

MEMORANDUM

TO: Board of Trustees

FROM: Shelia Leijon, Director of Parks & Recreation

SUBJECT: Receive a report and update on the Beach Season wrap-up.

DATE: December 13, 2023

Each year, Staff provides the Board of Trustees with an annual update of beach operations. The report includes information and discussion regarding year on year comparisons of:

1. Operating days
2. Beach access visits related to IVGID Recreation Passes, Recreation Punch Cards and/or Guest of a IVGID Recreation Pass holder present at the Gate, paying with a credit card
3. Issuance of Additional Passes
4. Hotel and Motel Guest Access
5. Boat Pass and Daily Boat Launches
6. Ambassador Program update
7. Boat Launch improvements, including implementation of the One Way Launch Pass and off-season launching

VIII. ATTACHMENTS

1. 2023 Beach update PowerPoint



2023 Beach Operations



One District ~ One Team



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%

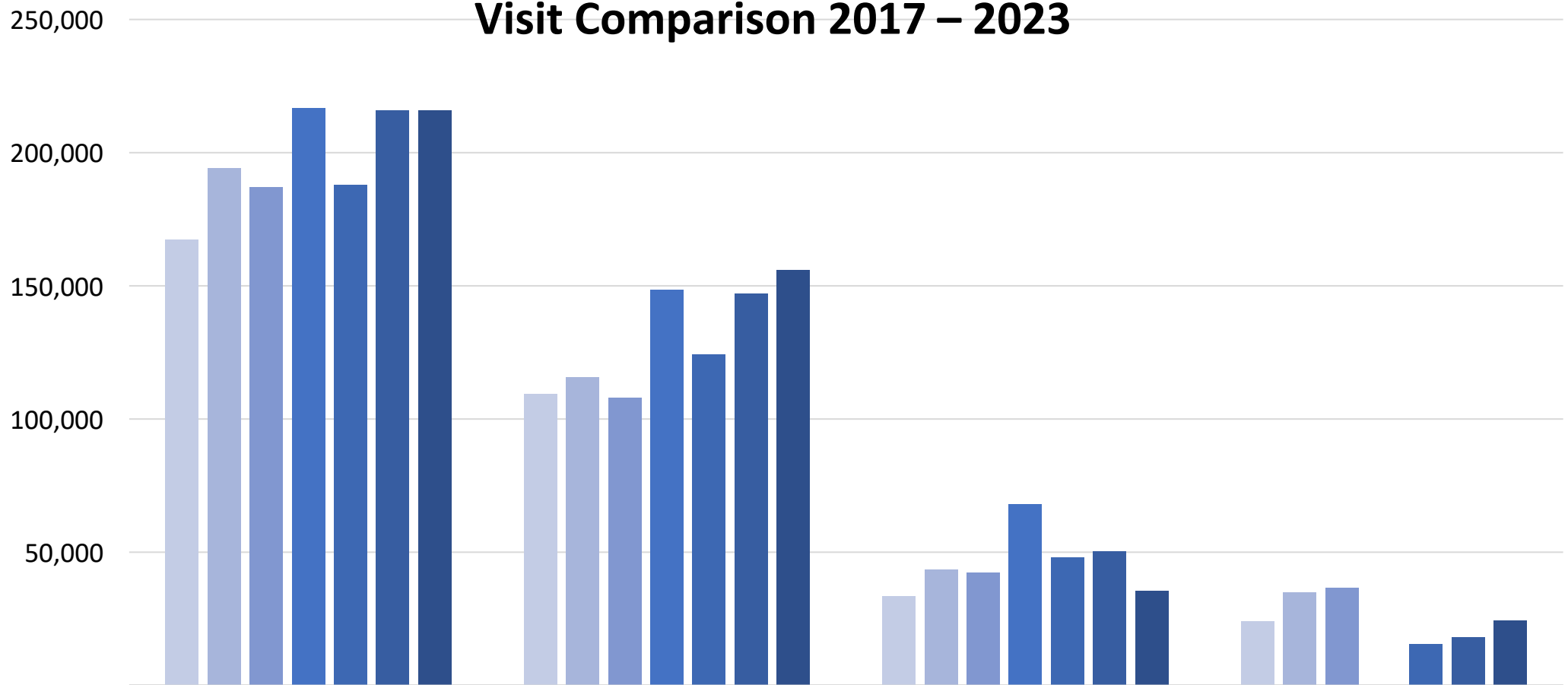


2023 Beach Season Highlights – Operations (Continued)

- 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

Visit Comparison 2017 – 2023

Operating Days
 2017 - 142
 2018 - 141
 2019 - 142
 2020 - 183
 2021 - 167
 2022 - 185
 2023 - 166



