

MEMORANDUM

To: Mayor and City Council
From: Brent Walker, Parks and Recreation Director
Date: July 11, 2016
Subject: **Report on Treetop Quest**

ITEM DESCRIPTION

Per Council's Request a report has been prepared outlining Treetop Quests operations and compliance with their agreement to the City. Please see the attached documents. Staff is happy to answer any questions you may have.

Tree Top Quest Status Report

Opening Day:	March 25,2015
2015 Participation and Revenue Totals:	11,168 participants \$373,213 in Revenue
2015 Revenue to The City	\$19,415.67
2016 Revenue to the City as of June	\$6,272.94
Treetop Quest Responsibilities:	
Construct, Install and Maintain all Canopy Tour Obstacles and supporting operational facilities. These obstacles must be inspected daily and audited no less than once per year. Results of the annual audit must be provided to the City at the time it is conducted.	See Attachment A - ACCT Inspection Certificate
Construction of the Canopy Tour Obstacles must be done in a way that does not harm the tree. A wooden wedge tension system must be used to attach all cables and a threaded rod tension system must be used for the construction of the platforms or an equitable approved process. No hardware or attachment may be driven directly in to the tree.	See Attachment B - Tension System Installed - Platform Photo
Construct a wood shed to house a cashier and check in station in the parking area. The construction of the shed must be compliant with all of the City of Dunwoody Building Code	Currently a temporary Trailer is in use but plans are underway and for construction of a more permanent facility. Permit application is expected to be submitted this year.
Set up a temporary bathroom facilities and maintenance and janitorial services for them.	Temporary Restrooms are available at the site.
Install necessary utilities to the cashier facility and pay the installation and monthly service fees to the utility provider.	Cash register is on-site and TTQ is using First data in partnership with Bank of America

Provide a discount of the admission price for City residents and employees of 10%.	See Attachment C -Total Resident discounts as of June 2016
Provide concessions and picnic area at the amenity location So far, we provide drinks and snacks.	Concessions are provided on site
Provide an annual Arborist inspection of the trees within the amenity area.	See Attachmnt D- Arborist Report
Provide the City evidence of Staff certification and training by Treetop Quest.	See Attachment E - Staff Certification List
Secure the area daily by removing the access ladders and steps to the platforms. Access prohibited must be displayed at all entry points during non business hours.	Chain Link fence and signage have been installed around the site.

