

Food and
Concessions
Spotlight:
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# Adventuredome's El Loco newest thriller at Circus Circus

**STORY:** Dean Lamanna dlamanna@amusementtoday.com

LAS VEGAS, Nev. — Over the last two decades, roller coasters in this desert destination have launched, looped, corkscrewed and even coiled languorously atop a tower almost 1,000 feet up.

With at least two such high-profile rides and an entire theme park adjacent to one casino resort having also been dismantled in that time, The Adventuredome at Circus Circus Hotel & Casino - the indoor fun park that has survived the local vicissitudes of family entertainment since its debut as Grand Slam Canyon in 1993 — has done something exceedingly right: providing rides and attractions in a climate-controlled environment connected to a resort known for its kid friendliness for half a century.

It took more than six years of planning and decision-making to choose and customize a new thrill attraction that would both compliment the park's popular Canyon Blaster corkscrew coaster and fit into the tight, dome-roofed foot-print left by the Rim Runner flume ride.

But on Feb. 18, after several weeks of extensive testing and media teasing, El Loco — an acrobatic, inverting wild mouse-style coaster from S&S~Sansei Technologies, Inc., of Logan, Utah — finally cut loose inside The Adventure-dome for its official opening.



Tom Nolan, vice president of operations for the park, described the coaster as "the perfect addition" to the enclosed facility's arsenal of two dozen rides and attractions.

"El Loco offers our guests something they have never experienced before," Nolan said in a chat with *Amusement Today* just outside the coaster's exit on opening day. "Riders enjoy El Loco's twists, turns and drops in such close proximity to our other rides that, for an instant, they get the sen-

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El Loco, from S&S~Sansei Technologies, Inc., performs its wild mouse-on-steroids acrobatics with precision and family-friendly comfort within the dramatic confines of The Adventuredome at Circus Circus. It replaces the park's 20-year-old, five-acre Rim Runner Shoot the Chute ride. **COURTESY THE** ADVENTUREDOME AT **CIRCUS CIRCUS** 



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# **NEWSTALK**

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**EDITORIAL:** Gary Slade, gslade@amusementtoday.com

# **Tidbits**



Slade

With this April issue, Amusement Today marks the beginning of our 18th volume. It's hard believe that time has passed that quickly. One of the things readers will notice is our new logo and newly renamed section fronts. After requests from our ride supplier advertisers, we have now merged all park news with carnival/state fair news into one

bigger section where their ads can now tap into both audiences. Next month we will be releasing details on our new electronic editions for your electronic devices. Although that service will be offered FREE, users will have to be a PAID subscriber to access the online monthly edition. So if you are currently not a paid subscriber, call (817) 460-7220 today to get your print subscription current.

AT's own editorial cartoonist William 'Bubba' Flint recently showed off some of his comical cartoon art styles with an art show at the Good Records store in Dallas. The exhibit had a great turnout on opening night and offered a peek into the World of Flint. This publisher has known Bubba for more than 30 years, when he was cartoonist for Times Chronicle Today, a group of suburban daily newspapers in North Dallas where I was a young city beat reporter. Along with AT, Bubba's editorial cartoons can found in the Dallas Morning News, Dallas Cowboys Star magazine and many other speciality publications.

It's so good to see all the paint projects underway as parks gear up for the 2014 season. Baynum Painting has been busy with multiple ride projects at Knott's Berry Farm and Kings Island as well as Six Flags Hurricane Harbor in Arlington. Million Painting recently completed the Pipeline Plunge for Wonderland Park in Amarillo, where the paint theme was based off a recently completed job on the same Hopkins-styled ride at Lake Winnepesaukah. AT also learned of a local contractor repainting one of the B&M coasters at California's Great America. Paint always has a way to make rides and facilities look new again. Congratulations to all on your reinvestment!

Personal shout out to super Publisher H. V. O'Brien. Great job on the incorporation of all the county-wide papers into the new Eastland County Today brand. Bet you are wondering why you didn't make the change sooner! I'm proud of you and your entire team!

—Gary Slade

**CARTOON:** Bubba Flint



EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

# A family affair



Rutherford

Family-friendly and family-oriented are phrases freely tossed about when describing amusement facilities and their rides and attractions. But that inclusive word 'family' is also important when used to describe the operators themselves - as in this

establishment is family-owned-and-operat-

I've always admired and taken great pleasure in visiting parks that are overseen by long lines of the same family. The importance of this aspect came to the forefront as I was working on a story for this issue about the new-for-2015 steel roller coaster announced for Pennsylvania's Knoebels Amusement Resort. During the research for that piece, I was made aware that the fourth generation of the Knoebel family was taking the reins on this major expansion project. All the innate knowledge and experience from their ancestors in the business has been distilled and passed down to this so-called

fourth generation. These folks literally grew up in the park, living and breathing the business of running and maintaining a respected American amusement installation. The value of that experience cannot be over emphasized

And the Knoebels are but one example. Others include the Morey clan in Wildwood, N.J., the family at DelGrossos (formerly Bland's), the Canfields at the Santa Cruz Beach Boardwalk, the Kochs at Holiday World and the Dixon/Rhodes down at Lake Winnie. Over the decades, these families have nurtured and guided their individual operations with dedication and fortitude that has made them so successful. Just stroll down their midways and you'll get the sense that you're in a very special place, one that feels familiar. And it should.

Though corporate-run facilities have their place in the grand scheme, it's refreshing to know that we also have several surviving traditional parks that still manage to keep it in the family. I hope they continue to do so for many generations to come.

### Gary Slade, Founder

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Contributors: Andrew Mellor, Richard Munch, Janice Witherow

Presented by





# Ken Whiting, Whiting's Foods, Inc.

Ken Whiting's professional life is dedicated to managing his family's food service business at the Santa Cruz Beach Boardwalk, where Whiting's Foods, Inc., is the largest supplier of food and beverage to the California seaside amusement park. Ken also founded WAVES for Success, a system focusing on improving workplace performance specifically geared toward teenagers; plus consults the recreational industry on providing cost-effective solutions with guaranteed results. He is also the chairperson of IAAPA's Food and Beverage Committee and is very active in his local community. Ken's "can-do" spirit, enthusiasm and leadership skills are keys to his success. He

is an avid runner and has completed more than 50 marathons and triathlons. Ken and his wife Renee have three daughters.

### Title

President, Whiting's Food Conces-

Founder, WAVES For Success Partner, North Star Food & Beverage Associates

### Number of years in the industry Nearly 40 and counting. I can't believe it's been that long.

# Best thing about the industry

The people working in it, and the passion and creativity they bring to their workplace.

### Favorite amusement ride

The latest greatest roller coaster...that I don't have to wait in line for to ride.

Whiting

### If I wasn't working in the amusement industry, I would be ...

Either on stage doing something or in a capacity to serve others.

# Biggest challenge facing our industry

Given that we are all so labor intensive, I'd have to say the workplace readiness of our seasonal team and development of our staffs.

### The thing I like most about amusement/water park season is ...

The ability to test new products and services and get instant feedback from guests and staff

# The last time I ate fast food was ...

Let's just say I sell a lot more than I eat!

### My all-time best vacation was ...

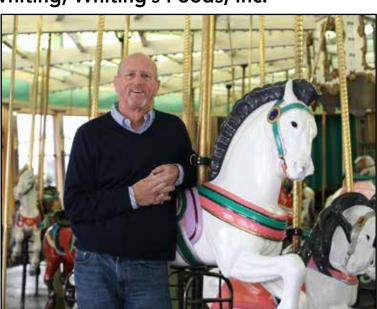
Hanging out in Cabo (Mexico), doing nothing.

### It's spring time! My favorite thing about this season is ...

Longer days, sunshine...and visitors pouring in to the Santa Cruz Beach Boardwalk.

# Favorite flavor of ice cream

Banana Split Dippin' Dots.



The one thing I always seem to put off is ... Staying current on emails. They keep coming and coming and coming.

My "must-see" television show is ... The show "24" ... and hopefully Jack is back.

# If I could live next door to any celebrity it would

It would have been Walt Disney. Sitting around brainstorming with him as he transitioned this industry would have been amazing.

### The most adventurous thing I have done lately is ... That's simple... training for an Ironman Triathlon,

which will take place the end of March. Proves that peer pressure is alive at any age!

### Ultimate movie soundtrack

It would have to be a compilation from all the Rocky movies.

# Do you: stick to your plans or "wing it"?

I subscribe to one of the principles from the book Good To Great; planning is everything but plans mean nothing. I wing it!

# Something make-believe that you wish was real

A government that works together to serve the interests of all. Sadly, true leadership from our elected officials has become "make believe."

### My secret talent is ...

Little known fact — I can ride a Unicycle.

# Wife, family, friends and work colleagues.

# My go-to cocktail is ...

Corona Light is about as much as I can handle.

# My favorite dinner spot is ...

In a home with family and friends.

# When I say baseball, you say ...

Time for me to check out the foodservice in different ballparks. And... Go Giants!

### If my life was a sitcom, it would be called ... The Best is Yet to Come.

Best rainy day activity Something indoors.

# THIS MONTH IN HISTORY

•1910: On April 28, a fierce windstorm hit Saltair, outside Salt Lake City, Utah, damaging the resort, including several newly constructed bath houses. The storm, the third in two months, threw large waves on the pier structures, badly damaging the Old Mill and Roller Coaster. About 40 feet of railroad track, partly



www.RollerCoasterMuseum.org

protected by a newly constructed concrete wall was also destroyed. Repairs would be made quickly in time for the park's formal opening in May.

•1920: Ontario Lake Park, Oswego, New York would open its second season in May with a new roller coaster. Owner Harry

Morton made the announcement April 2, adding that the park would have several new attractions, including the coaster. He reported that the designer would be on site later in the month to begin work on the new ride, which would take four weeks to construct. Maximum height was to be 40 feet with an expenditure of about \$30,000.

•1930: Keeping on top of the news, E.B. Merritt, the general manager of Luna Park, Coney Island (Brooklyn), New York, announced on April 22, that the famous park would add a Cyclorama of Little America, Richard E. Byrd's base in the Antarctic. Set to open May 17, it would include a 350 foot diameter painting costing \$25,000 depicting Byrd's first base on the seventh continent, which was originally established in January 1929.

•1940: The Zanesville Signal newspaper visited Moxahala Park, in Zanesville, Ohio on April 30, to report that the parks famous **Blue Streak** roller coaster was in the middle of being dismantled. For many years one of the main attractions at the local park, the John A. Miller ride would be rebuilt at Americana Park, in Middletown, Ohio.

•1960: Freedomland, the new park in the Bronx, New York, saturated the newspapers nationwide with press releases in late April announcing the parks grand opening in June. The 205-acre park, which took only 11 months to construct, was designed to tell the "Whole American Story" in themed areas reflecting two centuries of American history. The Los Angeles Times would even report that Freedomland was bigger than **Disneyland**! The park closed after the 1964 season, blaming competition from the New York World's Fair, just 12 miles away.

—Compiled by NRCMA Historian, Richard Munch





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# EL LOCO Continued from page 1

sation that they may run into Canyon Blaster or even touch the top of the dome. It creates a truly thrilling experience."

### An extra-wild mouse

The undulating, expectation-defying El Loco certainly packs a lot of action into its swift 72-second running time. Its 1,300 feet of bright yellow track include a rapid, 90-foot lift hill ascent followed by a high lateral-G hairpin turn and a greater-than-straight-down diving drop.

Then things really get crazv.

Negotiating a spaghetti bowl of unruly rails at peak speeds of 45 mph, each four-passenger vehicle — sporting a very compact, open-carriage design — negotiates sudden, outwardly banked curves and dips that catch riders offguard. While being tossed about comfortably by El Loco,

# **FAST FACTS**

### Name/Park

El Loco/ The Adventuredome, Circus Circus, Las Vegas, Nev.

### Type

Inverting wild mouse coaster

# **Opening Date**

February 18, 2014

# Height/Length/Speed

90 feet/1,300 feet/ 45 mph (maximum)

# First Drop

90 degrees-plus producing negative 1.5 vertical G

### **Features**

45-degree outward banking curves, hairpin turns, barrel rolls

### **Custom Element**

Reverse 240-degree roll into inverted drop at end

### **Number of Cars**

Six (4 passengers each)

# **Duration/Capacity** 72 sec./1,100 pph

Designer & Manufacturer

S&S~Sansei Technologies, Inc., Logan, Utah passengers are treated to a custom soundtrack featuring Latin, Hip Hop and rock music via a surround-sound system built into each seat.

The coaster's brazen concluding element — developed exclusively for this installation — is a reverse 240-degree roll that dives into an inverted drop. It provides an alarming amount of pocket-emptying upside down hang time just before an abrupt but smooth stop in the loading station.

Thanks to the constantly shifting visual, physical and aural sensations of the coaster, its re-rideability factor is extremely high. This, combined with the site constraints and costs that prevent The Adventuredome from introducing major new attractions regularly, was a key consideration in the decision by Circus Circus and its parent company, MGM Resorts International, to go with El Loco.

Characterized by Nolan as "the right attraction for our needs and budget," El Loco is only the second of its kind in the U.S. — the other is Steel Hawg at Indiana Beach in Monticello, Ind. - and the sixth in the world. It represents both the next generation of thrills and a hybrid attraction of sorts for S&S, which installed the Big Shot tower ride atop the Stratosphere Tower in Las Vegas in 1996 and seven years later acquired legendary, Utah-based steel coaster manufacturer Arrow Dynamics - maker of the Canyon Blaster and, in the Vegas gateway of Primm, Nev., the Desperado.

Circus Circus first contacted S&S about a possible new coaster in 2006 and was nearly ready to proceed in 2007 when the economy suddenly turned. Consultations resumed in latter 2012 and El Loco was announced in February of last year.

As a cutting-edge smallfootprint attraction customized for The Adventuredome, which sits on a massive, fiveacre concrete platform above the main lobby entrance and west parking area of Circus Circus, El Loco required rigorous testing as well as a variety of technical considerations before it was even commissioned. The park had to clear a few building code hurdles to obtain a Clark County operating permit and put the coaster through 2,000 "safety cycles" — causing a bit of impatience



Riders enjoy the thrilling drops and extreme track banking on the new El Loco, now open at Circus Circus's Adventuredome. COURTESY THE ADVENTUREDOME AT CIRCUS CIRCUS

among local residents and media.

"As with all our rides, safety is our No. 1 concern," said Nolan, who's now in his 23rd year with Circus Circus. "El Loco has a number of unique elements that make it a thrill-a-second ride, and this extensive testing process ensures that every rider has a safe and fun experience. We took our time and did it right."

### A dome deal

According to Chad Severance, project manager of S&S, creating an attraction for The Adventuredome with acrobatics rivaling those of the long-running Big Top performance above the main Circus Circus casino floor required teamwork.

"There was a lot of back and forth between S&S, Circus Circus and site planners to get El Loco to fit in here — it had to be brought in piece by piece through a ten-foot door," Severance told AT at the ride's opening, noting that logistical planning, design modification and construction took about 15 months. "We gave all the specs to the park's engineering team for review. The early integration between us and the Circus Circus team minimized most technical challenges."

"Building the ride inside the dome required quite a lot of coordination," echoed Jack Morris, the property's assistant chief engineer and senior project manager, who handled El Loco's construction, contracting and multiple permits, among myriad other details. "The demolition of the Rim Runner flume alone, with

its many tons of concrete and artificial scenery, was enormous and took three months. We also had to ensure that the coaster would have reasonable clearance from the dome's ceiling and other attractions."

