

# WEEGAs FUNWORKS

**Family Memories that Last a Lifetime**

Celebrating 60 Years of Combined Entertainment, Amusement and Hospitality



# WHO WE ARE



## ROCKING HORSE RANCH RESORT

America's Favorite Family Resort! Award Winning, All-Inclusive, year-round family resort in Highland, New York, featuring the largest saddle horse operation in the world as well as the Big Splash Indoor Water Park, Snow Tubing, Skiing, Bungee Jumpers, Rock Climbing and much, much more! TripAdvisor has recently named Rocking Horse the #2 Family Resort in the U.S. and #3 in the World. Each year, Steve Turk and the Mega FunWorks team re-invest several million dollars into operations, facility upgrades and new attractions including the most recently redeveloped Winter Fun Park.



## SPLASHDOWN BEACH WATER PARK

In 2004, Steve and his newly formed Mega FunWorks Management team purchased the Splash Down Water Park in Fishkill, NY. The park's name was changed to SplashDown Beach. In its 8 years of operation since, the team has invested nearly 10 million dollars in capital improvements creating such family favorites as the Monster Wave Pool, Humunga Half Pipe, Pirate's Plunge, Pirate's Revenge, The Bullet Bowl and the world's first Bob the Builder attraction. In just a few short years, the Mega FunWorks management team has more than doubled annual attendance. In 2012, SplashDown Beach received the World Waterpark Executive Board Award in industry leadership excellence. SplashDown Beach is well known for its extremely high sanitation standards. In fact, Turk implemented the "barefoot in the park policy", where guests should feel comfortable walking throughout the entire park barefoot, whether it's through the restaurant and food ports or even the restrooms... The park has an aggressive landscape and theming program with each new season bringing more landscaping, lush plantings and themed elements. Currently the Mega FunWorks Team is in front of the Town of Fishkill planning board for a 3 phase, 10 million dollar expansion that will include the first Bob the Builder in-the-water spinning tea cup ride, a 6-lane Octopus Racer, 2 family raft rides and a giant Aqua Play Structure.

# VALUE OF OUR BRAND



## OUR MISSION

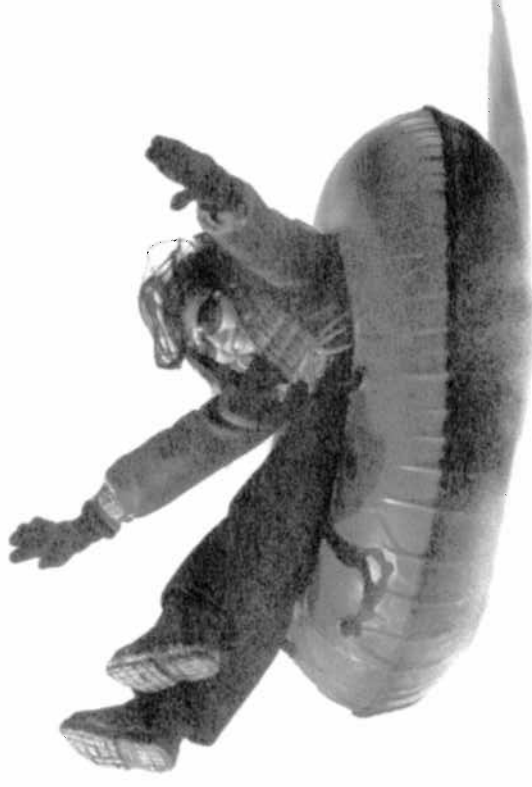
To provide safe family entertainment focused on families—children, parents and grandparents in all combinations—in a wonder-filled and inviting environment.

