

• 2019 •

ANNUAL REPORT

WHEATON PARK DISTRICT AQUATICS



CONTENTS

EXECUTIVE SUMMARY 2

HIGHLIGHTS 3

ATTENDANCE 6

TOTAL POOL PASSES SOLD 8

TOTAL PAID DAILY ADMISSION VISITS 8

COMBINED ATTENDANCE AND WEATHER 9

AQUATIC BUDGET ANALYSIS 10

FINANCIAL COMPARISON 11

CONCESSIONS 12

SWIM LESSONS 13

PART TIME WAGES 15

APPENDIX A: MARKETING OVERVIEW 17

APPENDIX B: AQUATIC FACILITY SURVEY 24

APPENDIX C: LEARN TO SWIM SURVEY 25

APPENDIX D: 2019 COMPETITION RATE ANALYSIS 26



EXECUTIVE SUMMARY



Rice Pool and 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 2019 season, 114,257 patrons dove into our locations and enjoyed our facility amenities. Due to a cold and wet spring, Pool Pass sales slowed during the 10% Preseason Sale and In-Season Sale, leading to a decrease of (307) passes equaling a decrease of (\$18,736) compared to 2018 during those sales.

In 2020, Rice Pool will be entering its 32nd year of operation, while Northside will enter its 28th year. This was Max Yoshikawa's second year as the Aquatics and Safety Manager with the Wheaton Park District after a decade of work in varying aquatics facilities and attractions. Max is also coordinating and teaching CPR and First Aid classes for all departments, as well as the ongoing PDRMA Loss Control Review for reaccreditation in each year.

The Wheaton Park District would like to thank Wendy Russell for her continued support and hard work in her part-time role as the Assistant Aquatics and Safety Manager after retiring in 2017. Wendy continues to be an integral part of the Wheaton Park District's aquatics program since the opening of Rice Pool and Water Park in 1989. She has been a mentor, coach, and supervisor to thousands of Wheaton teens and young adults.

The Wheaton Park District would also like to thank Gia Sigala, Owen Seleski, and Dennis Jenkins on their first year as Managers at Northside Family Aquatic Center. Each of these young leaders brought unique aquatic leadership backgrounds to Northside this year, and we are excited to see them continue to grow and return to Northside in 2020.



HIGHLIGHTS

- Wheaton Park District aquatic facilities employed 318 individuals during the 2019 summer season; Rice Pool employed 213 while Northside Pool employed 105. 97% of the pool staff are high school or college aged.
- Wheaton residents accounted for 75% of aquatic staff, resulting in approximately \$368,948 returned to the local economy through wages.



- The Wheaton Park District participated in the Ellis & Associates International Pool and Water Safety Lifeguard Training Programs. Through this program and certification agency, lifeguards are audited on an individual basis as well as through Team Management Rescues. Audits are done by Ellis & Associates representatives with lifeguards being scored on skills such as professionalism, personal safety, aquatic accident prevention, observational skills, managing aquatic emergencies and team rescues.
- Both Northside Family Aquatic Center and Rice Pool and Water Park received “two Exceeds” and “one Meets” on the 2019 audits for Ellis & Associates. Scores can be Exceeds, Meets, and Fails based on actions by lifeguards.
- A job at one of our aquatic facilities is a first time employment opportunity for most of our staff. Safety and customer service is the utmost priority. Weekly in-services and daily pre-shift meetings insure our facilities’ excellence. Lifeguards average 96 hours of training, while water park and concessions staff average 24 hours of training per season.
- A Thanksgiving Sale was offered November 19 to December 3. During the sale, 2,971 passes were sold totaling \$130,644 five months prior to opening day. During the winter discount period (December 4 thru January 7) 849 passes were sold totaling an additional \$40,970. The pre-season discount rate was offered January 8 to April 30, 1,652 passes were sold totaling \$89,641 in sales. Regular season rates began May 1. From May 1 throughout the 2019 season 2,156 passes were sold for an additional \$131,252. 66% of total sales occurred during a discounted period.





- Staff surveyed swim lesson participants at both aquatic facilities. We were able to accommodate everyone on the waiting list. Participants seemed pleased with our program. 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 C: Learn to Swim Survey Results).

- The Parent and Tot program was successful again this summer with 48 participants in the class. The half-hour weekly lesson provided parents the opportunity to learn techniques to get their young children comfortable in water.
- The Barracuda Swim Team enrollment totaled 135 participants this season. We had new head coach Laine Perez and three new assistant coaches, Eric Frey, Bella Anderson, and Bailey Fister. The Swim team took 4th place at the “A” Conference Meet out of 8 teams.
- For the first time ever, Rice Pool and Water Park hosted the “B” Conference Championship Meet in 2019. The meet ran extremely smoothly with multiple teams and coaches expressing their appreciation and gratitude. The meet consisted of 8 teams and included 403 registered swimmers and their families. Each team rotates hosting the “A” and “B” Conference Championship Meet. Rice Pool will be hosting the 2020 “A” Conference Championship Meet.





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

- Daily safety checks continued to be implemented at both facilities in 2019. These daily checks ensure our ability to account for any children and guests accompanying them for the day and occurs roughly around 2pm each day. It also grants staff the opportunity to market swim lessons and concessions as well as issue heat advisories. This procedure is well received by patrons.
- Each year Northside and Rice rent out the pools for graduating 5th grade students from District 200. These incentive programs benefit the staff, students, and get our guards ready for the year. The schools include Bower, Madison, Longfellow, Whittier, and Sandburg Elementary Schools.
- Dippin' Dots were a big hit this year from our concessions ice cream menu. The product was well received at both facilities bringing in \$13,095 in gross revenue.



ATTENDANCE

Rice Pool and Water Park

RICE POOL	2019 Season	2018 Season	2017 Season	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Pool Pass Visits	40,191	45,101	47,600	(4,910)	(10.9%)
Daily Admissions Paid	18,605	19,498	16,296	(893)	(4.6%)
Camps	5,848	5,948	6,503	(100)	(1.7%)
In-House Swim Lesson and Swim Team	11,308	11,202	11,478	106	0.9%
Total	75,952	81,749	81,877	(5,797)	(7.1%)
Days Open	96	92	98	4	2.2%
Avg. Daily Attendance	808	889	835	(81)	(9.1%)
Did Not Open	2	2	1	0	0.0%

- Rice Pool saw a decrease of (5,797) patrons compared to 2018 season.
- Rice Pool's 2019 scheduled season operated 4 more days compared to the 2018 season due to the CUSD 200 school calendar.



ATTENDANCE

Northside Pool

NORTHSIDE POOL	2019 Season	2018 Season	2017 Season	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Pool Pass Visits	19,158	21,340	24,372	(2,182)	(10.2%)
Daily Admissions	4,659	4,890	4,997	(231)	(4.7%)
Camp Visits	2,458	2,026	2,103	432	21.3%
In-House Swim Lesson and Swim Team	12,030	11,532	10,484	498	4.3%
Total	38,305	39,788	41,956	(1,483)	(3.7%)
Days Open	74	77	83	(3)	(3.9%)
Avg. Daily Attendance	518	517	505	1	0.2%
Did Not Open	0	2	1	(2)	(100.0%)

- Northside Pool saw a decrease of (1,483) patrons from the 2018 season.
- Northside Pool's 2019 scheduled season operated 3 less days compared to the 2018 season due to the CUSD 200 school calendar.



TOTAL POOL PASSES SOLD

Total Pool Passes Sold	2019 Season	2018 Season	2017 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Resident	7,037	7,361	7,683	(324)	(4.4%)
Non-Resident	597	679	745	(82)	(12.1%)
Total	7,634	8,040	8,428	(406)	(5.0%)

- Nonresident passes represent 8% of the total passes sold. This is roughly the same as last season.
- Pool pass gross revenue decreased (\$25,973) from 2018.
- The 2019 Thanksgiving Sale (November 19-December 3) accounted for 33%, Winter Special (December 4-January 7) accounted for 10%, Preseason Sale (January 8- April 30) accounted for 23% and in-season (May 1 and after) accounted for 34% of total sales.
- In 2019, 66% of the passes were sold at a discount, compared to 65% in 2018.

