

Amusement TODAY

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NEWS Leader



INSIDE:

Land of Make Believe
celebrates 60 years - PAGE 40

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**Zamperla-built Thunderbolt
gives Coney Island first
looping coaster since 1910**

►SEE STORY...PAGE 1



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Zamperla supplied new 125-foot tall, 2,000-foot long coaster

Thunderbolt gives Luna Park guests a looping thrill in 2014

STORY: Scott Rutherford
srutherford@amusementtoday.com

BROOKLYN, N.Y. — Thrillseekers heading to Coney Island this summer found an exciting new addition waiting for them on the resort's famous Boardwalk — Thunderbolt.

Taking its name from the legendary John Miller-designed wooden Thunderbolt, which operated on virtually the same narrow plot of real estate through the 1982 season, the new Thunderbolt is fashioned of steel and offers a much different ride experience. Furthermore, this Thunderbolt is both the first roller coaster in the area since 1910 to send riders upside-down in a vertical loop as well as the first custom-design since the venerable Cyclone opened in 1927 a few blocks along the Boardwalk.

One of most notable features about the new coaster — aside from the striking orange-and-white paint scheme — is its vertical lift, which towers 125 feet above the ground. Supplied by Zamperla S.p.A and operated by Central Amusement International (the same folks who have spearheaded the ongoing Coney Island renaissance), the new Thunderbolt has taken its place as one of the famed amusement area's must-do attractions.

The ride begins with a swift vertical lift. Once over the top, guests are treated to a 90-degree drop, followed by a 100-foot vertical loop, an 80-foot Zero-G roll, a 112 degree over-banked turn, a unique heartline dive, a corkscrew, and sev-



eral airtime hills along the 2,000-foot-long course.

It's no secret that Thunderbolt was a highlight of Coney Island's 2014 season. Guests just couldn't seem to get enough of the new coaster.

"Luna Park in Coney Island is reaching even greater heights with the addition of the powerful Thunderbolt roller coaster," said Alberto Zamperla, president and CEO of Zamperla S.p.A. "We are thrilled to welcome this exhilarating new attraction to our repertoire of rides. The Thunderbolt's many twists and turns and 100-foot vertical loop thrills visitors from near and far, as we continue to commit ourselves to the revitalization of our beloved Coney Island."

As the season was wrapping up, AT caught up with Valerio Ferrari, president of Central Amusement International, operator of Luna Park, for a Q & A:

Can you tell us how well guests have responded to the Thunderbolt?

The response has been overwhelmingly great. As people from the community and tourists from all over the world exit the subway station, the Thunderbolt is the first thing they see. The Co-

► See THUNDERBOLT, page 5



Luna Park's new Thunderbolt steel coaster from Zamperla was a looping hit this summer with guests visiting the summer playground known as Coney Island. Above and below, the 125-foot tall coaster is seen by day and by night, while at right, riders enjoy one of the many airtime hills.

TOP AT/GARY SLADE; COURTESY LUNA PARK





NEWTALK

Guest interaction



Slade

As the 2014 season winds down for most with the conclusion of their season by either their annual Halloween or Christmas events, one thing is starting to show a trend. Guest interaction on rides is on the rise.

In 2014 our North American amusement/water park facilities saw guest interaction come in many forms:

- **Canada's Wonderland** added the interactive dark ride Wonder Mountain Guardian.

- **Hyland Hills Water World** took the 2014 Turnstile Award at the annual Golden Ticket Awards for its guest interaction on the Lost River of the Pharaohs and Voyage to the Center of the Earth.

- After an 18-year absence, **Kings Dominion** returned the popular Singing Mushrooms to the park with overwhelming support from the park guests.

- Larson International's ultra-popular Flying Scooters had guests flying at **Cedar Point, Frontier City, Kentucky Kingdom** and **Six Flags America**.

- **Six Flags Discovery Kingdom** and **Six Flags St. Louis** had guests squirting water, while spinning on the Tsunami Soakers (Mack Rides).

And now early 2015 signs point to more of the same:

- **Ride Entertainment Group** is taking ziplining to the next level with their new AirSurfer, a ride that lets the rider stand on a surf board and experience freedom of swing movement while secured to a zipline above.

- **Schlitterbahn Upper Padre** water park is installing a relocated Hopkins Shoot the Chute that is sure to have the standard interactive and completely soaking bridge cross-over.

- **Six Flags Over Texas** and **Six Flags St. Louis** each have interactive Sally/Oceaneering dark rides under construction, themed to the Justice League.

- Newcomer **Skyline Attractions** is making their IAAPA debut with the launch of GamesURide, creating an interactive ride-games experience not seen before in our industry.

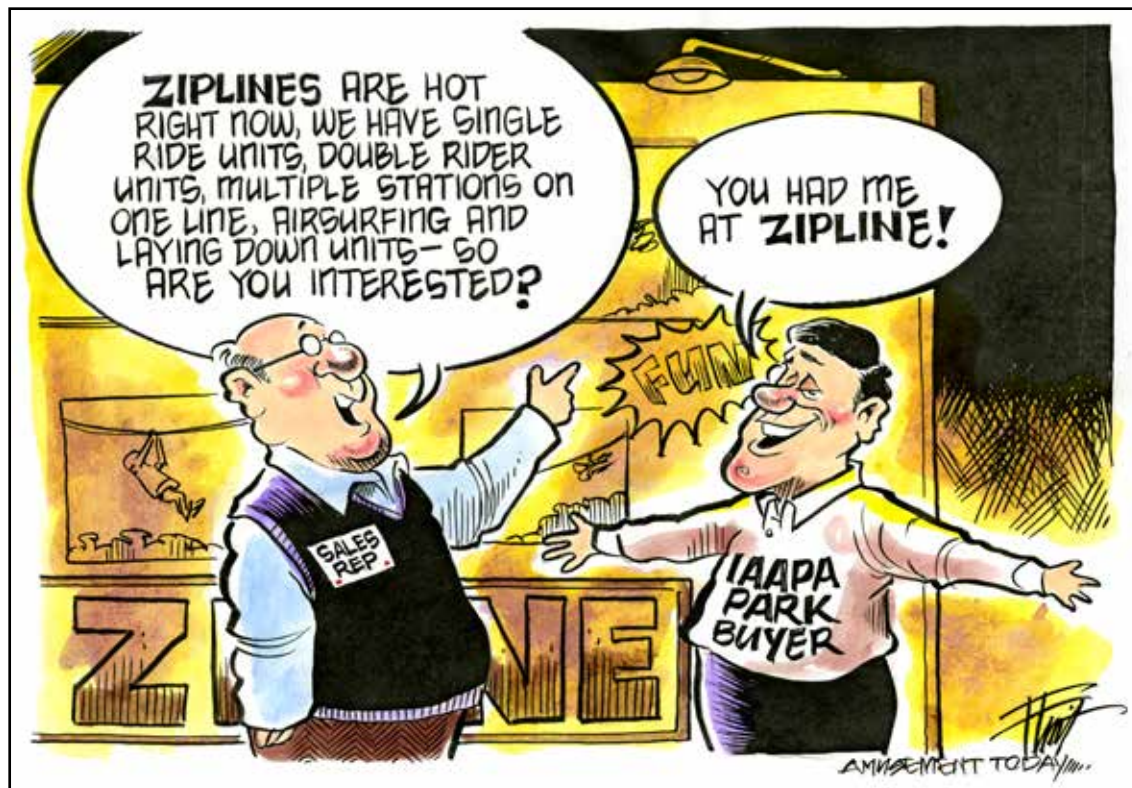
- **Sky Ride Technology** is putting their spin on the zipline concept, but adding a steel track above, with various vehicle options below that can provide simple fun or give a good workout for those wanting to stay in shape.

- **Wet 'n' Wild Las Vegas** is adding the first interactive target/scoring gaming waterslide from WhiteWater West. Called Slideboarding, this concept can be added to existing waterslides or can be purchased as an entirely new slide.

- **Wildlife World Zoo & Aquarium** has a Larson Flying Scooter going in as part of their upcoming winter season ride expansion. Winter is the peak attendance time in the Arizona desert for this hidden treasure.

Interactive thrills are on the way. Is your park onboard?

CARTOON: Bubba Flint



EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

We are family



Rutherford

It's no secret that I have a soft spot for traditional amusement parks. Though I love the big flashy themers, there's a special brand of pleasure to be found in those places that rely less on show and more on substance.

While working on this issue, I had the pleasure of speaking with Dan Koch of Koch Family Parks. He and his sister Natalie, along with their mom, Pat, (and quite a few other members of the Indiana clan) have taken on the task of redeveloping the former Visionland in Bessemer, Alabama. Although this park started out on the right foot back in 1998 with a decent ride package – including a massively popular wooden roller coaster (Rampage) – and a strong infrastructure, something went awry. A string of different owners with opposing business plans left the park in a questionable state with a bad reputation. Most surprising was the decision to eschew the amusement park side of the operation and focus only on the

water park. That was a huge mistake.

While water parks are indeed hot right now, and definitely deserve the attention they are garnering, I see it unwise to simply forget the "dry" side of the business. Fortunately, the Kochs are well versed in managing this delicate balance. Their decades of hands-on experience at Holiday World and Splashin' Safari speaks volumes about how they've learned to address the needs of both families with children and thrillseekers. They have their work cut out for them in Alabama, but they know what they're doing; their savvy business sense and genuine love of this industry will carry them through.

Family-owned-and-operated amusement parks are a special breed. Most don't report to a lofty board of directors when contemplating decisions, whether big or small; they simply discuss it among themselves and go make it happen. And I find that concept thoroughly refreshing.

Best of luck to the Kochs and all those family operations out there making it happen.

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Death of a souvenir



COMMENTARY

EDITORIAL: Tim Baldwin
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If you dig through old closets in old amusement parks, you can probably find them. Filter through an enthusiast's collection and you might find them proudly displayed on a shelf as if they were prized finds. But those of us with a substantial amount of years behind us (read: over 50) are bound to remember souvenirs that were once prominent but lost their calling and have been shuffled off to the cobwebs and collections. The spoons, the plates, the thimbles, the ashtrays (thank goodness on that one) — back in their day, they were collectable keepsakes that people scooped up during their visits to their local park or even more so on a family vacation trip.

Digging out such interesting artifacts always brings a melancholy smile and a momentary "remember when?" Some souvenirs are easier to let go than others. What may become clutter as the years pass is understandable when it finds its eventual place on the garage sale table.

What is a little sadder is when that souvenir has a deeper meaning. In my childhood, the yearly family vacation to the theme park were huge memories. What kept them alive were those large souvenir park maps. I would spread them out on the bed or tack them to my wall and easily relive what our

family experienced together on our trip, counting up all the rides I rode. To find such a park map is a real rarity in parks of today. They were replaced a couple of decades ago in most places by the handy "pocket guide." Sure it was convenient to scrunch it down in your pocket going from ride to ride, but the artwork was limited and once you unpacked the wrinkled pamphlet upon your arrival at home, there was no zing at all in looking at it once again. Blah. Wrinkled blahness with little connection.

The latest casualty is even a harder hit to take. The history of the amusement industry is often recorded via its postcards. Think about it. They cost pennies to print, take up no space to store and display, and when people actually mail them, it's free advertising! What's the downside, right? Well, leave it to technology to bring about one more death in this collector's world. Postcards are harder and harder to find nowadays. Email, selfies, Instagram... it's all instantaneous and much more personalized. Who would bother buying a postcard and putting a stamp on it? To be honest...me. I'm still drawn to a postcard rack like a moth. Maybe it's my age, but finding colorful shots of the place I'm visiting (where it may be raining or gray) is still a treat. I like sending out a quick message to friends with something tangible. Digital is a bit too fleeting. A post-



card is tacked on a bulletin board, or perhaps saved by the buyer to help document a trip.

A friend in the industry looked into it for me a couple of years ago when I asked how many postcards they sold. She said she was shocked and asked if the figure was missing a zero — or two! Sadly, I knew then it would be coming. The disappearance of the postcard rack is blatantly obvious. I'll still champion the postcard, and if a park sells them, you can count on me buying them. I may be alone on this one, but if someone is still finding success from selling postcards, good for you! I'd love to hear from you.



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THIS MONTH IN HISTORY

Presented by the National Rollercoaster Museum

COMPILED: Richard Munch



•**1907: Chutes Park**, in Chicago, Illinois, which had opened in 1894, contained the first **Shoot the Chute** attraction under the direction of **Paul Boyton** (who would go on to open **Sea Lion Park** in **Coney Island**, Brooklyn, New York the following year). The park operated until the end of the 1907 season. Instead of moving the old chutes structure, a new and larger Shoot the Chute was built at the competing **Riverview Park**. With no chance of reopening Chutes Park after losing its lease, by mid-November the owners would advertise the sale of all equipment at the Jackson Blvd. and Kenzie Ave. site, including the **Velvet Coaster**.

•**1924:** A major wind storm swept through southern New England on November 17. **Sandy Beach Park**, in Fall River, Massachusetts received heavy damage to buildings and several attractions. The **Cannonball Coaster** crumbled into a tangled mass of debris when it encountered winds of 80 mph. The coaster had been erected about 10 years earlier by **C.N. Grant** of Haverhill, Massachusetts, at a cost of \$15,000. While the park had been operating up until the storm, the ride was fortunately stopped just before a portion of the structure collapsed moments later. Earlier that year, a July storm had also damaged **Whalom Park**, in Fitchburg, Massachusetts, wrecking their roller coaster as well.

•**1925:** The **Thunderbolt**, the wood coaster that opened in July 1925, adjacent to **Steeplechase Park** in **Coney Island**, Brooklyn, New York, was designed and partially financed by both **John A. Miller** and **Harry C. Baker**. The opening season was marred by the death of a 32-year-old woman who was injured on the ride and later died. Months later, in early November, Baker would sell his interest in the ride, as his partnership with Miller had been slowly deteriorating. While the Thunderbolt operated until 1982, it would stand for 18 years before its unexpected demolition in November 2000.

•**1956:** The *New York Times* reported on November 26, that the former site of **Thompson & Dundy's Luna Park** in Brooklyn, New York would be converted to middle income housing. When the famous park had not rebounded from a disastrous fire in 1944, it remained dormant until another fire in 1946 signaled the end of any possible revival. The site was eventually cleared of all structures and the famous chutes lagoon filled in. It was used for various events, until construction of the massive apartment buildings began the following year. Ironically the new **Luna Park** (2010), on the former site of **Astroland**, is in the shadows of the present Luna Housing Cooperative. Five buildings comprise the complex with nearly 1600 apartments.

•**1968:** The final operating day for the landmark **Cyclone Racer** roller coaster in Long Beach, California, was September 15. The "World's Greatest Ride," as promoted on its extensive entrance, succumbed to the wreckers ball over the next month. The property became part of a local improvement initiative, in response to the permanent mooring of the **Queen Mary** steamship. Landfill and new buildings eventually filled in the area. While **Disneyland** was nearby, it was only one factor in the closing of the ride, although a November 24 editorial in a local newspaper claimed that "Tomorrowland replaced the snake lady, the **Matterhorn** replaced the Cyclone Racer and **Tinker Bell** replaced the girlie shows."

2 MINUTE DRILL



COMPILED: Janice Witherow

Rick Bastrup, R & R Creative Amusement Designs, Inc.

Rick Bastrup is president and creative designer for R & R. Established in 1981, the company is known for its unique themed designs and has created many parks, attractions and dark rides all over the world. The amusement industry has fascinated Rick since he was a kid building dark rides in his garage. On his "off time," Rick plays lead guitar, trumpet, drums and sings with his '60s-style band; plus also works as a reserve police officer with the Anaheim, Calif., Police Department.

Title

President.

Number of years in the industry

35, but I was designing rides and adventures when I was 8 years old ... I still have some sketches!

Best thing about the industry

For me, sitting anonymously at one of our attractions and watching people enjoy it.

Favorite amusement ride

Dark rides ... my favorite to ride and favorite to design.

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

A police captain or a rock'n'roll star!



Bastrup

Biggest challenge facing our industry

Getting people's attention away from all of their electronic gizmos. While technology is incredible, we want guests to relax and enjoy the sights and sounds surrounding them rather than being glued to their screens.

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

Watching guests enjoy all of our hard work and getting started on the next year's design projects.

Something I bought recently that I really regret is ...

An electronic notebook, which I never have time to program or use.

I'd love to be famous for ...

Entertaining people.

Favorite meal of the day

Breakfast. I try to eat fairly healthy, but there's nothing like a chocolate doughnut to start the day.

When it comes to college football, I root for ...

I am not really a sports guy!

The last time I rode in a limo was ...

In Las Vegas where a manufacturer wanted to show us some of his attractions and shows.



Three things on my "bucket list" are ...

I can't really think of anything much. I usually do whatever I want and try not to dwell on what I wish I could do.

The new fall TV show I am most looking forward to is ...

Shark Tank.

If I had an extra hour of free time, I would ...

Work out more.

Are you more of a beer or wine kind of guy? Wine ...

Cabernet.

If I could sing on stage with any band, it would definitely be ...

The Nocturnes (my own band) ... a definite stress reducer.

If someone opened my freezer, they would find ...

Frozen fruit.

When people meet me for the first time, they are surprised that ...

I'm more friendly than I look!

The last thing I ate really late at night was ...

Dark chocolate and wine.

When I say vacation, you say ...

Hawaii.

When I'm 80, I hope to be ...

Still designing parks and playing music.

The store I shop in most often is ...

Staples or Home Depot.

It's November! My favorite fall activity is ...

Going with my wife, Lilia, to amusement parks when it's cold and rainy ... and not crowded.

If I could go back and live in any era, it would be ...

During the 1870s ... the Wild West.

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Bob's Space Racers Whack-A-Mole rules as Coney Island's top game

BROOKLYN, N.Y.—It's no secret that Whack-A-Mole – one of the most successful games produced by Bob's Space Racers – is a hit at virtually every venue it plays. But according to the company's records, an amazing 676,832 people at Coney Island took swings at the mechanic pop-up creatures in 2014.

Invented in 1976, Whack-A-Mole was an instant must-do, and its popularity continues to bring them in.

As the summer season was winding down, AT spoke with Jack Mendes, president of Bob's Space Racers. We asked him why he thought the game has become the company's most popular offerings. "Whac-A-Mole is the most well-known of all the Bobs Space Racers products. Some of the reasons it has stayed so popular over the last 37 years is: everyone can play and be competitive, young or old, short or tall, male or female, athletic or not. You never can be perfect playing; you can always be a little quicker, it is all eye-hand coordination," said Mendes. "Players get laughing and they miss a head or two. Most of the time when you have a winner, most of the players are only one or two heads behind so most play again. The people watching have a great time also and get laughing and add to the excitement. And one big reason is players just like to beat the 'tar' out of something and relieve some frustration."

Luna Park officials confirmed that an impressive 4.8 million visitors from around the world visited this season — up 30 percent from 2013.

Valerio Ferrari, president of Central Amusement International, added: "This past season we had a great increase in park attendance and are proud that Luna Park has become an annual must-visit destination for visitors around the world."

—Scott Rutherford



Luna Park is a product showroom for Bob's Space Racers' most popular games. Here, one girl is successful in hooking her fishing line to win a prize while her friend looks on. AT/FILE

►THUNDERBOLT Continued from page 1

ney Island skyline has been forever changed. Every person has a smile on their face as they exit the ride!

Please comment on how the coaster performed this summer. Did it live up to expectations?

Yes, the Thunderbolt has done very well and exceeded our projections. We feature a unique seating arrangement with three rows of riders sitting three across for a total of nine passengers per vehicle. This provides a 12 percent increase in capacity versus an eight-passenger vehicle with the same launch sequence. The reasoning behind moving to a nine-passenger vehicle is that most families in Europe and China (two of our largest markets) consist of three people. In our experience as operators, we have also seen that in families of four or more, one family member usually abstains from riding large coasters.

Comment on the unique magnetic anti-rollback system in place on the lift hill. Is this something Zamperla developed specifically for the Thunderbolt and will it be used again?

On top of this system being the first of its kind in the United States, there are a number of benefits to the magnetic anti-rollback system. It removes the noise of a typical anti-rollback system on chain lift roller coasters. In the event of a failed launch, evacuation of riders does not take place on the lift hill where tensions are high and risk is increased; the magnetic anti-rollback system slowly returns the passenger vehicle safely and comfortably to the station.

As Zamperla's first large coaster of this kind, will it



Riders aboard Luna Park's new Thunderbolt feel the rush of the coaster's 100-foot tall drop, above. Below, the unique Stengel Dive, gives riders a new thrill as they exit the coaster's back turnaround. COURTESY LUNA PARK



pave the way for the company to build more such rides? Have their been any inquiries from prospective customers?

Designing, manufacturing, and operating the Thunderbolt has provided us with valuable experience which we plan to build upon. The Thunderbolt is 45 feet wide at its widest point due to the topography of the site. This was the perfect opportunity to showcase our engineering capabilities in customizing a layout with spatial challenges. Not only does the Thunderbolt deliver visually, but it also provides an exciting ride experience in this tight space. While not our first custom coaster, the Thunderbolt is definitely the latest attraction that showcases our capabilities in the custom coaster realm.

FAST FACTS

Name/Park

Thunderbolt/
Luna Park at Coney
Island
Brooklyn, N.Y.

Type

Steel looping coaster

Height/Speed/Length

125 feet/65 mph/2,000

Elements

Vertical Lift Hill,
Loop, Zero-G Roll,
Stengel Dive, Dive Loop,
Corkscrew

Ride Vehicle

Single-car trains seating
nine riders, three-abreast

Design/Engineering

Antonio Zamperla S.p.A.
Vicentina, Italy

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INTERNATIONAL

►Cinecitta World opens in Italy — Page 12 & 14 / Sunkid-Heege unveils Biga-Coaster — Page 16

Efteling to debut themed dive coaster in 2015

STORY: Andrew Mellor
amellor@amusementtoday.com

KAATSHEUVEL, the Netherlands — The Dutch theme park Efteling has announced that it will introduce a new dive coaster in the summer of 2015.

To be named Baron 1898, the ride will incorporate a mining theme and although the park has yet to officially confirm the manufacturer, based on the park supplied rendering, it is expected to be the Swiss company Bolliger and Mabillard, well-known for building such attractions.

The coaster will be suitable for riders of 1.40 meters (53 inches) and above and will take guests back to the age of the Dutch mining industry in the late 19th Century. Riders will assume the role of mine workers and experience a 37.5 meter (123 foot) freefall down a mine-shaft at a speed exceeding 90



Efteling's new dive coaster will make its debut in the summer of 2015. It is heavily themed to the dutch mining industry of the late 19th Century. COURTESY EFTELING

kph or 56 mph.

Efteling was inspired to create the theme by the mining industry's rich history, including the international legend surrounding the "Witte

Wieven" (White Women, as mentioned in European mythology). The attraction invites visitors to step into the shoes of a mineworker and elevates the mineworkers

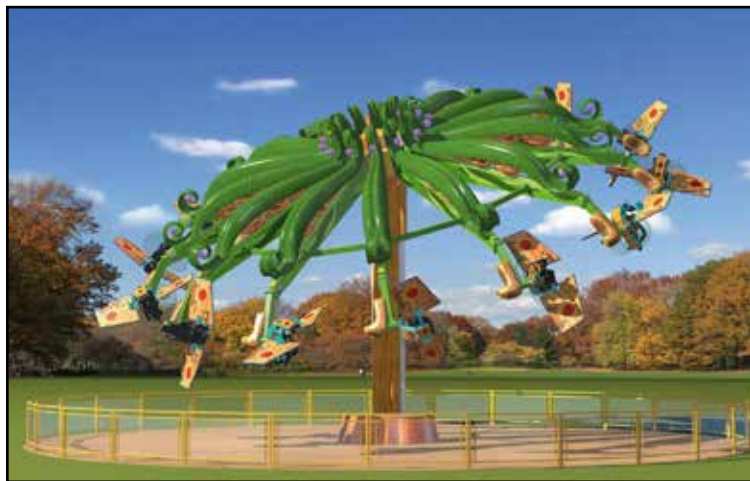
to a dizzying height before dropping them down the mineshaft and taking them on what will be a spectacular roller coaster ride.

The story behind Baron

1898 is based on the legend of a greedy mining baron who discovered a vein of gold in the south of the Netherlands. He wanted to extract as

► See EFTELING, page 8

Technical Park expands product range with exciting additions



Technical Park's Aerobat is described as a "revolutionary reinvention of the classic Paratrooper ride, but made now interactive." COURTESY TECHNICAL PARK

STORY: Andrew Mellor
amellor@amusementtoday.com

MELARA, Italy — The product range of Italian ride manufacturer Technical Park continues to expand with the introduction of a number of new attractions during 2014.

The most recent addition to the range is a new concept launched at this year's Euro Attractions Show in Amsterdam: Crazy, a working model of which was on display. This thrill ride has 24 seats and offers an action packed experience based on a rotating main arm stretched between two

vertical sections, on which four, six-seater passenger carriers are positioned to take riders upside down and around.

Earlier in the year the company announced the introduction of the Aerobat, described as a "revolutionary reinvention of the classic Paratrooper ride, now interactive." The tilting wings of the passenger vehicles are operated by the riders to provide an added feature while each rider can also directly control the spin for a "soft" or "thrill" experience. It is therefore suitable for the whole family, with a minimum rider height of 1.3

meters (52 inches).

The Pegasus 16 is another addition to the range for 2014. The attraction is an evolution of the Pegasus and provides a high speed experience for up to 16 passengers who are seated in four, free-rotating vehicles of four seats each. It reaches a maximum height of 17 meters (56 feet) and flips and turns riders in numerous different ways as it circulates on a central axis. The first transportable Pegasus 16 debuted at the Volksfest in Nürnberg, Germany.

Other recently launched
► See TECHNICAL, page 8

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►EFTELING

Continued from page 7

much gold as he could from the ground, but the fertile soil was under the protection of the White Women. Mining baron Gustave Hooghmoed called upon his mineworkers to help him, promising them mountains of gold. During the ride it becomes clear that the White Women will do everything in their power to sabotage the gold mining.

The introduction of the new coaster forms part of the first phase of Efteling's targeted growth strategy up to 2020 and Chairman and CEO Fons Jurgen commented: "There are three clear reasons why Efteling has chosen a dive coaster. In order to achieve the projected growth, an expansion of our current range

of attractions is necessary. In addition, within the extended family target group, on which Efteling normally focuses, there is room for an attraction specifically targeted at teenagers. Finally, a dive coaster is an exciting and unusual thrill ride in Europe, which continues to set Efteling apart from other leading European theme parks."

And he emphasized that it is primarily the story surrounding the ride that makes the attraction so unique and typically Efteling. "Baron 1898 is an excellent combination of steel and a story," he added.

The new ride is being accommodated between the Flying Dutchman and the Gondoletta boat ride in the Adventure realm area of the park.

►TECHNICAL

Continued from page 7

rides include the Mega Loop, a 45-seat swing ride with five sets of nine seats in a pentagon shape which swings up to 45 meters (148 feet), and two round rides. These are the Apollo Sidecars, a motorcycle and sidecar themed attraction with tilting action operated by passengers via the throttle on the handlebars, and the Wind Waves, a windsurfing themed ride, again with a tilting action as it rotates around a central column.

The new Mega Loop swing ride offers 45 total seats, organized in a pentagon shape of five sets containing nine seats. When fully inverted, the ride reaches a maximum height of 45 meters (148 feet).

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Gerstlauer takes to the sky

MUNSTERHAUSEN, Germany — Gerstlauer continues to innovate when it comes to interactive thrill rides. 2014 has seen the opening of three flat rides on three different continents. These include: Sky Roller: Bakken, Denmark; Sky Fly: Camel Republic, Thailand and Sky Fly: Dreamworld, Australia.

"We are thrilled with the attention that the Sky Fly and Sky Roller continue to garner," said Siegfried Gerstlauer, managing director of Gerstlauer Amusement Rides. "With the rise of a video game culture, today's park-goers want some attractions where they are not just passive riders — they want to create their own experience. Our rides do that through a unique winged vehicle where riders control the flipping."

The Sky Fly and Sky Roller utilize a seat and restraint similar to Gerstlauer's Euro-Fighter roller coaster system. The Sky Fly features group of seats at one end of an arm set at an angle that swoops from just above the ground to 22 meters (72 feet) with every rotation. The Sky Roller is a circle of sweeps set out from a center pole that allows for circular spinning, the ride height is customizable.

Gerstlauer continues to grow by offering flat rides that are different from their competitors. "When it comes to designing flat rides, you have to be unique," said Siegfried Gerstlauer. "We continue to work to design attractions that no one else offers. Gerstlauer believes that to best service our customer constantly we need to innovate and push ourselves to do something different."

Funtime thrills riders around the world

AUSTRIA — Funtime is excited as it looks to 2015. This year saw the opening of record-setting vertical rides and next year looks just as busy.

"It certainly has been thrilling for us," said Hannes Lackner, the company's head engineer. "Our rides continue to pop up around the globe, which is certainly exciting. This year we opened our eighth StarFlyer with Six Flags at their New England property and it was another one of our massive 403-foot rides. Next year will see another StarFlyer at Six Flags Mexico, where it will be the second Funtime attraction at the park."

"The Six Flags New England StarFlyer was certainly a feather in all of our caps," said Adam Sandy, chief busi-

ness development officer for the Ride Entertainment Group. "Our team members partnered with Funtime to install that tower attraction and, despite the harsh New England winter, it was ready to open early. Now you can see the New England Sky Screamer from all over western Massachusetts."

The company has stayed busy with other attractions, also. In 2014 they opened two Slingshots, and last year debuted their newest ride, the Skyfall, at Oktoberfest. Despite being a new ride, Funtime has sold four of the drop rides worldwide. The Skyfall was developed with the European showman in mind, but it is available as a park-model attraction, also. Although it stands an exhilarating 262 feet tall, it can be set

up in less than one day with no cranes. The ride is a heart-pounding experience where 24 guests are whisked to the top of the tower and then dropped straight down into a set of magnetic brakes.

"We felt that even though there are several freefalls on the market, we could make it much more user-friendly," said Lackner. "We came up with a unique way to erect a tall tower without a crane and did some other improvements to the ride system, such as putting the winch at the bottom of the tower. Since we own and operate some of our attractions, we bring operations experience into our ride design."

Funtime offers the Skyfall in both park and trailer models in a variety of heights and with LED lighting packages.

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IE Park/SOLI introduces new eco-friendly bumper car

REGGIO EMILIA, Italy — Italian manufacturer IE Park/SOLI Bumper Cars have added another bumper car model to its impressive line of vehicles with the latest addition featuring innovative design features and eco-friendly credentials.