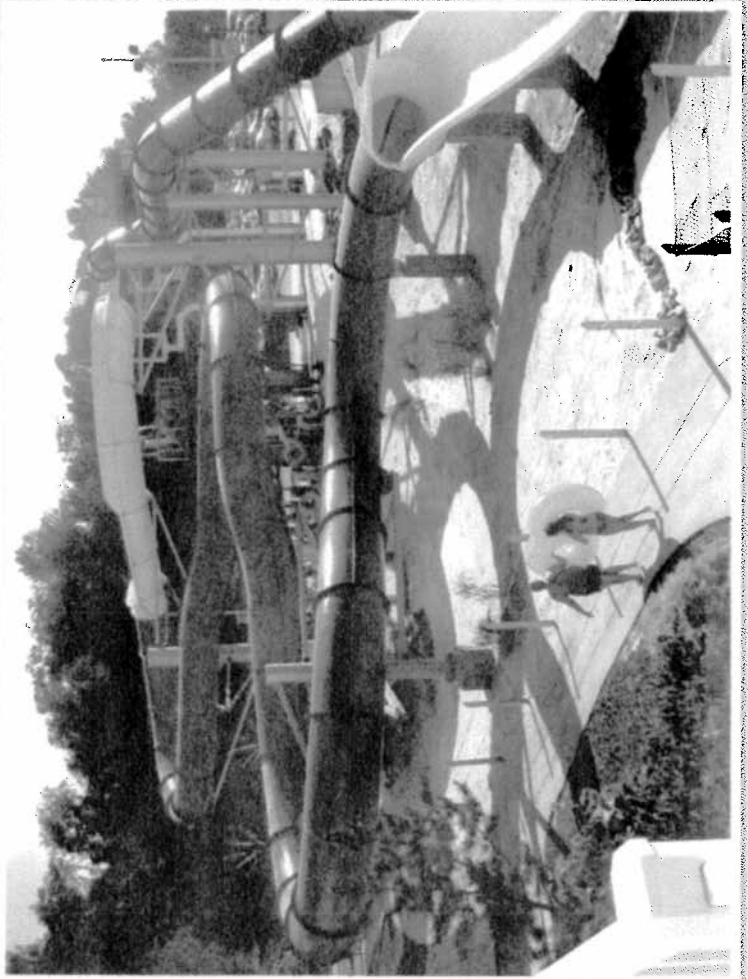
## OUR OPERATIONS

- Team of industry experts and consultants
- Nationally recognized Family Brands
- High quality healthy choice foods
- Unprecedented safety, security and sanitation standards