	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

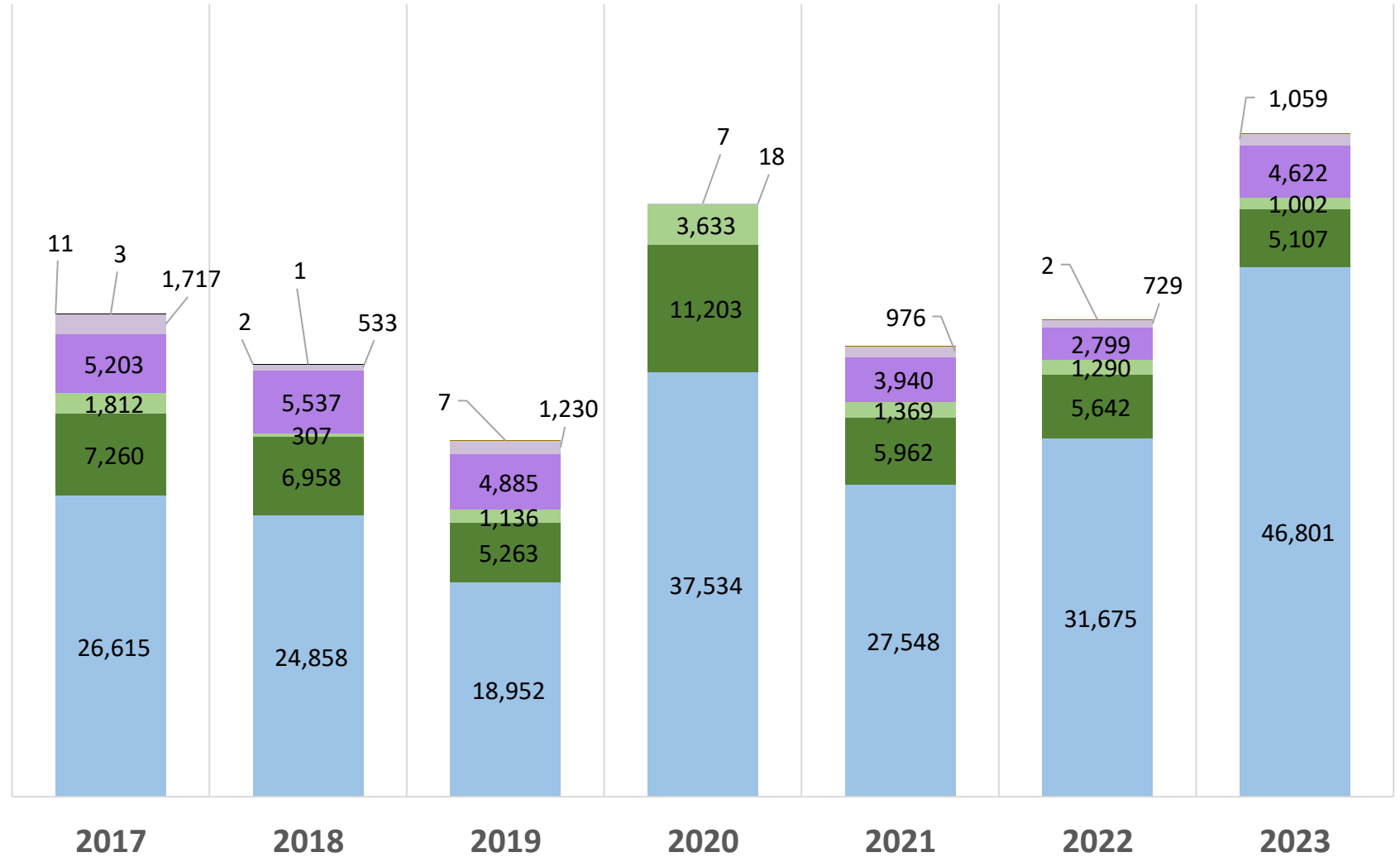
Visit Comparison 2017 – 2023: July & August Only



	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	137,888	71,244	32,760	28,884