TOTAL PAID DAILY ADMISSION VISITS

Resident Daily Admission	2019 Season	2018 Season	2017 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	4,072	3,739	3,398	333	8.9%
Rice	12,071	12,188	10,005	(117)	(1.0%)
Total	16,143	15,927	13,403	216	1.4%
Resident % of Total Daily Admission	69%	65%	64%	---	4.0%

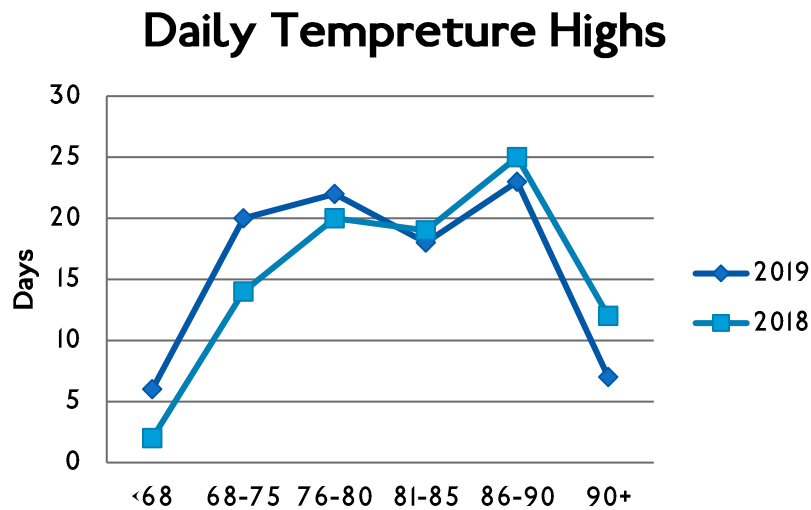
Non-Resident Daily Admission	2019 Season	2018 Season	2017 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside	587	1,151	1,598	(564)	(49.0%)
Rice	6,534	7,308	5,846	(774)	(10.6%)
Total	7,121	8,459	7,444	(1,338)	(15.8%)
Non-Res % of Total Daily Admission	31%	35%	36%	---	(4.0%)

- Daily Admission visits continue to increase as staff sees a trend of families choosing not to commit to a yearly Pool Pass.

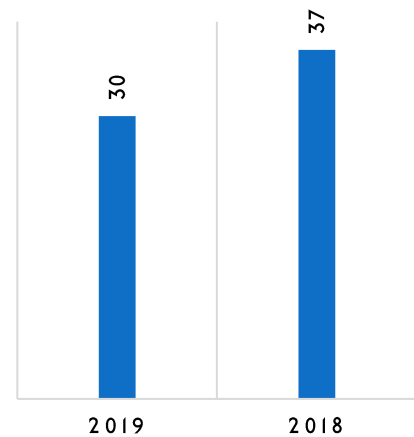


COMBINED ATTENDANCE AND WEATHER

Rice/Northside Combined Attendance	2019 Season	2018 Season	2017 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Total	114,257	121,537	124,045	(7,280)	(6.0%)



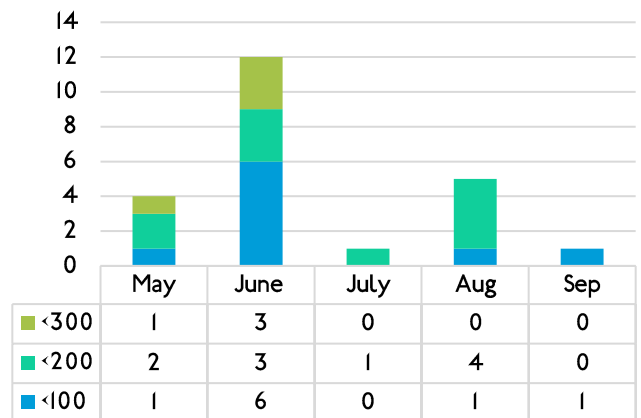
DAYS GREATER THAN 86 DEGREES



- 2019 recorded 30 days above 86 degrees compared to 37 in the 2018

DAILY HIGH TEMP.	2019 Total Days in Temp. Range	2018 Total Days in Temp. Range	2019 Percent of Total Days	2018 Percent of Total Days
< 68	6	2	6%	2%
69-75	20	14	21%	15%
76-80	22	20	23%	22%
81-85	18	19	19%	21%
86-90	23	25	24%	27%
91+	7	12	7%	13%

Days with Less than 300 Swimmers



AQUATIC BUDGET ANALYSIS

Budget analysis is based on September 2019 financial status report and year end projections.

REVENUE	2019 Season Actual	2018 Season Actual	2017 Season Actual	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Rice Pool	578,071	577,620	584,597	451	0.1%
Northside	250,446	269,909	278,878	(19,463)	(7.2%)
Total	828,517	847,529	863,475	(19,012)	(2.2%)
EXPENSE	2019 Season Actual	2018 Season Actual	2017 Season Actual	Increase (Decrease) from last season	Percent Increase (Decrease) from last season
Rice Pool	696,518	705,969	696,308	(9,451)	(1.3%)
Northside	322,387	320,063	306,740	2,324	0.7%
Total	1,018,905	1,026,032	1,003,048	(7,127)	(0.7%)



Aquatic Revenue & Expense Comparison

2019 vs 2018 Revenue Decreased by (\$19,012)

- Pool Pass Sales Decreased (\$25,973)
- Daily Admission Increased \$6,014
- Swim Lessons Decreased (\$4,393)
- Guest Passes Decreased (\$2,835)
- Concession Sales Increased \$3
- Pool Rentals and Sponsorships Increased \$7,572
- Misc. Increased \$600

2019 vs 2018 Expense Decreased by (\$7,127)

- Parks expenses Increased by \$3,560
- Aquatics Wages Increased by \$9,277
- Aquatics Supplies Decreased by (\$5,181)
- Aquatic Training Increased by \$1,022
- Contractual Expenses Decreased by (\$15,805)

NET Balance	2019 Season Actual	2018 Season Actual	2017 Season Actual	Increase (Decrease) from last season
Rice Pool Balance (Revenue over Expenses)	(118,447)	(128,349)	(111,711)	9,902
Northside Balance (Revenue over Expenses)	(71,941)	(50,154)	(27,862)	(21,787)
Total Balance (Revenue over Expenses)	(190,388)	(178,503)	(139,573)	(11,885)

FINANCIAL COMPARISON

Pool Pass Financials

REVENUE	2019 Budgeted Pool Pass Revenue	2019 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2018 Actual Pool Pass Revenue	Increase (Decrease) 2018 v. 2019 Actual	Percentage Increase (Decrease) 2018 v. 2019 Actual
Rice	300,000	261,735	(38,265)	275,572	(13,837)	(5.0%)
Northside	150,000	128,914	(21,086)	141,050	(12,136)	(8.6%)
Total	450,000	390,649	(59,351)	416,622	(25,973)	(6.2%)

- 2019 pool pass sales decreased by (406) compared to 2018 season.

Guest Pass Financials

REVENUE	2019 Budgeted Guest Passes Revenue	2019 Actual Pool Pass Revenue	Increase (Decrease) Budgeted Pool Pass Revenue	2018 Actual Pool Pass Revenue	Increase (Decrease) 2018 v. 2019 Actual	Percentage Increase (Decrease) 2018 v. 2019 Actual
Rice	18,000	15,362	(2,638)	17,735	(2,373)	(13.4%)
Northside	6,500	6,538	38	7,000	(462)	(6.6%)
Total	24,500	21,900	(2,600)	24,735	(2,835)	(11.5%)

- 2019 guest pass booklets were sold as follows: Six (6) daily resident visits for \$51,
Twenty (20) daily resident visits for \$170.