The new NK.01 is unlike any other bumper car. It features a unique design with a tubular steel supporting structure on the outside of the bodywork as opposed to fiberglass. As a result it has a higher resistance to impacts and vibrations.

The body of the car can be made with different types of high strength plastic materials and can be clear, colored or decorated in a theme of the customer's choice. As well as the car body, the colors of the tubular steel structure can also be chosen.

Of key significance is the fact that the new car also uses recyclable materials. This means that at the end of the vehicle's life, the tubular steel frame and the car body



For its 85th anniversary season, Italy's IE Park/SOLI Bumper Cars have added this new eco-friendly vehicle to their lineup. The fully recyclable bumper car also features tubular steel supporting structure and LED lighting technology.

COURTESY IE PARK/
SOLI BUMPER CARS



will be 100 percent recyclable, making it an innovative addition to the SOLI Bumper Car line. Power consumption is also greatly reduced on the NK.01 through the use of a special "chopper" electron-

ics board for power control which can be set in such a way as to limit the maximum current supplied to the motor, thus allowing lower power use. Additionally, the use of LED lighting technology of-

fers a high level of lighting with low energy consumption, long life and easy maintenance.

The new positioning of the NK.01's LED lights inside the tubular frames guarantees protection against impacts and tampering and because the light fittings use RGB colors, there are many options available, dependant on the choice made in the programming of the Master-MPD1 electronics board.

In addition to the programming of the light colors, the use of the Master-MPD1 electronics board also allows management of the digital touch display and any interactive games onboard the car.

By incorporating one accelerometer, it is also possible to detect the car collisions and turn them into light games or images to show on the digital display within the vehicle.

The digital touch screen can also be used by the operator for advertising purposes, company logos, the score of interactive games, movies or

any video pre-loaded into the internal memory. For riders, it allows them to select different modes from a special menu which includes choices for music during a ride, games and the web cam.

"We are continually developing our range of SOLI bumper cars with the introduction of new models and the NK.01 is yet another major development for many different reasons, not least its stunning design and its environmentally friendly credentials," said IE Park Sales Director Andrea Munari. "It is a totally new, unique design and we are confident it will create much interest among operators, particularly those looking for something different with an outstanding visual impact."

The NK.01 joins the SOLI Bumper Car range in the company's 85th anniversary year and continues the growth of what is one of the most comprehensive offerings of bumper cars currently available.



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Cinecittà World brings the golden era of cinema back to Italy

STORY: Andrew Mellor
amellor@amusementtoday.com

ROME, Italy — Cinecittà World, the first theme park in Italy dedicated to the world of cinema, opened its doors to the public in July.

Representing an investment of approximately €250 million (\$338 million), this latest addition to Italy's theme park roster was designed by three-time Oscar winning production designer Dante Ferretti and features a soundtrack by Oscar-winning composer Ennio Morricone (to whom the Western area of the park is dedicated).

It is located close to Rome at Castel Romano (15 km south of the city center, equidistant from both airports — Leonardo Da Vinci and Ciampino — and 30 minutes from Ostia and the tourist port of Civitavecchia, in the grounds of another former historic film studio built by Dino De Laurentiis

in the 1960s, Dinocittà. It is not far from extensive beaches and pine forests and right next to the well-known McArthur Glen Castel Romano Designer Outlet, one of the most prestigious of its kind in Europe.

The park is dedicated to cinema and entertainment and features 20 attractions, eight film sets, four theaters, four restaurants and numerous F&B points. It provides a well-balanced offer of indoor and outdoor attractions for the whole family so that children, teens and adults can enjoy the experience all together as well as in their own specially designated areas. It is scheduled to open 260 days of the year, one of the longest seasons for a theme park in Europe.

In its nearly 80-year history, the Cinecittà film studio attracted the world's greatest directors and biggest movie stars and over 3,000 movies were produced there. Now, however, the new park dedicated to Cinecittà's golden era hopes to attract a different type of user to those of years gone by — namely around 1.5 million visitors a year looking for some theme park entertainment who it is hoped will help create an estimated annual turnover of approximately €55 million.

Cinecittà World is part of a project that will occupy a comprehensive area of 150 hectares and will be articulated in various phases with a total investment of €500 million (\$640 million) all in private funding. It will see the creation of 500 jobs upon completion of all phases and is a project by Cinecittà Parchi SpA, founded in 2009. An 80 percent stake in the company is held by Cinecittà Entertainment and the remaining 20 percent by Generali Properties SpA.

Cinecittà Entertainment is part of IEG — Italian Entertainment Group — whose principal shareholders are Luigi Abete, Andrea and Diego Della Valle, Aurelio De Laurentiis and the Haggiag Family. Cinecittà Entertainment is one of the leading entertainment companies in Italy, while Generali Group is No. 1 in Italy and No. 19 in the world among the Fortune Globe 500 companies.

A range of companies have been involved in the de-



velopment of the park. The children's area (DreamLab) was constructed entirely by Italian companies, while other areas of the park saw the input of German, Swiss and British companies. Cinecittà World has also paid particular attention to environmental sustainability through the use of renewable energy sources (cogeneration plant), the management of water resources and the development of existing green spaces, with an additional investment of more than €2 million (\$2.5 million) in new ecological areas.

The park is made up of a total of eight film sets, the first being the entrance of Cinecittà World which is a tribute by Dante Ferretti to *Cabiria*, the first major film produced in Italy, in 1914. The set faithfully recreates the temple of the god Moloch, from whom little Cabiria is saved thanks to the intervention of Maciste. On the sides of the giant statue are the reception and ticket offices.

Cinecittà Street is the park's main street, inspired by 1920s New York. The setting is the era of prohibition, gangsters and swing and here, among many other things, visitors will find a Barber Shop where they can undergo a transformation into authentic film extras. Two restaurants (the American Bar and the Charleston Club) are also located here, along with a Drugstore and the park's main shop,

► See CINECITTÀ, page 14



This park map (top) gives an overview of the new Cinecittà World movie-based theme park in Rome. Above, the beautiful attention to detail and theming is found in this street setting. At right and below, features such as water fountains and detailed theming combine with the ride attractions to create the perfect theme park setting.

COURTESY CINECITTÀ WORLD



FAST FACTS

Park

Cinecittà World
Via di Castel Romano
200,
Castel Romano,
Rome, Italy
www.cinecittaworld.it

Owner

Cinecittà Parchi SpA
(part of the Italian
Entertainment Group SpA)
Principal Shareholders
Luigi Abete, Andrea and
Diego Della Valle,
Aurelio De Laurentiis and
the Haggiag Family

Park Cost

€250 million/\$338 million

Number of Jobs Created

More than 500

Attractions

20 attractions, 8 film sets
4 theaters, 4 restaurants

Opening

July 2014

Projected Attendance

1.5 million by 2015

Key Ride Suppliers

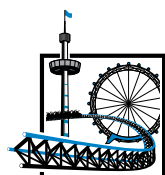
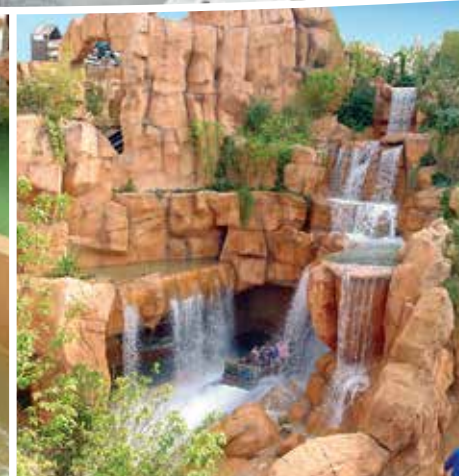
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►CINECITTÀ

Continued from page 12

the Five Points, which takes its name from one of the most famous zones of New York.

Sognolabio (Dreamlab) is an area dedicated entirely to children and inspired by the fantasy genre. The theme is dreams and the stage preparation is a genuine dream factory where younger visitors will cook, knead, bake and package their dreams. On the set visitors can find the kiosk Candy Dreams and seven kiddie rides that represent the factory's production chain, along with the Splash Battle ride, a fleet of boats each with eight seats for the whole family, equipped with water cannons. The ride attractions here were supplied by Italian companies Zamperla and Preston & Barbieri.

AQUILA IV, based around a Second World War submarine, is an interactive war set in which Cinecittà World becomes the theater of numerous battles for the earth on land, in the air and at sea. Visitors are able to learn the true story of the "wild" submarine, code-named AQUILA IV.

One of the most significant sets at Cinecittà World, Erawan, celebrates 1950s adventure films with an atmosphere that combines the romances of Emilio Salgari with the video game Tomb Raider. The set centers on the temple of the elephant god, Erawan, and is surrounded by tropical plants and jungle sounds. On the back of the elephant is one of the park's thrill attractions, a four gondola Drop Tower, from Intamin. In one of the elephant's legs is a retail outlet resembling a sumptuous Indian palace.

Ennio's Creek is a western village incorporating the restaurant/saloon High Noon, a games room, mine, church and the classic dusty cemetery. The theme is "spaghetti western," complete with gunslingers and can-can girls.

Altair is a set dedicated to the great sagas of science fiction cinema and populated by a mix of humans and aliens. The spaceship Altair recently arrived on planet earth and takes the form of a 10 inversion coaster, again from Intamin. The attraction includes 10 360-degree inversions, with features including a cobra roll and corkscrew. The effect of



the intergalactic voyage is reinforced by varying inclines and by the design of the spaceship that encloses the loading and unloading station. The coaster takes riders up to speeds of 100 kmh (62 mph).

Aktium is an area dedicated to Ancient Rome and is a tribute to the great cinema of peplum (a genre of Italian-made films). Here visitors can find a reproduction of the city of Ambracia, refuge of the legions of Marcus Octavius, as well as the Aktium water ride, supplied by Mack Rides. An attraction for all ages, it reaches 22 meters (72 feet) in height and takes riders up two elevator sections before releasing them to descend through a camelback section and into a splash zone.

The center of the park features the Piazza Dino de Laurentiis, a tribute to the founder of the original film studios. The square is the heart of the park and hosts Cinecittà World performances as well as concerts and more. Characterized by a spectacular fountain, from Watercube Srl, it was conceived as an area of reflection and relaxation. The fountain, one the longest in Europe (95 meters/331 feet in length and 13 meters/42.5 feet in width), boasts many special effects and a large water screen, where visitors can view video images projected onto a giant screen of water.

Cinecittà World also features several theatres. The 1,300 capacity Theater 1 accommodates the permanent show, Enigma, an original performance written and produced by Filmmaster Events. It is a tribute to the magic of cinema and to the enigma every story creates within us. Theater 1 will also host other shows that will change throughout the season.

Theater 2 houses the Darkmare indoor family drop coaster from Intamin. The atmosphere of this set is inspired by black and white thriller/horror films and the storyline is that it is haunted and in-

habited by the presence of the devil. Theming and projection screens throughout the ride create the setting for an entertaining experience.

Theater 3 houses the Enchanted Projector which takes the form of a huge film projector that is in fact a multi-level playground for up to 150 children aged three to 12. In Theater 4 it's a case of "lights, camera... action!" where an audience of up to 250 can enjoy selected shows adapted to various age groups.

Cinecittà World also incorporates what it refers to as several "laboratories" which house various attractions. In the first is Kroma K which utilizes green screen technology to allow visitors to experience what it's like to be part of a film. Laboratory 2 houses Cinecitram, an Immersive Tunnel attraction from the U.K. company Simworx, while Laboratory 3 features Light Speed, the set of a science fiction film about futuristic racing machines.

The food areas of Cinecittà World are also a key element of the park and there are four restaurants with a total seating capacity of 1,540 (860 internal/680 external), as well as numerous refreshment points, including kiosks and cafés with themes that reflect their respective positions. All restaurants and refreshment points are managed internally by Cinecittà World.

A central production area has been created that serves all four restaurants and refreshment points and according to the park this is the first example in Italy of a centralized system to guarantee quality and hygiene. The main restaurants are the Charleston Club pizzeria/restaurant, the Old American Bistrot, High Noon, inspired by the spaghetti western theme and faithfully representing an old time saloon, and the self-service eatery Apicius, the park's largest restaurant which offers typical Italian cuisine.

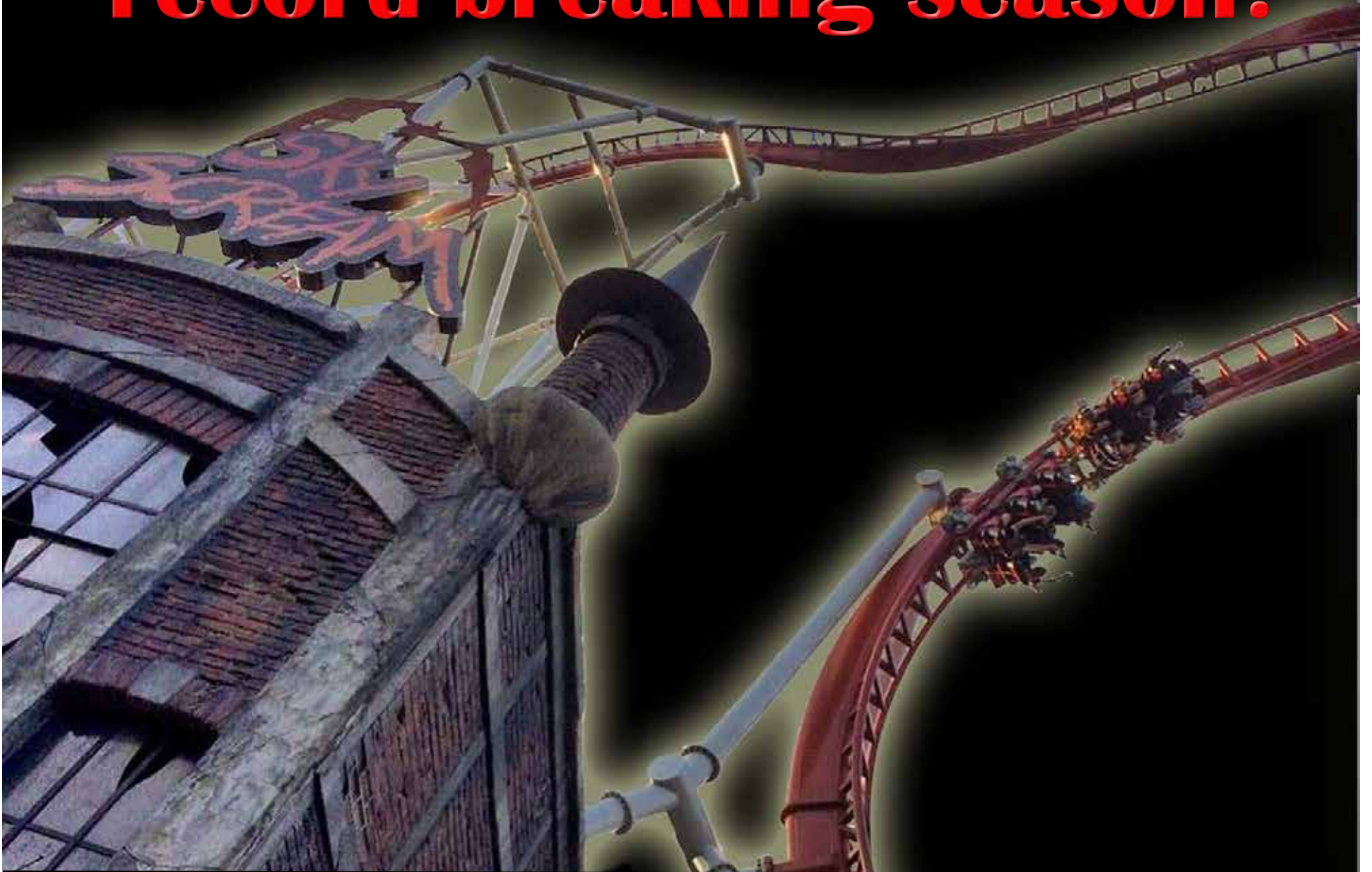
Cinecittà World is the second theme park to open in the region in the past three years, Rainbow Magicland having made its debut in 2011. It's good to see brand new parks being built and we hope the future is a successful one for an attraction based on so much success in the past.



Futuristic theming abounds throughout the loading/unloading station of the Altair coaster (top); the Splash Battle ride (above) provides more water based fun for visitors; the superbly themed free fall tower ride from Intamin goes by the name of Erawan (right) and Aktium from Mack Rides is one of the main attractions at the movie theme park.
COURTESY CINECITTÀ WORLD



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Sunkid-Heege unveils the Biga-Coaster

AUSTRIA — Austria-based Sunkid-Heege has announced that it has completed its first installation of its new Biga-Coaster (a Skydrive ride shown below) on the second floor of the mobile Tower-Event Center. The Tower-Event-Center is used for several festivals, including the Freiburger Frühlingsmess, the Pfingstkirmes (both in Germany) and the Kermis in Tilburg and Hoorn (Netherlands). Half of the tracks run through the covered indoor area, the other half is located at a height of 7 meters (23 feet) and leads onto an outdoor balcony. The Tower-Event-Center installation is only one of many possible indoor or outdoor applications that are possible. Installations on viewing platforms, amusement rides such as haunted houses or interactive areas of museums count among the numerous application possibilities.

The very special and unique design aspect of the Biga-Coaster is the substructure. The mandatory track construction allows for the tightest radii as well as riding uphill and downhill at the very same time. This results in distinct installation possibilities, which can be tailor-made to meet the individual customer's needs.

•www.sunkid-heege.com/big-a-coaster



New Mayaland theme park development announced for Poland

STORY: Andrew Mellor
amellor@amusementtoday.com

POLAND — The Dutch and Polish recreation park Holiday Park Kownaty, an initiative by Momentum Capital, has signed a contract with Plopsa, a subsidiary of the Belgian entertainment company Studio 100, to use the amusement park license for the animated character Maya the Bee.

The announcement was made at a press conference held at the recent Euro Attractions Show (EAS) in Amsterdam. The popular character will be the central figure of an indoor/outdoor theme park in Poland called Mayaland, the first step in the development of the Polish recreation park Holiday Park Kownaty. Additionally, discussions are also taking place with operators of golf courses, vacation homes and hotels regarding further participation in the project, which will cover a total of 207 hectares.

Commenting on the announcement, Daniel Heinst, CEO of Holiday Park Kownaty, said: "I am convinced that with Maya the Bee we have been able to bring a global brand on board which will ensure a fantastic start to Holiday Park Kownaty. Maya the Bee is a timeless character that is loved by all ages. Studio 100 presents the adventures of



Martijn van Rhee (left) CEO of Momentum Capital, and Holiday Park Kownaty CEO Daniel Heinst at the press conference held during the EAS event to announce the new park. AT/ANDREW MELLOR

this cheerful bee to children and their parents through the television show and the brand new movie shown in theatres. Mayaland will bring the world of Maya the Bee even closer."

On behalf of the Plopsa Group, CEO Steve Van den Kerkhof said: "The new theme park will give children and their parents the opportunity to discover the world of Maya for themselves and to experience unforgettable adventures with her, like they can in the Maya zones in the Plopsa theme parks."

The Mayaland project is currently the only one of its kind in the region between Berlin, Germany, and Poznan, Poland, and it will be the first theme park in Poland.

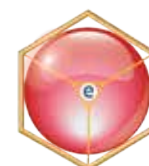


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PARKS & CARNIVALS

► Kentucky Kingdom enjoys 2014, looks to 2015 — Page 30 & 31 / Carnival News — Pages 46-52

Steel thriller to feature beyond-vertical first drop

Massive, multi-element coaster 'creature' will inhabit Lagoon

STORY: Dean Lamanna
dlamanna@amusementtoday.com



FARMINGTON, Utah — Following a long period of secrecy and public speculation, Lagoon amusement park, located 17 miles north of Salt Lake City, has revealed details of a beast it will unleash on its scenic grounds at the start of its 2015 season.

The family-owned park, which began life as a bathing resort on Lagoon Lake more than a century ago, will spend the winter completing the track assembly and testing of Cannibal — a state-of-the-art steel diving roller coaster. At \$22 million, the project is the largest single expenditure in the property's history.

"There's still a lot of

work to be done, but we're really excited about it," said Julie Freed, Lagoon's director of special events. "We're also excited to finally be talking about it!"

The park's tenth roller coaster, Cannibal will have a 208-foot vertical lift, an underground tunnel, an elaborate water element and three inversions—including an Immelmann loop (capping out at 140 feet) and a diving loop — along 2,735 feet of track. The ride, lasting two and a half minutes, will achieve a top speed of 70 mph and pull as much as 4.2 Gs.

Cannibal represents Lagoon's latest in-house

coaster design effort since the installation of BomBora, a surfing-themed steel family ride, in 2011. It has been in development for five years.

"BomBora was kind of our 'tester' to see if we could pull Cannibal off," Freed said. "We always knew that we wanted to do a big mega-coaster, and we were just waiting for the right time.

"We actually wanted to open Cannibal for this last season. But it's been such a giant project that we had to push it back a year, which is why we've waited so long to announce it. We hadn't been sure, positively, when it was going to be ready. Timing and money have been factors."

The highest structure in the park, Cannibal cleared all zoning hurdles with the city of Farmington two years ago. Since then, Lagoon has been working with mostly local suppli-



This October construction photo shows the completed tunnel and many track supports that will form the layout of Cannibal. COURTESY LAGOON

ers and vendors on the coaster's construction. The park also has been consulting with Maurer Söhne of Munich, Germany, and has ordered seven coaster vehicles (six will be able to operate on the track at once; one is a spare).

As *Amusement Today* went to press, the lift tower was completed and nearly all of the project's required

6,000 cubic yards of concrete — including the tunnel, reaching 20 feet below grade, and footings for 125 support columns — had been poured.

Freed was particularly enthusiastic in discussing Cannibal's imposingly monolithic, fully enclosed vertical lift, the mechanics of which have been supplied by Intermountain Lift of Springville, Utah. It will hoist and ultimately dump the 12-passenger vehicles over a beyond-vertical, 116-degree drop straight into the tunnel.

"You're lifted straight up in total darkness," she described. "At the top, there's a garage door that rolls up. The vehicle then sits there for a few seconds so that the riders' eyes can adjust and they realize where they are — looking out over the park. And then

► See LAGOON, page 20



Cannibal's fully enclosed, 208-foot vertical lift will utilize ski lift technology to hoist 12-passenger ride vehicles to the top, where they will pause before a door opens and they roll forward over a 116-degree drop. COURTESY LAGOON



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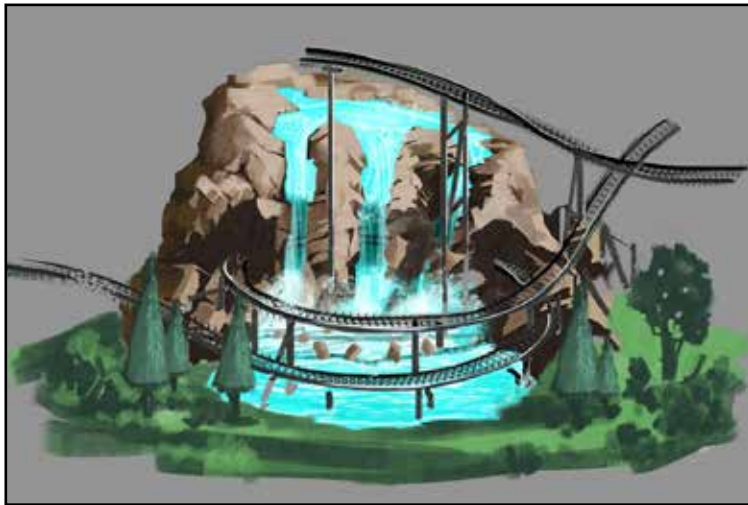
Moser Rides
Revolving Tower 75 Mt.



Wattman Trains



abc rides, Rapids Ride



►LAGOON

Continued from page 19

you take off.”

Cannibal’s vehicles will feature triple-locking, lap-only restraints: one hydraulic and two mechanical. “We

This elaborate water feature illustrates the imaginative theming that will highlight the \$22 million Cannibal and integrate it into Lagoon’s natural setting.

COURTESY LAGOON

want riders to feel as ‘free’ as possible,” Freed said. “We’ve been testing the seat design for over a year, and we’ve had over 100 people of all different shapes, sizes and ages try it out so that we can make sure it fits everybody.” The coaster will have a capacity of 1,200 riders per hour.

The lift tower, Freed added, will contain themed elements, some of which have not yet been decided.

“We’ve gone back and forth on whether we want it to be just pitch black in the tower or if we want to add some sort of animation. It’s going to have some awesome sound effects, and I’m sure there will be some visual effects.”

Freed confessed that coming up with unique overall theming for Cannibal, which will incorporate jungle-inspired touches (such as support columns made to look like lashed-together logs), was a challenge.

“It’s so hard to pick a name for a coaster,” she said. “You want something that can appeal to everybody. This coaster, we knew, was going to be monstrous, and we were trying to think of different things that could strike fear. When ‘Cannibal’ came up, we felt the name suggested that the ride would eat other coasters in their tracks. We wanted a name we could do pretty much anything with theme-wise — such as for our annual Halloween Frightmares event.”

Freed is part of the same family that has operated Lagoon since the 1940s, when her grandfather, Peter Freed leased and resurrected Lagoon with brothers Dan and Robert. Her father, David Freed, currently is president of the park.

“Lagoon is so special to my family and to my grandfather, who is 93 and still comes to work three days a week,” she said. “He’s so proud, and my father will never retire. We really are lucky, because it’s such a great, great place. We love it.”

And the Freeds are eager to welcome the fearsome Cannibal as a new member of the family.

“We’ve taken our time to do it right — to create a one-of-a-kind, world-class coaster. Safety is our number-one priority, and that informs all our decisions. But we also really wanted to have fun with it. Cannibal has been a long time coming, and I think our guests are really going to like it.”

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AirSurfer takes flight at IAAPA trade show

ORLANDO, Fla. — The Ride Entertainment Group teased their new AirSurfer amusement attraction on November 12, then will release full details on the ride at the IAAPA Trade Show and Convention. The AirSurfer is being billed as the world's first standing zipline that can navigate turns and climb hills.

"We are very excited about this technology," said Adam Sandy, the company's chief business development officer. "It offers a ride experience like nothing else in the market and can be utilized in so many different ways. From an upcharge attraction at an amusement or water park, to a ski resort installation, to a version that offers tours of a zoo, the AirSurfer technology is something special."

Ride Entertainment, which also owns Skycoaster, will manufacture the attraction using experienced amusement industry engineers and fabricators.

"We have learned a lot through our decade of Skycoaster ownership," said Ed Hiller, Ride Entertainment's CEO. "In the case of Skycoaster, we purchased a mature patent

with installations worldwide. We grew the number of sites while maintaining its impeccable safety program. With AirSurfer we purchased intellectual property with only one current installation and are excited with the opportunity to bring this ride to markets worldwide."

AirSurfer Entertainment is the entity that will design and fabricate the ride, and it has hired an experienced zipline engineer, Andy Greenberg, to lead the project.

"I am very excited to be a part of this team and product," said Greenberg. "The ride is so versatile and unique that I can see AirSurfer growing in ways we simply cannot imagine. All of us feel that this technology will allow us to offer rider experiences unlike any other ride in the amusement industry, and that excites our entire team."

Greenberg added, "We are currently in the process of re-engineering the ride, updating the control system, and ensuring that every aspect of the ride meets or exceeds applicable ASTM standards. We know our customers will be impressed with the results."

Ride Entertainment Group chose the IAAPA trade show to fully reveal its latest attraction, the AirSurfer. Described as the world's first standing zipline, REG says the ride can navigate turns and climb hills all while the guest remains in an upright position as on a surfboard or paddleboard. The new upcharge attraction, perfect for amusement or water parks as well as ski resorts and zoos, will be designed by zipline engineer Andy Greenberg and built by AirSurfer Entertainment, a subsidiary of REG.

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Kings Island's recreation of the railroad of the late 1800s appeals to guests of all ages. Kings Island's two locomotives have been at the park since it opened in 1972 and are scale replicas of the famous 1800s locomotive known as The General. Fired by propane rather than coal, the 400-gallon boilers on each engine provide plenty of capacity to make them authentic steam-spitting locomotives. COURTESY KINGS ISLAND

Kings Island keeps memories of old steam trains alive

KINGS ISLAND, Ohio — Though many amusement parks opted long ago to remove their railroad attractions, Kings Island is not among that group. Park officials wisely realized very few

people have ever experienced a real steam train and that the park's recreation of the railroad of the late 1800s appeals to guests of all ages.

Kings Island's two locomotives have been at the park since it opened in 1972 and are scale replicas of the famous 1800s locomotive known as The General, which was the subject of the Great Locomotive Chase of the American Civil War (an 1862 military raid). The General is preserved at the Southern Museum of Civil War and Locomotive History in Kennesaw, Georgia.

Although Kings Island's engines are fired by propane rather than coal, the 400-gallon boilers on each engine provide plenty of capacity to make them real authentic steam-spitting locomotives. Each of the two engines – Blue No. 12 and Green No. 19 – pulls six coaches, and when both trains are filled to capacity, 960 guests can be on rail at one time. More than 5,400 guests may ride on the train each hour.

Soon after the trains pull out of the depot on the 36-inch gauge track, they pass over a 65-foot natural ravine on a steel and wood trestle. The track winds through several fields, stopping at the 33-acre Soak City Waterpark. After dropping off and picking up guests at Soak City, the trains then loop around through the woods and back into the depot. A round trip on the train covers one and a quarter miles of track.

The Kings Island and Miami Valley Railroad has given more than 51 million rides since 1972. Its record year was 1973, when 2,378,749 rides were given.



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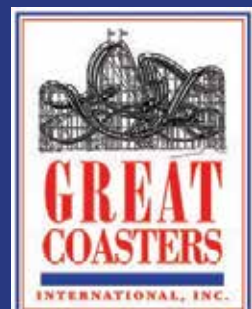
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BRIEF

Southwick's Zoo hosts NEAAPA summer meeting

MENDON, Mass. – More than 70 members of the New England Association of Amusement Parks and Attractions (NEAAPA) gathered at Southwick's Zoo on Aug. 13 for the organization's annual summer meeting.

Despite rainy weather, the group toured the spacious zoo grounds, enjoyed lunch and dinner and conducted a short board meeting.

A continental breakfast was sponsored by Carousel Family Fun Center. Cocktail hour and dinner were sponsored by Allied Specialty Insurance, S&S/Sansei, Premier Rides and Themendous. Event badges were sponsored by Themendous.

NEAAPA will host its next event during the International Association of Amusement Parks and Attractions (IAAPA) Expo in Orlando, Fla., in November. The Annual Tom Morrow Social, Wednesday, Nov. 19, is held each year during the expo to honor the late Morrow, who was a past president of NEAAPA and operations manager at Canobie Lake Park, Salem, N.H.

