

Ron Romens
Presents

5 STEPS TO CREATE A RECREATION DESTINATION



COMMERCIAL RECREATION SPECIALISTS



Ron Romens

President & Founder

Commercial Recreation Specialists EST. 1999

- 30+ years of Recreation Expertise
- Founder of RAVE Sports
- Waterfront Attraction Owner
- Former Campground Owner
- Inventor of the RAVE Bouncer
- Served hundreds of Campgrounds, Camps, Municipalities, Resorts



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TODAY'S GOAL

Identify 5 steps to turn your site
into a recreation destination



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OPEN WATER RECREATION DESTINATION



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THEN



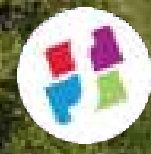
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NOW



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RECREATION 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



BENEFITS



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Environmental



Social



Economical



SUSTAINABLE RECREATION



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Environmental



Environmental

- Utilizes natural resources
- Natural habitat for plants & animals
- Builds green infrastructure

Social



Economical



Environmental



Social



Economical



Economical

- Attracts businesses and home buyers
- Strengthens local economy
- Lower cost
- Year-round use



Environmental



Social



Economical



Social

- Builds community
- Back-to-nature
- Accessible
- Utilizes & revitalizes unused spaces
- Promotes development





THE 5 STEPS



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1

SITE ASSESSMENT & PLANNING

- Existing bodies of water
- Existing structures
- Site access
- Views & adjacent properties
- Users
- Climate
- Utilities & drainage
- History
- Zoning, and permitting





Site Assessment & Planning



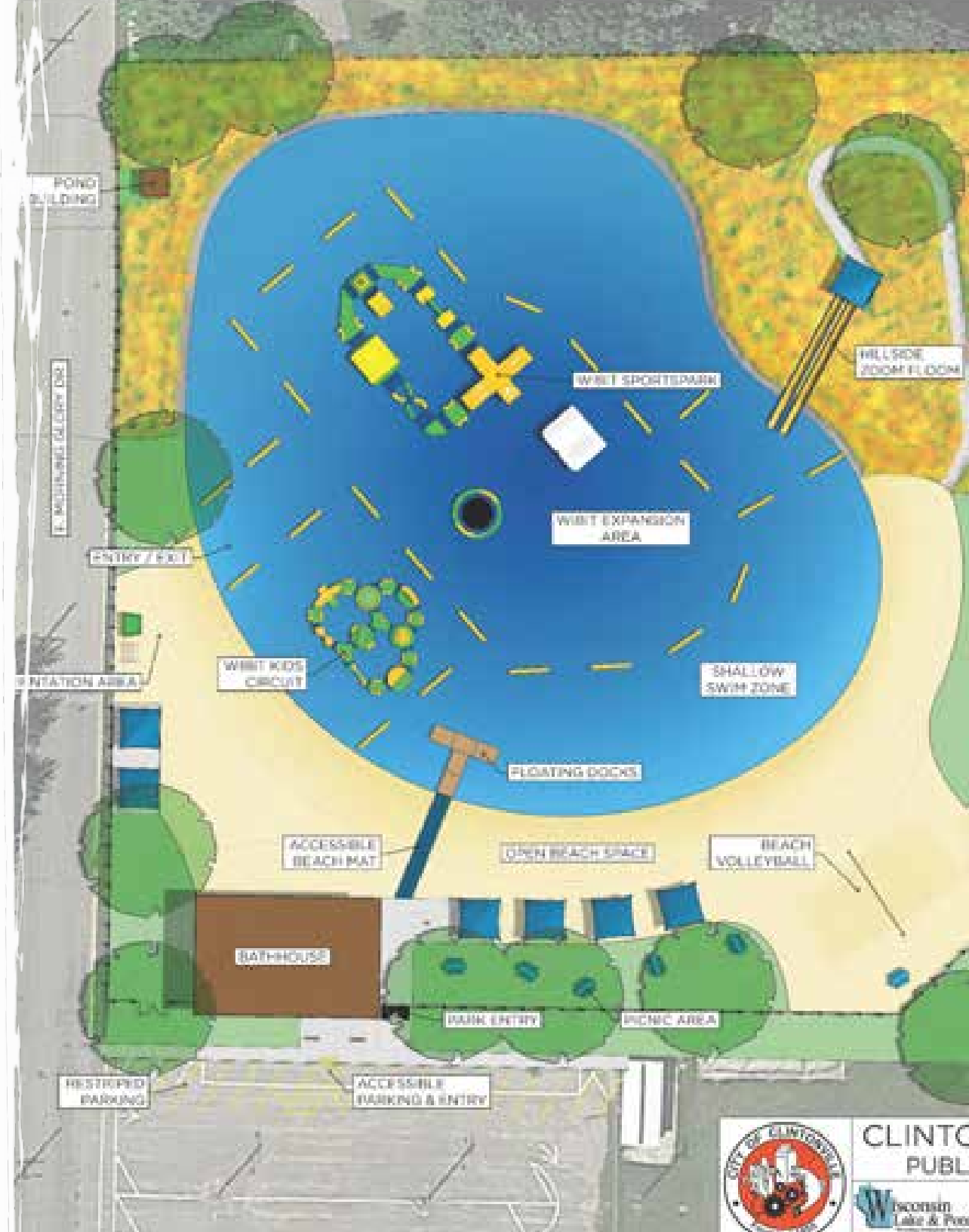
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2

OPEN WATER DESIGN

Based off the site assessment, what makes sense for your venue?

