Splash Indoor Water Park Resort: A New Place for Families

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Oswego is not only a historic site and a hub of education in the region, but it also has a reputation for being family-friendly. There are several places in town that cater to children, like the Children's Museum, Fort Ontario, Rice Creek, and various playgrounds. Additionally, there are seasonal social events like HarborFest and PumpkinFest in the parks that dot the east and west side neighborhoods. Splash Indoor Water Park is the newest addition to this tradition, opening in June 2023 through the Clarion Hotel. It is an ideal place for young children to have fun even during Oswego's cold and snowy weather. However, because it is new and less visible than the outdoor park spaces, it requires some effort to promote. That's where Brooke Thomson comes in–she is the Social Media Manager and Coordinator for Splash, as well as a SUNY Oswego graduate from the class of 2023. She has been with Splash since its opening and works to spread the word about this exciting new addition to Oswego's family-friendly attractions.

Thomson says that she wears many hats when asked about her daily routine as a social media coordinator. On top of learning the ropes as a manager of Splash, she is in charge of all content that is sent out from social platforms like Instagram and Facebook. She also helps with the graphics that are displayed around the water park as well as all promotional materials that are seen on the park's televisions. Thomson's entry into media management started like many post-grads–with a job search that began during her last semester at the university. And while her job-searching experience was difficult, she knew that she wanted to work in Oswego: "I've always loved Oswego… I loved the community and the atmosphere." This led her to an internship at SUNY Oswego's Career Services, where she made important connections with people who put in a recommendation for her with the owners of Splash.

Thomson notes that she and others within Splash do a lot of outreach in the community–building relationships between the water park and companies like Novelis and Oswego Health, for instance. These business connections allow them to participate in a range of community projects, from sustainability initiatives to supporting first responders and their families. But being new in town, Thomson's foremost work is to ensure people know about the business and what they do, and social media engagement is a critical part of this. On Easter weekend, for example, Splash hosted the popular family channel "the Dougherty Dozen." The water park was featured on families' social media platforms and brought new eyes to Splash Park and the city as a whole. With large family channels and more families within the community flocking to the water park, Splash has made a special place for itself in the city.

Not only do families benefit from having a water park in town, but so do the students of SUNY Oswego. While talking with Thomson, she says that many students of the university work and have connections with the water park. She says that the opportunities for students are there because they offer jobs and offer students the time and space to hone their skills, such as

communication and teamwork, and use their place at the water park as a stepping stone for higher things.

The freshness of Splash Indoor Water Park has not hindered its ability to make an impact and establish connections within the city and the SUNY Oswego campus. The sounds of children's laughter, the familiar scent of chlorine, and the bright primary colors of the park's winding slides all create a sunny atmosphere that can be felt throughout the area–even on the coldest days.