



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

2020 End Of Year Report

2020 Attendance

Completed Tickets:

- January: 1416
- February: 2754
- March: 720
- April: 0
- May: 0
- June: 2263
- July: 2801
- August: 2350
- September: 2415
- October: 4339
- November: 4343
- December: 1529

TOTAL NUMBER: 24,930



Performance:

	GROSS REVENUE	TOTAL EXPENSES	PROFIT
January	\$81,119.73	\$104,735.06	(\$23,615.33)
February	\$97,543.57	\$111,758.95	(\$14,215.38)
March	\$34,519.81	\$101,385.36	(\$66,865.55)
April	\$15,090.23	\$27,328.75	(\$12,238.52)
May	\$ - 5,173.69	\$91,270.53	(\$96,444.22)
June	\$80,442.13	\$106,163.18	(\$25,721.05)
July	\$154,510.62	\$194,352.30	(\$39,841.68)
August	\$93,624.27	\$111,577.51	(\$17,953.24)
September	\$139,597.04	\$98,754.52	\$40,842.52
October	\$171,315.30	\$99,808.45	\$71,506.85
November	\$155,187.45	\$175,736.32	(\$20,548.87)
December	\$128,782.83	\$127,141.62	\$1641.21
TOTAL:	\$1,146,559.29	\$1,350,012.55	(\$203,453.85)

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 2019 and 98.6% from our 2020 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 COVID-19

- We are committed to making the park work both financially and from a customer service standpoint
- Offered our most generous discount (30%) for any student to come to the park
- Implemented and maintained a strict and consistent Covid-19 response plan that yielded 0 outbreaks at our park while helping to minimize guest concerns/complaints
- 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

Weathering COVID-19

- Changing/Inventive Offers –
 - Summer Camps
 - Socially distanced team building for small groups
 - Full facility rentals for groups including private Kidz Kove rentals
 - Drive-ins
 - Harvest Weekend
 - Offered Guest Hand Sanitizer and Gloves
- Reduced staffing to accommodate for losses in guest traffic/revenue
 - Reduction in management
 - Reduction in activities staff
- Offered extensions and generous accommodations to guests with gift certificates for operating days we were closed
- 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 and coverage in 2020!
 - Fox 40
 - KCRA 3
 - CBS 13
 - ABC 10
 - Good Day Sacramento
 - Your California Life – ABC



- Reopening after the first shutdown led to our first press release to be sent out with our local PR firm, Atherton Public Relations. This press release acquired 43 separate segments over a variety of networks in the area to announce the reopening of QPA. In those 43 segments, we gained an audience of 931,375 viewers to bring awareness to QPA. This was one of the several press releases that were sent out and successful throughout 2020.

Customer Feedback



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

★★★★★ 08/15/2020

I visited Quarry Park Adventures with my daughter this past Saturday. It sure was hot, but I wanted your team to know how much we enjoyed our experience at the park. We're from Oklahoma, but we'll definitely be back. We've visited a number of adventure parks around the country, and yours is certainly one of the best. Your on-site staff was friendly and excellent, the variety of activities was superb, and I thought your staff was especially attentive and kind to park visitors given the extreme heat.


- Kelly Swan from Oklahoma

 Christi Szy recommends Quarry Park Adventures. about 2 months ago · 🌐

This place is amazing!! So fun!! Do yourself a favor and get at least the 4 hour pass! So much to do!! Staff is so super friendly and helpful!!!! We will be back!!

 LaceyRae Reynosa recommends Quarry Park Adventures. about a month ago · 🌐

Mentally and physically challenging! everything was great and the staff was really helpful! ★★★★★

 Stacyann Sanders recommends Quarry Park Adventures. about 2 months ago · 🌐

it was awesome!! My boys had the best time and the staff was very helpful, professional, supportive and fun.

Operations – Maintenance and Inspections

- Total Cost for maintenance w/o payroll = \$61,504.32
- Inspection to become the 1st operation to be accredited by ACCT
- Paired up with Bonsai Design to develop and implement a reinforcement design to improve the integrity of the Kidz Kove structure.
- Purchased and developed an action plan to update the EAD Brake Systems and Free Fall devices that have been recently updated by ACCT
- Used the maintenance crew's knowledge and skills to work with the city of Rocklin to rappel over the edge of the quarry to clean up weeds and poison oak.

Operations

Challenges:

Weather

- Hours Of Operation
- Cleaning of the park
- Guest Satisfaction
 - Heat Related Illnesses

Staffing

- Employee retention
 - Seasonal Hours
 - Extreme heat in the quarry
 - Qualified Employees
 - Staff to Guest ratio

Security

- Several break-ins during the evening hours
- Homeless around park and office

Weight Restrictions

- Guest Experience



Operations

Large Accomplishments

- Pay back the shortfall loan by December 31st, 2021 (already made 1st payment of 15k for January 2021)
- 0 serious incidents in the park
- 1st Adventure Park in America to get ACCT Accreditation
- Passed Osha Inspection with flying colors
- Sold additional 65K in Holiday Sales (2 years running)
- All maintenance performed – Courses operating well
- Developed a robust COVID response plan
- 0 incidents of COVID connected to the park
- Flexible and creative management of the park to achieve a profit in difficult times
- Substantially increased awareness of the park in the community



Thank you for your Partnership!



ADVENTURE
OPERATIONS, LLC