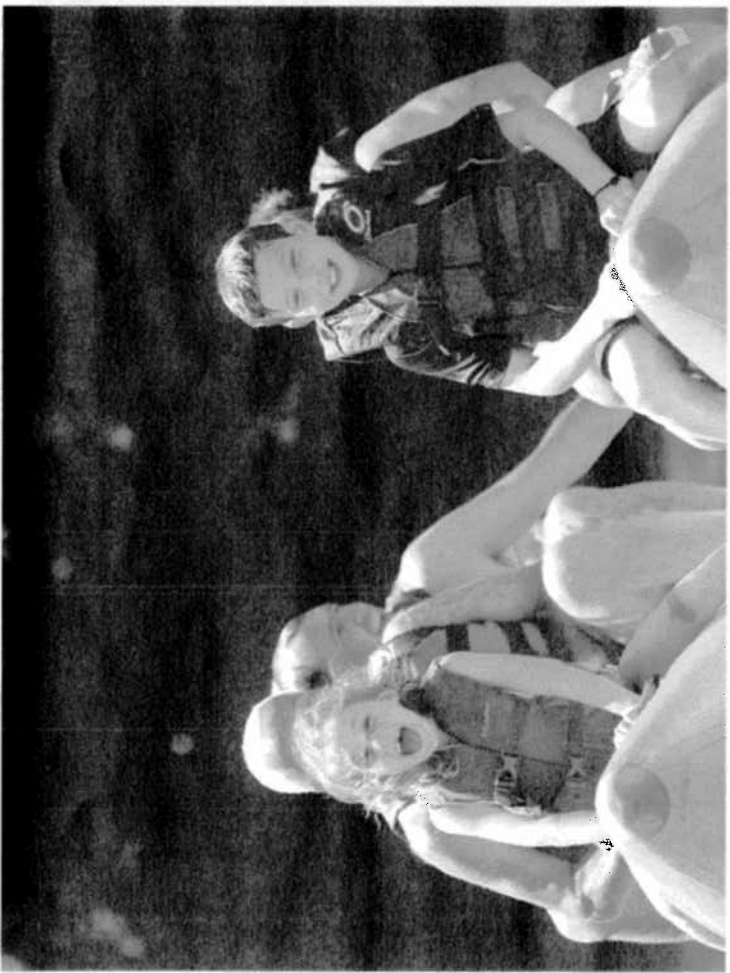
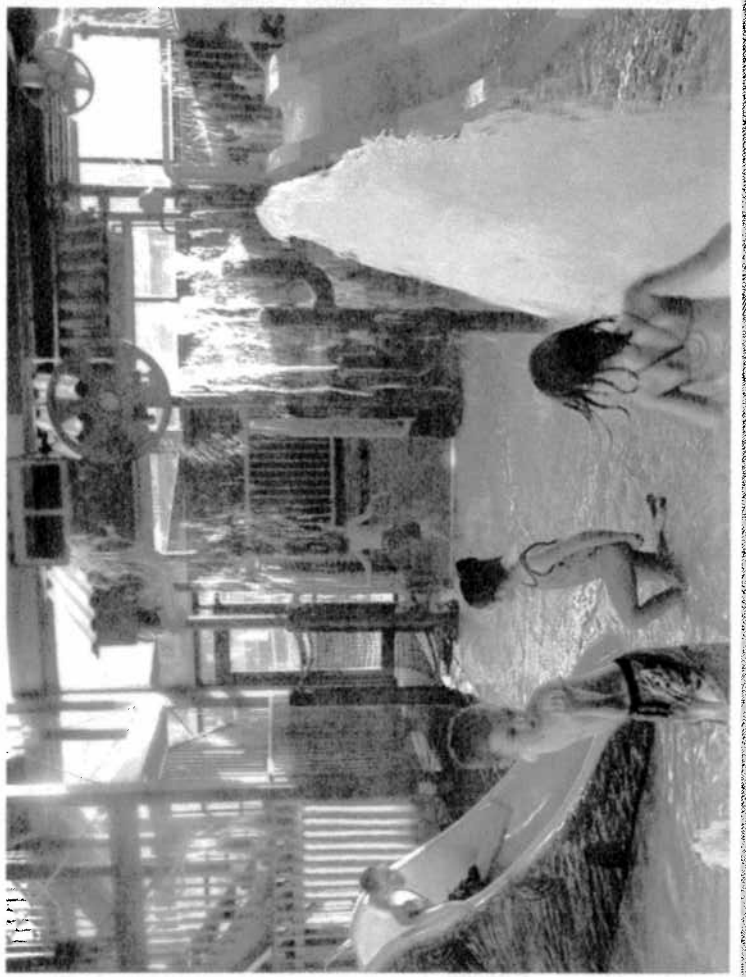
