

SUCCESS STORIES



# OPEN WATER

RECREATION DESTINATIONS



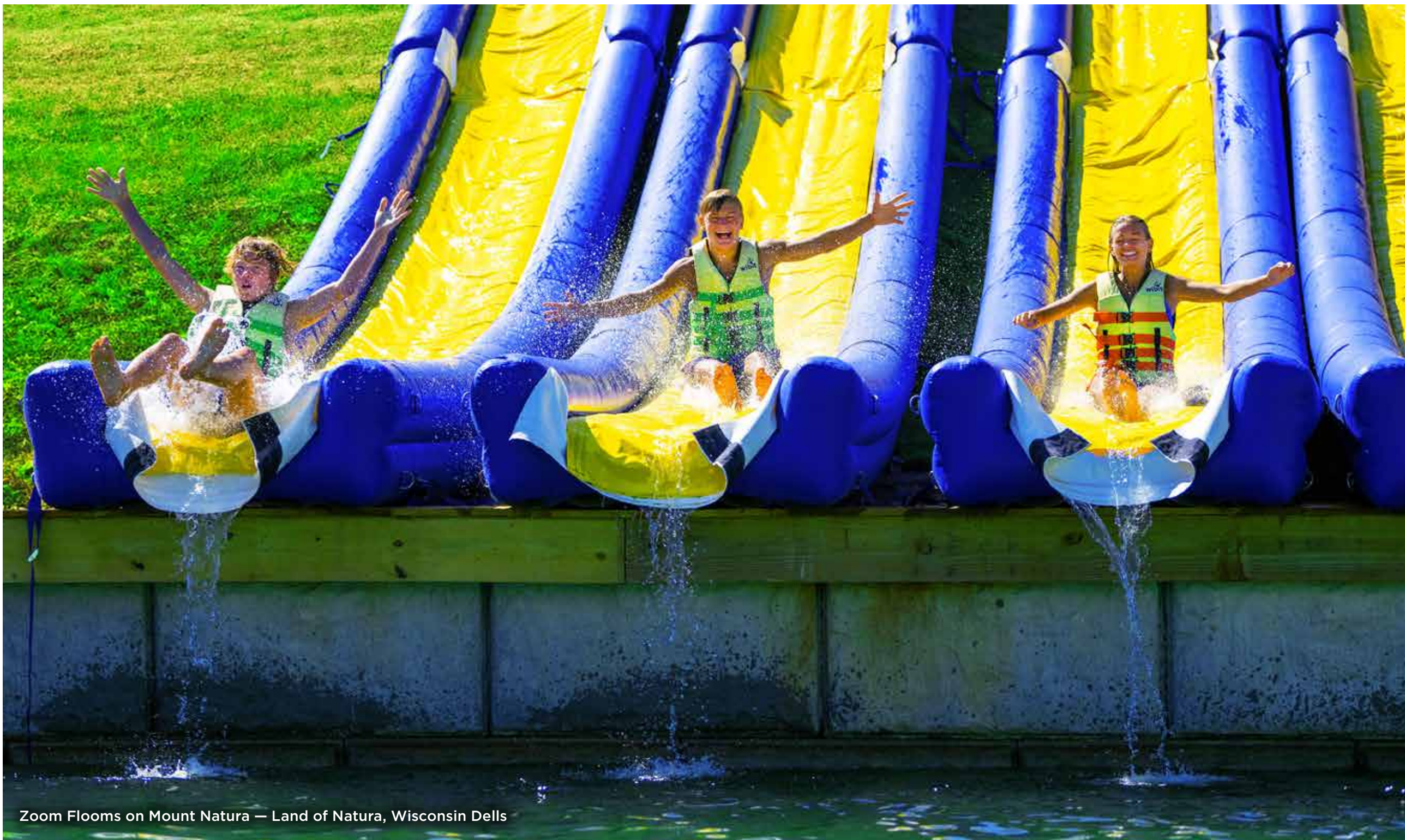
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Zoom Flooms on Mount Natura — Land of Natura, Wisconsin Dells

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serious  
about FUN!







# Land of Natura



# Land of Natura

📍 250 Natura Drive, Wisconsin Dells, Wisconsin 53965

🌐 [www.landofnatura.com](http://www.landofnatura.com)

