



# A Splashing Success

By Lexi Robinson

# A familiar destination in the '70s, the '80s or even the '90s, Ohio's Geauga Lake & Wildwater Kingdom celebrates a surprising rejuvenation

## How it started

On April 9, 2004, this century-old amusement park entered a new era of amusement-park history as the Chairman, President and Chief Executive Officer of nearby Cedar Fair, L.P., Richard L. Kinzel, announced the purchase of Geauga Lake's property.

Under Kinzel's leadership, the park underwent an extensive renovation to improve the quality and safety of each guest's visit. Guided by the Cedar Fair cornerstones of safety, service, courtesy and cleanliness tied together with integrity, Geauga Lake saw an improvement in overall guest satisfaction over the course of the next two seasons.

As the following season approached, many challenges quickly emerged. One of the most notable was transforming the 56-acre southern portion of the property into unparalleled family fun.

The ownership of this idle property came about when owners realized the existing waterpark could not be expanded without it, given the vision of offering Geauga Lake guests the latest and greatest in water park attractions. The result was Wildwater Kingdom, an idea that coupled Kinzel's industry expertise with the creativity of Rob Decker, Cedar Fair's Corporate Vice President of Planning & Design.

## Waves of change

"Vision without action is called day-

dreaming," says Bill Spehn, Geauga Lake's Vice President/General Manager to his staff. "And action without vision is a nightmare."

But on June 18, 2005, vision and action united when Wildwater Kingdom rocked the Cleveland market to a much-anticipated opening. Costing \$24 million, Wildwater Kingdom featured 15 acres of pure water paradise and attractions that Ohio had never seen before.

Kids of all ages love "Splash Landing", a family's water paradise featuring an aqua play rain fortress manufactured by Whitewater West in combination with children's pool created by Aquatic Development Group. Standing at four-stories-high, this three-level play structure comes complete with 70 different water gadgets and seven slippery slides. But look out below, as a huge tipping bucket spills nearly 1,000 gallons of water on top of guests every two minutes!

"Liquid Lightning," Wildwater Kingdom's 60-foot-tall tornado slide by ProSlide, also took guests by surprise. Rushing water sends four-person rafts thrashing back and forth up the funnel sides until they're blasted out the bottom with a waterfall finale. Most can't resist the urge to engage in this totally new experience produced by the colossal-sized funnel.

Others are intrigued by a plunge down Ohio's tallest waterslide complex, "Thunder Falls." Featuring seven ripping slides, this massive Whitewater West complex spirals guests 100 feet at speeds up to 27 miles per hour.

Other guests let the current carry

them on a 1,000-foot-long raft journey down "Riptide Run," an action river with generated waves designed by Aquatic Development Group. This family-friendly "lazy river gone wild" can also be fun for the average passerby with interactive spray gadgets to surprise the rafters with an unexpected shower.

Also, guests can get their game on at "Coral Cove," a teen activity pool by Aquatic Development Group. Guests can cool off, shoot some hoops, climb on a floatable or soak their friends with interactive sprays. Some love to enjoy this water paradise in the relaxing bubbling pool with geysers and a waterfall.

