



WHEATON PARK DISTRICT
AQUATICS
ANNUAL REPORT 2016



TABLE OF CONTENTS

Rice Pool and Water Park Attendance	Page 3
Rice Pool and Water Park Closing Impact	Page 3
Northside Family Aquatic Center Attendance	Page 4
Northside Family Aquatic Center Closing Impact	Page 4
Weather Log Comparison	Page 5
Combined Attendance	Page 6
Resident Paid Daily Admission Use	Page 6
Nonresident Paid Daily Admission Use	Page 6
Pool Passes Sold	Page 7
Swim Lesson Registration	Page 7
Aquatic Budget Analysis	Page 8
Aquatic Facilities Revenue and Expense Comparison	Page 8
Financial Comparisons-Pools Pass, Guest Pass, Admission Revenue	Page 9
Concession Financials	Page 10
Swim Lesson Financials	Page 11
Part Time Wages –2016 Rice Pool and Water Park with Chart	Page 12
Part Time Wages -2016 Northside Family Aquatic Center with Chart	Page 13
Best Practices	Page 14
Aquatic Operation Highlights	Page 15
Marketing Overview	Page 16
Appendix A: Aquatic Facility Survey	Page 33
Appendix B: Learn to Swim Survey Results	Page 35
Appendix C: Swim Team Evaluations	Page 38
Appendix D: Competition Analysis: Pass & Daily Admission Comparison	Page 40

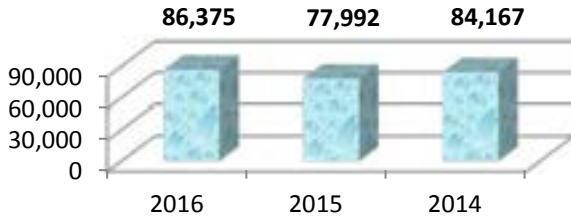
I 2016 Annual Attendance

A. Attendance - Rice Pool & Water Park

RICE POOL	2016 Season	2015 Season	2014 Season	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Pool Pass Visits	48,055	43,627	53,995	4,428	10%
Daily Admissions Paid	18,634	16,844	13,533	1,790	11%
Camps	6,397	5,347	3,562	1,050	20%
In-House Swim Lessons/ Fitness Classes	13,289	12,174	13,077	1,115	9%
Total	86,375	77,992	84,167	8,383	11%
Days Open	92*	94**	90	(2)	(2%)
Avg. Daily Attendance	938	829	931	109	13%
Days Closed	2	3	5	(1)	(.3%)

*2016 Season Totaled 94 Days / ** 2015 Season Totaled 97 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 2016 vs. 2015

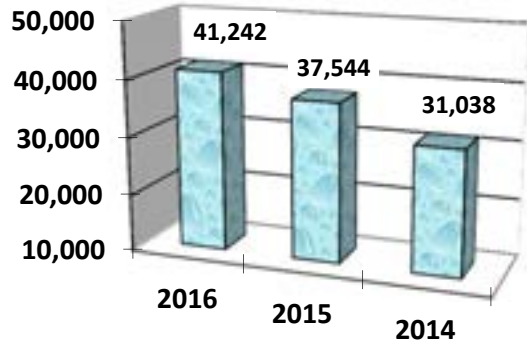
	2016 Days	2015 Days	2016 Total Hours	2015 Total Hours	2016 Impact	2015 Impact
Weather Closing	9	10	36	32.75	\$8,460	\$7,696
Low Attendance	0	0	0	0	\$0	\$0
Total	9	10	36	32.75	\$8,460	\$7,696

B. Attendance - Northside Family Aquatic Center

NORTHSIDE	2016 Season	2015 Season	2014 Season	Increase (Decrease) from last season	Percent Increase(Decrease) from last season
Pool Pass Visits	22,092	20,361	10,377	1,731	8%
Daily Admissions	4,913	4,692	4,169	221	5%
Camp Visits	1,974	1,951	1,760	23	1%
In-House Swim Lessons/ Swim Team	12,263	10,540	14,732	1,723	16%
Total	41,242	37,544	31,038	3,698	10%
Days Open	74*	80**	71	(6)	(8%)
Avg. Daily Attendance	557	469	437	88	19%
Days Closed	2	2	3	0	0%

*2016 Season Totaled 76 Days / ** 2015 Season Totaled 82 Days

Northside Pool Attendance



Early Closing Expense Impact Northside Pool 2016 vs. 2015

	2016 Days	2015 Days	2016 Total Hours	2015 Total Hours	2016 Impact	2015 Impact
Weather Closing	9	10	33	27.5	\$5,940	\$4,950
Low Attendance	0	0	0	0	\$0	\$0
Total	9	10	33	27.5	\$5,940	\$4,950

C. Weather Log Comparison

- July was recorded as the hottest month since the 1890’s.
- Rice Pool was closed for two (2) and Northside was closed for two (2). There were however, nine (9) days where storms or heavy rains prompted early closings.

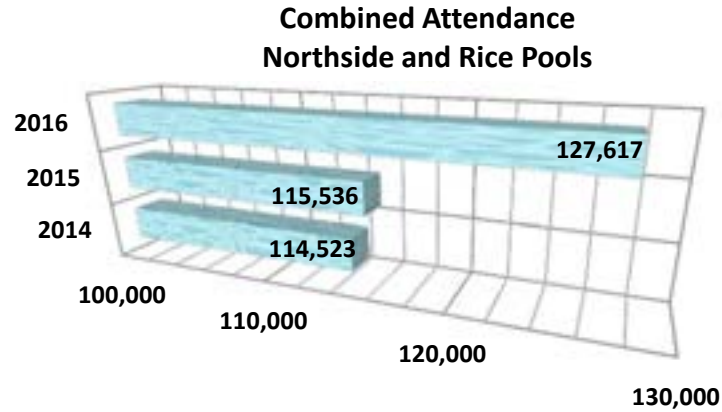
DAILY HIGH TEMPERATURE	2016 Total Days in Temperature Range	2015 Total Days in Temperature Range	2016 Percent of Total Days	2015 Percent of Total Days
< 68	0	2	0%	2%
68-75	12	23	12%	23%
76-80	17	28	17%	29%
81-85	31	25	31%	26%
86-90	32	17	32%	18%
91+	7	2	7%	2%



D. Combined Attendance

Rice/Northside Combined Attendance	2016 Season	2015 Season	2014 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Total	127,617	115,536	114,523	12,081	10%

*Includes Camps and Swim Lesson visits



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

RESIDENT	2016 Season	2015 Season	2014 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	4,292	4,432	3,860	(140)	(3%)
Rice	11,849	10,767	8,405	1,082	10%
Total	16,141	15,199	12,265	942	6%
% of Daily Admission	69%	71%	71%	(2)	(2%)

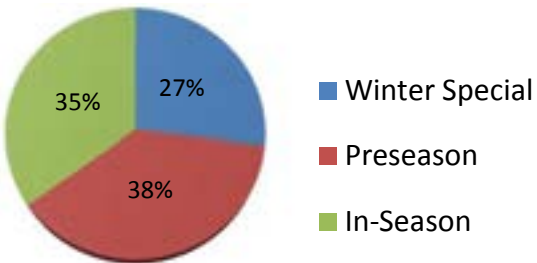
NON-RESIDENT	2016 Season	2015 Season	2014 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	600	249	269	351	141%
Rice	6,588	5,910	4,800	678	12%
Total	7,188	6,159	5,069	1,029	17%
% of Daily Admission	31%	29%	29%	2	2%

F. Pool Passes Sold

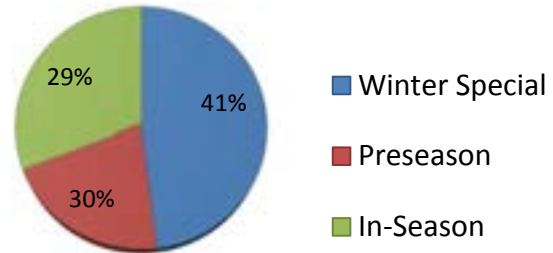
	2016 Season	2015 Season	2014 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Resident	7,375	7,050	7,709	325	5%
Non-Resident	659	691	828	(32)	(5%)
Total	8,034	7,741	8,537	293	4%

- Nonresident passes represent 8% of the total passes sold. This is a 1% decrease compared to last season.
- Pool pass gross revenue increased \$17,174 from 2015.
- The 2016 Winter Special (November 30-January 10) accounted for 27%, Preseason (January 11- April 30) accounted for 38% and In-Season (May 1 and after) accounted for 35 % of total sales.
- In 2016, 65% of the passes were sold at a discount, compared to 71% in 2015.

