

Transform Expectations

Water-Based Family Entertainment Center



Presented by:
Ron Romens

**Serious
about FUN!**



COMMERCIAL RECREATION SPECIALISTS



Ron Romens

President & Founder

Commercial Recreation Specialists EST. 1999

- Founder of RAVE Sports
- Served hundreds of Campgrounds, Camps, Municipalities, Resorts
- Expertise and Capabilities



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Today's Goal

Determine if a
**Water-Based Family
Entertainment Center**
can transform how your
community and guests
recreate.



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Recreation Trends

Back-to-Nature | Active Recreation | Sustainable Recreation



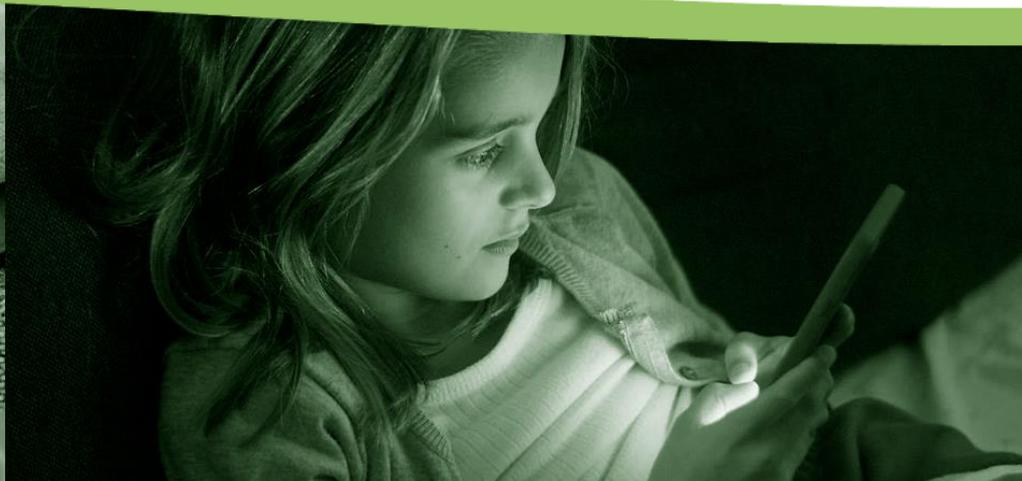
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Back to Nature

Limited access to nature linked to health and socioeconomic issues:

1. Increased levels of depression
2. Obesity & diabetes
3. Underdeveloped social skills
4. Increased crime rate

Hofferth & Curtin, 2006; Hofferth & Sandberg, 2001



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Active Recreation

CDC reports major increase in obesity over past decade.

1. 39 million children under 5 were overweight or obese in 2020
2. 1 in 6 young people are considered obese
3. More likely to develop diabetes and cardiovascular diseases
4. Overweight children are likely to become obese adults

Hofferth & Curtin, 2006; Hofferth & Sandberg, 2001



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Sustainable Recreation

People are drawn to water for environmental, economical, and social benefits

1. 18% of US participated in water-based recreation during the pandemic
2. 24% of youths preferred water-based outdoor activities
3. 7/10 most visited cities in the US have significant water features

<https://cdn.ymaws.com/www.americancanoe.org/resource/resmgr/sei-documents/2021-Outdoor-Participation-T.pdf>



Water-Based Family Entertainment Center

Recreational venue that intentionally integrates land and open water attractions centered around natural or man-made bodies of water

wbfec[®]

WATER-BASED FAMILY ENTERTAINMENT CENTER[®]



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THEN

NOW

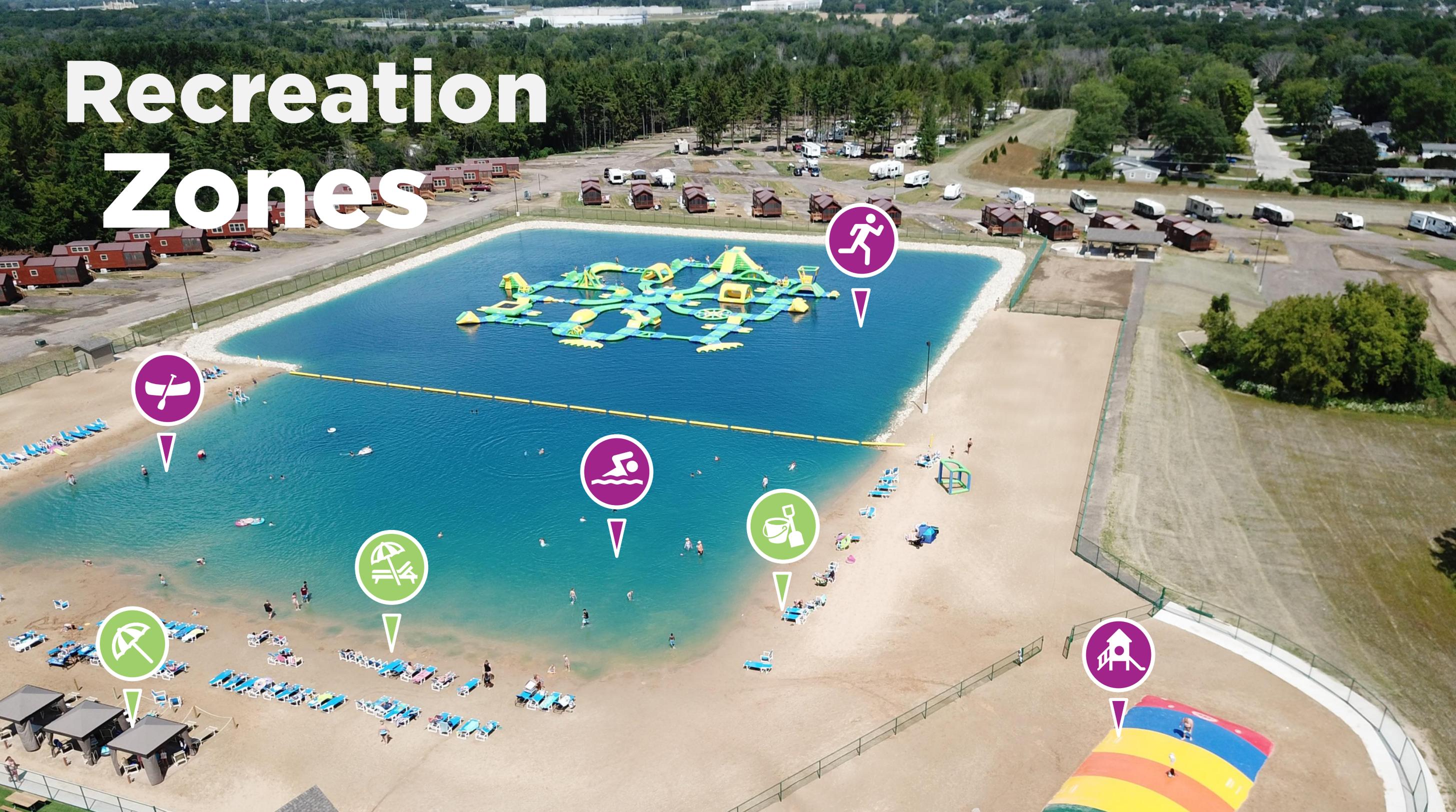


Intentionally-Designed Destination

- Primary attractions
- Secondary attractions
- Target a 3-6 hour stay
- Recreation Zones
- Serve all demographics



