

Hawaiian Falls Waco Update

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An aerial photograph of a large water park. In the foreground, a large blue and orange slide structure curves over a pool. In the background, there are several other slides, including a tall one with multiple orange and blue lanes. A large pool area with many people is visible, along with a building and some trees in the distance.

Park History

- **2001-2003:** City develops Riverbend Park
 - Riverbend baseball/softball complex
 - Waco Regional Tennis Center
 - Waco Water Park
- **2011:** Agreement established with Waco Family Entertainment, LLC to create Hawaiian Falls Waco. Project included slide and pool expansion project
- **2013:** Addition of kids splash area and beach zone
- **2018:** Agreement established with Store Master Funding and Pro Parks Management

2021 Season Report

Hawaiian Falls Waco Comparative Results			
	2019	2020	2021
Attendance	99,947	50,551	96,169
Revenues	\$1,617,182	\$ 985,476	\$ 2,366,744
Season Passes	7,590	5,293	12,712

- 2021 was a significant rebound from 2020 (the COVID Season)
- In 2021, there was a heavy marketing push to sell Season Passes in Waco and in the surrounding communities
- Groups expected to return for 2022 and beyond



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Capital Investment Overview

- ProParks has made significant investments in the waterpark since our partnership with the park. Marketable attractions include the following:
 - 2019- Hula Island Development – Converted the lazy river island to usable space. (Over \$200K on the improvements in 2019)
 - 2020- Kona Bay Family Play unit – 10 slides on a play structure. (Over \$600K on the new attraction and new food outlet)
 - 2021- Hula Island Upgrades – added a new retention wall and new cabanas. (Over \$100K on improvements)



Capital Investment Overview

- 2022 Investments – Adding more cabanas, restroom renovations, expanded Surf Shop, HteaO partnership, and potentially a new bar. (Over \$200K for improvements)
- Future investment potential of expansions and exploring new attractions
- Potential for Waco market – Truly a future Schlitterbahn opportunity - Given proximity to Austin, San Antonio, DFW and Houston



2022 Season Preview

- Open to the public beginning May 7-8 (113 scheduled operating days)
- The park is targeting similar results as 2021 (13,000 Season Passes)
- Request for alcohol sales – Family atmosphere is first priority
 - ProParks currently sells alcohol at Hawaiian Falls Roanoke and Mansfield and received council approval from those cities. Also sell at Cactus Springs in Tucson, SunSplash Waterpark in Cape Coral, and Camelot Park in Bakersfield. Pro Parks has set policies for such sales.
 - The proposed plan would be for pre-made frozen drinks to be sold along with beer. There be will two-drink maximum to continue to promote a family atmosphere.
 - All TABC permits and polices will be followed.
 - We are seeking input and would return to council with a contract amendment to allow alcohol sales.



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