2026 LAKEFRONT REVIEW

BEACH DATA

10-Year Beach Attendance

Annual visits by admission type | 2017–2026

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**
Nonresident 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**	**21,191**
Resident daily	4,565	7,221	4,424	—	434	944	991	1,109	919	**988**
Nonresident 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**	**4,024**
TOTAL VISITS	**27,224**	**29,392**	**22,679**	**51,769**	**32,614**	**20,592**	**23,771**	**26,544**	**23,838**	**25,177**

* Northbrook pass visits were not reported separately before 2022. 2020 reflects pass-only admission.

Beach Attendance: 2017 vs. 2026

Annual visits | Season passes and daily admissions

Attendance category	2017	2026	Change
Glencoe resident visits	7,771	11,983	+54.2%
Nonresident visits (incl. Northbrook)	19,453	13,194	−32.2%
Total beach visits	**27,224**	**25,177**	

RESIDENT SHARE

29% → 48%

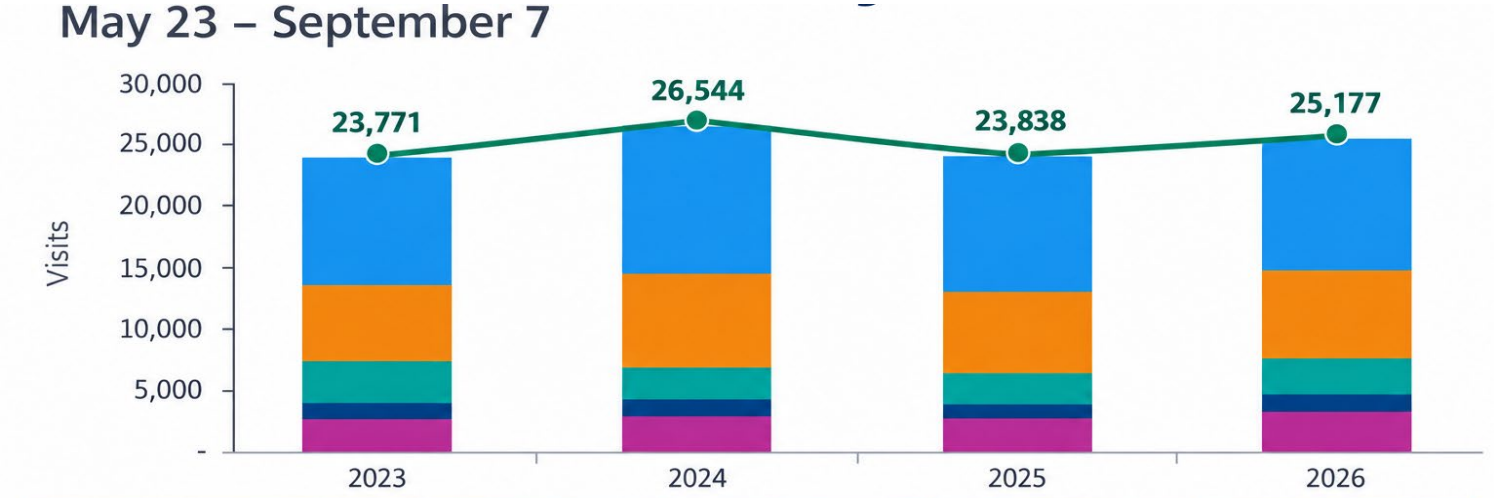
2017 to 2026

PASS VISITS

25% → 84%

2019 to 2026

Beach Admissions | Four-Year Trend



	2023	2024	2025	2026
Resident Pass Visit	10,250	12,669	11,181	10,995
Non-Resident Pass Visit	6,650	7,728	6,904	7,572
Northbrook Pass Visit	3,462	2,415	2,248	2,641
Resident Daily Visit	991	1,109	919	988
Non-Resident Daily Visit	2,418	2,623	2,586	2,981
Total Visits	**23,771**	**26,544**	**23,838**	**25,177**

**Northbrook Residents only get discount on season passes*

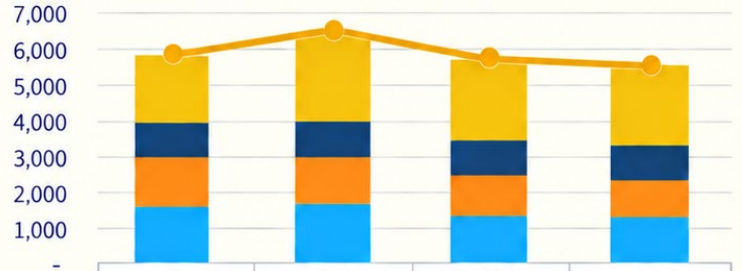
Beach Admissions & Pass Sales | Four-Year Trend

