



2021 SEASON IN REVIEW

MEET THE TEAM



Bryan Crowe
CEO, Destination El Paso



Joshua Martinez
Interim General Manager, El Paso Water Parks



Pavlova Sheffield
Site Manager



Daniel Arzipe
Site Manager



Jordan Yongue
Site Manager



Corey Black
Site Manager

WHAT WE OFFER



- **AFFORDABILITY**
 - General Admission: \$6 to \$12/person
 - Season Pass: \$49/person, any park
 - Food & Beverage: Affordable variety
- **QUALITY**
 - Attractions: 12 slides, 1 Surf Simulator, 4 Toddler Areas, 4 rivers, 4 lap pools
 - Cabanas: Private seating areas for rent
 - Branding: Inclusive theming
- **COMMUNITY RECREATION**
 - Offering attractions to different communities throughout El Paso

ATTENDANCE & REVENUE

EL PASO
WATER PARKS



OVERVIEW



El Paso Water Parks opened in 2021 and each park rolled out on separate timeline, creating a partial inaugural season.

PARTIAL SEASON: MEMORIAL DAY – END OF SEPTEMBER

98,158

TOTAL PARK ATTENDANCE

\$1,618,379

TOTAL REVENUE

3,172

TOTAL SEASON PASSES SOLD

\$2,953,799

TOTAL EXPENSES

CAMP COHEN

Located at the foothills of the majestic Franklin Mountains in Northeast El Paso, Camp Cohen is your base camp for an adrenaline packed sporty adventure.



May 29

GRAND OPENING

98

DAYS OF OPERATION

41,525

PARK ATTENDANCE

1,503

SEASON PASSES SOLD

\$724,202

REVENUE GENERATED YTD

OASIS

Located at Eastside Regional Park, El Paso's newest and largest park, the Oasis is your summer retreat for family fun and water park staycation.



June 6

GRAND OPENING

85

DAYS OF OPERATION

29,511

PARK ATTENDANCE

1,321

SEASON PASSES SOLD

\$491,959

REVENUE GENERATED YTD

LOST KINGDOM

Immerse yourself in the ancient ruins of the lost Mayan Kingdom. This Mayan getaway will fuel the imagination while offering exhilaration and rejuvenation for visitors.



June 20

GRAND OPENING

66

DAYS OF OPERATION

12,305

PARK ATTENDANCE

215

SEASON PASSES SOLD

\$166,359

REVENUE GENERATED YTD

CHAPOTEO

Designed with brilliant colors and festive designs, guests are instantly immersed in a dynamic space filled with light, music, and celebration.