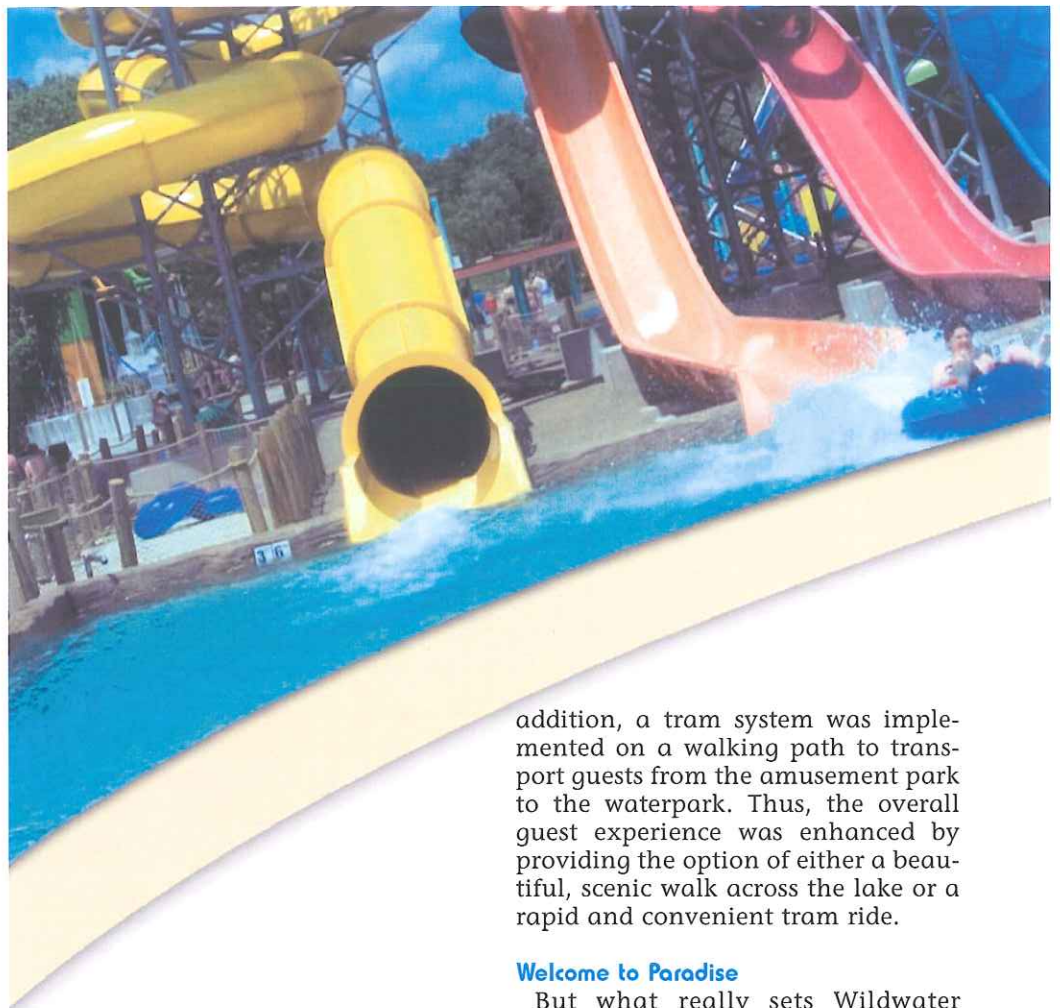
## Splashing Success

"Since its conception, the popularity of Wildwater Kingdom has grown within Geauga Lake's target markets," says Jan Guthridge, Geauga Lake's Director of Marketing. "This popularity, without question, is attributable to all of the unique attractions the waterpark has to offer."

To further propel this growth Geauga Lake has continued adding more surprises in 2006.

On May 27, Geauga Lake unveiled the completion of Wildwater Kingdom. Marking this achievement was the park's \$5 million centerpiece called "Tidal Wave Bay."

This 30,000-square-foot wave pool is more than half the size of a standard football field. "Tidal Wave Bay" sizes in at 325 feet wide and 220 feet long. Designed and constructed by the Neuman Group (Neuman Pools & Water Technology) out of Beaver Dam, Wisconsin, this thrash-splashing wave pool generates a tide of



390,000 gallons of water and is highlighted with a front perimeter of 12 bubbling geysers.

The pool produces three-foot-tall, ocean-like waves in a double-diamond pattern. This distinctive pattern combines side-to-side momentum with the power of a forward-pushing tide—a product of a unique wave maker manufactured by Murphy's Waves based out of Glasgow, Scotland.

"Tidal Wave Bay is an impressive wave pool with terrific waves," says Spehn. "And thanks to Murphy's Waves, we've created an exhilarating wave pool experience that guests love no matter what part of the pool they're enjoying."

The final challenge to completing Wildwater Kingdom was simply bridging the gap between the amusement park and the new waterpark in a way that improved guest convenience and allowed a smooth flow of park traffic.

Following the suggestion by Kinzel, the park skillfully relocated its 1,400-foot-long floating bridge to cross directly through the center of Geauga Lake's 50-acre spring-fed lake. In

addition, a tram system was implemented on a walking path to transport guests from the amusement park to the waterpark. Thus, the overall guest experience was enhanced by providing the option of either a beautiful, scenic walk across the lake or a rapid and convenient tram ride.

