

**From Roadside Stop to Destination:
How Family-Owned Attractions Find Success**



**FLORIDA ATTRACTIONS
ANNUAL CONFERENCE**

May 31 - June 3, 2026

TAMPA MARRIOTT WATER STREET

FROM ROADSIDE STOP TO DESTINATION

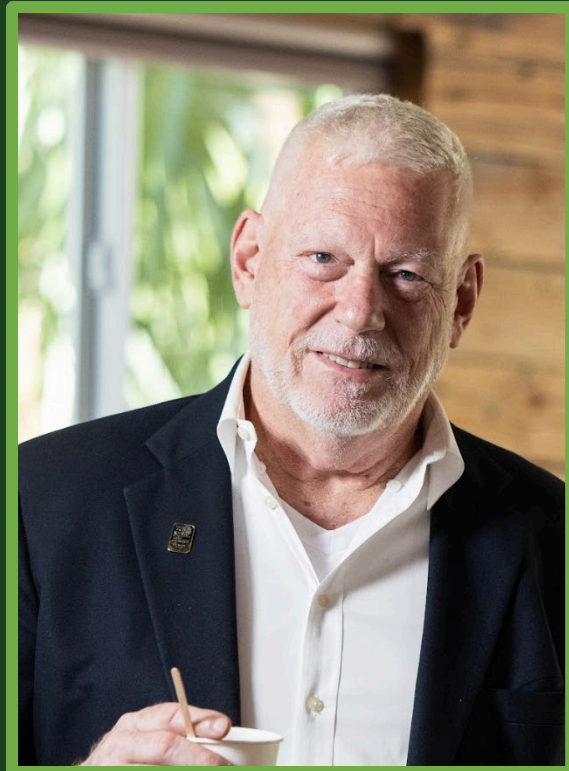
How Family - Owned Attractions Find Success

Florida Attractions Annual Conference 2026



Moderator & Panelists

Meet Our Family



Bill Weinaug
Managing Partner



Mary Weinaug
Leisure Bookings Manager



Billy Weinaug
Partner, Controller



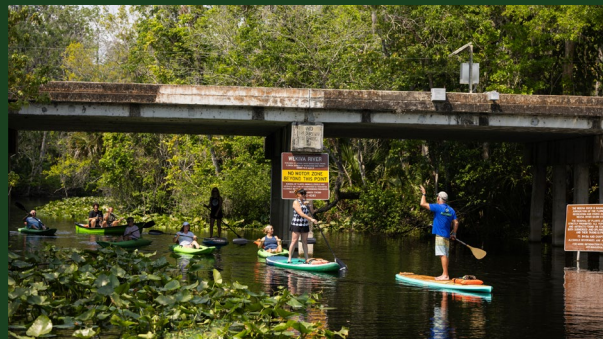
Carrie Vanderhoef
Bar, Retail & Events
Manager



Erick Vanderhoef
Grounds Manager



Jo LaBorde
Corporate Business
Concierge



Today's Panel Discussion Topics

1. Wekiva Island Pillars: What Drives Us
2. Preserving Family Identity While Scaling
3. Growth Strategies: Driving Business with Roadblocks
4. Community Partnerships: Enhancing Guest Experience
5. Succession Planning: The Next Generation



What You'll Leave With

- How to balance family passion with professional strategy
- How to build partnerships that enhance guest experience and revenue
- How to grow with intention while protecting brand identity
- How to handle mom - and - pop challenges with grit and grace
- How to turn a local business into a lasting community destination
- How to keep your mission strong through changing years and leadership



About Us

Wekiva Island began as a simple canoe and kayak rental operation on the Wekiva River, founded with the idea that **people protect what they experience and love** .

Over time, it evolved into a **community gathering space** that blends outdoor recreation , sustainability , education , and art .

By transforming a once - underutilized riverfront property into an eco - conscious destination , Wekiva Island became a **model** for how tourism , environmental stewardship , and local culture can work together to **inspire connection with nature and each other** .



