



## BOILERPLATE COPY & COMPANY FACT SHEET

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### Contact Information

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## General Description of Aerial Adventure Park: 150 Words

Join us in the trees for 2.5 hours of zip-riding, heart-pounding, bridge-crossing, breath-taking, free-climbing, eco-friendly, unforgettable fun! Test your agility and resolve on 70+ aerial obstacles including ladders, wobbly bridges, rope swings, cargo nets, balance beams, and zip lines. Following thorough instruction at Ground School, you will be let loose to explore six different 8-to-13-element routes ranging from easy to extreme.

This is a self-guided adventure. Supervised and encouraged by certified guides, participants move through the course connected to a flexible lifeline system that uses smart-belay technology to ensure 100% connectivity. ZIPStream provides all the necessary equipment—full-body harness, helmet, zip line trolley, and smart-belay lanyard. Participants need only bring a sense of adventure and their own daring!

ZIPStream Fall Creek Falls is located at Fall Creek Falls State Park, and operates independently. For more information regarding rates, physical requirements, and tour times, please visit [www.zipstreamfallcreekfalls.com](http://www.zipstreamfallcreekfalls.com) or call (615) 861-9947.

## General Description of Aerial Adventure Park: 306 Words

Come soar through the forest and explore wilds of central Tennessee from a treetop perspective. Nestled in a mature stand of oaks, hickory, and pines overlooking scenic Fall Creek Falls Lake, the aerial adventure park consists of over 70 suspended obstacles certain to quicken your pulse and test your resolve.

The aerial adventure park is a 2.5-hour self-guided experience, supervised and encouraged from below by certified guides. Following outfitting and thorough instruction at Ground School, participants may select from six different routes ranging from easy to extreme. Participants maneuver through the course connected to a flexible lifeline system that uses smart-belay technology to ensure 100% connectivity.

ZIPStream Fall Creek Falls is thrilling family-friendly fun, designed to accommodate participants 4 years of age and older of moderate to excellent health and mobility. To access the entire course, participants must be able to extend their arm to reach 66-inches while standing flat-footed and demonstrate the ability to operate the smart-belay system without assistance. All minors must be supervised while on site; minors less than 13 years of age must be accompanied on the course by a participating adult at all times. One participating adult may accompany one child who cannot reach the minimum height or who is less than 8 years of age, or two children aged 8-12 years who can reach 66 inches standing flat-footed.



Whether you're 4 or 94; a thrill seeker, nature lover, or both; we're certain your ZIPStream Fall Creek Falls adventure will be an experience you'll share and recount for years to come. Bring yourself, your family, your friends, your church group, and your work group... but remember, reservations are highly recommended. ZIPStream Fall Creek Falls is located at Fall Creek Falls State Park, operating independently. For more information regarding rates, physical requirements, and tour times, please visit [www.zipstreamfallcreekfalls.com](http://www.zipstreamfallcreekfalls.com) or call (615) 861-9947.

## Technical Specifications: Adventure Park

- Number of Elements: 74
- 6 Courses + Ground School
  - Ground School/Demo Course: 8 elements
  - Yellow Course (easy): 12 elements
  - Green Course (easy): 9 elements
  - Blue 1 Course (moderate): 8 elements
  - Blue 2 Course (moderate): 13 elements
  - Red Course (difficult): 12 elements
  - Black Course (extreme): 10 elements
  - Climbing Adventure (easy to extreme): 4 climbs
- Total Number of Zip Lines: 9
- Maximum Height: 42'
- Guiding: Self-guided with certified guides available to assist and encourage as needed
- Safety System: ISC SmartSnap smart-belay system for traverses; auto-belay for climbing
- Construction/Operation Standards: Association for Challenge Course Technology, 8<sup>th</sup> edition

## Course Requirements and Restrictions

The aerial adventure park requires participants to step, balance, jump, swing, and pull themselves up or along elements. Participants engaging in these activities should be of moderate to excellent health and mobility and prepared for a physical challenge.

- *Weight*: 40-275 lbs.; must fit properly into the harness and other protective equipment.
- *Minimum Reach*: arms extended to 66 inches while standing with both feet flat on the ground; Participants who cannot reach 66 inches must be accompanied by an adult and can only explore the Yellow Course and Climbing Adventure.