Admission Financials

REVENUE	2019 Budgeted Daily Admission Revenue	2019 Actual Daily Admission Revenue	Increase (Decrease) Budgeted Daily Admission Revenue	2018 Actual Daily Admission Revenue	Increase (Decrease) 2018 v. 2019 Actual	Percentage Increase (Decrease) 2018 vs. 2019 Actual
Rice	130,000	144,681	14,681	141,421	3,260	2.3%
Northside	30,000	32,231	2,231	29,477	2,754	9.3%
Total	160,000	176,912	16,912	170,898	6,014	0.9%

- 2019 daily admissions increased 6,014 compared to 2018

Combined Pool Pass, Admission, and Guest Pass

2019 Gross Actual Combined Admissions Revenue	2018 Gross Actual Combined Admissions Revenue	Increase (Decrease) 2019 vs. 2018	Percentage Increase (Decrease) 2019 vs. 2018
589,461	612,255	(22,794)	(3.7%)

- 2019 recorded 30 days above 86 degrees compared to 37 in the 2018

CONCESSIONS

REVENUE	2019 Actual Concession Revenue	2018 Actual Concession Revenue	Increase (Decrease) From Last Season	Percentage Increase (Decrease) from last season
Rice	74,230	73,950	280	0.4%
Northside	15,084	15,361	(277)	(1.8%)
Total	89,314	89,311	3	0.0%

EXPENSES	2019 Actual Concession Expense	2018 Actual Concession Expense	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Rice	44,550	51,156	(6,606)	(12.9%)
Northside	12,304	13,222	(918)	(6.9%)
Total	56,854	64,378	(7,524)	(11.7%)

2019 Concession Net	2018 Concession Net	Increase (Decrease) 2019 vs. 2018	Percentage Increase (Decrease) 2019 vs. 2018
32,460	24,933	7,527	30.2%



Rice Pool hosted 18 birthday parties (294 guests), totaling an estimated \$2,637 in Concessions Revenue. Birthday parties choose between a soda, Hotdog and chips or a soda and 2 slices of pizza per guest.



SWIM LESSONS

In 2019, the swim lesson program operated at a 55% profit percentage.

REVENUE	2019 Budgeted Swim Lesson Revenue	2019 Actual Swim Lesson Revenue	Increase (Decrease) Budgeted Swim Lesson Revenue	2018 Actual Swim Lesson Revenue	Increase (Decrease) 2018 v. 2019 Actual	Percentage Increase (Decrease) 2018 v. 2019 Actual
Rice	55,000	46,735	(8,265)	43,982	2,753	6.3%
Northside	58,000	55,581	(2,419)	62,727	(7,146)	(11.4%)
Total	113,000	102,316	(10,684)	106,709	(4,393)	(4.1%)

“Keep that ear in the water!” To the right, 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.



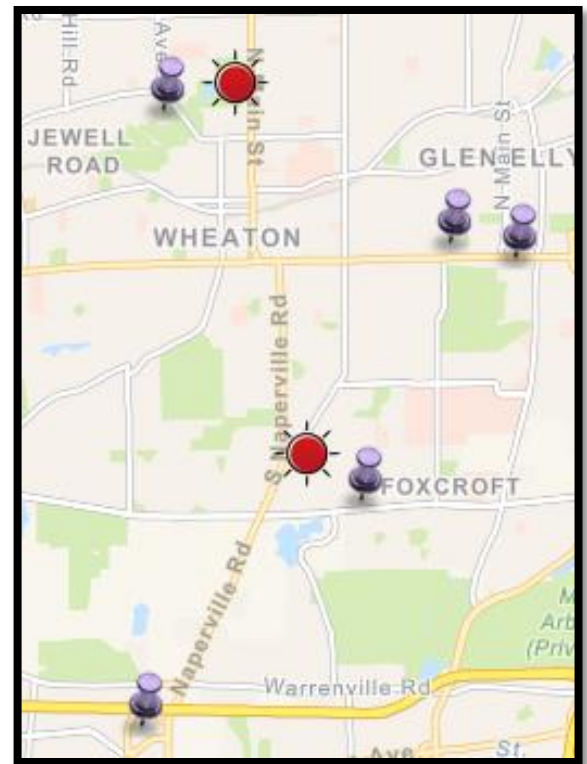
EXPENSES	2019 Budgeted Swim Lesson PT Wages	2019 Actual Swim Lesson PT Wages	Increase (Decrease) Budgeted Swim Lesson Revenue	2018 Actual Swim Lesson Revenue	Increase (Decrease) 2018 v. 2019 Actual	Percentage Increase (Decrease) 2018 v. 2019 Actual
Rice	27,000	27,311	511	26,046	1,265	4.9%
Northside	21,600	18,232	(3,368)	21,436	(3,204)	(14.9%)
Total	48,600	45,543	(2,857)	47,482	(1,939)	(4.1%)

2019 Net Balance Swim Lessons	2018 Net Balance Swim Lessons	Increase (Decrease) 2019 vs. 2018	Percentage Increase (Decrease) 2019 vs. 2018
56,773	59,227	(2,454)	(4.1%)

SWIM LESSONS CONTINUED

SWIM LESSON PARTICIPANTS	2019 Season	2018 Season	2017 Season	Increase (Decrease) from last season	Percentage Increase (Decrease) from last season
Northside Family Aquatic Center	1,295	1,421	1,180	(126)	(8.9%)
Rice Pool & Water Park	1,230	1,163	1,461	67	5.8%
Total	2,525	2,584	2,641	(59)	(2.3%)

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



PART TIME WAGES

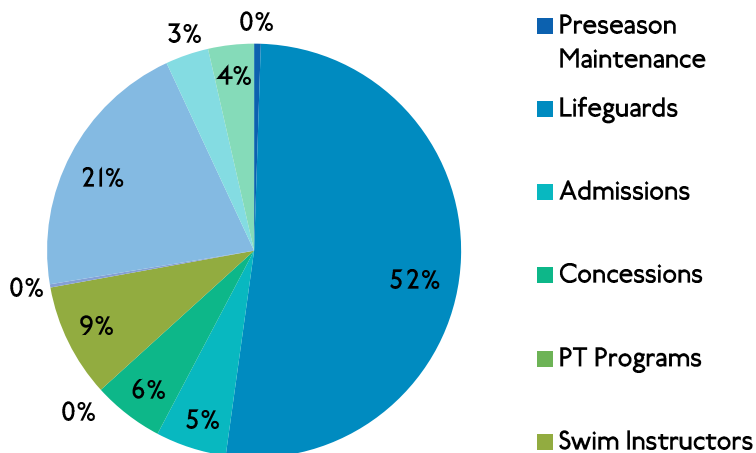
Rice Pool and Water Park

Rice Pool's 2019 scheduled season operated 4 more days compared to the 2018 season.

Rice Pool	2019 Budgeted PT Wages	2019 Actual PT Wages	Increase (Decrease) Budgeted PT Wages	2018 Actual PT Wages	Increase (Decrease) Actual 2018 vs. 2019	Percentage Increase (Decrease) 2018 vs. 2019
Preseason Maintenance	1,500	1,594	94	1,454	140	9.6%
Lifeguards	149,000	158,972	9,972	151,487	7,485	5.0%
Admissions	17,000	17,015	15	14,608	2,407	16.5%
Concessions	15,000	17,072	2,072	18,204	(1,132)	(6.2%)
Swim Instructors	27,000	27,311	311	26,046	1,265	4.9%
Private Swim	1,000	778	(222)	900	(122)	(13.6%)
Support Staff	60,000	63,522	3,522	60,883	2,639	4.3%
Asst. Pool Managers	10,500	10,382	(118)	9,500	882	9.3%
WPD CC Support	11,000	11,000	0	9,800	1,200	12.2%
Rice Totals	292,000	307,646	15,646	292,882	14,764	5.0%

- Rice Pool costs approximately \$305 per hour in wages to safely run the facility. The cost of 4 additional days open was approximately \$10,989.