- Enhance your existing waterfront
- Reimagine your outdated pool
- Build a body of water from scratch



3

OPPORTUNITIES ON YOUR WATER

Take a phased approach with:

- Aqua Park
- Peakz
- Floating Cabanas
- Docks
- Kayaks & SUPs
- Pedal Boats
- Aqua Game Areas



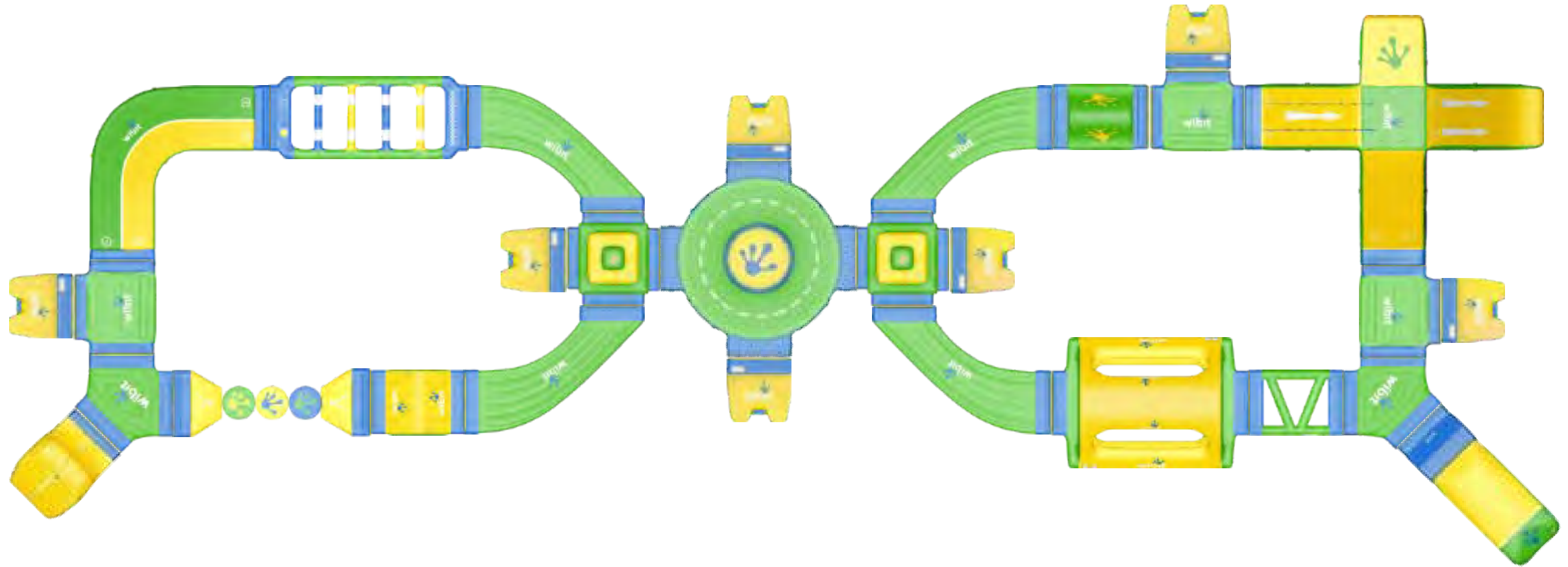


a LEVEL for everyone



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THE EVOLUTION OF WATERPLAY

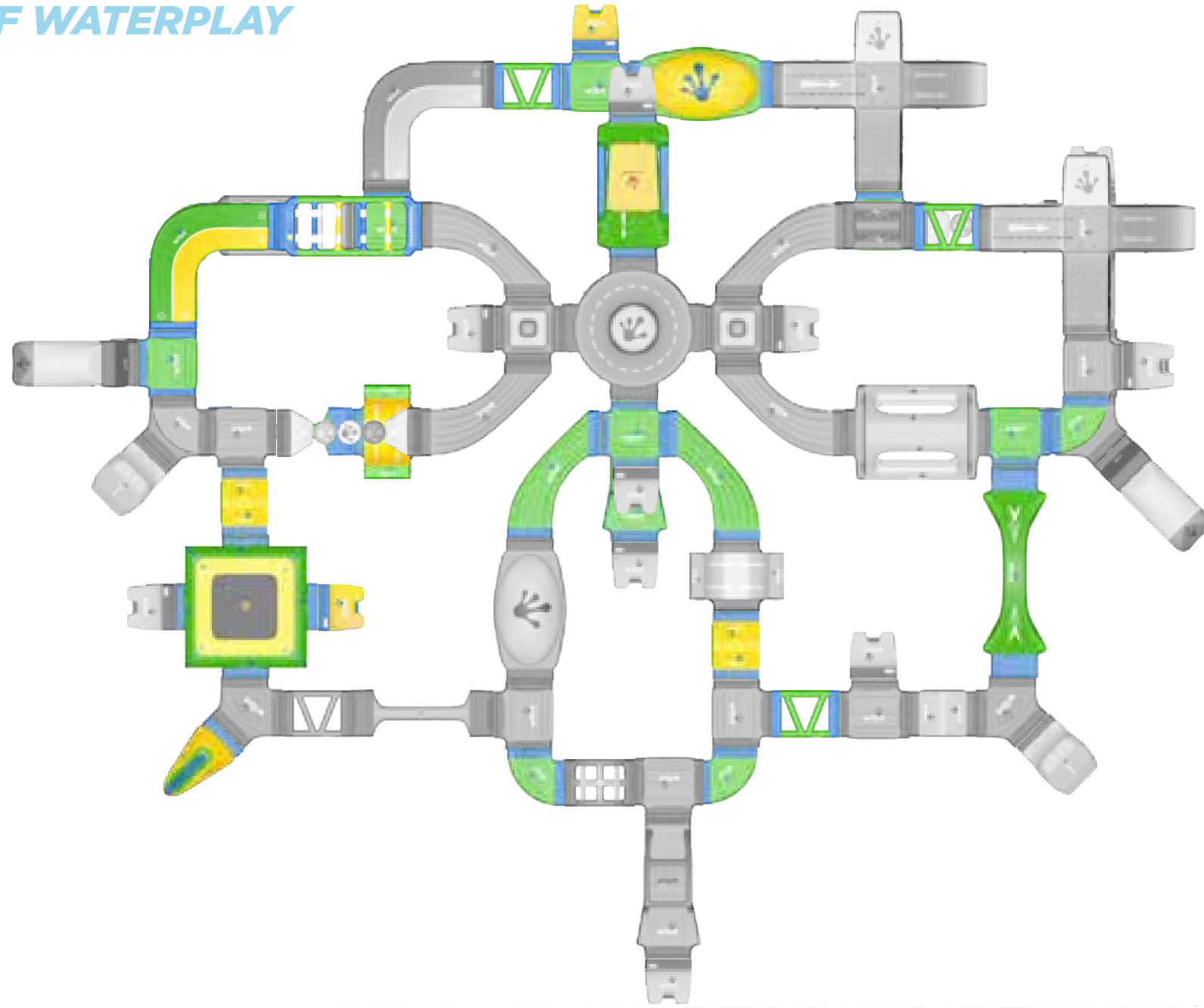


SPORTS PARK M



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THE EVOLUTION OF WATERPLAY



SPORTS PARK L



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WIBIT PEAKZ



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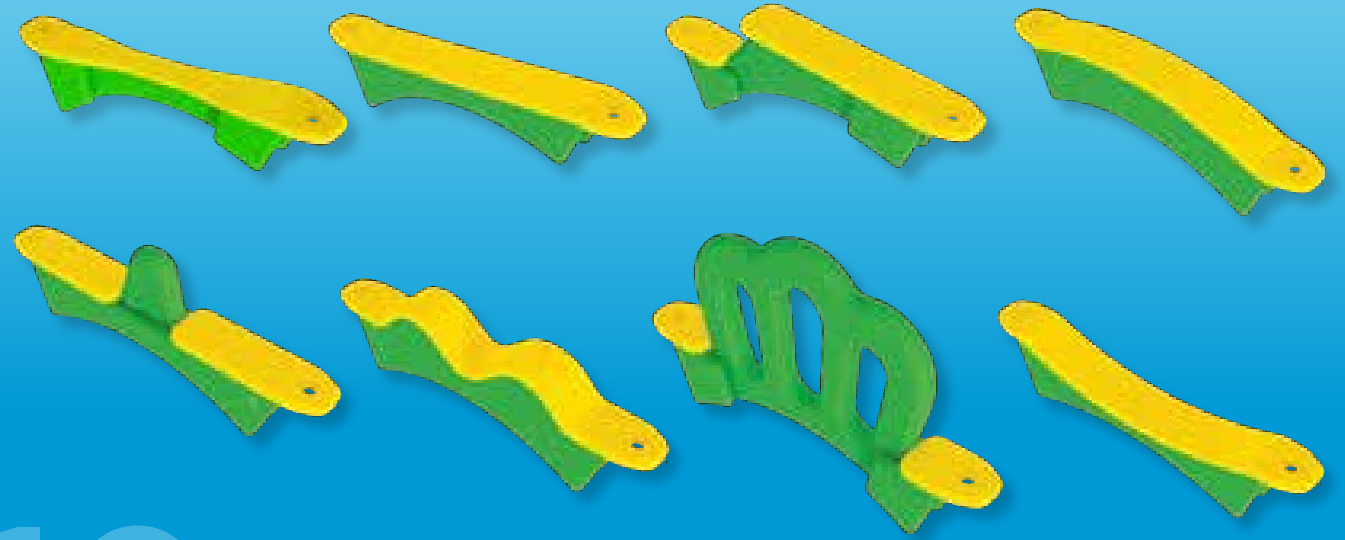
