

**ABOUT ADG**

# **COMPANY PROFILE**







**GREAT PROJECTS.  
GREAT CLIENTS.  
GREAT PEOPLE.**

**The Complete Solution to the  
Most Successful Water parks**





# ABOUT US

## Over **Half-a-Century** of Industry Knowledge & Expertise

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From ADG's early beginnings in the water park industry, to its present day powerhouse status, ADG is proud to have set the industry standards in both wave generation and the water park design/build process.

**150+**

**DESIGN/BUILD PROJECTS**

Indoor, Outdoor & Resort Water  
Parks

**550+**

**WAVE SYSTEM INSTALLATIONS**

Wave Pools, Rivers & Specialty  
Designs

**130+**

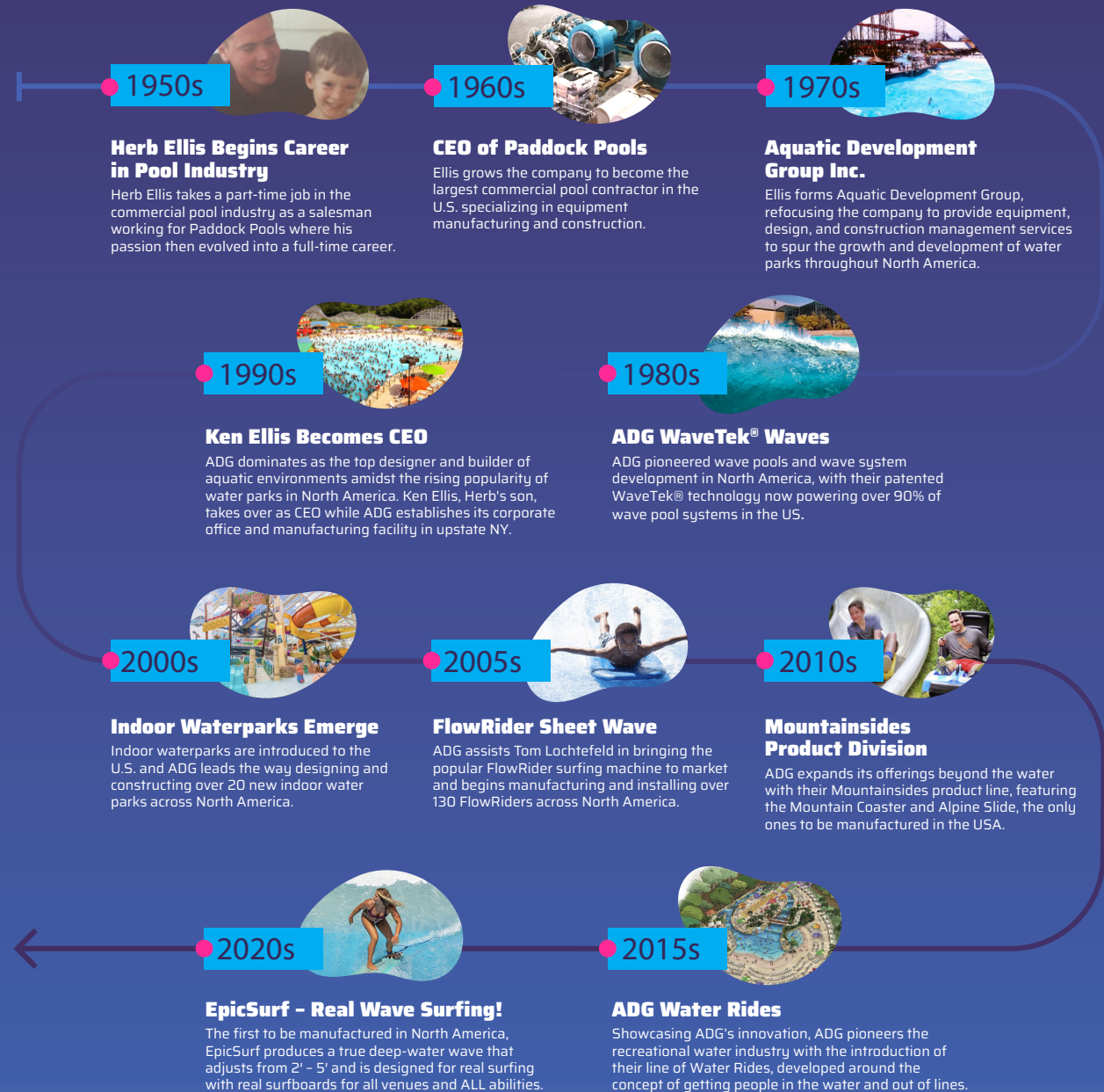
**SURF & BOARD ATTRACTIONS**

FlowRider, EpicSurf & Breaker  
Beach



# Our History

What started in the 1950's as a commercial pool contracting business has blossomed into a worldwide company that develops innovative products and revenue-generating design/build projects for water parks, resorts, surf parks, aquatic centers and recreational facilities worldwide.





# COMPANY QUALIFICATIONS

No other company in the industry offers the breadth of experience and greater flexibility with project planning and follow-through from concept to completion, than ADG.

**150+ DESIGN/BUILD PROJECTS**

**550+ WAVE INSTALLATIONS**

**130+ SURF & BOARD ATTRACTIONS**

**30+ AWARD WINNING PROJECTS & PRODUCTS**

**20+ INDOOR WATER PARKS**

**10+ MAJOR WATER PARK RENOVATIONS**

**40+ MAJOR WATER PARK EXPANSIONS**

**75% REPEAT CLIENT BASE**

**4,000+**

**PROJECTS WORLDWIDE**





# OUR APPROACH TO PROJECTS

## Working Together From Concept To Reality

Having pioneered the design/build concept in the aquatic industry over three decades ago, ADG is uniquely positioned to act as your partner throughout