June 30

GRAND OPENING

57

DAYS OF OPERATION

14,844

PARK ATTENDANCE

202

SEASON PASSES SOLD

\$235,859

REVENUE GENERATED YTD

PREPARING TO OPEN

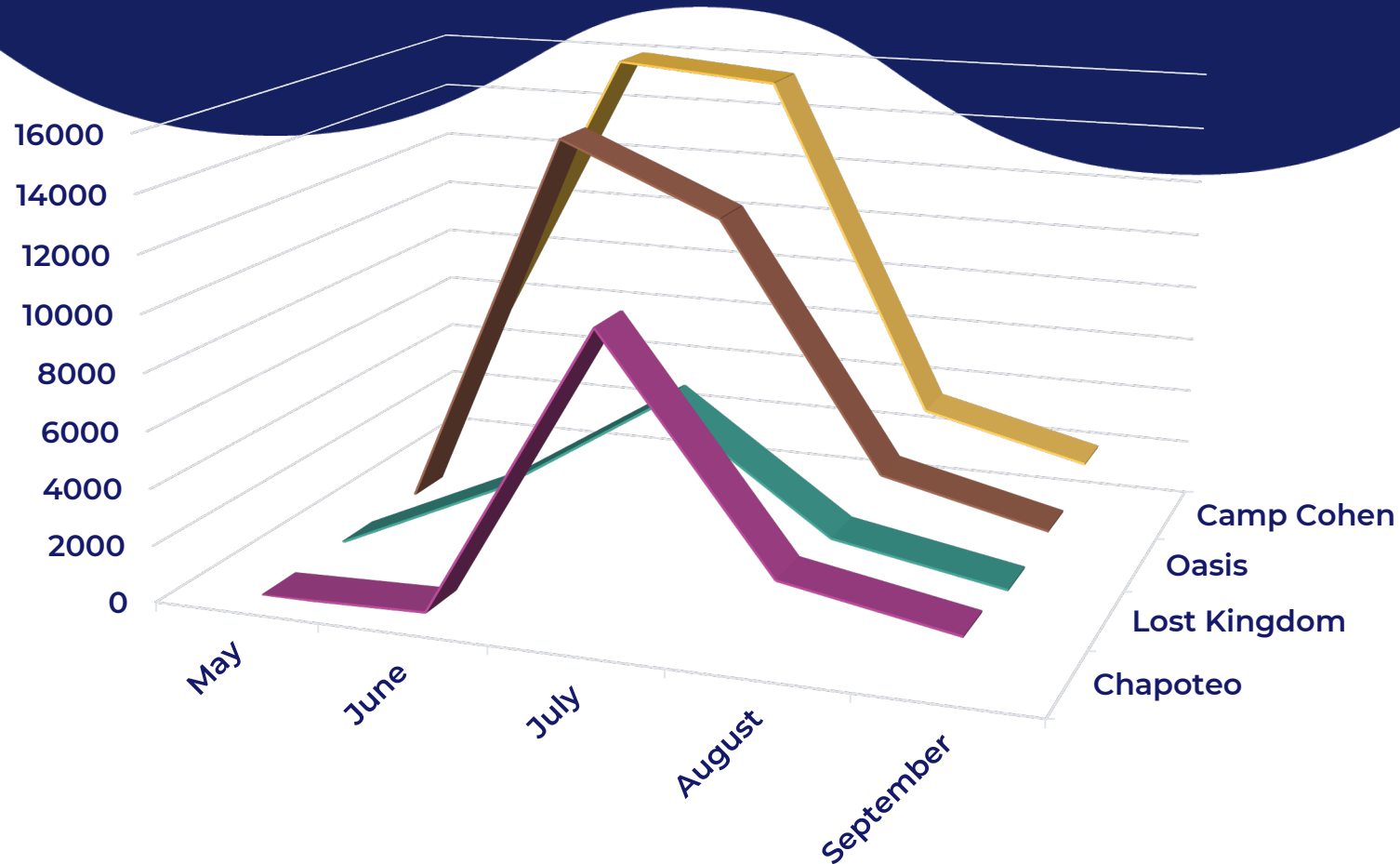
 **300+**
EMPLOYEES HIRED

We accomplished a significant amount of work prior to the parks opening including, but not limited to:

- Construction
- Human Resources
- Operational Processes
- Point of Sale Installation
- Service Training
- Safety Training