Daily Admission Visits



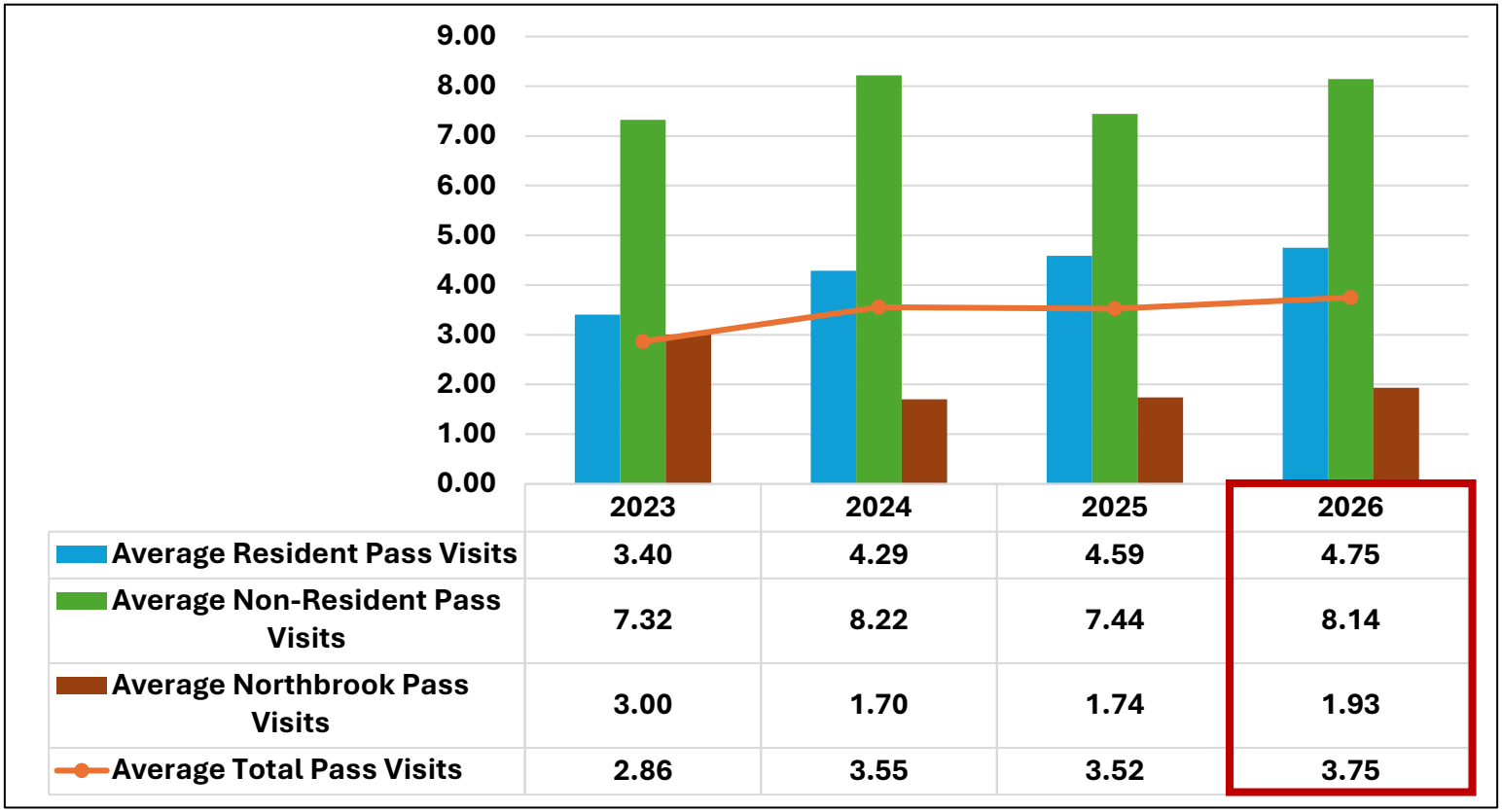
	2023	2024	2025	2026
Non-Resident	2,418	2,623	2,586	2,981
Resident	991	1,109	919	988
Total	3,409	3,732	3,505	3,969

Passes Sold



	2023	2024	2025	2026
Guest Passes	830	1,107	1,110	1,040
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	6,420	5,770	5,649

Average Visits per Season Pass | Four Years



	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

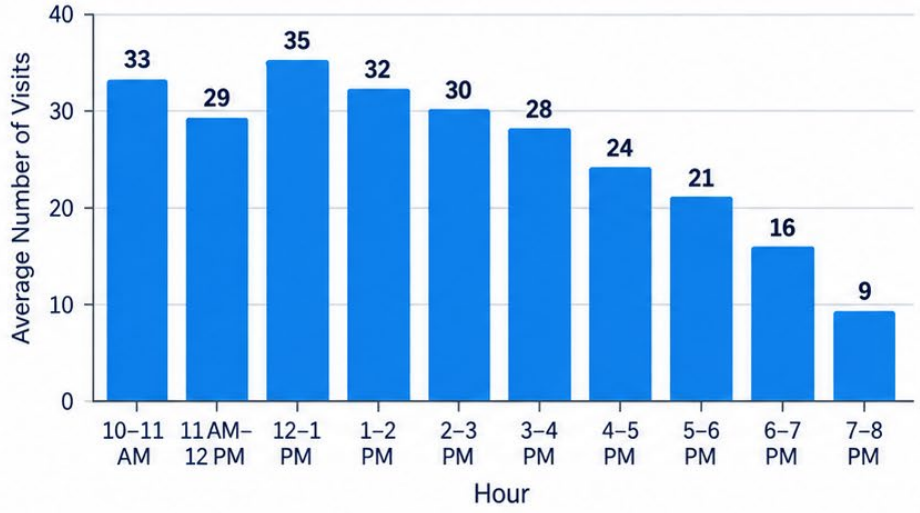
Distribution of Daily Beach Visitation - 2026



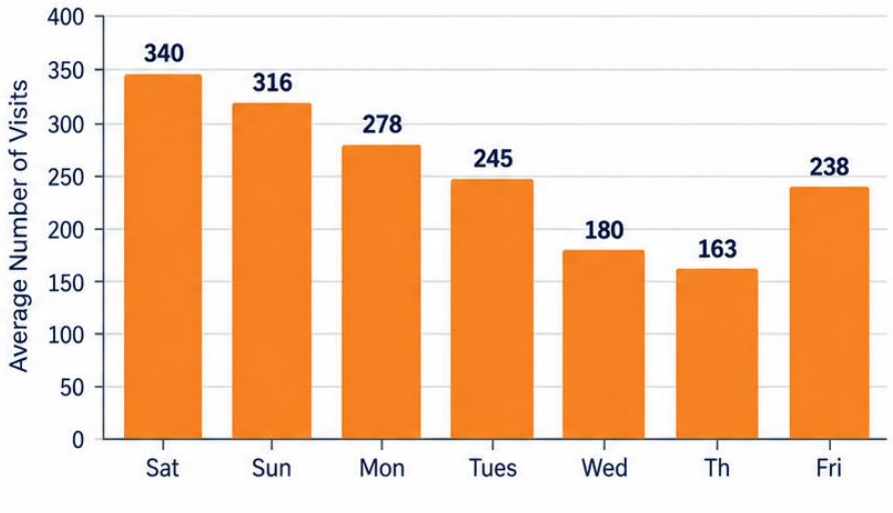
2026 Beach Visit Patterns

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

Visits by Hour (2026)