Part One | VISION

What Drives Us

Our Story

Why WE Care

From the depths of the oceans to the top of the highest mountains and everything in between,

our family has personally witnessed the change happening across the planet we all share.





BRAND MISSION

Wekiva Island is a family - owned legacy committed to leaving a positive impact. **We aim to preserve our natural surroundings, inspire**

wonder, and enrich lives.

We do this by setting a standard for green practices, sharing the unique beauty of our location, and contributing more to the planet than we take. Our hope is that visitors experience Wekiva Island's spirit and carry its purpose with them.

Rooted in Purpose

Our Core Pillars

Sustainability



Education



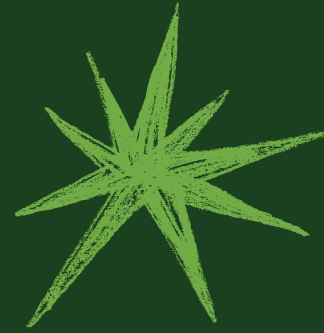
Art





Part Two | IDENTITY

Preserving Family Identity While Scaling



The Question That Guides Us

“What are we leaving our children
and all the **future generations** ?”

Travel & Tourism

Wekiva Island's small family business doesn't let its size affect big dreams

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Bill Weinaug, owner, Wekiva Island

WEKIVA ISLAND

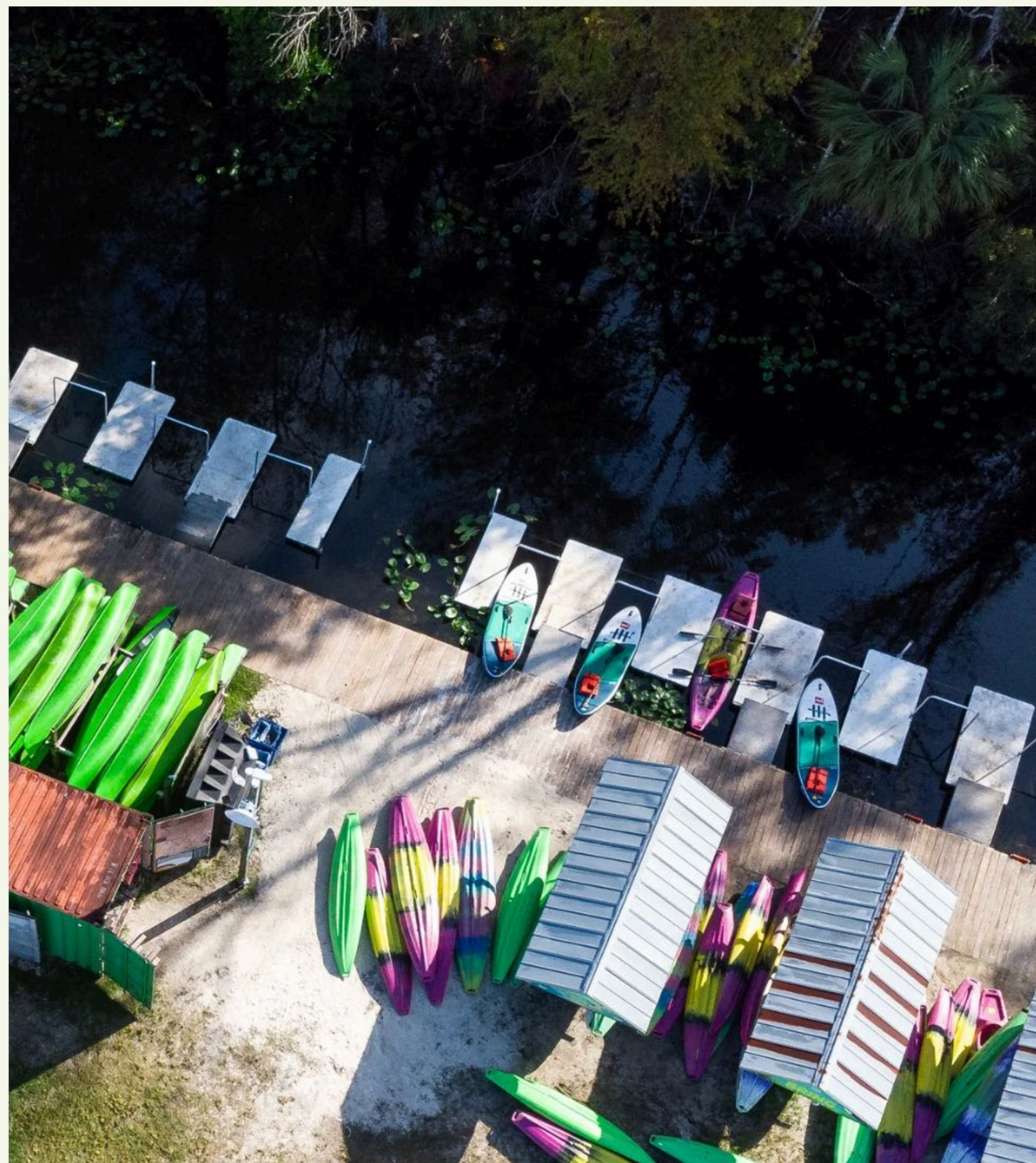
Recent Feature

What it means to you to be a small business?

We are not only a small business, we are a family business . To me, that means being a small business is easier, because it is something we are all invested in and care so much about . Being a small business means each family member wears many hats . But what it does not mean is that we are limited . We still dream big, and everyone involved works hard to make our dreams happen at Wekiva Island .

What advice would you give to an entrepreneur starting out?

Do not let the “small” label make you lax. Run your small business like a business . Do business planning and goal setting intentionally every year . Take it seriously and prepare a long - term strategic plan yearly, too . You cannot succeed if you do not have goals, and you cannot meet goals if you do not have foresight .



Our Decision Filter

We protect identity through the decisions we make every day :