Attachment A - ACCT Inspection Certification

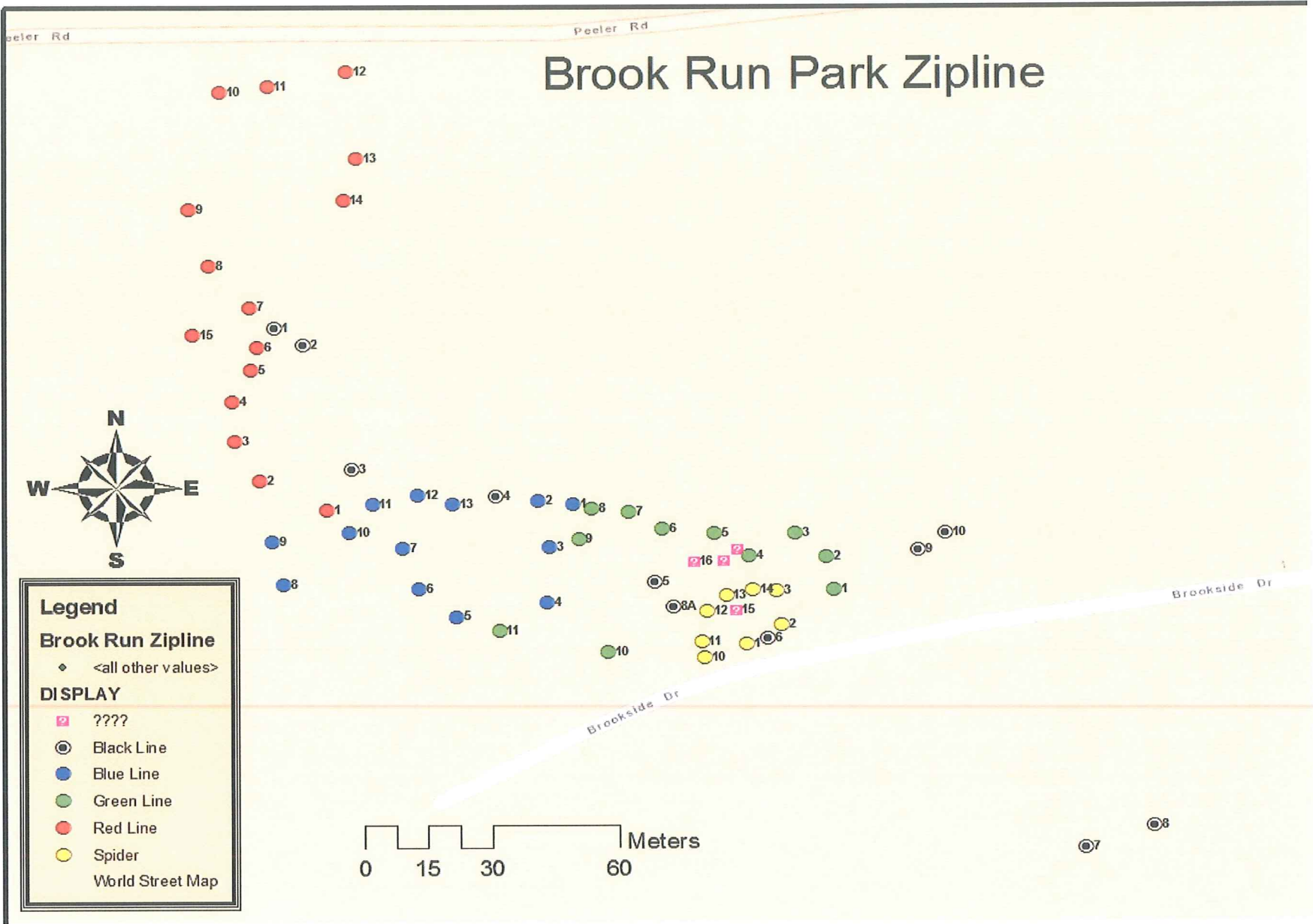


Attachment B - Tree Platform



Attachment C - Dunwoody Resident Discounts

Dunwoody Residents only		Amount Sold	Revenue with 10% discount applied	Regular admission Cost	Savings
Admissions	4-6 years old	154	\$ 3,029	\$ 3,388	\$ 359
	7-11 years old	677	\$ 19,250	\$ 21,664	\$ 2,414
	12-17 years old	376	\$ 14,081	\$ 15,792	\$ 1,712
	Adult	425	\$ 18,565	\$ 20,825	\$ 2,260
		1632	\$ 54,924	\$ 61,669	\$ 6,745
Season Passes	SP 4-6	6	\$ 702	\$ 780	\$ 78
	SP 7-11	82	\$ 11,664	\$ 13,120	\$ 1,456
	SP 12-17	36	\$ 6,156	\$ 6,840	\$ 684
	SP Adult	19	\$ 3,933	\$ 4,370	\$ 437
		143	\$ 22,455	\$ 25,110	\$ 2,655
			\$ 77,379	\$ 86,779	\$ 9,400





RE: Dunwoody Treetop Quest

November 24, 2014

To Whom It May Concern:

I am writing this report based upon my visual findings and observations on November 14th, 2014 of the proposed zip line course for Treetop Quest at Brook Run Park in Dunwoody.

Overall the forest was made up of Loblolly Pines, Red and White Oaks, Sweetgums and a few Hickories. The trees that were inspected were ones identified as trees that will require hardware for the zip line course. However since this is a proposed site we also identified hazardous trees either due to being dead, leaning or posing imminent risk to people. These trees were tagged with white ribbon. Approximately 20 trees were tagged white for removal.

The trees for the zip line course were all GIS located. Primarily the trees were in good health except for tree #1 on the first course. It is GIS #419. It is dead and will need to be removed. Also Pine tree with GIS # 475 will need to be removed as well and should not be used due to cankers on the tree making it structurally weak.

The remainder of the trees will need to be pruned for dead and necrotic limbs, but none that were uncommon for forest trees. The only other recommendation is on the double lead Sweetgum to install a bracing cable in the canopy to support the crotch. All of the pruning will conform to ANSI standards and be spike-less so as to not injure the trees.

The attached spreadsheets detail that almost all trees need to be pruned, but also any other issues to monitor going forward such as minor cankers. Trees were noted for (G) good, (F)- Fair, (P) poor, and (D)- dead.

Yearly monitoring of the trees will be required to make sure insects or disease does not infect any trees that are being touched for the zipline course.

If you have any questions about this report please contact me at 706-818-5572 or email at dbauer@arborequityinc.com.

Sincerely,

Daniel S Bauer

ISA Board Certified Master Arborist NY0516B

TCIA Certified Tree Care Safety Professional #716

Attachment D - Arborist Inspection Report

Black Course

Tree Information			Tree Condition				Condition Tree Parts				Maintenance Needs		Comments
Address/ID	Species	DBH	G	F	P	D	Crown	Trunk	Roots	Lwn	Remove	Prune	
460/ 1	Pine	15	X				X					X	
461/ 2	Pine	15	X				X					X	
462/ 3	Pine	23	X				X					X	
463/ 4	Pine	18	X				X					X	
464/ 5	Pine	19	X				X					X	
465/ 8A	Pine	19	X				X					X	
466/ 6	Pine	17	X				X					X	
467/ 7	Pine	25	X				X					X	
468/ 8	Pine	18	X				X					X	
469/ 9	Pine	29	X				X					X	
470/ 10	Pine	29	X				X					X	

Attachment D - Arborist Inspection Report

Blue Course

Tree Information			Tree Condition				Condition Tree Parts				Maintenance Needs		Comments
Address/ID	Species	DBH	G	F	P	D	Crown	Trunk	Roots	Lwn	Remove	Prune	
431/ 1	Pine	13		X			X					X	
432/ 2	Pine	11		X			X					X	
433/ 3	Pine	11		X			X					X	
434/ 4	Pine	17	X				X					X	
435/ 5	Pine	16	X				X					X	
436/ 6	Pine	14	X				X					X	
437/ 7	Pine	19	X				X					X	
438/ 8	Sweetgum	13	X				X					X	
439/ 9	Pine	16		X			X	X				X	Cankre
441/ 10	Pine	19	X				X					X	
442/ 11	Pine	20	X				X					X	
443/ 12	Pine	14	X				X					X	
444/ 13	Pine	20	X				X					X	

Attachment D - Arborist Inspection Report

Green Course

Tree Information			Tree Condition				Condition Tree Parts				Maintenance Needs		Comments
Address/ID	Species	DBH	G	F	P	D	Crown	Trunk	Roots	Lwn	Remove	Prune	
419/ 1	Pine	24				X					X		
420/ 2	Pine	17	X				X					X	
421/ 3	Pine	18	X				X					X	
422/ 4	Pine	12	X										
424/ 5	Pine	20	X				X						
425/ 6	Pine	16	X				X					X	
426/ 7	Pine	18	X				X					X	
427/ 8	Pine	16	X				X					X	
428/ 9	Pine	19	X				X						
429/ 10	Pine	17	X				X					X	
430/ 11	Sweetgum	16		X				X					Recommend Cable