Visits by Day of Week (2026)

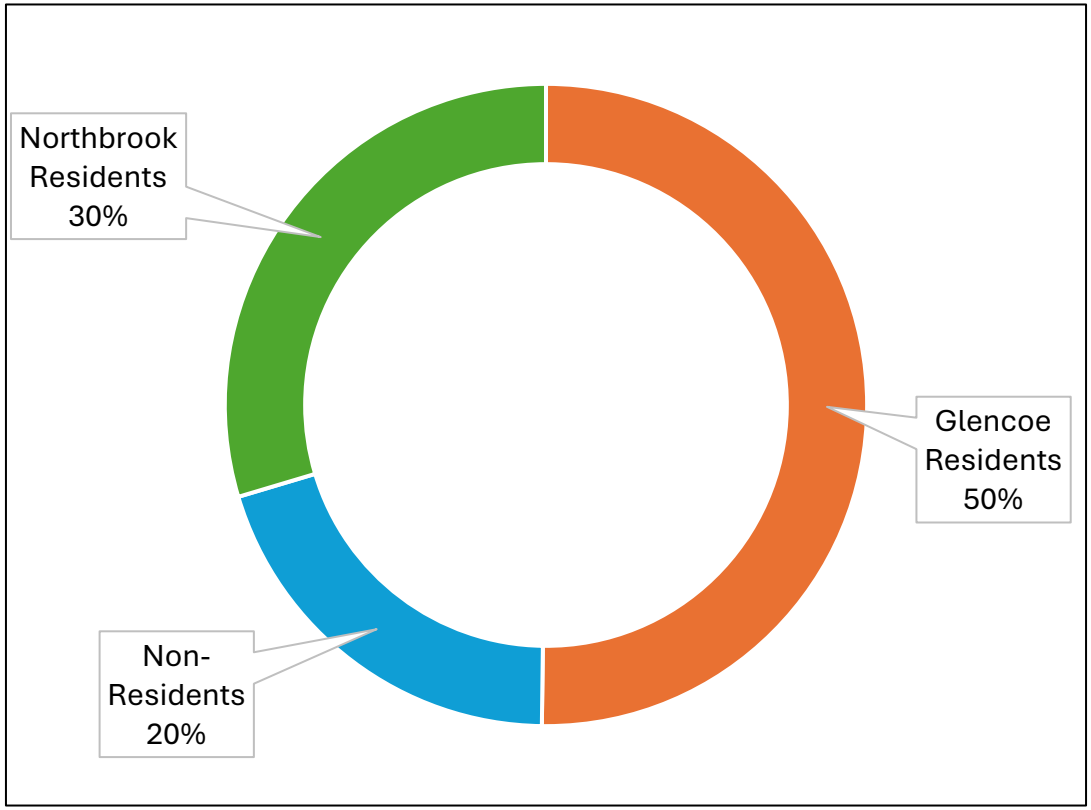


Peak Hour:
12–1 PM
(35 average visits)

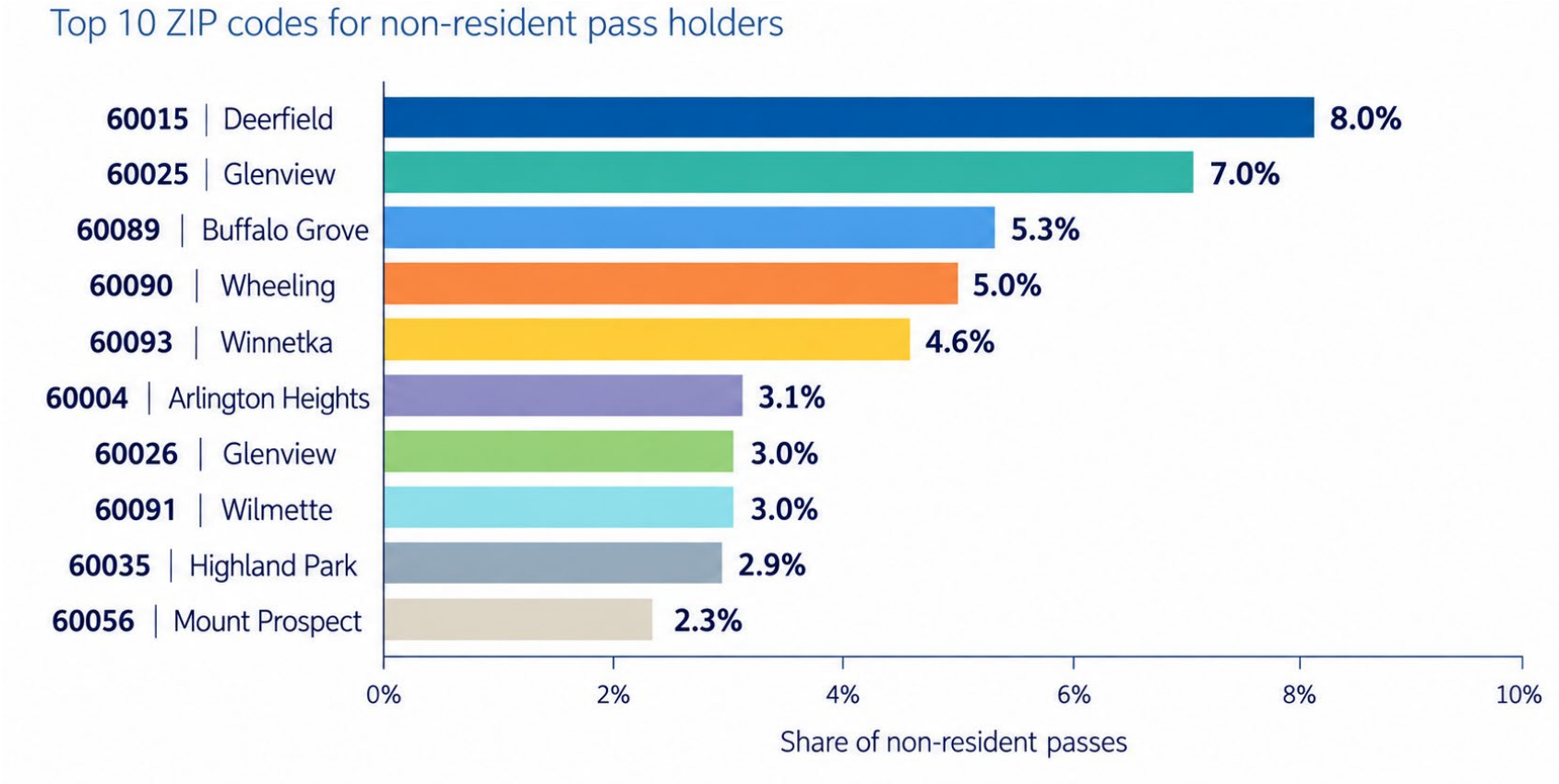
Peak Day:
Saturday
(340 average visits)

