

**NO
MONEY?**

**NO
Problem!**

**Low Cost and No Cost Ways to
Keep Your Park Relevant
in a Down Economy**



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Facility Analysis: 4 Main Points

The LOOK of the Park

The OPERATION of the Park

The CLEANLINESS of the Park

The FRIENDLINESS of the Park

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Facility Analysis, Cont'd

- Conduct a thorough walkthrough
 - Be on the lookout!
 - What's old, What's new?
- What looks like the 80's and 90's and 00's?
 - What needs new paint?
- What signs need replacing or redesigning?
 - What plants look ugly, or are dying?
 - What can be re-themed?
 - Is there white space?
 - Do you have enough tables?
 - Do you have enough shade?

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Facility Analysis, Cont'd

- How clean is the park (trash, debris, stains)?
 - How clean are the restrooms?
- How long do guests wait in the admission line?
- How long do guests wait in the concession line?
 - Are the park staff friendly?
 - Do park staff make guests feel special?
 - Do you have music playing?
- Do you survey guests for their input/feedback?
- Does the park have bright colors and signage?
 - Does the park have any "drive-up appeal"?
- Is the waterpark's brand easily seen and identified?

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Facility Analysis, Cont'd

- Does your park have an online web presence?
- What are your guests' first impressions of your facility?
 - Does your park need a new logo?
 - Does your park have a "WOW" factor?
- Does your park stack up against other parks in the area?
 - Is your park legit?!
- Have you researched what the standard is for a park your size?
 - What do people say about your park online?
(Google, Yelp, Facebook, Twitter, etc.)

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Other Factors to consider:

- Start making your list!
- Be Patient! You can't do it all at once.
 - What is your timeline?
 - What is your end goal?
- Where are you going to get the money?
 - Start dropping hints ASAP!

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The Look of the Park

Kramer's apartment porch renovation



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The Look of the Park

Drive-Up Appeal



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The Look of the Park

Drive-Up Appeal, Cont'd



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The Look of the Park



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The Look of the Park

Inside the Park Graphics, Signage and Theming



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Bob Makinson Aquatic Center, Kissimmee, Florida



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The Look of the Park

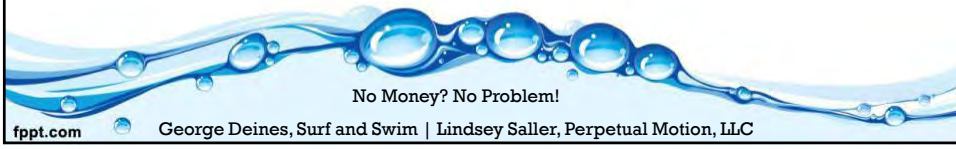


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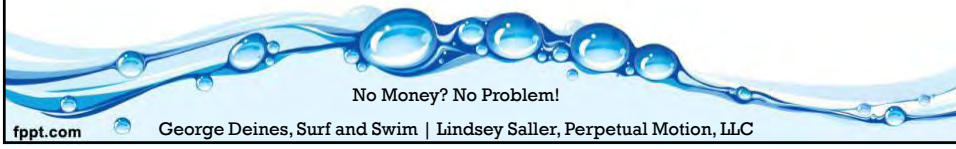


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The Look of the Park



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The Look of the Park

GENERAL ADMISSION		HOURS		GENERAL ADMISSION	
60 AND UP	6.00	AT-THURS	11-7 PM	60 AND UP	6.00
59 AND UNDER	5.00	FRIDAY	11-9 PM	59 AND UNDER	5.00
2 AND UNDER ARE FREE		AFTER 5PMSES		2 AND UNDER ARE FREE	
UPON BOOK		\$2 OFF		COUPON BOOKS	
PERSONS		ADULT	10+\$40	ADULT 10+\$40	
ENTERING PARK		CHILD	10+\$30	CHILD	10+\$30
MUST PAY		GROUP RATES		ALL PERSONS	
BIG SOUIRT \$5		25-99	50% OFF	ENTERING PARK	MUST PAY
LIFE VESTS AVAILABLE		100 & UP	\$1.00 OFF	GROUP RATES	
				25-99	50% OFF
				100 & UP	100% OFF
				LIFE VESTS AVAILABLE	



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The Look of the Park:

Using Your Existing Resources Wisely

Contracting for services is not always the answer!

The answer is always "NO" until you ask.

Are there any organizations with philanthropies in your area?



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The Look of the Park:

Using Your Existing Resources Wisely



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The Look of the Park:

Using Your Existing Resources Wisely



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The Operation of the Park

Surveys

What do surveys bring to the table?

