



WHEATON PARK DISTRICT  
**AQUATICS**  
**ANNUAL REPORT 2015**



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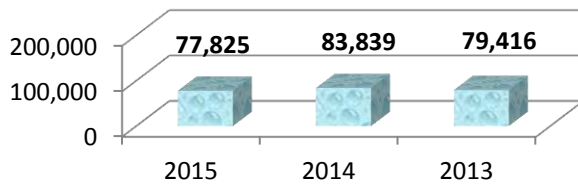
**I 2015 Annual Attendance**

**A. Attendance - Rice Pool & Water Park**

<b>RICE POOL</b>	<b>2015 Season</b>	<b>2014 Season</b>	<b>2013 Season</b>	<b>Increase (Decrease) from last season</b>	<b>Percent Increase (Decrease) from last season</b>
Pool Pass Visits	<b>43,627</b>	53,995	50,728	(10,368)	(19%)
Daily Admissions Paid	<b>16,677</b>	13,205	12,575	3,472	26%
Camps	<b>5,347</b>	3,562	2,752	1,785	50%
In-House Swim Lessons/ Fitness Classes	<b>12,174</b>	13,077	13,361	(903)	(7%)
<b>Total</b>	<b>77,825</b>	<b>83,839</b>	<b>79,416</b>	<b>(6,014)</b>	<b>(7%)</b>
Days Open	<b>94*</b>	90**	88	4	4%
Avg. Daily Attendance	<b>827</b>	931	902	(104)	(11%)
Days Closed	<b>3</b>	5	6	(2)	(40%)

\*2015 Season Totaled 97 Days / \*\* 2014 Season Totaled 95 Days

**Rice Pool and Water Park Attendance**



**Pool Closing Procedure:** *Wheaton Park District regulation states that “pool may be closed if the air temperature is 68 degrees or below, or at the manager’s discretion based on inclement weather, low attendance, or unusual circumstances. Whenever weather is questionable or attendance is low, the manager is first directed to cut back on staff without compromising safety.*

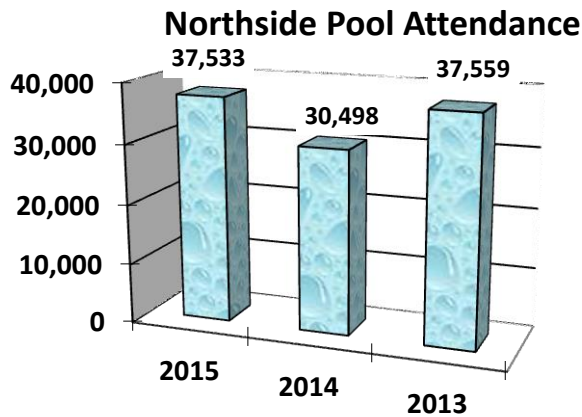
**Early Closing Expense Impact Rice Pool 2015 vs. 2014:**

	2015	2014	2015	2014	2015	2014
Weather Closing	10 dates	2 dates	32.75 total hours	5 total hours	\$7,696	\$1,175
Low Attendance	0 dates	0 dates	0 total hours	0 total hours	\$0	\$0
<b>Total</b>	<b>10 dates</b>	<b>2 dates</b>	<b>32.75 total hours</b>	<b>5 total hours</b>	<b>\$7,696</b>	<b>\$1,175</b>

**B. Attendance - Northside Family Aquatic Center**

NORTHSIDE	2015 Season	2014 Season	2013 Season	Increase (Decrease) from last season	Percent Increase(Decrease) from last season
Pool Pass Visits	<b>20,361</b>	10,377	19,436	9,984	96%
Daily Admissions	<b>4,681</b>	4,129	3,998	552	13%
Camp Visits	<b>1,951</b>	1,260	2,369	691	55%
In-House Swim Lessons/ Swim Team	<b>10,540</b>	14,732	11,756	(4,192)	(28%)
<b>Total</b>	<b>37,533</b>	<b>30,498</b>	<b>37,559</b>	<b>7,035</b>	<b>23%</b>
Days Open	<b>80*</b>	71**	71	9	13%
Avg. Daily Attendance	<b>469</b>	429	529	40	9%
Days Closed	<b>2</b>	3	5	(1)	(33%)

\*2015 Season Totaled 82 Days / \*\* 2014 Season Totaled 74Days



**Early Closing Expense Impact Northside Pool 2015 vs. 2014:**

	2015	2014	2015	2014	2015	2014
Weather Closing	10 dates	3 dates	27.5 total hours	12 total hours	\$4,950	\$2,160
Low Attendance	0 dates	0 dates	0 total hours	0 total hours	\$0	\$0
<b>Total</b>	<b>10 dates</b>	<b>3 dates</b>	<b>27.5 total hours</b>	<b>12 total hours</b>	<b>\$4,950</b>	<b>\$2,160</b>



**C. Weather Log Comparison**

- Mother Nature was not kind to the aquatic world. Temperatures were warm enough to open. However, the rain, stormy weather, and cooler temperatures at the beginning of the season interfered with attendance and pool pass sales.
- June was recorded as the 5<sup>th</sup> wettest since 1928, and the 4<sup>th</sup> wettest of any month on record in Illinois.
- This was the “coolest” summer in six years with an average temperature of 68.5 degrees. The daily temperature was cooler than average temperature of 82 degrees for 64% of days during the summer.
- Days closed at Rice Pool totaled three (3) and Northside totaled two (2). There were however, ten (10) dates where storms or heavy rains prompted early closings.

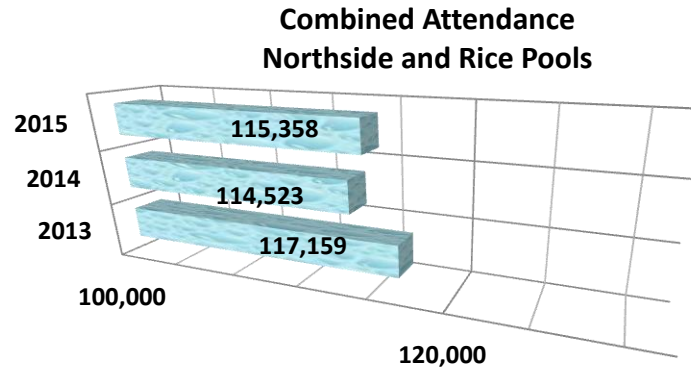
Daily High Temperature	2015 Total Days in Temperature Range	2014 Total Days in Temperature Range	2015 Percent of Total Days	2014 Percent of Total Days
-68	2	6	2%	6%
68-75	23	14	23%	15%
76-80	28	35	29%	37%
81-85	25	31	26%	33%
86-90	17	9	18%	9%
91+	2	0	2%	0%



**D. Combined Attendance**

Rice/Northside Combined Attendance	2015 Season	2014 Season	2013 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Total	115,358	114,523	117,159	835	.7%

\*Includes Camps and Swim Lesson visits



**E. Daily Paid Admission Comparison Resident vs. Non-Resident**

**Resident**

Resident	2015 Season	2014 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	4,432	3,860	572	15%
Rice	10,767	8,405	2,362	28%
<b>Total</b>	<b>15,199</b>	<b>12,265</b>	<b>2,934</b>	<b>24%</b>
% of Daily Admission	71%	71%		0%

**Non-Resident**

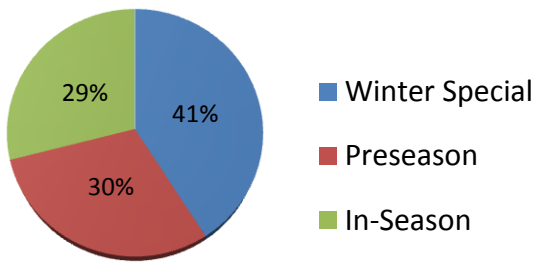
Nonresident	2015 Season	2014 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	249	269	(20)	(7%)
Rice	5,910	4,800	1,110	23%
<b>Total</b>	<b>6,159</b>	<b>5,069</b>	<b>1,090</b>	<b>22%</b>
% of Daily Admission	29%	29%		0%

**F. Pool Passes Sold**

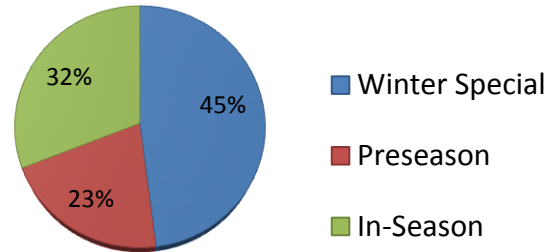
	<b>2015 Season</b>	<b>2014 Season</b>	<b>2013 Season</b>	<b>Increase (Decrease) from last season</b>	<b>Percentage Increase (Decrease) from last season</b>
Resident	<b>7,050</b>	7,709	8,834	(659)	(9%)
Non-Resident	<b>691</b>	828	1,038	(137)	(17%)
<b>Total</b>	<b>7,741</b>	<b>8,537</b>	<b>9,872</b>	<b>(796)</b>	<b>(9%)</b>

- Nonresident passes represent 9% of the total passes sold. This is a 1% decrease compared to the last two seasons.
- Pool pass gross revenue decreased \$54,406 compared to 2014.
- 2015 Winter Special accounted for 41%, Preseason accounted for 30%, In-Season accounted for 29% of total sales.
- 2014 Winter Special accounted for 45%, Preseason accounted for 23% In Season account for 32 % of total sales.

**2015 Pool Pass Sales Distribution**



**2014 Pool Pass Sales Distribution**



**G. Swim Lesson Registration**

Swim Lessons	<b>2015 Season</b>	2014 Season	2013 Season	<b>Increase (Decrease) from last season</b>	<b>Percentage Increase (Decrease) from last season</b>
Northside Family Aquatic Center	<b>1,209</b>	1,159	1,236	50	4%
Rice Pool & Water Park	<b>1,640</b>	1,808	1,699	(168)	(9%)
<b>Total</b>	<b>2,849</b>	<b>2,967</b>	<b>2,935</b>	<b>(118)</b>	<b>(4%)</b>

- Registration figures include swim lessons, swim team, and private lessons.
- Swim lesson participation decreased by 118 participants.
- Due to Community School District 200 winter closings and the end of the school year release date, Rice & Northside Pool offered three (3) two week sessions and two (2) one week sessions, compared to four (4) two week sessions and one (1) one week session in 2014.

