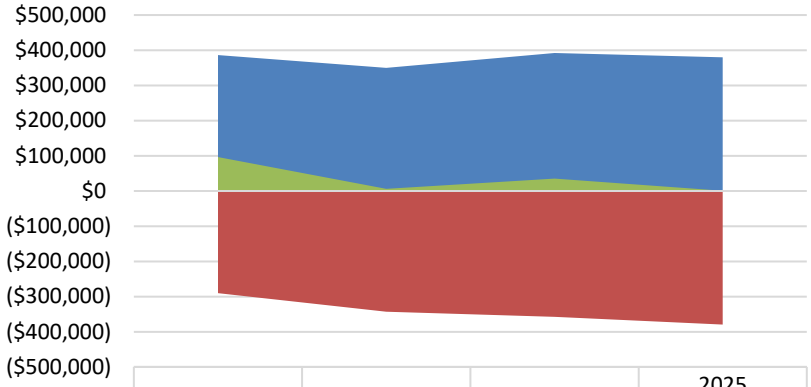
	Cleanliness of Facility	Friendliness of Staff	Attentiveness of Staff	Responsiveness of Staff	Safety of Swimmers
Excellent	27%	44%	37%	38%	35%
Very Good	37%	30%	35%	37%	36%
Good	25%	23%	23%	22%	23%
Fair	7%	3%	4%	3%	5%
Poor	4%	0%	1%	0%	1%



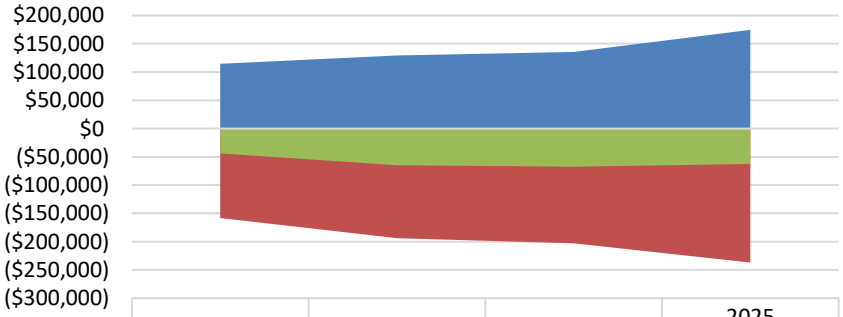
	Cleanliness of Facility	Friendliness of Staff	Attentiveness of Staff	Responsiveness of Staff	Implementing Safety Measures
Excellent	39%	51%	45%	43%	49%
Very Good	30%	30%	32%	34%	32%
Good	21%	14%	17%	17%	15%
Fair	6%	3%	4%	3%	2%
Poor	4%	2%	2%	3%	2%

FINANCIALS

Overall Financial	2022 Actuals	2023 Actuals	2024 Actuals	2025 Projections
Beach Operation	$96,387	$6,210	$34,854	$723
Boat Operation	$43,639	$64,657	$67,436	$62,347
Beach Programs	$98,618	$107,913	$104,458	$122,603
Total Financials	**$151,366**	**$49,466**	**$71,876**	**$60,979**



	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Beach Operation Revenue	$386,684	$349,736	$392,177	$380,330
Beach Operation Expense	($290,297)	($343,526)	($357,323)	($379,607)
Beach Operation Total	$96,387	$6,210	$34,854	$723



	2022 Actual	2023 Actual	2024 Actual	2025 Projected
Boat Operation Revenue	$114,650	$129,363	$135,749	$174,628
Boat Operation Expense	($158,289)	($194,020)	($203,185)	($236,975)
Boat Operation Total	($43,639)	($64,657)	($67,436)	($62,347)