2016 Pool Pass Sales Distribution



2015 Pool Pass Sales Distribution



G. Swim Lesson Registration

SWIM LESSONS	2016 Season	2015 Season	2014 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside Family Aquatic Center	1,012	1,209	1,159	(197)	(16%)
Rice Pool & Water Park	1,473	1,640	1,808	(167)	(10%)
Total	2,485	2,849	2,967	(364)	(13%)

- Registration figures include swim lessons, swim team, and private lessons.
- Swim lesson participation decreased by 364 participants, 13%.
- In 2016, Rice Pool offered four (4) two week sessions.

II. Aquatic Budget Analysis Based on September 2016 Financial Status Report & Year End Projections

REVENUE	2016 Season Actual	2015 Season Actual	2014 Season Actual	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice Pool	589,920	563,038	566,468	26,882	5%
Northside	260,520	240,044	256,759	20,476	9%
Total	850,440	803,082	823,227	47,358	6%
EXPENSES	2016 Season Actual	2015 Season Actual	2014 Season Actual	Increase(Decrease) from last season	Percentage Increase (Decrease) from last season
Rice Pool	654,708	675,751	631,849	(21,043)	(3%)
Northside	340,965	307,310	293,494	33,655*	11%
Total	995,673	983,061	925,343	12,612	1%

*Northside saw a substantial increase in expenses: water cost increased \$9,500, Parks Services (wages, supplies, and projects) by \$17,000, concession costs increased by \$3,000, and new chairs purchased for an additional \$3,000.

NET BALANCE	2016 Season Actual	2015 Season Actual	2014 Season Actual	Increase (Decrease) from last season
<u>Rice Pool</u> Balance (Revenue over Expenses)	(64,788)	(112,713)	(65,381)	47,925
<u>Northside</u> Balance (Revenue over Expenses)	(80,445)	(67,266)	(36,735)	(13,179)
Total Balance (Revenue over Expenses)	(145,233)	(179,979)	(102,116)	34,746

Aquatic Facilities Revenue and Expenses Comparison

- 2016 vs. 2015 Revenue Comparison Totals increased \$47,358
 - Charges for Service increased \$22,237 (pool passes, admissions, guest passes, lessons, sponsorships)
 - Rentals decreased (\$2,474)
 - Concessions increased \$25,148
 - Miscellaneous Income increased \$2,447
- 2016 vs. 2015 Expense Comparison Totals increased \$12,612
 - Contractual Services decreased (\$10,650)
 - Decrease of contractual services due to the savings in water at Rice Pool.
 - Aquatics Supplies increased \$15,632
 - This is due to an increase in concession supplies based on demand and in increase in lounge chair purchases compared to 2015.
 - Aquatic Full Time Wages increased \$1,170
 - Aquatic Part Time Wages decreased (\$3,679)
 - Parks “101” Total Expenses increased \$8,612
 - Marketing expenses increased \$1,527

FINANCIAL COMPARISONS

2016 Actual Revenue versus Budgeted Revenue Compared to 2015

POOL PASS FINANCIALS

REVENUE	2016 Budgeted Pool Pass Revenue	2016 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2015 Actual Pool Pass Revenue	Increase (Decrease) 2015 v. 2016 Actual	Percentage Increase (Decrease) 2015 v. 2016 Actual
Rice	340,000	273,824	(66,176)	271,432	2,392	1%
Northside	150,000	141,065	(8,935)	126,283	14,782	12%
Total	490,000	414,889	(75,111)	397,715	17,174	4%

*Pool pass revenue was split 66% Rice to 34% to Northside

GUEST PASS FINANCIALS

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

REVENUE	2016 Budgeted Guest Passes Revenue	2016 Actual Pool Guest Pass Revenue	Increase (Decrease) Budgeted Guest Pass Revenue	2015 Actual Pool Guest Pass Revenue	Increase (Decrease) 2015 v. 2016 Actual	Percentage Increase (Decrease) 2015 v. 2016 Actual
Rice	15,000	19,035	4,035	14,910	4,125	28%
Northside	6,000	6,885	885	6,390	495	8%
Total	21,000	25,920	4,920	21,300	4,620	22%

ADMISSION FINANCIALS

REVENUE	2016 Budgeted Daily Admission Revenue	2016 Actual Daily Admission Revenue	Increase (Decrease) Budgeted Daily Admission Revenue	2015 Actual Daily Admission Revenue	Increase (Decrease) 2015 v. 2016 Actual	Percentage Increase (Decrease) 2015 v. 2016 Actual
Rice	105,000	129,770	24,770	116,267	13,503	12%
Northside	25,000	26,535	1,535	27,085	(550)	(2%)
Total	130,000	156,305	26,305	143,352	12,953	9%

COMBINED POOL PASSES, ADMISSIONS AND GUEST PASSES

2016 Gross Actual Combined Admissions Revenue	2015 Gross Actual Combined Admissions Revenue	Increase (Decrease) 2016 vs. 2015	Percentage Increase (Decrease) 2016 v. 2015 Revenue
597,114	562,367	34,747	6%

CONCESSION FINANCIALS

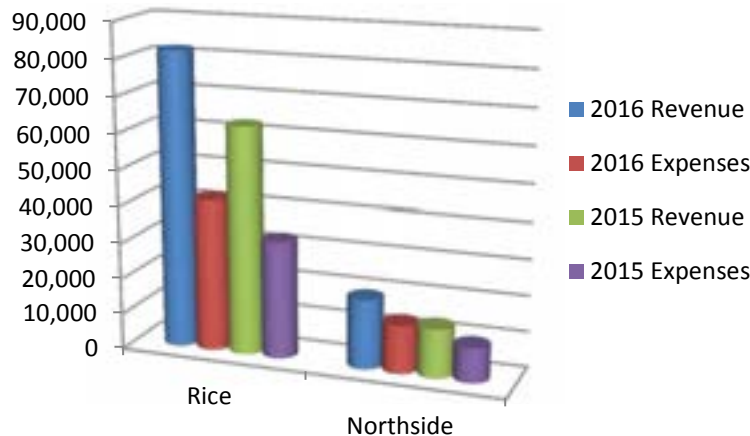
REVENUE	2016 Actual Concession Revenue	2015 Actual Concession Revenue	Increase(Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	81,934	62,572	19,362	31%
Northside	19,352	13,567	5,785	43%
Total	101,286	76,139	25,147	33%

EXPENSES	2016 Actual Total Concession Expenses	2015 Actual Total Concession Expenses	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	44,005	32,757	11,248	34%
Northside	13,420	9,580	3,840	40%
Total	57,425	42,337	15,088	36%

