

# 2017 Aquatics Annual Report



WHEATON PARK DISTRICT

*Aquatic Facilities*

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## Executive Summary



The Wheaton Park District would like to congratulate Wendy Russell, Aquatics and Safety Manager on her upcoming retirement. Wendy has been 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 as they began their first jobs as lifeguards or swim instructors at the park district.

Wendy has also served as the Safety Manager for the park district, coordinating and teaching PDRMA's CPR and First Aid classes for all departments. She has been a Senior Associate with the premier lifeguard licensing agency Ellis & Associates since 2005, and her dedication to aquatics and safety will be greatly missed. Wendy will be found at the pools for the 2018 season as a part-time manager while she continues to coach and mentor aquatics staff.

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 2017 season 124,045 patrons dove into our locations and enjoyed our beautiful amenities. In 2018, Rice Pool and Water Park is entering its 30<sup>th</sup> year of operation, while Northside will enter its 24<sup>th</sup> year.



## Highlights

- Wheaton Park District aquatic facilities employed 288 individuals during the 2017 summer season; Rice Pool employed 196 while Northside Pool employed 92. 97% of the pool staff are high school or college aged.
- Approximately \$439,094 was spent in 2017 on part-time wages.
- **Wheaton residents accounted for 92% of aquatic staff, resulting in approximately \$403,966 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, 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. Both Northside Family Aquatic Center and Rice Pool and Water Park received “three exceeds” on the 2017 audits receiving the Gold Standard for Ellis & Associates.
- 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.
- 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. Participants seemed pleased with our program. We were able to accommodate everyone on the waiting list. Comments and suggestions on teaching techniques, use of time, instruction, placement, and evaluating will be reviewed by the swim lesson coordinators and used as the basis for improvements for next year. (See Appendix B | Learn to Swim Survey Results)
- Staff also surveyed our swim team program participants. Results will be shared with coaches before next season and staff will work toward continually improving the swim team program. (See Appendix C | Swim Team Evaluations)



## Highlights Continued



- A Black Friday discount of 25% was offered November 22 to November 30. During the sale, 2,648 passes were sold totaling \$115,517 five months prior to opening day. During the winter discount period (December 1 thru January 9) during this time 1,012 passes were sold totaling an additional \$47,126. The pre-season discount rate was offered January 10 to April 30, 1,792 passes were sold totaling \$98,224 in sales. Regular season rates began May 1. From May 1 throughout the 2017 season 2,976 passes were sold for an additional \$180,263. **60% of total sales occurred during a discounted period.**

- 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. 45 passes were sold from July 24 to September 4.
- 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 48 participants to the program.
- The Barracuda Swim Team's enrollment totaled 118 participants this season. We had a returning head coach, one new assistant, and one returning assistant. The spirited and energetic team members made a lot of personal best times.





- Daily safety checks continued to be implemented at both facilities in 2017. 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.
- Private pool parties were offered again at Rice Pool and Water Park. 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 dates were sold in 2017 bringing in a total of \$1,050 in additional revenue.
- Northside had the 5<sup>th</sup> Annual Kids Triathlon on August 12<sup>th</sup>. Approximately 95 athletes participated in this facility rental.
- Dippin Dots were a big hit this year for our concessions ice cream menu. The product was well received at both facilities bringing in \$13,088 in gross revenue.

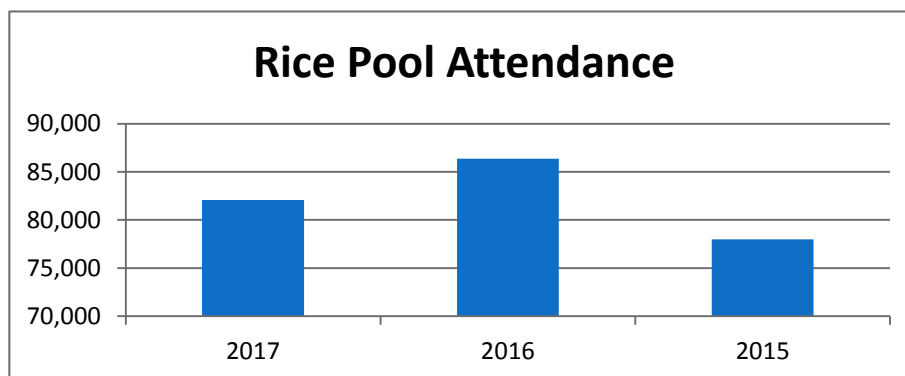


## Attendance

### Rice Pool and Water Park

| RICE POOL                          | 2017 Season   | 2016 Season   | 2015 Season   | Increase (Decrease) from last season | Percent Increase (Decrease) from last season |
|------------------------------------|---------------|---------------|---------------|--------------------------------------|--|
| Pool Pass Visits                   | 47,600        | 48,055        | 43,627        | (455)                                | (0.95%)                                      |
| Daily Admissions Paid              | 16,486        | 18,634        | 16,844        | (2,148)                              | (11.5%)                                      |
| Camps                              | 6,503         | 6,397         | 5,347         | 106                                  | 1.7%   |
| In-House Swim Lesson and Swim Team | 11,478        | 13,289        | 12,174        | (1,811)                              | (13.6%)                                      |
| <b>Total</b>                       | <b>82,067</b> | <b>86,375</b> | <b>77,992</b> | <b>(4,308)</b>                       | <b>(5.0%)</b>                                |
| Days Open                          | 98            | 92            | 94            | 6                                    | 6.5%   |
| Avg. Daily Attendance              | 837           | 938           | 829           | (101)                                | (10.7%)                                      |
| Days Closed                        | 1             | 2             | 3             | (1)                                  | (50.0%)                                      |

- Rice pool saw a decrease of 4,308 patrons compared to 2016 season



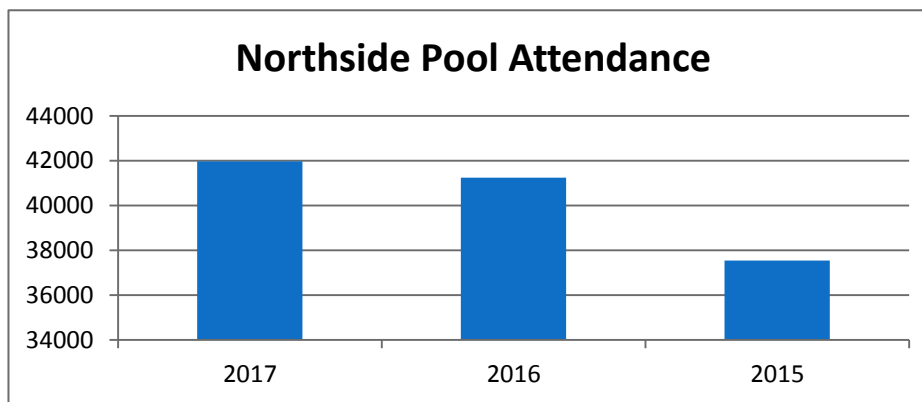
|                 | 2017 Days | 2016 Days | 2017 Total Hours | 2016 Total Hours | 2017 Savings Impact | 2016 Savings Impact |
|-----------------|-----------|-----------|------------------|------------------|---------------------|---------------------|
| Weather Closing | 7         | 9         | 21               | 36               | \$4,935             | \$8,460             |
| Low Attendance  | 0         | 0         | 0                | 0                | \$0                 | \$0                 |
| <b>Total</b>    | <b>7</b>  | <b>9</b>  | <b>21</b>        | <b>36</b>        | <b>\$4,935</b>      | <b>\$8,460</b>      |

## Attendance

### Northside Pool

| NORTHSIDE POOL                     | 2017 Season   | 2016 Season   | 2015 Season   | Increase (Decrease) from last season | Percent Increase (Decrease) from last season |
|------------------------------------|---------------|---------------|---------------|--------------------------------------|--|
| Pool Pass Visits                   | 24,372        | 22,092        | 20,361        | 2,280                                | 10.3%  |
| Daily Admissions                   | 5,019         | 4,913         | 4,692         | 106                                  | 2.2%   |
| Camp Visits                        | 2,103         | 1,974         | 1,951         | 129                                  | 6.5%   |
| In-House Swim Lesson and Swim Team | 10,484        | 12,263        | 10,540        | (1,779)                              | (14.5%)                                      |
| <b>Total</b>                       | <b>41,978</b> | <b>41,242</b> | <b>37,544</b> | <b>736</b>                           | <b>1.8%</b>                                  |
| Days Open                          | 83            | 74            | 80            | 9                                    | 12.2%  |
| Avg. Daily Attendance              | 505           | 557           | 469           | (52)                                 | (9.3%)                                       |
| Days Closed                        | 1             | 2             | 2             | (1)                                  | (50.0%)                                      |

- Northside pool saw an increase of 736 patrons from the 2016 season



|                 | 2017 Days | 2016 Days | 2017 Total Hours | 2016 Total Hours | 2017 Savings Impact | 2016 Savings Impact |
|-----------------|-----------|-----------|------------------|------------------|---------------------|---------------------|
| Weather Closing | 7         | 9         | 20               | 33               | \$3,600             | \$5,940             |
| Low Attendance  | 0         | 0         | 0                | 0                | \$0                 | \$0                 |
| <b>Total</b>    | <b>7</b>  | <b>9</b>  | <b>20</b>        | <b>33</b>        | <b>\$3,600</b>      | <b>\$5,940</b>      |



## Total Pool Passes Sold

| Total Pool Passes Sold | 2017 Season  | 2016 Season | 2015 Season | Increase (Decrease) from last season | Percentage Increase (Decrease) from last season |
|------------------------|--------------|-------------|-------------|--------------------------------------|---|
| Resident               | <b>7,683</b> | 7,375       | 7,050       | 308                                  | 4.2%  |
| Non-Resident           | <b>745</b>   | 659         | 691         | 86                                   | 13.1%   |
| <b>Total</b>           | <b>8,428</b> | 8,034       | 7,741       | 394                                  | 4.9%  |

- Nonresident passes represent 9% of the total passes sold. This is roughly the same as last season.
- Pool pass gross revenue increased \$28,740 from 2016.
- The 2017 Black Friday Sale (November 22-November 30) accounted for 26%, Winter Special (December 1-January 9) accounted for 12%, Preseason Sale (January 10- April 30) accounted for 22% and in-season (May 1 and after) accounted for 40% of total sales.
- In 2017, 60% of the passes were sold at a discount, compared to 65% in 2016.

