



WHEATON PARK DISTRICT **AQUATICS ANNUAL REPORT 2014**



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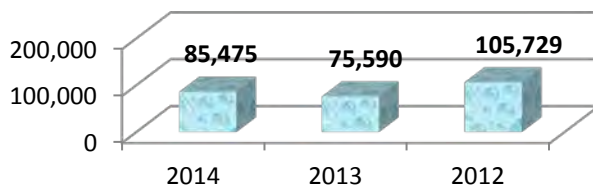
I 2014 Annual Attendance

A. Attendance - Rice Pool & Water Park

RICE POOL	2014 Season	2013 Season	2012 Season	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Pool Pass Visits	55,465	50,720	70,295	4,745	9%
Daily Admissions Paid	13,371	12,757	15,594	614	5%
Camps	3,562	2,752	4,315	810	29%
In-House Swim Lessons/ Fitness Classes	13,077	13,361	15,525	(284)	(2%)
Total	85,475	75,590	105,729	5,885	7%
Days Open	90*	88**	89	2	2%
Avg. Daily Attendance	949	904	1,185	45	5%
Days Closed	5	6	3	(1)	(16%)

*2014 Season Totaled 95 Days / ** 2013 Season Totaled 94 Days

Rice Pool and Water Park Attendance



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

Rice Pool 2014 vs. 2013 Early Closing Expense Impact:

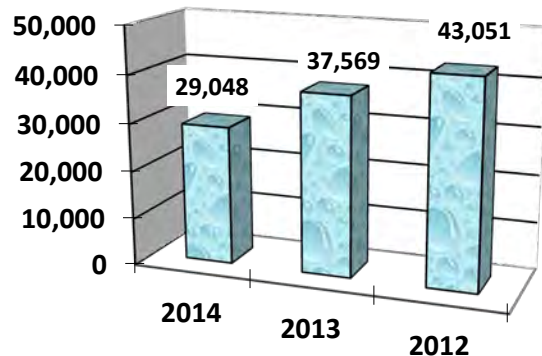
	2014	2013	2014	2013	2014	2013
Weather Closing	2 dates	19 dates	5 total hours	71 total hours	\$1,175	\$16,685
Low Attendance	0 dates	1 dates	0 total hours	1.5 total hours	\$0	\$352
Total	2 dates	20 dates	5 total hours	72.5 total hours	\$1,175	\$17,037

B. Attendance - Northside Family Aquatic Center

NORTHSIDE	2014 Season	2013 Season	2012 Season	Increase (Decrease) from last season	Percent Increase(Decrease) from last season
Pool Pass Visits	8,907	19,436	22,443	(10,529)	(54%)
Daily Admissions	4,149	4,008	4,456	141	3%
Camp Visits	1,260	2,369	2,438	(1,109)	(47%)
In-House Swim Lessons/ Swim Team	14,732	11,756	13,714	2,976	25%
Total	29,048	37,569	43,051	(8,521)	(23%)
Days Open	71*	71**	73	1	1%
Avg. Daily Attendance	409	529	589	(126)	(24%)
Days Closed	3	5	6	(2)	(4%)

*2014 Season Totaled 74 Days / ** 2013 Season Totaled 76 Days (Pools opened later due to school make-up days)

Northside Pool Attendance



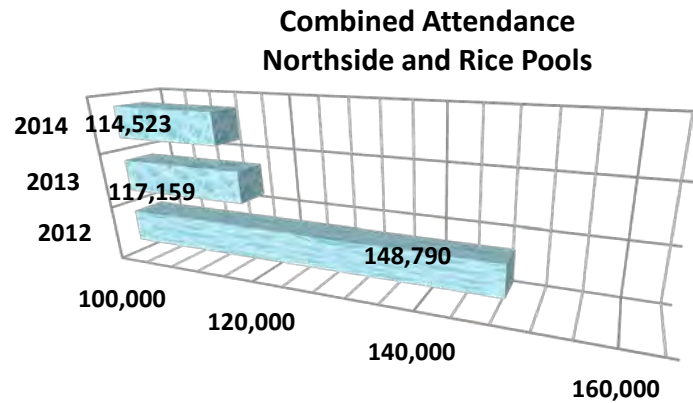
Pool Closing Procedure: Wheaton Park District regulation states that “pool may be closed if the air temperature is 68 degrees or below, or at the manager’s discretion based on inclement weather, low attendance, or unusual circumstances. Whenever weather is questionable or attendance is low, the manager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

Northside Pool 2014 Early Closing Expense Impact:

	2014	2013	2014	2013	2014	2013
Weather Closing	3	18 dates	12 total hours	62 total hours	\$2,160	\$11,160
Low Attendance	0	5 dates	0 total hours	11.5 total hours	\$0	\$2,070
Total	3	23 dates	12 total hours	73.5 total hours	\$2,160	\$13,230

C. Combined Attendance

Rice/Northside Combined Attendance	2014 Season	2013 Season	2012 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Total	114,523	117,159	148,790	(2,636)	(2%)



D. Daily Paid Admission Use

Resident

Resident	2014 Season	2013 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	3,860	3,908	(48)	(1%)
Rice	8,405	7,176	1,229	17%
Total	12,265	11,084	1,181	10%
% of Total Attendance	71%	67%	4%	6%

Non-Resident

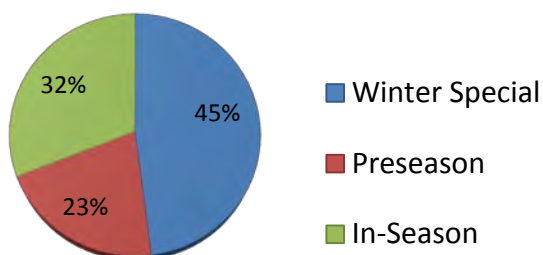
Nonresident	2014 Season	2013 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	269	69	200	290%
Rice	4,799	5,297	(498)	(9%)
Total	5,068	5,366	(298)*	(5%)
% of Total Attendance	29%	33%	(4)	(12%)

E. Pool Passes Sold

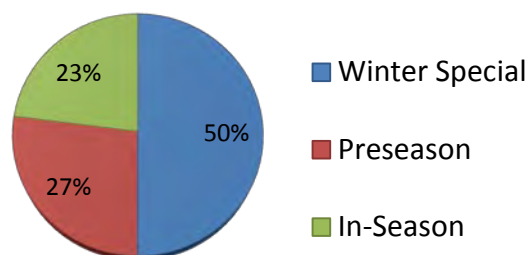
	2014 Season	2013 Season	2012 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Resident	7,712	8,839	9,797	(1,127)	(13%)
Non-Resident	828	1,038	1,187	(210)	(20%)
Total	8,540	9,877	10,984	(1,337)	(13%)

- Nonresident passes represent 10% of the total passes sold. This is a 1% increase compare to the last two seasons.
- Pool pass gross revenue decreased \$49,070 compared to 2013.
- 2014 Winter Special accounted for 45%, Preseason accounted for 23%, In-Season accounted for 32% of total sales.
- 2013 Winter Special accounted for 50%, Preseason accounted for 27% In Season account for 23 % of total sales.

2014 Pool Pass Sales Distribution



2013 Pool Pass Sales Distribution



F. Swim Lesson Registration

Swim Lessons	2014 Season	2013 Season	2012 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside Family Aquatic Center	976	1,236	1,358	(260)	(21%)
Rice Pool & Water Park	1,608	1,699	1,906	(91)	(5%)
Total	2,584	2,935	3,264	(351)	(12%)

- Registration figures include swim lessons, swim team, and private lessons.
- Swim lesson participation decreased by 351 participants.
- Staff has noticed a trend of decreased repeat session participation over the last 3 season.
- In 2014 Rice went from 5 classes' times per session to 4 to enable us to open the pool to the public ½ hour earlier.
- District 200 had to make up school days, so lessons did not start until June 11th making session I eight days instead of ten.
- New this season a 5th express session of 5 classes for one week before summer's end.