**II. Aquatic Budget Analysis: Based on September 2015 Financial Status Report & Year End Projections.**

REVENUE	2015 Season Actual	2014 Season Actual	2013 Season Actual	Increase(Decrease) from last season	Percentage Increase (Decrease) from last season
Rice Pool	563,391	566,468	597,063	(3,077)	(.5%)
Northside	239,844	256,759	280,694	(16,915)	(7%)
<b>Total</b>	<b>803,235</b>	<b>823,227</b>	<b>877,757</b>	<b>(19,992)</b>	<b>(2%)</b>

EXPENSES	2015 Season Actual	2014 Season Actual	2013 Season Actual	Increase(Decrease) from last season	Percentage Increase (Decrease) from last season
Rice Pool	660,209	631,849	598,962	28,360	4%
Northside	299,370	293,494	289,916	5,876	2%
<b>Total</b>	<b>959,579</b>	<b>925,343</b>	<b>888,878</b>	<b>34,236</b>	<b>4%</b>

NET BALANCE	2015 Season Actual	2014 Season Actual	2013 Season Actual	Increase(Decrease) from last season
<u>Rice Pool</u> Balance (Revenue over Expenses)	<b>(98,818)</b>	(65,381)	(1,899)	(31,437)
<u>Northside</u> Balance (Revenue over Expenses)	<b>(59,526)</b>	(36,735)	(9,222)	(22,791)
Total Balance (Revenue over Expenses)	<b>(156,344)*</b>	<b>(102,116)</b>	<b>(11,121)</b>	<b>(54,228)</b>

\* Based on Non-Audited September 2015 Financial Status Report & Year End Projections

**Aquatic Facilities Revenue and Expenses Comparison**

- **REVENUE**
  - 2015 vs. 2014 Comparison Totals Decreased (\$19,992)
    - Charges for Service Decreased (\$27,221)
      - Pool Passes, Admissions, Guest Passes, Lessons, Sponsorships
    - Rentals Increased \$1,228
    - Concessions Increased \$6,207
    - Miscellaneous Income Decreased (\$206)
- **EXPENSES**
  - 2015 vs. 2014 Comparison Totals Increased \$34,236
    - Contractual Services Increased \$45,958
      - Major contributors to the increase of contractual services are mainly due to utility and health insurance cost.
        - Rice Contractual Increase of 28,817
        - Northside Contractual Increase of 17,141
    - Aquatics Supplies Decreased (\$15,974)
      - This is due to a large lounge chair purchase in 2014
    - Aquatic Full Time Wages Increased \$1,010
    - Aquatic Part Time Wages Decreased (\$11,641)
    - Parks “101” Total Expenses Increased \$16,493
    - Advertising Decreased (\$1,610)



## FINANCIAL COMPARISONS

### 2015 Actual Revenue Versus Budgeted Revenue Compared to 2014

#### **POOL PASS FINANCIALS**

REVENUE	2015 Budgeted Pool Pass Revenue	2015 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2014 Actual Pool Pass Revenue	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	340,000	<b>271,422</b>	(68,578)	<b>307,343</b>	(35,921)	(12%)
Northside	170,000	<b>126,283</b>	(43,717)	<b>144,768</b>	(18,485)	(13%)
Total	510,000	<b>397,705</b>	(112,295)	<b>452,111</b>	(54,406)	(12%)

\*Pool pass revenue was split 68% Rice to 32% to Northside

#### **GUEST PASS FINANCIALS**

Six (6) daily resident visits for \$45 coupon booklet/ Twenty (20) daily resident visits for \$150 coupon booklet)

REVENUE	2015 Budgeted Guest Passes Revenue	2015 Actual Pool Guest Pass Revenue	Increase (Decrease) Budgeted Guest Pass Revenue	2014 Actual Pool Guest Pass Revenue	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	17,000	<b>14,910</b>	(2,090)	<b>12,309</b>	2,601	21%
Northside	7,000	<b>6,390</b>	(610)	<b>5,031</b>	1,359	27%
Total	24,000	<b>21,300</b>	(2,700)	<b>17,340</b>	3,960	23%

#### **ADMISSION FINANCIALS**

REVENUE	2015 Budgeted Daily Admission Revenue	2015 Actual Daily Admission Revenue	Increase (Decrease) Budgeted Daily Admission Revenue	2014 Actual Daily Admission Revenue	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	115,000	<b>116,267</b>	1,267	<b>93,002</b>	23,265	25%
Northside	28,000	<b>27,085</b>	(915)	<b>23,605</b>	3,480	15%
Total	143,000	<b>143,352</b>	352	<b>116,607</b>	26,745	23%

### COMBINED POOL PASSES, ADMISSIONS AND GUEST PASSES

#### **2015 Gross Actual Revenue vs. 2014 Gross Actual Revenue**

2015 Gross Actual Combined Admissions Revenue	2014 Gross Actual Combined Admissions Revenue	Increase (Decrease) 2015 vs. 2014	Percentage Increase (Decrease) 2015 vs. 2014 Revenue
<b>562,357</b>	<b>586,058</b>	(23,701)	(4%)

## CONCESSIONS FINANCIALS

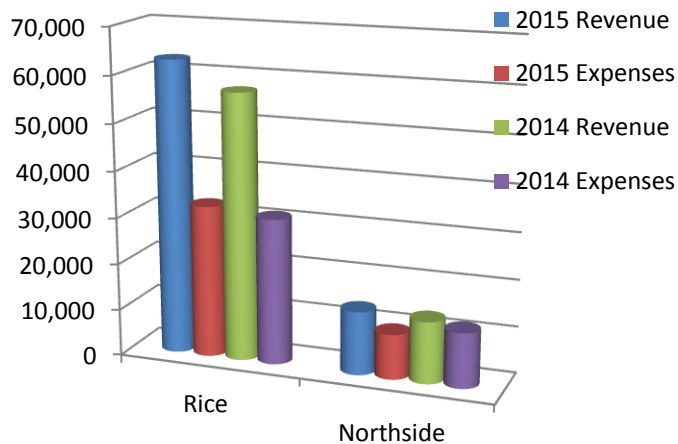
REVENUE	2015 Actual Concession Revenue	2014 Actual Concession Revenue	Increase(Decrease) from last season	Percentage Increase(Decrease) from last season
Rice	62,935	57,093	5,842	10%
Northside	13,567	13,202	365	3%
Total	76,502	70,295	6,207	9%

EXPENSES	2015 Actual Total Concession Expenses	2014 Actual Total Concession Expenses	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	32,643	31,244	1,399	4%
Northside	9,580	11,753	(2,173)	(22%)
Total	42,223	42,997	(774)	(2%)

### 2015 Concession Net Balance vs. 2014 Concession Net Balance

2015 Concession Net	2014 Concession Net	Increase (Decrease) 2015 vs. 2014	Percentage Increase (Decrease) 2015 vs. 2014 Net
34,279	27,298	6,981	26%

### Concession Revenue Versus Expenses 2015 Compared to 2014



### Concession Net Profit Percentage 2015 and 2014

2015 Combined Net Profit Percentage: 45%

2014 Combined Net Profit Percentage: 39%

## SWIM LESSON FINANCIALS

REVENUE	2015 Budgeted Swim Lesson Revenue	2015 Actual Swim Lesson Revenue	Increase (Decrease) Budgeted Swim Lesson Revenue	2014 Actual Swim Lesson Revenue	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	77,500	<b>64,180</b>	(13,320)	<b>65,326</b>	(1,182)	(1%)
Northside	60,000	<b>53,518</b>	(6,482)	<b>56,013</b>	(2,495)	(4%)
Total	137,500	<b>117,698</b>	(19,802)	<b>121,375</b>	(3,677)	(3%)

- Due to Community School District 200 winter closings and the end of the school year release date, Rice & Northside pools offered three (3) two week sessions and two (2) one week sessions, compared to four (4) two week sessions and one (1) one-week session in 2014.

EXPENSES	2015 Budgeted Swim Lessons PT Wages	2015 Actual Swim Lessons PT Wages	Increase (Decrease) Budgeted Swim Lessons PT Wages	2014 Actual Swim Lessons PT Wages	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	30,900	<b>30,324</b>	(576)	<b>31,204</b>	(880)	(2%)
Northside	21,300	<b>26,278</b>	4,978	<b>26,256</b>	22	.09%
Total	52,200	<b>56,602</b>	4,402	<b>57,460</b>	(858)	(1%)

### 2015 Swim Lesson Net Balance vs. 2014 Swim Lesson Net Balance

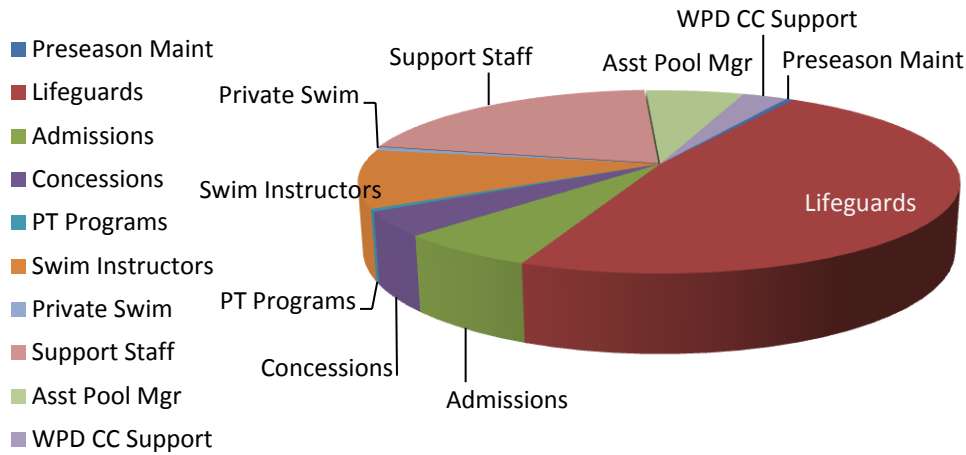
2015 Net Balance Swim Lessons	2014 Net Balance Swim Lesson	Increase (Decrease) 2015 vs. 2014	Percentage Increase (Decrease) 2015 vs. 2014 Net
<b>61,094</b>	<b>63,915</b>	(2,821)	(4%)

### Swim Lessons Net Profit Percentage 2015 and 2014

2015 Combined Net Profit Percentage: 52%

2014 Combined Net Profit Percentage: 53%

## 2015 Part Time Wages Rice Pool

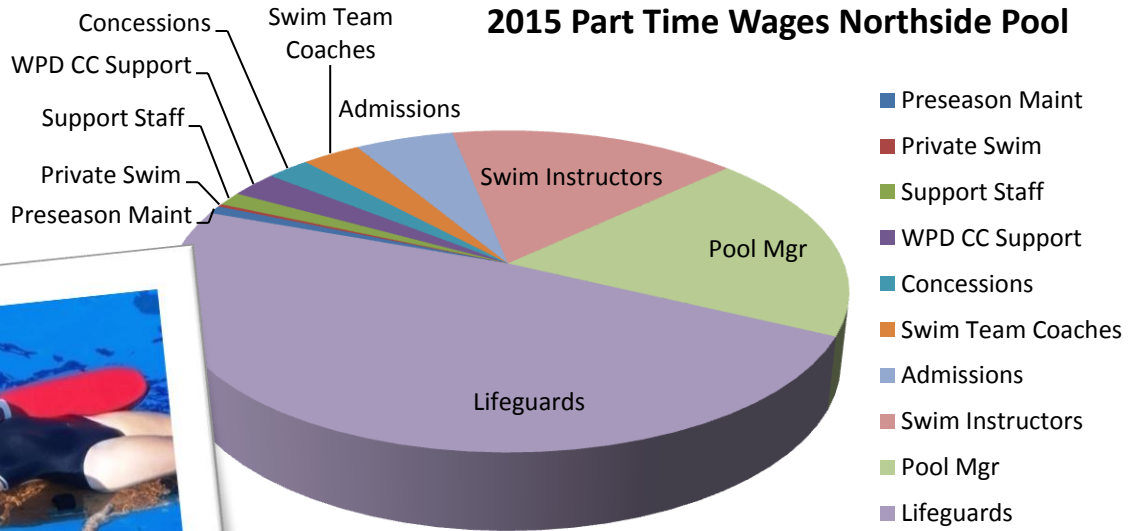


	2015 Budgeted Part-time Wages Total Budget	2015 Actual Part- time Wages Total	Increase (Decrease) in Budgeted Part-time Wages	2014 Total Part-time Wages	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Preseason Maintenance	1,500	<b>1,369</b>	(131)	<b>2,053</b>	(684)	(33%)
Lifeguards	134,000	<b>132,030</b>	(1,970)	<b>140,661</b>	(8,631)	(6%)
Admissions	17,000	<b>17,699</b>	699	<b>14,767</b>	2,932	20%
Concessions	12,000	<b>11,914</b>	(86)	<b>11,490</b>	424	4%
PT Programs	700	<b>1,250</b>	550	<b>766</b>	484	63%
Swim Instructors	29,000	<b>28,489</b>	(511)	<b>28,808</b>	(319)	(1%)
Private Swim	1,900	<b>1,835</b>	(65)	<b>2,396</b>	(561)	(23%)
Support Staff	53,500	<b>58,149</b>	4,649	<b>61,150</b>	(3,001)	(5%)
Asst. Pool Managers	18,000	<b>17,679</b>	(321)	<b>18,106</b>	(427)	(2%)
WPD CC Support	8,099	<b>8,099</b>	0	<b>7,940</b>	159	2%
Rice Totals	275,699	<b>278,513</b>	2,814	<b>288,137</b>	(9,624)	(3%)

\*Rice Pool was opened to the public 94 days in 2015 compared to 90 days in 2014.



