

FOR IMMEDIATE RELEASE:  
NOVEMBER 24, 2009

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BLU BAMBU WATERPARK TO OPEN IN PFLUGERVILLE  
BY MAY 2011

PFLUGERVILLE, Texas—Entrepreneurs Jim Brisco and Shea Hanvey of Blu Bambu LP today announced that Blu Bambu Waterpark is on track to open in Pflugerville by May 2011. The large entertainment venue will be located on a 50-acre tract of land at the southwest corner of Pecan Street and State Highway 130 and is expected to attract more than 300,000 visitors annually from all over Central Texas.

A final site plan for the estimated \$16 million project was completed in October, and construction is expected to begin in spring 2010. The waterpark will initially span 26 acres, including a 14-acre park and a 12-acre parking lot.

Rather than rushing to complete the project by 2010, the developers determined that targeting a 2011 open date will allow them to build all the attractions and develop the park to the quality and standards that match their initial vision.

“We have been working with the City of Pflugerville and the Pflugerville Community Development Corporation to get the necessary utilities in place, and significant progress has been made since we first met in August,” Brisco said. “We are pleased with how much has been accomplished in such a short timeframe.”

Blu Bambu Waterpark will feature a wave pool, a surfing attraction, a lazy river, eight to 10 large water slides, activity areas for young children, sand volleyball courts, covered pavilions and a stage for concerts.

In September, the board of directors for the Pflugerville Community Development Corporation (PCDC), which promotes economic development and provides for recreational facilities in the city, directed its staff to pursue an agreement with Blu Bambu LP that could include incentives to locate in Pflugerville and the sale of PCDC-owned land for Blu Bambu Waterpark. PCDC had previously purchased 160 acres of land for development purposes, 50 acres of which are proposed to be sold to Brisco and Hanvey for the development of Blu Bambu. Pflugerville Economic Development Director Charles Simon said the remaining 110 acres will be developed by PCDC.

“In addition to bringing a major amenity to residents of Pflugerville and the surrounding area, Blu Bambu will also help us attract other development, such as hotel, restaurant and other entertainment uses,” Simon said.

According to the results of a feasibility study commissioned by Brisco and Hanvey, Blu Bambu could bring in \$6.3 million in revenue in the first year of operation, which would generate \$393,750 in sales tax revenue. Of that, the City of Pflugerville would receive an

estimated \$63,000 in sales tax revenue, PCDC would receive \$31,500, and Travis County ESD No. 2 would receive another \$31,500.

Blu Bambu ticket prices have not yet been set, but approximate prices are expected to be \$22 per adult and \$18 per child. Season passes will be offered, but prices have not yet been finalized.

### **About Blu Bambu LP**

In the late 1990s, Jim Brisco founded a nonprofit organization and helped secure state grants to fund the construction of Splashway Waterpark in Sheridan, Texas. The park opened in June 1998; after operating the waterpark for three years, Brisco and his wife, Carolyn, left to focus on growing their Kyle, Texas-based business, Boulder Pools. Shea Hanvey and her husband, Steve, met Brisco when he built the Hanvey's backyard pool, and the two couples soon began discussing plans to build a waterpark together. They formed Blu Bambu LP in 2009, and the 14-acre Blu Bambu Waterpark is expected to open at the southwest corner of Pecan Street and State Highway 130 in Pflugerville, Texas, in May 2011. For more information, e-mail [blubambuwaterpark@gmail.com](mailto:blubambuwaterpark@gmail.com).

### **About the Pflugerville Community Development Corporation**

The Pflugerville Community Development Corporation supports the city's goals of smart growth while diversifying the city's tax base and providing support to both commerce and the community. PCDC promotes Pflugerville as a desirable place for new businesses to operate, and supports existing businesses by helping to address their needs. PCDC can provide funding for use as an incentive to businesses to begin doing business in Pflugerville. PCDC funds, which is 4B money generated from a half-cent of the city's sales tax revenue, can also be used to construct needed infrastructure such as roads, utilities and drainage projects.

Located 16 miles northeast of Austin and just south of Round Rock, Pflugerville is well-situated in a growing region. Recent transportation improvements, such as state highways 45 and 130, offer further linkage and direct access to other nearby cities and the region's main airport. For more information, visit [www.pfdevelopment.com](http://www.pfdevelopment.com).

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