II. Aquatic Budget Analysis: Based on September 2014 Financial Status Report & Year End Projections.

REVENUE	2014 Season Actual	2013 Season Actual	2012 Season Actual	Increase(Decrease) from last season
Rice Pool	565,967	597,063	678,364	(31,096)
Northside	255,484	280,694	293,183	(25,210)
Total	821,145	877,757	971,552	(56,612)

EXPENSES	2014 Season Actual	2013 Season Actual	2012 Season Actual	Increase(Decrease) from last season
Rice Pool	605,210	598,962	630,365	6,248
Northside	296,335	289,916	281,104	16,419
Total	901,545	888,878	911,469	12,667

NET BALANCE	2014 Season Actual	2013 Season Actual	2012 Season Actual	Increase(Decrease) from last season
<u>Rice Pool</u> Balance (Revenue over Expenses)	(39,243)	(1,899)	47,999	(37,344)
<u>Northside</u> Balance (Revenue over Expenses)	(40,851)	(9,222)	12,079	(31,629)
Total Balance (Revenue over Expenses)	(80,094)	(11,121)	60,078	(68,973)

- **REVENUE**
 - 2014 vs. 2013 Comparison
 - Pool Passes decrease \$49,070
- **EXPENSES**
 - 2014 vs. 2013 Comparison
 - General Supplies (lounge chairs) increase \$12,000
 - Part Time Wages Rice Pool & Water Park increase \$33,104
 - Pool opened a ½ hour earlier Monday-Saturday / accounts for \$10,800
 - Part Time Wages Northside Family Aquatic Center increase \$2,519



FINANCIAL COMPARISONS

2014 Actual Revenue Versus Budgeted Revenue Compared to 2013

POOL PASS FINANCIALS

REVENUE	2014 Budgeted Pool Pass Revenue	2014 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2013 Actual Pool Pass Revenue	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	375,000	307,413	(67,587)	341,988	(34,575)	(10%)
Northside	170,000	144,768	(25,232)	159,263	(14,495)	(9%)
Total	545,000	452,181	(92,819)	501,251	(49,070)	(10%)

*Pool pass revenue were split 68% Rice to 32%

GUEST PASS FINANCIALS

(Four (4) daily resident visits for \$30 coupon booklet/ Forty (40) daily non-resident visits for \$200 coupon booklet)

REVENUE	2014 Budgeted Guest Passes Revenue	2014 Actual Pool Guest Pass Revenue	Increase (Decrease) Budgeted Guest Pass Revenue	2013 Actual Pool Guest Pass Revenue	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	17,000	12,279	(4,721)	12,615	(336)	(3%)
Northside	7,000	5,031	(1,969)	4,995	36	.07%
Total	24,000	17,310	(6,690)	17,610	(300)	(2%)

ADMISSION FINANCIALS

REVENUE	2014 Budgeted Daily Admission Revenue	2014 Actual Daily Admission Revenue	Increase (Decrease) Budgeted Daily Admission Revenue	2013 Actual Daily Admission Revenue	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	110,000	92,831	(17,169)	91,045	1,786	2%
Northside	22,000	22,498	498	24,020	(1,522)	(6%)
Total	132,000	115,329	(16,671)	115,065	264	.02%



COMBINED POOL PASSES, ADMISSIONS AND GUEST PASSES

2014 Gross Actual Revenue vs. 2013 Gross Actual Revenue

2014 Gross Actual Combined Admissions Revenue	2013 Gross Actual Combined Admissions Revenue	Increase (Decrease) 2014 vs. 2013	Percentage Increase (Decrease) 2014 vs. 2013 Revenue
585,420	633,926	(48,506)	(8%)



CONCESSIONS FINANCIALS

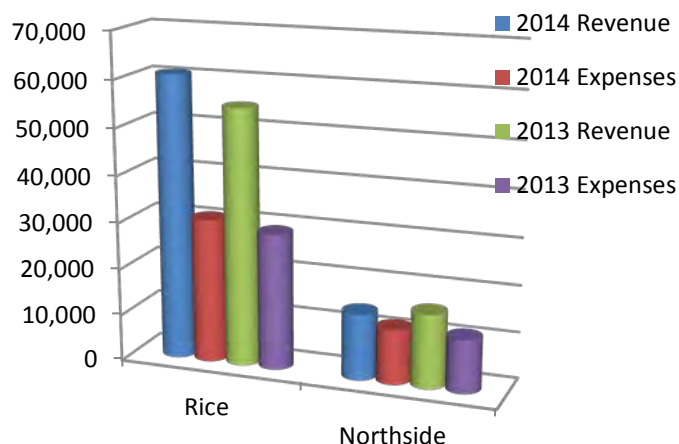
REVENUE	2014 Actual Concession Revenue	2013 Actual Concession Revenue	Increase(Decrease) from last season	Percentage Increase(Decrease) from last season
Rice	60,804	54,835	5,969	11%
Northside	14,290	15,905	(1,615)	(10%)
Total	75,094	70,740	4,354	6%

EXPENSES	2014 Actual Total Concession Expenses	2013 Actual Concession Expenses	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	30,912	29,255	1,657	6%
Northside	11,753	11,457	296	2%
Total	42,665	40,712	1,953	5%

2014 Concession Net Balance vs. 2013 Concession Net Balance

2014 Concession Net	2013 Concession Net	Increase (Decrease) 2014 vs. 2013	Percentage Increase (Decrease) 2014 vs. 2013 Net
32,429	30,028	2,401	8%

Concession Revenue Versus Expenses 2014 Compared to 2013



Concession Net Profit Percentage 2014 and 2013

2014 Combined Net Profit Percentage: 43%

2013 Combined Net Profit Percentage: 42%



SWIM LESSON FINANCIALS

REVENUE	2014 Budgeted Swim Lesson Revenue	2014 Actual Swim Lesson Revenue	Increase (Decrease) Budgeted Swim Lesson Revenue	2013 Actual Swim Lesson Revenue	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	77,500	63,362	(14,138)	69,170	(5,808)	(8%)
Northside	62,000	56,013	(5,987)	65,322	(9,309)	(14%)
Total	139,500	119,375	(20,125)	134,492	(15,117)	(11%)

EXPENSES	2014 Budgeted Swim Lessons PT Wages	2014 Actual Swim Lessons PT Wages	Increase (Decrease) Budgeted Swim Lessons PT Wages	2013 Actual Swim Lessons PT Wages	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	39,000	31,204	(7,796)	35,077	(3,873)	(11%)
Northside	20,400	26,256	5,856	29,682	(3,426)	(11%)
Total	59,400	57,460	(1,940)	64,759	(7,299)	(11%)

2014 Swim Lesson Budget vs. 2014 Swim Lesson Actual

2014 Budgeted Swim Lessons Net Balance	2014 Actual Swim Lesson Net Balance	2014 Increase (Decrease) Swim Lesson Budget	2014 Budget Percentage Increase (Decrease)
80,100	61,915	(18,185)	(23%)

2014 Swim Lesson Net Balance vs. 2013 Swim Lesson Net Balance

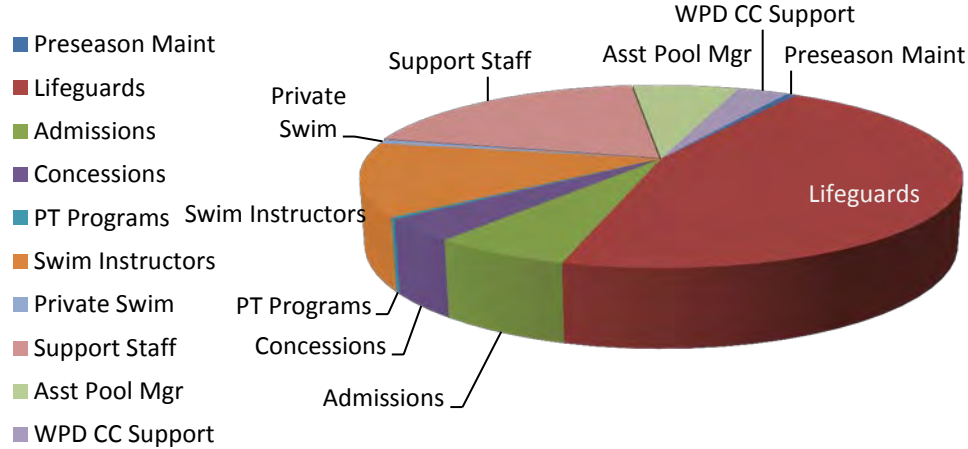
2014 Net Balance Swim Lessons	2013 Net Balance Swim Lesson	Increase (Decrease) 2014 vs. 2013	Percentage Increase (Decrease) 2014 vs. 2013 Net
61,915	69,733	(7,818)	(11%)