- We prioritize guest experience and feedback
- We hire and train for values, not just skills
- We keep family involvement active in operations and culture
- We design growth around the natural environment, not over it
- We're intentional about strategic business planning
- We say no to opportunities that don't align with who we are
- We connect everything back to our three pillars

Check List

- ✔ Does this improve the guest experience without changing the feel of the place?
- ✔ Does this align with our values and how we operate as a family business?
- ✔ Will this still make sense for our business in 10 –20 years?
- ✔ Does this strengthen our team, culture, or community relationships?
- ✔ Are we saying yes for the right reason —or just because we can?



Part Three | GROWTH

From Stop to Destination



Every roadblock is a **signal** . The brands that grow aren't the ones without friction —they're the ones **who build around it** .

FILE NO.: PZ2017-52

DEVELOPMENT ORDER #

17-205000

SEMINOLE COUNTY AMENDED AND RESTATED DEVELOPMENT ORDER

On October 23, 2018 Seminole County issued this Development Order, which replaces in its entirety Development Order # 10-20500009, approved on January 2, 2011, by the Board of County Commissioners, recorded in ORB 07535 Pages 1228-1234, relating to and touching and concerning the following described property:

(The aforescribed legal description has been provided to Seminole County by the owner of the aforescribed property.)

FINDINGS OF FACT

Property Owner: The Wekiva Green Camp LLC

Project Name: Wekiva Island PD

Requested Development Approval: PD (Planned Development) Major Amendment

The Development Approval sought is consistent with the Seminole County Comprehensive Plan and will be developed consistent with and in compliance with applicable land development regulations and all other applicable regulations and ordinances.

The owner of the property has expressly agreed to be bound by and subject to the development conditions and commitments stated below and has covenanted and agreed to have such conditions and commitments run with, follow and perpetually burden the aforescribed property.