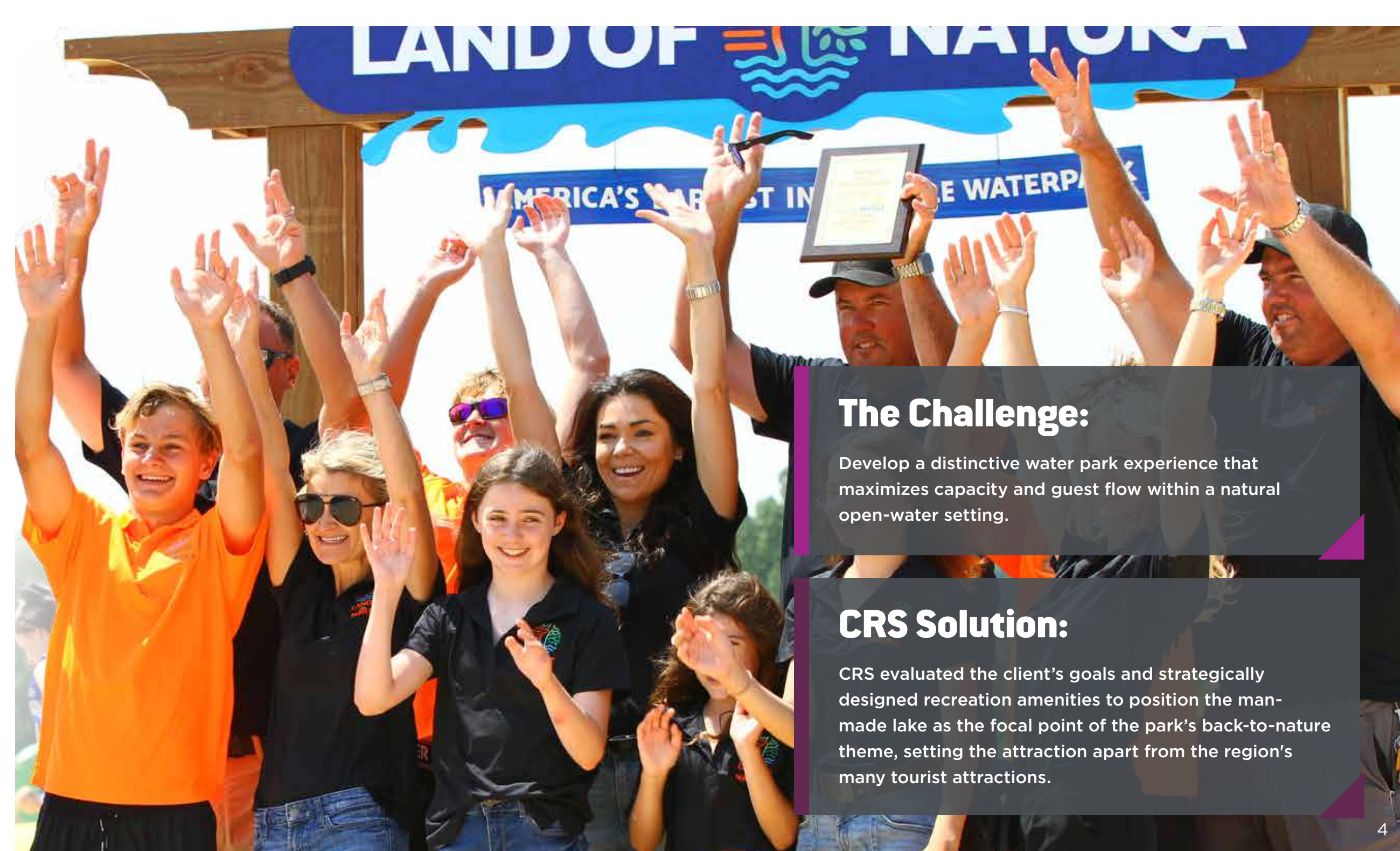
Nestled within 150 acres of pristine wilderness in Wisconsin Dells, Land of Natura is a unique adventure park that reconnects visitors with the natural beauty of the region. Launched in June 2023, this back-to-nature experience features one of the largest floating aqua parks in North America, complete with the towering Mountain and the newly introduced Peakz.

The park offers a blend of thrill and tranquility with attractions like 60-foot inflatable water slides, fleets of kayaks and SUPs, floating cabanas, and a suspended treetop bridge. The park's commitment to sustainability is evident in its design, which includes a naturally filtered, man-made lake that mimics the self-cleansing properties of a wetland.

**WATER TYPE:** Man-made lake, naturally filtered  
**STATUS:** Opened in 2023

**CONTACT:** Adam Makowski  
Co-Owner  
Rich Makowski  
Co-Owner  
David Makowski  
Co-Owner

📞 608-253-0920



## The Challenge:

Develop a distinctive water park experience that maximizes capacity and guest flow within a natural open-water setting.

## CRS Solution:

CRS evaluated the client's goals and strategically designed recreation amenities to position the man-made lake as the focal point of the park's back-to-nature theme, setting the attraction apart from the region's many tourist attractions.



# HOW IT STARTED

The Makowski brothers envisioned Land of Natura as a destination that would evoke the same wonder and connection to nature that first drew visitors to Wisconsin Dells over 150 years ago.

They partnered with Commercial Recreation Specialists (CRS) to design recreation amenities that would offer the ideal mix for driving ROI, maximizing capacity and throughput, and enhancing the guest experience by showcasing the park's natural beauty.



