

PARKS AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** August 1, 2022
SUBJECT: NRH₂O Family Water Park Update
PRESENTER: Frank Perez, NRH₂O General Manager

GENERAL DESCRIPTION:

Staff will report on activities at NRH₂O Family Water Park.

REVIEW OF EVENTS

A. Park Performance

1. As the water park continues its 28th season it has seen excellent overall revenues as well as continue to set a few new records.
 - 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 has also set revenue records. This 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.
 - July has also started out strong with the Fourth of July weekend setting the overall record for a three day stretch with almost \$300,000 in revenue over those three days.
 - The Fourth of July weekend saw a new record set for single day revenue in the history of the park with Sunday July 3rd bringing in over \$112,000 in a single day.
 - The park season pass sales have continued to do extremely well and the overall season pass revenue total for the year is now the most in park history, beating the old record set in 2016 by over \$30,000 presently.
 - Lastly, the park has set an overall revenue record by reaching over \$4 million in revenue by July 13. The previous mark for reaching over \$4 million in revenue was set last year in early August.



2. Review of Season Events

1. With the park facing staffing shortages, particularly with lifeguards, the daily hours of operation were reduced in mid-June. This resulted in the cancellation of the planned Dive-In Movie Series as well as the firework shows. Even with the reduced hours, season pass sales and attendance continue to perform strong, setting numerous records as detailed previously.
2. Early Morning with KSCS 96.3 – The Water Park hosted KSCS 96.3 and Hawkeye in the Morning on June 23. The park opened at 6 a.m. for this special event and a number of guests were waiting in line and ready for fun once the gates opened. This event also coincided with the annual World's Largest Swim Lesson that was held at 9 a.m. This event is produced by the World Waterpark Association and sets world records annually with the mission to help teach the importance of learning to swim worldwide. NRH₂O is one of only a handful of water parks that have participated in every World's Largest Swim Lesson since the beginning of the program.