the entire development process. With ADG as your design/build or master planning partner, you're choosing to work with an expert-project team, fully knowledgeable on all aspects of your project and ready to address any contingencies that arise during the development process to keep your project moving forward.

01

### UPFRONT PLANNING & REVIEW

It all begins with examining the existing site infrastructure and gathering all required information to create a solid project plan; establishing project costs, schedules and providing assistance with real operating budgets to avoid costly overruns and delays later on. Based on the findings, the master plan is developed as a buildable concept.

02

### PRODUCT DESIGN & ENGINEERING

ADG offers a comprehensive design and equipment package encompassing all your specialized aquatic attractions. This inclusive package comprises essential documents and drawings, providing you with a visual representation of your attractions' appearance and a clear comprehension of their interrelation & integration within the overall park layout.

03

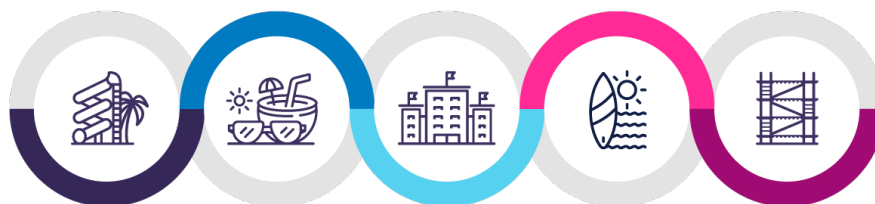
### PROJECT COST ANALYSIS & BUDGETING

Upon finalizing the project design, ADG will provide you with a transparent, fixed-price quotation covering all aquatic features outlined in the plan. This quotation encompasses allowance budgets for core aquatic scope elements so there are no unexpected surprises (or costs!).

04

### PROJECT BUILD

Throughout the project's construction, you will have a designated Project Manager devoted to overseeing every facet of your aquatic program. This commitment commences from the project's inception, ensuring seamless communication among all stakeholders. The outcome is a timely & budget-conscious delivery that aligns with your expectations.