Swim Lessons Net Profit Percentage 2014 and 2013

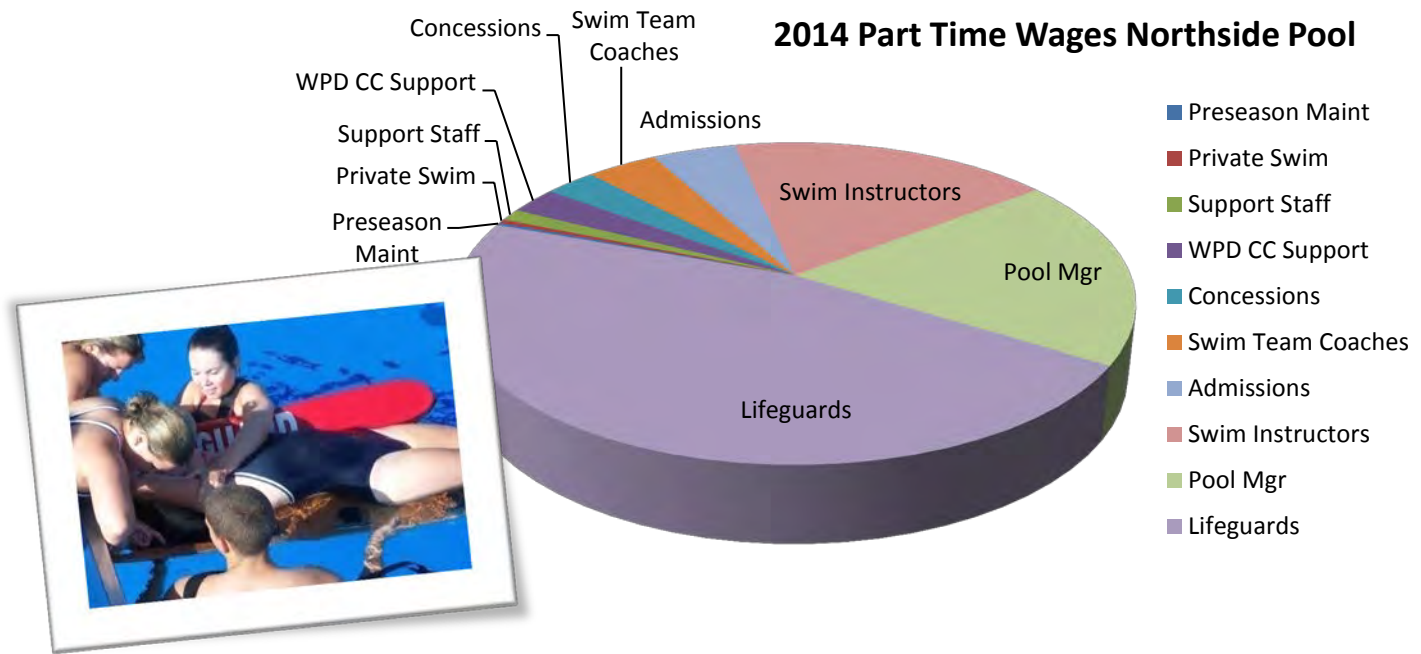
2014 Combined Net Profit Percentage: 52%

2013 Combined Net Profit Percentage: 52%

2014 Part Time Wages Rice Pool



	2014 Budgeted Part-time Wages Total Budget	2014 Actual Part- time Wages Total	Increase (Decrease) in Budgeted Part-time Wages	2013 Total Part-time Wages	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Preseason Maintenance	1,500	2,053	553	1,569	484	30%
Lifeguards	146,315	140,661	(5,654)	115,840	24,821	21%
Admissions	16,000	14,767	(1,233)	15,932	(1,165)	(7%)
Concessions	12,000	11,490	(510)	10,052	1,438	(14%)
PT Programs	800	766	(34)	875	(109)	(12%)
Swim Instructors	29,000	28,808	(192)	33,103	(4,295)	(13%)
Private Swim	2,400	2,396	(4)	1,973	423	21%
Support Staff	50,000	61,150	11,150	49,792	11,358	23%
Asst. Pool Manager	20,000	18,106	(1,894)	17,545	561	3%
WPD CC Support	7,940	7,940	0	8,352	(412)	(5%)
Rice Totals	285,955	288,137	2,182	255,033	33,104	13%



	2014 Budgeted Part-time Wages Total Budget	2014 Actual Part-time Wages Total	Increase (Decrease) in Budgeted Part-time Wages	2013 Total Part-time Wages	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Preseason Maintenance	600	552	(48)	360	192	53%
Lifeguards	66,000	65,751	(249)	62,081	3,670	6%
Admissions	7,735	7,222	(513)	6,234	988	16%
Concessions	3,828	4,892	1,064	3,828	1,064	28%
Swim Instructors	20,924	22,378	1,454	23,907	(1,529)	(6%)
Private Swim	500	240	260	525	(285)	(54%)
Support Staff	1,900	1,800	(100)	1,590	210	13%
Pool Manager	25,416	25,416	0	25,416	0	0%
Swim Team Coaches	3,800	3,638	(162)	5,250	(1,612)	(31%)
WPD CC Support	3,403	3,403	0	3,582	(179)	(5%)
Northside Totals	134,106	135,292	1,186	132,773	2,519	2%

OVERTIME COMPARISON

Staff continues eliminating overtime by effectively managing the 278 part-time employees

2014	2013	2012	2011	2010
\$45.00	\$326.00	\$35.00	\$88.00	\$90.00

FINANCIAL BOTTOM LINE & NET BALANCE PROJECTION

2014 Budgeted Net Combined Balance	2014 Actual Projected Net Combined Balance	2013 Budgeted Net Combined Balance	2013 Actual Projected Net Combined Balance
(15,278)	(80,094)	18,365	(11,121)

2014 Estimated Balance Projections: September 2014 Budget Status Report (Figures Unofficial Until Completion of the 2014 Financial Audit)

	Rice Pool & Water Park	Northside Family Aquatic Center
Estimated Revenue	\$565,967	\$255,484
Estimated Expenses	<u>\$605,210</u>	<u>\$296,335</u>
Estimated Balance	\$ (39,243)	\$ (40,851)
Estimated Combined Balance: \$(80,094)		



III. BEST PRACTICES

- As aquatic facilities, we continue to strive to be better and smarter. Below are listed those items staff accomplished in 2014.
- Rice Pool and Water Park changed regular season hours this year opening at 11am Monday-Saturday and Noon-8pm Sunday.
- In 2014, a pre-pre season discount rate was offered November 29 to January 31. During that early period, 3,868 passes were sold bringing in sales totaling \$183,831 four months before opening day. During the pre-season discount period February 1 thru April 30th, 1,981 passes were sold totaling an additional \$108,081. Regular seasonal rates began May 1. From May 1 throughout the 2014 season 2,691 passes were sold for an additional \$160,269. 72% of total sales occurred during a discounted period.
- End of Season discounted pool passes were offered again this year. A family of four could purchase a pool pass at \$99.00 for the last month of the aquatic season. 107 passes were sold from July 25 to September 1.
- The Parent and Tot program was a success again this summer drawing 146 participants to the class. The half-hour weekly lesson provided parents the opportunity to learn techniques to get their babies comfortable in the water. The Tuesday and Thursday evening class drew 30 participants to the class.
- Over the last several seasons, staff has made efforts and focused on reducing overtime.

	Rice Pool & Water Park	Northside Pool
2014	\$45.00	\$0.00
2013	\$326.00	\$0.24
2012	\$18.50	\$16.88

- Rice Pool's ice cream & beverage cart again this summer, was located in the zero depth area. This location helped to reduce line congestion at our main concession and proved very lucrative. The cart brought \$6,596.81 in sales.
- Northside Pool opened their concession stand during season swim meets again this year.
- Daily Safety Checks continued to be implemented at both aquatic facilities in 2014. These daily checks ensure our ability to account for any children and guests accompanying them for the day. This procedure was well received by patrons.
- Private Pool Parties went very well at Rice Pool this summer. The weekend choice party package includes a section of the pool for an hour of private swim time before the general public admission. The package also includes pool time during open swim, picnic area, food and drinks. Three (3) out of the 12 available dates sold in 2014 bringing in a total of \$1,720 in revenue.

IV. HIGHLIGHTS

- Wheaton Park District's aquatic facilities employed 278 individuals during the 2014 summer season; Rice Pool employed 196 while Northside Pool employed 82. 97% of the pool staff are high school or college aged employees. Approximately \$423,429 on 2014 part-time aquatic wages.
- Wheaton residents accounted for 93% of aquatic staff, resulting in approximately \$393,788 returned to the local economy through wages.
- The Wheaton Park District participated in the Ellis and Associates International Pool and Water Safety Lifeguard Training Programs. Through this program, lifeguards are audited on an individual basis as well as through Team Management Rescues. Audit ratings are based on professionalism, personal safety, aquatic accident prevention, observational skills, managing aquatic emergencies and team rescues. There are individual facility ratings as well as an overall park district rating. Both Northside Family Aquatic Center and Rice Pool and Water Park received a "meets" and two "exceeds" on the three 2014 audits, earning us a Gold Award.
- Rice Pool & Water Park and Northside Family Aquatic provided a safe and enjoyable time as 114,523 patron visits were recorded during the 2014 season.
- The DuPage County Health Department visited each facility during the summer. The concession stand inspections and water clarity tests were recorded as excellent.
- Staff surveyed swim lesson participants at both aquatic facilities. Swim lesson registration was down from the previous year although participants seemed pleased with our program. We were able to accommodate everyone on the waiting list. Comments and suggestions on teaching techniques, use of time, instruction, placement, and evaluating will be reviewed by the swim lesson coordinators and used as the basis for improvements for next year. (See Appendix "B" for Swim Lesson Survey Results.) The Parent/Tot class at Rice this season had 146 participants.
- Staff also surveyed our swim team program participants. Results will be shared with coaches and the comments will be addressed before next season as staff will work toward continually improving the swim team program. (See Appendix "C" for Swim Team Survey Result.)
- The Barracuda Swim Team's enrollment totaled 120 participants this season. There were three returning coaches for the 2014 season.
- The Parks Department once again provided both facilities with outstanding maintenance services. We appreciated the joint effort with the Parks Department.
- Inclement weather closed Northside Pool for 3 out of 74 days this summer versus 5 in 2013. Rice Pool was closed 5 out of 95 days this summer versus 6 days in 2013.
- Rice Pool and Water Park is entering its 27th year of operation. Northside will enter its 21st year.