Rice Pool Part Time Wages

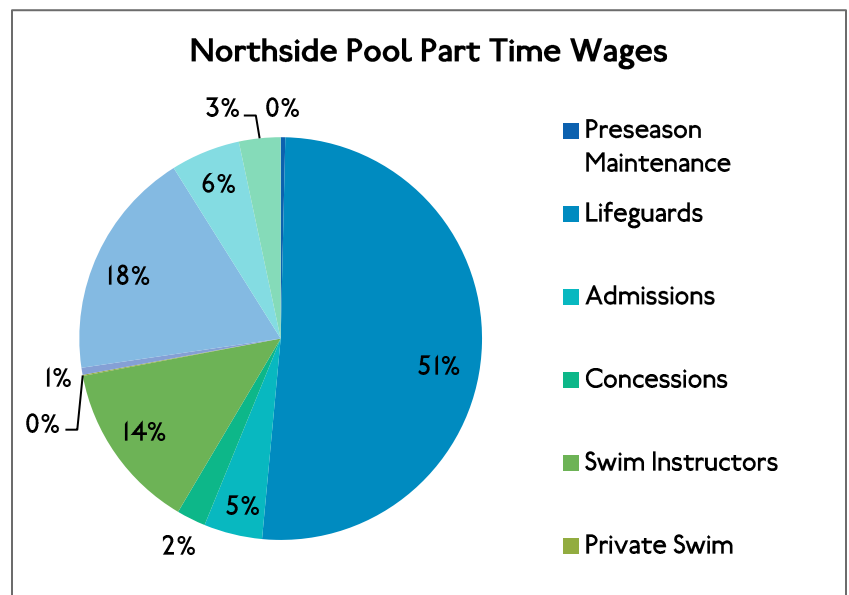


Northside Pool

Northside's 2019 scheduled season operated 3 less days compared to the 2018 season due to the CUSD 200 school calendar regarding snow days.

Northside Pool	2019 Budgeted PT Wages	2019 Actual PT Wages	Increase (Decrease) Budgeted PT Wages	2018 Actual PT Wages	Increase (Decrease) Actual 2018 vs. 2019	Percentage Increase (Decrease) 2018 vs. 2019
Preseason Maintenance	600	495	(105)	181	314	173%
Lifeguards	70,000	68,938	(1,062)	65,978	3,020	4.6%
Admissions	7,000	6,328	(672)	6,570	(242)	(3.7%)
Concessions	3,000	3,156	156	3,134	22	0.7%
Swim Instructors	21,600	18,232	(3,368)	21,436	(3,204)	(14.9%)
Private Swim	300	120	(180)	30	90	300%
Support Staff	1,200	765	(435)	1,808	(1,043)	(57.7%)
Pool Managers	25,600	24,819	(781)	25,563	(744)	(2.9%)
Swim Team Coaches	6,000	7,528	1,528	6,988	540	7.7%
WPD CC Support	4,500	4,500	0	4,200	300	7.1%
Northside Totals	139,800	134,881	(4,919)	135,828	(947)	(0.7%)

- Lifeguard wages increased due to additional swim team practices in June and July that had not previously existed.



APPENDIX A: MARKETING OVERVIEW

SPONSORSHIP

- For the first time, the pools had 2 season sponsors: DuPage Medical Group and Smile Doctors.
- The "Opening Day Giveaway" promotion offered the first 100 families to each location (Northside & Rice) received a giveaway bag featuring Wheaton Park District branded and sponsor donated items.
- Impressions for pool sponsorship is estimated at more than 125,950 which includes social media, print, web traffic and email marketing.

Sponsorship
revenue increased

75%

over 2018.

RICE POOL & WATER PARK



NORTHSIDE FAMILY AQUATIC CENTER



PRE-SEASON POOL PASS SALES

OBJECTIVE : CONTINUE TO OFFER PRE-SEASON SALES TO ATTRACT NEW FAMILIES AND PAST POOL PASS HOLDERS TO PURCHASE THEIR PASSES EARLY.

- The 25% off Thanksgiving Sale was successful again this year. Sales increased by 5% over 2018.
- By May 1, the aquatic facilities made \$261,255 in pass revenue. This accounts for 66% of total pass sales for the year.
- Promotional materials received a face lift this year featuring a cleaner more vibrant design.

THANKSGIVING SALE | 25% OFF NOVEMBER 19-DECEMBER 3

Website screenshot showing the Thanksgiving Sale promotion. The header includes the tagline "create. discover. play." and navigation links for EVENTS, REGISTER, and FACILITIES. The main headline reads "The Biggest Sale of the Year" followed by "Pools and Fitness | Now-December 3" and "25% off 2019 Pool Season Passes and Annual Fitness Center Memberships". Below this, there are two columns of text: "2018 Annual Pool Passes for Rice Pool & Water Park and Northside Family Aquatic Center" and "New and Renewal Annual Fitness Memberships". A button labeled "Pool Passes" is visible. At the bottom, it says "Purchase passes online if you have a Wheaton Park District household account or call the Community Center Front Desk to create an account at 630.690.4880."

EMAIL MARKETING

PRINT

Print flyer for "THE BIGGEST SALE OF THE YEAR" featuring "UP TO 25% OFF" from "NOVEMBER 19-DECEMBER 1". It promotes "2019 Pool Season Passes" and "Annual Fitness Center Memberships" and includes the website "wheatonparkdistrict.com". The flyer features images of children on inflatable rings and adults at the gym.

Print flyer for "THE BIGGEST SALE OF THE YEAR" with the headline "SAVE UP TO 25% ON MEMBERSHIPS!". It includes the Wheaton Park District logo, address "1777 S. Blanchard St. Wheaton, IL 60189", and a "Local Postal Customer" label. It also mentions "Wheaton Park District Aquatic Facilities" and "Published by Gina Catalano 11/19 November 23, 2018".

SOCIAL MEDIA

Social media post for "THE BIGGEST SALE OF THE YEAR" with "UP TO 25% OFF" from "NOVEMBER 19-DECEMBER 3". It includes the website "WHEATONPARKDISTRICT.COM" and the text "November 19-December 3: The Biggest Sale Of The Year". At the bottom, it shows "89 People Reached" and "9 Engagements" with a "Boost Post" button.

WINTER SALE | 20% OFF DECEMBER 4-JANUARY 7



**DIVE into SAVINGS with the
WINTER POOL PASS SALE!**

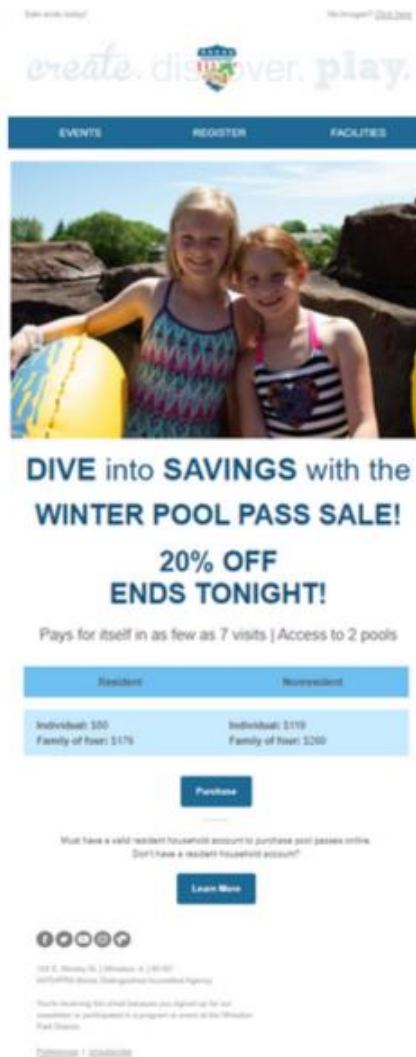
Pays for itself in as few as seven visits | Access to two pools

20% OFF
Now through January 7

See the front desk for details.

WHEATONPARKDISTRICT.COM

PRINT



create. discover. play.