**SMALL/LARGE  
WATER PARKS**

**RESORTS**

**MUNICIPALITIES/  
AQUATIC CENTERS**

**SURF  
PARKS**

**RENOVATION/  
EXPANSION**

# MASTER PLANNING & DESIGN

**ADG's Master Planning & Design services** provide you with a complete plan that addresses all aspects of your project including design, capacity, ride mix, and area development.

It all begins with a thorough examination of the existing site infrastructure and gathering all required information, including agency requirements, feasibility findings and identify issues up front to avoid costly overruns and delays.

In concert with your team, ADG will develop a program that addresses your operations, entertainment value, capacity, and budget goals. Critical functions such as management, staff operations, cash handling, rentals, F&B, retail, signage, and branding are all taken into consideration at this point in the program development.

Based off the program findings, a full park plan is developed. This master plan is a buildable concept that serves as a roadmap to achieving project goals and taking into account key project factors early in the progress - operating budgets, phasing, entertainment value, and other key elements to consider.

**The result: a complete plan that provides a roadmap to achieving your project goals & objectives.**

## THE **FOUR** PHASES

- 01** ANALYSIS & REVIEW
- 02** PROGRAM DEVELOPMENT
- 03** PARK PLAN & CONCEPT
- 04** BUDGETING & PROJECT DEVELOPMENT





# PROJECT CONSTRUCTION

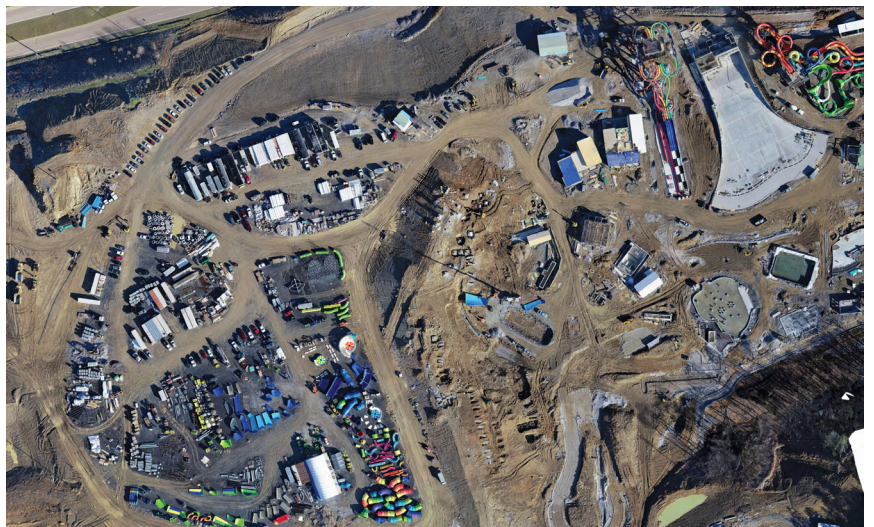
Designed & Built to Succeed.

Our vertical integration between master planning, design, construction, and manufacturing is a unique skillset in the industry. It allows us to work smarter by layering our products, knowledge, and experience as the project progresses.

Our multi-layered approach including scheduling, design, and construction allows us to apply strategic adjustments and pivot accordingly to continue developing and executing projects, on time and on budget.

Our customized project delivery approach options allow you to work with ADG based on your project's specifications. No other company in the industry offers greater flexibility with project planning and follow-through, from concept to completion than ADG.

**Over the last 40 years, ADG has completed 150+ design/build projects & 50+ wave pool construction projects.**





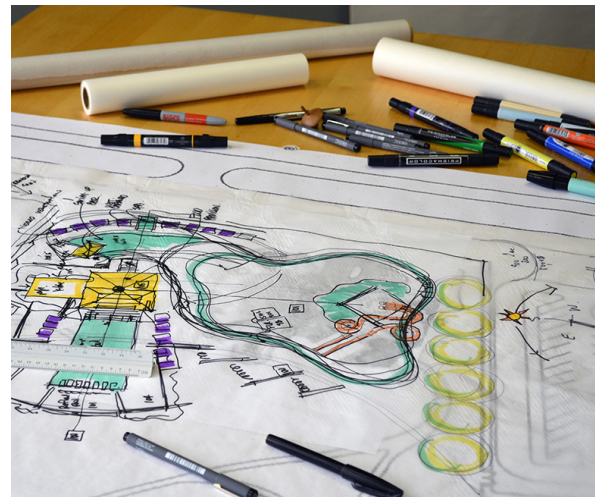
# PROGRAM MANAGEMENT

In our experience, the most successful projects employ a coordinated and consistent process to manage all necessary program elements in order to achieve both short and long-term business goals. By combining these elements our team creates a macro level “project program”, that integrates the scope and direction that guide your project.

