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21

AQUATICS ANNUAL REPORT

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EXECUTIVE SUMMARY



Rice Pool and Water Park and Northside Family Aquatic Center operated from June 12th (the first day off school for CUSD 200) through Labor Day weekend. Both pools offer swim lessons, concessions, and a safe summer location for local family fun and recreation. Over the 2021 season, 119,289 patrons dove into our locations and enjoyed our facility amenities.

In 2022, Rice Pool will be entering its 33rd year of operation, while Northside will enter its 29th year. Both facilities operated under local, state, and federal COVID-19 guidelines, with multiple plans and challenges evolving right up until the day we opened. Once June 12th became known as the date restrictions would be lifted, Aquatics staff began adjusting plans and on June 1st we officially offered annual pool passes as time slot and capacity restrictions were finally set to be lifted. With the uncertainty of COVID-19, Aquatics staff chose to continue to limit class sizes for unvaccinated children and to use face shields where possible to limit COVID-19 outbreaks.

The Wheaton Park District would like to thank Wendy Russell for her continued support and hard work in her part-time role as the Assistant Aquatics and Safety Manager after retiring in 2017. 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 Gia Sigala for her third year managing Northside Family Aquatic Center, and Luke Mondia, and Joe Nussbaum on their first year as Managers. Each of these young leaders brought unique aquatic leadership backgrounds to Northside this year, and we are excited to see them continue to grow and return to Northside in 2022.



HIGHLIGHTS

- Wheaton Park District aquatic facilities employed 224 individuals during the 2021 summer season; Rice Pool employed 137 while Northside Pool employed 87. 97% of the pool staff are high school or college aged.
- Wheaton residents accounted for 73% of aquatic staff, resulting in approximately \$365,600 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. Audits 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 “two Exceeds” and “one Meets” on the 2021 audits for Ellis & Associates. Scores can be Exceeds, Meets, and Fails based on actions by lifeguards.
- A job at one of our aquatic facilities 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 106 hours of training, while water park and concessions staff average 30 hours of training per season. Increases from the 2019 season were possible due to the later start of the season in 2021.
- Lifeguard overtime increased in 2021 due to staff shortages. 114 total lifeguards were hired for both facilities, with 18 lifeguard hires resigning before trainings began, 9 candidates withdrawing from class, and 5 candidates not passing. An additional 8 lifeguards quit in season for various reasons including health concerns. There were a total of 74 lifeguards between both facilities by July 19th (28 at Northside and 46 at Rice).
- There were no preseason annual pool pass sales until June 1st this year once it became official that Phase 5 restrictions for COVID-19 would go into effect before our season began on June 12th. The sale for 20% off all resident and non-resident pool passes allowed for a resident family of 4 to pay \$192, while a non-resident family of 4 paid \$277.





revenue as in 2019.

- Both Pools experienced increased number of participants due to program changes for the 2021 season. Historically swim lessons have been 2 week sessions. In 2021, swim lessons were offered in 1 week sessions in order to mitigate potential COVID-19 outbreaks between swim instructors and students. This meant a change from 4 sessions over the summer to 8 sessions, which effectively could have doubled attendance but generated the same

- Participation was also limited at both pools in order to allow for social distancing. Northside Pool was most impacted by limited class sizes due to its smaller dimensions. Waitlisted participants at Northside were encouraged to enroll at Rice.
- The Parent and Tot program was successfully modified this summer due to COVID-19 planning this summer with 94 participants in the both Saturday Sessions offered. The half-hour weekly lesson provided parents the opportunity to learn techniques to get their young children comfortable in water. Participation nearly doubled from 48 in 2019.
- The Barracuda Swim Team enrollment totaled 135 participants this season. We had new head coach Mike Gasso and three new assistant coaches, Ben Cohen, Sam Clark, and Kristen Phillips.
- The Western Suburban Swim Conference did not run in 2021, but the Barracudas found a way to keep swimming! Barracudas hosted 4 intersquad meets and 1 home and 1 away meet against the Glen Ellyn Gators.
- Rice Pool and Water Park is scheduled to host the "A Conference Swim Meet" in the 2022 season.





- This was the second year Swim Instructors received uniforms for their time in the water. Parents liked the uniforms as it made it easier to distinguish who instructors were. The uniforms also acted as another form of marketing for our swim lessons.