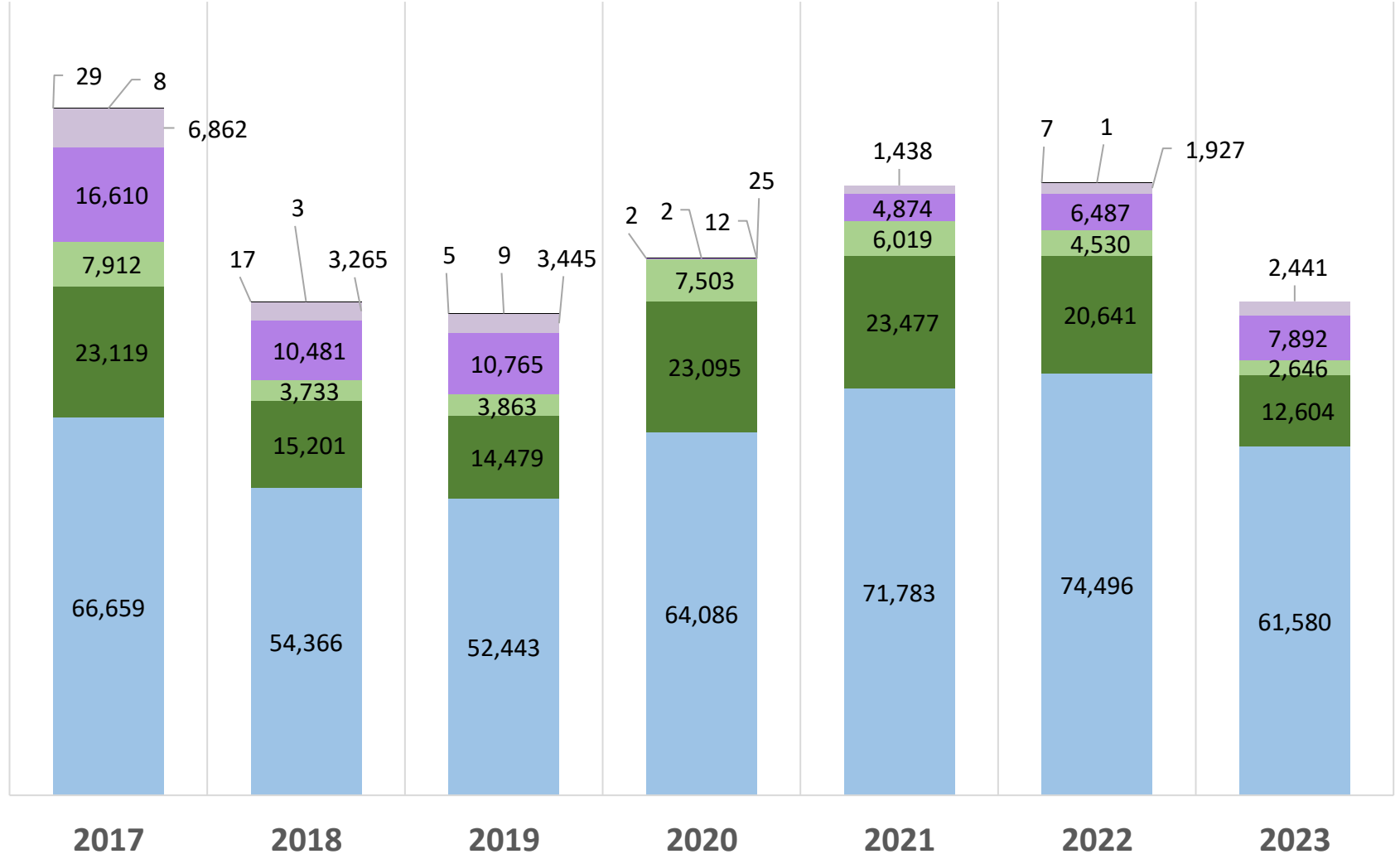
Ski Beach Visits by Year

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



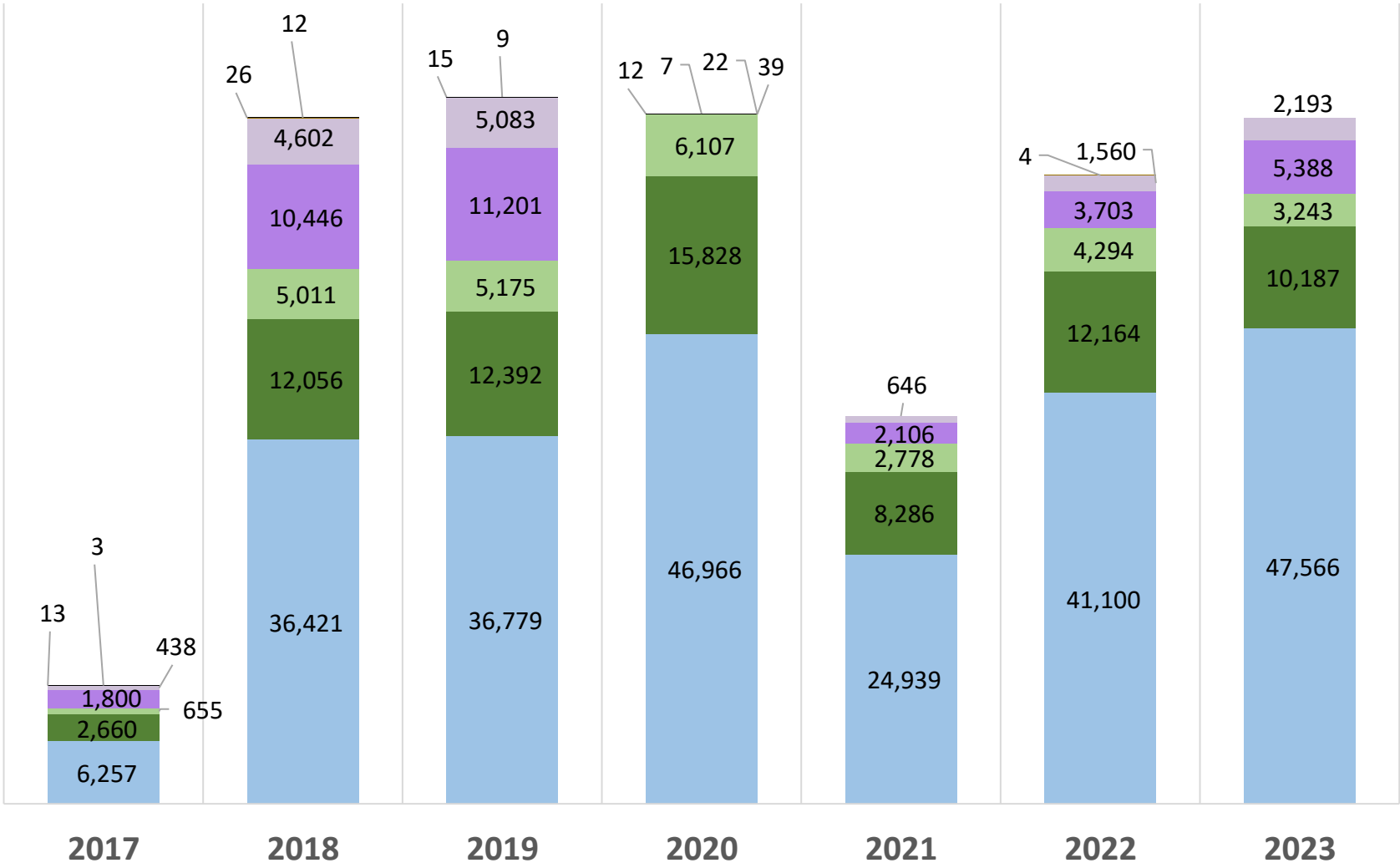
Incline Beach Visits by Year

- 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

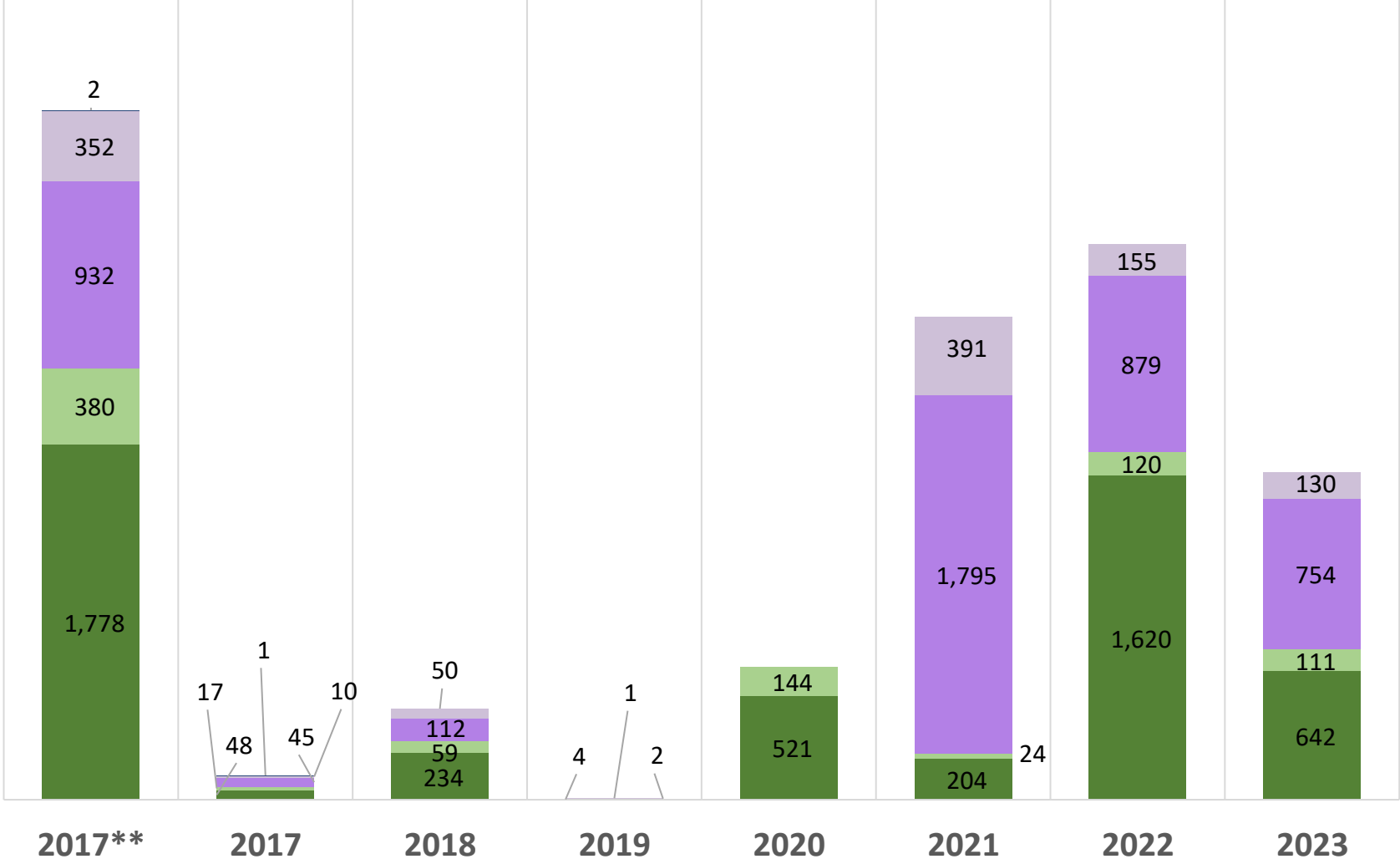


Recreation Center Visits and "Beach" by Year

