

PARK AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** June 3, 2019
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 Opening** - NRH₂O is open for its 25th season and is looking forward to another great year.
- B. NRH₂O Music Festival** - The NRH₂O Music Festival had another very successful run with over 17,000 guests representing more than 225 school groups (choirs/orchestras/bands). This event remains very popular and provides a great jump start for the park to the summer season. The event has truly become an all hands on deck event and is made successful by the assistance of many full-time Parks and Recreation team members, as well as volunteers.



- C. Dive In Movie Schedule** - The park's longest running special event, the ever popular "Dive In Movie" will kick off on July 5 with a list of movies including the following: *Spider Man: Into the Spiderverse*, *The Incredibles 2*, *Aquaman*, *A Dog's Way Home* and *The Greatest Showman*. The movie starts around 9:00 p.m. at the NRH₂Ocean and depending on the movie's length, usually finishes before 11:00 p.m.
- D. Fireworks Schedule** - Another long running special event, the breathtaking NRH₂O fireworks show, will kick off on June 15. The show starts around 9:15 p.m. behind the Splashatory and lasts for about 15 minutes. Shows are also scheduled on July 13 and August 3. Some of the featured music this season will include songs about summer, Texas and classic rock.
- E. Late Night Themed Events** – After the success of the park's Fortnite After Hours event last summer, NRH₂O will continue this fun themed series. The first event will be a *Jaws* themed night on Friday June 28. In addition to the movie, guests will be able to enjoy a live DJ, glow items, food specials, photo ops and giveaways. Other After Hour ideas include trivia and a night out for parents.
- F. The World's Largest Swim Lesson** - The 2019 **World's Largest Swimming Lesson™** will take place on **Thursday, June 20**. This will be the tenth year for the global event and TEAM WLSL™ will be setting its sights on a new goal - reaching more than one billion with the message *Swimming Lessons Save Lives™* by 2019. Local WLSL events will take place at hundreds of locations in more than 20 countries on five continents over the course of 24 hours. NRH₂O Family Water Park has been participating in the **World's Largest Swimming Lesson™** since the first year in 2010 and is one of only a handful of facilities that have participated in every event since the beginning. The park's lesson will take place at 9:00 a.m. on June 21. Participants will take part in a 30 minute lesson and be able to stay and enjoy the park for the remainder of the day after the lesson.

The **World's Largest Swimming Lesson™**, created by the World Waterpark Association in 2010, is a global public relations event supported by aquatic facilities, waterparks, pools, swim schools, YMCA's and other organizations. The WLSL event serves as a platform to help the global aquatics industry work together to build awareness about the fundamental importance of teaching children to swim to prevent drowning. Swimming is a life-saving skill for children and a vital tool to prevent drowning which is the second leading cause of unintended, injury-related death for U.S. children ages 1-14. Research shows the risk of drowning can be reduced by 88 percent if children participate in formal swimming lessons between the ages of 1-4. Yet, a survey conducted by the American Red Cross in 2014 found that more than half of Americans (54 percent) either can't swim or don't have all of the basic swimming skills. This CAN and SHOULD change and this is the mission of TEAM WLSL™.