



LUMBERJACK LEISURE

THE NEW LODGE AT CEDAR CREEK
GIVES GUESTS A TASTE OF
WISCONSIN'S NORTHWOODS

Stepping inside central Wisconsin's newest resort transports you back to a time when lumberjacks worked the local waterways. You'll find narrow streets lined with lantern posts, a working water wheel and other log-mill-themed surroundings that paint a welcoming picture of Wisconsin's lumbering past.

Welcome to the Lodge at Cedar Creek, Wausau, Wis.'s new \$30 million, all-suite indoor waterpark resort. Since opening on June 18, traffic to the resort has been brisk as thousands of vacationers flock to enjoy a taste of Wisconsin's Northwoods—with a few modern twists.

Many visitors comment on the resort's attention to detail. The resort carries the rustic log-mill theme throughout, from its main lobby and waterpark to individual suites and common areas.

"We wanted to give our resort a look and feel that set it apart from other attractions," says Amanda Sampey, Marketing Director for the resort. "The rustic theme is so realistic that guests get a true sense of the Northwoods without having to step foot outside. There's really no other place like it."

A LUMBERJACK-SIZED WATERPARK

While the quaint atmosphere of this cozy new lodge is tough to beat, the waterpark is really the jewel of the crown. Touted as the largest of its kind in northern Wisconsin, the waterpark offers more than 50,000 square feet of aquatic fun for adults and children alike.

Available to both overnight guests and day-trip visitors, the waterpark's signature attraction is "The Cedar Creek Tree House," a massive water-dumping feature, complete with water geysers, two body slides, rope and net crawls. Children will get the surprise of their life when an 800-gallon tipping water bucket dumps on them every 3 to 8 minutes. And the best part is that more than 200 kids can play in this enormous water area at one time.

For additional thrills, "Timber Twisters" promises a splashing good time. The ride consists of two giant slides with enclosed tubes that extend outside the resort like the tentacles of an octopus then return back inside into the "Beaver Bay" splashdown pool, which displays numerous whimsical, talking forest characters.

The lodge also claims "Powder Keg Puddle," an action-packed kiddie water-play area with slides and spraying water toys; "Log Jam Pass," a busy water-walk activity



LODGE AT CEDAR CREEK

805 Creske Ave., Rothschild, WI 54474

www.lodgeatcedarcreek.com

Owners: Lodge at Cedar Creek, LLC

Admission prices: Monday-Thursday: \$19.95; Friday-Sunday: \$22.95

Dates open: Everyday

Size/Acres: 50,000 square feet

Capacity: 1,000+

Number of employees:

Year-round waterpark: 65

Year-round resort: 80

Year-round total: 145

Clientele (local vs. tourist): Combination

Future expansion plans: Feasibility study in progress for additional 140 sleeping rooms & convention center

Planned developer: Horizon Development

Unique park programs: Birthday parties, evening events, New Year's Eve party, Cedar Creek festival, variety of family activities

Staff retention programs or in-service programs: Employee incentives, employee & family events, meal discounts for employees and family members, weekly life-guard in-services

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for all ages, and “Sasquatch,” an enormous tube bowl ride that brings guests down into “Loggers Landing,” a tube and plunge landing pool.

For a more relaxing experience, “Rapid Rock River” is just the ticket. This wave leisure river peacefully flows around an island with wildlife scenery. Other ways to sooth the mind and body are “Yukon Jacks Shack,” a cozy adult whirlpool that comes out of a miners shack, and “Hot Springs Spillway,” an oversized whirlpool ideal for the entire family.

“Visitors can splash their cares away in our huge waterpark,” Sampey says. “The park was designed to offer something for everyone.”

Chuck Neuman, President of Water Technology Inc., Beaver Dam, Wis., the aquatic design/build firm responsible for the aquatic design at the lodge, says, “The Lodge at Cedar Creek is a totally themed experience for families that will keep them coming back for years to come. The balance of aquatic amenities is exciting and will appeal to families and thrill seekers alike. From the high-energy rides, talking woodland creatures and sounds of nature, this indoor waterpark resort will make the industry sit up and take notice.” WTI was involved with all aspects of design, including a comprehensive

SUPPLIERS

Development/Design: Horizon Development, Water Technology Inc.

Consultants: Neuman Pools Inc., Water Technology Inc.

Hotel construction: Horizon Construction

Aquatic construction: Neuman Pools Inc.

Waterslides: ProSlide Technology Inc.

Wave generator: WaveTek

Raft/Tubes/Mats: Zebec Inc.

FEC equipment: King Pin Games

Children's equipment: KoalaPlay Group, Fountain People/Water Odyssey, Empex WaterToys, Vortex Aquatic Structures International

Furniture: Lynkris Patio Furniture

Lockers: Bloomington Security Solutions

Pool/deck coatings: Applied Flooring Solutions

Filtration equipment: Neptune-Benson Inc.

Pumps: Aurora Supply Co.

Chemicals: Wausau Chemicals

Chemical controllers: Santa Barbara Control Systems

Food/Equipment: Sysco Systems, Valley Popcorn

Uniforms: The Lifeguard Store

Ozone equipment: Kaufmann Umwelttechnik, Engineered Treatment Systems

Ultraviolet equipment: Engineered Treatment Systems LLC

HVAC: Integrated Energy Systems LLC

Theming: National Rock & Sculpture

Signage: Orde Advertising



sign plan. "It was a pleasure to work with such a forward-thinking organization," he says.

QUENCHING OTHER GUEST NEEDS

After a busy day in the waterpark, visitors who build up their hunger can visit the rustic-themed Saw Mill Grill and Buzz Saw Bar, the resort's restaurant and bar combination featuring wildlife game

mounts and a roaring stone fireplace. Menu selections are plentiful, including prime steak, fresh-fish dishes, roasted chicken, barbecue ribs, salads and sandwiches. Children even have their own menu, including mini corn dogs, hot dogs, chicken strips, fries and more.

The lodge is also home to The Cookhouse, a quaint snack shop located close to the waterpark featuring traditional favorites such as hamburgers, hot-dogs and a variety of ice cream treats.

For many travelers, a rustic getaway brings to mind cramped, one-bedroom cabins. However, the accommodations at the lodge are sure to change this perception. Guests can choose among the resort's 140 family-sized suites, from an intimate room with two queen beds and a sofa sleeper to a two-bedroom family

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suite with a breakfast bar.

For larger groups, the lodge offers a mega suite that accommodates up to 10 overnight guests and features three bedrooms, three bathrooms and a loft. Some suites even include a fireplace, balcony with a birds-eye view of the waterpark and whirlpool tub.

"We want our guests to be pampered with amenities they typically wouldn't have at home," Sampey says. "Many guests come to the lodge for a vacation week or weekend getaway, and a vacation means being indulged in only the finest amenities, which they're sure to find here."

Aside from being an ideal family retreat, the lodge also is well-positioned to accommodate corporate functions and other large groups. The resort has the capacity to host meetings and conferences for up to 100 people, whether for business meetings, weddings, family reunions or other special events.

"We're conveniently located in central Wisconsin, so visitors can easily reach the Lodge from throughout the Midwest," Sampey explains. "It doesn't matter if you're traveling from Milwaukee, Madison, Minneapolis or Chicago - we're only a drive away and well worth the trip." **WWA**