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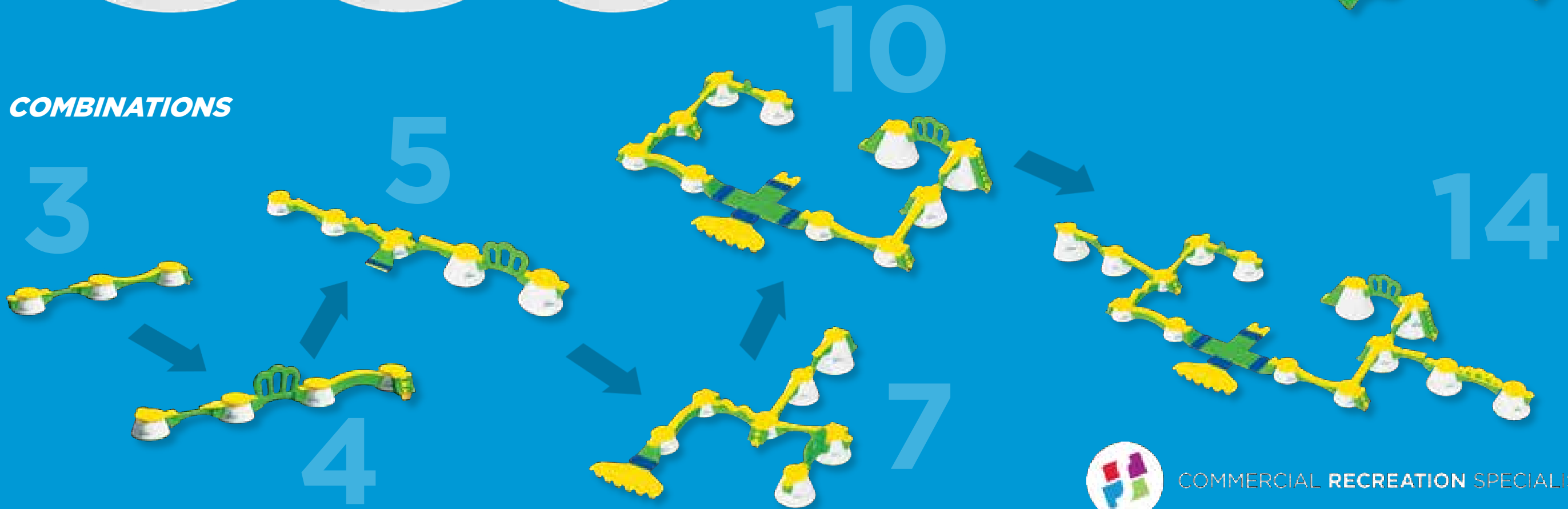
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INNOVATIVE BRIDGES



COMBINATIONS



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Opportunities On Your Water



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Opportunities On Your Water



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4

OPPORTUNITIES AROUND YOUR WATER

Take a phased approach with:

- Beach furniture
- Cabanas
- Zoom Floom
- Beach games
- Food and Beverage
- Etc.





Opportunities Around Your Water



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5

OPPORTUNITIES BEYOND YOUR WATER

Take a phased approach with:

- Splashpad
- Shelters
- Shade
- Playground
- Prime Karts
- Etc.





