



City of Grand Island

Tuesday, October 18, 2022

Study Session

Item -2

Presentation on Water Park Master Plan Study

Staff Contact: Todd McCoy



CITY COUNCIL MEETING

Island Oasis Water Park

Comprehensive Facility Evaluation and Master Plan

October 18, 2022

Agenda

1

Project background

2

Market analysis & public input

3

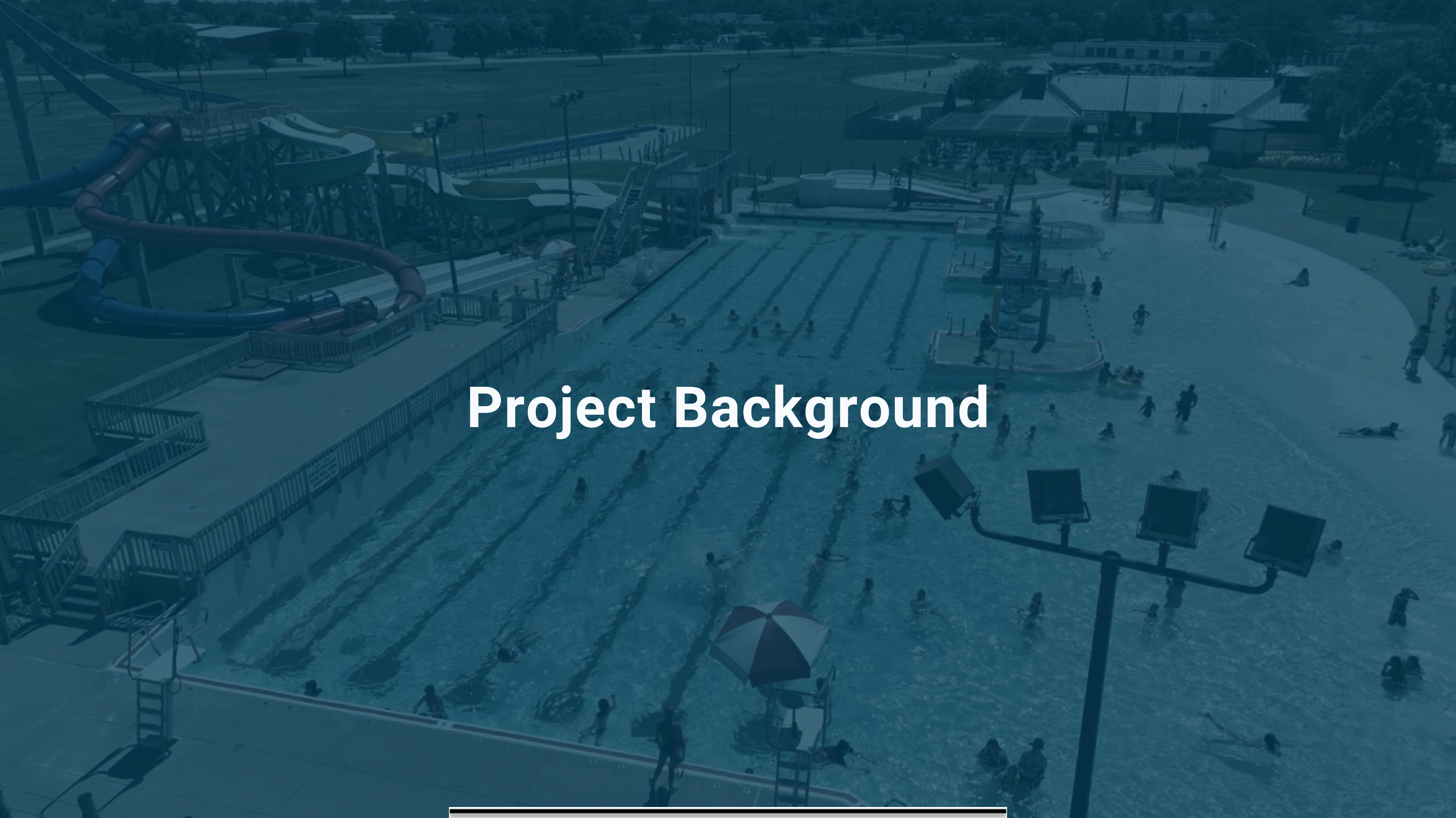
Improvement options

4

Business plan

5

Recommendations



Project Background

Purpose

Understand current operating conditions, develop opportunities that will serve the community, and develop options that increase operational efficiency.

Study Components

- Existing facility assessment
- Market analysis
- Aquatic trends
- Public input
- Facility programming/planning
- Concept development and costs
- Operating projections
- Final report



Study Components

- Existing facility assessment
- **Market analysis**
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Where You're At Now



GOOD CONDITION
WITH ONGOING
MAINTENANCE
(TYPICAL OF IT'S AGE)

DECREASING
ATTENDANCE &
REVENUE

HIRING
LIFEGUARDS IS A
CHALLENGE

MARKET
COMPETITION &
INTEREST IN NEW
AMENITIES

An aerial photograph of a water park, likely Grand Island Water Park, showing a large rectangular pool with many people swimming. In the background, there are several water slides and a large structure. The foreground shows some beach umbrellas and lounge chairs. The entire image is overlaid with a dark blue semi-transparent filter.

