

PARKS AND RECREATION BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** October 7, 2019
SUBJECT: NRH₂O Family Water Park Update
PRESENTER: Chelsea Julian, NRH₂O Marketing & Sales Manager

GENERAL DESCRIPTION:

Staff will report on activities at NRH₂O Family Water Park.

PARK PERFORMANCE

- A. Park Performance** – NRH₂O just completed its 2019 season, and is already planning and preparing for its 25th anniversary in 2020. Final numbers are still being tallied, but overall after a rainy start to May and June, the park rebounded to see an increase in attendance and revenue from 2018. Initial numbers show the park with a slight increase in attendance of 1% and an increase in revenue of approximately 8% versus last season.

REVIEW OF EVENTS

- A. Doggie Beach Bash** – The park will host the fifth annual Doggie Beach Bash event benefiting the NRH AARC on September 28, 2019 from 10:00 a.m. until 4:00 p.m. Both dogs and humans can participate in the event.



- B. Awards Update** – NRH2O staff continue to be recognized both locally and nationally. Recently, revenue supervisor Jordan Hyman was named as a finalist for the *Chris Stuart Emerging Leaders Award* from the World Waterpark Association. Also, Stephanie Hee-Johnston, NRH2O Admissions and Promotions Coordinator, was awarded the *Al Turner Memorial Commitment to Excellence Award* by the World Waterpark Association.
- C. Splash, Dash 'N Smile** – The park hosted the second annual Splash, Dash 'N Smile, a swimming and running aquathlon, on September 15, 2019. This event grew substantially versus last year, with over 100 participants that competed in the morning and then enjoyed the park for the rest of the day with their families.



D. Year End Water Park Awards – The park held its annual year end award ceremony on Saturday September 21. The awards are determined by guest, team member and management voting and are always an exciting way to end the season.