Recreation Zones





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4

2

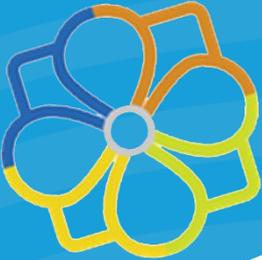
3

1

a LEVEL for everyone

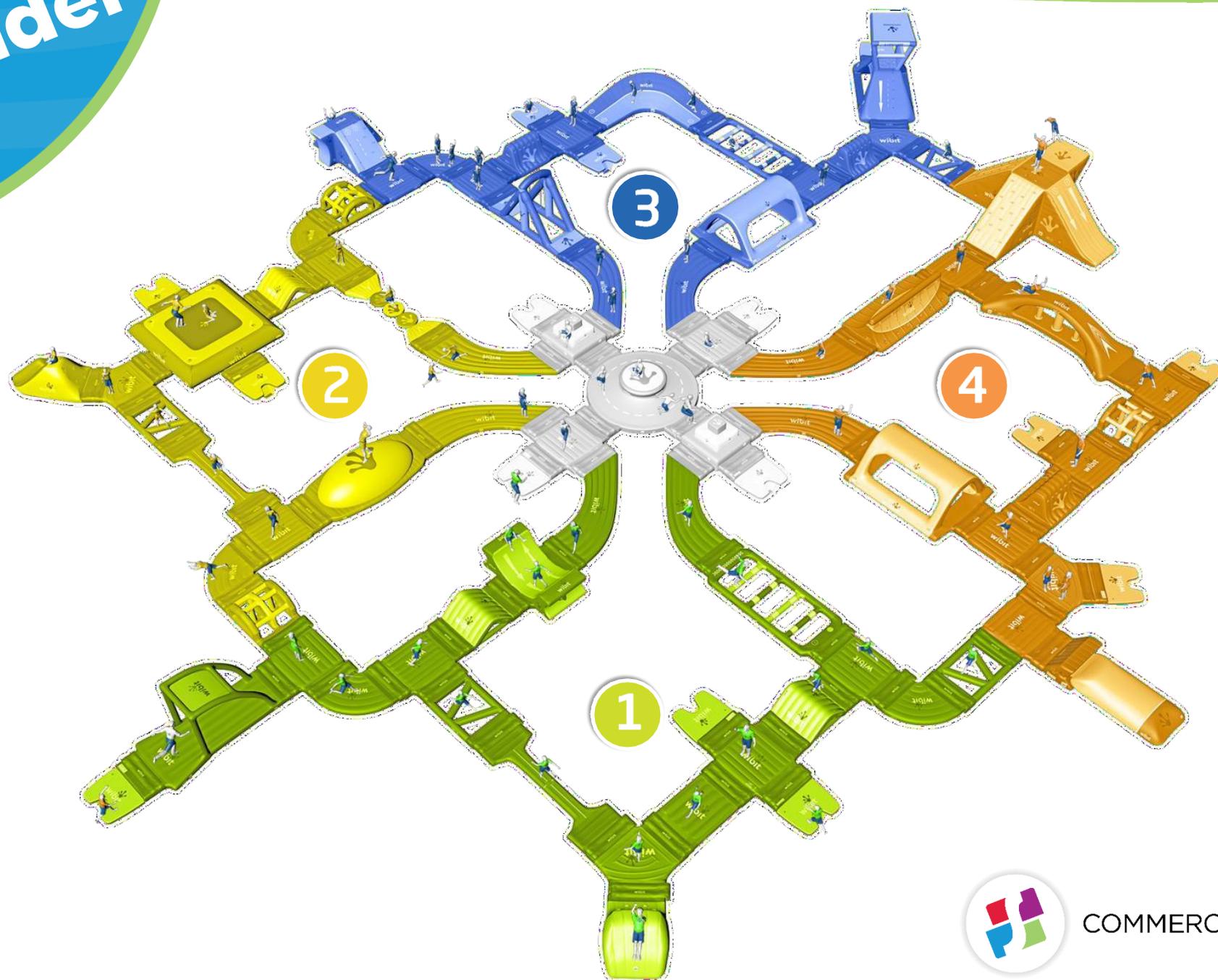


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Route Finder

The Evolution of Waterplay

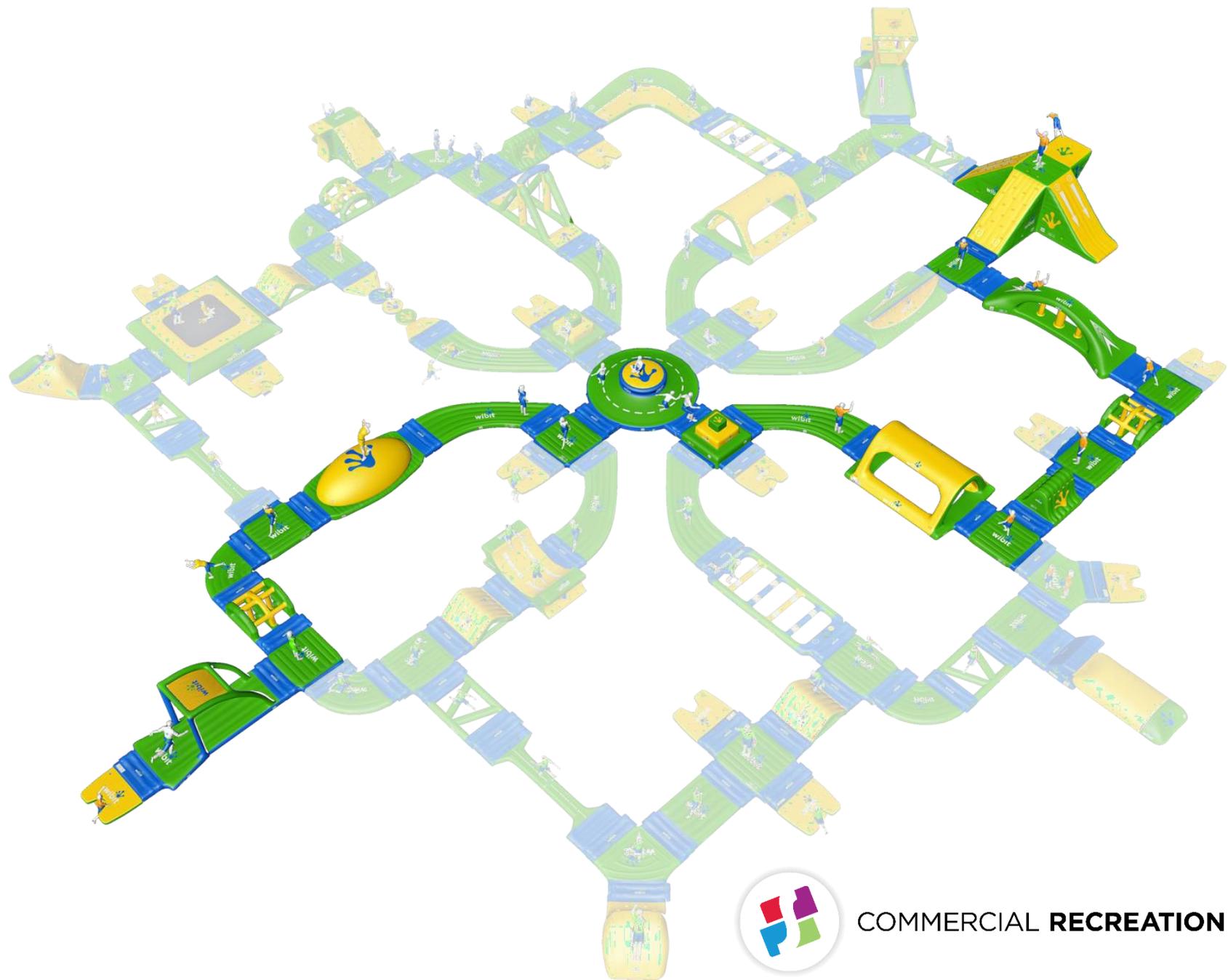


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The Evolution of Waterplay

Level 4

4



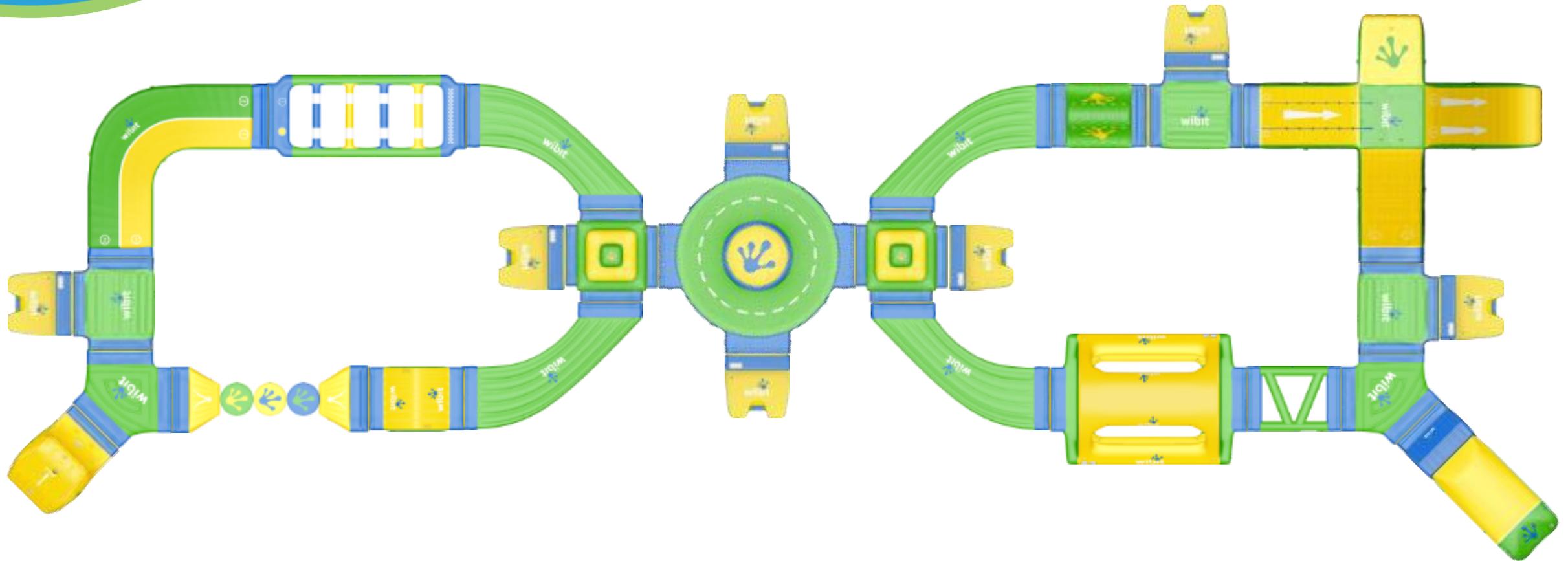
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Sports Park