Market Analysis & Public Input

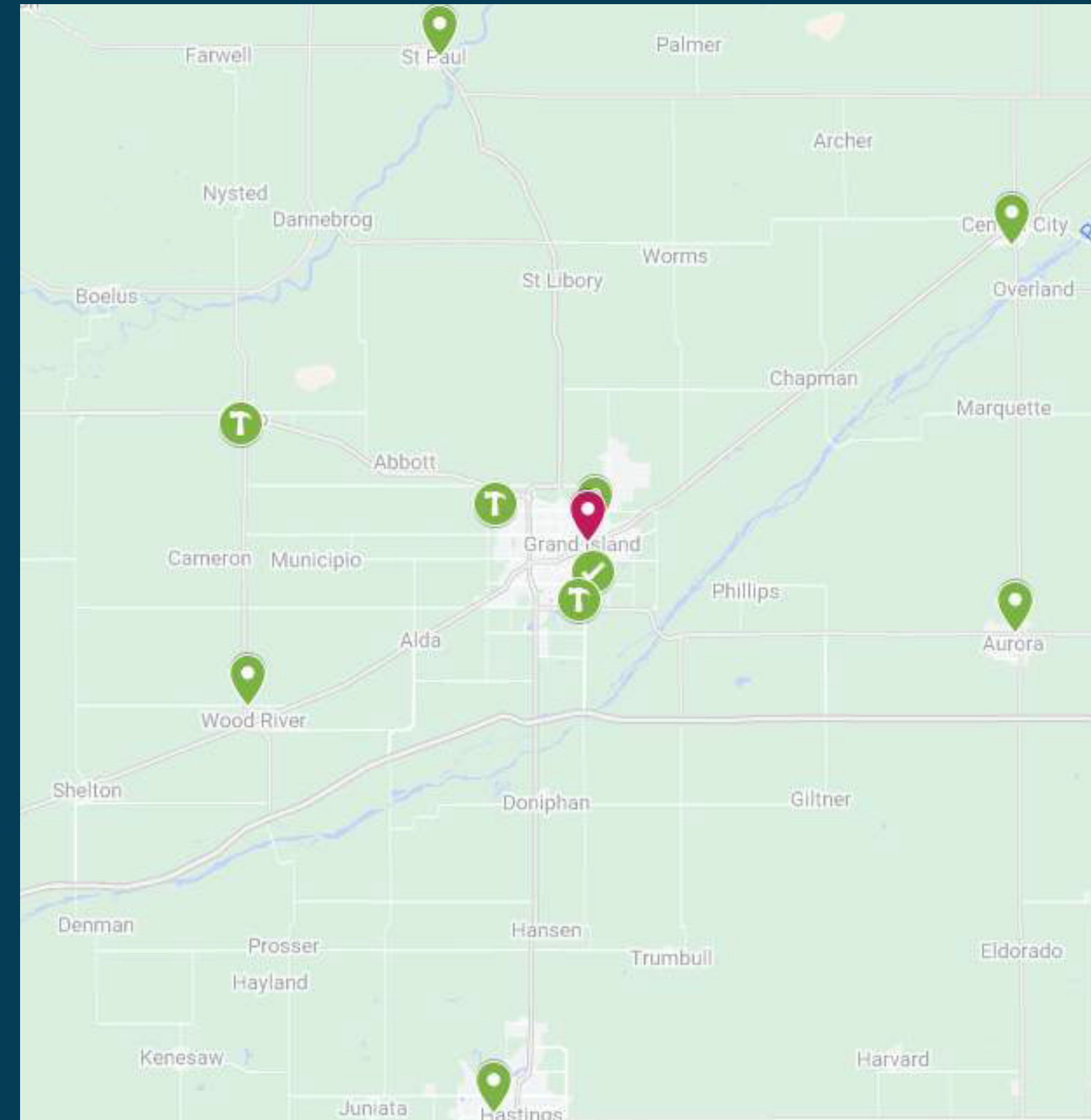
Market Competition

11 facilities in market area (20-mile radius).

- 1 splashpad (GI)
- 3 wading pools (GI)
- 1 indoor pool (GI YMCA)
- 6 outdoor pools:
 - Lincoln Pool, Wood River, Aurora, Cairo, Capital Heights Swim Club, Riverside Golf Club

Outside market area:

- Hastings, Aurora, Central City, York, St. Paul, Cairo, and others



Benchmarking

	S.F. Per Capita	Expense Per S.F.	Revenue Per S.F.	Cost Recovery	Attendance per Capita
Average of benchmarked facilities	.60 s.f.	\$23 / s.f.	\$21 / s.f.	92%	2
Current Island Oasis (2-to-3-year average)	.63 s.f. (IO Only) .80 s.f. (total)	\$17 / s.f.	\$11 / s.f.	65%	.72

Public Input

Public Meetings

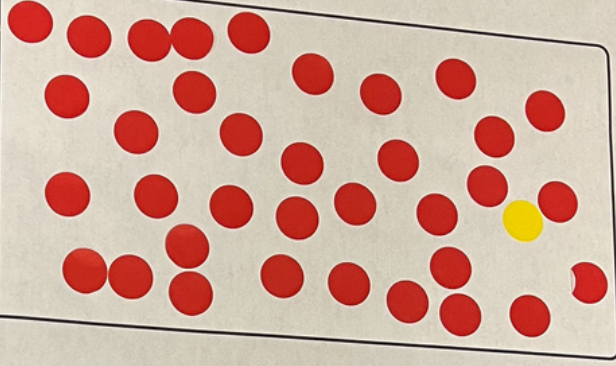

- June 15 @ Island Oasis
- August 4 @ City Hall

Online Survey

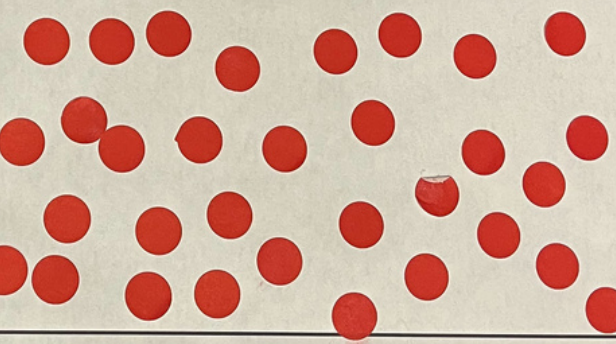

- June 1 - June 25
- 489 completed (exceeded goal)

