

# Glenview Park District

## Annual Attendance and Registration Report

For the Fiscal Year May 1, 2017 to April 30, 2018

### **Introduction**

The Glenview Park District's annual attendance and registration report is compiled each year to benchmark facility and program use patterns and to identify areas where significant change is taking place.

### **Overview**

Staff has analyzed the current statistics and compared them to data from the previous two operational years to quantify program, event and facility trends in the District. The 2017-2018 year saw slight gains within Special Revenue Facilities along with steady growth in the Museums. A slim decline of .6% in the District's overall total attendance came from shrinking participation numbers in Recreation offerings. However, the District posted a gain from the 2015-2016 results. To better survey the data, the following detail has been provided.

### **Special Revenue Facilities**

- Glenview Prairie Club had a sharp increase in attendance approximately 22%. Both golf and platform tennis operations saw an increase with golf returning to participation equal to 2015-2016 participation. Platform travel leagues have stabilized (approaching maximum capacity for the men). However, additional attendance continues in house league participation, Glenview Park Golf Club saw a 6.5% increase. The course continues to gain popularity and is becoming a destination for many local golfers based on the excellent course conditions. This increased awareness can be directly attributed to the renovation of 2014-2015.
- The Glenview Tennis Club saw a slight increase in participation based on continued growth of the adult and junior lesson programs. While several areas rose a little (adults, juniors, CTA, leagues and memberships), the largest increase came from the summer junior camp which has improved with under our new Junior Director. Some of this gain was offset by a decrease in permanent court time as players prefer the flexibility of leagues and lessons. Overall participation is heading in the right direction as we continue to compete with other sports (paddle and pickleball) and milder weather in the spring and fall extending outdoor playing opportunities.

- The Ice Center shows a roughly 6% decrease in both registration and attendance figures. This decrease can be attributed to a 20% decrease in the hockey program registration, 15% in hockey program attendance, 5% decrease in figure skating program registration and 6% decrease in figure skating program attendance. The prime-time ice at the Glenview Ice Center remains fully scheduled. Overall, rental use of the facility increased 2% this year as staff continue to optimize any available non-prime or holiday availabilities and the demand for rental ice remains strong.

## **Leisure Services**

- Outdoor Pools sustained a 15% loss in overall attendance versus the 2016 season. The largest segments in this loss was daily admissions. With the average summer temperature 3.88 degrees lower and 7.66" more rain than the year before it reinforces the impact weather has on the summer pool season. Positive gains were found at both facilities from internal camp visits.
- Splash Landings saw an 11,000 person increase with the Glenview Titan Aquatics Club (GTAC) swim teams' expansion into Splash Landings for practices. There was also a 1,638 increase with the Tri and Fitness class offerings in the pool. This growth helped offset some decline in Fitness member usage (due to some lap hours being removed for GTAC while keeping consistency with swim lesson schedule).
- The Fitness Center has maintained a steady consistency over the past three years from an attendance perspective. There were slight increases in Group Exercise and Personal Training while slight decreases in Memberships and Daily Pass sales. One contributor to this was the reclassification of Platinum membership being counted in Group Exercise versus Memberships as they had in prior years.
- General Recreation programming posted three consecutive years of growth. Leading the way in this are offerings in senior programming, youth sports and camps & clinics. Early Childhood and Adult Sports lost ground.
- In tracking Facility Rentals, the current year had 14% more bookings which resulted in 47% more people attending these rentals in the facility over last year's attendance. In 2017-2018 Field House rentals dipped by 9%.
- There was a total of nine Special Events hosted by Recreation in the 2017-2018 budget year. Overall participation fell due to the Theatre Guild not offering a summer performance and the discontinuing of the Flight Fest event.
- Schram Memorial Chapel posted an increase of 11 more rentals over last year.
- The Grove is a steady performer in nearly all areas of the operation. One concern is the decrease in School Group numbers. This has been a trend with a cumulative loss of more than 12% over the last 5 years. Much of this can be attributed to budget cut backs seen throughout the local school districts.
- General Visitation growth of 9.2% along with Program and Event gains of 13.5% allowed Wagner Farm to post a modest overall increase in attendance from the previous year.

- Programming and Visitation to Air Station Prairie remain strong and steady but a sag in Group Tours lowered the yearend numbers for the site.

### **Summary**

The goal of this report is to reflect as much of our use as can be reasonably recorded or estimated. That said, this report does not include all Park District uses. General park use, be it passive or active, that is not specifically programmed and supervised by the District is not reported. This includes walkers/joggers, pick-up sports activities, playground use and other unscheduled participation. The totals do not reflect uses of the District related to affiliate groups such as Glenview Youth Baseball, AYSO, Glenview Youth Soccer, Glenview Soccer Club, Jr. Titan Football and Travelling Softball.

Many of the District-sponsored and monitored uses are recorded through RecTrac or other registration software. There are a significant number of offerings such as special events, indoor track use and Senior Citizens Club activities that are not recorded electronically and must be estimated by the program staff in charge. Because of the various methods in collecting the statistics below, it should be noted that the represent an estimate of overall registration and attendance.

**Glenview Park District  
Annual Registration and Attendance Report  
May 1, 2017 - April 30, 2018**

**SUMMARY PAGE**

	Registration			Attendance		
	<u>2015-2016</u>	<u>2016-2017</u>	<u>2017-2018</u>	<u>2015-2016</u>	<u>2016-2017</u>	<u>2017-2018</u>
<b><u>Special Facilities</u></b>						
Glenview Park Golf Club	12,864	46,574	46,100	23,411	57,524	61,264
Glenview Prairie Club (Golf & Paddle)	16,911	14,153	18,339	28,263	25,311	30,914
Glenview Tennis Club	4,550	3,957	4,258	53,891	48,105	49,092
Glenview Ice Center	8,745	8,281	7,760	163,075	152,571	143,127
<b>TOTAL SPECIAL FACILITIES</b>	<u>43,070</u>	<u>72,965</u>	<u>76,457</u>	<u>268,640</u>	<u>283,511</u>	<u>284,397</u>
<b><u>Recreation Services</u></b>						
Outdoor Pools	5,236	5,109	5,660	81,223	90,127	76,536
Recreation						
Indoor Pool	20,664	20,930	21,134	113,911	119,534	121,727
Fitness Center	14,307	13,747	12,986	385,252	390,958	390,841
General Operations	23,079	22,506	22,827	380,335	381,129	382,525
Facility Rentals	2,827	2,396	2,506	66,193	49,355	53,775
Special Events	400	279	1,172	70,482	69,950	57,409
<b>TOTAL RECREATION SERVICES</b>	<u>66,513</u>	<u>64,967</u>	<u>66,285</u>	<u>1,097,396</u>	<u>1,101,053</u>	<u>1,082,813</u>
<b><u>Museum Operations</u></b>						
The Grove	4,128	3,604	3,744	118,273	116,659	114,369
Wagner Farm	655	550	304	94,590	96,828	107,644
Air Station Prairie	175	150	121	4,510	4,776	4,188
Schram Memorial	174	100	111	12,120	7,500	7,797
<b>TOTAL MUSEUM OPERATIONS</b>	<u>5,132</u>	<u>4,404</u>	<u>4,280</u>	<u>229,493</u>	<u>225,763</u>	<u>233,998</u>
 <b>GRAND TOTAL</b>	 <u><u>114,715</u></u>	 <u><u>142,336</u></u>	 <u><u>147,022</u></u>	 <u><u>1,595,529</u></u>	 <u><u>1,610,327</u></u>	 <u><u>1,601,208</u></u>

10/19/2018