## Total Paid Daily Admission Visitors

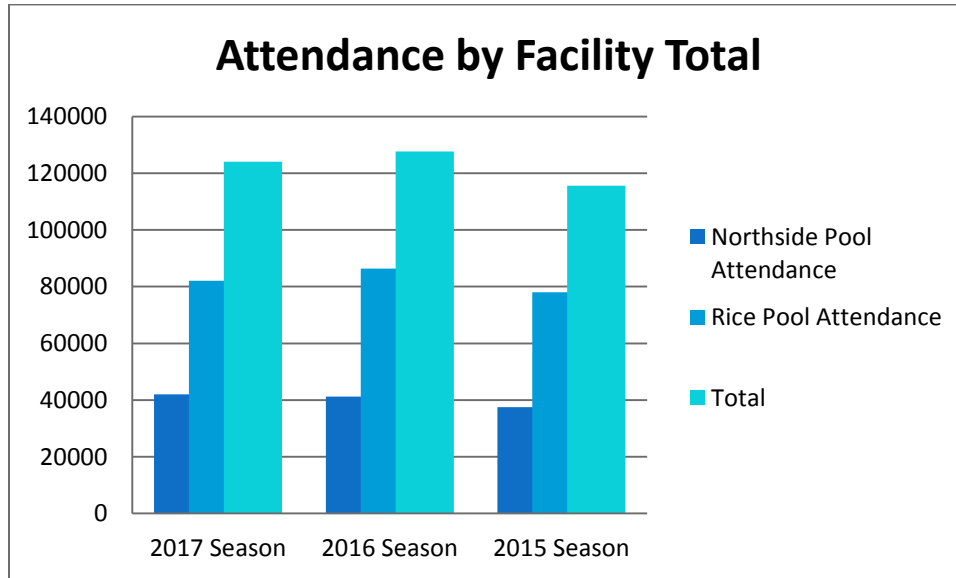
| Resident Daily Admission | 2017 Season   | 2016 season | 2015 Season | Increase (Decrease) from last season | Percentage Increase (Decrease) from last season |
|--------------------------|---------------|-------------|-------------|--------------------------------------|---|
| Northside                | <b>3,398</b>  | 4,292       | 4,432       | (894)                                | (20.8%)   |
| Rice                     | <b>10,005</b> | 11,849      | 10,767      | (1844)                               | (15.6%)   |
| <b>Total</b>             | <b>13,403</b> | 16,141      | 15,199      | (2738)                               | (17.0%)   |
| % of Daily Admission     | <b>64%</b>    | 69%         | 71%         | ---                                  | (2%)  |

| Non-Resident Daily Admission | 2017 Season  | 2016 Season | 2015 Season | Increase (Decrease) from last season | Percentage Increase (Decrease) from last season |
|------------------------------|--------------|-------------|-------------|--------------------------------------|---|
| Northside                    | <b>1,598</b> | 600         | 249         | 998                                  | 166%  |
| Rice                         | <b>5,846</b> | 6,588       | 5,910       | (742)                                | (11%)   |
| <b>Total</b>                 | <b>7,444</b> | 7,188       | 6,159       | 256                                  | 4%  |
| % of Daily Admission         | <b>36%</b>   | 31%         | 29%         | ---                                  | 2%  |



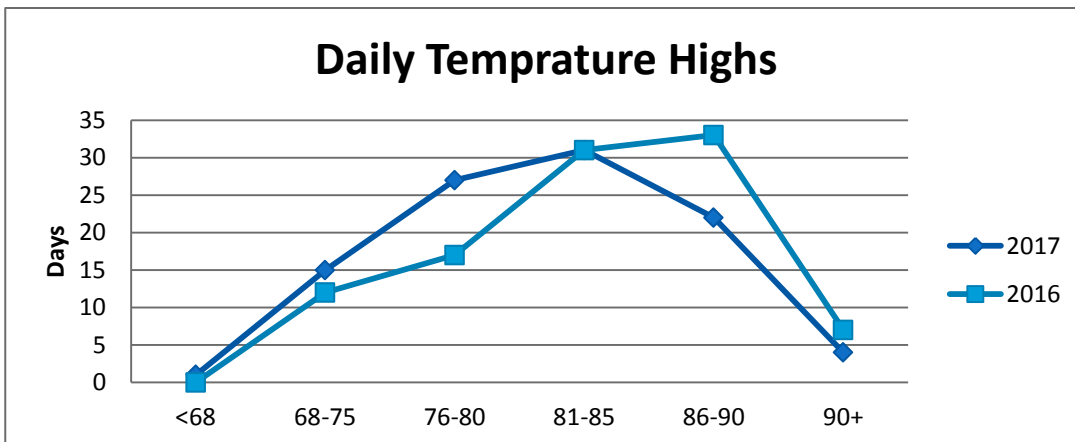
### Combined Attendance and Weather Log

| Rice/Northside Combined Attendance | 2017 Season | 2016 Season | 2015 Season | Increase (Decrease) from last season | Percentage Increase (Decrease) from last season |
|------------------------------------|-------------|-------------|-------------|--------------------------------------|---|
| Total                              | 124,045     | 127,615     | 115,536     | (3,570)                              | (3%)  |



| DAILY HIGH TEMP. | 2017 Total Days in Temp. Range | 2016 Total Days in Temp. Range | 2017 Percent of Total Days | 2016 Percent of Total Days |
|------------------|--------------------------------|--------------------------------|----------------------------|----------------------------|
| < 68             | 1                              | 0                              | 1%                         | 0%                         |
| 68-75            | 13                             | 12                             | 13%                        | 12%                        |
| 76-80            | 27                             | 17                             | 28%                        | 17%                        |
| 81-85            | 31                             | 31                             | 32%                        | 31%                        |
| 86-90            | 22                             | 32                             | 22%                        | 32%                        |
| 91+              | 4                              | 7                              | 4%                         | 7%                         |

- 2017 recorded 26 days above 86 degrees compared to 39 in the 2016



## Aquatic Budget Analysis

Budget analysis is based on September 2017 financial status report and year end projections.

| REVENUE      | 2017 Season Actual | 2016 Season Actual | 2015 Season Actual | Increase (Decrease) from last season | Percent Increase (Decrease) from last season |
|--------------|--------------------|--------------------|--------------------|--------------------------------------|--|
| Rice Pool    | 587,109            | 589,920            | 563,038            | (2,811)                              | 0%   |
| Northside    | 277,740            | 260,520            | 240,044            | 17,220                               | 7%   |
| <b>Total</b> | <b>864,849</b>     | <b>850,440</b>     | <b>803,082</b>     | <b>14,409</b>                        | <b>2%</b>                                    |
| EXPENSE      | 2017 Season Actual | 2016 Season Actual | 2015 Season Actual | Increase (Decrease) from last season | Percent Increase (Decrease) from last season |
| Rice Pool    | 694,376            | 670,949            | 675,751            | 23,427                               | 3%   |
| Northside    | 316,994            | 344,874            | 307,310            | (27,880)                             | (8%)   |
| <b>Total</b> | <b>1,011,370</b>   | <b>1,015,823</b>   | <b>983,061</b>     | <b>(4,453)</b>                       | <b>0%</b>                                    |



### Aquatic Revenue & Expense Comparison

#### 2017 vs 2016 Revenue Increased by \$14,409

- Pool Pass Sales Increased \$27,408
- Concession Sales Increased \$1,464
- Daily Admission Decreased (\$7,077)
- Guest Passes Decreased (\$990)
- Facility Rentals Decreased (\$3,268)
- Staff Training & Jacket Sales along with Locker Revenue Decreased (\$3,128)

#### 2017 vs 2016 Expense Decreased by \$4,453

- PT Staff Increased \$30,070
  - Due to a combined (15) additional facility operational days.
- Contractual Supplies Decreased (\$12,370)
  - Primarily due to savings in water costs
- Operational Supplies Decreased (\$10,944)
  - Due to a bulk purchase of lounge chairs in 2016
- Parks Operations Decreased (\$8,552)
- Training Expenses Decreased (\$2,657)

| NET Balance                               | 2017 Season Actual | 2016 Season Actual | 2015 Season Actual | Increase (Decrease) from last season |
|---|--------------------|--------------------|--------------------|--------------------------------------|
| Rice Pool Balance (Revenue over Expenses) | (107,267)          | (76,451)           | (112,713)          | (30,816)                             |
| Northside Balance (Revenue over Expenses) | (39,254)           | (85,769)           | (67,266)           | 46,515                               |
| Total Balance (Revenue over Expenses)     | (146,521)          | (162,220)          | (179,979)          | 15,699                               |

## Financial Comparison

### Pool Pass Financials

| REVENUE   | 2017 Budgeted Pool Pass Revenue | 2017 Actual Pool Pass Revenue | Increase (Decrease) Budgeted Pool Pass Revenue | 2016 Actual Pool Pass Revenue | Increase (Decrease) 2016 v. 2017 Actual | Percentage Increase (Decrease) 2016 v. 2017 Actual |
|-----------|---------------------------------|-------------------------------|--|-------------------------------|---|--|
| Rice      | 325,000                         | <b>291,130</b>                | (33,870)                                       | <b>272,657</b>                | 18,473                                  | 6.8%   |
| Northside | 150,000                         | <b>150,000</b>                | 0  | <b>141,065</b>                | 8,935                                   | 6.3%   |
| Total     | 475,000                         | <b>441,130</b>                | (33,870)                                       | <b>413,722</b>                | 27,408                                  | 6.6%   |

### Guest Pass Financials

| REVENUE   | 2017 Budgeted Guest Passes Revenue | 2017 Actual Pool Pass Revenue | Increase (Decrease) Budgeted Pool Pass Revenue | 2016 Actual Pool Pass Revenue | Increase (Decrease) 2016 v. 2017 Actual | Percentage Increase (Decrease) 2016 v. 2017 Actual |
|-----------|------------------------------------|-------------------------------|--|-------------------------------|---|--|
| Rice      | 15,000                             | <b>18,245</b>                 | 3,155  | <b>19,350</b>                 | (1,105)                                 | (4.6%)   |
| Northside | 6,000                              | <b>7,000</b>                  | 1000   | <b>6,885</b>                  | 115                                     | 1.7%   |
| Total     | 21,000                             | <b>25,245</b>                 | 4,245  | <b>26,235</b>                 | (990)                                   | (3.0%)   |

- 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   | 2017 Budgeted Daily Admission Revenue | 2017 Actual Daily Admission Revenue | Increase (Decrease) Budgeted Daily Admission Revenue | 2016 Actual Daily Admission Revenue | Increase (Decrease) 2016 v. 2017 Actual | Percentage Increase (Decrease) 2015 vs. 2016 Actual |
|-----------|---------------------------------------|-------------------------------------|--|-------------------------------------|---|---|
| Rice      | 130,000                               | <b>118,447</b>                      | (11,553)   | <b>130,629</b>                      | (12,182)                                | (9.3%)  |
| Northside | 27,000                                | <b>34,199</b>                       | 7,199  | <b>29,094</b>                       | 5,105                                   | 17.5%   |
| Total     | 157,000                               | <b>152,646</b>                      | (4,354)  | <b>159,723</b>                      | (7,077)                                 | (4.4%)  |

- 2017 recorded 26 days above 86 degrees compared to 39 in the 2016 season

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

| 2017 Gross Actual Combined Admissions Revenue | 2016 Gross Actual Combined Admissions Revenue | Increase (Decrease) 2017 vs. 2016 | Percentage Increase (Decrease) 2017 vs. 2016 |
|---|---|-----------------------------------|--|
| <b>619,021</b>                                | <b>599,680</b>                                | 19,341                            | 3.2%   |