—Ron Gustafson

Skyline Attractions unveils GamesURide



Step right up and try your hand at the new GamesURide is the show theme being touted at the Skyline Attractions IAAPA booth No. 3278. GamesURide are the first truly interactive ride-game experiences, allowing you to become a part of your favorite midway games! Two GamesURide are being showcased: Grab a friend and race to the top in the bouncy fun of Strike-U-Up! Test your skills by striking the target and thus sending your friends skyward, bouncing up a pair of 20-foot towers in a fun and competitive race to the top! Go from bouncing to spinning with Spin-U-Win game. Win this one by spinning your seat faster than your friends to get your lights to reach the top of the pole first. This fast paced dizzy race is sure to leave guests laughing with childish delight.

•www.SkylineAttractions.com

Indianapolis Zoo opens first Chance Rides inverted track trolley

STORY: Pam Sherborne
psherborne@amusementtoday.com

INDANAPOLIS, Ind. — The Indianapolis Zoo wanted to do more than just have its guests walk around the new Simon Skjodt International Orangutan Center exhibit that opened there this past summer.

So, zoo officials reached out to Chance Rides, Wichita, Kan., to build a ride that would enable guests to get an eye-level view of the orangutans as they explore their new habitat.

Chance came up with an inverted fixed-track trolley system to carry passengers in gondolas suspended from a circular track.

That ride, called the SkyLiner, opened in late July, but not without overcoming some challenges at the onset. First, said Dick Chance last fall in announcing the new SkyLiner, the zoo had to research how high an orangutan can jump.

Then, Chance had to figure out how to place the support columns since they had to be located outside of the fencing (orangutans can climb most anything). This caused some of the columns to span up to 150 feet.

The ride has 18, four-passenger gondolas that travel about two miles-per-hour. The track length is about 1,200 feet and it travels at heights up to 60 feet in the air over the exhibit.

All indications are that it has been a success.

"The environment that they have created at the Indianapolis Zoo is beautiful and the Chance Rides SkyLiner is an important aspect of the guests' enjoyment of the exhibit," said Mike

Chance. "We appreciate the relationship that we've developed with the Indianapolis Zoo as this project has come together and we look forward to building similar attractions around the world in the future."

Lisa Hargrove, Chance marketing manager, said the company has already had some discussions with other zoos regarding the SkyLiner.

"The zoo industry is a very strong market for us with trams, trains and carousels, but like anyone else, they are all looking for new ways to entertain guests and we are happy to be a reliable resource for these customers."

Other Chance installs

Chance Rides has been very busy this year. Other 2014 installs by Chance include: delivered several Amphibious vehicles, referred to as Truck Ducks, to Guam and Boston; San Antonio Zoo received a new 50-foot Wildlife Carousel called the Zootennial; delivered two Viking ship themed Pharaoh's Fury rides to Holiday World and Playland Castaway Cove, and also a Pharaoh's Fury to Trader's Village in San Antonio; delivered the R60 Observation Wheel to National Harbor, Md.; delivered the Hyper GT-X roller coaster to Kentucky Kingdom in Louisville; Hogle Zoo, Little Rock Zoo and Maryland National Parks all received new CP Huntington Locomotives; shipped a new custom 36-foot Double Deck Carousel to Chinese customer Shang Shun, and Old World Wisconsin, San Diego Zoo, Parks Canada, and the North Carolina Zoo were all tram customers in 2014 purchasing either the Tramstar or Sunliner II power units and trailing units.

FAST FACTS

Name/Park

SkyLiner/
Indianapolis Zoo
Indianapolis, Ind.

Ride System

Inverted fixed-track
trolley system that carries
baskets around a
circular track
suspended over the
Skjodt International
Orangutan Center

Height/Length/Speed

60 feet/ 1,200 feet/
2 mph

Number of Gondolas/ Passengers per Gondola

18 Maximum/4 adults or
1 wheelchair and 1 adult

Minimum passenger height

42 inches to be
unaccompanied by adult

Opened

Summer 2014

Ride Supplier
Chance Rides



Chance Rides delivered this inverted track trolley to the Indianapolis Zoo this summer. The SkyLiner takes zoo guests on an aerial ride above the Orangutan habitat.

COURTESY CHANCE RIDES



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Photos courtesy of Amusement Today

"Chance Rides hit it out of the park on this one!"
- Mike Thompson, Augusta, ME (800+ coasters)

"I've been on over 700 coasters and I go all over the world and this is one of the best!"
- Joel Rogers, Denver, CO (700+ coasters)

"It's a giggle-coaster pulling all kind of surprises with amazing air time and just fun."
- Ann Fealy, Watertown, MA (1000+ coasters)

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First year attendance just shy of 600,000 visitors

Kentucky Kingdom rides 2014 success into 2015 season

STORY: Scott Rutherford
srutherford@amusementtoday.com

LOUISVILLE, Ky. —It's no secret that Kentucky Kingdom's 2014 season was a success. Impressive attendance figures and glowing guest reviews clearly show that the careful planning and timing of the park's rebirth was spot on. Kentucky Kingdom and Hurricane Bay

President and CEO Ed Hart and his management team are justifiable proud of what they've accomplished but they are hardly content to rest on their laurels.



Hart

Plans recently announced for Kentucky Kingdom's 2015 season are equally ambitious. "Our guests have demonstrated their support throughout the 2014 season," said Hart. "Now it's time for us to demonstrate our ongoing commitment to everyone who's made Kentucky King-



dom their family's new place to play. Throughout the season, our guests told us they love the expanded water park, but would like more time to visit. Guests also asked us if we had plans to add more rides to the theme park. Let me sum up our response by saying next season is all about 'more rides, more water, more hours, and more fun!'"

The operating calendar for Kentucky Kingdom and Hurricane Bay will increase
► See KINGDOM, page 31

Kentucky Kingdom's 2015 season will see the park add five marquee attractions that will include SkyCatcher, ARM Vertigo tower swing (above); Raging Rapids River Ride, Intamin river rapids ride (above right); Cyclos, Zamperla Discovery Revolution (right); and two rides not shown, the Enterprise, Huss spinning ride and T3, Vekoma suspended looping coaster with new trains from KumbaK.
COURTESY KENTUCKY KINGDOM




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Multiple blockbuster new ride hits this season helped Kentucky Kingdom enjoy a stunning first year, entertaining just under 600,000 visitors. The expansion to the water park, with multiple slide towers from ProSlide, included this Wikiwiki multi-slide tower (above). In the amusement park side, the new Lighting Run (below) steel roller coaster from Chance Rides thrilled guests with its twisted, turning and ultra-smooth track design. AT FILE



►KINGDOM

Continued from page 30

from 94 days in 2014 to 110 days in 2015, and the park will operate longer hours on weekdays.

But the really big news is the park's announcement of the largest reinvestment in Kentucky Kingdom's history. For 2015, the park will add five marquee attractions — some new and some existing — worth more than \$30 million. This comes on the heels of the initial investment of \$40 million in 2014.

Kentucky Kingdom's new-2015 additions will include:

- SkyCatcher: Supplied by ARM Rides, this tower swing ride will elevate 24 guests (seated two abreast in 12 swings) 130 feet above the ground and treat them to spectacular views of the park and surrounding landscape.

- Cyclos: Thrillseekers will flock to Cyclos, which is a Zamperla Discovery Revolution. A gondola seating 16 passengers revolves while swinging through dramatic 360 degrees loops.

- Raging Rapids River Ride: an Intamin river rapids

ride first opened in 1999 features eight-seat round boats travelling along a circuitous 1,400-foot-long course.

- Enterprise: the reintroduction of this Huss favorite utilizes 20 two-seat gondolas.

- T3: Initially known as T2, this was North America's first example of a Vekoma suspended looping coaster when it debuted in 1995. Undergoing a complete refurbishment this winter, T3 will feature new trains supplied by KumbaK and an updated red paint scheme.

Furthermore, Ed Hart shared with AT: "I am very pleased with our first year attendance. We primarily focused on the local market and we finished the season just shy of 600,000 guests. Keep in mind, that we also experienced an abbreviated season due to the extended school calendar — it cost us two weeks at the front of the season. We saw strong community support from the moment we announced that our team was coming back to redevelop the park, in 2014 we actually sold well over 100,000 season passes, with over 80,000 being sold before opening day."

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Koch Family Parks breathes new life into Alabama park

STORY: Scott Rutherford
srutherford@amusementtoday.com

BESSEMER, Ala. — It's no secret that the Koch family of Indiana's Holiday World and Splashin' Safari fame has a knack for running successful parks; it's obviously encoded in their DNA. Their approach to the business of fun is unique and exceedingly successful.

A branch of the family led by Daniel Koch and his sister Natalie Koch expanded their reach south earlier this year by acquiring Splash Adventure water park located near Birmingham. Formerly known as Visionland when it opened in 1998, the park has gone through a series of names and owners. The most recent operator, General Attractions LLC, focused solely on the water park, which left the amusement park side cut off and abandoned.

Enter Koch Family Parks. Having purchased the property in March 2014, they quickly realized that the former owners had left something of a negative image with some local customers. That needed to be addressed right away. And thanks to their combined Holiday World experience, they made it happen.

The Kochs and their team jumped in by investing \$7 million and coming up with a longterm plan to redevelop and rebrand the property. Sporting the new name of Alabama Adventure, the park reopened to the public on May 17, 2014. This season, the Kochs focused their atten-



tion on the water park, Splash Adventure. Along with existing water-based attractions, in which they invested substantially to bring them up to spec, the Koch's adding six new flat rides aimed at younger visitors. With the majority of these located along the walkway connecting Main Street with the water park, they included a Wisdom Wacky Worm; Zamperla Rio Grande train from Gillian's in New Jersey; Zamperla helicopter ride from Waldameer; a new Zamperla Jump Around, and a Lazer Maze Challenge. The latter from Funovation, Inc. was an upcharge attraction, but in classic Koch style, they removed the fee and made it free with park admission. They also offered guests a host of other complementary amenities including free parking, tube rental, sunscreen and wi-fi.

But they're not stopping there. The Koch's ambitious plans also call for reopening portions of the amusement park side in 2015 including the Rampage wooden roller coaster. Having not operated or been maintained since 2011, the Kochs spent the summer getting the Rampage in shape. The 1998-built thriller was rechristened and opened as part of a private event – Rip Roarin'

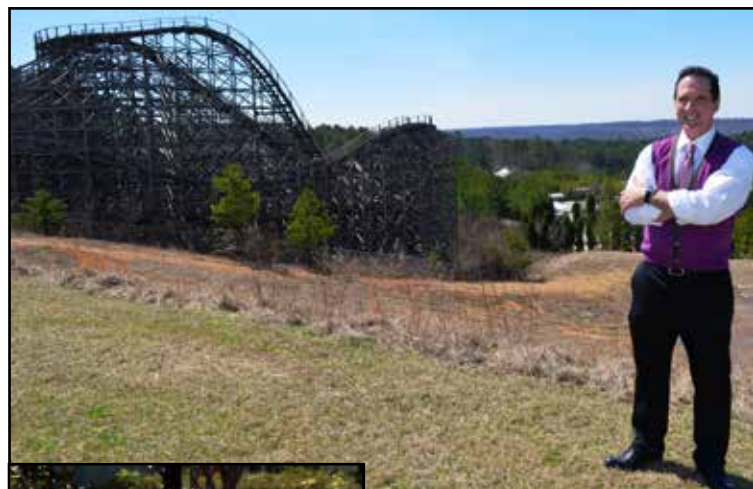
Rampage – for the American Coaster Enthusiasts on Oct. 25, 2014.

AT spoke with Dan Koch in late October and asked how the 2014 season turned out and what can be expected next year and beyond. "It started out slow attendance-wise because the park's reputation was not the greatest. But we gathered steam in July and August and we did quite well. The compliments we received as guests were leaving were just wonderful; they reminded me of Holiday World. They were so thankful saying this is 'so much better; it's clean and safe, and family-friendly. Thank you.'"

"When we bought the place, I underestimated just how much work was going to be needed," he explained. "A lot of money went into infrastructure. We spent over \$100,000 upgrading the water slide pumps and wave machine. But we made great strides rather quickly and brought it up to our standards."

As for Dan's core team, it's all about family. "My younger sister Natalie and I own this park. My mom [Pat Koch] is here every day greeting guests when they come in, making fries, whatever needs to be done. She's totally recognizable from TV here just as she was in Indiana, she's becoming a Birmingham celebrity. We have several other family members working and coming on board, too. So, yes, family-owned-and-operated is no simple slogan. That's who we are."

"Our Rampage wooden roller coaster was a huge en-



Above, Dan Koch of Koch Family Parks stands proudly before the recently-restored Rampage wooden roller coaster. Along with other members of the Koch family, Dan is redeveloping the former Visionland into Alabama Adventure and Splash Adventure (left) water park. After investing \$7 million in 2014, the family has long term plans to turn the property into one of the South's most popular amusement/water parks.

COURTESY
ALABAMA ADVENTURE



deavor. It started out as a half-million dollar project and ended up being closer to a million. We needed a new chain, track steel, wooden track, a lot of supports, and the train had to be rebuilt by Philadelphia Toboggan Coasters, Inc. It's running faster than ever and is one heck of a roller coaster. I wouldn't be surprised if it made it into the Top Ten woodies.

"But we're well-positioned. I look at this park and now realize that we have plenty of restaurants, toilets, and parking. The enviable part about this park is that we can now buy pieces that drive the gate. That's what I'm excited about. We can get on that big growth curve."

What can guests expect in 2015 and beyond? "Rampage, of course, is going to be huge, and we'll start offering free, unlimited soda next year. That promotion, started at Holiday World back in 2000, was Natalie's idea, and we're going to bring it here. We're accustomed to alternating year-to-year on water park and amusement park improvements. I need some early 2015 numbers before we can decide what happens in 2016 and beyond. We have a number of suppliers and designers drawing things up

for us right now. We have a lot of good people out there who are longterm business partners. I wouldn't be surprised to soon see a number of decent pieces going to the water park and the amusement park in 2016.

"Our next coaster will be a medium-sized family model. We are talking to the big boys about larger coasters down the road, but we'll build up to that. For 2015 we're working to pick up a few flat rides, which will be classics like a Tilt-a-Whirl and Scrambler."

Koch is justifiably proud of what his family is accomplishing with this new project. "This is an absolutely beautiful park. It's so well-designed and has so much potential. I can't wait until next year when I stop using the word potential. I want that out of my vocabulary," he said with his customary laugh. "This park is going to be something special. It won't happen overnight, but it will happen. Just like Santa Claus Land was a little park with a big heart, this one will grow into a great one. There's a void here in the south. There's only family, God, guns and football. These people are ready for a family water park and amusement park that is run well. And that's what we're giving them."

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Harry Potter casts spell on Universal Orlando with new area

ORLANDO, Fla. — There's no denying the fact that the Harry Potter franchise is wildly popular. J.K. Rowling's beloved books and the succeeding films have been amazingly brought to life in The Wizarding World of Harry Potter at Universal Orlando Resort.

Phase 1 in The Wizarding World of Harry Potter opened to rave reviews at Islands of Adventure in 2010. The headliner, Hogwarts Castle, was home to Harry Potter and the Forbidden Journey. While indeed amazing, Phase 1 was but a warm-up for what Universal's designers had in store.

Diagon Alley

Fast-forward four years to July 8, 2014 when USO welcomed thousands of eager guests to the next phase in their Potterverse: The Wizarding World of Harry Potter — Diagon Alley. Built this time in Universal Studios, Diagon Alley is a fully immersive experience that has no rival. Located in London, England, but magically hidden from the outside world, Diagon Alley is filled with entertainment experiences suited for the entire family. The new area includes whimsical shops with windows full of magical surprises, authentic food and beverages.

The centerpiece of the expansion is Harry Potter and the Escape from Gringotts, a new attraction that takes guests on ride through the Gringotts vaults — pulling them into a one-of-a-kind adventure. Guests enter Gringotts bank beneath a massive fire-breathing dragon at the far end of Diagon Alley. Inside Gringotts they walk through the bank's grand marble lobby and see lifelike animatronic goblins hard at work. Then, it's on to a journey through cavernous passageways that lead deep underground.

Designed by Universal Creative with a ride system that marries Universal Studio's Revenge of the Mummy and IOA's Adventures of Spider-Man, this new, multi-dimensional thriller features a 2,000-foot-long track (from Intamin) that is completely enclosed within a massive show building. Using 3D projection screens and other special effects, the attraction places guests right in the middle of the action as they face the bank's stringent security measures while navigating the underground vaults. Along the way they encounter Harry, Ron, and Hermione, but have to evade the wrath of malicious villains Voldemort and Bellatrix as well as trolls and other creatures who stand between them and a safe return to Diagon Alley.

"Harry Potter and the Escape from Gringotts will change the way you think about theme park attractions," said Mark Woodbury, president of Universal Creative. "We've created an entirely new type of ride that propels guests into the story like never before, and they'll remember it long after their visit to Diagon Alley."

Hogwarts Express

Linking the two Harry Potter areas is the Hogwarts Express, which takes guests on a rail journey between the two lands. But this is no simple train ride. Instead it's another immersive experience that brings to life many of the adventures the Potter characters lived through. Built by the Doppelmayr/Garaventa Group, which manufactures and installs surface and aerial ropeways, funicular railways, urban transit systems, Hogwarts Express train itself is in reality a funicular disguised as a locomotive. If guests have Park-to-Park admission tickets, they can pass through Platform 9¾ and board the Hogwarts Express from King's Cross Station in London and travel to Hogsmeade Station inside Universal's Islands of Adventure. The trains use an elevated track that travels between both parks. The passenger coach "windows" are digital video screens that transport riders into a spectacularly themed environment made famous in the films.

"The philosophy of the movies has always been to absolutely be true to the spirit of the books and the theme park is an extension of the movies," said Stuart Craig, production designer, Harry Potter film series.

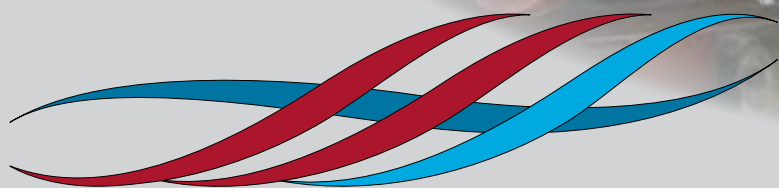
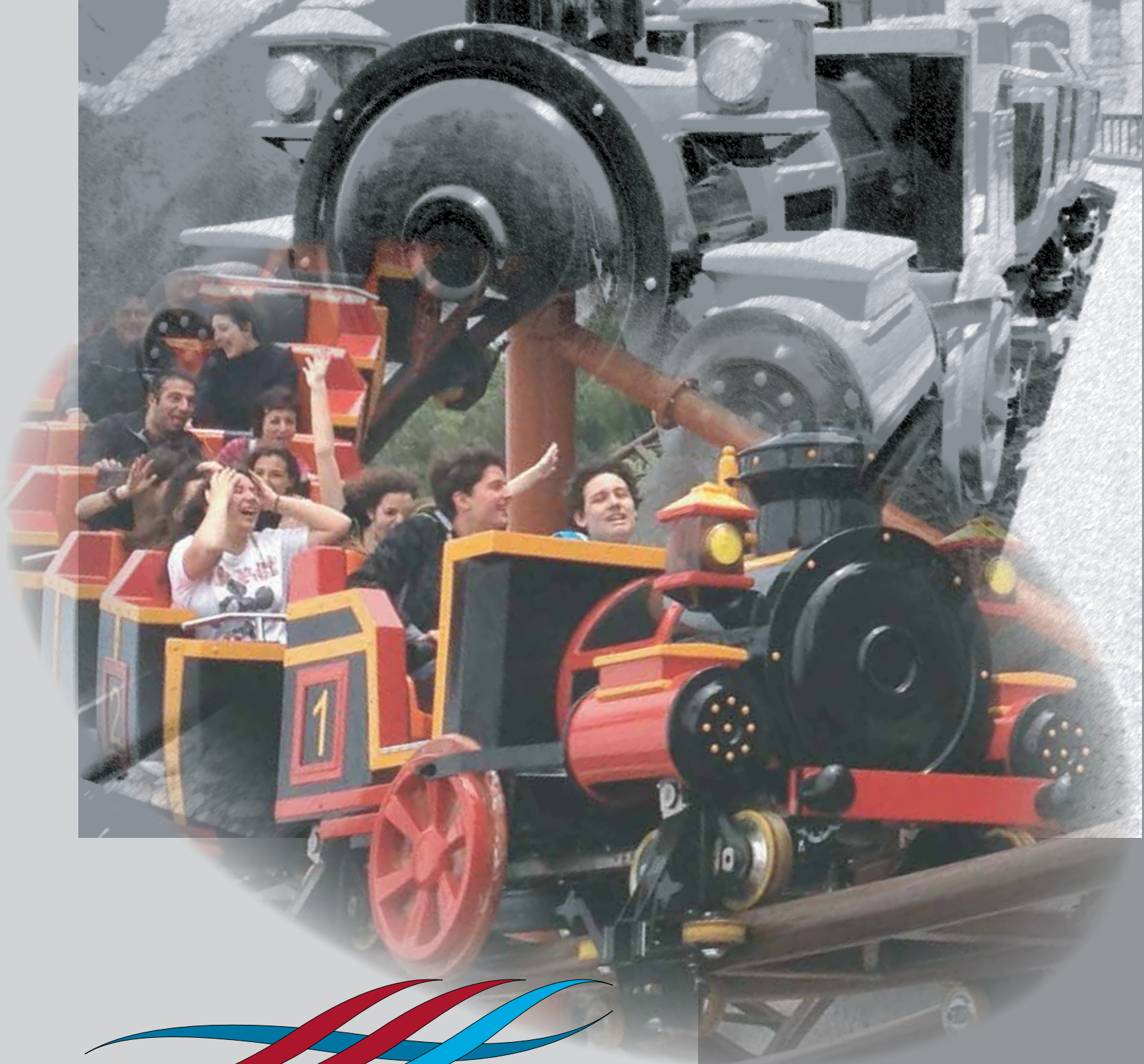
—Scott Rutherford



The Wizarding World of Harry Potter — Diagon Alley at Universal Orlando Resort brings to life the characters and sets from the Harry Potter books and films. Diagon Alley itself is filled with whimsical shops with windows full of magical surprises, authentic food and beverages. The centerpiece of the area (top) is Escape from Gringotts, a new multi-dimensional attraction that takes guests on a ride through the Gringotts vaults, above left. Below left, the ride vehicles are comprised of two-car trains that each seat 24 guests. Linking the two Harry Potter areas is the Hogwarts Express, bottom, another immersive experience that features a surprise-filled rail journey between Universal Studios and Islands of Adventure.

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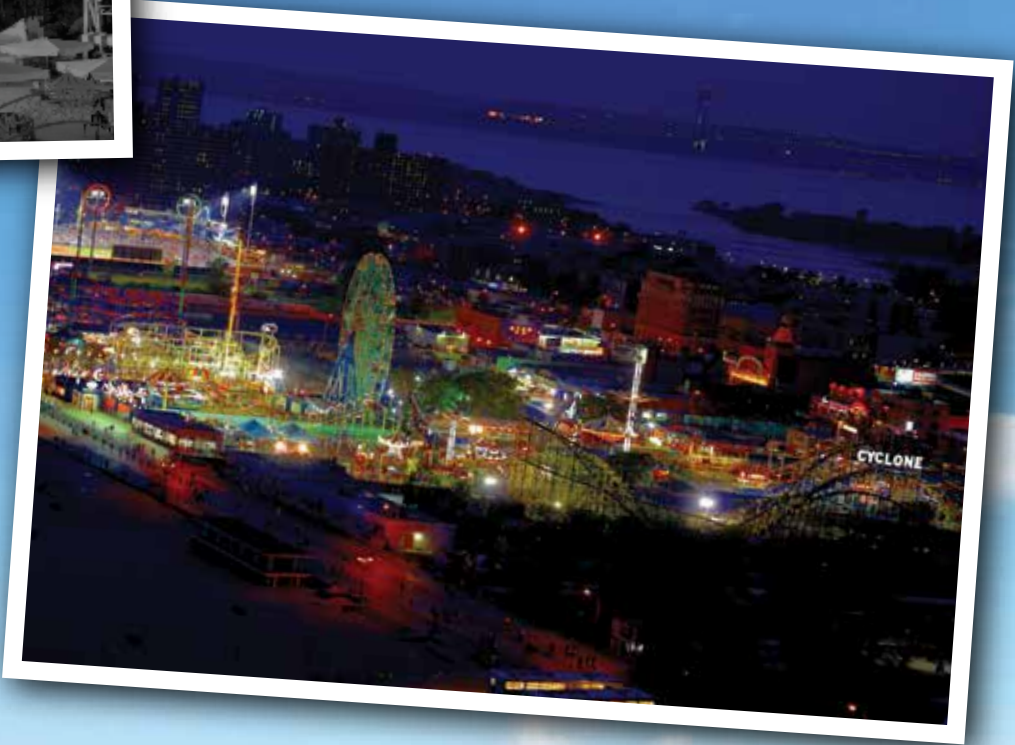
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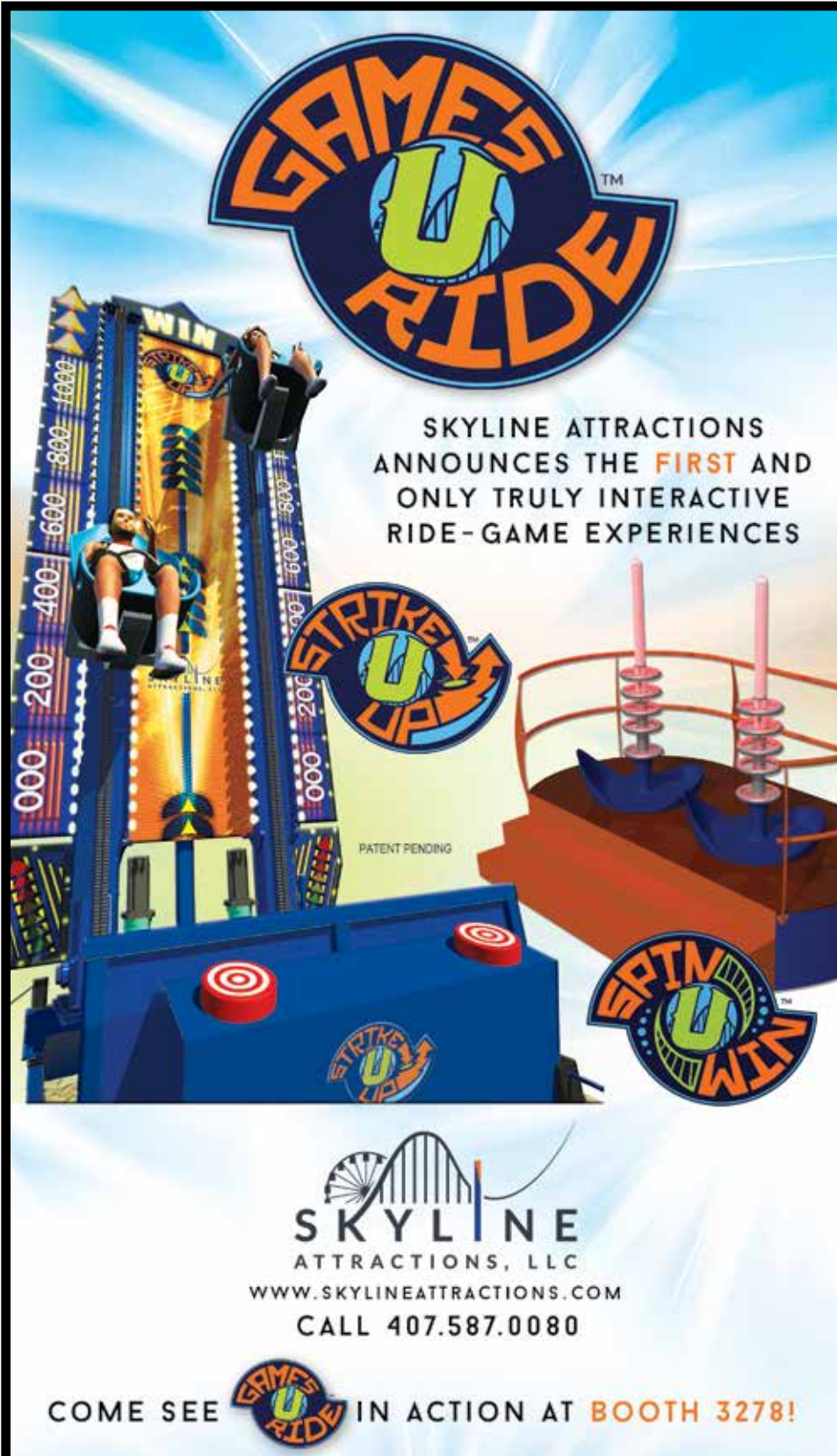
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SkyRide Technology nears several markets

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

WACONIA, Minn. — The best description for Scott Olson would be inventor. The entrepreneur, born in 1960, has created an eclectic assortment of inventions that have found buyers. They range from penguin lawn ornaments to over-sized outdoor ping pong tables sold as Kong Pong. His biggest claim to fame, however, would be roller blades. This overnight sensation in the 1980s took the world by storm. Founded in 1982, the company — Roller Blade — became a marketing dynamo and was such a success that roller blades were soon a household name, all deriving from Olson's dedication to fitness.

That driving force led the inventor to his newest concepts and it crosses over into so many diverse markets, that *Amusement Today* was able to visit Olson on his home turf in Minnesota and experience firsthand what could be the newest thing to captivate the masses. On property are working tracks that consist of an overhead suspended monorail type of conveyance.

"The original vision was totally fitness," says Olson, inventor and owner. Dubbed SkyRide Technology, the company has invented numerous vehicles to traverse the elevated course. On level terrain, the suspended vehicles can either be manpowered or motorized. On mountainside terrain, gravity alone can send the manned vehicles down

the hillside, combining the stunning views with exciting thrills.

Olson's drive for fitness gives him a certain fondness for the rowing vehicle — SkyRower. Working just like a rowing machine in a gym, or an actual boat, the manpowered vehicle sends the rider along the course propelled by their own exercise, facing backward as is typical for this type of activity. *Amusement Today* can give firsthand testimony — it is exceptional exercise. Olson comments that if the client preferred, the SkyRower can still function the same in a forward facing position. "In terms of fitness, it doesn't need to be really big. It's the experience you get. Rowing is the most efficient and effective workout you can do."

Laughingly, Olson admits his ideal venue in a city would be at a club, fitness or otherwise, where multiple lanes create spectator appeal from below. "People could be zinging around competing for beer money," he chuckles.