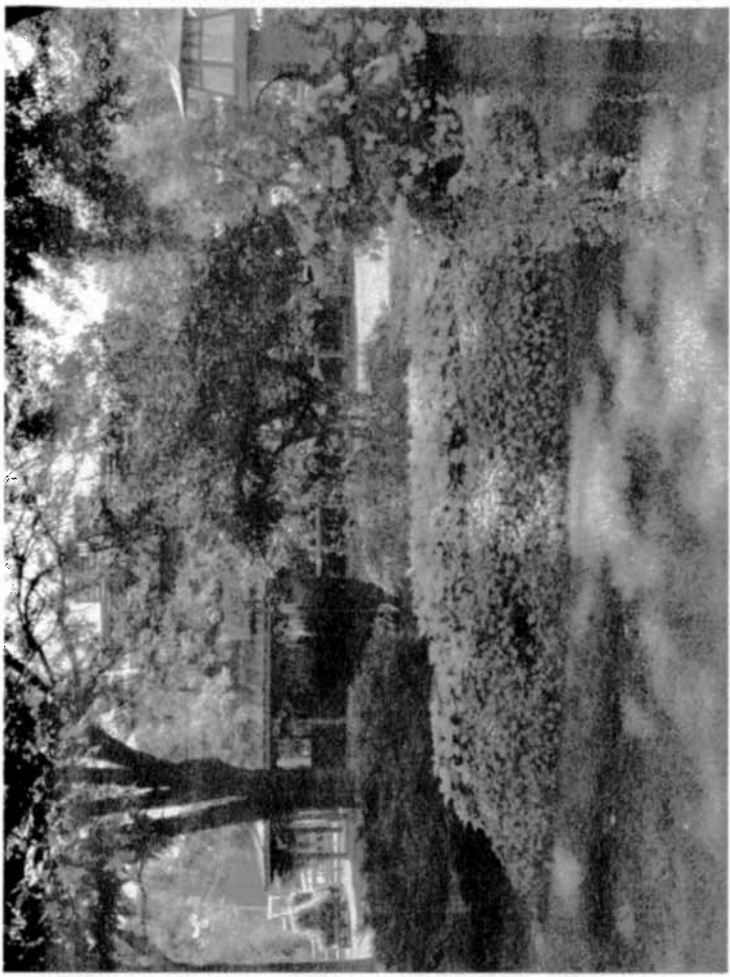
## HISTORY OF RECOGNITION

