

2026 Lakefront Annual Report

GLENCOE PARK DISTRICT

Agenda



- Season Overview
- Staff and Training
- Beach Closures
- Boathouse Storage
- Aquatics & Sailing
- Survey Results
- Beach Data and Financials
- Questions

GLENCOE PARK DISTRICT

Beach Season Overview

Swimming Beach
Memorial Day – Labor Day

Boating Beach
Mid-May – Mid-October

Aquatics & Sailing Programs
June 15 – August 14

Hours of Operation

Swimming Beach

Preseason: May 23 – May 31
Regular Season: June 6 – Aug. 16
Post Season*: Aug. 17 – Sept. 7
**Lifeguards weekends only*

Boating Beach

Preseason: May 17 – June 7
Regular Season: June 8 – Aug. 9
Post Season: Aug. 14 – Sept. 7
End of Season: Sept. 11 – Oct. 11

Admission

Season Passes

- Glencoe Beach Pass: $39 / $78 (per person)
- Guest Passes: $50 / $100 (10 guests)

Daily Admission

- $12 / $24 (per person)
- Monday – Friday after 12 PM

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Staff and Training

Seasonal Staff

- **70 staff members**
  - Lifeguards
  - Cashiers
  - Boat Guards
  - Camp Staff
  - Leadership
- ~95% of staff is made up by high school/college age students

Training

- Early May
- About 20 hours of training
- Investing more time in developing quality training
- Continued learning via in-service training

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Audits

3 Audits Completed

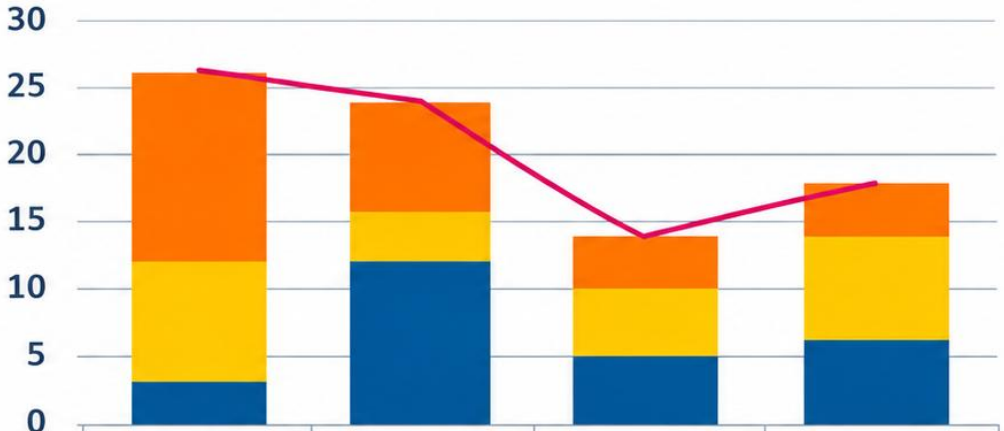
- 1 **Five-Star** Rating
- 2 **Four-Star** Ratings



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Beach Closures

- Daily testing
- Continuously monitor weather
- Flag System
  - Red
  - Yellow
  - Green
- Staffing during closures



	2023	2024	2025	2026
High Surf	14	8	4	4
Inclement Weather	9	4	5	8
High Bacteria	3	12	5	6
Total	**26**	**24**	**14**	**18**

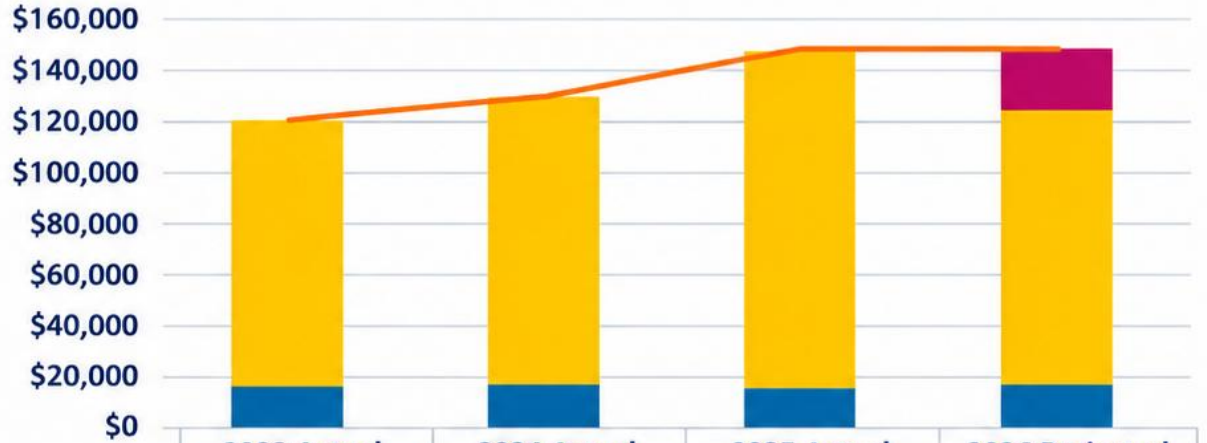
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Boathouse Storage

New in 2026

Moved to the Locker Room Module in RecTrac

Separated Locker Rentals from Boat Storage



	2023 Actual	2024 Actual	2025 Actual	2026 Projected
Locker Storage	$0	$0	$0	$22,125
Summer Storage	$105,872	$113,176	$131,694	$109,420
Winter Storage	$15,281	$16,437	$15,210	$15,973
Total	**$121,153**	**$129,613**	**$146,904**	**$147,518**

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Storage Spaces

	Rack Spots	Sand Spots	Total
2026	156	44	200
2025	172	48	220
2024	172	48	220
2023	167	52	219
2022	164	55	219
2021	164	57	221
2020	166	57	223
2019	117	59	176

- **156 rack spaces** across North and South Beach.
- **Rack rentals decreased in 2026** after eliminating discounts for second and third vessels.
- **Double-stacking was eliminated,** with each vessel now assigned its own space.