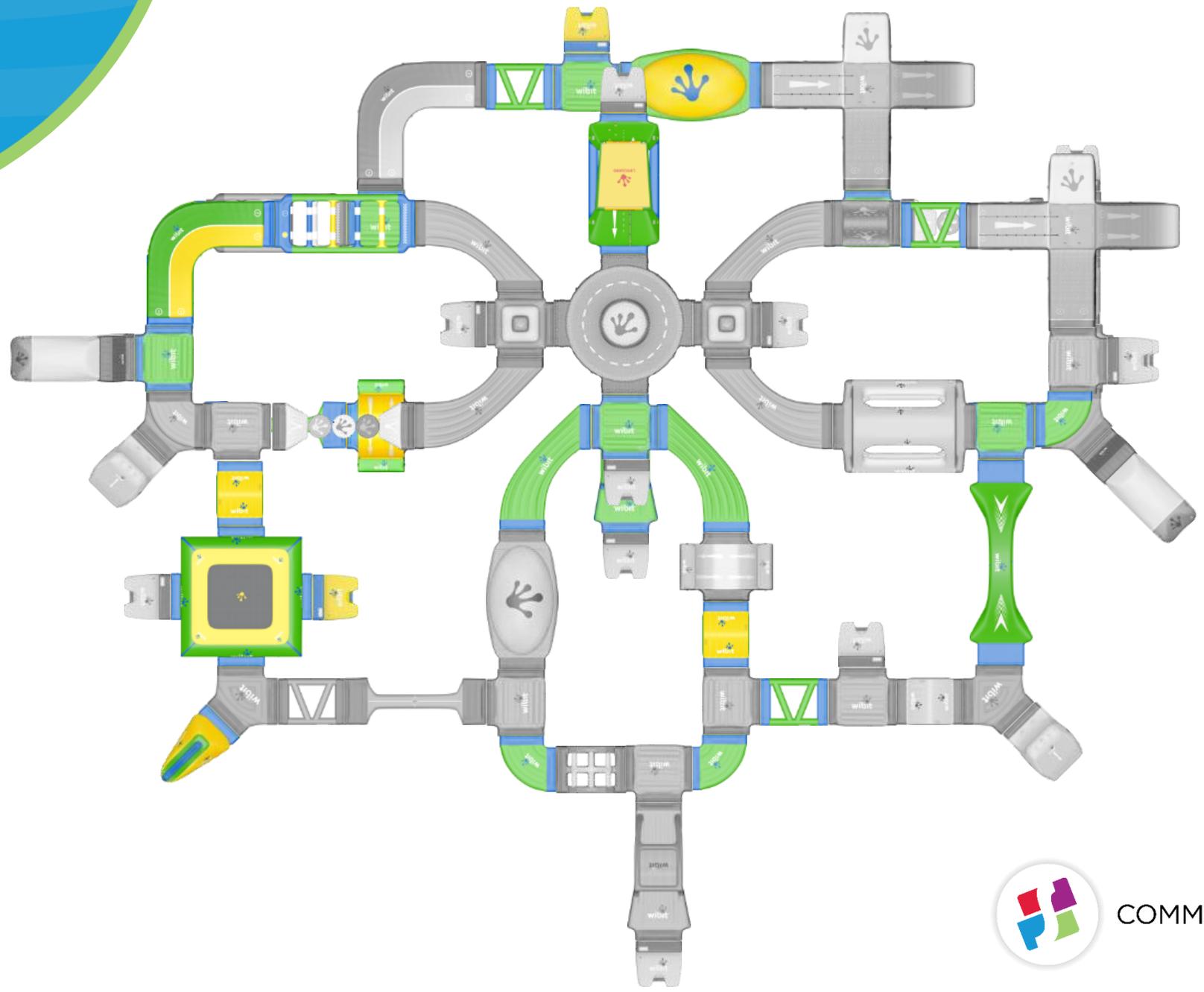
The Evolution of Waterplay



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Sports Park L

The Evolution of Waterplay



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Benefits of a WBFEC

Economically, Environmentally, and Socially Sustainable Recreation



Sustainable Recreation



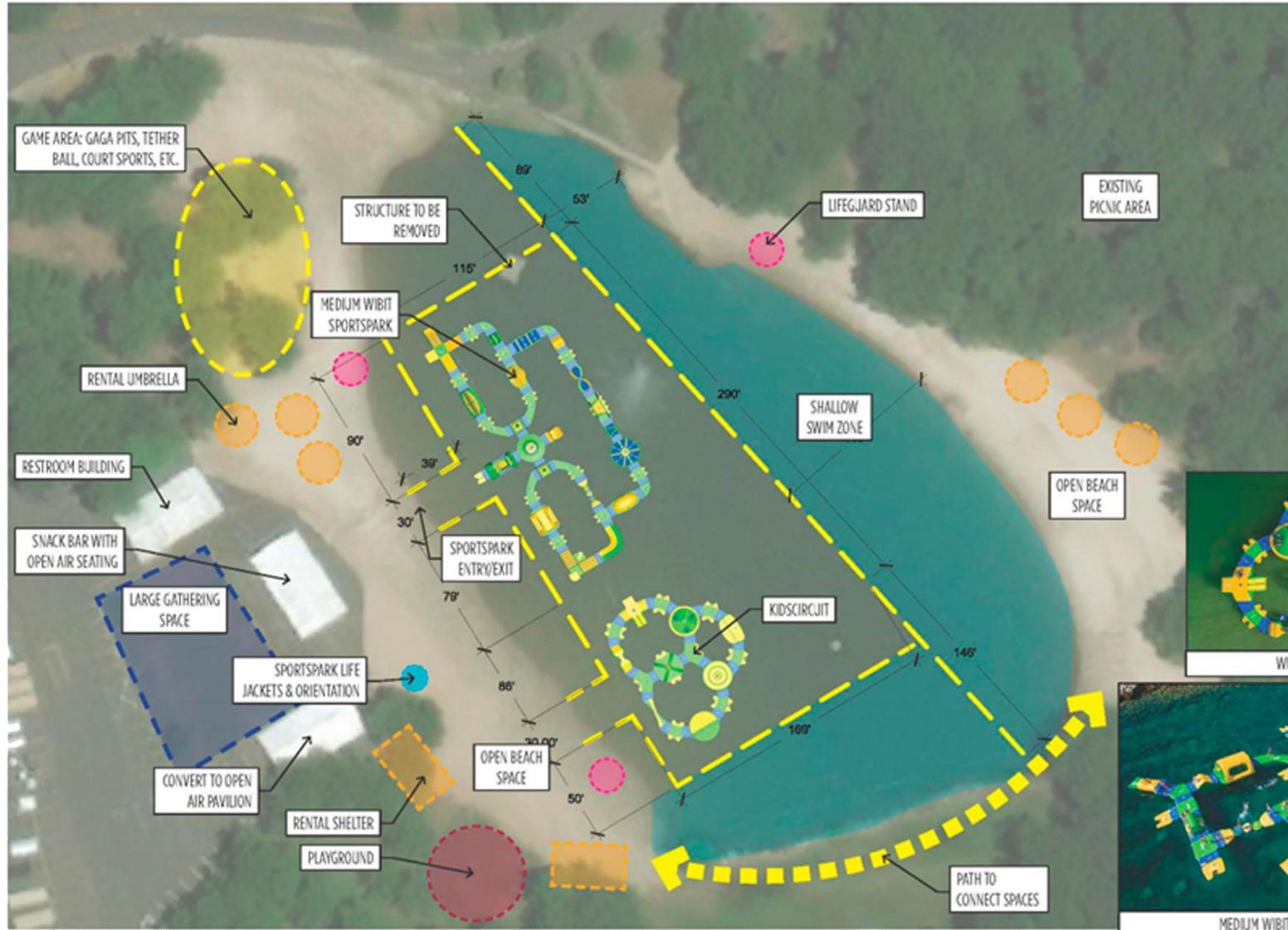
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Case Studies



