



Proudly operated by Adventure Operations, LLC
in partnership with the City of Rocklin

2020 Update

2020 Attendance

Completed Tickets:

- January: 1416
- February: 2754
- March: 720
- April: 0
- May: 0
- June: 2263
- July: 1623 (Through 20th)

TOTAL NUMBER: 8,776



Performance:

	GROSS REVENUE	TOTAL EXPENSES	PROFIT
January	\$81,014.58	\$79,899.26	\$1,114.74
February	\$129,043.57	\$117,661.19	\$11,382.28
March	\$66,019.81	\$79,600.95	(\$13,581.14)
April	\$46,559.75	\$46,916.46	(\$356.71)
May	\$25,521.57	\$66,429.83	(\$40,908.26)
June	\$72,764.78	\$87,006.54	(\$14,241.76)
TOTAL:	\$420,924.06	\$477,514.23	(\$56,590.85)

COVID-19 Effects

- Until March 12th, we were on track to meet or exceed all of our budget goals.
 - Sales began to decline in the weeks prior to the shutdown, presumably from the news
- The business was shut down on March 17, 2020
- Very little income during the shutdown
 - Developed a gift certificate sale, which helped with some expenses
- We were forced to refund nearly \$100K in group sales advanced deposits during the shutdown
- Group sales have declined by an average 26.6% from last season and 98.6% from our current budget
- We reopened the business on June 12, 2020.
- Reduced Guest Throughput – 60% reduction from last season and a 69.6% reduction from budget = Reduced Income

Weathering VID-19

- We are committed to making the park work both financially and from a customer service standpoint
- Retention of Staff During Shutdown
 - Development of curricula for continued staff improvement
 - Retained 95% of our staff.
 - Training costs around \$2500 per staff member in payroll. – Retaining staff saved thousands of dollars
- Changing/Inventive Offers –
 - Summer Camps
 - Socially distanced team building for small groups
 - Full facility rentals for groups
 - Special Events
- Reduced staffing to accommodate for losses in guest traffic/revenue–
 - Reduction in management
 - Reduction in activities staff
- Implementation of a strict and robust COVID-19 response plan
- PPP Loan

Marketing Highlights

- Focused on spending on the right efforts during the pandemic

- Digital

- Targeted
 - Trackable
 - Flexible



- PR – Hired a local PR firm

- Lots of success in 2020 so far!

- Fox 40
 - Gold Country Media
 - CBS 13
 - ABC 10
 - Good Day Sacramento
 - Your California Life - ABC



Customer Feedback



Guest satisfaction continues!
Safety measures and quality of staff
are most frequently mentioned.

★★★★★ 7/16/2020

*It was worth our trip. It was our first time and had a blast! The kids were so happy for this adventure especially with the limitations of what can be done nowadays... They provide gloves and you'll have to wear masks. They make you feel safe and comfortable.
We will definitely be back!
- Ricca Cathrina E. from Fremont*

★★★★★ 6/13/2020

*This was a lot of fun! We went the first day they opened after Covid... Very very safe, they make sure you're protected at all times. Lots of kids there, very family friendly.
- Cory D. from Citrus Heights*




Joanne Porter ★ recommends Quarry Park Adventures.
June 28 · 🌐

the most excellent and helpful staff here with lots of measures and safeguards for safety

Operations – Maintenance and Inspections

- Total Cost w/o payroll = **\$22,873.47**
- Staff Requirement –
 - 1 full-time Manager –
 - 3 trained hourly Staff
- Inspections –
 - 3 required yearly
 - Inspection cost = \$2,375.17 (YTD)



Device Recertification Schedule

MONTH	Manufacturer, Manufacture Date:	Device & Serial Number:	Device Sent Date:	Device Return Date:	Next Recert DUE DATE:	New Recertification Date:
January 1.6.2020 - 1.10.2020	HeadRush Technologies 7.18.2019	ZipStop - 5002842			10.18.2020	
	HeadRush Technologies	TruBlue XL - TBXL01341			6.4.2020	6.5.2019
	HeadRush Technologies 3.29.2018	QuickJump XL - QJXL0076			8.13.2020	8.14.2019
	Ropes Park Equipment	SRL - M00332	12.26.2019			
	Ropes Park Equipment	SRL - 18102	12.26.2019			
February 2.3.2020 - 2.7.2020	Ropes Park Equipment	SRL - 18103	12.26.2019			
	HeadRush Technologies 6.11.2018	ZipStop - 5002698			10.8.2020	10.9.2019
	HeadRush Technologies	TruBlue XL - TBXL01324			6.26.2020	6.27.2019
	HeadRush Technologies 7.15.2019	TruBlue - 4457812				
	Ropes Park Equipment	SRL - M00343	12.26.2019			
March 3.2.2020 - 3.6.2020	Ropes Park Equipment	SRL - M00128	12.26.2019			
	Ropes Park Equipment	SRL - M00385	12.26.2019			
	HeadRush Technologies 6.11.2018	ZipStop - 5002662			9.16.2020	9.17.2019
	HeadRush Technologies	TruBlue XL - TBXL01339			7.17.2020	7.18.2019
	HeadRush Technologies 3.9.2018	TruBlue - 3720912			7.15.2020	7.16.2019
April 4.6.2020 - 4.10.202	Ropes Park Equipment	SRL - M00168				
	Ropes Park Equipment	SRL - M00187				
	Ropes Park Equipment	SRL - 18101				
	HeadRush Technologies 4.17.2018	ZipStop - 5002644			7.31.2020	8.1.2019
	HeadRush Technologies 3.8.2018	TruBlue - 3719412			8.12.2020	8.13.2019
	HeadRush Technologies	TruBlue - 3720112			7.31.2020	8.1.2019