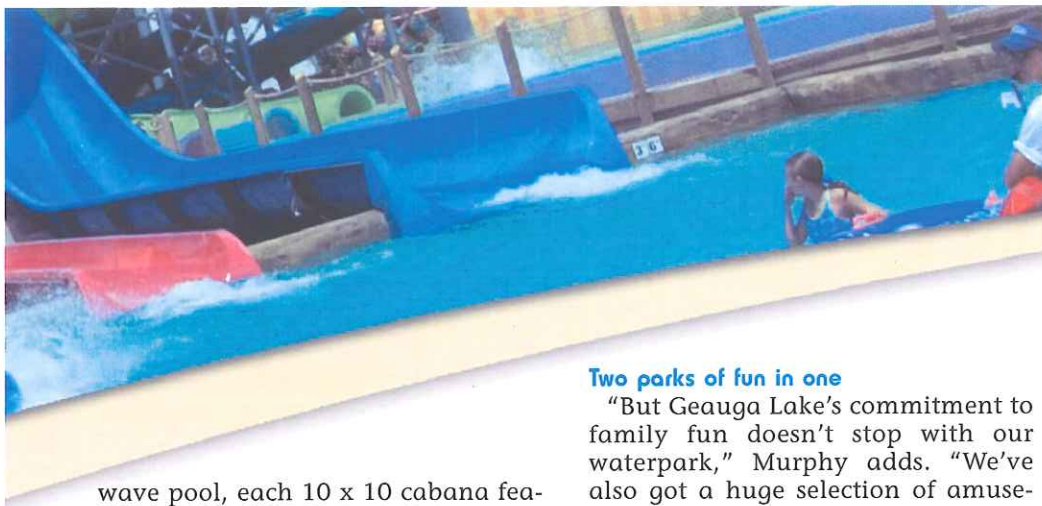
#### Welcome to Paradise

But what really sets Wildwater Kingdom apart from other waterparks is its unique location. With a bright Caribbean theme, Wildwater Kingdom is set amongst lush, mature landscaping that shows years of perfectly maintained horticulture. The unique topography allows the waterpark to be set directly between a picturesque hill and the park's signature 50-acre lake.

"Besides the natural landscaping of Wildwater Kingdom, the architectural design is unique in that each attraction was constructed in a site that allowed a smooth flow of guest traffic on the midway," says Spehn.

More of the larger water attractions are situated near one another to accommodate guests seeking high-thrill attractions. And understanding that most moms want to keep a keen eye on the kids, "Splash Landing" was designed to have more than 500 lounge chairs surrounding the area with the changing room, restrooms, lockers and food locations nearby.

Guests searching for the ultimate escape can retreat to one of Wildwater Kingdom's 16 new VIP cabanas available for daily rental. Situated privately beside the new



wave pool, each 10 x 10 cabana features hours of shade, four wave pool tubes, four comfortable chaise lounges, an umbrella-covered table with four chairs, a lockable storage drawer and full food and beverage service right to guests' seats.

#### Safety first is safety always

Wildwater Kingdom is proud that it is staffed by some of the finest lifeguards in the industry. Most notably, the Geauga Lake & Wildwater Kingdom lifeguards are six-year recipients of the Ellis & Associates "Platinum National Aquatic Safety Award."

"Only the top seven percent of Ellis and Associate's clients worldwide earned this prestigious award," says Colleen Murphy, Geauga Lake & Wildwater Kingdom's Director of Park Operations. "Our lifeguard staff reflects Cedar Fair's commitment and precedent of providing the highest level of guest service in a safe environment."

#### Two parks of fun in one

"But Geauga Lake's commitment to family fun doesn't stop with our waterpark," Murphy adds. "We've also got a huge selection of amusement park rides, attractions and coasters that are designed for every member of the family."

Boasting 10 fierce coasters, the park will have guests twisting, turning and throwing their expectations for a complete loop. Geauga Lake features a whopping 690 acres packed with more than 50 rides and attractions, two children's areas, a 3D/4D movie theater, a newly upgraded motion simulator ride and Snoopy & the "Peanuts" gang.

The park also features various live shows such as the Paul Bunyan Lumberjack Show, a new magic show and a strolling marching band called The Boogie Down Band. For the kids, Geauga Lake offers the "Peanuts" Rockin' Party show, featuring song and dance by Lucy, Linus, Sally and the beloved Charlie Brown.

If that's not enough, guests can get

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## Geauga Lake & Wildwater Kingdom

1060 North Aurora Road  
Aurora, Ohio 44202 (31 miles  
southeast of Cleveland, Ohio)

#### Owners:

Cedar Fair, L.P.