## Concessions

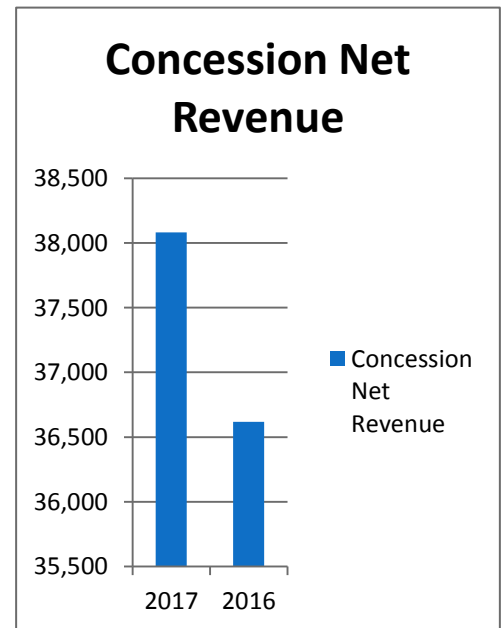
Concessions operated at a 38% profit percentage.

| REVENUE   | 2017 Actual Concession Revenue | 2016 Actual Concession Revenue | Increase (Decrease) From Last Season | Percentage Increase (Decrease) from last season |
|-----------|--------------------------------|--------------------------------|--------------------------------------|---|
| Rice      | 77,630                         | 76,202                         | 1,428                                | 1.9%  |
| Northside | 18,479                         | 17,937                         | 542                                  | 3.0%  |
| Total     | 96,109                         | 94,139                         | 1,970                                | 2.1%  |



| EXPENSES  | 2017 Actual Concession Expense | 2016 Actual Concession Expense | Increase (Decrease) from last season | Percentage Increase (Decrease) from last season |
|-----------|--------------------------------|--------------------------------|--------------------------------------|---|
| Rice      | 45,058                         | 44,100                         | 958                                  | 2.2%  |
| Northside | 12,969                         | 13,421                         | (452)                                | (3.4%)  |
| Total     | 58,027                         | 57,521                         | 506                                  | 0.9%  |

| 2017 Concession Net | 2016 Concession Net | Increase (Decrease) 2017 vs. 2016 | Percentage Increase (Decrease) 2017 vs. 2016 |
|---------------------|---------------------|-----------------------------------|--|
| 38,082              | 36,618              | 1,464                             | 4.0%   |



## Swim Lessons

In 2017, the swim lesson program operated at a 55% profit percentage, which was a 4% increase compared to 2016.

| REVENUE   | 2017 Budgeted Swim Lesson Revenue | 2017 Actual Swim Lesson Revenue | Increase (Decrease) Budgeted Swim Lesson Revenue | 2016 Actual Swim Lesson Revenue | Increase (Decrease) 2016 v. 2017 Actual | Percentage Increase (Decrease) 2016 v. 2017 Actual |
|-----------|-----------------------------------|---------------------------------|--|---------------------------------|---|--|
| Rice      | 75,000                            | <b>54,659</b>                   | (20,341)   | <b>61,905</b>                   | (7,246)                                 | (11.7%)  |
| Northside | 60,000                            | <b>57,309</b>                   | (2,691)  | <b>50,202</b>                   | 7,107                                   | 14.2%  |
| Total     | 135,000                           | <b>111,968</b>                  | (23,032)   | <b>112,107</b>                  | (139)                                   | (0.1%)   |



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  | 2017 Budgeted Swim Lesson PT Wages | 2017 Actual Swim Lesson PT Wages | Increase (Decrease) Budgeted Swim Lesson Revenue | 2016 Actual Swim Lesson Revenue | Increase (Decrease) 2016 v. 2017 Actual | Percentage Increase (Decrease) 2016 v. 2017 Actual |
|-----------|------------------------------------|----------------------------------|--|---------------------------------|---|--|
| Rice      | 26,800                             | <b>27,540</b>                    | 740  | <b>33,081</b>                   | (5,541)                                 | (16.7%)  |
| Northside | 21,000                             | <b>22,797</b>                    | 1,797  | <b>21,519</b>                   | 1,278                                   | 5.9%   |
| Total     | 47,800                             | <b>50,337</b>                    | 2,537  | <b>54,600</b>                   | (4,263)                                 | (7.8%)   |



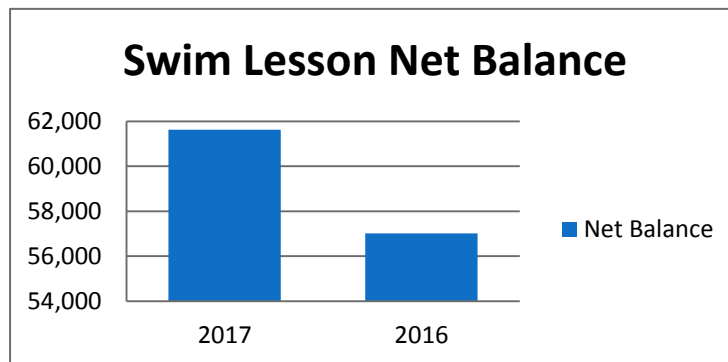
Swim Instructor teaching young swimmers

### Swim Lessons Continued

| SWIM LESSON PARTICIPANTS        | 2017 Season | 2016 Season | 2015 Season | Increase (Decrease) from last season | Percentage Increase (Decrease) from last season |
|---------------------------------|-------------|-------------|-------------|--------------------------------------|---|
| Northside Family Aquatic Center | 1,067       | 1,012       | 1,209       | 55                                   | 5.4%  |
| Rice Pool & Water Park          | 1,547       | 1,473       | 1,640       | 74                                   | 5.0%  |
| Total                           | 2,614       | 2,485       | 2,849       | 129                                  | 5.2%  |



| 2017 Net Balance Swim Lessons | 2016 Net Balance Swim Lessons | Increase (Decrease) 2017 vs. 2016 | Percentage Increase (Decrease) 2017 vs. 2016 |
|-------------------------------|-------------------------------|-----------------------------------|--|
| 61,631                        | 57,022                        | 4,609                             | 8.1%   |

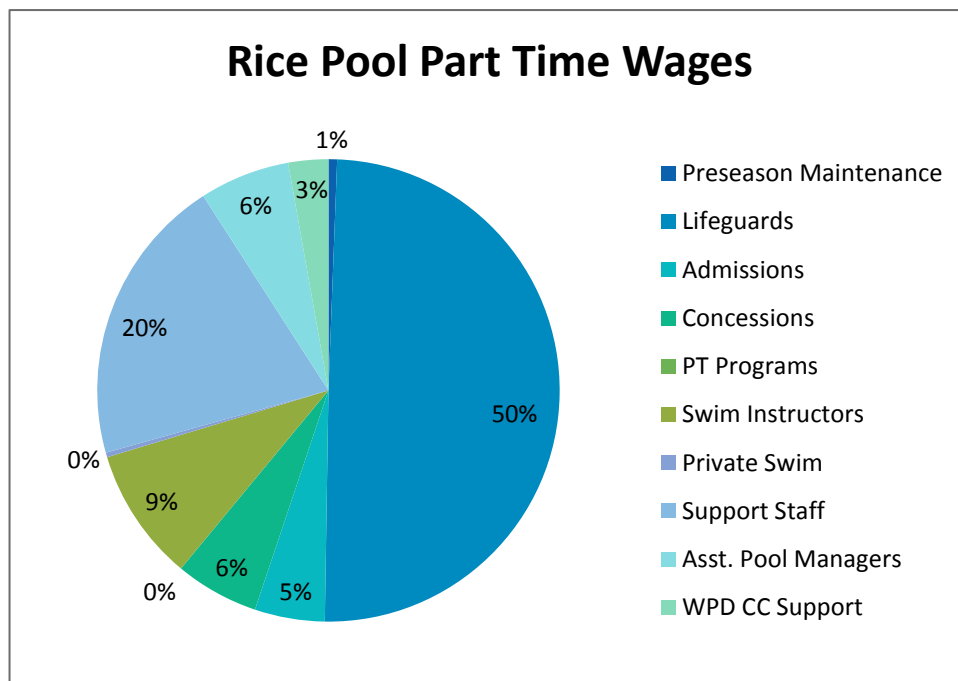


## 2017 Part Time Wages

### Rice Pool and Water Park

Rice Pool’s 2017 season operated for an additional 6 days compared to the 2016 season due to the CUSD 200 school calendar.

| Rice Pool             | 2017 Budgeted PT Wages | 2017 Actual PT Wages | Increase (Decrease) Budgeted PT Wages | 2016 Actual PT Wages | Increase (Decrease) Actual 2016 vs. 2017 | Percentage Increase (Decrease) 2016 vs. 2017 |
|-----------------------|------------------------|----------------------|---------------------------------------|----------------------|--|--|
| Preseason Maintenance | 1,500                  | 1,774                | 274                                   | 620                  | 1,154                                    | 186.1%                                       |
| Lifeguards            | 138,700                | 146,625              | 7,925                                 | 133,703              | 12,922                                   | 9.66%  |
| Admissions            | 14,500                 | 14,469               | (31)                                  | 16,304               | (1,835)                                  | (11.3%)                                      |
| Concessions           | 14,200                 | 17,306               | 3,106                                 | 15,325               | 1,981                                    | 12.9%  |
| PT Programs           | 400                    | 0                    | (400)                                 | 309                  | (309)                                    | (100.0%)                                     |
| Swim Instructors      | 26,800                 | 27,540               | 740                                   | 32,045               | (4,505)                                  | (14.1%)                                      |
| Private Swim          | 1,140                  | 945                  | (195)                                 | 1,502                | (557)                                    | (37.1%)                                      |
| Support Staff         | 54,000                 | 59,769               | 5,769                                 | 53,434               | 6,335                                    | 11.9%  |
| Asst. Pool Managers   | 19,000                 | 18,632               | (368)                                 | 14,662               | 3,970                                    | 27.1%  |
| WPD CC Support        | 8,260                  | 8,260                | 0                                     | 8,260                | 0  | 0.0%   |
| Rice Totals           | 278,500                | 295,320              | 16,820                                | 276,164              | 19,156                                   | 6.9%   |

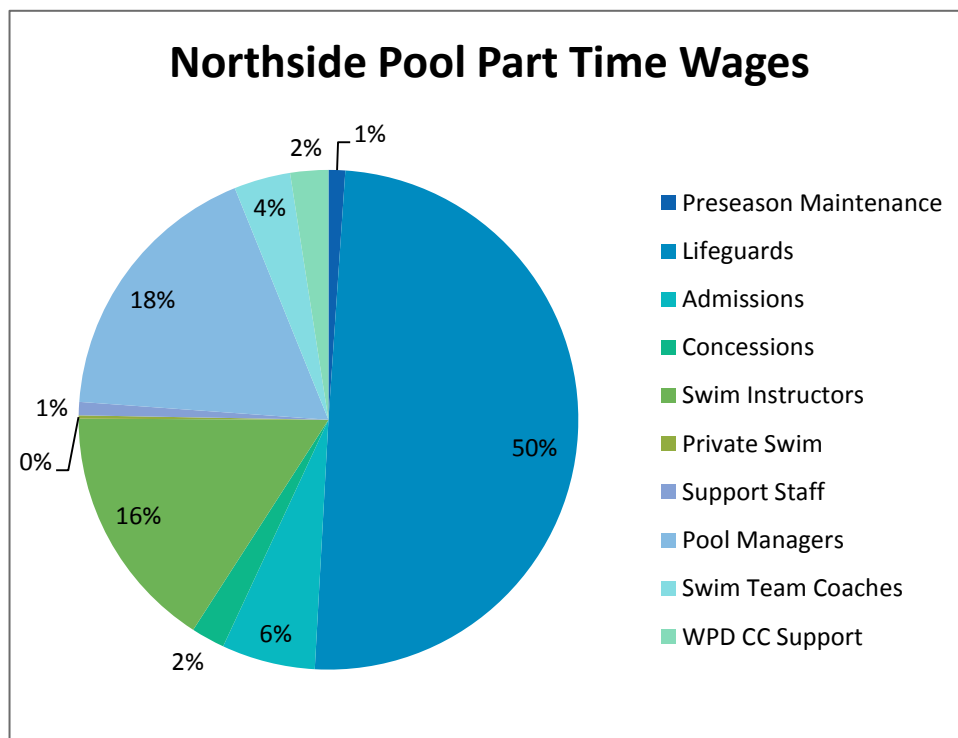




### Northside Pool

Northside’s 2017 season operated for an additional 9 days compared to the 2016 season due to the CUSD 200 school calendar.