Attachment D - Arborist Inspection Report

Red Course

Tree Information			Tree Condition				Condition Tree Parts				Maintenance Needs		Comments
Address/ID	Species	DBH	G	F	P	D	Crown	Trunk	Roots	Lwn	Remove	Prune	
445/ 1	Pine	15	X				X					X	
446/ 2	Pine	21	X				X					X	
447/ 3	Pine	18	X				X					X	
448/ 4	Pine	24		X			X	X				X	Cankre
449/ 5	Pine	19	X				X					X	
450/ 6	Pine	17	X				X					X	
451/ 7	Pine	15	X				X					X	
452/ 8	Pine	18	X				X					X	
453/ 9	Pine	15	X				X					X	
454/ 10	Pine	19	X				X					X	
455/ 11	Tulip Poplar	13	X				X					X	
456/ 12	Tulip Poplar	16	X				X					X	
457/ 13	Pine	15	X				X					X	
458/ 14	Pine	17	X				X					X	
459/ 15	Pine	14	X				X					X	

Attachment D - Arborist Inspection Report

Spider Walk

Tree Information			Tree Condition				Condition Tree Parts				Maintenance Needs		Comments
Address/ID	Species	DBH	G	F	P	D	Crown	Trunk	Roots	Lwn	Remove	Prune	
471/ 1	Pine	18	X				X					X	
472/ 2	Pine	14	X				X					X	
473/ 3	Pine	19	X				X					X	
475/ 14	Pine	15			X			X			X		Cankre
476/ 15	Pine	12	X				X					X	
477/ 16	Pine	15	X				X					X	
478/ 13	Pine	16	X				X					X	
479/ 12	Pine	17	X				X					X	
480/ 11	Pine	15	X				X					X	
481/ 10	Tulip Poplar	16	X				X					X	



Treetop Quest Certificate of Completion

Delivered to:

On _____ day of _____, 20__

Level of Certification:

Attachment E - Staff Certifications Continued

Level 1

Training Followed:

Indoors:

- * 4 hours of rhetorical operations, frequently ask questions, rules and regulations, limits, staff expectations, hierarchy, basic role

Outdoors:

- * 5 hours of operations, safety orientation, monitoring, course inspection, incidents reporting
- * 2 hours of equipment setup
- * 3 hours of learning how to "coach/help" patrons in different situations throughout the course
- * 10 hours of practice with clients

Has received and acknowledged the Employee Handbook and Internal Manual

Level 2

All Level 1 requirements succeeded plus:

- * 15 hours of rescue technics training
- * Must succeed the final test (rescuing an unconscious person in less than 8 minutes)
- * Handle 5 clients' rescues under supervision

Must be CPR/First Aid certified

Level 3 – Lead Operator

Level 2 acquired plus:

- * 500 hours of level 2 job mission
- * 10 hours of management training
- * 20 hours of ground practice with manager

Level 4 - Management

Level 3 requirements succeeded plus:

- * 1,000 hours Customer Service/Office Associate duties
- * 2,000 hours of Operations management
- * Emergency situations (aka. weather) training

This certification is only valid for Treetop Quest Parks and is not recognized by any other organization.

Attachment E - Staff Certifications Continued

Staff Name	Position	Training Date / employment date	Level
Reginald Bartholomew	Operations Manager	Feb. 2016	4
Reginald Blanchett	Assistant manager / Customer Service	Mar. 2015	3 (no rescues)
Joshua Money	Lead Operator	Mar. 2015	3
Robert Stillings	Lead Operator	Mar. 2015	3
Isabelle Block	Lead Operator	Mar. 2015	3
Kenzie Johnson	Operator	May. 2015	2
Nick Gaultney	Operator	May. 2015	2
Connor (Charles) Dial	Operator	Mar. 2016	2
Jacob Reid	Operator	Mar. 2016	2
Leah Johnson	Operator	Mar. 2016	1
Mia Kennedy	Operator	Mar. 2016	1
Brittany Salmon	Operator	Mar. 2016	1
Antaniah Borden	Operator	May. 2016	2
Niccolo Inghilleri	Operator	May. 2016	2
Garrett Menich	Operator	May. 2016	2
Chandler Dinsmore	Operator	May. 2016	2

[illegible]

TREETOP OBSTACLE COURSE

US DEVELOPMENT

BUSINESS MODEL DUNWOODY - GEORGIA

IRFP 14-03 Brook Run Park Tree Canopy Obstacle Course



This document is strictly confidential and can't be used, copied or distributed without the previous agreement of the Treetop Quest Inc.

Author: Julien HATTON (Treetop Quest Inc).

Treetop Quest Inc.
2020 Clean Water Drive – 30519 Buford (GA)
Phone: 770 904 3546 Cell Phone: 404 863 9733

Table of Contents

1. WHO ARE WE	3
2. DEFINITION	4
WHAT IS A TREETOP OBSTACLE COURSE ?	4
3. US DEVELOPMENT	5
WHO ?	6
OUR PROPOSAL ?	5
WHERE ?	7
4. CRITERIA FOR TREETOP OBSTACLE COURSE (TOC)	10
WHAT ARE THE CRITERIA FOR CONSTRUCTING A TOC ?	10
HOW LONG DOES IT TAKE TO INSTALL A TOC ?	10
ENVIRONMENTAL ASSESSMENT AND EVALUATION	10
WHAT IS THE IMPACT OF THE FACILITIES ON THE TREES ?	11
5. THE PRODUCT	12
CONTROL AND COMPLIANCE OF FACILITIES	12
EQUIPMENT	12
COACHING	12
BRIEFING	12
SIGNAGE	12
DESCRIPTION OF ACTUAL PARK	12
CONDUCT OF BUSINESS	13
6. THE CUSTOMERS	13
GENERAL PUBLIC	13
SCHOOLS	14
EDUTAINMENT	14
STUDENT	15
OUTING	15
TEAM-BUILDING	16
7. PRICING	16
SPECIAL RATES	16
DISTRIBUTION POLICY	16
8. COMMUNICATION POLICY	17
RADIO, TV AND LOCAL PRESS	17
VIP	17
BROCHURES/PAMPHLETS	17
EXPO AND SHOW	17
INTERNET	17
9. ATTENDANCE	18
10. FIRST DESIGN DRAFT	18