From the beginning, Olson was determined in conveying the look he wanted. The open air vehicles are admittedly sleek with stylish flair. Overall, vehicles are lightweight enough for two men to lift and transport. "The track has been engineered to hold a thousand pounds and go 50 mph," he says.

The most eager interest is found centered toward the bicycle powered vehicle. A recumbent bike maximizes a person's legs' potential. While already created for one, a vehicle is being devel-



SkyRide Inventor Scott Olson gets a workout demonstrating the fitness-inspired SkyRower.
AT/TIM BALDWIN

oped for a tandem pair of riders at the same time. The fact that the tracks are elevated, potential placements could be placed in gyms, literally positioned above walking tracks. The same could be said being utilized in city parks, making the product an ideal fit for the Parks and Rec sites along trails. Another completely different market is already in heavy negotiations, although the SkyRide is not able to divulge the entity yet, but can only say it is in a unique aspect of the vacation market. Once finalized, the nature of that particular industry will continue to provide worldwide exposure for the company.

Olson appeared on the ABC show "Shark Tank" where Mark Cuban remarked that he wanted one in his back yard. Even colleges have expressed interest in looking at ways to move people across distances while on campus. Wouldn't that make a university one of the most modern in the world?

A Parks and Rec group from Washington State recently visited the SkyRide facility to see and experience the product line. The SkyRide team says not only was the group extremely interested, but once they rode it, they felt they could not only justify the cost, but once paid for, it would make money to fund other programs.

A variation on this vehicle would be the SkyBike, which features a more traditional seating on a bicycle while still building speed, endurance and strength. One of Olson's goals is to see a multiple lane installation that caters to avid riders and spinners, giving it a competitive edge.

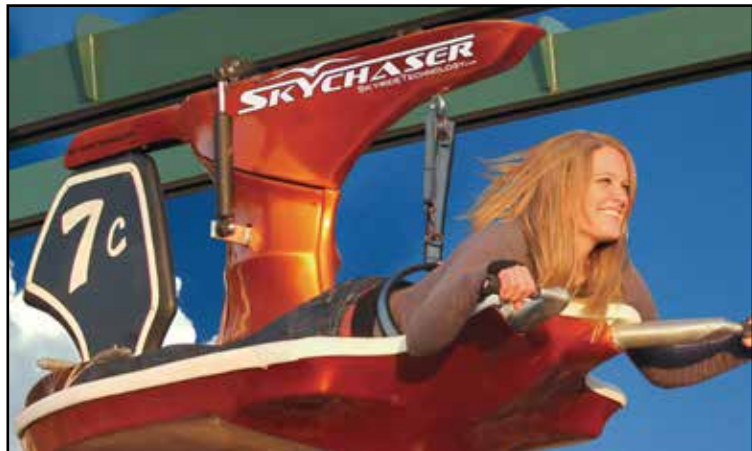
"Our biggest target right now would be the ski hills," reports Mike Guethling, vice president of Operations. "It's very open because a lot of the ski hills want to put in summer attractions, so we see that as our lowest hanging fruit." Slides and mountain coasters have already

broadened the appeal of the facilities into year round destinations, particularly with summer tourism. Gravity can take the SkyRide vehicles to the foot of any slope, being a particular draw to even roller coaster enthusiasts. Different vehicles can be used for coasting downhill, but perhaps the most intriguing is the Sky Chaser vehicle can make this trip specifically thrilling, riding face first "flying" in a horizontal position. "That's a piece of cake," smiles Olson.

"It does transfer in very well to our fitness [objective]," adds Guethling, "because once you reach the bottom, then what are you going to do? You can have a figure-8 race track down there in a small space, so the trip down does transition into fitness."

Guethling also tells *AT* that in installations of considerable length, like downhill runs, there are blocking systems designed so that multi-

► **See SKY RIDE, page 39**



Multiple vehicle options are available for the SkyRide system including the prone-position SkyChaser that can be electric or gravity powered. A simple zipline-type harness can be used in downhill operations such as along a ski slope. AT/JEFFREY SEIFERT and SKYRIDE TECHNOLOGY

►SKY RIDE

Continued from page 38

ple vehicles can be in operation at once. When asked by *AT* about any type of brake dampening to keep speeds from going out of control, Guethling reports that issue has been addressed with a zip stop style of braking to limit speeds which would allow for safety in operating multiple vehicles.

What if the client has no sloping terrain to work with? This exhilarating trek can be experienced on flat real estate by motorized vehicles with even more fun swinging in the turns. The Sky Chaser ride could be placed in any park, resort or even on the top of a building.

One of the grandest applications would be instal-

"Our biggest target right now would be the ski hills. It's very open because a lot of the ski hills want to put in summer attractions, so we see that as our lowest hanging fruit."

—Mike Guethling

SkyRide Technology vice president of Operations

lations that work with the physically challenged. SkyRide Technology has already had experience with that, and it has been met with huge fanfare at the company's test facility. With both disabled visitors and those considered elderly, each has enthusiastically embraced the company's offerings.

Mike Guethling says, "We had some Courage Center people out here and to run a rower you only need

your arms, or you need only your legs and no arms. These people can do something they've never done before...elevated in the air...it was an experience they probably would never have." Clearly moved, Guethling adds, "They couldn't wait to get out here a second time."

SkyRide can be modified to accommodate rehabilitation and physical therapy needs and is even adaptable for working with any specific

muscle group other than biking and rowing.

A final option with the overhead track is being suspended like a zipline. This, of course, could be installed on mountainous terrain.

It isn't every day that a company produces a product that crosses over from resorts to city parks to fitness centers to amusement parks. It's a diversity that is intriguing to say the very least. With even other various markets available in the vacation and tourism industries, SkyRide is poised for a big entry into multiple markets.

When asked what excites Guethling the most about what SkyRide is doing, he says, "The reason I got into it is the same reason Scott developed it: the fitness part. My own personal story is

when I started working here, I had a hard time walking and had back problems. Just by being on the rower every day, my back is fine. It's good rehab. Getting people outside and moving — that's why Scott and I connected. We're like minded that way. And I also like the innovation of what it can morph into. Whatever you think of that you can make move, we can put on the track and make that move you."

"Fitness, amusement, rehab — movement's the key," says Olson.

AT posed the question: What does SkyRide Technology bring to the market that no else does? How would you define it? The answer from Guethling was simple, "Making fitness fun."

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60 years of families and fun for Land of Make Believe

STORY: B. Derek Shaw
bdshaw@amusementtoday.com

HOPE TOWNSHIP, N.J. — Nestled in the rolling countryside of northwestern New Jersey, outside a quaint village that is one of the first planned communities in the United States, sits the Land of Make Believe. This 82-acre amusement and water park complex (of which 30 are presently being used), has been satisfying children and their parents for six decades of family fun. The park offers over 30 rides, seven attractions, nine food outlets and six games plus arcade during a May to September annual season. Class trips occupy about six weeks of the schedule, early each season. The key to the success of the Land of Make Believe is continuing to offer rides and attractions that parents can enjoy together with their children.

The idea for the park started in the 1940's. Hermann and Marie Maier, parents of owner Chris Maier lived in Brooklyn, N.Y. and liked taking their children to local amusement parks. However his parents were spectators watching their two daughters ride. "I feel like I'm being gypped," said Chris declaring his father's experience. There was nothing at the time where both children and their parents could enjoy the ride experience at the same time. Hermann took his concept and transformed it into the Land of Make Believe, opening August 6, 1954, one year before Disneyland came on the scene.

The park was actually a dairy farm the elder Maier purchased in 1953 and converted into an amusement park. "It was specifically built for people to participate with their children," said Chris. Hermann was an educator, so the park also incorporates history and education into fun. The younger Maier grew up working at the Land of Make Believe. "I've done every job in the park, except play Santa Claus", quipped Chris. He even installed oversized cardboard bumper stickers to cars in the parking lot back in the 1950s, when that was one of the three B's of amusement park marketing: Billboards, brochures and bumper stickers.



Maria and Chris Maier on their wedding day in 2009 at the Land of Make Believe. After the ceremony, held in the park gazebo, the couple took photos on the C.P. Huntington train and Chance Grand Carousel.

COURTESY LAND OF MAKE BELIEVE



Chris was a political science graduate student interning with a congressman in Washington, D.C. when he got the call from his father who asked him to come back and run the park. In 1986 Hermann passed and Chris took over the reins of the Land of Make Believe. Two summers later was an extremely hot one in that part of New Jersey. The most popular attraction that year was the home lawn sprinklers that were continually on and available for customer use. "I was sitting in the train depot watching this go on," said Chris. He thought, "I'm going to need to put in water attractions."

A township zoning change in 1991 helped the Land of Make Believe become the first park to have the world's largest wading pool at 12,200 square feet. In the center is a giant Pirate Ship with slides attached to it. The next water addition was a Lazy River that is second widest in the country (Schlitterbahn, New Braunfels, Texas is first). The attraction features 18-foot wide channels allowing for a social phenomenal to occur. Because it is so wide, faster people take the outside lane, while the inner path is for families linking their inner tubes together. This starts with one family and then expands to include multiple

families, traveling the course together. Many times by the end of the ride, friendships are formed that lead to return visits to the park together, even taking vacations with each other as the friendship grows.

Other water attractions at the Land of Make Believe include Pirates Peak, Black Hole, Sidewinder (the only one in the tri-state), Cannonball and Pirates Plunge and Pirates Escape body slide that was added for 2014.

Central to the Land of Make Believe is Colonel Corn, the 176-year-old talking scarecrow, who has been engaging youngsters as well as their parents, grand-parents and great-grandparents for quite a long time.

This year the park celebrated its 60th anniversary in two ways. First the park offered the chance at a Ford Escape SUV, loaded with ac-

cessories, with no purchase necessary. In fact, those who were not entering the park could place a chance in a box outside the main gate. The winner was drawn on Labor Day. An elderly gentleman who has been visiting the Land of Make Believe since the 1960s with his children, 44 foster children and his grandchildren was the winner of the vehicle.

The second way the 60th anniversary was celebrated was the addition of a water spectacular, Pirates Escape from ProSlide. This very fast winding slide, open to those 42 inches and up, was so popular, guests called the park to thank them for the addition. "Grown men were speechless with this completely new experience," relays Chris.

On August 6th, a special 45 minute ceremony was held that brought out 16 speakers

► See BELIEVE, page 42



In the late 1980's the Land of Make Believe started adding water attractions to its line up including Pirates Cove the largest wading pool in the country (when it opened) with a life-sized Pirate Ship (part of the Lazy River is seen in the background) and Pirates Fort, featuring a one thousand gallon dumping bucket. The Land of Make Believe introduced Pirates Escape (ProSlide) body slide attraction for the 2014 season.

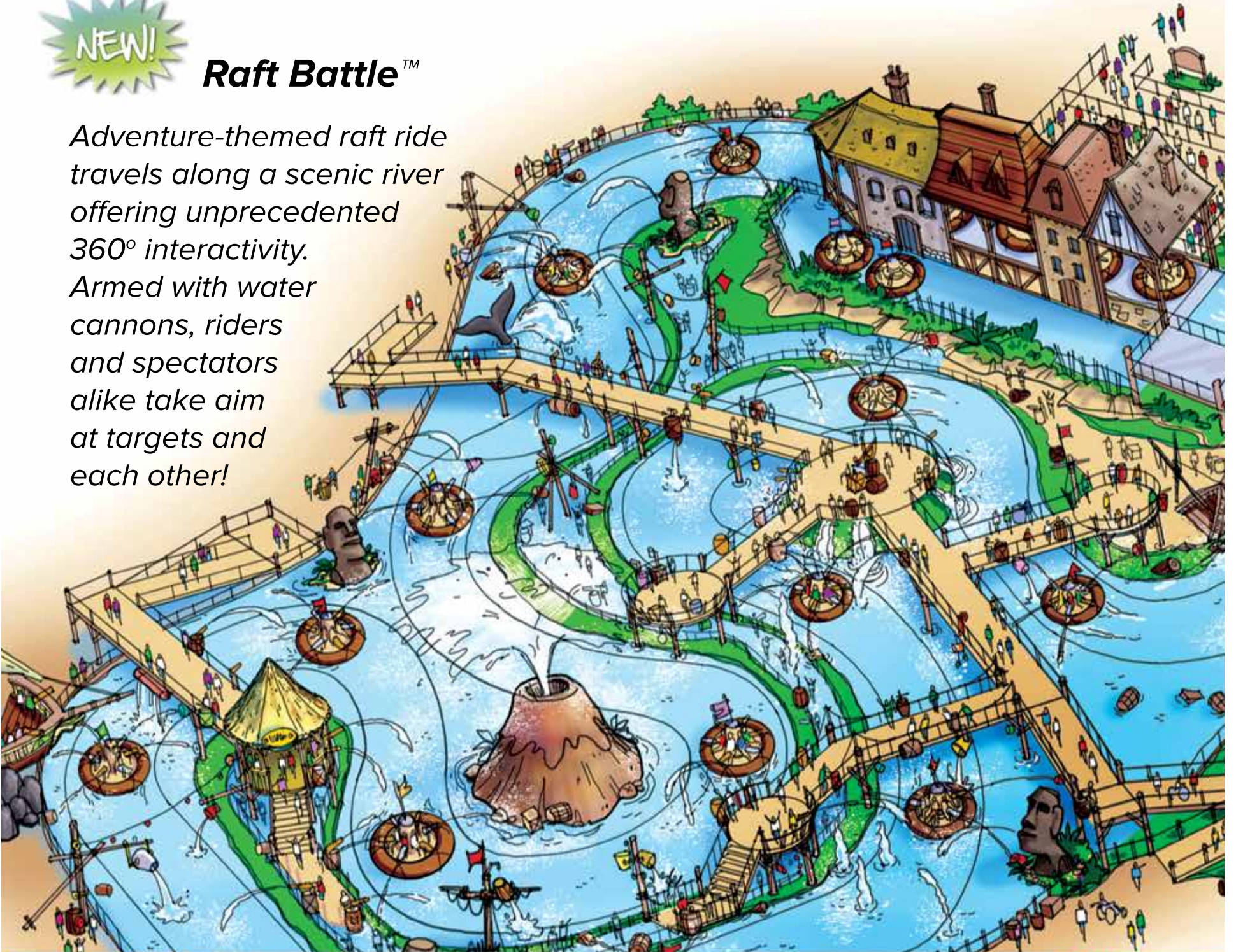
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►BELIEVE

Continued from page 40

in local, state and national government prominence to pay tribute to the Land of Make Believe on this special anniversary. "It was a group of heavy weights. It was very heart warming," exclaimed Chris.

When asked about attendance, Chris said, "This year is a bit better. The birthrate has fallen the last six years, resulting in fewer classrooms." He continued, "It all comes back to the economy. Median income is coming down and expendable income is eaten up with gasoline and home fuel." Because of this, repeat visits per family are perhaps once a year or every other year, down from three to four times a season in the past.

However what keeps people coming back is brand loyalty and quality. "My parents wanted an affordable place. From day one we had a picnic area, where you can bring your own food. That policy has not changed," said Chris. While food offered is traditional amusement park food, "Food is not food at the Land of Make Believe. It is an extension of the experience. We're selling feelings — a total package," said Chris.

Food prices are at or below outside establishments in the area, making everything affordable. It is also about

the attention to details and consistency — even down to the oil used in the fryers. Real salt is used, not iodized. Hamburger meat is an 80/20 blend allowing for a more healthy product. Potatoes for French Fries are a specific brand from a certain town in Idaho making the best product they can, while creating at times, one hour lines. Ice Cream is the same way. The park only serves the best mix with the lowest air in it. "The less air there is, the better the taste," exclaims Chris.

The Land of Make Believe sells three different hot dogs in three locations throughout the park, allowing guests to experience the type they prefer. "We prefer to provide the highest possible quality to customers rather than bottom line pricing," explains Chris. Regarding the challenge they face with food product, "It's not easy to get the same food items season to season," said Chris. He also is quick to point out, "I personally taste everything."

A surprise visit a few years ago by World Waterpark Association president Rick Root, ended up with great results. Chris was heading out the door to a meeting when Root arrived, so they quickly talked. Root was on a short timetable as he had a plane to catch. However upon Chris's return he was greeted by Root standing in his park-

ing space. "I couldn't leave until I saw you," he said. Root said the Land of Make Believe "walks the walk" as he was impressed with all aspects of operations. He continued, "You do everything that other people say they are going to do." A few months later, the WWA created the Board of Directors Award naming Chris Maier as the inaugural recipient.

The Land of Make Believe feels it has a responsibility to its customers, asking the question, "What would we want if we were going there? Safety for patrons and employees is number one. We try to do everything not so-so, but the best we can."

The average stay at the Land of Make Believe is five to five-and-a-half hours. Admission is based on the dry park while the water park is free. Visiting the Land of Make Believe is "like going on vacation with trees and blankets. There are paths. You don't have to stick to them," said Chris.

The Land of Make Believe is an economic engine that keeps an additional 450-acres as open space, at no expense to taxpayers, while rescuing 200 acres from being developed. The park also contributes to hundreds of child-oriented charities annually.

When asked what his most memorable experience has been during his long tenure at the Land of Make Believe, Chris is quick to say getting married in the park gazebo. Five years ago Chris, a long time bachelor, got married to Maria, whom he first met at the park. Guests were known to say this is the most fantastic wedding they have ever attended. The couple had their pictures taken on the Chance Grand Carousel and CP Huntington train, in the last seat, that faces backward. Chris's mom, Marie, who was 100 at the time, when asked about the day said, "I've waited 100 years to see this!"

For 2015, the Land of Make Believe is "exploring ideas."

Summing things up, Chris feels, "Kids are impressionable. The Land of Make Believe provides a clean, safe, wholesome environment that is comfortable, secure and happy, year in and year out."

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2014 Minnesota State Fair sets new all-time total attendance record

STORY: Pam Sherborne
psherborne@amusementtoday.com

ST. PAUL, Minn. — There are many factors that are being attributed to the overwhelming success of the 2014 Minnesota State Fair, held here Aug. 21-Sept. 1, according to Brienna Schuette, fair marketing and communications manager.

The final attendance number is 1,824,830, which sets a new record for the fair. The previous overall record was 1,790,497 set in 2009.

In addition to the overall record for the 12 days, two daily attendance records were set during this year's fair: Tuesday, Aug. 26 with 133,595 attendees, and on Saturday, Aug. 30, 252,092 visitors.

Schuette said officials feel one of the largest contributors to this year's record turnout was the new West End Market area.

"We feel this new area not only brought in new visitors, but also previous visitors to come back that maybe haven't been here in a while," she said. "This was a huge change for us. It is the



biggest change for the fair since the 1930s."

The new West End Market area offers an abundance of dining options as well as shopping.

"It has made the fairgrounds more relevant, but the design has kept it quaint," Schuette said.

The new area includes the Minnesota Fair History and Heritage Center, which showcased 150 years plus of fair history. There is an amphitheater used for free musical and non-musical entertainment during the fair. A plaza was a gathering space that celebrated performing arts in Minnesota.

This Crazy Mouse (above) was the top ride at this year's Minnesota State Fair. Brought in by S.J. Entertainment (Steve VanderVorse), this spinning coaster was manufactured by Reverchon. There were a total of eight new rides for the fair this year, including this Stinger (right) brought in by Reithoffer Equipment Company (Reithoffer Shows) and manufactured by Technical Park. This ride ranked ninth in the top 15 fair rides.

COURTESY
MINNESOTA STATE FAIR



New rest rooms were also built into the new area.

A new transit hub was built adjacent to the West End Market area.

The new transit hub is at the end route of a transit way and doesn't utilize the roadways.

"This created an ease to the fair and we think that was another reason we had such a high attendance," Schuette said.

There were 26 different ride vendors, which brought 61 rides on the independent midway this year. There were 30 on the Mighty Midway and 31 on the Kidway.

Of those 61 rides, there were eight new rides including the Crazy Dance, brought in by Myers International Midways (Gloria Myers), manufactured by Fabbri; Hurricane, Showtime

Rides (Anita and Nick Peli-no), by KMG; KMG Rock It, brought in by State Fair Services (Mike Demas); Stinger, brought in by Reithoffer Shows, Technical Park; Hog Rally, brought in Rose's Rides, Battech Enterprises; Mini Indy Bumper Cars, Triple T Amusements (Tom Talley), Majestic; Monster Truck, Myers International Midways, Wisdom; and a Zierer Wave Swinger, Myers International Midways

There were 47 games on the midway brought in by 12 games vendors.

It was reported that ride gross for this year was \$3,683,411.35, up over 2013 by \$768,813.32. Game gross was reported as being \$2,712,449.48, up \$434,693.96 over 2013.

There were 28 new foods recorded at this year's fair.

Some of those were : Bacon-Wrapped Turkey Leg, by Texas Steak Out; Beer Gelato, by Mancini's Al Fresco; Bison Dog, Chicago Dogs; Jello Salad Ice Cream, by Hamline Church Dining Hal; Shrimp Dog, by The Shrimp Shack; Pizza Tots, by Green Mill; PB & J French Toast, by Robbin-sdale OES Dining Hall; and Deep-Fried Breakfast On-A-Stick, by The Sandwich Shop.

The Minnesota State Fair's agricultural and creative competitions drew more than 30,000 entries this year, with more than \$1.3 million in prize money given away.

Money for the improvements at the fair come from the Minnesota State Fair operating budget and from grants. It receives no public funding.

2014 Minnesota State Fair Top 15 rides

(** Denotes new ride for the fair)

1. **Crazy Mouse** Spinning Roller Coaster, owned by S.J. Entertainment, manufactured by Reverchon
2. **Sky Flyer**, Reithoffer Equipment Co. LLC, Zamperla
3. **Gondola Wheel**, Playworld Unlimited, Mulligan
4. **Hurricane**, Showtime Rides, Inc., KMG
5. **Starship 3000**, Laser Fair, Inc., Wisdom Manufacturing
6. **Techno Power**, Wood Entertainment Co., Inc., Tivoli
7. **Raiders**, Rose's Rides, LLC, Wisdom
8. **Rock It**, State Fair Services, Inc., KMG
9. **Stinger**, Reithoffer Equipment Co., Inc., Technical Park
10. **Arabian Daze**, Fun Attractions LLC, KMMS
11. **Puppy Express**, Prime Pacific Ent., LLC, Fajume
12. **Magnum**, Wood Entertainment Co., Inc., Mondial
13. **Wave Swinger**, Myers International Midways, Inc., Zierer
14. **Alpine Bobs**, Blake's Concessions, Chance
15. **Kite Flyer**, Alamo Amusements, Inc., Zamperla

—Source: Minnesota State Fair

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Attendance dips, scanning begins at York Fair

STORY: B. Derek Shaw
bdshaw@amusementtoday.com

YORK, Pa. — The 10-day York Fair, that started the Friday after Labor Day, drew 518,641 visitors to the 86-acre site. In 2013, attendance was 587,866. York Fair President Gene Schenck attributed the decrease for several reasons: "The explanation is twofold. Rain cuts our attendance and last year was a spectacular year." Schenck went on to further clarify the numbers, "Attendance was off by more than 69,000 people, which is a drop of nearly 12 percent. Fluctuations of 5 to 10 percent are fairly normal. The biggest factors are weather and the economy — both important influences that are out of our control. We had rain on both of our Saturdays. Vendors feel the economy kept people from spending money even when they came to the fair."

Grandstand entertainment included Lady Antebellum with special guest Joe Nichols; Jackyl with Molly Hatchet; McClain; Jeff Dunham and Hunter Hayes. Two mornings of harness racing, along with high school Bands on Parade; Remembering 9/11 Parade and ARMA lawn mower races rounded out grandstand offerings.

One of the new attractions added this year was Goat Mountain, which was created after seeing similar goat climbing areas at other fairs. Other new offerings included Zip-Lines, an expanded Animal Birthing Center and a 5,400 square foot Model Train Exhibit. The Draft Horse Show also grew with additional classes and more spectators. "We also added a special deal for reduced price wristbands for concert attendees. After 5 p.m. on a concert night, ticket holders could purchase a wrist band for \$10 that was good for all you could ride before and after the concert," said Schenck.

Deggeller Attractions out of Stuart, Florida was again the midway ride operator for the fourth consecutive year, bringing in 55 rides. This count included six new rides to York: Huss Top Spin; SDC Hang 10; Chance Yo-Yo on the main midway and a

Baja Buggy; Zamperla Swing and Mulligan Sea Ray in Kiddie Kingdom. The Mind Bender wild mouse coaster (L&T Systems, formerly at Pedroland, Dillon, S.C.) that made its portable debut at the York Fair in 2013 was not on property, due to routing. The coaster was at the Maryland State Fair 10 days prior and was set to play another show shortly after. In its place was Riptide, a Pinfari Zyklon coaster that played York in 2012.

Andy Deggeller was asked about his season, so far. He responded, "Business as usual. It's been a good season so far. We do alright even with bad weather. As long as I can keep my route, I'm happy." Deggeller Attractions picked up a new spot this year, Springhill, Fla. "I don't have a lot of holes to fill," said Andy.

Also new this year was the use of barcoded tickets for entrance onto the grounds, (gate, parking and grandstand) provided by Etix Systems. Before the fair, officials were not sure what to expect, "We were all holding our breath over ticket scanning, which went surprisingly well," said Schenck. He continued, "Etix deserves credit for implementing such a radical change on one of the most challenging fairgrounds properties (we went for the whole hog — Grandstand gates as well as all pedestrian and vehicle gates the first time out). The system gave us new data that helps us understand when people come to the fair and which gates they enter. The information will be used for planning." Mike Froelich also agrees, "First year conversion went extremely well. Also, this allowed a print at home ticket option. We hope to see increased use of the print-at-home option by fairgoers in the future."

Amusement Today asked Schenck what makes the York Fair unique. He said, "The York Fair remains a traditional fair with livestock and horticultural exhibits, but with 55 rides, the midway gives it the feel of an amusement park. We also think we are unique in that we focus on



Rain hurt the 2014 York Fair attendance, but Deggeller Attractions tried to offset the dampness with 55 rides on the midway. COURTESY YORK FAIR

cleanup and grounds maintenance. It is rare to find litter at the York Fair." Froelich feels, "All fairs are unique. I believe the York Fair reflects the rich agricultural heritage of York County and regional area. The York Fair continues to have a strong 4-H, FFA and youth programs."

"Overall we had a great fair. Very up-beat, lots of smiling faces," said Mike Froelich, general manager. He continued, "I'm noticing more and more strollers and young families at the York Fair. This is great to see since this is our future." Schenck added, "The fair had a better 'feel' than we've had in many years. People seem to have accepted the changes to the layout and there was a happier mood even when the weather was not what we wanted."

When asked about fu-

ture entertainment options throughout the grounds, Schenck said, "Our approach has always been to keep adding more and more things to bring in more and more people. There are limits to what we can offer. People have nearly unlimited entertainment options today — concerts everywhere, festivals... this year we were up against Jimmy Buffett who was in the area a week prior to our fair and the Blue Angels put on three days of spectacular shows a short drive away in Baltimore. If we can't fill the seats, we can't pay the entertainers. All the fairs we confer with complain about the challenges of big concerts and most of us are looking at going back to our roots with a stronger focus on traditional aspects of the Fair. Can you say Animal Birthing Center? It's the kind of thing only we

can offer."

Looking to the future and what changes might be in store, Schenck said, "Changes will be made to the locations of vendors and especially food stands. We move them around to make sure popular foods are in the best places. The goal is to make sure the large crowds have a good food experience. Changes will also be made to entertainment offerings. Due to the cost of entertainers and economy's effect on ticket buying, the Grandstand has become a cost center not a profit center. We are taking a hard look at how to fix that. We cannot afford to continue what we have been doing."

The dates for the 2015 York Fair are September 11-20. For 2015 plans are underway to celebrate 250 years since the first York Fair was held in 1765.

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CARNIVAL LIGHTS

COMPILED: Pam Sherborne, psherborne@amusementtoday.com

Hugh Mitchell, chief executive officer, **Western Fair District**, London, Ont., announced the signing of a 10-year contract with **North American Midway Entertainment** (NAME) as their event's midway provider. In announcing the partnership with NAME, the fair released a statement that stated: "This new partnership will add a fresh dimension to the District's fall classic."

The fair was held Sept. 5-14 this year and drew an attendance of 155,514, down from the 170,795 in 2013. Weather, which caused the fair to close at times, attributed to the decrease in attendance.

"We are very excited to bring our presentation to London and the Western Fair," said **Tony Diaz**, president, NAME. "We believe that our newly-formed association will bring a brand new and exciting era to the fair, the possibilities are endless. In 2015 we are bringing many new rides that have never appeared at the Western Fair before."

In 2015, NAME plans to provide the fair with, among other rides, a 110-foot **Giant Ferris Wheel**, manufactured by **Chance Rides**; **Mega Drop Tower**, by **Fabbri**, and **Mach 3**, by **KMG**.

"We are very pleased with the carnival partnership we have forged with North American Midway," Mitchell said. "The 2015 fair, our first offering under the partnership, is an exciting start to a new beginning for our signature event."

NAME's Canadian headquarters are located in Brantford, Ont., with regional headquarters in Calgary, Alta.

Attendance at this year's **Dixie Classic Fair**, Winston Salem, N.C., which ran Oct. 3-12, was down more than six percent over last year, largely because of bad weather on three weekend days of the 10-day fair.

"Weather's one of the things all outdoor events have to deal with," said **David Sparks**, the fair director. "We feel like we had a good fair overall."

Total attendance at this year's fair was 300,362, according to figures released by fair officials. That is 20,484 fewer than the 320,846 who attended the fair in 2013.

It rained both Fridays of the fair and on the final Sunday. The first Friday attendance numbers were hit particularly hard, with 9,942 attendees compared with 26,917 for the first Friday of the 2013 fair.

There was also some light rain the second Saturday of the fair; attendance that day was 46,454, compared with 51,492 the second Saturday in 2013.

Strates Shows provided the midway with about 24 rides this year, including the **FireBall**, manufactured by **Larson International**; **Ali Baba**, by **ARM**; and **Cliff Hanger**, by **Battech Enterprises**.

The 2015 Dixie Classic Fair will run from Oct. 2-11.

Even with the bad weather forecast for the final weekend, the 2014 **Oklahoma State Fair**, Oklahoma City, which ran Sept. 11-21, still managed to generate more than \$103 million in direct spending into the

Oklahoma City economy. Overall attendance was on par with the past few years at approximately 900,000.

New attractions to the fair this year included: the **Extreme Raptors Show**; **Kid Davie**; the **Rubber Chicken Show**, and **Martial Arts Live!**

Tons of new foods debuted this year, including: **Bacon Explosion Sundae**; **Bacon Wrapped Jack Daniels**; **Capt'n Crunch Chicken On-A-Stick**; **Caveman Turkey Leg**; **Cuban Pork Crepe**, and **Deep-Fried Chocolate Chip Ice Cream Sandwich On-A-Stick**.

