

## An Introduction to



[www.GoApe.com](http://www.GoApe.com)



## What is the Go Ape Treetop Adventure Course experience?

- Participants navigate the forest canopy using ziplines, tarzan swings, rope ladders and other obstacles through the treetops
- 6 to 10 acres of treetop space (exclusive use not required)
- Average participant experience is between 2 to 3 hours
- Navigate to [www.goape.com/new-course](http://www.goape.com/new-course) to see a video of our Rock Creek course!





## What are the benefits of Go Ape?

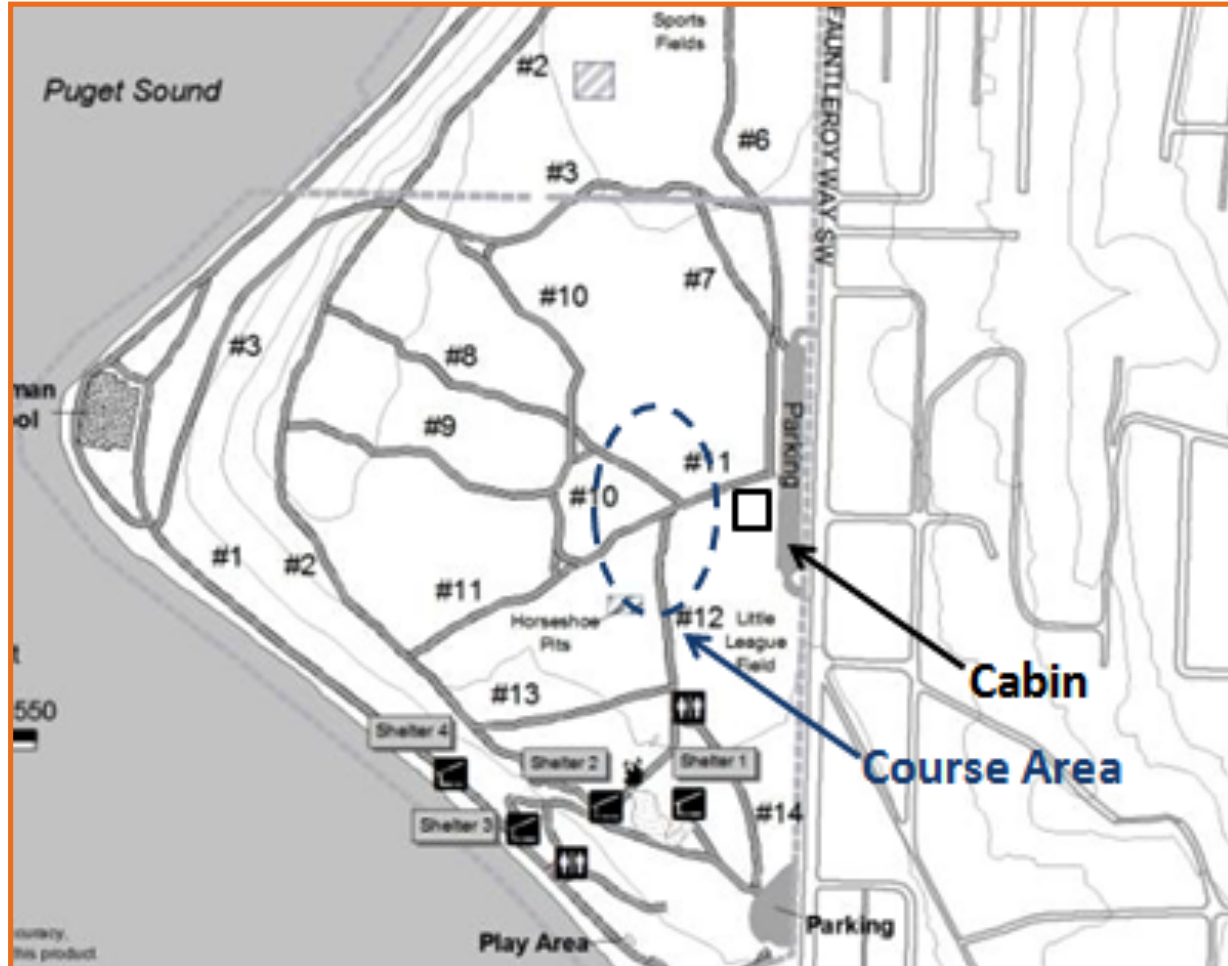
- **Go Ape will support the health of the Community and Seattle Parks by:**
  - Promoting Health and Wellness to All
  - Protecting Environmental Resources
  - Creating and Sustaining Successful Partnerships
  - Ensuring Safety and Security
  - Supporting Economic Development
- **Founded in 2002, Go Ape is the leading Treetop Adventure Course company in the world**
  - 10+ years of course development and operations experience
  - 31 courses worldwide, 3 in the USA
  - Over 2.8 million visitors since inception







## Where is the proposed Go Ape location at Lincoln Park?



\*Go Ape courses only occupy less than 1 acres of ground space.



