



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** April 22, 2019
SUBJECT: Review 2019 summer programs and pricing structure for NRH₂O Family Water Park.
PRESENTER: Frank Perez, NRH₂O General Manager, and Stephanie Hee-Johnston, NRH₂O Admissions and Promotions Coordinator

GENERAL DESCRIPTION:

The NRH₂O team is preparing for the 2019 season and has several new initiatives and programs planned for the summer.

Frank Perez, General Manager, will share the new “tiered” pricing structure that will provide flexibility in pricing based on the time of day, the day of the week, the level of demand and competitors’ pricing. Within the next two years, the park will transition to a “dynamic” pricing model, which is sometimes referred to as a “personalization service.”

Dynamic pricing is standard within several industries including the entertainment and airline industries. The public is familiar with dynamic pricing given its relevancy in the age of ecommerce companies. Simply put, dynamic pricing is a strategy in which prices continuously adjust, sometimes in a matter of minutes, in response to real-time supply and demand. This will allow the park to attract more guests to the park during typically lower attendance days and times, such as the middle of week, and late afternoon hours.

Stephanie Hee-Johnston, NRH₂O Admissions and Promotions Coordinator, will present an overview of the programs and special events taking place at NRH₂O Family Water Park during the 2019 season.