Darlington County Park

Bergen County, New Jersey



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YMCA Camp Crosley

North Webster, Indiana

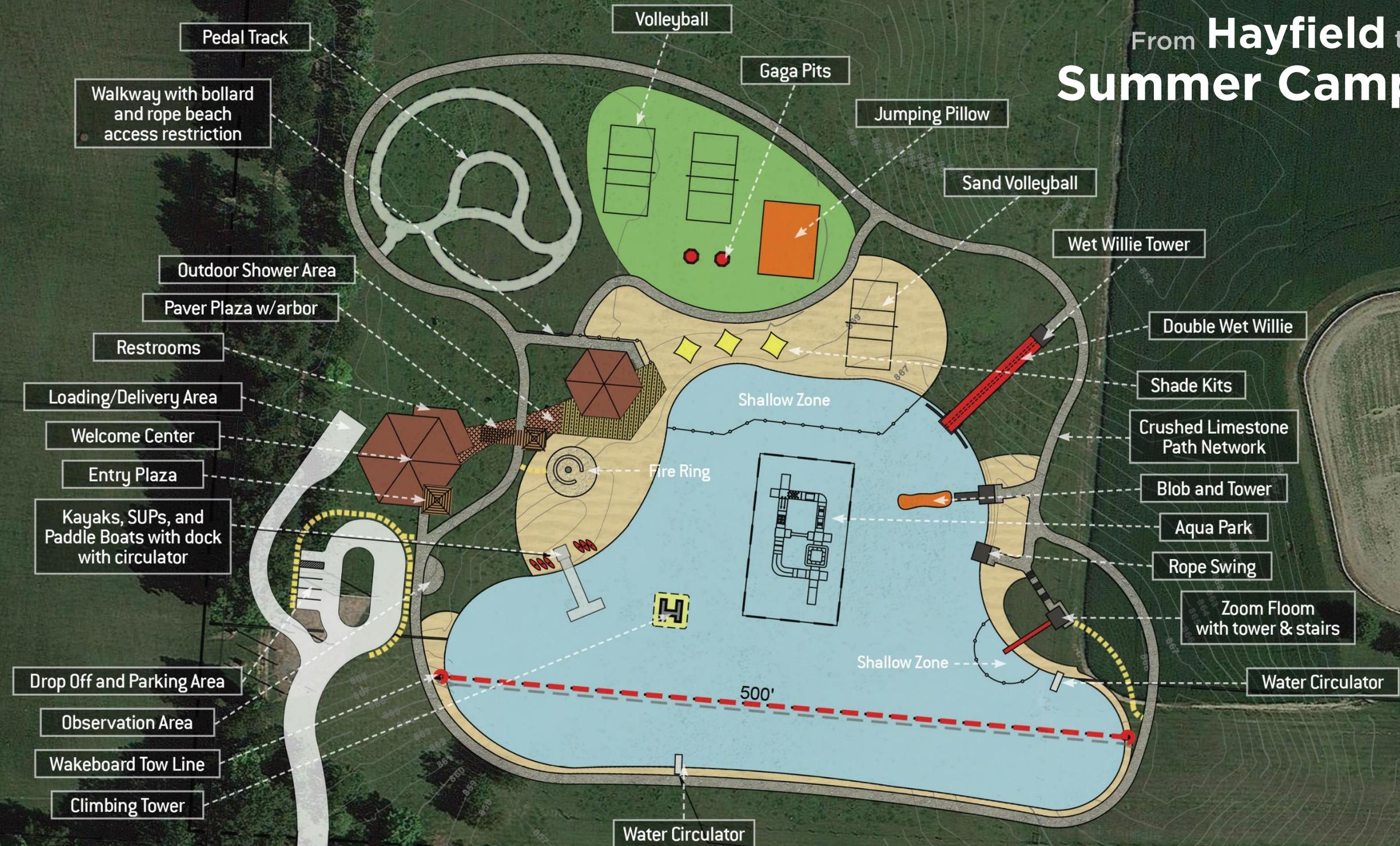


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An aerial photograph of a large, vibrant green field. On the left side, a long, narrow structure is visible, topped with a large rainbow flag. A dense line of trees runs diagonally across the middle of the field. On the right side, there is a large, circular, light-colored structure, possibly a covered walkway or a large container. The overall scene is bright and clear, suggesting a sunny day.

From **Hayfield** to
Summer Camp

From Hayfield to Summer Camp



Pedal Track

Walkway with bollard and rope beach access restriction

Outdoor Shower Area

Paver Plaza w/arbor

Restrooms

Loading/Delivery Area

Welcome Center

Entry Plaza

Kayaks, SUPs, and Paddle Boats with dock with circulator

Drop Off and Parking Area

Observation Area

Wakeboard Tow Line

Climbing Tower

Volleyball

Gaga Pits

Jumping Pillow

Sand Volleyball

Wet Willie Tower

Double Wet Willie

Shade Kits

Crushed Limestone Path Network

Blob and Tower

Aqua Park

Rope Swing

Zoom Floom with tower & stairs

Water Circulator

Water Circulator

Shallow Zone

Fire Ring

Shallow Zone

500'

YMCA Camp Crosley

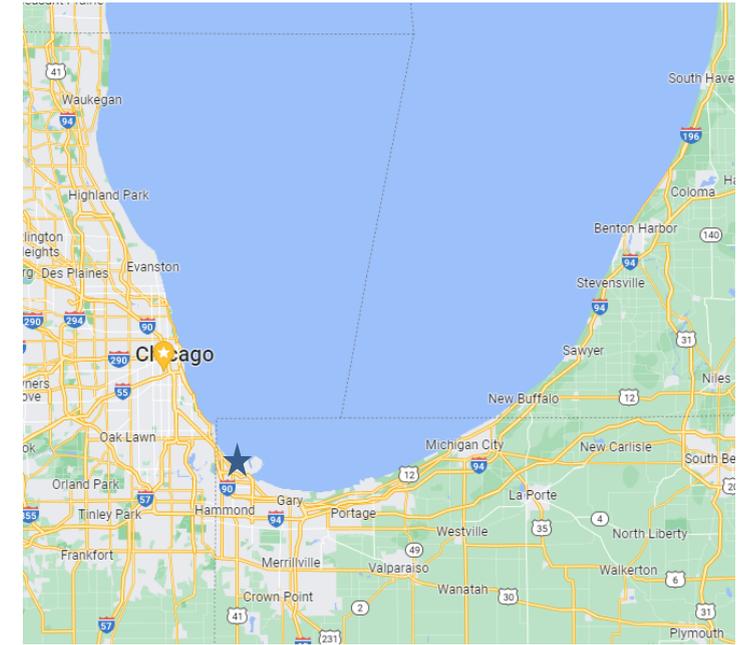
From Hayfield to Summer Camp – North Webster, Indiana