- Daily safety checks continued to be implemented at both facilities in 2021. These daily checks ensure our ability to account for any children and guests accompanying them for the day and occurs roughly around 2pm each day. It also grants staff the opportunity to market swim lessons and concessions as well as issue heat advisories. This procedure is well received by patrons.

- Dippin' Dots were a big hit this year from our concessions ice cream menu. The product was well received at both facilities bringing in \$23,061 in gross revenue.



ATTENDANCE

Rice Pool and Water Park

RICE POOL	2021 Season	2019 Season	2018 Season	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Pool Pass Visits	47,680	40,191	45,101	7,489	18.6%
Daily Admissions Paid	22,813	18,605	19,498	4,208	22.6%
Camps	3,140	5,848	5,948	(2,708)	(46.3%)
In-House Swim Lesson and Swim Team	11,203	11,308	11,202	(105)	(0.9%)
Total	84,836	75,952	81,749	8,884	11.7%
Days Open	77	96	92	(19)	(19.8%)
Avg. Daily Attendance	1,102	791	889	311	39.3%
Did Not Open	1	2	2	(1)	(50.0%)

- Rice Pool saw an increase of 8,884 patrons compared to 2019 season.
- Rice Pool's 2021 scheduled season operated 19 less days compared to the 2019 season due to the June 12th regular season start and the CUSD 200 school schedule.
- This late start date allowed staff to more effectively train new staff and lifeguards with smaller class sizes mandated by local, state, and Ellis & Associates Lifeguard Licensing standards. Returning staff from college received more trainings and enhanced preparation than previously possible.
- Camps at Rice saw a decline due to the ongoing COVID-19 pandemic. 2021 camp numbers shown account only for Wheaton Park District internal camps as there was no interest or availability from outside camps.



ATTENDANCE

Northside Pool

NORTHSIDE POOL	2021 Season	2019 Season	2018 Season	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Pool Pass Visits	18,252	19,158	21,340	(906)	(4.7%)
Daily Admissions	4,038	4,664	4,890	(626)	(13.4%)
Camp Visits	2,094	2,458	2,026	(364)	(14.8%)
In-House Swim Lesson and Swim Team	10,069	12,030	11,532	(1,961)	(16.3%)
Total	34,453	38,310	39,788	(3,857)	(10.1%)
Days Open	72	74	77	(2)	(2.7%)
Avg. Daily Attendance	479	518	517	(39)	(7.6%)
Did Not Open	1	2	2	(1)	(50.0%)

- Northside Pool saw a decrease of (3,857) patrons from the 2019 season.
- Northside Pool's 2021 scheduled season operated 2 less days compared to the 2019 season due to the June 12th regular season start and the CUSD 200 school schedule.
- The late start date allowed staff to more effectively train new staff and lifeguards with smaller class sizes mandated by local, state, and



Ellis & Associates Lifeguard Licensing standards. Returning staff from college received more trainings and enhanced preparation than previously possible.

- Camps at Northside saw a decline due to the ongoing COVID-19 pandemic. 2021 Camp numbers shown account only for Wheaton Park District internal camps as there was no interest or availability from outside camps.

TOTAL POOL PASSES SOLD

Total Pool Passes Sold	2021 Season	2019 Season	2018 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Resident	7,036	7,037	7,361	(1)	(0.1%)
Non-Resident	637	597	679	40	6.7%
Total	7,673	7,634	8,040	39	0.5%

- Nonresident passes represent 8% of the total passes sold. This is nearly the same as the 2019 and 2018 seasons.
- Pool pass gross revenue increased \$8,890 from 2019.
- There was one constant pool pass sale of 20% for the “Sorry we missed you in 2020” sale. All pool passes were sold at a 20% discount due to the uncertainty of local, state, and federal COVID-19 guidelines on capacity limitations.
- A resident family of 4 paid \$192, while a non-resident family of 4 paid \$277.

TOTAL PAID DAILY ADMISSION VISITS

Resident Daily Admission	2021 Season	2019 Season	2018 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	3,571	4,072	3,739	(501)	(12.3%)
Rice	13,300	12,071	12,188	1,229	10.2%
Total	16,871	16,143	15,927	728	4.5%
Resident % of Total Daily Admission	63%	69%	65%	---	(6.0%)

Non-Resident Daily Admission	2021 Season	2019 Season	2018 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	467	587	1,151	(120)	(20.4%)
Rice	9,513	6,534	7,308	2,979	45.6%
Total	9,980	7,121	8,459	2,859	40.1%
Non-Res % of Total Daily Admission	37%	31%	35%	---	6.0%

- Daily Admission visits continue to increase as staff sees a trend of families choosing not to commit to a yearly Pool Pass and not offering Coupon Booklets in 2021.