- 2012 Tourism Business of the Year
- 2012 Pattern for Progress Regional Leadership Award
- TripAdvisor #2 Ranking for Family Travel in the U.S.
- AOL Travel's Top 5 Cleanest Water Parks







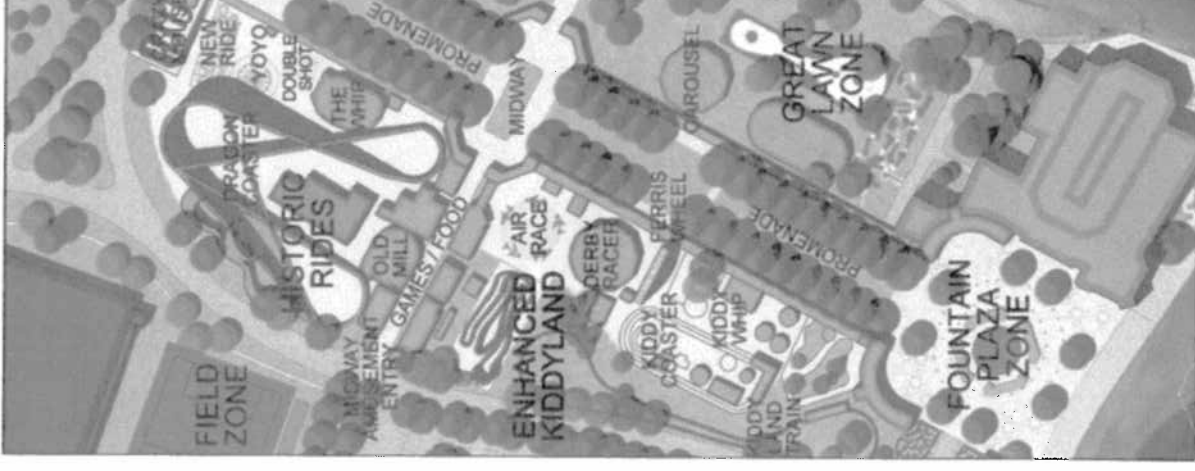


# PLAYLAND PARK OPERATIONS

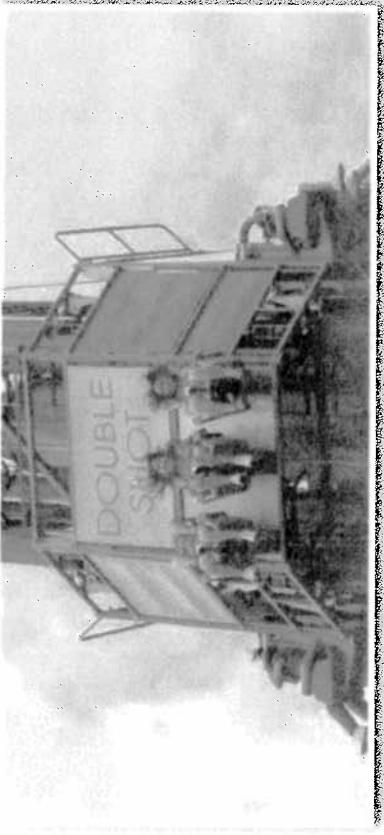
## MAXIMIZING A "REDUCED FOOTPRINT"

- Open on Mondays
- Relocation of 3 rides
- Addition of new ride
- Restoration of existing rides
- General park beautification
- Marketing and branding
- Parking lot efficiency
- Safety, sanitation and security

**Opening the park on Mondays throughout the season has the potential to bring in an additional 50,000+ visitors.**



# RIDE RELOCATIONS



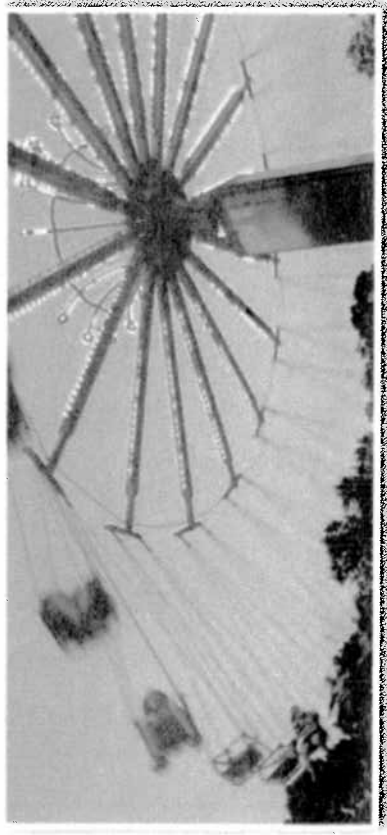
## **DOUBLE SHOT**

Cleaning up the double shot and better placement in park will increase ridership.



## **FAMILY FLYER**

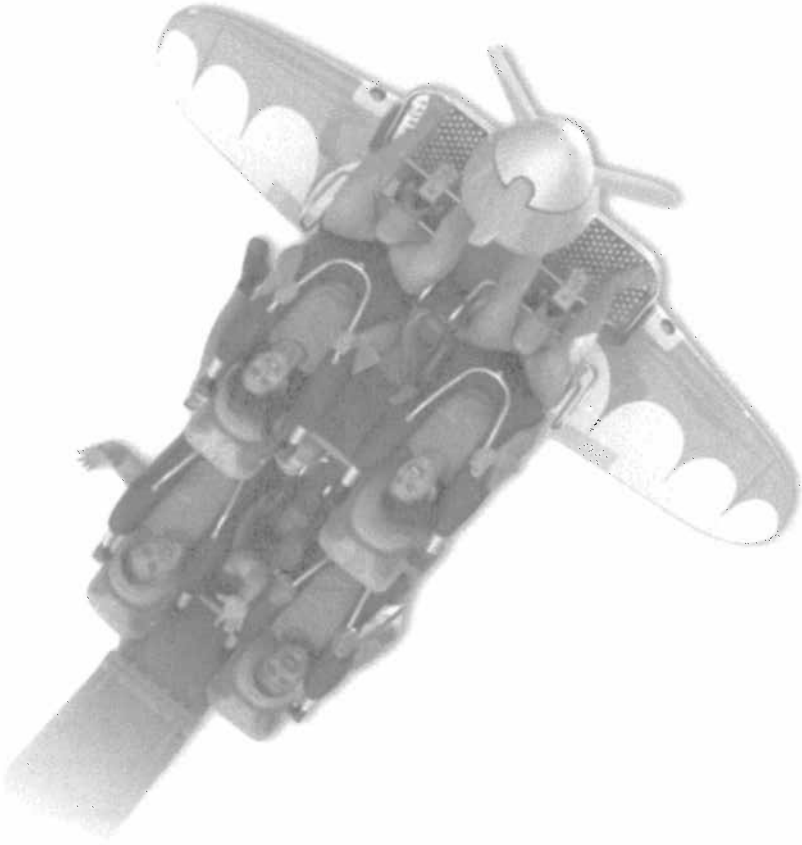
Great Zamperla piece needs to be refurbished with new theme and relocated near Kiddyland.