## 2015 Part Time Wages Northside Pool



	2015 Budgeted Part-time Wages Total Budget	<b>2015 Actual Part-time Wages Total</b>	Increase (Decrease) in Budgeted Part-time Wages	<b>2014 Total Part-time Wages</b>	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Preseason Maintenance	600	<b>1,079</b>	479	<b>552</b>	527	95%
Lifeguards	64,000	<b>64,549</b>	549	<b>65,751</b>	(1,202)	(2%)
Admissions	7,400	<b>7,370</b>	(30)	<b>7,222</b>	148	2%
Concessions	3,200	<b>3,215</b>	15	<b>4,892</b>	(1,677)	(34%)
Swim Instructors	21,000	<b>21,537</b>	537	<b>22,378</b>	(841)	(4%)
Private Swim	300	<b>371</b>	71	<b>240</b>	131	55%
Support Staff	1,800	<b>1,868</b>	68	<b>1,800</b>	68	4%
Pool Managers	25,000	<b>25,416</b>	416	<b>25,416</b>	0	0%
Swim Team Coaches	4,300	<b>4,370</b>	70	<b>3,638</b>	732	20%
WPD CC Support	3,500	<b>3,500</b>	0	<b>3,403</b>	97	3%
Northside Totals	131,100	<b>133,275</b>	2,175	<b>135,292</b>	(2,017)	(1%)

\*Northside Pool was opened to the public 80 days in 2015 compared to 71 days in 2014.

### III. BEST PRACTICES

- As aquatic facilities, we continue to strive to be better and operate more efficiently. Listed below staff accomplishments in 2015.
- Rice Pool and Water Park continued regular season hours this year opening at 11am Monday-Saturday and Noon-8pm Sunday.
- In 2015, a “Black Friday” discount rate was offered November 24 to December 1. During that early period, 2,152 passes were sold bringing in sales totaling \$95,100 four months before opening day. During the pre-season discount period December 2 thru January 1, 1,462 passes were sold totaling an additional \$67,315. During the early season discount rate was offered January 2 to April 30, there were 2,111 passes sold bringing in sales totaling \$114,245. Regular seasonal rates began May 1. From May 1 throughout the 2015 season 2,016 passes were sold for an additional \$117,975. **71% of total sales occurred during a discounted period.**
- End of Season discounted pool passes were offered again this year. A family of four could purchase a pool pass at \$99.00 for the last month of the aquatic season. 74 passes were sold from July 27 to September 7.
- The Parent and Tot program was a success again this summer drawing 138 participants to the class. The half-hour weekly lesson provided parents the opportunity to learn techniques to get their babies comfortable in the water. The Tuesday and Thursday evening class drew 58 participants to the class.
- Rice Pool’s ice cream & beverage cart was located in the zero depth area. This location helped to reduce line congestion at our main concession and proved very lucrative. The cart brought \$8,682.82 in sales compared to \$6,596.81 in 2014.



- Daily Safety Checks continued to be implemented at both aquatic facilities in 2015. These daily checks ensure our ability to account for any children and guests accompanying them for the day. This procedure is well received by patrons.
- This is a first time employment opportunity for most of our staff. Safety and customer service is the utmost priority. Weekly in-services and daily pre-shift meeting insure our facilities’ excellence.
- Private Pool Parties were offered again at Rice Pool. The weekend choice party package includes a section of the pool for an hour of private swim time before the general public admission. The package also includes pool time during open swim, picnic area, food and drinks. Four (4) dates sold in 2015 bringing in a total of \$2,086 in additional revenue.
- Northside had 3<sup>rd</sup> Annual Kids Triathlon hosted by Peter Hubbard on August 16<sup>th</sup>. Ninety (90) athletes participated.

#### IV. HIGHLIGHTS

- Wheaton Park District’s aquatic facilities employed 284 individuals during the 2015 summer season; Rice Pool employed 184 while Northside Pool employed 100. 95% of the pool staff are high school or college aged employees. Approximately \$411,788 was spent on 2015 part-time aquatic wages.
- Wheaton residents accounted for 91% of aquatic staff, resulting in approximately \$374,727 returned to the local economy through wages.
- The Wheaton Park District participated in the Ellis and Associates International Pool and Water Safety Lifeguard Training Programs. Through this program, lifeguards are audited on an individual basis as well as through Team Management Rescues. Audit ratings are based on professionalism, personal safety, aquatic accident prevention, observational skills, managing aquatic emergencies and team rescues. There are individual facility ratings as well as an overall park district rating. Both Northside Family Aquatic Center and Rice Pool and Water Park received a “exceeds” on all three 2015 audits.
- Rice Pool & Water Park and Northside Family Aquatic provided a safe and enjoyable time as 115,358 patron visits were recorded during the 2015 season.
- The DuPage County Health Department visited each facility during the summer. The concession stand inspections and water clarity tests were recorded as excellent.
- Staff surveyed swim lesson participants at both aquatic facilities. Swim lesson registration was down from the previous year although participants seemed pleased with our program. We were able to accommodate everyone on the waiting list. Comments and suggestions on teaching techniques, use of time, instruction, placement, and evaluating will be reviewed by the swim lesson coordinators and used as the basis for improvements for next year. (See Appendix “B” for Swim Lesson Survey Results.)
- Staff also surveyed our swim team program participants. Results will be shared with coaches before next season and staff will work toward continually improving the swim team program. (See Appendix "C" for Swim Team Survey Result.)
- The Barracuda Swim Team’s enrollment totaled 105 participants this season. For the 2015 season, we had a new head coach, one new assistant, and one returning assistant. Barracudas “A” Swim Team took fourth place at the “A” Conference Championships this season.
- A successful Teen Night was held at Rice Pool. Approximately 55 teens attended. The weather was great. There was swimming, a DJ, dancing, concessions, and a raffle.
- Rice Pool and Water Park is entering its 28<sup>th</sup> year of operation, while Northside will enter its 22<sup>nd</sup> year. Staff is hopeful for facility upgrades and improvements with the development of an Aquatic Master Plan.



## V. 2015 MARKETING OVERVIEW

The goal of the Wheaton Park District Marketing Team is to increase awareness of our special facilities and to encourage residents and nonresidents to utilize the aquatic facilities and its programming (pool pass sales, daily admission fees, swim lessons). In 2015, the marketing initiatives for the aquatic facilities included the following:

### **Cohesive Branding & Brand Recognition**

In 2014, the facility logo was simplified to remove both facility names to create one brand for the Wheaton Park District Aquatic Facilities. The goal for this year was to complete the transition and make sure cohesive brand recognition was consistent throughout all marketing materials. This year the new logo was updated on staff apparel and additional promotional pieces. Print marketing continued to include direct URL's which took web traffic to the aquatics landing page ([wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)) this was created in 2014 to allow for easier and direct navigation for the customer and a more direct link to information.

- Print Marketing (Appendix E-2)
  - o Print marketing collateral is used throughout the district to promote pool sales and programming. This year we continued to build on the new logo and designed and utilized it on new signage at the pool (installed 2014 season). The design of pool waves and splashes helped call to action the benefits of the pool, better evoked the summer feel, and played well off the new logo design.
  - o In an effort to achieve a cohesive branding throughout print marketing, consistent colors were used to unify marketing pieces in variations of the colors used in the logo as well as red. This consistent effort allows for a stronger branding presence of the aquatic facilities.
  
- Facility Signage
  - o Building on the large marketing endeavor from 2014 of updating all pool signage at both facilities, staff continued to coordinate signage updates for the 2015 season which included updating swim team schedules, admission/ opening dates, concession signage, sponsorship signage, and promotional light pole banners at both locations.
  
- Targeted Advertising
  - o Various paid advertisements and direct mail pieces were utilized to reach a more targeted audience in 2015.
    - An advertisement was placed in the Warrenville Business Directory promoting the close proximity of Rice Pool & Water Park to Warrenville residents.
    - Web advertising on our own [wheatonparkdistrict.com](http://wheatonparkdistrict.com) pages was explored to target our program users who may not be already aware of the pool amenities and offerings.
    - Two advertisements were placed in the Suburban Life newspaper (April 2015) to promote the Pre-Season pool pass sale (10% off).
    - Two direct mail pieces were sent to 5,000 homes adjacent to the Rice Pool & Water Park (Community Center) property to promote Black Friday Sale (November 2014) and the Dog Days of Summer Sale (August 2015).
  
- Program Guide (Appendix E-8)
  - o Program guides are a vital source of promotion for the aquatic passes and swim lessons. Promotion of the pool begins in the winter guide and continues through the summer. All three seasons of the program guides plus the Camps & Aquatics guide contain sales and promotional information for both pools.
    - A half page advertisement was included in the Camps & Aquatics guide to promote swim lessons.
    - Program Guide pages in the summer season were dedicated to the new pricing structure for the discounted pool pass booklets.
    - A quarter page advertisement promoting the Go Card to both pool patrons and campers.



- Brand Accessibility (Appendix E-2, E-3, E-6, E-7)
  - o Marketing (print and advertising) continued to include the direct URL to the aquatics landing page (wheatonparkdistrict.com/aquatics) which allows for easier navigation to aquatic information.
- Swim Team Logo (Appendix E-1)
  - o In addition, Northside staff felt it was time to update the outdated logo for the Barracudas Swim Team. A staff member (also a graphic design student) utilized this rebranding opportunity for a class project. He presented his design to the Wheaton Park District Pool Manager and Graphic Designer and they approved it to be the new swim team logo.

**Sales & Promotional Marketing** (Appendix E-3, E-6, E-7)

***Aquatic Season Pool Passes***

This year, the pool pass sales and incentive pricing was restructured from the previous years in an attempt to encourage early purchase of pool passes. By offering a higher discount for a short period of time (Black Friday 2014) staff hoped to push pool sales early. In addition, the standard discount of 20% offered in the winter in years past was shortened to only December (previous years was offered for two months). In both 2014 and 2015, preseason marketing efforts were promoted in similar ways through e-blasts, social media posts, flyers, posters, banners, a-frames, print advertisements, and web advertisements. In 2015, a post card was direct mailed to 5,000 homes around the Rice Pool & Water Park facility in an effort to give an additional marketing push behind the enhanced Black Friday sale of 25% off.

