



ANNUAL REPORT

2014



Rock Creek Regional Park



2014 Annual Report

#01

CEO's Letter

#02

Mission & Values

#03

2014 Highlights

#05

Financial
Performance

#06

Team

#07

Next Steps

Letter from Dan



Dan D'Agostino
USA Managing Director

What a successful fifth season at Rock Creek Regional Park! As Go Ape's first course in the USA, Rock Creek continues to serve as the company's flagship location. We have experienced continued and steady growth at Rock Creek, with 17,671 visitors and revenue from ticket sales of \$767,256. We continue to expect an increase in both our visitors and revenue in future seasons and are happy to report that we remain the number 1 attraction in Rockville on TripAdvisor!

Go Ape has continued to spread its mission of encouraging everyone to live life adventurously as 1 new course was opened this past year in North Myrtle Beach, South Carolina.

We are proud to report that with this growth Go Ape remains committed to providing a tremendous guest experience and serving the parks and communities that we operate in. Last year, Go Ape provided hundreds of free tickets to support various non-profits and charitable organizations as well as underserved communities. Our Go Ape Rock Creek Tribe led several stewardship projects last season, including non-native invasive removals, native plantings, and park cleanups. We continue to partner with the Montgomery County Parks Foundation and the Rock Creek Conservancy to raise funds and awareness for these groups.

Thank you for your loyal support and we look forward to serving you in the coming year!

Dan D'Agostino

A handwritten signature in black ink that reads "Dan D'Agostino".

What We Do

Our values reflect what drives each of us every day. By hiring employees that also share the same values helps us achieve our mission to **encourage everyone to live life adventurously.**

We are indebted to our guests as we recognize that without them there is no us. Therefore we aim to always **provide a tree-mendous guest experience.**

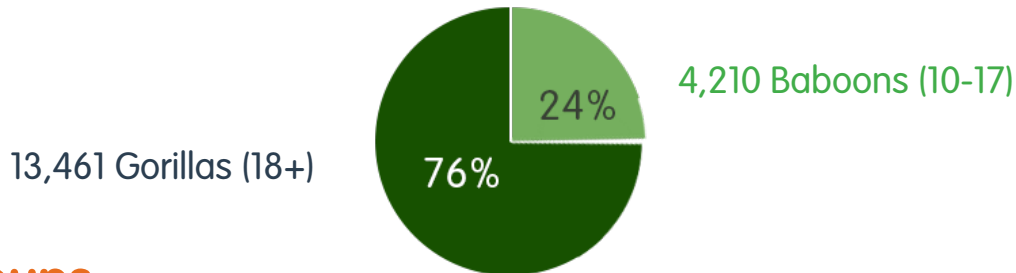
For us at Go Ape, a love of the outdoors and our desire to share that passion demands that we participate in the effort to educate on and help preserve our earth. From donating our time to grassroots environmental groups to providing a unique view of nature from the treetops, we strive to **be socially and environmentally responsible.**

We feel that we can continue to list all that we hold dear, but ultimately what drives us is simple - to **do the right thing.**

2014 Highlights

Fifth Year Success

In our fifth season, 17,671 guests took part in the Go Ape experience at Rock Creek Park!



Groups

Go Ape hosted several dozens of groups this year. Among the many tribes that ventured through the treetops, here are a few: Local schools and universities, Boy/Girl Scouts, military, church, match.com, Andrews Outdoor Rec, Entertainment Cruises, Gov Connections, Human Rights Campaign, IHG, Planet Technologies, The Advisory Board Company, The Washington Post, among many others.

Giving Back

Many groups have benefited from free and discounted tickets to the course, gift certificates for use in fundraisers and raffles as well as monetary donations. Some of the beneficiaries include: Wounded Warriors, American Cancer Society, Share Our Strength, GWU, SEEC, Children's Miracle Network, DC EcoWomen, School for Tomorrow, Kids Enjoy Exercise Now, MD Sheriffs Youth Ranch, Rock Creek Conservancy, Montgomery Parks Foundation and local schools, universities, churches and sports groups.

1K+

free tickets

\$30K

charitable
donations
nationwide

\$7K+

discounted
tickets

\$6.5K

gift certificates to
local community
groups

\$2K

gift certificates
for social media
contests

Go Ape also hosted a fundraiser for the Montgomery Parks Foundation to raise awareness of the organization's good works as well as funds for its activities. Go Ape provided both a discount on tickets as well as donating \$750 to the organization.

Public Relations

Our course at Rock Creek Park received great publicity last year. You could hear us on the radio at Hot 99.5 or view us on television during our segment on NBC4. We were also featured on TripAdvisor's The Flipkey Blog and several other articles.



Environmental Stewardship Projects



To celebrate earth day, instructors, along with the weed warriors removed approximately 100lbs of invasive garlic mustard and planted over 100 Christmas ferns.



We had ~20 volunteers help remove bittersweet vine, wine berry and barberry from the park during MLK day of service.



