



Beer and Wine Proposal

April 2021

Why we want to sell wine, beer, and wine smoothies:



Calypso Cove Aquatics Facility offers a combination of pools, slides, and water features that provide a wide variety of water related recreation.

Revenue from alcohol sales will offset the following general fund needs:

- Age related park maintenance
- Allow for new upselling items at the park
- Open the doors for corporate events
- Reduce dependency on the General Fund

MUNICIPAL PARKS ARE ALREADY DOING IT!

SUNSPLASH

CITY OF CAPE CORAL

CAPE CORAL, FL



CASTAWAY COVE

CITY OF WICHITA FALLS

WICHITA FALLS, TX



MAGIC WATERS

ROCKFORD PARK DISTRICT

ROCKFORD, IL



In order to better serve our guests and to generate revenue for the park, we respectfully request Council consider allowing Calypso Cove Aquatic Facility to serve beer, wine, and wine smoothies at the concession stand with a 3-drink maximum per person.

PARK ATTENDANCE



Average 111 days and 41,283 annual visitors

Industry professionals from waterpark conferences have reported an approximate 10% increase in park attendance once they added alcohol to their offerings. Our calculations will be based upon the past five years attendance with no increase in attendance; thus, we believe our calculations to be conservative.

Attendance - to show basic methodology calculations
Staff is being extremely conservative in projections

Alcohol Sales Potential

General Information

Based on an average profit of \$3/beverage:

- Selling 150 adult beverages per day could net approximately \$450 daily. Assuming 111 operating days, the revenue generated is approximately **\$49,950.**
- Selling 275 adult beverages per day could net approximately \$825 daily. At 111 operating days, the approximate revenue is **\$91,575.**



Staff Training

All alcohol servers will be T.I.P.S. Certified.

- T.I.P.S. Training costs \$40/employee.
- At minimum, six part-time employees would be T.I.P.S. Certified to cover the 888 seasonal hours plus two full time staff would be trained.
- T.I.P.S. Training (training for intervention procedures) focuses on alcohol serving training to reduce exposure to alcohol violations/liability issues, lower insurance premiums and improve customer service. It gives special priority to *people skills*: recognizing when different types of people may be intoxicated, handling an intoxicated customer, and noticing a fake ID.



SERVING CONTROL

- Wristbands are obtained by presenting valid identification at the ticket window where names and dates of birth are logged by date.
- Any disruptive guest will be tracked and not permitted to obtain a wristband for, at minimum, the remainder of the operating season or until staff deems appropriate.
- An associate will securely place a three tab (3 drink max) vinyl band on the approved guest's wrist and each time they purchase an alcoholic beverage, a tab will be taken.
- COST PER WRISTBAND: 13 CENTS

SAMPLE OPTION 1: WINE



- 6.3 oz plastic cup with lid
- Several flavors (Chardonnay, Merlot, Pinot Grigio White Zinfandel, Moscato)
- Our cost: \$2.09 each
- Sell for \$5
- Wristband cost \$.13
- **Net profit \$2.78**

SAMPLE OPTION 2: ALUMINUM BOTTLE

Long Neck Bottles or Cans	Type	Average Price/Case	Cost/Serving	Add \$.13 for Wristband	Profit at \$5 Price
1 case (24)	Domestic	\$ 26.00	\$ 1.08	\$ 0.13	\$ 3.79

SAMPLE OPTION 3: WINE SMOOTHIES

Strawberry Daiquiri Wine Smoothie

3oz Rhumero	\$	0.75
3oz Strawberry Daiquiri Mix	\$	0.36
Spillage	\$	0.05
Wristband	\$	0.13
Clear Plastic Cup	\$	0.06
Total	\$	1.35
Selling at	\$	5.00
Profit	\$	3.65

Pina Colada Wine Smoothie

3oz Rhumero	\$	0.75
3oz Pina Colada Mix	\$	0.54
Spillage	\$	0.05
Wristband	\$	0.13
Clear Plastic Cup	\$	0.06
Total	\$	1.53
Selling at	\$	5.00
Profit	\$	3.47



QUESTIONS?