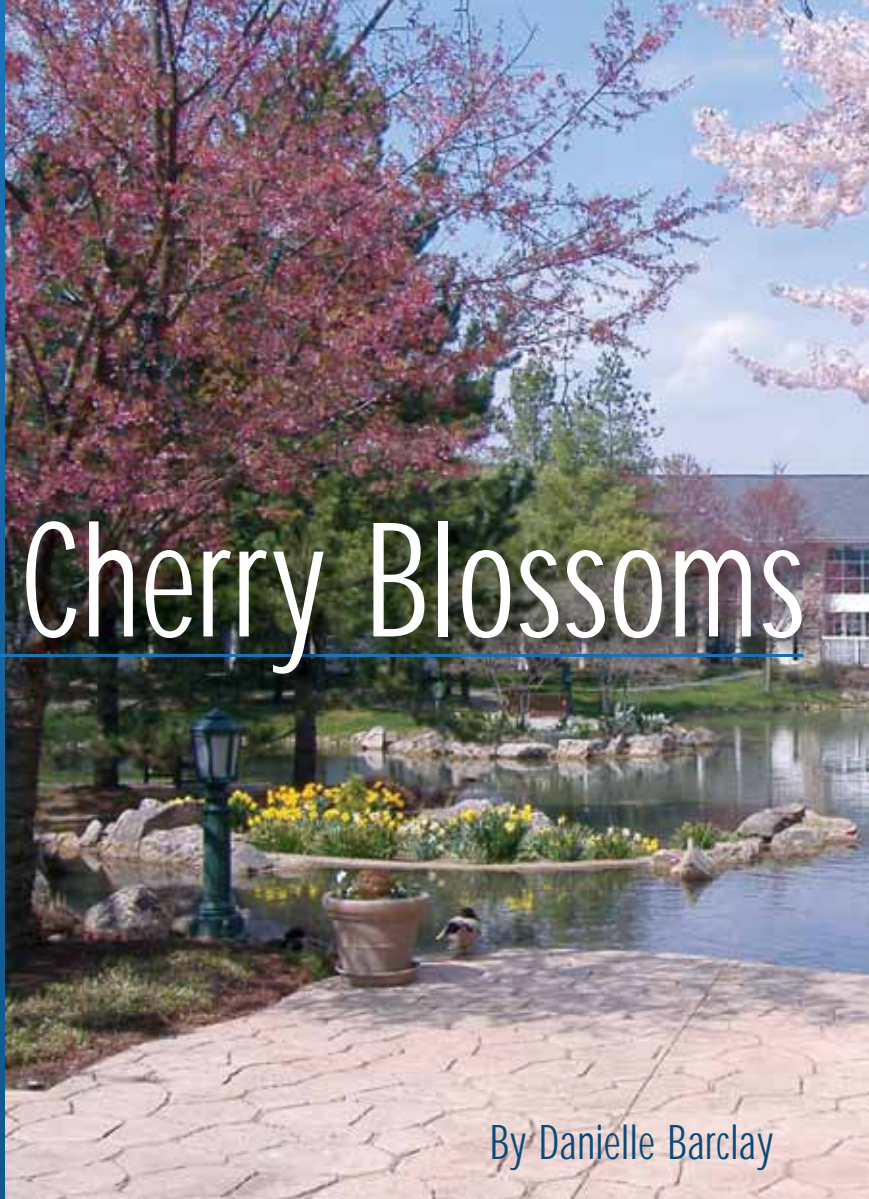


FUN

Among the Cherry Blossoms

Guests of Cherry Valley Lodge benefit from all its many amenities including the CoCo Key Water Resort.



By Danielle Barclay



Key West is known for its balmy weather, crystal blue water and Mardi Gras atmosphere that offer fun for visitor's day or night. CoCo Key Water Resort developers set out to create a water resort with similar Caribbean flavor, where patrons could relax and splash in a tropical paradise. Envisioned by WAVE Development, and built by Horizon Construction, CoCo Key Water Resort in Newark, Ohio, opened on December 2, 2006. This flagship property in a portfolio of ten similarly constructed water resorts is anchored by the Cherry Valley Lodge originally built in 1993.

Owned and managed by Allied Hospitality, Inc., the Cherry Valley Lodge is located only 35 minutes east of downtown Columbus, in Central Ohio. Families as well as business and leisure travelers discover charming and relaxing accommodations, casual and fine dining and



Restaurant, located just off the hotel lobby, offers classic and unique American cuisine or summertime patio seating in our botanical garden courtyard. During the winter months, guests can relax with their favorite beverage near the fireplace at the Lodge Pub.