1. WHO ARE WE



In 2011, Treetop Quest was founded with its first location in Gwinnett (GA). As this first location experience keeps on succeeding, the strategy has been to find new locations to open new facilities all over the US with a focus on Georgia and the east coast as the first step of this development. Through Urban Konzept branch, Treetop Quest also provides mobile structures all over the US market. Where fun meets innovative products, Urban Konzept designs, builds and operates portable structures. Inspired by elevated challenge course, those structures offer a fun and pedagogical moments for kids as young as two years old.



ALTIPLANO is the mother company and a holding company specializing in the management of outdoor sports recreation businesses.

Altiplano is the majority shareholder of ten companies: Travelmania, Urban Konzept, Treetop Quest Gwinnett (Georgia USA), France Aventures Lyon, France Aventures Nancy, France Aventures Chamrousse, France Aventures Sainte-Croix, France Aventures Saint-Etienne, France Aventures Amnéville, Seglib Amnéville.



Travelmania Lyon is a travel agency specialized in organizing short-term stays with transportation to ski (SKIMANIA: 50 000 persons / winter) or in amusement parks in Europe (PARCMANIA: 20 000 persons / year) during the day and weekend for groups or individual. If our main activity is centered on travel, Travelmania also specializes in conducting communications activities and incentives with the first aim is to communicate our passion for discovery and adventure. We are not short of ideas and know-how to propose actions and motivations of stimulation.



France Aventures is the trade mark of our six Elevated Acrobatic Parks that we built and operate in France since 2003. The first park was created in April 2003, 130 adventure workshops spread over seven courses of increasing difficulty for customers between the age range of 4 years old to 77 years old. The Challenge Course of Amnéville is located next to the famed thermal baths of Amnéville, near Metz, France. With 35 000 customers per year, France Aventures Amnéville is one of the biggest parks in France in terms of attendance. Following the opening of the park in Amnéville, we opened new locations Lyon (2004), Nancy, Chamrousse (2007), Saint-Etienne (2010), Sainte-Croix (2011).

France Aventures gathers an average of 100 000 customers a year and keeps on developing every year. With over 600 parks in France, the main strategy is not to open any new parks but to diversify them. Since 2010, our parks have been turned to multi-activity and educational adventure parks by educating people how to protect the environment and adding new activities to make as much original and unique as possible. Treasure hunt, Bungee ejection, Segway tours, field studies, trail hikes, camps, scout activities, came along to provide more opportunities and services in order to meet the expectations of our customers.

2. DEFINITION

WHAT IS A TREETOP OBSTACLE COURSE?

A Treetop Obstacle Course is a sport “edutainment” activity practiced in a natural area with multiple exercises enabling the participant to move from tree to tree and engage in different levels of difficulty with complete safety.

This new tourism and sports sensation made its first appearance in the mountains in the mid-nineties.

Although a thrill seeking and exciting activity, the Treetop Obstacle Course also attracts a friendly family customer base. Users often come in groups: friends, family and summer camp type clientele.

Users are attracted by this activity for the following reasons:

- Provides a thrill-seeking adventure surrounded by nature
- The activity is accessible to members of all ages
- The Treetop Obstacle Course can be a place of learning and discovery
- The Treetop Obstacle Course enables them to develop many qualities such as autonomy, self-confidence, and knowledge of their comfort limits



3. US DEVELOPMENT

Altiplano is currently continuing its development in France by diversifying and repurchasing of existing parks. However, with 600 parks in operation throughout France, the French market is quickly becoming saturated.

In contrast, this type of activity is not popular yet in the US market (most of American citizens know this type of activity through zipline or canopy tour far different as the challenging and educational way shown in a toc).

Our goal is to initiate the growth of Treetop Obstacle Course in the U.S. and become a market leader.

Based on the following timetable we expect a quick development of 10 parks in 6 years.

2012	2014	2015	2016	2015	2016	2017
1	3	5	7	8		10

→ **Our strengths over our potential challengers are:**

- A complete knowledge of operating Treetop Obstacle Courses through over 10 years of experience
- Turn-key management (project management, construction, operation, training)
- ISO 14001 Certified Company
- Construction technique in compliance with ACCT standards (Association for Challenge Course Technology)
- No nails, no screws in our building, platform tightening system
- Experience with theme park environments
- Complementary and unique activities beside the treetop obstacle course: net course (pioneer on the American market), treasure hunt, mobile structures, educational posters throughout the park, environmental quizzes (on platforms)
- A Treetop official mascot : Fuzz- funny, lovely and friendly
- One existing park in Gwinnett with over 18 000 people (one third are regular customers who will definitely visit our next park near Atlanta)



WHO ?

→ US Development Manager

Treetop Quest Inc has a representative in Atlanta metro area (Julien HATTON). He is a former superintendent of Altiplano, competent in the installation project, planning and operation. This person is performing the following tasks:

- Project preparation:
 - Market Research/ Benchmarking
 - Meeting with partners
- Production:
 - Find a location for TOC in the U.S.
- Site preparation:
 - Equipment orders
 - Recruitment of the construction team
- Builder:
Launching of construction and monitoring

→ Operations Staff per park

- 1 Manager
- 1 Assistant manager
- A team of operators : 8 operators

In total, ten of those hired each year will operate, monitor, and maintain the park.