Pricing Structure for Presale Pool Passes 2015 vs. 2014

	<b>2015</b>	<b>2014</b>
<b>25%</b>	“Black Friday Sale” <i>8 day sale, from November 24-December 1</i>	N/A
<b>20%</b>	“Hottest Deal Around” <i>December 2- January 1</i>	“Big Chill Pool Pass Sale” <i>November 27-January 31</i>
<b>10%</b>	“Pre-Season Aquatic Pass Sale” <i>January 2-April 30</i>	“Pre-Season Aquatic Pass Sale” <i>January 2-April 30</i>
<b>In-Season</b>	<i>Beginning May 1</i>	<i>Beginning May 1</i>
<b>\$99/ family (4)</b>	“Dog Days of Summer” <i>July 31- Labor Day</i>	“Dog Days of Summer” <i>July 20- Labor Day</i>

*2015 Pre-Season Pass Sale Marketing Plan*

- Black Friday Sale—*8 Days Sale, from November 24-December 1, 25% off*
  - o Promoted through an e-Blast, Social Media Posts, Flyers & Posters at Wheaton Park District Facilities, Atrium Banner and a-frames at Community Center and Parks Plus Fitness Center, Postcard direct mailed to 5,000 homes within 5 miles, and ad in TribLocal running 11/20/2014.
- “Hottest Deal Around” Sale- *December 2- January 1, 20% off*
  - o Promoted through an e-blast, Social Media Post, Facebook Cover Photo, Flyers, and Posters distributed to Wheaton Park District facilities.
- Pre-Season Aquatic Pass Sale —*10% off from January 2 through April 30*
  - o Promoted through E-Blasts, Flyers, Posters, A Frames with Countdown at Community Center entrance and Parks Plus Fitness Center, Community Center Atrium Banner, Banner at Seven Gables Park, Two Suburban Life print ads, and Spring Wheaton Park District Program Guide Insert (33,000 households).
- Dog Days of Summer— *\$99 family of four for remainder of summer (July 31- Labor Day)*
  - o Promoted through E-blast, Social Media Posts, Flyers & Posters, Suburban Life half page ad ran 7/30 promoting launch of the sale, and postcard direct mailed to 5,000 homes within 10 miles of Rice Pool & Water Park the week of August 3

### ***Daily Admission/ Pass Fees***

Daily admission fees did not change pricing from 2014 to 2015, but more strategic marketing to promote these set fees were explored. This was done by offering a Buy 1 Daily Admission, Get 1 Free offer as well as promoting our twilight rates.

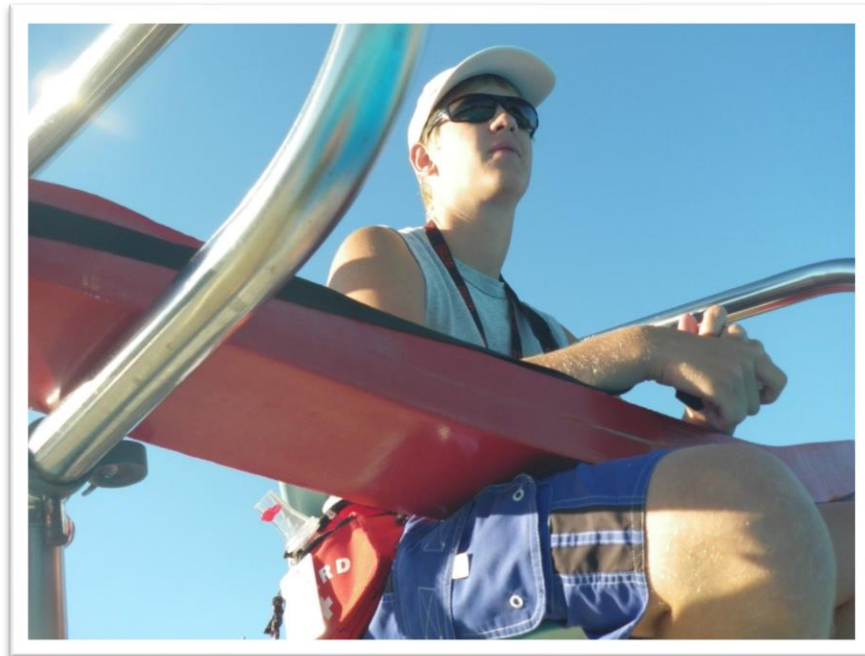
#### **Daily Admission**

- Buy 1 Daily Admission, Get 1 Free—*June 15- July 10, 2015*
  - Kidwinks Pool Promotional e-blast was sent to over 18,000 recipients and social media exposure to 30,000+.
- 50% off Daily Admission (Twilight Rates)—*August 2015*
  - Web Cube Advertisement on Wheaton Park District registration page.
    - Total Twilight Visits during Promotional Period = 1,319
      - Rice = 1,055
      - Northside = 264

### ***Swim Lessons***

Swim lesson rates remained the same. The focus was similar to 2014 which included our marketing efforts on the program guide, e-blasts, banners, and in our Wheaton Park District monthly event e-blast.

- Swim Team & Swim Lessons Dedicated e-blast was sent to push registration
- Program Guide half page Back Cover Ad | Camps & Aquatics Spring 2015 (Appendix E-8)
- Flyers promoting swim lesson sessions (Appendix E-2)
- Cross promotion of swim lessons at Week of the Young Child Ice Cream Social (April 2015), Go Fly A Kite Event (May 2015), Taste of Wheaton (June 2015)
- Banners at both pool locations (Appendix E-7)
- Advertisement inclusion in Wheaton Park District May E-blast



## 2015 Marketing Highlights

### Sponsorship

- \$2,000 in sponsorship from Northwestern Medicine was raised this year for 2015 Pool Season (Appendix E-7).
- \$300 in sponsorship from Meatheads this year allowing to be on-site three days throughout the summer.

### Web & E-Blast Statistics

- The Wheaton Park District aquatics overview page received a total of 20,435 page views from January 1-August 17, 2015 versus 6,785 page views during the same period in 2014.
  - o This 200% increase is due to the continued cohesive branding effort for all marketing materials to include the direct URL to our aquatics landing page, wheatonparkdistrict.com/aquatics.
- Eight dedicated e-blasts were sent this year promoting pool sales, swim lessons, swim team, programs, and daily admission. The average open rate was 23.9% and an average of 106.8 clicks per e-blast.
  - o Pool Sale ends in less than two weeks, 20% off now through January 1 (Sent 12/16/2014)
  - o Pool Sale ends in 3 days! 20% off now through January 1 (Sent 12/29/2014)
  - o Pool Pass, Now 10% off (Sent 2/9/2015)
  - o Calling all Swimmers, Swim Team/ Swim Lessons (Sent 4/14/2015)
  - o Last Chance to Save on Summer Season Passes, 10% off (Sent 4/28/2015)
  - o Pool Opens Today! (Sent 5/23/2015)
  - o August Dog Days of Summer Swim Sale (Sent 7/30/2015)
  - o Last Weekend at Rice Pool & Water Park, Push for Daily Admission (Sent 9/2/2015)
- An additional Wheaton Park District Black Friday e-blast promoted multiple sales throughout the district including the pool pass sale. Of the 30.4% opening the e-blast, 34% clicked through to the pool sale information.

### Cross Promotion of the Pool at Wheaton Park District Facilities & Events

- Community Center Lobby Promotion | December 2014, January 2015
- Summer Camp Open House | March 23
- Week of the Young Child Ice Cream Social | April 24

### Cross Promotion of Wheaton Park District Facilities & Events at the Pool

- 3x8 banners were used to promote Wide Horizons Preschool and Shakespeare in the Park at Rice Pool.
- Light pole banners were utilized to cross promote facilities such as Cosley Zoo, DuPage County Historical Museum, Arrowhead Golf Club, and Parks Plus Fitness Center at Rice Pool.
- Light pole banners were utilized to promote special events such as the 3<sup>rd</sup> & 4<sup>th</sup> of July celebrations at both Northside and Rice Pool.



## 2015 Goals & Objective Follow Up

In last year's annual report, the Marketing Team & Pool Staff set goals for the 2015 season. The first goal, was to explore advertising beyond the boundaries of Wheaton as well as better target marketing specific regions within our Wheaton boundaries. This goal was met as we promoted our aquatic facilities by mailing two different postcards (Black Friday Sale & Dog Days of Summer Sale) to 5,000 households in the immediate vicinity, secured a paid advertisement in the Warrenville business directory, and Suburban Life which is distributed to not only Wheaton residents, but also Warrenville and Winfield. Another goal set for this year was to explore specialized marketing. In late June 2015, we offered a Buy 1 Daily Admission, Get 1 Free on Kidwinks.com, a website for parents looking for family fun and kid's activities. In addition, we utilized our own high web traffic rates to our registration and home pages to promote off peak hours (twilight rates). The staff also set goals to utilize our own facilities to display. Banners at high traffic parks as well as posters, flyers, and a-frames displayed at high traffic facilities. Another goal for 2015 was to create an aquatics rack card. While we decided not to create a specific rack card, the pool facilities were highlighted as part of the Wheaton Park District rack card.

## Looking Toward 2016

Looking towards the 2016 aquatic season, we will continue to market beyond Wheaton residents to neighboring towns (Glen Ellyn, Warrenville, and Winfield) and we will continue to focus on offering incentives and discount pricing.

With less than favorable summer temperatures in 2015 and increased local competition, the 2016 marketing plan for the Aquatic Facilities will identify new sales and marketing opportunities. Rice Pool and Water Park is entering its 28<sup>th</sup> year of operation. Northside will enter its 22<sup>nd</sup> year.

### - **New Presale Structure**

- Pool pass pricing has been the same for the last three years, and will remain the same in 2016. Staff hopes by offering our Black Friday Sale again at 25% off and by changing up the segments of time in which the discounts are offered, this will entice people to purchase in advance. Those waiting to purchase their pool passes closer to the summer will receive less of a discount as in years past.
  - Black Friday Pool Pass Sale—25% off for eight days only, November 23- November 30
  - Pre-Season Pool Pass Sale – 20% off, December 1- January 10
    - NEW= the 20% off sale will be available longer than last season, allowing pass holders to purchase pool passes after the holidays.
  - 2015 Early Purchase Incentive – 10% off January 11- May 1
    - NEW= the 10% off sale will be available longer, yet all sales will end a few weeks earlier allowing for full season pass purchases closer to the season.
    -

### - **Advertising & Promotional Opportunities (Pool Pass Sales & Daily Admissions)**

- Local Advertisements and Targeting Surrounding Communities
  - Will explore print marketing opportunities in newspapers with distribution to Wheaton area and other communities that do not have outdoor pools available to them (Warrenville, Winfield, West Chicago)
- Specialized E-Marketing
  - Explore other opportunities with large e-marketing lists (ChicagoFun.com, Oaklees Guide) to promote daily admission promotions and encourage families outside Wheaton's immediate area to visit.
- Groupon or Living Social Promotions
  - Make a decision based on initial summer numbers/weather consider an online coupon website to push daily admission or one time family pass visits to the pools.



- Incentive Sale Pricing
  - Consider specialized sales and promotions to entice both resident and nonresident daily admissions, guest pass sales, swim lessons, and mid-summer pool pass sales. A few ideas being considered:
    - Pool Passes
      - Large percentage discount off of Pool Pass Rates half way through the summer
    - Daily Admissions
      - Additional incentives with the purchase of guest pass books or swim lesson registration (i.e. free Prairie Path Mini Golf Coupons or free ice cream coupon).
      - Special/ limited time discount or incentive to residents and nonresidents to purchase guest booklets.
      - Offer discounted times or days of the week (i.e. Wednesdays after 2PM are half price or lowered admissions)
      - Offer special rates on days of the week (i.e. Wednesdays are Grandparents Days, half off for seniors accompanied by a child 18 & younger)
- **Continue to Brand Recognition and Cross Promotion**
  - Utilize in-house opportunities for cross promotion for pool facilities
    - Banners in community promoting pools
    - Utilize other high traffic facilities to promote pools (Central Athletic Center, Seven Gables, Atten Park)
    - Promote pools on Wheaton Park District registration pages (high volume of web traffic) and add information to the bottom of registration receipts
    - Promoting pools at spring and summer special events
  - Consider an incentive pool pass option for other district pass holders (Cosley Zoo Members, DuPage County Historical Museum Members, Parks Plus Fitness Center Members).
  - Promote pools at nearby shopping centers such as Danada or Town Square.