In addition to designing and engineering El Loco, S&S built its controls in-house. Millennium Elastomers of Gardena, Calif., supplied the coaster vehicles' superquiet, urethane-based vehicle wheels, while the molded foam padding for the seats and restraints was created by the Ralph S. Alberts Co,, Inc., of Montoursville, Pa.

El Loco is but one of many improvements at the reenergized Circus Circus property. Guest rooms, gambling areas, eateries and meeting space all have recently been refurnished or completely remodeled. The Race and Sports Book also has been renovated and now features 32 large high-definition television monitors along with a 103-inch screen featuring the game of the day.

El Loco is included in the purchase of a \$29.95 Adventuredome Premium all-day ride pass or a \$10 single ride ticket. Passengers must be at least 48 inches to ride.

•www.circuscircus.com •www.adventuredome.com

# Tim Timco promoted at S&S

LOGAN, Utah — Amid news of the company's recent product successes, including the February debut of its El Loco roller coaster at The Adventuredome in Las Vegas, S&S~Sansei Technologies, Inc., has announced the promotion of **Tim Timco** to the position of vice president of sales and marketing.

In his new role, Timco will be responsible for the oversight of all sales and marketing efforts and direction of the company's global sales team.

Timco joined S&S in 2013, as a certified attractions executive, bringing to the role more than three decades of experience within the amusement, attractions and entertainment industries. During his 26 years of working with major international ticketing suppliers, he oversaw planning, marketing and sales while also assisting in management of all



**Timco** 

aspects of operations.

Timco's promotion "will only strengthen the position of S&S in the amusement industry," said **Rich Allen**, president and CEO of S&S. "His highly effective planning abilities and integrity will continue to enable the company's organizational growth and business success."

—Dean Lamanna



# BEST WISHES FOR CONTINUED SUCCESS, YOUR FRIENDS AND PARTNERS AT





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# Outdoor food trailer manufacturers continue to meet customer needs

STORY: Pam Sherborne
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GIBSONTON, Fla. — Food concession trailer manufacturers at this year's International Independant Showmen's Foundation Extravaganza exhibited their newest for attendees.

Two of the industry's top manufacturers of food concession trailers, Waymatic Inc. and Schantz Mfg. Inc., reached a milestone this year, celebrating 60th anniversaries simultaneously.

One company, Trailex, was not only sporting a new ownership but also new LED programmable screens, while another, Midway Stainless Fabricators, exhibited new food carts.

And, Hitch-Hiker Manufacturing, showed off another of its new, tried and true custom designs food trailers.

Waymatic had one of its newest trailers, made for Griffin Gillette's Polar Bear Ice Cream, on exhibit, at the IISF event in February.

Gillette had taken photos of his ice cream products and Waymatic used them on the signage. In addition, Gillette had located a large fiberglass life-sized cow, painted it purple and it now stands beside the trailer.

"The trailer has LED lighting inside and outside," said David Easterwood, whose father, T.J. Easterwood, started the company 60 years ago. "This is the first all LED lighted trailer for the industry."

Shantz was showing one of its newest trailers at the Gibsonton show as well, a sweets trailer to go to Ray Cammack Shows. The trailer uses Shantz's retractable trailer design so that its sits one step off the ground making it easier on the backs of those working in the trailers.

Shantz, also in its 60th



Tom Nuttall, Trailex, stands under the new LED message board which can be installed into the corners of Trailex's food concession trailers. Nuttall is the former owner of Caravans Unlimited. Trailex purchased that company last October. The two companies had a long history of working together. AT/PAM SHERBORNE



Midway Stainless Fabricators exhibited one of its newest food carts at the IISF this year. The cart features the dome trailer top as well as sneezeguards.

AT/PAM SHERBORNE

year, offers a variety of features, sizes and lighting for his custom food concession trailers

"Trailex and Caravans Unlimited have a long history of working together," said Carl Carbon, Trailex, speaking on the new company that combines the two companies and uses the Trailex name.

Tom Nuttall, former owner of Caravans Unlimited, is still in command of the design and building of all the units. Trailex bought Caravans last October.

Carbon showed the com-

pany's new LED programmable signs.

"We have put the signs on the corners," Carbon said. "It cost a little more, but they are great for showing on the midway."

Chabon said the signs can be programmed for up to 45 different pictures. It is very easy to program and change text and is bright even on a sunny day on the midway. The signs can be changed on site or an owner may load changes on a jump drive and, after arriving on location, can

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Raymond Schantz, Schantz Mfg. Co., stands outside one of the company's newest trailers custom made for Ray Cammack Shows. AT/PAM SHERBORNE



David Easterwood, left, and Dave Gilbert, Waymatic Inc., stand outside the trailer being exhibited at the 2014 IIFE trade show. The new trailer was built for Griffin Gillette's Polar Bear Ice Cream. It is adorned by photos taken by Gillette of his actual products. AT/PAM SHERBORNE



# Berk inks agreement with Vegware

WARREN, Ohio and EDINBURGH, U.K. — Berk Enterprises, Inc. has entered into an exclusive partnership with Vegware Ltd., a U.K. based company that manufactures environmentally friendly and biogradable spoons, forks, knives, plates and cups.

"Berk is now the sole distributor of the product line," said Bob Berk, company president. "It is earth friendly and should become very popular for the green movement."

Vegware makes its products from renewable or recycled materials.

Aside from the Vegware line, Berk has an array of new products for the 2014 season. Some of those include beverage corn cups, lemonade toppers, plastic mason jar cups and braided yard glasses.

The company also has new kids' cups and kids' entree dishes that include a place to hold crayons.

In addition, the company has a new double welled drink cup with a split straw. The cups are used to combine two different flavors as they come through the straw.

The company is divided into three division with Berk Concession Supply handling the fair, festival and entertainment industry.

# Lake Compounce gets Pink's Hot Dogs

BRISTOL/SOUTHINGTON, Conn. — Pink's Hot Dogs, a Hollywood Legend since 1939,

has partnered with Lake Compounce and will open a restaurant in the park, across from the Carousel this May. This family owned business was named by *Fox News* as number one in a list of Top 10 Hot Dog Stands in the U.S., and attracts celebrities including Jay Leno, Martha Stewart, and Food Network superstars Giada de Laurentiis and Guy Fieri just to name a few. This will be the only Pink's location on the

"Their long standing history, family oriented culture and guest service makes them a perfect fit for Lake Compounce", says Lake Compounce General Manager Jerry Brick. "The story of how they started is really neat, and now it's probably one of the most famous hot dog stands in the country."

East Coast.

Signature dogs on the menu will include the Lord of the Rings, the Martha Stewart, and the Giada which is piled high with sautéed peppers, onions and mushrooms, chopped tomato and shredded mozzarella.

"Bringing Pink's to Connecticut is like having a little bit of Hollywood on the East Coast" says family member and co-owner Richard Pink. "We love that our hot dogs have been made famous in TV and movies and are the favorites of countless movie stars who visit our Hollywood location, and we're excited to bring that fun and delicious experience to Lake Compounce for their guests to enjoy."

Pink's opens at Lake Compounce on May 17.

# Victor Products shows equipment at Gibtown



Victor Products Co. exhibited a new fryer and a new dough maker at this year's International Independent Showmen's Foundation trade show held the first week of February in Gibsonton, Fla. The company supplies and distributes an array of products for the food concessionaires such as pizza ovens, ice machines, grills, and refrigeration for a variety of different companies. Company President Mitch Zinder was unable to make the trade show this year so Brian Lynn, left, and Marty Zinder, right, created his image at the tradeshow booth by placing head shot of him on a Liberace life-size poster.

AT/PAM SHERBORNE

# Dollywood, Knoebel's continue to offer some of the industry's best foods

**STORY:** Pam Sherborne

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In 2013 Dollywood, Pigeon Forge, Tenn., and Knoebels Amusement Resort tied for Amusement Today's Golden Ticket Award for Best Food.

So, as both parks enter the 2014 season, park officials are tweaking food operations to continue to make them the best they can be.

Dollywood, which has 35 food venues, offers an array of unique geographical foods "but also strive(s) to have the best in traditional theme park cuisine," said Pete Owens, the park's director of public relations.

"We always add new food options, especially at the festivals," Owens said. "We test them with our internal staff and then do a park tasting."

One interesting project underway is a custom flavor that Dippin Dots has created for Dollywood. It is called Fire Chaser Cherry Bomb in honor of the park's new FireChaser Express. It is a sour cherry limeade with popping candy.

"It was really a favorite when we tested it at the local Boys and Girls Club," Owens said.

The most popular foods at Dollywood remain the comfort foods and/or foods that have an entertainment element to the cooking process, Downs said. Some of those foods include chicken tenders, cheeseburgers, philly steak, and sausage sandwiches

"After that, the three buffets



Dollywood, Pigeon Forge, Tenn., tied with Knoebels Amusement Resort for Amusement Today's 2013 Golden Ticket Award for Best Food. Dollywood has 35 food venues and strives to offer a variety to include the flavors of its geographical location. Dollywood park visitors not only love the aroma of the food but love being able to see the food laid out and cut in this open fashion. COURTESY DOLLYWOOD

are guests favorites," Owens said.

Owens said trends he is seeing are an increase in the number of guests requiring gluten free foods along with guests with multiple food allergies.

"I also think guests are looking for a tie-in or a way to complete the experience of the festival," he said.

Dick Knoebel, Knoebels Amusement Resort, Elysburg, Pa., said his park has about 20 food venues and there is the possibility of adding another cotton candy/Philadelphia cheese steak stand this year. Like Dollywood,

Knoebels' park officials continue to add new items every year and continue to tweak what is working and what is not.

"In our food court, we have four windows," Knoebel said. "The original combination included an Italian food window, but it just wasn't working. We changed it to a World Deli and that seems to be working much better."

When asked what he thought made the food operations top at his park, he said, "I was asked the same question a couple of years ago when the Food Channel was



Knoebels Amusement Resort, Elysburg, Pa., has a number of regular customers that "eat their way through the park," according to park owner Dick Knoebel. There is an array of food offerings for all ages. Catering (seen here) is a popular aspect of the food operations with the barbecue chicken and all the fixin's served along with it.

COURTESY KNOEBELS

featuring the park's food.

"I told them that it is because I eat all my meals here," Knoebel said. "And, that goes for today."

Right before the *Food Chan*nel visited the park, Knoebel said they began offering alligator bites.

"We had people come through here on their way somewhere else just to try the alligator bites," he said. "People eat their way through this park. We have free admission and free parking, so we have guests just come for the food. They have their own routes"

Also popular at the park is the catering aspect. Knoebel said they serve their barbecue chicken at the catering events and it is definitely a favorite.

For guests not attending a special event, they can find the barbecue chicken at the Oasis Cafe on Saturdays and Sundays.

Knoebels' has regular nightly specials that are listed on the website so regular guests will know ahead of time.

Another favorite food, the stewed chicken waffles with gravy, can be found at the Alamo Dining Room.

# **TRAILERS** Continued from page 7

just insert the drive.

Trailex's custom series of food concession trailers are available up to 28 feet in length and offer a variety of options. With Caravans Unlimited, Trailex now handles all aspects of trailer building from concept design to final delivery.

Midway Stainless manufactures a variety of booths, carts and kiosks for the outdoor amusement business industry. This year at the IISF event, the company showed one of its newest carts, which features a trailer dome top, as well as sneezegards. It is a cart, but looks more like a portable food trailer.

Hitch-Hiker Manufactur-



Hitch-Hiker Manufacturing exhibited its new Mr. Sticky's food concession trailer at this year's IISF trade show. AT/PAM SHERBORNE

ing was sporting its new Mr. Sticky's trailer. Hitch-Hiker has been making custom food trailers since 1969.

The company manufacturers anything from smaller ticket booths and kiosks to its grand "7 Series" food trailer, which can be 21 to 28 feet long,

four to six feet wide, with aluminum cabinet doors, retractable axle option, LED lighting, advanced upper and lower graphic packages including the push-button controlled marquee wings and formica or stainless counter tops, among other options.



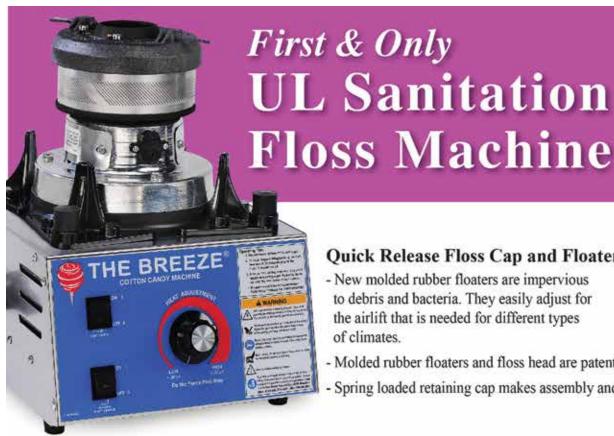
At this year's International Independent Showmen's Foundation's trade show in Gibsonton, Fla., Gold Medal displayed its new "no more tools" cotton candy machines. The company's Bo Wilson said the machines are easily dismantled for cleaning and maintenance with no tools, saving time and efficiency. They also meet all UL (Underwriters Laboratories) and NSF (National Sanitation Foundation) standards, as does all Gold Medal products. Wilson said the machines, "were over a year in the making." Gold Medal's larger cotton candy machines are about two years away from being "toolless." AT/PAM SHERBORNE

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# Enhanced and specialized menus on the rise

# Aquatica, SeaWorld San Diego symbolize improving park 'tastes'

STORY: Dean Lamanna dlamanna@amusementtodav.com

SAN DIEGO, Calif. — Snack-oriented goodies like cotton candy, funnel cake, hot dogs and pizza have formed the backbone of food service at amusement and theme parks for decades. But by the end of the last century, attitudes toward the role of sustenance in the overall park-going experience began to shift — with some corporate chains and family operations offering healthier noshing options and even first-rate gourmet eater-

Today, more than ever, food service is being reevaluated and revamped by parks to become a more memorable part of the overall guest experience. And in the trend-setting Southern California market, SeaWorld San Diego and its new sister water park, Aquatica San Diego, are at the vanguard of the in-park foodie movement.

Axel Dirolf, executive chef of culinary operations for the two SeaWorld properties, heads up the company's second-largest food department nationally and the largest private bakery in Southern California. He is given wide latitude to create and experiment with the menus in order to achieve max tantalization.

"I don't believe food in a theme park should be exactly as it is expected to be," said Dirolf, a native of Germany who, with extensive worldwide culinary credentials, joined Sea-World in 2011. "I think it can be just like in an upscale resort — it should be enjoyable, it should be fun. You can come for Shamu at SeaWorld or the slides at Aquatica, but you can also enjoy the food offerings here."

Being a 20-year resident of the San Diego area — Dirolf was a full-time teacher at the culinary school of The Art Institute of California prior to landing at SeaWorld, and he continues to lecture there — has helped the chef stay on top of food tastes and trends locally and regionally.

"That relationship with younger students and younger chefs inspires an old man



Food that makes you go "Ahhhh!": Axel Dirolf, executive chef of culinary operations for the SeaWorld and Aquatica parks in San Diego, shows off some of his fresh-chicken grilling skills at SeaWorld's Dock House Baja Grill.

COURTESY MIKE AGUILERA/SEAWORLD SAN DIEGO

like me to stay current and cutting edge," Dirolf said with a laugh.