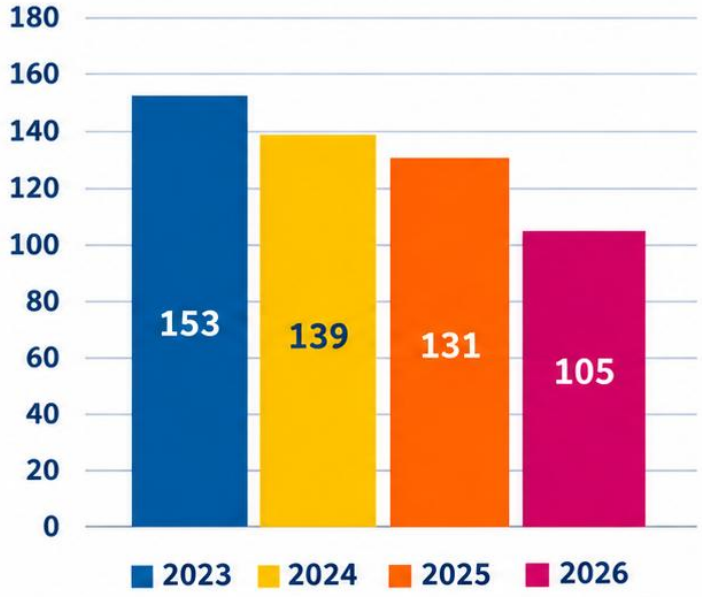
No rack spots are currently available on the beach.

We were able to accommodate 4 people from the waitlist for rack spots.

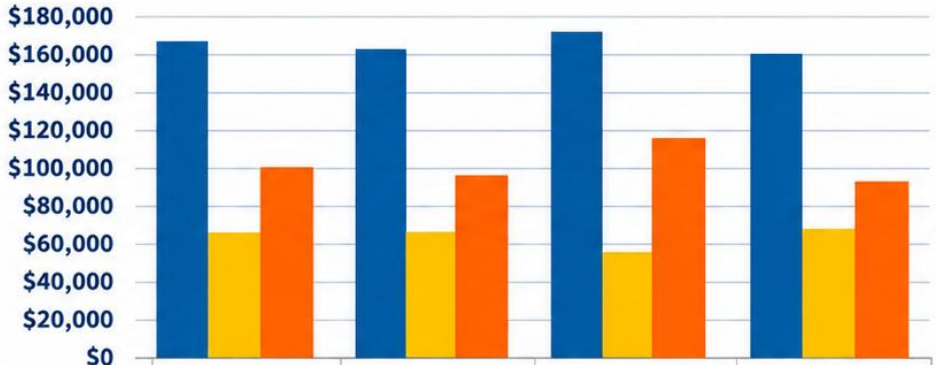
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Aquatics and Sailing

Camp Enrollment



Camp Financials



	2023 Actual	2024 Actual	2025 Actual	2026 Projection
Revenue	$165,414	$162,661	$170,971	$160,530
Expense	$65,125	$65,825	$55,029	$67,675
Excess of Revenue over Expenditures	$100,289	$96,836	$115,942	$92,855

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Annual Passholder Survey

Survey Overview

The annual passholder survey collects feedback on amenities, staff, and the overall beach experience to guide future improvements.

Total Responses	
2026:	134
2025:	236
2024:	362

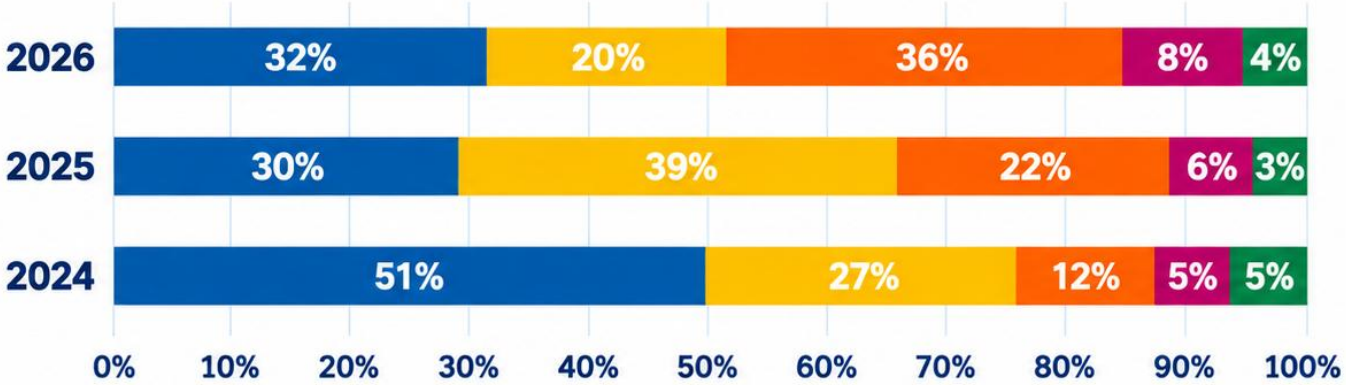
Key Takeaway: Survey participation has decreased in 2026, providing a smaller but still valuable snapshot of passholder feedback.

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Overall Satisfaction

88%

Rate Their Experience **Good–Excellent** in 2026



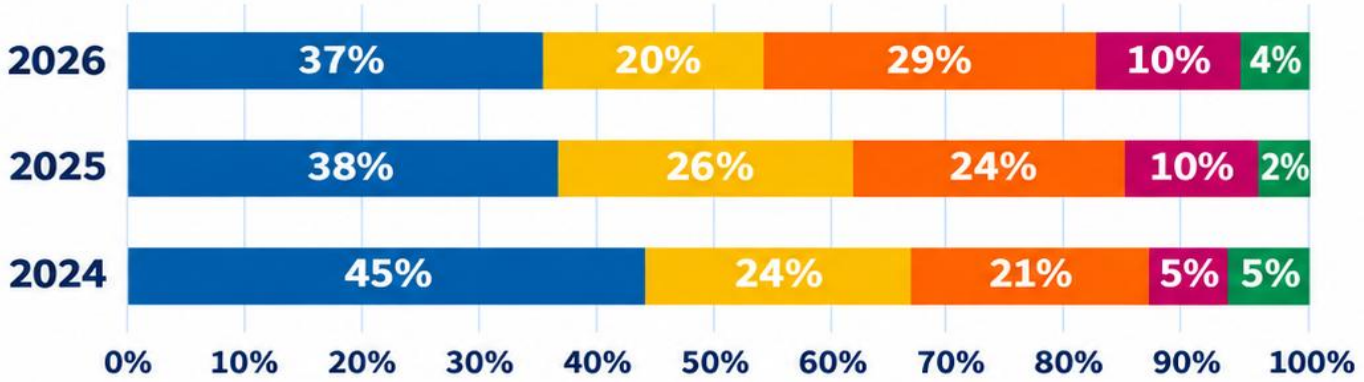
Rating	2024	2025	2026
Excellent	51%	30%	32%
Very Good	27%	39%	20%
Good	12%	22%	36%
Fair	5%	6%	8%
Poor	5%	3%	4%