2016 Concession Net Balance vs. 2015 Concession Net Balance

2016 Concession Net	2015 Concession Net	Increase (Decrease) 2016 vs. 2015	Percentage Increase (Decrease) 2016 v. 2015 Net
43,861	33,802	10,059	30%

2016 Concession Revenue versus Expenses Compared to 2015



Concession Net Profit Percentage 2016 and 2015

2016 Combined Net Profit Percentage: 43%

2015 Combined Net Profit Percentage: 44%

SWIM LESSON FINANCIALS

REVENUE	2016 Budgeted Swim Lesson Revenue	2016 Actual Swim Lesson Revenue	Increase (Decrease) Budgeted Swim Lesson Revenue	2015 Actual Swim Lesson Revenue	Increase (Decrease) 2015 v. 2016 Actual	Percentage Increase (Decrease) 2015 v. 2016 Actual
Rice	75,000	61,945	(13,055)	64,179	(2,234)	(4%)
Northside	60,000	50,202	(9,798)	53,517	(3,315)	(6%)
Total	135,000	112,147	(22,853)	117,696	(5,549)	(5%)

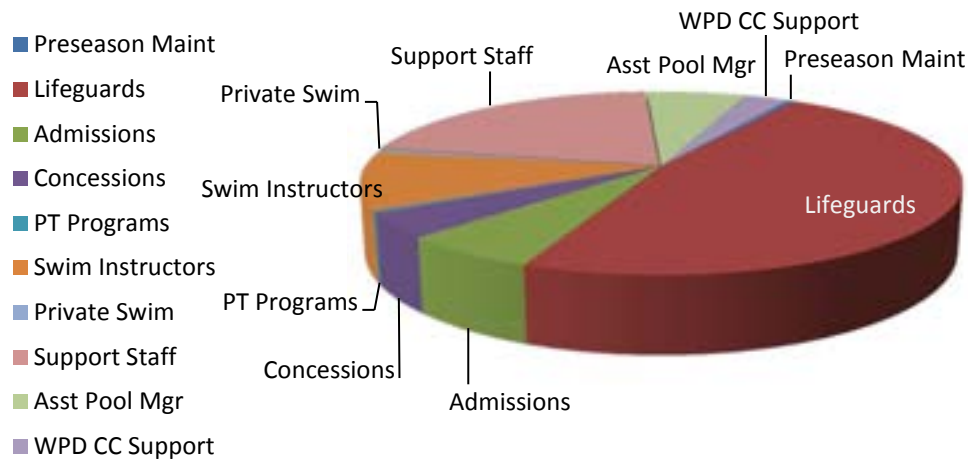
EXPENSES	2016 Budgeted Swim Lessons PT Wages	2016 Actual Swim Lessons PT Wages	Increase (Decrease) Budgeted Swim Lessons PT Wages	2015 Actual Swim Lessons PT Wages	Increase (Decrease) 2015 v. 2016 Actual	Percentage Increase (Decrease) 2015 v. 2016 Actual
Rice	33,000	33,547	547	30,324	3,223*	11%
Northside	18,500	21,578	3,078	21,908	(330)	(2%)
Total	51,500	55,125	3,625	52,232	2,893	5%

*In spite, of overall revenue decrease due to lower enrollment, expenses increased to fulfill instructor/participant class ratio required which is 4:1 for Toddler Lessons and 6:1 for Youth Lessons. The 2016 swim lesson program netted a 51% profit.

2016 Swim Lesson Net Balance vs. 2015 Swim Lesson Net Balance

2016 Net Balance Swim Lessons	2015 Net Balance Swim Lesson	Increase (Decrease) 2016 vs. 2015	Percentage Increase (Decrease) 2016 v. 2015 Net
57,022	65,464	(8,442)	(13%)

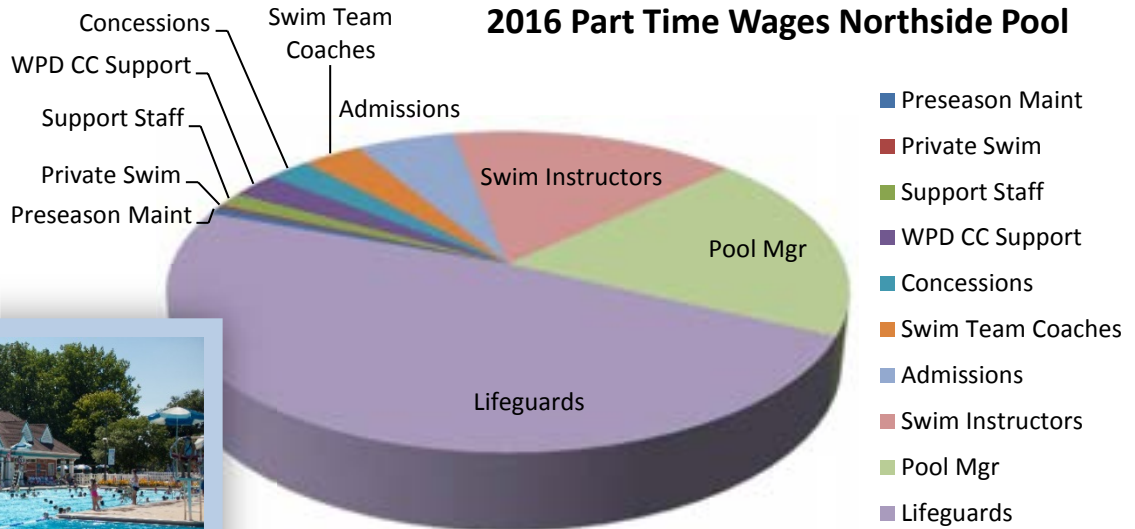
2016 Part Time Wages Rice Pool



	2016 Budgeted Part-time Wages Total Budget	2016 Actual Part-time Wages	Increase (Decrease) in Budgeted Part-time Wages	2015 Actual Part-time Wages	Increase (Decrease) 2015 v. 2016 Actual	Percentage Increase (Decrease) 2015 v. 2016 Actual
Preseason Maintenance	700	620	(80)	832	(212)	(25%)
Lifeguards	133,500	133,703	203	133,971	(268)	(.2%)
Admissions	16,500	16,304	(196)	17,699	(1,395)	(8%)
Concessions	13,000	15,325	2,325	11,941	3,384	28%
PT Programs	500	309	(191)	1,250	(941)	(75%)
Swim Instructors	31,000	32,045	1,045	28,489	3,556	12%
Private Swim	1,800	1,502	(298)	1,835	(333)	(18%)
Support Staff	53,840	53,434	(406)	58,150	(4,716)	(8%)
Asst. Pool Managers	15,000	14,662	(338)	17,679	(3,017)	(17%)
WPD CC Support	8,260	8,260	0	8,099	161	2%
Rice Totals	274,100	276,164	2,064	279,945	(3,781)	(1%)

*Rice Pool was opened to the public 92 days in 2016 compared to 94 days in 2015.