#### Admission prices:

Prices include admission to both Geauga Lake (rides) and Wildwater Kingdom (waterpark):

\$24.95 (48" and taller in shoes,  
under 62 years of age)

\$9.95 (under 48" tall in shoes,  
under 62 years of age)

\$9.95 (48" and taller in shoes, 62  
years of age and older)

#### Dates open:

Geauga Lake opens for weekend oper-

ation beginning May 13. Wildwater Kingdom opens May 27. Daily operation runs May 27 through Aug. 27. Weekend operation then resumes Sept. 2 through Sept. 17. The park will be closed Sept. 10 for a private event.

#### Size/Acres:

690 acres total for Geauga Lake & Wildwater Kingdom (Wildwater Kingdom encompasses roughly 17.5 acres)

#### Number of employees:

Year-round: 96

Seasonal: 1,500

#### Clientele (local vs. tourist):

More than 50 percent live within 100 miles of the amusement park.



## Suppliers

**Development/Design:** Cedar Fair Planning and Design

**Consultants:** URS

**Construction:** Adena Corp., Standard Contracting, F. J. Shirack, Thomas Hall Excavating, Mansfield Cement

**Water slides:** Pro Slide Technologies, Whitewater West Industries

**Wave pool:** Neuman Pools

**Wave generator:** Murphy's Waves

**Children's equipment:** Whitewater West Industries, Pro Slide Technologies

**Furniture:** Grosfillex

**Lockers:** Smarte Carte

**Pool and/or deck coatings:** Diamond Brite

**Filtration equipment:** Aquatic Development Group and Neptune Benson

**Pumps:** City of Aurora

**Chemical controllers:** Chemtrol

**Admission system:** MATRA P.O.S. (also for Food Service and Retail Divisions)

**Merchandise:** Roxy, Quicksilver, Billabong, Point Conception, Leilani swimwear, Mercury Beachmaid, Bounty Trading, Cromer Co., Swimsuit Station, Body Glove

**Apparel:** - Roxy, Quicksilver, Billabong, Kid-U-Not, Sherry Mfg., Entertainment Apparel, San Segal sportswear, Jacobson Hats, MV Sportswear

**Sunglasses:** - Style Science, Panama Jack

**Footwear:** - Sanuk Sandals, Roxy, Quicksilver

**Jewelry:** - Barry Owen

**Souvenirs/Novelty items:** - Swibco, Big Squirt water toys

**Suncare Products:** - Hawaiian Tropic

**Film:** - Eastman Kodak

**Bags, Totes & Sarongs:** - Sun & Sand Accessories

**Food:** Sysco Food Service, Gordon Food Service, A. LoPresti & Sons, Sirna & Sons Produce, Ohio Farmers and US Food Service.

**Food Equipment:** Dean Supply, S.S. Kemp, San Bay Company and Heritage Food Service

**Uniforms:** True Vision Marketing, Carter & Mayes, Superior Uniform Group, Fashion Seal, Water Safety Products, Chef Works, Chef Wear, Tri-Mountain Sportswear and Edwards

**Park Audio:** Crown Amplifiers, UBL Speakers, Marantz Music Forum and Fiber Options Firm Distribution.

a bite to eat at more than 30 in-park restaurants, quick-service food outlets and refreshment stands. Or shop 'til they drop at Geauga Lake's 16 retail gift shops, three arcades and 38 game locations.

### The biggest surprise of all

"Understanding that searching for the best discount admission can be time-consuming and cumbersome for a busy family, Geauga Lake & Wildwater Kingdom structures its pricing so that our guests can enjoy an economical admission each time they visit," says Spehn. Guests 48 inches and taller can enjoy both parks for only \$24.95. Seniors (ages 62 and better) and juniors (under 48 inches tall) may also enjoy a great price of just \$9.95 all season long!

### Surprise yourself

All it takes is one visit. One look. One ride. You'll see that Geauga Lake & Wildwater Kingdom is definitely better, wetter and wilder than ever before. Go ahead . . . surprise yourself. To learn more about this "Gaugu-some" amusement/waterpark combination, visit [HYPER-LINK "http://www.geaugalake.com"](http://www.geaugalake.com) [www.geaugalake.com](http://www.geaugalake.com), email questions@geaugalake.com or call (330) 562-8303.

Gaugu Lake & Wildwater Kingdom is owned and operated by Cedar Fair, L.P., a publicly traded partnership listed for trading on the New York Stock Exchange under the symbol "FUN." In addition to Geauga Lake, Cedar Fair owns and operates six other amusement parks, five waterparks and one indoor waterpark resort. **WWA**

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