

WORLD WATERPARK™

The Official Magazine of the World Waterpark Association

Amping Up The Fun Factor

Lakeside Surf, Chelan, Washington, U.S.A.

A Renovation Success Story

Summit Waves' new wave pool sets the park up for future growth

A Virtual Get-Together To Remember

The WWA40 Virtual Show continued its mission to inspire, engage, inform & connect water leisure professionals

FLIP TO PAGE 34 FOR OUR
**WWA40 VIRTUAL
SHOW RECAP!**



Lakeside Surf

Amping Up The

Fun Factor

With the addition of a new surf facility called Lakeside Surf, the owners of Slidewaters are celebrating new ways to thrill their guests.

When the idea of expansion starts to circulate around amusement parks, the new ideas or “greatest attraction ever” recommendations never stop from guests, employees, friends and family. Owner and operator of Slidewaters Waterpark in Chelan, Wash., Burke Bordner also experienced the onslaught of recommendations from everyone around him. But he knew his demo-

graphic gap and wanted to fill it with something that no one had ever experienced in America and was the best in the world. His exploration for the newest addition to his 37-year-old waterpark led him to the manufactured wave company, citywave®.

“We looked at all our manufactured wave options and the city-wave® technology stood heads and shoulders above the rest in the stationary wave market,” Bordner said. “They had the deepest water, with the best wave pressure and we saw river surfers and





Lakeside Surf is themed after a day at the beach.



ocean surfers with short boards and real fins endlessly carving up the wave. We knew it would be a game changer for us.”

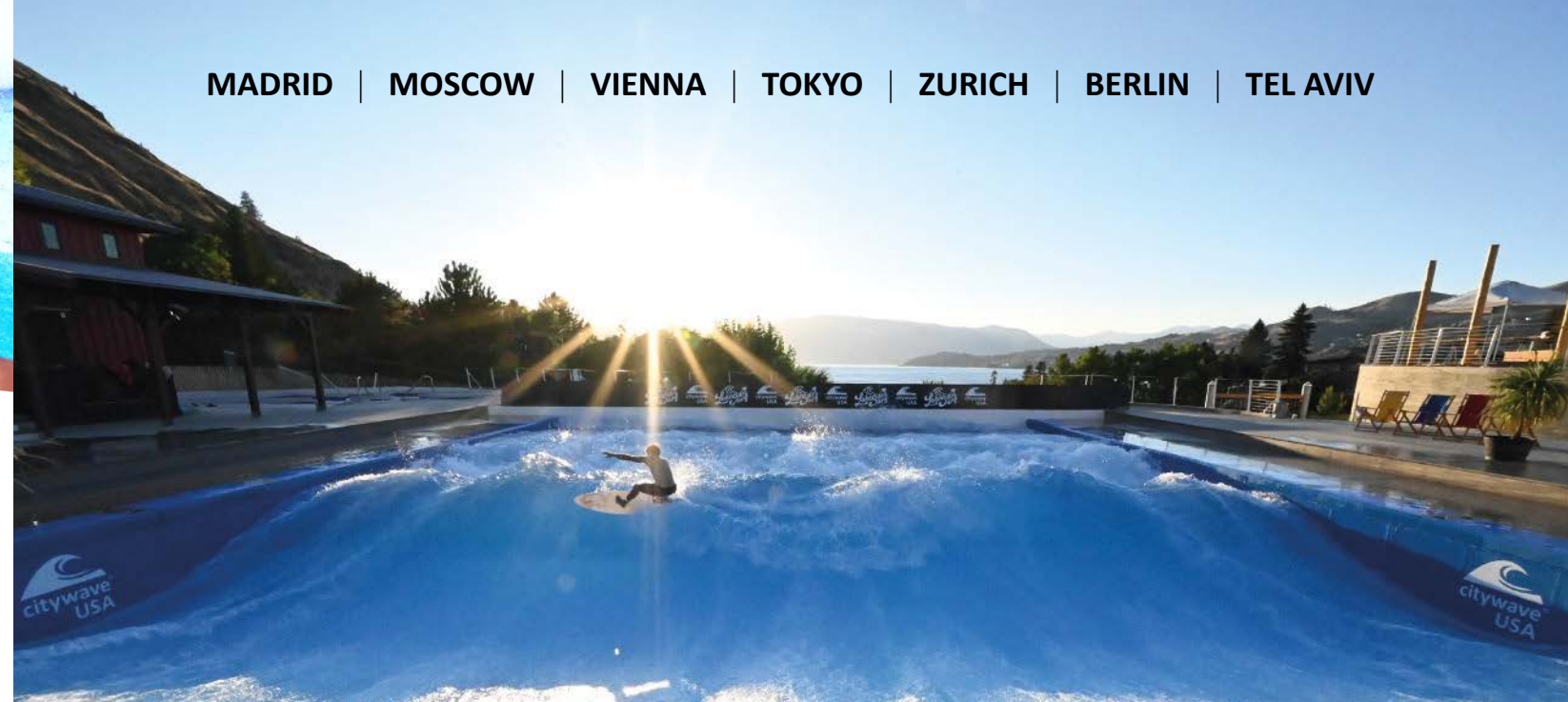
Helping entire families build memories and relationships is always the goal at Slidewaters and Bordner knew that his current line up of attractions left the teenage and young adult guest disappointed. This knowledge is what led him to seek out an action filled, skill-based attraction that could grab the attention of the 15-25 year-old market. After inking a deal with citywave®, Bordner quickly learned that his expansion project was not just adding a surf option to his waterpark, but that to do it right he was building an entirely new surf facility.

