

# Milwaukee County Presentation



[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
- 2 to 3 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 outlining the Go Ape experience!





**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
- **35+ courses worldwide**
  - 6 courses throughout the country working with State, County, and Metropolitan park officials to bring the Go Ape experience nationwide
  - Focus on accountability for the parks systems and community and equitable distribution of benefits with all public-private partnerships
- **An adventurous activity that can be enjoyed by children, adults, and seniors**
  - Free and discounted ticket provided to underserved and special needs organizations

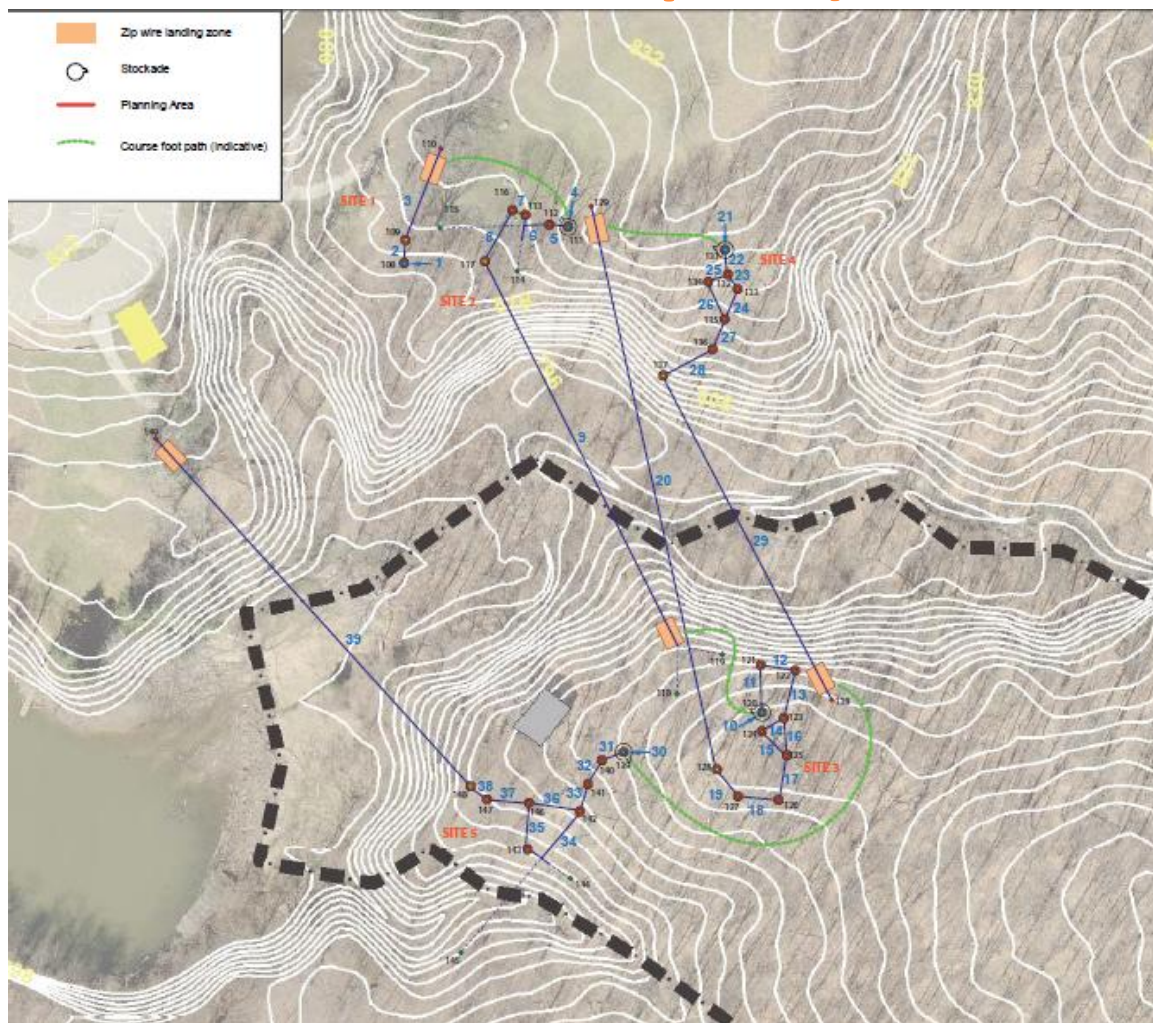


## General Whitnall Park Location





# Course Design Example (Eagle Creek, Indianapolis)





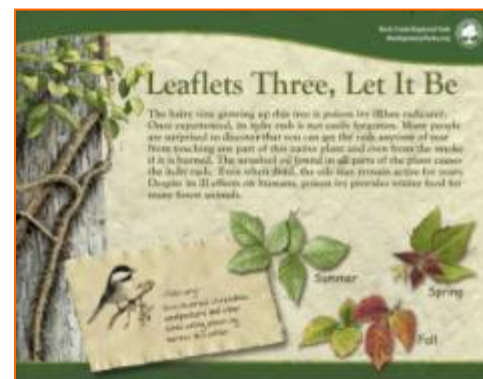
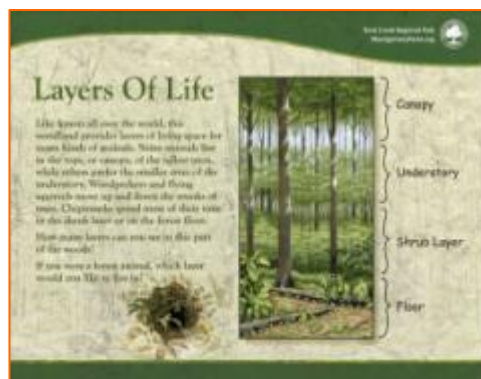
## **Go Ape is tailored to operate in public parks**

- **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**



## 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 (~\$50,000)**
  - **Annual Fundraiser for local non-profit groups**
- **Go Ape provides additional support to park and friends of park groups for maintenance activities and other types of support**





## The activity is environmentally sustainable and sensitive

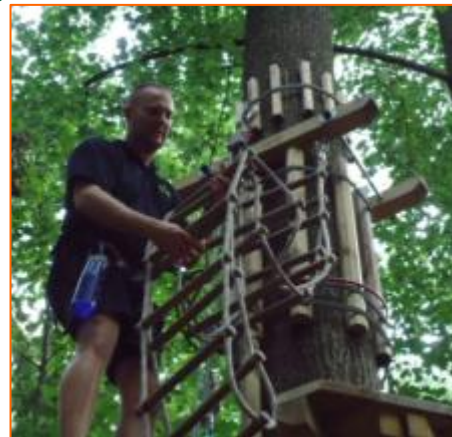
- Course is designed and maintained to ensure little environmental footprint if the course is removed
- Course construction and operation have been approved in nature preserves and other environmentally sensitive locations
- Course platforms on 850 trees (worldwide) without negative impact
- Independent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





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

- 10+ years track record of delivering a safe and enjoyable customer experience to over 3 million customers
- Parks 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





## Additional benefits...



**Go Ape Organized Park Cleanup Day**



**Go Ape Fundraiser for City Kids Wilderness**



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



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



**Go Ape Non-Native Removal**



**Thank You For Your Time!**

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