

Taking Hospitality Indoors with *Splash Lagoon*



Why Build An Indoor Waterpark?

As the family-owned business of Scott Enterprises grew over the past decade, it focused a majority of its development in one geographic location—the interchange of Interstate 90 and Exit 24. This exit serves as the main artery into the Erie area and is in the heart of the city's booming retail market. Scott Enterprises recently opened its sixth hotel at Exit 24. Add this to the four Scott Enterprises restaurants, the Ambassador Banquet & Conference Center and the Laser Tag facility, and you get an entertainment mecca that is yearning for that little something to complete the picture. However, that "little something" has turned out to be something not so little. Splash Lagoon, Pennsylvania's only indoor waterpark resort, will open in December of 2002. The 77,000 sq. ft, \$17 million complex will be a first-class facility that will draw vacationers from a 300-mile perimeter.

The Erie market is equidistant from Pittsburgh, Buffalo and Cleveland and features Presque Isle State Park, one of the most visited state parks in the country.

"By adding franchised hotels to the already proven indoor waterpark resort concept, we are pioneering what we think is a 'best of both worlds' concept. The idea is simple. The indoor waterpark does not have to depend on the hotels to survive, and the hotels do

not have to depend on the indoor waterpark to survive. But at the same time, they compliment each other very well," said Nick Scott, Jr., Vice President of Scott Enterprises.

With more than 600 rooms that include 400 suites connected or within a short drive of the waterpark, Scott Enterprises is hoping the addition of Splash Lagoon will boost occupancies in the hotels.

"When they arrive to enjoy the park the tourists will also need a place to eat. Our nearby Quaker Steak & Lube, Applebee's, Valentino's, and Damon's restaurants and a planned Denny's Diner will certainly give them a great variety to choose from," said Nick Jr.

"Guests that stay at Scott Enterprises hotels don't have to leave their hotel rooms to enjoy any of these great restaurants. We will deliver."

Erie, like other lakeside northern cities, is busy in the summer, but the winters are long and cold. "We want to become a destination in the winter, offering guests first-class entertainment, first-class restaurants and first-class accommodations all in one location."

Theme

Scott Enterprises and Bob Banks of Bob Banks Project Management envisioned a South Sea Island theme for the waterpark. As guests approach the property, they will be greeted by nine spectacular electric coconut palm trees. These palms, which are made by Trade Lighting Select of Lindon, Utah, will surely create a stunning visual setting for the grand entrance to Splash Lagoon. Several more of these electronic palms are planned for the inside of the park. We want the guests to feel as if they are walking through the lush vegetation of a tropical island, catching glimpses of the ocean while enjoying the latest in waterslide technology. The modern slides and the quaint tree-house create a unique paradox where high tech meets paradise.

In order to achieve the company's goals, planners worked closely with National Rock & Sculpture's master designer, Connie Kautza. "We've created a dynamic plan that pulls the guest into the carefree calypso island



atmosphere. To expand the visual affect of the area, we designed four expansive murals to act as backdrops against the unique waterpark features. You will not find these designs anywhere else. They were created specifically for Scott's."

Monkey Shines Island provides children a fun place to play as the sculpted monkeys take on their own personalities. Another focal point is the King Kamehameha statue. Created with an eye to the legend of the Hawaiian King, the statue commands attention and sets a regal tone near the palm-tree-lined activity pool. Winding around the park, the leisure river, spanned by a waterfall arch, displays the shapes and colors of live coral. An aerial parade of fish, painted by local Erie, Pennsylvania artists, fashion a visual delight for young and old alike.

"We are excited to showcase such extraordinary works of art by local artists into the project," said Nick Scott, Sr., President, Scott Enterprises.

A plethora of rockwork and vegetation will complete the South Seas theme. "It was important for us to make the atmosphere warm, welcoming and fun. National Rock has helped us create a very special place," Nick Sr. continued.