EVENTS REGISTER FACILITIES

**DIVE into SAVINGS with the
WINTER POOL PASS SALE!**

**20% OFF
ENDS TONIGHT!**

Pays for itself in as few as 7 visits | Access to 2 pools

Resident	Nonresident
Individual: \$88 Family of four: \$176	Individual: \$119 Family of four: \$238

[Purchase](#)

Must have a valid resident household account to purchase pool passes online.
Don't have a resident household account?

[Learn More](#)

107 E. Main St. | Wheaton, IL 60187
630.690.4880
wheatonparkdistrict.org/aquatics

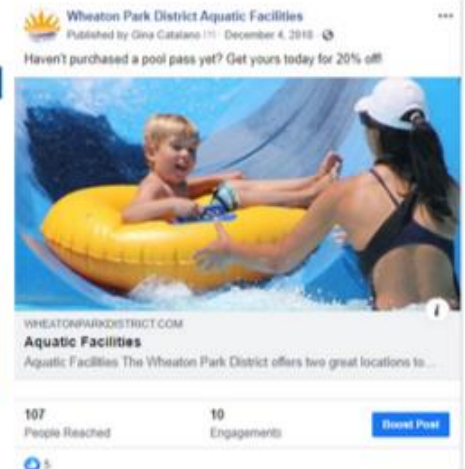
Wheaton Park District Aquatic Facilities

107 E. Main St. | Wheaton, IL 60187
630.690.4880
wheatonparkdistrict.org/aquatics

Wheaton Park District Aquatic Facilities

Wheaton Park District Aquatic Facilities

EMAIL MARKETING



Wheaton Park District Aquatic Facilities

Published by Gina Catalano | 11 | December 4, 2018

Haven't purchased a pool pass yet? Get yours today for 20% off!

WHEATONPARKDISTRICT.COM
Aquatic Facilities
Aquatic Facilities The Wheaton Park District offers two great locations to...

107 People Reached | 10 Engagements

[Boost Post](#)

SOCIAL MEDIA



EVENTS REGISTER FACILITIES

**Pre-Season Pool
Pass Sale Ends Soon**

Save 10%

Now through April 30

TWO pools for the price of one

Passes are good for unlimited visits to both Rice Pool & Water Park and Northside Family Aquatic Center

Purchase online*
or in person at the Community Center
1777 S. Blanchard St. | Wheaton

[Learn more](#)

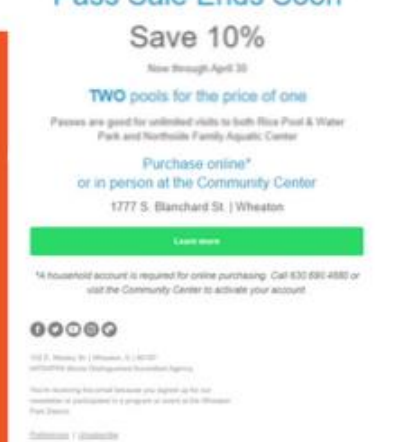
*A household account is required for online purchasing. Call 630.690.4880 or visit the Community Center to activate your account.

107 E. Main St. | Wheaton, IL 60187
630.690.4880
wheatonparkdistrict.org/aquatics

Wheaton Park District Aquatic Facilities

EMAIL MARKETING

PRE-SEASON SALE | 10% OFF JANUARY 8-APRIL 30



EVENTS REGISTER FACILITIES

**Pre-Season Pool
Pass Sale Ends Soon**

Save 10%

Now through April 30

TWO pools for the price of one

Passes are good for unlimited visits to both Rice Pool & Water Park and Northside Family Aquatic Center

Purchase online*
or in person at the Community Center
1777 S. Blanchard St. | Wheaton

[Learn more](#)

*A household account is required for online purchasing. Call 630.690.4880 or visit the Community Center to activate your account.

107 E. Main St. | Wheaton, IL 60187
630.690.4880
wheatonparkdistrict.org/aquatics

Wheaton Park District Aquatic Facilities

EMAIL MARKETING



**10% OFF
SEASON PASSES***

Pays for itself in as few as seven visits | Access to two pools

PRINT



Wheaton Park District Aquatic Facilities

Published by Gina Catalano | 11 | April 16

Two pools for the price of one! Learn how you can get 10% off pool passes in April.

CREATESEND.COM
10% off Pool Passes!

*A household account is required for online purchasing. Call 630.690.4880 or visit the Community Center to activate your account.

940 People Reached | 22 Engagements

[Boost Post](#)

1 Share

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

SOCIAL MEDIA

SWIM LESSONS

OBJECTIVE: CONTINUE TO PROMOTE THE CONVENIENCE AND AFFORDABILITY OF OUR SWIM LESSON PROGRAM AND STRESS THE IMPORTANCE AND SAFETY OF CHILDREN KNOWING HOW TO SWIM. SWIMMING IS AN ESSENTIAL LIFE SKILL.



LOCATION

Swim Lesson flyers were reorganized by pool location and displayed as a-frames this year at each location.



LIFE

A new swim instructor shirt design was created promoting swim lessons as life lessons.

ALL THINGS AQUATIC
JULY - JULY

SWIM LESSONS - NORTHSIDE
Level 10

Age	Day	Time	Instructor	Cost
4-5	Mon	4:00-4:30	Ms. [Name]	\$45.00
6-7	Tue	4:00-4:30	Ms. [Name]	\$45.00
8-9	Wed	4:00-4:30	Ms. [Name]	\$45.00
10-11	Thu	4:00-4:30	Ms. [Name]	\$45.00
12-13	Fri	4:00-4:30	Ms. [Name]	\$45.00
14-15	Sat	4:00-4:30	Ms. [Name]	\$45.00
16-17	Sun	4:00-4:30	Ms. [Name]	\$45.00

SWIM LESSONS - RICE POOL
Level 10

Age	Day	Time	Instructor	Cost
4-5	Mon	4:00-4:30	Ms. [Name]	\$45.00
6-7	Tue	4:00-4:30	Ms. [Name]	\$45.00
8-9	Wed	4:00-4:30	Ms. [Name]	\$45.00
10-11	Thu	4:00-4:30	Ms. [Name]	\$45.00
12-13	Fri	4:00-4:30	Ms. [Name]	\$45.00
14-15	Sat	4:00-4:30	Ms. [Name]	\$45.00
16-17	Sun	4:00-4:30	Ms. [Name]	\$45.00

SWIM LESSONS - NORTHSIDE
Level 10

Age	Day	Time	Instructor	Cost
4-5	Mon	4:00-4:30	Ms. [Name]	\$45.00
6-7	Tue	4:00-4:30	Ms. [Name]	\$45.00
8-9	Wed	4:00-4:30	Ms. [Name]	\$45.00
10-11	Thu	4:00-4:30	Ms. [Name]	\$45.00
12-13	Fri	4:00-4:30	Ms. [Name]	\$45.00
14-15	Sat	4:00-4:30	Ms. [Name]	\$45.00
16-17	Sun	4:00-4:30	Ms. [Name]	\$45.00

SWIM LESSONS - RICE POOL
Level 10

Age	Day	Time	Instructor	Cost
4-5	Mon	4:00-4:30	Ms. [Name]	\$45.00
6-7	Tue	4:00-4:30	Ms. [Name]	\$45.00
8-9	Wed	4:00-4:30	Ms. [Name]	\$45.00
10-11	Thu	4:00-4:30	Ms. [Name]	\$45.00
12-13	Fri	4:00-4:30	Ms. [Name]	\$45.00
14-15	Sat	4:00-4:30	Ms. [Name]	\$45.00
16-17	Sun	4:00-4:30	Ms. [Name]	\$45.00

wheatonparkdistrict.com

ALL THINGS AQUATIC
JULY - JULY

SWIM LESSONS - NORTHSIDE
Level 10

Age	Day	Time	Instructor	Cost
4-5	Mon	4:00-4:30	Ms. [Name]	\$45.00
6-7	Tue	4:00-4:30	Ms. [Name]	\$45.00
8-9	Wed	4:00-4:30	Ms. [Name]	\$45.00
10-11	Thu	4:00-4:30	Ms. [Name]	\$45.00
12-13	Fri	4:00-4:30	Ms. [Name]	\$45.00
14-15	Sat	4:00-4:30	Ms. [Name]	\$45.00
16-17	Sun	4:00-4:30	Ms. [Name]	\$45.00