2016 Part Time Wages Northside Pool



	2016 Budgeted Part-time Wages Total Budget	2016 Actual Part-time Wages	Increase (Decrease) in Budgeted Part-time Wages	2015 Actual Part-time Wages	Increase (Decrease) 2015 v. 2016 Actual	Percentage Increase (Decrease) 2015 v. 2016 Actual
Preseason Maintenance	600	330	(270)	1,042	(712)	(68%)
Lifeguards	64,000	64,895	895	64,549	346	.05%
Admissions	6,300	7,324	1,024	7,370	(46)	(.06%)
Concessions	4,860	3,645	(1,215)	3,215	430	13%
Swim Instructors	18,000	21,137	3,137	21,908	(771)	(4%)
Private Swim	500	441	(59)	371	70	19%
Support Staff	2,000	2,137	137	1,868	269	14%
Pool Managers	27,000	25,416	(1,584)	25,416	0	0%
Swim Team Coaches	4,500	3,675	(825)	3,199	476	15%
WPD CC Support	3,540	3,540	0	3,500	40	1%
Northside Totals	129,700	132,540	2,840	132,438	102	.07%

*Northside Pool was opened to the public 74 days in 2016 compared to 80 days in 2015.

III. BEST PRACTICES

As aquatic facilities, we continue to strive to become better and operate more efficiently. Listed below are staff accomplishments in 2016:

- Rice Pool and Water Park continued regular season hours this year opening at 11am Monday-Saturday and Noon-8pm Sunday.
- In 2016, a Black Friday discount rate was offered November 23 to November 30. During that early period, 2,296 passes were sold bringing in sales totaling \$99,426 four months before opening day. During the pre-season discount period December 1 thru January 10, 249 passes were sold totaling an additional \$12,110. During the early season discount rate was offered January 11 to April 30, there were 3,049 passes sold bringing in sales totaling \$159,090. Regular seasonal rates began May 1. From May 1 throughout the 2016 season 2,404 passes were sold for an additional \$143,330. **65% 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. 36 passes were sold from August 1 to September 5.
- The Parent and Tot program was a success again this summer drawing 132 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 78 participants to the program.
- 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 \$11,371 in sales compared to \$8,682 in 2015.



- Daily Safety Checks continued to be implemented at both aquatic facilities in 2016. 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 meetings 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 dates were sold, two cancelled due to weather, in 2016 bringing in a total of \$811 in additional revenue.
- Northside had the 4th Annual Kids Triathlon hosted by Peter Hubbard on July 30th. Ninety-five (95) athletes participated.
- This year Dippin Dots was added to the concessions ice cream menu. The product was well received at both facilities bringing in \$11,998 in gross revenue.

IV. HIGHLIGHTS

- Wheaton Park District’s aquatic facilities employed 277 individuals during the 2016 summer season; Rice Pool employed 191 while Northside Pool employed 86. 93% of the pool staff are high school or college aged employees. Approximately \$402,599 was spent on 2016 part-time aquatic wages.
- Wheaton residents accounted for 92% of aquatic staff, resulting in approximately \$370,391.08 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 “meet and two exceeds” on the 2016 audits.
- Rice Pool & Water Park and Northside Family Aquatic provided a safe and enjoyable time as 127,617 patron visits were recorded during the 2016 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 | Learn to Swim 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 | Swim Team Evaluations)
- The Barracuda Swim Team’s enrollment totaled 99 participants this season. For the 2016 season, we had a new head coach, and two new assistants. The very spirited and energetic swimmers a lot of personal best times leaving participants feeling very accomplished.
- The 2016 season has been recorded as the warmest in several years, July itself has been recorded as the warmest since the 1890’s.
- Rice Pool and Water Park is entering its 29th year of operation, while Northside will enter its 23rd year. Staff is hopeful for facility upgrades and improvements with the development of an Aquatic Master Plan.



V. 2016 MARKETING OVERVIEW

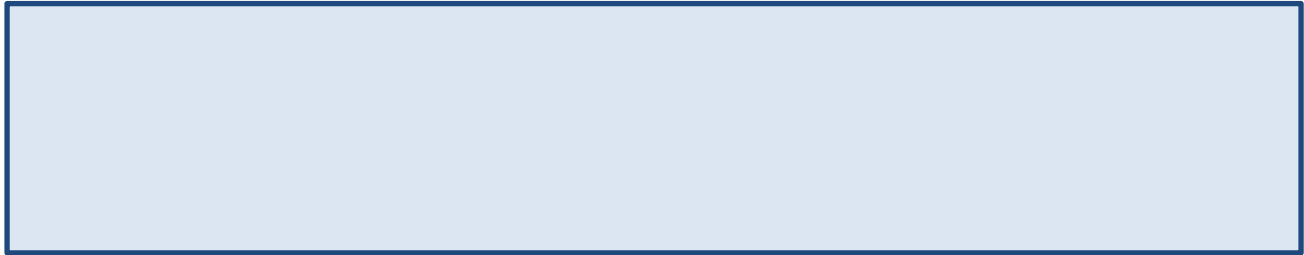
The Wheaton Park District Marketing Team seeks to increase awareness and brand recognition of our special facilities to our residents, nonresidents, and regional visitors. Through strategic marketing engagement, we aim to drive traffic (i.e. revenue) to each of the facilities. The Wheaton Park District Aquatics Facilities, Rice Pool and Water Park and Northside Family Aquatic Center, are no exception. This business operation relies heavily on weather cooperation, so the marketing team is constantly seeking new ways to provide the best support to these facilities in promoting their unique aquatics offerings.

Throughout 2016, the goal was 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.

Objectives for 2016

At the end of the 2015 season we outlined the following objectives for 2016:

- 1) Institute a new presale structure in hopes of enticing people to purchase pool passes in advance of the season, and offering less of a discount to those who wait to purchase passes until closer to the season.
- 2) Continue to seek opportunities to market in Wheaton and beyond.
- 3) Look for unique sales or promotions to increase sales throughout the summer.
- 4) Explore opportunities to cross promote and improve communication with the public.
- 5) Seek ways to enhance onsite signage to continue the cohesive branding efforts started in 2014.



The marketing and facility staff sat down in 2015 and reviewed the purchasing history and end of season revenues for 2012-2014. Taking weather into account, the sale structure for 2016 was adjusted to entice early sales and purchases, but also decrease the amount of time larger discounts were offered. This shorter discount period was to capitalize on the revenue potential for the seemingly large percentage of people that purchase closer to the season regardless of price (April, May, June). New for this year, the district offered the 20% off sale for a shorter period in an effort to drive sales around the holidays through the first of the year, and offered the 10% off for a longer period. All sales still ended by April 30, so that purchases made in May were at full price as in years past. Pool pass sales exceeded last year with sales of \$414,889 or 8,034 passes, an increase of 4%

BLACK FRIDAY POOL PASS SALE – 25% off for 8 days only, November 23-30

The Black Friday pool pass sale began the Wednesday before Thanksgiving and offered 25% off on 2016 pool passes. The promotion was marketed in a variety of different ways: posters in facilities throughout the Wheaton Park District, flyers at point of sale locations, a-frame signage in the Community Center, print advertisements in Suburban Life and Triblocal. Also, a postcard was direct mailed to 5,000 homes adjacent to the Community Center. The mailing was targeted to homes with younger families with children who would be of pool use age. Two e-blasts were sent, one to a dedicated list of past pool pass holders (11/25) and second was sent to our entire WPD user lists (11/23, 11/26). Facebook posts were boosted to promote our Black Friday offerings.



Poster, Flyers, A-Frame



Suburban Life Ad



TribLocal Ad



Direct Mail Postcard FRONT



Direct Mail Postcard BACK



E-Blast—21% open rate



E-Blast—23% open rate



Facebook Advertisement

WINTER SALE – 20% off, December 1- January 10

With the initial excitement and push from the Black Friday Sale we continued to offer the winter sale for the remainder of the holiday season. Discount was lowered to 20% as it was in the past. This sale was promoted through posters, flyers, a-frames at high traffic facilities, a banner in the atrium of the Community Center, multiple e-blasts, and Facebook advertising. We were also able to suggest pool passes as great Christmas presents by cross promoting it with the holiday gift card promotion offered in December. We extended this sale past the New Year to make sure we did not miss any residents who might have been out of town for the holidays.