While traditional bestsellers like hot dogs and chicken tenders will always have a place in the parks, demographics and personal observations and research all come into play in Dirolf's development and continual tweaking of the varied menus at Sea-World and Aquatic.

"We are different than our sister park in Orlando simply because we have a different group of guests coming to us," the chef noted. "The classic California fusion has strong Latin and Asian influences. By infusing this into the park, by bringing in the diversity and creativity, we really have a lot more people talking about the food. They're recognizing what we're doing with items like our French Fry Cone, which is topped with pulled pork and is unique and delicious."

Dirolf's own R&D is an open process involving speaking with his food service team members, his students and

park guests every day. "I send my ideas to the management and invite team members to look at them; they give me honest feedback. It takes communication, as well as the ability to adapt and adjust.

"I know we chefs are always known for our having big egos — I have my own!" he adds, chuckling. "But at the same time, what teaching has taught me is also to listen."

Dirolf prides himself on using fresh locally available and/or California-grown ingredients whenever possibility, the flexibility SeaWorld allows in adapting the menus to accommodate the seasonal availability of fresh ingredients several times a year. "It's not typical of a theme park to change menus that often because it's time-consuming and expensive," he said.

The chef also is bullish on dish preparation and presentation as a key guest memorymaker.

"There's no such thing as a 'good wait' in a theme park," said Dirolf, "but when you wait for your food being made fresh and you can smell the soy sauce in the air and hear the sizzle, that's a 'good wait' - and one that connects team members with our guests, as well. My earliest observation upon entering this business is that we had team members standing behind a line putting their head down, focusing on what they were preparing. It wasn't that they were doing a bad job; it's just that they weren't connecting with our guests. By interacting with our guests, it creates more ownership — and therefore more pride in creating fresher and better food."

Among the chef's new Aquatica and SeaWorld offerings this year, with a Pacific Rim flair: Shrimp Salad (with crispy miso noodles), Chicken Tender Salad (with pineapple salsa) and Chocolate Macadamia Funnel Cake. He also will roll out a cart-based gourmet hot dog concept at both parks.

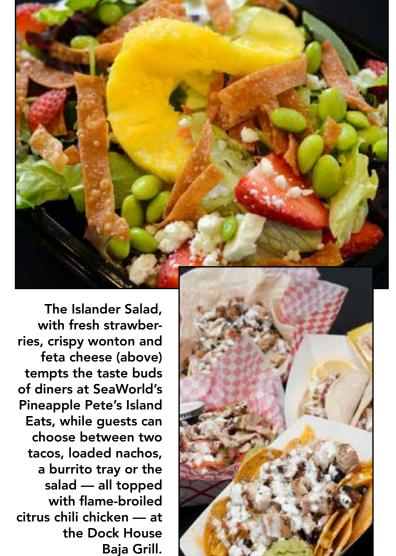
To mark the 50th anniver-

sary of SeaWorld San Diego, Dirolf will also roll out savory hamburger specialties with innovative toppings like hoisinhoney pulled pork and warm coleslaw, as well as revamped desserts. "Every one of our major food service locations will serve a 50th anniversary specialty item," he said.

The parks additionally make menu and food preparation accommodations for guests on gluten-free diets and those with food allergies. "We have a very strong allergen program across all the SeaWorld and Busch Gardens parks," the chef said.

Dirolf believes serving great food can give parks a competitive edge.

"I'm really blessed to be surrounded by creative people who are not afraid to be bold — and that's one of our mottos: 'To be fresh and bold," he said. "If people stay in the park and eat with us, we've accomplished our goal."



**COURTESY** 

MIKE AGUILERA /

SEAWORLD SAN DIEGO

# Great Wolf Lodge Grapevine transforms restaurant into Lodge Wood Fire Grill

**STORY:** Tim Baldwin tbaldwin@amusementtoday.com

GRAPEVINE, Texas — Operators of indoor water park resorts know the advantages of keeping guests on property exploring all the retail, entertainment and dining options available. Great Wolf Lodge Grapevine has upped their game by upgrading a restaurant previously opened as Camp Critter into a new dining experience called Lodge Wood Fire Grill.

The restaurant makeover took about two weeks of remodeling, making it inactive only for a short period of time. The columns of the restaurant had newly added ironwork and LED lights incorporated to give a fire effect to the ambience.

Michael Phelps, director of food and beverage for Great Wolf Lodge Grapevine, says the menu differs by the enhancement of the wood fired grill itself. Menu items now trend a little more upscale, with a strong variety of fish, steaks, chicken and other grilled items. Families can easily find a wide variety of options including burgers, elaborate salads, ribs and pasta, all accented by wood-fired meats and vegetables. "Our Family Shareable section is just that," says Phelps. "Starter items can be shared with the family, such as Crisp Chili Rubbed Wings." This dish features 10 jumbo smoked wings basted with barbeque butter. Phelps also has a fondness for the Firecracker Calamari appetizer.

Wood fired dinners are served with grilled vegetables, with other side items being available a la carte. Diners opting for baked potatoes to accompany their entrees will find a great presentation upon serving. Toppings come arranged in a wrought iron ramekin stand that borders between fancy and fun. It definitely makes one's eyes light up in surprise upon the arrival of dinner.

While the evening hours have more upscale options, burgers and sandwiches are available for both lunch and

▶ See GRILL, page 13



Great Wolf Lodge has seen higher revenue with shareable appetizers and the smaller and tempting Mini-Sweets for dessert. AT/TIM BALDWIN





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# Luna Park keeps guests satisfied with varied dining options

# Improved dining options continue to enhance quest's park experience

**STORY:** Scott Rutherford srutherford@amusementtodav.com

CONEY ISLAND, N.Y. — The ongoing revamping of Coney Island's amusement zone under the direction of Central Amusements — International (CAI) is not limited to only rides and entertainment. CAI officials also made sure that a varied number of dining options were a major component of their master plan to make Luna Park and the Coney Island Boardwalk an entire "day"



out" for visitors.

"At Luna Park our guests can enjoy a variety of delicious foods which include traditional American cuisine at the Cyclone Café, Mexicaninspired dishes at Place to Beach and a variety of summer favorites and snacks at the Carousell Grill," said Brian Williams, general manager of CAI Foods. "We are looking forward to a great 2014 season filled with new culinary experiences and entertainment for all of our visitors."

# Cyclone Cafe

The Cyclone Cafe was renovated prior to the 2013 season, and now offers a variety of traditional amusement park favorites. CAI Foods also installed a brick oven and now offers guests authentic, freshtossed Brooklyn-style pizza.

### Place to Beach

Place to Beach opened in 2013 and offers Mexican-style cuisine, signature cocktails and a large selection of draft beer. The boardwalk side of the restaurant offers seating as well as take-out, while the outdoor patio offers full service dining for guests.

# Carousell Grill

The Carousell Grill opened in 2013 and offers fun snack options for the entire family to enjoy.

Luna Park offers many other dining options throughout the parks and on the boardwalk, from Nathan's Famous Hot Dogs, Uncle Louie G. Italian Ices, Maui Wowi Hawaiian Smoothies, Pie Face Sweet and Savory Pies and more.

"Over the past four seasons, Luna Park has grown into an iconic destination for visitors from all across the world. We are constantly developing new thrills and family fun entertainment for guests of all ages, and working to ensure that their every need is met," said Valerio Ferrari, president of Central Amusement International, which operates Luna Park. the expansion of our food services, we have created a convenient way for guests to not only enjoy our many rides, but also take in a delicious bite to







At Coney Island's Luna Park guests can enjoy a wide variety of delicious foods which include traditional American cuisine at the Cyclone Café (top), Mexicaninspired dishes at Place to Beach (above and left) and a variety of summer favorites and snacks at the Carousell Grill. COURTESY CAI



# ►GRILL Continued from page 11

dinner

Dessert offers a lighter approach with Mini Sweets. Small glasses of numerous dessert concoctions such as pudding, red velvet cake, cheesecake, S'mores, berry trifle or salted caramel brownie tempt the taste buds for just a little something following dinner.

The restaurant also features a full service bar with several beers on tap, craft beers and imports. Parents opting for wine or a signature mixed cocktail will find an ample selection to complement their vacation dinner.

While dining, patrons are seated in an upper level of the restaurant. Windows overlook the outdoor waterpark portion of the resort, while a railing allows children and families to overlook the Scooops kids spa below, as well as the storytime area.

When Amusement Today asked Phelps about the guest reaction to the new restaurant concept, he reports: "It has been very positive. From the taste and presentations to the price point. There is a significant increase in revenue due to the Family Shareables and Mini Sweets for 2.50 each." He smiles, "You can't refuse them."

Phelps says Great Wolf made a commitment in 2013 to upgrade the experience in the restaurant. Not only did they accomplish this just as the year was closing out, but the Mason, Ohio, location also took upon the transformation. He expects other Great Wolf locations to be rolling out in 2014.

Lodge Wood Fired Grill joins The Loose Moose Cottage breakfast buffet venue, which during peak periods also offers a dinner buffet. Spirit Island Snack Shop allows guests to ward off hunger without leaving the waterpark. Other snack options are available to resort guests, including Bear Paw Sweets & Eats for those sudden sweet tooth cravings. The resort boasts Executive Chef Nick Baker who has had 15 years of experience in the food and beverage industry following his training from the Culinary Institute of America.

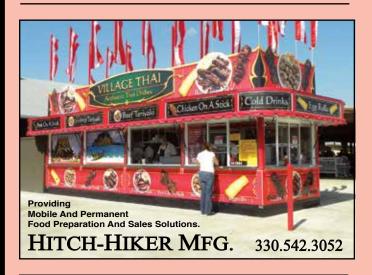
Enhanced
décor and upscale wood-fired
entrées including
salmon and this
fancy and fun
setup for baked
potatoes make
dining a pleasure
at Great Wolf
Lodge's new
Lodge Wood Grill.
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# INTERNATIONAL

▶ Hong Kong Disneyland enjoys record 2013; announces third hotel — See BUSINESS Page 37

# Sea World Australia adds Mack Rides water coaster

STORY: Andrew Mellor amellor@amusementtodav.com

GOLD COAST, Australia — A new water coaster from German manufacturer Mack Rides is now thrilling visitors to Sea World on Australia's Gold Coast.

The new Storm Coaster attraction, which has been built on the site of the now removed Bermuda Triangle water ride, is themed on the destruction of a shipping port which has been hit by a tropical storm. Boats, cars, shipping containers and other debris can be seen all around the ride area and the storyline is based on everyone in the vicinity having to be evacuated using Coast Guard Rescue boats.

With a track length of 475 meters (1,558 feet), the expe> See SEA WORLD, page 16



# Gardaland to debut new family area and more in 2014



Prezzelomo Land will debut at Italy's Gardaland at the start of the 2014 season. COURTESY GARDALAND

VERONA, Italy — Gardaland in northern Italy will debut a brand new area aimed at young children and their families at the start of the 2014 season, along with additions to the park's Sea Life Aquarium and hotel.

Prezzemolo Land will be the big new development at the Merlin Entertainments owned site and will be a water play area based on a colorful world of games. At the center of the area will be a large medieval castle featuring five slides and surrounded by a range of water games. Water cannons will also be featured for youngsters to defend the castle, while a tipping barrel above the entrance to the castle will soak those beneath it once it is full.

In a square opposite the castle, 13 water spurts will spring up from the ground at various times to catch passers-by unaware, while two high speed, hot air machine guns will dry off wet participants. The multi-colored land will also feature a host of rope bridges, slides, tunnels and climbing structures, as well as an attraction called the Planetarium, a space and

time themed machine. With its own compass rose it will incorporate ramps, ropes and platforms so that youngsters can climb all over it to explore all its features.

Completing Prezzemolo Land will be a spacious dining area in the shape of a gear wheel where families will be able to choose from a wide range of drinks and snacks. The new area will be linked to the Escape from Atlantis attractions through a new, medieval-style bridge that will cross the Dugale, a natural water feature within the park.

At the Gardaland Sea Life Aquarium the new Paradiso delle Tartarughe — Turtle Paradise — will be dedicated to various specimens of freshwater turtle, while at the Gardaland Hotel, two new rooms themed on the park's Sea Life Aquarium will be available, along with new décor for some standard rooms for special occasions and surprises, such as birthdays and honeymoons. A new gourmet restaurant is also due to be opened.

—Andrew Mellor



# ▶SEA WORLD Continued from page 15

rience begins and ends in a themed show building, with the first part of the attraction incorporating familiar coaster elements and the end featuring the main splashdown. A variety of water, fire, lighting and audio effects are also used within the inside section.

Riders are seated in four rows of two in one of six, eightseater boats which utilize a lap bar restraint system and the ride lasts approximately 171 seconds. The maximum height reached is 28 meters (92 feet) and the maximum speed is 70 km/h (43.5 mph). Hourly capacity is around 970 riders.

In other news from Mack, the company has also recently announced it will be installing three attractions in the most

modern theme park in Russia during 2014, currently being completed in the Winter Olympics city of Sochi.

The park is adjacent to the Olympic arenas and the Mack attractions being supplied include a launch coaster similar to the Blue Fire megacoaster that operates at Europa-Park in Germany, owned by the Mack family. With four inversions, the coaster will incorporate an electro-magnetic motor catapult system and will have a maximum height of 38 meters (125 feet). Maximum speed will be 105 km/h (65 mph), the track length will be 1,056 meters (3,465 feet) and rider capacity will be 1,250 passengers per hour.

In addition, Mack will also supply the park with a Wild Mouse family coaster and a Tea Cup ride.



A new launch coaster from Mack Rides will soon be thrilling visitors to Sochi in Russia. **COURTESY MACK RIDES** 

# Northern Ireland's newest FEC adds Innovative Leisure to mix

venture attractions specialist Innovative Leisure has announced its involvement in the installation of Northern Ireland's first Sky Trail High Ropes Course and Sky Tykes Junior Ropes Course, as well as an ice-themed Climbing Tower, at Belfast-based FEC We Are Vertigo.

Innovative Leisure's relationship with We Are Vertigo began in early 2012 when the operator became the owner

BELFAST, Ireland — Ad- of Ireland's first Mobile Zip Line fresh from its IAAPA 2011 launch. Since then, the company has expanded into premises in Belfast's Newtownbreda area and boasts an impressive range of attrac-

> We Are Vertigo has opted for a Sky Trail Discovery model which consists of 10 vertical poles, linked by 17 different physically demanding rope elements. The course creates a perceived sense of

danger while its continuous belay system provides total safety. Innovative Leisure's unique design allows participants to choose which direction they wish to take and to overtake others.

The course is suitable for children and adults alike. At peak capacity it is designed to accommodate approximately 100 participants per hour, providing a superb additional indoor attraction at We Are Vertigo.

Innovative Leisure has announced its involvement in the installation of Northern Ireland's first Sky Trail High Ropes Course and Sky Tykes Junior Ropes Course, as well as an icethemed Climbing Tower, at Belfast-based FEC We Are Vertigo. The course is suitable for children and adults alike. At peak capacity it is designed to accommodate approximately 100 participants per hour. COURTESY INNOVATIVE LEISURE

Utilizing the base of three of the course's poles is the Sky Tykes Junior Ropes Course. At a less intimidating height, Sky Tykes enables children between the ages of two and seven to take on their very first ropes course experience. Parents are able to guide their child by hand through nine rope elements designed to improve balance and decision making and to increase independence. The course utilizes the same continuous belay system as the large Sky Trail course above and can accommodate 10 children at once. Its addition to the Sky Trail course rounds off a ropes course experience the whole family can enjoy regardless of

Eager to strengthen the We Are Vertigo adventure attraction offering further, Innovative Leisure has also installed a unique ice-themed Stationary Climbing Tower. A staple of the Innovative Leisure range since its foundation, the four climbing route tower utilizes the Hydraulic Auto Belay system which has been a key element of the product's long-established popularity. The wall provides a challenge for four climbers of any ability at any one time.