OUR PROPOSAL?

Treetop Quest INC offers a 5% turnover for the site rental which includes the forest and parking rental. Treetop Quest requires a 7 years commitment

Individual Benefits: Treetop Quest provides excellent avenues for self-development. Our Treetop Obstacle Course is a unique learning tool that helps children develop self-confidence, psychomotor skills, anxiety management and environmental awareness. **A specified amount of passes and discounts will also be given to the Department of Parks and Recreation of Dunwoody to administer for special needs.**

Benefits for the Community: Treetop Quest brings a new activity to the local community, an outdoor recreation sport complex in the heart of the city, and many opportunities to partner with local businesses. This activity matches with the Master Development Plan of Brook Run Park and is an added value to Parks & Rec's Summer Camps and other programs.

Benefits for the City of Dunwoody: Treetop Quest brings external revenues to the city (at no cost), maintains the forest where it is implemented, creates jobs and provides additional revenues to Dunwoody's Recreation and Parks Department. As a reminder, we build our courses in the total awareness of the environment's protection. The building process is harmless for the supporting trees as we use a platform-tightening system with no nail, screw or any drilling in the trees.

DUNWOODY GEORGIA Treetop Quest - OPERATING BUDGET 2014

attendance 1st year (july-november)

individuals
groups

2014

	Distribution
Ages 4-6	15%
Ages 7-11	30%
Ages 12-17 and Students	25%
Adults (18 and above)	30%
Ages 4-6	15%
Ages 7-11	30%
Ages 12-17 and Students	25%
Adults (18 and above)	30%
SNACK/MARCHANDISING	

Customer	Price	Turnover
1 733	22.0	38 115 \$
3 465	32.0	110 880 \$
2 888	42.0	121 275 \$
3 465	49.0	169 785 \$
743	16.5	12 251 \$
1 485	24.0	35 640 \$
1 238	31.5	38 981 \$
1 485	36.8	54 574 \$
3 300	2.00	6 600 \$
16 500	35.64	588 101 \$
5%		29 400 \$
minimum 25k guaranteed		-

CITY OF DUNWOODY FIELD FEES (YEAR ONE)	

2014

2015

2016

	Customer	Turnover
Ages 4-6	1733	38115 \$
Ages 7-11	3465	110880 \$
Ages 12-17 and Students	2888	121275 \$
Adults (18 and above)	3465	169785 \$
Ages 4-6	743	12251 \$
Ages 7-11	1485	35640 \$
Ages 12-17 and Students	1238	38981 \$
Adults (18 and above)	1485	54574 \$
SNACK/MARCHANDISING	3300	6600 \$
	16 500	588 101\$
CITY OF DUNWOODY FIELD FEES (PER YEAR)	5%	29 400 \$
		minimum 25k guaranteed

Customer	Turnover
2079	45738 \$
4158	133056 \$
3465	145530 \$
4158	203742 \$
891	14702 \$
1782	42768 \$
1485	46778 \$
1782	65489 \$
3960	7920 \$
19 800	705 722 \$
5%	35 286 \$
	-

Customer	Turnover
2391	52599 \$
4782	153014 \$
3985	167360 \$
4782	234303 \$
1025	16907 \$
2049	49183 \$
1708	53794 \$
2049	75312 \$
4079	8402 \$
22770	810 874 \$
5%	40 544 \$

Potential schedule:

March

- Project presentation
- Discussion about a potential partnership
- Discussion about the area within Brook Run Park that could host the activity

April

- Area selection
- Write up and signature of an agreement
- Arborist inspection and Course design
- Preparation, construction planning , equipment and material order

May-June

- Construction

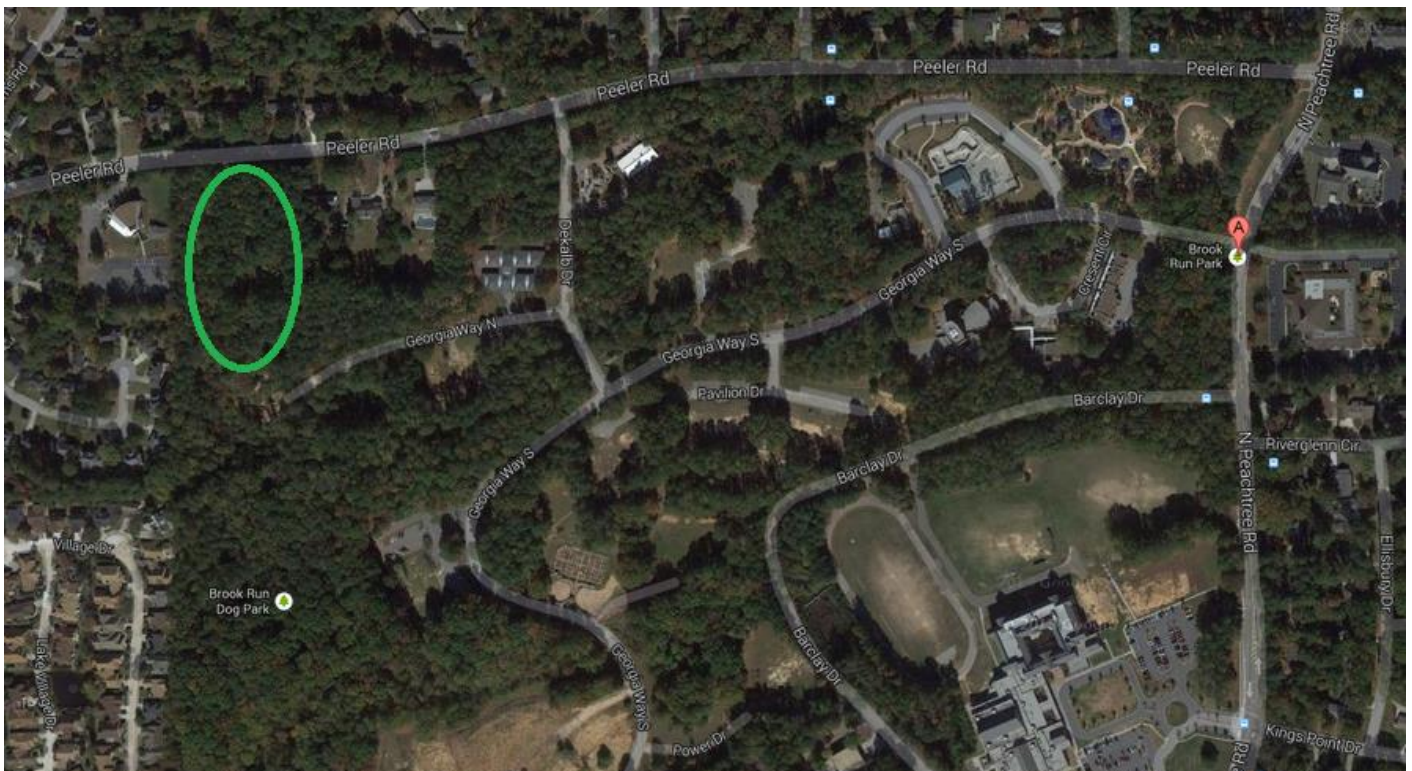
July:

- Grand Opening

WHERE?

Brook Run site in Dunwoody.

After an exploration of Brook Run Park, considering the existing activity in place, the particular topography and the treetop obstacle course land requirements, the zone highlighted in green fits the most to host a Treetop Obstacle Course activity.



4. CRITERIA FOR TREETOP OBSTACLE COURSE

WHAT ARE THE CRITERIA FOR CONSTRUCTING A TOC?

Criteria requirement:

- 5 acres of woodland minimum - Ideal for 5 to 10 acres.
- Trees 33 to 100 feet high with a diameter of 12 inches.
- The presence of water (lake or river) and/or rocks is a big plus if achievable
- Available parking (upwards of 40-50 parking spots) and/or access to public transit
- Available space to construct a temporary facility/building that will serve as front office/ storage room, cashier desk, and visitor's information booth
- Toilet facilities or ability to install toilet facilities
- Access to utilities (water/electricity/internet)

HOW LONG DOES IT TAKE TO INSTALL A TOC?

A TOC can be created within anywhere from 3-6 months

The installation takes place in 3 phases:

- 1- Planning permission from local government : 1-3 months
- 2- Construction : 1 to 3 months depending on the size of the park and the chosen facilities
- 3- Final inspection/approval : 1-2 weeks



ENVIRONMENTAL ASSESSMENT AND EVALUATION

→ Phytosanitary study

Treetop Quest INC must conduct a phytosanitary study, working with an external specialized company.

This firm assesses all load bearing trees and trees within a given distance of the facilities, using echography or other matters.

Following the assessment, the firm issues an arboricultural diagnosis.

This diagnosis must be renewed each year in order to compile a follow-up of load bearing trees, and the impact that the facilities might have on them. The permission to run the trails may depend on the impact of the facilities on the trees.

→ Evaluation of the facilities by a controlling agency

Once the facilities are built, they must be evaluated by a controlling agency, whose role it is to validate the facilities and verify Treetop Quest is in compliance with the ACCT standards.

This evaluation controls the overall safety and the soundness of construction materials, design plans and workmanship, signposting, upkeep and maintenance, and safety procedures.

WHAT IS THE IMPACT OF THE FACILITIES ON THE TREES?

The creation of a TOC is harmless for the trees provided protective instructions are followed:

- The apparatus used to secure the platforms and lifelines to the trees are designed in order to limit damage caused to trees.
- Support trees are protected against the cutting edge of cables. This system does not harm the biological activity of the tree (sap circulation in the bark).
- Cables supporting the workshops are never in contact with the bark of the tree thanks to wooden wedges.

5. THE PRODUCT

CONTROL AND COMPLIANCE OF FACILITIES

We design our parks to obtain the optimum safety. Our courses are designed and engineered to meet all safety standards. At the end of its construction, an inspection body is involved to verify the compliance of facilities: safe installation and materials used, design and fabrication, signage, servicing and maintenance, safety.

EQUIPMENT

On arrival, we give participants a specific material for the activity, with optimal safety: harness, carabiners, pulleys and gloves.



Smart Belay system through continuous lifeline avoiding any safety issue, both carabiner can not be opened at the same time.

COACHING

The park is coached by professionals of the activity that followed a specific training course. These leaders are located throughout the park so that all workshops are in constant visual surveillance. Besides their essential role of monitoring, we ask our leaders to have a technical (council) and educational (discovery) approach.

BRIEFING

Once equipped, participants are instructed by our team for a detailed explanation of the activity and safety. During 15 to 30 minutes, we teach them the basic techniques that will allow them to cross all the workshops. We put them in position on the mini course for beginners. This allows us to verify if the instructions have been understood and especially if participants are able to carry them out in a real situation.

SIGNAGE

All workshops are easily identifiable by signs explaining how to overcome both the workshop and how to hang his or her carabiner pulley if it is a zip line. The younger children (4 years old) are moving on a system specifically designed for their level of ability and are supervised by trained professionals. Everyone can have fun and explore new

sensations in complete safety.