Posters, Flyers, A-Frame



E-blast—20% open rate



E-blast—22% open rate



Atrium Banner



Facebook Advertisement

RESULTS

Before we were 30 days into the year, 2016 the combination of the Black Friday and Winter Sale had secured 27% of our pool pass sales for the year. Pool Passes sold between November 1, 2015 and January 10, 2016 was 2,169.

PRE-SEASON SALE – 10% off January 11- April 30

The pre-season sale offered 10% pool passes for three and a half months. We advertised this with posters, flyers, a-frame signage, several e-blasts, Facebook marketing, Facebook cover photo on the Wheaton Park District page, and through cross marketing efforts with vendor tables at Fun Run in Color, Week of the Young Child, the Summer Camp Open House and with an a-frame at the Go Fly A Kite Event.



Posters, Flyers, A-Frame



E-Blast—average open rate for 3 blasts, 20.3%



Facebook Advertising and Boosted Posts – Reach of over 15,000 impressions



Facebook Cover Photo on @Wheaton Park District

RESULTS

This year we lowered the discount to 10% off 19 days earlier than we had in previous years. We thought this might have pushed people to buy earlier, but there was some evidence that the sales did not change when people purchased their passes. On a positive note, we sold more passes this year which means our margin of discounted passes was significantly decreased over last year. Between January 11 and April 30, 2016 we sold the majority of our pool passes, 38% or 3,053.

2) Continue to seek opportunities to market in Wheaton and beyond.

On Site Facility Promotion

Through unique advertising opportunities we were able to promote both our pool pass sales and pool offerings in new ways this year. During April the Community Center front desk decorated the desk in a Hawaiian theme to promote the end of the pool pass sales. This was a great way to engage the community and for the front desk to take part in our marketing efforts.



Facebook Post featuring Community Center Promotion

Illinois P & R Magazine

This year the magazine of the Illinois Association of Park Districts and the Illinois Park & Recreation Association was seeking aquatic articles for their July/August 2016 issue. Our Marketing & Communications Assistant, Brett Peto, collaborated with our Superintendent of Marketing & Special Events, Kristina Nemetz to write an article about our year-round marketing plan for our aquatic facilities. Brett's submission was accepted and was featured in Volume 47, Number 4 of the magazine. This magazine has a state-wide distribution so this opportunity allowed us to get our story out beyond the boundaries of Wheaton.



Make A Splash That Lasts Marketing Pools, Water Parks, and Aquatic Facilities by Brett Peto

Press Releases

In addition, to the article for Illinois P & R Magazine, staff also submitted a press release to our over 60 media contacts announcing the opening of the pool for the year. As a result Suburban Life covered the opening of the pools on May 27, 2016. The second article was a follow up from the first press release in which an editor covered the story about the high pool attendance at the local pools due to the unseasonably warm weather we experienced throughout the summer. This story ran on August 5, 2016 and featured a information about Wheaton pools as well as Glen Ellyn's Sunset Pool.



Suburban Life / Shaw Media 5.27.16



Suburban Life / Shaw Media 8.5.16

Facebook Advertising

In 2015, in an effort to market to neighboring towns like Warrenville and Winfield, we tried print advertising to see if we could increase our exposure in Warrenville and Winfield. This year we took a different approach with geotargeted Facebook advertising. Advertising through Facebook allowed us to target people specifically living in those areas or within a certain distance of our pool locations. Most advertisements were narrowed with Wheaton 60189, 60187 + a 5 mile radius. Throughout the season we ran various posts promoting the pools and encouraging people to come visit us using either their pool pass, by purchasing a daily pass. The pools saw an increase in non-resident daily admission this year of 17%. Northside more than doubled the number of non-resident daily admission visitors in 2016.



Pool Opening 5/27



Opening Day 5/28



Pool Now Open 5/31



Shared Positive Post from Pass holder 6/13



Northside Triathlon 7/21



Still Time for Swimming 8/19



Labor Day Hours 9/3

3) Look for unique sales or promotions to increase sales throughout the summer.

Opening Day Giveaway

In looking for opportunities to promote or increase sales we decided to offer a giveaway item to the first 100 families to come out the pool this year. The giveaway was mentioned in a press release and included in a 5,000 piece direct mail campaign we sent to residents closest/adjacent to Rice Pool and Water Park. The postcard featured the opening information and a coupon for buy 1 get 1 admission. The giveaway was sponsored by our sponsor Northwestern Medicine and Whole Foods. Each donated 200 items. Combined with candy we gave the first 100 families at each aquatic facility a goodie bag on opening day May 28. We saw large numbers opening weekend with 4,356 visitors between the two facilities.



Front



Back

Direct Mail Postcard Opening Day + Buy 1 Get 1 Admission Incentive= 33 Redeemed



Giveaway Card for first 100 Families



Opening Day Signage

Go West Young Mom

Another new marketing avenue we explored was with local bloggers. We worked with Go West Young Mom a website/blog for parents looking for things to do with their kids. The pages receives 26,000 pageviews a month from 8,200 unique visitors. We were first motivated to work with this blog after reading and sharing their blog post *Why My Family is Buying A Pool Pass This Summer* (<http://gowestyoungmom.com/why-my-family-is-buying-a-pool-pass-this-summer>). We worked with Tara Burghart (owner) and Go West Young Mom in their summer BINGO program, which featured various places that families can visit during the summer. We featured Rice Pool and Water Park in addition to a few other Wheaton Park District destinations. In July, she featured Wheaton Park District in her Twilight Rate guide for pools.



Go West Young Mom BINGO 2016



Go West Young Mom Saving Money at Twilight Swims

Dog Days of Summer Sale

The last few years we have offered the Dog Days of Summer Sale in August and continued it again this year. We promoted this sale which featured a special rate of \$99 for a family of four or \$30 for an individual, 36 passes were sold. This was promoted through posters, flyers, e-blasts(8/1, 8/3), and a Facebook advertisement. We launched the sale a few weeks later than in the past because of the great weather and pool attendance in late July. This most likely is the reason numbers for this sale decreased this year, but it remains a great way for us to promote the season coming to a close and offer incentive pricing for those yet to purchase a pool pass.



Posters and Flyers



E-Blast – 26% open rate



Web Ad in WPD E-Blast August – 24% open rate



Facebook Boosted Post

4) Explore opportunities to cross promote other facilities and improve communication with the public.

Last Call for Summer

In the middle of August when we were announcing the changing hours of Rice pool and the closing of Northside Pool, we cross promoted Prairie Path Mini Golf. Last Call for Summer e-blast, Facebook post, and signage posted at Northside pool encouraged people to join us for the rest of the summer and stated hours. The e-blast included a coupon for Buy 1 Get 1 mini golf, so far 4 have been redeemed.



E-Blast – 25% open rate



Facebook Post



Posters at Northside

Cross Promotional Signage & Facility Banners

We continued to use the light poles at both facilities to cross promote other special facilities within the park district. New this year the DuPage County Historical Museum had a second light pole banner at Northside Family Aquatic Center as well as at Rice Pool & Water Park. Additional Prairie Path Mini Golf signage was near the concession area at Rice as well as on the light pole banner. In 2015, banner frames were installed near the eating area at Rice Pool. We used these banner frames to cross promote other facilities, programs, and events such as Shakespeare in the Park and Summer Camps. The additional frame held the banner provided to us by our 2016 Pool Sponsor, Northwestern Medicine.