SWIM LESSONS - RICE POOL
Level 10

Age	Day	Time	Instructor	Cost
4-5	Mon	4:00-4:30	Ms. [Name]	\$45.00
6-7	Tue	4:00-4:30	Ms. [Name]	\$45.00
8-9	Wed	4:00-4:30	Ms. [Name]	\$45.00
10-11	Thu	4:00-4:30	Ms. [Name]	\$45.00
12-13	Fri	4:00-4:30	Ms. [Name]	\$45.00
14-15	Sat	4:00-4:30	Ms. [Name]	\$45.00
16-17	Sun	4:00-4:30	Ms. [Name]	\$45.00

SWIM LESSONS - NORTHSIDE
Level 10

Age	Day	Time	Instructor	Cost
4-5	Mon	4:00-4:30	Ms. [Name]	\$45.00
6-7	Tue	4:00-4:30	Ms. [Name]	\$45.00
8-9	Wed	4:00-4:30	Ms. [Name]	\$45.00
10-11	Thu	4:00-4:30	Ms. [Name]	\$45.00
12-13	Fri	4:00-4:30	Ms. [Name]	\$45.00
14-15	Sat	4:00-4:30	Ms. [Name]	\$45.00
16-17	Sun	4:00-4:30	Ms. [Name]	\$45.00

SWIM LESSONS - RICE POOL
Level 10

Age	Day	Time	Instructor	Cost
4-5	Mon	4:00-4:30	Ms. [Name]	\$45.00
6-7	Tue	4:00-4:30	Ms. [Name]	\$45.00
8-9	Wed	4:00-4:30	Ms. [Name]	\$45.00
10-11	Thu	4:00-4:30	Ms. [Name]	\$45.00
12-13	Fri	4:00-4:30	Ms. [Name]	\$45.00
14-15	Sat	4:00-4:30	Ms. [Name]	\$45.00
16-17	Sun	4:00-4:30	Ms. [Name]	\$45.00

wheatonparkdistrict.com



SIGNAGE

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

Rice Pool & Water Park Concession stand received a small sign face lift replacing the old Pepsi board with full color menus in addition to a namesake sign above the grill.

Concession Menu



A LA CARTE		SIDES & SNACKS	
Corn Dog	\$3.00	Chips	\$1.25
Hot Dog	\$3.50	Nachos	\$4.00
Cheese Dog	\$4.00	French Fries	\$2.75
Cheese Pizza	\$4.00	Cheese Fries	\$3.75
Hamburger	\$4.25	Soft Pretzel	\$3.25
Cheeseburger	\$4.75	with cheese	\$3.75
Chicken Tenders	3 Piece \$4.00	Popcorn	\$2.75
	4 Piece \$4.50	Mac & Cheese Bites	\$3.50
MEAL DEALS		BEVERAGES	
Chicken Tender Meal		Fountain Drink	
~ 3 Piece \$7.25 ~ 4 Piece \$7.75		~ 16 oz. \$2.00 ~ 24 oz. \$2.50	
Hot Dog Meal	\$6.25	Bottle of Water ~ 20 oz.	\$2.00
Hamburger Meal	\$7.00	Slushie	\$3.00
Cheeseburger Meal	\$7.50	SWEET TREATS	
<i>Meal Deals include chips and 16 oz. fountain drink.</i>		Cookie	\$1.25
		Candy	\$2.00
		Dippin' Dots	\$4.75
		Good Humor Ice Cream	\$3.00-\$4.00



Safety a-frames were created this year to have on hand in case the staff needed to close an area for maintenance or cleaning.



**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.

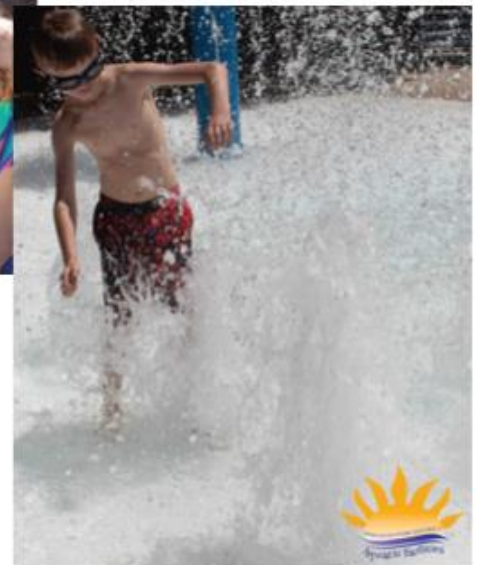
#safetyfirst



wheatonparkdistrict.com/aquatics



Window cling pictures were updated this year.



SOCIAL MEDIA & WEBSITE

4.5★

out of 5 stars on Google

"Fun place! More than just a pool - **fun** watersides, a waterfall, a low end to 'lay out' while still keeping cool. **Well worth the money** and the concessions were a nice touch."
- Rice Pool & Water Park Guest

Organic social media reach

1,500+

through Wheaton Park District Aquatics page only.

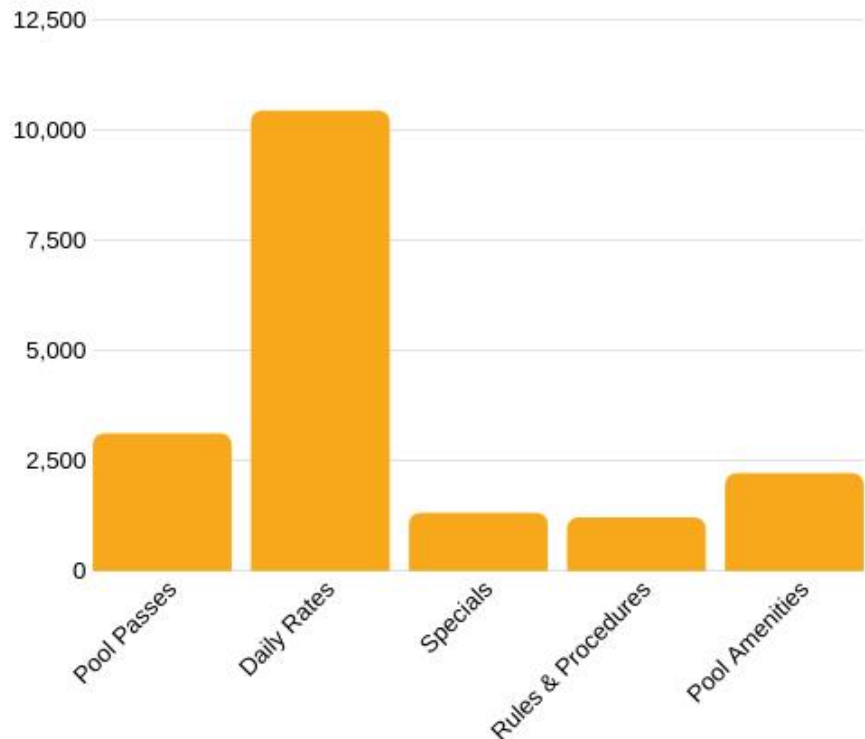
More than

60,000

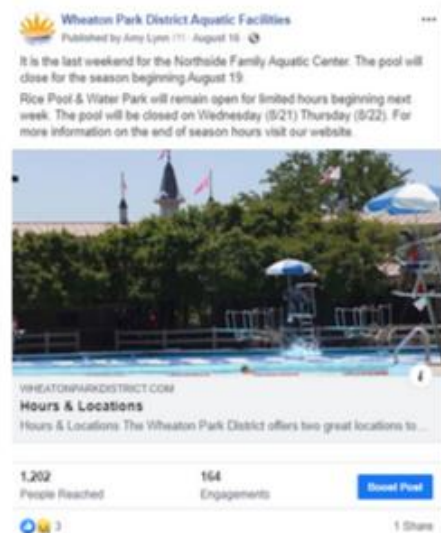
page views on the aquatics website from pre-season until the end of the summer.