Throughout 2016, the marketing team will continue to update the board on the new marketing and promotional initiatives outlined above through monthly board reports. The goal for 2016 is to address the steady decline in pool usage and revenue over the last several years and continue to identify opportunities to increase attendance and revenue.

# Appendix A



TO: MIKE BENARD, EXECUTIVE DIRECTOR  
 FROM: ANDY BENDY, DIRECTOR OF SPECIAL FACILITIES  
 DAN NOVAK, SUPERINTENDENT OF SPECIAL FACILITIES  
 WENDY RUSSELL, AQUATICS & SAFETY MANAGER  
 RE: AQUATIC FACILITY SURVEY  
 DATE: September 2015

During the summer the Aquatic Division surveyed its users at Rice Pool & Water Park and Northside Family Aquatic Center. We revised the survey this year to simplify it. The following results and comments will be used to improve the facilities and the services we provide at our aquatic facilities.

Several questions were rated on a scale of 1 to 5 with 5 being excellent and 1 being poor. Listed below is the average score of participants' response.

**Facility/Concessions:**

*Please rate your overall experience at our facility with regards to:*

	<b>Rice Pool &amp; Water Park</b>	<b>Northside Family Aquatic Center</b>
Appearance/ Cleanliness	4.9	4.5
Friendliness of Staff	4.9	4.9
Reception as you walked in	4.8	4.9
Customer Service on Phone	4.8	4.8
Responsiveness of the Manager	4.8	4.6
Overall Concession Operation	4.6	4.5
Variety of Food at Concession Stand	4.4	4.2
Safety under Lifeguards	4.9	4.8
Pool Fees	2.9	1.5
Pool Rules and Regulations	4.9	4.5
Facility Overall	4.9	4.9

\*Not all questions are answered on surveys.

The following general comments were received concerning both aquatic facilities:

*Liked best about the facility:*

***Rice Pool & Water Park***

- Slides
- Wide variety of aquatic activities
- Water fall
- Safety
- Availability of chairs
- Clean and well taken care of
- Friendly Staff
- Sand Areas
- Close to home
- Early morning swim adults only
- Variety of pool areas
- Best trained and prepared lifeguards
- Pool manager great
- Zero depth area
- Beautiful clean
- Love earlier open during the week
- Like ice cream cart
- Like resort

***Northside Family Aquatic Center***

- Friendly Staff
- Well trained lifeguards
- Small neighborhood fee
- Slides/Board
- Sand Area
- Close to Home
- Adult Swim
- Enclosed baby pool

*Changes you would make to facility:*

***Rice Pool & Water Park***

- More parking
- Children Slide in Zero Depth.
- Makeover of facility
- Another bathroom facility near slides/spray area

***Northside Family Aquatic Center***

- More Slides and Boards
- Splash Area and new sand area
- Locker Room configuration
- Add new attractions
- Shade in chair areas
- Spray area for toddlers

# Appendix B



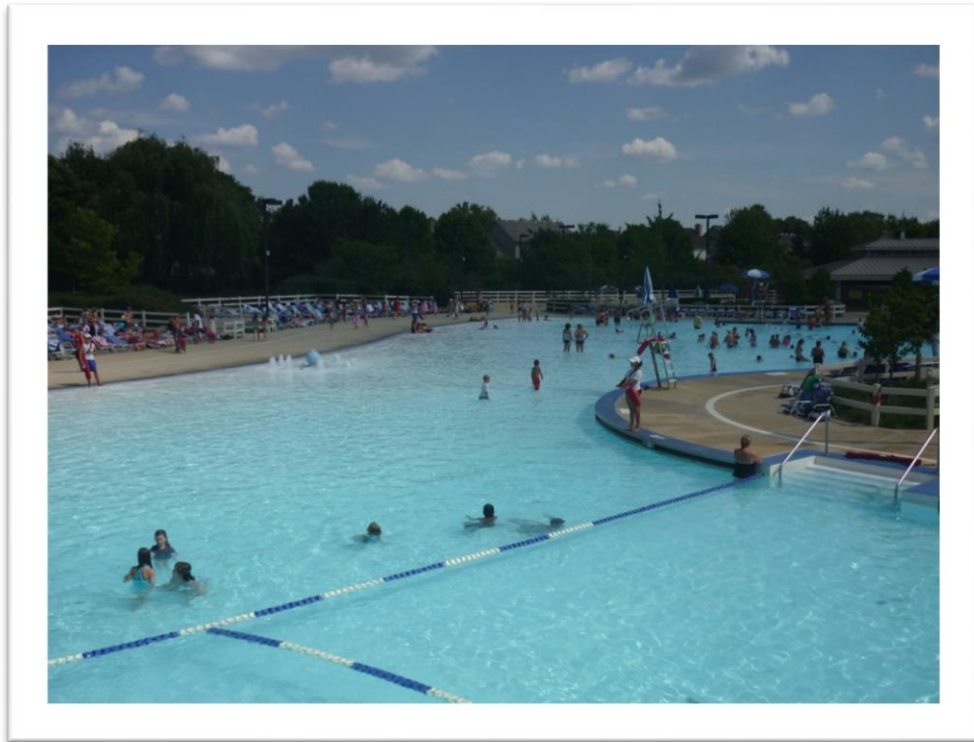
**Wheaton Park District  
2015 Learn to Swim Survey Results**

	Rice Pool & Water Park	Northside Family Aquatic Center
<b><i>Did the program meet your expectations?</i></b>		
Yes	97%	97%
No	1%	3%
Not Sure/No Answer	2%	0%
<b><i>How would you rate your overall satisfaction?</i></b>		
Completely satisfied	93%	94%
Very satisfied	5%	3%
Satisfied	1%	2%
Not satisfied	1%	1%
Not sure/No Answer	0%	0%
<b><i>Why did you sign up for lessons at Rice or Northside?</i></b> (Multiple responses accepted)		
Quality of program	95%	95%
Past experience	93%	94%
Proximity to home	72%	70%
Class size	70%	66%



## Swim Lesson Comments

- Great Location
- Low cost
- Thankful to have a nice facility that is close to home
- Loved it and the teachers were amazing
- Excellent classes and staff are well trained
- Kids wanted to continue after the two weeks
- Organized and professional coordinators
- Happy could keep the same instructor over different sessions
- Knowledgeable, kind and patient instructors.
- Wonderful and patient instructors
- Loved this place and would not change a thing.
- Express classes are a good idea
- Great Program and would give an A+, loved 1<sup>st</sup> experience—thank you!
- Mr. Z was great and he cares a lot about his students
- Love that kids are encouraged, but not forced into the water



# Appendix C



## Wheaton Park District 2015 Barracudas Swim Team Evaluation Results

Respondents (parents and swimmers) were encouraged to fill the survey out jointly. Several questions were rated on a scale of 1 to 5 with 5 being excellent and 1 being poor. Listed below is the average score of participants' responses.

	<b>Practice Sessions</b>
a. Organization (productivity)	4.5
b. Length of practice time	3.5

	<b>The program's contribution to swimmer's development</b>
a. Physical skills	4.0
b. Stroke Improvement	4.2
c. Teamwork	4.2

	<b>Team Environment</b>
a. Morale of swimmers	4.5
b. Sportsmanship	4.2

	<b>Swim Meets</b>
a. Adequate meet opportunities	4.6
b. Opportunity to swim different events	4.2
c. Organization	4.5
d. The Barracudas Swim Team program's value for the fee	4.8
e. My overall evaluation of the Barracudas Swim Team program	4.4

### Swim Team Comments

- Great summer program and the kids enjoyed.
- The coaches do a good job and the communication with parents was great.
- All Coaches very skilled and knowledgeable. Organized.
- Great 1<sup>st</sup> year experience and were very impressed.
- Would like more stroke clinic opportunities and diving instruction.
- Mary Grace great coach, positive, patient
- Great detailed newsletters each week (Coaches Corner)
- Coaches meeting with swimmers after events for improvements
- Parents need to volunteer more, not always the same ones.
- Great short season, low pressure

# Appendix D







**2015 Regular Season Pool Pass Rates  
Family of Four- Resident**

1	Bolingbrook Park District*	\$328
2	Hinsdale Recreation	\$315
3	Woodridge Park District	\$299
4	Arlington Heights*	\$232
5	West Chicago Park District	\$229
6	Hoffman Estates Park District	\$225
7	Glen Ellyn Park District	\$221
8	<b>Wheaton Park District 2015 Regular Season</b>	<b>\$220</b>
9	Lombard Park District	\$217
10	Bensenville Park District	\$215
11	Lisle Park District	\$210
12	Carol Stream Park District	\$202
13	<b>Wheaton Park District 2015 Pre-Season 10% Off Sale</b>	<b>\$198</b>
14	Dundee Township Park District	\$192
15	Elk Grove Park District	\$190
16	Geneva Park District	\$190
17	Palatine Park District	\$182
18	<b>Wheaton Park District 2015 Winter 20% Off Sale</b>	<b>\$176</b>
19	<b>Wheaton Park District 2015 Black Friday 25% Off Sale</b>	<b>\$165</b>

\*Indoor facility included in price

- The above chart shows the Average Pool Pass Rates for a Family of Four is \$215.
- In 2015, Wheaton Park District charged \$165 during the Black Friday Sale (November 24-December 1), \$176 for a Winter Sale (December 2- January 1) and \$198 for a Pre-Season (January 2-April 30) family of four resident rate. 71% of total season pass sales occur during the discounted periods. Our regular season rates were \$220.
- A resident family of four pool pass pays for itself within 5 visits during the Black Friday sale, 6 visits during the Winter Sale, 7 visits during the Pre-Season Sale, and 8 visits during Regular Season.
  - Calculated using resident daily rates for 2 adults and 2 children.
- It has been brought to staff's attention that the current family household policy for pool passes might necessitate a review to accommodate individuals and extended family members who reside at the same address. We believe this is an agency wide issue, not specifically a pool pass issue and seek guidance regarding possible policy amendment from the Executive Director.
- **The staff is anticipating no increase for the 2016 Season Pool Pass rates.**

**Arlington Heights Park District**

<b>Season Pass Fees:</b>	<b><u>Annual</u></b>	<b><u>Summer</u></b>
Individual/Resident	\$129	\$97
Individual/Non Resident	\$205	\$161
Family/Resident	\$245	\$214
Family/Non Resident	\$270	\$234

**Hours of Operations:**  
Sunday – Sunday: 10:30am – 9:00pm

**Bensenville Park District**

<b>Season Pass Fees:</b>	<b><u>R/NR</u></b>
Adult	\$119/\$149
Senior	\$115/\$145
Youth	\$119/ \$149
Family (2)	\$165/ \$205
Family (3)	\$190/ \$239
Family (4)	\$215/ \$269
Family (5)	\$239/ \$291
Each Additional	\$25/ \$31
Senior Couple	\$161/ \$199

**Hours of Operations:**  
Mon-Thurs 11:30am – 7:00pm  
Friday 11:30am – 8:00pm  
Sat-Sun 11:00am – 8:00pm

**Bloomington Park District**

<b>Season Pass Fees;</b>	<b><u>Summer Resident</u></b>	<b><u>Summer Non-Resident</u></b>
Individual	\$105	\$125
Family (2-3)	\$160	\$180
Additional Member	\$30	\$ 30