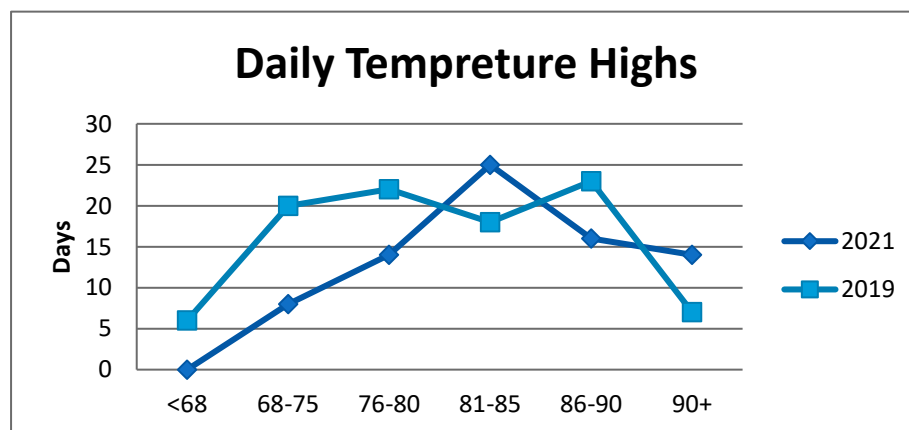
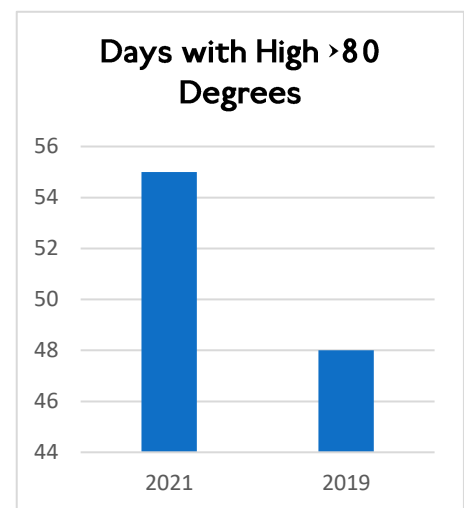
COMBINED ATTENDANCE AND WEATHER

Average daily attendance between the facilities was up significantly over the shortened season. This was due to increased demand and decreases in external options as other pools in the region operated with limited capacity, shortened hours, shortened seasons, limited attractions, and/or severe staffing issues.

Rice Northside Combined Attendance	2021 Season	2019 Season	2018 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Total Patrons	119,289	114,262	121,537	5,027	4.4%
Daily Average Patrons	1,549	1,190	1,321	359	30.2%

- 2021 recorded 55 days (71% of the season) over 80 degrees compared to 48 days (50%) in the 2019 season.

Daily High Temp.	2021 Total Days in Temp. Range	2019 Total Days in Temp. Range	2021 Percent of Total Days	2019 Percent of Total Days
< 68	0	6	0%	6%
69-75	8	20	10%	21%
76-80	14	22	18%	23%
81-85	25	18	32%	19%
86-90	16	23	21%	24%
91+	14	7	18%	7%



AQUATIC BUDGET ANALYSIS

Budget analysis is based on September 2021 financial status report and year end projections.

REVENUE	2021 Season Actual	2019 Season Actual	2018 Season Actual	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Rice Pool	649,466	573,876	577,620	75,590	13.2%
Northside	224,556	250,137	269,909	(25,581)	(10.2%)
Total	874,022	824,013	847,529	50,009	6.1%
EXPENSE	2021 Season Actual	2019 Season Actual	2018 Season Actual	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Rice Pool	714,147	689,199	705,969	24,948	3.6%
Northside	318,551	306,196	320,063	12,355	4.0%
Total	1,032,698	995,395	1,026,032	37,303	3.7%



Aquatic Revenue & Expense Comparison

2021 vs 2019 Revenue Increased by \$50,009

- Pool Pass Sales Increased by \$8,890
- Daily Admission Increased \$66,153
- Swim Lessons Increased \$1,900
- Guest Passes Decreased (\$21,900)
- Concession Sales Increased \$20,097
- Pool Rentals and Sponsorships Decreased (\$16,876)
- Misc. Decreased (\$8,255)

