Waterpark Proposal
Victoria Park Beach
Cobourg, ON
About Us

At The Lake (ATL) Distributing Incorporated is a Canadian wholesale distributor of marine and waterfront products. Conveniently located in Peterborough, Ontario we service the Canadian market effectively.

We distribute a wide range of products to maximize the waterfront experience. Our products are sourced for their high quality, durability and value.

ATL Distributing is the Canadian distributor of Aquaglide commercial grade inflatable water toys. As waterfront specialists with over 10 years experience, we offer quality products with fun and flexible designs while maintaining the highest safety standards in the industry.
Where Can You Find Waterparks?

• The United States developed the waterpark concept, but they are growing in popularity around the world with huge waterpark attractions currently located in Australia, Germany, Great Britain, Croatia, Greece, France and Italy.

• In Canada, commercial municipal waterparks are found in Kelowna, Montreal, Penticton and Barrie.

• New municipal waterparks are opening in Orillia and Oka in 2018.
ATL Distributing’s Waterparks

• We supply large and small waterparks to hundreds of kids’ camps, resorts, cable parks, campgrounds and conservation areas across Canada.
• Waterparks are a safe and fun attraction for families to these venues.
• Many of our customers attribute full summer capacity to their waterparks.
• Deerhurst Resort and Cleveland’s House Resort in the Muskoka region are two examples of customers maximizing their waterfront through their waterparks. The Rail Yard Wake Park in Mount Albert is opening their 150’ x 125’ Aquapark this summer!
The Aquapark Advantage

• Aquaglide’s *Patent Pending Universal Connection System* allows unlimited park designs.
• With this system, you are able to start with our smallest Aquapark layout, and then add components to your Aquapark over time.
• Aquaparks are well-renowned for their jaw-dropping “wow-factor”.
• Unique “playability” and giant signature items keep participants engaged for hours without the need for formally organized activities.
It’s The Quality That Counts

HIGH PRESSURE TECHNOLOGY:

- Aquaglide is the only brand to integrate technologically advanced HP Technology material in Runways and SwimStep platforms.
- It utilizes high quality dropstitch material that can withstand an internal pressure up to 20 psi without damage.
- Their products are subject to extreme abuse from toes, heels, knees & elbows.
- It also offers a smooth, flat, low-profile platform that is much easier to board than an I-beam product. This allows easy access to the Aquapark from almost any location.
It’s The Quality That Counts (cont’d)

**CONNECTIONS ARE OUR STRENGTH:**

- The unique Vario-Lock cinch strap system sets the standard for safe, durable Aquapark connections and can be found on virtually every Aquaglide product.
Safety is Our Utmost Concern!

- All Aquaglide products endure the most rigorous testing in the industry and bear the EN Standard Stamp for Safety (recognized world-wide).
- Water depth analysis and distance from obstructions are just two of the safety factors considered when designing our parks.
- Parks are enclosed with highly visible & rugged safety buoys to keep boating and public traffic out of the swimming area.
- Every participant MUST wear the supplied Canada Coast Guard Approved life jacket, without exception.
- Lifeguards will be staged on structures and circle the park on stand up paddleboards to ensure participants’ safety.
- Waivers must be signed by all participants and rules of the park will be predominantly posted at the entrance.
- A security company will monitor the park during all closed hours.
Economic Benefits

• The Victoria Park Beach waterpark will have a large positive economic impact on the community during the summer months.
• Families touring Cobourg by land or boat will spend an extra day to play at the waterpark, drawing from 100km+ radius.
• These tourists will stay at local hotels, marinas and campgrounds (increased revenue).
• Restaurants and other local attractions will benefit from the increased tourism generated by the waterpark (cross-marketing opportunities).
• Local families can enjoy hours of clean exercise and entertainment during the summer without having to leave our community.
• Local childrens’ camps (Summer Sports Camps, YMCA Camps) would also benefit from this fun and safe day activity.
• A minimum of 8 local summer jobs would be created from the waterpark (including management and life guards).
Community Partners – Giving Back

Since the creation of the waterpark will have a significant impact on the community, our plan is to partner with local businesses to further enhance exposure (cross-marketing). Some of these partnerships may include the following:

- Hotels
- The Cobourg Marina
- Victoria Park Campground
- Local shops and businesses in and around Victoria Park Beach

We will ask partners to purchase advertising and in return they would receive discount coupons for patrons to use at the water park.

Our goal is to work with the YMCA camps and other organizations to offer time slots for them to use the water park at reduced rates for local camps to add a fun physical activity to their day programs.

We would also like to offer “Twilight Hours” for local residents only to use the park at a discounted rate.
Cost Analysis – Potential Revenue

Estimated Annual Revenue: $277,965.00
Estimated Total Annual Operating Costs: $228,398.26
Operating Income before Concession Fees: $49,566.75

Concession Fee payable to Town of Cobourg: **10%** of annual gross revenue.

**Note:** The following waterpark set up costs will be covered by ATL Distributing at a cost of $211,604.00 (pre-tax):

• Waterpark structures, safety equipment, life jackets, fencing and storage.
Fee structure

The Aquapark fees include the life vest rental. The proposed fee schedule for the Aquapark is as follows:

- **Kid Park - 2 Hours:** $10.00 each
- **Full Park - 2 Hours:** $15.00 each
- **½ Day - Kid Park:** $15.00 each
- **½ Day - Full Park:** $25.00 each
- **Full Day – Full Park:** $35.00 each
- **Group Rate Both Parks:**
  - 2 Hours (15+ guests at one time): $12.50 each

Note that wetsuits will also be available for rent.
Hours of Operation

The proposed hours of operation for the Aquapark are as follows:

• **Opening Day:** Saturday, June 23rd, 2018
• **Closing Day:** Monday, September 3rd, 2018
• **Opening Time:** 10:00 AM
• **Closing Time:** 6:00 PM weekdays; 8:00 PM weekends
• **Days per Week:** 7 Days per Week (weather permitting)
• **Operating Days:** 71 days (weather permitting)

By opening towards the end of June we can offer opportunities for schools, hockey camps, etc. to run year end trips to the park.
Aquapark Size & Design

A - Large Aquapark (9+ years of age):

The large park would comprise of a mix of climbers, bouncers, swings and slides, as well as several other challenge pieces designed to get you wet in the water. The large park would measure approximately 192’ wide x 80’ deep and would hold a capacity of 100 people at a time.

B – The “Kid” Aquapark (3-9 years of age):

The smaller “kid” park would measure approximately 80’ wide x 60’ deep and would hold a capacity of 30 people at a time. Water depth in this area would be 4’ to 5’ deep, therefore parents can stand in the water to supervise their climbing, bouncing, sliding children. This smaller park however, is durable enough for adults to climb if a parent needed to access their child.
Proposed Water Park Design
Aquapark Location

In collaboration with local contacts at the Cobourg Marina and the Public, we are proposing one main location where the aquapark can be situated at Victoria Beach. This destination was selected by researching a variety of factors, including:

- The flow of the water and waves surrounding the East Pier
- The flow of traffic from boats entering in the channel at the end of the East Pier connected to Cobourg Marina
- Space availability for swimmers, kayaks, paddleboards for the general public to use
- The water depths at Victoria Beach
- The water depths required for different equipment areas of the aquapark
- Access for the guests/participants entering and exiting the aquapark safely
Proposed Water Park Location
Questions?