# CRS SOLUTIONS

-  Site Assessment
-  Product Solutions
-  Conceptual Designs
-  Installation
-  2D Modeling
-  Repair/Maintenance
-  Amenity Design



Digging man-made lake



Aqua Park installation





In just its first nine weeks of operation, Land of Natura welcomed 66,845 visitors, quickly becoming a favorite destination in Wisconsin Dells - a region known as the waterpark capital of the world. Land of Natura offers a refreshing alternative where thrills are found in a natural and sustainable environment.

*“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

### ENVIRONMENT INCLUDES:

- ▶ Aqua Park
- ▶ Kid’s Aqua Park
- ▶ Floating Cabanas
- ▶ Water slides
- ▶ Watercraft Rentals
- ▶ Games
- ▶ Shaded Seating Rentals
- ▶ Exclusive VIP Areas
- ▶ Food & Beverage
- ▶ Retail
- ▶ Treetop Walkway
- ▶ Hiking/Mountain Bike Trails

# THE COMPLETE ENVIRONMENT





# Fantasy Lake Adventure Park



# Fantasy Lake Adventure Park

📍 3601 Quarry Road, Wake Forest, NC 27587

🌐 [www.gofantasylake.com](http://www.gofantasylake.com)

In 2023, Fantasy Lake Adventure Park opened in Wake Forest, North Carolina, transforming an underutilized scuba diving quarry into a vibrant recreational hotspot. Designed to maximize guest enjoyment and waterfront capacity, this private venue offers a range of aquatic and leisure activities. The centerpiece of the park is the Aqua Park, featuring Wibit and Kids courses that invite visitors of all ages to explore the water. Surrounding the lake, beach furniture, floating cabanas and docks provide comfortable areas for guests to relax and extend their stay.

**WATER TYPE:** Open water, lake  
**STATUS:** Opened in 2023

**CONTACT:** Danny Cox  
Co-Owner  
  
Daniel Cox  
Co-Owner  
  
📞 919-556-1803



## The Challenge:

Activate the underutilized quarry and maximize space without an existing beachline.

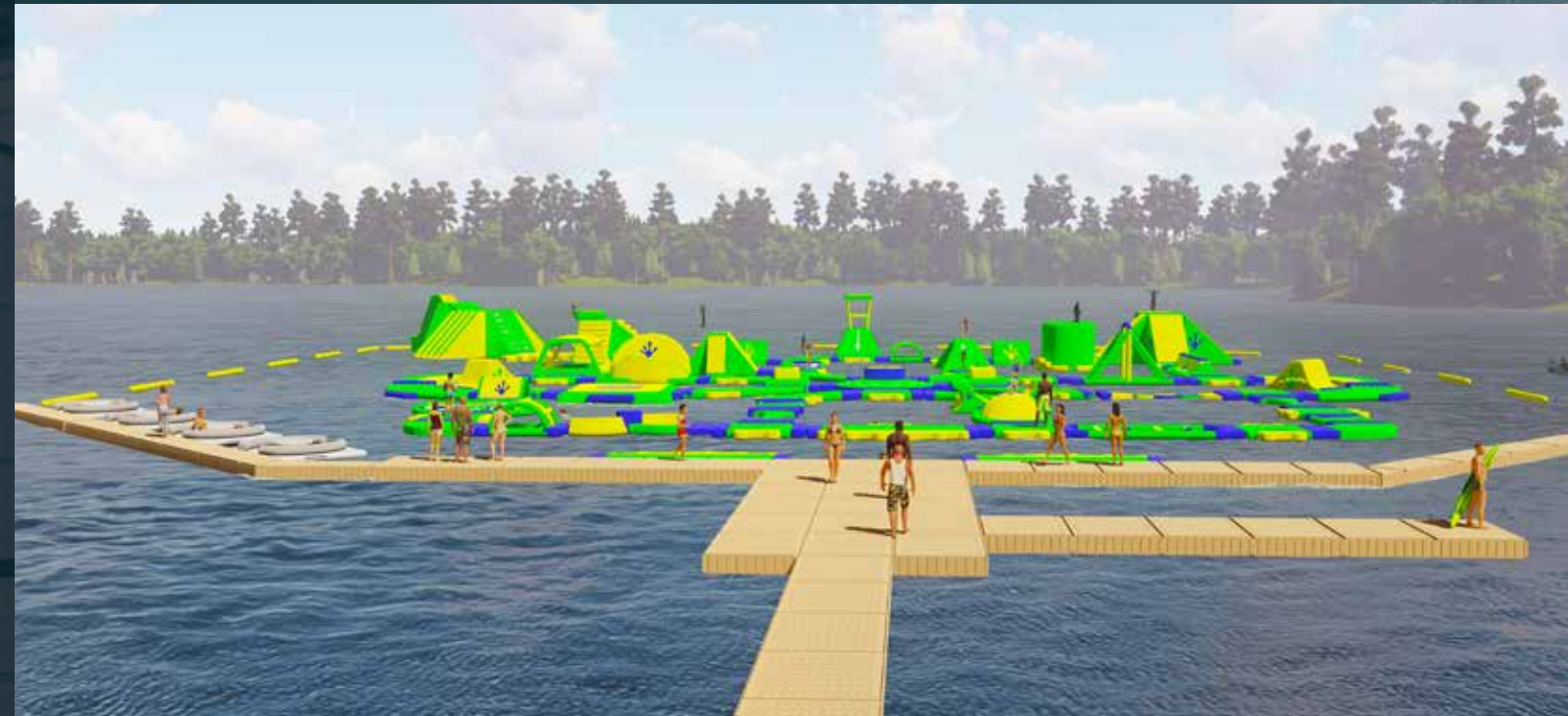
## CRS Solution:

The addition of the Aqua Park, floating docks and cabanas significantly increased capacity on the water. Along with the excavation of the tree line, a new shoreline was developed to create space for beachfront lounging.



# HOW IT STARTED

With a phased approach taken in the development, the park's primary goal was to activate the quarry lake and optimize its natural resources. By excavating the tree line in phase one, they created additional space for a beach, lounging areas with seating, games and pavilions in addition to the Aqua Park and floating cabanas.



# CRS SOLUTIONS



Site Assessment



Conceptual Designs



3D Modeling



Amenity Design



Product Solutions



Installation



Repair/Maintenance

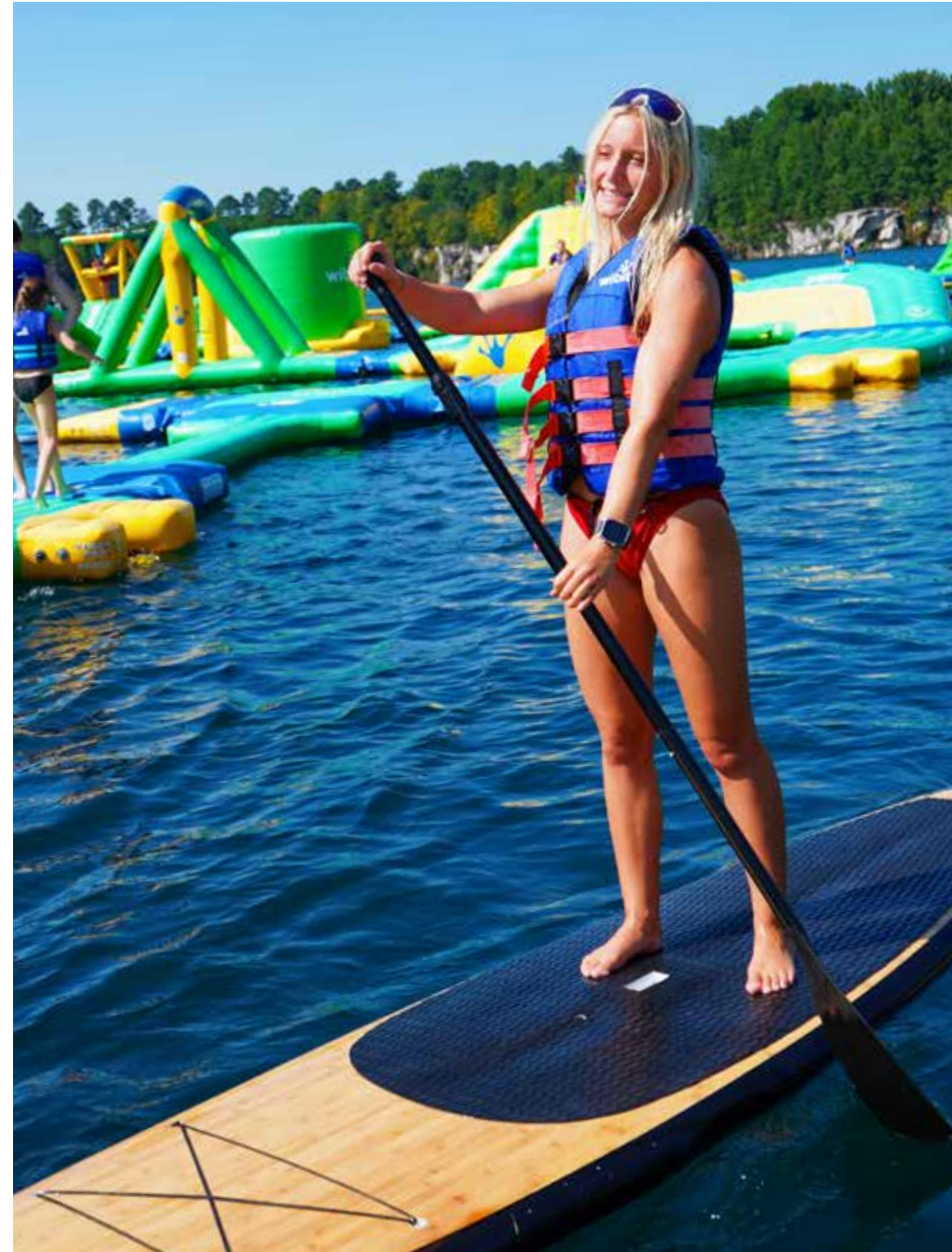


Phase 1



Phase 2





In phase two, towering Peakz were added to the Aqua Park. Attractions beyond the waterfront like a splashpad and pickleball courts were implemented in 2024. Additionally, the number of rentable amenities, like floating cabanas, doubled due to their success in generating extra revenue and providing guests with a comfortable place to lounge near the waterfront action.

This strategic development encourages longer guest stays and has positioned Fantasy Lake Adventure Park as a premier waterfront attraction in North Carolina.



### ENVIRONMENT INCLUDES:

- ▶ Aqua Park
- ▶ Kid's Aqua Park
- ▶ Floating Cabanas
- ▶ Splashpad
- ▶ Watercraft Rentals
- ▶ Shaded Seating Rentals
- ▶ Pickleball & Games
- ▶ Concessions
- ▶ Pavilions
- ▶ Private Event Areas
- ▶ Scuba Diving
- ▶ Underwater Attractions

# THE COMPLETE ENVIRONMENT





# Epperson Lagoon



# Epperson Lagoon

📍 31885 Overpass Road, Wesley Chapel, FL 33545

🌐 [www.metrolagoons.com/epperson](http://www.metrolagoons.com/epperson)