## **PLAYLAND YO-YO**

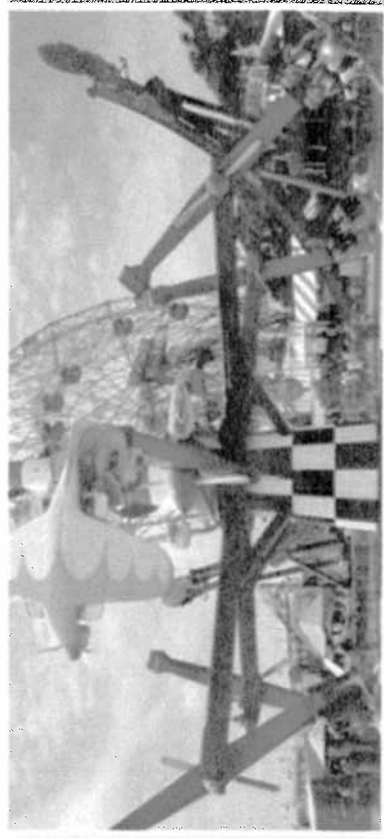
Iconic ride at Playland we see moving into space within new amusement footprint.

# NEW RIDE ADDITION



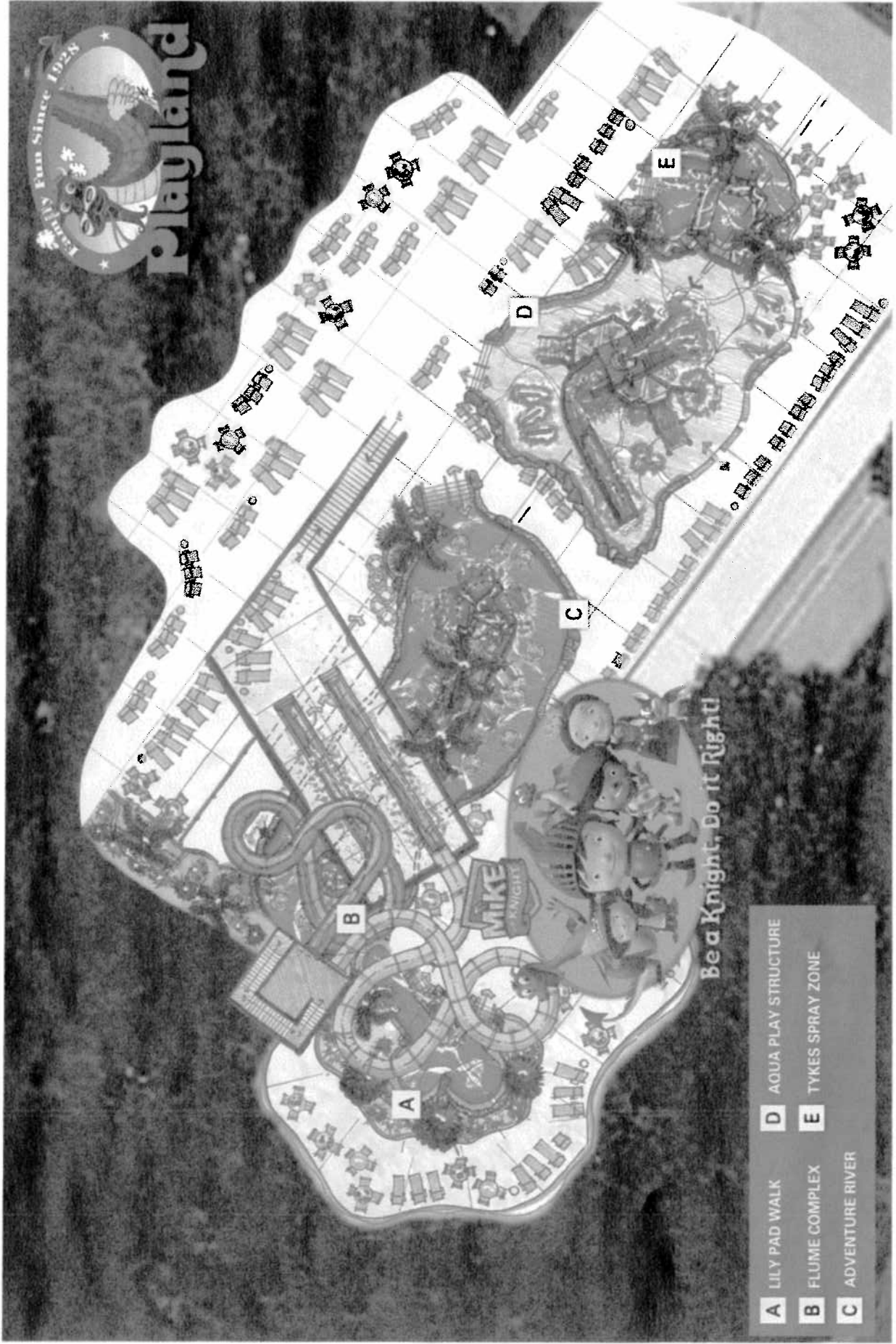