With the center's ski simulator pulling in visitors from all around, backed up by soft play and the exciting line-up of Innovative Leisure specialist adventure attractions, it seems there could be great

success in the future of We Are Vertigo.

"Having worked with Innovative Leisure on the Mobile Zip Line, we were really keen to work with them again," said owners Gareth and Lorna Murphy. "The Sky Trail High Ropes Course and the Sky Tykes Junior Course really fit our demographic and enable us to offer something for everyone here."

The early success of We Are Vertigo has been in part due to strong social media marketing, with the company's Facebook page receiving over 13,000 'likes' within the first quarter.

The Murphy's continued: "We're of course ecstatic to have begun so strongly with great visitor numbers and excellent feedback from many of our visitors. We hope the products supplied to us by Innovative Leisure can continue to make us one of Northern Ireland's best family entertainment centers. Innovative Leisure gave us a really professional service from initial proposals through installation and nothing was too much trouble."

Innovative Leisure U.K. Sales Manager Simon Cockerill said of the project: "Innovative Leisure is extremely excited to be a part of We Are Vertigo's ambitious project. This unique centre is truly ground-breaking and is a blueprint for the FECs of the future."

# Asian Attractions Expo 2014 to feature record trade show floor, innovative products

Registration open for June 17-20 event at Beijing's China National Convention Center

BEIJING, China — Asian Attractions Expo 2014, produced by the International Association of Amusement Parks and Attractions (IAAPA), is the premier international trade show and conference in the region for the attractions industry. The event will bring more than 5,000 professionals from the global attractions industry to the China National Convention Center in Beijing, China, June 17-20. More than 275 companies will display in-

novative new products across more than 8,000 net square meters of exhibit space, the largest trade show floor in the event's history. Registration is open to attractions industry professionals only at www. IAAPA.org/AsianAttractionsExpo.

The attractions industry is rapidly growing in the Asia-Pacific region as several large new resorts, theme parks, water parks, and other attractions are in development. As the industry grows, Asian Attractions Expo is growing with it. More than 3,500 buyers from 60 countries will explore the trade show floor for new, state-of-the-art products and



services including amusement and theme park development and design, rides, motion simulators, water attractions, video and skill games, theming, technology, food and beverage, and more.

"The record amount of

floor space sold at Asian Attractions Expo 2014 is a sign of the unprecedented growth in the region," said IAAPA President and CEO Paul Noland. "As new attractions continue to launch in China, India, southeast Asia, and throughout the region, Asian Attractions Expo has become a can't-miss international event for industry professionals. IAAPA is proud to be a partner in the development of the attractions industry in Asia Pacific."

Asian Attractions Expo 2014 will also offer attendees top-notch education sessions in both English and Mandarin Chinese as well as opportunities for participants to visit some of Beijing's premier attractions. Session topics include safety, employee engagement and retention, improving the guest experience, marketing trends, what's new in Asia, and more. Attendees will experience guided tours of Happy Valley theme park, The Great Wall of China, and The Forbidden City including Tiananmen Square.

Additional information about Asian Attractions Expo 2014 is available at www.IAA-PA.org/AsianAttractionsExpo. Asian Attractions Expo 2014 is only open to attractions industry professionals; it is not open to the general public.

# IE Park adds tower rides to growing product portfolio

REGGIO EMILIA, Italy—Italian ride manufacturer IE Park has added another selection of attractions to its product portfolio with the introduction of a new line of tower rides.

The new attractions offer customers a choice of size, capacity and theming options and all are manufactured using the latest hydraulic and steel cable technologies. A variety of "drop and bounce" experiences have been created by IE Park technicians to provide both gentle and more thrilling rides and to cater to as broad a customer base as possible.

A wide choice of models comprise the line, two of which have a seating capacity of eight riders with the other three having capacities of 10, 12 and 16. The heights of the towers are 18 feet up to 95 feet and all have the option of including fixed or rotating passenger gondolas. Loading and unloading

on all models is simultaneous and hourly capacities range from 160 to 320 riders.

The towers incorporate braking systems which represent the latest and safest units of their type available and each product has been designed to operate either indoors or outdoors, the latter in winds of up to 93 mph, Custom colors and theming are also available and all the towers are produced according to the EN13814 standard.

Several IE Park tower rides have already been delivered, the first in August last year. They include a 12-seat, 52-foot tower to Chenfull outdoor park in Taipei, Taiwan featuring a Treehouse theme; a 52-foot, 16-seat tower in the Philippines; an 18-foot indoor tower at the Landmark Shopping Mall in Doha, Qatar; a 65-foot tower in Israel; and a 28-foot, 12-seat model with rotating gondola for a

customer in Dubai.

"We are delighted to have added a selection of tower rides to our product range," said IE Park Sales Director Andrea Munari. "Our designers and engineers have produced a range which is suitable for both indoor and outdoor operation and I am confident they will prove to be popular with operators of a variety of different venues."

Italian ride manufacturer IE Park has added another selection of attractions to its product portfolio with the introduction of a new line of tower rides. The new attractions offer customers a choice of size, capacity and theming options. The towers range in size from 18 to 95 feet, seat eight, 10, 12 or 16 riders and offer a variety of "drop and bounce" experiences.

COURTESY IE PARK



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# **PARKS & CARNIVALS**

Len Soled scores touchdown with SBF Toboggan Run during Super Bowl XLVIII — Page 28

# Larson / ARM drop tower introduced at Traders Village

**STORY:** Tim Baldwin tbaldwin@amusementtodav.com

GRAND PRAIRIE, Texas - Recently this winter, Traders Village in Grand Prairie, Texas, added their biggest thrill to its ride line-up. A Larson/ARM drop tower made its debut in early February to screams of eager riders. Despite its high thrill, those stepping aboard ranged greatly in age, to the bravest young thrill-seekers just making the height requirement to the older shocked onlookers watching first.

Just mere days after Traders Village celebrated its 40th anniversary this past November, ground preparation began for the arrival of the ride at the beginning of the year. Installation was a quick process and now the facility's ride package has grown by one. At 140 feet tall, the ride is the tallest structure at Traders Village.

"The new Super Shot Drop Tower is the tallest ride at Traders Village and can be seen from the major highways I-20 and Hwy 360," says Jeff Novotny, president of Larson International. "The team at Traders Village is great to work with on all levels, including the decision makers, the electricians, architects, maintenance and operations."

Traders Village opened in 1973 and the flea market has grown considerably over the past 40 years. Today, the facility is 160 acres and offers year round weekend flea market experiences. There are thousands of vendors each weekend and, according to the park, people are known to do a little wheeling and dealing when making their purchases. Over the course of its history, Traders Village began offering rides as an additional entertaining experience during their visit.

"While our primary busi-

ness is shopping, we have found that our customers really enjoy having family entertainment available during their visit," says Tim Anderson, president. "During the past three years we have added seven additional rides and activities in Grand Prairie and six additional rides in Houston. We are currently adding six additional rides in San Antonio as well." Today, the Grand Prairie facility has 11 rides and attractions among its

Up to this time, the variety of rides have been children oriented or family-friendly flat rides. The drop tower clearly amps up the thrill factor.

"The Larson Super Shot has been a great ride for Traders Village," beams Anderson. "The ride is very compact and brings an extra element of thrill to our ride mix." As Traders Village is a flea market, the ride has been cleverly dubbed Flea Fall. When AT asked Anderson if he was the one who came up with the name, he smiled and admitted he was.

Mike Gill, president of ARM adds, "My opportunity to work with Tim Anderson and all of the members of the Traders Village organizations was a pleasure. The Flea Fall is a theme well suited and their commitment to our drop tower as an enhancement to their operations is a compliment that brings a strong sense of pride as a manufacturer."

Standing at 140 feet tall, the tower drops riders 12 at a time reaching 45 mph. A magnetic braking system brings the carriage smoothly to a stop each

"We found the ride to be attractively priced, offering a great bang for the buck for our unique situation," adds Anderson. "Our customers have been very excited about this ride,





The Flea Fall, a Larson/ARM Super Shot tower, is the first true thrill ride for Traders Village, a flea market in Grand Prairie, Texas. AT/TIM BALDWIN

and we have received raving positive feedback. We currently own two of these rides and are already considering purchasing a third."

Family friendly prices have kept the ride package at the three facilities very popular. With the addition of the drop tower, the all-day wristband has been adjusted to \$9.75, or a single ticket for any ride is

"We (Larson) installed a Star Dancer observation tower at Traders Village Grand Prairie back in 1999 and have one in each of their facilities," says Novotny. "So our relationship goes back quite some time."

Traders Village Houston opened in 1989. Currently it is more than 100 acres and also has a ride package of 11 rides. Traders Village San Antonio is

a new facility. When its expansion is complete, it will feature 11 rides that include an Allan Herschel-designed antique carousel and a new Scrambler ride from Eli Bridge Co.



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# Rewind Racers coaster to rev-up Adventure City

Gerstlauer ride will have theming by R&R Creative

**STORY:** Dean Lamanna dlamanna@amusementtoday.com

ANAHEIM, Calif. — Straddling the border of this Disney-dominated town and the much smaller city of Stanton, and situated a few miles south of Knott's Berry Farm on busy Beach Boulevard, Adventure City has held its own between the neighboring amusement behemoths since 1994.

The privately owned and operated two-acre fun spot, which bills itself as "The Little Theme Park that's Big on Family Fun!," has found a niche as an affordable, easily navigated, limited-time-commitment alternative in this leisure-heavy corner of Orange County. And now the characteristically humble property has begun construction on an attraction that will give it something it has never before enjoyed.

Bragging rights.

Rewind Racers, a unique roller coaster from Gerstlauer Amusement Rides GmbH by way of Ride Entertainment Group, is the first family shuttle coaster of its kind in North

We offer a magnetic brake for any application.

Whether it is a Tea Cup that needs to hold a

little tighter, a Roller Coaster that needs to

stop a lot smoother, or a Shoot-the-Chute

that needs speed reduction, a magnetic

retrofit offers motion control in custom

We know that the maintenance budget is

we have made financing available for our

always under pressure from above, that is why

applications.



Replacing Adventure City's previous star attraction, the beloved vintage Miler wild mouse known as Tree Top Racers, the new Gerstlauer-produced Rewind Racers is a one-of-akind family coaster in North America and will have maximum visibility along the two-acre Anaheim park's substantial Beach Boulevard frontage.

COURTESY R&R CREATIVE AMUSEMENT DESIGNS

America. And it's likely to cause plenty of rubbernecking along Beach Boulevard with its expected opening this summer.

Budgeted in excess of \$2 million — or about half the original cost of building the entire park — Rewind Racers is the largest single investment in the park's 20-year history. It replaces Tree Top Racers, a vintage Miler Wild Mouse coaster that served as Adventure City's star at-

traction until it was closed in 2012

Rewind Racers features a single train of seven cars, each holding two passengers, that moves both forward and backward through the course. A chain pulls the train up the first lift backward from the loading platform, and then sends it speeding down back through the loading area and along a twisting circuit. A second lift lined with tire drives at the end of the run propels the train through the course in reverse.

With a height requirement of just 39 inches, the coaster's design comfortably seats both small children and adult passengers — fulfilling the park's promise of family-friendly fun.

"For many of our visitors, an Adventure City coaster is their first roller coaster ride," said Allan Ansdell, park president, who chose the attraction and its race car theming based on their broad appeal and solid demographic fit. "We are so excited that this summer Rewind Racers will be many children's first coaster ride... in reverse!"

The dynamic theming for Rewind Racers — including all ride colors, banners, the queue, station and video production — is being provided by veteran industry visionaries Rick Bastrup and Richard Ferrin of Anaheimbased R&R Creative Amusement Designs, Inc. The team is working closely with Gerstlauer and Adventure City on all finishing details.

adventurecity.com

# Getting ready to roll



As Amusement Today went to press, finishing work on The Linq, a new outdoor shopping promenade in Las Vegas, Nev., and its adjacent landmark attraction, The High Roller, was moving apace. The 550-foot observation wheel, with 28 party-size, climate-controlled cabins offering a leisurely, 30-minute scenic experience, will be the world's tallest, and at night it already is providing one of the city's best light shows. Watch for complete coverage of this technological marvel in the print and digital editions of AT.

AT/DEAN LAMANNA AND COURTESY DENISE TRUSCELLO/CAESARS ENTERTAINMENT

# Elitch to add Larson Giant Loop



Elitch Gardens Theme and Water Park has confirmed that it will add a new Larson International Giant Loop attraction to its lineup for the 2014 season. The new seven-story thrill ride will be called Brain Drain and is expected to open this May. Brain Drain features a 360-degree steel loop that sends riders forwards, backwards and upside-down. COURTESY ELITCH GARDENS

# Cypress Gardens icons reopen



Legoland Florida recently paid tribute to the heritage of Cypress Gardens during a ribbon cutting ceremony to reopen the Florida Pool and Oriental Gardens. Former Cypress Gardens southern belles in their billowing dresses and the Lego belles, now iconic in the gardens, greeted guests to the event. The Florida Pool was filled with brightly-colored floating Lego bricks and the perimeter was adorned with fresh Florida citrus, paying homage to the iconic citrus photos made famous by Dick Pope, Sr. during the mid-20th century.

COURTESY LEGOLAND FLORIDA





# New Wildwood-themed Zierer Wave Swinger set for Moreys

**STORY:** Scott Rutherford srutherford@amusementtoday.com

WILDWOOD, N.J. — The Wave Swinger on Mariner's Landing has been a mainstay for Morey's Piers since it was introduced in 1996. After thrilling more than 1.3 million guests over the past three decades, the Morey family knew it was time to replace the ride but that taking the attraction out of their lineup was not a wise option due to its popularity.

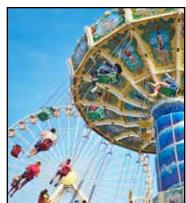
So they contacted German manufacturer Zierer and requested another Wave Swinger. But this new ride is not simply a duplicate of the original, which featured a pleasing Victorian theme. This custom-designed ride will truly be something to behold.

The New Wave Swinger is being placed on a 60-footdiameter deck that sits 11 feet above the pier's flooring. During the ride cycle, 40 guests will be raised more than five stories over the beach. From this height they will have an amazing view of both the boardwalk and beaches. The ride will also feature a custom "wave" railing, custom stairs and lighting package. The energy efficient LED illumination will reproduce traditional carnival lighting.

Another characteristic that will set this ride apart from others of its ilk is the fact that the Wave Swinger will also feature 72 vignettes depicting iconic imagery of the Wildwoods. Some examples include the Starlight Ballroom, Hunt's Auditorium and Castle Dracula. The panels will in essence take guest on a journey of Wildwoods' yesteryears and today.

AT spoke with Jack Morey, second generation partner of Morey's Piers, about the project and how the artwork was chosen. "The George F. Boyer





Above, construction workers brave frigid winter temperatures and snow to assemble the new Wave Swinger at Mariner's Landing on Morey's Piers. Middle, Morey's recently retired Wave Swinger. Below, 72 vignettes depicting iconic imagery of the Wildwoods through the years arrived with the ride.