Growing Within Boundaries

- Capacity Limits
- Unable to Build New Buildings
- Sound Metering
- Lighting Limitations
- Must use exclusive onsite catering



The Quiet Risk of Success

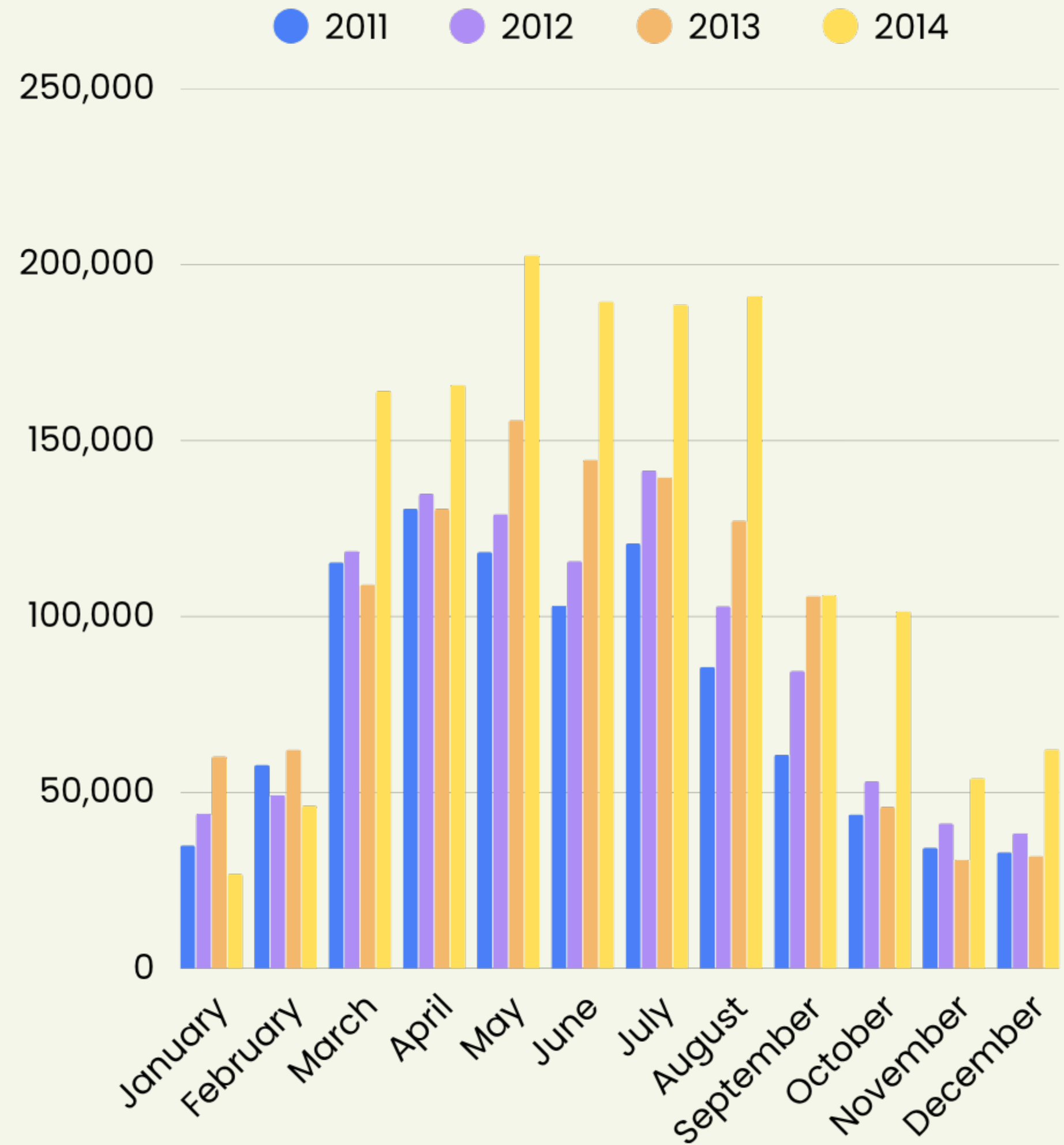
The biggest threat to our identity isn't failure, it's success.

