



## PARKS AND RECREATION BOARD MEMORANDUM

**FROM:** The Office of the City Manager   **DATE:** October 7, 2024  
**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 2024 season and is already planning and preparing for its 31<sup>st</sup> season in 2025. Final numbers are still being tallied but overall, after facing a rainy start to the season in May and June and a few other obstacles, the park was still able to set a few records and was able to finish with the third-best overall revenue in park history.

- Despite not being able to open due to weather on 6 of the first 16 days the park was scheduled to open for the public (the most in park history), May and June saw their third-best monthly revenue totals in park history. May also saw its second-best per cap overall.
- The Christmas in July event saw the highest single day attendance since 2016 with nearly 4,500 guests attending. The day also had the highest single day revenue for the season at just over \$95,000.
- The addition of the new Beachside Bay Bungalows has gone well with water park guests. The additional revenue generated by this new seating area has helped the park set the overall rental revenue record, beating the old record set just last season. The Beachside Bay Bungalows are projected to pay for themselves in two seasons and after that they will continue to provide a reliable and substantial revenue source for the park for many years to come.
- Depending on a few final numbers, the overall Birthday revenue will finish with the first or second best year ever.
- The park saw the most revenue ever from non-resident pass sales, beating the old record set in 2022 by over \$20,000.

**REVIEW OF EVENTS**

**A. Doggie Beach Bash** – The park hosted the eighth annual Doggie Beach Bash event benefiting the NRH AARC on September 29, 2024. 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 22. 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 the best water park in the nation. There were multiple departmental award winners along with 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.



**C. Nitro Blast Construction** – CGC Construction was selected to be the general contractor for the construction of the Nitro Blast by council on September 23. This is the same company that constructed the Beachside Bay Bungalows. Staff are very excited to get this project moving forward and look forward to having the Nitro Blast be the signature attraction for the water park for many years to come. The Nitro Blast is a dueling rocket blast waterslide provided by ProSlide. This new slide will be much more energy efficient than the Green Extreme and will also triple the throughput. The Nitro Blast also has some exciting fiberglass features that will enhance the overall guest experience.

**D. Christmas in Color** – For the first time NRH<sub>2</sub>O will be hosting a drive-thru animated light show over the holiday season from mid-November through the end of December. This event will take place in the parking lot and will provide a memorable family outing for local families. This event will begin setting up in early October and more information will be available on the NRH<sub>2</sub>O website as the event gets closer.