2021 vs 2019 Expense Decreased by (\$37,303)

- Parks expenses Decreased by (\$21,084)
- Aquatics Wages Increased by \$51,684
- Aquatics Supplies Decreased by (\$4,424)
- Aquatic Marketing Increased by \$6,474
- Contractual Expenses Increased by \$4,653

NET Balance	2021 Season Actual	2019 Season Actual	2018 Season Actual	Increase (Decrease) from last season
<u>Rice Pool</u> Balance (Revenue over Expenses)	(64,681)	(115,323)	(128,349)	50,642
<u>Northside</u> Balance (Revenue over Expenses)	(93,995)	(56,059)	(50,154)	(37,936)
Total Balance (Revenue over Expenses)	(158,676)	(171,382)	(178,503)	12,706

FINANCIAL COMPARISON

Pool Pass Financials

REVENUE	2021 Budgeted Pool Pass Revenue	2021 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2019 Actual Pool Pass Revenue	Increase (Decrease) 2019 v. 2021 Actual	Percentage Increase (Decrease) 2019 v. 2021 Actual
Rice	290,000	269,726	(20,274)	264,644	5,082	1.9%
Northside	145,000	132,722	(12,278)	128,914	3,808	3.0%
Total	435,000	402,448	(32,552)	393,558	8,890	2.3%

- 2021 pool pass sales increased by \$8,890 compared to 2019 season.
- All 2021 annual pool passes were sold at a 20% discount beginning on June 1st.

Guest Pass Financials

REVENUE	2021 Budgeted Guest Passes Revenue	2021 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2019 Actual Pool Pass Revenue	Increase (Decrease) 2019 v. 2021 Actual	Percentage Increase (Decrease) 2019 v. 2021 Actual
Rice	17,000	0	(17,000)	15,362	(15,363)	(100.0%)
Northside	6,800	0	(6,800)	6,538	(6,538)	(100.0%)
Total	23,800	0	(23,800)	21,900	(21,900)	(100.0%)

- Guest booklets were not offered for the 2021 season due to evolving COVID-19 guidelines. Patrons were encouraged to consider pool passes or pay the daily admission fee.

Admission Financials

REVENUE	2021 Budgeted Daily Admission Revenue	2021 Actual Daily Admission Revenue	Increase (Decrease) Budgeted Daily Admission Revenue	2019 Actual Daily Admission Revenue	Increase (Decrease) 2019 v. 2021 Actual	Percentage Increase (Decrease) 2019 vs. 2021 Actual
Rice	145,000	210,183	65,183	141,314	68,869	48.7%
Northside	35,000	29,275	(5,725)	31,991	(2,716)	(8.5%)
Total	180,000	239,458	59,458	173,305	66,153	38.2%

- 2021 daily admissions increased \$66,153 compared to 2019

Combined Pool Pass, Admission, and Guest Pass

2021 Gross Actual Combined Admissions Revenue	2019 Gross Actual Combined Admissions Revenue	Increase (Decrease) 2021 vs. 2019	Percentage Increase (Decrease) 2021 vs. 2019
641,906	588,763	53,143	9.0%

CONCESSIONS

REVENUE	2021 Actual Concession Revenue	2019 Actual Concession Revenue	Increase (Decrease) From Last Season	Percentage Increase (Decrease) from last season
Rice	88,803	69,473	19,330	27.8%
Northside	14,765	13,998	767	5.5%
Total	103,568	83,471	20,097	24.1%

EXPENSES	2021 Actual Concession Expense	2019 Actual Concession Expense	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	45,443	44,781	662	1.5%
Northside	11,901	13,063	(1,162)	(8.9%)
Total	57,344	57,844	(500)	(0.9%)

2021 Concession Net	2019 Concession Net	Increase (Decrease) 2019 vs. 2018	Percentage Increase (Decrease) 2019 vs. 2018
46,224	25,627	20,597	80.4%



Rice Pool hosted 11 birthday parties (243 guests), totaling an estimated \$2,249 in what would have been Concessions Revenue. Birthday parties choose between a soda, Hotdog and chips or a soda and 2 slices of pizza per guest.

