



City of Grand Island

Tuesday, December 8, 2020

Council Session

Item -3

Approving Payment of Claim to Community Publishers

The City Council removed the claim to Community Publishers in the amount of \$1,895.00 from the November 24, 2020 City Council meeting and referred it to the December 8, 2020 meeting. A motion is in order.

Staff Contact: Todd McCoy



*Working Together for a
Better Tomorrow. Today.*

TO: Grand Island City Council
FROM: Todd McCoy, Parks and Recreation Director
DATE: November 30, 2020
SUBJECT: Island Oasis Advertising

During the November 24th City Council meeting Mr. Haase raised concerns regarding advertising purchases for Island Oasis. Specifically ads for Community Publishers and News Channel Nebraska (NCN) were questioned in the meeting. I hope this memo will help explain the expenses and address outstanding questions or concerns.

Community Publishers – Interstate Ad

Community Publishers prints 15,000 interstate exit guides that are distributed along I-80 from Omaha to Wyoming and I-76 to Denver. The publication is distributed in hotels, gas stations, truck stops, and visitors center targeting travelers. As reported by visitor centers, the guide is the second most picked up printed piece, second only to the state map. Island Oasis is showcased in the publication with a full color center fold ad. Island Oasis has been featured in the interstate publication for the last six years which also promotes Grand Island as a destination to travelers.

Additionally, Mr. Haase stated in the City Council meeting that he was concerned because he felt the invoice may be fraudulent. Recreation Superintendent Jeremy Bachmann reported that he changed the handwritten date only to correct an error. No evidence or intention of fraud was found as it relates to the claim.

NCN – Lifeguard Promotional Commercial

During recent years the City has struggled recruiting enough lifeguards to safely manage the swimming pools. City GITV coordinator Jeremy Watson made a lifeguard promotional commercial to help recruit lifeguards at Island Oasis Water Park and Lincoln Park swimming pool. Three years ago the City started placing ads on NCN to promote lifeguard jobs. The Parks and Recreation Department feels that advertising on NCN is ideal because it targets students and their families. NCN broadcasts area high school and small college sports/activities live and rebroadcasted online, Spectrum, Apple TV, and Roku. Broadcasts include regular and post-season football, volleyball, basketball, softball, theater productions, show choir, and more.

Parks and Recreation supervisors generally have background education or experience in promoting recreational facilities and programs. Advertising plans are tweaked periodically to match goals based on the resources available. Supervisors consider options and often primarily use their experience to find the best “bang for the buck” to get promotional material in front of target audiences. Advertising effectiveness for coupons is easy to quantify; however, currently we do not have existing reliable data to report the specific revenue return of each brochure, video, radio spot, basic print, or signage advertising. The planned advertising line item approved in 2020-21 operating budget is \$8,000 to promote Island Oasis and recruit lifeguards.

Please feel free to call or email if you have any additional questions or concerns. Thank you!

Cc: Mayor Steele
Jerry Janulewicz, City Administrator
Patrick Brown, Finance Director

*City Hall • 100 East First Street • Box 1968 • Grand Island, Nebraska 68802-1968
(308)385-5444 Ext. 290 • FAX: 385-5458 • Emergency: 385-5000*



Discover Family Fun!

Island Oasis offers over six acres of refreshing Family Fun! Guests can brave the waves in the 350 thousand-gallon wave pool or relax and unwind in our 750-foot lazy river. More adventurous thrill seekers will experience the force of gravity first hand when they ride one of two six-story high-speed slides! Adventure can also attempt to tackle four giant 150-foot slides. Children will love zero depth areas that include spraying fountains and a wacky wet outer slide. Plus they can build castles in the sand, stroll across the lily pads, or test their skills on the log walk. Enjoy a match of sand volleyball, then drop your anchor and feed the crew at our full concession and patio area.

For Your Safety & Comfort

- Full concession stand available
- Locker, flip-flop and inner tube rentals available
- Souvenir sales available
- Inner tubes are provided at designated rides
- No pets, electronics, rats or inflatables, alcohol, food or beverages may not be brought in the park
- Children nine years old and under must be accompanied by a paying adult
- Swimsuits are required. Cut-offs, thongs and bikinis are not allowed
- Deep age children must wear an aquatic liner over their suits. (Available for a small additional fee)

I-80 Exit 314 5.5 Miles North
321 E. Fomner Park Rd.
Grand Island, Nebraska 68801
www.grand-island.com/oasis



Discover the Attractions!

- Two Speed Slides - Six stories high and almost 300-foot long!
- Two Flume Slides - 150-foot long with swimming pool splash down area!
- Two Enclosed slides - 150 foot long dark tunnel slides!
- Wave Pool - 350-thousand gallons of waves!
- Lazy River - 750-foot continuous river with sprays, bubbles, fountains and showers!
- Lilly Pad & Log Walk - Children's area with over-strung cargo net!
- Outer slide - Kiddie slide!
- Zero Depth Access - Walk in access for all ages!
- Sand Play Area!

Hours of Operation

- Open noon daily
- Open for the season Memorial Day Weekend
- Check the website or call for modified hours of operation after August 10th.

Admission

- Individual family and group rates available
- Ages 4 and under FREE with paying adult

For more information

- Follow us on Facebook
- Or call us at (681) 385-5281
- Before or After Season call (888-385-5444) Ext. 250

Party at "The Island"

Island Oasis welcomes all groups, large or small.



FREE 2020 FREE

INTERSTATES

80 & 76

Nebraska

Colorado



**An Exit By Exit Information
Guide For the Traveler**

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