Place a dot in the area you feel is most important regarding LARGE AMENITIES

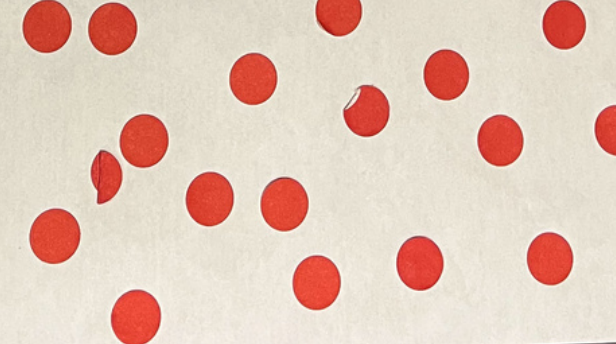

Lazy River



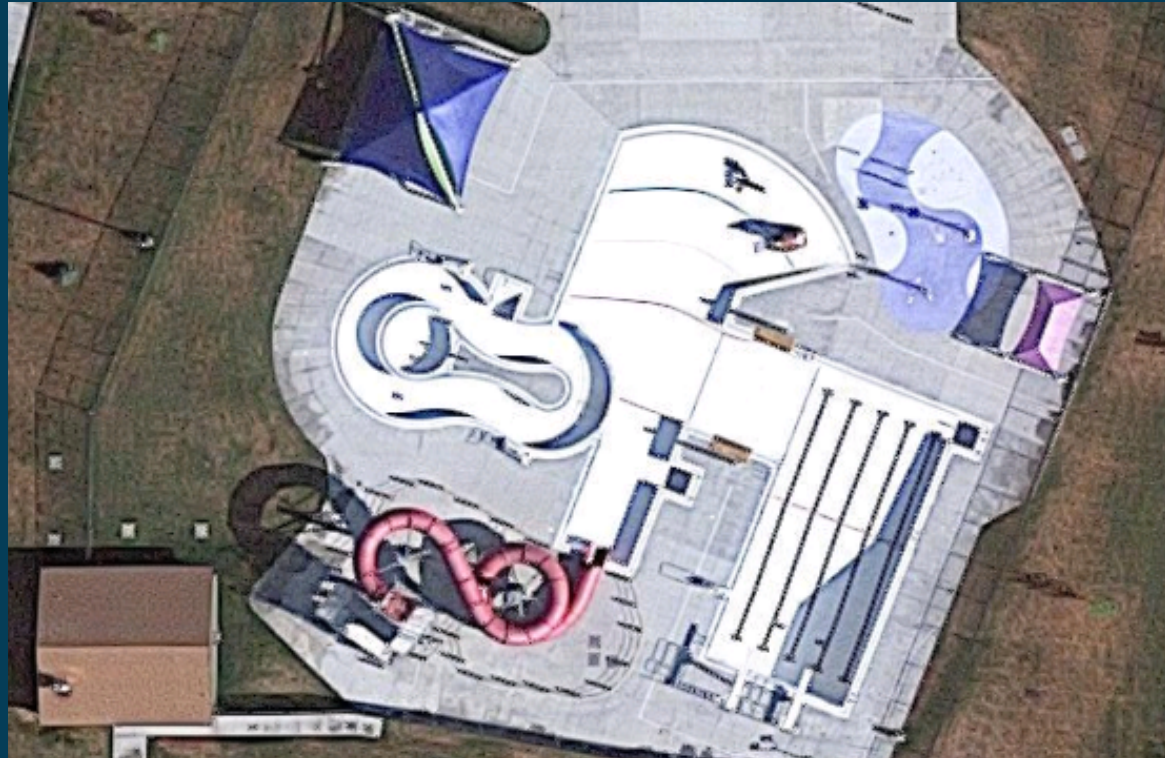
Deep Water



Wave Pool



Wood River Aquatic Center



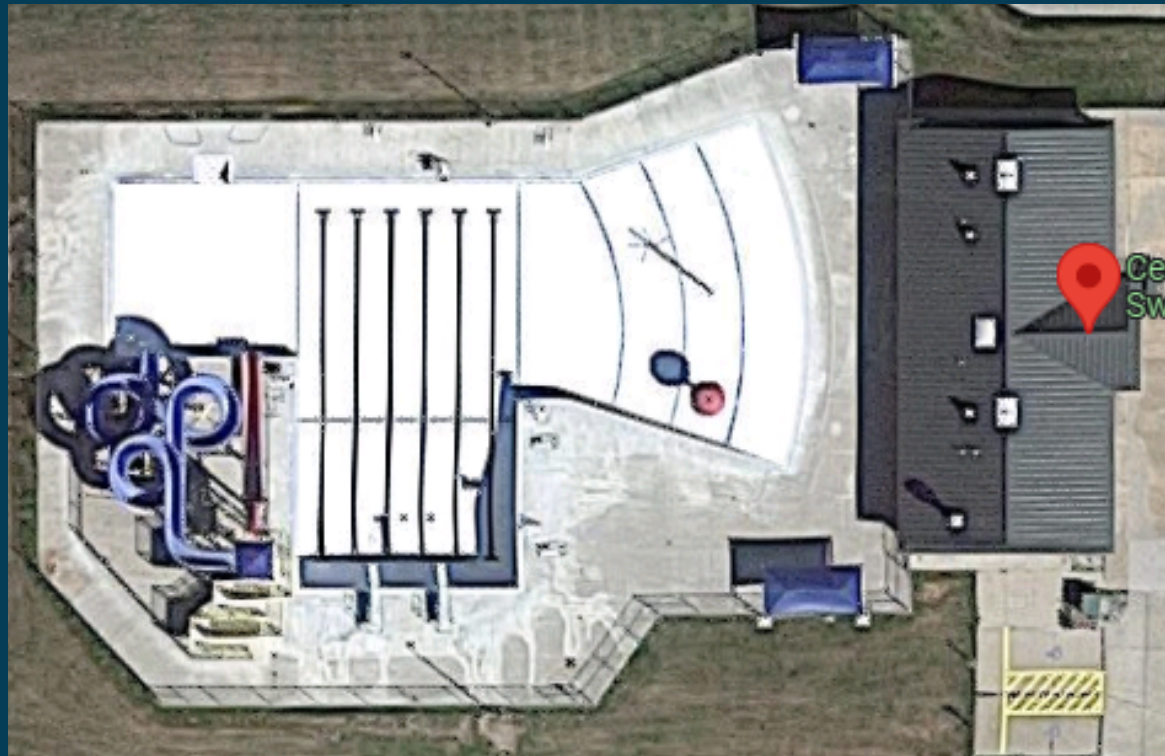
Aquacourt Water Park



Aurora Aquatic Center



Central City Aquatic Center



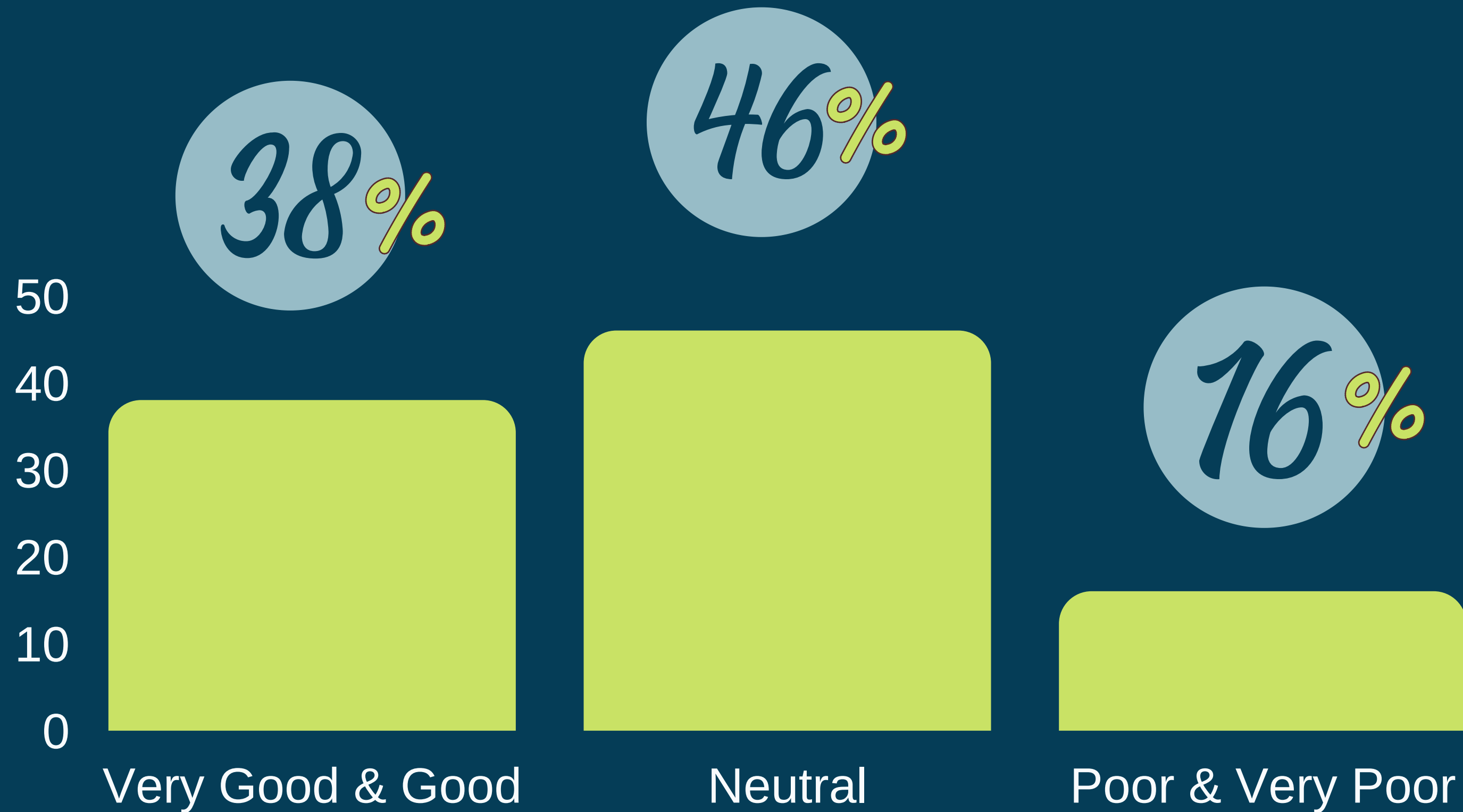
Pawnee Plunge



Others:

- *Grand Island YMCA*
- *Riverside Golf Club*
- *Capital Heights Swim Club*

Overall Satisfaction of Island Oasis



Reasons Don't Visit Island Oasis

1

Facility lacks amenities
39%

3

Safety concerns
20%

2

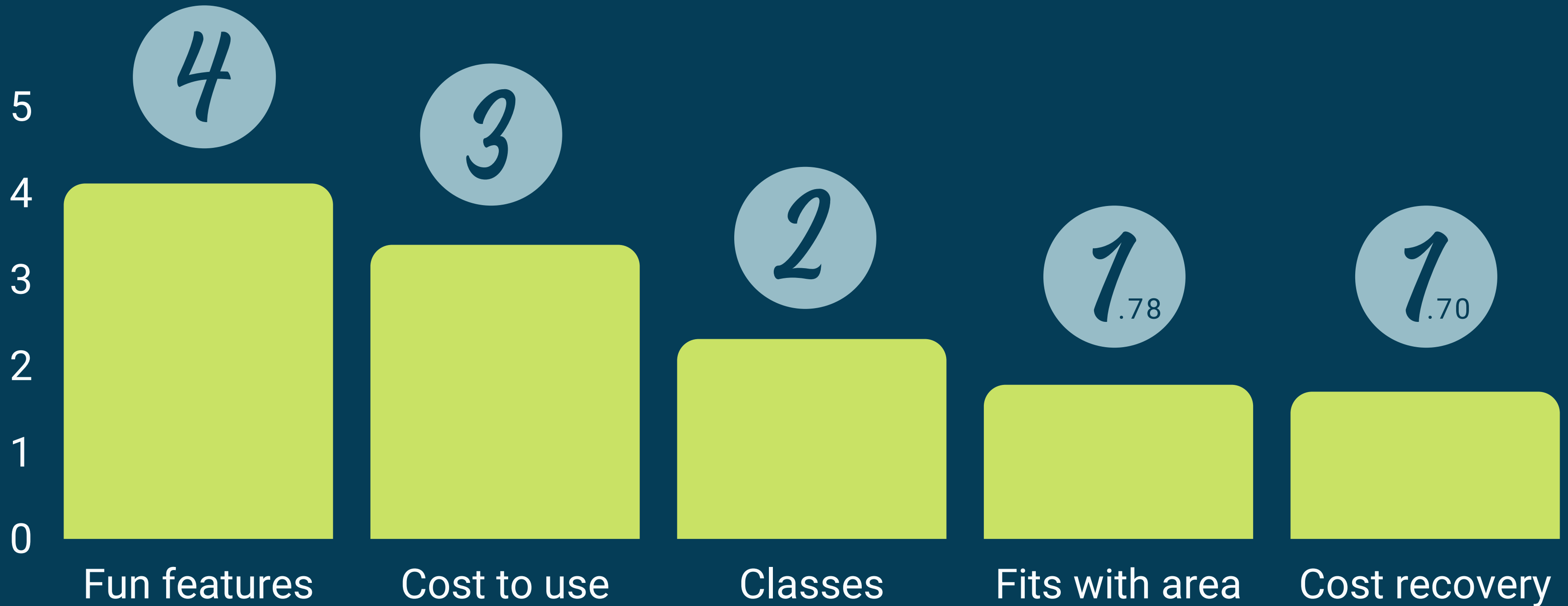
Use outdoor pools
outside of Grand Island
32%

4

Facility does not meet the
needs of my household
15%

Important Considerations

Weighted Score



Important Amenities

Weighted Score

5_{.75}

Kids Area



5_{.74}

Lazy River



5_{.43}

Large Waterslides



4

Active Features



3_{.77}

Open Swim Space



Important Amenities

Weighted Score

3_{.73}

Shade



3_{.62}

Splashpad



3_{.33}

Wave Pool

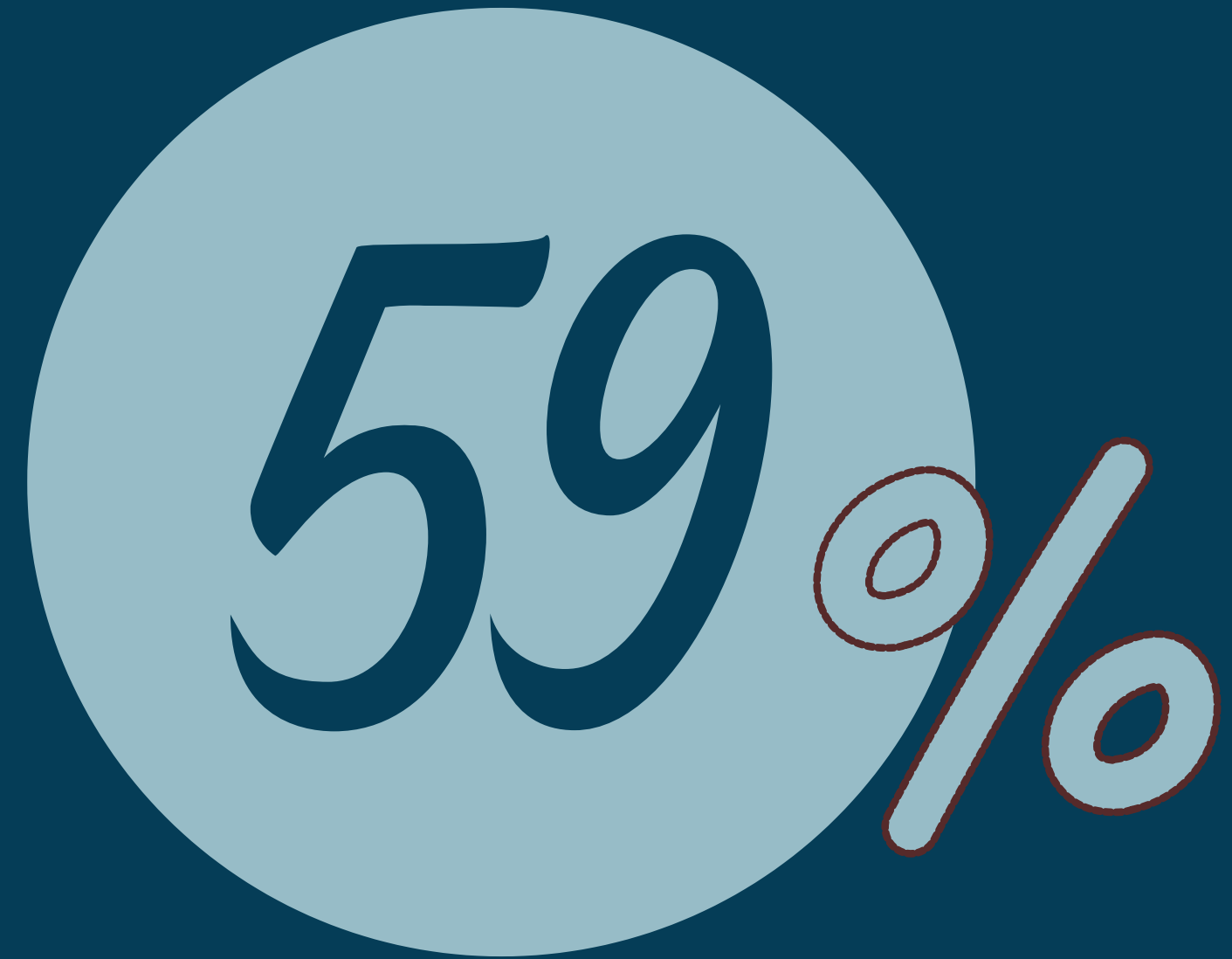
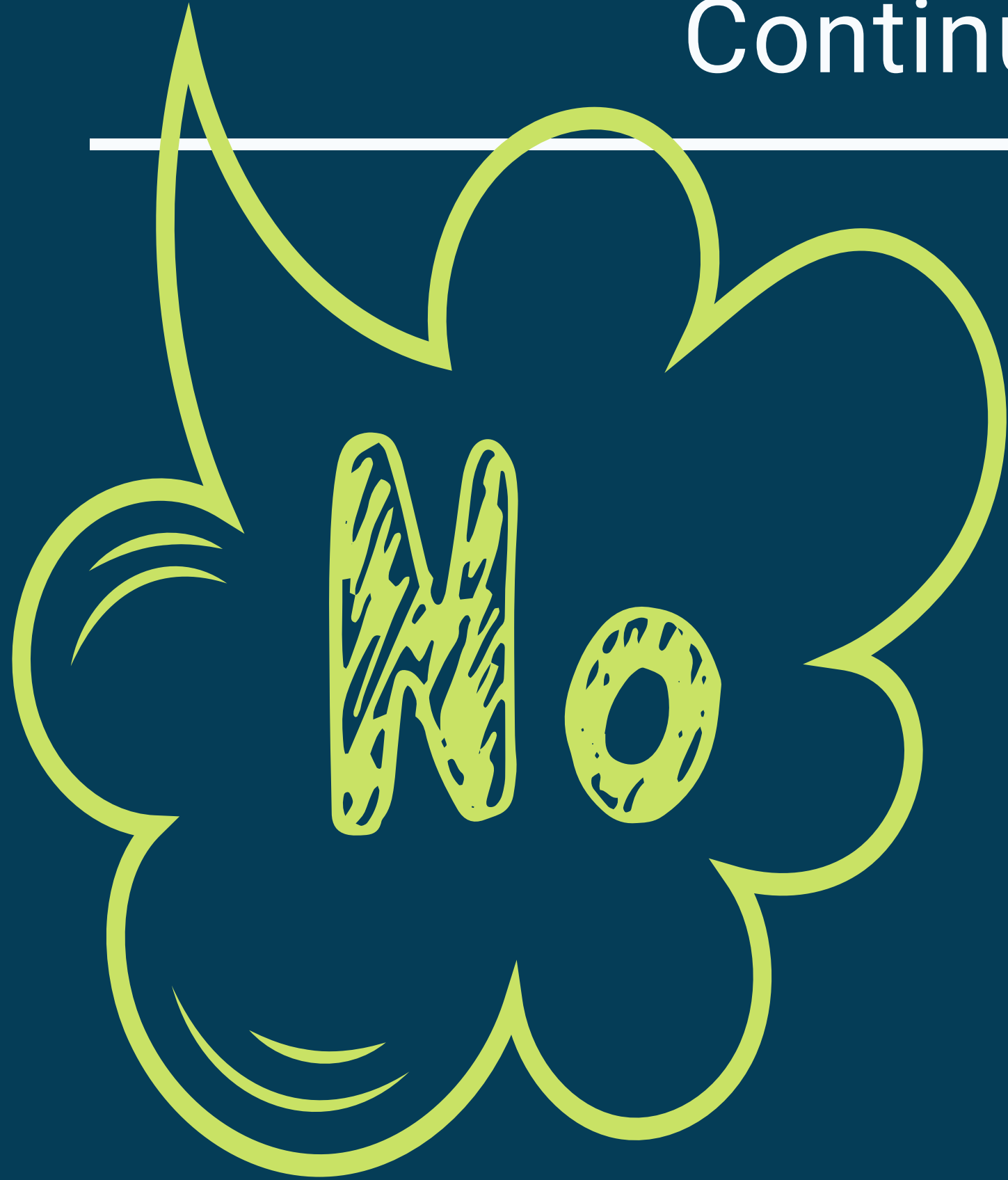