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Value of Beach Pass

86%

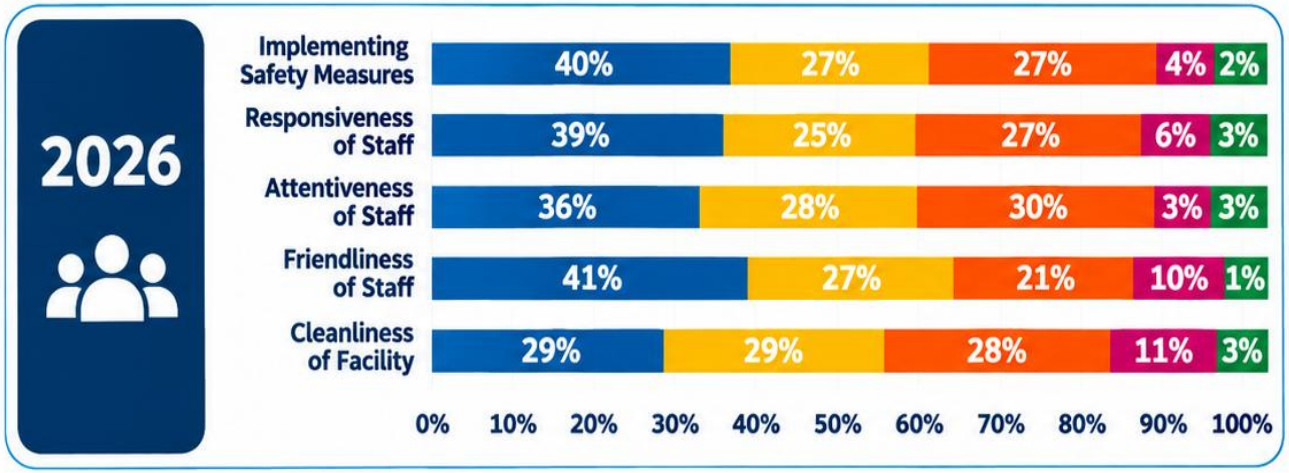
Rate the Value of the Beach Pass **Good–Excellent** in 2026

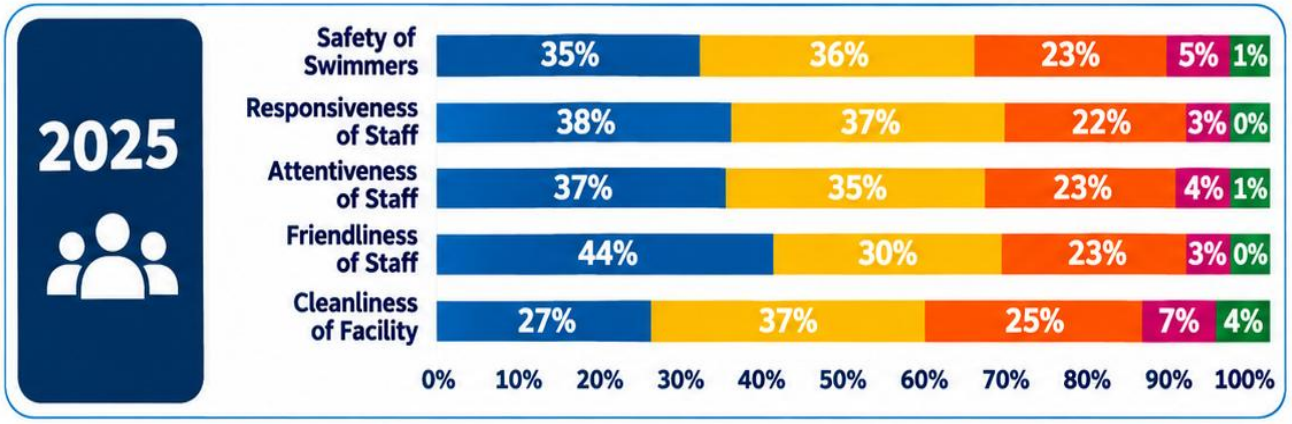


Rating	2024	2025	2026
Excellent	45%	38%	37%
Very Good	24%	26%	20%
Good	21%	24%	29%
Fair	5%	10%	10%
Poor	5%	2%	4%