| Northside Pool        | 2017 Budgeted PT Wages | 2017 Actual PT Wages | Increase (Decrease) Budgeted PT Wages | 2016 Actual PT Wages | Increase (Decrease) Actual 2016 vs. 2017 | Percentage Increase (Decrease) 2016 vs. 2017 |
|-----------------------|------------------------|----------------------|---------------------------------------|----------------------|--|--|
| Preseason Maintenance | 600                    | 1,553                | 953                                   | 330                  | 1,223                                    | 370.6%                                       |
| Lifeguards            | 67,600                 | 71,682               | 4,082                                 | 65,214               | 6,468                                    | 9.92%  |
| Admissions            | 7,300                  | 8,711                | 1,411                                 | 7,324                | 1,387                                    | 18.94%                                       |
| Concessions           | 3,060                  | 3,141                | 81                                    | 3,645                | (504)                                    | (13.8%)                                      |
| Swim Instructors      | 21,000                 | 22,797               | 1,797                                 | 21,138               | 1,659                                    | 8.7%   |
| Private Swim          | 300                    | 308                  | 8                                     | 441                  | (133)                                    | (30.2%)                                      |
| Support Staff         | 1,235                  | 1,235                | 0                                     | 2,137                | (902)                                    | (42.2%)                                      |
| Pool Managers         | 25,565                 | 25,540               | (25)                                  | 25,416               | 123                                      | 0.5%   |
| Swim Team Coaches     | 4,500                  | 5,268                | 768                                   | 3,675                | 1,593                                    | 43.3%  |
| WPD CC Support        | 3,540                  | 3,540                | 0                                     | 3,540                | 0  | 0.0%   |
| Northside Totals      | 134,700                | 143,774              | 9,074                                 | 132,860              | 10,914                                   | 8.35%  |



## Marketing Overview

The Wheaton Park District marketing team seeks to increase awareness and brand recognition of our special facilities to our resident, nonresident, and regional visitors. Through strategic marketing engagement we aim to drive traffic (i.e. revenue) to each of the facilities. Each facility provides its own set of opportunities and challenges, the Wheaton Park District Aquatics Facilities, Rice Pool and Water Park and Northside Family Aquatic Center, are no exception. This business operation relies heavily on weather cooperation. The marketing team is constantly seeking unique ways to provide the best support to these facilities and promote our unique aquatics offerings.

Throughout 2017, the marketing team's goal was to address the steady decline in pool usage and revenue over the last several years and continue to identify opportunities to increase attendance and revenue.

### Objectives for 2017

At the end of last year's report we outlined several objectives for this year:

- 1) Continue to promote our facilities as regional destinations as well as a summer opportunity for families to enjoy what Wheaton has to offer.
- 2) Continue to research and follow what other agencies and private pools are doing to increase pool pass sales and swim lesson registration
- 3) Create an aquatics rack card to distribute to local hotels and other locations that can help promote our pools as a regional destination.
- 4) Explore creative opportunities for enhancing onsite signage at both locations to better communicate to our visitor's facility amenities and safety.
- 5) Continue to seek annual sponsorship for the pools and develop a plan to increase vendor opportunities to help bring additional funds or added member benefits throughout the year.

## 1) Continue to promote our facilities as regional destinations as well as a summer opportunity for families to enjoy what Wheaton has to offer.

In 2016 the Marketing Team and Superintendent of Special Facilities sat down adapted the pricing structure for sales based on the purchase history and end of season revenues for 2012-2015. Using weather as a factor when comparing, dates of the sales were adjusted for 2016. This timeline of sales was continued in 2017. Coming off a 2016 season with relatively warm and favorable pool weather we saw a great return on pool pass holders and an increased number of pre-sales this year.

### BLACK FRIDAY POOL PASS SALE – 25% off for 9 days only, November 22-30

The Black Friday pool pass sale began the Wednesday before Thanksgiving and offered 25% off to pass holders for their 2017 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, and a direct mail postcard featuring this sale offering was sent to 5,000 homes adjacent to the Community Center. Mailing was targeted to households that were 30-55 years of age, to best target families with children who would be of pool use age. Two email designs were used to promote the sale. The first combined all of our Black Friday deals offered at the park district. This blast was sent on 11/22, 11/25, and 11/28 and received an average of 20.5% open rate and 294 clicks. The second email design was dedicated to the 25% off pool sale. This was sent to past pool pass holders on 11/30. This received a 21% open rate, 109 clicks, and 1,600 opens. This year's flyers and posters were redesigned with a new look to make sure they stood out in facilities and online.





Poster, Flyers, A-Frame



Direct Mail Postcard FRONT - Distribution 5,000



Facebook Advertisement - Reach 131



Direct Mail Postcard BACK



E-Blast—20.5% open rate Sent 11/22, 11/25, 11/28



E-Blast—21% open rate Sent 11/30

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

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



*Posters, Flyers, A-Frame*



*E-blast open rate—20% Sent 12/12/16, 1/5/17*



*Facebook Advertisement – Reach 305*

**RESULTS**

Before 2017 even began the combination of the Black Friday and Winter Sale had secured 38% of our pool pass sales for the year. 3,660 pool passes were sold between November 1, 2016 and January 10, 2017.



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

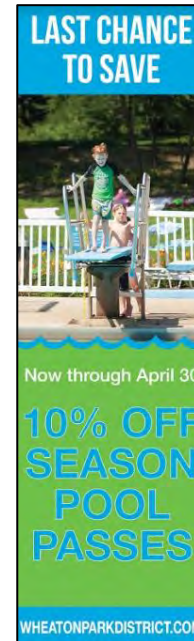
The pre-season sale offered 10% pool passes for three and a half months. We advertised this with posters, flyers, a-frame signage, several e-blasts, Facebook marketing, Facebook cover photo on the Wheaton Park District page, and through cross marketing efforts with the Fun Run in Color (vendor table),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



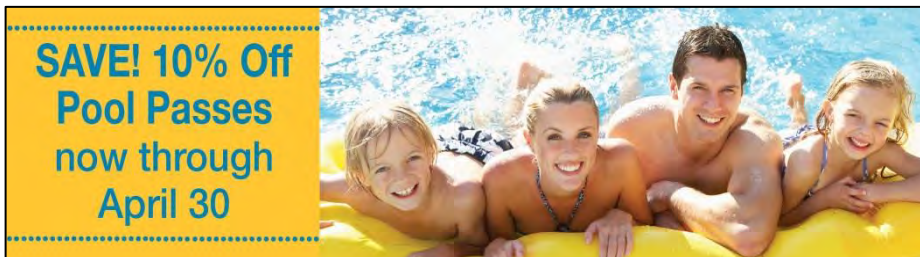
*Posters, Flyers, A-Frame*



*E-blast open rate - 20%  
Sent 4/18, 4/28, 4/30*



*Banner at Community Center*



*Facebook Cover Photo on Wheaton Park District Page- Reach 381*



*Facebook Advertising and Boosted Posts – 15,000 impressions*

**RESULTS**

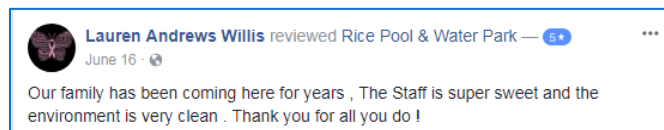
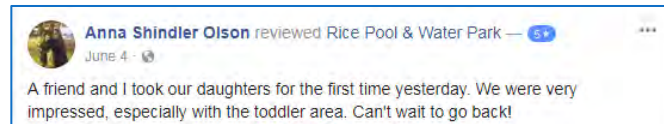
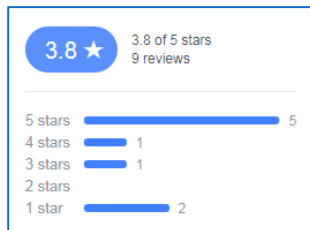
Between January 11 and April 30 we sold a majority of our pool passes, 38% or (3,053). This year between January 11 and April 30, 2017 we sold 22% of our pool passes (1,792).



## 2) Continue to research and follow what other agencies and private pools are doing to increase pool pass sales and swim lesson registration.

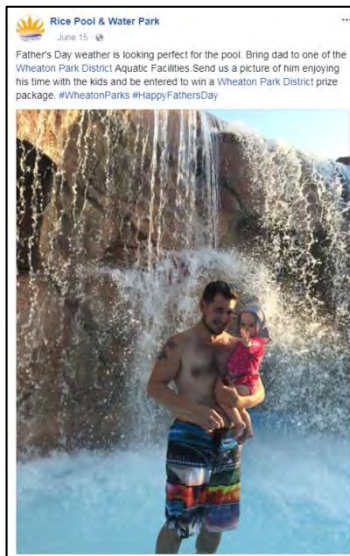
### CREATE A DEDICATED FACEBOOK PAGE

In 2017, a Facebook page dedicated to Rice Pool & Water Park was created in hopes of drawing more attention to our aquatic facilities. We selected this facility specifically because there was already traffic from previous years in which people had “checked-in” to the facility. This gave us a geographic location already established by Facebook. Since the creation of the page, it has received 59 additional likes, 816 impressions, 83 post engagements, and 585 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. This Facebook page supplemented what we posted and advertised on our Wheaton Park District Facebook page which has more than 4,000 followers.



### Current Rating on Facebook

### Reviews on the Rice Pool & Water Park Facebook Page



### Father's Day Contest – Reach 695



### Posts from Visitors at Rice Pool & Water Park

### FACEBOOK ADVERTISEING & ENGAGEMENT POSTS

In researching and looking at other local pools (specifically those operated by park districts) we found that we were doing less Facebook advertising than others. This year we increased our advertising via Facebook. Through Facebook geotargeted advertising we are able to target residents within a certain distance of our pool locations. Most advertisements were narrowed with Wheaton 60189, 60187 + a five mile radius. Throughout the season we ran various posts promoting the pool pass sales. This year's sales were up 60% after the pre-season sales.

While paid advertising accounts for most high-traffic posts on Facebook, following the trend of other agencies and pools we did jump on the bandwagon of Throwback Thursday (#TBT) and found an increase in traffic around the post. These types of posts engage the public and we have found, when executed effectively, can drive similar volume as paid posts.