Located in Wesley Chapel, Florida, this glistening venue with crystal clear, man-made lagoon water was the first of its kind in Florida, created by MetroLagoons. Their unique environments allow guests to get a little slice of paradise without leaving the comfort of their urban surroundings.

**WATER TYPE:** Man-made lagoon  
**STATUS:** Opened in 2018

**CONTACT:** Jonathan Kelly  
*Director of Business Development*  
MetroLagoons

📞 813-918-1072



**The Challenge:**  
Provide additional recreation options to appeal to all age groups and abilities while staying operationally sound and fiscally stable.

**CRS Solution:**  
Create water-based activity zones featuring an Aqua Park and floating cabanas which can be expanded over time to attract a wider range of demographics and family groups.



# HOW IT STARTED

This destination began construction in 2017 with a lined lagoon and partnered with CRS to create vibrant aquatic recreation amenities. With an Aqua Park, towering inflatable slide, paddle sports, beach furniture, cabanas, pavilions, concessions and more, this site quickly became a premier destination.

Due to the modularity of the Aqua Park, Epperson can easily exchange out inflatable components or rearrange its course route. This draws in new guests and also creates a fresh experience for guests, encouraging repeat visits.



## CRS SOLUTIONS

Site Assessment

Conceptual Designs

2D Modeling

Amenity Design

Product Solutions

Repair/Maintenance



Man-made lagoon



Aqua Park





Since MetroLagoons' unveiled Epperson Lagoon, the innovative company has expanded its coverage and implemented two other lagoon environments in Florida with three more coming soon. The success and infamy of the Aqua Parks has made it a staple attraction for each location, bringing in families and multi-generational demographics.