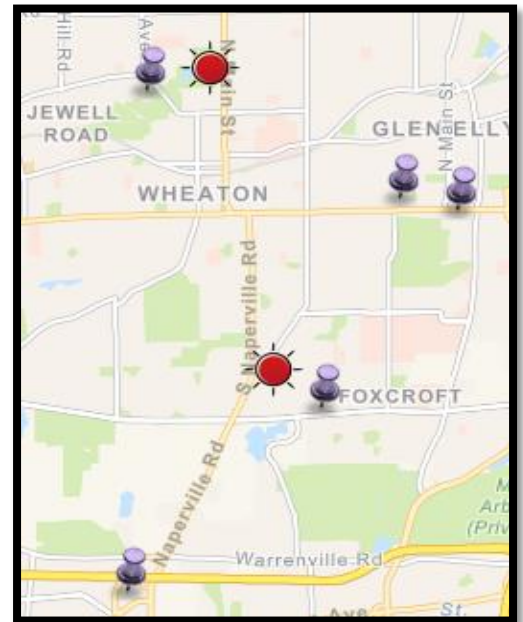


SWIM LESSONS

In 2021, the swim lesson program operated at a 58% profit percentage, up 3% from 2019.

SWIM LESSONS REGISTERED PARTICIPANTS	2021 Season	2019 Season	2018 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside Pool	1,277	1,089	1,180	188	17.3%
Rice Pool	2,274	1,635	1,461	639	39.1%
Total	3,551	2,724	2,641	827	30.4%

- Rice and Northside are 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.
- Both Pools experienced increased number of participants due to program changes for the 2021 season. Historically swim lessons have been 2 week sessions. In 2021, swim lessons were offered in 1 week sessions in order to mitigate potential COVID-19 outbreaks between swim instructors and students. This meant a change from 4 sessions over the summer to 8 sessions, which could have doubled attendance but generated the same revenue.
- Participation was also limited at both pools in order to allow for social distancing. Northside Pool was most impacted by limited class sizes due to its smaller dimensions. Waitlisted participants at Northside were encouraged to enroll at Rice.
- Swim instructors at both facilities wore face shields to prevent COVID-19 outbreaks.
- New and current competition in swim lesson programs is offered year-round at indoor swimming facilities. 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). Some competitors require payment plans mirroring subscriptions, making it difficult to pull students from their program during the summer months.



SWIM LESSONS

REVENUE	2021 Budgeted Swim Lesson Revenue	2021 Actual Swim Lesson Revenue	Increase (Decrease) Budgeted Swim Lesson Revenue	2019 Actual Swim Lesson Revenue	Increase (Decrease) 2019 v. 2021 Actual	Percentage Increase (Decrease) 2019 v. 2021 Actual
Rice	50,000	61,491	11,491	46,735	14,756	31.6%
Northside	60,000	42,725	(17,275)	55,581	(12,856)	(23.1%)
Total	110,000	104,216	(5,784)	102,316	1,900	1.9%

- Northside and Rice ran at strictly limited capacities in order to appropriately social distance and ensure class sizes remained consistent.
- Northside Pool was most impacted by limited class sizes due to its smaller dimensions. Waitlisted participants at Northside were encouraged to enroll at Rice.
- Swim lesson sessions were 1 week long instead of 2 weeks this season in order to mitigate potential COVID-19 outbreaks. Northside Pool was most impacted by limited class sizes due to its smaller dimensions. Waitlisted participants at Northside were encouraged to enroll at Rice.

EXPENSES	2021 Budgeted Swim Lesson PT Wages	2021 Actual Swim Lesson PT Wages	Increase (Decrease) Budgeted Swim Lesson Revenue	2019 Actual Swim Lesson Revenue	Increase (Decrease) 2019 v. 2021 Actual	Percentage Increase (Decrease) 2019 v. 2021 Actual
Rice	33,000	29,547	(3,453)	27,311	2,236	8.2%
Northside	18,000	14,619	(3,381)	18,232	(3,613)	(19.8%)
Total	51,000	44,166	(6,834)	45,543	(1,377)	(3.0%)



2021 Net Balance Swim Lessons	2019 Net Balance Swim Lessons	Increase (Decrease) 2021 vs. 2019	Percentage Increase (Decrease) 2021 vs. 2019
60,050	56,773	3,277	5.8%