**Wheaton Park District**  
Published by Nicole Lynn [?] · February 22 · 🌐

There's 93 days until our pools open for the preseason! Buy your 2017 pass today and save 10 percent. #WheatonParks

**Preseason 10% Off Sale**  
Now through April 30  
WHEATONPARKDISTRICT.COM

3,920 People Reached

31 Likes, Comments & Shares

|            |            |             |
|------------|------------|-------------|
| 23 Likes   | 16 On Post | 7 On Shares |
| 3 Comments | 1 On Post  | 2 On Shares |
| 5 Shares   | 1 On Post  | 4 On Shares |

21 Post Clicks

|               |               |                 |
|---------------|---------------|-----------------|
| 0 Photo Views | 9 Link Clicks | 12 Other Clicks |
|---------------|---------------|-----------------|

**NEGATIVE FEEDBACK**

|                  |                  |
|------------------|------------------|
| 0 Hide Post      | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page    |

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

3,920 people reached [View Results](#)

Alyssa Ann, Sally Oppenheim and 14 others · 1 Comment 1 Share

Like Comment Share

**Boosted Facebook Post – 2/22**  
**Cost \$50.00, Reach = 3,920,**  
**Likes = 23, Post Clicks = 21**

**Wheaton Park District**  
Published by Nicole Lynn [?] · April 28 · 🌐

10% off summer pool pass sale ends Sunday, April 30! Purchase now through Sunday and be entered to receive a \$100 Wheaton Park District gift card.

**10% off Pool Pass Sale ends Sunday!**  
WHEATONPARKDISTRICT.COM

4,487 People Reached

47 Likes, Comments & Shares

|            |            |             |
|------------|------------|-------------|
| 35 Likes   | 30 On Post | 5 On Shares |
| 7 Comments | 6 On Post  | 1 On Shares |
| 5 Shares   | 1 On Post  | 4 On Shares |

78 Post Clicks

|               |                |                 |
|---------------|----------------|-----------------|
| 0 Photo Views | 41 Link Clicks | 37 Other Clicks |
|---------------|----------------|-----------------|

**NEGATIVE FEEDBACK**

|                  |                  |
|------------------|------------------|
| 2 Hide Post      | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page    |

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

4,487 people reached [View Results](#)

30 · 3 Comments 1 Share

Like Comment Share

**Boosted Facebook Post – 4/28**  
**Cost \$50.00, Reach = 4,487,**  
**Likes = 35, Post Clicks = 78**



**1,595** People Reached

**26** Reactions, Comments & Shares

|                   |                   |                    |
|-------------------|-------------------|--------------------|
| <b>18</b> Like    | <b>13</b> On Post | <b>5</b> On Shares |
| <b>2</b> Love     | <b>2</b> On Post  | <b>0</b> On Shares |
| <b>3</b> Comments | <b>0</b> On Post  | <b>3</b> On Shares |
| <b>3</b> Shares   | <b>2</b> On Post  | <b>1</b> On Shares |

**320** Post Clicks

|                        |                      |                         |
|------------------------|----------------------|-------------------------|
| <b>193</b> Photo Views | <b>2</b> Link Clicks | <b>125</b> Other Clicks |
|------------------------|----------------------|-------------------------|

**NEGATIVE FEEDBACK**

|                         |                         |
|-------------------------|-------------------------|
| <b>0</b> Hide Post      | <b>0</b> Hide All Posts |
| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

Reported stats may be delayed from what appears on posts

**Non-Boosted Facebook Post – 4/6 Cost \$0.00  
Reach = 1,595, Likes = 18, Post Clicks = 320**

**OPENING DAY PROMOTION**

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 sponsored by our sponsor, DuPage Medical Group, and the Wheaton Park District used it as an opportunity to cross promote some of our other facilities. The first 100 families received a Create Discover Play Water bottle filled with goodies. Opening day was promoted primarily through facebook as well as an eblast that was send out prior to opening weekend. We saw large numbers opening weekend with 2,984 visitors between the two facilities, this is a decrease of 42% over 2016 due to weather.

**Facebook – 5/27 Reach = 1,303**

**E-blast open rate 47% Sent 5/27**



**MID TO END OF SEASON PASS SALE**

The last few years we have offered the Dog Days of Summer Sale (late July) and continued it again this year. We launched the passes a few weeks later than in the past because of the great weather and pool attendance in late July. Based on the weather we considered no longer offering this promotion, but we received several phone calls from the public inquiring about it. 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. The sale featured a special rate of \$99 for a 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. 45 passes were sold.



*Posters and Flyers*



*E-Blast – 26% open rate  
Sent 8/7*



*Facebook—7/28 Reach = 1,416*



*Web Ad in WPD E-Blast Sent 8/1 – 22% open rate*

## THANK YOU FOR A GREAT SUMMER

At the end of last season we noticed a lot of pools sent an email at the end of the year thanking their residents and pool pass holders for a great season. We decided to do this in 2017. The email was designed and scheduled to be sent Tuesday, September 5, 2017, the day after the pools closed. The blast thanked visitors and promoted the aquatic offerings coming in the Spring Program Guide 2018. The email was sent from Wendy Russell, Aquatic Manager, for a more personal touch/connection to the aquatics facilities and programming. Approximately 1,775 visitors came to Rice Pool & Water Park closing weekend (9/2-9/4).

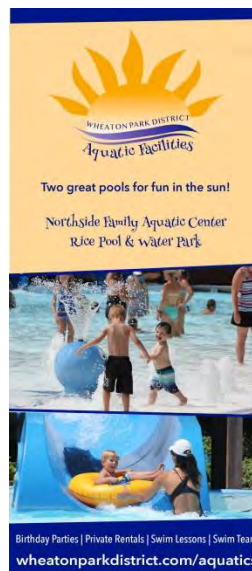


**E-Blast – 36% open rate  
Sent 9/5**

## 3) Create an aquatics rack card to distribute to local hotels and other locations that can help promote our pools as a regional destination.

For the last two years staff has considered designing an Aquatics Facilities rack card to match the other promotional rack cards we create for our regional facilities (Arrowhead Golf Club, Cosley Zoo, DuPage County Historical Museum, and Lincoln Marsh). This year the design was finalized for the pools. This will be printed in the off season and distribution will begin next year in our park district materials, at special events, and to local hotels and visitor bureaus when the opportunities arise.

Front



Back



# 4) Explore creative opportunities for enhancing onsite signage at both locations to better communicate our facility amenities and safety.

## FACILITY & SAFETY SIGNAGE Northside Family Aquatic Center



### Northside Family Aquatic Center

## Diving Board Rules

- Swimming is not permitted in the diving area.
- Only one person allowed on the diving board at a time.
- Only one bounce permitted.
- Hand stands or sitting on diving board is not allowed.
- Parents are not allowed to catch children from the board.
- Diving/jumping from side of diving board is not allowed.
- Always use the ladder to exit the deep end.
- Diver must be able to swim pool width in good form to use the diving board.



### Northside Family Aquatic Center

## Drop Slide Rules

- Only one person allowed on the slide at a time.
- Eyeglasses, jewelry, and metal objects are not allowed on the slide.
- All persons must slide down in a sitting position or on their back, feet first. Sliding down head first is strictly prohibited.
- Stopping, standing, or kneeling is not allowed.
- Not following established rules or rowdy play of any kind will result in a loss of slide privileges and possible expulsion from the facility.
- Exit pool immediately after each slide.
- Always use ladder to exit the pool from the deep end.

## No outside food or beverage are allowed in the facility.

## Smoking is prohibited.



### Northside Family Aquatic Center

## Facility Rules & Lap Swim Etiquette

**Supervision of Children**

- Parents or guardians must be responsible for supervising their children. Lifeguards are on duty only to enforce rules and to respond in case of emergency.
- Children 10 and under should be accompanied by a chaperone at least 14 years of age.

**Personal Conduct**

- Appropriate swimwear is required.
- Children who are not toilet trained must wear double diapers and tight-fitting plastic pants.

**Swimming Devices**

- Inflatable swimming devices and flotation jackets may be used within an arm's reach of a chaperone.
- Masks, snorkels, and fins are allowed with the manager's permission.

**Safety Concerns**

- Please walk at all times.
- Aggressive horseplay and other inappropriate behavior is not allowed.
- Please do not throw objects of any kind.
- Glass containers of all kinds are not permitted in the pool area.

**Diving/Lap Swimming**

- Please do not dive into less than five feet of water.
- Please use diving board and drop slide with caution.
- Swimmers may be required to pass a swim test before using equipment.

**LAP SWIM ETIQUETTE**

- All lanes circle to the right.
- Participants enter from shallow end of pool.
- Swimmers may not lap lanes from either end of the pool.
- Lanes are divided into slow, average, and fast.
- Slow - Swimmers who will be changing strokes in order to complete their laps.
- Average - Swimmers with the ability to swim 100 meters or more at their usual pace.
- Fast - Swimmers who can swim 50 meters in a one-minute interval in less than 10 or more.
- Swimming is permitted during specified hours only.

Please see facility manager regarding questions or concerns with pool rules and regulations.




### Wheaton Park District Aquatic

## FACILITY RULES & REGULATIONS

**Supervision of Children**

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**Personal Conduct**

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- Children who are not toilet trained must wear double diapers and tight-fitting plastic pants.

**Swimming Devices**

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- Masks, snorkels, and fins are allowed with the manager's permission.

**Safety Concerns**

- Please walk at all times.
- Aggressive horseplay and other inappropriate behavior is not allowed.
- Please do not throw objects of any kind.
- Glass containers of all kinds are not permitted in the pool area.

**Diving/Lap Swimming**

- Please do not dive into less than five feet of water.
- Please use diving board and drop slide with caution.
- Swimmers may be required to pass a swim test before using equipment.

Please see facility manager regarding questions or concerns with pool rules and regulations.



## ENJOY SUMMER. SAFETY FIRST.

We encourage you to put down your phone, have fun at the pool, and enjoy being with your friends and family.

## #safetyfirst



wheatonparkdistrict.com/aquatics



### Wheaton Park District Aquatic

## FACILITY RULES & REGULATIONS

**Supervision of Children**

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**Personal Conduct**

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- Inflatable swimming devices and flotation jackets may be used within an arm's reach of a chaperone.
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- Please walk at all times.
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- Please do not throw objects of any kind.
- Glass containers of all kinds are not permitted in the pool area.

**Diving/Lap Swimming**

- Please do not dive into less than five feet of water.
- Please use diving board and drop slide with caution.
- Swimmers may be required to pass a swim test before using equipment.

Please see facility manager regarding questions or concerns with pool rules and regulations.



# Lost & Stolen Items

We encourage all patrons to leave valuables at home. Please use the coin lockers in locker rooms to secure your belongings (25¢ fee).

Wheaton Park District is not responsible for any lost or stolen articles.

Thank you for your cooperation.

## POOL PASS HOLDERS

Your valid pool ID is required for entry. Please have it out and ready.