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WHOAZONE at Whihala Beach

Whiting, Indiana

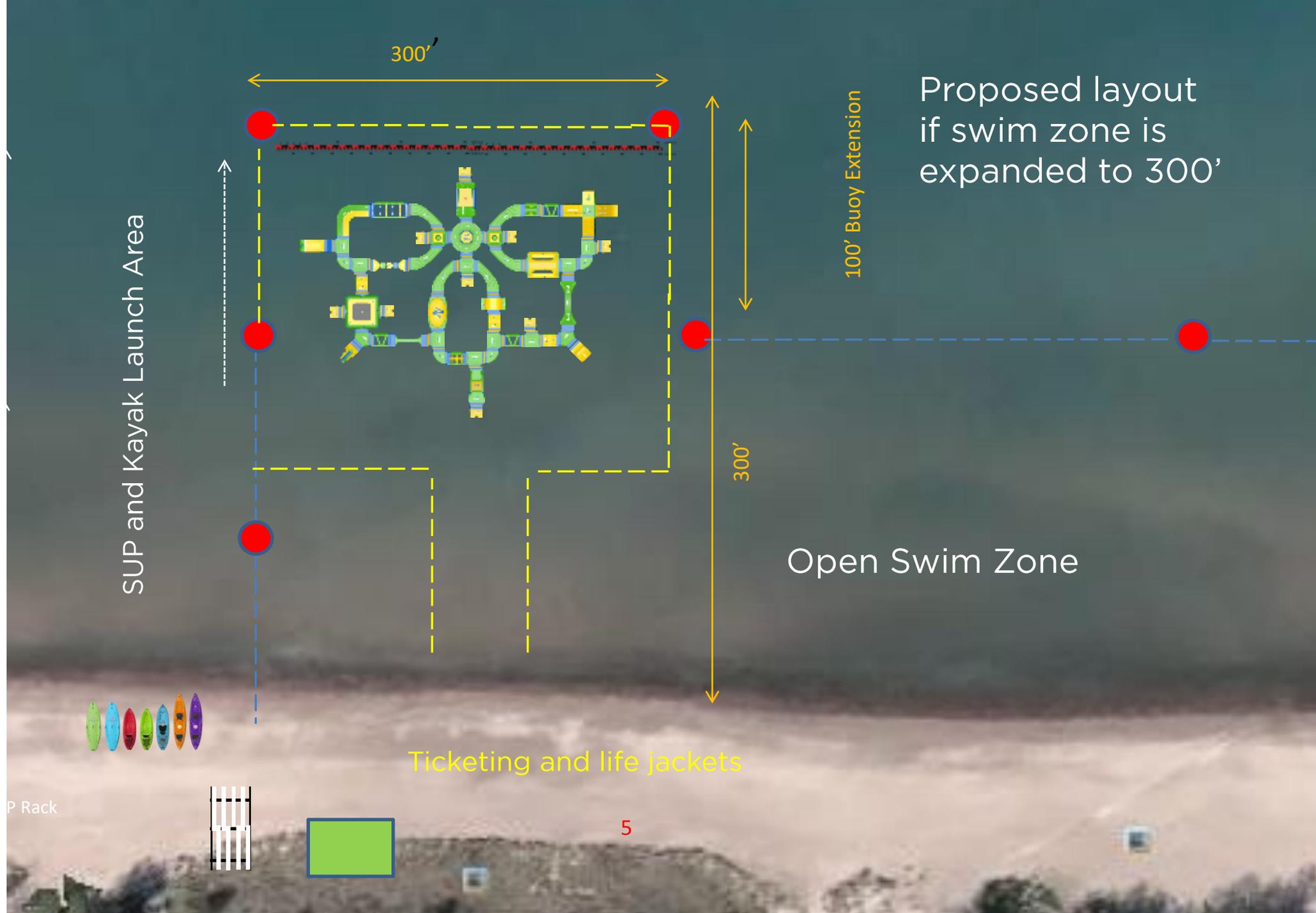


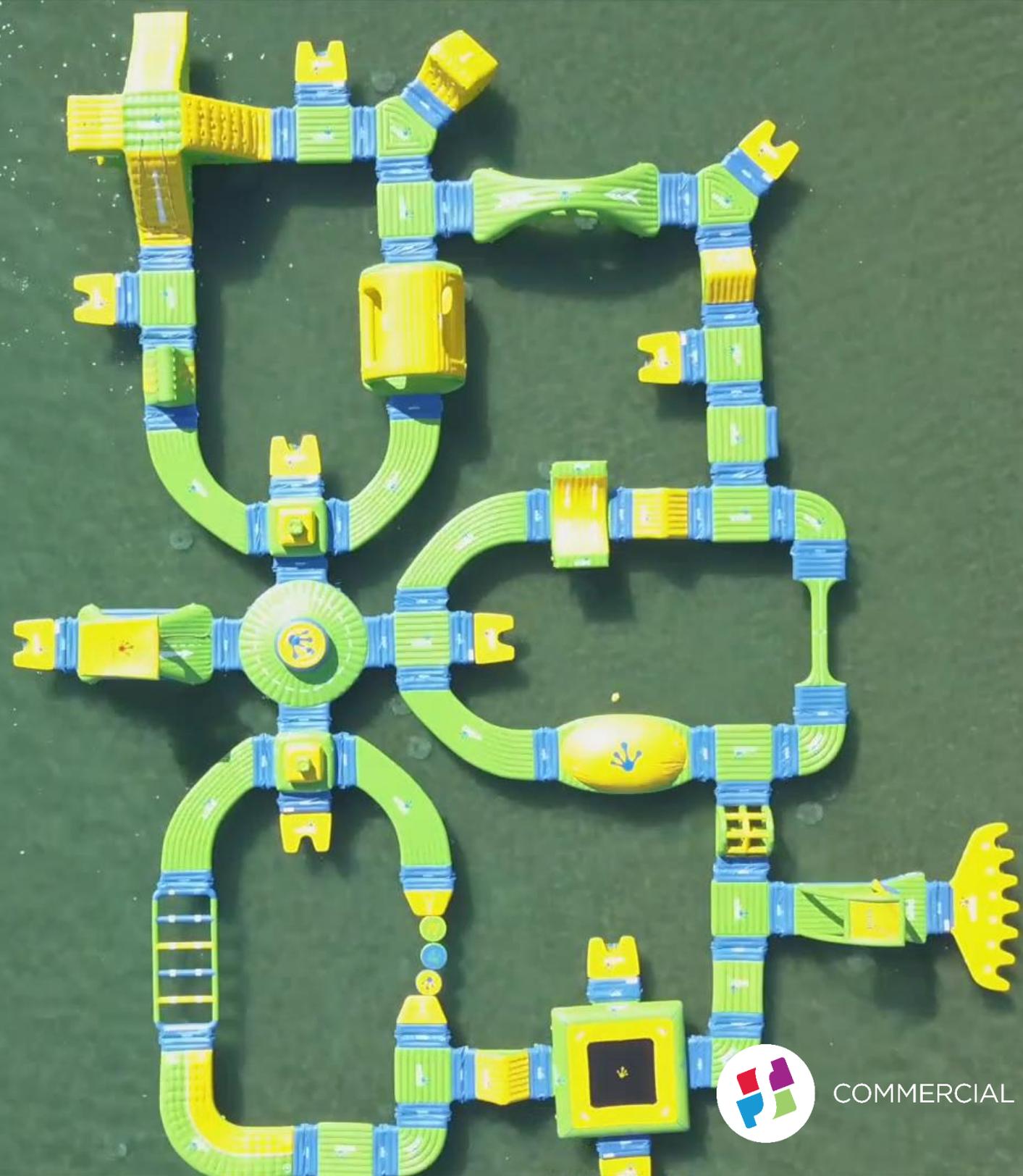
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Overall Site Layout 300'W x 300'L

Controlled area to be separated by highly visible inflatable buoys