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

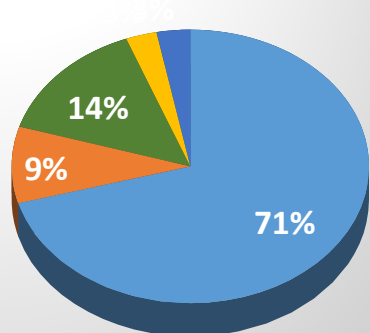
**"Beach" location.
10,033 Pass holder scans



2023 Beach Visits by Location

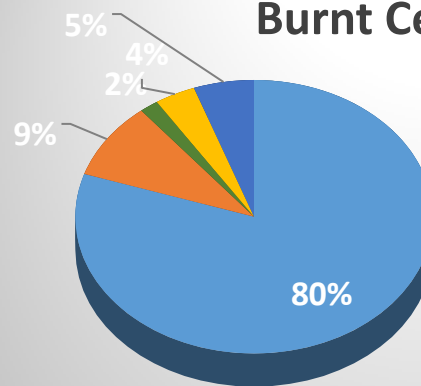
Incline Beach (87,163 visits)

- 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



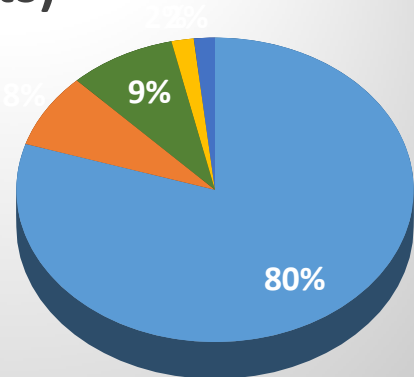
Burnt Cedar Beach (68,577 visits)