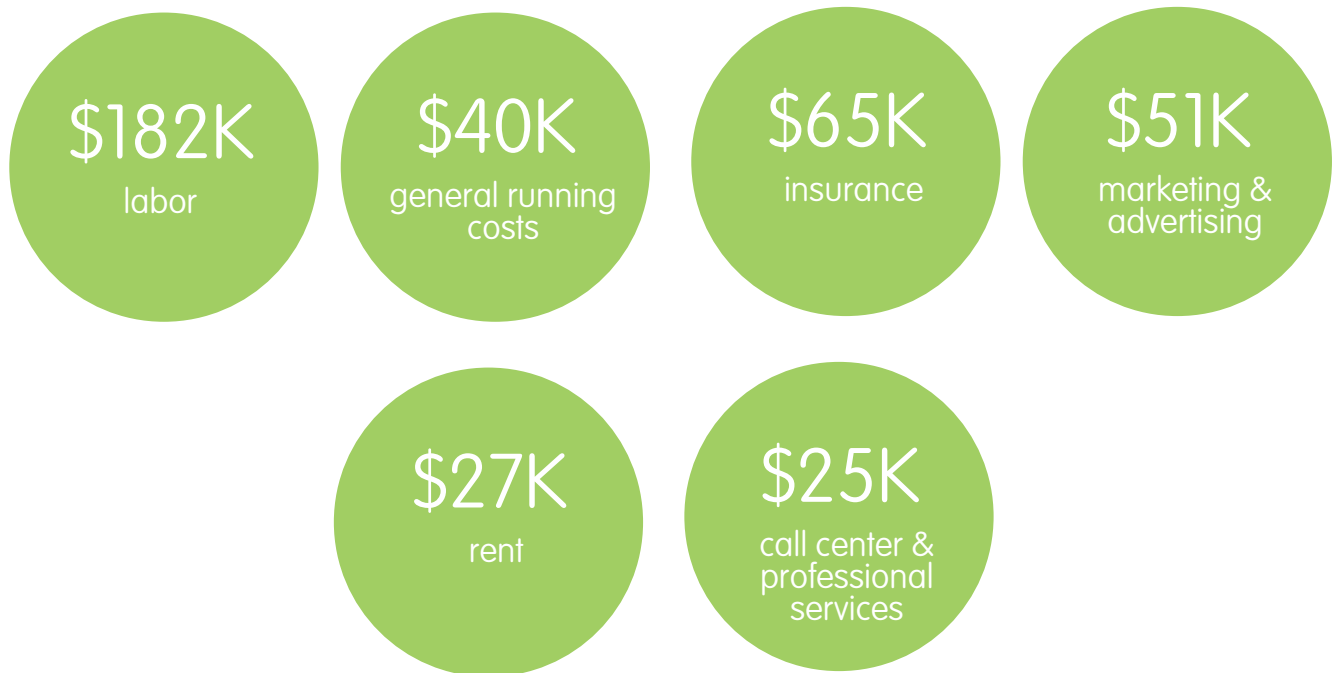
We partnered with the Boys and Girls Club of Frederick to pick up over 15lbs of trash from the park in exchange for treetime.



Financial Performance

	GORILLAS (18+)	BABOONS (10-17)	TOTAL VISITORS	TOTAL REVENUE
March	579	172	751	\$26,189.02
April	1,290	534	1,824	\$81,449.60
May	1,341	381	1,722	\$73,127.03
June	1,902	600	2,502	\$105,766.38
July	2,263	816	3,079	\$137,293.80
August	2,649	927	3,576	\$156,527.04
September	1,547	366	1,913	\$86,803.78
October	1,280	265	1,545	\$64,988.78
November	564	143	707	\$33,124.71
December	46	6	52	\$1,985.90
TOTAL	13,461	4,210	17,671	\$767,256.04

Selected Direct Site Expenses



Team



US Directors

**Adventure Forest LLC is the sole managing member of
Go Ape Lake Needwood LLC**

Adventure Forest LLC has eight directors:

Daniel D'Agostino
Jennifer D'Agostino
Will Galbraith
Jerome Mayhew
Rebecca Mayhew
Tristram Mayhew
Paul Rossiter
Christopher Swallow



Next Steps

THE ADVENTURE CONTINUES...



Over the past year, we've been working hard to provide a tree-mendous outdoor experience to all our guests that swing through the trees. With beautiful views of Rock Creek Park, the Go Ape course showcases the park's natural surroundings. We are excited by the overwhelmingly positive feedback we have received and look forward to many future successful seasons at Rock Creek Park.

Go Ape was happy to work with the park, the Montgomery Parks Foundation and the Rock Creek Conservancy to select stewardship projects for our team to complete. We worked to remove non-native invasive plants around our course area, including: bittersweet vine, wine berry and barberry and garlic mustard. Go Ape looks forward to continuing our collaboration with the parks and other local organizations on future projects that will contribute to the park's sustainability.



Go Ape is the trading name of Go Ape Lake Needwood LLC.
Go Ape Lake Needwood LLC is registered in Maryland, USA. EIN. 27-1775115