IDs can be obtained at the Wheaton Park District Community Center.  
M-F, 5A-10P | Sa, 7A-7P | Su, 8A-6P

# Men's Locker Room



## Lost and Found Items Kept for One Week

# Women's Locker Room



## Lost and Found Items Kept for One Week



**Rice Pool & Water Park**

**ENJOY SUMMER. SAFETY FIRST.**  
 We encourage you to put down your phone, have fun at the pool, and enjoy being with your friends and family.  
**#safetyfirst**  
  
[wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics)

**GIFT SHOP**  
 Forget something? We've got you covered.

|                              |             |
|------------------------------|-------------|
| Souvenir Cup                 | \$6.00      |
| Swim Diaper                  | \$7.50      |
| Bug Bands:                   |             |
| Smaller Rope Band            | \$4.00      |
| Larger Replaceable Wristband | \$6.00      |
| Pool Towel                   | \$15.00     |
| Sunscreen                    | \$3.00 & up |

**POOL PASS HOLDERS**  
 Your valid pool ID is required for entry. Please have it out and ready.  
  
 IDs can be obtained at the Wheaton Park District Community Center.  
 M-F, 5A-10P | Sa, 7A-7P | Su, 8A-6P

**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 COURSE**

- Climbing Wall
- Birthday Parties
- Corporate Outings

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

**Rice Pool & Water Park**



**Arrowhead GOLF CLUB**

Wednesdays  
 Kids (10 & Under) Eat Free

Outdoor Patio Dining  
 Youth & Family Golf

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



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

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

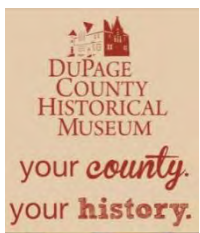
[WHEATONPARKDISTRICT.COM](http://WHEATONPARKDISTRICT.COM)



**COSLEY ZOO**  
 A LIFETIME OF INSPIRATION BEGINS HERE

Kids are always FREE

 [COSLEYZOO.ORG](http://COSLEYZOO.ORG)



**DUPAGE COUNTY HISTORICAL MUSEUM**

your *county*.  
 your *history*.

Come see the trains and explore our exhibits.

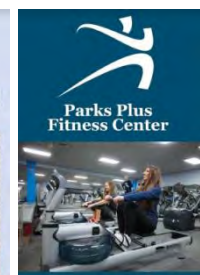
[dupagemuseum.org](http://dupagemuseum.org)



**TEAMS COURSE**

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

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



**Parks Plus Fitness Center**

**GET THE RESULTS YOU WANT.**

[PARKSPUSFITNESS.COM](http://PARKSPUSFITNESS.COM)

*create. discover. play.*



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

**SUMMER CAMPS**

Flexible One-Week Sessions  
 Optional Swim Lessons

 5 American Camp Association Accredited Camps

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

CONCESSION SIGNAGE

Northside Family Aquatic Center

## North Pole Concession Menu

|   |                                      |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
|---|--------------------------------------|---------------|----------------|---------------|-------------------|---------------|---------------|---------------|----------------|---------------|-------------|---------------|--------------|---------------|--|-----------------------------|---------------|----------------------|---------------|----------------|---------------|-----------------------------|---------------|---------------------|---------------|--------------|---------------|---------------|---------------|
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| <b>Cheese Pizza (Personal Pizza)</b>  | <b>\$5.25</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Hot Dog</b>  | <b>\$3.50</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Cheese Dog</b>   | <b>\$4.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Nachos</b>   | <b>\$4.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Pretzel</b>  | <b>\$3.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| with cheese   | <b>\$3.50</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Chips</b>  | <b>\$1.25</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Fountain Drink-16 oz</b>   | <b>\$2.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Bottled Water</b>  | <b>\$2.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Slushie</b>  | <b>\$3.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Good Humor Ice Cream</b>   | <b>\$4.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Dippin' Dots</b>   | <b>\$4.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Candy</b>  | <b>\$2.00</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |
| <b>Cookie</b>   | <b>\$1.25</b>                        |               |                |               |                   |               |               |               |                |               |             |               |              |               |  |                             |               |                      |               |                |               |                             |               |                     |               |              |               |               |               |

Rice Pool & Water Park

## Concession Menu

|  |                                   |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
|--|-----------------------------------|--------|------------|--------|--------------|--------|-----------|--------|--------------|--------|-----------------|----------------------------------|---------------------|-----------------------------------|--------------|--------|----------------|--------|-------------------|--------|---|-------|--------|--------------|--------|--------------|--------|--------------|--------|-------------|--------|---------|--------|--------|--------|----------------|---------------------------------|--------------------------|--------|---------|--------|--------|--------|-------|--------|--------------|--------|----------------------|---------------|
| <p><b>A la Carte</b></p> <table border="0" style="width: 100%;"> <tr><td>Hot Dog</td><td style="text-align: right;">\$3.50</td></tr> <tr><td>Cheese Dog</td><td style="text-align: right;">\$4.00</td></tr> <tr><td>Cheese Pizza</td><td style="text-align: right;">\$4.00</td></tr> <tr><td>Hamburger</td><td style="text-align: right;">\$4.25</td></tr> <tr><td>Cheeseburger</td><td style="text-align: right;">\$4.75</td></tr> <tr><td>Chicken Tenders</td><td style="text-align: right;">3 Piece \$4.00<br/>4 Piece \$4.50</td></tr> </table> <p><b>Meal Deals</b></p> <table border="0" style="width: 100%;"> <tr><td>Chicken Tender Meal</td><td style="text-align: right;">- 3 Piece \$7.25 - 4 Piece \$7.75</td></tr> <tr><td>Hot Dog Meal</td><td style="text-align: right;">\$6.25</td></tr> <tr><td>Hamburger Meal</td><td style="text-align: right;">\$7.00</td></tr> <tr><td>Cheeseburger Meal</td><td style="text-align: right;">\$7.50</td></tr> </table> <p><i>Meal Deals include chips and 16 oz. fountain drink.</i></p> | Hot Dog                           | \$3.50 | Cheese Dog | \$4.00 | Cheese Pizza | \$4.00 | Hamburger | \$4.25 | Cheeseburger | \$4.75 | Chicken Tenders | 3 Piece \$4.00<br>4 Piece \$4.50 | Chicken Tender Meal | - 3 Piece \$7.25 - 4 Piece \$7.75 | Hot Dog Meal | \$6.25 | Hamburger Meal | \$7.00 | Cheeseburger Meal | \$7.50 | <p><b>Sides &amp; Snacks</b></p> <table border="0" style="width: 100%;"> <tr><td>Chips</td><td style="text-align: right;">\$1.25</td></tr> <tr><td>French Fries</td><td style="text-align: right;">\$2.75</td></tr> <tr><td>Cheese Fries</td><td style="text-align: right;">\$3.75</td></tr> <tr><td>Soft Pretzel</td><td style="text-align: right;">\$3.00</td></tr> <tr><td>    with cheese</td><td style="text-align: right;">\$3.50</td></tr> <tr><td>Popcorn</td><td style="text-align: right;">\$2.75</td></tr> <tr><td>Nachos</td><td style="text-align: right;">\$4.00</td></tr> </table> <p><b>Beverages</b></p> <table border="0" style="width: 100%;"> <tr><td>Fountain Drink</td><td style="text-align: right;">- 16 oz. \$2.00 - 22 oz. \$2.25</td></tr> <tr><td>Bottle of Water - 20 oz.</td><td style="text-align: right;">\$2.00</td></tr> <tr><td>Slushie</td><td style="text-align: right;">\$3.00</td></tr> </table> <p><b>Sweet Treats</b></p> <table border="0" style="width: 100%;"> <tr><td>Cookie</td><td style="text-align: right;">\$1.25</td></tr> <tr><td>Candy</td><td style="text-align: right;">\$2.00</td></tr> <tr><td>Dippin' Dots</td><td style="text-align: right;">\$4.00</td></tr> <tr><td>Good Humor Ice Cream</td><td style="text-align: right;">\$3.00-\$4.00</td></tr> </table> | Chips | \$1.25 | French Fries | \$2.75 | Cheese Fries | \$3.75 | Soft Pretzel | \$3.00 | with cheese | \$3.50 | Popcorn | \$2.75 | Nachos | \$4.00 | Fountain Drink | - 16 oz. \$2.00 - 22 oz. \$2.25 | Bottle of Water - 20 oz. | \$2.00 | Slushie | \$3.00 | Cookie | \$1.25 | Candy | \$2.00 | Dippin' Dots | \$4.00 | Good Humor Ice Cream | \$3.00-\$4.00 |
| Hot Dog  | \$3.50                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Cheese Dog   | \$4.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Cheese Pizza   | \$4.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Hamburger  | \$4.25                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Cheeseburger   | \$4.75                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Chicken Tenders  | 3 Piece \$4.00<br>4 Piece \$4.50  |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Chicken Tender Meal  | - 3 Piece \$7.25 - 4 Piece \$7.75 |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Hot Dog Meal   | \$6.25                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Hamburger Meal   | \$7.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Cheeseburger Meal  | \$7.50                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Chips  | \$1.25                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| French Fries   | \$2.75                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Cheese Fries   | \$3.75                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Soft Pretzel   | \$3.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| with cheese  | \$3.50                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Popcorn  | \$2.75                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Nachos   | \$4.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Fountain Drink   | - 16 oz. \$2.00 - 22 oz. \$2.25   |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Bottle of Water - 20 oz.   | \$2.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Slushie  | \$3.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Cookie   | \$1.25                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Candy  | \$2.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Dippin' Dots   | \$4.00                            |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |
| Good Humor Ice Cream   | \$3.00-\$4.00                     |        |            |        |              |        |           |        |              |        |                 |                                  |                     |                                   |              |        |                |        |                   |        |   |       |        |              |        |              |        |              |        |             |        |         |        |        |        |                |                                 |                          |        |         |        |        |        |       |        |              |        |                      |               |

## Concession Menu

|   |                                      |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
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| Hot Dog   | \$3.50                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Cheese Dog  | \$4.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Cheese Pizza  | \$4.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Hamburger   | \$4.25                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Cheeseburger  | \$4.75                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Chicken Tenders   | - 3 Piece \$4.00<br>- 4 Piece \$4.50 |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Hot Dog Meal  | \$6.25                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Hamburger Meal  | \$7.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Cheeseburger Meal   | \$7.50                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Chicken Tender Meal   | - 3 Piece \$7.25<br>- 4 Piece \$7.75 |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Popcorn   | \$2.75                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Chips   | \$1.25                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| French Fries  | \$2.75                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Cheese Fries  | \$3.75                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Soft Pretzel  | \$3.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| with cheese   | \$3.50                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Nachos  | \$4.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Fountain Drink  | - 16 oz. \$2.00<br>- 22 oz. \$2.25   |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Bottled Water 20 oz.  | \$2.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Slushie   | \$3.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Cookie  | \$1.25                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Candy   | \$2.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Dippin' Dots  | \$4.00                               |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |
| Good Humor Ice Cream  | \$3.00-\$4.00                        |        |            |        |              |        |           |        |              |        |                 |                                      |   |              |        |                |        |                   |        |                     |                                      |   |         |        |       |        |              |        |              |        |              |        |             |        |        |        |   |                |                                    |                      |        |         |        |        |        |       |        |              |        |                      |               |

