

CAPE SPLASH

Cape Splash Family Aquatic Center Phase 3 - "Splash Reef"

Cape Splash Family Aquatic Center is a four acre water park with multiple water features, pools and slides, restrooms, concession stand and deck area. The aquatic facility opened in 2010 and has had a positive cash flow each year and is a powerful economic driver for the Department and the City. The facility is open from Memorial Day to Labor Day each season and averages 1,200 in attendance each day with maximum capacity on the weekends reaching over 1,000 attendees. The water park also hosts swim lessons, exercise programs, special events, and after hours parties. Due to the water park's success, a phased master plan was completed in 2012 by original project manager, David Markey. The phased plan added amenities to the facility in order to capture an older age group market (speed slides added in 2015), added to the deck space, play features, and reduced maintenance (Pirate Island 2017), and now a proposed Phase 3 will be added if funding becomes available.

CURRENT ISSUES

Shallow Water Needs

Phase 3 of Cape Splash Improvements addresses the need for additional shallow water for increased capacity.

Capacity Issues

Current concession, restroom, storage and locker amenities are at capacity.

PROJECT SCOPE

- Add restroom, concession, and storage to west side of the water park.
- Add shallow, warm water pool, water fall and rock, reef and quarry area to include a back drop stage, screen and sound for parties and special events.
- Add deck space, landscaping and amenities such as shade, seating, lockers and walkways.

PROJECT OUTCOMES

- ★ The popularity of the water park has provided a strong, positive cash flow to the operation which the city would like to continue to support the facility's growth through new amenities.
- ★ Users have continually flocked to the shallow water areas thereby impacting capacities in other areas of the park. The new design feature will provide a shallow area for bathers to cool off, but the shallow water will not require as much staffing as other areas of the park.
- ★ The new amenity area can also be opened or closed based on park attendance. This makes the new area ideal to host special parties at a premium price separate from the regular water park operations. In addition, the warmer water can allow the amenity to open earlier and stay open longer in the season thereby positively impacting profits.
- ★ The new restroom, concession area and locker station will provide service to the new amenity and can provide support and relief to the already busy existing concession operation.



CONCESSION OVERCROWDING

ESTIMATED OPERATIONAL BUDGET IMPACT

- Staffing – Concessions/Lifeguards/Administrative
- Annual operational budget impact - \$175,000
- Projected additional annual revenue - \$315,00



ADDITIONAL SHALLOW WATER NEEDED

CONSTRUCTION COST ESTIMATE: \$2,000,000

PROPOSED PHASE 3 "SPLASH REEF"



CITY of CAPE GIRARDEAU
PARKS & RECREATION DEPARTMENT