OPPORTUNITIES AROUND YOUR WATER



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OPPORTUNITIES AROUND YOUR WATER



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CASE STUDIES



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CASE STUDY

DARLINGTON COUNTY PARK

Bergen County, New Jersey



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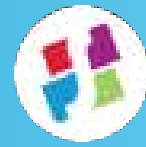


CASE STUDY

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DARLINGTON COUNTY PARK

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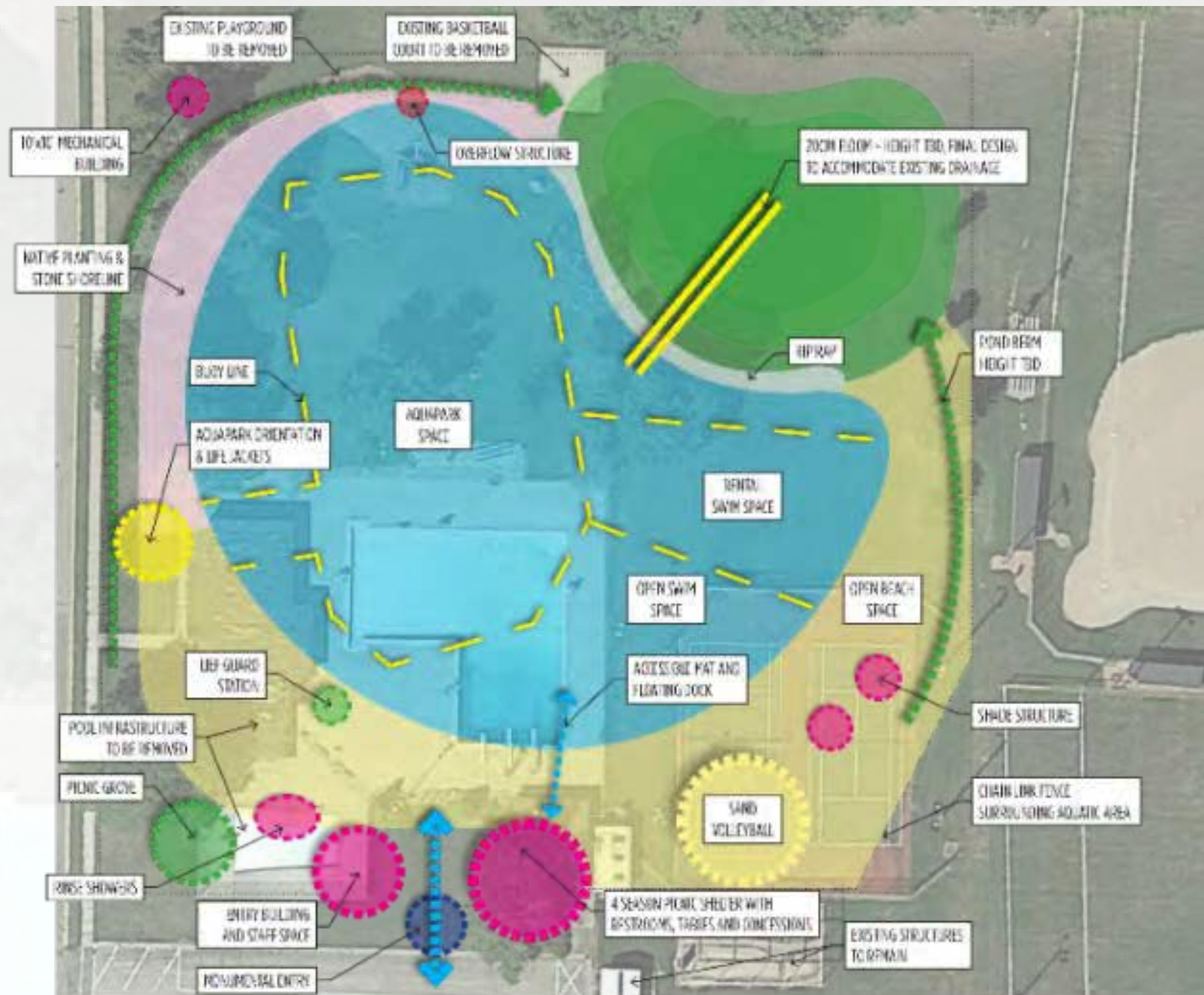
CASE STUDY