1_{.68}

Lap Lanes



Continue to Offer Sand?



Programs of Interest

Lap Swimming	88%
Dive team/programs	88%
Pool rentals/parties	87%
Special programs	83%
Senior programs	82%
Swim lessons	76%
Water fitness	67%
Toddler/baby swim	58%
Adult hours	46%



Summary



Support for Island Oasis



Modify with new features & programs



Lazy river, wave pool, slides, deep water, diving, kids spaces popular



Maintain affordability



An aerial photograph of a park featuring a winding river with a small waterfall, a pool area, and a playground. The river is bordered by a low wall and has several blue inflatable rings floating in it. A paved path runs alongside the river. In the background, there are trees, a parking lot with a few cars, and some buildings. The entire image is overlaid with a semi-transparent blue filter.

Improvement Options

Improvements



Immediate



Basic



Enhanced &
Significant

2023

PRIOR TO THE SEASON

Immediate



- ▶▶ Paint portion of zero-depth
- ▶▶ Safety barrier on wave pool
- ▶▶ Replace backwash valve controls
- ▶▶ Add emergency stops for waterslides
- ▶▶ Replace aged flow meters & pressure gauges
- ▶▶ Replace platform on speed slide tower
- ▶▶ Add ADA chair lifts
- ▶▶ Replace grates (VGBA)

Magnitude of Cost: \$163,000 - \$195,000

FOR THE NEXT

20 Years

Basic



- Replace filters, pumps, strainers, etc.
- Increase backwash tank capacity
- Cover chemicals
- Concrete deck repair & replacement
- Repair cracks & paint lazy river
- Replace speed slide tower railings
- Remove sand areas
- Replace concession stand equipment
- Other repairs around the facility

Magnitude of Cost: \$2.2 - \$2.7 Million

New & Fun

Enhanced & Significant

- ▶▶ Focus on positive user experience
- ▶▶ Right mix of amenities
- ▶▶ Create space for young kids & families
- ▶▶ Increase opportunities for programs
- ▶▶ Maximize revenue potential
- ▶▶ Continue to offer affordable pricing options
- ▶▶ Offer longer-season amenities



Concept 1
Island Oasis Water Park
Grand Island, NE
10-07-2022

- | | |
|----------------------------|-------------------------|
| 1 Existing Building | 18 ADA Lift |
| 2 New Bathrooms | 19 Basketball Goal |
| 3 Breakroom & First Aid | 20 Rock Wall |
| 4 Concession | 21 1 Meter Diving |
| 5 Filter Room | 22 Wave Pool |
| 6 Splashpad | 23 Tube Storage |
| 7 Shade Structure | 24 Dream Tunnel |
| 8 Existing Shade Structure | 25 Waterfall Feature |
| 9 Dry Play Structures | 26 Canon Spray Feature |
| 10 Kids Pool | 27 Bucket Water Feature |
| 11 Existing Spray Feature | 28 Existing Filter Area |
| 12 Water Play Structure | 29 Rock Structures |
| 13 Deck Water Sprays | 30 Putt-putt |
| 14 Family Slide | 31 Future Parking |
| 15 ADA Ramp | |
| 16 Existing Slide | |
| 17 Tube Slide | |

