



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

**CM/ DCM/ ACM:** Bryan Langley

**DATE:** October 17, 2017

### **SUBJECT**

#### **..Title**

Receive a report, hold a discussion, and give staff direction regarding the Water Works Park wave pool and concession stand project and preliminary end of season attendance figures and financial results.

#### **..Body**

### **BACKGROUND**

Voters approved the construction of a new wave pool and concession stand at Water Works Park as part of the 2014 CIP Bond election. This is the first addition to Water Works Park since its opening in 2003. On September 20, 2016 City Council approved an adjusted Fee Schedule for FY 2016-17 based on the addition of the wave pool and concession stand amenities at Water Works Park. On November 8, 2016 Council approved an ordinance awarding the contract for construction to Schmoldt Construction, Inc.

The scheduled opening of the wave pool on Memorial Day weekend was delayed until July 8, 2017. The wave pool operated for a total of 46 days. Construction on the concession stand continued through the summer 2017 season. Staff is working with Facilities Maintenance and Schmoldt Construction on finalizing the punch list with an expected completion in October 2017.

Council approved a request on May 2, 2017, to maintain the prior year fee structure for daily admissions and preseason prices reflecting a partial season of the new amenity. The new fee structure was implemented on July 10.

### **FISCAL INFORMATION**

- The July opening resulted in savings estimated at \$432,937 from reduced expenditures in temporary seasonal staffing, chemicals, concession costs, and utilities.
- The delay of the wave pool and deferred opening of the concession stand is estimated to reduce revenue by \$446,886 from original projections. Additionally, Water Park operations decreased from 89 days to 86 days due to a change in Denton's school district calendar. Revised Water Park revenue estimates presented to council on April 25, 2017, showed a deficit of \$128,947. Year-end estimates in expenditures and revenues are now expected to produce a net profit of \$34,808.
- Projections were based on an attendance of 90,000 for an 89 day season. Actual attendance was 77,371 over 86 days. The late opening of the wave pool and weather conditions attributed to the lower than projected attendance. Overall, attendance increased by approximately 4,600 over last season. During wave pool operations, attendance increased by an average of 88 patrons per day compared to the same time frame in the previous season.

	2016-17	2016-17
<b>REVENUE</b>	<b>BUDGET</b>	<b>ESTIMATE</b>
WP RENTALS	111,817	82,154
WP ADMISSIONS	1,134,306	732,551
WP GIFT SHOP	13,500	13,202
WP CONCESSIONS	159,127	136,752
WP VENDING (SNOW CONES)	-	4,708
WP LOCKERS	9,900	8,290
WP CITY AQUATUCS REVENUE (PROGRAMS)	26,000	30,107
<b>TOTAL REVENUE</b>	<b>\$1,454,650</b>	<b>\$1,007,764</b>
	2016-17	2016-17
<b>EXPENDITURES</b>	<b>BUDGET</b>	<b>ESTIMATE</b>
Personal Services	789,339	559,017
Materials & Supplies	274,845	175,949
Maintenance & Repair	105,712	77,500
Insurance	15,858	5,212
Miscellaneous	-	-
Operations	209,889	145,028
Transfers	10,250	10,250
<b>TOTAL EXPENDITURES</b>	<b>\$1,405,893</b>	<b>\$972,956</b>
<b>NET PROFIT/(LOSS)</b>		<b>\$34,808</b>

## **STRATEGIC PLAN RELATIONSHIP**

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

**Related Key Focus Area:** Safe, Liveable & Family-Friendly Community  
**Related Goal:** 4.4 Provide and support outstanding leisure, cultural, and educational opportunities

## **EXHIBITS**

1. Agenda Information Sheet
2. Presentation

Respectfully submitted:  
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