



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

2021 & 2022 (Q1-Q2) Report

Attendance

Month	2021	2022	Change
January	2248	2169	-79 (-3.5%)
February	3475	4045	+570 (+16.4%)
March	5699	3940	-1759 (-30.9%)
April	6413	5670	-743 (-11.6%)
May	5998	4463	-1535 (-25.6%)
June	4692	4303	-389 (-8.3%)
July	5356	-	
August	3057	-	
September	3149	-	
October	3846	-	
November	3737	-	
December	1974	-	
TOTAL	49644	27352 (Jan-July)	-3935 (-14%) (Jan-July)



2021 Financial Performance:

	REVENUE	TOTAL EXPENSES	PROFIT
January	\$ 123,032.76	\$ 96,571.18	\$ 26,461.58
February	\$ 171,944.00	\$ 102,731.63	\$ 69,212.37
March	\$ 373,049.68	\$ 128,796.10	\$ 244,253.58
April	\$ 383,298.53	\$ 239,162.97	\$ 144,135.56
May	\$ 265,718.75	\$ 179,884.04	\$ 85,834.71
June	\$ 248,617.10	\$ 181,278.01	\$ 67,339.09
July	\$ 286,610.24	\$ 259,753.59	\$ 26,856.65
August	\$ 166,476.34	\$ 200,135.55	\$ (33,659.21)
September	\$ 162,578.88	\$ 178,197.52	\$ (15,618.64)
October	\$ 177,717.14	\$ 171,560.47	\$ 6,156.67
November	\$ 178,722.19	\$ 183,248.89	\$ (4,526.70)
December	\$ 95,643.34	\$ 171,910.56	\$ (76,267.22)
TOTAL:	\$ 2,633,408.95	\$ 2,093,230.51	\$ 540,178.44

2022 Financial Performance (Through June):

	REVENUE	TOTAL EXPENSES	PROFIT
January	\$ 89,851.32	\$ 123,017.78	\$ (33,166.46)
February	\$ 194,938.56	\$ 161,042.96	\$ 33,895.60
March	\$ 203,438.51	\$ 191,043.56	\$ 12,394.95
April	\$ 257,999.02	\$ 236,984.03	\$ 21,014.99
May	\$ 281,905.97	\$ 199,123.15	\$ 82,782.82
June	\$ 249,499.99	\$ 235,957.74	\$ 13,542.25
TOTAL:	\$ 1,277,633.37	\$ 1,147,169.22	\$ 130,464.15



2021 Performance Narrative

Quarter 1

- Open weekends only until March 19th (the start of Spring Break)
- Hiring and training starts for guest services employees
- Successful Spring Break- 3,689 tickets in the last 12 days of March
- Group sales increased 23% from Q1, 2021

Quarter 2

- Continued hiring process and guide training
- Summer camp program started in June
- Over 17,000 ticket sales make Q2 the highest ticket sales quarter of the year

Quarter 3

- Rest of summer camp programs completed
- Heat and hazardous air effect ticket sales substantially
Closed for 4 weekend days
- Additional expenses due to PAR/OHSA inspections
COGS and Advertising begin to increase in price

Quarter 4

- Dropped back to weekend tickets excluding holiday weeks
- Storm and flooding effect sales and expenses
- Thanksgiving and Christmas weeks result in higher ticket sales than projected
- Large year-end maintenance projects effect expenses



2022 Performance Narrative

Quarter 1

- Open weekends only until March 18th (start of Spring Break)
- Hiring and training starts for guest services employees
- Expanded staff roles and recruited high-qualified candidates
- Successful Spring Break- 2,061 tickets in 10 day Spring Break period in March
- Over 10,000 tickets redeemed in the Quarter
- Retail sales increased 137% from Q1, 2021 after new merchandising and updated designs
- Group sales increased 23% from Q1, 2021

Quarter 2

- Continued hiring process and guide training
- Hosted free Easter event for the community – est. >500 kids participated
- Hosted large full facility rental event for OnCore Consulting, partnering with amphitheater
- Improved summer camp program and activities started in June
- Over 14,000 tickets redeemed in the Quarter
- Retail sales increased 81% from Q1, 2021 after new merchandising and updated designs
- Group sales increased 24% from Q2, 2021

Operations

Large Accomplishments

- 1st Adventure Park in America to get ACCT Accreditation
- Passed OSHA inspection flawlessly
- All maintenance performed – new netting project completed
- Never had to shut down any structure for longer than a day due to maintenance
- Continued to operate in a COVID safe manner and no days closed due to COVID
- Flexible and creative management of the park to achieve a profit in difficult times
- Substantially increased awareness of the park in the community – including involvement in Run Rocklin and Rocklin Community Festival events
- Partnered with City in hosting events



Challenges

Weather

- Shade needs
 - Hours of Operations Adjust per Weather

Staffing

- Employee recruitment and retention
 - Seasonal hours
 - Heat in the quarry
 - Qualified employees
 - Hiring in COVID economy

General

- Operating in a COVID landscape and changing customer needs, spending and travel habits
- Increase of other entertainment operation businesses reopening
- Reported average 20% decrease in sales 2021 to 2022 across Adventure Industry



Marketing Highlights

Focused on spending on the right efforts during the pandemic

Digital

- Targeted
- Trackable
- Flexible



PR – Continued relationship with local PR firm

Events that led to news coverage and/or park awareness throughout the year:

- Job Fair
- Easter Egg Hunt
- Summer Camp
- Trunk or Treat
- Rocklin Tree Lighting
- Photos with Santa



Continuing our relationship with local PR firm, Atherton Public Relations, led us to continue to gain news coverage for our free events that we hosted for the community to bring awareness to the park. With restrictions lessening and more competition entering back into the market we were still able to acquire several news spots throughout the year from these events.

Customer Feedback

Guest satisfaction continues!

Safety measures and quality of staff are most frequently mentioned.

 July 2022

My partner and I booked the Gold Quarry 4 hour adventure and had an absolute blast. The staff was extremely helpful, kind and encouraging. I really felt like the experience was worth the money. We had so much fun that it's almost hard to say what was the greatest highlight of the experience. The Via Feratta was one of my favorites and some of the challenging routes on the aerial adventures section were so thrilling to complete. I was also extremely impressed by the level of safety that seemed to me to be "dummy proofed".- James Robertson, Google

 July 2022

Had an awesome time here with family. Glad they keep safety a primary concern, while making sure everyone is having fun. The staff are super friendly and helpful and definitely will be returning in the future! -Aya Araki, Google

 July 2022

The park was amazing fun for the whole family!! From ages 9 to 35. They were able to complete all they needed with the help and instruction of the wonderful staff. - Rhodalyn Herrera, Google

 June 2022

The staff was excellent! My nephew really enjoyed the helpfulness of all the staff, but especially Kia and Alex. Thank you for making his birthday memorable! Great job!! - Sandra Walsh, Google

ADVENTURE
OPERATIONS, LLC



Thank You for Your Partnership!