

**WHEATON  
PARK  
DISTRICT  
AQUATICS**



**ANNUAL REPORT 2018**

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## Executive Summary



Rice Pool & Water Park and Northside Family Aquatic Center operate from Memorial Day weekend through Labor Day weekend. Both pools offer swim lessons, concessions, and a safe summer location for local family fun and recreation. Over the 2018 season, 121,537 patrons dove into our locations and enjoyed our beautiful amenities. In 2019, Rice Pool and Water Park is entering its 31<sup>st</sup> year of operation, while Northside will enter its 27<sup>th</sup> year.

This was Max Yoshikawa's first year as the Aquatics and Safety Manager with the Wheaton Park District after a decade of work in varying aquatics facilities and attractions. Max is also coordinating and teaching PDRMA's CPR and First Aid classes for all departments, as well as finishing up the 2018 PDRMA Loss Control Review for reaccreditation in November.

The Wheaton Park District would like to thank Wendy Russell for her continued support and hard work in her part time role as the Assistance Aquatics and Safety Manager after retiring last year. Wendy continues to be an integral part of the Wheaton Park District's aquatics program since the opening of Rice Pool and Water Park in 1989. She has been a mentor, coach, and supervisor to thousands of Wheaton teens and young adults.

The Wheaton Park District would also like to thank and congratulate Mark Kohlmann and Tom Grace for their service and dedication at Northside Family Aquatic Center. Mark has served for 25 years with WPD, and is a retiring CUSD 200 Principle. Tom has served for 23 years, and will be enjoying his well-earned summers off with his family.



## Highlights

- Wheaton Park District aquatic facilities employed 288 individuals during the 2018 summer season; Rice Pool employed 196 while Northside Pool employed 92. 97% of the pool staff are high school or college aged.
- **Wheaton residents accounted for 92% of aquatic staff, resulting in approximately \$393,815 returned to the local economy through wages.**
- The Wheaton Park District participated in the Ellis & Associates International Pool and Water Safety Lifeguard Training Programs. Through this program and certification agency, lifeguards are audited on an individual basis as well as through Team Management Rescues. Audit are done by Ellis & Associates representatives with lifeguards being scored on skills such as professionalism, personal safety, aquatic accident prevention, observational skills, managing aquatic emergencies and team rescues.
- Both Northside Family Aquatic Center and Rice Pool and Water Park received “three Exceeds” on the 2018 audits for Ellis & Associates. Scores can be Exceeds, Meets, and Fails based on actions by lifeguards. Exceeding standards for all three audits is exceptional, and we are proud to receive the Gold Award.
- A job at one of our pools 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. Lifeguards average 96 hours of training, while water park and concessions staff average 24 hours of training per season.
- A Thanksgiving Sale was offered November 21 to November 30. During the sale, 2,741 passes were sold totaling \$121,070 five months prior to opening day. During the winter discount period (December 1 thru January 8) 1,161 passes were sold totaling an additional \$54,956. The pre-season discount rate was offered January 9 to April 30, 1,736 passes were sold totaling \$96,004 in sales. Regular season rates began May 1. From May 1 throughout the 2018 season 2,402 passes were sold for an additional \$142,814. **65% of total sales occurred during a discounted period.**
- The DuPage County Health Department visited each facility during the summer. The concession stand inspections and water clarity tests were recorded as excellent.



## Highlights Continued



- Staff surveyed swim lesson participants at both aquatic facilities. 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).

- End of season discounted pool passes were offered again this year (Dog Days of Summer Sale). A family of four could purchase a pool pass at \$99.00 for the last month of the aquatic season. 29 passes were sold from July 24 to September 3.
- The Parent and Tot program was a success again this summer drawing 50 registered 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 Barracuda Swim Team's enrollment totaled 160 participants this season, welcoming over 20 new members. We had a new head coach, two new assistants, and one returning assistant. The Swim team took 4<sup>th</sup> place at the "A" Conference Meet out of 8 teams.





- Daily safety checks continued to be implemented at both facilities in 2018. 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.
- Each year Northside and Rice rent out the pools for graduating 5<sup>th</sup> grade students from District 200. These incentive programs benefit the staff, students, and get our guards ready for the year. The schools include Bower, Madison, Longfellow, Whittier, and Sandburg Elementary Schools.
- Dippin Dots were a big hit this year from our concessions ice cream menu. The product was well received at both facilities bringing in \$11,964 in gross revenue.

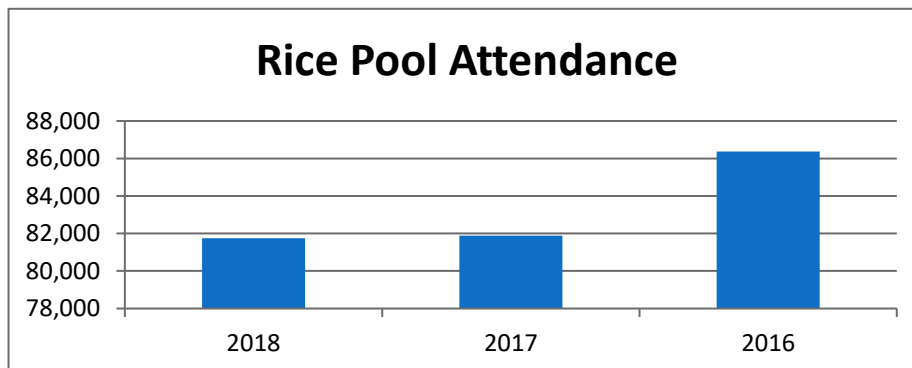


## Attendance

### Rice Pool and Water Park

RICE POOL	2018 Season	2017 Season	2016 Season	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Pool Pass Visits	45,101	47,600	48,055	(2,499)	(5.3%)
Daily Admissions Paid	19,498	16,296	18,634	3,202	19.6%
Camps	5,948	6,503	6,397	(555)	(8.5%)
In-House Swim Lesson and Swim Team	11,202	11,478	13,289	(276)	(2.4%)
<b>Total</b>	<b>81,749</b>	<b>81,877</b>	<b>86,375</b>	<b>(128)</b>	<b>(0.2%)</b>
Days Open	92	98	92	(6)	(6.1%)
Avg. Daily Attendance	889	835	829	53	6.4%
Did Not Open	2	1	2	1	100.0%

- Rice Pool saw a decrease of 128 patrons compared to 2017 season.
- Rice Pool's 2018 scheduled season operated 5 less days compared to the 2017 season due to the CUSD 200 school calendar.



	2018 Days	2017 Days	2018 Total Hours	2017 Total Hours	2018 Savings Impact	2017 Savings Impact
Early Weather Closing	5.5	7	55	70	\$12,925	\$16,450

- Days were calculated base on total hours closed due to inclement weather.

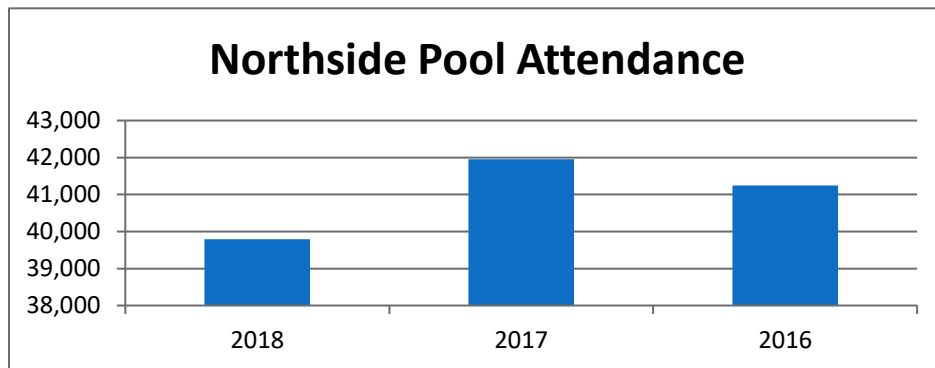


## Attendance

### Northside Pool

<b>NORTHSIDE POOL</b>	<b>2018 Season</b>	<b>2017 Season</b>	<b>2016 Season</b>	<b>Increase (Decrease) from last season</b>	<b>Percent Increase (Decrease) from last season</b>
Pool Pass Visits	21,340	24,372	22,092	(3,032)	(12.4%)
Daily Admissions	4,890	4,997	4,913	(107)	(2.1%)
Camp Visits	2,026	2,103	1,974	(77)	(3.7%)
In-House Swim Lesson and Swim Team	11,532	10,484	12,263	1,048	10.0%
<b>Total</b>	<b>39,788</b>	<b>41,956</b>	<b>41,242</b>	<b>(2,168)</b>	<b>(5.2%)</b>
Days Open	77	83	74	(6)	(7.2%)
Avg. Daily Attendance	517	505	557	11	2.2%
Did Not Open	2	1	2	1	100.0%

- Northside Pool saw an decrease of 2,168 patrons from the 2017 season.
- Northside Pool's 2018 scheduled season operated 5 less days compared to the 2017 season due to the CUSD 200 school calendar.



	<b>2018 Days</b>	<b>2017 Days</b>	<b>2018 Total Hours</b>	<b>2017 Total Hours</b>	<b>2018 Savings Impact</b>	<b>2017 Savings Impact</b>
Early Weather Closing	2	7	20	70	\$3,600	\$12,600

- Days were calculated base on total hours closed due to inclement weather.





## Total Pool Passes Sold

Total Pool Passes Sold	2018 Season	2017 Season	2016 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Resident	<b>7,361</b>	7,683	7,375	(322)	(4.2%)
Non-Resident	<b>679</b>	745	659	(66)	(8.9%)
<b>Total</b>	<b>8,040</b>	8,428	8,034	(388)	(4.6%)

- Nonresident passes represent 8% of the total passes sold. This is roughly the same as last season.
- Pool pass gross revenue decreased \$27,111 from 2017, while we saw an increase of Daily Admissions of \$22,749.
- The 2018 Thanksgiving Sale (November 21-November 30) accounted for 29%, Winter Special (December 1-January 8) accounted for 13%, Preseason Sale (January 9- April 30) accounted for 23% and in-season (May 1 and after) accounted for 35% of total sales.
- In 2018, 65% of the passes were sold at a discount, compared to 60% in 2017.

## Total Paid Daily Admission Visitors

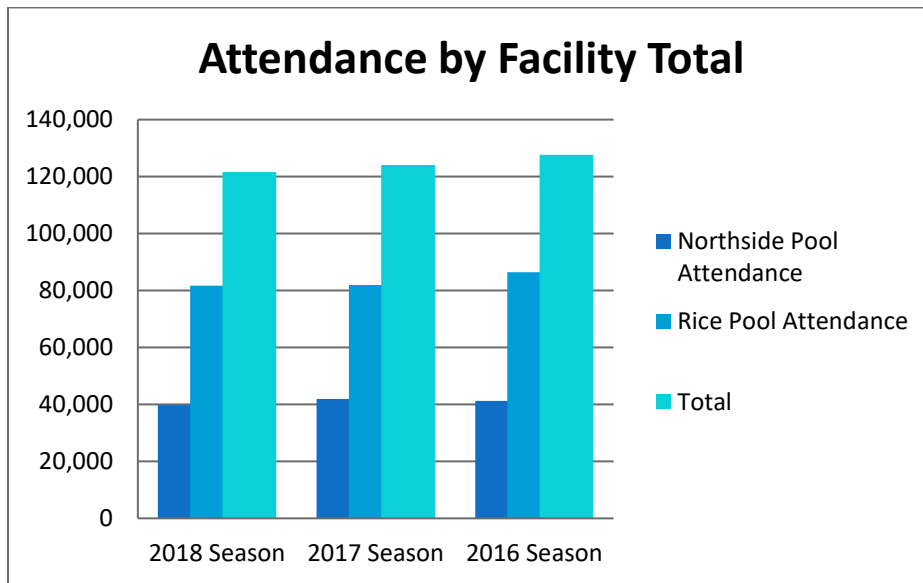
Resident Daily Admission	2018 Season	2017 season	2016 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	<b>3,739</b>	3,398	4,292	341	10.0%
Rice	<b>12,188</b>	10,005	11,849	2,183	21.8%
<b>Total</b>	<b>15,927</b>	13,403	16,141	2,524	18.0%
% of Daily Admission	<b>65%</b>	64%	69%	---	1.0%