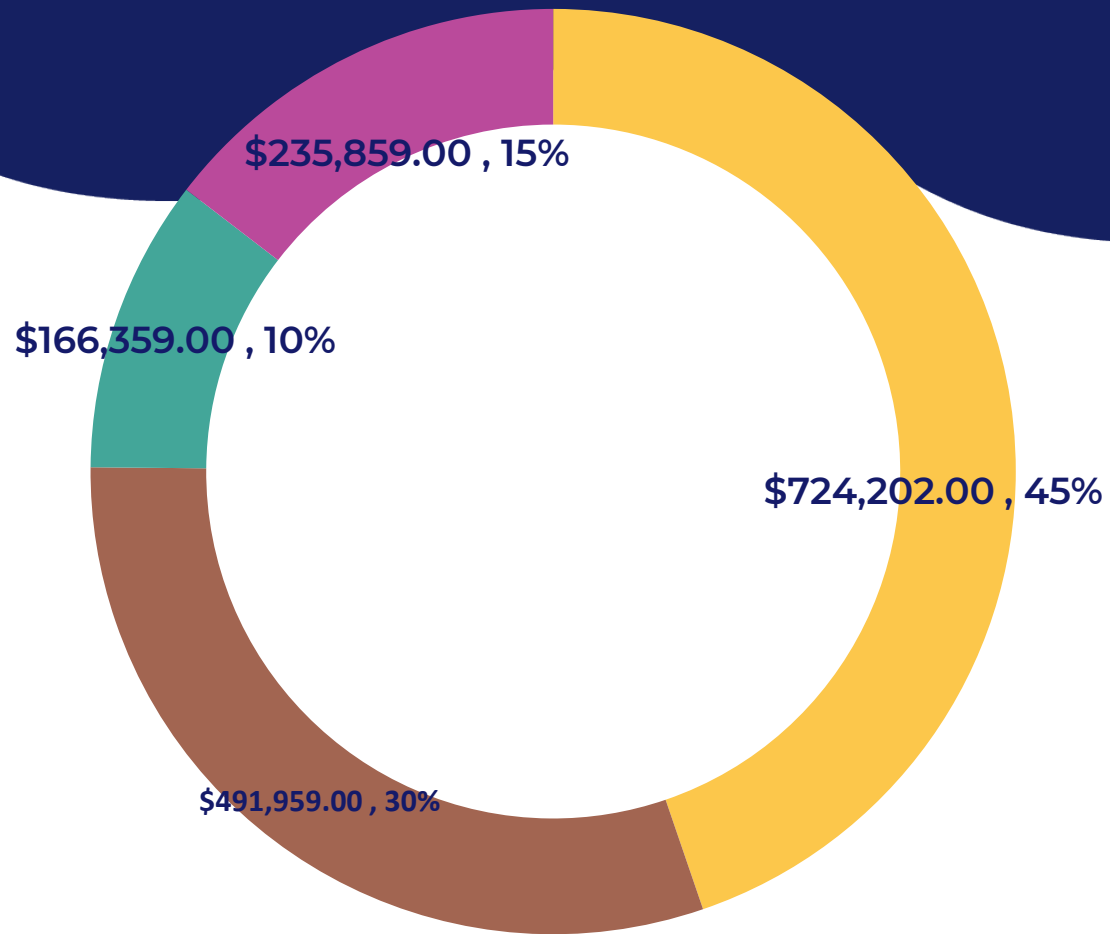


SEASON ATTENDANCE



As El Paso Water Parks opened, we saw a steady increase over the summer months in attendance, with the peak being June/early July.

SEASON REVENUE



Camp Cohen generated the most revenue, with the earliest scheduled opening in May.

