

2023 Beach Operations



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2023 Beach Season Highlights - Operations

- Continuing with limited beach access methods: IVGID Recreation Pass, Punch Cards, and guest with pass holder present, paying with a credit card
- Beach gate operating days (minimal closures) – open April 15 – April 30 weekends only due to staffing and weather. Open full time beginning May 1 through Oct 15.
- Extended weekend & holiday preferred parking at Incline & Burnt Cedar beaches for IVGID Recreation pass holders
- F&B Concessions done in-house
- Addition of a \$15 one-way ramp use fee
- Implementation of round-trip ramp use retrieval cards
- Returning staff rate was 41%



2023 Beach Season Highlights – Operations (Continued)

- Wednesday & Friday Music on the Beach, provided by Incline Spirits, continues to be a locals favorite
- Lifeguard & Beach Host staffing challenges continue
- Boat launching services at Ski Beach were uninterrupted; continuing into fall/winter
- Increased focus on preservation of Incline & Third creeks
- More incident report training and overall usage of said reports
- Seamless communication between Beaches, Parks, and Rec Center staff
- Ambassadors scheduled during entirety of Beach Host hours
- Technology: Year-round launching via Calendly, AlertMedia app for ambassadors, cell phone usage for ambassadors year-round and leads seasonally

250,000

Visit Comparison 2017 – 2023

Operating Days

2017 - 142

2018 - 141

2019 - 142

2020 - 183

2021 - 167

2022 - 185

2023 - 166

200,000

150,000

100,000

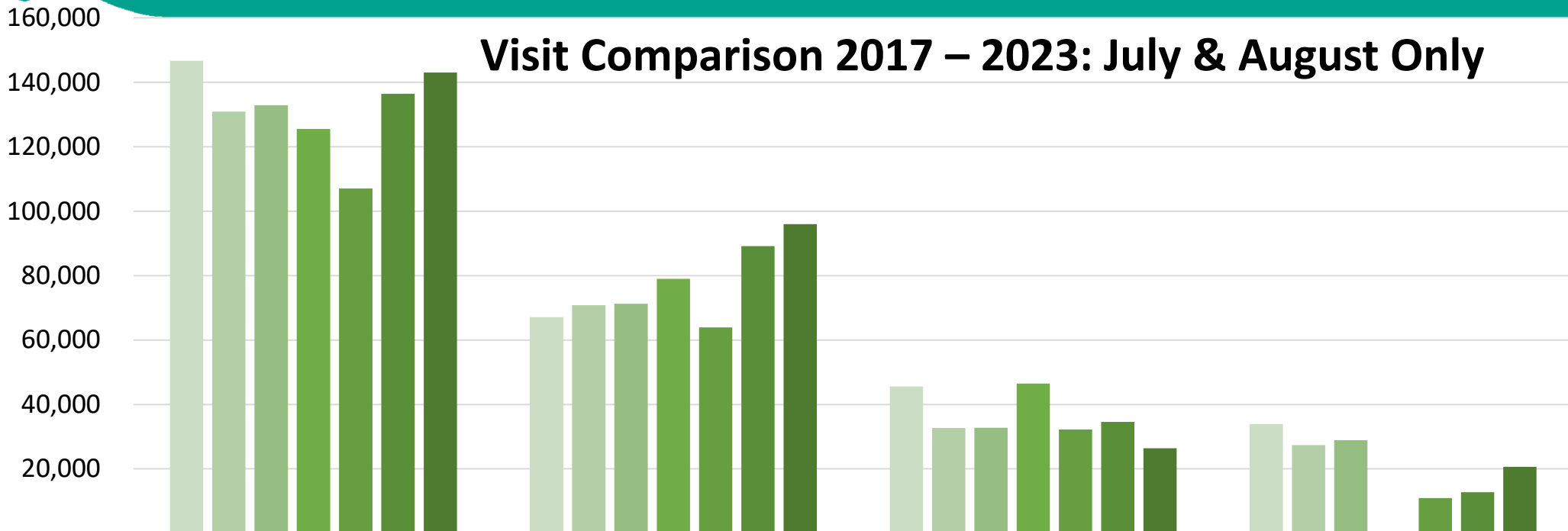
50,000

-

| | Total Visits | Recreation Pass Visits | Punch Card Visits | Credit Card/Cash Visits |
|------|--------------|------------------------|-------------------|-------------------------|
| 2017 | 167,351 | 109,564 | 33,544 | 24,243 |
| 2018 | 194,230 | 115,645 | 43,559 | 35,026 |
| 2019 | 187,098 | 108,174 | 42,312 | 36,612 |
| 2020 | 216,743 | 148,586 | 68,034 | 123 |
| 2021 | 188,012 | 124,270 | 48,119 | 15,623 |
| 2022 | 215,811 | 147,271 | 50,301 | 18,239 |
| 2023 | 215,969 | 155,947 | 35,542 | 24,479 |