Light Pole Banners located at Rice Pool & Water Park



Light Pole at Rice & Northside



Window Cover in Rice Pool & Water Park Concession Area



Banners at Rice Pool & Water Park

5) Seek ways to enhance onsite signage to continue the cohesive branding efforts started in 2014.

Public Communication Signage

This year we worked with an outside vendor, Divine Signs, on two unique sign pieces, one for each pool location. Northside Family Aquatic Center received a custom designed sign at the entry circle to Northside Park that allowed for staff to notify the public on a daily basis if the pool was open or closed. This avoided guests having to drive all the way to the pool house to see the pool status. The sign was designed for easy reading (red for closed, green for open) and was able to be locked open or closed so it could not be tampered with. The signage was installed so that in the winter it can be easily removed for winter storage and replaced in summer. At Rice Pool & Water Park a roof level sign was hung to identify the concession area, to better notify guests and newer patrons of the location of the concession area. At Rice Pool and Water Park the gross concession sales increased this year by 31%.



Closure Signage at Northside Pool



Concession Signage at Rice Pool

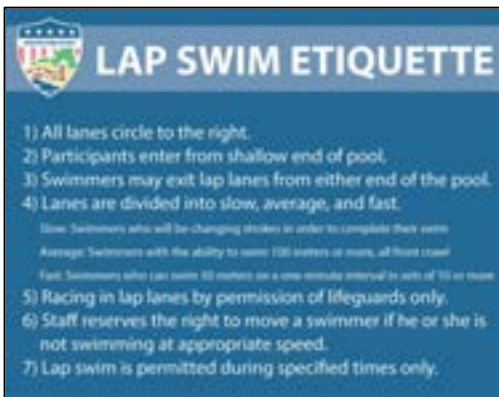
Facility & Safety Signage

In 2014 we began updating facility signage at both pool locations in order to unify the branding around the new logo for the aquatic facilities as well as incorporate the updated coloring of the Wheaton Park District logo. The signage updates were completed over 2 years in an effort to spread out the costs. This year we replaced the safety signage at both facilities as well as updated the pricing signage to reflect the rates and dates for 2016.



Slides at Rice Pool & Water Park

Admission Area at Rice



Rules Signage at Rice Pool & Water Park

Rice Pool & Water Park Daily Admission Fees			
Daily Fee	Resident	Nonresident	
Under 18	\$5.50	\$8.25	
18 & Over	\$6.75	\$11.00	
40 & over	\$5.50	\$8.25	
Pre-Season	Weekdays	Saturdays	Sundays
	4-8P	11A-8P	12-8P
Regular Season	Weekdays	Saturdays	Sundays
	11A-8P	11A-8P	12-8P
Post-Season	Fridays	Saturdays	Sundays
	4-8P	11A-8P	12-8P
Memorial Day	11A-8P		
	Labor Day 11A-7P		

Concession Menu

À la Carte		Slides & Boards	
Cheese Pizza	\$2.75	2 Slaps	\$1.25
Hotdog/Burger	\$4.00	3 Slaps/Fries	\$2.75
Cheeseburger	\$4.50	Cheese/Fries	\$3.75
Hot Dog	\$3.00	Soft Pretzel	\$2.00
Cheese Dog	\$4.00	with cheese	\$3.00
		Popsicles	\$1.00
Meal Deals		Ice Cream	\$2.75
Children's Family Meal			
• 2 Plates \$7.75 • 4 Plates \$12.75		Beverages	
Hot Dog Meal	\$6.25	Fountain Drink	• 16 oz \$2.00
Hotdog/Burger Meal	\$6.75	Bottle of Water - 16oz	\$1.00
Cheeseburger Meal	\$7.25	Slushie	\$3.00
Meal includes chips and fries, fountain drink.		Sweet Treats	
		Candy	\$2.00
		Cookies	\$1.00
		Dipped Donuts	\$1.00
		Small Premium Ice Cream	\$3.00-\$3.50

**North Pole
Concession Menu**

Cheese Pizza	\$4.00
Hot Dog	\$3.50
Cheese Dog	\$4.00
Pretzel	\$3.00
with cheese	\$3.50
Nachos	\$3.75
Chips	\$1.25
Fountain Drink - 16 oz	\$2.00
Bottled Water	\$2.00
Candy	\$2.00
Good Humor Ice Cream	\$2.50-\$3.50
Dippen' Donuts	\$3.50
Slushie	\$3.00
Cookie	\$1.25

Concession Menus at Rice Pool & Northside

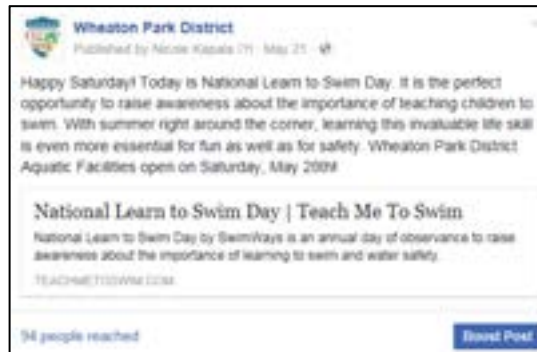
Special Programs: Swim Lessons & Swim Team

In recent years the participation in swim lessons has decreased. We continue to explore ways to better expand the marketing of our swim lessons and swim team. This year we promoted our special programs through the program guide (Spring, Camps & Aquatics, Summer), targeted e-blasts to households, pass holders, and past swim lesson participants, inclusion in Wheaton Park District e-blast newsletters, banners at both pool locations, and Facebook posts. In addition, we added some swim team branding to the Northside facility: a light pole banner and a window cling which featured the swim team meet schedule.

SWIM LESSONS



Facebook Posts featuring Swim Lessons & National Learn to Swim Day



Eblast—24% open rate



Banners at Aquatic Facilities

SWIM TEAM



Window Cling of Schedule



Light Pole Banner

2016 Additional Marketing Highlights

Sponsorship

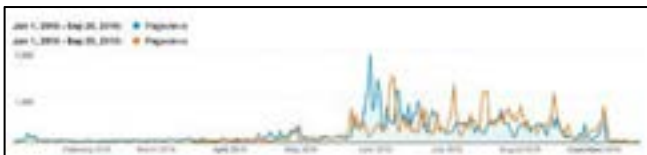
Northwestern Medicine renewed their pool sponsorship for the 2016 season for \$2,000. This sponsorship includes ability for them to have signage at both facilities, logo presence on website and in our program guide near the pool programming, and to be onsite throughout the season if they choose. This has been a great partnership as it provides the pool additional revenue, aligns the park district and Northwestern Medicine together, promoting a health and safe location for summer fun. With over 125,000 visitors to the two pools it is excellent exposure for them or other future sponsors.



Website Statistics

This year wheatonparkdistrict.com/aquatics received more than 57,000 page views between January 1 and September 20. We saw a small spike in January around the time that pool pass sale for the 20% off ended and our highest increase was during June. This year we linked e-blasts information directly to the page within the website that contained the information rather than sending everyone always to the main pool page. For this reason the hits on our home pool page was down about 8.47%, but page views increased across the website to remain steady with last year. The following pages had a considerable increase in page views:

- Swim Teams & Lessons + 92.71%
- Pool Passes +87.98%
- Daily Rates +27.09%
- Specials +25.61%
- Rules and Procedures +25.08%
- Pool Amenities +21.14%



Website Traffic 2016 compared to 2015 by month



Home Page

Future Opportunities & Challenges

It is important to continue to analyze our potential opportunities and challenges each year in an effort to continue to develop a marketing plan to overcome or capitalize these things. While the listing below is not all inclusive it was developed based on what staff felt presented itself the most while reviewing the year.