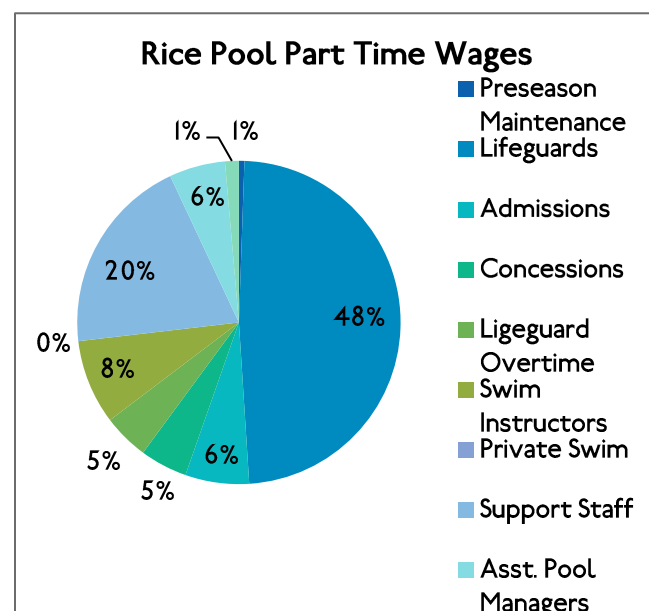
PART TIME WAGES

Rice Pool and Water Park

Rice Pool's 2021 scheduled season operated 19 less days compared to the 2019 season due to the June 12th regular season start and the CUSD 200 school schedule.

Rice Pool	2021 Budgeted PT Wages	2021 Actual PT Wages	Increase (Decrease) Budgeted PT Wages	2019 Actual PT Wages	Increase (Decrease) Actual 2019 vs. 2021	Percentage Increase (Decrease) 2019 vs. 2021
Preseason Maintenance	1,600	1,909	309	1,594	315	19.8%
Lifeguards	170,000	168,887	(1,113)	162,371	6,516	4.0%
Admissions	22,760	22,268	(492)	17,015	5,253	30.9%
Concessions	15,000	16,516	1,516	17,072	(556)	(3.3%)
Swim Instructors	33,000	29,547	(3,453)	27,311	2,236	8.2%
Private Swim	900	0	(900)	778	(778)	(100.0%)
Support Staff	70,000	69,266	(734)	63,522	5,744	9.0%
Asst. Pool Managers	11,000	19,549	8,549	10,382	9,167	88.3%
WPD CC Support	11,000	4,810	(6,190)	9,800	(4,990)	(50.9%)
Lifeguard Overtime	0	15,960	15,960	645	15,315	2,374.4%
Rice Totals	335,260	348,712	13,452	310,490	38,222	12.3%

- Lifeguard wages increased in 2021 due to the increase in minimum wage and increasing all lifeguards to the adult minimum wage rate (all lifeguards under 18 made \$11 per hour instead of \$8.50).
- Lifeguard overtime increased in 2021 due to staff shortages. 114 total lifeguards were hired for both facilities, with 18 lifeguard hires resigning before trainings began, 9 candidates withdrawing from class, and 5 candidates not passing. An additional 8 lifeguards quit in season for various reasons including health concerns. There was a total of 74 lifeguards between both facilities by July 19th (28 at Northside and 46 at Rice).

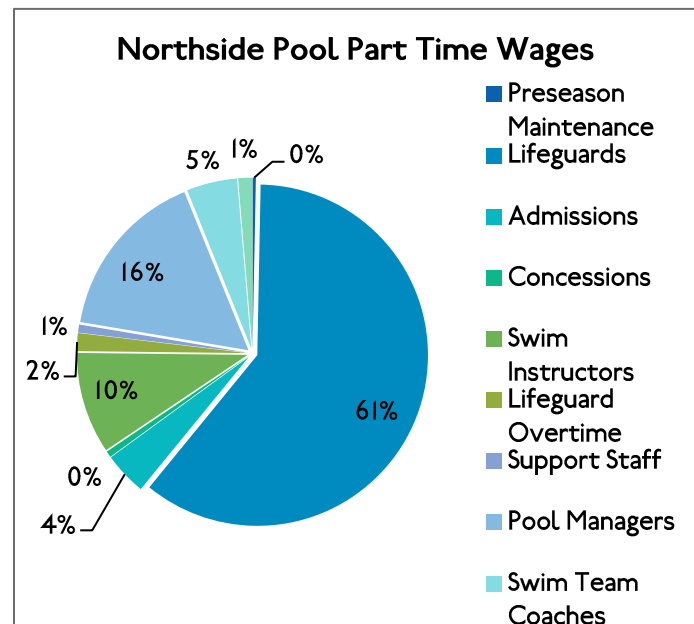


Northside Pool

Northside's 2021 scheduled season operated 2 less days compared to the 2019 season due to the June 12th regular season start and the CUSD 200 school schedule.

