

Resort Developers Workshop Set for February 28 & 29, 2008 at Kalahari Resort in Sandusky, Ohio

December 7, 2007 --- Several hundred resort developers from across the USA, Mexico & Canada are expected to meet in Sandusky OH on February 28 & 29, 2008 to learn more about developing and financing indoor waterparks as part of mixed-use resort projects.

“The workshop is focused on the future of resort development and hotel waterpark resorts. “Top planners, designers and engineers from the waterpark, theme park, ski, recreation and entertainment industries will be on hand to discuss the future of mixed-use resort destination projects. Several equity investors and bankers will talk about ways to finance these projects,” according to hotel-waterpark consultant, ARDA member and co-producer of the event, Jeff Coy, who heads JLC Hospitality Consulting of Phoenix-Cave Creek AZ. Waterpark industry consultant Bill Haralson of William L. Haralson & Associates in Alto NM and retractable roof expert Bart Riberich of Uni-Systems LLC of Minneapolis MN are co-producers of this third annual event called *Developing & Financing Hotel Waterpark Resorts*.

More information can be found at www.hotelwaterparkworkshop.com or by calling 800-475-3667.

“Over 30 experts are scheduled to speak at the waterpark workshop that runs from 9:00 am Thursday, February 28 through 5:00 pm Friday, February 29 at the Kalahari Resort, the largest hotel indoor waterpark resort in the USA,” according to Coy. “Attendees will be able to tour the 173,000 sf indoor waterpark, its transparent domed structure and 288 new condos that we will open in December 2007,” said Kalahari owner Todd Nelson.

“We’ve also invited several sponsors to participate with us because the waterslide and waterplay equipment manufacturers are so important in the development process,” according to Haralson. “Workshop attendees will be able to talk about their dream projects with speakers and sponsors in a relaxed 3-hour reception on Thursday evening.”

Resort developers, hotel managers, attraction owners, city council members, economic development directors, CVB staffs and tourism officials are expected to attend. Attendees will hear from **keynote speaker Tom Kiser, America’s Energy Coach, on how to save energy and go green**. The workshop features new sessions on the mainstreaming of adventure sports, the merging of lodging-recreation-entertainment concepts, preparing to meet the money, raising equity and arranging for loans on such projects.

Tentatively scheduled sessions include:

- Hotel & Waterpark Industry Outlook & Trends.
- How to Analyze Your Market & Determine Economic Feasibility?
- What the Future for Mega Resorts with Ultimate Waterparks?
- Lessons Learned from Designers of Hotels with Indoor Waterparks.
- How Holiday Inns are Getting Into Waterparks?
- What Does It Cost to Build a Hotel Waterpark Resort?
- How Can Cities Revitalize Their Aging Outdoor Waterparks?
- How to Create a Mixed Use Resort Destination?
- What's It Cost to Operate a Hotel with an Indoor Waterpark?
- How to Effectively Manage the Expenses of an Outdoor Waterpark?
- What About Condo-Hotels? Legal Issues, Revenues, Cost Structures
- A Checklist for Pre-Opening a Hotel Waterpark Resort.
- Energy & Insurance Issues for Indoor & Outdoor Waterparks.
- Moveable Roofing & Wall Systems for Stadiums, Arenas & Waterparks.
- Whitewater River Courses Are Here: Get ready for river parks.
- Surf Quality Waves Are Rolling In: Get ready for surfparks.
- Indoor Skiing on Real Snow --- Outdoor Summer Snow Skiing
- Future Attractions Are Coming Indoors & Under Cover
- How to Prepare Your Investor & Lender Package?
- How to Get the Money for Your Hotel Waterpark Resort Project?

For conference registration, go to www.hotelwaterparkworkshop.com or call toll-free 800-475-3667 and ask for Rob Dengler. Speakers, contact Jeff Coy at 480-488-3382 or email jeffcoy@jeffcoy.com. Sponsors, contact Bill Haralson at 505-802-1522 or email wharalson@aol.com.