Mass appeal

CoCo Key Water Resort is known for its ability to provide something for everyone. “Our attractions have a special appeal to younger children ages 2-12 and adventure seekers of all ages love our high-speed water raft slides. Banyan Leaf Spa offers Mom & Dad a chance to unwind and they can choose from a wide variety of indulgent options, including couples massages! We also provide group services to all types, styles and ages that want to use CoCo Key Water Resort for their next meeting or party,” explains Thress. From school events, birthday parties, scout events, fundraisers, family reunions, team building and more...CoCo Key Water Resort is the place to be!

We’ve learned that kids love the immediate access to Key Quest Arcade, which is equipped with state-of-the-art video games such as “Guitar Hero,” “Deal or No Deal,” “Dance Dance Extreme,” classic video and high definition racing games, air hockey and much more! For the convenience of parents, birthday parties and group events have access to Duval’s, our private party room located just next door to the waterpark. CoCo, our larger-than-life parrot mascot, is always on hand for birthday parties and is in the water resort every weekend and holiday to entertain the crowds with a little song and dance. We’ve heard from reliable sources that CoCo likes to perform the chicken dance with the lifeguards high above the waterpark on the Green Mile—CoCo is a bit of ham, and the kids find him fabulously entertaining. While kid’s splash, adults can enjoy drinks and snacks at Wet Rooster Bar, which is located poolside.



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Boosting property revenue

Birthday parties drive revenue for the waterpark. A typical birthday party package includes 2 hours of swim time, a goody bag and \$5 arcade card for each child, one hour in our private party room (with choice of meal, birthday cake), two free chaperone passes with every ten paid children and a visit from CoCo. The pre-paid game cards for Key Quest Arcade that are included in the package encourage guests to return to the arcade after they are done swimming. Birthday parties typically run 3 hours and are staffed by party coordinators that are trained to deal with pop-up customer service issues. Our facility books up to three parties a day on the weekends, one or two on weekdays based on our operating schedule. We have a great staff that plays the part of the host so Mom and Dad don’t have to do any of the work!

For an educational experience we offer many different programs developed specifically for scouting groups. However, FUN is always the key ingredient for earning a badge at the waterpark. We offer a variety of activity programs that can help Troops not only work toward earning a badge but also make a splash in the process! Our most recent addition to the

CoCo Key Water Resort, the 50,000 sq. ft. indoor waterpark. Guests at Cherry Valley Lodge choose from 200 comfortable guestrooms and 16 spacious Jacuzzi suites. We provide modern amenities for the comfort of our guests that include refrigerators and coffee makers in every room as well as complimentary Wi-Fi throughout the lodge. Guests have so much to do that they can easily spend two days exploring the property. Cherry Valley Lodge General Manager, Carol Thress explains “Whether they are shopping at the Treasure Trove Gift Shop, dining in one of our three restaurants, working out in the fitness center or relaxing at Banyan Leaf Spa, they’ll find what they’re looking for.”

We have delicious dining choices also. Inside CoCo Key Water Resort the Callaloo Grille features burgers, pizza, snacks, ice cream, Dippin’ Dots and more. Sunflower’s

CoCo Key's key attractions:

"Parrot's Perch": Recommended for ages 3-8. A multi-level interactive play island with 4 slides for younger children, water cannons and a huge bucket that dumps hundreds of gallons of water every few minutes.

"Coconut Grove Adventure River": This ain't your mama's leisure river! "Coconut Grove" is a fast-paced tube ride around "Parrot's Perch" with splash surprises along the way.

"Kiddie Pool": Recommended for our littlest swimmers. A zero-depth entry with slides for our smallest guests (under 48" tall) and small tipping buckets.

"Palm Grotto": Just for older guests; 18 and over only. Giant whirlpools offer a relaxing, sultry, tropical experience. You can even get to the outdoor whirlpool via our swim-through passage!

"Coral Reef Cavern": Recommended for ages 6 & up. An exciting activity pool featuring water basketball and a lily-pad adventure.

"Gator's Gush, Barracuda Blast & Pelican Plunge": Three 40-foot thrilling body and raft waterslides that'll drive you wild! You must be 48" tall to ride down these water slides, even when riding with an adult.

Rusty's Dive Shop: Conveniently located inside the waterpark, Rusty's Dive Shop serves as a Lifeguard and First Aid Station.