COURTESY MOREY'S PIERS

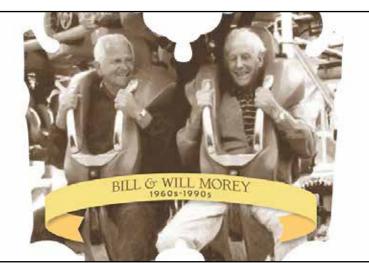


Museum, operated by the Wildwood Historical Society, was very helpful in letting us comb through thousands of old Wildwood photographs and brochures so we could find just the right imagery for the ride's design. The project would not have been possible without their help," explained Morey.

"Getting the photos just right was so important for this

project. Part of the selection was based on the availability and part was based on telling a story. Any good story is difficult to tell so it was quite difficult deciding on what photos to use," he continued. "On the ride, the older photos are in black and white with the newer photos in color. Perfecting all of the historic photos was a project in an of itself. Since many of the photos were old they





Top, among the 72 art vignettes are (top) Gus, William & Bud Hunt; (above) Bill & Will Morey and (below) The Wipe Out super slide. COURTESY MOREY'S PIERS



had to be touched up, colorized and digitized. So we hired our historic preservation architect and graphic designer, 3 North, from Richmond, Virginia, to perfect all of the photos. They also selected the paint colors for all of the fiberglass scroll work and background panels. The photo images were then e-mailed to Zierer who hired a professional printing company to print all 72 photos to the exact specifications."

In a move that perfectly illustrates the Morey clan's innovative mindset, pieces of the old Wave Swinger are being recycled as art on Morey's Adventure Pier. The old cement foundations make a giant 'W' when all four pillars are positioned in a certain way. This is yet another illustration of the Morey's love for old amusement artifacts and art in public spaces.

The new Wave Swinger will take its first riders when Morey's Piers opens this spring for the 2014 season.





# Look Out, Amusement Industry

WhiteWater has integrated its family of **ORIGINAL** amusement attractions under one name:







# Knoebels' 4th generation spearheads new Zierer coaster project

**STORY:** Scott Rutherford srutherford@amusementtoday.com

ELYSBURG, Pa. — Knoebels is a family amusement park in every sense of that word. It's a place built *for* families *by* a family whose members are intimately involved in all facets of the operation. Just as the clan's earlier generations worked tirelessly to make Knoebels the place it is today, the fourth generation is slowly taking the reins on what is happening in the park's future.

Though Knoebels is firmly dedicated to preserving its history with an eclectic collection of classic and antique rides and attractions, it must continuously adjust the balance to remain competitive in a region known for its number of top-tier amusement parks. The first major project for Knoebels' next generation of overseers is a major newfor-2015 steel roller coaster installation dubbed Impulse.

# Impulse - The Ride

Supplied by respected German ride manufacturer Zierer, the new ride will be located at the park's main entrance on the site of the bumper boat and boat tag rides that are being retired after the 2014 season.

Similar to Zierer's wonderfully entertaining Wicked, a tower launch coaster that opened at Utah's Lagoon in 2007, Impulse will feature a 98-foot-tall tower that supports both the vertical lift and equally steep first drop. The 1,985-foot-long track will incorporate a number of rapidfire twists, turns and airtime hills along with four inversions (Cobra Roll, Loop and In-Line Twist) and a 540-degree helix. Instead of an LSM launch like Wicked, Impulse will utilize a traditional chain lift, which park officials feel will help to build anticipation. Riders will be accommodated in one of three eight-seat vehicles. Seated four-abreast, the back row seats will be elevated above the front row for equal visuals for all passengers. The ride's top speed is expected to be approximately 56 mph with a total ride time of about 70 seconds.

AT contacted the leading team members that comprise the Knoebels' fourth genera-

tion, allowing each to sound off on the highly-anticipated Impulse project:

### Brian Knoebel

"A few years ago we sold Whirlwind [Vekoma, 1993-2004] coaster to make room for the world's only Flying Turns. Some of our guests were not happy to see our steel coaster leave the property and (we) promised them someday would replace it. In 2012, the 4th Generation began actively pursuing a coaster that wouldn't change the face of Knoebels. We met with many different manufacturers slowly eliminating rides that we didn't feel were the perfect fit. We traveled America and unanimously agreed that Zierer was the clear choice. Knoebels is that unique place where families love to visit and are confident this piece will attract more of the thrill seekers. Even our children, who were instrumental in this decision, can't wait to ride Impulse.

"The ride will be replacing the Bumper Boats which are nearing their life expectancy as well as the Boat Tag attraction. Impulse will be sandwiched between our entrance and our main midway. The 98-foot top hat [vertical tower supporting the lift/ first drop] will be in clear sight as families are entering the park's property. We look forward to seeing the exciting expressions on our guests' faces as they gaze at Impulse upon their arrival."

### Rick Knoebel

"While Knoebels packs a lot of fun for the family, some of our guests were looking for even more thrills. We were noticing that some families, when children reached a certain age, had started visiting parks with more intense rides than what we had to offer. So we started to add some thrill rides to keep the families together here at Knoebels. Listening to feedback from our guests, thrill rides, such as a steel coaster, is what many people wanted.

"We [Brian, Rick and Trevor Knoebel] started looking for a good signature steel coaster in the summer of 2012. Some ideas of exactly what we were looking for were



The first major project for Knoebels' next generation of overseers is a major new-for-2015 steel roller coaster installation dubbed Impulse. Supplied by German ride manufacturer Zierer, the new ride will stand 98-feet tall and feature a 1,985-foot-long track that incorporates a number of twists, turns and airtime hills along with four inversions (Cobra Roll, Loop and In-Line Twist) and a 540-degree helix. COURTESY KNOEBELS

quickly abandoned, and others much more closely pursued. We visited a lot of manufacturers at the IAAPA Expo and listened to what each had to say. After over a year of looking, we finally agreed that Impulse was the coaster for us. It was a mishmash of some of the best parts of the rides we enjoyed, sort of like an amateur cook playing with his tastiest ingredients. It is 90 up, 90 down, and Fun! Fun! Fun! throughout the rest of the ride.

"When looking at the coasters on our journeys, Zierer really stood out. They were made extremely well and maintenance seemed to be very pleased with them. This was not a hard decision. Coming up with a name was far more difficult.

"We announced the ride to our staff in the late fall [2013]. We only made a request not to tell anyone or put it on social media. There were no non-disclosure agreements or disciplinary action discussed. We simply said "Please." Our staff delivered. It was kept very quiet until the recent announcement on our Web page, Facebook and Twitter. The Knoebel fam-

ily is blessed by an amazing staff! The feedback has been overwhelmingly positive so far. In fact, we have been blown away by the amount of love we have been given with this announcement. The public can't wait to ride it. And frankly, neither can we!"

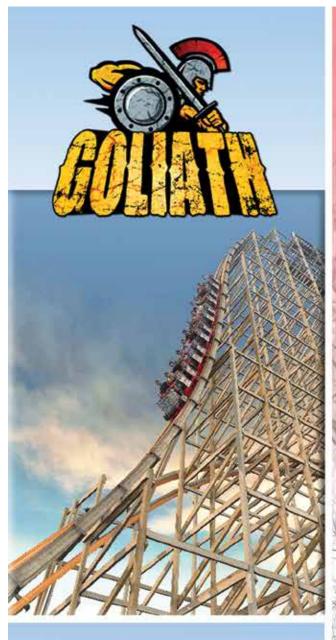
# Trevor Knoebel

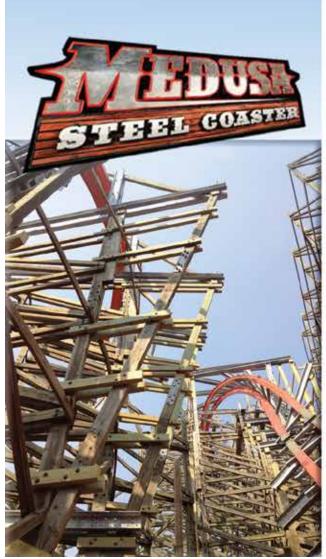
"It seemed Knoebels was ready for the next big signature attraction. We saw the need to satisfy the more aggressive thrill seekers and Knoebels does not have a larger steel coaster. We knew from the start, we did not want to try to acquire the biggest, or the tallest, or the fastest coaster out there. It has to fit our atmosphere, values and traditions. Having said that, we still want something that packs a punch and could deliver the thrill many of our guests feel is missing.

The third generation of our family saw this as an opportunity to allow us, the fourth generation, to work on something very significant. This project would require a lot of teamwork on our part, all while empowering us to take that next big step for the park's future. It is important

to point out that our head electrician Jim Martini has been very closely involved throughout this entire project. Having Jim's technical analysis and input allowed us to feel even more confident in our decision to choose Zierer.

"We took a very different approach to announcing this new attraction to the general public. Instead of the traditional press conference, we decided to be the old fashioned park that utilized the progressive ways of getting news out there through our social media following. With over 260 000 fans on facebook and close to 4000 followers on Twitter, it was a sure fast way to spread the news. The excitement and buzz was almost instant. After a few weeks of giving some hints and clues, it was so much fun to read the comments our fans posted after we made the final announcement. These are very proud moments and great reminders of why we have such a deep rooted commitment to our family business and this industry. It made us realize that this project is a big way for us to reinvest into smiles and family memories for generations to come."











# OABA's 2014 award winners and new directors announced

STORY: Pam Sherborne
psherborne@amusementtoday.com

TAMPA, Fla. — Award winners were announced and new officers installed at the 49th annual meeting of the Outdoor Amusement Business Association, held here Feb. 7.

The meeting was held during the International Independent Showmen's Association's annual trade show, the IISF Extravaganza, Gibsonton, Fla., Feb. 4-8.

Last year's chairman Mike Featherston, Gold Star Amusements, now a trustee, ushered in the 2014 Chairman Chris Lopez, Ray Cammack Shows (RCS). Featherston conducted the election of new directors, adding Holly Swartz, Hitch-Hiker Manufacturing, Tony Cassata, Bob's Space Racers, and Rick Reithoffer, Reithoffer Shows, to the current group of 24 directors. There were two alternates elected as well. They were Charlene Leavitt, Ray Cammack Shows, and Doug Birch.

OABA's 2014 Industry Pioneer Award was presented to Bob Childress, who has spent 60 years in the outdoor amusement business association including being owner of owner of Childress Shows, Hendricks Bros. Circus, Lewis & Clark Circus and Childress



Bob Childress, center, Childress Shows, was awarded the OABA's 2014 Industry Pioneer Award Feb. 7. Here he is with his family, from left, granddaughter Emily Tyner, son-in-law Curtis Tyner, granddaughter Katie Tyner, wife Margaret Childress, and daughter Jan Tyner. AT/PAM SHERBORNE

Manufacturing.

Earl "Butch" Butler, owner of Butler Amusements, who passed away in 2011, was honored with his induction into the Hall of Fame, with his family present to receive this OABA recognition.

Guy Leavitt, OABA Trustee and co-owner of Ray Cammack Shows, along with his wife, Charlene Leavitt, was also inducted into the Hall of Fame. He is a second generation showman of the Cammack/Leavitt carnival family.

# IISA show draws over 10,000 for the 2014 event

**STORY:** Pam Sherborne psherborne@amusementtodav.com

GIBSONTON, Fla. — In 2015 the International Independent Showmen's Association will be the scene of the 100th anniversary of the organization's trade show extravaganza.

And, as planners begin looking forward to that centennial celebration, final numbers were tallied from the 2014 International Independent Showmen's Foundation trade show, held Feb. 3-8. This year it drew 10,554 attendees, just a slight decrease from 2013's number of 10,641.

"We were really close to our last year's number," said spokesperson Teresa Rimes. "We really feel that it was a successful show. We have some ideas for our next year's show, but we don't really want to disclose that until we know for sure."

But, Rimes said if the idea comes to fruition, they will be really excited and no doubt will disclose it right away.

Rimes said the IISA is very well aware of the decrease in attendance over the years. But, as she said in January before the IISF event, technology has made it very easy for industry members to get whatever they want done. But, she hopes industry members will continue to support the show and come out.

And, as she also pointed out, it all depends on who is asked as to whether this year's show was a success or not.

"I spoke to one of our exhibitors that has been here a



Rhode Island Novelties' line of licensed merchandise has been doing very well including this line of Teenage Mutant Ninja Turtles seen at the IISF Extravaganza, Gibston, Fla., Feb. 3-8. In the last year, Rhode Island has purchased both Nanco and The Toy Network.

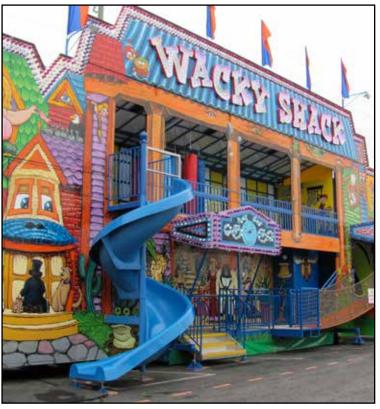
AT/PAM SHERBORNE



long time, from Carousel Softtoys (a division of Caravan Concessions)," she said. "He told us it was the best show he had ever had. But, I guess there might have also been a little grumbling outside."

Yet, grumbles aside, the IISA is keeping business with other events. Rimes said they take their double-decker float on eight parades a year. Other events such as the Bike Fest has become extremely successful. The club is also renting out facilities for parties, picnics and other events.

The hiring of David "Doc" Rivera as curator of the IISA's American Carnival Museum has brought an abundance of kudos from members, Rimes said. Rivera was hired full-time last summer in that position and worked on establishing new exhibits in the museum.



Ross Owen, Owen Trailers, exhibited his Wacky Shack trailer at the 2014 IISF Extravaganza. The trailer belongs to Swyear Amusements and was delivered to that show last October. Reithoffer Shows had another of Owen's trailers at the Florida State Fair during the same time. He had also just finished a trailer for West Coast Amusements.

AT/PAM SHERBORNE



# Knoebel wins 2014 Showman of the Year

HERSHEY, Pa. — The Pennsylvania State Showmen's Association named Richard "Dick" Knoebel the 2014 Showman of the Year when it presented that award on Jan. 24, at the association's annual meeting held this year in Hershey, Pa.

Although not a carnival owner by trade, the Knoebel family has been a huge supporter of the outdoor amusement business association in Pennsylvania for generations as owners and operators of Knoebels Amusement Resort, Elysburg, Pa.

In fact the land the park sits on has been in the Knoebel family since 1828, but it wasn't until 1925 that the actual first attraction was constructed, a swimming pool.

"I was very surprised and very honored to receive that award," Knoebel said. "I was honored especially to have my good friend Steve Swika presenting the award to me."

The Pennsylvania State Showmen's Association, as it is known today, began in 1967 when two groups of showmen in Pennsylvania came together to form the one showmen's association. The mission of this group has been to keep the outdoor amusement industry alive and strong.

—Pam Sherborne





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# Len Soled slides easily to Super Bowl Boulevard

**STORY:** Pam Sherborne

psherborne@amusementtoday.com

GIBSONTON, Fla. — Len Soled, Rides 4U, had a unique experience for Super Bowl XL-VIII this year.

He ended up in Times Square with the 65-foot-tall SBF Toboggan Run slide.