■ Camp Cohen ■ Oasis ■ Lost Kingdom ■ Chapoteo

MARKETING & ADVERTISING

ELPASO
WATER PARKS



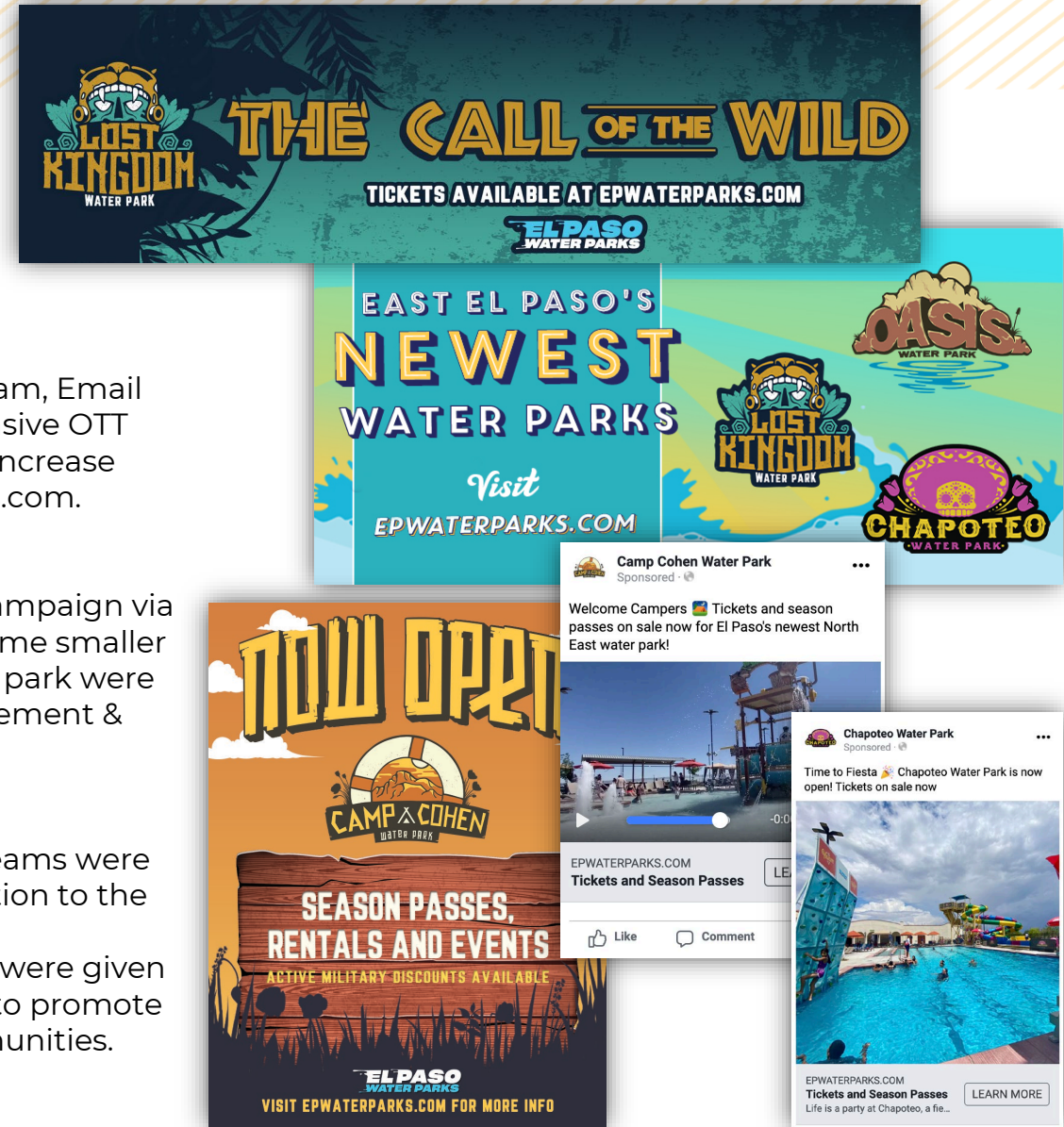
Marketing & Advertising

Destination El Paso used a mix of traditional & non-traditional marketing & advertising tactics to make a splash into the community.

- **OUTDOOR**
 - Using a series of static & digital boards throughout El Paso, each park was announced to their respective areas.
- **RADIO**
 - Radio was a highly customizable outlet, allowing us to change the messaging from hiring, to opening for each park, for summer close-out and more.
- **PRINT**
 - Though we kept the print budget small, we used print in publications on Ft. Bliss to welcome families to Camp Cohen.
- **DIGITAL MEDIA**
 - Geofencing, Weather Cam, Email Marketing and an extensive OTT schedule were used to increase visitors to epwaterparks.com.
- **PAID SOCIAL**
 - An extensive follower campaign via paid social, as well as some smaller ads for opening of each park were used to increase engagement & build followership.
- **MISCELLANEOUS**
 - Event booths & street teams were used to deliver information to the community.
 - District representatives were given complimentary tickets to promote the parks in their communities.