Non-Resident Daily Admission	2018 Season	2017 Season	2016 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	<b>1,151</b>	1,598	600	(447)	(28.0%)
Rice	<b>7,308</b>	5,846	6,588	1,462	25.0%
<b>Total</b>	<b>8,459</b>	7,444	7,188	1,015	13.6%
% of Daily Admission	<b>35%</b>	36%	29%	---	(1.0%)



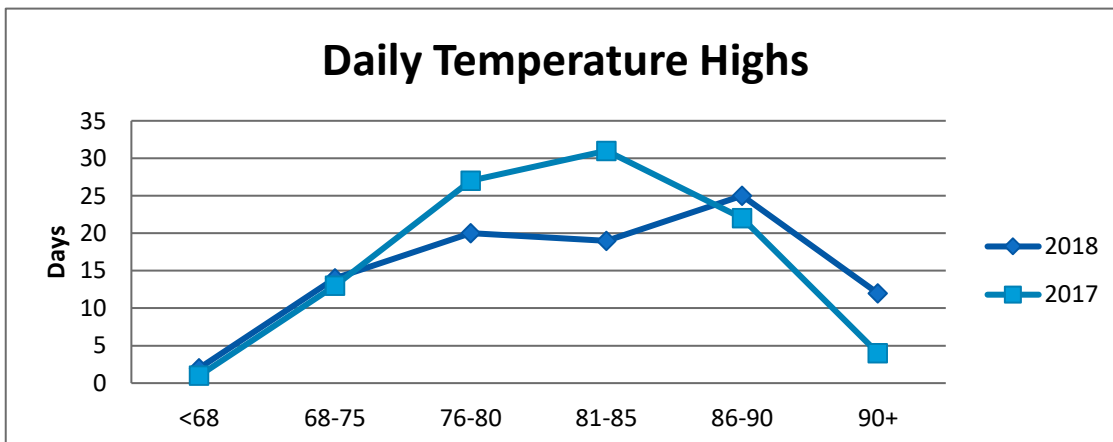
### Combined Attendance and Weather Log

Rice/Northside Combined Attendance	2018 Season	2017 Season	2016 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Total	121,537	124,045	127,615	(2,508)	(2.0%)



DAILY HIGH TEMP.	2018 Total Days in Temp. Range	2017 Total Days in Temp. Range	2018 Percent of Total Days	2017 Percent of Total Days
< 68	2	1	2%	1%
69-75	14	13	15%	13%
76-80	20	27	22%	28%
81-85	19	31	21%	32%
86-90	25	22	27%	22%
91+	12	4	13%	4%

- 2018 recorded 37 days above 86 degrees compared to 26 in the 2017



## Aquatic Budget Analysis

Budget analysis is based on September 2018 financial status report and year end projections.

REVENUE	2018 Season Actual	2017 Season Actual	2016 Season Actual	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Rice Pool	578,284	584,597	589,920	(6,313)	(1.1%)
Northside	269,408	278,878	260,520	(9,470)	(3.4%)
<b>Total</b>	<b>847,692</b>	<b>863,475</b>	<b>850,440</b>	<b>(15,783)</b>	<b>(1.8%)</b>
EXPENSE	2018 Season Actual	2017 Season Actual	2016 Season Actual	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Rice Pool	717,377	707,661	670,949	9,716	1.4%
Northside	318,053	310,524	344,874	7,529	2.4%
<b>Total</b>	<b>1,035,430</b>	<b>1,018,185</b>	<b>1,015,1823</b>	<b>17,245</b>	<b>1.7%</b>



### Aquatic Revenue & Expense Comparison

#### 2018 vs 2017 Revenue Decreased by (\$15,783)

- Pool Pass Sales Decreased (\$27,111)
- Daily Admission Increased \$17,271
- Swim Lessons Decreased (\$5,259)
- Guest Passes Decreased (\$510)
- Locker Rentals Increased \$124
- Concession Sales Decreased (\$50)

#### 2018 vs 2017 Expense Increased by \$17,245

- Parks Labor Increased \$15,510
- Parks Supplies Decreased by (\$12,366)
- Aquatics Part Time Wages Decreased by (\$14,089)
- Aquatics Full Time Wages Increased by \$1,602
- Aquatics Supplies Increased by \$5,358
- Aquatic Training Increased by \$1,598
- Contractual Expenses Increased by \$19,632
  - Water Accounted for \$9,814
  - Health Insurance Accounted for \$9,587

NET Balance	2018 Season Actual	2017 Season Actual	2016 Season Actual	Increase (Decrease) from last season
Rice Pool Balance (Revenue over Expenses)	(139,093)	(123,064)	(81,029)	(16,029)
Northside Balance (Revenue over Expenses)	(48,645)	(31,646)	(84,354)	(16,999)
Total Balance (Revenue over Expenses)	(187,738)	(154,710)	(165,383)	(33,028)

## Financial Comparison

### Pool Pass Financials

REVENUE	2018 Budgeted Pool Pass Revenue	2018 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2017 Actual Pool Pass Revenue	Increase (Decrease) 2017 v. 2018 Actual	Percentage Increase (Decrease) 2017 v. 2018 Actual
Rice	300,000	275,572	(24,428)	293,733	(18,161)	(6.2%)
Northside	150,000	141,050	(8,950)	150,000	(8,950)	(6.0%)
Total	450,000	414,844	(33,378)	443,733	(27,111)	(6.1%)

### Guest Pass Financials

REVENUE	2018 Budgeted Guest Passes Revenue	2018 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2017 Actual Pool Pass Revenue	Increase (Decrease) 2017 v. 2018 Actual	Percentage Increase (Decrease) 2017 v. 2018 Actual
Rice	18,000	18,235	235	18,245	(10)	(0.1%)
Northside	6,500	6,500	0	7,000	(500)	(7.1%)
Total	24,500	24,750	250	25,245	(510)	(2.0%)

- 2018 Guest pass booklets can be purchased as follows: Six (6) daily resident visits for \$45, Twenty (20) daily resident visits for \$150.

### Admission Financials

REVENUE	2018 Budgeted Daily Admission Revenue	2018 Actual Daily Admission Revenue	Increase (Decrease) Budgeted Daily Admission Revenue	2017 Actual Daily Admission Revenue	Increase (Decrease) 2017 v. 2018 Actual	Percentage Increase (Decrease) 2017 vs. 2018 Actual
Rice	130,000	142,029	12,029	118,435	23,594	19.9%
Northside	30,000	33,354	3,354	34,199	(845)	(2.5%)
Total	160,000	169,917	15,383	152,646	22,749	14.9%

- 2018 recorded 37 days above 86 degrees compared to 26 in the 2017 season.

### Combined Pool Passes, Admissions, and Guest Passes

2018 Gross Actual Combined Admissions Revenue	2017 Gross Actual Combined Admissions Revenue	Increase (Decrease) 2018 vs. 2017	Percentage Increase (Decrease) 2018 vs. 2017
616,740	621,612	(4,872)	(0.8%)

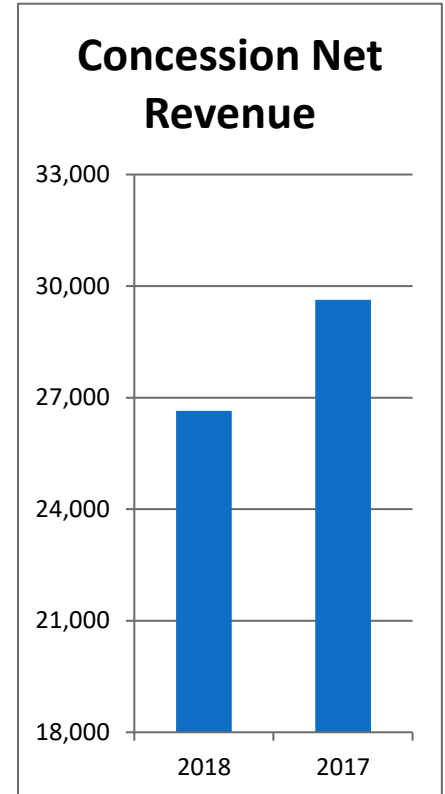
## Concessions

Concessions operated at a 30% profit percentage.

REVENUE	2018 Actual Concession Revenue	2017 Actual Concession Revenue	Increase (Decrease) From Last Season	Percentage Increase (Decrease) from last season
Rice	74,115	72,061	2,054	2.9%
Northside	15,361	17,465	(2,104)	(12.0%)
Total	89,476	89,526	(50)	(0.1%)

EXPENSES	2018 Actual Concession Expense	2017 Actual Concession Expense	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	49,103	46,058	3,045	6.6%
Northside	13,729	13,841	(112)	(0.8%)
Total	62,832	59,899	2,933	4.9%

2018 Concession Net	2017 Concession Net	Increase (Decrease) 2018 vs. 2017	Percentage Increase (Decrease) 2018 vs. 2017
26,644	29,627	(2,983)	(10.1%)



## Swim Lessons

In 2018, the swim lesson program operated at a 56% profit percentage, which was 2% greater than 2017.

REVENUE	2018 Budgeted Swim Lesson Revenue	2018 Actual Swim Lesson Revenue	Increase (Decrease) Budgeted Swim Lesson Revenue	2017 Actual Swim Lesson Revenue	Increase (Decrease) 2017 v. 2018 Actual	Percentage Increase (Decrease) 2017 v. 2018 Actual
Rice	75,000	<b>43,982</b>	(31,018)	<b>54,659</b>	(10,677)	(19.5%)
Northside	60,000	<b>62,727</b>	2,727	<b>57,309</b>	5,418	9.5%
Total	135,000	<b>106,709</b>	(28,291)	<b>111,968</b>	(5,259)	(4.7%)



“Keep that ear in the water!” To the left, the instructor is working with a young swimmer on side-breathing, a skill that is vital for building up endurance, technique, and becoming a lifelong swimmer.

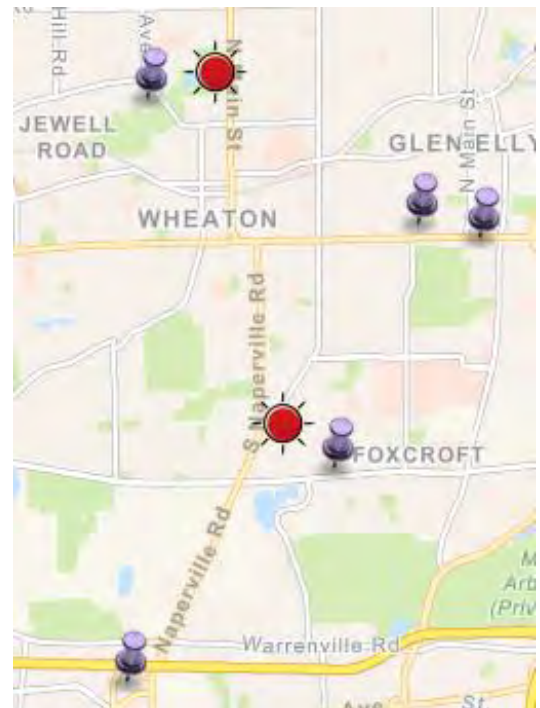
EXPENSES	2018 Budgeted Swim Lesson PT Wages	2018 Actual Swim Lesson PT Wages	Increase (Decrease) Budgeted Swim Lesson Revenue	2017 Actual Swim Lesson Revenue	Increase (Decrease) 2017 v. 2018 Actual	Percentage Increase (Decrease) 2017 v. 2018 Actual
Rice	26,800	<b>25,880</b>	(920)	<b>28,224</b>	(2,344)	(8.3%)
Northside	21,000	<b>21,436</b>	436	<b>22,797</b>	(1,361)	(6.0%)
Total	47,800	<b>47,316</b>	(484)	<b>51,021</b>	(3,705)	(7.3%)



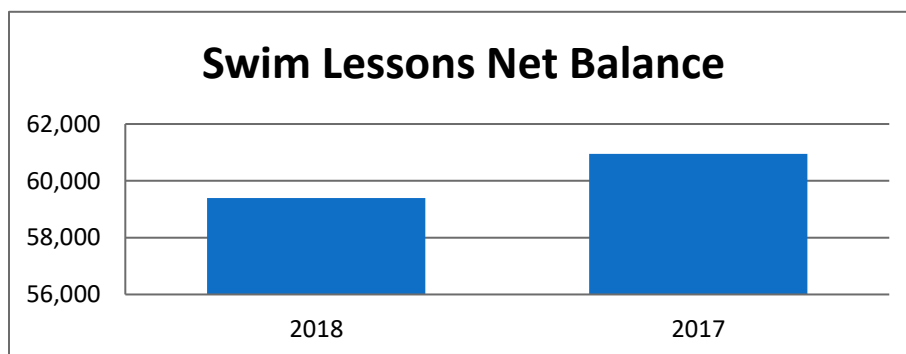
### Swim Lessons Continued

SWIM LESSON PARTICIPANTS	2018 Season	2017 Season	2016 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside Family Aquatic Center	1,244	1,180	1,012	64	5.4%
Rice Pool & Water Park	1,163	1,461	1,473	(298)	(20.4%)
Total	2,407	2,641	2,485	(234)	(8.9%)

- Rice and Northside Pools are both proud to offer and provide swim lessons to the local community. This vital life skill is an important part of youth development and introduces families to safety around water.
- New and current competition in swim lesson programs is offered year round at indoor swimming facilities. Some competitors require payment plans mirroring subscriptions, making it difficult to pull students from their program during the summer months.
- Local swim lesson competition includes Goldfish Swim School (3 miles away), Aqua-Tots Swim School (1 mile), British Swim School of DuPage (3 miles), Wheaton Sports Complex (1 mile), and B.R. Ryall YMCA (3 miles).