Splash Lagoon

"All of our properties have received the top awards in their respective chains, they are all first class, and Splash Lagoon will be no different," said Chris Scott, Vice President of Scott Enterprises. "The Scott,s spent 18 months designing Splash Lagoon. We wanted to build a park that appealed to the whole family, and we think we have succeeded."

The 77,000 square foot building will feature a South Pacific Theme. The park includes 36,000 square feet of Aquatic Floor, 7,000 square feet of arcade, men's and women's dressing rooms that total 8,000 square feet, a retail shop, a food court and 3,000 square feet of meeting space for private parties and corporate events.

Splash Lagoon will feature ProSlide Technology's two new thrill rides, The ProBowl and the Cannon Bowl. The park is the first indoor venue to feature both of the thrill rides. "We are very lucky to be working with Rick Hunter and the team at ProSlide, and we are excited to be the only indoor park in the country with two of the hottest rides in the industry under one roof," said Nick Scott, Jr.

Another highlight of the park is a million dollar SCS Interactive Tree House. The five-story centerpiece will include 12 levels of interactive water fun and a tipping bucket that will tip in two directions. The park was designed to allow the tipping bucket to perform its traditional dump onto the screaming kids below in one direction and to dump on the unsuspecting cannon bowl riders in the other direction. "We tried to think out of the box and add small details to really enhance the guests experience," said Scott.

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Scott Enterprises was founded on the heels of a hard working Greek immigrant by the name of Chris Skountzos. In 1914, at the age of 11, Chris left Greece and headed for the land of opportunity. Upon arriving at Ellis Island, and with some advice from an American Immigration officer, his last name was changed to Scott and his new life began. Making his home in Erie, Pennsylvania, Chris soon found his calling in the hospitality industry and over the years opened numerous independent hotels and restaurants. Chris's only son, Nick, graduated from Cornell University with a BS in Hotel Restaurant Management. He introduced his father to franchising in the mid 1960's. Franchising was a hot, new concept and the father-son combination soon found themselves developing Arby's and Bonanza Restaurants as well as Quality Hotel brands. In 1980 the company tried their hand in the waterpark business, opening Wild Waters Waterpark in Erie, Pennsylvania. The park included a 12,500 sq. foot wave pool, four waterslides and a kids' Aqua Play Area. Although the park was a success, the constant struggle against Erie's inclement weather, the short season and the inability to expand due to land constraints was a consistent hardship, and the park closed in 1990.

Chris, the founder of the company passed away in 1985. Today Nick Scott, Sr. is the President while his two sons Nick, Jr. and Chris, and his son-in-law, Lance Lehr, serve as Vice Presidents. Scott Enterprises owns and operates over 20 franchised businesses with names that include: Applebee's, Damon's, Quaker Steak & Lube, Valentino's, Residence Inn by Marriott, Courtyard by Marriott, Comfort Inn, Econo Lodge, Motel 6, Days Inn and Holiday Inn Express. By the end of the year the company will employ more than 1,000 people with plans to reach 1,400 by 2004. Plans for a new \$20 million Marriott Convention Center Hotel on Erie's Bayfront and numerous other restaurant and hotel projects are currently on the drawing board.

Nick Scott, Jr. ▶





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A tube slide will start on the main tower and immediately go outside the park. As an added marketing tool, the ride is designed to be transparent, so travelers outside the park, moving along the street, can see the riders moving through the slide. The flume re-enters the building, and the riders experience a blackout as the ride turns completely dark for its final twisting turn. The riders are then emptied into the 300 foot leisure river float ride. For the active group there is an 80,000-gallon activity pool featuring eight water basketball hoops. The pool also includes a lilly pad crossing, an octopus float and many other water toys. There are two 25-person whirlpools, one for the



adults and another for the kids. The toddler area features a zero-depth entry pool with plenty of slides and water toys to keep the little ones active. An interactive dancing water module

is sure to give the small kids plenty of enjoyment. The park was designed so that the smaller children are more secluded from the activity of the older kids. This will insure a safer environment for the kids that is sure to put the adults at ease.