- More guests = more pressure
- More demand = faster decisions
- Faster decisions = less reflection
- Less reflection = drift from original intent

But if we stay intentional :

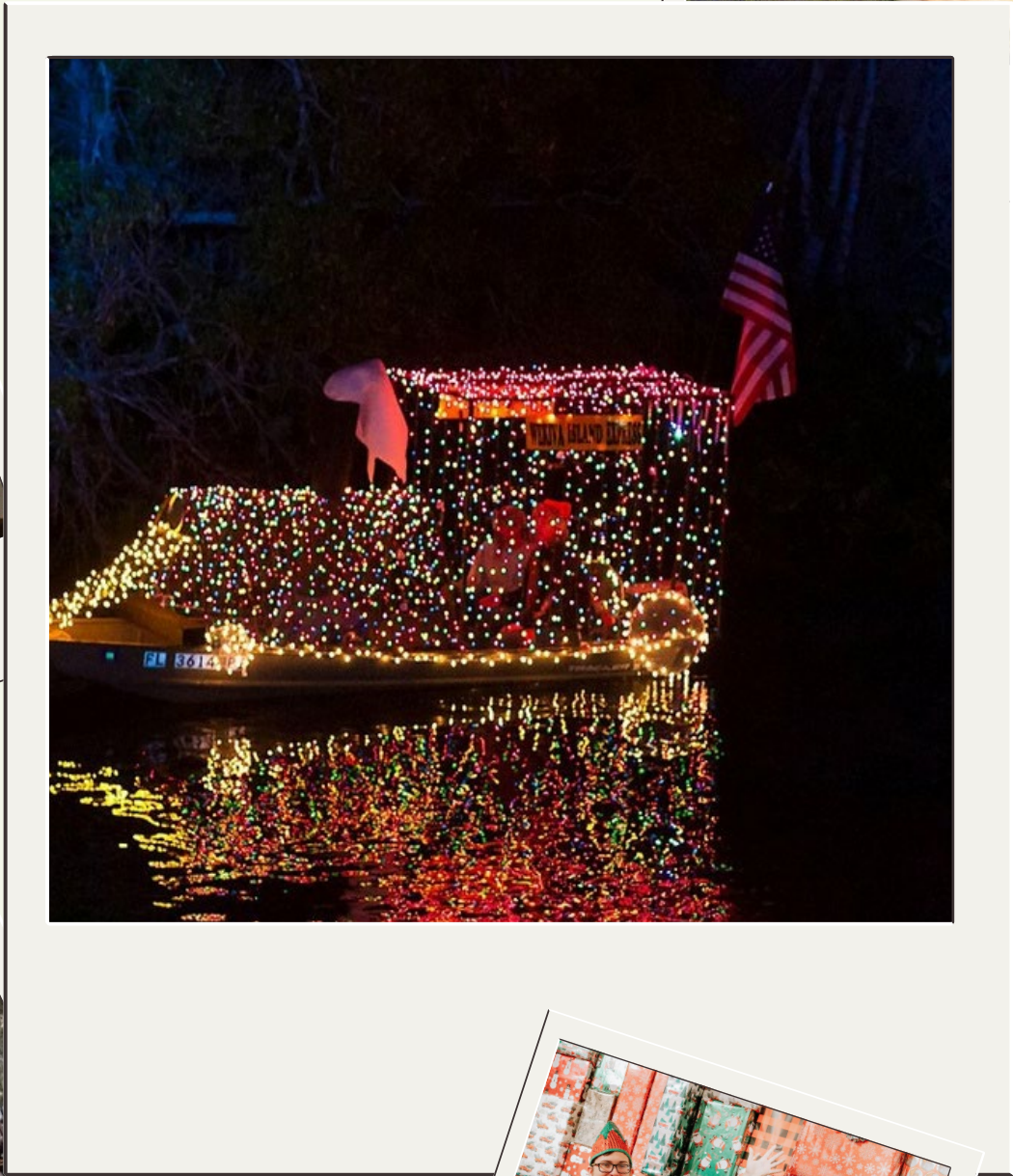
- Guests become multi-generational
- Visits become traditions
- Traditions become identity reinforcement
- The business becomes part of family stories