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Beach Staff Satisfaction





Staff Highlights

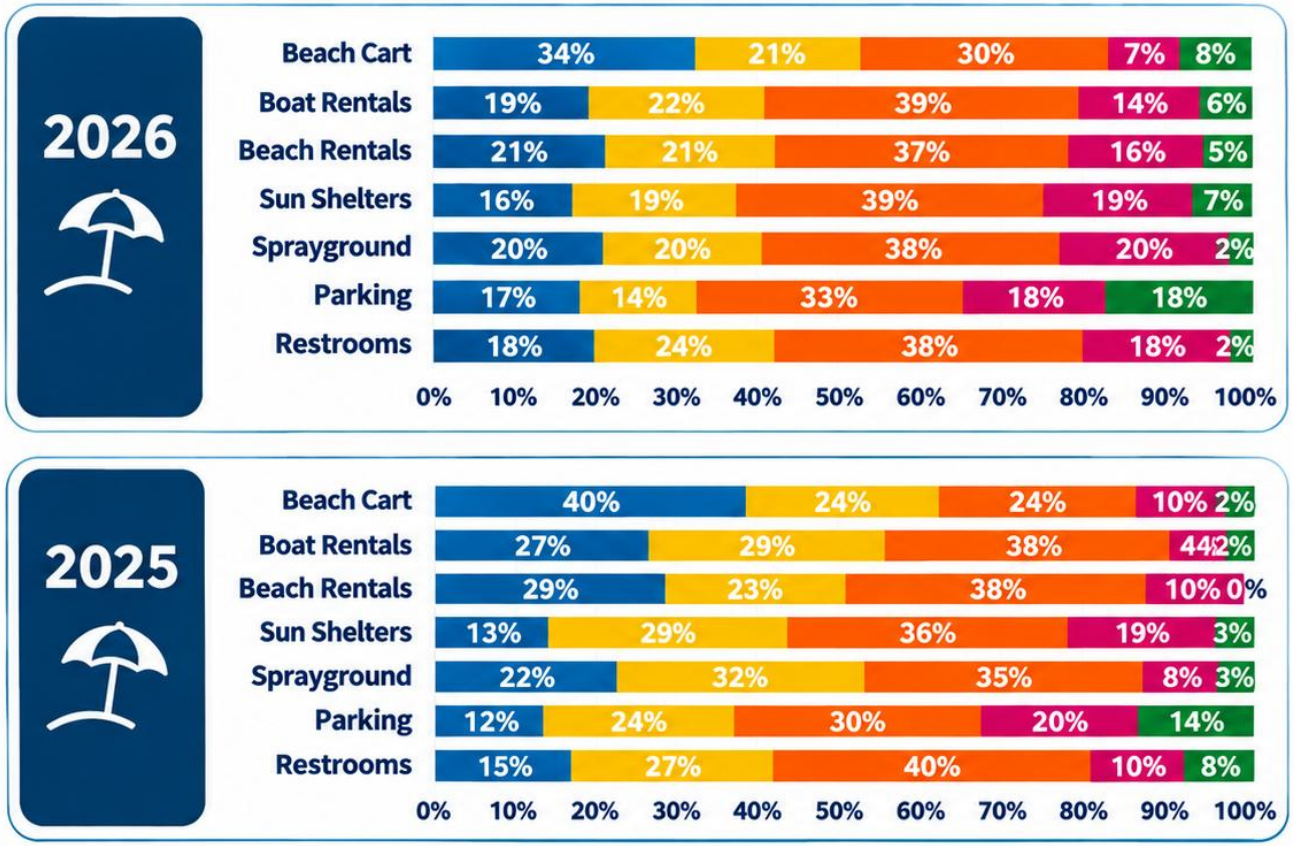
- **High satisfaction** with **staff friendliness (68%** Excellent/Very Good) in 2026.
- **Positive ratings** for **safety measures (67%** Excellent/Very Good) in 2026.

Rating Key

- Excellent
- Very Good
- Good
- Fair
- Poor

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Amenities Satisfaction



Amenity Highlights

- **Beach Cart** remains the **highest-rated** amenity (55% Excellent/Very Good).
- Overall **satisfaction** is **consistent** year over year across most amenities.

Rating Key

- Excellent
- Very Good
- Good
- Fair
- Poor

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10-Year Beach Attendance

ADMISSION TYPE	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Resident pass	3,206	2,784	4,258	38,253	17,591	8,425	10,250	12,669	11,181	**10,995**
Non-resident pass*	1,069	1,109	1,391	13,516	11,887	5,818	6,650	7,728	6,904	**7,572**
Northbrook pass	—	—	—	—	—	2,976	3,462	2,415	2,248	**2,641**
TOTAL PASS	**4,275**	**3,893**	**5,649**	**51,769**	**29,478**	**17,219**	**20,362**	**22,812**	**20,333**	**21,208**
Resident daily	4,565	7,221	4,424	—	434	944	991	1,109	919	**988**
Non-resident daily	18,384	18,278	12,606	—	2,702	2,429	2,418	2,623	2,586	**2,981**
TOTAL DAILY	**22,949**	**25,499**	**17,030**	**—**	**3,136**	**3,373**	**3,409**	**3,732**	**3,505**	**3,969**
TOTAL VISITS	**27,224**	**29,392**	**22,679**	**51,769**	**32,614**	**20,592**	**23,771**	**26,544**	**23,838**	**25,177**

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Beach Attendance: 2017 vs. 2026

Attendance category	2017	2026	Change
Glencoe resident visits	7,771	11,983	+54.2%
Non-resident visits (including Northbrook)	19,453	13,194	–32.2%
Total beach visits	**27,224**	**25,177**	

