AMUSEMENT PRODUCTS BUMPER BOATS
FINANCIAL ANALYSIS

Water attractions have been popular in the amusement business for many years. Bumper boat ponds are becoming more and more popular every year. It is a fun ride for all and with the addition of water features such as a water cannon on the sidelines , spectators are allowed to be involved. This excites the kids as well as the parents and grandparents.

Amusement Products is continually upgrading and improving our products every year. Bumper boats is no exception. Our Shockwave Electric Bumper Boats have proven to not only outperform other electric boats but gas as well. They are not only faster than the gas boats, which makes for a more exciting ride for the customer, they will go all day on a single charge. Amusement Products has taken Electric Bumper Boats to another level.

With over 43 years of experience in building and operating FEC's Amusement Products has shown to be a leader in the industry. We can help you in adding new attractions that will best suit your park.

The following information is an economic breakdown of a bumper boat operation. This information should come in handy when considering the possibility of operating a bumper boat pond. The sections are divided into two parts as follows:

1. Economics of Geographical Area

2. Economics of a Bumper Boat operation

STATISTICAL DATA FOR POTENTIAL INVESTOR

1. ECONOMICS OF GEOGRAPHICAL AREA

Below is a list of criteria you want to consider for your new business:

A. Population in a surrounding trade area - 10 miles - and population in immediate trade area - 5 miles.
B. Social and economic breakdown of residents within both trade areas.
C. Auto and traffic count in immediate area of proposed installation.
D. Number of schools in trade areas.
E. Median income in area.
F. Other or same recreational activities available in area.
G. Real estate trends, both residential and commercial.
H. Unemployment ratio for area (if available).
I. Growth characteristics if trade area (population trends last 5 years).
J. Size and availability of parcel land.
K. Cost of land and proposed improvements.
L. Ratio of improvements to land cost.
M. Supplemental activities to bumper boat pond.

Batting cages	PhazerZone (indoor paintless paintball)
Miniature golf	Pursuit Park paintball field
Go-karts	Game room (and birthday parties) and snack shop

N. Obtain financing for land and improvements.
O. Number of employees required
P. Number of hours open to public
Q. Weather conditions as it would affect the number of days open per year
R. Advertising and promotional costs
S. First, second, and third year budget forecast
T. Projected return on investment before and after taxes

2. **ECONOMICS OF BUMPER BOATS**

CRITERIA: 12-Boat pond, 3500sq. ft., 100,000 drawing population

A. Maximum capacity income per hour for one boat:
$5.00 per 5 minute ride
12 cycles per hour
$60 per boat per hour

B. Full operational capacity assuming 3 minutes between cycles (8 minutes per cycle; 7.5 cycles per hour)

C. Twelve boats operating at full operational capacity
$5.00 per ride=$450 per hour

D. Operating on a 12-hour day (12.00AM to 12:00PM) (gross)
$450 per hour - $5,400 per day

E. Gross yearly income @ $5.00 per ride:

		3 Summer Months		**4 Off Months**		
% of Full Operational Capacity	**Day**	**Month***	**3 Month Total**	**Month****	**4 Month Total**	**7-month year total**
15%	810	$20,250	$60,750	$ 5062.50	$20,250	$81,000
20%	1080	$27,000	$81,000	$6750.00	$ 27,000	$108,000
25%	1350	$33,750	$101,250	$8437.50	$ 33,750	$135,000
30%	1620	$40,500	$121,500	$10,125.00	$ 40,500	$162,000
35%	1890	$47,250	$141,750	$11,812.50	$ 47,250	$189,000

Note: * Allows for 5 rain days a month ** Off month is 25% of summer month.

F. EMPLOYEE PAYROLL (Prime 3 months& 4 off months)

1)Operating hours 12:00-12:00

2)Employees per shift: Two shifts-12:00 to 6:00 and 6:00 to 12:00

CAPACITY	15%	20%	25%	30-35%
First Shift	1	1	1	1
Second Shift	1	1	2	2
Total staff per day	2	2	3	3
Total staff hours	12	12	18	18
cost per day at $7 per hour	$84	$84	$126	$126
Cost per year*	$17,640	$17,640	$26,460	$26,460

* 210 operating days per year

G. Net income before taxes

Percent of F.O.C.*	15%	20%	25%	30%	35%
Gross income	$81,000	$108,000	$135,000	$162,000	$189,000
Labor	$17,640	$17,640	$26,460	$26,460	$26,460
Miscellaneous**	$16,200	$21,600	$27,000	$32,400	$37,800
Net before taxes	$47,160	$68,760	$81,540	$103,140	$124,740

* F.O.C. = Full Operational Capacity

** 20% of gross income

NOTE: Because of the variables involved in any pond the above figures are in no way to be constructed as what your pond will do. The figures are based upon revenues at existing parksdoing similar numbers to those shown above.