Delivering something fresh to park guests

Adjacent to Slidewaters, Bordner has developed Lakeside Surf. A complementary surf facility that will operate in conjunction with the waterpark in the summer months, but stand on its own during the rest of the year. Waterpark guests are going to get the new benefit of a surf attraction, new food & beverage options, a second entrance, surf specific retail, a professional quality sand volleyball court and breathtaking views of Lake Chelan. Themed as a trip to the beach, Lakeside Surf didn't miss on any opportunity to make the guest feel like they were on a surf vacation.

“We brought in a million pounds of sand, an architect with strong ties to Hawaii and a Baja fish taco signature food item,” Bordner said with a smile. “Our guests may be traveling away from the ocean to get here, but when they get here, they are going to experience

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NEW citywave® @ SLIDEWATERS - Lake Chelan Waterpark, WA

Beginner



Pro Surfer



Beach feeling



Endless rides - unlimited fun!

Authentic surf experience with real surfboards
Stationary wave technology for beginner and professionals



www.citywaveusa.com

www.citywave.de

SLIDEWATERS WATERPARK & LAKESIDE SURF

102 WATERSLIDE DR., CHELAN, WA 98816

SLIDEWATERS.COM OR LAKESIDESURF.COM

INFO@SLIDEWATERS.COM OR INFO@LAKESIDESURF.COM

OWNERS: BURKE & ROBERT BORDNER (COUSINS)

ADMISSION PRICES: GENERAL ADMISSION: \$29.95;
UNDER 4 FEET & SENIORS: \$24.95; SURF SESSION: \$30-\$35

DATES OPEN: SLIDEWATERS: MEMORIAL DAY WEEKEND THROUGH LABOR DAY;
LAKESIDE SURF: APRIL THROUGH OCTOBER

SIZE/ACRES: 18 ACRES

NUMBER OF EMPLOYEES: YEAR-ROUND: 6; SEASONAL: 125

CLIENTELE (PERCENT LOCAL VS. TOURIST): 20 PERCENT LOCAL VS. 80 PERCENT TOURIST

UNIQUE PARK PROGRAMS:

LOCALS STOCKING STUFFER CHRISTMAS SALES PROGRAM

STAFF RETENTION PROGRAMS OR IN-SERVICE PROGRAMS:

SUMMER WORK AGREEMENT BONUS PROGRAM,

PERFORMANCE BONUS, REFERRAL BONUSES,

IN-SEASON PRIZE INCENTIVE PROGRAM

AND WEEKLY STAFF
FUNCTIONS.

Suppliers

DEVELOPMENT/DESIGN:
SLIDEWATERS, LLC

CONSULTANTS: M&M
CONSULTING; ATV ACTION
TEAM; HIGH TREK VENTURES;
PROFITABLE FOOD FACILITIES

CONSTRUCTION:
GH MOEN, LLC

ELECTRICAL ENGINEER:
SLI ELECTRIC

SUPPLIER/INSTALLER:
WMS AQUATICS; FINAL REV

THEMING: SUNUP
CONSTRUCTION

WAVE POOL: CITYWAVE®
FURNITURE:

CONTRACT FURNISHINGS
LOCKERS: AMERICAN LOCKERS

FILTRATION EQUIPMENT:
PENTAIR; TRITON II
COMMERCIAL

PUMPS: PENTAIR EQK PUMPS
CHEMICAL: ACCU-TAB

CHEMICAL CONTROLLERS:
EVOQUA; BLU-SENTINEL

ADMISSION SYSTEM:
HIGH TREK POS

MERCHANDISE: LAKESIDE SURF
FOOD/EQUIPMENT:

CRANK SURFBOARDS; CATCH SURF;
SURF HARDWARE

UNIFORMS: ORIGINAL WATERMEN

up, the audience is fully engaged. Put a Baja fish taco and a beer in their hands and just the right playlist on the sound system and they may never leave.