**Hours of Operations:**  
Sunday- Saturday 11:30am – 7:00pm

**Bolingbrook Park District**

<b>Season Pass Fees:</b>	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
Individual	\$82	\$ 78
Family (2)	\$112	\$156
Family (3)	\$168	\$234
Family (4)	\$224	\$312
Family (5)	\$280	\$390

**Hours of Operations:**  
Sunday – Saturday 12:00pm – 8:00pm

**Carol Stream Park District**

<b>Season Pass Fees:</b>	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
Individual	\$92	\$132
Family (2)	\$144	\$244
Family (3)	\$173	\$288
Family (4)	\$202	\$332
Family (5)	\$231	\$376
Senior	\$81	\$117
Senior Couple	\$126	\$216
Guest Pass	\$77	\$107

**Hours of Operations:**  
Mon – Sat. 11:00am – 8:00pm  
Sunday 11:30am – 7:00pm



**Dundee Township Park District** (Indoor/outdoor all in one)

<b>Season Pass Fees:</b>	<b>Resident</b>	<b>Non-Resident</b>
Individual	\$73	\$109
Family (2)	\$125	\$187
Family (3)	\$164	\$235
Family (4)	\$192	\$273
Family (5)	\$209	\$297
Each Additional	\$ 15	\$ 16
<b>Hours of Operations:</b>		
Mon-Fri	10:00am – 8:00pm	
Sat- Sun	12:00pm – 6:00pm	

**Elk Grove Park District**

<b>Season Pass Fees:</b>	<b>Resident</b>	<b>Non-Resident</b>
Individual	\$140	\$205
Senior (65 +)	\$90	\$132
Family (2)	\$170	\$250
Family (3)	\$190	\$280
Family (4)	\$210	\$310
Family (5 +)	\$230	\$340
<b>Hours of Operations:</b>		
Mon – Fri	11:00am – 8:00pm	
Saturday	11:30am – 8:00pm	
Sunday	11:30am – 6:00pm	

**Geneva Park District**

<b>Season Pass Fees:</b>	<b>Resident</b>	<b>Non-Resident</b>
Individual	\$85	\$150
Senior	\$65	\$115
Family (2)	\$150	\$265
Family (3)	\$170	\$300
Family (4)	\$190	\$335
Each Additional	\$20	\$35
<b>Hours of Operations:</b>		
Sunday – Saturday	12:30pm – 8:00pm	

**Glen Ellyn Park District**

<b>Season Pass Fees:</b>	<b>Pre-Season Resident/Non-Resident</b>	<b>In-Season Resident/Non-Resident</b>
Child	\$113/\$170	\$127/\$191
Adult (18-54)	\$121/\$183	\$135/\$203
Senior	\$47/\$70	\$50/\$76
Family (2)	\$158/\$237	\$171/\$257
Family (3)	\$178/\$201	\$196/\$287
Family (4)	\$198/\$267	\$221/\$317
Each Additional	\$25/\$30	\$25/\$30
Non-Resident Caregivers Pass	\$135	\$140
Children under 2 Years	FREE	FREE
<b>Hours of Operations:</b>		
Mon – Fri	12:30pm – 8:00pm	
Sat – Sun	12:00pm – 8:00pm	

<b><u>Hinsdale Park District</u></b>	<b><u>Resident/ Pre-Season</u></b>	<b><u>Resident In-Season</u></b>	<b><u>Non-Res Pre-Season</u></b>	<b><u>Non-Res In-Season</u></b>
<b>Season Pass Fees:</b>				
Individual	\$165	\$185	\$260	\$285
Family	\$290	\$315	\$515	\$540
Senior	\$80	\$80	\$80	\$155
<b>Hours of Operations:</b>				
Mon- Fri	12:30pm – 8:00pm			
Sat – Sun	12:00pm – 8:00pm			

<b><u>Hoffman Estates Park District</u></b>	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
Adult	\$72	\$ 79
Family (2)	\$126	\$138
Family (3)	\$172	\$188
Family (4)	\$225	\$245
Family (5)	\$274	\$299
Senior(62+)	\$71	\$ 77
Senior (Couple)	\$115	\$125
<b>Hours of Operations:</b>		
Sunday –Saturday	11:30am – 7:00pm	

<b><u>Lisle Park District</u></b>	<b><u>Pre-Season Resident/Non-Resident</u></b>	<b><u>In-Season Resident/Non-Resident</u></b>
<b>Season Pass Fees:</b>		
Individual Senior	100/\$190	\$110/\$210
Student	\$105/195	\$115/\$215
Individual	\$110/\$200	\$120/\$220
Couple	\$140/\$260	\$150/\$280
Family (3)	\$170/\$320	\$180/\$340
Family (4)	\$200/\$380	\$210/\$400
Family (5)	\$230/\$440	\$240/\$460
*The resident fee for each additional family member after 5 people is \$30/person.		
*The nonresident fee for each additional family member after 5 people is \$60/person		
<b>Hours of Operations:</b>		
Monday – Sunday	11:30am – 8:00pm	

<b><u>Lombard Park District</u></b>	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
<b>Season Pass Fees:</b>		
Adult	\$89	\$128
Youth	\$76	\$103
Senior	\$76	\$103
Family (2)	\$139	\$203
Family (3)	\$181	\$268
Family (4)	\$217	\$310
Family (5)	\$249	\$352
Family (6) or more	\$283	\$395
<b>Hours of Operations:</b>		
Monday – Thursday	12:30pm -5:00pm, 6:30pm – 8:30pm	
Friday - Sunday	12:30pm – 7:00pm	

<b><u>Palatine Park District</u></b>	<b><u>Pre-Season Resident/Non-Resident</u></b>	<b><u>In-Season Resident/Non-Resident</u></b>
<b>Season Pass Fees:</b>		
Individual	\$114/\$176	\$124/\$186
2 Residents	\$144/\$221	\$154/\$231
4 Residents	\$172/\$263	\$182/273
5 Residents	\$212/\$323	\$222/333
Senior	\$70/\$110	\$70/120
2 Seniors	\$100/\$155	\$100/165
<b>Hours of Operations:</b>		
Monday – Sunday	11:30am -8:00pm	

**West Chicago Park District****Season Pass Fees:**

Individual

Family 2

Family 3

Family 4

Each Additional

**Hours of Operations:**

Monday – Sunday

**Pre-Season****Resident**

\$70

\$129

\$182

\$229

\$47

11:00am -8:00pm

**Non-Resident**

\$91

\$168

\$237

\$298

\$61

**Woodridge Park District**

Individual

Family (2)

Family (3)

Family (4)

Family (5)

Each Additional

1 Senior

2 Seniors

**Hours of Operations:**

Monday – Sunday

**Cypress Cove & Hobson****Resident**

\$139

\$211

\$255

\$299

\$344

\$46

\$70

\$106

11:30am – 8:00pm

**Non-Resident**

\$170

\$250

\$330

\$410

\$470

\$60

\$85

\$5

**Wheaton Park District****Season Pass Fees:**

Individual

Family (2)

Family (3)

Family (4)

Family (5)

Each Additional

Res Senior

Res Senior Couple

**2015 Rice Pool & Water Park Hours of Operation:**

Monday – Saturday

Sunday

**2015 Northside Family Aquatic Center Hours of Operation:**

Monday – Sunday

**Resident/  
Pre-Season**

\$90

\$126

\$162

\$198

\$234

\$36

\$85

\$119

11:00am – 8:00pm

12:00pm – 8:00pm

**Resident/  
In-Season**

\$100

\$140

\$180

\$220

\$260

\$40

\$95

\$133

**Non-Res  
Pre-Season**

\$133

\$187

\$241

\$295

\$349

\$54

\$128

\$179

**Non-Res  
In-Season**

\$149

\$208

\$267

\$326

\$385

\$59

\$142

\$198

**2015 Park District Daily Fee Comparison**

**2015 Resident Adult:**

1	Glen Ellyn Park District	\$9.25
2	Hinsdale Recreation	\$9
2	Hoffman Estates Park District	\$9
2	Lombard Park District	\$9
2	Bensenville Park District	\$9
2	Elk Grove Park District	\$9
<b>7</b>	<b>Wheaton Park District (Rice)</b>	<b>\$8.75</b>
8	Woodridge Park District	\$8.50
<b>9</b>	<b>Wheaton Park District (NSP)</b>	<b>\$8.25</b>
10	Bolingbrook Park District	\$8
10	Geneva Park District	\$8
12	Lisle Park District	\$7
12	Palatine Park District	\$7
12	Bloomington Park District	\$7
15	Arlington Heights	\$6
15	Carol Stream Park District	\$6
15	Dundee Township Park District	\$6

**2015 Non-Resident Adult:**

1	Elk Grove Park District	\$16
2	Woodridge Park District	\$15.50
3	Bolingbrook Park District	\$15
4	Hinsdale Recreation	\$14
4	Lombard Park District	\$14
<b>6</b>	<b>Wheaton Park District (Rice)</b>	<b>\$13</b>
6	Lisle Park District	\$13
8	Glen Ellyn Park District	\$12.75
<b>9</b>	<b>Wheaton Park District (NSP)</b>	<b>\$12.25</b>
10	Bensenville Park District	\$12
10	Geneva Park District	\$12
12	Palatine Park District	\$11
13	Hoffman Estates Park District	\$10
13	Carol Stream Park District	\$10
15	Bloomington Park District	\$9
16	Dundee Township Park District	\$8.50
17	Arlington Heights	\$8

**2015 Resident Child/Senior:**

1	Elk Grove Park District	\$9
2	Woodridge Park District	\$8.50
3	Bolingbrook Park District	\$8
3	Hinsdale Recreation	\$8
3	Geneva Park District	\$8
6	Lisle Park District	\$7
6	Hoffman Estates Park District	\$7
8	Glen Ellyn Park District	\$6.25
9	Lombard Park District	\$6
9	Bensenville Park District	\$6
9	Carol Stream Park District	\$6
9	Arlington Heights	\$6
<b>13</b>	<b>Wheaton Park District (Rice)</b>	<b>\$5.50</b>
<b>14</b>	<b>Wheaton Park District (NSP)</b>	<b>\$5</b>
14	Palatine Park District	\$5
14	Bloomington Park District	\$5
14	Dundee Township Park District	\$5

**2015 Non-Resident Child/Senior:**

1	Elk Grove Park District	\$16
2	Woodridge Park District	\$15.50
3	Bolingbrook Park District	\$15
4	Lisle Park District	\$13
5	Hinsdale Recreation	\$12
5	Lombard Park District	\$12
5	Geneva Park District	\$12
8	Carol Stream Park District	\$10
9	Glen Ellyn Park District	\$9.75
<b>10</b>	<b>Wheaton Park District (Rice)</b>	<b>\$8.25</b>
11	Hoffman Estates Park District	\$8
11	Arlington Heights	\$8
<b>13</b>	<b>Wheaton Park District (NSP)</b>	<b>\$7.50</b>
13	Dundee Township Park District	\$7.50
15	Palatine Park District	\$7
15	Bloomington Park District	\$7
17	Bensenville Park District	\$4

- The above charts show surrounding pools' daily admissions fees in 2015.
- **The staff is anticipating no increase for the 2016 Season Daily Admission Rates.**

## 2015 Park District Daily Fee Comparison

### Addison

<i>Resident</i>		<i>Nonresident</i>	
\$4	Adult (Mon-Fri)	\$7	
\$7	Adult (Sat/Sun)	\$9	
\$4	Child/Senior (Mon-Fri)	\$7	
\$5	Child/Senior (Sat/Sun)	\$7	