Feedback – hopefully positive and honest

Offer a coupon good for a return visit

Feedback + Return Visit = Success!

Have surveys turned in at your retail shop – exposure to retail

Surveys give you ammo for getting what you need and want!

What questions do you ask?

SURF and SWIM

Guest Satisfaction Survey

- On a scale of 1 to 10 (10 being the highest), please rate your experience today:
1 2 3 4 5 6 7 8 9 10
- On a scale of 1 to 10 (10 being the highest), please rate the cleanliness of Surf and Swim:
1 2 3 4 5 6 7 8 9 10
- On a scale of 1 to 10 (10 being the highest), please rate the courtesy of our staff:
1 2 3 4 5 6 7 8 9 10
- On a scale of 1 to 10 (10 being the highest), please rate the quality of food at the Chill & Grill:
1 2 3 4 5 6 7 8 9 10
- Did you find Surf and Swim's admission pricing:
Inexpensive Reasonable Expensive
- Did you find Chill & Grill's concession pricing:
Inexpensive Reasonable Expensive
- How many hours did you stay today?
0 - 2 hrs 2 - 4 hrs 4+ hrs
- How many people are in your group today?
1 2 3 4 5 6 7 8 9 10
- What is your Zip Code? _____
- Do you have any comments or suggestions on how to improve your experience at Surf and Swim?

Please return this survey to the Surf Shop for a free 2-for-1 Pass.



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The Operation of the Park

Music



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The Operation of the Park

Does your park need a new look?

Retool, Re-think, Re-brand



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The Operation of the Park

Branding – Logo Development

What does your logo say about your park?

Does your logo scream waterpark and FUN?

Is it time for a new logo?

Is it time for a re-design?

Is it time for a tagline?



SURF AND SWIM

SURF AND SWIM

Garland, Texas

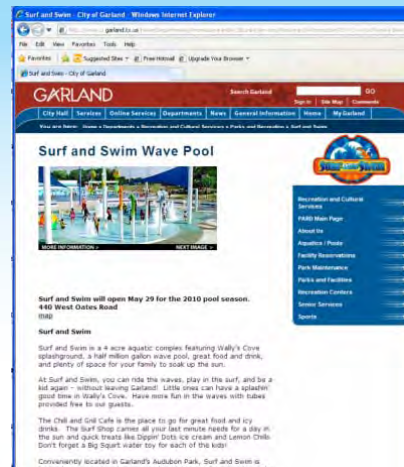
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The Operation of the Park

Online Presence – Website Development



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The Operation of the Park

Mystery Shoppers

- Un-biased observations
- Thorough reports
- Operational Analysis
- Guest Services
- Cleanliness

Mystery Shopping Evaluation: Surf and Swim

Visit: 1445846022411 Page 1 of 10

Observation	Yes	No	Overall Rating
Areas were clean and free of trash	Yes	No	5.0
Any lines were organized and moved quickly	Yes	No	5.0
Signage in this area was adequate, appropriate	Yes	No	5.0
Security personnel checked your bags	Yes	No	5.0
Security / bag checkers were courteous and friendly	Yes	No	5.0
Baggage entrance was handled efficiently & courteously	Yes	No	5.0

Summary Narrative: The furniture area was clean and free of trash. Everyone seemed to be moving through the glass fairly easily and quickly. The few employees that were at the gate were very courteous to the customers and fast moving but unless for someone.

Overall Rating: 5.0

Overall Rating Member: 5.0

Team Member's Name: CHERRY VIGOR

TIME EVALUATED: 12:00 PM

Was in uniform and neatly groomed? Yes

Handled your questions and made eye contact? Yes

Handled your needs efficiently and professionally? Yes

Trained and/or provided a pleasant closing? Yes

Guest Relationship Team Member Observation: Yes

Summary Narrative: N/A

Employee Description: Caucasian male, late 20s/early 30s, short dark hair, glasses, 5'7"

Scoring Explanation: The employee was not wearing a nametag.

Summary Narrative: The employee was very friendly and polite. He made sure to call me when being back the hotel and to have a wonderful time. He had a nice smile and his happiness was rubbing off on the customers that were waiting in line in the line.

Was restroom guidelines easy to understand? Yes

Were the restroom guidelines signs readable/understandable? Yes

Did staff quickly assist the restroom customer? Yes

If restroom were visited how long did you wait in line? 1:00

Staff member assisting restroom was friendly & helpful? Yes

Staff member answered your questions satisfactorily? Yes

Thanked you and/or provided a pleasant closing? Yes

Restroom Weather Narrative: Yes

Summary Narrative: Although I was not able to find the Guest Relations area, I did see the young man at the hotel booth about the weather today, and if they offer rain checks. He was very helpful and answered my questions satisfactorily. He thanked me for being a great day.