V. 2014 MARKETING OVERVIEW

The Marketing team focuses on increasing awareness and brand presence of the Wheaton Park District Aquatic Facilities. In 2014, pool marketing initiatives included the following:

- **Cohesive Branding & Brand Recognition**
 - o Logo Updated (Appendix E-1)
 - The new logo was simplified to remove both facility names to create one brand for the Wheaton Park District Aquatic Facilities. The logo was updated on facility signage and staff apparel.
 - The new design allows for more scalability (use in different sizes), color imprint options when the logo needs to be adapted for various uses.
 - o Consistent Signage at both facilities (Appendix E-8)
 - The largest project undertaken this year was replacing and redesigning the signage (banners and window coverings) at both pool locations. The signage features the new logo, clearer messaging and an eye catching design. More signs were added to concession area, entrance ways, and slide areas to increase sales opportunities and to encourage a safe environment.
 - New signage area was added at Rice Pool by the concession stand where 4—large signage frames were built by the Parks Department. This area was used to promote upcoming events, swim lessons, and the summer pool sponsor.
 - o Website Redesign (Appendix E-6)
 - A new landing page was created to attract residents and guests to the pool website; www.wheatonparkdistrict.com/aquatics takes web visitors right to the pool information. This new URL was utilized throughout the season on posters, flyers, e-blasts, and other marketing.
 - All pages were updated to make information more accessible. In addition, more pictures were added with consistent logo imaging to “refresh” its look.
- **Sales Marketing** (Appendix E-2, E-3, E-7)
 - o Presale Pool Passes
 - Big Chill Pool Pass Sale—*20% off pool pass from Black Friday through January 31*
 - Promoted through E-Blasts, Social Media Posts, Flyers, Posters, Banners, A Frames, and web ad for month of January on Wheaton Patch.
 - Spring Splash Sale—*10% off pool pass from February 1 through April 30*
 - Promoted through E-Blasts, Flyers, Posters, A Frames, and Spring Wheaton Park District Program Guide Insert (33,000 households).
 - Dog Days of Summer— *\$99 family of four pool pass for remainder of summer (August Pool Pass Sale)*
 - Promoted through Social Media Posts, Flyers, Posters, and advertisement in Suburban Life Newspaper/ July 24.
 - o Daily Pass
 - Buy 1 Daily Admission, Get 1 Free—May 19 through July 20
 - Promoted at Mariano’s Grocery Store as an Ad Receipt
 - o Swim Lessons
 - Rebranded: “Swim Lessons Are Life Lessons”
 - Program Guide ½ Page Back Cover Ad | Camps & Aquatics Spring 2014
 - May & June RecWorld (e-newsletter for CUSD200)
 - Banners at both pool locations
 - Advertisement inclusion in Wheaton Park District May Eblast
- **Public Relations** (Appendix E-4)
 - o Cross Promotion at Wheaton Park District Facilities & Events
 - Community Center Lobby Promotion | December, January
 - Week of the Young Child Ice Cream Social | April
 - o Press Release

- Inside Wheaton Magazine | April
- **Program Guide & Marketing** (Appendix E-2, E-9)
 - Camps & Aquatics Program Guide
 - Staff worked to redesign the Aquatics section which condensed and simplified the information, better organized swim program offerings, added tables and charts to more clearly convey pricing and other information, added a “Meet Our Aquatic Manager” section, and better cross promote other programs throughout the guide.
 - In addition, information was added to promote opening a half hour earlier at Rice Pool this year.
 - Swim Lesson Flyers
 - Flyers promoted early and late summer sessions. These were distributed at Wheaton Park District events, Community Center front desk and flyer racks, as well as at the pool locations.
 - Go Card
 - Program Guide advertisements, updated website marketing, and e-blast marketing were used to promote the Go Card to both pool patrons and campers.

MARKETING STATISTICAL HIGHLIGHTS

- \$2,000 in sponsorship was raised this year for 2014 Pool Season (Appendix E).
- The Wheaton Park District website received 85,875 hits in 2014, this is an increase of 13.4% over 2013 (75,730)
- Five dedicated e-blasts were sent this year promoting pool sales and programs. The average open rate was 29%.
- An additional Black Friday e-blast promoted multiple sales including the pool pass sale. Of the 31% opening the e-blast, 34% clicked through to the pool sale information.
- 107 (\$3,093) August “Dog Days of Summer” Pool Passes were purchased; this was an increase from 2013 in which 62 additional passes were sold (\$2,032).

VI. LOOKING TOWARDS 2015

With less than favorable summer temperatures in 2014 and increased local competition, the 2015 marketing plan for the Aquatic Facilities will include new opportunities and sales and marketing techniques. The plan will take a detailed look at our current SWOT analysis:

- **S** (Strength) = Local, Convenient Location
- **W** (Weakness) = Aging Facility and Demographics
 - According to <http://censusviewer.com/city/IL/Wheaton> in the last 10 years Wheaton’s 65+ population has increased (approximately 4%) while the populations that has young children and teenagers (0-17) has decreased (approximately 14%).
- **O** (Opportunity) = Local Towns without outdoor pools such as Winfield, Warrenville, West Chicago
- **T** (Threat) = Competition: New/Updated Pools such as Carol Stream, Glen Ellyn

While this does not include all strengths, weaknesses, opportunities, and threats we feel the above are the most important ones to be aware of in the 2015 season.

- **New Presale Structure**
 - Pool pass sale structure has been the same for the last three years. Staff hopes by offering an additional 5% discount to kick off the sale and by changing up the segments of time in which the discounts are offered this will entice people to purchase in advance. Those waiting to purchase their pool pass to closer to the summer will receive less of a discount as in years past.
 - Black Friday Pool Pass Sale—25% off for one week only, Wednesday, November 26 through Monday, December 1
 - NEW= an additional 5% off will be offered to kick off the sales and entice early pass purchases.
 - Pre-Season Pool Pass Sale – 20% off for the remainder of December (12/2 through 12/31)
 - NEW= the 20% off window of time has been cut in half to encourage purchases before the end of 2014 and create urgency.
 - 2015 Early Purchase Incentive – 10% off January 1 through Tax Day (April 15)

- NEW= the 10% off window will be longer, yet all sales will end a few weeks earlier allowing for full season pass purchases closer to the season.
- **Advertising & Promotional Opportunities (Pool Pass Sales & Daily Admissions)**
 - o Local Advertisements & Surrounding Communities
 - Will consider print marketing opportunities in newspapers with distribution to Wheaton area and other communities that do not have outdoor pools available to them (Warrenville, Winfield, West Chicago)
 - o Specialized E-Marketing
 - Explore opportunities with large e-marketing lists (Kidwinks, ChicagoFun.com, Oaklees Guide) to promote daily admission promotions and encourage families outside Wheaton's immediate area to visit.
 - o Groupon or Living Social Promotions
 - Based on initial summer numbers/weather consider an online coupon website to push daily admission or one time family pass visits to the pools.
 - o Incentive Sale Pricing
 - Consider specialized sales and promotions to entice both resident and nonresident daily admissions, guest pass sales, swim lessons, and mid-summer pool pass sales. A few ideas being considered:
 - Pool Passes
 - o Large percentage discount off of Pool Pass Rates ½ way through the summer
 - Daily Admissions
 - o Additional incentives with the purchase of guest pass books or swim lesson registration (i.e. free Prairie Path Mini Golf Coupons or free ice cream coupon).
 - o Special/ limited time discount or incentive to residents and nonresidents to purchase guest booklets.
 - o Offer discounted times or days of the week (i.e. Wednesdays after 2PM are ½ price or lowered admissions)
 - o Offer special rates on days of the week (i.e. Wednesdays are Grandparents Days, ½ off for seniors accompanied by a child 18 & younger)
- **Continue to Brand and Cross Promote**
 - o Incorporate the Create.Discover.Play. brand initiative into the pool marketing.
 - o Utilize in house opportunities for cross promotion for pool facilities
 - Banners in community promoting pools
 - Create a rack card, promotional piece for the pools to distribute to hotels and convention and visitors bureaus in the area
 - Utilize other high traffic facilities to promote pools (Central Athletic Center, Seven Gables, Atten Park)
 - Promote pools on registration pages (high volume of web traffic) and add information to the bottom of registration receipts
 - o Consider an incentive pool pass option for other district pass holders (Cosley Zoo Members, DuPage County Historical Museum Members, Parks Plus Fitness Center Members).
 - o Create a marketing plan to promote pools at close by shopping centers such as Danada or Town Square.

Throughout 2015, the marketing team will continue to update the board on the new marketing and promotional initiatives outlined above through monthly board reports. The goal for 2015 is to address and continue to increase the steady decline in pool usage over the last several years.