Wade Shows supplied about 26 rides and attractions on the midway for the fair. Some of those rides include: **Vertigo**, manufactured by **ARM**; **Starship 2000**, **Wisdom Manufacturing**; **Mega Drop**, **Fabbri**; **Lollipop Swings**, **Zamperla**; **Frog Hopper**, **S&S**, and **Comet II**, **Schwarzkopf**.

The 2015 fair will run Sept. 17-27.

The 2014 **New Mexico State Fair**, Albuquerque, which ran Sept. 10-21, drew 458,379 people, the largest year-over-year increase in at least a decade, according to attendance figures provided by fair officials.

Fair officials attributed the 16.8 percent increase in attendance to several factors, including better than usual weather, an increased police presence, more rodeos and concerts, advanced ticket sales and a partnership with city buses and Rail Runner Express trains.

"We are extremely proud of the work that goes into our annual fair to make it an affordable, family friendly event with some of the best food, entertainment and rodeos you will find anywhere in the country," General Manager **Dan Mourning** said in a news release.

Fair officials said an increased presence of state police, city police and Bernalillo County sheriff's deputies resulted in a 50 percent reduction in burglary reports and a 66 percent drop in physical altercation reports on the 236-acre, state-owned fairgrounds, compared with the previous year. And there were no reports of shootings or stabbings.

The fair also featured six Professional Rodeo Cowboy Association-sanctioned rodeos. That is two more than last year, which likely contributed to better attendance figures.

Murphy Brothers Expositions supplied the midway, which it has done for about 20 years.

However, according to a report by Albuquerque local ABC affiliate KOAT, after a Murphy Brothers' ride operator employee was arrested following an episode of inappropriate behavior, fair officials had planned to put out a request for proposals for a carnival contract for the 2015 fair.

The report stated that a Murphy Brothers carnival representative said the employee had worked for the show for 10 years. The representative said the employee wasn't on any sex crime registries and that he had passed drug testing. The representative didn't disclose whether or not there had been a background check on the employee.

According to the KOAT report, fair officials ran a background check and found the employee had been

arrested for five felonies across three states. The report didn't release the felony details.

Officials with the **Big Fresno Fair** were extremely pleased with the results of this year's event, which ran Oct. 1-13.

Attendance this year was 666,621, a 3.94 percent increase over 2013. The Big Fresno Fair has not reached this attendance level since 1991 when it was a 16-day fair.

In turn, the big crowds were the reason concessions were also up by 3.95 percent over last year.

Given the lagging racing numbers statewide, the fair meet still fared well, only dropping two percent in on-track wagering from last year.

Fairgoers were greeted by a variety of new attractions which included the **Wizard's Challenge Exhibit** and the **Live Shark Encounter**, and of course, all the fabulous new and returning fair food vendors.

Butler Amusements provided more than 50 different rides for the Big Fresno Fair. Some of those include: the **Gravitron**, manufactured by **Wisdom Manufacturing**; **Vertigo**, by **ARM**; **Ring of Fire**, by **Larson International**, and the **Zipper**, by **Chance Rides**.

The **Wilson County Fair**, Lebanon, Tenn., which ran Aug. 15-23, received first-place honors in the 2014 Tennessee State Fair County Exhibition and Competition held during the **Tennessee State Fair**, Nashville. The Tennessee State Fair ran Sept. 5-14.

Amusements of America provided the midway for the Wilson County Fair. The 2014 attendance was 484,096. That was a drop from 589,229 last year. The fair experienced three days of inclement weather and fair officials said that had a direct impact on attendance. Numbers had been running ahead of 2013's until the weather hit.

The fifth-annual Pride of the County Fairs exhibition was held throughout the 10 days of the state fair.

The **Franklin County Fair**, Winchester, which ran Aug. 19-23, finished second, and third place went to the **Smith County Fair**, Carthage, July 28-Aug. 2.

Attendance for the Franklin County Fair reached almost 42,000 this year with receipts from gates and amusement rides totaling \$215,165. That latter figure was the most since when the fair started the current form of record-keeping in 2005. **Carnival Tyme Amusements** played the 2014 Franklin County Fair.

The Smith County Fair annually draws about 10,000 a year. **Family Attractions** played the 2014 edition of that fair.

"The county fairs exhibition is a unique opportunity for county fairs to promote and showcase all that their county fairs and their counties have to offer," said **Scott Jones**, Tennessee State Fair manager. "This is another way we are continuing our focus to make the Tennessee State Fair truly a statewide event."

North American Midway Entertainment supplied the midway for the 2014 Tennessee State Fair.



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Partnership between Larson and Majestic puts first portable Flying Scooters on the road

STORY: Pam Sherborne
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NEW WATERFORD, Ohio — The new portable Flying Scooters amusement ride made its debut this year during the New York State Fair, Syracuse, and, after some tweaking back at the Majestic Manufacturing plant in New Waterford, it was expected back out on the road to finish the remainder of this season.

The Flying Scooters ride was originally manufactured by Bisch-Rocco in the 1930s and 40s, before being brought back to life with new safety standards, as a park model by Larson International in the early 2000s. Vince Kudler, an owner of Majestic, said his company and Larson partnered together as a way to offer the ride as a portable ride as well.

"This is just a remake of an existing ride," Kudler said. "We got the tubs and other components from Larson. We then manufactured the racking, hydraulics, and electrical, and installed the lighting."

Corky Powers, Powers Great American Midways, purchased the first portable model. Although Wade Shows had the midway contract for the New York State Fair, Powers had been hired to bring in about 10 rides. One he wanted to bring was the Flying Scooters.

"Corky purchased the ride around July 4," Kudler said. "The New York State Fair started in August (Aug. 21-Sept. 1). That didn't give us all the time we needed to complete the special things we wanted to do. So, after the New York fair, we brought it back to the plant and finished tweaking it."

Its next showing was at the North Carolina State Fair, Oct. 16-26. That is one of Powers' dates.

The tweaking included a back wall with a mural wrap and more LED lighting.

"It just lacked a few finishing touches," Kudler said. "The ride is big, the same size as the park model.



Corky Powers, Powers Great American Midways purchased the first portable Flying Scooter ride in time for the New York State Fair in Syracuse. The ride was made portable by Majestic Manufacturing, through an agreement with Larson International, the ride's park model builder. Below, the ride seen racked up on one trailer. COURTESY MAGESTIC MFG.



It takes an 85-foot circle to set up so it just needed this back wall."

Chuck Wheeler, Amusement Wraps, did the back wall wrap as well as the tub wraps. Denny's Electronics supplied the LED lighting for the ride.

Creating the one-trailer racking for the ride did present some challenges. Kudler said each vehicle is 10 feet long. It is best, he said, never to have to dismantle the vehicles. But, with eight, 10-foot long vehicles, it took several racking designs before they came up with the one that worked and came within the weight limit.

"I just got off the phone with Corky Powers," Kudler said, when AT contacted him. "He is very happy with the ride and he said it did very well at the fair. It's just a fun ride. It is a good family fun ride. Corky's

main objective when he purchased it was to have something that kids and adults could ride together. He was surprised, though, when he saw 20-year-olds and 30-year-olds standing in line to ride it as well. They loved the fact it is interactive."

Plus, Kudler said that even though the ride spins, "No one ever gets sick on it."

"And that is a good thing for repeat riders," he said.

He has had some interest from other potential customers.

"Corky told me that he has had someone call him up about it," Kudler said. "We are very pleased. And, we have priced it so that you don't have to be a large carnival to afford it. We don't have our exact pricing down but we are looking at about \$400,000."

Big Rock Amusements continues growth in rides and route

STORY: Pam Sherborne
psherborne@amusementtoday.com

SWAINSBORO, Ga. — Big Rock Amusements Matt McDonagh said that, across the board, his 2014 season had gone well and he felt it would be better than last year.

"I have owned this carnival for five years now and every year has been better than the year before," McDonagh said.

Even though McDonagh has been a show owner for only five years, he has been in the outdoor amusement business industry his whole life with his mom and dad, Tom and Jeanne McDonagh, McDonagh Amusements.

In 2010, the younger McDonagh purchased the rides and route of the old Jules and Beck Combined Shows from Pat Guthrie, Gold Medal Shows. Guthrie had purchased that show and was ready to sell.

"It has been a very good move for me," McDonagh said.

He has grown his show every year since. He now has 27 rides and has added new dates every year. He added

seven new dates just this year. In addition, he has six food trailers.

Amusement Today spoke with McDonagh at the Southeast Georgia Jaycee Fair, Swainsboro, which ran from Oct. 15-19.

The show wasn't long to

► **See BIG ROCK, page 52**

This attraction, a Raiders from Wisdom Manufacturing, on Big Rock Amusements was completely overhauled during the off-season. Matt McDonagh, show owner, said they rethemed the attraction to Hero Zone.
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Matt McDonagh, owner of Big Rock Amusements, installed LEDs on his Allan Herschell Skywheel while on the road this season. He installed them on the wheels and center stars during one stop and installed the remainder a few weeks later. The LEDs were supplied by Denny's Electronics and Bones Mirrors & Supplies.

AT/SUE NICHOLS

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►BIG ROCK

Continued from page 51

wrap up for its season. McDonagh's last date was to be

This night view shows the Big Rock Amusements midway at the Cumberland County Fair, Crossville, Tenn., which ran Aug. 27-30. Show owner Matt McDonagh said the date went very well as has the rest of his season.

AT/SUE NICHOLS

the Exchange Club Fair and Southwest Georgia Fair, Albany, Ga., set for Nov. 4-9.

McDonagh and his wife, Kelly McDonagh, who runs the show office, just purchased a home and winter quarters in Venice, Fla., which was where they planned to head after their last date.

This year brought several unique challenges for McDonagh, challenges which he created for himself. One was outfitting their Allan Herschell Skywheel with a new LED package while on the road. McDonagh said they did it in two installments during breaks on the road. He did the wheels and the star in the center of the wheels during one stop. Then, finished it several weeks later.

The LEDs were supplied by Denny's Electronics and Bones Mirrors & Supplies.

McDonagh said they also completely rebuilt their Eli Bridge Sizzler on the road.

"Earlier in the season, we had two weeks at a mall in Dalton, Ga.," he said. "The fair there let us set up the ride on the fairgrounds and we started the rebuilding."

Later, a friend let McDonagh set up the ride on his salvage yard in Kingsport, Tenn. There they repainted the entire ride.

McDonagh said during their off season they rebuilt a Wisdom Raiders (which he rethemed and named Hero Zone), and two Zamperla rides, a Speedway ride and a Balloon ride.

McDonagh attributes his ability to do something like this on the road to his crew. In fact, he gives kudos to his crew for the show's entire success.

Some of those include: Mike and Jill McCormack, food managers, Mike McCormack is also head of maintenance and moves the Skywheel; Justin Goodell, ride supervisor; Dave Dwyer, who has been with his family for many years and who now does maintenance and trucking on his show; Tommy Bryant, electrician, and his wife, Barbara Bryant; and Andrew and Stella Preston, who have the games on the show.

Big Rock Amusements begins their season in mid-February. They start off in Georgia, move up into Tennessee and Kentucky, and then into Michigan where they spend most of the summer.

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WATER PARKS & RESORTS

► Six Flags Over Georgia enjoys new water park — Page 60 / Aquapark opens in Turkey — Page 62

Partners with Big Texan Steak Ranch to benefit local tourism

Johnny Blevins acquires Amarillo Splash Water Park

STORY: Pam Sherborne

psherborne@amusementtoday.com

AMARILLO, Texas -- Johnny Blevins, owner, Splash Kingdom Water Parks, has, as the old adage goes, "added another horse to his stable."

He closed on the purchase of a water park in Amarillo, Texas, Amarillo Splash Water Park, at the end of September. This park, along with the three Blevins already has opened others along with two more being built, will bring to six the number of facilities under his company name.

The park was previously owned by Paul Johnson.

"And, I have some really exciting things going on with this Amarillo park," Blevins said. "I am very excited about being in Amarillo."

The purchase included about 13 acres of land, seven of which are being used by the attractions and other park features. There definitely is room for growth.



Existing attractions at the water park include:

- A Sidewinder, which drops from a five-story tower, down a 60-degree slope, then back up a 60-degree incline, then back and forth and up and down until the rider is funneled into a 10,000-gallon catch pool;

- A three-slide, 3.5-story tower with serpentine slides, two are 240 feet long and one is 270 feet long;

- Lazy river;

- Wave pool; and

- Two speed slides that come off of a seven-story tower.

There is also a children's play area, a picnic pavilion, and volleyball and basketball areas.

Blevins doesn't know

what company manufactured the existing attractions at this time. He plans to add a body bowl slide from Fibrart that will be ready when the park opens next Memorial Day weekend.

He has other plans as well. He wants to expand the children's play area and do overall park enhancements.

"I was very lucky because this park is in very good condition," Blevins said. "It just needs to be updated. The operation could stand being brought up to where the community is more a part of it. We just need to adjust what we can do there."

Blevins said the decking and rest rooms facilities are in great shape.

The food operation needs some upgrading and expansion.

"Basically, there is just one food stand and it is more of a snack bar than anything else," he said. "I plan to expand the menu offerings to include such things as chicken salad and wraps, as well as hamburgers and hot dogs. I want to add one more location and improve service and speed."

But with all these improvements to the park aside, Blevins, perhaps, is more excited about his new partnership with Amarillo-based Big Texan Steak Ranch, home of the "world-famous 72-oz steak." For those that can eat

► See SPLASH, page 54



Johnny Blevins, owner, Splash Kingdom Water Parks, closed on the purchase of Amarillo Splash Water Park at the end of September. The park, previously owned by Paul Johnson, sits on 13 acres, with about seven being used for the water park. The park's existing facilities are in great shape, said Blevins, but he does have plans to upgrade and enhance. He also plans to expand the children's area and add a body bowl slide by Fibrart for the 2015 season.

COURTESY SPLASH KINGDOM



Johnny Blevins, owner of Splash Kingdom Water Parks, seen here with his wife and son, Marci and Brett Blevins, is excited about his new purchase, the Amarillo Splash Water Park, and his new partnership with Bobby Lee, owner, Big Texan Steak Ranch, which has been voted the number one steak house in the State of Texas. COURTESY SPLASH KINGDOM



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►SPLASH

Continued from page 53

the entire 72 ounces of steak in one hour, it is free. The restaurant has been featured or had a cameo appearance in many television shows. It is featured in books, magazines and has been a stopover from an American Idol bus.

"We just received an early issue of the new National Geographic," said Bobby Lee, owner, Big Texan Steak Ranch, in mid-October. "We are in

there, too."

Lee is also looking forward to the partnership with Blevins.

Currently, Lee works with local hotels. When guests staying at the partner hotel wants to eat at the Big Texan Steak Ranch, one of his 14 limos will be dispersed. The driver will pick up the guests, take them to the restaurant and then take them back. That transportation is free.

Now, Lee and Blevins will partner so that the package

that is provided guests will include a free ticket to the water park. The local professional hockey team also has teamed up and hockey tickets will be given away.

"We are real excited about this," Lee said. "This package deal creates a full vacation experience."

If the guests arrive in the park's or hockey's off-season, that is okay. The ticket will be good months later when those seasons come back.

Will Lee need more limos?

"I am always buying limos," he said. "And, they all have the long-horn horns on them. They moo when the horn is blown."

And, Blevins is jumping feet first into the wild west theme. He plans to add wild west theming to his water park.

Blevins has already put season tickets on sale for the Amarillo park. He is running a special until the end of this year, selling the season passes for \$69. When the park was

Amarillo Splash, season tickets cost \$120. After the special promotional time period elapses, season tickets will cost \$95.

General admission is likely to be \$23.95, about two dollars higher than the previous general admission.

"But, we never charge for parking or for tube rentals," Blevins said.

Splash Kingdom Water Park locations, aside from this new Amarillo park, are: Canton, Texas (this is the first Splash Kingdom and the company headquarters); Shreveport, La.; Hudson Oaks, Texas; Greenville, Texas (a new park being built to open in 2015), and Nacogdoches, Texas, (another new park being built to open in 2015).

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www.splashkingdomwaterpark.com

Owners

Johnny and Marci Blevins

Facilities and Year Built or Acquired

Canton, Texas (2006)
Shreveport, La. (2012)
Hudson Oaks, Texas (2013)
Amarillo, Texas (2014)

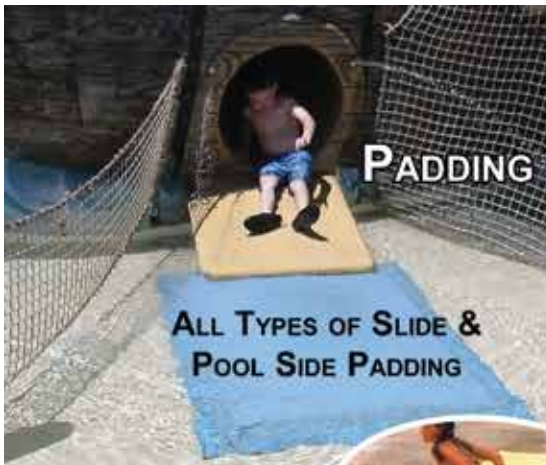
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WhiteWater and Village Roadshow announce Slideboarding unit

RICHMOND, British Columbia, Canada — WhiteWater West, dedicated to leading the water and theme park industries with exciting new product innovations, has announced the development of a new Slideboarding product. The first iteration of this new innovation was sold to Village Road Show and Wet'n'Wild Las Vegas for the 2015 season.

Slideboarding is a water-slide that integrates gaming, skill, edge, and competitive sports into an experience that will define water parks of the future. Slideboarding builds on the thrills of water park fun and adds in gaming. It's a water slide that uses a state-of-the-art ride vehicle with an S3 embedded game controller that when combined creates what WhiteWater calls a Slideboard. It uses a smart gaming system that knows who riders are and tracks their progress/scores over their run down the waterslide as well as multiple runs thereafter. This system also posts the scores on the scoreboards and on the home app and slideboarding website.



Using a specialized controller mounted to the raft (inset), riders fire at targets within the water slide. Players can see their scores displayed as soon as they land in the splash pool as well as a graphic that shows which targets were hit or missed (left), players can check their scores throughout the day to see their ranking compared to other players' scores. (right) COURTESY WHITEWATER



The game system adapts and modifies as the rider improves his or her performance creating harder and harder experiences from basic to expert as the targets are upgraded instantly to create a more skilled game to conquer.

Manning the slideboard, riders get into riding position at the entry tub with the goal of mastering the targets with quick gaming fingers gripping the game controller vehicle.

The raft is launched into an atmospheric light show with sensor-activated targets challenging riders at every turn. Game players tap the right buttons on the controller as they go down the waterslide hitting the targets in an effort to score the highest points possible.

Slideboarding can be retrofitted onto existing waterslides or incorporated into new attractions. Slideboarding

can adapt to any suitable 54 inch diameter tube and open waterslides using one or two person slideboards or developed as a completely new waterslide attraction. WhiteWater has created Slideboarding as a new brand of "sports and games" within a water park. The experience will have the look and feel of edgy, thrill, adventure games that kids today recognize from their Xbox. The WhiteWater brand

will create the competitive Xgame attitude turning guests into Slideboarding masters in the Slideboarding experience worldwide.

The water park industry was offered a preview of Slideboarding at this year's World Waterpark Association party on October 29 at the Wet'n'Wild Las Vegas location.

—Jeffrey Seifert

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NEWS SPLASH

COMPILED: Jeffrey L. Seifert, jseifert@amusementtoday.com

The City Council of Pasedena, Texas has approved a \$4.5 million contract to improve and re-open the shuttered pool at **Strawberry Park**. Improvements to the park include a competition-level swimming pool, a multi-purpose leisure pool, waterslides, lazy river and bathhouse. Houston, Texas-based Progressive Commercial Aquatics was awarded the contract. The contract calls for having the facility re-open by May 15, 2015.

A water spray ground or splash pad could become a reality at **Snyder Park** in Springfield, Ohio thanks to the efforts of a nonprofit group. Friends of Snyder Park, a nonprofit group formed in 2009 to promote and enhance the 122-acre park has been raising funds since 2012 for the addition of a spray ground. The \$350,000 spray ground will include shade canopies, benches and a brick retaining wall around the space. It will be the city's property and will be maintained by the National Trail Parks and Recreation District. Ann Collier, president of the nonprofit group said the organization is near its goal and that the addition could be installed by next summer.

The proposed water park for **Lake Tobesofkee**, Macon, Georgia, is going to feature performers and programs along with swimming and splashing. **Spirit of America Theme Park and Development LLC**, the company behind the park, has indicated they will be looking for more than just lifeguards. They want people who can sing, dance, play instruments and tell jokes. In addition to the usual wave pool and slides, the park will have moveable stages that will be used throughout the day. The Marietta, Georgia-based company hopes to recruit talented youths from Bibb County schools and have them audition their talents. **Jeff Franklin**, the company's president, said the intent is to make the water park fun and exciting for visitors, but also peaceful if they want.

Tampa's **Adventure Island** water park will be home to a new combination waterslide: **Colossal Curl**. The combination **ProSlide Tornado 24** with **Tornado Wave** is similar to the attraction of the same name that opened at **Water Country USA** in Williamsburg, Virginia, this past year. Both properties are owned by **SeaWorld Parks and Entertainment**. Colossal Curl will be located in the center of the park, next to Mango Joe's Café, and will take the place of Gulf Scream. The slide will be the tallest ride at Adventure Island at nearly 70 feet high and 560 feet in length. Construction on Colossal Curl will begin in the coming weeks and by early 2015 many of the ride's features will be visible to guests. The park is not committing to an opening date, stating that the attraction is expected to open during Adventure Island's 2015 season, which begins in March.

On August 16, 2014, **Pirate Beach** opened at **Legoland Discovery Center Dallas/Fort Worth**, just in time for the hottest days of summer.

Geared towards children ages three to 10, the new water playground features more than 30 interactive gadgets pumping and spraying thousands of gallons of water. Located outdoors near the **Lego City: Forest Ranger Pursuit** ride, the 10,000-square-foot addition is the 12th permanent attraction in Legoland Discovery Center Dallas/Fort Worth, and the second added in the last two years.

"Pirate Beach has three things we know will be a hit with children: pirates, Lego bricks and water," said **Iain Scouller**, regional general manager, "This exciting addition to our rapidly growing attraction is the first water playground of its kind at any Legoland Discovery Center in the world."

Structured after a shipwrecked pirate vessel, Pirate Beach's central feature is a playground where kids can navigate through water jets and fountains, squirt cannons and splash down water slides. Looming at the top of the 20-foot-tall mast is a 50-gallon bucket poised to dump water on guests every few minutes. Throughout Pirate Beach, guests will also encounter over 12 interactive models and a soft play area that include pirates, cannons, treasure chests, palm trees and sand castles.

Aquamagica water park in Mumbai, India, opened to sell-out crowds — a situation that created a problem for those unable to get into the water park. As a part of an opening-day promotion Aquamagica offered a special introductory offer and tickets were available both online and at the ticket counter. However, the bulk of the day's tickets sold online, leaving just a few for the ticket window, which ran out ten minutes after the windows opened. Local police had to be called to disperse the large crowd that had started to grow angry after arriving with the hope of being able to purchase tickets at the ticket window. To complicate matters, it was later discovered that at least one employee was caught on camera offering tickets for sale, outside the gate, at four times the introductory price.

As colleges compete to attract students, particularly those in athletic programs, some have turned to on-campus water parks to lure 20-somethings to their campuses. Leading the way is **Texas Tech University**, Lubbock, Texas, which boasts of two acres of lazy rivers, leisure pools, competition pools, waterslides and a tanning deck — the largest student leisure pool in the country — a meager \$8.4 million investment. **Louisiana State University** is expected to have a new lazy river, which will spell out the letters LSU. At **Auburn University** in Alabama, students can climb a 20-foot wet climbing wall, then kick back in a 45-person paw print shaped hot tub. **North Dakota State** plans to construct a zip line that students can ride out over a 36-foot-diameter pool, complete with an island in the middle of the pool with a recessed fireplace. The **University of Missouri** has an aquatic center that boasts a Tiger Grotto complete with an indoor waterfall, lazy river, high-powered Vortex, sauna and steam rooms. Critics of these outlandish rec-centers fear that universities are focusing more on student amenities and less on academics.

Denver-based **SunShare** has contracted with **Hyland Hills Park and Recreation District** to provide **Water World**, the largest community owned water park in the country, and its other district properties with 1.4 megawatts of clean, reliable energy from its Adams County Community Solar Garden. This is among the largest Community Solar deals to be signed between a Community Solar developer and a consumer. SunShare is one of the nation's first Community Solar providers.

"We are proud to be part of this Solar Garden with SunShare," said **Harlan Bryant**, district engi-

neer for Hyland Hills Park & Recreation District. "It is a win, win, win situation. We're helping **Xcel Energy** meet its renewable energy requirements; we're helping SunShare, a Colorado company, create jobs here in Colorado; and the district is saving money on our electricity bills." Water World just celebrated its 35th summer in Denver.

Not only an environmental decision, but also an economic one, Hyland Hills will fix part of the district's energy costs at today's levels, protecting it from volatile fossil fuel prices. SunShare will be providing 1.4 megawatts to help power the recreation district and Water World, the equivalent of powering over 300 homes for 20 years.

"We are really excited to partner with such a high profile customer like Water World," said **Jonathan Postal**, senior vice president of SunShare. "They are now our largest subscriber in Colorado, and we believe them to be the biggest customer of any Community Solar Garden in the nation," said Postal.

"I've been looking for more than four years for a way to incorporate solar energy here at Water World and throughout the district. The Solar Garden business model is the first one that has worked for our Agency," said Bryant. "I hope this program is very successful, so the District can convert more of our electric consumption to solar production."

Community Solar allows customers who either can't or don't want to put solar panels on their homes to buy solar energy from a solar array located elsewhere in the community.

Electricity generated by SunShare's Solar Gardens is fed into the main power grid. SunShare's customers buy a specific amount of energy from the solar garden and receive a credit on their Xcel Energy bill for that amount.

SunShare has over 11 megawatts of Community Solar Gardens built or under development in Colorado's Front Range. SunShare has projects underway with Colorado Springs Utilities and Xcel Energy with the capacity to serve over 2,200 homes.

Parque del La Costa, Tigre, Buenos Aires, Argentina, expects to open its new water park expansion by December of this year with an opening date tentatively scheduled for December 3. **AquaFan**, built at a cost of 60 million Argentine Pesos (U.S. \$7 million), will be operated by **Commercial del Plata**, the same company that owns and operates Parque de la Costa. Although separately gated, it is expected that a combination ticket will be offered to allow guests to enjoy both the ride park and water park. The water park will only operate during the summer season, typically November to March for countries south of the equator.

Polin Waterparks & Pool Systems supplied the attractions and many of them bear names familiar to Polin Products such as Turbolance, Black Hole and Abyss. A children's area for guests under eight years of age will include climbing towers, four slides and shallow pools of heated water.

At 1,100 square meters, the wave pool can boast of being the largest in Argentina.

In addition to riding the water slides, Argentinians will have plenty of opportunity to relax and sunbathe on one of four sun decks overlooking the Tigre Luján rivers and lakes of the park.

Other areas of the park will be set aside for entertainment with music and music videos on large screens.

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Six Flags Over Georgia enjoys success with water park

New park built around existing waterplay structure

STORY: Scott Rutherford
srutherford@amusementtoday.com

AUSTELL, Ga. — Guests looking for ways to cool off this summer found it at Six Flags Over Georgia thanks to Hurricane Harbor, the largest expansion in the park's 47-year history. Opened to the public on May 30, 2014, Hurricane Harbor offers four new water attractions, including the world's first hybrid zero-gravity slide. Covering seven acres, the water park is free with admission to Six Flags Over Georgia.

Hurricane Harbor's new attractions include:

- **Tsunami Surge:** Billed as the world's first hybrid zero-gravity slide, Tsunami Surge sends guests in four-seat cloverleaf tubes down five stories to the splash pool waiting below. It includes a drop through an enclosed tube into a whirlpool bowl with 360 degree curves and a 45-foot wave wall, for a moment of zero gravity. Supplied by ProSlide.

- **Calypso Bay:** a 38,000-square-foot wave pool features two large wave generators that create four-foot waves in eight different wave patterns to mimic the high surf of the ocean. Supplied by WaveTek Technology.

- **Bonzai Pipelines:** Three unique enclosed water slides (totaling 944 feet) that launch from atop a 41-foot tower, sending guests barreling down through 180- and 360-degree curves in tubes. Supplied by ProSlide.

- **Paradise Island:** A children's water playground encompassing an entire acre of Hurricane Harbor with six water slides, multiple water buckets dumping 2,000 gallons of water and hundreds of interactive water elements such as water blasters, sprayers, fountains, water wheels and pumps. Supplied by Kola Play Group and ProSlide.

Hurricane Harbor also features 11 relaxing cabanas with reserved seating and food service, a beach-themed restaurant with counter service, several retail locations, bathhouses, locker and tube



Six Flags Over Georgia's 2014 season was highlighted by the addition of Hurricane Harbor, the largest expansion in the park's 47-year history. The new seven-acre water park, located within Six Flags Over Georgia, was built around an existing waterplay structure to create the new full-sized water park. More additions are planned in future years.

COURTESY
SIX FLAGS OVER GEORGIA



rentals along with plenty of lounge chairs.

At the end of the 2014 season, *Amusement Today* spoke with Six Flags Over Georgia President Dale Kaetzel about how guests responded to the new water park expansion. "Hurricane Harbor is a wonderful addition to Six Flags Over Georgia and comple-

ments the park perfectly. This world-class facility, with a first of its kind slide in the world, provides our guests an opportunity to cool off while riding our 11 roller coasters and other family attractions, all in one day. In fact, our guests told us through years of surveys that they wanted more water product in At-

lanta, especially since it is so hot during the summer. We listened to guests and added water attractions that the entire family can experience together. Hurricane Harbor offers something for everyone."

Our guests simply love Hurricane Harbor. Every time I am in the water park, guests say 'thank you' and

'amazing.' It is very exciting to see all of the smiling faces every time I visit Hurricane Harbor," added Kaetzel. "Six Flags Over Georgia is proud of its massive water park, which is the first phase of a multi-phase water park project. Our guests can expect additional slides and attractions in the years to come."