2018 Net Balance Swim Lessons	2017 Net Balance Swim Lessons	Increase (Decrease) 2018 vs. 2017	Percentage Increase (Decrease) 2018 vs. 2017
59,393	60,947	(1,554)	(2.5%)

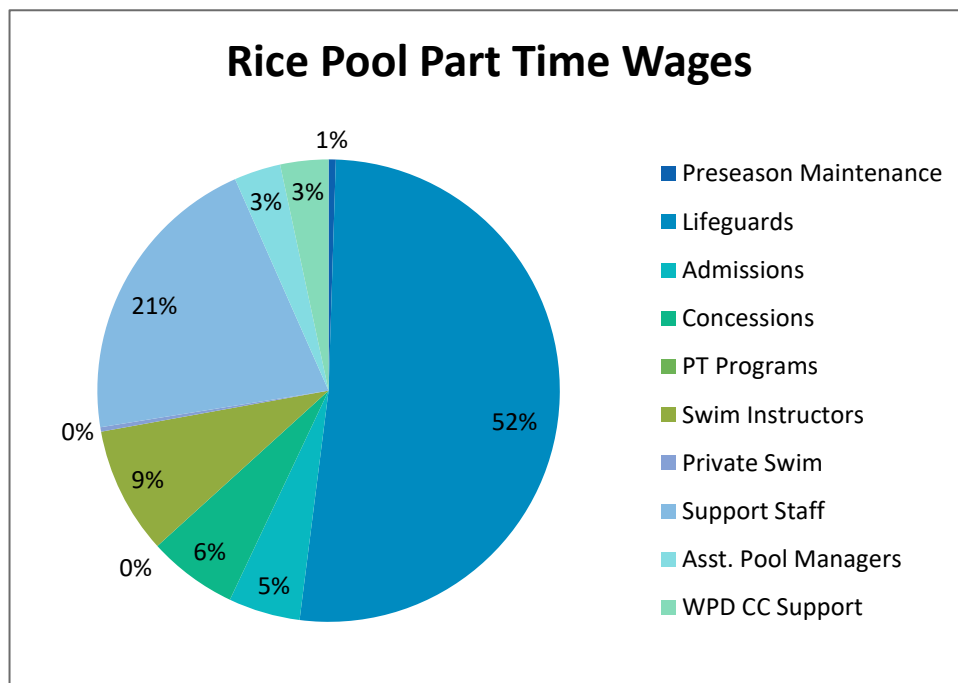


## Part Time Wages

### Rice Pool and Water Park

Rice Pool’s 2018 scheduled season operated 5 less days compared to the 2017 season due to the CUSD 200 school calendar. Rice Pool’s 2018 wages saw a decrease in Year-To-Date Actuals of \$6,288 compared to the 2017 season.

Rice Pool	2018 Budgeted PT Wages	2018 Actual PT Wages	Increase (Decrease) Budgeted PT Wages	2017 Actual PT Wages	Increase (Decrease) Actual 2017 vs. 2018	Percentage Increase (Decrease) 2017 vs. 2018
Preseason Maintenance	1,500	1,454	(46)	1,774	(320)	(18.0%)
Lifeguards	138,700	149,987	11,287	147,125	2,862	2%
Admissions	14,500	14,608	108	14,469	139	1.0%
Concessions	14,200	18,204	5,004	18,306	(102)	(0.6%)
PT Programs	400	0	(400)	0	0	0.0%
Swim Instructors	26,800	25,880	(920)	28,224	(2,344)	(8.3%)
Private Swim	1,100	900	(200)	945	(45)	(4.8%)
Support Staff	54,000	60,883	6,883	59,769	1,114	1.9%
Asst. Pool Managers	18,000	9,500	(8,500)	18,632	(10,132)	(54.4%)
WPD CC Support	9,800	9,800	0	8,260	1,540	18.6%
Rice Totals	279,000	291,216	12,216	297,504	(6,288)	(2.1%)

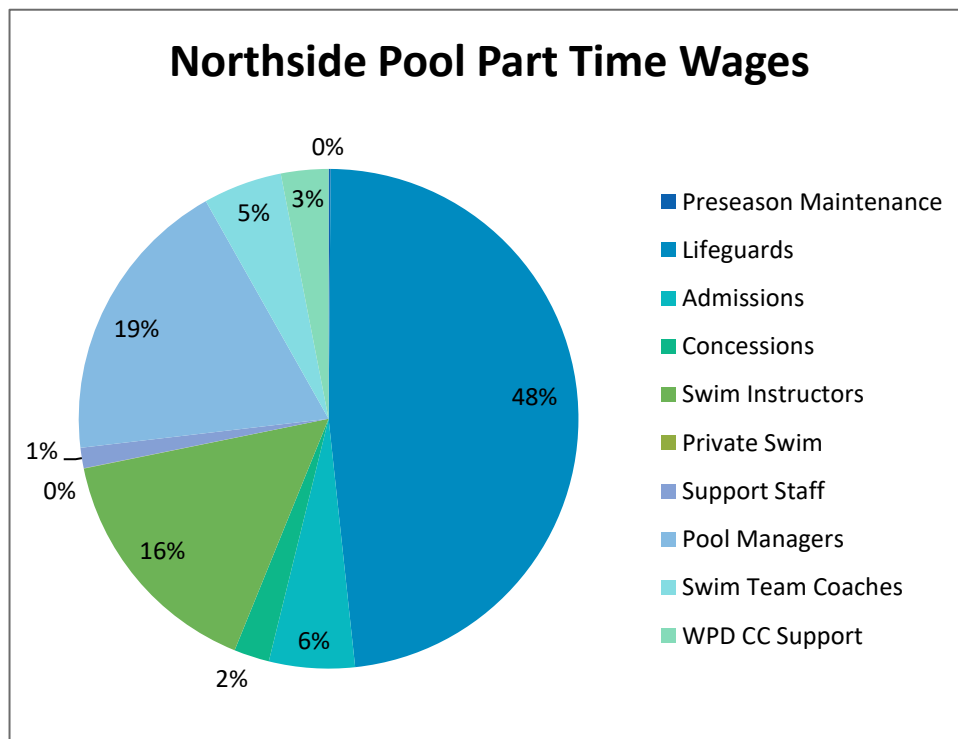




**Northside Pool**

Northside’s 2018 scheduled season operated 5 less days compared to the 2017 season due to the CUSD 200 school calendar. Northside Pool’s 2018 wages saw a decrease in Year-To-Date Actuals of \$7,801 compared to the 2017 season.

Northside Pool	2018 Budgeted PT Wages	2018 Actual PT Wages	Increase (Decrease) Budgeted PT Wages	2017 Actual PT Wages	Increase (Decrease) Actual 2017 vs. 2018	Percentage Increase (Decrease) 2017 vs. 2018
Preseason Maintenance	600	181	(419)	1,553	(1,372)	(88.3%)
Lifeguards	67,600	65,918	(1,682)	71,682	(5,764)	(8.0)%
Admissions	7,300	7,587	287	8,711	(1,124)	(12.9%)
Concessions	3,100	3,134	34	4,013	(879)	(21.9%)
Swim Instructors	21,000	21,436	436	22,797	(1,361)	(6.0%)
Private Swim	300	30	(270)	308	(278)	(90.3%)
Support Staff	1,230	1,808	579	1,235	573	46.4%
Pool Managers	25,570	25,563	(7)	25,540	24	0.1%
Swim Team Coaches	4,900	6,988	2,088	5,268	1,720	32.6%
WPD CC Support	4,200	4,200	0	3,540	660	18.6%
Northside Totals	135,800	136,845	1,045	144,646	(7,801)	(5.4%)



## Marketing Overview

In 2018, marketing efforts continued to focus on pre-season and in-season pass sales. Through strategic marketing, we set out to increase awareness and ultimately drive traffic to the aquatic facilities. With revenues depending largely on weather, it's always our goal to concentrate and encourage early pool pass sales. The marketing team constantly seeks new and unique opportunities to promote the value of both facilities and their amenities. The objectives set forth for the 2018 season are listed below:

### OBJECTIVES for 2018

- Find creative ways to approach the off-season sales in an effort to attract new families to purchase pool passes and encourage past pass holders to purchase their passes for the following season.
- Explore out of the box marketing initiatives such as local mom blogs, pop-up events for the community, and other new ideas to increase daily admissions for both pools.
- Continue to update signage to increase promotional ability onsite to encourage safety, keep an aging facility looking as fresh as possible, and to cross-promote other park district programs and events.
- Grow and build on social media opportunity in and out of season to increase the general awareness of the facility and to increase engagement of visitors on our page.

### 1) Find creative ways to approach the off-season sales in an effort to attract new families to purchase pool passes and encourage past pass holders to purchase their passes for the following season.

#### THANKSGIVING POOL PASS SALE – 25% off for 10 days only, November 21-30

The Thanksgiving pool pass sale began the Tuesday before Thanksgiving and offered 25% off to pass holders for their 2018 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, social media posts and a postcard direct mailed to 6,000 homes located within 5 miles of the Community Center. Mailing was targeted to residents, ages 30-55, to reach families with children. An email promoting both the pool and fitness sales was sent on 11/22 and 11/29 and received a 25% open rate and 811 clicks. This year's flyers and posters were updated to better match the park district branding.

#### RESULTS

Before December 1, 2017, the Thanksgiving Day Sale secured 29% of our pool pass sales for the year. Between November 21 and November 30, 2,741 pool passes were sold, for a total revenue of \$121,070 five months prior to the pool opening day.





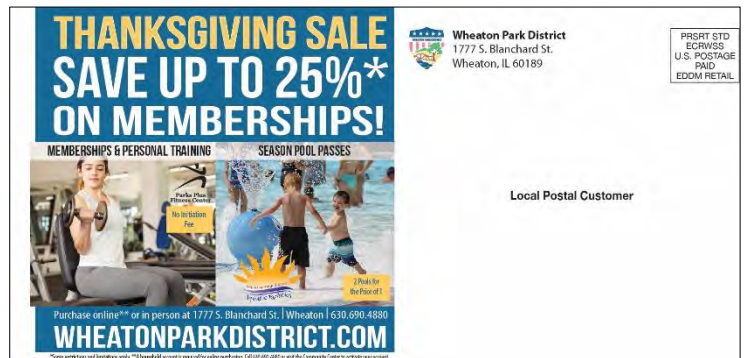
**Poster, Flyers, A-Frame Distribution 5,000**



**Direct Mail Postcard FRONT**



**Facebook Advertisement – Reach 1,239**



**Direct Mail Postcard BACK**



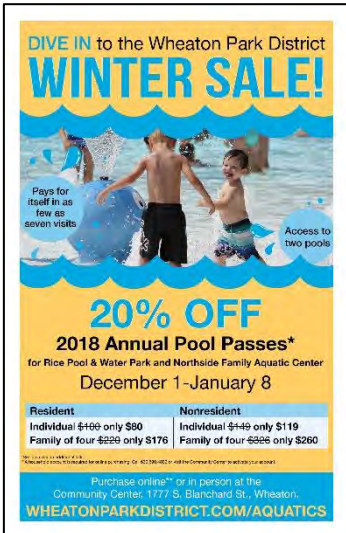
**Facebook Cover Photo – Reach 61**



**Eblast**  
 Sent 11/22 = 29% open rate  
 Sent 11/29 = 21% open rate

### WINTER SALE – 20% off, December 1- January 8

To expand on the excitement and push from the Thanksgiving Sale we continued to offer a winter sale for the remainder of the holiday season. Discount was lowered to 20%. This sale was promoted through posters, flyers, a-frames in high traffic facilities, a banner in the atrium of the Community Center, multiple eblasts, and Facebook advertising. In our messaging, we suggested that pool passes make great Christmas presents by cross promoting it with the gift card promotion offered in December and in our Last Minute Holiday Gift eblast. The pools link received the highest click throughs with 34 clicks (32% of the clicks within this blast). 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, Aframe**



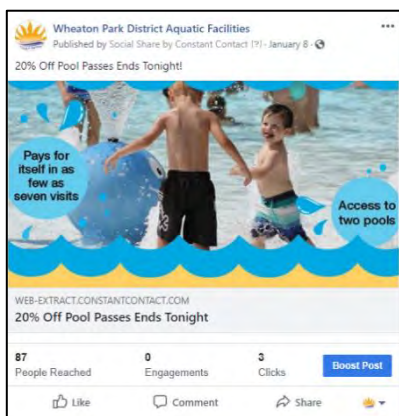
**Atrium Banner**



**Eblast  
12/5 – 21% open rate**



**Eblast  
12/19 – 18%**



**Facebook – @Wheaton Park District Aquatics Page = Reach 87  
@Wheaton Park District Page = Reach 1,010**

**RESULTS**

During the discount period of December 1, 2017 through January 8, 2018 an additional 1,161 passes were sold for additional revenue of \$54,956. This is 13% of pool pass sales for the entire year. During the extended time period, 431 were sold.

