

The City of Waco Aquatics Update

05.05.2026



Jonathan Cook, Director of Parks & Recreation

Aquatics Overview

Overview

Doris Miller Community Pool

- Provide an update on the status of City Aquatics Program
- Review participation and program offerings
- Forecast for upcoming season

Hawaiian Falls

- 2025 Final Report
- 2026 Outlook

Doris Miller Community Pool

- Located on the Paul Quinn Campus along Elm Avenue, the Doris Miller Community Pool offers aquatic amenities and programs for all ages and skill levels.
- The indoor pool offers lap swimming, open swim, aquatic fitness classes, swimming lessons, lifeguard certification classes, and private event rentals.
- Open year-round, the pool is maintained to ensure a safe, enjoyable experience with flexible scheduling for early risers, families, and evening swimmers.



Facility Background



- October 2021: City purchases former YMCA facility next to the Multi-Purpose Center
- 2022-2023: Renovation of the main building
- June 2023: Community Center opens to the public
- 2024: Renovation of indoor pool facility

January 25, 2025: Opening of Doris Miller Community Center Pool



Operations Overview

Current Hours

- Monday and Wednesday:
 - 8 a.m. to Noon; 4 p.m. to 7 p.m.
- Friday and Saturday:
 - 8 a.m. to 3 p.m.
- Closed on Tuesday / Thursday / Sunday

Staffing Structure

- Pool managed by Aquatics Supervisor with support from department Recreation Leads with lifeguard certification requirements
- Contracts utilized by Lifeguards and Swim Instructors
- Per Texas Code, a minimum of two lifeguards are required for Class B public pools during operation
- Current operating hours require 20-30 contracted lifeguards
- Ongoing Lifeguard Certification classes



Programs and Participation

May 2025 – April 2026

<u>Current Programs</u>	<u>Participation</u>
• Open Swim and Lap Swim	3363
• Swim Lessons / Drowning Prevention	1526
• Water Fitness Classes	261

Additional activations include:

- Routine Community Center programming
- Training for lifeguards and emergency personnel



Looking Ahead

- Summer Splash promotional campaign and swim event to kickoff the season
- Summer Schedule: Open on Tuesdays and Thursdays for afternoon open swimming
- Collaboration with Waco Public Housing Authority to provide scholarships for swim lessons and drowning prevention
- Creation of City of Waco Swim Team with Sigma Performance Swimming
- Community Center Summer Camp visits
- Availability of pool rentals
- Lifeguard classes and recertifications



#FORWACO





Hawaiian Falls Waco

2001 – 2003: Construction of Riverbend Park with Baseball/Softball facility, Waco Regional Tennis Center, Waco Water Park

2011: Agreement established to create Hawaiian Falls Waco with two additional slide complexes, an 800-foot lazy river, and a large-scale family wave pool

2018 – Current: Agreement with Pro Parks Management

- Regional attraction open daily from May – September
- Sits on 14 acres and features 12 slides, lazy river, wave pool, two aquatic playscapes, a lap pool, two food and beverage areas, shade cabanas, sand island
- Contract Updates: Lease abatements, capital projects and operational improvements



Management Update

- In Summer 2025, ownership transfer to Ripley's Believe It or Not!
 - Acquired 3 Hawaiian Falls Locations: Mansfield, Roanoke, and Waco
 - Leadership Continuity: Existing Hawaiian Falls leadership team largely retained
 - Complements Ripley's nine Texas attractions and part of 100+ global attractions across nine countries
- New Opportunities
 - Access to increased investment, resources, and strategic support
 - Tourism Reach: Stronger ties to Texas tourism markets and TPIDs
 - Brand Synergy: Integration with Ripley's portfolio enhances cross-promotion and visibility



Hawaiian Falls Waco Waterpark

2025 Year in Review



RIPLEY'S
Believe It or Not!
WORLD ENTERTAINMENT

HFALLS WACO	2024	2025
 Total Attendance	96,939	93,555
 Season Pass Units	11,879	10,871
 Total Revenues	2,362,355	2,123,346



2025 Season Report

- **Weather Impact:**
 - 22 days of reduced operations (late opens, early closures, or full closures) due to heavy rain
 - Weather significantly impacted visitation and overall park usage
- **Season Pass Trends:**
 - Sales volume remained steady, but lower redemption/usage due to weather
- **Revenue Impact:**
 - Overall reduction in park spending (food, beverage, retail) tied to decreased attendance
 - Improvements for 2026
- **Market Insights:**
 - Waco performance aligns with attendance patterns across other Hawaiian Falls locations
 - Marketing Efforts: Introduced new promotions, events, and mascot days to boost visitation



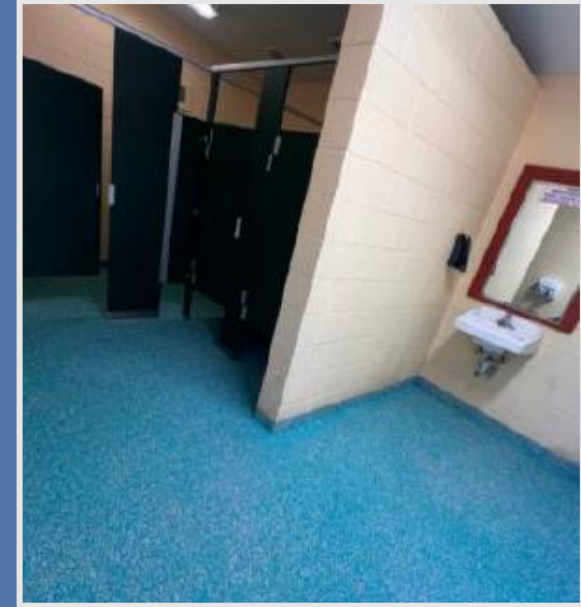
2025 Season Highlights

- **Strong Community Engagement:**
 - Hosted swim lessons, mascot appearances, and community-driven events
- **School Supply Drive:**
 - Collected and donated 1,000+ items to local schools (via ticket exchange program)
- **Local Employment Impact:**
 - Hired 200+ seasonal staff from Waco and surrounding areas
- **Recent Investments:**
 - Completed major refurbishment of Keiki Cove
 - Continued visible upgrades across the park
 - Additional offseason improvements planned
- **2026 Focus:**
 - Emphasis on functional and operational enhancements



Upgrades and Improvements

- Annual investment of \$300k per year, funding renovations and new amenities
- **2026 Improvements:**
 - New round of upgrades funded by Ripley's Believe It Or Not! Approximately \$300K invested in park enhancements
 - Major Slide Upgrades: Refurbishment of all slides
 - Facility Enhancements: Bathroom renovations, added A/C, and front gate improvements
 - Guest Experience Upgrades: New wave pool TV screen and additional cabanas
 - Infrastructure Improvements: Filter system, wave system, and park-wide chlorine system upgrades
 - Site Improvements: Fence replacement and competition pool refurbishment



2026 SEASON BEGINS
MAY 9

SEASON PASSHOLDER EXCLUSIVE WEEKEND MAY 2 & 3!

WINTER SALE

Unlimited visits all season long!

PLUS A FREE **RIPLY'S**
 RIPLY'S BELIEVE IT OR NOT TICKET!

2026 SEASON PASS ONLY \$56.99 + tax

Sweetheart Season Pass Sale

- ✓ Unlimited visits all season long to all three Hawaiian Falls parks
- ✓ TWO FREE Buddy tickets!

2026 Season Passes ONLY \$56.99 + tax

SALE EXTENDED!

THANK YOU.

Questions: Jonathan Cook, Director of Parks & Recreation
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