\$113,000

TOTAL ESTIMATED MARKETING EXPENSES



PROVEN RESULTS AT A GLANCE

33,510

TOTAL FOLLOWERS

43,935

LINK CLICKS

50,000

CIRCULATED PRINT COPIES

7,613,181

IMPRESSIONS

16,631

NEWSLETTER SUBSCRIBERS REACHED

4

PRESS EVENTS

267,555

ENGAGEMENTS

233,000

WEBSITE PAGE VIEWS

44

NON-PAID NEWS STORIES



AWARDS & RECOGNITION

ELPASO
WATER PARKS





ELLIS & ASSOCIATES

COMPREHENSIVE SAFETY SOLUTIONS

International Safety Awards are presented only to E&A's most elite clients. Presented in three levels - Silver, Gold, and Platinum - only the top 14% of E&A clients in the world receive a Platinum International Aquatic Safety Award each year!



PLATINUM

CAMP COHEN HAS EXCEEDED EXPECTATIONS AND IS IN THE RUNNING TO WIN A PLATINUM AWARD



GOLD

LOST KINGDOM, OASIS AND CHAPOTEO HAVE MET EXPECTATIONS AND ARE IN THE RUNNING FOR A GOLD AWARD

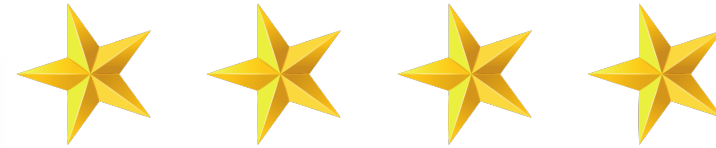
GOLDEN GUARD



JESSICA JIMENEZ




ISAAC PENA



This coveted achievement is reserved for those lifeguards observed performing their typical job duties, during unannounced safety audits, while exhibiting behaviors that surpass the expectations of all safety standards in areas such as swimmer surveillance, professionalism and vigilance.

This elite status is achieved by only 1% of all lifeguards evaluated at E&A client facilities as part of their Comprehensive Aquatic Risk Management Program.

REVIEWS

 **Debbie Arreola** recommends **Oasis Water Park**.
September 7 at 10:21 AM · 🌐

First off I would like to say Thank you for the staff...extremely attentive as we walked in...lifeguards were spread around the park doing a fantastic job....The food court service was excellent...funnel cake..was yummy 😊 yummo...as well as the hamburger and chicken combo...it was worth the forever drive..coming from Las Cruces NM..but so worth ittttt!!!! Gracias...for our Family adventure!!!! La Familia Arreola!!

 Like

 Comment

 Share



Comment as Oasis Water Park

Press Enter to post.



Quenna Brown recommends **Chapoteo Water Park**.
August 20 at 7:25 PM · 🌐

Awesome water park, lots of fun especially for the children

 Chapoteo Water Park

 Like

 Comment

 Share

Comment as Chapoteo Water Park

Press Enter to post.



Amelia Gavilanes recommends **Chapoteo Water Park**.
September 6 at 4:29 PM · 🌐

Safety and customer satisfaction was one thing I noticed. Had a great time!

 Chapoteo Water Park

 Like

 Comment

 Share



Comment as Chapoteo Water Park

Press Enter to post.



Sylvia Patino recommends **Camp Cohen Water Park**.
August 28 at 2:36 PM · 🌐

Awesome service and staff! We will return! Highly recommend & clean!! Most... on point safety!

1 Comment

 Like

 Comment

 Share

2022 SEASON GOALS

ELPASO
WATER PARKS



2022 PROJECTED OVERVIEW

El Paso Water Parks is projecting an increase in revenue based on our strategic goal setting for 2022.



\$2,338,000

2022 Projected Revenue

44% INCREASE OVER ACTUAL PY

\$5,732,546

2022 Projected Expenses

- Attendance
 - 2022 Projected: 150,000
- Group Event/Sales
 - 2022 Projected: \$433,000
- Season Passes
 - 2022 Projected: 6100

2022 GOALS

- **TRAINING**
 - Hiring, Training & Onboarding 500+ local citizens in life safety training and customer service.
- **RECREATION**
 - Provide an affordable, high quality & exclusive recreation facilities for citizens.
- **EVENTS**
 - Implement events and specials for residents of El Paso.
- **QUALITY OF LIFE**
 - Increase the quality of life for residents through exercise and aquatic programs.
- **FUTURE WORKFORCE**
 - Build teamwork and job skills for our student and adult team members to use in the future workforce.
- **MARKETING**
 - Keep El Paso Water Parks top of mind through community outreach, new outdoor advertising, & strong digital & social marketing.