CITY OF CLINTONVILLE

Clintonville, Wisconsin



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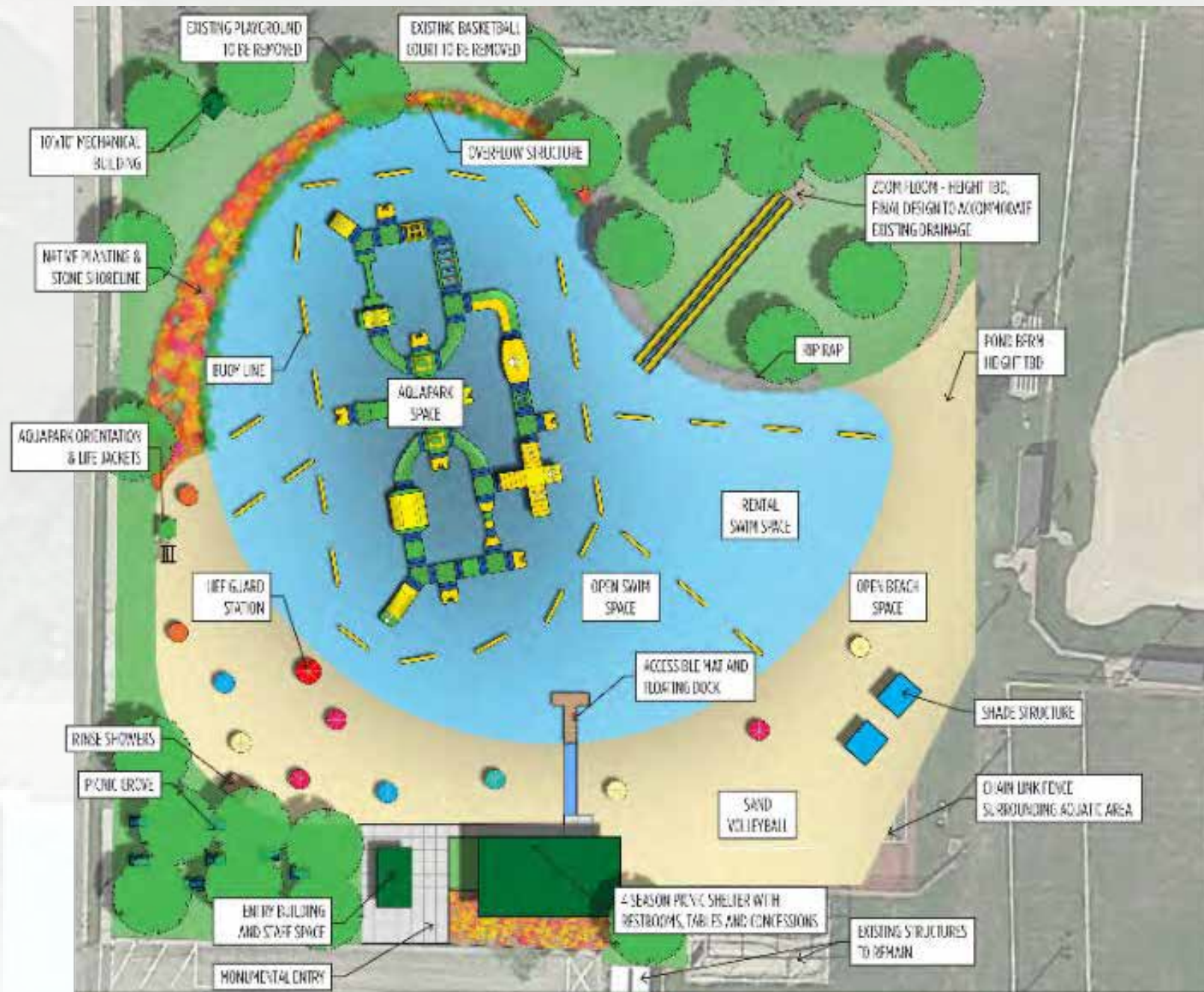
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CASE STUDY