**PRE-SEASON SALE – 10% off January 9- April 30**

The pre-season sale offered 10% off pool passes for three and a half months. We advertised this with posters, flyers, a-frame signage, several eblasts, Facebook marketing, and through cross marketing efforts with the Fun Run in Color, Week of the Young Child and Go Fly a Kite events.



**Posters, Flyers, A-Frame**

**E-blast—Sent 4/11 = 19% Open Rate  
4/25 = 25% and 4/30 = 16%**



**Facebook Advertising and Boosted Posts – 2,759 impressions**

**RESULTS**

This sale equated to 23% of our pool pass sales for a total of \$96,004. With all three sales combined 65% of our pool pass sales were sold prior to April 30, 2018. A remaining \$142,814 (2,402 passes) were sold after May 1, 2018 and throughout the summer.

**2) Explore out of the box marketing initiatives such as local mom blogs, social media sharing, pop-up events for the community, and other new ideas to increase daily admissions for both pools.**

Throughout the year, we are continuously looking for creative ways to increase awareness and drive daily admission for both pools. We have formed a relationship with a local realtor group that brings Wheaton moms and their children to park district facilities. This group helped to promote the pools and various sales. A lifeguard filmed and took video of what their typical day at the pools looks like. The video post on social media created a lot of buzz drawing in more patrons to visit the pool. Overall there were 941 views of her video post.

**3) Continue to update signage to increase promotional ability onsite to encourage safety and keep an aging facility looking as fresh as possible.**

**FACILITY & SAFETY SIGNAGE**



**MAXIMUM  
BATHER LOAD OF  
THIS FACILITY IS**

**200**

**BABY POOL**



**MAXIMUM  
BATHER LOAD OF  
THIS FACILITY IS**

**1,500**

**MAIN POOL**

You must be this tall to slide.

**SLIDE SAFETY!**

**Rules**

- Only one person on the slide at a time.
- Hands must be kept inside the tube.
- Slide feet first in an upright seated position.
- No rowdy play, stopping, standing, or kneeling on the slide.
- Metal glasses, jewelry, keys, or snaps are not allowed.
- Pregnant women, or individuals with a medical condition, should refrain from "sliding."
- Exit the pool immediately after each slide.
- Lifeguards reserve the right to revoke slide privileges.

**SLIDE AT YOUR OWN RISK**

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

You must be this tall to slide.

**SLIDE SAFETY!**

**Rules**

- Only one person on the slide at a time.
- Hands must be kept inside the tube.
- Slide feet first in an upright seated position.
- No rowdy play, stopping, standing, or kneeling on the slide.
- Metal glasses, jewelry, keys, or snaps are not allowed.
- Pregnant women, or individuals with a medical condition, should refrain from "sliding."
- Exit the pool immediately after each slide.
- Lifeguards reserve the right to revoke slide privileges.

**SLIDE AT YOUR OWN RISK**

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

**CROSS PROMOTIONAL SIGNAGE**

*Northside Family Aquatic Center*



**Clocktower**  
MINI GOLF & SKATE PARK  
100 N. Naperville Rd. | Wheaton

- 18-Hole Mini Golf
- Free Skate Park
- Birthday Parties
- Group Outings

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



- Teams & Ropes Course
- Climbing Wall
- Birthday Parties
- Corporate Outings

[lincolnmarsh.org](http://lincolnmarsh.org)

*Rice Pool & Water Park*



**Clocktower**  
MINI GOLF & SKATE PARK  
100 N. Naperville Rd. | Wheaton

- 18-Hole Mini Golf
- Free Skate Park
- Birthday Parties
- Group Outings

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



- Teams & Ropes Course
- Climbing Wall
- Birthday Parties
- Corporate Outings

[lincolnmarsh.org](http://lincolnmarsh.org)

**Parks Plus  
Fitness Center**

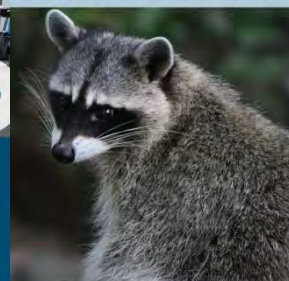


**GET THE RESULTS  
YOU WANT IN  
YOUR COMMUNITY.**

[parksplusfitness.com](http://parksplusfitness.com)

**COSLEY  
ZOO**

A LIFETIME OF INSPIRATION BEGINS HER



Kids are  
always FREE

**cosleyzoo**

[cosleyzoo.org](http://cosleyzoo.org)



**DUPAGE  
COUNTY  
HISTORICAL  
MUSEUM**

your *county.*  
your *history.*

Come see the  
trains and explore  
our exhibits.

FREE ADMISSION

[dupagemuseum.org](http://dupagemuseum.org)

# SUMMER CAMPS

Where memories are made

Sponsored by

**DAVID J. ALLEN**  
DDS, MS, PC  
WHEATON ORTHODONTIC CENTER

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

# SHAKESPEARE IN THE PARK



August 30, 31 & September 1 | Memorial Park  
**WHEATONPARKDISTRICT.COM**

## SWIM TEAM & SWIM LESSON SIGNAGE

*Northside Family Aquatic Center*

## NORTHSIDE FAMILY AQUATIC CENTER SWIM LESSONS

Limit: 25 (ages 3-5), 25 (ages 6 & over)

SESSION 1 (6/11-6/22)			
Age	Day	Time	R/NR Fee Class #
3-5	M-F	8:20-8:50A	\$40/\$50 312202-01
3-5	M-F	9-9:30A	\$40/\$50 312202-02
3-5	M-F	9:40-10:10A	\$40/\$50 312202-03
3-5	M-F	10:20-10:50A	\$40/\$50 312202-04
3-5	M-F	11-11:30A	\$40/\$50 312202-05
6 & over	M-F	8:20-8:50A	\$40/\$50 312302-01
6 & over	M-F	9-9:30A	\$40/\$50 312302-02
6 & over	M-F	9:40-10:10A	\$40/\$50 312302-03
6 & over	M-F	10:20-10:50A	\$40/\$50 312302-04
6 & over	M-F	11-11:30A	\$40/\$50 312302-05

SESSION 2 (6/25-7/6)			
Age	Day	Time	R/NR Fee Class #
3-5	M-F	8:20-8:50A	\$36/\$45 312202-06
3-5	M-F	9-9:30A	\$36/\$45 312202-07
3-5	M-F	9:40-10:10A	\$36/\$45 312202-08
3-5	M-F	10:20-10:50A	\$36/\$45 312202-09
3-5	M-F	11-11:30A	\$36/\$45 312202-10
6 & over	M-F	8:20-8:50A	\$36/\$45 312302-06
6 & over	M-F	9-9:30A	\$36/\$45 312302-07
6 & over	M-F	9:40-10:10A	\$36/\$45 312302-08
6 & over	M-F	10:20-10:50A	\$36/\$45 312302-09
6 & over	M-F	11-11:30A	\$36/\$45 312302-10

SESSION 3 (7/9-7/20)			
Age	Day	Time	R/NR Fee Class #
3-5	M-F	8:20-8:50A	\$40/\$50 312202-11
3-5	M-F	9-9:30A	\$40/\$50 312202-12
3-5	M-F	9:40-10:10A	\$40/\$50 312202-13
3-5	M-F	10:20-10:50A	\$40/\$50 312202-14
6 & over	M-F	11-11:30A	\$40/\$50 312202-15
6 & over	M-F	8:20-8:50A	\$40/\$50 312302-11
6 & over	M-F	9-9:30A	\$40/\$50 312302-12
6 & over	M-F	9:40-10:10A	\$40/\$50 312302-13
6 & over	M-F	10:20-10:50A	\$40/\$50 312302-14
6 & over	M-F	11-11:30A	\$40/\$50 312302-15

SESSION 4 (7/23-8/3)			
Age	Day	Time	R/NR Fee Class #
3-5	M-F	8:20-8:50A	\$40/\$50 312202-16
3-5	M-F	9-9:30A	\$40/\$50 312202-17
3-5	M-F	9:40-10:10A	\$40/\$50 312202-18
3-5	M-F	10:20-10:50A	\$40/\$50 312202-19
3-5	M-F	11-11:30A	\$40/\$50 312202-20
6 & over	M-F	8:20-8:50A	\$40/\$50 312302-16
6 & over	M-F	9-9:30A	\$40/\$50 312302-17
6 & over	M-F	9:40-10:10A	\$40/\$50 312302-18
6 & over	M-F	10:20-10:50A	\$40/\$50 312302-19
6 & over	M-F	11-11:30A	\$40/\$50 312302-20

NORTHSIDE EXPRESS (8/6-8/10)			
Age	Day	Time	R/NR Fee Class #
3-5	M-F	9:40-10:10A	\$20/\$25 312202-21
3-5	M-F	10:20-10:50A	\$20/\$25 312202-22
3-5	M-F	11-11:30A	\$20/\$25 312202-23
6 & over	M-F	9:40-10:10A	\$20/\$25 312302-21
6 & over	M-F	10:20-10:50A	\$20/\$25 312302-22
6 & over	M-F	11-11:30A	\$20/\$25 312302-23

**IMPORTANT INFORMATION**  
Register for as many classes or sessions as you wish. Swimming lessons are not made up, nor are they refunded due to lessons missed because of inclement weather or absence. No class cancellations. Please note: the instructor reserves the right to place the participant in the class best suited to his or her ability. Child must be the appropriate age by the first class. Children must be toilet trained. Refunds for swim lessons are provided if requested by the Wednesday before the first day of lessons. Note: 11:30A-noon pool closed to all swimmers. No one is permitted on deck until noon.

## Northside Family Aquatic Center 2018 Swim Team Schedule

Pool closes at 6P for Home Swim Meets.  
(Meets start at 6:45P)

Tuesday, June 12 vs. Clarendon Hills
Saturday, June 16 vs. Downers Grove
Saturday, June 23 vs. Lisle
Tuesday, June 26 vs. Hinsdale
Thursday, July 5 vs. Lemont
Tuesday, July 10 vs. Western Springs
Thursday, July 12 vs. Glen Ellyn



## Rice Pool & Water Park

### RICE POOL & WATER PARK SWIM LESSONS

**SESSION 1 (6/11-6/22)**

Age	Day	Time	R/NR Fee	Class #
3-5	M-F	8-8:30A	\$40/\$50	312201-01
3-5	M-F	8:40-9:10A	\$40/\$50	312201-02
3-5	M-F	9:20-9:50A	\$40/\$50	312201-03
3-5	M-F	10-10:30A	\$40/\$50	312201-04
6 & over	M-F	8-8:30A	\$40/\$50	312301-01
6 & over	M-F	8:40-9:10A	\$40/\$50	312301-02
6 & over	M-F	9:20-9:50A	\$40/\$50	312301-03
6 & over	M-F	10-10:30A	\$40/\$50	312301-04

**SESSION 2\* (6/25-7/6)**

Age	Day	Time	R/NR Fee	Class #
3-5	M-F	8-8:30A	\$36/\$45	312201-06
3-5	M-F	8:40-9:10A	\$36/\$45	312201-07
3-5	M-F	9:20-9:50A	\$36/\$45	312201-08
3-5	M-F	10-10:30A	\$36/\$45	312201-09
6 & over	M-F	8-8:30A	\$36/\$45	312301-06
6 & over	M-F	8:40-9:10A	\$36/\$45	312301-07
6 & over	M-F	9:20-9:50A	\$36/\$45	312301-08
6 & over	M-F	10-10:30A	\$36/\$45	312301-09

\*No class 7/4.