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WHOAZONE at Whihala Beach

Bookings & Patrons by Attraction

Open June 22nd – August 18th (56 operating days per season)

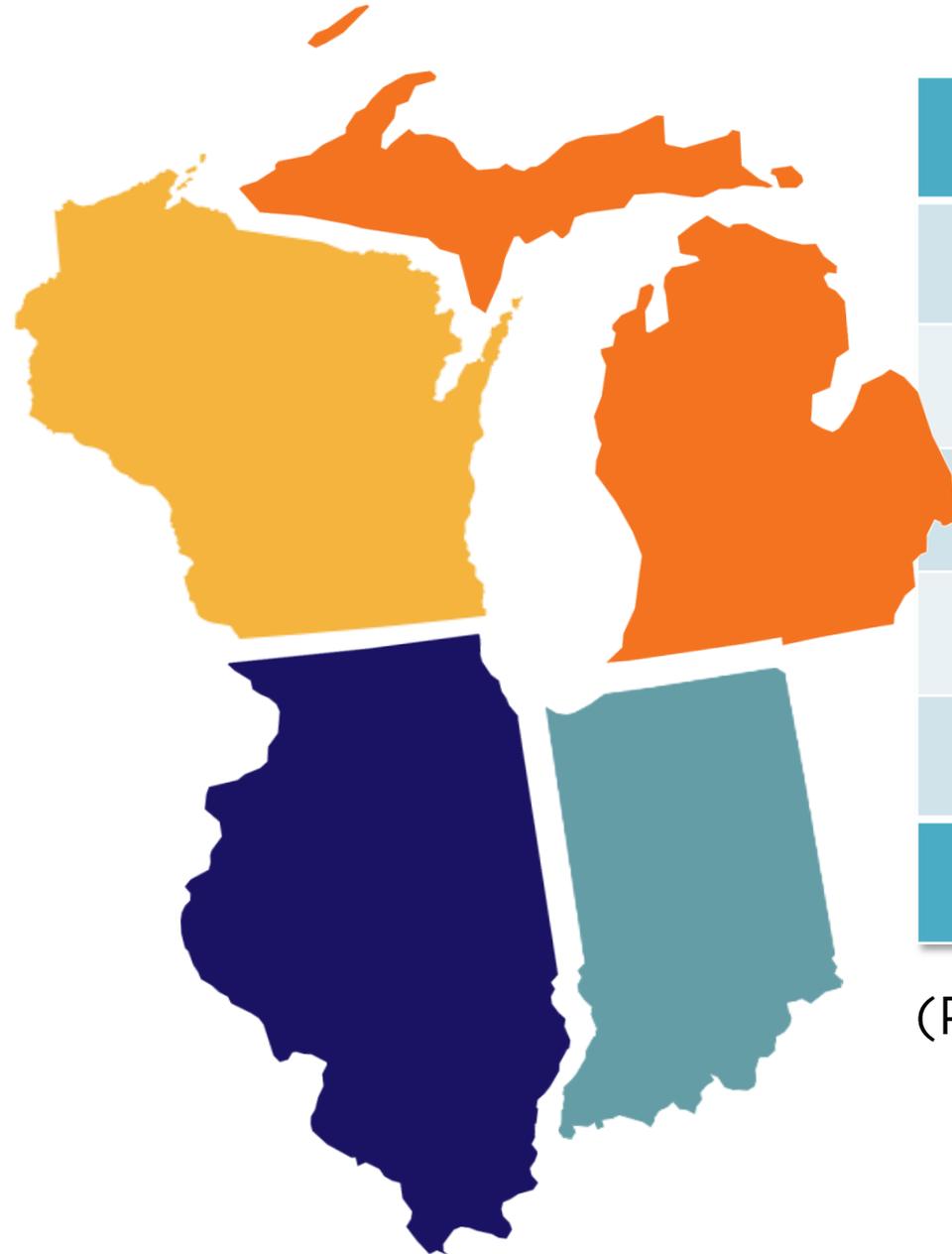
Attraction	Bookings	%	Patrons	Bookings
Aqua Park	8,607	91.9%	19,702	95.4%
Paddle Sports	754	8.1%	960	4.6%
Totals	9,361	100.0%	20,662	100.0%