- *Age Requirements:* Ages 12 and under must be accompanied by a participating adult on the course. One adult can accompany 2 children aged 8 to 12 years who can both reach 66-inches standing flat-footed, or 1 child who either cannot reach 66-inches or who is 4 to 7 years old.
- *Ground School:* Prior to embarking on the course proper, participants must demonstrate the dexterity to independently transfer their smart-belay lanyard and to observe and respond to guide signals.
- *Private Guides:* Private guides are available with adequate notice for \$65.00/guide/session.

Guests may not participate if they:

- are under the influence of alcohol, illegal drugs or legal drugs that may impair their abilities,
- are pregnant or think they might be pregnant,
- have recent or recurring neck, back, or musculo-skeletal injuries,
- have epilepsy or seizure disorders that do not permit them to drive a motor vehicle,
- suffer from a heart condition that may require immediate medical attention.

## About ZIPStream Fall Creek Falls

ZIPStream Fall Creek Falls is an adventure park provider operating inside Fall Creek Falls State Park, Tennessee's largest and most visited state park. The company is a partnership between Chattanooga-based adventure park builder and operator The Adventure Guild, LLC, and ArborTrek Canopy Adventures, LLC. The course at Fall Creek Falls is the first of many tours that the company plans to build in the southeast United States under the ZIPStream brand.

Tennessee State Parks is among a number of state and local parks across the country adding aerial adventure parks as an amenity to attract new visitors and increase park revenues. Following a proposal request in 2013, the State of Tennessee awarded ZIPStream Fall Creek Falls a long-term lease with rights to install and operate an aerial adventure park at Fall Creek Falls State. The adventure park is independently operated and maintained, with the State receiving a share of revenues to compensate for use of the land.

Design of the 70+ element aerial adventure park commenced in February 2014 with surveying and a formal tree survey conducted by a licensed arborist familiar with the structural requirement of adventure parks. Structural components were drafted and stamped by a licensed Tennessee engineer and submitted to the Office of the State Architect in March 2014. Approval to begin installation of the course was granted in early April 2014, with a planned opening in late June 2014.



When completed, the adventure park will include 70 or more aerial elements including wobbly bridges, balance beams, ropes swings, cargo nets, and zip lines. The course will be divided into 6 routes rated from easy to extreme, each having 8 to 13 elements. Participants will be provided a 2.5 hour pass to explore the park. Designed to accommodate adventure seekers as young as 4 years of age through active seniors of good health and mobility, the course is family-friendly with challenges to suit a variety of ability levels.

Prior to entering the course, participants are outfitted with full-body harnesses, helmets, zip line trolleys and smart-belay lanyards, and receive thorough instruction at Ground School where they can learn “the ropes” close to the ground. From the time participants leave the ground to the time they return, their lanyards are connected to a series of flexible lifelines that run above each element. New technology allows participants to transfer from one element to the next at their own pace, while ensuring participants are connected 100% of the time. Certified guides are stationed throughout the course to provide instruction, coaching, and encouragement as needed.

## About The Adventure Guild, LLC

Based in Chattanooga, Tennessee, the Guild has been providing experienced-based, adventure programming and development services to corporations, schools, youth groups, and community organizations in the southeast since 1992. In this time, the Guild has forged lasting relationships with many local parks, camps, and retreat centers, through which it provides educational and recreational programming opportunities.

In 2010, the Guild launched the ZIPStream brand of aerial adventure parks and installed its flagship location at iconic Ruby Falls in Chattanooga, Tennessee. Managed in partnership with Ruby Falls, the European-style aerial adventure park was one of the first of its kind in the United States. Since opening, the Guild has continued to develop new and innovative adventure parks across the country with a truly American style based on their motto and core company value, “Discover the Life-Transforming Power of Adventure.”

The Adventure Guild is the only vendor in the zip line/challenge course/aerial adventure park industry to have successfully navigated the accreditation process to become a Professional Vendor Members (PVM) of the Association for Challenge Course Technology (ACCT) and an Accredited Vendor of the Professional Ropes Course Association (PRCA). Co-owners Don and Kim Stock are both active in the organization and passionate about raising the level of quality and standards in the market place.

For more information about The Adventure Guild, please contact Don and Kim Stock at [info@theadventureguild.com](mailto:info@theadventureguild.com) or (423) 266-5709.