10-YEAR DATA

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total Revenue	$318,666	$313,517	$319,725	$285,509	$254,708	$551,017	$384,352	$349,736	$392,177	$380,330
Pass Revenue	$60,522	$54,530	$55,223	$54,330	$255,378	$468,572	$304,316	$252,540	$280,458	$268,070
Daily Admission Revenue	$206,781	$194,673	$224,572	$197,904	$0	$58,400	$58,229	$60,170	$76,260	$73,092
Total Visit Revenue	$267,303	$249,203	$279,795	$252,234	$255,378	$526,972	$362,545	$312,710	$356,718	$341,162
Total Expenses	$269,973	$257,546	$248,460	$249,458	$277,682	$327,044	$287,964	$343,526	$357,323	$379,607
Overall Financials	$48,693	$55,971	$71,265	$36,051	($22,974)	$223,973	$96,388	$6,210	$34,854	$723
Resident Pass Visit	N/A	3,797	3,705	4,054	38,253	17,591	8,425	10,507	12,857	10,280
Non-Resident Pass Visit	N/A	1,488	1,480	1,474	13,516	11,887	5,818	6,376	9,917	8,089
Total Pass Visits	N/A	5,285	5,185	5,528	51,769	29,478	14,243	16,883	22,774	18,369
Resident Daily Visit	N/A	2,166	3,561	4,161	-	434	944	991	1,109	919
Non-Resident Daily Visit	N/A	8,243	8,836	11,670	-	2,702	2,429	2,418	2,623	2,586
Total Daily Visits	N/A	10,409	12,397	15,831	-	3,136	3,373	3,409	3,732	3,505
Total Visits	25,848	15,694	17,582	21,359	51,769	32,614	17,616	20,292	26,506	21,874
Revenue per Visit	$10.33	$15.88	$15.91	$11.81	$4.93	$16.16	$20.58	$15.41	$13.46	$15.60
Cost per Visit	$10.44	$16.41	$14.13	$11.68	$5.36	$10.03	$16.35	$16.93	$13.48	$17.35

APPENDIX A: PRICING COMPARISONS

Standard Daily Admissions and Passes

Town	Hours	Daily Fees Res/NR	Individual Pass Res/NR	Family Pass for 4 Res/NR
Glencoe	10 AM-7 PM	$12/24 (M-F Only)	$38/76	$152/304
Wilmette	10 AM-8 PM	$11/17 (M-F) $21/26 (Weekends)	$66/166 Parking Pass $38/203	$167/391
Winnetka	9 AM-9 PM	$12/24 (M-F Only)	$125/250	$160/325
Evanston	10:30 AM-8 PM	$FREE/$12	$FREE/$85	$FREE/$340

Daily Admission Pricing History:

2002: $1 increase for non-resident only; resident rate remained $4/$6
2012: $1 increase for non-resident adult fee only to $10
2017: $1 increase for residents, $4 increase for non-residents
2018: Group rate increased to $10 per person for groups of 10 people or more
2019: Rates changed to flat rates of $7 for R and $14 for NR guest
2020: Daily rate not offered due to COVID-19 restrictions
2021: Increased to $10/$20 R/NR per person
2024: Increased to $12/$24 R/NR per person
2025: No increase in daily admission

Season Pass Pricing History:

2010: $5 increase to all pass types
2012: New rate created for seniors (age 65 and older)
2017: $26 decrease for resident first member and $22 decrease for non-resident first member
2018: $19 increase in additional pass cost
2019: Increased NR season passes for first member by $7
2020: NR season pass increase to double the resident rate
2021: Changed to flat-rate pricing per person $35/$70 R/NR
2024: Increased to $36/$72 R/NR per person
2025: Increased to $38/$76 R/NR per person

Sun Shelter and Trellis Rentals

Town	Sun Shelter (12 person/4.25 hrs) P/NP	Sun Shelter (24 person/4.25 hrs) P/NP	Trellis (75-100 person) 5-Hour Rental P/NP
Glencoe	$50/100	$100/200	$475/800
Wilmette	Not Available	$0/26 (3hrs)	$0/90 (3hrs)
Winnetka	Not Available	Not Available	Not Available
Evanston	Not Available	Not Available	Not Available

Lake Rentals

Town	Kayak Res/NR	Paddleboard Res/NR	Sailboat Rental Res/NR
Glencoe	$30/60 (P/NP) (1 hour)	$30/60 (P/NP) (1 hour)	$55/110 (P/NP) (2 hours)
Wilmette	$64/87 (90 Minutes)	$64/87 (90 Mins)	$109/129 (60 Minutes)
Winnetka	$50 (2 hours)	$50 (2 hours)	Not Available
Evanston	$35/45 (1 hour))	$30/40 (1 hour)	$40/50 (1 hour)

Boat Storage Spaces

Town	Sand Res/NR	Rack Paddle Res/NR	Winter Sand Res/NR	Winter Rack Res/NR
Glencoe	$798/1,500	$481/903	$328/453	$168/277
Wilmette	$833/1,170*	$502/824*	$321/321*	$224/224*
Winnetka	$525/950	$450/850	$300	$300

*2022 prices for Wilmette as 2025 Pricing unavailable.