DESCRIPTION OF ACTUAL PARK

The TOC that we will be creating will be suitable for all ages and levels. For these reasons we have chosen the following configuration of our first park:

70 workshops operating over 5 courses

Yellow Course	Elevated Acrobatic Parks self insured	4 to 8 years	11 workshops
Green Course	Introduction kids/adults Elevated Acrobatic Parks	From 6 years	14 workshops
Blue Course	Family and Sport Elevated Acrobatic Parks	From 8 years	15 workshops
Red Course	Family and Sport Elevated Acrobatic Parks	From 12 years	15 workshops
Black Course	Athletic Sport Elevated Acrobatic Parks	From 12 years	15 workshops
Beginner Course			8 workshops



Conduct of business

Unlike in Europe, a mandatory step in the U.S. is an administrative procedure where participants have to complete a waiver form and display proof of insurance.

Following administrative formalities, participants are equipped with special equipment by skilled animators. Then the client is briefed and trained on the operation and use of equipment, safety rules to follow and then he proceeds to the activity.

Following this the customers can complete different level courses, free to enjoy the activity as a function of the heights and difficulties.

From experience, the participants usually take about 2-3 hours to tour the different challenge courses and at the end of the activity, participants return their equipment.

COMPLIMENTARY ACTIVITIES

- Net course

As a pioneer of the net course in the United States, we want to make your place original, educative and unique. To do so, we want to incorporate our brand new product, Spider Quest (the net course).

- 20 obstacles above a giant safety net
- No equipment needed
- 2 different levels
- From 4 years old
- 1 hour of activity



- Urban Konzept

Treetop Quest also provides mobile/artificial structures. As a seller or as an operator, Treetop Quest has provided and sold hundreds of mobile structures all around the world. Following our visit in Brook Run Park, the flat area with only several trees will be a perfect spot to set up a permanent structure. This structure will welcome kids from 4 to 10 years old and it could be rent for birthday parties.

Outdoor/ Indoor structure



- Quizzes

Treetop Quest emphasises teaching people about Nature and the Environment. As an eco-natural multi-activity adventure park we offer a learning experience to our participants, up in the air with integrated quizzes from platform to platform (go through the obstacle to know the answer), and on the ground with educational posters.



- Treasure hunt

Schools groups, birthday parties, and team building activities participate in the treasure hunt. The treasure hunt is an activity on the ground where participants go from sign to sign answering questions to find hidden treasure!



6. THE CUSTOMERS

Treetop Quest is targeting intergenerational activity and enable the practice of this activity by the greatest number of family or friends.

The Treetop Obstacle Course is also a great educational tool providing the discovery of the environment and has the potential to be very popular among classes, summer camps and vacations.

We offer two hour educational workshops with media teaching aids. Finally, companies will be interested in this easy business feel that enables the organization of intensive corporate team building.

The Elevated Acrobatic Parks is an activity that can be given every day of the year depending on the visiting public.

GENERAL PUBLIC

Atlanta and its suburbs now represents about 5 million people.

This number opens up a potential consumer market (friends and family).

Thus we will develop our strategy around family packages and mini-groups (5 people) to stimulate the consumer market.



SCHOOLS

The school sector is essential target for Treetop Quest. Primarily for the educational and social goal of the park, but also to stimulate weekday activity.

We will focus field trips around two themes:

- The discovery of a sport
- The pedagogy of this activity around the tress and nature and also elements of security and solidarity.

The students enrolled in primary schools and colleges will also be big target for customers.

We have a special package that we will propose for teachers, called PACK SCHOOL, which includes a teaching file that prepares children for the TOC and the discovery of nature. 2 hours of on-site activities around the Adventure Course are included in this package.

Our educational approach will be supported by a promotional campaign to attract teachers and convince them of the educational value and fun of our business.

We offer them free training on their part to enable them to monitor their students during the progression of activity.



EDUTAINMENT

TREETOP QUEST INC has chosen to develop specific tools for schools and groups of children or teenagers because it is at this age that they need to understand the specifics of the world around us.

The park offers different formulas for the day. For example, the acrobatic activity can take place in the morning and in the afternoon, an interactive game ("rally") on the theme discovering nature.

This activity can be worked through in class teaching files. Children will learn in a fun way to explore their environment.

STUDENT

Student associations are constantly looking for innovative activities, with adrenaline to practice with friends, to have fun without spending too much. We offer their products around specific sports challenges (challenge annual inter college and university for example).



OUTING

Youth organizations in the U.S. (or scout type youth camp) are very developed and request this kind of activity, specifically outdoor, and environmental.

We plan a reception area for this group who can stay from 1 to several days on our sites.



TEAM-BUILDING

With our experience and expertise, we are able to easily facilitate team-building.

In collaboration with major bodies of local seminars or direct marketing of our products to companies, we will create products around specific keywords such as: teamwork, solidarity, self-improvement...



7. PRICING

Rates, subscriptions:

	Price	Distribution volume
INDIVIDUALS		
4-5 years old	22	15%
6-11 years old	32	30%
12-17 years old and students	42	25%
Adults	49	30%
GROUP		
4-6 years old	16.5	15%
7-11 years old	24	40%
12-17 years old and students	31.5	25%
Adult	36.8	20%
Season subscription (Unlimited access during all the season)		
4-11 years old	200	
12-17 years old and students	250	
Adult	300	

SPECIAL RATES

Birthday :

Free for the person coming with 5 friends minimum.

A birthday gift (available upon reservation for those under 18 years).

Night :

With the headlamp night (from 12 years)

By reservation only - 8 to 12 people – during all year

Gifts ideas :

A fun and unique gift: the gift voucher entitling to an input or a reduction (Special Promotion for Holidays)

We will have a shared incentive reservation online by offering a rebate of \$2 per booking online.

A loyalty card will consistently be delivered to every customer entitling him to certain benefits.

