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Treetop Adventure Course– Project Summary
Whitnall Park Public Meeting
April 15, 5:30pm
Boerner Botanical Gardens, At the Garden House

What – Go Ape is working with Milwaukee County Parks and Recreation to operate a course in Whitnall Park by the Ross Lodge. Go Ape will operate an eco-educational outdoor experience that will provide visitors with 2-3 hours of outdoor fun, environmental education and exercise while navigating through the treetops. The course will include a variety of obstacles all blended within the forest.

Go Ape strives to be a partner not only with Milwaukee County Parks and Recreation, but also the communities they serve. For more information on the Go Ape course and business, please view the following Introduction to Go Ape video: <http://www.goape.com/new-course>.



Who – Go Ape is owned and operated by Dan & Jenny D’Agostino and Chris Swallow. Go Ape is the world’s leader in the development and operation of environmentally sensitive aerial trails. Go Ape currently operates courses with park systems in Williamsburg, VA; Indianapolis, IN; Bear, DE; Maryland Heights, MO; Pittsburgh, PA; and Rockville, MD. All parks departments and community groups are happy with the benefits provided by Go Ape.

Where – The proposed course location of the Milwaukee County Course is in Whitnall Park well within the woods by the Ross Lodge. The majority of course activities will take place 30-50 feet within the treetops. Go Ape does not require the exclusive use of the park land and no existing park activities will be disrupted during development or course operations. Go Ape is proud of our ability to be a conspicuous addition to the park, their neighbors, and existing users.

How – Go Ape will self-finance all project developments, with no resource required from Milwaukee County Parks.



Potential Community Concerns – Go Ape has taken deliberate efforts to mitigate any community concerns with our development and operations. The following are concerns we have heard in past public meetings and the mitigation measures we have developed to resolve these concerns.

Traffic – Go Ape deliberately manages course usage to limit traffic and burden on the park infrastructure. Go Ape caps sessions to every half hour on weekends, hourly on weekdays – sessions are limited to reduce traffic and burden on parking infrastructure.

Noise – The only noise produced at Go Ape is the sounds of families and friends enjoying the treetop adventure trail experience. With the location of the proposed course well within the woods and far away from any residential houses or roads, the participants will not be heard outside of the immediate course area and will not impact existing uses.

Safety of the Course – Over 3.5 million people have safely enjoyed a Go Ape course, without a single case of participant litigation. In 2013 only .09% of our 484,000 participants experienced an incident (classified as a bump, bruise or cut) while visiting a Go Ape course. In comparison to challenge courses and recreational activities such as swimming, ball sports or hiking, Go Ape has a documented and superior participant to incident rate.

Summary of Benefits –

- Go Ape helps reduce the tax burden for Milwaukee County residents for the continued health and maintenance of the park system by providing a share of the course’s revenue.
- A new outdoor amenity for park visitors, with nearly 10 percent of free tickets provided to charitable organizations and underserved youth to ensure inclusive use for all of the community.
- Go Ape completely indemnifies Milwaukee County Parks of all course liability.
- Go Ape will actively manage the health of the trees and park land, with an annual independent arborist review of the trees, park cleanups and non-native invasive plant removal. Go Ape is open to additional stewardship projects for Whitenall Park, such as trail maintenance.
- Educational signage will be displayed on the course to inform visitors on the importance of conservation and local ecology.
- The course is accessible to 95% of the special needs community.
- 15 new and well-rewarded jobs will be provided to local residents.

For more information, questions or comments, please feel free to contact Chris Swallow at chris@goape.com. Thank you.