RESIDENT VISITS

29% → 48%

2017 to 2026

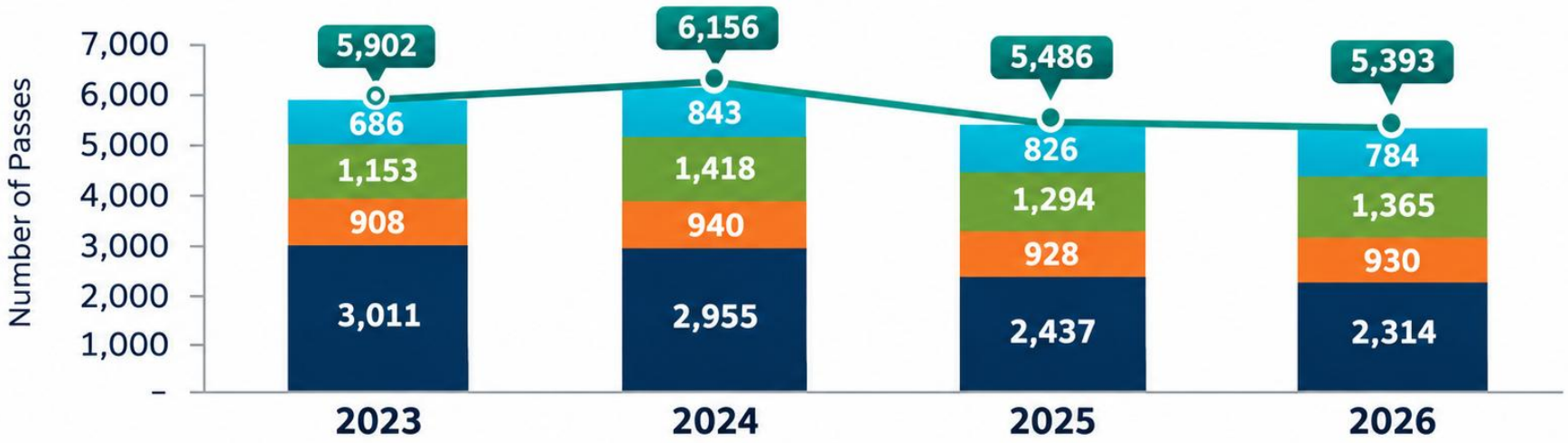
PASS VISITS

18% → 84%

2017 to 2026

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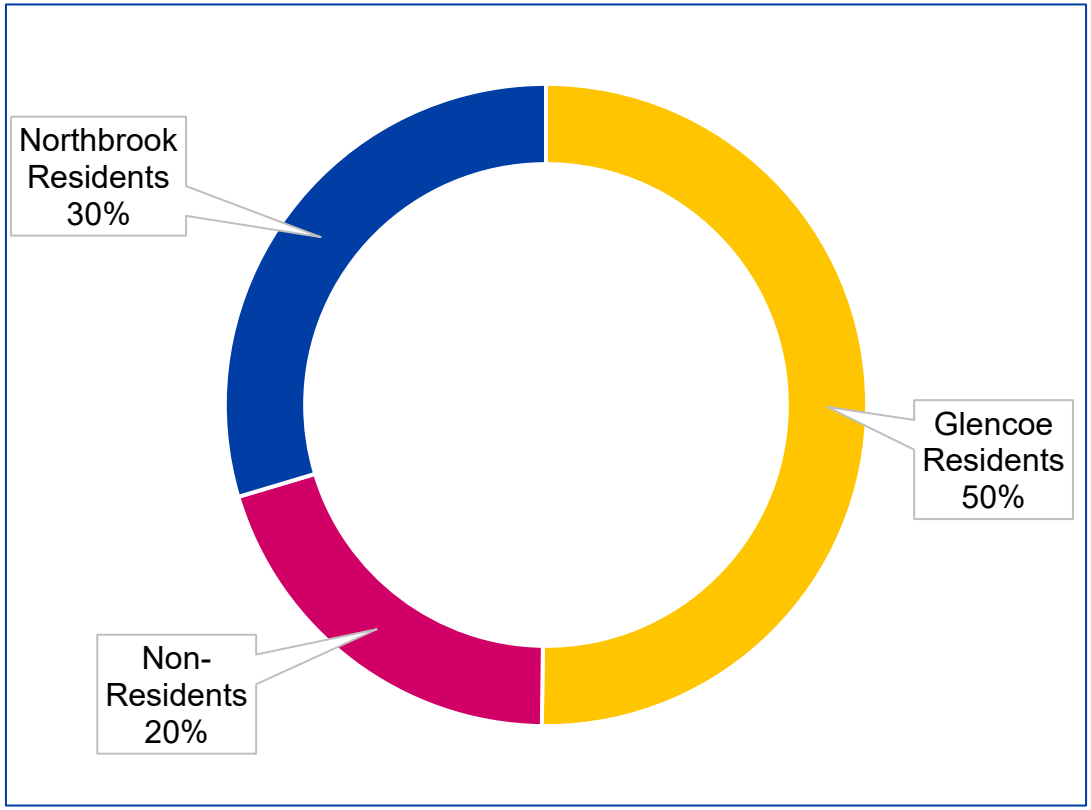
Beach Passes Sold



Pass Type	2023	2024	2025	2026
Guest Passes	686	843	826	784
Northbrook Passes	1,153	1,418	1,294	1,365
Non-Resident Passes	908	940	928	930
Resident Passes	3,011	2,955	2,437	2,314
Total Passes	**5,902**	**6,156**	**5,486**	**5,393**

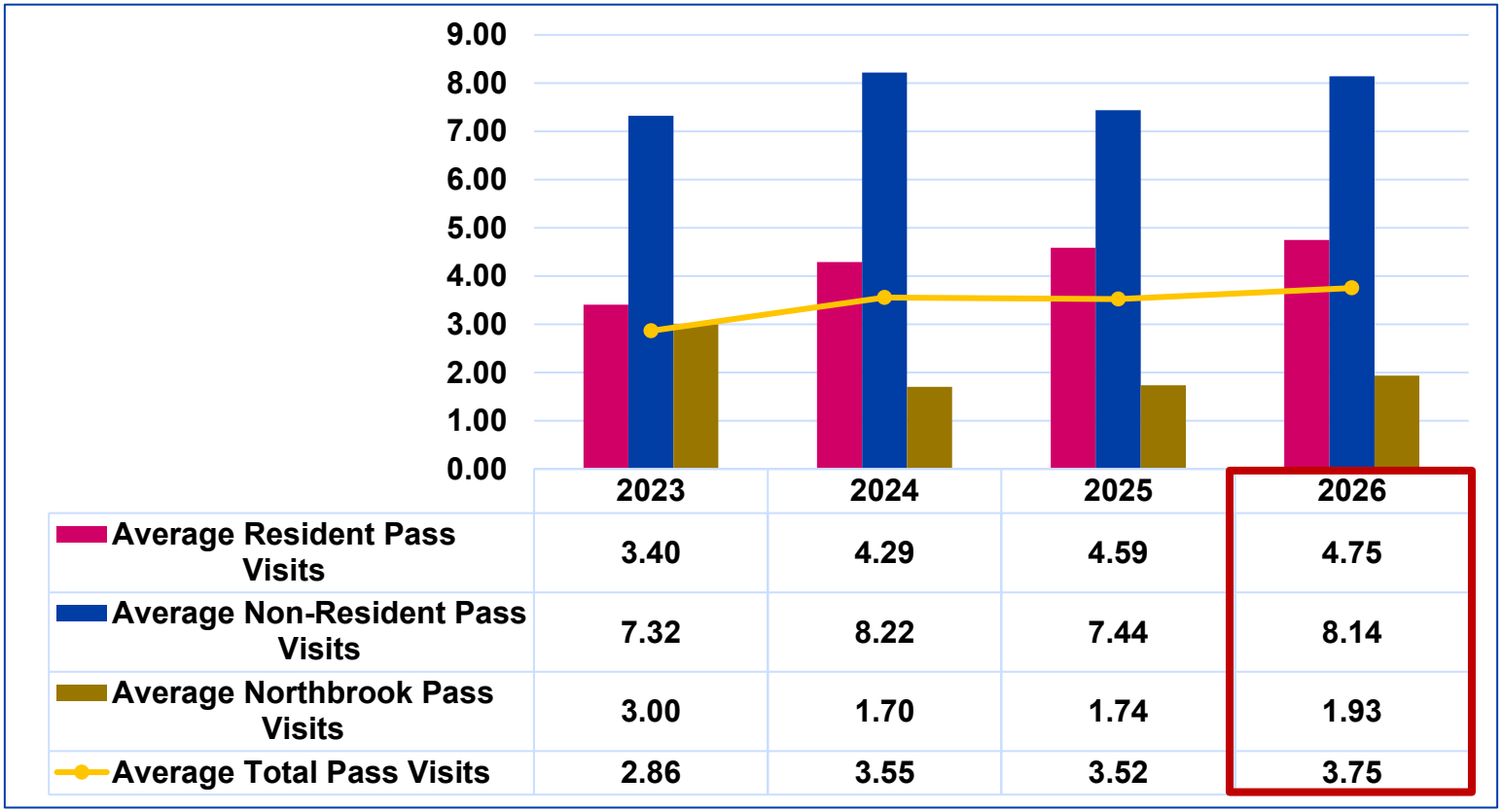
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Season Pass Demographics



