City of Waco Hawaiian Falls Waco Update

09.03.2024

Jonathan Cook, Director of Parks & Recreation

Why Are We Here?

Overview

- Park Overview
- 2023 Final Report
- 2024 Operations and End of Season
- 2025 Outlook



Park Overview

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 that is open daily from May –
 September, averaging more than 90,000 guests per year
- 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
- Employs more than 200 workers each year



Contract History

Overview

- 2011 Created Water Park Ground Lease and Operating Agreement
- 2015 Assignment of leasehold interest: Waco Family Entertainment, LLC to STORE Master Funding VIII, LLC
- 2018 Sublease of leasehold interest: STORE Master Funding VIII,
 LLC to PPW Waco, LLC (Pro Parks)
- 2020 Amendment No. 1 to abate annual lease payments;
 Amendment No. 2 to extend construction deadline in connection with lease abatement
- 2022 Amendment No. 3 to allow the sale of alcoholic beverages with certain restrictions





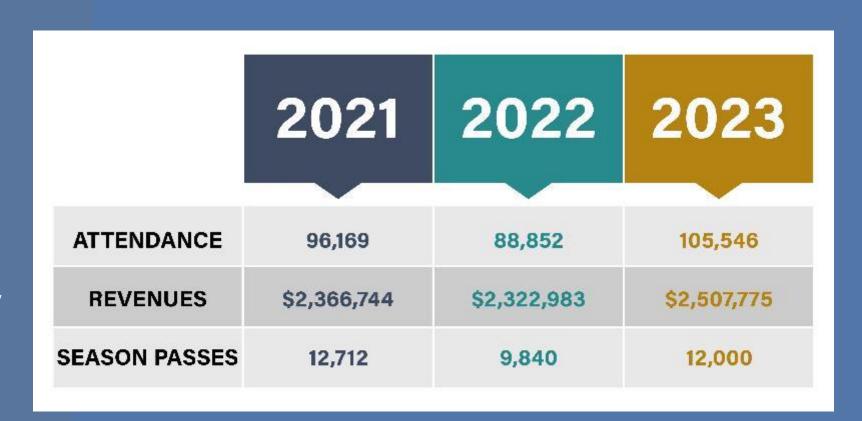


Safety and Improved Operations Remain the Focus

- With the new lease amendment to operate bar service at the waterpark, special care has been given to manage consumption
 - Additional revenue stream of \$40k each season
- Additional food and beverage enhancements include H2O
 Waco booth and mobile ordering options
- Security enhancements
- Lifeguarding team received its highest ever external audit scores in 2023
- Train more, audit internally, and upgrade supervisory teams to ensure water safety
- Host location for Swim Lessons

2023 Season Report

- Solid increase in attendance
- Season pass sales contributed to 55K visits over the summer
 - 4.5 visits per pass sold
 - Introduction of new values including "bring your friend tickets" helped increase those sales
- Hawaiian Falls Waco was the only park in the Pro Parks Texas portfolio with increased yearover-year attendance

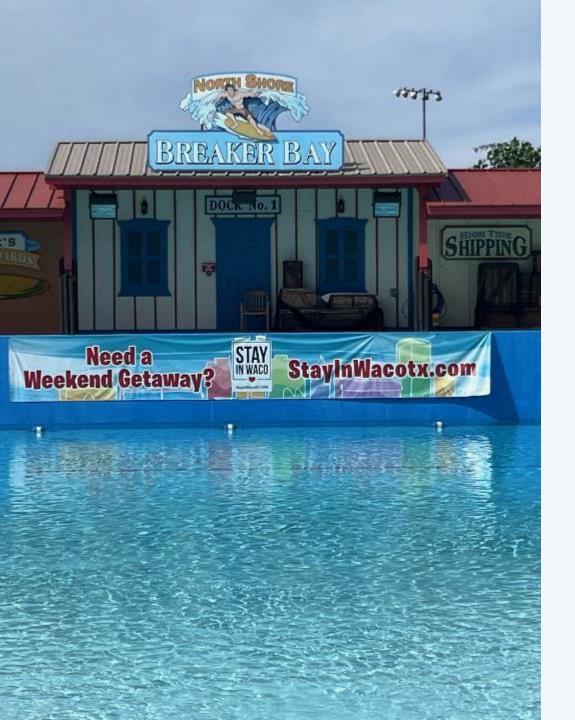


2024 Season Estimates



ATTENDANCE	98,000
REVENUES	\$2,300,000
SEASON PASSES	11,500

- Attendance lower at start of season due to rain in May and June
- 12 days of rain impact
- Operations will continue into September; final numbers will increase for 2024
- 2025 season pass opportunity



Community Marketing and Promotions

- New season pass and ticket programs with local schools; free season passes for teachers and Baylor University
- Season passes for City of Waco summer campers
- Connectivity to the CVB and Chamber have led to better local and out-of-market redemptions
- Promotion efforts at DFW Parks to Stay in Waco
- Community days such as World Largest Swim Lesson Day, Champions Day and Meet-and-Greet with Texas Rangers and Baylor alum Cory Bradford
- Expect that over time, Waco developments will lead to attendance increases; tournaments at Riverbend Park and Waco Regional Tennis Center, along with Camp FIMFO presence, will enhance overall ability to serve new out-of-market visitation.

Capital Investment Overview

2021 - \$100k

Hula Island upgrades such as retention wall and new cabanas

2022 - \$300k

• Refurbishment of food pavilion, restrooms, and additional cabanas

2023 - \$300k

 Replacement of crumb rubber for zero depth entry of family pool; repainting of kids playscape, lazy river, wave pool and food pavilion; replacement of original stairwell for double slide attraction; new palm tree water features and new water sanitization system

<u>2024 - \$250k</u>

 Complete refurbishment of Keiki Cove Pool surface, new Keiki play structure, palm tree water feature, turtle slide, Hawaiian Falls waterfall feature, shade for slide towers, new cabanas, new chairs and picnic tables





2025 Forecast



Potential Upgrades

- Expand restaurant offerings to keep up with demand
- Explore options to reconfigure / repurpose the Competition / Lap Pool

Season Passes

• 2025 Season Passes on sale for last month of summer; buy now, get remainder of 2024 free

Opening Day

• Target opening is April 26, 2025, attempting to offer a longer season

THANK YOU.

Questions: Jonathan Cook, Director of Parks & Recreation jonathanc@wacotx.gov