**SATURDAY SWIM LESSONS (6/9-8/4)**

Age	Day	Time	R/NR Fee	Class #
3-5	Sa	8:30-9:05A	\$40/\$50	312301-01
3-5	Sa	9:15-9:50A	\$40/\$50	312301-02
6 & over	Sa	8:30-9:05A	\$40/\$50	312311-01
6 & over	Sa	9:15-9:50A	\$40/\$50	312311-02

Limit: 60 (ages 3-5); 25 (all ages); 5a) 75 (ages 6 & over)

**IMPORTANT INFORMATION**

Register for any swim lesson or lesson to go with. Swimming lessons are not made to one-on-one personal instruction. However, lesson length of instruction varies. Lessons are held at Rice Pool & Water Park. All participants must be accompanied by an adult. All participants must be accompanied by an adult 18 years or older. One adult per 10 children. All participants must be accompanied by an adult 18 years or older. One adult per 10 children. All participants must be accompanied by an adult 18 years or older. One adult per 10 children.

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

### SWIM LESSONS, DIVING & LIFEGUARD PROGRAMS

**EXPRESS PARENT/OT**

Finish the summer one-on-one for you and your child at Rice Pool. Children must be accompanied by an adult 18 years or older. One adult per 10 children. (M-F)

Location: Rice Pool & Water Park Limit: 25

Age	Dates	Day	Time	R/NR Fee	Class #
6 (swim)	8/2-8/14	Su	9:00-9:30	\$200/\$90	312501-01

**PARENT/OT SWIM**

Finish the summer one-on-one for you and your child at Rice Pool. Children must be accompanied by an adult 18 years or older. One adult per 10 children. (M-F)

Location: Rice Pool & Water Park Limit: 25

Age	Dates	Day	Time	R/NR Fee	Class #
6 (swim)	8/2-8/14	Su	10:30-11:00	\$80/\$20	312501-01
6 (swim)	8/14-8/20	Th	6-6:30P	\$30/\$40	312501-02
6 (swim)	7/30-8/2	Th	6-6:30P	\$30/\$40	312501-02

**ADULT SWIM INSTRUCTION**

Brush up on your skills or learn the basics of swimming. Class is designed to meet individual needs and/or refresh skills. (M-F)

Location: Rice Pool & Water Park Limit: 10

Age	Dates	Day	Time	R/NR Fee	Class #
18 & over	8/13-8/27	M-F	9-9P	\$40/\$50	312501-01

**MATRESS SWIM PROGRAM**

During this program swimming equipment, swimwear may seem of their own piece but are encouraged to participate in a safe and fun. A home water instruction prior to the first swim and assistance on the water. (M-F)

Location: Rice Pool & Water Park Limit: 25

Age	Dates	Day	Time	R/NR Fee	Class #
18 & over	8/13-8/27	M-F	9-9P	\$40/\$50	312501-01

**EARLY MORNING LAP SWIM**

For individuals who prefer an early morning swim. Participants swim at their own pace. A certified lifeguard is on duty for supervision and safety. (M-F)

Location: Rice Pool & Water Park Limit: 30

Age	Dates	Day	Time	R/NR Fee	Class #
18 & over	8/13-8/27	M-F	7-7:45A	\$20/\$25	312601-01
18 & over	8/27-9/2	Th	7-7:45A	\$20/\$25	312601-02
18 & over	7/30-8/2	Th	7-7:45A	\$20/\$25	312601-02

**SATURDAY MORNING LAP SWIM**

For individuals who prefer an early morning swim. Participants swim at their own pace. A certified lifeguard is on duty for supervision and safety. (M-F)

Location: Rice Pool & Water Park Limit: 30

Age	Dates	Day	Time	R/NR Fee	Class #
18 & over	8/4-8/4	Sa	7-7:45A	\$40/\$50	312601-01

**JL LIFEGUARD & WATER PARK COURSE**

Learn the skills and techniques used by our very own Wheaton Park District lifeguards in our lifeguard safety program. Develop life saving skills, learn about teamwork, and develop leadership skills used by professional lifeguards. (M-F)

Location: Rice Pool & Water Park Limit: 25

Age	Dates	Day	Time	R/NR Fee	Class #
16-18	8/28-9/3	M-F	9-9:30A	\$100/\$70	312701-01
16-18	9/4-9/10	M-F	9-9:30A	\$100/\$70	312701-02
16-18	9/11-9/17	M-F	9-9:30A	\$100/\$70	312701-03

**JL SWIM INSTRUCTORS**

For children who have passed through all or most of our swim to swim program and have completed the first swim program. The Junior Swim Instructor Program trains with the basics of teaching their peers students with a swim teacher for hour-long periods. (M-F)

Location: Northtown Family Aquatic Center Limit: 5

Age	Dates	Day	Time	R/NR Fee	Class #
12-14	7/23-8/6	M-F	9-9:30A	\$60/\$70	312801-01
12-14	7/23-8/6	M-F	9:40-10:00A	\$60/\$70	312801-02
12-14	7/23-8/6	M-F	10:10-10:30A	\$60/\$70	312801-03

**SPRINGBOARD DIVING - BEGINNING**

This beginning diving program includes the three-step approach: front and back dives, and more, depending on each individual's skill level. Classes must be able to swim length of the pool continuously for participation in this program. (M-F)

Location: Rice Pool & Water Park Limit: 10

Age	Dates	Day	Time	R/NR Fee	Class #
8-14	8/13-8/27	M-F	8-8:45A	\$100/\$40	312901-01
8-14	8/13-8/27	M-F	8:55-9:40A	\$100/\$40	312901-02
8-14	8/13-8/27	M-F	9:50-10:30A	\$100/\$40	312901-03
8-14	7/30-8/2	M-F	8:55-9:40A	\$100/\$40	312901-04
8-14	7/30-8/2	M-F	9:50-10:30A	\$100/\$40	312901-05
8-14	7/30-8/2	M-F	8:55-9:40A	\$100/\$40	312901-06
8-14	7/30-8/2	M-F	9:50-10:30A	\$100/\$40	312901-07

**SPRINGBOARD DIVING - ADVANCED**

Focus on advanced skills for back, front, and more, depending on each individual's skill level. Each swimmer must be able to swim one length of the pool continuously for participation in this program. (M-F)

Location: Rice Pool & Water Park Limit: 10

Age	Dates	Day	Time	R/NR Fee	Class #
8-14	8/13-8/27	M-F	9:45-10:30A	\$100/\$20	312901-01
8-14	7/30-8/2	M-F	9:45-10:30A	\$100/\$20	312901-02

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

## Cosely Run and Taste of Wheaton Representation



### Swim Lesson Digital Marketing

Wheaton Park District Swim Lessons | June 9

**THE SUMMER IS HERE!**

**Splash into swim lessons!**  
 New sessions start every two weeks beginning June 9.  
 Placement for lessons is based on skill, not age.

**RICE POOL & WATER PARK**  
 1777 S. Blanchard St. | 630.653.8884

Saturday Swim Lessons  
 June 9-August 4

[Register](#)

Swim Lesson Sessions at Rice  
 June 11-22 | June 25-July 6 | July 9-20 | July 23-August 3

[Register](#)

End of Summer Express Session  
 August 8-10

[Register](#)

**NORTHSIDE FAMILY AQUATIC CENTER**  
 1300 N. West St., Northside Park

Swim Lesson Sessions at Northside  
 June 11-22 | June 25-July 6 | July 9-20 | July 23-August 3

[Register](#)

End of Summer Express Session  
 August 8-10

[Register](#)

Wheaton Park District  
 102 E. Wesley St. | Wheaton, IL 60187  
 630.690.4880 | wheatonparkdistrict.com | Enjoy Our Facilities

Connect with us

[f](#) [t](#) [i](#) [v](#)

**Eblast**  
 Sent 6/6 = 26% open rate

Wheaton Park District Aquatic Facilities  
 Published by Gina Catalano [?] · April 4 · 🌐

Have you registered for swim lessons or swim team yet?

138 People Reached | 0 Engagements | 1 Click

[Boost Post](#)

[Like](#) [Comment](#) [Share](#)

Wheaton Park District Aquatic Facilities  
 Published by Gina Catalano [?] · April 19 · 🌐

The Wheaton Park District Barracudas Swim Team is made up of boys and girls from ages 6 to 18 who compete in their own age groups in the West Suburban Swim Conference. For practice schedules, parent meetings and more, check out our website!

124 People Reached | 0 Engagements | 0 Clicks

[Boost Post](#)

[Like](#) [Comment](#) [Share](#)

Wheaton Park District Aquatic Facilities  
 Published by Gina Catalano [?] · July 21 · 🌐

The A Conference Swim Meet is today! Add your photos to the comments section below!

0 People Reached | 0 Engagements | 0 Clicks

[Boost Post](#)

[Like](#) [Comment](#) [Share](#)

**Facebook Posts – 373 Impressions**



#### 4) Grow and build on social media opportunities in and out of season to increase the general awareness of the facility and to increase engagement of visitors on our page.

##### CONTINUE TO FOCUS ON A DEDICATED AQUATICS FACEBOOK PAGE

In 2017, a dedicated Facebook page for [Rice Pool](#) was created with the intention of capitalizing on the existing traffic/audience that was already “checking in” to the facility. We selected Rice Pool specifically because there was already traffic from previous years in which people had “checked-in” to the facility. This also gave us a geographic location already established by Facebook. In 2018, we revamped the page by renaming it to “Wheaton Park District Aquatic Facilities” to include Northside guests.

Since the beginning of the pool season it has surpassed 200 likes, gained more than 4,000 impressions, 903 post engagements, and 309 check-ins. The average visitor rating is 3.8 stars. Posts on this page are designed to engage the visitor and encourage involvement. Posts on this page were intended to create an online social engagement platform for our pool pass holders and visitors. Posts have received more engagement this summer than last year’s season. This Facebook page supplemented what we posted and advertised on our Wheaton Park District Facebook page which has more than 4,500 followers.

##### Current Rating on Facebook



##### Preseason Posts – 285 impressions

Wheaton Park District Aquatic Facilities shared a post. Published by Gina Catalano [?] · March 9 · 🌐

Can't wait to see you this summer!

Wheaton Park District  
Published by Gina Catalano [?] · March 6 · 🌐

This month's #ParkPostcard comes from Rice Pool & Water Park(1777 S. Blanchard St.)! With summer just around the corner, lifeguards, swim instructors and concessions attendants are on our jobs opening page. Head over to our website to apply!

86 People Reached    2 Engagements    3 Clicks    Boost Unavailable

👍 Dairne Grace Dudgeon Mayer and Wendy Russell

👍 Like    💬 Comment    ➦ Share    🌟

🌟 Write a comment...

Wheaton Park District Aquatic Facilities  
Published by Gina Catalano [?] · May 14 · 🌐

Pre-season hours are nearly here! What would you like to see at our pools this summer? #WheatonUnplugged

199 People Reached    11 Engagements    39 Clicks    Boost Post

👍 Mindy Koehling, Michael N Kristina Forman and 5 others    1 Comment

### ENGAGING FACEBOOK POSTS

**Wheaton Park District** • January 31

The Wheaton Park District would like to congratulate Wendy Russell, Aquatics and Safety Manager on her retirement. Wendy has been an integral part of the district's aquatics program since the opening of Rice Pool and Water Park in 1989. She has been a mentor, coach, and supervisor to thousands of Wheaton teens as they began their first jobs as lifeguards or swim instructors at the park district. Congratulations, Wendy! You will be missed.