**ADG’s Program Management** strategically aligns all the industry disciplines under one central point of coordination - ensuring that all parties are consistently **operating in sync to achieve project goals**. Our experience in designing, building, and operating aquatic venues in the USA directly correlates to our ability to deliver the most successful aquatic venue master plan and program management support in the market. This unparalleled level of expertise and experience gives our clients the tools for their aquatic venue to succeed.

As a project evolves, the ADG Program Manager works with the Master Developer to build out the Project Team that will be involved in providing the additional design, brand, and operational development needs as required for a specific project.

The Program Manager is accountable for team coordination of all project activities. In addition to directing the team, the Program Manager will prepare and/or comment on the continued evolution of program elements as they develop, including the financial model, capacity and occupancy rates, and overall design features.





# OUR APPROACH TO PRODUCTS

Product Delivery That Goes Beyond The Basics

ADG holds a comprehensive and award-winning range of recreational products that can seamlessly integrate into a complete construction project or delivered as a standalone piece of equipment. We take pride in manufacturing all our products to the upmost standards of safety, creativity and innovation.

01

## MANUFACTURING

All of our products are manufactured in our plant located at our corporate headquarters in Upstate NY. From wave machines, to pool fittings, to water filtration, all of ADG's products are designed and manufactured to be construction friendly, surpass industry standards and provide reliable, long-lasting results.

02

## INSTALLATION & SUPPORT

Our commitment to your project success extends way beyond the sale of any equipment to ensure that your attraction is fully functional and optimally designed for accurate and easy installation. And our expert Project Managers and Service & Support Team are available to provide any assistance you may need.

**50 YEARS OF EXPERIENCE** providing exceptional service & support to our clients

365

YEAR ROUND  
SERVICE & SUPPORT



TOP PERFORMANCE  
& SAFETY RECORD



EXPERIENCED  
LOCAL TECHNICIANS



INDUSTRY LEADING  
PRODUCT FEATURES





# ADG'S LINE OF PRODUCTS

A mix of attractions to fit your specific budget, demographic and project goals.



## WAVETEK®

The undisputed leader in wave generation technology, wave pool design, and construction. WaveTek® wave generation systems are the industry's proven top performer and are well known for creating some of the most iconic and innovative wave pools and rivers in the industry.

## ADG WATERRIDES

ADG Water Rides provides the solution for the ultimate water ride attraction, from boogie boarding, surf waves, tidal rivers, and skill-based adventure rides. Each ADG Water Ride introduces a differentiating park experience, enticing guests to enjoy a day filled with fun and adventure.



## EPICSURF®

With a long history of making waves, ADG developed the award-winning deep water standing surf wave, EpicSurf®. EpicSurf provides the ideal wave for creating the ultimate surf venue, making real surfing possible anytime, anywhere and is manufactured at the ADG headquarters in Upstate NY.



# OUR TEAM

## Comprised of the Most Experienced & Innovative Experts in the Industry

Forming the cornerstone of what we do and who we are, they have pioneered our in depth approach philosophy which guides our commitment to delivering top-tier products, exemplary service, and expert project management to clients.

