

Innovative Heights Wauwatosa, LLC

DBA Slick City Action Park



Slick City Action Park - Business Overview

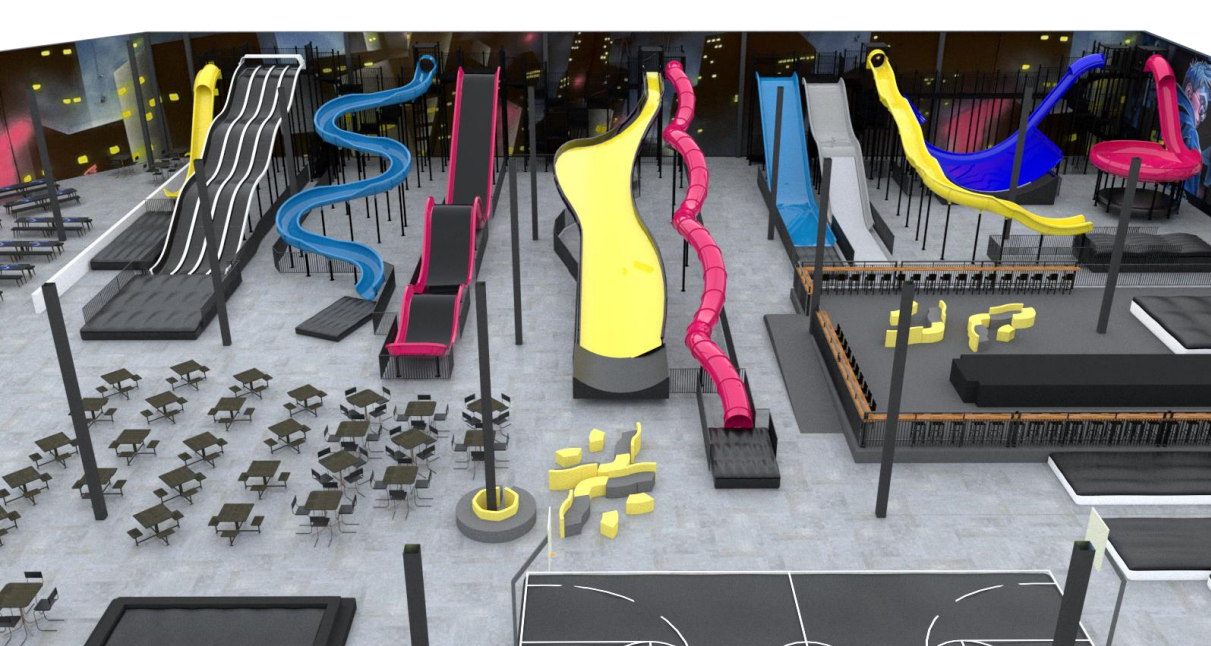
WHO WE ARE:

Slick City Action Park is Pure Adrenaline and FUN for most ages!! Yes, our core customer is KIDS of ALL ages! We have found our activities appeal directly to the under 18-year-olds, but more than 25% of our paying guests are 18 and older. Today, many think we are in an “experience economy” and we are finding out many parents want to do things with their kids more and spend less on commodities, goods and services. In addition, Slick City has become a popular activity for couples, friend groups and we have “sold out” our first “Adult Only” night.

We offer many of our patented “dry slides”, multiple Sports Courts, Soft Play, Trapeze, Swing, Zip line and mini go karts in 50k square foot building. We charge admission for 90 / 120-minute time blocks. In addition, our City Café will offer food and beverages and we have quickly become a “hot spot” for events and birthday parties.

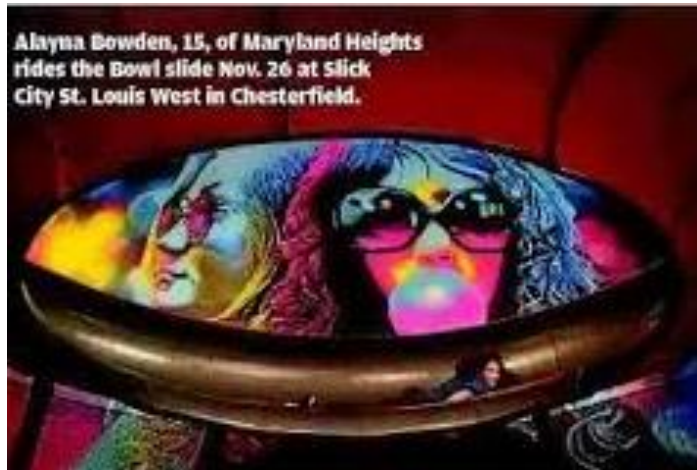
Slick City Action Park plans to open its 5th location in Wauwatosa, WI. Our first locations were opened in 2022 in Lakewood Colorado a suburb of Denver and in Chesterfield Missouri a suburb of St. Louis. Both locations are greatly exceeding our high expectations regarding customer engagement, safety and SALES. Our next 2 locations are in construction in Houston Texas and Phoenix Arizona. We feel Wauwatosa will be a perfect match for Slick City based on the demographics, being differentiated from other entertainment concepts and our experience running a similar business in the area.







SLICK CITY
ACTION PARK™
ST LOUIS





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Activities

~10 “dry” slides (imagine a water park without water), sports courts, soft play, trapeze, swing, zipline and mini go karts.