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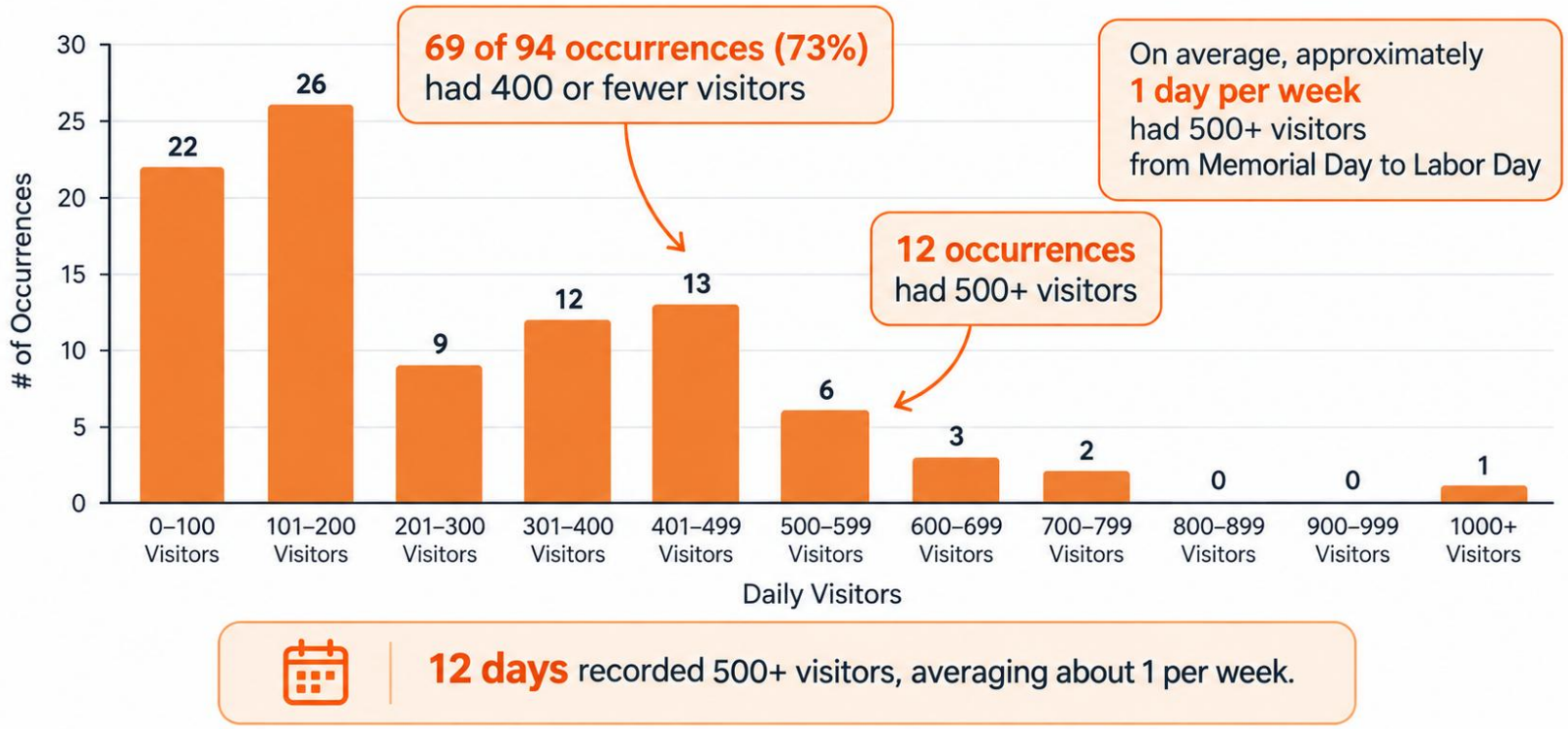
Average Visits per Season Pass



	2023	2024	2025	2026
Average Resident Pass Visits	3.40	4.29	4.59	4.75
Average Non-Resident Pass Visits	7.32	8.22	7.44	8.14
Average Northbrook Pass Visits	3.00	1.70	1.74	1.93
Average Total Pass Visits	2.86	3.55	3.52	3.75

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Distribution of Daily Beach Visitation