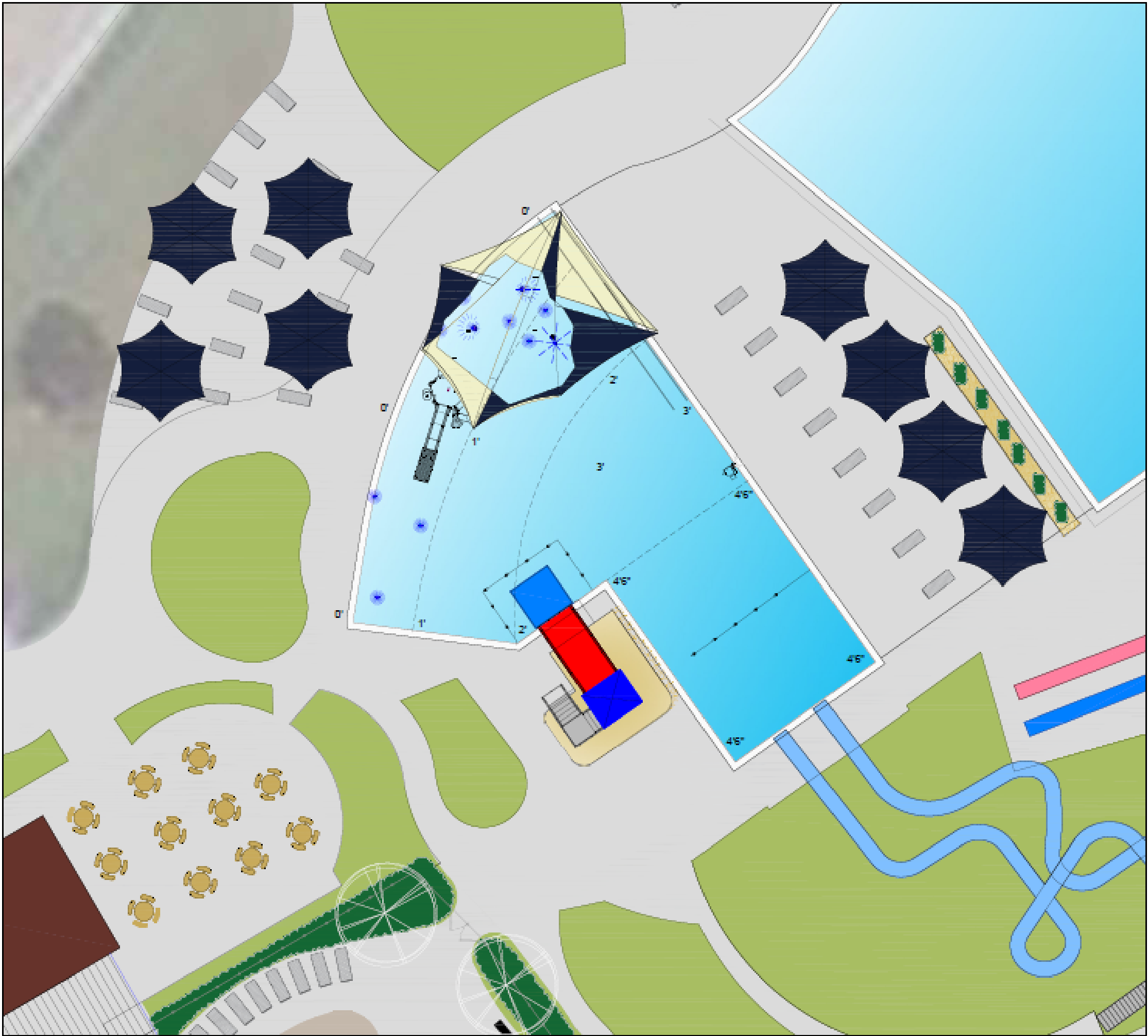
0 12' 24' 48' 96'
1/32" = 1'-0"