Total 2026 Visits:
25,177

Season Pass Buyer Demographics



Nonresident Pass Origins | Excluding Northbrook



25 Busiest Days Data

400+

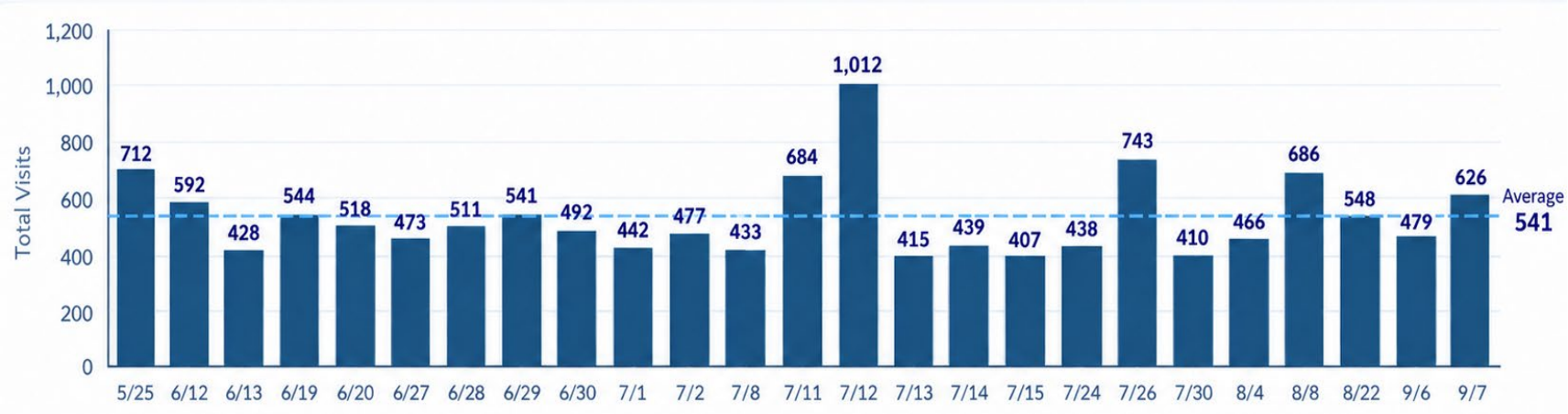
BEACH VISITS PER DAY

The 25 dates were selected because each recorded at least 400 beach visits.

Placer.AI Data

- Uses anonymized mobile device location data to estimate visitation.
- Applies statistical modeling to estimate total visits based on a sample of devices.
- Helps identify visitation trends by location, day, and time.