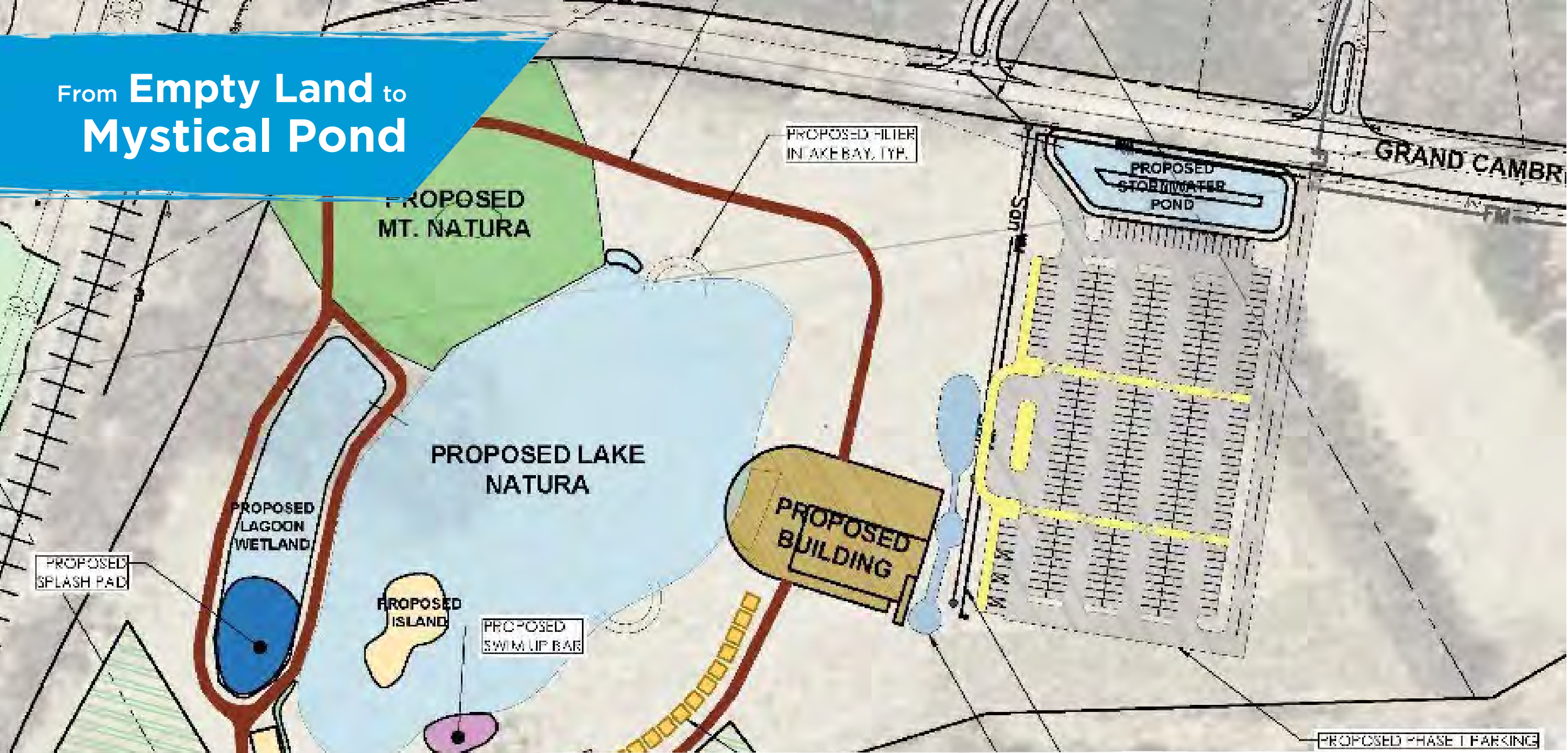
CITY OF CLINTONVILLE

Clintonville, Wisconsin



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From Empty Land to Mystical Pond



CASE STUDY

LAND OF NATURA

Wisconsin Dells, Wisconsin



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From **Empty Land** to
Mystical Pond



CASE STUDY

LAND OF NATURA

Wisconsin Dells, Wisconsin



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CASE STUDY

LAND OF NATURA

Wisconsin Dells, Wisconsin