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Pirates of the Cactus Aquapark opens in Turkey

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

BODRUM, Turkey — Cactus Hotels Group partnered exclusively with Polin Waterparks & Pool Systems to create Pirates of the Cactus AquaPark. The park is dedicated to the memory of Muhittin Unsal Tulbentci, founder of the Group, by his family. Muhittin Unsal Tulbentci, a well-respected veteran of Turkey's tourism sector and recipient of the Grand National Assembly of Turkey Superior Service Medal, died in 2012. Following in their father's footsteps, daughters Ece Gurcay and Esra Demirci wanted to ensure that the Pirates of the Cactus Aquapark lived up to the ideals that their father set during his life. The water park opened in Bodrum, Turkey, in June 2014.

Located on the shores of the Mediterranean Sea, it is only within the past few decades that Bodrum has come to be associated with tourism. Previously a simple fishing town, writer Cevat Şakir Kabaağaçlı brought intellectuals, writers and artists to Bodrum in the mid 1940s. By the 1980s foreigners started to take notice of the artsy beach-town. Bodrum today is a favorite getaway of Turks and other Europeans who consider it one of the most luxurious spots on the Turkish Riviera.

The Cactus Hotels Group owns 10 hotels and resorts in Bodrum. Pirates of the Cactus is the group's first themed water park. Esra Demirci explained, "We were familiar with Polin's reputation for creating some of the most innovative waterslides and family rides. We knew that our father would have insisted on working with a company that maintained his same ideals. The Cactus Hotels Group made its first investment in the tourism industry in Gümlü, Turkey, in 1992.

The water park's inauguration took place in June and was attended by a variety of dignitaries, in addition to



Cactus Hotel Group's new aquapark is home to a selection of Polin slide equipment. Shown here top row, l to r: Black Hole with its multi-colored stripes for visual effect, wave slide along with a multi-slide and body slides sharing the same splash pool. Bottom row, l to r: the anaconda-themed Navigatour, three-lane multi-slide and wave slide. COURTESY POLIN



family members who oversee the business. Bodrum County Commissioner Recai Seymen joined Yalıkavak Ex-Mayor and Assemblyman Mustafa Saruhan, along with other local assemblymen and friends of the Tulbentci family.

Located on 4,500 square meters (48,437 square feet) of land within view of the coast, Pirates of the Cactus provides a range of aquatic attractions for all ages of family members. The water park features nine different slides, a children's pool, a swimming pool, a wave pool, pool games, aerobics, competitions and terraces for relaxing. Entrance to the park for adults is 100 Turkish Lira on weekdays and TYR 125 on weekends (U.S. \$45/56). The admission fee includes unlimited food and beverages all day long. The menu changes throughout the day, switching from breakfast to lunch at Noon, with lighter

items offered during the last hour and a half of operation.

The slides are heavily themed and take advantage of Polin's ability to produce, bright, shiny, multi-colored fiberglass using its Resin Transfer Molding (RTM) technique and Magic Shine coating.

The park's aquatic attractions include:

- Black Hole: Black Hole is a part-open/part-closed slide in which guests enjoy Polin's Natural Light Effects technology as water sluicing through the tubes interacts with sunlight to create visual effects.

- Flying Boats: This mid-speed beginner slide gives aquapark newbies a chance to test out their bravery.

- Wave Slide: This slide sends guests down a 10 meter (32 feet) thrill ride as they are entertained with starfish and wave decor.

- Navigatour: The star of the park, the Navigatour

resembles the largest Anaconda snake a guest will ever encounter as they slide along its breathtaking 135 meter (443 feet) path. Whether riding single or with a friend, riders slip in and out of the light as they experience an amazing light show.

- Tunnel Freefall: Guests on the Tunnel Freefall experience a thrilling ride as they speed through the dark in this heart-pounding water attraction.

- Multislide: Three guests at a time compete head-to-head on this thrill ride that allows the fastest to proclaim himself the winner at the end.

- Kamikaze: While the speed of this slide will cause adrenaline levels to spike to their highest levels, guests on the ride will end in a soft splash upon arrival at the exit.

- Aqua Tube: Riders of this attraction begin three stories high, sliding through

transparent tubes along a 75 meter (246 foot) path to experience a ride unlike any other at the park.

- Body Slides: Suitable for both kids and adults, this classic slide gives guests a smooth and satisfying ride along its 75 meter (246 foot) ride.

Other Polin-designed attractions at the park include a Baby Octopus, Mini Pirate Ship, Mushroom, Dolphin, an AT 310 with a Pirate Theme and a SprayVille.

Esra Demirci added that the company will continue to pursue its goal of elevating Turkish hotel management and tourism to the most innovative and modern levels. "We want to honor our father with attractions and offerings that make our company recognized as among the world's best. We know that if we keep this goal in mind, we will undoubtedly win the loyalty of even more guests in the future."



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Schlitterbahn Upper Padre taking shape, partially open

STORY: Jeffrey L. Seifert
jseifert@amusementtoday.com

CORPUS CHRISTI, Texas — Schlitterbahn water parks & resorts, known throughout the world for the famous New Braunfels resort has steadily increased the company's branded properties since the original opened in 1979.

First up was Schlitterbahn Beach in South Padre, Texas, opening in 2001. Five years later Schlitterbahn Galveston Island opened as a combination indoor-outdoor water park, with a unique retractable roof and wall system that can convert the indoor water park section to an outdoor water park in less than eight minutes. The company's first venture outside of Texas brought the Schlitterbahn experience to Kansas City, Kansas, with an opening in 2010. Although each park has that unique Schlitterbahn atmosphere, they differ from each other by incorporating elements that reflect the surrounding communities. The park at South Padre has a distinctive beach and sand ambience whereas the Galveston and Kansas City properties have a more urban/industrial look and feel.

Schlitterbahn's latest project brings the company back to the same island as its first expansion — Padre. In keeping with the "everything is bigger in Texas" tradition, the 113-mile barrier island, known as Padre (Spanish for father) is the largest barrier island the world. It follows the Texas Gulf shore stretching from Corpus Christi, southward to Mustang Island near the southernmost border of the state. Though technically on the same island, the two properties are more than 100 miles apart. The 500-acre parcel, including land that was previously used by Padre Isles County Club, has taken on a whole new persona. The grand plan shows a unique water park resort that combines Schlitterbahn's famous water park elements with a golf course, tennis courts, a country club, a mix of overnight and residential accommodations, retail establishments, restaurants and entertainment venues.

Known as Schlitterbahn



Although not fully operational, Schlitterbahn Upper Padre opened several attractions to allow guests to preview the resort. Clockwise from top left: The childrens' play area offers splashy fun for little ones with a butterfly slide and mushroom fountain — note the inverted lifeboat atop the shade structure. The Veranda bar features a beautiful wood countertop, hand-carved from a fallen pecan tree. The zero-entry pool with a swim-up bar — a Schlitterbahn tradition.

COURTESY SCHLITTERBAHN

Upper Padre, the water park and resort broke ground on February 14, 2013. While it was hoped that the waterpark would be fully operational by Summer 2014, designer Jeff Henry saw an opportunity to expand the scope of the project to include a more expansive lodging offering, meeting space, and full service dining.

On August 24, 2014, guests were given a preview of the park with the opening of Crystal River, one of Schlitterbahn's famous torrent/tidal river systems. Along with the river system, a tube chute, swim-up bar, childrens' play area and multiple beaches were also operational.

Schlitterbahn Upper Padre will be unique among water park properties and among Schlitterbahn properties. Features not typically found at water parks that will be incorporated into the Upper Padre property include:

- Waterpark Country Club: The Corpus Christi location will be home to Schlitterbahn's first member's only Country Club featuring summer water park resort fun along with island country club year-round amenities like a nine hole golf course, tennis courts, and member dining and events.

- Shoot the Chute: One of the unusual features for this park is a Shoot the Chute ride. Typically found at amusement parks, it will be one of the more visible features on the site and continues Schlitterbahn's tradition of reusing and restoring rides. This Hopkins Rides



Shoot the Chute was rescued from Alabama Adventures when the decision was made to close the dry-ride section of that property in 2012.

- Longest River: When fully open in Spring 2015, Schlitterbahn Upper Padre will be home to Schlitterbahn's longest river system. There will also be a set of Schlitterbahn's popular signature attractions: Torrent River, Boogie Bahn, two Master Blasters and more children's areas.

- Event Space: With the ongoing success in booking weddings and corporate events at Schlitterbahn's South Padre Resort, the Corpus Christi property will be ahead of the game with a significant amount of functional space. The plan is to host year-round events and festivals on the is-

land beginning in October.

- Detail work: Schlitterbahn has taken extra care with the details on everything from cabanas to entrances. The Treehaus theme is carried throughout the waterpark and resort area, showcasing the work of skilled craftsmen in sculpture, woodwork, and painting. The wooden bar top in the Veranda, a full service restaurant on property, is a prime example. Carved from a 100-year-old pecan tree that had fallen years ago, it's a stunning focal point in the Veranda restaurant bar. The grand palapa swim up bar is one of the most beautiful in the system, and is a center point of a cabana and Country Club member area.

- Sustainable Building: The entrance to Schlitterbahn Upper Padre is decorated in

the spirit of re-used and repurposed materials. Visitors will see an anchor, chain, and rope from a Texas shipyard, liferafts serving as shade structures and plant beds, and parking guides. Throughout the park, wood reclaimed from the devastating 2011-2012 Bastrop County Complex Wildfire, has been used for everything from tables and benches to paneling for buildings.

When completed, Schlitterbahn Upper Padre in Corpus Christi will combine the best of the Schlitterbahn family of parks — along with many new ideas.

A resort in Corpus Christi has been long-time dream of Schlitterbahn's founder, Bob Henry, who always wanted a park in that city.



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BUSINESS & CLASSIFIEDS

►MarketWatch — Page 72 / Safety News — Pages 78-84 / Books — Pages 85 & 86 / CLASSIFIED — Page 87



OdySea will be the Southwest's largest aquarium facility and anchor a \$175 million entertainment complex. COURTESY ODYSEA IN THE DESERT

Centerpiece of 35-acre entertainment complex

OdySea Aquarium to raise Sonoran Desert's 'see'-worthiness

STORY: Dean Lamanna
dlamanna@amusementtoday.com

SCOTTSDALE, Ariz. — This arid, upscale city in the Sonoran Desert northeast of central Phoenix will be getting an extra-cool, extra-moist dip into educational fun with a new state-of-the-art aquarium.

Being positioned as one of Arizona's premier attractions, OdySea Aquarium, when completed, will be the largest facility of its type in the Southwest and is the centerpiece of a 35-acre, approximately \$175 million entertainment complex called OdySea in the Desert within the Salt River Pima-Maricopa Indian Community.

The two-level, 200,000-square-foot facility is expected to break ground by year's end, with a December 2015 opening slated.

"OdySea Aquarium will offer the very latest in technology and have a futuristic entertainment component that goes far beyond delivering a standard aquarium



experience," said Amram Knishinsky, CEO and founder of OdySea in the Desert. "We are hopeful that visitors from across the country will want to add this to their must do Arizona itinerary."

Knishinsky leads a private investment and development team that also operates the Newport Aquarium in Newport, Ky., and the OdySea Experience marine attraction at the Mohegan Sun casino-resort in Uncasville, Conn. The team includes industry specialist John Tighe, general manager of the Newport Aquarium and a former director of operations for Sea-World.

OdySea promises a high-tech educational adventure. Visitors will embark on a journey exploring all areas of marine life — from bayous and coral reefs to deep fresh-

water and saltwater abysses.

Planned exhibits include Rivers of the World, American Rivers, Amazon Rivers, Shores, Penguins and the Great Barrier Reef, plus a special animal showcase called The Bizarre & the Beautiful featuring jellyfish, octopus, large king crabs and seahorses. Interactive media boards throughout the facility will provide hands-on experiences, illuminated world maps and sounds from different regions around the globe.

OdySea also will include the Lighthouse Café, serving a full menu and light snacks, and the OdySea Treasures Gift Shop. The attraction is designed to accommodate up to 15,000 visitors daily and will be available for private events.

In August, OdySea and its revolutionary design features came closer to fruition with the signing of a key vendor.

Reynolds Polymer Technology of Grand Junction, Colo., a cutting-edge leader in acrylic design and aquar-

► See ODYSEA, page 68

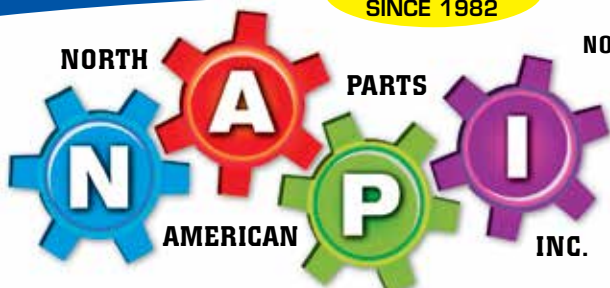


Among the habitats to be included at OdySea Aquarium are a giant martini-shaped tank (above) and a penguin roost (below). COURTESY ODYSEA IN THE DESERT



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KMG wins lawsuit against Dutch company operating Freak Out knock-off

GELDERLAND, Netherlands — A Dutch Court ruled in favor of KMG last month halting the operation of a Freak Out knock-off in the Netherlands.

On October 2, a Dutch court ruled that the KMG Freak Out is protected by the country's Copyright Law. The court ruled that the Dutch independent carnival company Dauphin-Hermans VOF of the Netherlands, who was operating a KMG Freak Out knock-off called the Hang Over, was infringing on the KMG's copyright of the Freak Out.

The judge stated that the Czech Republic company that manufactured it also was infringing on KMG's right as well.

KMG's Peter Theunisz said the judge stated that "style effects, model, used techniques, colors and decorations are copied one-on-one."

And that "the manufacturer and owner of the copy have not investigated possible solutions to build a similar ride, nor have they attempted to make this ride look distinctively different than the KMG Freak Out."

The Dutch owner is no longer allowed to operate the copy ride in the Netherlands. In addition, he will receive a fine of \$20,000 Euros for every day the ride is open to the public.

"This ride came from the same factory as several other copy rides that travel in the U.S. and Europe," Theunisz said. "Similar copy rides are being manufactured by other factories in Poland, Hungary, Czech Republic, Bulgaria and Asia under the names Extreme or Freak Out."

The owner also was ordered to pay all court expenses.

The ride owner can't sell the knock-off to any possible buyer in Europe, U.S., Australia or elsewhere.

"KMG will push charges against a possible new owner in any of these countries," he said.

Theunisz said KMG developed the Freak Out and that it has been a reliable and successful unit for them, selling more than 50 units worldwide. And, over the last several years, there have been companies in Eastern Europe trying to duplicate it. The copyright infringements have had a financial impact on KMG.

"This way these companies are trying to take advantage of



A Dutch court ruled in favor of KMG, which had brought to the court's attention that a Dutch showman had been operating a knock-off Freak Out. Above is the Freak Out by KMG. Left, Peter Theunisz, KMG Europe sales manager. COURTESY KMG



This is the copied KMG Freak Out called the Hang Over. It was being operated by an independent carnival company Dauphin-Hermans VOF of the Netherlands. A Dutch court's verdict ruled that this company was infringing on KMG's copyright laws and has barred this copy ride from the Netherlands. COURTESY KMG

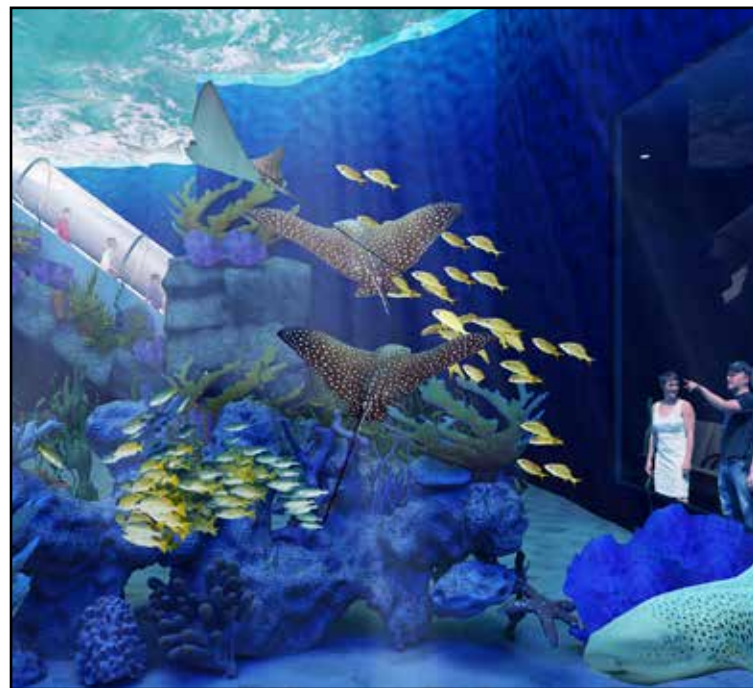
the successful Freak Out model and making profits without having to invest in development, designing, engineering, marketing and management," he continued.

KMG wants to make buyers "aware of the claims and legal steps which KMG might, or will, take against any factory or buyer who constructs or operates an illegal copy of the Freak Out."

"The law suit verdict made it all clear for everybody so KMG will take legal actions against any buyer or owner of an illegal copy of the Freak

Out that infringes its patent or copyright as it is KMG's intention to keep these copies off the market," Theunisz said. "Bottom line is that the Freak Out is subject to Copyright Law. In Europe we have Jurisprudence, which means that different courts in different countries will comply to this Dutch Court verdict."

Not only is KMG upset of others infringing on their success of the Freak Out, the company also has concerns over the quality, after sales, service, spare parts and reliability of these copies.



Massive submerged tubes made from acrylic will carry visitors between OdySea Aquarium's two levels, while floor-to-ceiling windows will afford underwater viewing throughout the facility. COURTESY ODYSEA IN THE DESERT

► ODYSEA

Continued from page 67

ium building, has been contracted to design and supply the aquarium's large viewing windows and underwater viewing tunnels that will move visitors between each level. Guests will be able to appreciate the facility's two-million-plus-gallon water habitat from virtually every angle. Even the aquarium's restrooms will have floor-to-ceiling windows for watching the aquatic life.

"Reynolds Polymer played a large part of the building of our Newport Aquarium in Kentucky," said Knishinsky. "For the new OdySea Aquarium, they plan to use the most advanced technology and design available, taking this project to an even higher level."

Knishinsky also has signed an exclusive agreement with Sea Trek, the largest underwater walking program in the world. This experience will allow OdySea visitors to descend deep into the "ocean," where they will be surrounded by sea creatures on all sides. With Sea Trek, which adheres to insured safety standards and has rigorously certified (including CPR and first aid) staff, visitors do not need a scuba diver certification or to know how to swim. Tours focus on education and entertainment, teaching guests about the fragile marine ecosystem in a way that is fun,

engaging and memorable.

"OdySea will be the only aquarium in the U.S. featuring Sea Trek technology," Knishinsky said.


In addition, the facility has secured height approval for 58 feet. The project's host community also has approved other tall developments planned at or near OdySea in the Desert, including IMAX theaters (approved for 68 feet) and the Flight Shop, an indoor skydiving facility (approved for 78 feet). Both attractions are scheduled to open in 2016.

OdySea Aquarium will be operated as a for-profit facility, employing more than 250 individuals, while its 501(c)(3) non-profit foundation will administer all educational programs and services.

Odysea in the Desert already is home to Butterfly Wonderland, the largest butterfly pavilion in America (opened in May 2013 as part of the first phase of the complex) and OdySea Mirror Maze / Laser Maze. Distinctive retail shops and a "Taste of the World" international culinary showcase featuring more than a dozen restaurants are among other additions planned for the location.

The complex is part of a growing entertainment corridor bordering Loop 101 east of Scottsdale that includes the Talking Stick Resort and Casino, two neighboring golf courses and the Salt River Fields baseball facility.

• odyseaaquarium.com




The image features two illuminated slot machines, the 'Big Bass Wheel' by Bay Tek. The left machine displays a winning combination of 'EXPAND', 'SUCCESS' (circled in orange), and 'REFINANCE' (flanked by stars). Above the wheel is a sign that says '\$\$\$\$\$ WINNER! \$\$\$\$\$'. The right machine displays 'CHANGE', 'OPPORTUNITY', '100% FINANCING', and 'GROWTH'. Above its wheel is a red sign with a white tree logo. Yellow arrows point from the 'SUCCESS' and '100% FINANCING' sections towards the center.


Big Bass Wheel by Bay Tek used with permission.

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Jason McClure, vice president and general manager

Former Paramount Parks veteran now heads historic Cedar Point

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

SANDUSKY, Ohio — Stepping into the role of general manager is an intimidating task, but taking on one of the world's largest amusement parks should come with a small level of trepidation. *Amusement Today* had the opportunity to sit down mid-season with Jason McClure, Cedar Point's newest vice president and general manager, to gather his perspectives on overseeing one of the world's most famous destinations. His humor and friendliness simply added to the approachable qualities he exhibits to guests, staff and media.

Tell us about your past experience with Cedar Fair, and when you heard you were coming to Cedar Point, what went through your mind?

I started with Paramount Parks down at Carowinds in 2001, and after a few years there I was at Kings Island for three years during the Cedar Fair acquisition of Paramount Parks. I was able to go to Dorney Park for the last six years — which is a great little park — and it got me out of the finance world and more involved in operations; a great experience there, wonderful team.

To have the opportunity to come to Cedar Point — the best amusement park in the world, the best collection of roller coasters, such a world class reputation — it was very exciting. It can't be anything but exciting.

Then there are a couple of surreal moments: the first time driving across the causeway, and when you are coming to visit it is really exciting, and then realizing "okay, now I've got some responsibility for all that." It's a little surreal there for a moment. But then you get on board and we have such a great team and wonderful staff here at Cedar Point. They are so passionate and dedicated to the park. You know this industry, it just gets in your blood. People have such a deep connection to their jobs and their business, but it's not just a job, you really feel a part of it. That's what makes it fun to work. Cedar Point is even more special with the setting and the type of park we have.

How is overseeing a park



Cedar Point's new VP & GM, Jason McClure, is in charge of the entire resort property. With that position McClure must keep guests entertained with thrillers like Maverick (above) or by simple use of lighting and other effects shown here.

AT/TIM BALDWIN

that is twice the size of your previous park differed in terms of your role?

It changes your style — a smaller team, smaller park at Dorney, here a bigger park, but a bigger team, too. I have to rely on the people who help me run the park a lot more than I could at Dorney. If something was happening [at Dorney] I could definitely put my eyes on it. Something could be happening here and it could be a good 20 minute walk (laughs)!

I have to manage my day a little more differently; I have to plan it a bit more precisely so that I can get to all the things I want to get to. It has challenged my organizational skills; I have to fall back on my financial days. The great part about this job is that no day is what you expected it to be. The guests help change the day, it's always new and different.

Has there been a nice surprise being here at Cedar Point? Something that made you say, "Wow, I wasn't expecting that!"

You know, I think a couple of the softer sides to Cedar Point. Obviously, roller coasters are what Cedar Point's reputation is all about. But, I have really had a good time working with our team on Frontier Trail. Frontier Trail is like a nice little escape from the park.



We can play with it, we can kind of control what happens over there. We've been able to start a two-year plan to bring it back to life a little bit. We've expanded our petting farm barnyard. It has been amazing, the response from our guests has had such positive feedback about it. People love it. We've put in a bluegrass live band; they play live music in different spots over on the Frontier Trail. It's been a nice surprise.

How often do you get to walk the park?

I walk the whole park at least once a day, at a minimum. Most days I get in three to four, especially on the weekends. The nice part about the weekend is you can kind of put the business side away, and really see how the guests are using the park, enjoying the park and interact with our team. Saturdays and Sundays I don't spend too much time in the office. I get to spend the day out in the park.

Look into the future five years from now. What are some of the goals you hope you've accomplished?

I'll cheat a bit. I've really looked at 2020. 2020 is going to be the 150th anniversary of Cedar Point and we're really working now to craft who we want to be and where we want to be. That's a really exciting

opportunity for us. No doubt we want to continue to be the Coaster Capital of the World. That's in our DNA and we'll never walk away from that.

But we also don't want to overlook the other aspects of the park experience. Our live show program — which is another surprise, there are more shows in the park than I expected when I got here — if I pick a day to see the shows, I have a hard time getting to all of them.

And family product is obviously key and important to us. So we want to be sure we are what we are now, but with the grand re-opening of the Breakers, we also want to have that resort feel.

Being on Lake Erie, being on the peninsula, really differentiates us from most other properties. To leverage the Breakers Hotel, leverage the resort experience, is something we want to do more and more for our guests.

What are the guests going to see at Hotel Breakers in the next few years?

This off season we did a lot of necessary infrastructure work on the exterior. Now we can really dive in on the interior. All the rooms will be re-done this winter — brand new interiors, brand new furnishings. It should be a completely

different overnight experience for the guests.

But we also want to affect some of the common areas as well. We're going to update the rotunda and really feature it. It took me a couple of months to realize why the Breakers was built backward. When it was built, it was built to face the guests as they arrived, and they originally arrived by boat. They didn't drive up. The Hotel Breakers is built to face the lake and welcome people in, now as people drive, it's almost like they drive up to the back side. It will be nice to change that entry experience. Make it a lot more grand. That will be what most people really notice. Driving up to Hotel Breakers will be a completely different welcome experience.

And then that rotunda — it's just classic. Right now it has just been employee housing because the rooms are so outdated. We're going to convert those over to wonderful suites. Those are going to be like the best rooms in the hotel. That will be ready for 2015.

Just one month into your season here you had a challenging week. You had a water main break and had to evacuate the resort and peninsula, an employee brawl had to have the police called in and a plane actually landed on the beach. What attributes does a general manager depend upon to get through those times?

(laughs) Yeah, I was saying "Enough of the hazing. I don't need any more initiation tests." At all times you think about guests first and you think safety first. We say that all the time, and I guess it is easy to say it, but it is hard to put into action.

Matt Ouimet always likes to say you have one chance to do the right thing and that was the deal with the water main break. We got a lot of feedback [from guests] "We don't care. We'd love to stay." (laughs) But no, it was not a good environment for staff and guests. But we prepare for it. We prepare for emergency situations so that we know how to handle them.

It was fun to see our team to put into place things you drill on that you think you'll never have to do. The timing was right as the park was

► **See MCCLURE, page 71**

►MCCLURE

Continued from page 70

opening. That was challenging to get the word out. Everyone was showing up. Everyone has had bad weather days, when you have to shut down, but no one wants to be there. But it's a different story when it is sunny and beautiful in June and everyone wants to show up. It is tough to lose that weekend, but it is really tough to disappoint the people who have come. It's hard; but it was definitely something out of our control, but we put the guests first. We did everything we could to help them visit at another time. We were very proactive on how we wanted to handle the guests.

Which do you feel describes you better — a manager who tries to communicate his vision for success to his staff or a manager who is receptive to the ideas of those who work for him?

I think I am a combination of the two and there are different times when you have to be both.

I think a strong manager knows how to manage different personalities and different

people. Especially in the business like ours which has such a diverse group of people. The Live Entertainment team and Maintenance team don't communicate the same way. So you have to be flexible and be able to do that with them. I like to gather ideas. I want to hear people's perspectives and I really think you have to listen to the guests. I think 80 percent of the time you give them what they want, but 20 percent of the time you introduce them to something new you think they're going to like. I think you need to have that kind of balance.

But I'm always looking for new ideas and other kinds of input. However, I'm definitely intentional about letting people know about what I want to see and this is my vision and this is where the park should go.

With Luminosity at the front of the park and the new Gemini Midway at the back of the park, Cedar Point is taking on a special atmosphere at night. Do you see more of this in the future?

I do. Cedar Point is a great park at night. It lights up, it's beautiful. I've been renting



As Cedar Point readies for its 150th anniversary in 2020, the resort is involved in a multi-year, multi-million dollar rebuild of the beloved Hotel Breakers. COURTESY CEDAR POINT

a condo in downtown Sandusky, so I can see the park all night long from a window at my condo, just across the bay. We love the feel of the park at night. We're trying to do more things. We started a beach party. Friday and Saturday nights from 9:00 until midnight, we have bonfires out on the beach, a band and fireworks at 11:00. We have so many people who spend the night with us who are looking for something to do later in the night. And to invite people to stay longer is a good thing for the park. It seems that last thing you see in the evening is what you carry home with you. We want peo-

ple to go out with a good feeling. The Gemini Midway is a fun nighttime experience with the lighting package.

Are you a rider?

I am.

Have you developed a favorite here at the park?

I do have a favorite. I think the best ride at the park is Millennium Force. It is an all-time classic. But my favorite ride to just ride is Maverick. I love the Maverick experience. You have to learn how to ride it a little bit; it's a little more intense. If I get to pick one ride to ride, it's Maverick.

When riding a coaster, do you tend to sit near the front

or the back?

I like the front seat.

When talking to old friends at parks you've previously worked and continue to maintain those relationships, what do you tell them is your favorite thing about working at Cedar Point?

My favorite part is the joy that the guests have when they are here at Cedar Point. All the parks I've been at are "get-aways," a nice place to kind of escape for the day. But you really see that more in the guests' eyes and how they use the park here at Cedar Point; the excitement when they come in the main gate and see all the rides; and the comments you hear when you are around the park.

I was walking the park the other day and met a guest from Rochester, N.Y., because I heard from behind him say "Man, this place is bananas." You have all those neck-jerk moments from the midway at Cedar Point as rides shoot by. You just see things you don't see in other parks. That ride experience connects with non-riders. That's really different here than other parks I've been in.