Arcade

The Arcade at the park is 7,000 sq. feet and will feature over 150 state-of-the-art games that will include redemption. There will be a bar and small restaurant incorporated into the arcade to give it that "Dave & Busters" feel that will appeal to the whole family.

Hotels

Splash Lagoon is connected to two all-suite properties, The Holiday Inn Express Suites and the Residence Inn by Marriott. Adjacent to the park is a Comfort Inn, an Econo Lodge, a Motel 6 and a Courtyard by Marriott, all of which are owned and operated by Scott Enterprises.

"We will sell packages for the waterpark primarily from the Holiday Inn, Residence Inn, Comfort Inn and Econo Lodge Hotels," said Jeff Mona, Director of Operations for Scott Enterprises Hotels. "Package prices will vary from hotel to hotel with the rates being lower at the adjacent hotels. Guests that stay at the adjacent hotels will have use of the 'Splash Lagoon Water Taxi,' a bus that will transport them to and from the waterpark. We want to make it as convenient as possible for them."



Lazer Tag

Lazer Tag at Splash Lagoon offers another type of entertainment for those energetic yet waterlogged kids. Adjacent to Splash Lagoon is a brand new, state-of-the-art Lazer Tag Arena and Arcade. After a fun-filled day, families can dry off and head to even more exciting entertainment.

"We feature equipment and components from the industries' leading Lazer Tron. Featuring their newest 10.3 software, Lazer Tag offers hundreds of different options, allowing players many new and exciting games," said Rick Coleman, Operations Manager for Scott Enterprises. With all-new futuristic obstacles, 3-D graphics, and earth-shaking sounds, the Arcade and Lazer Arena is a great way to end an exhilarating and action-packed day. Combination packages that include



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Splash Lagoon Indoor Water Park Resort Erie, Pennsylvania

Owners	Scott Enterprises (Scott Family)
Admission Prices	Package rates vary from hotel to hotel
Dates Open	Opening December, 2002, Open 365 days a Year
Size/Capacity	77,000 Sq. Ft. Building; 36,000 Sq. Ft. aquatic floor; 7,000 Sq. Ft. arcade
Number of Employees	Year Round—75-100



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both the waterpark and lazer tag will be available as an option to the guests.

"Lazer Tag allows us to offer more to our guests than our competition does. It will give the kids some variety during a long weekend at the park," said Nick Scott, Jr.

In Conclusion

"We are proud to be offering first-class hotels, restaurants and entertainment at a terrific interstate location, as a concentrated group, all within 100 miles of three major markets (Pittsburgh, Buffalo, and Cleveland)," said Nick Scott, Sr. "What makes it especially exciting is by adding a new major component—the indoor waterpark. All of the other businesses will work together in synergy to create Splash Lagoon Indoor Waterpark Resort, a new major tourist attraction for Pennsylvania and the tri-state area."



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Splash Lagoon Suppliers:

Project Manager:	Bob Banks Project Management
Waterpark Design:	Water Technology, Inc.
Architect:	Weber Murphy Fox Architects
Structural Engineer:	Steele Structural Engineering
Consultants:	U.S. Realty Consultants, Inc.
Theme Design:	National Rock & Sculpture
Mural Work:	Optic Nerve
Rock Work:	Rock Images
Construction Management:	Bob Banks Project Management
General Contractor:	Scott Enterprises
Glu-Lam Structure:	Seech Industries
Waterslides:	ProSlide Technology
Pool Construction:	Aquatic Pools and Construction
Children's Equipment:	SCS Interactive, Koala Corporation, Water Toys
Pool/Deck Coating:	Pro-Tile
Filtration Equipment:	Neptune-Benson Inc.
Pumps:	Griswald Pump Company & United Industries