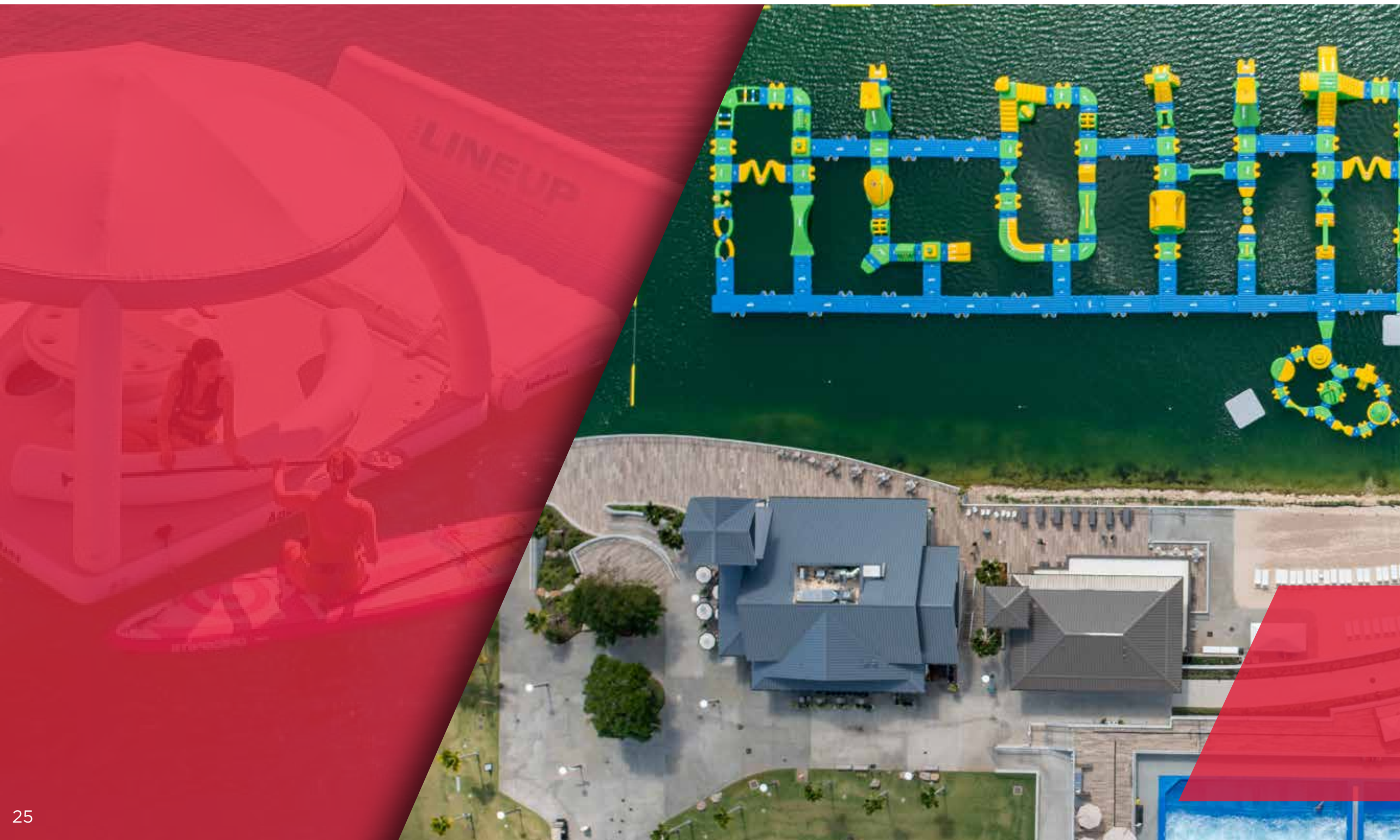


#### ENVIRONMENT INCLUDES:

- ▶ Aqua Park
- ▶ Floating Cabanas
- ▶ Water Slides
- ▶ Bumper Boats
- ▶ Watercraft Rentals
- ▶ Games
- ▶ Food & Beverages
- ▶ Retail
- ▶ Cabana & Tiki Rentals
- ▶ Exclusive VIP Areas
- ▶ Island & Sandbar
- ▶ Shaded Seating

## THE COMPLETE ENVIRONMENT







# The LineUp at Wai Kai

📍 91-1621 KEONEULA BLVD., EWA BEACH, HI, 96706

🌐 WWW.WAIKAI.COM

As a popular water recreation and entertainment area in Oahu, Haseko Developments introduced a Wibit floating obstacle course, known as The AquaVenture to the offerings at The LineUp at Wai Kai. Since the grand reveal in March of 2024, The AquaVenture has lifted the bar for revenue and become a booming addition to the array of events and attractions at resort.