**100+**

FULL-TIME EMPLOYEES

**25%**

EMPLOYED MORE THAN 20+ YEARS

**60%**

SAY THEIR FAVORITE THING ABOUT ADG IS THE PEOPLE

# Your Dedicated Team

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**Ken Ellis**  
CEO



**Jim Dunn**  
President



**Bruce Quay**  
COO



**Kristen Renchkovsky**  
CFO



**Bill Leonard**  
Vice President of Design & Construction



**Ray Lauenstein**  
Director of Business Development



**Julie Kline**  
International Sales & Marketing Manager



**Ryan Snyder**  
Director of Creative Design & Product Development



**Tim Sheehan**  
Manager of Planning



**Bryan Meskill**  
Manager of Design & Construction Engineering



**Jay Hopeck**  
Director of Project Development Services



**Mike Walsh**  
Director of Equipment Systems



**Ed Kapper**  
Operations Director



# OUR WORK

## PORTFOLIO OF LEADING WATER PARK & RESORT DEVELOPMENTS

ADG's process looks beyond the water's edge to address your entire project as a whole, providing smart solutions to achieve the real results you want.

**4,000+**

PROJECTS WORLDWIDE

# Testimonials

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“



ADG got us open a season earlier than expected, met our budget, and gave us the direction we needed to create this incredible park!"

Tim Gantz,  
Soaky Mountain Waterpark

“



We've seen the exceptional work ADG has done, time and time again, making it an easy choice for us to pick a designer, builder and construction manager for our projects."

Hue Eichelberger, COO  
Premier Parks, LLC

“



"I have partnered with ADG for over a decade, their approach to designing & building waterparks is what led us to partner with them. They look at every aspect involved in a project, from guest experience to operations, nobody knows waterparks like ADG."

Jody Kneupper, Managing Director of Waterparks  
ProParks Management





# OKANA RESORT

OKLAHOMA CITY, OK

**ADG PROJECT SCOPE:** Design/Build Outdoor Water Park

**SIZE:** 140-acre resort

**BUILD TIME:** 24 months

Chickasaw Nation envisioned developing the land surrounding the First Americans Museum into a \$300 million resort & water park riverfront tourist destination.

Featuring an 11-story, 404 room hotel, 4.5 acres of outdoor entertainment, and 100,000 sqft of indoor aquatic space - Aquatic Development Group is working as the owner's representative for the overall project and is acting as the designer and builder of the indoor waterpark and outdoor adventure lagoon pool.

The project is currently under construction and is set to open to the public in 2025.



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## ADG Project Solutions

- Concept Development
- Project Budgeting
- Program Management
- Construction Management
- Specialty Fixed-price Design Build

## ADG Aquatic Attractions

- 01 Two-story 100,000 sqft indoor water park
- 02 1.5-acre outdoor adventure lagoon
- 03 7,600 sqft indoor wave pool
- 04 420 ft long action river









# SOAKY MOUNTAIN

SEVEIRVILLE, TN

**ADG PROJECT SCOPE:** Design/Build Outdoor Water Park

**SIZE:** 50-acre outdoor water park

**BUILD TIME:** 12 months

Wilderness Resorts – ownership group of Soaky Mountain Waterpark, wanted to build a \$90m state-of-the-art, 50-acre outdoor ‘modern-mountain’ waterpark featuring the most cutting-edge attractions in the industry.

The Soaky Mountain team originally considered a Summer 2021 opening date, but the ADG team knew that we had the capability to get them open a season earlier. To do this, ADG took on the role of design/builder and construction manager of the project, seeing the project through from concept through construction, meeting their budget, and beating their original timeframe.



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## ADG Project Solutions

- Concept Development
- Project Budgeting
- Program Management
- Construction Management
- Specialty Fixed-price Design Build

## ADG Aquatic Attractions

- 01 35,000 sqft wave pool with 6' high waves and a double Flowrider® surf ride
- 02 Over a dozen water slides including two of the world's first
- 03 24,000 sqft ‘Tidal River’ with 3' roller waves
- 04 A side-by-side inflatable water obstacle course









# KARTRITE RESORT & INDOOR WATERPARK

CATSKILLS, NY

**ADG PROJECT SCOPE:** Design/Build Indoor Water Park  
**SIZE:** 2-acre Indoor Water Park

The Kartrite Resort & Indoor Waterpark was built as part of the \$90 million Resorts World Campus located in the midst of 1,600 acres of wilderness in the Catskill Mountains. The luxury hotel experience includes a state-of-the-art four-season two-acre indoor waterpark that is family-focused in its thrills and amenities.