The National Football League had purchased the slide from Soled and negotiated with him to construct and operate the most visible attraction of the fan friendly Super Bowl Boulevard, which ran from Jan. 29-Feb. 1, leading up to the big game on Feb. 2 at MetLife Stadium, East Rutherford, N.J.

The slide was set up at 41st Avenue and Broadway in Times Square. It was only a part of the 13-block section of New York City set up with an abundance of activities for football fans.

Soled worked with North American Midway Entertainment to man the eight-lane slide with John Yonkers managing the attraction.

"It was constructed laying on the ground; then it was

raised," Soled said. "The NFL wanted it themed to football including yardage markers along the side. We also did the LED lighting for it."

Soled said the slide turned out to be a huge success.

"There were 1,000 riders per hour, 10 hours a day, four days a week," he said.

The NFL was charging a \$5 ticket to ride the slide with that ticket price going to a charity.

"People stood in long lines just to get the tickets," Soled said. "They sold out very quickly. There were actually scalpers selling the slide tickets on the streets for \$20 each."

In addition, Soled said the NFL gave Rides 4U first rights to resell the ride at the conclusion of the event. Which, of course, Soled had no trouble doing. He sold the ride to the Daytona (Fla.) Lagoon company for a Daytona Lagoon property.

"It was a win/win thing for me," Soled said. "The NFL bought it, insured it, then gave me the first right to sell it."



Len Soled, Rides 4U, sold a SBF Toboggan Run slide to the NFL. It was a definite hit when it showed up in Times Square as an attraction for the NFL's Super Bowl Boulevard. Soled said the NFL purchased the ride and insured it. He oversaw the construction and operation, then, the NFL gave Soled first rights to sell it after the event, which he did to Daytona (Fla.) Lagoon Company for one of the company's sites. **COURTESY RIDES 4U** 



# Eli Bridge introduces new touchscreen technology for wheels

Patty Sullivan, Eli Bridge, shows off her new touch screen computer operational system for the company's wheels. More than six months in the making, Sullivan said the system "takes away the opportunity for bad decisions to be made by operators."

The screen is set up to stop and start according to manufacturer guidelines for operation. It takes any guess work out of the operation making it safer and more efficient. In addition, Sullivan said it gives her company remote access for trouble shooting.

The new system is being installed on a new wheel going into Scheels All Sports in Sioux Fall, S.D., in March, and they are putting in con-



Patty Sullivan, Eli Bridge Company, demonstrates how her company's new touch screen technology will be used to aid wheel operation. AT/PAM SHERBORNE

Scheels locations with wheels and at Oaks Park in Portland,

version packages for other Ore. Other locations are in the planning.

-Pam Sherborne



# ARNIVALLIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

In a departure from tradition, the 2014 Eastern Michigan Fair, Imlay City, Mich., will not be held during the second week of August. Instead, the 2014 fair will begin on July 29 and conclude on August 2.

Fair Board Manager Ian Kempf said the change stems from a decision by Jeff and Joyce Brady, owners of Alma-based Playworld Amusements, to cut back on their carnival business.

To fill the void, Kempf and the Eastern Michigan Fair board inked a new contract with Arnold Amusements of Traverse City, to provide midway and carnival services at the 2014 Fair.

The 2014 State Fair of Texas, Dallas, Sept. 26-Oct. 19, will include a Texas Sports Hall of Fame exhibit and an effort to fight hunger by turning canned foods into art when it runs Sept.-Oct .

Fair officials announced the theme for the fall expo: Deep in the Heart of Texans.

An exhibit from the Texas Sports Hall of Fame in Waco will include memorabilia from sports stars recognized since the athletics group began in 1951.

Giant arrangements at the State Fair will be built with cans of food, with the items later donated to the North Texas Food Bank.

The State Fair of Texas runs Sept. 26-

The State Fair of Texas announced earlier that it would cancel the 2014 version of Summer Adventures at Fair Park, the summer amusement park the fair opened for the first time in 2013. Low attendance was the reason for the cancellation.

Final attendance for the South Florida Fair, West Palm Beach, Jan. 14-Feb. 2, may have shown a decrease, but per capita spending increased and food spending showed a very good uptick.

Attendance to the 2014 event was 550,173 (the 2013 total was 579,918). This year the fair experienced two full days of

One of the major changes this year to the South Florida Fair was a reduction in the size of the midway layout. The fair was required by a government regulation to increase the capacity of rainwater retention pools. To do this, the fair had to redesign the midway resulting in a decrease of mid-

Wade Shows reduded the number of ride offerings from 80 to 72. Frank Zaitshik, carnival owner, said even though the midway was reduced, the midway renvue

The first grandstand linup acts have already been confirmed for the 2014 Kansas State Fair, Hutchinson. They are: Hunter Hayes; Sawyer Brown with Aaron Tippin; and the Country Gold Tour — starring country legends Leroy Van Dyke, Jimmy Fortune of the Statler Brothers, T.G. Sheppard and

The Demolition Derby, set for Sept. 8, and Outlaw Truck and Tractor Pull, Sept. 14, will also return this year for high-action entertainment on the fairgrounds.

This year's fair will run Sept. 5-14. Have news for Carnival Lights? **Email Pam Sherborne at:** psherborne@amusementtoday.com







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# **WATER PARKS & RESORTS**

▶WWA's World's Largest Swim Lesson signups now at 27 states and 3 countries —Page 32

# Wet 'n' Wild Las Vegas brings ProSlide Tornado to Sin City

Wet 'n' Wild Las Vegas is bringing the world's premier funnel water slide to Las Vegas and Nevada with the acclaimed Tornado by ProSlide Technology. The award-winning extreme water slide simulates a natural storm experience and will join the water park's more than 25 slides and attractions in providing outdoor water fun and lasting memories for families and thrill seekers. While the park opens April 12 for Spring Break, the Wet 'n' Wild Tornado will launch during the official start to summer, Memorial Day weekend.

The Tornado is a fourperson raft attraction that catapults riders from 36 feet in the air through a 110foot tunnel before dropping into the 45-foot-wide funnel where they spin back and forth through swirling water before plummeting into the eye of the storm. As the raft sweeps up the Tornado wall and crosses its centerline, guests experience weightlessness.

"The Tornado is an ex-



guests and a must-have Tim Fisher, CEO of Village water and theme park op-

citing new shared extreme slide that's a favorite among Roadshow Theme Parks, slide experience for our water park attendees," said one of the world's leading

Tornado slide is coming to Wet 'n' Wild Las Vegas, opening during the Memorial Day weekend, just in time for the summer sun of Las Vegas. COURTESY WET 'N' WILD

erators and Wet 'n' Wild Las Vegas' majority owner and day-to-day operations man-

LAS VEGAS

Canadian-based ProSlide Technology is a leading developer of innovative water rides and winner of many industry awards, more than other manufacturers combined.

"Finally Nevada thrill seekers can enjoy the most popular iconic water ride in the world at Wet 'n' Wild Las Vegas," said Rick Hunter, ProSlide president and CEO. "The ProSlide Tornado is the only ride anywhere with a true funnel shape. With its perfectly round opening and curved walls, this patented shape generates an unbeatable excitement level with a big drop into the massive funnel and zero-g sensations."

Other 2014 Wet 'n' Wild additions include more operating days, late night hours, shade areas, parking, lounge chairs, heated water in the children's area, and VIP pass and early entry options, among other park improvements.

Wet 'n' Wild Las Vegas is Nevada's premier water park, located at 7055 S. Fort Apache Rd., near I-215 and Sunset Road.

•wetnwildlasvegas.com

# Waterworld California announces six-story looping slide for summer

CONCORD, Calif. - Waterworld California in Northern California, is getting a new world-class attraction for 2014 — Break Point Plunge, a dueling, freefall body slide experience that launches two riders simultaneously.

Scheduled to open early summer, Break Point Plunge begins six-stories stories up where guests will enjoy a breathtaking view of the park before stepping into an enclosed, launch capsule where the countdown begins for what will happen next. Within seconds, the floor below drops out, sending riders through a 270-foot long looping adventure before reaching the runout below. Break Point Plunge also promises to be as thrilling to watch as it is to experience, allowing spectators to view riders taking the plunge through its translucent orange and lime green tubes. The new attraction is a Dueling SuperLoop from ProSlide Technology of Canada.

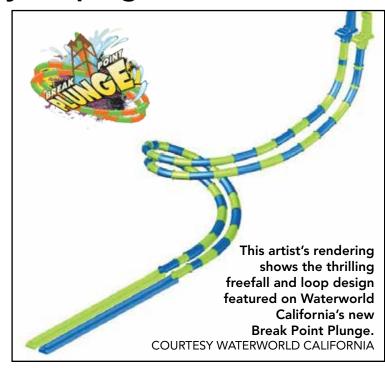
"The addition of Break Point Plunge further solidifies Waterworld California's commitment

of providing the largest variety of water park attractions and absolute best entertainment value in the region," said Paul Kimura, general manager for Waterworld California. "We're confident this exhilarating, new high-thrill experience will be an instant favorite amongst our guests and a fantastic complement to our waterslide collection."

Construction of Break Point Plunge is currently underway. Interested parties can follow the progress of the ride with exclusive updates, interviews, statistics and renderings at WaterworldCalifornia.com.

Waterworld California will also increase the amount of seating with new lounge chairs throughout the park. In addition, an upgraded Calypso Cabana Village will also be introduced for daily rental.

Waterworld California will also give guests several reasons to visit throughout the season with an exciting line-up of new special events, multi-cultural celebrations and concerts.



# WhiteWater acquires FlowRider

RICHMOND, B.C., Canada — WhiteWater West Industries has announced the acquisition of WaveLoch's innovative, award winning line of products including FlowRider, FlowBarrel, FlowCurl, FlowRider Wave-in-a Box, and WaveOz. Previously, WhiteWater had been the exclusive worldwide licensee of WaveLoch's FlowRider business. This marks the third major acquisition in the past two years for WhiteWater.

Wave Loch founder, Tom Lochtefeld will continue to market the WaveHouse and work on his surf pool business. Aquatic Development Group will continue to be the exclusive marketer and manufacturer of the FlowRider product line in the U.S. and eastern Canadian market.

In making the announcement, WhiteWater President & CEO Geoff Chutter noted, "We are not only adding another original product to the WhiteWater portfolio but also adding the creative talents of another original waterpark pioneer to the family."

WhiteWater's goal is not just about creating a collection of great products, but forming an invaluable team of people with amazing talent and skills.

"We are tremendously excited about the momentum this addition brings to WhiteWater's innovative group of companies," said WhiteWater's Marshall Myrman who will head the FlowRider and Waves business unit. "Keep your eyes on the horizon," he said, "because the best flowboarding is yet to come!"







Sandcastle Indoor Waterpark, Blackpool England, is finally thriving after a new managing director was brought in. Sandcastle opened in 1986 as a joint venture between the Blackpool City Council and a private partner. Somewhat ahead of its time, the park ran into financial trouble and had to be bailed out by city council, who then took over operation of the park. The park came very close to being written off as a drain on public resources, but a new manager, John Child, managed to resurrect the park. Child had spent his youth at the park, first as a lifeguard, then a supervisor and trainer, before being moved into management at the Blackpool Operating Company that had a lease with the council to run with park. He recognized that the park was underselling itself, and not raising enough money to reinvest back in the park and give guests what they wanted.

Sandcastle is now one of the top water parks in the world and John Child currently serves on the board of the **World Waterpark Association** as the European representative. Last year the Blackpool city council showed its confidence in the operators by granting a 15-year extension to the existing lease. His position with the World Water park has allowed him to swap ideas with some of the most successful water parks from all over the world — Europe, America and the Middle Fast

Aquatica, SeaWorld San Antonio's water park, got an early start to the season with a March 8 opening, ahead of all the other parks in that part of Texas. The March 8 opening coincided with the start of spring break for most of the schools throughout Texas. Aquatica was open every day from March 8–15, then weekends throughout the remainder of the spring season.

The new Wet 'n' Wild Sydney, Australia, water park just can't seem to stay out of the news. In January, an eight-year-old girl fell off the Bombora waterslide and landed on her back. She was taken to the hospital as a precaution when she complained of back pain and had trouble walking, but fortunately there were no injuries. Bombora is a ProSlide Tornado Wave that utilizes four-person cloverleaf rafts. The young girl may have lost her grip on the raft as it hit a buildup of water near the end designed to slow the raft before entering the splash pool. This seems to be a rare and isolated occurrence, as there are a number of installations all over the world that have operated without incident. Since opening in December more than two million rides have been given throughout the park.

**Sharjah**, one of the seven Emirates that comprise the country United Arab Emirates, is hoping to jump on the tourism bandwagon with the March 13 opening of **Al Montazah Park**, which includes a 26,000 square-meter (6.4 acre) water park — the first water-themed facility in the Emirate. The new park replaces the 30-year-old **Al Jazeera** park that occupied the same site.

In addition to the water park, Al Montazah includes green spaces, a lake for boating, go-

kart track, sporting facilities, a mosque and multiple restaurants. **WhiteWater West** supplied a water play structure, but suppliers for the slides and pools have not been made known.

"...Al Montazah Park will become a new regional competitive tourist destination in terms of quality, design, state-of-the-art amenities, and high quality services that will richly add to Sharjah's and the UAE's cap of tourist landmarks and enhance the country's presence on the local and regional tourist map," said Sheikha Bodour Bint Sultan Al Qasimi, chairperson of Sharjah Investment and Development Authority.

With a population of more than 800,000, Sharjah is the third largest Emirate in the country. It is a monarchy ruled by the **Sultan bin Mohamed Al Qasimi** since 1972. Sharjah has its own International airport seven miles from the city center, and it is less than 10 miles from Dubai International Airport.

Flint Creek Waterpark, Wiggins, Miss., will receive a \$5 million makeover as it is transformed into Splash of Fun. The in-ground waterslides that were fed with creek water will be removed. New slides, swimming pools and hot tubs will be added and all will feature closed-system, chlorinated water. Plans call for sports complex, golf course, boat marina and convention center to be introduced in phases.

Pat Harrison Waterway District Executive Director Hiram Boone said, "It's going to attract a lot more people from Alabama, Louisiana, all over. We're hoping snowbirds from up north will come in. This will be a great place for families to come and enjoy this. It will be similar to going to Branson, Missouri only you just come right here to Flint Creek."

Waldameer's Water World water park in Erie, Pa., is sprucing up its existing waterslides with new coatings on two body slides and new colorful paint on five other slides. Although nothing new is being added for the upcoming season, the park has announced an expansion, to begin at the end of the season, that will double the size of the current water park.

On Friday, June 20th, 2014, **Team World's Largest Swimming Lesson (WLSL)** will attempt to set a fifth **Guinness World Record** for the largest simultaneous swimming lesson ever conducted. The international team, made up primarily of kids, is coming together to prevent childhood drowning by participating in a global swim lesson to spread the vital message Swimming Lessons Save Lives.

Team **WLSL** holds the current Guinness World Record for the largest simultaneous swimming lesson, which stands at 32,450 participants hosted by 432 facilities in 13 countries. The 2013 record saw a 30 percent increase over the previous year's record of 24,873 and generated more than 50 million media impressions.

Tragically, drowning remains one of the leading causes of unintended, injury-related death for children under the age of 14.



