



## PARKS AND RECREATION BOARD MEMORANDUM

**FROM:** The Office of the City Manager   **DATE:** October 3, 2022  
**SUBJECT:** NRH<sub>2</sub>O Family Water Park Update  
**PRESENTER:** Frank Perez, NRH<sub>2</sub>O General Manager

### **GENERAL DESCRIPTION:**

Staff will report on activities at NRH<sub>2</sub>O Family Water Park.

### **PARK PERFORMANCE**

NRH<sub>2</sub>O just completed the 2022 season and is already planning and preparing for its 29<sup>th</sup> season in 2023. Final numbers are still being tallied but overall, after facing staffing challenges all season and having to adjust operating hours in early June, the park again set numerous revenue records, soundly outperforming almost every revenue record that was set just last season.

- The month of May shattered the best overall monthly revenue record. The old record was \$1.057 million, set in 2017. The new record is \$1.417 million.
- The month of May also shattered the best overall monthly attendance record. The old record was 34,967 set in 2018. The new record is 43,629.
- In addition, the month of May shattered the record for best season pass sales in one month in the history of the park. The old record was \$293,000 set in 2015. The new record is \$315,000.
- June surpassed the overall monthly revenue record that was just set last season. The old record was \$1.393 million. The new record is \$1.586 million.
- The Fourth of July weekend saw a new record set for single day revenue in the history of the park with Sunday July 3 bringing in over \$112,000 in a single day.
- NRH<sub>2</sub>O season pass sales for the year are the most in park history, beating the old record set in 2016 by over \$40,000. This was done in a year with no new attraction to help drive pass sales.
- The overall birthday revenue beat the record set just last year by over \$100,000 with an overall total this season of \$220,000.
- Overall merchandise sales set a new record at \$237,000, beating the record set last year by over \$40,000.
- Overall food sales set a record at \$1.1 million dollars and it is the first time the food sales have gone over \$1 million dollars in season.

- Lastly, the park has shattered the overall revenue total set last season by finishing the season with approximately \$5.45 million in total revenue. This is an increase of over \$700,000 over last season's record-breaking total and is the first time the park has had a total revenue over \$5 million dollars.

## **REVIEW OF EVENTS**

**A. Doggie Beach Bash** – The park hosted the seventh annual Doggie Beach Bash event benefiting the NRH AARC on September 25, 2022 from 10:00 a.m. until 4:00 p.m. Both dogs and humans participated in the event.



**B. Year End Water Park Awards** – The water park held its annual year-end awards ceremony on Sunday, September 18. The awards are determined by guest, team member and management voting and are always an exciting way to end the season. The seasonal team members did a great job this year and we are very proud of them for their hard work and efforts to help make NRH<sub>2</sub>O as successful as it was this season. There were ten departmental award winners and our two highest awards, the Norma French award and the Brittany Davis-Boiles Team Member of the Year award (named after two people who greatly helped influence the culture and legacy of NRH<sub>2</sub>O), were awarded to Juan Gonzalez and Sasha Silva respectively.



**C. New Point of Sale System** – After going through a selection process and considering multiple point of sale system vendors, NRH<sub>2</sub>O has selected Gatemaster as its new point of sale system. Water park staff is already in the process of working with the Gatemaster team to make the switch and have everything ready for the 2023 season. Gatemaster is a well-respected company with over 25 years of experience in the amusement and water park industry. This new point of sale system will allow the water park to be more responsive to changing industry trends as well as enhance the overall guest experience.