**Wheaton Park District**  
Public Service

5,892 People Reached    460 Engagements    880 Clicks    [Boost Post](#)

Tim Arthurs, Karen Felker and 176 others    56 Comments    5 Shares

[Like](#)    [Comment](#)    [Share](#)

**Wheaton Park District Aquatic Facilities** • June 4

Water slides and dips in the deep end are exactly what we like to do on weekends ☀️

**167** People Reached    **3** Engagements    **57** Clicks    [Boost Post](#)

Wendy Russell, Jen Pemberton Blackmore and Lisa Haas

[Like](#)    [Comment](#)    [Share](#)

Write a comment...

**Wheaton Park District Aquatic Facilities**  
Published by Gina Catalano [?] · September 3

Spend your day at Rice Pool & Water Park, it's your last chance!

**120** People Reached    **4** Engagements    **4** Clicks    [Boost Post](#)

**Wheaton Park District Aquatic Facilities** shared a post.  
Published by Gina Catalano [?] · August 13

Thanks for unplugging with us this summer! #WheatonUnplugged

Joana Jaranilla added 7 photos and 2 videos to the album: \*\*AUGUST 2018\*\* — with Rexy Jaranilla at Wheaton Park District Aquatic Facilities. August 11 · Wheaton, IL

This Summer:  Put my phone away for a few days  Made memories that are just mine  Spent long but so worth it days with my babies...🥰❤️ Thankful for each and everyday...🌞  
#lastdaysofsummerfun

**99** People Reached    **2** Engagements    **32** Clicks    [Boost Unavailable](#)

Glen Ellyn Moms Village and Joana Jaranilla

[Like](#)    [Comment](#)    [Share](#)

**OPENING DAY**

Last year we followed the trend of other pool facilities and put more initiative around opening weekend. Based on the positive response from the public and our pool sponsor, we chose to again offer an Opening Day Giveaway to the first 100 families to visit both locations again this season. The giveaway was donated by our sponsor, DuPage Medical Group, and the Wheaton Park District used it as an opportunity to cross promote some of our other facilities. GoGo Squeeze and Boxed Water donated a snack and water to welcome the first 100 families. Opening day was promoted primarily through social media by posting live updates on Facebook and Instagram stories as well as an e-blast that was sent out prior to opening weekend. We saw record breaking numbers opening weekend with 7,851 visitors between Northside and Rice Pool, tripling last year's opening weekend numbers.

Wheaton Park District | Pool open this weekend

**THE SUMMER IS HERE!**

Join us this Saturday, May 26th at Rice Pool & Water Park or Northside Family Aquatic Center for Opening Day.

The first 100 families to each facility will receive a goodie bag!

[Hours & Locations](#) | [Daily Fees](#) | [Pool Passes](#)

**Visit often.**

We wish you a safe and healthy summer with lots of summer sun and time to "unplug".

Visit [wheatonparkdistrict.com](http://wheatonparkdistrict.com) for more ways to enjoy summer in Wheaton.

2018 Swim Season Sponsor  
**DuPage Medical Group**  
WE CARE FOR YOU

Goody Bag Sponsors  
**GoGo SQUEEZ** **BOXED WATER**

Wheaton Park District  
102 E. Wesley St. | Wheaton, IL 60187  
630.680.4830 | [wheatonparkdistrict.com](http://wheatonparkdistrict.com) | Explore Our Facilities

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**Facebook Post 5/26**  
**1,414 Impressions**

**Eblast**  
**Sent 5/23 = 57% open rate**  
**27% click rate**

**Welcome to Opening Day**

WHEATON PARK DISTRICT  
**Aquatic Facilities**

First 100 Families  
Receive a Summer Giveaway  
from

**DuPage Medical Group**  
WE CARE FOR YOU

**BOXED WATER** **GoGo SQUEEZ**

**A-Frame at Opening Day featuring sponsors**

### MID TO END OF SEASON PASS SALE

The last few years we have offered the Dog Days of Summer Sale (August sale) and continued it again this year. Based on the popularity, this sale 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. We promoted this sale which featured a special rate of \$99 for a resident family of four or \$30 for an individual. This was promoted through posters, flyers, social media, a dedicated e-blast, as well as a header of the Wheaton Park District newsletter for August, and a Facebook advertisement.

**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 Four\***

<b>Resident Family of Four = \$99</b>	<b>Nonresident Family of Four = \$150</b>
• Individual = \$30	• Individual = \$45
• Person 2 + \$23 = \$53	• Person 2 + \$35 = \$80
• Person 3 + \$23 = \$76	• Person 3 + \$35 = \$115
• Person 4 + \$23 = \$99	• Person 4 + \$35 = \$150

\*Based on resident rate, non-resident rate \$150 for family of four, individual pass pricing available. Purchase online or in person at the Community Center, 1777 S. Blanchard Road.

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

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

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

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• Individual = \$30	• Individual = \$45
• Person 2 + \$23 = \$53	• Person 2 + \$35 = \$80
• Person 3 + \$23 = \$76	• Person 3 + \$35 = \$115
• Person 4 + \$23 = \$99	• Person 4 + \$35 = \$150

\*Based on resident rate, non-resident rate \$150 for family of four, individual pass pricing available. Purchase online or in person at the Community Center, 1777 S. Blanchard Road.

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

Wheaton Park District  
102 E. Wesley St. | Wheaton, IL 60187  
(630) 690.4880 | [wheatonparkdistrict.com](http://wheatonparkdistrict.com) | Explore our facilities

Connect with us  
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**Eblast – 27% Open Rate Sent 7/30**

### Posters and Flyers

Wheaton Park District Aquatic Facilities  
Published by Social Share by Constant Contact (?) · July 31 ·

Our Dog Days of Summer swim sale is here!

**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\***

WEB-EXTRACT.CONSTANTCONTACT.COM  
Dog Days of Summer Swim Sale

65 People Reached    0 Engagements    2 Clicks    [Boost Post](#)

Like    Comment    Share

**Facebook Post – 65 Impressions**

Discover what's happening this month at the Wheaton Park District. [No Images? Click here.](#)

*create. discover. play.*

**Dog Days of Summer Swim Sale**

Discounted pool passes are on sale now!

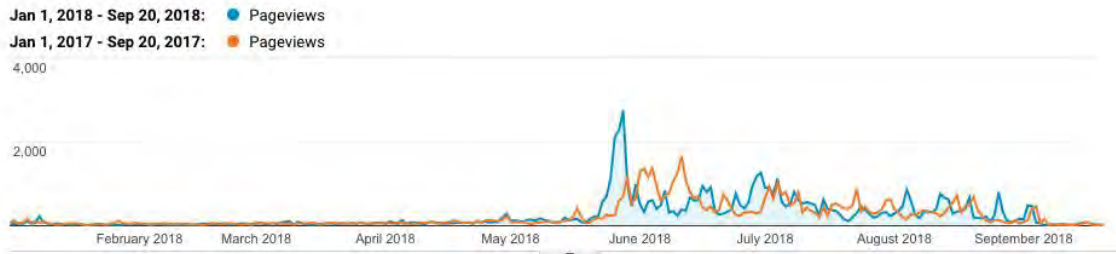
**August Newsletter Blast – 22% Open Rate Sent 8/1**



## ENHANCEMENTS

This year [wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics) received more than 66,000 page views between January 1 and September 20. Page views increased by 30% this past season. We saw a small spike in January around the time that the 10% pool pass sale ended and our highest increase was opening weekend. We continued to link eblast information directly to the webpage that contained the pass information rather than sending everyone always to the main pool page. The following pages had a considerable increase in page views with the exception of our Pool Amenities page:

- Pool Passes | 3,126 | 5% increase
- Daily Rates | 10,710 | 7% increase
- Specials | 1,135 | 8.5% increase
- Rules and Procedures | 1,390 | 6.3% increase
- Pool Amenities | 2,424 | decrease of 10.6%



### *Website Traffic 2017 compared to 2018 by month*

This year our website department worked hard on setting up Google My Business Pages for Northside and Rice Pool. The following search stats were collected from the last quarter for each aquatic facility.

#### **Northside Family Aquatic Center:**

- 26,366 total searches took place on Google that brought web searchers to our Google My Business listing
- 23,470 of those searches (89%) found us by category, product, or service search
- 2,896 of those searches (11%) found us by searching for our business name or address

Customer actions taken via our listing in the last quarter:

1. Visited website - 723
2. Requested directions - 629
3. Called - 243

#### **Rice Pool & Water Park:**

- 113,584 total searches took place on Google that brought web searchers to our Google My Business listing
- 101,674 of those searches (89.5%) found us by category, product, or service search
- 2,896 of those searches (10.5%) found us by searching for our business name or address

Customer actions taken via our listing in the last quarter:

1. Visited website - 3.82K
2. Requested directions - 1.39K
3. Called - 583



## Future Opportunities & Threats

It is important to stay competitive with our rates and amenities. With an aging facility, we need to continue to focus on the value and access to two pools that are available to our residents.

### OPPORTUNITIES

- Focus on daily pass increase and how the annual pool pass is the more affordable option for families
- Dedicated marketing to build awareness and expand on incentives and offerings on opening day, special events and end of summer.
- Utilize blogs and other local moms groups to target swim lessons, pool sales and daily admissions.
- Review ChicagoFun.com, Oaklees Guide, Chicago Parent, or other online e-blast specific markets to promote daily admission.
- Consider Groupon or Living Social promotions if and when needed to boost sales based on weather.
- Look at trends with how and where families are spending their time and money. Promote guest booklet value available for pool pass holders.
- Continue to utilize social media platforms
- Utilize Google My Business for future Pass Sales and community operations updates

### THREATS

- The competitor pool facilities (Carol Stream, West Chicago, Glen Ellyn) and local year-round swim programs (Bear Paddle, BR Ryall, Aqua Tots, Goldfish Swim School).
- Aging, outdated facilities.
- Limited signage opportunities – set back location of facilities.
- Marketing two facilities at one time, hard to direct the sales pitch and create urgency of a purchase.
- Competition - Families look for groupons or living social deals when making their decision on where to spend their money.
- A changing age population in Wheaton is demonstrated through the lower enrollment in programing across the district, pool pass sales and swim lessons affected as well.

## 2019 Goal & Objectives

Our goals for 2019 are to continue to build the awareness for the aquatic facilities, promote the value of our pool passes and the amenities that our facilities provide and dedicate our efforts towards early pool pass promotions. It is also important that we continue to identify opportunities for promoting our facilities to residents and non-residents.

### OBJECTIVES

- Continue to offer pre-season sales to attract new families and past pool pass holders to purchase their passes early.
- Find creative ways to approach the off-season sales in an effort to attract new families to purchase pool passes and encourage past pass holders to purchase their passes for the following season.
- Explore new opportunities with local blogs, and moms groups that have large followings and local events that are heavily attended in the community.
- Maintain and upgrade signage as needed to keep an aging facility looking as fresh as possible.
- Grow and build on social media and Google My Business to increase engagement of visitors on our page.
- Continue to promote the convenience and affordability of our swim lesson program and the importance of children knowing how to swim.





## Appendix A: Aquatic Facility Survey

TO: MIKE BENARD, EXECUTIVE DIRECTOR  
 FROM: ANDY BENDY, DIRECTOR OF SPECIAL FACILITIES  
 DAN NOVAK, SUPERINTENDENT OF SPECIAL FACILITIES  
 MAX YOSHIKAWA, AQUATICS & SAFETY MANAGER  
 RE: AQUATIC FACILITY SURVEY  
 DATE: OCTOBER 2018

During the summer the Aquatic Division surveyed its users at Rice Pool & Water Park and Northside Family Aquatic Center. 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	4.8	4.8
Friendliness of Staff	4.9	4.8
Reception as you walked in	4.8	4.9
Customer Service on Phone	4.7	4.8
Responsiveness of the Manager	4.9	4.9
Overall Concession Operation	4.6	4.7
Variety of Food at Concession Stand	4.4	4.5
Safety under Lifeguards	4.9	4.9
Pool Fees	2.0	1.5
Pool Rules and Regulations	4.9	4.7
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 and sand areas
- Feels like a vacation getaway close to home
- Early morning adults-only swim
- 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
- Love those Dippin Dots

**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
- Shade over lounge chairs
- 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

	RICE POOL & WATER PARK	NORTHSIDE FAMILY AQUATIC CENTER
<i>Did the program meet your expectations?</i>		
Yes	96%	98%
No	3%	2%
Not Sure/No Answer	1%	1%
<i>How would you rate your overall satisfaction?</i>		
Completely satisfied	94%	97%
Very satisfied	4%	2%
Satisfied	1%	1%
Partly Satisfied	1%	1%
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%	65%



### Swim Lesson Comments

- Great location excellent facilities
- Affordable low cost
- Small classes and great classmates
- Loved it and the teachers were amazing patient and encouraging
- Excellent classes and staff are well trained and enthusiastic
- Warmer water
- 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
- More focus on strokes
- 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



Children working with instructors against the wall at Rice Pool.