Month by month revenues before we started Winter Wonderland



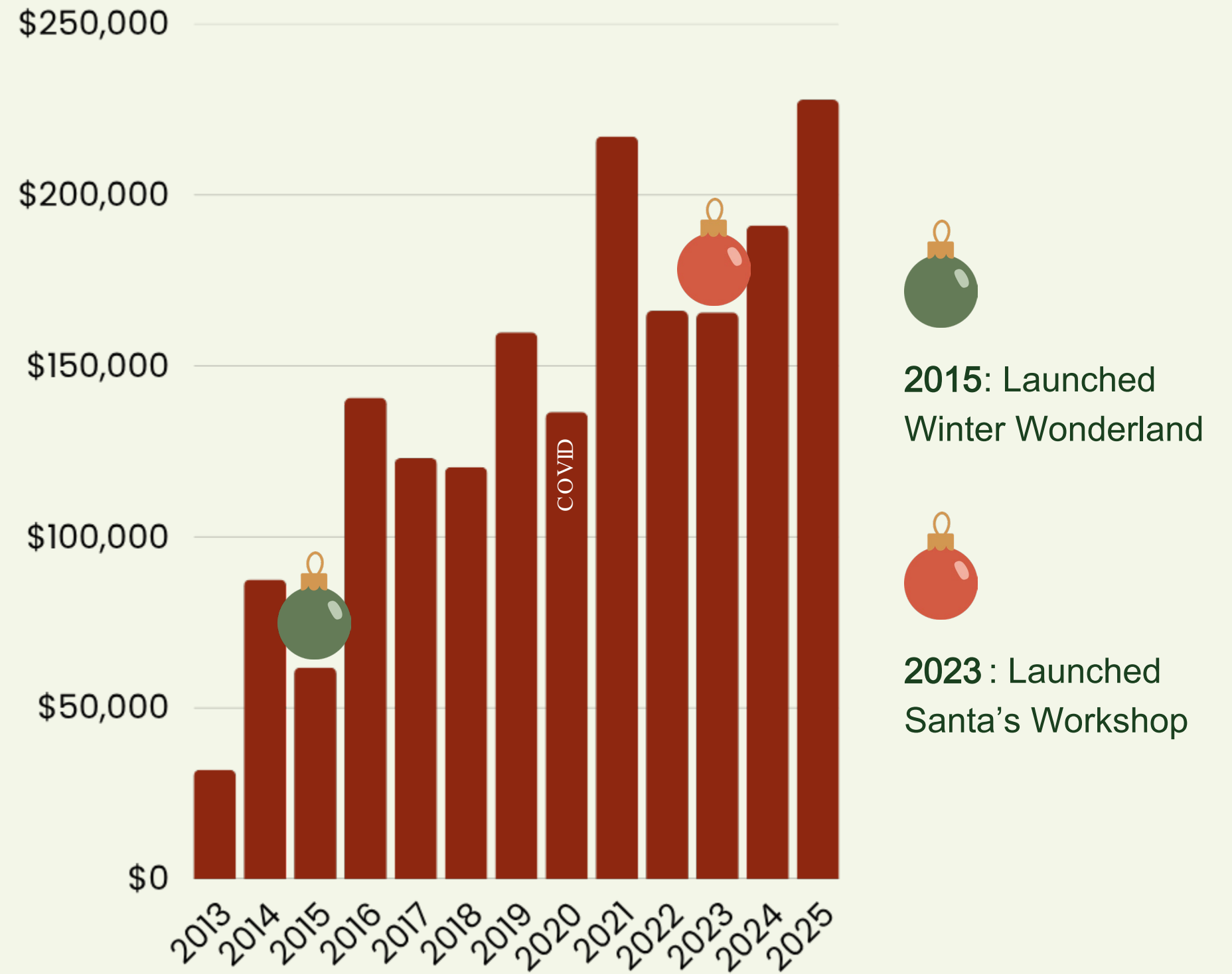
Turning Winter into Opportunity

Winter Wonderland





Historical December





Corporate Strategic Plan

Objective : Develop a 5 - year corporate strategy that introduces packages for retreats, team building, strategy sessions, and work/fun outings.

Benefits

- Enhance delivery to the community
- Leverage our client's needs with a customized approach
- Expand reach with campaigns into the corporate arena
- Concierge approach to service

Enhancements

- Drive revenue in off - peak seasons
 - Q1: "Start the Year Outside"
 - Q4: "Close the Year Connected"
- Corporate Loyalty Program
- Referral Program



Part Four | COMMUNITY

Community & Partnerships



Guests can **feel** when **relationships** are **real** —and
that **authenticity** becomes a **part of the brand** itself.

What Does “Authentic Partnership” Look Like?

Business Partners



Kings Landing



Wayne Densch Inc.



K92.3 FM



Christners



Corporate Loyalty Partners

What Does “Authentic Partnership” Look Like?

Community Partners



Audubon Society



The Central Florida
Zoo & Botanical
Gardens



Keep Seminole
Beautiful



Wekiva Wilderness
Trust



Florida Springs
Council



Turning Challenges Into Connection

When gathering looked different during COVID-19, we found new ways to support our community, artists, musicians, and guests while staying connected to the spirit of Wekiva Island. Featured Initiatives

The Great American Paint In

A nationwide art project created to inspire creativity and connection during isolation.

Sounds of Wekiva

A virtual concert series supporting local musicians through online performances and virtual tip buckets.

Digital Community Engagement

Expanded virtual storytelling and online experiences to keep our community connected beyond the Island.



Part Five | SUCCESSION

Resilience & the Next Generation



The next generation doesn't inherit a
business, they inherit a **responsibility** .



What We Pass Forward

How do you pass something on without losing what made it special?

- Traditions that guests return for
- Culture that staff carry forward
- Relationships built over time
- The feeling of the experience
- The “why” behind everything

From Perception to Legacy

More Than A Destination

Perception

What People Thought We Were

A simple canoe and kayak launch, river bar, or weekend hangout spot focused mainly on recreation and tourism.

What We Were Building

A community-driven destination where outdoor adventure inspires sustainability, education, art, and deeper connection with nature.

Vision

What People Came For

A place to spend a few hours outdoors along the river.

What We Hoped They'd Find

A place people would return to, grow with, and feel ownership of as part of the community.