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“This is great. I think I’m going to live here forever” said 8-year-old Land of Natura visitor.

“[She] may have said the greatest words any child can say for anyone that is in our industry! That really takes our creation to the level we had only dreamed it would become.”

- Adam Makowski, Co-Founder of Natura Development



CASE STUDY

LAND OF NATURA

Wisconsin Dells, Wisconsin



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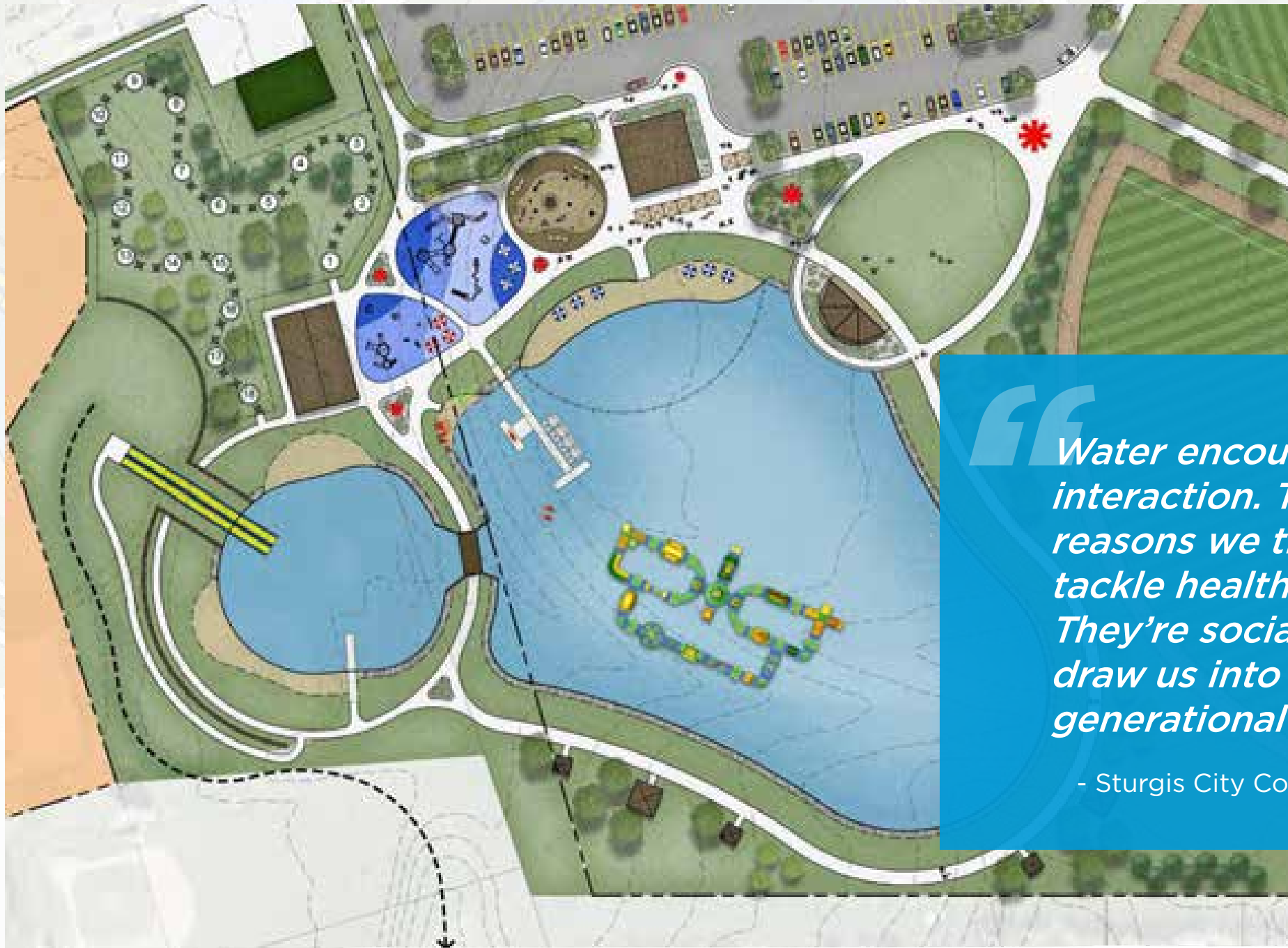
CASE STUDY