Sun Deck: Enjoy a spot of sunshine on our outdoor tanning deck complete with lounge chairs.

Key Quest Arcade: Dry off and head on over to the Key Quest Arcade interactive game room filled with state-of-the-art video games.

Girl Scouts badge program is called Water Everywhere. Scouts can earn a badge that puts a spin on lifeguarding! Every Girl Scout is taught basic lifeguarding techniques that include the compact jump and basic rescue maneuvers.

Best guest protection

All lifeguards at the property are trained and certified by Jeff Ellis & Associates. Jeff Ellis & Associates creates vigilant lifeguards and requires continued education after certification. Lifeguards participate in regular in-service training and are taught basic first aid services up to and including water rescues and CPR. As a department, the CoCo Key lifeguards received the Platinum Award in the year 2010. According to Lisa Howard, Water Resort Director, "This prestigious award is only given to the top 10 percent of Jeff Ellis clients. I am extremely proud of our staff for achieving this kind of recognition. We work extremely hard to make sure our guests are safe and we take our lifeguarding skills very seriously. CoCo Key Newark was the only

one within the portfolio to achieve this high honor in the year 2010."

Statistics show that water tragedies can easily be avoided through education. We make it our goal to get out into the community to talk to children and their families about water safety and even provide a water safety program for field trip groups that come to our facility.

From a PR standpoint, getting CoCo involved in community events makes great news! Every year we take part in the "Mascot Chase," a part of the Capital City Half Marathon and 5k in Columbus that serves as a fundraiser for the Capital Kids afterschool program, benefiting underprivileged inner-city children. As our Ambassador, CoCo takes part in the Mascot race with thousands of children in the annual event. CoCo also attends many other events during the year that help educate the public about organ donation, diabetes and sudden infant death syndrome (SIDS) and more. Additionally, each year we host "Back to School Splash," a community outreach program that benefits local schools. Guests can receive admission into the water resort in exchange for the donation of a new school supply. We then give those supplies to our local school district for the benefit of less fortunate families who cannot afford to get their children supplies.

CoCo Key Water Resort has been a great addition to Cherry Valley Lodge. We have been able to add an entirely different demographic to our resort which contributes additional tourism revenue for our local community and creates an environment for families to spend quality time together. For more information on the Cherry Valley Lodge & CoCo Key Water Resort, please visit our website at www.CherryValleyLodge.com. 



Danielle Barclay is the Marketing Coordinator for Cherry Valley Lodge. She is an accomplished graphic designer and has vast experience in media relations, promotional writing and social media environs. Article contributor, Lisa Howard, Water Resort Director.



Suppliers

Development/Design: Wave Development
Consultants: Sage Hospitality
Construction: Horizon Construction
Waterslides: Whitewater West Industries
Raft/Tubes/Mats: Tube Pro
FEC equipment: B and C Communications
Children's interactive play structure: Whitewater West Industries
Children's equipment: Neuman Group/ Neuman Pools
Furniture: Grosfilllex
Lockers: Smartecarte
Filtration equipment: Neuman Group/ Neuman Pools
Pumps: Aurora Pump
Chemical: OP Aquatics
Chemical controllers: Neuman Group/ Neuman Pools
Admission system: Cyllenius (BONGO); Hotel Information Systems (Softbrands)
Merchandise: Flash Sales; Swimsuit Station; Wild Republic; Pennsylvania Dutch Candy Company; Pucker Powder
Food/Equipment: GFS; Wasserstrom
Uniforms: Water Safety Products; The Lifeguard Store; Proforma Dimensions
Lifeguard certification: Jeff Ellis & Associates

Details

CoCo Key Water Resort

2299 Cherry Valley Road
 Newark, Ohio 43055

Web site: www.cherryvalleylodge.com

Owners: Allied Hospitality Inc.

Admission prices: Summer Months \$10 weekends and \$8 weekdays (Winter Months \$19.95 per person weekend and \$12 weekday)

Dates open: Year-round

Size/Acres: 50,000 square feet

Capacity: 728

Number of employees: Year-round: 64

Clientele (percent local vs. tourist):

60 percent local vs. 40 percent tourist

Unique park programs: We offer Girl Scout Programs; Water Safety Classes for Schools; After Prom events

Staff retention programs or in-service programs: We hold in-service programs weekly for our guards to maintain their skills



Cherry Valley Lodge is a favorite spot for weddings thanks to its beautiful arboretum and botanical garden.

