



# City of Waco

## Hawaiian Falls Waco Update

09.03.2024

Jonathan Cook, Director of Parks & Recreation

# Why Are We Here?

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## Overview

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- 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

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## Overview

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- 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 year-over-year attendance

	2021	2022	2023
ATTENDANCE	96,169	88,852	105,546
REVENUES	\$2,366,744	\$2,322,983	\$2,507,775
SEASON PASSES	12,712	9,840	12,000

# 2024 Season Estimates

**2024**

<b>ATTENDANCE</b>	<b>98,000</b>
<b>REVENUES</b>	<b>\$2,300,000</b>
<b>SEASON PASSES</b>	<b>11,500</b>

- 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

## 2024 - \$250k

- 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  
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