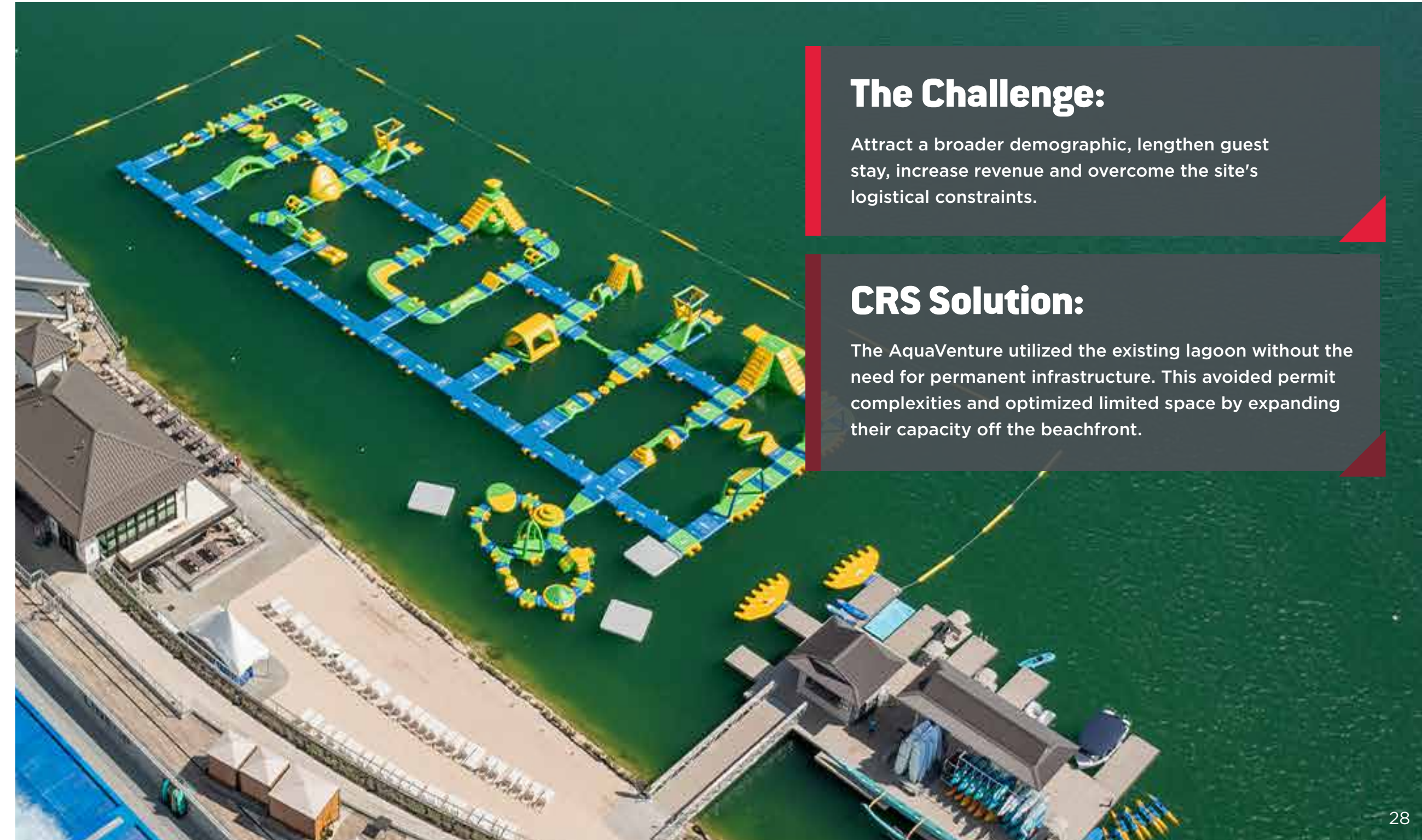
**WATER TYPE:** Open water, man-made lagoon  
**STATUS:** Opened in 2024

**CONTACT:** Yuki Sakaguchi  
Haseko Developments  
Senior VP of Operations

📞 808-689.7772

Greg Champion  
The LineUp at Wai Kai  
Head of Operations

📞 813-444-5221



**The Challenge:**  
Attract a broader demographic, lengthen guest stay, increase revenue and overcome the site's logistical constraints.

**CRS Solution:**  
The AquaVenture utilized the existing lagoon without the need for permanent infrastructure. This avoided permit complexities and optimized limited space by expanding their capacity off the beachfront.



# HOW IT STARTED

Prior to the implementation of the AquaVenture, the lagoon was primarily used for paddle sports to complement its main attraction, the Surf Wave. While drawing in a crowd, the LineUp contributed to increased operating costs. This made the sealed-air nature of the AquaVenture components another significant advantage: a minimal need for electricity.

One of the most unique aspects of the AquaVenture is its infinity design which spells out "ALOHA" and can be iconically seen from an aerial view. Wai Kai further enhanced the guest experience by introducing AquaBanas, which serve as hubs for private bookings and watercraft exchanges.



# CRS SOLUTIONS

- Site Assessment
- Conceptual Designs
- 3D Modeling
- Amenity Design
- Product Solutions
- Installation
- Repair/Maintenance



"Keiki" Kids Course



Watercraft and floating cabanas





The AquaVenture floating obstacle course at The LineUp at Wai Kai has been a resounding success, transforming a once geographically challenged site into a vibrant, family-friendly destination. An influx of group events, including families, sports teams, and birthday parties has expanded the original target audience. The popularity of AquaVenture has also led to increased media coverage, highlighting Wai Kai as a standout destination.



#### ENVIRONMENT INCLUDES:

- ▶ Aqua Park
- ▶ Kid's Aqua Park
- ▶ Floating Cabanas Rentals
- ▶ Surfing Wave
- ▶ Watercraft Rentals
- ▶ Food & Beverage
- ▶ Retail
- ▶ Beach Seating
- ▶ Private Event Areas
- ▶ Observation Decks

## THE COMPLETE ENVIRONMENT





# WhoaZone at Heron Beach



# WhoaZone at Heron Beach

📍 5005 MCGINNIS RD, HOLLY, MI 48442

🌐 WWW.GOWHOAZONE.COM

Nestled in the Holly Recreation Area, the state of Michigan owns Heron Beach while a concessionaire, Empire Recreation Management (ERM), has operated the WhoaZone since 2018. Made up of giant slides, towers, trampolines, ramps, bridges and other inflatable obstacles, the WhoaZone creates the thrills of a water park without permanent infrastructure in the municipality.