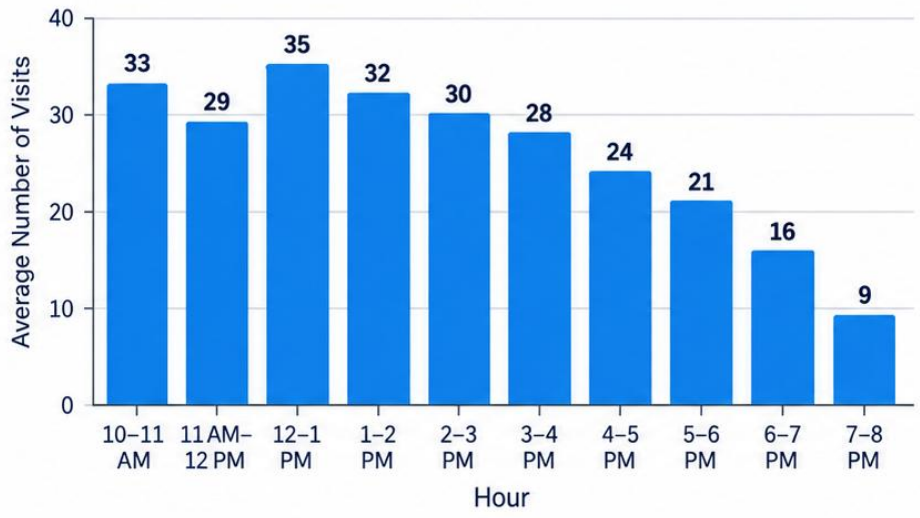


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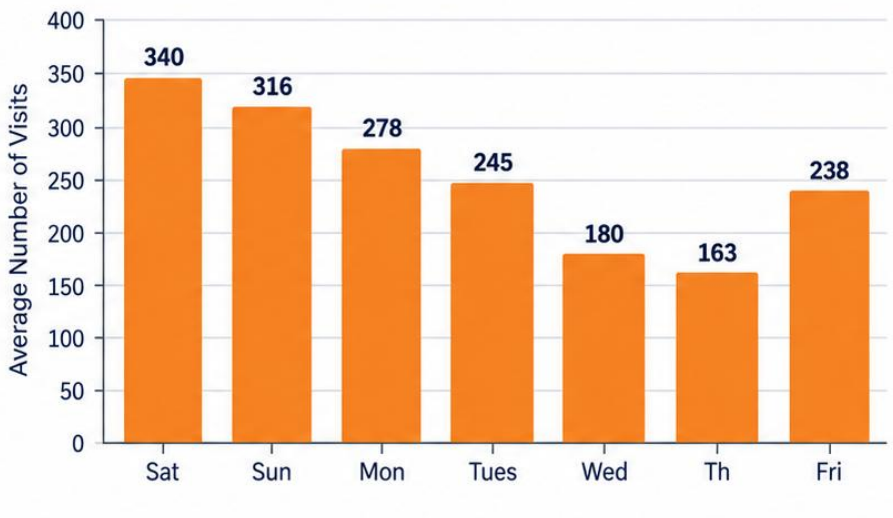
2026 Beach Visit Patterns

Based on 25,177 total visits across 98 admission days.

Visits by Hour (2026)



Visits by Day of Week (2026)



Peak Hour:
12–1 PM
(35 average visits)

Peak Day:
Saturday
(340 average visits)

Total 2026 Visits:
25,177

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Northbrook Agreement

Glencoe Residents

- Season pass and daily admission rates at Northbrook's two pools
- Registration for Northbrook's aquatics programs
- Use of pools for Lifeguard Training

Northbrook Residents

- Season pass rates at Glencoe Beach (does not include daily admission)

Revenue and Visit Summary

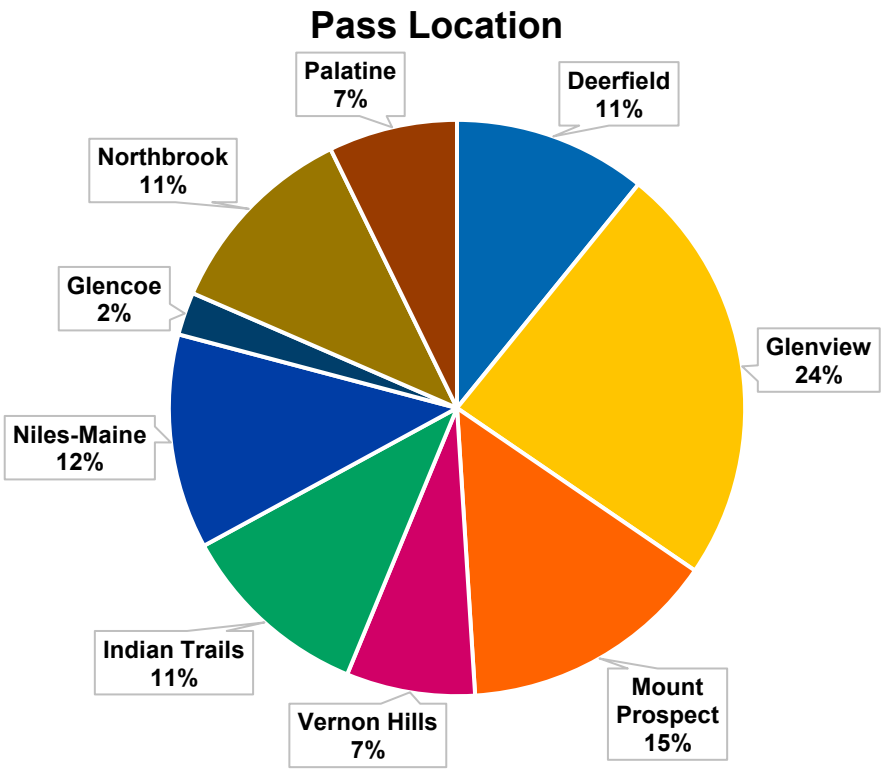
	2024			2025			2026		
	Revenue	Visits	Rev/Visit	Revenue	Visits	Rev/Visit	Revenue	Visits	Rev/Visit
Glencoe Beach	$55,798	2,415	$23.10	$59,822	2,247	$26.62	$63,935	2,641	$24.21
Northbrook Pools	$10,636	757	$14.05	$11,116	956	$11.63	$10,119	812	$12.46

Dog Park Passes

	2025	2026
Passes Sold	24	19

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Explore More Illinois Pass



Explore More Illinois Data			
	2024	2025	2026
# of Passes	194	316	412
Pass visits	N/A	677	721