Making a Big Splash With Laminated Wood

The Spring and Summer of 2002 provided a challenging time for the construction of a unique building structure, Scott's Splash Lagoon in Erie, Pennsylvania. As the name indicates, Splash Lagoon is an indoor waterpark located at the Peach Street Exit of Interstate 90 in northwest Pennsylvania. The idea for this type of structure (located in a geographic area that often has been accused of exhibiting two seasons—August and Winter) is inspirational, and the owners should be commended for their vision. The open expanse of space in the 77,000 square foot facility is created by the use of only 10 interior columns, and wide-open, clear-span areas that allow the numerous pools and slides to be intermingled.



The architect, Weber Murphy Fox of Erie, selected the renewable natural resource, exposed wood, as the material to create Splash Lagoon's atmosphere. The laminated wood roof system consists of uniquely displayed heavy timber components. The roof framing plan incorporates numerous large girder beams that are 14-1/4" wide x 75-5/8" deep x 84'-5" long and weighing almost 22,000 pounds (now that's a big tree!). The large sizes of many of the members is not limited by the tree size.

Modern laminated wood technology utilizes thinner 2-inch horizontal subpieces stacked to the appropriate depth. The horizontal pieces are finger-jointed at the ends to create the long lengths. Also comprising the structural system are 12-1/4" x 12-1/4" columns and knee braces, 12-1/4" wide curved and tapered beams, 8-3/4" rafters, purlins, and a "pop-up" clerestory, which literally "raises the roof" an additional 10 feet, and is affectionately known on the site as the "hut." Housed in the "hut" are skylights, which allow natural light to permeate the area below.

The entrance is framed by a complex series of 10-1/2" members built as a truss that spans approximately 60'-0" and is 12'-0" deep. To compliment the heavy timber, a 3x6 laminated deck was utilized as the roof sheathing. Tying the laminated members together is an intricate system of galvanized and stainless connections and bolts. The most intricate of all the connections are the "Christmas Tree" column connections. These stainless base connections weigh over 1,000 pounds each and connect five individual and independent 12-1/2" members atop a 20'-0" high 36" round concrete column. In all, there is close to one-half

million board feet of lumber contained in the 333 members, 45,000 square feet of deck area, and 25 ton of steel connections and bolts.

The coordination of the laminated roof system was awarded to Seech Industries, Inc. of Pittsburgh, Pennsylvania. As the laminated package facilitator, Seech Industries, Inc. surrounded themselves with some of the best professionals in the industry. The team concept was an outright necessity to successfully complete the project.

Comprising the team were:

Gray Engineering & Design, London, Kentucky—

Connection design and shop drawings

Structural Wood Systems, Greenville, Alabama—

Laminated wood manufacturer and fabricator

Pittsburgh Fabrication & Machine, Neville Island, Pennsylvania—

Connection fabricator

Filler King Company, Homedale, Idaho—

Laminated deck supplier

Bryan Construction, Slippery Rock, Pennsylvania—

Laminated wood erector


Seech Industries, Inc., Pittsburgh, Pennsylvania—

Laminated wood project and fabrication manager

Close coordination and communication with Bob Banks

of Bob Banks Project Management, Inc., Mike Hammil the field superintendent, the Architect's project manager Rick Avon, and Dave Steele of Steele Structural Engineering, allowed the team to complete the work within budget and almost two weeks ahead of the anticipated schedule.

As the construction proceeds and the building begins to take form, you can almost hear the laughter and splashing of water from children and adults alike. Given the planned holiday season opening, the jobsite is alive with activity. Earthmoving equipment, concrete trucks, erection cranes and manlifts take turns completing their well coordinated tasks.

Scott's Splash Lagoon is a blend of modern technology and one of nature's most abundant resources—wood. If you are ever in the area, stop by, bring your swimming suit, and as you climb the tower to enter the maze of waterslides, do not forget to stop and look at "the trees" above. 



by Mark E. Seech, President of Seech Industries, Inc.