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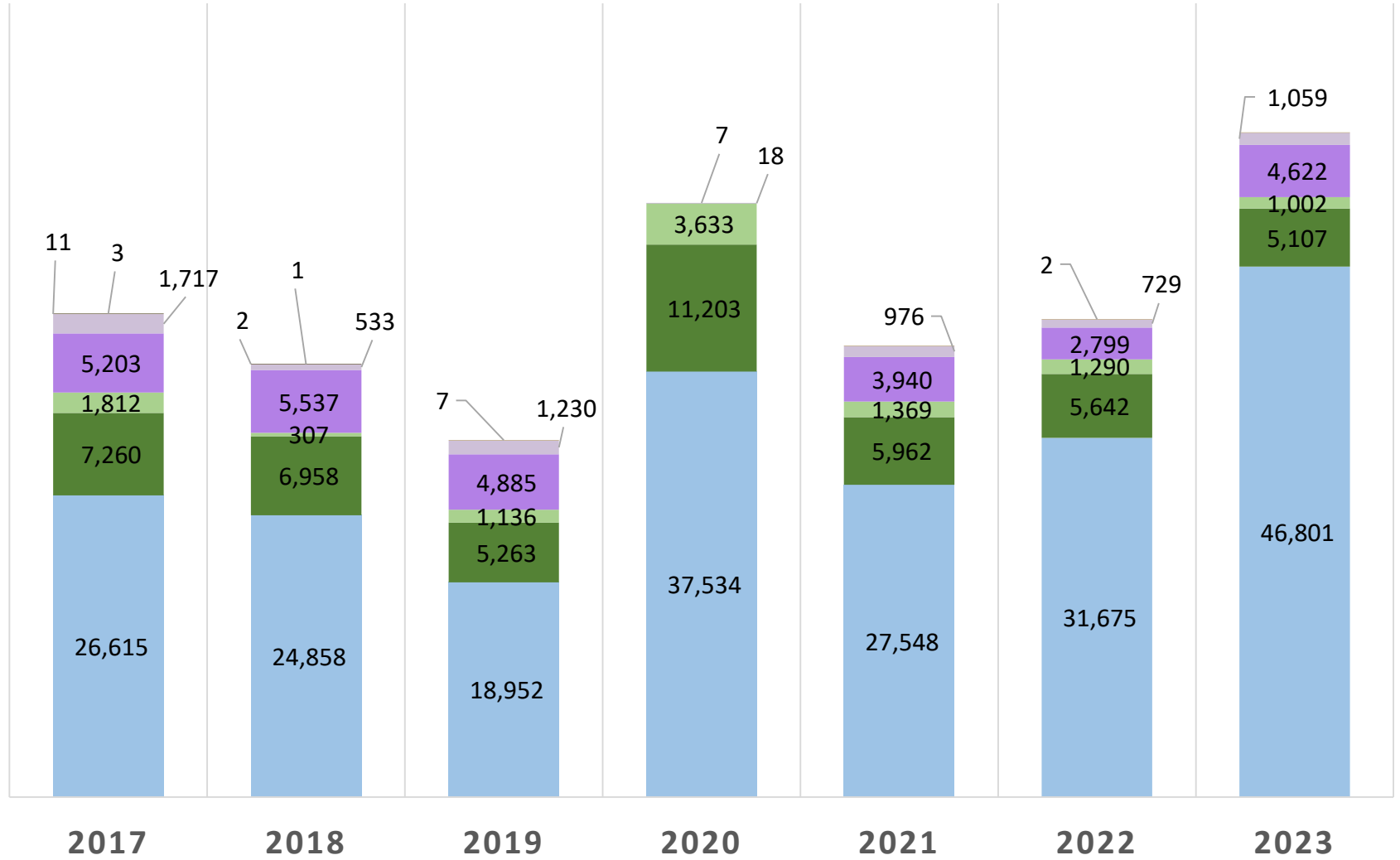
Visit Comparison 2017 – 2023: July & August Only



| | Total Visits | Recreation Pass Visits | Punch Card Visits | Credit Card/Cash Visits |
|------|--------------|------------------------|-------------------|-------------------------|
| 2017 | 146,660 | 67,117 | 45,608 | 33,935 |
| 2018 | 130,920 | 70,813 | 32,716 | 27,391 |
| 2019 | 132,888 | 71,244 | 32,760 | 28,884 |
| 2020 | 125,535 | 79,016 | 46,513 | 6 |
| 2021 | 107,016 | 63,887 | 32,215 | 10,914 |
| 2022 | 136,472 | 89,131 | 34,598 | 12,743 |
| 2023 | 143,025 | 95,965 | 26,384 | 20,676 |

