
MEMORANDUM



TO: Mayor Walker and Councilors
FROM: Stacy Marquardt, Community Development Planner
SUBJECT: 2023 Splash Park Season
DATE: September 26, 2023

The Council had asked Staff to recap Splash Park Stats. Here is some fun information for the season:

1. Total Sales: Entry Fees = \$29,383.27
(this includes entry passes, punch cards, free day sponsorships and party rentals)
Commodity Sales = \$5030.00
Total for 2023 Season = \$34,413.27

We were open 98 days so that averages \$351.15 in sales per day!

2. We had 8 attendants and one intern which was a perfect number to run smoothly.
3. There were 20 free day sponsorships and some had fun activities to add.
4. We tried traveling concessions which were a hit at our free days. One attendant would walk around with a cooler that had signage on it and sell concessions. We had a remote square reader and they kept change in their change aprons. It worked out pretty well to sell concessions on free days when we were so packed.
5. There were 58 reserved parties (our party sizes are 1-45 people, 46-80 people, and 81 plus people).
6. This year we added a variety of chips/goldfish/popcorn, Powerade (regular and zero for diabetic kids), kid sized candy (they were .25 so little kids had something to use their money on too), and sunscreen. Some of these items came from suggestions from the public and some from the attendants. All sold tremendously!
7. This year we added Sling for our scheduling and that was super helpful to get the attendants their schedules immediately on their devices.
8. We focused on trying to bring in park users to our concession stand by making signage by the bathrooms advertising our concessions. We had kids that would bike there daily and buy candy from our concessions.
9. Our marketing was amazing and we will continue to implement that next year. Whether it be door to door sales, letters to businesses, or using social media to push our events. It was very successful.

Overall, we had a fun and wonderful season and I can't wait until next summer to see what new things we can accomplish!