

FACT SHEET

CoCo Key Water Resort at Cherry Valley Lodge, Newark, OH (50,000 sq. ft.) 1-800-788-8008 - www.cherryvalleylodge.com

Location

2299 Cherry Valley Road, Newark, OH 43055
1/4 mile South of SR 16 on the left side.

Transportation

25 miles east of Port Columbus International Airport
20 minutes from Port Columbus International Airport

Nearby Cities

25 miles east of Columbus, OH

CoCo Key Water Resort Completion

December 14, 2006

Property Cost & Scope

- Multi-million-dollar renovation of the 18-acre hotel property
- Addition of 50,000-square-foot CoCo Key Water Resort
- Adding a new casual restaurant
- Adding a 1,500-square-foot new upscale spa, *The Banyan Leaf Spa*
- Guestroom Makeovers
- Upgraded technology and business center

Background

The name "CoCo Key" along with the décor and atmosphere reflect the Key West tropical appeal from the earlier days where the region was known for its constant sunshine, clear seas and welcoming tropical environment. CoCo Key Water Resort captures the relaxation of the Keys and the enchantment of the Island. From a walk to Rusty's Dive Shop to the Coral Reef Cavern, to the outdoor dining on Duval Street and amazing sunsets viewed from Mallory Square you experience the true amazement of Key West. Bright colored cabanas, swaying palms, fragrant hibiscus, native artwork, thatched roofs await visitors during their visit to CoCo Key Water Resort.

“CoCo” is the Water Resort’s colorful parrot mascot – both a live macaw parrot and a costumed character. CoCo serves as a live ambassador for CoCo Key, making his home inside the water resort. He loves to interact with everyone, taking pictures with children and families and attending birthday parties and special events.

Attractions

With more than 50,000 sq. ft. of adventure, CoCo Key Water Resort offers a real Key West water experience. From three thrilling water slides, an activity pool, dip-in theatre, indoor adventure river, indoor/outdoor spa, and interactive play island, to the outdoor sun deck, snack bar, lounge, arcade, spa, cabanas, private parties and birthday parties, there is something for everyone to enjoy.

Water Slides

- 1) Shark Slam: A thrilling body slide with slamming curves
- 2) Gator Gush: Full-speed splashing body slide with banked turns
- 3) Barracuda Blast: One-person raft ride that blasts through jaw-dropping curves

Water Resort Attractions

- **Parrot’s Perch Play Structure:** Interactive Play Island with slides for younger children, zero-depth entry area, water cannons, and a huge bucket that dumps hundreds of gallons of water every few minutes
- **Coconut Grove Adventure River:** A tube ride through the water island with splashy coconut surprises along the way
- **Dip-in Theatre Children’s Pool:** Shallow water in which to float while enjoying movies and animation on a movie-size projection screen
- **Coral Reef Cavern:** Activity pool that features lily pads, water basketball and an animated coral reef backdrop
- **Palm Grotto Spa:** Giant indoor/outdoor whirlpools, offering more mature guests a tropical haven in which to relax
- **Outdoor Patio:** Enjoy sunning on the outdoor tanning deck
- **Rusty’s Dive Shop:** Lifeguard station/towel Station

Additional Features:

- **Wet Rooster Bar:** Full-Service, open bar overlooking entire water resort
- **Callaloo Grill:** Featuring CoCo Burger snack shop with all of your favorite island treats and Pizza Hut
- **Party Rooms:** Three Rooms available for birthday parties and group events, including Catamaran’s Party Room, Captain’s Quarters Party Room and Tea House Party Room.
- **Cabanas:** Five uniquely themed private poolside cabanas, individually rented for the day, include TV, refrigerator, lockable safe and private butler service. These rooms include: Ataca, Hemmingway, Beach Bungalow, Key Lim and Speakeasy
- **Key Quest Arcade:** Interactive game room with state of art animated video games, and entertainment for all ages
- **Duval’s:** Dining area & banquet space with a Key West Theme.

CoCo Key – Fun Facts:

- Holds about 100,000 gallons of water
- Length of adventure river: 274 feet
- Dump bucket holds about 300 gallons of water
- Lifeguards go through a total of 16 hours initial training and four hours of monthly in-service training
- Length of water slides: Shark Slam, 299 Feet; Gator Gush, 275 Feet; Barracuda Blast, 244 Feet
- Duration of Construction: approximately 10 months
- Number of water filtrations per day: Pumps run continuously, night and day, taking three hours for the entire pool to pump all of its water through the system. The hot tub water is put through the filtration system every 30 minutes.
- CoCo's Birthday 7/4/06
- Number of feathers CoCo has: 6,457

Current Hotel Features

- 200 unusually large guest rooms and suites with luxurious appointments
- Nation's only hotel that's an arboretum and botanical garden
- More than 10,000 sq. ft. of conference and banquet space
- Meeting enhancements that include unique programming, team-building exercises and skilled event planning programs and support
- Popular location for weddings and reunions
- Celebrated fine-dining restaurant, "Sunflower's"
- Indoor pool, fitness room and adjacent scenic biking/walking trails
- Specialty getaway packages for couples, families and even pets
- Unique kids/family programs and events

Additional CoCo Key Water Resort Developments

- Sheraton Chicago NW, Arlington Heights, IL, 65,000 sq. ft., Opens December 2006
- Clock Tower Resort, Rockford, IL: 60,000 sq. ft., Opens January 2007
- Cherry Valley Lodge, Newark, OH: 50,000 sq. ft., Opened December 2006
- Sheraton Ferncroft, Danvers, MA, 65,000 sq. ft., Opens Summer 2007
- Holiday Inn Central, Omaha, NE
- Sheraton North, Cincinnati, OH
- Comfort Inn, Cincinnati, OH
- Marriott, Mt. Laurel, NJ

Ownership & Management

Hotel Management: Sage Hospitality Resources (based in Denver, CO)
Developer: Wave Development, LLC (based in Milwaukee, WI)
Owner: WPH Newark, LLC, D/B/A Cherry Valley Lodge
Contractor: Horizon Construction Group, Inc. (based in Madison, WI)