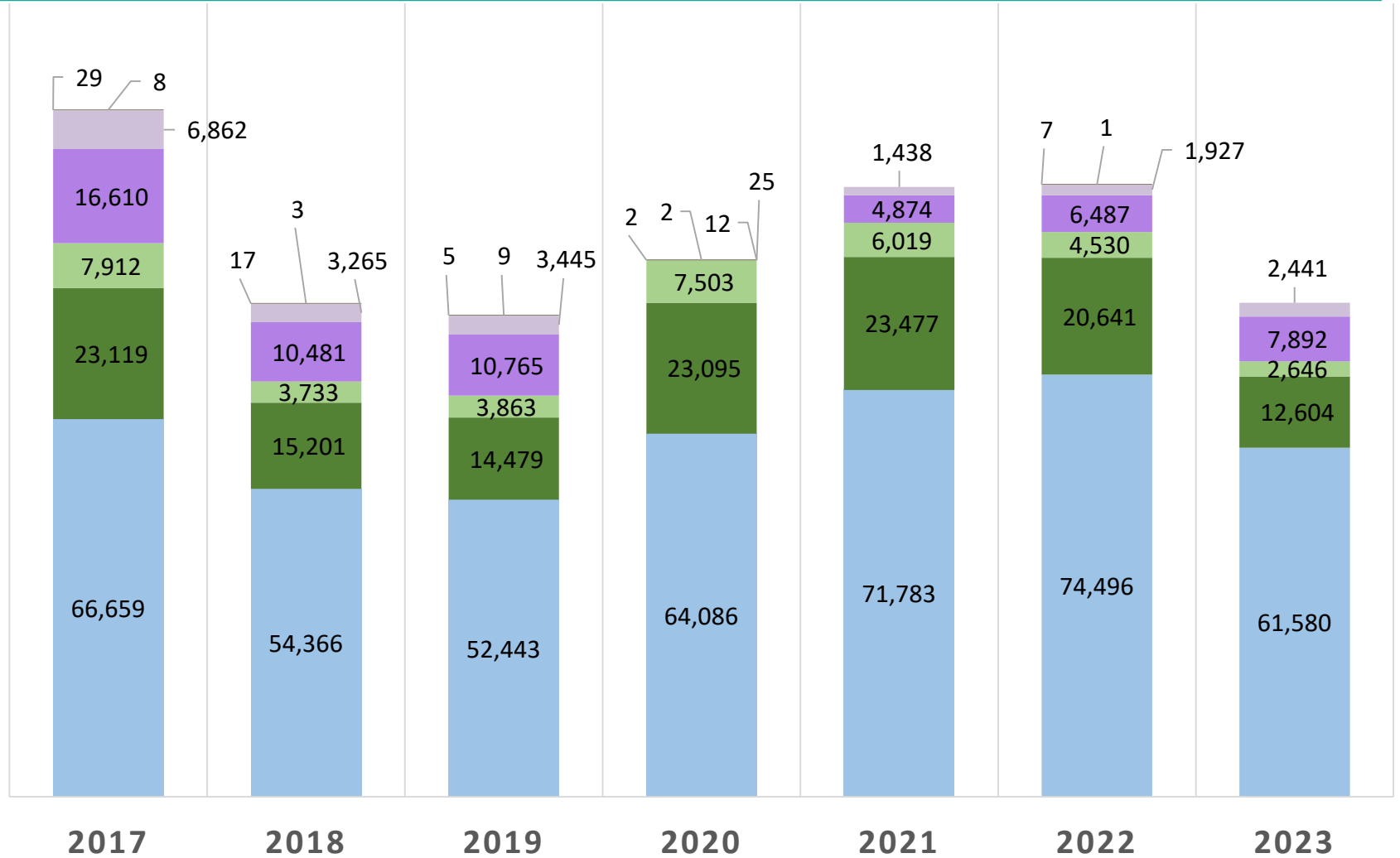
Ski Beach Visits by Year

- Youth Other*
- Adult Other*
- Youth Credit/Cash
- Adult Credit/Cash
- Youth Punch Card
- Adult Punch Card
- IVGID Recreation Pass



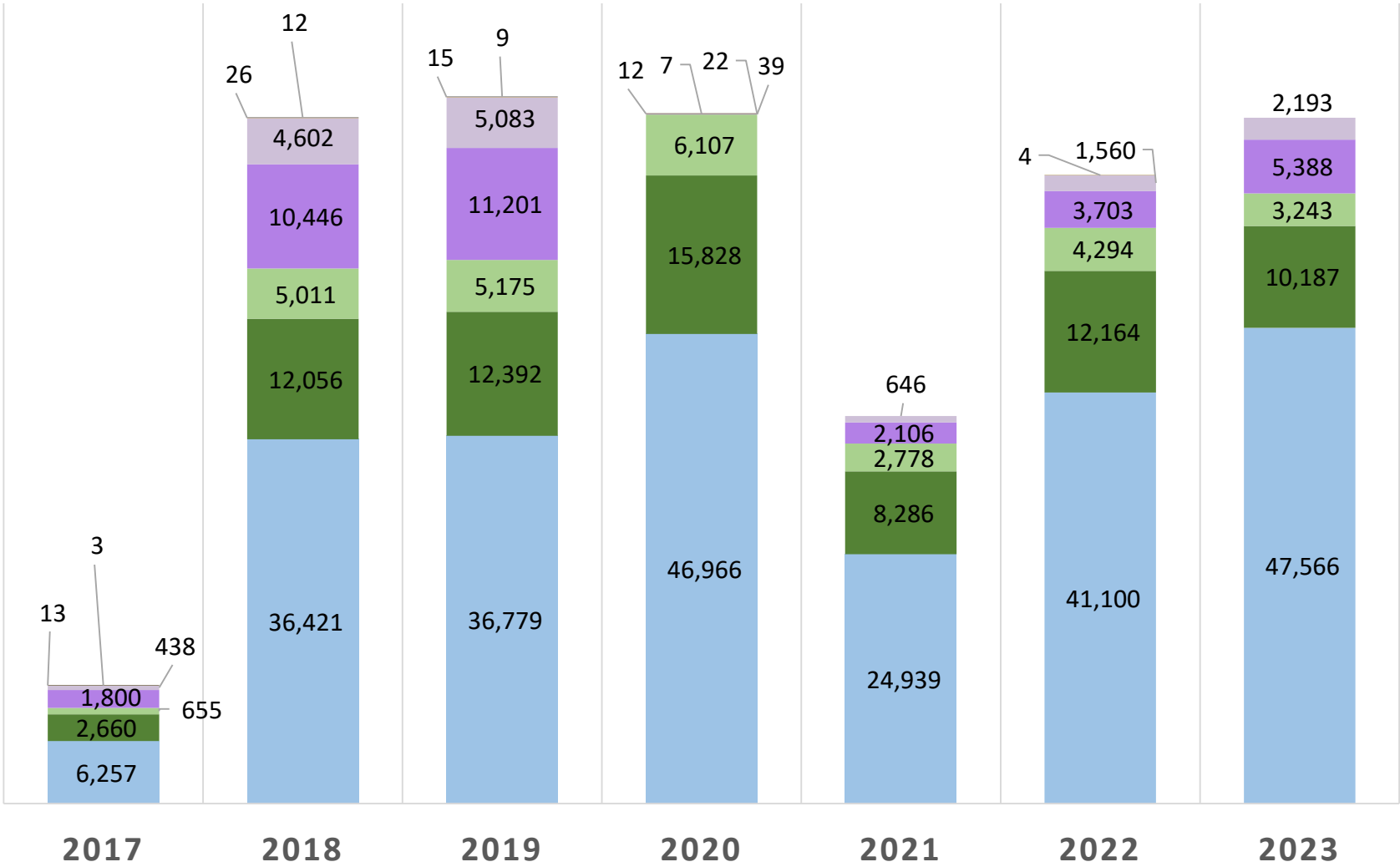
Incline Beach Visits by Year

- Youth Other*
- Adult Other*
- Youth Credit/Cash
- Adult Credit/Cash
- Youth Punch Card
- Adult Punch Card
- IVGID Recreation Pass