Appendix A



TO: MIKE BENARD, EXECUTIVE DIRECTOR
 FROM: ANDY BENDY, DIRECTOR OF SPECIAL FACILITIES
 DAN NOVAK, SUPERINTENDENT OF SPECIAL FACILITIES
 WENDY RUSSELL, AQUATICS & SAFETY MANAGER
 RE: AQUATIC FACILITY SURVEY
 DATE: September 2014

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

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

Facility/Concessions:

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

	Rice Pool & Water Park	Northside Family Aquatic Center
Appearance/ Cleanliness	4.8	4.5
Friendliness of Staff	4.7	4.8
Reception as you walked in	4.8	4.8
Customer Service on Phone	4.8	4.8
Responsiveness of the Manager	4.8	4.8
Overall Concession Operation	4.4	4.7
Variety of Food at Concession Stand	3.9	3.0
Safety under Lifeguards	4.8	4.7
Pool Fees	2.9	1.0
Pool Rules and Regulations	4.9	4.9
Facility Overall	4.8	4.9

*Not all questions are answered on surveys.

The following general comments were received concerning both aquatic facilities:

Liked best about the facility:

Rice Pool & Water Park

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

Northside Family Aquatic Center

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

Changes you would make to facility:

Rice Pool & Water Park

- More parking
- Children Slide in Zero Depth.

Northside Family Aquatic Center

- More Slides and Boards
- More Shade
- Splash Area and new sand area
- Locker Room configuration
- Add new attractions
- Shade in chair areas
- Interactive water activities

Appendix B

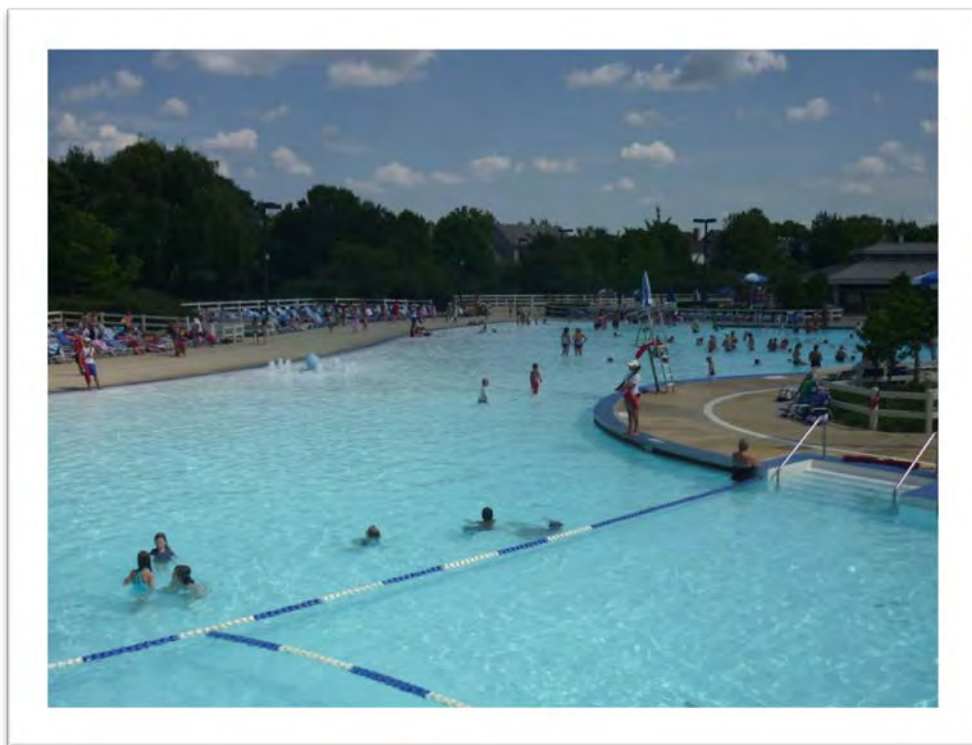


**Wheaton Park District
2014 Learn to Swim Survey Results**

	Rice Pool & Water Park	Northside Family Aquatic Center
<i>Did the program meet your expectations?</i>		
Yes	96%	98%
No	1%	2%
Not Sure/No Answer	3%	0%
<i>How would you rate your overall satisfaction?</i>		
Completely satisfied	90%	94%
Very satisfied	5%	3%
Satisfied	3%	2%
Partly satisfied	2%	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%	95%
Past experience	90%	98%
Proximity to home	72%	70%
Class size	70%	66%

Swim Lesson Comments

- Great Location
- Low cost
- Thankful to have a nice facility that is close to home
- Loved it and the teachers were amazing
- No make up classes where offered
- Excellent classes and staff are well trained
- Kids wanted to continue after the two weeks
- Organized and professional coordinators
- Happy could keep the same instructor over different sessions
- Knowledgeable, kind and patient instructors.
- Wonderful and patient instructors
- Loved this place and would not change a thing.
- Express classes are a good idea
- Great Program and would give an A+, loved 1st experience—thank you!
- Mr. Z was great and he cares a lot about his students
- Love that kids are encouraged, but not forced into the water



Appendix C



**Wheaton Park District
2014 Barracudas Swim Team Evaluation Results**

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

	Practice Sessions
a. Organization (productivity)	3.5
b. Length of practice time	3.5

	The program's contribution to swimmer's development
a. Physical skills	4.0
b. Stroke Improvement	3.6
c. Teamwork	4.0

	Team Environment
a. Morale of swimmers	3.5
b. Sportsmanship	3.5

	Head Coach
a. Knowledge of strokes	4.5
b. Relationship with swimmers	3.5
c. Organization	3.8

	Overall Evaluation
a. Head Coach Caitlin Krengel	3.0
b. Assistant Coach Cindy Jezuit	3.5
c. Assistant Coach Tyler Faith	4.0

	Swim Meets
a. Adequate meet opportunities	4.6
b. Opportunity to swim different events	4.2
c. Organization	4.5

The Barracudas Swim Team program's value for the fee	4.8
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My overall evaluation of the Barracudas Swim Team program	3.8
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Swim Team Comments

- The coaching and timeliness of the program improved.
- Great summer program and the kids enjoyed.
- Families are starting to swim over the winter months.
- The coaches do a good job and the communication with parents was great.
- More hands on coaching with the swimmers.
- All Coaches very skilled and knowledgeable.
- Organized.
- Great 1st year experience and were very impressed.
- Would like more stroke clinic opportunities and diving instruction.
- Hope Barracudas would be open to swimmers through high school.
- Looking forward to 2015.

Appendix D





**2014 Regular Season Pool Pass Rates
Family of Four- Resident**

1	Hinsdale Recreation	\$315
2	Woodridge Park District	\$285
3	West Chicago Park District	\$225
4	Bolingbrook Park District (Individual Pass x4)	\$224
5	Glen Ellyn Park District	\$221
6	Wheaton Park District 2014 Regular Season	\$220
7	Arlington Heights	\$217
8	Lisle Park District	\$210
9	Hoffman Estates Park District	\$210
10	Lombard Park District	\$205
11	Dundee Township Park District	\$192
12	Geneva Park District	\$190
13	Bensenville Park District	\$189
14	Elk Grove Park District	\$184
15	Palatine Park District	\$182
16	Carol Stream Park District (Family of 2 + 2 additional)	\$168

- The above chart shows the Average Pool Pass Rates, Family of Four \$214.
- In 2014, Wheaton Park District charged \$176 for a Winter Sale (November 25-January 31) and \$186 for a Pre-Season (February 1-April 30) family of four resident rate. Our regular season rates were \$220. Wheaton was ranked number 6 out of 16 districts when comparing regular season rates of surrounding pools. **The staff is proposing to leave the 2015 Season Pool Pass rates the same as 2014.**

Arlington Heights Park District

Season Pass Fees:	<u>Annual</u>	<u>Summer</u>
Individual/Resident	\$128	\$96
Individual/Non Resident	\$205	\$160
Family/Resident	\$217	\$188.50
Family/Non Resident	\$343	\$295.50
Hours of Operations:		
Sunday – Sunday:	10:30am – 9:00pm	

Bensenville Park District

Season Pass Fees:	<u>R/NR</u>
Adult	\$134
Senior	\$122
Youth	\$109/ \$136
Family (2)	\$145/ \$181
Family (3)	\$169/ \$211
Family (4)	\$189/ \$236
Family (5)	\$209/ \$261
Each Additional	\$20/ \$25
Senior Couple	\$135/ \$169
Hours of Operations:	
Mon-Thurs	11:30am – 7:00pm
Friday	11:30am – 8:00pm
Sat-Sun	11:00am – 8:00pm

Bloomington Park District

Season Pass Fees;	<u>Summer Resident</u>	<u>Summer Non-Resident</u>
Individual	\$119	\$169
Family (2-3)	\$169	\$219
Additional Member	\$10	\$ 10
Hours of Operations:		
Sunday- Saturday	11:30am – 7:30pm	

Bolingbrook Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$56	\$ 78
Family (2)	\$112	\$156
Family (3)	\$168	\$234
Family (4)	\$224	\$312
Family (5)	\$280	\$390
Hours of Operations:		
Sunday – Saturday	12:00pm – 6:00pm	