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WHOAZONE at Whihala Beach

Patrons by State of Residency



State	# Bookings	%	# Patrons	%
IL	6,505	69.5%	14,638	70.8%
IN	2,121	22.7%	4,466	21.6%
MI	287	3.1%	613	3.0%
WI	72	0.8%	170	0.8%
Other	376	4.0%	775	3.8%
Totals	9,361	100.0%	20,662	100.0%

(Patrons represented 34 states)



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WHOAZONE at Whihala Beach

Distance Traveled by Patrons

Miles	Bookings	%	Patrons	%
1-15	1,867	19.9%	4,120	19.9%
16-30	3,752	40.1%	8,764	42.4%
31-45	1,594	17.0%	3,463	16.8%
46-60	700	7.5%	1,409	6.8%
60-90	254	2.7%	491	2.4%
90+	1,194	12.8%	2,416	11.7%
Totals	9,361	100.0%	20,662	100.0%



WHOAZONE at Whihala Beach

Job Creation

- Provided safe, meaningful summer employment for 29 college and high school workers
- Wage rates ranged from approximately 1.5x to over 2x the current minimum wage.



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WHOAZONE at Whihala Beach

Economic Impact

To Community	Value
Aqua Park Revenue	\$410,000
Sales Tax Collections	\$28,000
Fuel	\$70,000
Food & Beverage	\$132,000
Hotel & Lodging	\$40,000
ESTIMATED ECONOMIC IMPACT	\$680,000

To Agency	Value
Increase in Parking Fees	\$120,000
Lease as % of Revenue	\$20,500
TOTAL	\$140,500



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Next Steps/Planning



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Success through Preparation

- Understand all partners, key players, and leadership
- Communicate early and often
- Establish a clear and rational decision-making process
- Establish a shared vision
- Be clear on the risks and rewards
- Negotiate a fair deal structure





Determine Your Goals

- Are you looking to provide an additional amenity?
- Aspiring to directly generate more revenue?
- Looking to maximize waterfront programming and relieve pressure on other programs.
- Will the site service special events?
- What age groups and pockets of the community do we want to serve?

What Space is Available

- Assess key areas you can use and make an intentional plan
- Is there surrounding space for land-based enhancements to get the most out of your waterfront attraction





Budget?

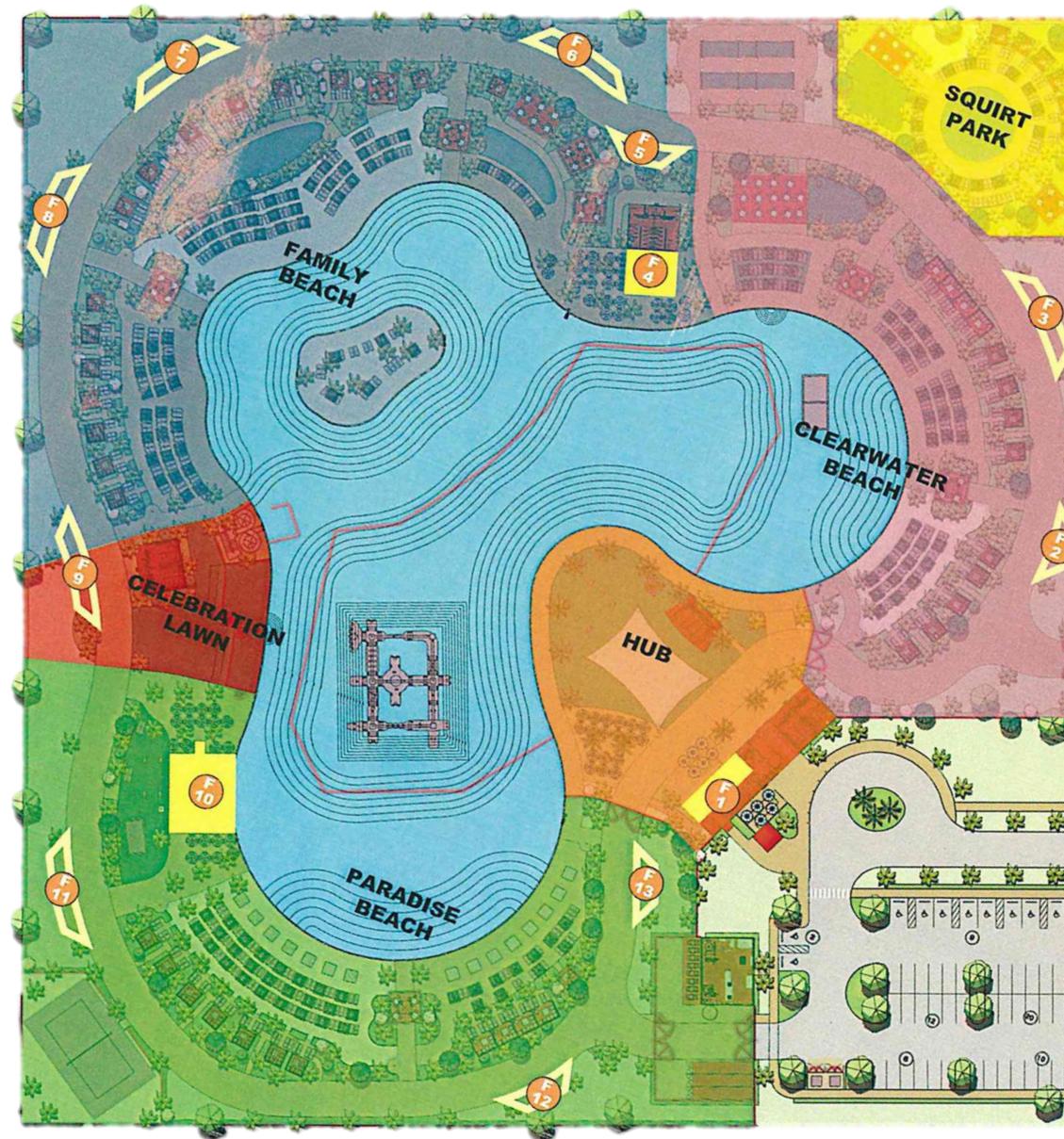
- A small investment can yield big return
- Incremental phasing plan can help



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Who Are You Targeting?