## RIDE SPECIFICATIONS

- Air Race 6.4 from Zamperla
- 24 riders at one time
- Four-seater airplanes
- Hourly capacity of 480 riders





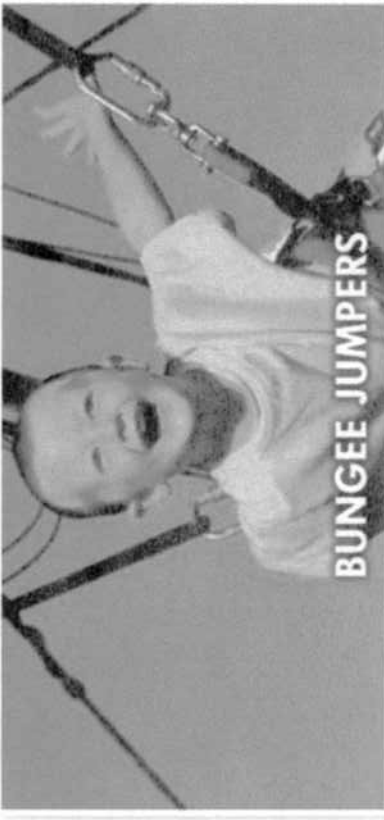
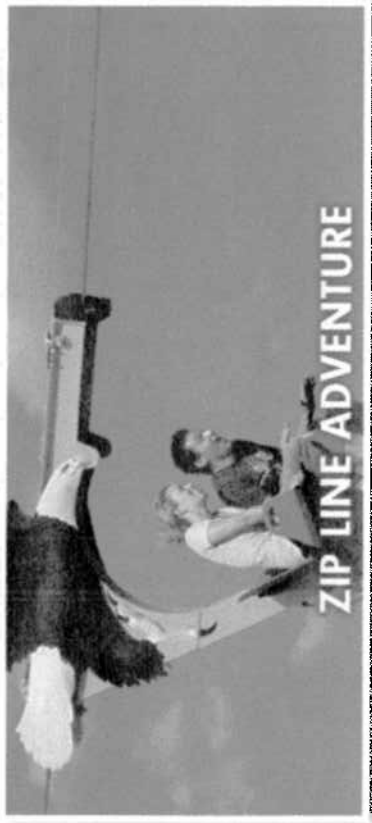
# AQUA ADVENTURE (PLAN VIEW)