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MARKETWATCH



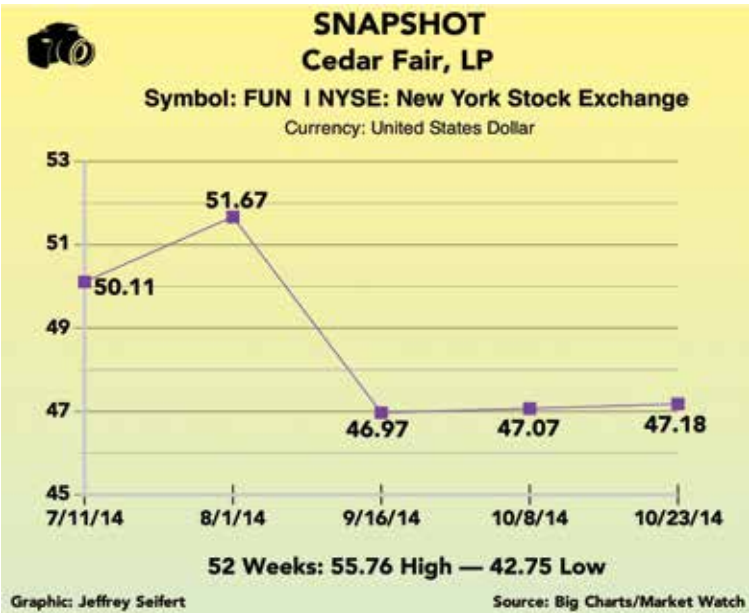
| COMPANY | SYMBOL | MARKET | PRICE 10/23/14 | HIGH 52-Week | LOW 52-Week |
|---|---------|--------|-------------------|-----------------|----------------|
| Apollo Global Management (Great Wolf Resorts) | APO | NYSE | 23.02 | 36.51 | 20.02 |
| The Blackstone Group | BX | NYSE | 29.89 | 36.08 | 25.60 |
| Merlin Entertainments Group/ Legoland | MERL | LSE | 356.00 | 356.60 | 3.20 |
| Cedar Fair, L.P. | FUN | NYSE | 47.18 | 55.76 | 42.75 |
| Comcast Corp./ NBCUniversal Media | CMCSA | NASDAQ | 53.22 | 57.49 | 46.57 |
| | CMCSK | NASDAQ | 53.17 | 57.16 | 45.55 |
| The Walt Disney Company | DIS | NYSE | 87.99 | 91.20 | 66.72 |
| Fuji Kyoko Co., Ltd. | 9010 | TYO | 1022.00 | 1270.00 | 795.00 |
| Haicahang Holdings Ltd. | 2255HK | SEHK | 1.19 | 2.27 | 1.02 |
| Leofoo Development Co. | TW:2705 | TSEC | 10.85 | 13.70 | 10.30 |
| MGM Resorts International | MGM | NYSE | 22.36 | 28.75 | 18.40 |
| SeaWorld Entertainment, Inc. | SEAS | NYSE | 18.55 | 35.30 | 17.22 |
| Shenzhen Overseas Chinese Town Co., Ltd. (OCT) | 000069 | SZSE | 5.27 | 6.32 | 4.30 |
| Six Flags Entertainment Co. | SIX | NYSE | 39.06 | 43.19 | 31.77 |
| Tivoli A/S | DK:TIV | CSE | 3017.00 | 3216.00 | 2885.00 |
| Village Roadshow | VRL | ASX | 6.95 | 8.44 | 6.32 |

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 Exchange, Corp.; **TYO/TSE**, Tokyo Stock Exchange
—SOURCES: Bloomberg.com; Wall Street Journal

| DIESEL PRICES | | |
|---------------|----------------|------------------------|
| Region (U.S.) | As of 10/20/14 | Change from 1 year ago |
| East Coast | \$3.665 | - \$0.230 |
| Midwest | \$3.606 | - \$0.247 |
| Gulf Coast | \$3.589 | - \$0.211 |
| Mountain | \$3.738 | - \$0.137 |
| West Coast | \$3.742 | - \$0.212 |
| California | \$3.913 | - \$0.216 |

| CURRENCY | |
|-----------------------|-------------------------|
| On 10/23/14 \$1 USD = | |
| 0.7877 | EURO |
| 0.6218 | GBP (British Pound) |
| 107.04 | JPY (Japanese Yen) |
| 0.9504 | CHF (Swiss Franc) |
| 1.1382 | AUD (Australian Dollar) |
| 1.1226 | CAD (Canadian Dollar) |



BUSINESS WATCH

Allied announces affiliation with Kaliff Insurance

TREASURE ISLAND, Fla. — Florida-based **T.H.E. Insurance Company** (affiliated with **Allied Specialty Insurance** for more than 30 years, has announced that it has reached an affiliation deal with **Kaliff Insurance Company**, based in San Antonio, Texas, following years of a professional relationship between the two companies. Together, the two longstanding insurance companies represent more than 128 years of combined knowledge.

Kaliff Insurance Company, which specializes in amusement, fair and festival insurance, will be placing select risk policies with T.H.E. AM Best recently reaffirmed its A-Excellent Rating for T.H.E. Insurance Company. The AM Best report stated, "The positive rating attributes are derived from T.H.E.'s brand, longstanding reputation and management's underwriting expertise in the niche specialty entertainment industry...and also the significant advancements made during 2012 and 2013, which should benefit future periods."

SeaWorld announces 3rdQ earnings release date

ORLANDO, Fla. — **SeaWorld Entertainment, Inc.** (NYSE: SEAS) announced that it will release its third quarter 2014 financial results before the market opens on Wednesday, November 12, 2014. In conjunction with the release, the company has scheduled a conference call, which will be broadcast live over the internet, on Wednesday, November 12, 2014 at 9 a.m. Eastern Time. The release and the conference call can be accessed via the company's website at www.seaworldentertainment.com by clicking on the "Investor Relations" link located on the upper right-hand corner of that page.

Six Flags announces 3rdQ earnings, revenue up

GRAND PRAIRIE, Texas — **Six Flags Entertainment Corporation** (NYSE: SIX), announced on Oct. 21, 2014 that its third quarter 2014 revenue grew to a record high of \$542 million, representing a \$37 million or 7 percent increase over the same period in 2013. Third quarter Adjusted EBITDA of \$291 million was an improvement of \$23 million or 8 percent over prior year. Total guest spending per capita grew \$2.52 or 6 percent in the third quarter to \$43.79, with admissions revenue per capita increasing \$1.91 or 8 percent to \$25.87 and in-park revenue per capita increasing \$0.61 or 4 percent to \$17.92. Attendance for the third quarter of 11.8 million guests was up slightly over prior year. For the first nine months of 2014, the company reported revenue of \$992 million, a \$36 million or 4 percent increase over prior year, while Adjusted EBITDA for the same nine-month period totaled \$393 million, a \$25 million or 7 percent improvement over the prior year.

Quick Hits...

• LONDON — **Accesso** (AI:ACSO), a leading technology solutions provider to the global attractions and leisure industry, has announced that **Merlin Entertainments plc** has agreed to extend its current trial of the acceso Passport suite of ticketing and eCommerce solutions to four venues in Central Florida. The announcement involves Merlin evaluating the acceso Passport ticketing suite as part of its Florida cluster openings. Beginning in spring 2015, Merlin's existing **Legoland Florida** theme park, in addition to three planned new Orlando attractions – the **Orlando Eye**, **Madame Tussauds Orlando** and **Sea Life Orlando** — will each begin trialling the ticketing suite.

The acceso Passport ticketing suite allows operators to provide a comprehensive online shopping experience with access to online, tablet and mobile optimized advanced ticket sales.

• The **American Red Cross** launched two new products at the recently concluded **World Waterpark Association** (WWA) show in Las Vegas, Nev. They were: **Aquatic Attraction Lifeguarding**, a shallow water course specifically designed for water parks and **Business Explorer** package of our Aquatics Examiner Service. This package is specifically designed for water parks and/or parks and city-supported recreation departments with multiple facilities.

• The **Haunted Attraction National Tradeshow and Conference**, sponsored by **DarkLight**, is proud to announce that **HAuNTcon 2015** will be held in Baton Rouge, La. at the Belle of Baton Rouge Hotel and Conference Center February 6-11. HAuNTcon has a group discount at the hotel. For more information: www.HAuNT.com.

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Projected for a 2018 opening, the new Grand Alps Resort, in Grand Prairie, Texas, will feature a 300 room Hard Rock Hotel (above) and 350,000 square feet of indoor snow ski slopes, left. COURTESY THE GRAND ALPS

Indoor ski slope, Hard Rock Hotel announced for Texas

GRAND PRAIRIE, Texas — The Grand Alps Resort DFW, Inc. released details on Oct. 14, 2014, the worlds' first and only 4th generation indoor ski resort, integrated with a Four Diamond Hard Rock Hotel (operated by Hard Rock International) coming to the Dallas/Fort Worth, Texas area.

The announcement was made by Sherman Thurston and Levi Davis co-chairmen of The grand Alps Resort DFW, Inc.

The indoor ski resort, a \$140 million dollar facility with 350,000 square feet of year round, indoor snow dome will measure over 1,220 feet in length and 560 feet in width. It will include the longest indoor ski runs in the world at 1,900 feet in length. The Grand Alps Resort will offer multiple ski runs to accommodate beginner, intermediate & expert skiers, indoor ice climbing, luge track, Olympic half pipe & snowboard courses, a winter wonderland and snow play areas for kids and adults of all ages.

The Grand Alps is expected to attract 1.385 million plus visitors annually and will feature a daily capacity of 4,550 guests.

The Hard Rock Hotel Dallas/Fort Worth will contain 300 rooms, including 86 rooms overlooking the ski slopes, a rooftop pool complex with walk out pool deck rooms, & two Rockstar Suites. Hard Rock Hotel Dallas-Fort Worth will roll out the red carpet for guests with unparalleled live music performances and vast amenities, such as the Rock Spa, featuring its newly unveiled Rhythm & Motion spa menu, and the Body Rock workout facility.

Construction on both the hotel & ski facility is slated to begin on the \$400 million dollar project in January 2015, and projected to be operational by January 2018.

The resort will create over 1,900 new jobs upon completion. The City of Grand Prairie's investment includes the land, three-year Tax Increment Financing (TIF) funds for infrastructure, 100 percent real estate tax abatement for seven years, and a 75 percent rebate of hotel motel tax for 10 years after opening.

•info@thegrandalps.com
•thegrandalps.com

Amusement Today announces changes in some advertising rates

ARLINGTON, Texas — Amusement Today Inc. Publisher Gary Slade has announced that beginning with the January 2015 issue of *Amusement Today*, advertisers will see that some advertising rates have changed.

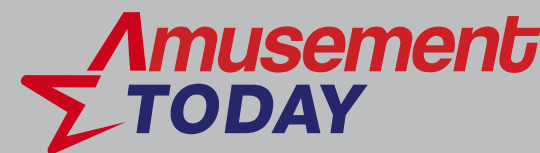
The advertising increase is the first in more than three years.

Most print display ads remain the same, but advertisers will notice that some seldom used sizes have been eliminated, and ad run frequencies have been streamlined to three pricing categories. They are: 1-6 times, 7-12 times and 13 or more times.

Print issue changes included an increase on the Economy Ad size, now priced at \$200 for color and \$150 for B&W.

AT's popular free daily email news briefing, Extra! Extra! Your Desktop Edition, has a slight increase on all ad sizes, the first ever increase for this electronic news source. AmusementToday.com's ad price for the top banner size remains unchanged. However, two additional ad sizes are now offered with ad rates adjusted accordingly.

In 2014, *Amusement Today* rolled out a free trial run on it's new Digital Edition, an electronic version of the monthly print issue. The Digital Edition allows for quicker access of print news content right from



your tablet, phone or laptop and is both Android and iOS compatible. Beginning in January 2015, ONLY print subscribers will have access to the free digital edition. Print subscriptions to *Amusement Today* are \$50 per year, include 14 issues and the FREE Digital Edition access. New advertising opportunities for the Digital Edition will be announced later in 2015.

Full advertising rates, 2015 editorial calendar and print-issue subscription form can be found at www.AmusementToday.com.

Amusement Today is the monthly trade newspaper for the amusement industry and features the most experienced staff of media professionals in the industry. AT delivers news via: print, digital, email and website. AT is also home to the annual Golden Ticket Awards, a two-day social event with learning opportunities concluding with the Golden Ticket Awards ceremony. The event is open to all amusement industry professionals.

Busch Gardens launches photo-sharing

PhotoKey allows guests to collect, view and share photos instantly

TAMPA, Fla. — Busch Gardens Tampa has launched PhotoKey, a new photo sharing program that allows guests to collect, view and share their unforgettable in-park experiences. PhotoKey users can collect photos using their PhotoKey card and view and share photos instantly with the PhotoKey mobile app.

Guests can purchase PhotoKey online at buschgardens.com or at any photo station inside the park and take advantage of photo opportunities at most roller coasters, the park entrance, with roaming photographers or even on a Serengeti Safari.

The PhotoKey mobile app is available for download on Android and iPhone and users can also purchase products in-park and online to create one-of-a-kind memorabilia, including prints, frames, key chains, posters, bed sheets and more.

PhotoKey benefits

•Unlimited Access: All photos can be viewed, shared and downloaded at



PhotoKey allows Busch Gardens guests the benefit of viewing, downloading and sharing photos via the PhotoKey app or PhotoKey website. COURTESY BUSCH GARDENS TAMPA

any park photo location, on the PhotoKey mobile app or on the PhotoKey website.

•Save on Purchases: Receive discounts on in-park photo products that are available at any photo location.

•Keepsakes: Photos can be customized into various

keepsakes through exclusive access to the PhotoKey website buschgardens.com/photokey.

Interested park guests may visit buschgardens.com for PhotoKey details and pricing, as well as Season Pass information and discounts.

San Antonio's Natural Bridge Caverns celebrates 50th anniversary

New Amaze'n Maze attraction leads cavern to record year

STORY: Tim Baldwin
tbaldwin@amusementtoday.com

SAN ANTONIO, Texas — In 1960, four students at St. Mary's University outside San Antonio discovered caverns in Comal County. Upon repeated explorations they soon found over a mile of passages inside the caverns. They brought this to the attention of Mrs. Clara Wuest, the landowner, who felt it was a good idea to show off the caverns to people who might be interested to come see them. Both the National Park Service and Texas Park System were approached. While both agreed it was worthy of development, neither would offer financial backing stating funds did not exist to pursue such a venture. Wuest contacted banks and investors in the area. None of them bit.

What followed could be considered a true example of a success story. The plucky Mrs. Wuest said she would just do it herself. With no knowledge of caves and little business experience, she acquired some assistance from one of the four college explorers and other experienced people to form a development team in 1963. On July 3, 1964, Natural Bridge Caverns opened to the public. Taking its name from a 60-foot span of natural limestone that stretches above the cave's entrance, the facility celebrated its 50th anniversary this season and continues to evolve with other attractions.

Brian Vauter, assistant operations manager, has been at the property for 29 seasons. He recalls that one of the investors that Mrs. Wuest had approached came up to her at the celebration of the 25th anniversary in 1989 and said he has been kicking himself ever since.

Over the years ancillary attractions such as a trading post and refreshment center were built on the land above the caves to provide additional hospitality and entertainment

options for visitors to the cave. Known as Discovery Village, this area was expanded in 2014. The Trading Post retail outlet is now surrounded by a mining sluice at the porch level. The park had smaller versions in the past, but the popularity of it spurred the expansion of the activity. Patrons may purchase bags of "exploratory" dirt to work and discover its contents in the sluice. The bags are guaranteed to have at least some gemstones to discover. Adjacent to the retail outlet is the Amazing Maze Round Up. "It's one of the largest mazes in Texas," says Vauter. Amaze'n Mazes is the supplier. Finally, Big Daddy's is a recently-opened indoor refreshment center featuring lemonade, drinks, candy and ice cream, in addition to further retail. "Comfort food," smiles Vauter.

Expansion of the facility really took off in 2011 with the 60-foot Canopy Challenge — a ropes challenge course that also contains two zip lines. The manufacturer was RCI. "That started the Discovery Village development and we've now finished it out with all the landscaping, the rest of the buildings and the maze attraction," Vauter adds. Interaction between families was important when the facility chose its additions. He says, "Discovery Village was a place to come to connect to one other. Moms and dads may not necessarily want to participate in what their children are doing, but they can still participate in their own way. In the case of the maze, they don't have to be in the maze, but there is an observation deck where they can look and assist the children through it, or they can encourage the kids on the challenge course and watch it from all four sides. It's a great, fun place for parents to come and connect with the family again and explore nature around them or challenge themselves.

"What we're seeing is an increased 'length of stay' by about three-and-a-half hours. It is definitely working out like we wanted it to," Vauter adds.

Throughout the summer season, special 50th anniversa-



Natural Bridge Caverns, located just north of San Antonio, Texas, celebrated its 50th anniversary in 2014. For the special occasion, the tourist attraction continued to expand its guest offerings outside the cave tour. Added was one of the largest mazes in Texas, from Amaze'n Mazes, and Big Daddy's, an indoor refreshment center offering comfort food for its guests. The new offerings and the 50th anniversary season advertising helped Natural Bridge Caverns record it's all time record attendance year.

AT/TIM BALDWIN;
CAVERN/JEFFERY SEIFERT

ry activities took place. In June, they had a reunion weekend with previous cave tour guides throughout the years. Working through social media they tried to reach as many of the previous guides as they could. Vauter estimates that around 275 past guides came back to celebrate. The event was considered very successful. On July 3, the official celebration of the 50th anniversary of the opening of the business was held. The Caverns received the Texas Treasure Business Award. The award recognizes Texas business which have been in operation for 50-plus years.

Amusement Today inquired about the landscaping of the Discovery Village and Vauter explains that they do most of the job in-house. Because of the size of the real estate, various resources are on hand. "A



couple thousand acres surround the park, dedicated for the caverns and is a working ranch," remarks Vauter. "The ranch area has numerous Juniper trees and part of the process to keep water flowing involves the removal of some trees. Natural Bridge Caverns repurposes the wood and all the lumber is sourced within a couple miles and milled here on property."

As 2014 nears its end, Vauter reflects back on the anniversary season. "We broke attendance records this past year." After pausing, he says, "No, correction, we smashed records! The addition of the new shopping, dining and attractions within Discovery Village had a tremendous impact and continues to enhance our guests' experience at Natural Bridge Caverns."



Vauter

National Roller Coaster Museum raising awareness

Belmont Park, Coaster Bar & Grill donate iconic 1925 car to museum



On hand at Belmont Park for the dedication of the 1925 Prior and Church Giant Dipper car to the National Roller Coaster Museum & Archives on Sept. 5, 2014 were left to right: Paula and Dana Morgan; Charles Canfield; Julie and Bob Mazurek. These industry greats, along with Ed Hutton, would keep interest in preserving the San Diego icon by forming the San Diego Coaster Company. AT/DAN FEICHT

SAN DIEGO, Calif. — The nearly 90-year journey, from iconic roller coaster to a beachside bar & grill, is finally ending as a coveted piece of history in the National Roller Coaster Museum.

The iconic 1925 Prior and Church coaster car sat idle, anchored to the pavement in front of the Coaster Bar & Grill near Belmont Park in San Diego for many years. Its history was really a story about two rescues.

After thrilling thousands of riders on Belmont's Giant Dipper coaster as a part of the original 1925 Prior and Church trains, the car, like the Giant Dipper itself, was scheduled for demolition. In 1981, a group of volunteers, calling themselves the Save the Coaster Committee, refused to let time and neglect claim the classic Prior and Church designed coaster and its trains. They would keep interest in preserving the ride, until Ed Hutton, Dana & Paula Morgan, Bob & Julie Mazurek and the Santa Cruz Seaside Company (Charles Canfield) formed the San Diego Coaster Company and took on restoration and the operation in 1989. They took a deep interest in the ride, spending a year restoring Mission Beach's grand old lady. It reopened on August 11, 1990, after a 14 year absence. Today, it remains a San Diego icon for all to enjoy.

"The work Dana Morgan, the Save the Coaster Committee and others did to preserve this classic wooden coaster cannot be minimized," Richard Munch, National Roller Coast-

► NRCMA IAAPA BOOTH #4412

er Museum historian said. "Dana's willingness to take it a step further after Belmont Park and Coaster Bar & Grill owner John Renna donated it to the National Roller Coaster Museum was critical. He committed hours in a painstaking restoration of the car, demonstrating his commitment to preserving and protecting the history of the industry, the primary mission of the NRCMA."

The car will join an unrestored Prior and Church car from the Giant Dipper in the NRCMA collection. "We certainly want to thank The San Diego Coaster Company, Belmont Park, John Renna and the Coaster Bar & Grill, former members of the Save the Coaster committee and, of course, Dana Morgan, for the donation and the tireless hard work in preserving this beachfront icon of California and the amusement industry," NRCMA chairman Gary Slade said.

The car presentation was made to the NRCMA board of directors at Belmont Park during an event being hosted there as part of the 2014 Golden Ticket Awards, presented by *Amusement Today*.

The historic coaster car will remain on display at the Giant Dipper Museum through the end of the 2014 operating year before making the move in early 2015 to the NRCMA's Plainview, Texas building.

Adam Sandy joins museum board; building expansion taking shape

PLAINVIEW, Texas — Adam Sandy, long-time industry insider, ride enthusiast and historian joined the National Roller Coaster Museum and Archives board of directors for a three-year term. Sandy replaces foundational board member and historian B. Derek Shaw.



Sandy



and social media programs for the company as a whole and the individual properties under the Ride Operations Group banner.

During his tenure, Adam has been involved with over \$100 million in sales and revenue share projects for the Ride Entertainment Group. Working with groups like Six Flags, Herschend Family Entertainment, Landry's Restaurants, as well as family-owned properties, he has sold and run projects throughout the world. Adam was responsible for multi-million dollar projects like Dollywood's famed Mystery Mine and the roll-out of Six Flags' eight Sky-Screamer towers across North America.

Ever since he was young, Adam has had a lifetime passion for amusement parks. He attended DePauw University earning a Bachelor of Arts,

where he majored in American History and minored in German. After college, his first job out of school was as a Sales Associate for *Amusement Business*, the amusement industry's newsweekly. Three years later he started at Ride Entertainment, selling for several of the company's key clients and since then has been involved in every different aspect of the company's projects.

Adam currently lives in downtown Baltimore with his family. He also serves on IAAPA's Hall of Fame committee and the board of directors for the B&O Railroad Museum.

Building expansion

Thanks to donations by industry leaders Gary and Linda Hays from Cliffs Amusement Park and by the Knoebel family of Knoebels Resort in Pennsylvania, the NRCMA is nearing completion of the main building expansion that will triple the size of the current building. A climate controlled archive building is also underway at the Plainview, Texas facility.

Ongoing acquisition of artifacts continue to pour in from



The NRCMA is nearing completion on two building expansions in Plainview, Texas. One will triple the size of the current vehicle, and other hardware, display building while the other will add a much welcomed climate-controlled building for historic artifact storage and research. NRCMA FILE

parks causing the NRCMA to outgrow its current building and seek financial support to expand its current building.

The NRCMA's first multimedia mobile exhibit exhibited at Dollywood (2012 & 2013) in Pigeon Forge, Tennessee was viewed by nearly 50,000 guests during its limited two-year run.

Most recently the NRCMA produced a History of the Roller Coaster Timeline that was on display at IAAPA Attractions

Expo 2013 in Orlando and this summer season at Circus Circus Casino & Hotel in Las Vegas.

"We are always looking for facilities interested in our mobile or custom exhibits," Slade said. "In order to continue to acquire artifacts and create exhibits like the one at Dollywood, we need the industry to support us and to help us expand. If we don't preserve our history for generations to come, it will be lost."

PEOPLE WATCH

Paul Chutter joins team at WhiteWater West

RICHMOND, B.C., Canada — **Andrew Wray**, sales director and partner of WhiteWater West Industries Ltd., announced that founder and CEO **Geoff Chutter's** son, **Paul Chutter**, has been appointed Vice President, Sales Operations/Corporate Development, effective September 2, 2014.



Chutter

In this position, Paul Chutter will be central to the ongoing strategic development and operational management of the company's sales team, the company said.

Chutter, 32, brings a financial and legal background to his new role. He began his career in corporate finance, working as a mergers and acquisitions advisor for the Bank of Nova Scotia. For the past five years he has served as Director of Institutional Equity Sales for UBS Investment Bank in London, England and Toronto, where he dealt with CEOs from some of Canada's largest corporations and Europe's largest financial institutions.

"After working in the service business, I felt it was time to tap into the entrepreneurial streak that is part of my DNA," says Paul Chutter. "My great grandfather, grandfather and, of course, my father all founded their own successful businesses. The icing on the cake is that I have the opportunity to work with and learn from my dad."

"Paul grew up watching how WhiteWater West operates and how it has grown over the decades as a business," says Andrew Wray. "Today, after establishing himself professionally internationally, he comes full circle by joining WhiteWater and we welcome him into the company family."

Rosario family welcomes twins

New York, N.Y. — **Ramon Rosario**, of Zamperla and Golden Ticket Awards fame, and wife **Imami**, are proud to announce that on Sept. 24 they became proud parents of twins, son **Jackson** and daughter **Addison**. The twins were born in a New York City area hospital and each weighed in at 6 pounds. Ramon reports that everyone is doing very well, but the parents are a bit sleep deprived. On behalf of the amusement industry we say a heart-felt Congratulations!



Rosario twins Jackson (left) and Addison.

Witherows celebrate baseball title

HURON, Ohio — **Matthew Witherow**, shown here with dad **Brian Witherow**, enjoy the end of a recent baseball game in which Matthew's team, the **Huron Cubs** won the title in their Competitive Travel League. Matthew, age 10, has played baseball since age 3 when he was introduced to T-Ball. For the Cubs he plays center field and pitcher and steps to the plate as the lead-off hitter. Dad Brian, continues to assist at every level in a coaching position. Brian is Cedar Fair's Chief Financial Officer, while mom **Janice Witherow** manages time to assist AT with her monthly 2 Minute Drill column and with the annual Golden Ticket Awards as the event coordinator. Congratulations to Matthew, and the proud parents, on an outstanding season!



Brian Witherow with son, and budding baseball star Matthew, after winning the title in his Competitive Travel League.



FAST TRACK

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

Six Flags Entertainment Corporation is the recipient of the first ever **Texas Travel Industry Association Heritage Award**. **Jim Reid-Anderson**, chairman, president and CEO of Six Flags accepted the award at the recent Texas Travel Summit held on Galveston Island. "It was truly an honor and a privilege to be recognized by our industry colleagues in such a special way," said Reid-Anderson. "We believe **Angus Wynne, Jr.** would be very proud of the company that he founded some 54 years ago. Our team members are committed to carrying on his legacy of family fun and thrills for all ages."

New York Wheel CEO **Rich Marin** has revealed the plans for the 4-D ride where the 630-foot attraction Wheel will be built on Staten Island's North Shore. A typical 4-D experience, like the planned ride, includes 3-D video with synchronized physical effects. The "Time Train" will simulate a ride in a subway car through a fictitious tunnel below the harbor.

Walt Disney World officials believe visitors want to take home **Haunted Mansion** towels, shoes and fedoras. That's one motivation for **Memento Mori**, a new souvenir stop near the exit of the spooky attraction at **Magic Kingdom** theme park. Designers "went through the attraction and were detailing everything possible," said Steven Miller, merchandise communications manager. "The idea is that you could almost imagine that those items you find in there probably lived in the mansion." Previously, a small kiosk outside the gate held Mansion-related goods. It has been replaced with a 900-square-foot store in the space that was occupied by a **Yankee Trader** outlet.

As the sun set on the 17th and final day of the **Washington State Fair** in Puyallup, some numbers were gathered to show its success. With over one million guests enjoying the annual event that first started in 1900, most all aspects of the fair experienced larger numbers than the previous year. The Washington State Fair was held Sept. 5-21, 2014.

Dogs had their days at **Kings Island** every Sunday in October when canine companions were invited to join their owner as part of the park's new family-friendly daytime Halloween event, **Snoopy's Halloween Party**. A designated area – the Dog Zone – featured activities for dogs and local businesses providing information on products and services for dogs. Dog Days highlights included a dog parade and costume contest with prizes awarded for best costumes courtesy of Camp Bow Wow, Red Dog Resort and Spa and Animal Ark Pet Resort, dog trick-or-treat stops and a giveaway item for the first 1,000 dogs each Sunday.

Groundbreaking has taken place at the children's museum in Santa Barbara, Calif. The museum will be called the **Wolf Museum of Exploration and Innovation**, or MOXI. It is named after its benefactors and *Law and Order* creator **Dick Wolf** and his wife **Noelle**.

In an effort to improve advertising, bring

in more visitors and reduce costs, the Los Angeles City Council approved an agreement to turn over marketing and promotion of the **Los Angeles Zoo** to its private support foundation. In a 10-0 vote with little comment or controversy, the City Council ended more than three years of acrimony over having the **Greater Los Angeles Zoo Association** run promotion and marketing with the promise of a \$2.5 million budget.

Korea's Lotte World Aquarium, Seoul's largest aquarium, has opened, allowing the public to take a close look at some 55,000 marine creatures from 650 species. The aquarium, part of the second **Lotte World** recreation complex in Songpa-gu, southern Seoul, is dubbed an "Underwater Park in the City." The aquarium's water tanks feature creatures from rivers and oceans around the world as far as Antarctica.

A ceremony to break ground on the estimated \$50 million **U.S. Marshals Museum** was recently held along the Arkansas River in Fort Smith, Ark., an event attracting a boisterous crowd of more than 600 and including state and local dignitaries and the director of the **U.S. Marshals Service**. The ceremony coincided with the 225th anniversary of the formation of the U.S. Marshals Service, the oldest American federal law enforcement agency established by President **George Washington**.

The First World War's last surviving battleship is to be transformed into a floating museum. A lottery funding boost will enable the **National Museum of the Royal Navy** (NMRN) to turn HMS Caroline into a visitor attraction in time for centenary commemorations of the 1916 Battle of Jutland off the coast of Denmark. The derelict vessel, which is currently docked in the same Belfast shipyards where the Titanic was built, was in danger of rusting away or even being scrapped before moves to restore it started to build up steam two years ago.

Zoo Miami has been awarded a million-dollar gift to renovate and expand the zoo's Australian building. The **Gail S. Posner Trust** granted the zoo \$1.35 million, which will provide more space for a new cockatoo exhibit as well as support zoo education and koala conservation efforts. Posner, a longtime resident of Miami Beach and animal lover, left her money to a trustee to donate to organizations around the community.

The **Royal Zoological Society** of Scotland has announced a multi-million pound revamp of its big cat strategy with new species entering the collections at **Highland Wildlife Park and Edinburgh Zoo**. A male and female jaguar and a male Amur leopard will leave Edinburgh's collection and be relocated elsewhere while a young female Asiatic lion has joined the young male to create a new pairing. A new adult male Sumatran tiger will join female Baginda and the current male, Tibor, will be transferred to another collection as recommended by the European Endangered Species Program.

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SPOTLIGHT ON SAFETY

IRT/iROC ride training school set for Feb. 4-6, 2015, Circus Circus Adventuredome

LAS VEGAS, Nev. — International Ride Training, LLC (IRT) will host their annual iROC school in Las Vegas, Nevada, February 4 – 6, 2015 at the Circus Circus Adventuredome, Hotel and Casino. The iROC school is designed as an operational train the trainer curriculum that includes the standards of performance for specific operator skills with significant focus on preparation of teaching the standards.

The 2014 school, with approximately 100 training instructors in attendance and more than 40 parks represented, was a sell out crowd. IRT managing members, Cindee Huddy and Patty Beazley, anticipate the attendance to increase for 2015.

New for 2015, IRT is offering a three-tiered program that will ensure operations instructors are more effective teachers of ride operator skills, both in the classroom

and in the field. In the past years, IRT has offered certifications to Instructor and Trainers. In 2015, certification will also be extended to the front line operator. Furthermore, IRT has transformed and enhanced the iROC 10 critical components of ride operator safety basics that support and complement the manufacturers requirements of operations and compliance with ASTM F24.

