



## PARKS AND RECREATION BOARD MEMORANDUM

**FROM:** The Office of the City Manager    **DATE:** February 6, 2023  
**SUBJECT:** NRH<sub>2</sub>O Family Water Park Update  
**PRESENTER:** Stephanie Hee-Johnston, NRH<sub>2</sub>O Assistant General Manager

### **GENERAL DESCRIPTION:**

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

### **REVIEW OF EVENTS**

#### **A. NRH<sub>2</sub>O Hiring and Training**

Starting on February 1, NRH<sub>2</sub>O will begin to interview and hire the 400 plus seasonal team members who join our staff every year to provide outstanding service to park guests. This process usually begins with the annual rehire party for all team members looking to return for the upcoming season. The rehire party will be held on Thursday, February 9. Shortly thereafter, interviews begin for individuals looking to join the water park team for the first time. Anyone interested in employment with the park can go to [www.nrh2o.com/jobs](http://www.nrh2o.com/jobs) for more information. Staff training will begin in late February and early March with the full time and supervisory team attending management training, followed by leadership training and finally the general orientation and department training for all seasonal team members.

#### **B. NRH<sub>2</sub>O Admission Pricing and Seasonal Salary Update**

In order to assist in the hiring and retention of team members for the 2023 season, NRH<sub>2</sub>O will be raising its seasonal salary rates for the second year in a row. All team members will see an increase of \$1 an hour to their starting salary. These increases, in addition to the numerous incentives such as the year end incentive, team member parties, free tickets during the summer, and others, will help the park attract and retain the seasonal team members that are a large part of the annual success, safety and guest satisfaction at NRH<sub>2</sub>O.

These salary increases will be paid for by increases to the season passes at the park. Both resident and non-resident passes will have a slight increase as follows:

- The Season Pass level will see an increase of \$10
- The Greatest Value pass level will see an increase of \$5



- The Extreme Pass level will see an increase of \$20

These increases will pay for the seasonal salary increase while also allowing for a surplus of funds. These increases will also still allow the park to be competitive in the DFW area.

### **C. Polar Plunge Update**

The park will host the annual Polar Plunge on Saturday, February 4, 2023. This event benefits the Special Olympics of Texas – Greater Fort Worth Area. Participants will plunge for proceeds by taking a teeth-chattering dip into freezing cold water! To pre-register and create a fundraising page, please visit <https://givebutter.com/RichlandPolarPlunge>. Registration on plunge day will start at 8:00 a.m. For more information, contact Becky Shoulders at 737-235-3833 or [bshoulders@sotx.org](mailto:bshoulders@sotx.org). Proceeds help support more than 4,200 athletes in the Greater Fort Worth Area. Registration currently is healthy at an estimated 100 guests ready and willing to take the plunge. The current forecast calls for temperatures in the 40's during the event.

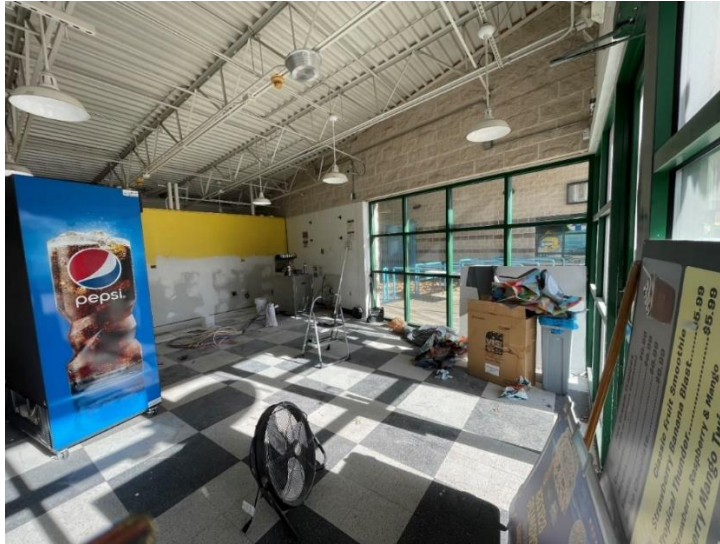
### **D. Staff Update**

The full-time team continues to work at achieving new levels of professional development and furthering the name and reputation of NRH<sub>2</sub>O within the surrounding community and water park industry all season. Numerous members of the full-time team have again been asked to present and teach at national and international conferences such as the World Waterpark Association conference (WWA) and the Association of Aquatic Professionals conference (AOAP).

Bryon Bustmante was recently promoted to Water Park Revenue Manager. Bryon has served as the Food and Beverage/Retail Coordinator for 16 years. This promotion continues Bryon's commitment to overall in-park service and retail development furthering NRH<sub>2</sub>O's enterprise business model for self-sustaining operations through exceptional guest services.

**E. Off-Season Projects Update**

Park staff continues to work on many improvements and additions for the 2023 season. The ice cream shop is getting a makeover with a new tile floor, new Dippin' Dots signage and decals, and new countertops.



Piper's food area has also had a new non-slip, concrete stained floor installed.



Lastly, park staff continues to replace old and worn furniture and picnic tables with new items as the park works to replace the majority of furniture over a 4-year period.