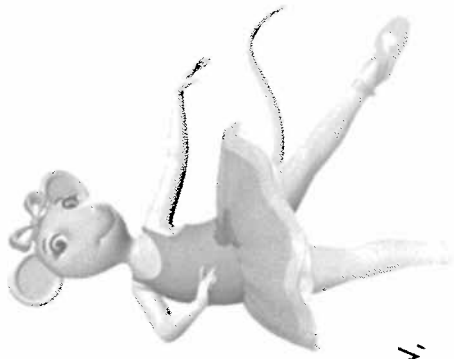
# BEACH ZONE

## KEY IMPROVEMENTS

- New attractions on beach
- Restored restrooms
- New furniture and cabana rentals
- Updated café with great food
- General area beautification



# MARKETING STRATEGY



## WEBSITE DEVELOPMENT

Design, User Friendly, Park Alert, Online Sales

## BRANDING

Nationally recognized family brand such as *Mike the Knight*, *Bob the Builder* and *Angelina Ballerina*

## MARKETING FOCUS POINTS

Email Blasting, Social Media, over 300 buses annually, Radio, TV, Billboards, Mall and Supermarket Advertising

## OUR PARTNERS

Coca Cola, Ford Motors, Nathan's Famous, Cosimo's, GNS, WHUD, Z100, Kodak, etc.



# REGIONAL AMUSEMENT PARK COMPARISONS

**Luna Park**  
Coney Island, NY

**Adventureland**  
Farmingdale, NY

**Six Flags Great Adventure**  
Jackson, NJ

**Playland Park (SPI)**  
Rye, NY

**19 Attractions**  
5 Thrill Rides  
3 Family Rides  
11 Kiddy Rides

**29 Attractions**  
7 Thrill Rides  
9 Family Rides  
10 Kiddy Rides  
3 Water Rides

**49 Attractions**  
14 Thrill Rides  
13 Family Rides  
22 Kiddy Rides

**39 Attractions**  
3 Thrill Rides  
10 Family Rides  
21 Kiddy Rides  
5 Water Rides

**PRICING**

4-hour pass	\$26	Pay-One-Price	\$29.99	Daily Pass	Per Ride
M-F	\$30	Per Ride		Online	\$12 Credit
Weekend		\$1/Ticket		Standard Adult	2-5 Credits/ride
6 Hour Pass	\$30	3-5 Tickets/ride		Kids Under 54"	Aqua Zone \$8
M-F	\$34	Group Rates		Season Pass	Beach Zone \$5
Weekend		\$16.50-\$19.50/person			Combo Pass \$10
Per Ride					Season Pass \$65

\$11 Credit  
3-5 Credits/ride

**PARKING** None on site

**ATTENDANCE** 405,000

\$15/day; \$45/season

2,634,000

\$7/weekday; \$10/weekend

475,000\*

**OTHER**

- Food
- Arcade games
- Snacks
- Entertainment

- Bavarian village shops
- Sit-down restaurants
- Food stations
- Games and gifts

- 350-acre wildlife preserve
- Character meet & greets
- Shows
- 37 Food Vendors

- Food/Sit-down Restaurants
- Arcade games
- Waterpark
- Beach attractions

**POTENTIAL ATTENDANCE**

Range

Population

Market Penetration (Optimistic)

Visitation (Optimistic)

Market Penetration (Conservative)

Visitation (Conservative)

0-10 Miles

703,665

20%

140,733

10%

70,367

10-15 Miles

1,766,287

3%

336,898

5%

88,314

15-30 Miles

11,229,942

3%

336,898

2%

224,599

\* Estimated 2014