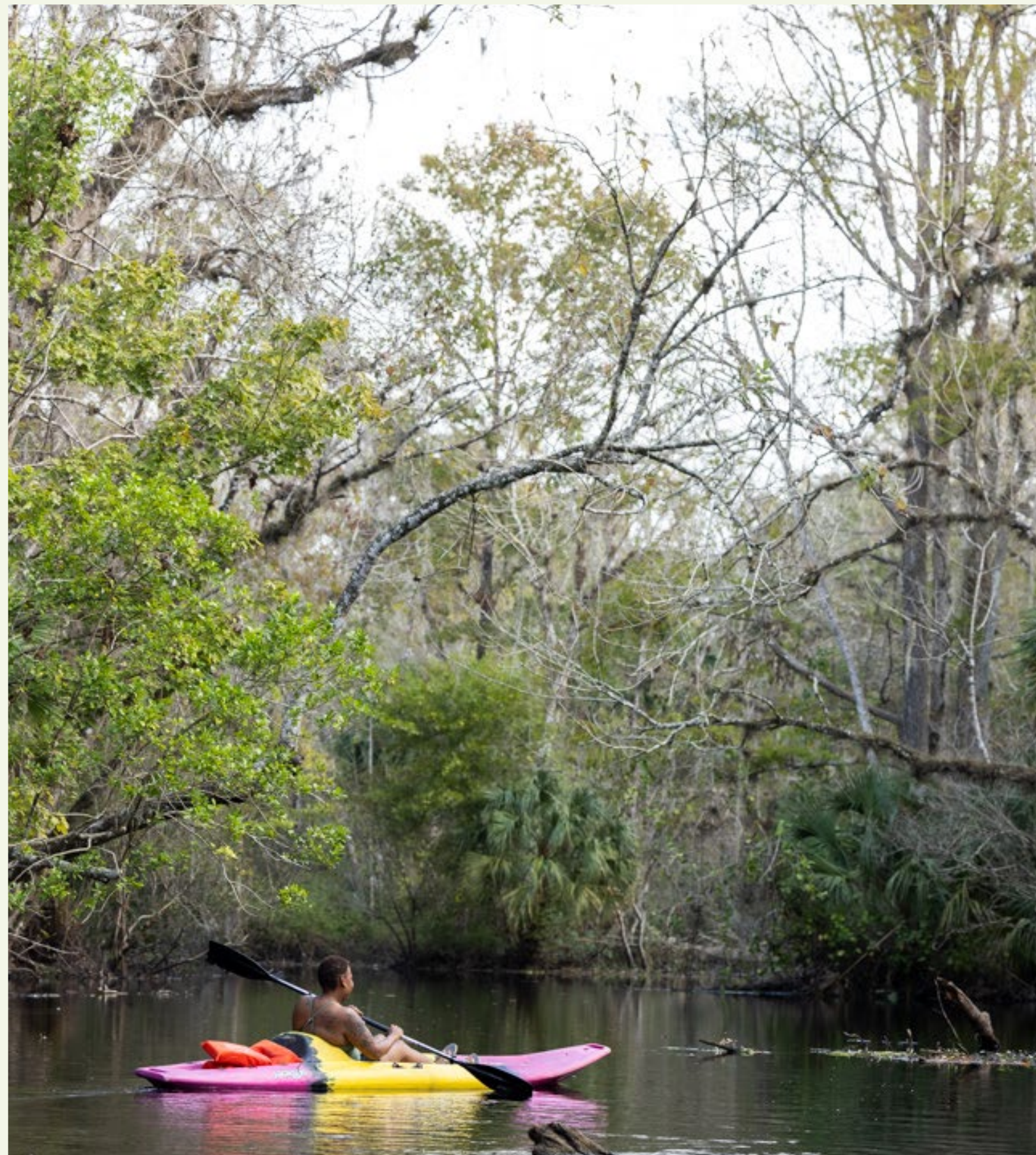
Legacy

What People Discovered

A place to gather, reconnect, and create lasting memories with family and community.

What We Hope Endures

A legacy of stewardship, connection, and care for the river that future generations will carry forward.



People Remember How A Place Feels

Guests may come for :

- The river
- The food
- The event
- The experience

But they **return** because they feel :

- Connected
- Welcomed
- Relaxed
- Part of a community

THANK YOU

Family -owned attractions don't succeed because they're the biggest. They **succeed because they're personal** . Guests can feel the **heart** behind them .

In a world that keeps getting more automated, more corporate, and more disconnected, people are **craving places with authenticity, purpose, and real human connection** .

For us, resilience has meant **staying rooted in our values** , investing in our **community** , building meaningful **partnerships** and remembering that **every guest experience matters** .

Family-owned attractions do more than bring people through the gate — they create lasting memories, carry traditions forward, support their local communities, and build places families return to year after year.

That's not just good business. **That's lasting impact** .



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Coming Up Next!

Conference Keynote

Alex Sheen

“Because I Said I Would”

Grand Ballroom – 3:00 – 4:15 pm

Presented by

VISIT **FLORIDA**[®]



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