Carol Stream Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$92	\$132
Family (2)	\$144	\$244
Family (3)	\$173	\$288
Family (4)	\$202	\$332
Family (5)	\$231	\$376
Senior	\$81	\$117
Senior Couple	\$126	\$216
Guest Pass	\$77	\$107
Hours of Operations:		
Mon – Sat.	11:00am – 8:00pm	
Sunday	11:30am – 7:00pm	

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

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

Elk Grove Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$130	\$190
Senior (65 +)	\$100	\$145
Family (2)	\$155	\$228
Family (3)	\$170	\$250
Family (4)	\$184	\$273
Family (5 +)	\$200	\$293
Hours of Operations:		
Mon – Fri	11:00am – 8:00pm	
Saturday	11:30am – 8:00pm	
Sunday	11:30am – 6:00pm	

Geneva Park District

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

Glen Ellyn Park District

Season Pass Fees:	<u>Pre-Season Resident/Non-Resident</u>	<u>In-Season Resident/Non-Resident</u>
Child	\$113/\$170	\$127/\$191
Adult (18-54)	\$121/\$183	\$135/\$203
Senior	\$40/\$70	\$50/\$76
Family (2)	\$158/\$237	\$171/\$257
Family (3)	\$178/\$201	\$196/\$287
Family (4)	\$198/\$267	\$221/\$317
Each Additional	\$20/\$30	\$25/\$30
Non-Resident Caregivers Pass	\$135	\$140
Children under 3 Years	FREE	FREE
Hours of Operations:		
Mon – Fri	12:30pm – 8:00pm	
Sat – Sun	12:00pm – 8:00pm	

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

<u>Hoffman Estates Park District</u>	<u>Resident</u>	<u>Non-Resident</u>
Adult	\$72	\$ 79
Family (2)	\$118	\$129
Family (3)	\$161	\$179
Family (4)	\$210	\$228
Family (5)	\$256	\$281
Senior(62+)	\$66	\$ 72
Senior (Couple)	\$107	\$117
Hours of Operations:		
Sunday –Saturday	11:30am – 7:00pm	

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

<u>Lombard Park District</u>	<u>Resident</u>	<u>Non-Resident</u>
Season Pass Fees:		
Adult	\$84	\$120
Youth	\$72	\$97
Senior	\$72	\$97
Family (2)	\$131	\$191
Family (3)	\$171	\$253
Family (4)	\$205	\$293
Family (5)	\$235	\$332
Family (6) or more	\$267	\$373
Hours of Operations:		
Monday – Thursday	12:30pm -5:00pm, 6:30pm – 8:30pm	
Friday - Sunday	12:30pm – 7:00pm	

Palatine Park District**Season Pass Fees:**

Individual

2 Residents

4 Residents

5 Residents

Senior

2 Seniors

Hours of Operations:

Monday – Sunday

Pre-Season**Resident/Non-Resident**

\$114/\$186

\$144/\$231

\$172/\$273

\$212/\$333

\$70/\$120

\$100/\$165

11:30am -8:00pm

In-Season**Resident/Non-Resident**

\$124/\$186

\$154/\$231

\$182/273

\$222/333

\$70/120

\$100/165

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

Individual

Family 2

Family 3

Family 4

Each Additional

Hours of Operations:

Monday – Sunday

Pre-Season**Resident**

\$65

\$125

\$180

\$225

\$40

11:00am -8:00pm

Non-Resident

\$85

\$165

\$240

\$310

\$55

Woodridge Park District

Individual

Family (2)

Family (3)

Family (4)

Family (5)

Each Additional

1 Senior

2 Seniors

Hours of Operations:

Monday – Sunday

Cypress Cove & Hobson**Resident**

\$133

\$201

\$243

\$285

\$328

\$46

\$66.50

\$100.50

11:30am – 8:00pm

Non-Resident

\$160

\$240

\$320

\$400

\$480

\$55

\$80

\$120

Wheaton Park District**Season Pass Fees:**

Individual

Family (2)

Family (3)

Family (4)

Family (5)

Each Additional

Res Senior

Res Senior Couple

2014 Rice Pool & Water Park Hours of Operation:

Monday – Saturday

Sunday

2014 Northside Family Aquatic Center Hours of Operation:

Monday – Sunday

**Resident/
Pre-Season**

\$90

\$126

\$162

\$198

\$234

\$36

\$85

\$119

11:00am – 8:00pm

12:00pm – 8:00pm

**Resident/
In-Season**

\$100

\$140

\$180

\$220

\$260

\$40

\$95

\$133

**Non-Res
Pre-Season**

\$133

\$187

\$241

\$295

\$349

\$54

\$128

\$179

**Non-Res
In-Season**

\$149

\$208

\$267

\$326

\$385

\$59

\$142

\$198

2014 Park District Daily Fee Comparison

Addison

Resident

\$4 Adult (Mon-Fri)
\$7 Adult (Sat/Sun)
\$4 Child/Senior (Mon-Fri)
\$5 Child/Senior (Sat/Sun)

Nonresident

\$7
\$9
\$7
\$7

Woodridge – Cypress Cove

Resident

\$8 Children/Adults
\$4 Seniors

Nonresident

\$14 Children/Adults
\$7.00 Seniors

Bolingbrook

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

Lombard

Resident

\$6 Child/Senior
\$8 Adult

Nonresident

\$11 Child/Senior
\$13 Adult

Village of Hinsdale

Resident

\$7 Youth (2-17)
\$9 Adult

Nonresident

\$9 Youth (2-17)
\$14 Adult

Arlington Heights

Resident

\$5.50
After 5 pm rates
\$2.75

Nonresident

\$7.75

\$4.75

Elk Grove

Resident

\$5 Senior
\$6 Adult
\$6 Youth

Nonresident

\$7 Seniors
\$8 Adult
\$8 Youth

Bloomington

Resident

\$5 Ages 3-18
\$7 Ages 19-61
\$5 Ages 62 & over
After 6 pm rates

Nonresident

\$7 Ages 3-18
\$9 Ages 19-61
\$7 Ages 62 & over

Resident

\$4

Nonresident

\$6

Lisle*Resident*

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

Nonresident

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

Hoffman Estates*Resident*

\$6 Children/Seniors
 \$8 Adult
 After 5 pm
 \$6

Nonresident

\$7 Children/Seniors
 \$9 Adult
 \$7

Palatine*Resident*

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

Nonresident

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

Bensenville*Daytime*

Resident Nonresident
 3-17 \$6
 18-54 \$9
 55 & over \$6

Evening

Resident
 \$8
 \$11
 \$8

Nonresident
 \$3 \$5
 \$4 \$6
 \$3 \$5

Carol Stream*Resident*

\$5 Ages 3 and up
 \$4 After 6 pm
 \$23 Five Punch Visit
 \$40 Ten Punch Visit

Nonresident

\$9 Ages 3 and up
 \$5 After 6 pm
 \$32 Five Punch Visit
 \$56 Ten Punch Visit

Geneva*Resident*

\$7 Ages 3-17
 \$8 Ages 18-59
 \$7 Ages 60 & over
 Twilight Rates are half price after 6pm

Nonresident

\$10 Ages 3-17
 \$12 Ages 18-59
 \$10 Ages 60 & over

Dundee – Dolphin Pool*Resident*

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

Nonresident

\$6.50 Ages 3-9 & Seniors
 \$7.50 Adult 10-61
 \$5 Twilight

Glen Ellyn*Resident*

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

Nonresident

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

Wheaton – Northside*Resident*

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

Nonresident

\$7.50
\$12.25
\$7.50

Wheaton – Rice*Resident*

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

Nonresident

\$8.25
\$13.00
\$8.25

After 5 pm 50% less for resident and nonresident.






Appendix E: Marketing 2014

1) Logo



2) Print



Wheaton Park District – 2014 Pool Passes			
	Preseason (Through 6/30/14)	10% Savings	Season (8/1/14-1/1/15)
	Resident		
	Individual Pass	\$50	\$100
Family of 2	+\$56 + \$126		+\$40 + \$140
Family of 3	+\$56 + \$182		+\$40 + \$196
Family of 4	+\$56 + \$238		+\$40 + \$252
Family of 5	+\$56 + \$294		+\$40 + \$308
Family of 6	+\$56 + \$350		+\$40 + \$364
No Family Visa – * for each additional person?			
Family of 4 pass for their membership or for at least 4 residents			
	7 adults		6 adults
Nonresident			
Individual Pass	\$113		\$149
Family of 2	+\$54 + \$167		+\$59 + \$208
Family of 3	+\$54 + \$223		+\$59 + \$264
Family of 4	+\$54 + \$280		+\$59 + \$320
Family of 5	+\$54 + \$336		+\$59 + \$376
Family of 6	+\$54 + \$393		+\$59 + \$434
No Family Visa – * for each additional person?			
Family of 4 pass for their membership or for at least 4 residents			
	7 adults		6 adults
Senior (60+ years old) – \$10 Additional Savings			
 wheatonparkdistrict.com 			

[illegible]



AQUATICS

June 7-10, 2018

whartonbusinesscenter.com

Splash-Inc Private Parties!