OBJECTIVE: GROW AND BUILD ON SOCIAL MEDIA AND ONLINE PRESENCE TO INCREASE ENGAGEMENT OF VISITORS ON OUR PLATFORMS.

MOST VISITED WEB PAGES



MOST ENGAGED SOCIAL MEDIA POSTS



OBJECTIVES FOR 2020

Marketing and promotional objectives for the 2020 season are to continue to build awareness for the aquatic facilities while promoting the value of our pool passes and the amenities our pools provide. We will dedicate a majority of our efforts on early pool pass promotions. It is important to continue to identify opportunities for increasing revenue while maintaining our promotional plan.

BUILD AWARENESS

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

EXPAND SPONSORSHIP

Expand advertising offerings to drive sponsorship revenue throughout the season.

PROMOTE PRE-SEASON SALES

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



APPENDIX B: AQUATIC FACILITY SURVEY

TO: MIKE BENARD, EXECUTIVE DIRECTOR
 FROM: ANDY BENDY, DIRECTOR OF SPECIAL FACILITIES
 DAN NOVAK, SUPERINTENDENT OF SPECIAL FACILITIES
 MAX YOSHIKAWA, AQUATICS & SAFETY MANAGER
 RE: AQUATIC FACILITY SURVEY
 DATE: OCTOBER 2019

During the summer the Aquatic Department surveyed its users at Rice Pool & Water Park and Northside Family Aquatic Center. The following results and comments from ninety-six participants 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	4.7
Friendliness of Staff	4.9	4.8
Reception as you walked in	4.8	4.9
Customer Service on Phone	4.7	4.8
Responsiveness of the Manager	4.9	4.9
Overall Concession Operation	4.6	4.4
Variety of Food at Concession Stand	4.6	4.2
Safety under Lifeguards	4.9	4.9
Pool Fees	3.0	2.5
Pool Rules and Regulations	4.7	4.8
Facility Overall	4.9	4.9

*Not all questions are answered on surveys.



APPENDIX C: LEARN TO SWIM SURVEY

	RICE POOL & WATER PARK	NORTHSIDE FAMILY AQUATIC CENTER
<i>Did the program meet your expectations?</i>		
Yes	95%	97%
No	4%	2%
Not Sure/No Answer	1%	1%
<i>How would you rate your overall satisfaction?</i>		
Completely satisfied	93%	96%
Very satisfied	5%	2%
Satisfied	1%	1%
Partly Satisfied	1%	1%
Not sure/No Answer	0%	0%
<i>Why did you sign up for lessons at Rice or Northside?</i> (Multiple responses accepted)		
Quality of program	95%	98%
Past experience	92%	95%
Proximity to home	72%	70%
Class size	72%	70%



APPENDIX D: 2019 COMPETITION RATE ANALYSIS

2019 Regular Season Pool Pass Rates

Family of Four- Resident

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

*Indoor facility included in price.

Wheaton Park District

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

2018 Rice Pool & Water Park Hours of Operation:

Monday – Saturday 11:00am – 8:00pm

Sunday 12:00pm – 8:00pm

2018 Northside Family Aquatic Center Hours of Operation:

Monday – Sunday 12:00pm – 8:00pm

Arlington Heights Park District

Season Pass Fees:	<u>Annual</u>	<u>Summer</u>
Individual/Resident	\$144	\$112
Individual/Non Resident	\$221	\$176
Family/Resident	\$237	\$208
Family/Non Resident	\$363	\$315
Hours of Operations:		
Sunday – Sunday:	10:30am – 9:00pm	

Bensenville Park District

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

Bloomington Park District

Season Pass Fees:	<u>Summer Resident</u>	<u>Summer Non-Resident</u>
Individual	\$53	\$79
*Only offering Individual flat rates		
Hours of Operations:		
Sunday- Saturday	11:30am – 7:00pm	

Bolingbrook Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$80 (\$55 Pre)	\$86 (\$69 Pre)
Hours of Operations:		
Sunday – Saturday	12:00pm – 8:00pm	



Carol Stream Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$97	\$137
Family (2)	\$147	\$247
Family (3)	\$177	\$292
Family (4)	\$207	\$337
Family (5)	\$237	\$382
Senior	\$97	\$137
Senior Couple	\$147	\$247
Guest Pass	\$87	\$117
Hours of Operations:		
Mon – Sat.	11:00am – 8:00pm	
Sunday	11:30am – 7:00pm	

Dundee Township Park District (Indoor/outdoor all inclusive)

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

Elk Grove Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$150	\$215
Senior (65 +)	\$100	\$192
Family (2)	\$180	\$260
Each Additional	\$30	\$40
Hours of Operations:		
Mon – Fri	11:00am – 8:00pm	
Saturday	11:30am – 8:00pm	
Sunday	11:30am – 6:00pm	



Geneva Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$130	\$205
Senior	\$100	\$155
Family (2)	\$225	\$360
Family (3)	\$255	\$405
Family (4)	\$285	\$450
Each Additional	\$35	\$45

Hours of Operations:

Sunday – Saturday 12:00pm – 8:00pm

Glen Ellyn Park District

	<u>Pre-Season</u>	<u>In-Season</u>
Season Pass Fees:	<u>Resident/Non-Resident</u>	<u>Resident/Non-Resident</u>
Child	\$115/\$172	\$129/\$193
Adult (18-54)	\$123/\$185	\$137/\$205
Senior	\$49/\$72	\$52/\$78
Family (2)	\$160/\$239	\$173/\$259
Each Additional	\$27/\$32	\$27/\$32
Non-Resident Caregivers Pass	\$137	\$142
Children under 2 Years	FREE	FREE

Hours of Operations:

Mon – Thur 12:30pm – 8:30pm

Fri 12:30pm – 8:00pm

Sat – Sun 12:00pm – 8:00pm

Hinsdale Park District

	<u>Resident</u>	<u>Resident</u>	<u>Non-Res</u>	<u>Non-Res</u>
Season Pass Fees:	<u>Pre-Season</u>	<u>In-Season</u>	<u>Pre-Season</u>	<u>In-</u>
<u>Season</u>				
Individual	\$165	\$185	\$260	\$285
Family	\$290	\$315	\$515	\$540
Senior	\$80	\$80	\$80	\$155

Hours of Operations:

Mon- Fri 12:30pm – 8:00pm

Sat – Sun 12:00pm – 8:00pm

Hoffman Estates Park District

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

Lisle Park District

	<u>Pre-Season</u>	<u>In-Season</u>
Season Pass Fees:	<u>Resident/Non-Resident</u>	<u>Resident/Non-Resident</u>
Individual Senior	\$98/\$180	\$118/\$210
Student	\$99/175	\$121/\$215
Individual	\$105/\$180	\$128/\$220
Couple	\$132/\$234	\$159/\$280
Family (3)	\$159/\$288	\$189/\$340
Family (4)	\$186/\$342	\$220/\$400
Family (5)	\$213/\$396	\$250/\$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

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

Hours of Operations:

Monday – Thursday 12:30pm – 8:30pm

Friday - Saturday 12:30pm – 7:00pm

Sunday 11:30am – 7:00pm

Palatine Park District

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
Individual	\$134	\$186
2 Residents	\$164	\$231
3 or 4 Residents	\$193	\$273
5 Residents	\$236	\$333
Senior	\$74	\$120
2 Seniors	\$116	\$165

Hours of Operations:

Monday – Sunday 11:00am -8:00pm

West Chicago Park District

Season Pass Fees:	<u>Preseason/Resident</u>	<u>Preseason/Non-Resident</u>
Individual	\$50/\$65	\$65/\$80
Each Additional	\$50/\$65	\$65/\$80