Burnt Cedar Beach Visits by Year

- Youth Other*
- Adult Other*
- Youth Credit/Cash
- Adult Credit/Cash
- Youth Punch Card
- Adult Punch Card
- IVGID Recreation Pass

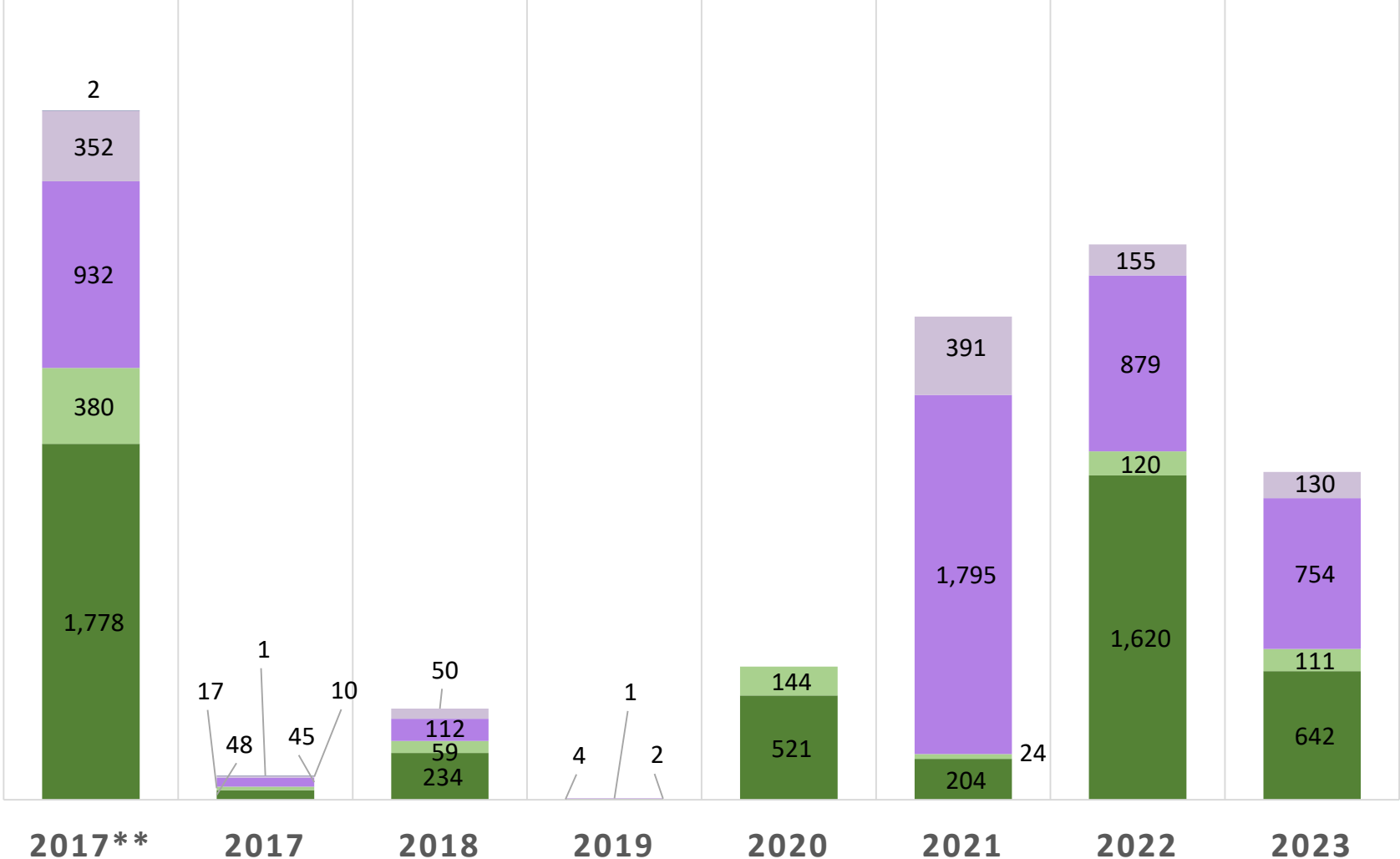


Recreation Center Visits and "Beach" by Year

Group Picnic Tallies, 4th of July Station, any other transactions at the Rec Center

- Adult Other*
- Youth Credit/Cash
- Adult Credit/Cash
- Youth Punch Card
- Adult Punch Card

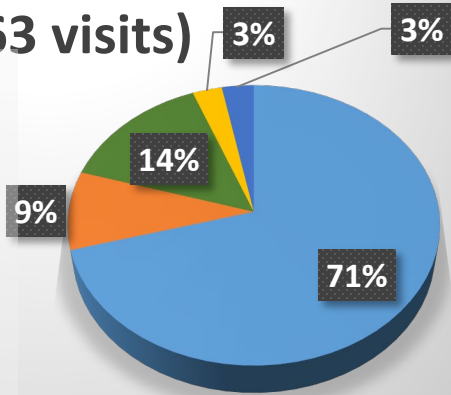
**"Beach" location.
10,033 Pass holder scans



2023 Beach Visits by Location

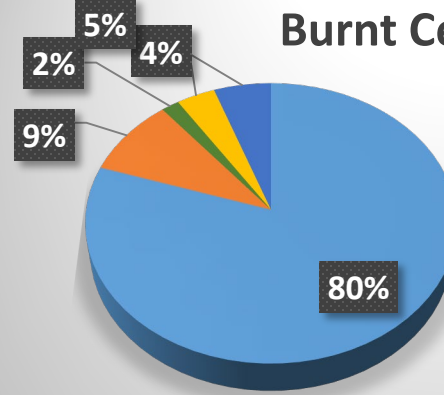
Incline Beach (87,163 visits)