Beach Attendance on High-Visit Days

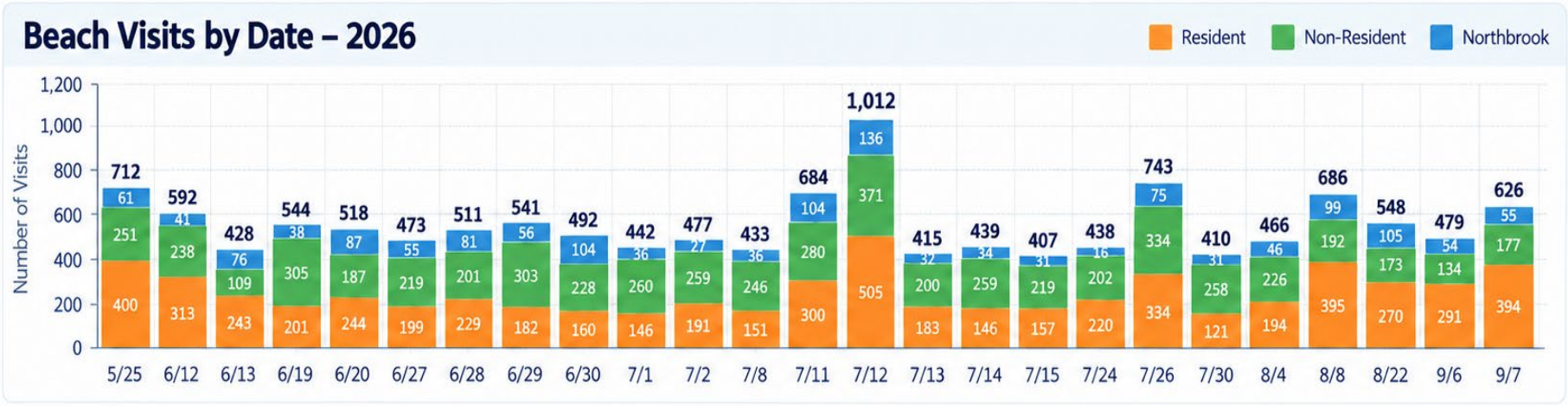


Overall Visitor Composition – 2026

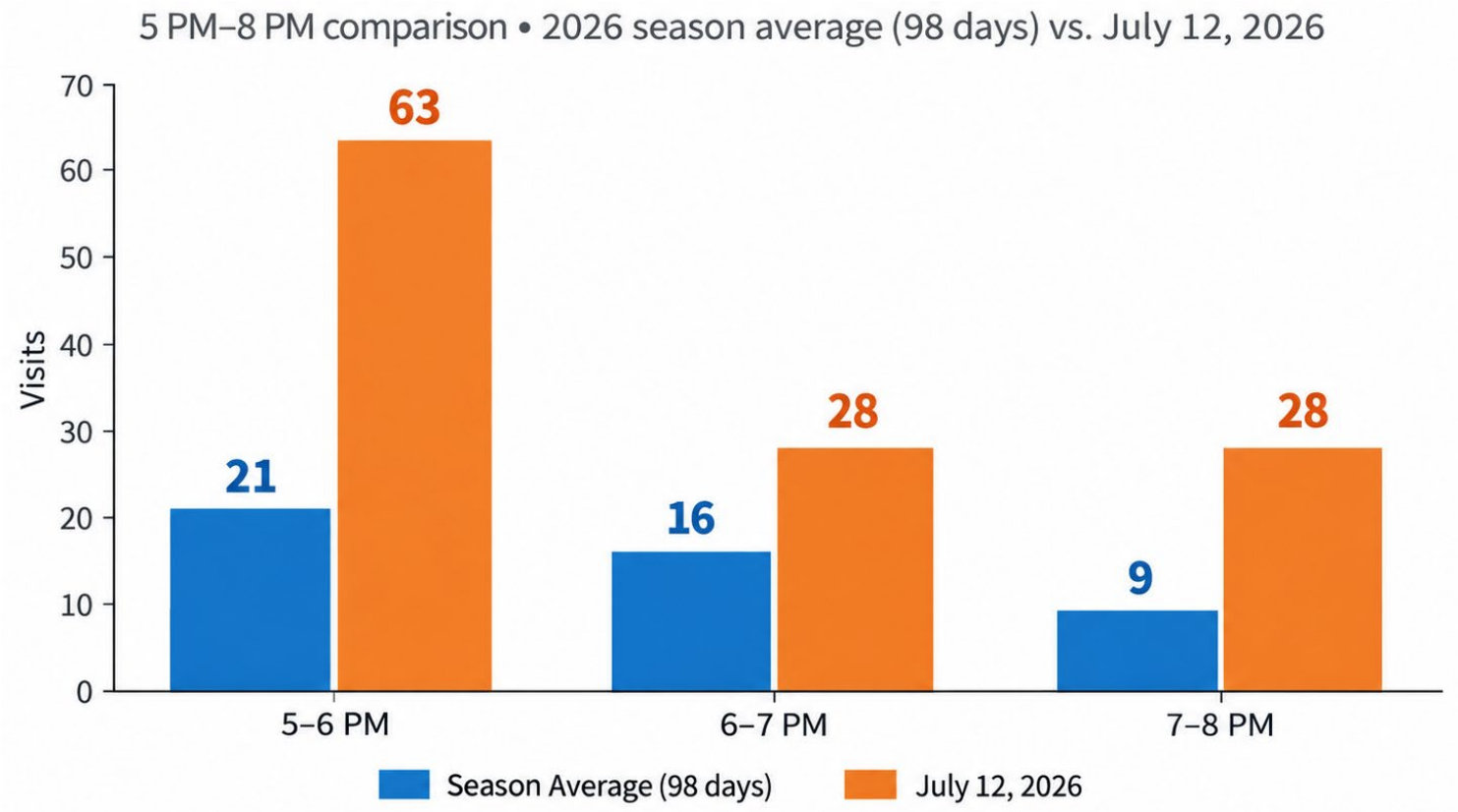
Total visitors across 25 sampled days (13,516 visits)

45.6%	43.1%	11.2%
6,169 Resident Visits	5,831 Non-Resident Visits	1,516 Northbrook Visits