Learning how to dive!

## Appendix C: Swim Team Evaluations

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
Organization (productivity)	4.8
Length of practice time	4.7

	The program's contribution to swimmer's development
Physical skills	4.5
Stroke Improvement	4.0
Teamwork	5.0

	Team Environment
Morale of swimmers	5.0
Sportsmanship	4.9

	Swim Meets
Adequate meet opportunities	4.8
Opportunity to swim different events	4.7
Organization	4.9
The Barracudas Swim Team program's value for the fee	4.7
My overall evaluation of the Barracudas Swim Team program	4.9

### 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 1<sup>st</sup> year experience and were very impressed.
- Would like more improvement with stroke work and starts and turns
- 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

### Regular Season Pool Pass Rates

#### Family of Four- Resident

1	Bolingbrook Park District	\$320
2	Hinsdale Recreation	\$315
3	Woodridge Park District	\$299
4	Geneva Park District	\$285
5	West Chicago Park District	\$260
6	Elk Grove Village Park District	\$240
6	Bensenville Park District	\$240
7	Arlington Heights*	\$237
8	Lombard Park District	\$230
9	Glen Ellyn Park District	\$227
10	Hoffman Estates Park District	\$222
11	<b>Wheaton Park District 2018 Regular Season</b>	<b>\$220</b>
12	Bloomington Park District	\$212
13	Lisle Park District	\$210
14	Carol Stream Park District	\$205
15	Dundee Township Park District	\$200
16	<b>Wheaton Park District 2018 Pre-Season 10% Off Sale</b>	<b>\$198</b>
17	Palatine Park District	\$193
18	<b>Wheaton Park District 2018 Winter 20% Off Sale</b>	<b>\$176</b>
19	<b>Wheaton Park District 2018 Thanksgiving 25% Off Sale</b>	<b>\$165</b>

\*Indoor facility included in price.

- The chart above shows the average pool pass rates for a family of four is \$224.
- In 2018, Wheaton Park District charged \$165 during the Thanksgiving Sale (November 21-November 30), \$176 for a Winter Sale (December 1- January 8) and \$198 for a Pre-Season (January 9-April 30) for a family of four resident rate. 66% of total season pass sales occur during the discounted periods. Our regular season rates were \$220, accounting for the remaining 34%.
- A resident family of four pool pass pays for itself within five visits during the Thanksgiving Sale, six visits during the Winter Sale, seven visits during the Pre-Season Sale, and eight visits during Regular Season.
  - Calculated using resident daily rates for two adults and two children.

The staff is proposing no increase for the 2019 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	\$144 (Up \$10)	\$112 (Up \$10)
Individual/Non Resident	\$221 (+\$10)	\$176 (+\$16)
Family/Resident	\$237 (+\$25)	\$208 (+\$20)
Family/Non Resident	\$363 (+\$25)	\$315 (+\$25)
<b>Hours of Operations:</b>		
Sunday – Sunday:	10:30am – 9:00pm	

**Bensenville Park District**

<b>Season Pass Fees:</b>	<b><u>R/NR</u></b>
Adult	\$120/\$144
Senior	\$110/\$128
Youth	\$120/ \$144
Family (2)	\$180/ \$216
Family (3)	\$210/ \$252
Family (4)	\$240/ \$288
Family (5)	\$270/ \$324
Each Additional	\$30/ \$36
Senior Couple	\$165/ \$208
<b>Hours of Operations:</b>	
Mon-Sun	11:00am – 7:00pm

**Bloomington Park District**

<b>Season Pass Fees:</b>	<b><u>Summer Resident</u></b>	<b><u>Summer Non-Resident</u></b>
Individual	\$53	\$79
Only offering Individual flat rates		
<b>Hours of Operations:</b>		
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	\$80 (\$55 Pre)	\$ 86 (\$69 Pre)
<b>Hours of Operations:</b>		
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	\$95	\$135
Family (2)	\$145	\$245
Family (3)	\$175	\$290
Family (4)	\$205	\$335
Family (5)	\$235	\$380
Senior	\$95	\$135
Senior Couple	\$145	\$245
Guest Pass	\$85	\$110
<b>Hours of Operations:</b>		
Mon – Sat.	11:00am – 8:00pm	
Sunday	11:30am – 7:00pm	



**Dundee Township Park District (Indoor/outdoor all inclusive)**

<b>Season Pass Fees:</b>	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
Individual	\$80	\$120
Family (2)	\$135	\$200
Family (3)	\$170	\$245
Family (4)	\$200	\$285
Family (5)	\$215	\$310
<b>Hours of Operations:</b>		
Mon-Thur	10:30am – 8:00pm	
Fri	11:30am --8:00pm	
Sat- Sun	12:30pm – 6:00pm	

**Elk Grove Park District**

<b>Season Pass Fees:</b>	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
Individual	\$150 (Down \$40)	\$215 (Down \$30)
Senior (65 +)	\$100 (-\$50)	\$192 (+\$2)
Family (2)	\$180 (-\$55)	\$260 (-\$35)
Each Additional	\$30 (+\$10)	\$40 (+\$15)
<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><u>Resident</u></b>	<b><u>Non-Resident</u></b>
Individual	\$130 (Up \$45)	\$205 (Up \$55)
Senior	\$100 (+\$35)	\$155 (+\$40)
Family (2)	\$225 (+\$75)	\$360 (+\$95)
Family (3)	\$255 (+\$85)	\$405 (+\$105)
Family (4)	\$285 (+\$95)	\$450 (+\$115)
Each Additional	\$35 (+\$15)	\$45 (+\$10)
<b>Hours of Operations:</b>		
Sunday – Saturday	12:00pm – 8:00pm	

**Glen Ellyn Park District**

<b>Season Pass Fees:</b>	<b><u>Pre-Season</u></b>	<b><u>In-Season</u></b>
	<b><u>Resident/Non-Resident</u></b>	<b><u>Resident/Non-Resident</u></b>
Child	\$115/\$172	\$129/\$193
Adult (18-54)	\$123/\$185	\$137/\$205
Senior	\$49/\$72	\$52/\$78
Family (2)	\$160/\$239	\$173/\$259
Each Additional	\$27/\$32	\$27/\$32
Non-Resident Caregivers Pass	\$137	\$142
Children under 2 Years	FREE	FREE
<b>Hours of Operations:</b>		
Mon – Thur	12:30pm – 8:30pm	
Fri	12:30pm – 8:00pm	
Sat – Sun	12:00pm – 8:00pm	





**Hinsdale Park District**

<b>Season Pass Fees:</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>
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		

**Hoffman Estates Park District**

<b>Season Pass Fees:</b>	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
Adult	\$75 (Up \$3)	\$82 (Up \$3)
Family (2)	\$130 (+\$4)	\$143 (+\$5)
Family (3)	\$176 (+\$4)	\$194 (+\$6)
Family (4)	\$222 (-\$3)	\$244 (-\$1)
Family (5)	\$280 (+\$6)	\$308 (+\$9)
Senior (62+)	\$74 (+\$3)	\$81 (+\$4)
Senior (Couple)	\$119 (+\$4)	\$131 (+\$6)
<b>Hours of Operations:</b>		
Sunday – Saturday		11:45am – 7:30pm

**Lisle Park District**

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

**Hours of Operations:**

Monday – Sunday 11:30am – 8:00pm

**Lombard Park District**

<b>Season Pass Fees:</b>	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
Adult	\$95	\$136
Youth	\$80	\$109
Senior	\$80	\$109
Family (2)	\$147	\$215
Family (3)	\$191	\$284
Family (4)	\$230	\$328
Family (5)	\$264	\$373
Family (6) or more	\$300	\$419
<b>Hours of Operations:</b>		
Monday – Thursday	12:30pm – 8:30pm	
Friday - Saturday	12:30pm – 7:00pm	
Sunday	11:30am – 7:00pm	

**Palatine Park District**

<b>Season Pass Fees:</b>	<b><u>Resident/Non-Resident</u></b>
Individual	\$134/\$186
2 Residents	\$164/\$231
3 or 4 Residents	\$193/\$273
5 Residents	\$236/\$333
Senior	\$74/\$120
2 Seniors	\$116/\$165
<b>Hours of Operations:</b>	
Monday – Sunday	11:00am -8:00pm

**West Chicago Park District**

	<b><u>Seasonal</u></b>	
<b>Season Pass Fees:</b>	<b><u>Preseason/Resident</u></b>	<b><u>Preseason/Non-Resident</u></b>
Individual	\$50/\$65	\$65/\$80
Each Additional	\$50/\$65	\$65/\$80
<b>Hours of Operations:</b>		
Monday – Sunday	10:30am -7:30pm	

**Woodridge Park District****Cypress Cove & Hobson**

	<b><u>Resident</u></b>	<b><u>Non-Resident</u></b>
<b>Season Pass Fees:</b>		
Individual	\$139	\$170
Family (2)	\$211	\$250
Family (3)	\$255	\$330
Family (4)	\$299	\$410
Family (5)	\$344	\$470
Each Additional	\$46	\$60
1 Senior	\$70	\$85
2 Seniors	\$106	\$5
<b>Hours of Operations:</b>		
Monday – Sunday	11:30am – 8:00pm	

**Wheaton Park District**

	<b><u>Resident</u></b>	<b><u>Resident</u></b>	<b><u>Non-Res</u></b>	<b><u>Non-Res</u></b>
<b>Season Pass Fees:</b>	<b><u>Pre-Season</u></b>	<b><u>In-Season</u></b>	<b><u>Pre-Season</u></b>	<b><u>In-Season</u></b>
Individual	\$90	\$100	\$133	\$149
Family (2)	\$126	\$140	\$187	\$208
Family (3)	\$162	\$180	\$241	\$267
Family (4)	\$198	\$220	\$295	\$326
Family (5)	\$234	\$260	\$349	\$385
Each Additional	\$36	\$40	\$54	\$59
Res Senior	\$85	\$95	\$128	\$142
Res Senior Couple	\$119	\$133	\$179	\$198

**2018 Rice Pool & Water Park Hours of Operation:**

Monday – Saturday	11:00am – 8:00pm
Sunday	12:00pm – 8:00pm

**2018 Northside Family Aquatic Center Hours of Operation:**

Monday – Sunday	12:00pm – 8:00pm
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## Park District Daily Fee Comparison

### 2018 Resident Adult:

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

### 2018 Non-Resident Adult:

1	Elk Grove Park District	\$16
1	Bolingbrook Park District	\$16
2	Woodridge Park District	\$15.50
3	Lombard Park District	\$15
4	Geneva Park District	\$14
5	<b>Wheaton Park District (Rice)</b>	<b>\$13</b>
5	Lisle Park District	\$13
6	Glen Ellyn Park District	\$12.75
7	<b>Wheaton Park District (NSP)</b>	<b>\$12.25</b>
8	Bensenville Park District	\$12
8	Hinsdale Recreation	\$12
8	West Chicago Park District	\$12
9	Palatine Park District	\$11
10	Carol Stream Park District	\$10
10	Hoffman Estates Park District	\$10
11	Dundee Township Park District	\$9.75
12	Bloomington Park District	\$9
12	Arlington Heights	\$9

### 2018 Resident Child/Senior:

1	Elk Grove Park District	\$10
2	Bolingbrook Park District	\$9
2	Geneva Park District	\$9
3	Woodridge Park District	\$8.50
4	Hinsdale Recreation	\$8
5	Lombard Park District	\$7
5	Lisle Park District	\$7
5	Hoffman Estates Park District	\$7
5	Palatine Park District	\$7
5	Carol Stream Park District	\$7
6	Glen Ellyn Park District	\$6.25
7	West Chicago Park District	\$6
7	Dundee Township Park District	\$6
7	Bensenville Park District	\$6
7	Arlington Heights	\$6
8	<b>Wheaton Park District (Rice)</b>	<b>\$5.50</b>
9	<b>Wheaton Park District (NSP)</b>	<b>\$5</b>
9	Bloomington Park District	\$5

### 2018 Non-Resident Child/Senior:

1	Elk Grove Park District	\$16
1	Bolingbrook Park District	\$16
2	Woodridge Park District	\$15.50
3	Geneva Park District	\$14
4	Lisle Park District	\$13
4	Lombard Park District	\$13
5	Hinsdale Recreation	\$12
6	West Chicago Park District	\$10
6	Carol Stream Park District	\$10
7	Glen Ellyn Park District	\$9.75
8	Dundee Township Park District	\$8.75
9	<b>Wheaton Park District (Rice)</b>	<b>\$8.25</b>
10	Hoffman Estates Park District	\$8
10	Bensenville Park District	\$8
10	Arlington Heights	\$8
11	<b>Wheaton Park District (NSP)</b>	<b>\$7.50</b>
12	Palatine Park District	\$7
12	Bloomington Park District	\$7

### (Please see Statement Of Issue in Appendix E).

Staff seeks approval for a \$1.00 increase to Daily Admission Rates at both aquatic facilities and to increase the 6-visit Guest Booklet Fee to \$51.00 (\$6.00 increase) and the 20-visit Guest Booklet Fee to \$170.00 (\$20.00 increase) for the 2019 season.