Hours of Operations:

Monday – Sunday 10:30am -7:30pm

Woodridge Park District**Cypress Cove & Hobson**

Season Pass Fees:	<u>Resident</u>	<u>Non-Resident</u>
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	\$125

Hours of Operations:

Monday – Sunday 11:30am – 8:00pm



PARK DISTRICT DAILY FEE COMPARISON

2019 Resident Adult:

1	Lombard Park District	\$10
1	Palatine Park District	\$10
1	Elk Grove Park District	\$10
2	Wheaton Park District (Rice)	\$9.75
3	Wheaton Park District (NSP)	\$9.25
3	Glen Ellyn Park District	\$9.25
3	Geneva Park District	\$9.25
4	Bensenville Park District	\$9
4	Hoffman Estates Park District	\$9
4	Bolingbrook Park District	\$9
5	Woodridge Park District	\$8.50
6	Village of Hinsdale	\$8
6	West Chicago Park District	\$8
7	Bloomington Park District	\$7
7	Lisle Park District	\$7
7	Carol Stream Park District	\$7
8	Arlington Heights	\$6
8	Dundee Township Park District	\$6

2019 Non-Resident Adult:

1	Elk Grove Park District	\$16
1	Bolingbrook Park District	\$16
2	Woodridge Park District	\$15.50
3	Lombard Park District	\$15
4	Wheaton Park District (Rice)	\$14
5	Wheaton Park District (NSP)	\$13.25
6	Lisle Park District	\$13
7	Glen Ellyn Park District	\$12.75
7	Geneva Park District	\$12.75
8	Bensenville Park District	\$12
8	Hinsdale Recreation	\$12
8	West Chicago Park District	\$12
9	Palatine Park District	\$11
10	Carol Stream Park District	\$10
10	Hoffman Estates Park District	\$10
11	Dundee Township Park District	\$9.75
12	Bloomington Park District	\$9
12	Arlington Heights	\$9

2019 Resident Child/Senior:

1	Elk Grove Park District	\$10
2	Bolingbrook Park District	\$9
2	Geneva Park District	\$9
3	Woodridge Park District	\$8.50
4	Hinsdale Recreation	\$8
5	Lombard Park District	\$7
5	Lisle Park District	\$7
5	Hoffman Estates Park District	\$7
5	Palatine Park District	\$7
5	Carol Stream Park District	\$7
6	Wheaton Park District (Rice)	\$6.50
7	Glen Ellyn Park District	\$6.25
8	West Chicago Park District	\$6
8	Dundee Township Park District	\$6
8	Bensenville Park District	\$6
8	Arlington Heights	\$6
8	Wheaton Park District (NSP)	\$6
9	Bloomington Park District	\$5

2019 Non-Resident Child/Senior:

1	Elk Grove Park District	\$16
1	Bolingbrook Park District	\$16
2	Woodridge Park District	\$15.50
3	Geneva Park District	\$14
4	Lisle Park District	\$13
4	Lombard Park District	\$13
5	Hinsdale Recreation	\$12
6	West Chicago Park District	\$10
6	Carol Stream Park District	\$10
7	Glen Ellyn Park District	\$9.75
8	Wheaton Park District (Rice)	\$9.25
9	Dundee Township Park District	\$8.75
10	Wheaton Park District (NSP)	\$8.50
11	Hoffman Estates Park District	\$8
11	Bensenville Park District	\$8
11	Arlington Heights	\$8
12	Palatine Park District	\$7
12	Bloomington Park District	\$7

Woodridge – Cypress Cove*Resident/After 5pm*

\$8.50/\$6 Children/Adults

\$4.25/\$3 Seniors

Nonresident/After 5pm

\$15.50/\$10.50 Children/Adults

\$7.75/\$5.25 Seniors

Bolingbrook*Normal Hours**10pm)*

\$9 Child/Adult/Senior Resident

\$16 Child/Adult/Senior Non-Resident

*"Non-Peak" Hours (7am-12pm, 6pm-**\$6 Child/Adult/Senior Resident**\$9 Child/Adult/Senior Non-Resident***Lombard***Resident*

\$7 Children/Senior

\$10 Adult

Nonresident

\$13 Children/Senior

\$15 Adult

Village of Hinsdale*Resident*

\$8 Youth & Adult

Nonresident

\$12 Youth & Adult

Arlington Heights*Resident*

\$6

After 5 pm rates

\$3

Nonresident

\$8

\$5

Elk Grove*Resident**Hours)*

\$6 Senior

\$10 Youth & Adult

Nonresident

\$10 Seniors

\$16 Youth & Adult

*Twilight Hours (Last 2**N/A**\$7/\$11*

Bloomingtondale*Resident*

\$5 Ages 3-18

\$7 Ages 19-61

\$5 Ages 62 & Over

After 6 pm rates

\$4 For All

Nonresident

\$7 Ages 3-18

\$9 Ages 19-61

\$7 Ages 62 & Over

\$6 For All

Lisle*Resident/Twilight Res (5pm)*

\$7/\$5 Children/Adults

\$6/\$4 Seniors

Nonresident/Twilight Non-Res (5pm)

\$13/\$9 Children/Adults

\$12/\$8 Seniors

Hoffman Estates*Resident*

\$7 Children/Senior

\$9 Adult

Nonresident

\$8 Children/Senior

\$10 Adult

Palatine*Resident/Twilight Res (6pm)*

\$7/\$5 Ages 4-17

\$10/\$8 Ages 18-55

\$7/\$5 Ages 55 & Over

Nonresident/Twilight Non-Res (6pm)

\$7 Ages 4-17

\$11 Ages 18-55

\$7 Ages 55 & Over

Bensenville

	<i>Daytime</i>		<i>Evening</i>	
	<i>Resident</i>	<i>Nonresident</i>	<i>Resident</i>	<i>Nonresident</i>
Ages 3-17	\$6	\$8	\$3	\$4
Ages 18-54	\$9	\$12	\$4.5	\$6
Age 55 & over	\$6	\$8	\$3	\$4

Carol Stream*Resident*

\$7 Ages 3 and up

\$3 After 6 pm

\$30 Five Punch Visit

\$55 Ten Punch Visit

Nonresident

\$10 Ages 3 and up

\$5 After 6 pm

\$45 Five Punch Visit

\$85 Ten Punch Visit

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

\$6.25/\$4.50 Ages 3-17

\$9.25/\$4.50 Ages 18-59

\$6.25/\$4.50 Ages 60 & over

Twilight Rates are half price after 6pm

Nonresident/Twilight Non-Res (After

\$9.75/\$7 Ages 3-17

\$12.75/\$7 Ages 18-59

\$9.75/\$7 Ages 60 & over

Dundee – Dolphin Cove Pool*Resident*

\$6 Ages 3 – 9 & Seniors

\$7 Adult 10-61

\$5 Twilight

Nonresident

\$8.75 Ages 3-9 & Seniors

\$9/75 Adult 10-61

\$7 Twilight

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

\$6.25/\$5 Child

\$9.25/\$8 Adult

\$4.75/\$3.50 Senior

Nonresident/Twilight Non-Res

\$9.75/\$7 Child

\$12.75/\$10 Adult

\$9.50/\$5.50 Senior

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

\$6/\$3 Child/Senior

\$8/\$4 Adult

Nonresident/Twilight Non-Res (After

\$10/\$5 Child/Senior

\$12/\$6 Adult

Wheaton – Northside*Resident*

\$6.00 Child under 18 w/id

\$9.25 Adult 18 & over

\$6.00 60 & over w/id

Nonresident

\$8.50

\$13.25

\$8.50

Wheaton – Rice*Resident*

\$6.50 Child under 18 w/id

\$9.75 Adult 18 & over

\$6.50 60 & over w/id

Nonresident

\$9.25

\$14.00

\$9.25

After 5 pm 50% less for resident and nonresident.

THANK YOU FOR
A GREAT

**2019
SEASON!**



WHEATON PARK DISTRICT AQUATIC FACILITIES