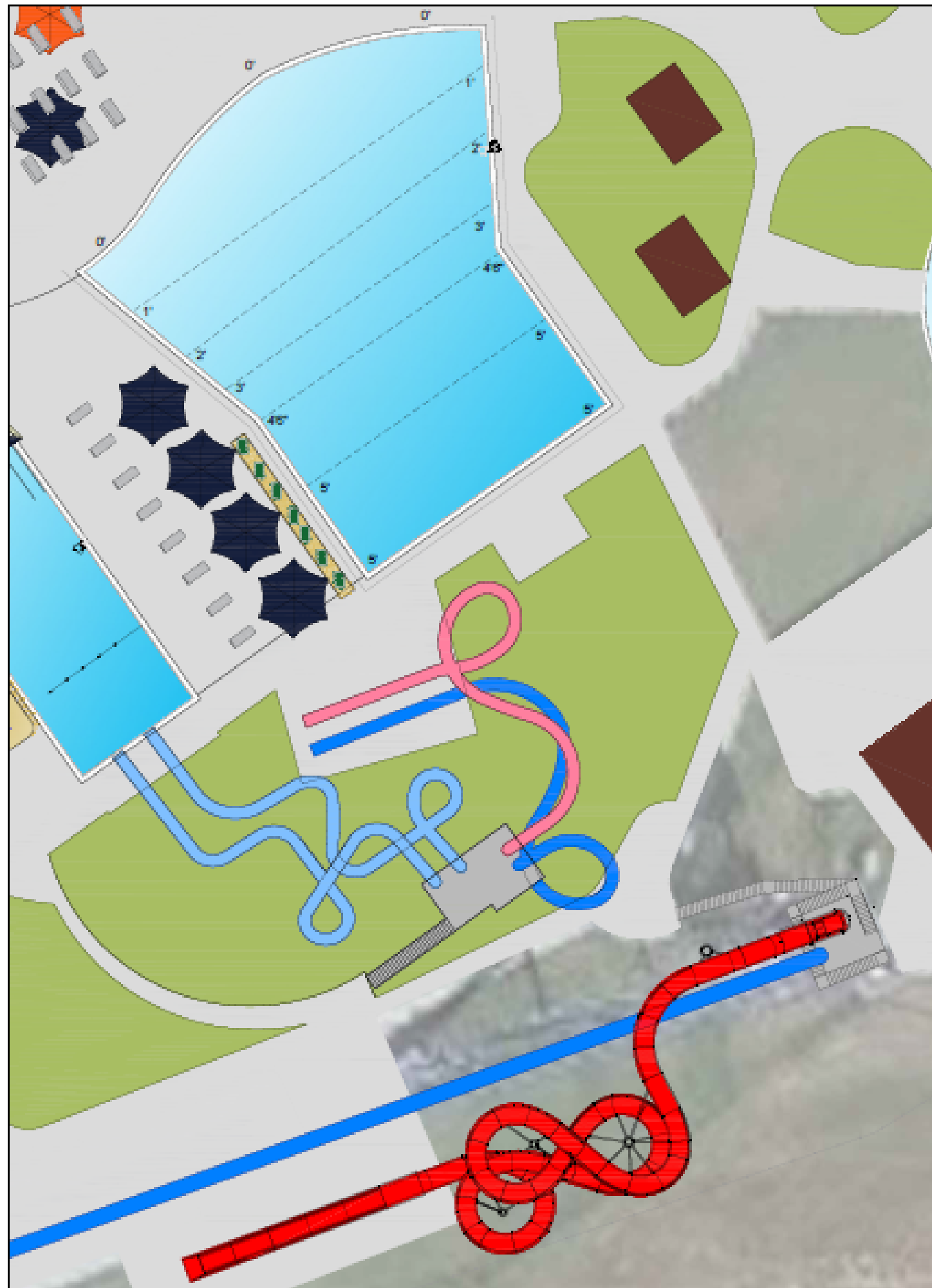


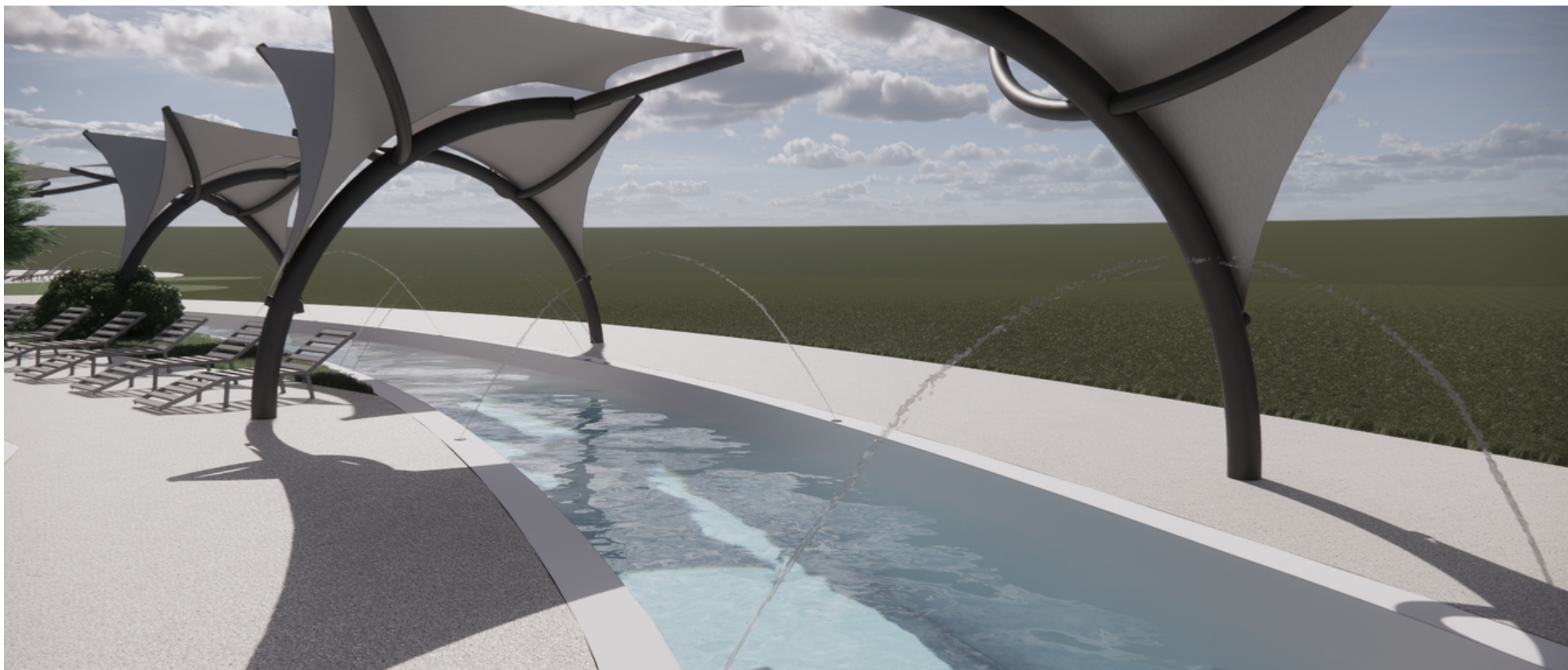
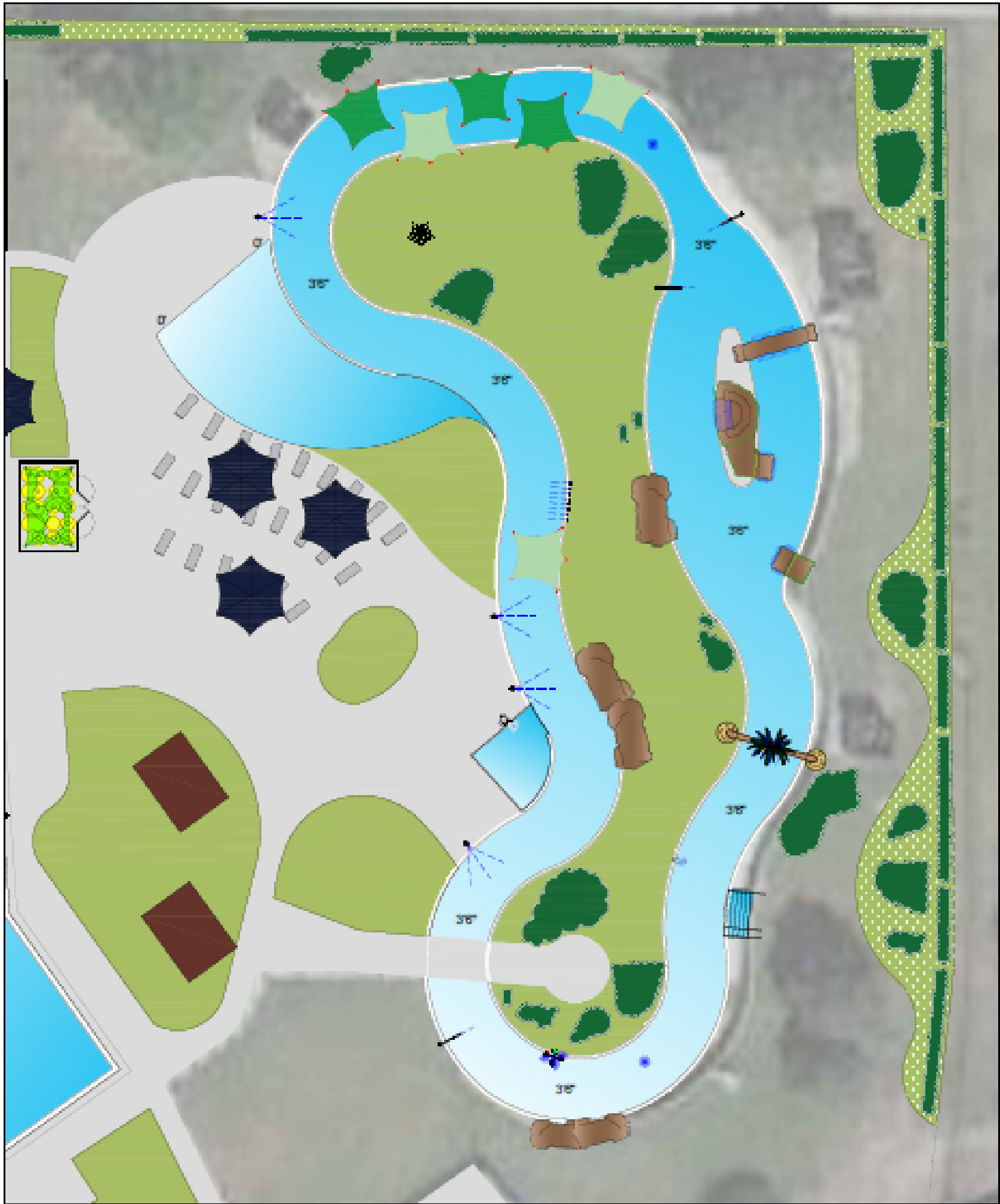
waters edge
AQUATIC DESIGN

11205 W. 79th St.
Lenexa, KS 66214
t. 913.438.4338
www.WeDesignPools.com

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Enhanced & Significant



Magnitude of Cost:
\$12 - \$17.5 Million

A photograph of five children sliding down a white water slide. The children are smiling and wearing swimwear. The image is overlaid with a semi-transparent blue filter. The text "Business Plan" is centered over the middle of the image.

Business Plan

Programs

	Splash Pad	Kids Pool	Wave Pool	Lazy River	Lap Pool
Splash Pad Hours	✓	--	--	--	--
Open Swim	✓	✓	✓	✓	✓
Baby & Toddler Swim	✓	✓	--	--	--
Swim Lessons	--	✓	✓	--	✓
Dive Lessons	--	--	--	--	✓
Aqua Fitness	--	--	--	✓	✓
Water Walking	--	--	✓	--	✓
Lap Swimming	--	--	--	--	✓
Swim Team	--	--	--	--	✓
Rentals & Pool Parties	✓	✓	✓	✓	✓
Sunbathing (adult-hours)	--	--	--	--	✓

Schedule

General Pool Schedule												
	9 AM	9:30 AM	10 AM	10:30 AM	11 AM	11:30 AM	12 - 5:30 PM	5:30 PM	6 PM	6:30 PM	7 PM	7 - 9 p.m.
Splashpad		Open (not to pool - <i>option to open to pool w/ paid adm. .</i>)					Open (to pool)					Open (not to pool)
Kids Pool		Toddler Swim					Open Swim					Rentals
Lazy River	Aqua Fitness/Water Walking						Open Swim					
Wave Pool	Swim Lessons						Open Swim					
Lap Pool	Fitness & Swim Lessons		Lessons	Lessons/Lap Swimming			Open Swim	Fitness & Lap Swim (alt. days)/Swim Lessons		Lessons/Lap Swim. (1-2 lanes)		