Powers 2 of 4 swimmer's choice, 1/2 mile, 1/4 mile, 1/8 mile, 1/16 mile, 1/32 mile, 1/64 mile, 1/128 mile, 1/256 mile, 1/512 mile, 1/1024 mile, 1/2048 mile, 1/4096 mile, 1/8192 mile, 1/16384 mile, 1/32768 mile, 1/65536 mile, 1/131072 mile, 1/262144 mile, 1/524288 mile, 1/1048576 mile, 1/2097152 mile, 1/4194304 mile, 1/8388608 mile, 1/16777216 mile, 1/33554432 mile, 1/67108864 mile, 1/134217728 mile, 1/268435456 mile, 1/536870912 mile, 1/1073741824 mile, 1/2147483648 mile, 1/4294967296 mile, 1/8589934592 mile, 1/17179869184 mile, 1/34359738368 mile, 1/68719476736 mile, 1/137438953472 mile, 1/274877906944 mile, 1/549755813888 mile, 1/1099511627776 mile, 1/2199023255552 mile, 1/4398046511104 mile, 1/8796093022208 mile, 1/17592186044416 mile, 1/35184372088832 mile, 1/70368744177664 mile, 1/140737488355328 mile, 1/281474976710656 mile, 1/562949953421312 mile, 1/1125899906842624 mile, 1/2251799813685248 mile, 1/4503599627370496 mile, 1/9007199254740992 mile, 1/18014398509481984 mile, 1/36028797018963968 mile, 1/72057594037927936 mile, 1/144115188075855872 mile, 1/288230376151711744 mile, 1/576460752303423488 mile, 1/1152921504606846976 mile, 1/2305843009213693952 mile, 1/4611686018427387904 mile, 1/9223372036854775808 mile, 1/18446744073709551616 mile, 1/36893488147419103232 mile, 1/73786976294838206464 mile, 1/147573952589676412928 mile, 1/295147905179352825856 mile, 1/590295810358705651712 mile, 1/1180591620717411303424 mile, 1/2361183241434822606848 mile, 1/4722366482869645213696 mile, 1/9444732965739290427392 mile, 1/18889465931478580854784 mile, 1/37778931862957161709568 mile, 1/75557863725914323419136 mile, 1/151115727451828646838272 mile, 1/302231454903657293676544 mile, 1/604462909807314587353088 mile, 1/1208925819614629174706176 mile, 1/2417851639229258349412352 mile, 1/4835703278458516698824704 mile, 1/9671406556917033397649408 mile, 1/19342813113834066795298816 mile, 1/38685626227668133590597632 mile, 1/77371252455336267181195264 mile, 1/154742504910672534362390528 mile, 1/309485009821345068724781056 mile, 1/618970019642690137449562112 mile, 1/1237940039285380274899124224 mile, 1/2475880078570760549798248448 mile, 1/4951760157141521099596496896 mile, 1/9903520314283042199192993792 mile, 1/19807040628566084398385987584 mile, 1/39614081257132168796771975168 mile, 1/79228162514264337593543950336 mile, 1/158456325028528675187087900672 mile, 1/316912650057057350374175801344 mile, 1/633825300114114700748351602688 mile, 1/1267650600228229401496703205376 mile, 1/2535301200456458802993406410752 mile, 1/5070602400912917605986812821504 mile, 1/10141204801825835211973625643008 mile, 1/20282409603651670423947251286016 mile, 1/40564819207303340847894502572032 mile, 1/81129638414606681695789005144064 mile, 1/162259276829213363391578010288128 mile, 1/324518553658426726783156020576256 mile, 1/649037107316853453566312041152512 mile, 1/1298074214633706907132624082305024 mile, 1/2596148429267413814265248164610048 mile, 1/5192296858534827628530496329220096 mile, 1/10384593717069655257060992658440192 mile, 1/20769187434139310514121985316880384 mile, 1/41538374868278621028243970633760768 mile, 1/83076749736557242056487941267521536 mile, 1/166153499473114484112975882535043072 mile, 1/332306998946228968225951765070086144 mile, 1/664613997892457936451903530140172288 mile, 1/1329227995784915872903807060280344576 mile, 1/2658455991569831745807614120560689152 mile, 1/5316911983139663491615228241121378304 mile, 1/10633823966279326983230456482242756608 mile, 1/21267647932558653966460912964485513216 mile, 1/42535295865117307932921825928971026432 mile, 1/85070591730234615865843651857942052864 mile, 1/170141183460469231731687303715884105728 mile, 1/340282366920938463463374607431768211456 mile, 1/680564733841876926926749214863536422912 mile, 1/1361129467683753853853498429727072845824 mile, 1/2722258935367507707706996859454145691648 mile, 1/5444517870735015415413993718908291383296 mile, 1/10889035741470030830827987437816582766592 mile, 1/21778071482940061661655974875633165533184 mile, 1/43556142965880123323311949751266331066368 mile, 1/87112285931760246646623899502532662132736 mile, 1/174224571863520493293247799005065324265472 mile, 1/348449143727040986586495598010130648530944 mile, 1/696898287454081973172991196020261297061888 mile, 1/1393796574908163946345982392040522594123776 mile, 1/2787593149816327892691964784081045188247552 mile, 1/5575186299632655785383929568162090376495104 mile, 1/1115037259926531157



3) Advertisements



PAPER FAXED DATE: _____	ATTN: KRISTINA	STORE # _____
ADVERTISING PROOF		
THANK YOU		
For choosing		
PRE-PROOF This is the Proof of your Coupon	ASHLEY	PROOFREAD
PROOFREAD THIS AD!	MARIANOS #813 / ZONE 25 325 S. MARSH WHEATON, IL 60154	PROOFREAD THIS AD!
STORE LOCATION		
Phone (818) 206-2580 or (800) 247-5435 Fax (818) 206-2461 10000 Wilshire Blvd. Suite 1000 West Century City, CA 90048 <i>* Please call us for the following: * Pool openings, Pet services or in store * Pool approved after printed ad * * Please call the address of the store to get the general details for the services and the store address of the location *</i>		
We've got the coolest places under the sun		
	Buy 1 Baby Admission Get 1 FREE (Good up to \$12) (See Details) * Buy 1 Baby Admission (12 months or less), in cash only * Buy 1 Baby Admission (12 months or less), in cash only * Buy 1 Baby Admission (12 months or less), in cash only * Buy 1 Baby Admission (12 months or less), in cash only	
	Sun Pool & Water Park 1777 S. Broadway Rd. • 404.653.8884 Northridge Family Aquatics 1599 West 36 • 760.643.3143	
www.rtuiparkdistrict.com/aquatics		
Signature: _____ Date: _____		
Please attach this advertising information. This is your proof of purchase. We will gladly confirm materials before printing. A copy of this final invoice must be presented when the material is ready to be printed and the invoice must be paid in full.		
IN OFFICE USE ONLY		
ADVERTISER: KNETZMETZ WORLD CITY DISTRICT: DISTRICT 25 DATE: 05/24/25 TIME: 02:43	KNETZMETZ WORLD CITY DISTRICT 25 REP/KRISTINA EDWARDS	
DATE: 05/24/25 TIME: 02:43 BY: KRISTINA EDWARDS	DATE: 05/24/25 TIME: 02:43 BY: KRISTINA EDWARDS	



4) Public Relations

[illegible]

5) Sponsorship



Always thinking. Always caring.

Pool Banner

[illegible]



*create.
discover.
play.*





Purchase Pool Passes Online >



Child Pass
 Child Passes are available for the Northside and Southside Pools. Child Passes are available for children ages 5 and under. Child Passes are available for children ages 5 and under. Child Passes are available for children ages 5 and under.

Looking for good and water tips for the summer?

Click on the link below to go to the website.

Visit us at local community locations:

Wheaton Park District
 1000 N. Lake Street
 Wheaton, IL 60187
 Tel: 630-466-1100
 Fax: 630-466-1101

Wheaton Township
 1000 N. Lake Street
 Wheaton, IL 60187
 Tel: 630-466-1100
 Fax: 630-466-1101








Swim Lessons are Life Lessons

SWIMMING TRIPS PROVIDE QUALITY EDUCATION

Dear Dear Patron:

At the Whittier Park District Aquatic Facility lessons is our priority. We strive to provide a safe and fun environment for your families, and guests all summer season and beyond.

We strongly encourage parents to accompany children to the pool regardless of their age. Accounting to our young "patrons" and guardians are responsible for the supervision of their children ages 11 and under. Guardians are highly trained individuals and are at all times to understand how our pool is designed to be safe.

Swim Lessons are Life Lessons. We want you to see this offering at both locations. Even the most skilled swimmers can benefit from swim lessons to move them to the next. Our swim lesson instructors teach water confidence, pool safety, and basic strokes. Swimmers learn to swim in full safety, and receive recognition as a skill being accepted. This pool environment and western residents, register at the Community Center or online at www.whittierpark.org

Our staff exists to provide a safe and fun environment for all patrons visiting our Aquatic Facility. Please be a member of our staff to ensure www.whittierpark.org calls and registration. If you have any questions to find more information please do not hesitate to contact the priority.