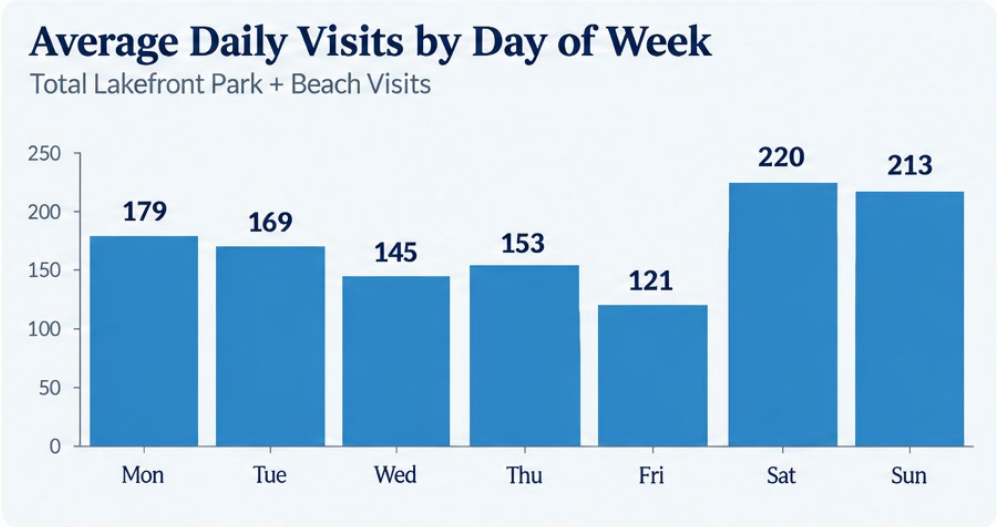
Beach Attendance | 25 Busiest Days



Beach Hourly Visits: Season Average vs. Busiest Day

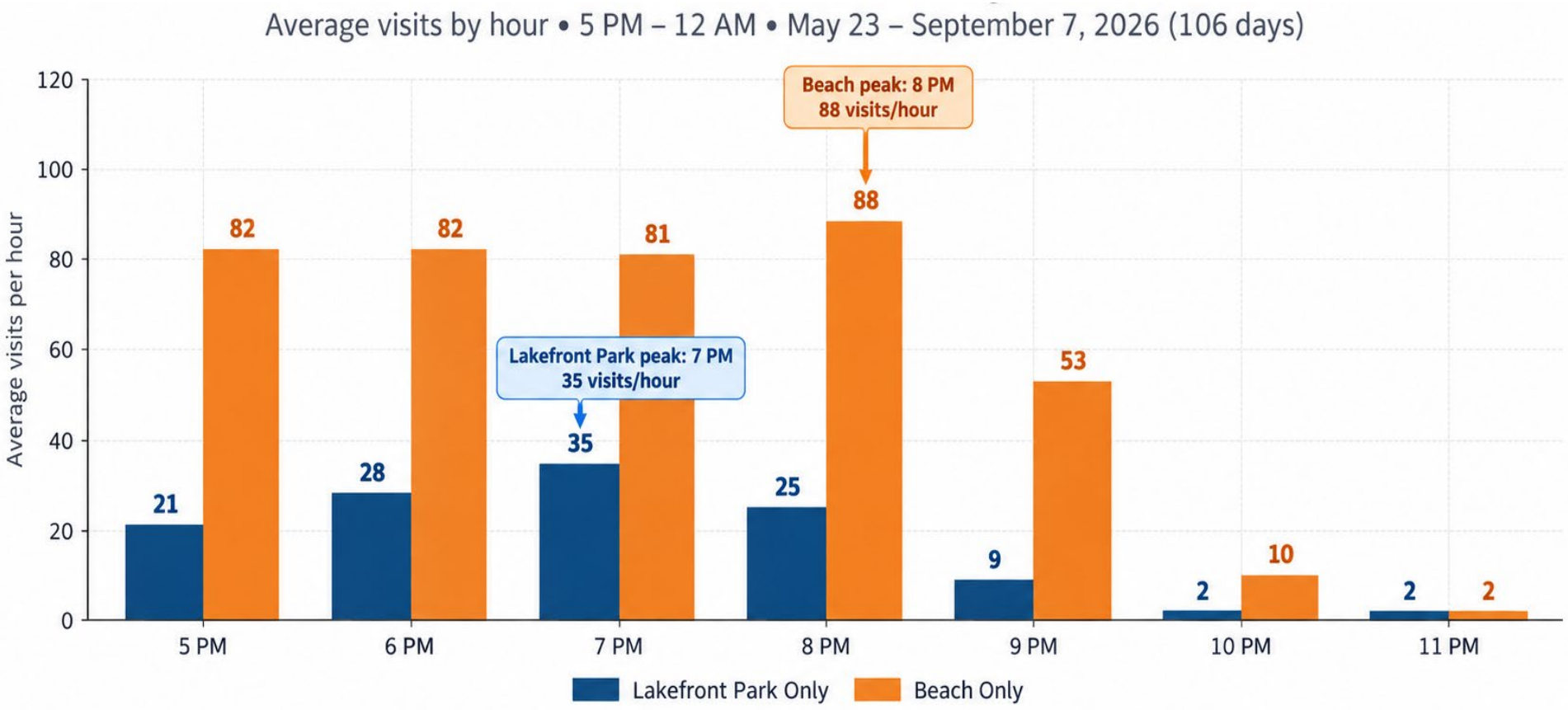


Lakefront Park & Beach Visitation Patterns (Placer.AI)





Lakefront Park and Beach Evening Visitation (Placer.AI)



Financial Impact

Adding One Hour of Beach Operations

Estimated additional seasonal staffing cost

$9,064

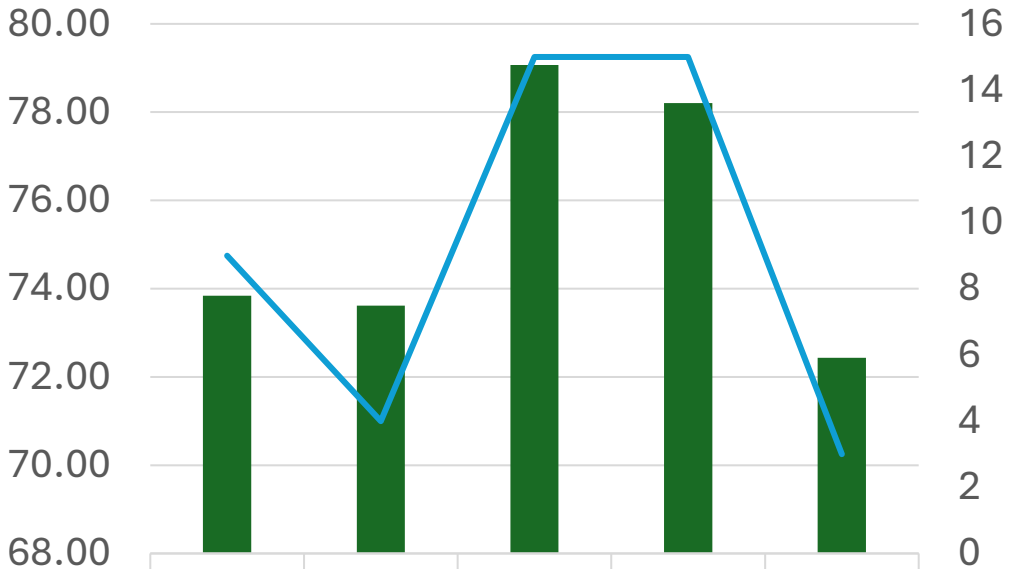
PER SEASON

Staffing breakdown

Manager	1 × $22/hr	**$1,936**
Cashiers	2 × $15/hr	**$2,640**
Lifeguards	3 × $17/hr	**$4,488**