Normal Hours of Operation

Monday – Thursday: 1pm – 8:30pm

Friday: 11am - 11pm

Saturday: 10am – 11pm

Sunday: 11am-8:30pm

Number of Employees

We anticipate hiring 2 full time professional managers, 4 part time managers and over 60 team members.

Building Size

~45,000 square feet



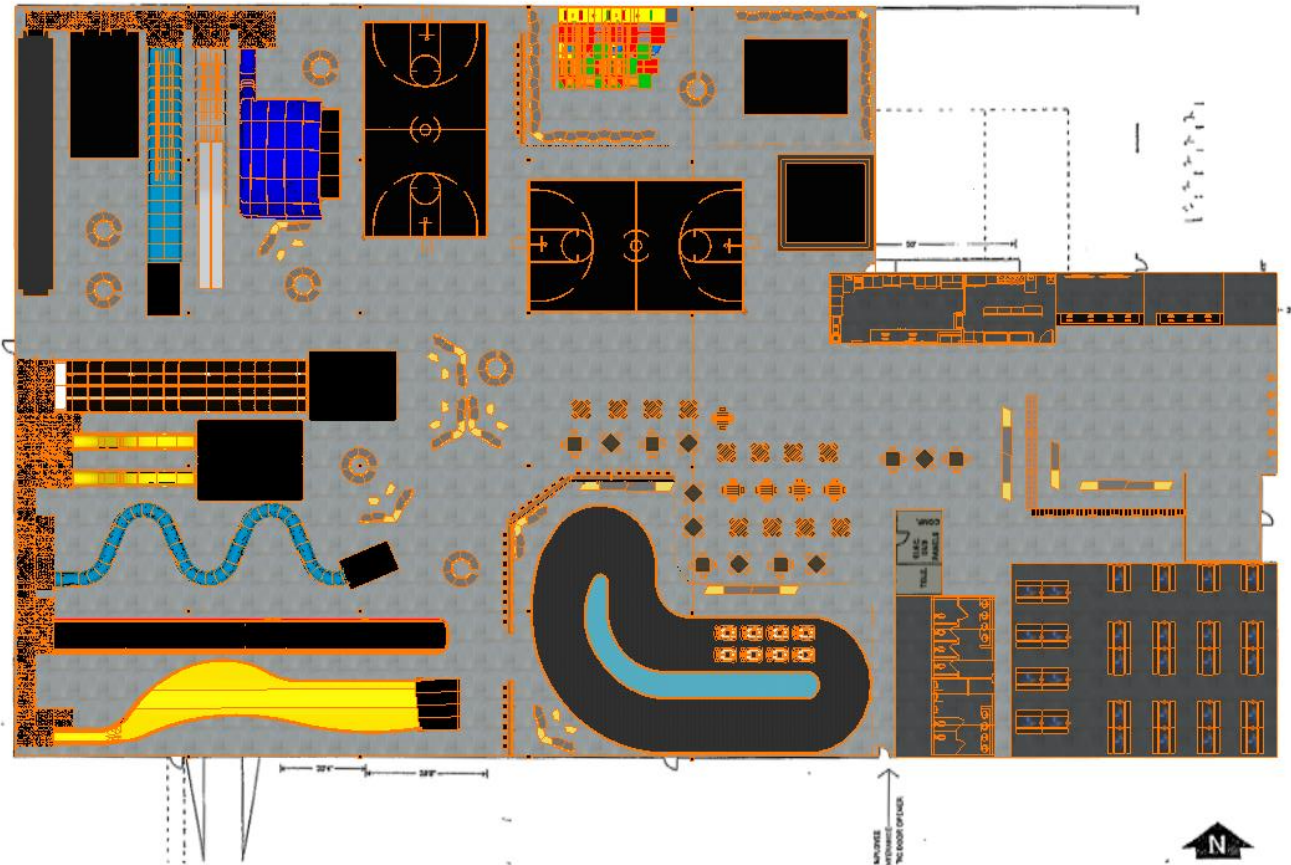
Slick City Action Park – Site Plan

1435 N 113th Street



Slick City Action Park – Preliminary Floor Plan

1435 N 113th Street



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REASONS WAUWATOSA should grant Slick City conditional use.

- We have found people regularly commute from outside the city limits, dramatically increasing the city's sales tax base.
- As “transplants” decide what community to live in, having unique and differentiated entertainment options can give a community an additional edge.
- Jobs, Jobs, Jobs. We anticipate hiring 2 full time professional managers, 4 part time managers and over 60 team members. Our “team members” typically prefer us over many other first-time jobs; therefore, we take our on-the-job training and leadership training as an investment into the future of Wauwatosa. We are hiring tomorrow's leaders today.
- Wauwatosa will become OUR home and we plan to be active in community by “giving back” to our schools / neighbors in need.
- The location we have chosen, has ~120 parking spots, centrally located, free standing building therefore will be a good addition to our neighborhood and greater community.
- Finally, we have reviewed multiple local social media sites, where we see community members asking for additional family friendly year-round entertainment.



Thank YOU

For any questions, please reach out to
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Additional info can be found:

https://www.youtube.com/watch?v=SDAlauZaNvQ&list=TLPQMDgwMzlwMjOK_WWfWuvl0Q&index=1

Facebook

Instagram

Linkedin