- 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



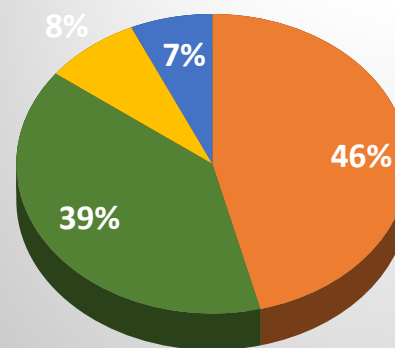
Ski Beach (58,592 visits)

- 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)

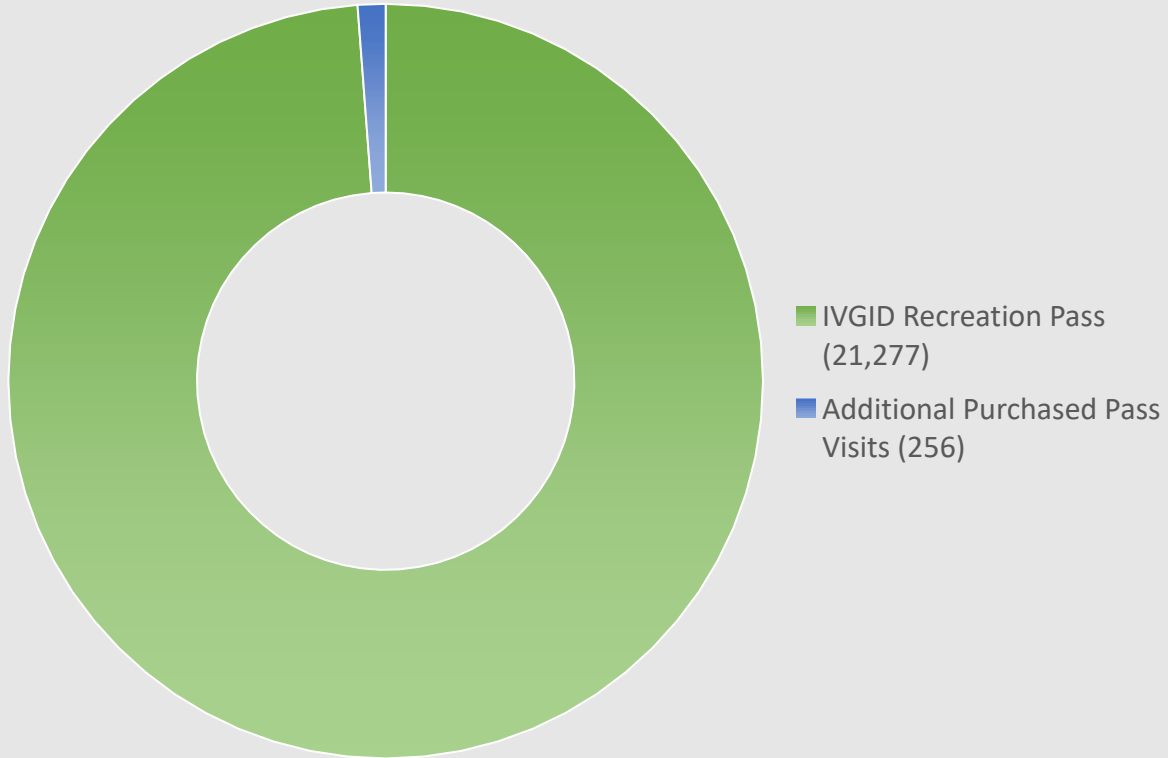
- Picture Passes Scanned: 0
- Adult Credit Card: 754
- Adult Punch Card: 642
- Youth Credit Card: 130
- Youth Punch Card: 111



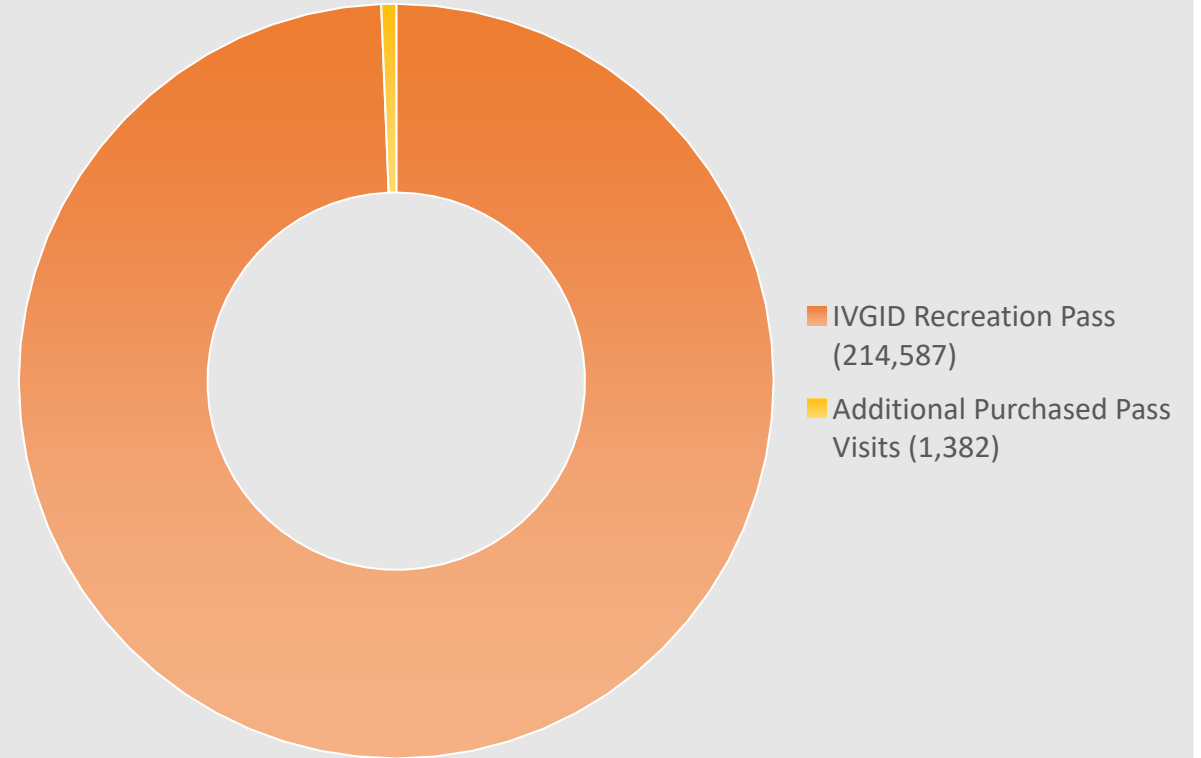
*Aspen Grove July 4th Remote Station, Group Picnic Reservation Tallies Paid at the Rec Center