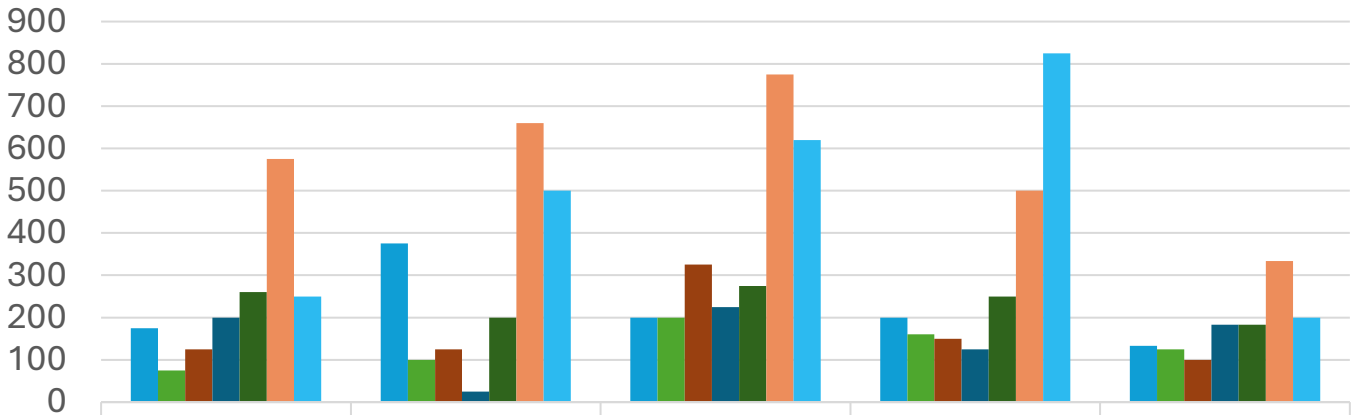
Assumes 80 operating days, 6 staff, and 10% added for FICA/IMRF.

Weather in September



	2022	2023	2024	2025	2026
Average	73.84	73.62	79.07	78.21	72.43
# Days above 80 Degrees	9	4	15	15	3

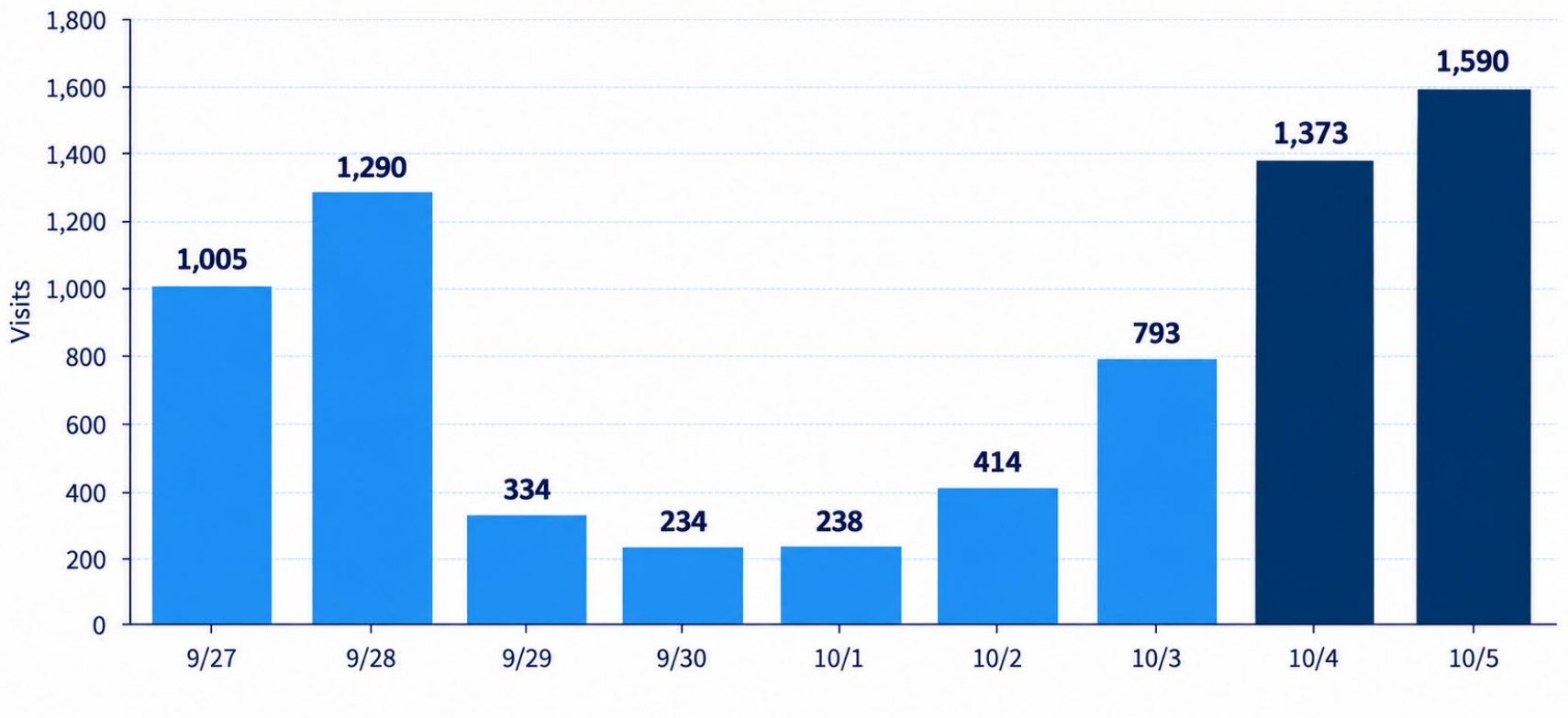
September PlacerAI Data



	2022 Average	2023 Average	2024 Average	2025 Average	2026 Average
Monday	175	375	200	200	133
Tuesday	75	100	200	160	125
Wednesday	125	125	325	150	100
Thursday	200	25	225	125	183
Friday	260	200	275	250	183
Saturday	575	660	775	500	333
Sunday	250	500	620	825	200

* Under construction 2026

Fall 2025 Placer.AI Data (Park + Beach)



Northbrook Agreement

Glencoe Residents

- Resident rates at Northbrook's two pools for season passes and daily admission
- Resident rates at Northbrook's aquatics programs
- Use of pools for Lifeguard Training
- Resident rates at Northbrook's Dog Park
  - **2026 - 19 passes sold**
  - **2025 – 24 passes sold**