Operations

Challenges:

Weather

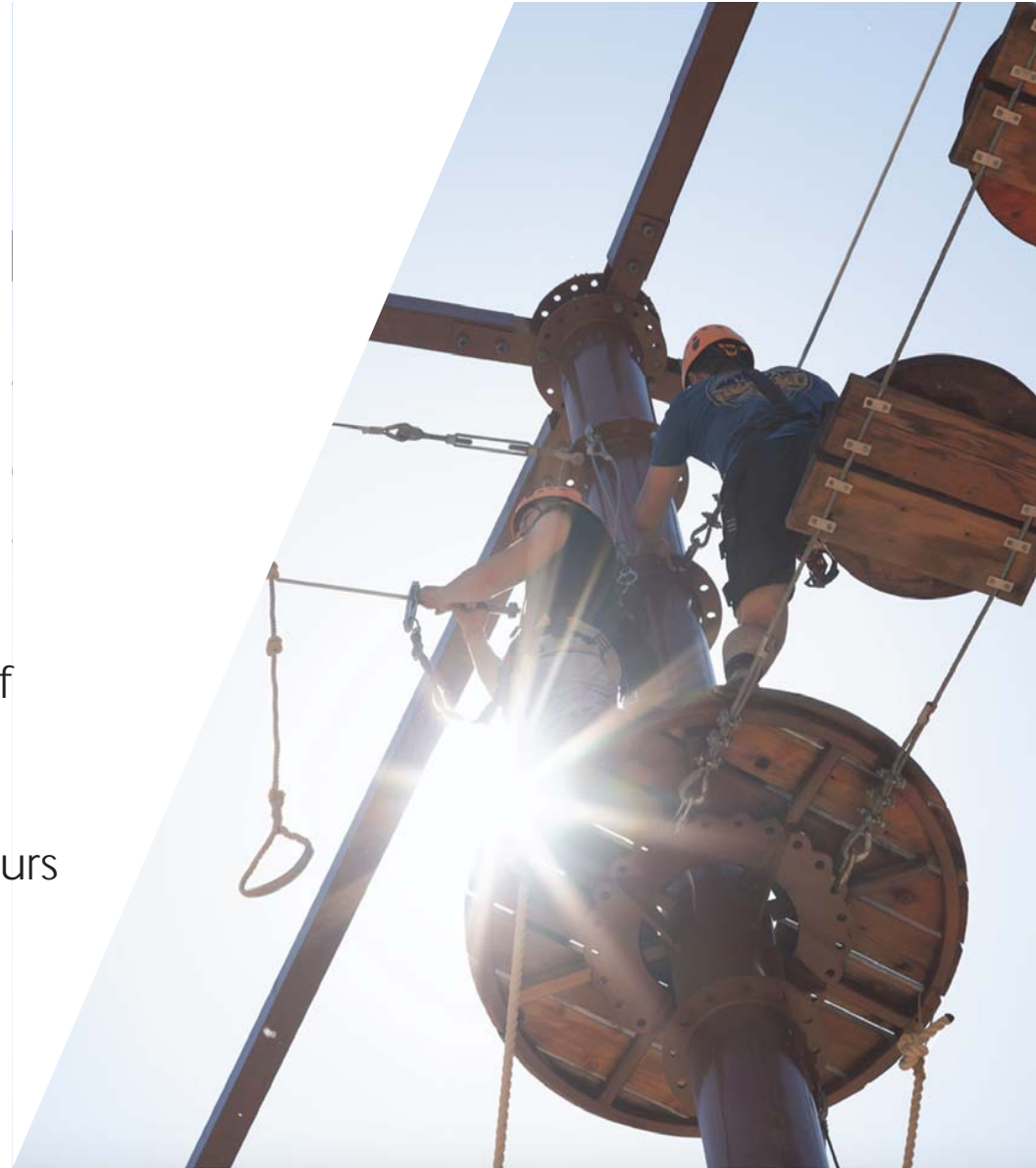
- Hours Of Operation
- Guest Satisfaction
 - Heat Related Illnesses

Staffing

- Challenging to find high-level park staff

Security

- Lots of break-ins during the evening hours



Operations

Large Accomplishments

- 0 serious incidents in the park
- All maintenance performed – Courses operating well
- Prevented arson
- Developed a robust COVID response plan
- 0 incidents of COVID connected to the park
- Flexible and creative management of the park to maintain a profit in difficult times



Thank you for your Partnership!



ADVENTURE
OPERATIONS, LLC