**OCT Tianjin Happy Valley, China** 



Wonders Water World, Indonesia



Yas Waterworld, UAE



Beach Park, Brazil



Wet 'n' Wild Sydney, Australia



**Center Parcs, United Kingdom** 

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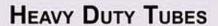








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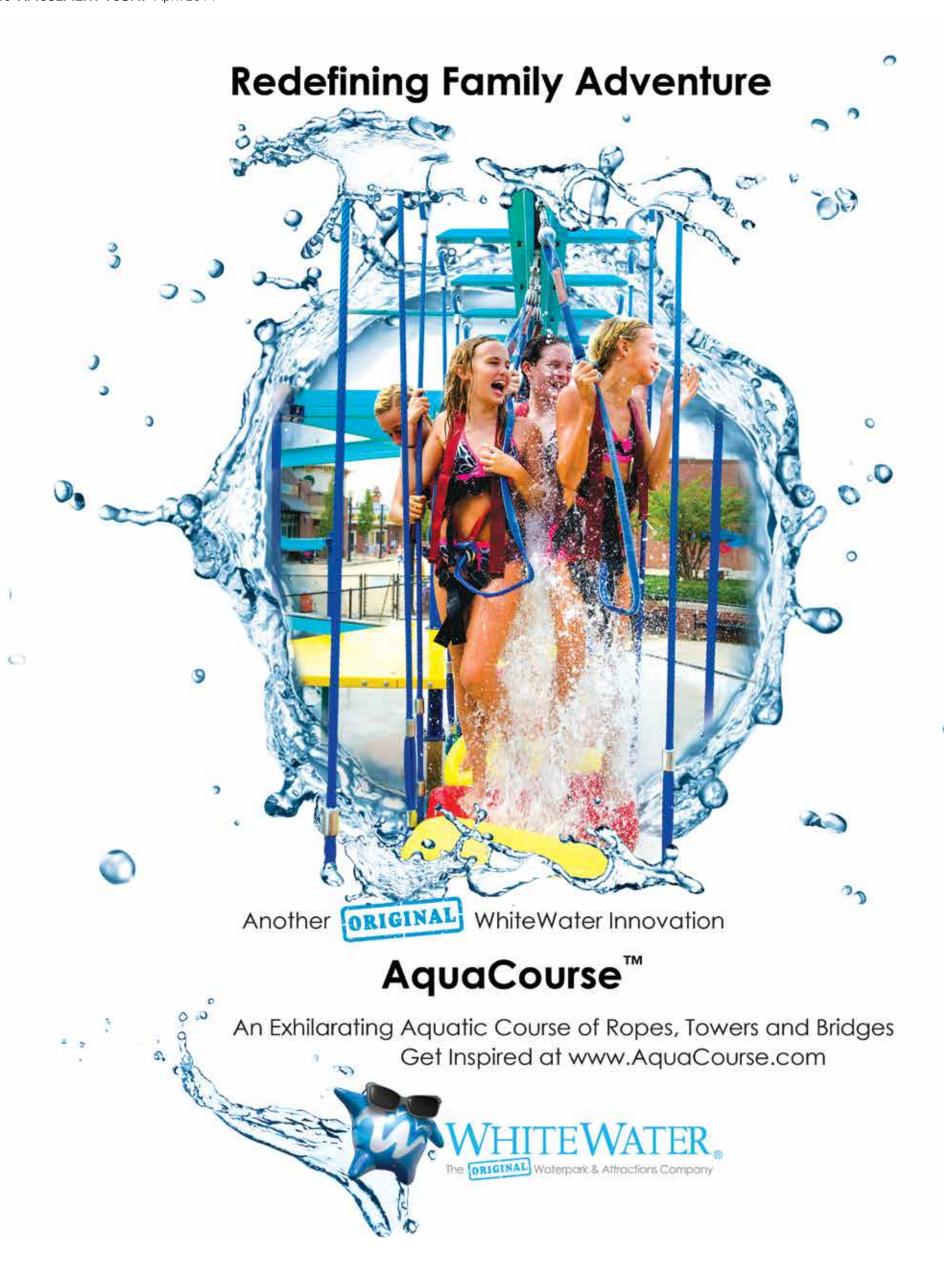














# **BUSINESS & CLASSIFIEDS**

▶BOOK REVIEW: The Happiness Machine — Page 42

**CLASSIFIEDS** — Page 43

New third hotel to feature 750 rooms, open in spring 2017

# Hong Kong Disneyland enjoys record year in 2013

**STORY:** Andrew Mellor amellor@amusementtoday.com

HONG KONG — Hong Kong Disneyland (HKDL) has recorded its fourth consecutive record-breaking year with a doubling of net profits and record revenue, attendance, hotel occupancy and guest spending for the fiscal year 2013.



In total, the HKDL Resort generated H.K. \$4,896 million (U.S. \$631 million) in revenue, up 15 percent from the previous year, while net profit more than doubled to H.K. \$242 million (U.S. \$31.2 million). In making the announcement, the resort also revealed that it plans to build a new hotel, which will add a further 750 hotel rooms to its existing room count. The new hotel will offer guests an immersive and uniquely Disney resort-style experience that will be dedicated to the spirit of exploration and celebrate exotic locations from around the world. The hotel is slated to open by early 2017, pending all necessary project approvals, and will increase the total number of hotel rooms in the resort to 1,750.

Combined with the success of the resort's recent expansion, the new hotel plan and other upcoming guest offerings will continue to underpin the growth momentum as seen in the fiscal 2013 results.



The third hotel at Hong Kong Disneyland will add a further 750 rooms to the resort's accommodation offering. With the new hotel, the Disney resort will have a combined 1,750 rooms. COURTESY HKDL

Additionally, other new initiatives in the pipeline include a brand new night time spectacular called Disney Paint the Night in 2014, 10th anniversary celebration offerings in 2015 and a new themed area based on Marvel's Iron Man franchise in late 2016.

Andrew Kam, Managing Director of HKDL, commented: "The HKDL Resort enjoyed a successful fiscal year in 2013. We are pleased to be able to contribute to the Hong Kong tourism sector and look forward to another year of growth and improvement that continues to meet our high standards."

The resort's attendance

records reached an all-time high of 7.4 million guests, the results being attributed to expansion efforts, strong marketing, effective management strategies and positive tourism growth during the fiscal year.

The successful opening of Mystic Point in May of 2013 marked the completion of the 2009 expansion work, which has increased the park's total size by about a quarter and brought the total number of attractions and entertainment offerings to over 100. Like Toy Story Land and Grizzly Gulch, Mystic Point has proved to be a huge hit with guests.



Hong Kong Disneyland Managing Director Andrew Kam reveals plans for the resort's newest hotel, scheduled to open in early 2017. COURTESY HKDL

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# Severn Lamb offers new tracked Trolley, electric Mini Mover vehicles

WARWICKSHIRE, United Kingdom — Transport engineering systems manufacturer Severn Lamb has introduced two new products to its line of passenger transport solutions.

Among the latest additions is an electrically powered, authentically hand-crafted, double-deck trolley. The first example of this has been delivered to Vialand in Instanbul, Turkey, a new theme park which opened during 2013. The trolley operates as a transit system in an outdoor shopping mall that is part of the new park. It runs on rails around a large kidney-shaped route through the shopping mall complex.

The trolley seats up to 50 passengers, 32 on the lower deck and 18 on the outward-facing top deck. This particular vehicle has been designed and manufactured on standard gauge track although Severn Lamb can also build to 36 and 24-inch gauge track. Custom theming and styling is available on the trolley while it can also be adapted to individual operational requirements

Severn Lamb has also recently introduced the SL Mini Mover, a modern, "green," economical and cost effective people mover. With seating capacities ranging from eight to 29 passengers, the Mini Mover is electrically powered and is available in open or enclosed models with either right or left-hand drive.

Made of fiberglass, the lightweight vehicles have a range of optional extras that can be added and are particularly suitable as car park shuttles, tour vehicles, transit systems, VIP carriers and more. The Mini Mover provides easy access to its bench style seats for both passengers and driver, while wheelchair access can also be built into some models.



U.K.-based transport engineering systems manufacturer Severn Lamb has introduced two new products to its line of people moving transport solutions including this electrically powered, double-deck trolley (above) and the electrically powered SL Mini Mover, below.

COURTESY SEVERN LAMB



Quassy Amusement & Waterpark has plenty in store for guests when it opens for its 106th season this spring. Children will enjoy a new play area called Quassy Zoo, which will make its formal debut on May 3 with a variety of fiberglass animals. A new group sales building has been constructed adjacent to the main ticket booth, which will help alleviate lines when groups are visiting the park. Season pass photos and other guest services will also be available at the new group sales building. Quassy Restaurant and the park's main restrooms have also been updated during the fall and winter and the park will feature Wi-Fi service for visiting guests. The redemption arcade and midway games will also incorporate a new swipe card system, allowing guests to use rechargeable plastic cards to participate in their favorite games.

**KidZania** has been recognized as "2013 Best Franchise Abroad" at the **17th Mexican Franchise Association (AMF) Annual Awards**, held on March 5, 2014. This is the fifth time that KidZania has won the award and the third consecutive year. KidZania teaches kids about the world of work through role play, at the same time providing a publicity medium for their corporate partners and enhancing their local communities.

The Beast at Kings Island celebrates its 35th anniversary in 2014 and shows no signs of slowing down. In fact, the ride remains as popular as ever with park visitors. When The Beast opened to the public April 14, 1979, it was acclaimed America's ultimate roller coaster. It broke all existing records as the longest and fastest ride in the world. It is still listed in the prestigious Guinness Book of World Records as the longest wooden roller coaster in the world at 7,359 feet.

The **Disney Festival of Fantasy Parade** has arrived at **Magic Kingdom** park in **Walt Disney World.** The parade, which serves as a tribute to **New Fantasyland**, officially debuted as the park's new daily afternoon parade on March 9, 2014. The procession features nearly 100 performers and Disney characters, with floats specifically telling the stories of Tangled, Peter Pan, Brave, Sleeping Beauty and many more. Additional highlights include seeing Maleficent appear as a fire-breathing dragon, and an appearance by Anna, Elsa and Olaf (from *Frozen*) on the Princess Garden float.

A traveling exhibit based on the **Star Trek** TV series will be the latest such walk-through attraction at the **Mall of America**. Officials at the Bloomington, Minn. megamall confirmed the Star Trek exhibit was coming, though details are still being worked out. The exhibit will be the latest such attraction to fill space at the former Bloomingdale's. The mall has room for three exhibits on the third floor, and two spots are already filled with The Barbie Dreamhouse experience, and CSI: The Experience.

**The Texas State Aquarium,** in Corpus Christi, has re-opened its newly remodeled **Near Shore Exhibit** just in time for Spring

Break. The exhibit features animals that can all be found near the Coastal Bend shore line, from the back marshes with alligators to massive hermit crabs on the beach. The re-modeled exhibit will also have birds of the Coastal Bend flying above, interacting with visitors.

Starting in September, visitors to Lincoln won't be able to see the **Museum of Nebraska History** with its exhibits chronicling the state's founding and development. The museum will close Sept. 1 in preparation for an \$8 million renovation set to begin in October. Paid for largely by state funds appropriated last year by the Legislature, the renovation includes replacement of the 1967-era building's heating, air-conditioning and plumbing, as well as carpet and other finishes and Americans with Disabilities Act upgrades, including accessible bathrooms.

Chinese theme park operator Haichang Holdings has raised \$316 million from an initial public offering of shares. The company priced one billion shares at H.K. \$2.45 per share slightly above the middle of its initial price range of H.K. \$2.18 and H.K. \$2.68. Based on the term sheet, the total amount raised could rise to \$363 million if a greenshoe option is exercised.

Big Thunder Mountain Railroad at Disneyland park — "The wildest ride in the wilderness" — reopened to guests on March 17, 2014. In addition to an upgraded track, restoration of the historic Rainbow Ridge Mining Town, repainting on portions of the mountain and updates to the ride vehicles, the refurbishment also includes some new surprises.

Jim Dilbeck, general manager of Cireon, recently announced that the LED systems manufacturing company has completed a major outdoor lighting project for Universal CityWalk Hollywood at Universal Studios Hollywood. Completed in conjunction with Tako Tyko, Signs & Lighting of Los Angeles, the parking lot project encompassed 600 parking spots and a footprint of more than 70,000 square feet. The project included 75 Cascade 145-watt fixtures, replacing 290-watt metal halide fixtures.

Los Angeles County has stringent light pollution guidelines and Cireon was asked to develop a custom solution that would not only increase the light levels for the attraction, but do so without spilling unwanted light into the adjacent residential areas.

"It was great working with Universal," said **John Gilmore**, national sales manager for Cireon. "We performed numerous tests with various optics to ensure that CityWalk was satisfied with our solution. Not only did we improve their light levels for their massive outdoor space, but we were able to do so with 50 percent less energy. This will save Universal a considerable amount of money over the life of the system while dramatically reducing their environmental impact."

The Cireon Cascade luminaire has become one of the fastest-growing products in the LED industry today.

# City of New Orleans receives proposal for former park site

**STORY:** Jeffrey L. Seifert jseifert@amusementtoday.com

NEW ORLEANS, La. — The latest request for proposals (RFP) issued by the city of New Orleans for the blighted area once occupied by the Jazzland/Six Flags New Orleans theme park received just one response by the February 28, 2014 deadline. A second company turned in a summary proposal but did not include the \$5,000 deposit required for consideration.

TPC-NOLA, a division of New Orleans-based Paidia Company submitted an elaborate plan that includes redevelopment of the amusement park as well as a water park, film backlot and backlot shoppes to be introduced in stages.

Although the Industrial Development Board that owns the property did not release any development details, TPC-NOLA published the proposal on the website JazzlandPark.

The Paidia Company bills itself as a themed entertainment venue design, development, and management company comprised of industry veterans. The company, which

Theme Park

appears to date back to 2011, has submitted other proposals — including one for Rye, New York's Playland. The company specializes in site selection and feasibility determination and has worked with various brands including Merlin Entertainments.

According to the proposal, 90 percent of the financing needed for approximate \$45 million required for the first phase is already in place. The first phase includes development of the theme park and backlot.

Citing Six Flags propensity to modify park themes to fit their licensed brands, and adding thrill rides with limited appeal as one of the reasons for the park's decline in attendance, the new group plans to

return to the original Jazzland theme. The proposed plan will celebrate Louisiana's rich art, musical and cultural heritages with four themed areas: The Quarter, Sportman's Paradise, The Beach and The Bayou. Restoration of the MegaZeph and Jester roller coasters, a rebuild of the log flume, a new river rapids ride, wild mouse coaster and animal habitats

and nature exhibit are among the items included in the proposal.

Should the proposal be accepted, an aggressive construction plan calls for site preparation and equipment removal to begin as early as May 2014, with construction beginning in June and a soft re-opening scheduled for Spring of 2015.



Safari Outpost

# Holiday World teams up with PGAV Destinations

SANTA CLAUS, IND. — Visitors to Holiday World & Splashin' Safari will be treated to enhanced theming in the parks this season.

"Holidays are so magical and fun," says the parks' president, Matt Eckert. "Starting this season, we plan to amp up the experience families have with us by adding more theming throughout the park."

Eckert says Holiday World is partnering with PGAV Destinations, a design firm in St. Louis, for several projects for the 2014 season:

•Wildebeestro restaurant in Splashin' Safari — a "grab and go" food outlet serving wraps, seafood, salads, fruit and more;

•Safari Outpost shop in Splashin' Safari — one-stop shopping, with swimwear, sundries

and souvenirs;

•New interior and exterior designs for Mrs. Klaus' Kitchen in Holiday World's Christmas section — sweets and treats, plus a new home for visits with Santa Claus.