Additionally Purchased IVGID Recreation Passes

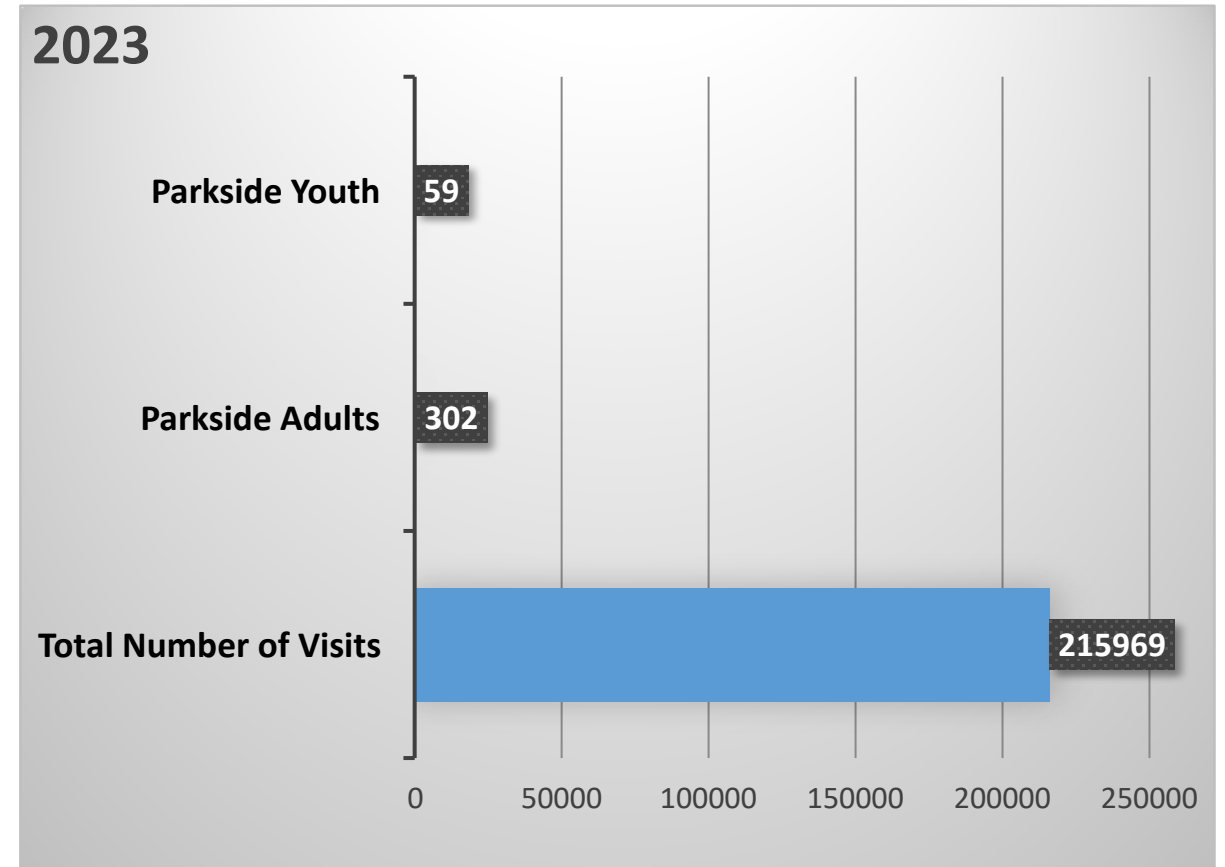
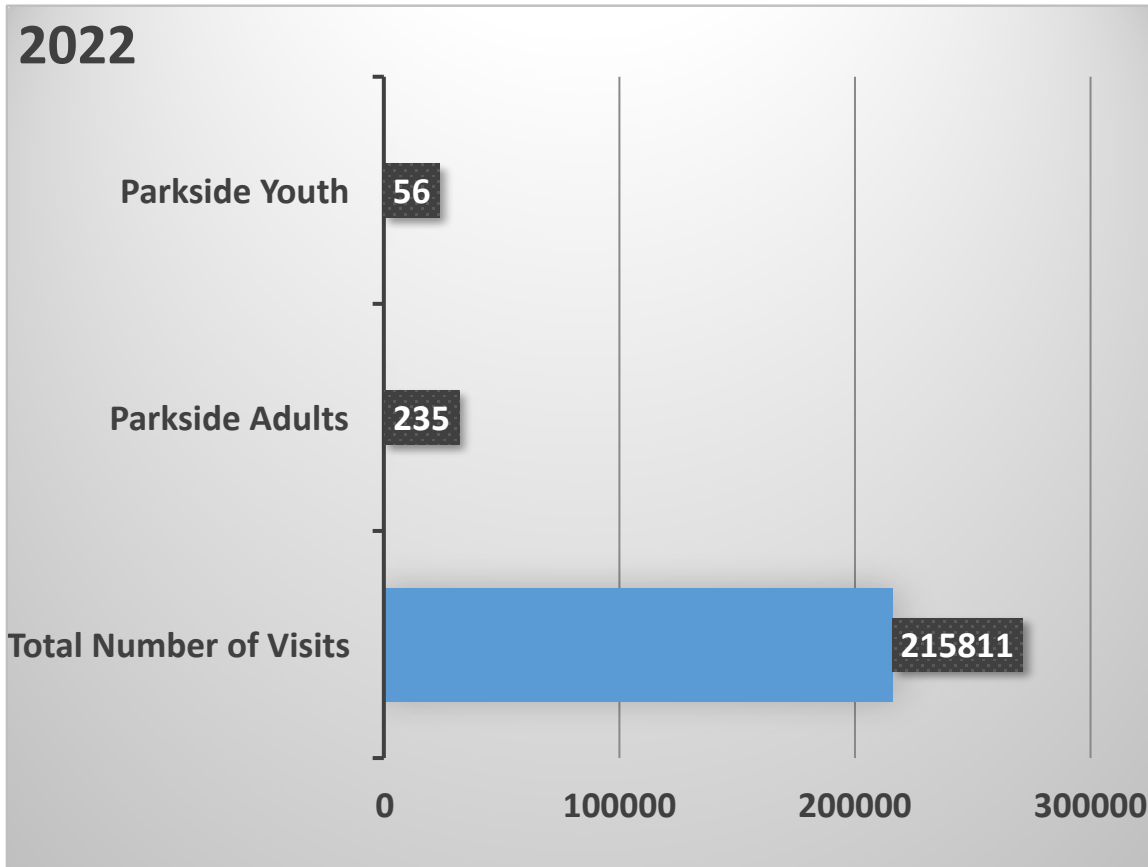
IVGID Recreation Passes Active in 2023