## About ArborTrek Canopy Adventures, LLC

ArborTrek Canopy Adventures is an adventure park operator driven by talented staff who are passionate about exploring the natural world, empowering others, and providing individuals, families and small groups the opportunity to share unforgettable adventures together. ArborTrek provides established tour operators, resorts, parks, museums, zoos, and land owners with wooded property near tourist destinations or densely populated areas the opportunity to enter the emerging eco-adventure park market with the management experience and financial backing necessary to be successful. In exchange for a long-term lease, ArborTrek provides the necessary start-up and working capital to build and operate the course. In the addition to visitor draw, land owners receive a generous share of the tour revenue.

ArborTrek launched its flagship tour at Smugglers' Notch Resort in Northern Vermont in 2010. The Smugglers' Notch/Stowe Zip Line Canopy Tour and Treetop Obstacle course are listed #1 by TripAdvisor in their respective markets and have received glowing accolades including:

- One of the "World's Coolest Zip Lines" – 2012, *Travel + Leisure* magazine
- 2012 Editor's Choice for Best of New England – 2012, *Yankee Magazine*
- "One of the Best Wilderness Zip Line Tours in the U.S." 2012, – *Outside Magazine's Adventure Advisor Blog*
- "10 Thrilling Zip Lines Around the World" – 2014, *The Weather Channel*

ArborTrek is scheduled to launch its second adventure park at Tennessee's Fall Creek Falls State Park in June 2014 in partnership with The Adventure Guild, LLC, a Tennessee-based adventure park builder/operator. The partnership provides ArborTrek the opportunity to expand in the southeast and grow the ZIPStream Aerial Adventures brand in conjunction with a top-rated builder/operator.

## Staff Bios

### Michael R. Smith, President, ArborTrek Canopy Adventures, LLC

As the President of ArborTrek, Michael is dedicated to providing high-value, small group and family experiences that foster an appreciation for natural world, inspire and rejuvenate the mind, and educate the community on the value of wild places and adventure. Michael brings more than 20 years of experience in the challenge course industry as a facilitator, builder, manager, trainer, and business consultant and holds degrees in Wilderness Leadership and a Masters of Training and Development. He has worked with numerous Fortune 500 companies as a business consultant, authored and published climbing guides, worked as a Chief Field Instructor for the Outward Bound School, and managed a web design and marketing company focused on the outdoor industry. Through his work as an adventure



park builder and canopy tour consultant, he has helped to design and launch 16 commercial zip line canopy tours and adventure parks in the United States and Canada, and has consulted with dozens of other zip line canopy tour and adventure park operations on business planning, feasibility, staff development, and marketing. Michael is an ACCT Level 2 Certified Inspector, Ontario TSSA-Certified Zip Line Mechanic, and serves on the Board of Directors for the Association for Challenge Course Technology (ACCT).

#### Michael Beber, Chairman, ArborTrek Canopy Adventures, LLC

Michael provides financial and related insight and support to the ArborTrek team. Michael, now a resident of Rye, Westchester County, New York, was born and raised in Toronto, graduated from the University of Western Ontario and is a Canadian Chartered Accountant. Michael is best known as a forensic accountant where he was a senior manager at KPMG, a partner at BDO and subsequently a co-founder and principal of international forensic and investigative accounting firm Lindquist Avey. With more than 25 years of significant experience in developing market-leading intelligence and risk/data management businesses, Beber has lent his skills as a strategic and operating executive to companies including Kroll, one of the leading risk consulting companies, Marsh and McLennan, the world's largest risk manager, MidOcean Partners, a leading middle market private equity firm and, most recently, Altegrity, an international investigations and security company. Beber's love of zip line canopy tours and entrepreneurial pursuits led him to Michael Smith, one of the most recognized leaders in the industry, and together they forged their mission – to build ArborTrek into the premier provider of eco-adventures in North America.

