

An Introduction to



www.GoApe.com



Go Ape is a turnkey treetop adventure course provider for your park...

Go Ape will:

- **Provide ALL capital investment for the course (~\$500K)**
- **Design, build and operate the adventure course, including staff management**
- **Market and advertise the program to ensure financial success**
- **Provide you with an exciting new activity for your park and an annual revenue share of \$45K - \$65K**



...we ask for NO resources from our park partners



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 to see a video of our Rock Creek course!





Founded in 2002, Go Ape is the leading adventure course operator in the world

- **USA operation is owned by Small Business Owners**
 - Dan D'Agostino, Jenny D'Agostino and Chris Swallow
- **28 courses worldwide**
 - First USA course at Rock Creek Regional Park in Rockville, MD
 - Opening two additional courses in Indianapolis, IN and Williamsburg, VA in 2012
 - Working with State, County, and Metropolitan park officials to bring the Go Ape experience nationwide
 - Looking to develop 5 courses a year in the USA from 2013 on...
- **Over 2.7 million customers since inception without a single case of litigation**



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

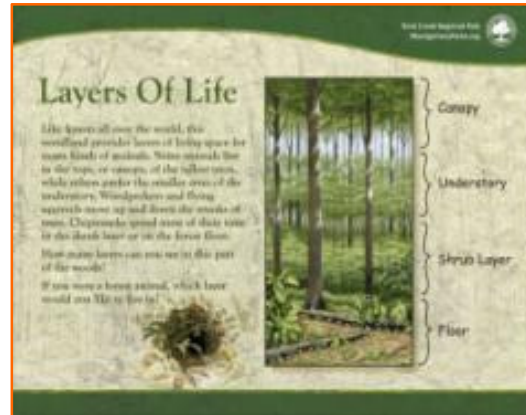
- 10 year track record of delivering a safe and enjoyable customer experience to over 2.7 million customers
- Landowners are indemnified of any liability, insurance policy is 10 times industry standard
- A 2 week training program is provided to all instructors that covers all aspects of course operations
- 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





Go Ape has a track record of developing successful partnerships

- 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 Park Department and the Community

- Go Ape's \$500k capital investment provides numerous financial benefits in return to the community and park system:
 - Significant revenue share (\$45K - \$65K a year)
 - 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)

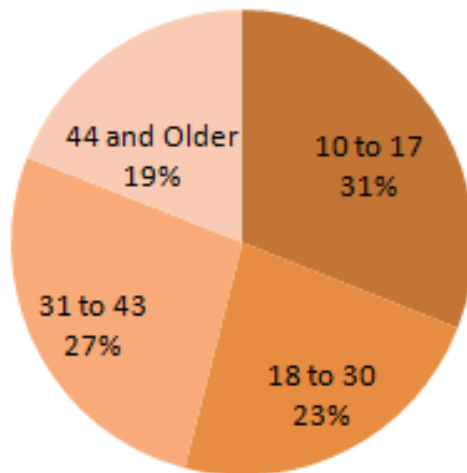




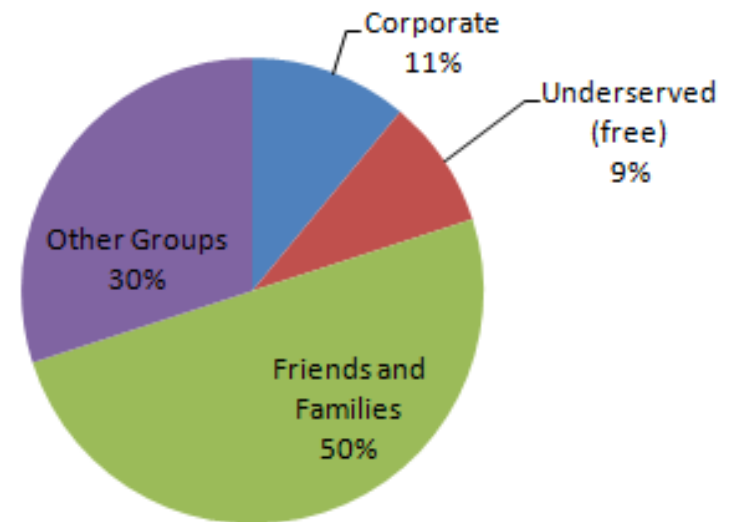
A wide demographic within the community will be able to take part in the experience