HOW DO WE ACCOMPLISH THESE GOALS?

- **MANAGEMENT:** Full time management team involved in community outreach to promote El Paso Waterparks.
- **SCHOOL INVOLVEMENT:** Staff involved in area schools through fundraisers and give-back programs.
- **TARGETED PRICING:** Create exclusive pricing specials within the park and additional specials and offers.
- **TRAINING & BUILDING:** Conducting premium safety and service trainings at all four locations as well as creating training reinforcements throughout the summer with mirrored standards.



STRENGTHENING OUR TEAM

As we move into 2022, we plan on hiring team members to help meet our goals and enhance our already strong team spirit.

500 EMPLOYEES EXPECTED TO BE HIRED

GROUP & PRIVATE EVENT SALES MANAGER

- The Group & Private Event Sales Manager for El Paso Water Parks will be an advocate for the parks, showcasing all the incredible perks of booking & hosting private events inside the park.
- This person will foster relationships with large organizations, companies, and private networks for park rental.
- This Manager, in tandem with the Marketing department, will work on materials to present to prospective clients and private parties.
- This Manager will increase park revenue by booking private parties, small to large.



2022 PROGRAMMING

SPECIALS, EVENTS & MORE

OPENING

El Paso Water Parks is opening with a tentative date of May 7

PRIDE NIGHT

Night-time event to celebrate LGBTQ+ community

CHAMPIONS DAY

Special Discounted Date for Children and Adults with Special Needs

SENIORS DAY

Special Discounted Date for community members and residents aged 65+.

CLOSING

El Paso Water Parks tentative closing is Labor Day 2022

THANK YOU WEEKEND

Special Discounted Tickets for First Responders

TWO TIMES TUESDAYS

Season Passholders can bring-a-buddy each Tuesday

BACK TO SCHOOL BASH

Special Discounted Date for all Educational and Support Staff

FOURTH OF JULY FIREWORKS

Fireworks show hosted at Camp Cohen for 4th of July celebration

2022 MARKETING GOALS

Advertising & Marketing for El Paso Water Parks plans to branch out in 2022, including new forms of out-of-home marketing, video production, community outreach & more!

- **OUTDOOR**
 - Implementing Airport activation to promote area parks.
 - Long-term digital billboard campaign for events & specials.
 - Advertising through City TV, digital screens, and TVs throughout community gathering spaces.
- **RADIO**
 - Expand our radio reach to include Las Cruces area. Include more promotional campaigns & giveaways for special days & events.
- **PRINT**
 - Now that the Juarez border is open, we'll look at utilizing English & Spanish publications that welcome those traveling to El Paso to visit the parks. Online publication partners will be sought out.
- **DIGITAL MEDIA**
 - Increasing our digital platform by expanding our geofencing targets and OTT campaign.
 - Create an extensive campaign featuring sales & private events.
- **PAID SOCIAL**
 - Events, promotions and special discounts will be highlighted on social.
 - Private Events & Birthday Parties will be part of our paid social outreach.
 - Expanded campaign optimized for website visitation.
- **COMMUNITY OUTREACH**
 - District representatives will be given complimentary tickets to promote the parks in their communities.
 - Special press & VIP preview parties will be used to garner coverage pre-opening.
 - Relationships will be nurtured for advertising & sales outreach (Girl/Boy Scouts, School Districts, etc.)
 - Look at potential community partnerships with local businesses.
- **MISCELLANEOUS**
 - Increase our visibility in the community through event booths (WinterFest, Fan Fiesta, etc.), strategic placement in City entities (Zoo, Parks, etc.) and through our local visitors' centers.
 - Work with local production group to create 1 min, :30 and :15 sec ads for TV, OTT, and Digital circulation.



EL PASO WATER PARKS

epwaterparks.com