OPPORTUNITIES

- Event marketing or strategic hype marketing to build interest around specific events (expanding on opening day, end of summer, other events).
- Blogs or other hyper-local forums (Facebook moms groups) for target marketing both pass sales, swim lessons, and daily admissions.
- Large e-marketing lists such as ChicagoFun.com, Oaklees Guide, Chicago Parent, or other online e-blast specific markets to promote daily admission.
- Groupon or Living Social promotions can be considered based on initial summer numbers/weather considerations, but an online coupon to push daily admission or one time family pool pass could help cover variables in low sales years. Must consider time of year (later in the season is best) and the small margin of revenue received on these deals (30% or less).
- Rather than end of summer sale, consider a large percentage discount off of pool pass rates halfway through the summer (i.e. 30% off after July 10).
- Trends show that families “pool hop” during the summer. Create marketing campaigns around this to capitalize on daily admissions: incentives with guest booklet (mini golf or free ice cream), short term discount on booklets before season begins, or offer special incentive pricing days (Grandparents Day, Senior Day).

CHALLENGES

- An increase in competitor pools (Carol Stream, West Chicago, Glen Ellyn) and swim programs (Bear Paddle, BR Ryall, Goldfish Swim School).
- Aging, outdated facilities.
- Location of facility does not leave a lot of road exposure.
- Marketing two facilities at one time, hard to direct the sales pitch and create urgency of a purchase.
- Online discounted sites such as Groupon or Living Social promote pools as one day destinations and promote “pool hopping”. People who used to buy a pass are just buying online coupons to a lot of pool locations and not visiting the same pool.
- A changing age population in Wheaton is demonstrated through the lower enrollment in programming across the district, pool pass sales and swim lessons affected as well.

2017 Goal & Objectives

As we look towards 2017, staff is already gearing up for the Black Friday pool pass sale to begin in the next 30 days of this report presentation. Marketing staff continues to be creative, follow trends of other pool facilities and park districts, and seek opportunities for increasing the brand recognition and revenue for the Wheaton Park District Aquatic Facilities. The marketing team's goal for 2017 will be to continue 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.

OBJECTIVES

- Continue to promote our facilities as regional destinations as well as a summer opportunity for families to enjoy what Wheaton has to offer.
- Continue to research and follow what other agencies and private pools are doing to increase pool pass sales and swim lesson registration.
- Create an aquatics rack card to distribute to local hotels and other locations that can help promote our pools as a regional destination.
- Explore creative opportunities for enhancing onsite signage at both locations to better communicate to our visitor's facility amenities and safety.
- Continue to seek annual sponsorship for the pools and develop a plan to increase vendor opportunities to help bring in additional funds or added member benefits throughout the summer.
- Provide support to the pool staff and Parks Services Department as they continue to explore opportunities for updating the pool facilities over the next five years.



Appendix A | Aquatic Facility Survey

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 2016

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:

	Rice Pool & Water Park	Northside Family Aquatic Center
Appearance/ Cleanliness	4.7	4.5
Friendliness of Staff	4.9	4.9
Reception as you walked in	4.8	4.9
Customer Service on Phone	4.7	4.8
Responsiveness of the Manager	4.8	4.6
Overall Concession Operation	4.5	4.5
Variety of Food at Concession Stand	4.3	4.2
Safety under Lifeguards	4.9	4.8
Pool Fees	2.5	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

- Using the great water slides
- The size and variety activities
- Aesthetically pleasing water fall
- Feeling of safety while at pool
- Availability of chairs for all guests
- Clean and well taken care of
- Friendly and helpful Staff
- Childs play in the sand areas
- Feels like a vacation getaway close to home
- Early morning swim adults only
- Fun and relaxing atmosphere
- Best trained and prepared lifeguards
- Pool manager is outstanding
- Large shallow end and zero depth area
- AM swim lessons availability
- Love early opening during the week
- Enjoying the ice cream cart
- Welcoming resort style facility
- Lap swim availability

Northside Family Aquatic Center

- Friendly and helpful Staff
- Well trained lifeguards
- Small neighborhood fee
- Using the nice Slides/Board
- Sand area for children to play in
- Close to home for easy access
- Adult swim for more exclusive swimming
- Enclosed baby pool for safety and enjoyment

Changes you would make to facility:

Rice Pool & Water Park

- More parking
- More available shade
- Children Slide in Zero Depth.
- Makeover of facility
- Adding hooks into the shower area
- Another bathroom facility near slides/spray area

Northside Family Aquatic Center

- Splash Area and new sand area
- Locker Room configuration
- Add new attractions (slides/boards & spray area for toddlers)
- Shade in chair areas

Appendix B | Learn to Swim Survey Results



2016 Learn to Swim Survey Results

	RICE POOL & WATER PARK	NORTHSIDE FAMILY AQUATIC CENTER
<i>Did the program meet your expectations?</i>		
Yes	97%	98%
No	1%	2%
Not Sure/No Answer	2%	0%
<i>How would you rate your overall satisfaction?</i>		
Completely satisfied	93%	97%
Very satisfied	5%	2%
Satisfied	1%	1%
Not satisfied	1%	0%
Not sure/No Answer	0%	0%
<i>Why did you sign up for lessons at Rice or Northside?</i> (Multiple responses accepted)		
Quality of program	95%	96%
Past experience	95%	94%
Proximity to home	72%	70%
Class size	65%	66%

Swim Lesson Comments

- Great location
- Affordable low cost
- Small classes and great classmates
- Loved it and the teachers were amazing
- Excellent classes and staff are well trained and enthusiastic
- 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.
- Encouraging and positive instructors
- Loved this place and would not change a thing.
- Express classes are a good idea
- Great Program and would give an A+, loved 1st experience—thank you!
- Dislike adding students halfway through session
- Mr. Z was great and he cares a lot about his students
- Love that kids are encouraged, but not forced into the water
- Great communication and feedback with instructors
- Wonderful swim workout for kids not wanting to join swim team
- Presents a challenge for kids that want one



Appendix C | Swim Team Evaluations



2016 Wheaton Park District 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.

	Practice Sessions
a. Organization (productivity)	4.5
b. Length of practice time	4.7

	The program's contribution to swimmer's development
a. Physical skills	4.2
b. Stroke Improvement	4.0
c. Teamwork	4.8

	Team Environment
a. Morale of swimmers	4.9
b. Sportsmanship	4.8

	Swim Meets
a. Adequate meet opportunities	4.6
b. Opportunity to swim different events	4.3
c. Organization	4.6
d. The Barracudas Swim Team program's value for the fee	4.7
e. My overall evaluation of the Barracudas Swim Team program	4.8

Swim Team Comments

- Great summer program and the kids enjoyed.
- The coaches do a tremendous job of working with kids
- All Coaches very skilled and knowledgeable. Organized.
- Great 1st year experience and were very impressed.
- Would like more improvement with stroke work
- Great detailed newsletters each week (Coaches Corner)
- Coaches meeting with swimmers after events for improvements
- Great short season, low pressure
- Very helpful communication with parents
- Uplifting team spirit and fun attitude

Appendix D | Competition Analysis: Pass & Daily Admission Comparison



**2016 Regular Season Pool Pass Rates
Family of Four- Resident**

1	Hinsdale Recreation	\$315
2	Woodridge Park District	\$299
3	Elk Grove Park District	\$290
4	West Chicago Park District	\$253
5	Bensenville Park District	\$240
6	Hoffman Estates Park District	\$225
7	Bolingbrook Park District*	\$224
8	Lombard Park District	\$223
9	Glen Ellyn Park District	\$221
10	Wheaton Park District 2016 Regular Season	\$220
11	Arlington Heights*	\$212
12	Lisle Park District	\$210
13	Carol Stream Park District	\$202
14	Dundee Township Park District	\$200
15	Wheaton Park District 2016 Pre-Season 10% Off Sale	\$198
16	Geneva Park District	\$190
17	Palatine Park District	\$187
18	Wheaton Park District 2016 Winter 20% Off Sale	\$176
19	Wheaton Park District 2016 Black Friday 25% Off Sale	\$165

*Indoor facility included in price.