## Go Ape is tailored to operate in public parks

- 10+ years of experience in developing and operating courses within public parks
- Manages course flow to ensure Go Ape is a discrete addition to the park:
  - Sessions capped to every half hour on weekends, hourly on weekdays – sessions are limited to 14 people
  - 90% of Go Ape visitors book in advance (80 percent book on-line, 10 percent via call center, and 10 percent walk-ups)
  - Parking usage averages to 10 to 14 parking spaces at any time throughout the week
- Ensures course design and operation fits esthetically within park setting
- Environmental Management Plan created with park partners to ensure environmental impacts are mitigated



## The activity is environmentally sustainable and sensitive

- Course is designed and maintained to ensure little environmental footprint if the course is removed
- Course construction and operation have been approved in nature preserves and other environmentally sensitive locations
- Course platforms on 850 trees (worldwide) without negative impact
- Independent arborists annually inspect trees to ensure their continued health







## The safety and security of the community will not be compromised

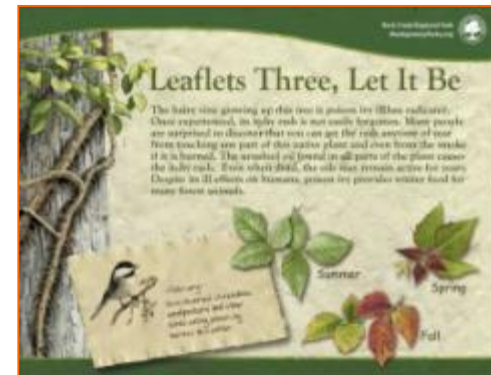
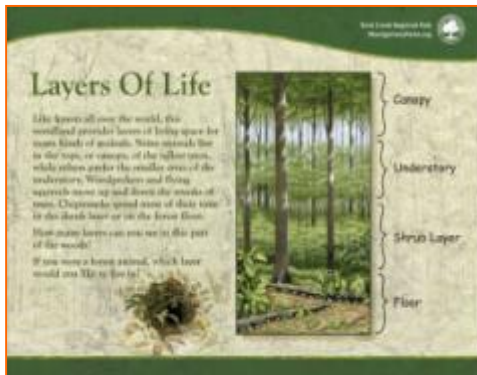
- 10+ year track record of delivering a safe and enjoyable customer experience to over 2.8 million customers
- Landowners are indemnified of any liability, insurance policy is 10 times industry standard
- A 2 week training program is provided to all instructors that covers all aspects of course operations
- Unauthorized access on the course is prohibited through daily closeout measures and fencing around course access points





## There is a significant eco-educational component to the activity

- Interpretive signage is created with local groups to improve customers' ecological knowledge







- All Public-Private partners (available upon request) are extremely satisfied with Go Ape's benefits
- 95% of customers rated Go Ape as "excellent" for overall customer experience and 98% "excellent" for the instructor led safety training based on electronic feedback system
- Partnerships with numerous non-profit and charitable organizations are created to ensure mutual benefit to all in the community
  - Free tickets are donated every year for underserved local residents (900 tickets = ~\$50,000)
  - Annual Fundraiser for local non-profit (~\$5,000)
- Go Ape provides additional support to park and friends of park groups for maintenance activities and other types of support



## Additional benefits...



Go Ape Organized Park Cleanup Day



Go Ape Fundraiser for City Kids Wilderness



Go Ape Non-Native Removal and Native Planting with Boy Scouts



Go Ape Non-Native Removal



Go Ape Non-Native Invasive Removal and Native Planting with Girl Scouts



## A positive economic impact will be generated for the Seattle Parks and the Community

- Go Ape's \$500k capital investment provides numerous financial benefits in return to the community and Seattle Parks:
  - Significant revenue share to Seattle Parks
  - County and State tax return
  - 12 new, full and part time jobs to the local community
  - Drive secondary spend to local businesses (e.g., restaurants, shops, concessions)



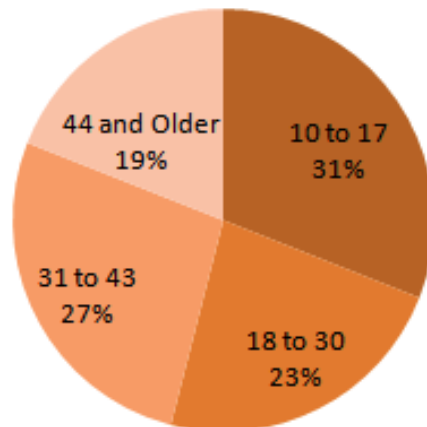




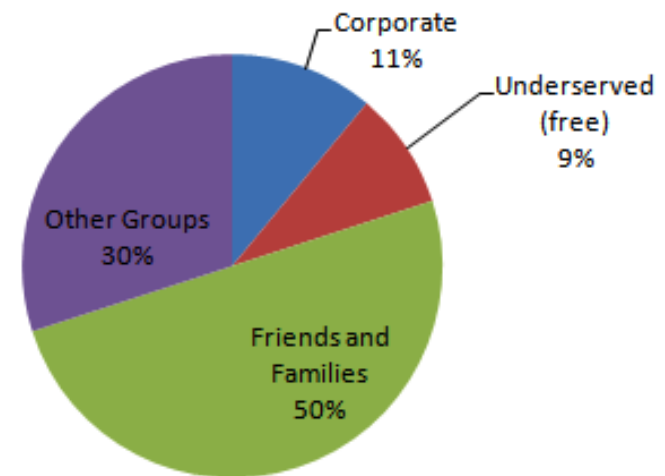
## A wide demographic within the community will be able to take part in the experience

- Go Ape is an inclusive outdoor activity and provides a physical, educational, and rewarding challenge
- 95 percent of the special needs community is able to participate on the course

**Ages of Go Ape Participants**



**Types of Go Ape Participants**



\* Data based on Rock Creek Regional Park, Maryland 2010 actuals



**We look forward to seeing you in the trees!**

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