Don Stock, Vice President, ArborTrek/ZIPStream, LLC; President, The Adventure Guild, LLC Don possesses more than 16 years of challenge course and adventure park operation, design, and installation experience. While serving as a youth minister in New York in 1994, Don and his wife were introduced to adventure-based ministry and the “Life-Transforming Power of Adventure.” In 2004, the Stocks relocated to Chattanooga, Tennessee to pursue adventure programming. In early 2005, they purchased local challenge course provider and climbing guide service The Adventure Guild. Over the years, Don has grown the construction side of the business and established The Adventure Guild as one of the top vendors in the regional southeast. Don previously served on the Board of Directors for the Professional Ropes Course Association (PRCA) and is now active as the Vice-Chair of the Inspection Certification Exam (ICE) Committee at the Association for Challenge Course Technology (ACCT).

Kimberly Stock, Vice President, ArborTrek/ZIPStream, LLC; CEO, The Adventure Guild, LLC Kim brings nearly 30 years of administrative and organizational leadership to her role in day-to-day operations and management at ArborTrek/ZIPStream, LLC and The Adventure Guild, LLC. During her career managing small businesses, Kim has established a proven record for developing high-performing teams and operational systems, and has been instrumental in refining the delivery systems for





adventure parks and traditional challenge course programming, as well as many aspects of The Adventure Guild's design, installation, inspection, and training services. Kim's passion for adventure programming was fostered through her work in adventure ministry in upstate New York. She continues to actively serve as a facilitator and trainer for The Adventure Guild and ZIPStream Aerial Adventures. Kim recently completed her course work to complete her BA in Organization Business Administration.

## Quotes from ZIPStream Staff

*"While the zip lines are a huge part of the attraction, they are just a means of egress to a world that is not easily accessed by most. The forest canopy is a dynamic and beautiful environment. It is our goal to provide our guests a highly interactive experience with outstanding views, the opportunity to soar through wild places, and hopefully to learn more about themselves, the people they are travelling with, and the natural world around them."*

– Michael R. Smith, President

*"We're thrilled at the opportunity to be at Fall Creek Falls State Park. Our goals of educating, entertaining, and inspiring through small group adventures is very much in alignment with the mission of Tennessee State Parks."*

– Kim Stock, General Manager, ZIPStream Fall Creek Falls  
Vice President, The Adventure Guild, LLC

*"We are passionate about helping people learn more about themselves, their companions, and the world around them. By providing unique access to such an immensely beautiful environment, it is our hope that we will ignite a passion in our guests to continue to seek out and explore wild places, to protect our environment, and to challenge themselves on a daily basis."*

– Michael R. Smith, President

*"I think we all secretly dream of flying."*

– Michael R. Smith, President

*"The scale, natural beauty, and variety of outdoor pursuits available at the Park make Fall Creek Falls State Park an ideal spot for a ZIPStream course. We are confident that the adventure park will draw new visitors, provide an opportunity for previous visitors to return, and offer reason for outdoor enthusiasts to extend their stay."*

– Kim Stock, General Manager, ZIPStream Fall Creek Falls  
Vice President, The Adventure Guild, LLC





*“As an adventure consultant, climber, and chronic traveler, I have had the fortune to be able to explore some of the most beautiful places in the World. What I think people will be surprised by on our tours is the immense beauty and wildness that exists practically in our own backyards. I am consistently caught off guard by the beauty of this place and I can’t wait to explore it with our guests.”*

– Michael R. Smith, President

*“In 2008, in the midst of the zip line canopy tour explosion in the U.S., we began looking for the ‘next wave’ on the horizon of adventure recreation. An experiential education and adventure ministry company at heart, we wanted to create a recreational experience that would provide the general public the opportunity to engage with the creation in unique, exciting, and novel ways and that would encourage, challenge and entertain. We found an exciting model in the aerial adventure parks that were becoming popular in Europe. We launched an “Americanized” version of the European concept in partnership with the iconic Ruby Falls attraction in Chattanooga, TN in 2010 to rave reviews and ZIPStream Aerial Adventures was born.”*

– Don Stock, President, The Adventure Guild, LLC

Lead Designer/Project Manager, ZIPStream Fall Creek Falls

*“Since establishing our flagship location at Ruby Falls in Chattanooga, TN in 2010, we have investigated many potential locations for ZIPStream projects. We are thrilled to bring ZIPStream to Fall Creek Falls State Park and look forward to expanding to other locations in the regional southwest in coming years.”*

– Don Stock, President, The Adventure Guild, LLC

Lead Designer/Project Manager, ZIPStream Fall Creek Falls