**Woodridge – Cypress Cove***Resident/After 5pm*

\$8.50/\$6 Children/Adults  
\$4.25/\$3 Seniors

*Nonresident/After 5pm*

\$15.50/\$10.50 Children/Adults  
\$7.75/\$5.25 Seniors

**Bolingbrook***Normal Hours*

\$9 Child/Adult/Senior Resident  
\$16 Child/Adult/Senior Non-Resident

*“Non-Peak” Hours (7am-12pm, 6pm-10pm)*

\$6 Child/Adult/Senior Resident  
\$9 Child/Adult/Senior Non-Resident

**Lombard***Resident*

\$7 Children/Senior  
\$10 Adult

*Nonresident*

\$13 Children/Senior  
\$15 Adult

**Village of Hinsdale***Resident*

\$8 Youth & Adult

*Nonresident*

\$12 Youth & Adult

**Arlington Heights***Resident*

\$6  
After 5 pm rates  
\$3

*Nonresident*

\$8  
  
\$5

**Elk Grove***Resident*

\$6 Senior  
\$10 Youth & Adult

*Nonresident*

\$10 Seniors  
\$16 Youth & Adult

*Twilight Hours (Last 2 Hours)*

N/A  
\$7/\$11

**Bloomington***Resident*

\$5 Ages 3-18  
\$7 Ages 19-61  
\$5 Ages 62 & Over  
After 6 pm rates  
\$4 For All

*Nonresident*

\$7 Ages 3-18  
\$9 Ages 19-61  
\$7 Ages 62 & Over  
  
\$6 For All

**Lisle***Resident/Twilight Res (5pm)*

\$7/\$5 Children/Adults  
\$6/\$4 Seniors

*Nonresident/Twilight Non-Res (5pm)*

\$13/\$9 Children/Adults  
\$12/\$8 Seniors

**Hoffman Estates***Resident*

\$7 Children/Senior  
\$9 Adult

*Nonresident*

\$8 Children/Senior  
\$10 Adult



**Palatine***Resident/Twilight Res (6pm)*

\$7/\$5 Ages 4-17  
 \$10/\$8 Ages 18-55  
 \$7/\$5 Ages 55 & Over

*Nonresident/Twilight Non-Res(6pm)*

\$7 Ages 4-17  
 \$11 Ages 18-55  
 \$7 Ages 55 & Over

**Bensenville**

	<i>Daytime</i>		<i>Evening</i>	
	<i>Resident</i>	<i>Nonresident</i>	<i>Resident</i>	<i>Nonresident</i>
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  
 \$55 Ten Punch Visit

*Nonresident*

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

**Geneva***Resident/Twilight Res (After 6pm)*

\$9/\$4.50 Ages 3-17  
 \$9/\$4.50 Ages 18-59  
 \$9/\$4.50 Ages 60 & over

*Nonresident/Twilight Non-Res (After 6pm)*

\$14/\$7 Ages 3-17  
 \$14/\$7 Ages 18-59  
 \$14/\$7 Ages 60 & over

Twilight Rates are half price after 6pm

**Dundee – Dolphin Cove Pool***Resident*

\$6 Ages 3 – 9 & Seniors  
 \$7 Adult 10-61  
 \$5 Twilight

*Nonresident*

\$8.75 Ages 3-9 & Seniors  
 \$9/75 Adult 10-61  
 \$7 Twilight

**Glen Ellyn***Resident/Twilight Res (After 6pm)*

\$6.25/\$5 Child  
 \$9.25/\$8 Adult  
 \$4.75/\$3.50 Senior

*Nonresident/Twilight Non-Res (After 6pm)*

\$9.75/\$7 Child  
 \$12.75/\$10 Adult  
 \$9.50/\$5.50 Senior

**West Chicago***Resident/Twilight Res (After 5:30pm) Nonresident/Twilight Non-Res (After 5:30pm)*

\$6/\$3 Child/Senior  
 \$8/\$4 Adult

\$10/\$5 Child/Senior  
 \$12/\$6 Adult



**Wheaton – Northside**

<i>Resident</i>		<i>Nonresident</i>
\$5.00	Child under 18 w/id	\$7.50
\$8.25	18 & over w/id	\$12.25
\$5.00	60 & over w/id	\$7.50

**Wheaton – Rice**

<i>Resident</i>		<i>Nonresident</i>
\$5.50	Child under 18 w/id	\$8.25
\$8.75	Adult 18 & over	\$13.00
\$5.50	60 & over w/id	\$8.25

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



## Appendix E: Statement Of Issue 2019 Daily Admissions Rates

TO: Board of Commissioners  
 FROM: Dan Novak, Superintendent of Special Facilities  
 Max Yoshikawa, Aquatics & Safety Manager  
 THROUGH: Michael Benard, Executive Director  
 RE: Approval to Increase Aquatics 2019 Daily Admission Rates and Guest Booklet Fees  
 DATE: November 1, 2018



**SUMMARY:** Staff proposes an increase to the 2019 Pool Daily Admission Rates and Guest Booklet Fees. Staff proposes no increase to the 2019 Season Pool Pass Rates.

Rice Pool & Water Park will be entering its 31<sup>st</sup> season while Northside Family Aquatic Center enters its 27<sup>th</sup> season. It is important to attract pool pass members and daily usage guests at competitive rates with a well-kept facility and maintain the cost of operations.

In 2018, seasonal pool passes were down (322) passes while daily admissions were up 3,095 entries. Staff believes that increasing the cost of daily admission rates will increase revenue in both daily admissions and seasonal pool pass sales.

### REVENUE OR FUNDING IMPLICATIONS:

#### **Proposed Daily Admissions Rate and Guest Booklet Fee Increase**

Staff proposes a \$1.00 increase in daily admission rates which is estimated to generate approximately \$20,000 in additional revenue based on a three year average of pool admissions (see chart A below).

In addition, staff is proposing to increase the cost of the guest booklet fees (*our guest booklet is designed for residents to bring their nonresident guests to their aquatic facilities at a discounted price*) by an additional dollar per guest per pass, increasing the cost to \$51 for 6 passes (currently is \$45) and \$170 for 20 passes (currently is \$150). This increase would generate an estimated additional revenue of approximately \$3,394 (see chart B below). Guest Booklet Fees are based off of the daily non-resident child/senior rate which was \$7.50 in 2018 and we are proposing to increase to \$8.50 in 2019.

Comparing our daily admission rates to those of the surrounding park district aquatics facilities (see chart C below), it is evident that our rates are competitive although not enough to drive seasonal pool pass sales upward. Increasing daily admission rates would also increase the perceived value and marketability of the seasonal pool passes by reducing the number of visits for a family of four to receive the value of the pass. The seasonal pool pass would pay for itself in 2019 in less than 7 visits to the pool at regular season pass pricing.

**Chart A: Estimated Additional Daily Admission Revenue based on \$1.00 increase and a 3-year average**

	Additional Revenue Rice Pool		Additional Revenue Northside Pool		Total Revenue Impact
	Resident	Non Res	Resident	Non Res	
<b>Adult</b>	\$3,623.33	\$2,359.67	\$991.33	\$319.33	\$7,293.66
<b>Child/Senior</b>	\$6,076.00	\$3,425.00	\$2,518.00	\$769.67	\$12,788.67
<b>Total</b>	\$9,699.33	\$5,784.67	\$3,509.33	\$1,089.00	<b>\$20,082.33 (per year)</b>

**Chart B: Estimated Additional Guest Booklet Fee Revenue based on \$1.00 increase and a 3-year average**

	Additional Revenue 6 visit Guest Booklet	Additional Revenue 20 visit Guest Booklet	Total Revenue Impact
Average Booklets Sold	469	29	
Estimated Additional Revenue from Sales	\$2,814.00	\$580.00	<b>\$3,394.00 (per year)</b>

**Chart C: Competition Analysis: Comparison of Local Aquatic 2018 Daily Admission Rates**

Adult			Child/Senior		
Park District	Resident	Non-Res	Park District	Resident	Non-Res
Lombard Park District	\$10.00	\$15.00	Elk Grove Park District	\$10	\$16.00
Palatine Park District	\$10.00	\$11.00	Bolingbrook Park District	\$9	\$16.00
Elk Grove Park District	\$10.00	\$16.00	Geneva Park District	\$9	\$14.00
<b>Wheaton Park District (Rice 2019 Proposed Rate)</b>	<b>\$9.75</b>	<b>\$14.00</b>	Woodridge Park District	\$8.50	\$15.50
<b>Wheaton Park District (NSP 2019 Proposed Rate)</b>	<b>\$9.25</b>	<b>\$13.25</b>	Hinsdale Recreation	\$8	\$12.00
Glen Ellyn Park District	\$9.25	\$12.75	Lombard Park District	\$7	\$13.00
Bensenville Park District	\$9.00	\$12.00	Lisle Park District	\$7	\$13.00
Hoffman Estates Park District	\$9.00	\$10.00	Hoffman Estates Park District	\$7	\$8.00
Bolingbrook Park District	\$9.00	\$16.00	Palatine Park District	\$7	\$7.00
Geneva Park District	\$9.00	\$14.00	Carol Stream Park District	\$7	\$10.00
<b>Wheaton Park District (Rice 2018 Rate)</b>	<b>\$8.75</b>	<b>\$13.00</b>	<b>Wheaton Park District (Rice 2019 Rate)</b>	<b>\$6.50</b>	<b>\$9.25</b>
Woodridge Park District	\$8.50	\$15.50	Glen Ellyn Park District	\$6.25	\$9.75
<b>Wheaton Park District (NSP 2018 Rate)</b>	<b>\$8.25</b>	<b>\$12.25</b>	West Chicago Park District	\$6	\$10.00
Village of Hinsdale	\$8.00	\$12.00	<b>Wheaton Park District (NSP 2019 Rate)</b>	<b>\$6</b>	<b>\$8.50</b>
West Chicago Park District	\$8.00	\$12.00	Dundee Township Park District	\$6	\$8.75
Bloomington Park District	\$7.00	\$16.00	Bensenville Park District	\$6	\$8.00
Lisle Park District	\$7.00	\$13.00	Arlington Heights	\$6	\$8.00
Carol Stream Park District	\$7.00	\$10.00	<b>Wheaton Park District (Rice 2018 Rate)</b>	<b>\$5.50</b>	<b>\$8.25</b>
Arlington Heights	\$6.00	\$9.00	<b>Wheaton Park District (NSP 2018 Rate)</b>	<b>\$5</b>	<b>\$7.50</b>
Dundee Township Park District	\$6.00	\$9.75	Bloomington Park District	\$5	\$7.00

**PREVIOUS COMMITTEE/BOARD ACTION:** Daily Admission Rates have been in place since 2011. During the September 20, 2014 Board Meeting, the Board approved a \$1.00 increase to the 2015 Resident and Non-Resident Pool Pass Rates for individual and each additional family member and a \$2.00 increase to Senior Couple Resident and Non-Resident Rates and no increase to the 2015 Daily Admissions Rates. Daily Admission Rates have been in place since 2011.

**RECOMMENDATION:**

Staff seeks approval for a \$1.00 increase to Daily Admission Rates at both aquatic facilities and to increase the 6-visit Guest Booklet Fee to \$51.00 (\$6.00 increase) and the 20-visit Guest Booklet Fee to \$170.00 (\$20.00 increase) for the 2019 season.