- Picture Passes Scanned: 61,580
- Adult Credit Card: 7,892
- Adult Punch Card: 12,604
- Youth Credit Card: 2,441
- Youth Punch Card: 2,646



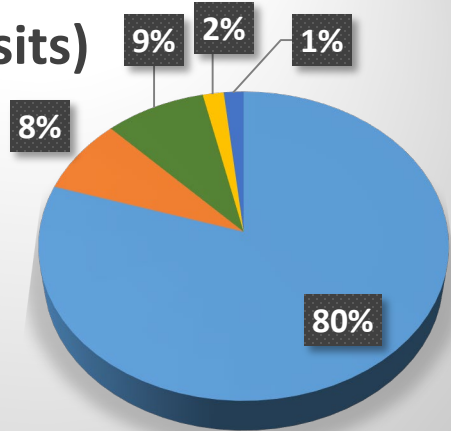
Burnt Cedar Beach (68,577 visits)

- Picture Passes Scanned: 47,566
- Adult Credit Card: 5,388
- Adult Punch Card: 1,017
- Youth Credit Card: 2,193
- Youth Punch Card: 3,243



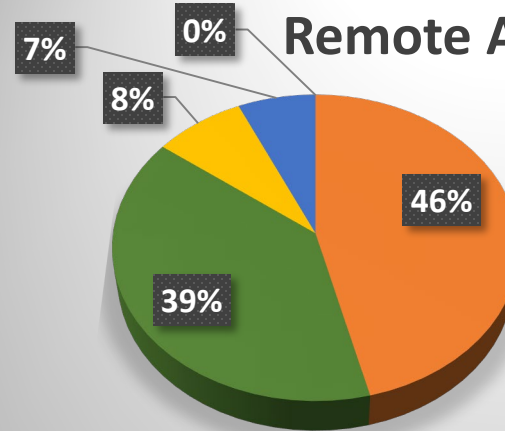
Ski Beach (58,592 visits)

- Picture Passes Scanned: 46,801
- Adult Credit Card: 4,622
- Adult Punch Card: 5,107
- Youth Credit Card: 1,059
- Youth Punch Card: 1,002



Remote Access* (19,504 visits)

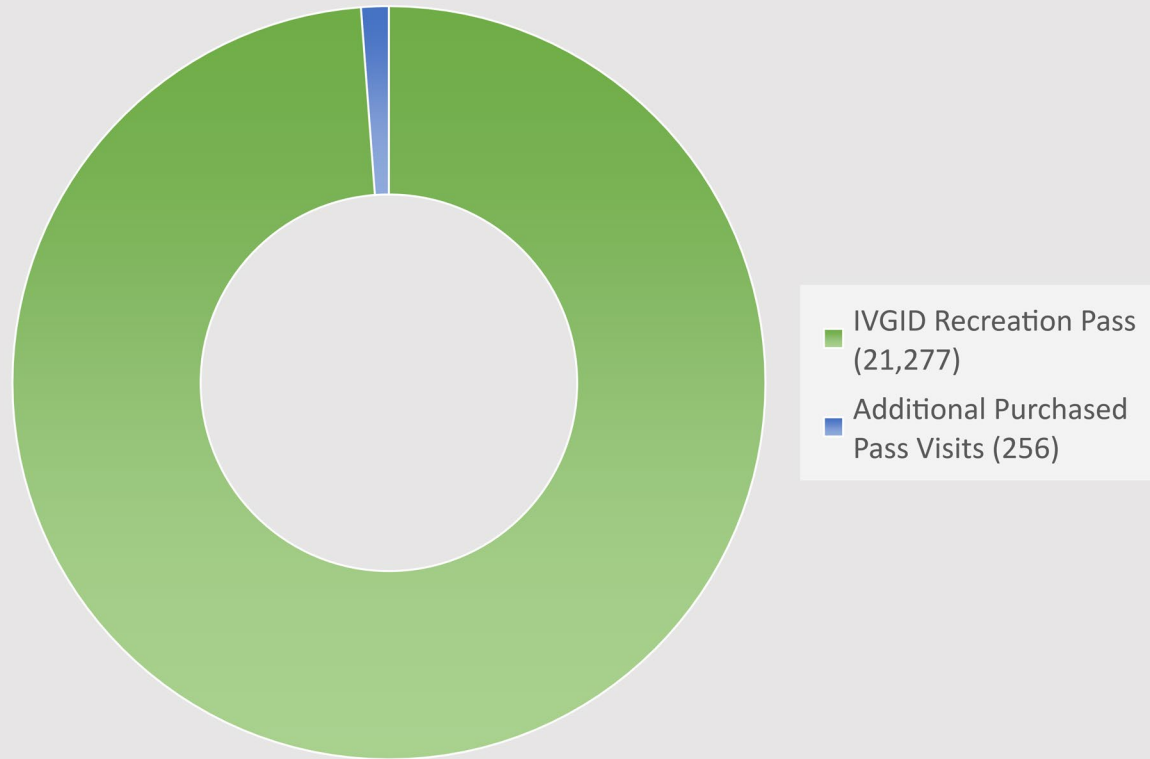
- Picture Passes Scanned: 0
- Adult Credit Card: 754
- Adult Punch Card: 642
- Youth Credit Card: 130
- Youth Punch Card: 111



