



The Future of Municipal Waterparks

A CIVIC ASSET THAT DRIVES ATTENDANCE, TOURISM, AND MIXED-USE
GROWTH



Flexible indoor–outdoor spaces engineered for year-round community use

Municipalities choose to build waterparks in an OpenAir retractable roof enclosure because it combines the revenue potential and year-round reliability of an indoor facility with the experience and energy efficiency of an outdoor venue.

Key advantages include:

- **Year-Round Operation:** Operate through all seasons while still offering an open-air summer experience. This extends programming, tourism, memberships, and revenue opportunities beyond traditional outdoor pool seasons.
- **Lower Operating Costs:** When the roof and walls are open, facilities can significantly reduce HVAC, dehumidification, and artificial lighting demand, helping lower annual energy consumption and operating expenses.
- **Improved User Experience:** Guests enjoy sunlight, fresh air, natural ventilation, and an outdoor feel without sacrificing weather protection. The result is a more attractive, resort-style environment that drives attendance and repeat visits.
- **Weather Flexibility:** Sudden rain, wind, smoke, or colder temperatures no longer force closures. Facilities can quickly transition from open-air to enclosed operation to protect programming and guest comfort.
- **Corrosion Resistance & Longevity:** All-aluminum retractable structures are highly resistant to the corrosive chloramine environment common in aquatic facilities, reducing long-term maintenance and lifecycle costs compared to conventional steel natatoriums.
- **Sustainability Goals:** Retractable enclosures support municipal sustainability initiatives through reduced energy use, increased natural ventilation and daylighting, and durable recyclable materials like aluminum.
- **Community & Economic Impact:** A modern retractable-roof waterpark becomes a regional destination that can increase tourism, support local businesses, attract events, and enhance community wellness and recreation offerings.
- **Flexible Multi-Use Programming:** Municipalities can support lap swimming, therapy, leisure aquatics, family recreation, fitness, events, and seasonal programming in a single adaptable environment.
- **Competitive Differentiation:** Communities increasingly compete for residents, visitors, and investment. A retractable-roof aquatic facility offers a signature architectural feature that distinguishes the municipality from neighboring regions.
- **Comparable Capital Costs:** In many cases, modern retractable roof aquatic facilities can be cost-competitive with traditional enclosed natatorium construction, especially when lifecycle operating savings are considered.

For municipalities trying to maximize public value, extend facility usage, reduce operational strain, and create a more engaging community destination, retractable roof waterparks offer a practical long-term solution rather than simply a luxury feature.



Epic Waters: A Municipal Economic Engine

Quick Facts:

- 80,000 SF year-round destination (waterpark only)
- 500,000+ annual visitors
- Top 3 U.S.A Today indoor waterpark for multiple consecutive years (#2 in 2026)
- Major anchor for mixed-use district growth (172 acres total)
- Proven tourism and tax revenue driver

Community Impact:

- Annual land value growth has accelerated from 5% to 20%
- Average \$8M contribution to special revenue funds yearly
- Supports surrounding hotel, retail, dining, and entertainment development increases
- Strengthens long-term district ROI and tax base
- Grand Prairie, TX, had a population of 198,564 and grew 13 percent between 2010 and 2023

Development Timeline Snapshot:

- 2007: City acquires strategic development land
- 2018: Epic Waters & companion amenities open
- 2021+: Hospitality, conference, dining, and recreation district expands
- Today: Continued mixed-use investment and destination growth including Top Golf, Ikea, Hotels (various), Bass Pro Shops, Andretti Racing, Golf Courses and more...



Built for Performance

OpenAire's all-aluminum retractable roof enclosures are designed for aquatic environments, reducing corrosion, maintenance, and long-term repair compared with conventional steel construction.

Operable roof systems bring in daylight and natural ventilation to improve comfort and help lower cooling, dehumidification, and lighting demand.

Expandable end-wall design supports phased growth as attendance and programming needs increase. Yes we can make your waterpark grow!

Key Benefits:

Lower Lifecycle Maintenance

Aluminum framing reduces corrosion, repairs, and long-term/future upkeep

Reduced Energy Demand

Daylighting and natural ventilation can lower energy use and lighting costs by up to 15% yearly

Designed to Expand

Extend the enclosure length as attendance and programming needs grow

Early Budget Confidence

Concept-phase design support aligns scope with budget and schedule

Reliable Budget & Delivery

One partner manages design through installation keeping budgets on track including a minimum 5-year complete warranty





1989

Founded

90+

Employees

1300+

Projects

OpenAire Waterparks



2026 USA TODAY 10 BEST PARK WINNERS

1. KALAHARI - MULTIPLE POCONOS PA & WISCONSIN DELLS, WI
2. EPIC WATERS INDOOR WATERPARK
3. TROPIC FALLS AT OWA
4. BAVARIAN BLAST
10. WATIKI INDOOR WATERPARK RESORT



Lower maintenance + Reduced energy demand = Long-term community ROI

OpenAire is the only provider of large-span retractable roof waterpark structures built entirely from corrosion-resistant aluminum, purpose-engineered for high-humidity aquatic environments.

Why municipalities choose OpenAire:

- Corrosion-resistant aluminum for long-term durability
- Operable roof systems that support daylight and natural ventilation
- Reduced HVAC, dehumidification, and lighting loads and costs
- Expandable gable end design for phased future growth
- Reliable project delivery with early budgeting and engineering support
- Long term warranty and experience



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