Northside Pool	2021 Budgeted PT Wages	2021 Actual PT Wages	Increase (Decrease) Budgeted PT Wages	2019 Actual PT Wages	Increase (Decrease) Actual 2019 vs. 2021	Percentage Increase (Decrease) 2019 vs. 2021
Preseason Maintenance	600	473	(127)	495	(22)	(4.4%)
Lifeguards	82,400	92,169	9,769	72,742	19,427	26.7%
Admissions	7,000	6,207	(793)	5,878	329	5.6%
Concessions	1,800	891	(909)	3,607	(2,716)	(75.3%)
Swim Instructors	18,000	14,619	(3,381)	18,232	(3,614)	(19.8%)
Private Swim	300	0	(300)	120	(120)	(100.0%)
Support Staff	1,200	1,163	(37)	765	398	52.0%
Pool Managers	22,200	24,670	2,470	22,219	2,451	11.0%
Swim Team Coaches	8,000	7,305	(695)	7,528	(223)	(3.0%)
WPD CC Support	4,500	2,028	(2,472)	4,500	(2,472)	(54.9%)
Lifeguard Overtime	0	2,585	2,585	0	2,585	100.0%
Northside Totals	146,000	152,110	6,110	136,086	16,024	11.8%

- Lifeguard wages increased in 2021 due to the increase in minimum wage and increasing all lifeguards to the adult minimum wage rate (all lifeguards under 18 made \$11 per hour instead of \$8.50).
- Lifeguard overtime increased in 2021 due to staff shortages. 114 total lifeguards were hired for both facilities, with 18 lifeguard hires resigning before trainings began, 9 candidates withdrawing from class, and 5 candidates not passing. An additional 8 lifeguards quit in season for various reasons including health concerns. There was a total of 74 lifeguards between both facilities by July 19th (28 at Northside and 46 at Rice).



APPENDIX A: MARKETING OVERVIEW

SPONSORSHIP

- Rice Pool & Water Park and Northside Family Aquatic Center welcomed back Smile Doctors in 2021! Their sponsorship included banners displayed at each pool and logo featured on the website.
- For the first time, Michael Thornton Team of Keller Williams Premiere Properties sponsored banners at both Rice Pool & Water Park and Northside Family Aquatic Center.
- Marketing impressions for pool banners is estimated at more than 200,000.

FACILITY BANNERS



WEBSITE PRESENCE



PRE-SEASON POOL PASS SALES

OBJECTIVE: OFFER PRE-SEASON SALE TO PAST POOL PASS HOLDERS AND ATTRACT NEW FAMILIES.

- In a 'normal' year, pre-season sales kick off in November with The Biggest Sale of the Year, offering 25% off pool season passes. Due to COVID-19, planning for 2021 included heavy promotion on resident and nonresident daily rates through timed reservation software. Luckily, pools were able to operate under traditional formatting with full-day access and pool passes were available to the public.
- In May, 'We Missed You in 2020' offered a 20% discount on 2021 pool passes. In the first two weeks of the sale, 4,377 passes were purchased, generating over \$220,000.

WE MISSED YOU IN 2020 | 20% OFF 2021 SEASON

2021 SEASON POOL PASSES
ON SALE BEGINNING TUESDAY, JUNE 1, 2021

RESIDENT SEASON POOL PASS RATES	NONRESIDENT SEASON POOL PASS RATES
\$24 (12/child) \$24 (adult additional family member) \$15 (Senior) \$15 (Senior Couple)	\$24 (12/child) \$24 (adult additional family member) \$15 (Senior) \$15 (Senior Couple)

[POOL PASS DETAILS](#) [GET MY WHEELABRATOR ACCOUNT](#)

SEASON SCHEDULE, HOURS OF OPERATION & DAILY ADMISSION RATES

SEASON SCHEDULE

NORTHSIDE POOL SEASON SCHEDULE	RICE POOL & WATER PARK SEASON SCHEDULE
WHEELABRATOR DISTRICT AQUATIC FACILITIES	WHEELABRATOR DISTRICT AQUATIC FACILITIES
WHEELABRATOR DISTRICT AQUATIC FACILITIES	WHEELABRATOR DISTRICT AQUATIC FACILITIES

