

# Hawaiian Falls Waco Update

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CITY OF WACO



# Park History

**2001-2003:** City creates Riverbend Park

- Baseball/Softball complex
- Waco Regional Tennis Center
- Waco Water Park

**2011:** Agreement established with Waco Family Entertainment, LLC, to create Hawaiian Falls Waco with new slides, lazy river and wave pool

**2013:** Addition of kids splash area

**2018:** Agreement established with Pro Parks Management

**2019-2021 :** Addition of Kona Bay and Hula Island areas

**2022:** Renovation of food hall and bathrooms. Amendment established to allow for the sale of alcoholic beverages.

# 2022 Season Report

Hawaiian Falls Waco Comparative Results			
	2020	2021	2022
<b>Attendance</b>	50,551	96,169	<b>88,852</b>
<b>Revenues</b>	\$ 985,476	\$2,366,744	<b>\$ 2,322,983</b>
<b>Season Passes</b>	5,293	12,712	<b>9,840</b>

- Attendance at pre-COVID averages. The attendance dip is common at attractions throughout the state due to heat.
- Impact of offseason maintenance and improvement projects
- Addition of revenue from alcohol sales to take place this season
- Season Pass sales met projections. Pricing remains in line with similar attractions. Waco season passes are less expensive than the DFW Hawaiian Falls.
  - With a Waco pass, guests get entry to the DFW parks, free passes, cabana discounts and VIP perks
- Season pass sales currently ahead of 2022



# Focus on Marketing and Community Partnerships

- Director of marketing with a background at Six Flags
- Employ up to 200 staff members
- Installation of entrance sign off of Lake Shore Drive
- Focus on marketing to regional guests, programs to connect the local community to the park, bounce back of field trips
- Season pass promotion with staff members from Baylor and Waco ISD, daily ticket promotions with local businesses such as HTeaO Waco and Camp Fimfo
- Swim Lessons offered through Sigma Swimming, who also partners with cities like Burleson, Cleburne and Fort Worth





# Capital Investment Overview

ProParks continues to make significant investments:

- 2019- Hula Island Development – Converted the lazy river island to usable space (\$200k)
- 2020- Kona Bay Family Playscape and food service enhancements (\$600k)
- 2021- Hula Island Upgrades such as retention wall and new cabanas (\$100k)
- 2022 – Refurbishment of food pavilion, restrooms, additional cabanas (\$300k)



# Capital Investment Overview

## 2023 Investment of \$300,000 in projects

- Replacement of crumb rubber for zero-depth entry of family pool
- Repainting of kids playscape, lazy river, wave pool, slides and food pavilion
- Replacement of original stairwell for double slide attraction
- New palm tree water features
- New water sanitization system







## 2023 Season Preview

- Currently open on weekends. Daily beginning Memorial Day
- Attendance goal is 100k visitors
- Focus on online ticket sales and promotions
- Community Days:
  - Mothers Day
  - Fathers Day
  - World's Largest Swim Lesson Day
  - Champions Day
  - Fourth of July