ADG designed & built the Kartrite indoor waterpark with a unique upscale, tropical flare that is reflected through an abundance of premium deck space and cabanas, capped off with copious amount of lush landscaping underneath a state-of-the-art, barrel-shaped Texlon® transparent roof.



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## ADG Project Solutions

- Concept Development
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- Construction Management
- Specialty Fixed-price Design Build

## ADG Aquatic Attractions

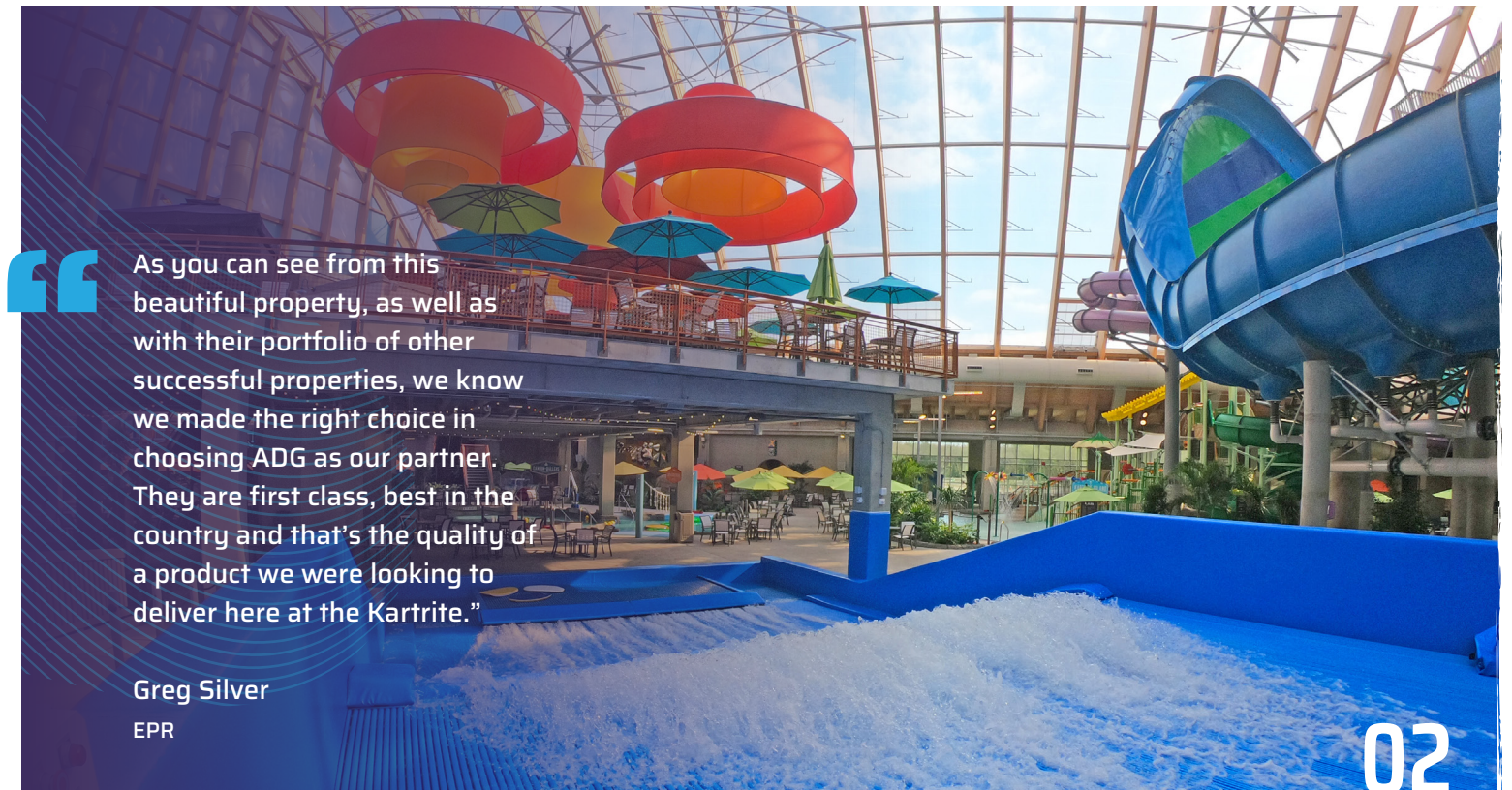
- 01 Over 11 aquatic rides, slides & attractions
- 02 Adventure river
- 03 Texlon Transparent Roofing
- 04 Double FlowRider® sheet wave system