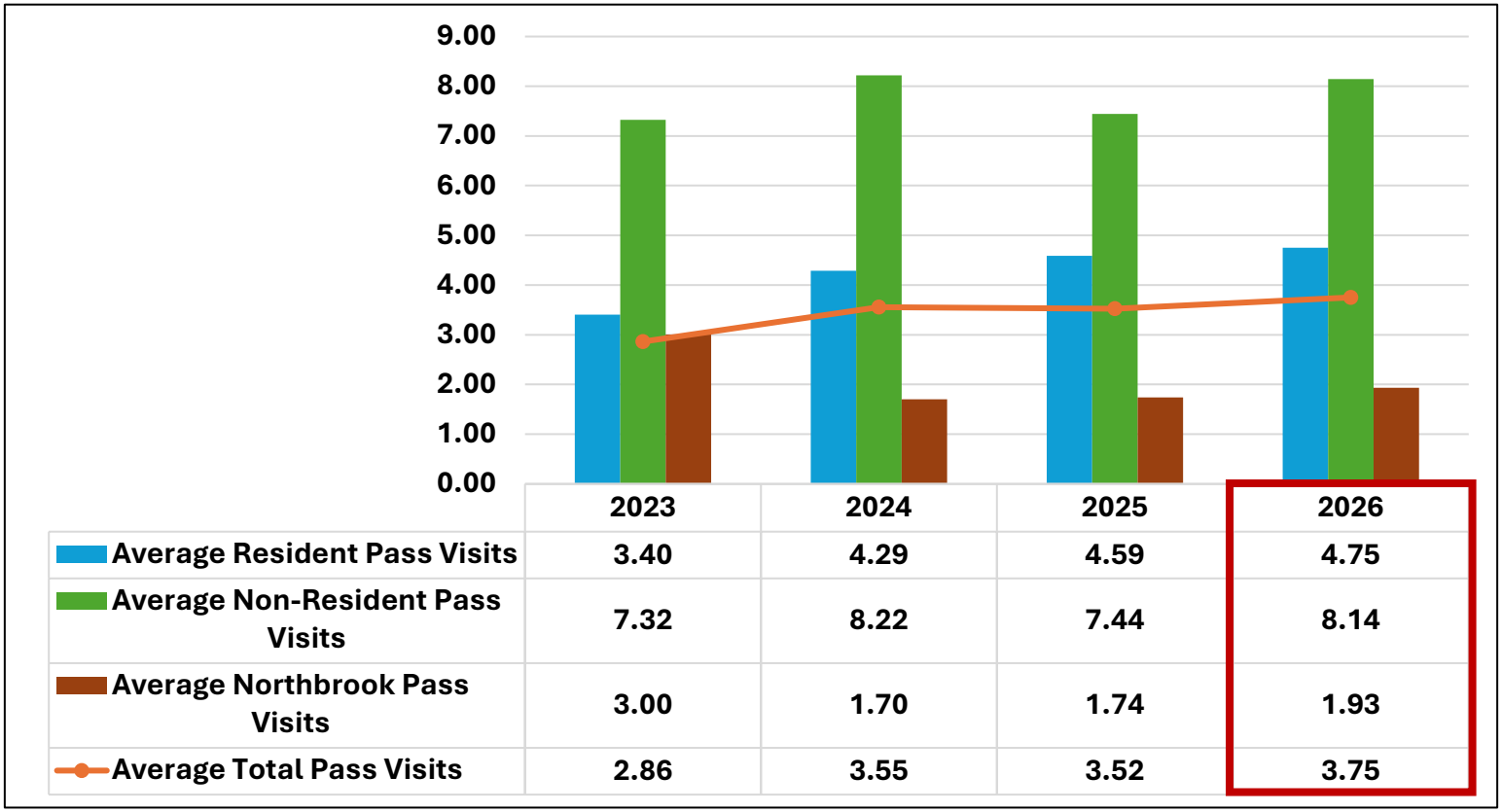
Northbrook Residents

- Resident rates at Glencoe Beach for season passes only (not 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

Average Season Pass Visits– 4 Year



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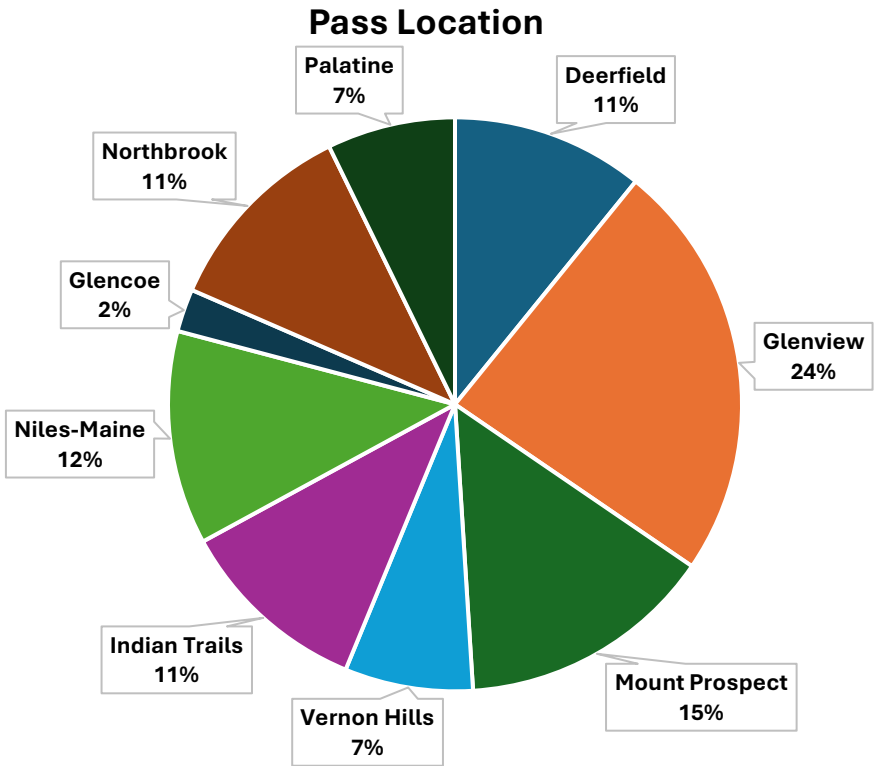
Explore More Illinois Pass



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