- The above chart shows the Average Pool Pass Rates for a Family of Four is \$223.
- In 2016, Wheaton Park District charged \$165 during the Black Friday Sale (November 23-November 30), \$176 for a Winter Sale (December 1- January 10) and \$198 for a Pre-Season (January 11-April 30) family of four resident rate. 65% of total season pass sales occur during the discounted periods. Our regular season rates were \$220, accounting for the remaining 35%.
- 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 2017 Season Pool Pass rates.**



Arlington Heights Park District

Season Pass Fees:	<u>Annual</u>	<u>Summer</u>
Individual/Resident	\$134	\$102
Individual/Non Resident	\$211	\$160
Family/Resident	\$212	\$188
Family/Non Resident	\$338	\$290

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

Bensenville Park District

Season Pass Fees:	<u>R/NR</u>
Adult	\$120/\$144
Senior	\$110/\$128
Youth	\$120/ \$144
Family (2)	\$180/ \$216
Family (3)	\$210/ \$252
Family (4)	\$240/ \$305
Family (5)	\$269/ \$327
Each Additional	\$30/ \$36
Senior Couple	\$165/ \$208

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

Bloomington Park District

Season Pass Fees;	<u>Summer Resident</u>	<u>Summer Non-Resident</u>
Individual	\$53	\$73
Family (2-3)	\$113	\$185
Additional Member	\$30	\$ 30

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

Bolingbrook Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$62	\$ 84
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

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
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)

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$80	\$120
Family (2)	\$135	\$200
Family (3)	\$170	\$245
Family (4)	\$200	\$285
Family (5)	\$215	\$310

Hours of Operations:

Mon-Fri	10:00am – 8:00pm
Sat- Sun	12:00pm – 6:00pm

Elk Grove Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$195	\$245
Senior (65 +)	\$150	\$150
Family (2)	\$235	\$295
Family (3)	\$265	\$330
Family (4)	\$290	\$360
Family (5 +)	\$310	\$390
Each Additional	\$20	\$20

Hours of Operations:

Mon – Fri	11:00am – 8:00pm
Saturday	11:30am – 8:00pm
Sunday	11:30am – 6:00pm

Geneva Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$85	\$150
Senior	\$65	\$115
Family (2)	\$150	\$265
Family (3)	\$170	\$300
Family (4)	\$190	\$335
Each Additional	\$20	\$35

Hours of Operations:

Sunday – Saturday	12:30pm – 8:00pm
-------------------	------------------

Glen Ellyn Park District

Season Pass Fees:	<u>Pre-Season Resident/Non-Resident</u>	<u>In-Season Resident/Non-Resident</u>
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

Hours of Operations:

Mon – Fri	12:30pm – 8:00pm
Sat – Sun	12:00pm – 8:00pm

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

<u>Hoffman Estates Park District</u>	<u>Resident</u>	<u>Non-Resident</u>
Season Pass Fees:		
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
Hours of Operations:		
Sunday – Saturday	11:30am – 7:00pm	

<u>Lisle Park District</u>	<u>Pre-Season Resident/Non-Resident</u>	<u>In-Season Resident/Non-Resident</u>
Season Pass Fees:		
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		
Hours of Operations:		
Monday – Sunday	11:30am – 8:00pm	

<u>Lombard Park District</u>	<u>Resident</u>	<u>Non-Resident</u>
Season Pass Fees:		
Adult	\$92	\$132
Youth	\$78	\$106
Senior	\$78	\$106
Family (2)	\$143	\$209
Family (3)	\$186	\$276
Family (4)	\$223	\$319
Family (5)	\$256	\$362
Family (6) or more	\$291	\$402
Hours of Operations:		
Monday – Thursday	12:30pm -5:00pm, 6:30pm – 8:30pm	
Friday - Sunday	12:30pm – 7:00pm	

<u>Palatine Park District</u>	<u>Pre-Season Resident/Non-Resident</u>	<u>In-Season Resident/Non-Resident</u>
Season Pass Fees:		
Individual	\$118	\$128
2 Residents	\$149	\$159
4 Residents	\$177	\$187
5 Residents	\$219	\$229
Senior	\$62	\$72
2 Seniors	\$103	\$113
Hours of Operations:		
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

Seasonal**Resident**

\$60

\$107

\$154

\$201

\$47

11:00am -8:00pm

Non-Resident

\$70

\$131

\$192

\$253

\$61

Woodridge Park District**Season Pass Fees:**

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

2016 Rice Pool & Water Park Hours of Operation:

Monday – Saturday

Sunday

2016 Northside Family Aquatic Center Hours of Operation:

Monday – Sunday

Resident**Pre-Season**

\$90

\$126

\$162

\$198

\$234

\$36

\$85

\$119

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

2016 Park District Daily Fee Comparison

2016 Resident Adult:

1	Glen Ellyn Park District	\$9.25
2	Bensenville Park District	\$9
2	Hoffman Estates Park District	\$9
2	Lombard Park District	\$9
3	Wheaton Park District (Rice)	\$8.75
4	Woodridge Park District	\$8.50
5	Wheaton Park District (NSP)	\$8.25
6	Hinsdale Park District	\$8
6	Bloomingtondale Park District	\$8
6	Bolingbrook Park District	\$8
6	Geneva Park District	\$8
7	Elk Grove Park District	\$7
7	Lisle Park District	\$7
7	Palatine Park District	\$7
7	Carol Stream Park District	\$7
7	Arlington Heights	\$6
8	Dundee Township Park District	\$6

2016 Non-Resident Adult:

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

2016 Resident Child/Senior:

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

2016 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
4	Lombard Park District	\$13
5	Hinsdale Recreation	\$12
5	Geneva Park District	\$12
6	Carol Stream Park District	\$10
7	Glen Ellyn Park District	\$9.75
8	Wheaton Park District (Rice)	\$8.25
9	Hoffman Estates Park District	\$8
9	Arlington Heights	\$8
10	Wheaton Park District (NSP)	\$7.50
10	Dundee Township Park District	\$7.50
11	Palatine Park District	\$7
11	Bloomingtondale Park District	\$7
12	Bensenville Park District	\$4

- The above charts show surrounding pools' daily admissions fees in 2016.
- **The staff is anticipating no increase for the 2017 Season Daily Admission Rates.**

2016 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)	\$8	

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>	
\$7	Child/Senior	\$13	Child/Senior
\$10	Adult	\$15	Adult

Village of Hinsdale

<i>Resident</i>		<i>Nonresident</i>	
\$8	Youth & Adult	\$12	Youth & 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>	
\$6	Senior	\$8	Seniors
\$7	Youth & Adult	\$9	Youth & Adult

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*

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

Carol Stream*Resident*

\$7 Ages 3 and up
 \$3 after 6 pm
 \$30 Five Punch Visit
 \$45 Ten Punch Visit

Nonresident

\$10 Ages 3 and up
 \$5 after 6 pm
 \$55 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.





WHEATON PARK DISTRICT

Aquatic Facilities