Sincerely,

Wendy Runkel *Pool Management/Instructor Coordinator*
408-333-0326
wendy@whittierpark.org

 **Aquatic Facility Hours**

Rise Pool & Water Park Whittier Tuesday 10:00 AM Friday 12:00 PM	Northridge Family Aquatics Sunday 12:00 PM daily with adult up ages 12 and 18 up	2nd Location Swimmers 
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Host Your Special Event with Us!
For private parties or birthday celebrations call Rise for more information **530-633-8864**.

 **Facebook**  **Twitter**  **Instagram**  **YouTube**  **Forward**

 **Whittier Park District** | 1025 W. Whittier Blvd., Whittier, CA 90607 | 408-366-4719

Board of Directors: Mayor: **John S. Boudreau** | Vice Mayor: **David S. Anderson** | City Clerk: **Tanya A. Miles**
City Manager: **John S. Boudreau** | City Administrator: **John S. Boudreau** | City Treasurer: **John S. Boudreau**

New



8) Banners & Window Coverings

Swim Lessons Are Life Lessons



5 Sessions, 2 Locations
Weekday & Saturday Options

Register at wheatonparkdistrict.com/aquatics

Northside Family Aquatic Center is home to the Barracudas Swim Team!

Pool closes at 6P for Home Swim Meets.

2014 Swim Team Schedule
Meets start at 6:45P.

Tuesday, June 10 vs. Clarendon Hills
Tuesday, June 17 vs. Downers Grove
Thursday, June 19 vs. Lisle
Saturday, June 28 vs. Hinsdale
Tuesday, July 1 vs. Western Springs
Monday, July 7 vs. Glen Ellyn
Thursday, July 10 vs. Lemont


Northside Family Aquatic Center



	Weekdays	Weekends
Open Swim	12-5:30P 6:30-8P	12-5:30P 6:30-8P
Adult Lap Swim	12-1P	12-1P
Adult Lap Swim/Water Walking	5:30-6:30P	5:30-6:30P



North Pole Concession



Snacks, Treats, and Sweets!

North Pole Concession Menu



Cheese Pizza	\$5.00
Hot Dog	\$3.50
Cheese Dog	\$3.75
Pretzel	\$3.00
with cheese	\$3.50
Nachos	\$3.75
Chips	\$1.25
Fountain Drink-16 oz	\$2.00
Candy	\$2.00
Good Humor Ice Cream	\$2.50-\$3.50

Northside Family Aquatic Center Daily Fee Information



	Resident (Wheaton Park District ID Required)	Nonresident
Child (under 18)	\$5.00	\$ 7.50
Adult (18 & over)	\$8.25	\$12.25
Senior (60 & over)	\$5.00	\$ 7.50

Twilight rate after 5P is 50% less

Concession Menu



A la Carte	Sides & Snacks
Cheese Pizza \$3.75	Chips \$1.25
Hamburger \$4.00	French Fries \$2.75
Cheeseburger \$4.50	Cheese Fries \$3.75
Hot Dog \$3.50	Soft Pretzel \$3.00
Cheese Dog \$3.75	with cheese \$3.50
Meal Deals	Popcorn \$2.50
<small>Meal includes chips and 16 oz. fountain drink.</small>	Nachos \$3.75
Chicken Tender Meal - 3 Piece \$4.00 - 4 Piece \$4.50	Beverages
Hot Dog Meal \$6.25	Fountain Drink - 16 oz. \$2.00 - 22 oz. \$2.25
Cheeseburger Meal \$7.25	Bottle of Water 20 oz. \$2.00
Hamburger Meal \$6.75	Sweet Treats
	Candy \$2.00
	Good Humor Ice Cream \$2.50-\$3.50

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 heart condition, should refrain from "sliding."
- Exit the pool immediately after each slide.
- Lifeguards reserve the right to revoke slide privileges.

wheatonparkdistrict.com/aquatics

You must be this tall to slide.



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Rules

- Only one person on the slide at a time.
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- Lifeguards reserve the right to revoke slide privileges.

wheatonparkdistrict.com/aquatics

Forget something? We've got you covered.



Souvenir Cup	\$6.00
Sunglasses	\$5.00
Swim Diaper	\$7.50
Pool Towel	\$15.00
Lanyard	\$5.00
Sunscreen	\$2.50 & up

Pool Pass Holders



Hours of Operation

	Weekdays	Saturdays	Sundays
Regular Season	11A-8P	11A-8P	12-8P
Post-Season	4-8P (Fridays Only)	11A-8P	12-8P
Labor Day	11A-7P		

Rice Pool & Water Park Daily Admission Fees



Daily Fee	Resident	Nonresident
Under 18	\$5.50	\$8.25
18 & Over	\$8.75	\$13.00
60 & over	\$5.50	\$8.25

Pre-Season May 24-June 10	Weekdays 4-8P	Saturdays 11A-8P	Sundays 12-8P
Regular Season June 11-August 19	Weekdays 11A-8P	Saturdays 11A-8P	Sundays 12-8P
Post-Season	Fridays 4-8P	Saturdays 11A-8P	Sundays 12-8P
Memorial Day 11A-8P		Labor Day 11A-7P	

9) Brochure Pages from Camps & Aquatics

pool passes

Community Center Hours

- Program Registration
- Community Center Activities
- Parks Plus Fitness Center
- Photo I.D. Registration

Weekdays | 5A-10P

Saturdays | 7A-7P

Sundays | 8A-6P

Summer Holiday Hours:

Memorial Day | 7A-1P

Fourth of July | 7A-1P

Labor Day | 7A-1P

For detailed information on applying for or renewing a pool pass, please see the back section of this guide.

There are no refunds for season pool passes.

- **Pool Passes may be purchased online* or at the Community Center.**
- **All season passes are good at both Northside Family Aquatic Center and Rice Pool & Water Park.**
- A photo identification system is used at each pool complex. Each person three years old and over as of January 1 must have a current photo identification card in order to purchase a season pass at resident rates.
- A family is identified as parent(s) and any unmarried children age 21 and under who are living at home. Children who are 22 and over and living at home and any other relatives and individuals in the same household may not be included on the family pass. **Residents must have a valid 2014 ID card to be eligible to purchase a pool pass. See Resident Photo ID information for details.**

*Online purchases require a Wheaton Park District household account.

Buy Now & Save with the Spring Splash Sale Through April 30

Wheaton Park District Residents

- Individual: \$90
- 2 Family Members: \$126
- 3 Family Members: \$162
- 4 Family Members: \$198
- 5 Family Members: \$234
- Senior: \$85
- Senior Couple: \$119
- \$36 for each additional family member.

No family maximum.

Nonresidents

- Individual: \$133
- 2 Family Members: \$187
- 3 Family Members: \$241
- 4 Family Members: \$295
- 5 Family Members: \$349
- Senior: \$128
- Senior Couple: \$179
- \$54 for each additional family member.

No family maximum.

10% savings through April 30!

Season Pass Rates (beginning May 1)

Wheaton Park District Residents

- Individual: \$100
- 2 Family Members: \$140
- 3 Family Members: \$180
- 4 Family Members: \$220
- 5 Family Members: \$260
- Senior: \$95
- Senior Couple: \$133
- \$40 each additional family member.

No family maximum.

Nonresidents

- Individual: \$149
- 2 Family Members: \$208
- 3 Family Members: \$267
- 4 Family Members: \$326
- 5 Family Members: \$385
- Senior: \$142
- Senior Couple: \$198
- \$59 for each additional family member.

No family maximum.

pool hours

2014 – **New** Extended Pool Hours*

	Northside Family Aquatic Center	Rice Pool & Water Park
Preseason	May 24-25, May 31-June 1 & June 7-8 Saturdays, Sundays & Memorial Day Only Noon-8P	May 24-June 10 Weekdays 4-8P Saturdays 11A-8P Sundays Noon-8P Memorial Day 11 am-8P
Regular Season	June 11-August 17 Weekdays Noon-8P Weekends Noon-8P Pool Closed for the Season August 18 August 17 Close – 6P	June 11-August 19 Weekdays 11A-8 P Saturdays 11A-8P Sunday Noon-8P
Postseason	August 18-September 1 CLOSED Weekdays Fridays Saturdays Sundays Labor Day	August 20-September 1 Closed M-Th 4-8P 11A-8P Noon-8P 11A-7P
Lap Swimming	Preseason Noon-1P Regular Season Weekdays Noon-1P Weekends Noon-1P	All Hours of Operation
Adult Swim Only Lap Swim Water Walking	5:30-6:30P every day of operation	NOT AVAILABLE

***New! Pool opens 30 minutes earlier Monday-Saturday!**

Inclement Weather
Wheaton Park District Aquatic Facilities may be closed if the air temperature is 68 degrees or below, or at the manager's discretion based on inclement weather, low attendance or unusual circumstances. Unusual circumstances may also require the closure of pool areas or sections. Refunds, rain checks, or prorated fees will not be offered for any type of pool closure.