### Woodridge – Cypress Cove

<i>Resident</i>		<i>Nonresident</i>	
\$8.50	Children/Adults	\$15.50	Children/Adults
\$4.25	Seniors	\$7.75	Seniors

### Bolingbrook

\$8	Child/Adult/Senior Resident
\$15	Child/Adult/Senior Non-Resident

### Lombard

<i>Resident</i>		<i>Nonresident</i>	
\$6	Child/Senior	\$12	Child/Senior
\$9	Adult	\$14	Adult

### Village of Hinsdale

<i>Resident</i>		<i>Nonresident</i>	
\$8	Youth (2-17)	\$12	Youth (2-17)
\$9	Adult	\$14	Adult

### Arlington Heights

<i>Resident</i>		<i>Nonresident</i>	
\$6		\$8	
After 5 pm rates			
\$3		\$5	

### Elk Grove

<i>Resident</i>		<i>Nonresident</i>	
\$5	Senior	\$10	Seniors
\$9	Adult	\$16	Adult
\$9	Youth	\$16	Youth

### Bloomingtondale

<i>Resident</i>		<i>Nonresident</i>	
\$5	Ages 3-18	\$7	Ages 3-18
\$7	Ages 19-61	\$9	Ages 19-61
\$5	Ages 62 & over	\$7	Ages 62 & over

After 6 pm rates

<i>Resident</i>		<i>Nonresident</i>	
\$4		\$6	

**Lisle***Resident*

\$7 Children/Adults 12 until 4 pm  
 \$5 Children/Adults 6:30-9 pm  
 \$6 Seniors until 5:30 pm  
 \$4 Seniors 6:30-9 pm

*Nonresident*

\$13 Children/Adults until 5:30 pm  
 \$9 Children/Adults 6:30-9 pm  
 \$12 Seniors until 5:30 pm  
 \$8 Seniors 6:30-9 pm

**Hoffman Estates***Resident*

\$7 Children/Seniors  
 \$9 Adult  
 After 5 pm  
 \$7

*Nonresident*

\$8 Children/Seniors  
 \$10 Adult  
 \$8

**Palatine***Resident*

\$5 Ages 4-17  
 \$7 Ages 18-55  
 \$5 After 55+

*Nonresident*

\$7 Ages 4-17  
 \$11 Ages 18-55  
 \$7 Ages 55+

**Bensenville***Daytime**Resident**Nonresident**Evening**Resident**Nonresident*

3-17	\$6	\$8	\$3	\$4
18-54	\$9	\$12	\$4.5	\$6
55 & over	\$6	\$8	\$3	\$4

**Carol Stream***Resident*

\$6 Ages 3 and up  
 \$3 After 6 pm  
 \$23 Five Punch Visit  
 \$45 Ten Punch Visit

*Nonresident*

\$10 Ages 3 and up  
 \$5 After 6 pm  
 \$45 Five Punch Visit  
 \$85 Ten Punch Visit

**Geneva***Resident*

\$8 Ages 3-17  
 \$8 Ages 18-59  
 \$8 Ages 60 & over  
 Twilight Rates are half price after 6pm

*Nonresident*

\$12 Ages 3-17  
 \$12 Ages 18-59  
 \$12 Ages 60 & over

**Dundee – Dolphin Pool***Resident*

\$5 Ages 3 – 9 & Seniors  
 \$6 Adult 10-61  
 \$4 Twilight

*Nonresident*

\$7.50 Ages 3-9 & Seniors  
 \$8.50 Adult 10-61  
 \$6 Twilight

**Glen Ellyn***Resident*

\$6.25 Child  
 \$9.25 Adult  
 \$4.75 Senior

*Nonresident*

\$9.75 Child  
 \$12.75 Adult  
 \$9.50 Senior



**Wheaton – Northside**

*Resident*

\$5.00 Child under 22 w/id  
\$8.25 22 & over w/id  
\$5.00 60 & over w/id

*Nonresident*

\$7.50  
\$12.25  
\$7.50

**Wheaton – Rice**

*Resident*

\$5.50 Child under 22 w/id  
\$8.75 Adult 22 & over  
\$5.50 60 & over w/id

*Nonresident*

\$8.25  
\$13.00  
\$8.25

*After 5 pm 50% less for resident and nonresident.*



# Appendix E: Marketing 2015

## 1) Barracudas Logo



## 2) Print

**2015 Aquatic Season Passes\***

Baby it's cold outside, but we've got the **HOTTEST** deal around!

**20% Off**  
December 2-January 1

Resident	Non-Resident
Individual only \$80	Individual only \$119
Family of 4 \$176	Family of 4 \$230

**wheatonparkdistrict.com/aquatics**

**2015 Aquatic Pre-Season Sale**

**10% OFF SEASON PASSES**

**Pre-Season Rates**

Resident	Non-Resident
Individual \$80	Individual only \$113
Family of 4 \$196	Family of 4 \$236

**1777 S. Blanchard Rd. | Wheaton, IL 60187 | 630.690.4880**  
**wheatonparkdistrict.com/aquatics**

**PRE-SEASON AQUATIC PASS SALE**

**10% OFF 2015 POOL PASSES\***

**Pre-Season Rates**

Resident	Non-Resident
Individual \$80	Individual \$113
Family of 4 \$196	Family of 4 \$236

**1777 S. Blanchard Rd. | Wheaton, IL | 630.690.4880**  
**wheatonparkdistrict.com/aquatics**

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Individual \$80	Individual only \$113
Family of 4 \$196	Family of 4 \$236

**1777 S. Blanchard Rd. | Wheaton, IL 60187 | 630.690.4880**  
**wheatonparkdistrict.com/aquatics**

**Dog Swims of Summer SWIM SALE!**

It is not too late to save!

Unlimited visits to both Wheaton Park District Aquatic Facilities now through Labor Day.

**Only \$99 for a Family of Four!**

**Northside Family Aquatic Center**  
1500 N. West Street | 630.653.3345

**Rice Pool & Water Park**  
1777 S. Blanchard Road | 630.690.4880  
**wheatonparkdistrict.com/aquatics**

Summer fun is just a Splash away!

**Join Today!**

**Amenities:**

- Slides
- Kids' Play Areas
- Lounges
- Drinking Fountains
- Concessions
- Lifeguards

**Resident Rates (Residence Must Be 1 Year)**

Residence Type	Individual	Family of 4
1 Bedroom	\$100	\$160
2 Bedroom	\$120	\$192
3 Bedroom	\$140	\$224
4 Bedroom	\$160	\$256

**wheatonparkdistrict.com/aquatics**

**AQUATICS**

Sessions 1 & 2

**Youth Swim Lessons**

Age Group	Resident	Non-Resident
4-5	\$40	\$50
6-7	\$45	\$55
8-9	\$50	\$60
10-11	\$55	\$65
12-13	\$60	\$70
14-15	\$65	\$75

**630.690.4710 - Administration • 630.690.4880 - Community Center • wheatonparkdistrict.com/aquatics**

**AQUATICS**

Summer 2015

**Splash-tastic Private Parties!**

**Specialized Swim Programs**

**Swim Team**

**630.690.4710 - Administration • 630.690.4880 - Community Center • wheatonparkdistrict.com/aquatics**

**AQUATICS**

Sessions 3, 4, & 5

**Youth Swim Lessons**

Age Group	Resident	Non-Resident
4-5	\$40	\$50
6-7	\$45	\$55
8-9	\$50	\$60
10-11	\$55	\$65
12-13	\$60	\$70
14-15	\$65	\$75

**630.690.4710 - Administration • 630.690.4880 - Community Center • wheatonparkdistrict.com/aquatics**

**AQUATICS**

Summer 2015

**Splash-tastic Private Parties!**

**Specialized Swim Programs**

**630.690.4710 - Administration • 630.690.4880 - Community Center • wheatonparkdistrict.com/aquatics**

### 3) Print Advertisements

**Dog Days of Summer  
SWIM SALE!**

Unlimited visits to both Wheaton Park District Aquatic Facilities now through Labor Day.

**Only \$99 for a Family of Four!**

Maximum number of family members per pool is 6. Maximum number of family members per pool is 6. Maximum number of family members per pool is 6.

Bring this ad in and receive 2 free rounds of golf at Prairie Path Mini Golf in 1 to 2 visits. Good in 1 to 2 visits. Good in 1 to 2 visits.

Northside Family Aquatic Center  
1777 S. Blanchard Road | Wheaton, IL 630.653.8884  
Rice Pool & Water Park  
1777 S. Blanchard Road | Wheaton, IL 630.653.8884  
wheatonparkdistrict.com/aquatics

**Family Pass pays for itself in 7 visits!**

**10% Off** 2015 Aquatic Pool Passes through April

Only 20 days left to save.

Purchase online or in person at  
1777 S. Blanchard Road, Wheaton | 630.690.4880  
[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

**Family Pass pays for itself in 7 visits!**

**10% Off** 2015 Aquatic Pool Passes through April

Only 7 days left to save.

Purchase online or in person at  
1777 S. Blanchard Road, Wheaton | 630.690.4880  
[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

Suburban Life

**Rice Pool & Water Park**

A splash-tastic summer is only 5 miles away.

Family Passes pay for themselves in less than 6 visits.

Water Slides | Diving | Concessions  
Lap Swimming | Swim Lessons  
Aquatic Camps | And More!

1777 S. Blanchard Road | Wheaton | 630.653.8884  
[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

Warrenville Directory

**Wheaton Park District  
BLACK FRIDAY  
SAVINGS**

**8 Days Only**  
November 24 - December 1

**25% Off**  
2015 Aquatic Season Passes

**25% Off**  
Annual Fitness Memberships\*

Purchase at  
1777 S. Blanchard Rd | Wheaton, IL | 630.690.4880  
[wheatonparkdistrict.com](http://wheatonparkdistrict.com)

\*New members only. Terms and conditions may apply.

Trib Local

### 4) Web Advertisements

**SAVE  
50%**

**Off Admission  
Every Day  
After 5PM**  
at Wheaton Park  
District Aquatic Facilities

**Rice Pool & Water Park**

1777 S. Blanchard Rd., Wheaton | 630.653.8884  
[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

kidwinks.com





# 6) Eblasts

Is the average GIFT CARD this FUN?

Wheaton Park District Gift Cards Are Perfect for

- Athletics
- Summer Camp Programs
- Pool Pass
- Personal Training

Restaurant, Concessions, Special Events, and More!

Receive an Arrowhead Restaurant holiday bonus for every \$50 or \$100 spent!

Available now at:

- Community Center | 1777 S. Blanchard | 630.653.4880
- DuPage County Historical Museum | 102 E. Wesley | 630.665.4710
- Arrowhead Golf Club | 20W151 Butterfield | 630.653.5800

WHEATONPARKDISTRICT.COM

Hurry! Offer ends January 1st!

Family Pass pays for itself in 7 visits!

2 Pools 1 Pass

2015 Aquatic Season Passes\*

Baby it's cold outside, but we've got the HOTTEST deal around!

20% Off Now through January 1

Resident	Non-Resident
Individual only \$80	Individual only \$119
Family of 4 \$176	Family of 4 \$260

Purchase now at [wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

Two convenient locations:

- Rice Pool & Water Park | 1777 S. Blanchard Rd., Wheaton | 630.653.8884
- Northside Family Aquatic Center | 1509 N. West St., Wheaton | 630.653.3345

Helpful Links | Post it | Tweet it | Forward | Program Guides

PURCHASE ONLINE NOW!

Family Pass pays for itself in 7 visits!