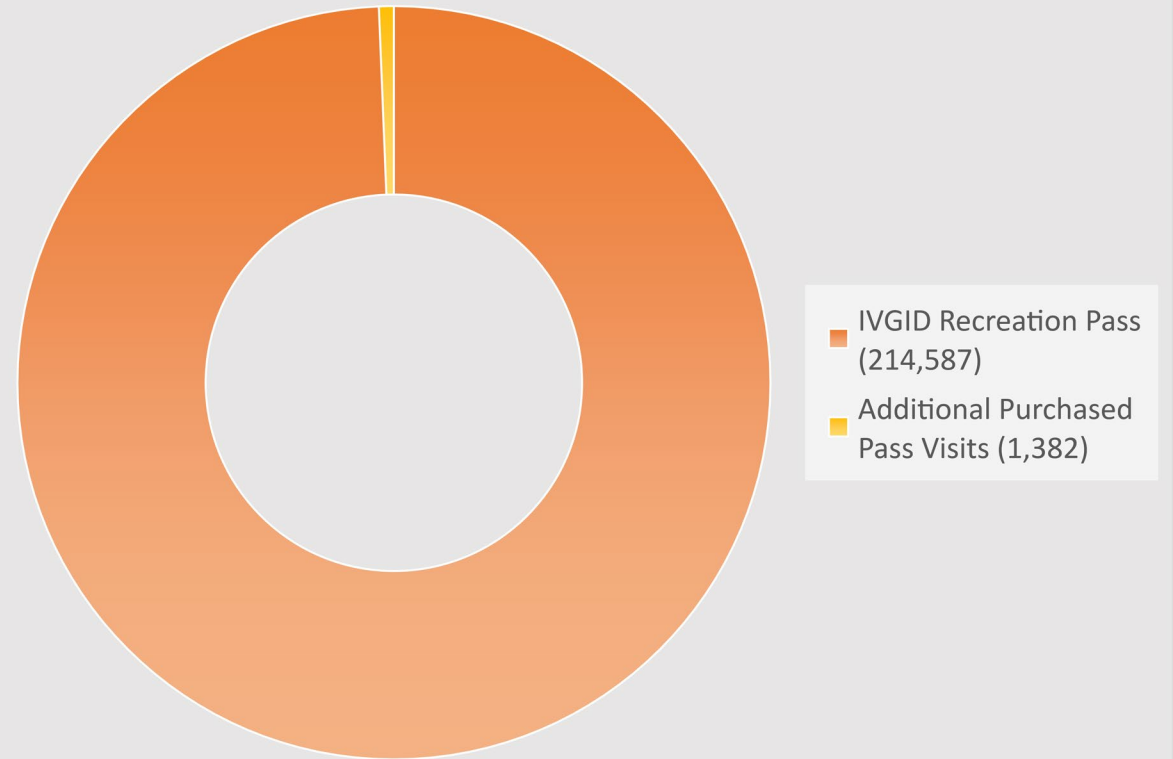
*Aspen Grove July 4th Remote Station, Group Picnic Reservation Tallies Paid at the Rec Center