IVGID Recreation Pass Scans



Parkside Inn Visits 2022 - 2023



Summer Operating Days

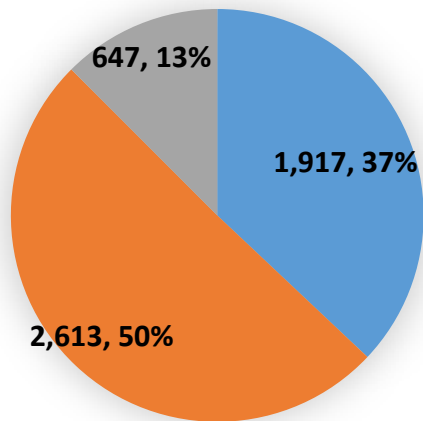
2020: 183 days

2021: 169 days

2022: 198 days

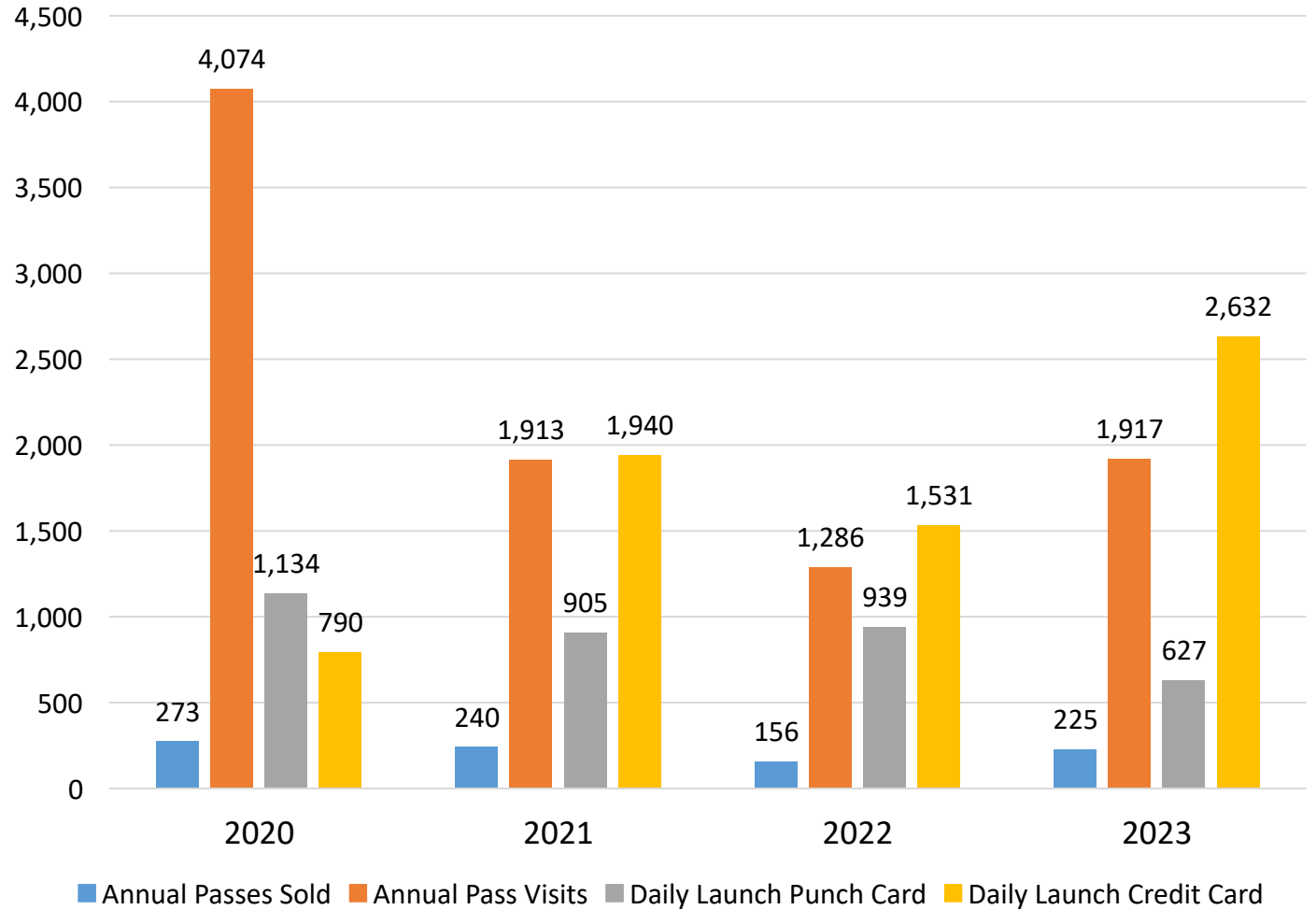
2023: 200 days

2023 Boat Launches

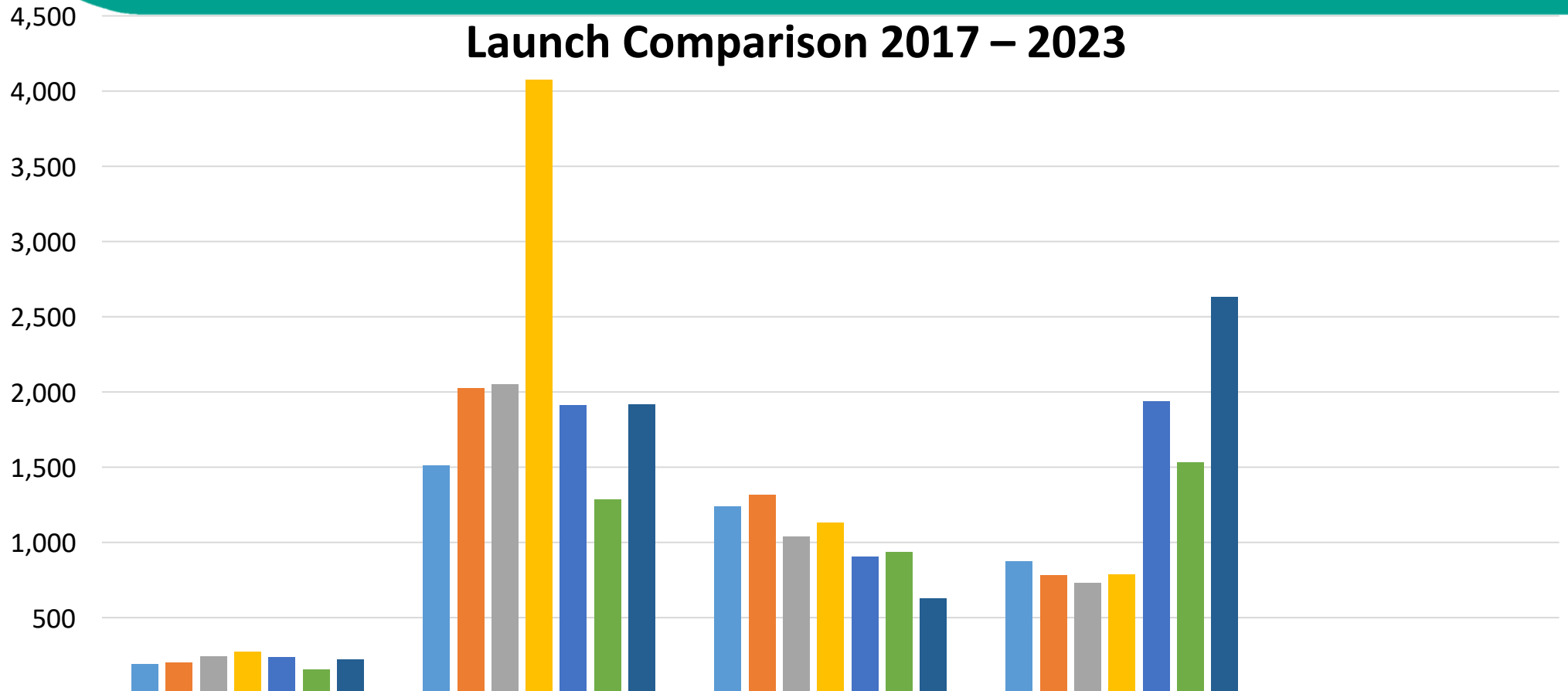


■ Annual Pass Swipes ■ Round-Trip Ramp Use
■ One-Way Ramp Use

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	280	4,080	1,150	800	2
2021	250	1,900	900	1,950	2
2022	150	1,900	950	1,550	2
2023	250	1,900	650	2,650	2



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 Mudsnail 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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