- **Shallow Zone** ideal for younger children
- A **“Deep Zone”** targeting teens and adults
- **Passive Zones**



ATTRACTIONS LEGEND

LAND BASED

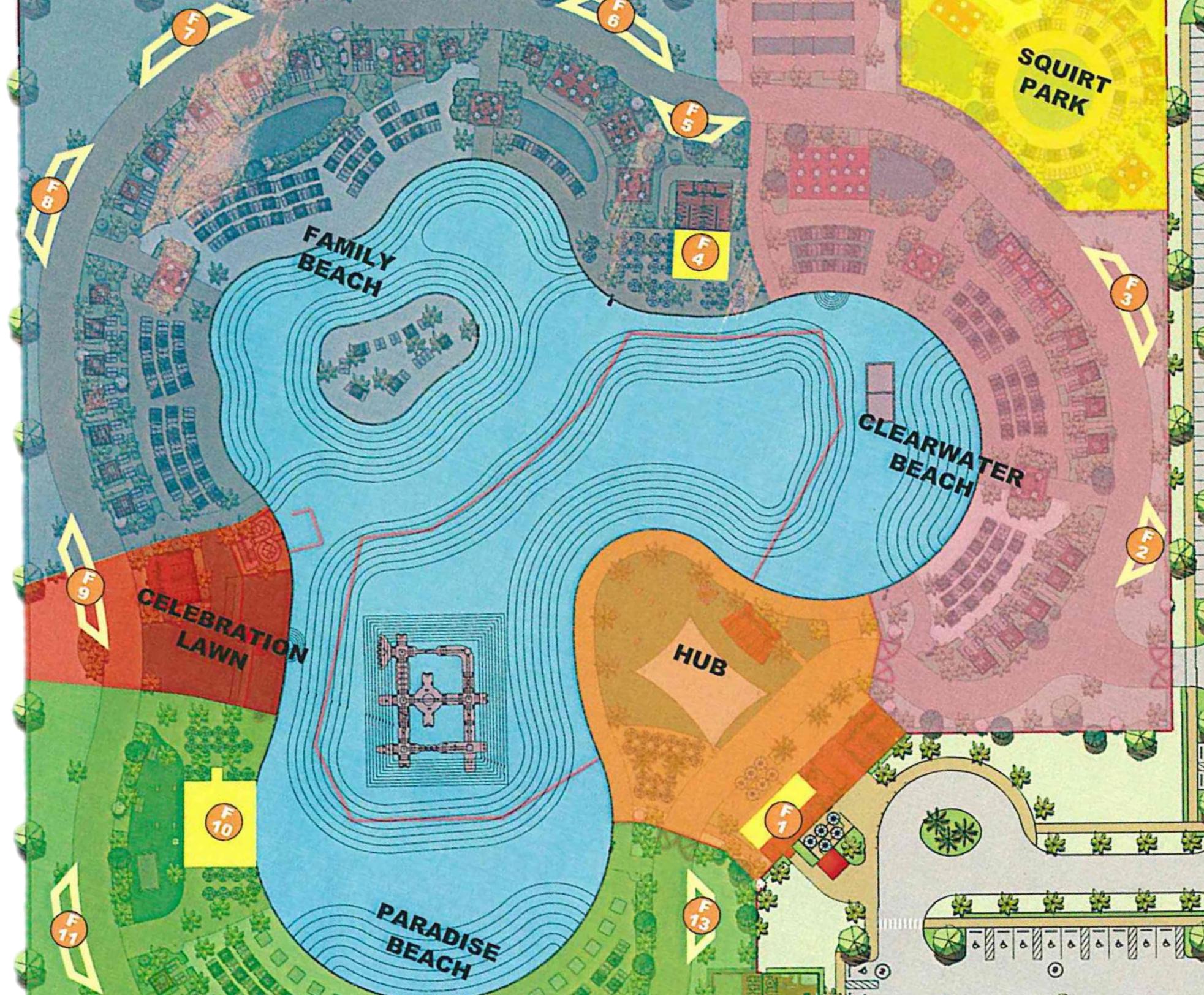
- A 1** HUB - STAGE
- A 2** HUB - ACTIVITY LAWN
- A 3** CLEARWATER BEACH - GAME AREA
- A 4** FAMILY BEACH - ACTIVITY LAWN
- A 5** FAMILY BEACH - ISLAND
- A 6** CELEBRATION LAWN - ACTIVITY LAWN
- A 7** PARADISE BEACH - ACTIVITY LAWN
- A 8** PARADISE BEACH - SAND VOLLEYBALL

WATER BASED

- A 9** SQUIRT PARK - SPLASH PAD
- A 10** OASIS SPRING - WATER VOLLEYBALL
- A 11** OASIS SPRING - AQUA TRAIL DISTANCE +/-0.23 MILES
- A 12** FAMILY BEACH - SLIDE
- A 13** AQUA BAR - LAND & SWIM-UP BAR
- A 14** CELEBRATION LAWN - FLOATING OBSTACLE COURSE
- A 15** CELEBRATION LAWN - FLOATING OBSTACLE COURSE OPERATIONS

 ATTRACTIONS LAND BASED

 ATTRACTIONS WATER BASED



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Land of Illusion, Middletown, OH



Island Water Sports NJ

“We created a beach in the middle of Indiana! CRS expertise made it happen. We couldn’t find this kind of help anywhere else.”

- Richard Armstrong,
Camp Crosley, North Webster, IN

Intentional Planning & Design



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Get the Help You Need

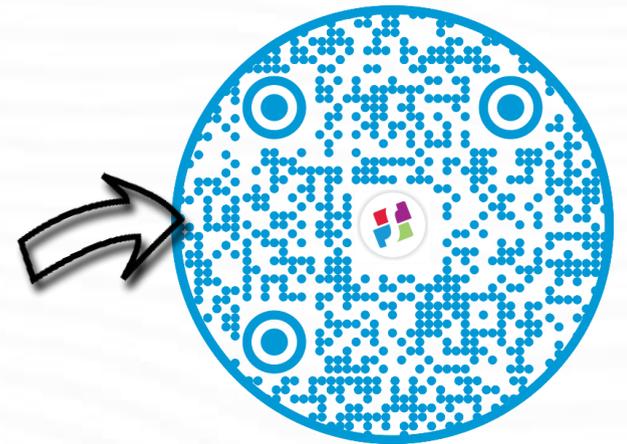
- Site Assessment
- Feasibility Analysis
- 3D Renderings + Animation
- Site Layout + Installation
- Revenue Modeling
- Product Analysis + Program development
- Operations Consulting + Partnership
- Marketing + Advertising



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Questions?

Scan for More Resources



Thank You!

Want to talk some more? [Check us out at the following tradeshows:](#)

NRPA - National Recreation and Park Association Conference
September 20-22, 2022 in Phoenix, AZ

Booth #2557

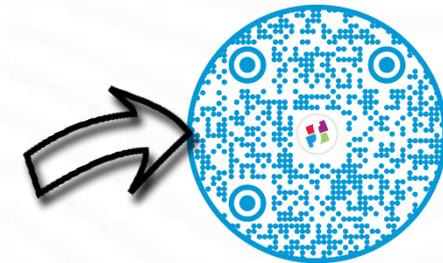
ARVC - National Association of RV Parks & Campgrounds Conference
November 7-10, 2022 in Orlando, FL

Booth #535

IAAPA - International Association of Amusement Parks & Attractions Expo
November 14-18, 2022 in Orlando, FL

Booth #3067

Scan for More Resources



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