



Edge Adventure Parks Annual Report
 South Bend, IN - Rum Village Park
2017

2017 Attendance

Rum Village Season Total:	6516
General Admission	
2-hour	3235
3-hour	1337
Group Sales	1944

Monthly Attendance Profile

May	281
June	1085
July	1451
August	1818
September	1096
October	785

Revenue Profile

Price Structure 2017

- \$79 All day
- \$49 adult & \$39 youth 3-hour adventure
- \$39 adult and \$29 youth 2-hour adventure

Special Event

Haunted Trails / Zombie Zip Lines
 Group Events, Teambuilding, Urban Race, etc.

Our blended average ticket price was \$29.22

Revenue Share % for 2017 as defined in the agreement	2%
Total Revenue Share for 2017	\$4,002.96

Edge Community Investment

Staff Profile

1 Fulltime	
28 Seasonal Part-time	
Total Seasonal Staff Hours	4940
Total wages paid seasonal staff	\$71,985.24

Total salary investment for 2017	\$111,985.24
Total average per hour wages for 2017	\$15.95

Community Sponsorships

Best Week Ever Event: partnership with South Bend Venues, Parks & Arts

Over the Edge Event: Partnership with the Youth Service Bureau

American Red Cross: ongoing blood donation ticket giveaway

Example of Reviews

Trip Advisor:

1) My husband and I had a great time! Took about 2 1/2 hours to do all 5 courses. I chickened out on the last two but it was fun to test myself and conquer my fears on the first three. It's not for sissies but it's not terrifying either! There are no worries about actually falling because the course is super safe and you are always harnessed to something. The staff is excellent and you go at your own pace so that part is really enjoyable. For most of the afternoon we hardly knew other people were there because you really are kind of on your own. Not hard to understand why it's gotten such great reviews. There's nothing else like it in South Bend. If you're an adventure seeker you will love it!!!

2) Took a group of 17 students to Edge Adventure Park and had an absolute blast!!! It was challenging and thrilling. The staff was beyond wonderful!!! We will bring groups back in the future!!!

3) It was a great family day for all of us! It was challenging, but safe and fun. The staff is very friendly and helpful. We will definitely be back:)

Facebook:

1) My staff and I visited Edge Adventures yesterday for the first time and had a great experience! It was such a great team building and bonding opportunity. We were challenged, faced our fears, and conquered them! Also, one of the owners, Steve, was my hero while we were there. I fell once and struggled getting back up. He stood by the entire time and coached me through it! All of the staff were amazing and I would highly recommend it to anyone! If I can do it, you can too!

2) My family and I have gone several times this year but we had so much fun at the night climbs! They should do that throughout the year! The staff is also always friendly! My brother purchased two hours but got too anxious after the first obstacle and decided to leave. They gave him his money back which was unexpected!! We will definitely be buying the season pass.

3) Great for date night! My boyfriend and I came here for the first time and had a blast! The staff was super friendly and helpful getting us set up when we arrived! They treated harnessing and training as if we were at the top of the line vacation resort! The courses themselves were a lot of fun and very challenging! Some of the obstacles were difficult but having the harness made me feel really secure and allowed me to focus on what was happening! After our adventure we were very tired and ready for a nap, but we will definitely return!