Planning for the future at Lakeside Surf

Wanting to maximize the length of stay for all guests, Bordner knew that Lakeside Surf needed top flight amenities. The giant new bathhouse will service both Slidewaters and Lakeside Surf and features the park's first family bathrooms. With radiant heated floors, surfers braving the cooler temps of April and October will find a nice reprieve for their feet when they walk in the restroom. Lakeside Surf has a retail and surf shop that will make sure no want or need goes unfulfilled. Shoppers will find both Lakeside Surf and citywave USA clothing as well as select lifestyle lines. In addition to outfitting surfers with brag worthy merch, the surf shop will sell all surf essentials and a select array of boards for every level of surfer. Visitors of Lakeside Surf will also find brand new digital lockers, a sand volleyball court, a large hot tub and private rental spaces.

"A 16-meter stationary wave speaks for itself and I promise citywave USA will not disappoint," Bordner said. "What puts this facility over the top is the attention to detail the master plan covers. We are opening an incredible surf facility and what excites me the most is that we are just at the beginning!"

Even before the challenges created by COVID-19, full build out of Lakeside Surf had a phased in plan. While timelines are now less certain, the completed picture of Lakeside Surf hasn't changed. As soon as possible, Bordner plans to complete the next building that will add a pizzeria, a full-bar, more retail space and a 2-story media center. This day-light style building will have view access on the roof for spectators who want to look down on all the action. The new building will also create space for a third sand volleyball court on the property and an indoor rentable lounge. Future phases also include a large wooden pier extending off a large promenade, a full service surf board shop for repairs and custom shaping and multiple private cabanas for daily rentals.

The guest experience at Slidewaters was never short on incredible views and beautiful surroundings, but it was always highlighted by a friendly atmosphere in which everyone was comfortable and having a great time. The addition of Lakeside Surf is only going to heighten each of those trademark attributes of Slidewaters. Moving further up the hill has dramatically increased the guest's exposure to the beauty of the Chelan Valley and the beach themed landscaping complements the space perfectly. Even with those captured experiences, the focal point will always be citywave USA. Whether the guest gets on a board or pulls up a beach chair, citywave USA will provide a friendly and comfortable experience that ensures everyone who shows up can have a great time. •

LAKESIDE SURF CONTINUED FROM PAGE 30

beach life and a truly unique and special surfing experience."

Lakeside Surf is now home to the largest stationary wave in the world. The 16-meter-wide citywave® can produce waves over 6 feet tall and is the newest crown jewel for the German manufacturer. Rock bottom power and water rates in Chelan County enabled Bordner to produce something that won't pencil out in most places in the world. He also expects it to attract more than just the common amusement park visitor. His extended season will see hardcore surfers from April through October as well as multiple surf competitions each year. The contract with citywave® includes event promotion and the citywave® World Tour already has their eyes on at least one 2021 stop.

For Slidewaters and Lakeside Surf to coexist a special programming plan had to be put in place. A blend of free surfing for Slidewaters guests, full surf memberships and paid 45-minute sessions is ready to be implemented next season so that everyone will have an opportunity to surf. The goal is for the 16-meter wave to be running from 7 a.m. until 10 p.m. all summer long! Guests will be able to sign up in advance online or jump in line to snag one of the coveted free surf sessions. Families and friends (or selfish surfers) looking for more turns and exclusivity will have the option to rent an entire 45-minute session or a 3-hour private surf night after the waterpark has closed.

"We are expecting the full range of surfers to visit," Bordner said. "We needed a plan that could accommodate all of them and meet each of their needs. Some Slidewaters' guests weren't going to pay extra to surf, so we built in a way for them to have a chance to experience the wave. At the other end of the spectrum we knew we needed a membership model that could provide ample surfing opportunities for surfers who need multiple sessions a week."

With the surfing agenda maximized it was necessary to also offer the non-surfer or the exhausted surfer a place to rest, reminisce, dream and soak in the views and the wave. One of the greatest attributes of a stationary wave is the close proximity of the audience to the surfer. Lakeside Surf has one of the greatest surf settings in the entire world. With breathtaking views of Lake Chelan and a feeling of being able to reach out and touch the surfer while they carve the wave