HOURS OF OPERATION

NORTHSIDE POOL HOURS	RICE POOL & WATER PARK HOURS
WHEELABRATOR DISTRICT AQUATIC FACILITIES	WHEELABRATOR DISTRICT AQUATIC FACILITIES
WHEELABRATOR DISTRICT AQUATIC FACILITIES	WHEELABRATOR DISTRICT AQUATIC FACILITIES

DAILY ADMISSION RATES

NORTHSIDE POOL DAILY ADMISSION RATES	RICE POOL & WATER PARK DAILY ADMISSION RATES
WHEELABRATOR DISTRICT AQUATIC FACILITIES	WHEELABRATOR DISTRICT AQUATIC FACILITIES
WHEELABRATOR DISTRICT AQUATIC FACILITIES	WHEELABRATOR DISTRICT AQUATIC FACILITIES

Advanced daily reservations are not required.
Daily admission rates processed upon arrival at aquatic facilities.

If you are fully vaccinated, you are not required to wear a face mask at the aquatic facilities. If you are not vaccinated, you are strongly encouraged to wear a face mask at the aquatic facilities when not in the water. Please maintain a social distance between non-household groups.

This facility operations update is subject to our entering Phase 5 of the Reopening Illinois Program (on June 1).

Northside Family Aquatic Center
1509 N. West Street, Wheelabrator, IL 60157

Rice Pool & Water Park
1777 E. Randolph Street, Wheelabrator, IL 60159

SWIM LESSONS
» MORE INFORMATION

SWIM TEAM
» MORE INFORMATION

FAQ
» FREQUENTLY ASKED QUESTIONS

ABOUT OUR POOLS
AMENITIES & DIRECTIONS

RAINOUT LINE
WEATHER-RELATED POOL UPDATES

You're receiving this email because you participated in a program or event through Wheelabrator District Aquatic Facilities.
Chattanooga | Wheelabrator

EMAIL MARKETING

SENT ON MAY 26, JUNE 1 AND JUNE 9 | AVERAGE OPEN RATE OF 37.45%

SIGNAGE

OBJECTIVE: MAINTAIN AND UPGRADE SIGNAGE AS NEEDED TO KEEP AN AGING FACILITY LOOKING AS FRESH AS POSSIBLE AS WELL AS COMMUNICATE IMPORTANT MESSAGING.

New banners were created and displayed featuring the district's 100th year anniversary with photos of Northside Family Aquatic Center then and now, as well as promoting Athletic leagues and programs.



COVID-19 and social distance signage was displayed throughout both facilities.



Window cling pictures were updated..



SOCIAL MEDIA & WEBSITE

4.5 ★

out of 5 stars on Google

"All the lifeguards were very vigilant and attentive to the 10/20 standard of protection. I felt very safe when they overlapped their zones as well as others, and acknowledged corners, glares, and shadows. The staff enforced all of the rules to the letter and everyone had a good, safe day when I was there"

- Rice Pool & Water Park Guest

Organic social media reach

4,000+

through Wheaton Park District Aquatics page only.

More than

98,000

page views on the aquatics website from pre-season until the end of the summer.

OBJECTIVE: CONTINUE TO GROW OUR SOCIAL MEDIA AND ONLINE PRESENCE TO INCREASE ENGAGEMENT AND UTILIZE AS A WAY TO COMMUNICATE WITH VISITORS.

MOST VISITED WEB PAGES



MOST ENGAGED SOCIAL MEDIA POSTS



OBJECTIVES FOR 2022

Marketing and promotional objectives for the 2022 season are to continue to build awareness for the aquatic facilities while promoting the value of our pool passes and the amenities our pools provide. We will dedicate a majority of our efforts on early pool pass promotions through end of season to continue to identify opportunities to increase revenue while executing our promotional plan.

BUILD AWARENESS

Explore business and community partnerships in an effort to reach a new audience or engage a current audience at a higher level.

EXPAND SPONSORSHIP

Expand advertising offerings to drive sponsorship revenue throughout the season and bring back opening day sponsor.

PROMOTE PRE-SEASON SALES

Continue to offer a preseason sale that incentivizes those who purchase passes farther in advance of the season.