Fees

Season Passes	
Child (4 & Under)	Free
Individual	\$100
Senior (55+ years)	\$90
Military	\$90
Family	\$220
Family (1 adult)	\$190
Childcare Provider	\$50

Daily Passes	
Child (4 & Under)	Free
Individual	\$9
Senior (55+ years)	\$8
Military	\$8
Group (2 adults, up to 4 children)	\$36
10-Punch Pass	\$64

Fees

Programs	
Rentals (During Hours)	
Shelter Rental (per hour)	\$15
Shelter Rental - Peak Time (per hour)	\$25
Pool Party (2 hrs, 10 children)	\$290
Pool Party - Peak Time (2 hrs, 10 children)	\$315
Rentals (Before/After Hours)	
Lap Pool (per hour)	\$60
Full Facility (2-hours)	\$1,200
Kids Pool, Splashpad, Waterslides, Wave Pool, Lazy River (2-hours)	\$1,050
Kids Pool, Splashpad, Waterslides (2-hours)	\$650
Activities	
Swim Lessons - Weekday (8, 30-min classes)	\$36
Swim Lessons - Saturday (4, 45-min classes)	\$27
Private Swim Lessons (per 1/2 hour)	\$15
Aqua Fitness - Weekday (50-min)	\$36
Aqua Fitness - Saturday (50-min)	\$24
Aqua Fitness - Drop-In	\$8
Lap Swimming (before open swim)	\$3
Water Walking (before open swim)	\$3
Toddler Swim (before open swim)	\$3
Other Programs (Jr. Lifeguard, Dog Swim, etc.)	Varies
Other	
Tubes (single)	Free
Tubes (double)	Free
Lockers	Free
Misc: goggles, sunscreen, swim diapers, etc.	Varies

Projected Performance

Revenue:	\$450,000 - \$620,000
Expenditures:	\$520,000 - \$670,000
Cost Recovery:	80% - 100+%
Attendance:	80,000 - 100,000 annually



Recommendations



Make improvements to continue to operate for the next 20 years.



Increase interest and participation by enhancing the facility with new and updated features.



Use the business plan or variation of it to maximize use and cost recovery potential

An aerial photograph of a water park slide, overlaid with a dark blue semi-transparent filter. The slide is a wide, winding channel of water with a large, rocky waterfall on the left side. Several people are seen riding inflatable tubes down the slide. The water is splashing, and the surrounding area includes a paved walkway and some landscaping. The text "Thank You." is centered in the middle of the image in a white, sans-serif font.

Thank You.

1. Project Introduction

Background

The purpose of the Facility Evaluation and Master Plan is to understand current operating conditions, develop opportunities that will serve the community into the future, and develop options that will increase cost recovery through increasing operational efficiency and maximizing participation at Island Oasis Water Park.

The City of Grand Island offers one water park, one pool, three wading pools, and one splashpads. This study focuses on Island Oasis Water Park.

Island Oasis Water Park was built in three phases, in 1992, 1997, and 2002. The pool includes:

- Main pool with zero-depth, kids' area, two water walks, wave generator/pool, and six, 50-meter lap lanes.
- Lazy river (1997)
- Two open body slides
- Two enclosed body slides with runouts
- Two speed slides with runouts (2002)
- Sand play areas
- Shelters
- Bathhouse, concession area, and filter building

Island Oasis Water Park



At it's opening, Island Oasis Water Park was one of the first, water park in Nebraska. Providing modern amenities, space to swim, and overall attractive grounds, the facility was well attended and admired. In the early 2000's annual attendance was near 120,000 and was met with great success. This success brought with it additional features and master plans for future development. Over time, and over the last 10 years, Island Oasis Water Park has experienced lower attendance and cost recovery. In this time cost recovery has ranged from

108% to 56%, with an average of 80%. From 2016 – 2021 cost recovery ranged from 56% - 74%. It is of note that COVID-19 kept the pool closed in 2020. This level of cost recovery is lower than expected.

The aging facility is experiencing ongoing and increasing maintenance challenges. The pool is operating in a capacity that is expected for the character and age of the facility, and strong efforts are being made to continue the successful operation of Island Oasis Water Park. In the near future, significant repair and improvement will need to be made to the pool to keep it in operation.

Another challenge that the facility faces is staffing and having enough lifeguards to safely operate. This challenge is not unique to Grand Island and is common across the United States; however, it is a situation that directly impacts Island Oasis Water Park and the city as a whole. Decisions on improvements should consider the number of lifeguards needed to safely operate the feature.

Objectives and Scope of Work

The Facility Evaluation and Master Plan was conducted to explore options to meet current and future outdoor aquatic needs at Island Oasis Water Park, and to be used as a guide for future decision-making regarding improvements. Additionally, an analysis was conducted on management, operating, and programmatic opportunities, and recommendations were provided for operations via a business plan.

The primary objective of the study is to provide options for updates and improvements to the facility to keep it operational, while also meeting the needs of the community, increasing interest and participation, and improving operational and financial sustainability. Specific objectives include:

- Evaluate existing facility
- Evaluate contributing factors, such as local demographics, competition, trends, staffing limitations, opportunities, etc.
- Provide recommendations for updating the facility to meet the community's future needs and improving operational and financial sustainability
- Development facility development plan

The Scope of Work for the study includes:

- Existing facility assessment
- Market and demographic analysis
- Aquatic trends
- Public input
- Facility programming/planning
- Concept development and costs
- Operating projections
- Final report

Executive Summary

The physical condition is typical for a facility of its age, with areas of the facility being in good and fair condition, including the bathhouse and main pool basin structure. Other areas of the facility are worn and in need of attention, including mechanical and filtration systems.

A generalized summary of Island Oasis Water Park includes:

- Main pool basin is in good structural condition
- Lazy river basin is in fair structural condition, but does have shrinkage cracks and appears to have new signs of potential new stress cracks
- Aged and dated pool and deck features
- Water slides that are wearing, have been restored/reconditioned
- Filters that are near their end of expected life
- Pool decks are in fair condition, with some areas that show signs of settling
- Chemicals not sufficiently shaded or covered from sunlight
- Bathhouse and mechanical building in good structural condition

If the lifespan of this facility is to be extended another 20 years or more, we would recommend replacement, repair, or modification of the following major components:

- Replace the original filters, with a priority on the main pool filter
- Replace original pumps
- Replace aged valves, flow meters, pressure gauges, and seals
- Repairing cracks in the lazy river, sealing the concrete, and painting
- Repair portions of the pool deck

- Add ADA chair lifts to each pool (the main pool needs two methods of entry)
- Replace expired main drain grates to meet VGB requirements
- Replace wood handrails on the speed slide tower with metal
- Conduct a structural analysis on the speed slide tower
- Install emergency stop buttons for the waterslides
- Remove the sand play area

Our Opinion of Cost to perform improvements and extend the life by another 20 plus years is approximately \$2.4 million - \$2.9 million. These improvements include, but are not limited to, replacing filters and pumps, repairing cracks and painting the lazy river basin, adding ADA accessible methods of entry, and repairs throughout the facility. A detailed breakdown of improvement options and costs can be found at the end of this report in the Appendix.

While the facility is in overall good condition, enhancements could be considered to rejuvenate the experience and increase participation/attendance. The enhancements could range from lower cost items, such as additional shade, to larger regional draws. Popular enhancements could include:

- Comprehensive splash pad
- Interactive youth play structure
- New toddler features (e.g., slide and sprays)
- Deep water
- Active features (e.g., climbing wall, diving boards, etc.)
- Additional/replacement water slides
- Separation of the wave pool from the toddler or youth area
- More shade structures and leisure areas
- Enhance parking and entrance spaces