- 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



What Go Ape looks for in a park – Park Determination

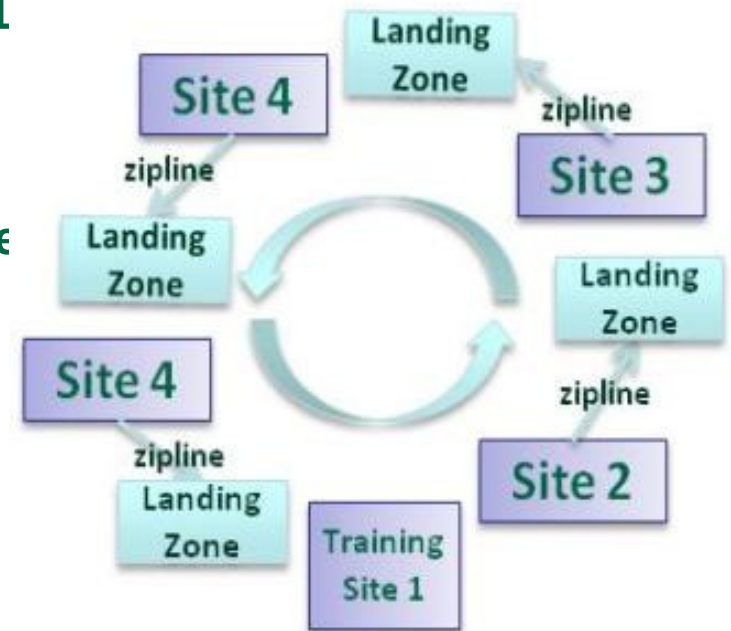
Attributes of a Successful Park

- Close to metro or tourist destination (< 30 minutes driving)
- 6 -10 acres preferably within a larger wooded area
- Car parking (availability for 30-34 cars max on weekends)
- ADA accessible bathroom facilities
- Utilities - electricity (or at least potential to extend electricity), phone lines
- Access to major transportation arteries (rail, roads, etc.)
- Wooded area with interesting topography (valleys, rivers, clearings, lakes, etc.)
- Popular Park preferred (visibility is key to a profitable course)
- Existing amenities that draw/retain visitors (Cafe, Trails, Picnic/BBQ Area, Playground, etc.)



What Go Ape looks for in a park – Course Design

- Courses are generally structured similarly with 1 training site and 4 full sites
- Each full site begins with an entry ladder, 5 to 6 obstacles, and ends with a zipline landing on the ground
- A full site will comprise a stand of 5 to 6 trees not more than 8 yards apart from one another
- Between landing sites, operational trails demonstrate where participants are to walk from landing site to the entry point of the new site
- Trees need to be at least 12 inches in diameter at chest height, over 80 feet in height and in good health (excurrent pines or hardwoods)
- Tree species and health will be examined upon pre-design



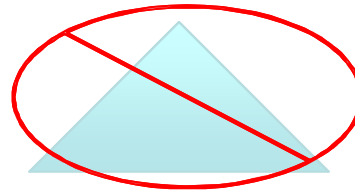


What Go Ape looks for in a park – Course Design (cont.)

- **Long ziplines are an attraction but require the correct topography**
 - Ideally the park will offer areas with walkable ravines or complementary slopes for zipline take-off and landing



- Mountainous slopes or sharp and long declines are often not ideal



- **If the park does not offer these topographic changes for extremely long ziplines, the course can still be successful**
 - Our most successful course is on completely flat land (visibility is key!)



We look forward to seeing you in the trees!

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