2 Pools 1 Pass

2015 Aquatic Pre-Season Sale

10% OFF SEASON PASSES

Pre-Season Rates

Resident	Non-Resident
Individual only \$90	Individual only \$133
Family of 4 \$198	Family of 4 \$265

Purchase at [wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

Two convenient locations:

- Rice Pool & Water Park | 1777 S. Blanchard Rd., Wheaton | 630.653.8884
- Northside Family Aquatic Center | 1509 N. West St., Wheaton | 630.653.3345

Helpful Links | Post it | Tweet it | Forward | Program Guides

CALLING ALL SWIMMERS! SUMMER IS AROUND THE CORNER...

SWIM TEAM & LESSONS REGISTRATION NOW OPEN >

Spring Splash Pool Pass Sale: 10% off 2015 Season Passes through April 30 Buy Now!

Only 16 days left to save.

Resident family of 4 pays for itself in fewer than 7 visits!

IT'S NEVER TOO LATE (OR EARLY) TO LEARN HOW TO SWIM...

Swim Lessons: Swimming is a life skill. Lessons are offered at Northside Family Aquatic Center and Rice Pool. Placement is based on skill, not age. Grow in swimming abilities, technique, and endurance. Swimmers age 3 and up can sign up! Lessons begin as early as June 15th.

REGISTER TODAY TO BE ON THE BARRACUDAS SWIM TEAM!

Swim Team: The Wheaton Park District Barracudas Swim Team is made up of girls and boys, ages 8 to 18, who compete in the West Suburban Conference. Joining our swim team is excellent for conditioning, athletes, improving their swimming abilities, and allowing swimmers to compete.

Northside Pool Preseason: May 23-25, May 30-31, June 6-7, 12-8p

Rice Pool Preseason: May 23-June 8 4-8p

Regular Season: June 9-August 18 Monday-Saturday 11a-8p, Sunday 12-8p

Regular Season: June 9-August 16 12-8p

For more information, visit [wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

Questions? Please contact Wendy Russell [wrussell@wheatonparks.com](mailto:wrussell@wheatonparks.com)

Helpful Links | Post it | Tweet it | Forward | Program Guides

Family Pass pays for itself in 7 visits!

2 Pools 1 Pass

48 HOURS LEFT TO SAVE

2015 Aquatic Pre-Season Sale

10% OFF SEASON PASSES

Purchase Today. Sale Ends 4/30/15!

Available at Community Center Service Desk\* or [wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

Helpful Links | Post it | Tweet it | Forward | Program Guides

Summer fun is just a Splash away!

Join Today!

Amenities:

- Kids' Play Areas
- Concessions
- Locker Rooms
- Lounges
- Jiving
- Commissions
- Lounges

Wheaton Park District Preseason Passes:

Resident	Non-Resident
Individual \$80	Individual \$119
Family of 4 \$176	Family of 4 \$260

We also offer:

- Swim Lessons (Not through Adult)
- Swim Team
- Diving & J. Lifeguard Programs
- Birthday Parties

Holiday Weekend Hours:

Northside Pool	Rice Pool
Monday, May 22	Monday, May 22
Tuesday, May 23	Tuesday, May 23
Wednesday, May 24	Wednesday, May 24
Thursday, May 25	Thursday, May 25

Rainout Line: To get up-to-the-minute information about weather, sign up for our Rainout Line.

Helpful Links | Post it | Tweet it | Forward | Program Guides

Dog Days of Summer SWIM SALE!

It is not too late to save!

Unlimited visits to both Wheaton Park District Aquatic Facilities now through Labor Day.

Only \$99 for a Family of 4\*

\*Based on resident rates, non-resident rate \$130 for family of four. Individual pass pricing available. Passes can be purchased online or in person at the Community Center, 1777 S. Blanchard Road.

Resident Family of Four = \$99	Nonresident Family of Four = \$130
• Individual = \$30	• Individual = \$45
• Person 2 = \$23 = \$74	• Person 2 = \$35 = \$95
• Person 3 = \$23 = \$74	• Person 3 = \$35 = \$115
• Person 4 = \$23 = \$99	• Person 4 = \$35 = \$130

Northside Family Aquatic Center | 1509 N. West Street | 630.653.3345

Rice Pool & Water Park | 1777 S. Blanchard Road | 630.653.8884

Helpful Links | Post it | Tweet it | Forward | Program Guides

Last Days of Summer! Rice Pool & Water Park

Come enjoy the last few days of the pool season!

The weekend looks like it will hold some beautiful weather, don't forget that Rice Pool & Water Park is still open!

Post Season Hours of Operation:

Friday-Sunday:  
September 4: 4-8pm  
September 5: 11am-8pm  
September 6: 12-8pm

Labor Day, Monday:  
September 7: 11am-7pm

Daily Admission Rates:

Resident w/ Photo I.D.	Nonresident Rates:
Children 17 & under \$5.50	Children 17 & under \$8.25
Adult 18 & over \$8.75	Adult 18 & over \$13.00
Senior 60 & over \$5.50	Senior 60 & over \$8.25

Helpful Links | Post it | Tweet it | Forward | Program Guides



## 7) Banners



**PRE-SEASON  
AQUATIC  
PASS SALE**

**10% OFF**  
2015 POOL  
PASSES\*

**2 Pools, 1 Pass**

Family Pass pays for itself  
in less than 7 visits!



[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

**PRE-SEASON  
AQUATIC PASS SALE**

**10% OFF ANNUAL POOL PASSES\***

**2 Pools, 1 Pass**  
Family Pass pays for itself in less than 7 visits!

 [wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

Summer fun is just a **SPLASH** away



[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

Summer fun is just a **SPLASH** away



[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

**Northside Family Aquatic  
Center is home to the**



Pool closes at 6P for Home Swim Meets.

**2015 Swim Team Schedule**  
Meets start at 6:45P.

Tuesday, June 9 vs. Clarendon Hills

Tuesday, June 16 vs. Downers Grove

Thursday, June 18 vs. Lisle

Saturday, June 27 vs. Hinsdale

Tuesday, July 2 vs. Glen Ellyn

Tuesday, July 7 vs. Glen Ellyn

Thursday, July 9 vs. Lemont



**Swim Lessons Are  
Life Lessons**

5 Sessions, 2 Locations  
Weekday & Saturday Options

Register at  
[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)



Always thinking. Always caring.



# 8) Camps & Aquatics Guide / Spring Youth & Family Guide

## POOL PASSES

### BUY NOW & SAVE - SPRING SPLASH PASS RATES (THROUGH APRIL 30)

WHEATON PARK DISTRICT RESIDENTS	NONRESIDENTS
<ul style="list-style-type: none"> <li>Individual: \$90</li> <li>2 Family Members: \$126</li> <li>3 Family Members: \$162</li> <li>4 Family Members: \$198</li> <li>5 Family Members: \$234</li> <li>Senior: \$85</li> <li>Senior Couple: \$119</li> </ul>	<ul style="list-style-type: none"> <li>Individual: \$133</li> <li>2 Family Members: \$187</li> <li>3 Family Members: \$241</li> <li>4 Family Members: \$295</li> <li>5 Family Members: \$349</li> <li>Senior: \$128</li> <li>Senior Couple: \$179</li> </ul>



### SEASON PASS RATES (BEGINNING MAY 1)

WHEATON PARK DISTRICT RESIDENTS	NONRESIDENTS
<ul style="list-style-type: none"> <li>Individual: \$100</li> <li>2 Family Members: \$140</li> <li>3 Family Members: \$180</li> <li>4 Family Members: \$220</li> <li>5 Family Members: \$260</li> <li>Senior: \$95</li> <li>Senior Couple: \$133</li> </ul>	<ul style="list-style-type: none"> <li>Individual: \$149</li> <li>2 Family Members: \$208</li> <li>3 Family Members: \$267</li> <li>4 Family Members: \$326</li> <li>5 Family Members: \$385</li> <li>Senior: \$142</li> <li>Senior Couple: \$198</li> </ul>

### THERE ARE NO REFUNDS FOR SEASON POOL PASSES.

- Pool Passes may be purchased online\* or at the Community Center.
- All season passes are good at both Northside Family Aquatic Center and Rice Pool & Water Park.
- A photo identification system is used at each pool complex. Each person three years old and over as of January 1 must have a current photo identification card in order to purchase a season pass at resident rates.
- A family is identified as parent(s) and any unmarried children age 21 and under who are living at home. Children who are 22 and over and living at home and any other relatives and individuals in the same household may not be included on the family pass. Residents must have a valid 2015 ID card to be eligible to purchase a pool pass. See Resident Photo ID information for details.

## POOL HOURS

### 5 - New & Extended Pool Hours

	Northside Family Aquatic Center	Rice Pool & Water Park
Season	<ul style="list-style-type: none"> <li>May 23-2, May 30-31, June 6-7</li> <li>Saturdays, Sundays &amp; Memorial Day Only</li> <li>Noon-8 pm</li> </ul>	<ul style="list-style-type: none"> <li>May 23-June 8</li> <li>Weekdays</li> <li>Saturdays</li> <li>Sundays</li> <li>Memorial Day</li> </ul>
Swimming	<ul style="list-style-type: none"> <li>June 9-August 16</li> <li>Weekdays Noon-8 pm</li> <li>Weekends Noon-8 pm</li> <li>Pool Closes for the Season August 17</li> </ul>	<ul style="list-style-type: none"> <li>June 9-August 18</li> <li>Weekdays 11 am-8 pm</li> <li>Saturdays 11 am-8 pm</li> <li>Sunday Noon-8 pm</li> </ul>
Swim Only	<ul style="list-style-type: none"> <li>Preseason Noon-1 pm</li> <li>Regular Season Weekdays Noon-1 pm</li> <li>Weekends Noon-1 pm</li> </ul>	<ul style="list-style-type: none"> <li>August 19-September 7</li> <li>Closed M-Th</li> <li>Fridays 4-8 pm</li> <li>Saturdays 11 am-8 pm</li> <li>Sundays Noon-8 pm</li> <li>Labor Day 11 am-7 pm</li> </ul>
Walking	5:30-6:30 pm every day of operation	NOT AVAILABLE

### INCLEMENT WEATHER

Wheaton Park District Aquatic Facilities will be closed if the temperature is 32 degrees or below or at the manager's discretion based on unsafe conditions. Unusual circumstances may also require the closure of pool areas or sections. Refunds, rescheduling or prorated fees will not be offered for any type of pool closure.



## PRE-SEASON AQUATIC PASS SALE

Family Pass pays for itself in 7 visits! 2 Pools-1 Pass!

### 10% OFF 2015 POOL PASSES\*

#### Pre-Season Rates

Resident

Individual \$90

Family of 4 \$198

Non-Resident

Individual \$133

Family of 4 \$295



Passes can be purchased at the address below or online.

\*Pre-season rates are offered now through April 30.

1777 S. Blanchard Rd. | Wheaton, IL | 630.690.4880  
wheatonparkdistrict.com

# 9) New Pool Daily Passes



wheatonparkdistrict.com

630.653.3345  
1300 N. West Street  
Northside Family Aquatic Center

630.653.8884  
1777 S. Blanchard Road  
Rice Pool & Water Park



## 6 Visit Aquatic Guest Passes

Each pass good for 1 guest admission

6 Passes Only \$45

Passes are nonrefundable.



2015 Wheaton Park District  
Book # \_\_\_\_\_



wheatonparkdistrict.com

630.653.3345  
1300 N. West Street  
Northside Family Aquatic Center

630.653.8884  
1777 S. Blanchard Road  
Rice Pool & Water Park



## 20 Visit Aquatic Guest Passes

Each pass good for 1 guest admission

20 Passes Only \$150

Passes are nonrefundable.



2015 Wheaton Park District  
Book # \_\_\_\_\_