FANTASY LAKE

Wake Forest, North Carolina



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“Water encourages behavioral interaction. This is one of the reasons we think blue spaces tackle health inequalities. They’re social spaces that draw us into cross-generational play

- Sturgis City Council member in Sturgis

CASE STUDY

CITY OF STURGIS

Sturgis, South Dakota



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CASE STUDY

CITY OF STURGIS

Sturgis, South Dakota



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A group of four people wearing life jackets are sitting on a boat, looking towards the camera. The background is a bright, sunny outdoor setting. A large, semi-transparent blue question mark is overlaid on the right side of the image. The text 'WHERE DO YOU START?' is written in a bold, blue, sans-serif font, slanted upwards from left to right, across the middle of the image.

WHERE DO YOU START?



WHAT ARE 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?

“Everyone loves our mini golf courses. Last summer guests played more than 41,000 rounds in only 3 months!”

- Kelly W., YMCA of the Rockies



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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



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



WHAT IS YOUR BUDGET?

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

“...the transformation had been a long-held dream for the community. Many believed it would never become a reality.”

- Nate Perry, Splashpad in Belleville, WI



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WHAT IS YOUR TIMEFRAME?

- Desired ROI timeframe
- Your normal operating season
- Downtime for construction
- Using Incremental phasing



INTENTIONAL PLANNING & DESIGN



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



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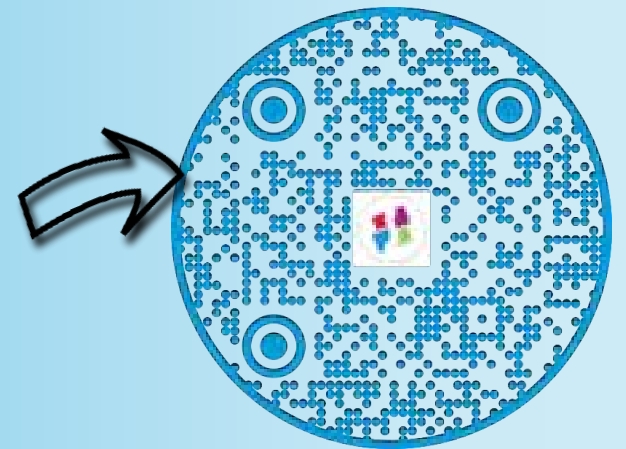
GET THE HELP YOU NEED

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



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

October 10-12, 2023 in Dallas, TX | [Booth #1543](#)

ARVC - National Association of RV Parks & Campgrounds Conference

November 6-9, 2023 in Kansas, MO | [Booth #605](#)

IAAPA - International Association of Amusement Parks & Attractions Expo

November 14-18, 2023 in Orlando, FL | [Booth #3067](#)

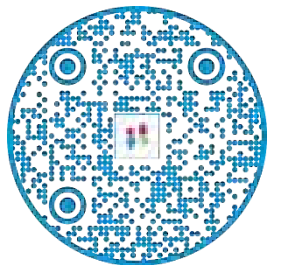


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