Eckert says PGAV's experience with theme and water parks such as SeaWorld and Universal Studios helped to make their design team the right choice for Holiday World.

"PGAV is in tune with the story we want to tell," says Eckert. "We are excited to add to the magic our park has offered since we opened as the very first theme park back in 1946."

Holiday World opens for the season on May 3 with the premier of the Mayflower swinging ship ride, supplied by Chance Rides.

# Cedar Point adding cabins to Lighthouse Point Resort

These artist's renderings show the proposed Jazzland layout (above)

and the interactive river ride (left). COURTESY TPC-NOLA

SANDUSKY, Ohio — Cedar Point announced on March 4 that it is adding 52 new deluxe cabins to its Lighthouse Point Resort. These new cabins can accommodate up to 10 people and will feature two full bathrooms, four flat panel televisions, a dorm-size refrigerator, microwave, coffee maker, outdoor charcoal



Front view of new Lighthouse Point cabins.
COURTESY CEDAR POINT

grill and picnic table. In addition, all of the cottages, cabins and full hook-up campsites in Lighthouse Point will now offer free wireless internet access. A new registration building will help speed up the check-in process and get guests to their cabins and RV sites quicker than ever before.

Reservations for the new cabins can be made immediately and room nights will be available beginning May 23.

Cedar Point opened Lighthouse Point in 2001, then doubled the number of cottages and cabins in 2004 bringing the total number of units to 104. The outdoor resort also offers 97 luxury RV campsites. The centerpiece of Lighthouse Point is the historic 1862 Cedar Point Lighthouse — the oldest existing structure on the Cedar Point Peninsula.

Guests who stay at Lighthouse Point or any of the Cedar Point Resorts lodging facilities receive special deals on admission tickets to the park as well as early entry into the park one hour before the gates are open to the general public.

# **MARKETWATCH**



COMPANY	SYMBOL	MARKET	<b>PRICE</b> (3/11/14)	HIGH (52 week)	LOW (52 week)
Apollo Global Management	APO	NYSE	32.78	36.51	20.86
The Blackstone Group	BX	NYSE	34.44	35.33	18.76
Merlin Entertainments Group/ Legoland	MERL	LSE	391.50	391.50	3.20
Cedar Fair, L.P.	FUN	NYSE	53.76	54.40	36.85
Comcast Corp./ NBCUniversal Media	CMCSA	NASDAQ	51.22	55.28	38.75
Comcast Corp./ NBCUniversal Media	CMCSK	NASDAQ	50.06	53.10	37.34
The Walt Disney Company	DIS	NYSE	81.05	83.65	55.76
Fuji Kyoko Co., Ltd.	9010	TYO	902.00	1289.00	646.00
Haicahang Holdings Ltd.	2255HK	SEHK	1.85	N/A	N/A
Leofoo Development Co.	TW:2705	TSEC	12.00	15.50	11.40
MGM Resorts International	MGM	NYSE	27.05	28.75	11.72
SeaWorld Entertainment, Inc.	SEAS	NYSE	33.60	39.65	27.48
Shenzhen Overseas Chinese Town Co., Ltd. (OCT)	000069	SZSE	4.39	6.77	4.30
Six Flags Entertainment Co.	SIX	NYSE	42.46	42.61	31.86
Tivoli A/S	DK:TIV	CSE	3009.00	3080.00	2880.00
Village Roadshow	VRL	ASX	7.29	8.05	4.68

### STOCK PRICES ABOVE ARE GENERALLY QUOTED IN THE FOREIGN **CURRENCY IN WHICH THE COMPANY IS LOCATED**

Worldwide Markets: ASX, Australian Securities Exchange; CSE, Copenhagen Stock Exchange; LSE, London Stock Exchange; NYSE, New York Stock Exchange; NASDAQ, National Association of Securities Dealers Automated Quotations; SEHK, Hong Kong Stock Exchange; SZSE, Shenzhen Stock Exchange; TSEC, Taiwan Stock Excange, Corp.; TYO/TSE, Tokyo Stock Exchange

—SOURCES: Bloomberg.com; Wall Street Journal

Snapshot

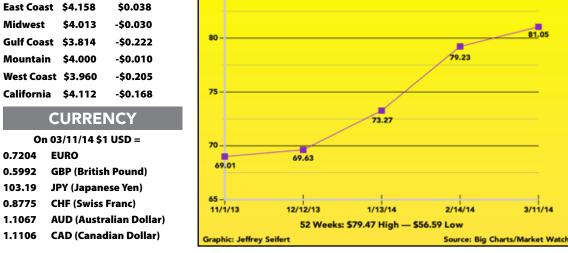
The Walt Disney Company NYSE: DIS

### **DIESEL PRICES**

Region (U.S.) 0	As of 3/10/14	Change from year ago
East Coast	\$4.158	\$0.038
Midwest	\$4.013	-\$0.030
<b>Gulf Coast</b>	\$3.814	-\$0.222
Mountain	\$4.000	-\$0.010
West Coast	\$3.960	-\$0.205
California	\$4.112	-\$0.168

0.5992

1.1067



# **BUSINESS WATCH**

# Britton Gallagher adds staff

CLEVELAND, Ohio — Britton Gallagher recently announced the expansion of its staff with the recent hiring of industry veterans Rick D'Aprile, Gene Berger, Rodney Gerbers, David Gallace, Randy Ebens, Tammy Catterton, April Merino and Jennifer Wolfe.

The group brings decades of experience in the entertainment and specialty insurance industry and are experts in creating unique risk management solutions. This team will support Britton Gallagher's specialty insurance division, which has already experienced large success with niche markets such as pyrotechnics, professional athletes and entertainers along with amusements and life sciences.

"The entire Britton Gallagher team is excited to welcome the new staff additions," said **Dennis Laughlin**, president and CEO of Britton Gallagher. "We are eager to develop new programs which utilize the team's extensive experiences and expertise which will allow us to offer a level of unprecedented service to niche markets in the entertainment industry."

# Quassy inks deal with Core Cashless

MIDDLEBURY, Conn. — It's "game on" at Quassy Amusement & Waterpark this coming season as the lakeside property will launch the first phase of a new state-of-the-art cashless system, park officials have announced.

The huge redemption arcade as well as midway games will incorporate a cashless payment system, allowing guests to use coded swipe cards to play

Provided by Core Cashless of Lenexa, Kan., the new system will encourage customers to purchase swipe cards from service kiosks in the arcade. Guests may select any denomination they would like added to a card when they make their purchase.

"We are enthused about our new partnership with Core Cashless," said Quassy President Eric Anderson. "We are currently taking the first steps in transitioning our operations to be cashless, starting this season with the redemption arcade and midway games."

Quassy's arcade will have more than 100 of its most popular games ramped up on the cashless system when the park opens on April 26. In addition, the park's midway and group games will also honor the cards.

# Haichang Holdings Ltd. conducts IPO

HONG KONG — The international law firm Milbank, Tweed, Hadley & McCloy advised Haichang Holdings Ltd. (Haichang) in the approximately U.S. \$316 million global offering and initial public offering of its shares on the Hong Kong Stock Exchange (2255), the first global offering by a theme park operator in Hong Kong. Dalian-based Haichang is a leading developer and operator of theme parks and ancillary commercial properties in China and is the largest marine theme park operator in China in terms of admission attendance in 2012. Haichang currently operates six marine theme parks in Dalian, Qingdao, Tianjin, Yantai, Wuhan and Chengdu with a focus on polar animals.

As part of the corporate reorganization, Haichang will complete the acquisitions of two additional theme parks in Dalian and Chongging by the end of 2014. Haichang's marine theme parks and two newest properties together hosted more than 9.4 million visitors in 2012, and was ranked the second largest theme park operator in China and one of the top 10 theme park operators worldwide. Haichang will use part of the proceeds of the IPO on the development of the Shanghai Haichang Polar Ocean World and Sanya Haitang Bay Dream World.

BNP Paribas Securities (Asia) Limited and Merrill Lynch Far East Limited acted as the joint sponsors of this IPO.



Prairie Financial

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# **PEOPLE WATCH**

# Mike Howard named Coney Island VP/GM

**Mike Howard**, who first began working at Cincinnati's Coney Island Amusement Park 28 years ago, has been promoted to the position of Vice President/General Manager for the historic family entertainment venue. As such, Howard will be responsible for all park operations, maintenance, park security, capital projects, landscaping, food service, group sales and marketing. He will also continue to work with Riverbend and Belterra Park on all operational issues involving Coney.



Howard

"Mike's in-depth Coney Island background, dedication and hard work make him a perfect choice to lead this important heritage park into the future," said **Vic Nolting**, Coney Island president.

Howard, whose first job at Coney Island was as a seasonal parking attendant in 1986, previously was Coney Island's vice president of Operations & Maintenance, a title he has held since 2007.

# Core Cashless adds two to staff

Lenexa, Kansas-based Core Cashless recently announced the addition of two individuals to the team. They are **Sydney Shaw**, managing director of Finance & Accounting and **Min Hunter Hu**, embedded systems developer.

Shaw has been with Core since mid-2013 and is now taking on an even bigger role in 2014. Sydney oversees the operations of Finance & Accounting and he works to ensure best business practices are followed throughout the organization. Previously, he worked in finance and accounting management capacities for several multinational firms across various industries, including technology, pharmaceutical, wholesale distribution, retail, insurance and private equity.

Hunter Hu comes to Core after five-plus years of working at Garmin. His expertise with Linux and Embedded Systems makes him the perfect candidate to expand the development of the new cloud-based Paydia platform being offered by Core. At Garmin, Hunter Hu helped perfect the rock-solid Linux and Android GPS devices that are used in many vehicles today. He graduated with a B.A.Sc. in Electrical and Electronics Engineering from Concordia University in Montreal.

# Coney Island's Albert G. Mangels, dies at 84, last surviving owner of Mangels amusement factory

CONEY ISLAND, N.Y. — **Albert G. Mangels**, the final surviving owner of the famed Mangels amusement factory, passed away Feb. 1, 2014. He was 84.

# **OBITUARY**

Born in Coney Island in 1929, Mangels was raised next door to his grandfather, prolific amusement ride manufacturer William F. Mangels. The elder Mangels is credited with producing some of the most popular and enduring classic amusement rides ever built including The Whip, which can still be found at a number of parks today. The factory also built the Pony Cart at Deno's Wonder Wheel Park, and the beloved B&B Carousell, which was recently restored and placed back into operation in Coney Island.

As was the case with his grandfather, father, and uncle, Albert Mangels worked in virtually all aspects of the family business. In addition, he studied engineering at City Col-



Albert G. Mangels

lege and the Pratt Institute as well as served in the U.S. Air Force. He eventually assumed control of the family business and re-branded it as the A.G. Mangels Company.

Albert married his wife Eleanor in 1951. They had four children, which they raised in East Islip N.Y. By the early 1970s, he relocated the factory to Long Island where it continued to produce kiddie rides and shooting galleries for amusement parks. After more than eight decades of success, the Mangles business finally closed in 1983.

Throughout the remainder of his life, Mangles is said to have been thoroughly proud of his family's many accomplishments and contributions to the amusement industry. The Mangels as well as other famous Coney families have been honored by Coney Island USA during its First Families galas on Coney Island.

According to published reports, Mangels was pleased to see one of his grandfather's shooting galleries restored on Surf Avenue last summer.



# The Happiness Machine chronicles community effort to save historic carousel

**STORY:** Jeffrey L. Seifert jseifert@amusementtoday.com

Like so many parks in the eastern half of the country, Massachusetts' Mountain Park began life as a trolley park. Located on 385 acres of former cow pasture on the side of Mount Tom, it was developed in 1894 as a "pleasure resort" by William Loomis, who owned the Holyoke Street Railway Company. The line was extended to the park to increase customer service especially on weekends.

# **BOOK REVIEW**

Loomis, along with his assistant, Louis Pellisier, expanded the resort adding a casino, theater, dance hall, picnic grove and beautiful gardens with reflecting pools and arbors. They created a place that people loved to visit and spend a day.

As personal vehicles became more popular, the trolley eventually disappeared and parking lots were added to the grounds. Pellissier took ownership of the park in 1929 and added a midway with rides and a roller coaster. Among the new rides was PTC carousel #80, originally built in 1927. The carousel, reclaimed by PTC when the previous owners failed to make payments, featured 28 jumping horses and 20 standing horses along with two chari-

STOP THEM FROM

RIDING OFF WITH HOLYOKE'S

MANE ATTRACTION.

ots in a 3-row configuration. Pellissier operated Mountain Park for more than 20 years eventually selling it the Collins family in 1952.

Mountain Park prospered for several decades, surviving the Great Depression and two hurricanes to become one of the most popular attractions in the region. But by the 1980s Massachusetts had entered a recession and Holyoke, once a wealthy and bustling city, known as producing more paper than anywhere else in the world, had lost many of its paper mills and other industries. At the end of the 1987 season, Mountain Park was put up for sale for a mere \$4 million dollars that included 268 developed acres as well as rides, concessions and merchandise. When no buyer came forward, most of the rides and merchandise were sold off. One ride, however, was not immediately listed

Collins knew the merrygo-round was a valuable asset. He also knew that collectors were snatching up individual horses, sometimes paying up to six figures for one horse. But a local citizen named John Hickey, planted the idea in Collins mind that the carousel should stay in Holyoke. It was an idea that Collins liked, so much so that he turned down an offer from a Chinese businessman to purchase the ride for \$1 mil-



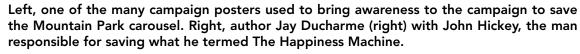
These two photos show how PTC carousel #80 - out of 87 units built looked at Mountain Park (right), and what it looks like today (above). **ALL PHOTOS COURTESY** FRIENDS OF THE HOLYOKE MERRY-GO-ROUND



lion and agreed to offer it to

is an inspiring story of John

the city for \$850,000 giving them a year to raise the mon-The Happiness Machine



Hickey and his monumental effort to save Mountain Park's vintage merry-go-round. The odds were not in his favor; the city was in need of more practical things like sewage treatment plants, better roads and new school buildings. Convincing an impoverished city to spend nearly \$1.2 million to build a carousel in a downtown state park would not be an easy task. But Hickey accomplished what he needed to do, and in doing so united a community and guided them on a path that would allow them to reclaim a treasured item from their past. Not only did the citizens save the carousel, those efforts set in motion a chain of events that eventually lead to a downtown renaissance. The carousel, that for years drew people away from the city, was now bringing them downtown.

The story of the efforts that took place that resulted in what is now known as Holyoke Merry-Go-Round is told on 53 pages of the book, along

with a prelude and postlude. The book is printed by an ondemand publisher, bears a glossy paperback cover and is printed on plain white 8 1/2 by 11 inch paper. It has somewhat of a homemade look with the no columns of text - just full paragraphs that span the page, interspersed with an occasional color photo. That, however, should not discourage anyone from making a purchase. It is very well written, is a pleasure to read, and belongs in every amusement-related book connoisseur's collection. Furthermore, author Jay Ducharme is donating all proceeds directly to the nonprofit organization that runs the Holyoke Merry-Go-Round.

The Happiness Machine retails for \$25 and is available directly from the Holyoke Merry-Go-Round's website, www.holyokemerrygoround. org, as well as Amazon.com and Barnes & Noble. It is also available as an ePub edition on lulu.com.



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