**WATER TYPE:** Open water, lake  
**STATUS:** Opened in 2018

**CONTACT:** Doug Berry  
State of Michigan Parks and Recreation  
Holly Recreation Area, *Supervisor*

📞 248-634-8811

Jen Rice  
*General Manager - WhoaZone*

📞 248-985-2083



## The Challenge:

Add waterfront and beachside activities to appeal to a broader demographic.

## CRS Solution:

Create a new experience for guests with an Aqua Park course design, rentable paddle sports, concessions and shaded seating.



# HOW IT STARTED

Since enhancing the community with an Aqua Park in 2018, WhoaZone at Heron Beach has expanded its inflatable obstacle course and seen significant ROI due to newly implemented rentable amenities. These amenities spurred an influx of returning visitors and provided parents with a more leisurely activity to enjoy while their little ones actively played on the Aqua Park. Paddle sports like kayaks and standup paddle boards along with beach umbrellas and private cabanas garnered a revenue increase of nearly \$50,000!



# CRS SOLUTIONS

- Site Assessment
- Conceptual Designs
- 3D Modeling & Animations
- Amenity Design
- Product Solutions
- Installation
- Repair/Maintenance



Aqua Park



Shaded seating





Not only did community members benefit from the additional amenities, but the selection of offerings preserves the park's natural water resources and saves on operating expenses, compared with those that require running water. The WhoaZone has reinvigorated Heron Beach with exciting attractions and new revenue streams – truly a win-win!

*“The WhoaZone gets the whole family together doing something fun outdoors. It's really great for all ages. And, we've received nothing but positive feedback.”*

**— Maddy Meece,**  
Assistant Manager, WhoaZone at Heron Beach (MI)

#### ENVIRONMENT INCLUDES:

- ▶ Aqua Park
- ▶ Kid's Aqua Park
- ▶ Watercraft Rentals
- ▶ Cabana Seating Rentals
- ▶ Games
- ▶ Playground
- ▶ Concessions
- ▶ Retail
- ▶ Shaded Seating

## THE COMPLETE ENVIRONMENT



# ORGANIZATIONS WE SERVE

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# UNPARALLELED INDUSTRY KNOWLEDGE

Energize your site with a recreation experience that delivers non-stop fun in, on and around your water.

## AQUATIC ACTIVITIES

- AQUA PARKS
- SPLASHPADS
- FLOATING CABANAS
- ZOOM FLOOM WATER SLIDES
- POOL PLAY & SLIDES
- CUSTOM DOCK SYSTEMS
- AQUATIC CLIMBING WALLS
- KAYAKS
- STAND UP PADDLEBOARDS
- PEDAL BOATS

## STRUCTURES & FURNISHINGS

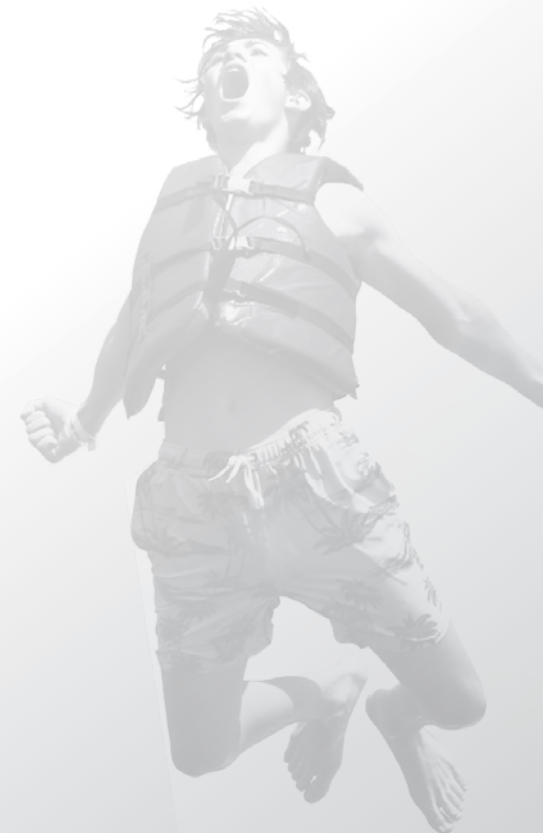
- SHELTERS & PAVILIONS
- FABRIC SHADE STRUCTURES
- SITE FURNISHINGS
- SPORTING GOODS & BLEACHERS
- ADULT FITNESS

## SAFETY

- LIGHTNING DETECTION
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- SAFETY SURFACING
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- EMERGENCY ALERT SYSTEMS

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- PLAYGROUND EQUIPMENT
- INCLUSIVE PLAY STRUCTURES
- MUSICAL INSTRUMENTS
- CLIMBING BOULDERS
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- DISC GOLF



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