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01



As you can see from this beautiful property, as well as with their portfolio of other successful properties, we know we made the right choice in choosing ADG as our partner. They are first class, best in the country and that's the quality of a product we were looking to deliver here at the Kartrite."

Greg Silver  
EPR

02



03



04





# CAMELBEACH WATERPARK

TANNERSVILLE, PA

**ADG PROJECT SCOPE:** Design/Build Outdoor Water Park

**SIZE:** 30-acre Outdoor Water Park

**BUILD TIME:** 4 months

Camelback Resort was purchased by Ken Ellis, ADG's CEO and his partner in 2005. His vision was to turn Camelback into a true year-round vacation destination. To turn this vision into a reality, he utilized ADG to design and build an outdoor waterpark and then again in 2015 to design and build an indoor waterpark.

The first-of-its-kind "Mountain Waterpark," Camelbeach was designed to seamlessly fit into the landscape and operations of the mountain's winter operations. Through innovative planning, the park was designed to operate utilizing the existing ski area facilities, buildings and infrastructure, capturing efficiencies in costs and construction time.



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## CAMELBACK RESORT

### ADG Project Solutions

- Concept Development
- Project Budgeting
- Program Management
- Construction Management
- Specialty Fixed-price Design Build

### ADG Aquatic Attractions

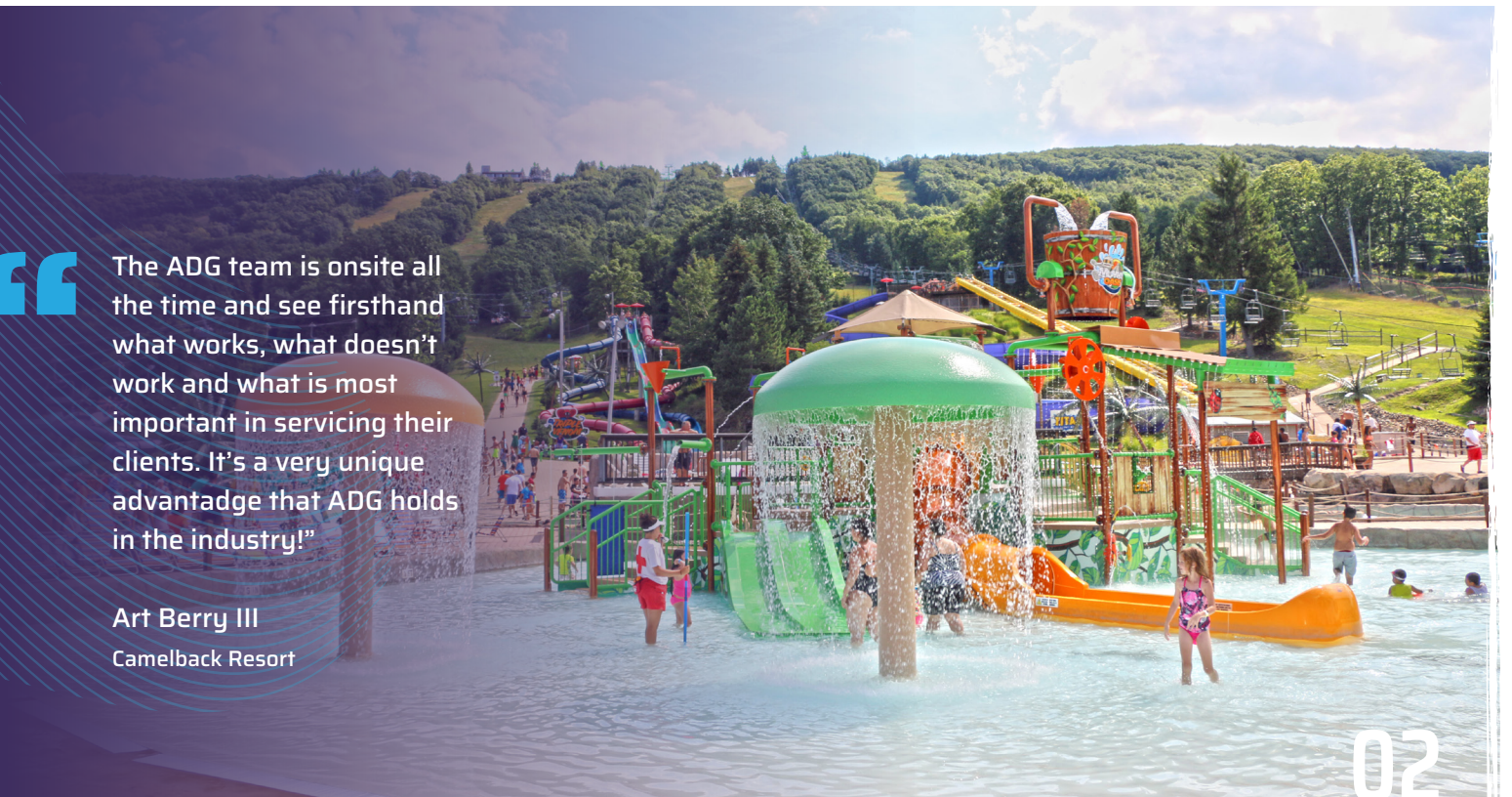
- 01 30,000 sqft wave pool
- 02 1,000 ft long adventure river
- 03 7,500 sqft interactive kids play area
- 04 FlowRider® sheet wave system





The ADG team is onsite all the time and see firsthand what works, what doesn't work and what is most important in servicing their clients. It's a very unique advantage that ADG holds in the industry!"

Art Berry III  
Camelback Resort







