



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** January 10, 2022

SUBJECT: Discuss increase to NRH₂O Family Water Park day and group ticket pricing.

PRESENTER: Frank Perez, NRH₂O General Manager

GENERAL DESCRIPTION:

This item is to inform the City Council of recommended increases to NRH₂O day and group ticket pricing to allow for projected increases in the NRH₂O seasonal salary pay scale prior to the 2022 season.

As staffing issues continue to impact the amusement park industry and most industries as a whole, businesses are increasing staff pay rates in order to stay competitive and attract quality individuals. In anticipation that this trend will continue, NRH₂O staff is recommending increases to overall seasonal salary ranges. These increases will assist NRH₂O as it looks to attract, hire and retain the 350-400 seasonal staff hired annually.

To pay for these seasonal salary increases, staff is recommending a slight increase in the cost of NRH₂O day tickets and group tickets. These increases are projected to completely cover the anticipated costs of the seasonal salary increase, as well as have a projected revenue surplus. These price increases will also still allow NRH₂O to be competitive with other water parks in the DFW Metroplex.

Staff will provide City Council a presentation on the impact of the increase to day and group ticket pricing and seasonal salary pay rates, followed by an opportunity for City Council questions and discussion.