Additionally Purchased IVGID Recreation Passes

IVGID Recreation Passes Active in 2023

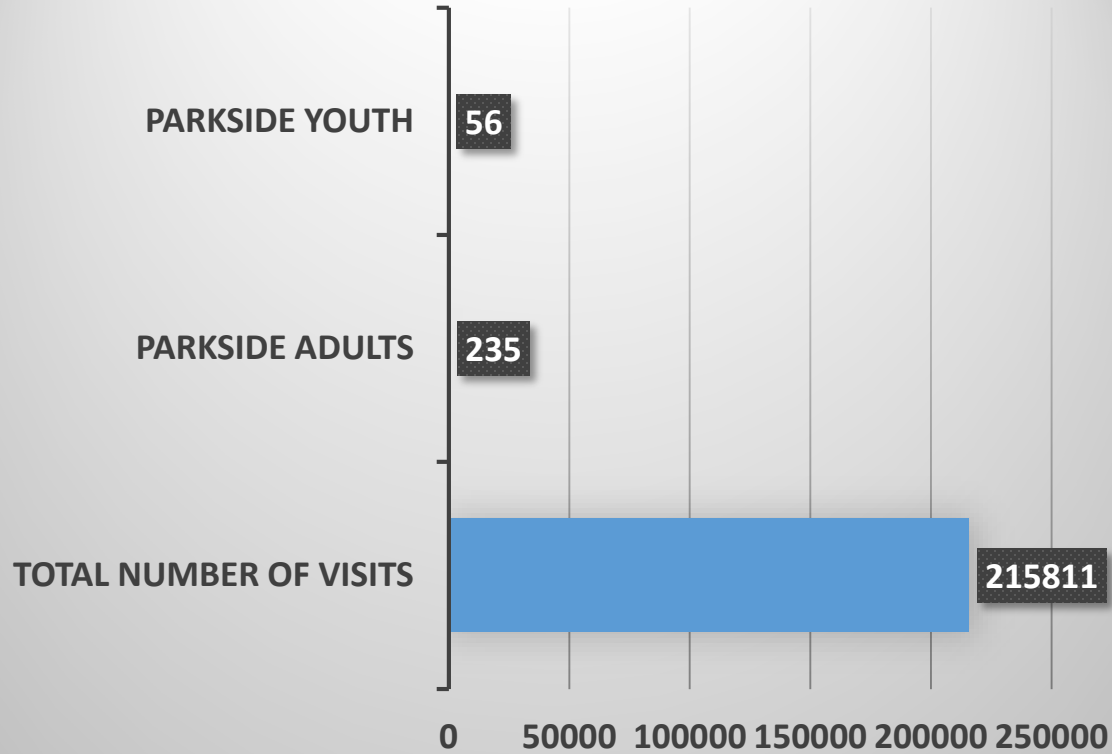


IVGID Recreation Pass Scans

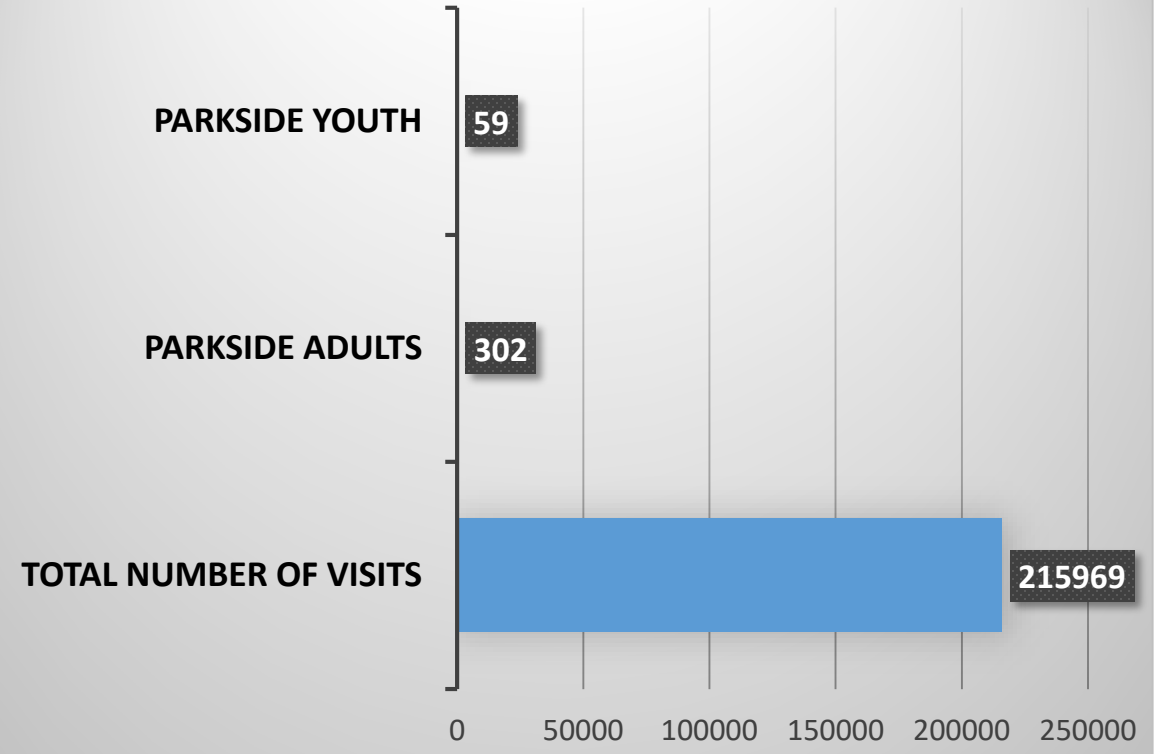


Parkside Inn Visits 2022 - 2023

2022



2023



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Summer Operating Days

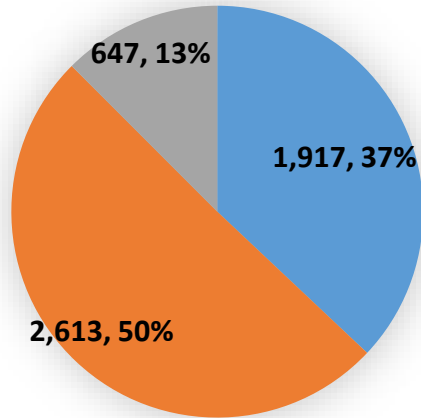
2020: 183 days

2021: 169 days

2022: 198 days

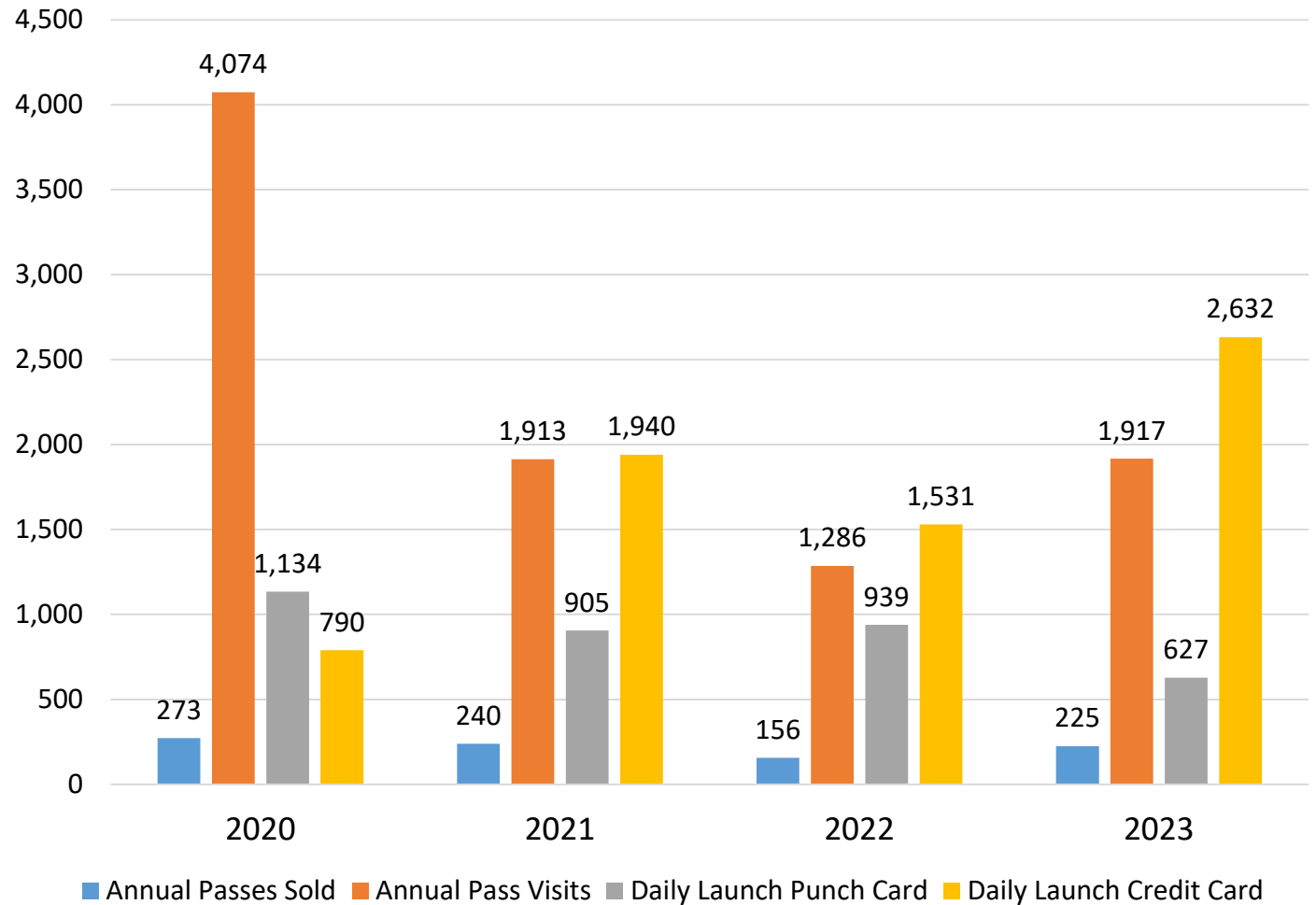
2023: 200 days

2023 Boat Launches

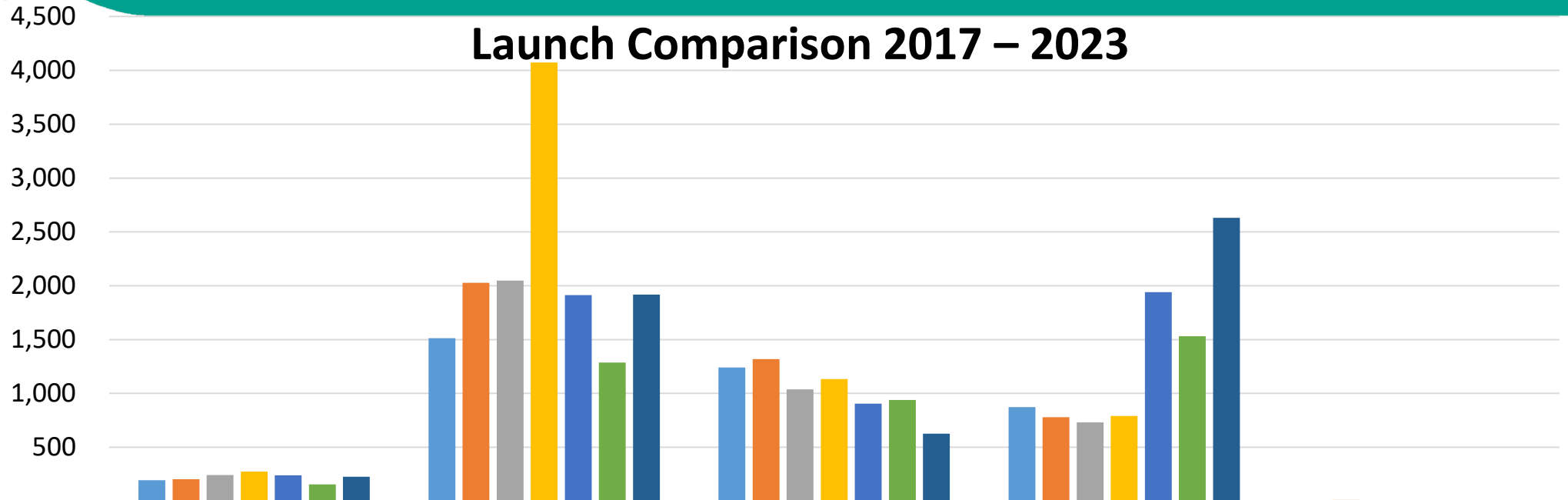


■ Annual Pass Swipes ■ Round-Trip Ramp Use
■ One-Way Ramp Use

Boat Launch Visits 2020-2023



Launch Comparison 2017 – 2023



| | Annual Passes Sold | Annual Passes Scanned | Daily Launches Punch Card | Daily Launches Credit/Cash | Daily Launches Other |
|------|--------------------|-----------------------|---------------------------|----------------------------|----------------------|
| 2017 | 193 | 1,513 | 1,242 | 873 | 3 |
| 2018 | 204 | 2,028 | 1,319 | 780 | 12 |
| 2019 | 241 | 2,049 | 1,038 | 731 | 2 |
| 2020 | 273 | 4,074 | 1,134 | 790 | 1 |
| 2021 | 240 | 1,913 | 905 | 1,940 | 2 |
| 2022 | 156 | 1,286 | 939 | 1,531 | 2 |
| 2023 | 225 | 1,917 | 627 | 2,632 | 0 |



Proposed Beach Operations Improvements

- Adjust family tree to potentially include grandchildren in the first degree (Ord 7 Revision)
- Full-time year-round Ambassador positions – benefitted
- Fine tune onboarding process for Beach Hosts; Higher level training opportunities for Ambassadors
- Stronger compliance with TRPA in reference to kayak and paddleboard locations
- Improved patron communication on issues such as pool closures, lifeguards off duty, fire restriction on red flag days, weather related impacts, etc.



2023 Potential Operational Enhancements

- Require a guest list for Group Picnic reservations at the beaches
- Due to the New Zealand Mudsail invasion in South Lake Tahoe, operations at the boat ramp may need to be adjusted. We will continue to communicate with TRPA and implement any changes necessary to ensure the health of the lake
- Expand on incident report tracking and implement training for newly revised incident reports



Thank You!!



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