# AQUATOPIA WATERPARK

SEVEIRVILLE, TN

**ADG PROJECT SCOPE:** Design/Build Indoor Water Park  
**SIZE:** 125,000 sqft Indoor Water Park  
**BUILD TIME:** 17 months

With the goal of creating the most innovative and brand immersive indoor waterpark in N. America, the owners of Camelback once again turned to their partners at ADG. As part of a 600,000 sf resort lodge, the 125,000 sf waterpark was designed and built by ADG as part of the largest single phase construction project, completed in under 17 months.

An immersive exercise in branding, the Camelback experience culminates in Aquatopia, a fully integrated, themed waterpark that enhances the resort's story and brand with one-of-a-kind rides and attractions.



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## CAMELBACK RESORT

### ADG Project Solutions

- Concept Development
- Project Budgeting
- Program Management
- Construction Management
- Specialty Fixed-price Design Build

### ADG Aquatic Attractions

- 01 11,000 sqft wave pool
- 02 Adventure river
- 03 Texlon Transparent Roofing
- 04 Double FlowRider® sheet wave system





01



The waterpark was a great draw this winter and an ideal draw for guests who were worried about booking a hotel in the face of less than ideal snow conditions. Our hotel remained full, our rooms were booked and guests left excited to return again next year!”

Charles Blier

Camelback Resort & Aquatopia

02



03



04



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Our 75% repeat client base is a testament to our desire to create great projects and foster even better relationships.”

Ken Ellis,  
CEO





# THANK YOU

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**We appreciate the  
opportunity to submit  
this company  
overview for your  
consideration.**





**AQUATIC DEVELOPMENT GROUP**  
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Cohoes, NY 12047