SWIM TEAM & SWIM LESSON SIGNAGE

Northside Family Aquatic Center

## Northside Family Aquatic Center 2017 Swim Team Schedule

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

| Thursday, June 8 vs. Clarendon Hills  |  |  |  |  |
|---------------------------------------|--|--|--|--|
| Tuesday, June 13 vs. Lisle            |  |  |  |  |
| Thursday, June 15 vs. Downers Grove   |  |  |  |  |
| Thursday, June 22 vs. Hinsdale        |  |  |  |  |
| Saturday, June 24 vs. Western Springs |  |  |  |  |
| Saturday, July 1 vs. Lemont           |  |  |  |  |
| Tuesday, July 11 vs. Glen Ellyn       |  |  |  |  |

## Session 1 & 2 AQUATICS

### Youth Swim Lessons

**Swim Lessons**  
Response to our many swimmers is our priority. Swimming lessons are held at Northside Family Aquatic Center, 1200 North State Street, Wheaton, Illinois. All lessons are held at Northside Family Aquatic Center. All lessons are held at Northside Family Aquatic Center. All lessons are held at Northside Family Aquatic Center.

| Age   | Sec | Days | Time      | Class #  |
|-------|-----|------|-----------|----------|
| 4-6   | S   | 1, 2 | 8:00-9:00 | 12000-21 |
| 7-9   | S   | 1, 2 | 8:00-9:00 | 12000-22 |
| 10-12 | S   | 1, 2 | 8:00-9:00 | 12000-23 |
| 13-15 | S   | 1, 2 | 8:00-9:00 | 12000-24 |
| 16-18 | S   | 1, 2 | 8:00-9:00 | 12000-25 |

## Summer 2017 AQUATICS

### Specialized Swim Programs

**Jr. Swim Instructors**  
The summer program is a 6-week program for ages 10-18. Participants will learn to teach and assist in swim lessons. This program is held at Northside Family Aquatic Center.

| Age   | Days | Time      | Class #  |
|-------|------|-----------|----------|
| 10-11 | 1, 3 | 8:00-9:00 | 12000-26 |
| 12-13 | 1, 3 | 8:00-9:00 | 12000-27 |
| 14-15 | 1, 3 | 8:00-9:00 | 12000-28 |
| 16-18 | 1, 3 | 8:00-9:00 | 12000-29 |

Rice Pool & Water Park

## Swim Lessons Are Life Lessons

**4 Sessions, 2 Locations  
Weekday & Saturday Options**

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

## Session 3 & 4 AQUATICS

### Youth Swim Lessons

**Swim Lessons**  
Response to our many swimmers is our priority. Swimming lessons are held at Northside Family Aquatic Center, 1200 North State Street, Wheaton, Illinois. All lessons are held at Northside Family Aquatic Center.

| Age   | Sec | Days | Time      | Class #  |
|-------|-----|------|-----------|----------|
| 4-6   | S   | 3, 4 | 8:00-9:00 | 12000-30 |
| 7-9   | S   | 3, 4 | 8:00-9:00 | 12000-31 |
| 10-12 | S   | 3, 4 | 8:00-9:00 | 12000-32 |
| 13-15 | S   | 3, 4 | 8:00-9:00 | 12000-33 |
| 16-18 | S   | 3, 4 | 8:00-9:00 | 12000-34 |

## Summer 2017 AQUATICS

### Specialized Swim Programs

**Jr. Swim Instructors**  
The summer program is a 6-week program for ages 10-18. Participants will learn to teach and assist in swim lessons. This program is held at Northside Family Aquatic Center.

| Age   | Days | Time      | Class #  |
|-------|------|-----------|----------|
| 10-11 | 1, 3 | 8:00-9:00 | 12000-30 |
| 12-13 | 1, 3 | 8:00-9:00 | 12000-31 |
| 14-15 | 1, 3 | 8:00-9:00 | 12000-32 |
| 16-18 | 1, 3 | 8:00-9:00 | 12000-33 |

## 5) Continue to seek annual sponsorship for the pools and develop a plan to increase vendor opportunities to help bring additional funds or added member benefits throughout the year.

For the last several years we had secured a sponsor for the pool facilities. This year that sponsor decided not to renew their partnership with the Wheaton Park District Aquatic Facilities. Fortunately, the Marketing Team was able to secure a new sponsor, DuPage Medical Group. The sponsorship was offered at a discount rate as a trial to the organization. They have already secured at full price (\$2,000) for the 2018 season. The sponsorship includes visibility on Opening Day, ability to include a giveaway in the goodie bag for Opening Day/Weekend, social media posts on the Rice Pool & Water Park Facebook Page, and a 4'x8' banner placed on site at both locations. With more than 125,000 visitors to the two pools it is excellent exposure for them and other future sponsors.

The Wheaton Park District is grateful to DuPage Medical Group for their support of our facilities and their commitment to health and wellness in the Wheaton community.



**Banner located at Rice Pool & Water Park**



**Sample Social Media Post – 6/6  
Sun & Heat Safety Tips Reach = 10**



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

## Other Marketing Initiatives and Promotions

### WEB STATISTICS & WEBSITE ENHANCEMENTS

This year [wheatonparkdistrict.com/aquatics](http://wheatonparkdistrict.com/aquatics) received more than 21,000 page views between November 1, 2016 and September 20, 2017. We saw a small spike at the end of November during the Black Friday sale and our highest increase was during June. We continued to link e-blast information directly to the page within the website that contained the 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 | 4,218 | 5% increase
- Daily Rates | 10,758 | 7% increase
- Specials | 2,134 | 68.5% increase
- Rules and Procedures | 1,308 | 9.5% increase
- Pool Amenities | 2,711 | decrease of 3.8%

This year the Swim Lesson & Swim Team pages were expanded to include more information about the location of meets and biographies of the coaches. This caused the pages to go from a combined page through the first week of June which received 2,779 views. After the changes these are now two separate informational pages. Following the change the Swim Team page had 640 page views and the Swim Lessons/Programs page had an additional 845 page views. Overall this is an increase in visits to these pages.



*Website Traffic 2017 compared to 2016 by month*

### PORTABLE FACILITY SIGNAGE

In 2017, a retractable sign was created promoting swim lessons. This was placed in the Community Center in the spring to promote lessons. This sign is static and will be used again next year. It can also be rotated to various locations when the aquatics team is cross promoting lessons and the facility. The cost for this sign was less than \$200 and was created in house by our Parks Services team.

#### *Retractable Sign*





## RICE POOL AS A RENTAL FACILITY

This year the Marketing Team focused on promoting our facilities as a collective for summer parties. The Rice Pool and Water Park was included in both an e-blast and social media post on July 17. This year the pool hosted 3 private parties and 16 birthday parties.



**E-Blast – 22% open rate**  
**Sent 7/17**



**Facebook Post 7/17 Reach = 689**

## WHEATON NEWCOMERS PARTNERSHIP

This year the park district was approached by the Wheaton Newcomers to host a free day at the pool for their members who did not already have passes. The group was hosting an event at Northside Park on August 20. New residents and members were able to come to Northside with their immediate families and swim on the last day Northside Pool was open. Four families took part in this promotion due largely to the unusually low temperature. We hope that these types of connections and initiatives will continue to expose our facilities to new families in the area. The district exchanged the value of this service for free advertising for Pumpkin Fest at the Cosley Zoo. This creative partnership approach will continue to be explored for the benefit of our facilities that operate with a small marketing budget such as the pools.

## Future Opportunities & Threats

It is important to continue to analyze our potential opportunities and threats each year in an effort to continue to develop a marketing plan to overcome or capitalize on these things. While the listing below is not all inclusive it was developed based on what staff felt presented itself in the past year. Staff feels most opportunities and threats identified in 2016 remain true this year.

## OPPORTUNITIES

- Event marketing or strategic hype marketing to build interest around specific events (expanding on opening day, end of summer, other events).

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

## THREATS

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

## 2018 Goal & Objectives

As we look towards 2018, staff is already gearing up for the Black Friday pool pass sale. Marketing staff continues to be creative, follow trends of other pool facilities and park districts, and seek opportunities for increasing the brand recognition and revenue for the Wheaton Park District Aquatic Facilities. The marketing team’s goal for 2018 will be to continue to address the steady decline in pool usage and revenue over the last several years and continue to identify opportunities to increase attendance and revenue.

## OBJECTIVES

- 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.
- Assist the new Aquatics & Safety Manager with the transition into his new role; consider promotional opportunities promoting this transition to the community



## Appendix A: Aquatic Facility Survey

TO: MIKE BENARD, EXECUTIVE DIRECTOR  
 FROM: ANDY BENDY, DIRECTOR OF SPECIAL FACILITIES  
 DAN NOVAK, SUPERINTENDENT OF SPECIAL FACILITIES  
 WENDY RUSSELL, AQUATICS & SAFETY MANAGER  
 RE: AQUATIC FACILITY SURVEY  
 DATE: OCTOBER 2017

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                    | 4.8                             |
| 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       | 4.8                    | 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><br>(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.

### 2017 Regular Season Pool Pass Rates

#### Family of Four- Resident

|    |   |              |
|----|---|--------------|
| 1  | Hinsdale Recreation   | \$315        |
| 2  | Woodridge Park District                                     | \$299        |
| 3  | Elk Grove Park District                                     | \$290        |
| 4  | West Chicago Park District                                  | \$253        |
| 5  | Bensenville Park District                                   | \$240        |
| 6  | Lombard Park District                                       | \$230        |
| 7  | Hoffman Estates Park District                               | \$222        |
| 8  | Glen Ellyn Park District                                    | \$221        |
| 9  | <b>Wheaton Park District 2017 Regular Season</b>            | <b>\$220</b> |
| 10 | Arlington Heights*  | \$212        |
| 11 | Lisle Park District   | \$210        |
| 12 | Carol Stream Park District                                  | \$205        |
| 13 | Dundee Township Park District                               | \$200        |
| 14 | <b>Wheaton Park District 2017 Pre-Season 10% Off Sale</b>   | <b>\$198</b> |
| 15 | Geneva Park District  | \$190        |
| 16 | Palatine Park District                                      | \$187        |
| 17 | <b>Wheaton Park District 2017 Winter 20% Off Sale</b>       | <b>\$176</b> |
| 18 | <b>Wheaton Park District 2017 Black Friday 25% Off Sale</b> | <b>\$165</b> |

\*Indoor facility included in price.