Huddy stated, "We are committed to strengthening trainer and operator effectiveness across the amusement industry continuum, which is why we focused the upcoming year on building a strong team of experts to review and help refine our training program. This process includes opportunities for current instructors to see, reflect upon and discuss how the program can best be used as a tool to support professional growth in an ef-



fective educator practice for instructors and trainers."

The newly enhanced iROC school includes not only the educator developed program regarding specific operator safety skills and preparation of teaching the standards, but also includes:

- The ten (10) critical components of ride operator safety.

- Written lesson plans that detail the teaching protocol for each critical component.

- A customizable education program provided to the staff regarding individual properties needs.

- Program materials will be available at the on-line portal by individual user.

- Certification for the instructor license and trainer including CEU's (Continuing Education Units of Credits.)

The 2015 IROC School includes the optional Operator Level:

- An operator program may be purchased as an education program or as a full Operator Certification.

- Video instruction for each critical component of ride operator safety is included for the operator level.

- A set of "What if" scenario scripts created by amusement industry experts on handling height issues, riders who do not fit in seats and restraints provided, loose articles removal, lost

item situations, ride down-time and other challenging operational situations.

- Operator education program may be used as an additional building block to a company's training program or as a stand alone program.

- An operator certification is optional and a CEU of credit may be obtained for the operator level.

Beazley concludes, "Our goal at IRT is for all of operations, from instructor to trainer down to the front line, to have the tools available to them to do their best. We believe our school and training provides this opportunity for all operational teams."

For further information and pricing regarding IRT's iROC school, visit www.ridetraining.com or contact (615) 714-2617 and via email at cindee@ridetraining.com.



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SPOTLIGHT ON SAFETY

General Electrodynamics Corporation announces fatigue monitoring inspection

ARLINGTON, Texas — General Electrodynamics Corporation (GEC), based in Arlington, Texas, has announced a way to accurately monitor & measure structural wear and fatigue remotely without expensive visual inspection.

GEC is using proven transmission technology, patented innovative Vibration Power Generation (VPG) coupled with patented GEC Precision Sensors. The Precision Sensors are double redundant, and provide wireless data signals to a remote acquisition center. The digital

control center (DAC) conditions the signals, formats and transmits to a control computer.

Through GEC, precision structural fatigue monitoring is now available for land based applications. Data is monitored in key areas, or from beginning to end. Data is presented real time and is available for record keeping, and retention as needed.



In service for over 15 years, this product is:

- Certified and in-flight for the past 15 years both commercially and the U.S. military.

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- Available for both fixed and transportable amusement rides.

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the structure measurement as load passes over a selected area during normal daily operations and test.

- Compatible with flat rail and tubular construction.

For more information contact GEC's George Lindberg by email: glindberg@gecscales.com or call (817) 572-0366.

• gecscales.com

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SAFETY CALENDAR

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www.aimsintl.org

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IRT/iROC
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SPOTLIGHT ON SAFETY

Registration now open for 2015 AIMS Safety Seminar

NASHVILLE, Tenn. — Registration for AIMS International's 43rd Annual Safety Seminar is now open and available online. This comprehensive seminar, to be held January 11-16, 2015 at the Doubletree by Hilton in Orlando, Florida, offers classroom and hands-on safety training along with invaluable networking opportunities for ride inspectors, maintenance, operations and aquatic personnel in the amusement industry. With more than 300 students expected, the seminar is renowned for its diverse curriculum and the quality of its expert instructors who are today's leading industry professionals.

Tuition is \$595 and includes all class materials, lunches, two daily breaks, Continuing Education Units (CEU), and completion certificates. AIMS certification testing and other certificates are offered at an additional fee. Level I testing is available in Spanish. A complete schedule and class list along with hotel and other information can be found at <http://aimsintl.org/ss-seminarinfo.asp>.

For more information about the AIMS Safety Seminar, please email info@aimsintl.org or contact Holly Coston, seminar operations manager at (714) 697-6654.

About AIMS International

AIMS International is a non-profit 501(c)(6) association dedicated to improving amusement Industry safety through its leadership in education. AIMS International provides training classes and certification (CEU) programs for ride inspectors, operations, aquatics and maintenance personnel through its annual Safety Seminar and at other venues throughout the year. AIMS also serves to inform its members on legislative and other issues relating to industry.

Walt Disney Imagineer Mike Withers joins AIMS Intl. board of directors

NASHVILLE, Tenn. — AIMS International is pleased to announce that Michael Withers, vice president of Ride Engineering at Walt Disney Imagineering in Glendale, California has been elected to its board of directors. In making the announcement, board president Roger Berry commented, "Mike brings a wealth of safety knowledge and experience to AIMS and will be a huge asset to the organization as we plan for the future. We are thrilled to have him onboard."

At Imagineering, Withers oversees ride mechanical engineering, ride electronic engineering, the engineering labs, global technical documentation, standards engineering, as well as managing the Engineering



Mike Withers joins AIMS board of directors

Technical Development programs.

In addition to his job responsibilities, Withers is project manager for the Disney Global Ride Safety Enhancement Program reporting to the chief safety officer of The Walt Disney Company. As chairman of the

ASTM World Standard Task Force, Withers is responsible for the coordination and development of the new F-2291 Standard Practice for the Design of Amusement Rides and Devices. He served three years on ASTM COTCO and represents ASTM F 24 on the Euro Norm CEN Technical Committee 152 for Fairground and Amusement Park Machinery and Structures – Safety (prEN 13814). He also serves on the ASTM board of directors.

"I have always admired AIMS for its leadership in safety training and certification and I'm honored to be joining the board," said Withers. "I have tremendous respect for our board members and look forward to working with them."

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ORLANDO, Fla.
— On January 11-16, 2015, more than 300 amusement industry ride inspectors, maintenance, operations and aquatic personnel will gather at the **43rd Annual AIMS Safety Seminar** at the Doubletree by Hilton in Orlando, Fla. to learn from more than 140 industry professionals and experts.

The AIMS International Safety Seminar is a comprehensive safety-training experience for individuals responsible for the care and safety of the amusement industry's guests. World-renowned for its diverse curriculum and the quality of its volunteer instructors, seminar classes are guided by to-

day's top industry professionals.

Attendees are encouraged to build a tailored course schedule to best suit their needs and the requirements of their employers. Registration and complete list of classes can be found at www.aimsintl.org. In addition to onsite learning, students return home with valuable safety information to share with colleagues and co-workers. Attendees also build long-lasting relationships with instructors and their peers who will become trusted friends and valuable resources for years to come.

Thanks to the generosity of **IAAPA** and **OABA**, scholarships are available to qualified individuals. The International Association of Amusement Parks and Attractions, (IAAPA), provides five individual scholarships to the AIMS Safety Seminar in memory of Alan Ramsey who was an avid industry supporter and safety advocate. Applica-

tion forms and complete information on the **Alan Ramsey** scholarships is available at www.aimsintl.org.

Additionally, the Outdoor Amusement Business Association, (OABA) offers four individual scholarships to OABA members who are first-time Safety Seminar attendees. One of these scholarships is dedicated in memory of **June Hardin**, owner of Wapello Fabrications, who strived for quality, safety and ASTM standards throughout her career. OABA members can contact oaba@oaba.org for more information and scholarship applications.

All scholarships cover the \$595 tuition fee, including class materials, an opening reception, all lunches and breaks, Continuing Education Units (CEUs), and a completion certificate. Additional fees for testing and certification and travel expenses are not included.

Visit AIMS at IAAPA

Please plan to stop by the **AIMS International booth #5435** during the IAAPA Expo in Orlando. We'll be there to answer any questions about AIMS and the Safety Seminar or just have a friendly chat. We are also in need of items for our popular **Silent Auction** held during the Safety Seminar. For your convenience, items can be dropped off at our booth during the trade show.

Board News

AIMS is pleased to announce the addition of industry veteran, **Linda Freeman** to our board of directors. Linda brings an abundance of amusement industry knowledge as Sr. Sales Engineer at **Rockwell Automation**. She is also a member of the Society of Women Engineers and serves on the **ASTM F24** committee.

Space for this AIMS page is provided courtesy of *Amusement Today* as a corporate partner of AIMS Intl. Content is provided by AT & AIMS.



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SPOTLIGHT ON SAFETY

ASTM safety news

ASTM Sports Equipment Committee sponsors Mock Trial

W. CONSHOHOCKEN, Pa. — ASTM International Committee F08 on Sports Equipment, Playing Surfaces and Facilities held a Mock Trial Workshop on Nov. 11, 2014 at the Sheraton New Orleans in New Orleans, Louisiana. This unique program was held in conjunction with the committee's standards development meetings.

The purpose of this exercise was to demonstrate how the absence of consensus standards combined with a complex and contradictory regulatory framework can result in serious legal difficulties for sporting goods manufacturers. Real facts and actual cases were used to demonstrate this.

The program featured a trial of a case presented by the Sports and Fitness Industry Association's Legal Task Force. For more information contact Mark S. Granger, Granger Legal Consulting at mgranger@mgrangerlaw.com.

Aerial Adventure Course standards approved

W. CONSHOHOCKEN, Pa. — Aerial adventure courses, which encompass elements such as canopy tours of forests and zip lines, are an increasingly popular segment of the amusement industry. A recently revised ASTM standard acknowledges the unique functional, operational and patron participation requirements of aerial adventure courses, compared to other amusement rides and devices.

The standard, which was originally approved in 2012, is ASTM F2959, Practice for Special Requirements for Aerial Adventure Courses. It provides criteria and references for use in the design, manufacture, construction, installation, integration, operation, maintenance, auditing and major modification of aerial adventure courses.

Aerial adventure designers, manufacturers, constructors, system integrators, owners/operators and auditors are the primary users of ASTM F2959. Revisions to the standard were made to clarify the most detailed sections, which deal with owner/operator requirements and design requirements.

"Public safety is the driving force behind ASTM F2959," says ASTM member Jared Krupa, P.E., K2 Engineering and Structural Design LLC. "Our goal is to continue developing this standard, which will help improve the quality of aerial adventure courses being constructed and provide an increased level of safety for participants during operation."

ASTM F2959 is under the jurisdiction of Subcommittee F24.60 on Special Rides/Attractions, part of ASTM International Committee F24 on Amusement Rides and Devices.

To purchase ASTM standards, visit www.astm.org and search by the standard designation, or contact ASTM at (877) 909-ASTM or by email at: sales@astm.org.

Parasailing standards now in effect in Florida

W. CONSHOHOCKEN, Pa. — A recently approved ASTM International standard, F3099, Practices for Parasailing, went into effect Sept. 18, 2014, and is now the international standard for parasailing operators worldwide. ASTM F3099 provides guidelines and procedures for the operation and maintenance of parasail equipment and standards for crew proficiency and flying passengers aloft.

The new standard was developed by Subcommittee F24.65 on Parasailing, part of ASTM Committee F24 on Amusement Rides and Devices.

Larry Meddock, ASTM member and executive director of the Water Sports Industry Association (WSIA), notes that Subcommittee F24.65 was formed after the WSIA was approached by the U.S. Coast Guard in January 2012 to support and facilitate an effort to establish standards within the parasailing industry through the ASTM standards consensus process. The subcommittee was formally established in fall 2012, with promulgation of its first standard, ASTM F2993, Guide for Monitoring Weather Conditions for Safe

Parasail Operation, on April 1, 2013.

What prompted the effort to produce ASTM standards was a recent and rising trend of parasailing marine casualties; 11 fatalities and 52 injuries had occurred from 2006-2012. "The one common thread that stood out in these parasailing incidents was bad weather," says Meddock. "The subcommittee went straight to work on developing ASTM F2993, and after several months of robust dialogue and industry meetings, consensus was achieved documenting safe weather conditions for parasailing."

For more information: www.astm.org/sn-consumer.

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SPOTLIGHT ON SAFETY

NAARSO's 2015 Safety Forum registration now open

MYRTLE BEACH, S.C. — NAARSO has announced that registration is now open for the 28th Annual NAARSO Safety Forum to be held in Myrtle Beach, S.C., January 25-30, 2015.

Attendees will also want to register to stay at the Ocean Dunes/Sand Dunes Resort for the special NAARSO all inclusive rate of \$72 per night, for single/double occupancy.

In addition to NAARSO's up-to-date classes, the association is excited to preview their Advanced Operations classes for those individuals wishing to take the new Level II Operations exam being offered on Thursday, January 29. NAARSO's hands-on inspection training and activities will take place on Wednesday, January 28 at the nearby Broadway at the Beach.

The full brochure can be found on our

website, www.naarso.com, under the Seminars button. Tuition cost is \$445 and includes classroom material, lunches, coffee breaks, and a banquet at the end of the seminar.

For more information contact Connie Patton at the NAARSO office, (813) 661-2779 or by email: naarsoinfo@aol.com.

Come join NAARSO as the association continues their mission of: Safety Through Communication.



Randy Swart honored by ASTM for contributions to headgear standards

W. CONSHOHOCKEN, Pa. — ASTM International Committee F-08 on Sports Equipment, Playing Surfaces and Facilities has honored **Randy Swart**, director of the Bicycle Helmet Safety Institute, Arlington, Virginia, with the Award of Merit and the title of fellow.

The Award of Merit is ASTM's highest organizational recognition for individual contributions to standards activities. Swart was specifically recognized for his outstanding work in the development of standards within Subcommittee F08.53 on Headgear and Helmets. He has made important contributions to several F08.53 test methods, including ASTM F1446, Test Methods for Equipment and Procedures Used in Evaluating the Performance Characteristics of Protective Headgear, an influential industry standard. A member of ASTM since 1991, Swart has served as F08.53 vice chairman since 1997 and as F08 membership secretary since 2007. He received the F08 William F. Hulse Memorial Award in 2006.

Swart founded the Bicycle Helmet Safety Institute, a nonprofit organization that serves as a consumer advocacy program and a technical resource for bicycle helmet information, in 1989. The Institute works to explain the technology of helmets and helmet laws to consumers through its website www.helmets.org, and is the helmet advocacy program of the Washington Area Bicyclist Association.



28th ANNUAL SAFETY FORUM January 25 – 30, 2015

We are excited to offer the most up-to-date classes during our annual safety forum! Enclosed you will find all the information you need to sign up for this informative training. This year our hands-on activity will take place at Broadway at the Beach located in Myrtle Beach, SC. Visit our website, www.naarso.com under the Seminars button for the full brochure

OPERATIONS CERTIFICATION

We are pleased to offer new advanced Operations classes this year for those wishing to further their Operational knowledge. In addition, we will continue the Level I Operational classes to support the requirements for taking the exam on Thursday, January 29.

Registration will begin on Sunday, January 25, 2015, with an orientation session. Classes will end after noon on Friday, January 30 and the Inspector Level I & Level II certification exams will take place later that afternoon. Tuition cost is \$445 for current 2015 members of NAARSO, non-member's tuition cost is \$495.

The event will be held at the Ocean Dunes/Sands Resort located at 201 75th Ave N, Myrtle Beach, SC 29572.

Room rates are \$72 all inclusive single/double with discounted breakfast available.

There are also 2 & 3 bedroom units available, ask for details on pricing when you book your rooms

This year you can book your room reservation on line by using the link information below:

www.meetingsatthebeach.com, use Group ID #199186 or by calling

800-599-9872, mention NAARSO

Membership Meeting will be held at the Ocean Dunes/Sands Resort

January 25 2015 at 1:30 p.m.

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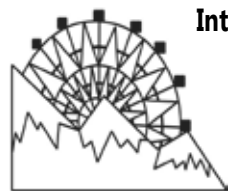
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SPOTLIGHT ON SAFETY

Amusement Technical retrofits keep Pirate Ships safely sailing

LANCASHIRE, England — U.K.-based Amusement Technical, which specializes in the manufacture, maintenance, refurbishment and repair of all types of amusement rides, is continuing to enjoy success on a worldwide basis with its offer of retrofit control systems for older rides.

Most recently the company has worked with parks in the U.S. and U.K., supplying its Pirate Ship retrofit drive system for rides in several parks which were originally manufactured in Germany and Italy, replacing aging and obsolete hydraulic and DC drive systems and giving the attractions a new lease of life.

Amusement Technical has supplied four such systems during the past 15 months, to Canobie Lake Park (Salem, N.H.), Palace Playland (Old Orchard Beach, Maine) and the State Fair of Texas (Dallas, Texas) and to M&D's Scotland's Theme Park (Motherwell, Scotland). The system is suitable for rides of any size and by any manufacturer and to date have been installed onto rides produced by both Huss and SDC.

There are four main elements to the Amusement Technical system, including the motor drive unit, control cabinet, operator panel and top encoder and home sensor assembly.

The motor drive unit comprises an SEW Euro-drive 75kW AC geared motor mounted on a pivoting chassis. There is a drive wheel with a pneumatic tyre on the output shaft of the gearbox which can be brought in and out of contact with the keel of the boat by inflating and deflating pneumatic bellows under the chassis. The control cabinet is a powder coated steel or optional stainless steel enclosure which houses all of the control equipment for the ride.

The operator panel is mounted in a powder coated, mild steel enclosure with stainless steel front panel. An LCD display provides real



A new AC drive system replaces the old DC drive system on Pirate Ships at both Palace Playland (above) and the State Fair of Texas (below). At left, both rides also received new control systems.

COURTESY
AMUSEMENT TECHNICAL



time information about the operating conditions of the ride as well as maintenance features, which enable detailed system statuses to be displayed. The top encoder assembly is mounted on a stainless steel chassis and houses the components to allow the ride controller to know the axle position.

The system incorporates a plug in maintenance panel which connects to the side of the main control panel. The maintenance panel allows all of the outputs of the system to be operated manually, for use during set up and maintenance operations.

The retrofit control systems have been welcomed by those parks who have installed them, with, for example, Brooke Farr at Canobie Lake Park in the U.S. commenting: "We were impressed with how quickly the new system was installed and it has effectively given us a

new ride at a fraction of the cost."

At Palace Playland, also in the U.S., Joel Golder noted: "The new drive system for our Pirate Ship was installed in less than a week and has been both reliable and efficient ever since," while Matty Taylor at M&D's Scotland's Theme Park in Scotland said: "The system does exactly what it says on the box! We have not lost a day's operation in the two years since it was installed."

"We are enjoying considerable success with our retrofit control systems for Pirate Ship attractions," said Amusement Technical director Sean Brian. "The Huss Pirate Ship is something of a big park mainstay and the fact that we have sold four of these systems already is testimony to the importance of such rides to their owners."

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Images of Modern America Adventureland celebrates 50 years of Long Island amusement park

REVIEW: Jeffrey L. Seifert
jseifert@amusementtoday.com

What was once a six-acre chicken farm on Route 110 in what was then rural Long Island, New York, is now an amusement park that has been entertaining and thrilling the Long Island community for more than 50 years.

Unhappy with their current work situation, Alvin H. Cohen and his good friend Herbert Budin dreamt of owning an amusement park. After four years of learning everything they could about the amusement industry they opened the park in 1962, originally known as Adventures 110 Playland.

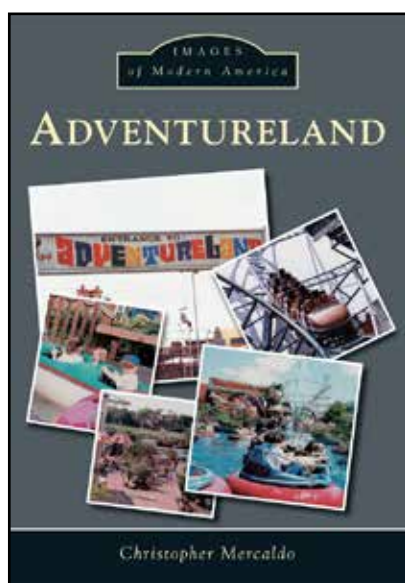
The Long Island amusement park now known as Adventureland is the subject of a new *Images of Modern America Book: Adventureland*. Similar to the wildly popular *Images of America* series, the *Images of Modern America* series, follow the same format but presents images in full color. The 96-page book is divided into six chapters, one for each decade, beginning with the 1960s continuing to the 2010s.

Author Christopher Mercaldo, an avid theme park and amusement park historian, designer and enthusiast, has assembled more than 160 images — many never before seen — to illustrate the park's exciting history.

"I hope that readers come to see Adventureland as more than a amusement park," Mercaldo said. "It's an important piece of Long Island culture that is constantly evolving and that has been a place where Long Island families can come together to visit and enjoy."

Mercaldo has been visiting Adventureland for over 20 years and served as the park's marketing coordinator in 2013. Mercaldo also has experience with Sea World Parks & Entertainment and the Walt Disney Company and now works with Ride Entertainment Group in Stevensville, Md.

Following the typical "Images" format, the Adventureland story is told through photos with well-written captions. Readers can follow the many changes the park endured decade after decade. Chapter one begins with full-



Top row l to r: the park's Herschell Little Dipper roller coaster operated in the 1960s to the mid-1970s; Space-related rides have always been extremely popular and this Kasper-Klaus satellite jet, Moon Taxi, was no exception. Middle row Surf Dance was a rare Mondial Supernova, found at less than half a dozen parks throughout the world. Bottom row: this once-portable Ghost House, from Mack Rides, replaced the aging 1313 cemetery way after its removal; these Avis Antique Cars first made an appearance at the 1964/1965 New York World's Fair.

COURTESY ARCADIA PUBLISHING

color photos from the early 1960s showing the park's first roller coaster, a standard, Allan Herschell Little Dipper along with what appears to be an O.D. Hopkins or Universal Design Ltd. Sky Ride.

As the population of the surrounding Suffolk and Nassau counties continued to grow, so did the resulting attendance at the little park. By the 1970s more land was acquired, doubling its size from six acres to 12. At the end of

the 1977 season, Cohen, the park's founder, sold Adventureland to ride importer Willy Miller. Miller operated the park for 10 years, selling the property in 1987 to Tony Gentile and Peter Amoroso, whose families still own the park today. For nearly 30 years, Adventureland has been family-owned and operated, with many relatives — aunts, cousins, in-laws, etc. — involved in the business. The current general manager,

Steven Gentile, represents the two families that own the park.

Images of Modern America: Adventureland, is a treasure trove of colorful photos documenting the history of this little New York park. It features photos of several of the park's lost favorites such as the Galaxi and Hurricane roller coasters, as well as the famous dark ride 1313 Cemetery Way — under construction in 1985, its façade change in the 1990s

and its removal in 2009. Fans will be delighted with photos of rare attractions such as the quirky Surf Dance, Moon Taxi — a genuine Kasper Klaus Roto Jet — and the Arrow Development antique car ride originally from the 1964/1965 New York World's Fair.

The book retails for \$21.99 and is available at local bookstores, online retailers or through Arcadia Publishing at www.arcadiapublishing.com, 888-313-2665.

New book details seaside playland's storied history

Chronicling the fantasy, frolic and folly of Pacific Ocean Park

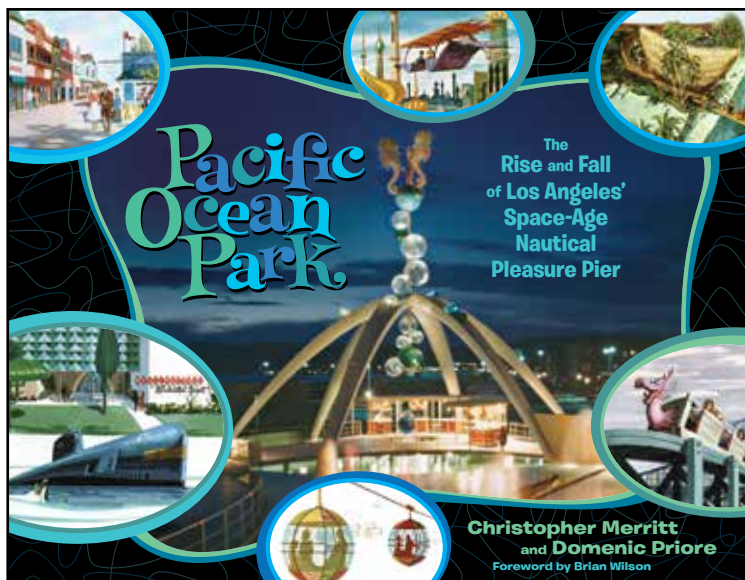
REVIEW: Dean Lamanna
dlamanna@amusementtoday.com

Deserving of its place in the pantheon of defunct playgrounds, Pacific Ocean Park (POP), active in Los Angeles between 1958-67, not only covered 28 acres of sand and surf on the border of Santa Monica and Venice, it straddled an uneasy line between Disneyesque, World's Fair-inspired themed entertainment and traditional pier-based carnival fun.

It was a brazen balancing act that, while thrilling at first, began to fray quickly as big dreams obscured both financial reality and the cost of maintaining a complicated outdoor business on the water.

The dazzling birth and slow, rather shocking death of POP are documented vividly with text and vintage images in *Pacific Ocean Park: The Rise and Fall of Los Angeles' Space-Age Nautical Pleasure Pier* (Process Media, hardcover, \$34.95). Packing 15 years of research and interviews into 264 oversized pages graced with rare color and black-and-white images, authors Christopher Merritt and Domenic Priore trace POP's early-20th century beginnings as two adjoining amusement parks — the Ocean Park Pier and the Lick Pier, jutting some 900 feet into the bay between the Santa Monica Pier to the north and the popular pleasure docks of Abbot Kinney's Venice to the south.

By the mid-1950s, under the joint ownership of the



The late Los Angeles pleasure pier Pacific Ocean Park greeted visitors in 1958 with a starfish-shaped portico (book cover) and a marine theme carried by many attractions, like the Disney-inspired Ocean Highway ride (above center) and Neptune's Kingdom walk-through. COURTESY PACIFIC OCEAN PARK/MARK WANAMAKER, PATRICK JENKINS COLLECTIONS

Turf Club (proprietor of Santa Anita Park thoroughbred racetrack) and CBS Television, and spurred by Disneyland's success, the dual pier complex was transformed from a loose collection of rides and concessions into a more aesthetically cohesive "oceanic wonderland" — complete with a sculptural, 60-foot starfish-shaped entrance adorned with whimsical seahorses and plastic bubbles, all enwrapped in fountains and a towering waterfall-façade.

POP, with a budget blowing way past its initially earmarked \$3 million and a raft of craftsmen largely hired from Hollywood, opened three weeks late in July 1958 after nine months of frenzied planning and construction. It was an instant hit, drawing more than one million visitors by the end of that year.

While ambitious new animal shows and attractions, including a walk-through called Neptune's Kingdom featuring a dry-for-wet undersea world stocked with animated figures, were created, several preexisting rides were simply made over and renamed to the theme (e.g., the John Miller-designed, 1926-built Hi-Boy roller coaster became the Sea Serpent.) A sky ride with futuristic capsules ran high above the waves to the Mystery Island Banana Train, a jungle excursion, at the pier's far end. And a Westinghouse-sponsored pavilion, the Enchanted Forest, extolled "the electrical miracles of today and tomorrow."

The true roller coaster ride for POP began in the fall of 1959, when mounting debt outpaced the gate and ownership of the enterprise was



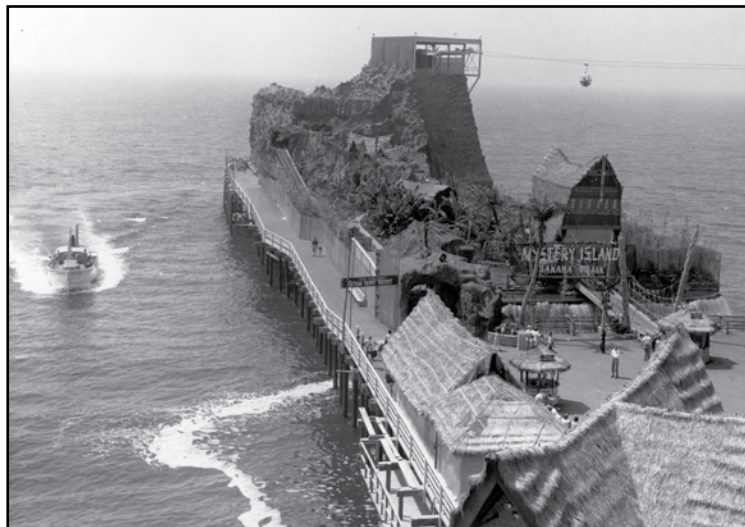
transferred. At this point in the book, the research heft shifts from co-author Merritt, a theme park designer and historian (he also authored *Knott's Preserved*, 2010), to pop culture expert Priore (*Riot on Sunset Strip, Pop Surf Culture*) and incorporates an overview of the changing youth and live entertainment climate between the beach and the Sunset Strip. The story becomes a riveting account of the political, cultural and urban renewal crosscurrents that — despite bursts of optimism in the form of TV dance shows and movies using POP as a backdrop — conspired to weaken further the pier's fragile financial and structural underpinnings.

POP's closure in late 1967 marked the beginning of an extended period of decay that saw deck-busting storms, ar-

son-sparked fires and the formation of a territorial, sometimes violent surfing gang that slalomed through the pier's rotting pilings. There's no feel-good ending here.

The publication of *Pacific Ocean Park* coincides, fittingly, with another cycle of Venice-area gentrification that has given rise to the moniker "Silicon Beach" — with rich Digital Age companies like Google dropping anchor locally. Some changes have been for the better, but efforts to bring amusements back to parts of the oceanfront have been squashed by fearful landowners and community leaders.

As anyone who has built a sandcastle knows, innovating at the tide line isn't tidy. But recreation for the masses is essential, and down by the sea, America's carny heart will always beat strongest.



With rear-driven trains by Arrow Development, the Mystery Island Banana Train (far left and above left) was an atmospheric jungle journey. The octopus guarding the Sea Tubs ride was modeled after then-U.S. President Dwight D. Eisenhower's bald head. COURTESY PACIFIC OCEAN PARK/JEFFREY STANTON COLLECTION, FRANKLIN THOMAS ARCHIVES



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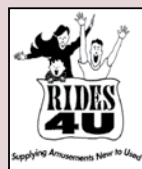


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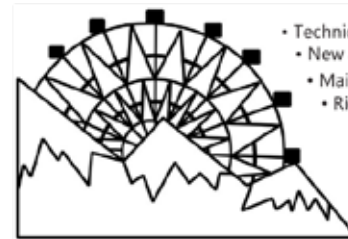
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Maximum track height
35 m (115')



Maximum Speed
25 m/s - 90 km/h - 56 mph



Max Vertical
+4.3 G's



Passengers per vehicle
9



Number of inversions
5



First 9 seats vehicle and new
patent pending lap bar restraint.