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Mystery Shoppers, Cont'd

Mystery Shopping Evaluation: Surf and Swim

Visit: 1445846022411 Page 2 of 10

Management	Yes	No	Overall Rating
Management was visible throughout facility	Yes	No	3
Management area easily accessible	Yes	No	3
Adequate staffing levels were seen throughout facility	Yes	No	3
Was wearing nametag?	No	Yes	2
(EMPLOYEE NAME)	See Narrative		3
(TIME EVALUATED)	11:00 AM		4
(SPECIFIC LOCATION)	Hotel and		Yes
Was well groomed? Full professional appearance	Yes	No	
Was seen interacting with guests	Yes	No	
Was helpful and attentive to staff	Yes	No	
Projected a friendly and professional attitude	Yes	No	

Management Narrative:

Employee Description: Female, Caucasian, long blonde hair, early to mid 20s, 5'5", medium build, blue eyes

Scoring Explanation: Just as with most of the employees from the day, I could not see a nametag.

Summary Narrative: As I walked through the day, I observed her interacting well with the other employees. I also observed her helping to remove bags from the front of the open gate. As I was standing in the waiting for food, she approached to go into the line of the food and station that my mother and I were standing in front of. She smiled as she walked up, and told her I was sorry we weren't to be in her way. She was very polite and said, "No problem. You're not in the way at all." She turned on her right and told us have a good day. She said she hoped I enjoyed my day there at the park.

Overall Narrative:

Scoring Explanation: Everyone was very polite and friendly. They are all very open and knowledgeable about the facility. The grounds were clean and well-maintained. There was nothing anywhere that could not look like I loved the fact that the water pool were not a continuous wave pool and we could go swimming anytime in between waves. I also loved the children's area and the fact that they bring the kids of all ages. The locker area was convenient and decently priced. The app that was in the food area was very fast and handy. The food was fast and fresh and was money well spent. I am very impressed with the overall pricing throughout the facility. The locks, locker rental, and food areas all value priced. With the economy and being a mother of five, I am very pleased that I can bring my entire family back here and not break the bank to do so. The pricing is much lower than at other parks.

Summary Narrative: I am planning on bringing all of my children and my husband back with me to the family because of this experience. The overall impression I got from this place was friendly and entertaining. I believe this facility is a great way to spend time with your family and have fun along it.

Suggestions

What 3 things could be done to improve your experience:

Summary Narrative: It would help if all employees were bilingual. There is also a need for more tables or benches to sit on.

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The Operation of the Park

Wait Times/Admission Flow



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The Cleanliness of the Park

No Square to Spare



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The Cleanliness of the Park

Park Grounds – Implement a plan of action!
How are you going to keep them clean?
How often do staff check for trash in the park?
How can you educate guests to throw trash away?
How many trash cans do you need?
How far apart should trash cans be?
Don't pass it up, pick it up!



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The Cleanliness of the Park

Bathrooms can make or break you!
Is it even possible to make them more attractive?
What do guests want in a bathroom?



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The Cleanliness of the Park

Guests want bathrooms with...

Well-stocked with toilet paper

Well-stocked with soap (preferably hands-free)



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The Cleanliness of the Park

Guests want bathrooms (cont'd)...

That don't have debris on the floor

That smell nice

With clean porcelain

Guests want bathrooms that park staff care about keeping clean (i.e. signage)!



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The Friendliness of the Park

Guest Services – Training Programs

Giving the guests a feeling that they are welcome

Smiling employees who are willing to help

It all starts with the job description and the hiring/selection process!



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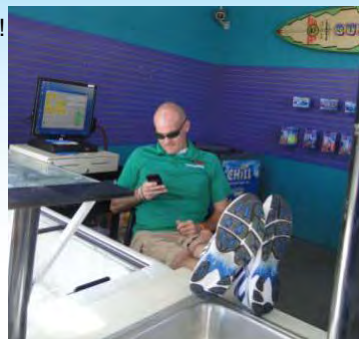
The Friendliness of the Park

Review guest services staff guidelines/policies

What are staff requirements for greeting guests (10/5 rule)?

Do you have a “No Cell Phone” policy?

Discipline or dismiss problem employees!



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The Friendliness of the Park

- Attention to detail – placement of amenities/retail
- Easily identifiable staff – bright colored shirts
- Clean/Neat staff – appearance guidelines
- Employees ready to engage the public
- Team member achievements in public's view – inspires pride and loyalty
- Team member attitude – It's not my fault, but it's my problem

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Questions & Feedback

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Thank You!

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