- The above chart shows the average pool pass rates for a family of four is \$224.
- In 2017, Wheaton Park District charged \$165 during the Black Friday Sale (November 22-November 30), \$176 for a Winter Sale (December 1- January 9) and \$198 for a Pre-Season (January 10-April 30) for a family of four resident rate. 60% of total season pass sales occur during the discounted periods. Our regular season rates were \$220, accounting for the remaining 40%.
- A resident family of four pool pass pays for itself within five visits during the Black Friday 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.
- It has been brought to staff's attention that the current family household policy for pool passes might necessitate a review to accommodate individuals and extended family members who reside at the same address. We believe this is an agency-wide issue, not specifically a pool pass issue and seek guidance regarding possible policy amendment from the Executive Director.
- **The staff is anticipating no increase for the 2018 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         | \$134                | \$102                |
| Individual/Non Resident     | \$211                | \$160                |
| Family/Resident             | \$212                | \$188                |
| Family/Non Resident         | \$338                | \$290                |
| <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/ \$305       |
| Family (5)                  | \$269/ \$327       |
| Each Additional             | \$30/ \$36         |
| Senior Couple               | \$165/ \$208       |
| <b>Hours of Operations:</b> |                    |
| Mon-Thurs                   | 11:30am – 7:00pm   |
| Friday                      | 11:30am – 8:00pm   |
| Sat-Sun                     | 11:00am – 8:00pm   |

**Bloomington Park District**

| <b>Season Pass Fees;</b>    | <b><u>Summer Resident</u></b> | <b><u>Summer Non-Resident</u></b> |
|-----------------------------|-------------------------------|-----------------------------------|
| Individual                  | \$53                          | \$79                              |
| Family (2-3)                | \$143                         | \$215                             |
| Additional Member           | \$30                          | \$ 30                             |
| <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                  | \$64                   | \$ 86                      |
| <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 in one)**

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

**Elk Grove Park District**

| <b>Season Pass Fees:</b>    | <b><u>Resident</u></b> | <b><u>Non-Resident</u></b> |
|-----------------------------|------------------------|----------------------------|
| Individual                  | \$195                  | \$245                      |
| Senior (65 +)               | \$150                  | \$190                      |
| Family (2)                  | \$235                  | \$295                      |
| Family (3)                  | \$265                  | \$330                      |
| Family (4)                  | \$290                  | \$360                      |
| Family (5 +)                | \$310                  | \$390                      |
| Each Additional             | \$20                   | \$25                       |
| <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                  | \$85                   | \$150                      |
| Senior                      | \$65                   | \$115                      |
| Family (2)                  | \$150                  | \$265                      |
| Family (3)                  | \$170                  | \$300                      |
| Family (4)                  | \$190                  | \$335                      |
| Each Additional             | \$20                   | \$35                       |
| <b>Hours of Operations:</b> |                        |                            |
| Sunday – Saturday           | 12:30pm – 8:00pm       |                            |

**Glen Ellyn Park District**

| <b>Season Pass Fees:</b>     | <b><u>Pre-Season<br/>Resident/Non-Resident</u></b> | <b><u>In-Season<br/>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                                       |
| Family (3)                   | \$178/\$201  | \$196/\$287                                       |
| Family (4)                   | \$198/\$267  | \$221/\$317                                       |
| Each Additional              | \$27/\$302   | \$27/\$32   |
| Non-Resident Caregivers Pass | \$137  | \$142   |
| Children under 2 Years       | FREE   | FREE  |
| <b>Hours of Operations:</b>  |  |   |
| Mon – Fri                    | 12:30pm – 8:00pm                                   |   |
| Sat – Sun                    | 12:00pm – 8:00pm                                   |   |



**Hinsdale Park District**

| <b>Season Pass Fees:</b>    | <b><u>Resident/<br/>Pre-Season</u></b> | <b><u>Resident<br/>In-Season</u></b> | <b><u>Non-Res<br/>Pre-Season</u></b> | <b><u>Non-Res<br/>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                       | \$72                   | \$79                       |
| Family (2)                  | \$126                  | \$138                      |
| Family (3)                  | \$172                  | \$188                      |
| Family (4)                  | \$225                  | \$245                      |
| Family (5)                  | \$274                  | \$299                      |
| Senior (62+)                | \$71                   | \$77                       |
| Senior (Couple)             | \$115                  | \$125                      |
| <b>Hours of Operations:</b> |                        |                            |
| Sunday – Saturday           | 11:30am – 7:00pm       |                            |

**Lisle Park District**

| <b>Season Pass Fees:</b> | <b><u>Pre-Season<br/>Resident/Non-Resident</u></b> | <b><u>In-Season<br/>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 -5:00pm, 6:30pm – 8:30pm |                            |
| Friday - Sunday             | 12:30pm – 7:00pm                 |                            |

**Palatine Park District**

| <b>Season Pass Fees:</b>    | <b><u>Pre-Season<br/>Resident/Non-Resident</u></b> | <b><u>In-Season<br/>Resident/Non-Resident</u></b> |
|-----------------------------|--|---|
| Individual                  | \$118  | \$128   |
| 2 Residents                 | \$149  | \$159   |
| 4 Residents                 | \$177  | \$187   |
| 5 Residents                 | \$219  | \$229   |
| Senior                      | \$62   | \$72  |
| 2 Seniors                   | \$103  | \$113   |
| <b>Hours of Operations:</b> |  |   |
| Monday – Sunday             | 11:30am -8:00pm                                    |   |

**West Chicago Park District**

| <b>Season Pass Fees:</b>    | <b><u>Seasonal<br/>Resident</u></b> | <b><u>Non-Resident</u></b> |
|-----------------------------|-------------------------------------|----------------------------|
| Individual                  | \$60                                | \$70                       |
| Family (2)                  | \$107                               | \$131                      |
| Family (3)                  | \$154                               | \$192                      |
| Family (4)                  | \$201                               | \$253                      |
| Each Additional             | \$47                                | \$61                       |
| <b>Hours of Operations:</b> |                                     |                            |
| Monday – Sunday             | 11:00am -8:00pm                     |                            |

**Woodridge Park District**

| <b>Season Pass Fees:</b>    | <b>Cypress Cove &amp; Hobson</b> |                            |
|-----------------------------|----------------------------------|----------------------------|
|                             | <b><u>Resident</u></b>           | <b><u>Non-Resident</u></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>Season Pass Fees:</b>  | <b>Resident</b>          | <b>Resident</b>         | <b>Non-Res</b>           | <b>Non-Res</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                   |
| <b>2016 Rice Pool &amp; Water Park Hours of Operation:</b>      |                          |                         |                          |                         |
| Monday – Saturday   | 11:00am – 8:00pm         |                         |                          |                         |
| Sunday  | 12:00pm – 8:00pm         |                         |                          |                         |
| <b>2016 Northside Family Aquatic Center Hours of Operation:</b> |                          |                         |                          |                         |
| Monday – Sunday   | 12:00pm – 8:00pm         |                         |                          |                         |



## 2017 Park District Daily Fee Comparison

### 2017 Resident Adult:

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

### 2017 Non-Resident Adult:

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

### 2017 Resident Child/Senior:

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

### 2017 Non-Resident Child/Senior:

|           |                                     |               |
|-----------|-------------------------------------|---------------|
| 1         | Elk Grove Park District             | \$16          |
| 2         | Woodridge Park District             | \$15.50       |
| 3         | Bolingbrook Park District           | \$15          |
| 4         | Lisle Park District                 | \$13          |
| 4         | Lombard Park District               | \$13          |
| 5         | Hinsdale Recreation                 | \$12          |
| 5         | Geneva Park District                | \$12          |
| 6         | Carol Stream Park District          | \$10          |
| 7         | Glen Ellyn Park District            | \$9.75        |
| <b>8</b>  | <b>Wheaton Park District (Rice)</b> | <b>\$8.25</b> |
| 9         | Hoffman Estates Park District       | \$8           |
| 9         | Arlington Heights                   | \$8           |
| <b>10</b> | <b>Wheaton Park District (NSP)</b>  | <b>\$7.50</b> |
| 10        | Dundee Township Park District       | \$7.50        |
| 11        | Palatine Park District              | \$7           |
| 11        | Bloomington Park District           | \$7           |
| 12        | Bensenville Park District           | \$4           |

- **The staff is anticipating no increase for the 2018 Daily Admission rates.**

**Addison***Resident*

\$4 Adult (Mon-Fri)

\$7 Adult (Sat/Sun)

\$4 Child/Senior (Mon-Fri)

\$5 Child/Senior (Sat/Sun)

*Nonresident*

\$7

\$9

\$7

\$8

**Woodridge – Cypress Cove***Resident*

\$8.50 Children/Adults

\$4.25 Seniors

*Nonresident*

\$15.50 Children/Adults

\$7.75 Seniors

**Bolingbrook**

\$9 Child/Adult/Senior Resident

\$15 Child/Adult/Senior Non-Resident

**Lombard***Resident*

\$7 Children/Senior

\$10 Adult

*Nonresident*

\$13 Children/Senior

\$15 Adult

**Village of Hinsdale***Resident*

\$8 Youth &amp; Adult

*Nonresident*

\$12 Youth &amp; Adult

**Arlington Heights***Resident*

\$6

After 5 pm rates

\$3

*Nonresident*

\$8

\$5

**Elk Grove***Resident*

\$6 Senior

\$7 Youth &amp; Adult

*Nonresident*

\$8 Seniors

\$9 Youth &amp; Adult

**Bloomington***Resident*

\$5 Ages 3-18

\$7 Ages 19-61

\$5 Ages 62 &amp; Over

After 6 pm rates

\$4 For All

*Nonresident*

\$7 Ages 3-18

\$9 Ages 19-61

\$7 Ages 62 &amp; Over

\$6 For All

**Lisle***Resident*

\$7 Children/Adults 12 until 4pm

\$5 Children/Adults 6:30-9pm

\$6 Seniors until 5:30pm

\$4 Seniors 6:30-9pm

*Nonresident*

\$13 Children/ Adults until 5:30pm

\$9 Children/Adults 6:30-9pm

\$12 Seniors until 5:30pm

\$8 Seniors 6:30-9pm



**Hoffman Estates**

*Resident*  
 \$7 Children/Senior  
 \$9 Adult  
 After 5pm

*Nonresident*  
 \$8 Children/Senior  
 \$10 Adult

**Palatine**

*Resident*  
 \$5 Ages 4-17  
 \$7 Ages 18-55  
 \$5 Ages 55 & Over

*Nonresident*  
 \$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**

| <i>Resident</i>       | <i>Nonresident</i>    |
|-----------------------|-----------------------|
| \$7 Ages 3 and up     | \$10 Ages 3 and up    |
| \$3 After 6 pm        | \$5 After 6 pm        |
| \$30 Five Punch Visit | \$45 Five Punch Visit |
| \$55 Ten Punch Visit  | \$85 Ten Punch Visit  |

**Geneva**

| <i>Resident</i>    | <i>Nonresident</i>  |
|--------------------|---------------------|
| \$8 Ages 3-17      | \$12 Ages 3-17      |
| \$8 Ages 18-59     | \$12 Ages 18-59     |
| \$8 Ages 60 & over | \$12 Ages 60 & over |

Twilight Rates are half price after 6pm

**Dundee – Dolphin Pool**

| <i>Resident</i>          | <i>Nonresident</i>        |
|--------------------------|---------------------------|
| \$5 Ages 3 – 9 & Seniors | \$7.50 Ages 3-9 & Seniors |
| \$6 Adult 10-61          | \$8.50 Adult 10-61        |
| \$4 Twilight             | \$6 Twilight              |

**Glen Ellyn**

| <i>Resident</i> | <i>Nonresident</i> |
|-----------------|--------------------|
| \$6.25 Child    | \$9.75 Child       |
| \$9.25 Adult    | \$12.75 Adult      |
| \$4.75 Senior   | \$9.50 Senior      |



**Wheaton – Northside**

| <i>Resident</i> |                     | <i>Nonresident</i> |
|-----------------|---------------------|--------------------|
| \$5.00          | Child under 22 w/id | \$7.50             |
| \$8.25          | 22 & 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 22 w/id | \$8.25             |
| \$8.75          | Adult 22 & over     | \$13.00            |
| \$5.50          | 60 & over w/id      | \$8.25             |

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