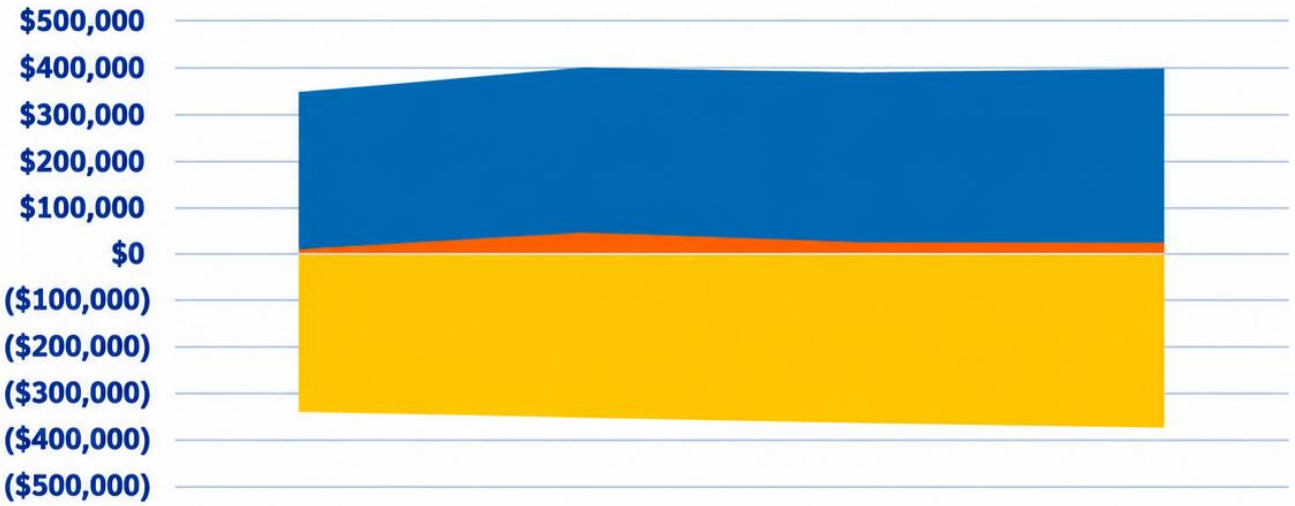
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Beach House Financials

2026 Projected Revenue
$388,663

2026 Projected Expense
$373,136

2026 Projected Net Total
$15,527



	2023 Actual	2024 Actual	2025 Actual	2026 Projected
Beach Operation Revenue	$349,736	$391,867	$382,235	$388,663
Beach Operation Expense	($343,526)	($357,323)	($365,412)	($373,136)
Beach Operation Total	**$6,210**	**$34,544**	**$16,823**	**$15,527**

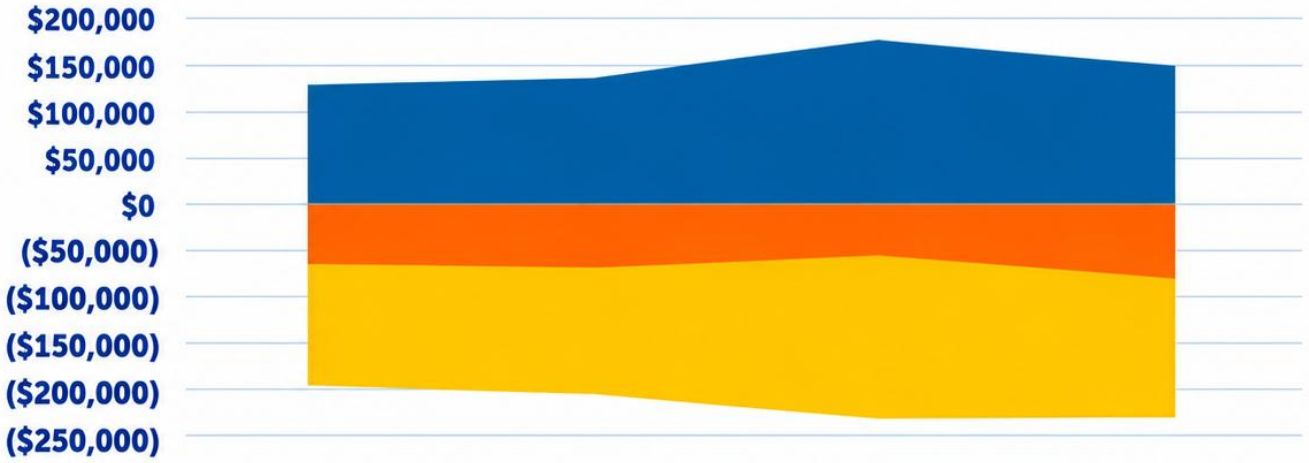
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Boathouse Financials

2026 Projected Revenue
$149,114

2026 Projected Expenses
$228,174

2026 Projected Net Total
($79,060)



	2023 Actual	2024 Actual	2025 Actual	2026 Projected
Boat Operation Revenue	$129,363	$135,749	$173,491	$149,114
Boat Operation Expenses	($194,020)	($203,185)	($229,665)	($228,174)
Boat Operation Total	**($64,657)**	**($67,436)**	**($56,174)**	**($79,060)**

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Overall Financials

Overall Financial	2023 Actual	2024 Actual	2025 Actual	2026 Projected
Beach Operation	$6,210	$34,544	$16,823	$15,527
Boat Operation	$64,657	$67,436	$56,174	$79,060
Beach Programs	$108,134	$109,749	$128,067	$102,717
Total Financials	**$49,687**	**$76,856**	**$88,716**	**$39,184**

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Future Considerations

- **Improved Rental Operations:** Explore a dedicated rental area, easier kayak and paddleboard transportation, and an online rental availability system.
- **Boater Handbook:** Distribute the new handbook to all boaters to communicate expectations, procedures, and safety guidelines.

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Advisory Recommendations

- Operating Hours
- Post-Season Operations
- Northbrook Reciprocity Agreement
- Explore More Illinois
- Beach Access Ramp
- Boat Storage Procedures
- Vending

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