DISTRIBUTION POLICY

- **Bank:** direct sale of tickets to the park entrance.
- **Reservation:** The reservation service retail, a website with online booking.

8. COMMUNICATION POLICY

The brand is a key element: it can quickly identify the activity and location. It can be easily accepted. Our target customer is very broad and therefore our brand strategy must adapt to each individual. The innovative side of the activity on site will be the major vehicle of our communication policy. Our marketing efforts will rely on a strong local field of occupation.

RADIO, TV AND LOCAL PRESS

We will target the local press and the national press. We will attempt to provide reports to local TVs and radio in order to showcase our activities.

VIP

We plan on organizing a VIP evening every spring when the park opens for the season. Targets for this type of event include, but are not limited to: local newspapers, local tv stations, important people in the community (chambers of commerce, mayor's office, etc....)

BROCHURES/PAMPHLETS

We plan on creating and distributing brochures with information regarding the TOC throughout the community. These will be edited to 70 000 copies minimum and distributed through our main office by our hostess and partnerships with sports shops, student organizations, tourist offices, chambers of commerce, offices of economic development, etc.

EXPO AND SHOW

We will participate in major public and professional exhibitions to be in direct contact with consumers. We also plan to participate in tradeshow which target the outdoor audience.

INTERNET

→ The website

Our major tool of promotion will be our website. Built similarly to our French sites (www.france-aventures.com), it will offer:

- General information on the park
- Rates
- Booking online
- Downloading the responsibilities, and conditions of access, photos and videos.
- There will be interactive online activities for children on our website.

→ Communication on the web

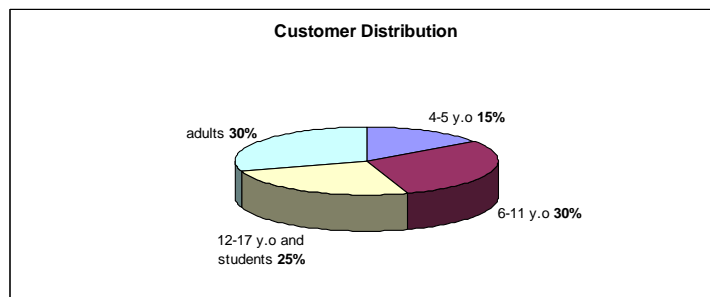
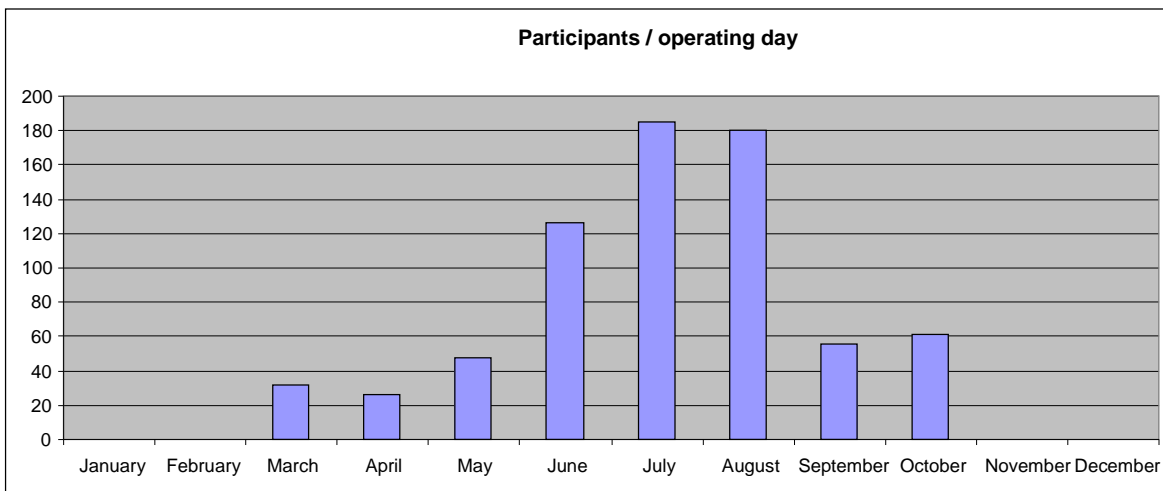
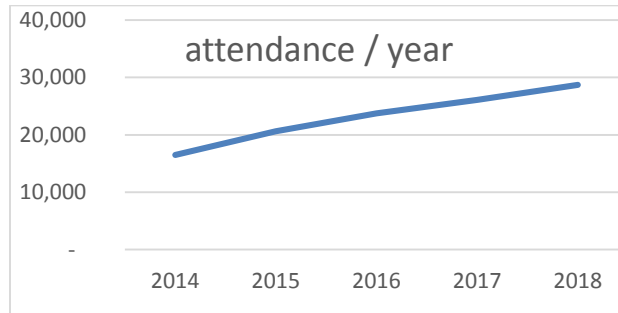
Obviously, a big communication effort should be made on the web around the two major social networks (facebook and twitter) and on the main search engine (google) by buying google adwords advertising campaigns.

To publicize our website and therefore our offer, we must focus on the search engine optimization (SEO). For that, a listing on directories before preparing the following information is required:

- The title of the website
- A description of less than 250 characters
- A more detailed description under 500 characters
- A list of 50 keywords

We will introduce several tools allowing us to increase our visibility, our page ranking, our backlinks and linking our net. A staff person will undertake to apply the techniques of Search Engine Optimization and Search Engine Marketing

9. ATTENDANCE





US CONTACT:

Julien HATTON
TREETOP QUEST INC.
2020 Clean water drive
30519 Buford (GA)

Phone: 404 863 9733

julien.hatton@treetopquest.com

Visit www.treetopquest.com

Youtube videos: Video+ Treetop Quest Channel

Facebook: www.facebook.com/TreetopQuest