

PARKS AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** August 5, 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 Performance – The water park continues in its 25th season, working on new promotions, as well as old favorites, to make the park financially successful. Weather continues to have the biggest overall impact on the park. After a wet June, a predominantly dry July has the park currently running slightly ahead of last year's averages.

B. Review of Events –

- 1) Dive-In Movie Series – NRH₂O again had a successful Dive-In Movie series with fan favorites ranging from the ever-favorite *Jaws* to the newer *Incredibles 2*. Dive-in movie days continue to be strong performers for the park, especially when paired with character appearances and other promotions.





- 2) Charity Drives – NRH₂O is collecting school supplies for the ninth summer. Guests who donate two school supply items will receive a \$15 general admission ticket during the week of August 5-9. Collected school supplies are donated to the Birdville Independent School District PTA. NRH₂O will also collect shoe donations the week of August 12-16. Guests who donate a new or gently used pair of school appropriate shoes will receive a \$15 general admission ticket. This has generally been one of our most successful charity drives.
- 3) Fireworks – Fireworks are NRH₂O's brightest attraction and continues to be a big draw. Guests continue to show up for the exciting shows and even pack the parking lot, apartment complex and backfield just to watch the show.
- 4) Doggie Beach Bash – The annual Doggie Beach Bash will be occurring on Saturday, September 28 from 10:00 a.m. to 4:00 p.m. This event benefits the North Richland Hills AARC and is one of the favorite events for the staff.
- 5) Teacher Appreciation – School district employees can receive free general admission August 5-9 by showing their district ID at the ticket booth. Along with this, up to four family members can receive half off general admission.