



COLD LAKE
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COLD LAKE SPLASH PARK



Letter of Interest for Inflatable Water Park in Cold Lake AB

Introduction

Cold Lake Splash Park Inc. is thrilled to propose the installation of an inflatable water park in Cold Lake, AB, as a dynamic addition to the city's recreational offerings. Our vision is to create a fun, safe, and family-friendly attraction that not only promotes tourism but also encourages active lifestyles and helps boost the local economy.

Project Overview

We are proposing to set up a medium-sized inflatable water park at Cold Lake Beach or an alternative waterfront location—an ideal spot known for its natural beauty and accessibility to both locals and tourists. The water park will offer a range of exciting obstacles, slides, and interactive play structures, designed to be fun and engaging for children, teens, and adults alike.



Why Cold Lake?

Cold Lake's waterfront is a natural attraction with immense potential for both locals and visitors. We believe that introducing a floating aquapark will bring many benefits to the city,

Key Features:

- ✔ **Modular and Expandable Design:** The water park will be flexible in design, allowing us to expand or reconfigure it based on demand or special events.
- ✔ **Safety First:** All equipment will be certified for safety, with lifeguards and trained staff on-site to ensure a safe environment for all visitors.
- ✔ **Environmentally Friendly:** The inflatable structures will be made of eco-friendly, non-toxic materials. Installation and removal will have minimal impact on the natural environment.



Why Wibit?

- ◆ Wibit **German engineered products** and parks are based on state-of-the-art safety and quality standards. Every product and every single component is a benchmark of safety. **All Wibit products are TUV certified** and meet the safety requirements of **EN ISO 25649**.
- ◆ Wibit modules are made of reinforced PVC material. It complies with the health regulations of the **European Union's REACH regulation** – the highest chemical safety standards in the world.

Wibit works with different Lifesaving Societies across Canada, a non-profit water rescue organization. The Canadian LSS is

- ◆ Canada's leading provider **of water safety and drowning accident prevention training**. Our common goal: to introduce basic industry-wide safety standards.



We never compromise on safety and quality, thus ensuring an enjoyable and safe experience for our customers.

Size of the Park

Proposed Park size:

Size 52m x 27m

Maximum product height:

3m

Floating walkway dimensions:

15m x 3m



Objectives:

Potential economic impacts of the Cold Lake Splash Park

Job Creation:

Direct Jobs: Positions needed to operate the waterpark, including lifeguards, maintenance staff, administrative roles, social media creators, and customer service personnel.

Indirect Jobs: Potential creation of jobs in related sectors, food services (concessions or nearby restaurants).

Tax Revenue:

Sales Tax: Higher sales tax revenue from increased consumer spending in the area.

Income Tax: Additional tax revenue from new jobs created and increased business income.

Community Benefits:

Enhanced Local Amenities: Improvement in local recreational facilities, contributing to a higher quality of life for residents.

Investment Attraction: Successful establishment of the waterpark may attract additional investments or businesses to the area.

Economic Diversification: Contributing to a more diversified local economy, reducing reliance on a single industry or economic sector.

Jobs Maintained:

Existing Employment: Any existing jobs that may be maintained or supported by the presence of the waterpark, such as roles in local businesses that cater to tourists.

Community Engagement:

Event Opportunities: Potential to host community events or competitions, further boosting local engagement and spending. We plan to collaborate with local organizations and businesses to foster a sense of community and encourage partnerships. Encourage local charities, special pricing for locals on specific days.

Local Economic Growth:

Increased Tourism: Attracting visitors from outside the area, including American tourists, which can boost local spending in hotels, restaurants, and shops.

Local Business Boost: Potential increase in revenue for nearby businesses due to increased foot traffic and customer spending.

Youth and Family Appeal:

The park will offer a healthy and engaging outdoor activity, particularly appealing to families, children, and teenagers.



Operational Plan:

Season: The water park will operate from Second week of June to Labor Day, during the warm months, with extended hours on weekends and holidays.

Maintenance: The park will undergo regular maintenance to ensure cleanliness, safety, and functionality.



Financial Considerations:

We estimate the initial investment for setting up the inflatable water park at \$180,000 to \$210,000 which includes:

- ◆ Purchase and installation of the inflatables.
- ◆ Safety measures and infrastructure.
- ◆ Staff hiring and training.
- ◆ Marketing and promotion.



Ticketing

Cold Lake Splash Park will provide affordable ticket options, including group rates, family passes, and resident discounts. Standard admission is expected to be \$28.00 + GST.

The ticketing area is generally 10x10 ft, providing ample space for a professionally constructed kiosk designed for guest check-in and safety orientation.

Each season, Cold Lake Splash Park Inc. will install a ticketing kiosk in June and remove it in September (dates subject to change). Alternatively, the kiosk may remain in place year-round if approved by the Town of Cold Lake.



Accessibility

To maximize the use of the beach site, it is essential to maintain reasonable accessibility, including clear access to the waterfront, water entry points, restrooms, and parking.

In order to meet accessibility needs, improvements to the waterfront, such as proper water access, must be made. Cold Lake Splash Park Inc. is eager to engage in further discussions with Cold Lake to address any accessibility challenges identified at the proposed location

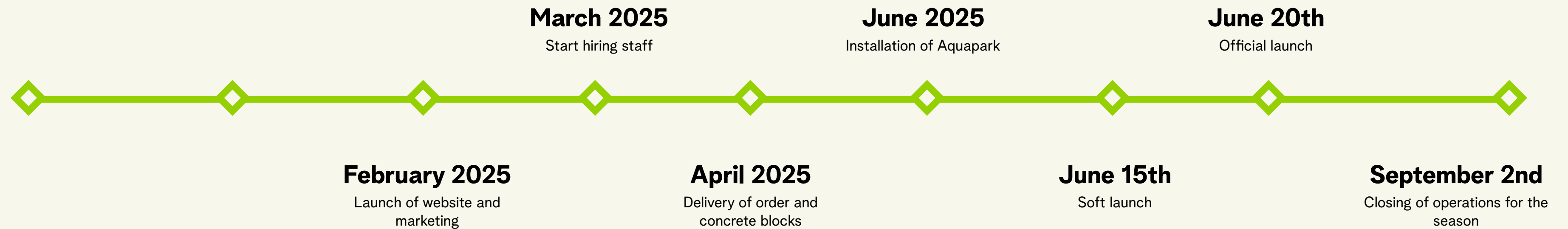


Storage

In addition to the ticketing kiosk, adequate storage is essential for offering a professional amenity. Storage requirements include space for life jackets, safety equipment, and guest belongings. These needs can be addressed in different ways, typically through the use of a cargo trailer or an additional kiosk that is installed and removed according to the ticketing kiosk schedule. Both options will require extra space to be properly accommodated.



Proposed Timeline:



Conclusion:

We're confident that an inflatable water park will be a fantastic addition to Cold Lake's waterfront and community. We can't wait to explore the next steps and collaborate to make this exciting project a reality.

Thank you for your time and consideration. We're eager to discuss this proposal further and provide any additional details you may need—just let us know when you're available!



